HYPERTEXT MARKUP LANGUAGE

HTML Elements and Tags

tag

tag

\<p\>Where are you going?**\</p\>**

element

```
<!DOCTYPE html>
<html>
    <head>
        <title>Page Title</title>
    </head>
    <body>
        <h1>A Heading</h1>
        <p>A paragraph!</p>
    </body>
</html>
```

containers inside containers

Typographic Hierarchy

Typographic Hierarchy

Typographic Hierarchy

Typographic Hierarchy

Typographic Hierarchy

Typographic Hierarchy

Typographic Hierarchy
Typographic Hierarchy
Typographic Hierarchy
Typographic Hierarchy
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Typographic Hierarchy

Kayla's Page

Kayla Karim's Page

KAYLA KAYLA KAYLA KAYLA KAYLA KAYLA KAYLA

kayla is awesome

kayla is great

- nice
- cool

1. taylor swift
2. fearless
3. speak now
4. red
5. 1989
6. reputation
7. lover
8. folklore
9. evermore
10. midnights

here is a link to taylor swift's spotify page

Yafet's Page.

This is a smaller headline.

This is a tiny headline.

A pargaraph of text starts here.

A second paragaraph starts here.

- apples
- oranges
- grapes

1. Step 1
2. Step 2
3. Step 3

Here is a link to Google.

```
<h1>  <h2>  …  <h6>

<p>

<ul>

<ol>

<li>

<a>


<hr>
```

Attributes

`<a href="https://google.com">Go to Google</a>`

attribute

`<a href="https://taylorswift.com">I heart Taylor</a>`

`<p><a href="https://nytimes.com">NY Times</a> news.</p>`

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Block Elements

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Inline Elements

```
<b>bold text</b>
<i>italic text</i>
<u>underline text</u>
<a>link text</a>
```

When Does a Foreign-language Magazine Cease to be a Magazine?

by Rob Alderson of MagCulture

If you've ever worked in magazines, you've been asked *The Question*. Maybe by a well-meaning relative struggling for conversation, maybe in an interview, maybe (and most *panic-inducingly*) on stage during a Q&A session or a panel discussion:

> "Which magazines do you most admire? Which titles do you think are doing interesting things at the moment?"

I've asked it myself - I've answered it at least 50 times, with varying degrees of honesty.

1. Name something pretty mainstream.

Say *The New Yorker*. Say *Wired*. Say The Evening Standard's Friday magazine *EM*. This is a good way of showing you're not too *cool* for school and that you're *all* for credit where credit's due. Some answers are so uncool they might even sound quite cool. What is it about the *Evening Standard* magazine this guy likes so much? I must remember to pick one up...

2. Name a well-known indie title.

Here we're talking answers like *The Gentlewoman*, *Kinfolk* and *The Gourmand*. Magazines that have been around for a few years and which radiate quality across both content and design. Best accompanied with a little shrug-I know it's obvious but what can you do?

Images

A series of conversations sheding light on the ever changing ways into practice.

EPISODES   ABOUT   ○ ●

S 01   Jelsen Lee Innocent (Freelance)   E 02

Duration   00:45:46
Location   Oslo
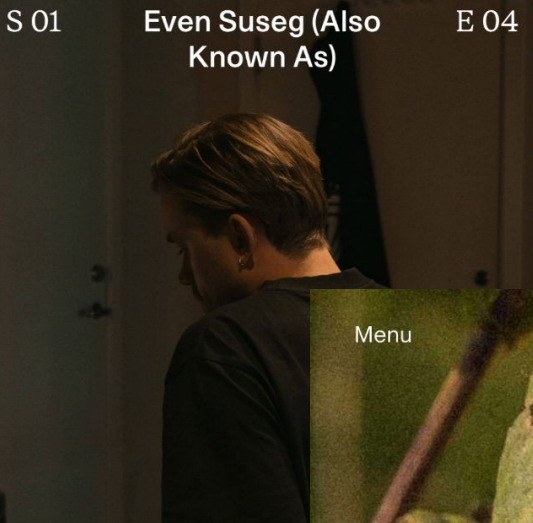▯ PLAY   → ARTICLE

S 01   Juliane Stensrud (Mos)   E 03

Duration   00:35:20
Location   Oslo
▯ PLAY   → ARTICLE

S 01   Even Suseg (Also Known As)   E 04

Duration   00:
Location   Osl
▯ PLAY   → A

https://waysintopractice.no/

Menu   Visit Us

homegrown

now open

https://homegrowngardencentre.com/

Image Formats

JPG   mydog.jpg

PNG   color-dice.png

GIF   kids_swing.gif

SVG   logo.svg

WebP   red_house.webp

Image Tag

```
<img>


<img src="portrait.jpg">
```

attribute

```
<img src="images/portrait.png">


<img src="myimages/portrait.gif">
```
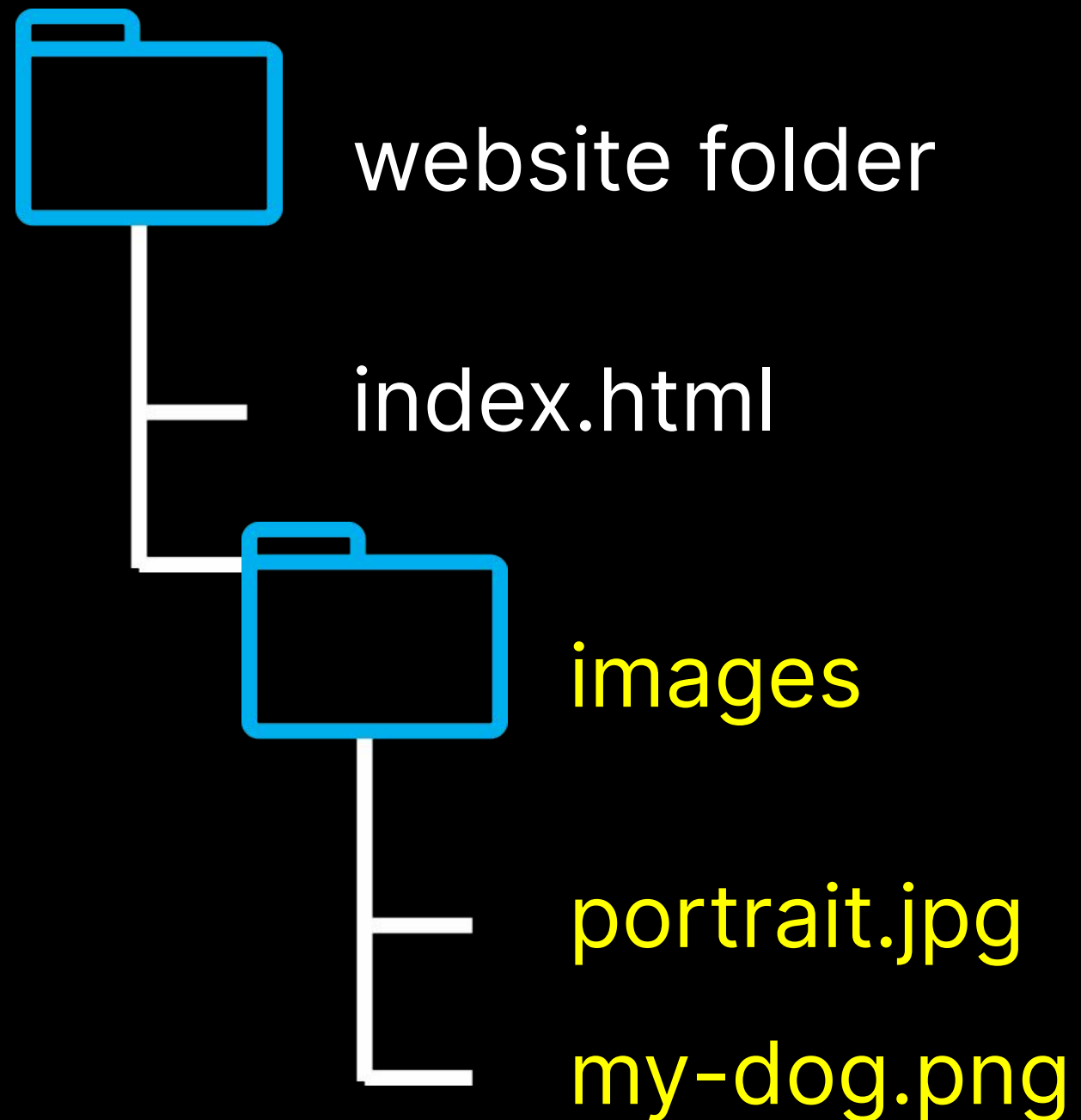
Path to an Image

website folder

index.html

about.html

portrait.jpg

`<img src="portrait.jpg">`

Path to an Image

website folder

index.html

images

portrait.jpg

my-dog.png

`<img src="images/portrait.jpg">`

`<img src="images/my-dog.png">`

Relative Links

```
<img src="portrait.jpg">

<img src="images/portrait.png">

<img src="myimages/portrait.gif">

<a href="about.html">About</a>

<a href="contact.html">Contact</a>
```

relative to the file you are working on

Absolute Links

```
<img src="https://apple.com/images/mac.jpg">

<img src="https://nasa.org/space-images/orbit.jpg">

<a href="https://wired.com">Favorite Magazine</a>

<a href="https://janesmith.com">My Best Friend</a>
```

not related to the file
you are working on

Image Attributes

```
<img src="portrait.jpg" alt="Jane Smith">
```

attribute   attribute

```
<img src="images/dog.png" alt="golden labrador">
```

```
<img src="myimages/building.gif" alt="NYC skyscraper">
```

CASCADING STYLE SHEETS

```html
<!DOCTYPE html>
<html>
<head>
<style>
body {
  background-color: linen;
}
h1 {
  color: maroon;
  margin-left: 40px;
}
</style>
</head>
```

```
<!DOCTYPE html>
<html>
<head>
<link rel="stylesheet" href="style.css">
</head>
```

```
<!DOCTYPE html>
<html>
<head>
<link rel="stylesheet" href="cssfolder/style.css">
</head>
```

css rule

selector

```
p {
color: yellow;
}
```

declaration

```css
p {
color: yellow;
}
```

property value

```css
p {
color: green;
font-size: 40px;
background: orange;
font-family: Arial, sans-serif;
}

h1 {
color: gray;
font-size: 60px;
background: yellow;
}

h6 {
color: rgba(255,0,51,0.5);
font-size: 20px;
background: orange;
font-style: italic;
text-align: center;
text-transform: uppercase;
}

a {
color: red;
text-decoration: none;
font-weight: bold;
}
```

Color

color name	`p { color: red; }`
rgb values	`p { color: rgb(255,0,51); }`
rgba values (with alpha)	`p { color: rgba(255,0,51,0.5); }`
hex code	`p { color: #ff0033; }`

Fontstack

```css
p {
font-family: Helvetica, Arial, sans-serif;
}

h2 {
font-family: Georgia, Times, serif;
}

h3 {
font-family: Uncommon Typeface, serif;
}
```

- Arial
- Helvetica
- Times New Roman
- Times
- Courier New
- Courier
- Palatino
- Garamond
- Verdana
- Georgia

Class

```
<h1>My Story</h1>

<p class="good">This is amazing.</p>

<p class="good">Okay!</p>

<p>The end.<p>
```

- not unique

- can be used multiple times throughout the html page

- elements can have multiple classes

```
.good {
color: blue;
font-style: italic;
font-weight: bold;
font-size: 24px;
}
```

Id

```
<h1>My Story</h1>

<p id="example">This is amazing.</p>

<p class="good">Okay!</p>

<p>The end.<p>
```

- unique
- each id should only be used once in the page
- elements can have only one id

```
#example {
color: blue;
font-style: italic;
font-weight: bold;
font-size: 24px;
}
```

CSS Specificity

`<h1>My Story</h1>`

`<p id="example" class="good">This is amazing.</p>`

- Id selector is more important than class selector.
- Class selector is more important than regular paragraph selector.

```
p {
color: gray;
}

#example {
color: blue;
}

.good {
color: red;
}
```

Margin and Padding

```
p {
margin-top: 20px;
margin-bottom: 50px;
margin-right: 0;
margin-left: 20px;
}
```

In this PARAGRAPH BLOCK, the margins are outside the block, the paddings are inside the block.

```
.text {
padding-top: 50px;
padding-bottom: 50px;
padding-right: 50px;
padding-left: 50px;
}
```

In this PARAGRAPH BLOCK, the margins are outside the block, the paddings are inside the block.

Shorthand

```
p {
margin: 20px 0 50px 20px;
}
```

TOP RIGHT BOTTOM LEFT

```
.text {
padding: 50px;
}
```

All sides are the same