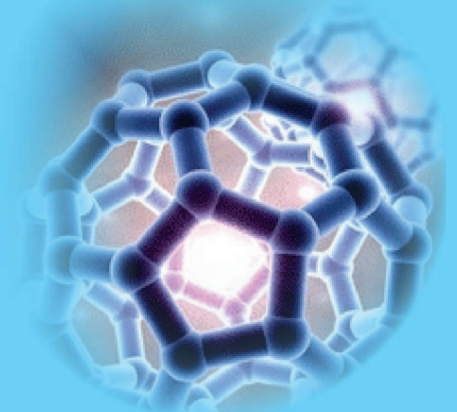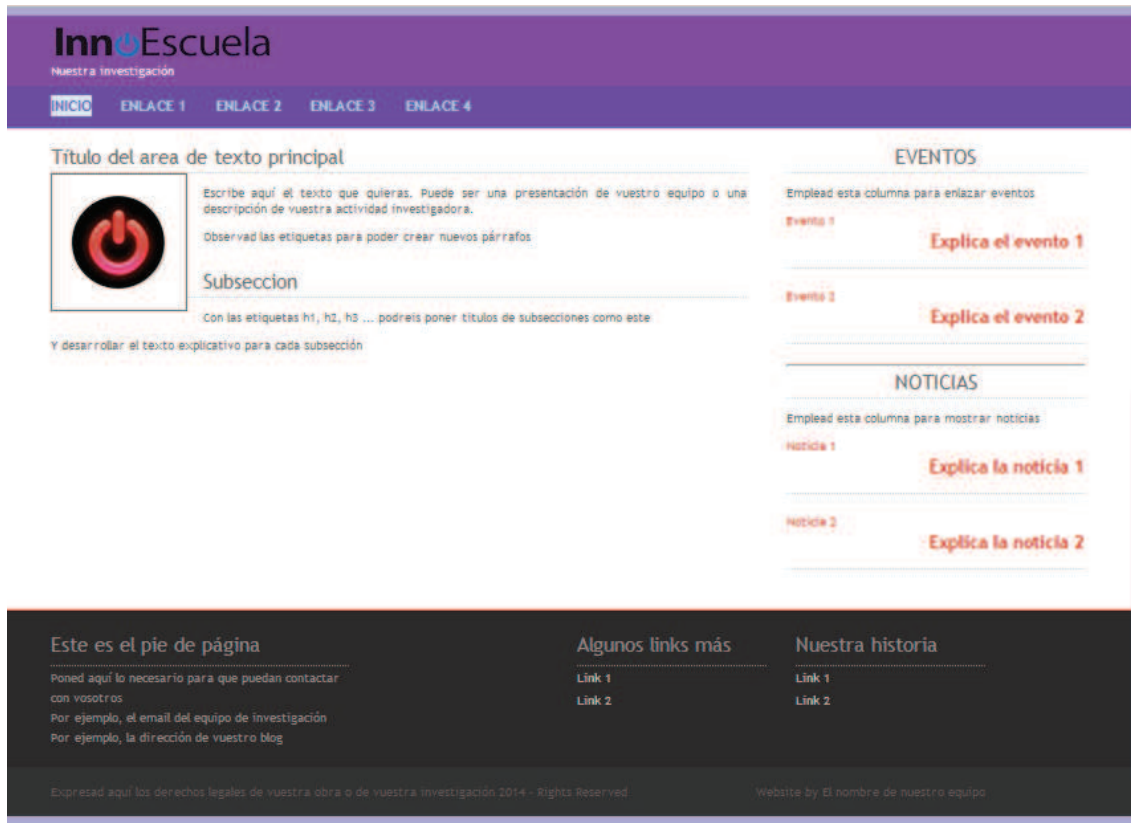# 6

Spreading our innovative product in the Web

6.1. HTML – CSS WORKSHOP

Probably you have developed a web page. As you know, the used language for programming web pages is HTML (*HyperText Marking Language*). As an addition, the CSS style sheet (*Cascade Style Sheet*) is a wonderful tool to enhance web pages as well as it offers a homogeneous and serious format to your web site. However, it's good to refresh ideas and learn about new things in relations with software programming. Do the HTML-CSS workshop and take annotations of all that you feel interesting to apply to your website. Use the following space to annotate some comment or to write some useful annotations in relation with the web development.

6.2. WE CREATE A WEB SITE WITH OUR OWN BRAND IMAGE

A website is not easy to develop. In some cases, wide knowledge about programming is required in order to make your site to get a professional look. In this case, the making of your webpage could be easier for you. Download from the digital platform the files structure to create your own website. Ask your teacher for help anyway. You can use the file "*home.html*" as the main page of your site. As you can see in the figure below, a representation of this template is shown. Copy the file as many times as pages you want your website to be made up. The just rename with a specific name each copy.

In each page you would have to adapt texts, images and hyperlinks according to the purpose of each of them. Anyway, you have to remember that inside the folders, some programming files are located and you have to avoid the deletion of any of them to maintain the functionality of the CSS pages. On the other side, you can change the format of your website by modifying part of the source code. This requires you to put in practice what you have learnt about Reverse Engineering among the different files. Try to find where to change the background colour, the font size and colours, the width of columns, etc.

Zip the file structure and upload the zip file to the platform

Once you have finished the web site, use a zip application to compress software to make the whole files structure to be compacted from the root folder. You can generate zip or rar to create the file to upload to the digital platform for your teacher.

6.3. USING OUR INNOVATIVE ENTERPRISE BLOG

Your company blog is also a fantastic tool to spread your ideas, very appropriate because of its simplicity and easy usefulness. The blog can have multiple uses, as its use as a simple website to show others how your advances in researching as well as to be used as a diary in which you write how your works are evolving.

The most important feature of your blog is the capability for interacting with other users by their comments. Any could write opinions in the comments area. Try to be polite, positive and constructive in your comments in other blogs. Take into consideration you are a corporation and if you are sharing your ideas and knowledge with other companies, your researching activity will be enhanced and enriched.

6.4. WE THINK IN OTHER PROMOTION WAYS FOR OUR PRODUCT

With your website to show your work and your blog as a means of interaction you have two good ways to spread your advances and innovations. However, think that other media and channels could be useful as well to let people knowing your innovation. Write in the following text space and upload it to the provided area in the platform about other ways and actions to take in order to make some other promotions of your product.