

**The  
New York Society Library  
Presents:**



**Internet III: Web Design**

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## INTERNET III

### INTRODUCTION:

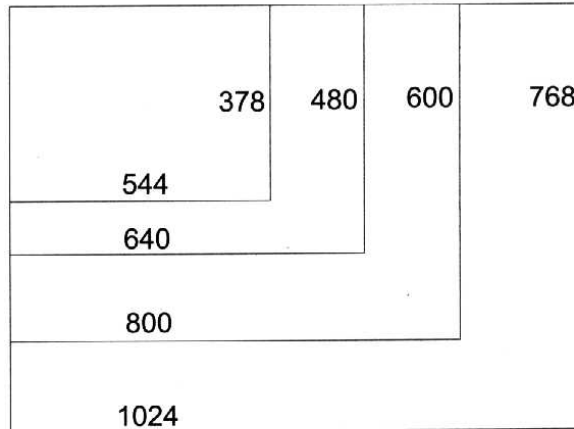


Figure 4.3 Different resolutions.

### ABOUT HTML

Hypertext Markup Language is a text-formatting language. What makes it interesting is the flexible nature of the web: people using different browsers (Internet Explorer/ Netscape/ Opera/ Lynx) will view your web page slightly differently, as will people with different monitor resolutions and different color displays. In the early days of web design, it was advisable to keep each individual web page (text and graphics combined) under 50Kb. Nowadays, with broadband connections, you can be a bit more flexible, but keep in mind that if your page takes too long to load, many users will skip over your site.

#### Modem speed:

14.4 Kbps  
28.8 Kbps  
33.6 Kbps  
56 Kbps  
DSL  
T1

#### Download time: 1MB of Data:

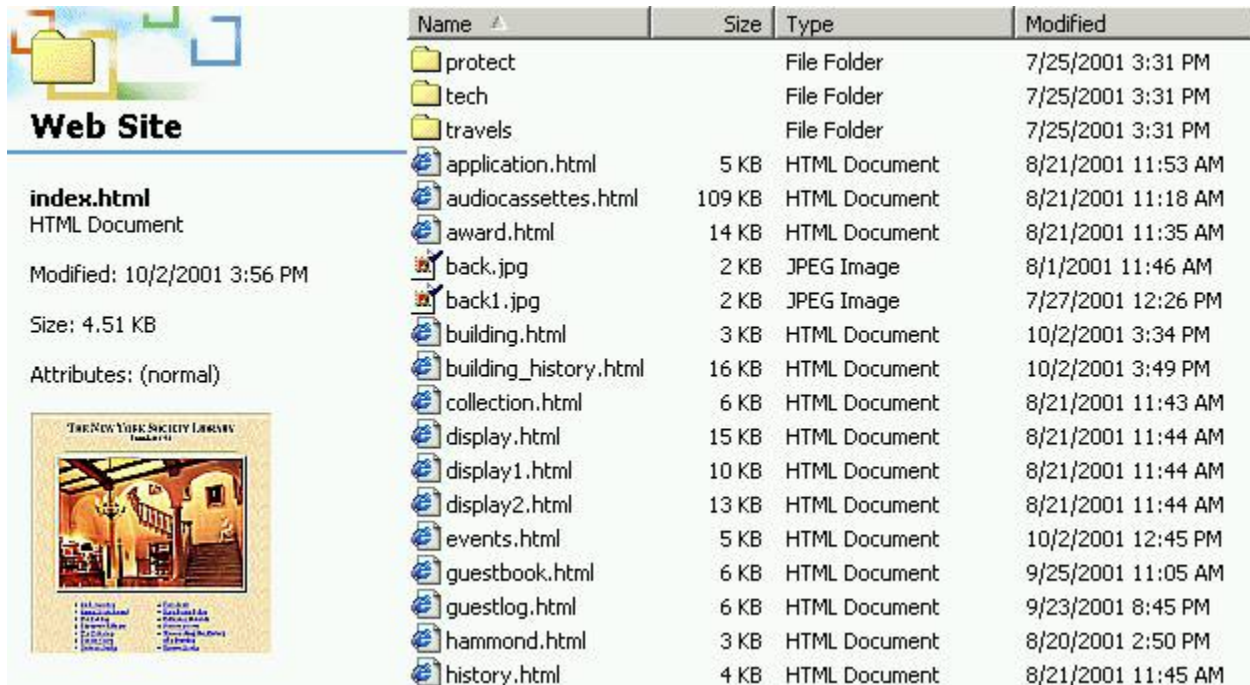
10 minutes  
5 minutes  
4 minutes  
2.5 minutes  
1-2 minutes  
5 seconds

### ABOUT THIS DOCUMENT:

There are several fine web-authoring programs today that will insert HTML code for you (including: Adobe PageMill, Claris HomePage, Symantec Visual Page, SoftQuad HotMetal Pro, NetObjects Fusion, Microsoft FrontPage & Microsoft Word). Two free ones are Microsoft FrontPage Express (downloadable at: <http://www.uct.ac.za/depts/its/webdesign/build/install.htm>) and Netscape Composer (available with Netscape 6.0 or higher). These programs use a WYSIWYG editor (What You See Is What You Get) and are fairly easy to learn. This document will concentrate on using pure HTML code without a web authoring program; if you understand the underlying structure of HTML, you will always be able to create a web page, no matter what platform/operating system you are using and what programs you have installed on your computer.

## INTERNET III

### GETTING STARTED:



Name	Size	Type	Modified
protect		File Folder	7/25/2001 3:31 PM
tech		File Folder	7/25/2001 3:31 PM
travels		File Folder	7/25/2001 3:31 PM
application.html	5 KB	HTML Document	8/21/2001 11:53 AM
audiocassettes.html	109 KB	HTML Document	8/21/2001 11:18 AM
award.html	14 KB	HTML Document	8/21/2001 11:35 AM
back.jpg	2 KB	JPEG Image	8/1/2001 11:46 AM
back1.jpg	2 KB	JPEG Image	7/27/2001 12:26 PM
building.html	3 KB	HTML Document	10/2/2001 3:34 PM
building_history.html	16 KB	HTML Document	10/2/2001 3:49 PM
collection.html	6 KB	HTML Document	8/21/2001 11:43 AM
display.html	15 KB	HTML Document	8/21/2001 11:44 AM
display1.html	10 KB	HTML Document	8/21/2001 11:44 AM
display2.html	13 KB	HTML Document	8/21/2001 11:44 AM
events.html	5 KB	HTML Document	10/2/2001 12:45 PM
guestbook.html	6 KB	HTML Document	9/25/2001 11:05 AM
guestlog.html	6 KB	HTML Document	9/23/2001 8:45 PM
hammond.html	3 KB	HTML Document	8/20/2001 2:50 PM
history.html	4 KB	HTML Document	8/21/2001 11:45 AM

### CREATE A LOCAL WEB SITE

This is approximately 90% of the work. The advantage of creating it locally (i.e. on your hard drive and not accessible to the public) is that you will always have a current backup copy of your website and you will be able to test your site before launching it in front of the general public.

### TOOLS FOR LOCAL WEB SITE:

You will need a computer (either PC or Mac), a text-editing program (i.e. Notepad, WordPad, Microsoft Word) and a web browser (i.e. Internet Explorer, Netscape). That's all you'll really need to create a local web site, but the following items are also useful: a graphics program to edit images & generate colors (i.e. Paint, Photo Editor, Adobe Photoshop), a calculator to convert decimal to hexadecimal (for new colors), and a second or third web browser for testing purposes (i.e. NCSA Mosaic or Lynx).

### NAMING CONVENTIONS:

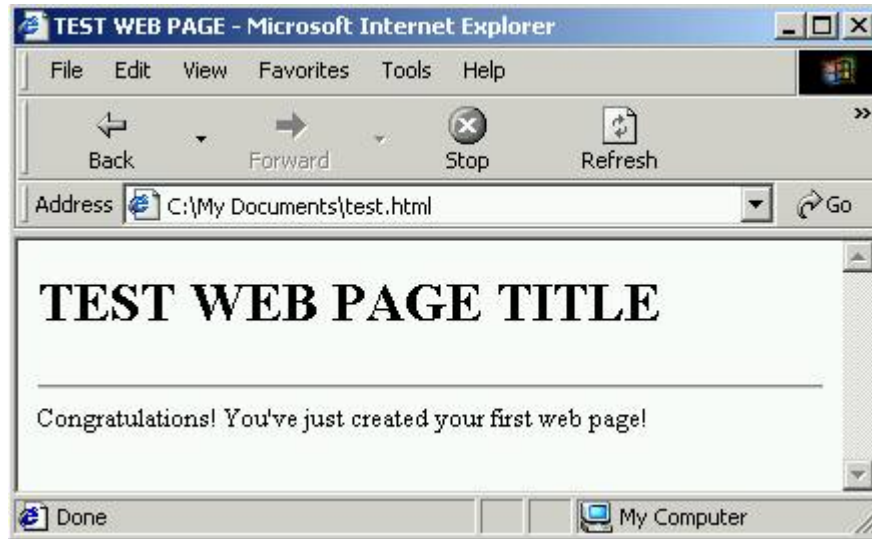
There are a few of conventions to use when naming your web files (HTML pages, folders and pictures: use lowercase letters and numbers only, with no special characters or spaces. For web pages, make sure they end in .htm or .html, and for pictures, make sure they are JPEG or GIF format and that they end in .jpg or .gif. Save web pages as text documents (i.e. no formatting) with the extension .html or .htm. If it is the main page of your website, name it index.html - this is the default page for your web folder. (i.e. <http://www.nysoclib.org> is equivalent to <http://www.nysoclib.org/index.html>)

### SMART vs. DUMB QUOTES:

Smart quotes wrap around the word or phrase (the left double-quote differs from the right double-quote) and are unreadable in HTML. Make sure your word processing program uses dumb quotes (i.e. "dumb quotes") when writing web pages.

## INTERNET III

### SAMPLE WEB PAGE



Create a folder on your hard drive to store your web pages. Open up your text program and type:

```
<HTML>
<HEAD>
<TITLE>TEST WEB PAGE</TITLE>
</HEAD>
<BODY>
<H1>TEST WEB PAGE TITLE</H1>
<HR>
Congratulations! You've just created your first web page!
</BODY>
</HTML>
```

Save as text-only (or ASCII) file, with the name *test.html* in your web folder. Open your web browser (you do not need to be connected to the Internet to create local web pages). In Internet Explorer, select "File->Open->Browse" and find your web folder; In Netscape, select "File->Open File"). Select "test.html". If you are able to view this file in your web browser, you have successfully created your first web page. When writing new HTML code or converting text documents into HTML, keep the browser window open to the web page to periodically check the code for errors. Reload the web page ("Refresh") to view any recent changes.

#### **VIEWING THE SOURCE CODE:**

One of the best ways to become familiar with HTML is to peek at the source code of a web page. In Internet Explorer, select "View" and "Source"; in Netscape, select "View" and "Page Source".



**BEGINNING HTML TAGS:**

**<HTML></HTML>**

This is the first and last piece of code on your web page. **<HTML>** tells the web browser that the document is written in Hypertext Markup Language, and **</HTML>** tells the browser that the web document is complete.

**<HEAD></HEAD>**

This information will not be displayed on the web page itself, but is used for formatting, titles and META tags (which add keywords and flexibility to your web page. The **<HEAD>** tag comes right after **<HTML>**

**<TITLE></TITLE>**

This is the title of your individual web page. Anything you type between the two tags will be displayed at the top of the web browser (not in the document itself) and will be indexed as the name of your web page by most of the search engines. Example:

**<TITLE>The New York Society Library</TITLE>**

**<BODY></BODY>**

This is the bulk of your web page. Anything you put between the **<BODY>** tags will be displayed on the web browser in the main area. Additional qualifiers you can add to the **<BODY>** tag include: **BACKGROUND, COLOR, TEXT, LINK & VLINK**

Right now, your basic web page shell should look something like this:

```
<HTML>  
<HEAD>  
<TITLE></TITLE>  
</HEAD>  
<BODY>  
</BODY>  
</HTML>
```

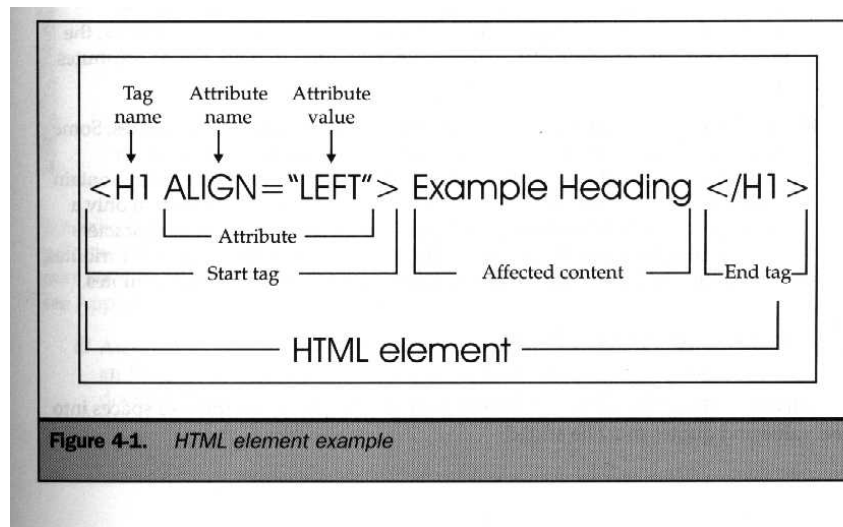
By convention, HTML code is written in uppercase letters, but it's not required. Paragraph returns after tags are optional and more a matter of style and readability.

Alternate HTML alignment:

```
<HTML><HEAD><TITLE></TITLE></HEAD><BODY></BODY></HTML>
```

Alternate HTML case:

```
<html><head><title></title></head><body></body></html>
```



## HTML: BODY TEXT TAGS

### **<H1></H1>**

This is the main header of your web page (generally reserved for titles) and is the largest web font your browser will display. Likewise, <H2></H2> is the second header; <H3></H3> is the third header, <H4></H4> is the fourth header, and so on. <H4> is equivalent to the code for boldface on most browsers, with a carriage return added. Attributes that can be added to the <H1> tags include ALIGN=LEFT (default), ALIGN=CENTER, and ALIGN=RIGHT. Example: <H1 ALIGN=CENTER>NYSL Main Page</H1>

### **<B></B>**

Anything placed between the <B></B> tags will be in boldface type. Equivalent to <H4></H4>, without the carriage return, in most browsers.

### **<EM></EM>**

Anything between the <EM></EM> tags will be in italics (or emphasized). Formerly known as: <I></I>

### **<PRE></PRE>**

Anything between the <PRE> tags will be preformatted - displayed exactly as it is typed on the text document (i.e. spacing and tabs are preserved). It will also run off the page if the browser can't display the entire text and will only be displayed in Courier font. Used when the spacing is of vital importance (i.e. forms, poems).

### **<P>**

Inserts a blank line after a paragraph of text. Attributes include: ALIGN="LEFT" (default) ALIGN="CENTER", ALIGN="RIGHT" & ALIGN="JUSTIFY".

### **<BR>**

Inserts a line break after the text. Will also clear the alignment of a picture if used with the attribute CLEAR="LEFT" or CLEAR="RIGHT" (more later).

## INTERNET III



### **<BLOCKQUOTE></BLOCKQUOTE>**

Indents the text five characters from the left and right (and will use a smaller font in NCSA Mosaic). It creates an instant border around a paragraph of text.

### **<CENTER></CENTER>**

Somewhat archaic HTML code. Anything between the <CENTER> tags (including images, text, etc.) will be centered on the web browser. Most web designers prefer to use <P align=center>, but all browsers will recognize the <CENTER> tag.

### **UNORDERED LISTS: <UL></UL>**

Insert a <LI> tag in front of each unique item. The unordered list uses a circle as the bullet default <UL TYPE="circle">. Other options include: <UL TYPE="square"> & <UL TYPE="disc">. Example:

```
<UL>
  <LI>apples
  <LI>oranges
  <LI>pears
</UL>
```

### **ORDERED LISTS: <OL></OL>**

Insert an <LI> tag in front of each unique item. The ordered list uses plain numbers as the bullet defaults <OL TYPE="1">. Other options include: Alphabetic: <OL TYPE="a">, <OL TYPE="A"> and Roman Numerals: <OL TYPE="i">, <OL TYPE="I">. Example:

```
<OL>
  <LI>January
  <LI>February
  <LI>March
</OL>
```

### **SPECIAL CHARACTERS:**

<b>&amp;quot;</b>	"	quotation mark	<b>&amp;#188;</b>	¼	Fraction ¼
<b>&amp;amp;</b>	&	ampersand	<b>&amp;#189;</b>	½	Fraction ½
<b>&amp;lt;</b>	<	less than	<b>&amp;#190;</b>	¾	Fraction ¾
<b>&amp;gt;</b>	>	greater than	<b>&amp;eacute;</b>		é acute e
<b>&amp;#153;</b>	TM	Trademark	<b>&amp;egrave;</b>		è grave e
<b>&amp;copy;</b>	©	Copyright	<b>&amp;ccedil;</b>	ç	cedill
<b>&amp;reg;</b>	®	Registered			



WEB DESIGN  
HTML EXAMPLE:

```
<HTML>
<HEAD>
<TITLE>Ozymandius</TITLE>
</HEAD>
<BODY>
<H1 align=center>Ozymandius</H1>
<HR>
<BLOCKQUOTE>
I met a traveler from an antique land, <BR>
Who said--"Two vast and trunkless legs of stone<BR>
Stand in the desert . . . . Near them, on the sand,<BR>
Half sunk a shattered visage lies, whose frown,<BR>
And wrinkled lip, and sneer of cold command,<BR>
Tell that its sculptor well those passions read<BR>
Which yet survive, stamped on these lifeless things,<BR>
The hand that mocked them, the heart that fed; <BR>
And on the pedestal, these words appear: <BR>
'My name is Ozymandius, King of Kings,<BR>
Look on my Works, ye Mighty, and despair!'<BR>
Nothing beside remains. Round the decay <BR>
Of that colossal Wreck, boundless and bare<BR>
The lone and level sands stretch far away." <BR>
<P>
<CENTER>
<EM>Percy Bysshe Shelley</EM>
</CENTER>
</BLOCKQUOTE>
</BODY>
</HTML>
```

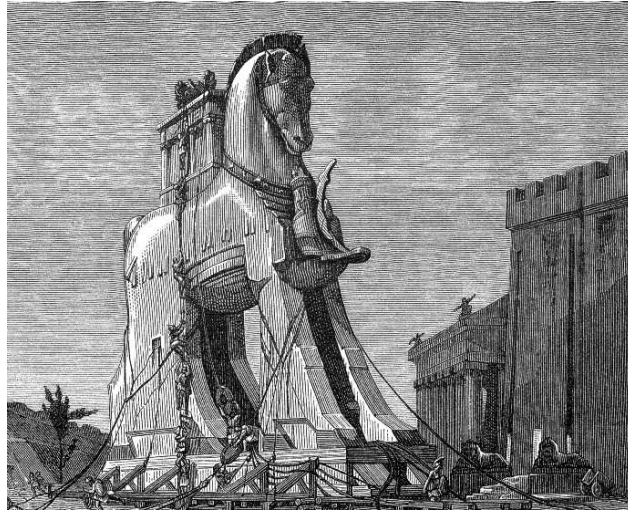
We could have also used the <PRE> tag:

```
<HTML><HEAD><TITLE>Ozymandius</TITLE></HEAD>
<BODY><H1 ALIGN="CENTER">Ozymandius</H1><HR>
<PRE>
I met a traveler from an antique land,
Who said--"Two vast and trunkless legs of stone
Stand in the desert . . . . Near them, on the sand,
Half sunk a shattered visage lies, whose frown,
And wrinkled lip, and sneer of cold command,
Tell that its sculptor well those passions read
Which yet survive, stamped on these lifeless things,...
          Percy Bysshe Shelley
</PRE></BODY></HTML>
```

## WEB DESIGN

### PICTURES:

**<IMG SRC="trojan\_horse.jpg">**



Pictures are where the HTML code starts to get interesting. The unfettered HTML tag for a picture is **<IMG SRC="trojan\_horse.jpg">**, where trojan\_horse.jpg is the name of your image (in either GIF or JPG format). IMG is short for image, and SRC is short for source. There is no closing **</IMG>** tag.

Additional attributes can be added inside the image tag. The most useful one is the picture alignment: **ALIGN="RIGHT"** or **ALIGN="LEFT"**, added in this manner:

**<IMG SRC= "trojan\_horse.jpg" ALIGN="LEFT">**.

This will align the picture of the Trojan Horse to the left and will wrap the text around the image. If the alignment is not specified, the image will be set to the left and the text will continue underneath the picture of the Trojan Horse (to center the image of the Trojan Horse, as pictured above, use **<CENTER><IMG SRC="trojan\_horse.jpg"></CENTER>**).

You may wish to force a break in the text that is wrapping around the picture. To do so, add **<BR CLEAR="LEFT">** if the image was aligned to the left, and **<BR CLEAR="RIGHT">** if the image was aligned to the right. Otherwise, the text will stop wrapping around the picture when the picture ends.

If you want the web browser to adjust for the space while the picture is downloading, add the qualifiers **WIDTH** and **HEIGHT** in the image tag. The width and height of the picture should be given in pixels (example: **< IMG SRC="rizzoli1.jpg" WIDTH="492" HEIGHT="344">** from the New York Society Library main page at <http://www.nysoclib.org>)

Some browsers do not have the capability of viewing pictures (i.e. Lynx) and other browsers are too slow to download the pictures. To add functionality for people who are not able to view your graphic, add an **ALT="explanation"** tag to the image. Not only is this considered polite web design behavior, the search engines will also index your image if you use this tag. Our complete image tag now looks something like:

**<IMG SRC="trojan\_horse.jpg" ALIGN="LEFT"  
WIDTH="400" HEIGHT="300" ALT="Trojan Horse">**

## WEB DESIGN

### GRAPHICS:



<http://www.moyra.com/jewels/minentrance.html>

There are many pages on the web that offer free use of graphics and images on your website (right-click the image to download it to your hard drive in your web folder). Be careful when using these images – there are also many copyrighted pages where you have to explicitly ask for permission to use the images (the New York Times will charge \$200/year for use one of their images) or include author credit for the image on your web page (see page 22 for an actual picture permission example). When in doubt, create your images from scratch. Some free (or shared) image web page links are:

- <http://www.freeimages.co.uk>
  - <http://www.clipartcastle.com>
  - <http://www.neferchichi.com>
  - <http://www.4yeo.com>
  - <http://www.animfactory.com>
  - <http://www.ender-design.com/rg/>
  - <http://www.pdimages.com>
- Stock Photos  
Clip-Art (beware: lots of ads)  
Egyptian Web Art  
Fonts, Buttons, Dividers, Borders  
Animated GIFs  
Backgrounds, Bullets, Icons  
Public Domain images

### BANNERS & BUTTONS

Adobe offers an online utility for making banners and buttons for your website at: <http://webservices.adobe.com/banner/main.html>. Use the larger-sized fonts for banners and the smaller-sized fonts for buttons.

### BACKGROUND GRAPHICS:

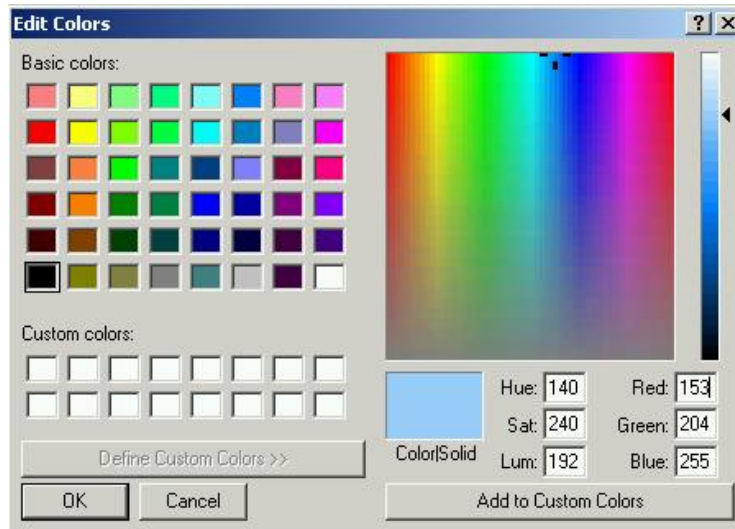
<BODY BACKGROUND="background.jpg">

You can use any sort of picture in GIF or JPG format as the background to your web page. To add this feature, use <BODY BACKGROUND="trojan\_horse.jpg">. Use with caution - background pictures can overwhelm the text of the document.

## WEB DESIGN

### COLOR:

<BODY BGCOLOR="#FFFFFF">



*Start-> Programs -> Accessories -> Paint, then Colors-> Edit Colors-> Define Custom Colors*

Web sites use color information stored in hexadecimal (base 16) notation, with all colors broken down into varying degrees of red, green and blue (RGB); the values range from 0 to 255, or  $16^2$  numbers in all. The RGB values are then converted into base 16 and stored as a single number. To do so on manually, open your calculator program, switch to scientific notation, type in the decimal number, and select "Hex". The result will be a two-digit number or letter combination. Combine all three RGB hexadecimal values for the final web color.

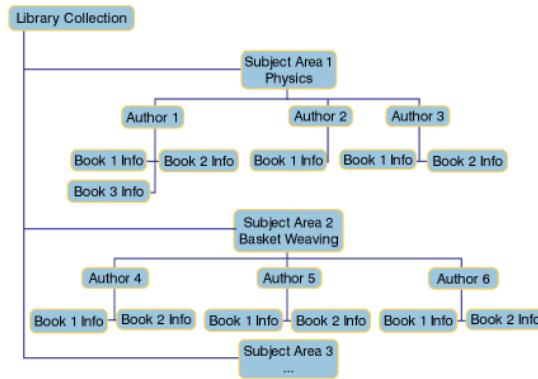
<b>RGB:</b>	<b>R</b>	<b>G</b>	<b>B</b>	<b>Hex Code</b>
Red:	255	000	000	#FF0000
Green:	000	255	000	#00FF00
Blue:	000	000	255	#0000FF
Black:	000	000	000	#000000
White:	255	255	255	#FFFFFF

Browser-safe colors (colors that look about the same in all browsers) have the RGB values: 000, 051, 102, 153, 204 and 255 (or Hex values: 00, 33, 66, 99, CC and FF). All other colors may display differently on different monitors. To create a new color, open up Paint and "Define Custom Color" (see path above). This will bring up a color wheel that will give you the RGB decimal numbers (keep the HSL - hue/saturation/luminosity - values in the center; web browsers aren't that sophisticated). Move the mouse around until you get the RGB breakdown, & convert to Hex. Once you have the hexadecimal number, use this directly in your HTML code. To change the background color to black and the text to white, use **<BODY BGCOLOR="#000000" TEXT="#FFFFFF">**. To change the text to red, use **<FONT COLOR="#FF0000">Red Font</FONT>**. Recent web browsers also accept color names (**<BODY BGCOLOR="black" TEXT="white">** or **<FONT COLOR="red">**), but only for the major colors - older web browsers will not recognize these and default to gray & black. When in doubt, use the hexadecimal number. See Appendix 1 for additional colors.

**LINKS:**

**<A HREF="link.html">Link</A>**

Hypothetical Hierarchical Database Model



It is extremely likely that you will want to break your website up into multiple pages and sections. To do so, continue creating web pages and store them in the same folder as your main (index.html) page. Use the index.html page to keep track of all the different pages by adding links to these pages.

To add a link to one of your internal pages, type: **<A HREF="poems.html">Link to other Poems</A>**, where "poems.html" is the name of your second web page, and "Link to other Poems" is a bit of text, describing the link. Whatever you type between the <A HREF="link.html"> and </A> tag will be displayed in hypertext, meaning it will be underlined and in blue (although you can change both of these attributes with a style sheet).

There are two types of links: relative and absolute. Relative links are used inside your web site to link files together; absolute links give the full web address of the page and can be used to link to websites other than your own. The link to poems.html is a relative link (it works locally on the computer and will work on the web if poems.html is in the same folder as index.html); an absolute link looks like <A HREF="http://www.poets.com">Poets</A>. Notice that the full path of the document is given in an absolute link. If the website poets.com had included a link back to us on their web page, this would be known as a "reciprocal link".

If you have too many individual web pages that you are linking to and wish to subdivide them into folders, your web code will change slightly. To create a web folder, add a regular folder to your document and name it something simple (with no spaces). To link to a picture called ozymandius.jpg in the folder named "pictures", use the HTML code: <A HREF="pictures/ozymandius.jpg">Ozymandius</A>. To create a link by clicking on the above picture, use: <A HREF="poets.html"><IMG SRC="pictures/ozymandius.jpg"></A>. This will insert the picture AND link to the picture (ozymandius.jpg will be surrounded in blue to signify a link. If you wish to remove the blue hypertext border from around the picture, add BORDER=0 tag: <A HREF="poets.html"><IMG SRC="pictures/ozymandius.jpg" BORDER=0></A>).

To create a link to an e-mail address, use a special form of HREF called mailto: <A HREF=<mailto:webmaster@nysoclib.org>>E-mail the webmaster here</A>.

## WEB DESIGN

### FONTS:

`<FONT FACE="times">New Font</FONT>`

# FONTS

To change the font for a portion of your document, type `<FONT FACE="Arial" SIZE="+3">Large-sized Arial Font</FONT>`, where "Arial" would be replaced with whatever font you wished to use. When specifying the specific font of your web page is to offer several solutions (the browser will check sequentially for each font: i.e.: `<FONT FACE="Arial, Verdana, Helvetica">Fancy Font Here</FONT>`)

#### PC fonts:

- Verdana
- Arial
- Helvetica
- Courier New
- Palatino
- Times New Roman

#### Macintosh fonts:

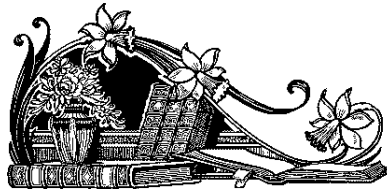
- Helvetica
- Courier
- Palatino
- Times
- Verdana
- Arial

#### Unix fonts:

- Helvetica
- Times

#### Generic Font-Families

- serif
- sans-serif
- cursive
- fantasy
- monospace



### STYLE SHEETS

`<LINK href="style.css" rel=stylesheet>`

Style sheets use a slightly different means of specifying the font; the information for the font size, style and color is stored on one page, and all of the web pages reference this page in the `<HEAD>` section. Style sheets are used to help stabilize the design on all related web pages and are a great way to do sweeping web page changes without having to change the code on each individual web page.

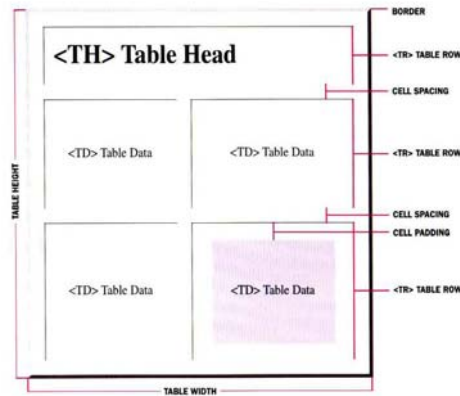
Sample style sheet (style.css) for the New York Society Library:

```
BODY {FONT-FAMILY: times, "times new roman", helvetica, arial;
      BACKGROUND-COLOR: #DEB887}
P     {FONT-SIZE: 12pt;
      FONT-FAMILY: times, helvetica, arial, sans-serif}
```

## WEB DESIGN

### TABLES

**<TABLE></TABLE>**



Use tables to sort elements into rows and columns, or to provide page margins without using the <BLOCKQUOTE> tag. Example:

```
<TABLE>
<TR> <TD colspan=5> <H3 align=center>OCTOBER CALENDAR</H3>
<TR> <TH>Monday <TH>Tuesday<TH>Wednesday<TH>Thursday
      <TH>Friday
<TR> <TD>1 <TD>2 <TD>3 <TD>4
<TD>5
</TABLE>
```

<TABLE></TABLE> signifies the start and end of the table. <TR> is the tag for the start of a new row in the Table. <TH> is the tag for a table header, and will boldface and center the text after it. <TD> is the tag for a table element – no formatting. Web-authoring programs also include the corresponding closing tags: </TR></TH></TD>. The proper code for the table below would be:

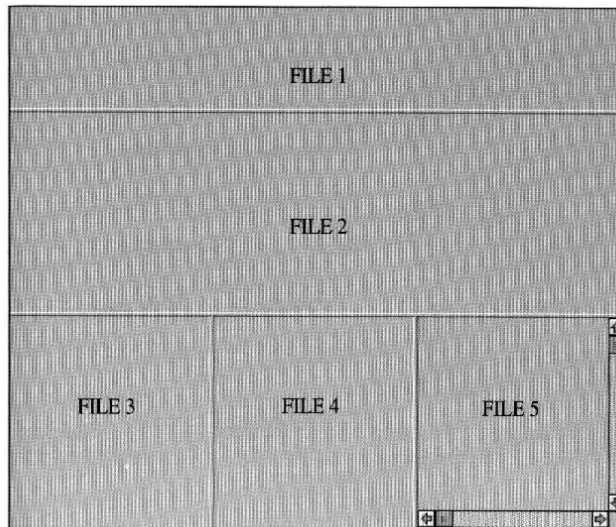
```
<TABLE>
<TR> <TD colspan=5>
      <H3 align=center>OCTOBER CALENDAR</H3></TD></TR>
<TR> <TH>Monday</TH>
      <TH>Tuesday</TH>
      <TH>Wednesday</TH>
      <TH>Thursday</TH>
      <TH>Friday</TH></TR>
<TR>
      <TD>1</TD><TD>2</TD><TD>3</TD><TD>4</TD><TD>5</TD>
</TR>
</TABLE>
```

To align the rows, use <TR ALIGN="LEFT">, <TR ALIGN="CENTER">, <TR ALIGN="right">. To align the columns, use <TR VALIGN="TOP">, <TR VALIGN="MIDDLE">, <TR VALIGN="BOTTOM">

## WEB DESIGN

### FRAMES

<FRAMESET></FRAMESET>



Frames will split your web browser into different sections. Many people find them annoying or distracting on a website, so if you do use them, include an option that allows the user to break out of the frame entirely (<A HREF="noframe.html" TARGET="\_PARENT">No Frames</A>). Also make sure to add a <NOFRAMES></NOFRAMES> option to the body of your HTML code for the browsers too old to acknowledge frames. To frame the document example above, use the following code:

```
<HTML>
<FRAMESET rows="*,*,*">
  <FRAME SRC="file1.html">
  <FRAME SRC="file2.html">
  <FRAMESET cols="*,*,*">
    <FRAME SRC="file3.html">
    <FRAME SRC="file4.html">
    <FRAME SRC="file5.html">
  </FRAMESET>
</FRAMESET>
</HTML>
```

### ADVANCED FEATURES:

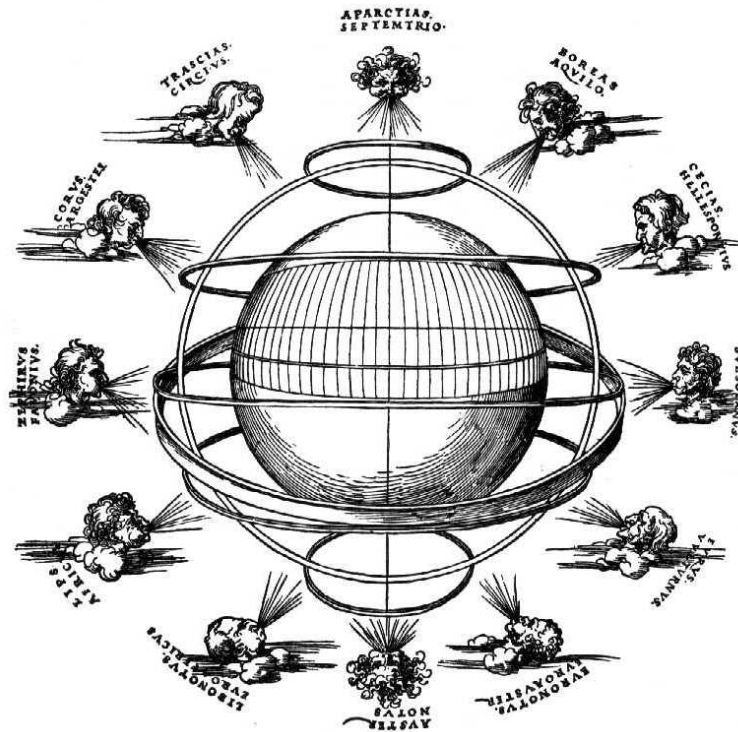
Once you've become familiar with basic HTML, there are two advanced features that will improve your website:

- I. Javascript adds designer flexibility (C|Net's Stupid Web Tricks: <http://builder.cnet.com/webbuilding/0-7690.html>)
- II. CGI programs add programming flexibility (Matt's Script Archive: <http://worldwidemart.com/scripts/>)



## WEB DESIGN

### FINAL PREPARATIONS:



Once your pages are complete, thoroughly test them out for any errors.

- I. Double-check the spelling (especially in the <HEAD></HEAD> portion – it's often overlooked) and see if all the images load.
- II. Open a different browser (if you're using Internet Explorer, try Netscape. If you're feeling particularly wacky, try testing it out in NCSA Mosaic – very old and creaky – or Lynx – entirely text-based) and load your web pages.
- III. Change the resolution of your monitor. Try testing the web page at the smallest monitor size and the largest monitor size. How does your web page adjust?
- IV. Crunch your graphics. To save as much space as possible on pictures and text without losing too much quality, I like using Spinwave's GIF & JPEG Cruncher program, an online free web utility at: <http://www.spinwave.com/crunchers.html>

Aesthetically, the key design elements to look for in your overall web site are: alignment (is everything aligned consistently?), proximity (how easy is it to access the pages?), repetition (is there a unifying structure to the web site?) and contrast (are the pages visually interesting?).

## WEB DESIGN



### **REGISTERING A DOMAIN NAME:**

Visit Network Solutions at [http://www.netsol.com/en\\_US/index.jhtml](http://www.netsol.com/en_US/index.jhtml) to see if your domain name is available (there are also other domain-registration companies out there; some web hosting services include it in the price). Registration is \$70 for two years (prices vary depending on the domain extension and company used), at which time you will be given first option to renew your domain name for another two years.

### **FREE WEBSITE:**

If the domain name is unimportant or this is a personal website, you may wish to try one of the free web space sites:

- **LYCOS:**

<http://angelfire.lycos.com> or <http://tripod.lycos.com>

Angelfire offers up to 50 MB space free for your website; Tripod offers similar incentives. Both are owned by Lycos; your website address will be:

<http://membername.tripod.com> or <http://www.angelfire.com/siteinformation/>

- **YAHOO:**

<http://geocities.yahoo.com>

Geocities offers 15 MB free space, with additional incentives (<http://photos.yahoo.com>, offering another 30MB storage for pictures and photos). Your website address is named by interest (<http://www.geocities.com/Hollywood/Set/9078/index.html>) and by Yahoo e-mail address (example: <http://www.geocities.com/ikrichter/index.html>).

### **COMMERCIAL WEBSITE:**

There are many different commercial providers of web space online (see <http://www.webhostlist.com> for lists and reviews).

- **PIVA.NET:**

<http://www.piva.net>

The New York Society Library uses Piva.net to host our website (Silver UNIX account: \$21.20/month)

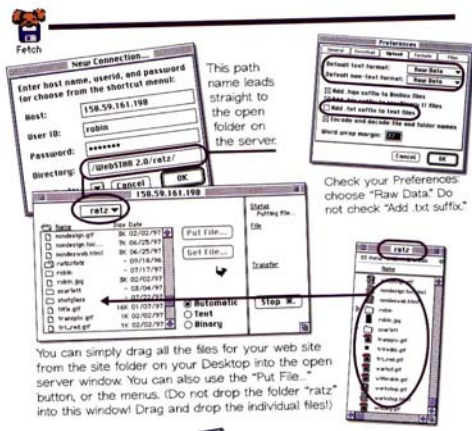
- **HOMESTEAD:**

<http://www.homestead.com>

Homestead.com offers a standard web package for \$29.99/month, which includes 2 e-mail addresses, 50 MB of storage, and 5 GB monthly traffic.

## WEB DESIGN

### UPLOADING TO THE WEB:



### FETCH

Macintosh FTP Program

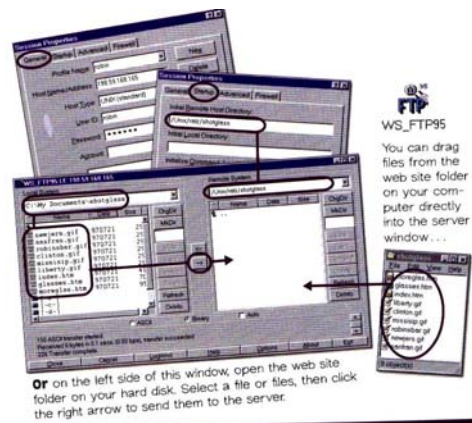
<http://fetchsoftworks.com/>

You will need:

1. An FTP (file transfer protocol) program to upload files to your web space (usually Fetch for the Macintosh or WS\_FTP for the PC)
2. The following information from your web host:

Host name: (example: ftp.geocities.com)  
User ID: generally the same as your e-mail address  
Password: generally the same as your e-mail address  
Directory path: the location of your website on the server (i.e. /usr/public)

Once you have a FTP (file transfer protocol) connection open to your website, copy the files from your hard drive onto your new website. Transfer all web pages as TEXT (or RAW DATA) format and all pictures as BINARY (pictures won't display if they're transferred as text).



### WS\_FTP 95

PC FTP Program

<http://www.ipswitch.com/>



## SEARCH ENGINES

The two best ways to bring visitors into your site are through reciprocal links and search engine listings. In order to be listed on a search engine, it is best to submit your web page directly to the search engines (there are services out there that will list your web page for you – for an extra charge). It's free for general listings.

SEARCH ENGINE	URL	LOOK FOR:
• <a href="http://www.altavista.com">AltaVista</a>	<a href="http://www.altavista.com">http://www.altavista.com</a>	"Submit a Site"
• <a href="http://search.aol.com">AOL Search</a>	<a href="http://search.aol.com">http://search.aol.com</a>	"How to Add a Site"
• <a href="http://www.directhit.com">Direct Hit</a>	<a href="http://www.directhit.com">http://www.directhit.com</a>	"Add URL"
• <a href="http://www.excite.com">Excite</a>	<a href="http://www.excite.com">http://www.excite.com</a>	"Submit a Site"
• <a href="http://www.alltheweb.com">FAST Search</a>	<a href="http://www.alltheweb.com">http://www.alltheweb.com</a>	"Submit Your Site"
• <a href="http://www.goto.com">GoTo</a>	<a href="http://www.goto.com">http://www.goto.com</a>	"List Your Site"
• <a href="http://www.google.com">Google</a>	<a href="http://www.google.com">http://www.google.com</a>	"Jobs, Press, Cool Stuff", "Submitting Your Site"
• <a href="http://www.hotbot.com">HotBot</a>	<a href="http://www.hotbot.com">http://www.hotbot.com</a>	"Submit Web Site"
• <a href="http://www.invisibleweb.com">Invisible Web</a>	<a href="http://www.invisibleweb.com">http://www.invisibleweb.com</a>	"Contact Us", then "Suggest a Site"
• <a href="http://www.looksmart.com">LookSmart</a>	<a href="http://www.looksmart.com">http://www.looksmart.com</a>	"Submit a Site"
• <a href="http://www.lycos.com">Lycos</a>	<a href="http://www.lycos.com">http://www.lycos.com</a>	"Add your Site to Lycos"
• <a href="http://search.msn.com">MSN Search</a>	<a href="http://search.msn.com">http://search.msn.com</a>	"Other Links", "More" "Submit URL to Search"
• <a href="http://search.netscape.com">Netscape Search</a>	<a href="http://search.netscape.com">http://search.netscape.com</a>	"Add Site"
• <a href="http://www.northernlight.com">Northern Light</a>	<a href="http://www.northernlight.com">http://www.northernlight.com</a>	"Register URL"
• <a href="http://dmoz.org">Open Directory Project</a>	<a href="http://dmoz.org">http://dmoz.org</a>	"Add URL"
• <a href="http://www.webcrawler.com">WebCrawler</a>	<a href="http://www.webcrawler.com">http://www.webcrawler.com</a>	"Submit a Site"
• <a href="http://www.yahoo.com">Yahoo</a>	<a href="http://www.yahoo.com">http://www.yahoo.com</a>	Find your category, then "Suggest a Site"

Do not submit your site to the search engines too often (i.e. more than once a week) – some search engines will block sites that repeatedly submit. You only need to submit the top page of your site (generally the index.html of the main page) – the search engine spider will follow all the links on your page.

Once your site has been submitted, it will take a couple of weeks before it appears on the search engine. Start adding reciprocal links to your page (contact people with similar websites and ask if they want to exchange links with you).

**COPYRIGHT ISSUES:**

**PUBLIC DOMAIN:**

If the work was published more than 75 years ago, it is in the public domain and may be used without asking permission or invoking fair use. Otherwise, check with the author/publisher before you use anything (text/articles/pictures).

**COYRIGHT MYTHS:**

<http://www.templetons.com/brad/copymyths.html>

**"If it doesn't have a copyright notice, it's not copyrighted."**

"This was true in the past, but today almost all major nations follow the Berne copyright convention. For example, in the USA, almost everything created privately and originally after April 1, 1989 is copyrighted and protected whether it has a notice or not. The default you should assume for other people's works is that they are copyrighted and may not be copied unless you know otherwise. There are some old works that lost protection without notice, but frankly you should not risk it unless you know for sure.

It is true that a notice strengthens the protection, by warning people, and by allowing one to get more and different damages, but it is not necessary. If it looks copyrighted, you should assume it is. This applies to pictures, too. You may not scan pictures from magazines and post them to the net, and if you come upon something unknown, you shouldn't post that either.

The correct form for a notice is: "Copyright [dates] by [author/owner]"

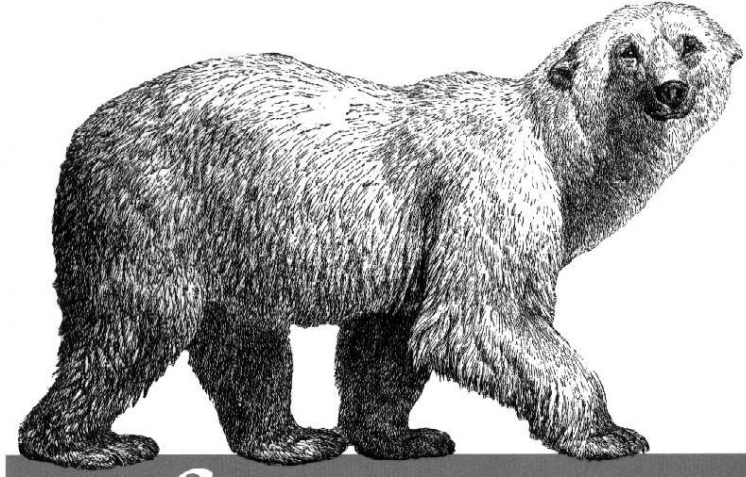
You can use C in a circle © instead of "Copyright" but "(C)" has never been given legal force. The phrase "All Rights Reserved" used to be required in some nations but is now not needed."

**SUMMARY:**

<http://www.templetons.com/brad/copymyths.html>

- ✓ These days, almost all things are copyrighted the moment they are written, and no copyright notice is required.
- ✓ Copyright is still violated whether you charged money or not, only damages are affected by that.
- ✓ Postings to the net are not granted to the public domain, and don't grant you any permission to do further copying except perhaps the sort of copying the poster might have expected in the ordinary flow of the net.
- ✓ Fair use is a complex doctrine meant to allow certain valuable social purposes. Ask yourself why you are republishing what you are posting and why you couldn't have just rewritten it in your own words.
- ✓ Copyright is not lost because you don't defend it; that's a concept from trademark law. The ownership of names is also from trademark law, so don't say somebody has a name copyrighted.
- ✓ Copyright law is mostly civil law where the special rights of criminal defendants you hear so much about don't apply. Watch out, however, as new laws are moving copyright violation into the criminal realm.
- ✓ Posting E-mail is technically a violation, but revealing facts from E-mail you got isn't, and for almost all typical E-mail, nobody could wring any damages from you for posting it. The law doesn't do much to protect works with no commercial value.

## WEB DESIGN



### **NYSL REFERENCE BOOKS:**

- 001.6 P**      The Complete Reference HTML:  
The most comprehensive reference/theory/tutorial to HTML 3.2 and 4.0; Up-to-date with Netscape 4, Internet Explorer 4 tags and Dynamic HTML; includes complete HTML element, font, color, and style guides.  
Thomas A. Powell. ©1998.
- 004.678 R**      Information Architecture for the World Wide Web:  
Designing Large-Scale Web Sites.  
Louis Rosenfeld & Peter Morville. ©1998.
- 004.678 W**      The Non-Designer's Web Book:  
An easy guide to creating, designing and posting your own web site.  
Robin Williams & John Tollett. ©1998.
- 005.72 D**      Elements of Web Design:  
Top web designers share their secrets and strategies.  
Darcy DiNucci with Maria Guidice & Lynne Stiles. ©1997.
- 005.72 S**      Web Pages the Smart Way:  
A painless guide to creating and posting your own website.  
Joseph T. Sinclair. ©2001.