

# Introduction to Web Development – Part I

## Building your



### Lesson 1

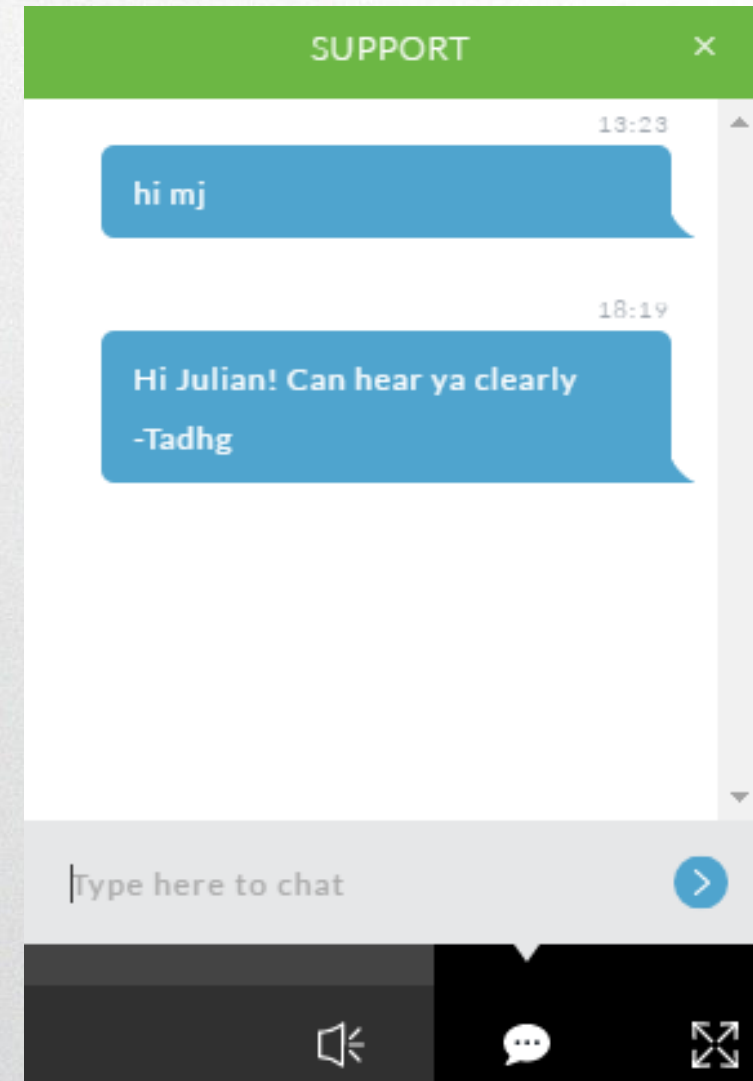
## Welcome to the World Wide Web

Presented by:  
Julian Quirke  
Web Development Educator



# Webinar Interaction

- Any Questions?
  - The support team is here to help
- The Chat Box
  - Comment and ask questions
- Bonus Q&A at the end of each lesson
  - Premium member questions are prioritised
- To access recordings:
  - Login to [www.shawacademy.com](http://www.shawacademy.com)





**NEW YEAR - NEW YOU!!!**



# Shaw Academy Membership

Some of you are on a Free Trial

2 Membership Options

Premium Plus == Best Value

CHOOSE YOUR PLAN

BENEFITS	PREMIUM	PREMIUM PLUS
	\$39.95/ month	\$49.95/ month
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Unlimited Access to All Courses	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Weekly Assignments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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	<a href="#">SELECT</a>	<a href="#">SELECT</a>



- Julian Quirke
- BA Mathematics
  
- Engineering
  - *Mechanical*
  - *Computer*
  - *Electronic*
- Mobile App Development (iOS)
  
- Other Interests include:
  - *Music*
  - *Rubix Cube*





# About Us

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- Founded in 2012
- Largest Live Educator on the Planet
- Offices across the world





# Lesson 1 Agenda

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- Introducing Shaw Academy Systems
- Course Agenda
- The Function of Websites
- Key Terms in the Industry
- Summary
- Q&A

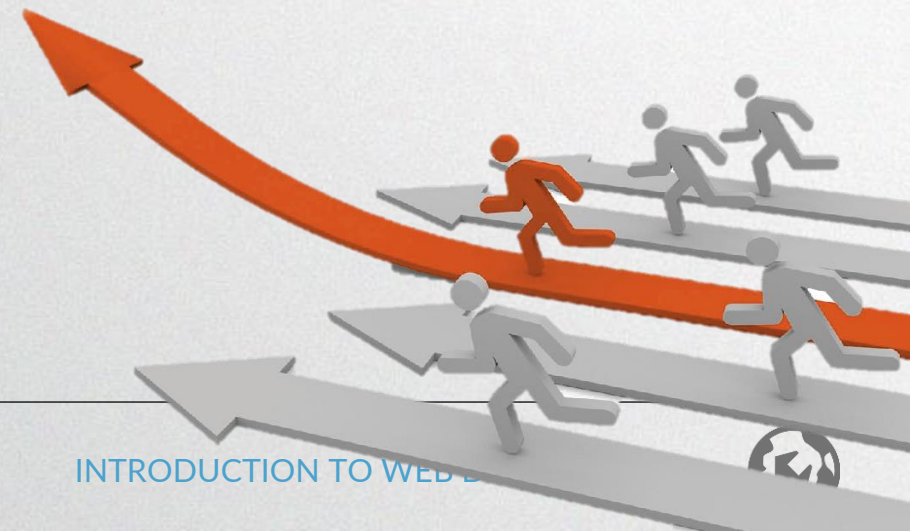




# Competition Time

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- Live == Best
- Diligent students are rewarded
- Shaw Academy **12-Month Membership** prize draw in Lesson 6
- Attend 80% of lessons **live** to qualify for draw
  - (That's at least 5 out of 6 lessons)





# Gain Your Diploma

Final Assignment = 100 Questions

Pass = 50%

Merit = 70%

Distinction = 85%

E-Diploma €39.<sup>95</sup>

- Free for Premium Plus

Hard Copy €49.<sup>95</sup>

- €19.<sup>95</sup> for Premium Plus



**FREE for Premium Plus**

# Course Agenda

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## Week 1: Familiarising with the Web

### 1 Welcome to the World Wide Web

- Course Overview
- The Value of Websites
- Key Terms in the Industry

### 2 How Do Websites Work?

- Websites & Web Applications
- Components of a Web Application
- Delivering Websites to a Browser



Agenda!





# Course Agenda

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## Week 2: Building the Website

### 3 What is the Front-End?

- HTML: A Container for Content
- CSS: The Language of Web Design
- JavaScript: For Dynamic Interactivity

### 4 What is the Back-End?

- Back End Languages
- Persistent Storage
- Introduction to SQL



Agenda!





# Course Agenda

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## Week 3: Achieving the End Game

### 5 Going Live

- Development vs Live
- Choosing Your Host
- Domains Names & The Internet

### 6 The Full Stack – Choose Your Path

- Professional Development Roles
- Freelance Development & The Full Stack Developer
- Roles in Peripheral Industries



Agenda!





# Course Agenda

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## Week 4: Reaping the Rewards

### 7 Generating Revenue

- Choosing a Revenue Model for your Website
- Ad-Supported Websites
- Payment Portals & Security

### 8 Inbound Marketing & SEO

- Generating an Organic User Flow
- Semantic HTML for SEO
- Data Analysis & Updating Your Website



Agenda!





# WEB DEVELOPMENT TOOL KIT

## INCLUDES:



Exclusive Starter Pack



Webinar Slides for every lesson



Summary Notes for every lesson



Bonus Videos

# FREE

for completing  
each lesson

or

# €39.95

## Enhance your learning experience!

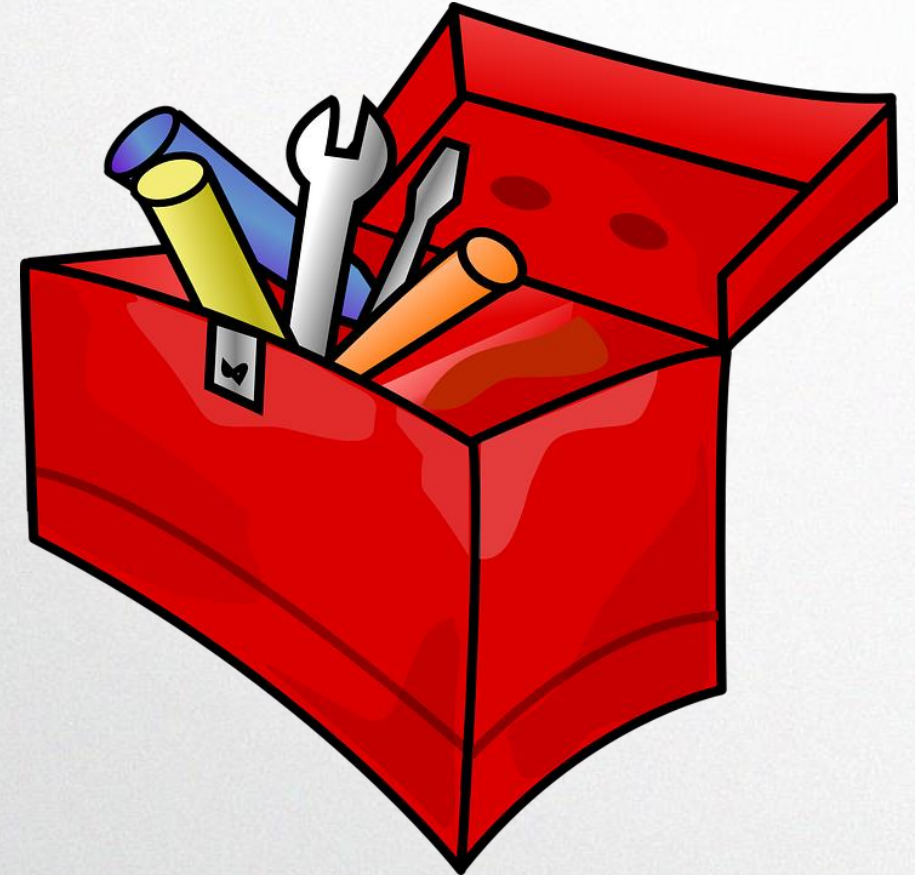




# Toolkit Bonus Videos

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1. *Setting Up Your Development Environment*
  - Lesson 2
2. *Creating Your First HTML Document*
  - Lesson 3
3. *Styling Your Webpage with CSS*
  - Lesson 4
4. *Adding Interaction with JavaScript*
  - Lesson 5





# Let's Begin!

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# Website



## Website

is a location (**server**), connected to the internet, that contains one or more **web pages**





# The Value of Websites

- Information & Knowledge
- Products & Services
- Entertainment
- (Trade)



# The Value of Websites

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amazon.com<sup>®</sup>

The New York Times

Google

 shawacademy

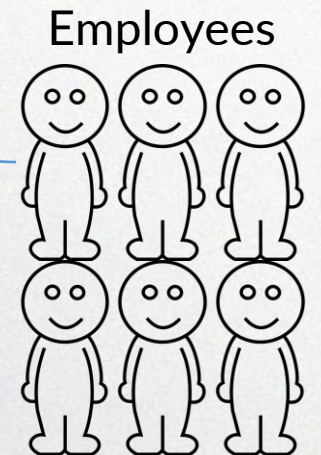
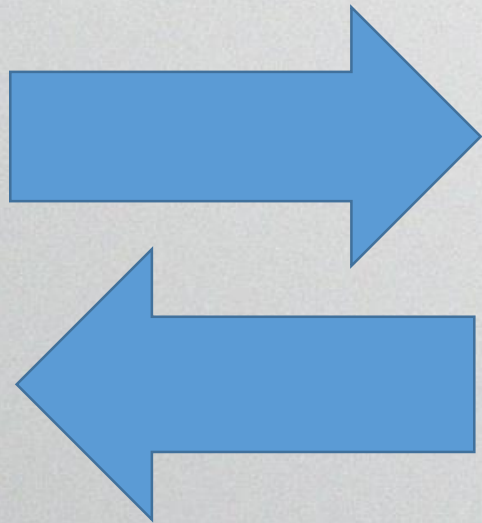
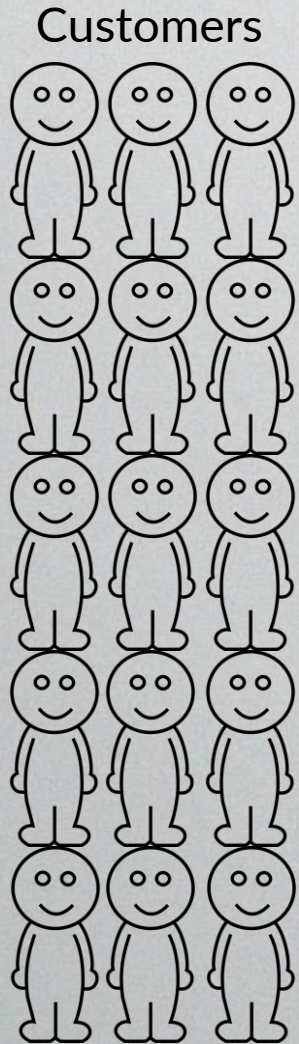
You Tube





# The Value of Websites

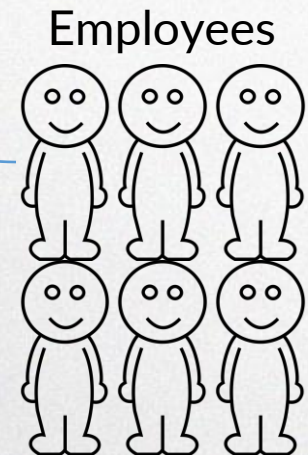
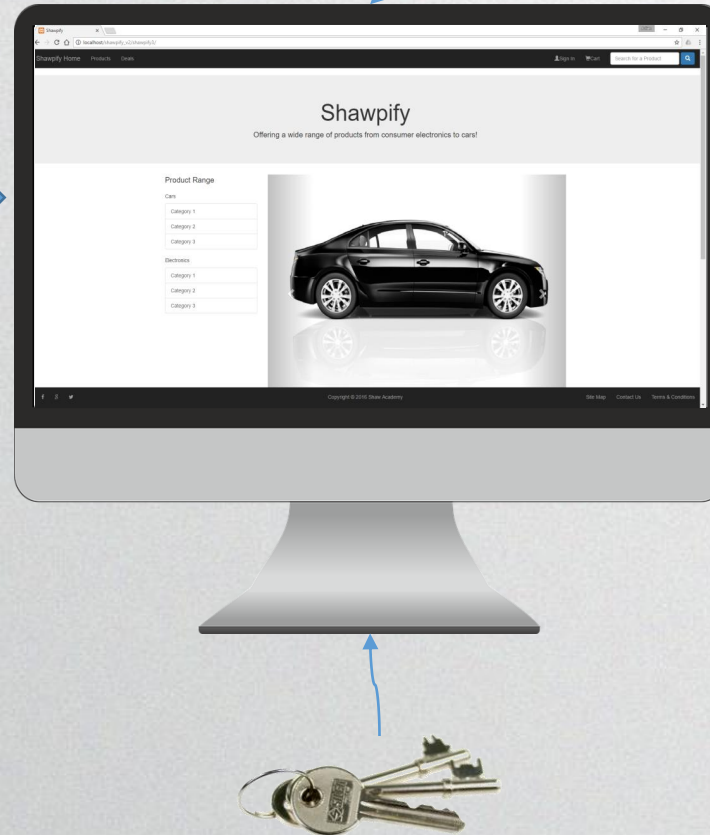
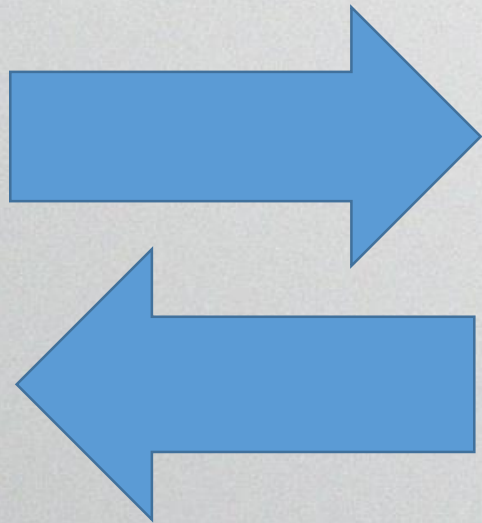
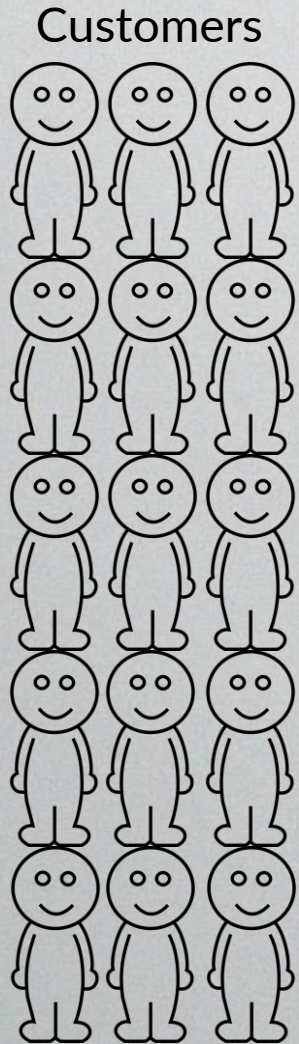
## Brick and Mortar Model





# The Value of Websites

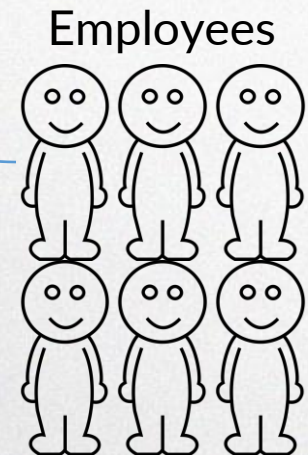
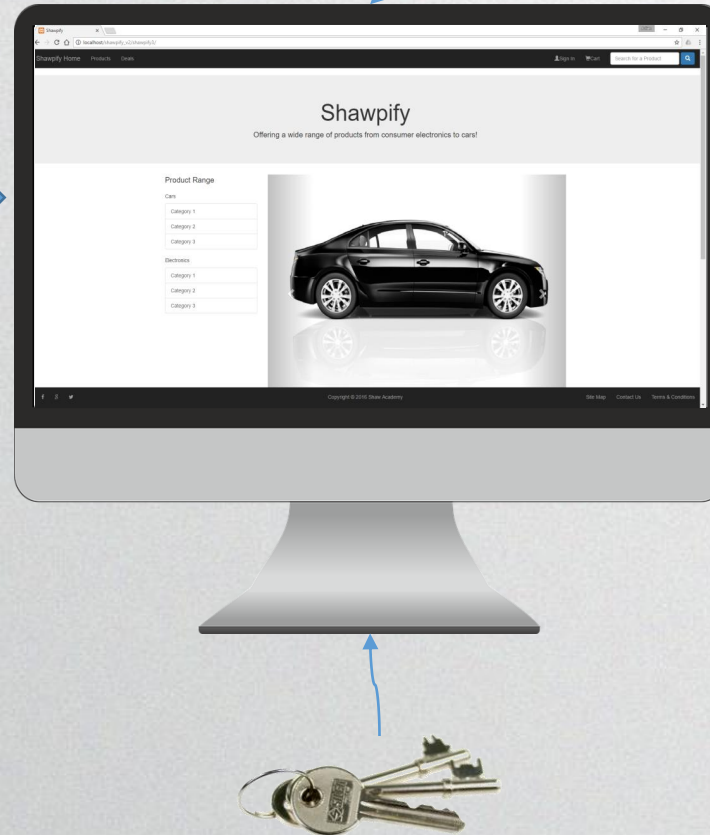
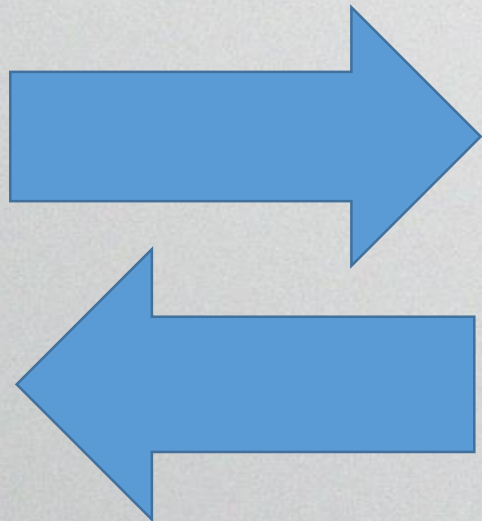
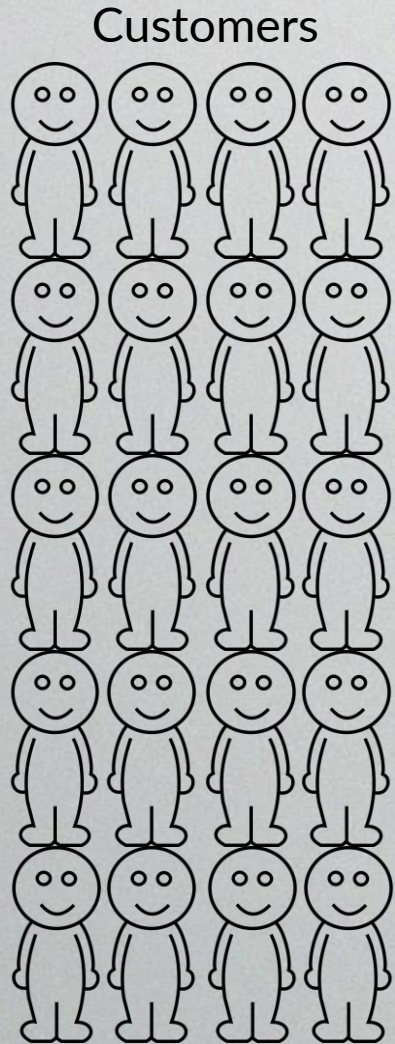
## Digital Model





# The Value of Websites

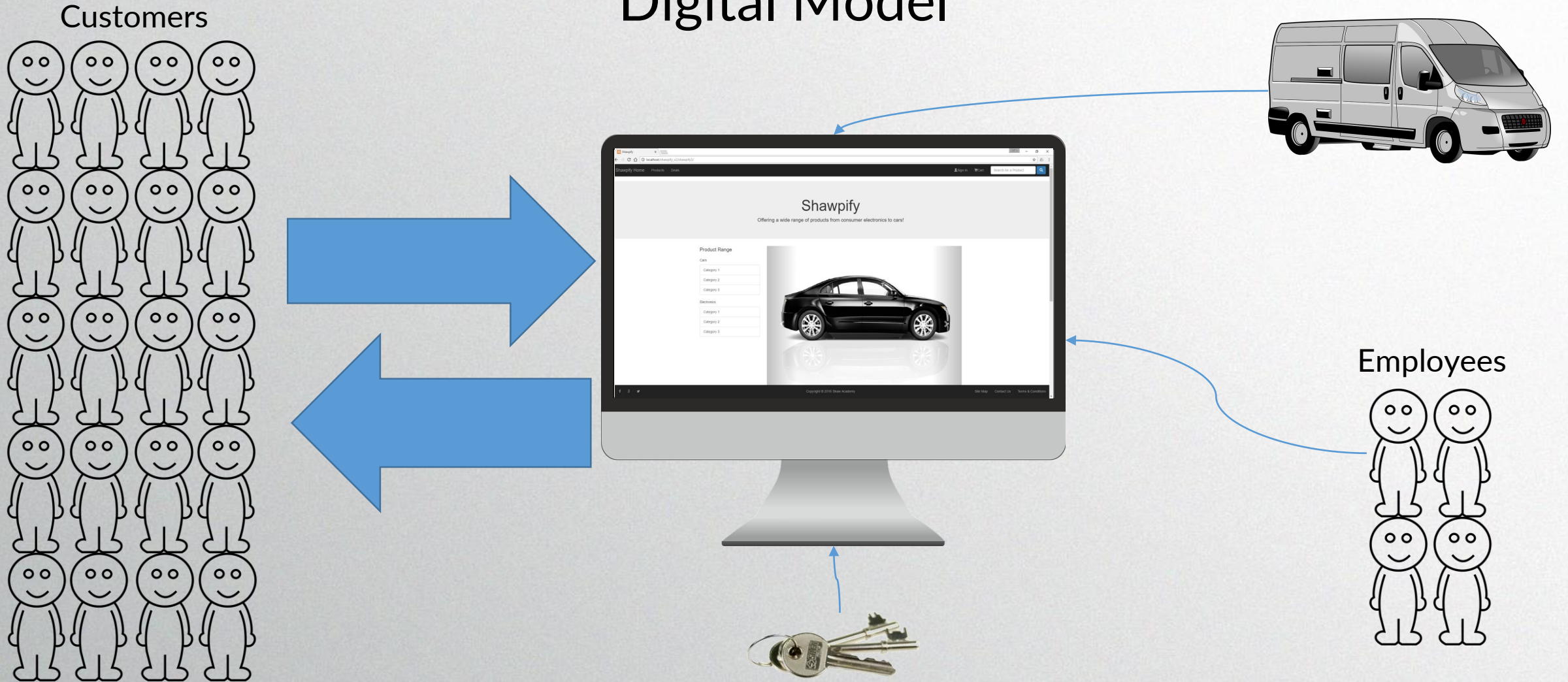
## Digital Model





# The Value of Websites

## Digital Model





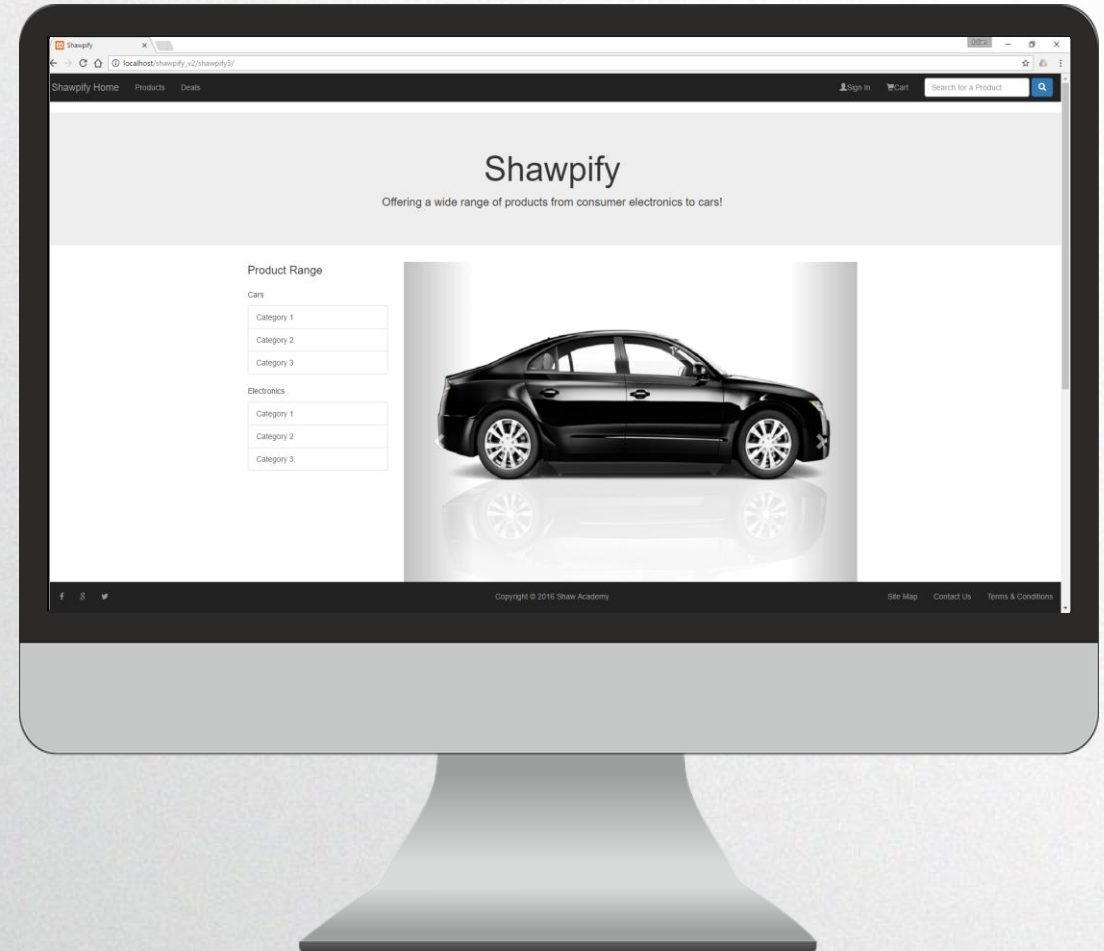
# The Value of Websites

## For the Owner:

- Cheaper
- Easier to Organise
- More Flexible

## For the User:

- Faster
- Cheaper
- Easier to Find



# Web Development Terminology





## Website



## Website

Collection of **web pages**, written in HTML, that are connected to the internet





## Web Application



## Web Application

Dynamic, server-driven website that can deliver personalised websites to users





## Front-End



## Front-End

is the HTML, CSS and JavaScript built for a user to see and interact with a website or web application





## Back-End



## Back-End

is the data-access layer, built to provide dynamic content to a user of a web application





## Server



## Server

is a **computer** that provides services or resources in a network





## Web Server



## Web Server

is a computer that provides the services of **delivering web pages** through the internet





## The Internet



## The Internet

is a global computer network that provides information and communication facilities using standardised protocols





# Key Terms in the Industry

User enters  
the URL



Request sent through the internet



Web server  
at the  
Facebook  
data center



Content sent back to browser



# Programming Language





## Programming Language

is a formal computer language designed to communicate instructions to a machine, particularly a computer.



# Key Terms in the Industry

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## In Programming

# Declaration





# Key Terms in the Industry

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## In Programming

# Declaration

specifies the properties of a word (identifier) in a computer programming language, optionally setting an initial value



# Key Terms in the Industry

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## In Programming

# Call





# Key Terms in the Industry

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## In Programming

# Call

is the action of accessing an identifier's value in a computer programming language



# Congratulations

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“

*A journey of a thousand miles  
begins with a single step*

”

- Lao Tzu

You have all taken your first step

We are with you all the way





# Next Lesson

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- The next session is “**How Do Websites Work?**”
  - Websites & Web Applications
  - [Components of a Web Application](#)
  - Delivering Websites to a Browser
- Toolkit 1: “**Setting Up Your Development Environment**”
- Attend all lessons **LIVE** to grow your knowledge
- Shaw Academy [12-Month Membership](#) Prize during **Lesson 6**
- Recordings are available within 24 hours of the live webinar

Login to [www.shawacademy.com](http://www.shawacademy.com) using the link at the Top Right Corner – **Members Area**

- (Use your email address and password)





Next Lesson is

## How Do Websites Work?

- Overview of the **technologies** and **modules** that make up the Full Stack of Web Development
- You will understand the industry and its components



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See local numbers on website





