

< HTML >

Hypertext Markup Langauge

Describes the **content + structure** of a web page;
NOT a programming language

**Read more on
MediaGuardian.co.uk**

Digital economy or bust
Part 33: In which the team turn up the volume with inside track on The X Factor - and get a glimpse of the future

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Vevo revolutionary

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With global CD sales plummeting by \$1.5bn last year, Caraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was necessary. If MTV was doing a great job paying royalties, if YouTube [was], there would have been no need. We have invested tens of millions to be responsible for our own destiny. We can't sit back and say 'I hope Apple or whoever figures this out'."

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"We said 'let's figure out how to work with them,'" he explains. "There are no duplicate copies [of music videos] on YouTube, there were thousands before, the official versions are only available on Vevo. That's the strength of YouTube.



Video vexations ... Rio Caraeff says 'if MTV was doing a

We are about access: it is the only scalable

if it were [audience TV content] and clas

HTML structure was based on newspapers

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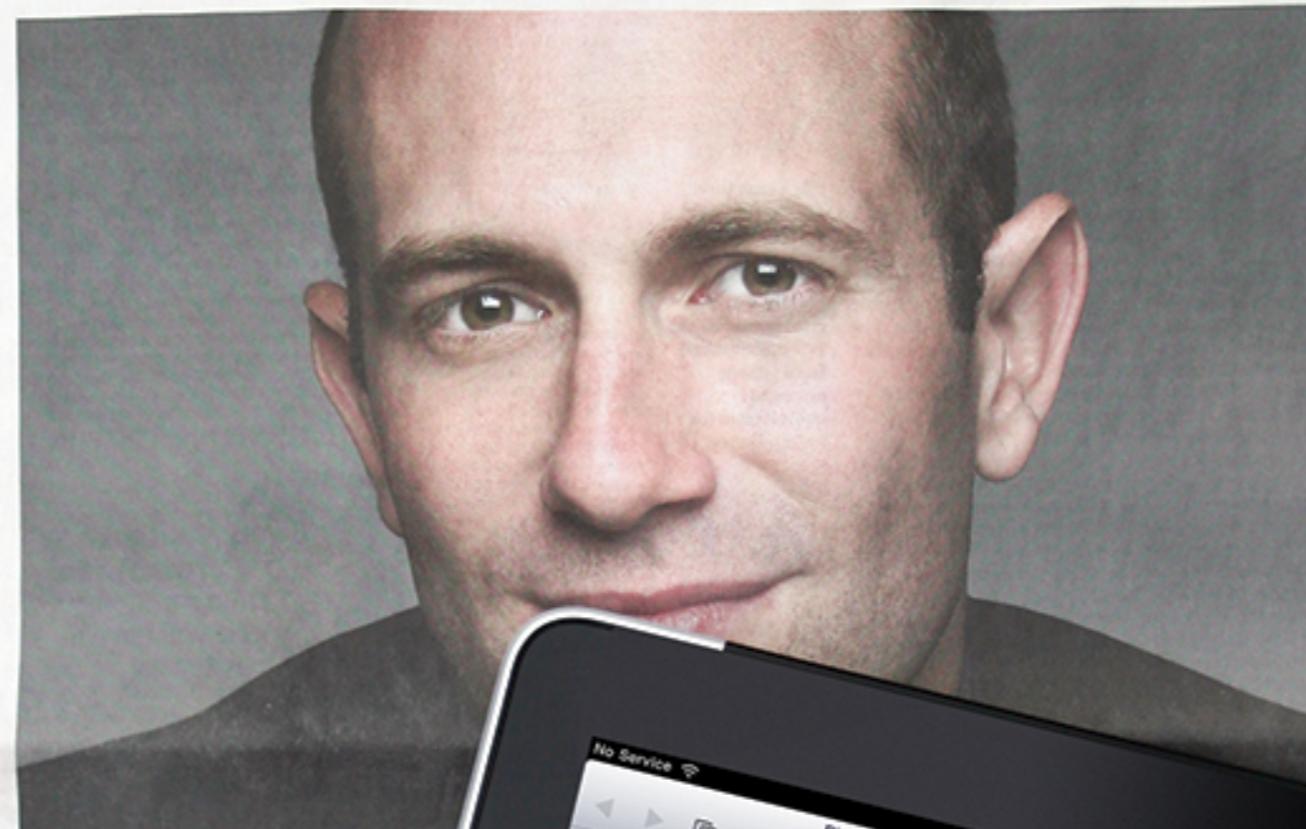
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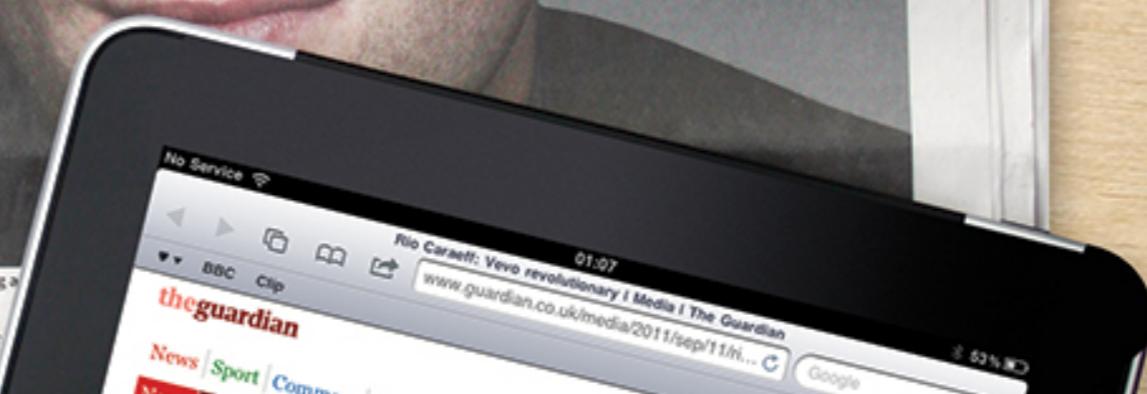
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Text

ember 2011

31

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out with Google, the largest video-sharing company a clearly critical. "We've described it as a 'partner' company a 'partner' of ours. It has historically had a symbiotic relationship with digital space, and we're trying to characterise Vevo's 'symbiotic' - independence" he says.

He doesn't know how to work with Google, the largest video-sharing company a clearly critical. "We've described it as a 'partner' company a 'partner' of ours. It has historically had a symbiotic relationship with digital space, and we're trying to characterise Vevo's 'symbiotic' - independence" he says.

Caraeff points out that 50% of Vevo's traffic comes from YouTube search, and 30% comes from recommendations of videos that users might like to watch that appear on the side of the YouTube web pages when a user is viewing clips.

Free access

Vevo's business model is all about providing music videos that fans can access free, funded by advertising - or to put it another way - give consumers an alternative to owning songs. "I believe the future is access, not ownership, not iTunes as it



Video vexations ... Rio Caraeff says 'if MTV was doing a

Subheader

We are about access: it is the only scalable model for the music industry; the question is, how do you do that and make money?

Rio Caraeff: Vevo revolutionary

The former Universal mobile chief reveals his frustration with MTV, and explains why no one need own music if his site succeeds

Mark Sweeney guardian.co.uk, Sunday 11 September 2011 Article history

Tweet 36 Recommend 37 reddit this

This is the Main Heading

This text might be an introduction to the rest of the page.

This is a Sub-Heading

Many long articles have sub-headings to help you follow the structure.

Another Sub-Heading

Here you can see another.



< HTML >

skeleton

```
1 <!DOCTYPE html>
2 <html>
3   <head>
4     <title>Page Title</title>
5     <meta charset="utf-8">
6   </head>
7   <body>
8   </body>
9 </html>
```

< HTML >

skeleton

1. The doctype declaration
2. Opening `html` tag
3. Opening `head` tag
4. Opening and closing `title` tags (with the content of the page title)
5. The `meta` tag defining the character set
6. Closing `head` tag
7. Opening `body` tag
8. Closing `body` tag
9. Closing `html` tag

< HTML >

[box model]

block vs. **inline** display

The key to understanding how **HTML** + **CSS** works is to imagine that there is an invisible box around every **HTML** element.

Block level elements are outlined w/ red + inline elements in green.

<body> creates 1st box, then **<h1>**, **<h2>**, **<p>**, **<i>** + **<a>** each create their own boxes within it.

The Cottage Garden

The *cottage garden* is a distinct style of garden that uses an informal design, dense plantings, and a mixture of ornamental and edible plants.

The Cottage Garden originated in [England](#) and its history can be traced back for centuries, although they were re-invented in 1870's England, when stylized versions were formed as a reaction to the more structured and rigorously maintained [English estate gardens](#).

The earliest cottage gardens were more practical than their modern descendants, with an emphasis on vegetables and herbs, along with some fruit trees.

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< HTML >

3 categories of HTML elements

1 - **block**: large blocks of content has height + width

`<p>, <h1>, <blockquote>, , , <table>`

2 - **inline**: small about of content, no height or width

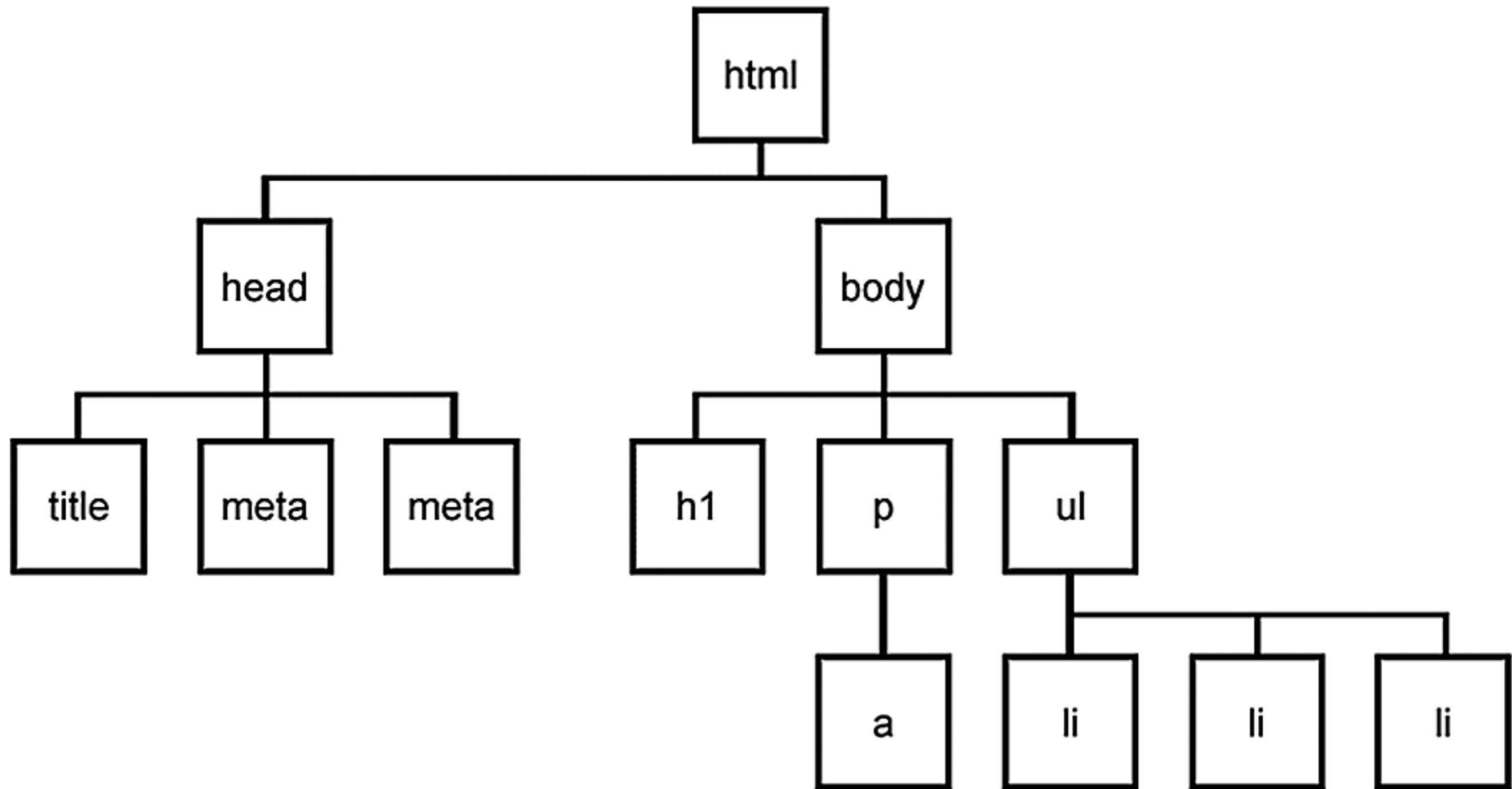
`<a>, , ,
, , <time>`

a. **inline block**: inline content w/ height + width

3 - **metadata**: information abou the page, usually not visible

`<title>, <meta>, <script>`

Parent / Child Element Structure



Parent + Child

```
<!doctype html>
  <head>
    <title> Week 1 </title>
  </head>
  <body>
    <div>
      Here's a Great Site.
    </div>
  </body>
</html>
```

head is the parent of title

div is the child of body

body is the child of html

The `<head>` element contains the metadata for a web page. Metadata is information about the page that isn't displayed directly on the web page. Unlike the information inside of the `<body>` tag, the metadata in the head is information about the page itself.

Text tags

- **h1, h2, h3, h4, h5, h6** are text tags for headings
- **p** is a tag for paragraphs
- **b** is for bold, **i** is for italics
- **** is for **bold** **** is for *italics*
- **ul, ol, li** are used for making lists
 - **ul**: unordered lists
 - **ol**: ordered lists
 - **li**: an individual list tag
- **
** will break to a new line

```
<h1>Heading 1</h1>
<h2>Heading 2</h2>
<h3>Heading 3</h3>
<h4>Heading 4</h4>
<h5>Heading 5</h5>
<h6>Heading 6</h6>
```

<div>s can contain any text or other HTML elements, such as links, images, or videos. Remember to always add two spaces of indentation when you nest elements inside of <div>s for better readability.

Semantic HTML

HTML should be coded to represent the data that will be populated and not based on its default presentation styling. Presentation (how it should look), is the sole responsibility of CSS.

Some of the benefits from writing semantic markup are as follows:

- Search engines will consider its contents as important keywords to influence the page's search rankings (see SEO)
- Screen readers can use it as a signpost to help visually impaired users navigate a page
- Finding blocks of meaningful code is significantly easier than searching through endless divs with or without semantic or namespaced classes
- Suggests to the developer the type of data that will be populated
- Semantic naming mirrors proper custom element/component naming

Semantic elements

<p>

<h1> - <h6>

<main>

dominant content of the <body> element

<article>

A document, page or site. This is usually a root container element after body

<section>

Generic section of a document

<header>

Intro section of a document

<footer>

Footer at end of a document or section

<nav>

Navigational section

Use these **before** div when appropriate.

Semantic elements

<aside>

represents a portion of a document whose content is only indirectly related to the document's main content. Asides are frequently presented as sidebars or call-out boxes.

<details>

creates a disclosure widget in which information is visible only when the widget is toggled into an "open" state.

<figcaption>

represents a caption or legend describing the rest of the contents of its parent <figure> element.

<mark>

represents text which is marked or highlighted for reference or notation purposes, due to the marked passage's relevance or importance in the enclosing context.

<summary>

element specifies a summary, caption, or legend for a <details> element's disclosure box. Clicking the <summary> element toggles the state of the parent <details> element open and closed.

<time>

represents a specific period in time.

The `` tag will generally render as *italic* emphasis.

The `` will generally render as bold emphasis.

The line break element is unique because it is only composed of a starting tag. You can use it anywhere within your HTML code and a line break will be shown in the browser.

tag attribute value

<video src= "filepath/file.mov" alt= "this is the video" height="300"></video>

<html attribute= "value" attribute= "value" attribute= "value"> </html>

Absolute Links

OPENING
LINK TAG

URL WE ARE
DIRECTED TO



TEXT WE
CLICK ON

CLOSING
TAG

```
<a href="https://www.youtube.com/watch?v=qcnnI6HD6DU"> absolute link</a>
```

< a href — stands for *hyperlink reference*

RELATIVE Links

Linking to pages on the same site. It's faster to simple direct to the file path. Rather than put the entire url address.

if the file is in the same folder: `Homepage`

if the file is in the parent folder: `Homepage`

if the file is in the child folder: `Photos`

id attribute: `Jump to a different element on page`

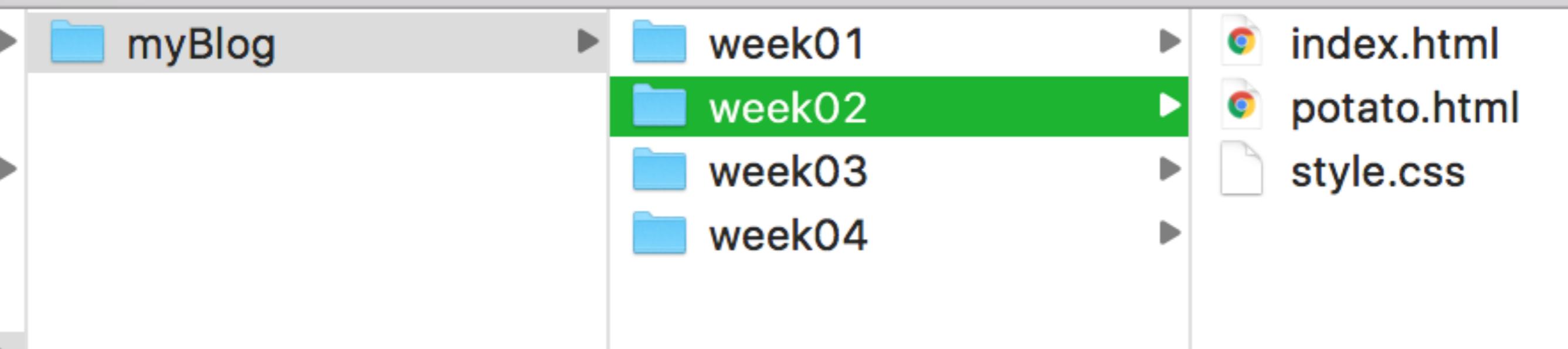
```
<li><a href="#">#theFoot">id attribute link</a></li>
```

Why index.html?

The main homepage of a site written in HTML (and the homepage of each section in a child folder) is called index.html.

Web servers are usually set up to return the index.html file if no file name is specified. Therefore, it's always a good idea to name your "home" page index.html

Why index.html?



The **** tag has a required attribute called **src**.

The **src** attribute must be set to the image's source, or the location of the image. In some cases, the value of **src** must be the *uniform resource locator* (URL) of the image. A URL is the web address or local address where a file is stored.

Images: relative vs. url

```
<img src= "images/potato07.png" alt= "spud" >
```

```
<img src= "https://pngriver.com/wp-content/uploads/2018/04/Download-Potato-PNG-Pic.png" alt= "spud" >
```

The **** tag is for images, which can be on your local directory or on another webpage.
Read all about **** tag [here](#). The same goes for **<video>** + **<audio>** tags

The **alt** attribute, which means alternative text, brings meaning to the images on our sites. The **alt** attribute can be added to the image tag just like the **src** attribute. The value of **alt** should be a description of the image.

```

```

1. If an image fails to load on a web page, a user can mouse over the area originally intended for the image and read a brief description of the image. This is made possible by the description you provide in the **alt** attribute.
2. Visually impaired users often browse the web with the aid of screen reading software. When you include the **alt** attribute, the screen reading software can read the image's description out loud to the visually impaired user.
3. The **alt** attribute also plays a role in Search Engine Optimization (SEO), because search engines cannot "see" the images on websites as they crawl the internet. Having descriptive **alt** attributes can improve the ranking of your site.

Like the `` tag, the `<video>` tag requires a `src` attribute with a link to the video source.

Unlike the `` tag however, the `<video>` element requires an opening and a closing tag.

<video /> structure

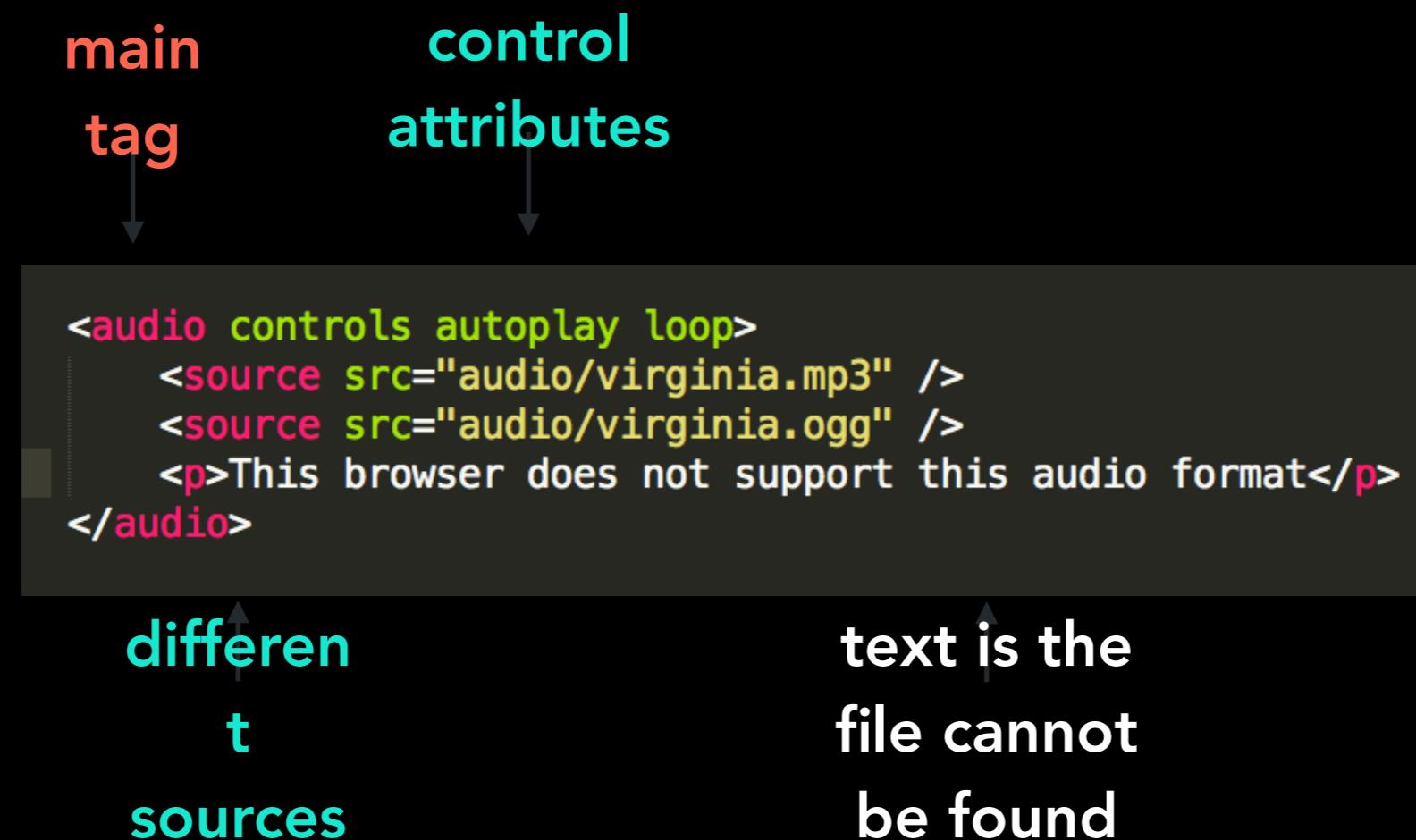


After the **src** attribute, the **width** and **height** attributes are used to set the size of the video displayed in the browser.

The **controls** attribute instructs the browser to include basic video controls: pause, play and skip. Unlike the **** tag however, the **<video>** element requires an opening and a closing tag.

The text, "Video not supported", between the opening and closing video tags will only be displayed if the browser is unable to load the video.

<audio /> structure



Some Media Attributes

Preload - what preloads when the page loads

Controls - if the play/stop buttons are visible

Autoplay - if the video should start playing
automatically

Loop - if the video should loop on completion

Attributes

If we want to expand an element's tag, we can do so using an attribute. Attributes are content added to the opening tag of an element and can be used in several different ways, from providing information to changing styling. Attributes are made up of the following two parts:

- 1) The **name** of the attribute
- 2) The **value** of the attribute

One commonly used attribute is the **id**.

We can use the **id** attribute to specify different content (such as **<div>**s) and is really helpful when you use an element more than once.

```
<div id="intro">  
  <h1>Technology</h1>  
  </div>
```

**** contains short pieces of text or other HTML. They are used to separate small pieces of content that are on the same line as other content.

```
<div>
    <h1>Technology</h1>
</div>
<div>
    <p> Wherever there's a
    <span>computer</span>, there's a skilled
    person developing, maintaining, hacking,
    advancing or simply using it.</p>
</div>
```

Text input

Username:

Password input

Username: Ruta

Password

Text area

What is your favorite movie to watch?

What is your favorite movie to watch?

Checkbox

Select your favorite input type:

Radio Checkbox Text

Drop down list

Select your favorite input type:

- Radio
- Checkbox
- Text

Multiple select box

Select your favorite input type:

- Radio
- Checkbox
- Text

Submit button

Are you ready to make that selection?

SUBMIT

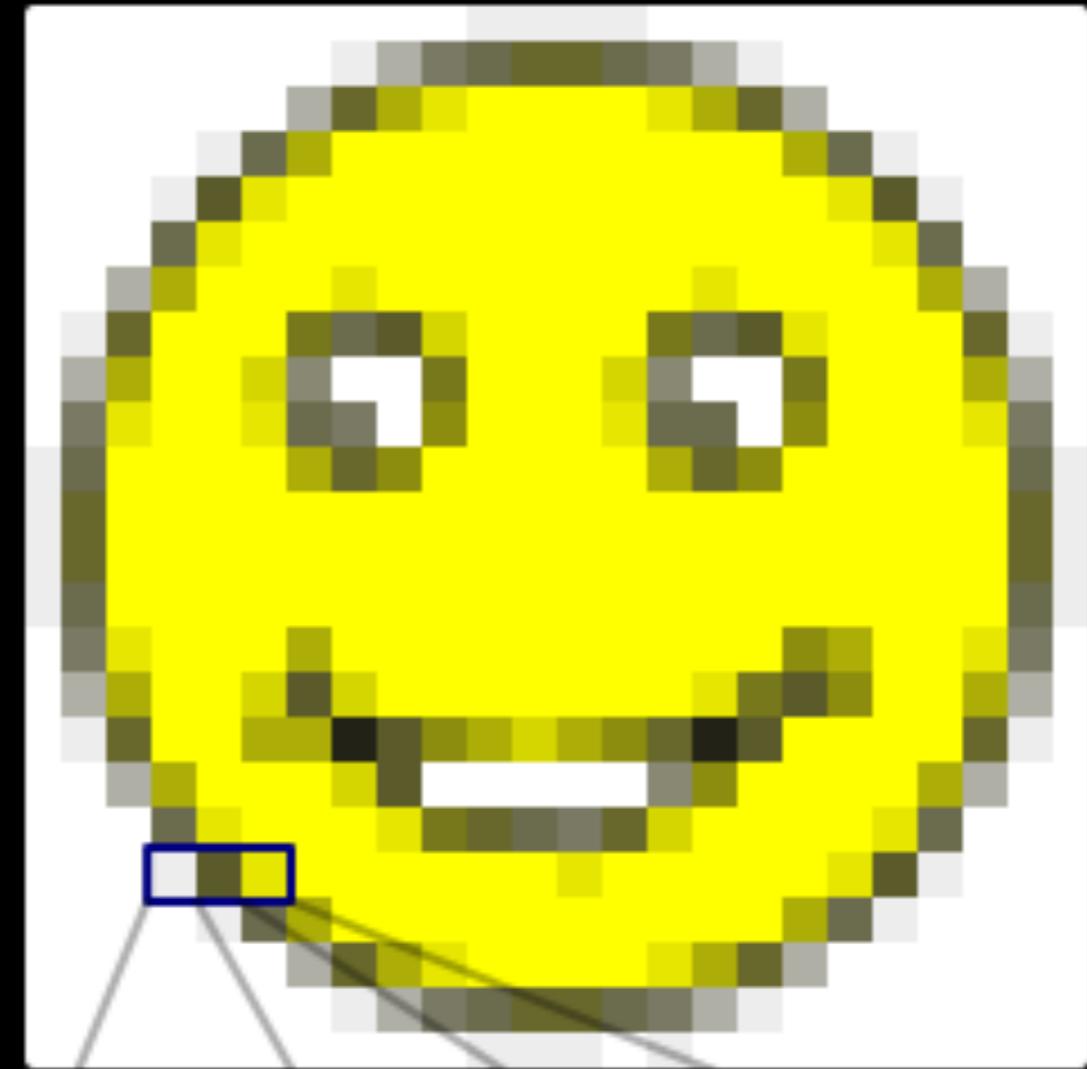
image files for the web

**best practice: images
should be 1mb or less.**



A raster image is a grid of pixels. Each discrete pixel has a red, green, blue + sometimes an alpha (transparency) value.

values: 0 - 255
0 = black
255 = white



rgb (255, 253, 56)

R 93%	R 35%	R 90%
G 93%	G 35%	G 90%
B 93%	B 16%	B 0%

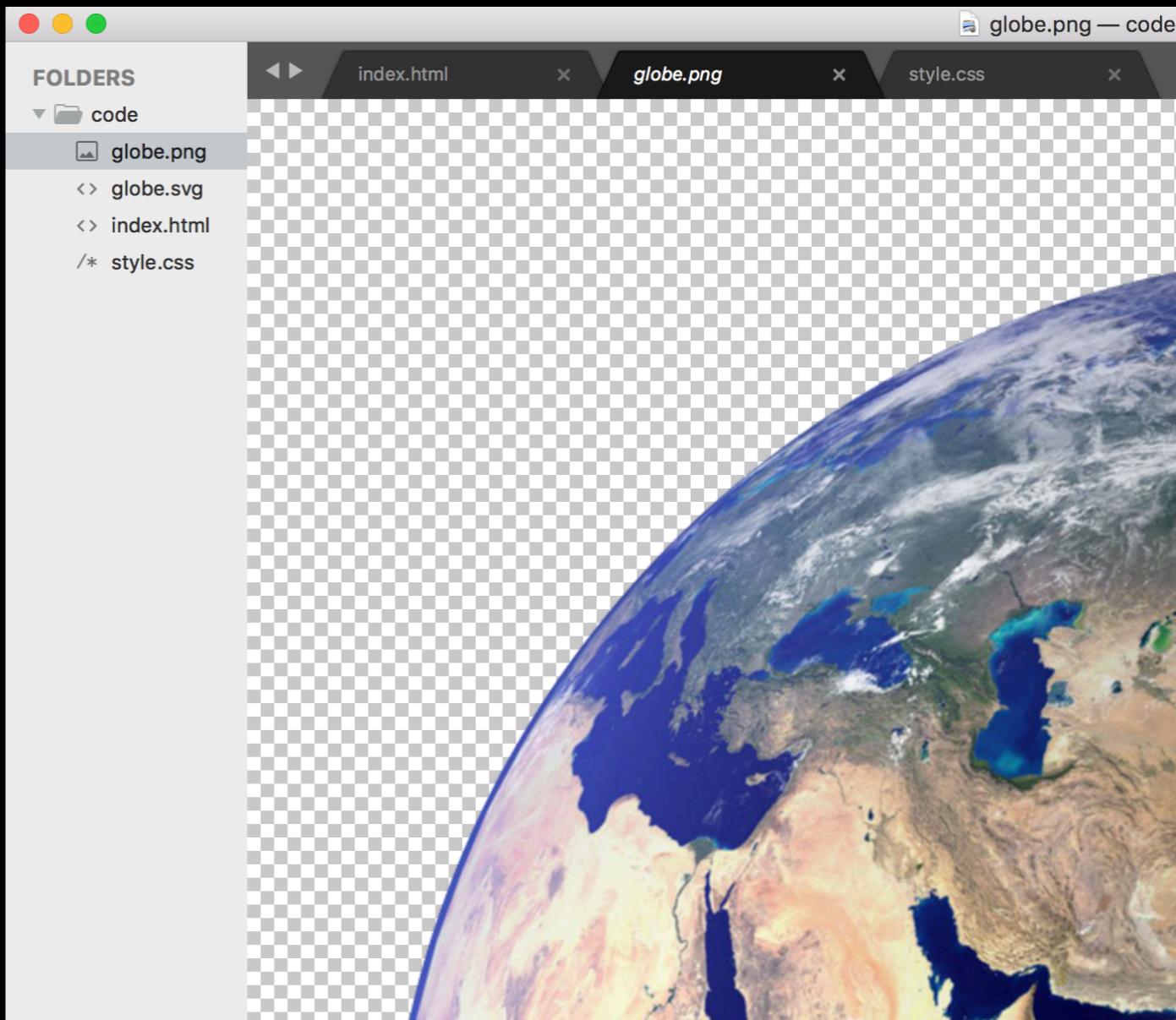
PNG

Portable Network Graphics

is a **raster-graphics** file-format that supports **lossless data compression**. PNG was developed as an improved, non-patented replacement for Graphics Interchange Format (GIF)

Lempel-Ziv Welch
compression algo
1997, Unisys

text editor (like browser)
interprets as image.



PNG

A raster image is a grid of pixels. Each discrete pixels each have an (R,G,B,A)

red

green

blue

alpha - transparency,

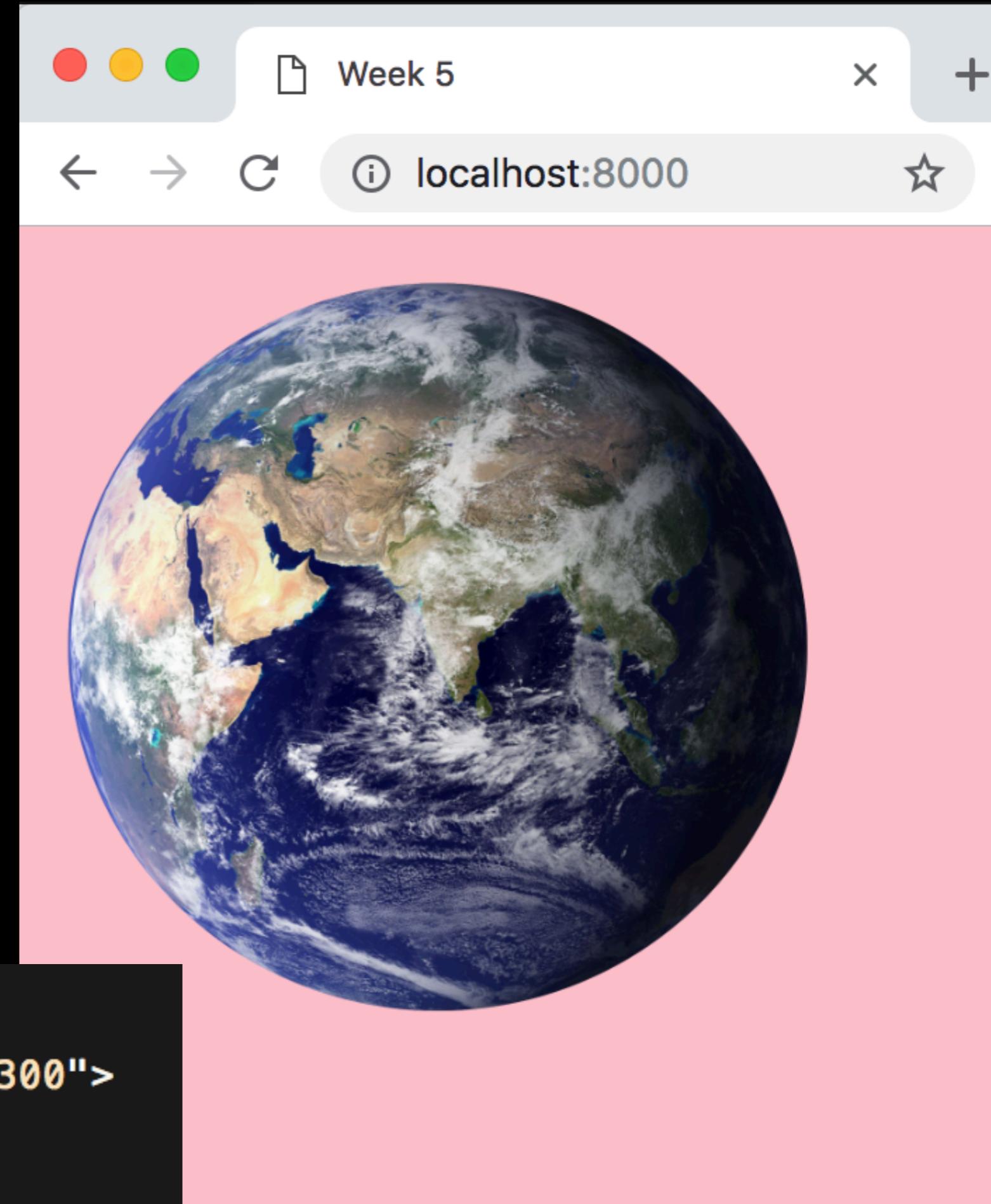
0 - 1

in this case it is set to 0.

Using the Canvas we can start to manipulate pixels using Javascript.

```

```



JPG

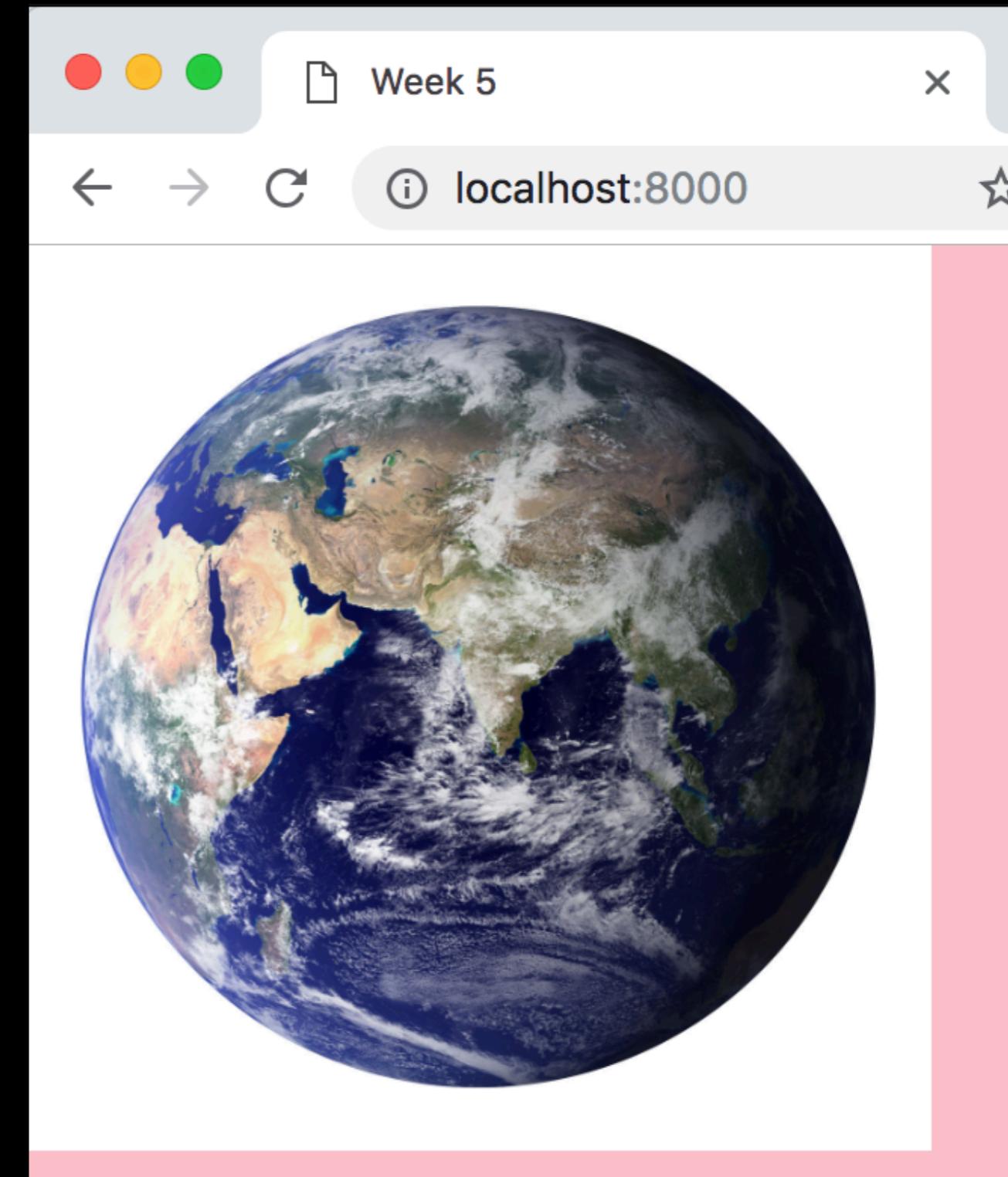
Joint Photographic Networks Group

a commonly used method of **lossy compression** for digital images, particularly for those images produced by digital photography. The degree of compression can be adjusted, allowing a selectable tradeoff between storage size and image quality.

.jpg files have no alpha channel.

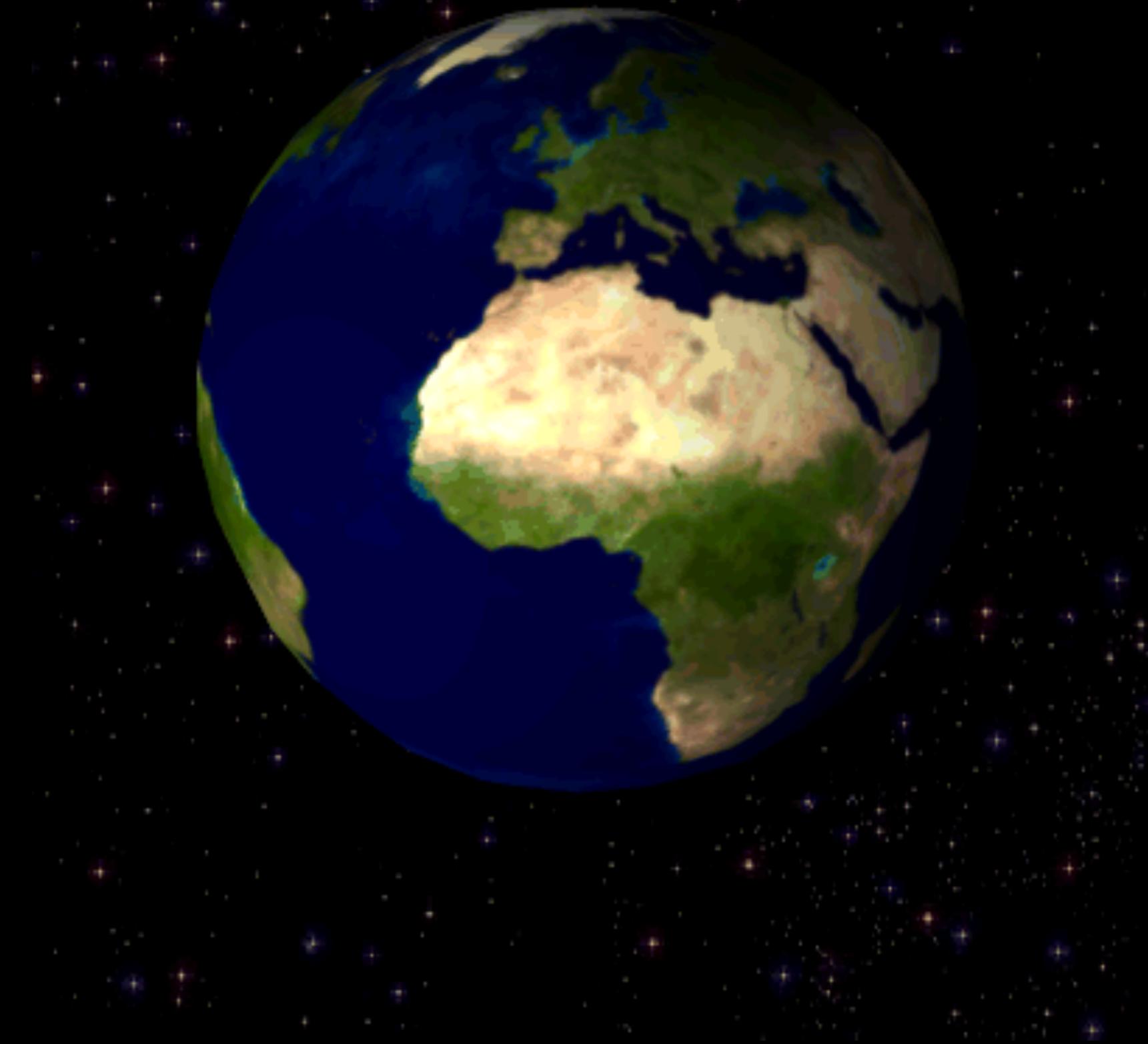
```

```



GIF

Graphic Interchange Format



Steve Whilhite
1987, CompuServe

fonts

serif / san serif

AaAa

serif

san serif

Typeface terminology

Serif

A serif is a small decorative flourish on the end of the strokes that make up letters and symbols.

Georgia
Times
Times New Roman

Sans Serif

Sans Serif fonts do not have any flourishes at the end of strokes.

Arial
Verdana
Helvetica

Monospaced

Monospaced fonts, letters, and characters each occupy the same amount of horizontal space.

Courier
Courier New

Default Web Fonts

Verdana

Arial

Arial Narrow

Arial Black

Helvetica

Century Gothic

Courier

Courier New

COPPERPLATE GOTHIC

Times

Times New Roman

Georgia

Geneva

Gill Sans

Tahoma

Trebuchet

Comic Sans

Impact

Palatino Linotype

Book Antiqua

Lucida Console

Lucida Sans Unicode

Serif

Sans-Serif

Font stack

It's important to understand that the browser will only display font if it's installed on user's computer.

Font stack - a collection of more than one typeface in an order of preference to be displayed in the browser if some of the typefaces are not found.

```
{  
  font-family: Georgia, Courier, serif;  
}
```

font-family property sets the font in your CSS

Presented as a hierarchy of choices (1st choice, 2nd choice, 3rd choice) so it's good to have a fallback for older browsers that can't render

```
body {
```

```
    font-family: Georgia, Courier, serif;
```

```
}
```

```
h1, h2, h3 {
```

```
    font-family: Arial, Verdana, sans-serif;
```

```
}
```

Font

Padding is the space btw the border + the content.

Some Properties:

font-family

color

font-size

line-height

text-align

Font

Padding is the space btw the border + the content.

text-decoration

underline, strike thru or none (eg to unset underline on hyperlinks)

text-transform

change font **case** (eg uppercase, lower, capitalize, none)

font-style

set to italic or normal

font-weight

set to bold or normal

letter-spacing

controls the space btw letters

Google Font API

Add link in <head> of HTML

```
<link href="https://fonts.googleapis.com/css?family=Roboto" rel="stylesheet">
```

Use with font-family property in CSS

```
font-family: 'Roboto', sans-serif;
```