

Making the Web a Prettier Place

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Synopsis: the Internet has become very important in recent years for business and entertainment. A major part is the web page, and knowing how to go about making one for yourself might prove useful, lucrative, or at least a fun hobby. I will present the basics for getting your own web page and how to go about writing its contents.

Terminology

- web page - single page in a web site
- web site - collection of pages
- HTML - a language web pages are written in; stands for “Hypertext Markup Language”
- CSS - a language used to change the appearance of web pages; stands for “Cascading Style Sheets”

Why would I want a web page?

- To show off:
 - Your photography
 - Your writing
 - Your recordings
 - Your videos
 - Your art
- To share information:
 - Photos
 - Travel log
 - Daily journal

What do I need?

- Storage space from a site like <http://freewebs.com>
- Tools for editing web pages and uploading them to your site
- Basic knowledge of HTML
 - CSS knowledge can come later—it's only used to change the appearance of an existing web page

Tools

- For creating/editing web pages:
 - *Windows*: EditPad Lite (<http://www.editpadpro.com/editpadlite.html>)
 - *Mac*: Taco HTML Edit (<http://tacosw.com/>)
 - *Linux*: Bluefish (<http://bluefish.openoffice.nl/>)
- For getting your work onto your site:
 - FileZilla (<http://filezilla-project.org/>)

A Solid Foundation

- Don't just write HTML, write *good* HTML:
 - Valid according to the World Wide Web Consortium (<http://www.w3.org>)
 - HTML describes what your content is (e.g. a paragraph of text, a table of data), not how it should look
 - CSS describes how your page looks

Benefits of Well Coded Pages

- Following the World Wide Web Consortium's standards lets your page:
 - Have a better chance of displaying as you wanted
 - Be displayed in different browsers more similarly
 - Work for various people in much the same way, regardless of their browser, operating system, or setup

General Rules for Web Page Design

- Make it readable:
 - Don't use small text or weird fonts—they're hard to read
 - Make the text color and the background color contrast sufficiently
- Use different colors or styles to distinguish important things
 - E.g. make your titles bold

Summary

- Learn the languages HTML and CSS
- Get web space to store your files
- Write valid HTML and CSS
- Be considerate of your visitors' eyes:
 - Easy-to-read text sizes and colors

Questions?