



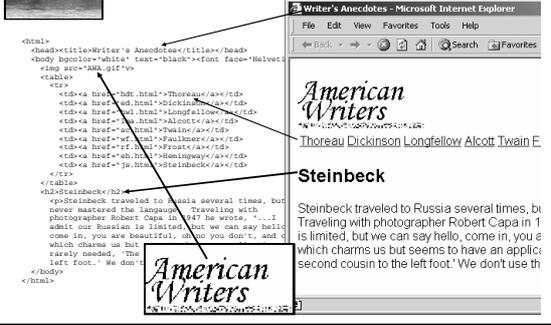
Hypertext Markup Language

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

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First HTML Web Page

This HTML produces this result

```

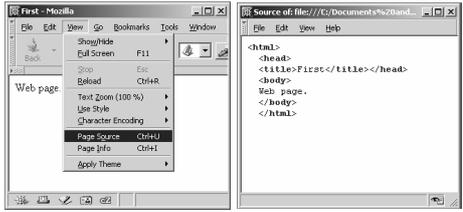
<html>
  <head>
    <title>First
  </title>
  </head>
  <body>
    Web Page.
  </body>
</html>

```




The Source

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



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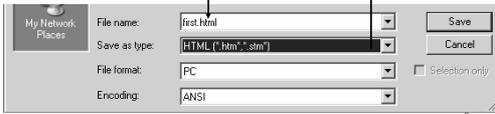


HTML Must Be Text

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/ gr 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" >

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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>

```

I'm thinking ...
I need downhill skiing!!!



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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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