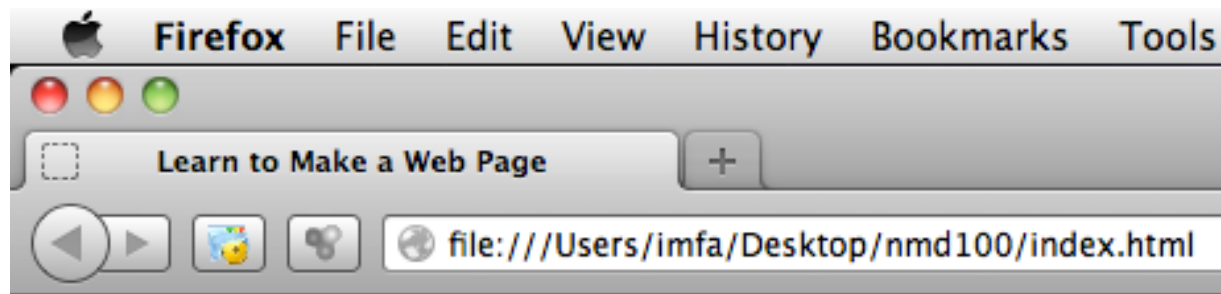
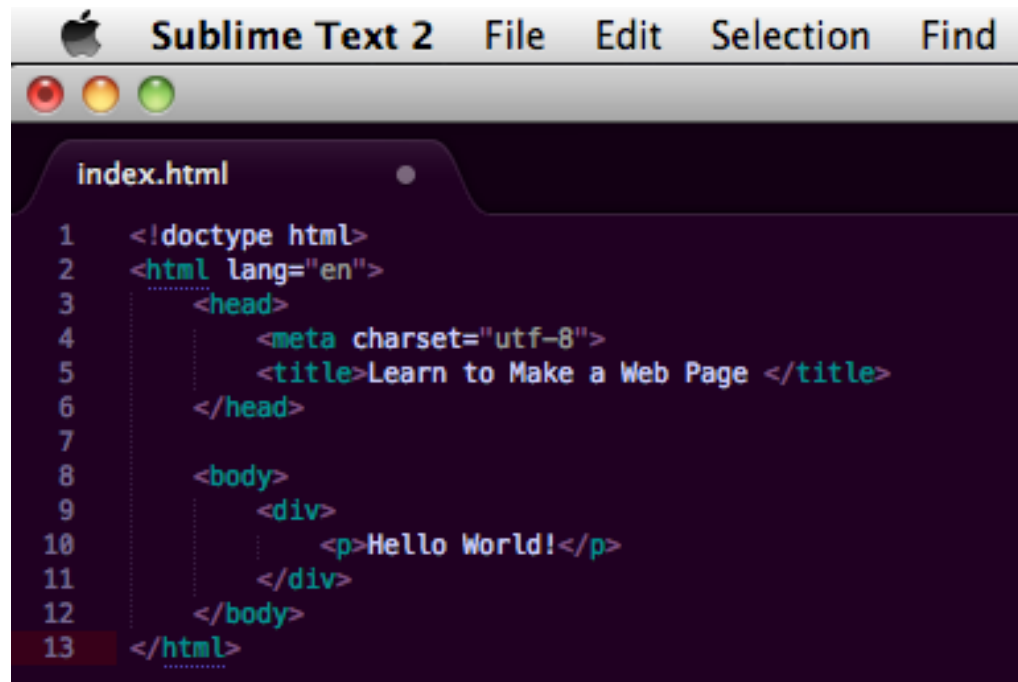


How to Make a Web Page

Introduction to html



Hello World!



What is the Internet, Really?

And How Does it Work?

A series of Interconnected Networks form the Single Entity that We Know as the Internet



[History of the Internet](#)



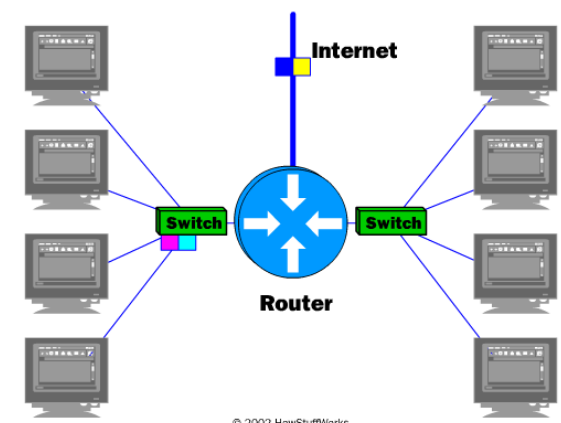
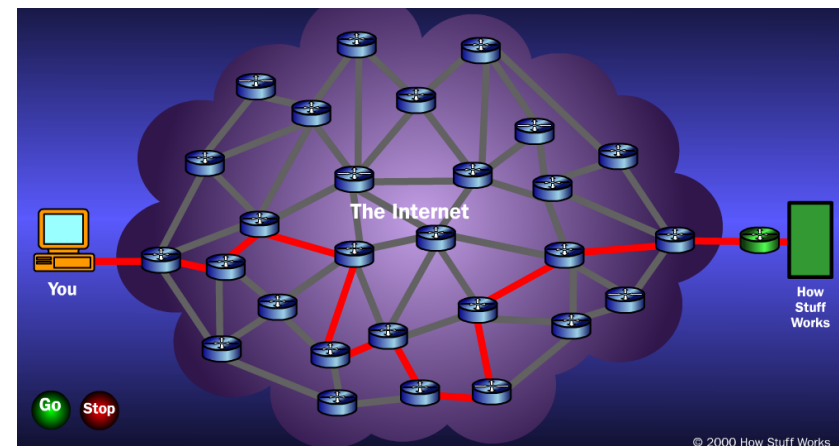
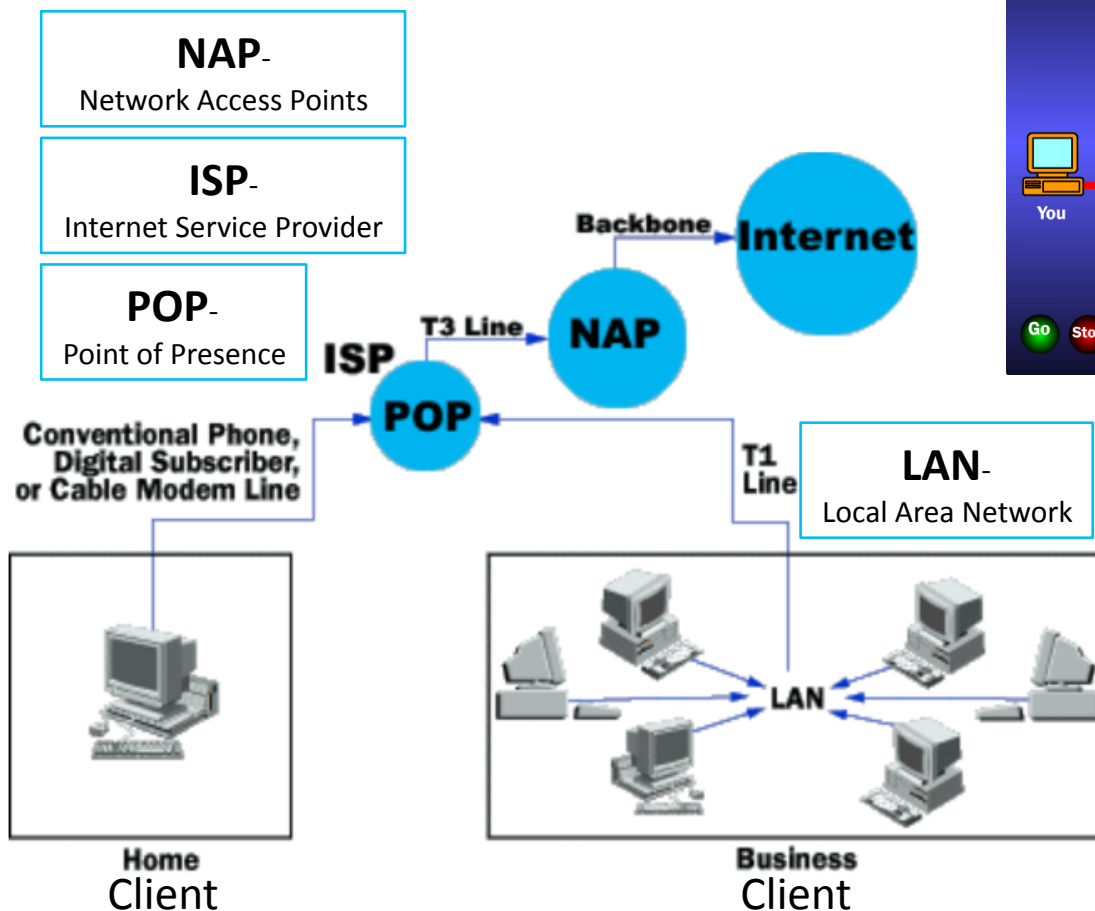
[How does it work?](#)

Local → Global

1969 just 4 Computers
2013- Tens of Millions and Growing

What is the Internet, Really?

And How Does it Work?



Policies & Protocols

Global & Ownerless = Needs Regulation



www.w3.org

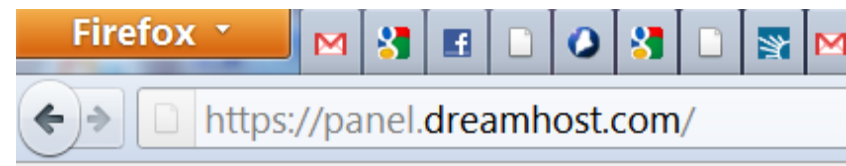
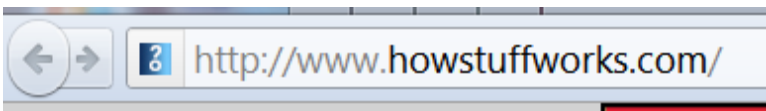
The W3C mission is to lead the World Wide Web to its full potential by developing protocols and guidelines that ensure the long-term growth of the Web. Below we discuss important aspects of this mission, all of which further W3C's vision of **One Web**.

The Internet Society (ISOC) is a nonprofit organisation founded in 1992 to provide leadership in Internet related **standards**, **education** and **policy**. We are dedicated to ensuring the open development, evolution and use of the Internet for the benefit of people throughout the world.



www.isoc.org

What they Do:



URL - Uniform Resource Locator

http - Hypertext Transfer Protocol
https - Hypertext Transfer Protocol Secure

Policies & Protocols

How do we know where to go?

DNS (Domain Name System) maps names to IP addresses

IP Address (Internet Protocol Address)
Individual to each device

Like a Postal Address

But it is really even more complicated than that



216.27.61.137

815.89.90.251



www.amishshop.com



www.310it.net



187.67.23.809

897.00.14.901

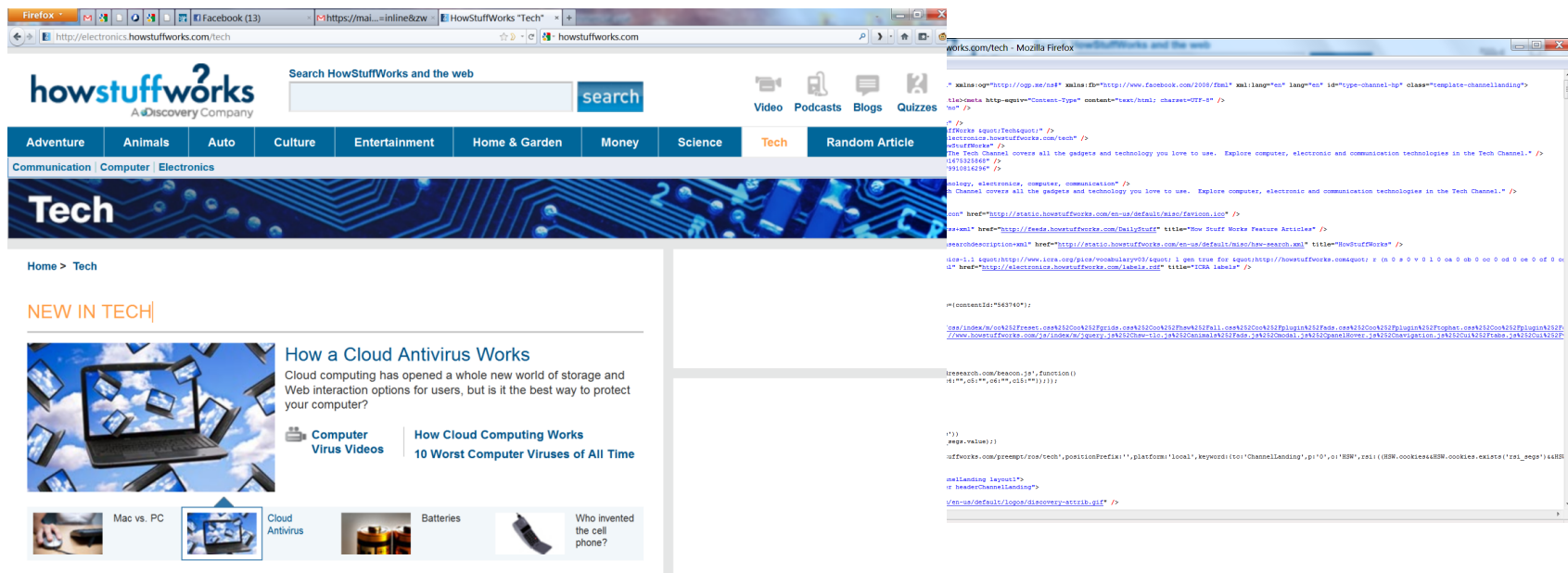
Apple.com

Example IP Address in Binary Code:

11011000.00011011.00111101.10001001

What is a Web Page?

Web Page = HTML



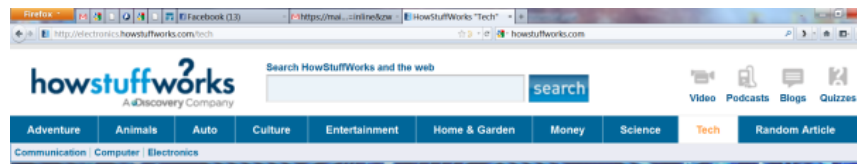
A Web Page is the visual representation of the html.

What you see when you type a URL into a browser and the web server returns the page back to you .

What is html?

Hyper Text Markup Language

HTML4 or 5 refers to the current version



A simple Text file with html tags

html is a mark up language that uses tags to format text in a universal way that can then be interpreted and displayed by the browser.



IT IS a Mark Up language – controls how the browser “marks up” or displays the text on the screen
NOT a Programming Language- It does NOT use logic or performs functions

What is a Tag or Element?

Opening and Closing

`<html>` `</html>`

Opening tag Closing tag

*Mostly in Pairs but not always
There ARE exceptions

`
`

These tags surround the content and tell the Browser how to interpret it.

What is a Web Browser?

A computer Program

(aka a Software Application, or Application)



www.technology.lilithazine.com

Two Functions:

1. Speaks the same language so it's able to Contact the Web Server and connect your machine to the internet(work) and return the requested page to you
2. Interprets the HTML tags within the page and displays the page on your screen as they intended to be viewed



www.howstuffworks.com

All Browsers are NOT Created Equal

Why should I use Firefox?



www.technology.lilithazine.com

Web Pages DO NOT Display the Same in all Browsers!
That's why it is best to pick a popular one ;)
Hopefully soon they will all conform to w3c standards and it wont be an issue,
BUT for now TEST in multiple browsers but CREATE for the majority



Statistics are important information.

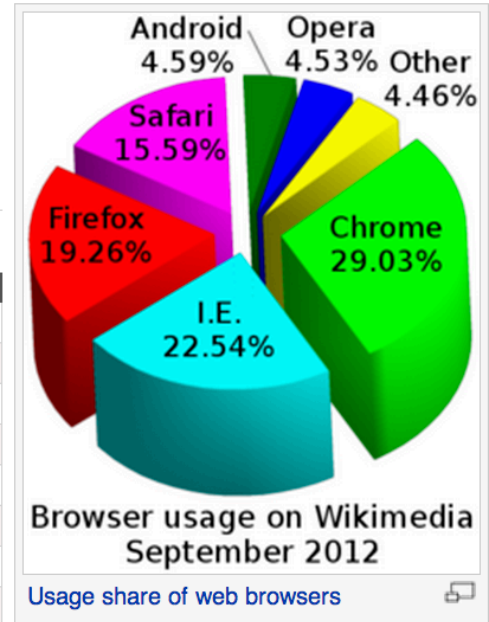
From the statistics below (collected from W3Schools' log-files over a period of ten years), you can read the long term trends of browser usage.

We see that Google Chrome, Firefox, and Internet Explorer are the most popular browsers today.

Browser Statistics

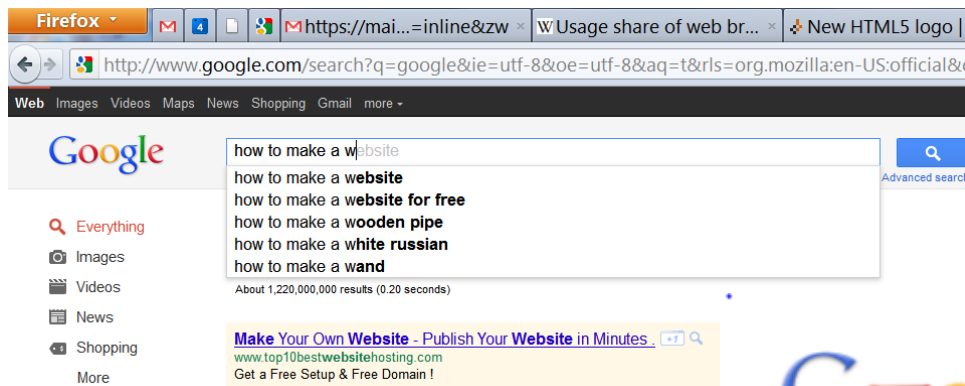
2013	Internet Explorer	Firefox	Chrome	Safari	Opera
August	11.8 %	28.2 %	52.9 %	3.9 %	1.8 %
July	11.8 %	28.9 %	52.8 %	3.6 %	1.6 %
June	12.0 %	28.9 %	52.1 %	3.9 %	1.7 %
May	12.6 %	27.7 %	52.9 %	4.0 %	1.6 %
April	12.7 %	27.9 %	52.7 %	4.0 %	1.7 %
March	13.0 %	28.5 %	51.7 %	4.1 %	1.8 %
February	13.5 %	29.6 %	50.0 %	4.1 %	1.8 %
January	14.3 %	30.2 %	48.4 %	4.2 %	1.9 %

www.w3schools.com



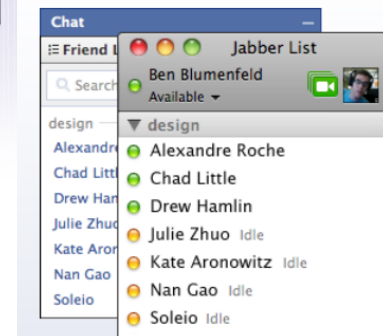
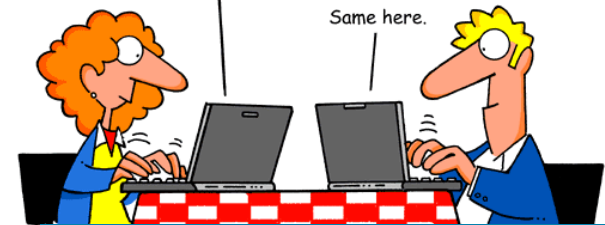
What is a Client?

Requesters of a Service



Types of Clients Include:
Web Browsers
Email Clients
Chat Clients

After all our online chats,
it's great to finally
meet you in person.



What is a Server?

Provider of a Resource or Service

Delivers html Documents, Images, Style Sheets and Scripts to a Client

FTP-

File Transfer Protocol



www.geekgirlcamp.com



Cyberduck



YOUSENDIT™

www.cyberduck.ch
www.dropbox.com
www.yousendit.com

Hosts Information

Like an Apartment Building

Rent = Hosting Fee



Composite Created by Images sourced from
Web Server: www.geeksofdoom.com
Apartment Building: www.runsbrooklyn.blogspot.com

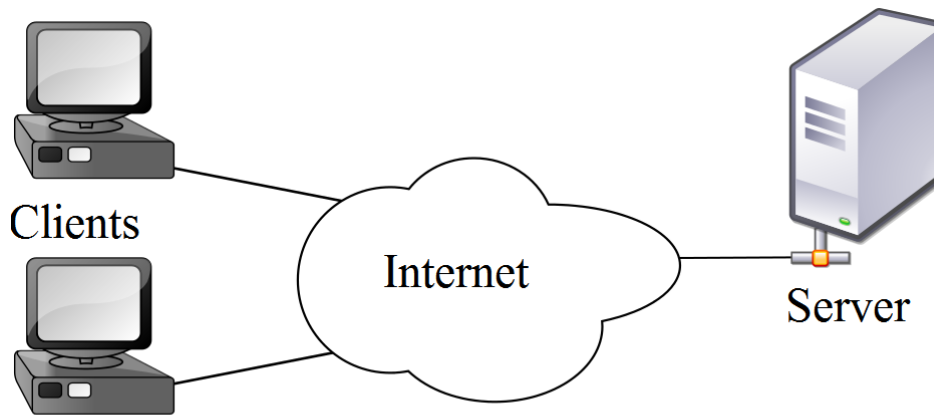
Types of servers include

web servers,
ftp servers,
application servers,
database servers,
name servers,
mail servers,
file servers,
print servers,
terminal servers,
web services

*servers are not necessarily within the internet- Some are contained within devices

Client-Server Model

How do I connect to the Internet?



Client Side Coding:

html
Forms
Images
CSS
JavaScript
Java

Server Side Coding:

Apache
PHP
MySQL

you get signal

FairPoint Communications
Get High Speed Internet For As Low as \$17.99/mo. 1.877.509.8699
www.FairPoint.com/YourBusiness

AdChoices

Visual Trace Route Tool

approximate geophysical trace

The map shows a route from California to Maine, passing through several states. The route is marked with numbers 1 through 30, corresponding to the hops in the trace information.

trace information

Proxy trace to www.maine.edu
30 hops / 19.4 seconds

Hop	IP Address	Organization
1	Unknown	
2	rr.com	
3	rr.com	
4	rr.com	
5	rr.com	
6	66.109.6.73	
7	rr.com	
8	rr.com	
9	rr.com	
10	cogentco.com	
11	cogentco.com	
12	cogentco.com	
13	cogentco.com	
14	dreamhost.com	
15	dreamhost.com	
16	dreamhost.com	
17	cogentco.com	
18	cogentco.com	
19	cogentco.com	
20	cogentco.com	
21	cogentco.com	
22	cogentco.com	
23	cogentco.com	
24	cogentco.com	
25	38.104.187.146	
26	maine.edu	
27	maine.edu	
28	maine.edu	
29	maine.edu	
30	maine.edu	

~5,388 miles traveled

Redraw Trace

trace the path to a network

Remote Address

Host Trace

yougetsignal.com → Remote Address

Proxy Trace

Your Computer → yougetsignal.com → Remote Address

www.yougetsignal.com

You don't go to Google.com-after you send a tiny request, Google.com's home page comes to YOU

Web Page & HTML

How to View Page Source

To View Page Source: On a PC Right Click (John Wang Click) or Control + Click on a Mac

The screenshot displays a Firefox browser window with the address bar showing `http://www.nmdnet.org/`. The page content includes the NMDnet logo, a date stamp for September 06, 2011, and an article titled "Version Control and its". The article text discusses version control and mentions John Bell and the author. Below the article, it says "Posted by Craig Dietrich at 1:18 pm". Another article snippet for September 05, 2011, titled "Got a camera? You can" is also visible.

Overlaid on the right side of the browser window is the "Source of: http://www.nmdnet.org/ - Mozilla Firefox" window. The source code is HTML, starting with a DOCTYPE declaration and including various meta tags and links to stylesheets and scripts. The code is color-coded and shows the underlying structure of the web page.

Anatomy of a Web Page: Body Metaphor

HTML, CSS & JavaScript

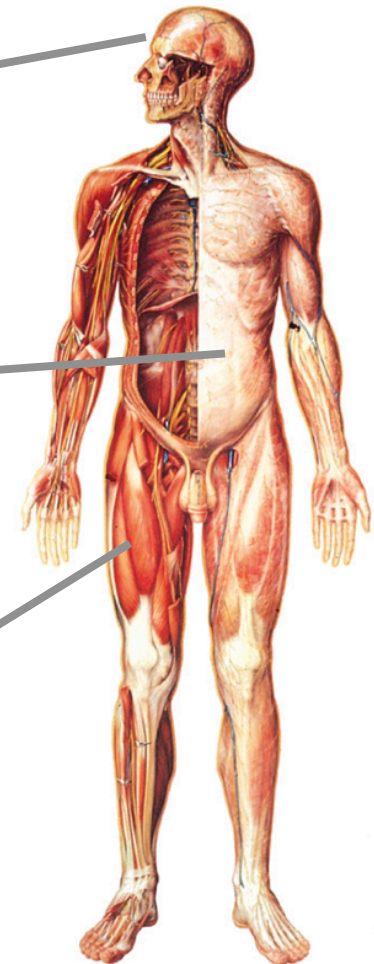


Human Anatomy- EKAH6

HTML
The Skeleton/Bones
Basic Structure/How it's Formed

CSS
The Skin
Style/ How it Looks

JavaScript
The Muscles
Action/How it Works



HTML

The Skeleton/Bones

Basic Structure/How it's Formed



skeleton daemon- Lo ha

```
<html>
  <head>
  </head>
  <body>
    <div>
      <h1>
      </h1>
      <p>
        <br >
      </p>
    </div>
  </body>
</html>
```



www.officespam.chattablogs.com

Elements = Tags

Always the Same - Just used in Different Combinations

CSS

The Skin/ How it Looks



www.skinrejuvenationtoday.com

CSS - Cascading Style Sheets

Selector

h1

Declaration

{color:blue; font-size:12px;}

Declaration

Property

Value

Property

Value

www.w3schools.com

Controls the appearance of HTML elements

Size

Position

Color

Font properties

```
{  
font-size:12px;  
text-align:center;  
color:white;  
font-family:"Calibri";  
}
```

JavaScript

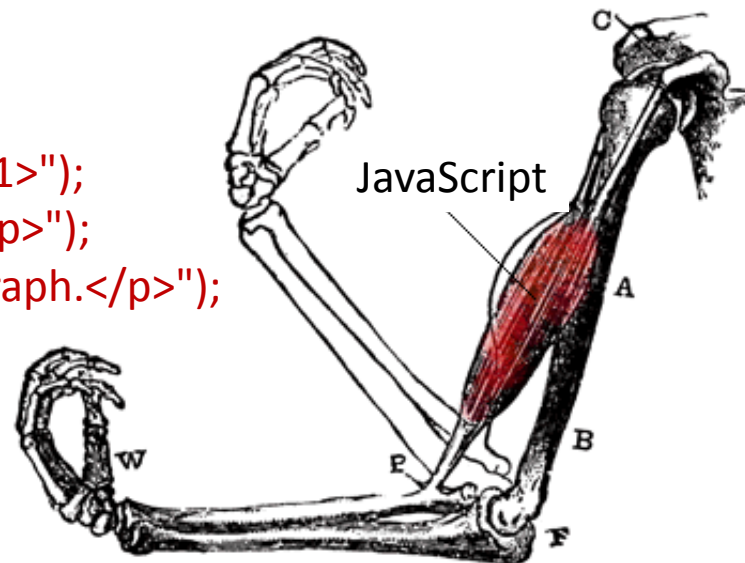
Actions = Muscles

JavaScript is the most popular scripting language on the internet

It is client side and written right into the html

Some words are pre-defined, but you custom-write the scripts and choose the variable names.

```
<script type="text/javascript">  
document.write("<h1>This is a heading</h1>");  
document.write("<p>This is a paragraph.</p>");  
document.write("<p>This is another paragraph.</p>");  
</script>
```



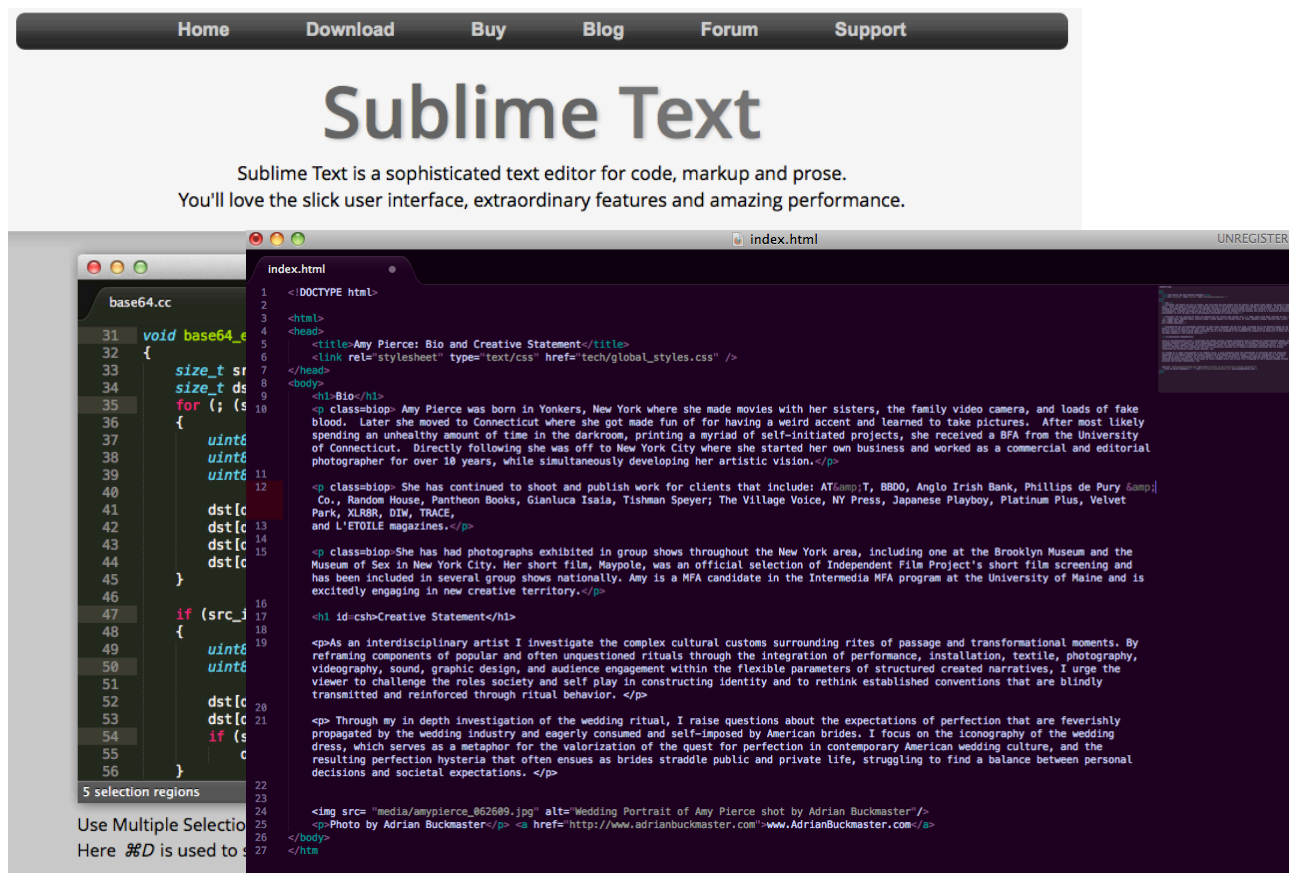
Anatomy Chart courtesy of [FCIT](http://www.fcit.com)

www.fitstep.com

*NOT JAVA – that is totally different programming language

Tools: Sublime Text 2

What exactly is a Code editor?



Always code in a code Editor! Programs such as Microsoft Word add Fancy formatting you don't want!

[Download](#) Sublime Text 2 FREE (Nagware)

w3schools.com

The best free resource out there



QUIZ TIME!

http://www.w3schools.com/html/html_quiz.asp

w3schools.com

The best free resource out there



PLAY TIME!

http://www.w3schools.com/html/html_examples.asp

Housekeeping

Organization



Naming Conventions

This is Important!

HELLO
my name is

[http://
www.umat.maine.edu/
~jon_ippolito/bop/
naming_conventions.html](http://www.umat.maine.edu/~jon_ippolito/bop/naming_conventions.html)

the15project.files.wordpress.com

You will be required to use these in this class
and in your subsequent classes here.

Showing File Extensions

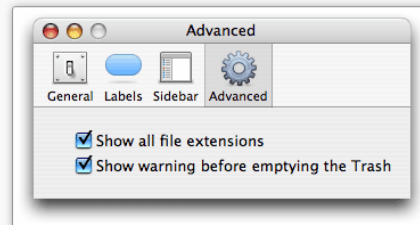
On Your Computer: Mac

All Files

While Mac OS X hides file extensions by default, you can choose to show all file extensions, overriding the "Hide extension" setting in the "Get Info" window. To do this, click on the [desktop](#) to activate the Finder if it is not already active and select "Preferences..." from the [Finder](#) menu.



Then click on the Advanced tab in the Finder Preferences window as shown below:



Finally, check the "Show all file extensions" box. All file extensions will now be visible both on the desktop and in open windows. If you want to hide file extensions again, simply open the Finder Preferences window and uncheck the box.

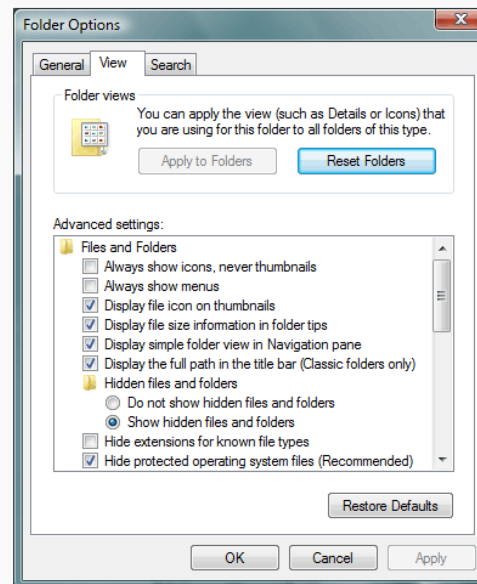
http://www.fileinfo.com/help/mac_show_extensions

Showing File Extensions

On Your Computer: PC

If you're using Windows Vista or 7

1. Click on the **Start** button > **Control Panel** > **Appearance and Personalization** > **Folder Options** (Two thoughts: [1] Boy, Vista is a lot more complicated than earlier versions of Windows! [2] You can always use the Search box on the Start menu & just search for "Folder Options" there, which may be the easiest option.)
2. In the **Folder Options** windows, click on the **View** tab.
3. Uncheck the box next to **Hide file extensions for known file types**.



4. Click **OK** to close the **Folder Options** window.

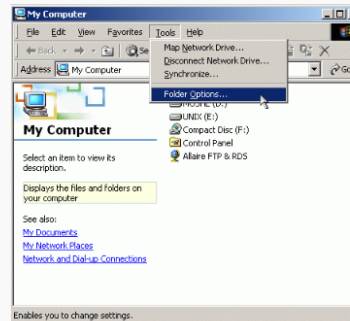
<http://www.granneman.com/techinfo/windows/showextensions/>

Showing File Extensions

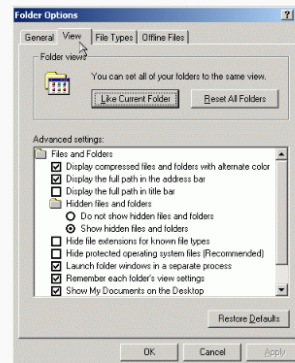
On Your Computer: PC

If you're using Windows ME, Windows 2000, or Windows XP

1. On your desktop, open **My Computer**. If you don't see My Computer, then open any folder.
2. Select the **Tools** menu, & then select **Folder Options**



3. In the **Folder Options** windows, click on the **View** tab.
4. Uncheck the box next to **Hide file extensions for known file types** (Note that I have checked and unchecked other boxes that may not apply to you. If you would like to make your View tab resemble mine below, go right ahead; however, it is not necessary if all that you wish to do is reveal the "dot 3" file extension.).

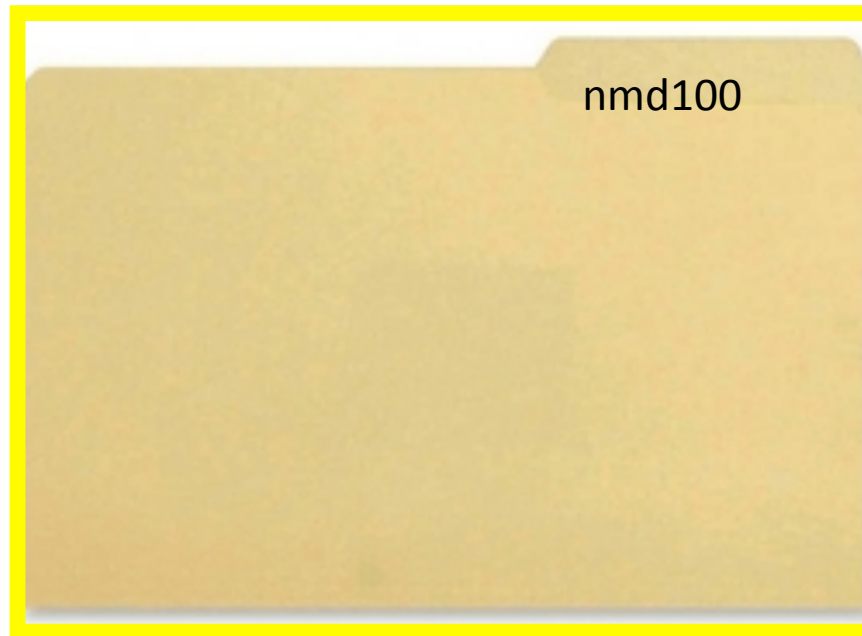


5. Click **OK** to close the **Folder Options** window.
6. Close the **My Computer** window.

<http://www.granneman.com/techinfo/windows/showextensions/>

File Hierarchy

Organization



Make a New Folder on your Desktop

Name it nmd100

***make sure to use only lowercase letters**

****You will rename this later when you are assigned your own domain name**

File Hierarchy

Always Organize Your Files

Within your nmd100 folder

Create 3 new folders

Name one “media”

The media folder will contain all our media- Images, graphics, logos, audio & video.

Name the second one “css”

The tech folder will contains our CSS (cascading style sheet)

Name the third one “js”.

(this would contain our JavaScript -if we were Using that)

***make sure to use only lowercase letters**



media:

.jpg .mov .wav
.gif .ogg .mp3
.png .mpeg .aif

css:

.css

js:

.js

File Hierarchy

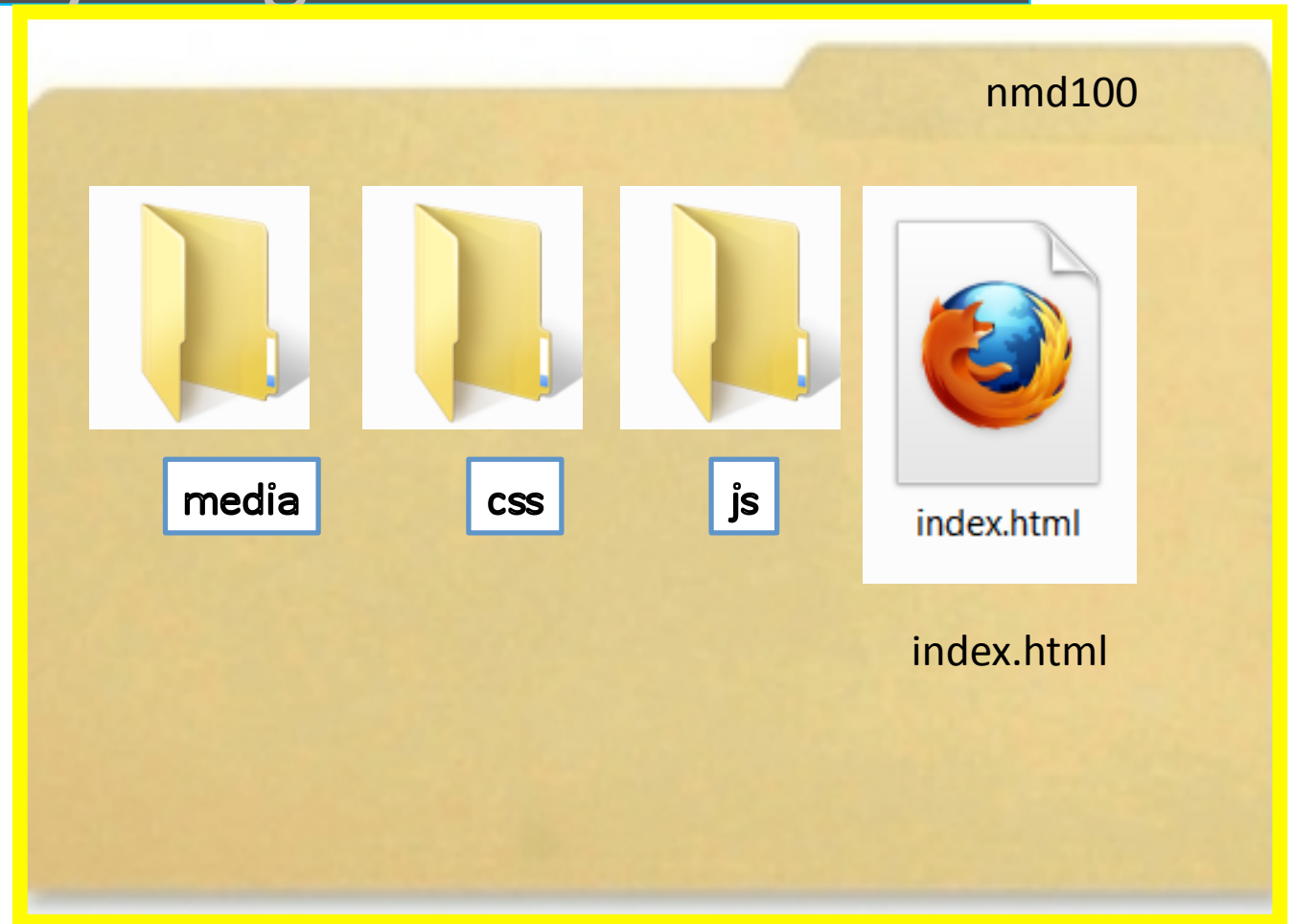
Always Organize Your Files

We will also need to put
Our html file in this folder

It does not nest inside
another folder.

We will name our html file
index.html

This is always named
Index.html
because it is the default
page the browser looks for.
(sometimes named
Home.html or
Default.html)

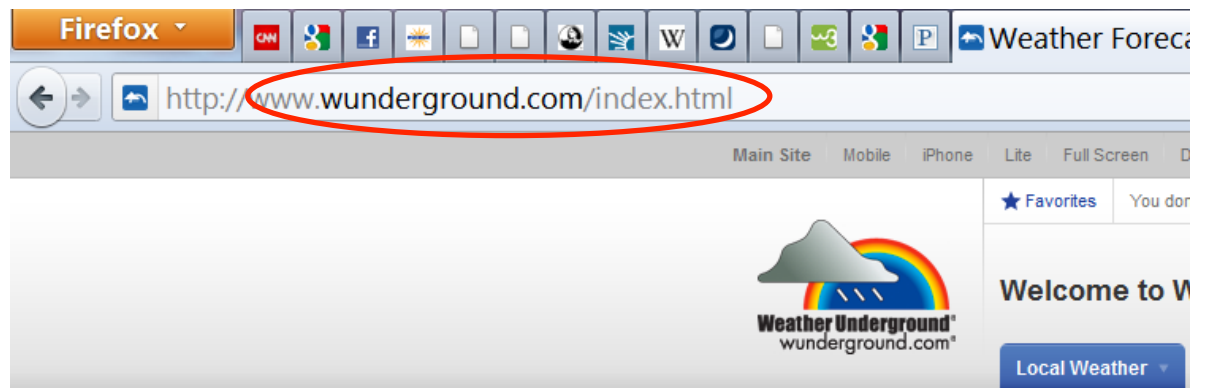
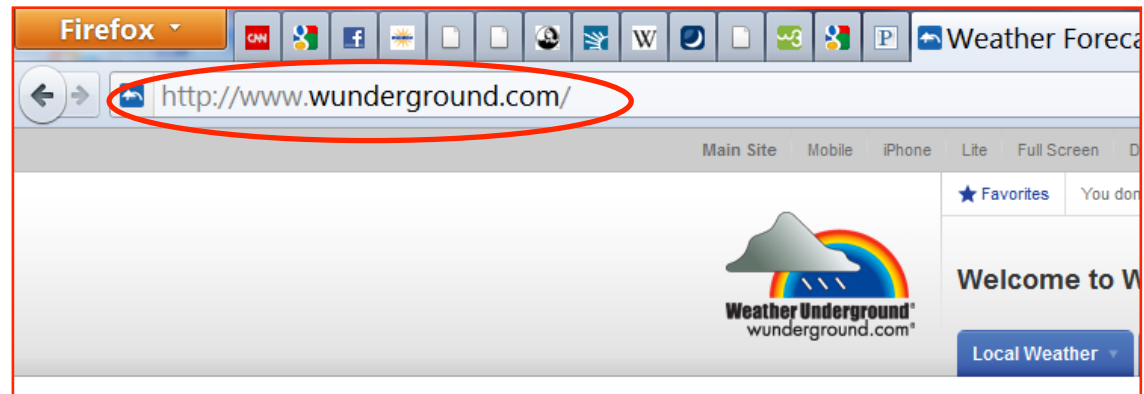


File Hierarchy

Always Organize Your Files

When typing in a URL
The browser automatically
defaults to the index.html
file and loads the home
page- (so you don't have to
type it in).

If you did type it in you
would get the exact same
page.



File Hierarchy

Always Organize Your Files

If you do not name your file index.html you will have a different & more complicated URL

If you named your html file index.html

Your URL linking directly to it would be:

www.firstnamelastname.nmdprojects.net

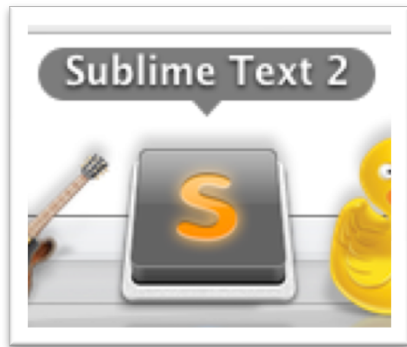
If you named your file **aboutme.html**

Your URL would be

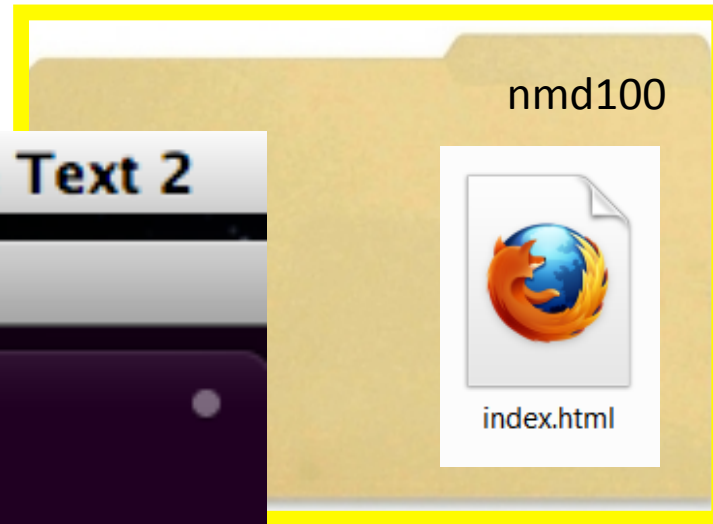
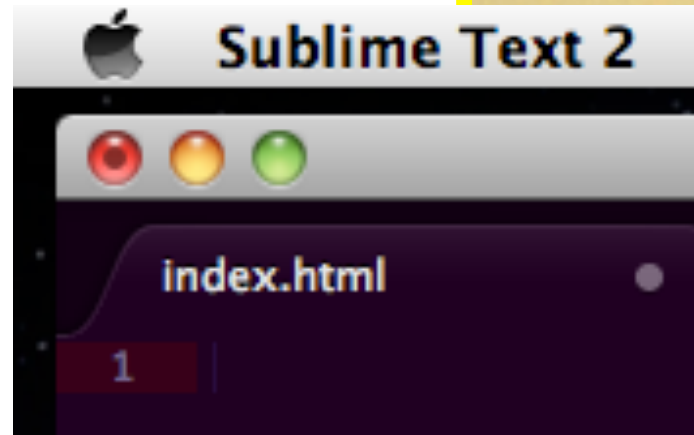
www.firstnamelastname.nmdprojects.net/aboutme.html

Index.html

Making a Sample Index Page



File → New → File → Save As →
index.html



Now Let's add some Tags to our html file!

<!doctype html>

Simple, Short & Sweet!

Before

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 10 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html lang="en" dir="ltr" xmlns="http://www.w3.org/1999/xhtml">
```

After

```
<!doctype html>
```

Definition and Usage:

The <!DOCTYPE> declaration must be the very first thing in your html document, before the <html> tag. **** Make sure no white space on top.****

Note: The <!DOCTYPE> tag does not have an end tag.

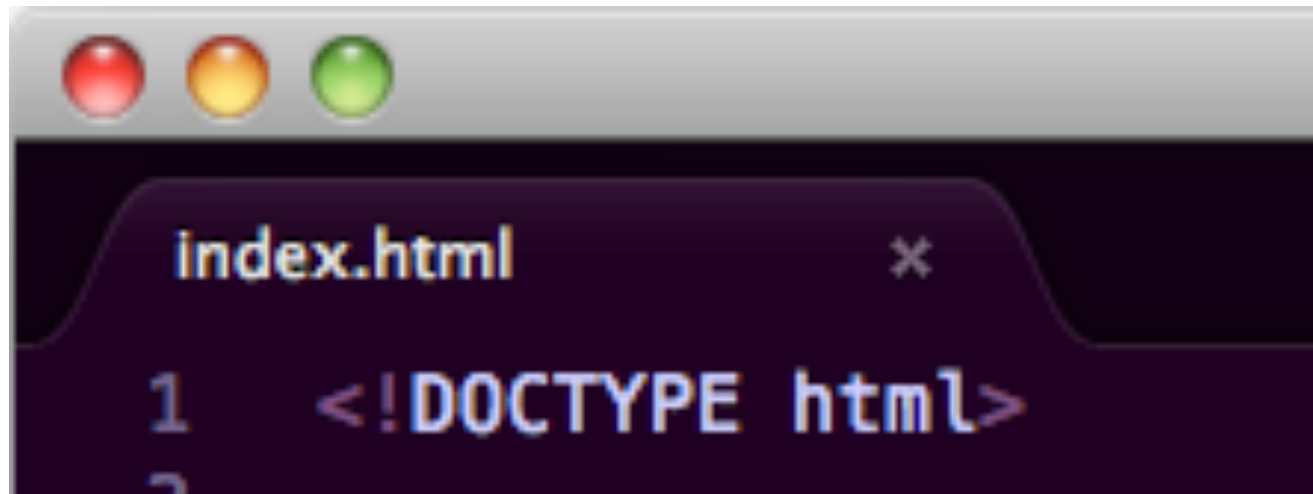
Tip: The <!DOCTYPE> declaration is NOT case sensitive



The doctype declaration is not an html tag; It is an instruction to the web browser about what version of the markup language the page is written in. **It is important that you specify the doctype in all HTML documents, so that the browser knows what type of document to expect.**

<!doctype html>

Simple, Short & Sweet!



<html></html>

All other Tags Nest Inside the html Tags

Every HTML web page is enclosed inside <html>...</html> tags to notify the browser that the enclosed is HTML and not XML (or anything else).

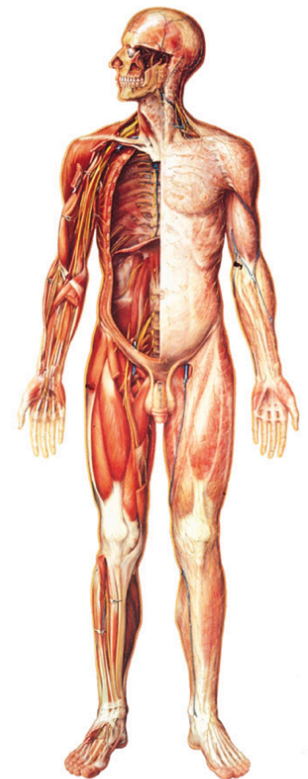
No matter how long or short your HTML document is
Everything Including the head and body and everything in-between goes inside these tags.

Within the <html> tags all the page content is contained inside two other basic tags:

<head>...</head>

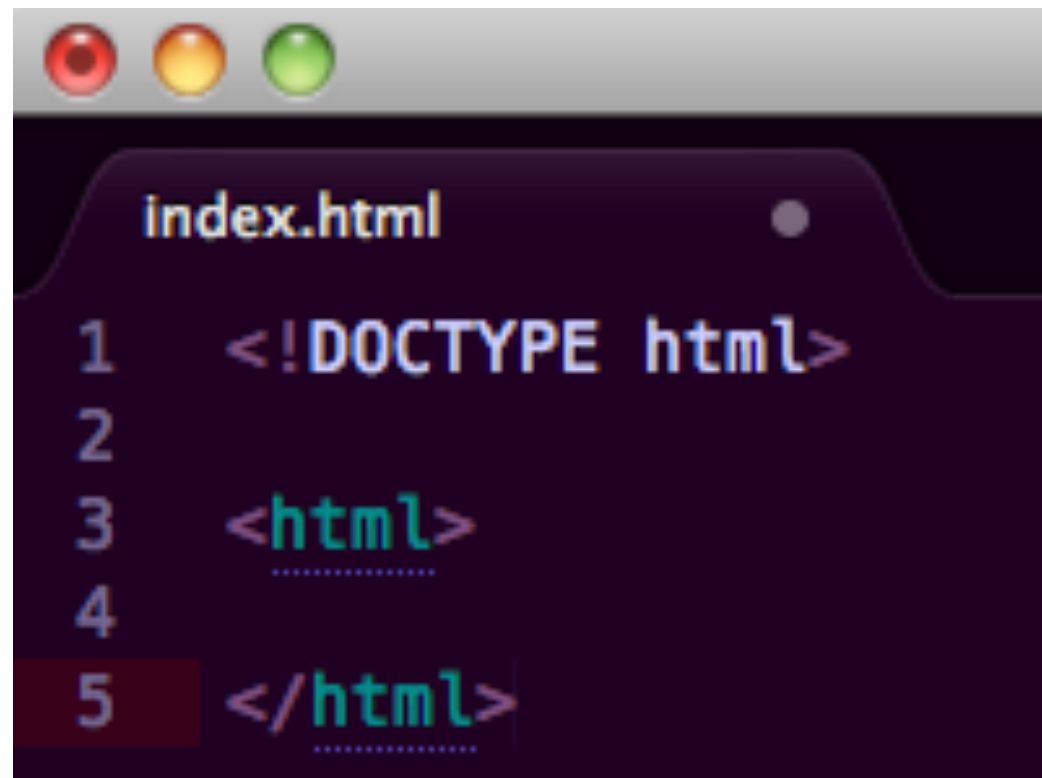
<body>...</body>

```
<html>  
  <head>  
  .....  
  </head>  
  <body>  
  .....  
  </body>  
</html>
```



<html></html>

All other Tags Nest Inside the html Tags

A screenshot of a code editor window titled 'index.html'. The editor has a dark background with syntax-highlighted text. The code is as follows:

```
1  <!DOCTYPE html>
2
3  <html>
4      .....
5  </html>
   .....

```

The line numbers 1 through 5 are on the left. The code is color-coded: '<!DOCTYPE html>' is in light blue, '<html>' and '</html>' are in green, and the ellipses are in light gray. The fifth line is highlighted with a red background.

<head></head>

Processing Information



www.fundraw.com

The head element is a container for all the head elements.

The head of the document contains:

- The page title
- Links to Cascading Style Sheets, JavaScript and/or links to JavaScript
- Metadata
- Description, keywords, author, content-type

```
<head>
  <meta name="description" content="Demonstrate the head tag" />
  <meta name="keywords" content="HTML,CSS,JavaScript" />
  <meta name="author" content="John Doe" />
  <meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1" />
  <link href="default.css" rel="stylesheet" type="text/css" />
  <script src="main.js" type="text/javascript"/>
  <title>Applied Web Design</title>
</head>
```

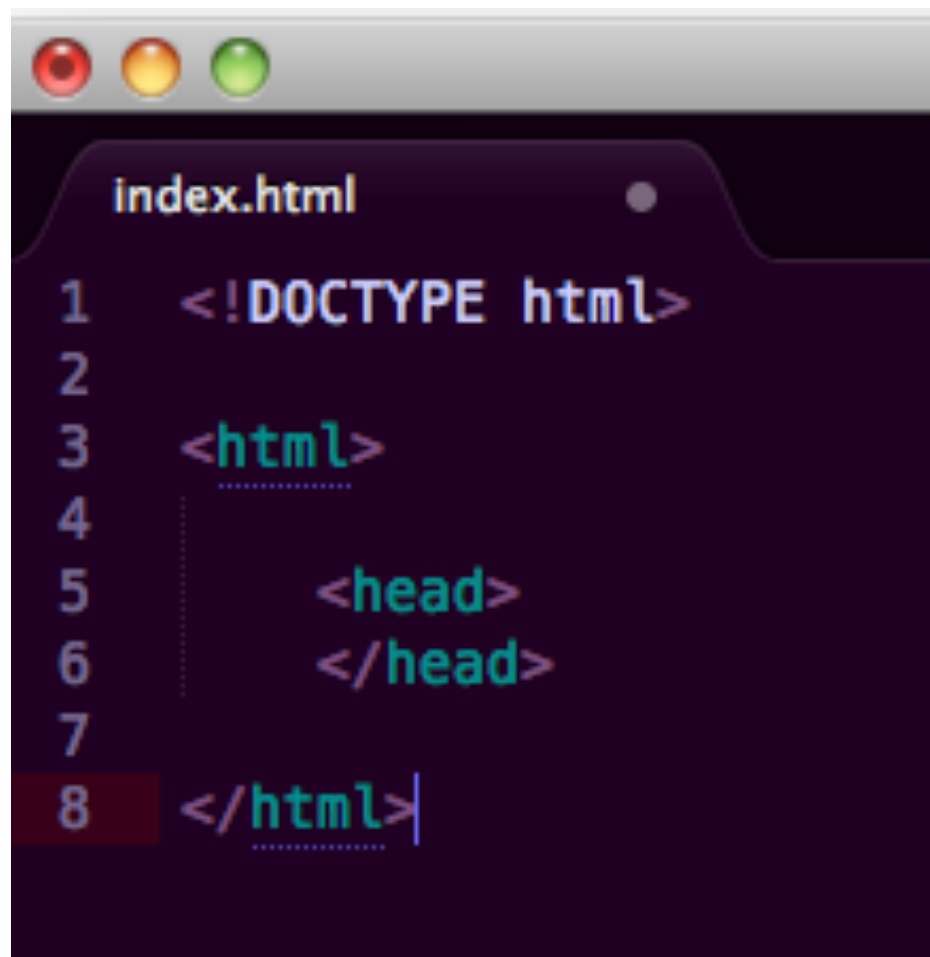
The following tags can be added to the head section:

<base>, <link>, <meta>, <script>, <style>, and <title>.

The <title> tag defines the title of the document, and is the only required element in the head section.

<head></head>

Processing Information



```
index.html
1  <!DOCTYPE html>
2
3  <html>
4
5      <head>
6      </head>
7
8  </html>
```

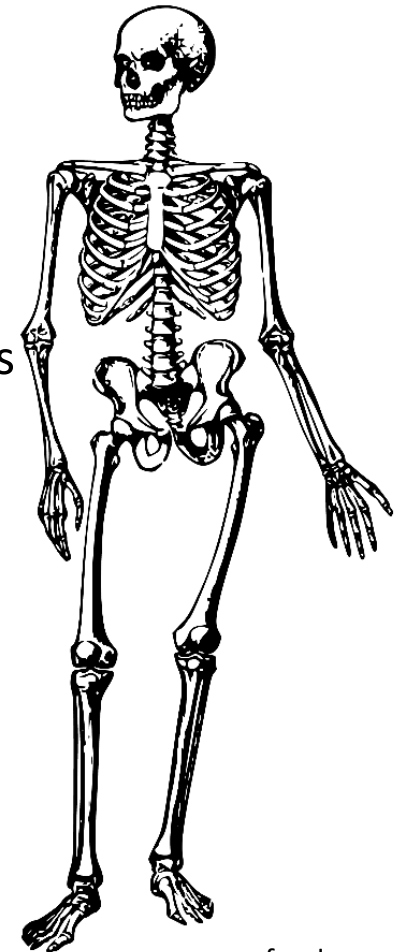
<body></body>

Body

The <body> tags define the document's body.

The body tags contain all the **CONTENT** of the web page

Including: text, headings, paragraphs, links, images, form tags lists, links to audiovisual content (gif, jpeg, or png graphics, video files, audio files or other media files), etc...



<body></body>

Body



```
index.html
1  <!DOCTYPE html>
2
3  <html>
4
5      <head>
6      </head>
7
8      <body>
9      </body>
10
11 </html>
```

<head></head>

Processing Information



www.fundraw.com

The head element is a container for all the head elements.

The head of the document contains:

- The page title
- Links to Cascading Style Sheets, JavaScript and/or links to JavaScript
- Metadata
- Description, keywords, author, content-type

```
<head>
  <meta name="description" content="Demonstrate the head tag" />
  <meta name="keywords" content="HTML,CSS,JavaScript" />
  <meta name="author" content="John Doe" />
  <meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1" />
  <link href="default.css" rel="stylesheet" type="text/css" />
  <script src="main.js" type="text/javascript"/>
  <title>Applied Web Design</title>
</head>
```

The following tags can be added to the head section:

<base>, <link>, <meta>, <script>, <style>, and <title>.

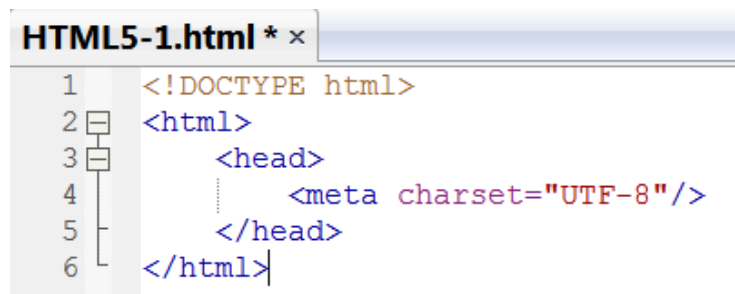
The <title> tag defines the title of the document, and is the only required element in the head section.

<meta charset =“UTF-8” />

So humans can read it

Before <meta http-equiv=“Content-Type” content=“text/html; charset=UTF-8” />

After <meta charset=“UTF-8” />



```
HTML5-1.html * x
1 <!DOCTYPE html>
2 <html>
3   <head>
4     <meta charset="UTF-8"/>
5   </head>
6 </html>
```

*How your browser takes binary code info and translates it into character encoding that you see on the screen

Examples

Define keywords for search engines:

```
<meta name="keywords" content="HTML, CSS, XML, XHTML, JavaScript" />
```

Define a description of your web page:

```
<meta name="description" content="Free Web tutorials on HTML and CSS" />
```

Define the last revision of your page:

```
<meta name="revised" content="Kai Jim Refsnes, 13/01/2011" />
```

Refresh page every 5 seconds:

```
<meta http-equiv="refresh" content="5" />
```

Metadata is data (information) about data.

The <meta> tag provides metadata about the HTML document.

Metadata will not be displayed on the page, but will be machine parsable.

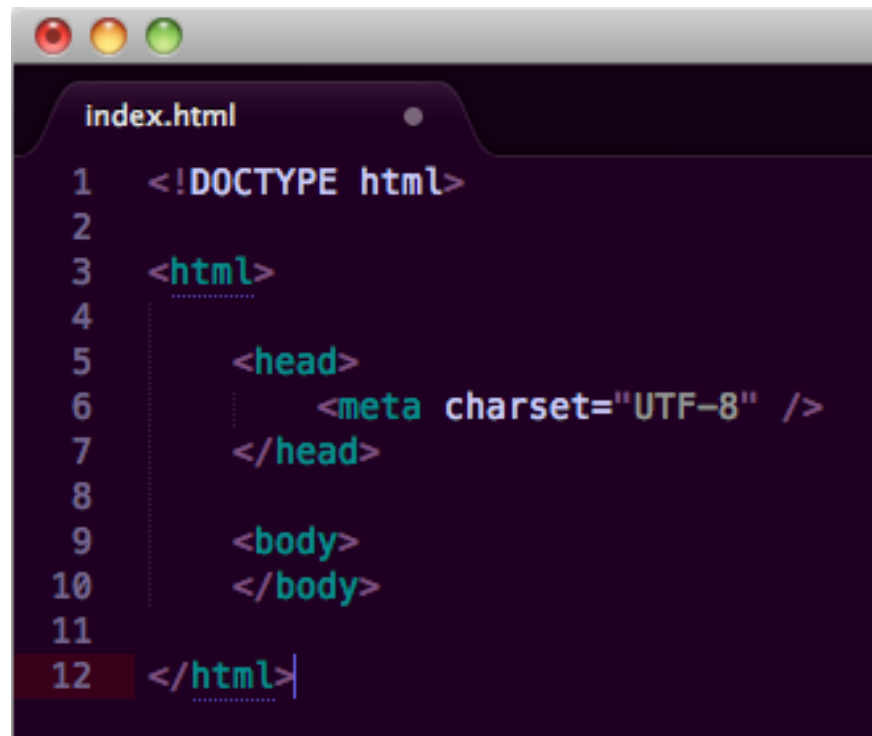
Meta elements are typically used to specify page description, keywords, author of the document, last modified, and other metadata.

The <meta> tag always goes inside the head element.

The metadata can be used by browsers (how to display content or reload page), search engines (keywords), or other web services.

<meta charset =“UTF-8” />

So humans can read it

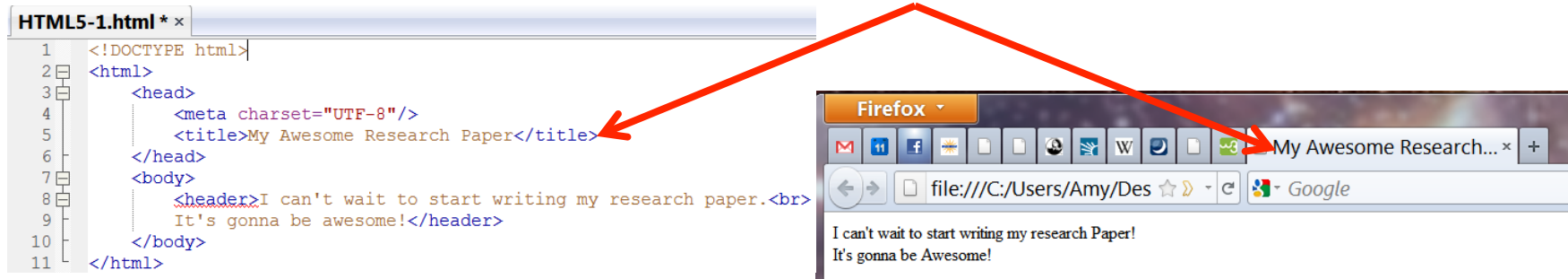


```
index.html
1  <!DOCTYPE html>
2
3  <html>
4      .....
5      <head>
6          <meta charset="UTF-8" />
7      </head>
8
9      <body>
10         </body>
11
12 </html>
```

<title></title>

Title

<title>Title of the document</title>



*Different from the Header of your Page!
The Title is not visible on the web page itself

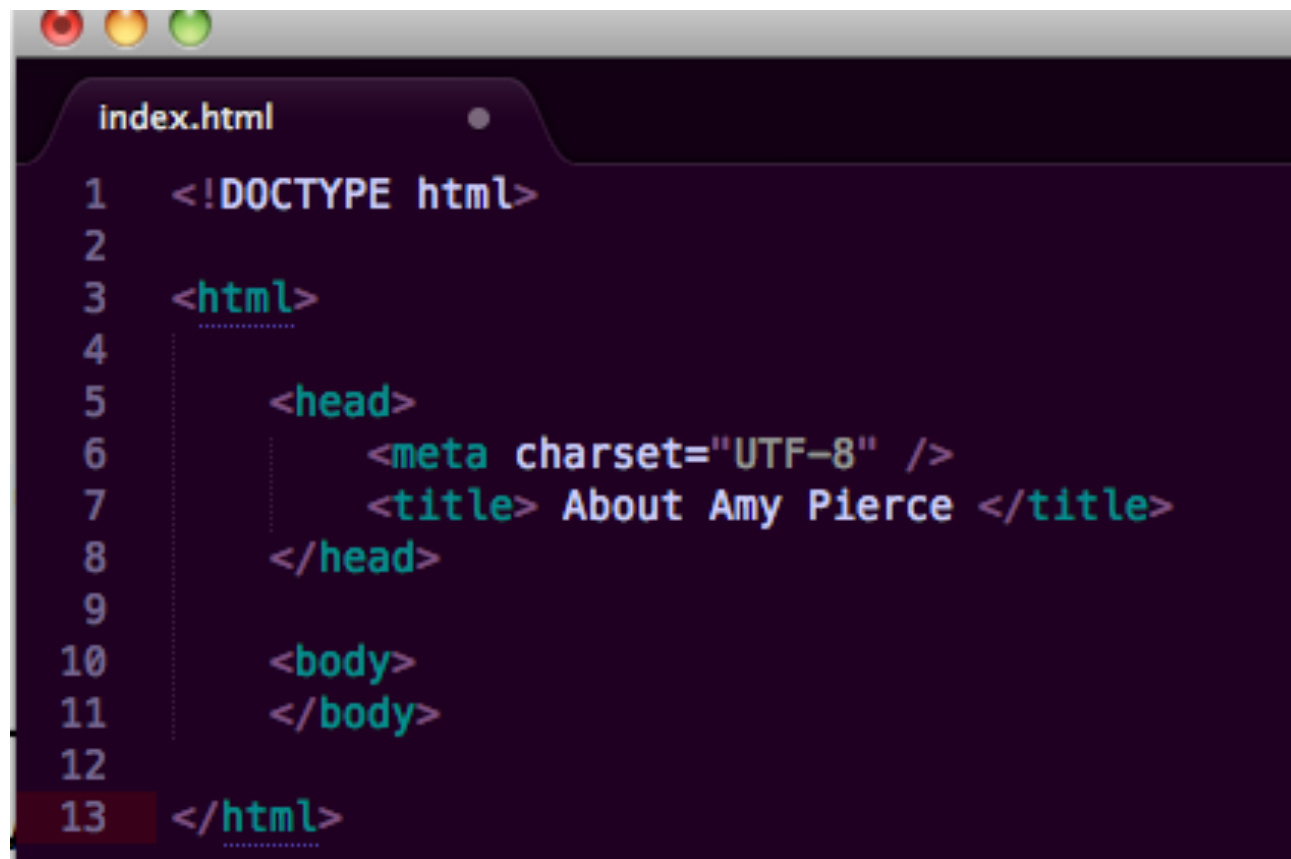
The <title> tag defines the title of the document and is **required** in all HTML documents.

The title element:

- Defines a title in the browser toolbar
- Provides a title for the page when it is added to favorites
- Displays a title for the page in search-engine results

<title></title>

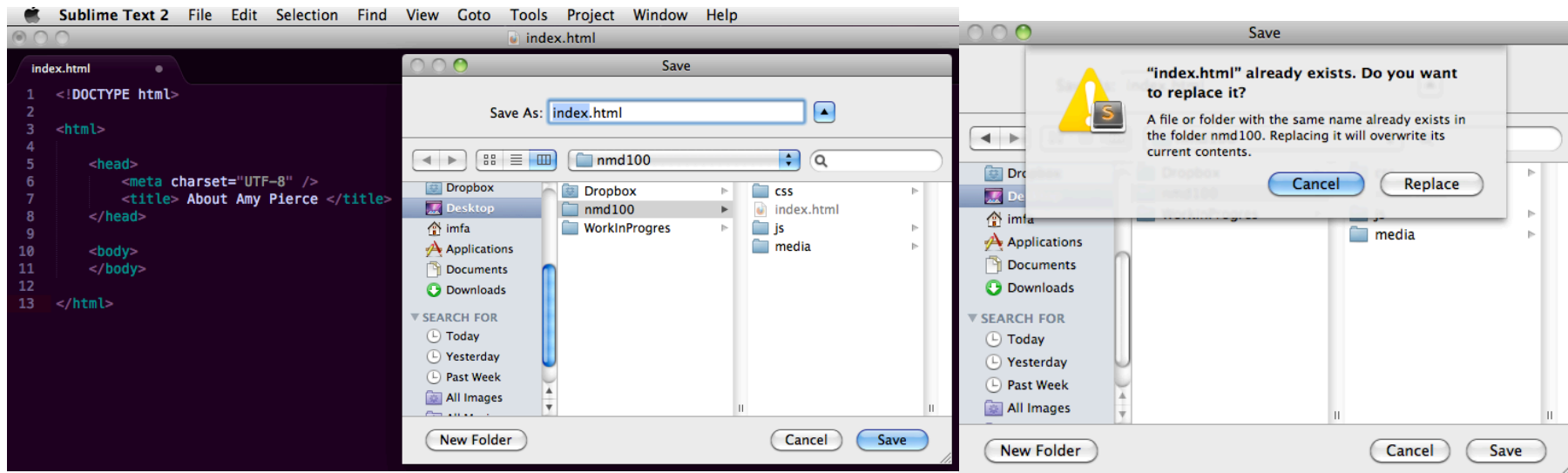
Title



```
index.html
1  <!DOCTYPE html>
2
3  <html>
4      .....
5      <head>
6          <meta charset="UTF-8" />
7          <title> About Amy Pierce </title>
8      </head>
9
10     <body>
11     </body>
12
13 </html>
    .....
```

Save!

Your index.html file

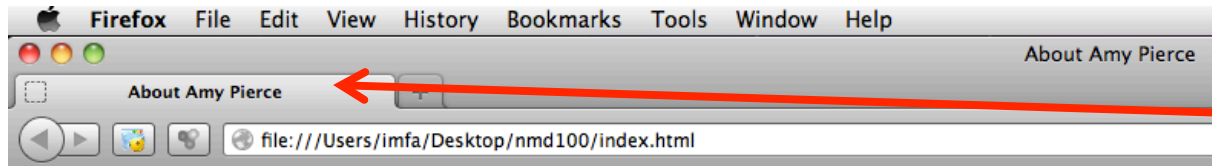


File → Save As → index.html → Save → Replace

Preview!

Your index.html file

Drag your index.html file into Firefox to Preview it:



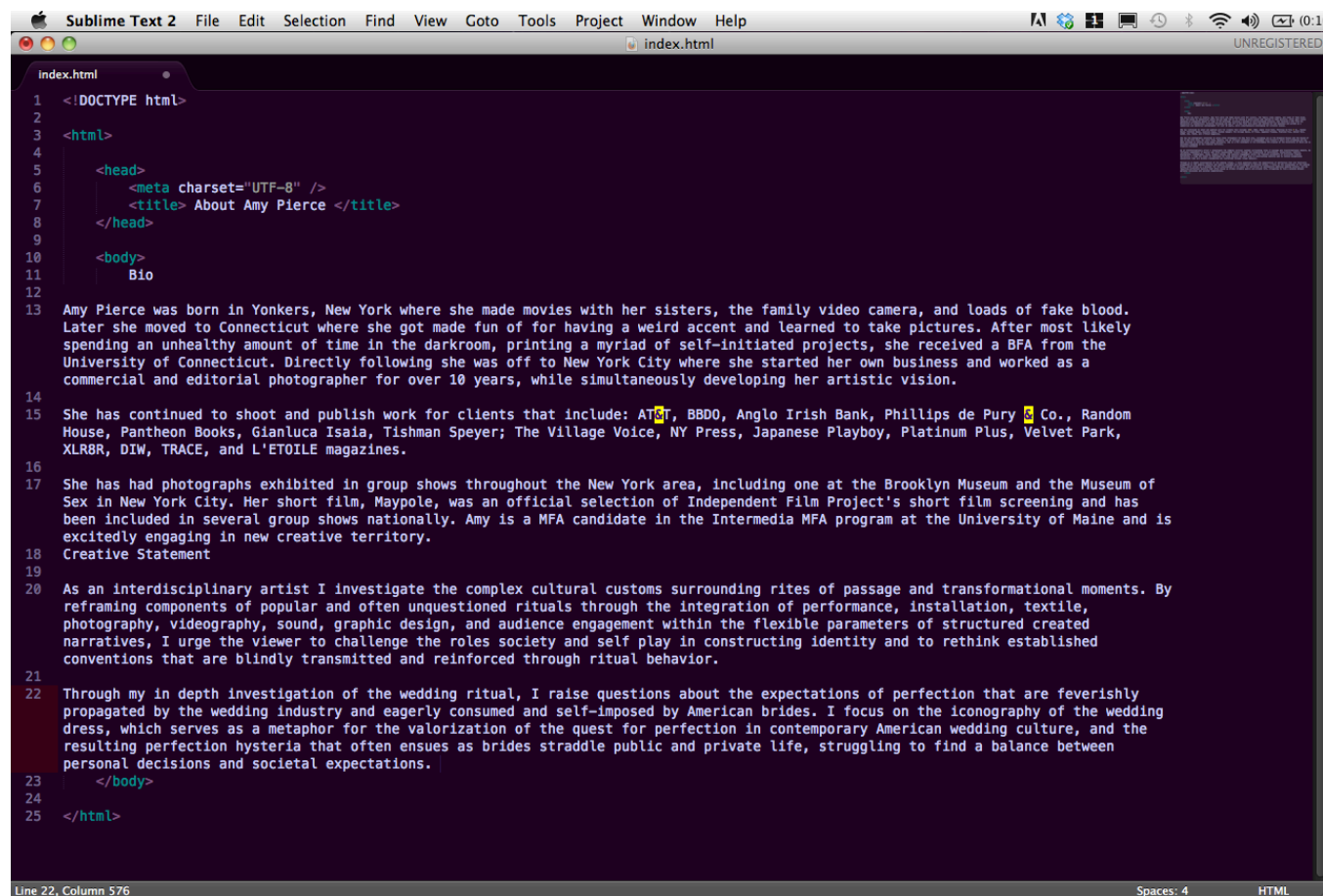
The title tab will appear

The page will appear blank
because there is no content
Within the `<body></body>`
tags yet.

<body></body>

Body

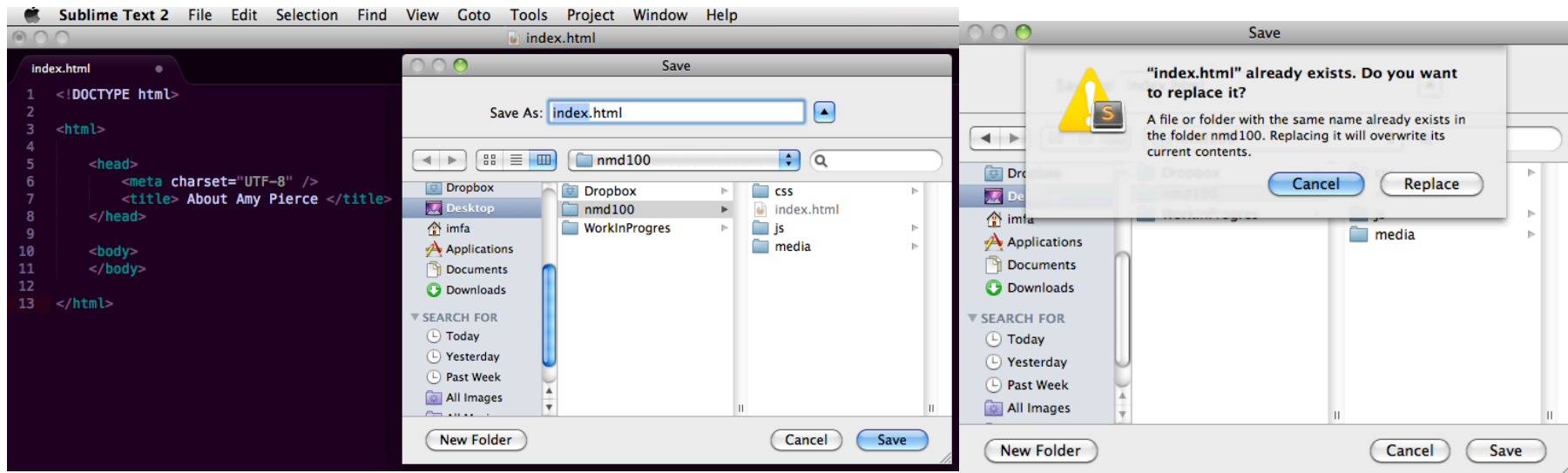
Copy and Paste your Bio & Creative Statements in-between the <body></body> tags.



```
1 <!DOCTYPE html>
2
3 <html>
4
5   <head>
6     <meta charset="UTF-8" />
7     <title> About Amy Pierce </title>
8   </head>
9
10  <body>
11    Bio
12
13    Amy Pierce was born in Yonkers, New York where she made movies with her sisters, the family video camera, and loads of fake blood.
14    Later she moved to Connecticut where she got made fun of for having a weird accent and learned to take pictures. After most likely
15    spending an unhealthy amount of time in the darkroom, printing a myriad of self-initiated projects, she received a BFA from the
16    University of Connecticut. Directly following she was off to New York City where she started her own business and worked as a
17    commercial and editorial photographer for over 10 years, while simultaneously developing her artistic vision.
18
19    She has continued to shoot and publish work for clients that include: AT&T, BBDO, Anglo Irish Bank, Phillips de Pury & Co., Random
20    House, Pantheon Books, Gianluca Isaia, Tishman Speyer; The Village Voice, NY Press, Japanese Playboy, Platinum Plus, Velvet Park,
21    XLR8R, DIW, TRACE, and L'ETOILE magazines.
22
23    She has had photographs exhibited in group shows throughout the New York area, including one at the Brooklyn Museum and the Museum of
24    Sex in New York City. Her short film, Maypole, was an official selection of Independent Film Project's short film screening and has
25    been included in several group shows nationally. Amy is a MFA candidate in the Intermedia MFA program at the University of Maine and is
    excitedly engaging in new creative territory.
    Creative Statement
    As an interdisciplinary artist I investigate the complex cultural customs surrounding rites of passage and transformational moments. By
    reframing components of popular and often unquestioned rituals through the integration of performance, installation, textile,
    photography, videography, sound, graphic design, and audience engagement within the flexible parameters of structured created
    narratives, I urge the viewer to challenge the roles society and self play in constructing identity and to rethink established
    conventions that are blindly transmitted and reinforced through ritual behavior.
    Through my in depth investigation of the wedding ritual, I raise questions about the expectations of perfection that are feverishly
    propagated by the wedding industry and eagerly consumed and self-imposed by American brides. I focus on the iconography of the wedding
    dress, which serves as a metaphor for the valorization of the quest for perfection in contemporary American wedding culture, and the
    resulting perfection hysteria that often ensues as brides straddle public and private life, struggling to find a balance between
    personal decisions and societal expectations.
  </body>
</html>
```

Save!

Your index.html file

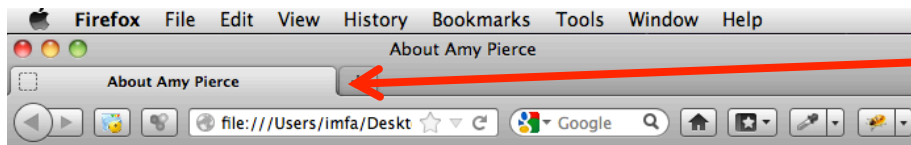


File → Save As → index.html → Save → Replace
Or File → Save

Preview!

Your index.html file

Drag your index.html file into Firefox to Preview it
or Refresh your browser window if it is already open



The title tab will appear

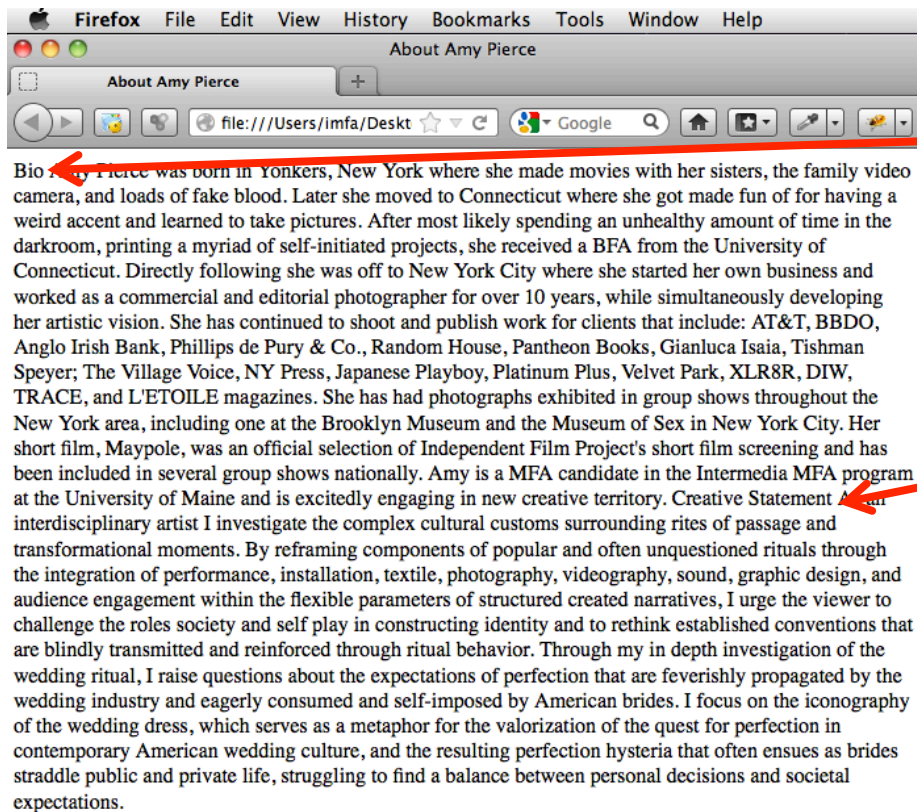
Bio Amy Pierce was born in Yonkers, New York where she made movies with her sisters, the family video camera, and loads of fake blood. Later she moved to Connecticut where she got made fun of for having a weird accent and learned to take pictures. After most likely spending an unhealthy amount of time in the darkroom, printing a myriad of self-initiated projects, she received a BFA from the University of Connecticut. Directly following she was off to New York City where she started her own business and worked as a commercial and editorial photographer for over 10 years, while simultaneously developing her artistic vision. She has continued to shoot and publish work for clients that include: AT&T, BBDO, Anglo Irish Bank, Phillips de Pury & Co., Random House, Pantheon Books, Gianluca Isaia, Tishman Speyer; The Village Voice, NY Press, Japanese Playboy, Platinum Plus, Velvet Park, XLR8R, DIW, TRACE, and L'ETOILE magazines. She has had photographs exhibited in group shows throughout the New York area, including one at the Brooklyn Museum and the Museum of Sex in New York City. Her short film, Maypole, was an official selection of Independent Film Project's short film screening and has been included in several group shows nationally. Amy is a MFA candidate in the Intermedia MFA program at the University of Maine and is excitedly engaging in new creative territory. Creative Statement As an interdisciplinary artist I investigate the complex cultural customs surrounding rites of passage and transformational moments. By reframing components of popular and often unquestioned rituals through the integration of performance, installation, textile, photography, videography, sound, graphic design, and audience engagement within the flexible parameters of structured created narratives, I urge the viewer to challenge the roles society and self play in constructing identity and to rethink established conventions that are blindly transmitted and reinforced through ritual behavior. Through my in depth investigation of the wedding ritual, I raise questions about the expectations of perfection that are feverishly propagated by the wedding industry and eagerly consumed and self-imposed by American brides. I focus on the iconography of the wedding dress, which serves as a metaphor for the valorization of the quest for perfection in contemporary American wedding culture, and the resulting perfection hysteria that often ensues as brides straddle public and private life, struggling to find a balance between personal decisions and societal expectations.

The content within the
<body></body> tags will
appear as one large
paragraph.

Mark Up the Text!

Your index.html file

Now we need to mark up the text to tell the browser what is what-
to distinguish between Headings, Paragraphs, etc...



Heading

paragraphs

Heading

paragraphs

Mark Up the Text!

Your index.html file

We do this by wrapping the text in different tags to show meaning.

```
<body>

<h1>Everything you've always wanted to know about Amy Pierce</h1>

<h2>Bio</h2>

<p>Amy Pierce was born in Yonkers, New York where she made movies with her sisters, the family video camera, and loads of fake blood. Later she moved to Connecticut where she got made fun of for having a weird accent and learned to take pictures. After most likely spending an unhealthy amount of time in the darkroom, printing a myriad of self-initiated projects, she received a BFA from the University of Connecticut. Directly following she was off to New York City where she started her own business and worked as a commercial and editorial photographer for over 10 years, while simultaneously developing her artistic vision.</p>

<p>She has continued to shoot and publish work for clients that include: AT&T, BBDO, Anglo Irish Bank, Phillips de Pury & Co., Random House, Pantheon Books, Gianluca Isaia, Tishman Speyer; The Village Voice, NY Press, Japanese Playboy, Platinum Plus, Velvet Park, XLR8R, DIW, TRACE, and L'ETOILE magazines.</p>

<p>She has had photographs exhibited in group shows throughout the New York area, including one at the Brooklyn Museum and the Museum of Sex in New York City. Her short film, Maypole, was an official selection of Independent Film Project's short film screening and has been included in several group shows nationally. Amy is a MFA candidate in the Intermedia MFA program at the University of Maine and is excitedly engaging in new creative territory.</p>

<h2>Creative Statement</h2>

<p>As an interdisciplinary artist I investigate the complex cultural customs surrounding rites of passage and transformational moments. By reframing components of popular and often unquestioned rituals through the integration of performance, installation, textile, photography, videography, sound, graphic design, and audience engagement within the flexible parameters of structured created narratives, I urge the viewer to challenge the roles society and self play in constructing identity and to rethink established conventions that are blindly transmitted and reinforced through ritual behavior.</p>

<p>Through my in depth investigation of the wedding ritual, I raise questions about the expectations of perfection that are feverishly propagated by the wedding industry and eagerly consumed and self-imposed by American brides. I focus on the iconography of the wedding dress, which serves as a metaphor for the valorization of the quest for perfection in contemporary American wedding culture, and the resulting perfection hysteria that often ensues as brides straddle public and private life, struggling to find a balance between personal decisions and societal expectations.</p>

</body>
```

<h1>-<h6>

Header 1- Header 6

<h1>.....</h1>

<h2>.....</h2>

<h3>.....</h3>

<h4>.....</h4>

<h5>.....</h5>

<h6>.....</h6>

```
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
  <title>Headings Example</title>
</head>
<body>
  <h1>Type Design</h1>

  <h2>Serif</h2>

  <p>Serif typefaces have small slabs at the ends of letter strokes. In general, serif fonts can make large amounts of text easy to read.</p>

  <h3>Baskerville</h3>

  <h4>Description</h4>
  <p>Description of the Baskerville typeface.</p>

  <h4>History</h4>
  <p>History of the Baskerville typeface.</p>

  <h3>Georgia</h3>
  <p>Description and history of the Georgia typeface.</p>
</body>
</html>
```

Type Design ————— h1

Serif ————— h2

Serif typefaces have small slabs at the ends of letter strokes. In general, serif fonts can make large amounts of text easy to read.

Baskerville ————— h3

Description ————— h4

Description of the Baskerville typeface.

History ————— h4

History of the Baskerville typeface.

Georgia ————— h3

Description and history of the Georgia typeface.

Headings are used to provide **logical hierarchy** or **outline** to a document.

Always start with the first level (h1) and work down in numerical order.

Use level headings consistently throughout your site. For example use h1 for all Article Titles.

<h1>-<h6>

Header 1- Header 6

```
<body>
```

```
<h1>Everything you've always wanted to know about Amy Pierce</h1>
```

```
<h2>Bio</h2>
```

Amy Pierce was born in Yonkers, New York where she made movies with her sisters, the family video camera, and loads of fake blood. Later she moved to Connecticut where she got made fun of for having a weird accent and learned to take pictures. After most likely spending an unhealthy amount of time in the darkroom, printing a myriad of self-initiated projects, she received a BFA from the University of Connecticut. Directly following she was off to New York City where she started her own business and worked as a commercial and editorial photographer for over 10 years, while simultaneously developing her artistic vision.

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```
<h2>Creative Statement</h2>
```

As an interdisciplinary artist I investigate the complex cultural customs surrounding rites of passage and transformational moments. By reframing components of popular and often unquestioned rituals through the integration of performance, installation, textile, photography, videography, sound, graphic design, and audience engagement within the flexible parameters of structured created narratives, I urge the viewer to challenge the roles society and self play in constructing identity and to rethink established conventions that are blindly transmitted and reinforced through ritual behavior.

Through my in depth investigation of the wedding ritual, I raise questions about the expectations of perfection that are feverishly propagated by the wedding industry and eagerly consumed and self-imposed by American brides. I focus on the iconography of the wedding dress, which serves as a metaphor for the valorization of the quest for perfection in contemporary American wedding culture, and the resulting perfection hysteria that often ensues as brides straddle public and private life, struggling to find a balance between personal decisions and societal expectations.

```
</body>
```


<p></p>

Paragraph Tag

The <p> tag defines a **paragraph**.

The p element automatically creates some space before and after itself. The space is automatically applied by the browser, or you can specify it in a style sheet.

<p>Serif typefaces have small slabs at the ends of letter strokes. In general, serif fonts can make large amounts of text easier to read.</p>

<p>Sans-serif fonts do not have serif slabs; their strokes are square on the end. Helvetica and Arial are examples of sans-serif fonts. In general, sans-serif fonts appear sleeker and more modern.</p>

<p></p>

What Using Paragraphs Looks Like

```
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
  <title>Paragraphs Example</title>
</head>
<body>
  <h2>With p Tags</h2>
  <p>
    Lorem ipsum dolor sit amet, con-
    Fusce sit amet ligula vitae urna
    vitae cursus diam sodales ut.
    Suspendisse potenti.
  </p>
  <p>
    Donec ornare velit ac nunc sag-
    pulvinar scelerisque. Mauris v-
    varius velit orci ac nibh. Viv-
    Pellentesque non nisl sem, eget
  </p>
  <p>
    Pellentesque augue lectus, eu-
    volutpat eu mauris. Suspendiss-
    feugiat imperdiet nisl eget ma-
    Aliquam tempor aliquet facilis.
    Phasellus eget diam magna.
  </p>

  <h2>Without p Tags</h2>
  Lorem ipsum dolor sit amet, conseq-
  Fusce sit amet ligula vitae urna p-
  vitae cursus diam sodales ut. Sed
  Suspendisse potenti. Donec ornare
  pulvinar scelerisque. Mauris vulpu-
  varius velit orci ac nibh. Vivamus
  Pellentesque non nisl sem, eget la-
  volutpat eu mauris. Suspendisse ve-
  feugiat imperdiet nisl eget mattis.
  Aliquam tempor aliquet facilisis.
  Phasellus eget diam magna.

</body>
</html>
```

With p Tags

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi feugiat scelerisque bibendum. Fusce sit amet ligula vitae urna placerat vehicula id vel lectus. Proin lobortis faucibus elit, vitae cursus diam sodales ut. Sed quam nunc, sagittis id convallis a, congue ac felis. Suspendisse potenti.

Donec ornare velit ac nunc sagittis pretium. Sed ut eros eget enim pulvinar scelerisque. Mauris vulputate, arcu in vulputate tempus, lacus elit ultricies enim, ut varius velit orci ac nibh. Vivamus a ante quis nisi placerat lobortis facilisis et erat. Pellentesque non nisl sem, eget laoreet dui.

Pellentesque augue lectus, euismod eu tempus nec, volutpat eu mauris. Suspendisse velit justo, accumsan id dignissim eu, congue eu est. Quisque feugiat imperdiet nisl eget mattis. Proin id purus a urna elementum adipiscing eu ut ipsum. Aliquam tempor aliquet facilisis. Integer nulla justo, blandit id hendrerit in, iaculis eu nunc. Phasellus eget diam magna.

Without p Tags

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi feugiat scelerisque bibendum. Fusce sit amet ligula vitae urna placerat vehicula id vel lectus. Proin lobortis faucibus elit, vitae cursus diam sodales ut. Sed quam nunc, sagittis id convallis a, congue ac felis. Suspendisse potenti. Donec ornare velit ac nunc sagittis pretium. Sed ut eros eget enim pulvinar scelerisque. Mauris vulputate, arcu in vulputate tempus, lacus elit ultricies enim, ut varius velit orci ac nibh. Vivamus a ante quis nisi placerat lobortis facilisis et erat. Pellentesque non nisl sem, eget laoreet dui. Pellentesque augue lectus, euismod eu tempus nec, volutpat eu mauris. Suspendisse velit justo, accumsan id dignissim eu, congue eu est. Quisque feugiat imperdiet nisl eget mattis. Proin id purus a urna elementum adipiscing eu ut ipsum. Aliquam tempor aliquet facilisis. Integer nulla justo, blandit id hendrerit in, iaculis eu nunc. Phasellus eget diam magna.

<p></p>

What Using Paragraphs Looks Like

```
<body>

<h1>Everything you've always wanted to know about Amy Pierce</h1>

<h2>Bio</h2>

<p>Amy Pierce was born in Yonkers, New York where she made movies with her sisters, the family video camera, and loads of fake blood. Later she moved to Connecticut where she got made fun of for having a weird accent and learned to take pictures. After most likely spending an unhealthy amount of time in the darkroom, printing a myriad of self-initiated projects, she received a BFA from the University of Connecticut. Directly following she was off to New York City where she started her own business and worked as a commercial and editorial photographer for over 10 years, while simultaneously developing her artistic vision.</p>

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<p>She has had photographs exhibited in group shows throughout the New York area, including one at the Brooklyn Museum and the Museum of Sex in New York City. Her short film, Maypole, was an official selection of Independent Film Project's short film screening and has been included in several group shows nationally. Amy is a MFA candidate in the Intermedia MFA program at the University of Maine and is excitedly engaging in new creative territory.</p>

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</body>

</html>
```


Line Break

```
10 <p>  
11 This text contains<br>a line break.  
12 </p>  
--
```



This text contains
a line break.

Because we know that **the browser ignores line breaks** in the source document (unless using pre elements), we need a specific directive to **tell the browser** to **“add a line break here.”**

The
 tag inserts a single line break.

The
 tag is an empty tag which means that it has no end tag.

The br element is an empty element, so it does not have any content.

Line Break

Browsers don't recognize white space! So this...

will show up like this

```
<p>Portrait of Amy Pierce taken by Adrian Buckmaster.
```

```
www.adrianbuckmaster.com </p>
```

Portrait of Amy Pierce taken by Adrian Buckmaster. www.adrianbuckmaster.com

Add a Line Break and your text will display as intended.

```
<p>Portrait of Amy Pierce taken by Adrian Buckmaster. <br> www.adrianbuckmaster.com </p>
```

Portrait of Amy Pierce taken by Adrian Buckmaster.
www.adrianbuckmaster.com

```
<!--Content Here-->
```

Comment

```
<!--This is a comment. Comments are not displayed in the browser-->
```

Useful for **writing notes to yourself or others** who will be working with your code

And

To comment out certain parts of the code while you are **troubleshooting** 😊

<!--Your Content Here-->

Comment

```
Sublime Text 2  File  Edit  Selection  Find  View  Goto  Tools  Project  Window  Help  (0:37)
index.html
index.html
1 <!doctype html>
2
3 <!-- NMD100 About Me Page- V 2.1-
4 Developed by Amy Pierce
5 for NMD100 Introduction to New Media Lab Fall 2011
6 Last Modified 9-10-13 -->
```

```
<!--Go back later and add correct photo and check spelling of photographer's name-->

```

Sources

Used For this Presentation

Created by Amy Pierce for use in NMD100: Introduction to New Media Lab,
University of Maine, Orono, Maine

Sources:

www. http://www.umat.maine.edu/~jon_ippolito/bop/naming_conventions.html

www.w3schools.com

Lynda.com- HTML5 First look with James Williamson

Florida State University's Applied Web Design with Ken Baldauf

Learning Web Design by Jennifer Niederst Robbins

Stylin' with CSS- A Designer's Guide 2nd edition by Charles Wyke-Smith