

Web Publishing I - My Notes

Write on board:

My name

My e-mail address

This web site: <http://libweb.uoregon.edu/it/webpub/>

Introduction:

How many have **experience with HTML**? Have ever created a web page?
Anyone ever used a web page editor?

Web pages **aren't just text**--can also include images, sound files, video files, Adobe Acrobat documents, etc.

Web pages are viewed on **web browsers**: Netscape Communicator, Internet Explorer. Because each browser is slightly different, the same page may look slightly (or significantly!) different on Netscape vs. Internet Explorer

How does the web work:

(diagram)

My computer ----> Server -----> Other People's Computers

When you create a web page, you write it on your own computer. However, to make the web page visible to others, you must ultimately **put it on a server**, where it can be accessed by anyone with a computer. Will talk more about this later....

html authoring = creating files in an appropriate format (HTML)

publishing = storing the file(s) where a web server can read it

HTML = Hypertext Markup Language, a computer language used to describe how you want your page appear on every computer on the Internet. Like any language, HTML has its own rules that must be followed if you want your page to display correctly!

HTML can help you create the content of your web page, and to make some basic choices of how you want your information to appear. However, HTML is **not designed to be a visual layout language**--thus, it's purpose is not to help you create a very fancy, flashy web pages. In this class, I will show you the basics of how to create basic web page, with some simple style elements. The next web publishing class, Web Publishing II, will go more in-depth about how to make changes and add style to your web pages, using a process known as "Cascading Style Sheets"

Every web page has several **basic elements** (called "tags"):

<html> </html> - to open and close your web page

`<head> </head>` - The heading of your web page (where the title goes)
`<title> </title>` - The title of your web page (displayed in the title bar of your browser)
`<body> </body>` - This is where you will enter the content of your web page!

Notice that most "tags" have an **opening and a closing tag**. This is important to tell the web browser when to start and stop displaying something on your web page.

It is also important to be sure that you are opening and closing tags in the **correct order!**

Tags are **not case sensitive**--but it's good practice to get in the habit of writing tags in lower case letters.

Exercise #1: Create your first web page!

1. Open "Notepad" or another basic text editor on your machine ('SimpleText' works well for a Mac)
2. Type the following, being careful not to make typing errors:

```
<html>
<head>
<title>My First Web Page</title>
</head>
<body>
<p>My first web page!</p>
<p>This is my first web page, to get me started on web publishing. It may not
look like much now, but it will get better.</p>
<p>In the mean time, I can:
<br>practice a lot,
<br>or visit www.builder.com for help
</p>
<p>Your Name<br>
October 2001</p>
</body>
</html>
```

3. Save this file as *index.html* in the My Documents folder, which is located on the desktop, or in the C:\Guest folder. On your own computer at home, you could select any folder (directory) you wanted.
4. In the web browser, open the file you just saved. (Hint: look under the File menu for an option such as "Open Page..." or "Open..." then browse your computer's hard drive to find your file.

Note that the address (URL) in the location bar of your browser begins with *file://*. This tells you that the web browser is reading the page from your local computer, rather than a web server.

5. Congratulations! You've created your first web page!

Exercise #2: Publish Your Web Page

1. Open the FTP software. (Note: the software used in this process is available on the *Duckware* CD-ROM.)
 - Windows users: use *WS_FTP*
 - Mac users: use *Fetch*
2. Open a connection to your web server.
 - The two most common: darkwing (for faculty, staff, and graduate students) and gladstone (for undergraduate students).
 - **WS_FTP:** "Session Properties" appropriate host name (ie darkwing.uoregon.edu) and your username and password for that host or web server.
 - Make sure there is no checkmark next to the "Anonymous Login" box (otherwise, your password will be revealed).
 - Two windows: the left window = local computer, right = remote (or web) server

Create public_html directory. **Do this step only once. (Mkdir)**

Double-click on the *public_html* folder to open it. **Important:** You will always put your web files inside this folder.

Now transfer your *index.html* file to the web server.

- **WS_FTP:** (navigating: arrow = up through hierarchy, double-click folder to open directory) Check in "Auto" box. Click on arrow.

Type the URL for the page into the location bar in the browser window. The URL will be very similar to:

<http://darkwing.uoregon.edu/~jsmith/index.html>

or

<http://gladstone.uoregon.edu/~jsmith/index.html>

Congratulations! Now you are ready to make enhancements to your page!

Exercise #3: Enhancing Your Web Page:

Now we'll add some more tags to your web page to start to make it look better. The following tags can help to organize and emphasize text on your web page:

`<h#> </h#>` Formats page headings; # represents a number between 1 and 6, where h1 is the largest, and h6 is the smallest
`<p> </p>` Paragraph tag--at the beginning and end of each paragraph
` ` Starts/ends an Unordered (or bulleted) list. Used with ``
` ` Defines each item within a list. Used with `` or ``
` ` Starts/ends an Ordered (or numbered) list. Used with ``
`
` Creates a line break; generally used to break short lines of text
`<hr>` Places a horizontal line, or "rule" across the page
` ` Emphasizes text, generally through the use of italics
` ` Makes text stand out, generally by making it bold

Add:

`<h1>`
``
``
`<hr>`
``
``

Here is one possible solution of adding these tags to your web page:

```
<html>
<head>
<title>My First Web Page</title>
</head>
<body>
```

```
<p><h1>My first web page!</h1></p>
```

```
<p>This is <strong>my first web page</strong>, to get me started on web publishing. It may not look like much now, but <em>it will get better.</em></p>
```

```
<p>In the mean time, I can:
<ul>
<li>practice a lot,</li>
<li>or visit www.builder.com for help</li>
</ul>
</p>
```

```
<hr>
<p>Your Name<br>
October 2001</p>
```

```
</body>
</html>
```

Remember that every time you make a change to your web page, you need to click the **"Reload" button** in your web browser to see the changes!

Adding Links to your pages:

You may wish to create links from your web page to other pages you have created, or other pages of interest. Also, you can create a link to an e-mail address, to encourage your visitors to send you an e-mail.

Creating Links to web pages:

To link to a web page, use this code:

` ` Where "..." is the address of the web page to which you are linking

On your web page, your link might look like this:

```
<li>or visit <a href="http://www.builder.com">www.builder.com</a> for help</li>
```

There are **two kinds of links**:

- **absolute**, meaning you type in the full address (`http://...`) of the page. The full address of the web page is needed any time the page to which you are linking is not located on the same server or in the same directory as the page you are editing
- **relative**, where you only enter the file name (`index.html`). Relative links can be created to any web page in the same directory as the page you are editing.

Creating Links to an e-mail address:

To add an e-mail link, use the same `` code as above, but replace the `http://` address with `"mailto:youremailaddress@wherever.com">`

```
<p><a href="mailto:smichel@oregon.uoregon.edu">Stephanie Michel</a><br>
```

Last words of advice:

- It is good practice to **name your home page *index.html***. Browsers automatically default to `index.html` if someone typing in the address of your page does not type in the full name (for example, they only type

<http://darkwing.uoregon.edu/~smichel/>). If you don't have an *index.html* file, the browser will instead show a list of everything in your *public_html* directory, including any in-progress or semi-private files you may have there!

- What you have now is a **web page**. A **web site** is made of several pages which link to each other. You can work on this as you practice your skills. Note: when you make a link to a web page in your same *public_html* directory, you don't need to type in the full address, just the name of the file (i.e. *home.html*, *cicle.gif*)
- **Sign and date your web pages** (name, email address, and date last modified). This lets people know who created the page, and an updated date shows that the page is being maintained
- An excellent way to improve your web publishing skills is to look at the **page source** of other people's pages. This isn't full-proof, since some neat web pages are using advanced programming languages or something you can't access, but it's often useful to see how other people are doing neat things on the web
- Beware of the **three most common errors** in HTML documents:
 - **typos**: one small typing mistake can mess up the rest of your web page. Be particularly careful when typing greater than/less than brackets, and open and close all quotation marks!
 - **missing pieces**: Remember to close every tag that you open. Otherwise, the browser doesn't know when to stop applying that element. Many browsers are unforgiving about this, and may not display your web page at all, or your page will look very odd
 - **nesting errors**: Be sure to open and close your tags in the correct order. Otherwise, your page may not display at all (if you mix up the order of essential tags like `<body>` and `<html>`), or will look strange:
incorrect: `Text here`
correct: `Text here`
- Use a **validation service** to be sure that your HTML coding is correct. Validators, such as W3C's HTML Validation Service (<http://validator.w3.org/>), can help you to look for errors and diagnose problems.
- Be knowledgeable about **copyright** and the web's rules of the road; images, style sheets, scripts, layout and design are very personal and should not be borrowed or copied without permission.