

# HTML & CSS

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***ITAcademy***

**Dodatna literatura:**

- Wiley HTML and CSS, Design and build websites – Jon Duckett
- Elizabeth Castro - HTML, XHTML, and CSS, Sixth Edition: Visual QuickStart Guide
- Head First HTML with CSS & XHTML, O'REILLY
- HTML & XHTML : The Definitive Guide, O'REILLY
- CSS: The Definitive Guide, O'REILLY
- The CSS Anthology, SitePoint
- THE ULTIMATE CSS REFERENCE, SitePoint

**Web sajтови:**

- SitePoint HTML online priručnik - <http://reference.sitepoint.com/html>
- SitePoint CSS online priručnik - <http://reference.sitepoint.com/css>
- W3C School HTML tutorijali - <http://www.w3schools.com/html/>
- W3C School CSS tutorijali - <http://www.w3schools.com/css/>

# Alati i HTML

- Za rad sa HTML dokumentima potrebni su:

- ☐ Alati za generisanje HTML stranice

- običan tekst editor, npr. Notepad++
  - specijalni alati, npr. Dreamweaver

- ☐ Alati za pristup HTML stranici

- Web čitači (*Web browsers*), npr. Mozilla Firefox, Google Chrome, Internet Explorer i sl.

# Malo istorije

- Za zvaničan trenutak nastanka HTML-a podrazumeva se 1990. godina, kada su proizvedeni i putem mreže testirani prvi hypertext fajlovi.
- Bio je potreban dobar „jezik” koji će omogućiti kompaktnu serijalizaciju podataka i jednostavnost rukovanja.
- Sam Internet postojao je (u različitim oblicima) i mnogo ranije. Prva umrežavanja ARPANET sistema dogodila su se 1969 godine, tako da se, obzirom da se ARPANET smatra direktnim pretkom Interneta
- Nastankom protokola TCP (internetwork Transmission Control Program) 1974. godine, prvi put je pomenut i pojam Interneta. U tom slučaju, samo kao skraćenica za reč internetwork iz naziva protokola, ali kasnije (1980.) i kao naziv za čitavu mrežu.
- Ova infrastruktura nastavila je svoje rapidno širenje po Americi i Japanu tokom osamdesetih godina prošlog veka, da bi konačno, 1989. godine počela da biva prihvaćena i u ostatku sveta, počevši od Evrope. Ovo je i godina kada su već počinjali da se pojavljuju prvi ISP-i (Internet Service Provider), odnosno, kada je Internet počeo da biva komercijalan i dostupan širem broju korisnika.

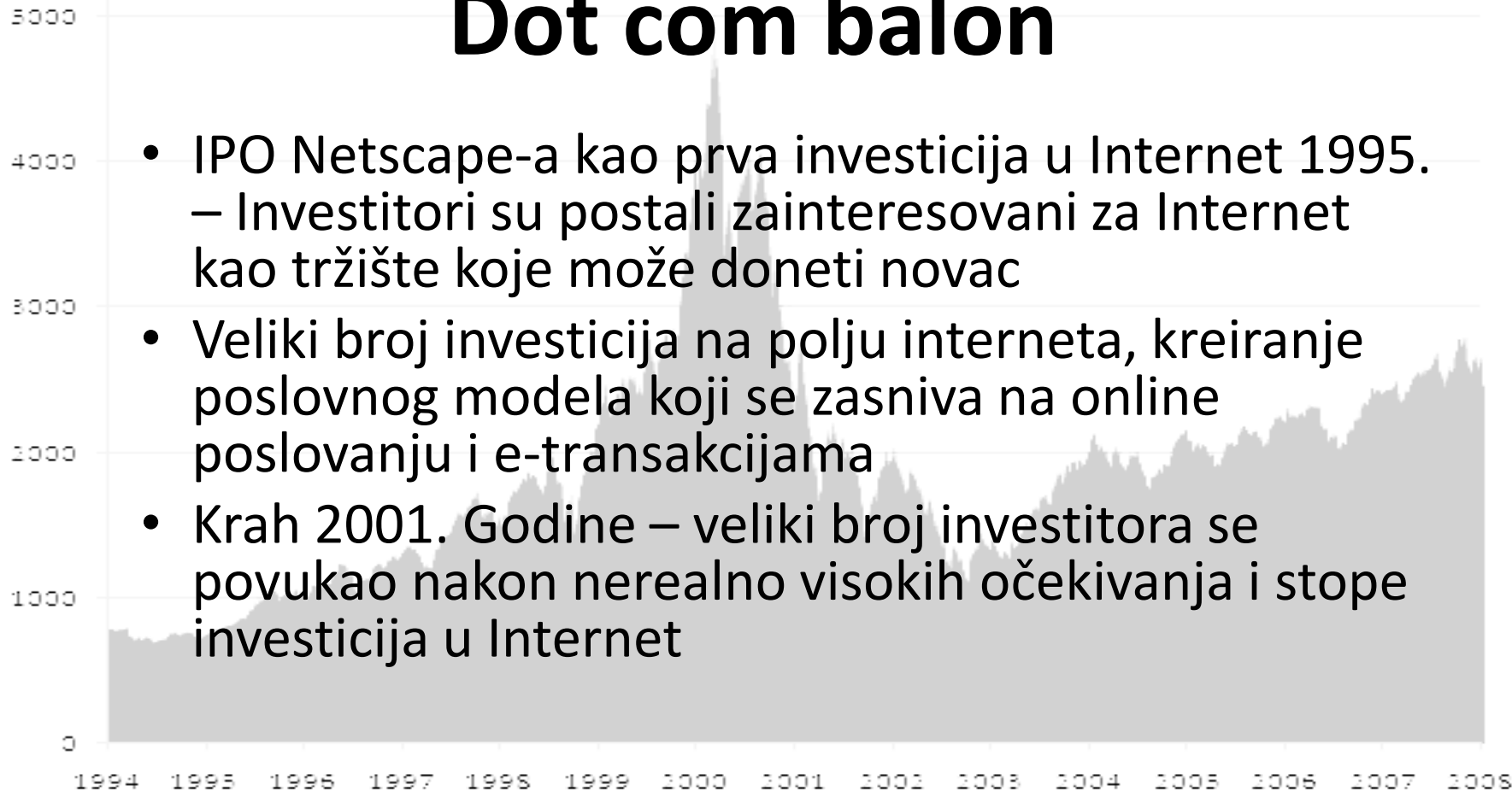
# Još malo istorije

- HTML je 1990. godine kreirao Tim Berners Li, tada zaposlen u CERN-u. Uporedo je stvoren i prvi web browser.
- HTML je, u tom prvobitnom periodu razvoja, omogućio lakšu saradnju na projektima na velikoj udaljenosti. Pomoću njega prenosimo prost kôd (tekst) od izvora do primaoca, čiji browser taj kod interpretira u smislen dokument.
- Bernersov računar koji je postao prvi server (na slici):



# Dot com balon

- IPO Netscape-a kao prva investicija u Internet 1995.
  - Investitori su postali zainteresovani za Internet kao tržište koje može doneti novac
- Veliki broj investicija na polju interneta, kreiranje poslovnog modela koji se zasniva na online poslovanju i e-transakcijama
- Krah 2001. Godine – veliki broj investitora se povukao nakon nerealno visokih očekivanja i stope investicija u Internet



# Neki primeri razvoja...

1996

The Google logo from 1996, featuring the word "Google!" in a 3D, multi-colored font (blue, red, yellow, green, red, blue).

Search the web using Google!

10 results



Google Search

I'm feeling lucky

*Index contains ~25 million pages (soon to be much bigger)*

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2004

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Password:

Welcome to Thefacebook!

**[ Welcome to Thefacebook ]**

Thefacebook is an online directory that connects people through social networks at colleges.

We have recently opened up Thefacebook at the following schools:

Alabama A&M • Alabama Huntsville • Aquinas • Art Chicago  
Bellarmine • Belmont Abbey • Bethel KS • Bethune Cookman  
Brevard • Brookdale • Caldwell • Catawba • Cedar Crest • Central College  
Clarke • COE College • Concord • Concordia MN • Concordia NY  
CSU East Bay • CSU Mont. Bay • CUNY Lehman • Delaware State  
Delaware Valley • Detroit Mercy • Dowling • Erskine • Evergreen  
Fayetteville • FL Southern • Fort Hays • Francis Marion  
Franklin • Franklin CH • Franklin Pierce • Full Sail • Georgian Court  
Houston Baptist • Incarnate Word • Johnson CC • Julliard  
Juniata • LA Monroe • Lander • Lasell • Lawrence Tech • Lesley  
Lincoln MO • Lincoln PA • Marietta • Maryland Art • Maryland Eastern  
Marywood • McKendree • Mesa State • Mills College • Monroe  
Mount Ida • Muskingum • N.E. Illinois • Nebraska Kearney  
New College FL • NJ City • Oakwood • Oglethorpe • Ohio Dominican

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2003



The screenshot shows the MySpace homepage with a blue header bar. The MySpace logo is on the left, and a tagline is on the right. Below the header, there's a section titled 'With myspace you can:' followed by a list of features and an illustration of three stylized people. To the right of this list are three steps to get started, followed by 'SIGN UP!' and 'LOGIN' buttons. At the bottom, there's a blue navigation bar with links and a TRUSTe privacy seal.

**myspace**  
a place for friends

MySpace lets you share photos, journals, and interests with your growing network of mutual friends. **Sign up for FREE!**

**With myspace you can:**

- Find Old Friends
- Meet New Friends
- Suggest Matches Between Friends
- Share Photos

**Step 1:** Create a Profile  
**Step 2:** Invite Your Friends  
**Step 3:** Meet Your Friends' Friends

See How You're Connected!

**SIGN UP!** **LOGIN**

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1994



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2000

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### [Yahoo! Shopping](#) - Thousands of stores. Millions of products.

Departments	Stores	Products
<a href="#">Apparel</a> <a href="#">Bath/Beauty</a> <a href="#">Computers</a> <a href="#">Electronics</a>	<a href="#">Flowers</a> <a href="#">Food/Drink</a> <a href="#">Music</a> <a href="#">Video/DVD</a>	<a href="#">Sports Authority</a> <a href="#">Gap</a> <a href="#">Eddie Bauer</a> <a href="#">Macy's</a>
		<a href="#">Digital cameras</a> <a href="#">Pokemon</a> <a href="#">MP3 players</a> <a href="#">DVD players</a>

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- [Scores killed in Nigerian riots](#)
- [Austria's Haider resigns as party leader](#)
- [Floods trap thousands in Mozambique](#)

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- Free [56K Internet Access](#)
- [Yahoo! Bill Pay](#) - free 3-month trial

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**10 cars you can't count on**

One U.S. automaker takes five of the 10 spots on the list of cars Consumer Reports says it can't recommend. [Forecast of how 2014 models will hold up >](#)

1 - 5 of 95


 Panicked angler's close call  
 The least reliable cars  
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 Health chief testifies

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**6 More Shows We Think Are Doomed, From 'Hostages' to 'Sean'**

We hate to say a show is doomed. We really do. But we don't take it lightly, and we've never been wrong.  
[The Wrap](#)




**Kerry Washington Pregnant, Expecting First Child With Husband Nnamdi Asomugha!**

Four months after secretly marrying Nnamdi Asomugha, Scandal star Kerry Washington is pregnant and expecting her first child, [Us Weekly](#) can exclusively

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1 <a href="#">Alyssa Milano</a>	6 <a href="#">Camille Grammer</a>
2 <a href="#">Bob Barker</a>	7 <a href="#">Stevie Wonder</a>
3 <a href="#">Daylight saving ends</a>	8 <a href="#">Navy new destroyer</a>
4 <a href="#">JFK gravesite</a>	9 <a href="#">Stocks</a>
5 <a href="#">World's tallest man</a>	10 <a href="#">Paterno family</a>



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66°F Fair

 Today  
 Tomorrow  
 Friday

2005



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1996

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my

2000



# Apple



The new PowerBook. Make Desktop Movies anywhere.

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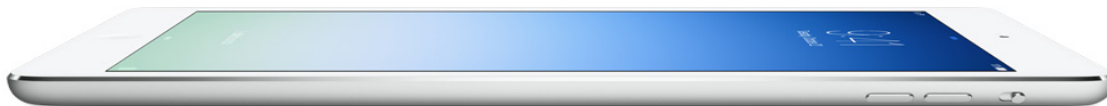


2014



# iPad Air

The power of lightness.



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1995

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Wednesday, October 15, 1999

SEARCH

Search of the Day: [Jiffies](#)

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Kids, Business...  
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**Electronics**  
Video/DVDs, Book Products, Top Sellers...  
Computer Add-Ons...  
**Toys & Games**  
New for Halloween, Games & Puzzles...  
Halloween, Stems, The Queen, Comics...  
**Auctions**  
Books, Music, Collectibles, Toys & Games...  
**Free e-Cards**  
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Books, Music, Gift Guarantees, Start Browsing...  
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Women's Apparel, Garden & Patio, Software, Securities

**Vote in our Millennium Poll—you could win 300 CDs, books, and videos!**

**In Books**  
**Test Case**  
  
The postwar inventors of the Scholastic Aptitude Test hoped to produce a brainier breed of meritocracy in the United States. But as Nicholas Lemann reveals in *The Big Test*, the SAT hit a great many ideological potholes—and ended up creating yet another, pencil-pushing elite. Go to [Books](#)

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Earth's Biggest Selection just got bigger! You'll discover an amazing array of products from merchants large and small, including:  
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• Seeds of [Jazz](#) and  
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...and so much more. Go to [eShops](#)

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**Halloween Headquarters**  
  
Dare to be a T-Rex—or a hippie or a pumpkin—with the costumes and accessories for kids and adults in our Halloween Bootcamp. You'll also find decorations, party supplies, and more. Go to [Toys & Games](#)

**In Auctions**  
**Significant Signatures**  
On October 20, Live! will broadcast a live Profiles in History auction featuring hundreds of signed American treasures. [Register today](#) and you just might end up holding one of these:  
• A card signed by Marilyn Monroe and Joe DiMaggio  
• A letter written aboard the Titanic  
• A message penned by Thomas Jefferson  
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**Amazon.com 100 Hot Books**  
**Updated Hourly**  
1. *The Carbohydrate Addict's Lifesaver*...A Personalized Plan for Becoming Slim, Fit and Healthy in Just 30s, 30s, 30s and Beyond by Rachael F. Heller, Richard Ferdinand Heller  
2. *The Carbohydrate Addict's Diet*...The Lifesaver Solution to 10-15 Pounds by Rachael F. Heller, Richard Ferdinand Heller  
3. *The Carbohydrate Addict's Green Counter* by Richard Ferdinand Heller, Rachael F. Heller  
[More Hot Books](#)

**zShops**

**Amazon Auctions**

**Today in Maps**  
Free using [Amazon](#)

2000

The screenshot shows the Amazon.com homepage as it appeared in early 2000. The layout includes a top navigation bar with categories like Auctions, Books, Music, DVD & Video, Electronics, Software, and Toys & Video Games. A central banner promotes Star Wars merchandise with the text "Relive the Saga" and images of Star Wars characters and products. On the left, there is a search bar and a "Browse" section with links to Books, Music, DVD & Video, Electronics, Software, Toys, and Video Games. On the right, a "What's new at amazon.com" section lists new releases in Nonfiction, Rock, Television & Documentary, and Stuffed Animals & Toys. Below this, a "What's Up?" section shows stock market updates for 2735%, 911 Beauty Secrets by Diane Irons, and 2945%.

Amazon.com

Relive the Saga

Star Wars

Software DVD & Video Toys

Always Two There Are

Friday, April 7, 2000

What's new at amazon.com

Already a customer? Sign in to see what's New for You.

New Releases

- Nonfiction
- Rock
- Television & Documentary
- Stuffed Animals & Toys

More New Releases

Movers & Shakers

What's Up?

- 2735%
- 911 Beauty Secrets by Diane Irons
- 2945%
- The Complete

2009

amazon.com Hello, Sign in to get personalized recommendations. New customer? [Start here](#) Earth Day Savings: Pro Planet & Wallet Wins

Your Amazon.com Today's Deals Gifts & Wish Lists Gift Cards Your Account | Help

Shop All Departments Search All Departments GO Cart Your Lists

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### Kindle 2 Has Arrived

Sleeker design. More storage. Longer battery life. Choose from over 260,000 books all available in under 60 seconds. And now Kindle can read to you. Our revolutionary wireless reading device just got better.

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- Earth Day Sweepstakes Enter for a chance to

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##### Full Frontal Nerdity: Big Book...

From the mind of a guy who has two coveted copies of the Debies and... [Read more](#)

~~\$12.00~~ **\$11.00**

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1995

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# The New York Times

ON THE WEB

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celtics  
one on one  
newyork.boston.com

"All the News That's Fit to Print" Tuesday, November 12, 1996

**SECTIONS**

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- Editorials/Letters • Op-Ed
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**SERVICES | SEARCH**

**TABLE OF CONTENTS**



Crowds Looking for Food in Zaire

**LATE NEWS UPDATE**

## Two Aircraft Collide In Air Near Delhi, Killing About 350

**IN CYBERTIMES**

## Europe Betting on Self-Regulation to Control the Internet

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2000

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## High Court Hears Arguments, But Issues No Ruling on Case

By DAVID STOUT

NYT UPDATE, 3:33 P.M. ET

The Supreme Court heard 90 minutes' worth of arguments on Friday from lawyers for Gov. George W. Bush and Vice President Al Gore, with some justices at times questioning whether they should be involved at all in the legal tussle over the Florida presidential vote. [Go to Article](#)

- Supreme Court Arguments: [Audio](#) | [Full Text](#)
- [Justices Could Settle Key Questions](#)
- [RELATED SITE: United States Supreme Court](#)

## Election Challenge in Florida Continues

By THE ASSOCIATED PRESS 3:15 P.M. ET



(AP)

Theodore B. Olson, left, representing Gov. George W. Bush, and Laurence H. Tribe, an attorney for Vice President Al Gore, speak to reporters outside the Supreme Court. [Go to Article](#)

## BUSINESS

## Iraq Stops Oil Exports and Insists on Surcharge (3:33)

## INSIDE

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## SPORTS

## Matchups

Thomas George previews this weekend's contests in the N.F.L. Also, [Audibles](#) and the [N.F.L. computer rankings](#).



## READERS' OPINIONS

## Impartial High Court?

Are accusations of bias in the Supreme Court inevitable? [Add your thoughts in Abuzz.](#)

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2013

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# The New York Times

Wednesday, October 30, 2013 Last Update: 9:46 AM ET

Produced by  
The New York Times

ONE CAN

The acclaimed Op-Docs series presents an interactive documentary  
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Autos  
Blogs  
Books  
Cartoons  
Classifieds  
Crosswords  
Dining & Wine  
Education  
Event Guide  
Fashion & Style  
Home & Garden  
Jobs  
Magazine  
Media  
Movies  
Music  
Obituaries  
Public Editor

**WHITE HOUSE MEMO**  
**Where the Buck Stops, Some See a Bystander**  
By PETER BAKER  
President Obama has been under fire for his seeming detachment from major issues, like the rollout of the health insurance website and secret spying on allied heads of state.  
121 Comments  
• Officials Say Top Levels Know of Overseas Spying

**Ousted General in Egypt Is Back, as Islamists' Foe**  
By DAVID D. KIRKPATRICK  
Gen. Mohamed Farid el-Tohamy's swift and silent rehabilitation from corruption charges, critics say, signals a restoration of the old order after the military takeover.  
28 Comments  
• Egypt Arrests Deputy Leader of Muslim Brotherhood 2:59 AM ET

**Obama Will Point to Health Law's Success**  
By MICHAEL D. SHEAR 8:07 AM ET  
In Boston, the president is expected to compare the new health care law to Massachusetts' plan, while his health secretary, Kathleen Sebelius, testifies to Congress on the law's rollout.

**Cancellation of Health Care Plans Becomes Prime Target for G.O.P.**  
By JONATHAN WEISMAN and ROBERT PEAR  
Republicans are seizing on letters from insurance companies that contradict claims by President Obama that if people like the insurance they have, they

**Who Is Betting on the New Health Care Law?**  
By ADAM DAVIDSON  
The crusade to sign up Americans is getting all the attention. But behind the

**Allies in Revolt**  
By THE EDITORIAL BOARD  
In light of what is basically an open rebellion from friends in the Middle East region, President Obama needs to reassure, and work with, America's partners.  
• Dowd: A Dynasty to Duck  
• Friedman: Meet the Makers  
• Coates: Homecoming at Howard

**The Opinion Pages**  
OP-ED CONTRIBUTOR  
**Have Patience With Us**  
By NURI KAMAL al-MALIKI  
We don't need U.S. boots on the ground in Iraq, but we need America to help fight terror and secure our borders.  
MORE IN OPINION  
• Edsall: When Class Trumps Identity  
• Op-Ed: In Hungary, Anti-Semitism Rises Again

**MARKETS »** At 9:51 AM ET  

S.&P. 500	Dow	Nasdaq
1,773.90	15,699.26	3,963.50
+1.95	+18.91	+11.16
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2006

Twitter.com

A global community of friends and strangers answering one simple question: **What are you doing?**

What are you doing?

Thinking about sending my little sister something

Once you join, the first thing you'll want to do is type your first ever Twitter update.

No pressure, just put something simple.

1 2 3

Update

Recent Public Updates

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[Tim Huxton](#) Just got up. Not in work this

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## He's No.1

☐ It was a fight to the finish, but [\\*NSYNC's Justin Timberlake](#) won PEOPLE.com's Most Beautiful poll. Look at a photo gallery of Timberlake and the [rest of the top 10](#)

 **Brand New Bruce**  
He's in the movies, on TV, close to his kids and apparently in love again

### TheDaily

['Millionaire' Sued by Loser Weddings for "ER"'s Wyle,](#)  
[Singer Anthony](#)  
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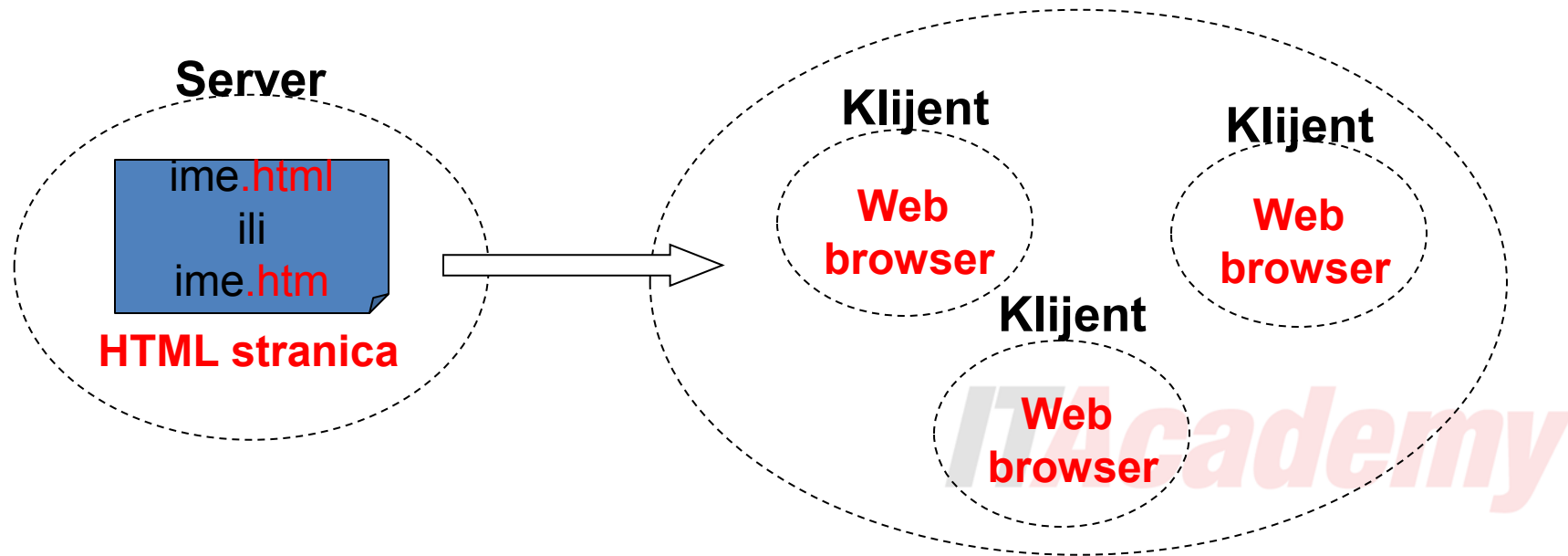
**Inside the Obamas' Easter Egg Roll**  
The President and First Family welcome kids to the South Lawn of the



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# Šta je HTML?

- **HTML** (HyperText Markup Language) je platformski neutralan jezik koji omogućava izvršavanje programa na daljinu. Danas ovaj jezik predstavlja standard za izradu Internet dokumenata.

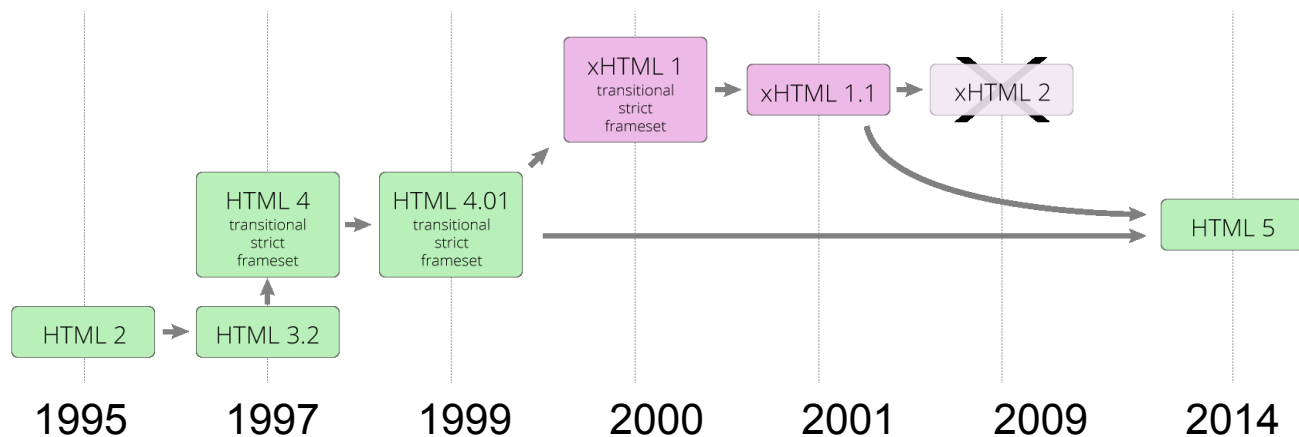


# Razvoj HTML-a

- HTML se danas znatno razlikuje od prvobitne verzije, ali je zadržao osnove na kojima je kreiran. Berners Li nije zaštitio HTML i objavljen je pod open source uslovima. Tokom godina, konstantno je unapređivan, a i osnovan je **W3C** (World Wide Web Consortium - [www.w3.org](http://www.w3.org)) koji se bavi standardizacijom i unapređenjem HTML i drugih standarda. Takođe, 2004. osnovan je **WHATWG** (Web Hypertext Application Technology Working Group - [www.whatwg.org](http://www.whatwg.org)) od strane zaposlenih u kompanijama usko vezanim za web, kao što su Apple, Mozilla, Opera i mnoge druge, a sve kao odgovor na tromost W3C-a u razvoju novih tehnologija.
- Danas, W3C i WHATWG su dva najbitnija tela koja se bave budućnošću Interneta. Trenutno u razvoju novih verzija HTML-a zajednički učestvuju W3C i WHATWG.
- Finalna verzija HTML5 (Recommendation status) je objavljena 28.oktobra 2014, ali razvoj svakako nije prekinut.

# Razvoj HTML-a

- HTML je do verzije 3 bio (manje više) jedinstven jezik. Pojavom verzije 4. podeljen je na *transitional*, *strict* i *frameset* podvarijante. Stvari se dodatno komplikuju sa uvođenjem xHTML-a.
- xHTML (eXtensible HyperText Markup Language) je forma HTML jezika koja je proširena i usklađena sa striktnijim XML pravilima. Nije zamenio HTML 4.01, već se pojavio uporedo, baziran na njegovim osnovama. U prvoj verziji (1.0) xHTML je zadržao podelu na transitional, strict i frameset, dok je to u verziji 1.1 izbačeno.
- Dugo su xHTML 1.0 transitional, i uz njega strict varijanta bili defacto standardi za HTML, sve od početka 2000tih do danas. Većina aktivnih stranica na netu koje danas vidimo napisana je upravo u njima.
- Stvari se menjaju krajem 2000tih. W3C je zagovarao razvijanje xHTML verzije 2, koja je trebala da bude na neki način revolucionarna (jer ne bi bila unazad kompatibilna sa starijim verzijama). To je dovelo do oštih debata i kritika. Zbog toga, uporedo je krenuo nezavistan razvoj HTML-a verzije 5, koji se oslanjao na stariji HTML 4.01 ali i delove xHTML-a.
- Sve u svemu, posle dosta previranja, 2009. godine se odustalo od nove verzije xHTML-a i HTML5 je prihvaćen kao sledeći standard.



- Ako ostavimo po strani istoriju HTML-a, ono što je za nas bitno jeste da **trenutno koristimo dve verzije HTML-a i to, stariji xHTML 1.0 transitional i nadolazeći HTML5**. Sve ostalo nas ne zanima previše.
- Uskoro, nadamo se da će ostati samo HTML5.
- Takođe, sve ove razlike između HTML verzija nisu drastične.

# Razvoj HTML-a

Često u poslednje vreme se može čuti (i uživo i na netu) rečenica poput ove: *“Želim da naučim web dizajn, ali samo HTML5, nikako stariju verziju”*. Sama takva konstantacija je pogrešna i pokazuje nerazumevanje faktičkog stanja. HTML5 jeste budućnost weba i novi opšteprihvaćeni standard, ali da bi uopšte došli do najnovijih funkcija (koje donosi HTML5) **moramo prvo naučiti osnove i shvatiti principe HTML-a, koje su iste, bilo da radimo u HTML4, xHTML1 ili HTML5.**

Kao kada bismo gradili kuću i želeli da postavimo najnoviji alarmni sistem i najmodernije solarne ploče na krovu, a da pre toga nismo ni temelje izgradili. Jednostavno, HTML5 i HTML se ne mogu učiti posebno jer čine isti jezik.



# Šta je Internet

Internet je “mreža svih mreža”. On povezuje milione računara na globalnom nivou, tako formirajući globalnu mrežu.

Pomoću Interneta, računar može komunicirati sa drugim računarom bilo gde u svetu, dokle god su oba povezana na Internet. Informacije putuju preko Interneta posredstvom različitih načina (protokola). U okviru Interneta funkcionišu različiti servisi, kao što su WWW (World Wide Web), Email, FTP i mnogi drugi.

# Šta je WWW (World Wide Web)

- Iako većina ljudi poistovećuje malopre pomenuti **Internet i WWW**, ta dva pojma nikako **ne označavaju istu stvar**.
- *World Wide Web* ili skraćeno WWW je model (način) pristupa informacijama koristeći Internet kao medijum. WWW koristi HTTP protokol, jedan od jezika koji se koriste na Internetu. WWW koriste browseri koji pristupaju web sajtovima.
- Ukoliko je razlika *Internet* – *WWW* i dalje nejasna, zamislite Internet kao putnu mrežu jedne zemlje, a WWW kao autobuski prevoz te zemlje. Mi, kao korisnici možemo koristiti usluge autobusa radi putovanja u različite krajeve zemlje, možemo koristiti različite prevoznike i tipove usluga, i tako dalje. Ali, sa druge strane, putnu mrežu (Internet) mogu koristiti i mnogi drugi, a ne samo autobusi (WWW).

# Web server

- Web serveri su specijalizovani računari (mogu biti i virtuelni) koji su stalno uključeni i konstantno povezani sa Internetom u svrhu opsluživanja sajtova i njihovih korisnika.
- Kada korisnik, odnosno njegov browser, zatraži određeni web sajt, on biva upućen preko Interneta do računara pod nazivom web server, ili kraće server, a koji sadrži traženi sajt.

# Web browser (Internet pretraživači, pregledači..)



- Sajtovima na Internetu ljudi pristupaju upotrebom tipa softvera koji se naziva Web browser, ili samo browser. Najpopularniji browseri danas su Chrome, Firefox, Internet Explorer, Opera i Safari. Korisnici pristupaju sajtovima tako što unesu tačan URL sajta, prate link sa druge stranice ili putem bookmark-a. Sami browseri se regularno unapređuju kako bi pratili novine, ali ne možemo uvek biti sigurni da je korisnik, posetilac našeg sajta, izvršio update na najnoviju verziju ili i dalje koristi npr Internet Explorer 7, iako je trenutno aktuelna verzija 11.
- URL je ono što u žargonu nazivamo adresom sajta, ili jednostavno sajtom. Primeri za URL su [www.it-akademija.com](http://www.it-akademija.com), [www.adobe.com](http://www.adobe.com) i tako dalje.
- Zatvorena umrežena struktura koja počiva na TCP/IP protokolu ali nije deo Interneta, naziva se Intranet.

# Web klijent

- **User Agent** je, zapravo, ključna tačka u funkcionalnosti web browsera, odnosno, pomenuta naprava za prevođenje.
- Često se u programerskom žargonu i ne pominje reč browser, već User Agent, ali svakako, generalan naziv za aplikaciju koja se nalazi na korisničkoj strani HTTP komunikacije (User Agent aplikacija), naziva se web klijent.
- Web klijent čita html kod red po red i adekvatno rukuje njime, kroz postupak koji se naziva parsiranje. Krajnji rezultat tog procesa je formatirana web strana u browseru.
- Korisnik koji koristi neki od ovih programa, često i ne zna da je unosom željene adrese u njega i pritiskanjem tastera GO, aktivirao seriju događaja HTTP protokola.
- Lako je primetiti, da sve adrese standardnih web sajtova na Internetu sadrže prefiks http. Npr. adresa Google pretraživača zapravo nije [www.google.com](http://www.google.com), već <http://www.google.com> pa je jasno da http sa početka adrese u stvari predstavlja protokol koji se koristi za rukovanje tom adresom.
- Pored protokola, ostatak adrese predstavlja tačnu lokaciju na kojoj se određeni dokument (resurs) nalazi. Ova adresa naziva se URI (Uniform Resource Identifier), odnosno, URL (Unified Resource Locator). (Razlika između ova dva je što je URI uopšten naziv za bilo koji (Unified Resource), koji može biti URN, URC ili URL (Name, Characteristics, Locator)).

# HTTP, TCP/IP

HTTP (*Hyper Text Transfer Protocol*) je mrežni protokol koji određuje način prenosa podataka.

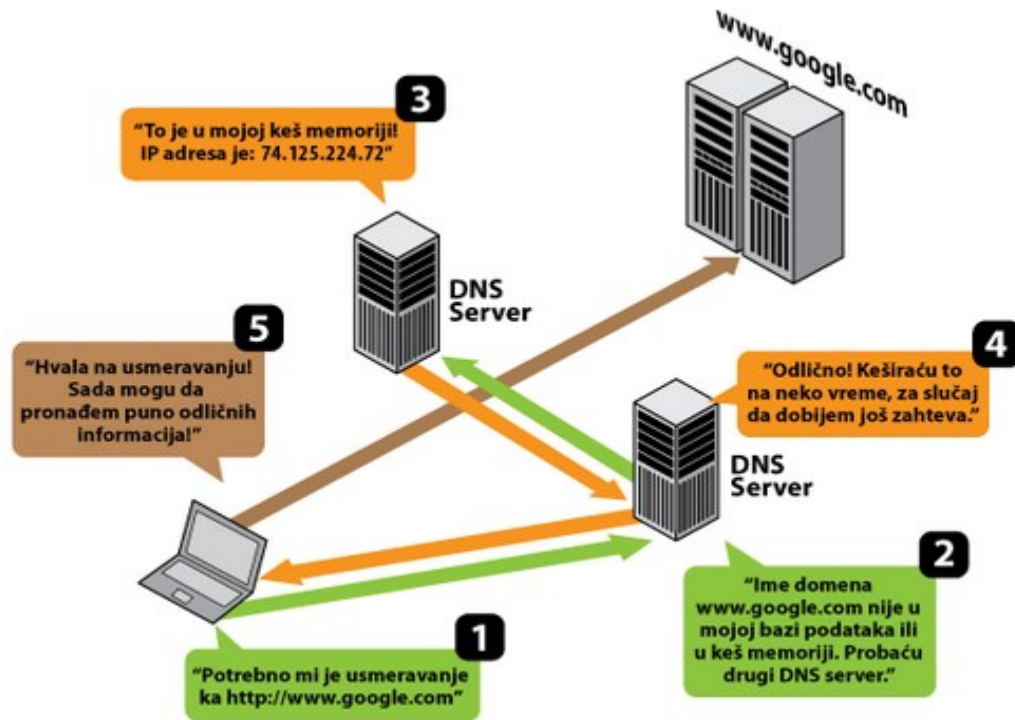
TCP/IP (*Transmission Control Protocol/Internet Protocol*) je protokol niskog nivoa (transportni nivo) koji služi za komunikaciju dva računara

# Kako funkcioniše www

- Kada unesemo željenu adresu u browser, pomoću DNS sistema (*Domain Name System*) browser dobija informaciju o IP adresi web servera, odnosno sajta koji je potrebno učitati. IP adresa je tačna adresa gde se željeni sajt nalazi. Drugim rečima, mi koristimo URL (adresu sajta) kako bismo olakšali pamćenje, dok sami računari sajtove pronalaze pomoću IP adresa.
- Na primer, lakše je zapamtiti *www.google.com*, nego njegovu IP adresu: *74.125.224.72*, iako možemo ukucati taj IP u browser i dobiti isti rezultat (probajte, možete otvoriti bilo koji browser i u adress bar uneti malopre pomenutu IP adresu u obliku: *http://74.125.224.72/*, otvoriće se Google).
- Pošto browser od DNS servera dobije informaciju o IP adresi sajta, on pristupa njoj, otvara root folder i traži index.html (ili default.html), te ih onda prikazuje korisniku.

# Kako funkcioniše www

Pamćenje zapisa IP adresa je nepraktično - kao pomoć je uveden servis za dodelu domena  
**DNS (Domain Name System)**



URL na primer:  
<http://www.it-akademija.com/> ili  
<http://www.google.com/>



# Primer HTML strane

```
<html>
  <head>
    <title>Naziv stranice</title>
  </head>

  <body>
    <h1>Naslov</h1>
    <p>Tekst u paragrafu.</p>
  </body>
</html>
```

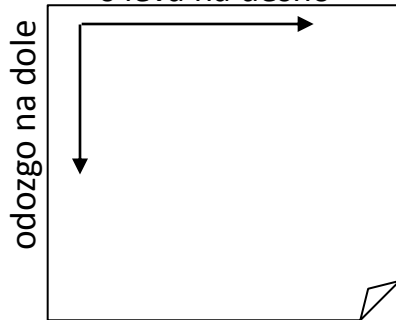
# Primer HTML strane



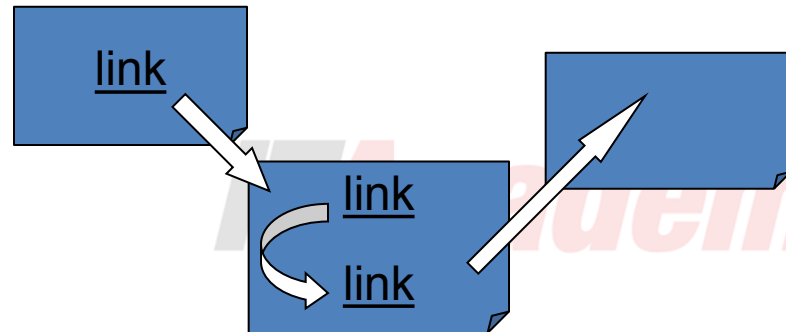
# Hipertekst

- Hipertekst je tip dokumenta koji se generiše primenom HTML-a (nije „običan“ tekst)
- **Hipertekst** predstavlja skup stranica u obliku datoteka koje su međusobno povezane vezama, tj. linkovima umetnutim u stranice.
- **Linkovi** mogu da ukazuju na druge stranice, ili na druga mesta na istoj stranici. Linkovi se aktiviraju klikom na miša nakon što je on pozicioniran na sam link.

Čitanje običnog teksta  
(linearno)  
s leva na desno



Čitanje hiperteksta  
(praćenje veza)



# Šta je CSS

- CSS (akronim od *Cascading Style Sheets*) je style sheet jezik koji se koristi za opis prezentacione semantike dokumenta pisanog u opisnom jeziku (markup language).
- Ako zanemarimo formalnu definiciju, jednostavnije rečeno, **CSS opisuje, tj. uređuje izgled i formatiranja bilo kog elementa na stranici.**
- **HTML i CSS imaju potpuno drugačiju namenu, ali se idealno dopunjuju. HTML nosi sadržaj, dok CSS taj isti sadržaj uređuje.**
- **CSS-om ćemo se baviti kasnije u kursu**

# Tokom razvoja sajta

**Lokalni root folder** - U njemu se nalaze svi fajlovi, slike i ostali elementi web sajta.

**Udaljeni root folder** - Ovo je folder gde publikujemo sajt i on se nalazi na serveru.