

Business Education at Sutton Centre

Departmental website

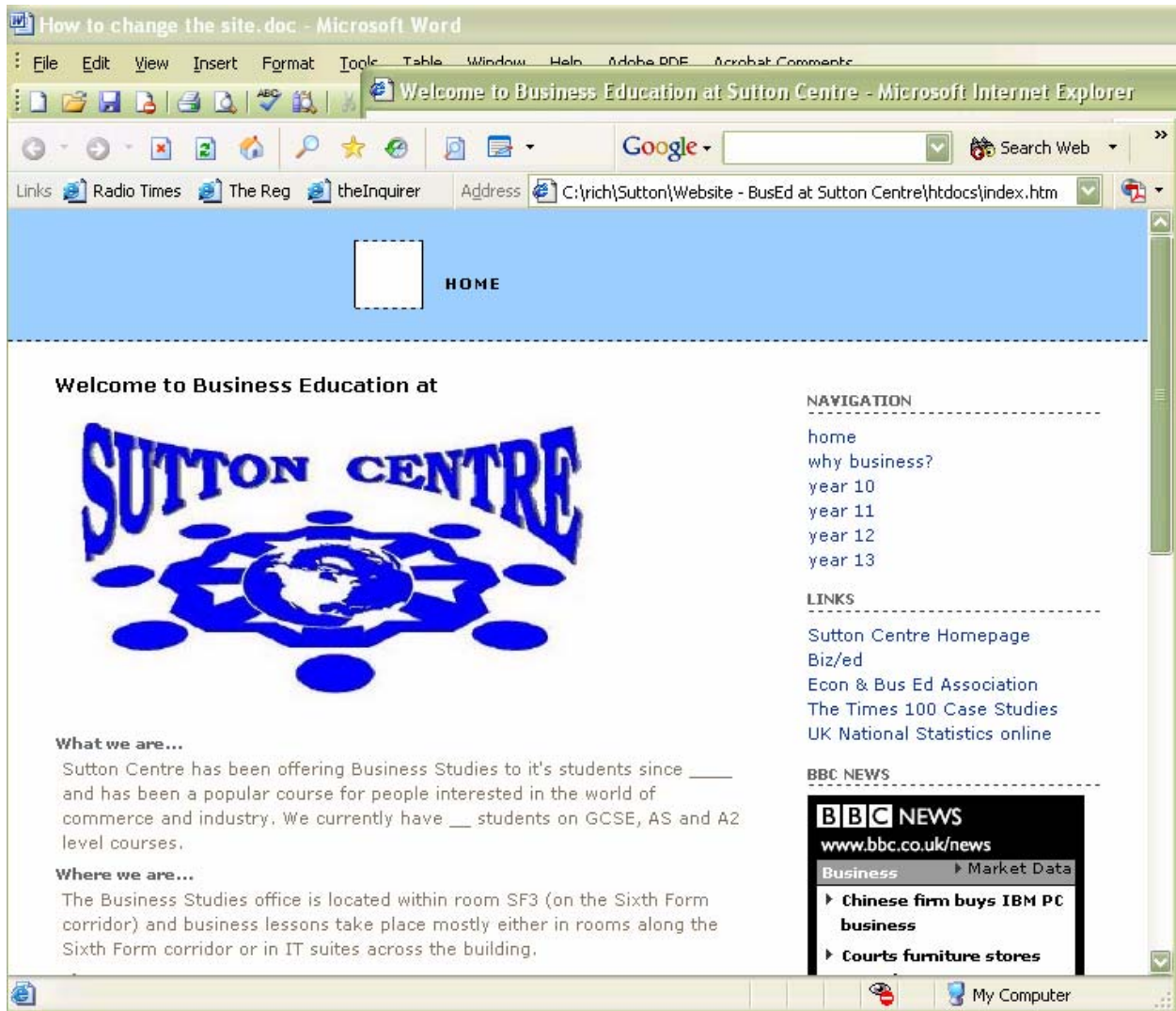
SITE MANUAL

Site available at: www.suttoncentre.notts.sch.uk

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1. THE BUSINESS EDUCATION WEBSITE



From the screenshot above, you can see that the page is made up of a number of elements. The important ones for minor editing are:

- **The layout** – this is the general design of the page, such as the colour scheme, the fonts used, the placement of all the parts of the page, and the bar at the top that states what page you are on and improves the page's aesthetics. Most of the code used to control this is kept hidden away in the file called 'default.css'. If you want to change the fonts or colours used in the page then you need to edit this file – any changes will affect the entire site, since they all refer to this file for layout information.
- **The content area** – This is the main area for pictures, logo's and text. You will also use this area to place web-links that are specific to the visitors of that page and links to documents that you have made available for the visitor to download.
- **The menu panel** – In this site, the menu panel is placed to the right of the content area. It includes:
 - **A navigation menu** – Provides a quick text-link to the different pages of the website.
 - **The links box** – Only appears on the 'home' page (index.htm). A place to put general web-links that may appeal to any visitors of the site.

- **The BBC News panel** – Syndicated content from the BBC showing the most recent articles added for business and education. Clicking on a link will open up the main article from the 'news.bbc.co.uk' website.

2. THE FILE STRUCTURE

The website is a collection of files on a computer that a person loads every time they visit a page. A web page is designated by the extension '.htm' or '.html'. This site was designed with 6 pages:

index.htm – The 'home' page, called index.htm because this is the file that a person's browser will automatically view if no file is specified. When a person clicks on 'home' in the navigation menu they will see this page. It is the first introductory page to the site and as such should contain a logo, a welcome message and an introduction to the department and departmental staff.

why.htm – 'Why business?' is a useful place for prospective students to get more information about the subject, particularly useful since this is not a subject with which they are likely to have had direct contact to pre-GCSE. A customised version of the school's 'citizenship' logo has been developed to highlight the features of the subject, followed by the sales pitch. This page is only likely to change as the courses offered change or in the event of significant changes in content.

year10.htm, year11.htm, year12.htm and year13.htm – These are the pages dedicated to offering support to the pupils in each of the main four years of study. These pages should contain information about the course the students are on and will have helpful information, tips and resources that they can use. These pages can be as limited or extensive as you wish, though remember not to include too many large images as they can slow down the speed in which the page loads. Text generally does not slow down the page so don't worry as much about this.

You should edit this page using notepad. HTML editors such as Microsoft FrontPage will add their own code and will change the layout of the code to their own preferred settings. This means that the page will take longer to load and future editing could be difficult. You can open these pages for editing by right-clicking on the file and choosing 'open with', if the sub-menu does not include notepad then select 'Choose program...' and select notepad from the list (don't check the box that says 'Always use the selected program to open files of this type' or your PC will no longer open web pages in Internet Explorer.

There are also two folders in the root directory of the web site:

docs – where you put all files that you intend to make downloadable from the site. For example, if you had an Adobe PDF document that you wanted to make available to Year 10 students, you would place the file in this folder and then edit 'year10.htm' to include a link to this file.

pics – a place to put pictures (logos and images, etc...) that will be used in the website. The basic page comes with 'belogo.jpg' and 'sclogo.jpg' – the business education logo and Sutton Centre logo, respectively.

3. MAKING SENSE OF THE LANGUAGE

Websites are created using a computer language called **HyperText Markup Language (HTML)**. They are simply unformatted text documents with the information presented in a format that the browser (the program that is used to view a web page, such as Internet Explorer) can understand. Every command (such as the size of a font, a paragraph, a hypertext link, etc...) is called a **tag**. **Tags** are a command within square brackets < > and are usually paired with a closing tag to designate the end of that command. For example, the tag to designate the start of

a new paragraph is <p> and the end of the paragraph is </p>. Some tags don't have a closing tag. Tags are not case sensitive.

Some tags also can or must include **attributes** within the start tag. Attributes give more information about what the tag does. For example, <p> signifies the start of a paragraph. You could include the 'align' attribute to tell the browser to give it a specific alignment. Since there are three different **values** (left, right and centre) then you need to also include this. Attributes are placed within the tag, separated from the command by only a space. Values are added by using an = sign and enclosing the attribute within quotation marks "" – so to start a new centred paragraph, the start tag will be <p align="center">. The end tag will remain the same </p>. N.b. All spellings are American, so centre is spelt center, colour is color, etc...

You will see the following commands in almost any web page, attributes are displayed in a sub table showing *attribute | values | description*:

START TAG	WHAT IT TELLS THE BROWSER		END TAG
<html>	The start and end of the html code, usually the first and last line of a web page's code.		</html>
<head>	Designates the 'header' of the webpage. This part of the page is not shown on the page, it controls things like the words that appear in the browser title bar and also contains information that search engines use to classify and categorise a web site.		</head>
<title>	Used within the 'header' tags, contains the title of the page.		</title>
<body>	Signifies the start and end of the 'body' of the page. This is everything that is displayed on the screen.		</body>
<h1>	Means 'heading 1' – a pre-formatted font (e.g. size 14, bold, arial) that can be used for headings. Sometimes <h2> and <h3> is used for sub-headings.		</h1>
<p>	A paragraph of normal text. Will insert a space between it and the following paragraph. Attributes are optional.		</p>
	align	left center right	Aligns the paragraph to the set value.
 	A line break, the following text will continue on the next line. Note, it is contained within a single paragraph and therefore does not require a closing tag.		
<hr>	Inserts a horizontal line across the width of the page. Attributes are optional.		
	align	left center right	Aligns the line to the set value.
	width	x%	Specifies the width of the line, where x is a number 1-100.
	Text within these tags will be formatted bold.		
<i>	Text within these tags will be formatted italic.		</i>
<a>	Stands for 'anchor', used to link somewhere else. The text or image displayed between these tags, when clicked on, will link to another web page or web site. The following attribute MUST be used.		
	href	URL	Specifies the URL that the link will follow. * see note below on URL's.
	This attribute is optional.		
	target	_blank	Opens the link in a completely new window (instead of the default of loading a new page in the same window, over the top of the current page.

START TAG	WHAT IT TELLS THE BROWSER		END TAG
	Inserts an image. The following attribute MUST be used.		
	src	<i>URL</i> Specifies the URL of the image.*	
	The following attributes are optional.		
	align	left center right Aligns the image to the set value.	
	width	xpixels x% Specifies the width of the image in pixels or percent. By default the image will be displayed at its original size.	
height	xpixels x% Specifies the height of the image in pixels or percent. By default the image will be displayed at its original size.		
alt	<i>some text</i> Some browsers can't or won't display images so the alt attribute allows a title to be displayed instead.		
	All text contained within these tags will be formatted according to the attributes used. They are optional but at least one should be used.		
	face	<i>font name</i> The name of the font used, e.g. <i>Times New Roman, Verdana, Courier New...</i>	
	size	x A number from 1-7, where 7 is the largest font size.	
	color	<i>colour</i> The name of the colour, e.g. <i>red, dark blue, green.</i> If the colour you want does not exist, you can use a HEX ref. number – a useful site for this is: http://www.hypersolutions.org/pages/colorSel.html .	
<!--	A comment tag. Text within these tags will be ignored by the browser and so it is useful to place comments for the editors of a webpage to make it easier to read.		-->

*URLs are the addresses to different places on the web. For example, if the visitor to a website was on the index.htm page and clicked on **this bit of text** then the page browser would change to display the why.htm page. This is called a **relative URL**, which means the URL is relative to the current page. If the user clicked on **this bit of text** then it would open the 'example.doc' document in the 'docs' folder. The docs folder is signified by a forward slash after it 'docs/'. Similarly, the relative URL to an image called 'photo.jpg' in the pics folder will be 'pics/photo.jpg'.

The other type of URL is one that links to a place that may be on another site altogether. This is called an **absolute URL**. An absolute URL is signified by starting the address with '**http://**', and the web address. When you type 'www.google.co.uk' into a browser address bar and press 'return' you will see that it automatically adds 'http://' to the start of the address. Therefore, if you wished to link a bit of text that said '*visit the Google search engine*' to this address you would insert the following code within a paragraph on the page:

visit the Google search engine

The product of this bit of code is generally referred to as a **hyperlink**.

4. SOME EXAMPLES OF CODE:

<p align="right">This is a paragraph</p>

Will display a line of unformatted text on the page that says "This is a paragraph", aligned to the right of the page.

<hr align="center" width="50%">

Will display a horizontal line that stretches across half of the screen (relative to the size of the screen that the visitor has) and is centred.

This text will be bold This text won't

Will display the text within the tags in bold and the rest unformatted. All of this code must be contained within the paragraph tags <p> and </p>.

Will display an image called *happy.gif* that is kept in the *pics* folder. When the visitor clicks on the picture on his/her screen with their mouse cursor, the browser will load *www.jabunet.co.uk* in a new window.

<!-- THIS IS A COMMENT -->

Will not display anything on the visitor's screen, is only visible in the code for the page.

5. READING THE CODE

Here, we will look at the code behind the original supplied 'index.htm' page and make sense of the code that you are likely to want to change.

CODE	COMMENTARY
<pre><?xml version="1.0" encoding="UTF-8"?> <html> <head> <title>Welcome to Business Education at Sutton Centre</title> <style type="text/css" media="all">@import "default.css";</style> <!-- The website for the Business Education department at Sutton Centre Community College in Sutton-In-Ashfield, Nottinghamshire --> <META Name="description" Content="Business Education at Sutton Centre - Information and resources for current and prospective students"> <META Name="keywords" Content="Business studies, sutton centre, sutton-in-ashfield"> </head> <body> <div id="header"> <h3>&nbsp;</h3>home </div> <div id="content"> <div id="sidebar"> <!-- THE MENU PANEL --> <h1>navigation</h1> home
 why business?
 year 10
 year 11
 year 12
 year 13
 <h1>links</h1> Sutton Centre Homepage
 Biz/ed
 Econ & Bus Ed Association
 The Times 100 Case Studies
 UK National Statistics online
 <h1>bbc news</h1></pre>	<p>This is the header of the page:</p> <p><title> This is what appears in the title bar of the browser.</title></p> <p><style> Ignore this.</style></p> <p>Search engines use the following two sections to classify this web site:</p> <ol style="list-style-type: none">1. This is the description of the page.2. These are the keywords. <p>These parts are only listed on the index.htm page since we don't want to attract visitors to other pages.</p> <p>If you create a new page, make sure you change the <div id="header"> tag to reflect the page you are currently on (in this case, home).</p> <p>Note the
 tag is used instead of the <p> tag - this is to prevent a line space being inserted between the hyperlinks.</p> <p>The hyperlinks created using the <a> tag here refer to the different pages in this site. If a new page is added, you will need to add a line to this area on every page to add it to the navigation menu.</p> <p>This is the links menu (only on the index page). You can add/remove hyperlinks here to generally useful sites for your visitors.</p>

<pre> <!-- BBCi Syndication --><noscript></noscript><script src="http://www.bbc.co.uk/syndication/html/jsserver/10965361 44327" language="JavaScript" type="text/javascript"></script><!-- /BBCi Syndication --> </div> <div id="mostlywords"> <!-- THE CONTENT AREA --> <h1>Welcome to Business Education at</h1> <p> </p> <h2>What we are...</h2> <p> Sutton Centre has been offering Business Studies to it's students since ____ and has been a popular course for people interested in the world of commerce and industry. We currently have __ students on GCSE, AS and A2 level courses. </p> <h2>Where we are...</h2> <p> The Business Studies office is located within room SF3 (on the Sixth Form corridor) and business lessons take place mostly either in rooms along the Sixth Form corridor or in IT suites across the building. </p> <h2>Who we are...</h2> <p> Our department has three teachers: </p> <p> Simon Martin is the Head of Department and also in charge of Adult Education at Sutton Centre. Simon graduated in European Studies at Lancaster University and gained a Masters in Educational Management at Nottingham University. Simon is an Associate member of the Institute of Chartered Secretaries and Administrators. He gained his PGCE at Nottingham University. Prior to teaching, Simon has been a manager for Marks & Spencers, worked as a business administrator for the University College of London and a software company in Milton Keynes.
 Derek Poole also a teacher in D&T. Derek graduated in ____ at ____ and has extensive industrial experience as a sales representative, running his own business and ____.
 Cath Green also a teacher of I.T. Cath graduated in ____ at ____ University and gained her PGCE at Nottingham Trent University after a number of years working as an internal advisor for Clarks. </p> <h2>Why are you here?</h2> <p> This page is intended to:
 </pre>	<p>The BBC provides syndicated news content, which provides a useful source of information to students and teachers, plus a reason for people to return to the page regularly. This content is customised to show business and education news. The whole section can be deleted or replaced with different content if required, the provider of the information usually also provides some code that can be cut'n'pasted into this code.</p> <p>The content area begins here. This comment will help identify this section.</p> <p>A <h1> tag is used for the welcome line of the page.</p> <p>Then the school logo is inserted to make the page look nicer. There is no hyperlink connected with this image.</p> <p>A paragraph with no text is used purely to space out the text to make it look nicer.</p> <p>A normal <p> paragraph tag encloses each paragraph of text.</p> <p>A <h2> tag is used for sub-headings, as it is bolder than a basic paragraph but less bold than the <h1> tag.</p> <p>A
 is used to prevent a line-space being inserted.</p>
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<pre> 1. give prospective students information about the course, how it is relevant, and what to expect; and
 2. support our current students studying here. </p> <p> We hope you find it useful! </p> <p> </p> <!-- END OF CONTENT AREA --> <hr> <p> Site design © by Rich Fegan, 2004 </p> <p> </p> </div> </div> <div id="footer" /> </body> </html> </pre>	<p>This is the end of the content area, you should not edit after this line.</p> <p>Small copyright tag. Please leave this intact - it only exists on the homepage (index.htm).</p>
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6. RECOMMENDATIONS FOR SITE MAINTENANCE

- If something is not working as you think it should, check for simple mistakes such as forgetting an end tag or not using quotation marks "" when defining a value of an attribute.
- Another common mistake is incorrect punctuation, such as using a semi-colon; instead of a colon:
- Remember to use relative URLs for local hyperlinks and absolute URLs for external website hyperlinks.
- Some images can take up a lot of disk space, such as those that end in .bmp – you should not use these, as they will take a long time to load. Instead, open them in any image editing program (such as Microsoft Paint) and then save them as a compressed image such as a .jpg / .jpeg file.
- When creating a link to a document that you intend students to download, such as an Adobe .pdf document or a Word .doc document, be aware that when a student clicks on the hyperlink on the site, their browser will usually load the document within their browser. It may sometimes therefore be prudent to add some text to explain how to download a file to their computer, for example:

To download this file, click the right mouse button on the link and choose "Save target as..." (Internet Explorer) and choose a location on your hard drive.

- Update the site as often as is required. Out-of-date content is the easiest way to put a visitor off from returning again. Also, it is a good idea not to direct students to the site until there is some relevant content for them, since they will not check back regularly 'just in case'.

- The easiest way to create a new page (e.g. for BTEC students) is to copy the closest existing page (e.g. Year10.htm) and rename it btec.htm, then make quick changes to the page...
 - You should change some items in the header of the page, such as the <title> and the <div id="header"> tags to reflect the new page name.
 - Obviously the content are needs to be changed to something more suitable.
 - Remember to add a link to this page (e.g. BTEC
) to the navigation menu on this and every other page.

- The **default.css** file is a 'cascading style sheet' that is responsible for the layout of the page, including the top and bottom colour bars, the preformatting of the text, and the physical location of different parts of the page. Editing this document is not generally recommended unless you know what you are doing, though if a backup is made, simple changes such as the colour scheme or font types can be changed here. Changes made to this file will automatically change the entire site's look.

- When the site is updated, provide a copy to the IT Department, who handle the school's website and will be able to copy the up-to-date files onto their server.

- The website is provided with original content accurate as of December 2004. When making changes to the page, a backup should always be kept before the changes are made. Only update the backup copy once you know that your changed version of the page is working properly.

- Rich Fegan, the creator, will retain an unedited copy of the original website. Should this ever be required it can be obtained by sending an email request to webdesign@jabunet.co.uk. The site is provided, along with the site manual and a 1-hour training session, as-is and free-of-charge with 6-months of support (up to the end of June 2005), via the above email address, to the Business Education Department at Sutton Centre Community College, Sutton-in-Ashfield, Nottinghamshire for departmental purposes only. The site's design and code remains the creator's copyright, as such the copyright line must be left intact on the homepage (index.htm). The code may not be used for any other purpose than that stated without the permission of the creator.