

HTML



CSS

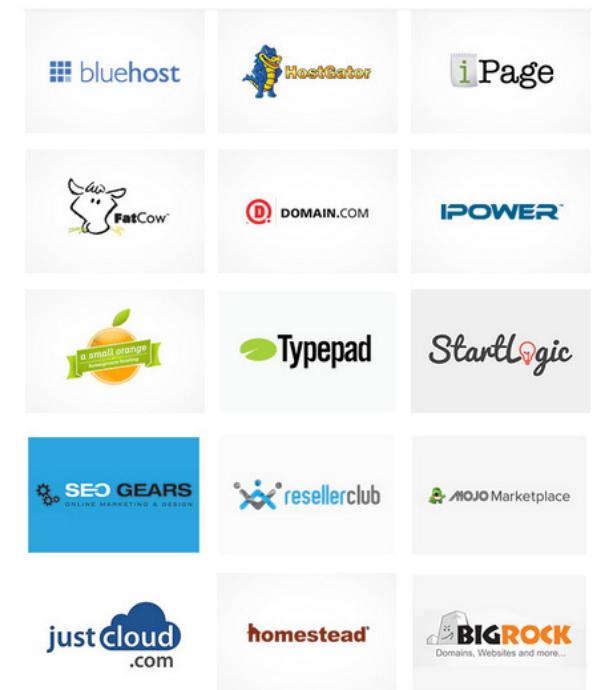
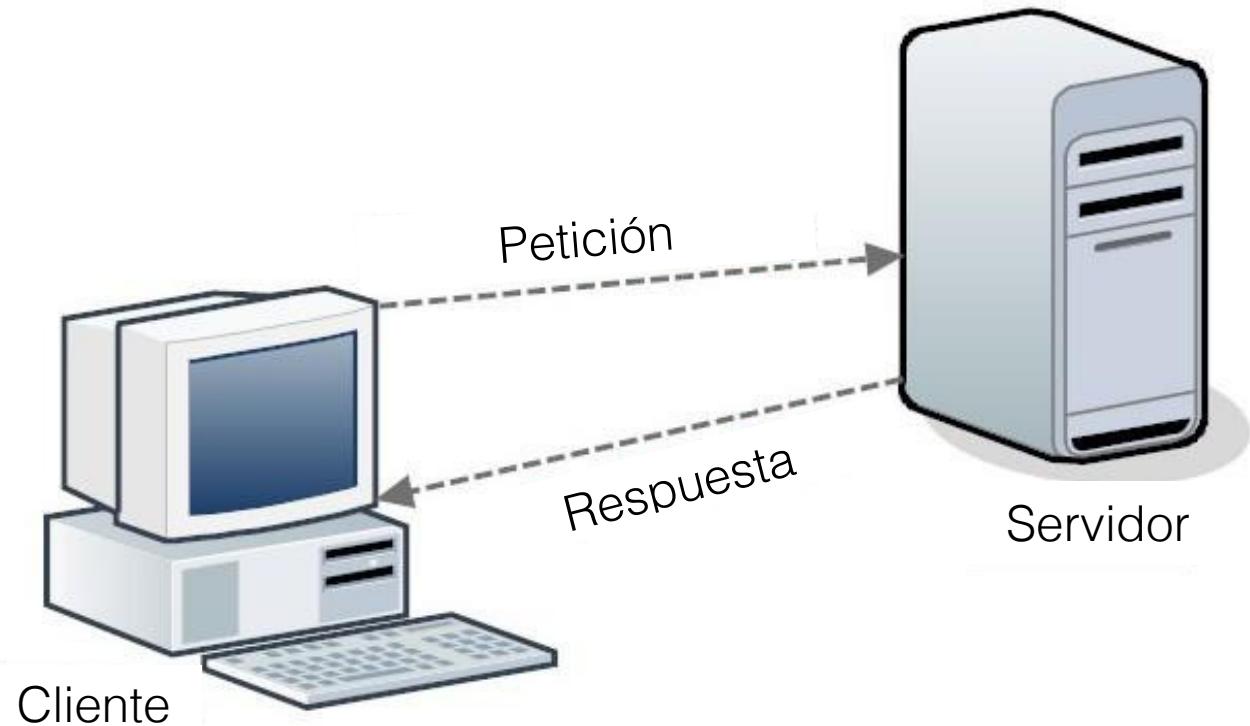
SVG

JS

DB



JON DUCKETT



HTML



CSS



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Part 33. In which we can turn up
the heat on the inside track on
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Coming up this week
Monday Shows for Student
Media Awards announced
Wednesday to Friday Coverage of
the RTS Cambridge Convention

Interview Rio Caraeff

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweeney**

If Rio Caraeff succeeds, perhaps it will be the death of music. His online music video site, part-owned by the two largest record companies, aims to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the industry less dependent on the purchase of recordings, and for Caraeff there is clearly plenty to do.

With global CD sales plummeting by 18% last year, Caraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was losing its TV channel and its most paying royalties. If YouTube [was], there would have been no need. We have inverted tens of millions to be able to say, 'I'm in the music business and I'm going to move people to music,'" is his modestly stated aim.

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Caraeff's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Michael Arrington, founder of TechCrunch, and his partner, Martin Savel, described it as a "bromance". Despite the combative relationship the music industry has had with Google over search results and space, Caraeff prefers to characterize Vevo's dealings with YouTube as " symbiotic".

"It's a symbiotic relationship. It depends on what you do with them."

"We said 'let's figure out how to work with them,'" he explains. "There are no fees, no royalty fees, no music fees [on YouTube], there were thousands before, the official versions are only available on YouTube. YouTube is a place where people can upload any video in the world, we're trying to compete." Caraeff points out that 50% of YouTube's traffic comes from music videos and 30% comes from recommendations of videos that users might like to watch that appear on the side of the YouTube web pages when a user is viewing clips.

FREE ACCESS

Vevo's business model is all about providing music videos that fans can access free, funded by advertising – or to put it another way – giving away content. Caraeff believes the future is access, not ownership, not iTunes as it is today, he says. "We're not trying to sell people things they don't want to buy. It's a small amount of people that want to buy music. We are about providing access. It is the only scalable model for music. The question is, how do you do that and make money?"

Which raised the question of how well vevo's access model works. Caraeff doesn't seem to have away too much commercially but says it is already making "hundreds of millions of dollars" on advertising. "The main cost is to pay. More than half of gross revenue goes to content owners – the label, artist or licensee – with the remainder being split between Vevo and partners such as YouTube. He says that Vevo is "significantly ahead" of its original business plan – about 40% should be achieved by the end of next year.

Yet there are problems. Caraeff's business is dependent on advertising, so he is dependent on ad rates that companies pay to run campaigns around music content. His contention is that advertisers must now be prepared to pay more than ever to "own" the prime content and then be able to position it as a premium product. Think the free-to-access equivalent of Sky's *Premier League football*.

"The audience that loves music is vast and promising; it should be treated as



Video verifications ... Rio Caraeff says "if MTV was doing a

We are about access: it is the only scalable model for the music industry; the question is, how do you do that and make money?

Curriculum vitae

Age: 36

Education:

Did not go to university. "I started my first job when I was 18."

Career:

2004 vice-president, Universal Music Mobile, a division of the company's digital media division, responsible for new technologies, Vevo.

Leaving football.

"The audience that loves music is vast

and promising; it should be treated as

privately as if it were as valuable as the World Cup or as premium TV content."

If Rio Caraeff succeeds, perhaps only dedicated fans will need to own music. His online music video site, part-owned by the two largest record companies, also hopes to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the industry less dependent on the purchase of recordings, and for Caraeff there is clearly plenty to do.

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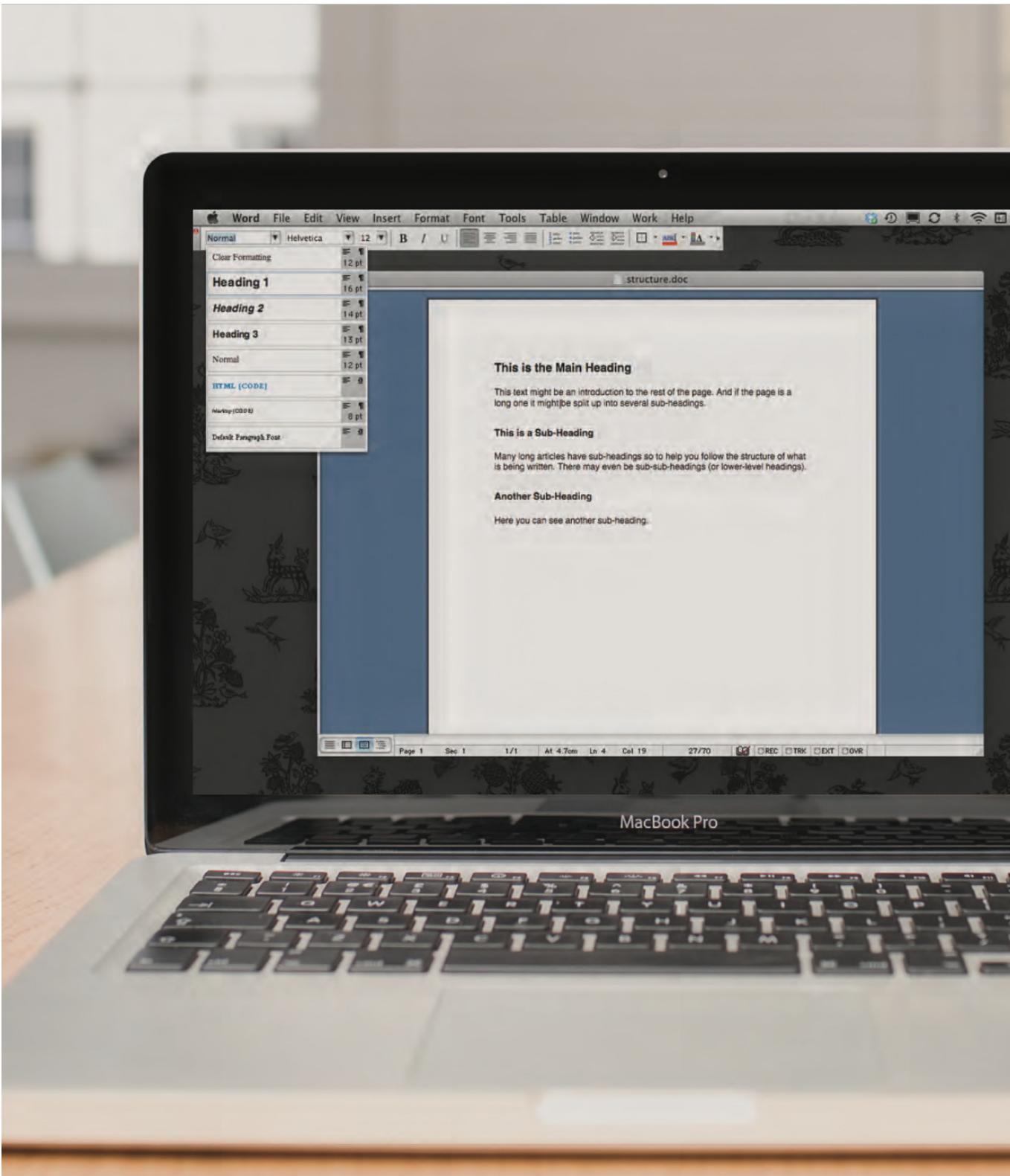
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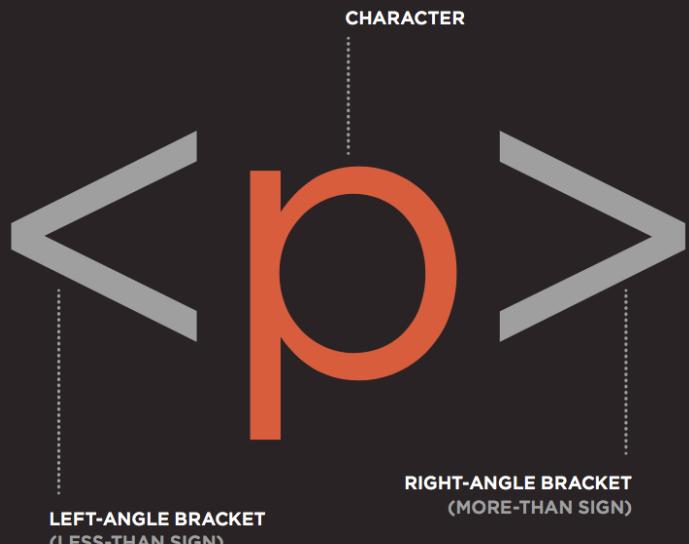


```
<html>
  <body>
    <h1>This is the Main Heading</h1>
    <p>This text might be an introduction to the rest of
       the page. And if the page is a long one it might
       be split up into several sub-headings.<p>
    <h2>This is a Sub-Heading</h2>
    <p>Many long articles have sub-headings so to help
       you follow the structure of what is being written.
       There may even be sub-sub-headings (or lower-level
       headings).</p>
    <h2>Another Sub-Heading</h2>
    <p>Here you can see another sub-heading.</p>
  </body>
</html>
```

CODE

DESCRIPTION

<html>	The opening <html> tag indicates that anything between it and a closing </html> tag is HTML code.
<body>	The <body> tag indicates that anything between it and the closing </body> tag should be shown inside the main browser window.
<h1>This is the Main Heading</h1>	Words between <h1> and </h1> are a main heading.
<p>This text might be an introduction to the rest of the page. And if the page is a long one it might be split up into several sub-headings.</p>	A paragraph of text appears between these <p> and </p> tags.
<h2>This is a Sub-Heading</h2>	Words between <h2> and </h2> form a sub-heading.
<p>Many long articles have sub-headings so to help you follow the structure of what is being written. There may even be sub-sub-headings (or lower-level headings).</p>	Here is another paragraph between opening <p> and closing </p> tags.
<h2>Another Sub-Heading</h2>	Another sub-heading inside <h2> and </h2> tags.
<p>Here you can see another sub-heading.</p>	Another paragraph inside <p> and </p> tags.
</body>	The closing </body> tag indicates the end of what should appear in the main browser window.
</html>	The closing </html> tag indicates that it is the end of the HTML code.

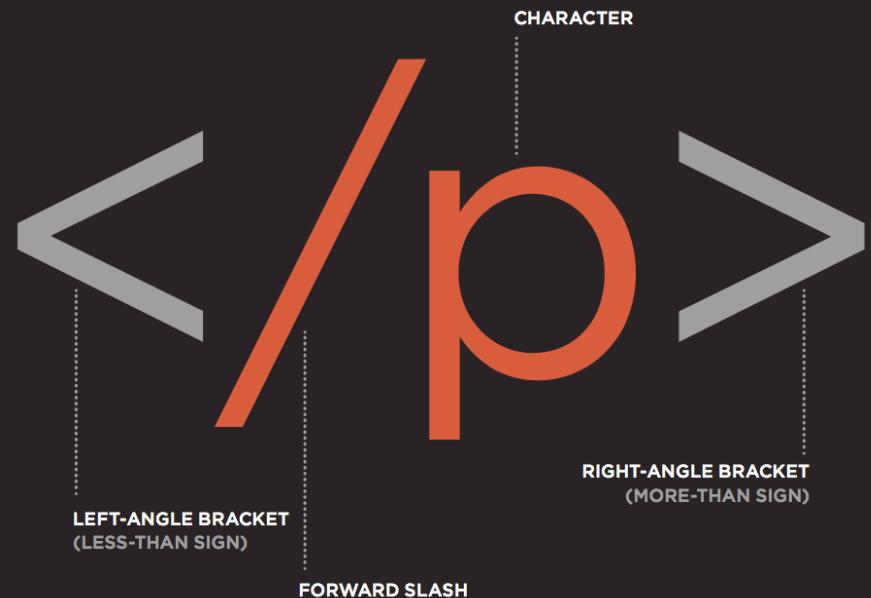


OPENING TAG

The characters in the brackets indicate the tag's purpose.

For example, in the tags above the p stands for paragraph.

The closing tag has a forward slash after the < symbol.

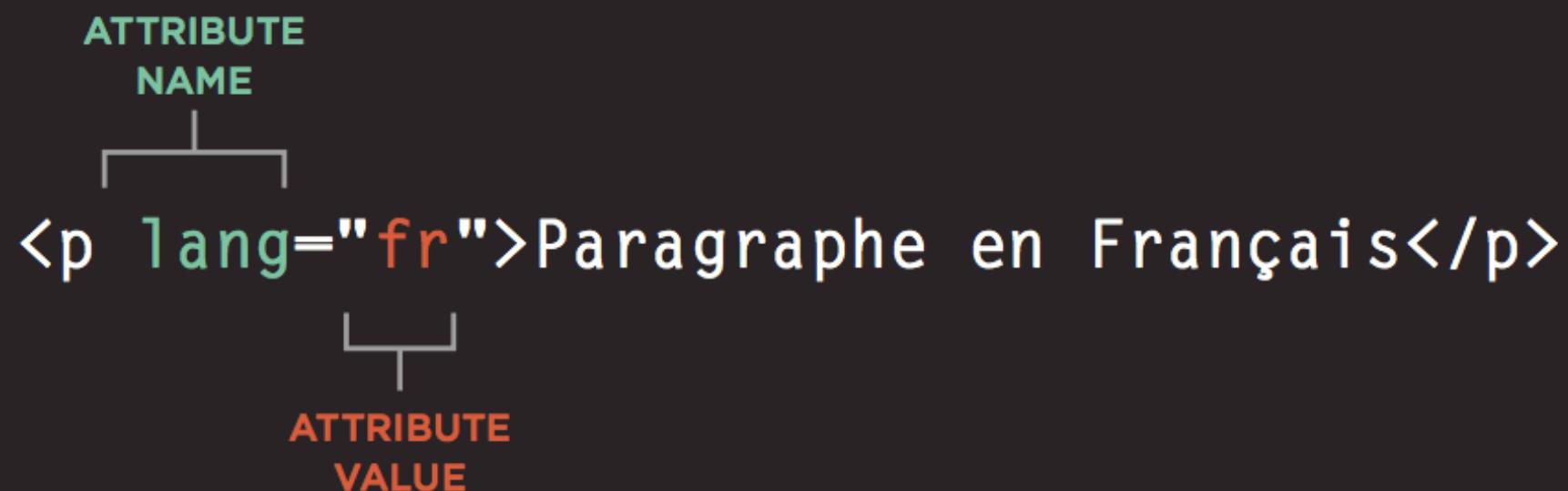


CLOSING TAG

The terms "tag" and "element" are often used interchangeably.

Strictly speaking, however, an element comprises the opening

tag and the closing tag and any content that lies between them.



/chapter-01/body-head-title.html

HTML

```
<html>
  <head>
    <title>This is the Title of the Page</title>
  </head>
  <body>
    <h1>This is the Body of the Page</h1>
    <p>Anything within the body of a web page is
       displayed in the main browser window.</p>
  </body>
</html>
```

```

►<div class="rshdr" id="rshdr">...</div>
►<div data-jibp="h" data-jiis="uc" id="ataw" style>...</div>
▼<div id="rcnt" style="clear:both;position:relative;zoom:1">
  ►<div data-jibp="h" data-jiis="uc" id="bcenter" style>...</div>
  ▼<div class="col" style="width:100%">
    ...  ►<div id="center_col">...</div> == $0
    </div>
    <div class="col" data-jibp="h" data-jiis="uc" id="rhscol"></div>
  ►<script>...</script>
  <div style="clear:both"></div>
</div>

```

html body#gsr.srp.tbo.vasq div#main div#cnt.big div#rcnt div.col div#center_col

Styles Event Listeners DOM Breakpoints Properties

Filter

:hov .cls +

```

element.style {
}
#cnt #center_col, .mw #center_col { margin-left: 0; }
#hdtb-msb>.hdtb-mitem:first-child, .ab_tnav_wrp, #cnt #center_col, .mw #center_col {
  margin-left: 150px;
}
.big #center_col {
  margin-left: 138px;
}
#center_col {
  clear: both;
}
#center_col {
  margin-left: 138px;
}

```

⋮ Console

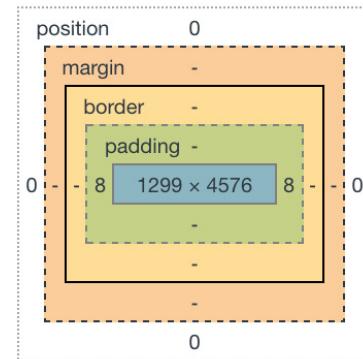
🚫 🔍 top

▼ Preserve log

m=isch&sa=...&biw=1315&bih=744#safe=off&tbo=isch&q=web+documents&*&&imgrc=ByVJXQAv04V00M: was loaded over HTTPS, but requested an insecure image '<http://webstyleguide.com/wsg3/figures/1-process/1-5-500.jpg>'. This content should also be served over HTTPS.

⚠ /search?q=client&safe=off&source=lnms&tbo=isch&sa=X&ved=0ahUKEwi5rjb-NXSAh...w=1315&bih=744#safe=off&tbo=isch&q=web+documents&*&&imgrc=ByVJXQAv04V00M::1

Mixed Content: The page at 'https://www.google.com.mx/search?q=client&safe=off&source=lnms&tbo=isch&sa=...&biw=1315&bih=744#safe=off&tbo=isch&q=web+documents&*&&imgrc=ByVJXQAv04V00M:' was loaded over HTTPS, but requested an insecure image 'http://link.springer.com/chapter/10.1007%2F978-3-319-18164-6_8/lookinside/000.png'. This content should also be served over HTTPS.



Filter

Show all

▶ clear	both
▶ color	rgb(3...
▶ display	block
▶ font-family	arial, ...
▶ font-size	13px

X

chapter-02/headings.html

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>
```

HTML

chapter-02/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 there will be one or more  
paragraphs.</p>
```

chapter-02/bold.html

HTML

```
<p>This is how we make a word appear <b>bold.</b>
</p>
<p>Inside a product description you might see some
<b>key features</b> in bold.</p>
```

chapter-02/italic.html

HTML

```
<p>This is how we make a word appear <i>italic</i>.
</p>
<p>It's a potato <i>Solanum tuberosum</i>.</p>
<p>Captain Cook sailed to Australia on the
<i>Endeavour</i>.</p>
```

HTML

chapter-02/superscript-and-subscript.html

```
<p>On the 4<sup>th</sup> of September you will learn  
about E=MC<sup>2</sup>. </p>  
<p>The amount of CO<sub>2</sub> in the atmosphere  
grew by 2ppm in 2009<sub>1</sub>. </p>
```

chapter-02/white-space.html

HTML

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

HTML

chapter-02/line-breaks.html

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

HTML

chapter-02/horizontal-rules.html

```
<p>Venus is the only planet that rotates  
clockwise.</p>  
<hr />  
<p>Jupiter is bigger than all the other planets  
combined.</p>
```

chapter-02/strong.html

HTML

```
<p><strong>Beware:</strong> Pickpockets operate in  
this area.</p>  
<p>This toy has many small pieces and is <strong>not  
suitable for children under five years old.  
</strong></p>
```

chapter-02/emphasis.html

HTML

```
<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>
```

HTML

chapter-02/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>
```

chapter-02/abbreviations.html

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

chapter-02/citations.html

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

HTML

chapter-02/definitions.html

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

chapter-02/address.html

HTML

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

HTML

chapter-02/insert-and-delete.html

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

HTML

chapter-02/strikethrough.html

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

```
<html>
  <head>
    <title>Text</title>
  </head>
  <body>
    <h1>The Story in the Book</h1>
    <h2>Chapter 1</h2>
    <p>Molly had been staring out of her window for about
      an hour now. On her desk, lying between the copies
      of <i>Nature</i>, <i>New Scientist</i>, and all
      the other scientific journals her work had
      appeared in, was a well thumbed copy of <cite>On
      The Road</cite>. It had been Molly's favorite book
      since college, and the longer she spent in these
      four walls the more she felt she needed to be
      free.</p>
    <p>She had spent the last ten years in this room,
      sitting under a poster with an Oscar Wilde quote
      proclaiming that <q>Work is the refuge of
      people who have nothing better to do</q>. Although
      many considered her pioneering work, unraveling
      the secrets of the llama <abbr
        title="Deoxyribonucleic acid">DNA</abbr>, to be an
        outstanding achievement, Molly <em>did</em> think
        she had something better to do.</p>
  </body>
</html>
```

```
<ol>
  <li>Chop potatoes into quarters</li>
  <li>Simmer in salted water for 15-20
      minutes until tender</li>
  <li>Heat milk, butter and nutmeg</li>
  <li>Drain potatoes and mash</li>
  <li>Mix in the milk mixture</li>
</ol>
```

HTML

chapter-03/unordered-lists.html

```
<ul>
  <li>1kg King Edward potatoes</li>
  <li>100ml milk</li>
  <li>50g salted butter</li>
  <li>Freshly grated nutmeg</li>
  <li>Salt and pepper to taste</li>
</ul>
```

```
<dl>
  <dt>Sashimi</dt>
  <dd>Sliced raw fish that is served with
      condiments such as shredded daikon radish or
      ginger root, wasabi and soy sauce</dd>
  <dt>Scale</dt>
  <dd>A device used to accurately measure the
      weight of ingredients</dd>
  <dd>A technique by which the scales are removed
      from the skin of a fish</dd>
  <dt>Scamorze</dt>
  <dt>Scamorzo</dt>
  <dd>An Italian cheese usually made from whole
      cow's milk (although it was traditionally made
      from buffalo milk)</dd>
</dl>
```

HTML

chapter-03/nested-lists.html

```
<ul>
  <li>Mousses</li>
  <li>Pastries
    <ul>
      <li>Croissant</li>
      <li>Mille-feuille</li>
      <li>Palmier</li>
      <li>Profiterole</li>
    </ul>
  </li>
  <li>Tarts</li>
</ul>
```

```
<html>
  <head>
    <title>Lists</title>
  </head>
  <body>
    <h1>Scrambled Eggs</h1>
    <p>Eggs are one of my favourite foods. Here is a
       recipe for deliciously rich scrambled eggs.</p>
    <h2>Ingredients</h2>
    <ul>
      <li>2 eggs</li>
      <li>1tbs butter</li>
      <li>2tbs cream</li>
    </ul>
    <h2>Method</h2>
    <ol>
      <li>Melt butter in a frying pan over a medium
          heat</li>
      <li>Gently mix the eggs and cream in a bowl</li>
      <li>Once butter has melted add cream and eggs</li>
      <li>Using a spatula fold the eggs from the edge of
          the pan to the center every 20 seconds (as if
          you are making an omelette)</li>
      <li>When the eggs are still moist remove from the
          heat (it will continue to cook on the plate
          until served)</li>
    </ol>
  </body>
</html>
```

THIS IS THE PAGE THE
LINK TAKES YOU TO

THIS IS THE TEXT THE
USER CLICKS ON

`IMDB`

OPENING LINK TAG

CLOSING
LINK TAG

The diagram illustrates the structure of an HTML link tag, specifically IMDB. It uses callout lines to point to different parts of the code. One line points to the href attribute with the text "THIS IS THE PAGE THE LINK TAKES YOU TO". Another line points to the text "IMDB" with the text "THIS IS THE TEXT THE USER CLICKS ON". A bracket under the tag points to the entire tag with the text "OPENING LINK TAG" and another bracket at the end points to the closing tag with the text "CLOSING LINK TAG".

```
<p>Movie Reviews:  
<ul>  
  <li><a href="http://www.empireonline.com">  
    Empire</a></li>  
  <li><a href="http://www.metacritic.com">  
    Metacritic</a></li>  
  <li><a href="http://www.rottentomatoes.com">  
    Rotten Tomatoes</a></li>  
  <li><a href="http://www.variety.com">  
    Variety</a></li>  
</ul>  
</p>
```

HTML

chapter-04/linking-to-other-pages.html

```
<p>
  <ul>
    <li><a href="index.html">Home</a></li>
    <li><a href="about-us.html">About</a></li>
    <li><a href="movies.html">Movies</a></li>
    <li><a href="contact.html">Contact</a></li>
  </ul>
</p>
```

PARENT

The *examplearts* folder is a parent of the *music* folder.

CHILD

The *music* folder is a child of the *examplearts* folder.

```
▼ └── examplearts .....  
    └── index.html  
    └── images  
        └── logo.gif  
    └── movies  
        └── cinema  
            └── index.html  
            └── listings.html  
            └── reviews.html  
        └── dvd .....  
            └── index.html  
            └── reviews.html  
            └── index.html  
    └── music  
        └── index.html  
        └── listings.html  
        └── reviews.html  
    └── theater  
        └── index.html  
        └── listings.html  
        └── reviews.html
```

GRANDPARENT

The *examplearts* folder is a grandparent of the *dvd* folder.

GRANDCHILD

The *dvd* folder is a grandchild of the *examplearts* folder.

RELATIVE LINK TYPE

SAME FOLDER

To link to a file in the same folder, just use the file name. (Nothing else is needed.)

CHILD FOLDER

For a child folder, use the name of the child folder, followed by a forward slash, then the file name.

GRANDCHILD FOLDER

Use the name of the child folder, followed by a forward slash, then the name of the grandchild folder, followed by another forward slash, then the file name.

PARENT FOLDER

Use ../ to indicate the folder above the current one, then follow it with the file name.

GRANDPARENT FOLDER

Repeat the ../ to indicate that you want to go up two folders (rather than one), then follow it with the file name.

EXAMPLE (from diagram on previous page)

To link to music reviews from the music homepage:
`Reviews`

To link to music listings from the homepage:
`Listings`

To link to DVD reviews from the homepage:
`Reviews`

To link to the homepage from the music reviews:
`Home`

To link to the homepage from the DVD reviews:
`Home`

chapter-04/email-links.html

HTML

```
<a href="mailto:jon@example.org">Email Jon</a>
```

HTML

chapter-04/opening-links-in-a-new-window.html

```
<a href="http://www.imdb.com" target="_blank">  
Internet Movie Database</a> (opens in new window)
```

```
<h1 id="top">Film-Making Terms</h1>
<a href="#arc_shot">Arc Shot</a><br />
<a href="#interlude">Interlude</a><br />
<a href="#prologue">Prologue</a><br /><br />
<h2 id="arc_shot">Arc Shot</h2>
<p>A shot in which the subject is photographed by an
    encircling or moving camera</p>
<h2 id="interlude">Interlude</h2>
<p>A brief, intervening film scene or sequence, not
    specifically tied to the plot, that appears
    within a film</p>
<h2 id="prologue">Prologue</h2>
<p>A speech, preface, introduction, or brief scene
    preceding the main action or plot of a film;
    contrast to epilogue</p>
<p><a href="#top">Top</a></p>
```

```
<html>
  <head>
    <title>Links</title>
  </head>
  <body>
    <h1 id="top">Film Folk</h1>
    <h2>Festival Diary</h2>
    <p>Here are some of the film festivals we
      will be attending this year.<br />Please
      <a href="mailto:filmfolk@example.org">
      contact us</a> if you would like more
      information.</p>
    <h3>January</h3>
    <p><a href="http://www.sundance.org">
      Sundance Film Festival</a><br />
      Park City, Utah, USA<br />
      20 - 30 January 2011</p>
    <h3>February</h3>
    <p><a href="http://www.tropfest.com">
      Tropfest</a><br />
      Sydney, Australia<br />
      20 February 2011</p>
    <!-- additional content -->
    <p><a href="about.html">About Film Folk</a></p>
    <p><a href="#top">Top of page</a></p>
  </body>
</html>
```

chapter-05/adding-images.html

HTML

```

```

HTML

chapter-05/height-and-width-of-images.html

```

```

```

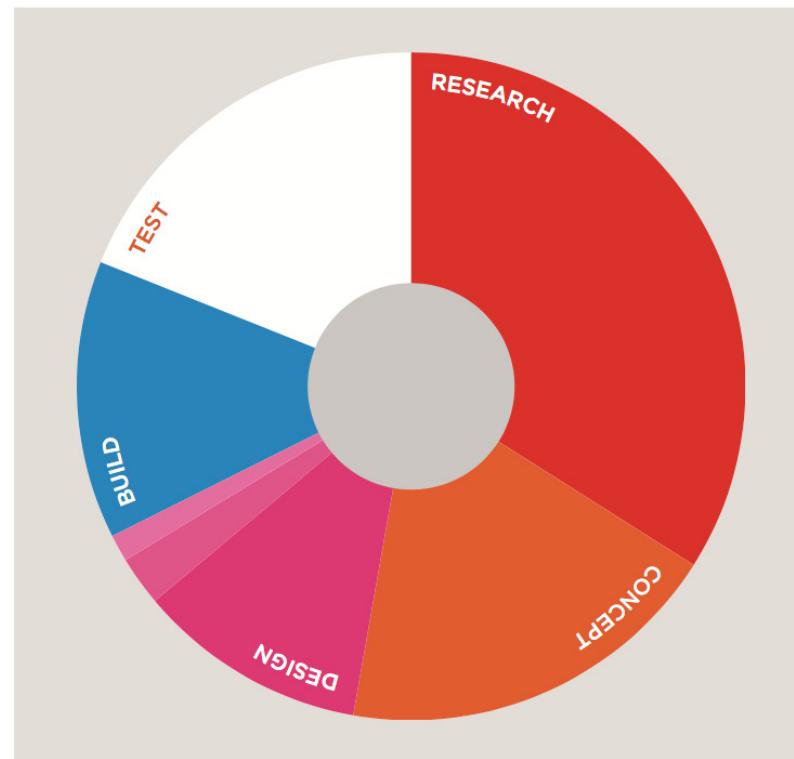
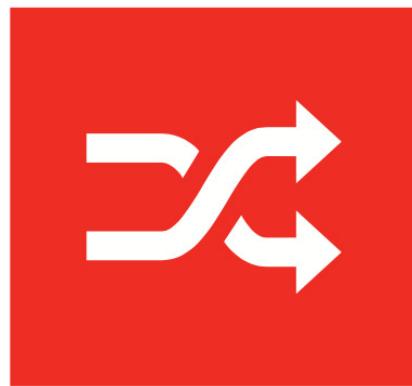
<p>There are around 10,000 living species of birds
    that inhabit different ecosystems from the
    Arctic to the Antarctic. Many species undertake
    long distance annual migrations, and many more
    perform shorter irregular journeys.</p>
<hr />
<p>There are around 10,000 living
    species of birds that inhabit different
    ecosystems from the Arctic to the Antarctic. Many
    species undertake long distance annual
    migrations, and many more perform shorter
    irregular journeys.</p>
<hr />
<p>There are around 10,000 living species of birds
    that inhabit different ecosystems from the
    Arctic to the Antarctic.Many species undertake long
    distance annual migrations, and many more perform
    shorter irregular journeys.</p>
```

IMAGE FORMATS: JPEG



Whenever you have many different colors in a picture you should use a JPEG. A photograph that features snow or an overcast sky might look like it has large areas that are just white or gray, but the picture is usually made up of many different colors that are subtly different.

IMAGE FORMATS: GIF & PNG



JPGs, GIFs, and PNGs belong to a type of image format known as **bitmap**. They are made up of lots of miniature squares. The **resolution** of an image is the number of squares that fit within a 1 inch x 1 inch square area.

Images appearing on **computer** screens are made of tiny squares called **pixels**. A small segment of this photograph has been magnified to show how it is made up of pixels. The web browsers on most desktop

computers display images at a resolution of **72 pixels per inch** (ppi). Images in **print** materials (such as books and magazines) are made up of tiny circles called **dots**. These images are usually printed at a resolution of **300 dots per inch** (dpi).



For this image:

JPEG at 300 dpi = 1,526kb
JPEG at 72 ppi = 368kb

Due to the fact that computer displays are capped at a resolution of 72 ppi, using images on the web with a higher resolution will not result in better image quality — only in larger file sizes, which will increase the time needed to load them and therefore slow down viewing of your web pages.

VECTOR IMAGES

Vector images differ from bitmap images and are resolution-independent. Vector images are commonly created in programs such as Adobe Illustrator.

When an image is a line drawing (such as a logo, illustration, or diagram), designers will often create it in vector format. Vector formatted images are very different to bitmap images.

Vector images are created by placing points on a grid, and drawing lines between those points. A color can then be added to "fill in" the lines that have been created.

The advantage of creating line drawings in vector format is that you can increase the dimensions of the image without affecting the quality of it.

The current method of using vector images for display on websites involves saving a bitmap version of the original vector image and using that.

Scalable Vector Graphics (SVG) are a relatively new format used to display vector images directly on the web (eliminating the need to create bitmap versions of them), however its use is not yet widespread.



```
<html>
  <head>
    <title>Images</title>
  </head>
  <body>
    <h1>
      
    </h1>
    <figure>
      
      <p>
        <figcaption>
          This recipe for individual chocolate
          cakes is so simple and so delectable!
        </figcaption>
      </p>
    </figure>
    <h4>More Recipes:</h4>
    <p>
      
      
      
    </p>
  </body>
</html>
```

```
<table>
  <tr>
    <td>15</td>
    <td>15</td>
    <td>30</td>
  </tr>
  <tr>
    <td>45</td>
    <td>60</td>
    <td>45</td>
  </tr>
  <tr>
    <td>60</td>
    <td>90</td>
    <td>90</td>
  </tr>
</table>
```

HTML

chapter-06/table-headings.html

```
<table>
  <tr>
    <th></th>
    <th scope="col">Saturday</th>
    <th scope="col">Sunday</th>
  </tr>
  <tr>
    <th scope="row">Tickets sold:</th>
    <td>120</td>
    <td>135</td>
  </tr>
  <tr>
    <th scope="row">Total sales:</th>
    <td>$600</td>
    <td>$675</td>
  </tr>
</table>
```

```
<table>
  <tr>
    <th></th>
    <th>9am</th>
    <th>10am</th>
    <th>11am</th>
    <th>12am</th>
  </tr>
  <tr>
    <th>Monday</th>
    <td colspan="2">Geography</td>
    <td>Math</td>
    <td>Art</td>
  </tr>
  <tr>
    <th>Tuesday</th>
    <td colspan="3">Gym</td>
    <td>Home Ec</td>
  </tr>
</table>
```

HTML

chapter-06/spanning-rows.html

```
<table>
  <tr>
    <th></th>
    <th>ABC</th>
    <th>BBC</th>
    <th>CNN</th>
  </tr>
  <tr>
    <th>6pm - 7pm</th>
    <td rowspan="2">Movie</td>
    <td>Comedy</td>
    <td>News</td>
  </tr>
  <tr>
    <th>7pm - 8pm</th>
    <td>Sport</td>
    <td>Current Affairs</td>
  </tr>
</table>
```

```
<table>
  <thead>
    <tr>
      <th>Date</th>
      <th>Income</th>
      <th>Expenditure</th>
    </tr>
  </thead>
  <tbody>
    <tr>
      <th>1st January</th>
      <td>250</td>
      <td>36</td>
    </tr>
    <tr>
      <th>2nd January</th>
      <td>285</td>
      <td>48</td>
    </tr>
    <!-- additional rows as above -->
    <tr>
      <th>31st January</th>
      <td>129</td>
      <td>64</td>
    </tr>
  </tbody>
  <tfoot>
    <tr>
      <td></td>
      <td>7824</td>
      <td>1241</td>
    </tr>
  </tfoot>
</table>
```

```
<html>
  <head>
    <title>Tables</title>
  </head>
  <body>
    <table>
      <thead>
        <tr>
          <th></th>
          <th scope="col">Home starter hosting</th>
          <th scope="col">Premium business hosting</th>
        </tr>
      </thead>
      <tbody>
        <tr>
          <th scope="row">Disk space</th>
          <td>250mb</td>
          <td>1gb</td>
        </tr>
        <tr>
          <th scope="row">Bandwidth</th>
          <td>5gb per month</td>
          <td>50gb per month</td>
        </tr>
        <!-- more rows like the two above here -->
      </tbody>
      <tfoot>
        <tr>
          <td></td>
          <td colspan="2">Sign up now and save 10%!</td>
        </tr>
      </tfoot>
    </table>
  </body>
</html>
```

HTML

HTML5

```
<!DOCTYPE html>
```

HTML 4

```
<!DOCTYPE html PUBLIC  
"-//W3C//DTD HTML 4.01 Transitional//EN"  
"http://www.w3.org/TR/html4/loose.dtd">
```

Transitional XHTML 1.0

```
<!DOCTYPE html PUBLIC  
"-//W3C//DTD XHTML 1.0 Transitional//EN"  
"http://www.w3.org/TR/xhtml1/DTD/  
xhtml1-transitional.dtd">
```

Strict XHTML 1.0

```
<!DOCTYPE html PUBLIC  
"-//W3C//DTD XHTML 1.0 Strict//EN"  
"http://www.w3.org/TR/xhtml1/DTD/  
xhtml1-strict.dtd">
```

XML Declaration

```
<?xml version="1.0" ?>
```

HTML

chapter-08/comments-in-html.html

```
<!-- start of introduction -->
<h1>Current Exhibitions</h1>
<h2>Olafur Eliasson</h2>
<!-- end of introduction -->
<!-- start of main text -->
<p>Olafur Eliasson was born in Copenhagen, Denmark
    in 1967 to Icelandic parents.</p>
<p>He is known for sculptures and large-scale
    installation art employing elemental materials
    such as light, water, and air temperature to
    enhance the viewer's experience.</p>
<!-- end of main text -->
<!--
    <a href="mailto:info@example.org">Contact</a>
-->
```

chapter-08/id-attribute.html

HTML

```
<p>Water and air. So very commonplace are these  
substances, they hardly attract attention - and  
yet they vouchsafe our very existence.</p>  
<p id="pullquote">Every time I view the sea I feel  
a calming sense of security, as if visiting my  
ancestral home; I embark on a voyage of seeing.  
</p>  
<p>Mystery of mysteries, water and air are right  
there before us in the sea.</p>
```

HTML

chapter-08/class-attribute.html

```
<p class="important">For a one-year period from  
November 2010, the Marugame Genichiro-Inokuma  
Museum of Contemporary Art (MIMOCA) will host a  
cycle of four Hiroshi Sugimoto exhibitions.</p>  
<p>Each will showcase works by the artist  
thematically contextualized under the headings  
"Science," "Architecture," "History" and  
"Religion" so as to present a comprehensive  
panorama of the artist's oeuvre.</p>  
<p class="important admittance">Hours: 10:00 - 18:00  
(No admittance after 17:30)</p>
```

Some elements will always appear to start on a new line in the browser window. These are known as **block level** elements.



Examples of block elements are `<h1>`, `<p>`, ``, and ``.

chapter-08/block-elements.html

HTML

```
<h1>Hiroshi Sugimoto</h1>
<p>The dates for the ORIGIN OF ART exhibition are as follows:</p>
<ul>
  <li>Science: 21 Nov - 20 Feb 2010/11</li>
  <li>Architecture: 6 Mar - 15 May 2011</li>
  <li>History: 29 May - 21 Aug 2011</li>
  <li>Religion: 28 Aug - 6 Nov 2011</li>
</ul>
```

HTML

chapter-08/inline-elements.html

Timed to a single revolution of the planet around the sun at a 23.4 degrees tilt that plays out the rhythm of the seasons, this *Origins of Art* cycle is organized around four themes: **science**, architecture, history **and **religion**.**

Some elements will always appear to continue on the same line as their neighbouring elements. These are known as **inline** elements.



Examples of inline elements are `<a>`, ``, ``, and ``.

chapter-08/grouping-block-elements.html

HTML

```
<div id="header">
    
    <ul>
        <li><a href="index.html">Home</a></li>
        <li><a href="biography.html">Biography</a></li>
        <li><a href="works.html">Works</a></li>
        <li><a href="contact.html">Contact</a></li>
    </ul>
</div><!-- end of header -->
```

HTML

chapter-08/grouping-inline-elements.html

```
<p>Anish Kapoor won the Turner Prize in 1991 and  
exhibited at the <span class="gallery">Tate  
Modern</span> gallery in London in 2003.</p>
```

chapter-08/iframes.html

HTML

```
<iframe  
    width="450"  
    height="350"  
    src="http://maps.google.co.uk/maps?q=moma+new+york  
    &output=embed">  
</iframe>
```

<meta>

The <meta> element lives inside the <head> element and contains information about that web page.

It is not visible to users but fulfills a number of purposes such as telling search engines about your page, who created it, and whether or not it is time sensitive. (If the page is time sensitive, it can be set to expire.)

The <meta> element is an empty element so it does not have a closing tag. It uses attributes to carry the information.

The most common attributes are the name and content attributes, which tend to be used together. These attributes specify properties of the entire page. The value of the name attribute is the property you are setting, and the value of the content attribute is the value that you want to give to this property.

In the first line of the example on the opposite page, you can see a <meta> element where the name attribute indicates an intention to specify a description for the page. The content attribute is where this description is actually specified.

The value of the name attribute can be anything you want it to be. Some defined values for this attribute that are commonly used are:

description

This contains a description of the page. This description is commonly used by search engines to understand what the page is about and should be a maximum of 155 characters. Sometimes it is also displayed in search engine results.

keywords

This contains a list of comma-separated words that a user might search on to find the page. In practice, this no longer has any noticeable effect on how search engines index your site.

robots

This indicates whether search engines should add this page to their search results or not. A value of noindex can be used if this page should not be added. A value ofnofollow can be used if search engines should add this page in their results but not any pages that it links to.

HTML

chapter-08/meta.html

```
<!DOCTYPE html>
<html>
  <head>
    <title>Information About Your Pages</title>
    <meta name="description"
      content="An Essay on Installation Art" />
    <meta name="keywords"
      content="installation, art, opinion" />
    <meta name="robots"
      content="nofollow" />
    <meta http-equiv="author"
      content="Jon Duckett" />
    <meta http-equiv="pragma"
      content="no-cache" />
    <meta http-equiv="expires"
      content="Fri, 04 Apr 2014 23:59:59 GMT" />
  </head>
  <body>
  </body>
</html>
```

The <meta> element also uses the http-equiv and content attributes in pairs. In our example, you can see three instances of the http-equiv attribute. Each one has a different purpose:

author

This defines the author of the web page.

pragma

This prevents the browser from caching the page. (That is, storing it locally to save time downloading it on subsequent visits.)

expires

Because browsers often cache the content of a page, the expires option can be used to indicate when the page should expire (and no longer be cached). Note that the date must be specified in the format shown.

<

Less-than sign
`<`
`<`

6

Cent sign
`¢`
`¢`

1

Left single quote
‘
‘

>

Greater-than sign
&gt
&

f

Pound sign
£
£

1

Right single quote
’
’

8

Ampersand
`&`
`&`

4

Yen sign
`¥`
`¥`

10

Left double quotes
“
”

11

Quotation mark
“
”

€

Euro sign
€
€

۲۹

Right double quotes
”
“

©

Copyright symbol
©
©

X

Multiplication sign
 \times
 \cdot

R

Registered trademark
®
®

1

Division sign
 \÷
 \÷

TM

Trademark
™
®

```
<!DOCTYPE html PUBLIC
  "-//W3C//DTD HTML 4.01 Transitional//EN"
  "http://www.w3.org/TR/html4/loose.dtd">
<html>
  <head>
    <meta name="description" content="Telephone, email
      and directions for The Art Bookshop, London, UK" />
    <title>Contact The Art Bookshop, London UK</title>
  </head>
  <body>
    <div id="header">
      <h1>The Art Book Shop</h1>
      <ul>
        <li><a href="index.html">home</a></li>
        <li><a href="index.html">new publications</a>
          </li>
        <li class="current-page">
          <a href="index.html">contact</a></li>
        </ul>
    </div><!-- end header -->
    <div id="content">
      <p>Charing Cross Road, London, WC2, UK</p>
      <p><span class="contact">Telephone</span>
        0207 946 0946</p>
      <p><span class="contact">Email</span>
        <a href="mailto:books@example.com">
          books@example.com</a></p>
      <iframe width="425" height="275" frameborder="0"
        scrolling="no" marginheight="0" marginwidth="0"
        src="http://maps.google.co.uk/maps?f=q&
        source=s_q&hl=en&geocode=&
        q=charing+cross+road+london&output=embed">
        </iframe>
    </div><!-- end content -->
    <p>&copy; The Art Bookshop</p>
  </body>
</html>
```