**HTML OVERVIEW**

* HTML is HyperText Markup Language, developed in the early 90s
* The key element of HTML was Hyperlinks – the ability to create links to other documents – and this caused it to be very popular.
* As the web became more mainstream, the limitations of HTML became very apparent. Designers like us quickly found it was very hard to create a well-designed page that would look the same on all browsers.
* This created a great demand for design additions, and many features were added to HTML. Support was spotty, though.
* For the last few years we have XHTML – eXtensible HyperText Markup Language – HTML but with stricter rules. This means less variance and more consistent results when your pages are loaded into browsers.
* Emerging now is HTML5. This is a completely different standard from a completely different group to answer how slow W3C was taking. It is not complete and not fully supported but powerful and coming soon.
* We will be teaching HTML5

**EXPLORING AN HTML PAGE**

* Open simple.html in Dreamweaver or Komodo. Set up **Split View/Vertical. We have the code view and Design views and what they provide. We will be working with sample files and you should save the files as this will give them code to refer to. Show the HTML reference in Dreamweaver.**
* A little terminology
  + Beginning or opening Tag: <title> … Bracket, name of tag, bracket
  + End Tag: </title> Same as tag but with slash
  + These tags are considered a CONTAINER because they have content.
  + The content is the actual text that will be displayed.
  + All three of these things together make up an ELEMENT
  + Show head tag and point out that it CONTAINS the TITLE tag.
  + So everything in there is the HEAD ELEMENT.
  + Note that everything is inside the HTML element.
* The page topper includes everything browsers need to show the page.

**BASIC HTML STRUCTURE**

* The HTML ELEMENT encompasses the entire document
* It CONTAINS two parts, the HEAD and the BODY
* HEAD has the title and other information about the document that browsers need to display it.
* BODY contains the content of the document itself.

**BLOCK VS INLINE ELEMENTS**

* Within HTML, element are BLOCK LEVEL or INLINE
* BLOCK level elements are on their own line and are displayed this way – Show P and H tags in simple.html. Block level tags include other elements
  + Heading Tags: H1, H2, etc.
  + Paragraph Tags: p
  + List tags: ul
  + Div tags: div
* INLINE level elements are WITHIN a Block Level element. Show em tag in simple.html.
  + B tag
  + Strong tag
  + Em (emphasis)
  + Img (image)
  + Span tag

**WORKING WITH PARAGRAPH TAGS** (Still using simple.html)

* Show we have two sets of P tags
* P tag is a Container, so there is content inside
* Each paragraph has its own set of tags and they are on separate lines.
* As mentioned earlier, P tags are BLOCK elements – on their own lines.
* Have class enter a new paragraph to the document. Click in Design view to see the change.
* Explain that html treats returns as nothing and spaces are dropped to one space.

**INLINE MARKUP ELEMENTS** (use file fontmarkup.html)

* These define the visual style of text as shown on the screen.
* Depreciated, but still in wide use. We will use CSS Instead but wanted you to be aware of them.
* Stress that these are INLINE tags because they go inside the P element. Font, size, allignement, etc. But becase we will use CSS I am only going to show you one.
* This is an and example INLINE tag, so we use it WITHIN the paragraph
* In a paragraph, edit to <p><font face=”arial”> close with </font>
* Browsers can only use fonts that exist on the computer
* So we can also say “serif” or “sans-serif” – explain these!
* This will grab the default font and we’ll always get something.
* Change arial to sans-serif and it says arial because it is the default
* We can also specify several fonts… “arial, verdana, sans-serif”
* Browser will go down the list till it finds one it has. End with default.

**WORKING WITH HEADINGS** (open headings.html)

* Headings add structure and help search engines understand your page.
* H1-H6. H1 is most important, H6 is least.
* Good for SEO.
* Using CSS we can format these how we like.
* That will come in a later lesson, but know that we can change the look!

**WORKING WITH IMAGES** (the image tag. Use images.html)

* Image tag is an inline tag, so it goes after a p tag
* Let’s take a look: Source is the file name of the image
* *Have them go to the server and note that the image is in a folder.*
* *Explain that web servers work like anything else and store things in folders.*
* Width and height are the physical dimensions of the image.
* Alt is a tag to allow non-visual browsers to read the image.
* *Using the instructions on images.html, insert the unc logo.*
* *<img src="images/unclogo.jpg" width="117" height="116" alt="unc image" align="left" hspace="10" vspace="10" />*
* *<p>This is an image inside a line of text.*

**IN-CLASS EXERCISE**

Make changes to HTML\_exercise.html.