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## Creating web pages Chapter 3. HTML Basic Concepts

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# HTML

- HTML is a language for describing web pages.
- HTML stands for **H**yper **T**ext **M**arkup **L**anguage
- HTML is not a programming language, it is a **markup language**
- A markup language is a set of **markup tags**
- HTML uses **markup tags** to describe web pages





# HTML

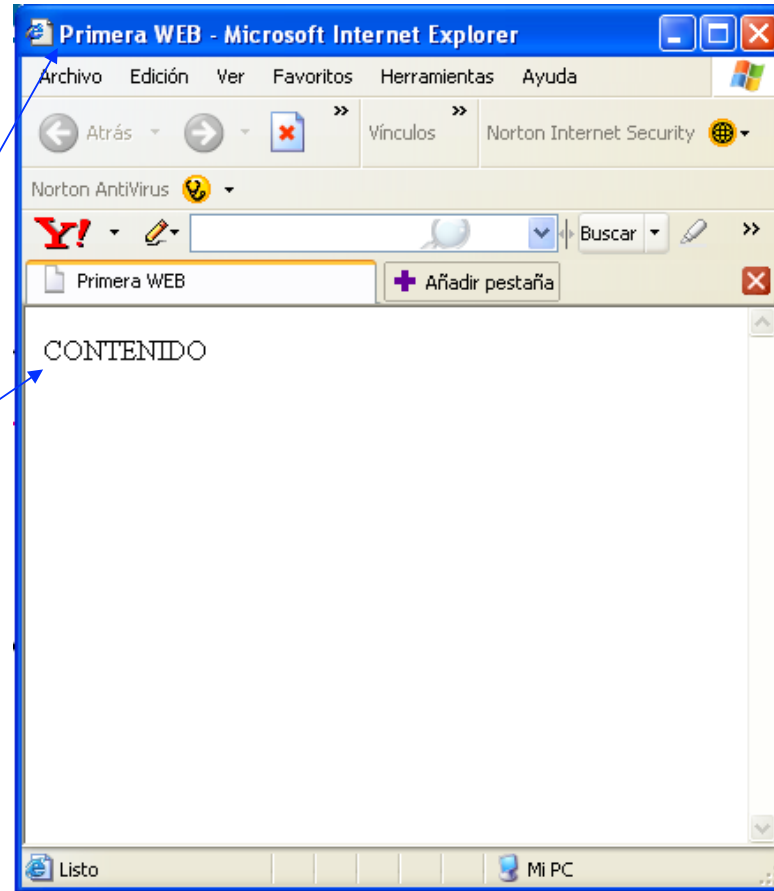
- Every command is surrounded by <'s, and >'s
  - <body>
- To end each command, put a back slash (/) in front of the ending tag
  - </body>
- HTML isn't case sensitive, <title> is the same as <TITLE>
- Filename extension must be .htm or .html
- Each command might have attributes
  - <body bgcolor="#FFFFFF" >





# HTML – Basic structure

```
<html>  
  <head>  
    <title>  
      Primera  
      WEB  
    </title>  
  </head>  
  <body>  
    CONTENIDO  
  </body>  
</html>
```





## HTML, <head>

- Title tag: `<title> primera web </title>` . The title is what will show up in the very top of the window
- Meta tag: `<meta name="language" content="es">`.
  - Provides metadata about the HTML document.
  - Metadata will not be displayed on the page, but will be machine parsable.
  - Meta elements are typically used to specify page description, keywords, author of the document, last modified, and other metadata.



<head>

```
<meta name="description" content="Free Web tutorials" />
```

```
<meta name="keywords" content="HTML,CSS,XML,JavaScript"/>
```

```
<meta name="author" content="Hege Refsnes" />
```

```
<meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1" />
```

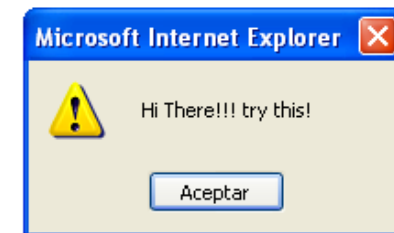
</head>



## HTML, <head>

- Script tag: `<script language="JavaScript"> </script>`

```
<script language="JavaScript">  
  function alert(mensaje)  
  {  
    alert(mensaje)  
  }  
</script>
```





## HTML, <head>

- Script tag: `<script language="JavaScript"> </script>`

```
<HTML>
```

```
<head>
```

```
<TITLE>alert 1</TITLE>
```

```
<script language="Javascript">
```

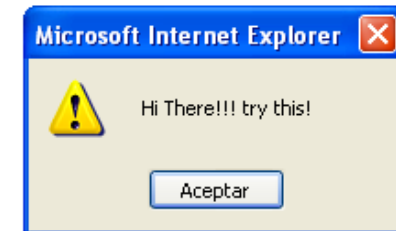
```
</script>
```

```
</head>
```

```
<BODY onLoad="alert('Hi There!!! try this!')">
```

```
</BODY>
```

```
</HTML>
```



## HTML, <body>

- Body tag: `<script language="JavaScript" > </script>`
- The body element defines the document's body.
- All the contents of an HTML document, such as text, hyperlinks, images, tables, lists, etc.

```
<body bgcolor="#FFFFFF" >
  <div id="Layer1" style="position:absolute; left:0px; top:9px; width:773px; height:168px; z-
index:3">
  <div align="left">
    <table width="100%" height="178" border="0" cellpadding="0" cellspacing="0">
      <tr>
        <td width="23%" rowspan="2"></td>
      </tr>
    </table>
  </div>
</body>
```







## HTML, <body> attributes

- **Background="url"**: Specifies a background image for a document
  - `<body background="bgimage.jpg">`
- **Bgcolor="#xxxxxx"**: Specifies the background color of a document
  - `<body bgcolor="#E6E6FA">`





## HTML, <body> attributes

- **text="color"**, Specifies the color of the text in a document
- **link="color"**, Specifies the default color of unvisited links in a document
- **alink="color"**, Specifies the color of an active link in a document
- **vlink="color"**, Specifies the color of the visited links in a document

– `<body background="bgrnd64.gif" text="#0C4A0C" link="#0C4A0C" vlink="#0C4A0C" alink="#0C4A0C">`





## HTML, Text

- Paragraphs are defined with the `<p>` tag.
- Browsers automatically adds an empty line before and after paragraphs.
- Most browsers will display HTML correctly even if you forget the end tag
  - `<p>This is a paragraph</p>`  
`<p>This is another paragraph</p>`
- Text alignment:
  - `<center>`
  - `<p align=right>`
  - `<p align=right>`





## HTML, Text

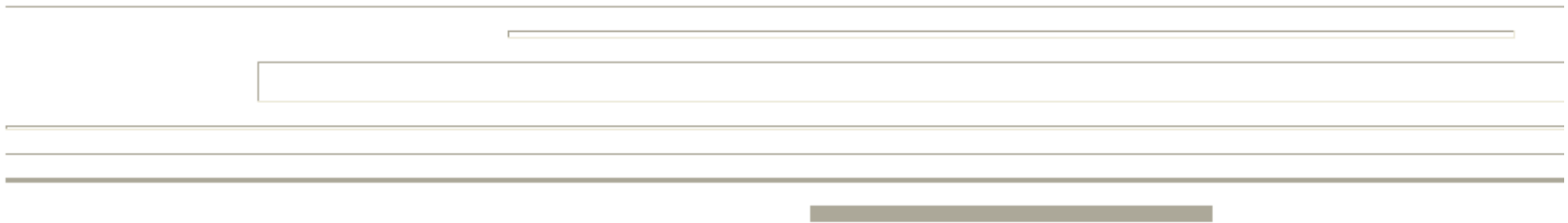
- Line breaks are defined with the `<br>` tag.
- Single tag
  - `<p>This is<br>a para<br>graph with line breaks</p>`
- Blank space: `&nbsp;`
- Block quotations, to achieve a block indentation in common visual browsers: `<blockquote>`



# HTML, Text

- Horizontal rules: used to display lines across the screen

- `<HR SIZE=1 WIDTH=100%>`
- `<HR SIZE=5 WIDTH=50%>`
- `<HR SIZE=25 WIDTH=75%>`
- `<HR SIZE=3 WIDTH=100%>`
- `<HR NOSHADE SIZE=1 WIDTH=100%>`
- `<HR NOSHADE SIZE=3 WIDTH=100%>`
- `<HR NOSHADE SIZE=10 WIDTH=20%>`





## HTML, Text

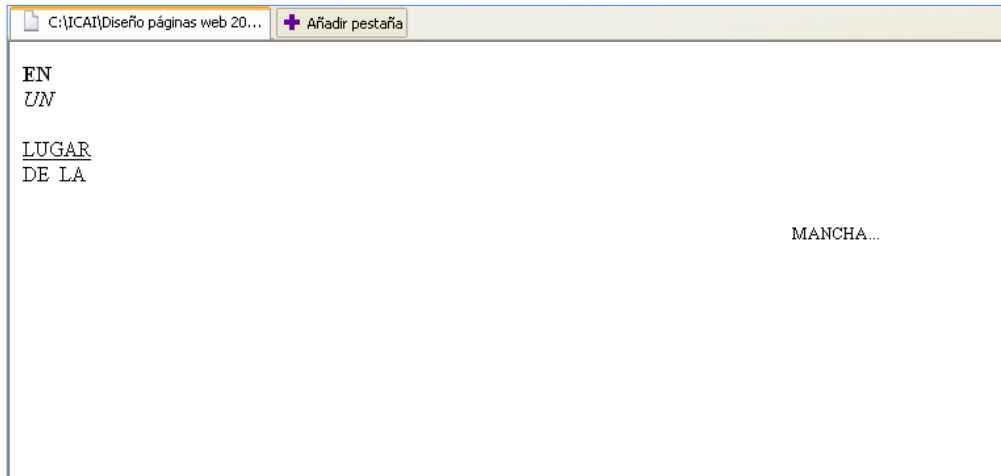
- `<b>`, `</b>` for **bold**
- `<i>`, `</i>` for *italic*
- `<u>`, `</u>` for underlined
- `<strike>`, `</strike>` for ~~strikeout~~
- `<sup>`, `</sup>` for superscript
- `<sub>`, `</sub>` for subscript
- `<tt>`, `</tt>` for teletype
- `<blink>`, `</blink>` for blinking text (very annoying)





# HTML, Text

- Example



```
<b>EN </b>
<br>
<i>UN <p>
<u>LUGAR </u>
<br>
DE &nbsp;LA
<center> <p>
<sub>MANCHA...
```





# HTML, Text

Character	Code
<	<b>&amp;lt;</b>
>	<b>&amp;gt;</b>
á	<b>&amp;aacute;</b>
Á	<b>&amp;Aacute;</b>
é	<b>&amp;eacute;</b>
É	<b>&amp;Eacute;</b>
í	<b>&amp;iacute;</b>
Í	<b>&amp;Iacute;</b>
ó	<b>&amp;oacute;</b>
Ó	<b>&amp;Oacute;</b>
ú	<b>&amp;uacute;</b>
Ú	<b>&amp;Uacute;</b>
Ñ	<b>&amp;Ntilde;</b>

Character	Code
€	<b>&amp;euro;</b>
ç	<b>&amp;ccedil;</b>
Ç	<b>&amp;Ccedil;</b>
ü	<b>&amp;uuml;</b>
Ü	<b>&amp;Uuml;</b>
&	<b>&amp;amp;</b>
¿	<b>&amp;iquest;</b>
¡	<b>&amp;iexcl;</b>
"	<b>&amp;quot;</b>
·	<b>&amp;middot;</b>
º	<b>&amp;ordm;</b>
ª	<b>&amp;ordf;</b>
¬	<b>&amp;not;</b>







## HTML, Text

- The `<font>` tag specifies the font face, font size, and font color of text.
  - `<font> text </font>`
- Attributes:
  - Size: Specifies the size of text
  - Color: Specifies the color of text
  - Face: Specifies the font of text
  - `<font color="#993366" size="4" face="Comic Sans MS, Arial, MS Sans Serif"> 123456789 </font>`



## HTML, Text

- The `<basefont>` tag specifies a default font-color, font-size, or font-family for all the text in a document.

```
<basefont color="#006699" size="4" face="Arial">
```

HOLA

```
<font color="#993366" size="4" face="Comic Sans MS, Arial, MS Sans Serif">
```

A TODOS

HOLA A TODOS





## HTML, Text

- Marquee: element type which causes text to scroll up, down, left or right
- Attributes:
  - Behaviour:
    - Scroll - DEFAULT. Scrolls the text from right-to-left
    - Slide - Same as Scroll except that the text stays there after the loop(s) if a loop(s) is set.
    - Alternate - Text 'bounces' from the left side of the box to the right side.
  - `<marquee bgcolor="#006699" behavior="alternate" direction="right">`  
`<font color="#FFFFCC" size="5">ejemplo de marquesina </font>`  
`</marquee>`

ejemplo de marquesina



