Web Design I

Spring 2009
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2009.02.27
<html>
  <head>
    <title>My First Page</title>
  </head>
  <body>
    <h1>My First Page</h1>
    <p>This is a <strong>simple</strong> <em>paragraph</em> on a <strong>simple</strong> <em>web page</em>.</p>
    <p>Another paragraph...</p>
    <p><img src="picture1.png" /></p>
    <p>A third paragraph.</p>
  </body>
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    <p>A third paragraph.</p>
  </body>
</html>
<html>...</html> begin & end HTML docs
<head>...</head> contain "meta" data
<title>...</title> shows in window top bar
<body>...</body> page content
<h1>...</h1> heading level 1 (big)
<h6>...</h6> heading level 6 (small)
<p>...</p> paragraph
<strong>...</strong> usually boldface
<em>...</em> emphasis (usually italic)
<img ..../> image – no end tag
Proper "nesting"

- A "nested" tag pair is completely contained inside another tag pair

  - `<p>This is <strong><em>right</em></strong>.</p>`

  - `<p>This is <strong><em>wrong</em></strong>.</p>`
Attributes

- provide information for a tag
- some tags require attributes (img, a, meta)
- format: attribute="value"
- Img tag requires src="filename.ext" or src="URL"
- Uniform Resource Locator (URL) – fancy name for a web address
- `<img src="http://photo2.si.edu/2006-278.jpg" />`
Uniform Resource Locator (URL)

- http://dc.ubuntu-us.org/resources/tutorials/lab-tips.html
- http: protocol
- //dc.ubuntu-us.org/ web server computer name
- resources/ folder name
- tutorials/ folder name
- lab-tips.html file name
h1 {font-family: verdana;
   font-size: 48px;
   color: red;}

p {margin: 1.2em 0;}

img {border: thin solid green;
     padding: 5px;}

body {background: #ffffff;}

h1 {font-family: monospace;
    font-size: 20px;
    color: blue;}

p {margin: 50px;
    font-family: cursive;
    font-size: 16px;}

img {display: none;}

<html>
  <head>
    <title>My First Page</title>
    <link rel="stylesheet" type="text/css" href="style1.css" />
  </head>
  <body>
    <h1>My First Page</h1>
    <p>This is a <strong>simple</strong> <em>paragraph</em> on a <strong>simple</strong> <em>web page</em>.
    </p><p>Another paragraph...</p><p><img src="picture1.png" /></p><p>A third paragraph.</p>
  </body>
</html>
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Line breaks and spaces are both treated as a single space character.

You could type:

```html
<html><head><title>My First Page</title></head>
<body>
<h1>My First Page</h1>
<p>This is a <strong>simple</strong> <em>paragraph</em> on a <strong>simple</strong> web page.</p>
<p>Another paragraph...</p>
<p><img src="picture1.png" /></p>
<p>A third paragraph.</p>
</body>
</html>
```

but that is difficult to read when editing later.

Save to your Desktop folder, then double-click the icon for the file when it appears on the desktop.
All tags begin with < and end with >

Tags come in two varieties:
- paired (start and end)
- self-closing

Paired tags use the same word or abbreviation for the start and end tag. End tags add a / to the start of the word or abbreviation
- start tag <html>
- end tag </html>

Self-closing tags do not have an end tag. Instead they end with a / before the >
- self-closing tag <img ... />
# Tags

- `<html>...</html>`: begin & end HTML docs
- `<head>...</head>`: contain "meta" data
- `<title>...</title>`: shows in window top bar
- `<body>...</body>`: page content
- `<h1>...</h1>`: heading level 1 (big)
- `<h6>...</h6>`: heading level 6 (small)
- `<p>...</p>`: paragraph
- `<strong>...</strong>`: usually **boldface**
- `<em>...</em>`: emphasis (usually *italic*)
- `<img ..../>`: image – no end tag

End tags do not need to appear on the same line as the start tag that they match.

Tags can appear inside other tags but must be properly "nested".
Proper "nesting"

- A "nested" tag pair is completely contained inside another tag pair

- `<p>This is <strong><em>right</em></strong>.</p>`

- `<p>This is <strong><em>wrong</em></strong>.</p>`

Think of quote marks, parenthesis, and other paired symbols when writing English (and many other languages)

Right: "The punctuation symbols (quotes and parenthesis) in this sentence are nested correctly."

Wrong: "The punctuation symbols (quotes and parenthesis in this sentence are not nested correctly."

You should be able to draw lines connecting start and end tags without the lines intersecting.
Attributes

- provide information for a tag
- some tags require attributes (img, a, meta)
- format: attribute="value"
- Img tag requires src="filename.ext" or src="URL"
- Uniform Resource Locator (URL) – fancy name for a web address
- `<img src="http://photo2.si.edu/2006-278.jpg" />`

src identifies the source of an image. The image can be a file in the same folder as the HTML document, or in another folder, or on another computer provides web pages (a web server).

If the image file is located on the same computer as the HTML document, you do not need to include the name of the web server computer.
Uniform Resource Locator (URL)

- http://dc.ubuntu-us.org/resources/tutorials/lab-tips.html
- http: protocol
- //dc.ubuntu-us.org/ web server computer name
- resources/ folder name
- tutorials/ folder name
- lab-tips.html file name

Web browsers (Microsoft Internet Explorer, Firefox, Safari, Opera, Konqueror, Chrome, etc.) usually communicate with computers called web servers. Some web servers do more than just provide web pages. When a web browser requests a page from a computer, the protocol identifies what type of "service" is being requested. For our class, the only important one is the HyperText Transport Protocol (HTTP)

Other common protocols are https (secure), ftp (file transfer protocol), rss (really simple syndication)

All computers on the Internet have a unique name and a number called an IP address

Folders and file names are like on your computers.
Spacing is optional. It is more readable when information lines up nicely in columns.

You could type:

```css
h1 {font-family: verdana; font-size: 48px; color: red;}
p {margin: 1.2em 0;}
img {border: thin solid green; padding: 5px;}
```

but again, this is difficult to read.

Save to the Desktop folder.
Save to the Desktop folder.
Add the line in red to your page1.html file. This links the page to the cascading style sheet named style1.css

Double-click the newly edited file on your desktop or refresh your browser window.