

Introduction to Media Arts

- Introductions
- Course Overview
- Syllabus
- Assignments
- The Internet
- HTML

Introductions

- Robert Spahr
 - Adjunct Professor
 - Suny Purchase
 - University of Hartford (Hartford Art School)
 - Visual Artist
 - Sculptor, Live Art, Experimental Theatre, Film/Video, Automated Digital Images
 - Dot Com Experience
 - About.com, GEN, Beliefnet.com, Soulmatch.com, among others
 - Webmaster at Siegel & Gale Agency
- YOU?

Technical Skills

- Produce HTML web site with CSS
 - Text editor, web browser
- Images – acquire and produce
 - Create original images, scanner, download from the web, image editor
- Multimedia – acquire and/or produce
 - Create or download, sound / video editor
- Scripting – Javascript
 - Rollover Images, calculations, etc...

The Internet – The Goal

- Goal: decentralized support for collaboration by scientists (share information and programs and communicate).

The Internet – The Origins

- Funded by the Defense Advanced Research Projects Agency (DARPA) (Arpanet) and also by governments & universities around the world, most notably CERN.
- The Advanced Research Projects Agency (ARPA) was formed with an emphasis towards research, and thus was not oriented only to a military product.

The Internet – A System

- The Internet is simply a system, like a courier service, for communicating digital information from one place to another
 - World Wide Web (WWW) is only one part of the Internet (Tim Berners-Lee)
 - Others
 - Email,
 - File Transfer Protocol (FTP)
 - Internet Relay Chat (IRC)
 - USENET

The Internet – concept 1 of 6

- Uniform Resource Locators, or URLs.
 - These are the means by which Internet resources are addressed in the World Wide Web.
 - Common URL schemes:
 - HTTP URLs <http://www.nytimes.com>
 - Mailto URLs <mailto:rob@robertspahr.com>
 - News URLs <news:comp.infosystems.www>
 - FTP URLs <ftp://ftp.mysite.org/path/file.txt>

The Internet – concept 2 of 6

- HyperText Markup Language
 - (HTML or XHTML)
 - This is the markup language with which World Wide Web hypertext documents are written, and it allows you to create hypertext links, fill-in forms, and so forth.

The Internet – concept 3 of 6

- Cascading Style Sheets
 - (CSS) Controls page layout and formatting
 - A new language that works with HTML/XHTML documents to define how such documents should be formatted and displayed by the web browser.

The Internet – concept 4 of 6

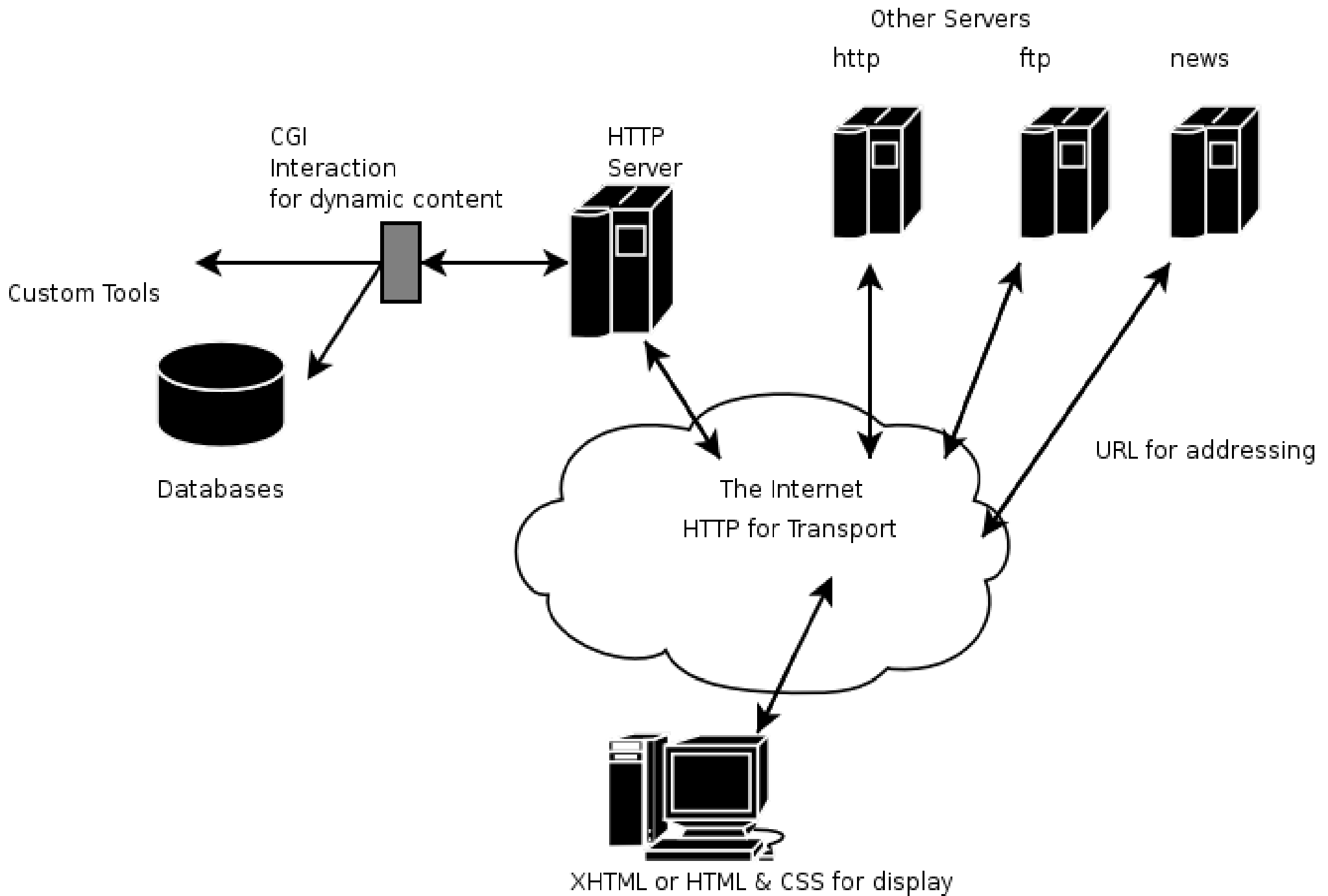
- The HyperText Transfer Protocol
 - (HTTP)
 - HTTP servers, also known simply as Web servers, are designed specifically to distribute hypertext documents to browsers, and to let the browser send back information for processing on the server

The Internet – concept 5 of 6

- Browser-side scripting
 - This lets an author include script programs within Web pages.
 - Allows significant interactivity on the browser without any connection to a server.

The Internet – concept 6 of 6

- Server-side resource processing
 - This lets a user with a Web browser interact with resources lying on an HTTP server, providing a tunnel through the server to these resources. This can either be through common gateway interface (CGI), through Java servlets, or through other special modules built into the server.



HTML File requirements

- File save as plain text
- No spaces in the file name
- All lowercase letters
- A file extension of .html or .htm (in this class use .html)

Page Structure

```
<html>
```

```
  <head>
```

```
    <title>An example HTML Document</title>
```

```
  </head>
```

```
<body>
```

```
<h2>An Example HTML Document</h2>
```

```
<p>HTML is just a markup language designed for use on  
the web.</p>
```

```
</body>
```

```
</html>
```

Markup: Elements, Attributes and Values

```

```

```
<p>...of<b>bold text</b></p>
```