

Introduction and Web Development Strategies



PRESENTED BY – ANUPAMA PANDEY
DEPARTMENT OF COMPUTER SCIENCE

World Wide Web

- ▶ World Wide Web, which is also known as a Web, is a collection of websites or web pages stored in web servers and connected to local computers through the internet.
- ▶ These websites contain text pages, digital images, audios, videos, etc. Users can access the content of these sites from any part of the world over the internet using their devices such as computers, laptops, cell phones, etc.
- ▶ The WWW, along with internet, enables the retrieval and display of text and media to your device.

History of WWW

- ▶ WWW is created by Sir Tim Berners Lee in 1989 at CERN in Geneva.
- ▶ In 1990, the first text only browsers were setup and CERN scientist could access hypertext files and other information at CERN. HTML was based on a subset of the standard generalized markup language (SGML). To transfer HTML document to remote sites a new protocol was devised called HTTP (Hyper Text Transfer Protocol).
- ▶ In the fall of 1991, conference goes around the work started hearing about the promise but sparks still were not flying.
- ▶ In 1993, there are only about 50 websites world wide. A browser that allowed user to take advantage of the web's graphical capabilities was developed at the National center for Super Computing application (NCSA). NCSA called the browser Mosaic.

Protocols Governing Web

Protocol: A protocol is a set of rules that is used to communicate applications to each other.

OR

A protocol is the interface required for communicating the different applications.

Classification:

- ▶ HTTP
- ▶ TCP/IP
- ▶ FTP
- ▶ E-MAIL
- ▶ e. TELNET

website

- ▶ A website (also written as web site) is a collection of web pages and related content that is identified by a common domain names and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com.
- ▶ All publicly accessible websites collectively constitute the World Wide Web. There are also private websites that can only be accessed on a private network, such as a company's internal website for its employees.
- ▶ Websites are typically dedicated to a particular topic or purpose, such as news, education, commerce, entertainment, or social networking. Hyperlinking between web pages guides the navigation of the site, which often starts with a home page.

Web Application

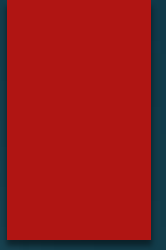
- ▶ A **web application** (or **web app**) is application software that runs on a web server, unlike computer-based software programs that are run locally on the operating system (OS) of the device. Web applications are accessed by the user through a web browser with an active network connection.
- ▶ These applications are programmed using a client–server modeled structure—the user ("*client*") is provided services through an *off-site* server that is hosted by a third-party.
- ▶ Examples of commonly-used web applications include: web-mail, online retail sales, online banking, and online auctions

Web design

- ▶ Web design refers to the design of websites that are displayed on the internet. It usually refers to the user experience aspects of website development rather than software development.
- ▶ Web design used to be focused on designing websites for desktop browsers; however, since the mid-2010s, design for mobile and tablet browsers has become ever-increasingly important.
- ▶ A web designer works on the appearance, layout, and, in some cases, content of a website. Appearance, for instance, relates to the colors, font, and images used. Layout refers to *how* information is structured and categorized.
- ▶ A good web design is easy to use, aesthetically pleasing, and suits the user group and brand of the website. Many webpages are designed with a focus on simplicity, so that no extraneous information and functionality that might distract or confuse users appears.
- ▶ As the keystone of a web designer's output is a site that wins and fosters the trust of the target audience, removing as many potential points of user frustration as possible is a critical consideration.

Web hosting

- ▶ A Web host is an organization that sells or leases memory space on its servers. Web hosting is typically done in a data center, which provides services to clients that enable them to publish websites on the Internet.
- ▶ A Web host can also provide data center space and an Internet connection for servers owned by others. The service provided by a Web host is called Web hosting.



Thank you