

# Web Development

An Introduction

# Topics

- ▶ Introduction
  - Can it help my organization?
- ▶ Internet Accounts
  - Web Space
  - E-mail List
  - Short Courses
- ▶ Web Design
- ▶ Basic Website Guidelines
- ▶ Q&A

# Introduction

Can the web help my organization?

The answer:

**YES!**

# Recruitment

## ► Accessibility

- Prospective members can find you through a search engine. i.e.) Google.com, Lycos.com
- They can use the Student Organization Search on <http://www.campuslife.ttu.edu>

## ► Informational

- Let's prospective members keep informed on current events with your group
- Can give them a history of your organization

# Members

- ▶ Allows members to always know what's going on.
  - Not every member can make it to every meeting
- ▶ Offers added interconnectivity
  - One more avenue for communication

# Alumni

- ▶ Alumni always like to know what's going on with their old organizations
- ▶ Opens an avenue for alumni to keep in touch
  - i.e.) A discussion forum, message boards
- ▶ Alumni love to donate money when they know your doing well

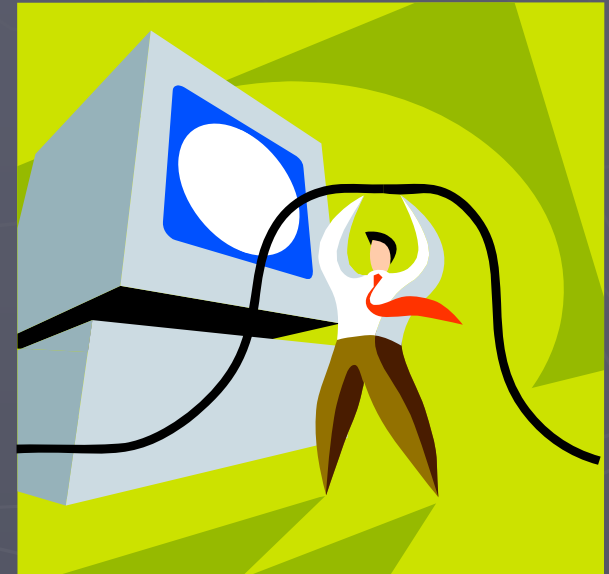
# Internet Accounts

- ▶ An E-Raider account is required to obtain all computing accounts [www.eraider.ttu.edu](http://www.eraider.ttu.edu)
- ▶ Basic Accounts
  - Web Space
  - E-mail List
  - Short Courses
- ▶ Advanced Accounts
  - General Purpose Unix Account
  - Visit <http://www.itts.ttu.edu/accounts/>

# Web Space Account

## Requesting an Online Account

- ▶ Fill out the online form completely. The form is available at:  
<http://www.ttu.edu/accounts/web/>
- ▶ Print out the form and have it signed by your faculty advisor.
- ▶ Deliver or mail the printed and signed form to:  
*Academic Computing Services*  
*Mail Stop 2042*
- ▶ Your account will be created in 24-48 hours after receipt.



# E-Mail List Account (Lyris)

## Requesting a Mailing List Account

- ▶ Fill out the online form completely. The form is available at:  
<http://www.ttu.edu/accounts/maillist/>
- ▶ Print out the form and have it signed by your faculty advisor.
- ▶ Deliver or mail the printed and signed form to:  
*Academic Computing Services*  
*Mail Stop 2042*
- ▶ Your account will be created in 24-48 hours after receipt.
- ▶ Your account can be administered at:  
<http://lyris.acs.ttu.edu>



# Short Courses

Academic Computing Services offers a series of computer training courses. These courses include the following:

- ▶ VMS & e-mail
- ▶ The Internet for PC
- ▶ FrontPage 2000
- ▶ HTML
- ▶ Photoshop for Web Pages
- ▶ Creating Effective Web Pages Video
- ▶ Web Site Development Video
- ▶ To register for any one of these course please visit:  
<http://www.itts.ttu.edu/training/shortcourses/>



# Web Design

- ▶ Websites can be created in several manners
- ▶ Anyone with any skill level can create websites
- ▶ A website is a tool. A tool that potentially has many functions. It is the aim of the website that defines its function.
- ▶ The purpose and aim of your website is only limited by your imagination.

# The Basics of Web Design

## ► Software

- More advanced users, with knowledge of HTML (Hypertext Markup Language) can use a basic text editor
- Most people will use a Web Publishing program
  - The most common of these programs:
    - Microsoft FrontPage [www.microsoft.com](http://www.microsoft.com)
      - Available for free to TTU Students
      - Download @ [www.eraider.ttu.edu](http://www.eraider.ttu.edu)
    - Macromedia Dreamweaver [www.macromedia.com](http://www.macromedia.com)
    - Adobe PageMaker [www.adobe.com](http://www.adobe.com)

# The Design

There are three main elements to websites:

- ▶ the **organization of the content** and how it is **navigated**,
  - ▶ the **appearance** of the pages and
  - ▶ the **content in it's own right**.
- 
- ▶ Websites can also be **interactive**
    - that is they respond to a user's actions
    - This can be simple, such as the color of a link changing color when the user places their cursor over it

# The Design

- ▶ You don't need to be a design genius to build a website.
- ▶ Both FrontPage and Dreamweaver have royalty free designs and images you can use on your site.
  - FrontPage uses these designs or "themes" throughout your website if you want it to.

# The Design

- ▶ A few basic key elements to remember with your site.
  - Don't use "busy" graphics for backgrounds
  - Use fonts that contrast with your background
  - Have more than text in your pages
    - ▶ People do not enjoy plain pages of text

# Basic Guidelines

- ▶ The Homepage
- ▶ The starting page or "homepage" is by far the most important part of your web site. The general look or feel of the page can make a difference in whether someone wants to continue viewing pages throughout your site.
- ▶ Large graphic images, and complex animations can take a while to load and the visitor's patience can run thin.
- ▶ Keep your pages simple, but attract the users by using catchy graphics.

# The Homepage

There are 5 items that are required to appear on the homepage:

- ▶ **Title Tag:** The Title Tag in the HTML header on the homepage :  
`<TITLE>Welcome to my organization</TITLE>`
- ▶ **Main Body Information:** At the beginning of the main body of your homepage the following information needs to be presented:
  - The name of your organization
  - Texas Tech University - there may be more organizations like you in the world
- ▶ **Mailto Reference:**  
At the bottom of the homepage, the web site maintainer's email address embedded into a "mailto" HTML tag needs to be provided along with his/her name. To do this, the following tag needs to be placed in your HTML source.  
`<A HREF="mailto:your_email@address.edu">Your name</A>`  
*Note:*A general email address such as "sga@ttu.edu" may be used to replace a personal address.
- ▶ **Last Updated Reference:**  
At the bottom of the homepage, the web site maintainer should make a note as to when any of the pages were last updated or changed. This can be done simply with a note like this:  

This page was last updated on August 13, 1996.

# Copyrighted Material

- ▶ If using outside sources, such as newspaper or magazine articles and book passages, chapter and alumni board web site maintainers shall provide proper citation giving credit to the author. Permission should be obtained from the author and/or publisher.
- ▶ The Internet has many sources stating that they are archives for World Wide Web graphics. When using these sources, be very careful because these archives may just simply be sites that its maintainer created to store images that he or she has collected. In effect these graphics may be images that have copyrights on them.

# Texas Tech Websites

- ▶ Texas Tech University [www.ttu.edu](http://www.ttu.edu)
- ▶ Student Affairs [www.studentaffairs.ttu.edu](http://www.studentaffairs.ttu.edu)
- ▶ Center for Campus Life  
[www.campuslife.ttu.edu](http://www.campuslife.ttu.edu)
- ▶ Information Technology [www.itts.ttu.edu](http://www.itts.ttu.edu)
- ▶ E-Raider [www.eraider.ttu.edu](http://www.eraider.ttu.edu)
- ▶ Raiderlink Portal [www.raiderlink.ttu.edu](http://www.raiderlink.ttu.edu)
- ▶ IT Helpdesk <http://helpdesk.ttu.edu/>

Q & A

**Ask Away**

