

### WWW: -

The World Wide Web (WWW) is a network of online content that is formatted in HTML and accessed via HTTP. The term refers to all the interlinked HTML pages that can be accessed over the Internet. The World Wide Web was originally designed in 1991 by Tim Berners-Lee while he was a contractor at CERN.

The World Wide Web is most often referred to simply as "the web".

The World Wide Web is what most people think of as the Internet. It is all the Web pages, pictures, videos and other online content that can be accessed via a Web browser. The Internet, in contrast, is the underlying network connection that allows us to send email and access the World Wide Web.

The early Web was a collection of text-based sites hosted by organizations that were technically gifted enough to set up a Web server and learn HTML. It has continued to evolve since the original design, and it now includes interactive (social) media and user-generated content that requires little to no technical skills.

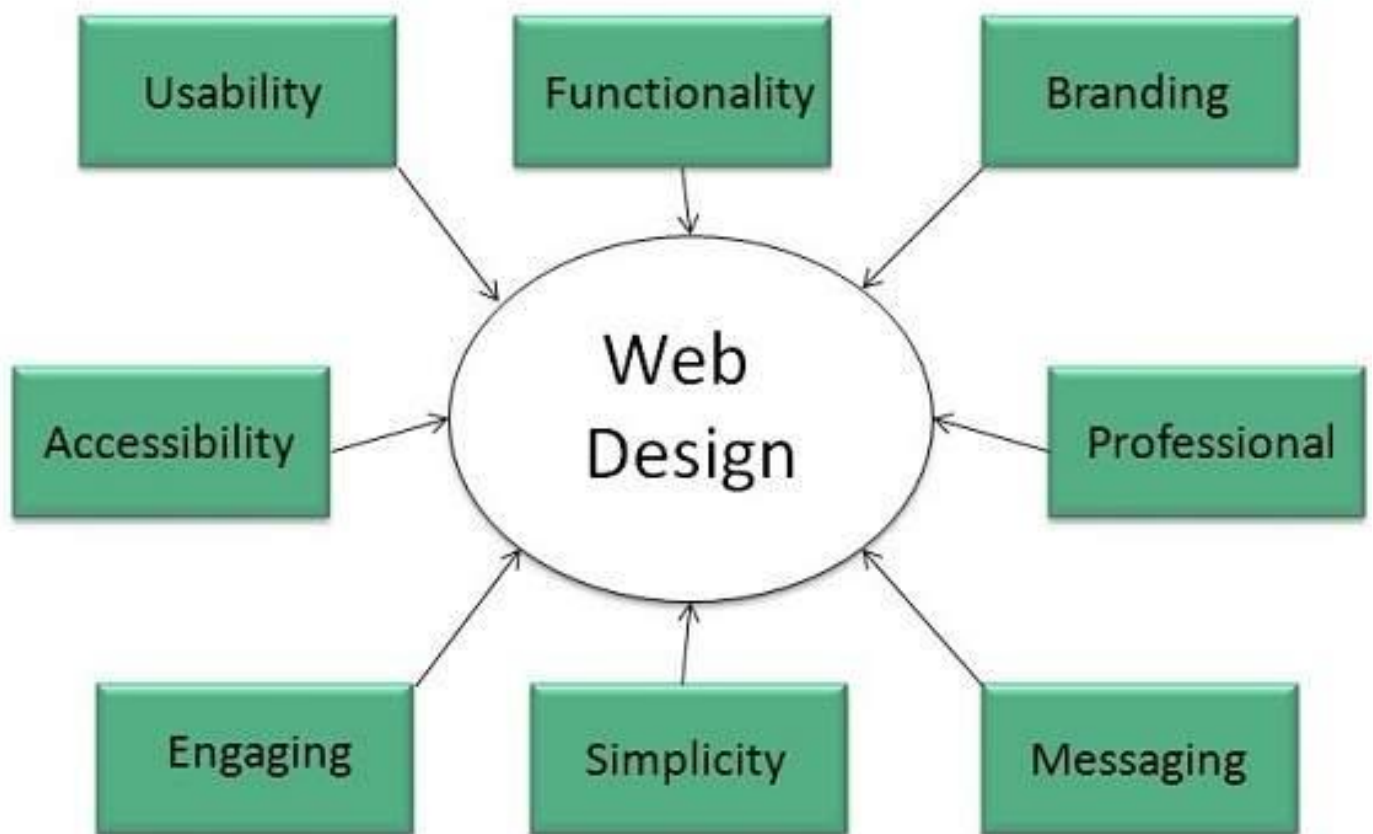
### Designing for WWW: -

Web design refers to the design of websites that are displayed on the internet. It usually refers to the user experience aspects of website development rather than software development. Web design used to be focused on designing websites for desktop browsers; however, since the mid-2010s, design for mobile and tablet browsers has become ever-increasingly important.

A web designer works on the appearance, layout, and, in some cases, content of a website. Appearance, for instance, relates to the colors, font, and images used. Layout refers to how information is structured and categorized. A good web design is easy to use, aesthetically pleasing, and suits the user group and brand of the website. Many webpages are designed with a focus on simplicity, so that no extraneous information and functionality that might distract or confuse users appears. As the keystone of a web designer's output is a site that wins and fosters the trust of the target audience, removing as many potential points of user frustration as possible is a critical consideration.

Two of the most common methods for designing websites that work well both on desktop and mobile are responsive and adaptive design. In responsive design, content moves dynamically depending on screen size; in adaptive design, the website content is fixed in layout sizes that match common screen sizes. Preserving a layout that is as consistent as possible between devices is crucial to maintaining user trust and engagement. As responsive design can present difficulties in this regard, designers must be careful in relinquishing control of how their work will appear. If they are responsible for the content as well, while they may need to broaden their skillset, they will enjoy having the advantage of full control of the finished product.

Web designing has direct link to visual aspect of web site. Effective web design is necessary to communicate ideas effectively.



Web designing is subset of web development. However, these terms are used interchangeably.

Keep Points:

Design Plan should include the following:

- ◆ Details about information architecture.
- ◆ Planned structure of site.
- ◆ A site map of pages.

### Web Page Anatomy: -

A web site includes the following components:

#### Containing Block

**Container** can be in the form of page's body tab, an all containing di tab. Without container there would be no place to put the contents of a web page.

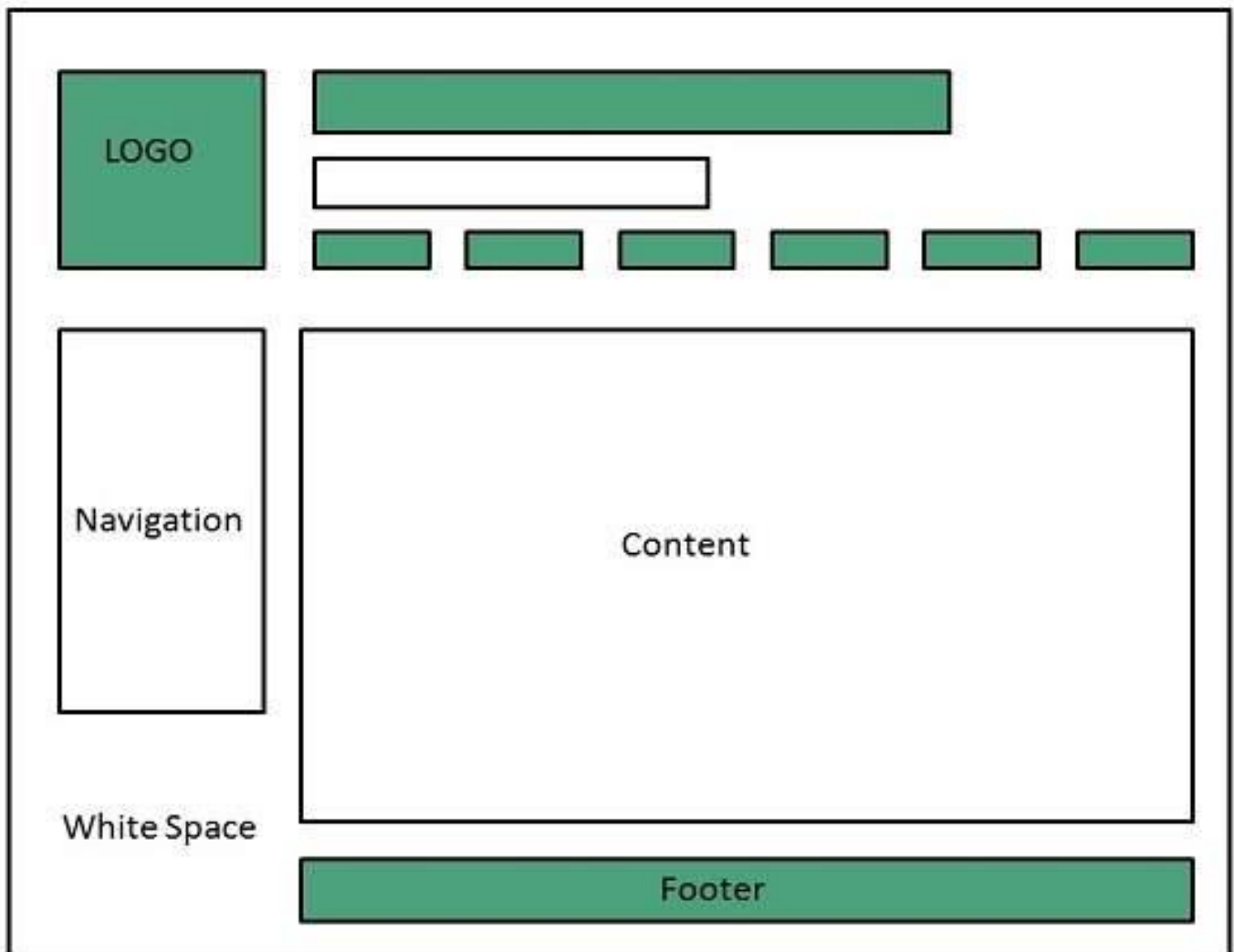
**Logo** refers to the identity of a website and is used across a company's various forms of marketing such as business cards, letterhead, brochures and so on.

**Navigation:** The site's navigation system should be easy to find and use. Oftenly the navigation is placed right at the top of the page.

**Content** The content on a web site should be relevant to the purpose of the web site.

**Footer** is the located at the bottom of the page. It usually contains copyright, contract and legal information as well as few links to the main section of the site.

**Whitespace:** It is also as negative space and refers to any area of page that is not covered by the or illustrations.



### Web design Mistakes:

One should be aware of the following common mistakes should always keep in mind.

- ◇ Website not working in any other browser other internet explorer.
- ◇ Using cutting edge technology for no good reason.
- ◇ Sound or video that starts automatically.
- ◇ Hidden or disguised navigation.
- ◇ 100 % flash content.

## Text for Web:

### The Types of Text Display on a Website:

The website you're building may contain two types of text: graphic text (which is really just an image) and HTML text (which is either in the HTML code or coming from a database). HTML text is also called live text because it is fully editable, just like the text in your word processor. You can apply various font and size settings to live text using CSS styles, or even just with HTML, and you can update the text easily, making live text the ideal choice for your website.

### Graphic text versus HTML text:

While live text gives you more flexibility to edit and update, it does have limitations your choices of fonts and visual effects are relatively limited, and you must really rely on good coding to ensure that your text looks the same in all browser, platforms, and devices. Graphics text, however, is just an image. Essentially a picture of the text. Therefore, you can apply any font you have in your toolbox. And any kind of effect- to create a cool-looking heading. While that sounds great, live text is the clear winner when it comes to the web- because the ability to edit and update text far outweighs the ability to look cool. In addition, live text has the added benefit of making your page more search friendly because search engines can read what it says.

### Font specifications in web design

In the past, live text was limited to display in boring system fonts, there are now different ways to utilize custom fonts in your website designs. One of the first methods was IFR, an open source solution designed to replace short phrases by overlaying the original text with a flash movie that displays the text in the assigned custom fonts. The replacement happens in a blink of an eye, but requires that flash is installed in the browser. Remember, flash does not work on Apple's mobile devices.

## Image for Web:

**Optimize Images for web and Performance:** Trust us you don't want Google to hate your website. Fortunately, you can reduce your image's file sizes to help improve your website's performance. One problem with formatting them is the modification often reduces their quality (Which in turn may make the visitor hate your website). That's not a bad thing as long as you don't make them ugly. There are some tricks and techniques that let you reduce the images' file size and still keep them pretty enough to proudly display them on your website. So, let's take a look at how to format your images without making them ugly, as well as how to optimize images for, we band performance.

### What does it mean to optimize images?

Large images slow down your web pages which create a less than optimal user experience. Optimizing image is the process of decreasing their file size, using either a plugin script, which in turn speeds up the load time of the page. Lossy and lossless compression are two methods commonly used.