

Web Development

Produced
by

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HTML Page Structure & Publishing

Learning Outcomes

- Understand the structure of an **HTML Element**, and be able to recognize its variants.
- Be able to read and compose a **relative path**, and be able to distinguish it from an **absolute path**.
- Understand the implications of **nesting** of elements, and in particular be able to distinguish between correct and incorrect nesting.
- Be able to differentiate between **block** and **inline** elements
- Understand the general context of **wireframing**

Agenda

- Elements, Attributes, & Documents
- Linking
- Nesting
- Linebreak, Block & Inline Elements
- Structuring a Page / Wireframing

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Components of an HTML Element

`<ElementName>` - start tag
Attribute(s)
Content
`</ElementName>` - end tag

<title>

```
<title>My DVD Shop</title>
```

ElementName: *<title>*

No attributes

Content: *My DVD Shop*

ElementName *</title>*

<p>

<p>

Trouble prone teen Percy Jackson is about to be kicked out school but thats the least of his problems.

</p>

ElementName: *<p>*

No attributes

Content: *Trouble prone teen Percy Jackson is about to be kicked out school but thats the least of his problems*

ElementName: *</p>*

<a>

```
<a href="about/directions.html">detailed directions</a>
```

ElementName: <a>

Attribute:

name: href

value: "about/directions.html"

Content: *detailed directions*

ElementName

Attributes

- Attributes give you a way to specify additional information about an element.

Do this (correct form)

```
<a href="top10.html">Great Movies</a>
```

The diagram shows the HTML code `Great Movies` with handwritten labels and arrows pointing to specific parts: `href` is labeled "attribute name", `=` is labeled "equals sign", the opening double quote `"` is labeled "double quote", `top10.html` is labeled "attribute value", and the closing double quote `"` is labeled "double quote".

Not this (incorrect form)

```
<a href=top10.html>Great Movies</a>
```

WRONG - no double quotes around the attribute value.

```

```

ElementName: **

Attribute:

name: src

value: "../../images/PJackson.jpg"

Content: *empty*

ElementName - *none (for the moment)*

HTML Document Structure

- html
 - head
 - title
 - body
 - h1
 - p
 - etc...

```
<html>
  <head>
    <title>My DVD Shop</title>
  </head>
  <body>
    <h1>Welcome to the New and Improved DVD Shop</h1>
    
    <p>
      We have the biggest selection of DVDs and Games in Ireland.
      Check out our <a href="catalogue/newreleases.html">new releases</a>.
      This week we reccomend <em>the Crazies</em>.
    </p>
    <h2>Directions</h2>
    <p>
      You'll find us right in the center
      of downtown Webville. If you need help finding
      us, check out our
      <a href="about/directions.html">detailed directions</a>.
      Come join us!
    </p>
  </body>
</html>
```

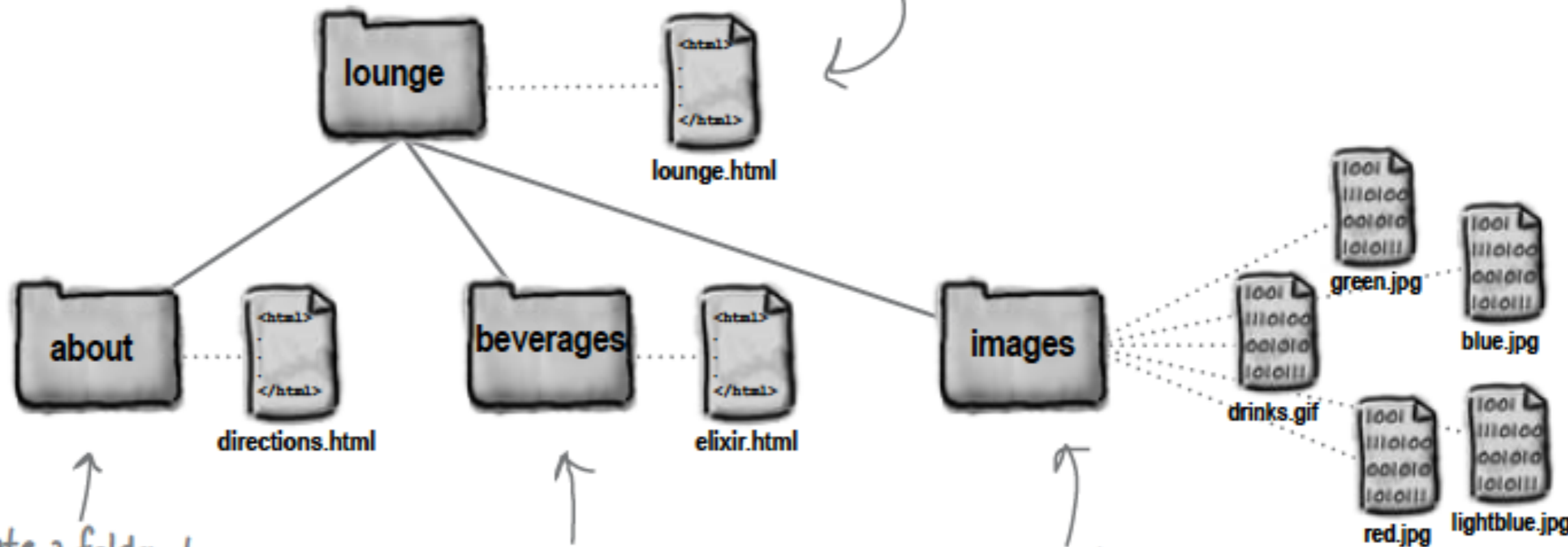
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Linking

Our root folder is still the "lounge" folder.

We're going to leave the main "lounge.html" page in the "lounge" folder.



Let's create a folder to hold pages about the lounge, like the directions. We could also add new pages here about the management, events, and so on.

We'll also create a folder to hold pages about the lounge's beverages. Right now that's just the elixirs, but we'll be adding more soon.

And, let's group all images into one folder.

Links: Absolute vs Relative

- **Absolute**

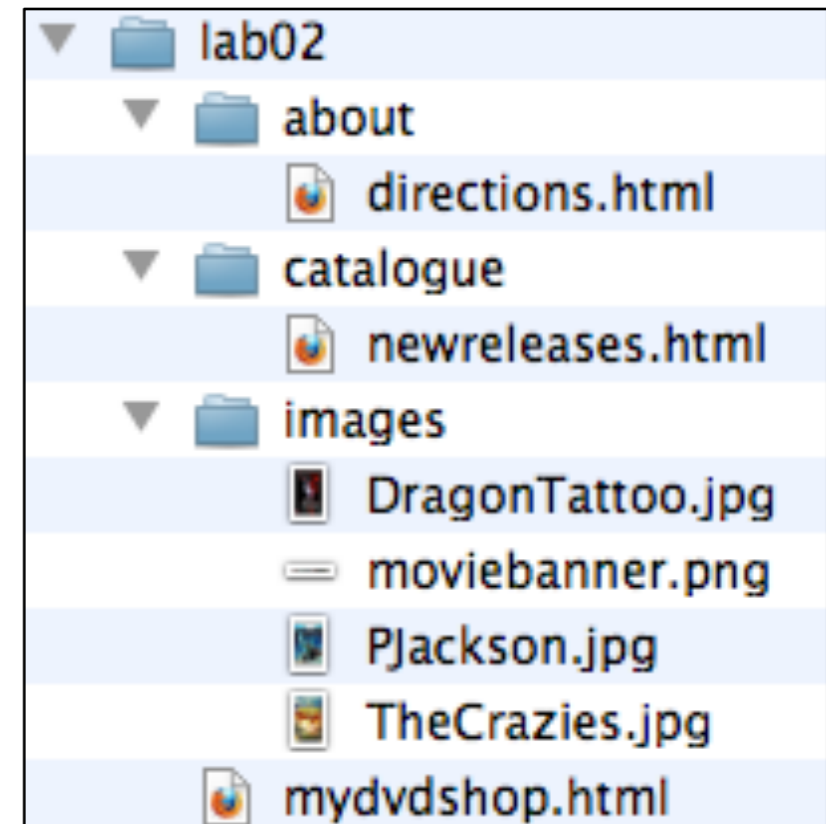
- Complete path to a file on the hard disk: e.g:
 - /webdevlabs/lab02/imagestatoo.jpg
 - /webdevlabs/lab01/mydvds.html

- **Relative:**

- Trace route from “current position” to the destination
- “..” means go up one level
- Directory name may prefix filename

Relative Link Examples

- If we are in “lab02” then “about/directions.html” is a relative link from the current folder to the catalogue folder, and to the files “directions.html” in that folder
- If we are in the catalogue folder, and we wish to link to one of the images, the link “../images/pjackson.jpg” means “go up one level, and then down into the “images” folder and then link to pjackson.jpg”
- Avoid absolute links!



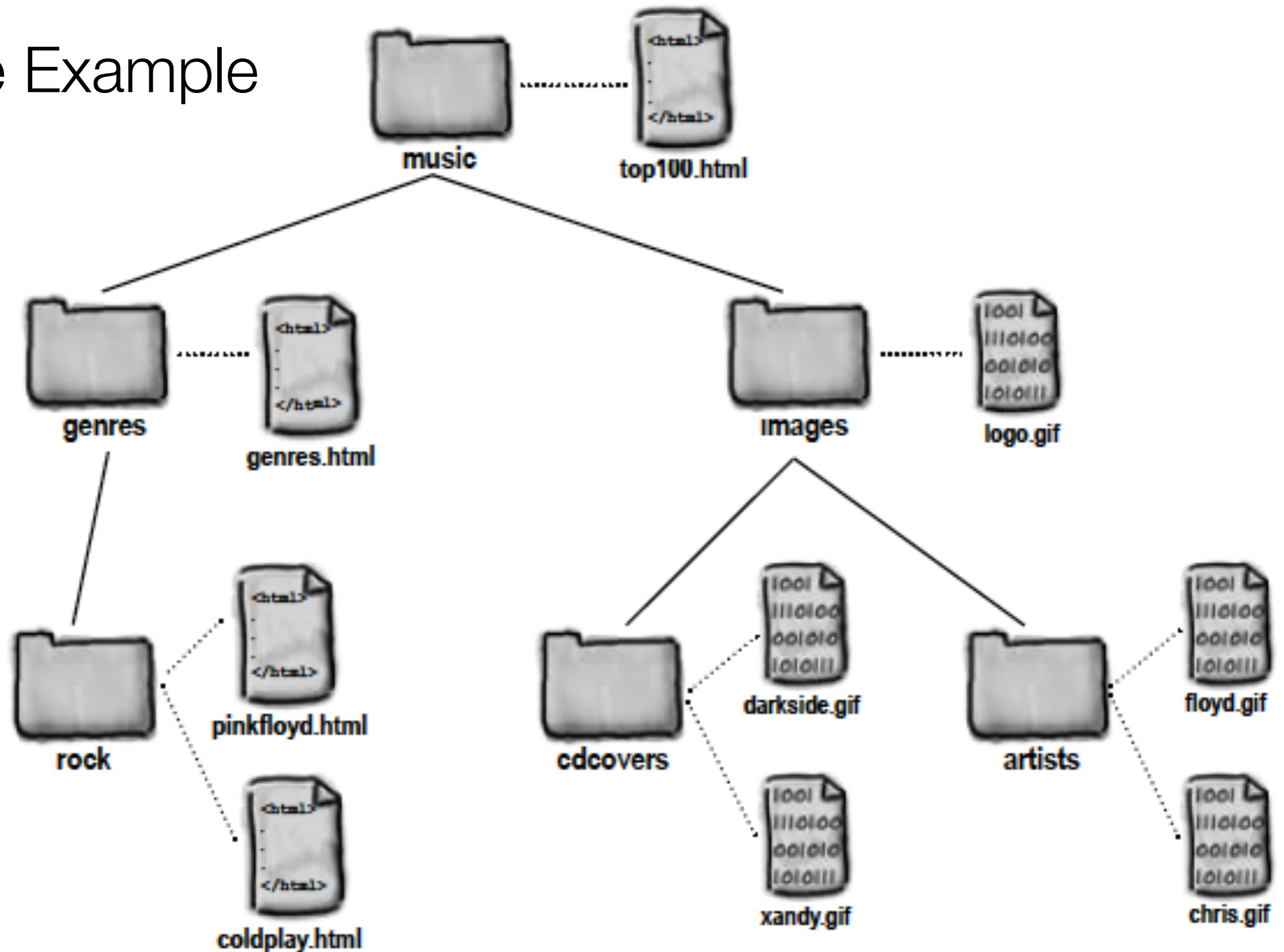
```
<a href="catalogue/newreleases.html">new releases</a>
```

```

```

```
<a href="faq.html">FAQ</a>
```


Site Example

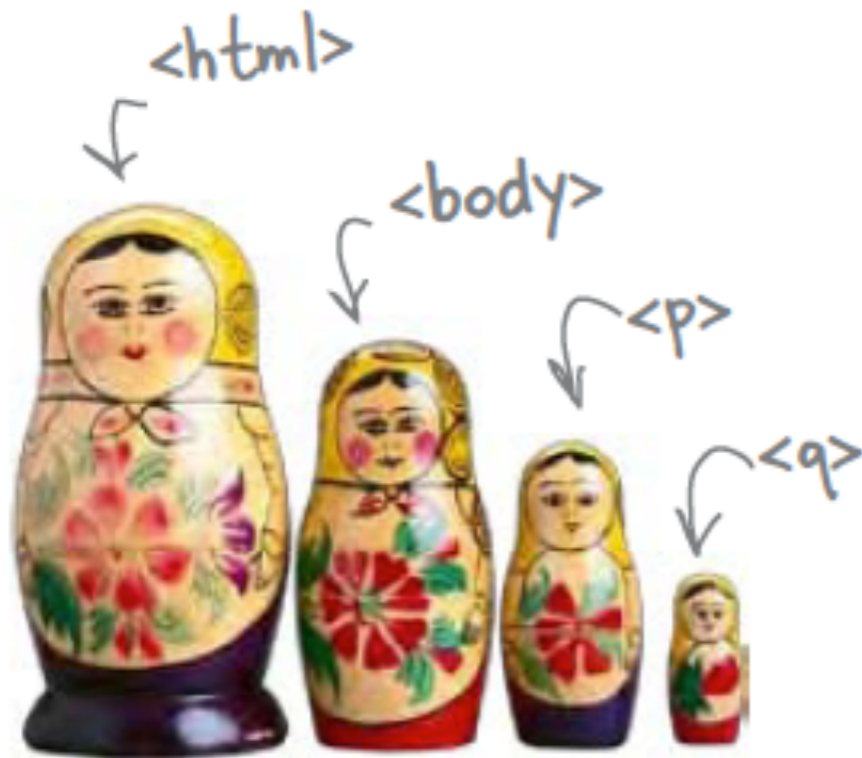


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Nesting

- When we put one element inside another element, we call that nesting.
- We say, the `<p>` element is nested inside the `<body>` element.
- We put a `<body>` element inside an `<html>` element, a `<p>` element inside a `<body>` element etc.



Nesting - Tree Structure

```
<html>
  <head>
    <title>Musings</title>
  </head>
  <body>
    <p>
      To quote Buckaroo,
      <q>The only reason
        for time is so
        that everything
        doesn't happen
        at once.</q>
    </p>
  </body>
</html>
```

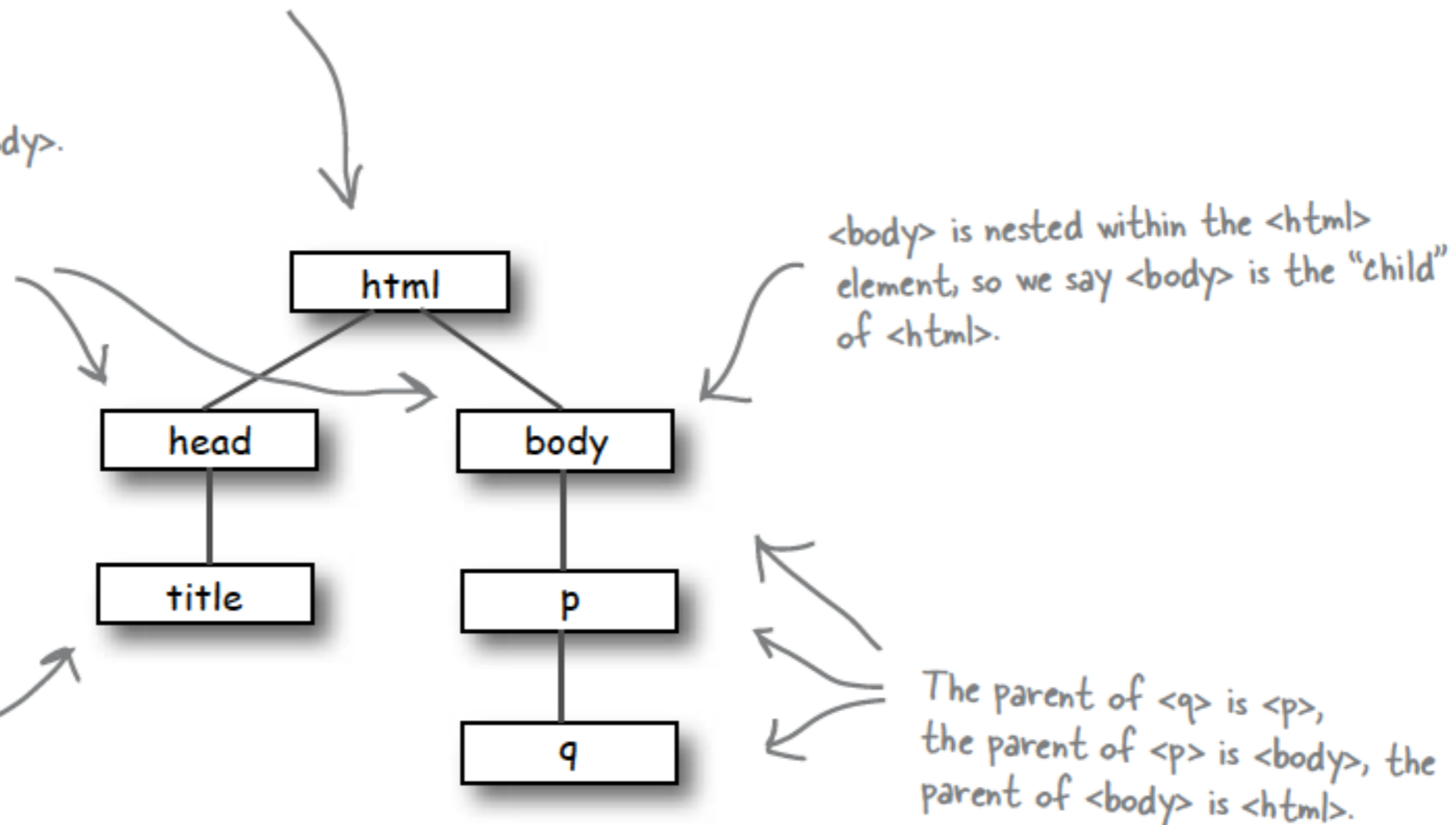
`<html>` is always the element at the root of the tree.

`<html>` has two nested elements: `<head>` and `<body>`. You can call them both "children" of `<html>`.

`<body>` is nested within the `<html>` element, so we say `<body>` is the "child" of `<html>`.

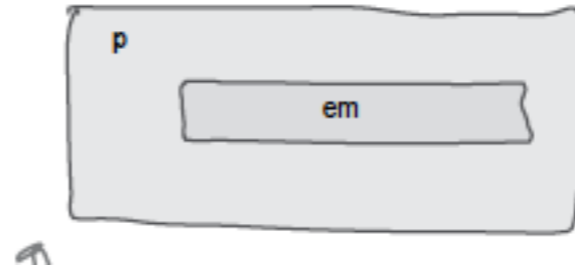
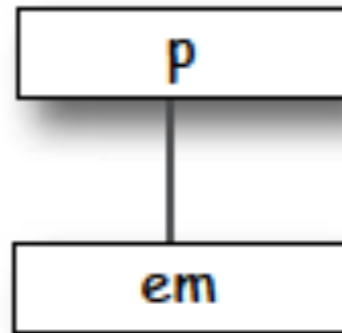
`<title>` is nested within the `<head>` element.

The parent of `<q>` is `<p>`, the parent of `<p>` is `<body>`, the parent of `<body>` is `<html>`.



Nesting can be Incorrect!

```
<p>I'm so going to blog <em>this</em></p>
```



Good

```
<p>I'm so going to blog <em>this</p></em>
```

?



Bad

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Line Breaks

- Break: `
 </br>`
- An Empty element: - sometimes shortened to:

`
</br>`

or

`
`

or

`
`

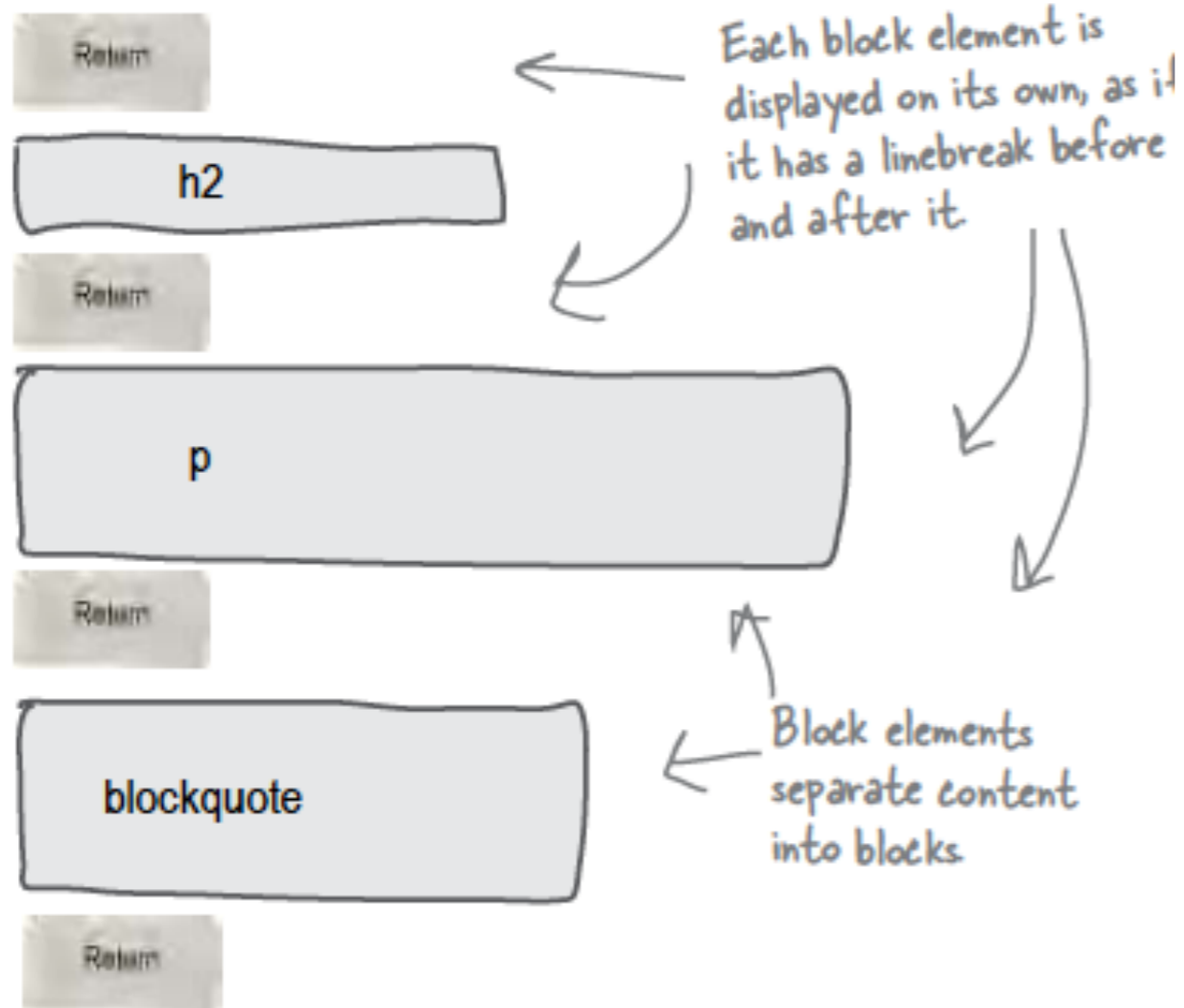
Block vs Inline Elements

- Block elements are always displayed as if they have a line break before and after them
- inline elements appear “in line” within the flow of the text in your page.

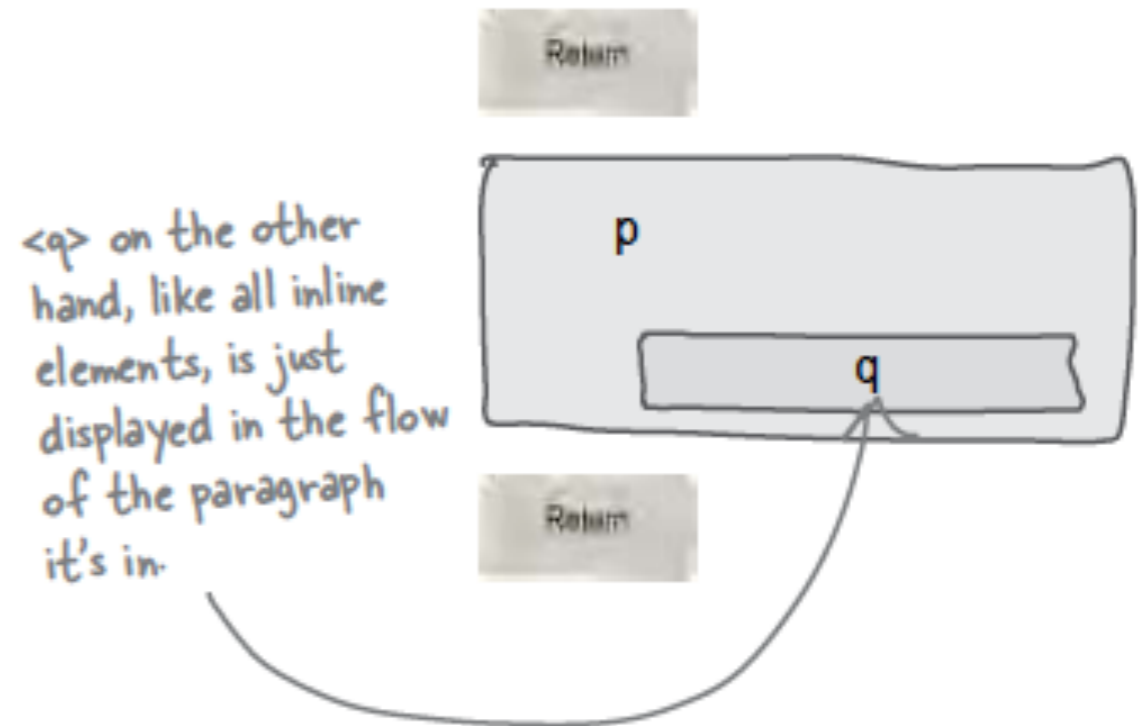
“Block elements stand on their own; inline elements go with the flow.”

Examples

- Block - h1, h2, p, blockquote



- Inline - a, em, q



Example

`<h2>Argo</h2>`

block

`<p>`

Based on real events, the dramatic thriller "Argo" chronicles the life-or-death covert operation to rescue six Americans, which unfolded behind the scenes of the Iran hostage crisis, focusing on the little-known role that the CIA and Hollywood played-information that was not declassified until many years after the event.

block

`</p>`

`<h2>Skyfall</h2>`

block

`<p>`

Bond's loyalty to M is tested as her past comes back to haunt her. As MI6 comes under attack, 007 must track down and destroy the threat, no matter how personal the cost.

block

`</p>`

Argo

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linebreak

inline

Skyfall

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Planning a Document (1)

- Visualizing End Result

News & Views

Bits of news, words of advice

September 3, 2010



Movies coming in the next two weeks:

1. Robin Hood
2. Prince of Persia, Sands of Time
3. Date Night
4. Last Chance, CO
5. Bad Lieutenant: Port of Call - New Orleans
6. Cop Out

September 1, 2010

Some reviews on the new Robin Hood movie. Good one from the Wall St. Journal:

Despite its abundant flaws and historical howlers and generally dimwitted tone, Robin Hood is a surprisingly enjoyable work of popcorn cinema, if you're willing to take it on its own terms.

Not so good one from film.com:

The film is pretty, and there are a few solid moments every hour. But considered as a work of cinema, with paid professionals involved, it's an extremely lackluster story.

Might be worth watching.

August 28, 2010



We are doing a special on the top three highest grossing films of all time:

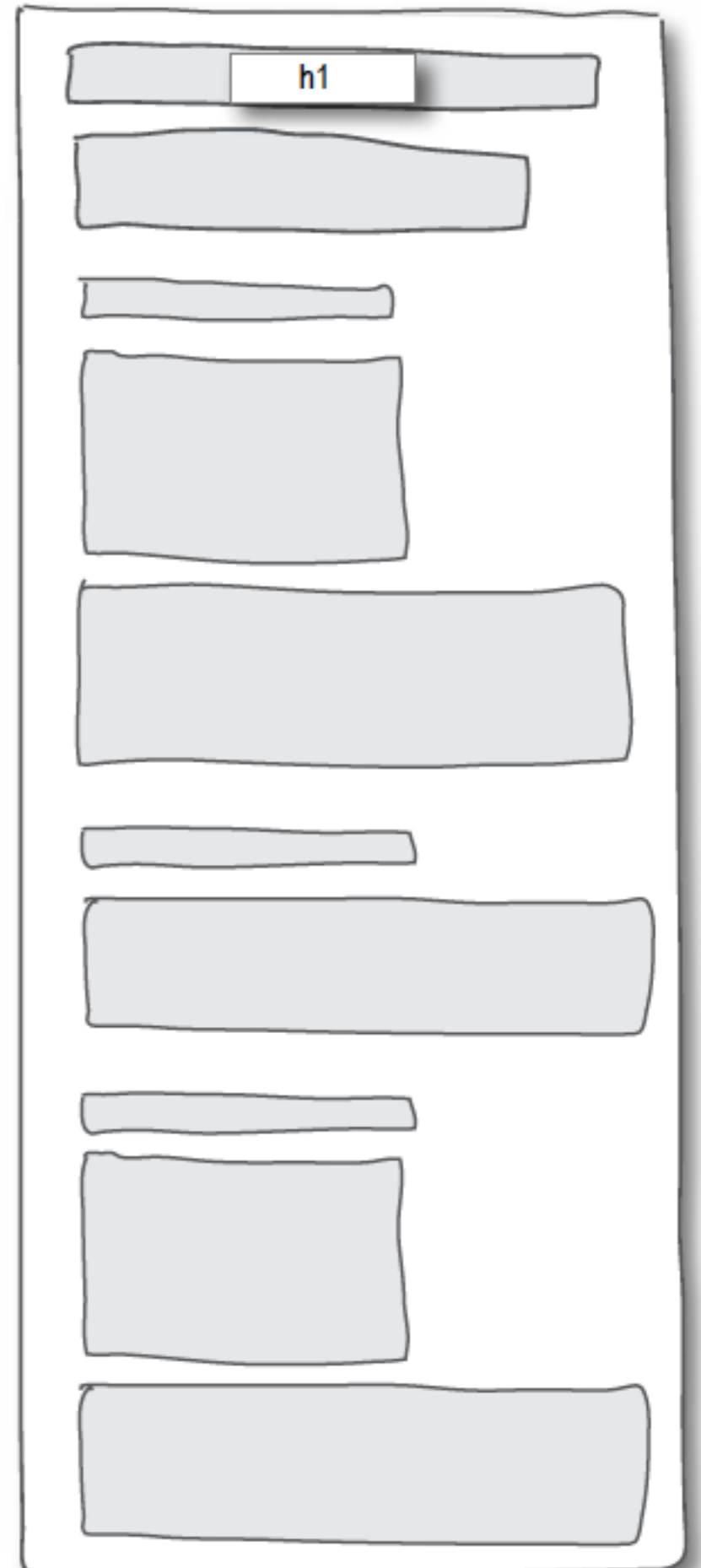
- Avatar
- Titanic
- Lord of the Rings: Return of the King

2 nights for €5

Powered by hand coded <html>

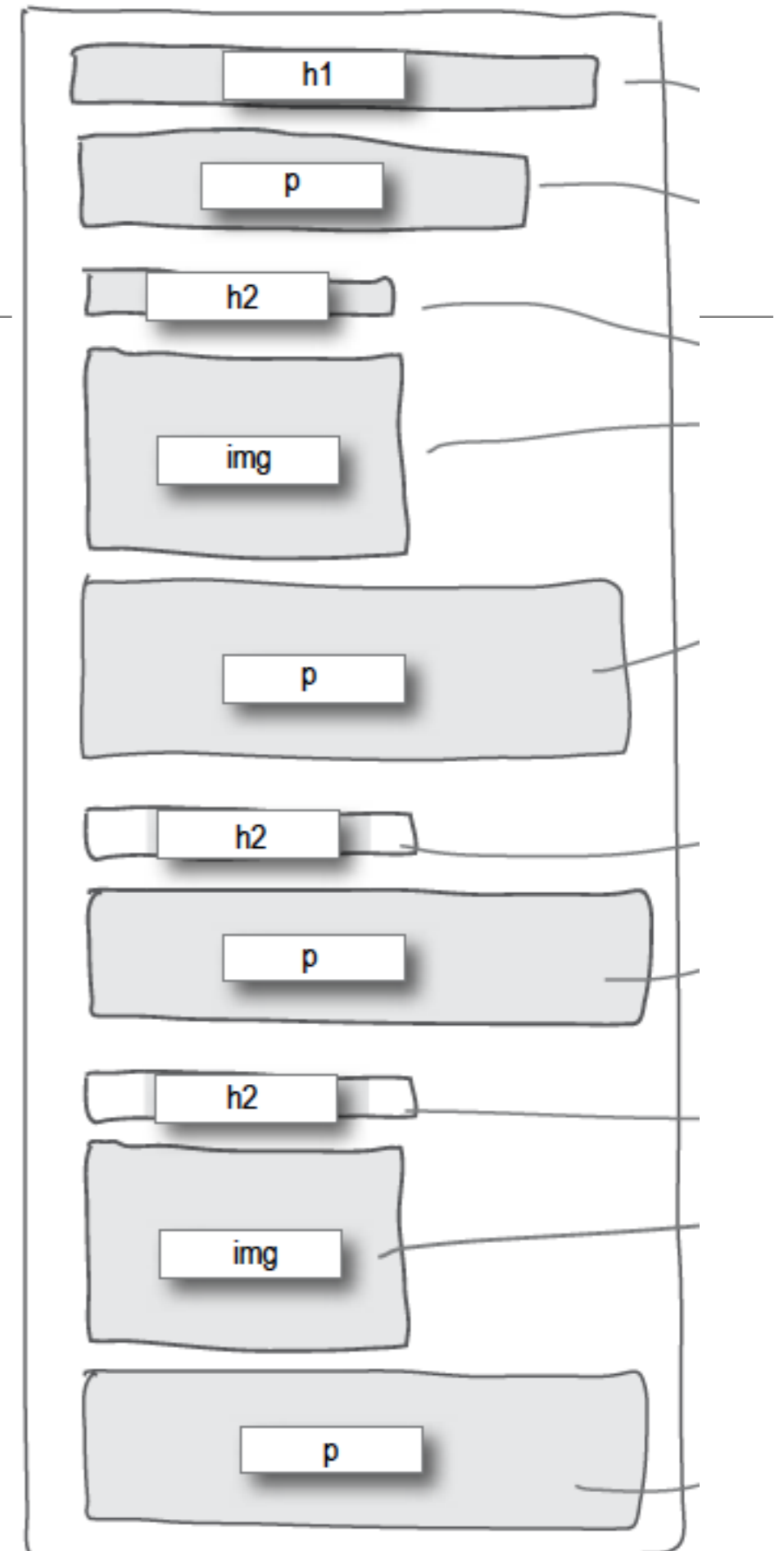
Planning a Document (2)

- Identify Block Structure



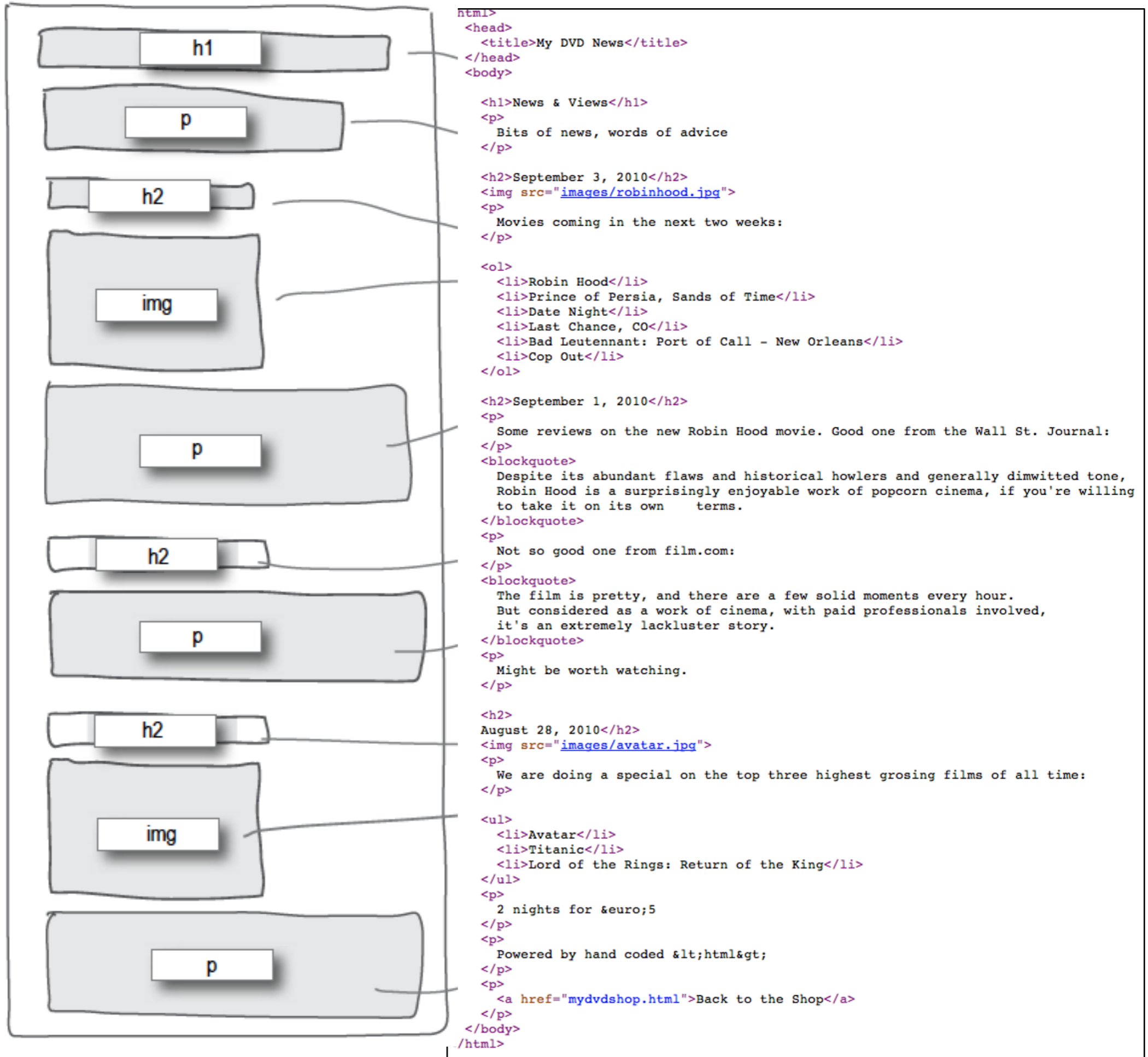
Planning a Document (3)

- Select suitable elements



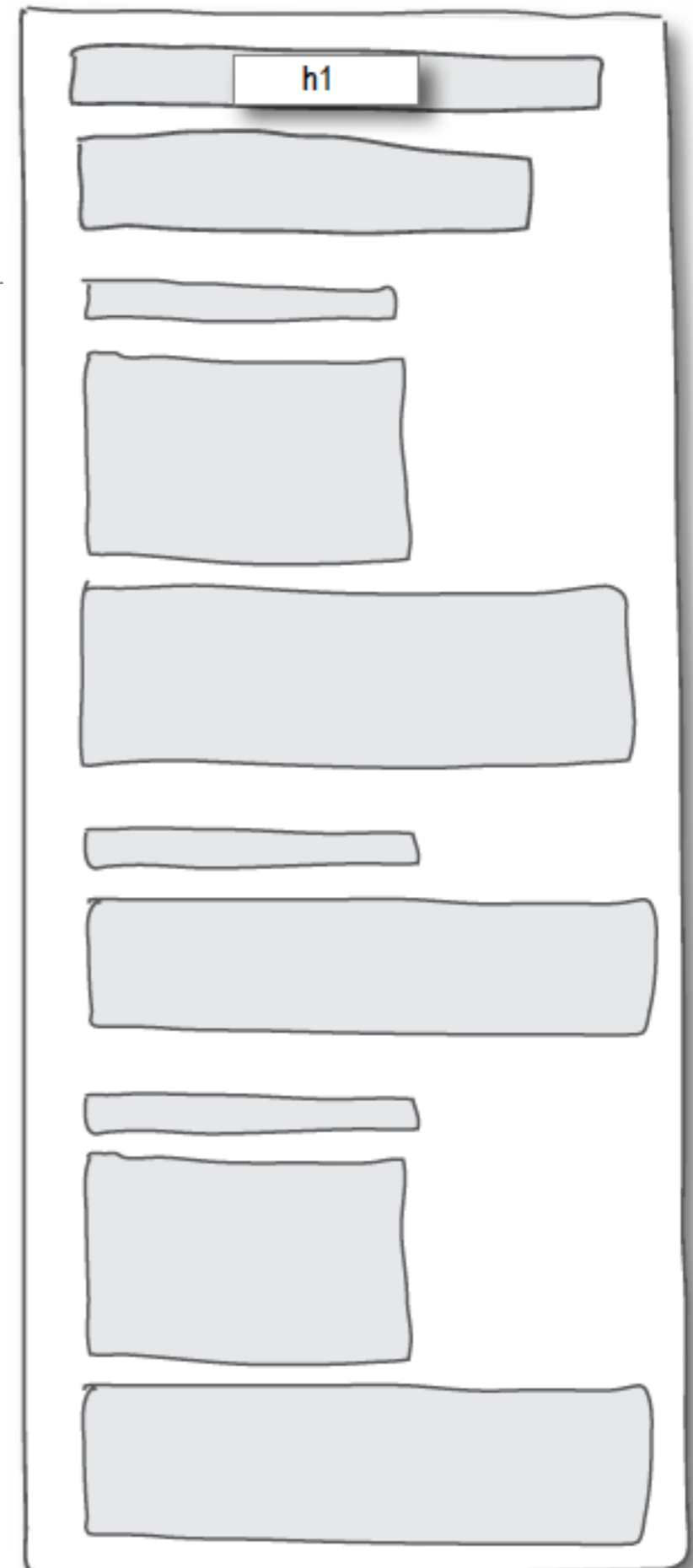
Planning a Document (4)

- Build Content



Wire framing

- A website wireframe is a basic [visual guide](#) used in [interface design](#) to suggest the structure of a [website](#) and relationships between its pages.
- A webpage wireframe is a similar illustration of the [layout](#) of fundamental elements in the [interface](#). Typically, wireframes are completed before any artwork is developed.

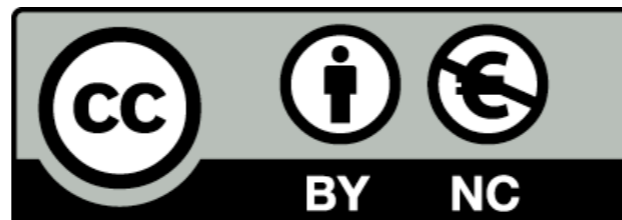


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