

Make HTML

Make new HTML

Decide **DOCTYPE** for project specification

HTML 4.01 Transitional DTD

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

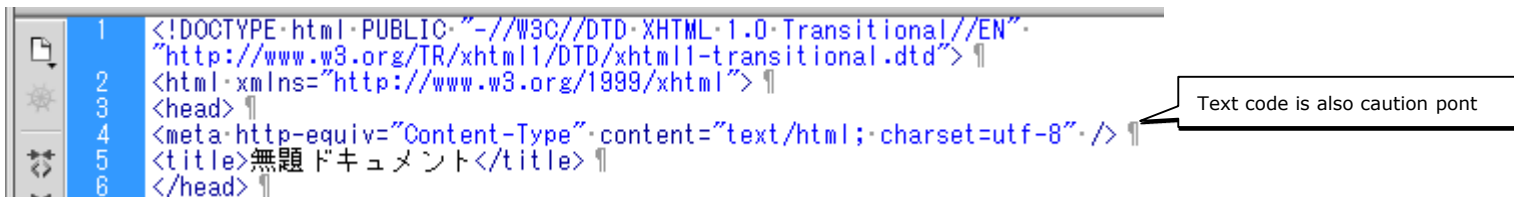
XHTML 1.0 Transitional DTD

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

HTML5

```
<!DOCTYPE html>
```

If you make new HTML by Dreamweaver and you don't change the setting, Following **XHTML** source will be made.



```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
2 "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
3 <html xmlns="http://www.w3.org/1999/xhtml">
4 <head>
5 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
6 <title>無題ドキュメント</title>
</head>
```

There are description and keywords in Dreamweaver default source.

So, if you copy and paste source from other page, **be careful not to mix HTML4 and XHTML.**

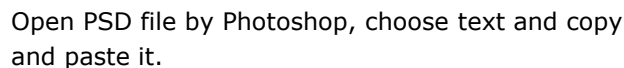
HTML4

```
<meta name="description" content="説明">
<meta name="keywords" content="キーワード">
```

XHTML

```
<meta name="description" content="説明" />
<meta name="keywords" content="キーワード" />
```

Put only text without thinking about HTML structure.



Don't look text and put it by yourself.

digital marketing.

Decide headline(h1) that become page title and middle headline(h2), small headline(h3).

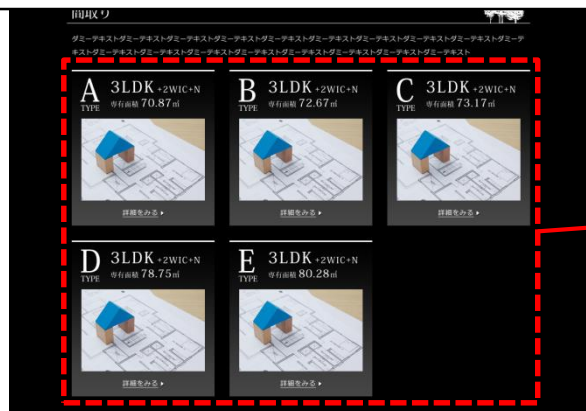


11 <body> ¶
12 パークシティ錦野 ¶
13
14 来場予約 ¶
15 資料請求 ¶
16
17 <h1>錦野の杜に住まう・パークシティ 錦野、堂々完成</h1> ¶
18 3LDK4,200万円～・4LDK8,450万円～ 「錦野駅」徒歩11分 ¶
19
20 <h2>知性と自然が宿る街、錦野</h2> ¶
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If you have instruction from Director, follow it.If you don't, judge by document structure and decide headline.

Mark up each document structure.

Set tags depend on content.

[illegible]

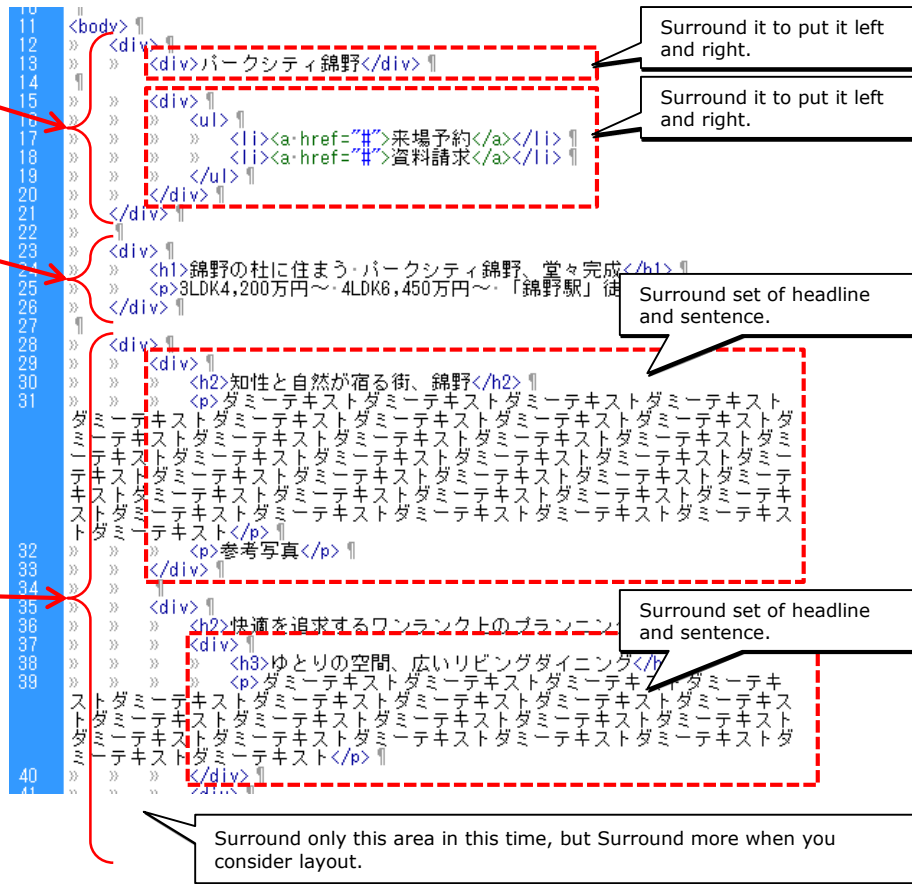
It seems set of link, so become list.

Set <p>tag for text.

Complementary
<p> is not always "paragraph".
It just tag for text.

It seems list of room layout,
so become list.

Surround element that is the end of layout by div.



You can layout without div, but **you have to use div for layout.**
Then, nesting is OK.

Give a name to class

Give a name to each element. Then you should give a name that other people can understand content.

```

11 <body>
12 >> <div class="header">
13 >>> <div class="wrap_headerInner">
14 >>>> <div class="logo">パークシティ 錦野</div>
15 >>>> <div class="headerBtnArea">
16 >>>>> <ul class="headerBtnList">
17 >>>>>> <li><a href="#">来場予約</a></li>
18 >>>>>> <li><a href="#">資料請求</a></li>
19 >>>>>></ul>
20 >>>>></div>
21 >>>></div>
22 >>></div>
23 >></div>
24 >><div class="section01">
25 >>><div class="keyVisual">
26 >>>><h1 class="keyVisualTitle">錦野の杜に住まう・パークシティ 錦野
27 >>>>>堂々完成</h1>
28 >>>>></div>
29 >>>>><div class="subTextArea">
30 >>>>>><p class="wrap_subText">3LDK4,200万円～・4LDK6,450万円～「錦
31 >>>>>>>野駅」徒歩11分</p>
32 >>>>>>></div>
33 >>>>></div>
34 >>>><div class="section02">
35 >>>>><div class="wrap">
36 >>>>>><div class="section02_01">
37 >>>>>>><h2 class="sectionTitle01">知性と自然が宿る街、錦野</h2>
38 >>>>>>>><div class="section02f1">
39 >>>>>>>>><p class="sectionText">ダミーテキストダミーテキストダミーテキスト
40 >>>>>>>>>>ダミーテキストダミーテキストダミーテキストダミーテキストダミー
41 >>>>>>>>>>ダミーテキストダミーテキストダミーテキストダミーテキストダミー
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46 >>>>>>>>>>ダミーテキストダミーテキストダミーテキストダミーテキストダミー
47 >>>>>>>>>>ダミーテキストダミーテキストダミーテキストダミーテキストダミー
48 >>>>>>>>>></p>
49 >>>>>>>>></div>
50 >>>>>>>>><div class="section02fr">
51 >>>>>>>>>><p class="note">参考写真</p>
52 >>>>>>>>></div>
53 >>>>>>>>></div>
54 >>>>>>>>><div class="section02_02">
55 >>>>>>>>>><h2 class="sectionTitle01">快適を追求するワンランク上の
56 >>>>>>>>>>プランニング</h2>
57 >>>>>>>>>>><div class="section02f1">
58 >>>>>>>>>>>><p class="note">完成予想CG</p>
59 >>>>>>>>>>>></div>
60 >>>>>>>>>>>><div class="section02fr">
61 >>>>>>>>>>>>><div class="section02_02_01">
62 >>>>>>>>>>>>>><h3 class="sectionTitle02">ゆとりの空間、広いリ

```

Complementary1: Name rule

If It is independent page, for example LP, "easy understanding name" is enough.

If you expand page, it is better to name by rule for working efficiency.

In generell,

if it is unique area of page, you should give name about the content.

Ex.) .header .footer

If use other page or not unique area, you should give general name.

Ex.) .section01 .section02

If you have a guideline, follow it when you give a name to class.


Complementary2: Either id or class

Thinking "Setting id for unique area" was general in past.

However, recently, "**Standardize by class name for layout**" is major.

Reference Example of how to surround div

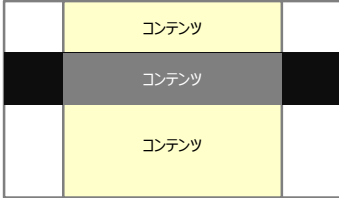
Centering of content



```
<body>
<div class="wrap">
  ...
</div>
</body>
```

```
.wrap {
margin: 0 auto;
width: 960px;
}
```

Centering with 100% width band

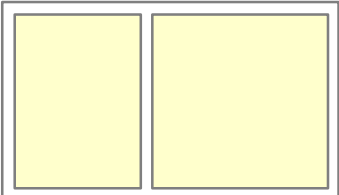


```
<body>
<div class="wrap"> ... </div>
<div class="area01">
  <div class="wrap"> ... </div>
</div>
<div class="wrap"> ... </div>
</body>
```

```
.wrap {
margin: 0 auto;
width: 960px;
}

.area01 {
background-color: #000;
}
```

Put left and right

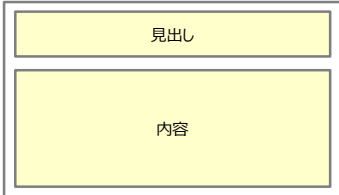


```
<div class="clearfix">
  <div class="fr"> ... </div>
  <div class="fl"> ... </div>
</div>
```

※class名は例です

Surround elements that are put on left and right and outside of it by div.

Set of headline and content



```
<div class="sectionBlock">
  <h2 class="h2"> ... </h2>
  <div class="sectionInner"> ... </div>
</div>
```

※class名は例です

Surround all of set and inside by div.

img element



```

```

alt : Required

If you place text as an image, **place directly in the text.**



bad alt="Main Visual"

good alt="注目！最新業界動向"

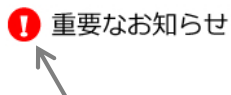
Example Company logo

株式会社
サンプル販売

bad alt="logo"

good alt="株式会社サンプル販売"

If not have information, for thing could not explain、use **alt=""**



bad alt="icon"

good alt=""

width height

It is not an essential attribute, but in case of forming, when it is not possible to specify the width, the height, **you must specify.**

Make HTML Summary

- Use designated format.
- Firstly, Mark up document structure.
- Surround div for layout.
- Give a name to class.