

New Media Production

- Internet
- Basic HTML
- Lab Exercises

The Internet

The Internet is simply a system, like a courier service, for communicating digital information from one place to another

- World Wide Web (WWW) is only one part of the Internet (Tim Berners-Lee)
- Others
 - Email
 - File Transfer Protocol (FTP)
 - Internet Relay Chat (IRC)
 - USENET

The Internet – concept 1 of 6

- The HyperText Transfer Protocol
 - (HTTP)
 - HTTP servers, also known simply as Web servers, are designed specifically to distribute hypertext documents to browsers, and to let the browser send back information for processing on the server

The Internet – concept 2 of 6

- Uniform Resource Locators, or URLs.
 - These are the means by which Internet resources are addressed in the World Wide Web.
 - Common URL schemes:
 - HTTP URLs <http://www.nytimes.com>
 - Mailto URLs <mailto:rob@robertspahr.com>
 - News URLs <news:comp.infosystems.www>
 - FTP URLs <ftp://ftp.mysite.org/path/file.txt>

The Internet – concept 3 of 6

- HyperText Markup Language
 - (HTML)
 - This is the markup language with which World Wide Web hypertext documents are written, and it allows you to create hypertext links, fill-in forms, and so forth.

The Internet – concept 4 of 6

- Cascading Style Sheets
 - (CSS) Controls page layout and formatting
 - A language that works with HTML documents to define how such documents should be formatted and displayed by the web browser.

The Internet – concept 5 of 6

- Browser-side scripting
 - This lets an author include script programs within Web pages.
 - Allows significant interactivity on the browser without any connection to a server.
 - Example: JavaScript

The Internet – concept 6 of 6

- Server-side processing
 - This lets a user with a Web browser interact with resources lying on an HTTP server, providing a tunnel through the server to these resources.
 - This can either be through common gateway interface (CGI), or a server side scripting language such as PHP or ASP.
 - Example: PHP

Tools

- Web Browser
- Text Editor
- Image Editor

Markup Examples

HTML Elements, also known as HTML tags.

`<p> ... </p>` Paragraph

` ... ` Bold

`<i> ... </i>` Italic

`<p>HTML is a markup language designed for use on the World Wide Web.</p>`

`<h1>Heading Text</h1>`

`<h2>Heading Text</h2>`

`<h3>Heading Text</h3>`

`<h4>Heading Text</h4>`

`<h5>Heading Text</h5>`

`<h6>Heading Text</h6>`

HTML Files

Requirements:

- File save as plain text
- A file extension of .html or .htm (we will use .html)

Suggestions:

- No spaces in the file name
- All lowercase letters

Page Structure

```
<!DOCTYPE html>
```

```
<html>
```

```
  <head>
```

```
    <title>Example Page</title>
```

```
  </head>
```

```
<body>
```

```
<p>HTML a markup language for use on  
the web.</p>
```

```
</body>
```

```
</html>
```

Markup: Elements, Attributes and Values

Example of an **Image Element** (also referred to as an "image tag").

With an attribute of source and a value of "mypic.jpg".

The element contains a second attribute of width with a value of "100".

```

```

Anchor

`<a> ... `

href
event
name
tabindex
target

Anchor – fully resolved URL

```
<a href="http://www.cnn.com">CNN</a>
```

Anchor - relative URL

```
<a href="page2.html">Page 2</a>
```


Paragraph

<p> ... </p>

Line Break

`
`

Comment

```
<!-- This is a comment. -->
```

Lab Exercise

- Create a simple html document
- Add images (fully resolved and relative)
- Add links (fully resolved and relative)