BBA(CAM)
GGS Indraprastha University
BBA (CAM)309-Web Designing & Development

UNIT-I
HOURS 10

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UNIT-I

A) An introduction to the World Wide Web

i) Concepts of web technology:-

If you are planning to maintain a Web site then I'm listing few basic skills which you will require to build and maintain a Web site. This list may go to infinite because today there are numerous technologies available and many are coming every day. So you have to plan and affirm on any one of the available technologies and go ahead for your project.

This is not required that you should have knowledge of all the listed skills. If you want to develop a simple Web site then you would needs just first four skills listed here. Rest of the skills are required if you want to go for a bigger and more interactive Web site.

- **Computer Operations:** All you need to know is how to operate a computer - Windows, Linux or Macintosh. This depends on which Web Server you want to host your web site. So you should have basic knowledge of that system only. You should be well acquainted of basic operations like creating file, deleting file, updating file, directory creation, file permission etc.

- **Remote Access:** Most of the times your Web Server will be accessed from remote site only. You should be well aware how to connect a computer from remote site. So at least you should have basic knowledge of *telnet* utility to connect to a remote machine. There are many service providers who will provide you control panel to manage your Web site.

- **File Uploading & Downloading:** As I told you most of the times your Web Server will be on remote site. So you would need to upload and download all the files related to your Web site. So at least you should have basic knowledge of *FTP* utility to connect to a remote machine and download or upload your files. Almost service providers give you facility to upload your files on your Web server.

- **HTML / XHTML Knowledge:** These are the markup languages which you will use to build your web site. So you should have good understanding on these languages. You can refer our tutorial to learn HTML / XHTML.

- **CSS Knowledge:** Cascading Style Sheet knowledge is required to achieve many results which are not possible through HTML or XHTML.

- **PHP Script:** Now a days many sites are being developed using PHP language. This script helps you to create an interactive Web site. You can refer our tutorial to learn PHP Script.

- **PERL Script:** PERL is another language which is being highly used to develop interactive Web Applications. So if you are planning to use PERL to develop your Web site then you can refer our tutorial to learn PERL Script.

- **Java or VB Scripts:** These scripts are required to perform user level validations and to add more interactivity in your Web site. So a web developer is desired to have knowledge of any of the client side scripts.

- **AJAX Technology:** This is the latest technology in the web. Google and Yahoo are using this technology to give a better browsing experience to their site visitors. You can refer our tutorial to learn AJAX Technology.

- **ASP or JSP** : These are another technologies to be used to develop interactive Web sites.

- **Flash Knowledge:** You can plan to use Macromedia Flash to build your Web site. This is a bit time consuming to learn this technology but once you learnt then you can develop very beautiful and attractive web sites using Flash.

- **HTTP Protocol:** As you grow you are desired to have more knowledge about Web. So I would suggest you to go through the web backbone i.e. HTTP protocol as well. You can refer our tutorial to learn HTTP Protocol.

ii) **Web browsers:** - Web Browsers are software installed on your PC. To access the Web you need web browsers, such as Netscape Navigator, Microsoft Internet Explorer or Mozilla Firefox. Currently you must be using any sort of Web browser while you are navigating through my site tutorialspoint.com. On the Web, when you navigate through pages of information this is commonly known as *browsing or surfing*.

iii) **Internet & Intranet**:-

The Internet is essentially a global network of computing resources. You can think about the Internet as a physical collection of routers and circuits as a set of shared resources or even as an attitude about interconnecting and intercommunication. Some common definitions given in the past include:

- A network of networks based on the TCP/IP communications protocol.

- A community of people who use and develop those networks.
- A community of people who use and develop those networks

Intranet is system in which multiple PCs are networked to be connected to each other.

- PCs in intranet are not available to the world outside of the intranet.
- Usually each company or organizations have their own Intranet network and members/employees of that company can access the computers in their intranet.
- Each computer in Intranet is also identified by a IP Address which is unique among the computers in that Intranet.

iv) Protocols the TCP/IP,HTTP,FTP,SMTP

HTTP:- This stands for **H**yper**T**ext **T**ransfer **P**rotocol. This is the protocol being used to transfer hypertext documents thats makes the *World World Wide* possible.

A standard web address such as *http://www.yahoo.com/* is called a URL and here the prefix **http** indicates its protocol

FTP:- Allows a user to transfer virtually every kind of file that can be stored on a computer from one Internet-connected computer to another.

TCP/IP:- TCP/IP is shorthand for a suite of protocols that run on top of IP. IP is the Internet Protocol, and TCP is the most important protocol that runs on top of IP. Any application that can communicate over the Internet is using IP, and these days most internal networks are also based on TCP/IP.

Protocols that run on top of IP include: TCP, UDP and ICMP. Most TCP/IP implementations support all three of these protocols.

SMTP:- This stands for **S**imple **M**ail **T**ransfer **P**rotocol Server. This server takes care of delivering emails from one server to another server. When you send an email to an email address, it is delivered to its recipient by a SMTP Server

B) Planning your web site

i) Doing business on the web:-

Ecommerce is a way of doing business through Internet. Specially when you are selling your product or services through Internet then you are doing ecommerce.
So if you planning to put a web site which will have transactions likes buying or selling items or services then it means you are going to setup an ecommerce web site. If this is the case then I don't think this guide will help you upto a level where should be able to setup an ecommerce site because there are many more things which should be considered while setting up an ecommerce web site.
Still you can start from here : E-commerce hosting are bit expansive but they should not be treated as expansive that you can not start an ecommerce web site. Now a days it is very easy to set up an ecommerce site only thing is that just get in touch of any good service provider and start gathering basic information.
There many service providers who help you to setup your virtual store and charge you unexpectedly very low. Even now google also has started google account service in which you can sell your products through them and all the money will come in your account without any hassle.

ii) An overview of internet commerce providers

Many companies seek to increase their online visibility because of the benefits associated with a strong online identity. Businesses with considerable financial gains are also the ones with a higher rate of web-based customer acquisition. A higher percentage of their revenue comes from online transactions as well.1
At the same time, e-commerce and online shopping present unique challenges. Customers associate online shopping with opportunism, absence of control, and a greater degree of anonymity and uncertainty. There is little assurance that the services or products offered will be of the same quality as those advertised online.2
This white paper suggests that the problem of lack of trust can be dealt with by finding effective channels for promotion and publicity. Familiarity builds trust, and potential customers are more willing to transact online. One of the effective ways to achieve this is through listing one's company with a local business directory. The paper also argues that business directories offer advantages over offline promotion. They are an effective means of gaining exposure, building trust, and establishing a strong online presence.

iii) **A search engine**:- Search Engine is the activity of optimizing Web pages or whole sites in order to make them more search engine friendly, thus getting higher positions in search results. This tutorial will teach you simple SEO techniques to improve visibility of your web pages for different search engines specially for Google, Yahoo and Bing.

iv) **Forming a project team**:- A project team is a group that works together to execute the tasks necessary to meet customer requirements. Before a project team meets for the first time, before they start "forming, storming, norming, or performing," or maybe even before they know they will be working together, the project manager begins laying the foundation for effective teamwork.

v) **Setting goals & objectives**:- Setting goals and working toward them can help you turn your dreams into reality. Goals are things you set to accomplish either in a long period of time or a short period of time.

1. Short Term Goals: These are goals that you can accomplish within a short period of time, i.e. 3 days or 2 weeks. 2. Long Term Goal: These are goals that you can accomplish within a long period of time, i.e. 6 months or 5 years.

vi) **Developing the right business strategy:**- Helping a client to define its true value proposition and using that knowledge to innovate the business model so that existing customers can be better served and share of markets can be extended is one of the roles of any Growth Coach. Developing effective strategy requires directors and senior managers exploring their value statements and learning how use tools like the Organizational Value Quadrant (OVQ)[1] model.The four quadrant tool helps to define distinct operating models that relate a company's positioning relative to the markets served by the business. Knowing which quadrant a client's business operates in and understanding how to navigate within the OVQ form the foundation of all strategic plans. So, what are the four organizational value quadrants, and what do they mean to a business in terms of strategy and investment.

C) HTML

i) **What is HTML:- HyperText Markup Language** (**HTML**) is the main markup language for creating web pages and other information that can be displayed in a web browser. HTML is written in the form of HTML elements consisting of *tags* enclosed in angle brackets (like <html>), within the web page content. HTML tags most commonly come in pairs like <h1> (opening tag) and </h1>(closing tag), although some tags, known as *empty elements*, are unpaired, for example <img>. The first tag in a pair is the *start tag*, and the second tag is the *end tag* (they are also called *opening tags* and *closing tags*). In between these tags web designers can add text, tags, comments and other types of text-based content. The purpose of a web browser is to read HTML documents and compose them into visible or audible web pages. The browser does not display the HTML tags, but uses the tags to interpret the content of the page.

ii) **HTML basics**:-

HTML headings are defined with the <h1> to <h6> tags.

HTML paragraphs are defined with the <p> tag.

HTML links are defined with the <a> tag.

HTML images are defined with the <img> tag.

iii) **Document tags**:- Document tags define the overall structure of an HTML document. There are four tags every HTML document should have. These tags define the what type of document it is, and the major sections. These tags are <HTML>, <HEAD>, <TITLE>, and <BODY ...>. You may also wish to use the <!DOCTYPE ...> declaration under some circumstances.

iv) **Container and empty tags**:- There are two kinds of tags: container and empty.

The **container tag** always wraps around text or graphics and comes in a set with an opening and a closing:

<html> opening tag
</html> closing tag

Notice the forward slash (/) on the closing tag. This tells the browser that the tag has ended.

On the other hand, the **empty tag** stands alone. The tag **
** is one that adds a line break. Empty tags do not have to be wrapped around copy and do not require a closing.

v) **Entering paragraph text on your web page**:-

Linking to another page on the Internet is pretty much a standard part of designing a website, so much so that it is included as a basic skill in any course on creating a

website. When someone clicks on a link on your site, the browser normally takes that person to the top of the new document.

This is the text of the top paragraph. Normally, when a web browser opens a new page, it will take the user to the top of the page.

vi) **The
 tag**:-The
 tag inserts a single line break. The
 tag is an empty tag which means that it has no end tag.

vii) The comment tag:-

<!--This is a comment. Comments are not displayed in the browser-->

This is a paragraph.

viii) Working with HTML text:-

How to Specify Text Size

How to Specify Text Color

How to Specify Text Fonts

How to Format Text

How to Preformat Text

How to Control Line Breaks

How to Use Special Text Characters

The real value of the World Wide Web is information. If the Web is nothing else, it's an amazing and diverse source of information. A true reflection of the people who feed the information into the vast machine, some of the available information is good, and some of it is bad. Some is profoundly important, and some is ridiculously useless. And of course, it all depends on the perspectives of the Web author and the Web surfer. What I find interesting might bore you to tears. What you find entertaining, I might find offensive.

You can find pictures on the Web to show you information. There are movies on the Web so that you can watch information move. And you can seek out audio on the Web so that you can hear information. But by far the most common form information takes is the written word. There are millions of words on the Web. They are constantly being added, continually being revised. These words are written in virtually every language spoken by the human tongue.

ix) Emphasing text implicitly and explicitly

Implicit tags are those that allow the browser to choose, within limitations, how the marked-up text will be displayed. Header tags are actually an example of an implicit tag, since the HTML designer has no control over how much bigger or smaller a header tag will be. Although most browsers will render header tags in somewhat similar ways, others (for instance, nongraphical browsers) have to come up with another system for emphasis, such as underlining or highlighting the text.
Because HTML was originally created with the overriding mission of being displayed on nearly any computer system, implicit tags for emphasis were a necessity. HTML allows the designer to decide what text will be emphasized. But only explicit tags tell the Web browser how to render that text.

Explicit tags are also often called *physical tags*, since they very specifically tell the Web browser how you want the text to physically appear. The browser is given no choice in the matter.

Implicit styles are often called *logical styles*, since they allow the browser some freedom in how it will display the text. These tags, like the header tags, are generally relative to one another, depending on the browser being used to view them.

x) The <block quote> element

<blockquote cite="http://www.worldwildlife.org/who/index.html">
For 50 years, WWF has been protecting the future of nature. The world's leading conservation organization, WWF works in 100 countries and is supported by 1.2 million members in the United States and close to 5 million globally.
</blockquote>

xi) Using<Pre> tag

<pre>

Text in a pre element is displayed in a fixed-width font, and it preserves both spaces and

line breaks

</pre>

Xii) The <Dir> tag

```
<dir>
 <li>html</li>
 <li>xhtml</li>
 <li>css</li>
</dir>
```

xii) The <Font> tag

```
<font size="3" color="red">This is some text!</font>
<font size="2" color="blue">This is some text!</font>
<font face="verdana" color="green">This is some text!</font>
```

xiii) The <Base font> tag

```
<basefont face="cursive,serif" color="#ff9900" size="4"/>
<p>The HTML basefont tag is now deprecated. You should use CSS font to set font
properties instead.</p>
```

xiv) Using lists in web documents

The problem of extracting structured data (*i.e.* lists, record sets, tables, etc.) from the Web has been traditionally approached by taking into account either the underlying markup structure of a Web page or the visual structure of the Web page. However, empirical results show that considering the HTML structure and visual cues of a Web page independently do not generalize well. We propose a new hybrid method to extract general

lists from the Web. It employs both general assumptions on the visual rendering of lists, and the structural representation of items contained in them. We show that our method significantly outperforms existing methods across a varied Web corpus.

xv) Nested ordered

```
<ol>
 <li>One</li>
 <li>Two</li>
 <ol>
  <li>Inner One</li>
  <li>inner Two</li>
 </ol>
 <li>Three</li></ol>
```

xvii) Unordered lists

An unordered list typically is a bulleted list of items. HTML 3.0 gives you the ability to customise the bullets, to do without bullets and to wrap list items horizontally or vertically for multicolumn lists.

```
<UL>
    <LH>Table Fruit</LH>
    <LI>apples
    <LI>oranges
    <LI>bananas
          </UL>
```

xviii) Menu lists

This is a quick CSS tutorial to show you how to create a menu list using either the CSS border style or a background image. The trick is to apply a bottom border to the <li> element, then use the absolute position property to shift the nested elements down to cover the border. It is very flexible — you can easily change the layout by altering the

border or background image. It even works when the browser's font size is being scaled (increased or decreased).

xix) Directory list:- Theoretically, the recommendation has been and still is that DIR element be rendered as a multicolumn directory list.

```
<DIR>
<LI>one
<LI>two
<LI>three
</DIR>
```

xxi) **Definition list**:- A definition list is a list of terms and corresponding definitions. Definition lists are typically formatted with the term on the left with the definition following on the right or on the next line. The definition text is typically indented with respect to the term.

```
<DL>
<LH>List Header</LH>
<DT>Term 1<dd>This is the definition of the first term.
<DT>Term 2<dd>This is the definition of the second term.
</DL>
```

D) Graphics for web pages

i) <img> tag

```
<img src="smiley.gif" alt="Smiley face" height="42" width="42">
```

ii) Scaling down an image

Many/most image editing software tools provide the ability to resize your image. The most common resizing is to scale ***down*** the image. When resizing an image this, you will want to maintain as much clarity as possible. This usually means that you do not want the image scaled merely by having pixels thrown out or duplicated identically. Rather, you probably want the software to do some level of interpolation to smooth the image.

iii) Adding entire images to web pages

By now you know enough to write a very nice, text-based home page, but it is the ability of the Web to provide pictures, technically called images, graphics, or sometimes icons, that has made it so popular. In this Primer, you'll learn how place an image on your page and also how to turn an image into a link to another page.

iv) Working with links

The tags used to produce links are the <a> and . The <a> tells where the link should start and the indicates where the link ends. Everything between these two will work as a link.The target of the link is added to the <a> tag using the href="**http://www.whateverpage.com**" setting.

v) Relative and absolute link

An absolute link defines the location of the document in total including the protocol required to get the document, the server to get it from, the directory it is located in and then the name of the document itself. An absolute link will look like this: Home

A relative link on the other hand takes advantage of the fact that the server knows where the current document is. Thus, if we want to link to another document in the same directory, we don't need to write out the full URL. All we need to use is the name of the file. For example, if we are looking at the link in the previous example, and we want to link to a file called index.html in the same directory, we need not write out the entire URL. A relative link will look like this: Home

vi) **Link tag**:-A hyperlink (or link) is a word, group of words, or image that you can click on to jump to another document. When you move the cursor over a link in a Web page, the arrow will turn into a little hand. The most important attribute of the <a> element is the href attribute, which indicates the link's destination.

Link text

E) Tables ,frames and forms

i) **Creating borderless tables**

```
<TABLE WIDTH="550" CELLPADDING=0 CELLSPACING=0
 BORDER=0 BGCOLOR="#000000">
<TR>
<TD>
 <CENTER>
 <FONT SIZE="3" COLOR="#EEEEEE" FACE="ARIAL">
  <B>THIS TABLE IS OUR TITLE AREA</B></FONT>
 </CENTER>
 </TD>
 </TR>
</TABLE>

<TABLE CELLPADDING=0 BORDER=0 CELLSPACING="0"
   WIDTH="550" BGCOLOR="#66FFCC">
 <TR>
  <TD>
  <FONT FACE="ARIAL">
   <BR>
  In this example, the black region above is one table, and
  this table contains this text. By setting CELLPADDING, BORDER,
 and CELLSPACING all to 0 (ZERO), I can get a clean result!
  <BR>
   
  <BR>
  </FONT>
  </TD>
 </TR>
```

</TABLE>

ii) **Frames**

```
<frameset cols="25%,*,25%">

 <frame src="frame_a.htm">

 <frame src="frame_b.htm">

 <frame src="frame_c.htm">

</frameset>
```

iii) **Forms**

An HTML form is a section of a document containing normal content, markup, special elements called *controls* (checkboxes, radio buttons, menus, etc.), and labels on those controls. Users generally "complete" a form by modifying its controls (entering text, selecting menu items, etc.), before submitting the form to an agent for processing.

```
<FORM action="http://somesite.com/prog/adduser" method="post">
  <P>
  <LABEL for="firstname">First name: </LABEL>
        <INPUT type="text" id="firstname"><BR>
  <LABEL for="lastname">Last name: </LABEL>
        <INPUT type="text" id="lastname"><BR>
  <LABEL for="email">email: </LABEL>
        <INPUT type="text" id="email"><BR>
  <INPUT type="radio" name="sex" value="Male"> Male<BR>
  <INPUT type="radio" name="sex" value="Female"> Female<BR>
  <INPUT type="submit" value="Send"> <INPUT type="reset">
  </P>
</FORM>
```

UNIT-II (Java Script)

i) Introduction to client-side scripting

Client-side scripting generally refers to the class of computer programs on the web that are executed *client-side*, by the user's web browser, instead of *server-side* (on the web server).[1] This type of computer programming is an important part of the Dynamic HTML (DHTML) concept, enabling web pages to be scripted; that is, to have different and changing content depending on user input, environmental conditions (such as the time of day), or other variables.

Client-side scripts are often embedded within an HTML or XHTML document (hence known as an "embedded script"), but they may also be contained in a separate file, to which the document (or documents) that use it make reference (hence known as an "external script"). Upon request, the necessary files are sent to the user's computer by the web server (or servers) on which they reside. The user's web browser executes the script, then displays the document, including any visible output from the script. Client-side scripts may also contain instructions for the browser to follow in response to certain user actions, (e.g., clicking a button). Often, these instructions can be followed without further communication with the server.

ii) Java script

JavaScript (**JS**) is an interpreted computer programming language.[5] It was originally implemented as part of web browsers so that client-side scripts could interact with the user, control the browser, communicate asynchronously, and alter the document content that was displayed.[5] More recently, however, it has become common in both game development and the creation of desktop applications.

JavaScript is a prototype-based scripting language that is dynamic, is type safe, and has first-class functions. Its syntax was influenced by the language C. JavaScript copies many names and naming conventions from Java, but the two languages are otherwise unrelated and have very different semantics. The key design principles within JavaScript are taken from the Self and Scheme programming languages.[6] It is a multi-paradigm language, supporting object-oriented,[7] imperative, and functional[1][8] programming styles.

JavaScript's use in applications outside of web pages—for example, in PDF documents, site-specific browsers, and desktop widgets—is also significant. Newer and faster JavaScript VMs and frameworks built upon them (notably

Node.js) have also increased the popularity of JavaScript for server-side web applications.

iii) JavaScript & data

JavaScript has dynamic types. This means that the same variable can be used as different types:

Example

```
var x;               // Now x is undefined
var x = 5;           // Now x is a Numbervar x = "John";      // Now x is a String
```

JavaScript Strings

A string is a variable which stores a series of characters like "John Doe".

A string can be any text inside quotes. You can use single or double quotes:

Example

```
var carname="Volvo XC60";
var carname='Volvo XC60';
```

You can use quotes inside a string, as long as they don't match the quotes surrounding the string:

Example

```
var answer="It's alright";
var answer="He is called 'Johnny'";
var answer='He is called "Johnny"';
```

iv) Types of scripts

A client-side *script* is a program that may accompany an HTML document or be embedded directly in it. The program executes on the client's machine when the document loads, or at some other time such as when a link is activated. HTML's support for scripts is independent of the scripting language.

Scripts offer authors a means to extend HTML documents in highly active and interactive ways. For example:

- Scripts may be evaluated as a document loads to modify the contents of the document dynamically.

- Scripts may accompany a form to process input as it is entered. Designers may dynamically fill out parts of a form based on the values of other fields. They may also ensure that input data conforms to predetermined ranges of values, that fields are mutually consistent, etc.
- Scripts may be triggered by events that affect the document, such as loading, unloading, element focus, mouse movement, etc.
- Scripts may be linked to form controls (e.g., buttons) to produce graphical user interface elements.

There are two types of scripts authors may attach to an HTML document:

- Those that are executed one time when the document is loaded by the user agent. Scripts that appear within a SCRIPT element are executed when the document is loaded. For user agents that cannot or will not handle scripts, authors may include alternate content via the NOSCRIPT element.
- Those that are executed every time a specific event occurs. These scripts may be assigned to a number of elements via the intrinsic event attributes.

v) Conversion of functions

Javascript (ECMAScript) is a loosely typed language. That does not mean that it has no data types just that the value of a variable or a Javascript object property does not need to have a particular type of value assigned to it, or that it should always hold the same type of value. Javascript also freely type-converts values into a type suitable for (or required by) the context of their use.

Javascript being loosely typed and willing to type-convert still does not save the programmer from needing to think about the actual type of values that they are dealing with. A very common error in browser scripting, for example, is to read the value property of a form control into which the user is expected to type a number and then add that value to another number. Because the value properties of form controls are strings (even if the character sequence they contain represents a number) the attempt to add that string to a value, even if that value happens to be a number, results in the second value being type-converted into a string and concatenated to the end of the first string value from the from control.

That problem arises from the dual nature of the + operator used for both numeric addition and string concatenation. With which the nature of the operation performed is determined by the context, where only if both operands are numbers to start with will the + operator perform addition. Otherwise it converts all of its operands to strings and does concatenation.

The following discussion is illustrated with Javascript generated tables of values resulting from the conversion operations. The headers of those tables display the values as represented in the Javascript source code used rather than their internal representation. So, for example 123e-2 as a number was the

character sequence typed into the source code, the interpreter reads that and generates the number value 1.23 from it for internal use. The various values used for the tests have been chosen to illustrate aspects of type converting, those aspects may not apply to all of the tables presented. However, all of the test values are included in all of the tables (except where no type converting occurs) for full comparison. The bodies of the tables list the results of the various type conversion operations.

vi) **Arrays**:- An array is a special variable, which can hold more than one value at a time.

```
var mycars = new Array();
mycars[0] = "Saab";
mycars[1] = "Volvo";
mycars[2] = "BMW";
```

vii) Operations

The assignment operator **=** is used to assign values to JavaScript variables.

Arithmetic operators are used to perform arithmetic between variables and/or values.

Assignment operators are used to assign values to JavaScript variables.

The + operator can also be used to add string variables or text values together.

viii) Statements

JavaScript statements are "commands" to the browser.
The purpose of the statements is to tell the browser what to do.
This JavaScript statement tells the browser to write "Hello Dolly" inside an HTML element with id="demo":

```
document.getElementById("demo").innerHTML="Hello Dolly";
```

ix) **Functions :**- A function is a block of code that will be executed when "someone" calls it.

```
<html>
<head>
<script>
function myFunction()
{
alert("Hello World!");
}
</script>
</head>

<body>
<button onclick="myFunction()">Try it</button>
</body>
</html>
```

x) **Objects** :- In JavaScript, an object is data, with properties and methods.

```
var txt = "Hello";
```

xi) **Events:**- Events are signals generated when specific actions occur. JavaScript is aware of these signals, and scripts can be built to react to these events. Examples of events include when a user clicks on a hypertext link, changes data in a form entry field, or when a page finishes loading

xii) **Window events**: HTML 4 added the ability to let events trigger actions in a browser, like starting a JavaScript when a user clicks on an element. To learn

more about programming events. Below are the global event attributes that can be added to HTML elements to define event actions.

xiii) **Image events**:- The Image object represents an embedded image.For each <img> tag in an HTML document, an Image object is created.Notice that images are not technically inserted into an HTML page, images are linked to HTML pages. The <img> tag creates a holding space for the referenced image.

xiv) **The window object**:- The window object, which is a top-level object in Client Side JavaScript, represents a window or a frame (within a frameset). Since window object is a top-level object, it contains other objects like 'document', 'history' etc. within it. For example, window.document.frames[i], where i is 1,2,3....., refers to the index of the frame residing in the current window. For a top-level window, the parent and top properties refer to the window itself. For frame, the top refers to the topmost browser window, and parent refers to the parent window of the current window.

If a frame has name and src attribute you can refer to that frame from a sibling frame by using parent.frameName or parent.frames[i], where i is 1,2,3.....
A window object is opened with window.open() and closed with window.close(), if the window does not refer to a frame.

xv) **Opening & closing window**:- You can open multiple windows of the same type, which may be useful when you want to individually display and alter the contents of several regions in a particular editor type. However, in order to streamline window management and avoid accidentally opening multiple windows of the same type, the following behavior is observed when opening windows: If the requested window type is in the background of the screenset, it is brought to the foreground. If the requested window type is already in the foreground, another

window of the requested type is opened. If the requested window is not open in the current screenset, it is opened.

xvi) **Communicating with the user**:- As web sites and applications become richer and more complex, the user experience (UX) becomes critical to their success. This indispensible and full-color book provides practical guidance on this growing field and shares valuable UX advice that you can put into practice immediately on your own projects. The authors examine why UX is gaining so much interest from web designers, graduates, and career changers and looks at the new UX tools and ideas that can help you do your job better. In addition, you'll benefit from the unique insight the authors provide from their experiences of working with some of the world's best-known companies, learning how to take ideas from business requirements, user research, and documentation to create and develop your UX vision.

xvii) **Displaying information on the status bar**:- A **status bar**, similar to a **status line**, is an information area typically found at the bottom of windows in a graphical user interface.[1] A status bar is sometimes divided into sections, each of which shows different information. Its job is primarily to display information about the current state of its window, although some status bars have extra functionality. For example, many web browsers have clickable sections that pop up a display of security or privacy information. A status bar can also be text-based, primarily in console-based applications, in which case it is usually the last row in an 80x25 text mode configuration, leaving the top 24 rows for application data. Usually the status bar (called a *status line* in this context) displays the current state of the application, as well as helpful keyboard shortcuts. One example is the 'vi' text editor of UNIX (from the 1970s) or newer Linux systems.[2] Status lines have been used for more than 30 years[2] to display advisory messages in a predefined area, rather than as pop-up messages in center screen which can block the view of related information. Sometimes, a video game places the player's vital information (such as hit points, lives, and score) on a

similar strip across the top or bottom of the screen; this is also referred to as a status bar.

xviii) Working with time sets:-

The Javascript setTimeout() function allows code to be executed a set time after some trigger, such as when the page has loaded or a button is pressed. This post looks at how to trigger events after a set time with Javascript and alsp how to clear the timeout.

```
<script language="Javascript">

function timeout_trigger() {
   window.alert('Hello!');
}

function timeout_init() {
   setTimeout('timeout_trigger()', 2000);
}

</script>
```

```
<input type="button" value="click me" onclick="timeout_init()" />
```

xix) **The frame object**:- For security reasons, resizing is disabled for **frame** objects that display content hosted on a domain different from the domain hosting the parent document. If you trust the content you are loading into an **frame** object, you can enable resizing by specifying values for the **minWidth** and **maxWidth** attributes of the **frame** element in the source of the parent document. You must specify values for both attributes to enable resizing.

Microsoft Internet Explorer 5.5 supports transparent content for a **frame**. The following conditions must be met to define transparent content for a **frame**.

The **allowTransparency** attribute, used with the **frame** element, must be set to VARIANT_TRUE.

In the **frame** content source document, the **backgroundColor** or **bgColor** attribute of the **body** element must be set to transparent.

<frame frameborder=0 scrolling="no" src="sample.htm">

xx) **The document object**:- When an HTML document is loaded into a web browser, it becomes a **document object**. The document object is the root node of the HTML document and the "owner" of all other nodes: (element nodes, text nodes, attribute nodes, and comment nodes).

The document object provides properties and methods to access all node objects, from within JavaScript.

xxi) **The form object**:-Forms on the page are represented in JavaScript via the form object, and can be accessed in one of the 3 standard ways below:

```
document.yourformname //where yourformname is the name of your form.
document.form.yourformname
document.forms["yourformname"]
```

xxii) **Math object**:-The Math object allows you to perform mathematical tasks.The Math object includes several mathematical constants and methods.

Syntax for using properties/methods of Math:

```
var x=Math.PI;
var y=Math.sqrt(16);
```

Introduction to Active Server Pages

i) **Introduction & what is ASP?**

Active Server Pages (**ASP**), also known as *Classic ASP* or *ASP Classic*, was Microsoft's first server-side script engine for dynamically generated web pages. Initially released as an add-on to Internet Information Services (IIS) via the Windows NT 4.0 Option Pack (ca. 1996), it was subsequently included as a free component of Windows Server (since the initial release of Windows 2000 Server). ASP.NET, first released in January 2002, has superseded ASP.

ASP 2.0 provided six built-in objects: Application, ASPError, Request, Response, Server, and Session. Session, for example, represents a session that maintains the state of variables from page to page.[1] The Active Scripting engine's support of the Component Object Model (COM) enables ASP websites to access functionality in compiled libraries such as DLLs.

ASP 3.0 does not differ greatly from ASP 2.0 but it does offer some additional enhancements such as: Server.Transfer method, Server.Execute method, and an enhanced ASPError object. ASP 3.0 also enabled buffering by default and optimized the engine for better performance.

The use of ASP pages with Internet Information Services (IIS) is currently supported on all supported versions of IIS. The use of ASP pages will be supported on Windows 8 for a minimum of 10 years from the Windows 8 release date

ii) **Applications of ASP**:- *ASP*, a third-party entity that manages and distributes software-based services and solutions to customers across a wide area network from a central data center.In essence, ASPs are a way for companies to outsource some or almost all aspects of their information technology needs. They may be commercial ventures that cater to customers, or not-for-profit or government organizations, providing service and support to end users.

According to ASPnews.com, ASPs are broken down into five subcategories:

Enterprise ASPs -- deliver high-end business applications.

Local/Regional ASPs -- supply wide variety of application services for smaller businesses in a local area.

Specialist ASPs -- provide applications for a specific need, such as Web site services or human resources.

Vertical Market ASPs -- provide support to a specific industry, such as healthcare.

Volume Business ASPs -- supply general small/medium-sized businesses with prepackaged application services in volume.

iii) Elements of ASP

I am writing some pages in ASP.NET VB. Based on some database results I need certain pieces of information to display, basically if a column is not null then write out database value . So far, all the databse connection is called in my .aspx.vb file. Rather than have an asp:label (which creates a not a anyway) I was hoping I could keep all my HTML markup front end, so have some ASP Classic code that looks like:

```
<% if results.item("name").value <> "" then
response.write("<p>" + results.item("name").value + "</p>"
end if%>
```

The problem with this of course is results is not accessible from the front end.

Possibly this is the wrong approach, maybe someone can suggest an alternative if there are better ways. However, I don't like relying solely on Labels, Panels and other built in elements which create spans, divs, etc respectively.

This might sound silly, but there is a reason for this. I need to get some database content into some javascript. Currently I have to load the content into a span (label) which is hidden by css, and then javascript gets the value of this span. I think this is a very poor way of doing things so would prefer to be able to write out exactly when I want it without any unexpected markups.

iv) **Functions of ASP**:- You can write functions in ASP similar to the way you write them in Visual BASIC. It is good programming practice to use functions to modularize your code and to better provide reuse. To declare a subroutine (a function that returns no value), you simply type:

```
<%@ LANGUAGE="VBSCRIPT" %>
<%
```

```
sub SubroutineName( Parameters to Pass In )
   'Code for Sub...
end sub
%>
```

A function differs from a subroutine in the fact that it returns data. To declare a function, the syntax is similar:

```
<%@ LANGUAGE="VBSCRIPT" %>
<%
   function FunctionName( Parameters to Pass In )
      'Code for Function...
   end function
%>
```

Let's look at the code for a function that takes an integer value and returns the square of that value. Also included is code to call the function.

v) **Operators:-**

Operators in ASP fall into four categories Math, Comparisons, the somewhat more advanced Logic operators, and Leftovers(those that don't fit well into any category).

- **ASP Arithmetic Operators**

The mathematical operators in ASP are similar to many other programming languages. However, ASP does not support shortcut operators like ++, --, +=, etc.

Operator	English	Example	Result
+	Addition	myNum = 3 + 4	myNum = 7
-	Subtraction	myNum = 4 - 1	myNum = 3
*	Multiplication	myNum = 3 * 2	myNum = 6
/	Division	myNum = 9 / 3	myNum = 3
^	Exponential	myNum = 2 ^ 4	myNum = 16
Mod	Modulus	myNum = 23 Mod 10	myNum = 3

-	Negation	myNum = -10	myNum = -10
\	Integer Division	myNum = 9 \ 3	myNum = 3

- **Comparison Operators**

Comparison operators are used when you want to compare two values to make a decision.Comparison operators are most commonly used in conjunction with "If...Then" and "While something is true do this..." statements, otherwise known as conditional statements. The items that are most often compared are numbers. The result of a comparison operator is either TRUE or FALSE.

Operator	English	Example	Result
=	Equal To	4 = 3	False
<	Less Than	4 < 3	False
>	Greater Than	4 > 3	True
<=	Less Than Or Equal To	4 <= 3	False
>=	Greater Than Or Equal To	4 >= 3	True
<>	Not Equal To	4 <>3	True

- **Logical Operators**

The above comparison operators result in a truth value of TRUE or FALSE. A logical operator is used for complex statements that must make decisions based on one or more of these truth values.

Operator	English	Example	Result
And	Both Must be TRUE	True and False	False
Or	One Must be TRUE	True or False	True
Not	Flips Truth Value	Not True	False

- **String Operators**

The only string operator is the string concatenation operator "&" that takes two strings and slams them together to form a new string. An example would be string1 = "Tim" and string2 = " is a Hero". The following code would combine these two strings into one: string3 = string1 & string2

Operator	English	Example	Result
&	String Concatenation	string4 = "Bob" & " runs"	string4 = "Bob runs"

vii) Event driven programming:-In computer programming, **event-driven programming (EDP)** or **event-based programming** is a programming

paradigm in which the flow of the program is determined by events—e.g., sensor outputs or user actions (mouse clicks, key presses) or messages from other programs or threads. Event-driven programming can also be defined as an application architecture technique in which the application has a main loop which is clearly divided down to two sections:

- the first is event selection (or event detection)
- the second is event handling.

In embedded systems the same may be achieved using interrupts instead of a constantly running main loop; in that case the former portion of the architecture resides completely in computer hardware.

Event-driven programs can be written in any language, although the task is easier in languages that provide high-level abstractions, such as closures.

viii) **Query strings**:- In the World Wide Web, a **query string** is the part of a uniform resource locator (URL) that contains data to be passed to web applications such as CGI programs. When a web page is requested via the Hypertext Transfer Protocol, the server locates a file in its file system based on the requested URL. This file may be a regular file or a program. In the second case, the server may (depending on its configuration) run the program, sending its output as the requested page. The query string is a part of the URL which is passed to the program. Its use permits data to be passed from the HTTP client (often a web browser) to the program which generates the web page.

ix) **ASP objects**:- ASP built-in objects) that are available to ASP pages. Using ASP built-in objects, you can access to information regarding the Web server,

the client who is accessing a Web page, the Web application that contains the Web page, and the fields in the HTTP request and response streams. The ASP built-in objects are organized by the type of information they contain.The information in ASP built-in objects can also be obtained in a COM component or an ISAPI application. The following table lists the technologies from which ASP built-in objects can be accessed and how to access them.

x) **Database management through ASP**:-Administration modules that I think web developers will find super useful. This preview adds several new features to the IIS7 Admin Tool:

- **Database Manager**: Built-in SQL Server database management, including the ability to create, delete, and edit tables and indexes, create/edit SPROCs and execute custom queries. Because it is integrated in the IIS administration tool it all works over HTTP/SSL - which means you can use the module to remotely manage your hosted applications (even with low-cost shared hosting accounts), without having to expose your database directly on the Internet.

- **Log Reports**: Built-in report visualization with charting support for log files data. Full range selection and custom chart creation is supported, as well as the ability to print or save reports. Like the database manager you can use this module remotely over HTTP/SSL - which means it works in remote shared hosting scenarios.

- **Configuration Editor:** This is a power module that provides complete control over editing all web.config settings within the admin tool. You can configure it to track the changes you make using the UI and have it auto-generate configuration change scripts that you can then save and tweak to re-run later in an automated way.

- **Request Filtering UI:** This admin module provides more control over the new request filtering feature in IIS7. Check out Carlos' blog post for details on how to use it.

- **.NET Authorization:** This admin module provides a custom authorization rules editor which allows you to more easily manage the ASP.NET <authorization> configuration section.

- **FastCGI UI:** This admin module provides more support for editing all the new <fastCGI> settings (for when you use FastCGI modules with IIS7 like PHP).

UNIT-III

Introduction to Dreamweaver

i) **Introduction & what is dreamweaver**?:- Dreamweaver is designed to or is even capable of completely removing the agency of HTML and CSS coding from web design. This is like saying that a nail-gun can completely replace a hammer. A nail-gun will nail the boards together, but it is an imprecise tool, and there is a certain amount of danger while using it. If you can't occasionally fall back on the hammer for more detail-oriented work, then there's a definite limit to what you can build. A skilled carpenter knows how to use the hammer and occasionally does so when the nail-gun just isn't doing what is intended. Dreamweaver, like the nail-gun, is designed to make your life easier. You may never learn HTML or CSS, but without knowing them, you are limited to Dreamweaver's way of doing things. This is not altogether a bad thing: it is simply a slightly narrow perspective on a large field.

ii) Interfaces:-

Learn how to overcome the difficulties and issues encountered in applying operations research and management science to real-life situations. *Interfaces*, a bimonthly journal of INFORMS, is dedicated to improving the practical application of OR/MS to decisions and policies in today's organizations and industries. Each article provides details of the completed application, along with the results and impact on the organization. *Interfaces* is essential reading for analysts, engineers, project managers, consultants, students, researchers, and educators!

iii) The property inspector:-

You can use the text Property inspector to apply HTML formatting or Cascading Style Sheet (CSS) formatting. When you apply HTML formatting, Dreamweaver adds properties to the HTML code in the body of your page. When you apply CSS formatting, Dreamweaver writes properties to the head of the document or to a separate style sheet.

iv) **Setting properties for web page**:-

You can edit the properties for a Web site using Web Site Designer's Detail view. This allows you to edit and manage the file data and meta information associated with each Web page in a Web site.

To edit the Web page properties, do the following:

1. Double-click **Web Site Navigation** in your Web project to open the Web site navigation in Site Designer.
2. Switch to the **Detail** view.
3. Right-click the line that you want to edit. Select the field that you want to edit from the pop-up menu. Make the changes.
4. You can also edit Web site information by right-clicking on any of the fields and selecting one of the following options:
    1. **Sort** to reorder the way the Web pages are organized in the Detail view.
    2. **Renumber IDs** to change the ID number.
    3. **Web Site properties** to specify and edit the Web Site template, the Author and the Description of the Web site.
5. Press **CTRL+S** to save your changes.

v) **Text formatting**:- Since the invention of MacWrite, the first WYSIWYG word processor, in which the typist codes the formatting visually rather than by inserting textual markup, word processors have tended to save to binary files. Opening such files with a text editor reveals the text embellished with various binary characters, either around the formatted areas (e.g. in WordPerfect) or separately, at the beginning or end of the file (e.g. in Microsoft Word).

Formatted text documents in binary files have, however, the disadvantages of formatting scope and secrecy. Whereas the extent of formatting is accurately marked in markup

languages, WYSIWYG formatting is based on memory, that is, keeping for example your pressing of the boldface button until cancelled. This can lead to formatting mistakes and maintenance troubles. As for secrecy, formatted text document file formats tend to be proprietary and undocumented, leading to difficulty in coding compatibility by third parties, and also to unnecessary upgrades because of version changes.

WordStar was a popular word processor that did not use binary files with hidden characters.

OpenOffice.org Writer saves files in an XML format. However, the resultant file is a binary since it is compressed (a tarball equivalent).

PDF is another formatted text file format that is usually binary (using compression for the text, and storing graphics and fonts in binary). It is generally an end-user format, written from an application such as Microsoft Word or OpenOffice.org Writer, and not editable by the user once done.

Working with links & multimedia

i) Adding hyperlink in webpages

Creating hyperlinks from text allows you to navigate your viewers through your web pages as well as send them to other web pages. To create a link from text to another web page, use the following steps:
Step 1: Select the text (double click in the text box and then highlight the specific text) and then click the 'create hyperlink' icon on the toolbar.
Step 2: In the dialog box, choose to link to a page on your website, an external website, or to a file uploaded to your account.

ii) **Relative and absolute path**:- Absolute paths are called that because they refer to the very specific location, including the domain name. The absolute path to a web element is also often referred to as the URL. For example, the absolute path to this web page is:

http://webdesign.about.com/od/ beginningtutorials/a/aa040502a.htm

You typically use the absolute path with the domain to point to Web elements that are on another domain than your own.

Relative paths change depending upon the page the links are on. There are several rules to creating a link using the relative path:

links in the same directory as the current page have no path information listed

filename

iii) Working with bookmarks

A bookmark in Adobe Acrobat 9 is simply a link represented by text in the Bookmarks panel. Bookmarks that are created automatically by many authoring programs are generally linked to headings in the text or to figure captions, but you can also add your own bookmarks in Acrobat to create a custom outline of a document or to open other documents.

Additionally, you can use electronic bookmarks as you would paper bookmarks—to mark a place in a document that you want to highlight, or to which you want to return later

iv) Mail to link

Spaces between words should be replaced by %20 to ensure that the browser will display the text properly.

```
<html>

<body><p>

This is an email link:

<a href="mailto:someone@example.com?Subject=Hello%20again" target="_top">

Send Mail</a>

</p><p>

<b>Note:</b> Spaces between words should be replaced by %20 to ensure that the browser will display the text properly.
```

</body>

</html>

v) Working with images

it easy to add great artwork to your iOS applications. This article looks at how to use Xamarin.iOS to take advantage of iOS image support. iOS defines two basic categories where icons and images are used, application support images and images applied to controls. In both cases, iOS has built in support for handling various device resolutions. More specifically, here are the three iOS image-handling topics we're going to cover in this article:

- **Application Support Images** – These include image locations defined by the system such as application icons, loading screens, settings, and spotlight search icons.
- **Resolution Independent Images** – iOS includes built-in support for working with images across different device resolutions
- **Images in Code** – The UIImage class includes methods for loading images that can be applied to controls.

vi) Aligning image with text

The align attribute specifies the alignment of an image according to the surrounding element.

The <img> element is an inline element (it does not insert a new line on a page), meaning that text and other elements can wrap around it. Therefore, it can be useful to specify the alignment of the image according to surrounding elements.

This is some text. <img src="smiley.gif" alt="Smiley face" align="middle"> This is some text.

vii) Image mapping

An Image map is a graphic image designed in a way that allows different areas of the main image to be click-able by users. These click-able areas then link to different destinations that usually relate to the part of the image the user has clicked on. Aside from being very useful in web development, image maps are also very useful for images and banners being used on social networking sites such as facebook, twitter and myspace.

Image-Maps.com provides an easy to use online html image mapping tool. Unlike other image map tools our tool is completely web based and does not require any software to be downloaded. With our image mapping tool you can choose to map images found on the web or from your PC. To use an image from the web simply use the link that points to the image on the web. To choose an image from your pc, simply browse your computer from the appropriate image map tool and select the image you wish to use.

There are 3 simple steps to creating an image map:

- Load the image
- Map out your links
- Get the code!

viii) Creating rollover

In Dreamweaver, Rollover images — as the name implies — are designed to react when someone rolls a cursor over an image. The effect can be as dramatic as a picture of a dog being replaced by a picture of a lion, or as subtle as the color of a word changing as one image replaces another. Either way, Dreamweaver includes a special dialog box for rollovers that makes creating a simple rollover effect one of the easiest behaviors to apply.

To create a rollover image by using Dreamweaver's Insert Image Rollover dialog box, follow these steps:

1. Click to place your cursor on the page where you want the rollover to appear.

Rollover effects require at least two images: one for the initial state and one for the rollover state. Youcan use two different images or two similar ones, but they both should have the same dimensions. Otherwise, you get some strange scaling effects because both images must be displayed in exactly the same space on the page.

2. Choose Insert --> Image Objects --> Rollover Image.

The Insert Rollover Image dialog box appears.

3. In the Image Name box, name your image.

Tables and frames

i) Create table

Open Dreamweaver and create a new HTML file. From the Insert drop-down menu choose Table. Select the format of your table and click OK. Your table will be created in your page. Select the table and look at its Properties panel: Here you can modify your table by changing its attributes. Each cell of the table has its own Properties panel. Select the cell that you want to modify and the Properties panel will appear. Alternatively, you can go to Windows -> Properties Here you can select a style for the cell, background color, border size and color, text alignment, etc.

ii) Add and remove rows and columns

Add a row

1. **Insert the cursor in a cell in the row that you want to add a new row above or below.**
2. **Choose Insert→Table Objects→Insert Row Above or Insert Row Below.**

   Alternatively, press Ctrl+M (Windows) or Command+M (Mac). The new row appears.

   To add more rows to the bottom of the table, place the cursor in the last current row and press the Tab key.

Delete a row

1. **Insert the cursor in a cell of the row you want to delete.**
2. **Choose Modify→Table→Delete Row.**

   Alternatively, press Ctrl+Shift+M (Windows) or Shift+Command+M (Mac). The row is deleted.

Add a column

1. **Insert the cursor in a cell in the column that you want a new column added to the left or right of.**
2. **Choose Insert→Table Objects→Insert Column to the Left or Insert Column to the Right.**

   The new column appears.

Delete a column

1. **Insert the cursor in a cell of the column you want to delete.**

2. Choose Modify→Table→Delete Column.

Alternatively, press Ctrl+Shift+– (minus) (Windows) or Shift+Command+– (minus) (Mac). The column is deleted.

iii) Nested tables

Usually, an empty row/column in a table will collapse in a web browser. I don't know if what was described provides a column to the left, so if there isn't one, add one. A common way of control distances in tables is to use transparent gif images. I have a 1x1px transparent gif image that I use for such purposes. I just set the width/height values to resize it as needed in the page code.

IF you haven't, you might try creating tables in the design mode. It's fairly easy to use the tools/menues to megre cells and select cells for inserting a new table within another. Most commands are avvailable via a right click.

iv) Import table data

Once you have created a spreadsheet or database, you can usually export or output it from its current application. For example, you can export an Excel file as a simple text file. Each cell in the spreadsheet or field in the database can be separated by a delimiter. This is often a tab or a comma. Depending on the type of information you are importing, you can choose the delimiter you think will work best. If you have text that contains commas, you may wish to choose tabs, so that extra separations or delimiters don't get placed in your table.

1 In Dreamweaver, do one of the following:

- Choose File > Import > Import Tabular Data.
- Choose Insert > Tabular Data.

2 In the Data File field, type the name of the file you want to import.

3 From the Delimiter pop-up menu, choose the delimiter format that matches the format of the document you're importing.

If you choose Other, a field appears to the right of the pop-up menu. Enter the delimiter that was used to separate the table data.

Note: If you do not choose (or specify) the delimiter used when the file was saved, the file will not import properly, and your data will not be correctly formatted in a table. No error or warning message displays to alert that there is a problem.

4 For Table Width, select one of the following options:

- Select Fit to Data to create a table that adjusts to the longest text string in each table column.
- Select Set to specify a table width as a percentage of the browser window or as a number of pixels.

5 Specify the table formatting options:

- In the Cell Padding field, specify the number of pixels between the cell content and the cell boundary (or wall).
- In the Cell Spacing field, specify the number of pixels between each table cell.
- From the Format Top Row pop-up menu, choose from four formatting options: no formatting, bold, italic, or bold italic.
- In the Border field, specify the pixel width of the table border. Type 0 if you don't want a border.

6 Click OK.

v) Sorting data

I need to set it up data to sort (ORDER BY) by the specific column/field (price, bedrooms, baths, etc.) when clicked on. For example, on ebay you can sort the results by price, ending time, etc.) I'm sure it's very simple, I'm just unfamiliar with it. I'm using Dreamweaver MX to do all of the database work - does anybody know of a plugin/extension that would handle this?

vi) Export data from a table

show you how to import and export tabular data that has been created in another application such as Excel or other like programs and saved in a delimited text format. Any data that has been saved in a delimited file format, such as tab, comma, colons, or other delimiter, can be imported into Dreamweaver and formatted as a table.
You can also export a Dreamweaver table into a text file, with the contents of adjacent cells separated by a delimiter. You can use commas, colons, semicolons, or spaces as delimiters. When you export a table the entire table is exported into a delimited text file

Because tables are best used for displaying tabular data, it's not surprising that Dreamweaver has an easy way to import such data. The data needs to be in the form of a delimited file such as a comma or tab delimited file. These are files that include the data separated by some character, such as a tab or a comma, or another delimeter.

To import tabular data into a table, place the insertion point where you want the table to appear. Choose File > Import > Tabular Data or Choose Insert > Table Objects > Import Tabular Data.

vii) **Formatting tables:-** You can change the appearance of tables by setting various table properties for the table and its cells or by applying a preset design to the table. Many of the table properties can be viewed and changed in Property Inspector with the table or cell selected.

viii) **Overview of frames:-** Framesets are popular for many reasons. One of the main reasons one uses them is because it allows you to display banner and navigation areas that never leave the viewers sight while linking through the rest of the pages. This can be an asset if your pages are heavy and take a while to load. The viewer has something to look at and is less likely to leave. In this tutorial were going to take a straightforward approach to creating and managing Framesets in Dreamweaver. We will start from scratch and create one of the most common frameset layouts. The three frame Frameset.

ix) **Inserting a frameset:-**When you look at a framed site, you are actually seeing multiple pages. You've seen the site in before, but not in frames. At first glance you might not notice that the site is framed. But once you start scrolling you'll realize the difference. Notice the scrollbar in. See how it starts about halfway down the side of the page? That's because there are actually three framed pages shown, and only the frame on the lower right has a scrollbar.

x) **Nested frameset:-**To create a nested frameset—a frameset within the main frameset—that consists of two rows.

To create a nested frameset:

1 Click inside the right frame, then do one of the following:

- In the Object palette in the Frames panel, select the Insert Top Frame icon.

xi) **Attributes of frames:-**

Frames can be very labor intensive in when hand coding. Dreamweaver makes it easier to construct large Frame based sites. Even nested framesets are pretty easy to deal with.

Remember that frames act like picture frames, in that they hold more than one web page for display simultaneously. Each frame will need a unique name so that it can be targeted by links later on.

When building frames in Dreamweaver, you will need to make use of two palettes, the Properties Palette and the Frames Palette. Both can be found in the WINDOWS pull down menu.

Tips for Building Pages for Frames

1. Dreamweaver will allow you to visually build pages inside frames, but you will only be able to build the initial page inside of the frame. Other pages to be displayed in that frame will have to be built outside. Remember that you can change the viewable size of the Dreamweaver window by changing the size setting in the lower right corner. If you know how large your frame will be, you can set the page to display that size window. This will help you when designing pages meant to be displayed in frames. Custom sizes can be achieved by clicking "edit sizes"

We are going to create a simple two-column frameset.

1. Start with a blank page. Make sure you have both the Properties and Frames pallets are open.

   WINDOWS-> PROPERTIES and FRAMES

2. Click INSERT FRAMES-> FRAME-> LEFT

   This will split the page into two vertical frames

UNIT-IV (Introduction to flash)

i) Introduction & Flash-6 new features

By virtue of Flash Professional CS6 Update 12.0.2, Flash Professional extends support for AIR 3.4 and Flash Player 11.4. This update also allows Flash

Professional to leverage features exposed by AIR 3.4 that enhance application development workflow for iOS devices.

- Deploying AIR applications on iOS devices directly
- Native iOS Simulator
- High-resolution Retina Display Support for the new iPad

Toolkit for CreateJS 1.2:- The Toolkit for CreateJS 1.2 release extends support for converting Buttons to HTML5. The update also includes fixes to several JSX related errors. Other issues such as omission of multiple empty keyframes have also been addressed in this update

ii) Flash 6 vs Flash 5.0

Released with Flash Player 5, new features included: ActionScript 1.0 (based on ECMAScript, making it very similar to JavaScript in syntax), XML support, Smartclips (the precursor to components in Flash), HTML text formatting added for dynamic text.

Released with Flash Player 6, new features included: a video codec (Sorenson Spark), Unicode, v1 UI Components, compression, ActionScript vector drawing API.

iii) Flash 6 in details:-

Adobe Flash Professional is the successor of a software product known as FutureSplash Animator, a vector graphics and vector animations program released in May 1996. FutureSplash Animator was developed by FutureWave Software, a small software company whose first product, SmartSketch, was a vector-based drawing program for pen-based computers. In 1995, the company decided to add animation capabilities to their product and to create a vector-based animation platform for the World Wide Web; hence FutureSplash Animator was created. Initially, the only way to deploy such animations on the web was through the use of Java platform; however, the Java platform was later replaced with the Netscape's plug-in architecture. The FutureSplash animation technology was used on several notable websites such as MSN, the official *The Simpsons* website and *Disney Daily Blast* of The Walt Disney Company. In December 1996, Macromedia bought FutureWave and so re-branded and released FutureSplash Animator as *Macromedia Flash* v1.0. In 2005, Adobe Systems acquired Macromedia; subsequently, in 2007, *Adobe Flash CS3 Professional*, the next version of Macromedia Flash was released.

iv) Layers:-There are five types of layers you can use in Flash:

- **Normal layers** contain most of the artwork in a FLA file.
- **Mask layers** contain objects used as masks to hide selected portions of layers below them. For more information, see Using mask layers in the Flash documentation.
- **Masked layers** are layers beneath a mask layer that you associate with the mask layer. Only the portion of the mask layer not covered by the mask is visible.
- **Guide layers** contain strokes that can be used to guide the arrangement of objects on other layers or the motion of classic tween animations on other layers. For more information, see Guide layers and Create classic tween motion along a path in the Flash documentation.
- **Guided layers** are layers associated with a guide layer. The objects on the guided layer can be arranged or animated along the strokes on the guide layer. Guided layers can contain static artwork and classic tweens, but not motion tweens.

v) Drawing with flash:-

The drawing tools in Flash let you create and modify shapes for the artwork in your movies. For an interactive introduction to drawing in Flash, choose **Help > Lessons > Drawing** in your Flash program.

The tools for painting are kept in the "Tools" bar, usually positioned at the left top of your FlashScreen. On the following pages we will guide you through the use of each of these tools,starting with the simplest.But before going through the different tools, we will look at the way Flash handle drawings.The most important thing to understand is the distinction between outlines and fills.When you draw a line there is no fill - only the outline.When you draw a rectangle (or a circle) you actually draw two things: The outline (border) and the fill. Unlike most other programs, Flash doesn't automatically combine these two into one object.

vi) Creating contents:-

The possibilities are endless.

Templates and components to kick-start any project.

Incorporate virtually any kind of media.

Easily edit and add special animation and timing FX.

vii) **Grouping shapes**:- Whenever you have individual shapes, both their fills and strokes can be selected and moved individually. However, if you want to move them all together while maintaining their spatial relation to each other, it can be a bit of a pain trying to select them all at once repeatedly, and even more annoying to move them one at a time and then try to reposition them in relation to each other. What you can do, instead, is group them all together so that you only have to select them once. You can select all the objects that you wish to group by drawing a bounding box around them using the Arrow tool, or else by clicking on one before shift+clicking to select additional objects.

viii) **Types and text effects**:-

Adding an effect to your flash logo will help it looks more live. Today we will present a tutorial about how to add a Blur effect into a logo presentation. This tutorial will show you how to upload SWF file flash and embed flash files into Blogger so as to attract more visitors and boost your traffics in a short time.Then you can sharing with friends and family or share it on your Facebook. I bet you'll be agree with me if you see the flash photo gallery. Make text with effect? For someone who doesn't have any experience in flash, they will think that it's so difficult to do it. Now, I will show you how to make it easily. It does not take that long to create it. Placing the text along circle or ellipse is one of most common design tasks.In this tutorial, you will learn how to make text along the curve even more impressive by applying flash 8 bitmap filters such as drop shadow, bevel, glow and others.

ix) **Creating symbols and movie clips:-** Use movie clip symbols to create reusable pieces of animation in Adobe Flash Professional. Movie clips have their own multiframe timeline that is independent from the main movie's Timeline—think of movie clips as mini-timelines nested inside a main Timeline that can contain interactive controls, sounds, and even other movie clip instances. You can also place movie clip instances inside the timeline of a button symbol to create animated buttons. In addition, movie clips are scriptable with ActionScript. To create a movie clip symbol, select the desired artwork on the Stage. Choose Modify > Convert to Symbol (or press F8). In the Convert to Symbol dialog box that appears, enter the name for the symbol, set the type to Movie Clip, and click OK. The movie clip symbol will appear in the Library. Drag an instance of the movie clip symbol to the Stage to use it in your project.After dragging a movie clip symbol from the Library to the Stage, name the movie clip's instance in order to identify it and use ActionScript to change its properties.

x) **Animating with flash:-** In the Convert to Symbol dialog box you can type a name for your symbol, select from one of three behaviors and determine the registration point of your object:

- **Movie clip:** Movie clips are dynamic, which means they can be targeted with ActionScript, the programming language of Flash. They can have any number of layers and frames, but their timelines are independent of all other timelines. Think of a solar system: each planet is a movie clip, looping endlessly and independently around a sun, which is the main Timeline.
- **Button:** Buttons have four states: Over, Up, Down, and Hit. These are represented as keyframes in a button symbol's timeline. You can place graphics in any of these states and then apply ActionScript to the instance of a button to add interactivity to your Flash movie.
- **Graphic:** Graphic symbols are very similar to movie clips with the exception that they are not dynamic and cannot be targeted with ActionScript. However, you can place a graphic symbol inside a movie clip symbol if the object needs to be dynamically controlled. Like movie clips, graphic symbols can have any number of frames and layers. Animators prefer to place entire animations inside a graphic symbol's timeline, allowing it to be controlled via the Property inspector in the parent timeline. The most important feature is that they will always be in sync with the main Timeline and all other graphic symbol's timelines. This is very important when trying to create frame-based animations—which is why most animators prefer working with graphic symbols for fixed-frame output formats (such as video).

xi) **Editing animation:-** In this animation tutorial, I recommend using graphic symbols. This enables you to scrub the Timeline to see your animation play while inside the

Flash authoring environment. The term *scrubbing* refers to the practice of moving the playhead back and forth manually to play the contents of the Timeline. The content in movie clip symbols do not play beyond Frame 1 unless you test your movie or publish it as a SWF file.

Advanced Flash

i) **Interacting with flash:-**You can make your application interactive using the MMI with Flash ActionScript. ActionScript enables you to set actions and control the properties of a flash movie. You can react to user actions in the control and send data from the Flash control to the screen, displaying it to the user. With ActionScript, you can set and retrieve device-dependent data, such as the device screen mode and volume level. You can use the device sensor and GPS input within flash content through the Accelerometer and Geolocation classes in ActionScript. You can also create additional interactivity by using the multi-touch feature.

ii) **Action Script & programming with action script:-**

Create, Build & Deploy Real Desktop Applications based upon the Adobe® Flash SWF Format. Zinc 4.0 compiles your SWF Files into Powerful Desktop Applications (Projectors) for Windows, Mac OSX and Linux.

Create Stunning Commercial Applications, Screensavers, Widgets, Games, CD Roms, DVD's, Kiosks and More. Available for Windows & Mac OSX, Zinc 4.0 is the only X-Platform Rapid Application Development Tool for the Adobe® Flash Platform.

iii) **Flash & HTML**

HyperText Markup Language (**HTML**) is the main markup language for creating web pages and other information that can be displayed in a web browser. HTML is written in the form of HTML elements consisting of *tags* enclosed in angle brackets (like <html>), within the web page content. HTML tags most commonly come in pairs like <h1> (opening tag) and </h1>(closing tag), although some tags, known as *empty elements*, are unpaired, for example <img>. The first tag in a pair is the *start tag*, and the second tag is the *end tag* (they are also called *opening tags* and *closing tags*). In between these tags web designers can add text, tags, comments and other types of text-based content. The purpose of a web browser is to read HTML documents and compose them into visible or audible web pages. The browser does not display the HTML tags, but uses the tags to interpret the content of the page.

You can make your application interactive using the MMI with Flash ActionScript. ActionScript enables you to set actions and control the properties of a flash movie. You can react to user actions in the control and send data from the Flash control to the screen, displaying it to the user. With ActionScript, you can set and retrieve device-dependent data, such as the device screen mode and volume level. You can use the device sensor and GPS input within flash content through the Accelerometer and Geolocation classes in ActionScript. You can also create additional interactivity by using the multi-touch feature.

iv) **Standalone players and projector :-** you can export the banners you created with BannerSnack to SWF files, you might want to play them independently of your browser. The first thing you can think of is to download Adobe Flash Player. But since you used BannerSnack, that means you already have the flash player installed. However Adobe Flash Player won't solve your problem, as it still uses a browser to

play SWF files, and you need a player that would play the SWFs independently, right? Don't search for "adobe swf player" as you will get this page. Dead end.However, Adobe has indeed such a SWF player, but, for our confusion (I had to ask my workmates from the flash department where can I find it), it is rather hard to find. It's called Adobe Flash Player Projector Content Debugger (oh…) or Adobe Standalone Flash Player.

v) **Flash generator & flash generator server and template:-**

Despite the new capabilities that ActionScript has brought to Flash 4 and 5, the Flash Player plug-in still can't directly import "raw" dynamic media at least not without a little help. That's where Macromedia Generator 2 comes to the rescue. For example, if you want to dynamically insert or update bitmap graphics in Flash movies, then you need Generator. Generator can do a whole lot more, so without further ado, let's get started.
Many thanks to Mike Jones, who supplied the Generator information for the *Flash 4 Bible*. Mike Jones is one of the original team members of Spooky and the Bandit, which is a Flash design and development team.

Generator **Server**

As mentioned previously, if you want to serve Generator content you have to purchase and install the Generator Server application for your Web server. This is truly the Generator: It sits on your Web server, takes the templates (.SWT files) that you designed with the authoring extensions and published in Flash 5, applies the specified data sources that are used in the template, and then delivers a .SWF file (or another image format) to the user. See below for a diagram of this process.

Generator is not only capable of producing interactive content solely based in Flash; the Generator Server application can also convert this Flash content (or any .SWT) into a .GIF, .JPEG, or .PNG image, or even a QuickTime Flash movie. Generator can also remove all textual elements from a .SWT file and its data source and save these elements to a standard text document. (Note, however, that Generator doesn't format the text.) Generator can create image maps both client and server side. All of these items can be produced in either a "per-user" (online), or a scheduled (offline), capacity.

vi) **Generator output window**:-Template Explorer will automatically display an Output Window when you click the Generate button. The Output Windows' contents can be modified at any time which allows you to make changes anytime to the document

vii) Site designing with flash

Site Builder is the world's Favorite Flash Site Builder!

Some of the reasons are: -

a) Create stunning flash websites quickly and easily.

b) In built gallery of flash templates that are designed by some of the top Flash Designers in the world

c) Gallery of Flash Photo Albums

d) Gallery of Media players for playing Video and Mp3 music

e) highly engaging Flash Stores that come integrated with Paypal

f) Simple point and click system for novices to highly advanced customization for seasoned designers.

g) Extremely high level customizability with a large galleries of external elements like, graphics, text areas, image frames, buttons, icons etc.

Text Books:

i) i) HTML, DHTML & Javascript-Evan Bayross
ii) ii) ASP in 21 days –Techmedia

Reference Books:

i)	i)	Dreamwearer in 21 days-Techmedia
ii)	ii)	ASP 2.0 unleashed
iii)	iii)	HTML 4.0 unleashed