Fundamentals of Digital/Online Media

Beginning HTML

HTML-Hypertext Markup Language; the language of the Web. HTML files are text files that include tags that indicate the content and structure of a Web page. A Web browser reads the HTML file and interprets the tags, thus presenting the information in the way the designer intended.

An HTML file can be developed in a simple text editor like TextEdit or Notepad (there are others, just don't use Word and don't choose Save as a Web page in Word). You simply save the file with the .html extension. You can also use a word processor like Word, but if so, you need to save as a *text* file and give it the .html extension (do not use "Save as HTML feature). Once you have an html file you can move from TextEdit to Dreamweaver (we won't be using Dreamweaver in this class, just FYI) or back without issue to maintain and modify the page. Have a browser open while you work so you can test the file. In the browser, simply use File, Open on the file, and refresh any time you save and change.

A Note about TextEdit: You must use a text editor using Plain Text to create and edit html files. The default with TextEdit is probably rich text. When you open a new TextEdit document, and you see something that looks like a ruler at the top of the page, you know you are in rich text format and **this must be changed.** Choose TextEdit, Preferences. Under New Document, select Plain Text (instead of Rich Text). Under Open and Save, click the top two boxes that deal with ignoring Rich Text. Close the preferences (using the red x in the top left of the window) and also close the document with the ruler. When you open a new document, you should not see the ruler and you will be working in Plain Text.

A tag is a command written between angle brackets (the less than and greater than symbols). Ex. <html>

Some tags have attributes that provide a variety of options within the tag. The attributes have associated values deemed by the designer.
    <tag attribute= "value"> Values are surrounded by quotation marks.

Tags must also be closed properly.
Ex. Cindy's Page

Tags, attributes and values must be in lowercase. When you save your file (or any folders), they should also be lowercase with no spaces.

Basic Tags

- **<html>** - the opening tag on every html page. It tells the browser that this is an html file.
- **<head>** - indicates the heading of the document. Nothing within the head tag actually shows up on page, but this is where designers can store information about the title or special search terms associated with the page.

- **<title>** - indicates the title of the page. This title does not show up on the page itself, but in the top Title Bar of the browser.
- **<body>** - indicates the beginning of the section with content in it. The attribute **bgcolor** can be used to change the background color. You can use the 6 character hexidecimal code (there are many places on the Web to find html color codes) or you can use a limited number of words to describe color, i.e. red, blue, lightblue, orange, etc.
  Ex. <body bgcolor="#AA11CC"> or <body bgcolor="red">
- **<strong>** - bold; replaced <b> in XHTML
- **<em>** - italic; replaced <i> in XHTML
- **<h1>, <h2>, <h3>…<h6>** etc. – indicates a level of heading size. You can use the different headings to set up the format of your page and indicate different sections.
- **<p>** - indicates the opening of a paragraph, puts space between it and the previous content.
- **
** - provides a line break without the spacing of a paragraph.
- You can add images to a page with the following code:
  ****
- **This is the special way you close a standalone tag. You must also upload the image file to your Web server.**
- You can add links to a page with the following code:
  Google is my favorite search engine.
- Colors – when you use a color value, you can provide a color name or a color code preceded by the # sign. Go to http://www.w3schools.com/html/html_colornames.asp for a list of some names and codes to try.
- Lists- nested tags. You pick ordered or unordered and then provide the list items, nesting the tags appropriately. Here's an unordered list of my favorite bands/musicians.

  Wilco
  Spoon
  Old 97's

  This will show each item with a bullet. If I want them to be numbered, then I use an ordered list.

  Wilco
  Spoon
  Old 97's

Format of an HTML file

```
<html>
<head>
<title>Your Name Here</title>
</head>

<body bgcolor="red">
<h1>Welcome to "Your Name Here's" Web Site</h1>
<img src="filename.jpg" />
<p><strong>Welcome to my first Web site!</strong> - continue writing more content here</p>

<h2>Links</h2>
<p><a href="http://www.google.com">Google</a> is my favorite search engine.</p>
<p><a href="http://www.fastcompany.com">Fast Company</a> is the only magazine to which I subscribe.</p>
<p><a href="http://www.nytimes.com">The New York Times</a> I enjoy reading the Times each Sunday.</p>

<h2>My Favorite Bands/Musicians</h2>
<ul>
<li>Wilco</li>
<li>Spoon</li>
<li>Old 97's</li>
</ul>

<h2>Contact Information</h2>
<p>For more information, you can email me at croyal@txstate.edu</p>

</body>
</html>
```

Part I: HTML Assignment
You'll get a little experience making an html page. Your page should be formatted as above, but customize with your own content and colors. Open any text editor, like TextEdit or Notepad.
Note: If you are using TextEdit on a Mac, please make the changes in the Preferences to create the file as Plain Text (TextEdit, Preferences – Under New Document, choose Plain Text; Under Open and Save, select the first two boxes to ignore Rich Text).
Your page must include:

- Opening and closing html tag
- head and body sections
- An appropriate title in the head section
- <h1> and <h2> - you can use more headings if you want.
- At least three paragraphs
- One list
- Three external links with description
- One image – make sure you also upload the image.

Save this file with your last name and an html extension (i.e. royal.html)

Go to TRACS, select dropbox and under Add, Select Upload file. Make sure you upload both your html page and your image. Then select your html page. You should see it rendering properly when you open in the browser.

*Your file must work properly when I open it. Your image must show and your external links must work. Make sure you test the files yourself. You will not be given a chance to resubmit this assignment.

See next page for HTML Part II

Part II: A Brief Intro to CSS

You can add CSS (cascading stylesheets) to a separate page or in the head of a document (as well as in the lines of code, but that is least efficient). Normally, you have a global stylesheet to control an entire site, the typography, colors, layout etc. The combination of HTML/CSS allows you to separate the structure from the style (design) on your site.

Open a new file in your text editor. Add code as follows below to create styles for your site. Name this fine style.css and make sure you save it in the same place as your html file.

Then go back to your html page and add a line in the head:
<link rel="stylesheet" href="style.css" type="text/css" />

```
body
{
color: black;
background-color: beige;
font-family: Verdana, Arial, Helvetica, sans-serif;
font-size: 12px;
}

h1
{
font-size: 16px;
font-style: normal;
font-weight: bold;
text-decoration: none;
}

p
{
font-size: 12px;
font-style: normal;
font-weight: normal;
text-decoration: none;
}

a {color: red; text-decoration: none}
a:visited {color: darkred; text-decoration: none}
a:active {color: #666666; text-decoration: none}
a:hover {color: gray; text-decoration: underline}
```

Re-upload your html page (use the dropdown to resubmit the file) and upload the CSS page.

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