

HTML (hypertext markup language) is a code which browsers read. All web pages, whether written by hand, or using an editor (like GoLive, Dreamweaver, or Composer), are written in HTML or a variation of HTML. (When you are on the web you can see the code for a page by going to View > Page Source, or right click.) In Graphics 231 you will write a simple web page using HTML code.

First, all code must be written in an ASCII format, which means you must use SimpleText on a Mac or Wordpad (not Word) on a PC. All code for the browser will be inside “tags” which are the greater-than and less-than signs... < >. Anything inside will not show up on the screen, anything outside of the tags will be seen by the viewer. Most things on a web page must have an opening and a closing tag. Browsers are idiot savants, very fast at what they do well and dumb as doorknobs about figuring things out for themselves. If something doesn’t work on your page it is probably due to an incomplete tag, or a dropped quotation mark, or the like. Read your code carefully. All HTML must have the .html (or .htm) file extension for a browser to identify it.

Certain things must be included in any HTML document. The document is broken into two parts, the HEAD and the BODY, and tags must appear to tell the browser where in the document it is. A typical beginning is:

<HTML> ...this tells the browser that it is about to read an HTML document.

<HEAD> ...this tells the browser it is in the HEAD, which contains the TITLE, and META TAGS, and STYLES, but this is not to appear on the web page it self.

<TITLE> </TITLE> ...what appears between the TITLE tags will appear in the title bar of the browser.

<META TAG ...> ...this is the information about the page for web crawlers and bots to read in order to assess and access the page... the summary which Yahoo gives you after a search comes from the pages META TAGs.

<STYLE...> ...tells the browser how to set styles for the page, or where to look for external styles. This is beyond the scope of this class but see the bibliography for in depth resources.

</HEAD> ...closes the HEAD section of the document.

<BODY> ...opens the BODY section of the document. This is the part that will appear in the browser window.

<BODY BGCOLOR=””> ...assigns a background color to the page, see web colors below for acceptable colors.

NOTE: BODY is the tag, BGCOLOR is called an ATTRIBUTE and is included in the tag brackets.

<BODY BACKGROUND=””> ...assigns a background image to the page, be careful here.

<CENTER> </CENTER> Default in HTML is left justified so CENTER is used to center stuff.

<H2> </H2> ...all default text is one of six sizes from H1, the largest, to H6, the smallest. You can also assign size, font, and v, but this is beyond the scope of this lesson. See the bibliography for resources.

 ...break, this breaks the line of horizontal type. Often you must use two to achieve a space on the web page. Play with this and see what you get. This tag needs no “closing” tag.

 ...This places an image on your page. IMAGE SOURCE=”the exact file name and extension” also needs no closing tag. NOTE: the image file MUST be in the same folder as the HTML document for the browser to find it.

<TABLE> </TABLE> Sets up a table on the page. This is the primary organization tool used by editors and can get very complicated. We’ll only create a simple one, but this is one good reason to learn some code writing yourself...so you can figure out why the editor-written page doesn’t do exactly what you wanted, and then fix it.

<TR> Table Row, horizontal, cells will be aligned into rows and columns. Browsers need TR first.
<TD> Table Data, or cell. The actual hole on the table that your image of text is placed into.
</TABLE> Again, if you forget to “close” the table the browser will ignore everything inside it.
 ANCHOR, REFERENCE. What appears between these tags, image or text, will be a hyperlink to another page or site. The address of the page or site goes between the quotation marks.
(More info below)
</BODY> ...closes BODY section of the document.
</HTML> ...tells the browser the page is finished.

SAMPLE WEB PAGE: Copy this to play with.

<HTML>

<HEAD>

<TITLE>

Your Name or Site Here

</TITLE>

<META NAME=”keywords” CONTENT=”Keywords that you thing users might use to find a site like yours.
Here is where you sell your site to browsers “>

<META NAME=”description” CONTENT=”What is a summary of your site? Short and sweet.”>

<META NAME=”author” CONTENT=”Who wrote your code. You, in this case. Editor software will give itself credit.”>

</HEAD>

<BODY BGCOLOR=”BLACK” >

<CENTER>

<H2>Your Name!</H2>

<H4>Your subtitle!</H4><P>

<HR SIZE=”3” WIDTH=”60%”>

Info about image

<HR SIZE=”3” WIDTH=”60%”>

<TABLE>

<TR>

<TD BGCOLOR=”BLACK”>

<TD BGCOLOR=”BLACK”>


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<TD BGCOLOR="BLACK">
<IMG SRC="Perfecthusband.jpg">

</TABLE>
<BR><BR>
</FONT COLOR="SILVER">
</CENTER>

<A HREF="blackhawk">Blackhawk Studios,</A>
<A HREF="sculpture.html">USD Sculpture</A>
<A HREF="~/~jmckinne/blackhawk/index.html">Blackhawk Studios</A>
<A HREF="http://www.plumcreekpatchwork.com">Plum Creek Patchwork,</A>
<BR><BR>
<A HREF="mailto:jmckinne@usd.edu">e-mail: jmckinne@usd.edu</A>
<BR>
<BR>
<CENTER>
<H4> <FONT COLOR="RED">FIN!</H4>

</BODY>
</HTML>

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Open SimpleText. Copy the code above and Paste it into your SimpleText page. Save As (you title it.html)
 Open Netscape Navigator. When the browser page opens go to File> Open> Page in Navigator> and type
 in the name you just saved. The sample page will open. Keep both SimpleText and Navigator open so you
 can go back and forth.

Make changes in the sample code, Save As> Replace. Then click on Navigator and click Reload. This will
 show you the changes. If something is not right, go back to the code and find the mistake (almost always this
 will be a typo.) In this manner you can go back and forth constantly checking your changes.

In the sample there are five types of URLs (web addresses) in the s. The first opens a different
 folder in the same master folder, and defaults to the "index.html" page in the new folder. The second, and
 this is the most common, opens a new page, but in the same folder you are already in. The third opens a
 specific page inside a folder other than the one you are in. The fourth opens a page in another web site
 (this can be any site, anywhere in the world.) Note the "http://" this means "go out on the web and find
 this outside page." And fifth is a "mailto:" which tells the browser to open an e-mail page and address it
 to the address after the colon.

Web colors for BGCOLOR and other tags: silver, gray, maroon, green, navy, purple, olive, white, black, red,
 lime, blue, magenta, yellow, cyan.

Bibliography:

Castro, Elizabeth HTML For The World Wide Web, Peachpit Press, Berkeley, CA 1998

<http://www.peachpit.com>

(I highly recommend this book as a starting guide or reference. It is easy to read and understand,
 and has wonderful references and appendices.)

Ladd, Eric, et al. Using HTML4, Java1.1, and Javascript1.2, Que, Indianapolis, IN 1998

<http://www.quecorp.com>

Remember to View > Page Source to see how something was crafted on a web page you like.