

MA Web Design & Content Planning

Webpage Design

Week 2: The structural layer

Anatomy of a web page
XHTML elements
Tags, attributes and values
Markup structure & relationships
 Block/Inline
 Child/Parent
XHTML rules and good practice
Links and URLs:
 Absolute
 Relative to document
 Relative to web root
Semantic markup
DOCTYPE
Characters and encoding
Code validation

References

Web Style Guide by Patrick J. Lynch and Sarah Horton
CSS and HTML Web Design by Craig Grannell

<http://www.w3schools.com/xhtml/default.asp>

<http://validator.w3.org/>

Week 2 Homework

Read: Chapters 1 and 2 of CSS and HTML Web Design

Read: Chapters 1 and 2 of [Build Your Own Website the Right Way](#)

Create a simple 4 page website, one homepage and 3 sub-pages in order to showcase the three examples of good design that you identified in your Week 1 homework. Remember that, at this stage, we are only interested in the structure of the pages and so there will be no presentational layer. Focus on the XHTML alone and use a simple text editor to complete your work. Do not use a WYSIWYG web editor.

Upload your site to your home area (FTP details will be sent to you).

Use the W3C Markup Validation Service to check your code.

We will review your proto-website in the Week 3.