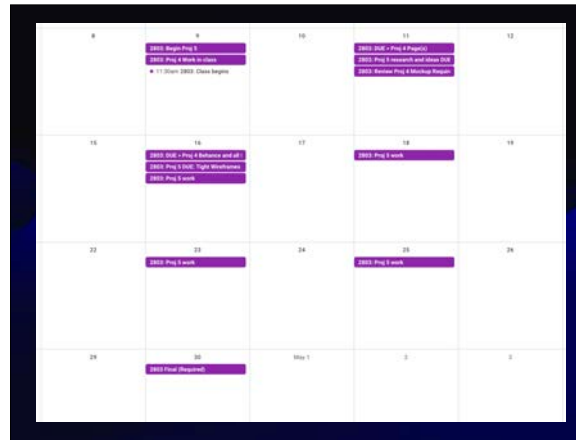


- HOW THE INTERNET WORKS
- “PUBLISHING” A WEBSITE
- WEB vs. PRINT
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## FIRST, CAME THE TELEPHONE.

2024 INFORMATION

1876

While Italian innovator Antonio Meucci (pictured at left) is credited with inventing the first basic phone in 1849, and Frenchman Charles Bourseuil devised a phone in 1854, Alexander Graham Bell won the first U.S. patent for the device in 1876.

<https://www.kenyon.edu/learningfrom/capitol/50yearsback/1876/9440/11.html> While Italian innovator Antonio Meucci for the device in 1876.

## NEXT, THE COMPUTER.

2024 INFORMATION

— mid-1940s: First computer invented.

ENIAC (/ˈɛniæk/; Electronic Numerical Integrator and Computer) was the first programmable, electronic, general-purpose digital computer, completed in 1945.



Paula Benson [left] and Ruth Lichterman were two of the female programmers of ENIAC. Photo: Wikimedia Commons

## AND FINALLY, THE INTERNET

2024 INFORMATION

The Internet is a global network of billions of computers and other electronic devices. With the Internet, it's possible to access almost any information, communicate with anyone else in the world, and do much more. You can do all of this by connecting a computer to the Internet, which is also called going online.

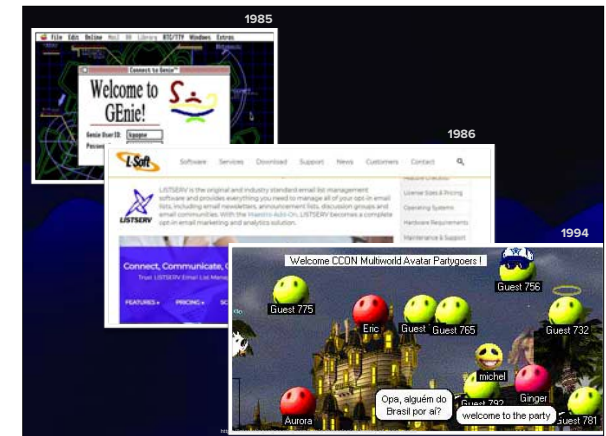
<https://www.kenyon.edu/learningfrom/capitol/50yearsback/1876/9440/11.html>

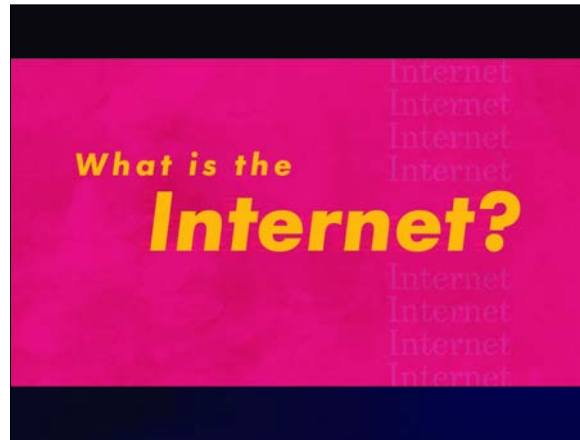
## GENESIS: THE INTERNET

2024 INFORMATION

- CompuServe was founded in 1969 as a timesharing service and is considered one of the oldest online information services.
- An online information service is one that provides access to the Internet.
- Then eventually emails and other means of communication were available for a price to mostly academic and government offices.
- By the late 1970s and early 1980s, people with the financial means and some schools began purchasing the much smaller “personal computer.”
- This decade also saw the type of social media we would recognize today developing soon after allowing people to communicate through virtual newsletters, articles, or posts to newsgroups.

<https://www.kenyon.edu/learningfrom/capitol/50yearsback/1876/9440/11.html>





My very quick, very rough explanation of how we see/read/do anything on the internet.

WARNING: This might not make any sense and that's ok. ;)

**HTML Documents**

All HTML documents must start with a document type declaration: `<!DOCTYPE html>`.

The HTML document itself begins with `<html>` and ends with `</html>`.

The visible part of the HTML document is between `<body>` and `</body>`.

**Example**

```
<!DOCTYPE html>
<html>
<body>
  <h1>First Heading</h1>
  <p>First paragraph</p>
</body>
</html>
```

[Try it Yourself!](#)

**10011001**

**Examples in Each Chapter**

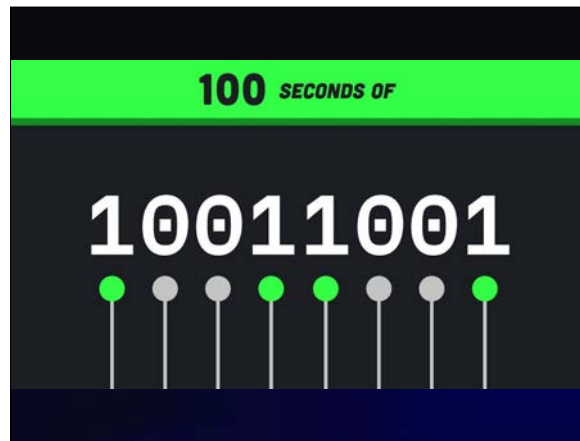
This CSS tutorial contains hundreds of CSS examples.

With our online editor, you can edit the CSS, and click on a button to view the result.

**CSS Example**

```
body {
  background-color: lightblue;
}
h1 {
  color: white;
  text-align: center;
}
p {
  font-family: serif;
  font-size: 18px;
}
```

[Try it Yourself!](#)



GRFX-2803 SPG 24


- HOW THE INTERNET WORKS
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**PUBLISHING A SITE** – whether or not you code it.

- In order to have a functioning website, you need both a **domain** and a **hosting space**.
- **Domain:**
  - The address, which allows a visitor to easily find your website online.
  - Every domain is individual.
  - To customize it costs extra money.
- **Website Host:**
  - Hosting is where the website files are stored.
  - If you're coding your own > Git Hub, GoDaddy, + more.


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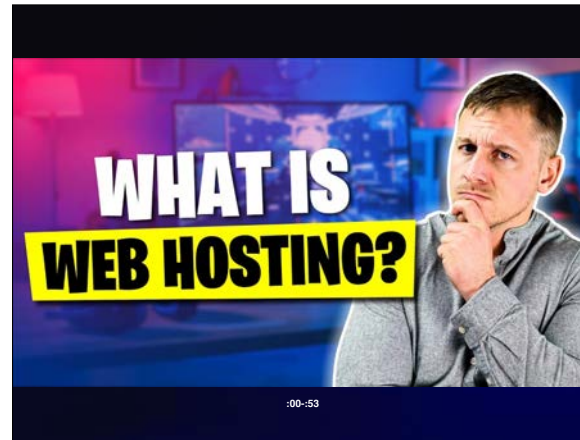
### - Domain:

- The address of the website online
- Every domain has to be customized



### - Website Host:

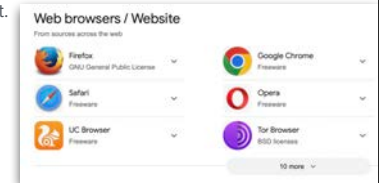
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- If you're coding your own > Git Hub, GoDaddy, + more.
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## PUBLISHING A SITE - whether or not you code it.

### - Website Browsers

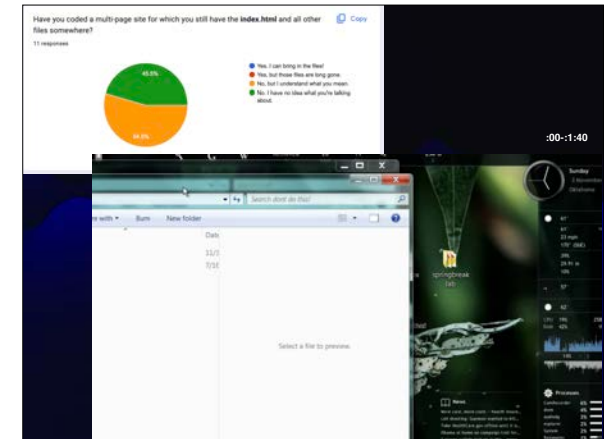
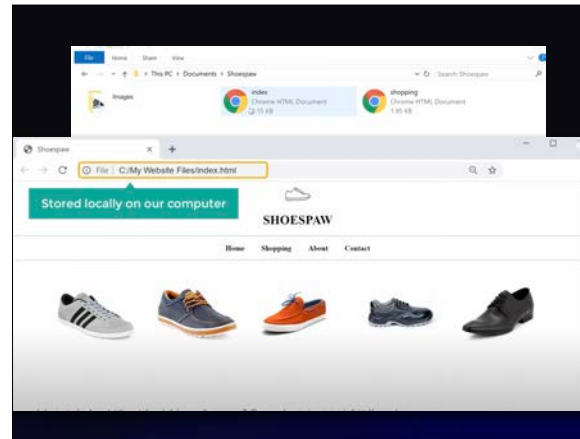
- Web browsers are used primarily for displaying and accessing websites on the internet.
- **Browsers translate** web pages and websites delivered using Hypertext Transfer Protocol (HTTP) into human-readable content.



## PUBLISHING A SITE - whether or not you code it.

### - Website Browsers

- Web browsers are used primarily for displaying and accessing websites on the internet.
- **Browsers translate** web pages and websites delivered using Hypertext Transfer Protocol (HTTP) into human-readable content.
- You can open a local **html file** in a **Web Browser** to see how it will look IF it were published, but it's not published.



## Home Page

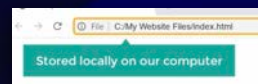
The HTML file for the homepage of a website should **always** be named **index.html**. This is because a browser that has been directed to a server or a directory always looks to display a file with this name if it hasn't been specifically pointed to another file.



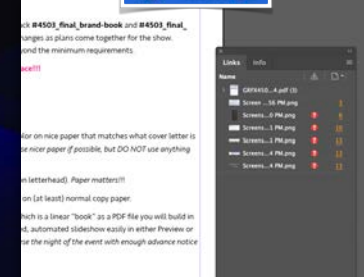
## root directory



IF you are working with code >> when uploading all of your files to FTP (File Transfer Protocol), make sure you upload files within the folder, but not the folder. Otherwise, the code calls to your computer... which, of course, won't PUBLISH on the internet. :)



## InDesign



# PUBLISHING A SITE - whether or not you code it.

## Website Builder

| # | Website Builder    | Main Advantages  | Ease of Use | Support | Score                | Plans  |
|---|--------------------|--|-------------|---------|----------------------|--|
| 1 | <b>WIX</b>         | <ul style="list-style-type: none"> <li>Code-free, quick, and easy website building</li> <li>100+ customizable templates</li> <li>An powered design solution</li> <li>Powerful SEO &amp; marketing toolset</li> </ul>     | Simple      |         | 9.8<br>5000+ reviews | <ul style="list-style-type: none"> <li>Free Plan</li> <li>Premium plans from \$16/mo</li> </ul>    |
| 2 | <b>Editor X</b>    | <ul style="list-style-type: none"> <li>Shiny features for website creation</li> <li>Multiple business &amp; marketing solutions</li> <li>Advanced development features</li> <li>Learn with Academy X for FREE</li> </ul> | Moderate    |         | 9.5<br>5000+ reviews | <ul style="list-style-type: none"> <li>Free Plan</li> <li>Premium plans from \$16/mo</li> </ul>    |
| 3 | <b>WORDPRESS</b>   | <ul style="list-style-type: none"> <li>Simplified WordPress CMS</li> <li>Includes Hosting, Domain &amp; Plugins</li> <li>Advanced flexibility &amp; customization</li> </ul>   | Complex     |         | 9.2<br>5000+ reviews | <ul style="list-style-type: none"> <li>Free Plan</li> <li>Premium plans from \$16/mo</li> </ul>    |
| 4 | <b>SQUARESPACE</b> | <ul style="list-style-type: none"> <li>HTML &amp; CSS Access</li> <li>3rd-Party Apps &amp; Integrations</li> </ul>   | Complex     |         | 8.9<br>5000+ reviews | <ul style="list-style-type: none"> <li>No Free Plan</li> <li>Premium plans from \$16/mo</li> </ul> |
| 5 | <b>weebly</b>      | <ul style="list-style-type: none"> <li>Dynamic Video Background</li> <li>Built-in image Editor</li> </ul>  | Moderate    |         | 8.7<br>5000+ reviews | <ul style="list-style-type: none"> <li>Free plan</li> <li>Premium plans from \$16/mo</li> </ul>    |

## BEGIN PROJECT 5

- You will use the **WIX Editor FREE**
- Do not use the new WIX Studio for this project

**WIX**

- Code-free, quick, and easy website building
- 100+ customizable templates
- An powered design solution
- Powerful SEO & marketing toolset

Simple | 9.8 | Free Plan | Premium plans from \$16/mo

- You will start with a Blank Template and customize.
- The site must be at least 3 separate pages.
- Start to consider what you would like your page to be about.
- WIX has plenty of free imagery and its font choices are strong.
- You will start to create your wireframe in reference to the Blank Template (or start from scratch for extra credit).

root directory

Stored locally on our computer

**• WEB vs. PRINT**

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- HOW THE INTERNET WORKS
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### PRINT MINDSET

- Art the priority
- Rely on WYSIWYG to mimic print
- Little consideration to hardware and software
- Printed = Finished

### WEB MINDSET

- Content the priority
- Getting info to viewer in practical way, rather than distracting with cool effects
- (CSM sites = WYSIWYG)
- Posted=

WYSIWYG ("WIZ-ee-wig");  
What You See Is What You Get

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### PRINT DIMENSIONALITY

- 2-dimensional
- Much attention to layout
- Interplay between spreads
- Fixed size canvas
- Tangible is part of the experience

### WEB DIMENSIONALITY

- 1-dimensional or N-dimensional
- Fundamentally a scrolling experience for user
- Little fixed spatial relationship
- What's early on the page, what's later on the page

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### WEB DIMENSIONALITY

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- Fundamentally a scrolling experience for user
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- What's early on the page, what's later on the page
  - Precise placement of elements on a web page goes against the nature of HTML and can only be achieved to an approximation for pages that are able to adjust to different window sizes.
  - Thus, 2-dimensional relationships between page elements are less important than 1-dimensional relationships (what's early on the page, what's later on the page).

## PRINT NAVIGATION

- Linear



**1. ADJECTIVE**

A linear process or development is one in which something changes or progresses straight from one stage to another, and has a starting point and an ending point.

...decisions that lead the story in various directions, rather than follow traditional linear storytelling.

## WEB NAVIGATION

- Web is not linear like print.

## PRINT NAVIGATION

- Linear
- Table of Contents

## WEB NAVIGATION

- Web is not linear like print.
- Doing more than just seeing
- Hypertext navigation is the essence of Web
- You can't assume the viewer has seen previous pages or will proceed to subsequent pages on your web site
- Each page must be able to stand on its own

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## PRINT CANVAS & RESOLUTION

- Print is immensely superior to the Web in terms of speed, type and image quality, and the size of the visible space.
- The tangible page is part of the user's experience.
- Vector vs. Raster Review
- Depending on the printer, the minimum DPI is usually 150DPI. 300 DPI is preferred.
- "Photoshop Math" L x W at DPI.
  - Always relative.
  - Can't make up lost data.

## WEB CANVAS & RESOLUTION

- 72 PPI
- Anything higher has no improved effect
- Longer download times
- THINK IN PIXELS!
- "Optimize Image for Web" -
  - Making images look good.
  - Making images load quickly.
  - Making images easy for search engines to index.

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## PRINT IMAGE FILES

- Native File Types are for building your file, but not often desired by press.
  - When you send to a printer, ask them what is wanted.
  - Otherwise, make it a PDF ("printed" to file).
  - .AI . PSD . INDD
- Beware the Photoshop PDF!!!! It is not the same as a PDF from Illustrator or InDesign.
- TIFF
- Beware JPEG and PNG, but use them if high enough resolution and not compressed too many times.
- SVG has no purpose.

## WEB IMAGE FILES

- "GIF" or "JIF" (.GIF)
  - Supported by all web browsers
  - Can include transparent backgrounds
  - Better for line and flat art, avoid gradients
- "JPEG" (.JPG)
  - Superior in rendering color and detail
  - Photographs or graphics with tonal variation
- "PNG" or "P N G" (.PNG)
  - Graphics, especially those using large, flat areas of color, should be saved as PNGs. This includes most designs, infographics, images with lots of text in them, and logos.
- "Web P" (.WEBP)
  - Google's answer to the above, began 2010.
- "S V G" (.SVG) > scalable vector graphics
  - Uses vectors to display images.
  - Small file size (KB vs MB) because images are defined by mathematical equations rather than pixels.
  - Easily manipulated using CSS and JavaScript. This means that you can change the appearance of an SVG image on your website simply by adjusting some code, without needing to create a new image file.

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## PRINT COLOR

- It costs money to print in color >> more for color than black.
- "and white" assumes it's on white paper. NOT white ink.

## WEB COLOR

- It's cheap.
  - Technically, you can produce millions of colors on your screen, provided your monitor and video display are a decent quality.

## PRINT COLOR

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- CMYK
  - Cyan Magenta Yellow Black (K is for the black Key Plate)
  - 4-Color Process
- RGB
  - Red Green Blue
  - Web Offset Press (nothing to do with WWW - just 1 continuous roll of paper)
- PMS
  - Pantone Matching System

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## WEB COLOR

- It's cheap.
  - Technically, you can produce millions of colors on your screen, provided your monitor and video display are a decent quality.
- Only 216 web-safe colors.
  - These are the only colors that appear the same on all monitors and operating systems without dithering, be they PCs or Macs.
- #Hexadecimal
- Indexed Color

## PRINT COLOR

### COLORS FROM A PRINTED PIECE CANNOT BE EFFORTLESSLY TRANSFERRED TO A COMPUTER SCREEN

- Too much color on a web page can be distracting and counterproductive.
  - The most successful strategy is to use color sparingly.
  - Adding too many colorful items can create the visual equivalent of noise. Instead, leave room for white space.
- Computer Monitors / Screens will render it differently.
  - A web site that looks clean on a monitor with millions of colors could look dithered and jagged on a monitor with only 256 colors.
  - Colors that appear bright and sharp on your screen may appear dark and dull on another's.
  - Similar information goes for phones and tablets (obviously).
  - Usually the better the display, the more money you spend. Duh. :)

## WEB COLOR

## PRINT FONTS

- Just about anything you want!
- Warnings about Adobe Typekit.
- Warnings about free fonts.
- Don't forget to include fonts with your files EXCEPT:
  - PDFs already "printed"
  - You can outline SOME text in Illustrator, but be very very careful.
  - You don't need fonts (for now) with Photoshop, but what the heck are you doing with your type in Photoshop anyway???

## WEB FONTS

- Just be ok with not having that much control. Really.
- If you are coding, always have your Web-Safe Fonts in the code as a backup. ALWAYS.
- In 2010, Google Fonts appeared!

A "rule" with some empirical evidence:  
PRINT: Serif is easier to read.  
SCREEN: Sans-Serif is easier to read.

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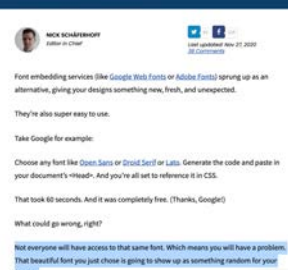
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### 15 Best Web Safe Fonts

That Work With HTML & CSS



Meaning: Let's say the designer picked some obscure, paid font family for this site's design. If you don't have that font already installed and it's not pulling from a web-friendly place, the font you are would default back to some basic variation like Times New Roman.

You, as the visitor, wouldn't necessarily know that this is what has happened, though. For you, it might just look plain-ugly.

### Web safe fonts and CSS

With CSS, use web-safe fonts to ensure consistent display across platforms. Common choices include "Arial, Helvetica, sans-serif" for sans-serif styles and "Times New Roman, Times, serif" for serif styles. Implement a fallback list to maximize compatibility, like "font-family: Arial, Helvetica, sans-serif;". This minimizes the risk of font substitution, enhancing the website's readability and design integrity on various browsers and devices.

Web safe fonts already have font files ready on the majority of devices. But, don't worry about the lack of the word safe. Google Fonts are completely safe to use to enhance the design of your website. But, the extra HTTP requests to an outside server could slow down your page loading speed. Sep 26, 2023

## Web safe fonts

| Serif  | Sans-Serif   |
|--|--|
| <b>Bodoni-Poster</b> Linotype Didot<br>American Typewriter Georgia<br>Times New Roman EB Garamond<br>Rockwell Palatino | Helvetica Arial Segoe UI Trebuchet MS<br>Verdana Century Gothic Tahoma<br>DejaVu Sans Calibri Candara<br>Lucida Sans Unicode |
| Monospace  | Cursive fonts  |
| Andale Mono Monaco<br>Lucida Console Courier New   | <i>Brush Script</i><br><i>Bradley Hand</i>   |
| Fantasy fonts  |  |
| Luminari <i>Trattello</i> COPPERPLATE<br>Playbill Papyrus  |  |

### Wix Editor: About Fonts Available

| Font Name       | Category   | Style   | Weight | Color | Effects |
|-----------------|------------|---------|--------|-------|---------|
| Andale Mono     | Monospace  | Regular | Normal | Black | None    |
| Arial           | Sans-Serif | Regular | Normal | Black | None    |
| Calibri         | Sans-Serif | Regular | Normal | Black | None    |
| Century Gothic  | Sans-Serif | Regular | Normal | Black | None    |
| Courier New     | Monospace  | Regular | Normal | Black | None    |
| Georgia         | Serif      | Regular | Normal | Black | None    |
| Helvetica       | Sans-Serif | Regular | Normal | Black | None    |
| Lucida Console  | Monospace  | Regular | Normal | Black | None    |
| Monaco          | Monospace  | Regular | Normal | Black | None    |
| Times New Roman | Serif      | Regular | Normal | Black | None    |
| Verdana         | Sans-Serif | Regular | Normal | Black | None    |
| Webdings        | Decorative | Regular | Normal | Black | None    |
| Wingdings       | Decorative | Regular | Normal | Black | None    |

## PRINT LOGO PLACEMENT

- It's up to you, but always consider the weight of the page per the script used if possible.
  - That means bottom right for English.
  - That means bottom left for Arabic.

## WEB LOGO PLACEMENT

- TOP of the web page. The user may never get to the bottom of the web page.
- Top of every page in the site.
- Reminder: Menu Bar/Hamburger Menu also ALWAYS VISIBLE.

ALWAYS remember visual hierarchy and controlling the read on the page.

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## GRPX:2803 SPG 24

- HOW THE INTERNET WORKS
- "PUBLISHING" A WEBSITE
- WEB vs. PRINT
- BEGIN PROJECT 5
- WHAT IS DUE THURSDAY

## WIX

- You will use the WIX Editor FREE
- Do not use the new WIX Studio for this project

**WIX**

- Code-Free, quick, and easy website building
- 100+ customizable templates
- All powered design solution
- Powerful SEO & marketing toolset

9.8 Rating

Free Plan Premium plans from \$16/m

- You will start with a Blank Template and customize.
- The site must be at least 3 separate pages.
- Start to consider what you would like your page to be about.
- WIX has plenty of free imagery and its font choices are strong.
- You will start to create your wireframe in reference to the Blank Template (or start from scratch for extra credit!).

Don't do just yet. :)

### Signing up for a Wix account

Sign up to Wix with your email address, Facebook account or Google credentials.

To sign up for a Wix account:

- Go to the [Wix.com/sign-up](https://wix.com/sign-up) page.
- Choose how you want to register and enter your details.
- Click Sign Up.

**WIX**

Sign Up

Already have a Wix account? Log In

First Name

Last Name

Type your email again

Password

Type your password again

Start Up

Continue with Facebook

Continue with Google

We collect and use your personal information to improve our services and to provide you with a better user experience. You can control your preferences at any time.

## WIX

### What type of website do you want to create?

Search for your business or site type

Continue

EXAMPLES

- Online Store
- Portfolio
- Blog
- Consultant
- Technology Company
- Restaurant
- Event

From an online store to a personal blog and everything in between, Wix offers a wide range of professional tools and apps for the type of site you want to build.

Let's get you up and running

Business name

### What's the name of your business?

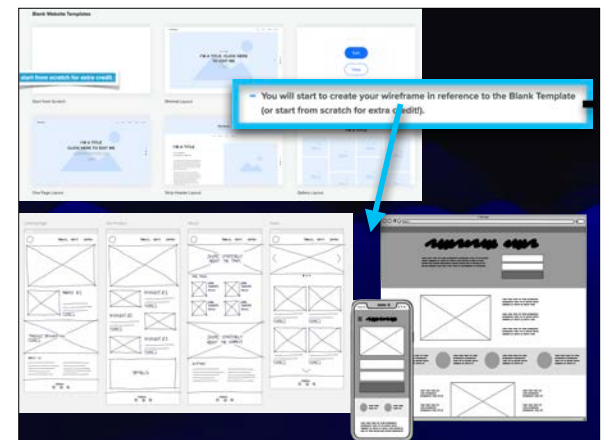
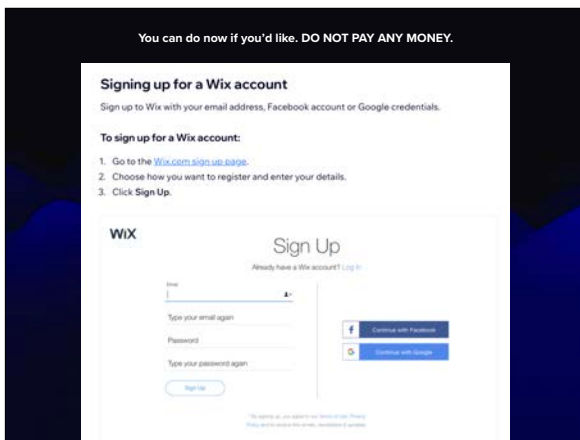
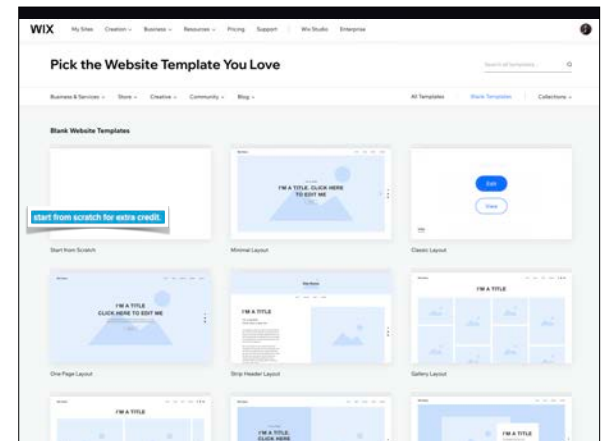
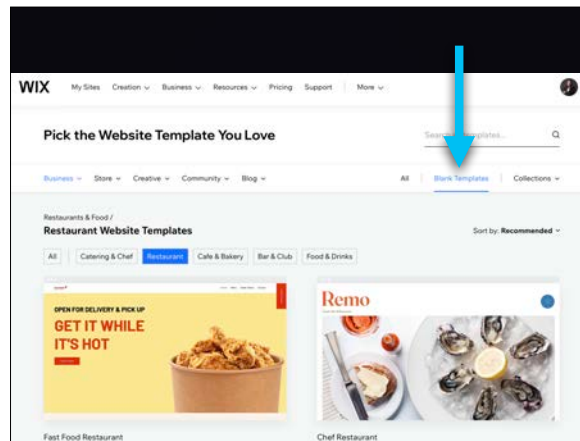
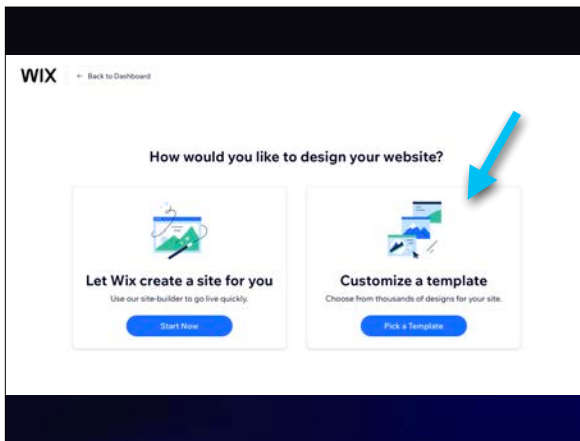
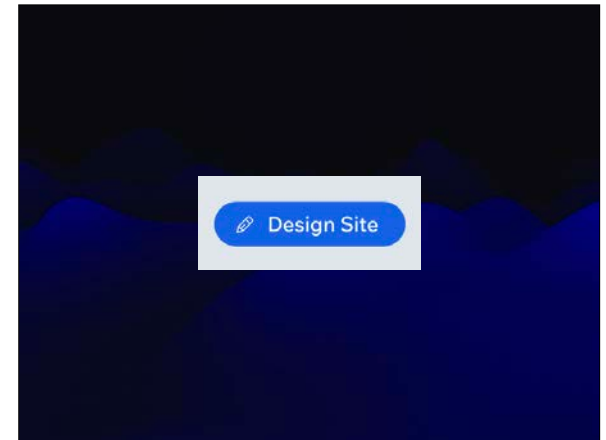
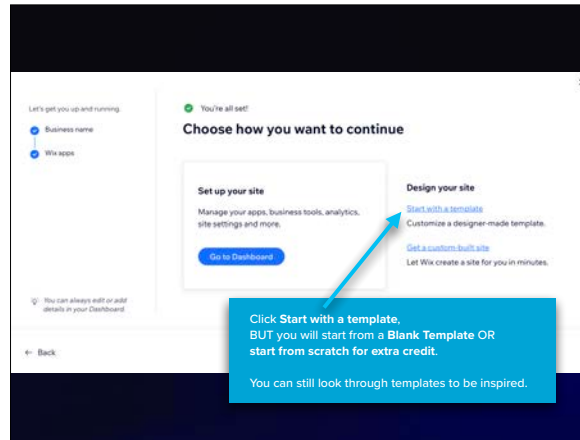
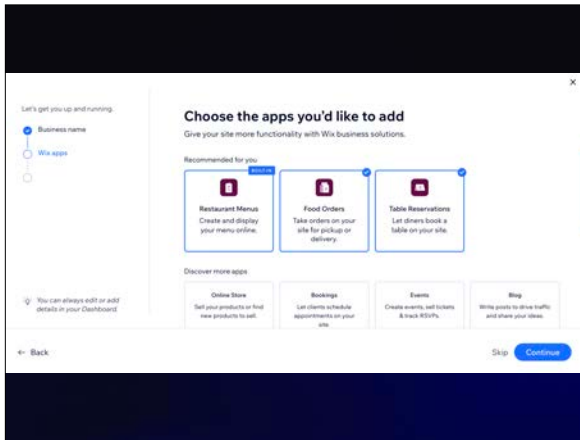
You can add your existing restaurant or brand name, or create a new one.

Enter your business name

Start Up

Continue

You can always edit or add details in your Dashboard





- HOW THE INTERNET WORKS
- "PUBLISHING" A WEBSITE
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- **WHAT IS DUE THURSDAY**

THU  
11

- 2803: DUE > Proj 4 Page(s)
- 2803: Proj 5 research and ideas DUE
- 2803: Review Proj 4 Mockup Requirements

next week

|    |   |    |                   |    |
|----|---|----|-------------------|----|
| 13 | 14  | 17 | 18                | 19 |
|    | 2803: DUE > Proj 4 Balance and all<br>2803: Proj 5 Mockup Requirements<br>2803: Proj 5 week |    | 2803: Proj 5 week |    |