About HTML tags

HTML tags (typically) come in pairs: one opening tag, and one closing tag.



You will find the keys for **angle brackets < >** and the key for the **forward slash** *I* at the bottom-right of your keyboard.

Text editors will typically **autocomplete** HTML tags as you type them.





About HTML elements

A HTML element is typically some text in a HTML file (web page) that is *marked up* with *opening and closing tags*. A HTML element could be a single word, a few words or a larger block of text.



We help marketers increase conversion rates and ecommerce companies increase their sales by delivering video files faster to their clients. Our websevers deliver more than 250 million high-resolution videos every month across the world.

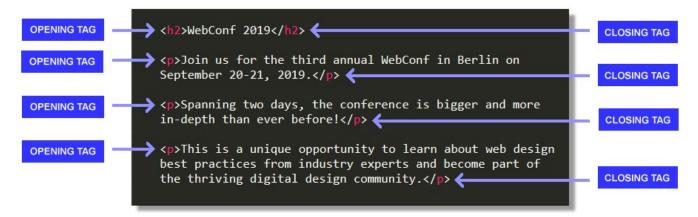
HTML tags and classes

You can add or more classes to an opening HTML tag. In the opening HTML tag, the class(es) always begins with the single word word **class**, followed by the equal sign (=) and then, inside quotes (" "), the name(s) of the class(es).



HTML sibling elements

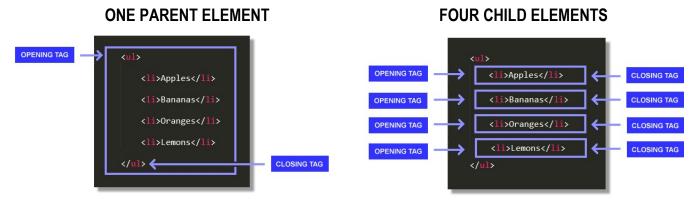
These are elements that are at the *same level* in the web page. Sibling elements follow, down the page, one after the other.



Each sibling (for example,) begins only after the previous sibling has closed (for example, </h2>).

HTML parent-child elements

Some HTML elements can be *nested* inside other elements in a *parent-child relationship*.



Another example of parent-child elements are **<div>** ... **</div>** tags used to highlight visually a block of content within a web page.



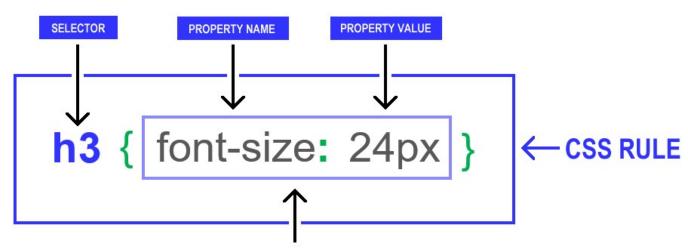


CSS rules, selectors, declarations and property:value pairs

A CSS rule set consists of a selector and, within curly braces { }, one or more declarations.

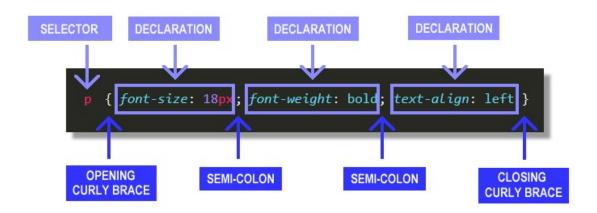
Each declaration contains a property name (such as **color**) and a property value (such as **red**).

A property name (such as lineheight) is separated from its property value (such as 1.5) by a colon (:).



DECLARATION = PROPERTY NAME + PROPERTY VALUE

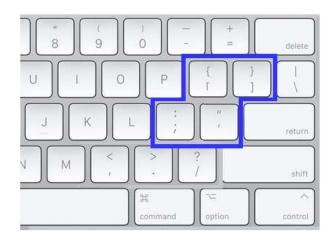
When a CSS rule set contains just one, two or three rules, the declarations are typically typed on the same line. Each declaration contains one property:value pair. For example, **margin-left: 20px** and **width: 90%**



Declarations are separated from each other by semi-colons (;).

The final declaration in the CSS rule set does not need at colon after it.

On your keyboard, you will find the keys for curly braces { }, the colon (:) and the semi-colon (;) at the right side above the **Enter** key.



When a CSS rule set contains lots of declarations, each declaration is typically typed on a single line. The various declarations are indented from the left to make them easier-to-read.

The opening curly brace is typed on the same line as the selector.

The closing curly brace is typed on its own line, and is not indented.

```
ALL
PROPERTY:VALUE
PAIRS IN
DECLARATION
BLOCK
AT INDENTED
FROM LEFT
```

```
h2 {

font-weight: 600;
line-height: 1.6;
text-align: center;
color:#fff;
background-color: #fff2ac;
border-bottom-style: solid;
border-bottom-width: 1px;
border-bottom-color: green;
padding: 2px 10px;
margin-bottom:14px
}

CLOSING CURLY BRACE
```

Type selectors and class selectors

A *type selector* in a CSS file applies to the element(s) in the linked web page that are styled with regular, built-in HTML tags.

Examples of type elements in a HTML file are **h1**, **h2**, **p**, **ul**, **li**, **a**, **div** and **span**.

In the CSS file, you type the element selectors just as you typed them in the HTML file.

```
h1 {
   font-size:36px;
   line-height: 1.1;
   width: 90%;
   margin: 10% auto
}
```

A *class selector* in a CSS file applies to the element(s) in the linked HTML file that are styled with web designer-created classes.

Examples of classes you might create would be wrapper, box-highlight, column-3 and so on.

In a CSS file, you type class selectors with a full stop (.) before their name.

```
.box-highlight {
  width: 80%;
  margin: 0 auto 10% auto;
  padding: 5% 6% 5% 6%;
  background-color: #884ea0
}
```

Grouping selectors

When two or more classes in a HTML file share the same value (such as **16px**) for the same property (such as **font-size**), you can group the selectors together, separated by commas.

```
h2, h3, h3 { color: red; font-weight: bold; line-height: 1.2 }

p, li { font-family: serif; color: #000; line-height: 1.5 }
```