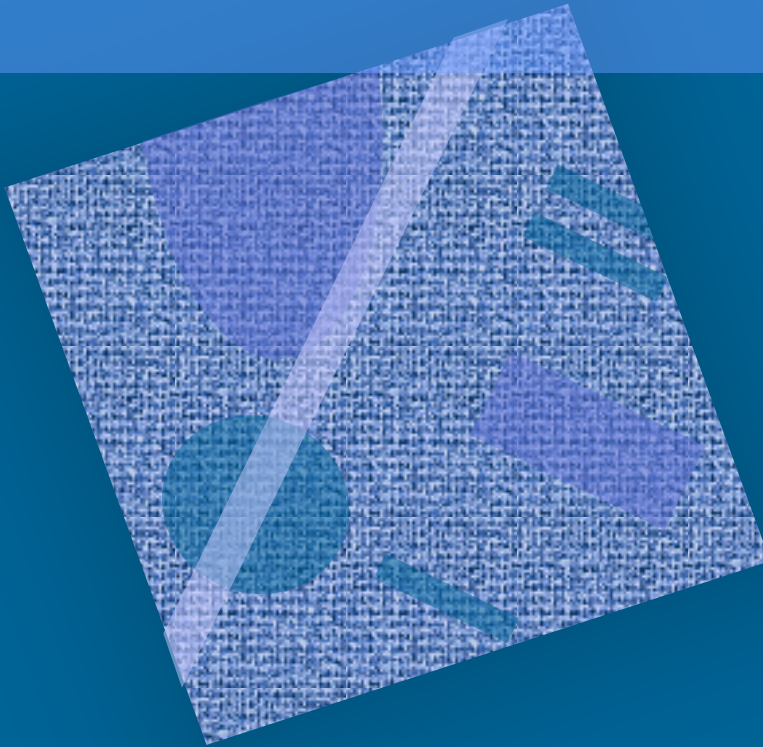


COMS 359: Interactive Media

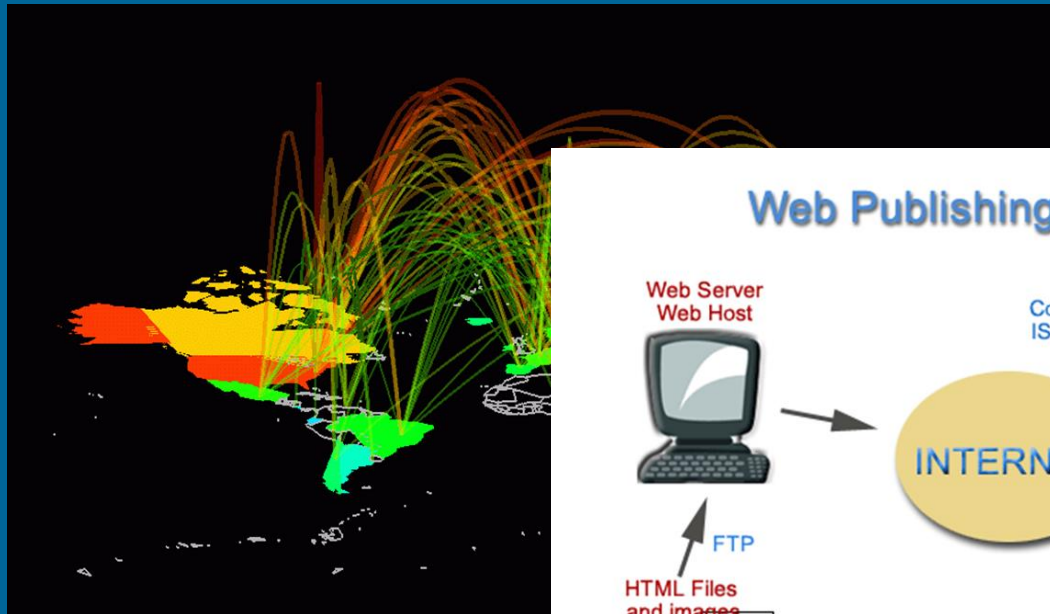


Agenda

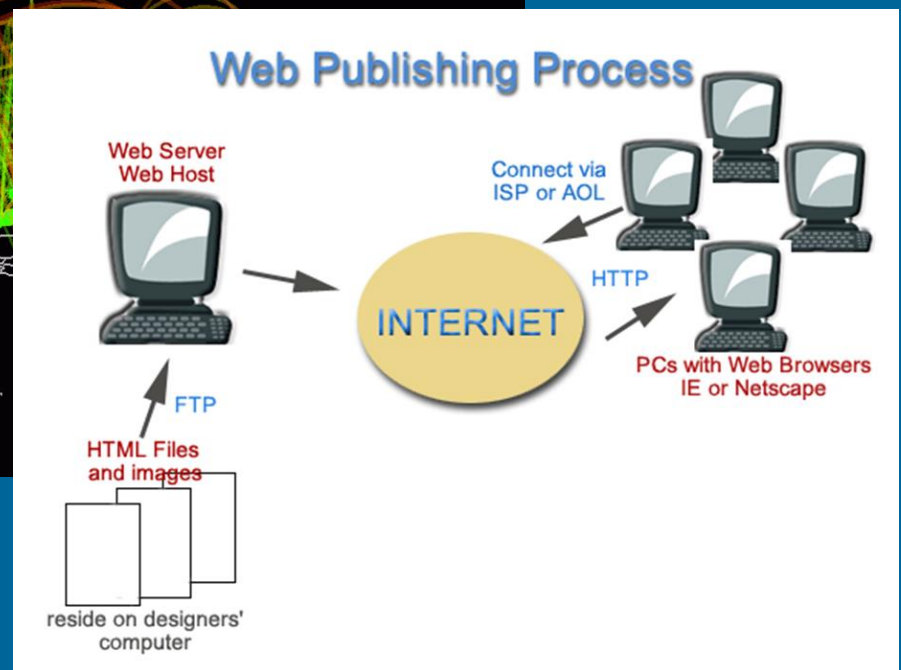
- Review
- Text
- Lists
- Preview

Review

- Introduction



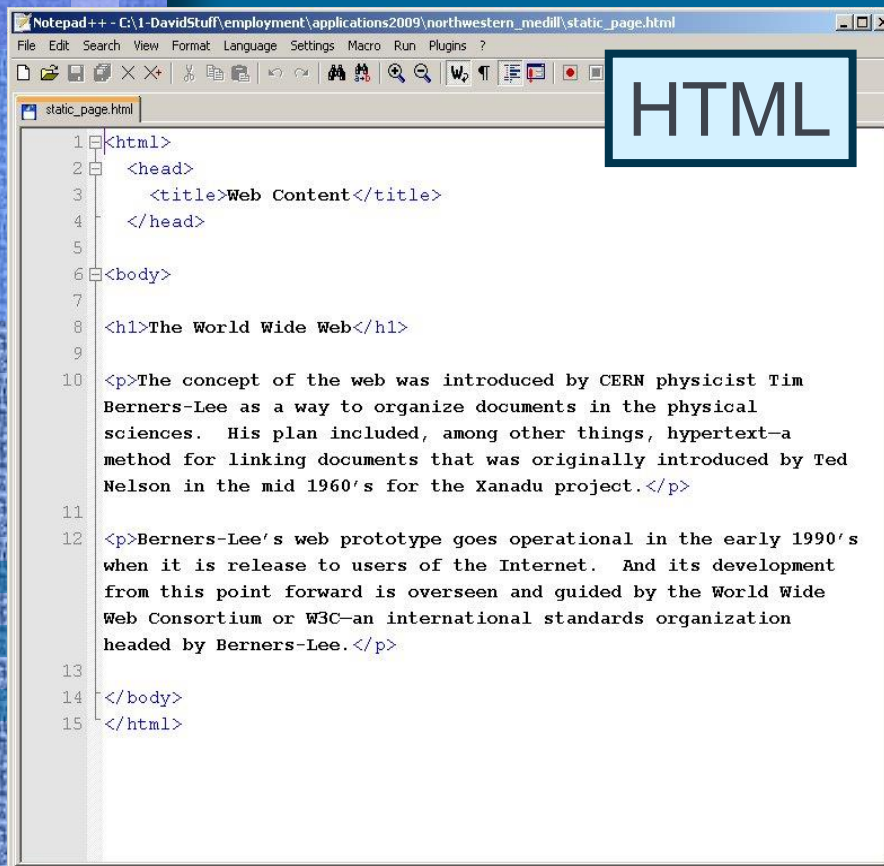
Internet



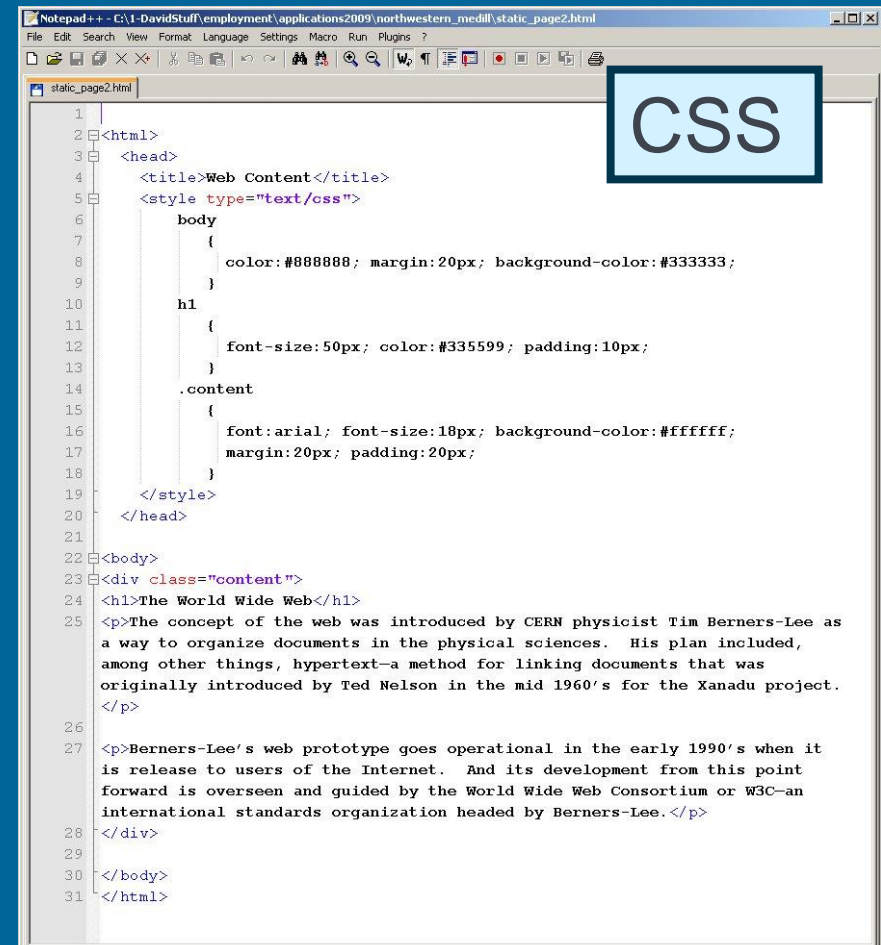
World Wide Web

Review

- Introduction



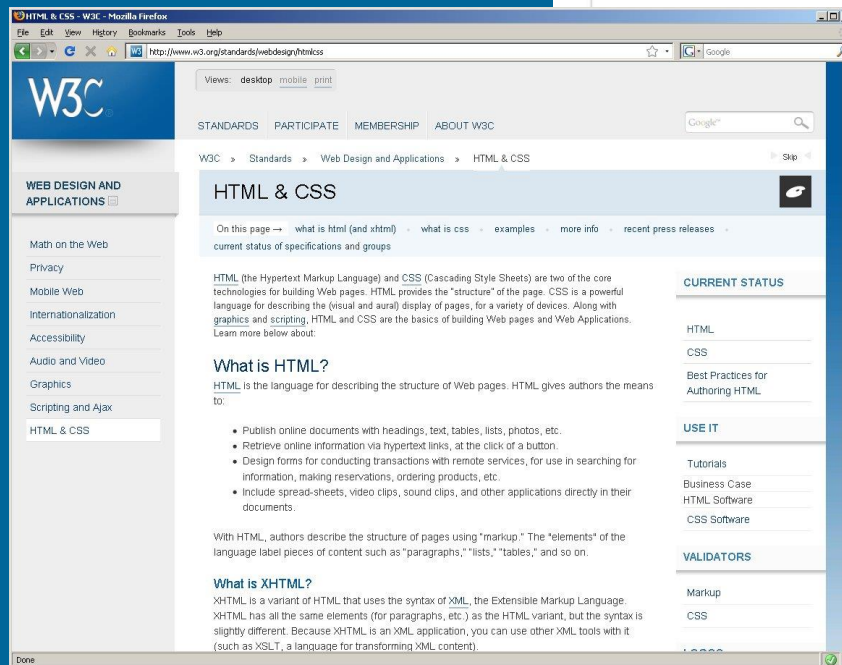
```
1 <html>
2 <head>
3   <title>Web Content</title>
4 </head>
5
6 <body>
7
8 <h1>The World Wide Web</h1>
9
10 <p>The concept of the web was introduced by CERN physicist Tim
    Berners-Lee as a way to organize documents in the physical
    sciences. His plan included, among other things, hypertext—a
    method for linking documents that was originally introduced by Ted
    Nelson in the mid 1960's for the Xanadu project.</p>
11
12 <p>Berners-Lee's web prototype goes operational in the early 1990's
    when it 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.</p>
13
14 </body>
15 </html>
```



```
1
2 <html>
3 <head>
4   <title>Web Content</title>
5   <style type="text/css">
6
7     body
8     {
9       color:#888888; margin:20px; background-color:#333333;
10
11     h1
12     {
13       font-size:50px; color:#335599; padding:10px;
14     }
15     .content
16     {
17       font:arial; font-size:18px; background-color:#ffffff;
18       margin:20px; padding:20px;
19     }
20   </style>
21 </head>
22 <body>
23 <div class="content">
24 <h1>The World Wide Web</h1>
25 <p>The concept of the web was introduced by CERN physicist Tim Berners-Lee as
    a way to organize documents in the physical sciences. His plan included,
    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.
26 </p>
27 <p>Berners-Lee's web prototype goes operational in the early 1990's when it
    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.</p>
28 </div>
29
30 </body>
31 </html>
```


Review

- Introduction



The Evolution of HTML

HTML

HTML2

HTML3.2

HTML4

XHTML1

HTML5/XHTML5

2001

2011

CSS1

CSS2

CSS2.1

CSS3

Review

- Introduction
- Structure
 - Elements

```
1 <html>
2 <head>
3   <title>Web Content</title>
4 </head>
5
6 <body>
7
8   <h1>The World Wide Web</h1>
9
10  <p>The concept of the web was introduced by CERN physicist Tim
    Berners-Lee as a way to organize documents in the physical
    sciences. His plan included, 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.</p>
11
12  <p>Berners-Lee's web prototype goes operational in the early 1990's
    when it 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.</p>
13
14 </body>
15 </html>
```

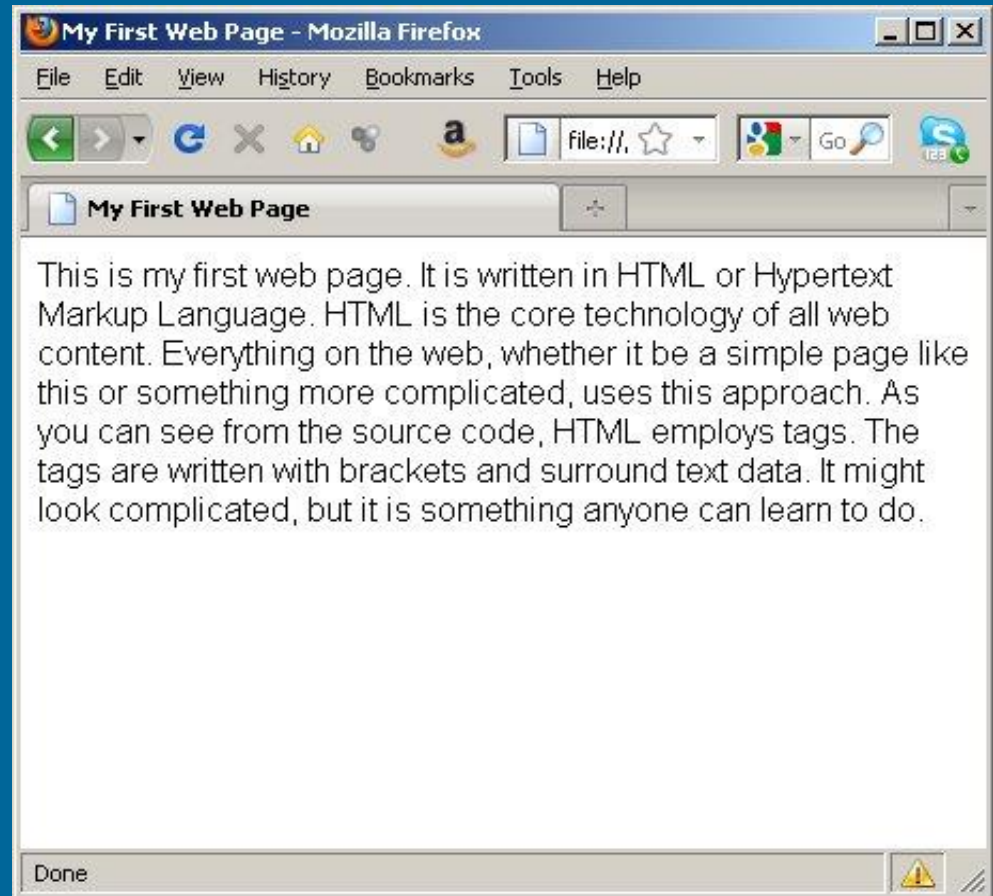
Review

- Introduction
- Structure
 - Elements
 - Tags

```
1 <html>
2 <head>
3   <title>Web Content</title>
4 </head>
5
6 <body>
7   <h1>World Wide Web</h1>
8   <p>The concept of the web was introduced by CERN physicist Tim
9     Berners-Lee as a way to organize documents in the physical
10    sciences. His plan included, among other things, hypertext—a
11    method for linking documents that was originally developed
12    by Ted Nelson in the mid 1960's for the Xanadu project.
13  </p>
14  <p>Berners-Lee's web prototype goes operational in 1990
15    when it is released to users of the Internet. And its development
16    from this point forward is overseen and guided by the World Wide
17    Web Consortium or W3C—an international standards organization
18    headed by Berners-Lee.</p>
19
20 </body>
21 </html>
```

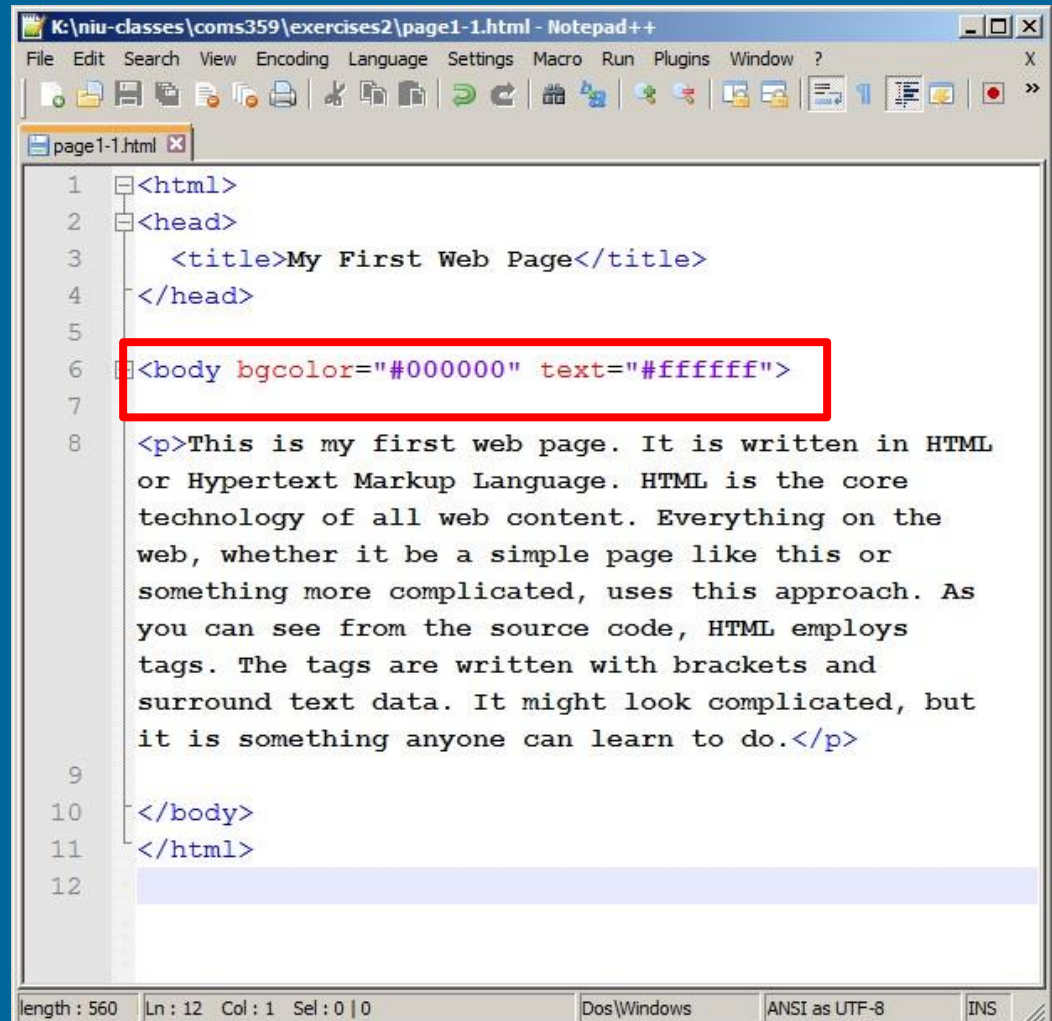

Review

- Introduction
- Structure
 - Elements
 - Tags
 - Basic Page



Review

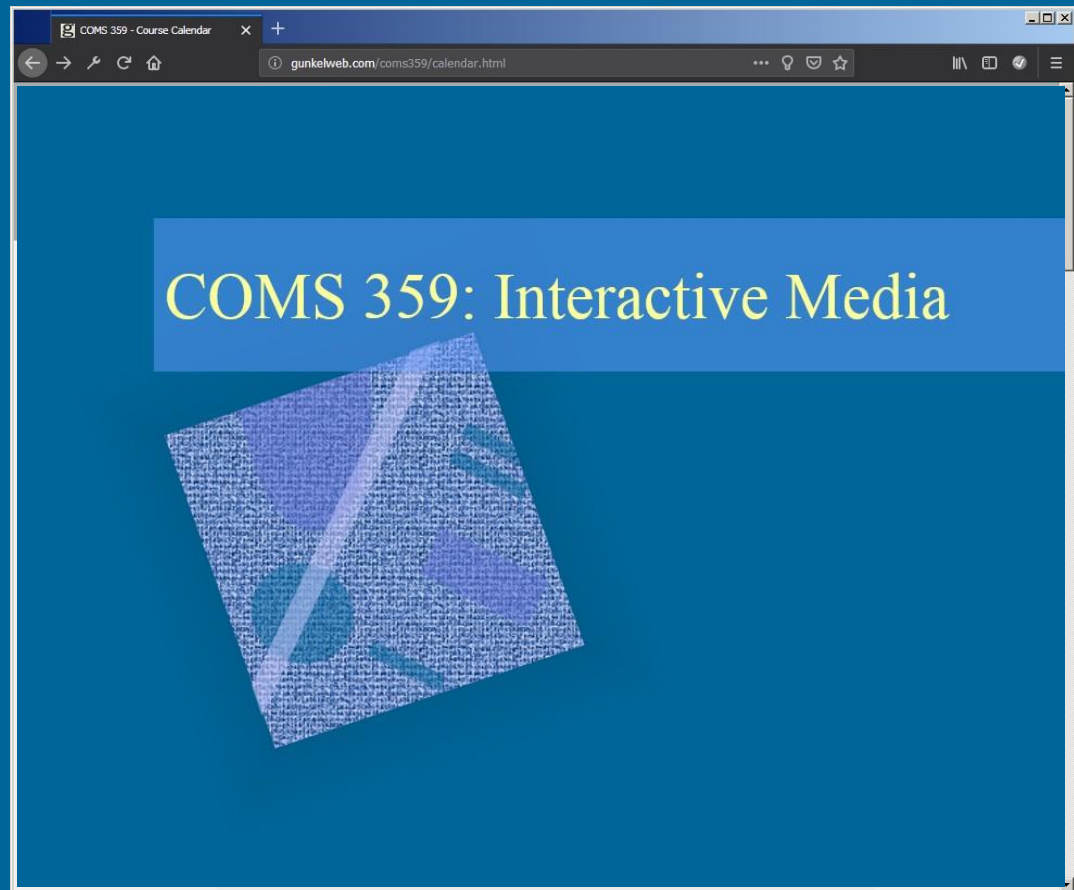
- Introduction
- Structure
 - Elements
 - Tags
 - Basic Page
 - Attributes



```
K:\niu-classes\coms359\exercises2\page1-1.html - Notepad++
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
page1-1.html x
1 <html>
2 <head>
3   <title>My First Web Page</title>
4 </head>
5
6 <body bgcolor="#000000" text="#ffffff">
7
8   <p>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.</p>
9
10 </body>
11 </html>
12
length : 560 Ln : 12 Col : 1 Sel : 0 | 0 Dos\Windows ANSI as UTF-8 INS
```

Review

- Lecture Slides Online





Text

Text

- Introduction

Structural Markup

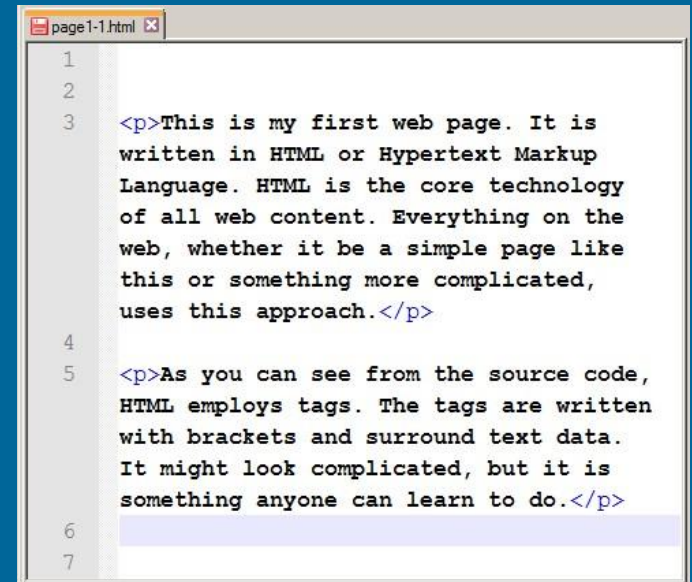
Elements that describe page formatting features, e.g. headings and paragraphs.

Semantic Markup

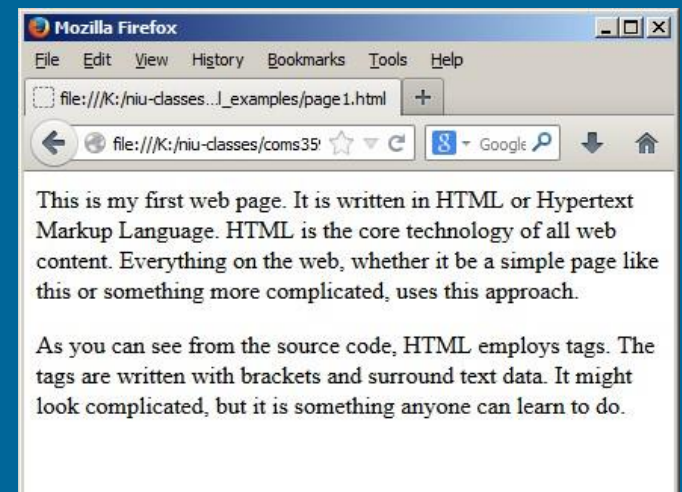
Elements that describe the meaning of page content, e.g. emphasis, quotation, definition.

Text

- Structural Markup
 - `<p>` Paragraph `</p>`
 - Common Attribute
 - align
 - left, right & center

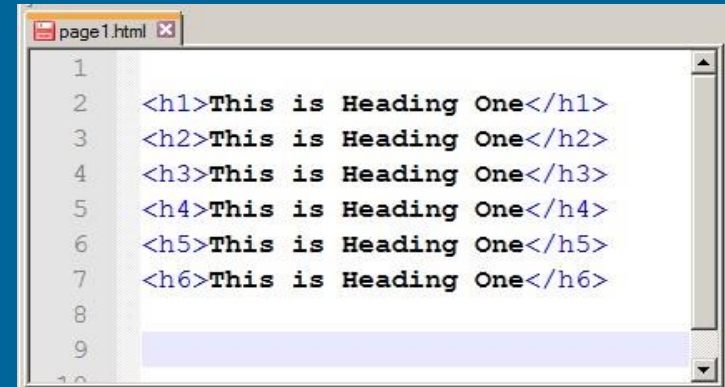


```
1
2
3 <p>This is my first web page. It is
  written in HTML or Hypertext Markup
  Language. HTML is the core technology
  of all web content. Everything on the
  web, whether it be a simple page like
  this or something more complicated,
  uses this approach.</p>
4
5 <p>As you can see from the source 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.</p>
6
7
```



Text

- Structural Markup
 - `<h1>` Headings `</h1>`
 - Six Levels
 - Common Attribute
 - align
 - left, right & center

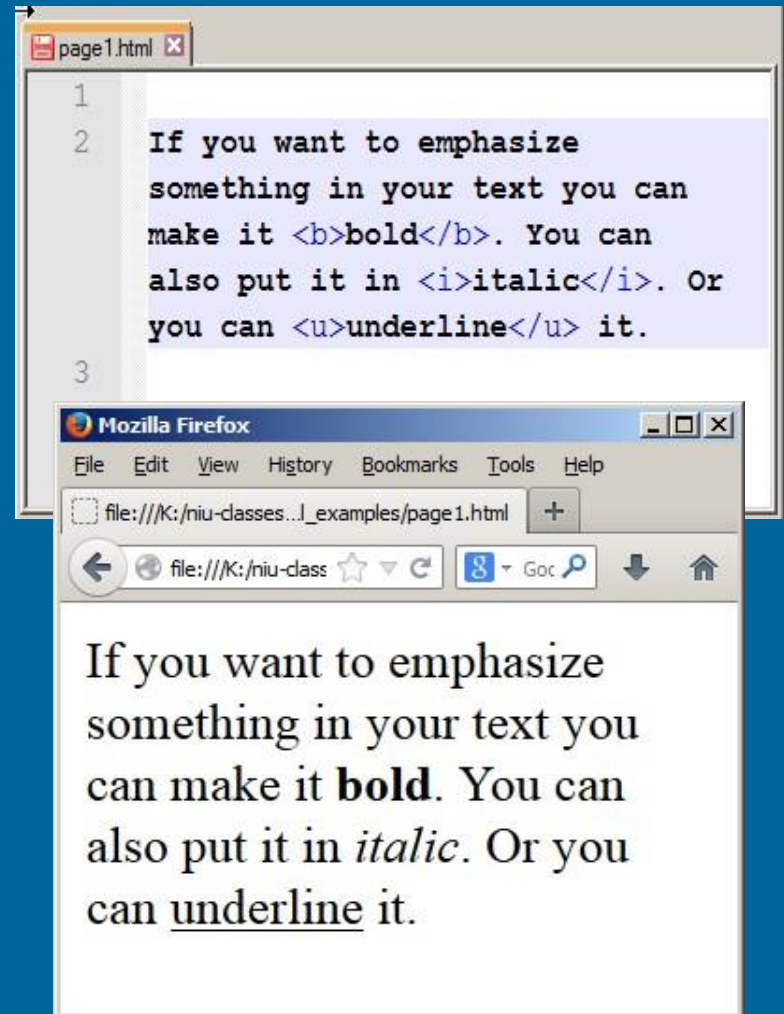


```
1
2 <h1>This is Heading One</h1>
3 <h2>This is Heading One</h2>
4 <h3>This is Heading One</h3>
5 <h4>This is Heading One</h4>
6 <h5>This is Heading One</h5>
7 <h6>This is Heading One</h6>
8
9
```



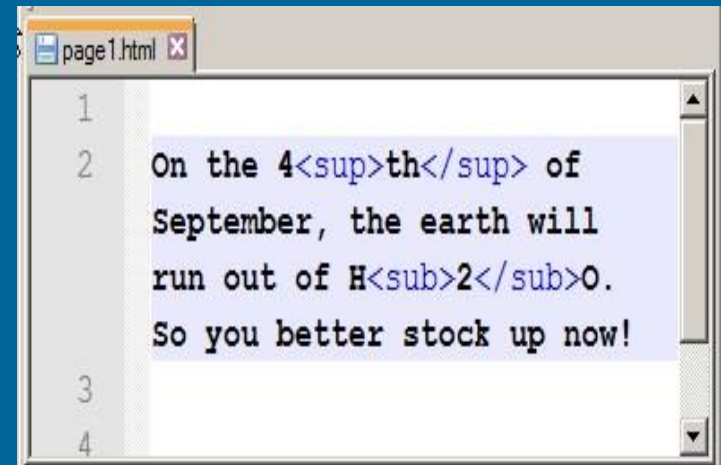
Text

- Structural Markup
 - ` bold `
 - `<i> italic </i>`
 - `<u> underline </u>`

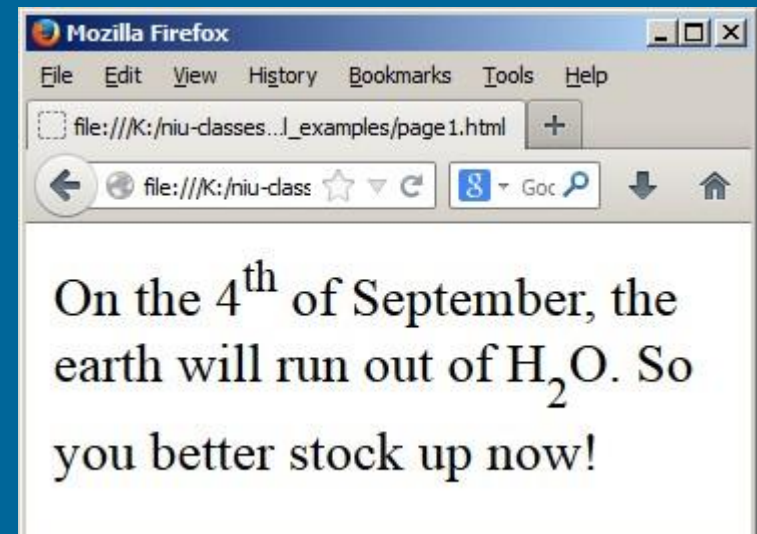


Text

- Structural Markup
 - `^{` ^{superscript} `}`
 - `_{` _{subscript} `}`

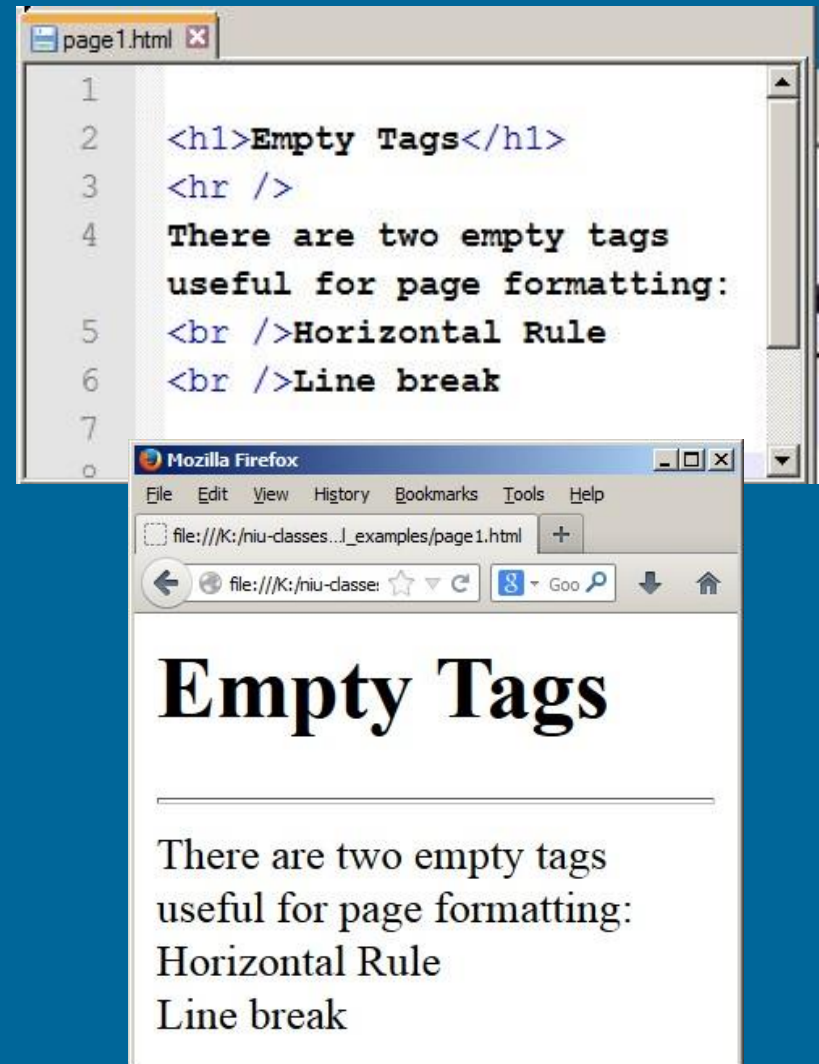


A screenshot of a text editor window titled "page1.html". The editor shows four lines of text. Line 1 is empty. Line 2 contains the text "On the 4th of". Line 3 contains "September, the earth will". Line 4 contains "run out of H₂O. So you better stock up now!". The text is in a monospaced font, and the code tags are highlighted in blue.



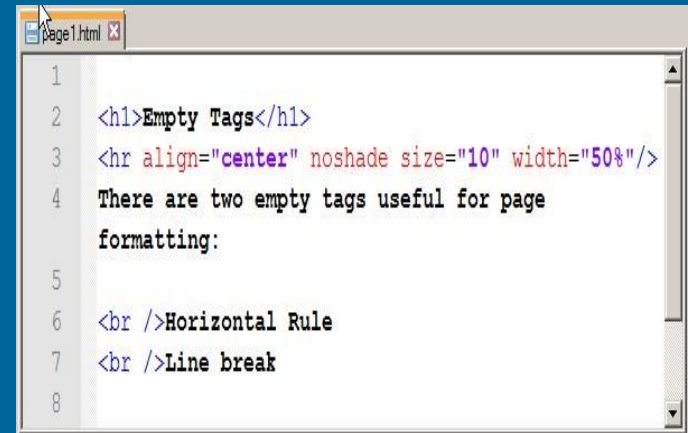
Text

- Structural Markup
 - Empty Tags
 - `
`
 - `<hr />`

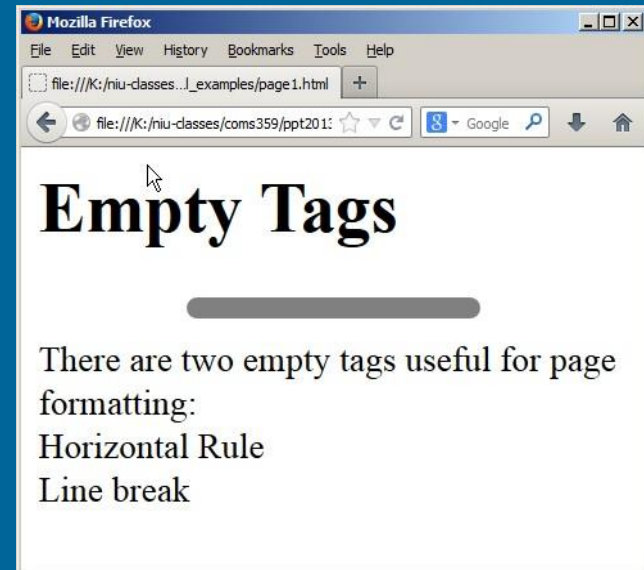


Text

- Structural Markup
 - `<hr />`
 - Attributes
 - **align** = left | right | center
 - **noshade** - turns off shading
 - **size** - line thickness in pixels
 - **width** - determines the length of the line expressed in pixels or percentage of page width

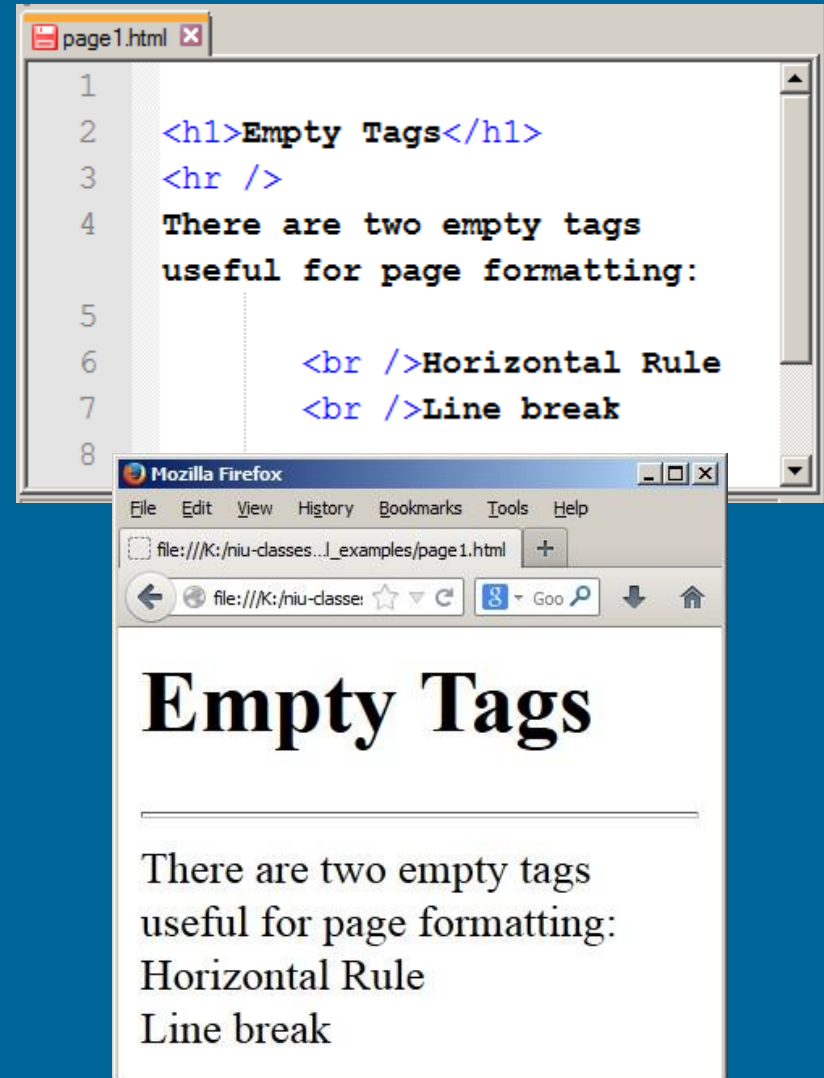


```
1
2 <h1>Empty Tags</h1>
3 <hr align="center" noshade size="10" width="50%" />
4 There are two empty tags useful for page
5 formatting:
6 <br />Horizontal Rule
7 <br />Line break
8
```



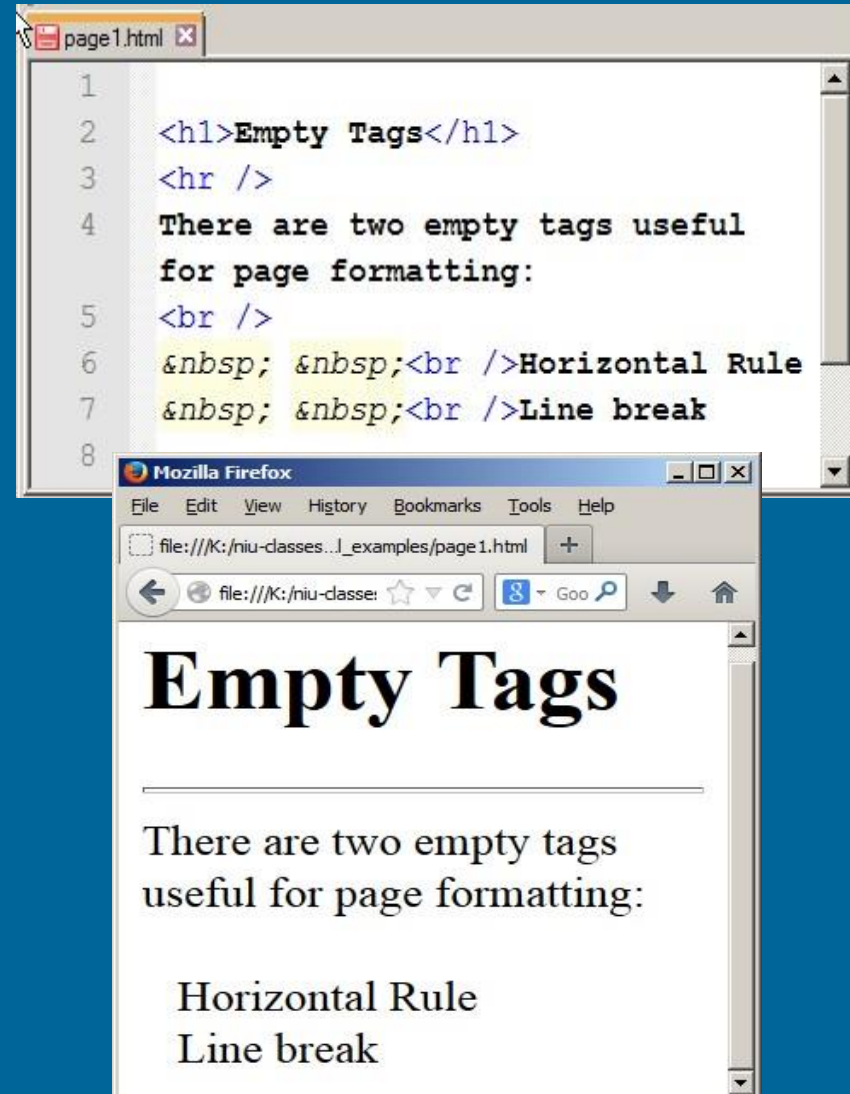
Text

- Structural Markup
 - White Space
 - Browser collapses extra page returns
 - Browser collapses extra spaces



Text

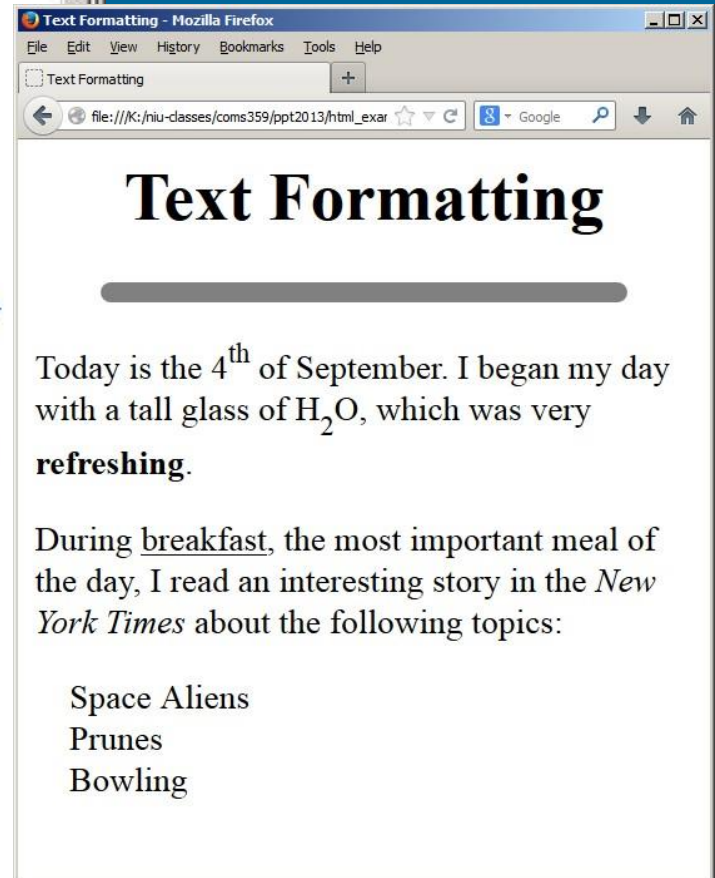
- Structural Markup
 - White Space
 - Browser collapses extra page returns
 - Browser collapses extra spaces
 - Fix in HTML
 - `
` or `<p>`
 - ` `




```
K:\niu-classes\coms359\ppt2013\html_examples\page1.html - Notepad++
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
page1.html x

1 <html>
2 <head>
3   <title>Text Formatting</title>
4 </head>
5
6 <body>
7   <h1 align="center">Text Formatting</h1>
8   <hr align="center" noshade size="10" width="80%"/>
9
10  <p>Today is the 4<sup>th</sup> of September. I
    began my day with a tall glass of H<sub>2</sub>O,
    which was very <b>refreshing</b>.</p>
11
12  <p>During <u>breakfast</u>, the most important
    meal of the day, I read an interesting story in
    the <i>New York Times</i> about the following
    topics:</p>
13
14    &nbsp; &nbsp; &nbsp; Space Aliens
15    <br />&nbsp; &nbsp; &nbsp; Prunes
16    <br />&nbsp; &nbsp; &nbsp; Bowling
17
18  </body>
19  </html>
20

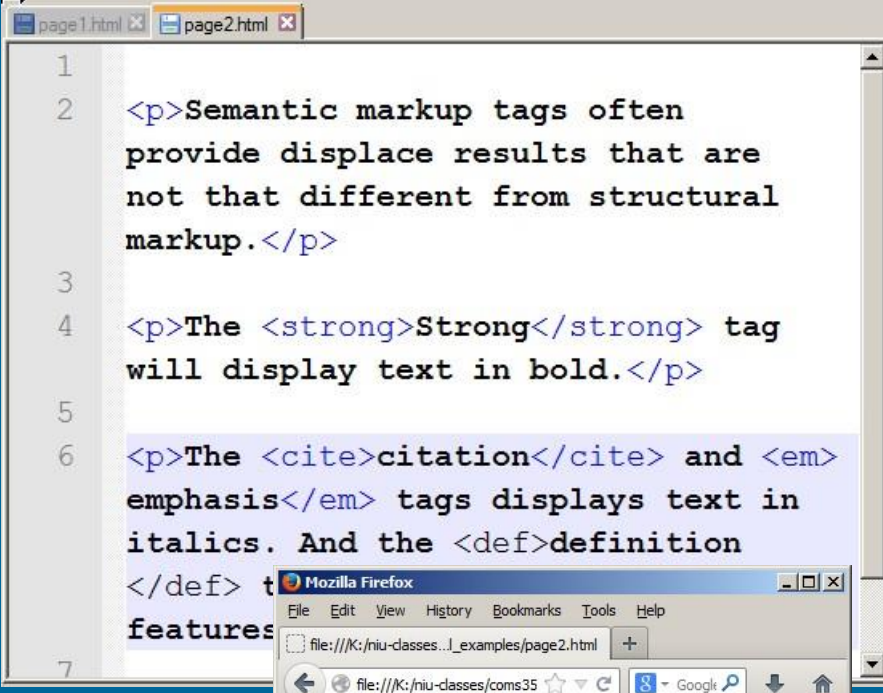
length: 571 lin Ln: 22 Col: 1 Sel: 0 | 0 Dos\Windows ANSI as UTF-8 INS
```



page2-1.html

Text

- Semantic Markup
 - ``
 - ``
 - `<cite>`
 - `<def>`



The screenshot shows a code editor with HTML code and a Mozilla Firefox browser window displaying the rendered output. The code editor has two tabs: 'page1.html' and 'page2.html'. The code in 'page2.html' is as follows:

```
1
2 <p>Semantic markup tags often
  provide displac results that are
  not that different from structural
  markup.</p>
3
4 <p>The <strong>Strong</strong> tag
  will display text in bold.</p>
5
6 <p>The <cite>citation</cite> and <em>
  emphasis</em> tags displays text in
  italics. And the <def>definition
  </def> t
  features
```

The browser window shows the rendered output of the HTML code. It displays three paragraphs:

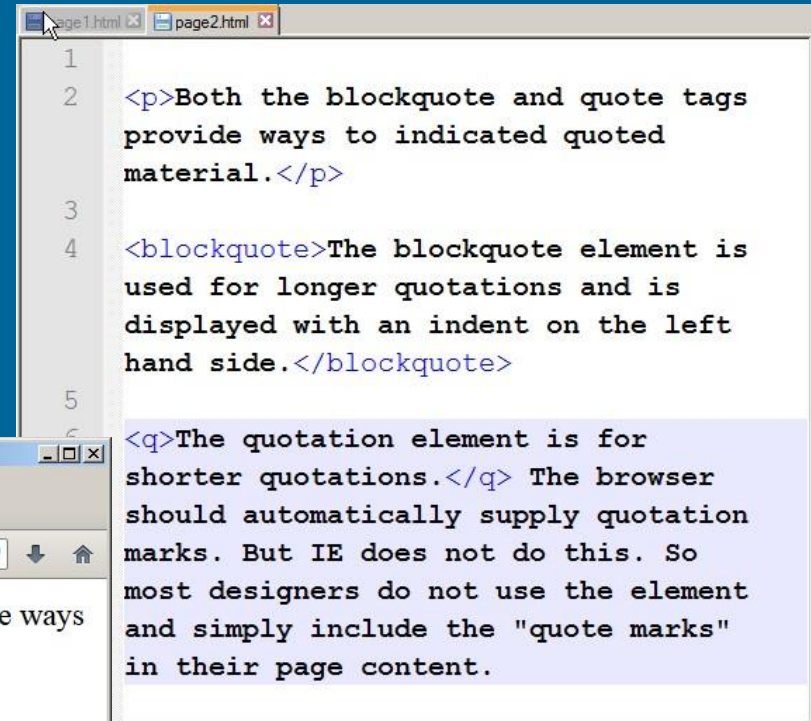
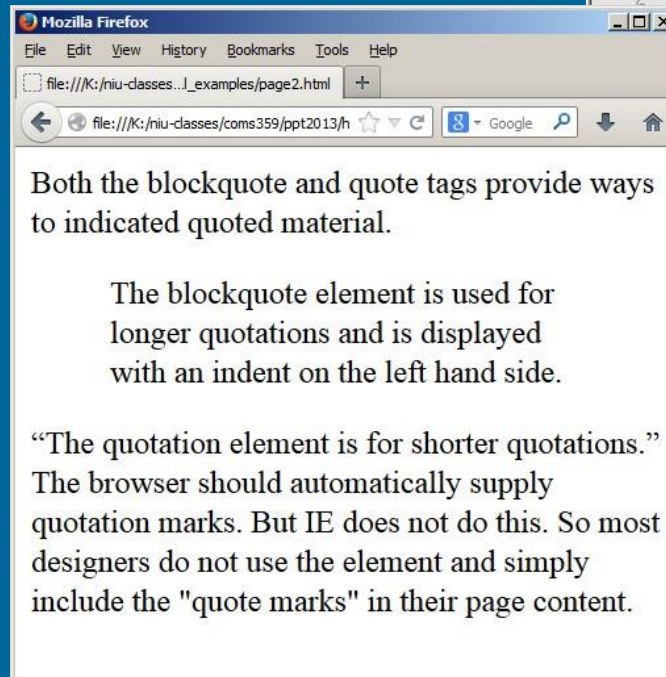
Semantic markup tags often provide displac results that are not that different from structural markup.

The **Strong** tag will display text in bold.

The *citation* and *emphasis* tags displays text in italics. And the definition tag has no special display features.

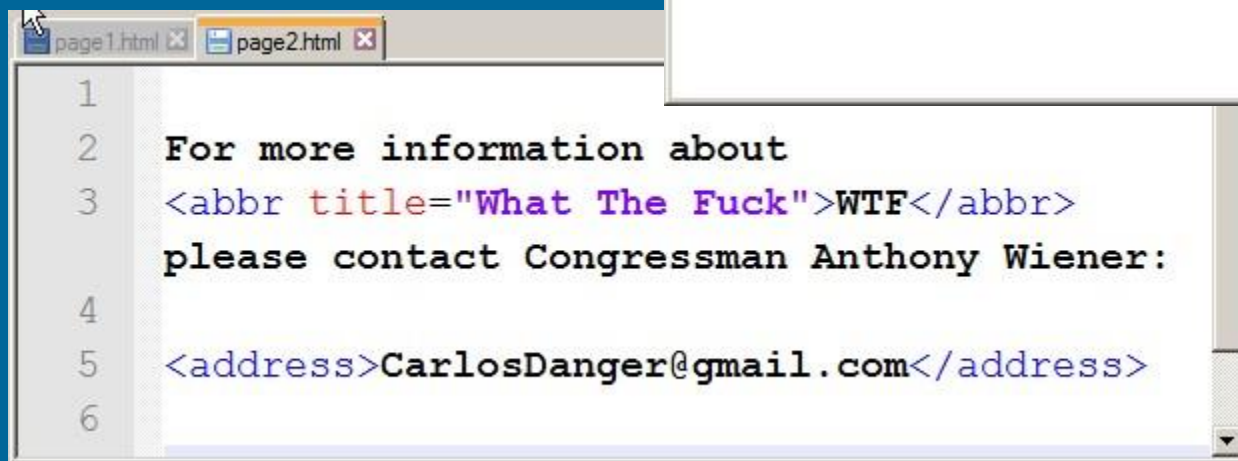
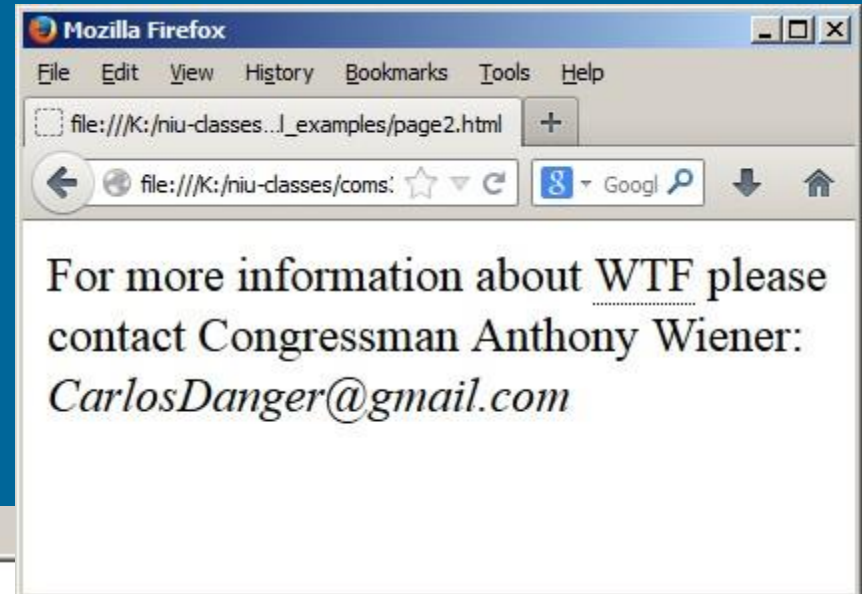
Text

- Semantic Markup
 - `<blockquote>`
 - `<q> quote </q>`



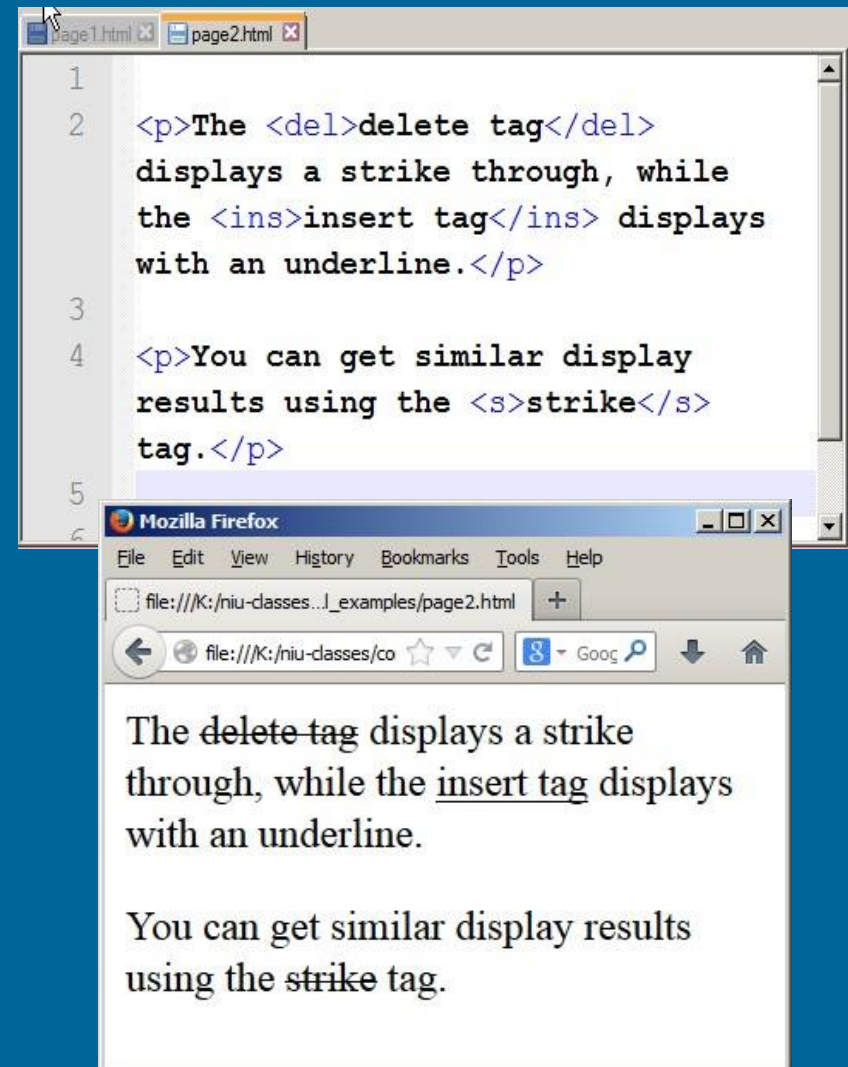
Text

- Semantic Markup
 - `<abbr>`
 - `<address>`



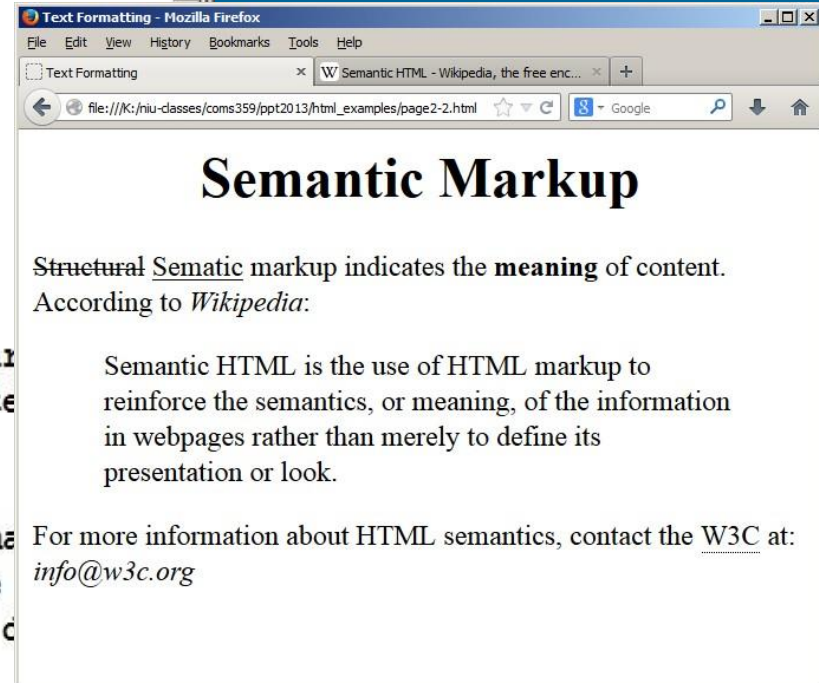
Text

- Semantic Markup
 - ``
 - `<ins>`
 - `<s>`



```
K:\niu-classes\coms359\ppt2013\html_examples\page2-2.html - Notepad++
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
page2-2.html x page2.html x

1 <html>
2 <head>
3   <title>Text Formatting</title>
4 </head>
5
6 <body>
7   <h1 align="center">Semantic Markup</h1>
8
9   <p><del>Structural</del> <ins>Sematic</ins> markup
10  indicates the <strong>meaning</strong> of content.
11  According to <cite>Wikipedia</cite>:
12
13  <blockquote>Semantic HTML is the use of HTML markup
14  to reinforce the semantics, or meaning, of the
15  information in webpages rather than merely to define its
16  presentation or look.</blockquote>
17
18  For more information about HTML semantics, contact
19  the <abbr title="World Wide Web Consortium">W3C
20  </abbr> at: <address>info@w3c.org</address> </p>
21
22 </body>
23 </html>
```



page2-2.html

Lists

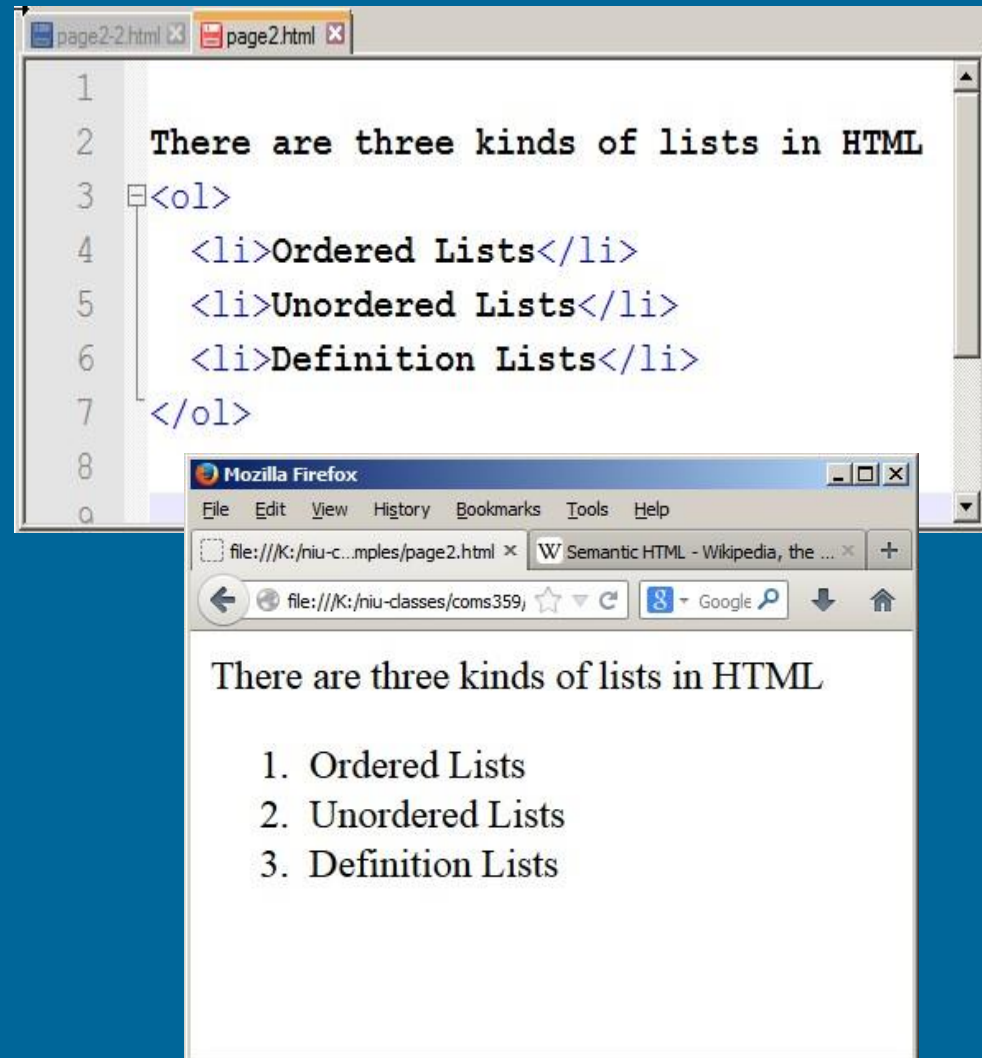


Lists

- Three kinds of Lists in HTML
 - Ordered List
 - Unordered List
 - Definition List <dl>

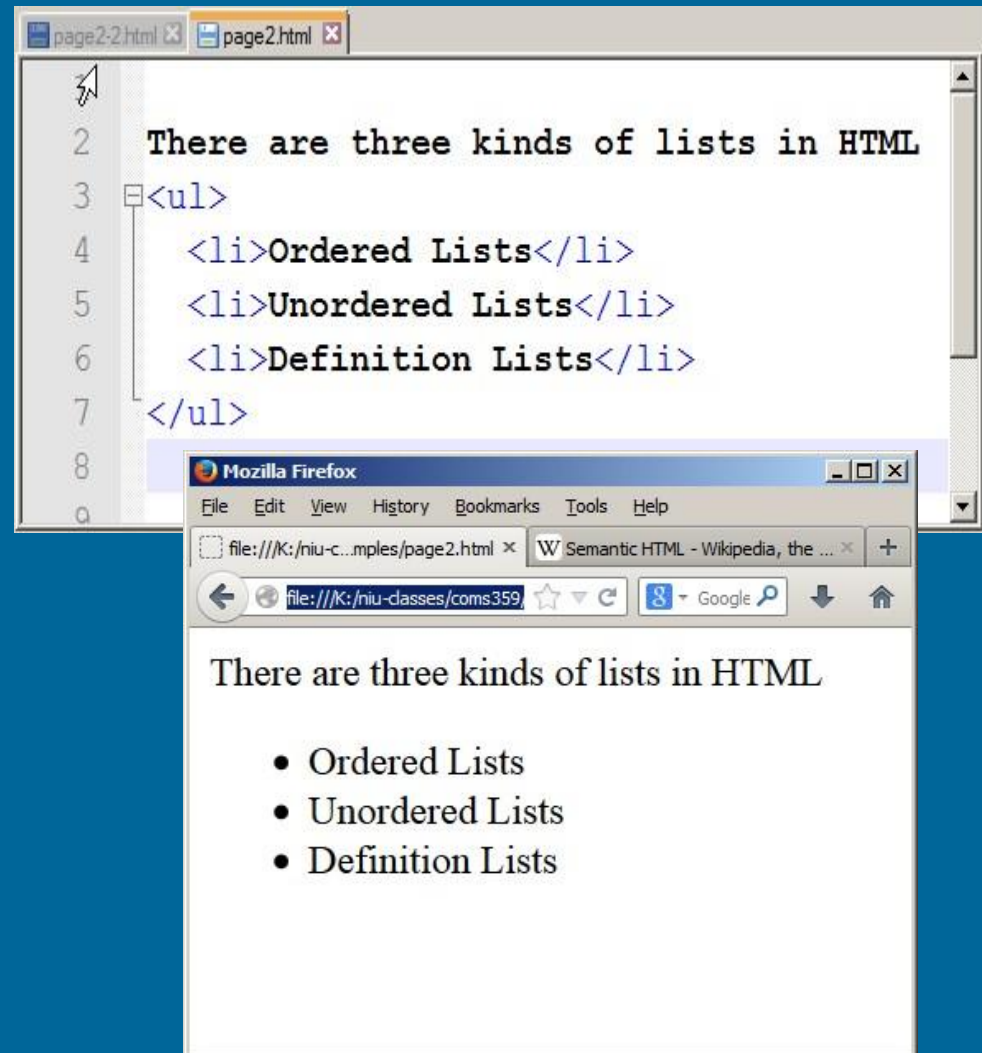
Lists

- Ordered List
 - ``
 - `` “list item”



Lists

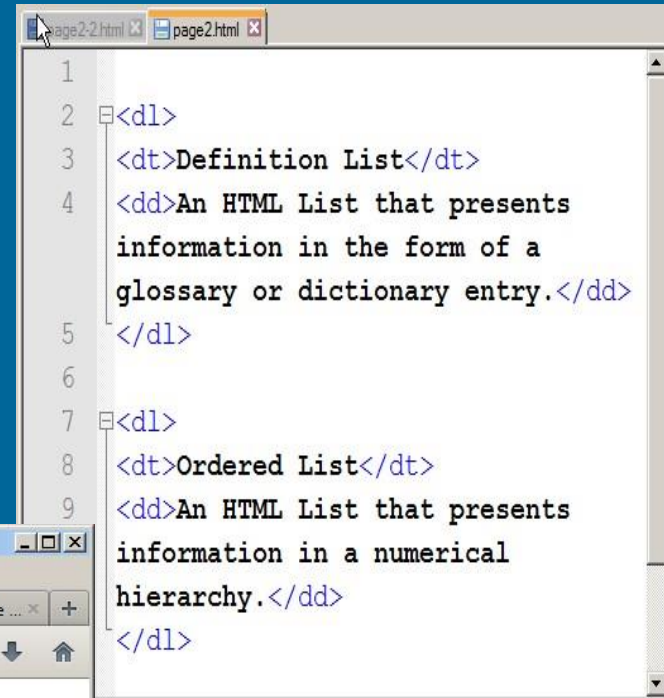
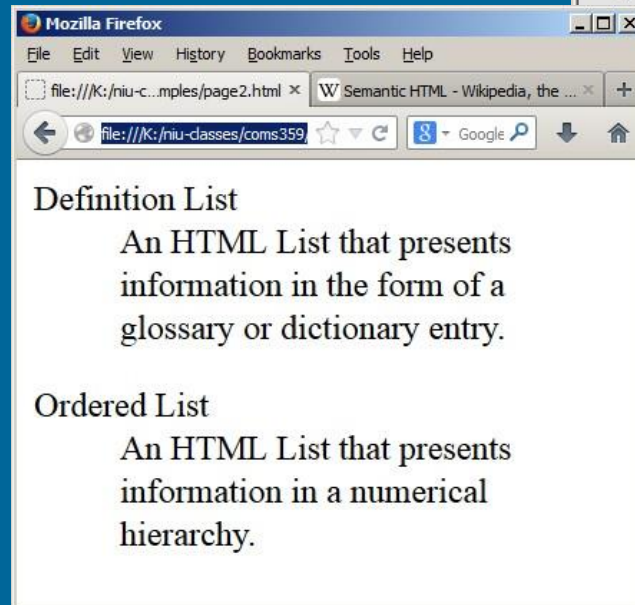
- Unordered List
 - ``
 - `` “list item”



Lists

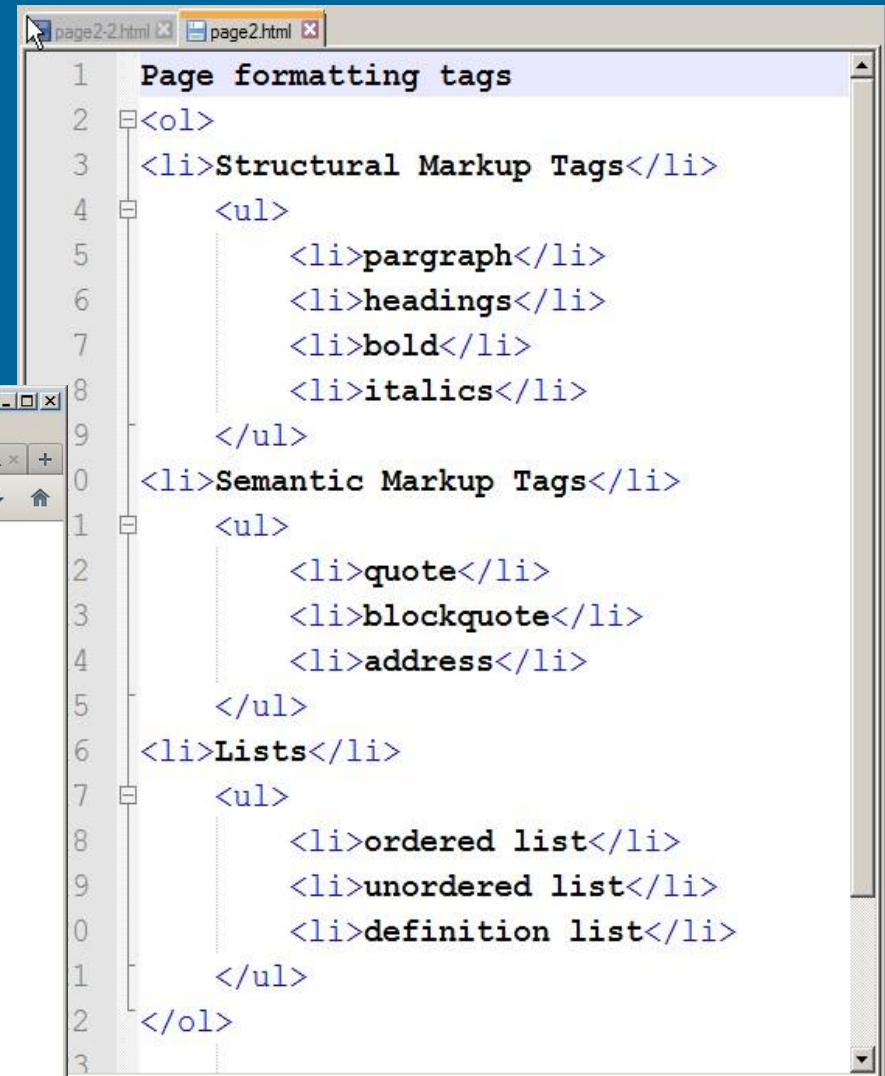
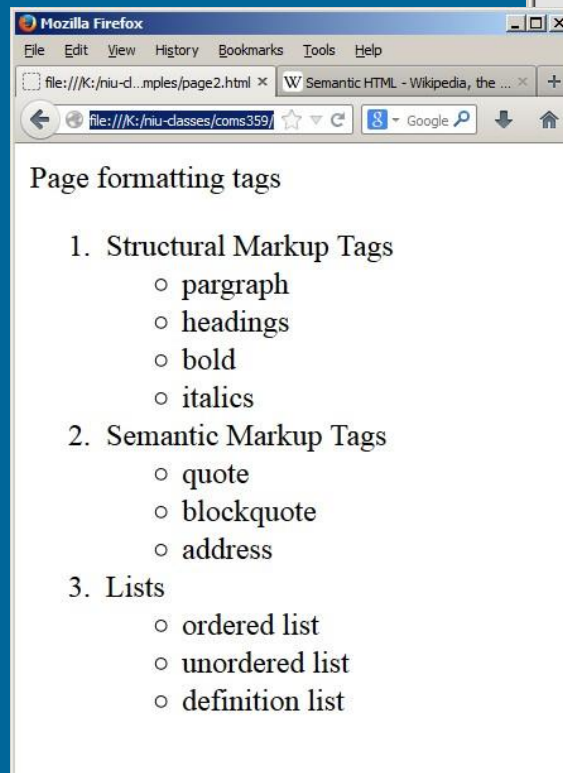
- Definition List

- `<dl>` “definition list”
- `<dt>` “definition term”
- `<dd>` “definition definition”

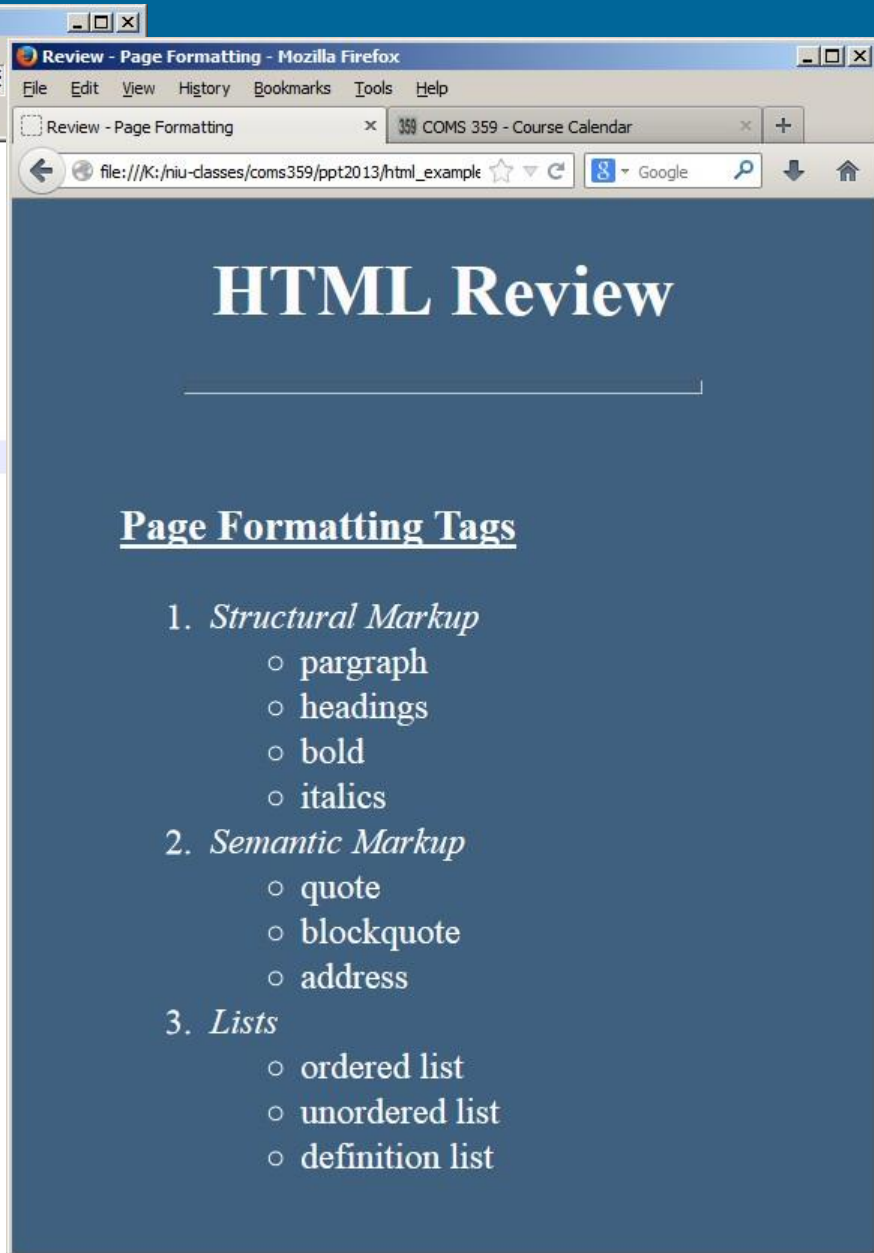


Lists

- Nested Lists
 - List inside a list
 - No limit to nesting




```
K:\niu-classes\coms359\ppt2013\html_examples\page2.html - Notepad++
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
page2.2.html page2.html
1 <html>
2 <head>
3   <title>Review - Page Formatting</title>
4 </head>
5
6 <body bgcolor="#406080" text="#fdfdfd">
7 <blockquote>
8   <h1 align="center">HTML Review</h1>
9   <hr align="center" size="6" width="80%" />
10  <br />
11  <h3><u>Page Formatting Tags</u></h3>
12  <ol>
13    <li><i>Structural Markup</i></li>
14    <ul>
15      <li>pargraph</li>
16      <li>headings</li>
17      <li>bold</li>
18      <li>italics</li>
19    </ul>
20    <li><i>Semantic Markup</i></li>
21    <ul>
22      <li>quote</li>
23      <li>blockquote</li>
24      <li>address</li>
25    </ul>
26    <li><i>Lists</i></li>
27    <ul>
28      <li>ordered list</li>
29      <li>unordered list</li>
30      <li>definition list</li>
31    </ul>
32  </ol>
33 </blockquote>
34 </body>
35 </html>
36
37
length: 677 lines Ln: 10 Col: 7 Sel: 0 | 0 Dos\Windows ANSI as UTF-8 INS
```



page2-3.html

Preview

- Topics
 - Duckett - ch. 4: Links (pp. 74-92)
 - Duckett - ch. 5: Images (pp. 94-124)