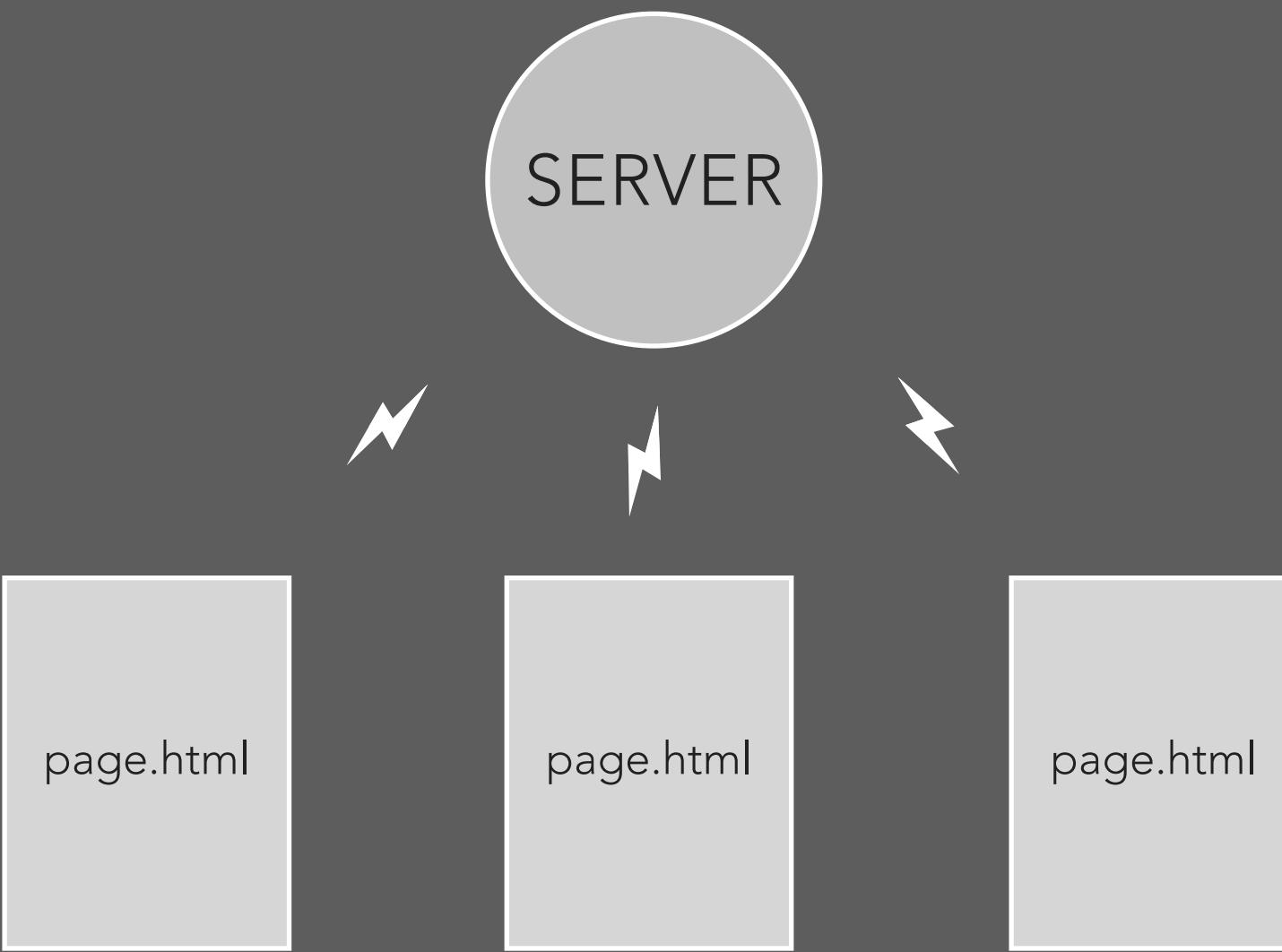


A close-up portrait of a woman with voluminous, curly hair. She has a warm, reddish-orange hue to her skin and hair, suggesting a sunset or a warm indoor lighting. Her eyes are light-colored and she is looking directly at the viewer with a neutral expression. The background is dark and out of focus.

Let's get started!

Static Pages / Dynamic Pages



SERVER

page.html

page.html

page.html

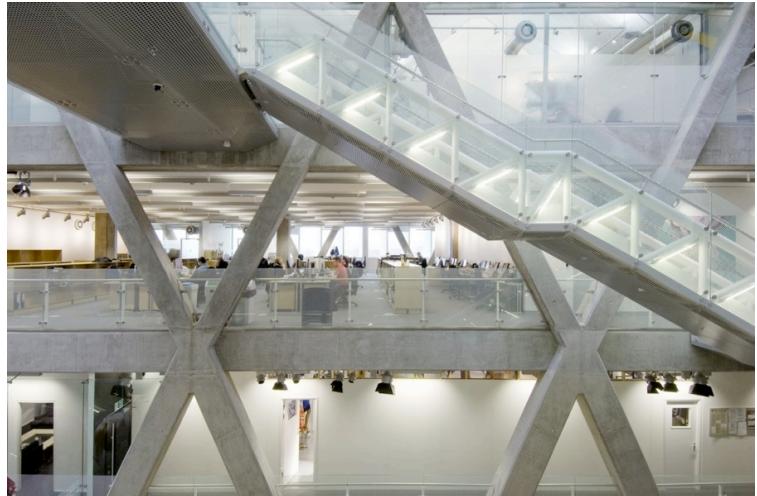
A static website is a group of self-contained, individual pages (or page), sent to the browser from the server one-page-at-a-time.

HTML, CSS, Javascript

Three layers of web design:
Structure, Style, Behavior

BEHAVIOR

Javascript



PRESENTATION

CSS

Imagery



STRUCTURE

HTML markup

Site planning



```
<div style='clear: both;'></div>
</div>

<div id='nav-bar-outer'>

    <div id='nav-logo-borderfade'><div class='nav-fade-mask'></div><div class='nav-fade nav-sprite'></div></div>

    <div id='nav-bar-inner' class='nav-sprite'>

        <a id='nav-shop-all-button' href='/gp/site-directory/ref=topnav_sad' class='nav_a nav-button-outer nav-menu-inactive' alt='Shop All' data-value="search-alias=aps">
            <span class='nav-button-mid nav-sprite'>
                <span class='nav-button-inner nav-sprite'>
                    <span class='nav-button-title nav-button-line1'>Shop by</span>
                    <span class='nav-button-title nav-button-line2'>Department</span>
                </span>
            </span>
            <span class='nav-down-arrow nav-sprite'></span>
        </a>

        <label id='nav-search-label' for='twotabsearchtextbox'>
            Search
        </label>

        <div>
            <form
                action='/s/ref=nb_sb_noss'
                method='get' name='site-search'
                class='nav-searchbar-inner'
            >

                <span id='nav-search-in' class='nav-sprite'>
                    <span id='nav-search-in-content' data-value="search-alias=aps">
                        All
                    </span>
                    <span class='nav-down-arrow nav-sprite'></span>
                    <select name="url" id="searchDropdownBox" class="searchSelect" title="Search in" data-value="search-alias=aps">
                        <option value="search-alias=instant-video">Amazon Instant Video</option>
                        <option value="search-alias=appliances">Appliances</option>
                        <option value="search-alias=arts-crafts">Arts, Crafts & Sewing</option>
                        <option value="search-alias=automotive">Automotive</option>
                        <option value="search-alias=baby">Baby</option>
                        <option value="search-alias=beauty">Beauty</option>
                        <option value="search-alias=stripbooks">Books</option>
                        <option value="search-alias=accessories">Accessories</option>
                        <option value="search-alias=apparel">Clothing & Accessories</option>
                        <option value="search-alias=collectibles">Collectibles</option>
                        <option value="search-alias=computers">Computers</option>
                        <option value="search-alias=electronics">Electronics</option>
                        <option value="search-alias=gift-cards">Gift Cards</option>
                        <option value="search-alias=grocery">Grocery & Gourmet Food</option>
                        <option value="search-alias=hpc">Health & Personal Care</option>
                        <option value="search-alias=kitchen">Kitchen</option>
                        <option value="search-alias=industrial">Industrial & Scientific</option>
                        <option value="search-alias=jewelry">Jewelry</option>
                        <option value="search-alias=store">Store</option>
                        <option value="search-alias=magazines">Magazine Subscriptions</option>
                        <option value="search-alias=movies-tv">Movies & TV</option>
                        <option value="search-alias=downloads">Downloads</option>
                        <option value="search-alias=popular">Music</option>
                        <option value="search-alias=mi">Musical Instruments</option>
                        <option value="search-alias=products">Products</option>
                        <option value="search-alias=lawngarden">Patio, Lawn & Garden</option>
                        <option value="search-alias=pets">Pet Supplies</option>
                        <option value="search-alias=shoes">Shoes</option>
                        <option value="search-alias=software">Software</option>
                        <option value="search-alias=sporting">Sports & Outdoors</option>
                        <option value="search-alias=home-improvement">Home Improvement</option>
                        <option value="search-alias=toys-and-games">Toys & Games</option>
                        <option value="search-alias=videogames">Video Games</option>
                        <option value="search-alias=watches">Watches</option>
                    </select>
                </span>
            </div>
            <div class='nav-searchfield-outer nav-sprite'>
                <div class='nav-searchfield-inner nav-sprite'>

```

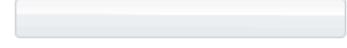
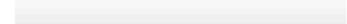
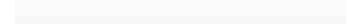
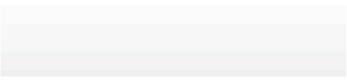
amazon amazon



Cart
Prime

amazon

PrimeFresh



[Amazon Try Prime](#)

- [Your Amazon.com](#)
- [Today's Deals](#)
- [Gift Cards](#)
- [Sell](#)
- [Help](#)

[Shop by Department](#) Search

All

All Departments



Go

Hello. Sign in Your Account Try Prime Cart 0 Wish List

•

•

Shop by
Department

Search

All ▾

Go

Hello, Shawn
Your Account ▾

Cart ▾

Wish
List ▾

Unlimited Instant Videos

MP3s & Cloud Player

20 million songs, play anywhere

Amazon Cloud Drive

5 GB of free storage

Kindle

Appstore for Android

Get Quell Reflect for free today

Digital Games & Software

Audible Audiobooks

Books

Movies, Music & Games

Electronics & Computers

Home, Garden & Tools

Grocery, Health & Beauty

Toys, Kids & Baby

Clothing, Shoes & Jewelry

Sports & Outdoors

Automotive & Industrial

> Full Store Directory

Dear Customers,



Today we're excited to introduce the all-new Kindle Fire HD.

Kindle Fire HD 8.9" 4G
\$499Kindle Fire HD 8.9"
\$299Kindle Fire HD
\$199

[Kindle Fire HD 8.9" 4G](#) isn't just the best tablet for the price, it's the best tablet. \$499 now gets you a large-screen HD tablet with a stunning 8.9" display, exclusive Dolby audio, dual stereo speakers, the fastest Wi-Fi, ultra-fast 4G LTE wireless, plus our new unprecedented \$49.99 one-year 4G data package. Customers save hundreds of dollars in the first year compared to other 4G tablets. Kindle Fire HD 8.9" is also available in a [Wi-Fi only model for \\$299](#).

[Kindle Fire HD](#) is the world's most-advanced 7" tablet, with a stunning HD display, plus the same exclusive Dolby audio, dual stereo speakers, the fastest Wi-Fi, and 16 GB of storage. Kindle Fire HD is just \$199.

We are also introducing the world's most advanced e-readers, [Kindle Paperwhite](#) and [Kindle Paperwhite 3G](#).

K-12 School Essentials

[Shop now](#)

Advertisement

[Star Wars: The Clone Wars: The...](#)

The Clone Wars goes back to the original Star Wars film when Obi-Wan Kenobi tells Luke... [Read more](#)
\$44.98 **\$31.93**



Back to School
with Top Brands
In School Supplies
[Shop now](#)

Best Sellers

[Movies & TV : Criterion Collection](#)

Updated hourly



1. [The Game \(The Criterion Collection\) \[Blu-ray\]](#)
\$39.95 **\$27.96**



2. [Eclipse Series 5: The First Films of Samuel Fuller \(The...](#)
\$13.98

Unlimited Instant Videos
MP3s & Cloud Player
20 million songs, play anywhere
Amazon Cloud Drive
5 GB of free storage

Kindle
Appstore for Android
Get Quell Reflect for free today

Digital Games & Software
Audible Audiobooks

Books
Movies, Music & Games
Electronics & Computers
Home, Garden & Tools
Grocery, Health & Beauty
Toys, Kids & Baby
Clothing, Shoes & Jewelry
Sports & Outdoors
Automotive & Industrial

› Full Store Directory

Amazon Cloud Drive

Your Cloud Drive
5 GB of free storage

Get the Desktop App
For Windows and Mac

Learn More About Cloud Drive



Your photos and more
always at hand
and safely stored.

Get the desktop app ➤

amazon

Kindle Fire HD.



Kindle Fire HD
\$199

[Kindle Fire HD 8.9" 4G](#) isn't just the best tablet for the price, it's the best tablet. \$499 now gets you a large-screen HD tablet with a stunning 8.9" display, exclusive Dolby audio, dual stereo speakers, the fastest Wi-Fi, ultra-fast 4G LTE wireless, plus our new unprecedented \$49.99 one-year 4G data package. Customers save hundreds of dollars in the first year compared to other 4G tablets. Kindle Fire HD 8.9" is also available in a [Wi-Fi only model for \\$299](#).

[Kindle Fire HD](#) is the world's most-advanced 7" tablet, with a stunning HD display, plus the same exclusive Dolby audio, dual stereo speakers, the fastest Wi-Fi, and 16 GB of storage. Kindle Fire HD is just \$199.

We are also introducing the world's most advanced e-readers, [Kindle Paperwhite](#) and [Kindle Paperwhite 3G](#).



TEXTBOOKS
RENT, BUY, SELL

Shop now

Advertisement

Star Wars: Clone Wars - Volume One



The saga continues with the Emmy-winning "Star Wars: Clone Wars," available for the first... [Read more](#)



Portable Size. Massive Sound.
Jabra SOLEMATE

[Learn more](#)

Best Sellers

[Movies & TV : Criterion Collection](#)

Updated hourly



1. [The Game \(The Criterion Collection\) \[Blu-ray\]](#)
\$39.95 **\$27.96**

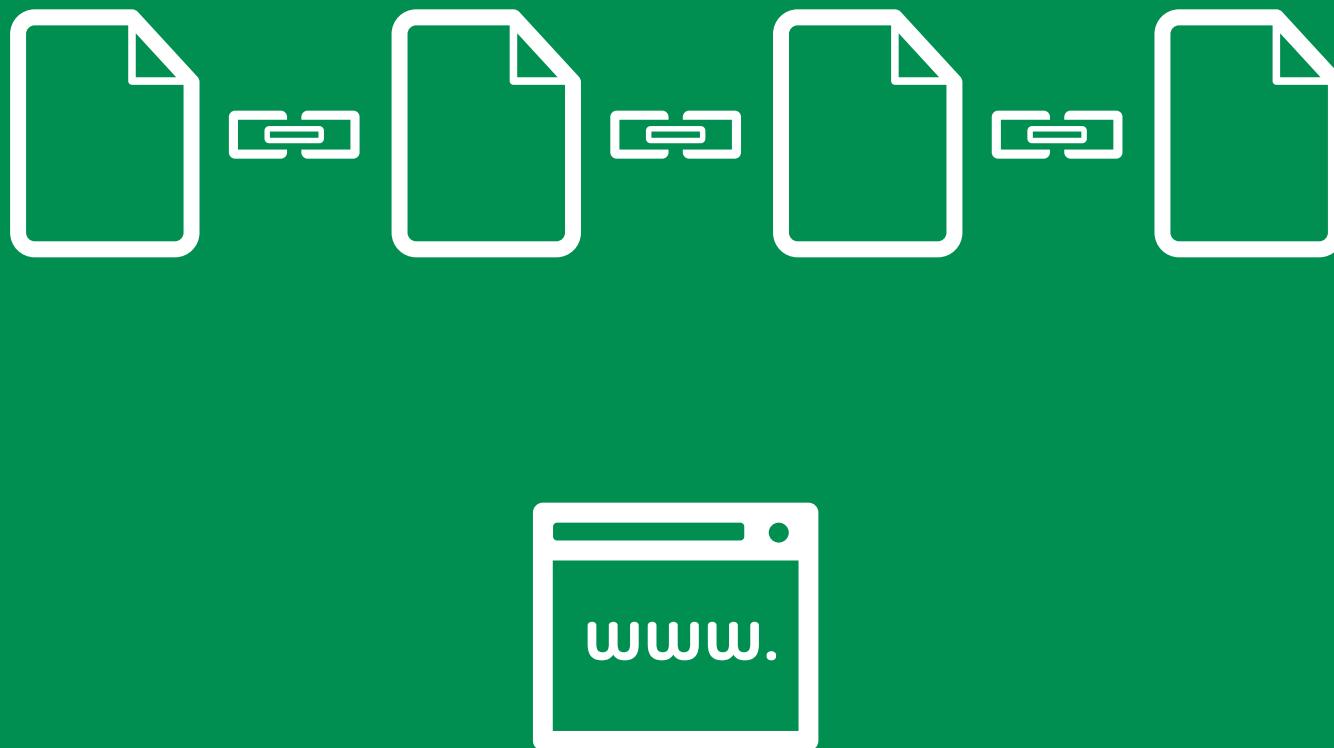


2. [Eclipse Series 5: The First Films of Samuel Fuller \(The...](#)
\$13.98

HTML

Hyper Text
+
Markup Language

Hyper Text



Markup Language

A markup language is a set of markup tags.

The purpose of the tags is to group and describe page content.

Markup Language

Without any markup to give your content structure, the browser renders unformatted and unstyled text, also known as “plain text”.

Pitchfork Music Festival Set Times Revealed
Check out the schedule for all three days

June 8, 2012 at 12:35 p.m.

Pitchfork Music Festival 2012, which returns to Chicago's Union Park July 13-15, is just five weeks away! The festival will feature Vampire Weekend, Feist, Godspeed You! Black Emperor, Beach House, Dirty Projectors, Hot Chip, Sleigh Bells, Wild Flag, Flying Lotus, [Japandroids](#), Chromatics, Real Estate, A\$AP Rocky, Danny Brown, and many, many more. And now, we're happy to announce the complete three-day schedule for the festival. Below, find the set times for all of the bands playing.

Friday, July 13:
Gates at 3 p.m.

8:30 Feist (GREEN)
8:20 Purity Ring (BLUE)
7:20 Dirty Projectors (RED)
7:15 Clams Casino (BLUE)
6:25 Big K.R.I.T. (GREEN)
6:15 [Japandroids](#) (BLUE)
5:30 A\$AP Rocky (RED)

Saturday, July 14:
Gates at 12 p.m.

8:40 Grimes (BLUE)
8:30 Godspeed You! Black Emperor (GREEN)
7:40 Danny Brown (BLUE)
7:25 Hot Chip (RED)
6:45 Chromatics (BLUE)
6:15 Sleigh Bells (GREEN)
5:45 Schoolboy Q (BLUE)

Pitchfork Music Festival Set Times Revealed Check out the schedule for all three days June 8, 2012 at 12:35 p.m. Pitchfork Music Festival 2012, which returns to Chicago's Union Park July 13-15, is just five weeks away! The festival will feature Vampire Weekend, Feist, Godspeed You! Black Emperor, Beach House, Dirty Projectors, Hot Chip, Sleigh Bells, Wild Flag, Flying Lotus, Japandroids, Chromatics, Real Estate, A\$AP Rocky, Danny Brown, and many, many more. And now, we're happy to announce the complete three-day schedule for the festival. Below, find the set times for all of the bands playing. Friday, July 13: Gates at 3 p.m. 8:30 Feist (GREEN) 8:20 Purity Ring (BLUE) 7:20 Dirty Projectors (RED) 7:15 Clams Casino (BLUE) 6:25 Big K.R.I.T. (GREEN) 6:15 Japandroids (BLUE) 5:30 A\$AP Rocky (RED) Saturday, July 14: Gates at 12 p.m. 8:40 Grimes (BLUE) 8:30 Godspeed You! Black Emperor (GREEN) 7:40 Danny Brown (BLUE) 7:25 Hot Chip (RED) 6:45 Chromatics (BLUE) 6:15 Sleigh Bells (GREEN) 5:45 Schoolboy Q (BLUE) Buy tickets here.

Markup Language

HTML tags give structure and meaning to your content.
“Semantic markup” refers to the use of meaningful tags to describe content (e.g. using header tags for header content).

```
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="utf-8" />
5  </head>
6  <body>
7
8
9      <h1>Pitchfork Music Festival Set Times Revealed</h1>
10     <h2>Check out the schedule for all three days</h2>
11
12     <em>June 8, 2012 at 12:35 p.m.</em>
13
14     <p>Pitchfork Music Festival 2012, which returns to Chicago's Union Park July 13-15, is just five weeks away! The festival will f
15
16     <h3>Friday, July 13:</h3>
17     <b>Gates at 3 p.m.</b>
18     <ul>
19         <li>8:30 Feist (GREEN)</li>
20         <li>8:20 Purity Ring (BLUE)</li>
21         <li>7:20 Dirty Projectors (RED)</li>
22         <li>7:15 Clams Casino (BLUE)</li>
23         <li>6:25 Big K.R.I.T. (GREEN)</li>
24         <li>6:15 Japandroids (BLUE)</li>
25         <li>5:30 ASAP Rocky (RED)</li>
26     </ul>
27
28     <h3>Saturday, July 14:</h3>
29     <b>Gates at 12 p.m.</b>
30
31     <ul>
32         <li>8:40 Grimes (BLUE)</li>
33         <li>8:30 Godspeed You! Black Emperor (GREEN)</li>
```

Markup Language

Once your content is marked up, the browser applies built-in default styles to the tags. While you can override these styles with css, your marked up, non-css styled document should be readable and have a clear hierarchy.

Pitchfork Music Festival Set Times Revealed

Check out the schedule for all three days

June 8, 2012 at 12:35 p.m.

Pitchfork Music Festival 2012, which returns to Chicago's Union Park July 13-15, is just five weeks away! The festival will feature Vampire Weekend, Feist, Godspeed You! Black Emperor, Beach House, Dirty Projectors, Hot Chip, Sleigh Bells, Wild Flag, Flying Lotus, Japandroids, Chromatics, Real Estate, A\$AP Rocky, Danny Brown, and many, many more. And now, we're happy to announce the complete three-day schedule for the festival. Below, find the set times for all of the bands playing.

Friday, July 13:

Gates at 3 p.m.

- 8:30 Feist (GREEN)
- 8:20 Purity Ring (BLUE)
- 7:20 Dirty Projectors (RED)
- 7:15 Clams Casino (BLUE)
- 6:25 Big K.R.I.T. (GREEN)
- 6:15 Japandroids (BLUE)
- 5:30 ASAP Rocky (RED)

Saturday, July 14:

Gates at 12 p.m.

doctype

html

head

body

EXCEPTION

<!DOCTYPE html>

The doctype is not actually a tag, but a declaration, telling the browser what kind of html you are using. The doctype above declares HTML 5.

```
<html></html>
```

The <html> element defines
the whole HTML document.

```
<head></head>
```

The `<head>` element contains special elements that instruct the browser where to find stylesheets, provide meta info, and more.

```
<body></body>
```

The `<body>` element contains the document content (what is shown inside the browser window).

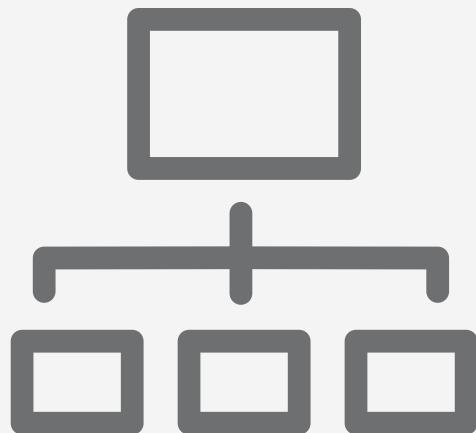
Nesting

The use of our first three tags (html, head and body), introduces and important concept: **Nesting**, which is when tags “wrap” other tags. When you create markup, you should indicate nesting by indenting the nested tags with 2 spaces (preferred) or a tab.

```
<html>  
  <head> </head>  
  <body>  
    <h1></h1>  
    <p></p>  
  </body>  
</html>
```

Document Hierarchy: Parents, children and siblings

Just as in a genealogy tree, the family hierarchy is described in terms of relationships. All elements in the document have a parent (up to 'document', which is at the top), and may have children (nested inside) or siblings (placed alongside).



<parent x>

<child and sibling y> </child and sibling y>

<child and sibling z> </child and sibling z>

</parent x>

The 'address' of an element

The document hierarchy provides us with an 'address' for each element.

```
<div class="client-text-container">
  <h1>Welcome to the Exchange!</h1>
  <h2>Applying the exchange is fast and easy</h2>|
  <div class="exchange-application-callout">
    <table>
      <tr>
        <td class="exchange-application-welcome-body">
          <p>Suspendisse vestibulum dignissim quam. Integer vel augue. Phasellus nulla purus, interdum ac, v
        </td>
        <td>
          <h4 style="text-transform: uppercase; margin-bottom: 10px;">You will need:</h4>
          <ul>
            <li>A list of your employees</li>
            <li>A list of your employees</li>
            <li>A list of your employees</li>
          </ul>
        </td>
      </tr>
    </table>
  </div>
```

in the div with class "client-text-container", make all of the h2 elements orange and 24px.

HTML Elements

Anatomy of an Element

`<tag>Content</tag>`

An HTML element includes both the HTML tag and everything between the tag (the content).

Anatomy of an Element

`<tag>Content</tag>`

Tags normally come in pairs. The first tag is the **start tag**, and the second tag is the **end tag**.

Anatomy of an Element

```
<h1>Main Headline</h1>
```

HTML has a defined set of tag names (also called keywords) that the browser understands.



The essential element tags

Primary Structure

html

head

body

Head Elements

title

meta

link

Structural Elements (block)

p

br

h1 – h6

ul

ol

a

img

(div)

Formatting Elements (inline)

em

i

strong

b

q

blockquote

(span)

Anatomy of an Element

```
<html lang="en"></html>
```

Most elements can have attributes, which provides additional information about the element.

Anatomy of an Element

```
<div class="left-nav"></div>
```

Attributes always follow the same format: name="value". You can use either single or double quotes.



The essential attributes

- link** <link rel="stylesheet" type="text/css" href="stylesheet/styles.css">

- img**

- a** My school