Hyper **T**ext **M**arkup **L**anguage

HTML is a markup language. It tells your browser how to structure the webpage.

DMA

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UCLA Design Media Arts

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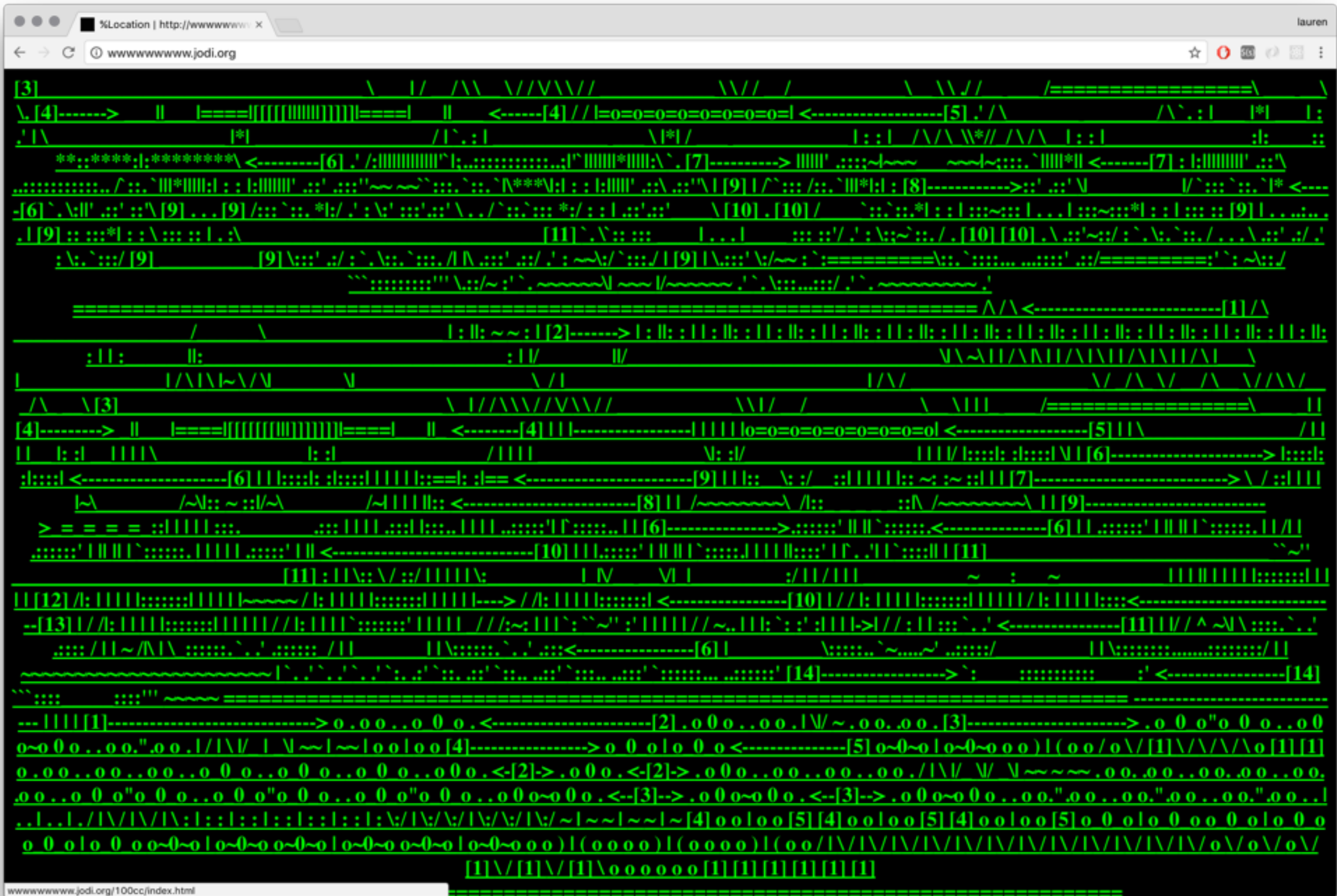🌀 JSONView   ▶

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Oct 06th, 2016

Johanna Drucker, Concept Modelling: Non-representational
approaches to visualizing interpretation

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```

HTML consists of a series of elements, which you use to enclose, or "mark up" different parts of the content to make it appear or act a certain way.

HTML Tags

tag = < + tag name + >

`<p>`My cat is very curious.`</p>`

opening tag

`<p>My cat is very curious.</p>`

closing tag

`<p>`My cat is very curious.`</p>`

content

`<p>My cat is very curious.</p>`

element

```
<p>My cat is <b>very</b> curious.</p>
```

My cat is **very** curious.

nested tags

The Document

```
<!DOCTYPE html>
<html>
  <head>
    <title>My Cool Page</title>
  </head>
  <body>

  </body>
</html>
```

the HTML document

```
<!DOCTYPE html>
<html>
  <head>
    <title>My Cool Page</title>
  </head>
  <body>

  </body>
</html>
```

The doctype declaration tells the browser to interpret the page as HTML5.

```
<!DOCTYPE html>
<html>
    <head>
        <title>My Cool Page</title>
    </head>
    <body>

    </body>
</html>
```

The `<html>` tag is a wrapper that surrounds the entire document.

```
<!DOCTYPE html>
<html>
  <head>
    <title>My Cool Page</title>
  </head>
  <body>

  </body>
</html>
```

The `<head>` contains all the meta stuff you don't show on the page.

```
<!DOCTYPE html>
<html>
  <head>
    <title>My Cool Page</title>
  </head>
  <body>

  </body>
</html>
```

The `<title>` is what shows up on the tab (and in google search results).

```
<!DOCTYPE html>
<html>
  <head>
    <title>My Cool Page</title>
  </head>
  <body>

  </body>
</html>
```

The <body> contains all the elements
that are visible on the page.

```
<!DOCTYPE html>
<html>
  <head>
    <title>My Cool Page</title>
  </head>
  <body>

  </body>
</html>
```

The document has a tree structure.

Elements are nested within each other.

Use indentation to keep nesting clear.

Structural Tags
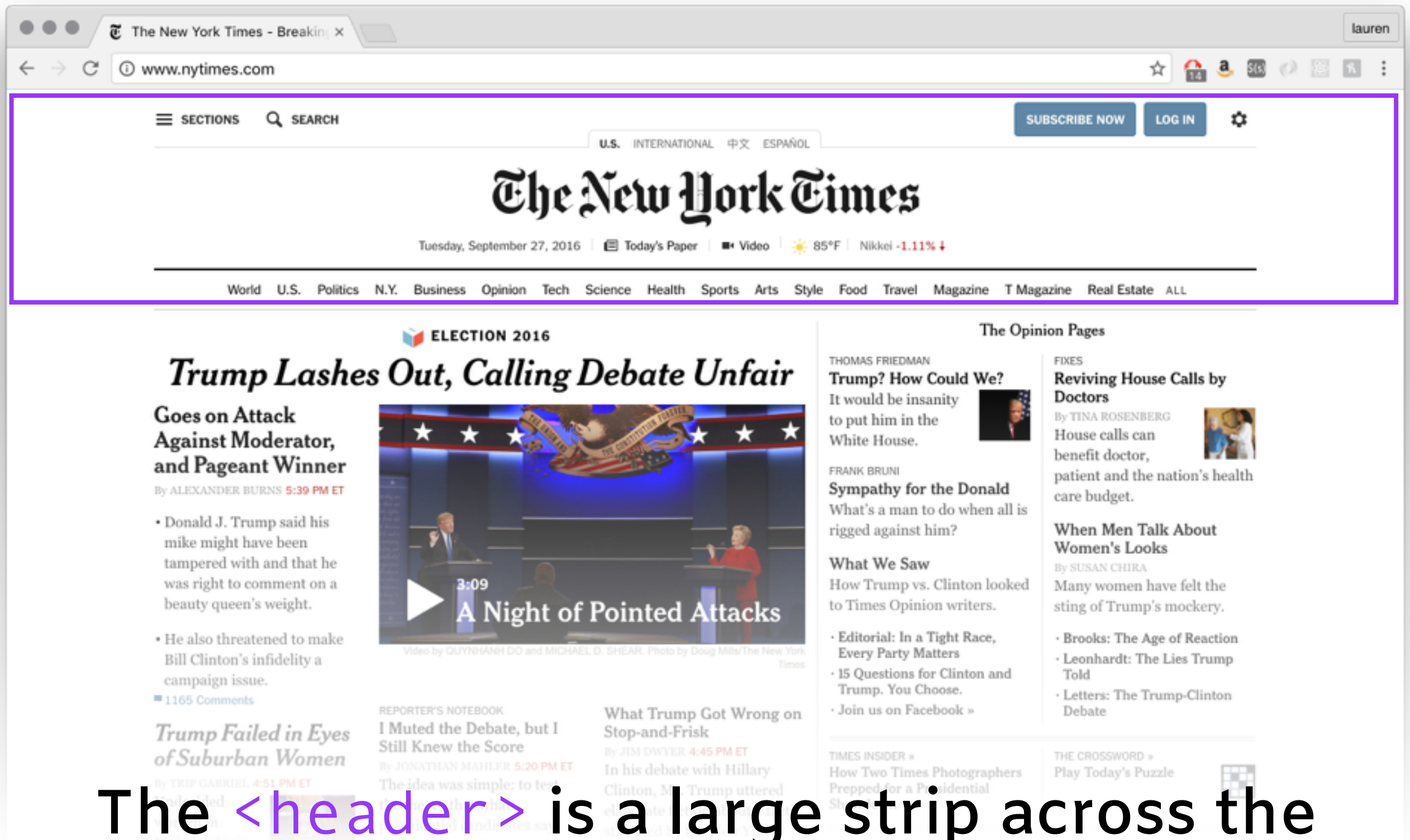
The `<header>` is a large strip across the top of the page that contains title, logo, maybe navigation.

The `<nav>` links to site's main pages, consistent across pages. It may be part of the header.

The `<footer>` bottom strip contains common, noncritical information.

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```
<!DOCTYPE html>
<html>
  <head>
    <title>My Cool Page</title>
  </head>
  <body>
    <header>
      Welcome to my cool page!
      <nav>Link1 Link2 Link3</nav>
    </header>
    <footer>
      Updated on September 27, 2016.
    </footer>
  </body>
</html>
```

There are over 100 tags. You don't need to know all of them.

https://webdesignfromscratch.com/html-css/html-tags/

```
<body>
  <h1>All About Cats</h1>
  This site is all about cats.
  <h2>Cat Anatomy</h2>
  Cats have a strong, flexible body.
  <h2>Cat Breeding</h2>
  Cats have a high breeding rate.
</body>
```

The header tags (<h1>, <h2>,…,<h6>) **are used for headings. The number is based on hierarchy of important.**

```
<h1>Content of page</h1>

    <h2>Heading of First Section</h2>

        <h3>Subsection of First Section</h3>

        <h3>Additional Subsection of first Section</h3>

    <h2>Heading of Second Subsection</h2>
```

Headings and Accessibility: Screen readers give users a preview of the page based on its headings. For this reason keeping heading hierarchy uniform is important:
- Have one h1 per page for the title of the page content.
- Don't skip headings: eg an h3 below an h1
- Don't use headings to style body text.

https://developer.mozilla.org/en-US/docs/Web/HTML/Element/Heading_Elements#accessibility_concerns

```
<body>
  <h1>All About Cats</h1>
  <p>This site is all about cats.</p>
  <h2>Cat Anatomy</h2>
  <p>Cats have a strong, flexible body.</p>
  <h2>Cat Breeding</h2>
  <p>Cats have a high breeding rate.</p>
</body>
```

The `<p>` tag is used to enclose a paragraph of text.

`<div>blah blah blah blah blah blah</div>`

The `<div>` tag is the generic container for flow content, which does not inherently represent anything

```
<div>blah blah <span>something
 different</span> blah blah</div>
```

The `<span>` represents a span of text stylistically different from normal text

`<article>` encloses a block of related content that makes sense on its own without the rest of the page.

`<section>` is similar to `<article>`, but it is more for grouping together a single part of the page that constitutes one single piece of functionality.

```
<nav aria-labelledby="primary-navigation">

    <h2 id="primary-navigation">Primary navigation</h2>

    <!-- navigation items -->

  </nav>
```

Sectioning and labeling Elements with tags:
- Label content using tags like: <nav>, <footer>, <main>, <section>
- Label the header of a element with ‘`id="section-1"`’
  - These can be linked to like: ‘yourpage.html#section-1’
- For content with multiples eg two <nav>’s use ‘`aria-labelledby`’ and refer to the id of its header.

https://developer.mozilla.org/en-US/docs/Web/HTML/Element#content_sectioning

Styling Tags

```
<p>My cat is <b>very</b> curious.</p>
```

My cat is **very** curious.

The `<b>` tag is used for bold text.

```
<p>My cat is <i>very</i> curious.</p>
```

My cat is *very* curious.

The `<i>` tag is used for italicized text.

```
<p>My cat is very<br>curious.</p>
```

My cat is very
curious.

The `<br>` tag can be used to add a line break in the page.

All whitespace (line breaks, multiple spaces, tabs) is effectively collapsed into single spaces.

Lists

```
<ul>
  <li>Apple</li>
  <li>Banana</li>
  <li>Guava</li>
</ul>
```

- Apple
- Banana
- Guava

The `<ul>` tag creates an unordered list. It includes nested `<li>` tags for list items.

```
<ol>
  <li>Apple</li>
  <li>Banana</li>
  <li>Guava</li>
</ol>
```

1. Apple

2. Banana

3. Guava

The `<ol>` tag creates an ordered list. It includes nested `<li>` tags for list items.

Images

```
<img src=“rainbow.jpg”>
```

The `<img>` tag represents an image on the page. It does not have a closing tag.

```
<img src="rainbow.jpg">
```

Attributes add additional information to an HTML tag. In this case, the `src=" "` attribute specifies the image file to display.

```
<img src="rainbow.jpg">
```

The link target can be a "relative location" (meaning it includes the path and file relative to the location of index.html.

```
<img src="http://example.com/dog.png">
```

Or the link target can be a "fully qualified URL" (meaning it includes the `HTTP://`)

```
<img src="rainbow.jpg" width="100"
height="200">
```

The `width` and `height` attributes specifies the width and height in pixels to display the image at. They are optional.

```
<img src="rainbow.jpg" width="100"
height="200" alt="picture of rainbow">
```

The `alt` attributes specifies alt text to be displayed if the user chooses not to display images, or if the browser cannot display the image because it is invalid.

Hyperlinks

```
<a href="http://example.com">my link</a>
```

The `<a>` tag is used to create a hyperlink.

```
<a href="http://example.com">my link</a>
```

The `href` attribute specifies where the link directs to.

```
<a href="http://example.com">my link</a>

<a href="post1.html">my first post</a>
```

The link target can be a fully qualified url or a relative location.