Outline

1. Background
2. Too late to turn back
3. Site Design
4. Overall Layout
5. Lists
6. Links
7. The Kitchen Sink Commands
8. Post-Tutorial Resources
9. The Wilds of CSS
Webpages 101

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Webpages 101

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2. Too late to turn back
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4. Overall Layout
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7. The Kitchen Sink Commands
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9. The Wilds of CSS
How do I set up my website?

12 Step Program

1. Make sure you’re not over quota (250 MBytes):
   http://www.acsu.buffalo.edu/ubfs_quota.html
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1. Make sure you’re not over quota (250 MBytes):
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   http://www.acsu.buffalo.edu/ubfs_quota.html

2. Activate your account:
   http://www.acsu.buffalo.edu/homepages.html

3. Check the site:
   http://www.acsu.buffalo.edu/~UBITName
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1. Make sure you’re not over quota (250 MBytes):
   http://www.acsu.buffalo.edu/ubfs_quota.html

2. Activate your account:
   http://www.acsu.buffalo.edu/homepages.html

3. Check the site:
   http://www.acsu.buffalo.edu/~UBITName

4. Download the current version:
   - Right-click
   - “View Page Source”
## Uniform Resource Locators

**protocol://domain_name/directory_path/filename#anchor**

<table>
<thead>
<tr>
<th>Component</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protocol</td>
<td>rules and procedures used to access data on the other end of a hyperlink (http://, ftp://, news://, telnet://).</td>
</tr>
<tr>
<td>Domain Name</td>
<td>the web server where the desired document resides</td>
</tr>
<tr>
<td>Directory Path</td>
<td>the location in the web server’s file system (/home/username/public_html/, etc.).</td>
</tr>
<tr>
<td>Page Name</td>
<td>The name of the file; empty names default to index.html</td>
</tr>
<tr>
<td>Anchor</td>
<td>you might want to direct the browser to a particular location within a file (#here, #there, etc.).</td>
</tr>
</tbody>
</table>

Source:

http://wings.buffalo.edu/computing/documentation/gen/html.html.html
http://www-student.cse.buffalo.edu/~pmheider/files/lin101/1.html
http://www-student.cse.buffalo.edu/~pmheider/files/lin101/1.html

Page = Content + Markup
Page = Content + Markup
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
  <head>
    <title>Tiny Tiny</title>
  </head>
  <body>
    <h1>Tiny Tiny</h1>
    <hr>
    <address><a href="mailto:pmheider@buffalo.edu">Paul M Heider</a></address>
    <!-- Created: Thu Oct 9 22:08:22 EDT 2008 -->
    <!-- hhmts start -->
    Last modified: Thu Oct 9 22:45:56 EDT 2008
    <!-- hhmts end -->
  </body>
</html>
Content + ______

Tiny Tiny

Paul M Heider

Last modified: Thu Oct 9 22:45:56 EDT 2008
Deep and Shallow Sites

The One-Page Site

index.html

The Deep Fan Site

index.html

a1 b1 c1 d1
a2 b2 c2 d2
a3 b3 c3 d3

The Fan Site

index.html

a b c d

The Big Blob Site

index.html

a c b d e f g
The Gross Anatomy

<head>

<body>
The Gross Anatomy

<head>
  • page title definition: <title> . . . </title>
</head>

<body>
The Gross Anatomy

<head>
  • page title definition: <title> . . . </title>
  • keywords, character encoding, etc.: <meta . . >
</head>

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The Gross Anatomy

<head>
  • page title definition: <title> . . . </title>
  • keywords, character encoding, etc.: <meta . . .>
  • CSS definition

<body>
The Gross Anatomy

<head>
  • page title definition: <title> ... </title>
  • keywords, character encoding, etc.: <meta ...>
  • CSS definition

<body>
This is where all the content goes. You may want to add some extra features inside the opening body tag to affect the general page look.

Features:
The Gross Anatomy

<head>

• page title definition: <title> . . . </title>
• keywords, character encoding, etc.: <meta . . .>
• CSS definition

<body>

This is where all the content goes. You may want to add some extra features inside the opening body tag to affect the general page look.

Features:

• background="image name" or bgcolor="HEX color"
The Gross Anatomy

<head>
  • page title definition: <title> . . . </title>
  • keywords, character encoding, etc.: <meta . . .>
  • CSS definition

<body>
This is where all the content goes. You may want to add some extra features inside the opening body tag to affect the general page look.

Features:
  • background="image name" or bgcolor="HEX color"
  • link="HEX color" alink="HEX color" vlink="HEX color"
The simplest knife to control your page layout with is called the heading.
Headings

The simplest knife to control your page layout with is called the heading.

<h1></h1> <h2></h2> <h3></h3>
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\[
<h1></h1> \quad <h2></h2> \quad <h3></h3>
\]

Any text within a heading tag will be size-scaled according to the number. Browsers also automatically creates linebreaks before and after heading tags.
Simple Lists

Bulleted lists are about as popular as you get. In order to create a list of any sort, you have to tell the browser that it is entering a list environment with the appropriate list tags: `<ul>`, `<ol>`, or `<dl>`. Next, every item on the list has to be specially marked. Simple unordered and ordered lists work the same.
Bulleted lists are about as popular as you get. In order to create a list of any sort, you have to tell the browser that it is entering a list environment with the appropriate list tags: `<ul>`, `<ol>`, or `<dl>`. Next, every item on the list has to be specially marked. Simple unordered and ordered lists work the same.

Most favorite pizza toppings:

```html
<ol>
  <li> hand-cut pepperoni</li>
  <li> feta</li>
</ol>
```
Bulleted lists are about as popular as you get. In order to create a list of any sort, you have to tell the browser that it is entering a list environment with the appropriate list tags: `<ul>`, `<ol>`, or `<dl>`. Next, every item on the list has to be specially marked. Simple unordered and ordered lists work the same.

Most favorite pizza toppings:  
```html
<ol>
  1. <li> hand-cut pepperoni
  2. <li> feta
</ol>
```

Also favorite pizza toppings:  
```html
<ul>
  • <li> corn
  • <li> mushrooms
</ul>
```
Structured Lists

A definition list has two arguments for each list item: the thing defined and its definition.
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Other foods:
<dl>
  <dt> HPSG </dt> <dd> high-phalutin san-gria </dd>
  <dt> P&P </dt> <dd> popsicles and penguins </dd>
  <dt> LFG </dt> <dd> long forgotten guacamole </dd>
</dl>
Structured Lists

A definition list has two arguments for each list item: the thing defined and its definition.

Other foods:
<dl>
<dt> HPSG  <dd> high-phalutin san-gria
<dt> P&P  <dd> popsicles and penguins
<dt> LFG  <dd> long forgotten guacamole
</dl>

Finally, you can nest lists as items of other lists.
The Simple Link

Links are what make the web go-round. Fortunately, it’s really easy to construct a link. All you need is the URL of the page you want to link to and how you want it to show up.

```
<a href="name of other page">Text shown on page</a>
```
The Simple Link

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\(<a \text{ href="name of other page"}>Text shown on page</a>\)

Of course, email is just another protocol, so instead of using a URL, you can also enter an email address.

\(<a \text{ href="mailto:bob@bob.bob"}>Text shown on page</a>\)
Relative versus Absolute Links

What seems to be the biggest breaker of links is bad referencing. If you use a protocol at the begining of your URL, it is treated as an absolute address.

<a href="http://www-student.cse.buffalo.edu/~pmheider/rte.php">my RTE site</a>
Relative versus Absolute Links

What seems to be the biggest breaker of links is bad referencing. If you use a protocol at the beginning of your URL, it is treated as an absolute address.

<a href="http://www-student.cse.buffalo.edu/~pmheider/rte.php">my RTE site</a>

Otherwise, your web server takes the URL of the current document and appends whatever you put in the URL position.

<a href="rte.php">my RTE site</a>
<a href="courses/lin108_su08.php">a class I taught</a>
<a href="../public_html/course_list.php">the courses I’ve taken</a>
Anchors allow you to be more specific with your links than just pointing to a page.
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First, tag part of your document with a name:

<a name="bibliography">My Bibliography</a>
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First, tag part of your document with a name:

```
<a name="bibliography">My Bibliography</a>
```

Next, use the pound (#) + name after any other reference to the page to link directly to that section. This can also be used within a page.

```
look below for my <a href="#bibliography">bibs</a>, yo
```

OR

```
I store my <a href="rte.php#bibliography">bibs</a> elsewhere
```
Images

<img src="absolute or relative path to image">

<img src="image name" alt="alternative if no image">
Effects of the Split

What happens when you divorce meaning and presentation?
Effects of the Split

What happens when you divorce meaning and presentation?

- spaces don’t matter
Effects of the Split

What happens when you divorce meaning and presentation?

- spaces don’t matter
- carriage returns (new-lines) don’t matter
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... And how you fix it
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  • &nbsp;
Effects of the Split

What happens when you divorce meaning and presentation?

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- &nbsp;
- <br>
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What happens when you divorce meaning and presentation?

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... And how you fix it

• &nbsp;
• <br>
• <pre> . . . </pre>
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What happens when you divorce meaning and presentation?

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... And how you fix it

- &nbsp;
- <br>
- <pre> . . . </pre>
- <p>
Escape Characters

HTML doesn’t like it when you use its special characters for more mundane things like . . . meaning.

\&lt; → <

\&gt; → >

\&amp; → &

\&quot; → ”
Escape Characters

HTML doesn’t like it when you use its special characters for more mundane things like . . . meaning.

\[
\begin{align*}
&\text{&lt;} &\rightarrow &\text{<} \\
&\text{&gt;} &\rightarrow &\text{>} \\
&\text{&amp;} &\rightarrow &\text{&} \\
&\text{&quot;} &\rightarrow &\text{”}
\end{align*}
\]
Dealing with Browser Dialects

The W3C is the standards commission of the web. It's usually best to play by their rules:
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2. Even when you conform to the standards, you should know how others see you:
   http://browsershots.org

3. I don’t play well with IE:
   http://tinyurl.com/498zvv
Stealing is usually the best policy

Piracy Is Not Theft
It's Piracy
a handy guide

Thief removes the original
Piracy makes a copy
External Links

UB’s Overview
http://www.acsu.buffalo.edu/homepages.html

UB’s Cheat Sheet
http://wings.buffalo.edu/computing/documentation/HTML/htmlref.htm

Color schemes
http://www.personal.psu.edu/cab38/ColorBrewer/ColorBrewer_intro.html
http://www.colorblender.com/
http://delicious.com/tag/color

UB’s next Dreamweaver workshop
http://www.itworkshops.buffalo.edu/dispinfo.cgi?workshop=drw101
But I want pretty colors!?! 

Because of some technical and social problems, cascading style sheets (CSS) have worked their way into web pages. Now, most higher-level style and formatting issues are dealt with in CSS. If you want to learn more, see the piracy slide or come to the next web tutorial.