Objective 107.01

Understand concepts used to web-based digital media.

Course Weight : 5%

ExplorNet CareerTech
from *The Centers for Quality Teaching and Learning*

Web Design

Creating web pages to be viewed on the Internet

✓ Uses hypertext that allows information and sites to be linked together in the World Wide Web

✓ Can be relatively simple using text-based coding or complex using professional design software

Concepts of Web Design

Basic Components of a Website

- ### Page Layout
  a way of organizing information on a web page; ensures the information on a page can be easily located

- ### Navigation
  the method by which a user accesses all the pages and information on a website; should be easy to understand and use effectively

- ### Hyperlinks (Links)
  clickable connections that link text or images to other pages of the website, out to external websites, or to files posted on a website

- ### Content
  all of the information (text), images, and other multimedia that are contained within the pages of a website

Concepts of Web Design

Internet Browsers

✓ Computer programs that read and interpret web design code to display a web page to the user

✓ Example browsers include *Internet Explorer*, *Safari*, *Mozilla Firefox*, *Google Chrome*, etc.

- URL (Universal Resource Locator)
  the specific address of a page on the Internet

- FTP (File Transfer Protocol)
  method by which data and files are transferred over the Internet

Search Engines

Websites that organize and retrieve information located on the Internet

✓ When a new website is created, information about its purpose, content, and connections are submitted to search engines

✓ **Search Engine Optimization (SEO)** involves designing websites with the intention of helping search engines best discover, organize, and retrieve the information