



UNIT -I

Introduction to Web Designing and HTML Documents

❖ Historical Roots of HTML:

The HTML stands for **Hyper Text Markup Language**. It is a basic web programming language which is used to make webpages. Before developing HTML the data sharing is very difficult among different nature of computers, Computers were available in so many different screen sizes, operating systems, and system structures. That means one computer environment did not supported easily to another computer environment.

Such problem faced by Sir Tim Berners-Lee, he is a researcher scientist at **CERN (The European Council for Nuclear Research)** laboratory in Geneva, Switzerland. In 1989, Berners-Lee developed the **hypertext system** that could be used as an interface to access scientific information and this information displayed equally well on different computers as like Macintosh systems with small screens, NeXT Workstations, IBM PCs and a variety of other platforms (operating system). This system was based on software technology which was worked on a various server computers available in network.

Berners-Lee developed the first versions of HTML, at first he concentrate on sharing the content and structure of the system and then later he considered the presentation. Hence, first webpage had become as static webpage. Berners-Lee developed a system to access multiple data to visit single web page, it's system later called as World Wide Web.

In 1989: Tim burners lee at CERN presented a **hypertext system** to enable efficient information sharing.

In 1990: researchers at CERN had **developed a text mode browser to access hypertext system.**



In 1991: hypertext system was released officially for **general usage at CERN.**

In 1992: CERN began **publishing the www project to all over the world.**

In 1993: developing a first **graphical browser Mosaic** for the Web.

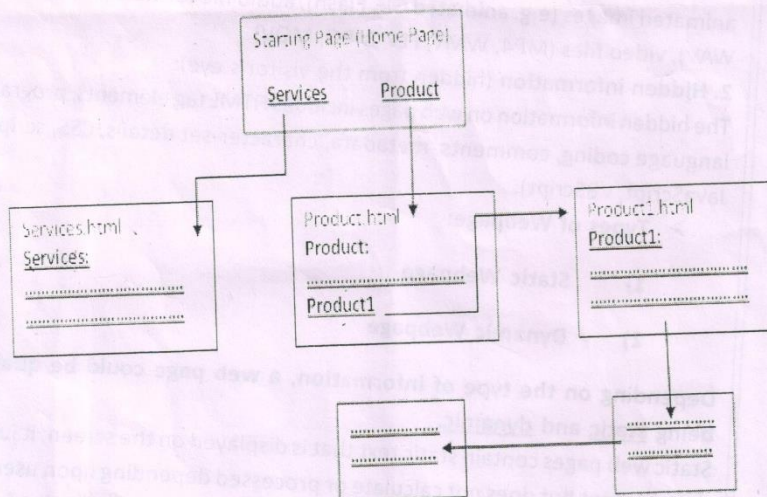
In 1994: **Netscape Company** launched a popular browser **Netscape Navigator.**

In 1995: **Microsoft Company** released a competitor browser for Netscape Navigator as **Internet Explorer.**

Hypertext documents are navigating using Hyperlinks. Hyperlinks are usually visible as underlined words and get activated by mouse click, taking the user to another page or another part of the same page you can create hyperlinks on text or graphics.

So to read a topic you can click on the underlined text, using this way you can move from one page to another by simply clicking on some underlined text. The visitors to your page can move from your webpage to another by clicking on the hyperlink. The user visits a number of different web pages located all over the world.

The following figure shows an example of linking web pages.





don't have enclosed text content, those are singular/Unpaired tags.

➤ **What is Attribute:**

Attributes are used to change default effect of the tag. Attributes are part of the tag, which are extra bits of information. **Attributes appear inside the opening tag only and their value is always present inside double quotation marks** " followed by = sign.

Ex: `<H1 align="Right">`

❖ **Basic Tags:**

There are four basic tags in HTML, These are as follows:

`<HTML>`, `<HEAD>`, `<TITLE>`, `<BODY>`.

<HTML> : The first tag in your html document is `<html>`. This tag tells your browser that this is the start of an html document. The last tag in your document is `</html>`. `<HTML>` tag is a main tag contains all other tags, which are a part or structure of HTML code. The `<html>` element is the containing element for the whole HTML document. Each HTML document should have only one `<html>` and each document should end with a single closing `</html>` tag. Make sure that you use `<HTML>` element at once in whole html page it never repeat and placed in between code more than one time.

<HEAD> : The `<head>` element is just a container for all other header elements. It should be the first thing to appear after the opening `<html>` tag. Each `<head>` element should contain a `<title>` element indicating the title of the document.

Following tags are used in `<head>` tag.

- ✓ The `<Title>` tag is a part of `<Head>` tag.
- ✓ The `<style>` tag is used to include CSS rules inside the document.
- ✓ The `<script>` tag is used to include JAVA Script or VBScript inside the document.

<TITLE> : `<TITLE>` tag is used to display webpage title name. Page titles are very useful to know just what subject data is on your website. There can only be one title per page. `<title>` tag is always present inside the HEAD tag. Here is an example of a web page:

**Types of website:**

1 Static Website: Basic presentation and non-changeable static data.

2 Dynamic Website: Interactive database oriented e-commerce websites, web-banking websites.

❖ Structure of HTML document and Basic Tags:

All HTML pages need to have html, head, title and body tags.

Following steps shows how to create webpage.

Step 1: Open Notepad text editor software.

Step 2: Type the following structure of HTML code in Notepad:

```
<html>
  <head>
    <title>Home</title>
  </head>
  <body>
    This is a basic structure HTML page.
  </body>
</html>
```

Step 3: Then Save as above structure of HTML code with filename and .html extension.

➤ **What is Tag?**

Tag is a basic code of instruction, which run and tells the browser that how to act with data. Tags are available in two forms.

1) Singular (Unpaired) tag: this type of tag consists of only starting tag to provide single action.

Ex:-
, <HR> tag.

2) Paired tag: this type of tag consist of start tag & respectively end tag to define the scope.

Ex:- Start tag <tagname> Text End tag </ tagname >

Start tag < > is a symbol for the tag/element surrounded by angle bracket such as <HTML> & end tag is represented by forward slash </> within angle bracket such as </HTML>. Some elements or tag don't require an end tag because they



generated by a developer has **.html** file extension. For example, the file name "webpage.html".

Website:

"Website is a collection of interlinked and interrelated webpages that can access throughout the internet (www)." A website is collection of more than one web page. Each website has its own address and that address is known as URL (Uniform Resource Locator).

For example,

<http://www.goodexamples.com/main/sub/home.html>

Protocol Subdomain Domain and domain suffix Directories Web page

In the above example of a URL, the web page is "home.html" and is always the last part of the URL.

When someone gives you their web address, it generally wants to takes you to their website's home page, which should introduce you to what that site offers in terms of information or other services.

➤ Why Do People Visit Websites ?

Generally, people look at websites for two primary reasons:

- 1. To find information** they need. This could be anything from a student looking for information for a school project, read general knowledge, news, and weather etc...
- 2. To complete a task.** Visitors may want to buy the latest best-seller product, download a software program, doing entertainment, or participate in an online discussion (Chatting) etc...

Websites have many functions; a website can be a personal website, a commercial website, a government website or a non-profit organization website. Websites can be the work of an individual, a business or other organization, and are typically dedicated to a particular topic or purpose.

A website is stored on a computer system known as a web server, also called as HTTP server. Apache and Microsoft's IIS is the most commonly used web server software.



❖ WebPage:

"A webpage is a computer file document commonly written in Hyper Text Markup Language (HTML) that is accessible through the Internet (www) or other network using Internet browser software." A web page is accessed by entering a URL address and may contain text, graphics, and hyperlinks to other web pages and files.

Web Page content:

There are multiple types of information that could be presented on web pages, which could be divided into two main groups –

1. Perceived information (visible to the website visitor):

There are normally five different category of data can displayed in webpage. Such as **1) Text 2) Images/Photos 3) Audio 4) Video 5) Other (Word, PDF Documents and software app)**

The non-textual information includes static images (e.g. GIF, JPEG, PNG or TIFF), animated images (e.g. animated GIF, Flash), audio file formats (MP3, MIDI, AAC, WAV), video files (MP4, WMV, FLV, MPG, MOV).

2. Hidden information (hidden from the visitor's eye):

The hidden information on web pages includes HTML tag elements, programming language coding, comments, metadata, character-set details, CSS, scripts (e.g. JavaScript, VBScript).

➤ Types of Webpage:

- 1) **Static Webpage**
- 2) **Dynamic Webpage**

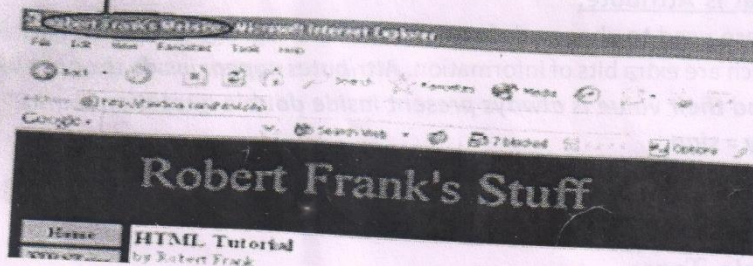
Depending on the type of information, a web page could be qualified as being **static** and **dynamic**.

Static web pages contain static text that is displayed on the screen; it just shows data content but does not calculate or processed depending upon user input. A dynamic website is one that changes or customizes itself behavior frequently and automatically such as user registration form, login form, online shopping websites etc.

Although the body of a web page is created using HTML, that HTML code can be created using HTML editor and written by a human. Typically a web page



Title



<title> tag is used in several ways:

- ✓ It displayed in the title bar of the browser window, that is within title bar.
- ✓ It is used as the default name for a bookmark in browsers such as Internet Explorer and google chrome.
- ✓ It provides help to search engine (google) for searching webpages in internet.

<BODY> : The <body> element appears after the <head> element and contains the part of the Web page that you actually see in the browser window, which is sometimes referred to as body content. All tags which apply some effects to text, image or anything you seen and appearing on web page that are placed between <body> tag and </body> tag. The body element contains paragraphs, photos, media and other content.

HTML - Attributes of the body tag

- **bgcolor**: This attribute sets the background color. **Ex:**
<body bgcolor="red">
- **text**: This attribute sets the text color for the document.
Ex: <body text="red" >



: Formatting Tags ❖

Heading tags -

Heading is the most important thing in article or text data representation. Heading tags are used to provide heading for the text.

It is available in six levels of importance from <h1> down to <h6>, they are h1, h2, h3, h4, h5 and h6, here is h1 is the biggest heading and h6 being the smallest.

Ex:

```
<h1>This is a main big heading </h1>
```

```
<h2>This is a main sub heading </h2>
```

```
<h3>This is a sub heading </h3>
```

```
<h4>This is a sub heading </h4>
```

```
<h5>This is a sub heading </h5>
```

```
<h6>This is a sub heading </h6>
```

<h1> is supposed to be the main heading of the page and have bigger and bold text appearance. h2 to h6, can be used as often as is required, but they should always be used in heading order.

For example, an h4 should be a sub-heading of h3, which should be a sub-heading of h2.

❖ Paragraph Tag: <P>

The paragraph performs a very important role in text based article, it is very difficult to manage text without paragraph. Paragraph is created by <P> tag in HTML. The paragraph tag is used to define a block of text as a paragraph.. This HTML element is one of the widely used tag. When a block of text is surrounded by the paragraph tag, the browser automatically adds new line before and after the paragraph text. The <p> tag offers a way to structure your text.

Ex: <p>The contents of the paragraph.</p>

If you write empty paragraph tag such as <p></p> then browser present single new line on webpage.

If you have extra spaces in between your words the browser ignores that more than one extra spaces automatically, that means you cannot use like this <p>

The contents of the paragraph.</p> But if you want more than one space in between content then for each space you have to use ** **; as code of the space.

<p> **The contents of the paragraph.</p>**

The size of your paragraph depends on the contents of the paragraph, as much as text you insert in start <p> and end </p> the size of paragraph will increase.

**Attribute of Paragraph Tag:**

- align** – Align is used to apply aligning to the text as **left, right, center**.
 - Ex: `<p align="right">Text</p>`

❖ List Tags:

List tags are used to create lists in web page. HTML offers several mechanisms for specifying lists of information. All types of lists must contain one or more list elements, basically as name suggest List Tag is not like `<list>`, there is not any tag named as list but there are three types of list:

- Ordered List- ``**
- Unordered List- ``**
- Definitions- `<DL>`**

Lists are especially useful in web pages to draw attention on short pieces of information. List includes short phrases, instead of long sentences, in each list item.

1] Ordered List- `` tag:

An ordered list is one in which each item is followed by a number or letter. `` tag maintain order and sequence for list items, basically ordered list is used to create large amount of list items. If you want to create list of students, list of employees and list of customers then use of `` list is good option.

EX: Program	Output
<pre> Name of the classes BCA Bsc(CS) Bsc(SE) </pre>	<pre>Name of the classes 1. BCA 2. Bsc(CS) 3. Bsc(SE)</pre>

Notice here it didn't include any numbers in above list. This is because we used the `` tag to tell the browser this is an ordered list. When browsers see ordered lists, they know to place a number in front of each list item. If you want to make an ordered list then each individual list item must be placed between `` and ``, that means if your list contain 20 list items then you have to use 20 `` tags.

- **`` tag Attributes:**



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1. Type:

Ex: `<OL type="a">`

The default order of ordered list uses numbers, but you can use the type attribute to change the order with following five values.

Type Attribute Values	Description	
1	The list order will maintain by numbers only.	Ex. 1,2,3
a	The list order will maintain by small case alphabet.	Ex. a,b,c
A	The list order will maintain by capital case alphabet.	Ex. A,B,C
i	The list order will maintain by small roman numbers.	Ex. I,II,III
I	The list order will maintain by capital roman numbers.	Ex. I,II,III

2. Start:

Ex: `<OL type="a" start="3">`

You can also specify the starting number or letter for an ordered list with the start attribute. By default the list will start with 1. To change this, add the start attribute to your ol tag. Start attribute is always use integer value. In this example `start="3"` means, list will start with third position of alphabet that is alphabet c, so list will start from c, c is the first element/item of the list.

2] Unordered List- tag:

This second type of list is similar to the first type ``, except unordered list don't use numbers or letters. As the name suggests, unordered list don't depend on order or sequence for importance. This list use bullets to present each list item.

EX: Program	Output
<pre> Name of the colors Red Green Blue </pre>	<pre>Name of the colors ? Red ? Green ? Blue</pre>

You still use the li tag to identify each item in the list, but instead of beginning with the ol tag, unordered lists begin with the ul tag.

➤ **Attribute of tag- Type:**

You can also use the type attribute here to change the style of the bullets.

Three possible options exist for bullets:

- Square-** Usually displayed as square.



If doesn't use type attribute the default value is disc.

3] Definition Lists <DL> tag

The third type of list you can create in HTML is called as definition list. As its name suggests, you might use a definition list to show definition title and their description. For example, in the following list, the title is listed in the <DT>, and then the definition description is in the <DD>.

<DL> Definition List,

<DT> Definition Title,

<DD> Definition Description

HTML program for all three types of list:

Code	Output
<pre> <html> <head> <title>Home</title> </head> <body> Ordered List: <ol type="a"> Name of the classes ECo ECo(CS) ECo(SE) Unordered List: <ul type="square"> Name of the colors Red Green Blue Definition List: <DL> <DT>WWW</DT> <DD>The definition description goes here...</DD> </DL> </body> </html> </pre>	<pre> Ordered List: a. ECo b. ECo(CS) c. ECo(SE) Unordered List: Name of the colors □ Red □ Green □ Blue Definition List: WWW: The definition description goes here... </pre>



❖ Horizontal Rule - <HR>

The **HTML <HR> element** represents the page break between paragraph-level elements. <HR> tag is used to draw single horizontal line on webpage. <HR> tag divides two or more block of text. Such as it divides two paragraph of portion text. It is an empty element. *Tag <hr>* must have start tag, but must not have an end tag.

Attributes:

This element includes the global attributes.

Color	It sets the color of the rule through color name or hexadecimal value.
Size	It sets the height, in pixels or percentage, of the rule.
width	It sets the length of the rule on the page through a pixel or percentage value.
Align	It sets the alignment of the rule on the page. If no value is specified, the default value is center. Note: Do not use align when width of rule line is 100%.

Example :

```
<p>This is the first paragraph of text. HTML elements form the building blocks of all websites. HTML allows images and objects to be embedded and can be used to create interactive forms. </p>
<hr color="red" size="10%" width="50%" align="right">
<p>This is second paragraph of text. HyperText Markup Language, commonly referred to as HTML, is the standard markup language used to create web pages. </p>
```

Output:

This is the first paragraph of text. HTML elements form the building blocks of all websites. HTML allows images and objects to be embedded and can be used to create interactive forms.

This is second paragraph of text. HyperText Markup Language, commonly referred to as HTML, is the standard markup language used to create web pages.

❖ Preformatted Text - <pre></pre>

Any text between the pre tags, including spaces, carriage returns and punctuation, will appear in the browser as it would in a text editor (normally browsers ignore multiple spaces, new line enter key press)



Using the PRE tag to define sections of the page as formatted by the typing itself was a quick and easy way to get the text to display as you expected it to. This is because pre-formatted text is defined as text in which the structure is defined by typographic conventions rather than by the HTML. Typical HTML ignores more than one white space and carriage returns in the document. This means that carriage returns, spaces, and tab characters are all ignore. If you typed the above quote into a typical HTML tag like the P tag, you would end up with one line of text:

```
<p> Introduction
      This is introduction text written in p tag.</p>
```

Output:

Introduction. This is introduction text written in p tag.

Try the PRE tag on your website with various different spacing and carriage returns. For example, try pasting the following into your web page HTML (leave the spaces exactly as they are written):

```
<pre> Introduction
      This is introduction text in details.</pre>
```

Output:

```
Introduction
      This is introduction text in details.
```

The PRE tag leaves the whitespace characters alone. So line breaks, spaces, and tabs are all maintained in the browser.

❖ The <div> tag:

It is nothing more than a container unit that encapsulates other page elements and divides the HTML document into sections. Web developers use <div> elements to group together HTML elements and apply CSS styles to many elements at once.



For instance, by wrapping a set of paragraph elements into a <div> element, the developer can take advantage of CSS styles and apply a font to all paragraphs at once by applying a font style to the <div> tag instead of coding the same style for each paragraph element.

Group together text elements within a <div> tag to slice up HTML documents.

HTML Div Element Code:

```
<div id="myDiv" name="myDiv" title="Example Div Element">
  <h5>Subtile</h5>
  <p>This paragraph would be your content paragraph...</p>
  <p>Here's another content article right here.</p>
</div>
```

With these text elements now grouped together under a <div> element, we can alter the appearance of each underlying element collectively by applying a *style* attribute to the <div> tag.

HTML Div Element Code:

```
<html>
  <head> <title> Example of Div Tag </title> </head>
  <body>
    <div id="myDiv1" name="myDiv1" title="Example Div Element1"
      style="color: Blue; border: 1px solid black;">
      <h5> Paragraph 1</h5>
      <p>This paragraph would be your content paragraph...</p>
      <p>Here's another content article right here.</p>
    </div>

    <div id="myDiv2" name="myDiv2" title="Example Div Element2"
      style="color: Red; border: 1px solid black;">
      <h5> Paragraph 2</h5>
      <p>This paragraph would be your content paragraph...</p>
      <p>Here's another content article right here.</p>
    </div>
  </body>
</html>
```



HTML Output:

Paragraph 1
 This paragraph would be your content paragraph...
 Here's another content article right here.

Paragraph 2
 This paragraph would be your content paragraph...
 Here's another content article right here.

← This paragraph1 display in blue color

← This paragraph2 display in red color

➤ **Attributes:**

Attribute	Value
align	left right center justify

Elements housed within a <div> tag acquire any styles or properties applied to the master div element. Therefore the paragraph and heading elements should now be display in blue color. In addition, we've applied a border to the <div> element just to help visualize the grouping of elements together.

❖ **The HTML tag**

It is used for grouping and applying styles to inline elements. Span used on single part of data where div used for group portion of data.

In HTML, span and div elements are used to define parts of a document so that they are identifiable when no other HTML element is suitable. While other HTML elements such as p (paragraph), em (emphasis) and so on accurately represent the effect of the content, the use of span and div leads to better accessibility for readers and easier maintainability for authors. Where no existing HTML element is applicable, span and div can valuably represent parts of a document.

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Span tag represents an inline portion of a document, for example words within a sentence. **Div tag** represents a block-level portion of a document such as a few paragraphs, or an image with its caption.

There is a difference between the span tag and the div tag. The span tag is used with inline elements whilst the div tag is used with block-level content.

Example

```
<html>
  <head>
    <title>HTML span Tag </title>
  </head>
  <body>
    <p>This is a paragraph <span style="color:#FF0000;">
    This is a paragraph</span>
    This is a paragraph</p>
    <p><span style="color:#8866ff;">
    This is a another paragraph</span></p>
  </body>
</html>
```

❖ **The Tag :**

Fonts play very important role in making a website more user friendly and increasing content readability. Font face and color depends entirely on the computer and browser that is being used to view your page but you can use HTML tag to add style, size, and color to the text on your website. The font tag was brought in early in HTML's life to allow designers to change the size, typeface and color of their text.

➤ **Font Attributes**

The tag provides no real functionality by self, but with the help of a few attributes, this tag is used to change the style, size, and color of HTML text elements. The size, color, and face attributes can be used all at once or individually, providing users with the ability to create dynamic font styles for any HTML element.

To change any of the font attributes at any time within your webpage, simply use the tag. The text that follows will remain changed until you close with the tag. You can change one or the entire font attributes within one tag.



There are three main font attributes are as follows:

1 Size

2 Color

3 Face

1. Size:

You can set content font size using size attribute. The range of accepted values is from 1(smallest) to 7(largest). The default size of a font is 3. You can increment font size with increment 1 from default font using + sign and decrement same with - sign like

Increment : `Font size increased with 1`

Program:

```
<html>
  <head><title>Font Size Example</title></head>
  <body>
    <font size="1">Font size="1"</font> <br>
    <font size="2">Font size="2"</font> <br>
    <font size="3">Font size="3"</font> <br>
    <font size="4">Font size="4"</font> <br>
    <font size="5">Font size="5"</font> <br>
    <font size="6">Font size="6"</font> <br>
    <font size="7">Font size="7"</font> <br>
  </body>
</html>
```

Output :

Font size="1"

Font size="2"

Font size="3"

Font size="4"

Font size="5"

Font size="6"

Font size="7"

1. Font Color:

You can set any font color you like using color attribute. You can specify the color that you want by the color name for that color.

2. Font Face:

Choose a different font face by specifying any font you have installed. Font face is synonymous with font type.

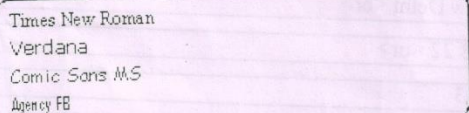


You can set font face using face attribute but be aware that if the user viewing the page doesn't have the font installed, they will not be able to see it. Instead user will see the default font face applicable to the user's computer.

As a web designer, be aware that if you specify a custom font type and users viewing the page don't have the exact same Font installed, they will not be able to see it. Instead the chosen font will default to Times New Roman. To reduce the risk of running into this situation, you may provide a list of several fonts with the face attribute, such as outlined below.

```
<html>
<head>
<title>FontFace</title>
</head>
<body>
    <font face="Times New Roman" size="5"> Times New Roman </font>
    <br/>
    <font face="Verdana" size="5"> Verdana </font> <br>
    <font face="Comicsans MS" size="5">Comic Sans MS</font> <br>
    <font face="Agency FB" size="5">Wild West</font> <br>
</body>
</html>
```

This will produce following result:



Times New Roman
Verdana
Comic Sans MS
Agency FB

Program to demonstrate font size, color, and face attributes.

```
<html>
<head>
    <title> Working with font </title>
</head>
<body>
    <p>This is the page's default font. </p>
    <p><font face="courier" size="5" color="#ff0000">
    It is a courier font, a size bigger and red in color.
    </font></p>
</ body >
</ html >
```



❖ Address- <address>Text</address>

The address element isn't used for the purpose that you may expect—that being to mark up a physical location *alone*. Instead, it's used to indicate the contact point for the document in which it appears. This element would usually appear in a header or footer on the page.

An address element *may* contain a geographic location, but it doesn't *have* to; it could also contain a mixture of contact points. In the example shown, the address element includes an email point of contact, a mailing location, and a telephone number.

The basic purpose to write postal address in <address> tag is to find our address webpage in google search engine easily, because search engine software always searches our address text with the help of <address> tag.

The contact details of the “XYZ College” are marked up with address in this example:

```
<address> Brought to you by the XYZ College: <br>
```

```
<a href="mailto:news@xyzcollege.org">Email the college</a> <br>
```

```
Mail us at PO Box 123, Gandhi Nagar, <br>
```

```
Nehru Road, New Delhi. <br>
```

```
Tel +91 321 123 22 <br>
```

```
Fax 321 123 33
```

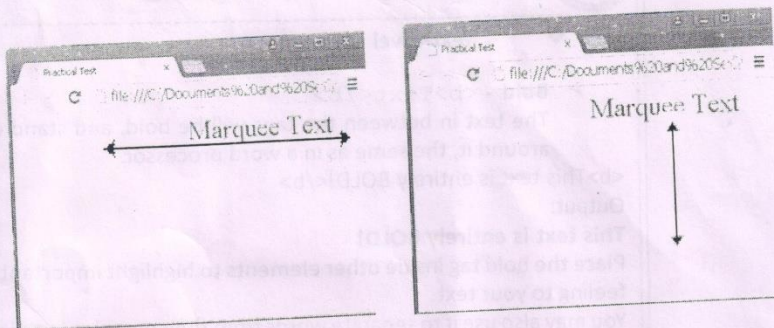
```
</address>
```

Use This For ...

This element is used to mark up contact details for the author or owner of the document, in order that the reader may use these details to contact the document's owner.

❖ <Marquee> Tag:

This proprietary element originally introduced by Internet Explorer specifies a scrolling, sliding, or bouncing text marquee. Marquee tag is used as an animation tag to scroll, rotate, move, slide a text or image or anything that contain <marquee> start tag and </marquee> end tag in web page. Data can slide with horizontal and vertical direction using some attributes.



Attributes:

Settings of the movement using below attributes:

1) behavior:

Sets how the text is scrolled within the marquee. Possible values are

1. scroll : start scroll from right to left.
2. slide : start scroll and stop as soon as text touches the margin.
3. Alternate : text bounce as soon as touch both side margin.

If no value is specified, the default value is scroll.

Ex. `<marquee behavior="slide">text</marquee>`

2) direction:

Sets the direction of the scrolling within the marquee. Possible values are

1. Left
2. Right
3. Up
4. Down

If no value is specified, the default value is left.

Ex. `<marquee direction="down">text</marquee>`

Using both attribute: Ex. `<marquee behavior="alternate" direction="left">text</marquee>`

3) loop:

Sets the number of times the marquee will scroll. If no value is specified, the default value is -1, which means the marquee will scroll continuously.

Ex. `<marquee loop="2">text</marquee>`

4) scrollamount:

Sets the amount of scrolling at each interval in pixels.

The default value is 6, 3 slow, 10 medium, 17 fast, 50 extra fast.

Ex. `<marquee behavior="scroll" direction="left" scrollamount="3">text</marquee>`

5) scrolldelay:

Sets the interval between each scroll movement in milliseconds. The default value is 85. Note that any value smaller than 60 is ignored and the value 60 is used instead, unless truespeed is specified.

Simple Example:

```
<marquee>This text will scroll from right to left</marquee>
```

Example of vertical movement of text:

```
<marquee direction="up">This text will scroll from bottom to top</marquee>
```



Text-Level Elements

> **Bold** - `Text`

The text in between the tags will be bold, and stand out against text around it, the same as in a word processor.

`This text is entirely BOLD!`

Output:

This text is entirely BOLD!

Place the bold tag inside other elements to highlight important words and give feeling to your text.

You may also use it to separate words from their meaning in a dictionary fashion.

Dictionary:

`<p>Cardio - Latin word meaning of the heart.</p>`

Output: Dictionary:

Cardio: Latin word meaning of the heart.

The idea here is to use the bold tag in quick formatting situations. It is not a good idea to bold entire paragraphs or other elements simply because you want the text to be larger or fatter.

> **Italic** - `<i>Text</i>`

Also working the same way as a word processor, italics display the text at a slight angle. This tag is used to make text cursive or running and you can use `<i>` tag in paragraph. You can make note, comment of author in website etc using this tag.

`<p>Cardio - Latin word meaning of the heart.</p>`

Output: **Cardio**: *Latin word meaning of the heart.*

> **Underline** - `<u>Text</u>`

Again, the same as underline in a word processor. If you want to make text underlined and considered to important then you have to use this tag.

`<u>Introduction of HTML</u>`

Output: [Introduction of HTML](#):

Note that html links are already underlined and don't need the extra tag.

> **Superscript** - `^{Text}`

Superscript refer to text that are positioned slightly higher the text on the line. For example, a footnote or endnote number reference is an example of superscript.



12th or 3rd or E=mc²</sup>
Output: 12th or 3rd or E=mc²

➤ **Subscript** - _{Text}

Subscript refer to numbers that are positioned slightly lower than the text on the line. For example, a scientific formula might use subscript text.

0₂ or m₁
Output: 0₂ or m₁

➤ **Big** - <big>Text</big>

Instead of having to set a font size, you can use the <big> tag to render text slightly bigger than the text around it. Useful for displaying the 'fine-print'.

➤ **Small** - <small>Text</small>

Instead of having to set a font size, you can use the <small> tag to render text slightly smaller than the text around it. Useful for displaying the 'fine-print'.

➤ **Strikethrough** - <strike>Text</strike>

Puts a line right through the center of the text, crossing it out. Often used to show that text is old and no longer relevant. Also works by using <s></s> instead.

This is <strike>Deleted</strike> text and now <s>no longer</s> used.
Output: This is Deleted text and now no longer used.

➤ **Centre** - <center>Text</center>

A useful tag, as it says, it makes text, image, table, everything in between the tags centered (in the middle of the page).

➤ **Emphasis** - Text

Used to emphasize text, which usually appears in italics, but can vary according to your browser.

➤ **Strong** - Text

Used to emphasize text more, which usually appears in bold, but can vary according to your browser.

➤ **Mark** - <mark>Text</mark>

This is a tag which appear text highlighted means this text will appear with background yellow color.



```
<mark>This text will highlighted with yellow back ground color.</mark>  
Output: This text will highlighted with yellow background color.
```

❖ The Web Site Design and Development Process:

1. Information Gathering
2. Planning
3. Designing
4. Development / Implement
5. Testing and Delivery of website to customer
6. Maintenance

1. Phase One: Information Gathering:

The first step in creating a successful web site is to gather information. Many things need to be taken into consideration when the all information data once collected properly. Customer wants whatever information to display in website that gathered by various medium such as telephonic conversation, email, sms and personal meetings.

It is important that web designer start asking a lot of questions to help them understand customer's business and needs in a web site.

- **Purpose & Goals:**

Do owner of website wants to provide their company information by website, promote a service, and sell a product, advertisement?

- **Target Audience:**

Is there a specific group of people that will help you reach your goals?

- **Content:**

text, images, audio, video and other document data.



1. Phase Two: Planning:

Using the information gathered from phase one, it is time to put together a plan for website. This is the point where some important objects are considered those are as follows:

- I. **Website Menus** are most important concept without this user can't browse all web pages of website.
- II. **A good user interface** creates an easy to navigate web site, and is the basis for this.
- III. Which **Technology such** as programming languages (php, javascript, ASP etc...) should use to develop website it considered during the planning phase.

1. Phase Three: Designing

At this point, it's time to consider the look, appearance, color and design of website.

As part of the design phase, it is also important to **include company logo, images, videos, colors** to help strengthen the identity of your company on the web site. Your web designer will create one or more prototype designs (**web template**) for your web site. In this phase all kind of editing task performed by some software such as Photoshop, Corel draw, Flash and etc. image and video editing software.

2. Phase Four: Development

The development stage is the point where the website is created. Actual coding and development task are applied here, HTML and other technologies are used to write code.

When code writing proceeds then two type of code should be implemented one for **display content code** and another for **working logic code**, the display content code written in HTML language and working logic code written using any one from php, jsp, asp etc. programming language.



This is typically done by first developing the home page. Then all content pages and interlinking web pages are created by developer, once all web pages are created properly then developer collect all web pages together and interlinked them, it is called website.

1. Phase Five: Testing and Delivery of website to customer

Testing: Testing process working in two ways

1. **Manual Testing:** When human test all webpage and line of code manually.
2. **Automatic Testing:** When computer software test webpage and line of code automatically.

Tester will test things such as the complete functionality of forms, connectivity between webpages, other scripts, ensuring that your web site is optimized to be viewed properly in the most recent browser versions.

Delivery of Website: Once you give your web designer final approval, it is time to deliver the site on www.

1. Phase Six: Maintenance

Maintenance can be performed with two ways first if some errors and problems are remain in website then solve all problems and second if customer want some addition feature in working website then add new content for website.

Many company offer maintenance packages at reduced rates, based on how often you anticipate making changes or additions to your web site.

----- The End -----