

Carnival of HTML



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Introduction

What is HTML?

HTML is HyperText Markup Language. Hypertext because it is more than text, and markup language because it is a language for marking pieces of text. HTML is the language of web browsers. Using HTML, you describe how your document is structured so that web browsers can display it appropriately. Unlike normal desktop publishing, with HTML you only work in generalities, if you know what you're doing. Rather than specifying exactly what your document looks like, you specify which parts of the document are important, and in what way they're important. The reader's browser then takes that information and creates a web page, regardless of whether that browser is a graphical browser on Windows, a text-based browser on Unix, or a voice reader for the blind.

When writing HTML, you surround various parts of the text with descriptions of what added meaning you want the text to convey. For example, if you want a word to be emphasized, you surround that word with the 'emphasis' HTML code. Almost all HTML 'markup' is done by surrounding the words with the code that affects it. The beginning tag is always a word, such as "em", surrounded by the greater than and less than symbol: ``. The ending tag is the same thing, but with a slash added: ``.

There are two forms of HTML: HTML and XHTML. I'll be using XHTML here, but will try to point out the differences with HTML, and why you would use one or the other.

The web site

You can find the latest version of this tutorial, as well as the resources archive, at http://www.hoboes.com/NetLife/Web_Writing/.

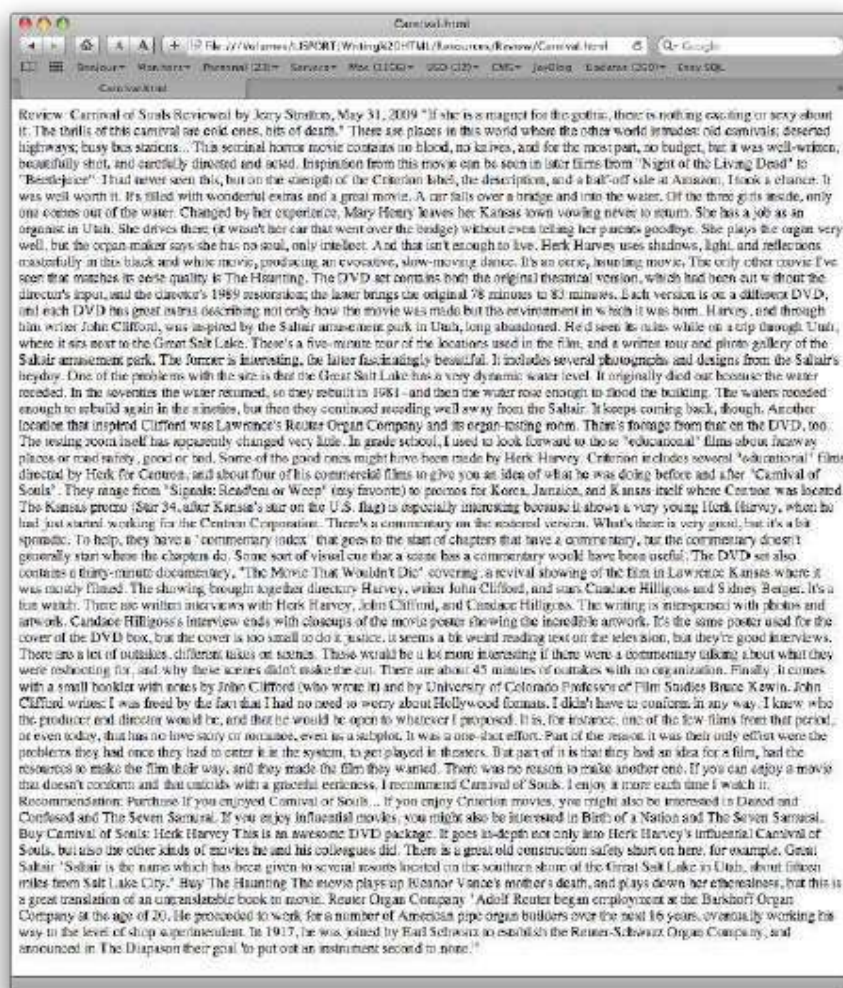
What is that cover?

It's from the 1900 Mardi Gras. It has nothing to do with HTML; in fact, it is everything that HTML should not be: crowded, gaudy, and incomprehensible.

The basic web page

Copy the file “Carnival.txt” in the Resources folder to “Carnival.html” and put it in the Workshop folder along with all of the images (we’ll get to those later). Open Carnival.html in a text editor, such as Smultron on Mac OS X. It’s a reasonably formatted text file, but it certainly isn’t what you’d expect to view on the web nowadays.

Go ahead and view it in your browser. It should look like a mass of text, with no text standing out from any other text.



Over the course of this tutorial we’re going to make parts of the text stand out: headlines, paragraphs, links, emphasis, and lists. We’ll do this by telling the browser what each of these bits of text mean, structurally.

HTML and BODY

Almost everything in HTML is a tag describing the meaning of text. Even the web page itself needs to be surrounded with a tag saying that this is a web page. That tag is the HTML tag. At the very top of the document, type “<html>”. At the very bottom of the document, type “</html>”.

This is what HTML tags look like: a tag name between angle brackets surrounding some text, and then the same tag name with a slash in front of it to end the text. Use all lower case for your HTML tags. HTML recommends it, and XHTML requires it.

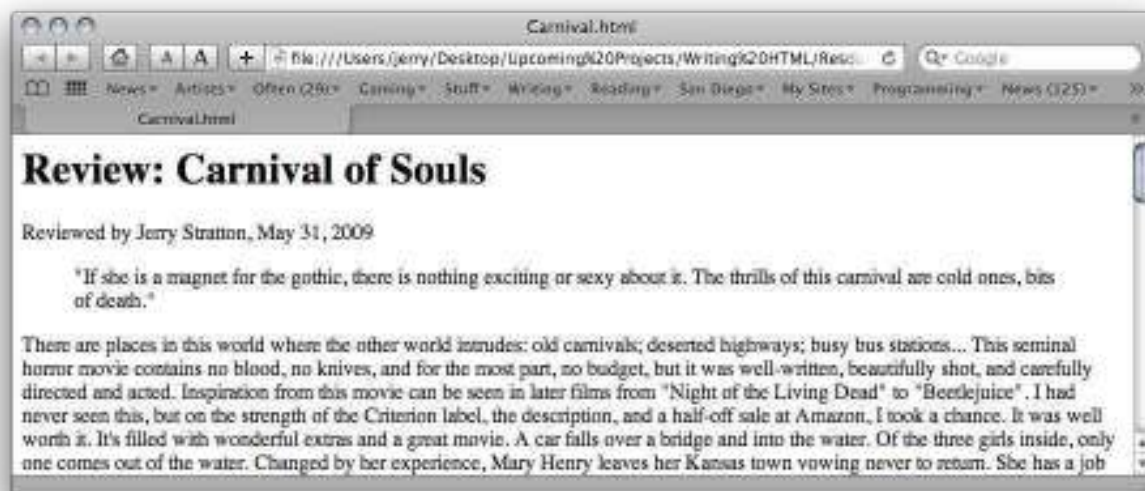
The main part of your web page—the part that people actually see when they’re visiting at your web page—is the *body* of the document. Surround all of the text—inside the HTML tags—with “<body>” and “</body>”. The body is where the meat of the document goes. All of the information that you’re giving to the reader goes in the body.

Paragraphs and Headlines

If you go and view the page in your browser, it’s still just a mass of text. We’ve told the browser where the document is, but we still haven’t given it any structure. Let’s set up one headline, one paragraph, and one quote. These are the first three lines of the review.

```
<h1>Review: Carnival of Souls</h1>
<p>Reviewed by Jerry Stratton, May 31, 2009</p>
<blockquote><p>“If she is a magnet for the gothic, there is nothing exciting or sexy about it. The thrills of
this carnival are cold ones, bits of death.”</p></blockquote>
```

The tag name for the headline is “h1”. The tag name for a generic paragraph is “p”. And the tag name for a section of quoting is “blockquote”.



This is a sample, click download link to get the full Tutorial

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