

# Interactive Design 1

A Brief History of the Web

## The “World Wide Web” is not the Internet

### The Internet:

- A network of computers that communicate with each other. It has been in existence since the 1960s. It does not have a presentation layer.

### The World Wide Web:

- A system of publishing content (html), a system of addresses (urls), and a protocol for traversing between pages of content (http).

The World Wide Web begins with one webpage, which becomes a collection of webpages organized and connected with links that form a website, which becomes a collection of websites connected with links, and so.

## Early 1990s

- The first website was published by Tim Berners-Lee in 1991
- Text-based sites
- Single-column done in HTML
- The Netscape Navigator browser is released
- Apple releases the first version of QuickTime.
- The World Wide Web Consortium is formed (W3C).

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### **The World Wide Web Consortium (W3C)**

is an international community that develops open standards to ensure the long-term growth of the Web.

## World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

### [What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#) , etc.

### [Help](#)

on the browser you are using

### [Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) ,[X11 Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#) )

### [Technical](#)

Details of protocols, formats, program internals etc

### [Bibliography](#)

Paper documentation on W3 and references.

### [People](#)

A list of some people involved in the project.

### [History](#)

A summary of the history of the project.

### [How can I help ?](#)

If you would like to support the web..

### [Getting code](#)

Getting the code by [anonymous FTP](#) , etc.

First website published by Tim Berners-Lee, 1991

**Early 1990s**

## Mid 1990s

- Table-based sites
- Online page builders and animated gifs
- Tables made it possible to create multiple-column sites
- Improved content organization and layout
- Flash was introduced by Macromedia in 1996
- Microsoft releases IE3 in 1996
- Hotmail is released offering web based email services
- Term Weblog — not blog — is coined by Jorn Barger

Welcome to the McDonald's  
Official Web Site



Click on the [Golden Arches](#) to enter the main site!

McDonald's website 1996

**Mid 1990s**



[Build Your Own Personal Yahoo!](#)

find the yahoo! close to you [click](#)

[Yahoo! Miami](#)

Search [options](#)

[Yellow Pages](#) - [People Search](#) - [Maps](#) - [Classifieds](#) - [News](#) - [Stock Quotes](#) - [Sports Scores](#)

- [Arts and Humanities](#)  
[Architecture](#), [Photography](#), [Literature](#)...
- [Business and Economy \[Xtra!\]](#)  
[Companies](#), [Investing](#), [Employment](#)...
- [Computers and Internet \[Xtra!\]](#)  
[Internet](#), [WWW](#), [Software](#), [Multimedia](#)...
- [Education](#)  
[Universities](#), [K-12](#), [College Entrance](#)...
- [News and Media \[Xtra!\]](#)  
[Current Events](#), [Magazines](#), [TV](#), [Newspapers](#)...
- [Recreation and Sports \[Xtra!\]](#)  
[Sports](#), [Games](#), [Travel](#), [Autos](#), [Outdoors](#)...
- [Reference](#)  
[Libraries](#), [Dictionaries](#), [Phone Numbers](#)...
- [Regional](#)  
[Countries](#), [Regions](#), [U.S. States](#)...

Yahoo's website mid 1990s

Mid 1990s





Lego's website 1996

**Mid 1990s**

## Late 1990s

- The rise of Flash
- Combination of table-based design and Flash elements
- Dynamic design language PHP gained popularity in 1998
- XML version 1.0, invented by Tim Bray, is released
- In 1998 Google is launched
- In 1999 Shawn Fanning launches Napster and a new way of sharing music is created

## Late 1990s

- In 1998 the Open Source Initiative (OSI) is founded by Eric Raymond and Bruce Perens
- the term “open source” is coined

“The “open source” label was created at a strategy session held on February 3rd, 1998 in Palo Alto, California, shortly after the announcement of the release of the Netscape source code. The strategy session grew from a realization that the attention around the Netscape announcement had created an opportunity to educate and advocate for the superiority of an open development process.”

[ Source: <http://opensource.org/history> ]

Google!  
B E T A

Search the web using Google

Google Search

I'm feeling lucky

[More Google!](#)

Copyright ©1999 Google Inc.

Google's website 1999

**Late 1990s**

## Early 2000s

- **CSS (Cascading Style Sheets) developed: separation of website content from website design**
- Microsoft Internet Explorer 5 was the first web browser to achieve better support to CSS
- Apple Launches iTunes
- Wikipedia is launched in 2001
- In 2002 Mozilla 1.0 is released (precursor to the Firefox browser)
- Javascript 2.0 released and supported by most web browsers
- Forms began making an appearance
- social Networking on the rise and sites like MySpace launched



Vivienne  
Westwood

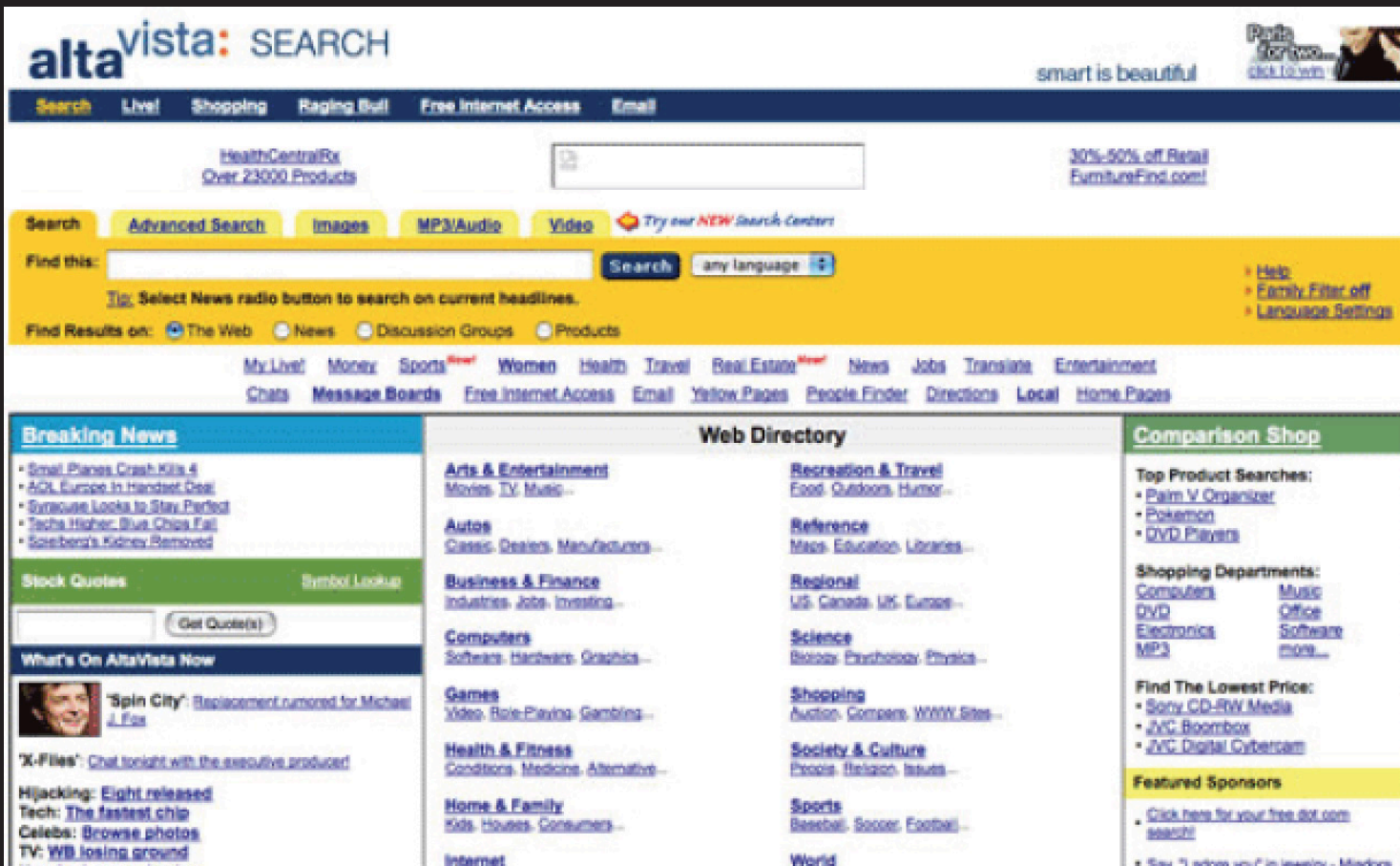
WELCOME TO VIVIENNEWESTWOOD.COM

**ENTER**

FLASH 5 REQUIRED - [CLICK HERE TO DOWNLOAD](#)

Vivienne Westwood (fashion designer) website 2002

**Early 2000s**



Alta Vista website (early web search engine) 2002

Early 2000s



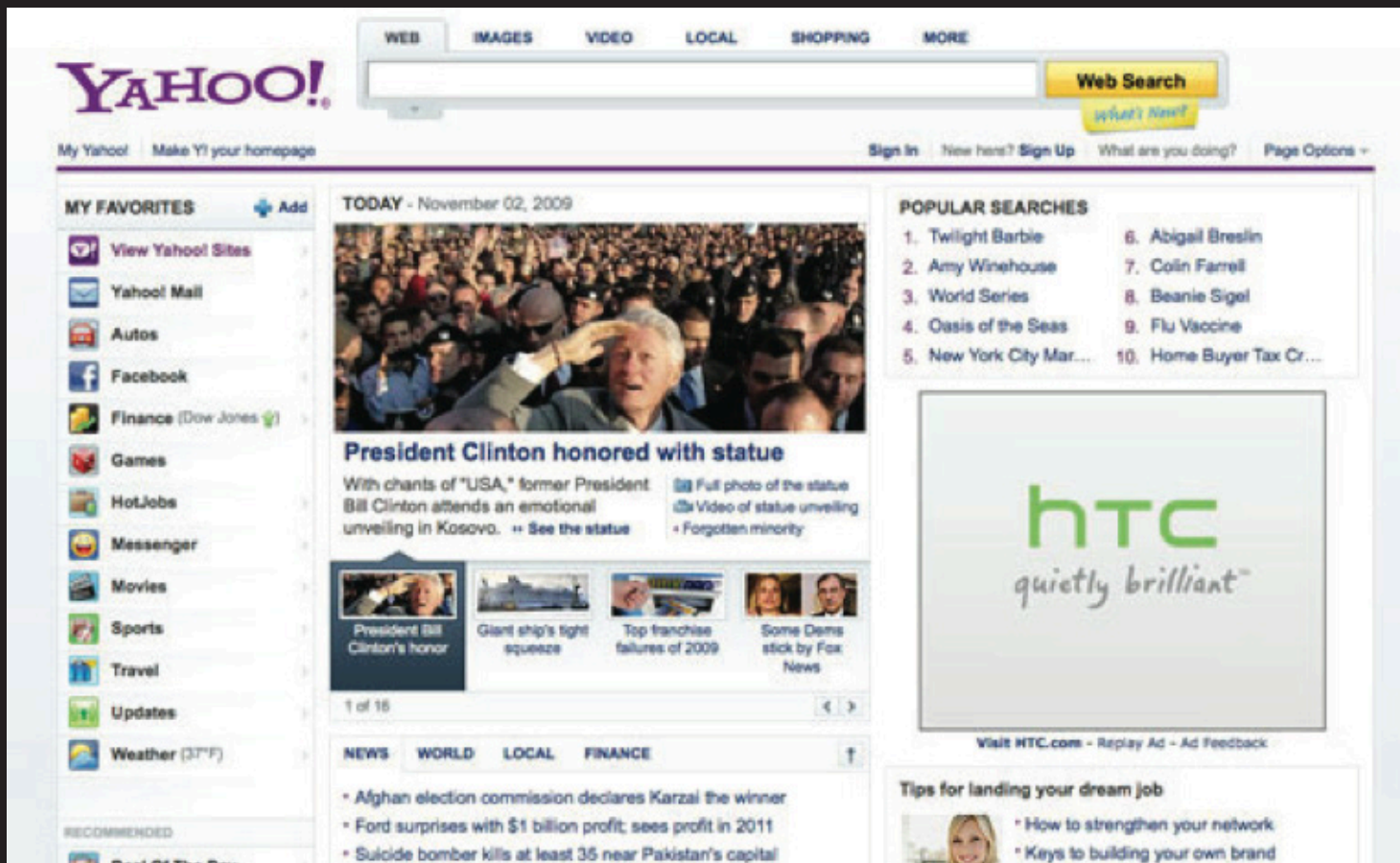
Yin Yu Tang, Peabody Essex Museum, 2002

**Early 2000s**



## Mid-late 2000s

- The web is huge; 11.5 billion web pages have been indexed
- To define this new era the term Web 2.0 start circulating
- Term “Semantic Web” appears: a movement aiming to allow machines understand web pages via “meta-data”
- Development of interactive content and web applications (Javascript and XML)
- In 2007 Apple releases the iPhone = “real” internet to mobile devices
- Social networks: twitter, delicious, facebook
- HTML 5 released as an alternative to flash or advanced graphics
- The mobile web. More and more “mobile” versions of websites. Minimal navigation



Yahoo 2009

Mid-late 2000s



Exploration of typographic possibilities in the web, El Dorado, Naz Hamid 2010

**Mid-late 2000s**



Twitter, launched in 2006

Mid-late 2000s

## Layers representing the web:

### Structure Layer

- Forms the foundation for the other layers.
- HTML creates the structure of the content

LAYER 1

### Presentation Layer

- Style sheet added to the structure (HTML) controls the appearance in the browser
- Stylesheet uses CSS (Cascading Style Sheets) to control look and feel

LAYER 2

### Behavior Layer

- Includes scripts that make a web page more interactive
- Programming languages like JavaScript to control the behaviors on a website

LAYER 3