

## Good Design and Practice in Creating your Web Site

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**Pre-requisites:**  
Providing WWW Information

## Programme Session 1

9:15 – 9:25	Introduction	
9:25 – 10:15	Planning your Web Site	Katherine Wipf
10:15 – 11:00	Practical: Exercises 1 – 2	
11:00 – 11:15	Tea Break	
11:15 – 11:45	Using the Web to Publish	Sue Brooks
11:45 – 12:00	Site Plans for Oxford Zoo	Seonaid Woodburn
12:00 – 12:45	Practical: Exercise 3	

## Planning Your Web Site

Site Diagrams  
Directory Structure

## What Impresses You About a Web Site?

- When you are “surfing?”
- When you are looking for information?



## Structuring Information into Web Pages

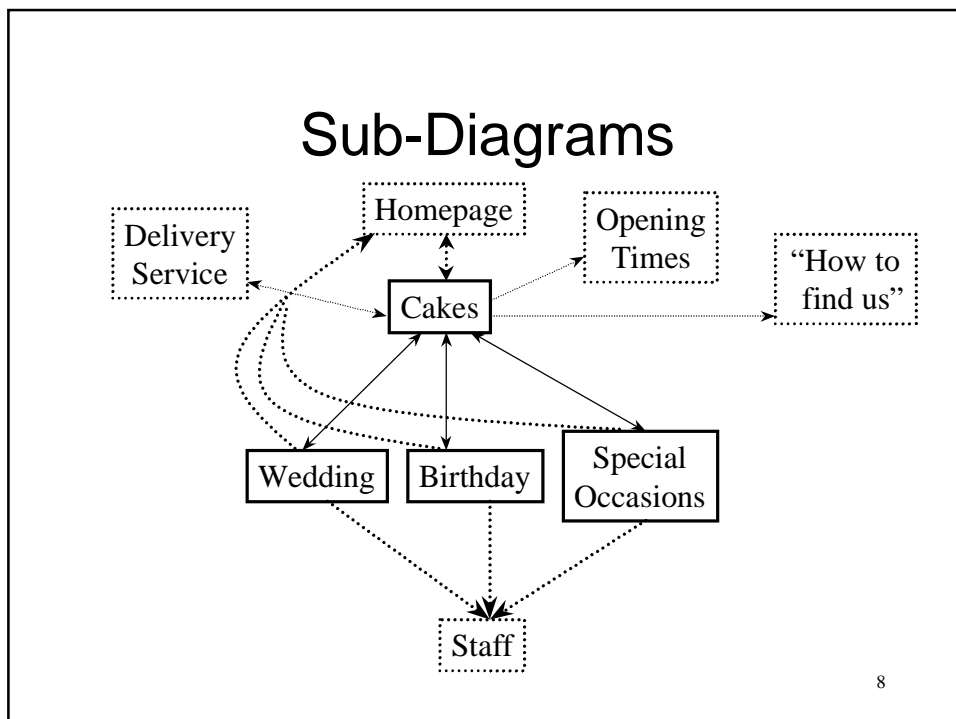
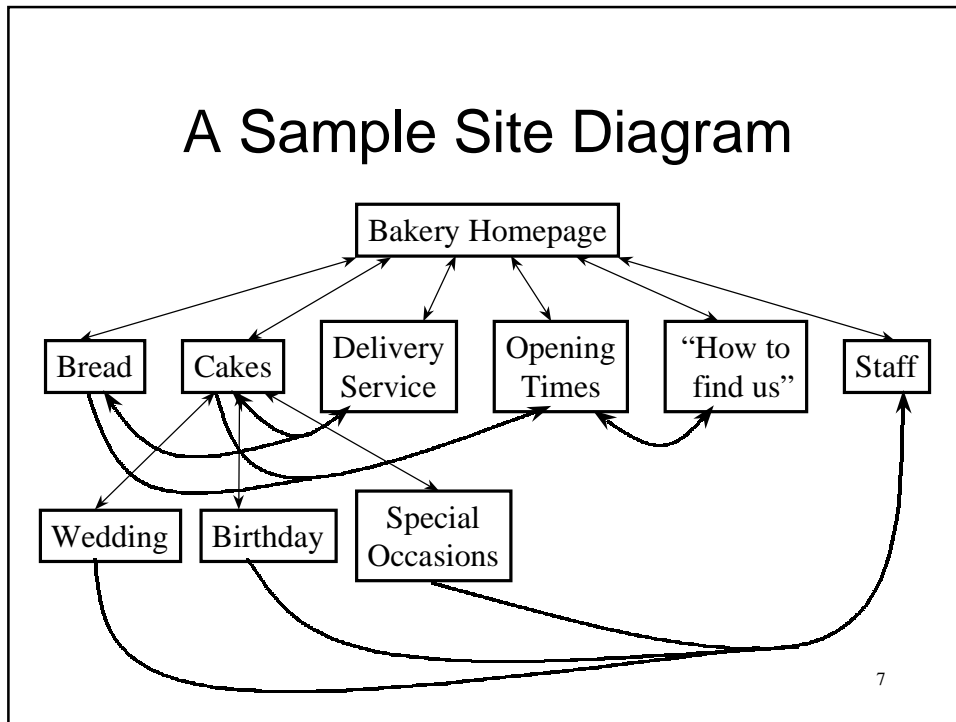
- What are the main areas of information?
- How can they be divided into pages?
  - Separate small pages
  - Long structured ones with internal links
- How do the pages relate to each other?
- Reuse information - hypertext

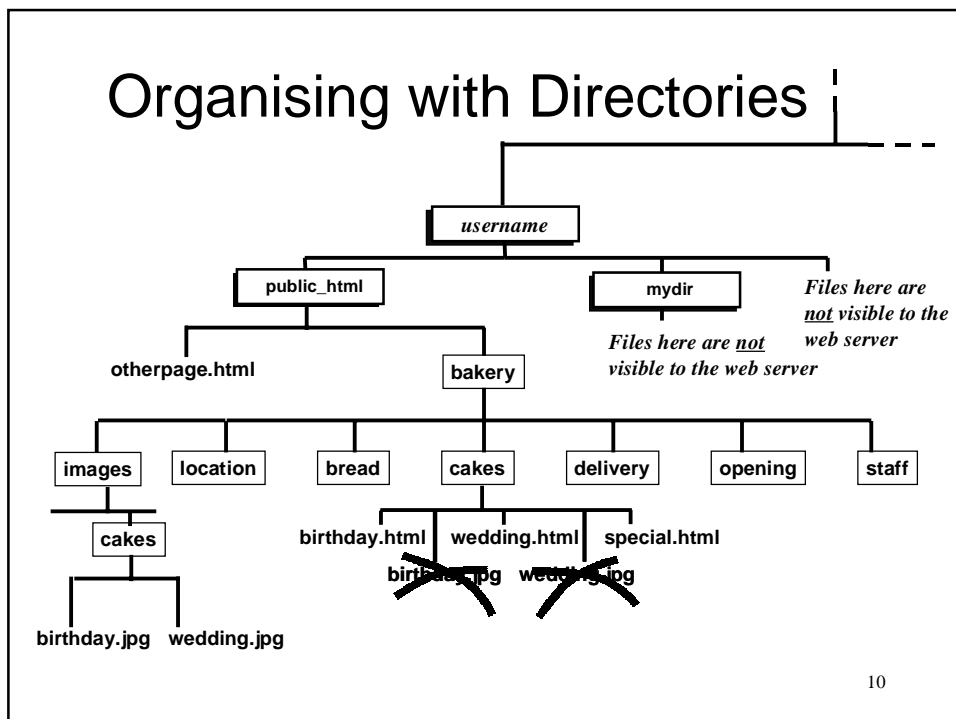
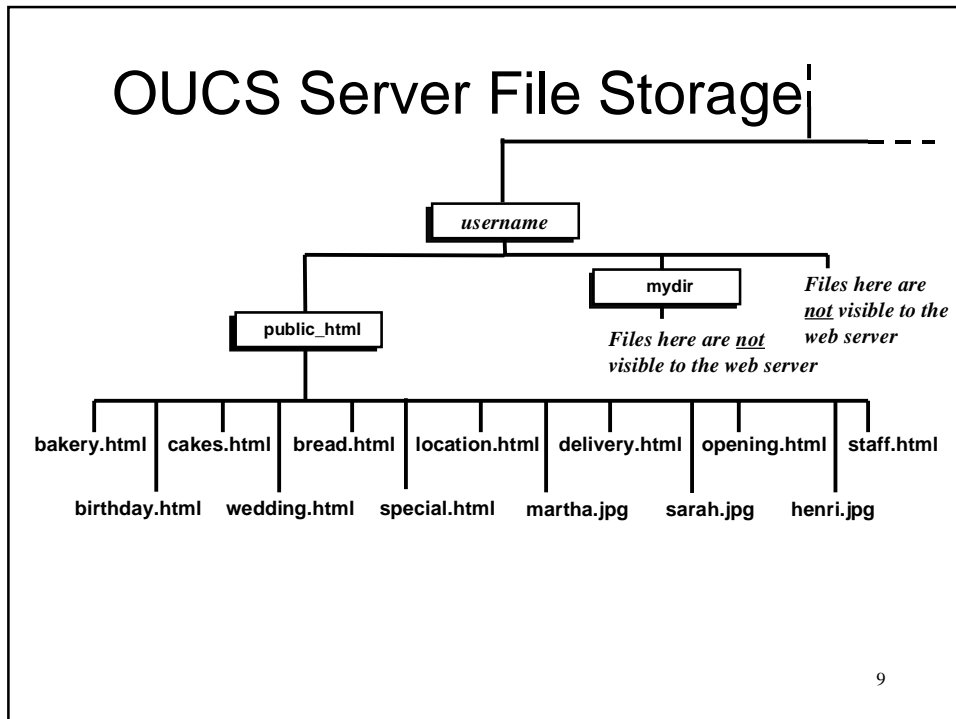
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## Putting it on Paper

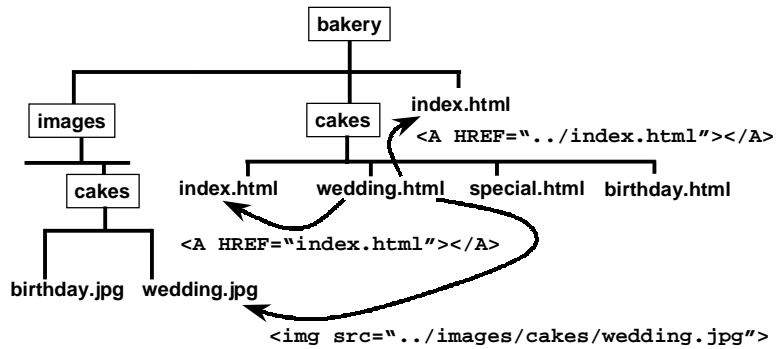
- Write Some Notes
- Diagram the structure of your site
- Talk to the other people

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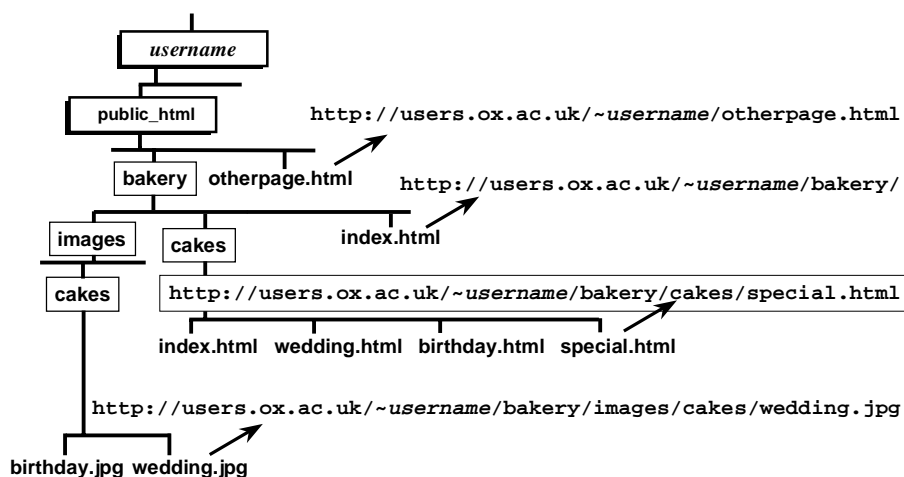


## Images and Hypertext Links: Using Relative References



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## URLs on the OUCS Server



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## Absolute versus Relative References

Absolute reference: `<A HREF="http://users.ox.ac.uk/~username/bakery/index.html"></A>`

- Very long names
- Easily leads to "broken link" syndrome

Relative reference: `<A HREF="../index.html"></A>`

- Shorter names
- Can reduce "broken link" syndrome

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## Essential Unix Commands

Command	Description	Examples
cd	change directory	cd cakes cd ~/bakery/cakes
ls	list directory contents	ls -l ls ~/bakery
mkdir	make a new directory	mkdir staff mkdir ~/bakery/staff
mv	move a file or rename a file	mv special.html cakes mv bday.html birthday.html
chmod	modify file protection	chmod a+r birthday.html chmod -R a+r cakes
quota	check available web file space	quota

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## Summary

- Diagram the site *before* writing any HTML
- Remember that addresses depend on directory structure
- Plan a directory structure *before* publishing
- Use intuitive filenames
- `index.html` - default page for any directory
- Use relative rather than absolute links

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