

HTML & CSS

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ITAcademy

WEB TEHNOLOGIJE



NGINX



ITAcademy

Alati i HTML

- Za rad sa HTML dokumentima potrebni su:

- ☐ Alati za kreiranje HTML stranica

- običan tekst editor, npr. Notepad++, TextWrangler i sl.
 - specijalni alati, npr. Dreamweaver, NetBeans i sl.

- ☐ Alati za pristup HTML stranicama

- Web čitači (*Web browsers*), npr. Mozilla Firefox, Google Chrome, Internet Explorer i sl.

PRVI WEB SAJT?

Malo istorije

- Za zvaničan trenutak nastanka HTML-a podrazumeva se 1990. godina, kada su proizvedeni i putem mreže testirani prvi hypertext fajlovi.
- Bio je potreban dobar „jezik” koji će omogućiti kompaktnu serijalizaciju podataka i jednostavnost rukovanja.
- Sam Internet postojao je (u različitim oblicima) i mnogo ranije. Prva umrežavanja ARPANET sistema dogodila su se 1969 godine, tako da se, obzirom da se ARPANET smatra direktnim pretkom Interneta
- Nastankom protokola TCP (internetwork Transmission Control Program) 1974. godine, prvi put je pomenut i pojam Interneta. U tom slučaju, samo kao skraćenica za reč internetwork iz naziva protokola, ali kasnije (1980.) i kao naziv za čitavu mrežu.
- Ova infrastruktura nastavila je svoje rapidno širenje po Americi i Japanu tokom osamdesetih godina prošlog veka, da bi konačno, 1989. godine počela da biva prihvaćena i u ostatku sveta, počevši od Evrope. Ovo je i godina kada su već počinjali da se pojavljuju prvi ISP-i (Internet Service Provider), odnosno, kada je Internet počeo da biva komercijalan i dostupan širem broju korisnika.

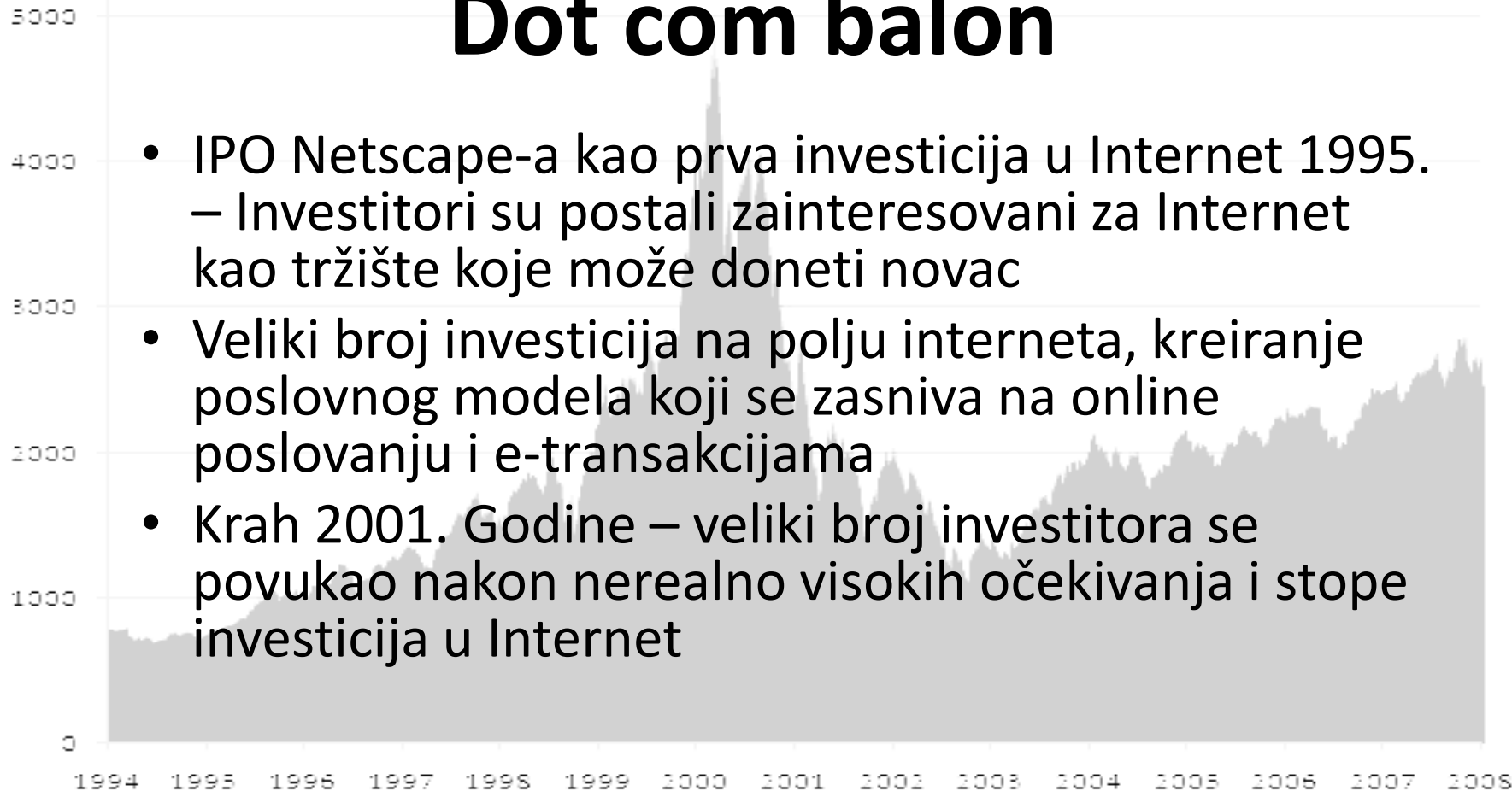
Još malo istorije

- HTML je 1990. godine kreirao Tim Berners Li, tada zaposlen u CERN-u. Upravo je stvoren i prvi web browser.
- HTML je, u tom prvobitnom periodu razvoja, omogućio lakšu saradnju na projektima na velikoj udaljenosti. Pomoću njega prenosimo prost kôd (tekst) od izvora do primaoca, čiji browser taj kod interpretira u smislen dokument.
- Bernersov računar koji je postao prvi server (na slici):



Dot com balon

- IPO Netscape-a kao prva investicija u Internet 1995.
 - Investitori su postali zainteresovani za Internet kao tržište koje može doneti novac
- Veliki broj investicija na polju interneta, kreiranje poslovnog modela koji se zasniva na online poslovanju i e-transakcijama
- Krah 2001. Godine – veliki broj investitora se povukao nakon nerealno visokih očekivanja i stope investicija u Internet



Neki primeri razvoja...

1996

The Google logo from 1996, featuring the word "Google!" in a 3D, multi-colored font (blue, red, yellow, green, red, blue).

Search the web using Google!

10 results



Google Search

I'm feeling lucky

Index contains ~25 million pages (soon to be much bigger)

[About Google!](#)

[Stanford Search](#) [Linux Search](#)

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2004



The screenshot shows the early version of Thefacebook. The header is blue with a pixelated profile picture of Mark Zuckerberg on the left and the text "[thefacebook]" in the center. Below the header, there are links for "login", "register", "about", and "faq". On the left side, there is a login form with fields for "Email:" and "Password:", and buttons for "login" and "register". The main content area has a blue banner that says "Welcome to Thefacebook!". Below this, there is a section titled "[Welcome to Thefacebook]" which states: "Thefacebook is an online directory that connects people through social networks at colleges. We have recently opened up Thefacebook at the following schools:". A long list of college names follows, including Alabama A&M, Alabama Huntsville, Aquinas, Art Chicago, Bellarmine, Belmont Abbey, Bethel KS, Bethune Cookman, Brevard, Brookdale, Caldwell, Catawba, Cedar Crest, Central College, Clarke, COE College, Concord, Concordia MN, Concordia NY, CSU East Bay, CSU Mont. Bay, CUNY Lehman, Delaware State, Delaware Valley, Detroit Mercy, Dowling, Erskine, Evergreen, Fayetteville, FL Southern, Fort Hays, Francis Marion, Franklin, Franklin CH, Franklin Pierce, Full Sail, Georgian Court, Houston Baptist, Incarnate Word, Johnson CC, Julliard, Juniata, LA Monroe, Lander, Lasell, Lawrence Tech, Lesley, Lincoln MO, Lincoln PA, Marietta, Maryland Art, Maryland Eastern, Marywood, McKendree, Mesa State, Mills College, Monroe, Mount Ida, Muskingum, N.E. Illinois, Nebraska Kearney, New College FL, NJ City, Oakwood, Oglethorpe, and Ohio Dominican.

[thefacebook]
login register about faq

Email: _____
Password: _____
login register

Welcome to Thefacebook!

[Welcome to Thefacebook]

Thefacebook is an online directory that connects people through social networks at colleges.

We have recently opened up Thefacebook at the following schools:

Alabama A&M • Alabama Huntsville • Aquinas • Art Chicago
Bellarmine • Belmont Abbey • Bethel KS • Bethune Cookman
Brevard • Brookdale • Caldwell • Catawba • Cedar Crest • Central College
Clarke • COE College • Concord • Concordia MN • Concordia NY
CSU East Bay • CSU Mont. Bay • CUNY Lehman • Delaware State
Delaware Valley • Detroit Mercy • Dowling • Erskine • Evergreen
Fayetteville • FL Southern • Fort Hays • Francis Marion
Franklin • Franklin CH • Franklin Pierce • Full Sail • Georgian Court
Houston Baptist • Incarnate Word • Johnson CC • Julliard
Juniata • LA Monroe • Lander • Lasell • Lawrence Tech • Lesley
Lincoln MO • Lincoln PA • Marietta • Maryland Art • Maryland Eastern
Marywood • McKendree • Mesa State • Mills College • Monroe
Mount Ida • Muskingum • N.E. Illinois • Nebraska Kearney
New College FL • NJ City • Oakwood • Oglethorpe • Ohio Dominican

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2003



The image is a screenshot of the MySpace homepage from 2003. At the top left is the MySpace logo, which consists of a stylized 'M' with a person icon inside the first 'M', followed by the word 'myspace' in a lowercase sans-serif font and the tagline 'a place for friends' below it. To the right of the logo, a line of text reads: 'MySpace lets you share photos, journals, and interests with your growing network of mutual friends. Sign up for FREE!'. Below this is a dark blue horizontal bar. The main content area is white. On the left, a box titled 'With myspace you can:' contains a bulleted list of features: 'Find Old Friends', 'Meet New Friends', 'Suggest Matches Between Friends', and 'Share Photos'. To the right of this list is a graphic of three stylized blue human figures. Further right, three steps are listed: 'Step 1: Create a Profile', 'Step 2: Invite Your Friends', and 'Step 3: Meet Your Friends' Friends'. Below these steps is the text 'See How You're Connected!'. At the bottom of this section are two buttons: an orange 'SIGN UP!' button and a white 'LOGIN' button with a grey border. A dark blue footer bar contains a series of links: 'About MySpace | Tour | News | FAQ | Terms | Privacy | Contact MySpace | Advertise'. Below the footer bar, on the left, is a 'TRUSTe' logo with the text 'MySpace is a licensee of the TRUSTe Privacy Program' to its right.

myspace
a place for friends

MySpace lets you share photos, journals, and interests with your growing network of mutual friends. **Sign up for FREE!**

With myspace you can:

- Find Old Friends
- Meet New Friends
- Suggest Matches Between Friends
- Share Photos

Step 1: Create a Profile
Step 2: Invite Your Friends
Step 3: Meet Your Friends' Friends

See How You're Connected!

SIGN UP! **LOGIN**

About MySpace | Tour | News | FAQ | Terms | Privacy | Contact MySpace | Advertise

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1994



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- [Regional](#) -- [Countries](#), [Regions](#), [U.S. States](#) ...
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- [Social Science](#) -- [Anthropology](#), [Sociology](#), [Economics](#) ...
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[Yahoo! New York](#) - [Yahoo! Shop](#) - [Yahoo! Signs!](#)

[Yahoo! Japan](#) - [Yahoo! Internet Life](#) - [Yahoo! San Francisco](#)

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2000

YAHOO!

[What's New](#) [Check Email](#) [Personalize](#) [Help](#)

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free email for life

Know when friends are online!
Click to download Yahoo! Messenger

Yahoo! Auctions
[coins](#), [cards](#), [stamps](#)

[advanced search](#)

[Shopping](#) - [Auctions](#) - [Yellow Pages](#) - [People Search](#) - [Maps](#) - [Travel](#) - [Classifieds](#) - [Personals](#) - [Games](#) - [Chat](#) - [Clubs](#)
[Mail](#) - [Calendar](#) - [Messenger](#) - [Companion](#) - [My Yahoo!](#) - [News](#) - [Sports](#) - [Weather](#) - [TV](#) - [Stock Quotes](#) - [more...](#)

Yahoo! Shopping - Thousands of stores. Millions of products.

Departments	Stores	Products
Apparel	Sports Authority	Digital cameras
Bath/Beauty	Gap	Pokemon
Computers	Eddie Bauer	MP3 players
Electronics	Macy's	DVD players

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[Libraries](#), [Dictionaries](#), [Quotations](#)...

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- [Austria's Haider resigns as party leader](#)
- [Floods trap thousands in Mozambique](#)

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Marketplace

- [Y! Auctions](#) - [Peanuts](#), [Pokemon](#), [computers](#)
- Free [56K Internet Access](#)
- [Yahoo! Bill Pay](#) - free 3-month trial

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2013

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10 cars you can't count on

One U.S. automaker takes five of the 10 spots on the list of cars Consumer Reports says it can't recommend. [Forecast of how 2014 models will hold up >](#)

1 - 5 of 95

Panicked angler's close call

The least reliable cars

Legacy of baby who didn't age

Scary tales of 'haunted' homes

Health chief testifies

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6 More Shows We Think Are Doomed, From 'Hostages' to 'Sean'

We hate to say a show is doomed. We really do. But we don't take it lightly, and we've never been wrong.

The Wrap

Kerry Washington Pregnant, Expecting First Child With Husband Nnamdi Asomugha!

Four months after secretly marrying Nnamdi Asomugha, Scandal star Kerry Washington is pregnant and expecting her first child, Us Weekly can exclusively

Us Weekly

Trending Now

[Watch the show >](#)

1 Alyssa Milano	6 Camille Grammer
2 Bob Barker	7 Stevie Wonder
3 Daylight saving ends	8 Navy new destroyer
4 JFK gravesite	9 Stocks
5 World's tallest man	10 Paterno family

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66°F Fair

Today

Tonorrow

Friday

2005



ITAcademy

1996

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Customer Support

Technology & Research

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Groups & Interests

Resources Online

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Apple Sites Worldwide

Switzerland
Taiwan
Turkey
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JULY 14



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QuickTime VR Takes You Out of this World



What's Hot

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my

2000



Apple



The new PowerBook. Make Desktop Movies anywhere.

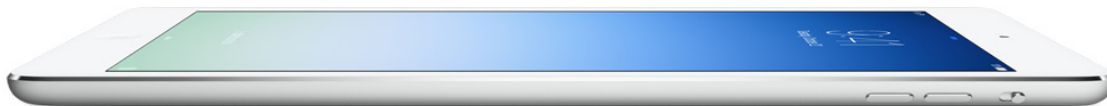
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2014



iPad Air

The power of lightness.

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2016



Mac

iPad

iPhone

Watch

TV

Music

Support



MacBook Pro

A touch of genius.



The new TV app. One place for everything you want to watch.



Apple WATCH | Nike+

For the love of running.



AirPods

Wireless. Effortless. Magical.



Accessibility

We believe that technology should be accessible to everyone.



1995

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[ABOUT US](#) [LIST MY LIST](#) [WEB QUESTIONS](#) [LIST ITEMS](#) [COMMUNITY](#)

Wednesday, October 15, 1999

SEARCH

Search of the Day: [Jiffies](#)

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 Bestsellers, Comicals...
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Music
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Auctions
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In Books
Test Case

 The postwar inventors of the Scholastic Aptitude Test hoped to produce a brainier breed of meritocracy in the United States. But as Nicholas Lemann reveals in *The Big Test*, the SAT hit a great many ideological potholes—and ended up creating yet another, pencil-pushing elite. Go to [Books](#)

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 • Seeds of [agribiz](#)
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In Toys & Games
Halloween Headquarters

 Dare to be a T-Rex—or a hippie or a pumpkin—with the costumes and accessories for kids and adults in our Halloween Bootcamp. You'll also find decorations, party supplies, and more. Go to [Toys & Games](#)

In Auctions
Significant Signatures
 On October 20, Live! will broadcast a live Profiles in History auction featuring hundreds of signed American treasures. [Register today](#) and you just might end up holding one of these:
 • A card signed by Marilyn Monroe and Joe DiMaggio
 • A letter written aboard the Titanic
 • A message penned by Thomas Jefferson
 Go to [Auctions](#)

Amazon.com 100 Best Books
Updated Hourly
 1. *The Catcher in the Rye*
 J.D. Salinger
 2. *The Catcher in the Rye*
 J.D. Salinger
 3. *The Catcher in the Rye*
 J.D. Salinger
 4. *The Catcher in the Rye*
 J.D. Salinger
 5. *The Catcher in the Rye*
 J.D. Salinger
 6. *The Catcher in the Rye*
 J.D. Salinger
 7. *The Catcher in the Rye*
 J.D. Salinger
 8. *The Catcher in the Rye*
 J.D. Salinger
 9. *The Catcher in the Rye*
 J.D. Salinger
 10. *The Catcher in the Rye*
 J.D. Salinger

zShops

Amazon Auctions

Today in Maps
 Free using [Amazon.com](#)

2000

The screenshot shows the Amazon.com homepage as it appeared in early 2000. The layout includes a top navigation bar with categories like Auctions, Books, Music, DVD & Video, Electronics, Software, and Toys & Video Games. A central banner promotes Star Wars merchandise with the text "Relive the Saga" and images of Star Wars characters and products. On the left, there is a search bar and a "Browse" section with links to Books, Music, DVD & Video, Electronics, Software, Toys, and Video Games. On the right, a "What's new at amazon.com" section lists new releases in Nonfiction, Rock, Television & Documentary, and Stuffed Animals & Toys. Below this, a "What's Up?" section shows stock market updates for 2735%, 911 Beauty Secrets by Diane Irons, and 2945%.

Amazon.com

Relive the Saga

Star Wars

Software DVD & Video Toys

Always Two There Are

Friday, April 7, 2000

What's new at amazon.com

Already a customer? Sign in to see what's New for You.

New Releases

- Nonfiction
- Rock
- Television & Documentary
- Stuffed Animals & Toys

More New Releases

Movers & Shakers

What's Up?

- 2735%
- 911 Beauty Secrets by Diane Irons
- 2945%
- The Complete

2009

amazon.com Hello, Sign in to get personalized recommendations. New customer? [Start here](#) Earth Day Savings: Pro Planet & Wallet Wins

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Shop All Departments Search All Departments GO Cart Your Lists

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2016

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fire \$49⁹⁹ kindle \$79⁹⁹ echodot \$49⁹⁹



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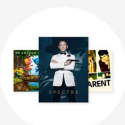
Sign in securely

New to Amazon? [Start here](#)

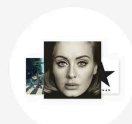
Popular departments



Kindle



Amazon Video



Music



Grocery

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The dress shop

[Shop women's dresses](#)

fabric.com

Create Something Fabulous

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Ad feedback



Deal of the Day

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1995

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AUTO
CLASSIFIEDS

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ON THE WEB

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"All the News That's Fit to Print" Tuesday, November 12, 1996

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NEWS BY CATEGORY

CLASSIFIEDS | FORUMS

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Crowds Looking for Food in Zaire

LATE NEWS UPDATE

Two Aircraft Collide In Air Near Delhi, Killing About 350

IN CYBERTIMES

Europe Betting on Self-Regulation to Control the Internet

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2000

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ON THE WEB

FRIDAY, DECEMBER 1, 2000 3:37 PM ET | [Personalize Your Weather](#)

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High Court Hears Arguments, But Issues No Ruling on Case

By DAVID STOUT

NYT UPDATE, 3:33 P.M. ET

The Supreme Court heard 90 minutes' worth of arguments on Friday from lawyers for Gov. George W. Bush and Vice President Al Gore, with some justices at times questioning whether they should be involved at all in the legal tussle over the Florida presidential vote. [Go to Article](#)

- Supreme Court Arguments: [Audio](#) | [Full Text](#)
- [Justices Could Settle Key Questions](#)
- [RELATED SITE: United States Supreme Court](#)

Election Challenge in Florida Continues

By THE ASSOCIATED PRESS 3:15 P.M. ET



(AP)

Theodore B. Olson, left, representing Gov. George W. Bush, and Laurence H. Tribe, an attorney for Vice President Al Gore, speak to reporters outside the Supreme Court. [Go to Article](#)

BUSINESS

Iraq Stops Oil Exports and Insists on Surcharge (3:33)

INSIDE

[More](#)

SPORTS

Matchups

Thomas George previews this weekend's contests in the N.F.L. Also, [Audibles](#) and the [N.F.L. computer rankings](#).



READERS' OPINIONS

Impartial High Court?

Are accusations of bias in the Supreme Court inevitable? [Add your thoughts](#) in Abuzz.

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2013

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The New York Times

Wednesday, October 30, 2013 Last Update: 9:46 AM ET

Produced by
The New York Times

ONE CAN

The acclaimed Op-Docs series presents an interactive documentary
"A SHORT HISTORY OF THE HIGHRISE"
EXPLORE NOW

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Personalize Your Weather

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TECHNOLOGY
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OPINION

Autos
Blogs
Books
Cartoons
Classifieds
Crosswords
Dining & Wine
Education
Event Guide
Fashion & Style
Home & Garden
Jobs
Magazine
Media
Movies
Music
Obituaries
Public Editor

WHITE HOUSE MEMO
Where the Buck Stops, Some See a Bystander
By PETER BAKER
President Obama has been under fire for his seeming detachment from major issues, like the rollout of the health insurance website and secret spying on allied heads of state.
121 Comments
• Officials Say Top Levels Know of Overseas Spying

Ousted General in Egypt Is Back, as Islamists' Foe
By DAVID D. KIRKPATRICK
Gen. Mohamed Farid el-Tohamy's swift and silent rehabilitation from corruption charges, critics say, signals a restoration of the old order after the military takeover.
28 Comments
• Egypt Arrests Deputy Leader of Muslim Brotherhood 2:59 AM ET



Doug Mills/The New York Times

LIVE VIDEO: SEBELIUS TESTIFYING Kathleen Sebelius, the secretary of health and human services, is speaking to Congress about problems with the health care exchanges.

Obama Will Point to Health Law's Success
By MICHAEL D. SHEAR 8:07 AM ET
In Boston, the president is expected to compare the new health care law to Massachusetts' plan, while his health secretary, Kathleen Sebelius, testifies to Congress on the law's rollout.

Cancellation of Health Care Plans Becomes Prime Target for G.O.P.
By JONATHAN WEISMAN and ROBERT PEAR
Republicans are seizing on letters from insurance companies that contradict claims by President Obama that if people like the insurance they have, they

The Opinion Pages

Allies in Revolt
By THE EDITORIAL BOARD
In light of what is basically an open rebellion from friends in the Middle East region, President Obama needs to reassure, and work with, America's partners.

- Dowd: A Dynasty to Duck
- Friedman: Meet the Makers
- Coates: Homecoming at Howard

OP-ED CONTRIBUTOR
Have Patience With Us
By NURI KAMAL al-MALIKI
We don't need U.S. boots on the ground in Iraq, but we need America to help fight terror and secure our borders.

MORE IN OPINION

- Edsall: When Class Trumps Identity
- Op-Ed: In Hungary, Anti-Semitism Rises Again

MARKETS » At 9:51 AM ET

S.&P. 500	Dow	Nasdaq
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+0.11%	+0.12%	+0.28%

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THE NEWS NOW
April 13, 2009

Los's Josh Holloway Has a Baby Girl!


PEOPLE'S GOLD BOX
The actor and his wife Jessica name their daughter Java Kumala Holloway
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WHAT YOU NEED TO KNOW
Meet 'Eleanor' Lohan
Plus: Kim parties along the East Coast, Katy Perry flirts with a "hot opp," Miley and Nicki more sightings
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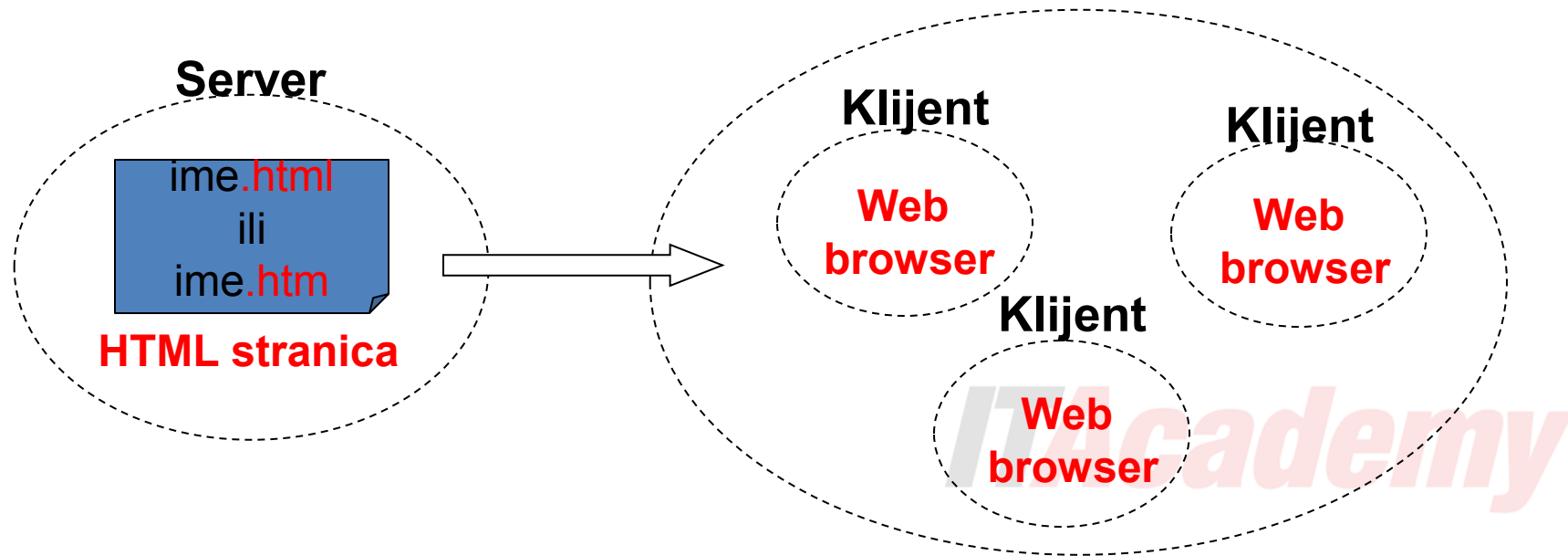
Inside the Obamas' Easter Egg Roll
The President and First Family welcome kids to the South Lawn of the



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HTML?

- **HTML** (HyperText Markup Language) je platformski neutralan opisni jezik. Danas ovaj jezik predstavlja standard za izradu internet dokumenata.



Razvoj HTML-a

- HTML se danas znatno razlikuje od prvobitne verzije, ali je zadržao osnove na kojima je kreiran. Berners Li nije zaštitio HTML i objavljen je pod open source uslovima. Tokom godina, konstantno je unapređivan, a i osnovan je **W3C** (World Wide Web Consortium - www.w3.org) koji se bavi standardizacijom i unapređenjem HTML i drugih standarda. Takođe, 2004. osnovan je **WHATWG** (Web Hypertext Application Technology Working Group - www.whatwg.org) od strane zaposlenih u kompanijama usko vezanim za web, kao što su Apple, Mozilla, Opera i mnoge druge, a sve kao odgovor na tromost W3C-a u razvoju novih tehnologija.
- Finalna verzija HTML5 (Recommendation status) je objavljena oktobra 2014, ali razvoj svakako nije prekinut. Trenutno je aktuelna verzija HTML 5.1 (2nd Edition), od oktobra 2017.

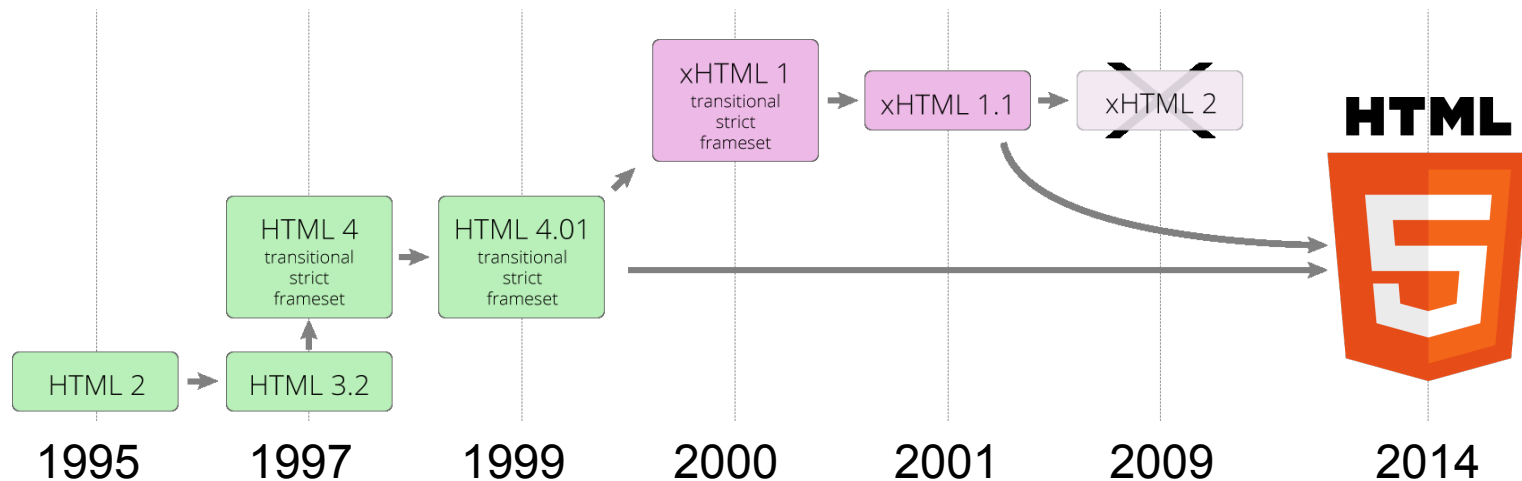
Razvoj HTML-a

- HTML je do verzije 3 bio (manje više) jedinstven jezik. Pojavom verzije 4. podeljen je na *transitional*, *strict* i *frameset* podvarijante. Stvari se dodatno komplikuju sa uvođenjem xHTML-a.
- xHTML (eXtensible HyperText Markup Language) je forma HTML jezika koja je proširena i usklađena sa striktnijim XML pravilima. Nije zamenio HTML 4.01, već se pojavio uporedo, baziran na njegovim osnovama. U prvoj verziji (1.0) xHTML je zadržao podelu na transitional, strict i frameset, dok je to u verziji 1.1 izbačeno.
- **Dugo je xHTML 1.0 transitional, i uz njega strict varijanta, bili de-facto standardi za HTML, sve od početka 2000tih do danas. Veliki broj aktivnih stranica koje i dalje vidimo na netu napisano je upravo u njima.**



Razvoj HTML-a

- Stvari se menjaju krajem 2000tih. W3C je zagovarao razvijanje xHTML verzije 2, koja je trebala da bude na neki način revolucionarna (jer ne bi bila unazad kompatibilna sa starijim verzijama). To je dovelo do oštarih debata i kritika. Zbog toga, uporedo je krenuo nezavistan razvoj HTML-a verzije 5, koji se oslanjao na stariji HTML 4.01 ali i delove xHTML-a.
- **Sve u svemu, posle dosta previranja, 2009. godine se odustalo od nove verzije xHTML-a i HTML5 je prihvaćen kao sledeći standard.**



- Ako ostavimo po strani istoriju HTML-a, ono što je za nas bitno jeste da **trenutno koristimo HTML5**. Sve ostalo nas ne zanima previše.
- Takođe, sve ove razlike između HTML verzija nisu drastične.

Razvoj HTML-a

Često u poslednje vreme se može čuti (i uživo i na netu) rečenica poput ove: *“Želim da naučim html, ali samo HTML5, nikako stariju verziju”*. Sama takva konstantacija je pogrešna i pokazuje nerazumevanje faktičkog stanja. HTML5 jeste budućnost weba i novi opšteprihvaćeni standard, ali da bi uopšte došli do najnovijih funkcija (koje je doneo HTML5) **moramo prvo naučiti osnove i shvatiti principe HTML-a, koje su iste, bilo da radimo u HTML4, XHTML1 ili HTML5.**

Kao kada bismo gradili kuću i želeli da postavimo najnoviji alarmni sistem i najmodernije solarne ploče na krovu, a da pre toga nismo ni temelje izgradili. Jednostavno, HTML se ne može učiti posebno po verzijama.

Šta je Internet

Internet je “mreža svih mreža”. On povezuje milione računara na globalnom nivou, tako formirajući globalnu mrežu.

Pomoću Interneta, računar može komunicirati sa drugim računarom bilo gde u svetu, dokle god su oba povezana na Internet. Informacije putuju preko Interneta posredstvom različitih načina (protokola). U okviru Interneta funkcionišu različiti servisi, kao što su WWW (World Wide Web), Email, FTP i mnogi drugi.

Šta je WWW (World Wide Web)

- Iako većina ljudi poistovećuje malopre pomenuti **Internet i WWW**, ta dva pojma nikako **ne označavaju istu stvar**.
- *World Wide Web* ili skraćeno WWW je model (način) pristupa informacijama koristeći Internet kao medijum. WWW koristi HTTP protokol, jedan od jezika koji se koriste na Internetu. WWW koriste browseri koji pristupaju web sajtovima.
- Ukoliko je razlika *Internet* – *WWW* i dalje nejasna, zamislite Internet kao putnu mrežu jedne zemlje, a WWW kao autobuski prevoz te zemlje. Mi, kao korisnici možemo koristiti usluge autobusa radi putovanja u različite krajeve zemlje, možemo koristiti različite prevoznike i tipove usluga, i tako dalje. Ali, sa druge strane, putnu mrežu (Internet) mogu koristiti i mnogi drugi, a ne samo autobusi (WWW).

Web server

- Web serveri su specijalizovani računari (mogu biti i virtuelni) koji su stalno uključeni i konstantno povezani sa Internetom u svrhu opsluživanja sajtova i njihovih korisnika.
- Kada korisnik, odnosno njegov browser, zatraži određeni web sajt, on biva upućen preko Interneta do računara pod nazivom web server, ili kraće server, a koji sadrži traženi sajt.

Web browser (Internet pretraživači, pregledači..)



- Sajtovima na Internetu ljudi pristupaju upotrebom tipa softvera koji se naziva Web browser, ili samo browser. Najpopularniji browseri danas su Chrome, Firefox, Edge, Internet Explorer, Opera i Safari. Korisnici pristupaju sajtovima tako što unesu tačan URL sajta, prate link sa druge stranice ili putem bookmark-a. Sami browseri se regularno unapređuju kako bi pratili novine, ali ne možemo uvek biti sigurni da je korisnik, posetilac našeg sajta, izvršio update na najnoviju verziju ili i dalje koristi npr Internet Explorer 7, iako je to veoma star browser.
- URL je ono što u žargonu nazivamo adresom sajta, ili jednostavno sajtom. Primeri za URL su www.it-akademija.com, www.adobe.com i tako dalje.
- Zatvorena umrežena struktura koja počiva na TCP/IP protokolu ali nije deo Interneta, naziva se Intranet.

Web klijent

- **User Agent** je, zapravo, ključna tačka u funkcionalnosti web browsera, odnosno, pomenuta naprava za prevođenje.
- Često se u programerskom žargonu i ne pominje reč browser, već User Agent, ali svakako, generalan naziv za aplikaciju koja se nalazi na korisničkoj strani HTTP komunikacije (User Agent aplikacija), naziva se web klijent.
- Web klijent čita html kod red po red i adekvatno rukuje njime, kroz postupak koji se naziva parsiranje. Krajnji rezultat tog procesa je formatirana web strana u browseru.
- Korisnik koji koristi neki od ovih programa, često i ne zna da je unosom željene adrese u njega i pritiskanjem tastera GO, aktivirao seriju događaja HTTP protokola.
- Lako je primetiti, da sve adrese standardnih web sajtova na Internetu sadrže prefiks http. Npr. adresa Google pretraživača zapravo nije www.google.com, već <http://www.google.com> pa je jasno da http sa početka adrese u stvari predstavlja protokol koji se koristi za rukovanje tom adresom.
- Pored protokola, ostatak adrese predstavlja tačnu lokaciju na kojoj se određeni dokument (resurs) nalazi. Ova adresa naziva se URI (Uniform Resource Identifier), odnosno, URL (Unified Resource Locator). (Razlika između ova dva je što je URI uopšten naziv za bilo koji (Unified Resource), koji može biti URN, URC ili URL (Name, Characteristics, Locator)).



HTTP, TCP/IP

HTTP (*Hyper Text Transfer Protocol*) je mrežni protokol koji određuje način prenosa podataka.

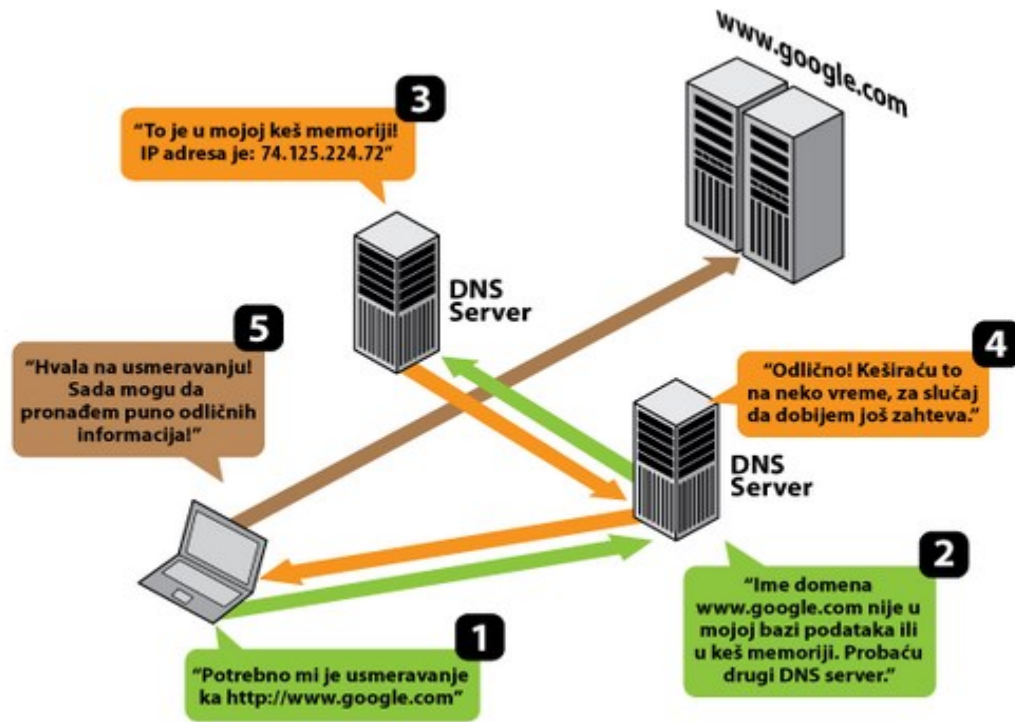
TCP/IP (*Transmission Control Protocol/Internet Protocol*) je protokol niskog nivoa (transportni nivo) koji služi za komunikaciju dva računara

Kako funkcioniše www

- Kada unesemo željenu adresu u browser, pomoću DNS sistema (*Domain Name System*) browser dobija informaciju o IP adresi web servera, odnosno sajta koji je potrebno učitati. IP adresa je tačna adresa gde se željeni sajt nalazi. Drugim rečima, mi koristimo URL (adresu sajta) kako bismo olakšali pamćenje, dok sami računari sajtove pronalaze pomoću IP adresa.
- Na primer, lakše je zapamtiti *www.google.com*, nego njegovu IP adresu: *216.58.208.35*, iako možemo ukucati taj IP u browser i dobiti isti rezultat (probajte, možete otvoriti bilo koji browser i u adress bar uneti malopre pomenutu IP adresu u obliku: *http://216.58.208.35/*, otvoriće se Google).
- Pošto browser od DNS servera dobije informaciju o IP adresi sajta, on pristupa njoj, otvara root folder i traži index.html (ili default.html), te ih onda prikazuje korisniku.

Kako funkcioniše www

Pamćenje zapisa IP adresa je nepraktično - kao pomoć je uveden servis za dodelu domena **DNS**



URL na primer:

<http://www.it-akademija.com/> ili
<http://www.google.com/>

Primer HTML strane

skoro kompletne

```
<html>
  <head>
    <title>Naziv stranice</title>
  </head>

  <body>
    <h1>Naslov</h1>
    <p>Tekst u okviru jednog paragrafa
    strane</p>
  </body>
</html>
```

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Primer HTML strane



Šta je CSS

- CSS (akronim od *Cascading Style Sheets*) je style sheet jezik koji se koristi za opis prezentacione semantike dokumenta pisanog u opisnom jeziku (markup language).
- Ako zanemarimo formalnu definiciju, jednostavnije rečeno, **CSS opisuje, tj. uređuje izgled i formatiranja bilo kog elementa na stranici.**
- **HTML i CSS imaju potpuno drugačiju namenu, ali se idealno dopunjuju. HTML nosi sadržaj, dok CSS taj isti sadržaj uređuje.**
- **CSS-om ćemo se baviti kasnije u kursu**