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Basic Website Design

- What is Internet?
- HTML: tags, attributes and values
- Macromedia Dreamweaver
- Online Information retrieval: Internet address and search engines

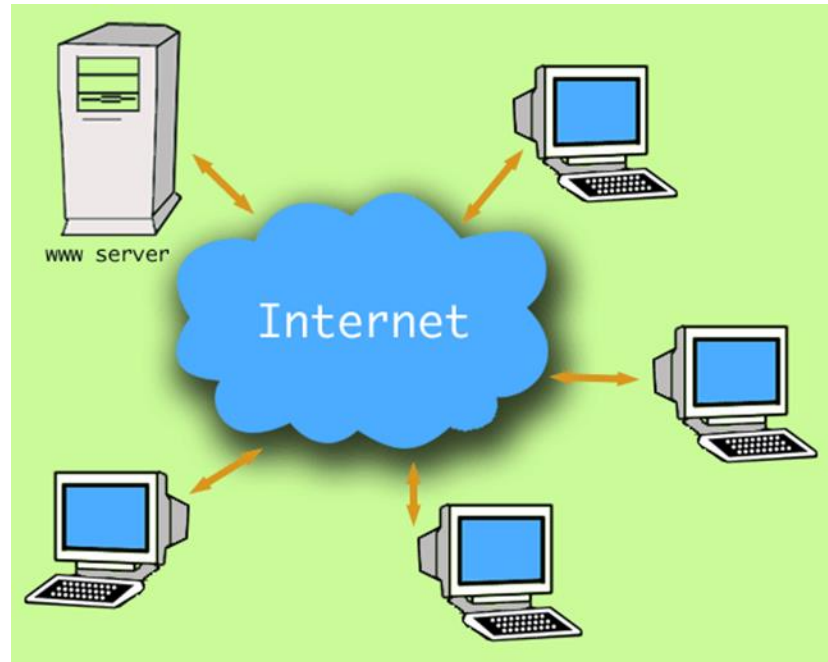bls3122 Website Document Management

What is the Internet?

- Internet is a collection of computers that are connected to each other.

- The web (World Wide Web) is a collection of hundreds of millions of documents, all of which reside some place on the Internet and are written in HTML. Tim Berners-Lee is the creator of the web.

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The Internet

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What is HTML?

- To publish information for global distribution, one needs a universally understood language, a kind of publishing mother tongue that all computers may potentially understand. The publishing language used by the World Wide Web is HTML (from Hypertext Markup Language).

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HTML gives authors the means to:

○ Publish online documents with headings, text, tables, lists, photos, etc.

○ Retrieve online information via hypertext links, at the click of a button.

○ Design forms for conducting transactions with remote services, for use in searching for information, making reservations, ordering products, etc.

○ Include spread-sheets, video clips, sound clips, and other applications directly in their documents.

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- Hyper Text Markup Language (HTML) has two essential features: hyper text and universality.

- Hypertext means you can create a link in a web page that leads the visitor to any other web page or to practically anything else on the Internet. It means that information on the web can be accessed from many different directions.

- Universality means that because HTML documents are saved as text only files, virtually any computer can read a web page.

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HTML Building Blocks

- You can create an HTML document with any word processor or text editor like note pad, word pad. You can also use a web page editor like Dreamweaver.

- **HTML Tags**: are commands written between less than < and greater than > signs (angle brackets) that indicate how the browser should display the text.

Anatomy of an HTML tag

- ○ <B> Web site design </B> at EASLIS.

Opening tag   Contained text   Closing tag

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○ There are opening and closing tags and the affected text is contained within the two tags. Both the opening and closing tags use the same command word but the closing tag carries an initial extra forward slash symbol /.

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Attributes

Many tags have special attributes that offer a variety of options for the contained text. The attribute is entered between the command word and the final greater than symbol. You can use a series of attributes in a single tag. Simply write one after the other with a space between each one.

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- Elements may have associated properties, called *attributes*, which may have values (by default, or set by authors or scripts).
- Attribute/value pairs appear before the final ">" of an element's start tag. Any number of (legal) attribute value pairs, separated by spaces, may appear in an element's start tag. They may appear in any order.

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- In certain cases, authors may specify the value of an attribute without any quotation marks. The attribute value may only contain letters (a-z and A-Z), digits (0-9), hyphens (ASCII decimal 45), periods (ASCII decimal 46), underscores (ASCII decimal 95), and colons (ASCII decimal 58).

- We recommend using quotation marks even when it is possible to eliminate them.

Values

○ Attributes in turn often have values. Example of attributes and values

SRC is an attribute of IMG

Value for SRC

Alt is also an attribute of img

○ <IMG SRC="image.jpeg" alt="easlis">

○ Some tags like IMG can take more than one attribute each with its own values.

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How To Properly Nest Tags

- Nesting Tags is simply the process of applying more than one tag to the same block of text or object.
- Let's take a simple font tag for example:
- **<FONT SIZE="2">Nesting the Tags</FONT>**
- Here is how it looks on your page:

    Nesting the Tags

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- Now let's say we want to have that text appear bolded. We have to add the Bold Tag set around the text we want to affect:

- **<FONT SIZE="2"><B>Nesting the Tags</B></FONT>**

- Here is how the newly bolded text will appear on your page

Nesting the Tags

- Now let's add a third tag to our text. Let's display our text in Italics by adding the Italics Tag set to our text:

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- **<FONT SIZE="2"><B><I>Nesting the Tags</I></B></FONT>**
- Now our text will be displayed like this:
  - *Nesting the Tags*
- Learning how to properly nest multiple tags around one block of text or an object is **crucial** to successfully coding your web pages.

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- If you look at our example , the opening tags have been put in a certain order and the closing tags ALL appear in the EXACT OPPOSITE ORDER.

For example:

- **<TAG1><TAG2><TAG3>** [text or object here] **</TAG3></TAG2></TAG1>**

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Class Presentation next week

- The persons whose images appear next will present what s/he will have done before the next lecture.
  - Good Luck.

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