

<h3>She walks in beauty</h3>

<p>Great web designs are like great typefaces: some, like <a href="http://www.veer.com/products/typedetail.aspx?image=ADT0003158">Rosewood</a>, impose a personality on whatever content is applied to them. Others, like <a href="http://www.veer.com/search/results.aspx?keyword=helvetica&amp;producttype=TYP&amp;pricemodel=RM%2CRF">Helvetica</a>, fade into the background (or try to), magically supporting whatever tone the content provides. (We can argue whether Helvetica is really as neutral as water.)</p>

<p>Which web design is like that? For one, Douglas Bowman's white <a href="http://ekspeditionsionist.blogspot.com/">Minima</a> layout for <a href="http://minimatesttest.blogspot.com/">Minimatesttest</a> is literally <a href="http://minimatesttest.blogspot.com/">minimally designed</a> for <a href="http://apartness.blogspot.com/2005/01/each.html">each</a> of them <a href="http://weddingdecorator.com/new-permanent-layout.html">individually</a>. That is great design.

<p>Great web designs are like great buildings. All office buildings, however distinctive, have lobbies and bathrooms and staircases. Websites, too, share commonalities.</p>

<p>Although a great site design is completely individual, it is also a great deal like other designs that perform similar functions. The same is true of great magazine and newspaper layouts, which differ from banal magazine and newspaper layouts in a hundred subtle details. Few celebrate great magazine layouts, yet millions consciously or unconsciously appreciate them, and nobody laments that they are not posters.</p>

#### SHE WALKS IN BEAUTY

Great web designs are like great typefaces: some, like Rosewood, impose a personality on whatever content is applied to them. Others, like Helvetica, fade into the background (or try to), magically supporting whatever tone the content provides. (We can argue tomorrow whether Helvetica is really as neutral as water.)

Which web design is like that? For one, Douglas Bowman's white "Minima" layout for Minimatesttest is literally minimally designed for each of them individually. That is great design.

Great web designs are like great buildings. All office buildings, however distinctive, have lobbies and bathrooms and staircases. Websites, too, share commonalities.

Although a great site design is completely individual, it is also a great deal like other designs that perform similar functions. The same is true of great magazine and newspaper layouts, which differ from banal magazine and newspaper layouts in a hundred subtle details. Few celebrate great magazine layouts, yet millions consciously or unconsciously appreciate them, and nobody laments that they are not posters.

# Welcome to HTML!

(aka What's in a web page? Day)



# The “Four Layers” of Web Design

Web pages are often visualized as being made up of 4 layers:

- Content - the foundational layer
  - Structure
  - Presentation
  - Behavior
- 
- Each layer enhances the base content in some way

# The “Four Layers” of Web Design

Web pages are often visualized as being made up of layers:

## ➤ Content

➤ Meaningful text, images, audio, video, interactive content, and/or ??

# The “Four Layers” of Web Design

Web pages are often visualized as being made up of layers:

➤ Content

➤ Structure

➤ Defines what each part of the content is or represents. For example, headings, paragraphs, images, abbreviations, etc. We define this with HTML tags – more about those in a bit.

# The “Four Layers” of Web Design

Web pages are often visualized as being made up of layers:

- Content
- Structure
- Presentation
  - How each part of the content will appear to the user. We define this using CSS (aka style sheets) with the HTML tags.

# The “Four Layers” of Web Design

Web pages are often visualized as being made up of layers:

- Content
- Structure
- Presentation
- Behavior
  - The kind of interactivity we want for our page/site. Examples include rollovers, slide shows, video, etc.

# The “Four Layers” of Web Design

Web pages are often visualized as being made up of 4 layers:

- Content - the foundational layer
- **Structure**
- Presentation
- Behavior

# Markup Language: structuring content

## Skillet Corn Bread

Active time: 10 min, Start to finish: 25 min

### Ingredients

1 stick (1/2 cup) cold unsalted butter, cut into pieces

1 1/4 cups cornmeal (preferably stone-ground; not coarse)

1/4 cup all-purpose flour

1 tablespoon sugar

1 teaspoon baking soda

1/2 teaspoon salt

1 1/2 cups well-shaken buttermilk

2 large eggs

Special equipment: a 9 1/2- to 10-inch well-seasoned cast-iron skillet

### Preparation

Put oven rack in middle position and preheat oven to 450° F. Add butter to skillet and heat in oven until melted, about 5 minutes, then carefully pour into a medium bowl.

Whisk together cornmeal, flour, sugar, baking soda, and salt in a large bowl.

Whisk buttermilk and eggs into melted butter, then stir into cornmeal mixture until just combined. Pour into hot skillet and bake until a wooden pick or skewer inserted in center comes out clean, 15 to 20 minutes. Cool in skillet on a rack 5 minutes, then invert onto a platter and serve warm or at room temperature.

Makes 8 servings.

Gourmet, July 2004

➤ What are the basic structures here? Do all the words have the same purpose?



# Markup Language: structuring content

Skillet Corn Bread

primary heading

Active time: 10 min, Start to finish: 25 min

Ingredients

secondary heading

1 stick (1/2 cup) cold unsalted butter, cut into pieces

1 1/4 cups cornmeal (preferably stone-ground; not coarse)

1/4 cup all-purpose flour

unordered list

1 tablespoon sugar

1 teaspoon baking soda

1/2 teaspoon salt

1 1/2 cups well-shaken buttermilk

2 large eggs

Special equipment: a 9 1/2- to 10-inch well-seasoned cast-iron skillet

Preparation

secondary heading

Put oven rack in middle position and preheat oven to 450° F. Add butter to skillet and heat in oven until melted, about 5 minutes, then carefully pour into a medium bowl.

paragraph

Whisk together cornmeal, flour, sugar, baking soda, and salt in a large bowl.

paragraph

Whisk buttermilk and eggs into melted butter, then stir into cornmeal mixture until just combined. Pour into hot skillet and bake until a wooden pick or skewer inserted in center comes out clean, 15 to 20 minutes. Cool in skillet on a rack 5 minutes, then invert onto a platter and serve warm or at room temperature.

paragraph

Makes 8 servings.

Gourmet, July 2004

citation



What are the basic structures here? Do all the words have the same purpose?

# Markup Language: structuring content

```
<h1>Skillet Corn Bread</h1>
```

```
<p>
```

```
    <em>Active time:</em> 10 min,
```

```
    <em>Start to finish:</em> 25 min
```

```
</p>
```

```
<h2>Ingredients</h2>
```

```
<ul>
```

```
    <li>1 stick (1/2 cup) cold unsalted butter, cut into pieces</li>
```

```
    <li>1 1/4 cups cornmeal (preferably stone-ground; not coarse)</li>
```

```
    <li>1/4 cup all-purpose flour</li>
```

# What is HTML markup like?

- Container element (e.g. paragraph - p)

<tag attribute1="value" attribute2="value">  
opening tag      some content </tag>  
closing tag

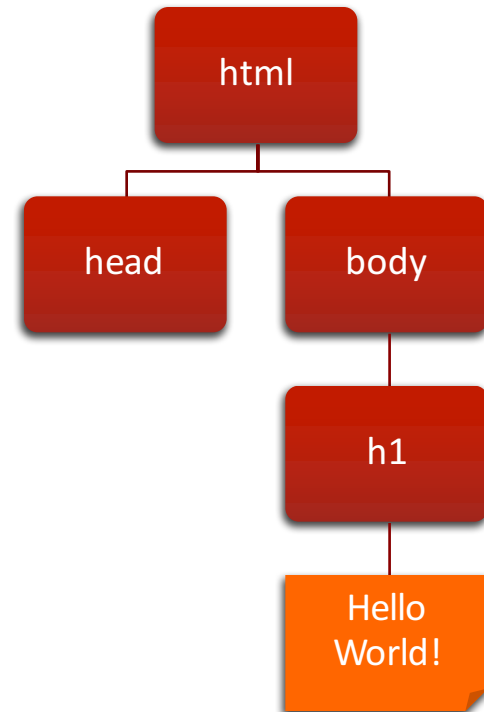
- Empty element closes itself

<tag attribute="value" />

When you look at a HTML document in a browser, all you see is the marked-up content; not the tags.

# Hello World, HTML version

```
<html>  
  <head>  
  </head>  
  <body>  
    <h1>Hello World!</h1>  
  </body>  
</html>
```



- In almost every case, HTML elements can contain sub-elements.

# Hello World, HTML version

```
<html>
```

```
<head>
```

```
</head>
```

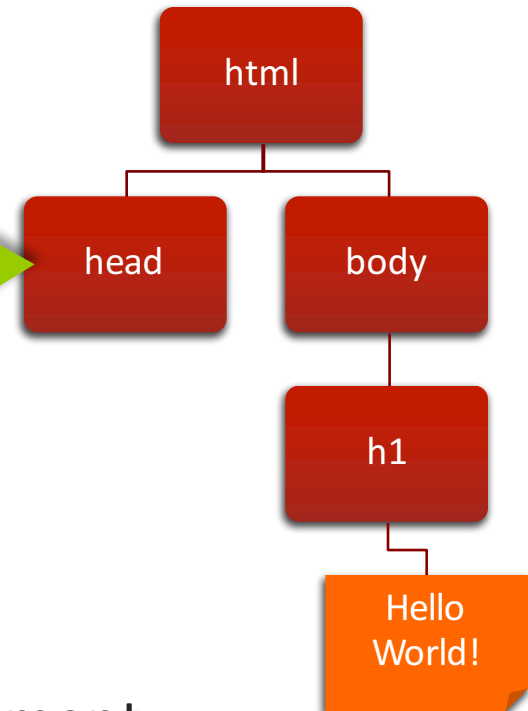
```
<body>
```

```
<h1>Hello World!</h1>
```

```
</body>
```

```
</html>
```

head element



- Always appears before the **body** element.
- Contains information about the page.

# Hello World, HTML version

```
<html>
```

```
<head>
```

```
</head>
```

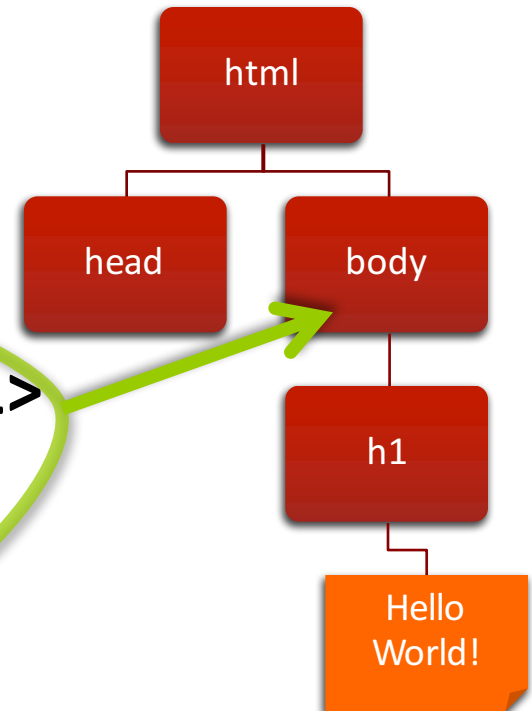
```
<body>
```

```
<h1>Hello World!</h1>
```

```
</body>
```

```
</html>
```

body element



- Main content of the document that will appear in the browser window.



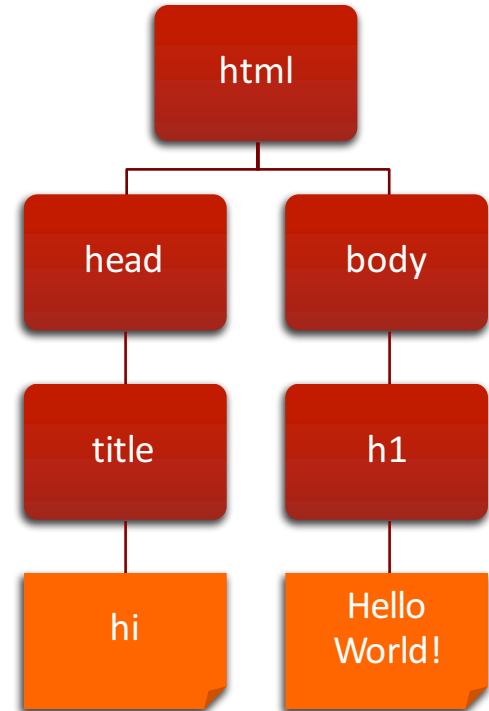
# Hello World, HTML version

So let's try it!

```
<html>  
  <head>  
  </head>  
  <body>  
    <h1>Hello World!</h1>  
  </body>  
</html>
```

# the valid HTML5 version

```
<!DOCTYPE html >
<html lang="en">
  <head>
    <meta charset="utf-8" />
    <title>hi</title>
  </head>
  <body>
    <h1>Hello World!</h1>
  </body>
</html>
```





# Marking up your document

## In the <body>

- Paragraphs
- Line breaks
- Headings
- Links
- Images
- Lists
- Emphasis
- Tables
- Forms

## In the <head>

- Type of HTML doc uses
- Page Title
- Miscellaneous doc info
- Scripts
- Style rules
- Links to associated files

# Marking up your document

What HTML tags create these elements?

- Page Titles
  - Paragraphs
  - Line breaks
  - Emphasis
  - Strong emphasis
  - Headings
  - Lists
  - Links
- Put the “hyper”  
in hypertext

# HTML element flavors

- **Block:** typically display on a new line (like a paragraph in a book)  
Generic block tag: `<div>blockish info</div>`
- **Inline:** typically display in the current line (like the next phrase in a sentence)  
Generic inline tag: `<span>phrase-ish info</span>`
- **List-item:** a block in need of an uber-block list around it

# 6 Rules for HTML

1. No overlaps (nesting necessary)
2. Runs of white spaces, CRs/Newlines, tabs ...  
compress to a single space
3. Names of all elements & attributes in lowercase \*
4. Attribute values are all quoted \*
5. Container elements all require closing tags \*
6. Empty elements end with “ />” (or closing tag) \*

\* Optional for HTML5 - but we'll be following these practices to keep older browsers happy

# Debugging your HTML and more...

➤ Right click!

➤ Inspect!