FEU INSTITUTE OF TECHNOLOGY
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Web Design Fundamentals / Basic Web Design

Introduction to HTML and HTML Tags – ITEWEBDES/ITWD103 / ITWD113

TERM DEFINITION

HTML – ***Hypertext Markup Language****, a programming specification for how web pages can be written so they can be understood.*

TERM DEFINITION

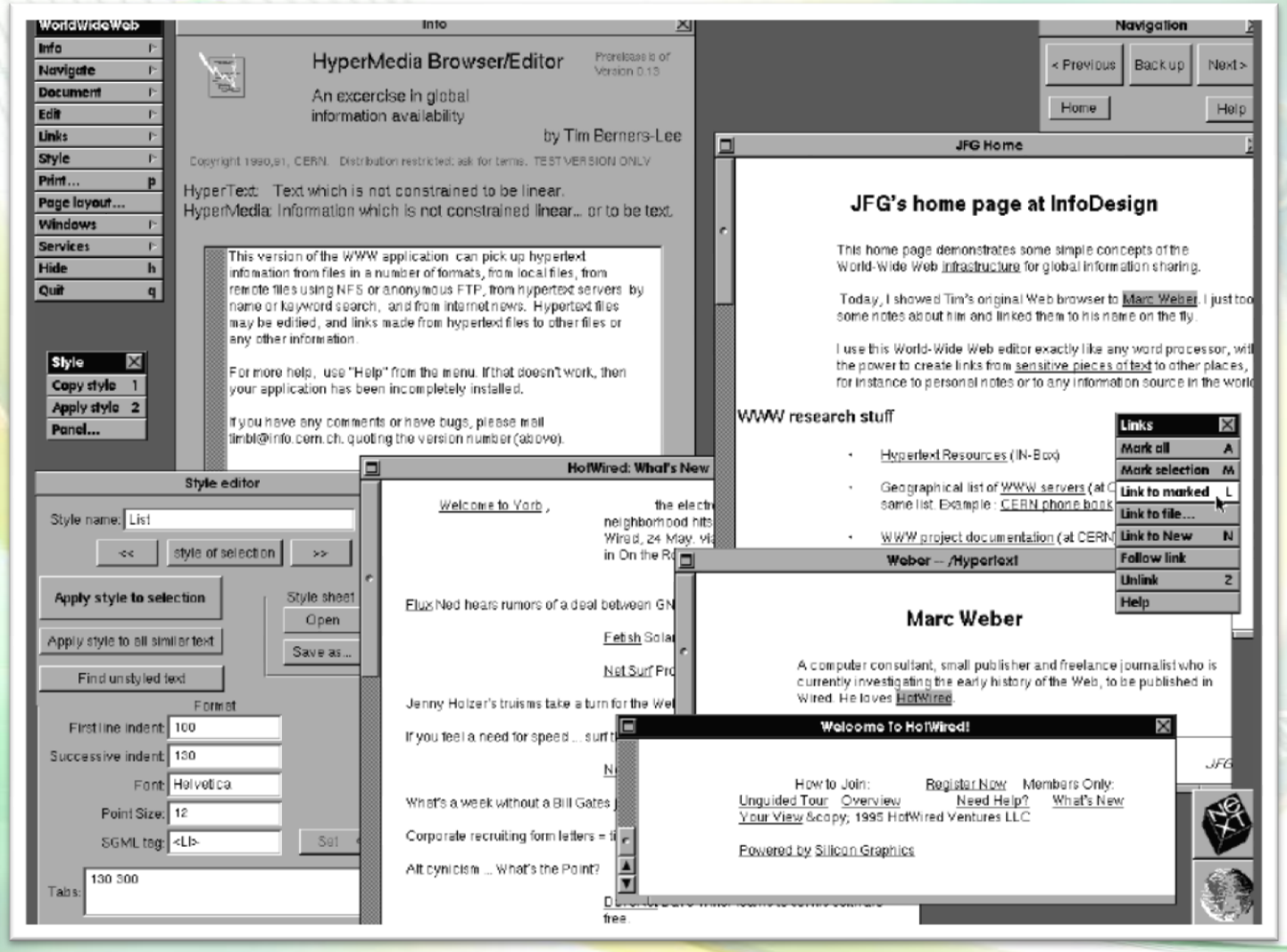
XML – ***Extensible Markup Language***, *a specification that grew out of HTML that lets developers define their own markup language like <name> <city> which is an element created by developers*

History of HTML

SGML (Standard Generalized Markup Language)

- The first version of HTML introduced in 1980.

CERN under Tim Berners-Lee announced that WWW would be free on April 30, 1993.



A copy of the original website by Tim Berners-Lee appeared in 1991.

Versions of HTML

HTML 1.1 – Release date was 1992, first informal draft

HTML 2.0 – used the official standard of HTML, 1995. Documents written in 2.0 can still be viewed in all browsers

HTML 3.2 – the most common used standard supported by all browser version (1996/97)

HTML 4.0 – is the suggested standard introduced by W3-Consortium, which is supported by newer browser. (1997/98)

Versions of HTML

HTML 4.1 – introduced in 1999, W3C Recommendation

XHTML 1.0 – reformulate HTML 4.01 W3C Recommendation on 2000

HTML 5 – introduced in 2008, introduced new features like <nav> <header> <footer> <figure>

XHTML

a. It is supposed to replaced HTML.
b. It is nearly identical to HTML 4.01
c. It has a stricter and cleanly version of HTML

Disadvantages:

1. Web developers have to obey the rules.
2. Errors will not be tolerated.
3. More expenditure of time.

W3C

The World Wide Web Consortium

The W3C is the main international standard organization which was created by Tim Berners-Lee

Well known members are:

IBM
America Online
Adobe
Microsoft
Apple
Sun Microsystem

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Getting Started with HTML Syntax

Choosing an HTML Editor

Three ways to create HTML

1. Code-based editor
2. WYSIWYG (What You See Is What You Get) editor
3. Simple text editor

Windows

Notepad

Macintosh

TextEdit

Good Coding Practices

1. **Stick to the standards** – follow the standards set by the W3C

2. **Use semantic markup** – use a descriptive markup that signifies the intended use of document sections, <p> paragraph

3. **Validate your code** – this conforms to the usage rules of the W3C, this is to enhance browser compatibility, accessibility, and exchange of data

Important Key Terms

1. Cascading Style Sheets (CSS)
2. Cookie
3. Deprecated element
4. Document Type (doctype)
5. Document Type Definition (DTD)
6. Extensible Hypertext Markup Language (XHTML)
7. Hypertext
8. Hypertext Markup Language
9. Markup language
10. Metadata
11. Multipurpose Internet Mail Extensions (MIME)
12. Rendering engine
13. Root element
14. Semantic markup
15. Single-source
16. Standard Generalized Markup Language (SGML)
17. Style sheet
18. Valid code
19. Validator
20. Web page
21. Well-formed document
22. World Wide Web Consortium (W3C)

Hands-on Instructions

A. It is recommended that for now, the students will use **notepad** as their HTML editor.

B. Create a folder in your drive H, foldername: **itwebdes_section**

C. For now, all the samples will be viewed in **Google Chrome**. Your professor will be showing you the other output in other browser.

Each web page has four basic tag sets:

Tag	Closing	Description
<html>	</html>	Defines the area within as an HTML page.
<head>	</head>	Contains information about the document.
<title>	</title>	Identifies the title of the page, contained within the <head> tag.
<body>	</body>	Surrounds the text of the page.

BASIC WEB PAGE TAGS

OPEN NOTEPAD and type the following:

```
<html>

</html>
<html>

<head>
<title>Page Title Goes Here </title>
</head>

</html>
```

Save file.

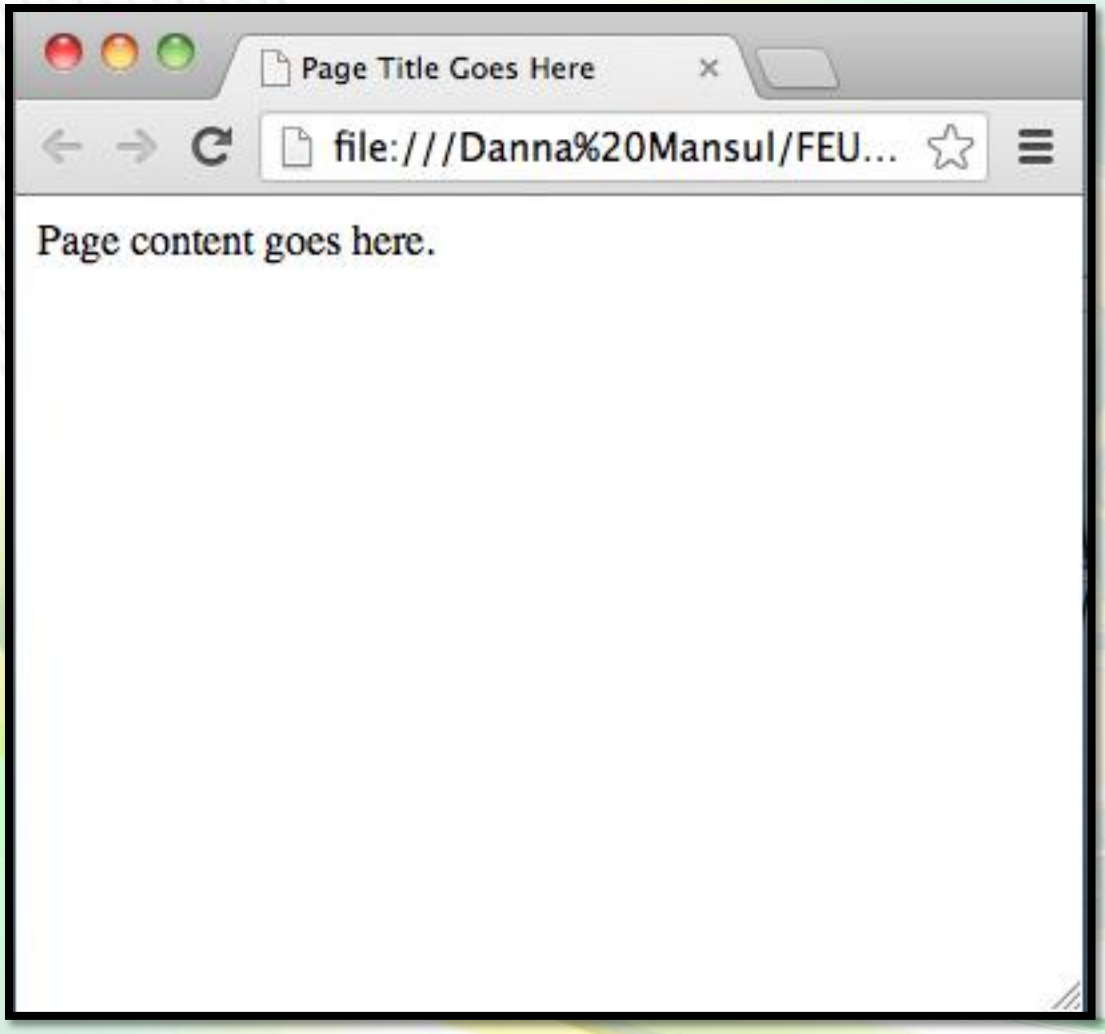
Filename: sample1.htm

Add the body content.

```
<html>
<head>
<title>Page Title Goes Here</title>
</head>

<body>
Page content
<br>
goes here.
</body>

</html>
```


Page Title Goes Here
file:///Danna%20Mansul/FEU...
Page content goes here.

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WEB FONTS

WEB FONTS

Basics

Selecting desired fonts for your website

Serif / Sans Serif

Times New Roman
Georgia
Garamond

Helvetica
Arial
Trebuchet

What font style do you want?

Serif / Sans Serif

Convey:

Warm, personal, artistic, traditional, conservative, or intellectual

Convey:

Technical, cool, clean, crisp, youthful, modern, uncluttered

TEXT COLORS

Deciding with the help of KULER

TEXT CONTENT

Complementary Colors

TEXT CONTENT
TEXT CONTENT

Triad Colors

Choosing the Right Color

1. Contrast
2. Harmony
3. Branding
4. Web Design Standards
5. Cultural Differences

Reference to WixBlog

HTML markup takes the form of TAGS

```
<tag>Marked up text</tag>
```

Some of these tags have attributes

```
<tag attribute="value">Text</tag>
```

Some tags have opening and closing elements, while some have just opening

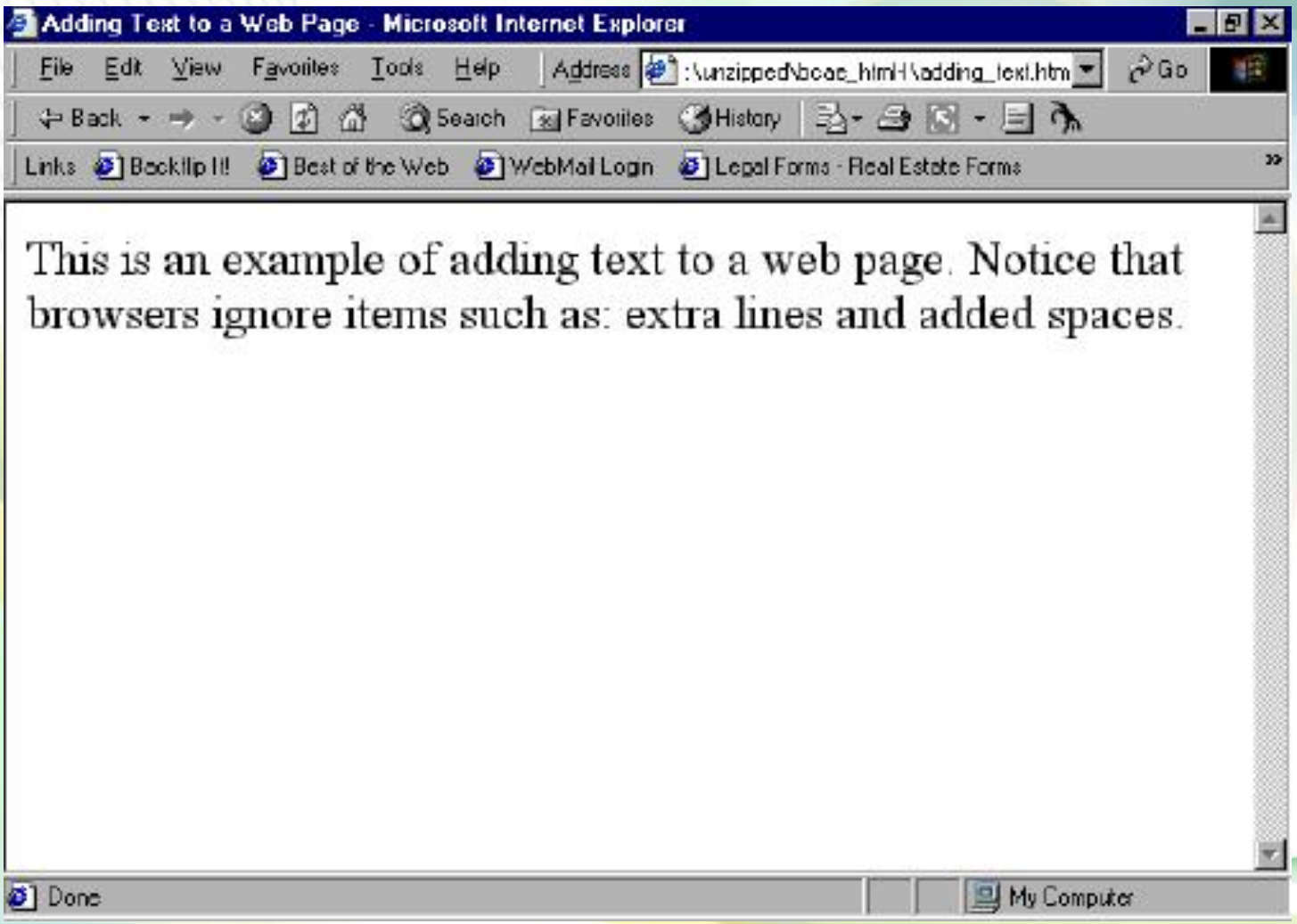
```
<center><img src="image.gif"></center>
```

- Browsers ignore multiple spaces, spacing only once unless told otherwise.

- Browsers do not know when to start new paragraphs or break at the end of lines.

- Browsers do not know how you wish to format text.

Sample Output



Paragraph

- The tag tells the browser to insert a new paragraph.
  - The closing tag for this ( ) is optional, but recommended.

Line Breaks

To insert a line break, use the `<br>` tag. Note, that this tag has no closing tag.

Ex. '`Hello<br>World`':

```
Hello
World
```

Text Spacing

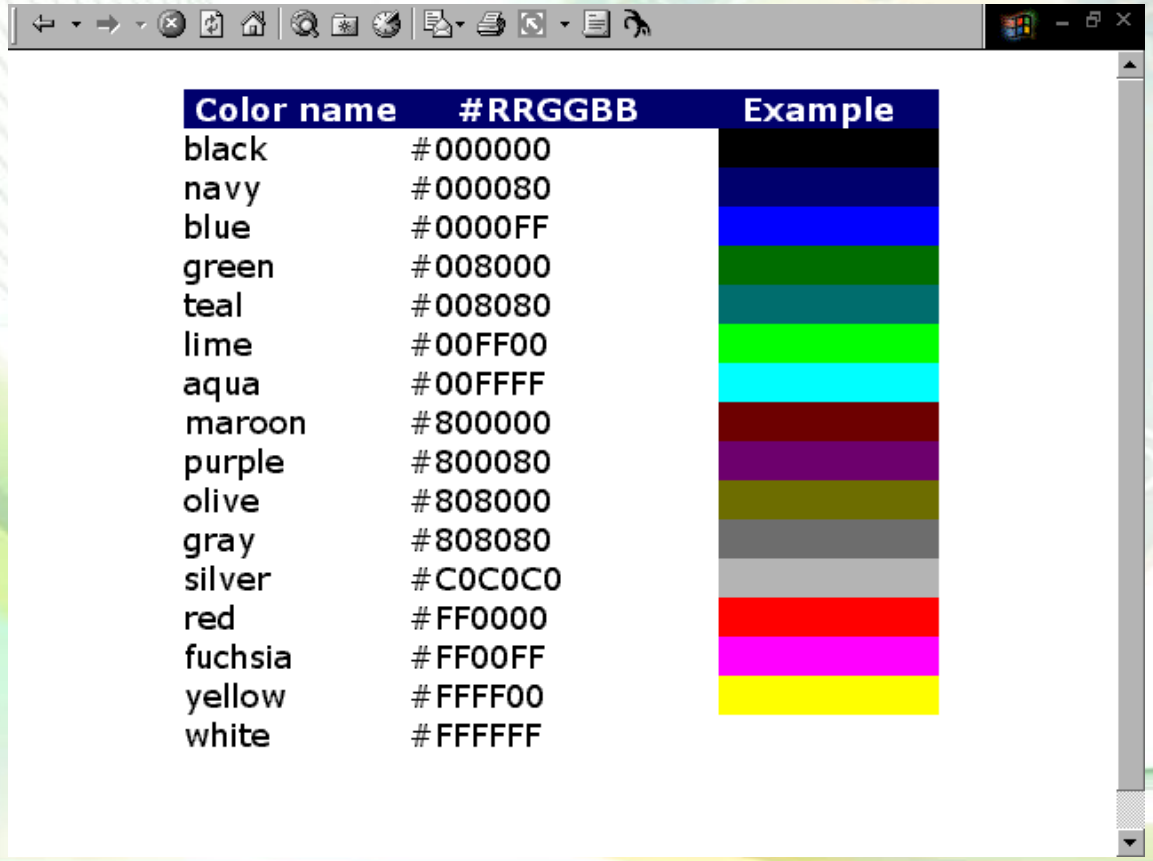
** **

This is the non-breaking space character, and adds the ability to have extra spaces to your page.

Ex.: 'There are 3 spaces between this and this.':

```
<p>There are 3 spaces
between   and this.</p>
```

Basic web colors



Color name	#RRGGBB	Example
black	#000000	
navy	#000080	
blue	#0000FF	
green	#008000	
teal	#008080	
lime	#00FF00	
aqua	#00FFFF	
maroon	#800000	
purple	#800080	
olive	#808000	
gray	#808080	
silver	#C0C0C0	
red	#FF0000	
fuchsia	#FF00FF	
yellow	#FFFF00	
white	#FFFFFF	

Attributes

<body attribute="" > </body>

`bgcolor` – the page's background color.

`background` – the page's background image.

`text` – the default color of all the page's text.

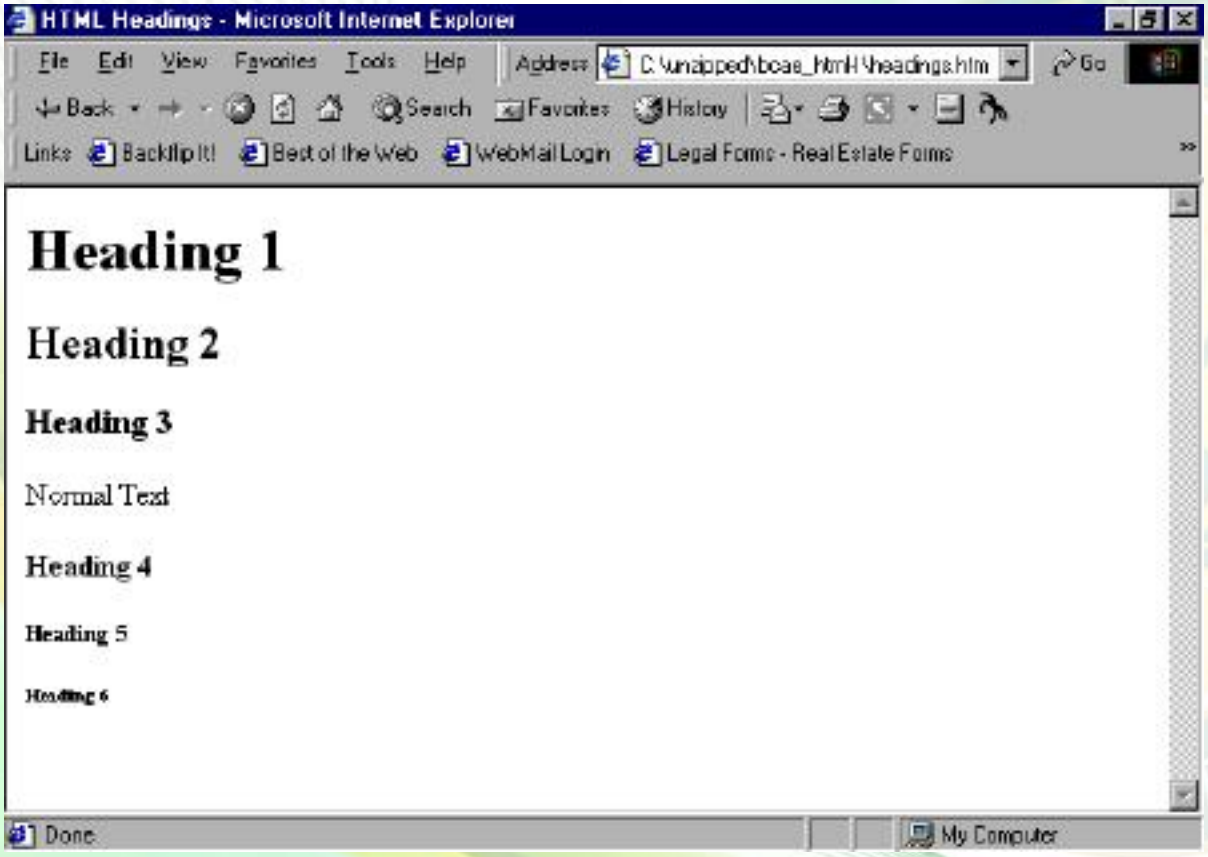
`link` – the default color for all links.

`alink` – the default color for all default links.

`vlink` – the default color for all visited links.

Headings

- Heading tags are `<h1>` to `<h6>`.
  - **Each has an opening and closing tag**
  - `<h1>` has the largest font, and `<h6>` the smallest.
  - `<h4>` - `<h6>` are actually smaller than your normal text font and should be used sparingly.


HTML Headings - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address C:\unzipped\bcae_html\headings.htm
Go
Back Search Favorites History
Links BackUp It! Best of the Web WebMail Login Legal Forms - Real Estate Forms
Heading 1
Heading 2
Heading 3
Normal Text
Heading 4
Heading 5
Heading 6
Done
My Computer

Basic Text Formatting Tags

Tag	Closing	Description
		Creates **bold** text.
		Creates *italicized* text.
<u>	</u>	Underlines text (use with caution).
<big>	</big>	Big text. Can be overlapped (a bigger big).
<small>	</small>	Small text. Can be overlapped (a smaller small).

End of Module