Putting the "M" in HTML

So the "M" in HTML stands for "Markup", but what does Markup really mean? Essentially it means to annotate a document with extra information. Things like where different sections and paragraphs begin and end, which part is the title, which things should be emphasized and so on.

There are many ways to markup a document, but HTML borrows a technique from an ancestor language, SGML (Standard Generalized Markup Language), which uses angle brackets ("<" and ">") to separate the annotations from the regular text. In HTML these annotations are called "tags".

For example, consider the following chunk of HTML code:

```
      <body>
         <h1>A Tale of Two Cities</h1>

         <p>
            It was the best of times, it was the worst of times,
   . . . .
         </p>
         . . .
         <p>
            . . . it is a far, far better rest
            that I go to than I have ever known.
10.      </p>
      </body>
```

If you eliminated everything in between the angle brackets from the text, for most purposes it would still read the same:

```
A Tale of Two Cities
It was the best of times, it was the worst of times . . . .
  . . .
```

```
. . . it is a far, far better rest
    that I go to than I have ever known.
```

Once you know that everything in angle brackets is "meta-information", it leaves a lot of flexibility. You can put a lot of different things in between those brackets without any of it showing up (directly) in your finished document. And, though you don't usually see directly what's in those angle brackets, they can often have a big effect on what your Web page looks like as well as how it responds and interacts with you.

TRY IT OUT!

I expect at this point you may be itching to write some HTML code. As is the tradition in programming tutorials, we'll pause here to create a simple "Hello World" program. If you went through the preparation for this course, you should have Intel® XDK installed on your system, or you can choose any other editor of your liking. If you like instructions in text, feel free to read the rest of this section, but if you prefer, you can just follow along with the video below. In either case, feel free to ask questions in the Discussion section below.

PROGRAMMING "HELLO WORLD"!

Open Intel® XDK and create a new project, using the "Blank" template, being sure to choose the "Standard HTML5" version (not Cordova). Click on "Continue" and choose a name for your project (like "hello-world"). Next you should see a "Success" dialog. Click on "OK" and you'll find yourself in Intel XDKs develop tab. This is where code is created and modified. In our case, we want to modify it so that it say's "Hello World" instead of "Hello Intel XDK".

The first thing you'll probably notice is an abundance of angle brackets ('<' and '>') and a bunch of stuff that looks unintelligible at first glance. This is mostly instructions and a basic template of code that most people will want in their project. For now, though, we're not worried about that, so on the first line that says "<head>" (line 6), there is a little triangle just to the left of "<head>". Click on that triangle to hide or un-hide all that code. Go ahead and hide that for now, it doesn't concern us yet.

Now you should see a line like " Hello, Intel XDK! ". Highlight the "Intel XDK" part and type "World" in its place. Of course, it doesn't look much like a web page yet. To see what it

might look like on a laptop or other device, click on the "Emulate" tab. You should see a mockup of a screen with the words "Hello World" on it. This is to emulate what your finished web page would look like on one of various devices. If you're really interested, you can try out different devices in the panel on the left.

Another way to see your work is to open your html file in a browser. If you navigate the file system to go to the folder for your project (that you set up when you created the project) and under there you'll see a "www" folder. Inside that you should see a file called "index.html". If you open that file with your favorite browser, you should again see a simple page with the text "Hello World!".
