

## Objective 107.01

# Understand concepts used to create 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



## 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



## 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

