

USQ/CSC2046 Web Publishing

Lecture 1: Introduction to Web Publishing



Tralvex (Rex) Yeap
21 November 2002

Outline



- N-ways Introduction
 - Personal Information and Background
 - Students' Information and Background
- Course Outline:
 - Requirements and Expectation
 - Module Assessment
 - Past Years Results
 - Recommended Books
 - Layout of Course
 - Strategies for Local Lectures
 - Virtual Office Hours
- Course Delivery Methods
- General Reference for the Course
- Organization of WPub Website
- Hollywood and WPub
- Modules for Lecture 1
- **T1: Introduction**
- Class Activity 1: Discussion
- T2: HTML & Advanced HTML
- Class Activity 2: Reading
- Additional Handouts for L1
- What's in Store for Lecture 2

Personal Information and Background



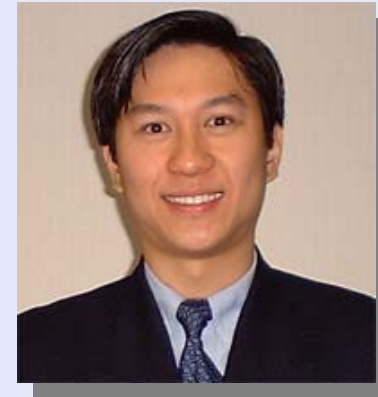
- **WP Lecturer (SG):**

Tralvex (Rex) Yeap MAAAI MSCS

E-mail: [co\(at\)tralvex.com](mailto:co(at)tralvex.com)

Home : <http://tralvex.com>

ICQ no.: 20248177 (<http://www.icq.com>)



- **Educational Background:**

- Master of Science (Distinction) in Vision, Visualization and Virtual Environments at U. Leeds
- Read Bachelor Science in Computing (Systems Development) at Monash University.

Personal Information and Background (cont.)



- **Web publishing experience: 8th year**
- **Current Work:**
 - Part-time: Lecturer for USQ, CQU, UOL, UOS, UCE, UOW and TVU.
 - Full-time: (1) Snr Technology Intelligence Consultant - Patent Analysis & Mapping; and (2) Inventor.
 - Three **Internet** patents pending, one **Internet Business Model** patents and two **software** patents in the pipeline and numerous non-patented software inventions.

<http://tralvex.com/inventions>

Personal Information and Background (cont.)



- **Past Work:**

- Lecturer for E-Business Strategy (MBA), Information System for Managers (MBA), Electronic Commerce (BSc), Human-Computer Interaction, Artificial Intelligence (BSc Hons) Strategy Management in IT (BSc), Neural Networks (Mgrs) , Open Systems (BSc) and Website Publishing (Mgt).
- Software research work in Kent Ridge Digital Labs
- Software Engineer at System Engineering (SysEng), R&D work on real-time embedded systems.
- Games & CAI developer (Champion in National Software Competition 1991' Open Category). <http://tralvex.com/scrablet>

- **Future Work:**

- Lecturer: same subjects;
- Many more Internet and software inventions; and
- Many more new discovery in the field of technology intelligence.

Students' Information and Background



- **Name**
- **Company**
Which industry?
- **Do you have a personal homepage?**
- **Academic Specialization?**
eg. Multimedia or IT, etc.
- **IT Exposure?**
Internet / Multimedia / Programming / Web Design / E-commerce / Security / Artificial Intelligence / etc



Course Outline:

Requirements and Expectation



- Knowledge of **IT**.
- General **interest** and **belief** in Information Technology.
- To cultivate a new hobby - **reading** publications and articles.



Course Outline: Module Assessment



- Two Assignments:
 - Assignment One (15%)
 - Deadline: 23 December 2002
 - Assignment Two (30%)
 - Deadline: 27 January 2003
- 2-hour Examination (55%)



Course Outline: Main WPub Web (SG)

<http://tralvex.com/wpub>








Microsoft Internet Explorer window showing the course page for CSC2406 Web Publishing (WPub) at USQ Toowoomba. The page includes course details and a course schedule table.

USQ **CSC2406 Web Publishing (WPub)**
Bachelor in Information Technology
AU Lecturer: <to-be-filled>
SG Lecturer: [Tralvex Yeap, email](mailto:Tralvex.Yeap@email)
SG: <http://tralvex.com/wpub>
AU: <http://www.sci.usq.edu.au/courses/CSC2406/semester3/resources>

TOOWOOMBA

Course Schedule

Date (2001/02)	Time (pm)	Programme	Slides
21 Nov (Thu)	7-10	<ul style="list-style-type: none">o N-ways Introductiono Outline of module and teaching methodso Topic 1: Introductiono Topic 2: Practical HTML / Advanced HTMLo Additional Topic: www.yourname.como Additional Class Activities / Discussion	 PowerPoint 15Nov02
29 Nov (Fri)	7-10	<ul style="list-style-type: none">o Topic 3: Document and Site Design and Style Guidelineso Topic 4: Graphics & Image Mapso Discussion on Assignment 1o Additional Class Activities / Discussion	 PowerPoint
5 Dec (Thu)	7-10	<ul style="list-style-type: none">o Topic 5: Javascripto Topic 6: HTTP and MIMEo Additional Class Activities / Discussion	 PowerPoint -
19 Dec (Thu)	7-10	<ul style="list-style-type: none">o Topic 7: HTML Formso Topic 8: CGI Scriptso Discussion on Assignment 2o Additional Class Activities / Discussion	 PowerPoint -
		<ul style="list-style-type: none">o Topic 9: Server Configuration	

Course Outline: Additional WPub Web (USQ)

<http://tralvex.com/wpub/usq>



Department of Mathematics & Computing: Unit CSC2406/66209 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media

Address <http://www.sci.usq.edu.au/courses/CSC2406/semester3/index.html> Go Links >>

CSC2406/66209 Web Publishing

Semester 3, 2002

[Home](#)

[Announcements](#)

[Changes](#)

[Introductory Book](#)

[Study Book](#)

[Resources](#)

[Assignments](#)

[Tutorials](#)

[Mailing List](#)

This unit attempts to convey the essential skills and knowledge required to create and maintain high quality web documents and the sites where these are located. The unit will cover document design and preparation, as well as the more technical issues of web-publishing such as CGI scripts, and web site maintenance. Course material will be available via the web only. Practical classes will be provided for internal students. An email list-server will be used to facilitate email communication among students and between staff and students. Some experience programming in a high level language is recommended. Experience with using Linux/Unix is also recommended.

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Course Outline: Layout of Course



Basic:

- **Six** local lectures

Extra:

- **Anywhere, Anytime** via Internet email / WWW access
- 14 weeks of Contact:
6 physical sessions, the rest virtual.

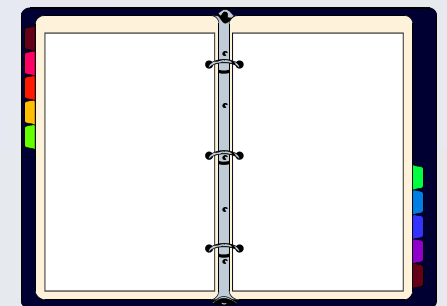
Course Outline:

Strategies for Local Lectures



- **Lecture 1/6**
 - Getting to know each other (to optimize communications)
 - Topic 1: Introduction
 - Topic 2: HTML / Advanced HTML
 - Additional Topic: www.yourname.com
 - Additional Class Activities / Discussion

- **Lecture 2/6**
 - Topic 3: Document and Site Design and Style Guidelines
 - Topic 4: Graphics & Image Maps
 - Discussion on Assignment 1
 - Additional Class Activities / Discussion



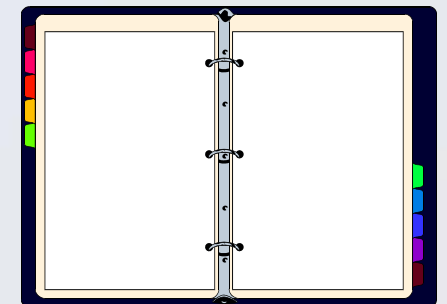
Course Outline:

Strategies for Local Lectures (cont.)



- Lecture 3/6
 - Topic 5: Javascript
 - Topic 6: HTTP and MIME
 - Additional Class Activities / Discussion

- Lecture 4/6
 - Topic 7: HTML Forms
 - Topic 8: CGI Scripts
 - Discussion on Assignment 2
 - Additional Class Activities / Discussion



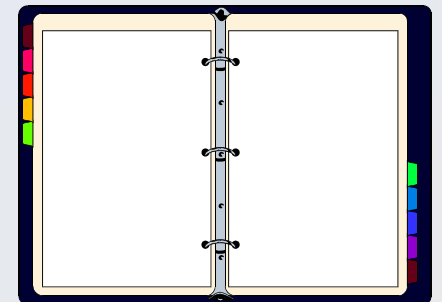
Course Outline:

Strategies for Local Lectures (cont.)



- **Lecture 5/6**
 - Topic 9: Server Configuration
 - Topic 10: Server Security
 - Additional Class Activities / Discussion

- **Lecture 6/6**
 - Topic 11: Future of Web Publishing
 - Exam Preparations
 - Additional Class Activities / Discussion

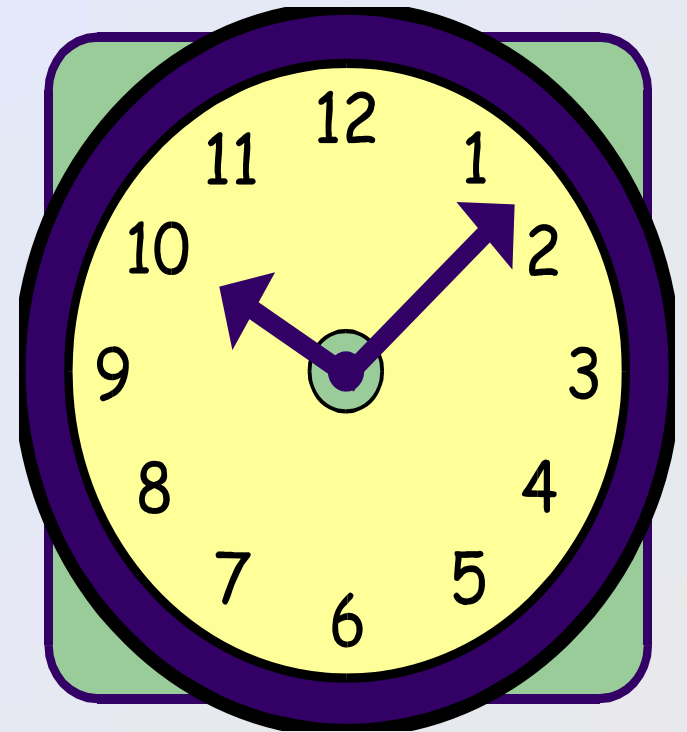


Course Outline:

Virtual Office Hours



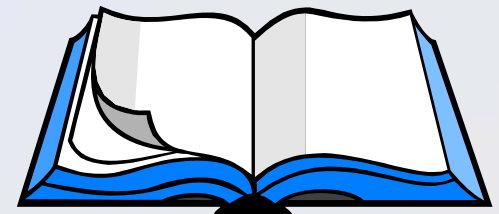
- Via Internet **e-mail** indefinitely
- Via WPub **Website** indefinitely



Course Delivery Methods



- **Open** approach to “Web Publishing”. Welcome all types of **questions**.
- **Live lecturing**
- Maximum use of **Internet**
 - WPub Homepage **<http://tralvex.com/wpub>**
 - Soft copies of notes (in Powerpoint format) can be downloaded from the web.
 - **Past years assignments** are located in the same website.
 - Include many **relevant hyperlinks** to WPub resources.
- Use of **Internet e-mails**:
Students may submit their queries to me anytime.



General References for the Course



- Information Systems related information.
- General computer-related news sources.
- All web links in the WPub website.
- Various ezines, catalogued in the web.
- **Webopedia.com**
<http://www.webopedia.com>
- **Whatis.com (Computer Science Dictionary)**
<http://whatis.com>
- **Technology Encyclopedia**
<http://www.techweb.com/encyclopedia>
- **Computing Dictionary**
<http://wombat.doc.ic.ac.uk>
- **Webster Dictionary**
http://work.ucsd.edu:5141/cgi-bin/http_webster

Organization of WPub Website

<http://tralvex.com/wpub>



- Course Schedule
- Selected Articles (soft)
- Past years assignment papers
- Miscellaneous Documents, eg. Class list
- Web Resource:
 - On-line Computing Resources
 - WPub
 - Module 1, 2, 3....,

The screenshot shows a web browser window displaying the CSC2406 Web Publishing (WPub) website. The page header includes the USO logo and the course title. Below the header, there is a section titled "Course Schedule" which contains a table with columns for Date (DD/MM/YY), Time (pm), Progression, and a link icon. The table lists the course schedule for the semester.

Date (DD/MM/YY)	Time (pm)	Progression	Link
27 Nov 11:00	11:00	• Review Introduction • Outline of modules and teaching methods • Topic 1: Introduction • Topic 2: Practical HTML / Advanced HTML • Additional Topics: www.yourname.com • Additional Class Activities / Discussions	Link
29 Nov 11:00	11:00	• Topic 3: Document and Site Design and Style Guidelines • Topic 4: Graphics & Image Maps • Discussion on Assignment 1 • Additional Class Activities / Discussions	Link
1 Dec 11:00	11:00	• Topic 5: Javascript • Topic 6: HTTP and MIME • Additional Class Activities / Discussions	Link
18 Dec 11:00	11:00	• Topic 7: HTML Forms • Topic 8: CGI Scripts • Discussion on Assignment 2 • Additional Class Activities / Discussions	Link
2 Jan 11:00	11:00	• Topic 9: Server Configuration • Topic 10: Server Security	Link

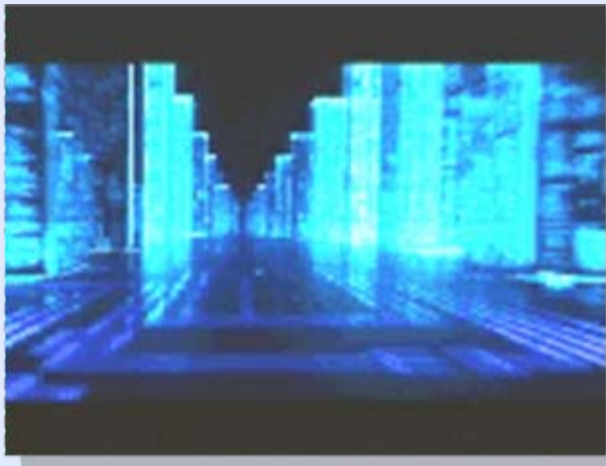
Hollywood and Web Publishing

Hackers (1995), The Net (1998) & feardotcom (2002)



List 5 aspects
of Web in
this movie.

The Net (1998)



Hackers (1995)



Feardotcom (2002)

Topic 1: Introduction to Internet

History of Internet

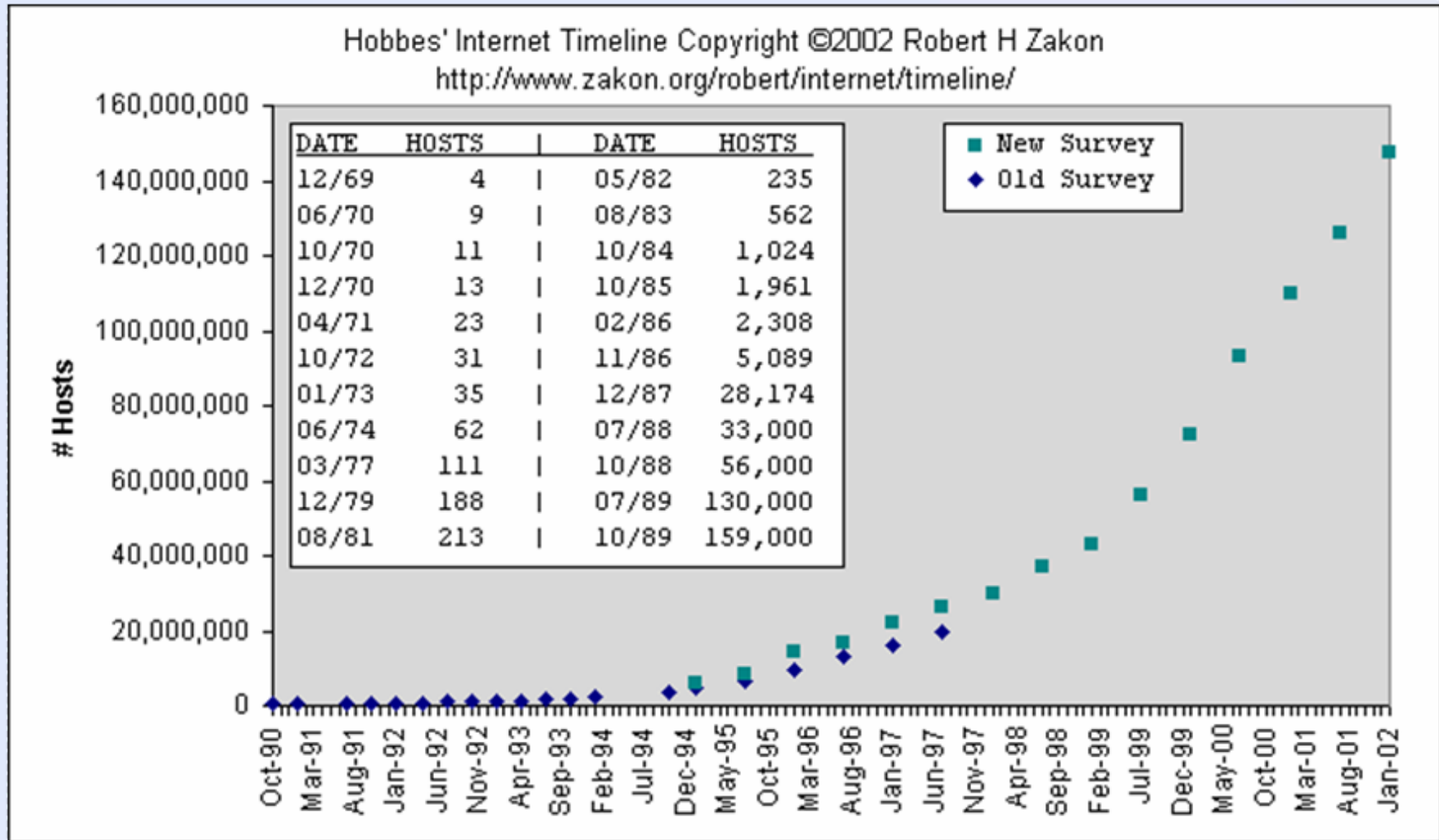


- **1957** USSR launches Sputnik, first artificial earth satellite. In response, US forms the Advanced Research Projects Agency (ARPA), the following year, within the Department of Defense (DoD) to establish US lead in science and technology applicable to the military
- **1961** Leonard Kleinrock, MIT: "Information Flow in Large Communication Nets" (May 31) First paper on packet-switching (PS) theory
- **1969** ARPANET commissioned by DoD for research into networking
- **1980** ARPANET grinds to a complete halt on 27 October because of an accidentally-propagated status-message virus
- **1985** .com .edu .org .gov
- **1989** Number of hosts breaks 100,000
- **1993** Mosaic takes the Internet by storm; WWW proliferates at a 341,634% annual growth rate of service traffic
- **1994** Singnet
- **1995** Traditional online dial-up systems (CompuServe, America Online, Prodigy) begin to provide Internet access
- **1997** Domain name business.com sold for US\$150,000
- **2001** .biz .info
- **2002** .name .coop .aero

Details: <http://www.zakon.org/robert/internet/timeline/>

Topic 1: Introduction to Internet

History of Internet (cont)



Topic 1: Introduction to Internet

In a Nutshell



- **Internet Protocols:** TCP/IP, HTTP, SMTP, FTP, NNTP
- **IP Addresses**
 - Today: 0.0.0.0 to 255.255.255.255
 - IP v6.0 Proposal: 105.220.136.100.255.255.255.0.0.18.128.140.10.255.255
or 69DC:8864:FFFF:FFFF:0:1280:8C0A:FFFF
- **Domain names:** .edu .com .org .net .mil .biz .name .info
 - www.usq.edu.au
 - www.sci.usq.edu.au
- **Port numbers**
HTTP (80), FTP (21), SMTP (25), POP3 (110), ICQ (5190, adaptive)
- **World Wide Web** – through Browser – Mosaic
- **URL** `http://www.sci.usq.edu.au:80/courses/CSC2406/index.html`

http	www.sci.usq.edu.au	80	courses/CSC2406	index.html
protocol	host	port	path	resource
- **URL Addressing**
 - Absolute *www.aa.com/pub/index.htm*
 - Relative *./pub/index.htm* or *pub/index.htm*

Topic 1: Introduction to Internet

Internet in the real world



Client

Dell PC

IE Browser

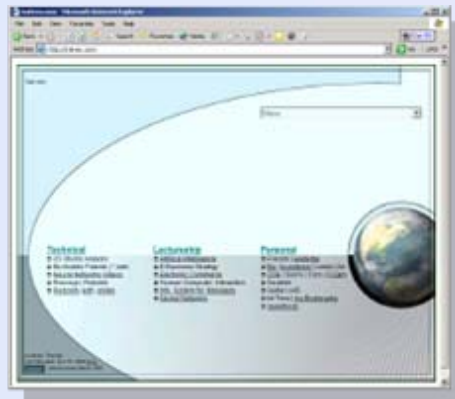
202.166.126.231

Server

tralvex.com

Apache Server

203.194.240.135



Class Activity 1: Group Discussion

What Web Publishing can do for you (personal and work aspects)? (cont)



1.0 How to get started?

- **Method 1:** Free Homepage registration, eg. *yourname.bravepages.com*
 - geocities.com (15mb, part of Yahoo), bravepages.com (50mb)
 - Homepage Hosting Reviews <http://www.internet-tips.net/Homepages/freehosts.htm>
- **Method 2:**
 - **Step A:** Domain name registration, eg. *tralvex.com*
 - icdsoft.com (Name registration: USD5/yr. Web hosting: USD5/mth)
 - Register.com or Networksolutions.com (Name registration only, USD35/yr)
 - **Step B:** Web Hosting registration
 - Free: freeservers.com
 - Paid: icdsoft.com (USD5/mth), ipowerweb.com (USD7.95/mth)
 - Good Web Hosting review: www.webhostingratings.com

2.0 Choose either Method 1 or 2 and email me your homepage address by next lecture.

Topic 2: Practical HTML / Advanced HTML

Introduction

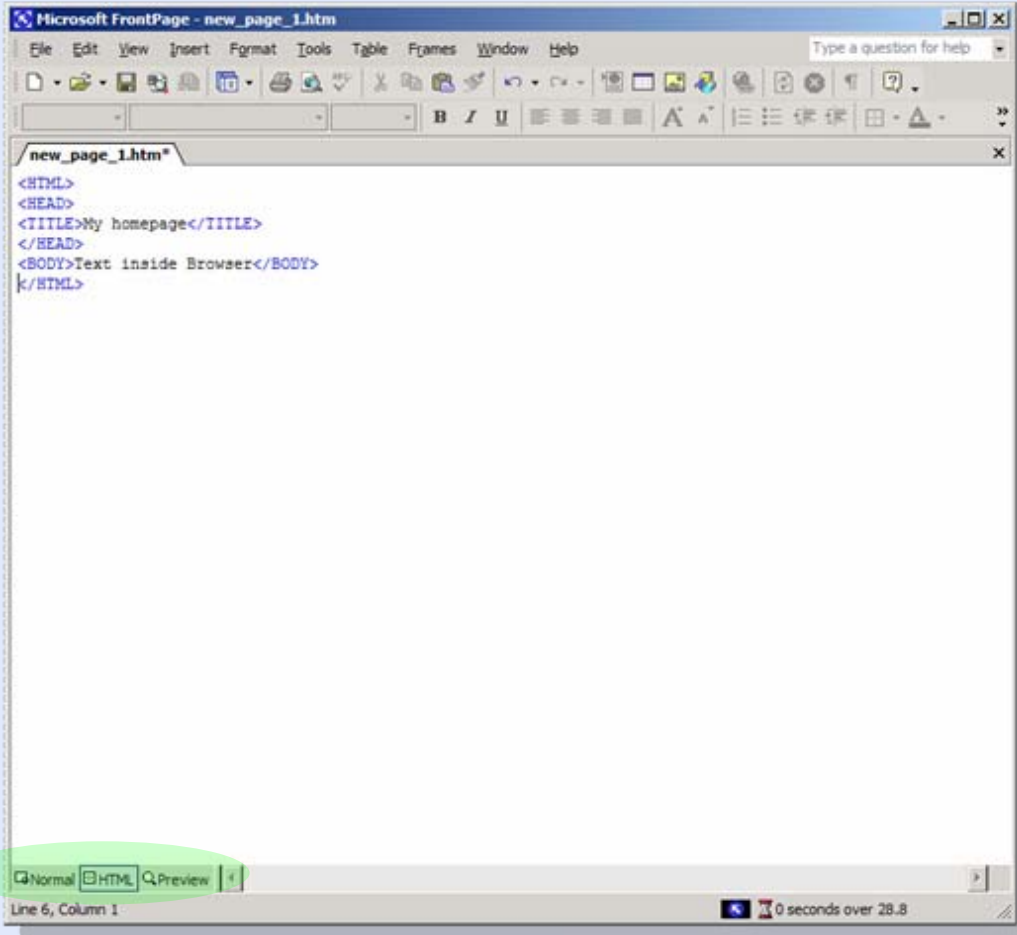


- HTML (HyperText Markup Language): The authoring language used to create documents on the World Wide Web.
- HTML defines the structure and layout of a Web document by using a variety of tags and attributes.

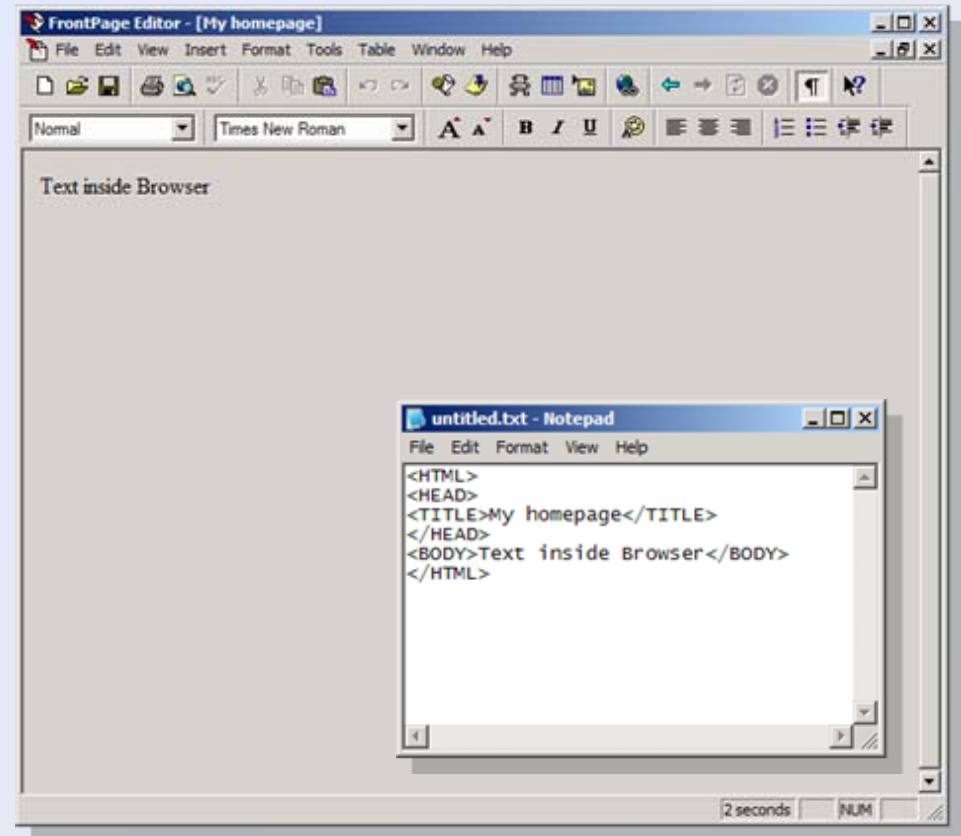
```
<HTML>  
<HEAD>  
<TITLE>My homepage</TITLE>  
</HEAD>  
<BODY>Text inside Browser</BODY>  
</HTML>
```

Topic 2: Practical HTML / Advanced HTML

HTML Coding through FrontPage – Integrated Interface



Ideal: FrontPage 2000 or FrontPage 2002 (XP)



Alternative: Notepad & FrontPage 97
<http://tralvex.com/pub/edu/wpub/szip/fp97.zip>

Topic 2: Practical HTML / Advanced HTML

HTML Coding through FrontPage – Integrated Interface



Basic HTML

- Background
- HR
- Colours
- Paragraph
- H1...H6
- List Elements
- Alignment
- Font Styles
- Images
- Hyperlink
- Bookmark

Advanced HTML*

- Tables: Basic, Colors, Merging, Blank Cell,
- Frames
- Target
- `<meta http-equiv="Refresh" content="0; URL=http://web.com">`

Class Activity 2: Reading & Discussion

“Australia’s Information Economy: The Big Picture”, Allen Consulting Group & Monash University

The image shows the cover of a report. The top half is split into a grey left section and a dark red right section. The grey section contains the text: 'April 2002' and 'A Report for the National Office for the Information Economy (NOIE)'. The dark red section contains the title 'Australia's Information Economy' in white. Below this, on a white background, is the subtitle 'The Big Picture'. At the bottom, there is a horizontal line. Below the line, on the left, is 'The Allen Consulting Group' and on the right is the 'MONASH UNIVERSITY' logo.

April 2002

A Report for the National Office for the Information Economy (NOIE)

Australia's Information Economy

The Big Picture

The Allen Consulting Group

MONASH UNIVERSITY

<http://www.noie.gov.au/publications/publications.htm>

Additional Handouts for Lecture 1



1. “Australia’s Information Economy: The Big Picture”
2. Internet at a glance, 2001



What's in Store for Lecture 2



- Topic 2b: Advanced HTML
- Topic 3: Document and Site Design and Style Guidelines
- Topic 4: Graphics & Image Maps
- Discussion on Assignment 1
- Additional Class Activities / Discussion



End of Lecture 1

Good Night.

