

CSEC Information and Communication Technology

WORDPROCESSING, PRESENTATION AND WEB PAGE DESIGN (cont'd)

C: WEB PAGE DESIGN

This section provides students with hands-on experience in the use of web design software to create and maintain simple websites.

SPECIFIC OBJECTIVES	CONTENT
Students should be able to:	
24. <i>plan the website;</i>	<i>Reasons for the website; the intended audience; number of web pages desired; content of each page; layout of the web pages.</i>
25. <i>create a simple web page;</i>	<i>Choosing an appropriate design for a page; inserting and deleting text and graphics; wrap text with image; create thumbnail image, index page, home page, hyperlink.</i>
26. <i>create hyperlinks;</i>	<i>Linking to another web page; link to a location within the web page; link to an email address; link to user-created files.</i>
27. <i>test the website;</i>	<i>Use of a web browser; verify that all the hyperlinks work correctly; use a test audience.</i>
28. <i>publish and maintain a website.</i>	<i>Registering domain names; locate hosting company; the use of the file transfer protocol (FTP) for uploading files.</i>

Planning a Website

When it comes to reaching a wide audience in the simplest method available, only one medium comes to mind; that is a website. A website acts like a digital billboard where businesses advertise their products, offer contact information and promote marketing of their brand using the internet.

However having a pleasant and functional website can sometimes be a challenge and today, we will look at the best practices for developing a website. The first approach for constructing a website is that of planning. You must plan the entire website creation:

- The intended audience
- Number of pages desired to effectively display desired information
- What will be placed on each page? (*Write out each page and their content*)
- The layout of the page itself; that is, how visitors see your site online. (*Sketches can be drawn here*)

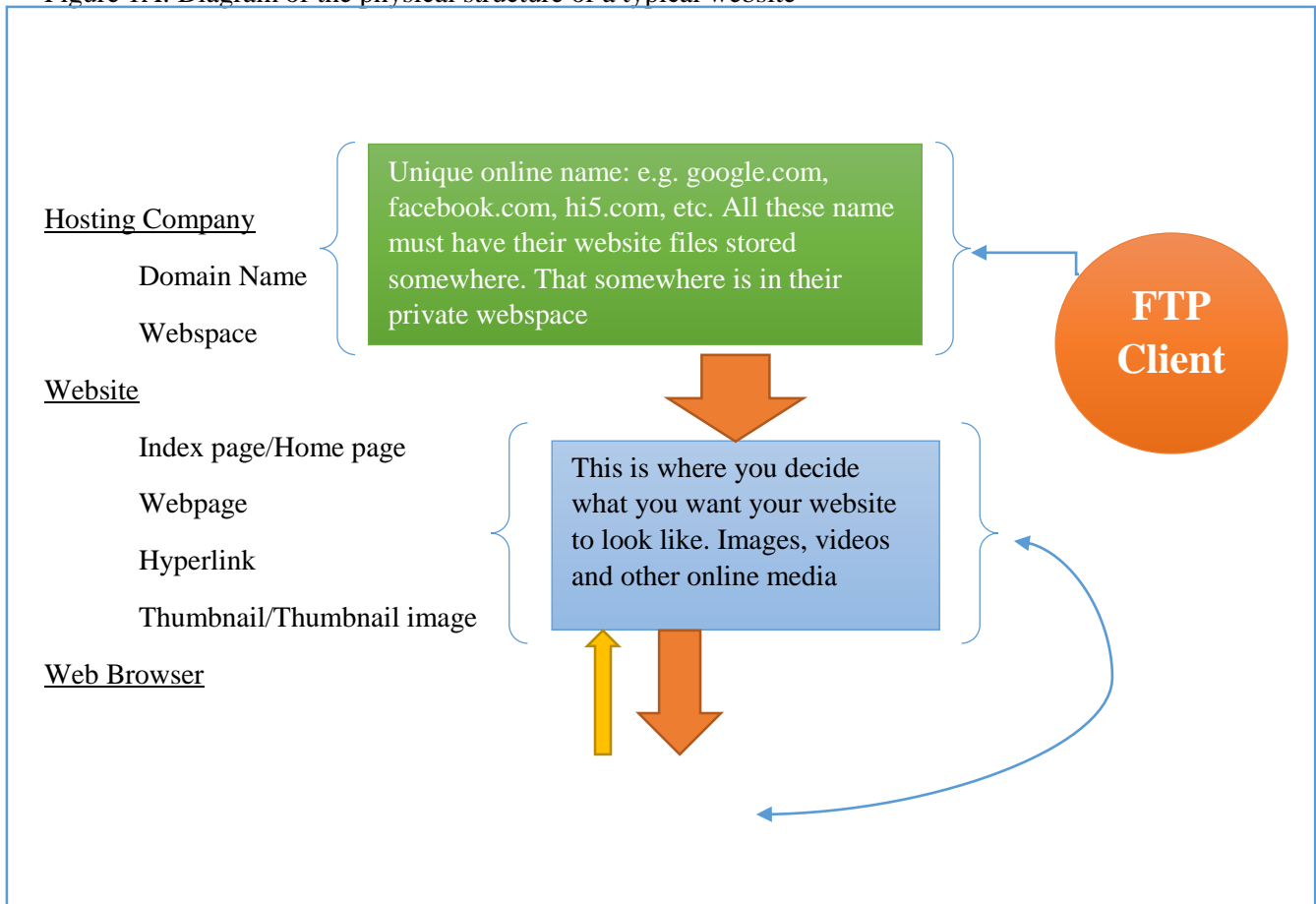
The Website Process

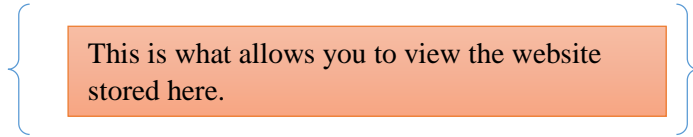
To place a website online, you will first require a hosting company. Examples are GoDaddy.com, 1and1.com, network solutions, google.com, wix.com, etc. A google search will give you a plethora of hosting companies. These companies are responsible for hosting your website files and domain name to point to your website. Think of a website as a MS Word file on your computer. Each word file has a unique name (domain name) and resides somewhere on your computer hard drive (Webspace). In order for the computer to display the contents of the word file, the computer must look at the name of the file and its location on the hard drive. The computer then goes to that location and retrieves your file and displays it for you. This is exactly how a web server and your browser communicates. Your web browser sends a request for some website (google.com) and the web server takes the domain name google.com and looks for where it is saved online. Once it finds it, it returns the website to your web browser.

File Transfer Protocol Client (FTP)

This software program transfers files between the developer of the website and the hosting company Webspace. This method is used by all developers since it is the most robust and secure way to transfer files for displaying on the website. Typical clients used today are Filezilla and WinSCP. Some hosting companies provide their own version of a FTP solution online as well.

Figure 1A: Diagram of the physical structure of a typical website





Activity

The class will be divided into two (2) groups. Each group will give the next group a set of requirements for their website. A strictly informational website on some business idea or product for a company.

- The requirements are up to you, but the website must be business oriented
- No more than three webpages (Index/Landing/Home, About and Contact Us page)
- You must have hyper links to other reputable sites and also within the same page, to a document and email address

Planning the Website

After receiving the requirements, each group must draw a specification sheet. This sheet must contain the hosting provider, the amount of webspace required to host their site, the client's requests and potential limitations from the requests due to your team or lack in technology.

Build the Website

You must now build the website. Each group will be marked on how closely you meet the client's requests.

Time: 1hr 10 mins...GO!