

Advanced HTML

1

GRAPHICS, IMAGES AND FOOTER

Graphics

2

- In order to enter an image at any place of a page, we need to know two things:
 1. The file name of the image (with the extension)
 2. The location of the image (relative path, the same way as with the links)
- Format of the image can be anything but `.jpg`, or `.jpeg`, `.gif`, and `.png` are vastly preferred!
- Be careful when you use graphics, as too many can cause confusion, and make your page load slowly!
- **``**
- Note:
 1. The `img` tag is an empty tag (does not follow an ``)
 2. The attribute `src` is used in the same way as the `href` in the `a` tag
 3. The `alt` is used to define some text as a description of the image (it shows only under special conditions)

Graphics example

Using the img tag

If the image is located in a sub folder we need to give the path as well

```
<!DOCTYPE html>
<html>
  <head>
    <title>Our first web page</title>
  </head>
  <body>
    <hr>
    <h2>Graphics</h2>
    <hr>
    
  </body>
</html>
```

Image (GIF and JPEG) File Formats

4

- Although you can use many different types of graphic files on the Web, most browsers have internal display capabilities for only GIF and JPEG file formats. When possible, **use compressed GIF or JPEG files as they are the smallest in size and the fastest to load.**
- ***Helpful Tips for Using Graphics***
 - Focus on *overall page look and content*
 - Keep your images *small and simple*
 - Use compressed *GIF and JPEG images* if possible
 - Link a *thumbnail* version of an image to the larger image when possible
 - Use *graphics sparingly* for maximum effect
 - Use images or graphics to *enhance the text information*

Borrowing Graphics and Copyright

5

- As you begin to build up your Web site, keep in mind that taking text or graphics from other pages and including them on your Web pages is against the law.
- However, you can e-mail the Web author and request permission to use something of theirs on your Web page. Most will be happy to grant you permission.
- In addition, there are numerous Web Sites whose sole purpose is to provide inline images, bullets and icons for public use.

Ending Our Web Page - Footers

6

- Footers contribute greatly to your Web pages by providing authorship, contact information, legal status, version/revision information and a link to your home page.
- They also provide an efficient means to send the Web author an e-mail message.
- It is good practice to keep footers short, informative and consistent between different Web pages.
- Since there are many footer elements, you will want to choose those that are best for your Web pages.

Footer Information

7

- Author's name
- Author's institution or company
- Author's phone number
- Author's e-mail address
- Author's postal mailing address
- Legal disclaimer (if appropriate!)
- Date of page's last modification
- Copyright notice
- URL of the page
- Hypertext links to home page or other pages
- Hypertext links to other sections of the current page

More on Footers

- Instead of placing all of the footer information directly on each page, you may want to put some of it in a page of its own and include a link to that information in the footer. Also, putting the URL for each page in the footer helps viewers who print your page, but do not bookmark it, to find it again.
- The E-Mail Footer: The "mailto:" link that is used in an e-mail footer, starts an e-mail program that lets readers send e-mail to the page owner.
- The HTML code to create a hypertext e-mail link looks like this:
- `Your Name`

Footer

example

```
<!DOCTYPE html>
<html>
  <head>
    <title>Our first web page</title>
  </head>
  <body>
    <hr>

    <i>
      Send Email to <a href="mailto:Your E-
      mail Address">Your Name</a> for any
      comments/suggestions you may have.
    <br>
      Last updated: date
    <br>
      Any other information you might want to
      add here.
    <hr>
      URL=the URL of your page
    </i>
  </body>
</html>
```

Special character sets

10

- There are several characters that have special meaning in the hypertext markup language (HTML). Some of these characters include: `<` `>` `/` `;` and `"`
- If you need to use any of these characters in your Web documents (when they are not part of HTML tags or HTML code), you will need to represent these characters in a special way.
- For example, if you wanted to enclose a quote in the quotation symbols, `"`, you would enter `"`; in place of the `"` characters. Some of the most commonly used special characters and the way in which these characters should be entered in your Web documents follow.

List of special characters

11

Character	Code
<	<
>	>
/	/
;	;
#	#
©	©
®	®
"	"