

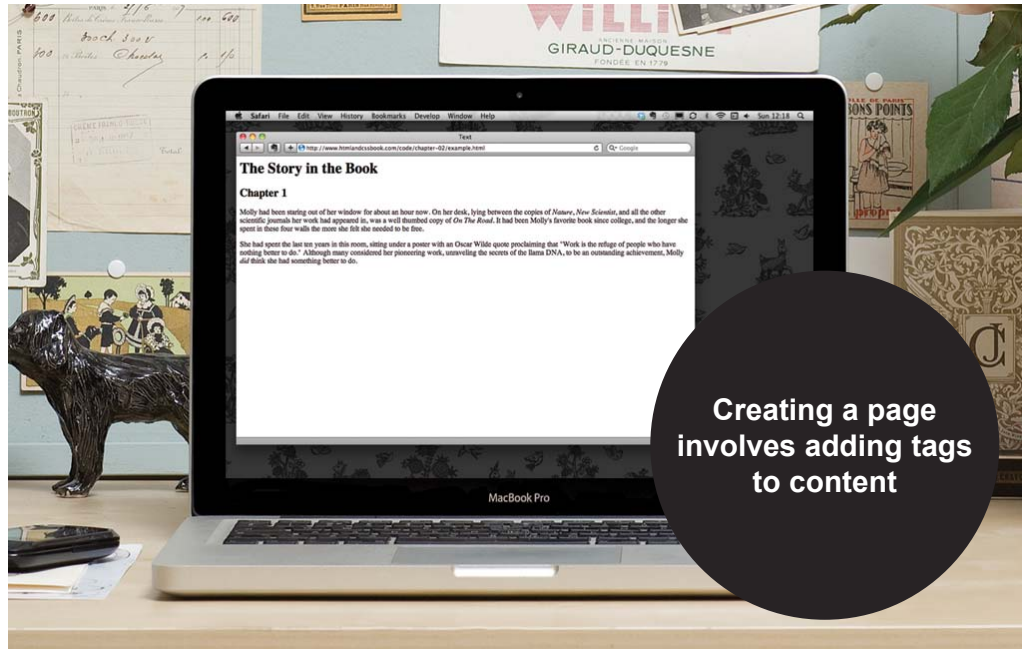


Learning HTML involves...

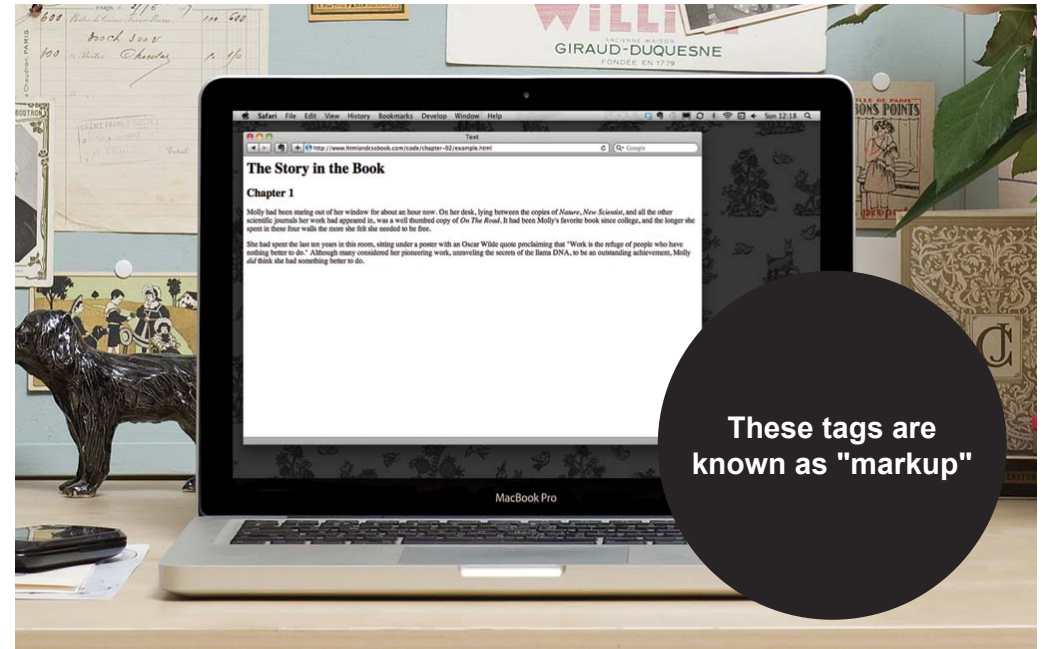
Learning a list  
of elements

Learning how  
these elements  
are used

# TAGS DESCRIBE CONTENT



# TAGS DESCRIBE CONTENT



There are two types of markup...

STRUCTURAL

SEMANTIC

# HEADINGS

HTML

```
<h1>This is a Main Heading</h1>
<h2>This is a level 2 heading</h2>
<h3>This is a level 3 heading</h3>
<h4>This is a level 4 heading</h4>
<h5>This is a level 5 heading</h5>
<h6>This is a level 6 heading</h6>
```

RESULT

# This is a Main Heading

## This is a Level 2 Heading

### This is a Level 3 Heading

#### This is a Level 4 Heading

##### This is a Level 5 Heading

###### This is a Level 6 Heading

# PARAGRAPHS

HTML

```
<p>A paragraph consists of one or more
sentences that form a self-contained unit
of discourse. The start of a paragraph is
indicated by a new line.</p>

<p>Text is easier to understand when it is
split up into units of text. For example,
a book may have chapters. Chapters can
have subheadings. Under each heading will
be one or more paragraphs.</p>
```

RESULT

A paragraph consists of one or more sentences that form a self-contained unit of discourse. The start of a paragraph is indicated by a new line.

Text is easier to understand when it is split up into units of text. For example, a book may have chapters. Chapters can have subheadings. Under each heading there will be one or more paragraphs.

## BOLD & ITALIC

HTML

```
<p>This is how we make a word appear  
<b>bold</b>.</p>
```

```
<p>This is how we make a word appear  
<i>italic</i>.</p>
```

## BOLD & ITALIC

HTML

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<p>This is how we make a word appear  
<b>bold</b>.</p>
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## BOLD & ITALIC

HTML

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<p>This is how we make a word appear  
<b>bold</b>.</p>
```

```
<p>This is how we make a word appear  
<i>italic</i>.</p>
```

RESULT

This is how we make a word appear **bold**.  
This is how we make a word appear *italic*.

## SUPERSCRIPIT & SUBSCRIPT

HTML

```
<p>On the 4<sup>th</sup> September you  
will learn about E=MC<sup>2</sup>.</p>
```

```
<p>The amount of C0<sub>2</sub> in the  
atmosphere grew by 2ppm in  
2009<sub>1</sub>.</p>
```

## SUPERSCRIPIT & SUBSCRIPT

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## SUPERSCRIPIT & SUBSCRIPT

HTML

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<p>On the 4<sup>th</sup> September you  
will learn about E=MC<sup>2</sup>.</p>
```

```
<p>The amount of C0<sub>2</sub> in the  
atmosphere grew by 2ppm in  
2009<sub>1</sub>.</p>
```

RESULT

On the 4<sup>th</sup> of September you will learn about  $E=MC^2$ .

The amount of CO<sub>2</sub> in the atmosphere grew by 2ppm in 2009<sub>1</sub>.

## WHITESPACE IS COLLAPSED

HTML

```
<p>The    moon is  
  
    drifting    away    from the  
  
earth.</p>
```

RESULT

The moon is drifting away from Earth.

## LINE BREAKS

HTML

```
<p>The Earth<br />gets one hundred tons  
heavier every day<br />due to falling  
space dust.</p>
```

HTML

## LINE BREAKS

```
<p>The Earth<br />gets one hundred tons  
heavier every day<br />due to falling  
space dust.</p>
```

RESULT

The Earth  
gets one hundred tons heavier every day  
due to falling space dust.

## HORIZONTAL RULES

HTML

```
<p>Venus is the only plant that rotates  
clockwise</p>
```

```
<hr />
```

```
<p>Jupiter is bigger than all the other  
planets combined.</p>
```

## HORIZONTAL RULES

HTML

```
<p>Venus is the only plant that rotates  
clockwise</p>
```

```
<hr />
```

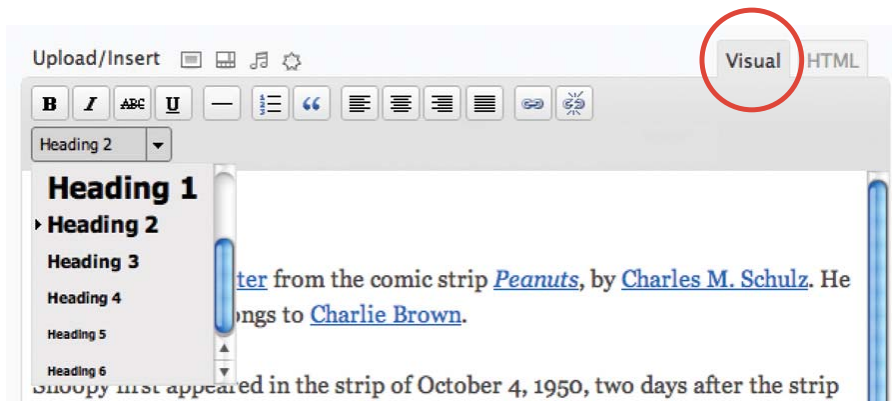
```
<p>Jupiter is bigger than all the other  
planets combined.</p>
```

RESULT

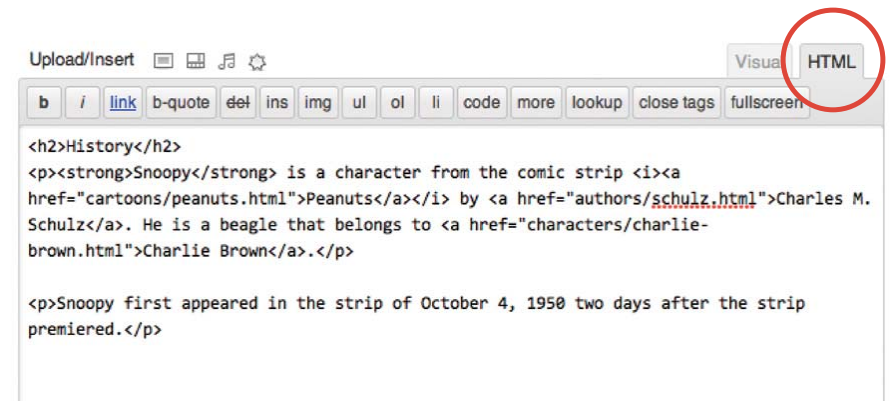
Venus is the only planet that rotates clockwise.

Jupiter is bigger than all the other planets combined.

# VISUAL EDITORS & THEIR CODE VIEWS



# VISUAL EDITORS & THEIR CODE VIEWS



## SEMANTIC MARKUP

### WHAT IS IT?

Set of elements, for example:

The `<em>` tag adds emphasis

`<blockquote>` contains a quote

### WHY USE IT?

Provides extra information about your content

Do NOT use it to alter presentation of those elements

### APPLICATION

Screen readers can add emphasis to words in `<em>`

Search engines can find quotations in `<blockquote>`

## STRONG & EMPHASIS

HTML

```
<p><strong>Beware</strong> pickpockets  
operate in this area.</p>
```

```
<p>I <em>think</em> Ivy was the first.</p>
```

```
<p>I think <em>Ivy</em> was the first.</p>
```

```
<p>I think Ivy was the <em>first</em>.</p>
```



## STRONG & EMPHASIS

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operate in this area.</p>
```

```
<p>I <em>think</em> Ivy was the first.</p>
```

```
<p>I think <em>Ivy</em> was the first.</p>
```

```
<p>I think Ivy was the <em>first</em>.</p>
```

## RESULT

**Beware:** Pickpockets operate in this area.

I *think* Ivy was the first.

I think *Ivy* was the first.

I think Ivy was the *first*.

## QUOTATIONS

### HTML

```
<blockquote  
  cite="http://en.wikipedia.org/wiki/  
    Winnie-the-Pooh">  
  <p>Did you ever stop to think, and  
    forget to start again?</p>  
</blockquote>
```

```
<p>As A.A. Milne said, <q>Some people talk  
  to animals. Not many listen though.  
  That's the problem.</q></p>
```

## QUOTATIONS

### HTML

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<blockquote  
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# QUOTATIONS

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<blockquote
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  <p>Did you ever stop to think, and
    forget to start again?</p>
</blockquote>

<p>As A.A. Milne said, <q>Some people talk
  to animals. Not many listen though.
  That's the problem.</q></p>
```

RESULT

Did you ever stop to think, and forget  
to start again?

As A.A. Milne said, "Some people talk to animals.  
Not many listen though. That's the problem."

# ABBREVIATIONS & ACRONYMS

HTML

```
<p><abbr title="Professor">Prof</abbr>
  Stephen Hawking is a theoretical
  physicist and cosmologist.</p>

<p><acronym title="National Aeronautics
  and Space Administration">NASA</acronym>
  do some crazy space stuff.</p>
```

HTML

# ABBREVIATIONS & ACRONYMS

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  physicist and cosmologist.</p>

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# ABBREVIATIONS & ACRONYMS

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physicist and cosmologist.</p>
```

```
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and Space Administration">NASA</acronym>  
do some crazy space stuff.</p>
```

RESULT

Prof Stephen Hawking is a theoretical physicist and cosmologist.

NASA do some crazy space stuff.

National Aeronautics and Space  
Administration

# CITATIONS & DEFINITIONS

HTML

```
<p><cite>A Brief History of Time</cite> by  
Stephen Hawking has sold over ten million  
copies worldwide.</p>
```

```
<p>A <dfn>black hole</dfn> is a region  
of space from which nothing, not even  
light, can escape.</p>
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# CITATIONS & DEFINITIONS

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<p><cite>A Brief History of Time</cite> by  
Stephen Hawking has sold over ten million  
copies worldwide.</p>  
  
<p>A <dfn>black hole</dfn> is a region  
of space from which nothing, not even  
light, can escape.</p>
```

RESULT

*A Brief History of Time* by Stephen Hawking has  
sold over ten million copies worldwide.

A black hole is a region of space from which  
nothing, not even light, can escape.

# AUTHOR DETAILS

HTML

```
<address>  
<p><a href="homer@example.org">  
homer@example.org</a></p>  
<p>742 Evergreen Terrace, Springfield</p>  
</address>
```

HTML

# AUTHOR DETAILS

```
<address>  
<p><a href="homer@example.org">  
homer@example.org</a></p>  
<p>742 Evergreen Terrace, Springfield</p>  
</address>
```

RESULT

[homer@example.org](mailto:homer@example.org)

*742 Evergreen Terrace, Springfield*

## CHANGES TO CONTENT

HTML

```
<p>It was the <del>worst</del>  
<ins>best</ins> idea she had ever  
had.</p>
```

```
<p>Laptop computer:</p>  
<p><s>Was $995</s></p>  
<p>Now only $375</p>
```

## CHANGES TO CONTENT

HTML

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<p>It was the <del>worst</del>  
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# CHANGES TO CONTENT

HTML

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<p>It was the <del>worst</del>  
  <ins>best</ins> idea she had ever  
  had.</p>
```

```
<p>Laptop computer:</p>  
<p><s>Was $995</s></p>  
<p>Now only $375</p>
```

RESULT

It was the ~~worst~~ best idea she had ever had.

Laptop computer:

~~Was \$995~~

Now only \$375

## SUMMARY

HTML elements are used to describe the structure of the page (e.g. headings, subheadings, paragraphs).

## SUMMARY

They also provide semantic information (e.g. where emphasis is placed, definitions of acronyms, when text is a quotation).

