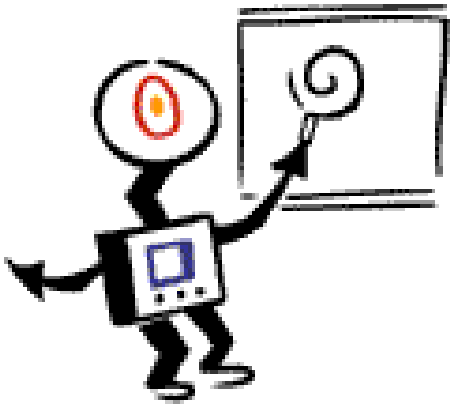
Enhance Your Web Page



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Enhance Your Web Page

Equipment/Software

In class, we will use Netscape Communicator 4.x running on Windows 98. If you are completing this class on your own, you may substitute for these items as needed.

Handouts & Class Files

- Class handout: Enhance Your Web Page
- How to use File Transfer Protocol
- Enhance folder on desktop which includes:
    - blueball.gif
    - index.html
    - page2.html
    - redball.gif
    - rollover.txt
    - baileyhall.jpg

Prerequisites

This course assumes that you have taken, "Introduction to Web Page Creation Using CU People" or have equivalent experience. We will assume you know how to use the Internet, word process, and use an HTML editor such as Netscape Composer. We assume you have designed a basic web page before and know how to use FTP software to transfer files from a local machine to a server.

Introduction

In this two-hour workshop, we will:

- Learn advanced features of Netscape Composer.
- Learn about GIF and JPEG files
- Add a JPEG to a page
- Add an animated GIF image to a page
- Create navigational buttons
- Use tables with Composer to lay out text and images
- Use targets to create internal links

- Cut and paste JavaScript into our HTML file to make a rollover effect
- Install a counter in a web page

The class will provide an introduction to cutting and pasting HTML code, enabling you to add many more interesting and creative features to your pages, but this class does not teach HTML programming/coding. We only learn the rudiments of HTML, just enough to enable you to paste JavaScript text into your pages. At the end of this class we hope to have heightened your awareness of what you can do with your page and to have given you the tools to proceed on your own.

We will edit an existing web page such as the one you may have created in "Introduction to Web Page Creation". The files are located in a folder called **Enhance** on your local desktop. They are also available to by download from http://www.cit.cornell.edu/training/materials/.

What's a GIF? What's a JPEG?

The most popular file formats currently used to display images on the Internet are GIF and JPEG files. Graphics Interface Format (GIF) is a compressed standard for images. GIF images are limited to 256 colors and are therefore mostly used for cartoon and black and white illustrations. GIF files also support transparencies so that its background color can be the same as the chosen background color for your web page. In addition, GIF supports animation by allowing different still images/frames to be compressed into one GIF file.

Joint Photographic Expert Group (JPEG) is another compressed standard. JPEG images can display as many as 16 million colors. It is designed for compressing either full-color or gray-scale digital images of "natural", real-world scenes. If you want to display a scanned picture that has shadows, for example, JPEG files will store these features while GIF files will not. On the other hand, JPEG formatting does not work well on non-realistic images such as cartoons or line drawings. For these purposes, it is best to use a GIF format.

Add a JPEG to a page

You already added a GIF to your page in "Introduction to Web Page Creation Using CU People". Let's add a JPEG to a page.

Exercise

1. Open Netscape Composer.
2. Go to **File > Open Page** and open the **index.html** file on the **Enhance** folder in the desktop.
3. Place the cursor underneath the first line of the text in the body.
4. Click on the **Image** icon in the toolbar.
5. Click on **Choose File** and select the **baileyhall.jpg** file from the **Enhance** folder.
6. Click **OK.**
7. **Save** your work.
8. Preview your page in the browser window by clicking on the **Preview** button at the top toolbar.

Create 3-D moving text banner (animated GIF)

There are websites where you can create animated GIF banners using your choice of fonts and animation effects. Let's create a 3-D text banner for our web page header.

Exercise

1. Open Netscape Navigator and go to http://www.3dtextmaker.com.
2. Create your 3-D text banner. Complete the 5 steps to customize the banner and press the button **Make 3D Text!** when done.
3. Right click on the image and choose **Save Image As** to save the image in your **Enhance** folder.
4. Return to Netscape Composer and delete the header in **index.html**.
5. Click on the **Image** icon.
6. Select the image you just saved by clicking on the **Choose File** button and searching for the file in the **Enhance** folder. Click on **OK** when done.
7. Save and Preview your page in the browser window by clicking on the **Preview** button at the top toolbar.

Make buttons that are links

Another way to enhance your web site is to make your images interactive. For example, you can create buttons that help users navigate through your website. Buttons are simply image files such as GIF or JPEG files that are linked to other pages. In this exercise, you will place an image of a button on your page and make it a link to another page in the **Enhance** folder.

Exercise

1. In **index.html**, highlight the three bulleted lines of text and click on the **Bullet List** icon on the toolbar to remove the bullets.
2. Place the cursor to the left of the line that reads "discuss my favorite music, movies, and sports teams".
3. Click on the **Image** icon and select the image file called **redball.gif** from the **Enhance** folder. Click **OK** when done. Repeat this step for the next two lines of text.
4. Highlight the first button by single clicking on it.
5. Click on the **Link** icon in the toolbar.
6. Under the **Link To** prompt, select **page2.html** from the **Enhance** folder.
7. Under the **Image** tab, make the **solid border** 0 pixels.
8. Click **OK** when done.
9. **Save** your work.
10. Preview your page in the browser window by clicking on the **Preview** button at the top toolbar.

Use a table to organize your layout

Tables are made up of cells stacked into columns and rows, just as in MS Word. You can place images, text, and buttons into the cells to gain more control over alignment. The following exercise will show you how to use tables to help you lay out your web page.

Exercise

1. Place your cursor on a new line in your Composer window.
2. Click on **Insert** > **Table** > **Table**.
3. Take a minute to look at the different options in table preferences.
4. Select a 1 x 2 table with borderline, cell spacing, and cell padding equal to 1 pixel. Set the table width to 100% of the window.
5. Click and drag the image, already on your web page, to the second cell.
6. Highlight the text beginning "Hello..." and continuing through "...post my resume".
7. Click and drag the selected text to the first cell in the table.
8. Edit the table by right clicking on any part of the table and choosing **Table Properties**.

The edit option allows you to change settings for the entire table, or for rows or cells only. To change a setting for a particular row or cell, make sure that your cursor is on that row or cell and that you choose the settings from the appropriate tabs on the **Table Properties** window.

9. Under the **Table** tab, make borderline, cell spacing, and cell padding 0 pixels.
10. **Save** your work.

11. Preview your page in the browser window by clicking on the **Preview** button at the top toolbar.

Create links within a page (targets)

A target is a location within a web page that can be pointed to by a link. Targets are helpful when you have long pages with many discrete sections. On a long page it may be helpful to link back to the top of the page. Or perhaps you'd like to put an index at the top of your page that links you to other sections of your page. This makes it easier for people to navigate. Now they can just click on the index link to go directly to the target.

Exercise

1. Place the cursor on a new line after the table you just created and press **[Enter]** about 20 times.
2. Now place the cursor at the beginning of the text that reads "Last modified: Jan. 1, 2001".
3. Click on the **Insert** menu and choose **Target**.
4. Title the target **bottom** and click **OK**. A target icon (visible only in the Composer window) appears in your document to mark the target's location. You have just created a target. The next step is to create a link to that target.
5. Place the cursor on a new line after the table and type **Go to bottom of page**. Highlight the text when done.
6. Open the **Insert** menu and choose **Link**.
7. Select the target from the box at the bottom of the properties table. Click **OK** when done.
8. **Save** your work.
9. Check that the target is working by clicking on the **Preview** button at the top toolbar and testing it with the web browser.

Introduction to HTML

Till now we have been using Netscape Composer to create and modify our web pages. The files that Composer creates are called Hyper Text Markup Language (HTML) files because they contain HTML formatting codes. Web browsers know how to interpret these HTML codes to display HTML files as formatted web pages that contain images and links. It is useful to know some HTML in case you want to add features that your editor doesn't support. For example, if you know a bit about HTML, you can paste existing JavaScript code into your HTML to add features like rollovers.

Exercise

1. In Netscape, go to **www.cornell.edu.**
2. Select **Page Source > View** to display the HTML code.

HTML uses tags to instruct the browser how to display a web page. Tags are bracketed text like this: **<title>**. Generally tags come in pairs, with an opening and a closing tag to start and end an action. For example**:** **<title>** *the title would go here* **</title>**.

3. Find the **<html>...</html>** tags. These define the beginning and end of a web page.
4. Find the **<head>...</head>** tags. These provide information about the overall web page.
5. Find the **<body>...</body>** tags. These contain the content that is seen by the users.

Introduction to JavaScript

JavaScript is a scripting language that enables Web authors to design interactive sites. The code is written within the HTML document. Javascript code interacts with HTML code.

While a JavaScript programmer writes code from scratch, there is a lot of existing JavaScript code available on the web that you can use by cutting and pasting it into your document. When you cut and paste JavaScript code into an HTML document you frequently place it between the **</title>** tag and the **</head>** tag. Sometimes you place it in the body. Generally, sites that offer JavaScript code will tell you where to place the code. There are many sites where you can find interesting JavaScript that will enable you to add pop up boxes, feedback buttons, mouseovers, and more.

Paste JavaScript into Your Page to Produce Image Rollover Effect

Let's add an image rollover effect in an HTML document using Composer. A rollover effect or mouse-over uses two images. One image appears when the user's mouse is over the graphic and one appears when the mouse is not over the graphic. The two images and the JavaScript code we'll use are in the **Enhance** folder.

Exercise

1. Select **Start > Programs > Accessories > Notepad** and open **index.html** from the **Enhance** folder. (Once Notepad is open, you can drag and drop a .txt file onto the Notepad window to open it.)
2. Take a moment to familiarize yourself with the HTML code for this page.
3. Open **rollover.txt** from the **Enhance** folder using Notepad.
4. Copy the first block of code and paste it after the **</title>** and before the **</head>** tags in the **index.html** file.
5. Modify the code by replacing **On Image goes here** with **redball.gif**.
6. In the **index.html** file, delete the following code:

```
<a href="page2.html"><img SRC="redball.gif" BORDER=0 height=17 width=17></a>
```

7. Copy and paste the second block of code in place of the deleted code.
8. Modify the code you just pasted by replacing **Link goes here** with **page2.html**. Replace **On Image goes here** with **blueball.gif** and **Off Image goes here** with **redball.gif**. Finally, replace the **Off Image goes here** with **redball.gif** inside the image tag.
9. **Save** the file, return to Composer and click on **Preview**.
10. Hover the mouse over the first link of the list to notice the rollover effect.

Add a MIDI file to your page

Musical Instrument Digital Interface (MIDI) files play music. They are smaller than audio files such as .mp3 files and .wav files because they are not digital audio. They are playback instructions to the computer's internal sound synthesizer – much like a digital player piano roll. When you embed a MIDI file, you can make it play automatically or allow the user to start and stop playback. Adding sound to your web page is similar to adding images.

Exercise

1. Decide which MIDI file you want to play in your web page from http://www.prs.net/midi.html .
2. Copy the web address of that MIDI file by right clicking the link and choosing the **Copy Link Location** option.
3. Add the following code in the **index.html** document in the location where you want your music console to appear:

```
<EMBED SRC="http://###" HEIGHT="60" WIDTH="135" AUTOSTART="true">
```

4. Replace the source link with the web address where the MIDI file is located by pasting the link location inside the source link. Example:

```
SRC="http://www.goodtunes.com/song1.mid"
```

5. **Save** the file, return to Composer and click on **Preview**.

WARNING!!! Always make sure that you use material that the copyright holder has explicitly granted you permission to use. All materials are copyright protected even if there is no copyrighted symbol associated. The web site above lets you use their midi files as long as they play from their site. Downloading the above file from their site and playing it from the CU People server would be a violation of copyright.

Counters and Trackers

A counter keeps track of the number of visits or "hits" to a web page and generally displays that information on the page. Trackers are similar to counters, but do not display the number of hits on the web page. Trackers typically also show more information, such the type of browser used and when the page was accessed.

Counters and trackers are complicated to program. Fortunately, there are free services that one can sign up with, to have others people's programs and computers keep track of the information that we want. Let's sign up for such a service.

Exercise

1. Go to http://www.thecounter.com.
2. Click on the **Add Account** link in the left sidebar.
3. Open an account by following the directions on the page.
4. Then **log on** to configure your counter.
5. After log on is completed, click on the **Config** tab in the navigation bar to the left.
6. Click on the HTML code link on the navigation bar to the left.
7. Copy and paste the source code into your **index.html** file at the location where you want your counter to appear.
8. **Save** your file, return to Composer and click on **Preview**.

Guestbooks

Guestbooks, which are widely used on personal and commercial web sites allow visitors to enter a comment about the web page and have it instantly appear on the web site for others to see.

Once again, the guestbook function is complicated to program from scratch, so we use a free service that offer guestbook functionalities. http://guestworld.lycos.com is a website that offers free guestbooks. This works just like registering with a counter/tracker site. Simply follow the directions to register with them and then look for the code to copy and paste onto your web page.

Exploring JavaScript Libraries (Bonus Exercise)

There are websites that are libraries of JavaScript code, free to use, for people that would like to make their websites interactive but do not want to program from scratch. In the following exercise, we will go to a JavaScript library, customize JavaScript effects using their wizards, and then place the code into our web page.

Exercise

1. In Netscape Navigator, go to **http://www.javascriptwizard.com**.
2. Choose a wizard from the left toolbar so that it appears on the right side of the screen.
3. Follow the directions to customize, copy, and paste the code.

Helpful Links

http://www.cit.cornell.edu/training/materials/students/cupeople/moreinfo.html

Awesome Backgrounds

Background Search - input what you're looking for and the web site does the rest!
http://imagine.metanet.com/

Enchanted Backgrounds - some of these are really cool!
http://www.the.enchantress.net/

Hippie Lady's Free Backgrounds and Other Cool Stuff
http://members.tripod.com/~HippieLady/

Clipart, Animated Gifs, Lines, Borders, Bullets, etc.

The Animation Factory - make sure to check out the "Web Text" at the bottom
http://www.animationfactory.com/

A-1 Clipart Archive - lines, buttons and bullets galore!
http://www.free-graphics.com/

Harry's Animated Gif Archive
http://www.harrythecat.com/graphics/index.htm

Other Awesome Online Resources

Cool Formats for your web pages.
http://www.the.enchantress.net

Create animated 3D text that can be done in less than a minute.
http://www.3dtextmaker.com/

Make any picture into a button!
http://www.buttonmaker.com/

Optimize and edit those bulky Gif images online!
http://www.gifworks.com/

Change your web page address into anything you want!!!

http://move.to/v3home.asp

Advanced Features... (requires cutting and pasting HTML)

Mouse Overs - Add color or movement
http://library.thinkquest.org/15074/rollover.html

Counter - *Free!*
http://www.aaddzz.com/pages/counters

Guest book Free!
http://guestworld.lycos.com/

Add music to your pages, like this
http://htmlprimer.com/sounds.shtml...

Daddy Grizzly's Midi Collection
http://members.tripod.com/~larrydoz/c_w/c_w.html

JavaScript Tutorials

Web Monkey's JavaScript Resource Page
http://www.hotwired.com/webmonkey/programming/javascript/

Web Site Abstraction's JavaScript Tutorials
http://wsabstract.com/javaindex.shtml

JavaScript Archives

Internet.com's Script Collection
http://javascript.internet.com/toc.html

DevHead's JavaScript Library
http://www.zdnet.com/devhead/resources/scriptlibrary/javascript/

Tanega: Simple Scripts with Great Explanation
http://tanega.com/java/java.html

Need More Web Space??? Other *free* web page services ...

Fortune City - 100 free megabytes!
http://www.fortunecity.com/join/index.html

XOOM.com
http://xoom.com

GeoCities

http://www.geocities.com

CU People Homepage

http://www.people.cornell.edu/

Download Netscape Communicator for free!

http://www.netscape.com/download

Using File Transfer Protocol (FTP)

CIT QuickTake on FTP: http://www.cit.cornell.edu/atc/materials/QT/ftp.shtml

Using FTP at Cornell: http://www.cit.cornell.edu/computer/connect/ftp/