



# In Depth Web Design Week 1: HTML

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## Philosophy of Web Design

- Web pages should be accessible to all users even on different browsers, with cell phones and PDAs, and to those with disabilities.
- Standards compliance and accessibility are good for your visitors and good for you.
- Content is most important, aesthetics come second.
- Content and presentation (the look of the site) are separate.
- HTML tags should surround the content to convey meaning, not to enforce style.
- Navigation between pages should be clear and reliable.
- Beware of copyright law – pretty much everything on the web is copyrighted.

## What is HTML?

- Stands for “Hypertext Markup Language.”
- A way to surround content with tags which convey information about the content.
- The HTML that generates every page can be viewed by selecting View Source in any web browser.
- HTML files should end in .htm or .html.
- A file named index.htm or index.html will be the default page displayed for a given folder on the website.

## Getting Web Pages on a Server

- Web pages and files associated with them must be stored on a server.
- Upload (Put) to copy files to the web server. Download (Get) to copy files to your computer.
- Use caution, especially when working on multiple computers. Make sure local and server files match each time you begin or end site work.
- FTP (File Transfer Protocol) is usually used for uploading and downloading.
- SLC offers free web space on Pages. See <http://pages.slc.edu/~support/article/h-drive-access-off-campus> for connecting via FTP to the Pages server. If on campus, web files can also be moved to the public\_html folder of the H drive instead of using FTP.
- Away from SLC, you typically register a domain name (like myname.com) and rent server space. Academic Computing can recommend suitable companies to do each.

## Resources

- W3 Schools: Good (but sometimes dated) HTML tutorials: <http://www.w3schools.com/>
- W3C Validator: Checks your page for web standards: <http://validator.w3.org/>
- Webaim Wave Validator: Checks your page for accessibility for those with disabilities: <http://wave.webaim.org/>
- Good article on web standards from the W3C: <http://www.w3.org/QA/2002/04/Web-Quality>