



Web Development & Interactive Media  
Instructor: Tony McEachern, Assistant Professor

# Hypertext Transfer & Mark-Up

HTML codes, also referred to as HTML tags, are enclosed by the lesser than (<) and greater than (>) brackets and may be written in capital or lower case letters.

The opening bracket is followed by an **element**, which is a browser command, and ends with the closing bracket.

**<font size=2>**

An **element** may also be followed by **attributes**, which are words describing the properties of the element, and further instruct the browser.

**<font size=2>**

Attributes are only contained in the opening HTML tags to the right of the **element** and are separated by a space and followed by an equal (=) sign.

The **value** follows the equal sign and is enclosed in quotes.

**<font size=2>**

# Basic HTML Code (Tags)

## Basic HTML Document Code Structure

**<html>** - Begins an HTML document.

**<head>** - Contains information about the page such as the TITLE, META tags for proper Search Engine Indexing and Optimization, STYLE tags, which determine the page layout, and JavaScript coding for special effects.

**<title>** - The TITLE of your page. This will be visible in the title bar of the viewers' browser.

**</title>** - Closes the HTML <title> tag.

**</head>** - Closes the HTML <head> tag.

**<body>** - This is where you will begin writing your document and placing your HTML codes.

**</body>** - Closes the HTML <body> tag.

**</html>** - Closes the <html> tag.

# Basic HTML Code

## Basic HTML Document Code Structure

Begin writing your HTML tags by creating your document's basic layout. Open a text editor and type this code into a new page. Save that page as an HTML extension.

```
<html>  
<head>  
<title>Your Page Title</title>  
</head>
```

**<body>** This area will contain everything that will be visible through a web browser, such as *text* and *graphics*. All of the information will be HTML coded.

```
</body>  
</html>
```

# Basic HTML Code

## Commonly Used HTML Code Tags

**<html>** This tag tells a browser that this page is a web page.

**<head>** This contains the meta tags, title, style tags and JavaScript coding.

**<title>** This shows the name of your page at the top of the browser window.

**<body>** This contains the main viewable content of your web page.

**<P>** Paragraph Break

**<BR>** Line Break

**<B>** Bold style

**<I>** Italic style

**<U>** Underline style

**<font color="000000">** Font color style equals "white"

**<H3>** Headline size

**<a href="URL"> Link Name</a>** Anchors a hypertext reference. This creates a link on your web page.

**** Image source tag.

*Reference: [http://www.web-source.net/html\\_codes\\_chart.htm](http://www.web-source.net/html_codes_chart.htm)*

# Cascading Style Sheets (CSS)

## What is CSS/

- CSS Stands for **C**ascading **S**tyle **S**heets.
- Styles define **how to display** HTML elements.
- Styles solve content positioning and consistency problems.
- External Style Sheets makes web design more efficient.
- External Style Sheets are saved & stored as CSS files. Internal Style Sheets are stored within your HTML document.

# HTML vs CSS

Styles solve composition and layout problems when HTML falls short...

- HTML was never intended to contain tags for formatting a document.
- HTML was intended to define the content of a document, like: `<h1>This is a heading</h1>` or `<p>This is a paragraph </p>`.
- CSS allows the designer to define more specific elements such as fonts, paragraphs, tables and regions/divisions.
- Today most web sites are not formatted strictly with HTML anymore, but are done with CSS.
- All current browsers (including mobile devices) support CSS.

# Cascading Style Sheets (CSS)

**CSS is more efficient than HTML and using CSS saves a designer a lot.**

- CSS defines **how** HTML elements are to displayed in a web browser.
- Styles are normally saved in external .css files. External styles sheets enable you to change the appearance and layout of all your pages in a site by editing on single .css file.



# Hypertext Transfer & Mark-Up

HTML codes, also referred to as HTML tags, are enclosed by the lesser than (<) and greater than (>) brackets and may be written in capital or lower case letters.

The opening bracket is followed by an **element**, which is a browser command, and ends with the closing bracket.

**<font size=2>**

An **element** may also be followed by **attributes**, which are words describing the properties of the element, and further instruct the browser.

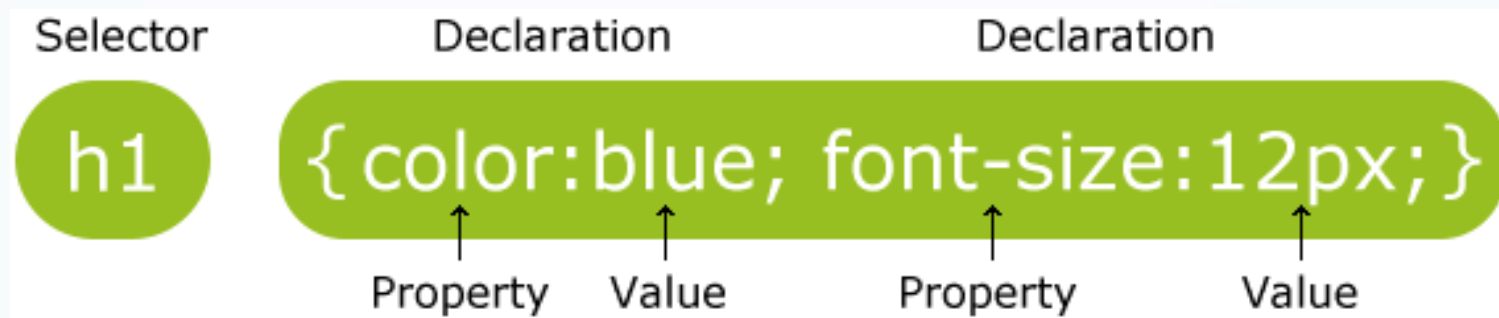
**<font size=2>**

Attributes are only contained in the opening HTML tags to the right of the **element** and are separated by a space and followed by an equal (=) sign.

The **value** follows the equal sign and is enclosed in quotes.

**<font size=2>**

# CSS Syntax



The CSS syntax is made up of three parts:

- a **selector** (normally the HTML **element/tag** you wish to define)
- a **property** (the HTML **attribute** you wish to change)
- a **value** (normally the HTML element/tag you wish to define)

**selector** {**property**:**value**}

**body** {**color**:**black**} OR **p** {**font-family**:**arial**; **text-align**:**left**}

# Assignment No. 1

**Basic HTML Page Coding (for the week ending Sept 25):**

## **1. Create a 2-page Hand Coded Web Site**

Using the past two lectures/discussions as well as the Internet and your own sources, hand code your first web site.

### **Pages:**

- Home page with your name as the header and a short Bio sketch and photo;
- Resume to include the bold and italics style elements. Link each place of employment and educational institution to the actual web site.

# Assignment No. 2

**Set up a web site in Dreamweaver (for the week ending Sept. 25):**

## **1. Create a new Web Site**

Using the past two lectures/discussions as well as the Internet and your own sources, hand code your first web site.

**Post your existing HTML pages to your class site:**

- Home page with your name as the header and a short Bio sketch and photo;
- Resume to include the bold and italics style elements. Link each place of employment and educational institution to the actual web site.

# Assignment No. 3

## Planning the Website (Due Monday Oct. 31):

- 1. Concept Development:** Develop a concept in the form of a theme or metaphor that describes you, your product, or the service you intend on rendering. Describe your concept in treatment format (1-3 paragraphs).
- 2. Site Functionality & Page Relationship:** Create a site map & flow chart that lists the main sections and relationships between the pages of your site (clean & computer generated).