

Bay Area Video Coalition

**HTML / CSS**

# HTML/CSS Jumpstart

# HyperText Markup Language

What is a text markup language?

Plain text with caps for emphasis:

```
This class is HTML/CSS: JUMPSTART.
```

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# HyperText Markup Language

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This class is HTML/CSS: JUMPSTART.
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HTML (requires a 'client' to see the result):

```
This class is <em>HTML/CSS: Jumpstart</em>.
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## HyperText Markup Language

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This class is HTML/CSS: JUMPSTART.
```

HTML (requires a 'client' to see the result):

```
This class is <em>HTML/CSS: Jumpstart</em>.
```

Rich-text format (also requires a client):

```
{\rtf1\ansi\deff0\deftab720{\fonttbl{\f0\fswiss MS Sans  
Serif;}{\f1\fddecor\fcharset2 Symbol;}{\f2\froman Times New  
Roman;}{\f3\froman Times New Roman;}}  
{\colortbl\red255\green0\blue0;}\deflang1033\pard\plain\f2\fs20  
This class is \plain\f2\fs20\i HTML/CSS: Jumpstart  
\plain\f2\fs20 .\plain\f3\fs20 \par}
```

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# HyperText Markup Language

## Physical vs. Semantic Markup

Physically specified using pseudo code:

```
<indent left paper edge 0.5 inches><Times italic bold  
16pt>HTML/CSS: Jumpstart<Times 10pt>
```

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## Physical vs. Semantic Markup

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Markup with HTML—showing the semantic function of the text

```
<h1>  
HTML/CSS: Jumpstart  
</h1>
```

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## HyperText Markup Language

### Physical vs. Semantic Markup

Physically specified using pseudo code:

```
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```

Markup with HTML—showing the semantic function of the text

```
<h1>  
HTML/CSS: Jumpstart  
</h1>
```

and format with CSS:

```
h1 {  
  font-size: 2em;  
  font-weight: bold;  
  margin: 0.67em 0;  
}
```

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- HTML is based on Standard Generalized Markup Language.
- It was created for the Web and for display on multiple devices.
- It is mainly a semantic markup language with a few physical tags.
- HTML can link to other files.
- It can display images and other objects.
- HTML is not a page layout language.

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## HyperText Markup Language

### HTML tags

- Tags are text surrounded by `<` and `>` , e.g.

```
<html>
```

- Tags can contain other content or they can be “empty”.
- The paragraph tag is an example of a container:

```
<p>
```

```
    This text will be displayed as a paragraph.
```

```
</p>
```

- Note the closing tag, which is marked with a forward slash.

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## HyperText Markup Language

### HTML tags

- Empty tags consist of a single start tag, like this image tag

```

```

- This tag closes itself with the slash character.
- The `src` and `alt` items are called attributes; more on that momentarily.
- Tag names in XHTML are lowercase.

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## HyperText Markup Language

### HTML elements

- An element is made up of the tag and it's content along with all it's properties and methods.

### Types of elements

- Inline—does not trigger vertical spacing:

The last word is `<strong>bold</strong>`. Really.

The last word is **bold**. Really.

- Block—does not trigger vertical spacing:

`<p>`The first paragraph.`</p><p>`Really.`</p>`

The first paragraph.

Really.