



ESCUELA TÉCNICA SUPERIOR DE INGENIERÍA – ICAI
Departamento de Sistemas Informáticos

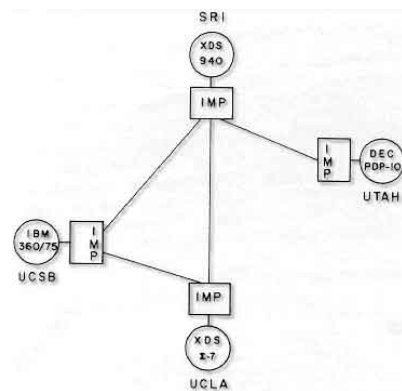
Creating web pages

Chapter 1. A brief introduction to the Internet and web pages

Cristina Puente, Rafael Palacios
2009-2010

History of the Internet. 1957-1970

- 1957 (Cold war) The USSR launched Sputnik, the first artificial communications satellite
- In response to this, the United States department of defense created ARPANET (Advanced Research Projects Agency Network)
- 1969 the net was increased by connecting several American universities
- Development of the first protocols



First interconnections



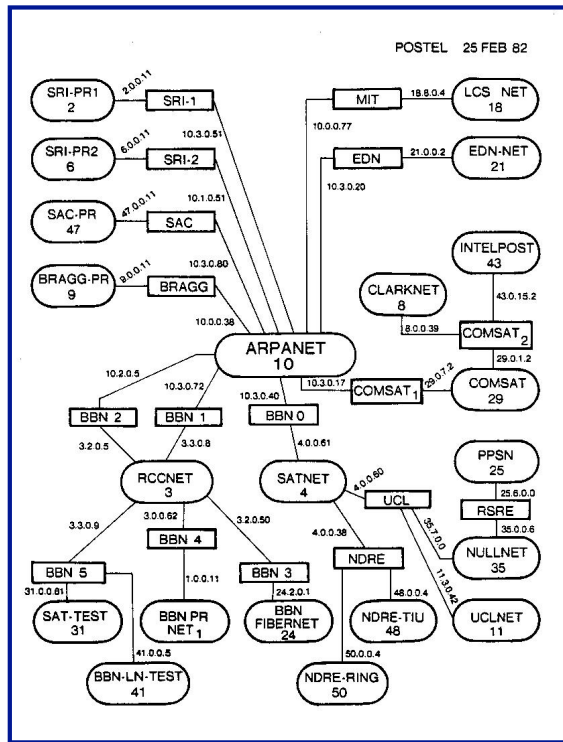
History of the Internet. 1970-1990

- American universities, responsible in part for the success and development of ARPANET
- Ray Tomlison, in 1971, created a program enabling messages to be sent via computers (e-mail).
- Vint Cerf y Bob Kahn created the first Transmission Control Program (TCP) and the term Internet is used for the first time
- 1984 TCP/IP is set up as a standard for Internet communications
- 1980-85 DNS system was created (Domain Name System)
- 1989 the World Wide Web as a system for the exchange of information was born

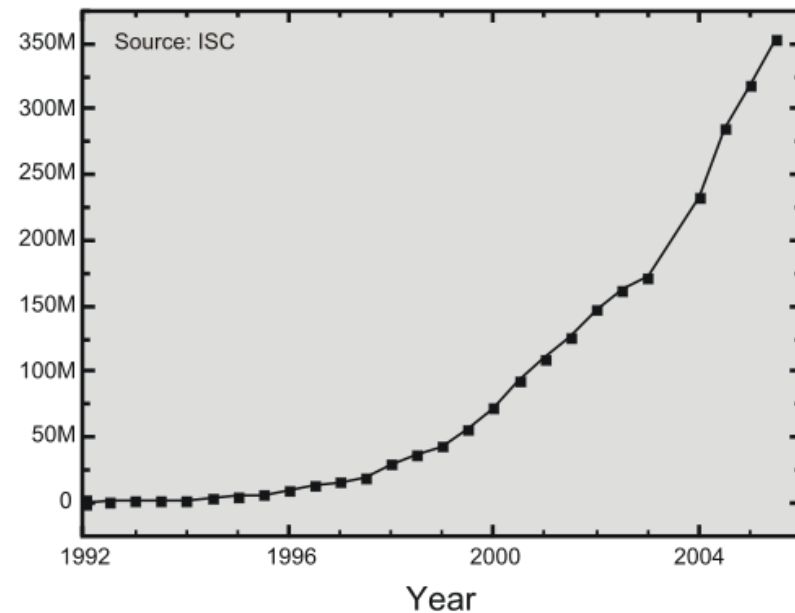


History of the Internet.

Internet: January '82



Number of Internet Hosts



History of the Internet. 1990-1995

- Expansion outside of the military and university environments.
- In 1990-91, Tim Berners-Lee, invented the World Wide Web.
- 1994 the commercial version of the browser Netscape Navigator is released.
- Shopping centers and businesses sell their products on the Internet: Pizza Hut, Ciberbanco, Amazon.
- Birth of the search engine Yahoo.
- First radio transmissions

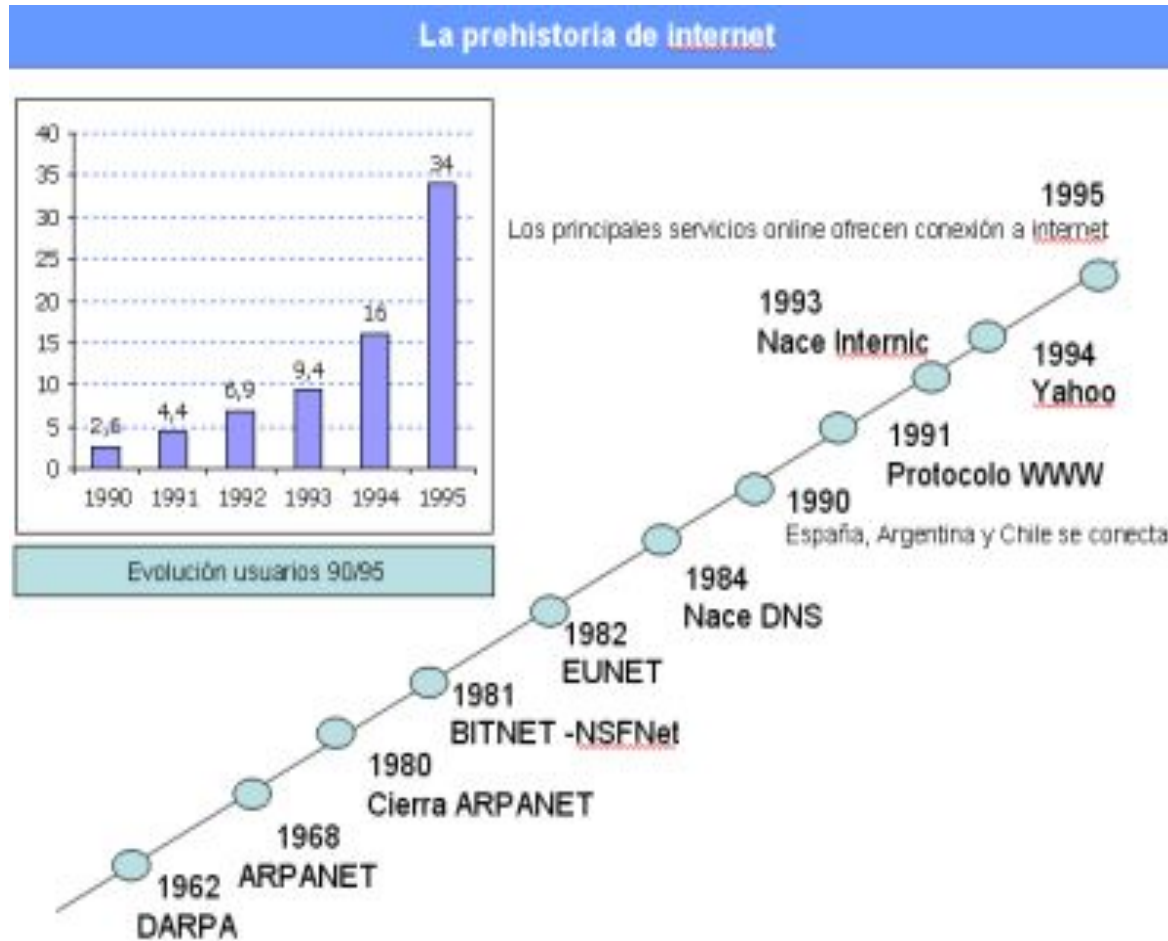


History of the Internet. 1996-2007

- Battle between Microsoft Explorer - Netscape Navegator
- Inclusion of multimedia content: streaming technique allows fluid video transmission
- May 96 El Pais and RTVE begin publishing web pages
- Increase in users in Spain:
 - May 96 0,2 million
 - May 98 2.0 million
 - May 2000 4.6 million
 - May 2001 6.0 million
- 1999: The sound format MP3 destabilized the multinational CD industry
- 2002: 500 million users worldwide



History of the Internet. Evolution



History of the Internet. Evolution



Fecha	Páginas Web indexadas (millones)	Peticiones por día (millones)	Buscador
Abril 1994	0.11	0.0015	WWW Worm
Noviembre 1997	2	-	WebCrawler
Noviembre 1997	100	20	AltaVista
Diciembre 2000	1327	70	Google
Mayo 2003	3083	200	Google



Internet concepts

- IP Address: Sequence of four numbers separated by periods that identify a unique address of origin or destination of information on the Internet.
- DNS (Domain Name System): Database of domain names and their corresponding IP addresses.
- Domain: "Extension" after the name which identifies the type of web site and allows us to determine the principal activity of the site. (.com for commercial sites or .gov for government sites)
- Host: Is used indistinctly as a synonym for a computer connected to the web or IP address. Every computer "host" has it's own IP address.
- Server: Computer with which we can connect and share resources.



Internet concepts

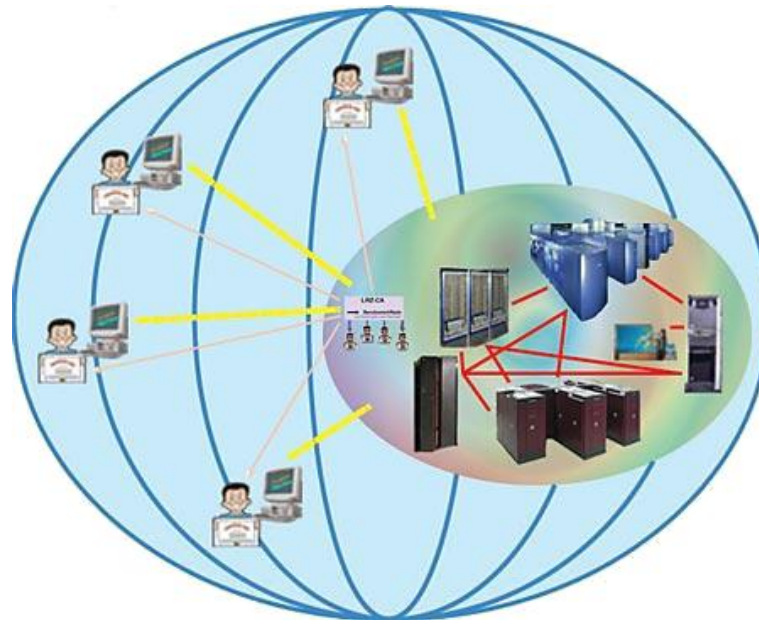
IP Address(Google)

Dirección <http://66.249.91.99/>

=

Dirección <http://www.google.com/>

Clients



Servers



Internet concepts

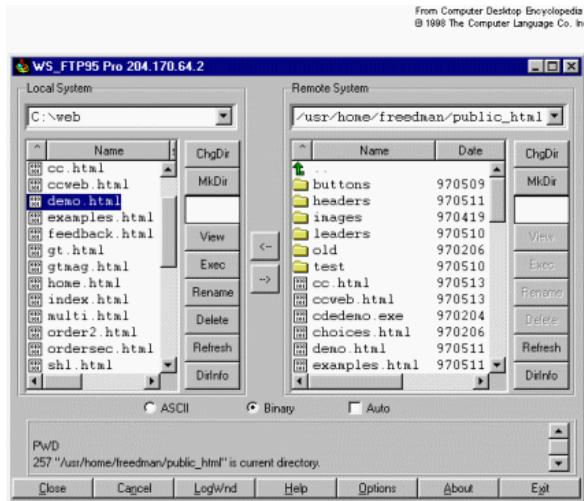
- News : News groups of debate forums in which people share their hobbies or common interests.
- Ftp : File transfer system which allows us to connect with file servers through the Internet
- Gopher : System which displays Internet documents and services as menu options.
- Telnet: Service which permits the user to access a remote system and work with it in terminal mode.
- Archie: Internet Service which explores a database of FTP sites in search of a file.



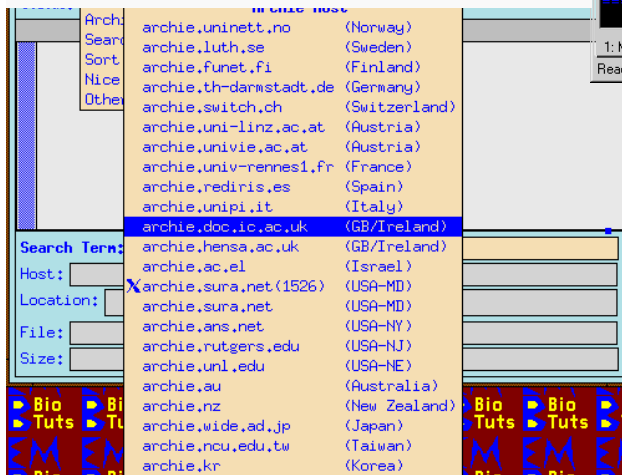
Internet concepts



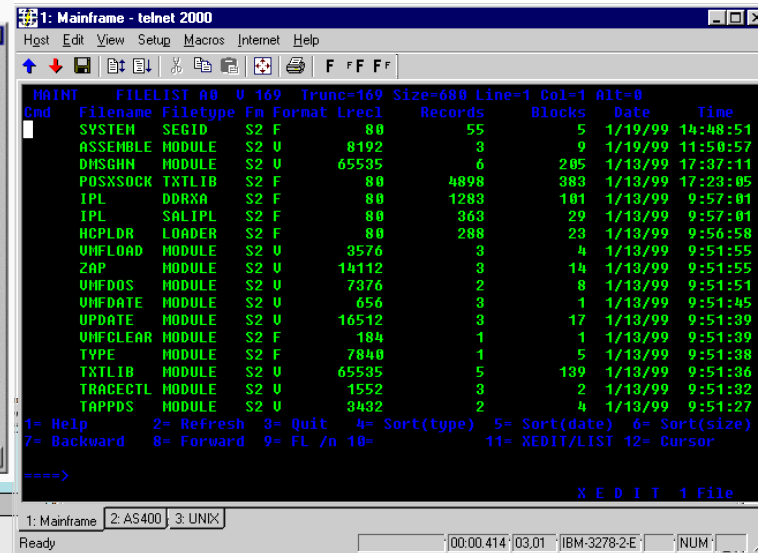
Ftp



Archie

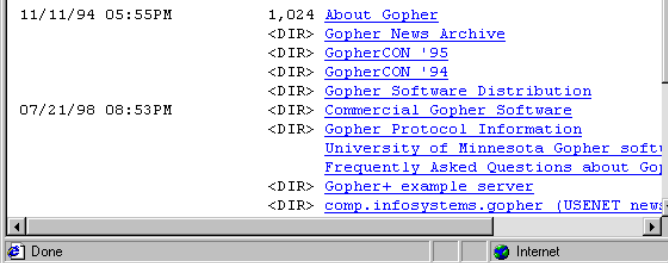


Telnet



Gopher directory at gopher.tc.umn.edu

Gopher





Internet content

- http (Hypertext Transfer Protocol): Protocol used in every Web transaction. Hypertext is the content of web pages, and transfer protocol is the system through which petitions for access and the replies with the content are sent.
- https : Secure version of http protocol which uses an ssl based code to transmit data through the Internet.
- ssl (Secure Sockets Layer): Encrypts information assuring the confidentiality of communication.
- Pop3 (Post Office Protocol): Permits the collection of e-mail to be read by a specific user.
- SMTP: Machine whichs acts as the entry point for e-mail sent by Internet.



Web Hierarchies

- Web Page
- Web Site
- e-commerce, e-learning..etc.
- Web application
- Portal
 - Vertical Portal
 - Horizontal Portal





Web page

- HTML, javascript
- For personal reasons
- Not extremely complex



Guido van Rossum - Personal Home Page

"Clawky and proud of it."

Antonio Larrosa's personal page

This page contains some notes about myself, my programs, my preferences, my midi songs, my friends, etc.

First of all, I will introduce myself, I'm Antonio Larrosa Jiménez, born in Málaga, in Spain.

I'm studying Mathematics in the [University of Málaga](#), I'm currently doing the 5th course. In this year, I could choose which subjects to go to, so I choosed the Analysis department subjects, which include names like Mathematical Models and Complements in Partial Derivative Equations. I also have to do some subjects of 4th course like Real Analysis or Complex Variable and Normed Spaces.

One of my main hobbies is ...

programming

My first (real) program was a data plotting DOS app called **Graficant**. It was done in **basic** (with a 286 at 6 Mhz) and it was very nice, but I lost its sources and even the executable. That was in 1989 or so, fortunately, my friend *Miguel Angel Postigo Torres* (*Postigo* for friends -:-) had a copy of the binary I left him when I finished it, but he didn't told me before 1995 because I didn't asked him until then!

After that, I learned Pascal and x86 assembly, and thought of a very interesting idea for a game, so I started coding, but when the game was funny to play I left it, because it app game called Clockworks or something like that from the creator of Tetris that shared the same new idea. So I left it. It was called **Shadows**, it used the 320x200 mode with 25 and made a very good use of the VGA hardware, and I suppose its code is anywhere among my old disks, but I'm not sure...

Then, I did a DOS command-line Calculator, it was called **MegaMatica**. The main feature was a talking function that told you the result of the operation through a SoundBlaster soundcard and variables you could use to store values between sessions operations.

It also used a very sophisticated system by which the user could choose not to write any close bracket ')' and **MegaMatica** automatically chooses where to write them. This program was lost in a very unfortunate case of deletion of files with root privileges.

At least, my friend *Poo, José Jiménez Pascual*, found a copy of the executable I gave him some years ago.

I was also working on a image morphing program, which had very promising results, it was called **MegaMorph** and was programmed in C. It allowed to morph from one image another by specifying which part of an image should be mapped into which part of the target image. It also allowed to warp an image, that is, to distort it. Dramatically, the sources where also lost in the same accident as **MegaMatica**, but I saw some time ago its sources among my disks so perhaps...

In the meantime (Summer of 1992), I started doing one of my greatest applications, **Cenbase**. It is an object oriented data base to store the contents of a collection of disks. T

language. See also my [resume](#) and my [publications list](#), a [brief bio](#), assorted [writings](#), [presentations](#) and [intr](#)

Much of the information here is several years old, and although still correct, not necessarily very relevant. I d

Mountain View, CA. I knew Google's services to be awesome, to work there is even better. But best is that I g

to work for Dan Farmer's new company, [Elemental Security](#) in San Mateo, California. I have moved with my

"IT - Software (Individual)" of the [World Technology Network awards](#).

ard 2003 for extraordinary services to the community of users of Unix and Open Systems.





Web sites

- HTML, Javascript, ASP, PHP.. depending on the complexity
- For business reasons
 - Institutional Presence of their Company on the Internet.
 - Sell their Products. Through their Catalog.
 - Provide Information about their Products.
 - Pre or Post Sale Service.
 - Receive bids from Possible Providers.
 - Seek Clients.



Web sites



ARLIT
MADRID

Velas Arlit Productos Ofertas

Diseño

- FLOR
- COPA FLORENCIA
- BOLA TOKYO
- TRIANGULO
- BOTELLA
- TOSCANA
- RIALTO
- FLOR CALA
- BOWL
- MORTERO
- OSAKA
- PILETA
- MILLENNIUM
- FORM/FRAGANCES
- ELYP
- TULIPAS

Inicio > Productos > Diseño > TULIPAS

<p>TULIPAS Tulipa Selecta Vacia</p> <p>Gama</p> <p>Detalles ></p> <p>Dimensiones: 10x10x10 alt. Materiales: CONSULTAR MEDIDAS Horas: Unidades: unidad Referencia: 32258 Colección: Diseño</p> <p>Precio: Euros</p>	<p>TULIPAS Tulipa Selecta Llena</p> <p>Gama</p> <p>Detalles ></p> <p>Dimensiones: 10x10x10 alt. Materiales: CONSULTAR MEDIDAS Horas: Unidades: unidad Referencia: 32258 Colección: Diseño</p> <p>Precio: Euros</p>
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Garden Center Ejea

976667510 PORTADA INTERÉS TRABAJOS REALIZADOS CONTACTAR VER CESTA MAS NOTICIA

Aquí Bulbos Aquí Plantas Aquí Herramientas Aquí Madera Aquí Mascotas Aquí Mobiliario Aquí Riego

¿Qué quieres saber?

OFERTAS

BARBACOAS

- Barbacoa carbón
- Barbacoa de obra
- Barbacoas a gas
- Barbacoas diseño
- Barbacoas Inoxidables
- Barbacoas Metálicas
- Casas barbacoas

ACCESORIOS JARDIN

- Alfombras y felpudos
- Antorchas decor
- Armario Jardín
- Casetas de chapa
- Casetas Pvc
- Curiosidades
- Estanques
- Garajes
- Hamacas
- Heraldica
- Invernaderos
- Línea piedra
- Relojos de sol
- Repelentes ultrasónicos
- Velas en jardín

Prueba nuestro nuevo buscador

APUNTES

- Jardineras
- LECHUZAS El sistema de riego de tierra LECHUZA
- Mas Noticias

Plantas Online

Consulta, edita y comenta nuestra base de datos

TAP TIMER

Precio: 40,0€

HAMACA ST. LUCIA

Precio: 45,0€

VIENA BLANCO

AUTORRIEGO L

- 35 cm de diámetro
- Precio: 65,00 € (10.833ptas)

CEDRUS LIBAN

- Cedro del Libano
- Precio: 12,00 € (2.000ptas)

BARBACOA DEN

- Medidas: 120x47
- Precio: 690,00 € (115.000ptas)

ANPELOPSIS B

- Precio: 12,00 €

FARO LAVA 1

- 68 x 17 x 17 en cm
- Precio: 320,00 €

LAMPARA MODE

- Con bombilla Son T Plus 400W (Na)
- Precio: 100,00 €





Web applications

- Don't require installation on the client.
- Accessible from anywhere in the world. Access control, security
- ASP, PHP, Java...more robust programming languages.

The screenshot shows the Yahoo! Correo web application interface. The top navigation bar includes 'Correo', 'Direcciones', 'Agenda', and 'Bloc de notas'. Below this, there are buttons for 'Revisar correo' and 'Redactor'. The main content area displays a list of folders (Bandeja entrada, Borrador, Enviados, Spam, Papelera) and a notification for unread messages. A survey prompt is also visible.

Below the screenshot is a screenshot of a WebFOCUS Performance Management Framework dashboard. The dashboard displays various metrics and tables. The 'View of Today' section shows a table of perspectives and a detailed table for 'Perspective: Customer'.

Measure	Current	Previous	Actual	Budget	Target	%	Balance
Quantity:	↑	↓	1,446	1,229	1,085	133.33	50
Returns:	↓	↑	10	11	10	99.02	50

Budget, Actual and Target Amounts are expressed in Thousands





Portal

- Free services and content
- The ultimate end of these is to “learn about” the users that access their web sites and try to gain their loyalty.
- ASP, PHP, Java... more robust programming languages.





Portal

- Two strategies
 - Regionalize
 - Specialize
 - Combination
- Vertical Portal:
 - Specialized Content for a sector of the market
- Horizontal Portal:
 - Content and services destined for the general public.



100 años de
Ingeniería
ICAI
1908-2008

Departamento de Sistemas Informáticos

Escuela Técnica Superior de Ingeniería – ICAI
Universidad Pontificia Comillas



Evolution of the Web

