

Diploma in Web Design – Part I



Lesson 1

Introduction To Web Design

Presented by:

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Lesson 1

- About us
- Course Agenda
- **Member Area & Community**
- Course Engagement

- **The field of Web Design**
- **The Internet & The World Wide Web**
- **The HyperText Markup Language**
- Summary

- Course Interaction
- **Q & A**

AGENDA



About Us

- 4+ Years / 2012
- **Largest LIVE Educator on the Planet**
- 400,000+ new students per month
- Offices All Over the World
- 350+ full time employees ([Shawsters](#))
- 10+ languages
- **EGBET**



Course Agenda

Week 1: The Language Of The Web

Lesson 1 : Introduction To Web Design

Lesson 2 : HTML & CSS

Week 2: Website Project Management

Lesson 3 : Planning A Website

Lesson 4 : Modern Web Design

Week 3: Website Additions

Lesson 5 : Website Enhancements

Lesson 6 : Graphics & Media on the Web **Important**

Week 4: What Happens Next

Lesson 7 : Going Live **Important**

Lesson 8 : Past, Present, Future **Important**



Webinar Interaction

- Any questions?

Our support team are here to help

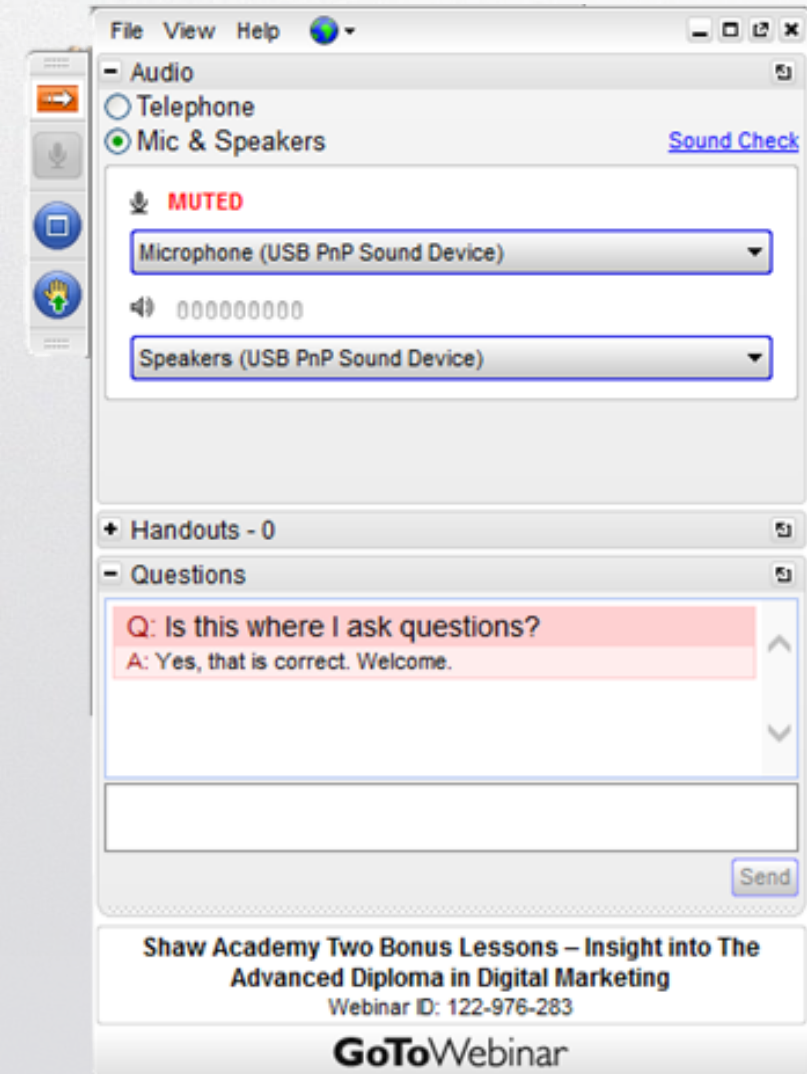
- Chat box

Comment and ask us questions

- Bonus Q&A at the end of every lesson

- How do I access recordings?

- www.shawacademy.com – login top right



Social Media



<https://www.facebook.com/shawacademy>



<https://twitter.com/shawacademy>



Our new YouTube channel

Check out my video

shawTube.tk



htmlTube.tk

<https://youtube.com/theshawacademy>



Final Assignment

- Multiple Choice Questions
- Certificate - €9
- Diploma - €19



Achieving Results Takes Hard Work And Most Are Not Willing To Do It!

- Foundation = “**What is**”
- Attend LIVE = **Learn**



Let's Begin



The field of Web Design

The field of Web Design

- **What is a Web Designer?**
- **What do you need to get started with Web Design?**
- **What are the other aspects of Web Design?**



What Is A Web Designer?

HyperText Markup Language

Cascading Style Sheets

- A Web Designer uses **HTML** and **CSS** to structure and style websites.
- They are in charge of front-end Web Building; **colours, fonts, layouts, images, etc.**
- Usability and the UI (User Interface) play a big role in Web Design.



Web Designer Essential Tools

- A good web browser:



- **Google Chrome** (*Largest market share*)



- **Mozilla Firefox** (*Great for developers*)



- **Safari** (*Great for compatibility*)



- Do not use **Internet Explorer**. (*Just don't*)

- A plain text editor:

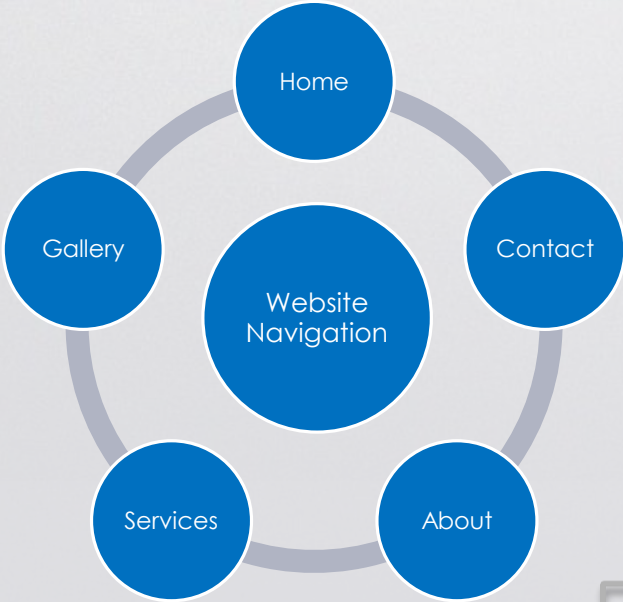
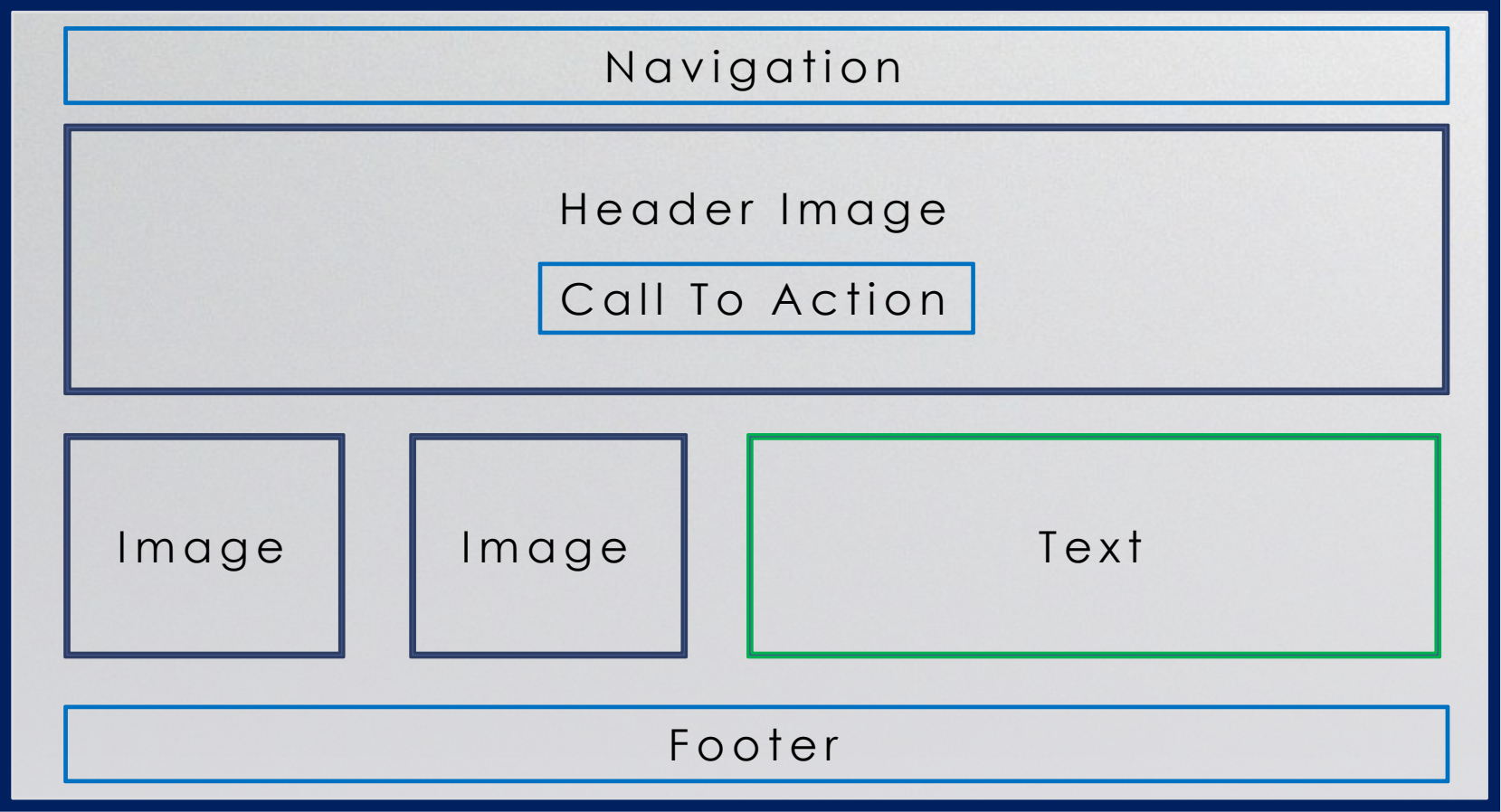
- **Notepad++** for Windows



- **TextWrangler** for Mac



Aspects Of Web Design



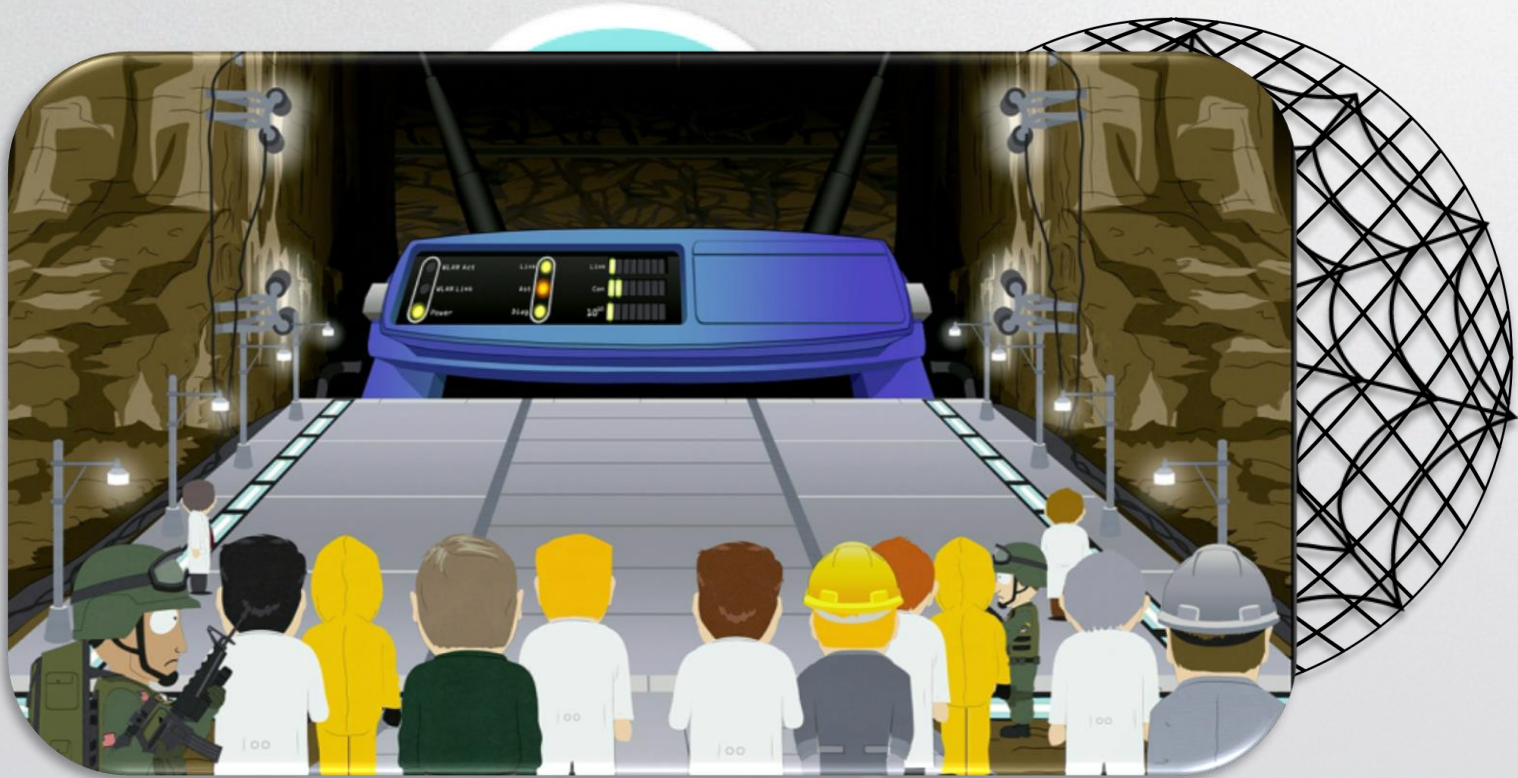
The Internet & The World Wide Web

The Internet & The World Wide Web

- Where is the Internet?
- What is the World Wide Web?
- How is information sent over the Internet?



Where Is The Internet?



It's just someone else's computer.
THERE IS NO CLOUD

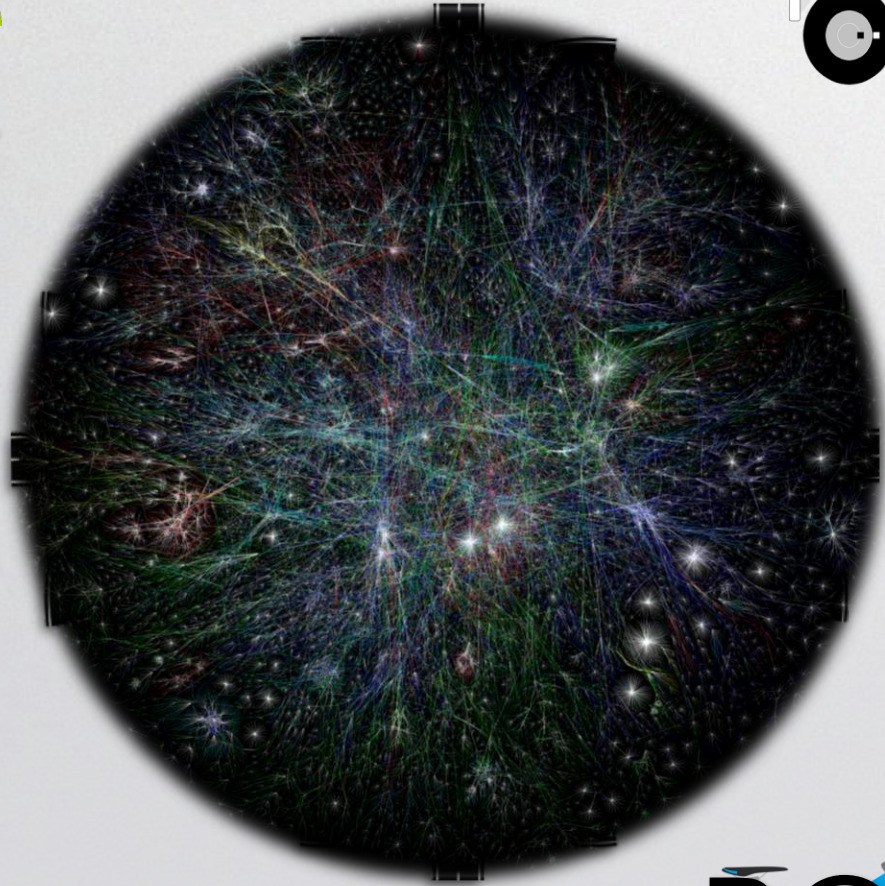


The Internet & The World Wide Web



- ▶ The Internet is a global network of networks.
- ▶ The World Wide Web is a model built on top of the Internet.
- ▶ The Cloud is a term used to encompass the Internet and all the services built on top of it (WWW, Mail, Voice, File Transfers, etc...)





Just One Network

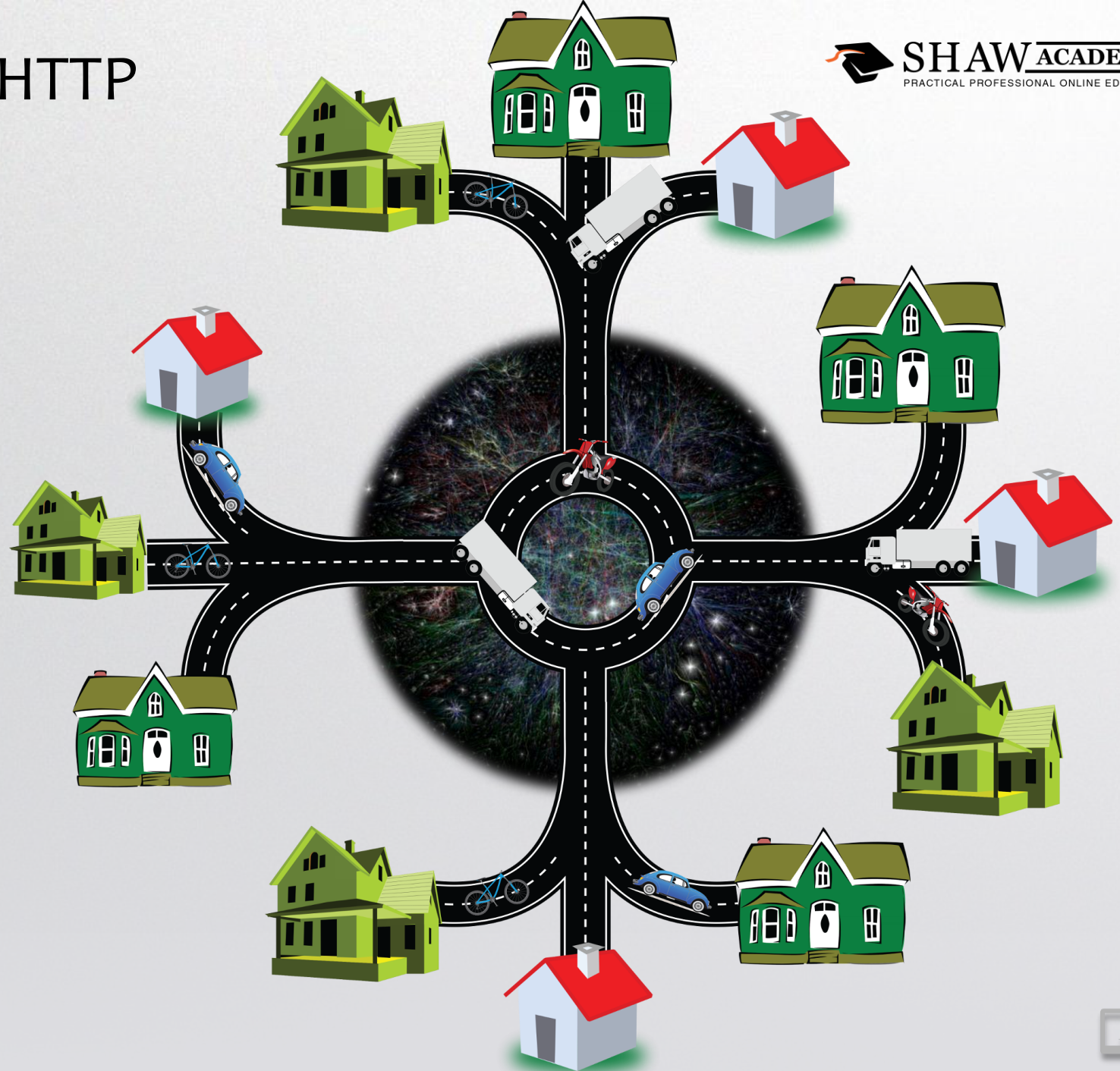


The Internet

A Network of Networks.



The World Wide Web uses HTTP (Hyper Text Transfer Protocol)



HTTP is just one of the protocols for transferring data on the Internet

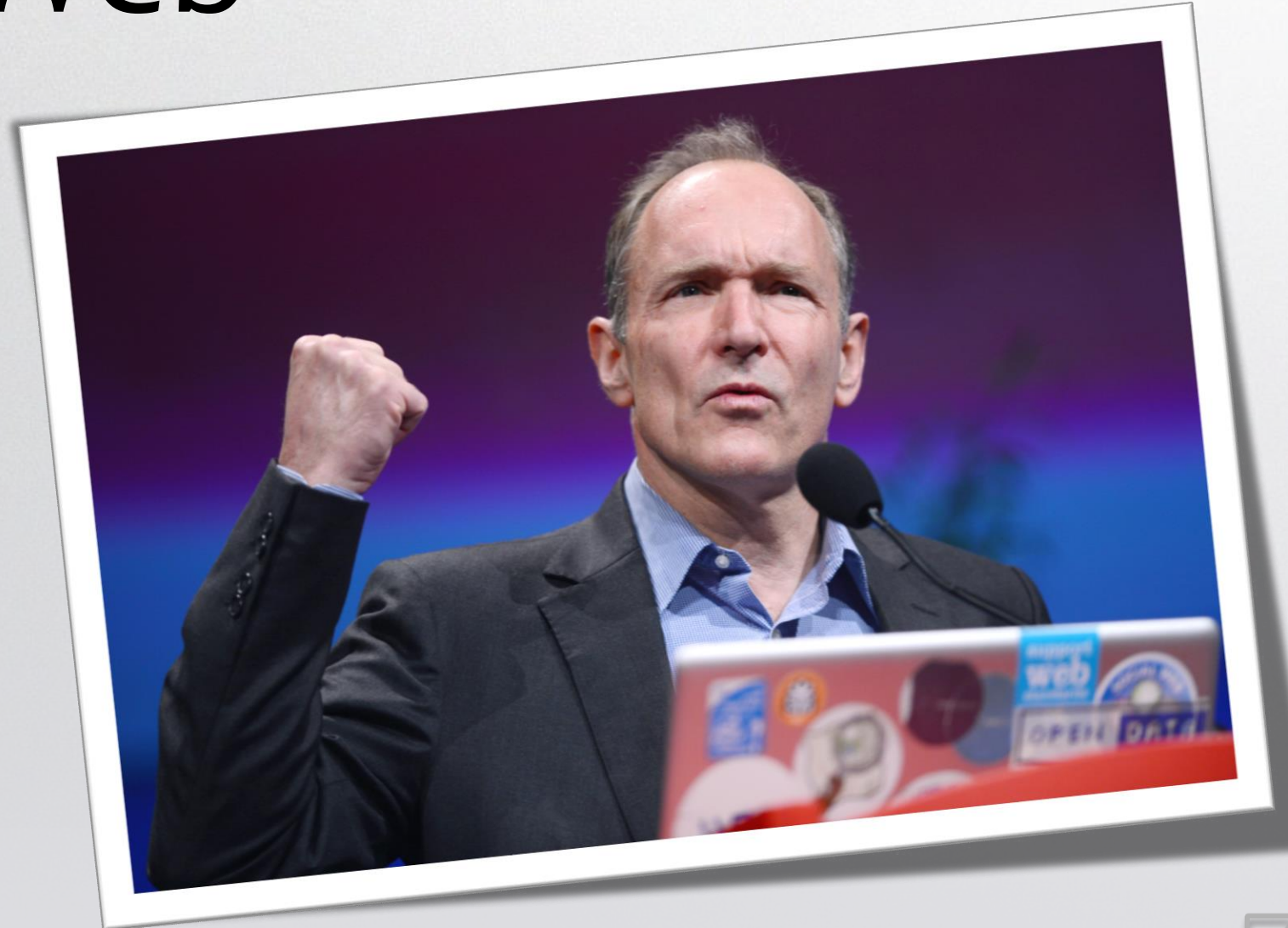


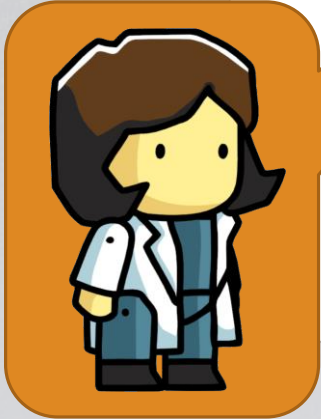
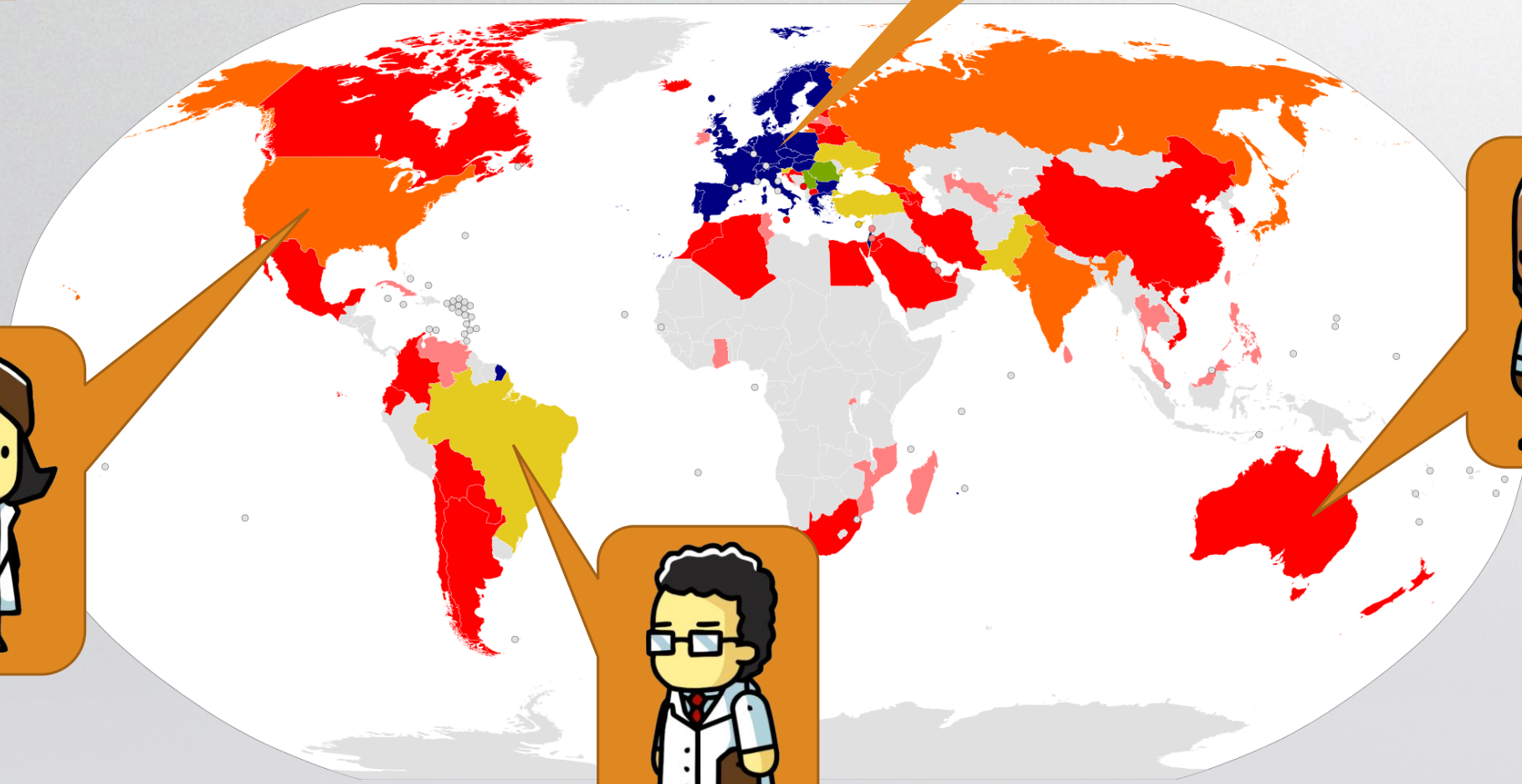
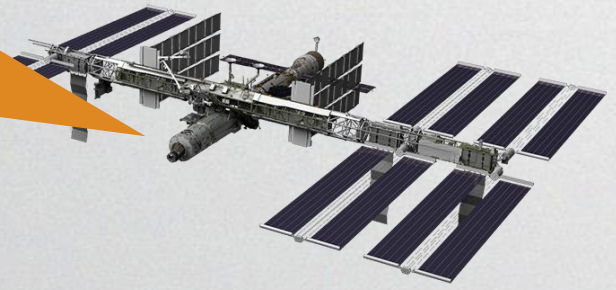
World Wide Web

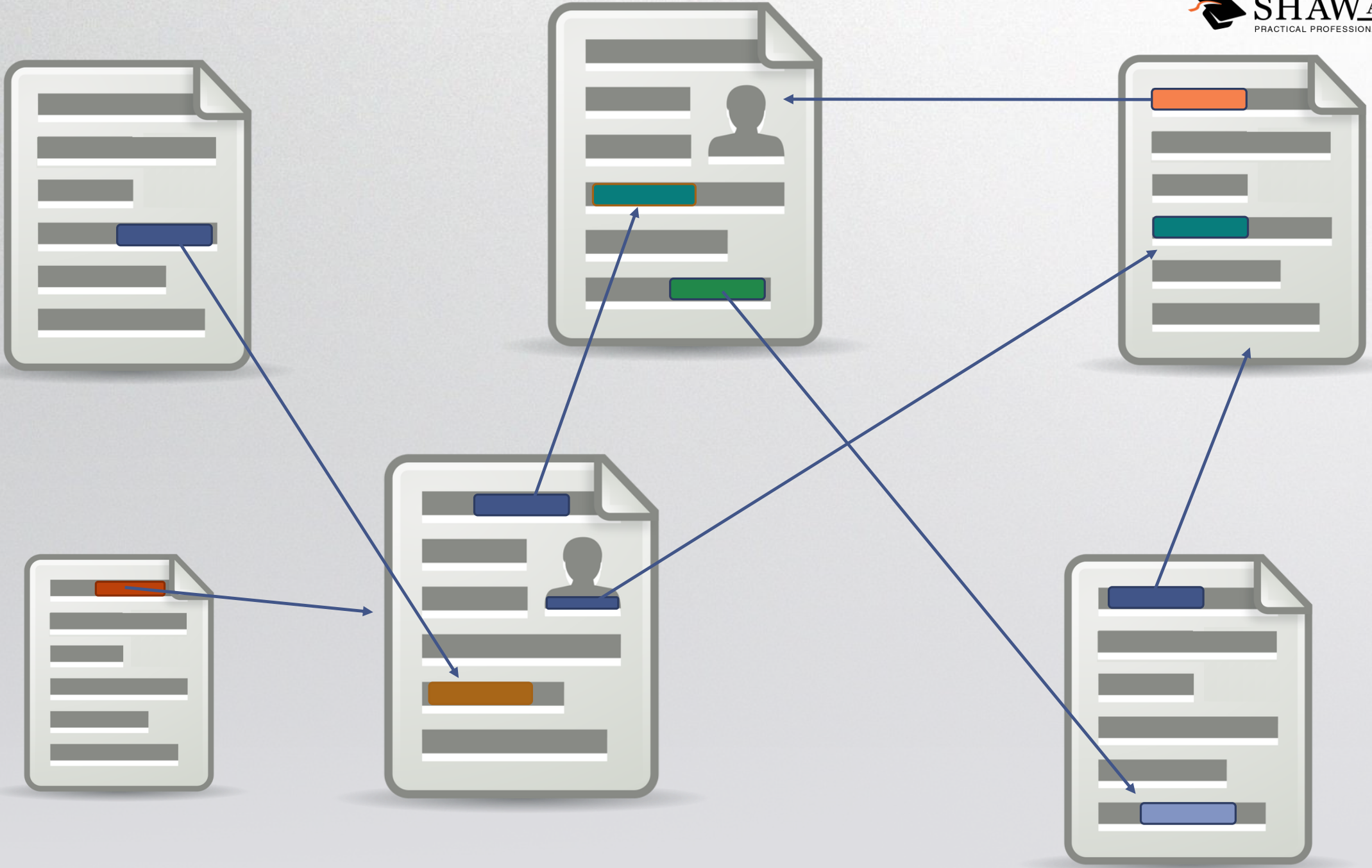
The Origin Story

Sir. Tim Berners-Lee

Creator of the
World Wide Web







HTTP Request & Response



Step 1: Browser requests information from server.

HTTP Request

HTTP Response



Step 2: Server Responds by sending back requested information and closes connection.



So Who Owns The Internet?

- The Internet is more of a concept than an actual tangible entity.
- It relies on physical infrastructure that connects networks to other networks on a global scale.
- Because of this, no one can, or does own the Internet in its entirety.



-The World Wide Web Consortium

- Want to know everything about HTML?

- www.w3.org

- Is your code up to the W3C's standards?

- validator.w3.org

Of course, you also have me!

Still need some help, want to chat about
something you've seen or heard?

web.design@shawacademy.com



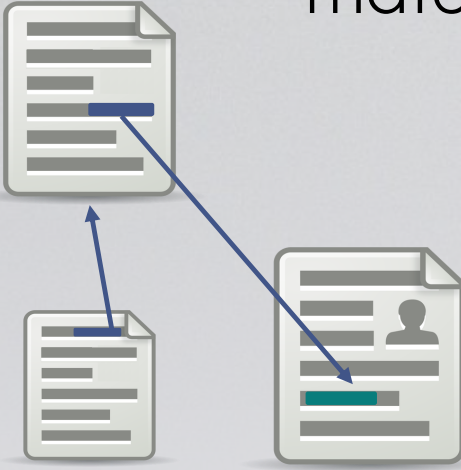
The HyperText Markup Language

- **Where is HyperText?**
- **What is a Markup Language?**



HyperText Markup Language

Ability to create links with published materials on the internet



The diagram illustrates the concept of hyperlinks. It features three document icons. The top-left icon has a blue horizontal bar on one of its lines. A blue arrow points from this bar to the top-left corner of the bottom-right icon. Another blue arrow points from the bottom-left corner of the bottom-right icon to the top-left corner of the bottom-left icon. This shows a chain of links between different documents.

This is a Heading

This is a paragraph.



HTML Tags

Tag's Purpose



Less Than Sign
(Left Angle Bracket)

Greater Than Sign
(Right Angle Bracket)



Opening Tag



Forward Slash



Closing Tag

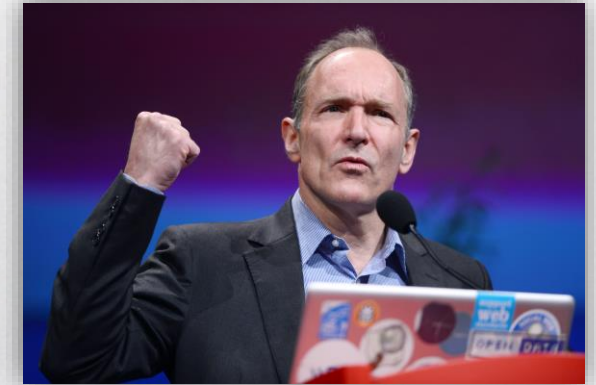


This is a Heading

This is a paragraph.

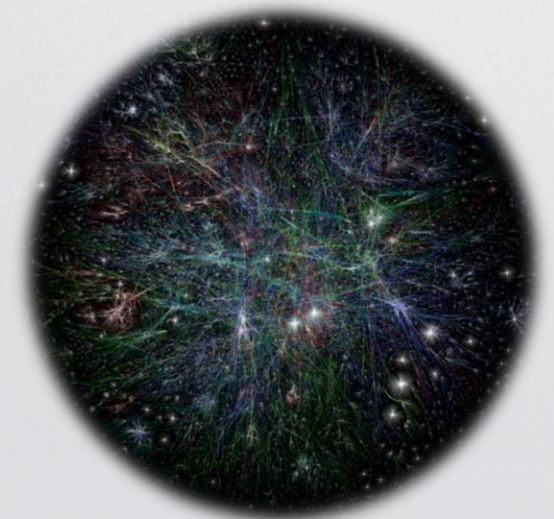


Summary



- What a Web Designer is and does
- The Internet & The World Wide Web
- Tim Berners-Lee and the HyperText Mark Up Language
- HyperText & Markup
- HTTP Request & HTTP Response

```
<HTML>  
  
<html>  
<title>HTML</title>  
<body>  
This is HTML!  
</body>  
</html>
```



- ✓ The field of Web Design
- ✓ The Internet & The World Wide Web
- ✓ The HyperText Markup Language

Congratulations you have just laid the foundations

Tús Maith Leath na hOibre

- Now we can start building on practical web design skills
- Attend all of the lessons live to **ask Questions** in real time and benefit the most
- We're here to help, so contact us anytime!



Next Lesson

- The next session is “HTML & CSS”
- Attend all of the lessons LIVE and your knowledge will grow
- Shaw Academy **Lifetime Membership** Prize during **Lesson 6**
- Recordings are available within 24 hours

Go to www.shawacademy.com and then the Top Right Corner – **Members Area**



Next Lesson is

HTML & CSS

- We begin to design our first web page!
- You will learn how to structure and style a webpage
- Covering these topics will allow us to move into more application focused areas



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