

## Web Publishing

WEBD 162  
Week 12

1

## Web Hosting / Publishing

- **Shared**
- **Dedicated**
- **Co-located**

2

## Hosting

- **File storage**
- **URL**
- **Other services**

3

## Domain Name

- **Custom URL**
- **Static IP address**
- **Points to root folder**

4

## Hosting Platforms

- **UNIX / Linux** – case sensitive
- **Windows**
- **Other**

5

## File Storage

- **Root directory**
- **Folders**
- **Relative paths**

6

## Default file

- **Root directory**
- **Folders**

index.html	index.htm
default.html	default.htm
default.php	index.php
index.aspx	default.aspx

7

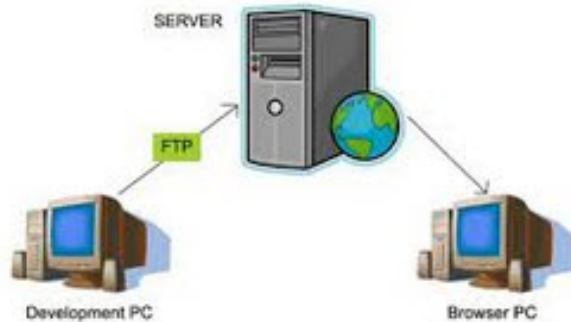
## File Management

- **Host Control Panel**
- **FTP program**
  - File Transfer Protocol  
(upload / download files)

8

## Third Party FTP Programs

- **FileZilla**
- **SmartFTP**



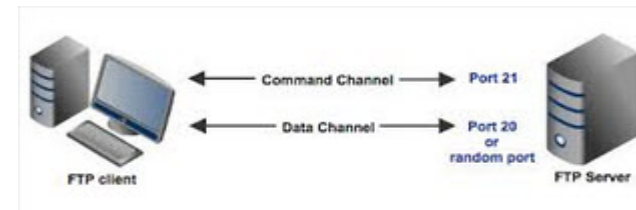
9

## FTP

Establishes a communication channel via a **port**

**Active FTP** – before firewalls, client determines which server port to use which may be blocked by firewall

**Passive FTP** – client asks Server to choose port - 21



10

## Free Hosting Account

- <http://000webhost.com>
- <http://x10hosting.com>

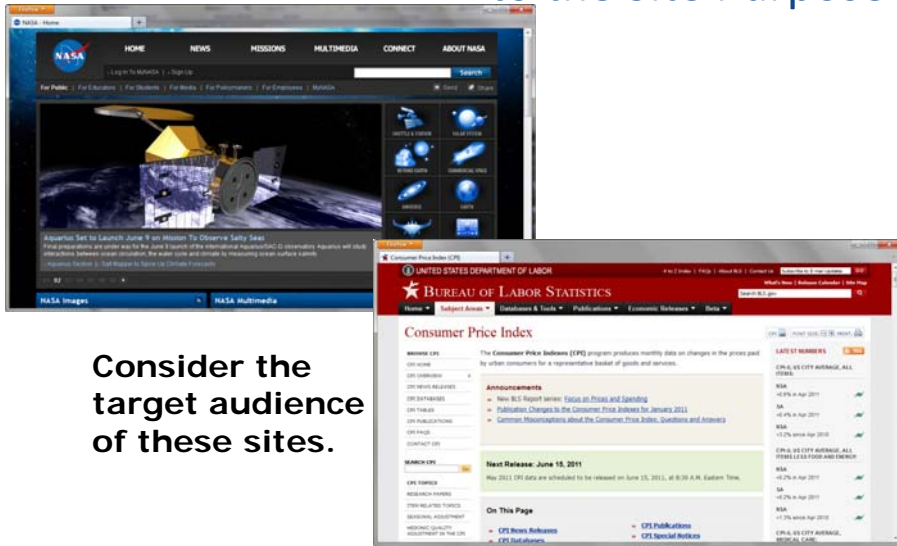
11

## Validating Your Files

- **W3C HTML validator**  
<http://validator.w3.org/>
- **W3C CSS validator**  
<http://jigsaw.w3.org/css-validator/>
- **Specifically HTML5 validator**  
<http://html5.validator.nu/>
- **Accessibility**  
<http://wave.webaim.org>

12

## Overall Design Is Related to the Site Purpose

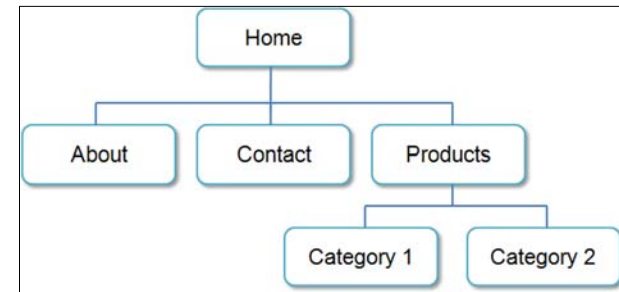


Consider the target audience of these sites.

13

## Hierarchical Organization

- A clearly defined home page
- Navigation links to major site sections



14

## Design to Provide for Accessibility

“The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.” – Tim Berners-Lee

- Who benefits from increased accessibility?
  - A person with a physical disability
  - A person using a slow Internet connection
  - A person using an old, out-dated computer
  - A person using a mobile phone
- Legal Requirement: Section 508
- Standards: WCAG 2.0

15

## Writing for the Web

- Avoid long blocks of text
- Use bullet points
- Use headings and subheadings
- Use short paragraphs

16

## Design “Easy to Read” Text

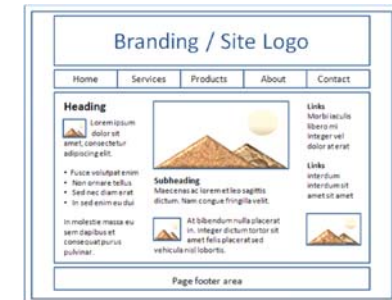
- Use common fonts:
  - Arial, Helvetica, Verdana, Times New Roman
- Use appropriate text size:
  - medium, 1em, 100%
- Use strong contrast between text & background
- Use columns instead of wide areas of horizontal text

17

## Wireframe

- A sketch of blueprint of a web page
- Shows the structure of the basic page elements, including:

- Logo
- Navigation
- Content
- Footer



## Web Page Design Screen Resolution

- Test at various screen resolutions
  - Most widely used: 1024x768, 1280x800, and 1366x768



- Design to look good at various screen resolutions
  - Centered page content
  - Set to either a fixed or percentage width

19