

# UNIT I

## WEB CONTENT DEVELOPMENT AND MANAGEMENT

- Introduction Web Content Development and Management
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- Creating Digital Graphics Audio Production and Editing

### INTRODUCTION WEB CONTENT DEVELOPMENT AND MANAGEMENT

Web content development and management in simple terms refers to the process of creating, organizing, and taking care of the information and media that you see on websites.

**Web Content Development:** This means making all the text, pictures, videos, and other stuff that you find on websites. Think of it like writing articles, taking photos, or recording videos for a website.

**Web Content Management:** Once the content is on the website, you need to look after it. This includes things like keeping it up to date, fixing any mistakes, and making sure it works well for the people who visit the website.

So, web content development is like creating the content, and web content management is like looking after it to keep the website running smoothly and the information accurate. It's all about making sure the website has the right stuff and that it's working as it should.

**A content management system (CMS) is software that allows users to create, manage, and publish content on a website. A web content management system (WCMS) is a type of CMS that allows users to manage website information without any knowledge of programming languages**

### CONTENT TYPES

Content types are like templates that help websites organize different kinds of information neatly. They set rules for how each type of content looks and behaves on the site. For example, they make sure articles, pictures, videos, and other things on a website have a consistent and organized appearance.

Content Management Systems (CMS) support various content types to help users manage and display different types of content on their websites or digital platforms. Common content types in CMS include:

- **Text Content:** This includes articles, blog posts, product descriptions, and any textual information.
- **Images:** CMS allows users to upload and manage images for use in articles, galleries, or as part of the website design.

- **Videos:** Some CMS platforms support video content, allowing users to upload, embed, or link to videos.
- **Audio:** CMS may offer options for managing audio files, such as podcasts or music tracks.
- **Documents:** This includes PDFs, Word documents, and other file types that users can upload and make for download.
- **Rich Media:** CMS can handle rich media like interactive multimedia presentations or Flash animations.
- **User-Generated Content:** Some CMS platforms enable users to submit content, such as comments, reviews, or forum posts
- **Structured Data:** CMS can manage structured data, such as product listings, events, or user profiles, often used for dynamic content generation.
- **Metadata:** CMS often allows users to add metadata to content items, including titles, descriptions, and tags for improved search and organization.
- **Menus and Navigation:** CMS manages the structure of the website, including menus, navigation links, and site maps.
- **Widgets and Plugins:** Users can often add custom functionality through widgets or plugins that extend the CMS's capabilities.
- **Forms:** CMS can create and manage forms for user input, contact forms, surveys, and more.
- **E-commerce Products:** For CMS platforms with e-commerce functionality, products are a distinct content type.
- **Events:** CMS may support event management, including event listings, calendars, and registration forms.
- **Galleries:** CMS can organize and display image or video galleries.
- **Social Media Feeds:** Integration with social media allows for the display of social media posts and feeds.
- **Dynamic Content:** Some CMS platforms support dynamic content, which can be personalized based on user interactions or demographics.
- **User Profiles:** For community-driven sites, CMS may include user profiles with information about registered users.
- **Newsletters:** CMS often integrates with email marketing tools to manage and send newsletters.
- **Custom Content Types:** Many CMS systems allow users to define custom content types tailored to their specific need

## FORMATS

In the context of Content Management Systems (CMS), "formats" typically refer to the way content is structured or presented. These formats help determine how content appears to both website administrators and visitors. Here are two common aspects of formats in CMS:

- ✓ **Content Format:** Content format refers to how textual content is styled and laid out. It includes elements such as AS fonts, text sizes, colors, headings, paragraphs, bullet points, and other formatting options. CMS often provides tools for users to format text, making it easy to create visually appealing articles, blog posts, or pages without needing extensive coding skills.
- ✓ **Media Format:** This aspect of formats pertains to how non-textual content, such as images, videos, and audio, is displayed on the website. CMS may offer options for resizing, cropping, and positioning media files within web pages. Media formats also include things like image galleries, slideshows, and video players, which determine how these media elements are presented to users.

In summary, formats in a CMS relate to how both textual and media content are styled and arranged to create a visually appealing and user-friendly website. They allow users to control the appearance of their content without delving into complex coding.

## NORMS AND GUIDELINES OF CONTENT DEVELOPMENT

### NORMS:

**Definition:** Norms refer to the accepted and expected patterns of behavior, actions, or conduct within a particular group, culture, or society. They represent the standard or typical behavior that is considered appropriate and in line with the values and expectations of that group.

### **Characteristics:**

- Norms are socially constructed and can vary across different cultures, communities, and contexts.
- They can be explicit (formally defined rules or laws) or implicit (unspoken but widely understood expectations).
- Norms serve as a guide for individuals on how to behave in specific situations, ensuring social cohesion and cooperation.
- Violating norms can result in social disapproval or even sanctions.

### GUIDELINES:

**Definition:** Guidelines are specific recommendations, instructions, or principles that provide guidance or advice on how to perform a task, achieve a goal, or follow a certain standard. They are often used in professional, educational, or procedural contexts to help individuals or groups make informed decisions or take appropriate actions.

### **Characteristics:**

- Guidelines are typically more concrete and specific than norms. They offer practical steps or suggestions to achieve a particular outcome.
- They are often created by experts or authorities in a field to ensure best practices and consistency.

- Guidelines can change over time as new information, technology, or methods emerge, and they may be updated accordingly.
- While guidelines are often recommended to be followed, they may not carry the same level of social or legal obligation as norms.

## **NORMS AND GUIDELINES OF CONTENT DEVELOPMENT**

Content development involves creating various types of content, such as articles, blog posts, videos, social media posts, and more. To ensure high-quality and effective content, it's essential to follow norms and guidelines. These norms and guidelines can vary depending on the type of content and the specific goals of your content strategy. However, here are some general norms and guidelines for content development:

- **Audience Understanding:**
  - Know your target audience and their preferences.
  - Understand their needs, pain points, and interests.
  - Create content that resonates with your audience.
- **Clear Objectives:**
  - Define clear objectives for your content.
  - Determine what you want to achieve with each piece of content.
  - Align your content with your overall marketing or communication goals.
- **Keyword Research (for SEO):**
  - Conduct keyword research to identify relevant keywords.
  - Incorporate keywords naturally into your content to improve search engine visibility.
- **Content Strategy:**
  - Develop a content strategy that outlines topics, formats, and publishing schedules.
  - Ensure your content aligns with your brand's voice and style.
- **Quality Content:**
  - Focus on providing valuable and informative content.
  - Write in a clear, concise, and engaging manner.
  - Avoid grammatical errors and typos.
  - Use credible sources for research and fact-checking.
- **Visual Elements:**
  - Incorporate visuals like images, videos, infographics, and charts to enhance your content.
  - Ensure visual elements are relevant and of high quality.
- **Readability and Structure:**
  - Use headings, subheadings, and bullet points for better readability.
  - Organize content logically with a clear beginning, middle, and end.
- **Mobile-Friendly Design:**
  - Optimize content for mobile devices to reach a broader audience.
  - Ensure that your website or platform is responsive.

- **Accessibility:**
- Make content accessible to all, including people with disabilities.
- Use alt text for images, provide closed captions for videos, and use readable fonts and colors.

## **DEFINITION OF GRAPHICS**

Graphics, in a general sense, refer to visual representations or images that convey information, ideas, or aesthetics. Graphics can take various forms and serve different purposes. Here are some key aspects of graphics:

- **Visual Representation:** Graphics provide a way to visually represent data, concepts, or objects. They are often used to make information more accessible and understandable to people.
- **Digital and Non-Digital:** Graphics can be both digital, created and displayed on electronic devices, or non-digital, such as hand-drawn illustrations, paintings, or printed images.
- **2D and 3D:** Graphics can exist in two dimensions (2D), like drawings and images on paper or screens, or in three dimensions (3D), representing objects or scenes with depth and volume.
- **Types of Graphics:** Graphics can include various forms, such as illustrations, photographs, charts, diagrams, maps, animations, and more.
- **Communication and Expression:** Graphics are used for communication, conveying information, instructions, and ideas. They are also used for artistic expression, enabling creativity and aesthetic appeal.
- **Applications:** Graphics are employed in a wide range of fields, including art, design, advertising, science, engineering, entertainment, education, and technology.

In the context of computers and technology, "computer graphics" specifically refers to the creation, manipulation, and display of visual content using digital technology. Computer graphics encompass both 2D and 3D graphics, including animations, simulations, and graphical user interfaces (GUIs) in software applications.

## **DEFINITION OF DIGITAL GRAPHICS**

Digital graphics refers to the creation, manipulation, and representation of visual images and content using digital technology and computers.

It encompasses a wide range of visual media, including:

**2D Graphics:** This includes images, drawings, and designs that exist in two dimensions, often on a flat surface. Examples include digital paintings, icons, logos, and illustrations.

**3D Graphics:** These involve the creation of three-dimensional objects and scenes. They are commonly used in video games, computer-aided design (CAD), 3D modeling, and animation.

**Raster Graphics:** Also known as bitmap graphics, these are composed of individual pixels arranged in a grid. Common raster file formats include JPEG, PNG, and GIF.

**Vector Graphics:** These are composed of mathematical equations that describe shapes and lines. They can be scaled without loss of quality and are commonly used in logo design (e.g., with formats like SVG).

**Computer-generated Imagery (CGI):** CGI is the use of computer graphics to create or enhance images, videos, and animations in various fields, including movies, advertising, and simulations.

**Digital Photography:** The use of digital cameras and editing software to capture, manipulate, and store photographs in electronic formats.

**Graphic Design:** The creation of visual content for various purposes, such as advertising, branding, web design, and print media.

**Video Game Graphics:** Graphics play a crucial role in the visual aspects of video games, including character design, environment creation, and special effects.

## **CREATING DIGITAL GRAPHICS IN CMS**

Creating digital graphics within a Content Management System (CMS) typically involves integrating images, illustrations, or visual content into your website or digital platform. Here are the general steps for creating and managing digital graphics within a CMS:

### **Log In to Your CMS:**

Access the admin panel or dashboard of your CMS by logging in with your credentials.

### **Access the Content Editor:**

Navigate to the section where you can edit or create content. This is usually where you manage pages, posts, or articles.

### **Create or Edit Content:**

Depending on your needs, you can either create a new piece of content or edit an existing one.

### **Insert Images and Graphics:**

Within the content editor, look for options to insert images or media. CMS platforms typically provide a button or toolbar option for this.

You may have the option to upload images from your computer or select from a library of previously uploaded graphics.

### **Upload and Manage Graphics:**

If you're uploading new graphics, select the image file(s) from your computer, and upload them to the CMS. Ensure that the images meet their commended dimensions and file size for your website.

Some CMS platforms allow you to organize and categorize your graphics in a media library, making it easier to manage and reuse them in different content

**Position and Format Graphics:**

Once you've inserted an image into your content, you can usually adjust its position, size, and alignment. Many CMSs offer options to add captions, alt text (for accessibility), and links to images.

**Optimize for Web:**

It's important to optimize your graphics for the web to ensure fast loading times. This might involve compressing images and using the appropriate file format (e.g., JPEG for photos, PNG for transparency).

**Preview and Publish:**

Preview how your content looks with the added graphics to ensure it aligns with your design and layout. When you're satisfied, publish or update the content to make it live on your website.

**Responsive Design:**

If your CMS supports responsive design, ensure that your graphics and layout adapt well to different screen sizes and devices (e.g., smartphones and tablets).

**SEO Considerations:**

For images, make sure to set appropriate alt text and image titles to improve SEO and accessibility.

**Regular Maintenance:**

Periodically review and update your graphics as needed. Ensure that images remain relevant and functional. The specific steps may vary depending on the CMS you are using, as each CMS has its own interface and features. Popular CMS platforms like WordPress, Joomla, Drupal, and others offer various plugins and extensions that can enhance your ability to work with digital graphics seamlessly.

## AUDIO PRODUCTION AND EDITING

Audio production and editing in a content management system typically involves managing and enhancing content on websites, podcasts or other digital platforms.

**Uploading Audio:** In a CMS, you can upload audio files in various formats (e.g., MP3, WAV) directly to your content library. This content library is a database where all your multimedia assets are stored.

**Metadata Management:** You'll associate metadata with the audio files. This includes information like the title, artist, description, keywords, and date of creation. Proper metadata helps organize and search for audio content efficiently.

**Content Integration:** Your CMS may have features to integrate audio content into web pages or posts. You can embed audio players or links within your website's content management system, making it accessible to your audience.

**Editing Tools:** Some CMS platforms provide basic audio editing tools. These tools might include trimming, volume adjustment, and adding fade-ins or fade-outs to the audio files. More advanced editing may require external audio editing software.

**Transcription and Captioning:** If your audio content includes spoken words, some CMS

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platforms offer transcription services. This can help with accessibility and SEO. Additionally, you can add captions or subtitles to make your audio content more inclusive.

**Playback Controls:** CMS typically offers customizable playback controls for your audio. Users can play, pause, adjust volume, and skip within the audio file

**Analytics:** Some CMS platforms provide analytics related to audio content. You can track metrics like the number of plays, audience engagement, and user interactions with your audio.

**Distribution and Syndication:** You can use the CMS to distribute your audio content to various platforms, such as podcast directories, social media, or email newsletters.

**Permissions and Access Control:** CMS often allows you to set permissions and access control for audio files. This ensures that only authorized users can edit or publish audio content.

**Backup and Versioning:** A good CMS will automatically back up your audio files and provide versioning, allowing you to revert to previous versions if needed.

Overall, audio production and editing in a CMS streamline the process of managing and delivering audio content to your audience, making it a powerful tool for content creators and organizations.