# COMS 359: Interactive Media



Review
HTML

Introduction
Structure

Preview



## gunkelweb.com/coms359

COMS



#### Interactive Media Production I

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# Introduction World Wide Web vs. Internet

## Internet

- Developed by DARPA in the 1960's
- Privatized in the mid-1980's
- Global network of computer networks

# Introduction World Wide Web vs. Internet







http://www.internetlivestats.com

#### Web Documents

# HTML

*Hypertext Markup Language* A set of markup tags used to define the content, layout and the formatting of a web document.

# CSS

Cascading Style Sheets

A style sheet language used to describe the presentation semantics (that is, the look and formatting) of a document written in a markup language, like HTML.



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	10		originally introduced by Ted Nelson in the mid 1960's for the Xanadu project.
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	among other things, hypertext-a method for linking documents that was
	originally introduced by Ted Nelson in the mid 1960's for the Xanadu project.
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	is release to users of the Internet. And its development from this point
	forward is overseen and guided by the World Wide Web Consortium or W3C-an
	international standards organization headed by Berners-Lee.
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## • HTML & CSS

- Negative Characterization
  - Not a programming language like VisualBasic, C, C#, C++, Java, etc.
  - Not a WYSIWYG or page description language (word processors)

#### – Positive Characterization

• Markup Languages that are interpreted in the browser and control the content, structure and appearance of information

## • HTML & CSS

- Hypertext
  - Invented by Ted Nelson (1960)
  - Text w/in a page that permits linking to other pages.
  - Interconnected information
  - Berners-Lee included this concept in his original design for Web



Ted Nelson



## • HTML & CSS

- Open Standard / non-proprietary
- Portable or platform independent
  - Runs on a number of different kinds of computers running a number of different operating systems
  - Not limited to one kind of computer platform but can be utilized across platforms
  - Consequently, the HTML/CSS you write on a Windows PC will work in iOS, MacOS or Linux



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		re of pages using "markup." The "elements" of "paragraphs " "lists " "tables " and so on	fthe			

#### What is XHTML?

XHTML is a variant of HTML that uses the syntax of XML, the Extensible Markup Language. XHTML has all the same elements (for paragraphs, etc.) as the HTML variant, but the syntax is slightly different. Because XHTML is an XML application, you can use other XML tools with it (such as XSLT, a language for transforming XML content).

#### Markup CSS ----

http://www.w3.org

#### • Editor vs. Browser

- HTML/CSS is written in a text editor
- HTML/CSS is viewed in a Web Browser
- Document vs. Page
  - A *document* is what you create in the Editor
  - A page is what you see when a document is displayed in the Browser

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<h1>First Web Page</h1>	Boodmon

, → This is my first web page. I know it's not very impressive just yet, but you've got to start somewhere. At some point in the not too distant future, I'll look back on this simple page and say "That's where it all started." And at that time I will, no doubt, be rich and successful beyond my wildest dreams. And to think it all started with this simple exercise.

</body> </html>



First Web Page

This is my first web page. I know it's not very impressive just yet, but you've got to start somewhere. At some point in the not too distant future, I'll look back on this simple page and say "That's where it all started." And at that time I will, no doubt, be rich and successful beyond my wildest dreams. And to think it all started with this simple exercise.



#### **Uniform Resource Locator**

- Address or location of a specific web resource
- Format of URLs

- protocol://domain/path/filename
- <u>http://www.niu.edu/info/index.html</u>
- URLs reference IP numbers
  - IP number: 136.34.98.01
  - Index maintained by DNS
  - Identify location of web page



#### Web Browser You request a Web page or file in your Web browser.

#### **Domain Name Service**

DNS checks the domain name of the Website you entered and finds the address of its Web server.

#### Hosted Web Server

The site's Web server sends back the data for the requested Web page or file.

## • View Source

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	: View Help Html Validator
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	<head></head>
	<pre><meta charset="utf-8"/></pre>
	<meta content="Apple Inc." name="Author"/>
	<pre><meta content="width=1024" name="viewport"/></pre>
	<meta content="IE=EmulateIE7, IE=9" http-equiv="X-UA-Compatible"/>
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	<body class="home" id="home"></body>
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# Instructional Procedure Begin with HTML

- Learn to use HTML to markup page content and structure
- Project One will be an HTML project
- Begin CSS in October
  - Learn to use CSS to style HTML
  - Projects Two and Three will be HTML/CSS







HTML code (in blue) is made up of characters that live inside angled brackets—these are called HTML elements. Elements are usually made up of two **tags**: an opening tag and a closing tag. (The closing tag has an extra forward slash in it.) Each HTML element tells the browser something about the information that sits between its opening

- 🗆 ×



#### <html> Element

Contains everything in the HTML document



#### <head> Element

Defines the document head and contains the <title> element

This information is NOT seen in the browser window



#### <body> Element

Contains everything that is seen in the browser window



#### <h1> Element Defines a page heading

# **> Element**Defines a paragraph



### • HTML Tags





Browsers do not display the HTML tags but interpret the tags to define the appearance of content situated between the open and closing tags.

Tags have predefined, default appearances that are rendered in the browser.

Tags are generally written in lower case (but upper case will still work in the browser).



# Attributes align="center">

Attributes allow designers to code changes to the default appearance of a tag

Attributes are made up of a NAME and a VALUE. The value is associated with the name by an equals sign and contained by quotation marks.

The attribute name and value are placed only in the opening tag of an element.

## • Evolution of Tags

- <u>New</u> = tags recently introduced by the W3C; may not be compatible with the current browsers
- <u>Deprecated</u> = tags that are on their way out; may still be used but should begin to replace them with new tags
- -<u>Obsolete</u> = tags that should no longer be used

## • Writing vs. Viewing

- HTML is written in a *Text Editor* and viewed with a
   *Web Browser*
- Work with two windows and switch between them
  - Write HTML in your Text Editor
  - View the results in the Web Browser

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#### Text Editors

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NotePad++



#### **Text Wrangler**

#### Browsers



This is my first web page. I know it's not very impreyou've got to start somewhere. At some point in the I'll look back on this simple page and say "That's w First Web Page And at that time I will, no doubt, be rich and succes wildest dreams. And to think it all started with this s



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#### **First Web Page**

This is my first web page. I know it's not very impressive just yet, but you've got to start somewhere. At some point in the not too distant future, I'll look back on this simple page and say "That's where it all started." And at that time I will, no doubt, be rich and successful beyond my wildest dreams. And to think it all started with this simple exercise.

got to start somewhere. At some point in

back on this simple page and say "That's where it all started." And at that time I will, no doubt, be rich and successful beyond my wildest dreams. And to think it all started with this simple exercise.

Safari

🕘 Done

**MS-IE** 

Done



### Process

- Write document in text editor
- Save document with an .html file extension
- Toggle (Alt-Tab) to Web Browser
- Open file in Web Browser to view the page
- Go back to Text Editor to make changes

#### 1. **<html>**

Identifies the document
Attributes

dir = ltr or rtl
lang = abbreviations ISO 639
version - now deprecated

First and last tag on the page

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						-

#### 2. <head>

- Attributes dir & lang,
- Contains the other tags that make up the header
- Head must contain the <title> but can also have a number of other tags:

<base> <basefont> <isindex> <link>

<nextid> <style> <script> <meta>

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ntmi		

#### 3. <title>

- Attributes dir & lang
- Situated in <head> container
- Identifies the title of the page
- Title is contained between the <title> </title> tags
- Title is not displayed on the page. It is displayed in ID bar and used for
  - Bookmarks/Favorites
  - History List

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<head></head>	
<title>My First Web Page</title>	

#### 4. **<body>**

Several attributes
 bgcolor
 background
 text
 link

- The <body> contains the Content of the web page

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File Edit Format View Help <html> <head> <title>My First Web Page</title> </head> <body> This is my first web page. It is written in HTML or Hypertext Markup Language. HTML is the core technology of all web content. Everything on the web, whether it be a simple page like this or something more complicated, uses this approach. As you can see from the source code, HTML employs tags. The tags are written with brackets and surround text data. It might look complicated, but it is</body></html>	
	This is my first web page. It is written in HTML or Hypertext Markup Language. HTML is the core technolog of all web content. Everything on the web, whether it be a simple page like this or something more complicated, uses this approach. As you can see from the source code, HTML employs tags. The tags are written with brackets and surround text data. It

</body> </html>

## Viewing the first page 1) Save the document

- File/Save As
- Save as Type: Text Document
- Name: page1.html
- Drive: removable media

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Viewing the first page2) Launch the file in the Web Browser

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This is my first web page. It is written in HTML or Hypertext Markup Language. HTML is the core technology of all web content. Everything on the web, whether it be a simple page like this or something more complicated, uses this approach. As you can see from the source code, HTML employs tags. The tags are written with brackets and surround text data. It might look complicated, but it is something anyone can learn to do.

#### page1.html

- Attributes of <body>
  - bgcolor
    - Alters the background color of the page
    - Default value = white
  - -text
    - Alters the color of the text on the page
    - Default value = black

- Designating values for color (3 methods)
  - Color Names
    - 147 predefined color names recognized by browsers
    - i.e. white, black, green, blue...
  - RGB values (only works with CSS)
    - Indicate the intensity of each primary color using integers
    - 24 bit color; 16+ million different possibilities
    - i.e. rgb(100,256,0)
  - Hexadecimal Code
    - Indicate the intensity of each primary color using hex numbers
    - 24 bit color; 16+ million different possibilities
    - i.e. #ff9a07

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<pre>3 <title>My First Web Page</title></pre>	
4 <sup>-</sup>	
5	
6 = <body bgcolor="#000000" text="#ffffff"></body>	
7	
<sup>8</sup> This is r or Hypertext Hoyadacimal Code	

or Hypertext technology of web, whether something mo you can see tags. The ta surround tex it is someth

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10 </body> 11 </html>

9

11

length : 560

#### Hexadecimal Code

Designate color by specifying a value for Red, Green and Blue; code 2 million possibilities **ff ff ff** Use two characters to specify values ranging from 0 (no color intensity) to 255 (full color intensity)

Because we can only use two characters, use a base 16 numbering system called hexadecimal numbering; use the characters 0-9 and a-f

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	#FFCC00	#CC99FF	#9999FF	Tip: See color combinations by dicking on a link beside "Generate Color Scheme"	
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https://www.wired.com/2010/02/color\_charts/



# Preview

Texts & Lists
Duckett - ch. 2 (41-60)
Duckett - ch. 3 (62-72)

# Final Note

- "Practice makes Perfect"
   Review class exercises
  - Play with HTML
- Text Editors
  - Notepad++ or Text Wrangler
  - Notepad for Windows
  - Do not use MS-Word or other word processing programs