

Website Development: Week 4

Multimedia Studies Certificate Program
Kansas City Art Institute
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Exercise - Putting it all together

Using Photoshop and Dreamweaver to build a webpage with tables and graphics

Domain Names

Background information for your reference

Homework Assignment

Full color Photoshop design comp of the template for your site. You will turn in a copy of the file to me by uploading it into your directory on the server. If you do not have access to Photoshop outside of class, be sure to complete this assignment in class.

Predefined Design Table Diagram

Follow this diagram to build the HTML tables to support the layout. This design incorporates: Fixed widths and heights, variable heights, nested tables, graphics based type, HTML based type, HTML background colors.



Domain Names

What is a domain name?

1. A domain name is a language-based website address on the Internet.
2. Domain names are the titles we give places on the web which allow us to access them intuitively with a browser.

How do they work?

A website also has a numerical address, called an IP address (similar to the address of your house). The domain name "points" to the IP address, similar to an alias or a shortcut on your computer. This is good because it allows you to change servers without changing your website name.

Example:

<http://www.sprint.com> points to 206.159.101.241

You can type in either version in your browser and pull up Sprint.com

How do I acquire one?

You can purchase/lease a domain name from several companies. The fee typically runs between \$9 - \$35 per year, with discounts to purchase multiple years up front.

Network Solutions

<http://www.networksolutions.com>

Register.com

<http://www.register.com>

Things to watch out for:

You can only reserve a domain name that is not already taken. It is possible to get on a waiting list, but this can take several years.

You may be able to reserve an alternate version of your preferred name such as .net or .biz, although .com is the most memorable.

You cannot purchase a name that is legally trademarked by a company unless you represent said company or use it for a use outside of that company's field or industry. "Cybersquatting" is no longer permitted.

Once you own a domain name, companies will try to get you to pay them for extra services and "features" that you don't need. Don't let them fool you into wasting money or giving up your domain name.

If you let your domain name expire, someone else can sweep it up and you will be out of luck until they let go.

How do I set up my website to use a domain name?

1. Select your preferred domain name
2. Search for availability
3. When you get a name you like, point it to your server. Different hosting providers will require you to provide various level of detailed information along with your domain name configuration. Usually this includes adding a **Name Server** address along with your technical information in the domain name configuration.
4. Once you point the domain name, it can take up to 72 hours to fully propagate across the Internet. Be sure to plan ahead so that you aren't rushing this at the last minute.