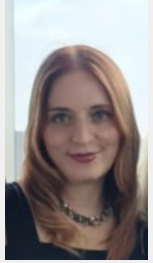
# COM1008 Web and Internet Technologies

## Lecture 2: HTML

Dr Steve Maddock
s.maddock@sheffield.ac.uk
https://staffwww.dcs.shef.ac.uk/people/S.Maddock



Dr Vitaveska Lanfranchi
v.lanfranchi@sheffield.ac.uk
https://www.sheffield.ac.uk/dcs/people/academic/vitaveska-lanfranchi

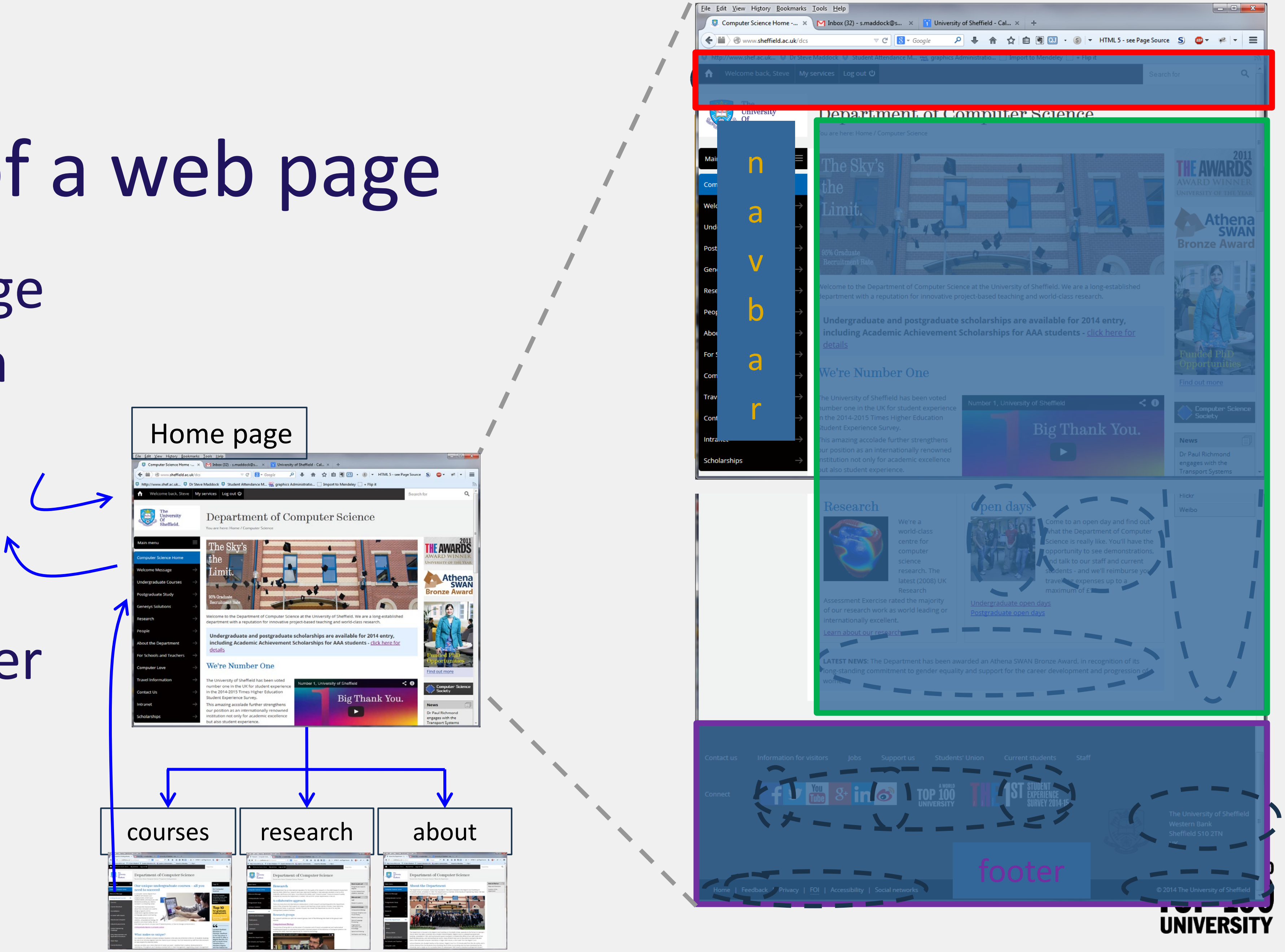
# Learning Objectives

- During this lesson you will learn about
  - Structure of a web page
  - HTML Basics
    - What is HTML
    - How an HTML Document is structured
      - The <head> section
      - The <body> section
      - Main tags
  - Website organisation

# STRUCTURE OF A WEB PAGE

# Structure of a web page

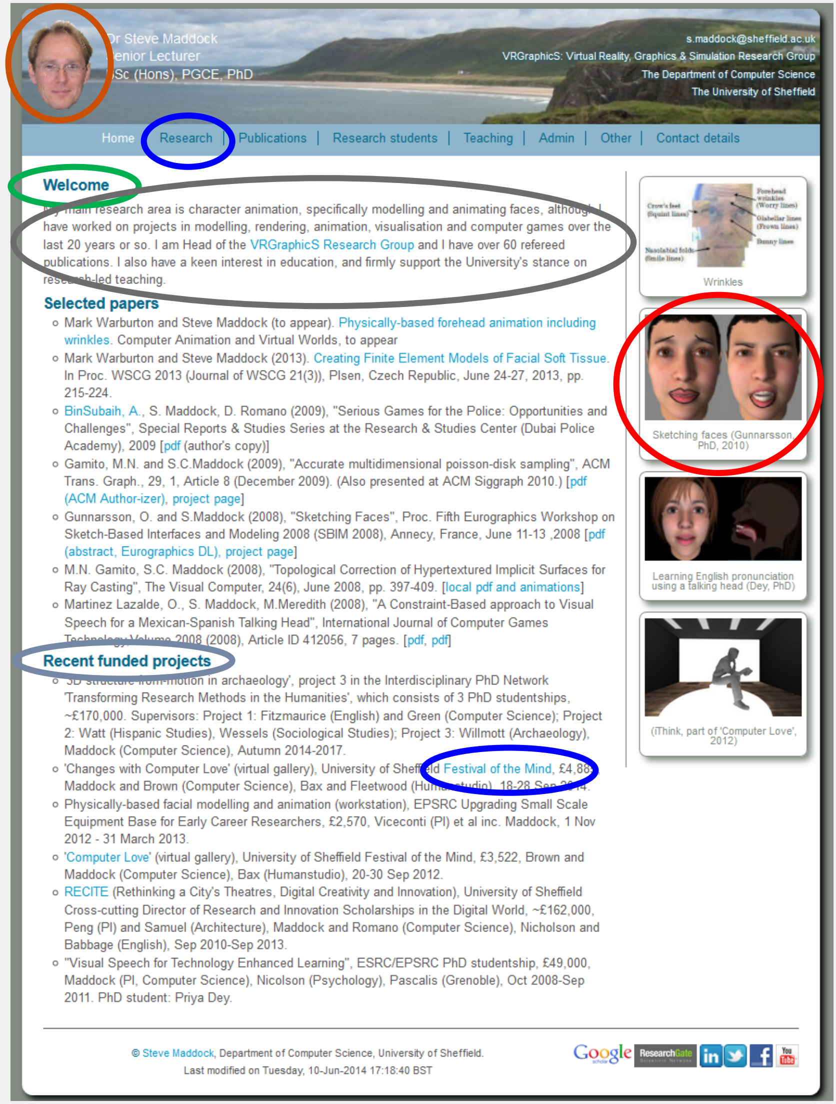
- Each web page is a collection of areas
  - a nested structure
- Part of a larger website



# Elements of a web page

- A Web page is a set of *elements*
  - Examples: heading, paragraph, image, hyperlink, figure, …
- The Web browser uses a layout engine to arrange the elements on the page

| Layout engine | Web browser |
|---:|---|
| Blink | Google Chrome,<br>Microsoft Edge,<br>Opera |
| Gecko | Mozilla Firefox |
| Trident | Internet Explorer |
| WebKit | Apple Safari |



Dr Steve Maddock
Senior Lecturer
BSc (Hons), PGCE, PhD

s.maddock@sheffield.ac.uk
VRGraphicS: Virtual Reality, Graphics & Simulation Research Group
The Department of Computer Science
The University of Sheffield

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## Welcome

My main research area is character animation, specifically modelling and animating faces, although I have worked on projects in modelling, rendering, animation, visualisation and computer games over the last 20 years or so. I am Head of the VRGraphicS Research Group and I have over 60 refereed publications. I also have a keen interest in education, and firmly support the University's stance on research-led teaching.

## Selected papers

- Mark Warburton and Steve Maddock (to appear). Physically-based forehead animation including wrinkles. Computer Animation and Virtual Worlds, to appear
- Mark Warburton and Steve Maddock (2013). Creating Finite Element Models of Facial Soft Tissue. In Proc. WSCG 2013 (Journal of WSCG 21(3)), Plsen, Czech Republic, June 24-27, 2013, pp. 215-224.
- BinSubaih, A., S. Maddock, D. Romano (2009), "Serious Games for the Police: Opportunities and Challenges", Special Reports & Studies Series at the Research & Studies Center (Dubai Police Academy), 2009 [pdf (author's copy)]
- Gamito, M.N. and S.C.Maddock (2009), "Accurate multidimensional poisson-disk sampling", ACM Trans. Graph., 29, 1, Article 8 (December 2009). (Also presented at ACM Siggraph 2010.) [pdf (ACM Author-izer), project page]
- Gunnarsson, O. and S.Maddock (2008), "Sketching Faces", Proc. Fifth Eurographics Workshop on Sketch-Based Interfaces and Modeling 2008 (SBIM 2008), Annecy, France, June 11-13 ,2008 [pdf (abstract, Eurographics DL), project page]
- M.N. Gamito, S.C. Maddock (2008), "Topological Correction of Hypertextured Implicit Surfaces for Ray Casting", The Visual Computer, 24(6), June 2008, pp. 397-409. [local pdf and animations]
- Martinez Lazalde, O., S. Maddock, M.Meredith (2008), "A Constraint-Based approach to Visual Speech for a Mexican-Spanish Talking Head", International Journal of Computer Games Technology Volume 2008 (2008), Article ID 412056, 7 pages. [pdf, pdf]

## Recent funded projects

- '3D structure-from-motion in archaeology', project 3 in the Interdisciplinary PhD Network 'Transforming Research Methods in the Humanities', which consists of 3 PhD studentships, ~£170,000. Supervisors: Project 1: Fitzmaurice (English) and Green (Computer Science); Project 2: Watt (Hispanic Studies), Wessels (Sociological Studies); Project 3: Willmott (Archaeology), Maddock (Computer Science), Autumn 2014-2017.
- 'Changes with Computer Love' (virtual gallery), University of Sheffield Festival of the Mind, £4,88[illegible], Maddock and Brown (Computer Science), Bax and Fleetwood (Humanstudio), 18-28 Sep 2014.
- Physically-based facial modelling and animation (workstation), EPSRC Upgrading Small Scale Equipment Base for Early Career Researchers, £2,570, Viceconti (PI) et al inc. Maddock, 1 Nov 2012 - 31 March 2013.
- 'Computer Love' (virtual gallery), University of Sheffield Festival of the Mind, £3,522, Brown and Maddock (Computer Science), Bax (Humanstudio), 20-30 Sep 2012.
- RECITE (Rethinking a City's Theatres, Digital Creativity and Innovation), University of Sheffield Cross-cutting Director of Research and Innovation Scholarships in the Digital World, ~£162,000, Peng (PI) and Samuel (Architecture), Maddock and Romano (Computer Science), Nicholson and Babbage (English), Sep 2010-Sep 2013.
- "Visual Speech for Technology Enhanced Learning", ESRC/EPSRC PhD studentship, £49,000, Maddock (PI, Computer Science), Nicolson (Psychology), Pascalis (Grenoble), Oct 2008-Sep 2011. PhD student: Priya Dey.

Forehead wrinkles (Worry lines)
Crow's feet (Squint lines)
Glabellar lines (Frown lines)
Bunny lines
Nasolabial folds (Smile lines)

Wrinkles

Sketching faces (Gunnarsson, PhD, 2010)

Learning English pronunciation using a talking head (Dey, PhD)

(iThink, part of 'Computer Love', 2012)

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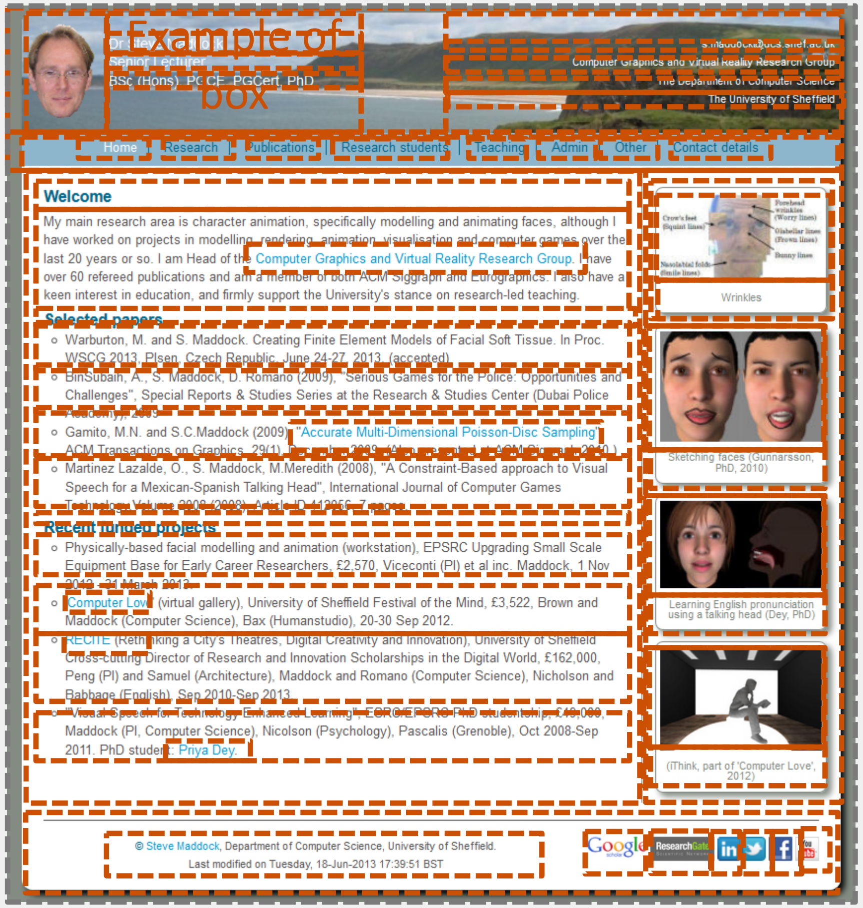
# Boxes

- Every element is a box
- Some boxes are inline
  - E.g. hyperlink, image, button
- Some boxes are blocks
  - Begin on new lines
  - E.g. heading, paragraph, table, canvas, section, footer
- Boxes can be nested
- Essentially, Web page design is about arranging boxes!!



Dr Steve Maddock
Senior Lecturer
BSc (Hons), PGCE, PGCert, PhD

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- Gamito, M.N. and S.C.Maddock (2009), "Accurate Multi-Dimensional Poisson-Disc Sampling", ACM Transactions on Graphics, 29(1), December 2009. (Also presented at ACM Siggraph 2010.)
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Wrinkles

Sketching faces (Gunnarsson, PhD, 2010)

Learning English pronunciation using a talking head (Dey, PhD)

(iThink, part of 'Computer Love', 2012)

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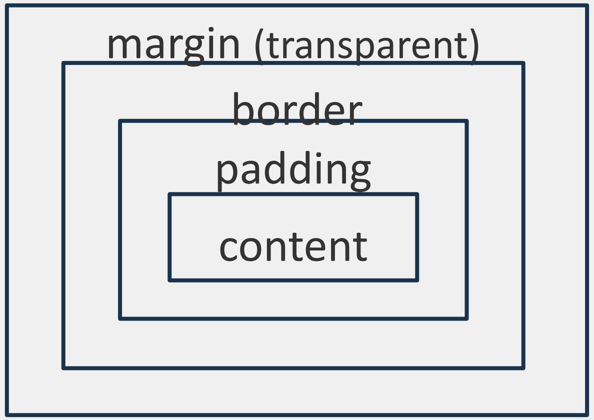
# What is a box?

- The HTML box model defines a set of areas, each with changeable properties
- We can inspect these
    - E.g. using bowser Developer tools

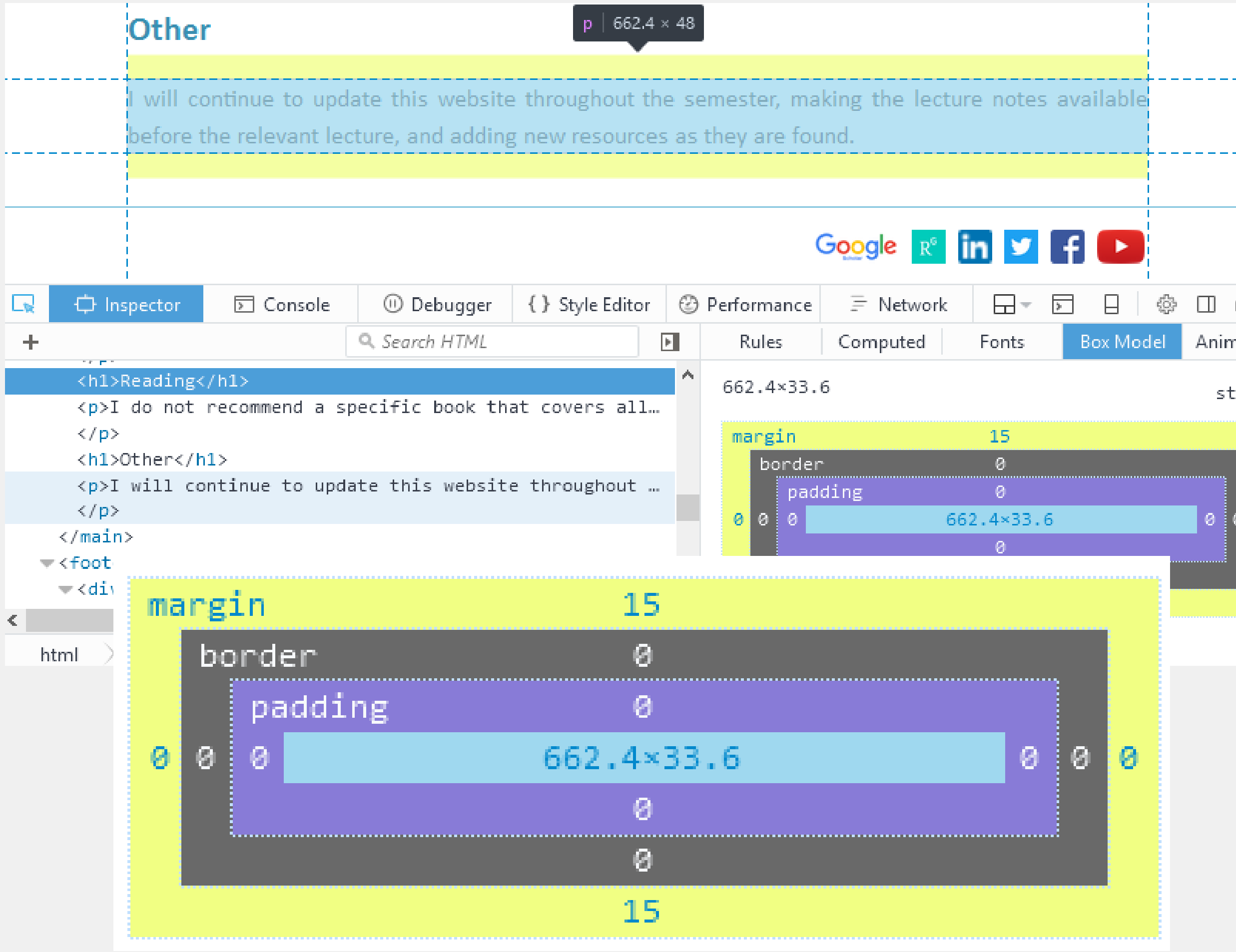


margin (transparent)

border

padding

content



Other

p 662.4 × 48

I will continue to update this website throughout the semester, making the lecture notes available before the relevant lecture, and adding new resources as they are found.

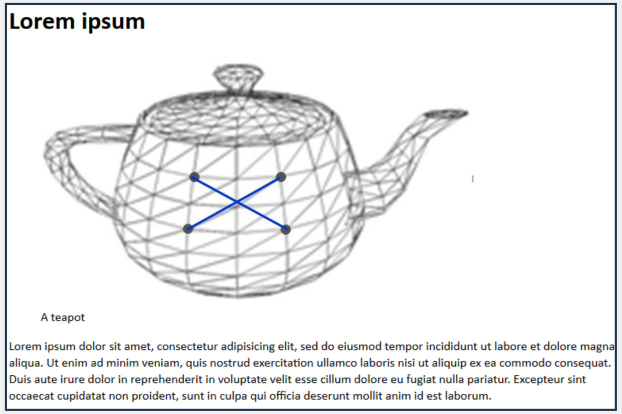
```
<h1>Reading</h1>
<p>I do not recommend a specific book that covers all…
</p>
<h1>Other</h1>
<p>I will continue to update this website throughout …
</p>
</main>
<foot
<di
```

662.4×33.6

```
margin          15
  border        0
    padding     0
0 0 0   662.4×33.6   0 0 0
                0
              0
             15
```

# Structure and appearance

- Structure is indicated using HyperText Markup Language
- Appearance is controlled using a Cascading Style Sheet(s)
  - Default
  - User-defined



Lorem ipsum

A teapot

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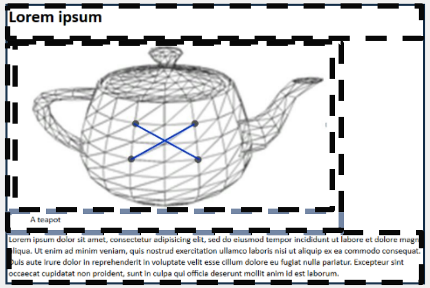

Lorem ipsum

A teapot

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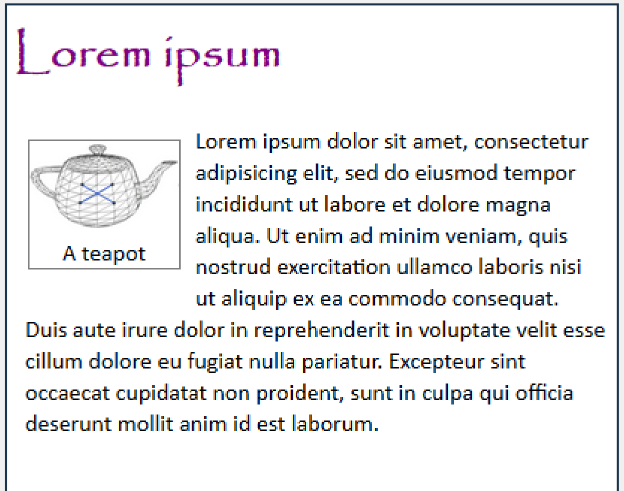
Elements as boxes



Lorem ipsum

A teapot

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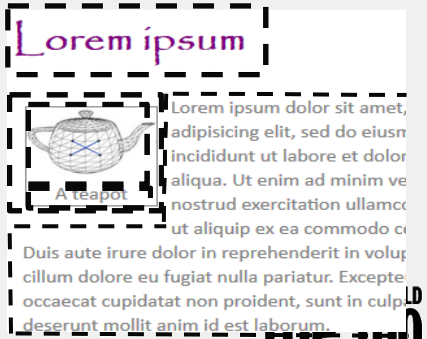

Lorem ipsum

A teapot

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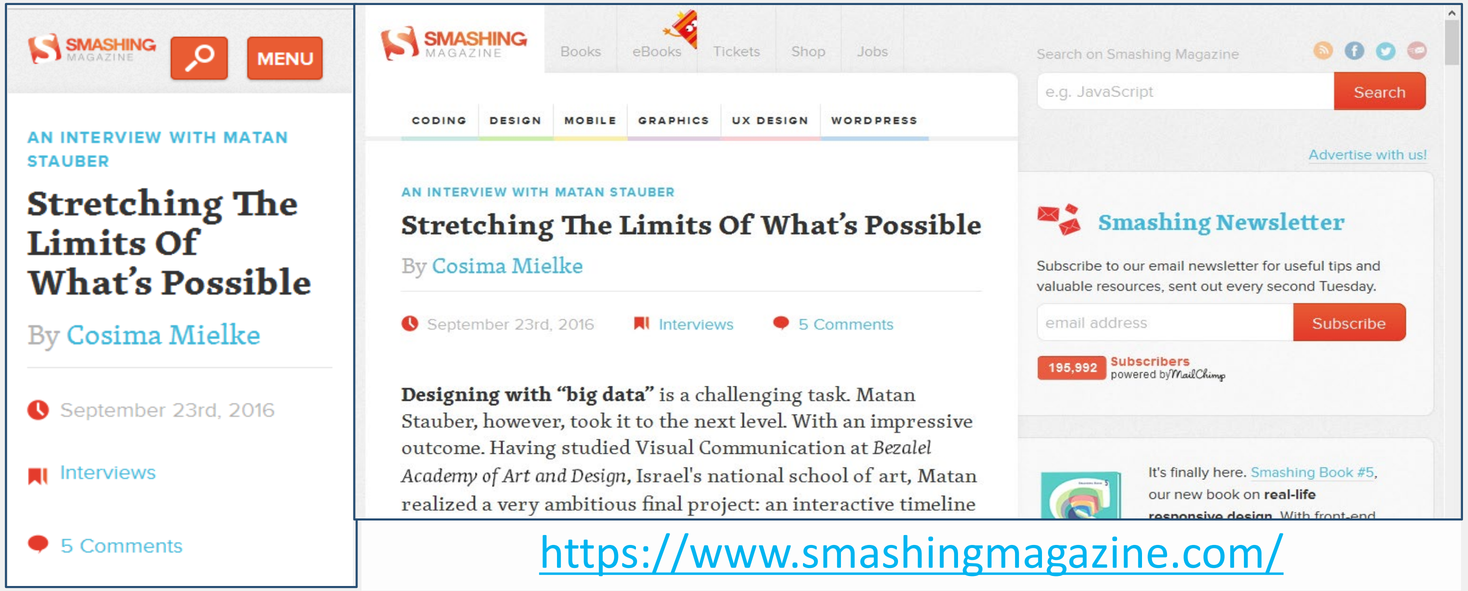
Harmony - https://mrdoob.com/projects/harmony

# Structure, appearance and behaviour

- Behaviour using JavaScript (and CSS)
- JavaScript can be used to:
    - Interact with the user
    - Control the web browser
    - Alter the document content
    - Examples: Gmail, Twitter, Firefox
- Different versions of browsers (e.g. older browsers) have differing support. Solutions:
    - Browser-specific scripts
    - Use a library or toolkit (e.g. jQuery)
    - Development: Progressive enhancement and degrade gracefully

# Anatomy for different ~~devices~~ resolutions

- Responsive Web Design
- Mobile-first responsive web design



AN INTERVIEW WITH MATAN STAUBER

**Stretching The Limits Of What's Possible**

By Cosima Mielke

September 23rd, 2016 Interviews 5 Comments

**Designing with "big data"** is a challenging task. Matan Stauber, however, took it to the next level. With an impressive outcome. Having studied Visual Communication at *Bezalel Academy of Art and Design*, Israel's national school of art, Matan realized a very ambitious final project: an interactive timeline

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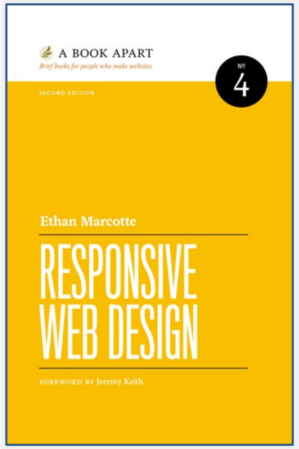
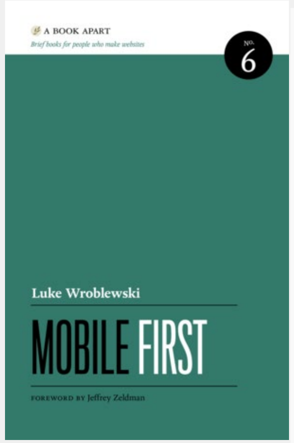
It's finally here. Smashing Book #5, our new book on **real-life responsive design**. With front-end

https://www.smashingmagazine.com/

http://ethanmarcotte.com/

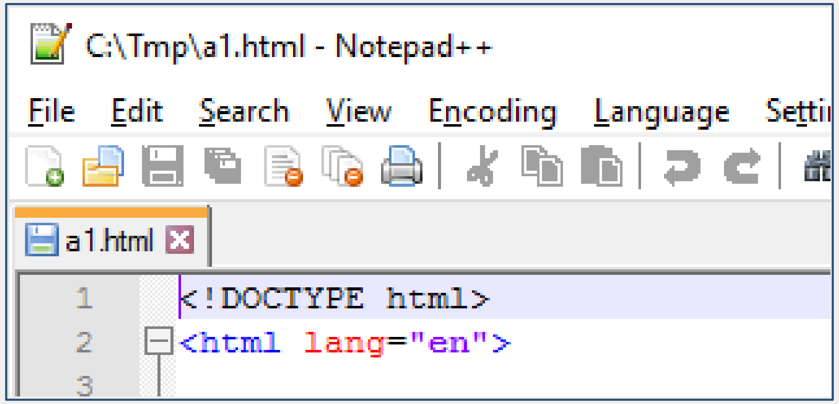

A BOOK APART
Brief books for people who make websites
№ 4
SECOND EDITION
Ethan Marcotte
RESPONSIVE WEB DESIGN
FOREWORD BY Jeremy Keith


A BOOK APART
Brief books for people who make websites
№ 6
Luke Wroblewski
MOBILE FIRST
FOREWORD BY Jeffrey Zeldman

https://www.lukew.com/

# How do we implement a web site?

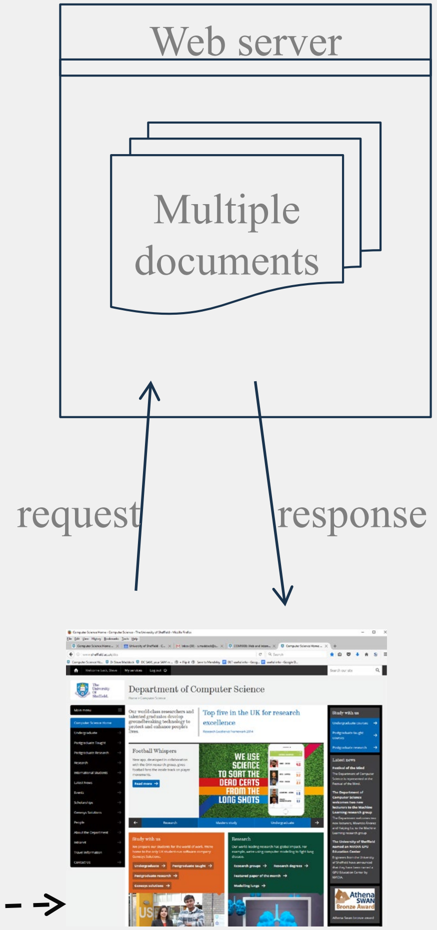
- Hand coding
  - HTML, CSS, JavaScript, PHP, MySQL, …
- Website creation software
  - Template-based and imaging tools
  - Examples: Dreamweaver, Google sites
- Content management system
  - Manage content, support collaboration and give access control
  - Database-driven process
  - WordPress, Drupal, Joomla!
- Web application framework
  - Development of dynamic websites, applications and Web services
  - Ruby on Rails (RoR), Drupal, Joomla!

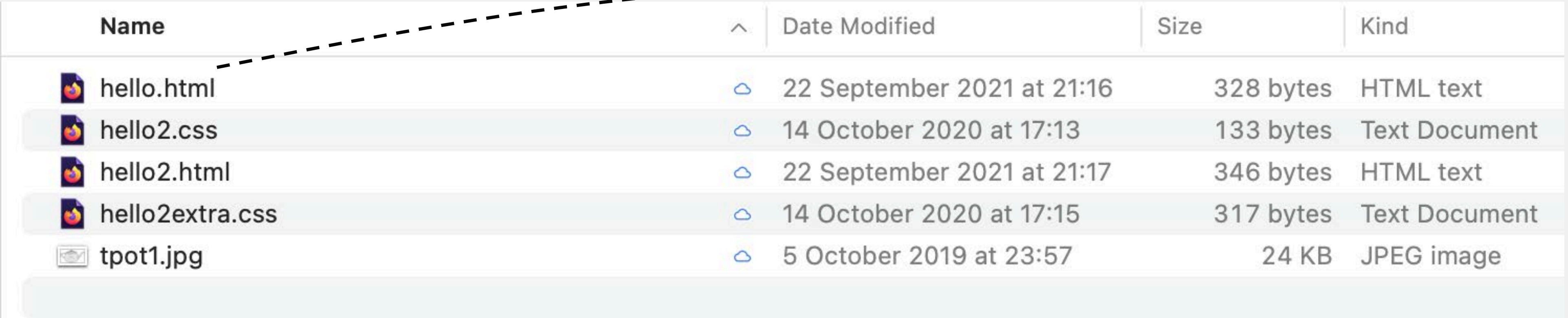

C:\Tmp\a1.html - Notepad++
File Edit Search View Encoding Language Setti
a1.html

```
<!DOCTYPE html>
<html lang="en">
```

# Working locally

- Earlier slide showed the idea of a web server and client browser
  - Browser (client) makes a request for a ‘document’ (a html file stored on the server)
  - Server responds with relevant document
  - Browser displays the html document
- We can also use load a local file by dragging the file into the browser window – no need for a server





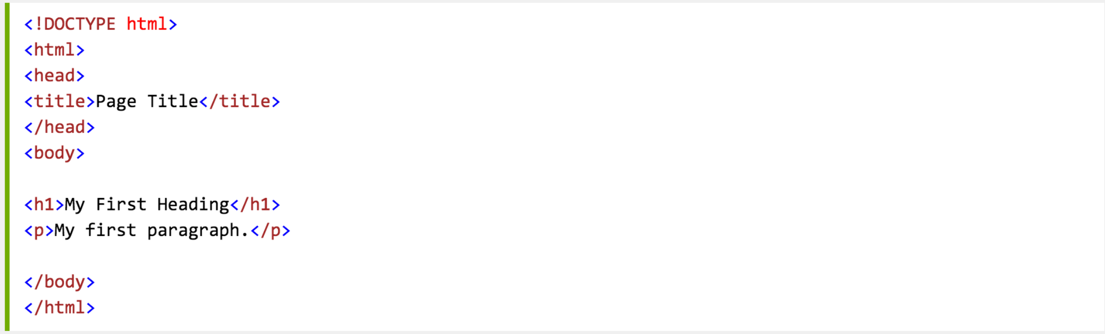
| Name | Date Modified | Size | Kind |
|---|---|---|---|
| hello.html | 22 September 2021 at 21:16 | 328 bytes | HTML text |
| hello2.css | 14 October 2020 at 17:13 | 133 bytes | Text Document |
| hello2.html | 22 September 2021 at 21:17 | 346 bytes | HTML text |
| hello2extra.css | 14 October 2020 at 17:15 | 317 bytes | Text Document |
| tpot1.jpg | 5 October 2019 at 23:57 | 24 KB | JPEG image |

# HTML

# What is HTML?

- HTML is a markup language for describing web documents (web pages).
    - HTML stands for Hyper Text Markup Language
    - A markup language is a set of markup tags

A small HTML document:



```
<!DOCTYPE html>
<html>
<head>
<title>Page Title</title>
</head>
<body>

<h1>My First Heading</h1>
<p>My first paragraph.</p>

</body>
</html>
```

# Where is HTML used?

- HTML is used to build most of the web pages you see on the web

- And also some mobile apps!

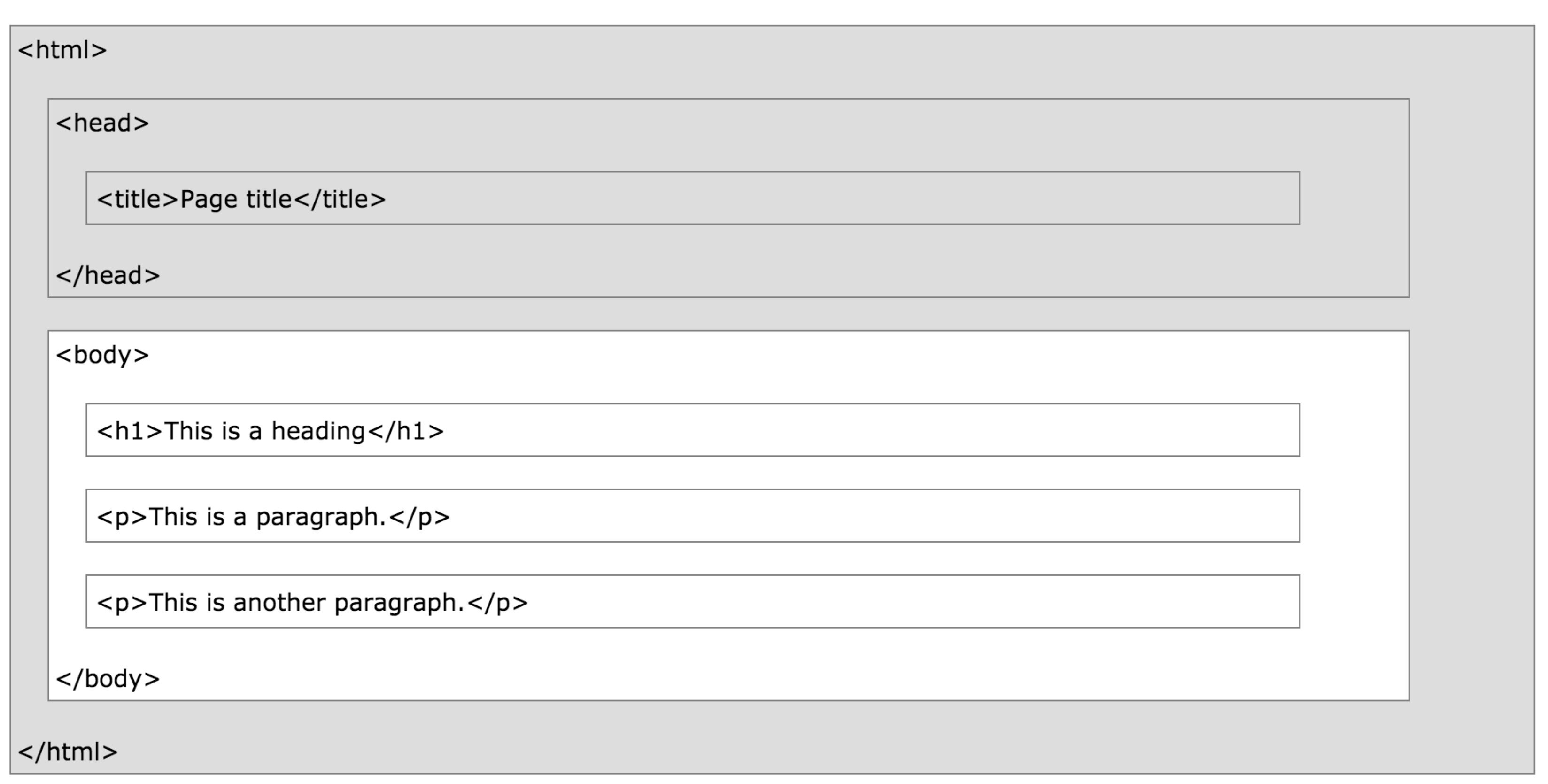
- HTML is also the language used by most Content Management Systems to build online websites
  - e.g. Wordpress

http://www.w3schools.com/html/html_intro.asp

# How does HTML work?

- HTML is read by an interpreter in a browser
  - e.g. Chrome, Safari etc
- The code is read line by line
  - Instructions for the interpreter
- HTML tells the interpreter how to show the content that is inside the HTML tags in the browser

# How does an HTML document look?



```
<html>

  <head>

    <title>Page title</title>

  </head>

  <body>

    <h1>This is a heading</h1>

    <p>This is a paragraph.</p>

    <p>This is another paragraph.</p>

  </body>

</html>
```

http://www.w3schools.com/html/html_intro.asp

# HTML Tags

- HTML tags are keywords (tag names) surrounded by angle brackets:
  - `<tagname>    content    </tagname>`

start tag

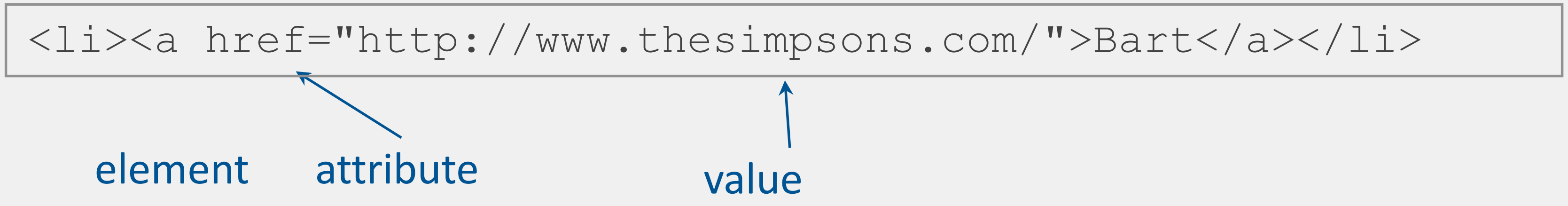
mix of text and elements

matching end tag

- Some elements might be empty (e.g. <img>)

# HTML Attributes

- Attributes are named properties of elements
- Attributes are assigned values in elements’ start tags, using an = sign



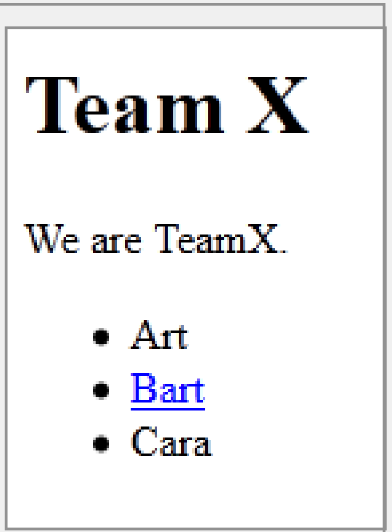
```
<li><a href="http://www.thesimpsons.com/">Bart</a></li>
```

# A sample document

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8" />
  <title>Team X</title>
</head>
<body>
  <h1>Team X</h1>
  <p>We are Team X.</p>
  <ul>
    <li>Art</li>
    <li><a href="http://www.thesimpsons.com/">Bart</a></li>
    <li>Cara</li>
  </ul>
</body>

</html>
```



# Team X

We are Team X.

- Art
- Bart
- Cara

# A sample document

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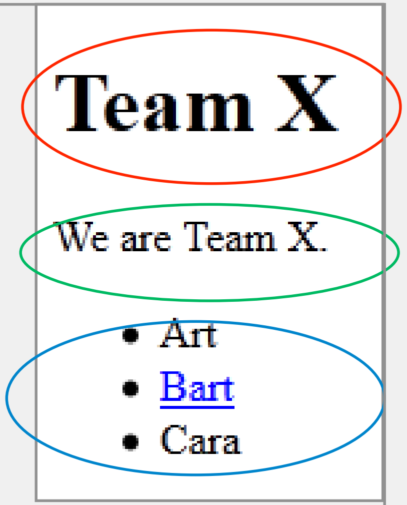


# Team X

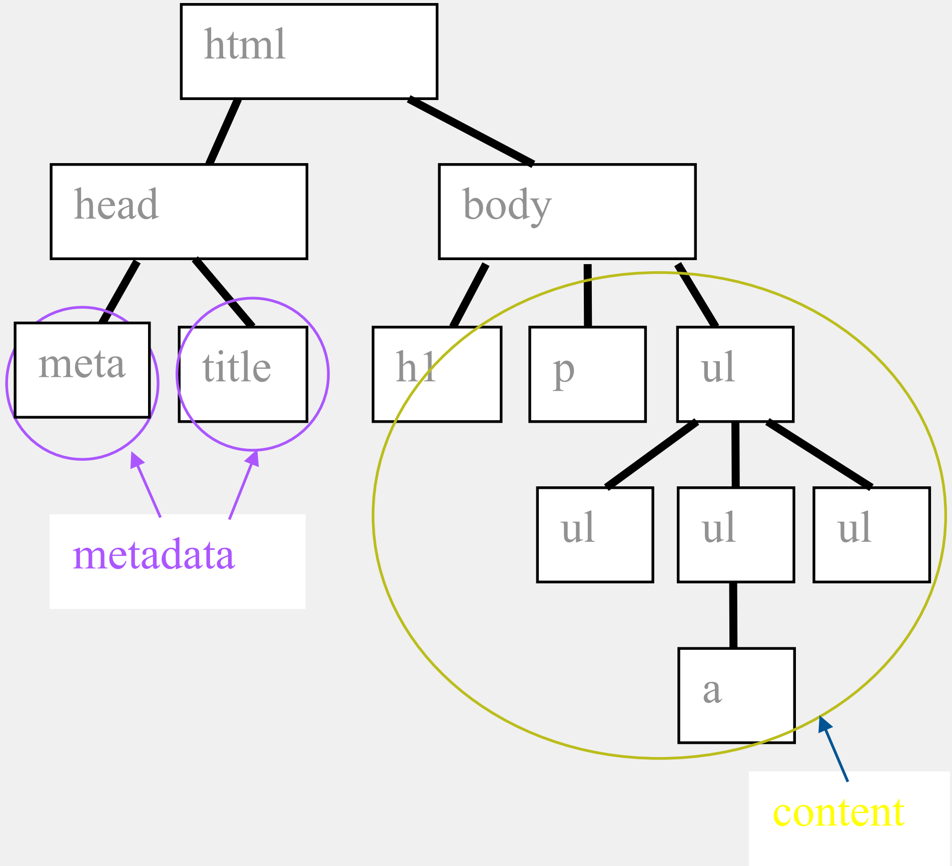
We are Team X.

- Art
- Bart
- Cara

# HTML markup - a closer look

- The DOCTYPE declaration defines the document type to be HTML
- The text between <html> and </html> describes an HTML document
- The text between <head> and </head> provides information about the document
  - metadata and declaration of files (e.g. style and javascript files)
- The text between <title> and </title> provides a title for the document
  - the title is what you see in the window’s bar
- The text between <body> and </body> describes the visible page content
  - The text between <h1> and </h1> describes a heading
  - The text between <p> and </p> describes a paragraph
- Using this description, a web browser can display a document with a heading and a paragraph.
- HTML describes the structure of a document.

# A sample document



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<body>
  <h1>Team X</h1>
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  <ul>
    <li>Art</li>
    <li><a
href="http://www.thesimpso
ns.com/">Bart</a></li>
    <li>Cara</li>
  </ul>
</body>

</html>
```

# Doctype and language

- Specifying the doctype triggers browsers that need it to operate in html standards mode

  <!DOCTYPE html>

- The root level of the document is the html element

  - The html element has a language attribute

    en = English - <html lang="en">

# Document Head

- The content of the head element is not rendered in the browser window
- The title element is compulsory and is displayed in the title bar
- The meta element provides a general-purpose mechanism for adding metadata to HTML documents

```
<meta charset="utf-8" />
```

http://en.wikipedia.org/wiki/UTF-8

# Charset

- Charset is an attribute of a meta tag to define the document's character encoding
  - Security risk of not setting it
- Must be in first 512  bytes
- Multibyte character encoding for Unicode.

```
<meta charset="utf-8" />
```

# Other metadata

- Other metadata elements use name and content attributes

```
<head>
  <meta charset="utf-8" />
  <title>Team X</title>
  <link rel="stylesheet" href="teamx1.css" />
  <meta name="author" content="Steve Maddock" />
  <meta name="description" content="Team X web site for COM3517” />
  <meta name="keywords" content="Team X, sports" />
</head>
```

# Other elements in <head>

- Other elements
  - link – stylesheets (see later)
  - script – JavaScript (see a later lecture)

```
<head>
  <meta charset="utf-8" />
  <title>Team X</title>
  <link rel="stylesheet" href="teamx1.css" />
  <meta name="author" content="Steve Maddock" />
  <meta name="description" content="Team X web site for COM3517” />
  <meta name="keywords" content="Team X, sports" />
</head>
```

# The body of an HTML document

- The document body contains all the main content of the document
  - What will be displayed on screen
  - It is contained inside the <html> tag
    - At the same level as <head>

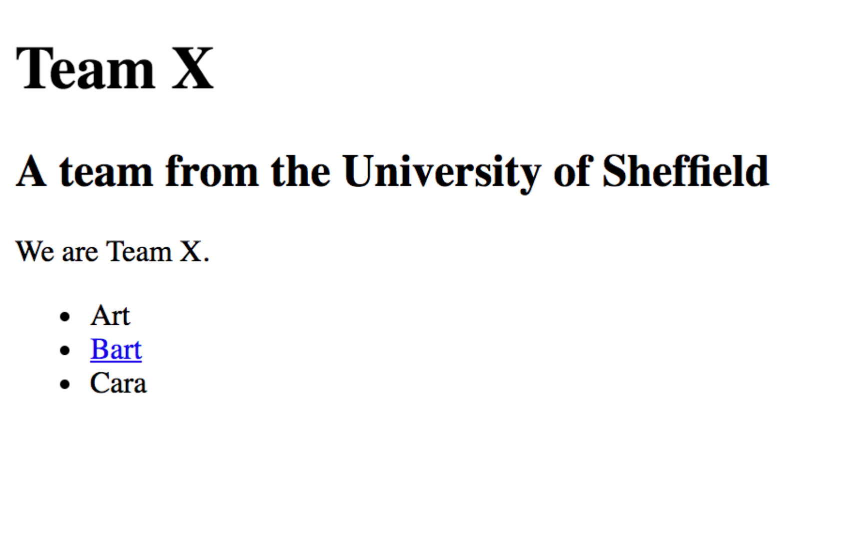
# The body of an HTML document - example

```
<body>
  <h1>Team X</h1>
  <p>We are Team X.</p>
  <ul>
    <li>Art</li>
    <li><a href="http://www.thesimpsons.com/">Bart</a></li>
    <li>Cara</li>
  </ul>
</body>
```

# Headings

- HTML defines six level of headings in descending order of importance
  - `h1,h2,h3,h4,h5,h6`
- The heading element includes predefined formatting
  - Font change
  - Paragraph break
  - Space before and after

# Headings – H1 example



**Team X**

**A team from the University of Sheffield**

We are Team X.

- Art
- Bart
- Cara

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="utf-8" />
  <title>Team X</title>
</head>
<body>
  <h1>Team X</h1>
  <h2>A team from the University of Sheffield</h2>
  <p>We are Team X.</p>
  <ul>
    <li>Art</li>
    <li><a href="http://www.thesimpsons.com/">Bart</a></li>
    <li>Cara</li>
  </ul>
</body>
</html>
```

# Other textual elements

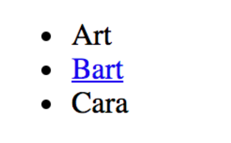
- Paragraph <p>
- Line break <br>

# Lists

- HTML defines three types of lists
  - **unordered list <ul>**— group of related items in no particular order
  - **ordered list <ol>** — group of related items in a particular order
  - **Description list <dl>** — group of name/value pairs

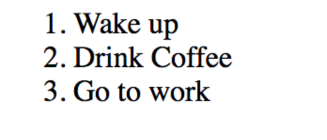
# Lists - examples

```
<ul>
 <li>Art</li>
 <li><a href="http://www.thesimpsons.com/">Bart</a></li>
 <li>Cara</li>
</ul>
```



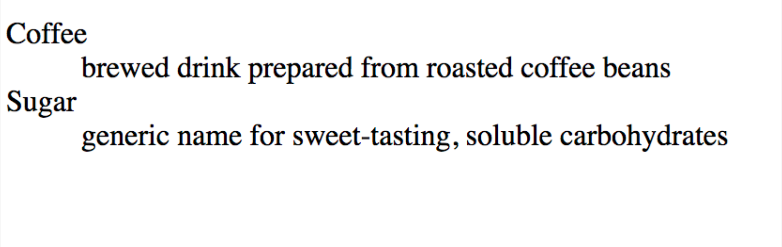
- Art
- Bart
- Cara

```
<ol>
 <li>Wake up</li>
 <li>Drink Coffee</li>
 <li>Go to work</li>
</ol>
```



1. Wake up
2. Drink Coffee
3. Go to work

```
<dl>
  <dt>Coffee</dt>
  <dd>brewed drink prepared from roasted coffee beans</dd>
  <dt>Sugar</dt>
  <dd>generic name for sweet-tasting, soluble carbohydrates</dd>
 </dl>
```



Coffee
    brewed drink prepared from roasted coffee beans
Sugar
    generic name for sweet-tasting, soluble carbohydrates

# Hyperlinks

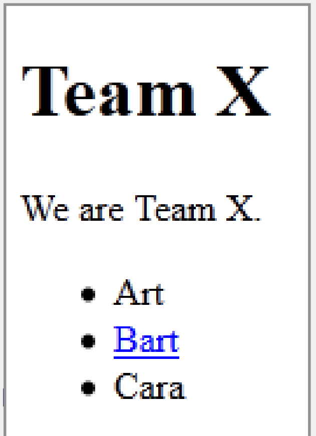
- Hyperlinks link a source and a destination

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

- Default display: blue and underlined
- Once visited: purple and underlined

# Hyperlinks example

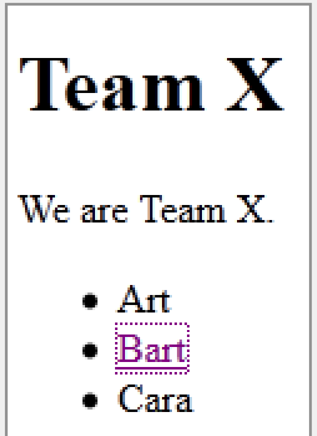
```
<body>
  <h1>Team X</h1>
  <p>We are Team X.</p>
  <ul>
    <li>Art</li>
    <li><a href="http://www.thesimpsons.com/">Bart</a></li>
    <li>Cara</li>
  </ul>
</body>
```



# Team X

We are Team X.

- Art
- Bart
- Cara



# Team X

We are Team X.

- Art
- Bart
- Cara

# Anchors

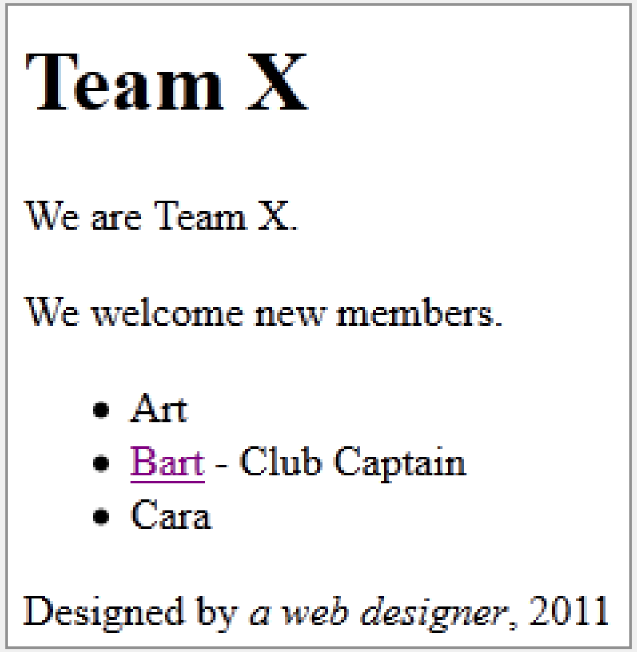
- Anchors (or bookmarks) allow readers to jump to specific parts of a Web pag
  1. Create an anchor:
     <h1 id="Top">Team X</h1>
  2. Link to the anchor:
     <a href="#Top">Go to the top</a>
  3. When the user clicks the link, the page will scroll to the location
- You can create a link to an anchor in an external page

```
<a href="../feedback.html#Comments">Send a comment</a>
```

# Block and inline elements

- How does the browser know when to start a new line?

```
<body>
  <h1>Team X</h1>
  <p>We are Team X.</p>
  <p>We welcome new members.</p>
  <ul>
    <li>Art</li>
    <li><a
href="http://www.thesimpsons.com
/">Bart</a> - Club Captain</li>
    <li>Cara</li>
  </ul>
  <p>Designed by <em>a web
designer</em>, 2011</p>
</body>
```



# Team X

We are Team X.

We welcome new members.

- Art
- Bart - Club Captain
- Cara

Designed by *a web designer*, 2011

# Block elements

- Begin on new lines
- Can contain other block and inline elements
- Examples: p, div, ul, li, table, h1, h2, h3, h4, h5, h6

# Inline elements

- Do NOT begin on new lines
- Can contain other inline elements or data
- Examples: a, img, span, em, strong, code, b, i, big, small, cite

# Images

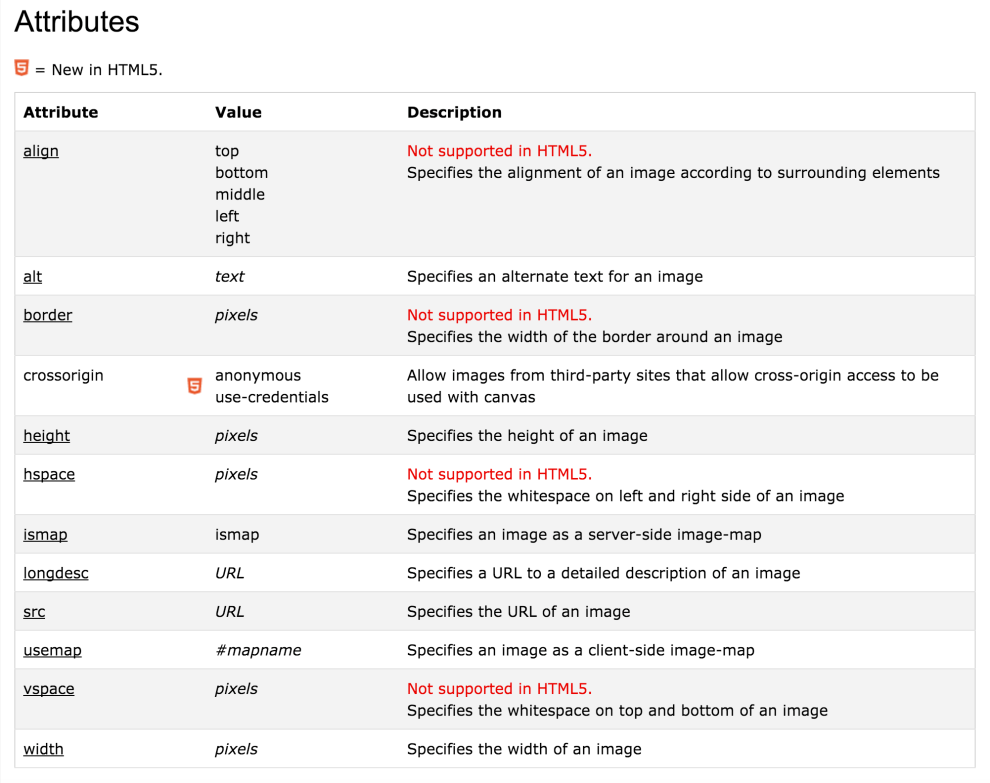
- To insert an image, use

```
<img src="smiley.gif" alt="Smiley face" height="42" width=“42">
```

- The <img> tag has two required attributes:
  - src: the image file
  - alt: the text to present if the image is not available or for accessibility reasons

# Images attributes

- The <img> tag supports several attributes for formatting images
  - Not all of them might work perfectly
  - Especially alignment
  - Height and width can be used but they do not scale the image, just set a size so they might distort it



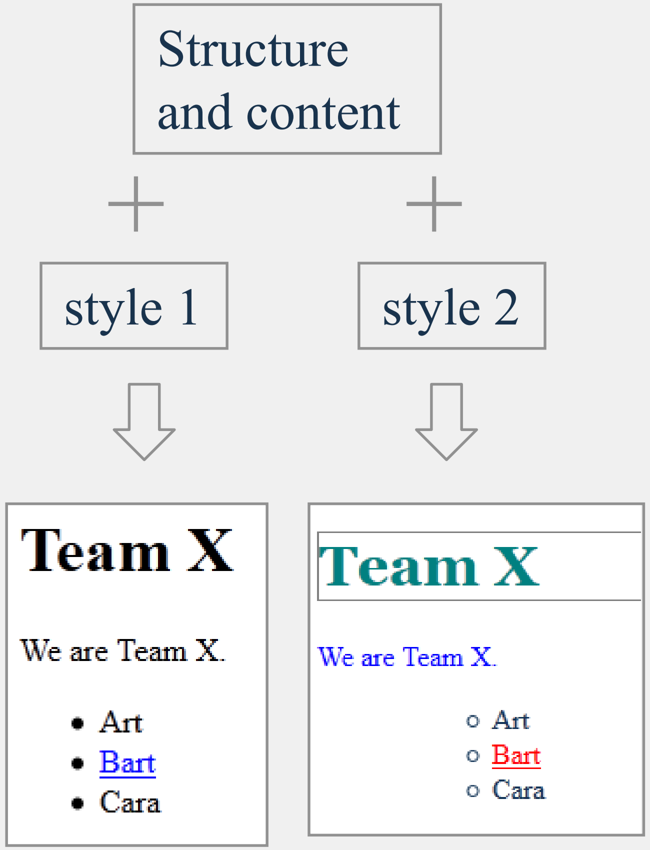
## Attributes

5 = New in HTML5.

| Attribute | Value | Description |
|---|---|---|
| align | top<br>bottom<br>middle<br>left<br>right | Not supported in HTML5.<br>Specifies the alignment of an image according to surrounding elements |
| alt | *text* | Specifies an alternate text for an image |
| border | *pixels* | Not supported in HTML5.<br>Specifies the width of the border around an image |
| crossorigin 5 | anonymous<br>use-credentials | Allow images from third-party sites that allow cross-origin access to be used with canvas |
| height | *pixels* | Specifies the height of an image |
| hspace | *pixels* | Not supported in HTML5.<br>Specifies the whitespace on left and right side of an image |
| ismap | ismap | Specifies an image as a server-side image-map |
| longdesc | *URL* | Specifies a URL to a detailed description of an image |
| src | *URL* | Specifies the URL of an image |
| usemap | *#mapname* | Specifies an image as a client-side image-map |
| vspace | *pixels* | Not supported in HTML5.<br>Specifies the whitespace on top and bottom of an image |
| width | *pixels* | Specifies the width of an image |

# HOW DO WE STYLE A WEB PAGE?

# Structure and content + style



Structure and content

+ style 1

+ style 2

Team X

We are Team X.

- Art
- Bart
- Cara

Team X

We are Team X.

- Art
- Bart
- Cara

# Styling in older HTML

- In the past the style of each element was declared within the element itself
  - e.g. you could declare:

    <center>This text will be center-aligned.</center>
  - many of them were tags in themselves
  - However this was not good

    you may want to have different elements formatted in the same way

    multiple declarations bring to errors

NO LONGER SUPPORTED!!!

# Styling using CSS

- CSS defines the standard styling (e.g. formatting) for the **types of elements** based on:
  - their type (e.g. <h1>)
  - their identity (e.g. <h1 id="myId">)
  - their position in the document(ul li div - a div contained in a list)

# 12. A

```
<!DOCTYPE html>
<html lang="en">

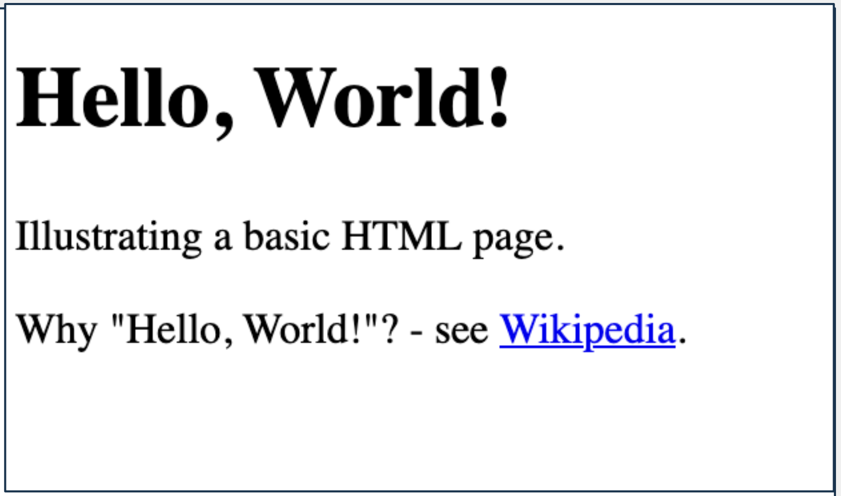
<head>
  <meta charset="utf-8">
  <title>Hello World</title>
</head>

<body>
  <h1>Hello, World!</h1>
  <p>Illustrating a basic HTML page.</p>

  <p>Why "Hello, World!"? - see <a
href="https://en.wikipedia.org/wiki/Hello_World_(disambiguat
ion)">Wikipedia</a>.</p>

</body>

</html>
```



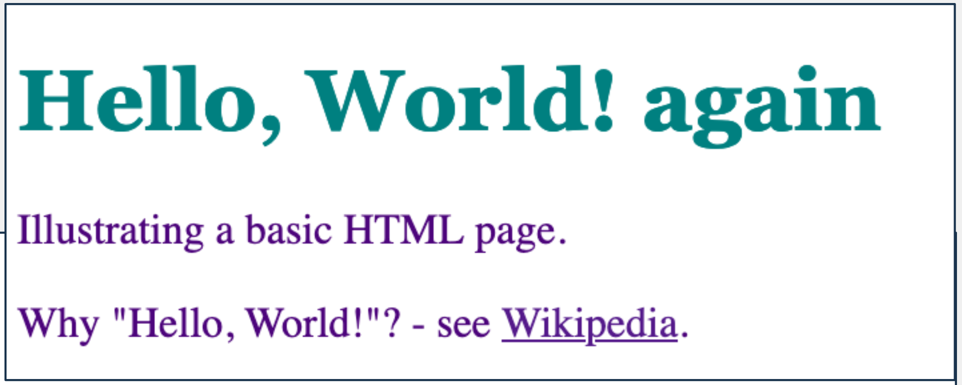
# Hello, World!

Illustrating a basic HTML page.

Why "Hello, World!"? - see Wikipedia.

Link: html file

# Example 1



# Hello, World! again

Illustrating a basic HTML page.

Why "Hello, World!"? - see Wikipedia.

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <title>Hello World 2</title>
  <link rel="stylesheet" href="hello2.css">
</head>
<body>
  <h1>Hello, World!</h1>
  <p>Illustrating a basic HT
  <p>...
</body>

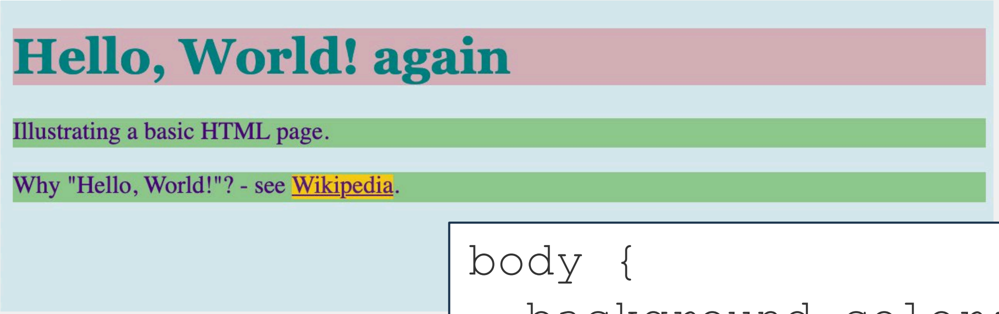
</html>
```

```
h1 {
  color: teal;
  font-family: Georgia, serif;
  font-size: 2em;
}

p {
  color: rgb(77, 5, 124);
}
```

Link: html file, css file

# Example 2



Hello, World! again

Illustrating a basic HTML page.

Why "Hello, World!"? - see Wikipedia.

```
body {
  background-color: rgb(214, 233, 238);
}
h1 {
  color: teal;
  font-family: Georgia, serif;
  font-size: 2em;
  background-color: rgb(212, 175, 184);
}
p {
  color: rgb(77, 5, 124);
  background-color: rgb(142, 200, 140);
}
a {
  background-color: rgb(245, 203, 19);
}
```

# In Summary

- Today we have looked at:
  - The structure of a web page
  - How to create an HTML page

    Main HTML tags
- Next week we will look at
  - CSS
  - More HTML

# APPENDIX

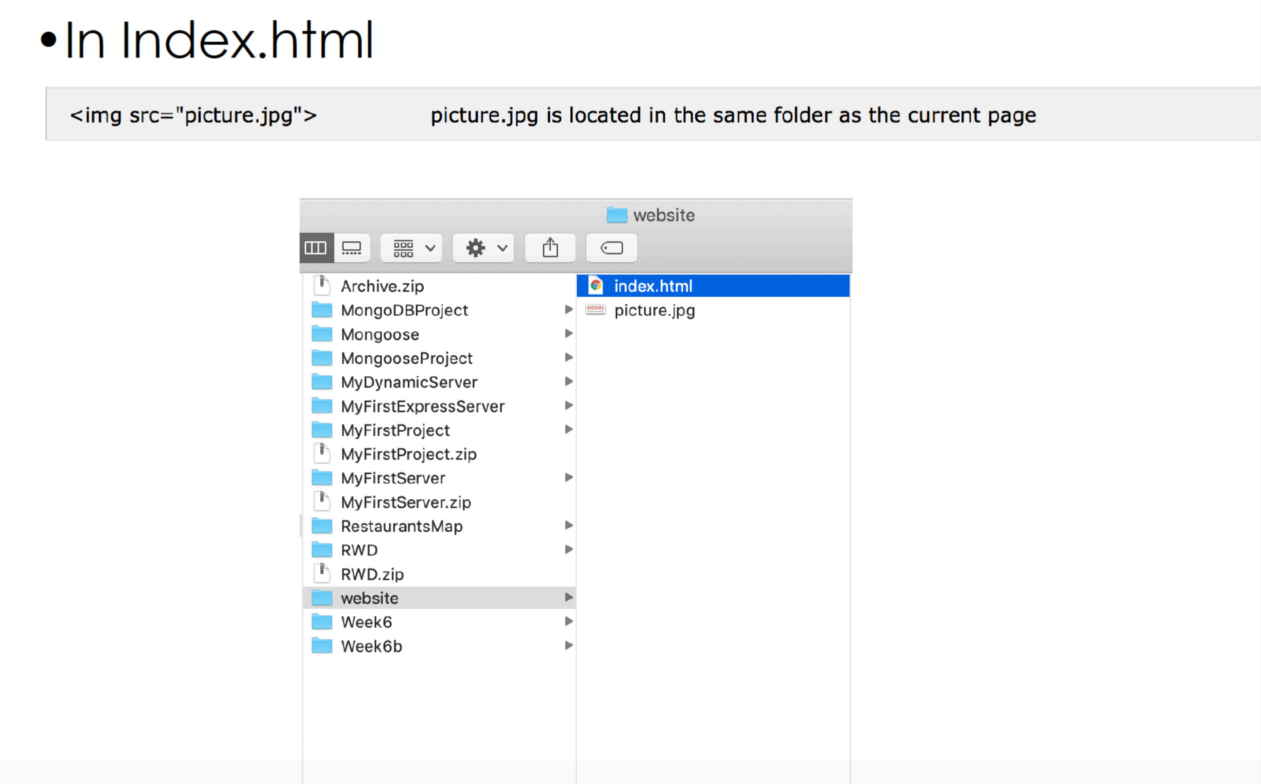
# PATHS AND WEBSITES/WEBAPPS ORGANISATION

# Website/Webapp organisation

- Pages and resources in a website are organised in folders
- They can refer to each other (e.g. in a link) via either:
  - an absolute path

    https://mydomain.org/js/jav.js (not suggested unless external)
  - a relative path
    - that allows navigating the filesystem:
    - Similar to Uni/Linux filesystem
    - Useful because can easily move whole Web site to a different host machine, as the links are relative

# Paths - file in same folder



- In Index.html

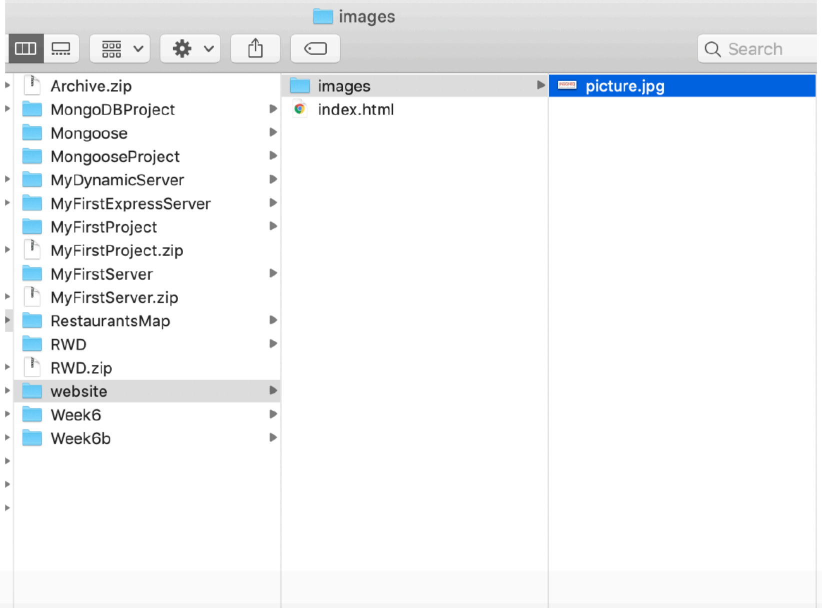
| | |
|---|---|
| <img src="picture.jpg"> | picture.jpg is located in the same folder as the current page |

# Paths - in different folders

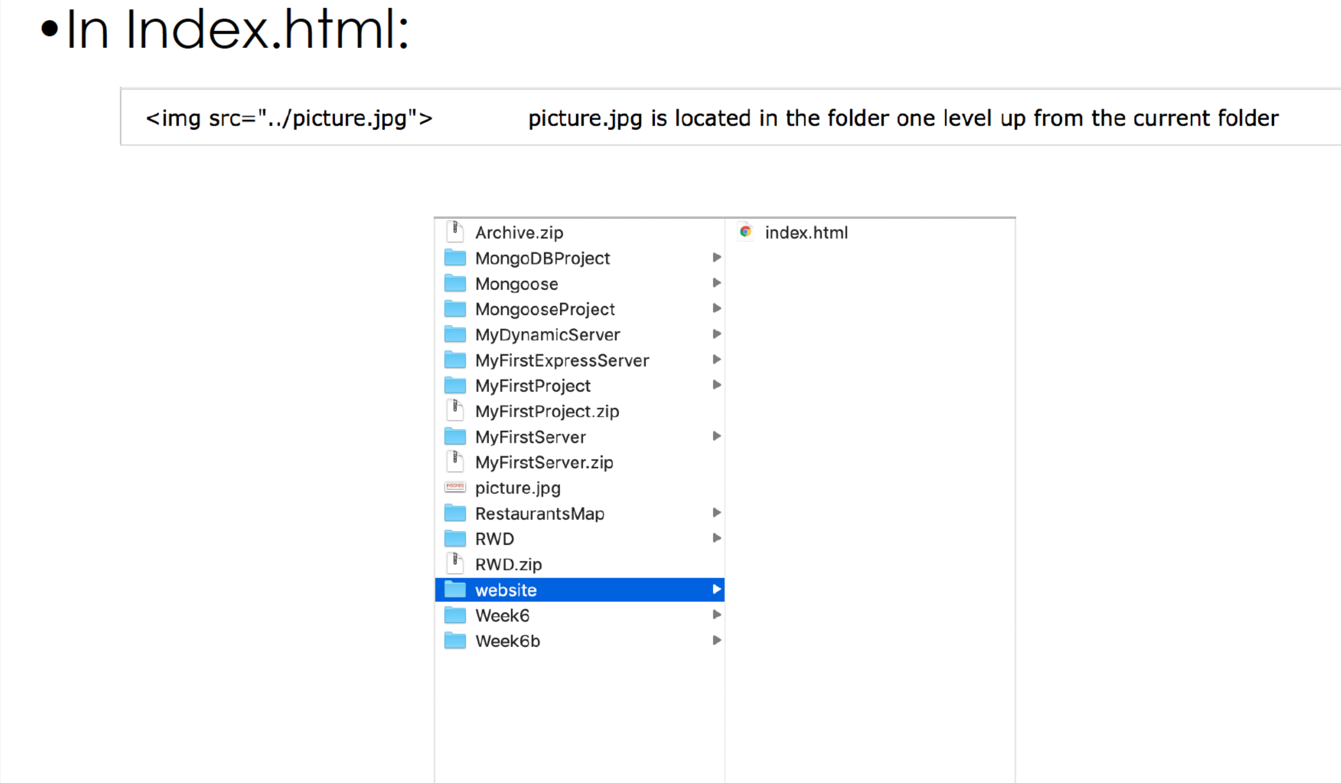
- In Index.html:

```
<img src="images/picture.jpg">
```

picture.jpg is located in the images folder in the current folder



# Paths - in upper folder

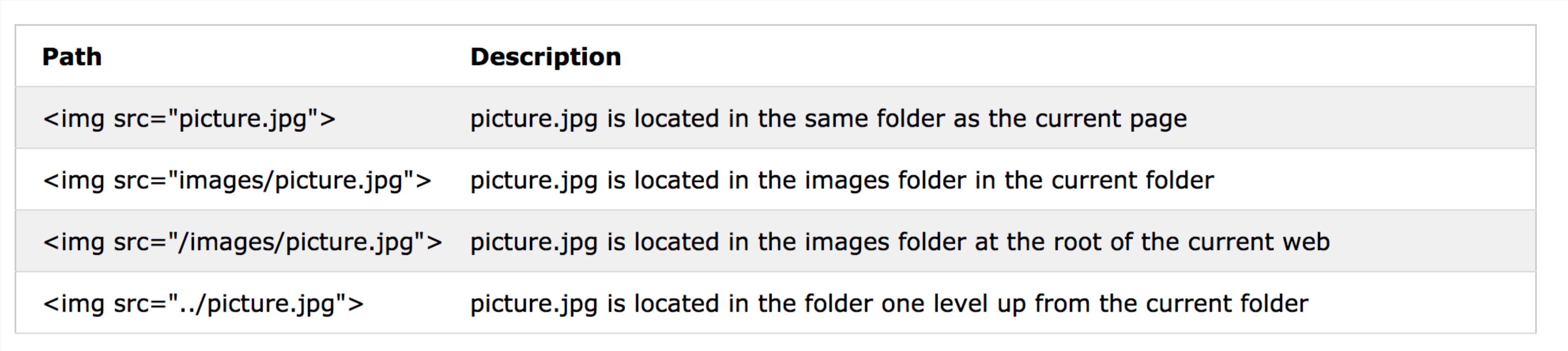


- In Index.html:

| | |
|---|---|
| `<img src="../picture.jpg">` | picture.jpg is located in the folder one level up from the current folder |

```
Archive.zip                 index.html
MongoDBProject
Mongoose
MongooseProject
MyDynamicServer
MyFirstExpressServer
MyFirstProject
MyFirstProject.zip
MyFirstServer
MyFirstServer.zip
picture.jpg
RestaurantsMap
RWD
RWD.zip
website
Week6
Week6b
```

# Paths - as  file system



| Path | Description |
|---|---|
| <img src="picture.jpg"> | picture.jpg is located in the same folder as the current page |
| <img src="images/picture.jpg"> | picture.jpg is located in the images folder in the current folder |
| <img src="/images/picture.jpg"> | picture.jpg is located in the images folder at the root of the current web |
| <img src="../picture.jpg"> | picture.jpg is located in the folder one level up from the current folder |