

OCR LEVEL 2
CERTIFICATE
FOR IT USERS

CLAIT PLUS
2006

Unit 7

Web Site Creation
for Microsoft Office 2002/2003

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RECOGNISING ACHIEVEMENT



Liberty Hall
Limited

Educational Publishers

ISBN 1 84224 299 7

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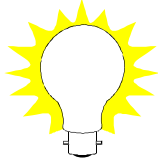
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Objectives

By the end of the chapter you should be able to

- create, define and save web pages
- use meta tags to describe page content
- format text, links and backgrounds using body tags
- use standard content



1.1

Introduction

You will be familiar with web pages. They contain information made up of colourful displays of words and graphics that are viewed in a **web browser**. The pages also contain special text areas or buttons which, when clicked with a mouse, change the display to a new page.

The basic method by which this is achieved is quite simple:

- The screens or pages are each generated from separate files that are stored on a Web server computer that is connected to the internet.
- The files for the pages are written in computer language called HTML
- Graphics and pictures are stored in separate files that are referenced by the HTML files.
- To view a web page, its address on the web server is entered into a browser such as Netscape Navigator or Internet Explorer, which then downloads the files from the Web server via your network connection.

A web site is made up of all the related HTML and image files on the web server computer.

Developing a web site is all about designing and producing HTML pages and graphics in an organised way before transferring (or publishing) them to a web server.

It is not essential to learn HTML in order to be able to produce web pages. There are many web design software packages that allow you to enter your content in a similar way to a word processor or desktop publisher and will automatically produce the HTML for you. Examples include Microsoft FrontPage and Macromedia DreamWeaver. This book will use FrontPage.

However, it is useful to have an understanding of the basic features of HTML. It is often more convenient to make direct modifications to web files in order to obtain the exact content or effect required.



Note that:

- The first tag in the structure is **<html>** and the last is **</html>**. These tell the browser that the document is written in HTML
- The head section is contained within **<head>** and **</head>** tags
- The text between the title tags in the head section appears in the browser's title bar and not in the main window.
- The body section is contained within **<body>** and **</body>** tags
- The text in the body area appears in the browser window.

In summary, a web page is defined by a plain text file, whose file name ends in .htm or .html. The file is written in HTML and contains the content to be displayed along with formatting instructions included in Tags.

1.3 Creating Web Pages

Other software such as Word and Publisher can also be used as a WYSIWYG web editor. However, they tend to produce very complex code.

There are two basic approaches to creating web pages:

- To use a text editor and write directly in HTML
- To use a WYSIWYG (What You See Is What You Get) editor such as FrontPage that generates HTML automatically.

Using a text editor has the advantage that you only need very basic software to create a web page but you do need to know the details of HTML. With this knowledge and using a text editor, you have better control over the page layout and content as compared with using automatic HTML generation.

A WYSIWYG editor allows you to concentrate on the appearance of the page and not the detail of the coding producing a particular layout. In the past, WYSIWYG editors were often only “nearly” WYSIWYG and, in addition, produced very complicated HTML output. Current editors are much better, and can produce fairly clean code.

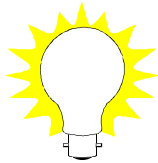
Many professional authors will use a combination of these approaches, i.e. use a WYSIWYG editor to quickly produce a basic layout for objects such as tables and then edit the HTML directly to refine the output. In fact, WYSIWYG editors always include a direct HTML text editing facility.

A Creating Web Pages using a Text Editor

A text editor is a program that can generate files in a plain text format without additional proprietary or binary code.

MS Windows includes two programs that can be used as text editors, Notepad and WordPad, both available from the accessories menu. Notepad is more basic in appearance but only stores in plain text format and so is safer to use.





Objectives

By the end of the chapter you should be able to

- insert text
- insert images
- set image attributes
- format text
- use special characters
- create and format tables

2.1 Inserting Text

In Chapter 1, we showed how to enter text into a web page using either a text editor or FrontPage. In many instances, the text will have already been prepared using another software package. In this section we show how to import (or insert) pre-prepared text into a web page. First of all, you need to be able to recognize suitable files that contain text.

A File formats

There are many different file formats used on a computer to store for example, word processing documents, spreadsheets, web pages and images of different types. The different file formats can be recognised by their file extensions. The common text extensions and formats are:

.txt extension i.e. a plain text document

.doc extension i.e. a word processor document

A plain text document has no special characters or coding other than just the text. Because a web page is also a plain text document, pre-prepared text stored with a **.txt** extension is the simplest to insert into a web page.

If a word processor document is to be used, the web editor being used must also be able to interpret the particular file format in order to insert text from the file. Most WYSIWYG web packages can deal with a wide range of file formats and convert to plain text.

Alternatively, the **Save As** function of the word processor package itself can be used to first store the text in a plain format with a **.txt** extension.

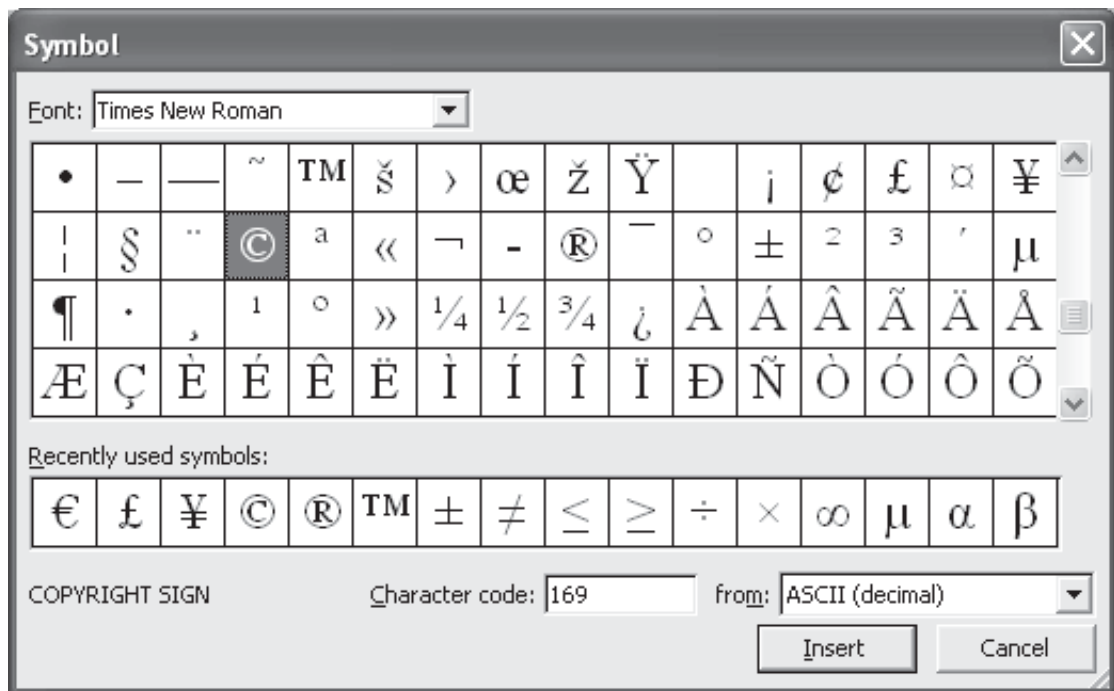


2.5 Using Special Characters

Sometimes you will need to use special characters that are not shown on the keyboard.

This could include the copyright symbol © or a character with an accent such as é. The easiest way to add a special character is to use a WYSIWYG editor such as FrontPage.

To do this with FrontPage, first position the cursor to where the special character is required. Then select **Symbol** from the **Insert** menu to show the dialog box below.



In this dialog box, select the required character with the mouse and click on the Insert button to add the character. You should only choose characters from a font that you know will be on the web page user's computer.

This method is only foolproof if the user is in a Microsoft Windows environment. On other computer systems or in other countries, the special characters may be displayed incorrectly because their standard character set is different.

It is possible to tell the browser which character set is intended by using a http-equiv meta tag :

```
<meta http-equiv="content-type" content="text/html; charset=ISO-8859-1">
```

where ISO-8859-1 corresponds to Western European characters. Most WYSIWYG web page editors will automatically add this meta tag with an appropriate charset attribute.



Table Alignment

Align attributes can be included within the <table> tag to position the table on the page. e.g.

```
<table align = "right"> or <table align = "left">
```

The default value (if the attribute is not specified) is left.

If the table is to be centred, it is better to use <center> and </center> tags around the whole table. A "center" value for the align attribute in the table tag can be used but is not supported by all browsers.

Cell Alignment

The contents of a cell can also be positioned by an align attribute within the cell <td> tags i.e.

```
<td align="left" > or  
<td align="center " > or  
<td align="right" >
```

In this case, "center" is acceptable.



Activity 2.2

1. Create a new directory called **activity22**.
2. In this directory create a new directory called **images**.
3. Open a blank page in FrontPage.
4. Enter the text "Cultural Tours", format as Heading 1 and Centre.
5. Position the cursor below this text and select the Table, Insert, and Table menu item to bring up the Insert Table dialog box.
6. Enter 2 rows and 4 columns into the Size section of the dialog box.
7. At this stage, leave the other values in the dialog box at their default settings.
8. Click on the OK button to insert the table.
9. Enter the text "Rome" into the bottom left hand cell, and Paris, London, and Venice into the following cells in the same row.
10. Select the left cell of the first row and use the Insert, Picture, and Clip Art menu item to find and insert a picture to illustrate "Rome". It is not important for this table example what the pictures are, but they should be very approximately square.
11. Repeat to insert pictures into each cell of the top row.
12. Check the picture format of each image using the Picture Properties Dialog box. Make sure that either the GIF or JPEG radio buttons are selected.

