




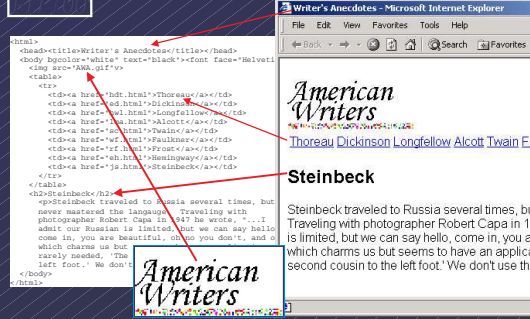

Hypertext Markup Language

HTML is the language of Web pages

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Web Pages in HTML

HTML Structure


All HTML files use the same structure:

```

<html>
  <head>
    <title>Name of Page Goes Here
  </title>
  Heading content goes here
  </head>
  <body>
    Body content goes here
  </body>
</html>

```

Web page content goes in the body



First HTML Web Page

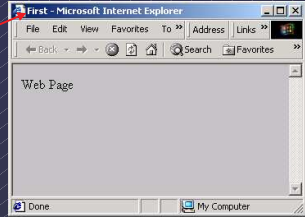

This HTML produces this result

```

<html>
  <head>
    <title>First
  </title>
  </head>
  <body>
    Web Page
  </body>
</html>

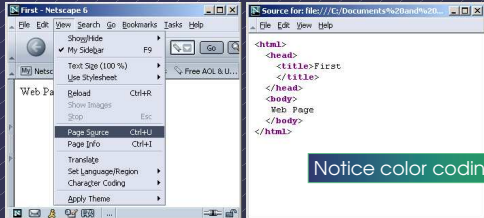
```

Content → Web Page





The Source

The HTML code producing a page is the source... which can always be viewed



Notice color coding

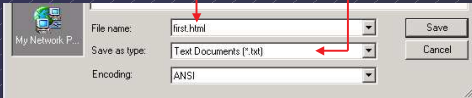


HTML Must Be Text

Word processors (recall Chap. 2) insert formatting tags, confusing browsers

- Create source in NotePad, etc.
- Save in Text or txt format
- Save with file extension .html

Avoid Confusion





Illustrate the Process

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Illustrate the Process

```

<html>
<head><title>Party Time</title>
</head>
<body bgcolor="white">
<h2>I'm thinking ...</h2>
<h1> I need downhill skiing!!! </h1>
</body>
</html>

```

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Add An Image

Images are encoded two ways:

- GIF -- Graphics Interchange Format -- is for diagrams and simple drawings
- JPEG -- Joint Photographic Experts Group -- is for high resolution photos, complex art
- The encoding is given in the file extension

• Image tags for placing images

```

```

tag attribute name (source) path name to file

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Illustrate the Process

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Illustrate the Process

```

<html>
<head><title>Party Time</title>
</head>
<body bgcolor="black">
<font color="white">
<h2>I'm thinking ...</h2>
<h1> I need downhill skiing!!! </h1>
<hr>

</body>
</html>

```



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File Structure

The path must say how to reach the file

- When the file is in the directory as the web page, just give the file name, `ski.jpg`
- If the file is in a subdirectory, say how to navigate to it, `pix/ski.jpg`
- If the file is in a superdirectory, move up using dot-dot notation, `../ski.jpg`

The most common reason that an image is not displayed is the path is wrong ... check!

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Illustrate

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Illustrate

The file is accessed from the same directory, from a subdirectory and from the containing directory

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Summary

Web pages are written in HTML

- The files must be text
- The file extension must be `.html`

Tags enclose content like parentheses

- Control look with attributes on tags

Use a change-and-test process

Images have two formats and explicit paths

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