Creating Graphic Hyperlinks within Documents   <mark>Lecture-4</mark>

- **Creating an internal graphic link is a three-step process**
    1. Mark your target area.
    2. Place your graphic.
    3. Create your anchor link.

Creating a Link from a Graphic to Itself

- **Small images can be enlarged for a better view**
    – Viewers can select which graphics to enlarge.
    – Using small images speeds up the initial download and display of your Web page.

Adding Borders to Graphic Hyperlinks

8-pixel border   Default border (2 pixels)   No border
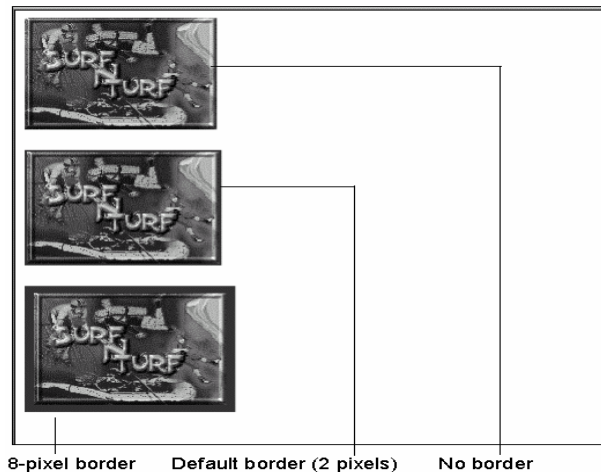
Cascading Style Sheet, (CSS)

- a style sheet language used to describe the look and formatting of a document written in html; to change the appearance of your web page; eg. to label all instances of "KB's Chooks", with a descriptive name and associate a font, size, and color with it.
- URLs, uniform resource locator or web address of a page.
- **URLs can be either absolute or relative**
    – An absolute link is the full address of a web page or file
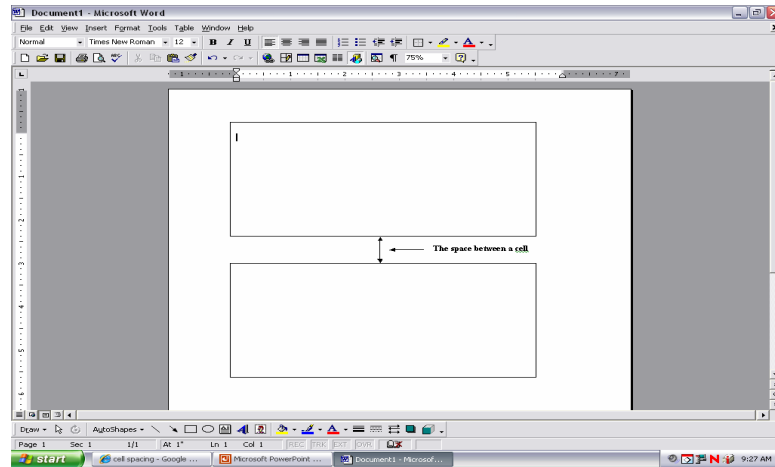   – Relative link used when the page doing the linking is on the same website and in the same folder.

Storyboarding

The process of creating series of sketches that show the content and links that connect one Web page to another.
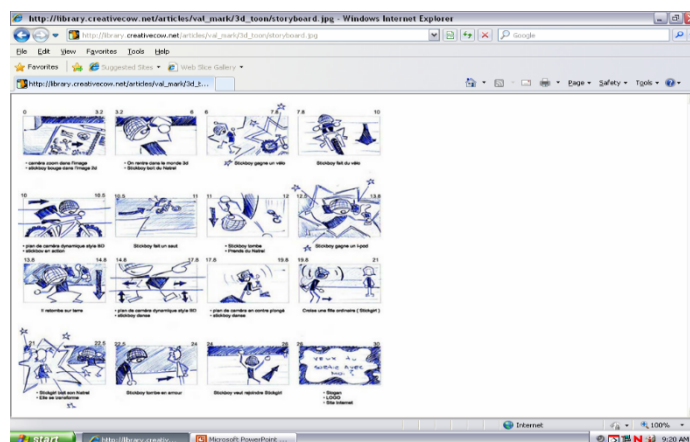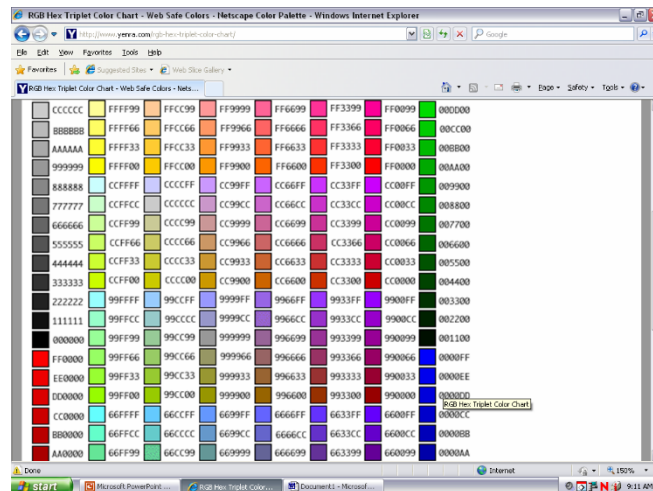
Cell Spacing:

The amount of space between cells.

Hexadecimal Number:
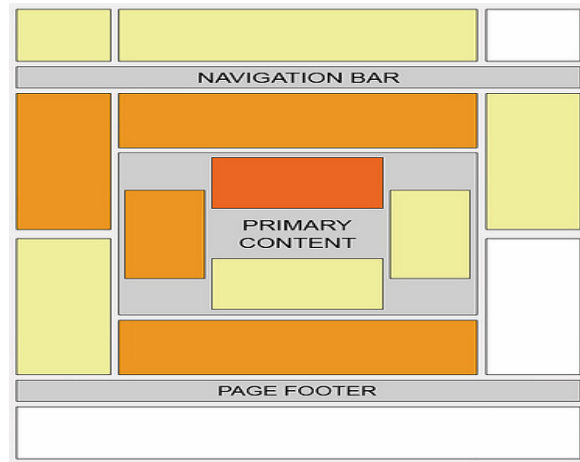
Used to identify Web colors.

Frames:

A means of joining two or more Web pages so that they appear on a single page.

Image Map:

A graphic divided into two or more parts, with each part assigned a different link.

Rollovers:

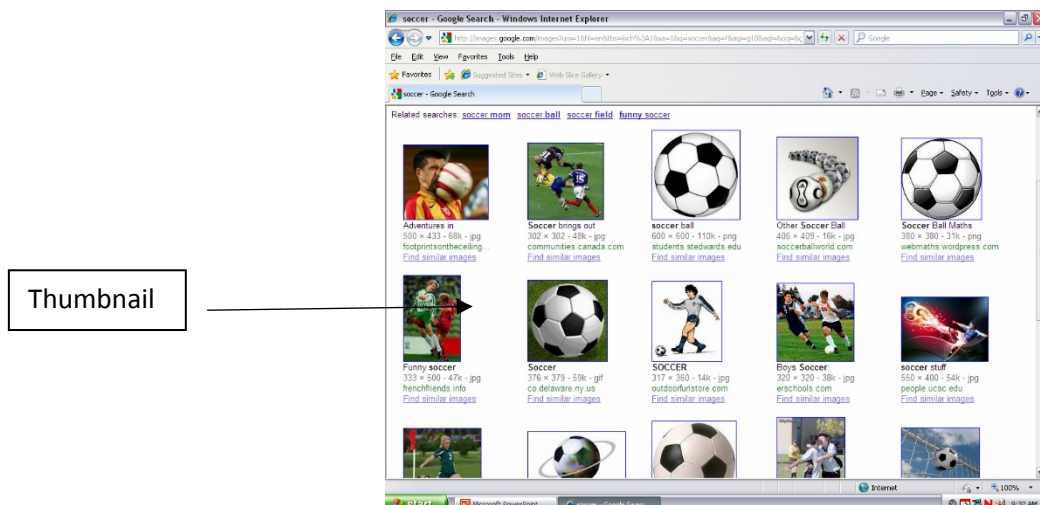The changing of an image or text when a mouse "rolls over" or clicks on it.

Scrolling Marquee:

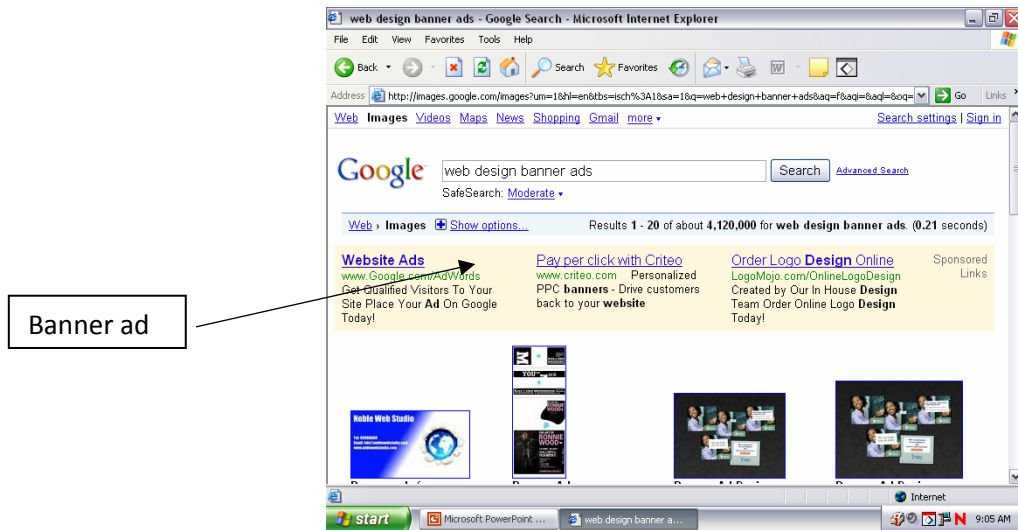Text that moves across a Web page.

…..Scrolling Marquee…..

Thumbnails:

Small versions of larger images. They speed up the download process by allowing viewers to choose whether they want to see the larger image.
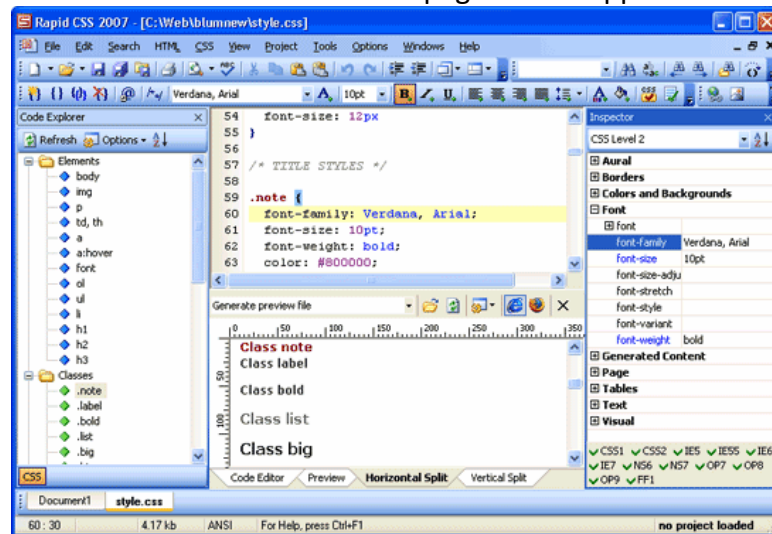

Thumbnail

Banner ads:

Web ads that often contain a logo and additional business information designed to give corporate identity to a page.
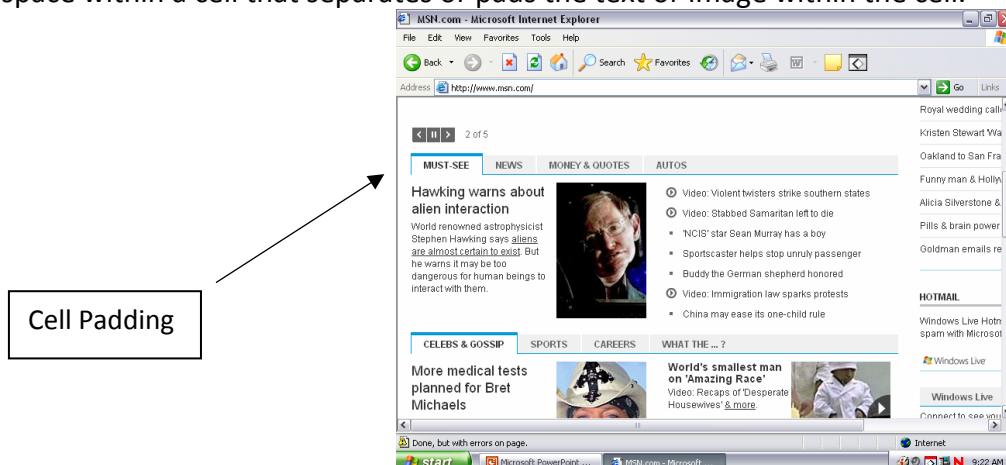

Banner ad

Cascading Style Sheet:

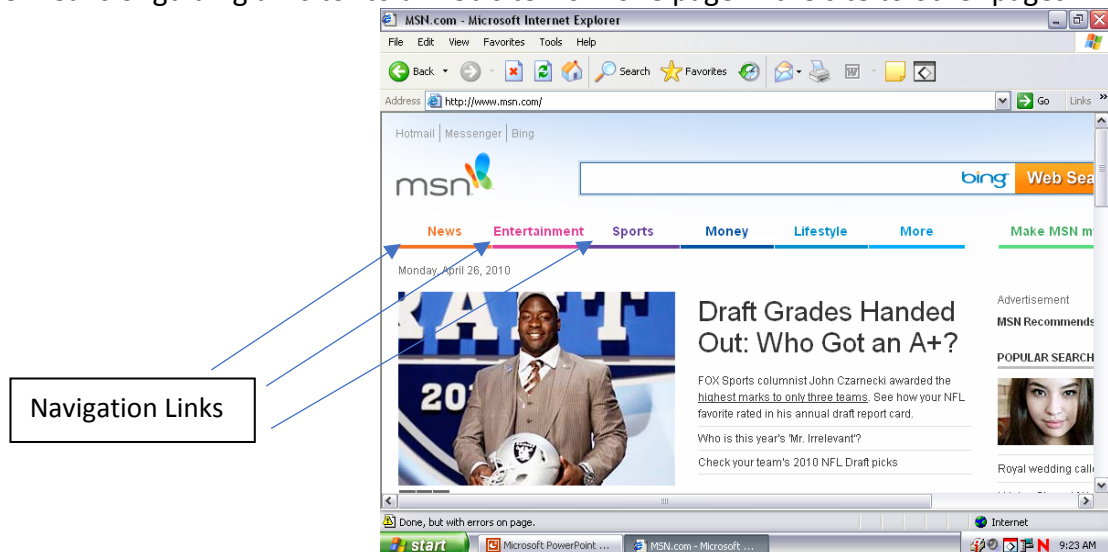Style sheets that include information on how the page should appear.

Cell Padding:

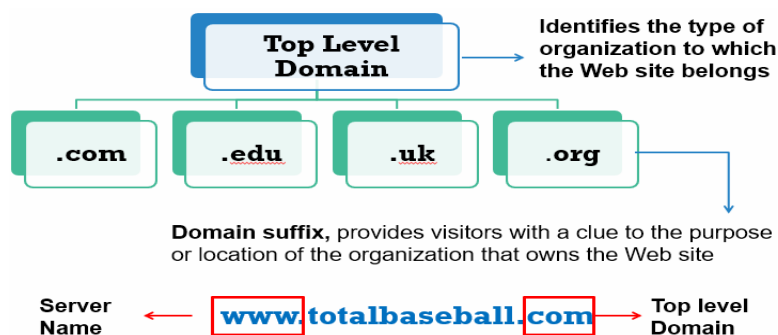The space within a cell that separates or pads the text or image within the cell.

Cell Padding

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Navigation Links:
> The means of guiding a visitor to a Web site from one page in the site to other pages.

Navigation Links

Web Site Categories & Domains

Web addresses

Home address	Web address
Certification Partners 1230 West Washington St Suite 201 Tempe, AZ 85281-1247	www2.certification-partners.com IP: 50.63.202.1

1. **Server (host) name**: name given to a server (usually "www")—assigned by the network administrator

2. **Domain name**: the registered company domain name

3. **Top level domain**: tends to identify what "type" of web site it is

All 3 parts together create a "unique" address just like a street address

Top level domains

Domain	Intended Purpose
com	Commercial organizations, businesses or company websites
edu	Educational institutions
org	Organizations; originally clubs, associations and non-profit groups
mil	U.S. military
gov	U.S. civilian government
net	Network sites, including ISPs
us	United States
uk	United Kingdom
de	Germany
ch	Switzerland

Aesthetic Web Design

What does aesthetics mean?

- The look and feel of a website
  - ✓ How engaging it is to viewers
  - ✓ Invites exploration, etc.

Is more than just graphics and images:

- ✓ Layout.
- ✓ Color scheme.
- ✓ Typography.

The layout helps form relationships and define meaning of page elements

- Creates visual hierarchy and visual interest
- Increases readability and usability
- Should follow the **CARP design principles**
  - ✓ Contrast
  - ✓ Alignment
  - ✓ Repetition
  - ✓ Proximity

- **Contrast:**
Two or more-page elements display differently in color, size, shape, texture, orientation, position or movement to group or separate elements on the page.

- **Alignment:**
The placement, position, orientation and grouping of elements.

- **Repetition:**
Repeated elements can include colors, shapes, textures, fonts, typography, graphics, spatial relationships and so on.

- **Proximity:**
The use of white space and logical structure (such as grouping related items) to create visual unity.

Graphics

Can enhance Web pages and help to create an engaging, interesting experience.
Popular graphics applications:
- ✓ Adobe Photoshop,
- ✓ Adobe Fireworks
- ✓ GIMP,
- ✓ Inkscape,
- ✓ Paint.net,
- ✓ Pixlr

High-quality, web-optimized images are needed
- **Raster** – images made of pixels (small dots)
- **Vector** – composed of lines and curves

Raster Image   Vector Image
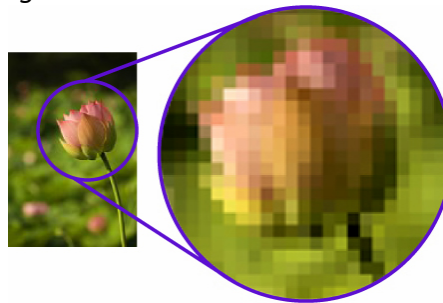
Bitmap - Raster

Made up of grid of pixels
File Extensions:
JPG (JPEG) – PNG – GIF – BMP - TIFF
Used for:
- Graphics - pictures
- Web & print
- *Loses clarity when enlarged*

JPEG	GIF	PNG
Use for photographs	Use for line art, cartoons, shapes, illustrations and drawings	Use for photographs, fine art drawings
N be used for prints	Best used for electronic display	Best used for electronic display
Does NOT support transparency or animation	Supports transparency and animation	Supports transparency and supports animations with APNG extension
Lossy compression, small file size	Lessless compression, larger than JPEG and PNG	Lossless compression, larger file size than JPEG

Graphics should complement and be relevant to the website's look and feel.
File Compression:
- ✓ **Lossless compression** = an image is compressed & all the information can be restored
- ✓ **Lossy compression** = permanently eliminates certain information and image cannot be fully restored

Graphic File Formats

JPEG	PNG
■ Most common file type ■ No transparent background ■ "Lossy" compression – file is compressed from original size and loses some of it's detail	■ Now commonly used on the web ■ Does maintain a transparent background ■ "Loss less" compression ■ Animated with the .APNG extension

Common File Types

GIF

- ■ Can be animated
- ■ Maintains transparent background
- ■ Fewer colors (256 RGB)
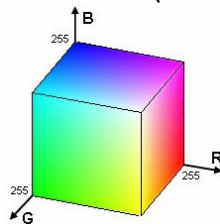
Typography

Color and font styles affect the "mood" of the text.

Fonts & Typography

Fonts

- Fonts are the style of "type face" used to display text, numbers, characters and other "glyphs"
- *The* most *effective way to control font and* other *typographical styles is through the use of Cascading Style Sheets (CSS).*

Typography

- Typography refers to the arrangement and appearance of text.
- Typography concerns not only the look of the glyphs, but how they are placed on the page.

Typography includes page margins, the amount of empty space between paragraphs or lines, the alignment of text, etc.)

Text as Graphics	Font Readability
■ It is important to use "real text" as opposed to text as graphics.	■ Best practice is to use the most readable fonts.
■ Text as graphics can become pixelated when enlarged	■ It is best to use fonts that are native to modern operating systems (installed on pc).

University

Tahoma
Book Antiqua
Comic Sans MS
Trebuchet MS
Arial
Verdana
Courier New
Times New Roman
Georgia

Font Families

Fonts are categorized into "families" based on their characteristics.
The most common font families are
- ✓ serif
- ✓ sans-serif
- ✓ cursive
- ✓ fantasy
- ✓ monospace

Functional and Usable Design

A functional Web site renders without error and functions as expected:
- ✓ All internal and external links work
- ✓ All forms of interactivity function
- ✓ The page loads quickly

Usability assesses how easy a user interface is to use.
Measures the quality of a person's experience while interacting with a Web site.
- ✓ Anticipate and responds to the needs of visitors (FAQ)
- ✓ Visitors can quickly and easily locate needed information

Functional and Usable Design –   Browser Compatibility

Web sites should be tested in variety of browsers and devices to verify that they display consistently

Functional and Usable Design –   Accessibility

Accessibility is the practice of making Web sites usable by people of all abilities and disabilities.
- ✓ Provide text links as an alternative to image links.
- ✓ Choose a high amount of contrast between page background and text colors.
- ✓ Do not use color alone to convey meaning, because you will exclude people who are color blind or use screen readers.
- ✓ Provide alternative text description for images and other visual elements.
- ✓ Summarize tables and provide headings as appropriate for line-by-line reading.
- ✓ Provide transcripts for audio and captioning for video.

Multimedia and Interactivity

- ◼ Multimedia is the combined use of audio, video, animation and other interactive features.
- ◼ Common Web page interactivity components
  - ✓ Clicking a link
  - ✓ Moving the mouse to cause an image to appear
  - ✓ Clicking buttons on a form or survey
  - ✓ Customizing a Web page view or contents
  - ✓ Watching a video or listening to audio
  - ✓ Taking surveys or live chats
- ◼ Multimedia and interactivity can make Web pages more interesting and informative