

# Week3- Topics

Relative links- review

Purchasing, hosting and administering your own domain

FTP

HTML & HTML5

Color

# HTML- Relative Links

`<a href="index.html"> link to home page </a>`

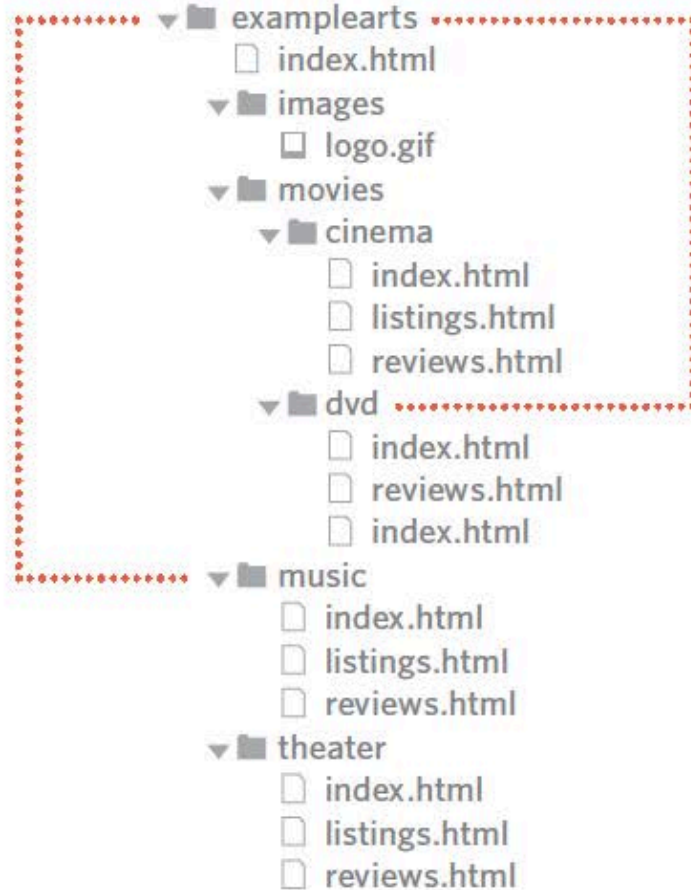
Links to other webpages on the same website

Provide a shortcut for the browser to find your webpage

- No protocol specified
- No domain name specified
- No www specified

## PARENT

The *examplearts* folder is a parent of the *music* folder.



## GRANDPARENT

The *examplearts* folder is a grandparent of the *dvd* folder.

## GRANDCHILD

The *dvd* folder is a grandchild of the *examplearts* folder.

## CHILD

The *music* folder is a child of the *examplearts* folder.

# HTML- Relative Links

## Relative Link Type

### Same Folder

To link to a file in the same folder, just use the file name. (Nothing else is needed.)

## Example

To link to music reviews from the music homepage:

```
<a href="reviews.html">Reviews</a>
```

### Child Folder

For a child folder, use the name of the child folder, followed by a forward slash, then the file name.

To link to music listings from the homepage:

```
<a href="music/listings.html">Listings</a>
```

### Grandchild Folder

Use the name of the child folder, followed by a forward slash, then the name of the grandchild folder, followed by another forward slash, then the file name.

To link to DVD reviews from the homepage:

```
<a href="movies/dvd/reviews.html">
```

# HTML- Relative Links

## Relative Link Type

### Parent Folder

Use ../ to indicate the folder above the current one, then follow it with the file name.

### Grandparent Folder

Repeat the ../ to indicate that you want to go up two folders (rather than one), then follow it with the file name.

## Example

To link to the homepage from the music reviews:

```
<a href="../index.html">Home</a>
```

To link to the homepage from the DVD reviews:

```
<a href="../../index.html">Home</a>
```

# Hosting a web site

To branch out beyond the EVL server here at UIC you need a web hosting serv.

In order to do this you will need to work with a commercial company to secure your own little corner of the World Wide Web, which includes two things:

- Finding and leasing a domain name (“mysite.com”, etc.)
- Renting space on a web server that will “host” your HTML content for you

# Domain Name

## Obtaining a domain name

Most web hosting companies, such as GoDaddy, HostMonster, etc. allow you to purchase the rights to use a domain name

You can purchase the rights to a domain name for a period of years (generally 1-2)

You don't own the domain – you simply have exclusive rights to it for a period of time. You will need to renew your access to the domain at the end of your term. Otherwise you will forfeit the domain and it will be returned back to the public domain for someone else to purchase.

# Domain Name

The company you purchase a domain from doesn't own the domain either – they license the domain via the international ICANN organization which serves as the world's clearinghouse for domain names

<http://www.godaddy.com/domains/search-new.aspx?ci=78118>

Usually the web hosting service offers domain name check and registration



# Domain Name

Making a decision about a Domain name (URL)

Purchasing that domain name through a domain registrar

Domain name must be unique

Establishing a brand of your design work

.com

# Domain Name

Use hyphen (-) to separate your first and last name

YourNameDesign.com

YourNameArt.com

YourNameGraphics.com

...

.org

.net

.info

# Web Hosting

Once you have a domain name you can then obtain a hosting account for it

Monthly or annual service

Hosting allows you to “rent” space on someone else’s computer – they will set you up with all the things you need to publish a website (FTP access, a public\_html folder, etc). You indicate your domain name and they connect the two together to create your web hosting solution.

It’s usually easiest to buy a domain and set up hosting at the same time.

# Web Hosting Services

DreamHost

[http://www.dreamhost.com/promo/gizmodonew100/?utm\\_source=gizmodoholiday&utm\\_medium=content&utm\\_campaign=gizmodoholiday](http://www.dreamhost.com/promo/gizmodonew100/?utm_source=gizmodoholiday&utm_medium=content&utm_campaign=gizmodoholiday)

WebhostingPad

<http://www.webhostingpad.com/>

WebhostingHub.com

<http://www.webhostinghub.com/>

Ipage

<http://www.ipage.com/ipage/index.html>

GreenGeeks

<http://www.greengeeks.com/>

# Remote Server

You will have a remote root folder on your domain Web server.

That folder should be named `public_html` (you may need to create it).  
(Different Web servers may use a different name for the root folder.)

You will keep a local copy of your Web site files on your USB Flash Drive

It's good to have a backup copy of your site on your home computer's hard drive.

You should arrange the folder structure of your local copy to match the directory structure of your remote site (and how you arrange this will generally depend on your site's design).

In general, you will work on the local copies of your files and test them out locally in your Web browser, and then move them to the remote server after they work.

# Remote Server

Where to store your media files:

Just in the site's root folder? (messy if there are a lot)

All in one media folder?

Separate media folders for different types of media?

Separate media folders for different pages?

# Web Hosing Service

Email reply:

Host

Login

Password

# FTP

File Transfer Protocol

Fetch

[Download free Fetch FTP program from UIC webstore](#)



# DOCTYPES

Each web page should begin with a DOCTYPE declaration to tell a browser which version of HTML the page is using. It helps browser to render a page correctly.

## HTML5

```
<!DOCTYPE html>
```

## HTML 4

```
<!DOCTYPE html PUBLIC  
"-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/  
html4/loose.dtd">
```

# DOCTYPES

## Transitional XHTML 1.0

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

## Strict XHTML 1.0

```
<!DOCTYPE html PUBLIC  
"-//W3C//DTD XHTML 1.0 Strict//EN"_"http://www.w3.org/TR/  
xhtml1/DTD/xhtml1-strict.dtd">
```

## XML Declaration

```
<?xml version="1.0" ?>
```

# ID

- Every HTML element can carry the id attribute
- ID is used to uniquely identify that element from other elements on the page
- Can be used to allow the script to work with that particular element
- Global attribute - it can be used on any element
- ID value should start with a letter or an underscore (not a number or any other character)
- No two elements on the same page can have the same value for their id attributes
- It allows you to style it differently than any other instance of the same element on the page

<p> The practice of design is a responsibility and a privilege. It is an independent pursuit that precipitates collective action.</p>

<p id="pullquote"> Design advances the interplay between the exalted and the everyday, and stimulates an interchange between diverse disciplines. </p>

<p> Serving as both unifying force and catalyst for change, the designer plays a pivotal role in the advocacy of ideas.</p>

The practice of design is a responsibility and a privilege. It is an independent pursuit that precipitates collective action.

DESIGN ADVANCES THE INTERPLAY BETWEEN THE EXALTED AND THE EVERYDAY, AND STIMULATES AN INTERCHANGE BETWEEN DIVERSE DISCIPLINES.

Serving as both unifying force and catalyst for change, the designer plays a pivotal role in the advocacy of ideas.

# Class

- Every HTML element can carry a class attribute
- Class is used to identify several elements as being different from the other elements on the page.
- Class value should describe the class it belongs to
- The class attribute on any element can share the same value

# Class

<p class="important"> Associate Professor of Graphic Design, Sharon Oiga, organized Resind/Fast-Forward, a weekend of design inspiration hosted by the Society of Typographic Arts. </p>

<p> The informal event addresses issues and practices of design and typography that have or have not changed and discusses the why, why not, and how. </p>

<p class="important"> Friday, January 24– Sunday, January 26 </p>

ASSOCIATE PROFESSOR OF GRAPHIC DESIGN, SHARON OIGA, ORGANIZED RESIND/FAST-FORWARD, A WEEKEND OF DESIGN INSPIRATION HOSTED BY THE SOCIETY OF TYPOGRAPHIC ARTS.

The informal event addresses issues and practices of design and typography that have or have not changed and discusses the why, why not, and how.

FRIDAY, JANUARY 24–SUNDAY, JANUARY 26

# Block Elements

Always appear to start on a new line in the browser window:

- `<h1>`
- `<p>`
- `<ul>`
- `<li>`

```
<h1>Hiroshi Sugimoto</h1>
<p>The dates for the ORIGIN OF ART exhibition are as follows:</p>
<ul>
  <li>Science: 21 Nov - 20 Feb 2010/11</li>
  <li>Architecture: 6 Mar - 15 May 2011</li>
  <li>History: 29 May - 21 Aug 2011</li>
  <li>Religion: 28 Aug - 6 Nov 2011</li>
</ul>
```

RESULT

## Hiroshi Sugimoto

The dates for the ORIGIN OF ART exhibition are as follows:

- Science: 21 Nov - 20 Feb 2010/11
- Architecture: 6 Mar - 15 May 2011
- History: 29 May - 21 Aug 2011
- Religion: 28 Aug - 6 Nov 2011

# Inline Elements

Always appear to continue on the same line as the previous elements:

- `<a>`
- `<b>`
- `<img>`
- `<em>`

Timed to a single revolution of the planet around the sun at a 23.4 degrees tilt that plays out the rhythm of the seasons, this `<em>Origins of Art</em>` cycle is organized around four themes: `<b>science, architecture, history</b>` and `<b>religion</b>`.

## RESULT

Timed to a single revolution of the planet around the sun at a 23.4 degrees tilt that plays out the rhythm of the seasons, this *Origins of Art* cycle is organized around four themes: **science, architecture, history** and **religion**.



# <div>

- <div> element allows to group a set of elements together in one block-level box
- the contents of the <div> element will start on a new line
- Using an id or class attribute on the <div> element allows to create CSS style rules to indicate how much space the <div> element should occupy on the screen and change the appearance of all the elements contained within it

`<div>`

```
<div id="header">
```

```

```

```
<ul>
```

```
<li><a href="schools.html">Schools</a></li>
```

```
<li><a href="partners.html">Partners</a></li>
```

```
<li><a href="about.html">About</a></li>
```

```
</ul>
```

```
</div><!-- end of header →
```

---

## ArchDesigArts at Chicago

---

Schools

Partners

About

# <span>

- an inline equivalent of the <div> element. It is used to:
  - Contain a section of text where there is no other suitable element to differentiate it from its surrounding text
  - Contain a number of inline elements
  - To control the appearance of the content of these elements using CSS

usually a class or id attribute is used with <span> elements

## <span>

<p> Graphic Design can be described as the process of visually communicating ideas and information through the use of signs, symbols, and images. </p>

Graphic Design can be described as the process of visually communicating ideas and information through the use of signs, symbols, and images.

# <iframe>

- Iframe= inline frame
- a little window in which you can see another page

## Embed Google Maps

The content of the iframe can be any html page (either located on the same server or anywhere else on the web)

# <iframe>

## <iframe> attributes

### src

The src attribute specifies the URL of the page to show in the frame

### height

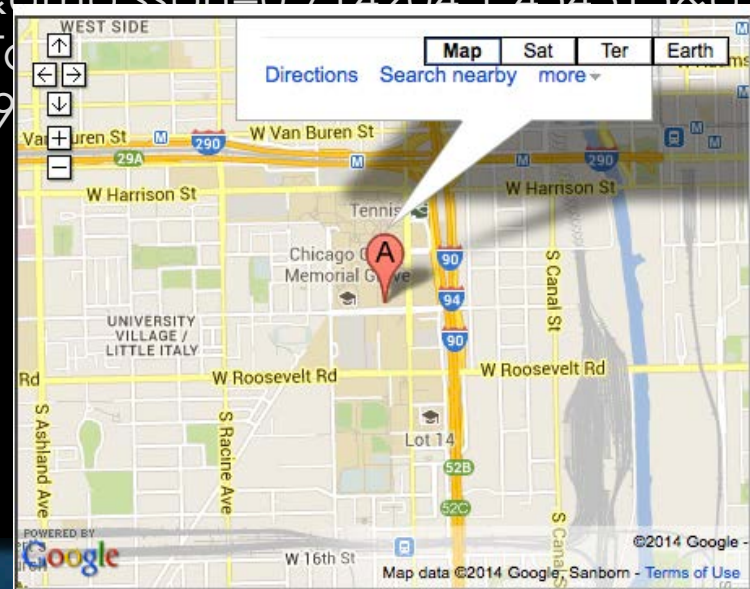
The height attribute specifies the height of the iframe in pixels

### width

The width attribute specifies the width of the iframe in pixels

# <iframe>

```
<iframe width="450" height="350"  
src="https://maps.google.com/maps?  
f=q&source=s_q&hl=en&geocode=&q=842+W+taylor  
+street,+chicago  
+il&aq=&ll=41.833733,-87.731964&ssp=0.714204,1.454315&  
mp;ie=UTF8&hq=&hnear=842+W+T  
+60607&t=m&z=14&ll=41.8699  
bed">  
</iframe>
```



# <iframe>

## scrolling

Not supported in HTML5

indicates whether the iframe should have scrollbars or not.

Scrollbars allow the user to move around the frame to see more content.

values:

**yes** (to show scrollbars)

**no** (to hide scrollbars)

**auto** (to show them only if needed)



# <iframe>

## frameborder

Not supported in HTML5

indicates whether the frame should have a border or not  
values:

0 indicates that no border should be shown

1 indicates that a border should be shown

## seamless

New in HTML5

Older browsers do not support

can be applied to an iframe where scrollbars are not desired

The seamless attribute does not need a value, but you will often see authors give it a value of seamless

# <meta>

- inside the <head> element
- contains information about the web page (described in attributes)
- not visible to users
- tells search engines about web page, who created it, and whether or not it is time sensitive (it can be set to expire)
- the <meta> tag does not have a closing tag

# <meta>

## name

The value of the name attribute can be anything you want it to be. Some defined values for this attribute that are commonly used are:

### description

contains a description of the page. This description is commonly used by search engines to understand what the page is about and should be a maximum of 155 characters. Sometimes it is also displayed in search engine results.

### keywords

contains a list of comma-separated words that a user might search on to find the page. In practice, this no longer has any noticeable effect on how search engines index your site.

# <meta>

## robots

indicates whether search engines should add this page to their search results or not.

values:

**noindex** can be used if this page should not be added

**nofollow** can be used if search engines should add this page in their results but not any pages that it links to

## author

defines the author of the web page

## pragma

prevents the browser from caching the page. (That is, storing it locally to save time downloading it on subsequent visits.)

# <meta>

## expires

Because browsers often cache the content of a page, the expires option can be used to indicate when the page should expire (and no longer be cached).

# <meta>

```
<!DOCTYPE html>
<html>
<head>
<title>Information About Your Pages</title>
<meta name="description"
content="Intro to CSS" />
<meta name="keywords" content="introduction, styling, design" />
<meta name="robots" content="nofollow" />
<meta http-equiv="author" content="SOD" />
<meta http-equiv="pragma" content="no-cache" />
<meta http-equiv="expires"
content="Fri, 31 Dec 2014 23:59:59 GMT" />
</head>
<body>
</body>
</html>
```

# Escape characters

[http://www.w3schools.com/tags/ref\\_entities.asp](http://www.w3schools.com/tags/ref_entities.asp)

<

**Less-than sign**  
&lt;  
&#60;

¢

**Cent sign**  
&cent;  
&#162;

‘

**Left single quote**  
&lsquo;  
&#8216;

>

**Greater-than sign**  
&gt;  
&amp;

£

**Pound sign**  
&pound;  
&#163;

’

**Right single quote**  
&rsquo;  
&#8217;

&

**Ampersand**  
&amp;  
&#38;

¥

**Yen sign**  
&yen;  
&#165;

“

**Left double quotes**  
&lquo;  
&#8220;

”

**Quotation mark**  
&quot;  
&#34;

€

**Euro sign**  
&euro;  
&#8364;

”

**Right double quotes**  
&rdquo;  
&#8221;

©

**Copyright symbol**  
&copy;  
&#169;

×

**Multiplication sign**  
&times;  
&#215;

®

**Registered trademark**  
&reg;  
&#174;

÷

**Division sign**  
&divide;  
&#247;

™

**Trademark**  
&trade;  
&#8482;

# File Transfer Protocol (FTP)

## Goals of FTP Service

To transfer files between two computers

- Promote sharing of files
- Encourage indirect use of remote computers
- Transfer data reliably and efficiently



# File Transfer Protocol (FTP)

FTP is commonly used to transfer Web page files from their creator to the computer that acts as their server for everyone on the Internet.

FTP is the simplest and most secure way to exchange files over the Internet.

Transferring files from a client computer to a server computer is called **uploading** and transferring from a server to a client is **downloading**.

To access an FTP server, users must be able to connect to the Internet with an FTP client program such as Fetch or Cyberduck.

# File Transfer Protocol (FTP)

FTP copies files from one computer to another (does not move files).

FTP is the file transfer protocol in the Internet's TCP/IP protocol suite's Application Layer.

# File Transfer Protocol (FTP)

An FTP Client is software that is designed to move files back-and-forth between two computers over the Internet.

It needs to be installed on your computer and can only be used with a live connection to the Internet.

# File Transfer Protocol (FTP)

Some commonly used FTP clients:

**Fetch** – available for free for UIC students, for Macintosh

**Cyberduck** - available for free for UIC students, for Windows

**FileZilla**- free, available for Windows, Macintosh, and Linux users  
Available as a free download from the Internet.

**Fire FTP**- a plug-in for the popular Firefox web browser that can be used just like a standalone FTP program, installed through the FireFox browser

Some client programs are run from **a command-line** (such as the command **ftp**, a standard installed in many operating systems

# FTP History

1971 - a file transfer system between MIT machines (*Massachusetts Institute of Technology*) was developed.

Many RFC have since made improvements/changes to the basic protocol, but the greatest innovation date from July 1973.

The FTP protocol is currently defined by RFC 959 (*File Transfer Protocol (FTP) - Specifications*).

# File Transfer Protocol (FTP)

- FTP operates in a client/server environment
- The remote machine is configured as a server, and waits for the other machine(client) to request a service from it

# File Transfer Protocol (FTP)

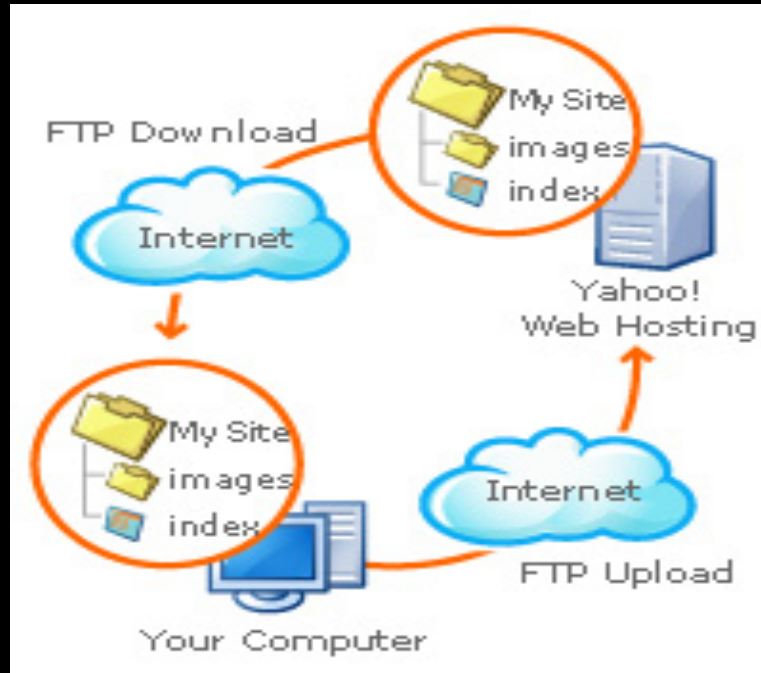


Image from slideshare FTP by guest029bcd on Jun 11, 2009

# FTP

- is used for transferring one file at a time, in either direction, between the client machine (the one which initiated the connection, i.e. the calling machine) and the server machine (which provided the FTP service, i.e. the called machine).
- can also perform other actions, such as creating and deleting directories (only if they are empty), listing files, deleting and renaming files, etc.
- FTP allows files to have ownership and access restrictions
- FTP hides the details of individual computer systems



# FTP vs HTTP

FTP - two-way system

can be used to download files from a server to a client computer as well as upload or transfer files from a client to a server

FTP systems generally encode and transmit their data in binary sets which allow for faster data transfer

FTP - files are automatically copied or moved from a file server to a client computer's hard drive, and vice versa



HTTP - one-way system

"transferring" text, pictures and other data from the "server" to a client computer which uses a web browser to view the data


HTTP systems encode their data in MIME format which is larger and more complex

files in an HTTP transfer are viewed and can 'disappear' when the browser is turned off unless the user executes commands to move the data to the computer's memory

# Fetch FTP Client

Hostname:   

Username:


Connect using:  

Enable encryption

Password:


Add to keychain

---

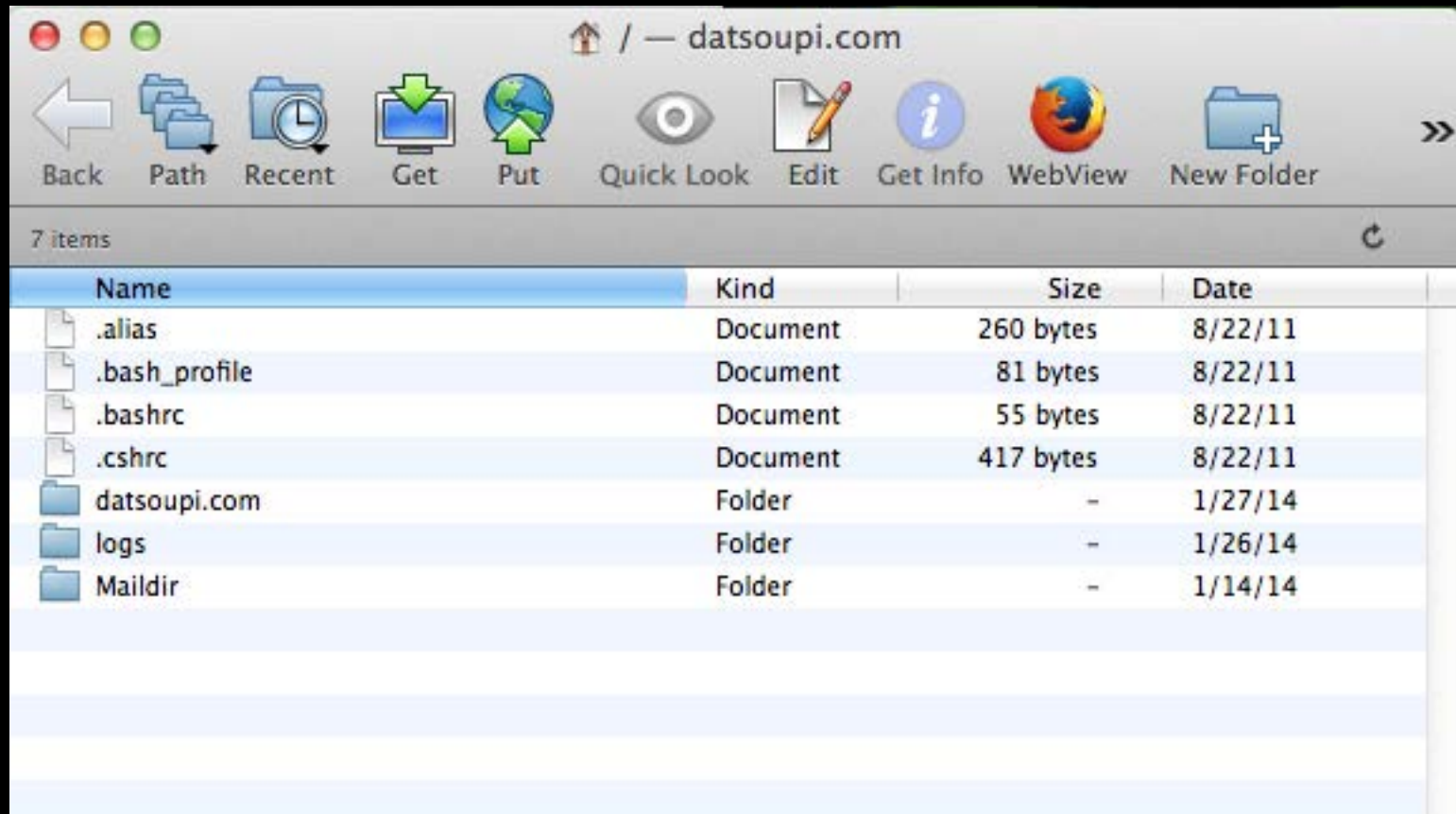
 Initial folder:

Port:

Try to connect  times.



# Fetch FTP Client



# Color

## RGB values

These express colors in terms of how much red, green and blue are used to make it up

```
rgb(100,100,90)
```

## hex Codes

These are six-digit codes that represent the amount of red, green and blue in a color, preceded by a pound or hash # sign

```
#ee3e80
```

## Color names

There are 147 predefined color names that are recognized by browsers

```
DarkCyan
```

## Rgba (opacity CSS3)

Adds alpha for transparency support

# Foreground Color

```
/* color name */  
h1 {  
    color: DarkCyan;}  
/* hex code */  
h2 {  
    color: #ee3e80;}  
/* rgb value */  
p {  
    color: rgb(100,100,90);}
```

# Background Color

background-color property sets the color of the background for a “box” of each HTML element

```
body {  
    background-color: rgb(200,200,200);}
h1 {  
    background-color: DarkCyan;}
h2 {  
    background-color: #ee3e80;}
p {  
    background-color: white;}
```

# Background Color

background-color property sets the color of the background for a “box” of each HTML element

Unspecified color is transparent (not white)

```
body {  
    background-color: rgb(200,200,200);}
```

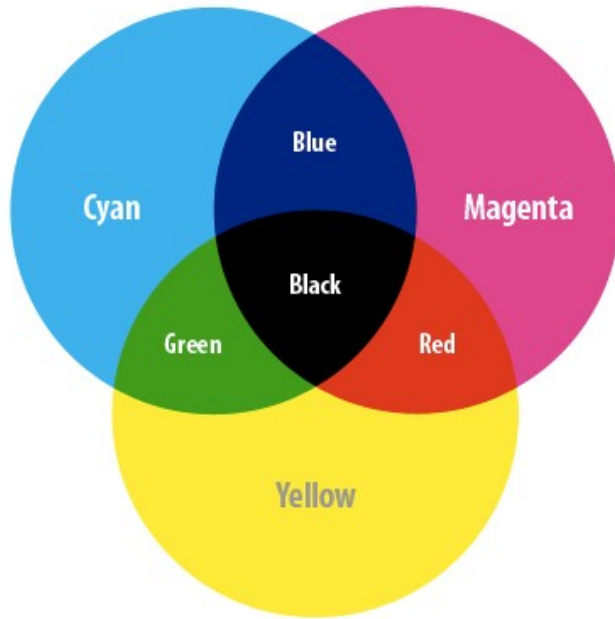
```
h1 {  
    background-color: DarkCyan;}
```

```
h2 {  
    background-color: #ee3e80;}
```

```
p {  
    background-color: white;}
```

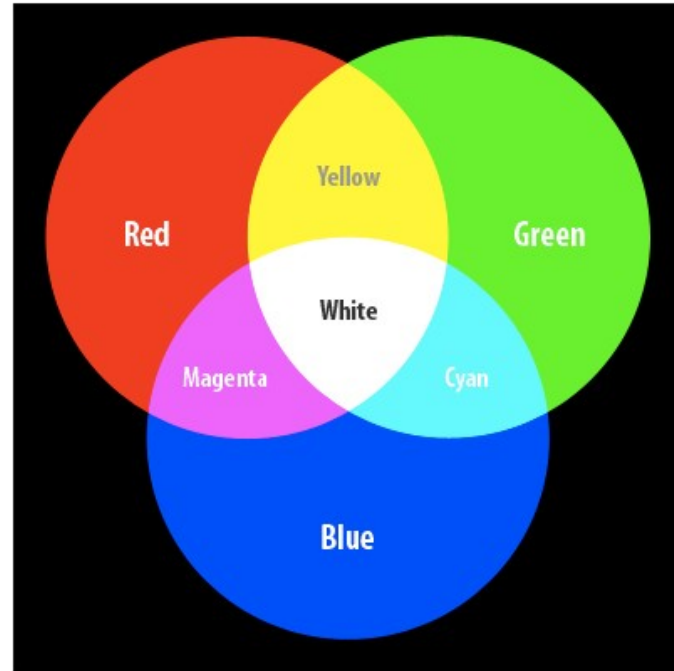
# Color Systems

## CMYK – The Subtractive System



*CMYK Color Model*

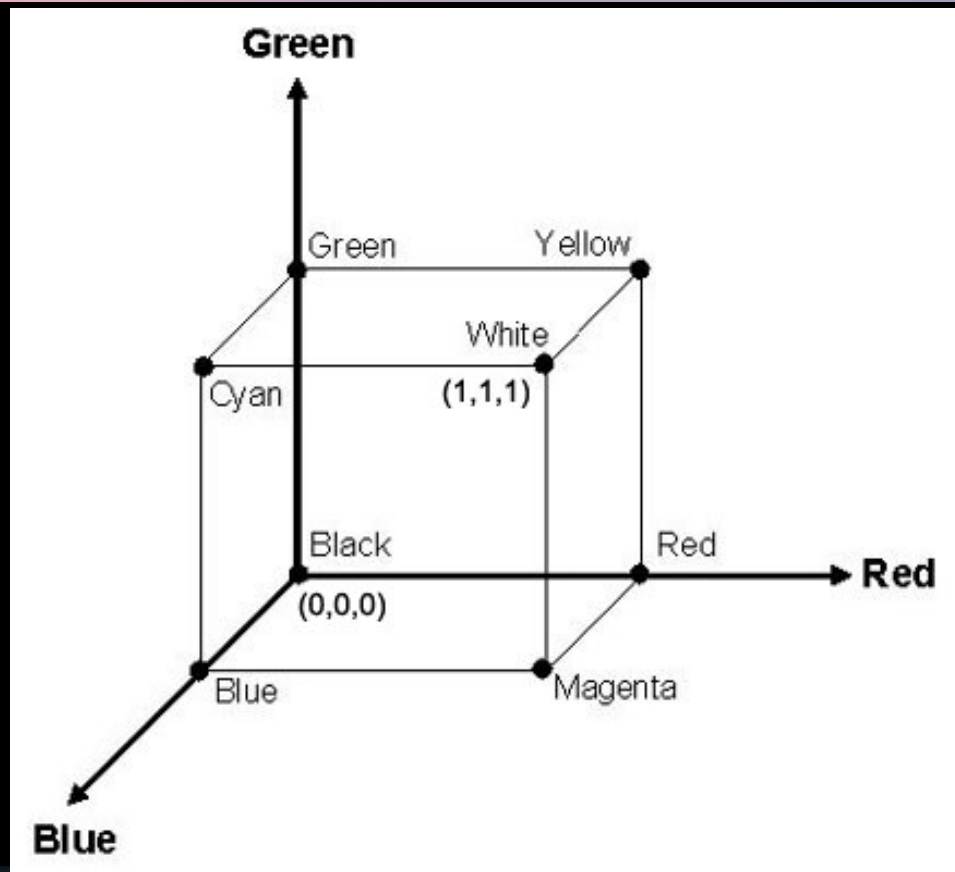
## RGB – The Additive System



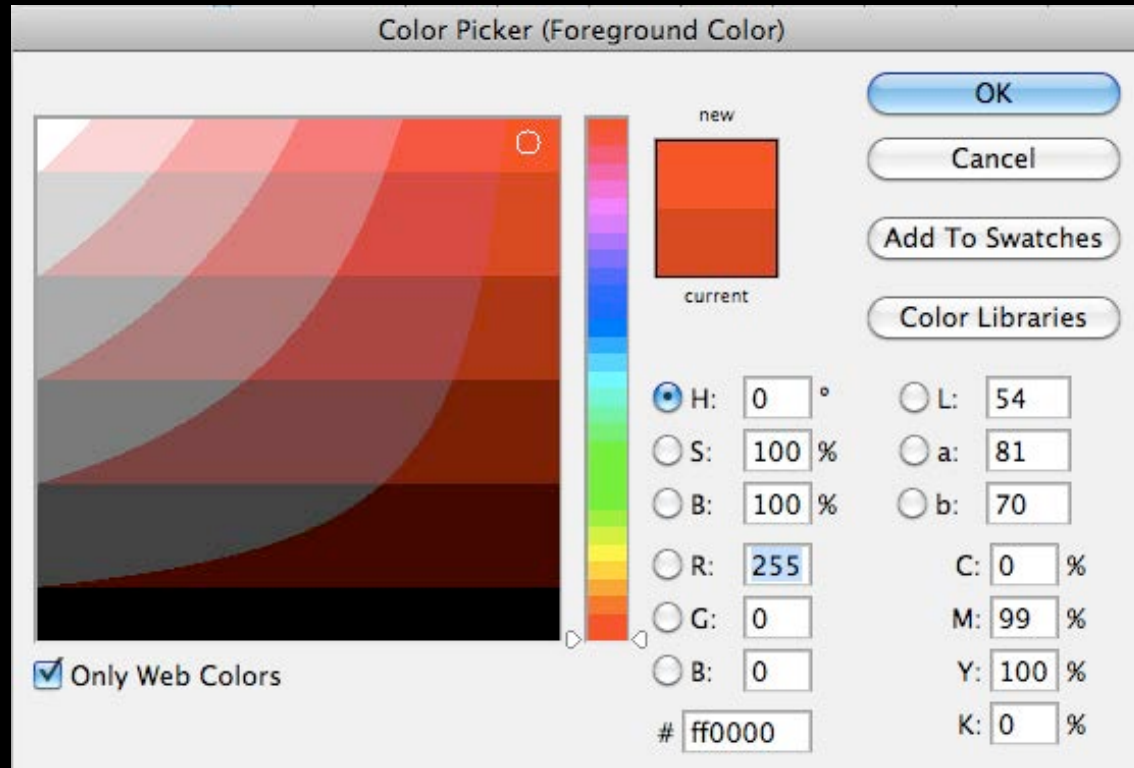
*RGB Color Model*



# Color Cube



# Color Picker (in Photoshop)



# RGB Color

Values for red, green, and blue are expressed as numbers between 0 and 255.

```
rgb(255,0,0)
```

This red color is made up of the following values:

255 red

0 green

0 blue

# Hexadecimal Color

In mathematics and computer science, **hexadecimal** (also base 16, or **hex**) is a positional numeral system with a radix, or base, of 16.

It uses sixteen distinct symbols, most often the symbols 0–9 to represent values zero to nine, and A, B, C, D, E, F (or alternatively a–f) to represent values ten to fifteen.

Hexadecimal numbers are used on web pages to specify colors.

<b>Decimal:</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<b>Hexadecimal:</b>	0	1	2	3	4	5	6	7	8	9	A	B	C	D	E	F

No intensity

Full intensity

# Hexadecimal Color

The color is defined by its mix of Red, Green and Blue intensities, each of which can be in the range:

- 0 to 255 (in decimal)
- 00 to FF (in hexadecimal)

HEX # rrggbb

BLACK #000000

WHITE #FFFFFF

# Hexadecimal Color

HEX # rrggbb

red #FF0000

green #00FF00

blue #0000FF

- The first two digits are the red color blend, from no intensity ( 00 ) to full intensity red ( FF )
- The second two digits are the green color blend, from no intensity ( 00 ) to full intensity red ( FF )
- The third two digits are the blue color blend, from no intensity ( 00 ) to full intensity red ( FF )

# Hexadecimal Color

HEX # rrggbb

magenta # ?

cyan # ?

pink # ?

[What the HEX?](#)

<b>Decimal:</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<b>Hexadecimal:</b>	0	1	2	3	4	5	6	7	8	9	A	B	C	D	E	F

No intensity

Full intensity

# Opacity (CSS3)

opacity allows you to specify the opacity of an element and any of its child elements (supported by the most recent browsers )

it is a number between 0.0 and 1.0

0.5 is 50% opacity

```
p.one {  
    background-color: rgb(0,0,0);  
    opacity: 0.5;}  
  
p.two {  
    background-color: rgb(0,0,0);  
    background-color: rgba(0,0,0,0.5);}
```



# HSL (CSS3)

## Hue Saturation Brightness

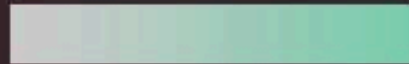
### HUE

Hue is the colloquial idea of color. In HSL colors, hue is often represented as a color circle where the angle represents the color, although it may also be shown as a slider with values from 0 to 360.



### SATURATION

Saturation is the amount of gray in a color. Saturation is represented as a percentage. 100% is full saturation and 0% is a shade of gray.



### LIGHTNESS

Lightness is the amount of white (lightness) or black (darkness) in a color. Lightness is represented as a percentage. 0% lightness is black, 100% lightness is white, and 50% lightness is normal. Lightness is sometimes referred to as *luminosity*.



# HSLA (CSS3)

Hue Saturation Brightness + Alpha = hsla

Alpha is expressed as a number between 0 and 1.0.

0.5 - 50% transparency

0.75 - 75% transparency

```
body {
```

```
  background-color: #C8C8C8;
```

```
  background-color: hsl(0,0%,78%);}
```

```
p {
```

```
  background-color: #ffffff;
```

```
  background-color: hsla(0,100%,100%,0.5);}
```

# HSLA (CSS3)

Hue Saturation Brightness + Alpha = hsla

Alpha is expressed as a number between 0 and 1.0.

0.5 - 50% transparency

0.75 - 75% transparency

```
body {
```

```
  background-color: #C8C8C8;
```

```
  background-color: hsl(0,0%,78%);}
```

```
p {
```

```
  background-color: #ffffff;
```

```
  background-color: hsla(0,100%,100%,0.5);}
```

# <span>

- an inline equivalent of the <div> element. It is used to:
  - Contain a section of text where there is no other suitable element to differentiate it from its surrounding text
  - Contain a number of inline elements
  - To control the appearance of the content of these elements using CSS

usually a class or id attribute is used with <span> elements

## <span>

<p> Graphic Design can be described as the process of visually communicating ideas and information through the use of signs, symbols, and images. </p>

Graphic Design can be described as the process of visually communicating ideas and information through the use of signs, symbols, and images.

# Color/exercise3.html

Ivory

```
<span class="yellow"> Yellow </span>
```

Lavender

Orange

Golden

Ivory

Yellow

Lavender

Orange

Golden