HTML & CSS

QuickStart Guide™

AUDIOBOOK COMPANION

QuickStart Guides

WWW.QUICKSTARTGUIDES.COM

YOU HAVE THE AUDIOBOOK...

NOW SAVE 10% ON YOUR NEXT PURCHASE

BUY THIS BOOK IN ANOTHER FORMAT,
OR EXPLORE OUR ENTIRE LIBRARY OF

QuickStart Guides™

GET 10% OFF OF YOUR ENTIRE ORDER
WITH COUPON CODE:

companion10

CLICK HERE TO SHOP WITH 10% OFF →

or visit www.quickstartguides.com

TABLE OF CONTENTS

INTRODUCTION 5
fig. 1 5
fig. 2 5
fig. 3 6
fig. 4 6
fig. 5 6
fig. 6 7
fig. 7 7
fig. 8 8
fig. 9 8

CHAPTER 1 9
fig. 10 9
fig. 11 9
fig. 12 9
fig. 13 10
fig. 14 10
fig. 15 10
fig. 16 11
fig. 17 11
fig. 18 11
fig. 19 11

CHAPTER 2 12
fig. 20 12
fig. 21 12
fig. 22 13
fig. 23 13

CHAPTER 3 14
fig. 24 14
fig. 25 14
fig. 26 14
fig. 27 15
fig. 28 15
fig. 29 15
fig. 30 16
fig. 31 16
fig. 32 16
fig. 33 17
fig. 34 17
fig. 35 17

CHAPTER 4 18
fig. 36 18
fig. 37 18
fig. 38 18
fig. 39 18

CHAPTER 5 19
fig. 40 19
fig. 41 19
fig. 42 19
fig. 43 20
fig. 44 20
fig. 45 20
fig. 46 21
fig. 47 21
fig. 48 21
fig. 49 22
fig. 50 22

CHAPTER 6 23
fig. 51 23
fig. 52 23
fig. 53 24

CHAPTER 7 25
fig. 54 25
fig. 55 25
fig. 56 25
fig. 57 26
fig. 58 26
fig. 59 27
fig. 60 27
fig. 61 27
fig. 62 27

CHAPTER 8 28
fig. 63 28
fig. 64 28
fig. 65 28
fig. 66 28
fig. 67 28

CHAPTER 9 29
fig. 68 29
fig. 69 29
fig. 70 29
fig. 71 30
fig. 72 30
fig. 73 30
fig. 74 30

fig. 75 31
fig. 76 31
fig. 77 31
fig. 78 31
fig. 79 31
fig. 80 31
fig. 81 32
fig. 82 32

CHAPTER 10 33
fig. 83 33
fig. 84 33
fig. 85 33
fig. 86 33
fig. 87 33
fig. 88 34
fig. 89 34
fig. 90 34
fig. 91 34
fig. 92 35
fig. 93 35
fig. 94 35
fig. 95 35

CHAPTER 11 36
fig. 96 36
fig. 97 36
fig. 98 36
fig. 99 37
fig. 100 38
fig. 101 38
fig. 102 39
fig. 103 39
fig. 104 39
fig. 105 39

CHAPTER 12 40
fig. 106 40
fig. 107 40
fig. 108 40
fig. 109 40
fig. 110 40

CHAPTER 13 41
fig. 111 41
fig. 112 41
fig. 113 41
fig. 114 42

CHAPTER 14 43
fig. 115 43
fig. 116 43
fig. 117 43
fig. 118 43
fig. 119 44
fig. 120 45
fig. 121 45
fig. 122 46
fig. 123 46
fig. 124 46
fig. 125 46
fig. 126 46
fig. 127 47
fig. 128 47
fig. 129 47
fig. 130 48
fig. 131 48
fig. 132 48
fig. 133 48
fig. 134 49
fig. 135 49
fig. 136 49
fig. 137 49
fig. 138 49
fig. 139 50
fig. 140 50
fig. 141 50
fig. 142 51
fig. 143 51
fig. 144 51
fig. 145 51
fig. 146 52

CHAPTER 15 53
fig. 147 53
fig. 148 53

CHAPTER 16 54
fig. 149 54
fig. 150 54

APPENDIX I 55
fig. 151 55
fig. 152 55
fig. 153 56

APPENDIX V 57
fig. 154 57

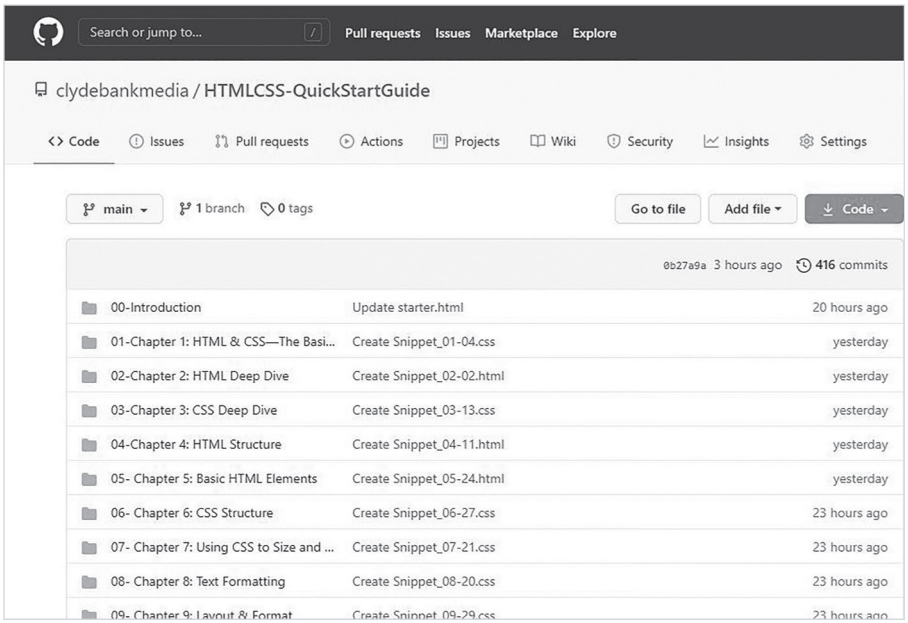
GLOSSARY 58

Introduction

fig. 1

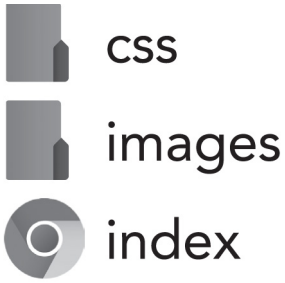
Source: Illustration by Audrey Hardenburg

fig. 2



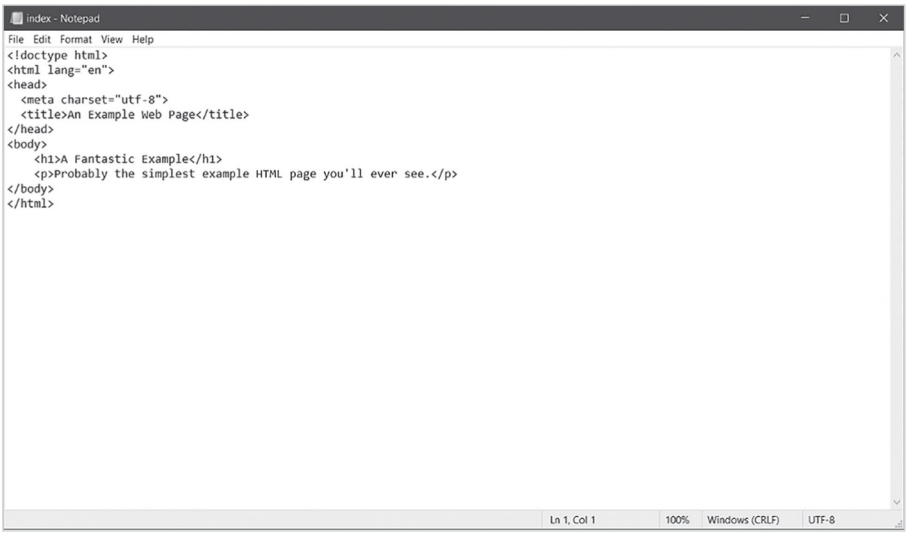
Use our htmlcss-quickstartguide repository on GitHub to easily copy and paste any code featured in this book.

fig. 3



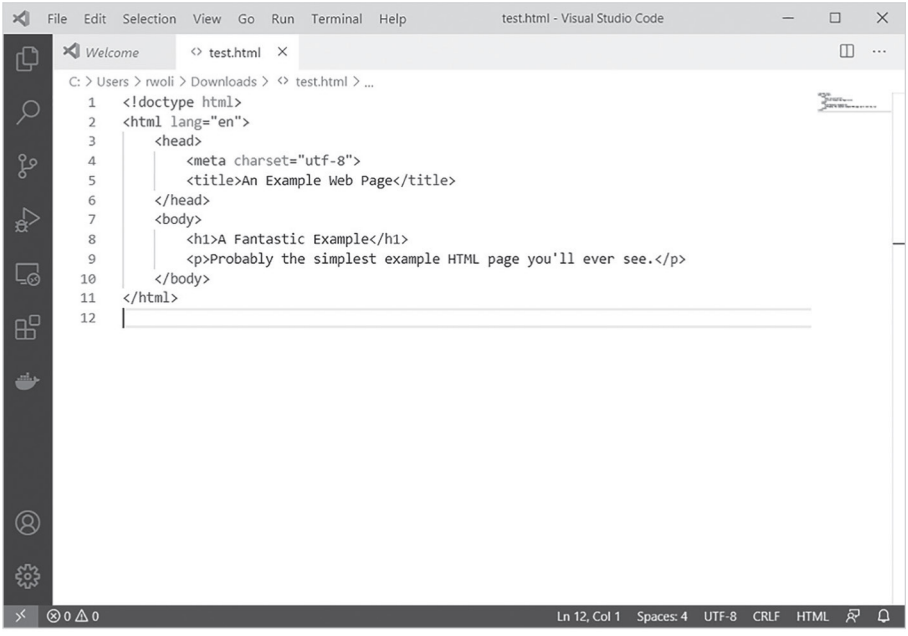
An HTML file, CSS folder, and image folder

fig. 4



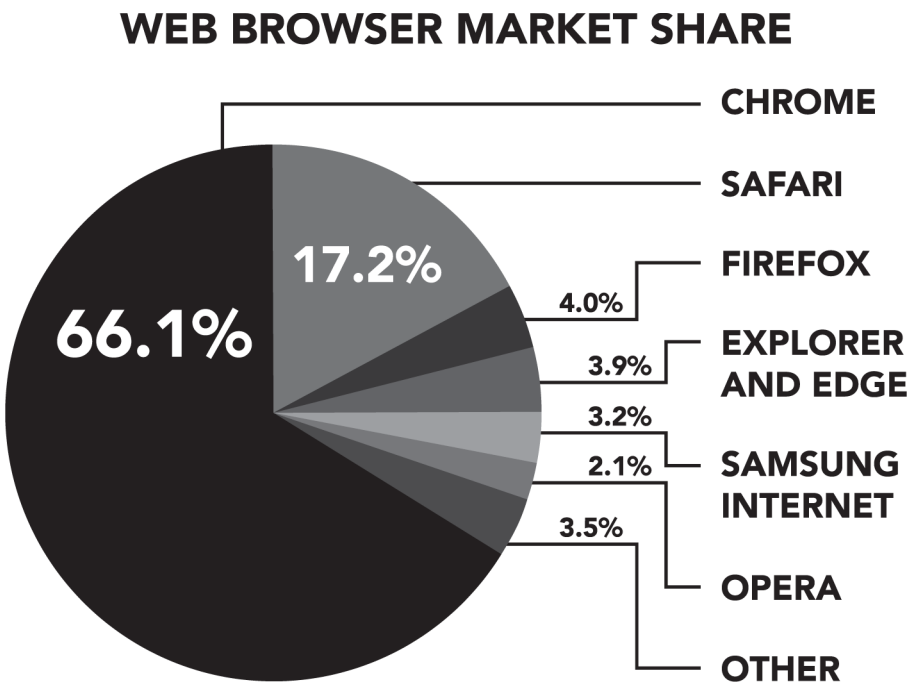
Windows Notepad with a simple HTML file

fig. 5



Visual Studio Code with the same HTML file as in figure 4. Note the file browser tabs, syntax highlighting, and other advanced features not found in Windows Notepad.

fig. 6



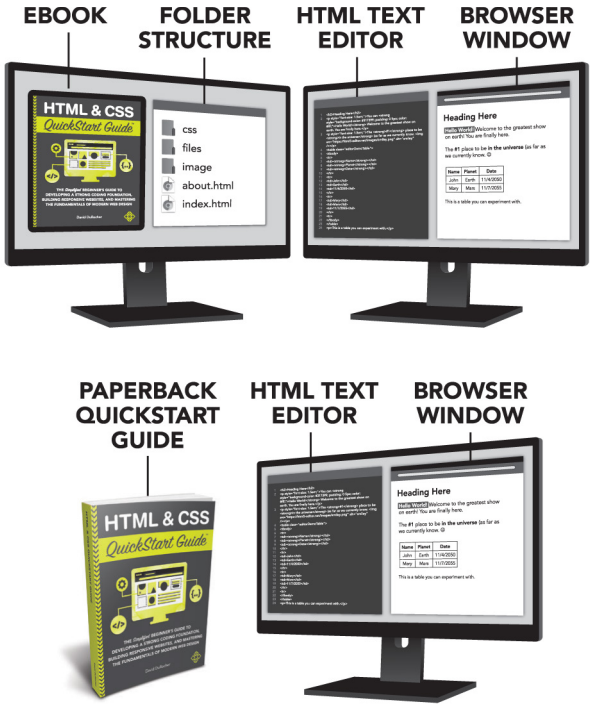
Browser market share as of October 2020

Source: gs.statcounter.com

fig. 7

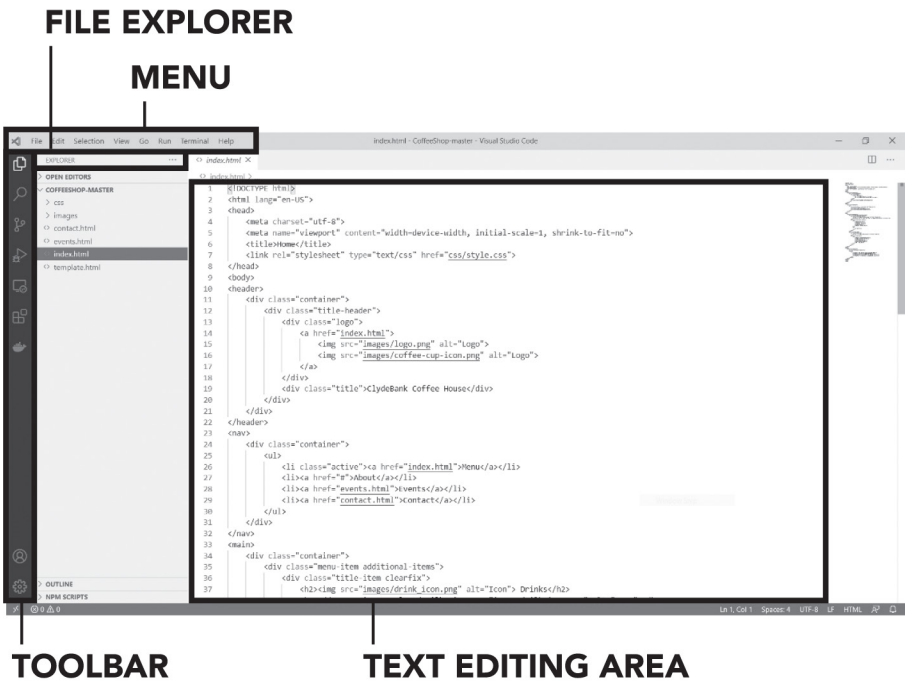
The images used on the website and the .css files are placed in their own directories. Note that your browser icons may be different if Chrome is not your default browser.

fig. 8



Your essential toolkit: a file explorer, text editor, web browser, and your copy of this book

fig. 9



The Visual Studio Code editor

fig. 10

fig. 11

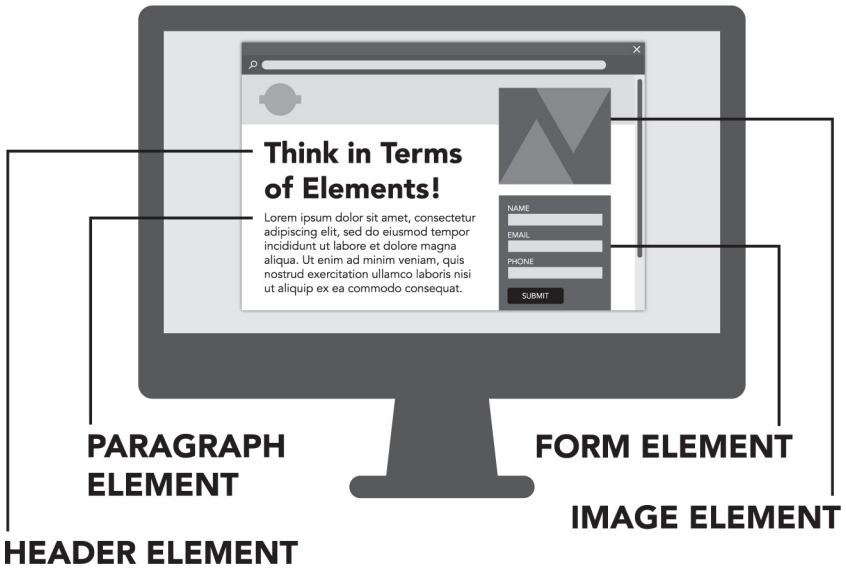
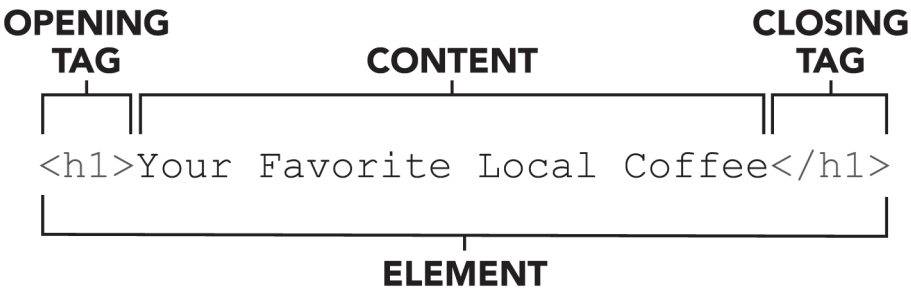


fig. 12



The basic structure of an HTML element

fig. 13

```
<!DOCTYPE html>
<html>
  <head>
  <style>
    body { margin: 0; }
    .header {
      color: white;
      background-color: darkgray;
      padding: 20px;
      text-align: center;
    }
  </style>
  </head>
  <body>
    <div class="header">
      <h1>My First Heading</h1>
    </div>
    <p>My first paragraph.</p>
  </body>
</html>
```

My First Heading

My first paragraph.

fig. 14

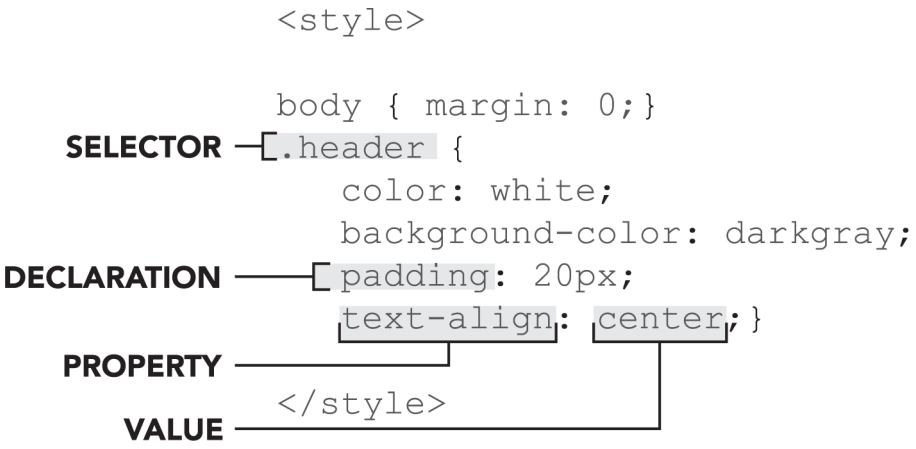
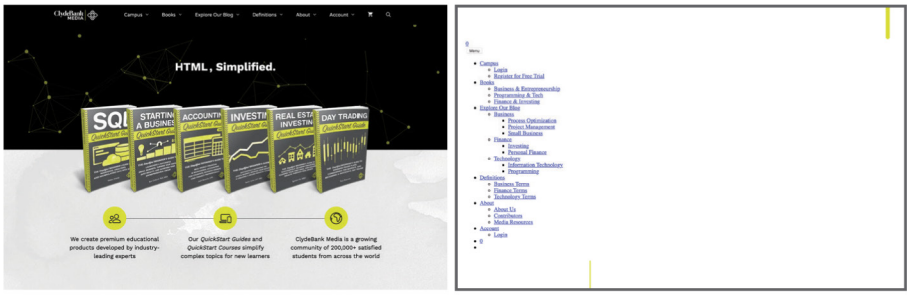


fig. 15

The home page of our website with CSS turned on

The same home page with CSS turned off



Existing websites can be viewed with all CSS turned off. This demonstrates the vast improvements CSS brings to web page design.

fig. 16

FRONTEND LANGUAGES

HTML, CSS, Javascript

BACKEND LANGUAGES

PHP, Java, C++, Python, Node.js, Go, Ruby

fig. 17

WEBSITE	BACKEND (SERVER SIDE)
Facebook.com	Hack, PHP (HHVM), Python, C++, Java, Erlang, D, XHP, Haskell
YouTube.com	C, C++, Python, Java, Go
Yahoo.com	PHP
Amazon.com	Java, C++, Perl

A table of popular websites and their backend technologies

fig. 18

WordPress Joomla!™ Drupal™

Popular content management systems

fig. 19

CRAWLING

Bots "crawl" through the web, taking links to new pages and sites and saving the HTML code of what they find.

INDEXING

Customized programs sift through text and images from pages in order to understand them.

RANKING

Search engines use specialized strategies called algorithms to determine the results and order of pages returned from search queries.

CHAPTER 2
HTML Deep Dive

fig. 20

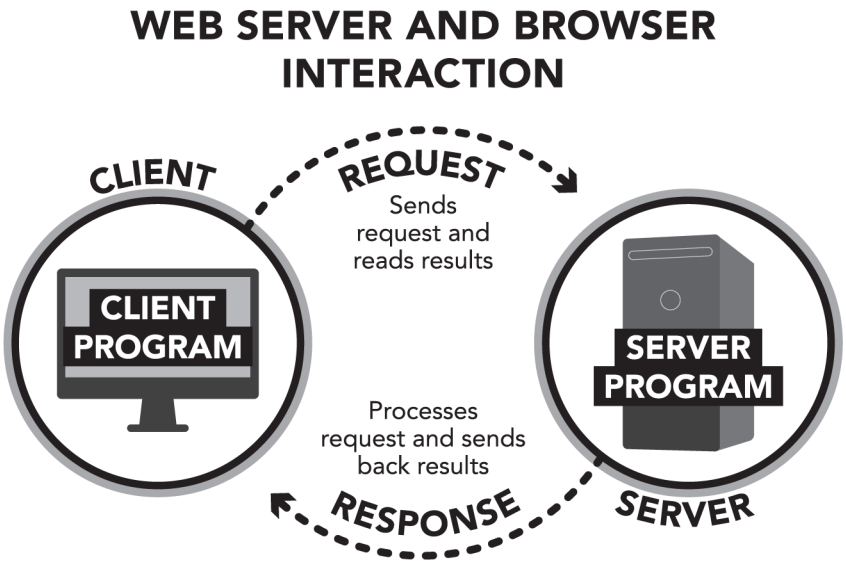


fig. 21

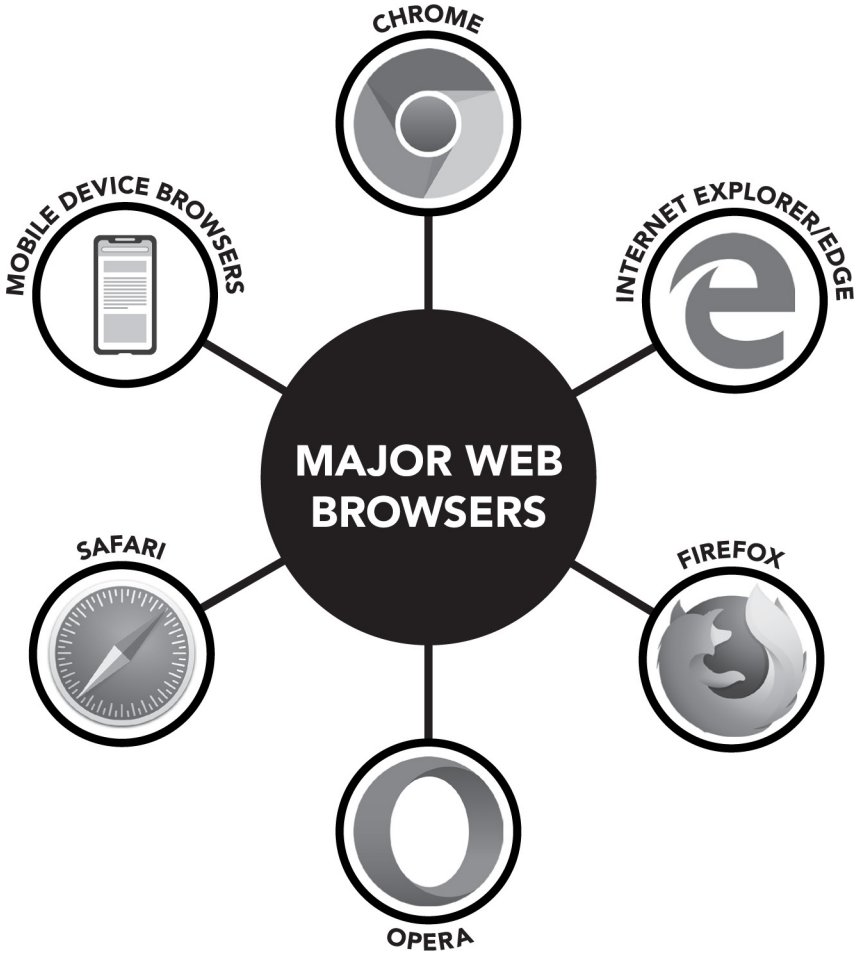


fig. 22

WORLD WIDE WEB CONSORTIUM (W3C)
TIMELINE

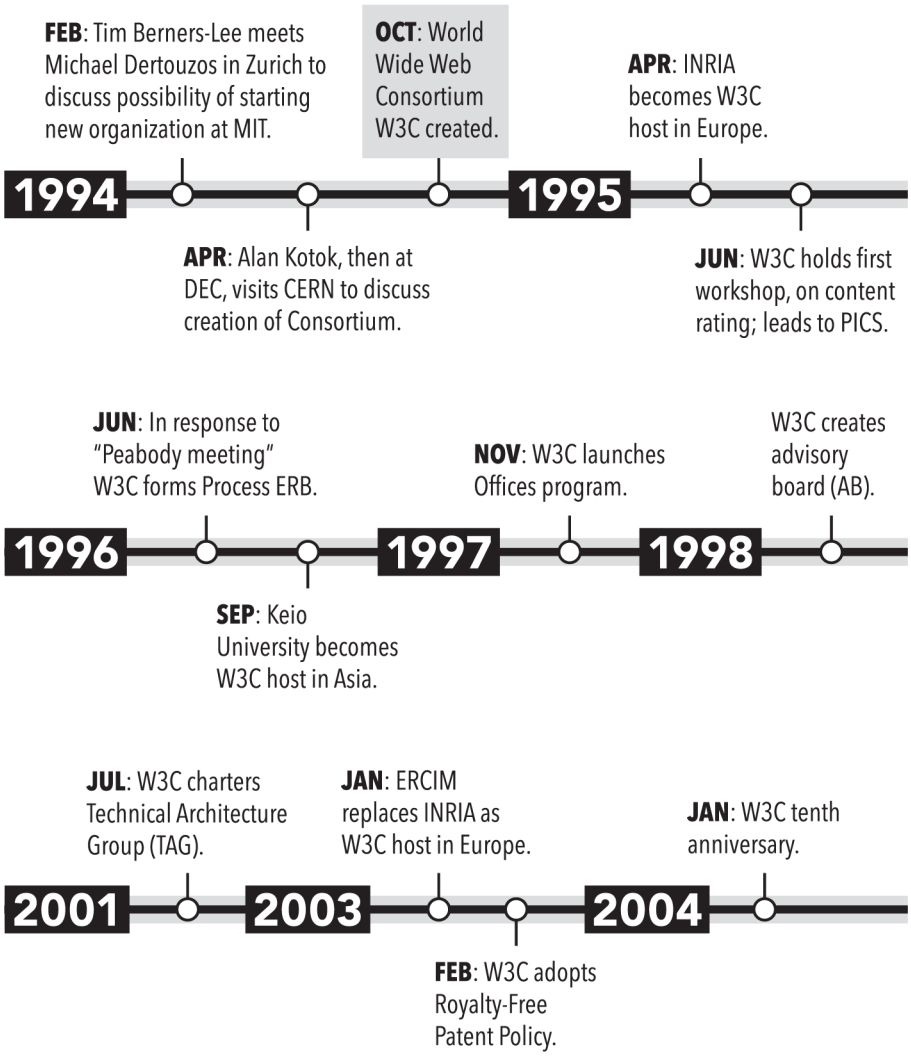


fig. 23

TYPICAL HTML4	TYPICAL HTML5
	<header>
	<nav>
	<section>
	<article>
	<footer>

CHAPTER 3
CSS Deep Dive

fig. 24

A portion of the ClydeBank Media website with CSS disabled (left) and enabled (right)

fig. 25

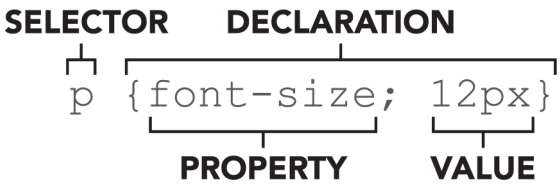


fig. 26

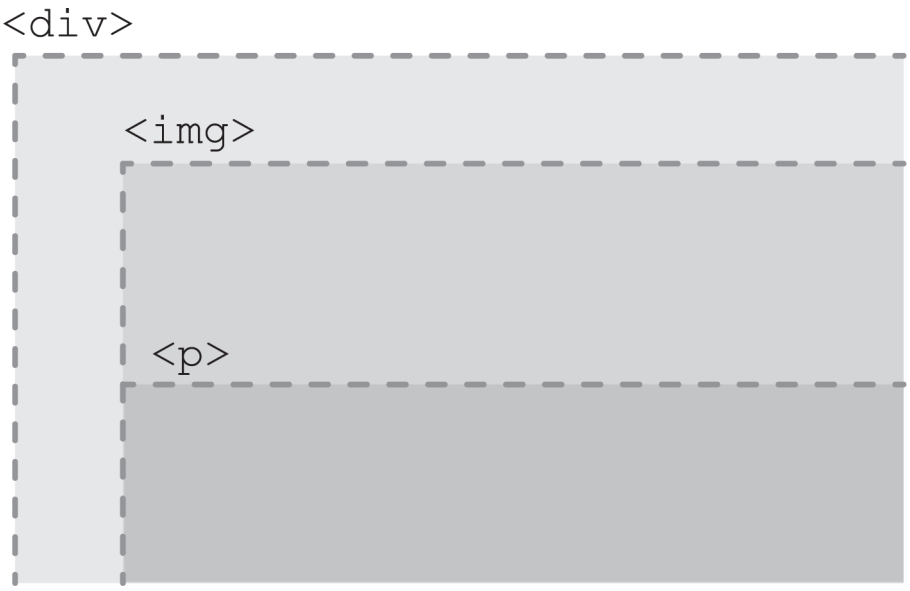
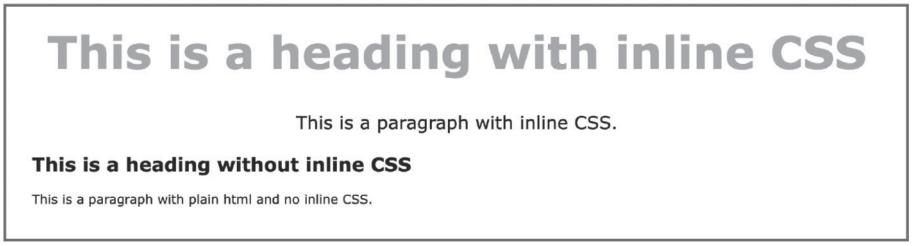


fig. 27

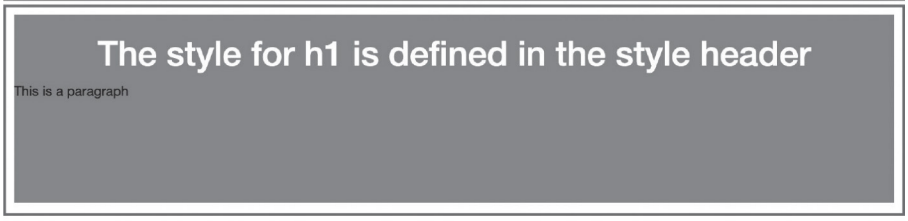
```
<!DOCTYPE html>
<html>
<body>

<h1 style="color:darkgrey;font-size:50px:text-align:center;">This is a heading with inline CSS</h1>
<p style="color:black;font-size:20px;text-align:center;">This is a paragraph with inline CSS.</p>

    <h2>This is a heading without inline CSS</h2.>
    <p>This is a paragraph with plain html and no inline CSS.</p>

</body>
</html>
```



Inline CSS affects only the HTML element it inhabits.

fig. 28

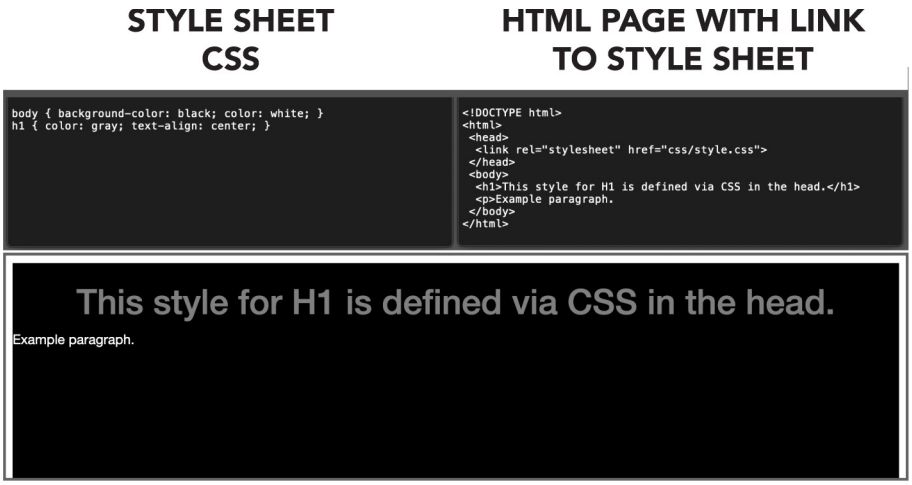
```
<!DOCTYPE html>
<html>
<head>
<style>
body {
 background-color: grey;
}

h1 {
 color: white;
 Text-align:center;
}
</style>
</head>
<body>


<h1">The style for h1 is defined in the style header</h1>
<p>This is a paragraph</p>

</body>
</html>
```



Internal CSS is placed in the <style> element within the HTML page.

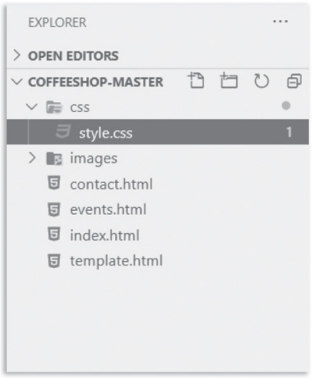
fig. 29

fig. 30



External CSS is placed in its own style sheet that is then referenced in the HTML page.

fig. 31



The style.css file in the CSS folder on the explorer pane of Visual Studio Code

fig. 32

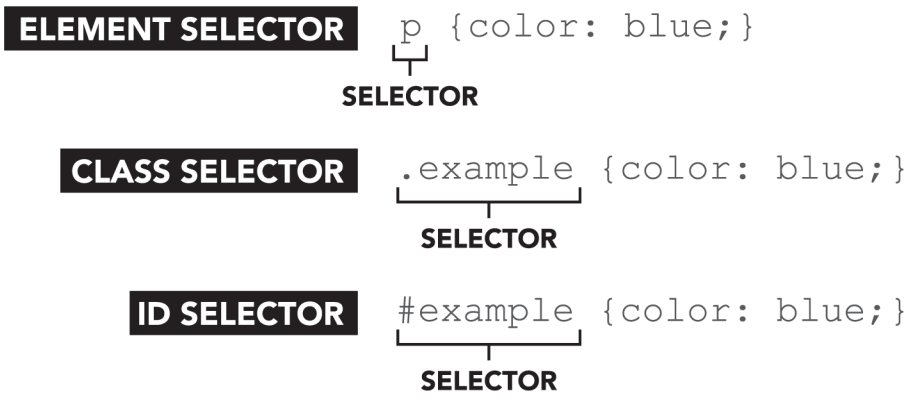
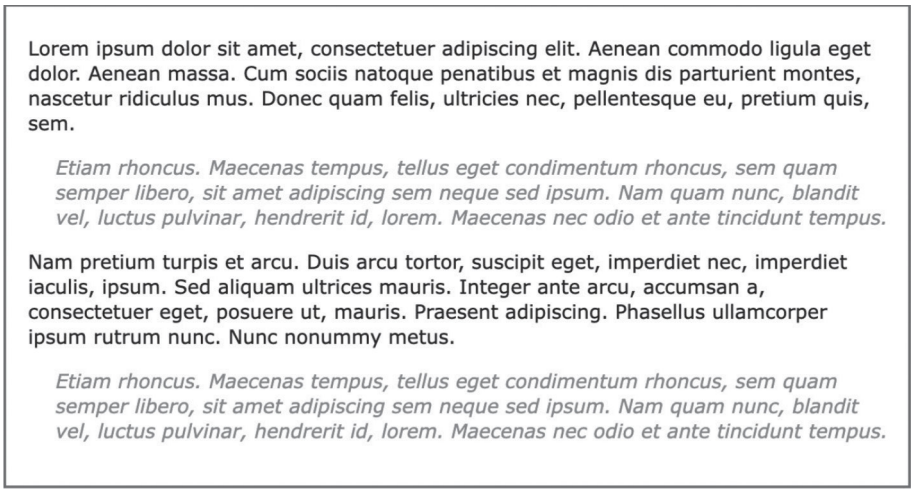


fig. 33



Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

> *Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus.*

Nam pretium turpis et arcu. Duis arcu tortor, suscipit eget, imperdiet nec, imperdiet iaculis, ipsum. Sed aliquam ultrices mauris. Integer ante arcu, accumsan a, consectetuer eget, posuere ut, mauris. Praesent adipiscing. Phasellus ullamcorper ipsum rutrum nunc. Nunc nonummy metus.

> *Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus.*

fig. 34

```
p {
    color: black;
}
```

The color preview feature of Visual Studio Code

fig. 35

BROWSER	RENDERING ENGINE
Lunascape	Gecko, Trident, WebKit
Internet Explorer	Trident
Firefox	Gecko
Google Chrome	WebKit (Blink)
Safari	WebKit
Opera v.15+	WebKit (Blink)

CHAPTER 4
HTML Structure

fig. 36

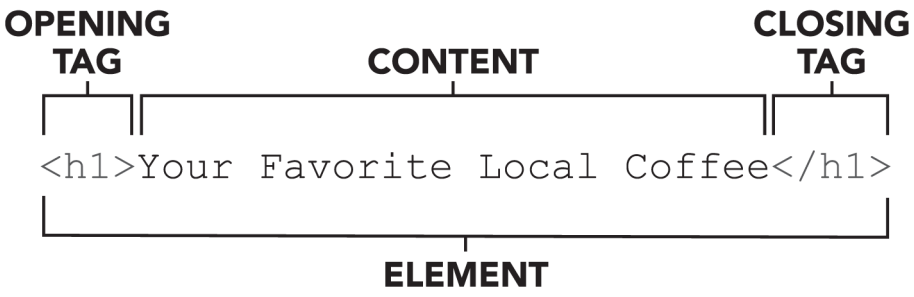


fig. 37

fig. 38

```
<!DOCTYPE html>
<html>
  <body>
  <h1>This is a Heading</h1>
  <p>And this is a paragraph of text.</p>
  <section>
    <h2>Here is a Section Heading</h2>
    <p>And here is a paragraph within a section.</p>
  </section>
</body>
</html>
```

fig. 39

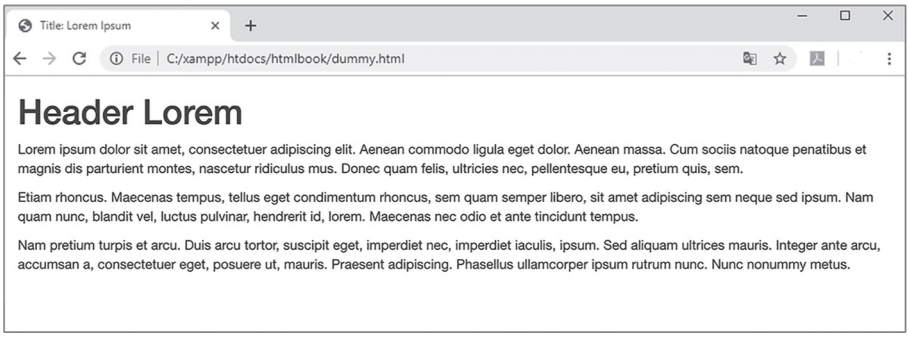


fig. 40

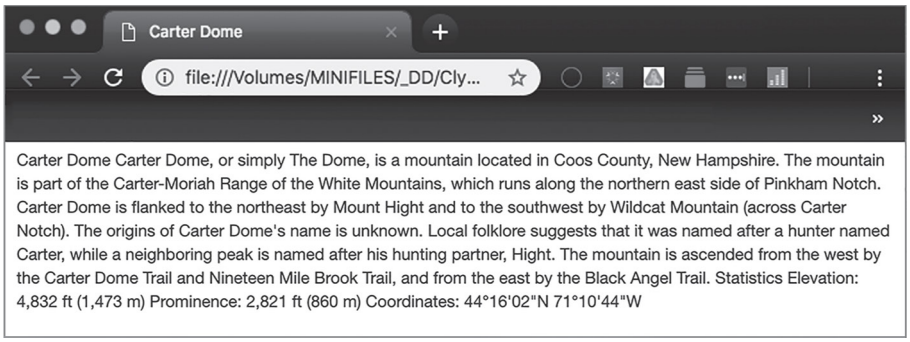


fig. 41

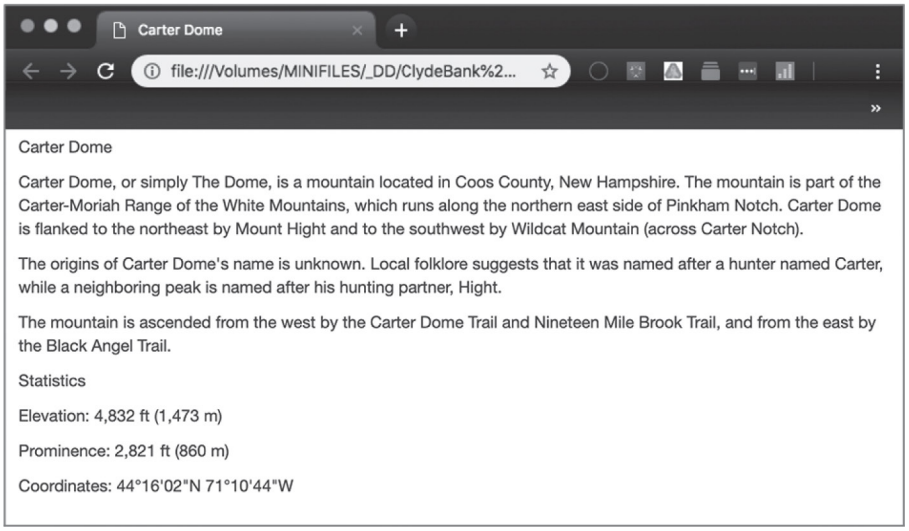
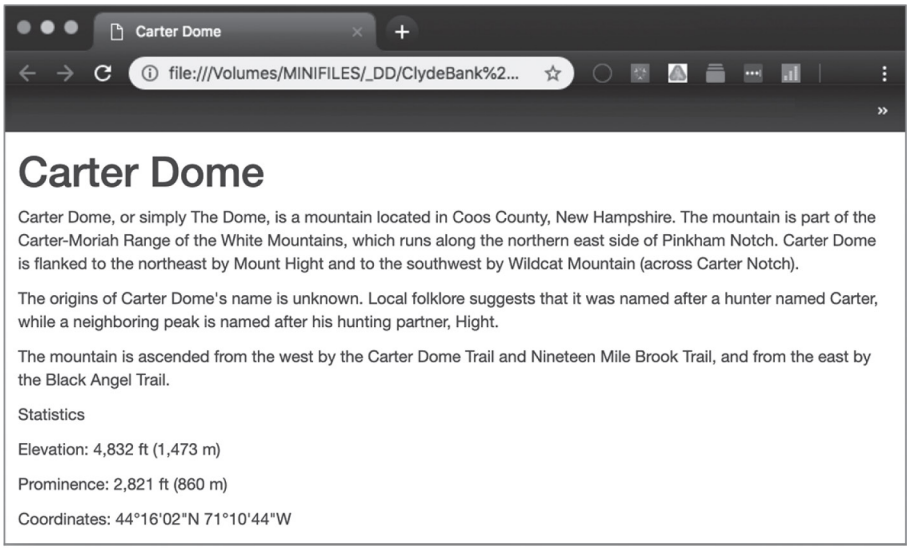


fig. 42



Now let's wrap the "Statistics" heading inside h2 tags, like so:

fig. 43

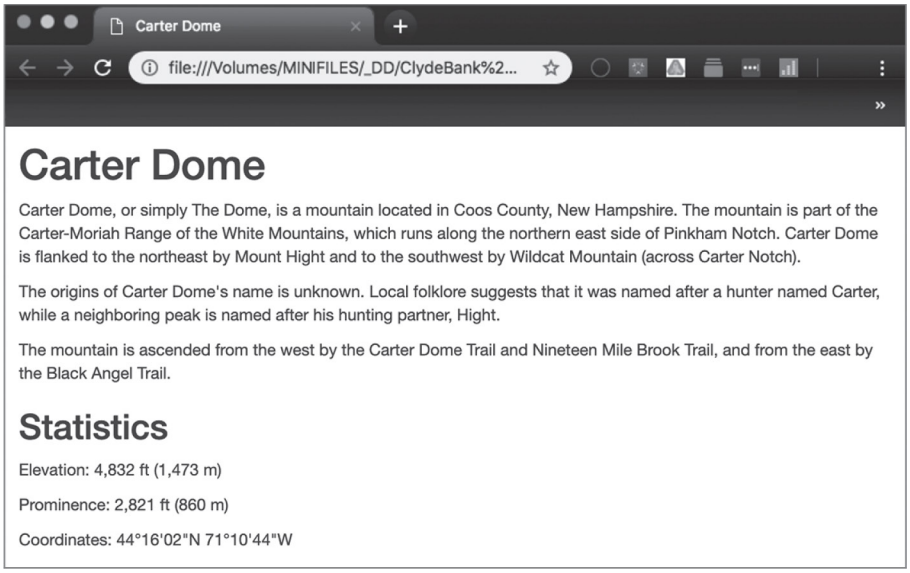


fig. 44

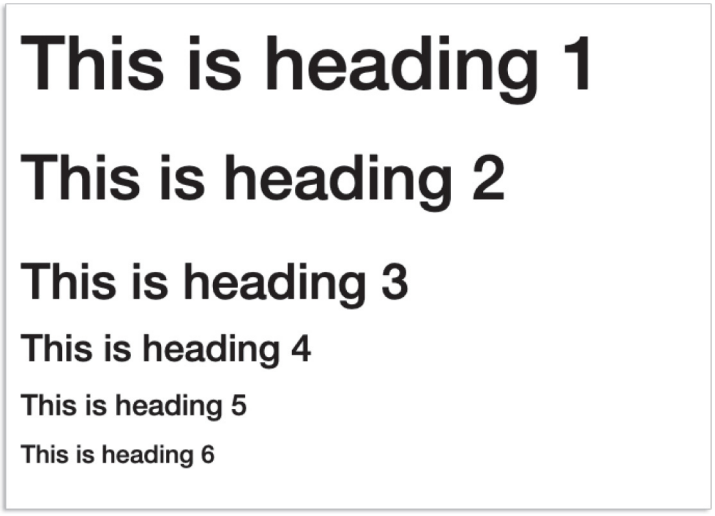


fig. 45

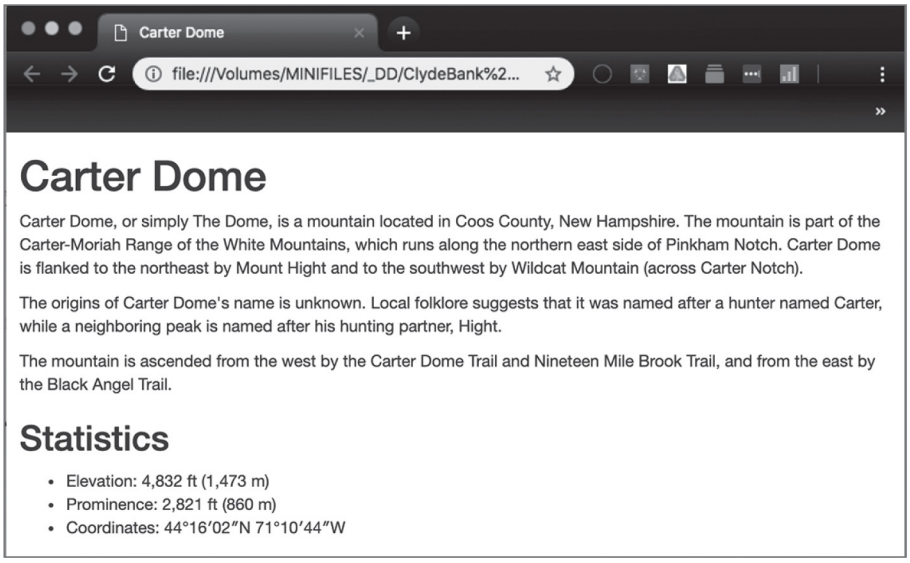
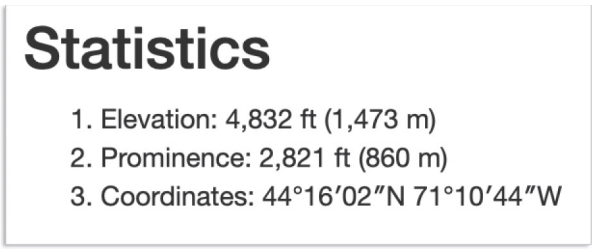


fig. 46



Statistics

1. Elevation: 4,832 ft (1,473 m)
2. Prominence: 2,821 ft (860 m)
3. Coordinates: 44°16′02″N 71°10′44″W

fig. 47

MOST COMMON HTTP STATUS CODES

CODE	STATUS	MEANING
200	OK	The request was successful.
301	Moved Permanently	The requested URL has changed. The new URL is provided in the response and the browser is directed to the new page.
302	Found	The requested URL has been temporarily changed. The browser is redirected to the new page.
304	Not Modified	This status informs the browser that the page hasn't been modified, so requesting a new copy of it isn't necessary. This saves time and bandwidth.
403	Forbidden	The visitor doesn't have the permissions necessary to access this content.
404	Not Found	The requested page couldn't be found on the server.
500	Internal Server Error	A problem in the website's backend code is preventing the page from being served to the browser.
503	Service Unavailable	This indicates that the server is overloaded or the backend functionality is offline.

fig. 48

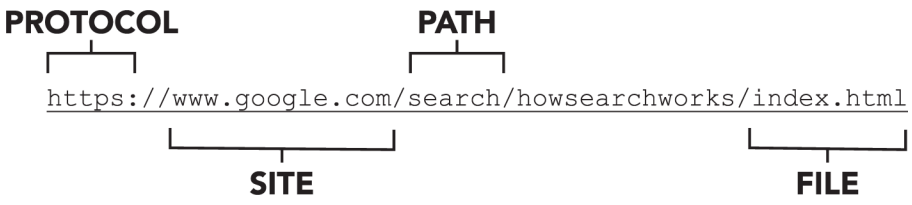


fig. 49

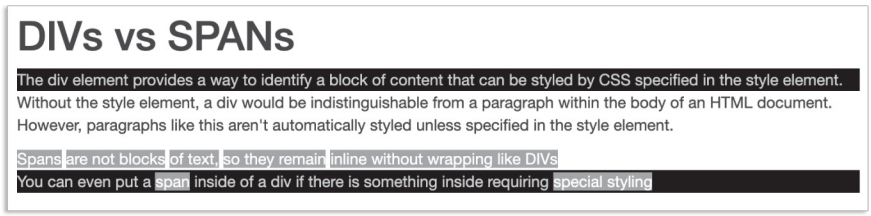
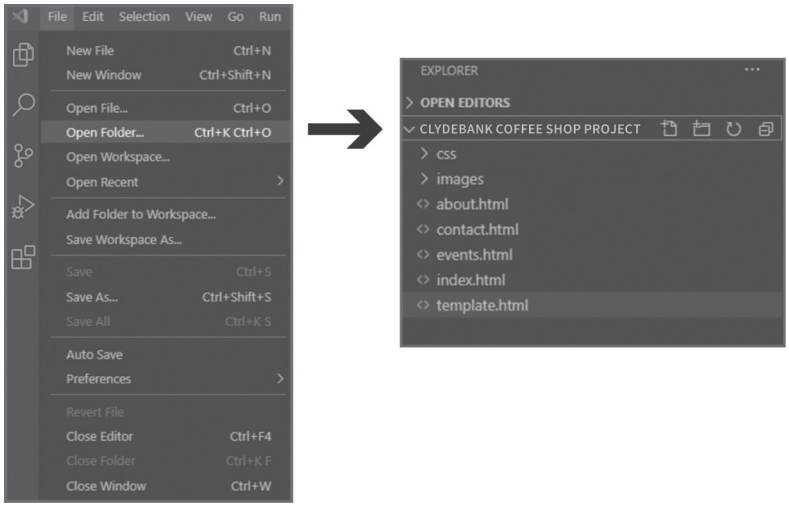

DIVs vs SPANs
The div element provides a way to identify a block of content that can be styled by CSS specified in the style element.
Without the style element, a div would be indistinguishable from a paragraph within the body of an HTML document.
However, paragraphs like this aren't automatically styled unless specified in the style element.
Spans are not blocks of text, so they remain inline without wrapping like DIVs
You can even put a span inside of a div if there is something inside requiring special styling

fig. 50


File
Edit
Selection
View
Go
Run
New File Ctrl+N
New Window Ctrl+Shift+N
Open File... Ctrl+O
Open Folder... Ctrl+K Ctrl+O
Open Workspace...
Open Recent
Add Folder to Workspace...
Save Workspace As...
Save Ctrl+S
Save As... Ctrl+Shift+S
Save All Ctrl+K S
Auto Save
Preferences
Revert File
Close Editor Ctrl+F4
Close Folder Ctrl+K F
Close Window Ctrl+W
EXPLORER
OPEN EDITORS
CLYDEBANK COFFEE SHOP PROJECT
css
images
about.html
contact.html
events.html
index.html
template.html

CHAPTER 6
CSS Structure

fig. 51

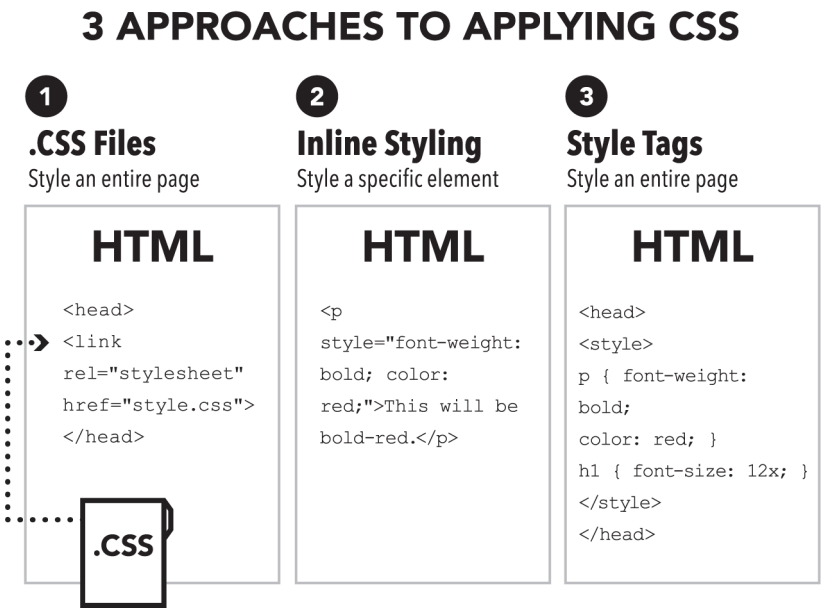


fig. 52

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Decorative styling of the first letter of a paragraph

fig. 53

Carter Dome

See statistics or find additional reading on Carter Dome.

Carter Dome, or simply The Dome, is a mountain located in Coos County, New Hampshire. The mountain is part of the Carter-Moriah Range of the White Mountains, which runs along the northern east side of Pinkham Notch. Carter Dome is flanked to the northeast by Mount Hight and to the southwest by Wildcat Mountain (across Carter Notch).

The origins of Carter Dome's name are unknown. Local folklore suggests that it was named after a hunter named Carter, while a neighboring peak is named after his hunting partner, Hight.

The mountain is ascended from the west by the Carter Dome Trail and Nineteen Mile Brook Trail, and from the east by the Black Angel Trail.

Statistics

- Elevation: 4,832 ft (1,473 m)
- Prominence: 2,821 ft (860 m)
- Coordinates: 44°16'02"N 71°10'44"W

Additional Reading

For more information, please see the Wikipedia article on Carter Dome

Can you beat this?

fig. 54

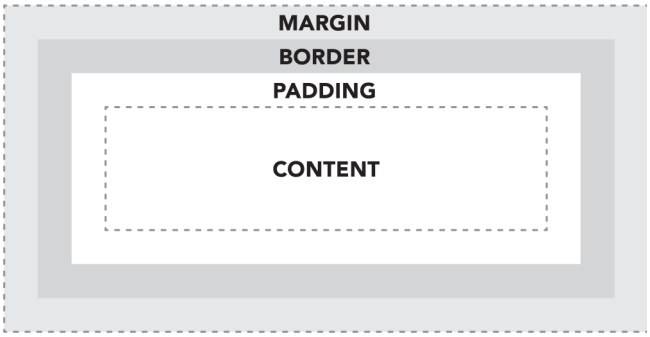


fig. 55

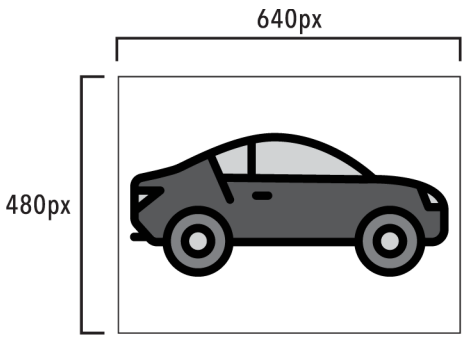
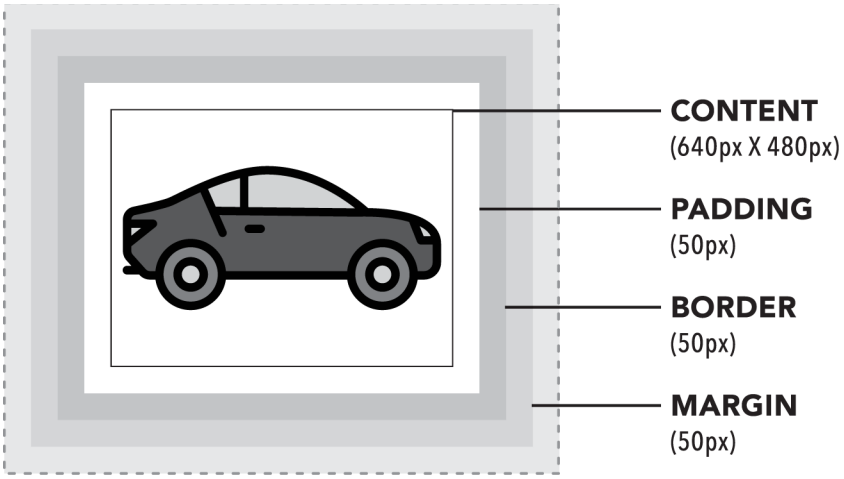


fig. 56



The car, dimensions 640x480, surrounded by padding, border, and margin

fig. 57

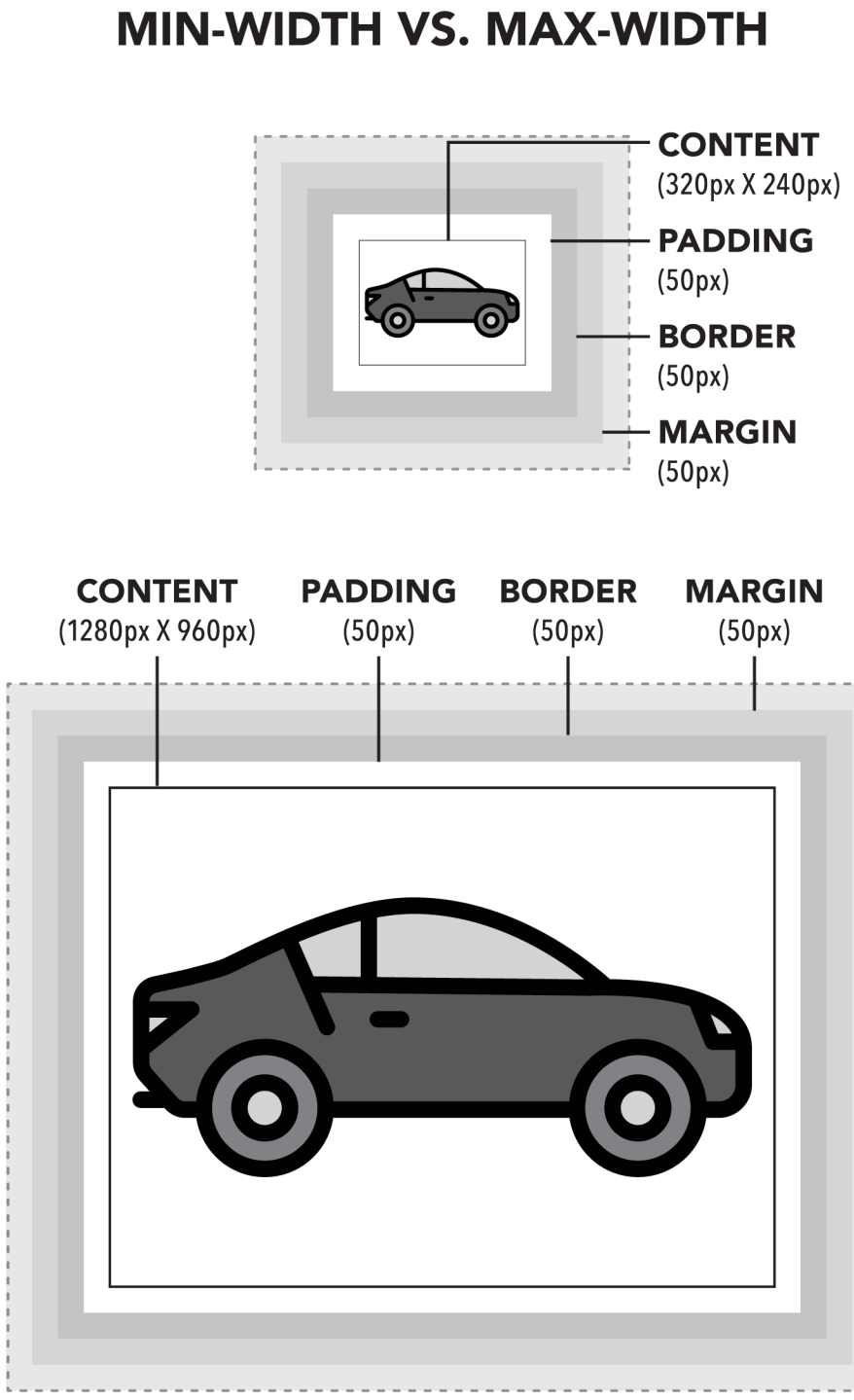

MIN-WIDTH VS. MAX-WIDTH
CONTENT
(320px X 240px)
PADDING
(50px)
BORDER
(50px)
MARGIN
(50px)
CONTENT
(1280px X 960px)
PADDING
(50px)
BORDER
(50px)
MARGIN
(50px)

fig. 58

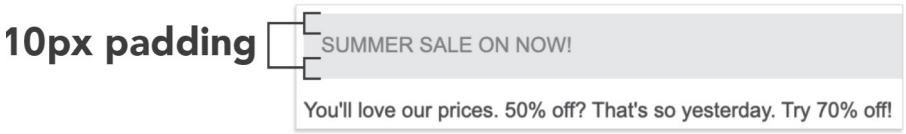

10px padding
SUMMER SALE ON NOW!
You'll love our prices. 50% off? That's so yesterday. Try 70% off!

fig. 59

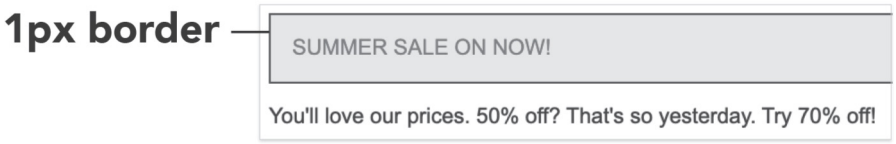


fig. 60

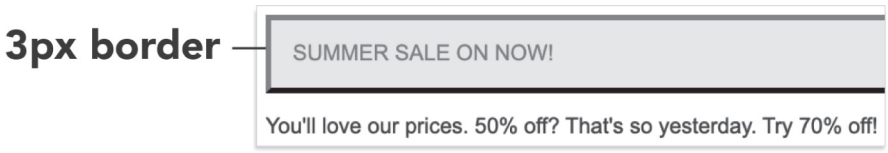


fig. 61

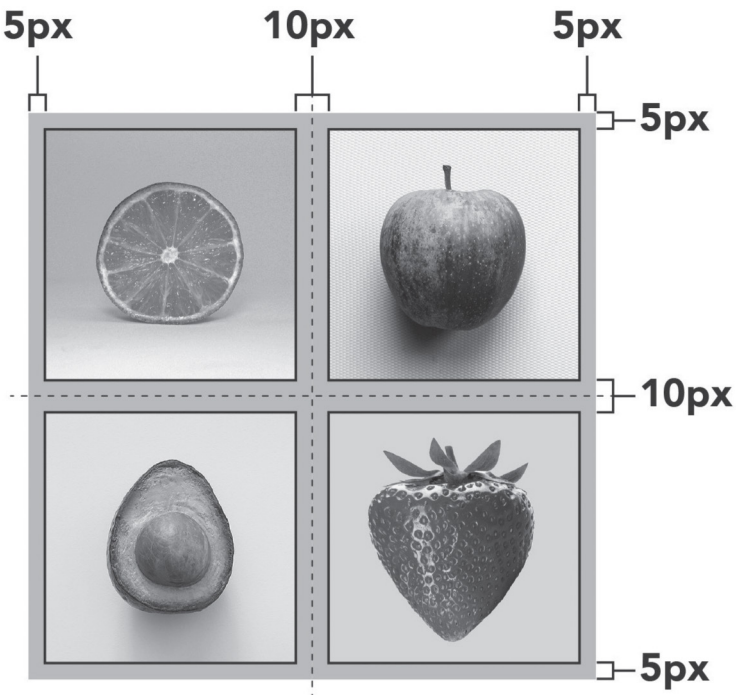
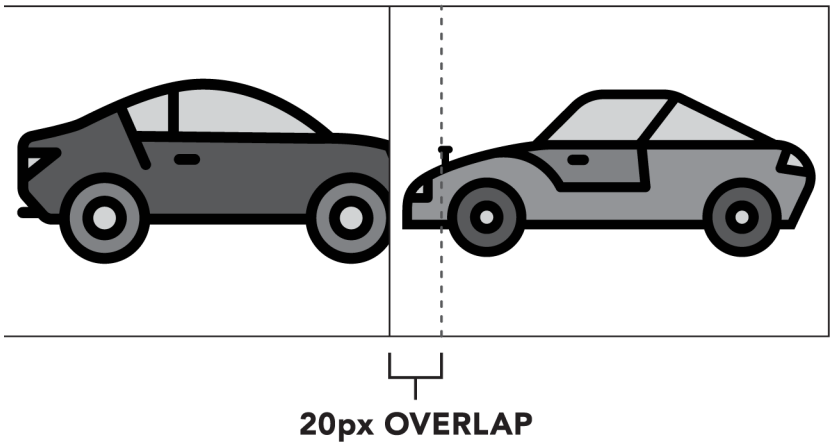


fig. 62



CHAPTER 8
Text Formatting

fig. 63

fig. 64

px	Pixels (devices have different pixel density, so sizes will vary)
em	Value is relative to default size of element (1.5 em = 1.5 times current size)
rem	Value is relative to root element (html)
mm	Millimeters
in	Inches
cm	Centimeters

fig. 65

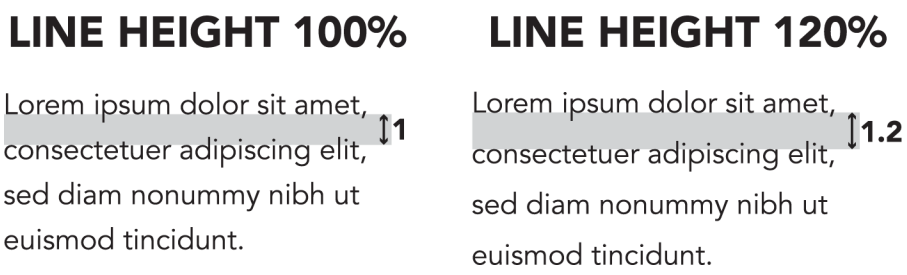


fig. 66

fig. 67

Text shadow is not supported in some older web browsers.

CHAPTER 9
Layout/Format

fig. 68

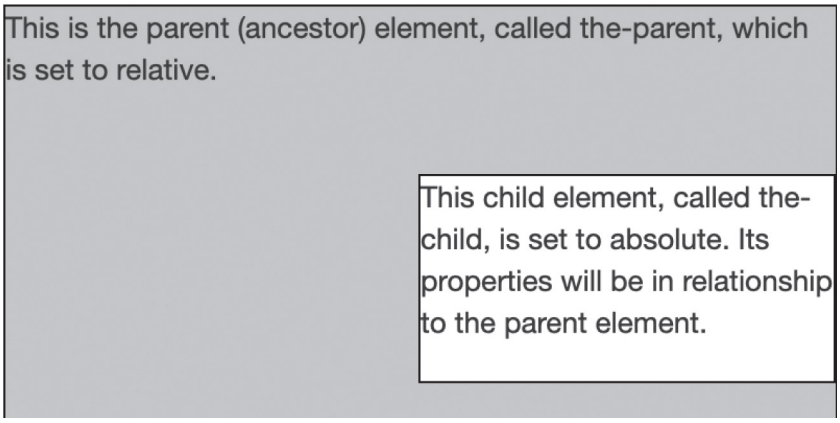


fig. 69

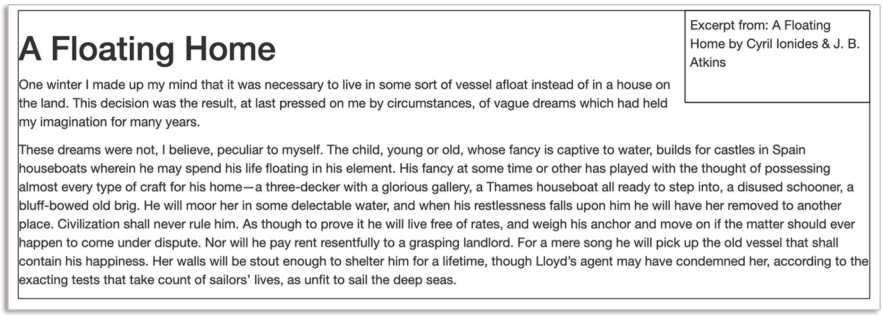


fig. 70

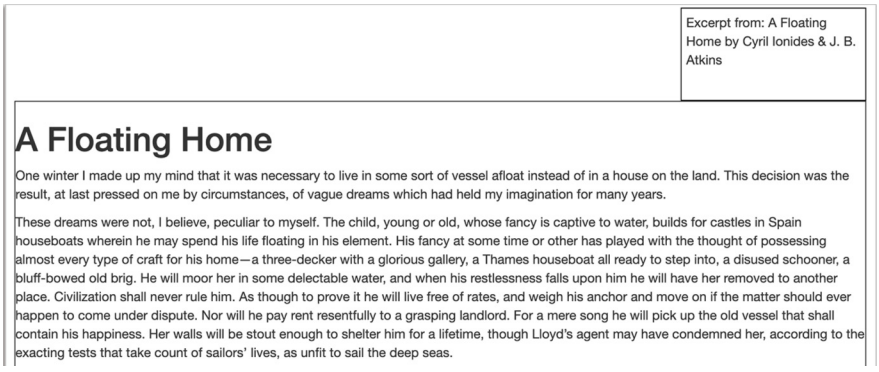


fig. 71

CLEAR VALUES	
none	the default setting, allowing elements to float on either side
left	no elements can float to the left
right	no elements can float to the right
both	no floating elements will appear on either side of the specified element
inherit	the element will inherit the clear value from its containing element

fig. 72

fig. 73

fig. 74

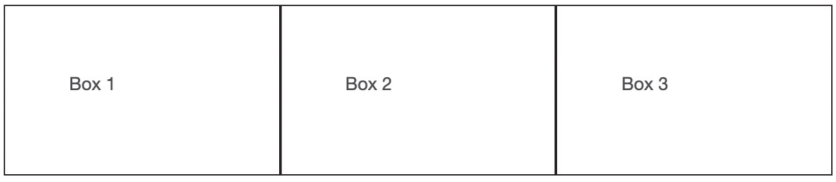


fig. 75

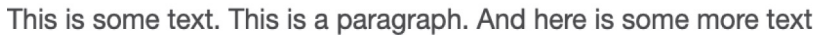


fig. 76

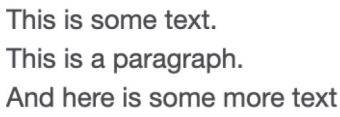


fig. 77

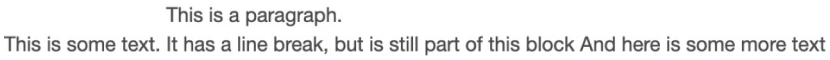


fig. 78

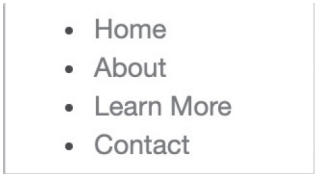


fig. 79

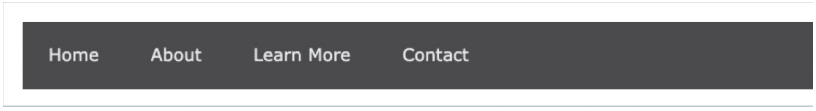


fig. 80

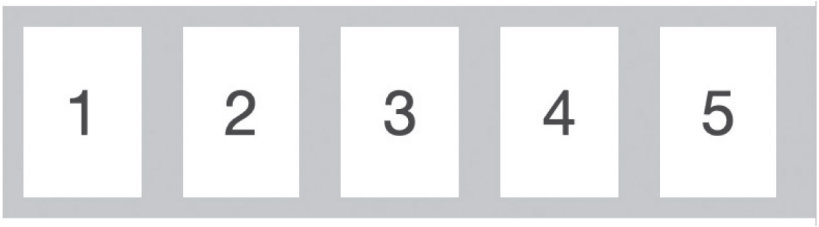
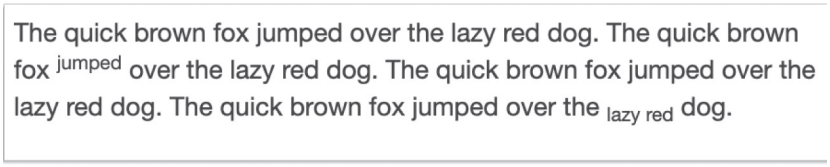


fig. 81

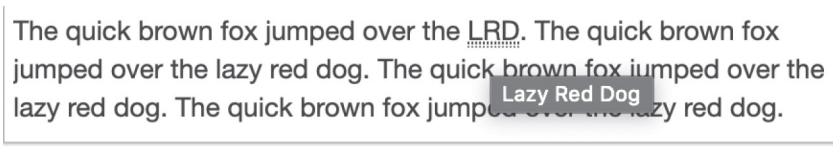
fig. 82

fig. 83



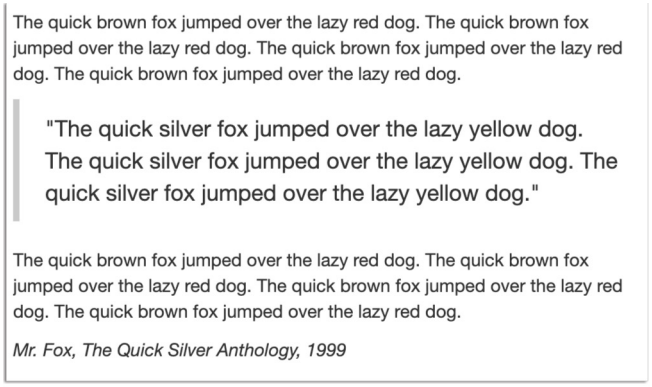
The sup (superscript) and sub (subscript) elements in action

fig. 84



The `abbr` element underlines and defines the LRD abbreviation.

fig. 85

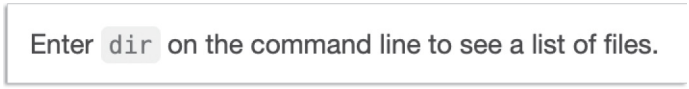


The second paragraph is contained within the block quote element.

fig. 86

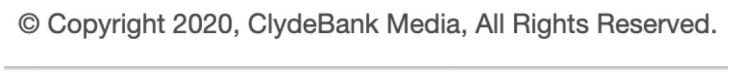
Using the pre element

fig. 87



Using the code element

fig. 88

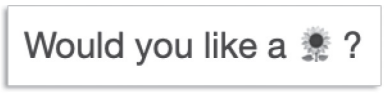


The copyright symbol in action

fig. 89

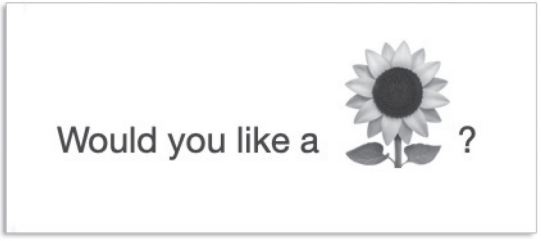
SYMBOL	NAME	HTML ENTITY CODE
©	Copyright	©
™	Trademark	™
®	Registered Trademark	®
€	Euro Currency	€
←	Left Arrow	←
→	Right Arrow	→
↑	Up Arrow	↑
↓	Down Arrow	↓
N/A	Non-Breaking Space	

fig. 90



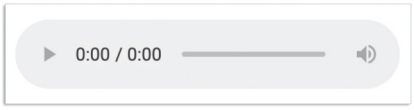
The rendered display of the flower emoji

fig. 91



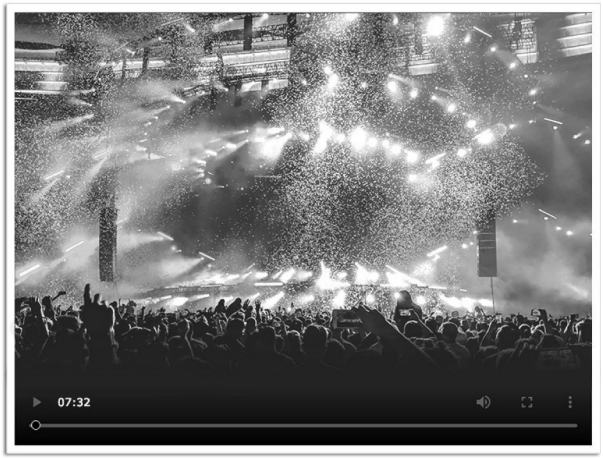
The flower, rendered in a 50-pixel font size

fig. 92



An audio control

fig. 93



A video control

fig. 94

Year	Shirts	Shoes	Pants
2017	$420,392	$18,304	$34,912
2018	$480,221	$17,952	$36,112
2019	$491,919	$16,844	$46,924
2020	$501,029	$15,124	$39,947

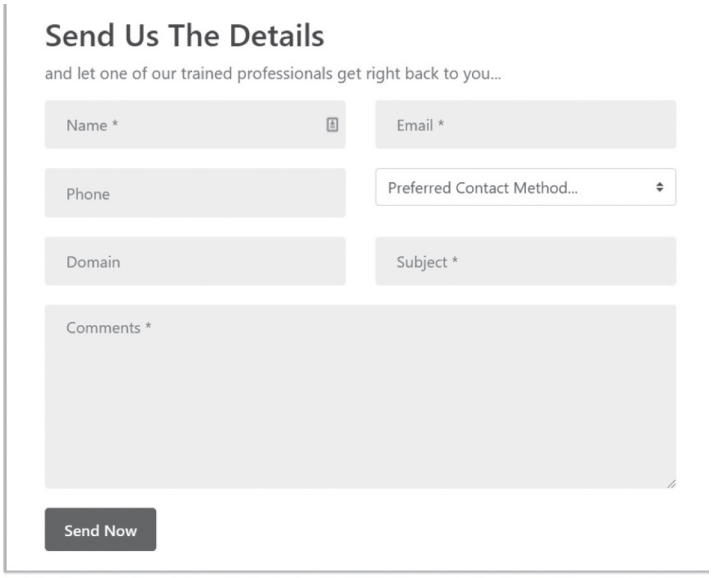
A table made with Microsoft Excel

fig. 95

Year	Shirts	Shoes	Pants
2017	$420,392	$18,304	$34,912
2018	$480,221		$36,112
2019	$491,919	$16,844	$46,924
2020	$501,029	$15,124	$39,947

A table styled with CSS demonstrating alternating row highlighting and a `colspan="2"` on the 2018 row

fig. 96

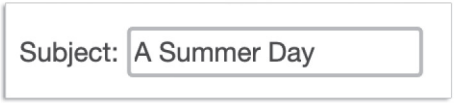


An example contact form, styled with CSS

fig. 97

A text input box

fig. 98



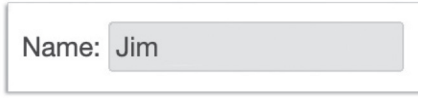
A text input box named "subject" filled in with the text "A Summer Day"

fig. 99

VARIOUS INPUT TYPES	
TEXT	
text	Generic text
number	Generic number (no letters allowed)
email	Email address
tel	Phone number
url	Website address (URL)
search	Search input (behaves like text)
password	Behaves like text but obscures characters for more secure entry
DATE AND TIME	
month	Provides for month and year input
week	Provides for week and year input
time	Provides for time input in `hh:mm:ss AM/PM`
date	Provides for `mm/dd/yyyy` input, adjusting for localized international variants
datetime-local	Provides for `mm/dd/yyyy` date and `hh:mm:ss AM/PM` time input, adjusting for localized international variants
MULTIPLE CHOICE / CHECK	
radio	Displays circular buttons to select from multiple options. Text for options is supplied via a `<label>` element. If selected by user, *value* attribute is sent to server. To force selection among multiple elements, give each input radio element the same *name* attribute.
checkbox	Displays a checkbox the user can toggle on and off. Text for the option is supplied via a `<label>` element, and the value is specified via the *value* attribute.

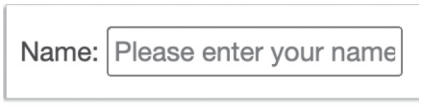
SUBMISSION	
button	Displays a button. The *value* attribute is displayed as the button text. By itself, it doesn't do anything, but when paired with JavaScript it can trigger action on the page.
reset	Displays a button that resets all input elements to their default or preselected values. Text on the button is taken from the *value* attribute. Use this element with caution on long forms, as accidentally clearing a long form can raise a user's blood pressure to dangerous levels.
submit	Displays a submit button, allowing for submission of the form given the *action* and *method* values.
image	Same as submit but the *src* attribute of the input element is used to specify the URL of an image to use instead of the submit button. You need to specify *width* and *height* attributes of the image.
SPECIAL PURPOSE	
range	Displays a slider allowing for a range of numbers. Requires *min* and *max* input attributes to be set with a minimum and a maximum number.
color	Provides a color selection box, allowing the user to specify a particular color. Value becomes the hex color code of the user-selected color.
file	Displays a file upload box, allowing the user to upload a file. Parsing of the file must be done by backend server code.
hidden	This input element is not displayed on the page. Instead, the *name* and *value* attributes are used to pass a variable to the processing page.

fig. 100



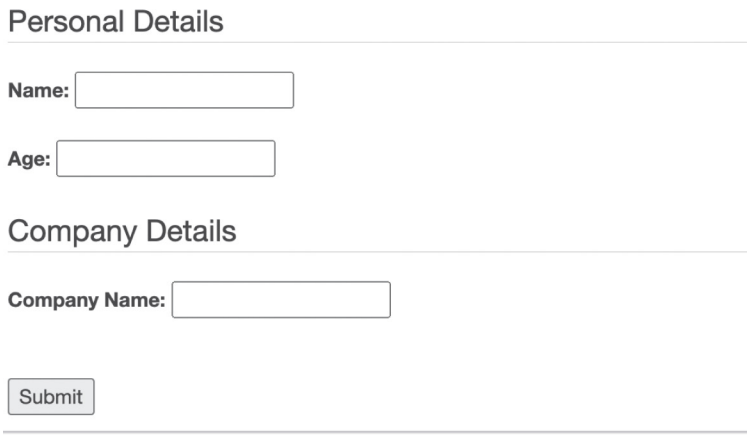
A disabled input text box

fig. 101



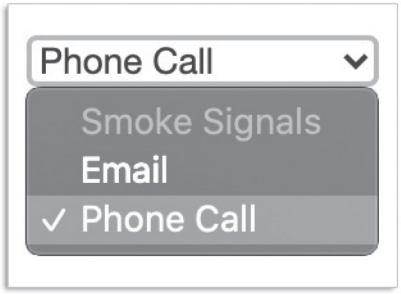
An input text box with a placeholder

fig. 102



Two groups of input elements separated by fieldsets with legends

fig. 103



A select box with a "selected" default value

fig. 104

Google Chrome displays this graphic pointing to the invalid field.

fig. 105

On an email field, Google Chrome will prompt the user to enter a valid email address.

CHAPTER 12
Cool Tricks

fig. 106

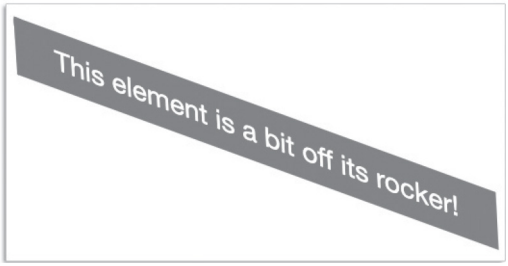
fig. 107

fig. 108

fig. 109

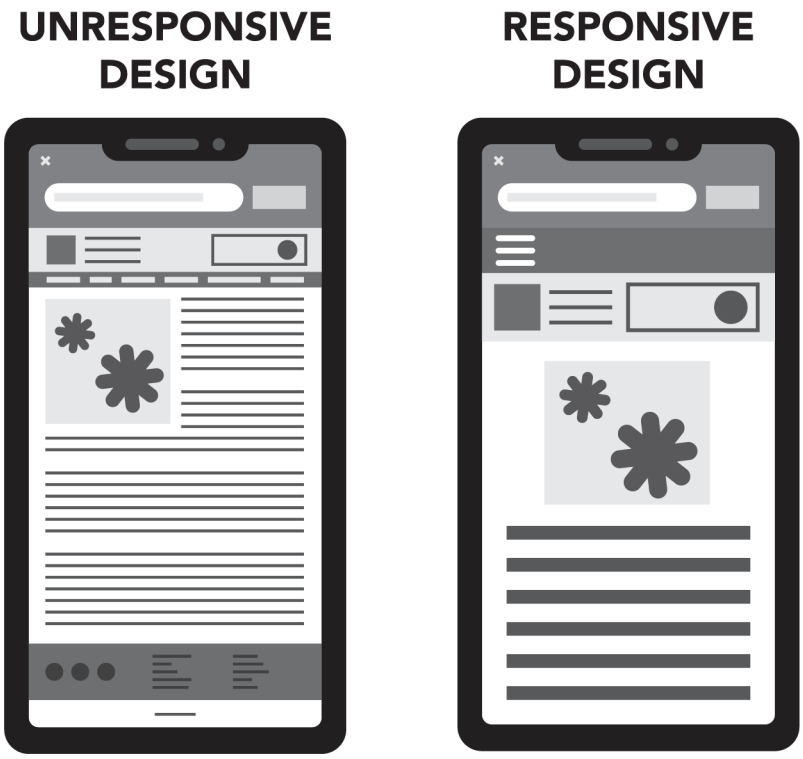
An image composed of sprite images as used in the ClydeBank Coffee Shop

fig. 110



CHAPTER 13
Media Queries

fig. 111

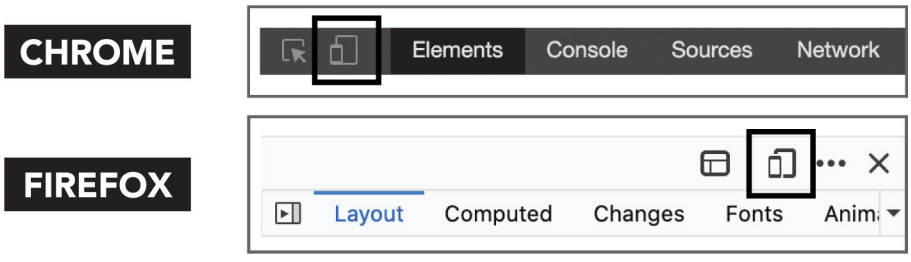


The difference between a responsive site and an unresponsive site

fig. 112

The hamburger menu

fig. 113

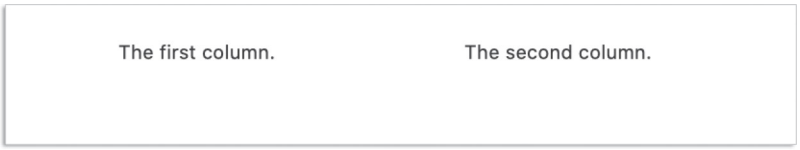


The toggle icon for the device toolbar in both Chrome and Firefox. (The design of this icon may change in future browser versions.)

fig. 114

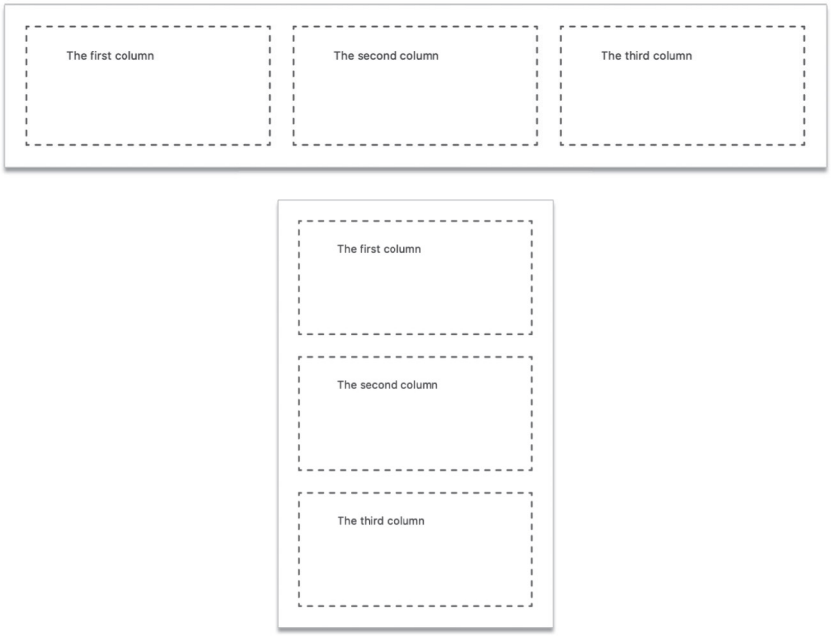
The responsive toolbar and view in Chrome

fig. 115



Web browser display of the container, row, and column layout

fig. 116

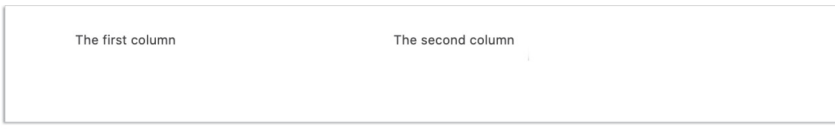


Columns will stack vertically when shown on a smaller screen.

fig. 117

Two Bootstrap rows, the first with two columns, the second with three

fig. 118



A Bootstrap row with two columns sized with numbers

fig. 119

	MAX CONTAINER WIDTH	CLASS PREFIX	OTHER
EXTRA SMALL <576px	None (auto)	`.col-`	**GUTTER WIDTH:** 30 px (15px on each side of column) ——— **NUMBER OF COLUMNS:** 12
SMALL ≥576px	540px	`.col-sm-`	
MEDIUM ≥768px	720px	`.col-md-`	
LARGE ≥992px	960px	`.col-lg-`	
EXTRA LARGE ≥1200px	1140px	`.col-xl-`	

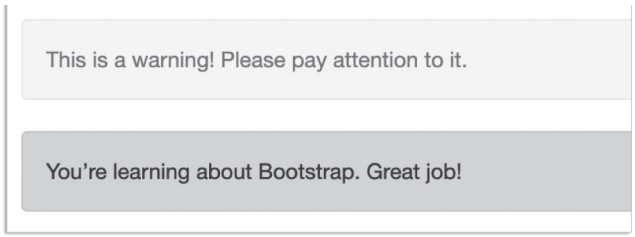
Bootstrap layout grid column classes

fig. 120

COLOR SCHEME	BACKGROUND	FOREGROUND	USE CASE
Primary	Blue	White	Brings attention to primary elements. Default buttons are often styled with the btn-primary class.
Secondary	Gray	White	Often used to visually deemphasize elements.
Success	Green	White	Denotes a successful operation. Commonly used with alerts via the alert-success class.
Danger	Red	White	Indicates something failed or is of great importance. Commonly used with alerts via the alert-danger class.
Warning	Yellow	Black	Warns the user about a potential issue.
Info	Cyan	White	Informs the user.
Light	Light Gray	Dark Gray	Provides a pleasing, softer palette for general information.
Dark	Dark Gray	Near White	Often used to provide a "dark" theme to an element.
White	White	Black	Provides a default color scheme.

Bootstrap color schemes

fig. 121

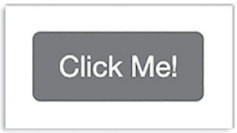


A warning alert and a success alert in Bootstrap

fig. 122

A badge used within an H4 tag. In this example, the badge will render with white text on a red background.

fig. 123



A primary-styled Bootstrap button

fig. 124

A `btn-sm` and a `btn-lg` button

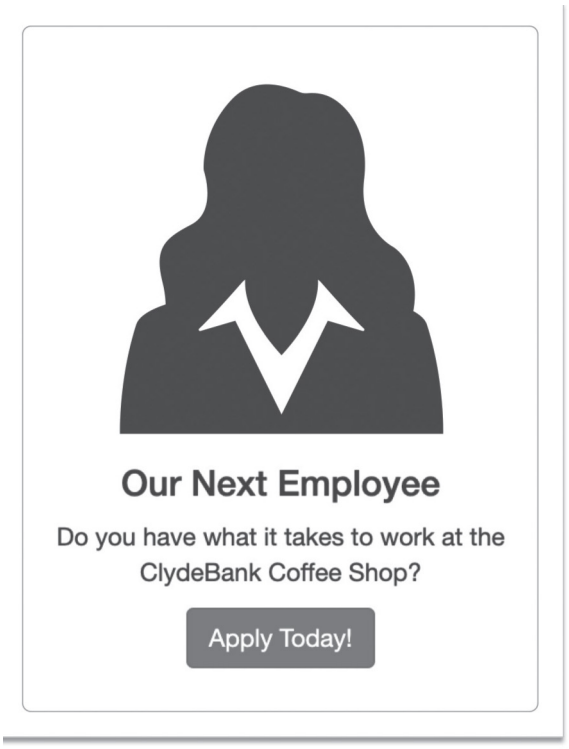
fig. 125

A `btn-outline` button styled with the primary color scheme

fig. 126

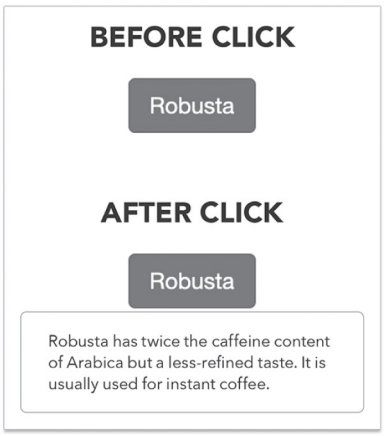
A simple example of the card component

fig. 127



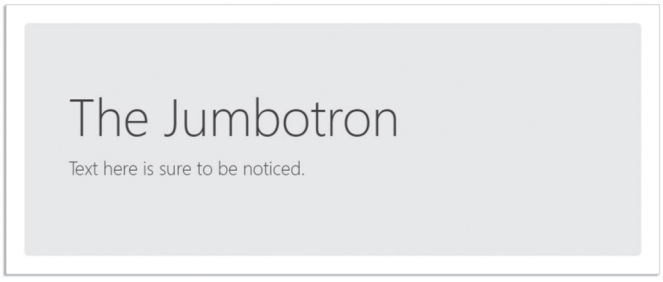
A card featuring an image, title, text, and button

fig. 128



The collapse component is applied to a button and is used to toggle the display of a card.

fig. 129

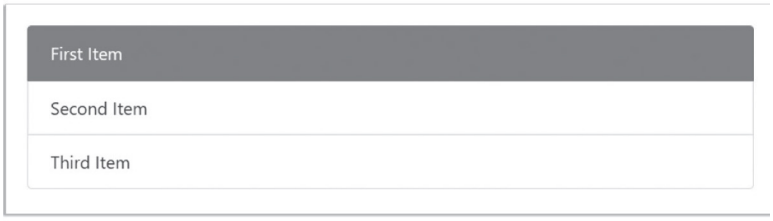


The jumbotron—a big sign your visitors won't miss

fig. 130

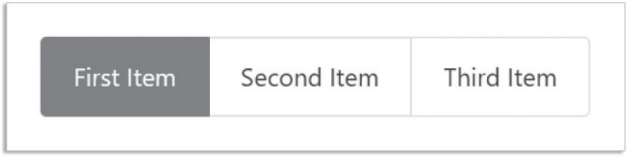
A basic list component example

fig. 131



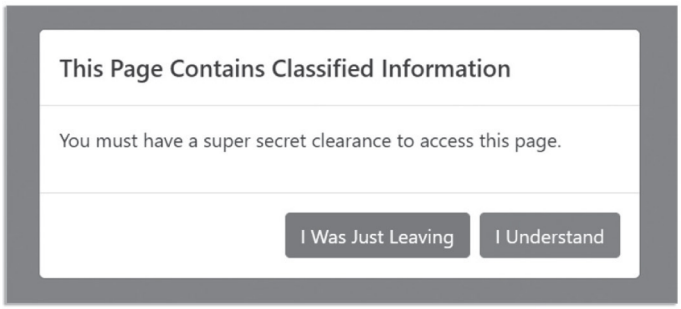
A list component example with an active item

fig. 132



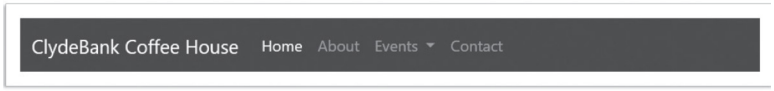
A list component example with an active item displayed horizontally

fig. 133



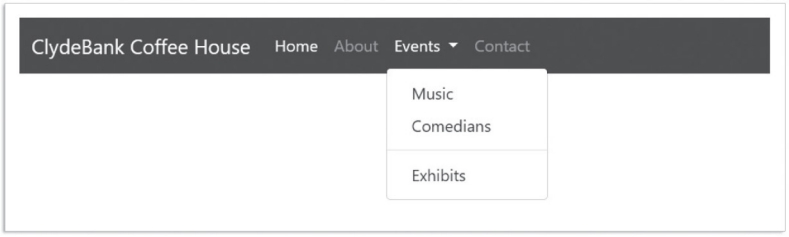
The modal dialog box that appears when the button is clicked

fig. 134



The Bootstrap navigation bar in desktop/laptop mode

fig. 135



The Bootstrap navigation bar in desktop/laptop mode after the events menu is opened

fig. 136

The Bootstrap navigation bar in mobile mode

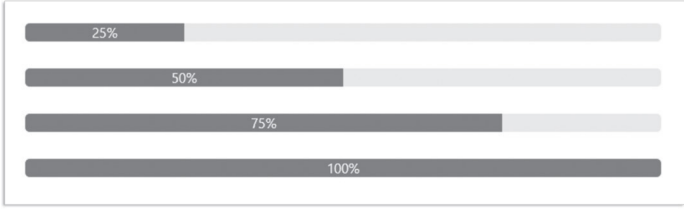
fig. 137

The Bootstrap navigation bar in mobile mode after the hamburger menu is clicked

fig. 138

The Bootstrap pagination component

fig. 139



Various scroll bar components

fig. 140

Year	Shirts	Shoes	Pants
2017	$420,392	$18,304	$34,912
2018	$480,221	$17,952	$36,112
2019	$491,919	$16,844	$46,924
2020	$501,029	$15,124	$39,947

The sales figure table from chapter 10 styled with the `table` class

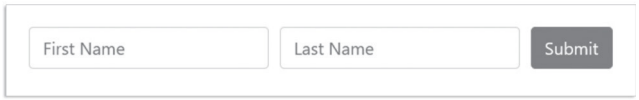
fig. 141

An img element with the rounded-circle class

fig. 142

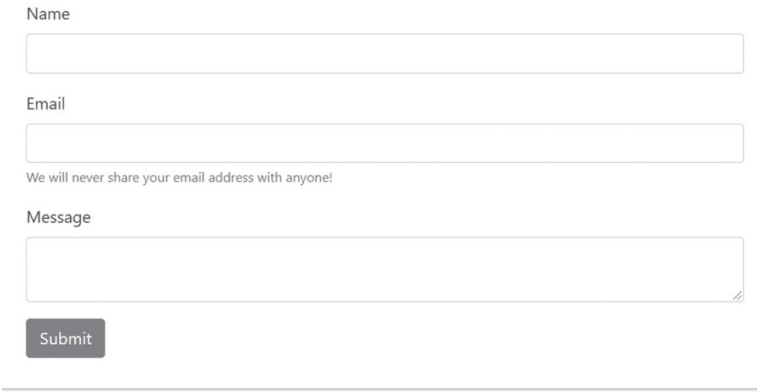
A simple Bootstrap contact form

fig. 143



An inline Bootstrap form

fig. 144

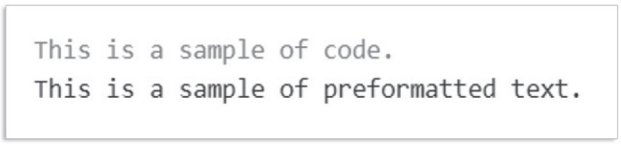


A contact form with help text below the email field

fig. 145

Bootstrap headings. It's difficult to tell in the image, but the text isn't exactly black—it's a slightly softened version of black.

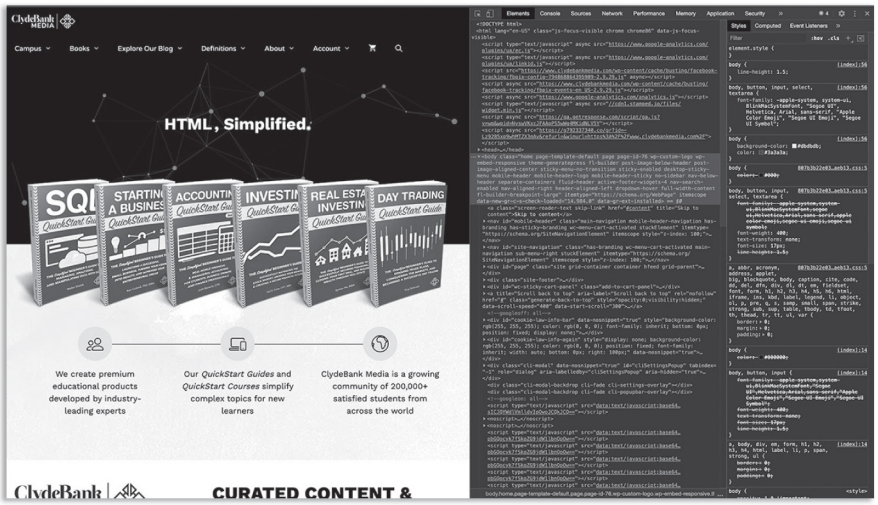
fig. 146



Bootstrap's enhanced `code` and `pre` elements.

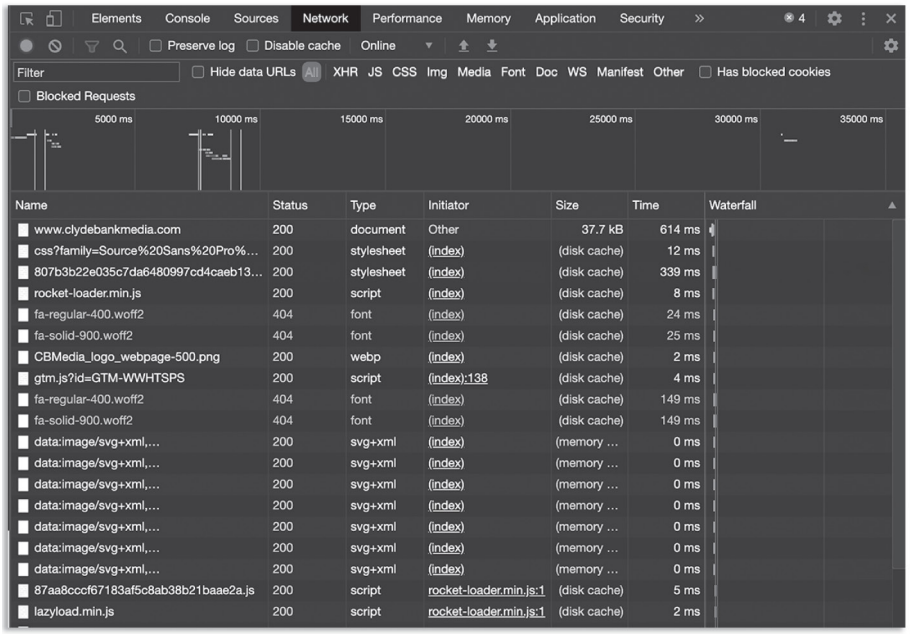
CHAPTER 15
Workflow

fig. 147



The Chrome inspector/development tools for debugging the ClydeBank Media home page

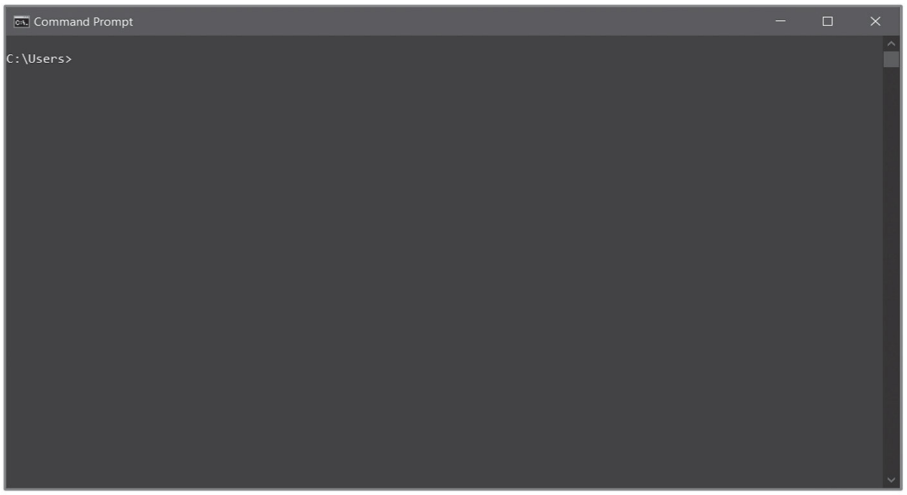
fig. 148



The Chrome inspector/development tools with the Network tab selected

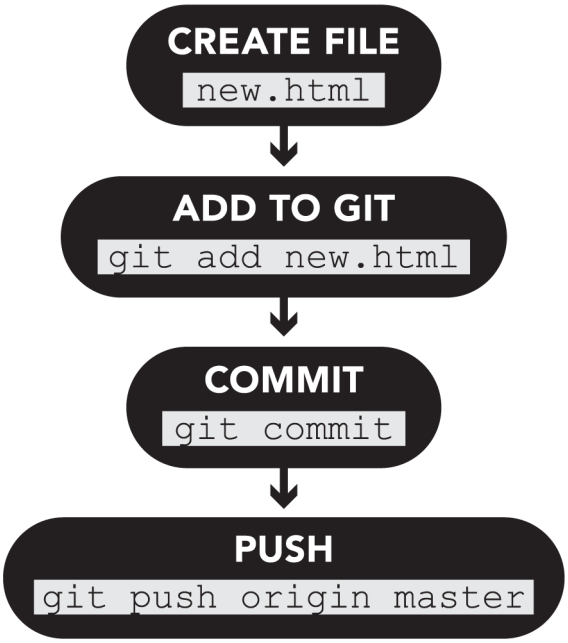
CHAPTER 16
Git

fig. 149



The Command Prompt window on Windows

fig. 150

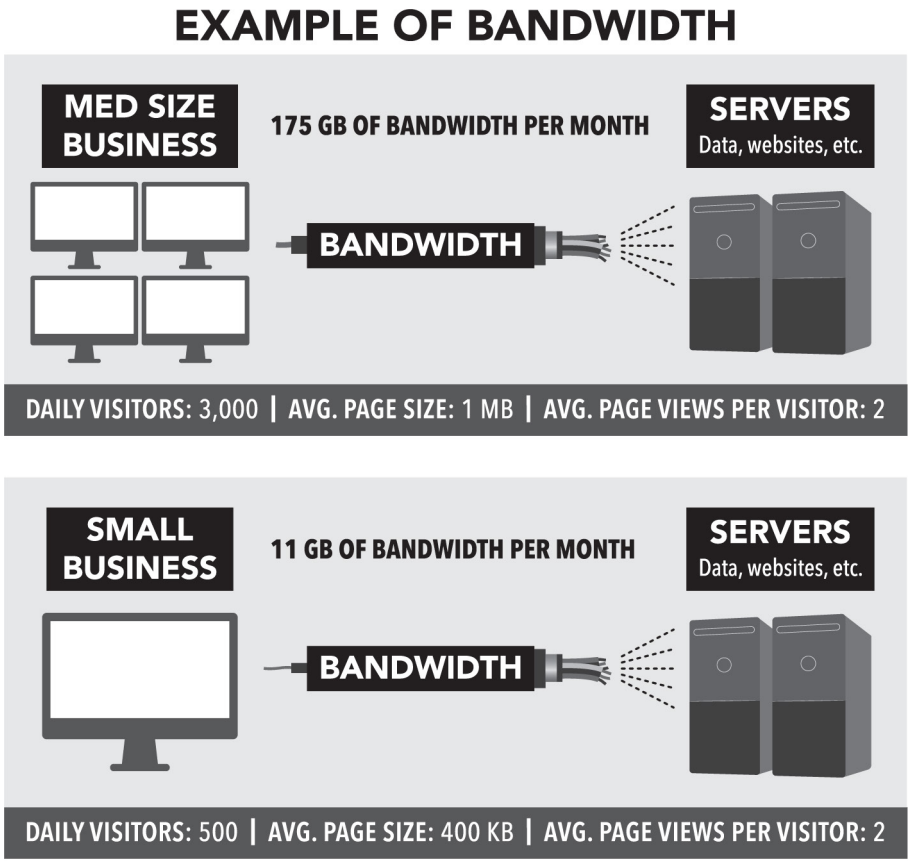


Appendix I

fig. 151

A sample comparative feature list for a website hosting service

fig. 152



Source: https://tools.pingdom.com/

fig. 153

UPTIME GUARANTEE	DAILY MAX	WEEKLY MAX	MONTHLY MAX	YEARLY MAX
99%	14m 24.0s	1h 40m 48.0s	7h 18m 17.5s	3d 15h 39m 29.5s
99.5%	7m 12.0s	50m 24.0s	3h 39m 17.5s	1d 19h 49m 44.8s
99.9%	1m 26.4s	10m 4.8s	43m 49.7s	8h 45m 57.0s

Appendix V

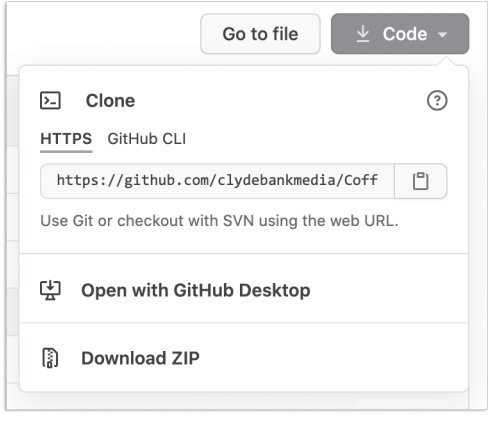
Coffee Shop Solutions

Downloading the Website from GitHub

To download the ClydeBank Coffee Shop website code, navigate in your browser to github.com/clydebankmedia/clydebank-coffee-shop.

Click on the green "↓ Code" button, then click "Download ZIP" to receive a ZIP file. Extract the ZIP file (usually by right-clicking the file in your file manager and clicking "Extract") (figure 154).

fig. 154



The GitHub code download dialog

Introduction: Adding an "About" Page

After you've extracted the website files from the ZIP file, open up the folder/directory. Copy (CTRL+C on a PC; CMD+C on a Mac) the `template.html` file, then paste the file (CTRL+V; CMD+V) back into the same directory. Select the newly created file (it might be named `template 2.html` or similar) and rename it to `about.html`. You're done.

Chapter 4: Adding a Description and Title

In chapter 4, we were tasked with adding a meta description tag in the header. Here's the completed code for your reference:

A-04.html

```
   <head>
      <meta charset="utf-8">
      <meta name="viewport" content="width=device-width,
initial-scale=1, shrink-to-fit=no">
      <title>ClydeBank Coffee Shop</title>
      <link rel="stylesheet" type="text/css" href="css/style.
css">
      <meta name="description" value="ClydeBank Coffee Shop
features premium coffee at an affordable price.">
   </head>
```

Be sure to always save your changes in the code editor.

You can open your browser and view the source (usually Ctrl+u) to verify that the changes were made. The title tag will show in the name of the tab in your browser.

Chapter 5: About Page

In chapter 5 in the section called "ClydeBank Coffee Shop: About Page" we added content and changed the title of the About page.

Here's the completed code for your reference:

about.html: Main Content Portion

A-05.html

```
   <main>
      <div class="container">
   <p> ClydeBank Coffee Shop welcomes you to our website. If
you're in the area, we kindly ask you to stop by and have a
cup with us.</p>
      </div>
   </main>
```

about.html: Title

A-06.html

```
   <head>
      <meta charset="utf-8">
      <meta name="viewport" content="width=device-width,
```

```
initial-scale=1, shrink-to-fit=no">
       <title>About ClydeBank S</title>
       <link rel="stylesheet" type="text/css" href="css/style.
css">
   </head>
```

Chapter 5: Navigation

In the "ClydeBank Coffee Shop: Navigation" section, we fixed issues with the navigation. Here's the completed code for your reference:

index.html

A-07.html

```
<div class="container">
   <ul>
       <li class="active"><a href="index.html">Home</a></li>
       <li><a href="about.html">About</a></li>
       <li><a href="event.html">Event</a></li>
       <li><a href="contact.html">Contact</a></li>
   </ul>
</div>
```

contact.html

A-08.html

```
<div class="container">
   <ul>
       <li><a href="index.html">Home</a></li>
       <li><a href="about.html">About</a></li>
       <li><a href="event.html">Event</a></li>
       <li class="active"><a href="contact.html">Contact</a></li>
   </ul>
</div>
```

event.html

A-09.html

```
<div class="container">
   <ul>
       <li><a href="index.html">Home</a></li>
       <li><a href="about.html">About</a></li>
       <li class="active"><a href="event.html">Event</a></li>
       <li><a href="contact.html">Contact</a></li>
   </ul>
</div>
```

A-10.html

about.html

```
<div class="container">
   <ul>
      <li><a href="index.html">Home</a></li>
      <li class="active"><a href="about.html">About</a></li>
      <li><a href="event.html">Event</a></li>
      <li><a href="contact.html">Contact</a></li>
   </ul>
</div>
```

Chapter 8: Look and Feel

In chapter 8, we removed the gray background and replaced it with a more coffee-friendly color scheme. We did this by editing the style.css in the CSS folder.

Here is the previous code, and the code that replaces it. Please note that these items are not in the right order, but rather placed throughout the file.

A-11.css

```
   header {
      background: #363F48;
      padding: 10px;
   }

   nav { background: #262d33; }

   nav li a {
      color: #AFB2B6;
      display: inline-block;
      padding: 10px 10px;
   }

   footer {
      background: #333;
      color: #fff;
      padding: 10px;
      height: 100px;
   }
```

The code should be changed to:

A-12.css

```
header {
    background: sienna;
    padding: 10px;
}

nav { background: saddlebrown; }
nav li a {
    color: white;
    display: inline-block;
    padding: 10px 10px;
}

footer {
    background: saddlebrown;
    color: #fff;
    padding: 10px;
    height: 100px;
}
```

Chapter 9: Advertisement

In chapter 9, we added an advertisement for free delivery on orders of $15 or more.

CSS

A-13.css

```
#top-announcement {
    position: relative;
    top: 0;
    right: 0;
    left: 0;
    background-color: yellow;
    text-align: center;
    padding-top: 3px;
    padding-bottom: 3px;
    color: black;
}
```

HTML

A-14.html

```
<div id="top-announcement">THIS MONTH ONLY: FREE delivery
on orders $15 or more!</div>
```

If you use the word "ad" in the id of this element, an ad-blocker may hide the div.

Chapter 11: Contact Form

In chapter 11, we added a contact form to the site. Here is the code to add to the `contact.html` page.

A-15.html

```
   <h1>Contact Us</h1>
   <form action="contact.html" method="POST">
      <label for="name">Name</label><br>
      <input type="text" name="name" required><br><br>
      <label for="email">Email</label><br>
      <input type="email" name="email" required><br><br>
      <label for="message">Message</label><br>
      <textarea name="message" rows="5" cols="60"
maxlength="2000" required></textarea><br><br>
      <input type="submit" name="submit" value="Send
Message">
   </form>
```

Chapter 12: Sprites

In chapter 12, we switched from separate image files to sprites. Included are the CSS modifications necessary to enable the sprite classes and changes to the HTML files necessary for their inclusion.

CSS

A-16.css

```
   /* Sprites */

   .sprite-palette {
      display: block;
      width: 40px;
      height: 40px;
      padding: 0;
      border: none;
      background: url('../images/sprite.png') 0 0;
   }
```

```
.sprite-guitar {
    display: block;
    width: 40px;
    height: 40px;
    padding: 0;
    border: none;
    background: url('../images/sprite.png') -40px 0;
}

.sprite-mask {
    display: block;
    width: 40px;
    height: 40px;
    padding: 0;
    border: none;
    background: url('../images/sprite.png') -80px 0;
}

.sprite-controller {
    display: block;
    width: 40px;
    height: 40px;
    padding: 0;
    border: none;
    background: url('../images/sprite.png') -120px 0;
}

.sprite-mic {
    display: block;
    width: 40px;
    height: 40px;
    padding: 0;
    border: none;
    background: url('../images/sprite.png') -160px 0;
}

.sprite-quill {
    display: block;
    width: 40px;
    height: 40px;
```

```
    padding: 0;
    border: none;
    background: url('../images/sprite.png') -200px 0;
}

.sprite-cup {
    display: block;
    width: 40px;
    height: 40px;
    padding: 0;
    border: none;
    background: url('../images/sprite.png') -240px 0;
}

.sprite-utensils {
    display: block;
    width: 40px;
    height: 40px;
    padding: 0;
    border: none;
    background: url('../images/sprite.png') -280px 0;
}

.sprite-milk {
    display: block;
    width: 40px;
    height: 40px;
    padding: 0;
    border: none;
    background: url('../images/sprite.png') -320px 0;
}
```

HTML

Use these `span` elements in place of `img` elements to display the appropriate icon.

A-17.html

```
<span class="sprite-palette"></span>
<span class="sprite-guitar"></span>
<span class="sprite-mask"></span>
<span class="sprite-controller"></span>
<span class="sprite-mic"></span>
```

```
<span class="sprite-quill"></span>
<span class="sprite-cup"></span>
<span class="sprite-utensils"></span>
<span class="sprite-milk"></span>
<span class="sprite-clydebank"></span>
<span class="sprite-bigcup"></span>
```

Chapter 12: Gradients

In chapter 12, we added a gradient to the header. The color choice is up to you, but a gradient from `sienna` to `chocolate` is shown below in Snippet_A-19.css.

The header background was originally defined with the following code:

A-18.css

```
header {
    background: sienna;
    padding: 10px;
}
```

The CSS rule is now changed to:

A-19.css

```
header {
    background-image: linear-gradient(sienna, chocolate);
    padding: 10px;
}
```

Chapter 12: Keyframe Animation

In chapter 12 we added an animation to display a panoramic image. This sets the background position to "left" at the start and "right" at the end. We don't need any math, which makes it easier to swap images in the future. We have specified a longer duration so the image does not move frantically, and we've set the iterations to infinite so it will continue to move. Normally, I'd advise against a constantly moving animation, but this one is subtle and less distracting than most. To account for the changes in direction, we apply the `ease-in-out` animation-timing function, which has a smooth start and finish with a slightly faster speed during the middle of the animation.

CSS

A-20.css

```
#coffeehouse {
    background-image: url("https://otherfiles-cbm.s3-us-
```

```
west-2.amazonaws.com/CoffeeShopImage.jpg");
       background-size: cover;
       width: 100%;
       height: 250px;
       animation-name: background-pan;
       animation-duration: 10s;
       animation-timing-function: ease-in-out;
       animation-iteration-count: infinite;
       animation-direction: alternate;
   }

   @keyframes background-pan {
       from { background-position: left; }
       to { background-position: right; }
   }
```

HTML

A-21.html

The main element already exists, so we'll just add id="coffeehouse" to it.

```
   <main id="coffeehouse">
```

Chapter 13: Going Mobile

In chapter 13, we explored media queries and ended the chapter with an exercise to make the ClydeBank Coffee Shop website look good on both laptop/desktop screens and phones, with a minimum and maximum screen width of 375 and 750 pixels, respectively.

This solution will be a bit unique in that there isn't necessarily one way to accomplish this task. Making a website look good is an entirely subjective task, so ultimately you will be the judge of your code on this exercise.

CSS

A-22.css

```
   @media only screen
   and (min-device-width: 375px)
   and (max-device-width: 750px) {

       /* Reduce padding in main element */
       main { padding: 5px; }

       /* Fix nav bar */
```

```
      nav { height: 35px; }
      nav ul { padding-top: 7px; }
      nav li { display: inline; }
      nav li a { color: white; }

      /* Add extra spacing between menu items */
      .menu-item {
         padding-top: 10px;
         padding-bottom: 10px;
      }
      .title-item h2 { font-size: 1em; }

      /* Fix add on item */
      .menu-item.additional-items h2 {
         padding-top: 10px;
         padding-bottom: 10px;
         width: 100%;
         float: none;
      }

      /* Reduce footer header size and add some padding */
      footer h2 {
         font-size: 1.4em;
         padding-top: 3px;
         padding-bottom: 3px;
      }

      /* Reduce size of footer text to avoid awkward
wrapping */
      footer li { font-size: 0.85em; }

      /* Add padding to bottom of footer */
      footer { padding-bottom: 5px; }
   }
```

GLOSSARY

10-K
Annual financial report that is required of publicly traded companies.

10-Q
Quarterly financial report that supplements the 10-K.

Ask price
The stock price at which a market maker can guarantee a transaction for a buyer. Think of an ask price as the amount someone is willing to immediately accept in order to buy a stock.

Bid price
The stock price at which a market maker can guarantee a transaction for a seller. Think of a bid price as the amount someone is willing to immediately accept in order to sell a stock.

Bond
An IOU issued by a government or private enterprise in exchange for cash. Bondholders (buyers) are paid interest at fixed intervals and rates and are repaid the bond's full principal amount at a future maturity date.

Bubble
When the price of stocks or other securities becomes inflated due to herd behavior and overzealous investor confidence not rooted in sound fundamental analysis.

Call option
An options contract that guarantees the option "owner" the right to purchase a stock at a specified price (strike price) before a specified expiration date.

Capital gain
A profit resulting from an investor's ownership in a stock or other investment that has increased in value and can be sold at a price higher than its original purchase price.

Capital structure
The way in which a company secures capital. The issuance of debt (bonds) and equity (stocks) are the primary methods of securing capital.

Corporate governance
The layout and functioning of a corporation's management, including a system of rules, control hierarchies, policies, values, shareholder interests, community, and other factors.

Correlation
The similar response of certain stocks to various outside factors, scored on a range from -1 to +1. Two stocks are perfectly correlated if they have a correlation value of +1. They are perfectly non-correlated if they have a correlation value of -1.

Cost basis
The cost basis for a stock is the original cost of obtaining the stock adjusted for income obtained through the stock, such as dividends, capital distribution, and any income gained from selling options on the stock.

Covered call
When a trader selling a call option owns the requisite shares in the underlying asset and is therefore able to readily produce the shares if the option is "called in."

Debt-to-asset ratio
Also known as "debt ratio," a ratio used to quantify the percentage of a company's assets that are financed by creditors.

Debt-to-equity ratio
A comparative measurement of the claims on a company's value exerted by creditors vs. the claims exerted by equity holders (shareholders).

Deflation
When fewer units of currency have the power to purchase more goods and services. Deflation results from a decline in available money supply.

Derivative
A security that derives its price from the price of other assets. Examples of derivative securities include options and commodities futures contracts.

Dividend
Cash payment issued by a company to its stockholders on a regular basis, usually quarterly.

Due diligence
The mandated inspection of a security by brokerages that must take place before the broker brings the security to market.

Earnings per share (EPS)
Total company profit divided by total outstanding shares.

Efficient market hypothesis (EMH)
The theory that all available information about a stock is reflected in its current price.

Equity
A party's ownership percentage in a business, corporation, or other property.

ETF (exchange traded fund)
ETFs are a pre-diversified, tradable security, but unlike mutual funds, ETF prices can fluctuate throughout the day. ETFs operate on the market in essentially the same manner as a stock.

Expense ratio
An annual fee charged by the managers of mutual funds or ETFs. Expense ratios account for administrative overhead and other fixed costs of managing the fund or ETF.

Foreign tax withholding
Taxes applied to investment income earned by nonresident investors.

Fundamental analysis
The evaluation of core quantitative and qualitative attributes defining the financial vitality of a security's underlying assets. In the case of stocks, the subject of a fundamental analysis would be the corporation or business that is issuing the stock.

Growth investing
Investing on the basis of a great story, inspired by companies that are making big splashes in relevant market sectors. Growth investors are open to investing in companies with higher levels of debt, higher P/E ratios, and lower earnings per share (EPS). Compare with "value investing."

Growth stock
A stock that may not have particularly competitive financials but is eagerly sought by the market nonetheless on the basis of anticipated growth rather than dividend income.

GTC limit order
A limit order that is "good till canceled." A GTC, unlike a regular limit order (see definition below) does not expire at the end of the trading day. GTC limit orders expire only after a specified period of days has elapsed or after the investor cancels them. A 60-day GTC limit order, for example, is good for 60 days or until canceled.

Hedge fund
Speculative, actively managed fund aimed at high-net-worth individuals. Hedge fund managers pursue aggressive growth through the use of derivative securities, short positions, and other forms of complex investment strategies.

Index fund
A mutual fund comprised of stocks that reflect the composition of a specific market index.

Index investing
Investing in a mutual fund or ETF comprised of stocks that reflect the composition of a specific market index.

Inflation
The decline of a currency's purchasing power.

Initial Public Offering (IPO)
The first open-market offering of equity shares in a newly public company.

Leverage
The application of borrowed capital for the purpose of acquiring investments for a greater return potential, albeit with a greater risk. Leverage can enhance returns and exacerbate losses.

Limit order
An order placed to buy or sell a stock if and only if the stock reaches a specified price. Limit orders are distinct from market orders in that there is no guarantee that the transaction will be executed. Unless the limit order is "GTC" (see definition above) it expires at the end of the current trading day.

Liquidity
A measure of how fast a stock or other asset can be turned into cash.

Long position
An investment whereby a return is realized if the purchased security gains value over time.

Long-term capital gain
Profit made from purchasing a security and holding it for at least a year before selling it for a gain. Long-term capital gains are taxed at the capital gains tax rate, which is generally favorable relative to the standard income tax paid on short-term capital gains.

Marketability
The ability to trade a stock or other asset at a given price at a given volume.

Market capitalization
Stock price multiplied by total shares outstanding. Market capitalization is used as a measurement of a company's overall size and total value.

Market correction
A sudden downturn in the market due to inflated stock prices and general overestimations of the market's strength.

Market maker
A firm that publicly quotes stock prices to the public. In order to ensure liquidity, market makers must be willing to buy and sell stock at the prices they quote.

Market order
An order to buy or sell stock whereby the broker commits to an immediate transaction at an available market price. Market orders are used when investors prioritize the immediate execution of a trade over the exact price of a trade.

Mutual fund
A professionally managed investment vehicle divided into shares and powered by investments in stocks, bonds, or other securities, and funded by shareholders.

Mutual fund load
The commission paid to an advisor or broker for researching and selecting a mutual fund on a client's behalf.

NAV (net asset value)
Used to measure the value of a mutual fund. NAV is the aggregate per-share value of all securities that comprise a mutual fund, minus expenses. NAV values do not fluctuate throughout the day like stock values but instead are priced once at the end of each business day to reflect the day's valuation change.

New York Stock Exchange
The largest stock exchange in the world, as determined by the combined total market capitalization values of the securities represented on the exchange.

Normal yield curve
The standard relationship between a bond's term and its yield. In a normal yield curve, the longer the bond's term (the more time allowed to pass before the bond's face value is returned to the investor) the higher its yield.

Over-the-counter (OTC) market
Trading venues that are networks of dealers. OTC markets are subject to fewer standards and regulations compared to centralized exchange markets but tend to be fair in transacting securities trades.

Part B prospectus
A secondary component of a mutual fund's prospectus that often includes important variable expense information and other data not found in the general prospectus. Part B prospectuses are usually not issued automatically. They often must be explicitly requested by the investor.

P/E (price-earnings) ratio
A stock evaluation metric that is calculated by dividing a stock's price by its earnings per share. Stocks with lower P/Es are considered "cheap." Stocks with higher P/Es are considered more expensive.

Prospectus
A report issued on behalf of a mutual fund disclosing the fund's strategy, goals, fixed expenses, and risks.

Put option
An options contract that guarantees the option "owner" the right to sell a stock at a certain price (strike price) before a specified expiration date.

Realized capital gain
When an investor sells out of an investment position at a profit: receiving more cash than what he originally paid to buy into the position. Also known as a "realized gain."

Rebalancing
The investor's periodic portfolio checkup, ensuring that asset ownership is proportioned evenly with no undue risk resulting from an over- or underabundance of one asset type or another.

REIT (real estate investment trust)
REITs are funds devoted to the acquisition and management of real estate assets for profit. REITs allow investors to own pieces of properties without having to hire a property management company or self-manage.

SEC (Securities & Exchange Commission)
The federal regulatory agency that oversees the buying, selling, and marketing of stocks, bonds, and other financial securities.

Security
A stock, bond, mutual fund, ETF, or other financial instrument that confers financial value to an extent determined by the market's demand.

Settlement date
Regarding the purchase or sale of a stock, the settlement date refers to the date on which the transfer of cash and legal stock ownership actually takes place.

Short position
An investment transaction whereby a gain is realized if the security loses value over time.

Short-term capital gain
Profit made from purchasing a security and then selling it for a gain within a year's time. Shortterm capital gains are taxed at your standard income tax rate.

Slippage cost
The difference between an investor's expected price when buying or selling a stock and the actual price paid or received for the stock. Slippage is the result of swift market changes that may transpire between the investor's placement of an order and the broker's execution of that order. Instances of slippage are usually witnessed following the execution of a market or stop-loss order.

Socially responsible investing
The selection of investments on the basis of moral values and/or positive civic, humanitarian, or environmental mplications, in addition to financial return potential.

Stock
Equity shares issued by a business or corporation in exchange for capital to further fund business development and growth.

Stock market index
A measurement based on certain attributes of a qualified assortment of stocks. Stock market indexes are used to track the overall performance of various sections of the market. Examples include the Dow Jones Industrial Average, the Nasdaq, and the S&P 500.

Stock split
When a company divides its shares so that each outstanding share is suddenly worth two shares, three shares, or some other multiple. Theoretically, the stock's price will decrease in proportion to the split, but oftentimes the market will try to buoy the stock back toward its pre-split price.

Stop-limit orders
An order to buy or sell a stock in the event that it drops below (or climbs above) a specified price (known as the "stop price"). Stop-limit orders trigger a limit order (see definition) when the stop price is reached.

Stop-loss order
An order to buy or sell a stock in the event that it drops below (or climbs above) a specified price (known as the "stop price"). Stoploss orders trigger a market order (see definition) when the stop price is reached.

Tax-loss harvesting
Refers to selling a security at a loss in order to offset income and or capital gains from the sale of other securities.

Technical analysis
Distinct from fundamental analysis, technical analysis is the evaluation of a stock or other security on the basis of its behavior in the market. Technical analysis concentrates on the perceived trends and patterns that affect a stock's price, whereas fundamental analysis is immediately focused on the vitality (financial and otherwise) of the company itself using financial statements and other reported financial data of the company.

Term
A specified period of time that a bondholder must wait until the bond's principal (face value) is returned. The bondholder is paid interest throughout the term. (Also known as "maturity date")

Trading volume
The total quantity of stock shares being traded during a given time interval.

Unrealized capital gain
Also known as an "unrealized gain," an investment position that has appreciated in value and is still being held by the investor. An "unrealized gain" becomes a "realized gain" when the investor sells out of the position in exchange for cash.

Value investing
Investing on the basis of sound financial fundamentals. Value investors invest in companies that consistently turn profits, pay dividends, have low debt, and are undervalued compared to competitors in the same industry.

Value stock
Stock whose valuation will hold up amid the scrutiny of fundamental analysis (see definition above). Value stocks have low P/E ratios, competitive yield, and reasonable debt levels. And they are undervalued compared to competitors in the same industry.

Volatility
The degree to which a stock or other asset's price is subject to fluctuation. Measurements of volatility may also be applied to markets as a whole. Volatility encompasses not only downside market movement but upward movement as well.