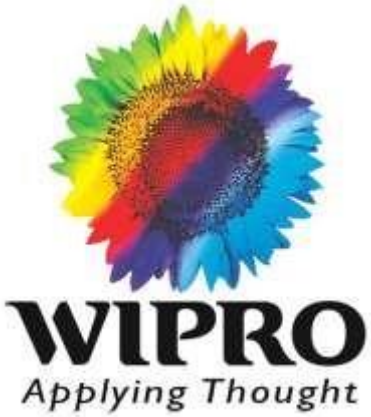


HTML

Introduction to HTML

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

Agenda

1. Introduction to HTML
2.
3.
4.
5.

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

Objectives

At the end of this module, you will be able to:

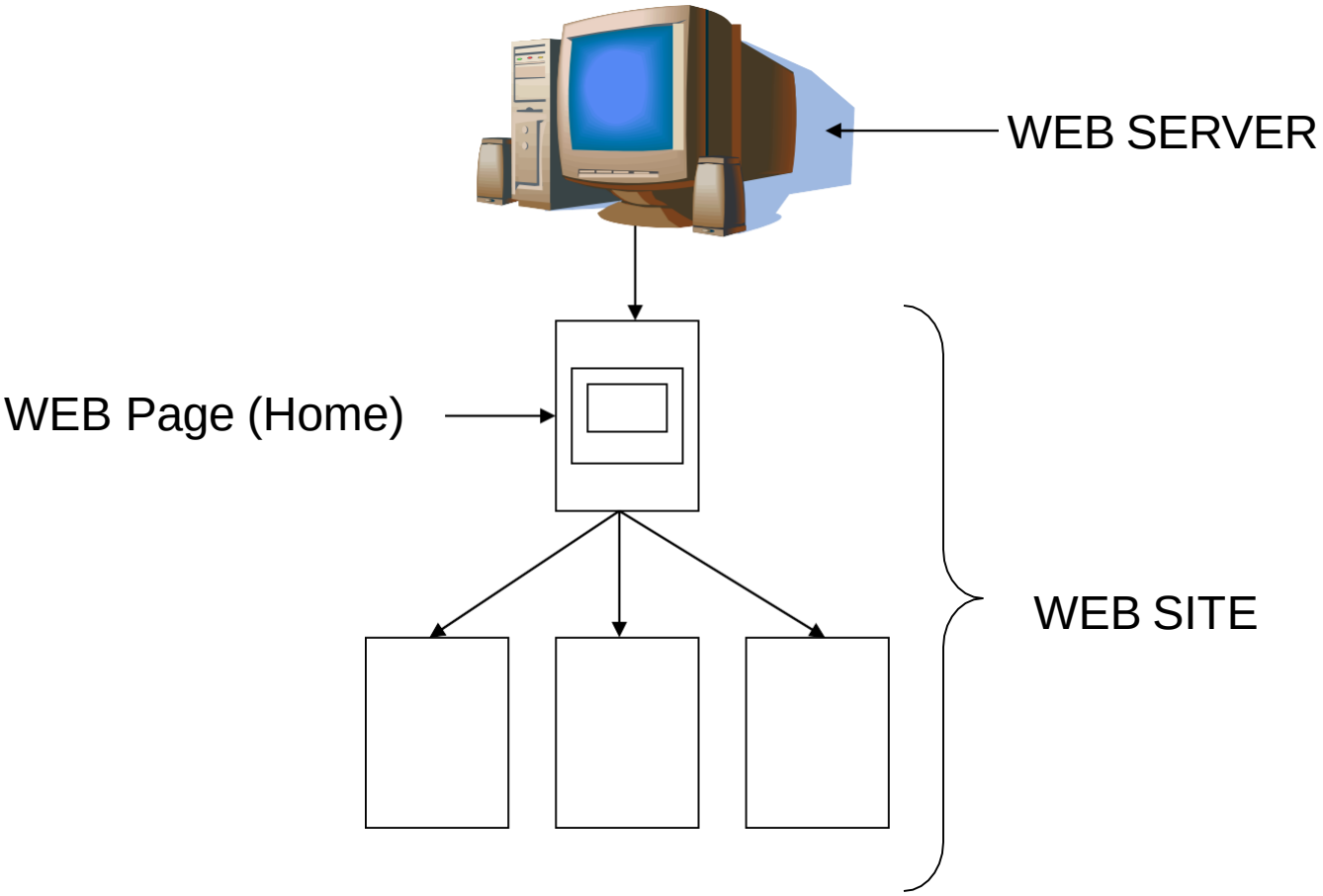
- Web Architecture
- Introduction to HTML
- Describe the various HTML tags and their usage

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

Introduction to HTML

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

WEB Architecture



© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

WEB Architecture

- **WEB SERVER:** A computer, including software package, that provides a specific kind of service to client software running on other computers. A system which accepts web page requests from the client machines and redirect the request to the machine which holds the relevant website containing the webpage.

- **WEBSITE:** A homogenous collection of Web Pages.

- **WEB PAGE:** A consolidated page designed and developed with an intention of displaying information.

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

Client-Side Programming

- Client-side programs gets executed in the client machines or browsers.
- These scripts are written in the webpage itself and gets executed in the browser
- Some of the client-side scripting languages are:
  - JavaScript
  - VBScript
  - AJAX
  - JQuery

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

Client-side Programming

Uses of Client-Side Programming:

- To create interactive web pages
- Work as an interface between user interface and server
- Interact with local storage
- To retrieve data from the server

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

Introduction to HTML

The Problem

- To publish information for global distribution, one needs a universally understood language, a kind of publishing mother tongue that all computers may potentially understand.

The Solution:

- The publishing language used by the World Wide Web is HTML. It is a special kind of text document that is used by Web browsers to present text and graphics. HTML documents are often referred to as "Web pages". The browser retrieves Web pages from Web servers.
- HTML - Stands for Hyper Text Markup Language.
- Special text documents used by web browsers to present text and graphics.

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

Features of HTML

1. **Publish** online documents with headings, text, tables, lists, photos, etc.

2. **Retrieve** online information via hypertext links, at the click of a button.

3. **Design forms** for conducting transactions with remote services, for use in searching for information, making reservations, ordering products, etc.

4. **Include** spread-sheets, video clips, sound clips, and other applications directly in their documents.

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

Features of HTML

- HTML is case insensitive i.e. the case used to open and close the tag is not strictly monitored.
- <HTML></html> will have the same effect.

- HTML Provides a pre-defined set of tags that can be used to present any kind of data and information.
-

- Most of the tags that are used in coding the HTML document are easily parsed by any kind of browsers (There are certain exceptions such as Column, Blink tag does not show any effect in the MSIE)

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

HTML Tag

1. It is a markup - inserted into an HTML document to provide information about a unit of content.
2. Identify a page element's type, format, and appearance.
3. All HTML tags are enclosed in brackets (i.e. <table>).
4. Some tags require closing tags - Though all tags must have a closing it is not strictly checked in normal web page. But for some tags (Like Textarea) the Closing tags are mandatory.

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

Types of HTML Tags

1. **Layout Tags**
   - Basic Tags
   - Structural Tags
2. **Semantic Tags**
   - Presentation Tags
   - Links & Graphics.
   - Lists.
   - Dividers
   - Backgrounds and Colors.
   - Special Characters.
3. **Application Tags**
   - Forms
   - Tables
   - Frames
4. **Logical Tags**
   - Emphasized Tag
   - Strong Tag
   - Code Tag

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

Types of HTML Tags

- **LAYOUT TAGS:**
  - Define the appearance of the webpage. It talks about the overall look of the webpage where which text should appear where and which image should appear where is decided.

- **SEMANTIC TAGS:**
  - On contrary to Layout Tags which define where the text/image is to be displayed the semantic tags define how they should be displayed. They define the format in which the text/image should be displayed.

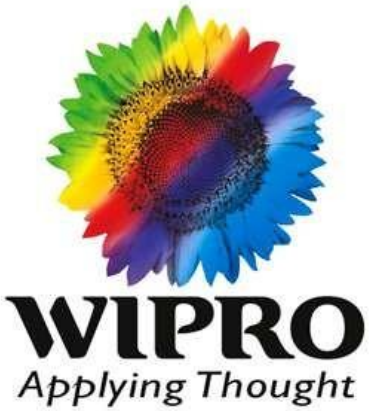
- **APPLICATION TAGS:**
  - These tags are used for creating advanced and complex arrangements of webpage's (Ex. Frames) and also to provide a base for user interaction.

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL

Summary

- In this sub-module, we were able to
  - Web Architecture
  - Introduction to HTML
  - Describe the various HTML tags and their usage

© 2015 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL



Thank You

© 2012 WIPRO LTD | WWW.WIPRO.COM | CONFIDENTIAL