



# Web Technologies

ICT1153

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# Web Page Construction– Part 2

# Objectives



- After successfully completing this lecture, students should be able to,
  - Use colors in web page development
  - Add hyperlinks in web pages





# Colors in HTML

➤ In HTML, a color can be specified by using any of the given below.

- Color name
- RGB value
- HEX value

➤ **Color** attribute is used to add colors to background, heading, text or hyperlink.








# Adding Colors Using Color Name

Adding color to the background of the web page

Ex:

```
<body bgcolor="blue">
```

| Color   | Name   |
|---|--------|
|    | Red    |
|    | Orange |
|   | Yellow |
|  | Cyan   |
|  | Blue   |



# Adding Colors Using Color Name

Setting background color for HTML elements

Ex:

```
<h1 style="background-color:green;">Hello World</h1>  
<p style="background-color:yellow;">Welcome to the  
new course Web Technologies</p>
```



# Adding Colors Using Color Name

## Setting colors to texts

Ex:

```
<h1 style="color:blue;">Hello World</h1>
```

## Setting colors to borders

Ex:

```
<h1 style="border:2px solid Tomato;">Hello World</h1>
```

```
<h1 style="border:2px solid Violet;">Hello World</h1>
```



# Adding Colors Using RGB Values

- A color can also be specified as an RGB value, using this formula,
  - `rgb(red, green, blue)`
- Each parameter (red, green and blue) defines the intensity of the color between 0 and 255.






## Ex:

`rgb(255, 0, 0)` is displayed as red, because red is set to its highest value (255), and the other two (green and blue) are set to 0.

`rgb(0, 255, 0)` is displayed as green, because green is set to its highest value (255), and the other two (red and blue) are set to 0.

➤ Ex: `<body bgcolor="rgb(2,56,2)">`

`<h1 style="background-color:rgb(255, 0, 0);">Hello world</h1>`

| Color   | RGB                         |
|---|-----------------------------|
|   | <code>rgb(255,0,0)</code>   |
|  | <code>rgb(255,255,0)</code> |
|  | <code>rgb(0,255,0)</code>   |
|  | <code>rgb(0,255,255)</code> |
|  | <code>rgb(0,0,255)</code>   |





# Adding Colors Using Hex Values

➤ RGB values can also be specified using hexadecimal color values in the form: #RRGGBB.

- RR (red)
- GG (green)
- BB (blue)

are hexadecimal values between 00 and FF (same as decimal 0–255)










➤ Ex:

- #ff0000 is displayed as red, because red is set to its highest value (ff), and the other two (green and blue) are set to 00.
- #00ff00 is displayed as green, because green is set to its highest value (ff), and the other two (red and blue) are set to 00.

```
<h1 style="background-color:#ff0000;">Red</h1>
```



# Adding Colors Using Hex Values

| Color  | Color HEX | Color RGB        |
|--|-----------|------------------|
|  | #000000   | rgb(0,0,0)       |
|  | #FF0000   | rgb(255,0,0)     |
|  | #00FF00   | rgb(0,255,0)     |
|  | #0000FF   | rgb(0,0,255)     |
|  | #FFFF00   | rgb(255,255,0)   |
|  | #00FFFF   | rgb(0,255,255)   |
|  | #FF00FF   | rgb(255,0,255)   |
|  | #C0C0C0   | rgb(192,192,192) |
|  | #FFFFFF   | rgb(255,255,255) |

**#XXXXXXXX**  
    └─┘ └─┘ └─┘  
    RR GG BB

Intensity of Red, Green & Blue

# Exercise



- Write the code segment to add colors to,
  - the document background (#E6E6FA)
  - the Heading1 “University of Ruhuna” (red)
  - The Heading2 “Sri Lanka” (rgb(200,100,100))

# HTML Links





# HTML Links

- HTML links are hyperlinks.
- **Hyperlink** : Text or an image you can click on, and jump to another document.
- When you move the mouse over a link, the mouse arrow will turn into a little hand.
- One main power of HTML is the ability to link text/multimedia sources.

## ➤ Syntax

`<a href="url">link text</a>`



# HTML Links

- Starts with `<a>` ,which stands for anchor.
- Links are achieved through the **Hypertext reference** attribute (**href**).
- The **href** attribute specifies the destination address (`http://www.ruh.ac.lk/`).
- The link text is the visible part (Ex: University of Ruhuna)
- Anchor has to be closed at the end `</a>`
  - **Syntax :**  
`<a href="resource name" >Link Text</a>`

Exercise:

Create a link to access the University of Ruhuna web site (`http://www.ruh.ac.lk`)



# HTML Link Types

- Links can be expressed in relative or absolute terms.

## Relative reference

- Relative links only point to a file or a file path.
- When a user clicks a relative link, the browser takes them to that location on the current site.
- For that reason, you can only use relative links when linking to pages or files within your site.



# HTML Link Types

## Relative reference

Ex 01:

```
<a href="linkhere.html">Click Me</a>
```

- This link points to a filename, with no path provided.
- This means that **linkhere.html** is located in the same folder as the page where this link appears.
- If both files were located in the root directory of the Website **http://www.website.com**, the actual website address the user would be taken to is **http://www.website.com/linkhere.html**.
- If both files were located in a subfolder of the root directory called **files**, the user would be taken to **http://www.website.com/files/linkhere.html**.



# HTML Link Types

## Relative reference



Ex 02:

```
<a href="/pictures/vacation/vacation.html"> My vacation </a>
```

- You're telling the browser to look in the current folder (**pictures**) for a subfolder (**vacation**) that contains the file you want the user taken to (**vacation.html**). You can link to as many subfolders as you need using this method.

Ex 03:

```
<a href="../stories/stories.html">Read Stories</a>
```

- When the browser sees ../ in front of the filename, it looks in the folder above the current folder.
- The web page called **stories.html** located in another folder called **stories**. This folder is located in the root directory, one folder up from the current folder, **pictures**.

# HTML Link Types



## Absolute reference

- Absolute paths provide the complete website address where you want the user to go.

Ex:

```
<a href="https://www.coffeecup.com"> Click here </a>
```

- You *must* use absolute paths when linking to another Website, but you can also use absolute paths within your own website too.

<http://www.mysite.com/graphics/image.png>

- Relative links make it easy to do things like change your domain name without having to go through all your HTML pages.



# Target

- The target attribute specifies where to open the linked document.
- Syntax :
  - `<a href="http://www.w3schools.com" target="_blank">Visit W3Schools</a>`

| Value               | Description  |
|---------------------|--|
| <code>_blank</code> | Opens the linked document in a new window or tab   |
| <code>_self</code>  | Opens the linked document in the same frame as it was clicked ( <b>this is default</b> ) |
| <i>framename</i>    | Opens the linked document in a named frame   |



## HTML Link Titles

- Specifies extra information about an element. The information is most often shown as a tooltip text when the mouse moves over the element.

**Ex:**

```
<a href="https://www.ruh.ac.lk" title="Go to Ruhuna University Website">Visit Ruhuna</a>
```

# Questions ???





# Thank You.