



# HTML Lab

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Web Application Programming

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# Review

- Lists
- Links
- Blocks
- Images and Videos

## Popular Search Engines

- [Google](#)
- [Naver](#)
- [Daum](#)
- [Baidu](#)
- [Bing](#)



Google is an American multinational technology company that specializes in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware. Google was founded in 1998 by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University, in California. Together, they own about 14 percent of its shares, and control 56 percent of the stockholder voting power through supervoting stock. They incorporated Google as a privately held company on September 4, 1998. An initial public offering (IPO) took place on August 19, 2004, and Google moved to its new headquarters in Mountain View, California, nicknamed the Googleplex. In August 2015, Google announced plans to reorganize its various interests as a conglomerate called Alphabet Inc. Google, Alphabet's leading subsidiary, will continue to be the umbrella company for Alphabet's Internet interests. Upon completion of the restructure, Sundar Pichai was appointed CEO of Google; he replaced Larry Page, who became CEO of Alphabet. The company's rapid growth since incorporation has triggered a chain of products, acquisitions, and partnerships beyond Google's core search engine (Google Search). It offers services designed for work and productivity (Google Docs, Sheets and Slides), email (Gmail/Inbox), scheduling and time management (Google Calendar), cloud storage (Google Drive), social networking (Google+), instant messaging and video chat (Google Allo/Duo), language translation (Google Translate), mapping and turn-by-turn navigation (Google Maps/Waze), video sharing (YouTube), notetaking (Google Keep), and photo organizing and editing (Google Photos). The company leads the development of the Android mobile operating system, the Google Chrome web browser, and Chrome OS, a lightweight operating system based on the Chrome browser. Google has moved increasingly into hardware; from 2010 to 2015, it partnered with major electronics manufacturers in the production of its Nexus devices, and in October 2016, it released multiple hardware products (including the Google Pixel smartphone, Home smart speaker, Wifi mesh wireless router, and Daydream View virtual reality headset). The new hardware chief, Rick Osterloh, stated: "a lot of the innovation that we want to do now ends up requiring controlling the end-to-end user experience". Google has also experimented with becoming an Internet carrier. In February 2010, it announced Google Fiber, a fiber-optic infrastructure that was installed in Kansas City; in April 2015, it launched Project Fi in the United States, combining Wi-Fi and cellular networks from different providers; and in 2016, it announced the Google Station initiative to make public Wi-Fi around the world, with initial deployment in India. Alexa, a company that monitors commercial web traffic, lists Google.com as the most visited website in the world. Several other Google services also figure in the top 100 most visited websites, including YouTube and Blogger. Google is the most valuable brand in the world[5], but has received significant criticism involving issues such as privacy concerns, tax avoidance, antitrust, censorship, and search neutrality. Google's mission statement, from the outset, was "to organize the world's information and make it universally accessible and useful", and its unofficial slogan was "Don't be evil". In October 2015, the motto was replaced in the Alphabet corporate code of conduct by the phrase "Do the right thing".



Naver (Hangul: 네이버) is a popular Web portal in South Korea, owned by Naver Corporation. Naver was launched in June 1999 by ex-Samsung employees, and it debuted as the first Web portal in Japan that used its own proprietary search engine. Among Naver's features is "Comprehensive Search", launched in 2000, which provides results from multiple categories on a single page. It has since added new services such as "Knowledge Search", launched in 2002. It also provides Internet services including a news service, an e-mail service, an academic thesis search service, and a children's portal. In 2005, Naver launched Happybean, the world's first online donation portal, which allows users to find information and make donations to over 20,000 civil society and social welfare organizations. According to pitchone, Naver handled only 48% of websearches in South Korea in 2016.[3] (According to techforkorea, Naver handled 77% of all web searches in South Korea in July 2014[4]) Naver is the fifth most used search engine in the world, following Google search, Yahoo!, Baidu and Bing. More than 25 million Koreans have Naver as the default browser start page.[5] Naver launched its service in Japan in 2009, marking their first expansion out of Korea.[6] In 2013, Lee Hae-jin, the chairman and chief strategy of Naver, saw his stake value hover above 1 trillion won (US\$939.4 million) on the back of its messenger service LINE.



# HTML Table

- `<table>`
- `<tr>`
- `<td>`
- `<th>`

	<code>&lt;td&gt;</code>	<code>&lt;td&gt;</code>	<code>&lt;td&gt;</code>
<code>&lt;tr&gt;</code>	Content	Content	Content
<code>&lt;tr&gt;</code>	Content	Content	Content
<code>&lt;tr&gt;</code>	Content	Content	Content

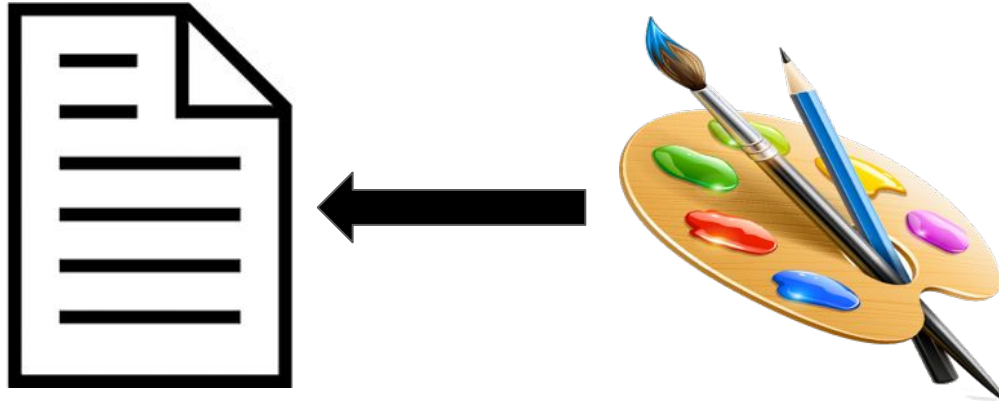
Day	Seminar		
	Schedule		Topic
	Begin	End	
Monday	8:00 a.m.	5:00 p.m.	Introduction to XML
			Validity: DTD and Relax NG
Tuesday	8:00 a.m.	11:00 a.m.	XPath
	11:00 a.m.	2:00 p.m.	
	2:00 p.m.	5:00 p.m.	XSL Transformations
Wednesday	8:00 a.m.	12:00 p.m.	XSL Formatting Objects

# HTML Formatting

- Formatting elements were designed to display special types of text:
- `<b>` - Bold text  
ex) `<b>This text is bold</b>`
- `<strong>` - Important text  
ex) `<strong>This text is strong</strong>`
- `<i>` - Italic text  
ex) `<i>This text is italic</i>`
- `<em>` - Emphasized text  
ex) `<em>This text is emphasized</em>`
- `<mark>` - Marked text  
ex) `<h2>HTML <mark>Marked</mark> Formatting</h2>`

# HTML Style

- Add style to your HTML



# HTML Three Ways to Apply Styles

- Inline - by using the style attribute in HTML elements
  - `<tagname style="property:value">`
- Internal - by using a `<style>` element in the `<head>` section
  - `<style>`  
        `body { background-color:yellow; }`  
    `</style>`
- External - by using an external **CSS** file
  - `<link rel="stylesheet" type="text/css" href="main.css">`

# HTML Inline Style

- Color : [https://www.w3schools.com/html/html\\_colors.asp](https://www.w3schools.com/html/html_colors.asp)
- Change background color

```
<body style="background-color:powderblue;">
  <h1>This is a heading</h1>
  <p>This is a paragraph.</p>
</body>
```

- Change font color and size  
use **color** for font color, **font-family** for font style, and **font-size** for size

```
<h1 style="font-family:verdana;">This is a heading</h1>
<p style="color:red;">This is a paragraph1.</p>
<p style="font-family:courier;font-size:160%;"> This is a paragraph2.</p>
```

# HTML Attribute

- Attributes provide additional information about HTML elements.
- All HTML elements can have attributes
- Attributes usually come in name/value pair like: **name="value"**
- `<table style="width:100%">`
- `<tr>`
  - `<th rowspan="2">Telephone:</th>`
  - `<td>55577854</td>`
- `</tr>`
- Reference : [https://www.w3schools.com/tags/ref\\_attributes.asp](https://www.w3schools.com/tags/ref_attributes.asp)



# HTML Attribute : id, name, class

- The special attributes to identify the html element
- id : Specifies a unique id for an element.

```
<p id = "hello">helloworld</p>
```

- name : Specifies nickname for several element

```
<p name = "greeting">helloworld</p>
```

- class : Specifies class for group of elements with same class name
- ```
<div class="city">example</div>
```

# Today's Assignment

# Next Lab

**CSS**



- External - by using an external **CSS** file
  - `<link rel="stylesheet" type="text/css" href="main.css">`

