

cis3.2 — electronic commerce — 21 feb 2006 — lecture # 7

today

topics:

- introduction to HTML
- *homework #1 is due wednesday feb 22!*
- see on-line tutorials at:
<http://www.w3.org/MarkUp/Guide/>
<http://www.w3.org/MarkUp/Guide/Advanced.html>

basic HTML

- opening *tag*: `<html>`
- closing *tag*: `</html>`
- header:
`<head>... </head>`
- body:
`<body>... </body>`
- title (goes inside the header):
`<title>My first HTML document</title>`
- “heading” text:
`<h1>An important heading</h1>`
`<h2>A slightly less important heading</h2>`
- paragraphs:
`<p>This is the first paragraph.</p>`
`<p>This is the second paragraph.</p>`
- line breaks:
This is the first line.`<br>`
This is the second line.
- emphasis:
This is a really `<em>`interesting`</em>` topic!
- italics:
This is a really `<i>`interesting`</i>` topic!
- bold:
This is a `<b>`boldly interesting`</b>` topic!

- images:
``

- links:

This a link to `<a href="http://www.google.com">google</a>`.

This a link to `<a href="http://www.google.com" target=_blank>google</a>` that opens up another window.

- lists:

- un-ordered list:

```
<ul>
<li>the first list item</li>
<li>the second list item</li>
<li>the third list item</li>
</ul>
```

- ordered list:

```
<ol>
<li>the first list item</li>
<li>the second list item</li>
<li>the third list item</li>
</ol>
```

- definition list:

```
<dl>
<dt>the first list item</dt>
<dd>the definition of the first item...</dd>
<dt>the second list item</dt>
<dd>the definition of the second item...</dd>
<dt>the third list item</dt>
<dd>the definition of the third item...</dd>
</dl>
```

- notes:

- end of list item tags (e.g., `</li>` and `</dt>` and `</dd>`) are optional
- lists can be *nested*, which means you can put one list inside another list:

my shopping list

```
<ul>
  <li>bread
  <li>apples
  <li>ice cream
    <ul>
      <li>vanilla
      <li>chocolate
      <li>mango
    </ul>
  <li>peanut butter
</ul>
```

special characters

- forcing spaces: ` `;
- accents and other special characters (there are many more — see the “advanced” tutorial, listed above):

symbol	code
copyright	<code>&copy;</code>
registered trademark	<code>&reg;</code>
trademark	<code>&#8482;</code>
less than	<code>&lt;</code>
greater than	<code>&gt;</code>
ampersand	<code>&amp;</code>
long dash	<code>&#8212;</code>
double quotes	<code>&quot;</code>
é	<code>&eacute;</code>
è	<code>&egrave;</code>
ö	<code>&ouml;</code>
ñ	<code>&ntilde;</code>

tables

- begin a table with `<table>`
- end a table with `</table>`
- begin each row with `<tr>` and end each row with `</tr>`
- begin each column with `<td>` and end each column with `</td>`
- options:
 - borders
 - *cellpadding* (padding within a cell)
 - *cellspacing* (spacing between cells)
 - width and height (in pixels)
- tricks:
 - empty cells — use ` `;
 - *spanning* multiple rows or columns
- coloring cells:
`<td bgcolor="red">ASDF</td>`
- aligning cell content:
 - horizontally: left, center, right
 - vertically: top, middle, bottom