

Basic Text Elements, Links and Navigation

Web Design in a Nutshell, Third Edition

Chapters 10, 11 and 12

Text Elements

- We've talked about block and inline elements
- Headings, paragraphs and divisions are the major **block** elements
- em (emphasized or italic), strong (strongly emphasized or bold) and span are major **inline** elements
- There are also presentational elements — b, i, u; mostly we'll be doing presentational markup using style sheets and focusing on semantic markup
- Wordpress will do most of the work for us...

Important Block Elements

- Block elements — h# (heading), div (division), p (paragraph), ul/li (list and list items), br (break) and hr (horizontal rule)
- Heading, Division and Paragraph elements generate a blank line between elements
- Break `
` and Horizontal Rule `<hr />` have a closing slash to meet XHTML requirements
- Lists are either ordered `` or unordered ``; Ordered lists consists of numbers or letters and unordered are bulleted. Both have list items ``

Important Inline Elements

- `em` (emphasized or italic) and `strong` (strongly emphasized or bold) are the major **inline** elements we'll use for basic text formatting
- There are also presentational elements — `b`, `i`, `u`, but mostly we'll be doing presentational markup using style sheets and focus on semantic markup
- Wordpress will do most of the hard work for us, but we should know the tags if we need to work in code mode...

URI – Uniform Resource Identifier

- a.k.a. URL — Uniform Resource Locator —
as in *My Name is URL*
- A short string identifying resources on the web like files, services, e-mail addresses, etc.
- They reduce the tedium of "log in to this server, then issue this magic command ..." down to a single click.

Hypertext Links

- A way for users to move from one web location to another using URI. You can link to URI on the same page, site, or on another web site.
- Can be text or an image. Surrounded by the ` ` tag.
- Must be correct, or you have a “broken link” meaning it doesn’t go anywhere.

Before you can link

- You have to know how to name your files so that they will work when placed on the server.
- You should not use spaces or punctuation in your file and folder names.
- Instead, use hyphens or underscore in place of spaces and punctuation.

2 types of URL's

- **Absolute** - Includes the protocol identifier, server name or hostname, and the path to the file and the specific file name. Used to link to a page on another server.
- **Relative** - Provides a pointer to another document relative to the location of the current document. Makes documents more portable...

Absolute URL

``

The diagram illustrates the components of the URL `http://www.yoursite.com/business/trends/laptop.htm`. Four arrows point from labels below to the corresponding parts of the URL: `http://` is labeled 'protocol', `www.yoursite.com` is labeled 'domain name', `/business/trends/` is labeled 'path', and `laptop.htm` is labeled 'file'.

Figure 3-3 Parts of a complete URL

Relative URLs

- “calendar.htm” — same directory as current document
- “mainpage.jpg” — same directory as current document
- “/images/face.gif” — relative to the root directory
- “../images/mainpage.jpg” — up one level from the current document in a folder called images
- The rest of the URL that is missing is filled in by the web browser.

Absolute and Relative URL's

- Think of it like giving street directions.
- An Absolute path is like giving someone directions from their house to a specific building at OSU.
- A Relative path is like giving them directions from the Student Union to this building without telling them how to get from their house to OSU.

How to go backwards

- In a relative URL, you need some way of moving to folders that are higher up than the current folder.
- Using “../” before the folder name tells the browser that the folder is one higher than the current folder
- So if we’re in /students/yourname/ and we want to link to another student’s web page or graphic, we would have a link that looked like this: “../otherstudent/filename”

Why make it so complicated?

- The reason is that you don't always know where your site is going to be on the server.
- If you had a link on your site to “/football/scores.htm”, but your home page was actually at: <http://jb3623.com/students/dennis/>, then your link would be broken because there is no football directory at the root of our server.
- So relative URL's make sure your site won't “break” if it's not in the root folder on the web server or is moved to another web server.
- You might also want to put your site on a CD-ROM so that it works without connecting to the internet. Index pages don't work on a CD and neither do absolute links.

Types of Links

- **a** (anchor) tags link to: documents on the same server, documents on another server or content on the same page.
- **img** (image) tags link to graphics: jpegs, gif or png.
- **object** tags link to quicktime movies, flash movies or other content
- **files types:** html, CSS stylesheets, images, mailto: and other types of files, such as audio, video or documents like word and excel files. Server must be configured to serve them properly

Anchor Links

- The basic anchor pair is `<a>`
- **href** attribute is where you are linking to
- **name** attribute is a target that other hrefs can link to, e.g. `top` where the `Go to the top`
- **title** attribute is a tooltip that pops up when the user mouses over the link
- By default anchors are blue if a link, purple if a visited link but most people change those. There are also active (mouse down) links and hover (mouse over) states to links.

Targeting Windows

- With the **target** attribute to an anchor element, you can target specific windows
- `target="_blank"` creates a new blank window
- `target="anyname"` creates a new blank window named "anyname" if it doesn't exist or loads the link over whatever is in the "anyname" window if it does exist
- `target="_self"` loads the link over the current window
- Usually bad form to create a new window as it confuses users; The new window will no longer have a history and thus no back button so they'll have to close the window to get back

Conclusions

- Following a standard for naming your web pages and image files will save you a lot of headaches.
- There are 2 types of URL's: Absolute and Relative.
- Good planning will save you headaches in the future. Nothing upsets users more than clicking on a link and getting an error page.
- Let Wordpress do the heavy lifting

One more thing...

Your WebDAV shares...

- You have 2 folders:
 - JB3623 — Contains all the pieces of your theme: header.php, footer.php and everything in between as well as your style sheet and the images used in your page designs.
 - Media — This folder is actually up a level and where you'll put images, audio, and video files that aren't related to the over all design of your site.

Your JB3623 Folder in Relationship to the World

- JB3623 — your copy of the JB3623 theme is in:

<http://jb3623.com/students/yourfolder/wp-content/themes/jb3623/>

/students/yourfolder/wp-content/themes/jb3623/

wp-content/themes/jb3623/

Your Media Folder in Relationship to the World

- Media — your Media folder is in:

<http://jb3623.com/students/yourfolder/wp-content/media/>

/students/yourfolder/wp-content/media/

wp-content/media/