ITP 104
Internet Publishing Technologies
Instructor

• Rob Parke
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  – Office Hours: TBD

• Instructor
• Information Technology Consultant
• Sound Editor
• Web Developer

• USC Alum!
Course Info

• Lecture / Lab – Thurs 2-5 PM
  \textit{(no lab first week)}

• Prereqs – none*

• Textbook – none
Grading Scale

• Evaluation
  – Quizzes / Assignments 30%
  – Participation / Labs 15%
  – Exams 20%
  – Individual Major Project 35%
The Components of a Web Application

Client

The Internet

Web Server

Client

Client
How a Web Server Processes a Static Web Page
A Static Web Page

Techno-Solis

Main Menu
- Home Page
- Solar Pool Heating
  - Solar Pool Heating
  - Technical Specs
  - Techno-Solis Advantages

Techno-Solis Advantages

The Original
The Techno-Solis panel has been imitated over and over again, but our quality has never been duplicated. Our system has a patented design which will reliably heat...
How a Web Server Processes a Dynamic Web Page
A Dynamic Web Page
The Components of URL

http://www.zappos.com/athletics/nike.html

- **http://**
  - Tells computers how to communicate
- **Domain**
  - Address of specific web server
- **Path**
  - Folder / directory on server to look in
- **Filename**
  - Specific file to access
Languages of the Web

• Scripting language
  – Client-side (on your computer)
  – Server-side (on a webserver)

• Markup Language / Style Formatting
Markup Language / Style Formatting

• Tells browser HOW to display data
  – Position of elements
  – Color
  – Borders

• Provides logical structure to information
  – E.g.
    • **This is very important**
      – This is a less important

• Examples
  – HTML
  – CSS
HyperText Markup Language (HTML)

- Language used to describe the layout of a web page

- File extension: .html (preferred) or .htm

- Consists of instructions called tags (unseen to the user but interpreted by the browser) which surround the content (what is seen by the user)

- HTML 5 is the future, but still in development
Cascading Style Sheets (CSS)

• Language used to describe the *formatting* and *appearance* of a web page

• Modern web design allows the layout / structure / content (HTML) to be separated from the presentation (CSS)

• File extension: .css

• Current version is CSS2, but CSS3 is in development
Common Web Browser and Usage

- Firefox (43.5%)
- Internet Explorer (27.5%)
- Chrome (22.4%)
- Safari (3.8%)
- Opera (2.2%)

(w3schools.com for Dec 2010)
Today, web users expect web sites to provide advanced features, dynamic user interfaces, and fast response times. To deliver that, web developers need to know the JavaScript language. Beyond that, though, they need to know how to use JavaScript to script the Document Object Model (or DOM).

Now, at last, your trainees can learn both JavaScript and DOM scripting in this one great book. To find out how this book does it, read more...
JavaScript and DOM Scripting

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The Web Page in a Web Browser

Image of a web browser window displaying a page with the title "JavaScript and DOM Scripting". The page mentions that today, web users expect websites to provide advanced features, dynamic user interfaces, and fast response times. It states that to deliver this, web developers need to know the JavaScript language. Beyond that, they need to know how to use JavaScript to script the Document Object Model (DOM).

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CSS File Close-up

This is `<h1>`

```css
h1 {
  color: navy
}
```