the command line

hntr — -bash — 105×31
~/Desktop/teach/hntr — -bash
Last login: Thu Aug 22 11:29:01 on ttys001
You have mail.
[~ 💬 pwd
/Users/Rebecca
[~ 💬 cd Desktop/
[Desktop 💬 ls
Screen Shot 2019-08-21 at 10.06.45 PM.png teach
etc think
itp work
[Desktop 💬 cd teach
[teach 💬 ls
_cunyID.png cc hntr prssng qc
_materials frdhm nyu prtt
[teach 💬 cd hntr
hntr 💬

UNIX

operating system
Bell Labs 1969 (proprietary)
1973 - released outside Bell

Linux BASH

POWER

SHELL

Windows OS - command prompt in unix

file size

emoji.png Info

emoji.png 16 KB

Modified: January 23, 2022 at 6:09 PM

Add Tags...

▼ General:

Kind: PNG image
Size: 16,455 bytes (20 KB on disk)
Where: Macintosh HD ▸ Users ▸ macbookair ▸ Desktop ▸ nyu
Created: January 23, 2022 at 6:09 PM
Modified: January 23, 2022 at 6:09 PM

☐ Stationery pad
☐ Locked

▼ More Info:

Where from: https://www.google.com/
https://images.emojiterra.com/twitter/v13.1/512px/1f636.png
Last opened: January 23, 2022 at 6:09 PM
Dimensions: 512×512
Color space: RGB
Alpha channel: Yes

▼ Name & Extension:

emoji.png

☐ Hide extension

▼ Comments:

▼ Open with:

Preview.app (default)

Use this application to open all documents like this one.

Change All...

▶ Preview:

▼ Sharing & Permissions:

You can read and write

Name	Privilege
macbookair (Me)	Read & Write
staff	Read only
everyone	Read only

globe.png Info

globe.png 2.1 MB

Modified: October 18, 2021 at 8:51 AM

Add Tags...

▼ General:

Kind: PNG image
Size: 2,061,262 bytes (2.1 MB on disk)
Where: Macintosh HD ▸ Users ▸ macbookair ▸ Desktop ▸ nyu ▸ 2021 ▸ webDev_B_Fall2021 ▸ week07 ▸ code
Created: October 18, 2021 at 8:51 AM
Modified: October 18, 2021 at 8:51 AM

☐ Stationery pad
☐ Locked

▼ More Info:

Where from: https://raw.githubusercontent.com/IDMNYU/webDev_A_Spring2021/main/week05/code/flex/globe.png (2)
Dimensions: 1350×1350
Color space: RGB
Alpha channel: Yes

▼ Name & Extension:

globe.png

☐ Hide extension

▼ Comments:

▼ Open with:

Preview.app (default)

Use this application to open all documents like this one.

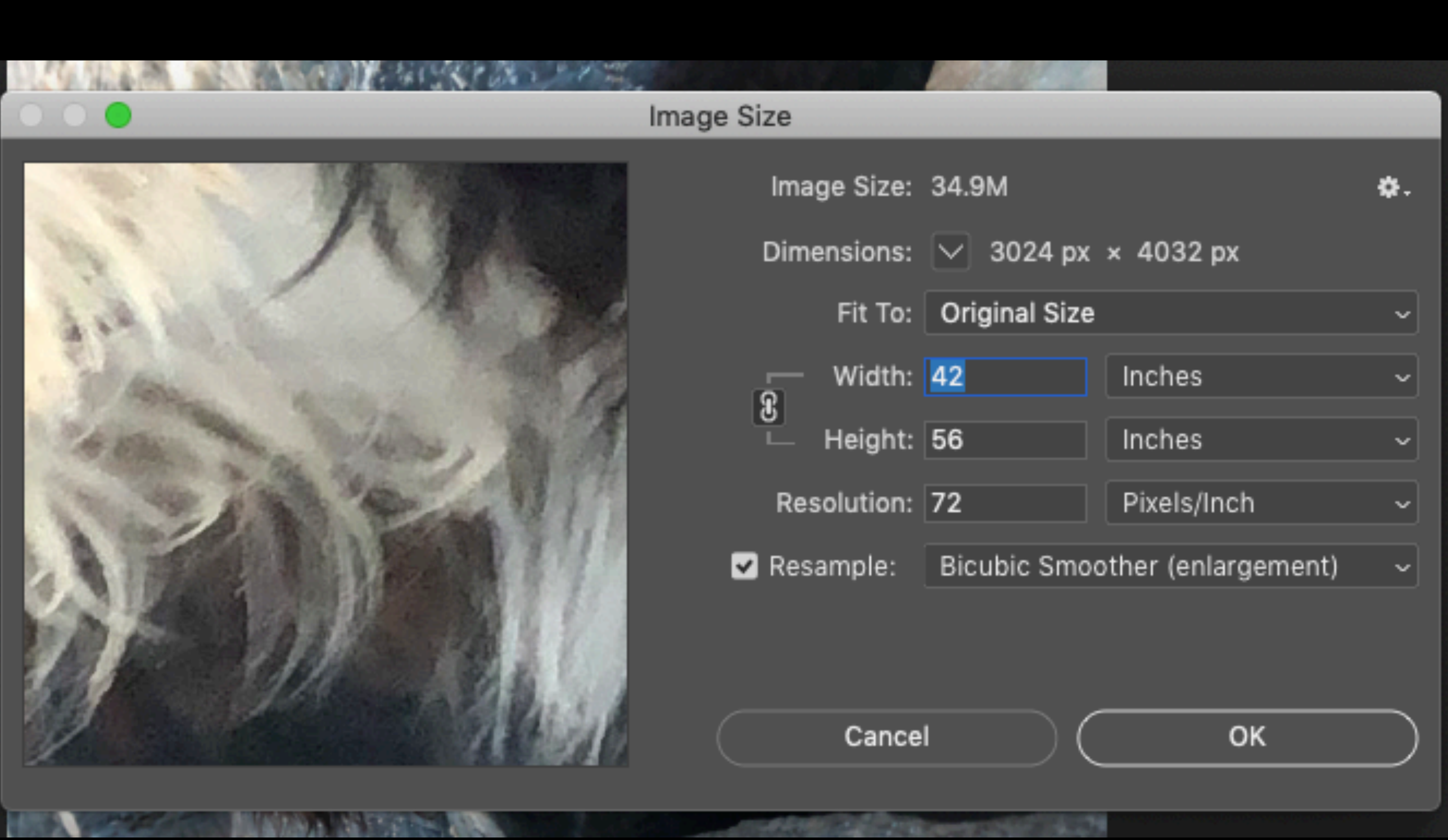
Change All...

▶ Preview:

▼ Sharing & Permissions:

You can read and write

Name	Privilege
macbookair (Me)	Read & Write
staff	Read only
everyone	Read only



to resize in photoshop > image > image size

file paths

(root)
Rebecca

Applications

Documents

Desktop

Downloads

parent / child

file structure

Documents

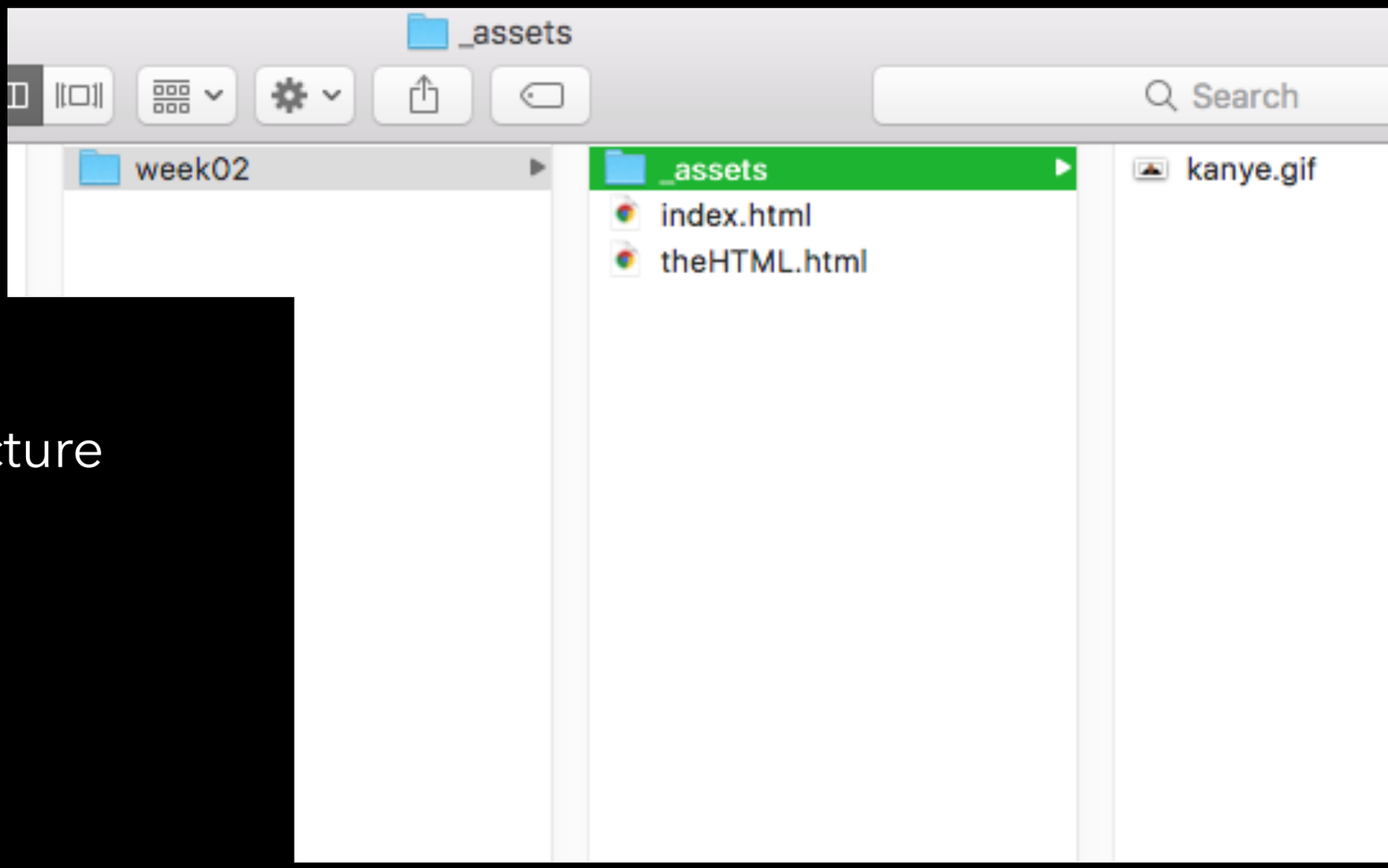
Desktop

idm

fall2021

webDev

Parent + Child File Structure
or: File Paths



myClassDirectory

if you haven’t already - please take moment to create a directory for this class in a location that makes sense for you.

Unix Commands

pwd - “present working directory” - where am i in the system!?.

ls - list everything in this directory

cd - “change diretory [insert name of folder]” - only if the folder is a child of the one you are in

type in just **cd** - terminal will direct you to the root of the drive

powershell will do nothing just leave you in directory

mkdir - “make directory” - make a folder

rm - “remove file”- deletes a file forever (**not the trash**). doesn’t work on directories

mv - “move” - move file

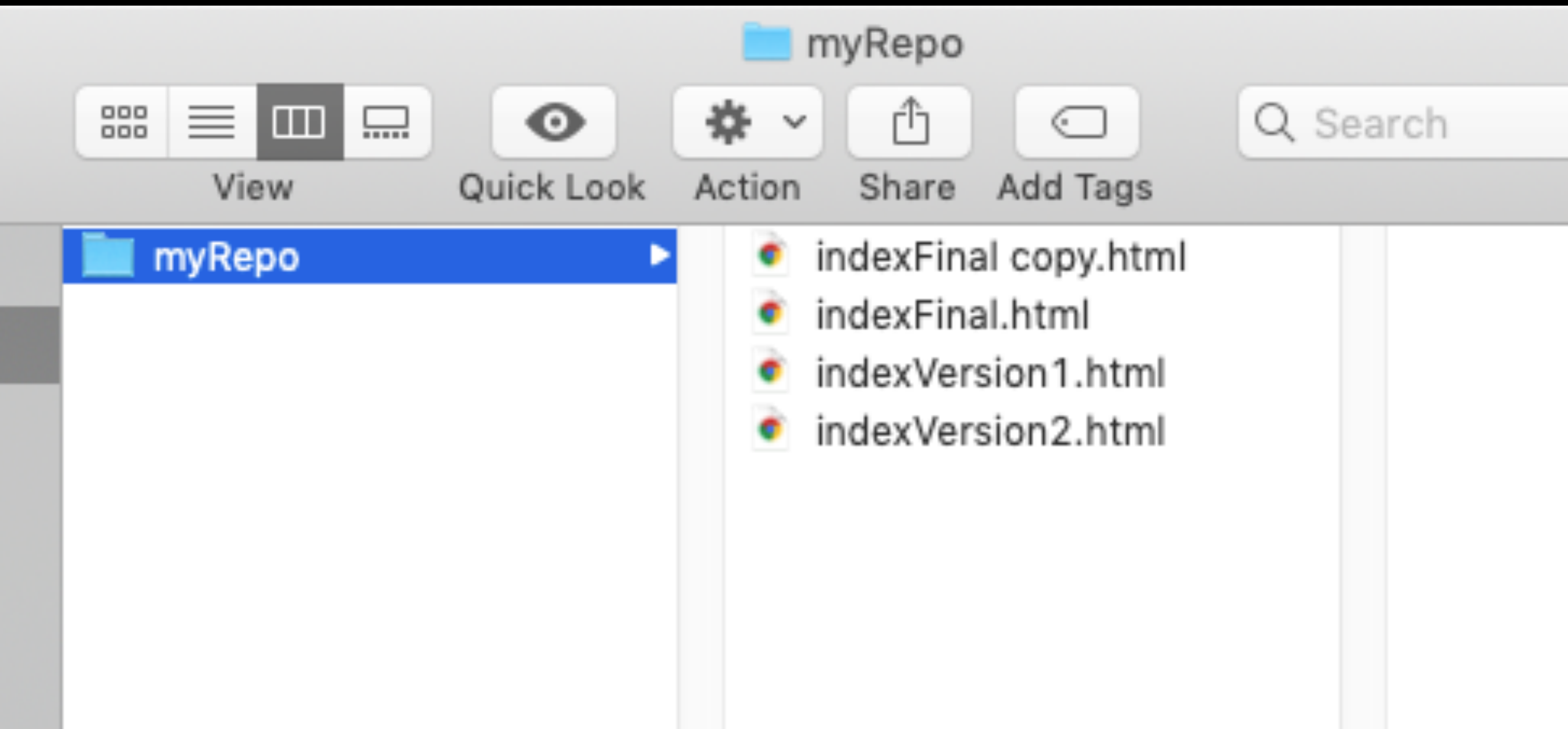
. . - goes back to the parent directory

Git

What is Git?

A version control system meant to make it easier to have multiple versions of code, sometimes across multiple developers or teams

At its most simple, git helps with the following problem:



At its most complex, git allows professional developers to work together worldwide on software projects without over writing each other's work, causing erased code, bugs and generally breaking collaborative projects.

It is also a great resource (**web site**) to find code examples and inspiration. If you haven't already, you will likely be introduced to it and be asked to implement existing code in your Creative Code class - among many other contxts. It's like a library - only instead of taking out books, you can take out software.

Note: Like a library in English class you should **NEVER take credit for someone else's intellectual property. There is a grey area between **open source** and plagiarism.

< 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

Coming up this week
Monday: Shortlists for Student Media Awards announced
Wednesday to Friday: Coverage of the RTS Cambridge Convention

Interview Rio Caraeff

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweney**

If Rio Caraeff succeeds, perhaps only diehard fans will need to own music. His online music video site, part-owned by the two largest record companies, also hopes to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the industry less dependent on the purchase of recordings, and for Caraeff there is clearly plenty to do.

Caraeff is the youthful chief executive of Vevo – launched in late 2009 with the backing of three of the four major groups, Sony Music, Universal Music and EMI – who is taking the venture international with a rollout starting in the UK and continental Europe. "Sex, music and sports are the only entertainment categories on the planet that people love that can build audiences at the scale of billions of people," he says. "I'm in the business of connecting billions of people to music," is his modestly stated aim.

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 ...aying royalties, if YouTube [was]. ...ould have been no need. We have ...s of zillions to be responsible ...iny. We can't sit back and ...or whoever figures this ...

...o with Google, the ...rgest video-shar... ...s clearly critical. ...ompany a "par... ...described it as ...ombative rela... ...ry has histori... ...r digital space, ...terise Vevo's ..."symbiotic" – ...ndependence" ...e.

...ut how to work ...s. "There are no ...usic videos] on ... thousands before, ...s are only available ...'t threaten us. YouTube ...e people can upload any ... world, we're not trying to ... Caraeff points out that 50% of ...'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

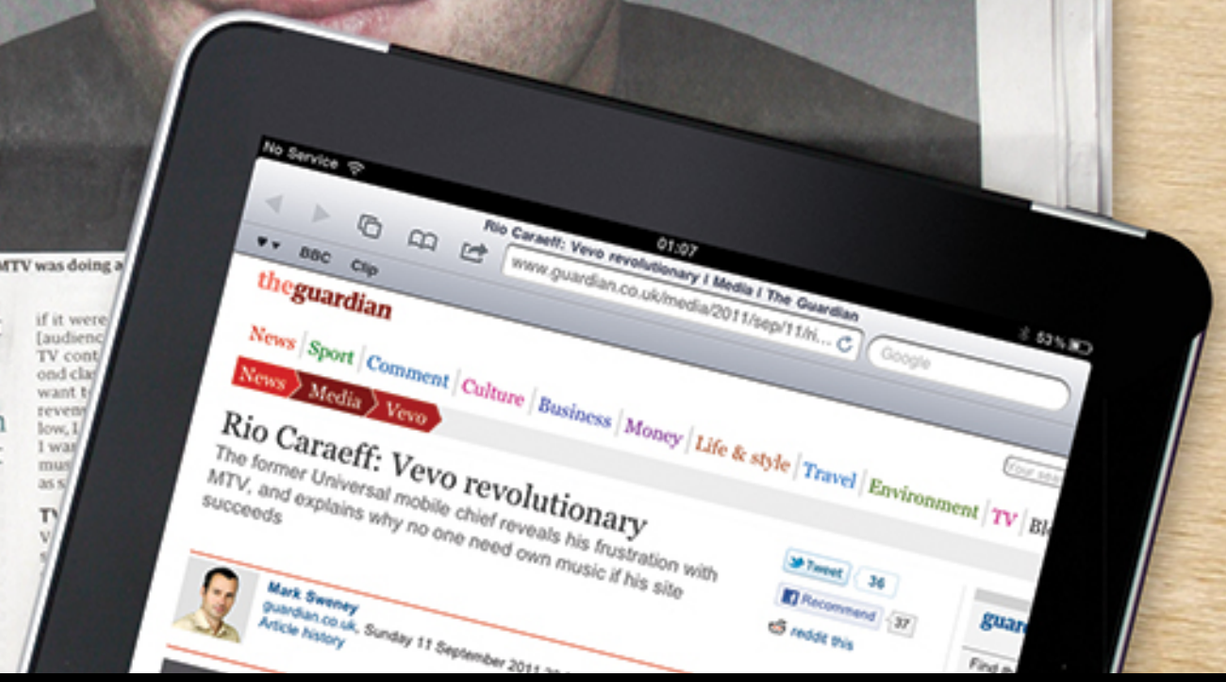
Vevo's business model is all about providing music videos that fans can access free, funded by advertising – or to put it another way – give consumers an alternative to owning songs. "I believe the future is access, not ownership, not iTunes as it

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

'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?'

if it were [audienc... TV cont... ond cla... want t... reven... low, I... I wa... mus... as s...

T... V...



Subheader

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

```
<!DOCTYPE html>
<html>
  <head>
    <title>Page Title</title>
    <meta charset="utf-8">
  </head>
  <body>
  </body>
</html>
```

< HTML >

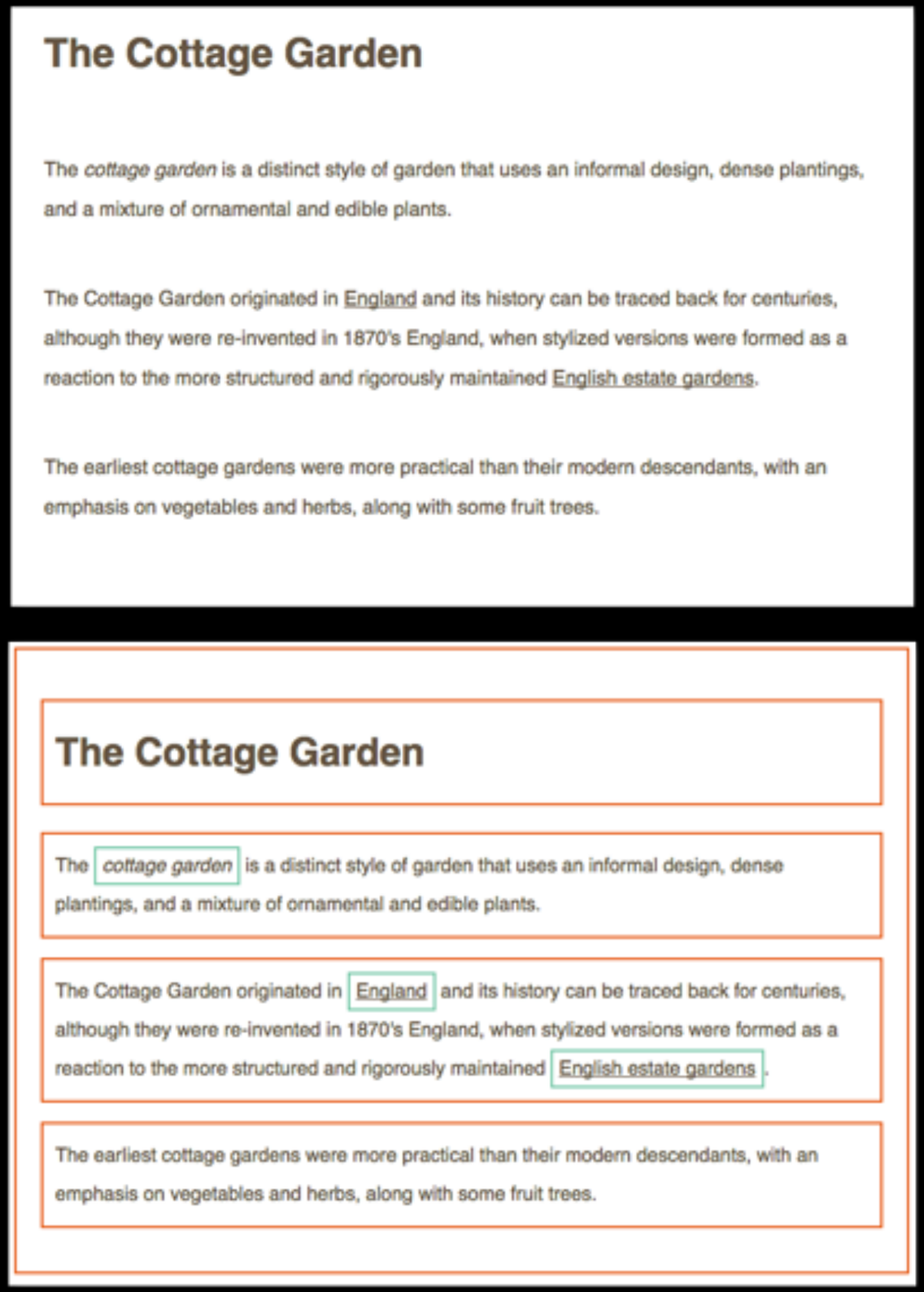
[box model]

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.



< HTML >

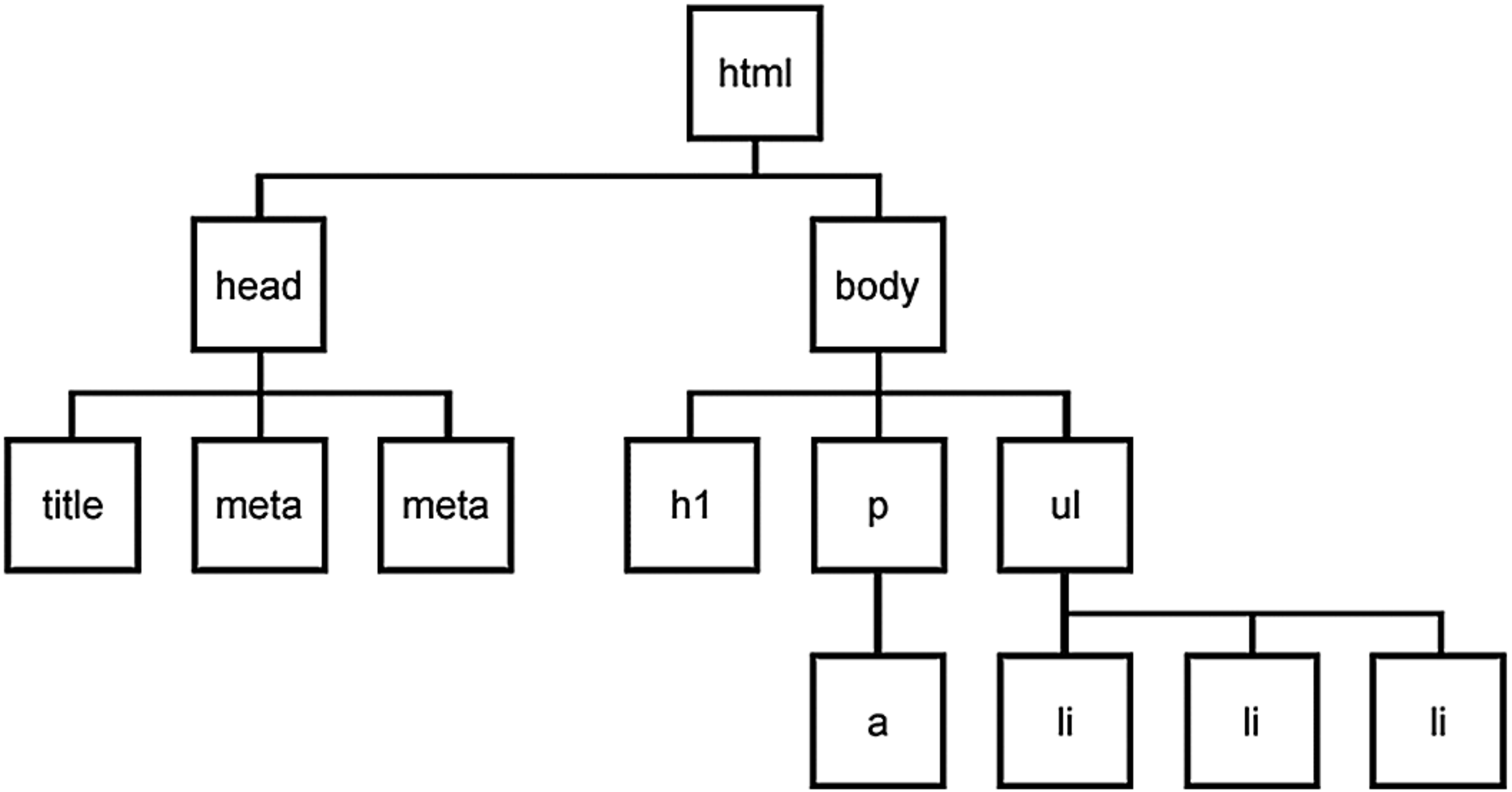
3 categories of HTML elements

1 - block: large blocks of content has height + width
<p>, **<h1>**, **<blockquote>**, **<ol>**, **<ul>**, **<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>
```

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 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 though 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

https://developer.mozilla.org/en-US/docs/Glossary/Semantics

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>

<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.

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 direct to another server

OPENING LINK TAG

URL WE ARE DIRECTED TO

TEXT WE CLICK ON

CLOSING TAG

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

< a href — stands for *hyperlink reference*

RELATIVE Links

direct to a file on the same site /server

It's faster to simple direct to the file path.

re: Unix!!

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>
```

RELATIVE Links

direct to a file on the same site /server

It’s faster to simple direct to the file path.

id attribute: Jump to a different element on page

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

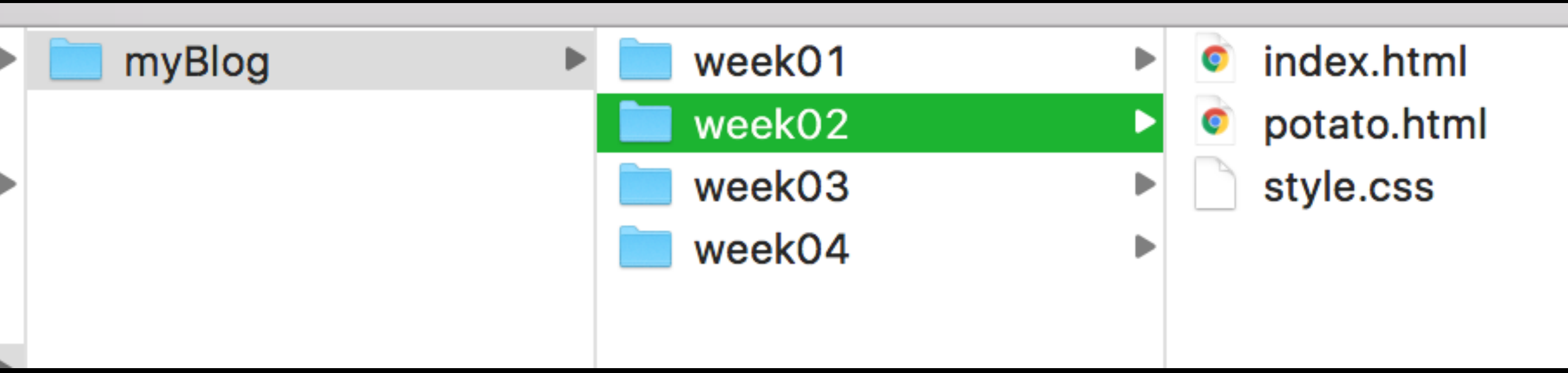
Why index.html?

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 <img> 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. ab solute 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 **<img>** tag is for images, which can be on your local directory or on another webpage.
Read all about **<img>** 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.

```
<img src="https://www.fordham.edu/
images/fordham_102907_0455.jpg"
alt="Computer Sciences" height="300">
```

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 EngineOptimization (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 <img> tag, the <video> tag requires a src attribute with a link to the video source.

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

<video /> structure

main tag

poster

width/ height

control attributes

```
<body>

    <!-- Adding video tag -->
    <video poster="media/listen.jpg" width="400px" preload loop autoplay controls>
        <source src="media/listen.mp4"/>
        <source src="media/listen.webm"/>
    </video>
</body>
```

different sources

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 <img> 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

main tag

control attributes

```
<audio controls autoplay loop>
    <source src="audio/virginia.mp3" />
    <source src="audio/virginia.ogg" />
    <p>This browser does not support this audio format</p>
</audio>
```

differen t sources

text is the file cannot be found

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 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>
```