



## HTML & Web Principles | Course Overview

### COURSE DESCRIPTION

HTML is the foundation upon which web pages are constructed. Even if you plan to use a web authoring tool such as Dreamweaver or WordPress or a CMS (Content Management System) that generates the HTML code automatically, having a solid understanding of HTML makes learning those systems much easier and ensures that you can work with the HTML code directly to fix any problems that may arise. Similarly, to create HTML emails or to optimise your web pages for search engines, a solid understanding of HTML is beneficial to work effectively.



### WHAT YOU WILL LEARN

- HTML Fundamentals, versions & standards
- HTML tag syntax
- Preparing and Adding Images and Text
- Relative, Absolute and Anchor Links
- Fonts & Colour
- Defining Lists & tables
- Basic CSS Formatting
- Linked and Embedded Style Sheets (CSS)

### WHO SHOULD ATTEND AND PREREQUISITES

This course is aimed at complete beginners. It serves as a prerequisite to a thorough understanding of the nature of HTML, how it works and understanding web compliance. Gain familiarity with HTML's tags and structure. Learn how to format text and images, create backgrounds and use CSS to control page layouts.

Students should have a strong working knowledge of either Mac or Windows.

~~\$540~~ **\$430** (+GST)

1 DAY | 9-4:30PM

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# Web Training Courses

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## Course outline

### HTML FUNDAMENTALS

- Overview
- Reasons to learn HTML
- Troubleshooting
- Create cleaner and leaner sites
- Useful for Search Engine Optimisation

### HTML TAG SYNTAX

- Elements
- Attributes
- Values

### MEASURING UNITS

- Pixels / Percentages / Ems

### THE <HTML>, <BODY> AND <HEAD> TAGS

- Tags: closed or empty
- Deprecated Tags
- Inline & block level elements
- Parent / child relationships (nested tags)
- Special characters & whitespace

### WEB DESIGN OVERVIEW

- File and folder naming conventions
- File extensions
- Spaces & special characters
- Lower case characters
- Home page considerations

### HTML VS. XHTML

- Doctype
- Case sensitive
- Define structure
- Closed elements
- What are Cascading Style Sheets
- What is JavaScript
- Browsers and source code
- Firefox Web Developer Toolbar

### OVERVIEW OF THE PLANNING PROCESS

- Number of pages
- Target Audience
- File organisation

### OVERVIEW OF THE DESIGN PROCESS

- XHTML & HTML Doctype and encodings
- Strict
- Traditional
- Frameset

### TEXT CONTENT

- Creating monospaced text
- Creating preformatted text
- Blockquote
- Abbreviations & Acronyms

### LAYOUT A WEB PAGE

- Title Tag
- SEO tips
- Heading tags
- Divs for creating layout blocks
- Code comments

### INSERTING IMAGES / GRAPHICS

- Inserting images
- Optimise and save considerations
- Interlaced GIFs & Progressive JPGs
- Resolution
- GIF, JPG & PNG
- The 'alt' attribute
- The 'title' attribute
- Horizontal rules

### LINKING TO OTHER PAGES

- Terminology
- Absolute vs. relative paths
- Targeting links to open in a new window.
- Linking to files in other folders
- Creating and linking to named anchors
- Creating an email link
- Adding a subject attribute

### DEFINING LISTS

- Ordered lists
- Unordered lists

### CREATING TABLES

- Table tags

### STYLING A WEB PAGE WITH CSS

- CSS syntax
- Selector, Property, Value
- Selector types
- Basic Selectors
- Element, .class
- Advanced Selectors
- #id, Pseudo class, Grouped, Contextual

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