

# Form and Content

# Semantics

Relating to meaning in language or logic

## Semantic Elements of a Web Page

Link




Image

Headline

Paragraph

WARBY PARKER [MEN](#) [WOMEN](#) [LOCATIONS](#) [OUR STORY](#) [BLOG](#) *Hey Kelly, good to see you again!* [HELP](#) [MY ACCOUNT](#) [\(LOGOUT\)](#) [CART \(4\)](#)




# Winter 2014

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*Verne in Revolver Black, Oates in Oak Barrel  
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Warby Parker x Ghostly  
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Have a good look



## Semantics

Relating to meaning in language or logic

## Syntax

The way in which elements are arranged;  
a system for describing formal properties.

Syntactic Elements  
of a Web Page

Link Color



Page Color



Typeface,  
Type Size,  
Type Color

Element Position




WARBY PARKER

MENWOMENLOCATIONSOUR STORYBLOG

Hey Kelly, good to see you again!

HELP:MY ACCOUNT (LOGOUT)CART (0)




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Have a good look



**Content = Semantics = HTML**

**Form = Syntax/Style = CSS**

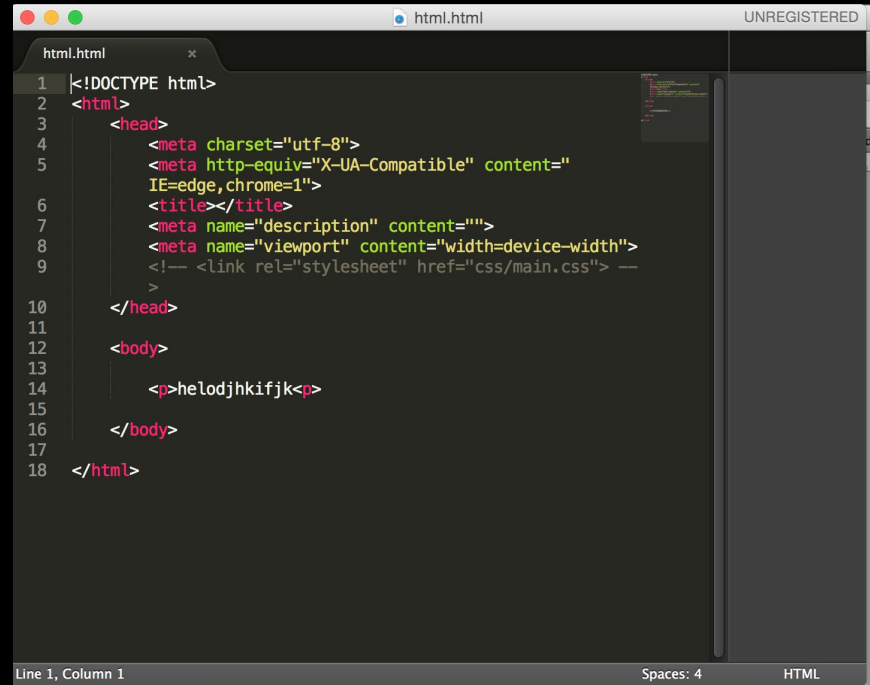
# HyperText Markup Language (HTML)

HTML is the language which defines web content.

Comprised of a series of nested **tags**.

HTML can be created with any simple text editor.

Easily written by us, easily read by machines.

A screenshot of a code editor window titled 'html.html' with a tab icon and 'UNREGISTERED' in the top right corner. The editor displays an HTML document with the following code:

```
1 <!DOCTYPE html>
2 <html>
3   <head>
4     <meta charset="utf-8">
5     <meta http-equiv="X-UA-Compatible" content="
      IE=edge,chrome=1">
6     <title></title>
7     <meta name="description" content="">
8     <meta name="viewport" content="width=device-width">
9     <!-- <link rel="stylesheet" href="css/main.css" -->
10  </head>
11  <body>
12    <p>helodjhkifjk<p>
13  </body>
14 </html>
```

The code is color-coded: DOCTYPE is grey, html, head, body, and html tags are red, meta and title tags are green, and the text content 'helodjhkifjk' is blue. The status bar at the bottom shows 'Line 1, Column 1', 'Spaces: 4', and 'HTML'.



html.htmlUNREGISTERED

html.html

```
1  <!DOCTYPE html>
2  <html>
3    <head>
4      <meta charset="utf-8">
5      <meta http-equiv="X-UA-Compatible" content="
6        IE=edge,chrome=1">
7      <title></title>
8      <meta name="description" content="">
9      <meta name="viewport" content="width=device-width">
10     <!-- <link rel="stylesheet" href="css/main.css"> --
11     >
12   </head>
13   <body>
14     <p>helodjhkifjk<p>
15   </body>
16 </html>
```

Line 1, Column 1Spaces: 4HTML

# Element > Tag > Attribute

⋮

An HTML element is an individual component of an HTML document. HTML documents are composed of a tree of HTML elements.

**example:**  
**a headline or an image**

# Element > Tag > Attribute

⋮

The physical form of an  
HTML element.

example:  
<h1> or <img>

# Element > Tag > Attribute

⋮

HTML attributes are modifiers of HTML elements. They give specific directives to HTML elements and are enclosed inside of tags.

example:

```

```

# HTML Tags

Tags are always between two angle brackets.

They are used to mark-up content. All content is surrounded between opening and closing tags.

A closing tag is indicated with a **forward slash** “/”.

example:

```
<h1>Headline</h1>
```

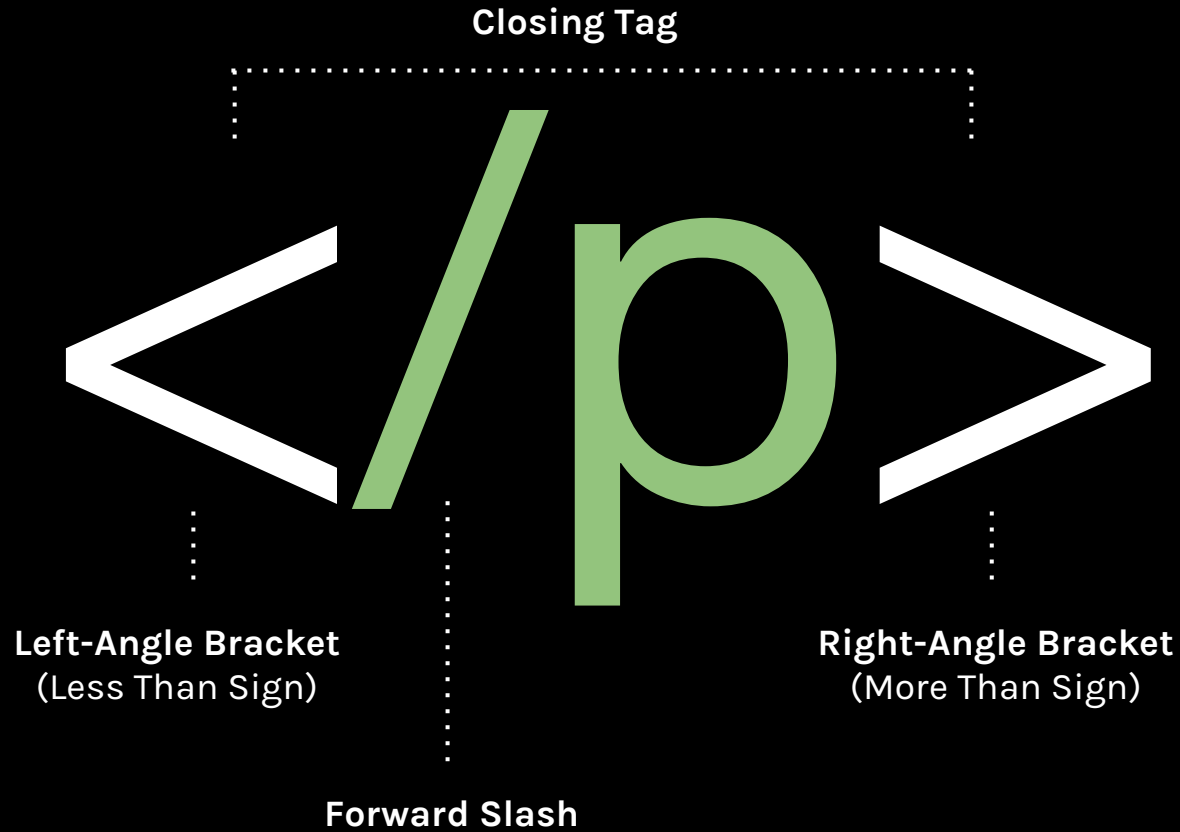
Opening Tag



Left-Angle Bracket  
(Less Than Sign)

Right-Angle Bracket  
(More Than Sign)

Character



```
<a href= “index.html”>home</a>
```



HTML Element



```
<a href= “index.html”>home</a>
```

⋮

Opening Tag

⋮

Closing Tag

```
<a href= “index.html”>home</a>
```



Attribute

```
<a href= “index.html”>home</a>
```

⋮

Attribute  
Name

```
<a href= “index.html”>home</a>
```

⋮

Attribute  
Value

# HTML = WYSIWYM

⋮

What You See Is  
What You Mean

# Some basic elements

<html>...</html>

<style>...</style>

<head>...</head>

<link>...</link>

<body>...</body>

<h1>...</h1>

<title>...</title>

<p>...</p>

# Mozilla Developer Network

## HTML Element Reference

The screenshot shows the MDN website's 'HTML element reference' page. The header includes the MDN logo, navigation links for 'ZONES', 'WEB PLATFORM', 'TOOLS', 'DEMOS', and 'CONNECT', and a search bar. Below the header, a breadcrumb trail reads: 'MDN > Web technology for developers > HTML (HyperText Markup Language) > HTML element reference'. On the right, there are links for 'LANGUAGES', 'EDIT', and a settings icon. The main heading is 'HTML element reference'. The text explains that this reference lists all HTML elements defined in HTML5 or in a previous specification, enclosed in angle brackets to form HTML tags. It notes that elements are entities specifying how HTML documents should be built. A paragraph states that the page lists all standard HTML tags, including both the latest HTML5 tags and older ones (both obsolete and non-standard). It mentions that elements introduced in HTML5 are often referred to as the new HTML5 elements, even though other standard elements are also valid in HTML5. Another paragraph defines an element in an HTML document as being defined by a starting tag, which may contain other content, and ends with a closing tag. It notes that some elements, like image elements, are known as void elements and do not need to be closed. It also mentions that HTML documents contain a tree of these elements, each named to represent what it does, and provides an example of the <title> element. A final paragraph explains that the symbol '🆕' indicates that an element has been added in HTML5, and that other elements listed may have been modified or extended by the HTML5 specification. It also notes that dimmed elements are non-standard, obsolete, or deprecated, and should be removed from existing sites to avoid unwanted results. The bottom of the page shows a table of HTML elements, with the first row containing 'A', '<a>', '<abbr>', '<col>', '<colgroup>', '<content>', 'G H', '<frameset>', '<link>', '<listing>', 'M', '<pre>', '<progress>', and '<table>', '<tbody>', '<td>', and '<template>'.

MDN > Web technology for developers > HTML (HyperText Markup Language) > HTML element reference

## HTML element reference

This HTML reference lists all **HTML elements**, defined in HTML5 or in a previous specification. When enclosed within angle brackets, they form *HTML tags*: `<elementname>`. Elements are entities specifying how HTML documents should be built, and what kind of content should be placed in what part of an [HTML document](#).

This page lists all standard HTML tags, including both the latest HTML5 tags, as well as older ones (including both obsolete and non-standard tags). Elements that were introduced in [HTML5](#) are often referred as the new HTML5 elements, even though the other standard elements also are valid in HTML5.

In an HTML document, an element is defined by a *starting tag*. If the element contains other content, it ends with a *closing tag*, where the element name is preceded by a forward slash: `</elementname>`. Some elements don't need to be closed, such as image elements. These are known as *void* elements. HTML documents contain a tree of these elements. Each is named to represent what it does. For example, the `<title>` element represents the title of the document. Below is an alphabetical list of the HTML Elements.

The symbol 🆕 indicates that the element has been added in HTML5. Note that other elements listed here may have been modified or extended by the HTML5 specification. Dimmed elements are non-standard, obsolete, or deprecated; they must not be used in new Web sites, and should gradually be removed from existing ones to avoid unwanted results.

The symbol 🌐 indicates that the element is defined in the [Web Components](#) collection of specifications.

A	<code>&lt;a&gt;</code>	<code>&lt;abbr&gt;</code>	<code>&lt;col&gt;</code>	<code>&lt;colgroup&gt;</code>	<code>&lt;content&gt;</code> 🆕	G H	<code>&lt;frameset&gt;</code>	<code>&lt;link&gt;</code>	<code>&lt;listing&gt;</code>	M	<code>&lt;pre&gt;</code>	<code>&lt;progress&gt;</code>	<code>&lt;table&gt;</code>	<code>&lt;tbody&gt;</code>	<code>&lt;td&gt;</code>	<code>&lt;template&gt;</code> 🌐
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Exercise #2:

# Markup Carl Dair's Seven *Principles of Typographic Contrast*