

Digital Media Technology

Seminar 1 – 13 September 2016

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Seminar organisation

Lectures = conceptual analysis

Seminars = hands-on practicing

- not to become a programmer, but to gain some coding experience;
- in the technologies that are most closely related to the texts we study.

Attendance at both lectures and seminars is compulsory

You can and should (!) still attend the seminar if you miss the lecture

Seminar organisation (2)

Blackboard sparingly used

All materials via www.bookandbyte.org/dmt

Faculty e-mail addresses @hum.leidenuniv.nl can be used for questions

But never for sending in files: use bdms.staff@gmail.com instead

Seminar programme

Dynamic, as tutors aim to tailor the course load precisely to students' progress

Self-explanatory headings:

homework: exercises

set in seminar (Wednesday 11 am online)

upload to your personal folder

deadlines: Sundays

can land you a 0.5 bonus, if done diligently

preparatory reading: obligatory, for both lecture and seminar

mix: academic literature and practical syllabus

lecture topics: slides added afterwards

seminar activities: exercises, syllabus, slides

further reading: not obligatory, for the curious of mind, both theory and practice

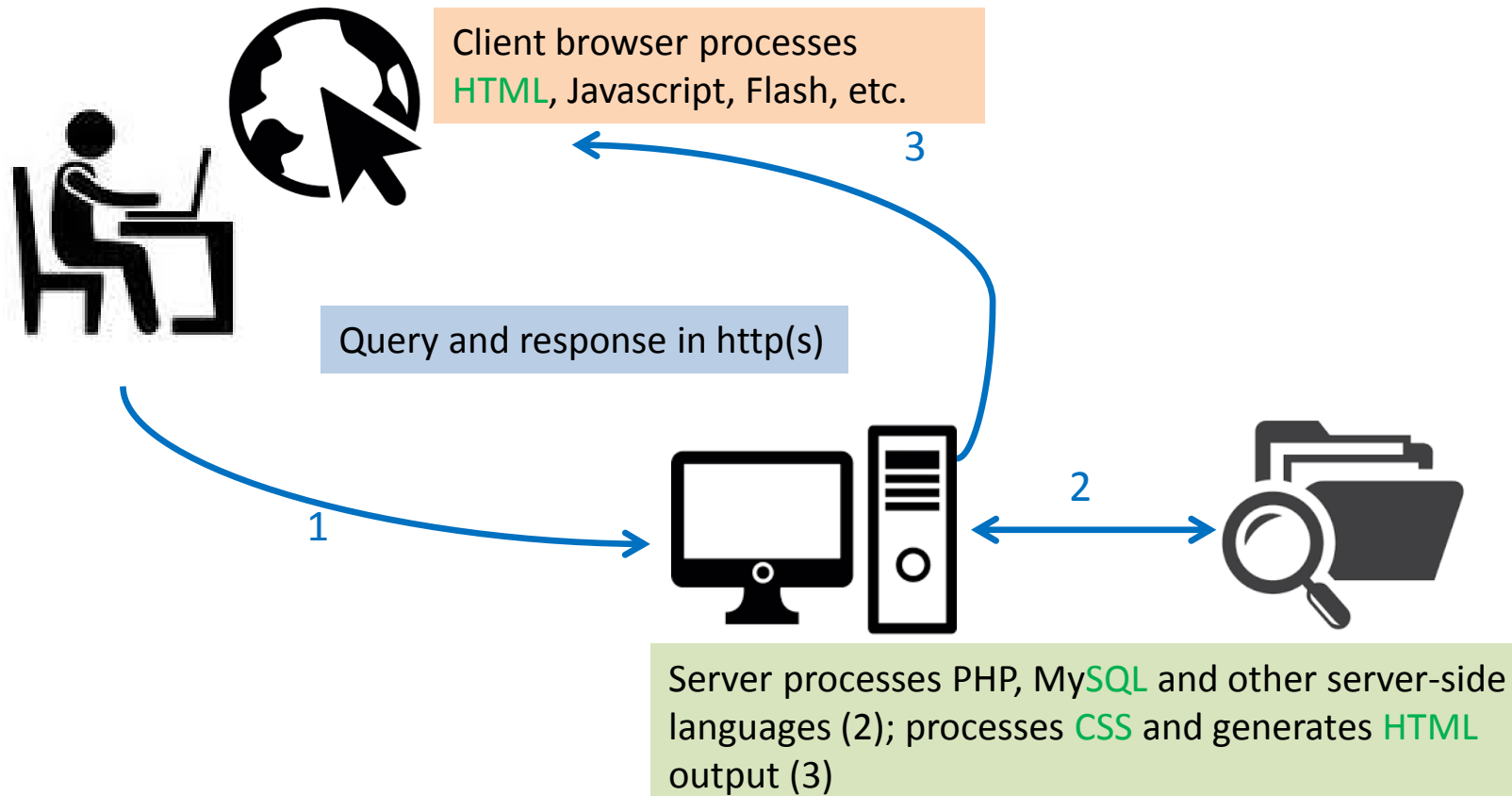
Assessment

- **Three assignments:**
 - Each testing a 'block' of a particular technology (XML, XSLT and SQL)
 - Mix of theory and practice (essay questions + code)
 - Will be put online two weeks before they are due: see programme
 - **Average of three assignments is 50% of course grade**
- **One take home exam:**
 - All technologies applied together
 - Plus essay questions on theory
 - Will be put online three weeks before it is due: see programme
 - **Grade is 50% of course grade**
- **Homework bonus:**
 - if all (9) homework sets have been uploaded in time
 - if the quality of the files shows diligence (not perfection per se)
 - if average of assignments surpasses 5.5
 - **+ 0.5** on course grade, before rounding up

Let's get started!

Servers

If you surf to a website or download a file, your computer connects with another computer to obtain the requested information

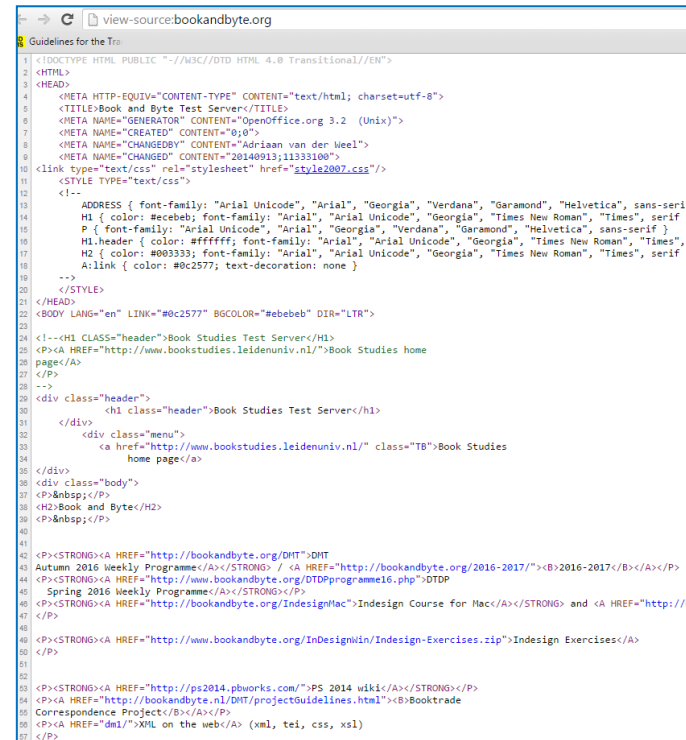
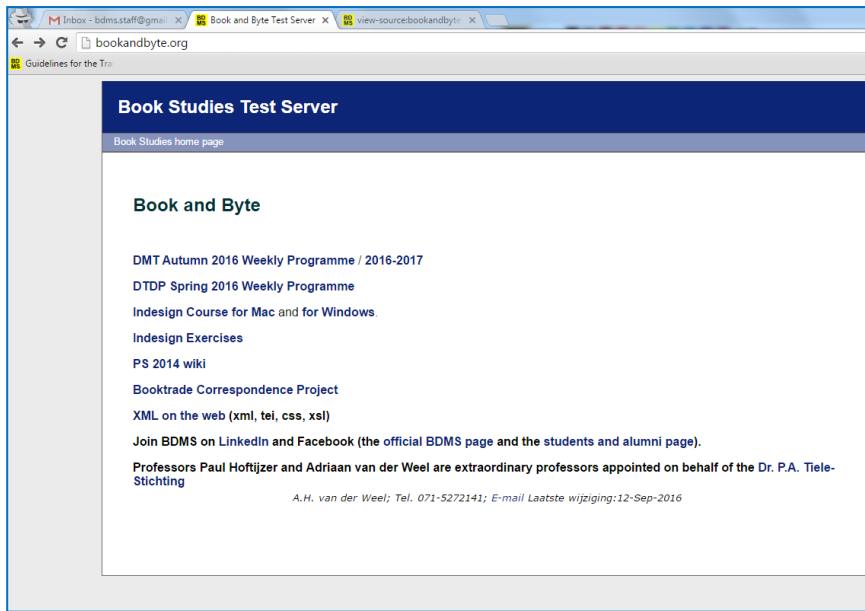


Browsers

Websites are files too: HTML, Javascript, etc.

Browsers show the file in 'presentation', as it should look from the client side:

But they can also show the source code, with which the file is constructed:



<http://bookandbyte.org/>

Browsers

So, in order to make your own content available online, you will need to:

1. Compile code in a file format that can be read by browsers
 - Tool: (code) editor [[Oxygen](#), Notepad++, Netbeans]
 - File format (for this course): [HTML](#)
2. Store that file on a server (as well as on your pc)
 - Tool: ftp client [[WinSCP](#), Cyberduck]
3. Make sure that the server can exchange the file with the client
 - By storing it in accessible directory
4. Request the file from the server
 - Tool: browser [[IE](#), Firefox, Safari, Chrome] and full URL
 - Note: a Universal Resource Locator is a path through directories on the server; give in the precise file name and location (or use an index)

HTML Basics (I)

- HyperText Mark-up Language: to specify presentation of web pages
- Document Type (file format): adheres to specified rules
- Rules in Document Type Definition or schema
- Validation = testing conformity to DTD/schema

HTML Basics (II)

```
<html>  
  <head>  
    <title>Test page  
    </title>  
  </head>  
  <body>  
    <p>Hello world!  
    </p>  
    <a href="http://bookandbyte.org">  
      Please click this link  
    </a>  
  </body>  
</html>
```

Element

Attribute

Attribute value