HTML

Intro to HTML;
Common elements;
Structure and semantics
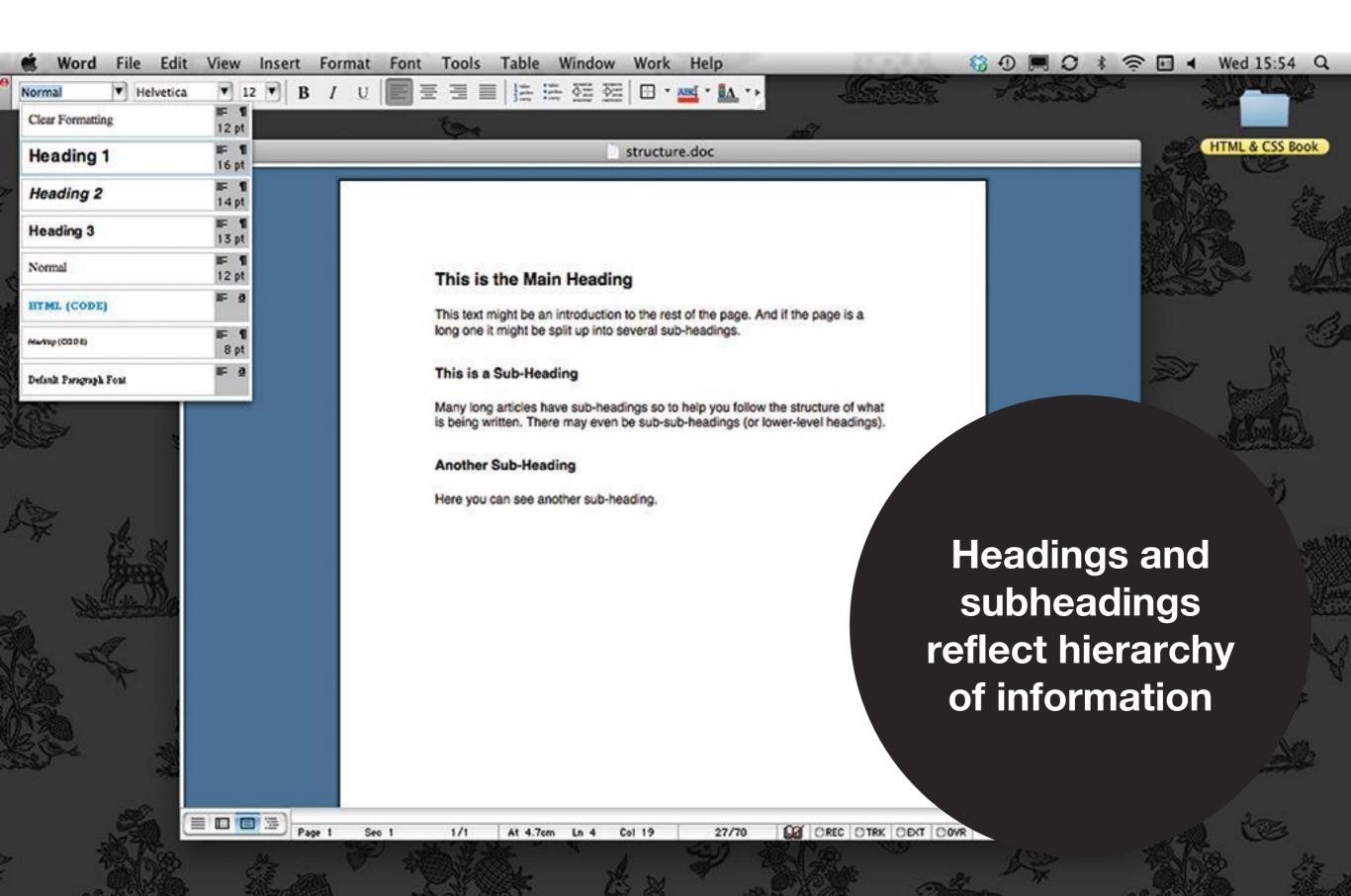
HOW PAGES USE STRUCTURE

HOW PAGES USE STRUCTURE

TEXT

HOW PAGES USE STRUCTURE

HOW PAGES USE STRUCTURE

SUBHEADING

STRUCTURE IN WORD DOCS

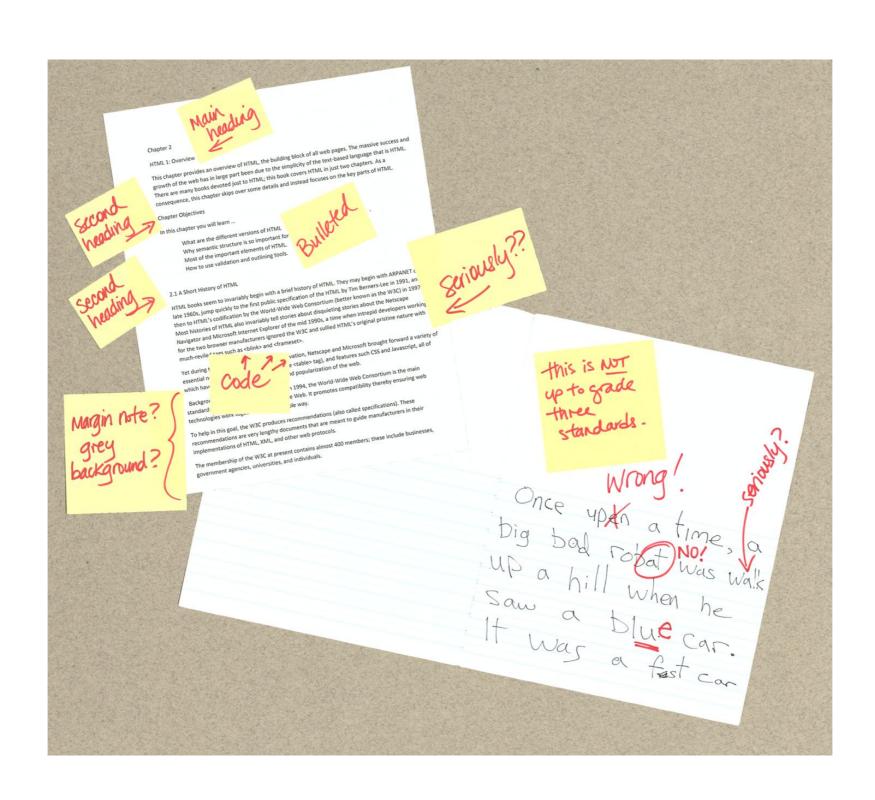**Headings and subheadings reflect hierarchy of information**

HTML defines the structure of web pages

HTML is defined as a **markup language**.

- A markup language is simply a way of annotating a document in such a way to make the annotations distinct from the text being annotated.

- The term comes from the days of print, when editors would write instructions on manuscript pages that might be revision instructions to the author or copy editor.
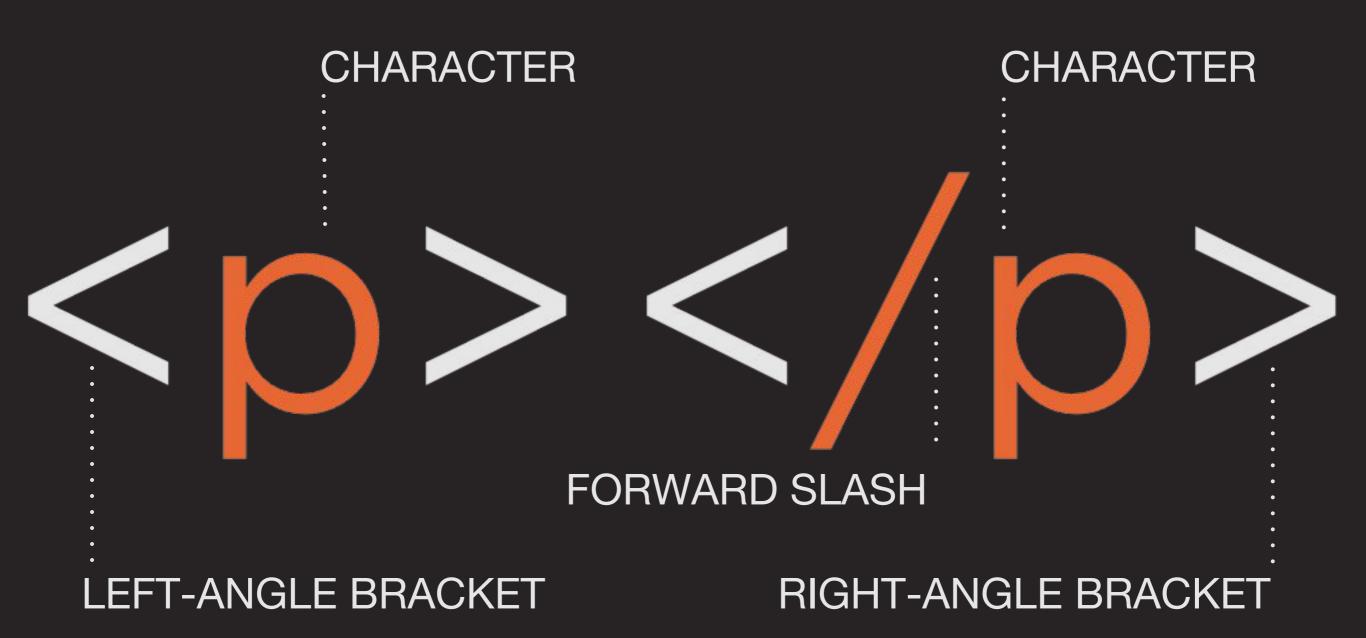
Sample ad hoc markup

Markup

At its simplest, **markup** is a way to indicate
information about the content

- This "information about content" in HTML is implemented via **tags** (aka elements).

- The markup in the previous slide consists of the red text and the various circles and arrows on the one page, and the little yellow sticky notes on the other.

- HTML does the same thing but uses textual tags.

HTML TAGS

CHARACTER

CHARACTER

<p> </p>

FORWARD SLASH

LEFT-ANGLE BRACKET

RIGHT-ANGLE BRACKET

OPENING TAG

CLOSING TAG

Elements and Attributes

HTML documents are composed of textual content and HTML elements.

An **HTML element** can contain text, other elements, or be empty. It is identified in the HTML document by tags.

HTML elements can also contain attributes. An **HTML attribute** is a name=value pair that provides more information about the HTML element.

ATTRIBUTES TELL US MORE ABOUT ELEMENTS

ATTRIBUTE
NAME

`<a lang="en-us">Paragraph in English</p>`

ATTRIBUTE
VALUE

Document Structure

HTML pages are divided into two sections: the **head** and the **body**, which correspond to the <head> and <body> elements.

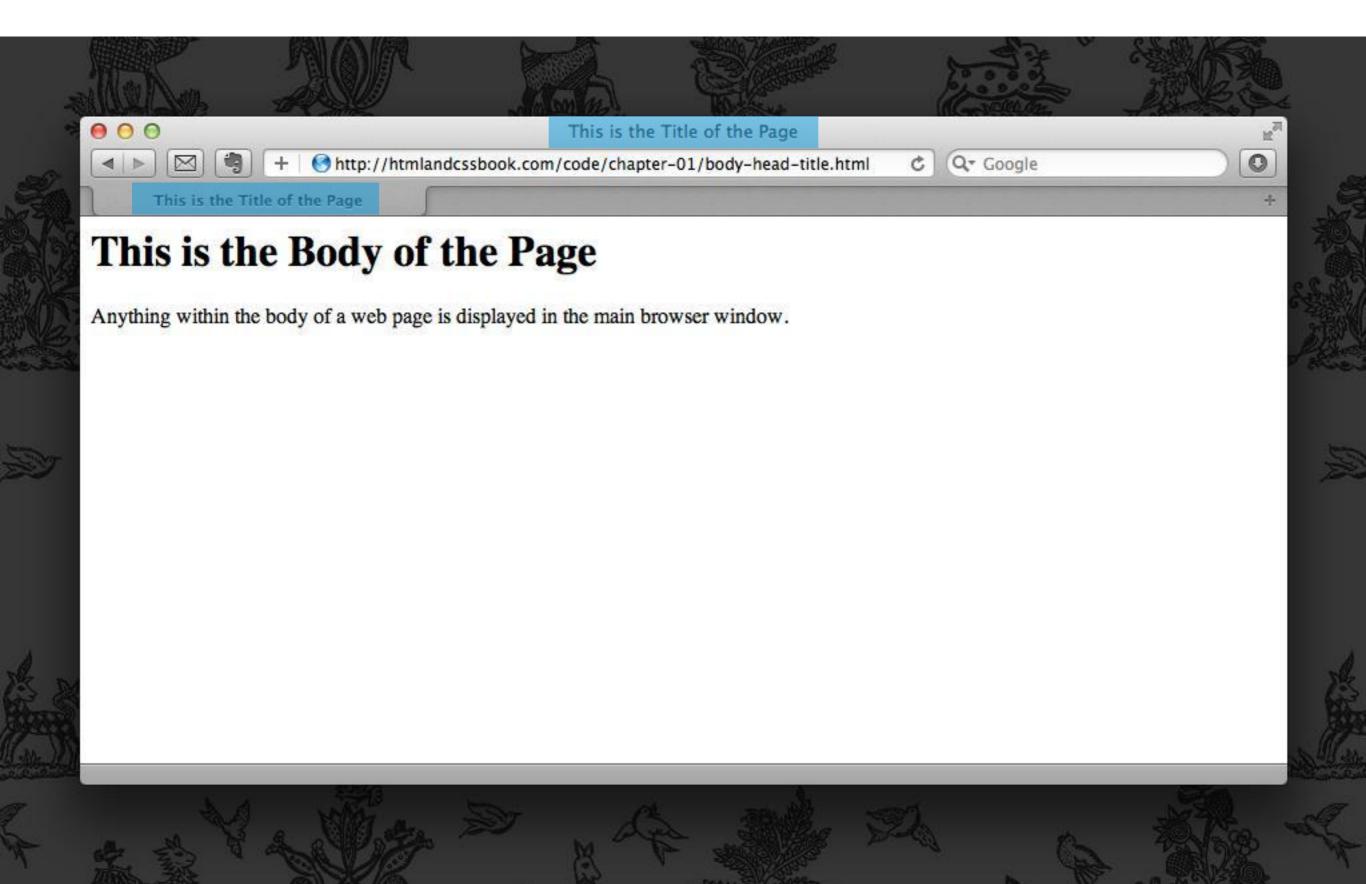3 The head contains descriptive elements *about the document*

The body contains content that *will be displayed* in the
4 browser window.

```
1  ────────  <!DOCTYPE html >
              <html >
2  ─────────  <head lang ="en" >
                  <meta charset ="utf-8" >   ─────── 5
3                 <title>Share Your Travels  -- New York - Central Park </title>
                  <link rel ="stylesheet " href ="css/main.css" >  ─────── 6
                  <script src ="js/html5shiv.js"></script >  ─────── 7
              </head >
              <body >
                  <h1>Main heading goes here </h1>
4                 ...
              </body >
              </html >
```

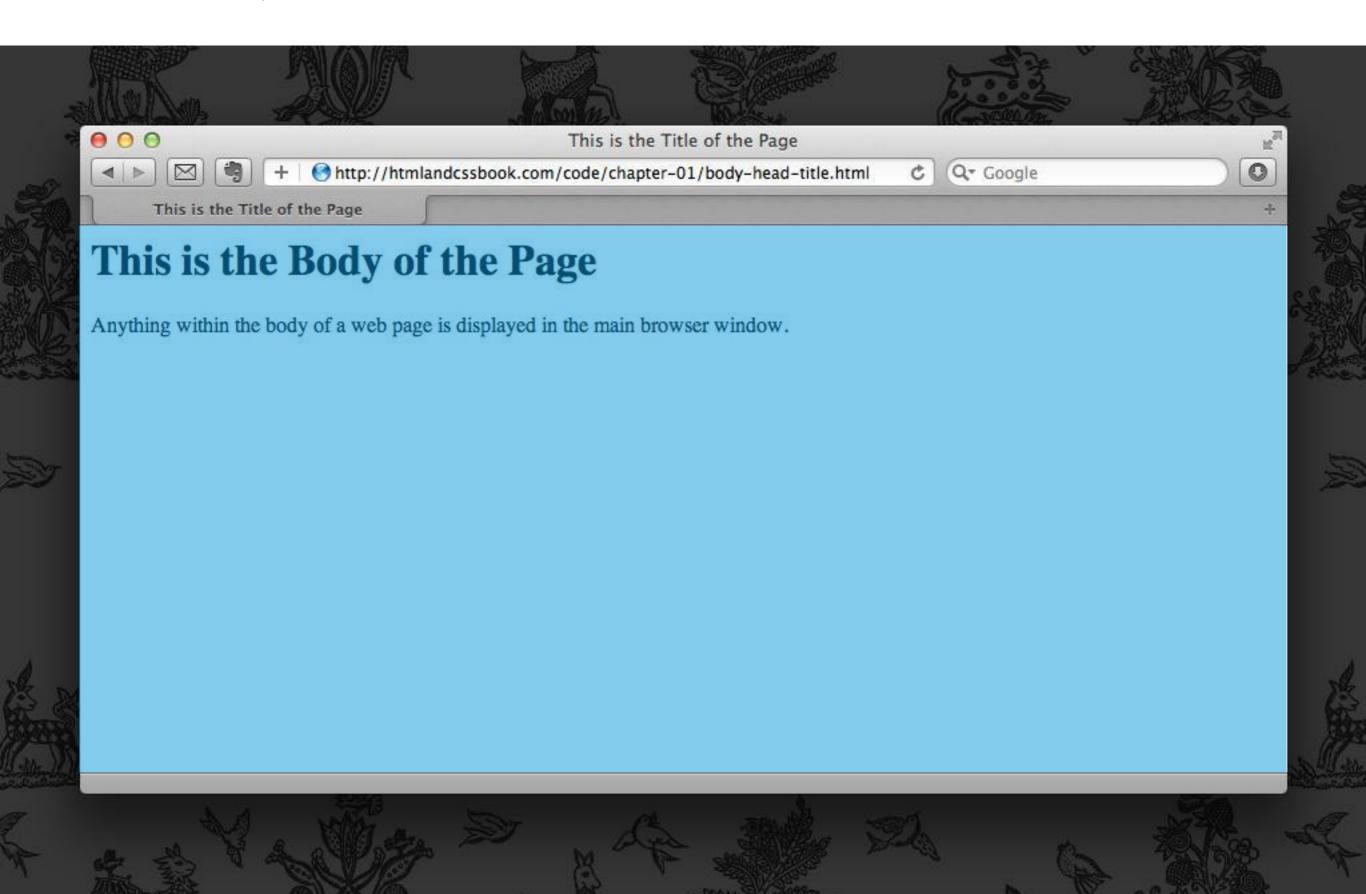# <!DOCTYPE>

(short for **Document Type Definition**)

Tells the browser what type of document it is about to process.

Notice that it does not indicate what version of HTML is contained within the document: it only specifies that it contains HTML.

```
1 ————  <!DOCTYPE html >
          <html>
2 ————  <head lang ="en" >
             <meta charset ="utf-8" >  ———  5
3            <title>Share Your Travels  -- New York - Central Park </title>
             <link rel ="stylesheet " href="css/main.css">  ———  6
             <script src ="js/html5shiv.js"></script>  ———  7
          </head >
          <body >
4            <h1 >Main heading goes here </h1>
             ...
          </body >
          </html >
```

BODY, HEAD & TITLE

```
<html>
 <head>
  <title>This is the Title of...</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>
```

BODY, HEAD & TITLE

This is the Title of the Page

http://htmlandcssbook.com/code/chapter-01/body-head-title.html

This is the Title of the Page

This is the Body of the Page

Anything within the body of a web page is displayed in the main browser window.

BODY, HEAD & TITLE

```html
<html>
 <head>
  <title>This is the Title of...</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>
```

BODY, HEAD & TITLE

This is the Title of the Page

http://htmlandcssbook.com/code/chapter-01/body-head-title.html

This is the Title of the Page

This is the Body of the Page

Anything within the body of a web page is displayed in the main browser window.

Common HTML Elements

h1 - h6

p
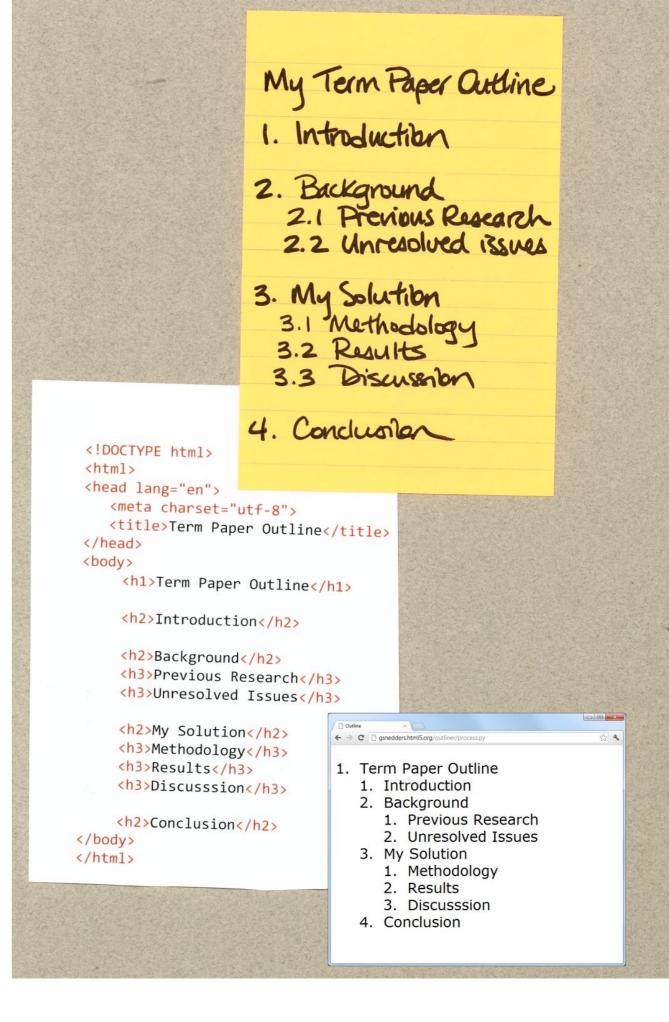
br

hr

b, strong

i, em

sub, sup

blockquote, q

cite, dfn

address, ins, del

...and many more - look them up when needed!

Headings

<h1>, <h2>, <h3>, etc

HTML provides six levels of heading (**h1, h2, h3**, …), with the higher heading number indicating a heading of less importance.

Headings are an essential way for document authors use to show their readers the structure of the document.

HEADINGS

```
<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>
```

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

Headings

The browser has its own default styling for each heading level.

However, these are easily modified and customized via CSS.

Headings

In practice, specify a heading level that is semantically accurate.

Do not choose a heading level because of its default presentation:
- choosing <h3> because you want your text to be bold and 16pt

Rather, choose the heading level because it is appropriate:
- choosing <h3> because it is a third level heading and not a primary or secondary heading

Where to learn about HTML tags?

- Your textbook

- http://www.w3schools.com/ (and click HTML)

- In your browser: right click > view page source