

Designing Attractive Web Pages:

<http://wdvl.internet.com/Authoring/Design/Pages/>

Intermediate HTML:

<http://www.washington.edu/computing/training/510/>

And a few design sites:

Web Clip Art Home Page:

<http://webclipart.about.com/>

Web Monkey Graphics Tips

<http://webmonkey.wired.com/webmonkey/design/graphics/>

Optimal Web Design

<http://psychology.wichita.edu/optimalweb/>

BEFORE YOU BEGIN – A FEW FREQUENTLY ASKED QUESTIONS

Where is my web space?

Every student automatically has space for a web site on the Simmons server. You may see this server under 2 names, web.simmons.edu or joan.simmons.edu. These are two different names for the same server.

How do I get my files on the web?

To make your files from your choice of local storage media (such CD, flash drive, or hard drive) you must send the files via FTP from your local storage media to the server.

What is FTP?

FTP, an acronym for File Transfer Protocol, is used for transferring files over the internet. It will help you get your local files onto the Simmons server.

How do I use FTP to send a file to my web space?

Every machine in the GSLIS Tech Lab has a program called WinSCP installed. For instructions on how to use WinSCP, see the **Using FTP and Your Simmons Web Space** handout at <http://my.simmons.edu/gslis/techlab/docs/FTP.pdf>.

How do I scan my photos?

For instructions on how to scan photos in the GSLIS Tech Lab, see the **Scanning Images** handout at <http://my.simmons.edu/gslis/techlab/howto-info.shtml>.

I've got scans of my photos, now what?

Now you want to make them into a web-readable format. This entails resizing them, setting the resolution to 72 ppi (pixels per inch) and saving them into the .gif or .jpg format. For more information on this visit <http://my.simmons.edu/techlab/howto-info.shtml> and click on the **Adobe Photoshop Basics** handout.

What's the difference between a .jpg and a .gif file?

The JPEG file format, which uses the .jpg file extension, is used particularly for photographs, while the GIF format, which uses the .gif file extension, is limited to 256 colors, and is best used for text images and illustrations. For more detailed information about the differences between these two file formats, please see Webopedia's "Did You Know...?" article on image file formats (http://www.webopedia.com/DidYouKnow/Internet/2002/JPG_GIF_PNG.asp).

I don't really know how to use Adobe Photoshop. Where can I find some help?

A good start is the **Adobe Photoshop Basics** handout. Also, try using the Help menu within Photoshop to search for answers to some of your questions.

For more detailed instructional information, you can also check out Webmonkey's Photoshop 7.0 Overview (<http://hotwired.lycos.com/webmonkey/02/16/index1a.html>)

OR

Webmonkey's Photoshop 7.0 Crash Course

(<http://hotwired.lycos.com/webmonkey/design/graphics/tutorials/tutorial1.html>).

How do I add text to an image in Photoshop?

If you would like to add text to your image, click on the "T" in the toolbox, which activates the Text tool, then click into your image and start typing. This creates a text layer which can be moved and manipulated separately from the rest of the image. To alter the font, color, style and appearance of your text, select the text layer from the Layer toolbox and highlight the text with your mouse. This will enable the text tools on the top toolbar. You can also go to Layer > Layer Style and for additional effects.

BASIC HTML STRUCTURE

An HTML document is composed of the **head** (containing information about the document) and the **body** (containing the text and images that appear on the browser). Before the head, however, it is

important to put the DOCTYPE declaration (describing the version of XHTML you are using), and the HTML element with the xmlns attribute. **Ex:**

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "DTD/xhtml1-transitional.dtd">
```

```
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
```

```
<head>
```

```
<title>The Chou Page</title>
```

*[This title info appears as **The Chou Page** in the browser's blue title bar and in bookmarks.]*

```
</head>
```

```
<body>
```

```
Chou means cabbage in French.
```

[Enter all text between the body tags. This info – text, links and images - will appear on your web page.]

```
</body>
```

```
</html>
```

SOME BASIC TAGS

` ` Makes the **enclosed text** bold.

` ` Italicizes the *enclosed text*.

`<h1> </h1>` Creates a heading (you can also have h2/3/4/5, etc.)

`<p> </p>` Paragraph tags enclose each paragraph of straight text.

`
` Creates a line break (note the space before the slash).

`<hr />` The hard rule produces a narrow bar across the page.

The line break and hard rule are self-contained, which means that they open and close themselves by means of the space and slash.

TABLES

Within the body, you can use tables to organize information. You can also use tables without a grid or border to align text or images for a cleaner and more aesthetically pleasing web page. A table contains at least one row; each row contains at least one cell of text or image.

Basic table:

`<table>` Begin with this tag. Signals a table.

`<tr>` This tag begins a row.

`<td>` Here, enter desired text, links, or images for first cell.

`</td>` This tag ends the first cell.
`<td>` Here, enter desired text, links, or images for second cell.
`</td>` This tag ends the second cell. Each `<td></td>` tag adds another cell to this row.
`</tr>` This tag ends the row. Each successive `<tr></tr>` creates another row.
`</table>` This tag signals the table's end.

Notes on tables:

- Webmonkey has an excellent set of easy-to-follow tutorials on Tables (<http://hotwired.lycos.com/webmonkey/authoring/tables/index.html>), including everything from the basics to making your tables really efficient, once you get the hand of it.
- To *expand* the table over the entire page, write `<TABLE WIDTH=100%>`
- To *create a borderless table*, insert **border="0"** within the table tag.
Ex. `<table border="0">`
- To *align* text/image within a cell, insert **align=left** (or middle or right) or **valign=top** (or middle or bottom) into the `<TD>` or `<TR>` tag.
Ex. `<td align=right>your cell info here</td>`
- To *add a header* to a row or column, insert the tag `<th>your header title</th>` in place of a `<td></td>`; the substitution merely bolds the enclosed text, lending it that "header" look.
Ex. `<tr><th>your header</th>`
`<td>cell info</td>`
`<td>next cell</td></tr>`
- *Sizing and spacing.* The width of a space between cells is called "cell spacing." The amount of space between data and its cell wall is called "cell padding." To define a uniform cell size for the entire table, insert **cellspacing=n** and **cellpadding=n** (where "n" equals # of pixels) into the `<table>` tag. The default setting is cell spacing=2 and cell padding=1 pixel.
Ex. `<table cellspacing="5" cellpadding="5">`
- An easy way to troubleshoot a table is to set **BORDER="1"** in the TABLE tag. This way, you can see where the content is located in the table, and compare it to where it should be. Be sure to set **BORDER="0"** when you're done troubleshooting.

LISTS

Lists are another useful way to display information and they come in several types: *unordered* (items with bullets); *ordered* (numbered items); and *definition* (items with indented description). You can nest

one list within another, but complex nesting can be difficult to follow and edit in HTML. For the basic list, the default bullet is a solid dot.

<i>unordered list:</i>	<code></code> Begin list with this tag.	<i>ordered list:</i>	<code></code>
(bulleted)	<code></code> First item. <code></code>	(numbered)	<code></code> First item. <code></code>
	<code></code> Second item, and so on. <code></code>		<code></code> Second, and so on. <code></code>
	<code></code> End list with this tag.		<code></code>

definition list: `<dl>`Begin list with this tag.
(indented) `<dt>`Insert definition term here (or whatever text)`</dt>`
`<dd>`Text placed here will be indented beneath the definition term.`</dd>`
`</dl>`End list with this tag.

LINKS

Also known as anchors, hypertext links, hyperlinks, or clickable images. The basic tag for this is the `A` tag, or anchor tag, with the `HREF`, or hypertext reference, attribute. Here are some examples:

In order to link to...

Type:

An external web site: ``Clickable link name``

Another page in your directory: ``Clickable link name``

Another place *within the same page*: You must create the anchor itself (the link on which to click), as well as a "place-holder tag" (the place to which the link will jump).

Create a place-holder tag around the requested text. This text will not be visible on your web page; you will see the place-holder tag only in your HTML source code.

Anchor tag: ``Clickable link name``

(Note: Precede the name of the placeholder tag with the # sign. Be sure to use the identical holder name or the anchor won't be able to "find" the place-holder.)

Place-holder: ``Word to which to jump``

A specific *place in another page within the same directory*. You must create the anchor itself (the link on which to click), as well as a "place-holder tag" (the place to which the link will jump).

Anchor tag: ``Clickable link name``

(Note: Precede the name of the placeholder tag with the # sign.)

Place-holder: `Word to which to jump`
(Note: Employ identical place-holder names. No # sign here.)

A specific *place in another directory*. You must create the anchor itself (the link on which to click), as well as a "place-holder tag" (the place to which the link will jump).

Anchor tag: `Clickable link name`
(Note: Precede the name of the placeholder tag with the # sign.)

Place-holder: `Word to which to jump`
(Note: Employ identical place-holder names. No # sign here.)

Linking an image to a web page/image:

The basic tag for this is the A tag, or anchor tag, with the HREF, or hypertext reference, attribute. Here are some examples:

Link an image to another page in your directory:

```
<a href="your_file.html"></a>
```

or

```
<a href="your_file.html"></a>
```

Link an image to another image in your directory:

```
<a href="image_name.gif"></a>
```

or

```
<a href="imagename.jpg"></a>
```

- NOTE: Links that don't work can almost always be attributed to incorrect tagging.
- Have you forgotten any end tags?
- Have you forgotten the quote marks enclosing the URL or file name for a given link or image?
- Have you correctly referred to the image, URL or file? Names are case-sensitive.
Ex: "SmYthE.htm" would not be found if you typed "smythe.htm"

IMAGES

GENERAL NOTE: 72 PIXELS = ONE INCH (VGA monitor)

- Images load faster if their dimensions are specified. Define image pixel height and width in the image tag.
- **Ex:** ``
- Keep your images under 20k in size – your page will load faster in the browser.
- *Download images from the web* by placing the cursor on the image and clicking the *right* mouse button. Choose “save image as.” You may change the name of the saved image, but you must keep the same extension. (.jpg, .gif)
- To *convert images* to .jpg or .gif format, use Adobe Photoshop (see Adobe Photoshop Quick Guide at <http://my.simmons.edu/gslis/techlab/howto-info.shtml>).
- When *scanning images*, set the ppi (pixels-per-inch – sometimes incorrectly referred to as dpi which refers to printing) to no more than 72 to keep file size small.
- Always specify an alt to describe image contents for LYNX and screen readers for visually challenged users.
- **Ex:** ``
- Consider choosing black and white photos for smaller file sizes.
- Concentrate on content; clean and simple graphics look best. Animated images can easily be annoying.

Clickable images: Whether you choose to link a thumbnail image to its larger counterpart or link an image to another page, utilize this basic form:

```
<a href="URL to which the image should link"></a>
```

IMAGE MAPS

Image maps allow you to assign different links to different regions of an image. For an example, see <http://www.december.com/html/demo/imagemap.html>.

Note the different pages that you can access by clicking on the different sections of the image. Look at the source code (View Menu > Page Source). Just after the `<body>` tag is a series of codes describing the coordinates of rectangles. That is the map information generated automatically by the map software.

It's a good idea to have the map thoroughly planned out *before* you start. Use *IMAGEMAP* or *MAPEDIT* to create clickable areas (hotspots) on an image. Launch either program, open the HTML page in which you plan to use your image map, then open the image (.gif, .jpg, .jpeg, etc) that will become your map. You should now be looking at your image. You can use the shapes on the drop-down menus to define the clickable areas on your image. After you draw an area on your image, the software will prompt you to provide your link and your `<alt>` text for the place to which you would

like the hotspot to jump. Fill out all information then click OK. You can continue to add areas and links until your image is full – then go to File > Save.

If you open your HTML file you will now see an entry at the bottom of the page that gives coordinates for your IMAGE MAP. The following is an example with TWO hotspots:

```
<map name="Castle2">
<area shape="rect" alt="You chat too much!"
coords="168,47,237,74"
href="http://www.blahblah.com" title="You chat too
much!">
<area shape="circle" alt="YAHOO!" coords="117,80,0"
href="http://www.yahoo.com"
title="YAHOO!">
<area shape="default" nohref>
```

Please note: If you plan to validate your pages with the W3C validator, you must add an “id” attribute to your image map. Using the code above as an example, you would alter your code to read: `<map name="Castle2" id="Castle2">`. The words you choose for the id are not important, but it is good coding practice to be consistent with the map name.

Having Trouble? A Few Tips:

If I try to open my style sheet (.css) file using File > Open in Notetab Lite or Web Media Publisher, I can't see it. Where did it go?

These HTML editing programs see the .html file extension by default. However, some HTML editing programs do not see the .css extension by default. To fix this, when you go to File > Open, and the dialog box appears, at the bottom of the box next to “Files of type:”, choose “All files (*.*)”. You should then be able to see and open your .css file.

Once my HTML pag(es) are done, how do I validate?

Most students use the validators listed on Candy Schwartz’s Web Authoring Coding page (<http://web.simmons.edu/~schwartz/web.html>), to validate HTML pages.

The HTML validator tool gave me a list of all sorts of problems. What's wrong?

Troubleshooting the HTML validator results can be a very difficult part of your project. We recommend that you start your project as soon as possible, and validate your pages as you create them, to give yourself plenty of time to fix any validator-found issues.

Here is quick list of troubleshooting tips:

1. **Check the help documentation for the validator:** the W3C Markup Validation Service has a useful documentation center of help guides (<http://validator.w3.org/docs/>), and the Web Design Group HTML Validator has a very useful set of help links on its home page (<http://www.htmlhelp.com/tools/validator/>). Take a few minutes to skim these documents before you use the validator, and refer to the help documents after you validate to see if they can help you.
2. **Read the errors messages carefully:** on first read, many of these error messages may seem somewhat nonsensical. However, you may be able to piece together the problem simply by reading the error message carefully, then checking the section of the code that is in error.
3. **Check your spelling and punctuation:** you may have spelled a tag name or attribute or value incorrectly, or you may have added in or left out letters, quotes or other characters.
4. **Make sure your tags have the right attributes:** you may have given a tag an attribute that it doesn't use.
5. **Make sure that everything opened is closed:** if you open a tag, you must have a matching closing tag somewhere. Even stand alone tags like the IMG tag have built-in closers, with the slash inside, e.g., ``.
6. **Check the order in which your tags open and close:** If you have a set of tags that are ordered "`<I><U>`", then they must close in the right order, "`</U></I>`". If you close them in a different order, the validator may give you an error.
7. **Ask your classmates:** one of the best ways to learn HTML code is by trial and error. Your classmates are an excellent resource, since they may have had the same problems, and may be able to help you with their knowledge.

I uploaded my HTML file, but I can't see the pictures. What's wrong?

In order for your pictures to show on your web page, you must make sure that your pictures are also uploaded to the server. When you FTP your HTML files to the server, be sure to include any pictures

that appear on any of your web pages. Also, make sure that the file directory structure you have set up on your local copy matches the file directory structure on the server.

My site is uploaded, how do I see it?

The URL to your web space follows this model:

`http://web.simmons.edu/~username/`

Substitute the “username” with the username that you use to log into your email account, and that is the base URL to your web space. Make sure that the home page of your site is named “index.html”. If you do not have an “index.html” file in your public_html folder, you will see the directories inside your public_html folder.

Books for Further Reading

Web Design in a Nutshell by Jennifer Niederst

HTML for the World Wide Web with XHTML and CSS: Visual QuickStart Guide, Fifth Edition by Elizabeth Castro