

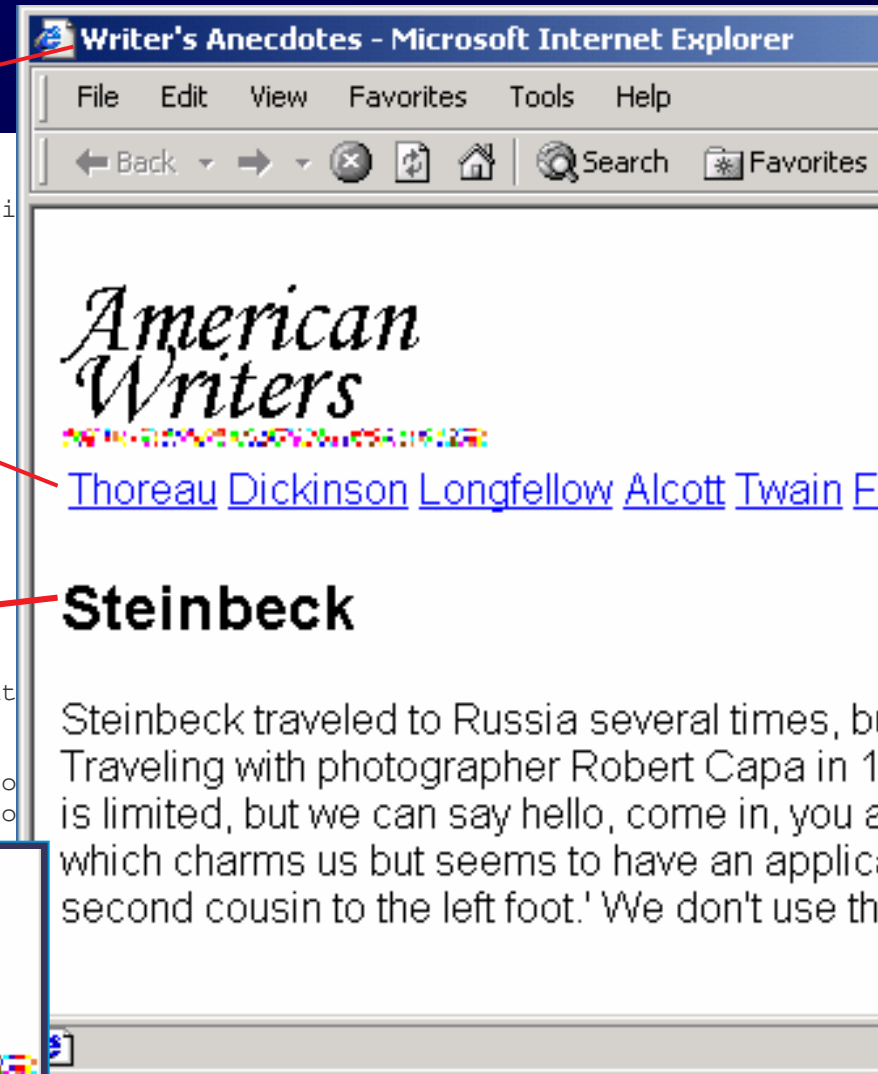


Hypertext Markup Language

HTML is the language of Web pages



Web Pages in HTML



```
<html>
<head><title>Writer's Anecdotes</title></head>
<body bgcolor="white" text="black"><font face="Helvetica"
  
  <table>
    <tr>
      <td><a href="hdt.html">Thoreau</a></td>
      <td><a href="ed.html">Dickinson</a></td>
      <td><a href="hw1.html">Longfellow</a></td>
      <td><a href="lma.html">Alcott</a></td>
      <td><a href="sc.html">Twain</a></td>
      <td><a href="wf.html">Faulkner</a></td>
      <td><a href="rf.html">Frost</a></td>
      <td><a href="eh.html">Hemingway</a></td>
      <td><a href="js.html">Steinbeck</a></td>
    </tr>
  </table>
  <h2>Steinbeck</h2>
  <p>Steinbeck traveled to Russia several times, but
  never mastered the language. Traveling with
  photographer Robert Capa in 1947 he wrote, "...I
  admit our Russian is limited, but we can say hello,
  come in, you are beautiful, oh no you don't, and o
  which charms us but seems to have an applica
  rarely needed, 'The
  left foot.' We don't
  </body>
</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

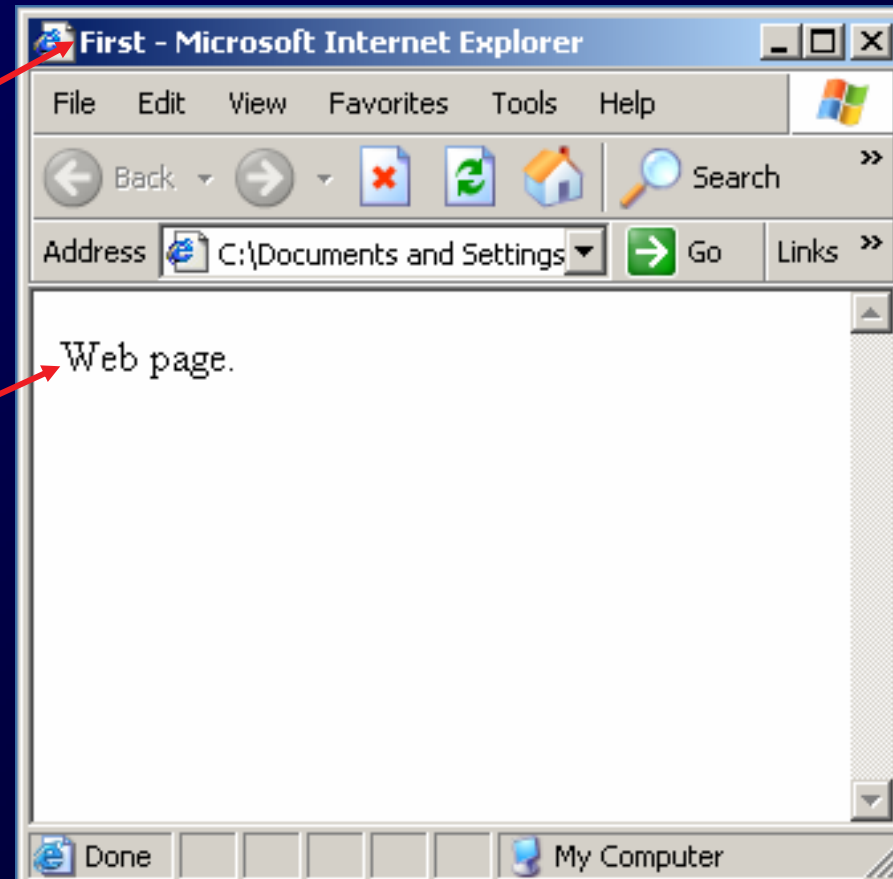


First HTML Web Page

This HTML produces this result

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

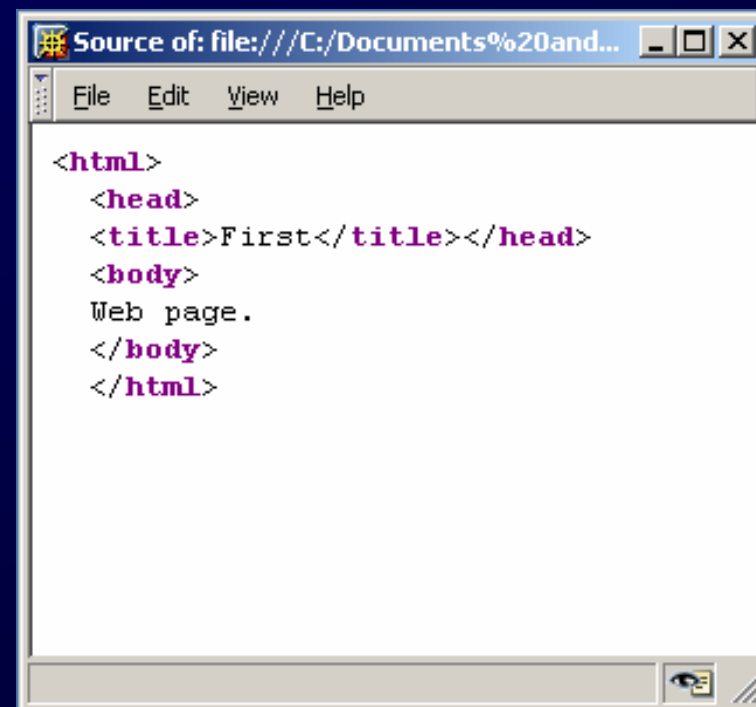
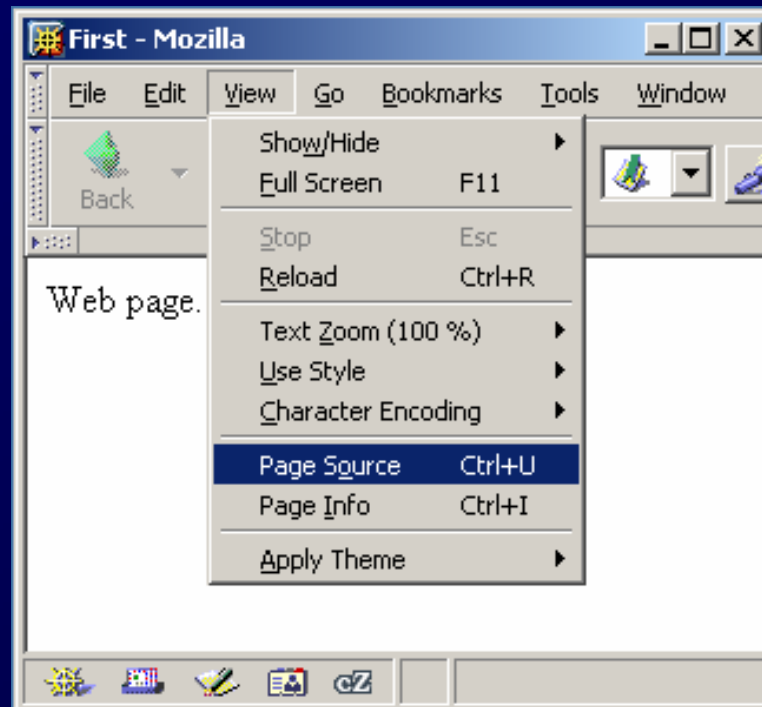
Content





The Source

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



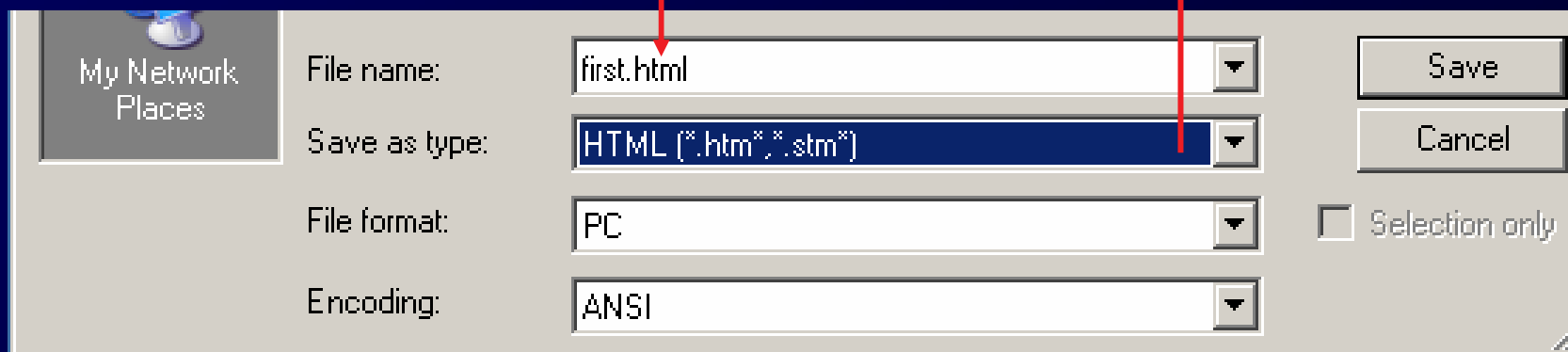


HTML Must Be Text

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

- Create source in TextPad, etc.
- Save in HTML or text format
- Save with file extension .html

+ Avoid
Confusion





Tags for Various Structures

HTML provides tags for common formatting needs:

- * **<title>** page title
- * **<p>** paragraph
- * **<h1>-<h8>** headings get smaller w/ gtr num
- * **<hr>** horizontal line
- * **<i>** italics
- * **** bold

Some Tags Take Attributes:

- * **<font**
 face = "helvetica"
 color = "white" >
- * **<p**
 align = "right" >
- * **<body**
 bgcolor = "white"
 text = "black"
 link = "red" >



Illustrate the Process



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>
```



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



Illustrate the Process



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>
```

I'm thinking ...

I need downhill skiing!!!





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!



Illustrate



Illustrate

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



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