

HTMLText

ART326

Bold

`<b>` tags highlight keywords without marking them as important.

`<strong>` tags represent importance to its contents.

```
<html>
```

```
  <head>
```

```
    <title>Bold</title>
```

```
  </head>
```

```
  <body>
```

```
    <p>This is how we make a word appear <b>bold.</b></p>
```

```
    <p>Inside a product description you might see some <b>key  
features</b> in bold.</p>
```

```
  </body>
```

```
</html>
```

This is how we make a word appear **bold**.

Inside a product description you might see some **key features** in bold.

```
<html>
```

```
  <head>
```

```
    <title>Strong</title>
```

```
  </head>
```

```
  <body>
```

```
    <p><strong>Beware:</strong> Pickpockets operate in this area.</
```

```
p>
```

```
    <p>This toy has many small pieces and is <strong>not suitable for  
children under five years old.</strong></p>
```

```
  </body>
```

```
</html>
```

Beware: Pickpockets operate in this area.

This toy has many small pieces and is **not suitable for children under five years old.**

Italics

`<i>` represents text in an alternative voice, definition, foreign word, or name of book/movie.

`<em>` represents stress emphasis of its contents.

```
<html>
```

```
  <head>
```

```
    <title>Italic</title>
```

```
  </head>
```

```
  <body>
```

```
    <p>This is how we make a word appear <i>italic</i>.</p>
```

```
    <p>It's a potato <i>Solanum teberosum</i>.</p>
```

```
    <p>Captain Cook sailed to Australia on the <i>Endeavour</i>.</p>
```

```
  </body>
```

```
</html>
```



```
<html>
  <head>
    <title>Italic</title>
  </head>
  <body>
    <p>This is how we make a word appear <i>italic</i>.</p>
    <p>It's a potato <i>Solanum teberosum</i>.</p>      <p>Captain Cook
sailed to Australia on the <i>Endeavour</i>.</p>
  </body>
</html>
```

This is how we make a word appear *italic*.

It's a potato *Solanum teberosum*.

Captain Cook sailed to Australia on the *Endeavour*.

```
<html>
```

```
  <head>
```

```
    <title>Emphasis</title>
```

```
  </head>
```

```
  <body>
```

```
    <p>I <em>think</em> Ivy was the first.</p>
```

```
    <p>I think <em>Ivy</em> was the first.</p>
```

```
    <p>I think Ivy was the <em>first</em>.</p>
```

```
  </body>
```

```
</html>
```

I *think* Ivy was the first.

I think *Ivy* was the first.

I think Ivy was the *first*.

Superscript + Subscripts

```
<html>
```

```
  <head>
```

```
    <title>Superscript and Subscript</title>
```

```
  </head>
```

```
  <body>
```

```
    <p>On the 4<sup>th</sup> of September you will learn about  
    E=MC<sup>2</sup>.</p>
```

```
    <p>The amount of CO<sub>2</sub> in the atmosphere grew by  
    2ppm in 2009<sub>1</sub>.</p>
```

```
  </body>
```

```
</html>
```

On the 4th of September you will learn about $E=MC^2$.

The amount of CO_2 in the atmosphere grew by 2ppm in 2009₁.

Line Breaks

```
<html>
```

```
  <head>
```

```
    <title>Line Breaks</title>
```

```
  </head>
```

```
  <body>
```

```
    <p>The Earth<br />gets one hundred tons heavier every  
day<br />due to falling space dust.</p>
```

```
  </body>
```

```
</html>
```

The Earth
gets one hundred tons heavier every day
due to falling space dust.

Horizontal Rules

```
<html>
```

```
  <head>
```

```
    <title>Horizontal Rules</title>
```

```
  </head>
```

```
  <body>
```

```
    <p>Venus is the only planet that rotates clockwise.</p>
```

```
    <hr />
```

```
    <p>Jupiter is bigger than all the other planets combined.</p>
```

```
  </body>
```

```
</html>
```

Venus is the only planet that rotates clockwise.

Jupiter is bigger than all the other planets combined.

Quotations

`<q>` phrasing content quoted from another source.

`<blockquote>` section quoted from another source.

`<q cite="x" >` specifies the source of the URL.

```
<html>
```

```
  <head>
```

```
    <title>Quotations</title>
```

```
  </head>
```

```
  <body>
```

```
    <blockquote cite="http://en.wikipedia.org/wiki/Winnie-the-Pooh">
```

```
      <p>Did you ever stop to think, and forget to start again?</p>
```

```
    </blockquote>
```

```
      <p>As A.A. Milne said, <q>Some people talk to animals. Not many  
listen though. That's the problem.</q></p>
```

```
    </body>
```

```
</html>
```

Did you ever stop to think, and forget to start again?

As A.A. Milne said, "Some people talk to animals. Not many listen though. That's the problem."

Address

`<address>` element defines author's contact information.

Inside the `<body>`, represents author of document.

Inside the `<article>`, represents author of article.

Browser default: italics with line break before and after

```
<html>
```

```
  <head>
```

```
    <title>Address</title>
```

```
  </head>
```

```
  <body>
```

```
    <address>
```

```
      <p><a href="mailto:homer@example.org">homer@example.  
org</a></p>
```

```
      <p>742 Evergreen Terrace, Springfield.</p>
```

```
    </address>
```

```
  </body>
```

```
</html>
```

homer@example.org

742 Evergreen Terrace, Springfield.

Insert + Delete

```
<html>
```

```
  <head>
```

```
    <title>Insert and Delete</title>
```

```
  </head>
```

```
  <body>
```

```
    <p>It was the <del>worst</del> <ins>best</ins> idea she had  
ever had.</p>
```

```
  </body>
```

```
</html>
```

It was the ~~worst~~ best idea she had ever had.

The Slash />

Examples include
 <hr>

HTML4: Invalid

XHTML: Required

HTML5: Optional

Images



Images

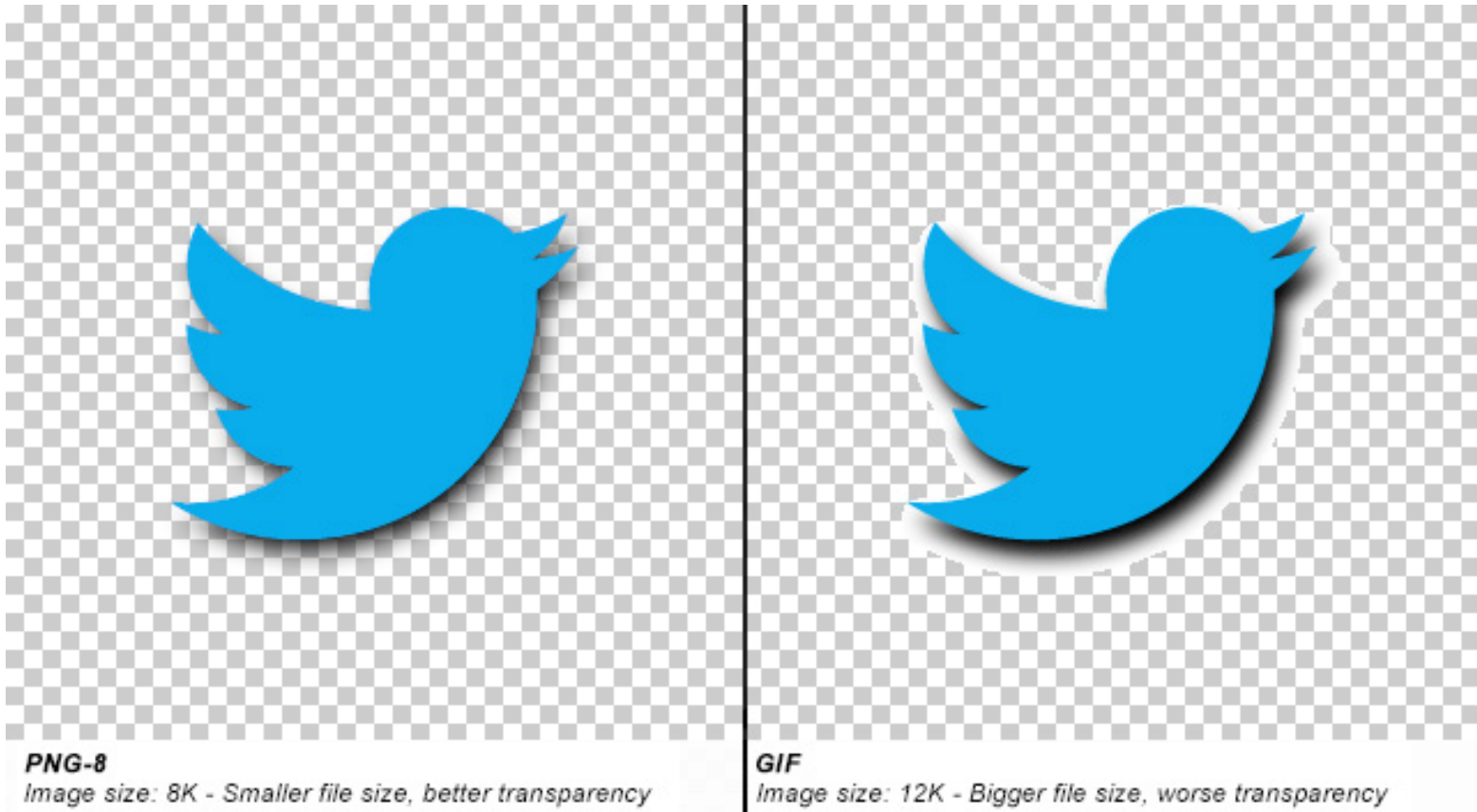
Best image quality with smallest file size possible.

jpg (Joint Photographic Experts Group): lossy, millions of colors. Best for images and photos.

gif (Graphic Interchanged Format): lossless, 8BIT, 256 colors, supports animation and transparency. Best for thumbnails, icons and graphical images with solid colors.

png (Portable Network Graphics): designed to replace gifs, lossless, 24BIT, supports transparency

Transparency



Resolution

What resolution should I use?

Low-Res: 72-96 ppi for anything viewed on screen.

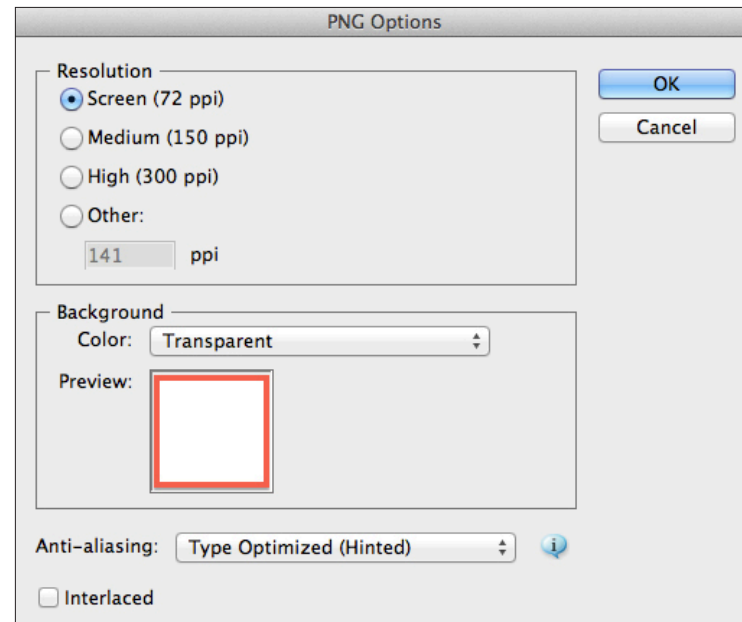
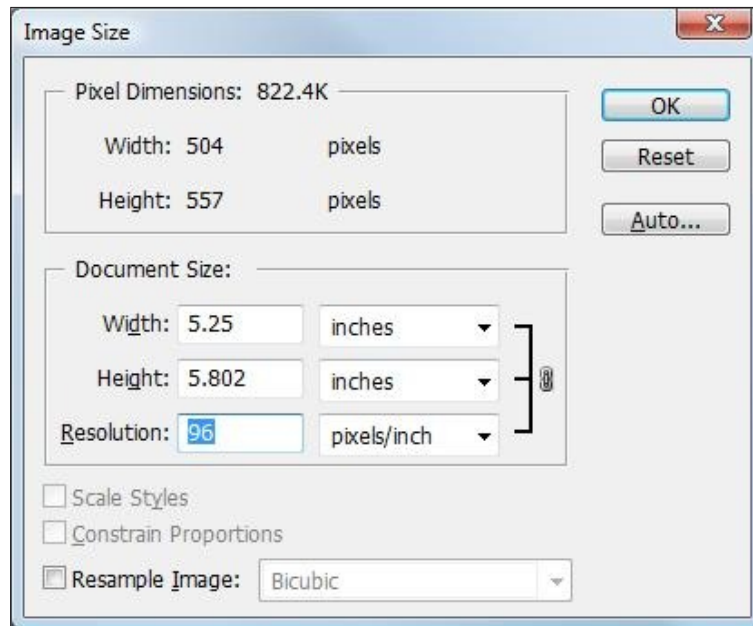


Image Tips

01. Create an images folder and link the folder through site setup in Dreamweaver.
02. Always set up an alt attribute to describe the content of the image.
03. Save images at the right size.
04. Save images in the right format (jpeg, gif, png).
05. Measure images in pixels.
06. Use screen resolution.

Placing Images in Dreamweaver

4 Different Methods:

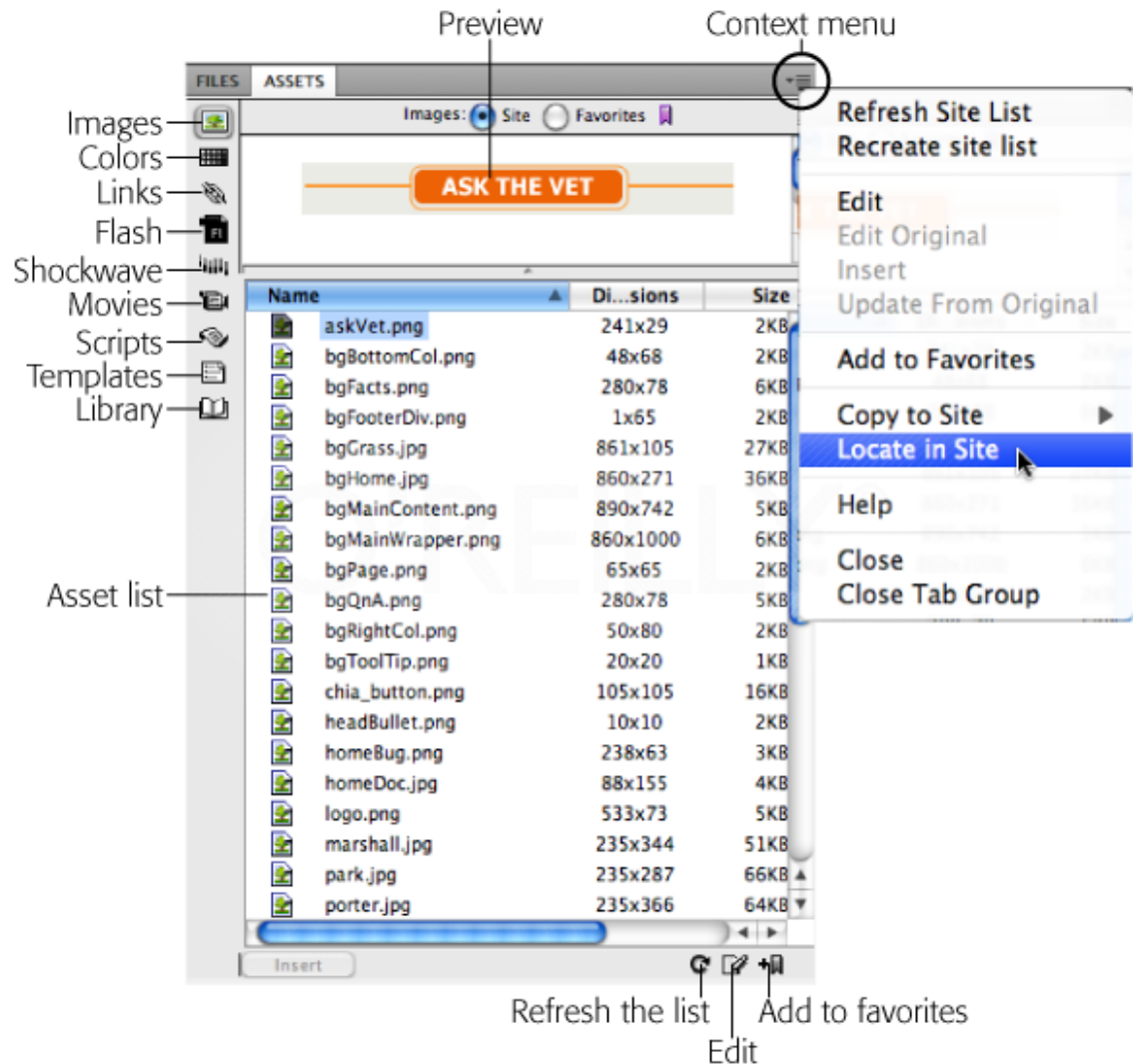
01. Click where you want the image to go, go to Insert Menu > Image.
02. Go to Insert Panel on Common Objects. Insert Image.
03. Go to Files Panel. Locate image. Drag & Drop.
04. Go to Assets Panel. Locate image. Drag & Drop, or click insert button.

Assets Panel

Organize images, and see thumbnail images and image information.

Shows ALL images in site.

To insert an images from this panel, click insert on assets panel, or drag & drop.



Images on Properties Panel

width and height changes are permanent

The “src” property tells the user agent where to find the images.

Don't use border on properties panel.
Use CSS.

Don't use align on image captions. Not ideal. Use CSS.