



HTML & CSS

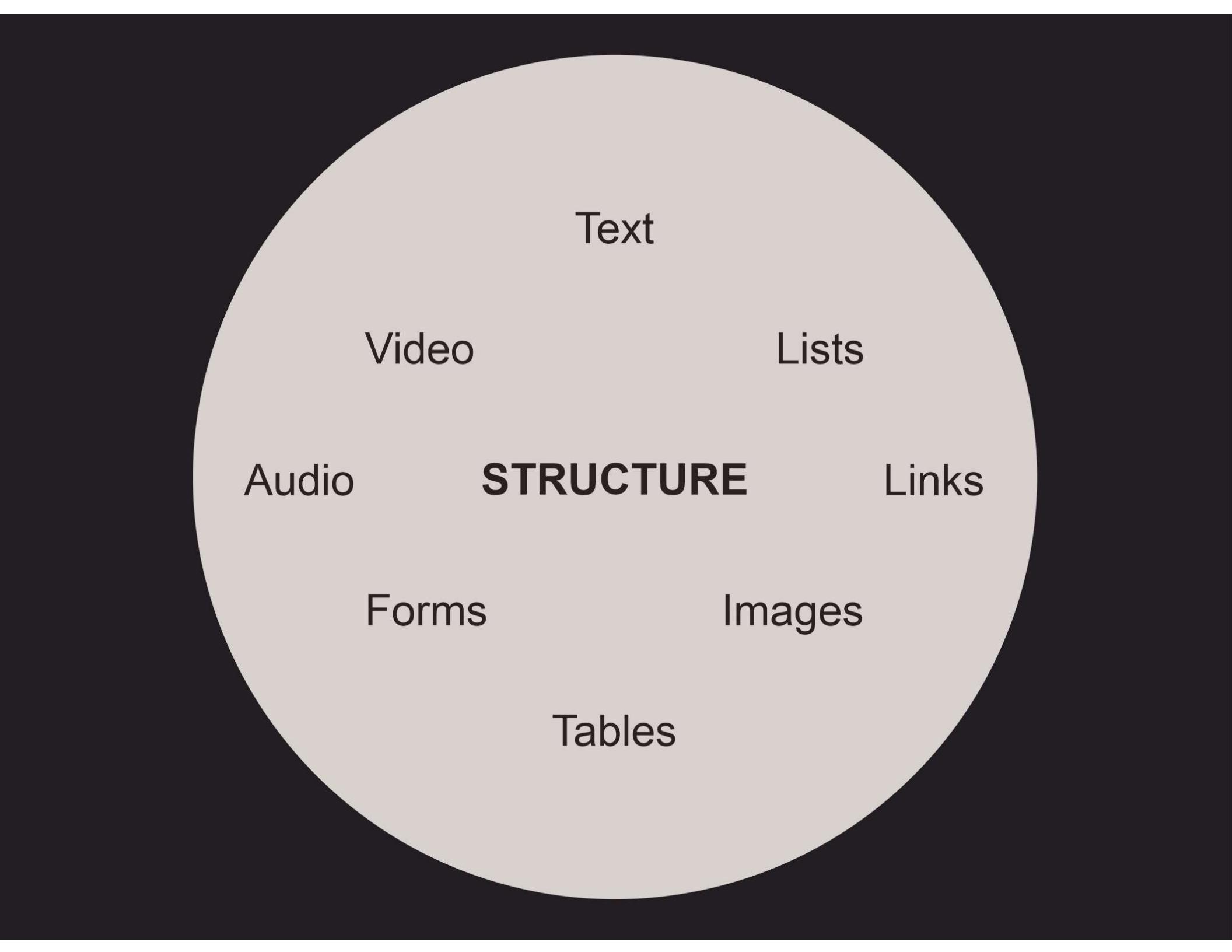
design and build websites



INTRODUCTION

Hyper Text Markup Language

What is HTML used for?



Text

Video

Lists

Audio

STRUCTURE

Links

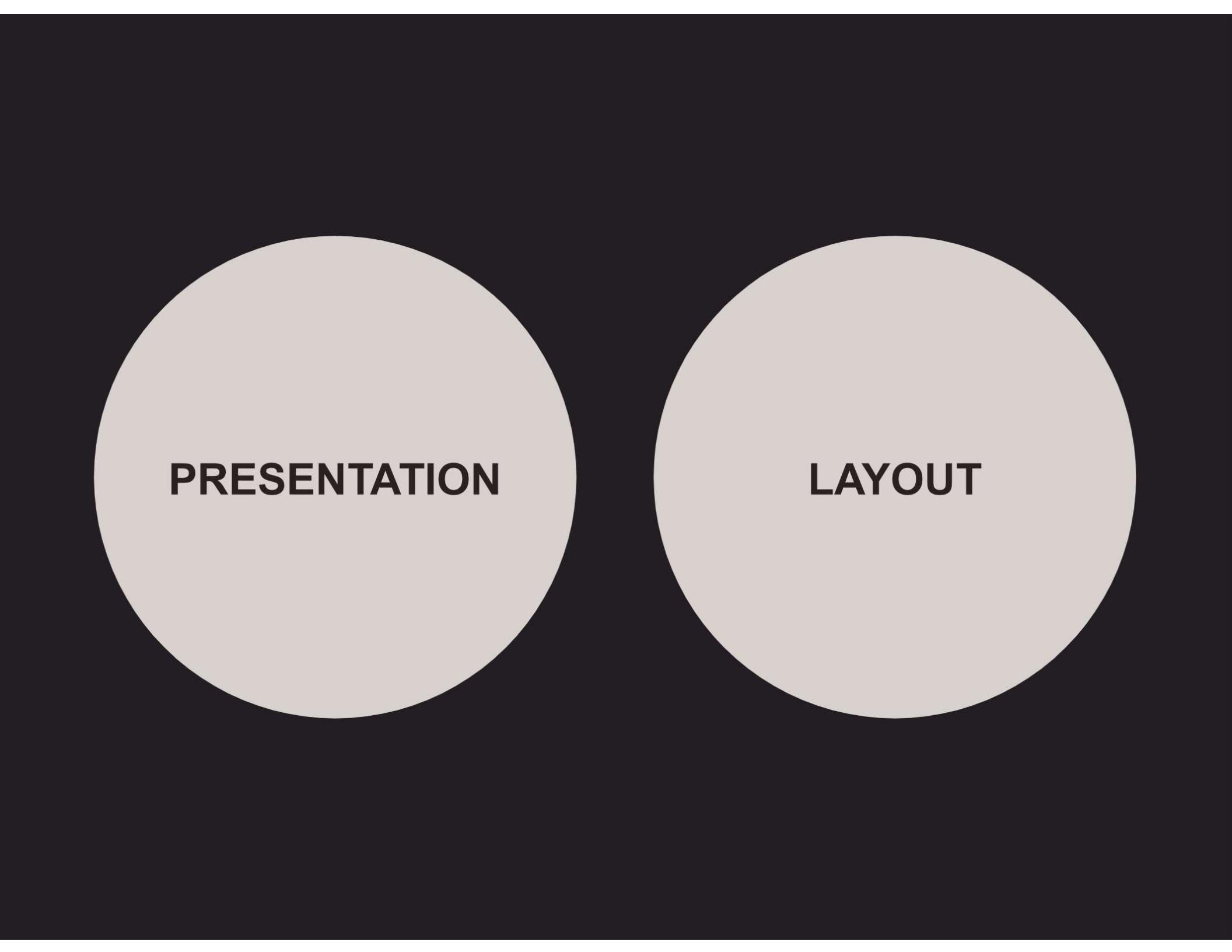
Forms

Images

Tables

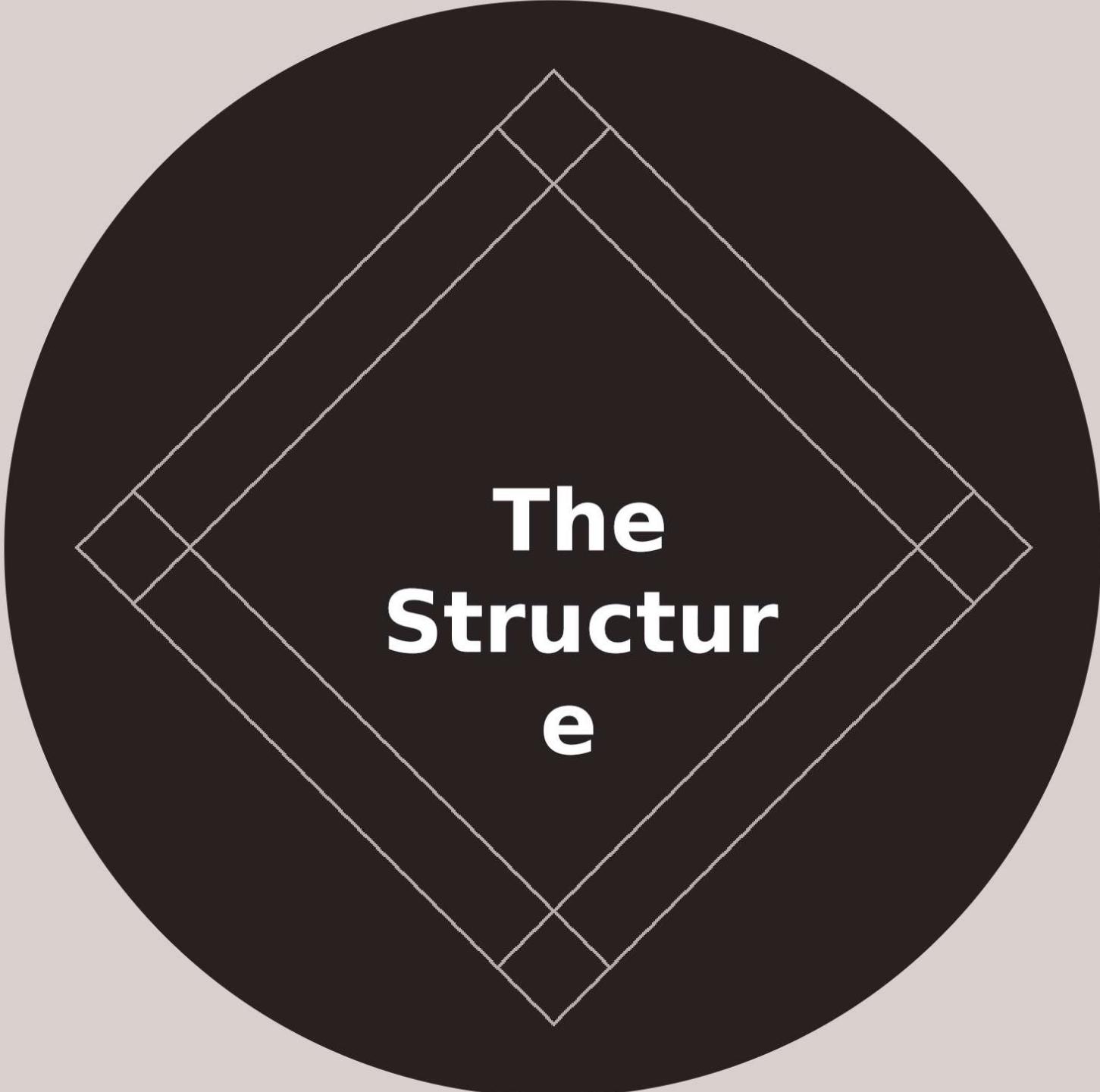
Cascaded Style Sheets

What is CSS used for?



PRESENTATION

LAYOUT



The
Structur
e

HOW PAGES USE STRUCTURE

HEADLINE

Wednesday 12 September 2012

31

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweeney**

If Rio Caraeff succeeds, perhaps only diehard fans will need to own music. His online music video site, part-owned by the two largest record companies, also hopes to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the industry less dependent on the purchase of recordings, and for Caraeff there is clearly plenty to do.

Caraeff is the youthful chief executive of Vevo - launched in late 2009 with the backing of three of the four major groups, Sony Music, Universal Music and EMI - who is taking the venture international with a roll-out starting in the UK and continental Europe. "Sex, music and sports are the only entertainment categories on the planet that people love that can build audiences at the scale of billions of people," he says. "We're in the business of connecting billions of people to music," is his modestly stated aim.

With global CD sales plummeting by \$1.8bn last year, Caraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was necessary. If MTV was doing a great job paying royalties, if YouTube [was], there would have been no need. We have invested tens of millions to be responsible for our own destiny. We can't sit back and say 'I hope Apple or whoever figures this out'."

Vevo's relationship with Google, the owner of the world's largest video sharing platform YouTube, is clearly critical. Michael Grade called the company a "partner".

Caraeff described it as

Read more on
MediaGuardian.co.uk

Digital economy or bust

Part 33: In which the team turn up the volume with inside track on The X Factor - and get a glimpse of the future

Coming up this week

Monday: Shortlists for Student Media Awards announced

Wednesday to Friday: Coverage of the RTS Cambridge Convention



HOW PAGES USE STRUCTURE

The Guardian | Monday 12 September 2011

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TEXT

Rio Caraeff

Revolutionary

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With global CD sales plummeting by \$1.5bn last year, Caraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was necessary. If MTV was doing a great job paying royalties, if YouTube [was], there would have been no need. We have invested tons of effort to be responsible for our own industry. We can't sit back and say 'I hope Apple or whoever figures this out'."

Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Michael Grade called the company a "partner" in its efforts to develop a new



HOW PAGES USE STRUCTURE

Interview Rio Caraeff

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Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Michael Grade called the company a "parasite" and Sir Martin Sorrell described it as a "frenemy". Despite the combative relationship the music industry has historically had with players in the digital space, Caraeff prefers to characterise Vevo's dealings with YouTube as "symbiotic" - although "declaration of independence" would be more appropriate.

"We said 'let's figure out how to work with them,'" he explains. "There are so many duplicate copies [of music videos] on YouTube, there were thousands before, the official versions are only available from us. They don't threaten us. YouTube is a place where people can upload any video in the world, we're not trying to compete." Caraeff points out that 50% of Vevo's traffic comes from YouTube search, and 30% comes from recommendations of videos that users might like to watch that appear on the side of the YouTube web pages when a user is viewing clips.

Free access

Vevo's business model is all about providing music videos that fans can access free, funded by advertising - or to put it another way - give consumers an alternative to owning songs. "I believe the future



IMAGE

HOW PAGES USE STRUCTURE

Interview Rio Caraeff

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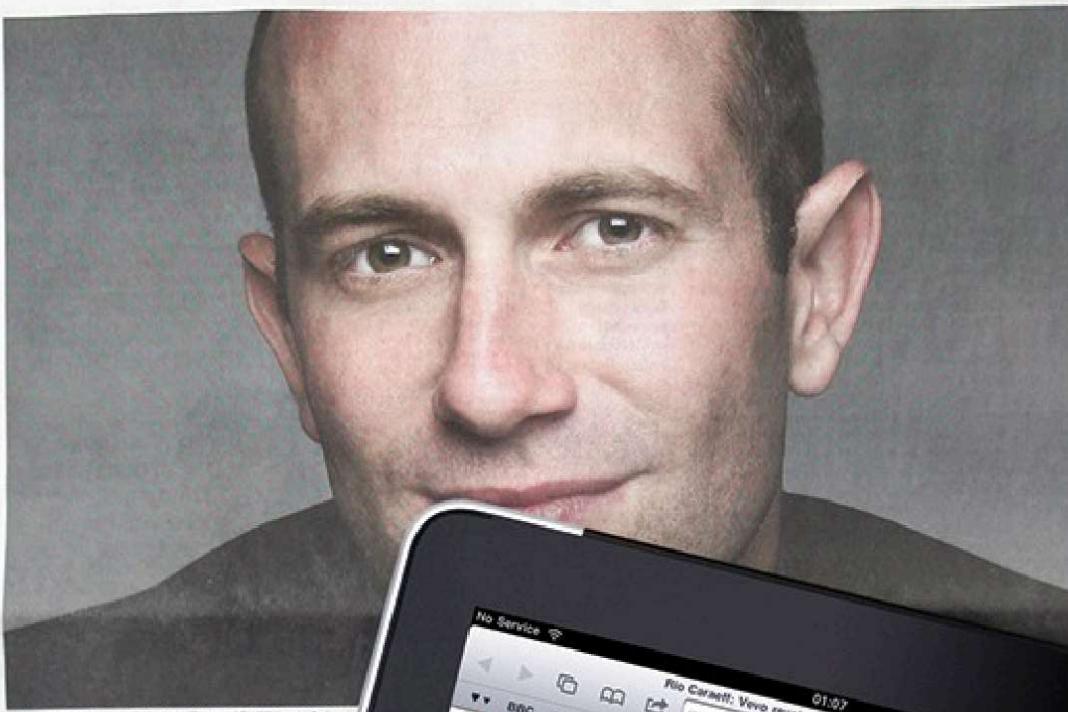
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Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Caraeff called the company a "partner". Soren Sorell described it as "a positive" despite the combative relationship the industry has historically had in the digital space, which characterise Vevo's relationship as "symbiotic" - "but not of independence" - according to Caraeff.

Caraeff is asked how to work with Google. "There are so many music videos on YouTube now, thousands before, but they were only available to us. YouTube has changed that. We're not trying to compete with them. It points out that 50% of traffic to Vevo comes from YouTube search, and 50% from recommendations of users who might like to watch what's on the side of the YouTube web page when a user is viewing clips.

Free access
Vevo's business model is all about providing music videos that fans can access free, funded by advertising - or to put it another way - give consumers an alternative to owning songs. "I believe the future



Video vexations ... Rio Caraeff says 'if MTV was doing a

SUBHEADING

'We are about access; it is the only scalable model for the music industry; the question is, how do you do that and make money?'

Rio Caraeff: Vevo revolutionary
The former Universal mobile chief reveals his frustration with MTV, and explains why no one need own music if his site succeeds

Mark Sweeney
guardian.co.uk, Sunday 11 September 2011

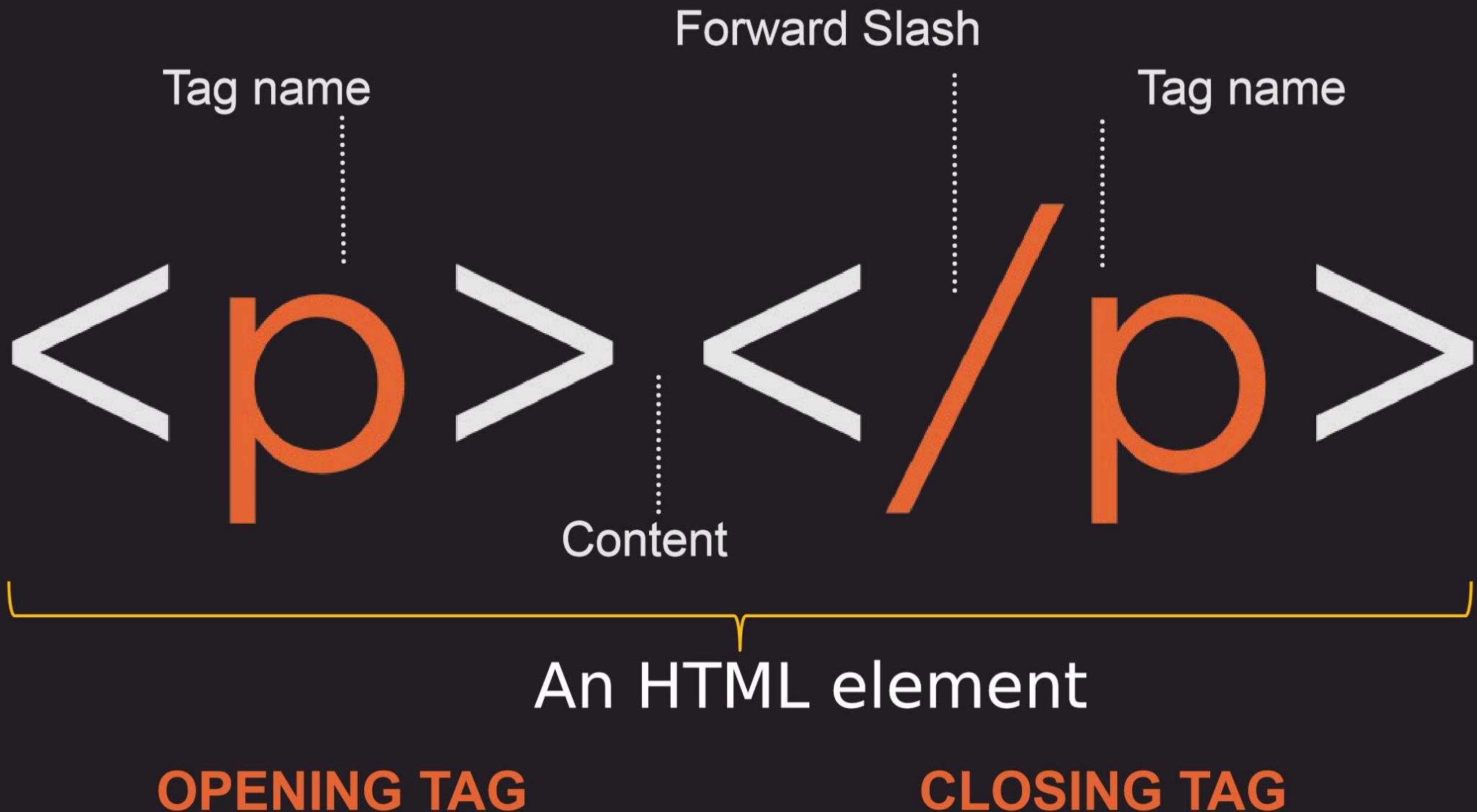
Twitter 36 | Facebook 37 | Google +

HOW PAGES USE STRUCTURE

Digital versions often have similar structure



HTML Elements



ATTRIBUTES TELL US MORE ABOUT ELEMENTS

ATTRIBUTE
NAME



<p lang="en-us">Paragraph in English</p>



ATTRIBUTE
VALUE

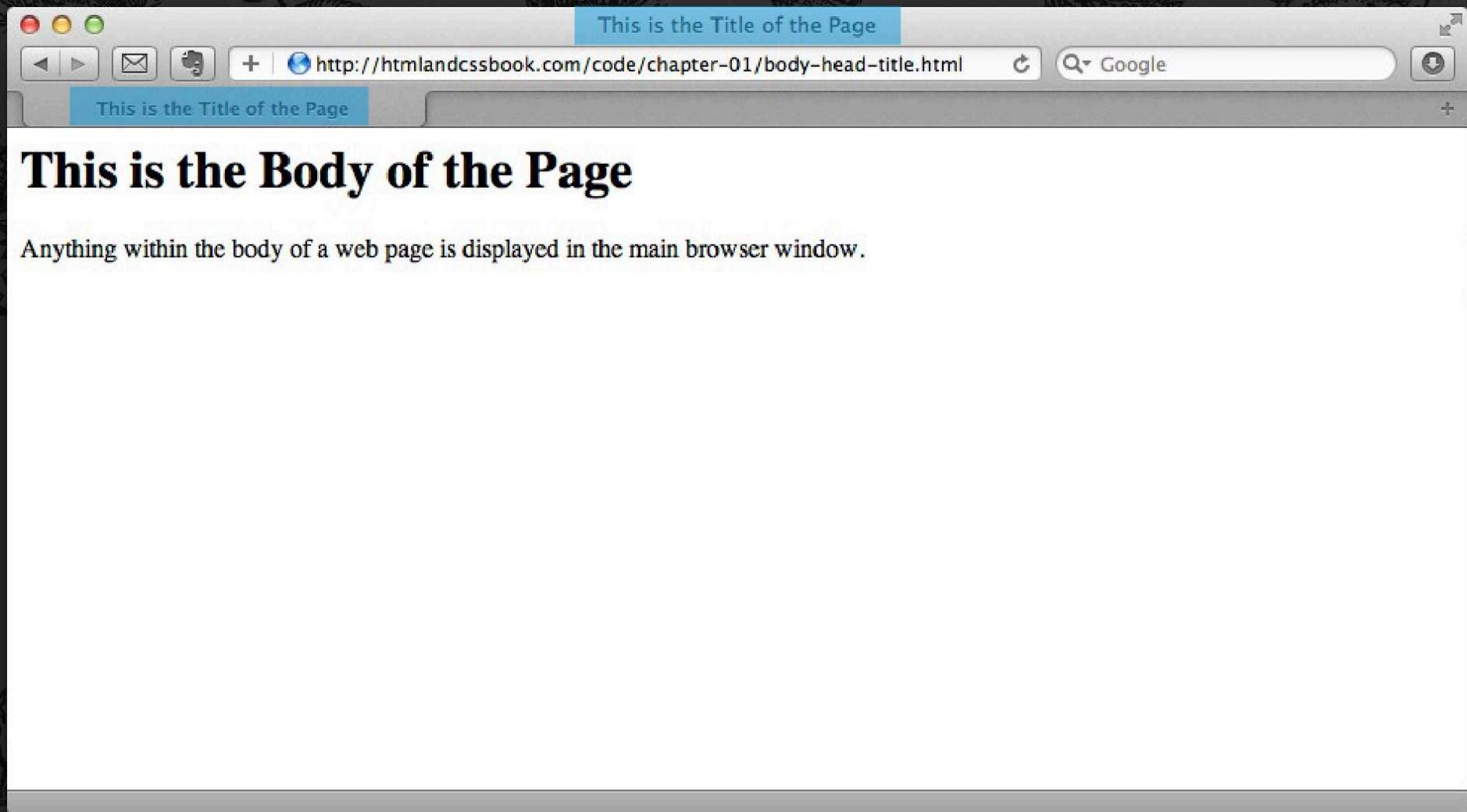
BODY, HEAD & TITLE

```
<html>
  <head>
    <title>This is the Title of...</title>
  </head>
  <body>
    <h1>This is the Body of the Page</h1>
    <p>Anything within the body of a web
      page is displayed in the main
      browser window.</p>
  </body>
</html>
```

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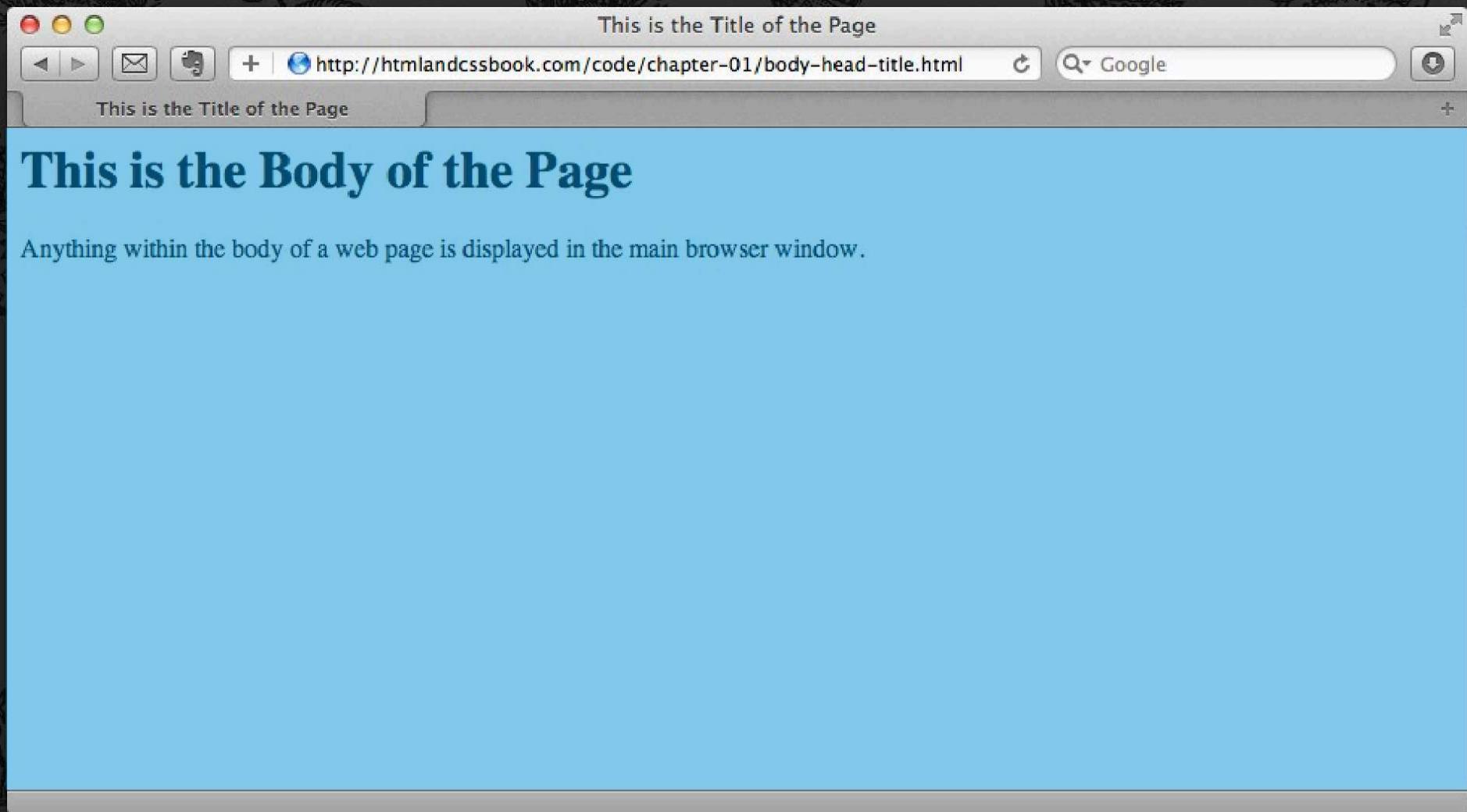
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BODY, HEAD & TITLE



Hands-On





Links

WRITING LINKS

```
<a href="http://www.imdb.com">IMDB</a>
```

WRITING LINKS

THE PAGE THE **LINK**
TAKES YOU TO



```
<a href="http://www.imdb.com">IMDB</a>
```

WRITING LINKS

THE PAGE THE **LINK**
TAKES YOU TO

```
<a href="http://www.imdb.com">IMDB</a>
```

THE **TEXT** THE USER
CLICKS ON

Example – linking to other sites

LINKING TO OTHER SITES

HTML

```
<a href="http://www.empireonline.com">  
Empire</a>
```

RESULT

Empire

LINKING TO OTHER PAGES ON THE SAME SITE

HTML

```
<a href="index.html">Home</a>
<a href="about.html">About</a>
<a href="movies.html">Movies</a>
<a href="contact.html">Contact</a>
```

RESULT

Home
About
Movies
Contact

LINKING TO A SPECIFIC PART OF THE SAME PAGE

```
<h1 id="top">  
    Film-Making Terms</h2>  
  
<a href="#arc-shot">  
    Arc shot</a><br />  
<a href="#interlude">  
    Interlude</a><br />  
<a href="#prologue">  
    Prologue</a><br />  
  
<h2 id="prologue">  
    Prologue</h2>  
  
<a href="#top">Top</a>
```

Film-Making Terms

[Arc Shot](#)
[Interlude](#)
[Prologue](#)

Arc Shot

A shot in which the subject is photographed by an encircling or moving camera

Interlude

A brief, intervening film scene or sequence, not specifically tied to the plot, that appears within a film

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A speech, preface, introduction, or brief scene preceding the main action or plot of a film; contrast to epilogue

[Top](#)

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w3schools.com



FORMS

WHY FORMS?

To collect information from the user

amazon.com*  SIGN IN SHIPPING & PAYMENT GIFT-WRAP PLACE ORDER

facebook

Facebook helps you connect and share with the people in your life.



Sign Up
It's free and always will be.

First Name:
Last Name:
Your Email:
Re-enter Email:
New Password:
I am:
Birthday:
Why do I need to provide my birthday?
By clicking Sign Up, you agree to our Terms and that you have read and understand our Data Use Policy.

Sign Up

Create a Page for a celebrity, band or business.

English (UK) English (US) Cymraeg Español Português (Brasil) Français (France) Deutsch Italiano اردو فارسی ...
Facebook © 2012 - English (US) Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help
Ship to this address

FORM CONTROLS

ADDING TEXT:

Text input (single-line)

Password input

Text area (multi-line)

MAKING CHOICES:

Radio buttons

Rock Pop Jazz

Checkboxes

iTunes Last.fm Spotify

Drop-down boxes

SUBMITTING FORMS:

Submit buttons

Image buttons

UPLOADING FILES:

File upload

HOW FORMS WORK

VOTE FOR YOUR FAVORITE JAZZ MUSICIAN OF ALL TIME

Username:

I vote for:

- Ella Fitzgerald
- Herbie Hancock
- John Coltrane
- Miles Davis
- Thelonious Monk

SUBMIT

1: User fills in form and presses button to submit info to server

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Username:

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SUBMIT

...	...
...	...
...	...
...	...
...	...
...	...
...	...
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...	...
...	...
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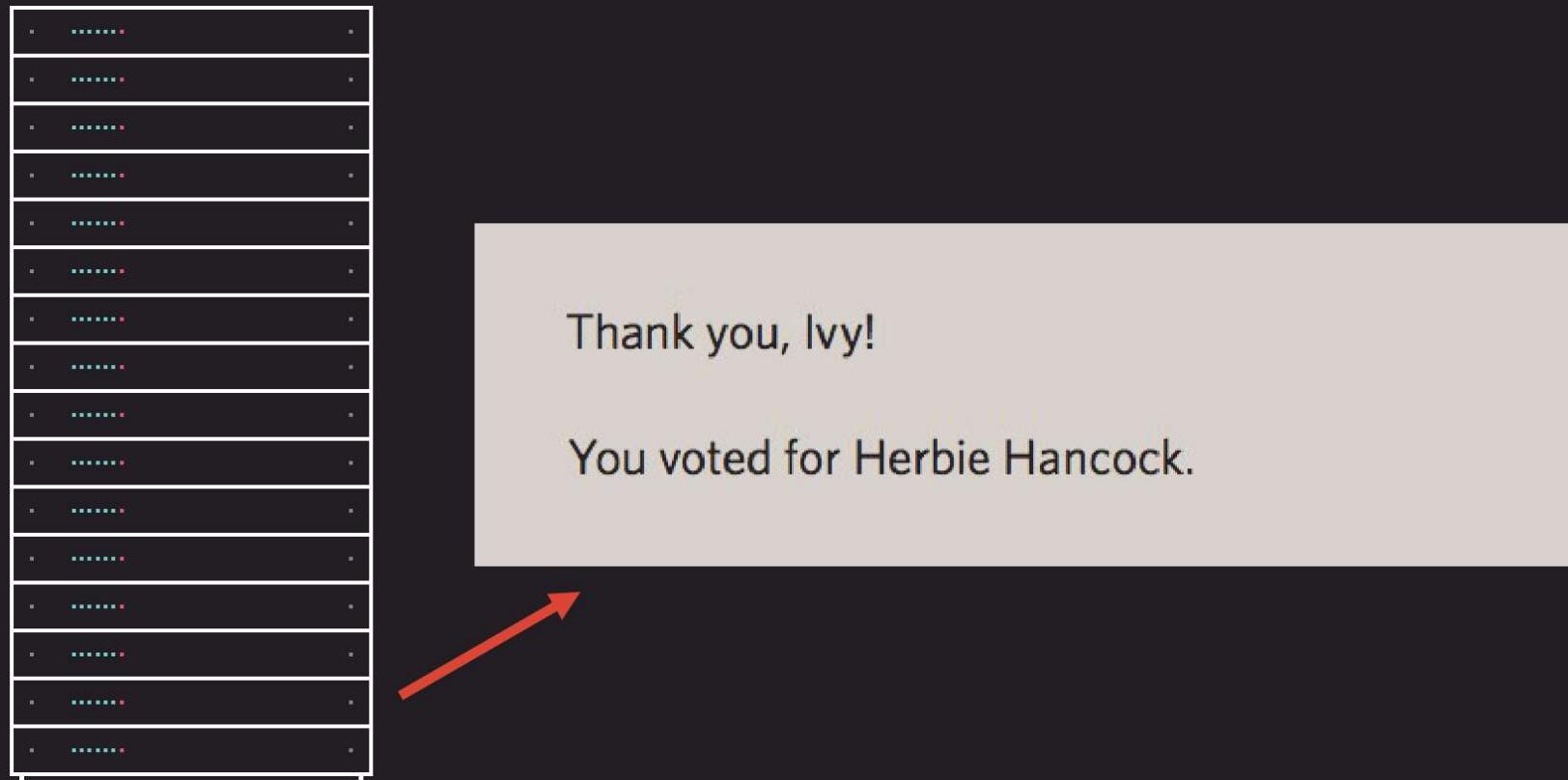
2: Name of each form control sent with value user entered

HOW FORMS WORK



3: Server processes information using programming language

HOW FORMS WORK



4: Server creates new page to send back to the browser based on info received

NAME & VALUE PAIRS

username=Ivy

NAME & VALUE PAIRS

NAME
username=Ivy

NAME & VALUE PAIRS

NAME
username=Ivy
VALUE

FORM STRUCTURE

HTML

```
<form  
    action="http://example.com/join.php"  
    method="get">
```

This is where the form controls will appear.

```
</form>
```

FORM STRUCTURE

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TEXT INPUT

HTML

```
<form  
action="http://example.com/join.php">  
  
<input type="text" name="username"  
size="15" maxlength="30" />  
  
</form>
```

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<form  
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    Username:  
    <input type="text" name="username"  
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</form>
```

This is an "**empty element**" i.e. doesn't have content,
so it doesn't need opening and closing tags,
it's only one tag that ends with a slash

RESULT

Username:

PASSWORD

HTML

```
<p>Username:  
  <input type="text" name="username"  
         size="15" maxlength="30" />  
</p>  
  
<p>Password:  
  <input type="password" name="password"  
         size="15" maxlength="30" />  
</p>
```

PASSWORD

HTML

```
<p>Username:  
  <input type="text" name="username"  
         size="15" maxlength="30" />  
</p>  
  
<p>Password:  
  <input type="password" name="password"  
         size="15" maxlength="30" />  
</p>
```

Username:

Password:

SUBMIT BUTTON

HTML

```
<form action="http://eg.com/email.php">
<p>Subscribe to our email list:</p>

<input type="text" name="email" />

<input type="submit"
       value="Subscribe" />

</form>
```

SUBMIT BUTTON

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<form action="http://eg.com/email.php">
  <p>Subscribe to our email list:</p>

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  <input type="text" name="email" />

  <input type="submit"
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</form>
```

Subscribe to our email list:

Subscribe

Hands-On



IMAGE BUTTON

HTML

```
<form action="http://eg.com/email.php">
<p>Subscribe to our email list:</p>

<input type="text" name="email" />

<input type="image"
       src="images/subscribe.jpg"
       width="100" height="20" />

</form>
```

IMAGE BUTTON

HTML

```
<form action="http://eg.com/email.php">
  <p>Subscribe to our email list:</p>

  <input type="text" name="email" />

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IMAGE BUTTON

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<input type="text" name="email" />

<input type="image"
       src="images/subscribe.jpg"
       width="100" height="20" />

</form>
```

RESULT

Subscribe to our email list:

SUBSCRIBE

BUTTONS

HTML

```
<form action="http://eg.com/add.php">  
  
  <button>  
      
  </button>  
  
</form>
```

BUTTONS

HTML

```
<form action="http://eg.com/add.php">  
  <button>  
      
  </button>  
</form>
```

BUTTONS

HTML

```
<form action="http://eg.com/add.php">  
  
  <button>  
      
  </button>  
  
</form>
```

RESULT



