

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...

Wordpress Editing Environment

The screenshot shows the WordPress 'Write Post' interface. At the top, there are tabs for 'Write Post' and 'Write Page'. The main heading is 'Write Post' with a 'preview' button and a downward arrow. Below this is a 'Title' field containing 'Anatomy of a Web Page'. The 'Post' section features a rich text editor with a toolbar including bold, italic, text color, background color, bulleted list, numbered list, link, unlink, image, and HTML options. The text in the editor reads: 'The [notes for tonight's class](#) have been posted... In the lab, we'll begin using [TextWrangler](#), a text editor by [one of my favorite companies](#).

1. We'll add it to our Mac OS X docks because we'll be using it to edit content all semester long.
2. After logging into your ~~accounts~~ on this server, we'll open [this page](#) in TextWrangler from the files I uploaded to your accounts this afternoon.
3. I'll show you how to spell check your documents from the TextWrangler's Text menu.

' Below the editor is a 'Path:' field. On the right side, there is a vertical sidebar with several expandable options: 'Discussion', 'Password-Protect Post', 'Post slug', 'Categories', 'Post Status', 'Post Timestamp:', and 'Post author:'. At the bottom of the editor, there are 'Save and Continue Editing' and 'Save' buttons. The status bar at the very bottom shows 'Done'.

Wordpress Toolbar, paragraphs and line breaks



- To insert a new paragraph, you type return to put your cursor between `<p></p>` tags and then return again to create another new paragraph.
- To insert a break `
`, you hit return and then the backspace or back delete key so there's no line between two blocks of text.



Wordpress Toolbar, basic formatting



- The Wordpress toolbar formats selected text
 - **B** Clicking this will insert `` tags
 - *I* Clicking this will insert `` tags
 - ~~ABC~~ Clicking this will insert `<strike></strike>` tags


Wordpress Toolbar, Lists



- Two kinds of lists are supported in Firefox
 - List items are surrounded by `` tags and usually bullets, numbers or letters
 -  Clicking this starts a new unordered list surrounded with `` tags
 -  Clicking this starts a new ordered list surrounded with `` tags




Wordpress Toolbar, more list commands



- After creating a new list, you add list items by typing them and then typing return close that list item.
- When you've added the last item in your list and typed return to close it, you click on the Outdent  button to close the list.




Wordpress Toolbar, blockquotes and alignment



-  The indent button either puts the selected paragraph into a `<blockquote></blockquote>` or starts a new blockquote.
- If you have an open blockquote, you click on the Outdent  button to close it.
-  These buttons left, center or right align your paragraphs.



Wordpress Toolbar, pictures, more and undo

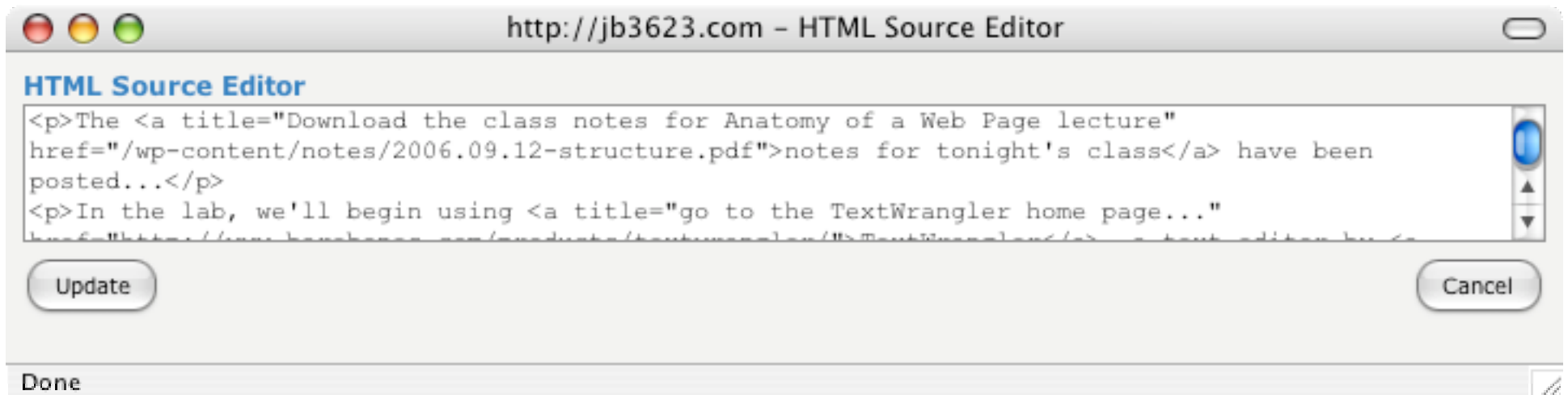


-  This allows you to insert an image from a location rather than uploading to your site
-  This button will insert a more comment `<!--more-->` that has the effect of linking to more content on a full page
-  The **undo** and **redo** buttons do exactly what you would expect them to do

Wordpress Toolbar, help and edit source



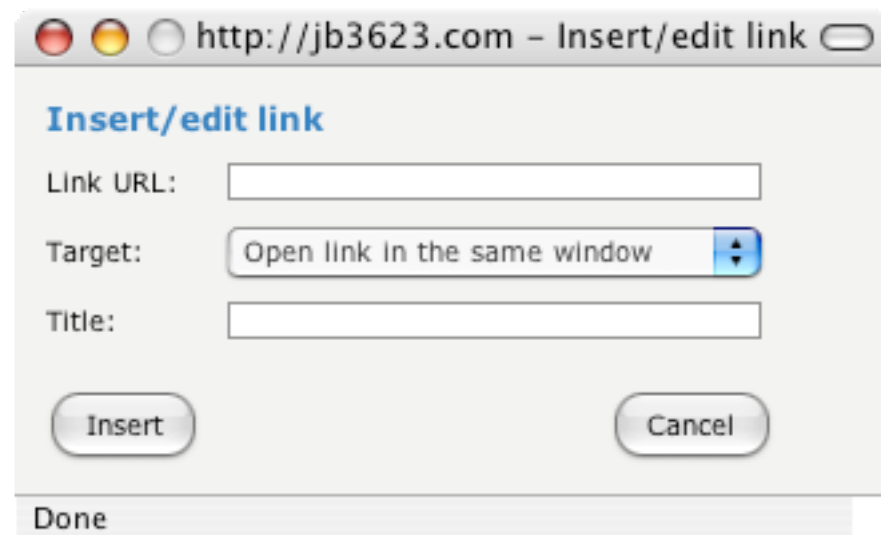
-  The help button gives some limited help for the editing environment
-  This button will allow you to edit the source html code in another window



Wordpress Toolbar, links



-  The link and unlink buttons help you create links to other pages or other sites on the web...



- But first, what is a link?

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.
- Remember the no spaces and no punctuation rule.
- We're going to generally use the ISO 9660 standard for naming our files.

ISO Standard

- Here are some valid file name examples:
- mypage.htm
- chap_1.htm
- picture1.jpg
- logo.gif

Default Main Page Name

- You determine which web page loads first in a directory by giving it the “default page name”
- Often it is `index.html`, `index.htm` or `index.php`
- You can call your other pages whatever you want, but for your site to work correctly, you need at least one page to be `index.html` so that your web has a “home” page.

Why you need index.html

- Look at this URL: <http://osu.okstate.edu/>
- Notice that there isn't a page specified
- Since no page is specified, the server looks for a file named "index.html" in the root directory
- If there was no index.html file, users who didn't know the name of the main file would get an error or have to know it and type in the file name.

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`. The URL is underlined, and arrows point from labels below to specific parts of the URL: `http` is labeled as the protocol, `www.yoursite.com` as the domain name, `/business/trends` as the path, and `laptop.htm` as the 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 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

Wordpress Toolbar, links



-  The link and unlink buttons help you create links to other pages or other sites on the web...
- You select text that will be the link and click the link button to get this window:

A screenshot of a web browser window titled "http://jb3623.com - Insert/edit link". The window displays a dialog box titled "Insert/edit link" with the following fields and controls:

- Link URL:
- Target:
- Title:
- Buttons: "Insert" and "Cancel"

At the bottom of the dialog, the word "Done" is visible.

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