

Review, and moving onward

What do we do at the below listed web sites?

- <http://validator.w3.org/>
- <http://jigsaw.w3.org/css-validator/>

Anatomy of html syntax

- ▶ Element
- ▶ Attribute
- ▶ Value
- ▶

The Basic Structure of a Web Page

```
<!doctype html>

<html lang="en" >
<head>
<meta charset="utf-8">
<meta name="description" content="description of web site">
<title>          </title>

</head>

<body>

</body>
</html>
```

Doctype

- Document Type Declaration :The first essential statement on a valid webpage is the document type declaration. It simply tells people and browsers what type of HTML was used to create the document.

*create a new html document on your desktop using BBedit.
Save with your first initial, last name - nyoung.html (note
the all lower case)

*create a root folder for this document

HTML TAG

- <html lang="en" >
- The <html> tag designates that you are going to begin coding.
- Notice: for accessibility issues- we have included the xml:lang =“en” to indicate that the document will be primarily in English. -de stands for German, fr French

The Head Tag

- ▶ Insert your opening and closing head tags

The Tags (and other items that go in-between the <head> </head> tags

- Meta
- Title
- Link
- Scripts

Meta Tags give information about information

- <meta charset="utf-8">
- Type lets the browser know what kind of media type a file is-
- The utf 8 refers to the character set. Other character sets are ISO-8859-1 for Western based languages, SHIFT_JIS for Japanese.
- UTF-8 represents a mix of languages- provides a wide range of unique characters used in most languages
- *add the above meta tag to your file

Other Meta Tags

- <meta name="description" content="buy all of your household needs at buyright">
- <meta name="author" content= "yournamehere" >
- <meta name="keywords" content="mops, pails, detergents, liquids">
- *Insert some meta tags into your file and lets take a look at <http://www.bhphotovideo.com>

Search Optimization-what to do if search engines are ignoring meta keyword tags

- Google and ‘site map’ creation: <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=156184&from=40318&rd=1>
- Google has a trove of tools for web developers at

<http://www.google.com/support/webmasters/bin/topic.py?topic=8522>

<title> The title of your page</title>

- *Insert the title of your web page inside the title tags

link

- We use the link tag to link the html file to our css file so that our html content will abide by the css presentation rules
- `<link href=“rules.css” rel=“stylesheet” type=“text/css” media=“screen”>`
- -note in html 5, this turns into
- `<link href=“rules.css” rel=“stylesheet” media=“screen”/>`
- *Type this into your html file

HTML Comments

- <!--here is a comment about my web page structure-->

In your document, you can place comments about the code that won't appear in the body of your web page, but rather, serve as notes to anyone looking at your code.

*Make a random comment in your file

`<p></p> and
`

- Use `<p>` to start a new paragraph- skips line with an extra space
- Use `
` for line break.
- *Create some content such that you have 2 open and closing paragraph tags structuring the content

`<table></table>` is for presenting tabular data only-

- We will re-visit these at another time

Headings and Lists

<h1> </h1>through <h6></h6>

*Make an h1 called 'My favorite Fruits'

 Make an h2 heading called 'My favorite Movies

 peaches

 watermelon

 apples

*Make an unordered list of fruits and an ordered/
numbered list of your top 5 movies

- *Create a folder in your root folder called ‘images’. Put the zebras.jpg image in this folder or some image from the web
- *Place the zebras.jpg image in your html file by typing in what?
-

 and

- ▶ Create some text that you want in italics and bold.
- ▶ Surround each piece of text with these tags to see what each one does

Linking Pages with <a href>

How can we make text into a link?

- Link to a local file
- link to yahoo

How can we link to an e-mail?

- Click Here To Write Me

How can we make an image into a link?

-
- *Make 4 links on your page - a text link to an outside web address, a text link to a local file which you will create, a text link to an e-mail address, and an image using the zebra to link to http://www.animalkingdom.com

And now, some CSS

- Your content is the actual information- the paragraphs, words, images, links, etc. in your web site.
- The style consists of your ‘presentation rules’- rules that control the layout (positioning of elements), the color scheme, the font choice, and the background.
- The advantages of using CSS is that it separates the presentation from the content. It is the clothing you put on your xhtml document that you can change time and time again.
- If all the pages in your web site point to a single style sheet, then, if you want to make a change in your style, then you only have to make the change in the style sheet, instead of making the change in every single xhtml file

How to Apply the CSS to the HTML

Inline styles (least flexible)

- defined within a tag such as `<p>` using the `style` attribute

Embedded (internal) style sheets

- defined in head of document using `<style>` tag

External style sheets (most flexible)

- connected to an HTML document using the `<link>` tag or the `import` directive

We will use external style sheets employing the <link> tag

- *Create a new document in text edit. Get rid of the formatting- make plain text
- *Save document as rules.css
- Now-you may recall that in your xhtml document, between the head tags, you had put the <link> tag

Structure of a CSS Rule

With HTML, we had elements, attributes, and values

With CSS, we have selectors, properties, and values

The Parts of the CSS Rule

`h1 { color: red;}`

- h1 is the selector
- color is the property which defines the presentational aspect
- red is the value
- color : red is the statement or declaration
- `h1 { color: red;}` the ‘rule’

The property-value pair goes inside the curly brackets { }

The property is followed by colons : (not an equal sign)

After red, there is a semi-colon in case we want to add more statements to the rule. (a rule can contain several

`h1 { color: red;}`

- In this rule we have made, we have stated that all h1 elements in our xhtml code will be red
- So, wherever we have an h1, in our code, it will be presented as red
- *In your style sheet, type in `h1 { color: red;}`

Lets add some declarations to our original rule

- We have h1 { color: red;}
- Now, we'll control the font appearance
- h1 {color: red;
font-family:Arial, Helvetica, sans-serif;
}
- *Type in the additional statement/declaration
in your existing rule

What elements do we have in our html document?

- <p>, <h1>, <h2>, <a> etc.

All of these are elements.

When we make a rule, we are ‘selecting’ these elements and controlling their appearance

In CSS terminology, we are using ‘Element Selectors’. There are 3 other types of selectors, but today, we just focus on ‘Element Selectors’

Grouping

- You can group selectors.
- Separate each selector with a comma.
- In the example below we have grouped all the header elements.
- All header elements will be green:
`h1,h2,h3,h4,h5,h6 { color: green }`

*group at least 2 elements and give them the same rule

CSS Properties

There are 6 categories of selector properties

- Font Properties
- Color and Background Properties
- Text Properties
- Box Properties
- Classification Properties

There are also several ways to specify units

- Em- the multiplier
- Pixels
- Percentage

Color and Background Properties

Color

We can control the color of the type and the color of the background of our elements

```
p { color: #336633;  
    background-color: #CCCCCC;  
}
```

What are all these numbers and letters about ??

- #336633 represents a hexadecimal value that generates a color
- There are 16 predefined colors indicated by name like orange, blue, red, etc, but to use colors beyond these, you must use the hexadecimal or other ways of designating the color such as with rgb values
- http://www.w3schools.com/Html/html_colors.asp
- http://www.devguru.com/Technologies/html/quickref/color_chart.html
- * Make rules to control the background color of the <body> and one of the paragraphs. Make a rule to control the type color of the second <p> paragraph

Font Properties

Font family

- `font-family: list of values`

Specific font families have names such as Times or Arial. There are also some generic names:

- serif
- sans-serif
- Monospace

Font Properties

Examples

```
p {font-family: Times New Roman,  
    Times, serif;}
```

```
p {font-family: Verdana, Arial,  
    Helvetica, sans-serif;}
```

- In these examples the preferred family is the first one listed. If it is not found the next one is chosen and so on. If none of the specific font families is found a generic serif (first example) or sans-serif (second example) family is used.

Font Properties

Font Style

- **font-style: value**
where value is **normal** or **italic**,

Example

- **h1 {font-family: Arial,
sans-serif; font-style: italic}**

Font Properties

Font Weight

- font-weight: value
where value is normal, bold, bolder, lighter, 100-900 in steps of 100. (Stick with just bold- There seems to be no difference between bold and bolder- and there is no change when you put in 'lighter')

Example

- h1,h2,h3
{font-family: Arial,
sans-serif;
font-weight: bolder
}

Font Properties

Font Size

- **font-size: value** where value is an absolute size, relative size, length, percentage.
- Absolute sizes:
 - xx-small, x-small, small, medium, large, x-large, xx-large.**
- Relative sizes:
 - larger and smaller**
- length or percentage
 - 10pt, 12pt, 150%, 200%, etc.**

Font Properties

Examples

- **h1 {font-size: xx-large}**
- **h1,h2,h3 {font-size: larger}**
- **body {font-size: 14pt}**
- **p {font-size: 2em}**

-note-* in your body, designate a point size, and then in your p, use ems.-gives you greater flexibility.

***Make a rule such that your body is 12pt**