

Browser or Web Browser

The software used to view webpages. Examples include Netscape, Microsoft Internet Explorer (MSIE), and AOL. MSIE comes installed on almost all computers. You'll need a regular Internet connection to use a web browser (see ISP).

Domain name

A personalized, registered address for a web page. www.PMCguild.com is the domain name for the PMCGuild, which then 'points' to the server that hosts their web-site. Usually you register your domain name separately with a company such as Verisign/Network Solutions, at www.netsol.com. Fees usually run \$35 a year or less. Think of it as your 'vanity plate' on the Internet.

E-mail Application

A software program on your computer that allows you to download email from your email server. Typical e-mail programs that might come pre-installed are Microsoft's Outlook Express, Outlook, Netscape Communicator, Eudora Lite or Eudora Pro.

FAQ (Frequently Asked Questions)

FAQs are documents that list and answer the most common questions on a particular subject.

FTP (File Transfer Protocol)

The method of moving files between two computers over the Internet. FTP is a way to login to another Internet site for the purposes of retrieving and/or sending files.

HTML (HyperText Markup Language)

The coding language used to create webpages viewable on the World Wide Web. HTML looks a lot like old-fashioned typesetting code, where you surround a block of text with codes that indicate how it should appear. The "hyper" in Hypertext comes from the fact that in HTML you can specify that a block of text, or an image, is "linked" to another file on the Internet (see Link below). HTML files are meant to be viewed using a "Web Browser."

ISP (Internet Service Provider)

An institution that provides access to the Internet in some form, usually for money.

Link (hyperlink)

A link is usually a word, set of words or image that you click on while viewing a web page, that will take you to another web page or image. Often, text links show up underlined in blue, but if you're not sure, simply move your mouse over an area on the web page – if a 'hand' icon shows up, it's a link. Click and go.

Listserv ®

The most common kind of maillist, "Listserv" is a registered trademark of L-Soft international, Inc. see also maillist

Maillist (or Email List)

A (usually automated) system that allows people to send e-mail to one address, whereupon their message is copied and sent to all of the other subscribers to the maillist. In this way, people who have many different kinds of e-mail access can participate in discussions together.

Netiquette

The etiquette on the Internet (see insert).

Newsgroup

The name for discussion groups on USENET.

Search Engine

A (usually web-based) system for searching the information available on the Web. Some search engines work by automatically searching the contents of other systems and creating a database of the results. other search engines contains only material manually approved for inclusion in a database, and some combine the two approaches.

URL or Web Address

Most web addresses look something like <http://www.sitename.com>. To reach a web-site, you can type the web address (be sure to use the exact spelling provided) into the address bar of your web browser, and then hit the ENTER key on your computer. Most web browsers will allow you to skip the <http://> part and simply type in www.sitename.com. You can also save your favorite URLs or web addresses by using the Favorites or Bookmark feature on your web browser. (URL = Uniform Resource Locator)

USENET

A world-wide system of discussion groups, with comments passed among hundreds of thousands of machines. Not all USENET machines are on the Internet. USENET is completely decentralized, with over 10,000 discussion areas, called newsgroups.

Web Host (web server)

A company that hosts the web-space for a site and 'serves' up a web site. Your 'rental space on the web', where all the text and image files of a web site sit. Fees can run from none to hundreds of dollars per month. Free hosts give you a web-site with banner ads, or you can often get some limited web space for free from your Internet Service Provider if you already have an email account. A basic web-hosting package might run in the \$6-25/month range. Web hosting companies abound — shop around and check references before contracting with a web host. You would ask about a future landlord, wouldn't you? :-)



Spectrum Design

■ Graphic Arts • Publishing • Website Development ■

**Internet for Artists**

This seminar will show you how to shop for a website of your own or make an existing one work better and save money in the process. Other topics include: What you need to know about search engines, How to find and be found on the internet, Marketing your own website. Learn how to use the internet to network with other artists and find the resources you need.

Workshop Outline:**Shopping for a website**

- Organizing materials
- Web sites you like, design ideas, identify goals, color issues
- Outline/site plan, text in digital format, images
- Selecting a web designer – look at quality of work, price, references
- Choosing a domain name
- Shopping for a web host (check with your webdesigner (if using one) first)
- Do-it-yourself:
 - Advantages/disadvantages
 - How do I start?

Improving an existing website

- Rate your current site – identify obvious problems. (common problems – handout)
- What do I hope to gain in improving my site?
- Outline new goals. (Improve look/navigation, improve content, improve traffic)

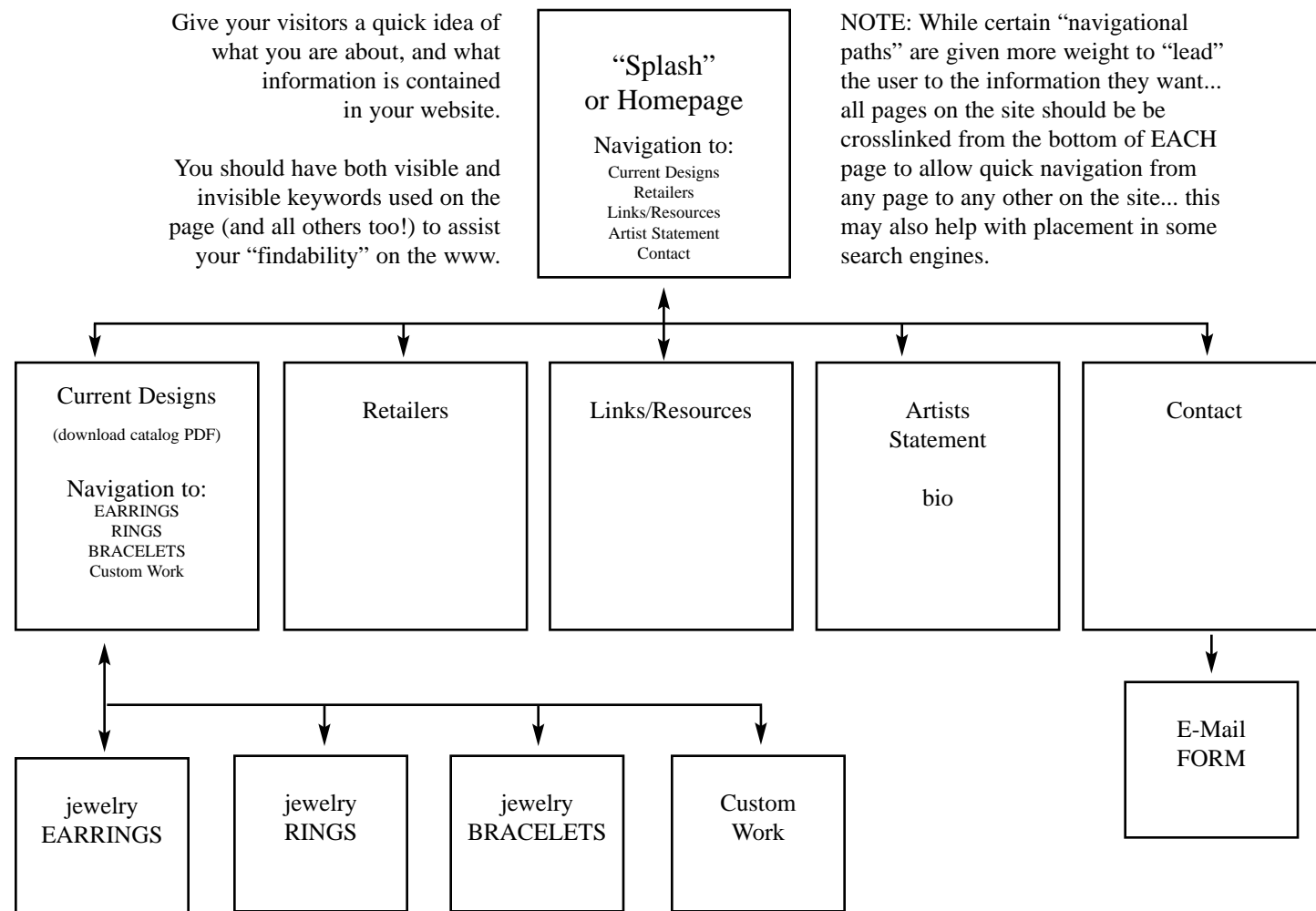
Marketing your website

- How to find and be found on the internet
- What you need to know about search engines, Networking
- Related websites / crosslinking

Networking with other artists on the Internet

- Using email lists
- Discussion boards
- Usenet/newsgroups
- Online Chat
- Web Rings

Sample Siteplan for Artists



11 MONEYSAVING TIPS if you are using a web designer (see insert "Website Development Kit")

1. Identify your goals for the website (what you want it to achieve)
2. Provide a list of example sites you like, and dislike.
3. Provide them with your site plan
4. Have all your text already typed in electronic format. Group your text the same as your siteplan.
5. Indicate in your text what images you want presented where. Mark all your images accordingly.
6. Have everything ready at once. Don't give it to them in dribs and drabs!
7. Work closely with the designer to get the design right before moving ahead. Changes to design once production begins is costly.
8. Specify colors for basic design elements such as links, backgrounds, and text in advance using web-safe colors (see Website Resources)
9. Don't agonize about color. Color will vary on EVERY monitor you view it on. Go for a happy medium.
10. Start small. Better to have a good small site UP than a huge site in progress for months. You can always add later!
11. Decide on ONE person from your business to be the sole contact for the webdesigner.

NOTES:

1. You should strongly consider including your general contact info such as phone, address, etc., on the bottom of every page of your website. You might want to include the e-mail address in graphic form instead of as text... see below.
2. Consider using an email FORM instead of a direct email link on your website to help reduce the amount of unsolicited email (spam) you will receive.
3. Avoid using "frames" to build your website unless you really need them.

Website Resources

www.spectrumwebworks.com/resources.html

Web Servers/Hosts

- <http://www.cnet.com/internet/0-3799-8-9483364-1.html> (What you need to know about hosting)
- <http://serverwatch.internet.com/webservers.html> (Comparisons of web hosts)
- <http://www.allaboutyourownwebsite.com/> (Web hosting, web design, how to make a website)

Website Design

Learn by Example:

- <http://www.lynda.com/resources/inspiration/> (Inspirational web site examples)
- <http://www.pantos.org/atw/35248.html> (Ten Things to Avoid in a web site)
- <http://www.pantos.org/atw/usable.html> (The Usable Web)
- <http://jeffglover.com/sucky.html> (Bad design examples)
- <http://www.ratz.com/features.html> (Examples of good and bad design features)

Beginner Design Sites, Do-It-Yourself:

- <http://www.webdiner.com/webadv/index.htm>
- <http://www.weballey.net/html/>

Web Site Design and Development:

- <http://www.web-source.net/>
- <http://www.pageresource.com/>
- <http://courses.wccnet.org/~colthorp/links/body.htm>

Choosing Web-Safe Colors:

- <http://www.visibone.com/colorlab/>

HTML Tutorials:

- <http://www.htmlgoodies.com/>
- <http://werbach.com/barebones> (Bare Bones Guide to HTML)

Graphics, Design, html, Discussions, Tutorials, Website Templates:

- <http://www.elated.com>
- <http://www.lynda.com/resources/links/>

FTP (moving your files onto the internet)

- <http://www.ftpplanet.com/ftpresources/tutorials.htm> (How to use FTP)

Marketing:

Search Engine promotion:

- <http://searchenginewatch.com/>
- <http://searchengineforums.com/bin/Ultimate.cgi> (Discussion forums)

Software

Tools for website development:

- <http://www.weballey.net/links/Software/> (Software for web development)