

I399: Web Design & Development

Knowledge Check #1

THE INTERNET

1. What happens when you type www.google.com into your browser? You should know the basic process.
2. If you have an address such as <http://www.apple.com/iphone/iphone5.html>, then “www.apple.com” represents the computer (server) where the Apple website lives, “iphone” is a folder, and “iphone5.html” is a file.
3. The browser translates HTML, CSS, and other “web” languages into what we see as a web page.
4. HTML = hypertext markup language
5. CSS = cascading style sheets

ESSENTIAL HTML STRUCTURE

```
<!DOCTYPE HTML>
<html>
  <head>
    <meta charset="utf-8">
    <title>Title of my Website</title>
  </head>
  <body>
  </body>
</html>
```

- Why do we need a DOCTYPE at the top of our HTML page?
- What is the <head> used for?
- What is the <body> used for?
- How does the browser interpret spaces or tabs in your code?

HTML ELEMENTS

Normal behavior:

- All HTML elements (tags) create a box.
- By default, this box is invisible, 100% wide and 0% tall.
- If the HTML tag (which is a box) contains content, that content determines the height, unless styling has otherwise given that element a height.
- By default these boxes stack down the page like bricks.

How to make a link:

``

And also...

`Link to an 'id' elsewhere in the same page.`

`Link to another page in your site.`

`Link to an email address.`

How to make a link open in a new tab or window:

``

How to structure text:

`<p></p>`

`<h1></h1> ... <h6></h6>`

``

``

`<table><tr><td></td></tr></table>`

- When do you put text in a `<p>` and when do you put text in a `<h1>` (`<h2>...`)? Which is the most basic text holder in HTML?
- Did you know you can customize the bullet points and numbers in a list? From changing the start number to letters instead of numbers to a custom image instead of a black dot. Look it up!
- Tables have many, many options. `<tbody>` and `<th>` are also commonly used.. what are they for?

How to place an image:

```

```

How to place an image with a tooltip:

```

```

How to make a comment in your HTML code:

```
<!-- This is a comment. Stuff between these marks won't appear. -->
```

Some of the HTML tag pair exceptions:

```
<hr> ( or <hr /> )
```

```
<img> ( or <img /> )
```

```
<br> ( or <br /> )
```

If you absolutely must make something bold or italic inline:

```
<em> = emphasis = <i> = italic
```

```
<strong> = bold = <b>
```

EM and STRONG are more semantic (have more meaning), but really either is fine. Most of the time you want to use a style sheet to add bold and italic.

Common punctuation that usually should be replaced:

Some punctuation doesn't translate well when put into HTML. To replace these search for 'HTML special characters' and click through the resources until you find what you need. Use COMMAND-F to find and replace within your document.

Left single quote	‘
Right single quote/apostrophe	’
Left double quote	“
Right double quote	”
Emdash	—
Endash	–
Ampersand	&
Non-breaking space	

GOOD CODING PRACTICES

YES

```
<h2>Subtitle</h2>
<p>Body copy.</p>
```

NO

```
<h2><p>Subtitle</p></h2>
<p>Body copy.</p>
```

YES

```
<p>
    661 N Woodlawn Ave<br>
    Bloomington, IN 47408<br>
    USA
</p>
```

NO

```
<p>Don't use breaks to add space.</p>
<br><br>
<p>This is the job of CSS.</p>
```

YES

```
<h1><a href="#">HTML tags are like cups.</a></h1>
```

NO

```
<h1><a href="#">They can be nested, but can't overlap.</h1></a>
```

YES

```
<!doctype html>
<html>
  <head>
    <title>My Web Page</title>
  </head>
  <body>
    <h1>My Web Page</h1>
    <p>Indentation is key to creating pretty code.</p>
    <p>Plus it's easy to read and you'll make less mistakes.</p>
  </body>
</html>
```

NO

```
<!doctype html><html>
<head>
<title>My Web Page</title></head>
<body>
<h1>My Web Page</h1>
<p>Bad indentation leads to hard-to-read code, mistakes and wasted time
for whoever writes the code and anyone trying to read it. However,
sometimes you will see code with absolutely NO non-essential spacing.
This is done as a final step in order to boost processing speed as
possible.</p>
</body></html>
```

GOOD DESIGN PRACTICES

#1: Text in a box should have lots of space between the edge of the box and the edge of the text. This white space is called ***padding***.

#2: When we go to a website, we expect to see certain elements like a title, navigation, and some indication of what the site is for. These elements help a user know where they are in your site, find what they are looking for, and create a good user experience. You should never sit down to code without sketching a design or creating a wireframe and indicating that you've thought about these elements and **have a plan**.

#3: Organizing content in a **hierarchy** (by importance of that content) and structuring the content on a **grid** are also very important to the user's experience. If you were to see your headers (h1 – h6) in a 'table of contents' list format (view only the HTML without the CSS to see this – or use a tool we will talk about later in the semester) the content should still make sense.