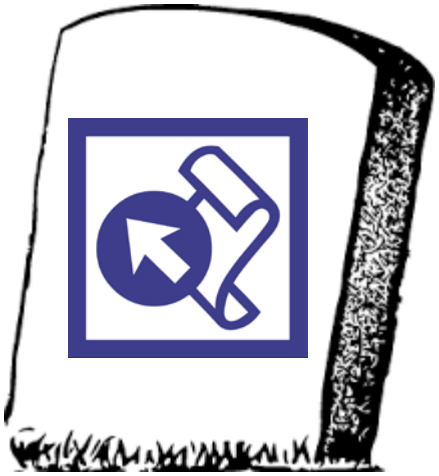

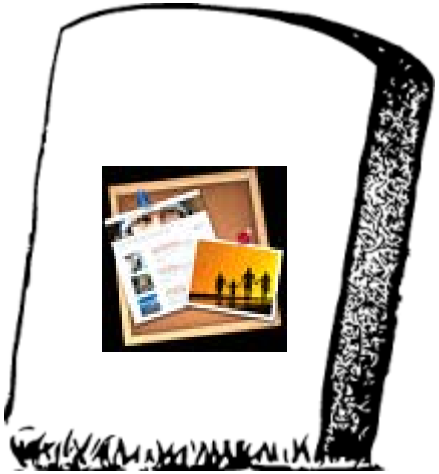

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gms

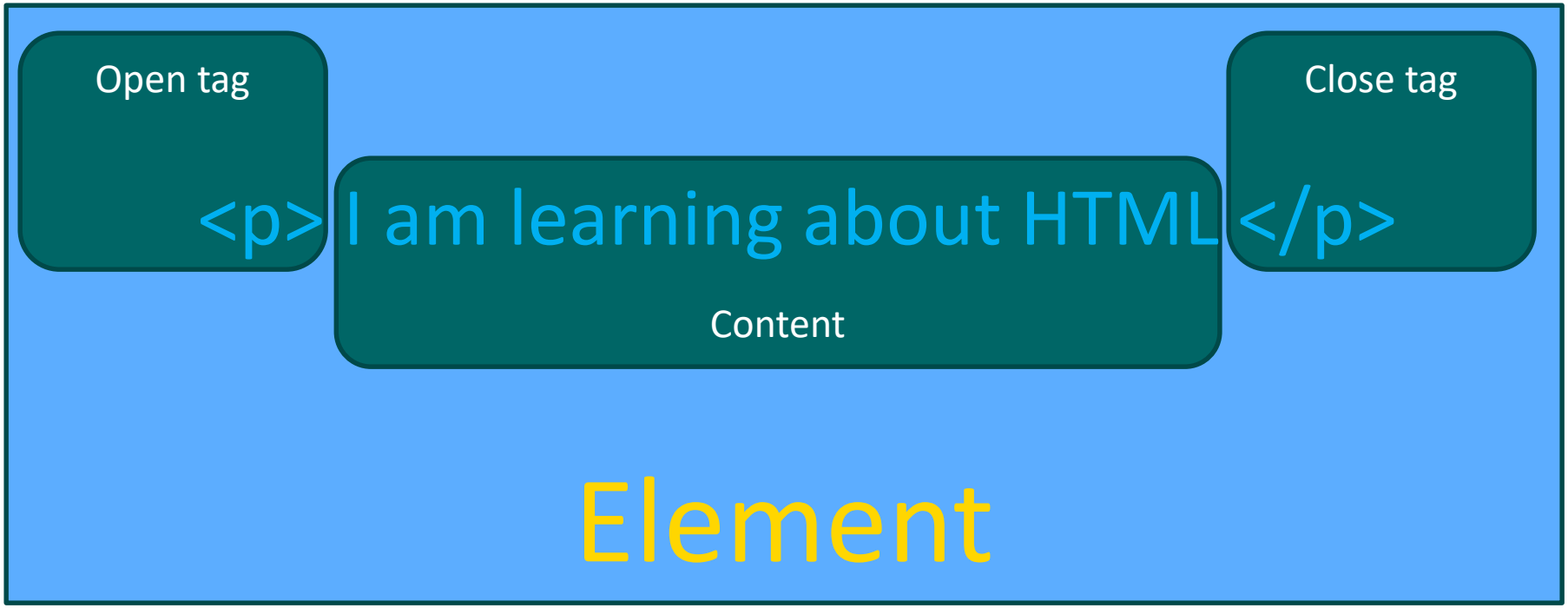
MIS 310 – HTML

Hyper Text Markup Language

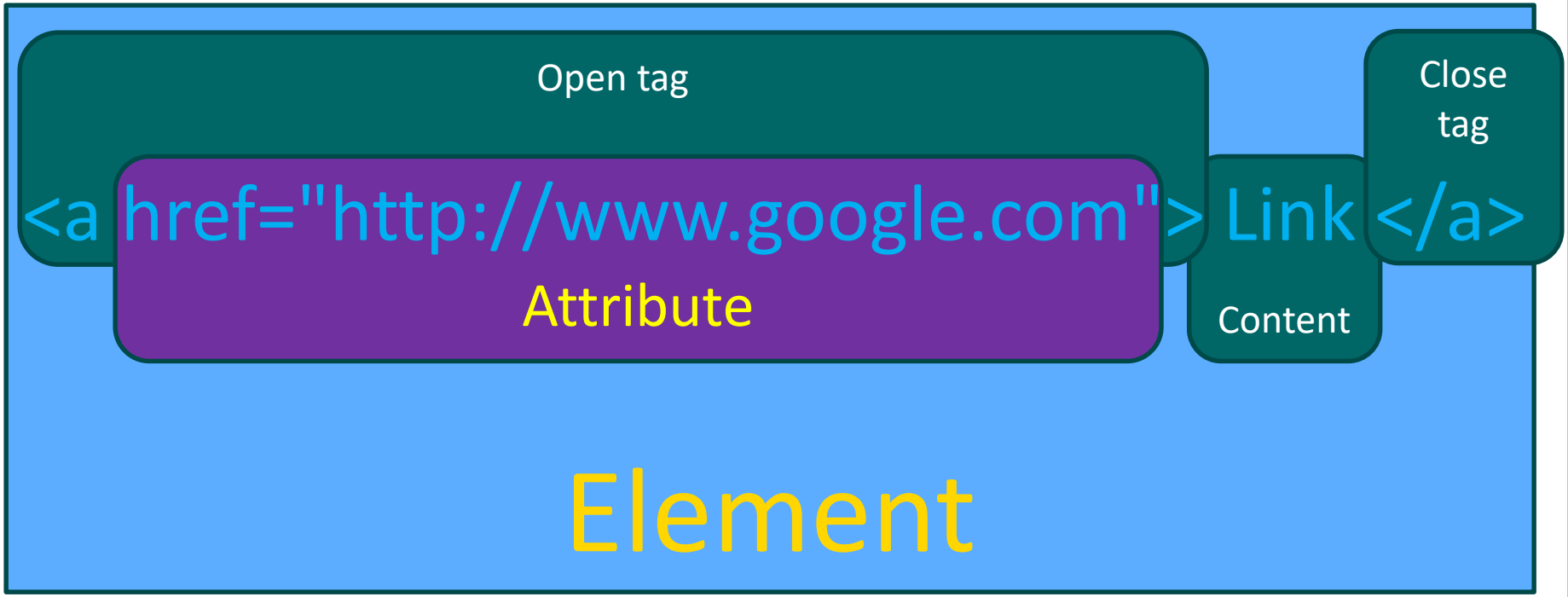
- Describes structure (*semantics*)
  - Elements and Attributes
- Tags label content so browsers know how to render it
- XHTML 2.0 vs. HTML5

I am learning about HTML

HTML Element



HTML Attribute



Attributes are name = value pairs.

HTML Page

```
<!DOCTYPE html>
<html>
<head>
</head>
<body>
</body>
</html>
```

```
<!DOCTYPE html>
<html lang=en>
    <head>
    </head>

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

Two basic parts of web pages: head & body

gms

HTML Page – Head

```
<head>
        <meta charset="utf-8">
        <title>Geoff's Page</title>
        <link rel="stylesheet" href="css/g.css"
        <script src="js/gms.js"
</head>
```

Standardize subfolders e.g.: images, scripts, styles, docs

Nesting

I like winter, spring, and fall
 But, I like summer best of all.

Text would display as:

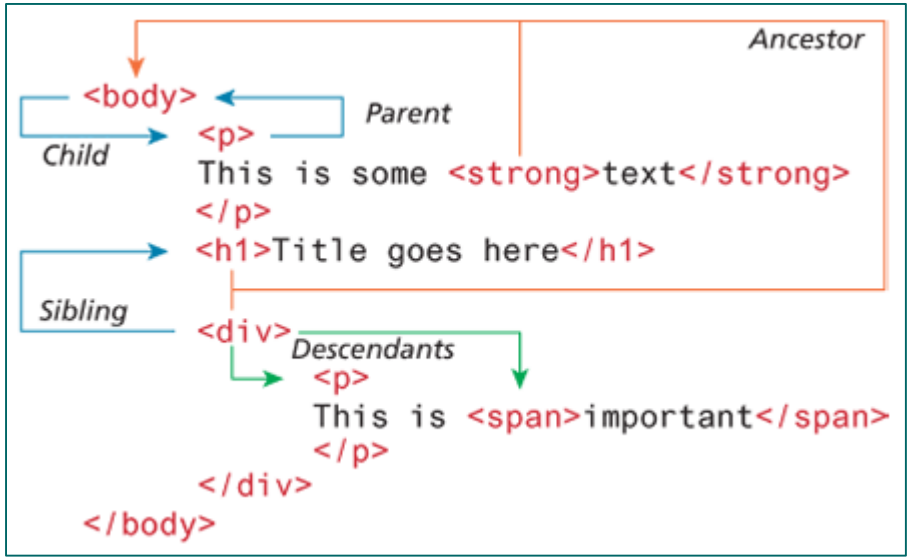
I like winter, spring, and fall

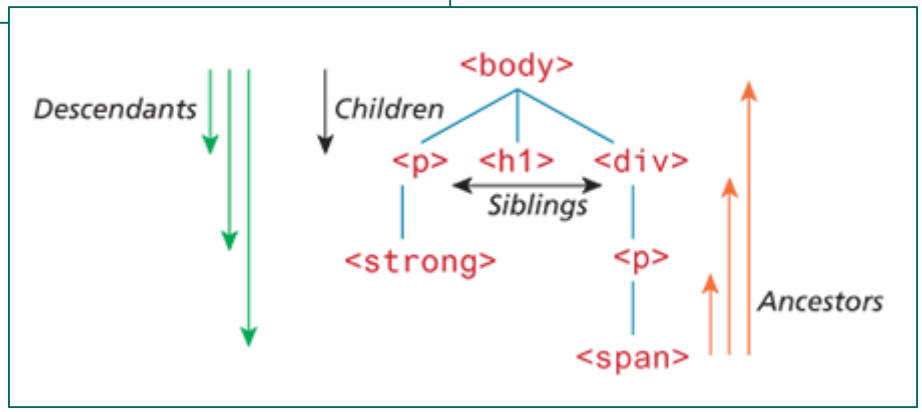
But, I like summer ***best*** of all.

This would be incorrect: best

Document Object Model (DOM)

```
<body>
    <p>
    This is some <strong>text</strong>
    </p>
    <h1>Title goes here</h1>
    <div>
        <p>
        This is <span>important</span>
        </p>
    </div>
</body>
```

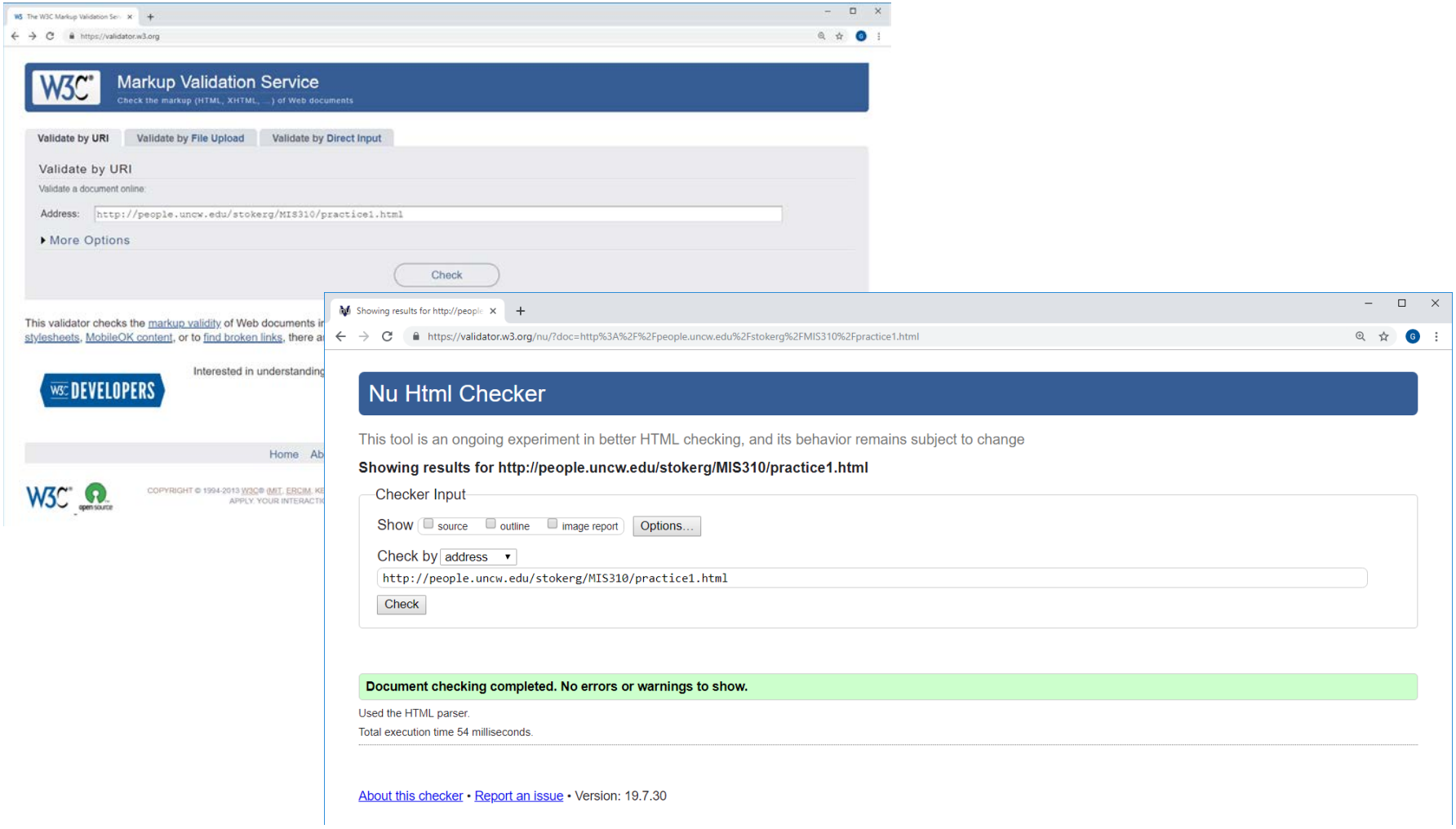




Images from ***Fundamentals of Web Development*** (2nd Edition) by Randy Connolly and Ricardo Hoar

Semantic Markup

- Avoid Presentation Markup
  - Let CSS take care of how things look
- Use HTML to describe the content's structural semantics and not how to visually present it
- Why?
  - Maintainability
  - Performance
  - Accessibility (link)
  - Search Engine Optimization (SEO)

HTML Validation

https://validator.w3.org/