

# HTML Essentials

*Multimedia & Embedded*



## 1.Multimedia

## 2.Embedded

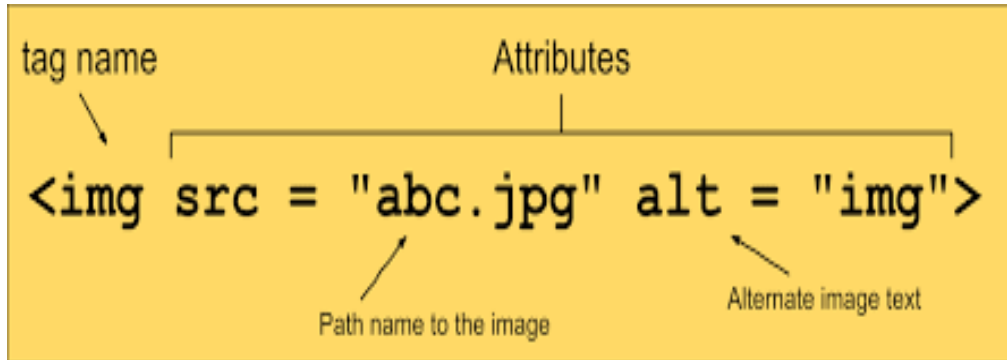
# 1. Multimedia

- **Multimedia:** Comes in many different formats. It can be almost anything you can hear or see.



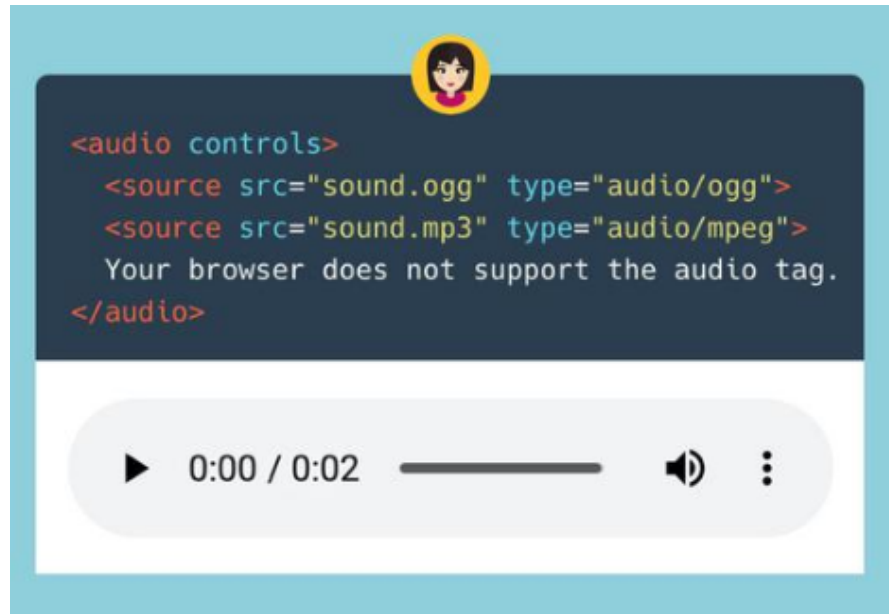
# 1. Multimedia

- **Images:** `<img>` element used to embed a simple image in a webpage.
- **Attributes**
  - *src*: Specifies the URL of an image
  - *alt*: Specifies an alternate text for an image



# 1. Multimedia

- **Audios:** `<audio>` tag defines sound, such as music or other audio streams.
- Before HTML5, there was no standard for playing audio files on a web page. The HTML5 `<audio>` element specifies a standard for embedding audio in a web page.



# 1. Multimedia

- There are two different ways to specify the audio source file's URL.
- The **first** uses the **src** attribute:

```
1  ✓ <audio src="audio.mp3" controls>
2    |   Audio element not supported by your browser
3    </audio>
```

# 1. Multimedia

- The second way uses the **<source>** element inside the **<audio>** element:

```
1  <audio controls>
2    <source src="audio.mp3" type="audio/mpeg">
3    <source src="audio.ogg" type="audio/ogg">
4  </audio>
```

- **Attributes of <audio>**

- controls**

- Specifies that audio controls should be displayed (such as a play/pause button, etc.)

- autoplay**

- When this attribute is defined, audio starts playing as soon as it is ready, without asking for the visitor's permission.

- loop**

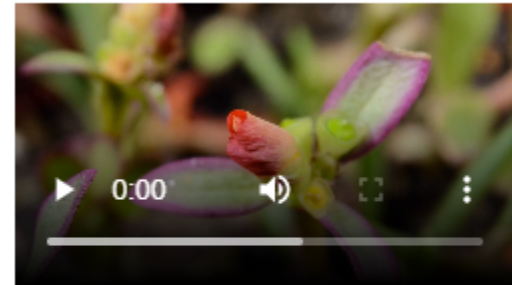
- This attribute is used to have the audio replay every time it is finished.



# 1. Multimedia

- **Videos:** `<video>` elements can embed video on our pages, including basics, providing access to different file formats to different browsers, adding captions and subtitles, and how to add fallbacks for older browsers.

```
1 <video controls width="250">
2
3   <source src="/media/examples/flower.webm"
4         type="video/webm">
5
6   <source src="/media/examples/flower.mp4"
7         type="video/mp4">
8
9   Sorry, your browser doesn't support embedded videos.
10 </video>
11
```



# 1. Multimedia

- The video element is similar to the audio element. You can specify the video source URL using an attribute in a video element, or using source elements inside the video element:

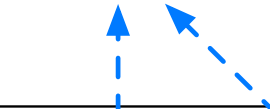
<source> inside <video>

```
1 <video controls>
2   <source src="video.mp4" type="video/mp4">
3   <source src="video.ogv" type="video/ogg">
4   Video is not supported by your browser
5 </video>
```

# 1. Multimedia

- Another aspect shared by both the audio and the video elements is that each has **controls**, **autoplay** and **loop** attributes.

same like <audio>



```
1 <video controls autoplay loop>
2   <source src="video.mp4" type="video/mp4">
3   <source src="video.ogv" type="video/ogg">
4   Video is not supported by your browser
5 </video>
```

## 2. Embedded

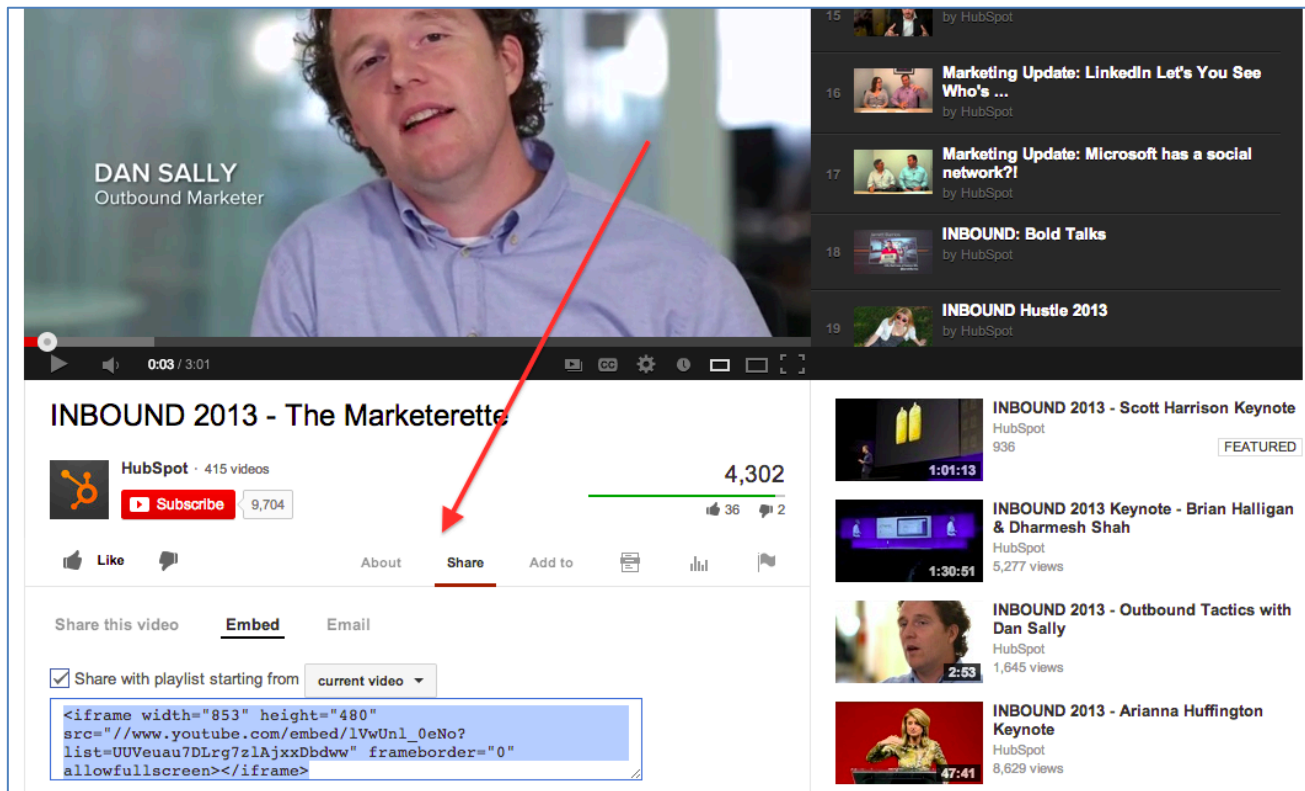
- The **<embed>** tag is used as a container for external applications, multimedia and interactive content that the browser doesn't understand
- External plug-ins or special programs must be connected for their proper display. The display of the embedded content depends on the file type, the attributes of the <embed> tag, and the plugins installed in the browser
- Although supported by the browsers, the <embed> is a deprecated HTML tag and is not part of the HTML4 standard.

## 2. Embedded

- **Syntax:** The `<embed>` tag is empty, which means that the closing tag isn't required. But in [XHTML](#), the (`<embed>`) tag must be closed (`<embed/>`).

```
1  ✓ <embed
2      type="audio/mpeg"
3      src="/build/audios/audio.mp3"
4      width="200"
5      height="100"
6  />
```

## 2. Embedded - Usage



**DAN SALLY**  
Outbound Marketer

0:03 / 3:01

**INBOUND 2013 - The Marketerette**

HubSpot · 415 videos

**Subscribe** 9,704

4,302

Like About **Share** Add to

Share this video **Embed** Email

☒ Share with playlist starting from current video

```
<iframe width="853" height="480"
src="//www.youtube.com/embed/1VwUnl_0eNo?
list=UUVeau7DLrg7z1AjxxDbdw" frameborder="0"
allowfullscreen></iframe>
```

15 by HubSpot

16 **Marketing Update: LinkedIn Let's You See Who's ...**  
by HubSpot

17 **Marketing Update: Microsoft has a social network?!**  
by HubSpot

18 **INBOUND: Bold Talks**  
by HubSpot

19 **INBOUND Hustle 2013**  
by HubSpot

**INBOUND 2013 - Scott Harrison Keynote**  
HubSpot 936 **FEATURED**  
1:01:13

**INBOUND 2013 Keynote - Brian Halligan & Dharmesh Shah**  
HubSpot 5,277 views  
1:30:51

**INBOUND 2013 - Outbound Tactics with Dan Sally**  
HubSpot 1,645 views  
2:53

**INBOUND 2013 - Arianna Huffington Keynote**  
HubSpot 8,629 views  
47:41

## 2. Quiz 1

➤ Fill in the blanks to add an audio element:

```
1  <_____ controls>
2  |   <source _____="test.ogg" type="audio/ogg" />
3  </audio>
4
```

## 2. Quiz 2

- The text in between the audio tags is:
- A. For supporting multiple audio type
  - B. For not supported browser
  - C. Ignore



## 2. Quiz 3

Rearrange the code to create a valid video tag that will attempt to play the mp4 file first.

- A. <video controls>
- B. Video is not supported
- C. <source src="a.ogg" type="video/ogg">
- D. </video>
- E. <source src="a.mp4" type="video/mp4">

# Thank you

