

Lecture-3

Formatting Paragraphs

Paragraph:

In a Web document, a paragraph is one or more lines of text that are kept together on a page. A paragraph may or may not include line breaks.

- Use the <P> tag to announce the beginning of a new paragraph

Aligning Paragraph Text

<P ALIGN=LEFT>	Aligns paragraph text to the left margin.
<P ALIGN=RIGHT>	Aligns paragraph text to the right margin.
<P ALIGN=CENTER>	Centers paragraph text between the left and right margins.

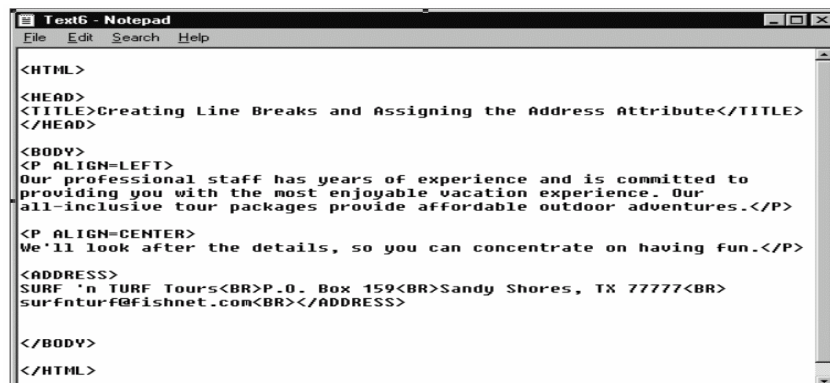
Creating Line Breaks

Line break:

The line break ends a line of text instantly and makes the following text or element flow to the next line.

Formatting Addresses

Address formatting – Notepad



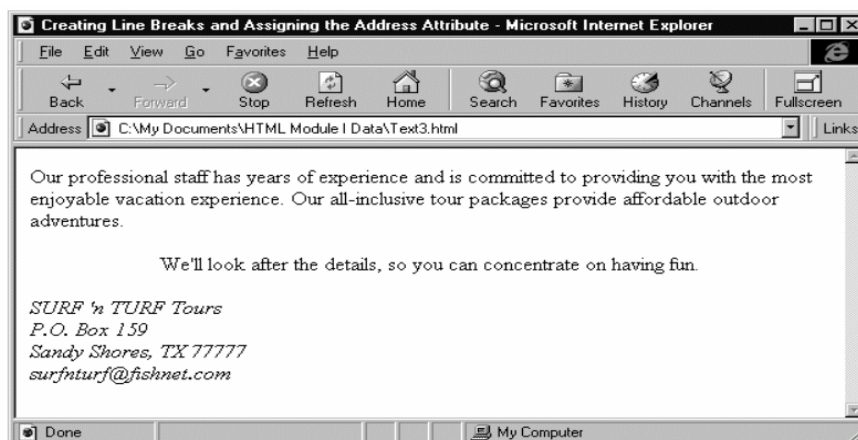
```
<HTML>
<HEAD>
<TITLE>Creating Line Breaks and Assigning the Address Attribute</TITLE>
</HEAD>
<BODY>
<P ALIGN=LEFT>
Our professional staff has years of experience and is committed to
providing you with the most enjoyable vacation experience. Our
all-inclusive tour packages provide affordable outdoor adventures.</P>

<P ALIGN=CENTER>
We'll look after the details, so you can concentrate on having fun.</P>

<ADDRESS>
SURF 'n TURF Tours<BR>P.O. Box 159<BR>Sandy Shores, TX 77777<BR>
surfnturf@fishnet.com<BR></ADDRESS>

</BODY>
</HTML>
```

Address formatting – browser

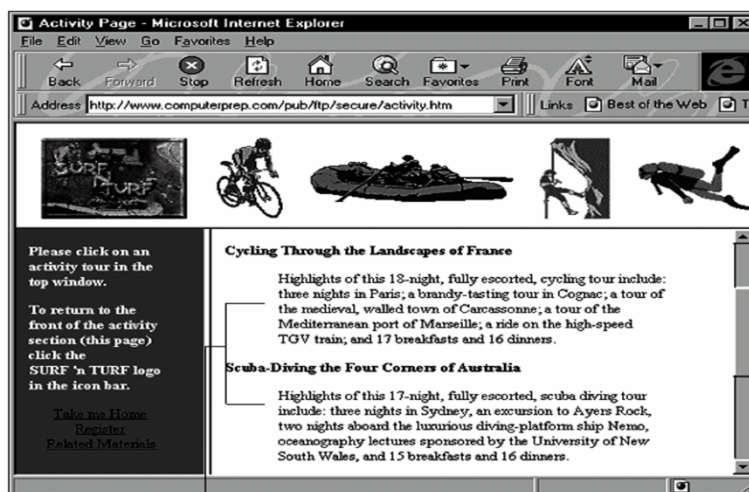


Creating Block Quotes

Block quotes:

Block quotes are indented sections of text used to offset particular elements of a document.

Block Quotes on a Web Page



Block quotes

Using the Preformat Tag

- The `<PRE>` tag and its required closing tag, `</PRE>`, define an area in which browsers display text exactly as it is typed in the HTML document
- Normally, a browser ignores spaces and tabs, but the Preformat tags allow you to insert spaces or tabs
- The Preformat tag can save you time, especially before you learn to create tables in HTML

Formatting Text

- Add text attributes
- Change text size

Adding Text Attributes

Text attributes:

Text attributes are **HTML codes** you use to offset or emphasize text in HTML documents.

Content-based tags:

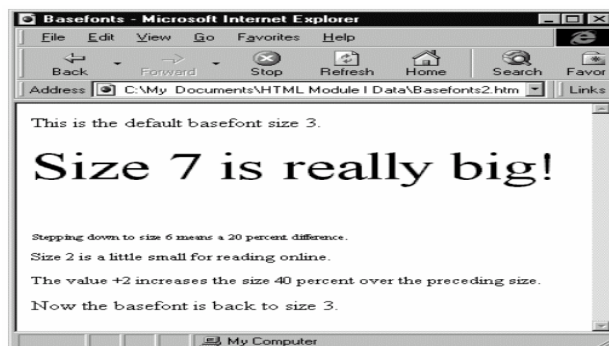
Content-based tags signal the browser to interpret the purpose or content of the text. Although all browsers recognize content-based tags, each may display the marked text in a different way.

Format-specific tags:

Format-specific tags define the appearance of the text but do not provide specification about its content.

Changing Text Size

- In HTML, you specify text size in relative terms, plus or minus values, rather than in the point sizes
 - Size 1 is the smallest setting, and size 7 is the largest
- Base font tag defines the current body text size —the base font size
- Use Font tags around a word or phrase to make it smaller or larger than the surrounding text



Creating Headings and Horizontal Rules

- Create headings
- Create horizontal rules

Headings and Horizontal Rules

Headings:

Headings are specially formatted titles or topic lines of text.

Horizontal rules:

Horizontal rules are lines used to divide areas of a document.

Creating Headings

- Using standard heading sizes
 - Like text, headings are based on a relative sizing scale
 - Level 1 is the largest, and Level 6 is the smallest
- Customizing headings

Creating Horizontal Rules

SURF 'n TURF Tours provides you with the best guides, sights, and destinations of any tour company around! Our expert guides will help you enjoy nature's breathtaking beauty by pointing out features of the natural history and ecology. We know how important your time is so we always go that extra mile to make things perfect, the first time.

Here's a preview of the tours that we offer:

Cycling Through the Landscapes of France Highlights of this 18-night, fully escorted, cycling tour include: three nights in Paris; a brandy-tasting tour in Cognac; a tour of the medieval, walled town of Carcassonne; a tour of the Mediterranean port of Marseille; a ride on the high-speed TGV train; and 17 breakfasts and 16 dinners.

- Setting the thickness of rules

Pixel:

A pixel, or picture element, is a single point in a graphic element. Pixels are so close together that they appear connected.

- Defining the width of rules across a page

Actual pixel widths:

Actual pixel widths means that your rule line will appear the same size in every instance, as long as the display resolution does not change.

Relative percentage widths:

Relative percentage widths will always appear the same width in relation to the size of the browser window.

Creating Lists

- Define basic list types
- Create unordered lists
- Create ordered lists
- Create definition lists

Defining Basic List Types

Unordered lists:

Unordered lists are collections of related items displayed in no particular sequence—like many shopping lists. The lines of unordered lists are not numbered or lettered.

Ordered lists:

Ordered lists are collections of items in a specific pattern or order. Step-by-step instructions and tables of contents are examples of ordered lists.

Definition lists:

Definition lists present collections of terms and explanations. A glossary is a good example of a definition list.

List tags:

List tags define the style of a list. Every list requires an opening list tag and a closing list tag.

Line tag:

A line tag indicates to a browser that the text following it is a list item. A series of line tags makes up a list.

Creating Unordered Lists

- Create unordered lists using the **** opening tag and the required **** closing tag
- Unordered bulleted lists are the easiest lists to create and probably the most widely used

- *France on a Budget*, E.B. Scruge
- *Secrets of Provincial French Holidays*, Al A. Vouze
- *Rafters are Us* magazine
- *What to do When Your Rope Breaks*, Carrie Padding
- *Scuba Diving* magazine

Creating Ordered Lists

- Ordered lists are most useful when the sequence of list items is important
- Ordered lists use the **** **** list tags

Be Prepared for Your Scuba Diving Adventure with Surf'n Turf Tours

We recommend the following books in the following order:

1. *Fishes of the Sea* by Capt. Hook
2. *Me and My Scuba Chum* by the Grouper Group
3. *10 Hottest Diving Spots* by Ellen Demoray

Creating Definition Lists

- Formatted differently from unordered and ordered lists.
- Useful way to present terms and glossaries.

Recommend items for your vacation trip

All-weather clothing

Dress in layers because you will go through several climate zones.

Bottle with pen and paper for message

Our guides are well-trained, but sometimes people do get lost . . .

Camera and lots of film

We ensure that you have opportunities for memorable photos.

Adding Color to Your Web Pages

- Define color options for Web pages.
- Apply background color.
- Apply color to text.

Color Options for Web Pages

16 basic colors recognized by all browsers:

Aqua	Black	Blue	Fuchsia
Gray	Green	Lime	Maroon
Navy	Olive	Purple	Red
Silver	Teal	White	Yellow

Hexadecimal code:

Hexadecimal code, or hex, is a numbering system that uses both numeric and alpha characters to define sets of 16 elements. Browsers can interpret hex codes as specific colors.

















RGB:

RGB represents red, green, and blue — the three colors of light which can be mixed to produce any other color.

Hex Code Combinations

Positions	Significance	Full Color Value
1 and 2	Red value	#FF0000
3 and 4	Green value	#00FF00
5 and 6	Blue value	#0000FF

Hexadecimal Color Chart

	Black = "#000000"		Green = "#008000"
	Silver = "#C0C0C0"		Lime = "#00FF00"
	Gray = "#808080"		Olive = "#808000"
	White = "#FFFFFF"		Yellow = "#FFFF00"
	Maroon = "#800000"		Navy = "#000080"
	Red = "#FF0000"		Blue = "#0000FF"
	Purple = "#800080"		Teal = "#008080"
	Fuchsia = "#FF00FF"		Aqua = "#00FFFF"

Applying Background Color

- To specify background color, you insert the **BGCOLOR=*n*** attribute in the document's <BODY> tag.
 - The *n* specifies the color setting.
 - You can specify the color setting using color names and RGB color settings.
- Your choice should enhance the appearance of the text and other foreground content.

Applying Color to Text

- To color all the body text in a document (except links), you add the TEXT=*n* attribute to the <BODY> tag, where *n* equals the color specification.
- To color instances of text, you surround the text with the ... tags.

Adding Color to Web Pages – Notepad

```

<HTML>
<HEAD>
<TITLE>
Coloring Instances of Text In A Document
</TITLE>

<BODY BGCOLOR=BLACK TEXT=RED>

<BR>
<BR>
<BR>

<H2>Wow! Red text looks good on this black page!</H2>

<FONT COLOR=YELLOW><H1>Here's a big splash of sunny yellow text.</H1></FONT>

<H2>Let's keep this line red. It catches everyone's attention.</H2>

<FONT COLOR=#0000FF><H3>Here is some cool blue text.</H3></FONT>

<H2>And back to red text again.</H2>

</BODY>
</HTML>

```

Introducing Graphics

- Identify GIFs and JPEGs.
- Place graphics on a page.
- Apply graphics to a page background.

Identifying GIFs and JPEGs

GIF:

GIF stands for **Graphics Interchange Format**. The GIF image format was first developed for image transfer among CompuServe users.

JPEG:

JPEG stands for **Joint Photographic Experts Group**, which is the name of the standards organization that developed the JPEG image format.

Comparing GIF and JPEG Formats

Characteristic	GIF	JPEG
Availability for different types of systems	Cross-platform	Cross-platform
File size and Internet transmission speed	Special compression technology reduces image file size for fast transfer over a network.	Special compression technology reduces image file size for fast transfer over a network.
Depth and number of colors	Maximum of 256 colors, but often uses fewer than that.	Support thousands of colors.
Browser recognition	GIF is currently the most widely accepted image-encoding format on the Web today.	JPEG is nearly as well recognized as GIF.
Advantages and disadvantages	Quicker to load and more accessible to users with a 256-color limitation or preference. Wide application in design elements and page backgrounds.	Best for detailed photo-quality images, such as fabric, jewelry, medical illustrations, and images with similar depth of detail.

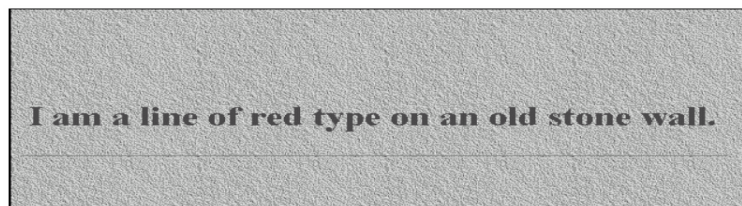
Placing Graphics on a Page

- Before you can place images on your Web pages, the images must be stored on your system.
- You use the **** tag to place graphics on your Web pages. ****

Attributes Associated with Web Images

ALIGN	Positions the image on the page, usually in relation to text and the browser window. <i>Note: For left and right alignment, you use the ALIGN=LEFT and ALIGN=RIGHT attributes you use for text and headings. To center an image, you need to precede the image tag with a <P ALIGN=CENTER tag, and use a closing paragraph tag.</i>
ALT	Adds a descriptive text legend to the image placeholder while an image is downloading. Stands in place of an image on text-only browsers.
BORDER	Adds an outline around a linked image.
HEIGHT	Sets a height for the image. Without this tag, the browser determines the height.
HSPACE	Adds space above and below an image.
ISMAP	Assists in the creation of clickable image maps.
VSPACE	Adds space on each side of an image.
WIDTH	Designates the width of a graphic. Without this tag, the browser determines the width.
USEMAP	Assists in the creation of clickable image maps.

Applying Graphics to a Page Background



Adding Hypertext Links

- Define hypertext links.
- Create links to other Web pages.
- Create links within a document.
- Assign color attributes to links.

Hypertext Links

Hypertext links:

Hypertext links are words or phrases specially coded by a Web author to allow users to navigate among Web pages and images.

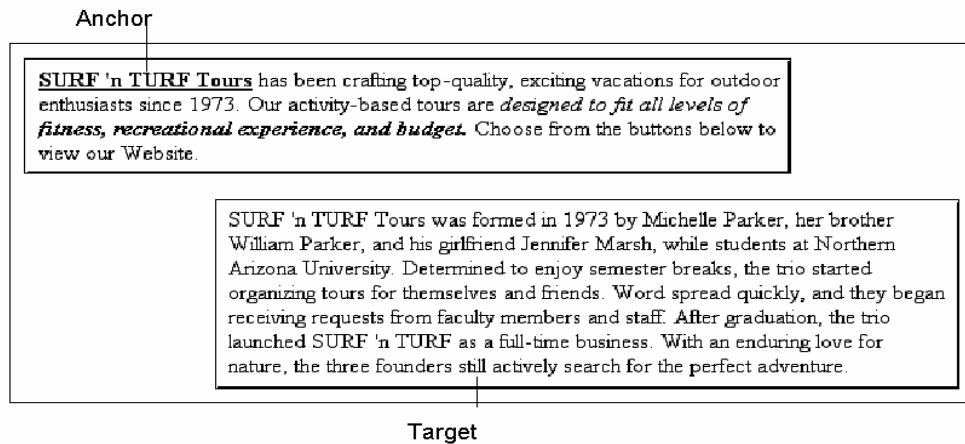
Anchor:

An anchor is the component of a hyperlink that viewers click on to move to a target location or Web document. The anchor tag is <A>.

Target:

A target is the component of a hypertext link to which viewers move.

Examining Hypertext Links



Creating Links to Other Web Pages

- **Create links to pages on your own server or on another Internet server**

Creating Hypertext Links to Specific Targets

- **Creating hypertext links to specific targets is a two-step process**
 1. Mark the target area.
 2. Create a hypertext link to the specific target.

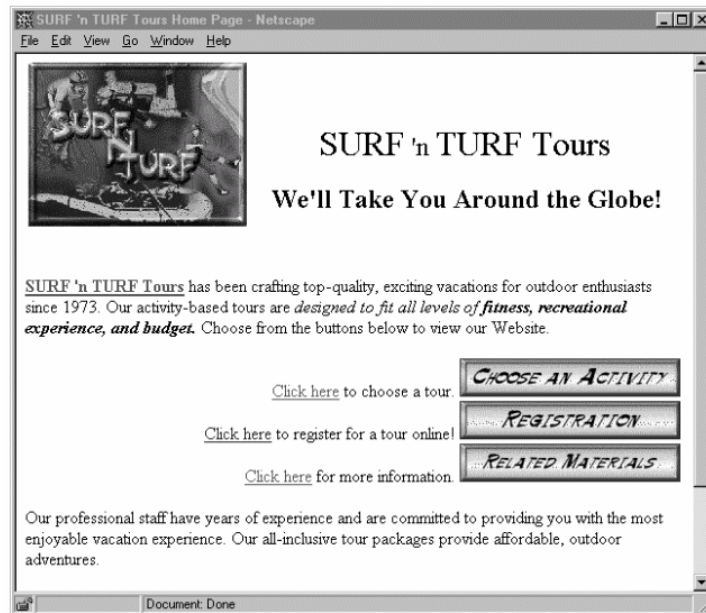
Assigning Color Attributes to Links

<code><BODY LINK=n></code>	Indicates the color of unused links. If you use this link attribute only, your links will have a distinctive color, but viewers will not be able to tell whether or not they have been used. The default color is blue.
<code><BODY VLINK=n></code>	Indicates the color of visited links. The default color is purple.
<code><BODY ALINK=n></code>	Indicates the color a link displays when the mouse is depressed on the link. This feature is unique to Netscape.

Creating Graphic Hyperlinks

- Create graphic hyperlinks to other Web pages
- Create graphic hyperlinks within documents
- Create a graphic hyperlink from a graphic
- Add borders to graphic hyperlinks

Graphic Links Combined with Other Web Page Elements



Creating Graphic Hyperlinks to Other Web Pages

- Creating graphic links consists of placing images and adding link tags