

12 Web, Web Design

Topic

A web page, web design

Learning objectives

Students will be able:

- To recognize the basic features of the Web
- To describe how the Web is used
- To explain what a web site is
- To explain in detail how to use a search engine to locate information
- To understand the basic principles of web page design
- To acquire vocabulary related to Web and Web design

Key words

Website, web page, hyperlink, search engine, web browser, webmaster, blog, protocol, URL address, domain name, surf, download, upload, blog, homepage, HTML, HTML tag, web editor, CSS, frames, hyperlink, RSS feed, plug-in, Java applet, search box, WYSIWYG,

What is the Web?

The World Wide Web, WWW or simply the Web is a network of documents working in a hypertext environment.

The files - **web pages** – are stored in computers which act as **servers**. The web pages are organized in **websites** – groups of pages – maintained by a **webmaster**.

There is almost always a 'home page' which introduces the rest of the website - the homepage will contain hyperlinks to other pages within the site.

You have to use a **web browser** – a special program able to access and **download** web pages.

To surf the Web, access and retrieve **web pages**, you need a computer with an Internet connection and a **web browser**. Web pages are written in a programming language called Hypertext Markup Language (HTML) and the browser automatically recognizes

these pages and displays them. Popular browser examples include Internet Explorer, Firefox, Safari and Netscape Navigator and many others.

The **home page** is a webpage that is set to be displayed when the browser program is started. The user can return to the homepage by clicking a button known as the **Home button**. It provides the introduction to the site with **hypertext links** to all the other pages of the site. In text there are usually links of a different colour and they are often underlined. Picture and icons can also be the link and they can be spotted by moving the cursor over them. The cursor is normally an arrow, but it changes to a hand with a pointing finger when it moves over a link.

Surfing is a type of exploration the Web when a user starts on any web page and follows links leading to other pages.

Search engine is a program that is able to search through large quantities of text according to specific instructions. A search engine uses special programs to collect information about websites on the World Wide Web and stores the information in a database. The user can search the database to obtain a list of links to relevant websites. To search the user types **keywords** into a **search box**. The search engine then displays a list of website links relevant to the given keywords.

Some examples of search engines are Google, AltaVista or Yahoo.

An Anatomy of a web page

At the top of the page there is the **URL address**. URL means **Uniform Resource Locator** - the address of a file on the Internet.

A typical URL address may look like this:

http://www.spseiostrava.cz/index.php?id=studentum/studijni_mat

http:// indicates the type of **protocol** that the server and browser uses to communicate. Here it is Hypertext transfer Protocol. Some site begin ftp:// - a file transfer protocol which is used to copy files from one computer to another.

www. shows that the resource is on the **World Wide Web**

spseiostrava.cz is the domain name **of the server that hosts the** website, an institution based in the Czech Republic

/index.php?id=studentum/ is the **path**, the place where a web page is located

studijni_mat is the filename or name of a single web page

The parts of the URL address are separated by full stops **.** and forward slashes **/**.

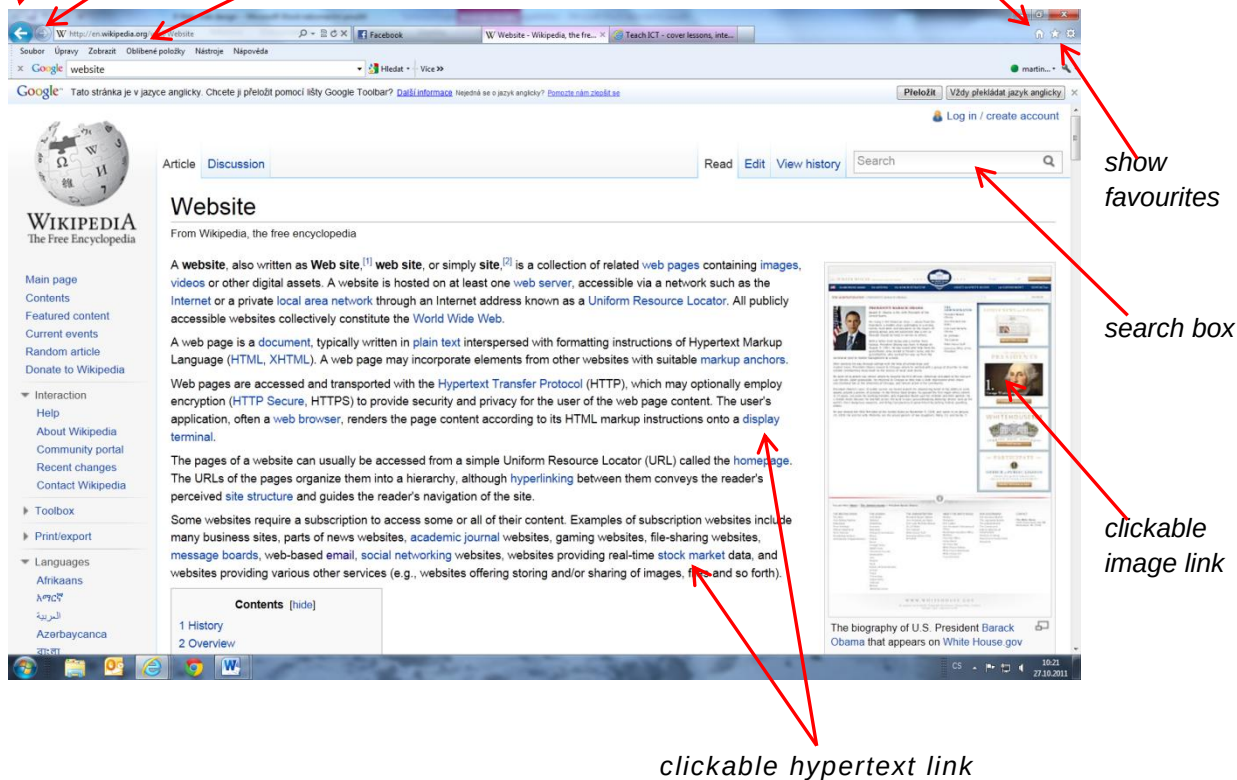
When reading the address we say “dot” = **.** and “slash” = **/**.

go back one page

go forward one page

go to the home page

URL address



The toolbar shows navigation icons which let you go back or forward one page. You can also return to the home page. Built-in search box helps you look for information. You can easily revisit the page at a later time by adding it to your favourites.

Most web pages contain clickable hypertext and image links which take you to different web pages when you click on them.

Web design

Web pages are created with a special language **HTML**- **H**ypertext **M**arkup **L**anguage which is interpreted by a web browser to produce hypertext - a blend of text, graphics and links. HTML consists of commands called **tags**. Tags are placed around pieces of text to tell the web browser how to display text or pictures. HTML tags are surrounded by the angle brackets **< >**. You can view the source HTML code by choosing the View Source option in your browser.

Another possibility to create a website is using a **web editor**, for example Microsoft Front Page. Web editors are user-friendly and **WYSIWYG** (What You See Is What You Get). Different buttons and menu items let you design a page without writing HTML.

A **blog** is the shortened version of the word for web-log. It is a website that is used like a diary. Many people create a blog and then write regularly about things they have been doing or events which have taken place.

Web Page Elements

- **Text** is displayed in a variety of fonts and sizes. Most text files are available in two formats: HTML or PDF.
- **Background** – the underlying colours and patterns
- **Tables** with columns and rows are often used to create page layouts, position images and text on a page.
- **Frames** – rectangular areas that allow the display of different HTML documents in the same browser window.
- **Graphics, clip art, icons, background templates, wallpaper and transparent images** – common formats are jpg. (joint photographic experts group) ideal for pictures with many colours, gif. (graphics interchange format) ideal for pictures of fewer colours and png. (portable network graphics).
- **Hyperlinks** – highlighted text or pictures which act as links to other pages.

Instructions for the presentation, the styling of elements on a page such as text or background colour, can be included in HTML code. Nowadays it is more common to use **CSS** (Cascading Style Sheets) to separate style from content. This makes pages easier to maintain.

Cascading Style Sheets (CSS) is a s language which enables the separation of document content (written in HTML or a similar markup language) from document presentation, including elements such as the layout, colors, and fonts. This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple pages to share formatting. It can also be used to allow the web page to display differently depending on the screen size or device on which it is being viewed.

Web pages can also include multimedia files – animations, audio and video files. The most common **audio** formats are .wav (Windows wave audio format), ra. (Real audio file) and mp3

Video is stored in the following formats: avi. (Audio video interleave), .mov (Quick Time movie) and .mpg (moving pictures experts group).

If you want to create something special into your web pages, you can use Adobe Flash to include **interactive animations** and **streaming audio**.

You can also use **Java applets**, small programs that are used to create interactive files.

To see or hear all these files you need to download the right **plug-in** software that enables the web browser to support them.

Vocabulary

	Definition	Translation
blog	a user-generated website where people express their opinions	blog
CSS	Cascading Style Sheets, a mechanism of adding style to web documents	kaskádový styl
domain name	a name identifying internet sites	doména
download	to copy files from a host computer to your computer	stáhnout
frames	rectangular areas that allow the display of different pages in the same browser window	
homepage	the first page on a website containing links to other pages	domovská stránka
HTML tags	the codes used to define text fonts, format paragraphs, add links, etc.	hypertextové značky, tagy
HTML	the language used to create hypertext documents	hypertextový značkový jazyk
hyperlink	a text, image or button that when clicked, takes you to another destination on the web	hypertextový odkaz
Java applet	a small program which lets you watch animated characters, moving text, play music, etc.	Java applet
plug-in	a special program that extend the capabilities of a web browser, so that it can handle audio, video, 3D, etc.	přídavný software
protocol	a set of rules which determine the formats by which the information can be exchanged between different systems	protokol
RSS feed	a web feed format that allows the subscribers to receive updates of blogs, news, etc.	
search engine	a program that allows user to search a large database of web addresses	vyhledávač
surf	to navigate and search for information on the web	surfovat
upload	to send files to a central often remote computer	uploudovat, nahrát
URL address	Uniform Resource Locator, the address of the file on the Internet	URL adresa
web browser	a program which fetches and displays web pages	prohlížeč

web editor	software that lets you design web pages without writing HTML codes	webový editor
web page	a person responsible for designing, developing and maintaining websites	webová stránka
webmaster	a person responsible for designing, developing and maintaining websites	tvůrce internetových stránek
website	a collection of web pages linked together	webová adresa
WYSIWYG	/'wiziwig/ wiz-ee-wig) - what you see is what you get - a system in which content (text and graphics) displayed onscreen during editing corresponds to its appearance when printed or displayed as a finished product (a printed document, web page, or slide presentation.)	

Summary

The World Wide Web, WWW or simply the Web is a network of documents working in a hypertext environment.

The files - **web pages** – are stored in computers which act as **servers**. The web pages are organized in **websites** – groups of pages – maintained by a **webmaster**.

To surf the Web, access and retrieve **web pages**, you need a computer with an Internet connection and a **web browser**.

Each web page has its URL address which defines its location on the web.

Web pages are created with a special language **HTML- Hypertext Markup Language** which is interpreted by a web browser to produce hypertext - a blend of text, graphics and links. HTML consists of commands called **tags**. Another possibility to create a website is using a **web editor**.

Cascading Style Sheets (CSS) is a s language which enables the separation of document content (written in HTML or a similar markup language) from document presentation, including elements such as the layout, colors, and fonts.

Tasks and Questions

1) Listening: Infotech p. 96

Write down the internet addresses:

2) Read the following addresses:

<http://en.wikipedia.org/wiki/Cyberstalking>

<http://www.webopedia.com/TERM/P/phishing.html>

<http://moodle.spseiostrava.cz/login/index.php>

<http://www.teach-ict.com/glossary/A.htm>

<http://www.oneil.com.au/pc/word.html>

3) Give the class a presentation of a typical web page (a real web page), use (not only) the features from the box show them on the screen and say a few words about each of them.

search box

clickable hypertext link

clickable image link

favourites

go back one page

go forward one page

URL address

home page

4) Match the words with their definitions:

blog	a program that allows you to make voice and video calls from a computer
wikis	an online shop
Skype	a search engine
podcast	a publicly accessible personal journal
Amazon	education via the Internet
e-tailer	a social networking site that connects people who can post photos, share links and exchange other information.
Flickr	a free video-sharing web site that lets registered users upload and share video clips online
Google	one of the first e-tailers
Facebook	a blog that includes or consists of video clips
e-learning	open source, editable pages
You Tube	an audio broadcast distributed over the internet
vlog	a photo sharing site

5) Listening: Infotech p. 117

B  **Listen to an interview with a web designer describing how to design a website and put these steps into the correct order.**

☐ Write and format the text

☐ Decide the content and structure for the website

☐ Publish the website

☐ Insert computer graphics and sounds

☐ Keep the website updated

☐ Link related pages to each other using hyperlinks

C  **Listen again and decide whether these design guidelines are right or wrong. Tick the correct box.**

	Right	Wrong
1 Plan your website carefully.	☐	☐
2 Use a web editor. It will make it easier to create your pages.	☐	☐
3 Insert photos or animations just to make the pages look attractive.	☐	☐
4 Place a large number of graphics on your pages.	☐	☐
5 Use very bright colours.	☐	☐
6 Put a lot of links on one page.	☐	☐
7 Check that all the links on your web pages are correct.	☐	☐
8 Once they are published, update your pages regularly.	☐	☐

6) Imagine that you want to create your own blog.

a) Make notes considering the following issues.

- Why is it useful to have an own blog?
- Would you focus on a particular subject or have a mix of several topics?
- What types of media would you include – text, photos, video, audio)
- Would you insert links to other blogs? Which ones and why?
- Which site would you use to host your blog?

b) In groups (pairs) discuss your blogs. Expressions from the box will help you.

EXPRESSING AN OPINION	
Myslím.	I think.
Osobně si myslím	Personally I think
Opravdu si myslím	I really think
Podle mého názoru	In my opinion
SOUHLAS	
Myslím, že ano.	I think so.
Docela souhlasím, ale	I quite agree but
Souhlasím s vámi.	I agree with you.
To je ono.	That's it.
No právě.	Well, that's the point.
Máte pravdu.	You are right.
Jsem si tím jist.	I am sure about it.
Obávám se, že ano.	I'm afraid so.
NESOUHLAS	
Nesouhlasím s vámi.	I don't agree with you.
Jsem proti tomu.	I am against it.
Ne, naopak.	No, on the contrary.
Myslím, že ne.	I don't think so.
Nesmysl.	Nonsense.
Nemáte pravdu.	You are mistaken.
	You are wrong.

Questions

1. What is the Web?
2. What is the difference between a website and a web page?
3. What is a web master?
4. What is a home page?
5. What is a web browser?
6. What is a hypertext link?
7. What is surfing?
8. What is a search engine? Give examples.
9. Describe searching the Web using a search engine.
10. What does the abbreviation URL stand for? What is it?
11. Explain the component parts of a URL address.
12. What does the abbreviation HTML stand for? What is it used for?
13. What are tags?
14. What is a web editor? Give examples.
15. What does the abbreviation WYSIWYG stand for? Explain it.
16. What is a blog?
17. What does the abbreviation CSS stand for? What is it used for?
18. Name the most common audio formats.
19. Name the most common video formats.

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