1: Creating www.enganchecubano.com Web Projects in Visual Studio | Microsoft Docs

Get this from a library! The Internet Design Project, user. [Patrick Burgoyne; Liz Faber] -- The internet by its very nature is fluid and dynamic. Sites come and go, change, and even fold into one another.

Design Scenario Chapter Description To help you handle the difficulties inherent in designing network security for complex networks, this chapter teaches a systematic, top-down approach that focuses on planning and policy development before the selection of security products. Security design is challenged by the complexity and porous nature of modern networks that include public servers for electronic commerce, extranet connections for business partners, and remote-access services for users reaching the network from home, customer sites, hotel rooms, Internet cafes, and so on. To help you handle the difficulties inherent in designing network security for complex networks, this chapter teaches a systematic, top-down approach that focuses on planning and policy development before the selection of security products. The goal of this chapter is to help you work with your network design customers in the development of effective security strategies, and to help you select the right techniques to implement the strategies. The chapter describes the steps for developing a security strategy and covers some basic security principles. The chapter presents a modular approach to security design that will let you apply layered solutions that protect a network in many ways. The final sections describe methods for securing the components of a typical enterprise network that are most at risk, including Internet connections, remote-access networks, network and user services, and wireless networks. Security should be considered during many steps of the top-down network design process. Chapter 2, "Analyzing Technical Goals and Tradeoffs," discussed identifying network assets, analyzing security risks, and developing security requirements. Chapter 5, "Designing a Network Topology," covered secure network topologies. This chapter focuses on security strategies and mechanisms. Network Security Design Following a structured set of steps when developing and implementing network security will help you address the varied concerns that play a part in security design. Breaking down the process of security design into the following steps will help you effectively plan and execute a security strategy: Analyze security requirements and tradeoffs. Develop a security plan. Develop procedures for applying security policies. Develop a technical implementation strategy. Achieve buy-in from users, managers, and technical staff. Train users, managers, and technical staff. Implement the technical strategy and security procedures. Test the security and update it if any problems are found. Chapter 2 covered steps 1 through 3 in detail. This chapter quickly revisits steps 1 through 3 and also addresses steps 4, 5, 6, and Steps 7 through 10 are outside the scope of this book. As discussed in Chapter 2, analyzing goals involves identifying network assets and the risk that those assets could be sabotaged or inappropriately accessed. It also involves analyzing the consequences of risks. Analyzing Security Risks Risks can range from hostile intruders to untrained users who download Internet applications that have viruses. Hostile intruders can steal data, change data, and cause service to be denied to legitimate users. Denial-of-service DoS attacks have become increasingly common in the past few years. See Chapter 2 for more details on risk analysis. Analyzing Security Requirements and Tradeoffs Chapter 2 covers security requirements analysis in more detail. Although many customers have more specific goals, in general, security requirements boil down to the need to protect the following assets: The confidentiality of data, so that only authorized users can view sensitive information The integrity of data, so that only authorized users can change sensitive information System and data availability, so that users have uninterrupted access to important computing resources According to RFC , "Site Security Handbook: Cost in this context should be remembered to include losses expressed in real currency, reputation, trustworthiness, and other less obvious measures. As is the case with most technical design requirements, achieving security goals means making tradeoffs. Tradeoffs must be made between security goals and goals for affordability, usability, performance, and availability. Also, security adds to the amount of management work because user login IDs, passwords, and audit logs must be maintained. Security also affects network performance. Security features such as packet filters and data encryption consume CPU power and memory on hosts, routers, and servers. Encryption can use upward of 15 percent of available CPU power on a router or server. Encryption can be implemented on

dedicated appliances instead of on shared routers or servers, but there is still an effect on network performance because of the delay that packets experience while they are being encrypted or decrypted. Another tradeoff is that security can reduce network redundancy. If all traffic must go through an encryption device, for example, the device becomes a single point of failure. This makes it hard to meet availability goals. Security can also make it harder to offer load balancing. Some security mechanisms require traffic to always take the same path so that security mechanisms can be applied uniformly. Developing a Security Plan One of the first steps in security design is developing a security plan. A security plan is a high-level document that proposes what an organization is going to do to meet security requirements. The plan specifies the time, people, and other resources that will be required to develop a security policy and achieve technical implementation of the policy. As the network designer, you can help your customer develop a plan that is practical and pertinent. A security plan should reference the network topology and include a list of network services that will be provided for example, FTP, web, email, and so on. This list should specify who provides the services, who has access to the services, how access is provided, and who administers the services. Sometimes new services are added unnecessarily, simply because they are the latest trend. Adding services might require new packet filters on routers and firewalls to protect the services, or additional user-authentication processes to limit access to the services, adding complexity to the security strategy. Overly complex security strategies should be avoided because they can be self-defeating. Complicated security strategies are hard to implement correctly without introducing unexpected security holes. One of the most important aspects of the security plan is a specification of the people who must be involved in implementing network security: Will specialized security administrators be hired? How will end users and their managers get involved? How will end users, managers, and technical staff be trained on security policies and procedures? For a security plan to be useful, it needs to have the support of all levels of employees within the organization. It is especially important that corporate management fully support the security plan. Technical staff at headquarters and remote sites should buy into the plan, as should end users. A security policy informs users, managers, and technical staff of their obligations for protecting technology and information assets. The policy should specify the mechanisms by which these obligations can be met. As was the case with the security plan, the security policy should have buy-in from employees, managers, executives, and technical personnel. Developing a security policy is the job of senior management, with help from security and network administrators. The administrators get input from managers, users, network designers and engineers, and possibly legal counsel. As a network designer, you should work closely with the security administrators to understand how policies might affect the network design. After a security policy has been developed, with the engagement of users, staff, and management, it should be explained to all by top management. Many enterprises require personnel to sign a statement indicating that they have read, understood, and agreed to abide by a policy. A security policy is a living document. Because organizations constantly change, security policies should be regularly updated to reflect new business directions and technological shifts. Risks change over time also and affect the security policy. Components of a Security Policy In general, a policy should include at least the following items: An access policy that defines access rights and privileges. The access policy should provide guidelines for connecting external networks, connecting devices to a network, and adding new software to systems. An access policy might also address how data is categorized for example, confidential, internal, and top secret. An accountability policy that defines the responsibilities of users, operations staff, and management. The accountability policy should specify an audit capability and provide incident-handling guidelines that specify what to do and whom to contact if a possible intrusion is detected. An authentication policy that establishes trust through an effective password policy and sets up guidelines for remote-location authentication. Computer-technology purchasing guidelines that specify the requirements for acquiring, configuring, and auditing computer systems and networks for compliance with the policy. Developing Security Procedures Security procedures implement security policies. Procedures define configuration, login, audit, and maintenance processes. Security procedures should be written for end users, network administrators, and security administrators. Security procedures should specify how to handle incidents that is, what to do and who to contact if an intrusion is detected. Security procedures can be communicated to users and

administrators in instructor-led and self-paced training classes. Maintaining Security Security must be maintained by scheduling periodic independent audits, reading audit logs, responding to incidents, reading current literature and agency alerts, performing security testing, training security administrators, and updating the security plan and policy. Network security should be a perpetual process. Risks change over time, and so should security. Cisco security experts use the term security wheel to illustrate that implementing, monitoring, testing, and improving security is a never-ending process. Many overworked security engineers might relate to the wheel concept. Continually updating security mechanisms to keep up with the latest attacks can sometimes make an administrator feel a bit like a hamster on a training wheel.

2: Top 10 Mistakes of Web Management

Your intranet and your public website on the open internet are two different information spaces and should have two different user interface designs. It is tempting to try to save design resources by reusing a single design, but it is a bad idea to do so because the two types of site differ along several dimensions.

Web management impacts usability. Mistakes include site structure that mirrors your org chart, outsourcing to multiple agencies, and lack of strategy. Web design and development involves 3 levels: Web management interaction design navigation support, homepage layout, templates, search, etc. I have come to realize that the outer two layers are more important in many ways: Content will be the topic of many other columns; here I address some classic mistakes in managing the design of a website. Not Knowing Why This is the number one problem, all right. I am amazed how many websites are built simply because some executive told somebody to do it without telling them what the site should achieve. And no, it is not an acceptable reason that "everybody else is doing it. Thus, it is OK to make a "business-card site" with a small amount of corporate image building, directions to your various facilities, and the annual report and other investor information. However, doing so is not the most effective use of the web, and a site along these lines should only be built as a result of an explicit decision not to invest in active use of the web for business. Most companies should start their web design project by finding out ways in which they can provide true customer value on their site. Give users benefits from spending time on your site, allow them to do business with you, and their money will follow. Designing for Your Own VPs Internally-focused sites cause companies to end up with homepages full of mission statements, photos of the CEO, and corporate history all of which do fit on an " about this company " page; just not on the homepage. Remember that your company is not the center of the universe for your customers. Do not build a site that your top executives will love: Letting the Site Structure Mirror Your Org Chart Users should not have to care how your company is organized, so they should not be able to deduce your organizational structure from the structure of your website. Admittedly, it is easiest to distribute responsibility for the site to divisions and departments according to already established chains of command and budget categories, but doing so results in an internally centered site rather than a customer-focused site. The site structure should be determined by the tasks users want to perform on your site, even if that means having a single page for information from two very different departments. It is often necessary to distribute information from a single department across two or more parts of the site, and many subsites will have to be managed in collaboration between multiple departments. A classic sign of a mismanaged website is when the homepage has a button for each of the senior vice presidents in the company. Outsourcing to Multiple Agencies If you outsource every new web project to a new agency, your site will end up looking like one of those quilts assembled from patches by each of the participants in a protest march. The problem with using multiple agencies is that each of them want to put their own stamp on the site: It is no fun to say "we designed such-and-such pages" if all the pages on the site look the same. Users get very annoyed when they move between pages on a site and find drastically varying designs at every turn. Consistency is the key to usable interaction design: The best way to ensure consistency is to have a single department that is responsible for the design of the entire site. If this cannot be done, at least have a central group that oversees all design work and that is chartered to enforce a single styleguide. Even if the central group does not actually design any pages themselves, considerable consistency can be achieved if the various departments can turn to a single source of design advice. Obviously, ongoing costs are even higher for news sites and other projects that depend on daily or real-time updates. If you simply spend the money to build a glamorous site but do not keep it up to date, your investment will very rapidly turn out to be wasted. The web currently changes so rapidly that a major redesign is needed at least once per year simply to avoid a completely outdated look and to accommodate changing user expectations. Additional maintenance is needed throughout the year to bring fresh content online, reorganize and revise old pages, and avoid linkrot. If you have established a design styleguide and a set of page templates in order to avoid the inconsistencies mentioned under Mistake 4, you also have to budget for maintenance of these design resources. If the styleguide and templates do not evolve with changing needs, you

will rapidly see design entropy set in and the site will fall apart. The most common example is the need for new stock graphics, new headerbars, new navigation buttons, or new icons. Similarly, even if you repurpose very valuable non-web content , you will at best get a slightly valuable website. The web is a new medium. The old analogy still holds: The only way to get great web content is to have your staff develop the content for the web first. Then, if you still have a need for printed collateral, transfer the text and images to a desktop publishing application and massage it into a form that is suited for print. Of course, your print materials will suffer from this procedure, so if you want great web content and great brochures, you will have to have two teams develop two sets of content. Content creators have been trained to develop linear content for traditional media: They have to consciously push themselves to work differently than their natural approach to content, so unless you force your content developers to produce their material specifically for the web , you will end up with substandard web content. Wasting Linking Opportunities The web is a linking medium: Most companies have recognized this phenomenon to the extent that they religiously include their URLs in all advertising, TV commercials, press releases, and even in the products themselves ever bought underwear with a URL woven into it? Unfortunately, most of these URLs are overly generic and do not provide users with any payoff that is related to the context in which the user found the URL. Do not link to your homepage in your ads. If a potential customer gets interested in a new product or a special offer, you should not force the poor schmoe to find out how to navigate the site from the homepage to the product page. Instead, link directly to the product page from the ad. Also, seed press releases with specific URLs that support your message: If you are running a campaign with a certain theme, have it include a URL to a page that follows up on that theme. The payoff page should not be a copy of the ad the customer presumably already read the ad before going to the web , though a link to an online version of the ad might be appropriate to help users who go to the page without having seen the ad. For example, a game company could use TV commercials to make people think that a game looks good and use the web to allow them to play a simplified version of the game. Treating Internet and Intranet Sites the Same Internal intranet websites need to be managed very differently from public internet sites. The key difference is that each company only has a single intranet and thus can manage it to a much greater degree of consistency and predictability than we can hope for on the wild web for many years. This is why there are hundreds of separate usability guidelines for intranet design. I am appalled when I hear of intranet managers who put advertising on their site to pay for their equipment costs. Confusing Market Research and Usability Engineering Thankfully, many sites have embraced the value of customer data for design, but unfortunately many of them rely solely on traditional market research like focus groups. Most of these methods relate to creating desire for a product and getting it sold and do not provide detailed information about how people operate the product. Users are not designers: Listening carefully to customers will often reveal frustrations that can turn into opportunities for improvement, but once you have an idea for an improvement, you must create a prototype design and try it out with users in a usability test to see whether it really works for them. The point is that market research forms the starting point but has to be supplemented with usability engineering if you want a design that works when people try to use it. You may commission a traditional market research firm to question thousands of customers to measure whether they like your website more or less than your competition. Once you know that your site scores, say, 5. Specific insights into the detailed design of your site and the parts that must change because they are confusing, slow users down, or do not match the way users want to work can be derived from watching 4 or 5 users as they actually use your site to perform real tasks. A day or two in the usability lab and you will have a long list of changes that will improve your design. It is less common to find sites that only do user testing and never conduct any market research, but that would be a mistake too. Underestimating the Strategic Impact of the Web It is a huge mistake to treat the web as if it were an online brochure and manage it out of the marcom department. The web should be considered one of the most important determinants for the way you will do business in the future. Ask your CTO and head of marketing what strategic thoughts they have relating to terms like "disintermediation", " virtual project teams ", and "mobile transactions. The web enables completely new ways of doing business such as true globalization for example, "follow-the-sun", where projects are passed on to teams as the globe turns. The two classic errors in predicting the future of a technology shift are to

overestimate its short-term impact and underestimate its long-term impact. The web has been hyped to such an extent that people overestimate what it can do the next year or two: The impact of networks grows by at least the square of the number of connections , and the true value of the web will be only be seen after extensive business process reengineering.

3: Best Project Management Software and Tools | Reviews of the Most Popular Systems

Simpux experts optimize your projects and create solutions consuming less energy for sustainability. Agile Software Development Agile development is a good way to adapt the changes in business requirements.

Your intranet and website should have different visual styles and navigational architectures, because users, tasks, and information all differ. Your intranet and your public website on the open internet are two different information spaces and should have two different user interface designs. It is tempting to try to save design resources by reusing a single design, but it is a bad idea to do so because the two types of site differ along several dimensions: Intranet users are your own employees who know a lot about the company, its organizational structure, and special terminology and circumstances. Your internet site is used by customers who will know much less about your company and also care less about it. The intranet is used for everyday work inside the company, including some quite complex applications ; the internet site is mainly used to find out information about your products. The type of information differs. The intranet will have many draft reports, project progress reports, human resource information, and other detailed information, whereas the internet site will have marketing information and customer support information. The amount of information differs. The difference is due to the extensive amount of work-in-progress that is documented on the intranet and the fact that many projects and departments never publish anything publicly, even though they have many internal documents. Bandwidth and cross-platform needs differ. Also, it is sometimes possible to control which computers and software versions are supported on an intranet, meaning that designs need to be less cross-platform compatible again allowing for more advanced page content. Most basically, your intranet and your website are two different information spaces. They should look different in order to let employees know when they are on the internal net and when they have ventured out to the public site. Different looks will emphasize the sense of place and thus facilitate navigation. Also, making the two information spaces feel different will facilitate an understanding of when an employee is seeing information that can be freely shared with the outside and when the information is internal and confidential. An intranet design should be much more task-oriented and less promotional than an internet design. A company should have only a single intranet design, so users have to learn it only once. Therefore it is acceptable to use a much larger number of options and features on an intranet, because users will not feel intimidated and overwhelmed as they would on the open internet, where people move rapidly between sites. I know of a frighteningly large number of companies with multiple intranet homepages and multiple intranet styles: Step 1 is to get rid of that in favor of a unified intranet. An intranet will need a much stronger navigational system than an internet site because it has to encompass a larger amount of information. In particular, the intranet will need a navigation system to facilitate movement between servers , whereas a public website only needs to support within-site navigation. Managing the Intranet There are three ways of managing an intranet: A single, tightly managed server: Even though this approach maximizes usability of the information that passes the hurdles and gets posted, this is not the best way to build a corporate information infrastructure because the central choke point delays the spread of new and useful information. A totalitarian intranet will cause you to miss too many opportunities. This approach might seem to increase opportunities for communication across the company, but in reality does not do so since people will be incapable of finding most of the information in an anarchy. This is my preferred approach. Managed diversity will probably characterize many aspects of the coming network economy, but we have less experience with this approach than with more traditional top-down management. Just one example of improved usability from taking advantage of managed diversity: Weights are impossible on the open internet, since every site about widgets will claim to have the highest possible relevance weight for the keyword "widget. Blended Design An extranet is a special set of pages that are made available to selected business partners such that they can directly access computational resources inside your company. Typical examples include allowing customers to check on the status of their orders for example, When will my urgent order ship? Did you or did you not receive our payment? The extranet is a blend of the public internet and the closed intranet and needs to be designed as such. Fundamentally, an extranet is a part of the internet since it is

accessed by people in many different companies who will be using your public website but will not have access to the truly internal parts of your intranet. Therefore, the visual style and main navigation options of the extranet should be visibly similar to the design of your internet site: A subtle difference in the two styles for example, complementary color tones will help emphasize the closed and confidential nature of the extranet. It will often be reasonable to have links from extranet pages to pages on the public website, but you should not have links that point to your private intranet, because your business partners will not be able to follow such links. Actual use of the extranet shares many properties with intranet use: It may even be reasonable to assume some amount of training on the part of the users, because they will be motivated to improve the efficiency of their own business by making better use of your extranet. The training needs and the complexity of your extranet can not be too demanding, however, since you normally cannot assume that extranet users are dedicated to the use of your particular design and nothing else. A typical extranet user may be a corporate purchasing agent who may need to deal with your extranet as well as the extranets of, say, 50 other companies where he or she has placed orders. Your extranet must be fairly easy to use if this purchasing agent is to remember its features and options from one visit to the next. See our usability guidelines for intranets for more information about creating a great user experience inside your organization.

4: The Difference Between Intranet and Internet Design

A User Interface Design Project from Start to Finish: www.enganchecubano.com Author Tim Lupo Emily Dunkle, one of our talented UI web designers at Fresh Tilled Soil was assigned to revamp ClickStop's sister company, www.enganchecubano.com

This template creates a sample application that is designed to run inside the Facebook web site. It is based on ASP. For more information about ASP. Visual Studio Templates The Visual Studio web project creation dialog does not provide access to some templates that were available in Visual Studio If you want to use one of these templates, you can click the Visual Studio node in the left pane of the Visual Studio New Project dialog box. Bootstrap uses CSS3 to provide responsive design, which means layouts can dynamically adapt to different browser window sizes. For example, in a wide browser window the home page created by the Web Forms template looks like the following illustration: Make the window narrower, and the horizontally arranged columns move into vertical arrangement: Narrow the window a little more, and the horizontal top menu turns into an icon that you can click to expand into a vertically oriented menu: For example, you can do the following steps to change the theme. In your browser, go to http: Copy the contents of the downloaded CSS file. In Visual Studio, create a new Style Sheet file named bootstrap-theme. Run the project again, and the application has a new look. The following illustration shows the effect of the Amelia theme: Many Bootstrap themes are available, both free and premium versions. Bootstrap also offers a wide variety of UI components, such as drop-downs , button groups , and icons. For more information about Bootstrap, see the Bootstrap site. However, the Web Forms pages will display correctly when viewed with a browser. Adding Support for Additional Frameworks When you select a template, the check box for the framework s used by the template is automatically selected. For example, to enable the use of Web Forms. Adding a framework enables design-time as well as run-time support. For example, if you add MVC support to a Web Forms project, you will be able to scaffold controllers and views. The routes that are defined first will take precedence. For example, if you have a Home controller and a Home. Adding a framework does not add any sample application functionality. Only the folders, files, and references required to support the framework are added. The following sections describe briefly the effect of each check box. These are already created by all templates other than the Empty template, so selecting the Web Forms check box makes no difference for other templates.

5: Web design - Wikipedia

The Internet has revolutionized the computer and communications world like nothing before. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities.

The principal methods of networking that enable the Internet are contained in specially designated RFCs that constitute the Internet Standards. Other less rigorous documents are simply informative, experimental, or historical, or document the best current practices BCP when implementing Internet technologies. The Internet standards describe a framework known as the Internet protocol suite. The layers correspond to the environment or scope in which their services operate. At the top is the application layer , space for the application-specific networking methods used in software applications. For example, a web browser program uses the client-server application model and a specific protocol of interaction between servers and clients, while many file-sharing systems use a peer-to-peer paradigm. Below this top layer, the transport layer connects applications on different hosts with a logical channel through the network with appropriate data exchange methods. Underlying these layers are the networking technologies that interconnect networks at their borders and exchange traffic across them. The Internet layer enables computers "hosts" to identify each other via Internet Protocol IP addresses , and route their traffic to each other via any intermediate transit networks. Last, at the bottom of the architecture is the link layer , which provides logical connectivity between hosts on the same network link, such as a local area network LAN or a dial-up connection. Other models have been developed, such as the OSI model , that attempt to be comprehensive in every aspect of communications. While many similarities exist between the models, they are not compatible in the details of description or implementation. As user data is processed through the protocol stack, each abstraction layer adds encapsulation information at the sending host. Data is transmitted over the wire at the link level between hosts and routers. Encapsulation is removed by the receiving host. Intermediate relays update link encapsulation at each hop, and inspect the IP layer for routing purposes. The most prominent component of the Internet model is the Internet Protocol IP , which provides addressing systems, including IP addresses , for computers on the network. IP enables internetworking and, in essence, establishes the Internet itself. Internet Protocol Version 4 IPv4 is the initial version used on the first generation of the Internet and is still in dominant use. However, the explosive growth of the Internet has led to IPv4 address exhaustion , which entered its final stage in , [66] when the global address allocation pool was exhausted. A new protocol version, IPv6, was developed in the mids, which provides vastly larger addressing capabilities and more efficient routing of Internet traffic. IPv6 is currently in growing deployment around the world, since Internet address registries RIRs began to urge all resource managers to plan rapid adoption and conversion. In essence, it establishes a parallel version of the Internet not directly accessible with IPv4 software. Thus, translation facilities must exist for internetworking or nodes must have duplicate networking software for both networks. Essentially all modern computer operating systems support both versions of the Internet Protocol. Network infrastructure, however, has been lagging in this development. Aside from the complex array of physical connections that make up its infrastructure, the Internet is facilitated by bi- or multi-lateral commercial contracts, e. Indeed, the Internet is defined by its interconnections and routing policies. Services Many people use, erroneously, the terms Internet and World Wide Web, or just the Web, interchangeably, but the two terms are not synonymous. The World Wide Web is a primary application program that billions of people use on the Internet, and it has changed their lives immeasurably. These documents may also contain any combination of computer data , including graphics, sounds, text , video , multimedia and interactive content that runs while the user is interacting with the page. Client-side software can include animations, games , office applications and scientific demonstrations. Through keyword -driven Internet research using search engines like Yahoo! Compared to printed media, books, encyclopedias and traditional libraries, the World Wide Web has enabled the decentralization of information on a large scale. The Web is therefore a global set of documents , images and other resources, logically interrelated by hyperlinks and referenced with Uniform Resource Identifiers URIs. URIs symbolically identify services, servers , and other databases, and the documents and resources that they

can provide. Web services also use HTTP to allow software systems to communicate in order to share and exchange business logic and data. The Web has enabled individuals and organizations to publish ideas and information to a potentially large audience online at greatly reduced expense and time delay. Publishing a web page, a blog, or building a website involves little initial cost and many cost-free services are available. However, publishing and maintaining large, professional web sites with attractive, diverse and up-to-date information is still a difficult and expensive proposition. Many individuals and some companies and groups use web logs or blogs, which are largely used as easily updatable online diaries. Some commercial organizations encourage staff to communicate advice in their areas of specialization in the hope that visitors will be impressed by the expert knowledge and free information, and be attracted to the corporation as a result. Advertising on popular web pages can be lucrative, and e-commerce , which is the sale of products and services directly via the Web, continues to grow. Online advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing SEM , social media marketing, many types of display advertising including web banner advertising , and mobile advertising. In , Internet advertising revenues in the United States surpassed those of cable television and nearly exceeded those of broadcast television. When the Web developed in the s, a typical web page was stored in completed form on a web server, formatted in HTML , complete for transmission to a web browser in response to a request. Over time, the process of creating and serving web pages has become dynamic, creating a flexible design, layout, and content. Websites are often created using content management software with, initially, very little content. Contributors to these systems, who may be paid staff, members of an organization or the public, fill underlying databases with content using editing pages designed for that purpose while casual visitors view and read this content in HTML form. There may or may not be editorial, approval and security systems built into the process of taking newly entered content and making it available to the target visitors. Communication Email is an important communications service available on the Internet. The concept of sending electronic text messages between parties in a way analogous to mailing letters or memos predates the creation of the Internet. Emails can be cc-ed to multiple email addresses. Internet telephony is another common communications service made possible by the creation of the Internet. The idea began in the early s with walkie-talkie -like voice applications for personal computers. In recent years many VoIP systems have become as easy to use and as convenient as a normal telephone. The benefit is that, as the Internet carries the voice traffic, VoIP can be free or cost much less than a traditional telephone call, especially over long distances and especially for those with always-on Internet connections such as cable or ADSL and mobile data. Interoperability between different providers has improved and the ability to call or receive a call from a traditional telephone is available. Simple, inexpensive VoIP network adapters are available that eliminate the need for a personal computer. Voice quality can still vary from call to call, but is often equal to and can even exceed that of traditional calls. Remaining problems for VoIP include emergency telephone number dialing and reliability. Currently, a few VoIP providers provide an emergency service, but it is not universally available. Older traditional phones with no "extra features" may be line-powered only and operate during a power failure; VoIP can never do so without a backup power source for the phone equipment and the Internet access devices. VoIP has also become increasingly popular for gaming applications, as a form of communication between players. Modern video game consoles also offer VoIP chat features. Data transfer File sharing is an example of transferring large amounts of data across the Internet. A computer file can be emailed to customers, colleagues and friends as an attachment. It can be put into a "shared location" or onto a file server for instant use by colleagues. The load of bulk downloads to many users can be eased by the use of " mirror " servers or peer-to-peer networks. In any of these cases, access to the file may be controlled by user authentication , the transit of the file over the Internet may be obscured by encryption , and money may change hands for access to the file. The price can be paid by the remote charging of funds from, for example, a credit card whose details are also passed â€" usually fully encrypted â€" across the Internet. The origin and authenticity of the file received may be checked by digital signatures or by MD5 or other message digests. These simple features of the Internet, over a worldwide basis, are changing the production, sale, and distribution of anything that can be reduced to a computer file for transmission. This

includes all manner of print publications, software products, news, music, film, video, photography, graphics and the other arts. This in turn has caused seismic shifts in each of the existing industries that previously controlled the production and distribution of these products.

6: Internet Surveys | Pew Research Center

Internet. The network design you choose to implement should ï¬•t the commu- work users are exposed to, and is the level at which human communication happens. HTTP.

Experts Internet Surveys The number of surveys being conducted over the internet has increased dramatically in the last 10 years, driven by a dramatic rise in internet penetration and the relatively low cost of conducting web surveys in comparison with other methods. Web surveys have a number of advantages over other modes of interview. They are convenient for respondents to take on their own time and at their own pace. The lack of an interviewer means web surveys suffer from less social desirability bias than interviewer-administered modes. And Web surveys also allow researchers to use a host of multimedia elements, such as having respondents view videos or listen to audio clips, which are not available to other survey modes. Although more surveys are being conducted via the Web, internet surveys are not without their drawbacks. Surveys of the general population that rely only on the internet can be subject to significant biases resulting from undercoverage and nonresponse. Not everyone in the U. There also is no systematic way to collect a traditional probability sample of the general population using the internet. There is no national list of email addresses from which people could be sampled, and there is no standard convention for email addresses, as there is for phone numbers, that would allow random sampling. Internet surveys of the general public must thus first contact people by another method, such as through the mail or by phone, and ask them to complete the survey online. Because of these limitations, researchers use two main strategies for surveying the general population using the internet. One strategy is to randomly sample and contact people using another mode mail, telephone or face-to-face and ask them to complete a survey on the web. Some of the surveys may allow respondents to complete the survey by a variety of modes and therefore potentially avoid the undercoverage problem created by the fact that not everyone has access to the web. The Pew Research Center has also conducted internet surveys of random samples of elite and special populations, where a list of the population exists and can be used to draw a random sample. Then, the sampled persons are asked to complete the survey online or by other modes. Another internet survey strategy relies on convenience samples of internet users. Researchers use one-time surveys that invite participation from whoever sees the survey invitation online, or rely on panels of respondents who opt-in or volunteer to participate in the panel. These surveys are subject to the same limitations facing other surveys using nonprobability-based samples: Many organizations are now experimenting with non-probability sampling in hopes of overcoming some of the traditional limitations these methods have faced. One example of this is sample matching, where a non-probability sample is drawn with similar characteristics to a target probability-based sample and the former uses the selection probabilities of the latter to weight the final data. Another example is sample blending whereby probability-based samples are combined with non-probability samples using specialized weighting techniques to blend the two. Here at the Pew Research Center we are closely following experiments with these methodologies, and conducting some of our own, to better understand the strengths and weaknesses of varying approaches.

7: UX-PM international certificate: User Experience in Project Management

This includes identifying and managing the lifecycle to be used, applying it to the user-centered design process, formulating the project team, and efficiently guiding the team through all phases until project completion.

Web design books in a store â€" Although web design has a fairly recent history, it can be linked to other areas such as graphic design. However, web design can also be seen from a technological standpoint. It is hard to imagine the Internet without animated graphics, different styles of typography, background, and music. During to the World Wide Web was born. Text-only pages could be viewed using a simple line-mode browser. At the time there were multiple browsers, however the majority of them were Unix-based and naturally text heavy. There had been no integrated approach to graphic design elements such as images or sounds. The Mosaic browser broke this mould. The W3C continues to set standards, which can today be seen with JavaScript. In Andreessen formed Communications Corp. Netscape created its own HTML tags without regard to the traditional standards process. For example, Netscape 1. Throughout to the browser wars began, as Microsoft and Netscape fought for ultimate browser dominance. On the whole, the browser competition did lead to many positive creations and helped web design evolve at a rapid pace. It was also the first browser to support style sheets, which at the time was seen as an obscure authoring technique. However designers quickly realized the potential of using HTML tables for creating the complex, multi-column layouts that were otherwise not possible. At this time, as design and good aesthetics seemed to take precedence over good mark-up structure, and little attention was paid to semantics and web accessibility. To create complex designs, many web designers had to use complicated table structures or even use blank spacer. GIF images to stop empty table cells from collapsing. This allowed HTML code to be semantic rather than both semantic and presentational, and improved web accessibility, see tableless web design. In , Flash originally known as FutureSplash was developed. At the time, the Flash content development tool was relatively simple compared to now, using basic layout and drawing tools, a limited precursor to ActionScript , and a timeline, but it enabled web designers to go beyond the point of HTML, animated GIFs and JavaScript. However, because Flash required a plug-in , many web developers avoided using it for fear of limiting their market share due to lack of compatibility. But the benefits of Flash made it popular enough among specific target markets to eventually work its way to the vast majority of browsers, and powerful enough to be used to develop entire sites. However, they decided to start from the beginning, which guided the development of the open source browser and soon expanded to a complete application platform. It was also the first browser to fully support the PNG image format. As this has happened the technology of the web has also moved on. There have also been significant changes in the way people use and access the web, and this has changed how sites are designed. Since the end of the browsers wars [when? Many of these are open source meaning that they tend to have faster development and are more supportive of new standards. Tools and technologies Web designers use a variety of different tools depending on what part of the production process they are involved in. These tools are updated over time by newer standards and software but the principles behind them remain the same. Web designers use both vector and raster graphics editors to create web-formatted imagery or design prototypes. Other tools web designers might use include mark up validators [7] and other testing tools for usability and accessibility to ensure their websites meet web accessibility guidelines. This can be an age group or particular strand of culture; thus the designer may understand the trends of its audience. Designers may also understand the type of website they are designing, meaning, for example, that B2B business-to-business website design considerations might differ greatly from a consumer targeted website such as a retail or entertainment website. Careful consideration might be made to ensure that the aesthetics or overall design of a site do not clash with the clarity and accuracy of the content or the ease of web navigation , [9] especially on a B2B website. Designers may also consider the reputation of the owner or business the site is representing to make sure they are portrayed favourably. User experience design and interactive design User understanding of the content of a website often depends on user understanding of how the website works. This is part of the user experience design. User experience is related to layout, clear instructions and labeling on a website. How well a user

understands how they can interact on a site may also depend on the interactive design of the site. If a user perceives the usefulness of the website, they are more likely to continue using it. Users who are skilled and well versed with website use may find a more distinctive, yet less intuitive or less user-friendly website interface useful nonetheless. However, users with less experience are less likely to see the advantages or usefulness of a less intuitive website interface. This drives the trend for a more universal user experience and ease of access to accommodate as many users as possible regardless of user skill. Advanced interactive functions may require plug-ins if not advanced coding language skills. Choosing whether or not to use interactivity that requires plug-ins is a critical decision in user experience design. If the function requires advanced coding language skills, it may be too costly in either time or money to code compared to the amount of enhancement the function will add to the user experience. Page layout Part of the user interface design is affected by the quality of the page layout. Page pixel width may also be considered vital for aligning objects in the layout design. The most popular fixed-width websites generally have the same set width to match the current most popular browser window, at the current most popular screen resolution, on the current most popular monitor size. Most pages are also center-aligned for concerns of aesthetics on larger screens. Fluid layouts increased in popularity around as an alternative to HTML-table-based layouts and grid-based design in both page layout design principle and in coding technique, but were very slow to be adopted. Accordingly, a design may be broken down into units sidebars, content blocks, embedded advertising areas, navigation areas that are sent to the browser and which will be fitted into the display window by the browser, as best it can. Although such a display may often change the relative position of major content units, sidebars may be displaced below body text rather than to the side of it. In particular, the relative position of content blocks may change while leaving the content within the block unaffected. In March Google announced they would be rolling out mobile-first indexing. Typography Web designers may choose to limit the variety of website typefaces to only a few which are of a similar style, instead of using a wide range of typefaces or type styles. Most browsers recognize a specific number of safe fonts, which designers mainly use in order to avoid complications. Font downloading was later included in the CSS3 fonts module and has since been implemented in Safari 3. This has subsequently increased interest in web typography , as well as the usage of font downloading. Most site layouts incorporate negative space to break the text up into paragraphs and also avoid center-aligned text. The choice of whether or not to use motion graphics may depend on the target market for the website. Motion graphics may be expected or at least better received with an entertainment-oriented website. However, a website target audience with a more serious or formal interest such as business, community, or government might find animations unnecessary and distracting if only for entertainment or decoration purposes. In either case, motion graphic design may make the difference between more effective visuals or distracting visuals. Motion graphics that are not initiated by the site visitor can produce accessibility issues. The World Wide Web consortium accessibility standards require that site visitors be able to disable the animations. This is usually done via a description specifying what the element is doing. Failure to conform to standards may not make a website unusable or error prone, but standards can relate to the correct layout of pages for readability as well making sure coded elements are closed appropriately. This includes errors in code, more organized layout for code, and making sure IDs and classes are identified properly. Poorly-coded pages are sometimes colloquially called tag soup. The system identifies the errors and areas that do not conform to web design standards. This information can then be corrected by the user. Static websites Main article: Static web page A static website stores a unique file for every page of a static website. Each time that page is requested, the same content is returned. This content is created once, during the design of the website. It is usually manually authored, although some sites use an automated creation process, similar to a dynamic website, whose results are stored long-term as completed pages. These automatically-created static sites became more popular around , with generators such as Jekyll and Adobe Muse. This required less server administration and had less chance of exposing security holes. They could also serve pages more quickly, on low-cost server hardware. These advantage became less important as cheap web hosting expanded to also offer dynamic features, and virtual servers offered high performance for short intervals at low cost. Almost all websites have some static content, as supporting assets such as images and stylesheets are usually

static, even on a website with highly dynamic pages. Dynamic websites Main article: Dynamic web page Dynamic websites are generated on the fly and use server-side technology to generate webpages. They typically extract their content from one or more back-end databases: In the design process, dynamic pages are often mocked-up or wireframed using static pages. The skillset needed to develop dynamic web pages is much broader than for a static pages, involving server-side and database coding as well as client-side interface design. Even medium-sized dynamic projects are thus almost always a team effort. This was a quicker means of development than coding in a purely procedural coding language such as Perl. Both of these approaches have now been supplanted for many websites by higher-level application-focused tools such as content management systems. These build on top of general purpose coding platforms and assume that a website exists to offer content according to one of several well recognised models, such as a time-sequenced blog , a thematic magazine or news site, a wiki or a user forum. These tools make the implementation of such a site very easy, and a purely organisational and design-based task, without requiring any coding. Editing the content itself as well as the template page can be done both by means of the site itself, and with the use of third-party software. The ability to edit all pages is provided only to a specific category of users for example, administrators, or registered users. In some cases, anonymous users are allowed to edit certain web content, which is less frequent for example, on forums - adding messages. An example of a site with an anonymous change is Wikipedia.

8: Microsoft Design

User experience (UX) designer incorporates aspects of user focused design considerations which include information architecture, user centered design, user testing, interaction design, and occasionally visual design.

9: Cricut Design Space

The Internet is the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link devices worldwide. It is a network of networks that consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies.

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