

Intro to HTML

HTML stands for

Hypertext **M**arkup **L**anguage

HTML provides **structure** and **meaning** to the content of web pages

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Some HTML elements are pretty familiar to you already, both from the web and other document design:

- paragraphs
- links
- headings
- block or pull quotes

Good Typography

An Essential Guide

Good typography is one the the most essential skills you'll need as a professional designer. Design is mainly about delivering a message. If your message is unclear, or the message gets lost in a lot of clutter, then your design isn't effective. If your typography doesn't follow a few essential rules, then your message won't be as powerful. Good typography and a powerful headline is a killer combo for any design. Combining these two aspects will get your design noticed and grab tons of attention. Below are the essential tips for good typography.

Hierarchy

This is a big one. You have to develop a hierarchy in your design's typography. Use a hierarchy that makes sense. The headline should always be the biggest, boldest text. The sub-headline should be differentiated

somehow. It doesn't have to be bold, but it should be larger than the other headline sections, if you have different body paragraphs. The body copy should be smaller, while still being legible. Any footnotes should be the smallest and placed at the bottom of the page, below the text. Also any asides should be made to stand out differently as well. You could use a different color, or you could italicize the text.

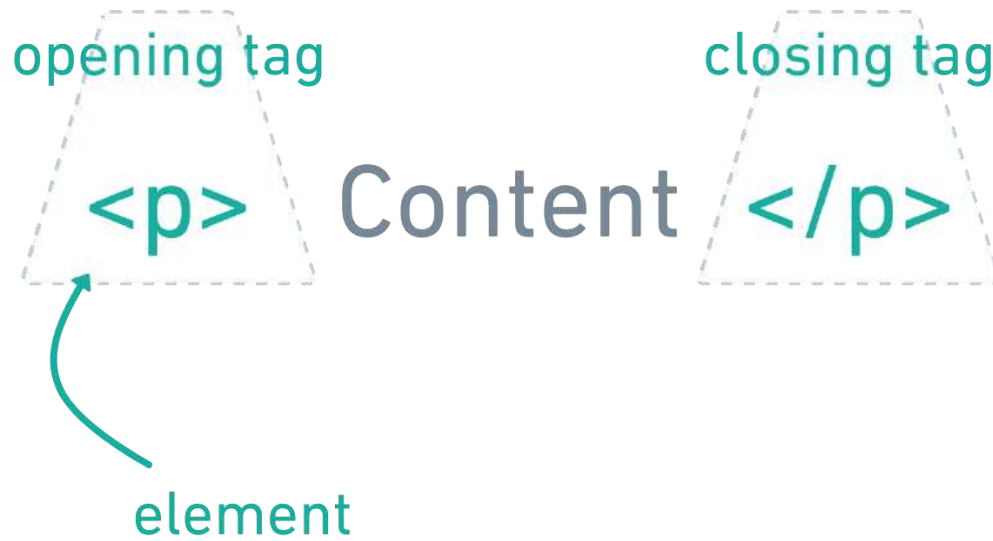
Size

Body copy should not be too small. Your text should be large enough to make it easy to read, without being an eyesore. You should stick to (depending on the font) 12pt to 14pt for your font size. Headlines should be bigger, as noted above, but there really isn't a limit to the size, because headlines are the place to be creative. Since headlines are a small

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We believe a better design process yields better products, which is why we're expanding Material to be a system that supports the principles of good design and strengthens communication and productivity with new tools and inspiration. We hope these resources will help teams realize their greatest design potential, and we're eager to see the results.

THE PARAGRAPH ELEMENT



LISTS

2 types

- bulleted
- unordered

LISTS

2 types

1. numbered
2. ordered

LISTS

List tags are **nested**.

```
<ul>
  <li>tacos</li>
  <li>sharks</li>
  <li>Beyonce</li>
</ul>
```

- the outer wrapping tag (here `ul`) sets what kind of list it is
- a `li` identifies each list item

LISTS

```
<ol>  
  <li>Step 1!</li>  
  <li>Step 2?</li>  
  <li>PROFIT!!</li>  
</ol>
```

We used **ordered** lists when the order of the items is important.

For example, a top 5 list or step-by-step instructions.

LINKS

We've covered the **markup language** part, but not the **hypertext** yet...

The anchor tag (a) creates links, like so:

```
<a  
href="http://mica.edu">MICA</a>
```

- href = hypertext reference
- href is an **attribute** of the anchor element

ATTRIBUTES

- provide extra info about the element
- always associated with the opening tag
- generally have a **name** and a **value**
- the value should be wrapped in double quotes

```
href="http://mica.edu"
```

Here, href is the attribute name and
http://mica.edu is the value.

LINKS

```
<a href="http://mica.edu"  
target="_blank">MICA</a>
```

Here, an additional **attribute** of target is added.

This attribute tells the link to open in a new window/tab of the user's browser.

In addition to linking to web pages (like in the previous example), we can also achieve the following with the `a` tag:

- link within a page (e.g., ToC, back to top)
- send an email
- link to file/download
- initiate JavaScript

LINKS

You can **nest** a link inside other elements, like so:

```
<p>This link to <a  
href="http://mica.edu">MICA</a>  
is nested inside a paragraph.</p>
```

PATHS

Paths refer to the structure of the location of a link or file. Paths can be either:

- absolute

`http://mica.edu, http://www.google.com`

- relative

`/images/beyonce.png, images/beyonce.png`

👉 [Learn more](#)

HEADINGS

Establish hierarchy within a page or document.

There are six rankings:

```
<h1>Heading 1</h1>  
<h2>Heading 2</h2>  
<h3>Heading 3</h3>  
<h4>Heading 4</h4>  
<h5>Heading 5</h5>  
<h6>Heading 6</h6>
```

HEADINGS

Your headings should always follow their order.

ie, an h4 should follow an h3 not an h2

BLOCKQUOTES

Used to wrap an extended quotation.

```
<blockquote  
cite="http://www.jeanettewinterson.com/book/art-  
objects/">  
  <p>When was the last time you looked at anything,  
solely, and concentratedly, and for its own sake?  
Ordinary life passes in a near blur. If we go to the  
theatre or the cinema, the images before us change  
constantly, and there is the distraction of  
language. Our loved ones are so well known to us  
that there is no need to look at them, and one of  
the gentle jokes of married life is that we do not.  
</p>  
  <cite>-Jeanette Winterson, <a  
href="http://www.jeanettewinterson.com/book/art-  
objects/">Art Objects</a>, 1996</cite>  
</blockquote>
```

EMPHASIS & STRONG

There are HTML elements that, by default, result in text that is bold (`b`, `strong`) or italicized (`i`, `em`) in the user's browser.

These elements, however, are intended to be **meaningful** and should **not** be used just to achieve these typographic styles.

👉 [Learn more](#)

COMMENTS

It's very common in programming languages to want to have some text that is ignored by the browser and not visible to users.

We do this to share information and, informally, to mark out bits of code that we tried and maybe didn't work or wasn't right.

COMMENTS

HTML comments look like this:

```
<!-- This text won't show up in a  
proper HTML file -->
```

If you copy the text above and put it in a CodePen, you'll see that it doesn't show up in the preview pane.