HTML

Hyper Text Markup Language

Home

About

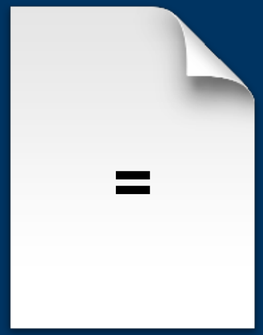
Services

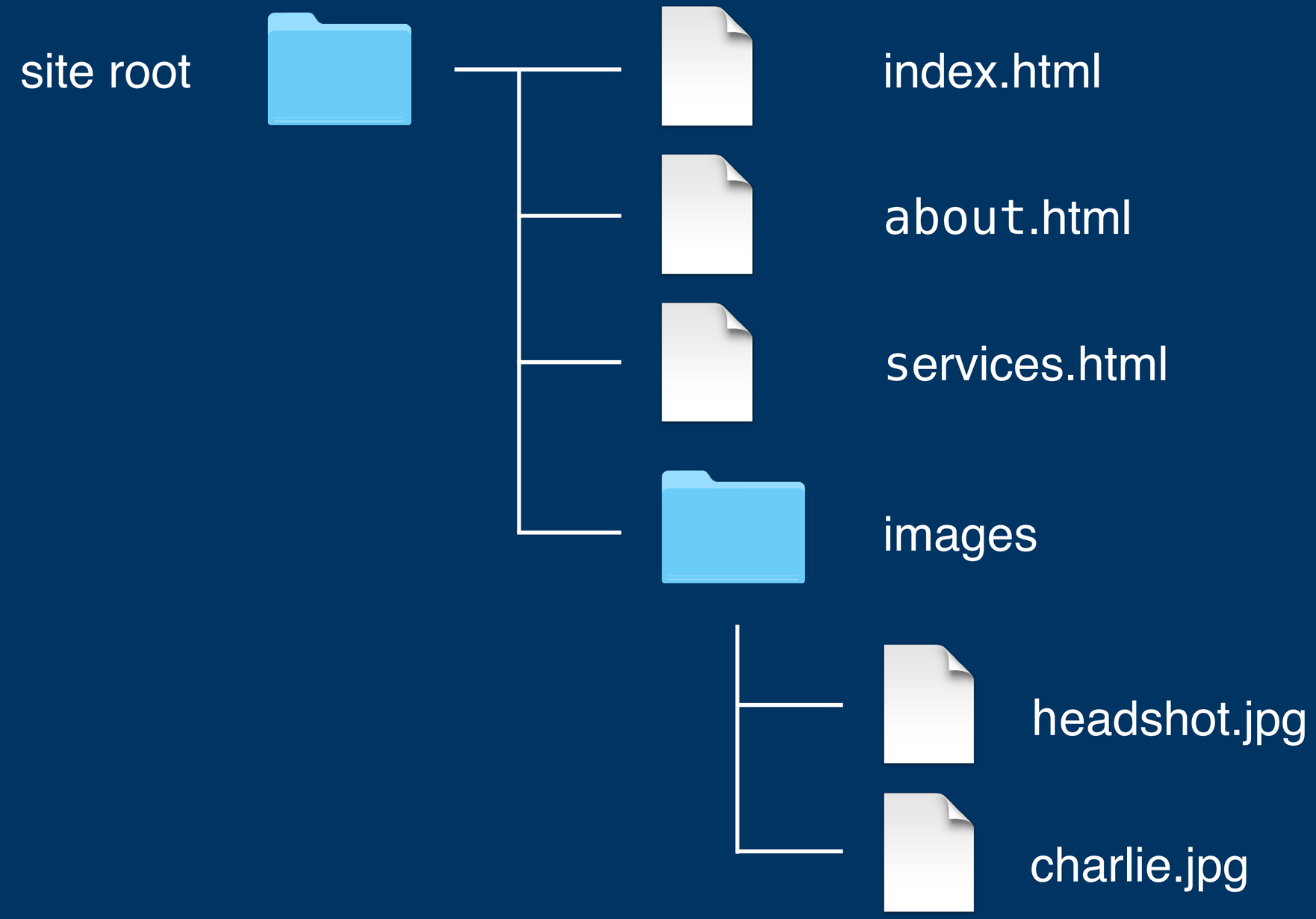
index.html

about.html

services.html

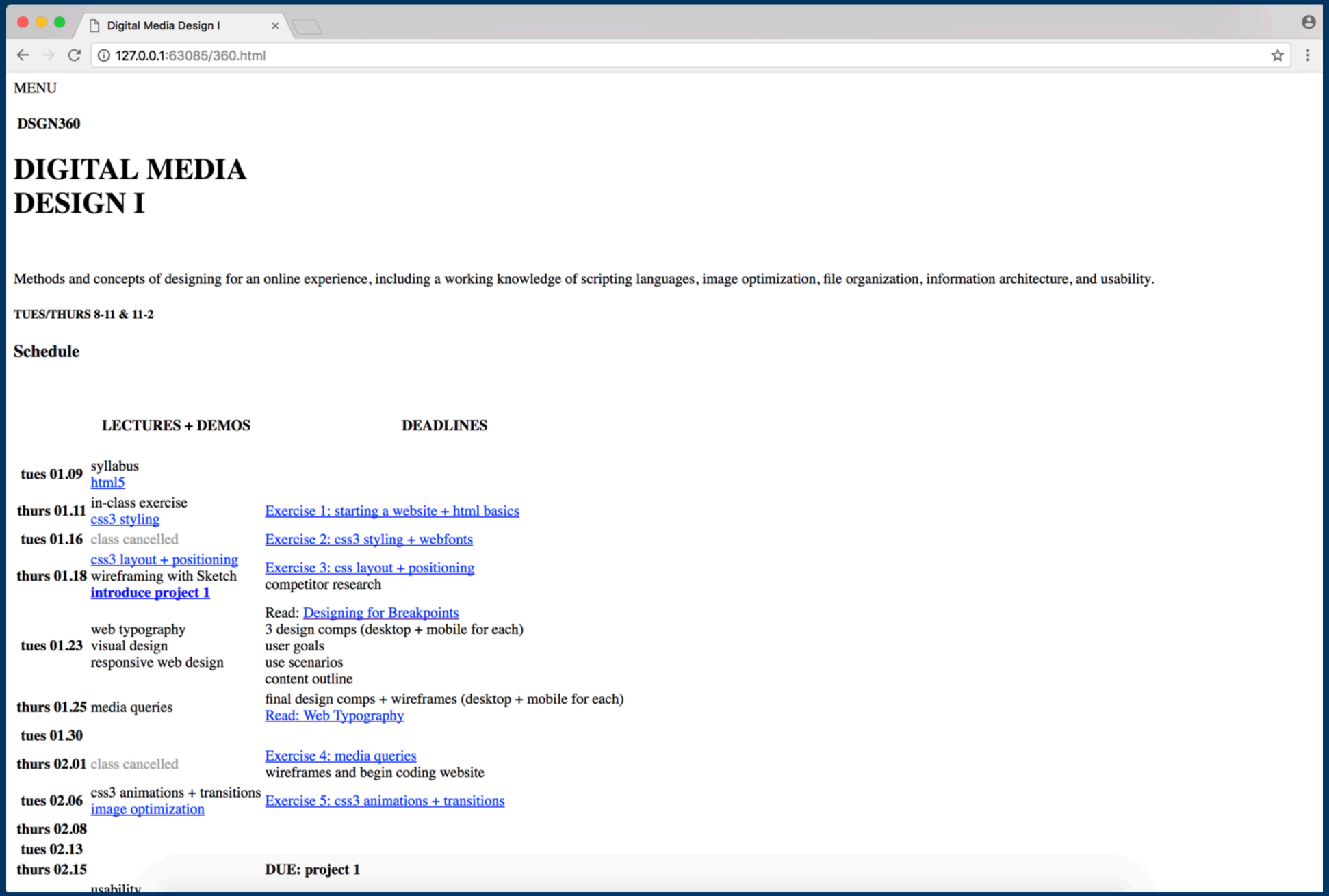
Homepage = index.html




site root
index.html
about.html
services.html
images
headshot.jpg
charlie.jpg

```
<!DOCTYPE html>
<html>

<head>
    <meta charset="UTF-8">
    <title>Digital Media Design I</title>
    <link href="stylesheet.css" rel="stylesheet" type="text/css">
    <link href='http://fonts.googleapis.com/css?family=Lato:300,400,700,900' rel='stylesheet' type='text/css'>
    <link href='http://fonts.googleapis.com/css?family=Merriweather:400,300,700' rel='stylesheet' type='text/css'>
    <meta name="viewport" content="width:device-width, initial-scale=1.0" />
    <script type="text/javascript" src="http://ajax.googleapis.com/ajax/libs/jquery/1.9.1/jquery.min.js"></script>
</head>

<body>

    <div id="wrapper">
        <div id="main-content">
            <div id="nav">
                <ul>
                    <li><a href="#schedule">SCHEDULE</a></li>
                    <li><a href="#resources">RESOURCES</a></li>
                    <li><a href="#info">COURSE INFO</a></li>
                    <li><a href="images/DSGN361_Syllabus.pdf">SYLLABUS</a></li>
                </ul>
                <div class="nav-button">MENU</div>
            </div>


            <header>
                <div class="column-left">
                    <h4> DSGN360</h4>
                    <h1>DIGITAL MEDIA<br>DESIGN I</h1>
                </div>

                <div class="column-right">
                    <br>
                    <p>Methods and concepts of designing for an online experience, including a working knowledge of scripting languages, image optimization, file
                    organization, information architecture, and usability.</p>
                    <h5>TUES/THURS 8-11 &amp;amp; 11-2</h5>
                </div>
            </header>

            <a name="schedule"></a>
            <div class="column">
                <h3>Schedule</h3><br>
                <table>
                    <tr class="table-head">
                        <th class="table-date"></th>
                        <th>
                            <h4>LECTURES + DEMOS</h4>
                        </th>
                        <th>
                            <h4>DEADLINES</h4>
                        </th>
                    </tr>

                    <tr class="table-even">
                        <th class="table-date">tues 01.09</th>
                        <td>syllabus<br><a href="images/dsgn360_html5.pdf"><span style="color:#0036ff">html5</span></a></td>
```

A webpage built only with HTML is ugly



MENU

DSGN360

DIGITAL MEDIA DESIGN I

Methods and concepts of designing for an online experience, including a working knowledge of scripting languages, image optimization, file organization, information architecture, and usability.

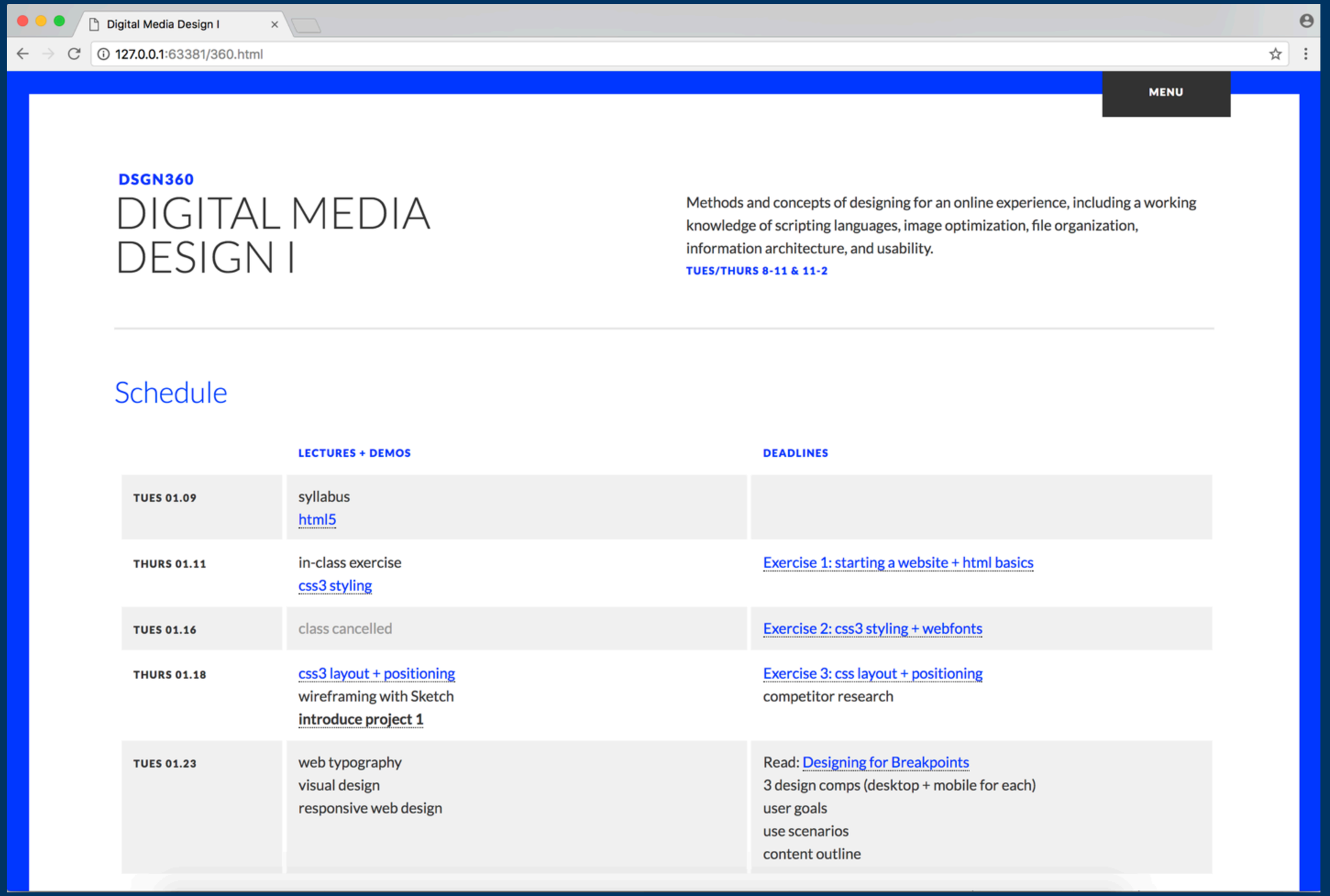
TUES/THURS 8-11 & 11-2

Schedule

	LECTURES + DEMOS	DEADLINES
tues 01.09	syllabus html5	
thurs 01.11	in-class exercise css3 styling	Exercise 1: starting a website + html basics
tues 01.16	class cancelled	Exercise 2: css3 styling + webfonts
thurs 01.18	css3 layout + positioning wireframing with Sketch **introduce project 1**	Exercise 3: css layout + positioning competitor research
tues 01.23	web typography visual design responsive web design	Read: Designing for Breakpoints 3 design comps (desktop + mobile for each) user goals use scenarios content outline
thurs 01.25	media queries	final design comps + wireframes (desktop + mobile for each) Read: Web Typography
tues 01.30		
thurs 02.01	class cancelled	Exercise 4: media queries wireframes and begin coding website
tues 02.06	css3 animations + transitions image optimization	Exercise 5: css3 animations + transitions
thurs 02.08		
tues 02.13		
thurs 02.15		**DUE: project 1**

usability

Therefore we must add CSS to
give it structure and visual design



DSGN360

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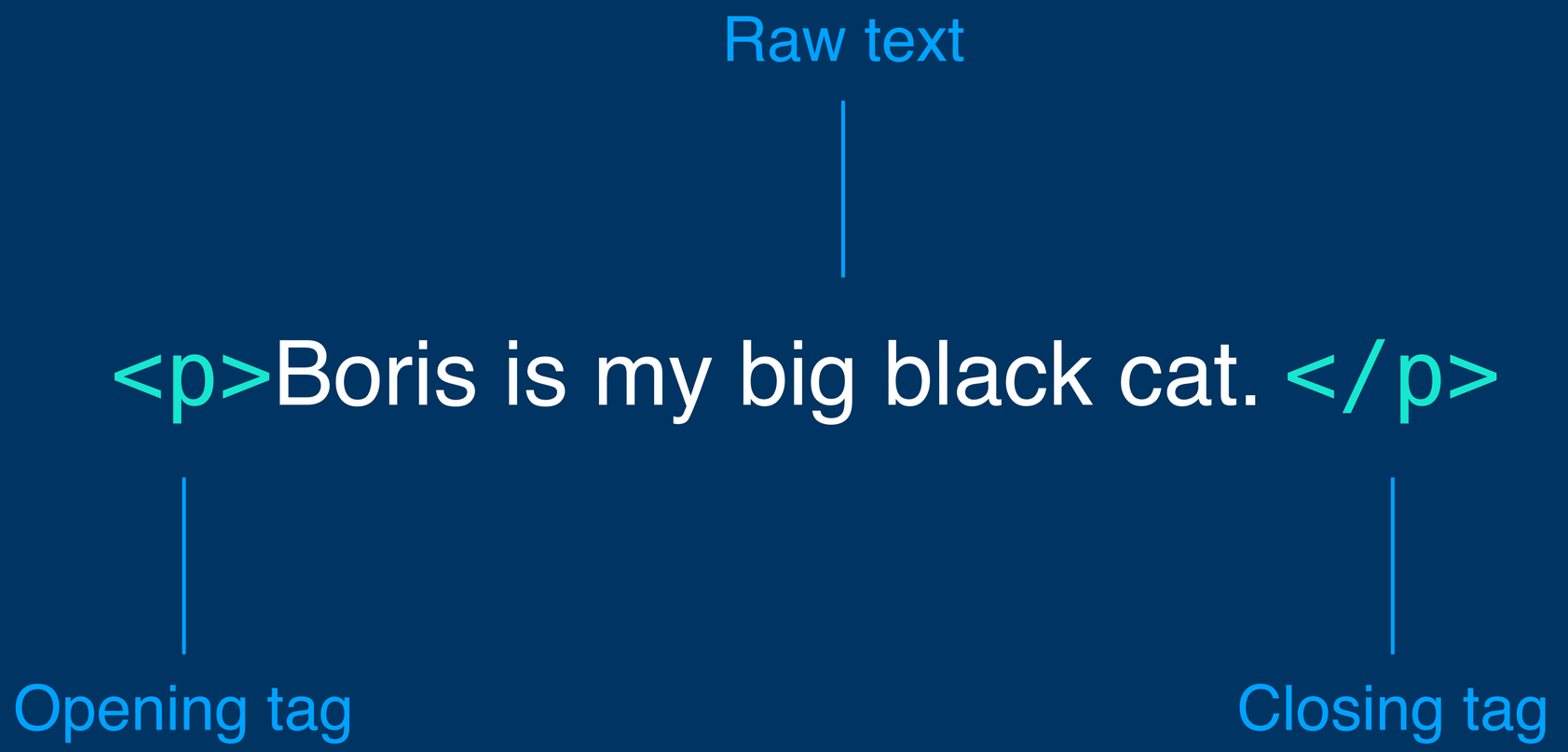
HTML Elements & Tags

Markup languages work by surrounding, or “marking up”, raw text with information the computer can interpret.

```
<h1>Hello world!</h1>
```

Each type of content must be labeled as a specific HTML element and sandwiched between and opening and closing tag.

<h1>Headings</h1>
<h2>Subheadings</h2>
<video>Videos</video>
Paragraphs
Lists
<a>Links


Raw text
Boris is my big black cat.
Opening tag
Closing tag

These elements are often nested inside one another, with each containing information about the type and structure of the information to be displayed in the browser.

Remember: The order that you write your code is the order that content will be displayed in the browser.

```
<html>
<body>
   <div>
      <h1>Fun Fact</h1>
      <p>Charlie the dachshund weighs 13 lbs.,
   while Boris the black cat weighs in at a
   whopping 22 lbs. Crazy.</p>
   </div>
</body>
</html>
```

Natural
Fiber
Stalk-Saks

Sugar
Flour

HTML is a language of compartmentalizing content. You can look at HTML like a newspaper layout, each type of content—or, element—is compartmentalized based on its meaning and hierarchy.

INTERNATIONAL An edition of USA TODAY

WEDNESDAY

USA TODAY 01.18.17

IN MONEY

Medical facility of the future

IN LIFE

Who could get surprise Oscar nominations?

King's legacy honored in Memphis

Osie James carries a portrait of Martin Luther King Jr. during the annual Martin Luther King Day march Monday in Memphis. Hundreds marched in honor of the civil rights leader from the north end of downtown Memphis to the site where King was assassinated in 1968, which now houses the National Civil Rights Museum.

ROCKERS CRANK IT UP TO SUPREME COURT

The Slants want to trademark name some find offensive

Richard Wolf
@richardjwolf
USA TODAY

WASHINGTON — The latest release from Simon Tam's dance-rock group is called *The Band Who Must Not Be Named* — and for good reason.

Despite making music for more than a decade, the Portland, Ore.-based band has been unable to get its name registered as a federal trademark. The battle will culminate Wednesday when four Asian Americans who call themselves The Slants play a 400-seat theater known as the Supreme Court.

At issue is nothing less than freedom of speech. Does a federal law bar empowers the Patent and Trademark Office to turn down applications it deems disparaging, violate the First Amendment? In Washington, where a president-elect ... Twitter is redefining the outer boundaries of appropriate speech, such power is police language more almost quaint.

Tam framed his band as an act of "reappropriation" — adopting a demeaning term aimed at Asian Americans and wearing it as a badge of pride.

"We need to allow freedom of expression, especially with those you disagree with the most," the 35-year-old musician-activist says. "At the minor, wit and irony — those are the things that will truly neutralize."

Watching in the wings is Washington's NFL football team, both celebrated and re-

STORY CONTINUES ON 1A

The Slants is an Asian-American dance-rock band from Portland, Ore.

Trump's welcome committee: An avalanche of opponents

Protests are planned across the USA and around the world

The numbers expected in the nation's capital are "pretty well unprecedented."

Mike Litterst, National Park Service

Heidi M. Przybyla
USA TODAY

WASHINGTON — From the grave of a suffragist in Upstate New York to the 16th Street Baptist Church in Birmingham, Ala., and the Brandenburg Gate in Germany, President-elect Donald Trump has quite a welcome committee. An estimated 1 million people plan to demonstrate in all 50 states and 132 countries.

In the U.S. capital alone, the National Park Service has issued permits for 28 separate events the weekend of his swearing-in Friday as the nation's 45th president. It's a number that's "pretty well unprecedented" next to inaugurations, says Mike Litterst, a park service spokesman.

"The biggest issue is security, finding space for all of these groups."

The main event is the Women's March on Washington on Saturday, which a spokesman says could draw at least 200,000 people to rally in support of women's rights, including abortion rights as well as affordable health care and equal pay. It has inspired about 1,200 others of varying sizes across the country and, in every continent, says Vanessa Eisel, spokeswoman for a network of sister marches.

While there are a few groups — like Bikers for Trump — coming in to show their support, the vast majority are protesters, according to a Park Service spreadsheet of permit applications. What's unique is that "people who have never been politically active before are now marching," says Eisel, a Boston-based organizer from Edinburg who became a U.S. citizen last fall.

Cities with the largest number of registrants include Los Angeles, Chicago, Seattle, Portland, Boston, Denver and Minneapolis. There are marches even in small-er and more rural cities such as Topeka, Nashville and Des Moines. "The message here is women's rights are human rights, and we are not taking a single step back," says Terry O'Neill, president of the National Organization for Women.

Others are more openly hostile to the incoming president. "We're more than disappointed in Trump. We're disgusted," says Working Families Party senior adviser Valerie Kelly. "Not just today but for

STORY CONTINUES ON 2A

USA SNAPSHOTS®

The dish on washing

An automatic dishwasher saves an average of **6 gallons** of water per cycle vs. washing by hand

SOURCE ...

U.S. ramps up airdrops to forces fighting ISIL in Syria

Weapons, supplies fuel rebel offensive

Jim Michaels
@jimmichaels
USA TODAY

SCOTT AIR FORCE BASE, ILLINOIS — The U.S. Air Force is increasing airdrops of weapons, ammunition and other equipment to a growing number of opposition forces closing in on Raqqa, the Islamic State's de facto capital in Syria.

"Our expanded precision air-drop capability is helping ground forces like the offensive to free Islamic State and efforts to isolate Raqqa," said Gen. Carlton Everhart, commander of the Air Mobility Command, which is headquartered here.

The Air Force conducted 16 airdrop missions in Syria last year, including six in December.

The airdrops are essential in getting supplies to a force that doesn't have access to ground supply lines and is in nearly constant contact with the enemy, highlighting the necessity of supporting an irregular force operating in a hostile environment.

"In those instances, airdrops are absolutely essential," said Air Force Col. John Dorrian, a military spokesman in Baghdad.

The U.S.-led coalition backs a force of about 40,000 fighters in Syria and airstrikes and teams of U.S. Special Forces, who provide advice and training.

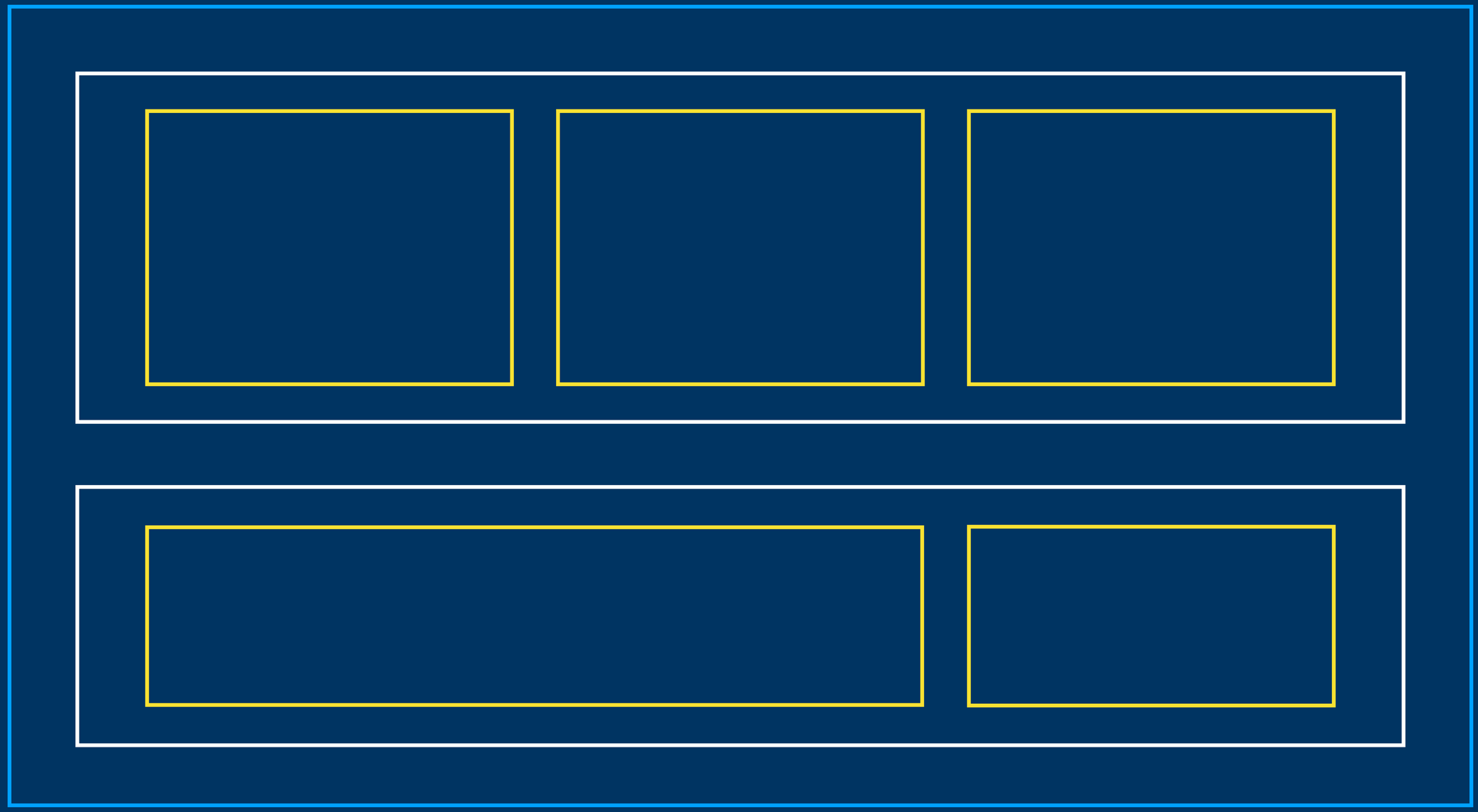
The force is becoming increasingly important as it focuses pressure on the Islamic State's most important stronghold in Syria. Over the border, Iraqi security forces are conducting an offensive in Mosul, the country's second-largest city and the militants' remaining stronghold in Iraq.

The Mosul battle is a more conventional operation where Iraq's army can use roads to get supplies. The fight in Syria is waged by tribal and other irregular forces. Airdrops are a lifeline to the forces there.

The airdrop missions have changed dramatically since previous wars, such as Vietnam, when pallets would be easily blown off target, sometimes landing within reach of the enemy.

Today, the bundles are guided onto landing zones using GPS technology and steerable parachutes. "We'll get it within 150 or 15 meters of the mark," Everhart said. The supplies range from small-arms ammunition to vehicles.

Kurdish fighters finished victory signs in June 2015 as they battled to liberate the Syrian town of Raqqa, an Islamic State stronghold.



In order to create a container for the content to go into, you must define which type of element it is. There a lots of elements but we usually only use a handful:

a
article
aside
br
canvas
code
div
DOCTYPE
em
footer
form
h1, h2, h3, h4, h5, h6
head
header
html
hr
iframe
img
li
link
lists
meta
nav
object
ol
p
script
section
span
small
strong
style
table
title
ul

Basic Page Structure

In order for the browser to render your code into a webpage, you need to setup your file with a basic html structure.

```
<!DOCTYPE html>

<html>

    <head>
        <meta charset="utf-8">
        <title>Type Title Here</title>
    </head>

    <body>



    </body

</html>
```

You can let web browsers know that you are using HTML by starting your document with a document type declaration.

```
<!DOCTYPE html>
```

The HTML element is the root element of the page. The html tag tells the browser that this is an HTML document. It is the container for all other HTML elements (except for the <!DOCTYPE> tag).

You can also define the language of the page in the html tag.

```
<html lang="en">

Anything between these tags will be interpreted as HTML code.

</html>
```

Inside the <html> tags there are two main containers:

<head> and <body>

Remember: The head always goes above the body

<head>
Content within the head will not be displayed in the browser, this space is for meta data.
</head>

<body>
Everything that you want the browser to render should be put into the body. This is essentially the visible website.
</body>

The content in the <head> element includes the character set, title, and links to stylesheets, jQuery, and fonts.

```
<head>
    <meta charset="utf-8">
    <title>Black Cat's Rule</title>
    <link href="stylesheet.css" rel='stylesheet'
    type='text/css'>
</head>
```

When writing code, be sure to indent. It’s necessary for readability and is an industry standard, plus people will look at you funny if you don’t do it.

```
<body>
   <section>
      <article>
        <h1>Smoothies</h1>
        <h2>These recipes will make you healthy.</h2>
        <p>For a limited time offer you can try these delicious
        smoothies for only $29.99 a month!! Don’t miss out on
        your only opportunity to get healthy in 2018.</p>
            <ul>
               <li>Bananas</li>
               <li>Strawberries</li>
               <li>Blueberries</li>
            </ul>
      </article>
   </section>
</body>
```

Nope.

```
<body>
<section>
<article>
<h1>Smoothies</h1>
<h2>These recipes will make you healthy.</h2>
<p>For a limited time offer you can try these delicious smoothies for only $29.99 a month!! Don’t miss out on your only opportunity to get healthy in 2018.</p>
<ul>
<li>Bananas</li>
<li>Strawberries</li>
<li>Blueberries</li>
</ul>
</article>
</section>
</body>
```

HTML Body Elements

`<header>` used for introductory content and can contain any element except another header or footer.

`<nav>` contains the major navigational elements and is used by screen readers to identify main nav.

`<article>` a container for sections of content or can stand alone.

`<section>` groups related content together, typically each section would get its own header (can be nested inside an article).

`<aside>` when inside an article it can be used to contain information about an article—when outside an article it can be used as a container for information that is related to an entire page (i.e. side bar).

`<figure>` can be used to contain any content that is referenced from an article (mainly images and graphs).

`<footer>` footer that appears at the bottom of a page or a section and cannot contain another header or footer.

`<div>` a generic container that can be used for anything.

Text Elements

`<h1> <h2> <h3> <h4> <h5> <h6>` the browser displays headings at different sizes with `<h1>` being the largest and the `<h6>` smallest.

`<p>` the browser will separate each paragraph on a new line and with some space between.

`<hr>` horizontal rule

`<br>` line break

Semantic Markup

Semantic markup provides extra information about the content (i.e. word emphasis, quotations, etc.)

`<strong>` strong emphasis (bold)
`<em>` emphasis (italic)
`<small>` fine print
`<blockquote>` long quotes, indented paragraph
`<cite>` italicizes a reference
`<code>` code sample
`<span>` allows you to apply an attribute to any snippet of content
`<del>` ~~strike through~~
`<ins>` <u>underlined</u>
`<sup>` superscript

List Elements

`<ul>` **unordered lists** these lists utilize bullets

`<ol>` **ordered lists** these lists utilize numbers

`<li>` **list item**

```
<ul>
  <li>Bananas</li>
  <li>Strawberries</li>
  <li>Blueberries</li>
</ul>
```

- Bananas
- Strawberries
- Blueberries

```
<ol>
  <li>Bananas</li>
  <li>Strawberries</li>
  <li>Blueberries</li>
</ol>
```

1. Bananas
2. Strawberries
3. Blueberries

Empty Elements

There are a few elements that do have content. They do not need closing tags.

```
<area>
<base>
<br>
<col>
<embed>
<hr>
<img>
<input>
<link>
<meta>
<param>
<source>
<track>
<wbr>
```

Element Attributes

Attributes provide additional information about the contents of an element. They appear in the opening tag of the element and are made up of two parts: a name and a value, separated by an equals sign.

```
<p id="column">A paragraph goes in here.</p>

<a href="http://google.com" target="_blank">Search</a>

<image src="images/headshot.jpg"/>
```

Images

`<img>` allows you to add an image to your website. It is an empty element meaning it doesn’t have a close tag.

```
<img src=“images/headshot.jpg”>
```

Anchor tag (links)

<a> anchor tags are links to other websites, or to another page, section, or file within the same website..

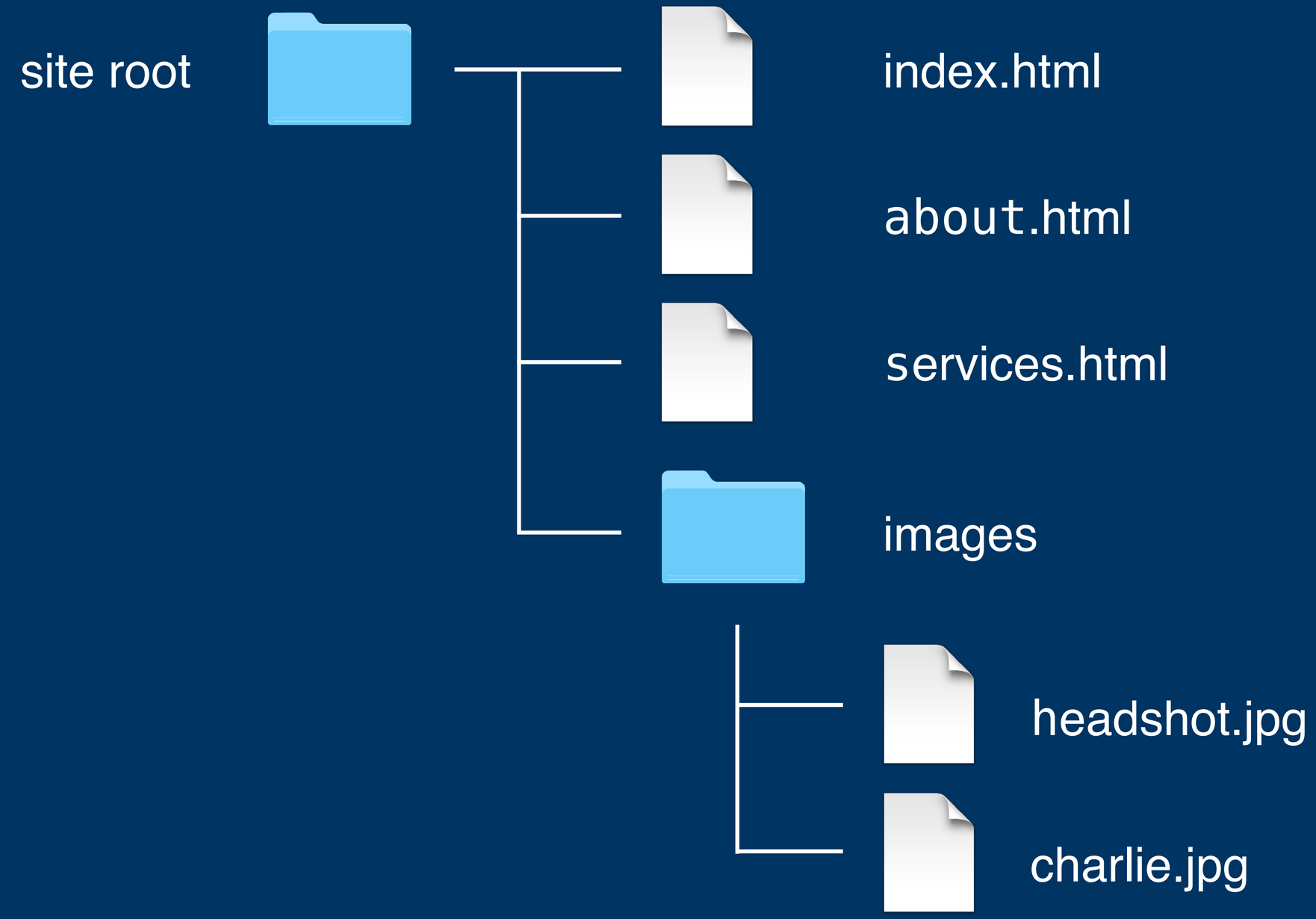
```
<a href="http://www.yahoo.com">Click here</a>
```

Absolute url — Text displayed

```
<a href="about.html">About</a>
```

Relative url — Text displayed

File Organization


site root
index.html
about.html
services.html
images
headshot.jpg
charlie.jpg

Uniform Resource Locator (URL)

URLs—website addresses—contain information on where a particular file is in relation to the site's root folder and what the browser should do with it. Each file on the internet has a unique URL.

Absolute URLs show the entire path to the file—like a complete street address.

http://www.healthyeating.com/recipes/smoothies/banana.html

Relative URLs point to a file in a directory in reference to the current html page (i.e. banana.html is relative to www. healthyliving.com because it is located in the website's same directory—or, folder):

/smoothies/banana.html

/banana.html

File Naming Best Practices

All lowercase
No special characters (#$%_&”!)
Be simple, yet specific
No spaces (use a dash)
Use file extension (.jpg, .png, .html, etc.)

bad...
img_00738.jpg
fruit pic.jpg
home.html