



# MIS3690 WEB TECHNOLOGIES

**BABSON COLLEGE**  
**TOIM DIVISION**



# WORKING WITH IMAGES



# TYPES OF IMAGE FILES

- Images typically are one of the following types:
  - .jpg or .jpeg (JOINT PHOTOGRAPHIC EXPERTS GROUP)
  - .gif (GRAPHIC INTERCHANGE FORMAT)
  - .png (PORTABLE NETWORK GRAPHICS)
- Avoid using these image files...
  - .bmp (BITMAP)

# THE <IMG> TAG

■ ``

Name of  
the image  
file WITH  
its location

Text that is displayed  
if the image cannot  
be displayed.

Title – displayed  
when the image is  
mouse-over

# ATTRIBUTES OF THE `<IMG>` TAG

```

```

- The first time we see "attributes" for a HTML tag
- `src`, `alt`, and `title` are attributes
- The text you provide for each attribute is the attribute's value.
- The value is always in straight quotes.
- The attribute-value pair is separated by a blank space.

# src = "URL"

```

```

- URL can be a local file

- Example: ``

- The image file must be in the same folder as the webpage file that is displaying it.

- URL can be an external file

- Example: ``

# SIZE ATTRIBUTES

```

```

- Width and height are in pixels
- If one is provided, the other is adjusted based on the proportion of the original image.
  - If the original image is 2" by 3", the proportion is 2/3 or 3/2. So, if width is specified as "200", height is automatically computed as "300".

# PROVIDING CREDIT FOR IMAGES

- If image is not your own, you should give credit to its source/owner.
- Credit may be provided
  - on page where image is used
  - on a separate "credits" page with link from page where image is used
- Examples
  - 'Photo courtesy of [photographer's or company's name, linking to their website or email address as appropriate]'
  - 'Credit: [photographer's or company's name, linking to their website or email address as appropriate]'



# IN-CLASS: EXTENDING CS01-INCLASS.HTM

- Add an image to the file just above the first paragraph and below the contact information.
- Add an external link to the bottom, at the very end, by finding an image related to your hobby.
- Save the file and test it.
- If all is well, make a copy of the file and call this copy as "index.htm".

# WHY "INDEX.HTM"?

- When you visit a website, the first page opens automatically, without you having to specify the name of the page.
- This home page is called the index page – it is the one that is indexed and saved by search engines.
- If we name a page "index.htm" it will always be the page that opens first.
- Other names include "main.htm", "home.htm"...but, we will always use "index.htm"

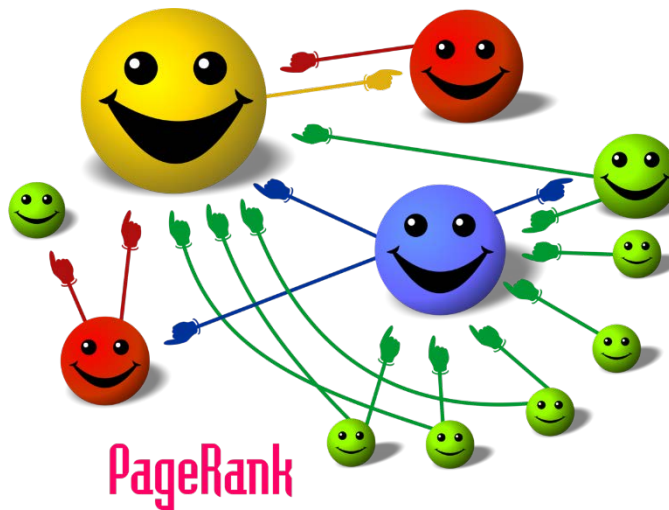


# HYPERLINKS OR LINKS



# PURPOSE OF LINKS

- Limit the content on a page and allow the user to selectively read additional content by visiting linked pages.
- Move from page to page within a website
- Move from a page in a website to a different page in a different website.
- Allow users to directly visit a specific part of a page.
- Extension: what is the algorithm used by Google to rank websites in their search engine results?



# HYPERLINKS – THE <a> TAG

- <a> tag – the anchor tag
- Also has an attribute-value pair  
`<a href="destination">Label</a>`
- Destination: a filename or URL
- Label: a text that the user can see on the page
- Example:

```
<a href="https://www.amazon.com">Click here to go to Amazon.com</a>
```

Opening <a> tag



Destination

Label

Closing </a> tag

# TYPES OF LINKS

## ■ Internal Link

- A link to another page of the same website

- Example: `<a href="education.htm"> History </a>`

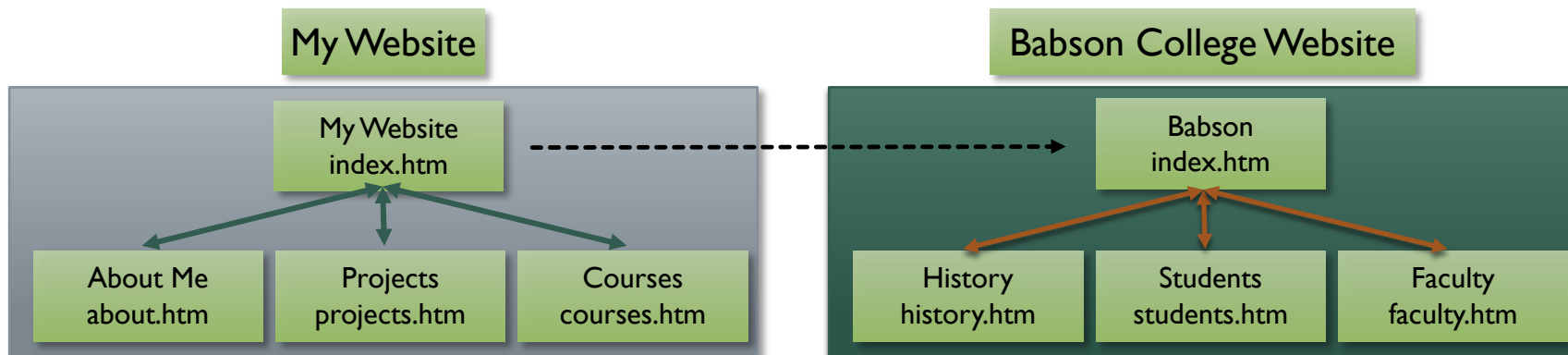
- Notice that the destination is simply a page name

## ■ External Link

- A link to a page of a different website

- Example: `<a href="http://www.babson.edu">Babson College</a>`

- Notice that the destination is an absolute reference to a URL



# SPECIFYING DESTINATION FILES IN INTERNAL LINKS

- Typical – all files are in one folder, WebTech

```
<a href="secondpage.htm">Second Page</a>
```

- secondpage.htm is in the same folder as the HTML file in which it is specified

- If you have a subfolder (say, folder1) inside WebTech

```
<a href="folder1/secondpage.htm">Second Page</a>
```

- If you have the destination file outside WebTech

```
<a href="../secondpage.htm"> Second Page </a>
```

- DO NOT use a full pathname

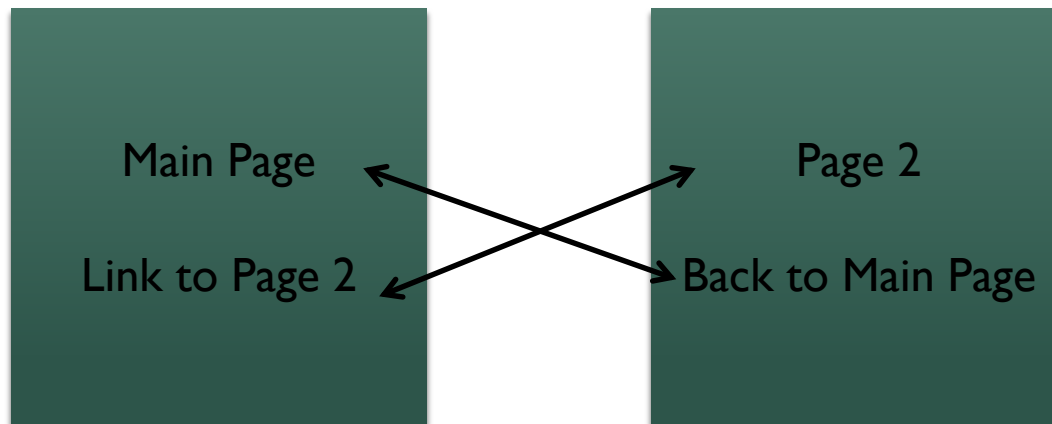
- Really BAD:

```
<a href="C:\My Documents\WebTech\secondpage.htm">Second Page</a>
```



# LINKING BACK – LINK RETURNS

- Must link each page back to the page from which you accessed it!



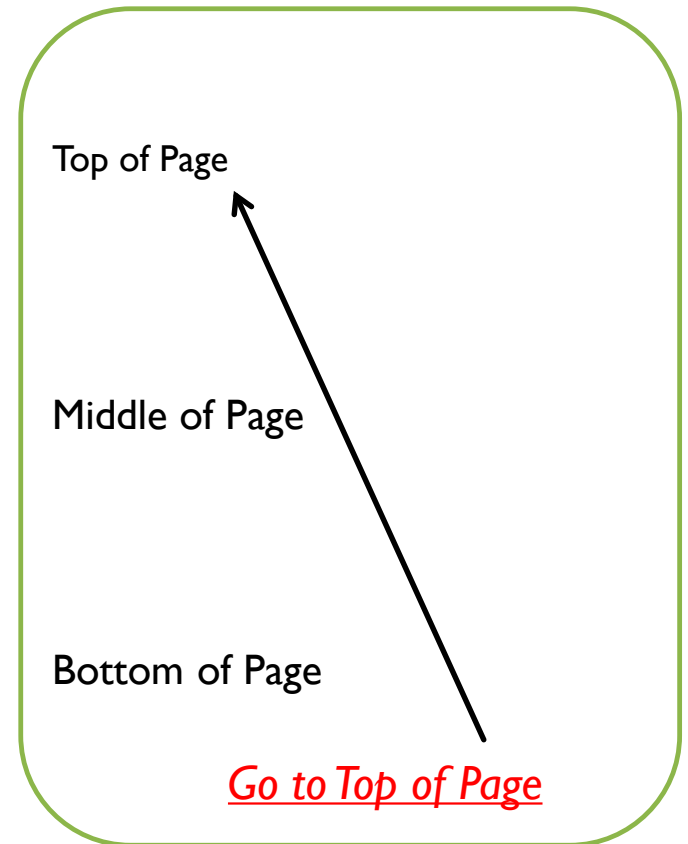


# IN-CLASS: EXTENDING "INDEX.HTM"

- Add a link so that the word "Babson" in your index page is now a link to Babson's Website.
- Add a link that links your hobby to a website dedicated to that hobby.
  - e.g., if "tennis" is your hobby, then, link the word "tennis" to [www.usta.org](http://www.usta.org) .
- Add a link at the bottom (of index.htm) to a page called "low.htm".
- Download the file, low.htm
- Replace **\*\*your name\*\*** with your name. (in low.htm)
- Add a link here to CS01-InClass.htm (in low.htm)
- Add a link at the bottom to index.htm (in low.htm)

# LINKING WITHIN A PAGE

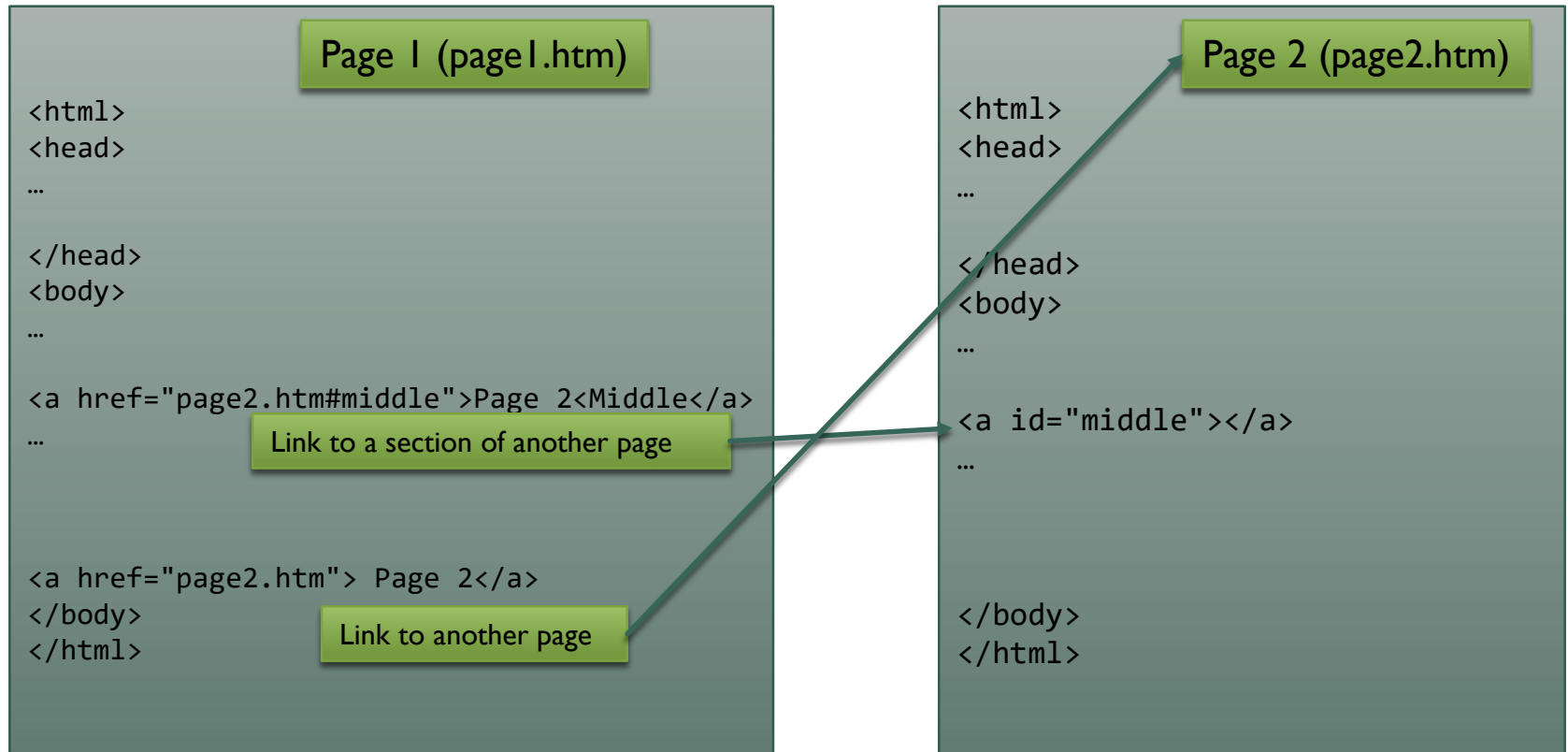
- When a page is loaded into the browser window, the window is positioned at the top of the page. You cannot see the bottom part.
- As you scroll down, the window moves down and the top of page disappears.
- Linking within a page helps bring sections of a page into the browser window instantaneously



# IMPLEMENTING LINKS WITHIN A PAGE

- `<a id="top"></a>`
  - Notice, there is no text and so it is invisible
  - This tag-set sits just above the subtitle "Top of Page".
- You can create a link to this part of the page, from anywhere else in this page by:  
`<a href="#top"> Go to Top of Page </a>`
  - Suppose, this link was defined in a page called "main.htm".
  - You can even refer to this link from a different page.  
`<a href="main.htm#top"> Go to Top of Main Page </a>`

# EXAMPLE OF LINKS



- A link to a page will take you to the top of that page
- A link to a specific section of another page, will take you to the specific section of that page.

# EMAIL LINKS

- An email link provides a link to an email address.
  - `<a href="mailto:zli@babson.edu">Email Me</a>`
  - destination: email address
- Clicking on the link...
  - ...loads the computer's email program, ...
  - ...opens up a new message window, and
  - ...inserts the specified email address.
  - ... That's all!!



# OPENING LINKS IN A NEW TAB

- Use the attribute called "target" in your `<a>` tag
- `target="_blank"` will open the link in a new window.
- this is "underscoreblank" not "spaceblank".

- Example:

```
<a href="http://www.amazon.com" target="_blank">Open Amazon in a new Window</a>
```

# FIREFTP AND WEB SERVER

- Let us do the setup live.
- To test your page, go to the following URL:
  - <http://mis3690-01.babson.edu/<your-id>>
- You should see your index page.
- From here, you should be able to navigate to your LOW page.
- From there, you should be able to view each of your deliverables.