

A BRIEF INTRODUCTION

Markup Language



Text that references other text

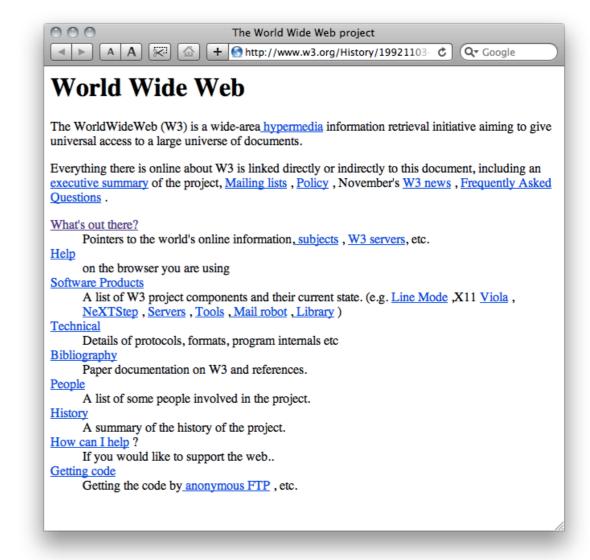
Markup Language



first ever website address

http://info.cern.ch/hypertext/WWW/TheProject.html

Markup Language



Markup Language

annotate text in different format of the text

Markup

Copyediting: list of iffustrations MS ed.: and list of iffus.

THE LIST OF ILLUSTRATIONS : Preparing

11.44 A task often falling to the manuscript editor (but more properly done by the author) is preparing the list of illustrations. Not every illustrated book requires such a list, of course. The criterion is: Are the illustrations of interest apart from the text they illustrate? For a scientific monograph on interstellar particles, illustrated largely by graphs, the answer is obviously no. For a book on Roman architecture, illustrated by photographs of ancient buildings, the answer is obviously yes. For some other illustrated books, the answer may not be so easy to give, and the author and editor must decide whether the list of illustrations : when to is worth the space it will take.

ine Pude

11.45

of illus.

Preparing the list. The list of illustrations follows the table of contents, normally on a new recto page, and is headed simply Illustrations. (The list of tables, if there is one, follows on another recto page.) Headline style (important words capitalized) is usually employed for the identifying titles. If illustrations are of more than one type, they are listed by category, as Plates, Figures, Maps, etc., and by number if numbers are used in the text (see 11.30, also fig. 11.3). For figures and maps that print with the text (and hence have folios assigned to them, whether or not the folios are actually expressed on the page) page numbers are ; in like given (000 in the copy as first prepared). For plates and for maps printed separately, another type of location is given. If plates are to be inserted in groups of four or more pages at one location, each group is listed under the tag Following page 000 when copy is prepared. If they are to be inserted in the text two pages at a time (each page of plates accordingly lying opposite a text page), the location is given as facing page 000. Needless to say, each 000 is changed to a real number once page proofs are out and page numbers are known.

11.46

Editing captions It should be remembered that the list of illustrations is a list, not a reprinting of the captions and legends. If the captions are short and adequately identify the subjects of the pictures, they may do double duty in the list of illustrations. Long captions, however, should be shortened, and discursive legends should never be used A picture: here. Remember too that readers do not have the illustrations in front of them as they scan the list, so a cryptic, "cute," or allusive caption is of no use to them in identifying the subject of an illustration. Such captions should be rewritten for use in the list of illustrations.

of illus

Fig. 18.1. Type proof of three paragraphs from an earlier chapter in this manual, marked for indexing (for explanation of marking see text, 18.34–36).

Markup Language

```
<recipe>
  <title> Toast </title>
  <ingredientlist>
      <ingredient> Butter </ingredient>
      <ingredient> 2 slices of Bread </ingredient>
  </ingredientlist>
  preparation>
      Put bread slices in toaster.
      Set toaster to desired setting.
      Once toasted, spread butter on both slices.
  </preparation>
</recipe>
```

HTML files

- file extension .html or htm "myfirstpage.html"
- view with browser Internet Explorer, Firefox, Safari
- can be local (on computer)
- online (on website)

TRY IT

- Open Dreamweaver, create new HTML file
- Use CODE view in Dreamweaver
- Type something just AFTER <body>
- » Save the file (File/Save as...) into a New Folder
- Open your file in a web browser (Safari)

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
<title>My Page Title</title>
</head>

<body>
Text goes here
</body>
</html>
```

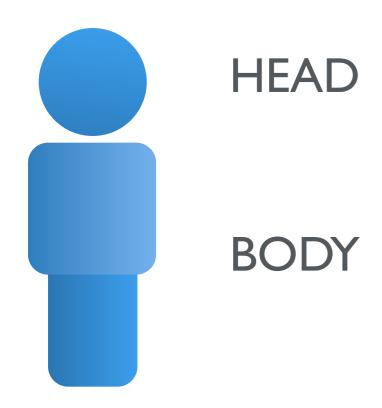
ANATOMY

ANATOMY OF A WEB PAGE

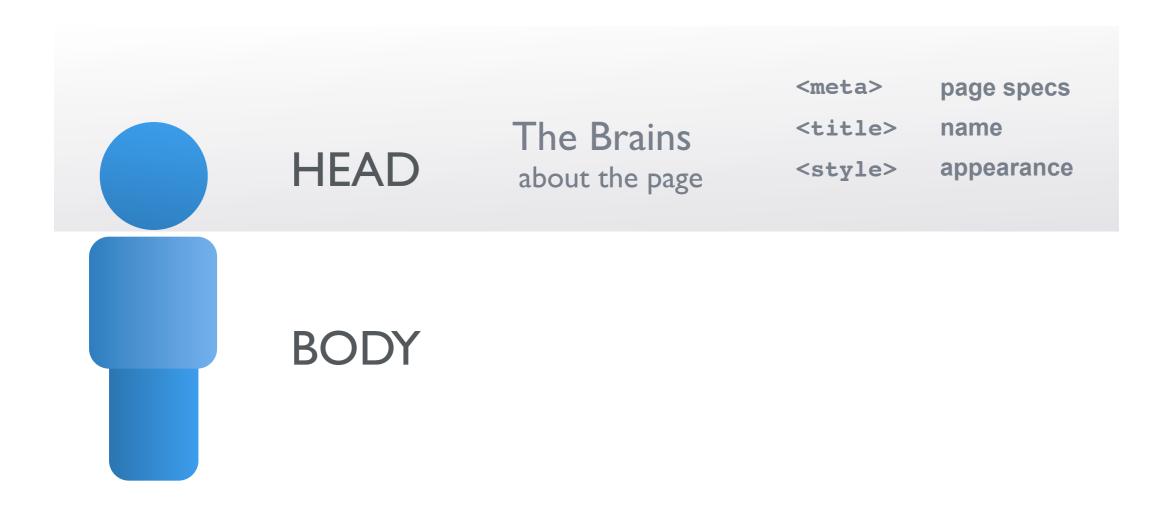
ANATOMY of a Web Page



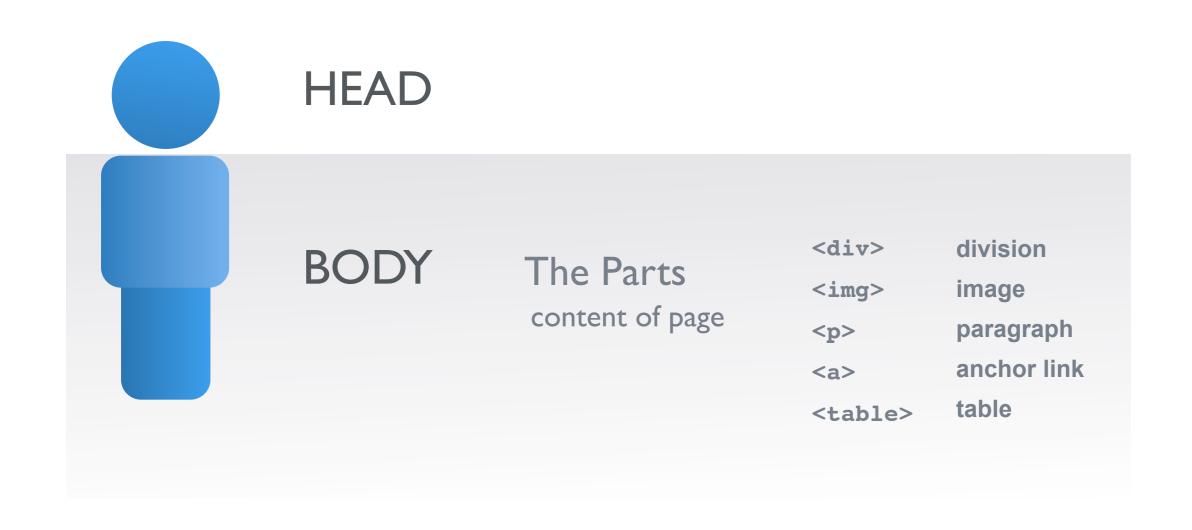
Colour
Image
Text
Layout
Size



ANATOMY OF A WEB PAGE



ANATOMY OF A WEB PAGE



```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"</pre>
                    "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
                    <html xmlns="http://www.w3.org/1999/xhtml">
                    <head>
                    <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
                    <title>Thumb</title>
                    <style type="text/css">
                    .textStyle {
                       left: 250px;
                       top: 275px;
                       position: absolute;
                       width: 200px;
                       font-size: 11px;
                       font-family: "Lucida Grande", Verdana, Arial, sans-serif;
HEAD
                   </style>
                   </head>
                    <body bgcolor="#FFCC33"
                    <img src="images/thumb.gif" width="400" height="400" alt="thumb" />
                    <div class="textStyle">A fingerprint is an impression of the
                    friction ridges of all part of the finger. A friction ridge is a
                    raised portion of the epidermis on the palmar (palm) or digits
                    (fingers and toes) or plantar (sole) skin, consisting of one or more
                    connected ridge units of friction ridge skin. These are sometimes
                   known as "dermal ridges" or "dermal papillae".
                    Fingerprints may be deposited in natural secretions from the
                    eccrine glands present in friction ridge skin (secretions consisting
                    primarily of water) or they may be made by ink or other contaminants
                    transferred from the peaks of friction skin ridges to a relatively
                    smooth surface such as a fingerprint card. 
                    </div>
                    </body>
                   </html>
```

HEAD





</html>

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"</pre>
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
<title>Thumb</title>
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Fingerprints may be deposited in natural secretions from the
eccrine glands present in friction ridge skin (secretions consisting
primarily of water) or they may be made by ink or other contaminants
transferred from the peaks of friction skin ridges to a relatively
smooth surface such as a fingerprint card. 
</div>
</body>
```

DOCTYPE

DOCUMENT TYPE DECLARATIONS

DOCTYPE

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">



» Identifies itself

(Version of HTML)

DOCTYPE

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">



- First line of code
- Intended for browser to display content properly
- Need it when you proof or 'validate' your code

TYPE OF TAGS



HTML PAGE:

- » CONTENT
- » TAGS

Single and Paired



CONTENT

seen by user (displayed by browser)

- within tags
- text or links



PAIRED TAGS

not seen by user (code for browser)

MUST end a tag if it is started





TRY IT

In file you created, replace 'Untitled Document' with something else





SINGLE TAG

self contained, no start/end tags

```
This is my content <br/>
Hey, that was a break tag. <br/>
That was another one.
```

TAG ATTRIBUTES

- location of external items (src, href)
- style of item (width, size)
- identifier (alt, title, type)



Element Tags

- * tags are within angle brackets <>
- start tag MUST have an end tag
- some tag have attributes

Without Indent

```
<recipe>
<title> Toast </title>
<ingredientlist><ingredient> Butter </ingredient>
<ingredient> 2 slices of Bread </ingredient></ingredientlist>
<preparation>Put bread slices in toaster. Set toaster to
desired setting.Once toasted, spread butter on both slices.
Enjoy.</preparation>
</recipe>
```

Indent is good! And level with each nesting level.

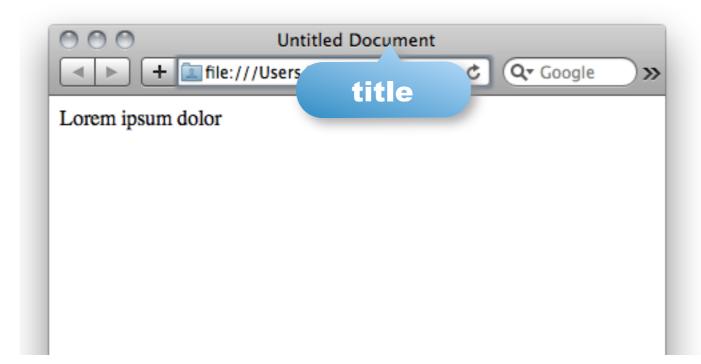
```
<recipe>
1 level
      <title> Toast </title>
indent
       <ingredientlist>
           <ingredient> Butter </ingredient>
  2 level
  indent
           <ingredient> 2 slices of Bread </ingredient>
       </ingredientlist>
       preparation>
           Put bread slices in toaster. Set toaster to desired setting.
           Once toasted, spread butter on both slices. Enjoy.
       </preparation>
     </recipe>
```

COMMON HTML TAGS

<title> sets title of document

- » in browser window
- when added to favorites
- and search-engine results

<title> Untitled Document</title>



 line break

* text after break tag goes to next line

```
This is my content. <br/>
Hey, that was a break tag.
```

This is my content.

Hey, that was a break tag.



TRY IT

In your file, add a break tag after a sentence.

This is my content.

Hey, that was a break tag.

> paragraph

formats text into paragraph with space above and below it

```
This tag is for paragraphs. Go figure.Here's another paragraph.
```

This tag is for paragraphs. Go figure.

Here's another paragraph.



TRY IT

Put your sentences within a paragraph tags.

```
This is my first sentence.
```

This is my second sentence.

 emphasis (italic)

- alternative to <i> tag, more accessible
- some screen readers use different inflection for tagged text

Make a word italic.

Make a word italic.

 strong emphasis (bold)

- alternative to tag, more accessible
- some screen readers use different inflection for tagged text

Make a word bold.

Make a word **bold**.



Add the **strong** and **em** tag to your sentences.

```
This is my <em>first</em> sentence.
This is my <strong>second</strong> sentence.
```

<h1> heading

- Text headings in various styles, <h1> to <h6>
- » puts space above and below it

```
<h1>Heading</h1>
<h2>Sub-head</h2>
Here's my paragraph.
```

Heading

Sub-head

Here's my paragraph.



Add the **h1** and **h2** tags to your code.

```
<h1>Heading</h1>
<h2>Sub-head</h2>
This is my <em>first</em> sentence.
This is my <strong>second</strong> sentence.
```

<0l> ordered list / numbered

- listed items in tag
- nested within the tags

```
     List item
     Another item
```

- 1. List item
- 2. Another item

ul> unordered list / bullet

- listed items in tag
- nested within the tags

```
    List item
    Another item
```

- List item
- Another item



Add the ul list to your code.

```
<h1>Heading</h1>
<h2>Sub-head</h2>
This is my <em>first</em> sentence.
This is my <strong>second</strong> sentence.

List item
Another item
```

tables

- organize content with rows, columns
- rows and columns are nested within the tags

```
        Row 1, cell 1
        1
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```

Row 1, cell 1 Row 1, cell 2 Row 2, cell 1 Row 2, cell 2



Add a table to your code.

```
        Row 1, cell 1
        1
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        1
        1
        1
```



tables and colour

- * table, row and cells can have background colours
- Dreamweaver: put a space before the closing angle bracket of the start tag for a popup menu, select 'bgcolor'

```
Row 1, cell 1

Row 1, cell 2

Row 1, cell 2
```

Row 1, cell 1 Row 1, cell 2 Row 2, cell 1 Row 2, cell 2

tables and size

- table, cells can have width and height properties
- unit of measure based on pixels or percentage

colspan column span

- Table cells can span across more than one column or row
- colspan/columns should equal amount above or below

<a>> anchor (link)

- defines text or image as a link and the destination
- " can be different page in same folder
 Hey go to this page.
- » can be different page inside a folder
 OMG go here page.



<a>> anchor (link)

- defines text or image as a link and the destination
- website address (url)
 Search here.
- » open page in new window
 link

<a>> anchor (same page)

- defines text or image as a link and the destination
- » add id to any tag, link to it with # and value of the id
- * this link:

```
Go to <a href="#news">news</a> area of this page.
```

looks for this:

```
<h2 id="news">News</h2>
```

* then jumps to where it is in the page:



Add an anchor tag or link to your code.

Hey - go to this page.

Search here.

 font

- allows text formatting: size, typeface, colour
- replaced by CSS text formatting

text

```
<font face="Verdana, Geneva, sans-serif" size="+2" color="#539361">text</font>
```