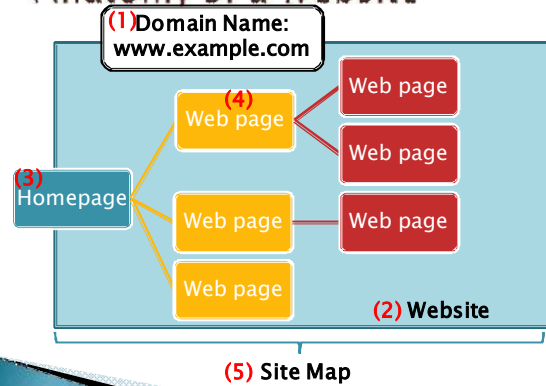


# Web Authoring

By Dr. Ratsameetip Wita  
Adapted to English by Prakarn Unachak

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## Anatomy of a Website



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## Anatomy of a Website (2)

- ▶ Domain Name
  - Human-readable, unique name that identifies an entity (such as website) on the Internet.
  - Formed by the rules of Domain Name System (DNS)
  - Example: <http://www.cs.science.cmu.ac.th/>
- ▶ Web Page
  - Documents readable by web browser.
  - Text/image/etc.

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## Anatomy of a Website (3)

- ▶ Website
  - Set of related web pages served from a single domain
  - Hosted on the same (set of) server(s)
- ▶ Home Page
  - Usually the first page you'll see on a website.
- ▶ Site map
  - List of pages on a website, and how they are linked together

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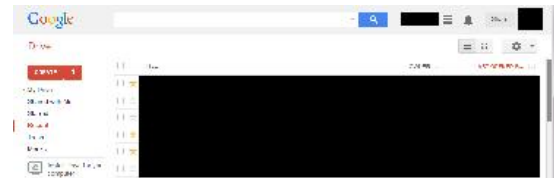
## Static vs. Dynamic Web Pages

- ▶ Static Web Page
  - File delivered as stored
  - Content does not change unless the stored file changes
- ▶ Dynamic Web Page
  - Generated by web application
  - Content changes based on user's interaction (and other things)

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## Dynamic Web Page Example



- ▶ Contents change on user interaction.

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## Dynamic Web Page Example (2)

- ▶ Google Doodles – Time/Location



Thai Mother's Day 2014



Valentine 2012



World Cup 2014



Lunar New Year 2010

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## Website Design

- ▶ Website Structure Design
  - Outline
  - Content
  - Layout
- ▶ Website Interface Design
- ▶ Color Theme
- ▶ Font
- ▶ Image and Multimedia

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# Website structure design



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## Outline

- ▶ Purpose & Audience
  - What is this website for?
  - Who is this website for?
    - What do they know? What do they want? How to communicate?
- ▶ Focus
  - Clear, not too complicated
- ▶ Organization
  - Group related contents together

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## Categories of Website

- ▶ Corporate
  - Details of organization
  - Contacts
- ▶ Promotional/E-Commerce
  - Ads
  - How to order
  - Product details

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## Categories of Website (2)

- ▶ Informational
  - Articles
  - Course materials
  - wiki
- ▶ Personal
  - Album
  - Blog
  - Portfolio

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## Content

- ▶ Most important parts of the website
- ▶ Factors to consider
  - Accuracy
    - Credibility/Sourcing
    - Error-checking – both contents and spelling
  - Timeliness
    - Is the information up-to-date?
  - Coverage
    - Does it fit the goal of the website?

## Layout

### Components of a Webpage

- ▶ Header
  - About website itself
  - Logo/Name/Slogan
- ▶ Highlight/Banner
  - Show important details
    - News/Promotions
  - Not necessary on every pages

## Layout (2)

- ▶ (Main/Sub) Menu
  - Show links to other web pages (mostly) of the same website
  - Main menu can be part of the header
  - Should be the same throughout the website
- ▶ Content
  - Main details of that web page
- ▶ Footer
  - Contacts/Copyright/Credits
  - Indicate the page ends

## Webpage Components



## Layout (2)

- ▶ Similar layouts for the same website
  - For familiarity
- ▶ Don't lay content too dense
- ▶ Distinct topic of content
- ▶ Display important contents on the home page
  - PR
  - News updates

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## Example - Informational Website



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## Example - Corporate Website



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## Responsive Web Design



Image by Guillermo Garcia-Mont

- ▶ Design for webpages to display on different devices (screen sizes) with automatic adjustment
- HTML5, CSS

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# Website Interface Design



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## Color Theme

- ▶ Appropriate for website content and purpose
- ▶ Fit to the organization
- ▶ Different colors have different feels
  - Warm and Cool Colors
    - Warm is energetic, stimulating
    - Cool is calming, relaxing
- ▶ Color wheel
  - Used for picking the right color

Warm and Cool Colors



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## Examples of Color Theme

- ▶ Monochromatic Colors
  - One hue
  - Different "brightness"
- ▶ Analogous Colors
  - Colors are next to each other in the color wheel
- ▶ Triad Colors
  - Three colors are evenly spaced in the color wheel

Monochromatic Colors



Analogous Colors



Triad Colors



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## Monochromatic Web Page



▶ [www.3coasts.com](http://www.3coasts.com)

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## Web Page with Analogous Colors



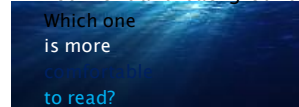
▶ Tori's Eyes: [torieyes.quodis.com](http://torieyes.quodis.com)

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## Fonts

- ▶ Appropriate Font to Contents
  - Official/ Business/ Hobby/ Personal, etc.
- ▶ Appropriate Size
- ▶ Easy-to-Read Colors
  - Both font and background
- ▶ Moderate effects



Script: Nadianne Swing  
 Sans Serif: Gaspardard Script  
 Serif: Squidlet  
 Jante Antiqua  
 Galena  
 Alinea Sans  
 TF Forever  
 Franklin Gothic: Extra  
 Gill Sans  
 Lucida Sans  
 STUOYARD-GOTTING  
 Rotis Sans  
 Stellar Delta  
 Vellvé  
 Alinea Roman  
 TF Ardent  
 Rockman Old Style  
 Silica  
 Lucida Bright  
 Rockwell  
 Century Old Style  
 Cicéro

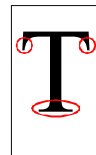
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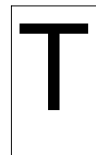
## Fonts (2)

- ▶ Serif
  - Small lines at the end of a stroke
  - Used in official documents
  - Mostly for headers
  - Examples: Time New Roman, Georgia, Book Antiqua
- ▶ San Serif
  - No serif
  - More modern
  - (Usually) Easy to read, appropriate for contents
  - Examples: Arial, Tahoma, Calibri

Times New Roman



Arial



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## Fonts (3)

- ▶ Script
  - Based on handwriting
  - Harder to read
  - Used in casual context
  - Mostly as headers
  - Examples:

*Vladimir Script, Freestyle Script*

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## Image and Multimedia

- ▶ Related to contents
- ▶ Appropriate Size
  - Not too big nor too small
- ▶ Moderate animations / effects
- ▶ Background music:
  - Appropriate Volume
  - Should include on/off button
  - Don't start automatically

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## Web Authoring Tools

Modern tools are WYSIWYG (What You See Is What You Get)

- ▶ (Offline) Software – Need to install first
  - Adobe Dreamweaver
  - Kompozer
  - Microsoft Frontpage
- ▶ Online service
  - Google Site
  - Wordpress
  - Weebly

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## Web Publishing Services

- ▶ Provide:
  - Web Authoring Tools
    - WYSIWYG
    - Creating/Editing Tools
    - Themes
  - Web Hosting
    - Hosting and Domain name
- ▶ Can be free, or not

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**Examples**

Wizards with WordPress

**Google Sites**

**Wordpress**

**Blogger**

**Tumblr**

**Kosmos Example Blog**

**Terry Richardson's Diary**

**Pauline Neal Mooney**

**Pauline's List of Bloggers**

**Are you in the list?**

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## Social media



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## Website vs. Social Media

### Website

- Easy to Organize
- Easy to Search
- Good for presenting information

### Social Media

- ▶ Emphasis on
  - Communication
  - Announcement
  - Ads
- ▶ Harder to Search
- ▶ Harder to Organize
- ▶ Good for PR, Announcement

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## Social Media Trend

Active Monthly Users of the 'Big 9'



As of 15 November 2014 (multiple sources cited)  
\*Facebook's reported user population is over 1.1 billion, but this figure is based on a sample of users and may not represent the entire population. The number of active users is based on a sample of users and may not represent the entire population.

kamber

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<http://kamber.com.au/>

## Facebook Page and Group

### Facebook Profile

- Show user's personal details
- Can be configured as needed
  - What is included
  - Who can access it

### Facebook Page

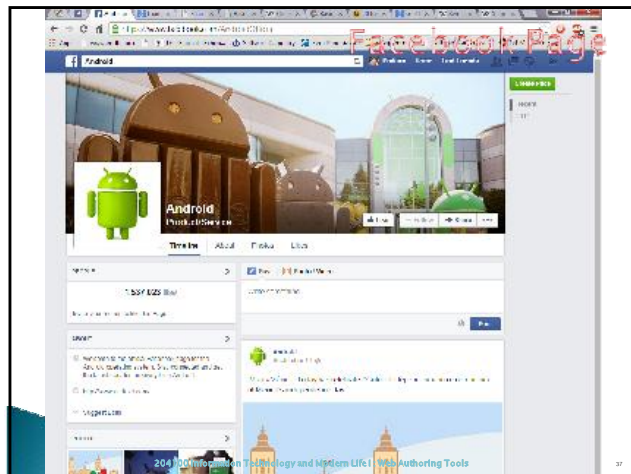
- Similar to Facebook profile
- But for business, celebrities or organization
- Always public
- Can be generated automatically

### Facebook Group

- Private spaces for people to connect and share information
- Group Admin can adjust:
  - Privacy Setting
    - Public, Closed, Secret
  - Membership option
    - Invite only, ask for join, anyone can join

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## Facebook Group

- ▶ **Public Group**
- ▶ Admin can pin a post
  - Post remains on top of the list
  - Easy for members to notice