



FULL SAIL  
UNIVERSITY

# Web Design Fundamentals

Web Design Fundamentals  
Web Design & Development Bachelor of Science Degree





FULL SAIL  
UNIVERSITY

# Today's Topics

- Sections
- Links
- Site Structure

Web Design Fundamentals  
Web Design & Development Bachelor of Science Degree





FULL SAIL  
UNIVERSITY

# Sections



**Web Design Fundamentals**  
Web Design & Development Bachelor of Science Degree





# <div> and <span>

- Create generic mechanism for adding structure
  - used along with *id* and *class* attributes
- Generic = no inherent meaning
  - does **NOT** have semantic value
- Structural element (invisible on the page)
- Divides web page into sections
  - which can be styled later with CSS





FULL SAIL  
UNIVERSITY

# <div>

- Creates a division
- Divides segments of a page into sections
  - *header, content, footer, etc.*
- Block-level element
- <div></div>





FULL SAIL  
UNIVERSITY

# <span>

- Just like <div> except inline-level
- Used *within* a block-level element
- Useful to separate words/items from other items
- <span></span>



# ID and Class Attributes

- ID attribute

- to identify a *unique* part of a web page

```
<div id="header">  
  
    <p>Header division text.</p>  
  
    </div><!-- Closes the #header div -->
```

- Class attribute

- to identify *multiple* parts of a web page

```
<div class="blog_entry">  
  
    <p>Blog division text.</p>  
  
    </div><!-- Closes the .blog_entry div -->  
  
<p><span class="highlight">Some highlighted text.</span></p>
```



# IDs

- An attribute that *uniquely* identifies an element
- Can be used on **ANY** tag
- Can only be used *once* per-page
- Only *one* per-element
- Must start with a letter
- Commonly used on the `<div>` element
- Written like any other attribute





FULL SAIL  
UNIVERSITY

# IDs

- `<div id="header">`  
`<p>Header Division</p>`  
`</div><!-- Closes the #header div -->`
  
- To target the `<div>` element's `id` in CSS:
- `#header {`  
  
`background-color: #999999;`  
`}`





# Classes

- An attribute that identifies *multiple* elements
- Can be used on **ANY** tag
- Should be used *multiple* times per page
- Can have *more than one* per-element
- Must start with a letter
- Written like any other attribute
  - `<div class="blog_entry"></div>`
- Multiple classes are separated by a space
  - `<div class="blog_entry newest"></div>`





# Classes

- `<div class="blog_entry">`  
`<p>Blog Division</p>`  
`</div><!-- Closes the .blog_entry div -->`
- To target both `<div>` elements' *class* in CSS:
- `.blog_entry {`  
`background-color: #999999;`  
`}`



# Divitis & Spanitis

- Overuse of the `<div>` and `<span>` elements or id and class attributes
- Common beginner mistake
- Can be avoided by using:
  - descendant selectors in CSS
  - existing block-level elements



# Descendant Selectors

- `<div id="footer">`  
`<p id="footer_text">Footer paragraph</p>`  
`<ul id="footer_list" >`  
  
`...`  
`</div><!-- Closes the #footer div -->`
  
- `#footer p {`  
`color: #999999;`  
`}`



# Existing Block-Level Elements

- Don't add unnecessary `<div>` element if a block-level element is already there
- Remember that IDs and Classes can be used on *any* tag

```
<div id="navigation">
```

```
    <ul>
```

```
        <li>First Link</li>
```

```
        <li>Second Link</li>
```

```
    </ul>
```

```
</div><!-- Closes the #navigation div -->
```



# Semantic Naming

- IDs and Class names should have meaning
  - what it *is* not what it *looks like*
- Easier to update site
  - `<span class="highlight">`
  - `<div id="sidebar">`
- Instead of:
  - `<span class="red">`
  - `<div id="right_column">`





FULL SAIL  
UNIVERSITY

# Links



**Web Design Fundamentals**  
Web Design & Development Bachelor of Science Degree





FULL SAIL  
UNIVERSITY

# <a>

- Creates a hypertext link or “anchor” to a page or page element
- To function it requires the *href* attribute
- *href* attribute is the destination of the link
  - *href* = hypertext reference





# < a >

- Content contained between the opening and closed tag is *clickable link text*
- Default style is blue text with an underline
- Use descriptive link text
  - users tend to scan web pages
  - indexed by search engines
- To link to *index.html* document:
  - `<a href="index.html">Clickable Content</a>`



# title attribute

- Remember this attribute?
- Specifies additional information about an element
- Creates a **tool-tip** when hovered over with the mouse
  - also used with `<img />` element and phrase elements
- Good for accessibility
  - can be read by screen readers
- Should be used with `<a>` element to describe the link
  - `<a href="index.html" title= "Description of link" >Clickable Content</a>`
- <http://veerle-v2.duoh.com/>



# Absolute vs. Relative Paths

- Absolute Path

- path from root folder to a file
- *USA / FL / Winter Park / 3300 University Blvd / Bld FS4A / Room 105*

- Relative Path

- path to file relative to file you are in
- *next door*



# External Links

- Link to other sites or resources on the web
- Uses full web address or *URL*
  - *URL* - Uniform Resource Locator
  - starts with *HTTP* and uses domain name
  - *HTTP* - *HyperText Transfer Protocol*
  - absolute path
- `<a href="http://www.fullsail.edu" title="Link to Full Sail University's website.">Full Sail University</a>`



# HTML Entities

- Why are my external links causing my page to not validate?
- Remember HTML Entities?
  - some characters in HTML have special meaning
  - ampersands in URLs need to be encoded as &amp;
  - `<a href="http://www.fullsail.edu/full_sail_&_me.html" title="Link to Full Sail University's article Full Sail and Me.">Full Sail Article</a>`



# target Attribute

- Opens link in a new browser window
- Avoid using it
  - not valid
  - bad for usability
  - `<a href="http://fullsail.edu" title= "Link to Full Sail University's website." target= "_blank">Full Sail University</a>`



# Local Links

- Link to other pages or resources within your site
- Uses name of file
  - does **not** use URL
  - relative path
  - `<a href="gallery.html" title= "Link to a gallery of my work" >Examples of my work</a>`
- Could use absolute paths for local links but:
  - longer to code
  - harder to update



# Internal Links

- Links to different places *within* current page
  - or to a specific place on another page of your site
  - relative path
- Uses ID attribute
  - remember IDs can be used on *any* tag
- `<div id="header">`  
 `<p>Header Division</p>`  
`</div>`



# Linking with IDs

- Link to different places *within* the current page
  - `<a href="#header">Go to the header</a>`
- Even on another page
  - `<a href="location.html#address">Go to the address</a>`
- Similarly, you can link to the current page by providing only a #
  - `<a href="#">Home</a>`
  - great for prototyping
- <http://secure2.ncl.com/faq>



# Email Links

- Creates a link to an email address
  - opens default email application
- Uses *mailto:* instead of *http:* protocol
  - absolute path
  - `<a href="mailto:email@example.com">Clickable Content</a>`



# Root Relative Links

- Links to root folder of web site
  - for files common to many pages in your site
- Uses / = URL of current site
  - same link from *any* web page
  - won't work locally
  - `<a href="/~cvincze/index.html">My Home Page</a>`
- <http://www.motive.co.nz/glossary/linking.php>





FULL SAIL  
UNIVERSITY

# Structuring your Site



Web Design Fundamentals  
Web Design & Development Bachelor of Science Degree





FULL SAIL  
UNIVERSITY

# Structuring your Site

- Avoid having all your XHTML documents, images, and other assets unorganized in your web site directory
  - good idea to plan *before* you start
- Create subfolders for images, key sections, CSS, JavaScript, etc.
- Allows for future growth and easier updates



# Web Site Hierarchy Example

- my\_sweet\_ride
  - index.html
  - gallery.html
  - video.html
  - ▶ media
    - bike.mov
    - bike1.jpg
    - bike2.jpg
  - header.jpg
  - mysweetride.swf
- ▶ js
  - swfobject.js
  - qtobject.js
- ▶ css
  - main.css



# Index File

- XHTML document named *index.html*
- Web servers will load these by default
  - adding *index.html* to end of the URL is not necessary
  - <http://wddbs.com/wdf/>
- Servers will look inside subfolders and load index files
  - web sites can have *multiple* index files in different folders
  - <http://wddbs.com/wdf/lectures/>
  - <http://wddbs.com/wdf/Labs/>





# Linking Between Different Folders

- Linking down into a subfolder
  - `<a href = "gallery/web_design.html">Examples of my work</a>`
- Linking up to a parent folder
  - `<a href = "../index.html">Back to Home Page</a>`
  - `../` = move up one level
- Linking both up to a parent folder and down into subfolder
  - `<img src = "../images/my_image.jpg" />`
- Works the same for images, multimedia, CSS, etc.





FULL SAIL  
UNIVERSITY

# Today's Lab

- XHTML Sections / Linking Basics
  - Reading / Viewing Assignment
  - Daily Questions
  - Linking It Up
  - My Sweet Ride (continued)

