Class 3: The structural layer – HTML

Anatomy of a web page
A history of markup
Semantic markup
HTML elements
Tags, attributes, and values
Markup structure & relationships
    Block/Inline
    Child/Parent
Links and URLs:
    Absolute
    Relative to document
Characters and escaping
Structural elements
Webpage structure
      DOCTYPE
Writing HTML
      Indentation
      Commenting
      Syntax highlighting
Code validation

References

Learning Web Design (5th Ed.) by Jennifer Niederst Robbins
Learn to Code HTML & CSS by Shay Howe
HTML & CSS by John Duckett
https://developer.mozilla.org/en-US/docs/Learn/HTML/Introduction_to_HTML
https://developer.mozilla.org/en-US/docs/Web/HTML/Element
https://validator.w3.org/

Class 3 Homework

Read: Parts 1 and 2 of Learning Web Design
        or Chapters 1-2 of Learn to Code HTML and CSS
        or Chapters 1-8 of HTML & CSS
        The Web Standards Model (this is important – you must read)
        https://alistapart.com/article/a-brief-history-of-markup
View: Optimizing images for the Web (video)
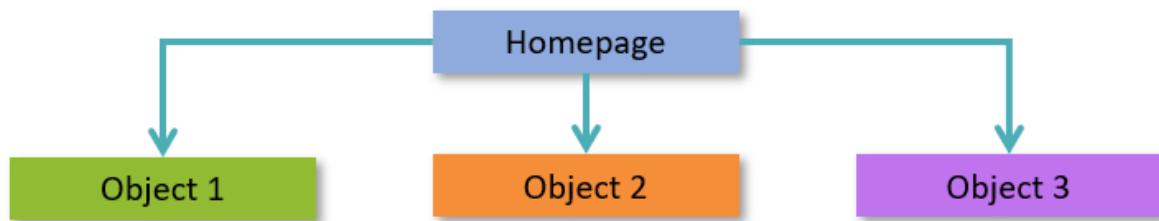   Chapters 1-5 of HTML Essential Training by Jen Simmons (video course)
        Absolute & Relative URLs (YouTube video)

Note: you have free access to all video courses on LinkedIn learning by logging in with your university account details.

Course materials: Design for Web Content

Create a simple **4-page** website using **HTML only**, one homepage (*index.html*) and 3 sub-pages (*object-name.html*). Each of the three sub-pages should showcase one of the three examples of good design that you identified in your Class 1 coursework.

Include the text and the image(s) you added to your blog last week. Remember that, at this stage, we are only interested in the structure of the pages and so there will be no presentation layer (no CSS – even if you know how to do this). Focus on the HTML alone and the semantics of your markup. Use a simple text editor (e.g. VS Code or Sublime Text) to complete your work. Do **not** use a WYSIWYG web editor. Do **not** use a template (e.g. Bootstrap), write your code from scratch. Remember to correctly indent your code and add comments where necessary. Upload your site to your hosted web space using an FTP client (FileZilla or similar). Focus on getting your HTML syntax correct, for example:

```html
1  <!DOCTYPE html>
2  <html lang="en"> <!-- en stands for English -->
3      <head>
4          <meta charset="utf-8">
5          <title>Three Designed Objects</title>
6      </head>
7      <body>
8          <h1>Three Designed Objects</h1>
9          <p>This is the homepage of the three designed objects project.</p>
10     </body>
11 </html>
```

You will need to think about the folder structure of your site. For example, you may want to create a folder called "three-designed-objects" or something similar (lower-case, no spaces). Create links between the pages so the site can be navigated. Check your website in the Firefox browser. Use the W3C Markup Validation Service to check your code and correct any errors. We will review your proto-website in Class 4.

Add a link to your new website from your coursework homepage (the page we created during the induction workshop).

Blog post

Add a "What I learned this week..." post to your blog and include links to any useful references or articles you have found. This process will help you to reflect on your learning and provide a useful reference for your future work.

Course materials: Design for Web Content