

# WEB AUTHORING ONLINE

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connected classroom  
**CONFERENCE**



# WHAT ARE TODAY'S GOALS?

- To gain an understanding of the basics in Web page authoring.
- To learn the basic tools and features of common online/offline editors.
- To gain an understanding of the processes behind Web page development.
- To explore a variety of opportunities in creating an online Web page.
  - For teachers
  - For students



# SO YOU WANT TO BE AN AUTHOR

- **What is the purpose of creating a Web page?**
  - Delivery of information?
  - Instructional-based resources?
  - Educational activities/materials?
  - Promote classroom activities?
  - And more...
- **What is your targeted audience?**
- **Is this the best form of delivery?**
- **Create a class Web page or a Web site?**



# WEB PAGE OR WEB SITE?

- Web Page

- Homework assignments
- General news
- Minimal Online resources



- Web Site

- Homework assignments
- Classroom and student news
- Advanced online resources
- Post student work
- Curriculum content
- Info for both students and parents
- Promote collaboration



# THREE APPROACHES TO AUTHORIZING

- Offline
  - Use Html code
  - Use Html editor
- Online
  - Editor provided
    - Used online
    - Offline option sometimes offered



# WHAT DO YOU NEED TO WRITE HTML?

- **Programming knowledge**
- **Tools**
  - **Any text editor**
  - **Word Processor**
  - **SimpleText or TeachText (Mac)**
  - **WordPad (Windows)**



# OFFLINE WEB AUTHORIZING PROGRAMS

- **Windows Users**
  - Microsoft FrontPage
  - Adobe PageMill
  - Macromedia DreamWeaver
- **Apple Users**
  - Adobe GoLive



# WEB AUTHORING PROGRAMS

- **Components**
  - **Editor**
  - **Management**
    - copying & publishing a web to other servers
    - creating table of contents
    - updating hyperlinks to any pages that have been named or moved
    - search forms, discussion groups, form processing and other run-time features



# TYPICAL EDITOR FEATURES

- **Three modes**
  - Editor
  - HTML
  - Preview Mode
- **Text**
  - Text features
    - Color
    - Size
    - justification
- **Object Editor**



# TYPICAL EDITOR FEATURES

- Insert Clipart/Images
- Add Tables
- Add forms
- Add files
- Add Hypertext links
  - Clipart
  - Text



# TYPICAL EDITOR FEATURES

- **Insert**
  - Line breaks
  - Horizontal rules
  - Java Applets
- **Active Elements (Proprietary)**
  - Banner Ad Manager
  - Hit Counter
  - Hover button
  - Navigation bar
  - Marquee
  - Time Stamped
  - Table of Contents



# ONLINE AUTHORIZING VS. OFFLINE AUTHORIZING

## Online

- Have to be online
- Free
- Good management tools
- Less tools
- Less capabilities
- Easier to master
- More plug n' play features
- Uploading is limited
- All-in-one approach
- Some control of HTML coding

## Offline

- Can work w/o Internet access
- \$100 and up
- Better management tools
- More tools (not always the case)
- Greater capabilities
- More complicated
- Less plug n' play features
- More control on posting (uploading)
- Better control of HTML coding - tweaking



# TECH TOON

**TechToon**

"As part of my social studies project, I am about to show you my web page on the exotic dancers of the south Pacific."



Web Authoring Online

# CHILDREN'S ONLINE PRIVACY PROTECTION ACT OF 1998

- Collection of personal information
  - Kids under 13 Years Old
    - a site must obtain parental consent before collecting, using or disclosing personal information about a child
- Internet Resource: *Kidz Privacy*
  - <http://www.ftc.gov/bcp/online/edcams/kidzprivacy/index.html>



# EXPECTATIONS: WEB SITE SERVICES

- Assortment of intuitive features and services
- Large range of elements
- Good file management
- Good stability
- Good response time



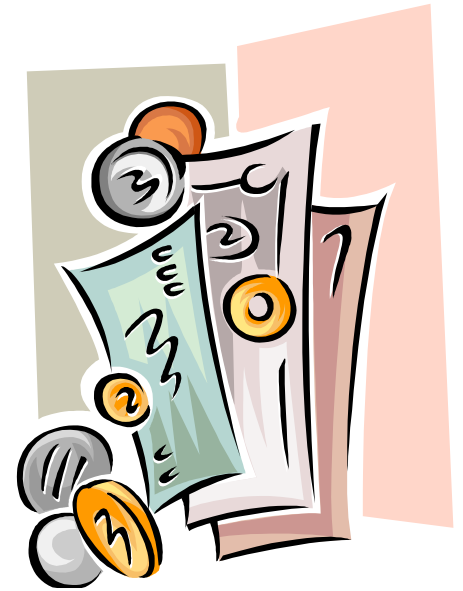
# EXPECTATIONS: WEB PAGE SERVICES

- Limited features and services
- Templates
- Simplicity
- No file management
- Good stability
- Good response time



# FOR FREE OR FOR FEE

- Free sites are becoming limited!
- For Free
  - Limited features and elements
  - One URL with set number of pages
  - Limited support
- For Fee
  - Open access to features and elements
  - Site limits based on storage
    - Multiple URLs with multiple pages
  - Full support
  - Range: \$2.95 - \$5.00 per month



# WEB AUTHORIZING SITES

- mySchoolOnline
  - [www.myschoolonline.com](http://www.myschoolonline.com)
    - Contains ads
    - Insert links, attach files, add images, post homework and use optional template
- Eschoolhouse
  - <http://www.eschoolhouse.com>
    - No ads
    - Insert links, post homework and use optional template
    - Create worksheets and quizzes to post on site



# WEB AUTHORIZING SITES

- Schoolnotes

- [www.schoolnotes.com](http://www.schoolnotes.com)

- Contains ads
    - Insert links, attach files, add images if you know html
    - post homework
    - Create flashcards to post
    - Automatically notifies parents via email of updates

- BigChalk

- <http://schools.bigchalk.com>

- Contains ads
    - Insert links, attach files, add images, post homework and use a template



# WEB AUTHORIZING SITES

- Schoolplanner
  - <http://www.schoolplanner.com/>
    - No ads
    - Insert pre-selected links, add images, post homework and use a template
    - Automatically notifies parents via email of updates
    - FREE
- TeacherWeb: WorkNotes.com
  - <http://teacherweb.com>
    - No ads
    - Insert links, attach files, add photos (not clipart), post homework and use a template
    - \$3.95 per month



# WEB AUTHORIZING SITES

- Scholastic
  - [http://homepage.scholastic.com/classpages/start\\_hp.cfm](http://homepage.scholastic.com/classpages/start_hp.cfm)
    - Contains ads
    - Insert links, attach files, add images, post homework and use a template
    - FREE
- My School Online
  - <http://www.myschoolonline.com>
    - Variety of tools
    - Templates
    - Images
    - email
    - \$29.95 per year



# WEB AUTHORIZING RESOURCES FOR KIDS

- Tutorials
  - How Web Pages Work (How Stuff Works)
    - <http://www.howstuffworks.com/web-page.htm>
  - Lissa Explains All
    - <http://www.lissaexplains.com/>
- Web Authoring Sites
  - Matmice.com
    - <http://www.matmice.com/>
  - TrackStar for Kids
    - <http://trackstar.hprtec.org/main/display.php3?trackid=57>



# WEB AUTHORIZING RESOURCES FOR KIDS

- Web Resources
  - Web Monkey for Kids
    - <http://hotwired.lycos.com/webmonkey/kids/>
- Authoring Goodies
  - Awesome Clipart for Kids
    - <http://www.awesomeclipartforkids.com/>
  - Fonts for Kids
    - <http://www.momscorner4kids.com/fonts/index.htm>



# DEVELOPING A WEB SITE: ONLINE WEB AUTHORING PROGRAMS

- Homestead.com
  - <http://www.homestead.com>
- Tripod.com
  - <http://www.tripod.com>
- Yahoo! Geocities
  - <http://geocities.yahoo.com/>



The screenshot shows the Homestead website homepage. At the top right, there is a login section with fields for "Login Name" and "Password", and a "login" button. Below this is the main heading "homestead The Complete Web Site Building and Hosting Service" with the tagline "Everything you need for a great website". A woman in a red shirt is featured on the left. The main content area lists several benefits: "Award-winning drag-and-drop site building software is as easy to use as Windows", "Unlimited pages that can be password protected, site promotion tools, and no ads to clutter your site!", "Comprehensive communication tools (including forms and guestbooks), site stats and online help.", "Look like the big guys (without the big price tag)!", and "Two great products to fit your needs!". There are also logos for "homestead in a box!" and "PC World". At the bottom, there are two promotional boxes: "homestead professional" for small businesses, clubs, and organizations, and "homestead personal" for individuals and families. Both boxes include "sign up now" buttons and "Learn More" links.

Web Authoring



# WEB SITE DEVELOPMENT: ONLINE AUTHORIZING SITES

- **Best Sites**

- Homestead

- Online or offline editor
    - Easy user interface

- Tripod

- Offline editor
    - Flexible
      - Use with other editors



# LET'S LOOK AT AN ONLINE EDITOR

**homestead**  
LOGIN SIGN UP

**BUILD WEB SITES!**  
Everything you need to build your FREE Web site in minutes.

**PHOTOS & IMAGES CENTER**  
Featuring Homestead Photos where you can share and enhance photos online, plus order prints!

**COMMUNITY CENTER**  
Check out what others have built in our Member Sites Directory or browse our Discussion Boards.

**EXPLORE HOMESTEAD**  
Find everything you need to know to help you get started including a quick tour of the Homestead service.

**BUILD A WEB SITE TO FIT YOUR LIFE.**

**SMALL BUSINESS**

**PERSONAL**

**CLUBS & ORGANIZATIONS**

Whatever your inspiration, we'll help you build a Web site to express it.

The diagram features a circle divided into four quadrants. The top-left quadrant is blue and labeled 'SMALL BUSINESS' with an arrow pointing to a red computer mouse. The top-right quadrant is light blue and labeled 'PERSONAL' with an arrow pointing to a photo of a child with orange goggles. The bottom-left quadrant is dark blue and labeled 'CLUBS & ORGANIZATIONS' with an arrow pointing to a photo of two people playing baseball. The bottom-right quadrant is a light yellow rectangle containing the text 'Whatever your inspiration, we'll help you build a Web site to express it.'



# LET'S LOOK AT AN ONLINE EDITOR

- Homestead Site ([www.homestead.com](http://www.homestead.com))
  - Simple interface
  - Plug n' play approach
  - Full editor features
  - No HTML coding
  - 200 elements
  - Simple management features
    - Upload
  - Minimal advertising
  - Editor can reside on hard drive



# IMAGINE THE POSSIBILITIES

- What's a Learning Portal?
  - Web site that provides content, resources, projects, etc. relating to a specified curriculum.
  - It is accessible from any Internet-ready computer.
  - Developed by educators to customize the students' learning experiences.
  - Examples:
    - Classroom:  
<http://twi.classroom.com/workshops/lskelly/portal.html>
    - District:  
<http://www.sarasota.k12.fl.us/intranet/bhsintranet/default.html>



# WEB PAGE DESIGN

- **Alignment**
  - Don't mix alignments.
- **Proximity**
  - Keep headlines close to the text.
  - Keep captions close to images.
  - Be conscious of the spacing.
- **Repetition**
  - Repeat the same elements throughout each of the web pages.
- **Paragraph vs. Break**
  - Prevent a big gap by using break as opposed to using paragraph.
- **Avoid scrolling Web pages**
  - Break up your web pages
  - Use navigational links



# TOP NO-NO'S IN WEB AUTHORIZING

- Frames
  - Can't bookmark
  - Can't print anything from a page that is "framed"
- Scrolling texts, marquees, and constantly running animations
- Complex URLs
- Long Download Times
- Outdated information
- Long scrolling pages
- Blinking pages

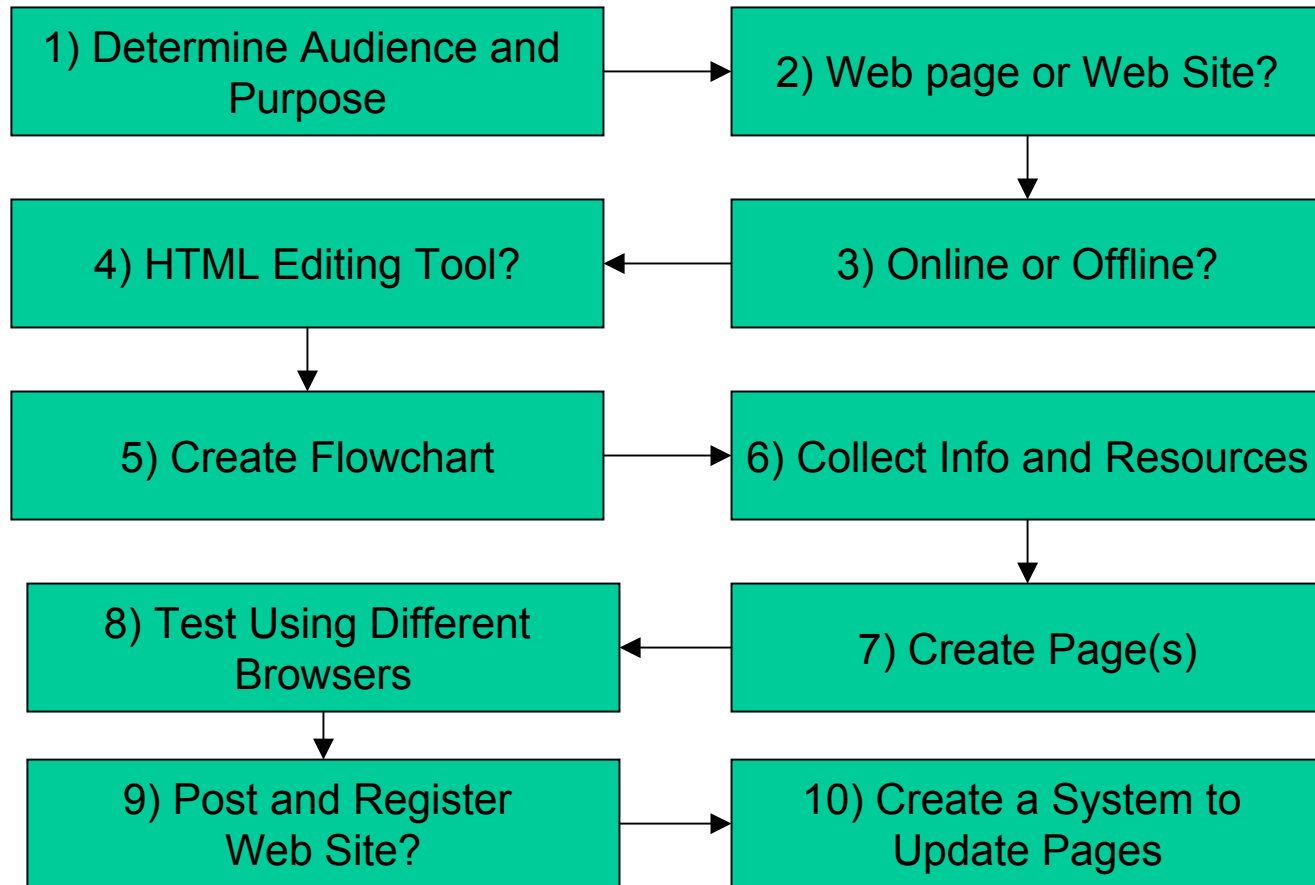


# STEPS IN WEB PAGE DEVELOPMENT

- **Gather information**
  - Examine other web sites
- **Determine your audience**
  - Teachers?
  - Parents?
  - Students?
- **Create a flowchart or story board**
  - Think about the flow of information
- **Develop good navigational tools**
  - Make navigating easy
  - Redundancy is the key
- **Utilize good design**
  - Frames or no frames



# PROCESS OF WEB AUTHORIZING



# STEPS IN WEB PAGE DEVELOPMENT

- **Post Your Web Site: Free or Fee?**
  - Free
    - Advertisement on Web page
    - Some services and resources
  - Fee
    - Services and resources
- **Register**
  - Individual Search engine sites
  - Shot Gun Approach
    - Sometimes there is a fee



# HOSTING WEB SITES

- Tripod
  - <http://ww.tripod.com>
- AngelFire
  - <http://www.angelfire.com>
- Catalog.com
  - <http://catalog.com/v2/index.html>
- Yahoo.com
  - <http://geocities.yahoo.com/>
- Catalog.com
  - <http://catalog.com/v2/index.html>



# REGISTERING YOUR SITE: INDIVIDUAL APPROACH

- Altavista
  - <http://www.altavista.com>
- Excite
  - <http://www.excite.com>
- Hot Bot
  - <http://www.hotbot.com>
- Infoseek
  - <http://www.infoseek.com>
- Yahooligans
  - <http://www.yahooligans.com>
- WebCrawler
  - <http://webcrawler.com>
- Yahoo
  - <http://www.yahoo.com>



# REGISTERING YOUR SITE: SHOT GUN APPROACH

- Register It!
  - <http://register-it.netscape.com/O=register/>
- Submit It!
  - <http://www.submit-it.com/>
- Add Me!
  - <http://www.addme.com/>



# WEB RESOURCES

- Beginner-Novice Authors
  - Six Steps for Web Design
    - <http://www.siec.k12.in.us/~west/online/steps.htm>
- Intermediate and Advanced Authors
  - WebMonkey: Web developer's Resource
    - <http://hotwired.lycos.com/webmonkey/>
  - Search Engine Tutorial for Web Page Designers
    - <http://northernwebs.com/set/>
  - WebReference.com
    - <http://www.webreference.com/>
  - Web Pages That Suck.com
    - <http://www.webpagesthatsuck.com/>
  - The Web designer
    - <http://web.canlink.com/webdesign>



# WEB RESOURCES

- **Online Learning**

- Beginner to Novice Users

- The Bare Bones Guide to HTML

- <http://webach.com/barebones/>.

- Beginner's Guide to HTML

- <http://www.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html>

- Digital Education Network : WebDen

- <http://www.actden.com/fp/>

- Web Alley

- <http://www.weballey.net/index.html>

- Intermediate and Advanced Authors

- Multimedia Authoring

- <http://www.mcli.dist.maricopa.edu/authoring/>



# WEB RESOURCES

- **Creating & Hosting Web Sites**
  - Tripod
    - <http://www.tripod.com/>
  - Geocities
    - <http://www.geocities.com/>
  - Homestead
    - <http://www.homestead.com>
  - TUCOWS
    - <http://tucows.digital.net/>



# FOR MORE INFO:

## Ladd Skelly

[Lskelly@classroom.com](mailto:Lskelly@classroom.com)

### Connected Conferences Site:

<http://proflearn.classroom.com/ProfDev/conferences/>

### Session Web Site:

<http://twi.classroom.com/workshops/lskelly>

