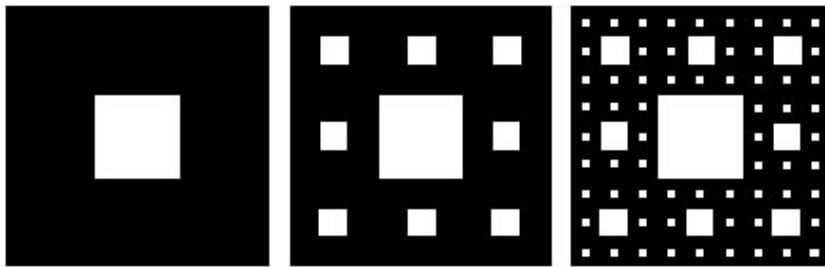


Digital Constructs Inc.
Internet Tips



File Formats

Here's a quick guide showing you how to properly prepare files for publishing on the Net.

Working with any web publisher requires producing kosher text files. The most commonly used formats are either **RTF** (Rich Text Format) or **ASCII** (with carriage returns only between paragraphs & double spacing between paragraphs for clarity.) The case for RTF is that paragraph formats are preserved for insertion into any publishing environment while ASCII is universally accepted by virtually all word processing and page layout programs.

*Note: When saving any file, stay with the wonderful **8.3 DOS** character set and use all **lc** (lower case) to insure that files will translate properly to any system they may go to.*

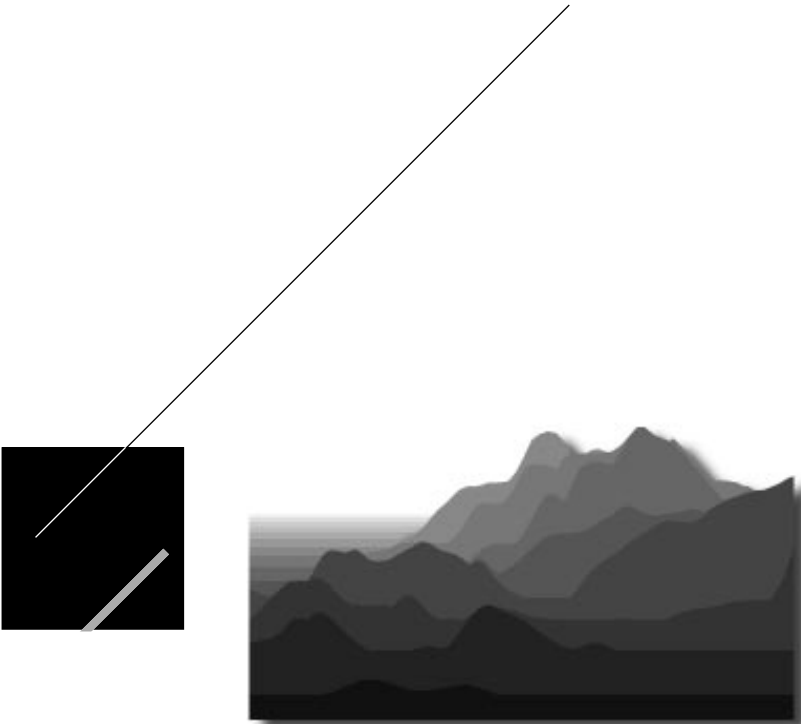
All images used in Web pages must be saved in 8bit (256 color) **GIF** files as this is the standard bitmap file format for Internet and the Web.

*Note: **JPEG** can also be used but some Web Browsers cannot handle **JPEG**.*

Programs that save gifs include **Adobe Photoshop** - Mac/Windows, **Graphic Converter** - Mac, **DeBabelizer** - Mac, **HiJaak** - Windows.

Tip: If possible, save GIF's with Transparency & Interlacing as this allows the images to "rez" up ala NetScape





Net Publishing

If you want to publish your own Web pages, an **HTML** (Hyper Text Markup Language) app must be used to produce the pages that can be accessed by Web browsers like **NetScape** & **Mosaic**. HTML is a simple but powerful language that connects users to not only other locations (i.e. URLs - Universal Resource Locators - <http://www.dconstructs.com/dc/>) but also to files ([dcinter.pdf](#)) and FTP sites (File Transport Protocol locations usually shown by numbers like [112.44.55.121](#)).

*Note: HTML is becoming easier with vendors providing HTML extensions to programs like **Frame**, **PageMaker**, **Word** & **Word Perfect**.*

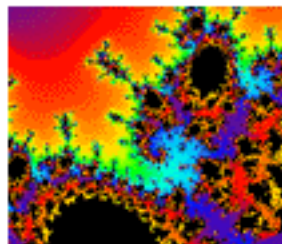
*Addendum: HTML is rapidly becoming the linker to new multi-media formats like **QuickTime VR**, **VRML**, **Hot Java** & **PDF**.*

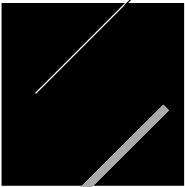
Starting a site...

Start off small by getting space on a local Internet provider's server. A 5mb space with 10,000 "hits" per day is a good level. Pricing for this ranges from \$50-100/month with an additional \$50-250 for your provider to get your domain name. *The name for your site is searched out by INTERNIC. For the US, the process takes about 3 weeks*

To build web pages, place the HTML files in a directory along with all accompanying documents - PDFs, GIFs, Image Maps & URLs that are either displayed on the pages or act as links to other files or net locations. Once this is done, use a Web browser like **NetScape** to test the pages. After this, get a program like **Fetch** (Mac) to FTP the files to your remote site directory. Once there, go through the same drill as per the local test. Once the site is up, do the proper PR in announcing the site. From there, the rest is history.

Tip: For fast display times, page image size should not exceed 50K. Limit the number of images per page to three or less unless they're very small.

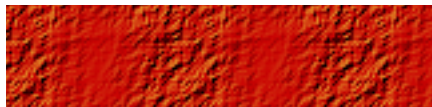




Other Net Info

For quicker file transfer, compress files using **PKZIP** - Windows, **Stuffit**, **Compacta Pro** - Mac. If possible, configure them to be self-extracting.

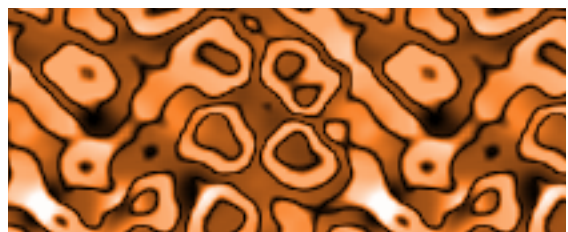
When sending files via the Net, use **Eudora** or any other mail application (**NetScape 2.0**) that can attach any type of document **SEPARATELY** from the e-mail letter and make certain that the app can handle file sizes of 1MB or more. *Note that the other reason for compression is that the process bundles files into one document that can be easily handled by the program.(s)* For **Eudora**, use **BINHEX** compression. and include all MAC information The Internet attached file limit is 5MB.

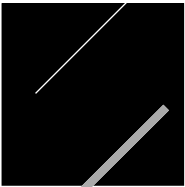


Net Resources- A VERY Short List.

Because the Net is so huge, effective search tools are essential before any serious work can be done. The big two starts with **LYCOS**, a Carnegie Mellon offering that includes an extremely powerful search engine. The second is **Yahoo**, a Stamford-based entry that is acknowledged by Net Surfers to be one of the very best resources on the web. Lycos can be found at the **NetScape Directory Search** page at <http://home.netscape.com/home/internet-search.html> while Yahoo is under the NetScape Directory page at <http://home.netscape.com/home/internet-directory.html>.

A great utility for the proper production of transparent interlaced GIFs (used in WWW HTML page production) starts with **Graphic Converter**, a Mac program that not only does image format conversions but also has impressive image processing capabilities. A good place to get it is the **Well Connected Mac** at: <http://www.mac-faq.com/Macintosh.html>. Go to <http://www.adobe.com> to get the Photoshop extension to do the same thing. This works with **Photoshop 3.04** for Mac & Windows.





For HTML info, a terrific site is the [WWW Developer's Group](http://www.uwtc.washington.edu/Computing/WWW/UWeb.html) at: <http://www.uwtc.washington.edu/Computing/WWW/UWeb.html>. For the ultimate in Mac software, one could do worse than access the [ULTIMATE Macintosh List](http://www.best.com/~myee/ultimate_mac.html) at: http://www.best.com/~myee/ultimate_mac.html.

For file compression, [PKZIP](#) - Windows; [Stuffit](#), [Compacta Pro](#) - Mac are the ones to use. A good start point for finding these apps begins by going to the [NCSA Home Page](http://www.ncsa.uiuc.edu/General/NCSAHome.html) at WWW address: <http://www.ncsa.uiuc.edu/General/NCSAHome.html> as this site has extensive Mac, UNIX and Windows libraries filled with valuable utilities for the Net.

[Microsoft Windows Developer Information](#) is one of the first places to get data on Window's utilities. Their WWW address is: <http://131.107.1.189:80/devinfo.htm>.

For the latest in Internet related files go to NetScape's http://www.yahoo.com/Computers_and_Internet/Internet/World_Wide_Web/Indices_to_Web_Documents.

For [VRML](#) (Virtual Reality Markup Language), go to <http://rosebud.sdsc.edu/vrml>

For [HotJava's Home Page](#) go to <http://java.sun.com:80/>.

For [QuickTime VR](#) link to <http://qtvr.quicktime.apple.com/>

For [Adobe Acrobat](#) (PDF- Portable Document Format), go to <http://www.adobe.com>

For HTML editors, Soft Quad's [Hot Metal Pro](#) is an excellent stand-alone Mac & Windows app while [Web Weaver](#) is a user friendly Mac-based shareware product produced by Robert Best Their respective Web addresses are: <http://www.sq.com/welcome.htm> and <http://www.northnet.org/best/Web.Weaver/WWW.html>. A new entry in the HTML arms race is [Page Mill](#), Adobe's Mac Offering. Info for PM is at <http://www.ceneca.com/>.

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