

Web Design and Programming

WEB设计与编程导论

全球市值前十大公司变迁

1990

● 日本电信电话公司

● 东京三菱银行

● 日本兴业银行

● 三井住友银行

● 丰田汽车

● 日本富士银行

● 日本第一劝业银行

● IBM

● 日本联合银行

● 埃克森美孚



2000

● 微软

● 通用电气

● NTT Domoco

● 思科

● 沃尔玛

● 英特尔

● 日本电信电话公司

● 埃克森美孚

● 朗讯

● 德国电信



2010

● 中国石油

● 埃克森美孚

● 微软

● 工商银行

● 沃尔玛

● 建设银行

● 必和必拓

● 汇丰银行

● 巴西国家石油

● 苹果



2019

● 微软

● 苹果

● 亚马逊

● 谷歌

● 脸书

● 伯克希尔哈撒韦

● 阿里巴巴

● 腾讯

● 强生

● JP摩根



金融投资

通讯及硬件

互联网软件

石油

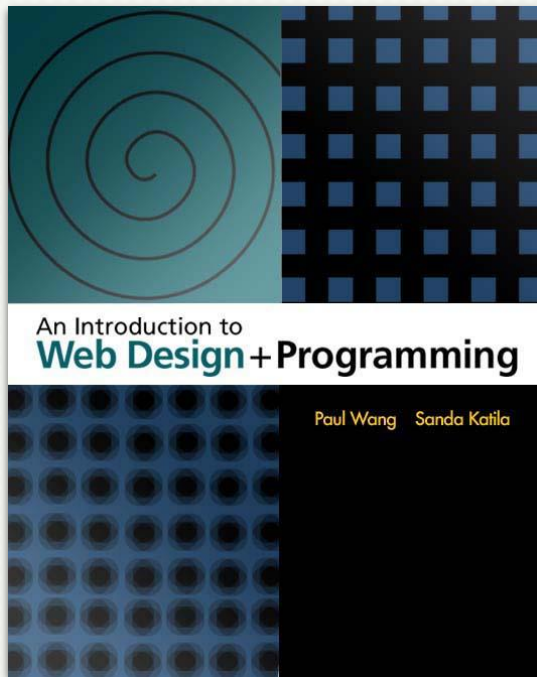
大众消费

注： 1.2006年3月，原东京三菱银行与原日联银行合并成为三菱东京日联银行，现更名为三菱UFJ银行

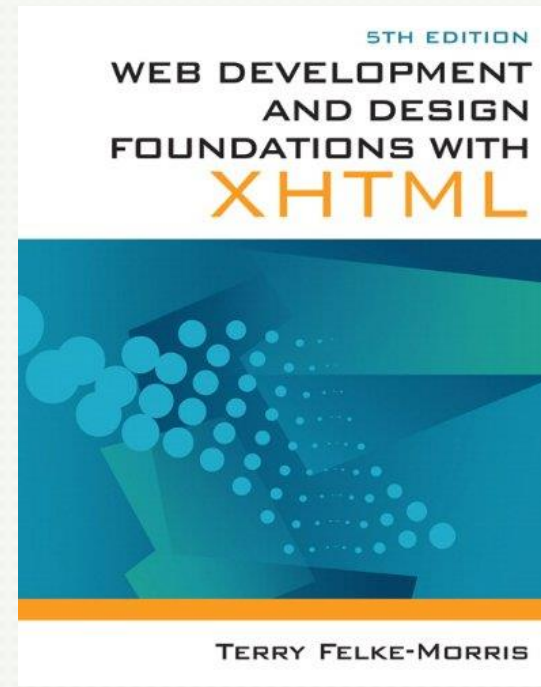
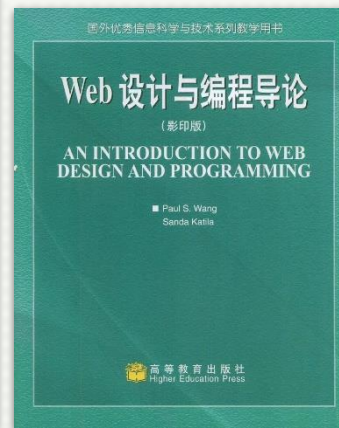
2.NTT DoCoMo是1991年8月由日本公司日本电信电话（NTT）所分出来的，专营电信业务。

3.数据来源为Charlie Bilello，截止日期为2019年4月中旬

Suggested Textbook



2006



2012



原版教材

美国康奈尔大学
肯特州立大学
纽约州立大学石溪分校

“国外优秀信息科学与
技术系列教学用书”

amazon



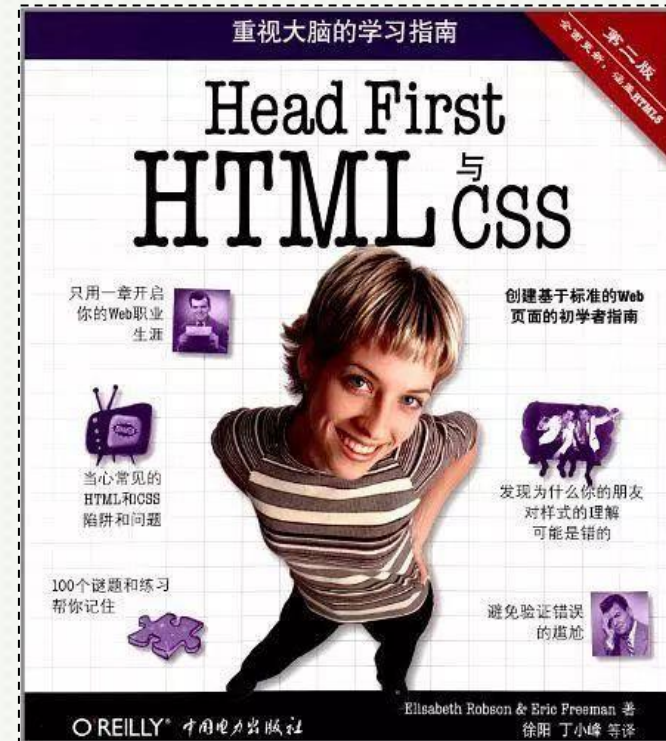
Suggested Textbook



Learning Web Design: A Beginner's Guide
(学习Web设计)

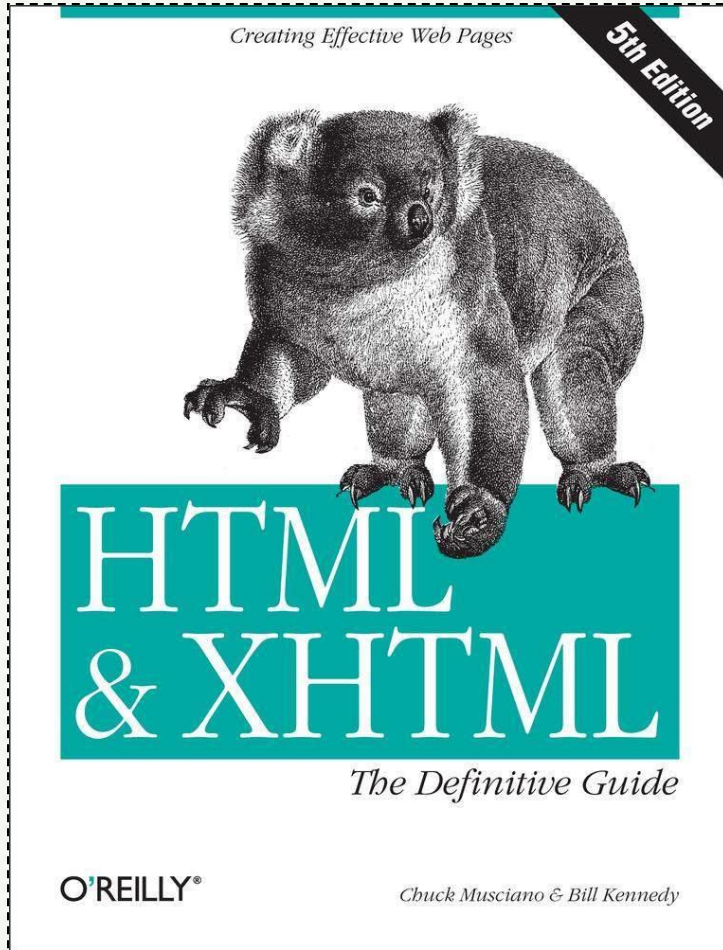


HTML & CSS: Design and Build Websites
(HTML & CSS设计与构建网站)

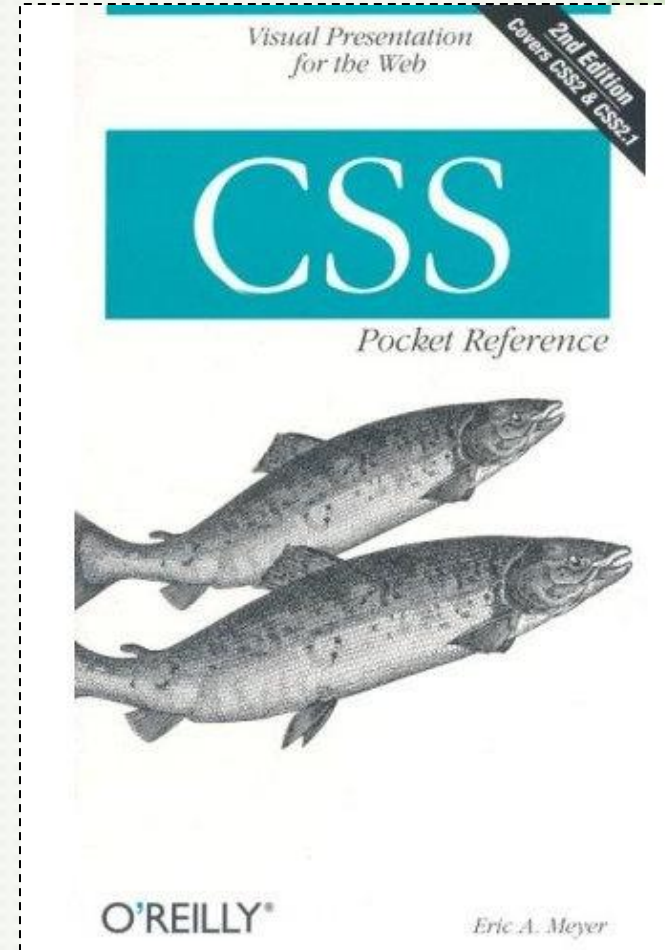


Head First HTML and CSS
(深入浅出HTML与CSS)

Suggested Reference Books



HTML & XHTML: The Definitive Guide



CSS Pocket Reference

Internet Pioneers

The Advanced Research Projects Agency

ARPA

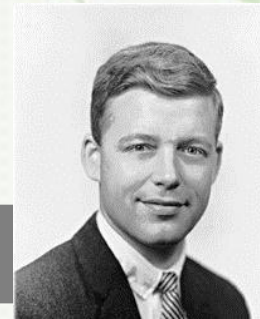


Larry Roberts



J.C.R. Licklider

Galactic Network
On-Line Man
Computer
Communication



Robert Taylor

Computer
Interconnection

TCP/IP



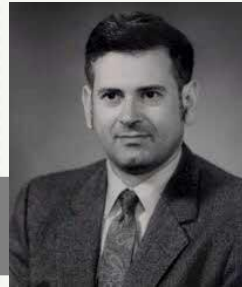
Paul Baran

Distributed
communication
system

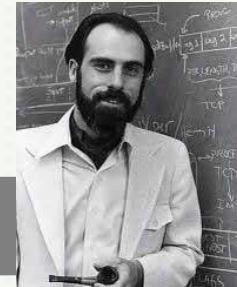


Leonard Kleinrock

Packet Switching



Robert Kahn



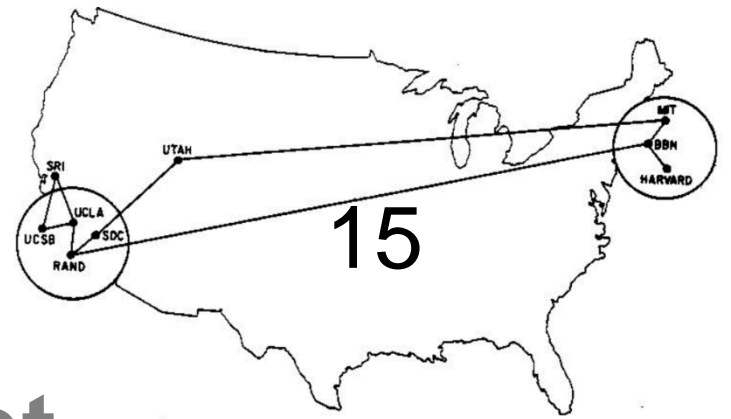
Vinton Cerf

ARPAnet



4

Dezember 1969

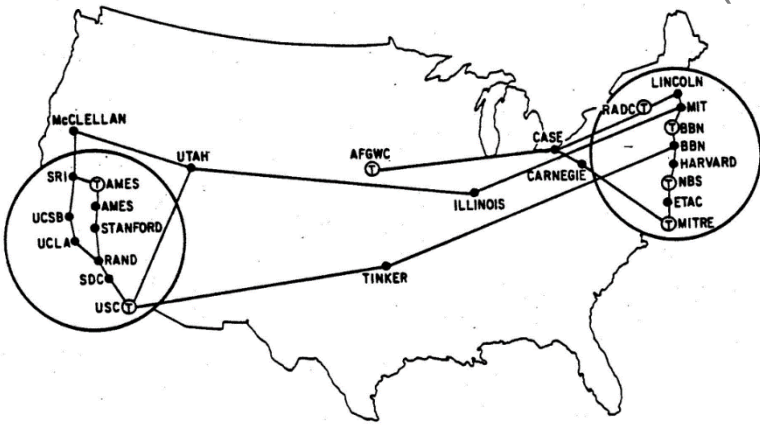


15

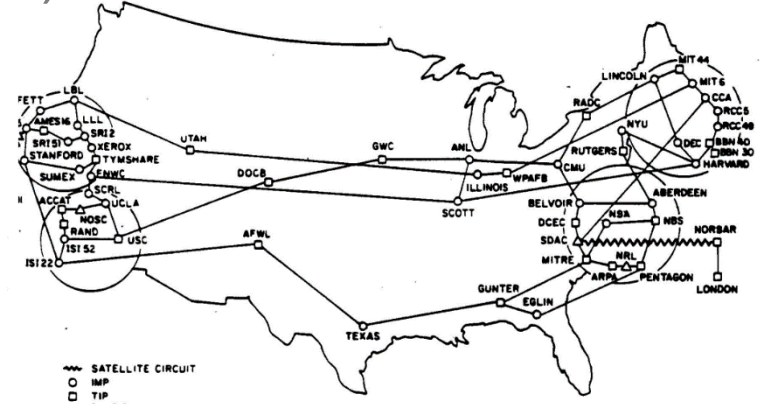
Juni 1970

ARPAnet

(1969 - 1983)



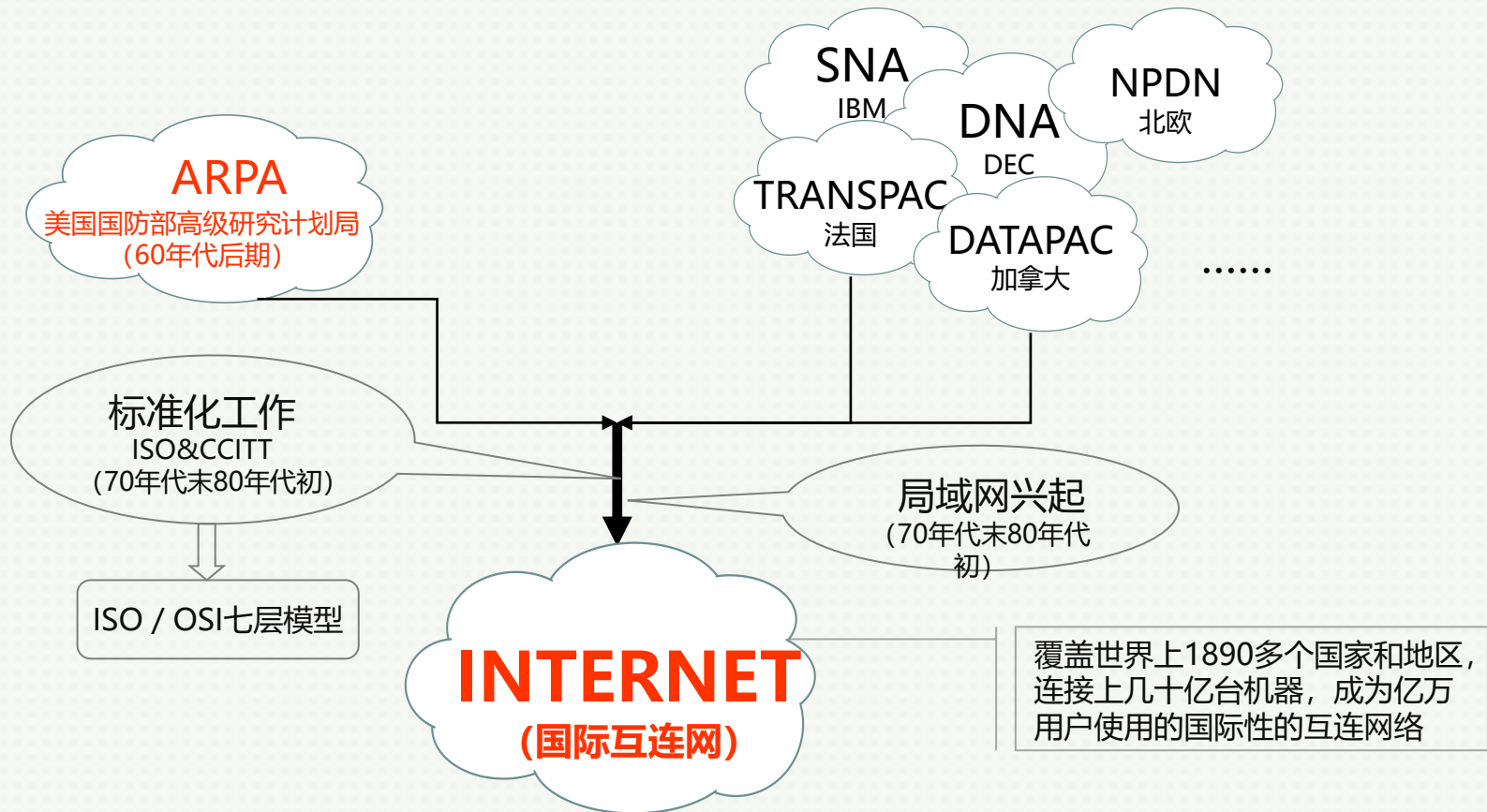
März 1972



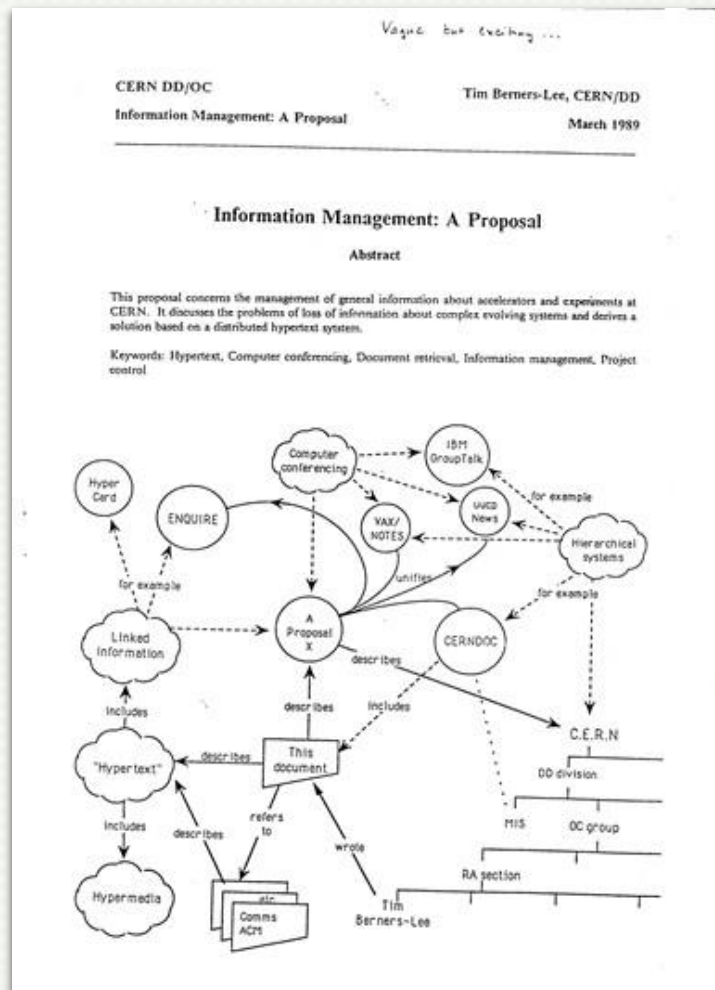
--- SATELLITE CIRCUIT
 ○ IMP
 □ TIP
 △ PLURIBUS IMP
 (NOTE THIS MAP DOES NOT SHOW ARPAs EXPERIMENTAL SATELLITE CONNECTIONS)
 NAMES SHOWN ARE IMP NAMES, NOT (NECESSARILY) HOST NAMES

Juli 1977

History of Internet



The Internet's Founding Father



Tim Berners-Lee

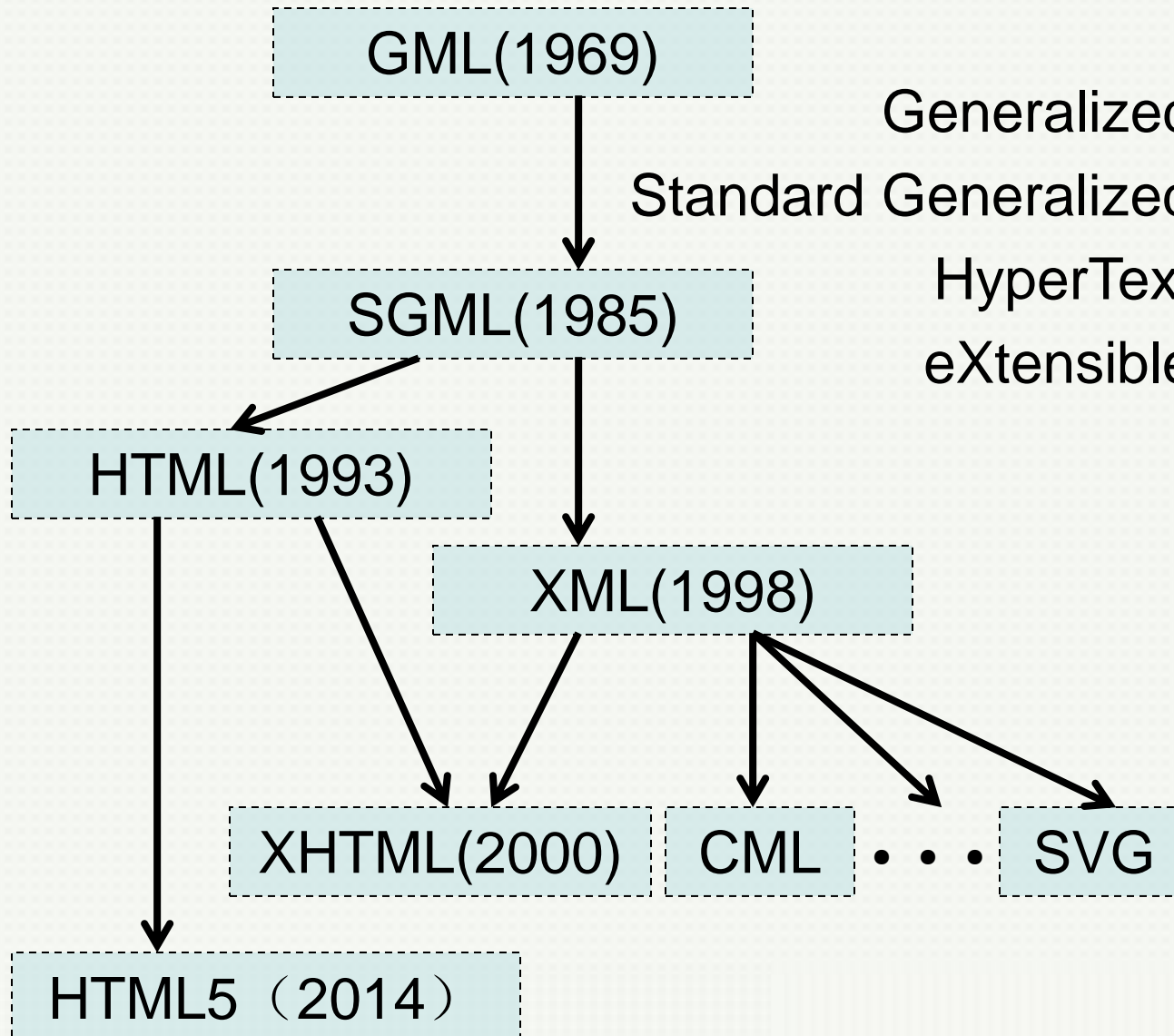
CERN (the famous European Particle physics Laboratory in Geneva)

HTTP

HTML

World Wide Web

History of Web



Generalized Markup Language
Standard Generalized Markup Language
HyperText Markup Language
eXtensible Markup Language

Web1.0 vs Web2.0

Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")
stickiness	-->	syndication

Ajax(Flickr google maps Gmail)

Asynchronous JavaScript and XML

IM

Instant Messenger

RSS

standards

Really Simple Syndication / Rich Site Summary

Blog

Weblog

Bookmark

Del.icio.us

WEB 2.0

Podcasting

Wiki

wee kee wee kee

P2P

peer-to-peer

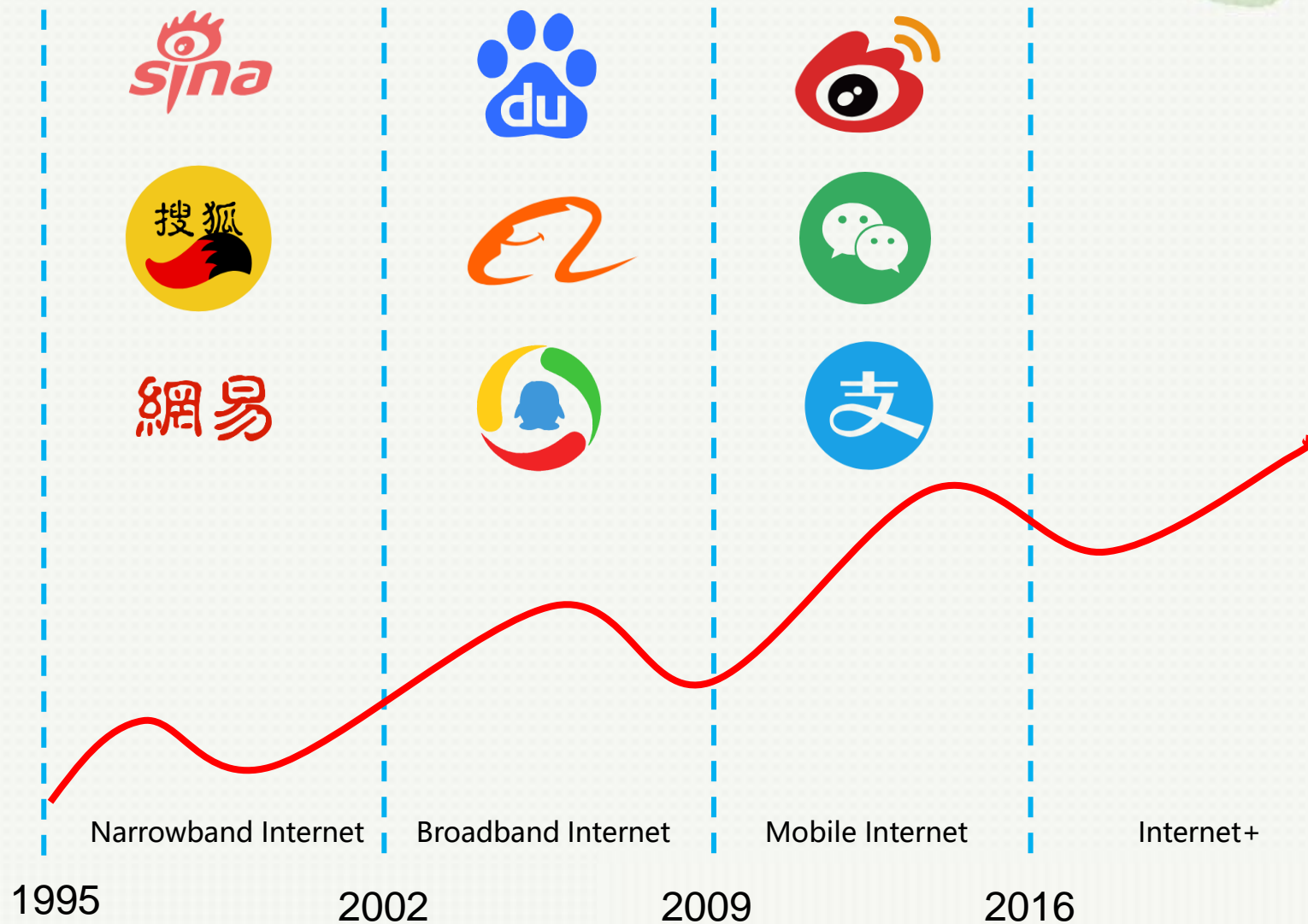
SNS

Social Network Service

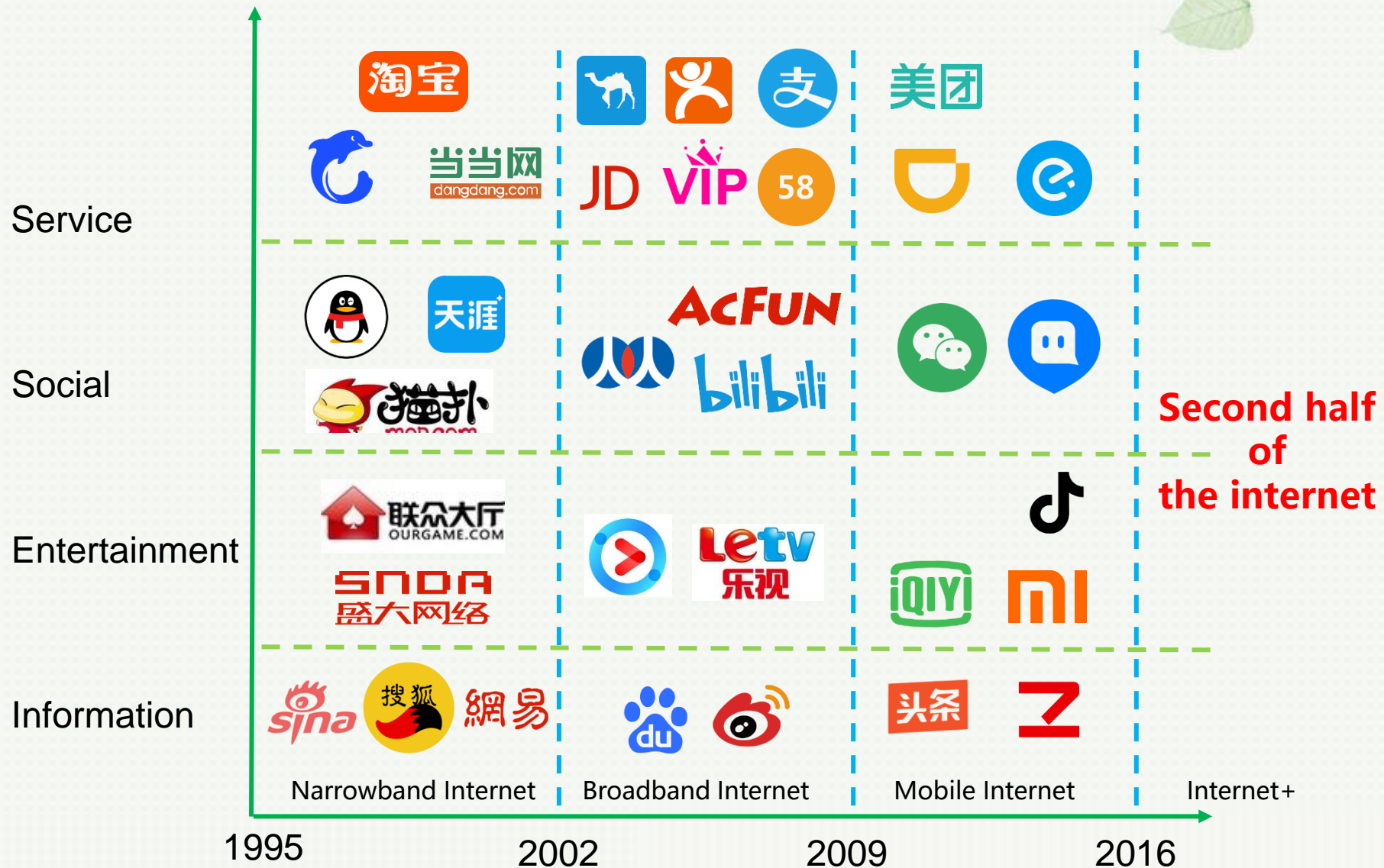
Defining Web 2.0

- Web2.0 is the new Web model, represented by webs such as Flickr, Craigslist, LinkedIn, Tribes, Ryze, Friendster, and by social concepts such as Blogs, TAG, SNS, RSS, Wiki. It was realized by the new theories of Six Degrees of Separation, xml, ajax and new techs.
- Web 2.0, pronounced "web two point oh", a phrase coined by O'Reilly Media in 2003 and popularized by the first Web 2.0 conference in 2004, refers to a perceived second generation of web-based communities and hosted services — such as social-networking sites, wikis and folksonomies — which facilitate collaboration and sharing between users.

China's internet development



China's internet Product patterns



Web standards

- **Structure**
 - **HTML(HyperText Markup Language)**
 - **XHTML(eXtensible HyperText Markup Language)**
 - **XML(eXtensible Markup Language)**
- **Presentation**
 - **CSS(Cascading Style Sheets)**
- **Behavior**
 - **DOM(Document Object Model)**
 - **ECMAScript**

What You Will Learn

How to create and use HTML.

How to create and use XHTML.

How to create and use CSS.

How to create and use Java Scripts.

How to create and use XML.

How to use Document Object Model.

How to use Ajax and RSS. (If we have time)

Suggested Browsers



Google Chrome

<https://www.google.cn/chrome/>



Mozilla Firefox

<http://www.mozilla.com/>

Suggested Websites

- The World Wide Web Consortium:
<http://www.w3c.org/>
- The Web Design School:
<http://www.w3schools.com/>
- W3C Validator:
<http://validator.w3.org/>
- CSS Validator :
<http://jigsaw.w3.org/css-validator/>



The End