



# Introduction to Web development

## Duration: 1 day

This course is extremely useful for anyone wishing to gain an overview of website development: the technologies, languages, limitations and possibilities. The course is of particular benefit as a preliminary to our Dreamweaver course, but would also suit people who are planning to commission external developers rather than create sites themselves. Delegates will have the opportunity to build a simple web page using raw HTML and try out the tools for themselves, as well as watch demonstrations.

As online technologies are changing continuously, the exact content of the day is flexible. Delegates will be given ample opportunity to ask questions and to explore specific areas of interest.

Requirements: none, other than a desire to ask questions and clarify the jargon.

## Outline

### General

- How the web works - the client/server relationship
- Web Browsers - what they do and how they differ
- Understanding Web Standards
- The role of the W3C (World Wide Web Consortium)
- The Domain Naming System
- Web Hosting - how it works
- Security issues - online transactions, hacking, cookies, encryption
- Online copyright
- Usability issues

### Accessibility

- Following standards and guidelines
- Testing and Validation
- Finding resources

### Site structure and management

- Strategies for developing, maintaining and updating sites
- About Content Management Systems

### Dynamic websites

- About data-driven sites
- Technologies – ASP, PHP, mysql, ColdFusion etc.

### Coding

- About HTML - introduction to the code
- An overview of prevalent technologies and languages (XHTML, CSS, JavaScript)

### Design for the web

- Online design issues - understanding the possibilities and limitations
- About Cascading Stylesheets (CSS)
- Separating content and presentation
- Images on the web - about file formats, creating and optimising
- How popular applications (such as Photoshop or Illustrator) can be used for designing and prototyping

### Multimedia

- About Macromedia Flash
- About PDF (Adobe Acrobat)
- Dynamic HTML solutions
- Audio & Video
- About streaming technologies
- Plugin & player issues

### Software

- HTML editors
- Visual development applications (Dreamweaver, GoLive, FrontPage etc.)
- Generating HTML from popular office and page layout applications

### Search Engines

- About search engine optimisation
- Online marketing techniques
- Registering with Search Engines