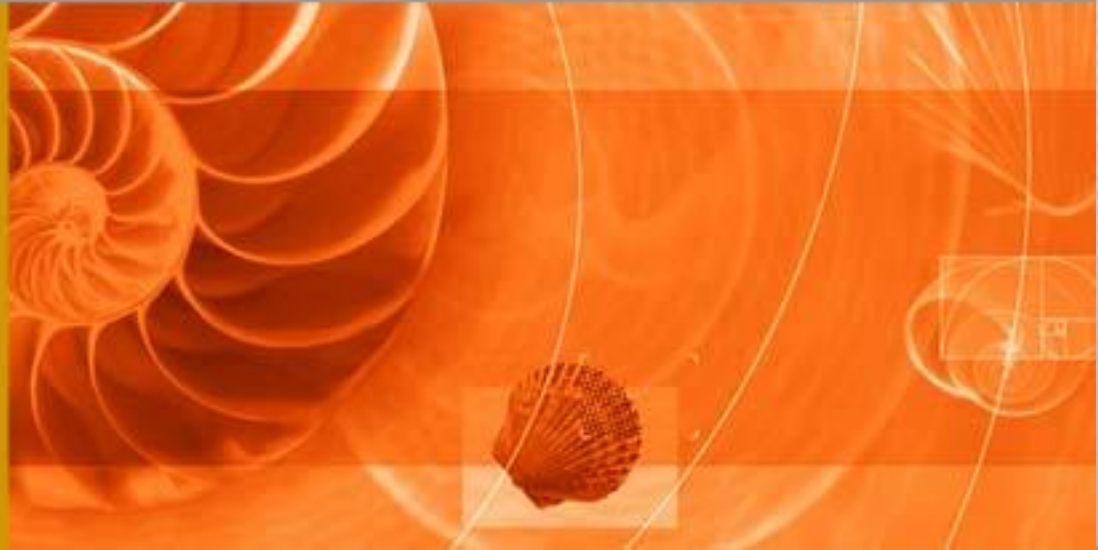


Fundamentals
of **WEB
DESIGN**



Font Tags

XHTML

Bold and Italic Tags

- Text can be bolded with the "" tags, italicized with the "<i></i>" tags or underlined with the "<u></u>" tags.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
<title>Welcome to HTML</title>
</head>

<body bgcolor="#bdbdbd" text="black">
<b>Bold Text</b><br />
<i>Italic Text</i><br />
<b><i>Bold and Italic Text</i></b>
</body>
</html>
```

Font Tag

- The `` tag is an inline tag used to change the font attributes for a piece of code.
- Must have an opening and closing tag.
- ``

Size Attribute

- You can set the text size with the "" tag and the "size" attribute. Depending on your browser settings, some of the smallest font sizes may look the same.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
<title>Welcome to HTML</title>
</head>

<body bgcolor="#bdbdbd" text="black">
<font size="-3">Smallest Font size</font><br />
<font size="-2">Tiny Font size</font><br />
<font size="-1">Small Font size</font><br />
<font size="+0">Default Font size</font><br />
<font size="+1">Large Font size</font><br />
<font size="+2">Larger Font size</font><br />
<font size="+3">Even Larger Font size</font><br />
<font size="+4">Largest Font size</font><br />
</body>
</html>
```

size=-3 or 8pt

size=-2 or 10pt

size=-1 or 12pt

size=0 or 14pt

size=+1 or 18pt

size=+2 or 24pt

size=+3 or 28pt

size=+4 or 36pt

Size Attribute

`8pt`

`12pt`

`14pt`

`18pt`

`24pt`

`28pt`

`36pt`

size=1 or 8pt

size=2 or 12pt

size=3 or 14pt

size=4 or 18pt

size=5 or 24pt

size=6 or 28pt

size=7 or 36pt

Color Attribute

- You can control the text color by using the "" tag and the "color" attribute with color names or color numbers.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
<title>Welcome to HTML</title>
</head>

<body bgcolor="#bdbdbd" text="black">
<center>
<b>
<font color="#0000ff">Blue Text </font><br />
<font color="red"> Red Text </font><br />
<font color="yellow"> Yellow Text</font><br />
</b>
</center>
</body>
</html>
```

Using Color Names

- Colors in HTML can be specified in two different ways. You can use a predefined color name, for example "red." The most widely supported color names are listed below, but over 100 exist.

Teal		Navy		Olive		Black	
Aqua		Blue		Yellow		Silver	
Green		Maroon		Purple		Gray	
Lime		Red		Fuchsia		White	

Using Color Numbers

- The other way to specify any color in HTML, is by the hexadecimal number that represents that color.
- The hexadecimal number is composed of three separate decimal numbers from 0-255 (darkest-lightest) which represent the amount of red, green, and blue used in the "RGB" color.
- Next, each decimal number is converted to hexadecimal.

Red	Green	Blue	Hexadecimal
0	0	0	#000000
100	0	0	#640000
0	100	0	#006400
0	0	100	#000064
200	200	0	#c8c800
0	200	200	#00c8c8
200	0	200	#c800c8
255	255	255	#ffffff

Browser Safe Colors

- A special set of 216 colors in HTML is referred to as "browser safe colors."
- Windows and Mac use different color palettes for displaying Web pages, and these 216 colors are common in both.
- The browser safe colors can be identified numerically because the hexadecimal number pairs are limited to 00, 33, 66, 99, cc, and ff.
- Use browser safe colors to improve browser compatibility.

Colors to Memorize

- Using a color chart is convenient, but you should recognize a few colors by number.
- For example, if only the first pair of numbers is greater than zero such as "#ff0000", the color is red. Likewise "#00ff00" is green, and "#0000ff" is blue.

Red	Green	Blue	Hexadecimal
100	0	0	#640000
150	0	0	#960000
255	0	0	#ff0000 ←
0	100	0	#006400
0	150	0	#009600
0	255	0	#00ff00 ←
0	0	100	#000064
0	0	150	#000096
0	0	255	#0000ff ←

Touch of Gray

- The final colors to remember are the grays. If all three pairs of numbers are the same value, the resulting color will be a shade of gray.

Red	Green	Blue	Hexadecimal
0	0	0	#000000
16	16	16	#101010
32	32	32	#202020
64	64	64	#404040
128	128	128	#808080
187	187	187	#bbbbbb
221	221	221	#dddddd
255	255	255	#ffffff

Color Names vs. Color Numbers

- Although color names are easy to remember, fewer than 200 different colors are available and color names aren't supported by as many browsers.
- Color numbers allow use of 16.7 million colors and are compatible with all browsers that support color.
- Most browsers will only accept "#000000" as a color number format, so don't forget the pound sign.
- Remember HTML hexadecimal numbers are not case sensitive, so "#AACCCFF" and "#aacccff" display the same color, whereas all lowercase, "#aacccff", is required by XHTML. Thus, we will always use lowercase.

Face Attribute

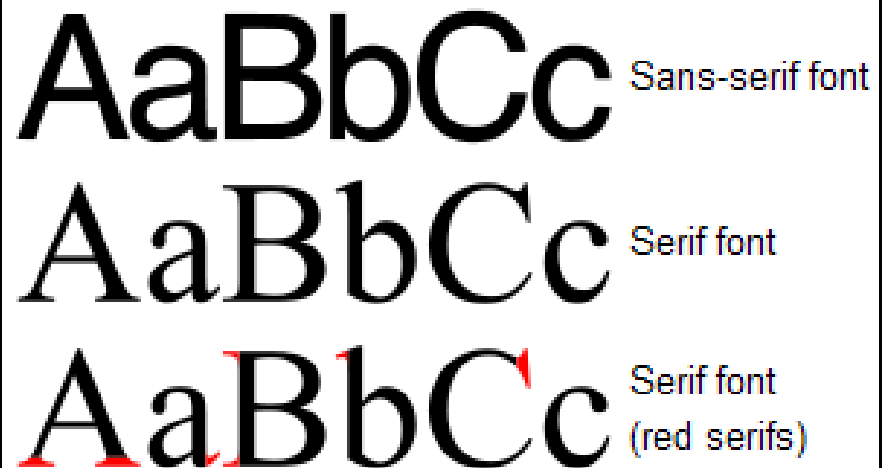
- You can set the typeface with the "" tag and the "face" attribute.
- You can place multiple font names in the "face" attribute and your browser will examine the names and display the first supported font listed.
- If no match is found, the browser's default font will display.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
<title>Welcome to HTML</title>
</head>

<body bgcolor="#bdbdbd" text="black">
<center>
<b>
<font face="helvetica,arial">
Welcome to the world of HTML!
</font>
<br />
<font face="courier">
Your passport to Internet creativity!
</font>
<br />
</b>
</center>
</body>
</html>
```

Serif vs Sans-Serif

- Serif (with feet) is best when reading printed text.
- Includes:
 - Times New Roman
 - Georgia
 - Palatino
- Sans-Serif (without feet) is best when displaying text in a monitor.
- Includes:
 - Arial (windows)
 - Helvetica (mac)
 - Tahoma (windows)
 - Trebuchet MS (windows)
 - Verdana (both)



The image shows three lines of text, each with a label to its right. The first line is 'AaBbCc' in a clean, sans-serif font, labeled 'Sans-serif font'. The second line is 'AaBbCc' in a classic serif font, labeled 'Serif font'. The third line is 'AaBbCc' in a serif font where the serifs are highlighted in red, labeled 'Serif font (red serifs)'.

AaBbCc Sans-serif font

AaBbCc Serif font

AaBbCc Serif font (red serifs)

Font Families

- Fonts are usually group into similar families when displaying or printing.
 - Arial, Helvetica, Sans-serif
 - Times New Roman, Times, Serif
 - Courier New, Courier, Monospace
 - Tahoma, Geneva, Sans-serif
 - Verdana, Geneva, Sans-serif
 - Trebuchet MS, Helvetica, Sans-serif

Font Superscript/Subscript

- Use the "" tags if you need to produce superscript text. Notice how the 2's display higher and smaller than the A,B, and C in this example.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
<title>Welcome to HTML</title>
</head>

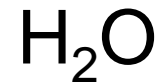
<body bgcolor="#bdbdbd" text="black">
<center>
<b>
<font size="+2">
A<sup>2</sup> + B<sup>2</sup> = C<sup>2</sup>
</font>
</b>
</center>
</body>
</html>
```

$$A^2 + B^2 = C^2$$

Font Superscript/Subscript

- The "" tags produce subscript text. Notice how the 2 displays lower and smaller than the H and O in this example.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
<title>Welcome to HTML</title>
</head>
<body bgcolor="#bdbdbd" text="black">
<center>
<b>
<font size="+2">
Water = H<sub>2</sub>O
</font>
</b>
</center>
</body>
</html>
```



Special Characters

- In HTML, you display special characters by using character entities in one of two forms:
 - named entities
 - numbered entities.
- All entities start with an ampersand "&" and end with a semicolon ";". The most widely-used characters are listed below, but there are well over 200 special characters defined.

<code>< = &lt;</code>	<code>© = &copy;</code>	<code>" = &quot;</code>	<code>¼ = &#188;</code>
<code>> = &gt;</code>	<code>® = &reg;</code>	<code> = &nbsp;</code>	<code>½ = &#189;</code>
<code>& = &amp;</code>	<code>¢ = &#162;</code>	<code>° = &deg;</code>	<code>¾ = &#190;</code>

Special Characters

- This example uses the special character "©" to produce the copyright symbol.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
<title>Welcome to HTML</title>
</head>

<body bgcolor="#bdbdbd" text="black">
<center>
<b>
Content is copyright 1996-2006&copy;
</b>
</center>
</body>
</html>
```

Content is copyright 1996-2006©

Special Characters

- Use the "non-breaking space" special character () to add extra spaces that would normally be ignored.
- It can also be used to keep text together that might otherwise break across lines.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
<title>Welcome to HTML</title>
</head>
<body bgcolor="#bdbdbd" text="black">
Give me S      P      A      C      E<br />
Give me S      &nbsp; P      &nbsp; A      &nbsp; C      &nbsp; E<br />

</html>
```


Showing Balloons (Acronyms)

- Adding this tag allows a balloon (help) box to open when you hover over a word.

```
<acronym title="Cascading Style Sheets">CSS</acronym>
```

Subscript Example

To lower

- Exercise #2
- 
- The background of the slide features several overlapping, semi-transparent polygons in various colors, including shades of blue, yellow, red, and orange. The polygons are scattered across the frame, creating a layered, abstract geometric pattern.