

Management Information Systems

Hands-On: HTML Basics

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Elements, Tags, and Attributes

(Source: WDV L)

- Tags specify structural elements in a document, such as headings:
`<h2>Tags and Attributes</h2>`
- Tags begin with a left-angle bracket `<` and end with a right-angle bracket `>`. The first word between the angle brackets is the tag's name. Any further words and characters are the attributes, e.g. `align="right"`.
- A tag is therefore the basic 'item', and an attribute is some extra detail for that 'item'.
 - An element comprises three parts: a start tag, content, and an end tag.
 - Most tags possess 'closing tags' such as `</h2>` which mark the place where the effect of the 'opening' tag should stop.

Elements, Tags, and Attributes

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- Tags are case-insensitive.
- Tags should nest properly: if you want for example to make a part of the header in italics:
`<h2>Tags <i>and</i>Attributes</h2>`
- Also, HTML documents are free-format
 - you can use spaces and tabs anyhow you like, and break lines anywhere.
 - White space and line breaks will not affect the document appearance in a browser
- Browsers issues

HTML Document Structure

(Source: WDVL)

- An HTML document consists of two main parts: the Head, and the Body. The basic document structure is

```
<HTML>  
    <Head> ... </Head>  
    <Body> ... </Body>  
</HTML>
```

- The Head contains information about the document
- Body contains the document to be displayed

HTML Document Structure: Within the <HEAD> Tag

(Source: WDV L)

- <TITLE> tag
 - Every document should have a title.
 - Take care to make the title a good meaningful one.
 - <Title>A Basic Introduction to HTML</Title>
- META Tags
- Style Sheet Information
- JavaScript Code

HTML Document Structure: Within the <BODY> Tag, Basic Formatting

(Source: WDV L)

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- Headers
 - There are 6 headers: H1, H2, H3, H4, H5, and H6. H1 is the "largest" header, H6 is the "smallest" header
 - Paragraphs and Line Breaks
 - As mentioned above - white space and line breaks are ignored by the browser. You have therefore to provide tags to indicate them. If you want a line break use

`<br>`

- Paragraph break (i.e. line break and then an empty line between paragraphs) use

`<p>`

- The paragraph tag has an optional closing tag `</p>`.

HTML Document Structure: Within the <BODY> Tag, Basic Formatting

(Source: WDV L)

- *Italics*
 - Emphasis is usually indicated with <i>italics</i>.
- **Bold**
 - 'Strong' is usually rendered as bold.
- Underlined
 - <u>This text will be underlined</u>

HTML Document Structure:

Within the <BODY> Tag, Basic Formatting

(Source: WDV L)

- Lists
 - There are several kinds of lists. The two most common are:
 1. Ordered
 2. Unordered

HTML Document Structure: Within the <BODY> Tag, Basic Formatting

(Source: WDV L)

- Lists (continued)
 - An ordered list has numbered items. To make the list shown on the previous page:

```
<ol>
```

```
  <li>Ordered</li>
```

```
  <li>Unordered</li>
```

```
</ol>
```

- To make it with bullets instead of numbers, use the unordered list tag

```
<ul>
```

```
  <li>Ordered</li>
```

```
  <li>Unordered</li>
```

```
</ul>
```

HTML Document Structure: Within the <BODY> Tag, Linking

(Source: WDV L)

- The anchor tag, <a>, has two uses in linking
 - It can be used to link to another page
 - It can designate a location within a document which can be linked to
- We will only discuss its use to link to another page

HTML Document Structure: Within the <BODY> Tag, Linking

(Source: WDV L)

Before learning to link, it is important to understand relative vs. absolute referencing

- If the resource you are linking to is located within the same directory structure as the page you're linking from, you can/should use relative linking
- A relative link would describe where the resource is in relation to where the linking document is located
- An absolute link, fully qualifies where a resource is on the WWW, including the protocol, "http://"

HTML Document Structure: Within the <BODY> Tag, Linking

(Source: WDV L)

Example:

- Let's say you have a home page called index.html located at the root level of the web server, so that in a browser you could type in `http://www.myserver.com/index.html` to access the document
- There is also a file located at `http://www.myserver.com/mystuff/allmystuff.html`
- The relative link from `http://www.myserver.com/index.html` to `http://www.myserver.com/mystuff/allmystuff.html` is:

`<a href="mystuff/allmystuff.html">A link to all my stuff</a>`

- The absolute link to the same file would be:

`<a href="http://www.myserver.com/mystuff/allmystuff.html">A link to all my stuff</a>`

HTML Document Structure: Within the <BODY> Tag, Linking

(Source: WDV L)

To use the anchor tag to link to another resource, you must specify the resource to link to by using the href attribute

```
<a href="http://www.yahoo.com">This will link to yahoo</a>
```

Whatever text or image that is between the begin and end anchor tag will now be a clickable link to the resource specified by the href attribute

HTML Document Structure: Within the <BODY> Tag, Images

(Source: WDV L)

- The above example shows the simplest way to make an inline image.
- Notice there is no end tag for the img tag
- The src attribute is either an absolute or relative reference to the .gif or .jpg file you wish to display
- You can wrap it inside anchor tags and then it will be a clickable image