

C P PATEL & FH SHAH COMMERCE CLLEGE  
(MANAGED BY SARDAR PATEL EDUCATION TRUST)  
BCA, BBA (ITM) & PGDCA PROGRAMME  
BCASEM 1(WEB APPLICATION DEVELOPMENT- I)  
UNIT I: WEB PAGE DESIGNING – 1

Unit 1:	
Sr No	Topics
1.	Introduction to the Internet& Services provided by the Internet( email, HTTP, FTP, TELNET,WWW)
2.	Some basic terminology and concepts (URL, webpage, web site, web servers, web browsers, search engines)
3.	An Introduction to HTML, HTML tags,
4.	Structure of an HTML document
5.	Text and paragraph formatting
6.	Ordered and Unordered lists, Hyperlinks, Images.
	<b>Reference Books:</b>
1	1.Ivan Bayross, "Web enabled Commercial Application Development using HTML, DHTML, Java script, pen CGI" BPB 2004
2	Douglas E Corner The Internet, PHI, Second Edition May 2000
3	Xavier C World Wide Web Design with HTML, Tata McGraw hill publication 2000
4	P K Sinha," Computer Fundamentals", BPB Publication,4th Edition

#### ❖ INTRODUCTION TO THE INTERNET

-A large computer network linking smaller computer networks worldwide.

-The Internet is a network of networks around the world that are linked together by telecommunications in order to share information. It is a network of networks. Different types of computers make up the network. Some computers contain information (host computers) or servers, others (clients) access the host or serve to retrieve needed information.

- The Internet is collection of network of Networks. Each computer on the network has a unique address, the Internet Protocol address (IP). It is made up of lots of servers and clients that hold and exchange information all over the world. The network is self-organizing and self-governing. There is no group that or individual that heads the network of networks. The computers are able to communicate with each other because they use a common set of rules or protocols

- Publicly accessible network of interconnected computers which communicate via software protocol standards.

#### ❖ SERVICES PROVIDED BY THE INTERNET

##### • The World Wide Web

- WWW, web, W3, World-Wide Web
- Often what people mean by the Internet
- Based on hypertext - the ability to link text and documents dynamically and interactively
- Uses Hypertext Markup Language - HTML
- Can use text, graphics, sound and video
- Anyone can link to and make use of the web

- System of Internet servers that support hypertext to access several Internet protocols on a single interface .
- Almost all protocols accessible on Internet are accessible on web (email - FTP - Telnet - etc.)
- In addition, WWW own protocol Hyper Text Transfer Protocol

- **E-mail**

- Email, e-mail or electronic mail is the transmission of messages (emails or email messages) over electronic networks like the internet.
- Sent messages are stored in electronic mailboxes until the recipient fetches them.
- To see if you have any mail, you may have to check your electronic mailbox periodically, although many systems alert you when mail is received.
- After reading your mail, you can store it in a text file, forward it to other users, or delete it. Copies of memos can be printed out on a printer if you want a paper copy.

- **File Transfer Protocol — FTP**

- Short for File Transfer Protocol, the protocol for exchanging files over the Internet FTP works in the same way as HTTP for transferring Web pages from a server to a user's browser and SMTP for transferring electronic mail across the Internet in that, like these technologies, FTP uses the Internet's TCP/IP protocols to enable data transfer.
- FTP is most commonly used to download a file from a server using the Internet or to upload a file to a server (e.g., uploading a Web page file to a server).
- File Transfer Protocol (FTP) is a standard network protocol used to copy a file from one host to another over a TCP/IP-based network, such as the Internet.
- FTP is built on a client- server architecture and utilizes separate control and data connections the client and server.
- FTP is an acronym for File Transfer Protocol. As the name suggest, FTP is used to transfer files between computers on a network.
- You can use FTP to exchange files between computer accounts, transfer files between an account and a desktop computer, or access online software archives. Keep in mind, however, that many FTP sites are heavily used and require several attempts before connecting.
- FTP is one of the oldest application protocols still used on the Internet, and is invoked by web browsers when a user requests a file download. FTP predates both IP and TCP. As TCP/IP was created, a new version of FTP was developed to work with the new Internet protocols. FTP is still heavily used -- only in 1995 did web traffic on the Internet surpass FTP traffic for the first time.

- **Telnet**

- Telnet is a protocol that allows you to connect to remote computers (called hosts) over a TCP/IP network (such as the Internet).
- You use software called a telnet client on your computer to make a connection to a telnet server (i.e., the remote host) Once your telnet client establishes a connection to the remote host, your client becomes a virtual terminal, allowing you to communicate with the remote host from your computer In most cases, you'll need to log into the remote host, which requires that you have an account on that system Occasionally, you can log in as guest or public without having an account.
- Telnet clients are available for all major operating systems.

- Command-line telnet clients are built into most versions of Mac OS X, Windows (95 and later), Unix, and Linux To use them, go to their respective command lines (ie, the Terminal application in Mac OS X, the shell in Unix or Linux, or the DOS prompt in Windows), and then enter:
- Telnet host Replace host with the name of the remote computer to which you wish to connect.

## TERMINOLOGY AND CONCEPT

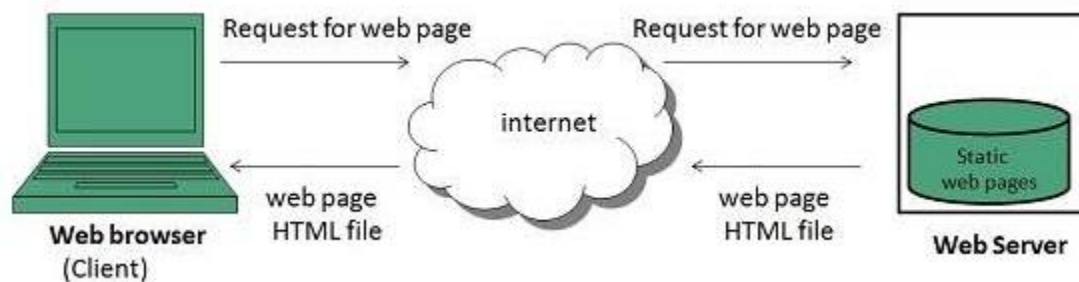
### WEB PAGE

- ❖ Webpage is a document available on World Wide Web. Web Pages are stored on web server and can be viewed using a web browser.
- ❖ A web page can contain huge information including text, graphics, audio, video and hyperlinks. These hyperlinks are the link to other web pages.
- ❖ Collection of linked web pages on a web server is known as website. There is unique Uniform Resource Locator (URL) is associated with each web page.

#### Static Web page

Static web pages are also known as flat or stationary web page. They are loaded on the client's browser as exactly they are stored on the web server. Such web pages contain only static information. User can only read the information but can't do any modification or interact with the information.

Static web pages are created using only HTML. Static web pages are only used when the information is no more required to be modified.



Dynamic

#### Web page

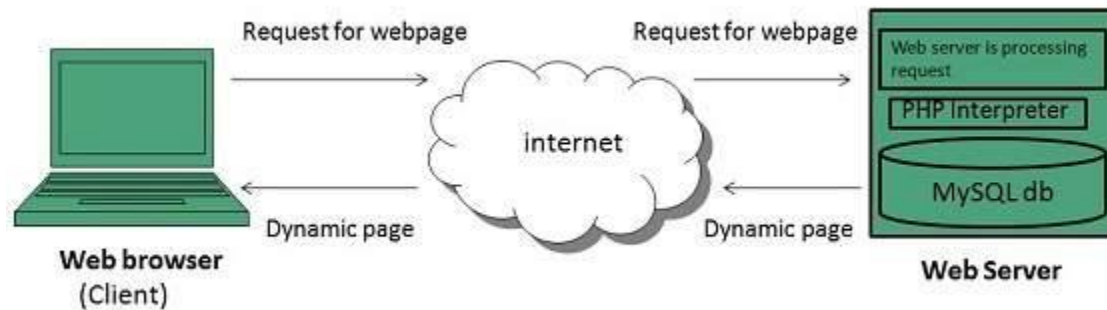
Dynamic web page shows different information at different point of time. It is possible to change a portion of a web page without loading the entire web page. It has been made possible using Ajax technology.

#### SERVER-SIDE DYNAMIC WEB PAGE

It is created by using server-side scripting. There are server-side scripting parameters that determine how to assemble a new web page which also include setting up of more client-side processing.

### CLIENT-SIDE DYNAMIC WEB PAGE

It is processed using client side scripting such as JavaScript. And then passed in to Document Object Model (DOM).



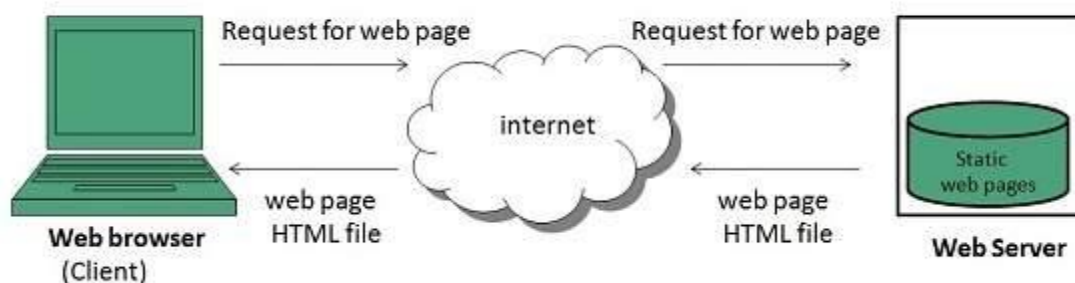
### WEBSITE

Website is a location on web and is hosted on a web server. It is a set of related web pages. It is accessed using Internet address known as Uniform Resource Locator

#### Static Websites

Static websites are also known as flat or stationary websites. They are loaded on the client's browser as exactly they are stored on the web server. Such websites contain only static information. User can only read the information but can't do any modification or interact with the information.

Static websites are created using only HTML. Static websites are only used when the information is no more required to be modified.



#### Dynamic Websites

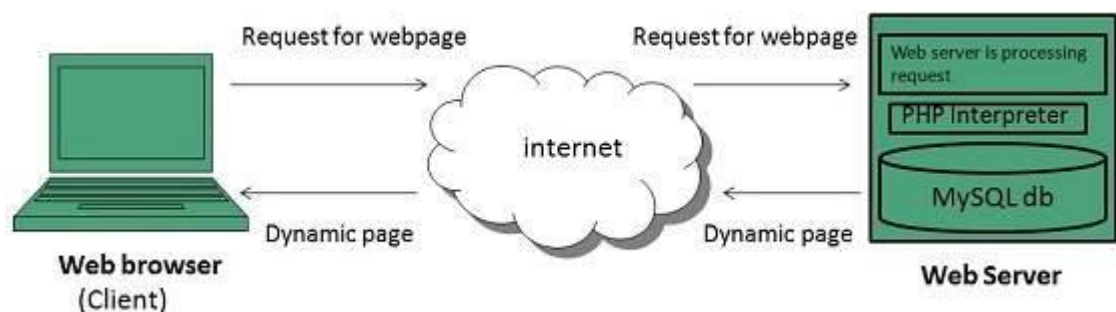
Dynamic websites shows different information at different point of time. It is possible to change a portion of a web page without loading the entire web page. It has been made possible using Ajax technology.

### Server-side dynamic web page

It is created by using server-side scripting. There are server-side scripting parameters that determine how to assemble a new web page which also include setting up of more client-side processing.

### Client-side dynamic web page

It is processed using client side scripting such as JavaScript. And then passed in to Document Object Model (DOM).



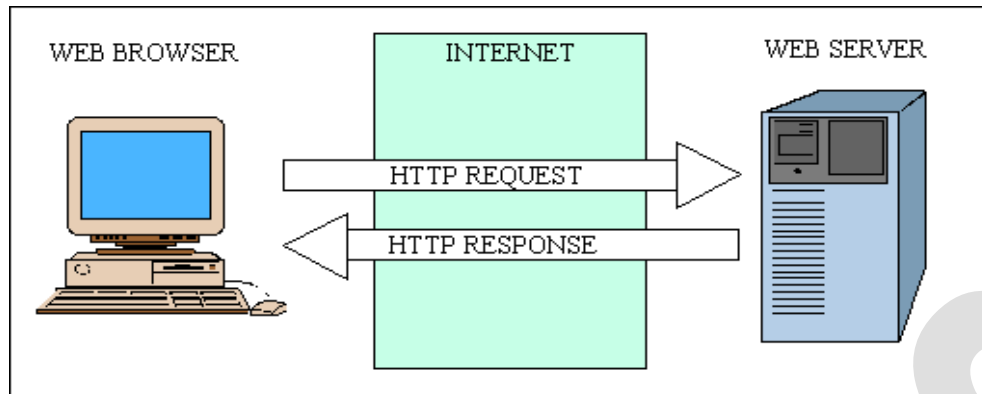
### WEB BROWSER

web Browser is an application software that allows us to view and explore information on the web. User can request for any web page by just entering a URL into address bar.

Web browser can show text, audio, video, animation and more. It is the responsibility of a web browser to interpret text and commands contained in the web page.

Earlier the web browsers were text-based while now a days graphical-based or voice-based web browsers are also available. Following are the most common web browser available today:

Browser	Vendor
Internet Explorer	Microsoft
Google Chrome	Google
Mozilla Firefox	Mozilla
Netscape Navigator	Netscape Communications Corp.
Opera	Opera Software
Safari	Apple
Sea Monkey	Mozilla Foundation
K-meleon	K-meleon



### WEB SERVER

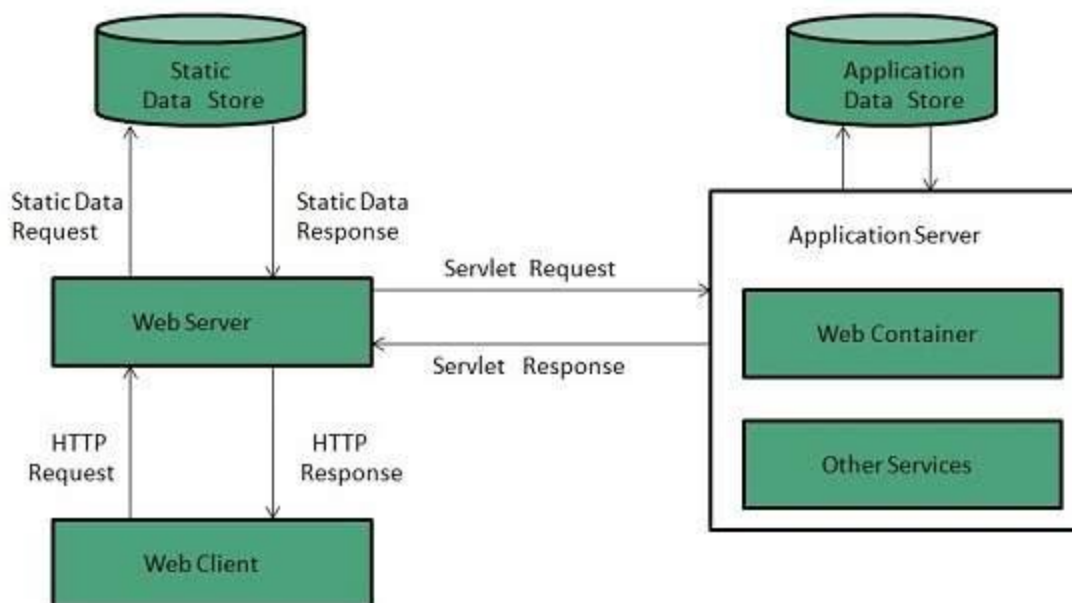
A web server is a Computer with special software that stores web pages in the form of directories and files.

Web server is a computer where the web content is stored. Basically web server is used to host the web sites but there exists other web servers also such as gaming, storage, FTP, email etc.

#### Web Server Working

Web server respond to the client request in either of the following two ways:

- Sending the file to the client associated with the requested URL.
- Generating response by invoking a script and communicating with database



- When client sends request for a web page, the web server search for the requested page if requested page is found then it will send it to client with an HTTP response.
- If the requested web page is not found, web server will the send an HTTP response: Error 404 Not found.
- If client has requested for some other resources then the web server will contact to the application server and data store to construct the HTTP response.

### URL

- Every document on the Web has a unique address. This address is known as Uniform Resource Locator (URL).
- Several HTML/XHTML tags include a URL attribute value, including hyperlinks, inline images, and forms.
- All of them use the same syntax to specify the location of a web resource, regardless of the type or content of that resource.
- That's why it is known a Uniform Resource Locator.

### SEARCH ENGINES

Search Engine refers to a huge database of internet resources such as web pages, newsgroups, programs, images etc. It helps to locate information on World Wide Web.

User can search for any information by passing query in form of keywords or phrase. It then searches for relevant information in its database and return to the user.



### Search Engine Working

Web crawler, database and the search interface are the major component of a search engine that actually makes search engine to work. Search engines make use of Boolean expression AND, OR, NOT

to restrict and widen the results of a search. Following are the steps that are performed by the search engine:

- The search engine looks for the keyword in the index for predefined database instead of going directly to the web to search for the keyword.
- It then uses software to search for the information in the database. This software component is known as web crawler.
- Once web crawler finds the pages, the search engine then shows the relevant web pages as a result. These retrieved web pages generally include title of page, size of text portion, first several sentences etc.

These search criteria may vary from one search engine to the other. The retrieved information is ranked according to various factors such as frequency of keywords, relevancy of information, links etc

#### Examples

Following are the several search engines available today:

Search Engine	Description
Google	It was originally called BackRub. It is the most popular search engine globally.
Bing	It was launched in 2009 by Microsoft. It is the latest web-based search engine that also delivers Yahoo's results.
Ask	It was launched in 1996 and was originally known as Ask Jeeves. It includes support for match, dictionary, and conversation question.
AltaVista	It was launched by Digital Equipment Corporation in 1995. Since 2003, it is powered by Yahoo technology.
AOL.Search	It is powered by Google.
LYCOS	It is top 5 internet portal and 13th largest online property according to Media Matrix.
Alexa	It is subsidiary of Amazon and used for providing website traffic information.



## ❖ INTRODUCTION TO HTML

❖ The language used to develop web pages is called Hypertext Markup Language (HTML). HTML is the language interpreted by a browser. Web Pages are also called HTML documents. HTML is a set of special codes that can be embedded in text to add formatting and linking information. HTML is specified as TAGS in an HTML document. In HTML itself, there is no programming-just the “marking up” of regular text.

❖ Marking up text, then, simply means you add certain commands, or tags, to your document in order to tell a Web browser how you want the document displayed.

The basic reason for learning HTML is to create pages for the World Wide Web.

## ❖ STRUCTURE HEAD & BODY SECTIONS

### BASIC HTML DOCUMENT STRUCTURE

Every HTML document follows this basic structure

<HTML>

<HEAD>

<TITLE>Your title </TITLE>

</HEAD>

<BODY>

<! Single line Comment can be inserted>

This is where you write your information.

</BODY>

</HTML>

### TAGS

A tag is special text--“markup”--that is delimited by<and>.For example, the expression <BODY> is a tag with name BODY.

- An end tag includes a “/” after the ‘<’

For example, </BODY>is an end tag.

- Tag names are always case-Insensitive, so <BODY> and <Body> are the same.

### ELEMENTS

- An element has three parts: a start tag, content and an end tag. For example, to show the text “Hello” in bold, you can use the element B as follows:

<B>Hello</B>

<B> is the start tag;

</B> is the end tag;

Hello is the content of the element.

- Some elements allow the start or end tag to be omitted.

- Some elements have no end tag because they have no content. These elements, such as the BR element for line breaks, are represented only by a start tag and are said to be

empty.

- Elements cannot overlap each other If the start tag for an B element appears within a P, the B's end tag must also appear within the same P element:

```
<P>
    <B>
    .....
    </B>
</P>
```

### ATTRIBUTES

- An element's attributes define various properties for the element For example, the BODY element takes an attribute BGCOLOR to provide the background color of the document and a TEXT attribute to provide the color of the document's text.

e.g. <BODY BGCOLOR="black" TEXT="yellow">

- An attribute is included in the start tag only

```
<TAG
Attribute-name="Attribute-value"
Attribute-name="Attribute-value" .....>
</TAG>
```

- The attribute value is delimited by single or double quotes. The quotes are optional if the attribute value consists solely of letters in the range A-Z and a-z, digits (0-9), hyphens (" -- "), and periods ( " ." )
- Attribute names are case-insensitive, but attribute values may be case-sensitive.

Attributes:

Attribute	Description
TEXT="color"	Specifies the text color for the document.
BGCOLOR="color"	Specifies the background color for the document.
BACKGROUND="URL"	Specifies the URIL (UNIFORM RESOURCE LOCATOR) of background image for the document.
LINK="color"	Specifies the link (not yet visited) color for the document.
VLINK="color"	Specifies the visited (already visited) link color for the document.
ALINK="color"	Specifies the active link (now visiting) color for the document.

### Comment lines

The comment will not appear in the web page. There are two types of comments - Single line comment and multiple line comment.

Syntax: <!-- Comment ...> (Single line comment)

Syntax :<!--Comment ...!> (Multiple line comment)

### Text Formatting

#### BR (Line Break)

The BR element forces a break in the current line of text. BR is needed because a line break in the HTML file does not cause the browser to display a line break. BR has no end tag. Browsers ignore multiple consecutive <P> tags, but recognize multiple consecutive <BR> tags.

Syntax: <BR>

#### P (Paragraph)

The P element defines a paragraph, preceded and followed by a blank line. The end tag for P is optional when the paragraph is followed by another paragraph. If </P> is omitted, the paragraph is not followed by a blank line.

Syntax:

<P ALIGN="left" | "center" | "right"></P>

Attributes:

Attribute	Description
ALIGN="left" ALIGN="center" ALIGN="right"	Specifies the horizontal alignment of the paragraph. The default is left.

#### H1, H2, H3, H4, H5, H6 (Headings)

H1, H2, H3, H4, H5 and H6 elements are used to make headings, which are usually rendered in a large, bold font. H1 specifies the largest font, H6 - the smallest. As the Number next to <H>(1,2,3..) increases, the font size actually decreases.

Syntax:

<H1 ALIGN="left" | "center" | "right"></H1>

[Same for H2 to H6]

Attributes:

Attribute	Description
ALIGN="left" align="center" ALIGN="right"	Specifies the horizontal alignment of the text contained in Heading. The default is left.

#### FORMATTING CHARACTERS

There are two methods of formatting characters. They are logical styles and physical styles.

**Logical style tags:** The logical styles inform the browser what kind of text to present. The browser takes care of how to present it. For example, consider the <em> tag. This tag says that emphasis must be given.

#### EM

Basic emphasis, normally rendered in italics style.

Syntax: <em>.....</em>

#### STRONG

Strong emphasis, normally rendered in bold style.

Syntax: <strong></strong>

**DFN**

Defining instance of the enclosed term.

Syntax: <dfn>.....</dfn>

**CODE**

Extracts of program code.

Syntax: <code>.....</code>

**SAMP**

Sample outputs from program, scripts, etc.

Syntax: <samp>...</samp>

**VAR**

Variables or arguments to commands

Syntax: <var>...</var>

**CITE**

Highlight Citation or reference to other sources

Syntax <cite>...</cite>

**Physical Styles Format:** The physical style format tags explicitly informs the browser how the characters must be shown bold, italics, etc.

**B (Boldface)**

The B element suggests that text be rendered as bold text.

Syntax <B>...</B>

**I (Italic)**

The I element suggests that text be rendered as italic text.

Syntax <I>...</I>

**U (Underlined)**

The U element suggests that text be rendered as underlined text.

Syntax <U>...</U>

**PRE (Preformatted Text)**

The PRE element contains preformatted text. We can type the text without any change using the entire document. Visual browsers should render preformatted text in a fixed-pitch font, should not collapse white space, and should not wrap long lines.

Syntax: <PRE>...</PRE>

**CENTER**

The CENTER element defines a block whose contents are centered horizontally on visual browsers. It is used to center everything found between them — text, lists, images, rules, tables or any other page element.

Syntax: <CENTER>.....</CENTER>

HR (Horizontal Rule)

The HR element defines a horizontal rule for visual browsers. HR has no end tag.

Syntax:

```
<HR ALIGN="left" | "center" | "right" SIZE="pixels(10px)"
WIDTH="percentage(10%) | 10" NOSHADE>
```

Attributes:

Attribute	Description
ALIGN= "left" "center" "right"	Specifies the horizontal alignment of the rule The default is left.
SIZE= "pixels"	Specifies the line height.
WIDTH= "Percentage"	Specifies the line width as percentage of window width The default value p g of the width will be 100 percent.
NOSHADE	Specifies the solid line.

TT (Typewriter font)

Indicates "typewriter" font It causes your text to appear as if it had been typed on a typewriter.

Syntax <TT>...</TT>

S (Strikethrough)

The strikethrough element draws a horizontal line through the middle of the text

Syntax <strike>...</strike> or <s>...</s>

SUB (Subscript)

The subscript element moves the text lower than the surrounding text and (if possible) displays the text in a smaller size font.

Syntax <sub>...</sub>

SUP (Superscript)

The superscript element moves the text higher than the surrounding text and (if possible) displays the text in a smaller size font.

Syntax: <sup>...</sup>

BIG

The big print element uses a larger font size to display the text. i.e. one size larger than original or normal text.

Syntax: <big>...</big>

SMALL

The small print element displays the text in a smaller font size. i.e. one size smaller than original or normal text.

Syntax: <small>...</small>

#### BLOCKQUOTE

It is used to keep some space after the indentation as we give using tabs. It is used when we write a poem or special lines different from normal text.

#### DIV

It means Division of paragraph — i.e. to arrange text or paragraph. It is similar to BR but in BR we cannot use alignment while in div we can use it.

Syntax <div align="center" | "right" | "left">

#### MARQUEE

It makes text scrolling on your browser.

Syntax <marquee behavior="alternate" | scroll | slide" bgcolor="color" </marquee>

#### &NBSP (Binding Spaces)

HTML automatically adjusts the intermediate spaces and aligns the text as per the given format. For such alignments, HTML itself inserts some spaces. Such spaces are called soft spaces. Soft spaces may go when realigning the text. The spaces inserted by the user are called hard spaces. Some phrases may have to be printed without breaking.

For example, 'Mother India' should appear without a break in a single line. If we simply type Mother India in a text,

it is possible that Mother may appear as the last word of a line and India may appear as the first word of the next line.

If we want Mother India to appear in one line in any alignment, then the space between Mother and India is called a non-breaking space or binding space.

E.G

Mother&nbsp;India

#### FONT

The font tag can be used to determine the face, size, and color of your fonts. Face is the type or name of the font you are using, size determines how large or small the font is, and of course color determines the color.

Syntax:

```
<FONT  
COLOR="color"  
FACE="font_name"  
SIZE="size">  
</FONT>
```

Attributes:

Attribute	Description
COLOR="color"	Specifies the color of the font.

FACE="font_name"	Specifies the font name or list of font names.
SIZE="size"	Specifies the size of the font. The size is: number from 1 to 7 (absolute size, e.g. SIZE=6)OR- + or - followed by number (relative size, e.g. SIZE="+3" or SIZE="-2").

Note: To specify list of font names use comma as separator. For example:

FACE="Verdana, Impact, Arial"

The browser checks to see if the first specified font is installed, and if not, it checks for the second and so on. The text is displayed with the first installed font specified in the list. If all listed fonts are not installed on the viewer's computer, the browser uses the default font. The size of your font can range from 1 to 7, -1 to -3, and +1 to +4. The size attribute can be divided into 2 ways — Absolute sizes and Relative sizes. For example, size = 30 is the absolute size. In relative size, we inform the browser to increase or decrease the usual size. For example, size = +4 is the relative size. The DEFAULT size is 3 (12 points).

### BASEFONT

At the beginning of the document, the default font size for the entire page can be selected using the BASEFONT tag. BASEFONT has no end tag.

#### Syntax

<BASEFONT SIZE="pixels">

Attributes :

Attribute	Description
SIZE="Pixels"	Specifies the base font size on a browser-dependent scale of 1 to 7, with the default being 3.

### SPECIAL CHARACTERS

Special characters are always preceded by '&' symbol and end with ';'. They instruct the browser to display some characters, which are not available on the keyboard. For example &COPY;, &REG;, &pound;, &yen;, &cent;, &plusmn;, &times;, &divide;, &frac14;, &frac12;, &frac34;, &nbsp;.

### ❖ ORDERED & UNORDERED LISTS

What is list?

When we want to mention a list of items, there are two methods of doing so. We can number them as 1, 2, 3...Etc. or we can list them one below the other without numbers. When we list them without numbers, it is called an unordered list. When we number them, it is called an ordered list. A list may contain any number of sub-lists. A list may look like this:

1. Math's
2. Biology
3. Chemistry
4. Geography
5. English

**UL (Unordered List)**

The UL element defines an unordered list. The element contains one or more LI elements that define the actual items of the list.

Syntax: `<UL TYPE="disc" | "circle" | "square">.....</UL>`

Attributes

Attribute	Description
"disc" TYPE = "circle" "square"	Specifies the style of bullets preceding list items <ul style="list-style-type: none"> <li>• disc - a filled-in circle;</li> <li>o circle - a circle outline;</li> <li>▪ square - a square;</li> </ul>

**OL (Ordered List)**

The OL element defines an ordered list. The element contains one or more LI elements that define the actual items of the list.

Syntax:

`<OL START="number" TYPE="A" | "a" | "I" | "i" | "1" ...>... </OL>`

Attributes:

Attribute	Description
START="number"	Specifies the starting number of the list
"A" "a" TYPE = "I" "I" "1"	Specifies the numbering style of the list. <ul style="list-style-type: none"> <li>A - uppercase alphabetic;</li> <li>a - lowercase alphabetic;</li> <li>I - uppercase Roman numerals;</li> <li>i - lowercase Roman numerals;</li> <li>1 - decimal numbers. Used by default.</li> </ul>

**LI (List Item)**

The LI element defines a list item. The element must be contained within CL or UL. The end tag `</LI>` may be omitted.

Syntax:

`<LI TYPE="disc" | "circle" | "square" | "A" | "a" | "I" | "i" | "1" VALUE="number" >....</LI>`

Attributes:

Attribute	Description
"disc" "circle" "square" TYPE = "A" "a" "I" "1"	Specifies the style of list item marker. <ul style="list-style-type: none"> <li>disc - a filled-in circle;</li> <li>circle - a circle outline;</li> <li>square - a square;</li> <li>A - uppercase alphabetic;</li> <li>a - lowercase alphabetic;</li> <li>I - uppercase Roman numerals;</li> <li>i - lowercase Roman numerals;</li> <li>1 - decimal numbers.</li> </ul>
VALUE="number"	Specifies the number of LI when used with an OL. VALUE allows changes in the sequence number of LI.

**Hyperlinks**

LINK — Anchor



Hyperlinks are those underlined words that you see on web pages that take you to another page, or another part of the same page, or open up your e-mail client to send a message when you click on them with your mouse.

The <a> tag stands for “anchor”. This tag tells the web browser that you are about to use a hyperlink. you are about to “anchor” something - as in tie it to another page. The address is then put into the href=“” tag. This tells the web browser where you anchored that something to whether it is text or a graphic.

Href stands for Hypertext Reference and is called an attribute of the <a> tag. Of course after this tag, you would put the text or the graphic you want to link to. What you want to appear in the web browser. You then must close the anchor tag with </A>. The A element denotes a hypertext link if HREF attribute is used. The A element denotes a destination of a link if NAME attribute is used. Both attributes may be used in the same A element.

Syntax:

<A HREF= “URL” NAME= “name” TARGET= “name”>...</A>

Attributes	Description
HREF=“URL”	Specifies the hypertext reference for the link.
NAME=“name”	Specifies the destination for the link
TARGET=“NAME”	Specifies the name of the frame, in which the link should be rendered. If no frame with such a name exists, the link is rendered in a new window. Special frame names begin with an underscore: _blank renders the link in a new, unnamed window; _parent renders the link in the immediate FRAMESET parent; _self renders the link in the current frame; _top renders the link in the full, unframed window.

### IMAGES:

Image Types

Two types of image files are commonly used:

- .GIF - short for Graphics Interchange Format and pronounced jiff or gif (hard g);
- .JPEG - short for Joint Photographic Experts Group and pronounced jay-peg.

GIF supports color and various resolutions. It also includes data compression, making it especially effective for scanned photos.

JPEG is a loss compression technique (data compression technique in which unnecessary information is eliminated) for color images. Although it can reduce files sizes to about 5% of their normal size, some detail is lost in the compression.

The IMG element inserts an image. IMG has no end tag.

Syntax:

<IMG

ALIGN=“left” | “right” | “top” | “middle” | “bottom”

ALT=“text”

BORDER=“pixels”

HEIGHT=“height”

WIDTH=“width”

HSPACE="pixels"

VSPACE="pixels"

SRC="URL">

Attribute	Description
"left" "right" ALIGN= "top" "middle" "bottom"	Specifies the position of the image with respect to the surrounding content. left - the image is placed at the left margin and content flows around it; right - the image is placed at the right margin and content flows around it; top- the image is placed within a row of text and breaks it. The row "goes" through" top end of the image; "bottom" middle - the image is placed within a row of text and breaks it. The row "goes through" the middle of the image; bottom - the image is placed within a row of text and breaks it. The row "goes through" the bottom end of the image;
Alt= "text"	Specifies the alternate text for those not loading images.
BORDER= "pixel"	Specifies the width of the images border
Height="height"	Specifies the height of the image as: Pixel – (e.g. HEIGHT="20"); Percentage of window height – (e.g. HEIGHT= "30%"). If omitted the image is shown in its original height.
Width= " width"	Specifies the width of the image as: pixels - (e.g. WIDTH= "20"); -OR- Percentage of window width - (e.g. WIDTH"30%"). if omitted the image is shown in its original width.
HSPACE="pixel"	Specifies the horizontal gutters around the image.
VSPACE="pixel"	Specifies the vertical gutters around the image.
SRC= "URL"	Specifies the URL of the image

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