

New Media Production

Lecture 2 - Part B

- Image Formats
- Cascading Style Sheets – style
- Site Structure

Image Formats

- JPG – millions of colors
- GIF – limited to 256 colors, transparency, and animation
- PNG – created for the web, gradation of transparency, no animation, millions of colors, yet does well with limited colors.

Hexidecimal Colors

Computers use a 16 based hexidecimal number to denote colors.

Hexidecimal numbers are made of the following: 0123456789ABCDEF

Red as a hexadecimal number
#ff0000

Div and Span Elements

- Div (division) tag is a block element
- Span is an inline element

```
<div> ... </div>
```

```
<span> ... </span>
```

Block & Inline - div & span tags

text text text inline text text text text text text
text text text text text text text text text text text text text text
text text text text text text text text text text text text text text
text text text text text text text text text text text text text text text
text text text text text text text inline text text
text text text text text text text text text text text text text text

Block

Block

Cascading Style Sheets

- Cascading Style Sheets (CSS) allow us to add style information that is separate from the content of the page.
- We can then change the look and feel of a web page or web site, without having to change the HTML markup or page content.

External Style Sheets

- File must be saved as plain text with the extension of .css
- Comments can be included in internal or external sheets, type `/*` to begin the comment, and `*/` to end the comment.
- Example: `/* comments go here */`
- Comments can span several lines, and be on their own line, or follow a rule.

Link to an External Style Sheet

```
<link rel="stylesheet" href="style.css" type="text/css" />
```

- This link should be placed in the head of the document.
- Making a change to the external style sheet, all pages that reference this sheet will be automatically updated.

Constructing a Style Rule

Two parts to each style rule:

- 1) the "selector", which determines which elements are affected.
- 2) the "declaration", made up of one or more property/value pairs, which specifies just what should be done.

A Style Rule

Selector

Declaration



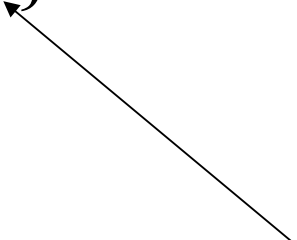
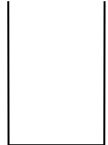
h1

{color: red; }

Property

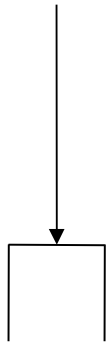
Value

Semicolon



Selector: name of element

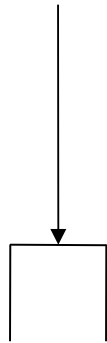
Name of the desired element



```
h1 {color: red; }
```

Selector: context

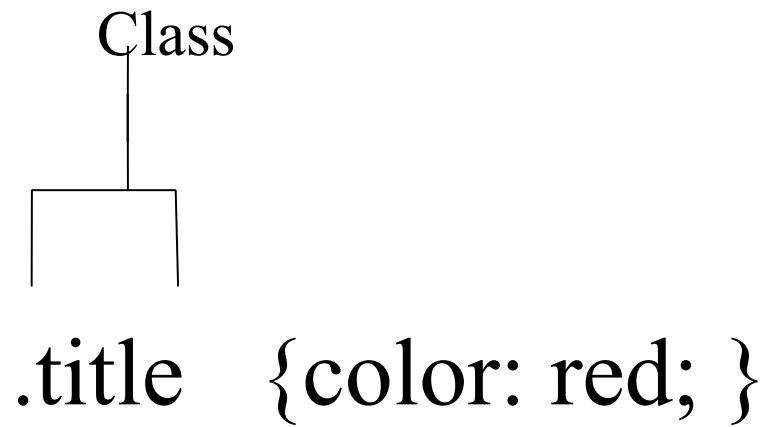
Name of the desired element



p h1 {color: red; }

Context
↑

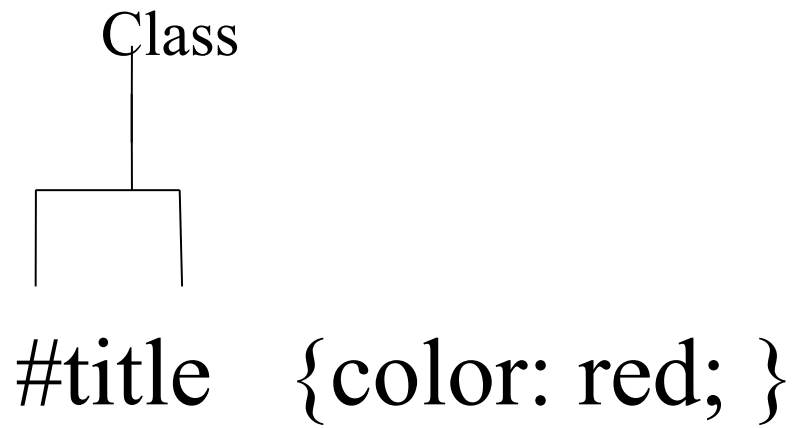
Selector: class



HTML Example Class Attribute

```
<h1 class="title"> ... </h1>
```

Selector: id

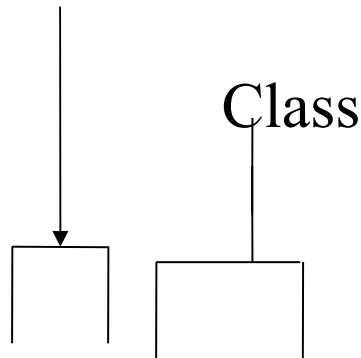


HTML Example ID Attribute

```
<h1 id="title"> ... </h1>
```

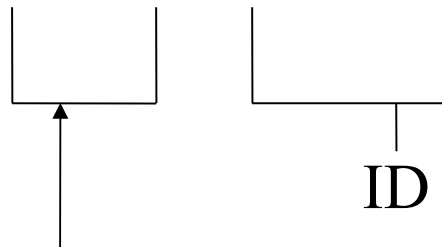
Selector: class or id

Name of the desired element



```
h1.title {color: red; }
```

```
div#idname {color: red; }
```



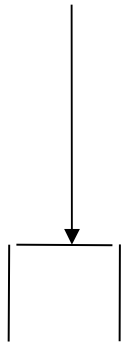
Name of the desired element

Comments in CSS

```
/* comments go here */
```

Pseudo-class selector

Name



```
a:link {color: red; }
```

Pseudo-class



Link Styles using CSS

examples of hexadecimal colors

```
a:link {color:#ff0000} /* unvisited */
```

```
a:visited {color:#00ff00} /* visited */
```

```
a:hover {color:#ff00ff} /* mouse over */
```

```
a:active {color:#0000ff} /* selected */
```

Example of One Selector with many Properties and Values

```
body {  
margin: 0px;  
background-color: #ffffff;  
font-size: 11px;  
font-family: 'Verdana', 'Helvetica', 'Arial';  
color: #000000;  
line-height: 15px;  
}
```

Internal Style Sheet Example

Placed in the head it becomes an internal style sheet.

```
<style type="text/css">
body {
margin: 0px;
background-color: #ffffff;
font-size: 11px;
font-family: 'Verdana', 'Helvetica', 'Arial';
color: #000000;
line-height: 15px;
}
</style>
```

External Style Sheet Example

Please note there are NO style tags like the ones used in an internal style sheet..

```
body {  
margin: 0px;  
background-color: #ffffff;  
}
```

```
h1 {  
color: #ff0000;  
}
```

Style Attribute

Third way to apply stylesheet information. Unlike a stylesheet rule, this attribute will only affect the particular heading to which it is attached.

```
<h1 style="color:red;"> ... </h1>
```

The Cascade

Inheritance - Many CSS properties affect not only the elements defined by the selector but are also “inherited” by the descendants of the element.

Specificity - The more specific the selector, the stronger the rule.

Location - If two rules compete, the location of the rule breaks the tie: Rules that appear later have more weight.

