1.5.4   Build the First Trainer's HTML

Great! Now we can move on to the content for each of the trainers. We'll start by adding their images to our project (no one likes to see a broken picture tag!). Go ahead and **download this zip file** **(https://static.fullstack-bootcamp.com/module-1/01-05-trainers.zip)** and extract the trainer images into the `assets/images` folder you created in Lesson 3.

In the previous lesson, when we wanted to create a new "step," we put all of the information for that step in its own `<div>` element so we could keep it all together. We'll do the same for our trainers by taking all of the information for a trainer—name, role, bio, and image—and putting it inside a single HTML element as well.
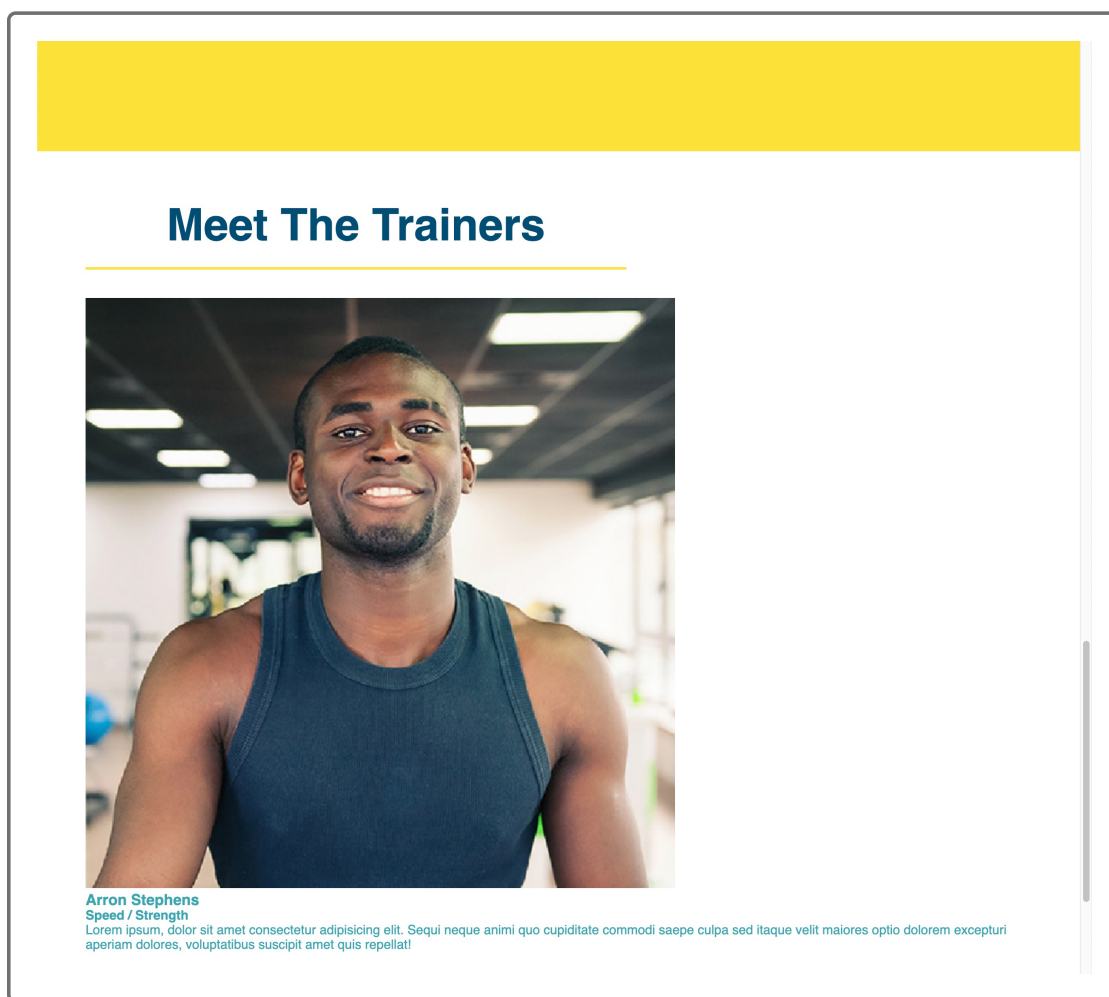
Add a Trainer

Let's create one trainer so can get the hang of it. In `index.html`, go ahead and add the following code on the line after the closing tag of the `<h2>` element that says "Meet the Trainers":

```
<article class="trainer">
  <img src="./assets/images/trainer-1.jpg" alt="Arron Stephens in his
  <div class="trainer-bio">
```

```
      <h3>Arron Stephens</h3>
      <h4>Speed / Strength</h4>
      <p>
        Lorem ipsum, dolor sit amet consectetur adipisicing elit. Sequi
        itaque velit maiores optio dolorem excepturi aperiam dolores, vc
      </p>
    </div>
  </article>
```

Save the file and refresh the browser. You should see this:

It doesn't look like much yet, but it's more than enough to work with. We'll move on to building the HTML for the other two trainers shortly, but first let's review the HTML we just added.

We introduced a new HTML element here called `<article>`. Just like `<section>`, `<header>`, `<footer>`, and `<nav>`, the `<article>` is a newer HTML5 semantic element that was introduced to encapsulate content that works on its own in a page, meaning that all the content inside the `<article>` element is related to one another and nothing outside the element. In this example, we've wrapped all the content related to a single trainer in this element, so when a screen reader reads the section, it will infer that all of this content is related.

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To learn more, read the **MDN web docs on the article element** **(https://developer.mozilla.org/en-US/docs/Web/HTML/Element/article)** .

The Alt Image Value

Before we move on, let's touch upon this image's `alt` attribute value. As you'll remember, in order to make web content accessible to all users, every image should have an `alt` value.

In Lesson 4, we discussed one way of using `alt` by leaving its value empty. We did this because the image it was associated with was not important for the overall user experience;it was what is known as a **decorative image**. In this case, the image does serve as content to the page and is known as a **simple image**, so we need to give it a more meaningful `alt` value.

Here are some guidelines for `alt` values:

- They must describe the image in less than 140 characters.

- They should convey the content and purpose of the image.

- They should not begin with "image of..." or "graph of...", as screen readers already provide that context.

As we'll see when we build out the HTML for the other two trainers, we'll be able to use the same classes we used here. So instead of creating those, we can move right on to making sure this one `<article>` element looks good. With that said, let's tackle the styling and CSS!