Introduction to Web Design

Lecture 2

HTML Attributes

- HTML elements can have **attributes**
- Attributes provide **additional information** about an element
- Attributes are always specified in **the start tag**

➢ **The lang Attribute**
- The document language can be declared in the <html> tag.
- The language is declared in the **lang** attribute.
- Declaring a language is important for accessibility applications (screen readers) and search engines.
- `<html` lang="en-US"`>`

➢ **The href Attribute**
- HTML links are defined with the **<a>** tag. The link address is specified in the **href** attribute.
  ```
  <a href="https://www.google.com">This is a link</a>
  ```

➢ **The Size Attributes**
- HTML images are defined with the **<img>** tag.
- The filename of the source **(src)**, and the size of the image (**width)** and **height**) are all provided as attributes

➢ **The alt Attribute**
- The **alt** attribute specifies an alternative text to be used, when an HTML element cannot be displayed .

```
<!DOCTYPE html>
<html lang="en-US">
<body>

<img src="uh.jpg" alt="Not Found Image" width="104" height="142">

</body>
</html>
```

➢ **HTML Headings**
- Headings are important in HTML document
- Headings are defined with the <h1> to <h6> tags.
- <h1> defines the most important heading. <h6> defines the least important heading.

➢ **Headings Are Important**
- Use HTML headings for headings only. Don't use headings to make text **BIG** or **bold**.
- Search engines use your headings to index the structure and content of your web pages.

➢ **The HTML <head> Element**
- The HTML **<head>** element has nothing to do with HTML headings.
- The HTML **<head>** element contains **meta data**. Meta data are not displayed.
- **Meta data** means data about data. HTML meta data is data about the HTML document.
- The HTML <head> element is placed between the <html> tag and the <body> tag.

```html
<html>
<head>
  <title>My First HTML</title>
  <meta charset="UTF-8">
</head>
<body>

</body>
</html>
```

- ➢ **The HTML <title> Element**
  - ▪ The HTML **<title>** element is meta data. It defines the HTML document's title.
  - ▪ The title will not be displayed in the document, but might be displayed in the browser tab

- ➢ **HTML Line Breaks**
  - ▪ The HTML **
** element defines a **line break**.
  - ▪ Use **
** if you want a line break (a new line) without starting a new paragraph

    `<p>This is<br>a para<br>graph with line breaks</p>`

- ➢ **The HTML <pre> Element**
  - ▪ The HTML **<pre>** element defines preformatted text.
  - ▪ The text inside a **<pre>** element is displayed in a fixed-width font (usually Courier), and it preserves both spaces and line breaks

```
<!doctype html>
<html lang="en-US">
    <head>
        <title>My Page </title>
         <meta charset="utf-8">
     </head>
     <body>
<pre>
Text in a pre element
is displayed in a fixed-width
font, and it preserves
both       spaces and
line breaks
</pre>
</body>
</html>
```
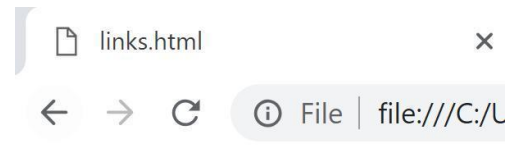
```
Text in a pre element
is displayed in a fixed-width
font, and it preserves
both       spaces and
line breaks
```

➤ HTML Styles

```
<!DOCTYPE html>
<html>
<body>

<h2 style="color:red">I am Red</h2>
<h2 style="color:blue">I am Blue</h2>

</body>
</html>
```

➤ HTML Styling

- Every HTML element has a **default style** (background color is white and text color is black).
- Changing the default style of an HTML element, can be done with the **style attribute**.
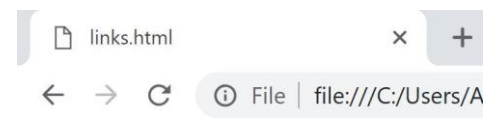
```
<!DOCTYPE html>
<html>
<body style="background-color:lightgreen">
  <h1>This is a heading</h1>
  <p>This is a paragraph.</p>
</body>
</html>
```

➤ HTML Text Color

The **color** property defines the text color to be used for an HTML element:

```
<!DOCTYPE html>
<html>
<body>
  <h1 style="color:blue">This is a heading</h1>
  <p style="color:red">This is a paragraph.</p>
</body>
</html>
```

➢ HTML Fonts
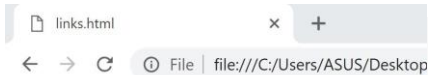
The **font-family** property defines the font to be used for an HTML element

```
<!DOCTYPE html>
<html>
<body>
  <h1 style="font-family:verdana">This is a heading</h1>
  <p style="font-family:courier">This is a paragraph.</p>
</body>
</html>
```

This is a heading

This is a paragraph.

➢ HTML Text Size

The **font-size** property defines the text size to be used for an HTML element
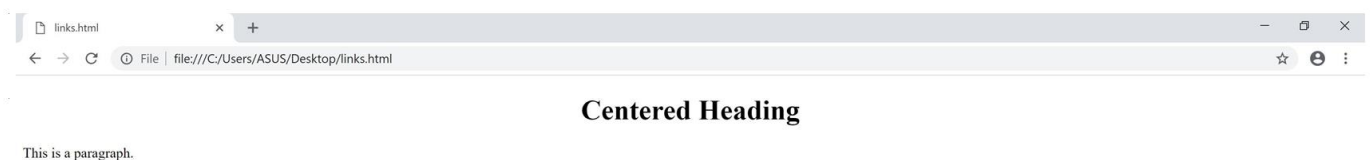
This is a heading

This is a paragraph.

```
00%">This is a heading</h1>
0%">This is a paragraph.</p>
```

➢ HTML Text Alignment

The **text-align** property defines the horizontal text alignment for an HTML element

```
<!DOCTYPE html>
<html>
<body>
  <h1 style="text-align:center">Centered Heading</h1>
  <p>This is a paragraph.</p>
</body>
</html>
```
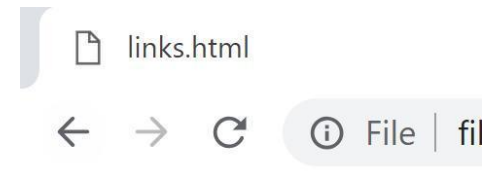
Centered Heading

This is a paragraph.

➢ HTML Formatting

- HTML Text Formatting Elements :
- HTML uses elements like **<b>** and **<i>** for formatting output, like

bold or **italic** text.

```
<!DOCTYPE html>
<html>
<body>
  <p>This text is normal.</p>

<p><b>This text is bold</b>.</p>
</body>
</html>
```
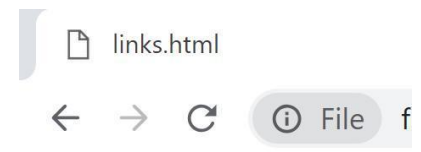
links.html

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This text is normal.

This text is bold.

- The HTML <strong> element defines strong text, with added semantic "strong" importance.

```
<!DOCTYPE html>
<html>
<body>
<p>This text is normal.</p>

<p><strong>This text is strong</strong>.</p>
</body>
</html>
```
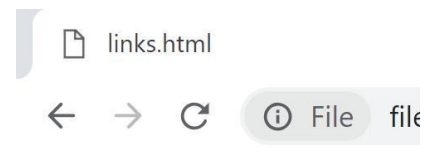
links.html

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This text is normal.

This text is strong.

➢ HTML Italic and Emphasized Formatting

The HTML **<i>** element defines *italic* text, without any extra importance.

```
<!DOCTYPE html>
<html>
<body>
<p>This text is normal.</p>

<p><i>This text is italic</i>.</p>
</body>
</html>
```

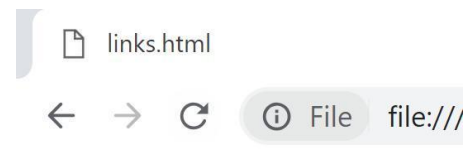links.html

This text is normal.

This text is italic.

The HTML <em> element defines emphasized text, with added semantic importance

```
<!DOCTYPE html>
<html>
<body>
<p>This text is normal.</p>

<p><em>This text is emphasized</em>.</p>
</body>
</html>
```

links.html

This text is normal.

This text is emphasized.