Extra Credit Quiz #1 Review

Web Expressions
This course is a Creative Thought Direction in PSU’s General Education program

- **Creative Thought** courses emphasize the skills of
  - critical thinking, reading, writing, listening and speaking,
  - and working with information technology
Information Technology

• PCs with Windows 7
• Electronic mail
• World Wide Web (WWW)
• Blogs
• Adobe Creative Cloud
  • Web page – Dreamweaver
  • Image processing – Adobe Photoshop
  • Animation – Flash
• Sound Editing – Audacity
• Video Format Converter – Adobe Media Encoder
• Video Production – Windows Live Movie Maker
Project Planning

1. Brainstorming
2. Design - storyboard
3. Build
4. Test

The most important element for designing your webpage is to understand your objective and know your audience.
Intellectual Property Rights
Secures Creative Effort

• Copyright law secures for the creator of a creative effort the exclusive right to control who can make copies, or make works derived from the original work.

• A work is copyrighted when it is in tangible form.

• Work that is publically accessible, such as on the web, does not mean in is in the “public domain,” in the context of intellectual property law (which includes copyright, patents, and trademarks), and can be used without permission of the author.
Creative Commons
Another Approach to Copyright

• **Creative Commons** offers a flexible range of protections and freedoms for authors and artists. We have built upon the "all rights reserved" of traditional copyright to create a voluntary "some rights reserved" copyright. We're a nonprofit. All of our tools are free.
What Are Patents, Trademarks, Servicemarks, and Copyrights?

• Although there may be some similarities among these kinds of intellectual property protection, they are different and serve different purposes.
  • A patent for an invention is the grant of a property right to the inventor, issued by the Patent and Trademark Office.
  • A trademark is a word, name, symbol or device which is used in trade with goods to indicate the source of the goods and to distinguish them from the goods of others.
  • A servicemark is the same as a trademark except that it identifies and distinguishes the source of a service rather than a product.
  • Copyright is a form of protection provided to the authors of “original works of authorship” including literary, dramatic, musical, artistic, and certain other intellectual works, both published and unpublished.
What is Netiquette?
Simply stated, it's network etiquette -- that is, the etiquette of cyberspace. And "etiquette" means "the forms required by good breeding or prescribed by authority to be required in social or official life." In other words, Netiquette is a set of rules for behaving properly online.

A good rule is to follow the same standards as in “real life.”
Peer Review Process
What is a Peer Review?

• A peer review is a **formal** review of a document produced by a colleague, fellow scholar, or expert.
• Peer reviews **describe** the **strengths** and **weaknesses** of a document.
• Peer reviews **evaluate** a document and **argue** whether it should be published or presented.
• Peer reviewers **advise** writers how to improve their document
A Design Project Involves Several Steps

- Understand the problem
- Brainstorm solutions
- Introduce the constraints
- Choose the solution
- Paper design
- Actual design
- Evaluate
- Revise
- Evaluate, revise, ....
Why do people visit a web site

1. Obtain information
2. Purchase or donate
3. Entertainment
Web Page Design Mistakes

• Poor Use of Text Size, Contrast, Font
• You should be able to look at the home page of any site and figure out what the site is about within four seconds. If you can't, your site has failed.
• Using design elements that get in the way of your visitors
• Too much material on one page.
• Boring, Useless Intro
Web Site Organization

• All Web sites are organized around a home page that acts as a logical point of entry into the system of Web pages in a site. All pages in the Web site should contain a direct link back to the home page. The World Wide Web URL for a home page is the Web "address" that points users to the Web site.

• Your Web Site URL is http://oz.plymouth.edu/~yourloginname

• **IF** your home page is in the Home folder and named “home”

• Your Home Page file pathname is
  • M:\Home\home.htm
The Master page Layout Grid

The goal is to establish a logical and consistent approach to where basic graphic identity elements, navigation links, and other essential information appear on every page within your site. **Terminology** is also crucial here: choose your words carefully for links and titles, and **solicit comments** (peer review) and feedback from fellow team members and site users. A misleading or confusing label or phrase can ruin the functionality of a link.
Web Page Layout --
The thirty square inches at the top of a home page comprise the most visible area of the Web site. Most readers will be looking at your site on a seventeen- to nineteen-inch monitor, and the top four or five vertical inches are all that is sure to be visible on their screens.

Think in terms of newspapers – “Above the fold”
Researchers have noted the disorientation that results from scrolling on computer screens. The reader's loss of context is particularly troublesome when such basic navigational elements as document titles, site identifiers, and links to other site pages disappear off-screen while scrolling.
Page Length Guidelines

• In general, you should favor shorter Web pages for:
  • Home pages and menu or navigation pages elsewhere in your site
  • Documents to be browsed and read online
  • Pages with very large graphics
URL  -- Uniform Resource Locator

http://Jupiter.Plymouth.edu/~loginnname

Designed to look in M:/Home/home.html

http://Jupiter.Plymouth.edu/~loginnname/WebEx.html

Designed to look in
M:/Home/WebEx.html