

Week Five: Formatting & Layout

Formatting Text

- Back before Cascading Style Sheets were supported properly, most web authors controlled the appearance of their web pages within their HTML elements – laying the foundation for Cascading Style Sheets
- While Cascading Style Sheets are vastly popular, defining your layout within your HTML elements is still widely used
- When formatting text for your web page, it is a good idea to declare a default font face, color and size for your text which we can do by using the `basefont` tag within our `body` tag – but, since it doesn't work universally, let's move on
- The most accurate way to control the appearance of your text within your HTML is to use the `font` tag within your HTML elements:



```
<h1><font size="5" face="Arial, Helvetica, sans-serif" color="#666666">Mike Sinkula - WEB 110</font></h1>
```

1. Here we need to use both an opening and closing `font` tag
 2. Within the `font` tag we need to declare the size of the text by using the `size` attribute with a value of `x`, where `x` is a number from 1 to 7
 3. we also need to declare the typeface that we want displayed by using the `face` attribute with the value of a font
 4. to declare the color of your text, you'll need to use the `color` attribute with a value of a color
- When declaring a font for the web, we generally have a limited amount of choices since we do not know what array of fonts a user might have on their computer – however most users have a standard set of fonts
 - The two most common fonts for the web are Arial & Times
 - When declaring fonts we should also get in the habit of declaring substitutes in case the user does not have the font on their computer that we chose:

```
face="Arial, Helvetica, sans-serif"
```

where `Arial` represents our first choice, `Helvetica` represents the substitute and `sans-serif`

represents the default

```
face="Times New Roman, Times, serif"
```

where **Times New Roman** represents our first choice, **Times** represents the substitute and **serif** represents the default

- The web uses two methods of declaring colors – Hexadecimal and Pre-Defined

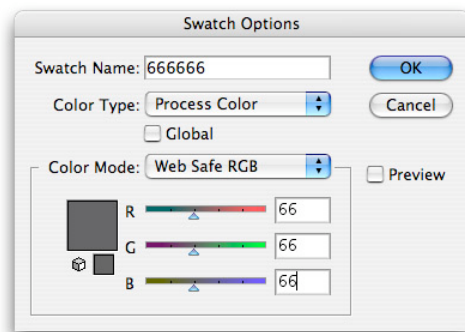
```
color="red"
```

where red is a pre-defined color

* the back flap of our book has a list of pre-defined colors that you can choose from

```
color="#666666"
```

where **#666666** is an example of an hexadecimal color that calls out the parts of an RGB Value



* the back flap of our book has a list of hexadecimal colors that you can choose from

- Another way to define your text color for all of your text on the page is to use the **text** attribute in your **body** tag



```
<body text="#666666">
```

where `text` is the *attribute* and again I am using `#666666` as my hexadecimal *value*

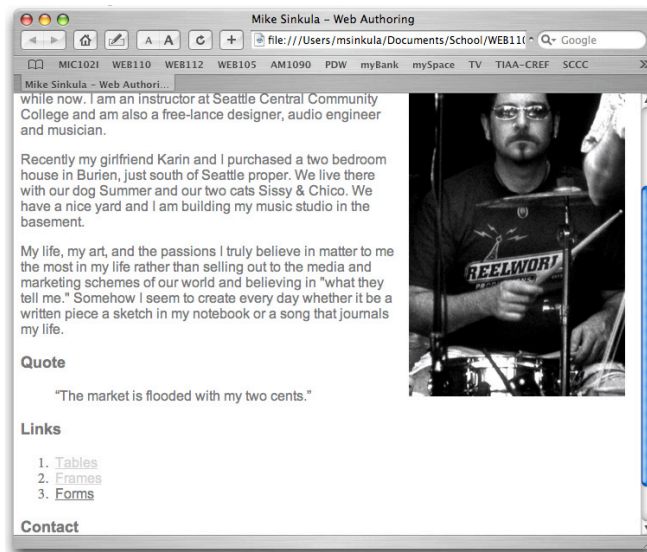
- We can also set the color values for the text links as well:



```
<body text="#666666" link="#666666" vlink="#CCCCC" alink="#FF0000">
```

1. where the `link` *attribute* defines the color of the link that has not been clicked yet
2. the `vlink` *attribute* defines the color of the link that has been clicked or "visited"
3. and the `alink` *attribute* defines the color of the link when it is actually being clicked

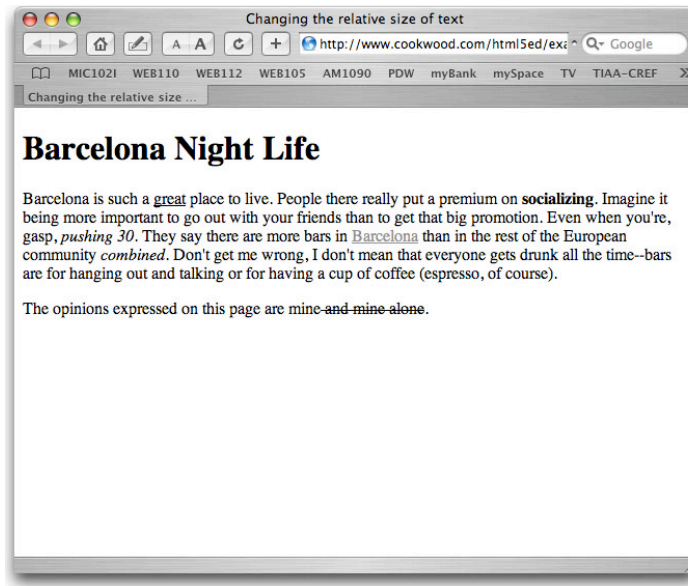
- if you are like me, you like to be quoted – we can do this using the `blockquote` tag:



```
<blockquote>
  <p>quote</p>
  <p>quote</p>
</blockquote>
```

where everything inside the `blockquote` tag gets tabbed over

- if you'd like to underline or give your text a strike thru you can use the `underline` and `strike` tags:



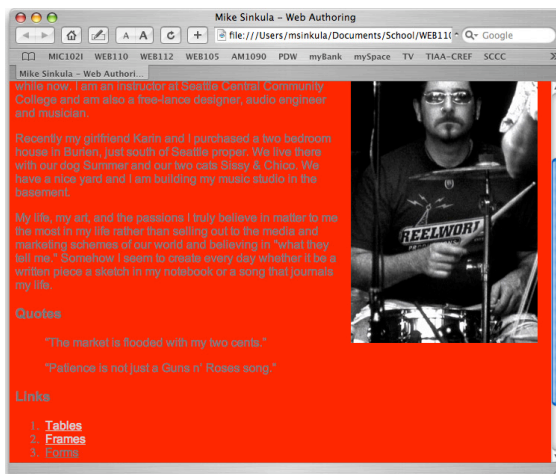
```
<u>great</u>
```

```
<del>and mine alone</del>
```

NOTE: underlining or striking normal text can cause the user to identify these words to be links

Page Layout

- If you'd like to use a different background color than white you can specify this in the body tag:



```
<body bgcolor="#FF0000">
```

where we use the `bgcolor` attribute and use a hex or predefined color value

* I will not be leaving my background red

- If you'd like to use a background image you can specify that in the body tag as well:

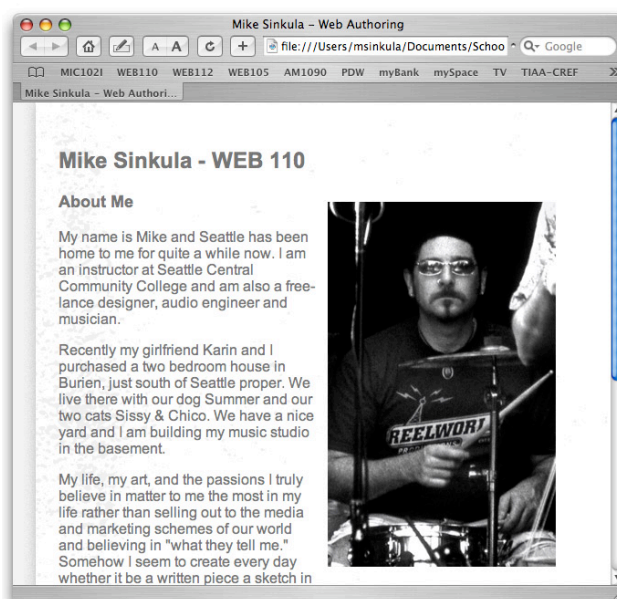


```
<body background="images/background.gif">
```

where we use the `background` attribute and I have used the image `images/background.gif` as my value

NOTE: a background image will repeat horizontally and vertically

- since my text is overlapping part of my background image I need to use some `margins` to push the text away from the left and I am going to bring it down from the top as well:



```
<body leftmargin="50" topmargin="50" marginheight="50" marginwidth="50">
```

in the old days `leftmargin` and `topmargin` would only work in Internet Explorer. Likewise, `marginheight` and `marginwidth` would only work in Netscape – let's use both

Assignment: "Page" Format
Reading: Chapters 21 & 22