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Week 2 Ezine

"On two occasions, I have been asked [by members of Parliament], 'Pray, Mr. Babbage, if you put into the machine wrong figures, will the right answers come out?' I am not able to rightly apprehend the kind of confusion of ideas that could provoke such a question."

-- Charles Babbage (1791-1871)

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1. Computing Concepts and Issues - legal and political

Internet and Social issues

Copyright issues

Issues about free clip art and terms of usage: Is that image or clip art really "free" for me to use on your Web page? look at the **terms of usage** for this clip art you've found. Does it state, " *Free for use with a link or credit back*".

The artist may say you need to put their logo on your page with a link back.

Look at <http://www.smileycentral.com> for an example:

Please read carefully. By clicking the "Click Here" button above and downloading Smiley Central, I accept and agree to abide by the [End User License Agreement](#).

For example - **2. License Conditions**

You may not rent, sell, lease, sublicense, distribute, assign, copy (other than a single copy for your own backup purposes), or in any way transfer any Applications or use any Applications for the benefit of any third party through any outsourcing or time-sharing arrangement or through the operation of any service bureau. You may not modify, reverse-engineer, decompile, disassemble, or otherwise discover the Application, or attempt to do so for any reason. Further, you may not access, create or modify our source code in any way. You do not have the right to and may not create derivative works of the Application. All modifications or enhancements to the Applications remain the sole property of FWP. You understand that we, in our sole discretion, may modify or discontinue or suspend your right to access any of our services or use the Application at any time, and we may at any time suspend or terminate any license hereunder and disable the Applications.

We reserve the right to add additional features or functions to the existing Applications. When installed on your computer, the Application periodically communicates with our servers. We may require the updating of the Application on your computer when we release a new version of the Application, or

when we make new features available. This update may occur automatically or through other means and may occur all at once or over multiple sessions. You understand that we may require your review and acceptance of our then-current privacy policy and/or end user license agreement before you will be permitted a limited license for any subsequent versions of our Application. You acknowledge and agree that we have no obligation to make available to you any subsequent versions of the Application.

The copyleft movement and the sharing of information

One of the most important philosophical and social issues confronting us is the sharing of information. "Copyleft," in the popular usage of the term, means "a copyright notice that permits unrestricted redistribution and modification, provided that all copies and derivatives retain the same permissions."

Open Source

<http://www.opensource.org/>

Any software whose code is available for users to look at and modify freely. The most widely known example of open-source software is the Linux operating system. Open source software goes one step beyond freeware. Not only does it provide the software for free, it provides the original source code used to create the software. Thus, curious users can poke around with it to see how it works, and advanced users can modify it to make it work better for them. By its nature, open source software is pretty well immune to all types of computer virus. See: www.saugus.net/Computer/terms.shtml, iet.ucdavis.edu/glossary/, www.gerbilbox.com/newzilla/glossary.php

A good open source example is Open Office at <http://www.openoffice.org/>

Open Office Mission Statement

To create, as a community, the leading international office suite that will run on all major platforms and provide access to all functionality and data through open-component based APIs and an XML-based file format.

2. Practical ~

New material with Dreamweaver

Open your index.html page –

We will include a guestbook and a counter on your homepage.

Install a counter

Go to <http://www.digits.com/create.html> when you have filled in the spaces you will be taken to a page that has the code for your counter. Copy and paste the code into the code section of your page in Dreamweaver – probably at the bottom of the page.

Install a guestbook

[[Sign my Guestbook](#)] - [[Read my Guestbook](#)]

[Guestbook by [TheGuestBook.com](#)]

We will install a guestbook from [Click Here](#) for a **Free Trial**

Use this for the name of your guestbook com465*yoursurname*

For example I used com465neuage – the address for your guestbook will be your index page for example mine is <http://www.albany.edu/~neuage/>

Here is what a guestbook will look like if you want to put in a photo and etc. <http://www.theguestbook.com/read.php/593867> You get the first ten entries for free then if you wanted to keep it with all of the entries showing then you would need to pay their fee (which I did).

Planning

Designing the navigation scheme in Dreamweaver

Planning your website is important and navigation of your site is important. As you design your site, think about the experience you want your visitors to have. Think about how a visitor to your site will be able to move from one area to another. Consider the following points:

1. **"home."** Visitors should easily know where they are in your site and how to return to your top-level page which in this case will be your index page.
2. Searching and indexes make it easy for visitors to find any information they are looking for. We will put in a search engine for our page later.
3. Feedback provides a way for visitors to contact the webmaster (if appropriate) if something is wrong with the site, and to contact other relevant people associated with the company or the site. Feedback will be in your **guestbook**.
4. Design the way your navigation will look. Navigation should be consistent throughout your site. If you place a navigation bar across the top of your home page, try to keep it there for all the linked pages. We will do this later.

Your ezine

- o What is an E-Zine? Not necessarily a web-page ~ though we will produce our e-zines' on the
- o Internet as a web-page. Not the same as a newsletter but there are similarities. More like a magazine online.
- o Skills Required for E-Zine Publishers (**what you will be marked on in this course for your ezine**)

1. => **Journalist - Editorial Manager** ~ Write appropriate articles ~ Edit articles (If somewhere between year one of school and your current academic standing you have forgotten the rules of writing view the '11 rules of writing') ~ Proofread publication before distribution ~Software: Must be able to use a text edito

2. => **Design.** This applies also to Powerpoint presentations - simple with few pictures and NO moving sqiqqlly flashing icons unless absolutely necessary then two on a page at the most. Layout is your first thing you will do in today's practical.

Stages

There are four main stages in producing an ezine

- **Process Planning:** creating a blueprint for your ezine including **the topic** you will write about, **frequency of publishing** (in this course it is weekly as you will be graded each Friday for these next few weeks), **nature of content**, **target audience**,
- **Designing:** deciding the **layout**, *format and appearance* of your ezine. See below journal entries
- **Creation:** creating **content** and putting together each edition and of course having different content for each ezine,
- **Distribution:** setting up a **delivery system** to sign up new readers, send them each issue of your ezine, handling feedback and list administration - our distribution will be to each other via emailing [the other students](#) that your new edition of your ezine is ready for grooving on.

A simple ezine layout

<http://www.albany.edu/~neuage/com465/se.htm>

An entrance page using the concept of a freeway to enter an ezine

<http://www.albany.edu/~neuage/com465/se2.htm>

Submitting rules for this particular ezine <http://www.neuage.org/submit.htm>

Updates ~ <http://www.neuage.org/updates.htm>

Some things you may wish to include in your ezine:

- Chatroom (this will be put in week three when we discuss chatrooms/MUDS/Virtual Worlds)
- Bulletin board (this will be put in week three when we discuss bulletin)
- In-depth reviews: art/music etc
- Digest: Compilation of Lists:



Terrell's tofu zine saving the world through a vegetarian diet

weekly tofu recipe	the tofu X-files	poems about tofu	tofu and the Kama Sutra
jokes about tofu	GUIDELINES for All material submitted		

What you must include

- **At least three pages** that are your work that will be **linked to from the front page**
- These pages will have the following elements:
- An interview
- The continuation of the story that you will begin on the front page
- One other feature of your choosing such as a links page - photos etc
- A guestbook.
- A counter
- Your yahoo for this course email address
- A link to your homepage and to this course

Your zine address

Your zine address will be <http://www.albany.edu/~yourusername/zine.htm>

This ezine will be due for marking by next Monday 7th June.

Guidelines for your e-zine marking:

On paper draw a layout for your ezine answering these questions before getting too far involved.

- Is your whole ezine geared toward the title or subject of your ezine? Is your ezine about tofu and suddenly you are talking about Macy Gray's Moon sign?
- Design/formatting - is it attractive/clear following what we discussed this week on what a webpage should look like? If you are colour blind tell me.
 - Wise use of fonts
 - Colours
 - Layout

- Followability does the content flow throughout
- Is there a focus throughout including the links to the aims of your ezine? Size - you are to have a front page or main page. Everything should fit on a computer screen without having to scroll. There are several elements that each zine will have
- Do you use graphics wisely (I want at least two graphics per page)
- You must credit the source of anything you use that is not your own - i.e. graphics/stories etc because this is an academic course you will lose points for pinching other's works
- Originality. Does your ezine look the same as your mates? I expect everyone to do their work totally independent of one another.
- Story - because this is similar to a newsletter I want a story in each ezine that is the centre piece of your ezine. The story needs to be a few hundred words and have links in them. Write the story in Word then copy it to your ezine. For example if my journal was 'Children Stories for today' I would write an article about the changing nature of children's writing to avoid sexist elitist racial stereotyping that is present in traditional story telling. I would link to some of the stories - and discuss some of them showing the differences.
- **Interview - interview someone in the class - by sending them an e-mail** - all student's e-mail are in the group page - Send several questions and request that they answer them. Make another page for your interview and have a link from your front page to it.
- Do those bloody links work

Some other notes

Be sure to name your images differently.

Look in your properties box and be sure you have your links etc right.

F12 will give you an idea of what it looks like.

Upload your images and your pages to your FTP account site then upload this page.

DON'T GET STRESSED THIS SHOULD BE FUN

Now Begin


















- Go to Dreamweaver and from your drawn layout determine how many columns and rows you think you will need (you can always add more)
- Save your site before you begin adding much as **exine.htm** and upload it to your public_html folder

Some ezines you may want to look at for ideas for yours:

- [A bimonthly web-zine of international disability news and views](#)
- [Social Justice Ezine](#)
- [Old Punks ezine](#)
- [Fishing Ezine](#)
- [Z'brda Z'dola ezine](#)
- [New age ezine](#)

- [Punk planet zine](#)
- [And of course there is the ezine depot for zillions of ideas](#)

3. Journal

1.  Look at these sites and tell what the requirements are for using the images offered for "free"
1.  **Are these animated images free?** [Animation Arthouse](#) "*Animated meerkats that pop up, guard, sit, stand, and smoke.*" (Could the animated meerkats be used on your homepage or a commercial Web page or in other projects?)
2.  **Are these collections of clipart free?** [Celine's Original GIFs](#) "*Clipart collections of linebars, arrows, menu bar icons or menu buttons, bullets, backgrounds, and miscellaneous icons.*"
3.  **Are these backgrounds free?** [Muted Textures](#) "*Backgrounds of lightly textured tiles in a variety of gold and brown colors*"
4.  **What about the images on this site** <http://neuage.indiko.com/wombat.htm> could you use them?
1.  Read the article [10 Big Myths about copyright explained](#) and list each one and write a sentence or two (do not cut and paste what it says) what it means.
2.   What are the main principles of the "copyleft" movement? See <http://encyclopedia.thefreedictionary.com/copyleft>
3.  What is Lynx? What are its long term advantages for businesses? See <http://www.forrester.com/Info/0,1503,354,00.html>
4.  What will your ezine be on? Sports, politics, penguins, hip hop, poetry, astrology, tofu...?
5.  What will be the name of your ezine?
6.  look at some ezines on line and get an idea of how you would want your layout to look like.
7.  What is the purpose of the e-zine?
8.  Who do you want to read your e-zine?
9.  How much do you want to cover in your e-zine?
10.  How do you hope to affect your readers?
11.  How often will you publish to reach your objectives and goals?

**BEFORE NEXT CLASS PLEASE SEE THE [NEXT PAGE](#)
AND REMEMBER EVERY DAY TO CHECK '[DAILY NOTES](#)'**

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[[Sign my Guestbook](#)] - [[Read my Guestbook](#)]

[Guestbook by [TheGuestBook.com](#)]