

apresentação

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Hipertexto

Hipertexto é o termo que remete a um texto em formato digital, ao qual se agregam outros conjuntos de informação na forma de blocos de textos, palavras, imagens, vídeos ou sons, cujo acesso se dá através de referências específicas denominadas hiperlinks, ou simplesmente links.

In: <http://pt.wikipedia.org/wiki/Hipertexto>

HTML

> “**HTML** (**H**yper**T**ext **M**arkup **L**anguage, que significa Linguagem de Marcação de Hipertexto) é uma linguagem de marcação utilizada para produzir páginas na Web. Documentos HTML podem ser interpretados por navegadores.”

In: <http://pt.wikipedia.org/wiki/HTML>

Text Editor



apontamento seguem

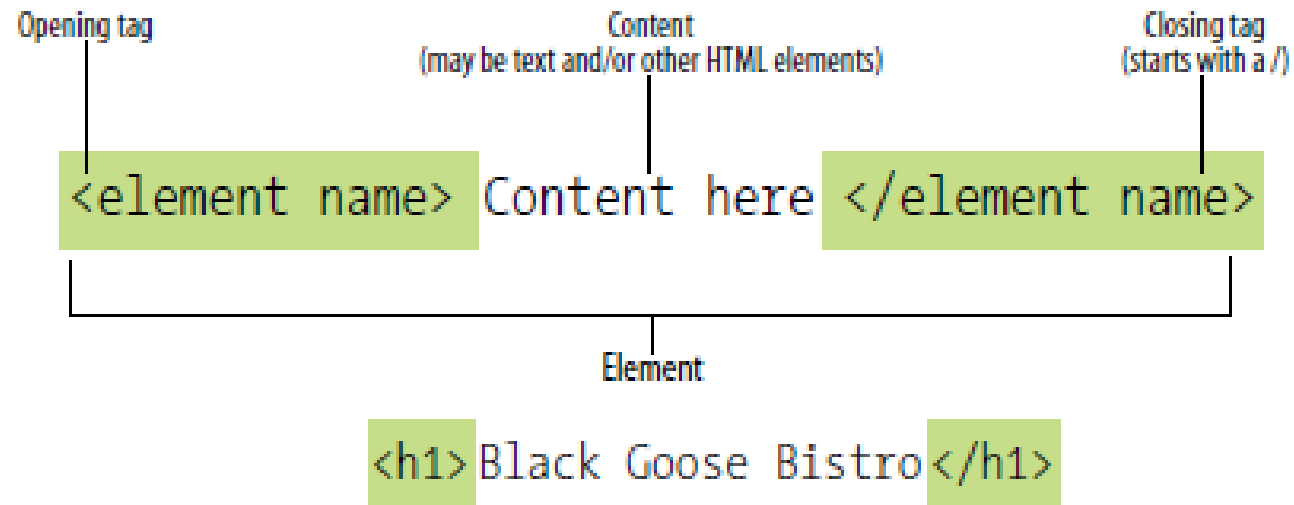
- > http://www.w3schools.com/html/html_intro.asp
- > <https://www.w3.org/TR/html5/>
- > <https://www.codecademy.com/courses/web-beginner-en-HZA3b/0/1>
- > <https://www.codecademy.com/learn/web>

ESTRUTURA BÁSICA

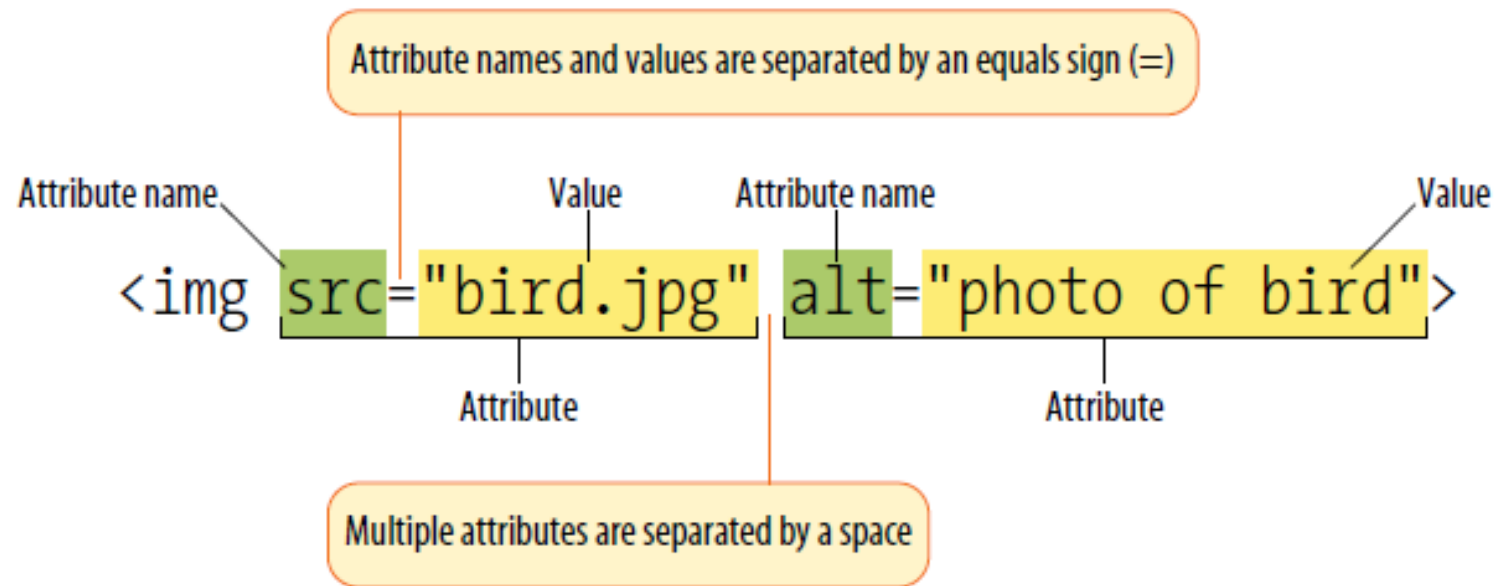
```
<!DOCTYPE html>
<html lang="pt-pt">
<head>
  <meta charset="utf-8">
  <title>Título do documento</title>
  <link rel="stylesheet" href="estilos.css">
</head>

<body>
</body>
</html>
```

partes de um elemento



Elemento imagem



tags HTML

`<p>...</p>`

A paragraph element

`<p>`Serif typefaces have small slabs at the ends of letter strokes. In general, serif fonts can make large amounts of text easier to read.`</p>`

`<p>`Sans-serif fonts do not have serif slabs; their strokes are square on the end. Helvetica and Arial are examples of sans-serif fonts. In general, sans-serif fonts appear sleeker and more modern.`</p>`



`<h1>...</h1>`

`<h2>...</h2>`

`<h3>...</h3>`

`<h4>...</h4>`

`<h5>...</h5>`

`<h6>...</h6>`

Heading elements

`<h1>`Type Design`</h1>`

`<h2>`Serif Typefaces`</h2>`

`<p>`Serif typefaces have small slabs at the ends of letter strokes. In general, serif fonts can make large amounts of text easier to read.`</p>`

tags HTML

Importante!

```
<ul>...</ul>
```

Unordered list

```
<li>...</li>
```

List item within an unordered list

```
<ul>  
  <li><a href="">Serif</a></li>  
  <li><a href="">Sans-serif</a></li>  
  <li><a href="">Script</a></li>  
  <li><a href="">Display</a></li>  
  <li><a href="">Dingbats</a></li>  
</ul>
```

- Serif
- Sans-serif
- Script
- Display
- Dingbats

Serif
Sans-serif
Script
Display
Dingbats

SERIF
SANS-SERIF
SCRIPT
DISPLAY
DINGBATS

Serif

Sans-serif

Script

Display

Dingbats

SERIF

SANS-SERIF

SCRIPT

DISPLAY

DINGBATS

tags HTML

`...`


Ordered list

`...`



```
<ol>
  <li>Gutenberg develops moveable type (1450s)</li>
  <li>Linotype is introduced (1890s)</li>
  <li>Photocomposition catches on (1950s)</li>
  <li>Type goes digital (1980s)</li>
</ol>
```

1. Gutenberg develops moveable type (1450s)
2. Linotype is introduced (1890s)
3. Photocomposition catches on (1950s)
4. Type goes digital (1980s)



```
<ol start="17">
  <li>Highlight the text with the text tool.</li>
  <li>Select the Character tab.</li>
  <li>Choose a typeface from the pop-up menu.</li>
</ol>
```

tags HTML

`<dl>...</dl>`

A description list

`<dt>...</dt>`

A name, such as a term or label

`<dd>...</dd>`

A value, such as a description or definition

`<dl>`

`<dt>Linotype</dt>`

`<dd>Line-casting allowed type to be selected, used, then recirculated into the machine automatically. This advance increased the speed of typesetting and printing dramatically.</dd>`

`<dt>Photocomposition</dt>`

`<dd>Typefaces are stored on film then projected onto photo-sensitive paper. Lenses adjust the size of the type.</dd>`

`<dt>Digital type</dt>`

`<dd><p>Digital typefaces store the outline of the font shape in a format such as Postscript. The outline may be scaled to any size for output.</p>`

`<p>Postscript emerged as a standard due to its support of graphics and its early support on the Macintosh computer and Apple laser printer.</p>`

`</dd>`

`</dl>`

Linotype

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Photocomposition

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Digital type

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Postscript emerged as a standard due to its support of graphics and its early support on the Macintosh computer and Apple laser printer.

tags HTML

`<blockquote>...</blockquote>`

A lengthy, block-level quotation

`<p>Renowned type designer, Matthew Carter, has this to say about his profession:</p>`

`<blockquote>`

`<p>Our alphabet hasn't changed in eons; there isn't much latitude in what a designer can do with the individual letters.</p>`

`<p>Much like a piece of classical music, the score is written down - it's not something that is tampered with - and yet, each conductor interprets that score differently. There is tension in the interpretation.</p>`

`</blockquote>`

Renowned type designer, Matthew Carter, has this to say about his profession:

Our alphabet hasn't changed in eons; there isn't much latitude in what a designer can do with the individual letters.

Much like a piece of classical music, the score is written down. It's not something that is tampered with, and yet, each conductor interprets that score differently. There is tension in the interpretation.

tags HTML

`<pre>...</pre>`

Preformatted text

`<pre>`

This is an example of
text with a lot of
curious
whitespace.

`</pre>`

`<figure>...</figure>`

Contact information

NEW IN HTML5

`<figcaption>...</figcaption>`

Contact information

NEW IN HTML5

`<figure>`

``

`</figure>`

tags HTML

`...`

Stressed emphasis

`<p>Matt is very smart.</p>`

`<p>Matt is very smart.</p>`



`...`

Strong importance

`<p>When checking out of the hotel, drop the keys in the red box by the front desk.</p>`

`...`

Keywords or visually emphasized text (bold)

`<i>...</i>`

Alternative voice (italic)

`<s>...</s>`

Incorrect text (strike-through)

`<u>...</u>`

Annotated text (underline)

`<small>...</small>`

Legal text; small print (smaller type size)

tags HTML

`_{...}`

Subscript

`^{...}`

Superscript

`<p>H₂O</p>`

`<p>E=MC²</p>`

H₂O

E=MC²

`<mark>...</mark>`

Contextually relevant text

NEW IN HTML5

`<p> ... PART I. ADMINISTRATION OF THE GOVERNMENT. TITLE IX.
TAXATION. CHAPTER 65C. MASS. <mark>ESTATE TAX</mark>. Chapter 65C:
Sect. 2. Computation of <mark>estate tax</mark>.</p>`

... PART I. ADMINISTRATION OF THE GOVERNMENT. TITLE
IX. TAXATION. CHAPTER 65C. MASS. **ESTATE TAX**. Chapter
65C: Sect. 2. Computation of **estate tax**.

MODELOS DE CONTEÚDOS

- > Há regras que definem a posição dos elementos, cada um pode ter elementos **filhos** ou elementos **ascendentes**.
- > Há elementos de **linha** e de **bloco**.
- > Os **elementos de linha** podem conter outros elementos de linha, dependendo da categoria onde se encontra.

MODELOS DE CONTEÚDOS

- > Os elementos de bloco **podem conter elementos em linha.**
- > Os elementos de linha **nunca podem conter elementos de bloco.**
- > Elementos em bloco podem conter elementos em bloco, dependendo da categoria onde se encontra.
 - Um parágrafo não pode conter um DIV, o contrário é possível.

Hiperligações

tags HTML

`<a>...`

Anchor element (hypertext link)

```
<a href="http://www.oreilly.com">Go to the O'Reilly Media site</a>
```

```
<a href="http://www.oreilly.com"></a>
```

```
<li><a href="http://www.foodnetwork.com">The Food Network</a></li>
```



Opening anchor tag

```
<a href="http://www.amazon.com/s/?ie=UTF8&keywords=bequet+caramel&tag=googhydr20&index=aps&hvadid=7979039989&ref=pd_sl_1ah68hbamy_b">Bequet Caramels</a>
```

URL

Linked text

Closing anchor tag

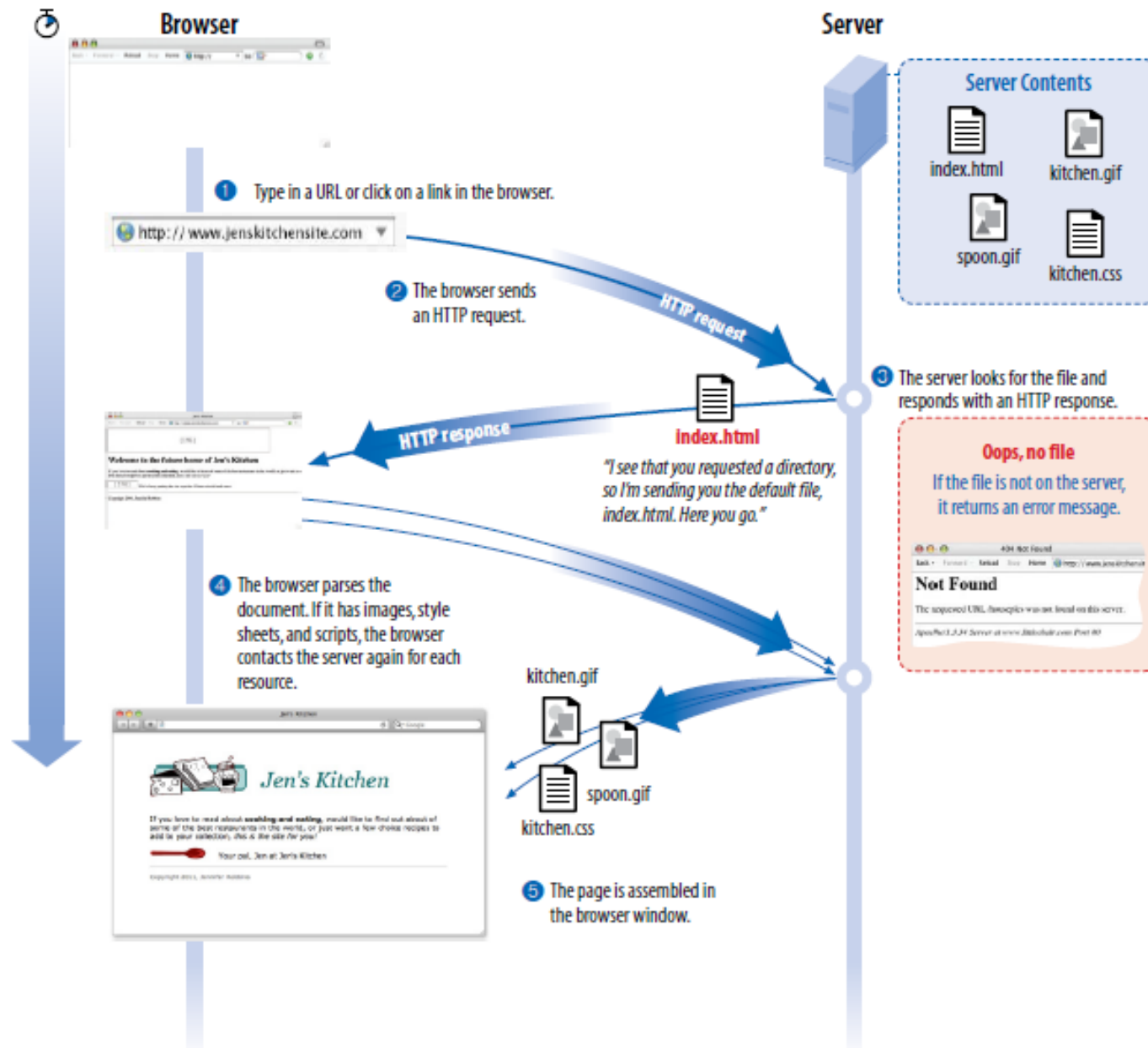
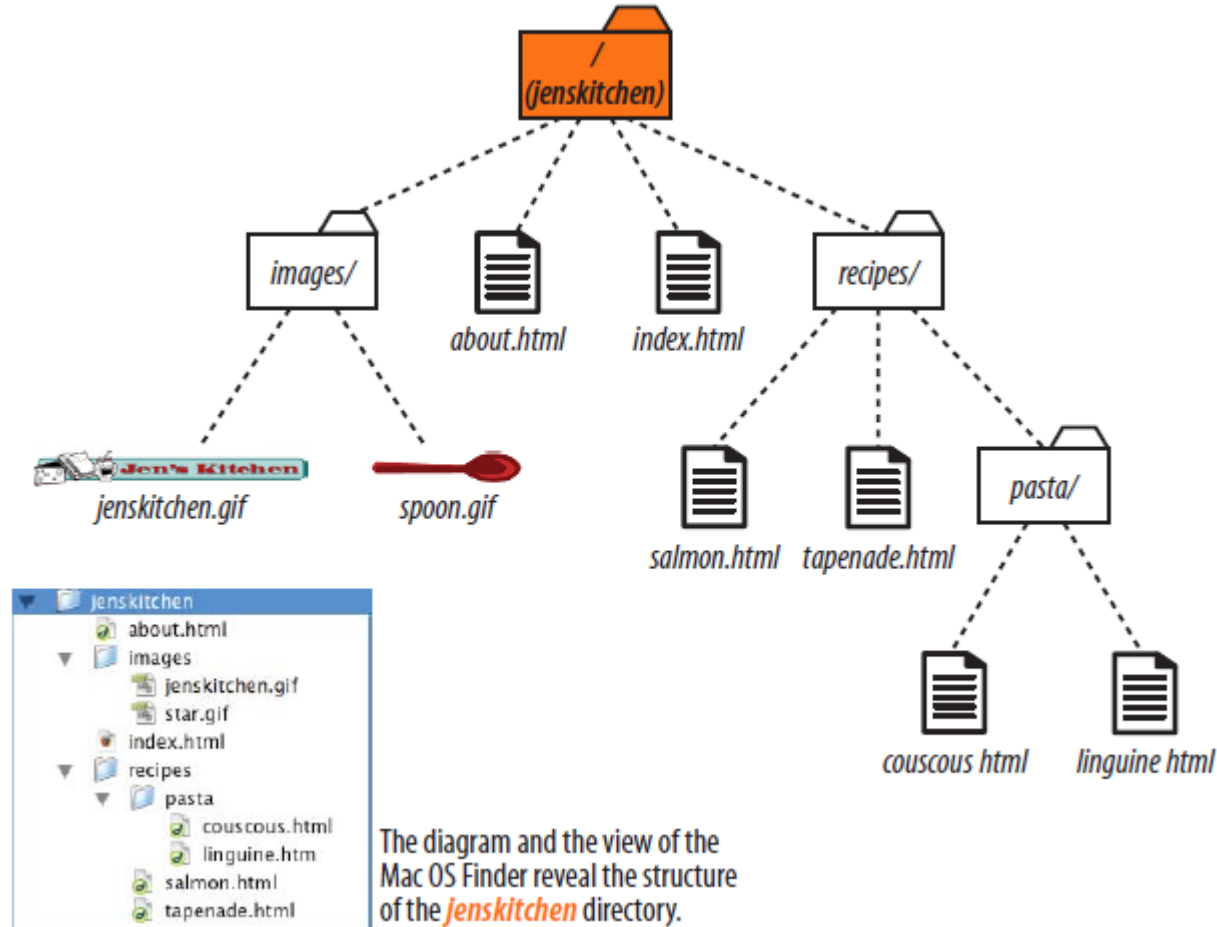


Figure 2-5. How browsers display web pages.

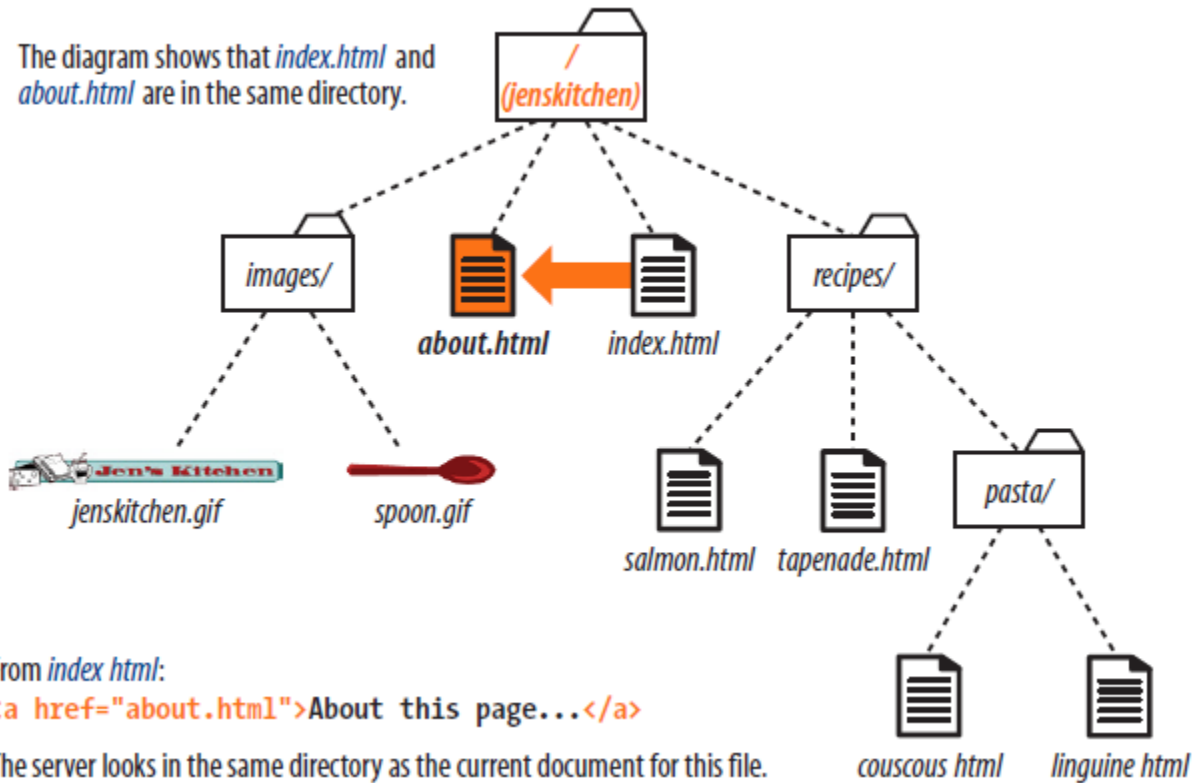
estrutura Exemplo

Importante!



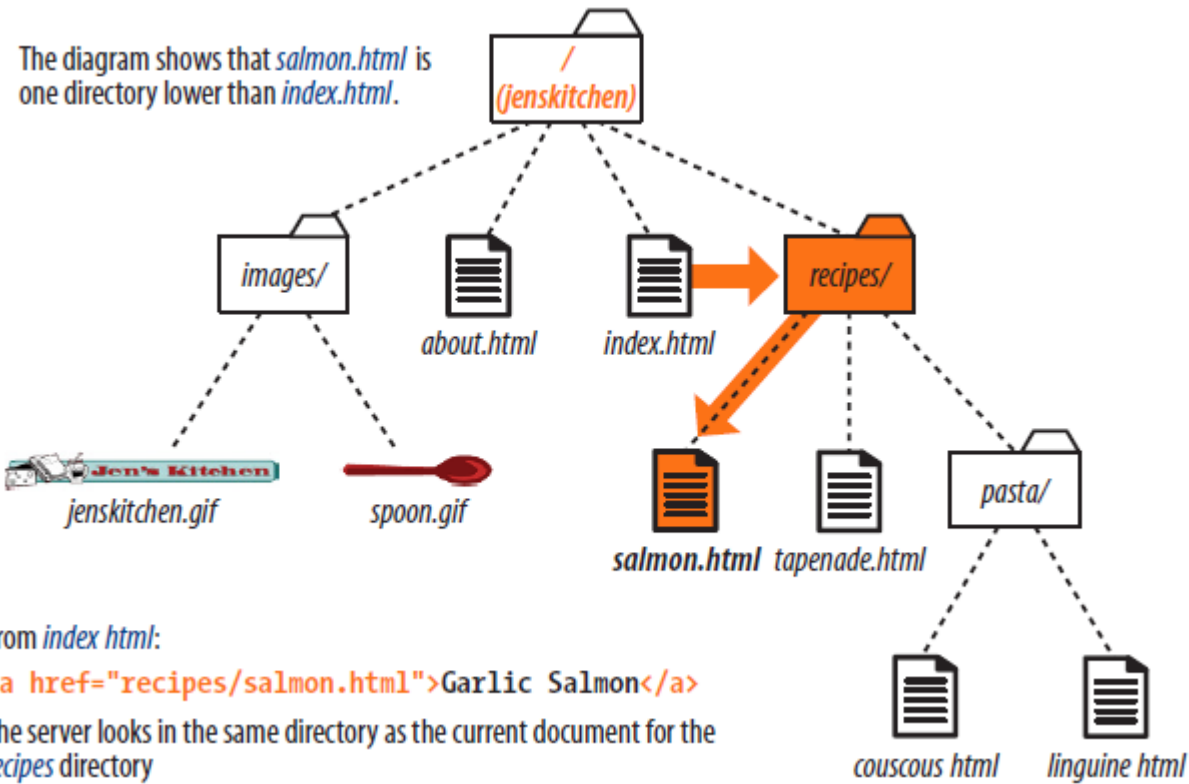
Importante!

estrutura Exemplo



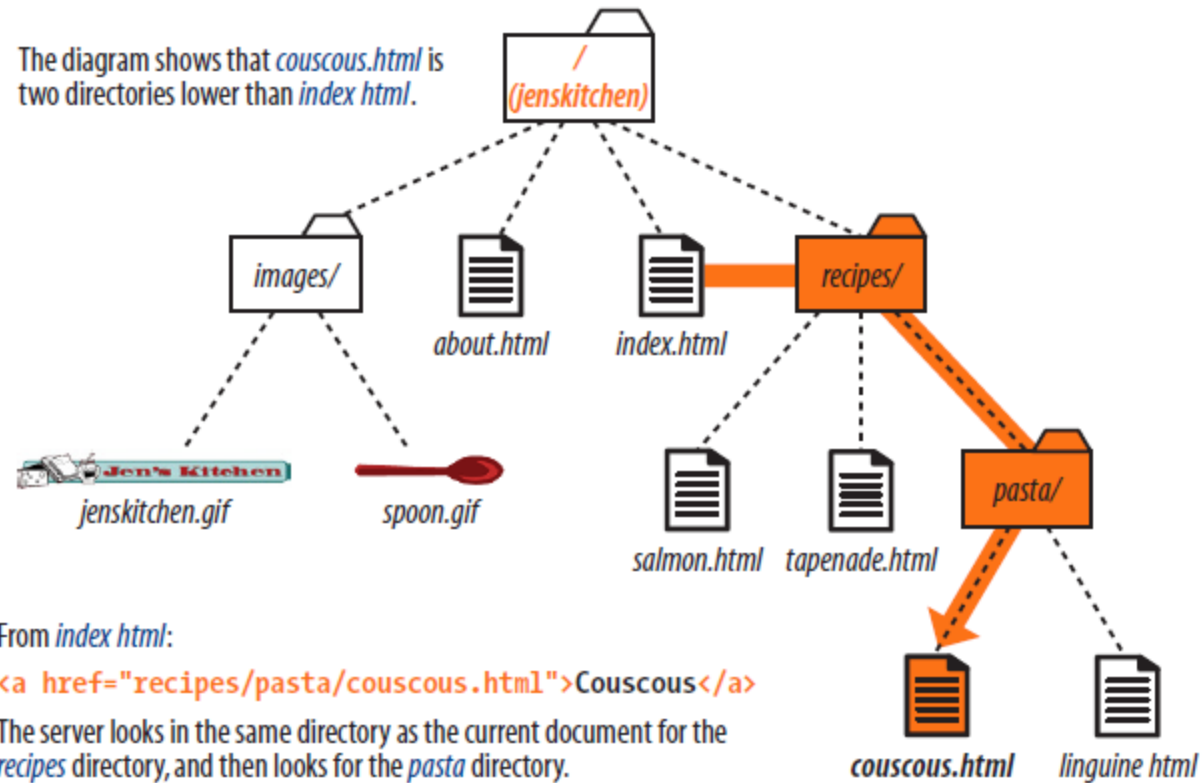
Importante!

estrutura Exemplo



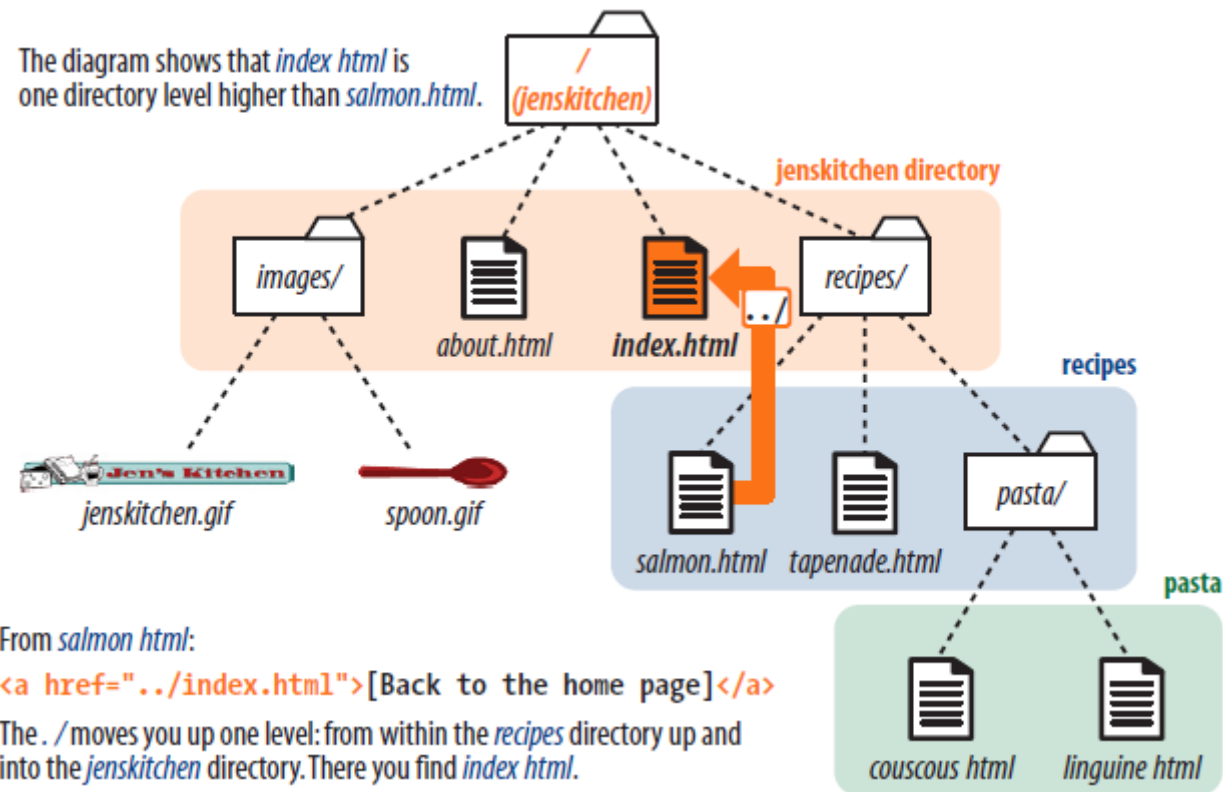
estrutura Exemplo

Importante!



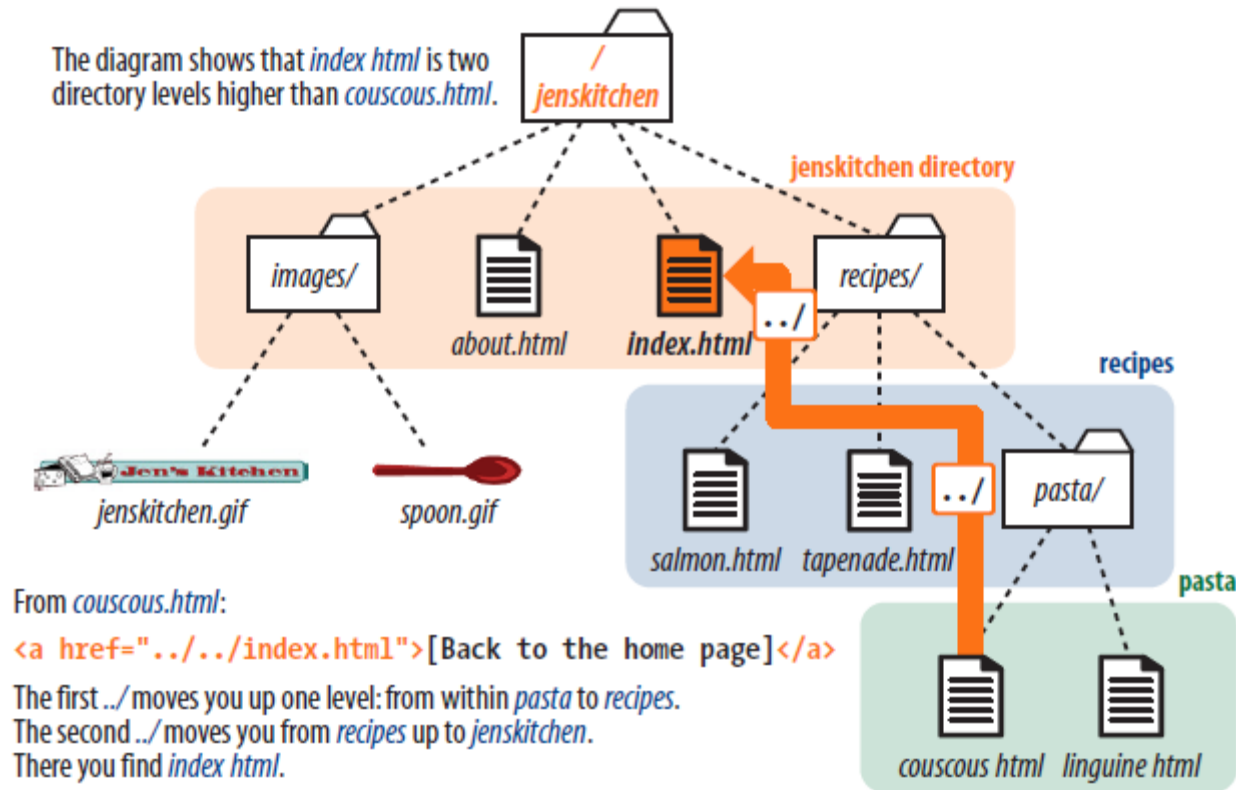
estrutura Exemplo

Importante!



estrutura Exemplo

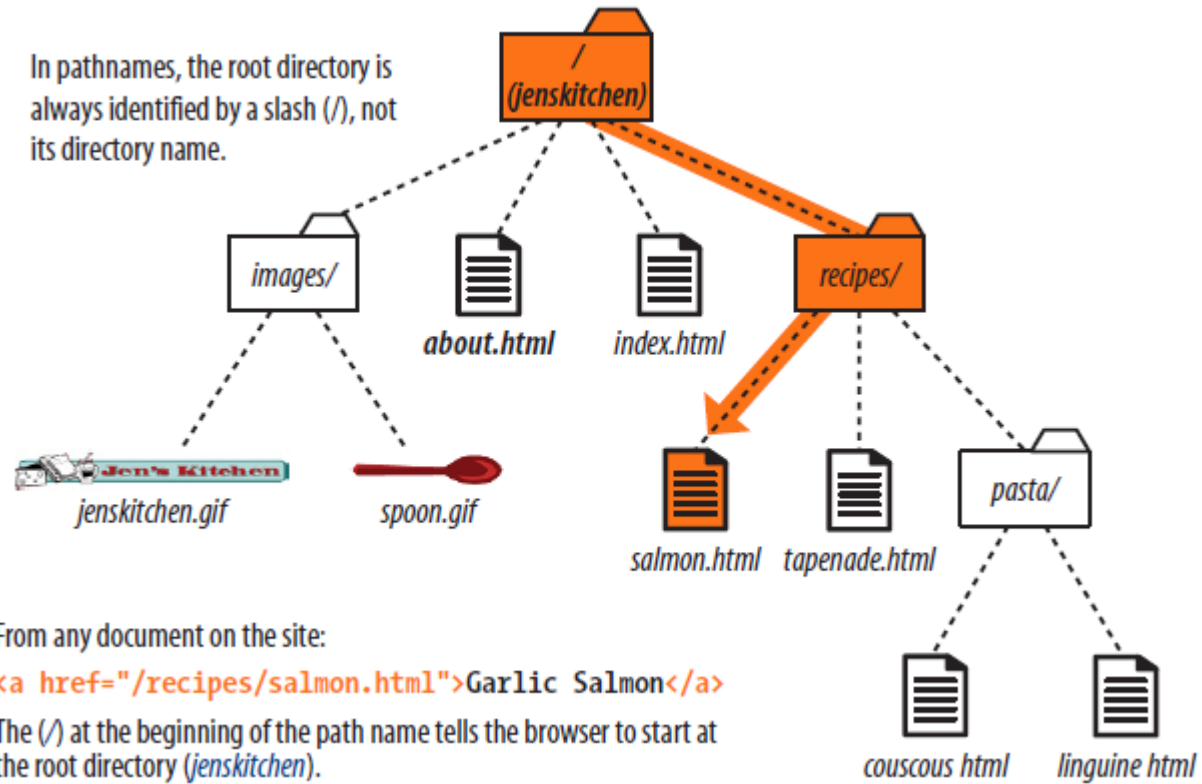
Importante!



estrutura Exemplo

O mesmo raciocínio para as imagens

Importante!



Importante!

hiperligações *in* página

- 1 Identify the destination using the `id` attribute.

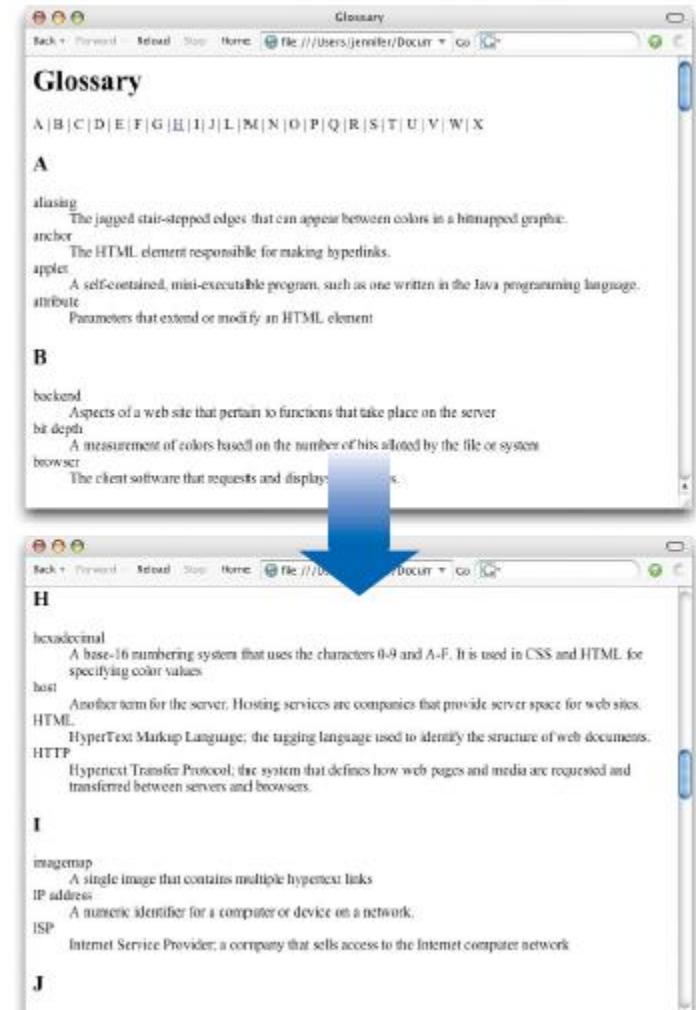
```
<h2 id="startH">H</h2>
<dl>
<dt>hexadecimal</dt>
<dd>A base-16 numbering system that uses the characters 0-9 and
A-F. It is used in CSS and HTML for specifying color values</dd>
```

- 2 Create a link to the destination. The `#` before the name is necessary to identify this as a fragment and not a filename.

```
<p>... | F | G | <a href="#startH">H</a> | I | J ...</p>
```

Link para um ponto específico da página

3



Outras hiperligações

```
<a href="glossary.html#starth">See the Glossary, letter H</a>
```

```
<a href="http://www.example.com/glossary.html#starth">See the Glossary,  
letter H</a>
```

```
<a href="http://www.oreilly.com" target="_blank">O'Reilly</a>
```

```
<a href="mailto:alklecker@example.com">Contact Al Klecker</a>
```

```
<a href="tel:+18005551212">Call us free at (800) 555-1212</a>
```

```
<meta name="format-detection" content="telephone=no">
```

For Blackberry devices, use the following:

```
<meta http-equiv="x-rim-auto-match" content="none">
```

Caixas Genéricas

tags HTML

`<div>...</div>`

Generic block-level element

`...`

Generic inline element



```
<div class="listing">
  
  <p><cite>The Complete Manual of Typography</cite>, James Felici</p>
  <p>A combination of type history and examples of good and bad type
  design.</p>
</div>
```

```
<ul>
  <li>John: <span class="tel">999.8282</span></li>
  <li>Paul: <span class="tel">888.4889</span></li>
  <li>George: <span class="tel">888.1628</span></li>
  <li>Ringo: <span class="tel">999.3220</span></li>
</ul>
```

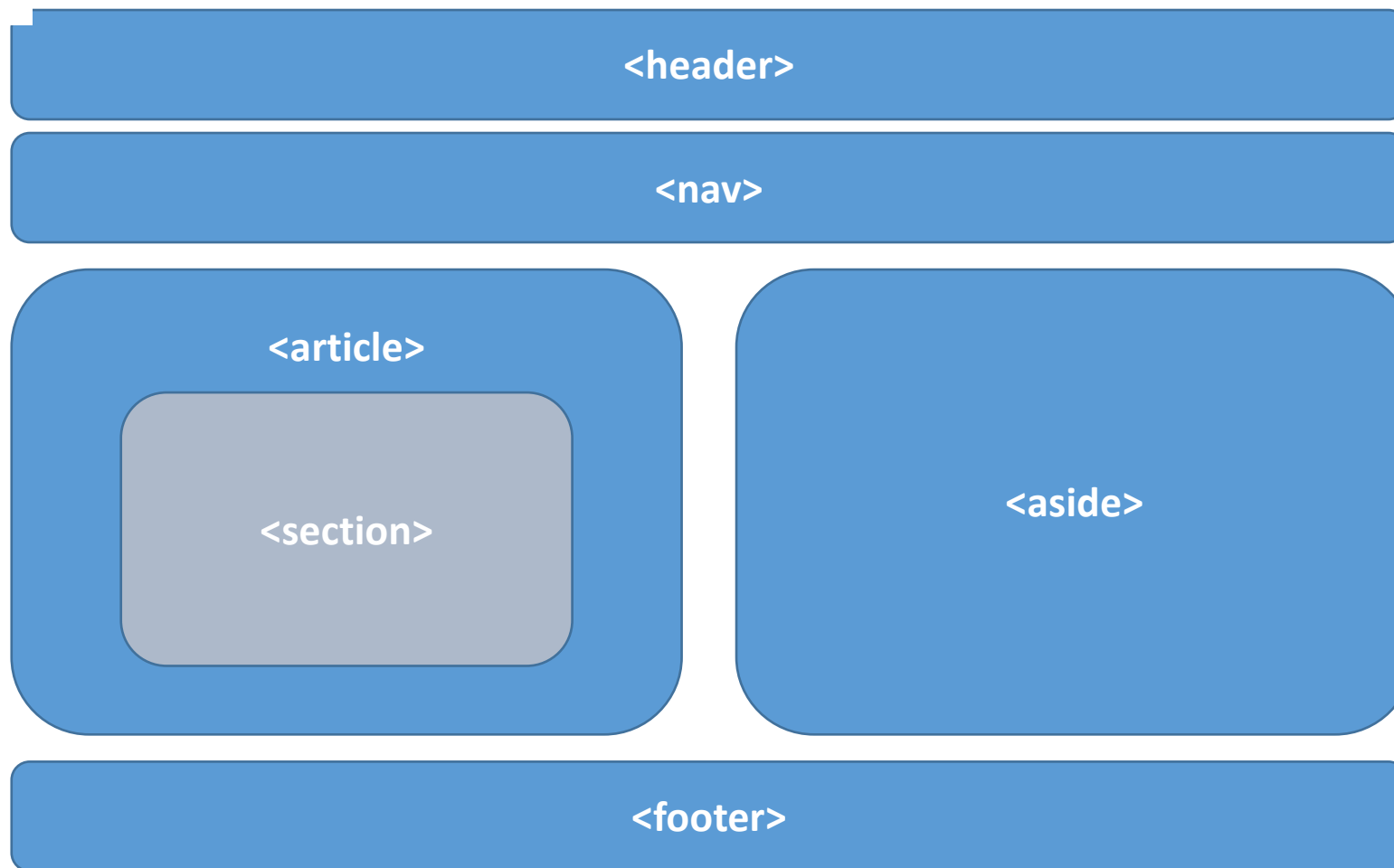

tabelas

<table>				
<thead><tr>	<th></th>	<th></th>	<th></th>	</tr></thead>
<tbody><tr>	<td></td>	<td></td>	<td></td>	</tr>
<tr>	<td></td>	<td></td>	<td></td>	</tr></tbody>
<tfooter><tr>	<td></td>	<td></td>	<td></td>	</tr></tfooter>
</table>				

Caixas Específicas

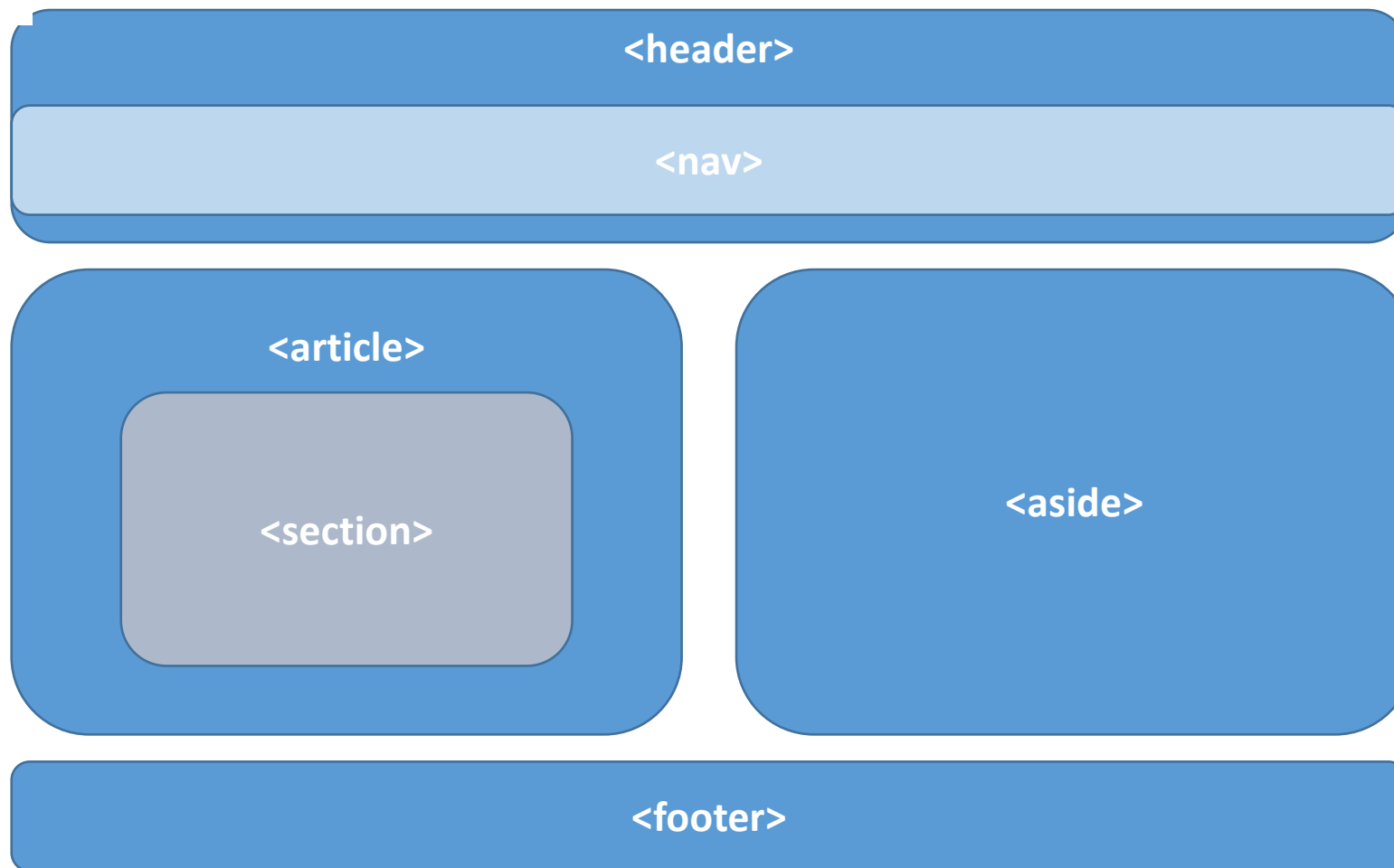


NOVA ESTRUTURA



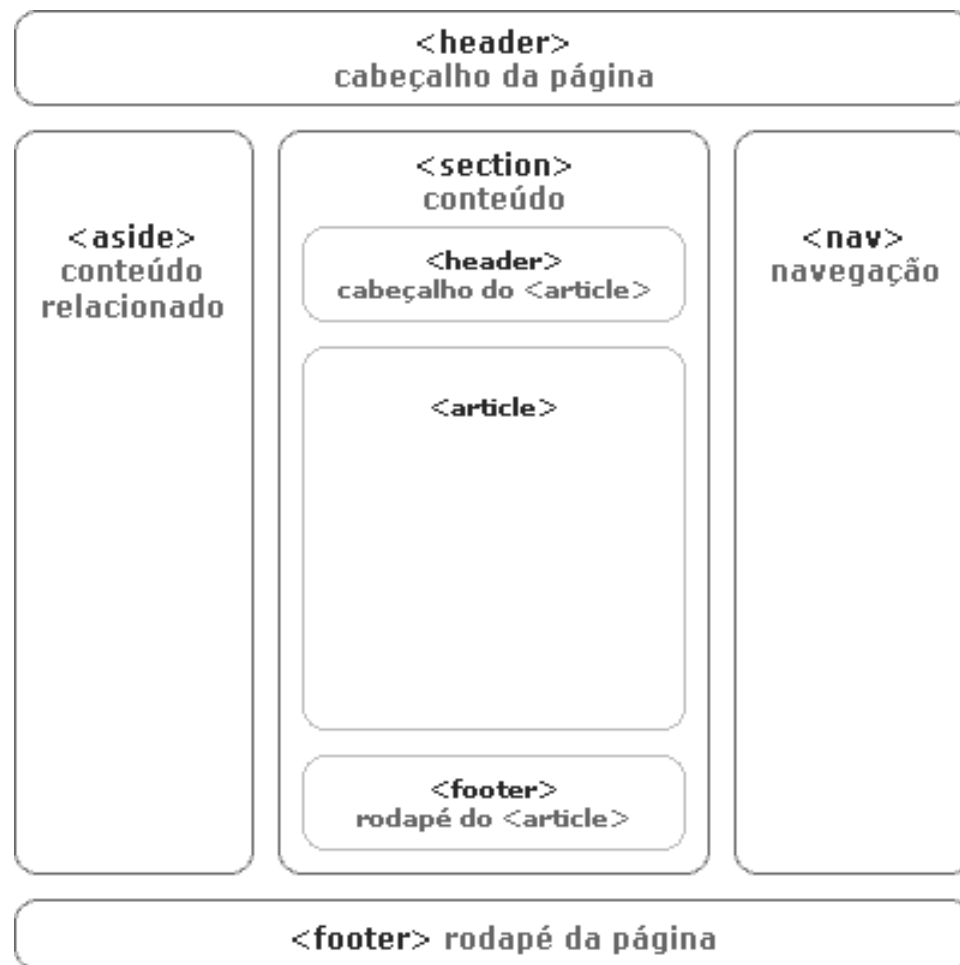


NOVA ESTRUTURA





NOVA ESTRUTURA



ELEMENTOS DA ESTRUTURA

<header> - representa um grupo de introdução ou elementos de navegação. Pode ser utilizado para agrupar índices de conteúdos, campos de pesquisa ou mesmo logos.

<section> - representa uma secção de um documento ou página. Pode representar capítulos ou conteúdos de uma tabulador.

<article> - representa uma parte da página que poderá ser distribuída ou reutilizável (posts, artigos, comentários para utilizadores ou apenas um bloco de texto comum).

ELEMENTOS DA ESTRUTURA

<aside> - define uma secção que apresenta conteúdo relacionado com os restantes elementos (*sidebars*, notas, publicidade, comentários, secção com elementos nav e outras informações separadas do conteúdo principal do website).

<nav> - representa uma secção da página que contém links para outras partes do website. Cuidado, nem todos os links são colocados nesta secção.

<footer> - representa o rodapé da página.

ELEMENTOS DA ESTRUTURA

<time> - representa uma data e/ou hora.

<hgroup> - agrupa um conjunto de títulos H1, ..., H6

<meter> - utilizado para representar medidas, que podem ser de distância, de armazenamento em disco, etc.

<figure> - usado para associar uma legenda a uma imagem, vídeo, áudio, objeto ou iframe.

<canvas> - renderiza imagens 2D dinâmicas.

ELEMENTOS DA ESTRUTURA

<audio>, **<video>** - usados para *streaming* (transmissão por Internet) de áudio e vídeo.

<dialog> - formata um diálogo com **<dt>** e **<dd>**

<mark> - marca um texto para ser usado como referência.

- > O HTML5 e o CSS3 são consideradas como duas tecnologias estruturadas em módulos.
- > O IE8 processa mal elementos desconhecidos. Para resolver este problema inserimos o código na página:

```
<!--[if lt 9]>
```

```
<script src=http://html5shim.googlecode.com/svn/trunk/html5.js> </script>
```

```
<![endif]-->
```

converter imagem em favicon

> <http://www.favicon-generator.org/>

Links com informação

- > <http://www.whatwg.org/specs/web-apps/current-work/multipage/index.html#contents>
- > <http://www.w3.org/>
- > <http://www.w3.org/2012/Talks/1120-owp-plh/#%281%29>
- > <http://www.html-5-tutorial.com/>
- > <http://www.tutorialspoint.com/html5/>