Web Authoring

Objectives

- **What is a Website?**

- **What is HTML?**

- **What is CSS?**

- **What are the three Web Development Layers?**

- **What are Bookmarks?**

- **What are Hyperlinks?**

What is a Website?

- A website is a collection of individual but related web pages.

- Often stored together and hosted by a web server.

- Include different objects such as text, sound, video and still images.

```
1   <!DOCTYPE html>
2   <html>
3     <head>
4       <meta charset="UTF-8">
5       <title>Title goes here</title>
6     </head>
7     <body>
8
9     </body>
10  </html>
```

What is HTML?

- HTML is an abbreviation for HyperText Markup Language. It is a text-based language used to develop the content layer of websites.

- Files are written in HTML using a simple text editor (or a web-authoring package such as Adobe Dreamweaver or Microsoft Expression Web).

- Files are written in text format and are usually saved with an .htm (or .html) file extension. These files are recognized by web browsers

What is CSS?

■ CSS is an abbreviation for cascading stylesheet, another text-based language.

■ Styles are created and added to web pages.

■ CSS can be written (embedded) into HTML but it is usually created in a separate file saved with a .css file extension. The stylesheet is then attached to a web page.

Selector

```
p {
    color: red;
}
```
Property   Property value

Declaration
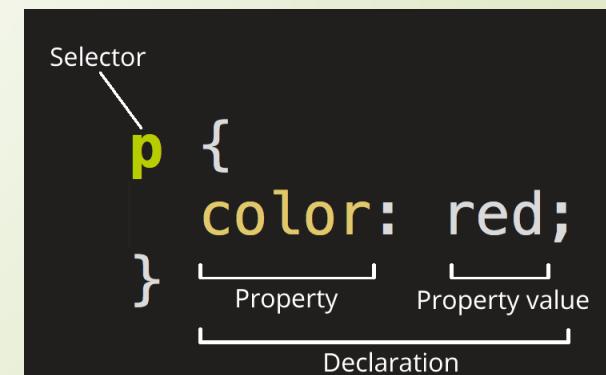
Web Development Layers

➡ **A web page is created using three layers. Each of these layers has a different purpose in the development of a web page. These are:**

➡ **Content layer ➔**

➡ This layer is where the content of the web page, such as text and images, are placed. It is also where the page structure, such as frames, tables, hyperlinks... are placed. This layer is sometimes called the **structure layer**.

➡ **Presentation layer ➔**

➡ This layer is where the visual impact of the web page is created and contains the styles to be used, such as colour themes, fonts...

➡ **Behaviour layer ➔**

➡ This layer is where all actions on a web page are created. These are usually created using scripting languages like JavaScript.

What are Bookmarks?

- Is a named reference point. It is often used to hyperlink to that point from other locations.

- Can be useful if a web page is very long.

- Links can then be created to the bookmark and when a link is clicked the page will scroll down or up to the bookmark location.

- We can also add links to bookmarks on other pages.

What are Hyperlinks?

- Is a method of accessing another document or resource from your current application.

- Often used to create menu options with web pages using either text or images.

- Hyperlinks may move your position within a page (**anchor**), open another page either locally or on the internet, or open your email editor so that you can send an email.

- The colour of the hyperlink gives us information about its use:

  - **Blue and underlined** – a link that has not yet been used.

  - **Purple** – a link that has been previously used.

  - **Red** – an active link

Note

href →

An attribute within a hyperlink / anchor that can be used to specify the URL of the page

What are Hyperlinks?

- **Relative file path →**

  - Shows the name or file path destination of the file.

  - Doesn't need the domain name.

  - Finds the files in the current site.

  - Doesn't require a path only sub-folders.

- **Absolute file path →**

  - Gives the full web address / full path.

  - Always has the domain name.

  - Finds files on a different website.
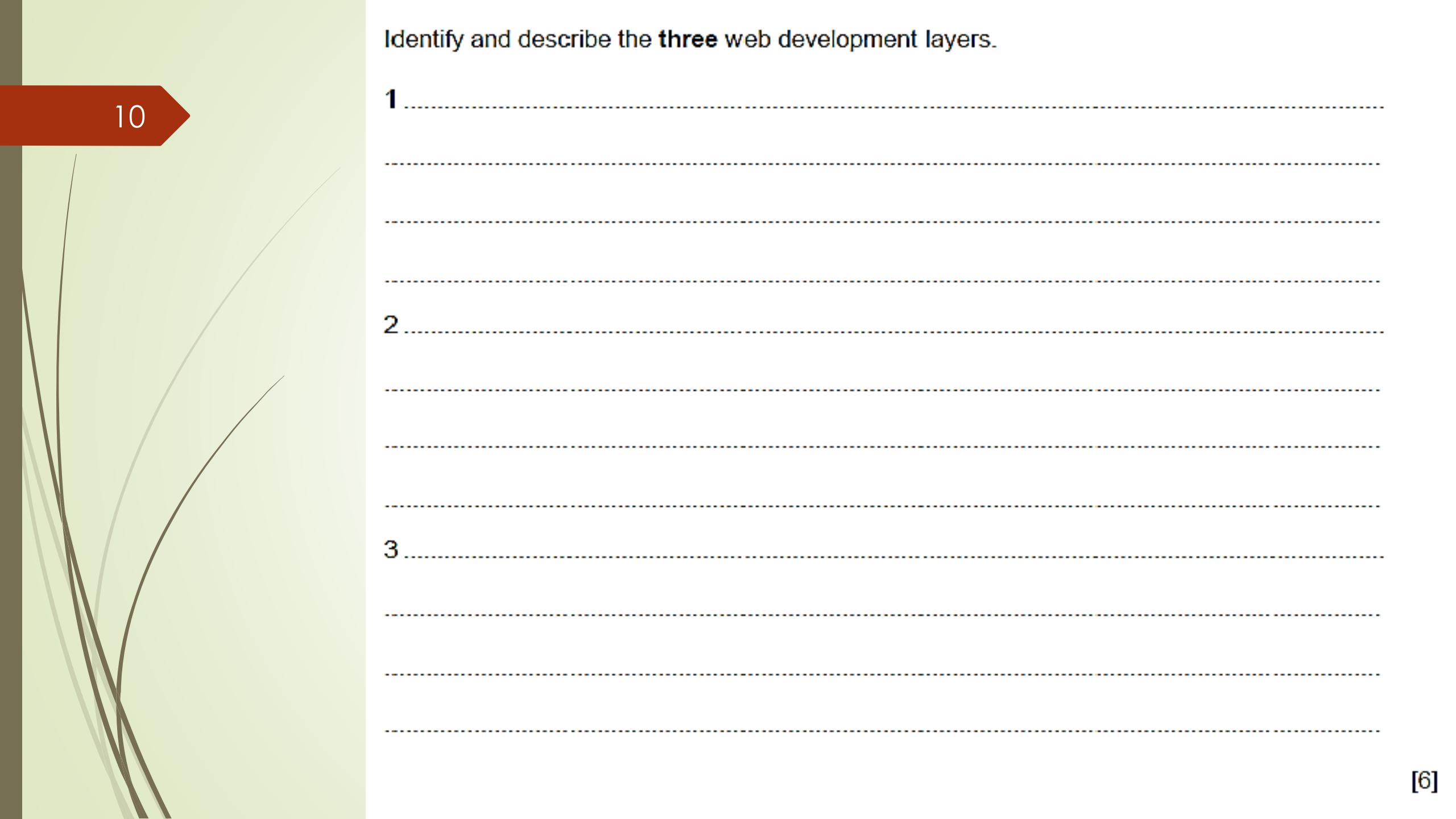
Identify and describe the **three** web development layers.

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2 ....

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3 ....

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[6]

Describe the following file formats.

(a) .css ....

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....[2]

(b) .htm ....

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....[2]

(a) Describe the following terms with reference to navigation from a web page.

    (i) Hyperlink

    ....

    ....

    ....

    .... [2]

    (ii) href

    ....

    ....

    ....

    .... [2]

(b) Explain the difference between the use of relative file paths and absolute file paths in navigation from a web page.

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