

LEARNING RESOURCE

SPA - MEDIA ARTS

THE INTERNET & THE WORLD WIDE WEB

QUARTER 3 - MODULE 1

LEARNING RESOURCE for Media Arts

Media & Communication

The Internet and the World Wide Web 1

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SPA-MEDIA ARTS – Grade 8

Quarter 3 – The Internet and the World Wide Web 1

Objective

Welcome to Quarter 3! We are halfway through the school year and so many topics about media arts have been explored. This quarter, you will learn more about the Internet and the World Wide Web and prepare you in creating your first web page by discovering about the online world, how the internet media and communication have evolved throughout the years, and the different creative and technical sides of creating a website.

To be able to acquire the necessary hands-on experience, a basic computer with a free Text Editor software is recommended so you can try the codes yourself as you go through the module.

At the end of this quarter you will be able to:

1. Discuss the history of the internet in the Philippines;
2. Explain how the developments of internet media changed the way we communication;
3. Relate the different internet safety tips and netiquette;
4. Differentiate the basic HTML codes to create a webpage;
5. Develop a website based on the lessons learned in web development.

So, if you are ready, let us begin!

Review

Last quarter, you were able to demonstrate a better understanding of more advanced concepts and principles of photography. You were able to identify different techniques and processes, learned how to use simple lighting to illustrate different effects on a subject and apply your learnings through your own photographs. Make sure to save those awesome photographs because you will be using these for your portfolio project at the end of this term.

INTRODUCTION

Long before Google was invented, our parents and grandparents relied on big bulky encyclopedias for information, yellow pages for directories, the radio and television for news, the good 'ol mailman for letters and the Nintendo, Betamax, and board games as a source of entertainment.

With the advancements of technology and the proliferation of different and innovative tools using the internet, people now enjoy countless ways to search for content, connect with friends and family, purchase different products, watch movies and TV series, and listen to music.

The internet has opened an entire new world of opportunities for everyone around the world, and has improved our quality of life.



LESSON 1

The Internet in the Philippines

The internet in the Philippines was first established on March 29, 1994 by a Filipino engineer, Benjie Tan who was then working for ComNet. He established the Philippines's first 64 kbit/s internet connection at a PLDT network center. He posted a short message to a newsgroup to alert the Filipinos overseas about his success.



(Image source <https://twitter.com/enjoyGLOBE/status/449872764405428224/photo/1>)

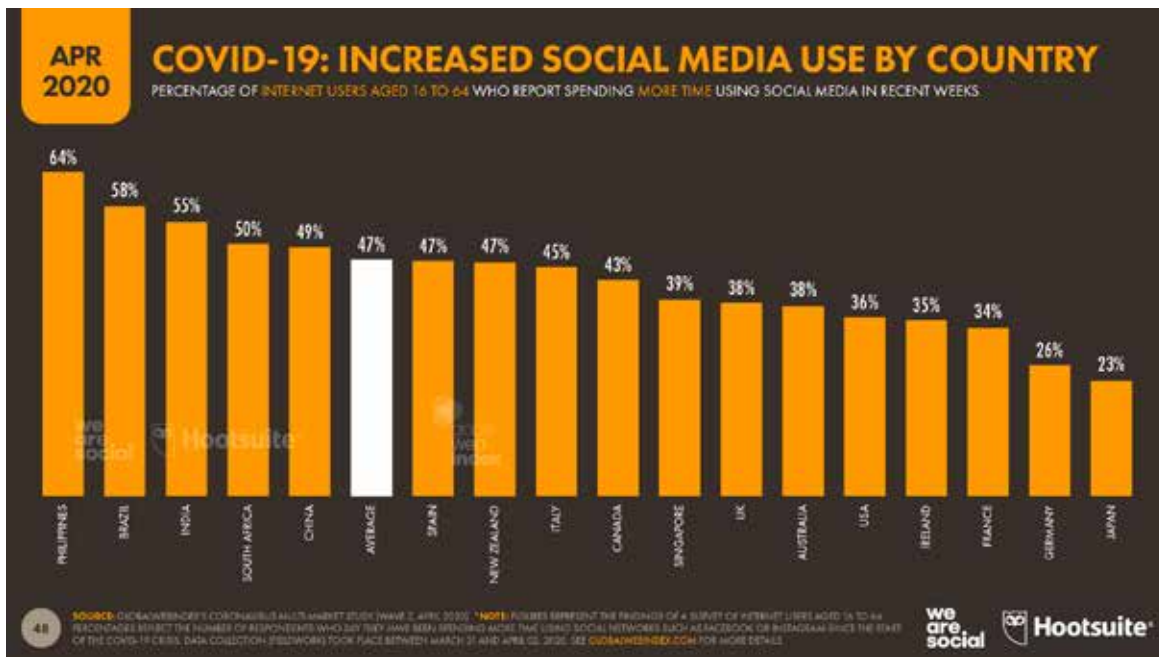
The message read: "As of March 29, 1994 at 1:15 am Philippine time, unfortunately 2 days late due to slight technical difficulties, the Philippines was FINALLY connected to the Internet via SprintLink. The Philippine router, a Cisco 7000 router, was attached via the services of PLDT and Sprint communications to SprintLink's router at Stockton Ca. The gateway to the world for the Philippines will be via NASA Ames Research Center. For now, a 64K serial link is the information highway to the rest of the Internet world."

Using the internet has become part of our daily activities. Almost everything that we do is online whether for entertainment, news, or productivity. It has become an integral part of our culture, and in our society. Different individuals, businesses and institutions have started to adapt to this digital change that has become widely accepted.

The Internet became an avenue for online content and it became a virtual place for people to share text, videos, photos and use it to send messages and converse with anyone from other parts of the world. Different websites were developed that enabled us to digitally share content, sell products and services in different platforms, socialize and connect with friends and family.

Statistics

According to statistica.com, 70.7% of the population in the Philippines was using the internet as of 2019. That's equivalent to 79 million internet users. The Philippines is ranked as the 12th country with most internet users in the world. It is estimated by year 2025 that there will be an increase of 77.1% of the population using the internet.



<https://wearesocial-net.s3.amazonaws.com/uk/wp-content/uploads/sites/2/2020/04/10-Increases-in-Social-Media-by-Country-DataReportal-20200422-Digital-2020-April-Global-Statshot-Report-Slide-48.png>

Going Digital

Going digital has become a norm, especially during the COVID-19 pandemic wherein schools, businesses and other establishments were forced to close due to the government mandate of a countrywide lockdown. Everyone had to adapt to the new normal of doing things, which is doing mostly everything online. Employees had to work from home and communicate with colleagues through email, chat and video conferences. Students had to participate in online classes, and people embraced the concept of online selling and shopping more.

According to the survey by We Are Social and Hootsuite, the Philippines has seen a rise in the use of the internet, smart phones, and tablets even before the COVID-10 pandemic began. And because of the new normal way of living, there is generally going to be an increase in internet usage from different types of users.



LESSON 2

The Internet & Media Communication

The internet media is continuously growing because of the increasing number of people who have started to adapt to these technological advances and choose digital channels instead of traditional ones. Online communication was established during the 1970's when posting of news or articles in different online newsgroups started. Since then, the developments of online communication evolved in tremendous ways that changed the way the internet has influenced us in our daily lives.

1971: Email	Email was developed in 1971 by Ray Tomlinson.
1971: Project Gutenberg and eBooks	Project Gutenberg, established by Micheal Heart in 1971, was the first provider of free online electronic books (eBooks) and is considered as the oldest digital library.
1978: The Bulletin Board System (BBS)	Bulletin Board System was one of the first forms of social media. This system allowed users to connect online and upload or download data, read news articles, and exchange messages with other users through message boards.
1988: Instant Messaging Time	Also known as the IRC, this is the first program for modern instant messaging for PCs.
1997 - 2001: Different Social Media Platforms	During this period, different social media platforms have emerged such as the Sixdegrees, Asianavane, Migente and Blackplanet in which allowed users to personalize their pages and add profile photos and friends.
2002: Friendster	Frienster started in 2002 and has more than a hundred million registered users, which was mostly from Asia. Users can discover friends, send testimonials and messages to other users in different parts of the world.
2003: LinkedIn	LinkedIn was established in 2003 and is used by professionals to build networks for business and create an online resume. LinkedIn's services have evolved throughout the years and now allows you to access knowledge through shared articles and find new business and career opportunities.
2003: Wordpress	The Wordpress was created by Matt Mullenweg and Mike Little. It started as a blogging platform and was well received when it was first launched in 2003. This created a whole lot of new opportunities for developers, designers, writers and web publishers to create a new venue to share content.

2004: MySpace	MySpace is a social media platform which allows users to connect and share content. It was the most famous social media platform in the world by 2006. Aside from its instant messaging platform, users were allowed to embed videos and music in their pages.
2004: Facebook	Facebook was first launched in 2004 for Harvard students, and publicly by 2008. It has become the most popular social media platform and continues to grow. It allows users to share content and connect with other people. Facebook is now also an integral tool for marketing for businesses, and allows other people to sell products and services as well.
2005: YouTube	YouTube was launched in 2005 and became one of the first major sharing sites for video platforms. Users can upload different videos and embed them in other sites or blogs. This became one of the most popular tools in sharing content of short documentaries, films, tutorials, unboxing, and even vlogs.
2006: Twitter	Twitter came in 2006 and is now considered as a microblog. Different news sites also use Twitter as a platform to share articles.
2010: Instagram	Instagram is mainly a photo sharing site that uses visual communication to connect to people. It allows users to share photos and videos.

The proliferation of these different online tools for communication opened up a lot of creative opportunities for everyone to communicate, share stories and ideas that can be easily accessible for everyone in the world.



LESSON 3

Internet Safety & Netiquette



https://www.freepik.com/free-photo/hands-with-laptop-virtual-world-map_979060.htm#page=1&query=internet&position=36

The internet is a space where people can easily get information even from across the world all in one click. As convenient as this may seem for most, it is important to keep in mind that there are predators lurking online and look for potential targets. Revealing personal information online such as your phone numbers, address, current locations, passwords, and even the content that you share such as your photos and videos can put your privacy and safety at risk. Hackers are always on the lookout for these personal information that they can use against you, and use to access your online accounts

Likewise, netiquette (or online etiquette) is just as important online as it is in the real world. Having poor netiquette can cost you relationships with your family and friends, your job, or even can get you in trouble with the law.

Below are different internet safety tips and netiquette to protect yourself online.

Always Use Strong Passwords

Using your birthday as your password is a big no-no. It's a common combination and it seems it's everyone's default password. Try combining special characters (if permitted), with capital letters and numbers.

Keep Your Personal Information

You can protect yourself by not exposing too much about yourself. Sure it's great to share photos of your OOTDs or your recent getaway or where you are currently hanging out. But hackers can find a way on how to know your location and the places you have visited. Avoid exposing other information such as your place of residence, your school, your mobile number and even your full name.

Be Mindful of What You Post

Posting something online can be quicker than a lightning speed, and so does the ability of other people screen grabbing your posts. Any comments, photos, or videos of yourself that you post may stay online and can always resurface anytime. Your parents, or even your employers, might come across that screenshot.

Not Everyone Online is Trustworthy

There are some people online who use fake accounts and not always who they claim to be. Hackers use fake social media accounts to lurk in cyberspace and pick unwary users.

Only Purchase for Secure Sites

Be cautious when purchasing from online sites. Even the most secure sites sometimes get hacked and sensitive information can be obtained by hackers such as your credit card account information. Only purchase from reputable online stores, and never save your passwords and credit card information.

Be Careful of What You Download

Not all downloadable content is safe. Cybercriminals often try to trick unwary users into downloading malicious files that contain malware through apps or games or even from different websites. Always double check the website before downloading anything.

Choose Your Friends Wisely

This applies most especially to your online friends. Try to keep your social media accounts

as private as possible by choosing the people that can follow you. Avoid accepting friend requests from people you do not know.

Respect Other People's Posts

Respect should be given to everyone at all times, regardless of their opinions or ideas. You can comment, question or critique an idea but not to attack that person. Always practice kindness online.

Make Yourself Look Good Online

And this does not mean your physical appearance. The kinds of things that you post online reflect who you are as a person. Headhunters and employers do background checks through social media accounts. Avoid posting fake news, cyberbullying, and generally being a toxic person online.

Activity 1:

It's reflection time! Answer the following the questions:

1. How do you think the internet has improved our way of living? Give examples on how the internet has made your life easier.
2. Aside from the positive things that we can benefit from the internet, what do you think are the negative things about the internet?

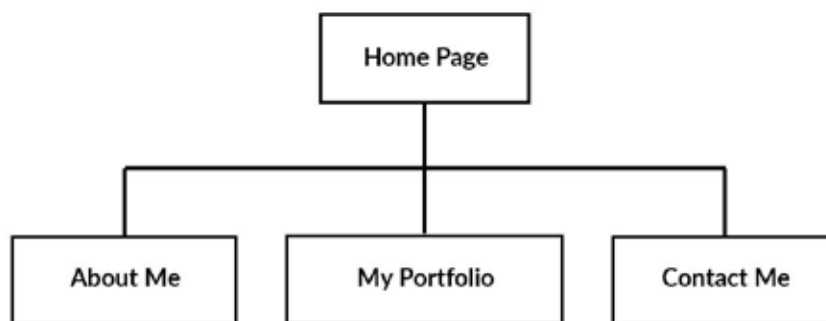


Introduction to HTML

HyperText Markup Language (HTML) is the language used to create web pages that can be viewed using a web browser (such as Google Chrome, Firefox, and Safari to name a few). A markup language consists of different characters in a document which tells the web browser how the page should be displayed. HTML provides structure to a document and allows you to organize the information that you want to display so that it can be understood easily by your viewers. Headers, paragraphs, bulleted and numbered lists, and even images can be formatted using HTML.

Planning Your Website

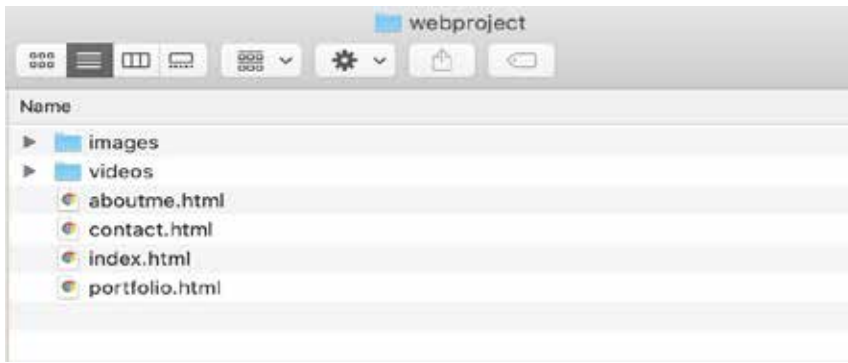
Planning your website's content and pages will save a great deal of time for development. You can create a sitemap that shows the outline of your website's pages, and shows the connection between web pages. A sitemap can help you plan and organize your content and identify the goals of your website, and ensure that every page within the website reaches your goals.



The image above shows an example of a sitemap of a basic portfolio website. The website has four pages. As you can see in the image, the pages About Me, My Portfolio, and Contact Me can be accessed through the Home page, and vice versa.

Creating Your Website's Folder

Now that you understand the importance of a sitemap, it is now time to create the directory of your website in your computer. Create a designated folder in your computer for your web pages which includes other assets such as your images and videos. Check out the image below.



The designated folder for the web pages and assets is named as “webproject”. The “webproject” folder contains different .html files and two sub-folders named as “images” and “videos”. This is where

you can save your assets. Saving your web files like this will help you create a more organized folder, therefore it will be easier for you to locate your files later on.

Working With HTML Files

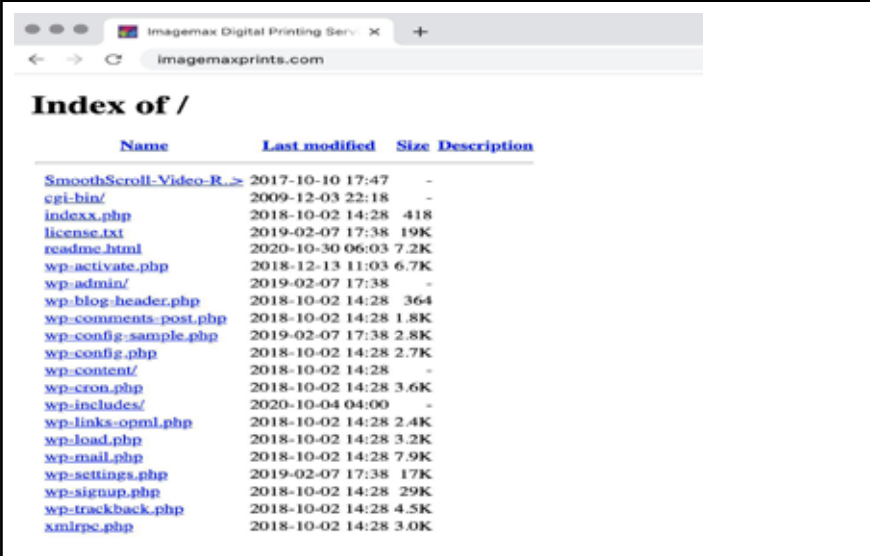
Although for this module you will be working offline and will be saving your files in your computer rather than uploading them in a server, it is best to know that the default name of the first page of your website should be named as index.html.

When viewed online, this is the default file that a server will look for if no specific file is requested. The index.html also serves as the home page of a directory and will be the first page that a user will see when a website’s URL is accessed. For example, if a user enters “www.domainname.com/aboutme.html”, then the server will display the aboutme.html page. Otherwise, if a user enters “www.domainname.com”, the server will display the default home page which is the index.html.

Naming the first page as index.html also serves as a security measure so that others will not see the contents of your directory. The images below show a comparison between a website with an index.html file, and a website without an index.html.

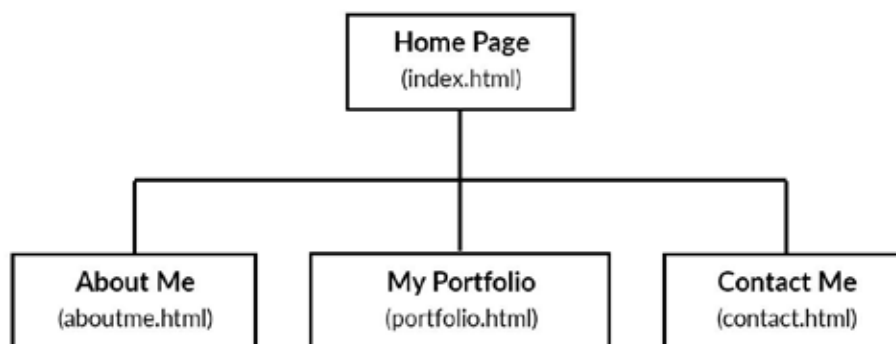


When a user enters “www.imagemaxprints.com” in the web browser, the home page (or the **index.html**) will be displayed.

	<p>If an index.html file does not exist in the directory, the server will display all the files (including images and videos!) in the directory, which can compromise the security of your website.</p>
--	---

Saving HTML Files

Make sure to save your web pages using the .html file extension (example: aboutme.html, portfolio.html, contact.html, and so on) so that the web browser can recognize the file as a web page.



When saving an HTML page, filenames in lowercase letters are strongly suggested to avoid errors. Filenames should not have special characters and spaces. You can use a dash (-) to separate the words instead of using spaces. Otherwise, spaces will be converted into a percent sign (%) which is not ideal for a web page's filename. Lastly, make sure to keep your filenames short and easy to remember.

THIS:	INSTEAD OF THIS:
✓ <i>aboutthecompany.html</i>	✗ <i>AboutTheCompany.html</i> Use all small letters to avoid confusion and errors for your viewers when they type the web page's name.
✓ <i>missionvision.html</i> or <i>mission-vision.html</i>	✗ <i>mission vision.html</i> Because when viewed in a web browser, it will become like this: <i>mission%20vision.html</i> . Notice the space is converted into a percent sign?
✓ <i>projectbooking.html</i>	✗ <i>learnhowtobookmeforprojects.html</i> Keep your file name short and easy to remember.

Activity 2: Create your own sitemap

Get a piece of paper (or you can do this using your computer), draw a sitemap. Your sitemap needs to have a total of 4 pages including the index.html (or (home”).

Activity 3: Create your own directory based from your sitemap

In your computer, create a folder in your desktop or documents folder. Name this folder as “myfirstwebsite”. In that folder, create two more subfolders and name them as “images”, and “videos”.



Basic HTML Elements

HTML elements use different tags that command a browser what to display and how to display them. All web pages consist of many different HTML tags that can make a web page functional and aesthetically pleasing. There are over a hundred of different tags that you can use and you will eventually learn all of them as you practice creating web pages.

The **DOCTYPE** declaration, `<html>`, `<head>`, `<title>`, and `<body>` are the 5 basic elements needed for a web page to work.

If you notice below, the *html*, *head*, *title* and *body* appear in pairs and are in between brackets. These are called tags, which are instructions that command a web browser how to display a web page.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h1>This is a Heading</h1>
  <p>This is a paragraph.</p>
</body>
</html>
```

Each pair of tags consist of an opening tag and a closing tag. For example:

```
<head>
  <title>This is the Title of the Page</title>
</head>
```

`<head>` and `</head>` is one pair of tags, and so is `<title>` and `</title>`. The opening tag of each pair indicates where the instruction begins. The ending tag should always include a forward slash (/) just after the first bracket symbol. This indicates the ending of an instruction.

Remember, a pair of tags should always have an opening and a closing tag.

```
<head> and </head>
<title> and </title>
```

`<body>` and `</body>`
`<h1>` and `</h1>`
`<p>` and `</p>`

For a web page to work, the following elements must always be included in the document:

1. DOCTYPE declaration

Although not a tag, this line indicates what type of HTML the page is using since there are several other different types of HTML. The **DOCTYPE** declaration is important to make sure that your styles will also work in other web browsers.

```
<!DOCTYPE html>  
<html>  
<head>  
  <title>This is the Title of the Page</title>  
</head>  
<body>  
  <h1>This is a Heading</h1>  
  <p>This is a paragraph.</p>  
</body>  
</html>
```

2. <html> tag

The opening `<html>` tag appears at the beginning just after the **DOCTYPE** declaration, and the `</html>` tag appears at the very end of the document. This is an important element because this tells the web browser that the information in the document is written in HTML.

```
<!DOCTYPE html>  
<html>  
<head>  
  <title>This is the Title of the Page</title>  
</head>  
<body>  
  <h1>This is a Heading</h1>  
  <p>This is a paragraph.</p>  
</body>  
</html>
```

3. <head> tag

The <head> tag appears after the <html> tag. Elements such as the page title, styles, javascript, and other invisible information may be included between the opening and closing <head> tags.

```
<!DOCTYPE html>
<html>
  <head>
    <title>This is the Title of the Page</title>
  </head>
  <body>
    <h1>This is a Heading</h1>
    <p>This is a paragraph.</p>
  </body>
</html>
```

4. <title> tag

The opening and closing <title> tag appear inside the <head> tag. This is where you can place the title of your web page, which is usually seen on the page tabs in your web browsers.

```
<!DOCTYPE html>
<html>
  <head>
    <title>This is the Title of the Page</title>
  </head>
  <body>
    <h1>This is a Heading</h1>
    <p>This is a paragraph.</p>
  </body>
</html>
```

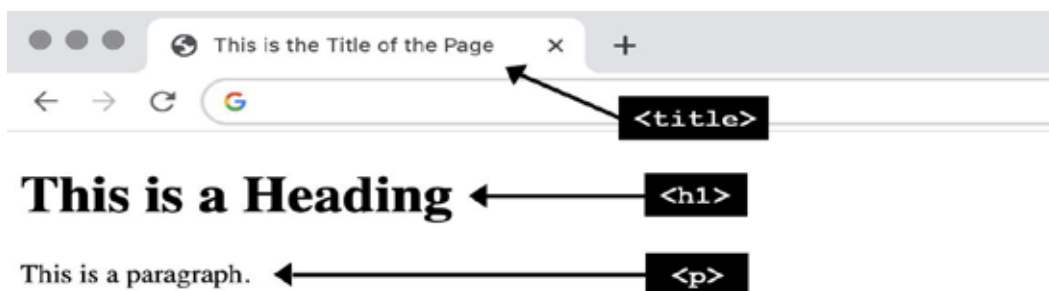
5. <body> tag:

The opening and closing <body> tag is placed after the closing </head> tag. The <body> tag contains the content that you want to appear in a web browser. These can be text, images, videos, and other multimedia content that are compatible for web use.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h1>This is a Heading</h1>
  <p>This is a paragraph.</p>
</body>
</html>
```

When translated to a web page, the set of codes that you created will look like this when viewed in a web browser:

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h1>This is a Heading</h1>
  <p>This is a paragraph.</p>
</body>
</html>
```



Activity 4: Create your first index.html file

Step 1:

Create a new HTML file by opening any available Text Editor software you have on your computer. One of the most common Text Editors is the Notepad for Windows, or TextEdit for Mac. Click on **FILE > NEW** to create a new document, and save the file as **index.html** and place it in the directory that you previously created from **Activity 3**.

Step 2:

In your **index.html** file, type these codes and save the file.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h1>This is a Heading</h1>
  <p>This is a paragraph.</p>
</body>
</html>
```

Step 3:

Check the index.html file in the web browser. Open your web browser (example: Google Chrome, Safari, or Mozilla) and click **FILE > OPEN >** and a dialogue box will open. Select your **index.html** file click the **OPEN** button.

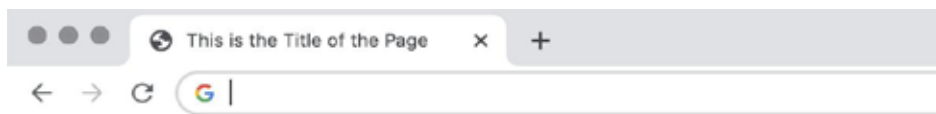


HTML Headings

HTML headings consist of six different sizes, from `<h1>` to `<h6>`, that can be used for titles or subtitles on a webpage. These headings have their own default sizes and can differ from one web browser to the other.

`<h1>`, or Heading 1, is the biggest which is usually deemed as the most important heading; while `<h6>`, or Heading 6, is the smallest and can be the least important. It is important to use headings properly to create hierarchy on your web page. Using headings will also help your users skim through your web page and see right away the information they need.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h1>This is Heading 1 - The Biggest</h1>
  <h2>This is Heading 2</h2>
  <h3>This is Heading 3</h3>
  <h4>This is Heading 4</h4>
  <h5>This is Heading 5</h5>
  <h6>This is Heading 6 - The Smallest</h6>
</body>
</html>
```



This is Heading 1 - The Biggest

This is Heading 2

This is Heading 3

This is Heading 4

This is Heading 5

This is Heading 6 - The Smallest



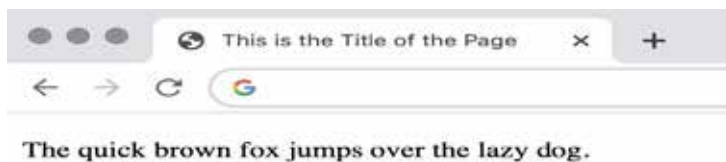
LESSON 7

Paragraph

The `<p>` tag defines a paragraph and always starts on a new line. Browsers automatically white space before and after a paragraph which is called a margin. A paragraph may contain several lines in your codes but the web browser ignores this and displays it differently. However, adding a `
`, or a line break, will allow you to create a space in between each line such as this one `</p>`.

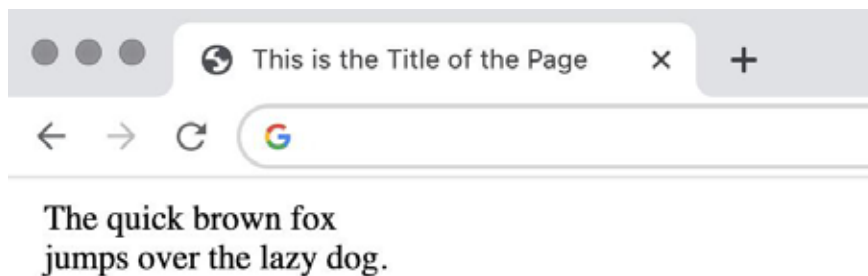
This paragraph contains several lines in your text editor. However, the document will just display the text as one single line when viewed on a web page.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <p>
    The quick brown fox
    jumps over the lazy dog.
  </p>
</body>
</html>
```



This example uses the `
` tag, which allows you to create several lines in one paragraph.

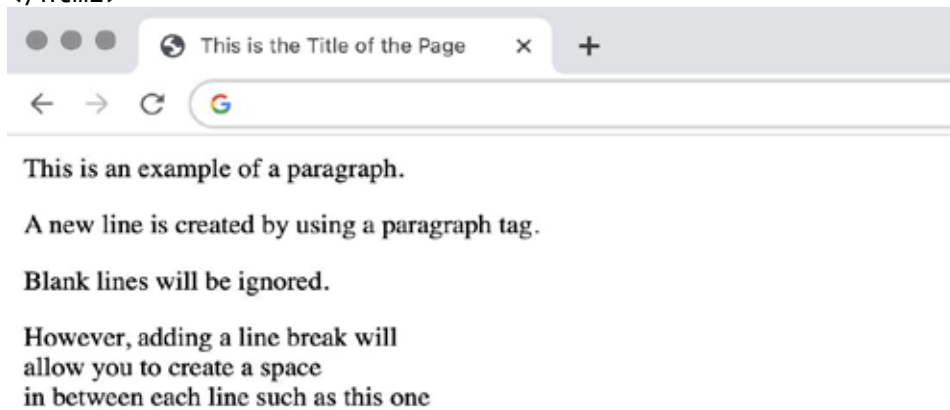
```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <p>
    The quick brown fox <br>
    jumps over the lazy dog.
  </p>
</body>
</html>
```



```

<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <p>This is an example of a paragraph.</p>
  <p>A new line is created by using a paragraph tag.</p>
  <p>Blank lines will be ignored.</p>
  <p>However, adding a line break will <br> allow you to create a
space <br>
  in between each line such as this one</p>
</body>
</html>

```



Activity 5

In the same index.html file, add the following content:

Heading 1: The Little Prince

Heading 2: by: Antoine de Saint-Exupéry

Paragraph using this format:

“If you love a flower that lives on a star,
it is sweet to look at the sky at night.
All the stars are a-bloom with flowers...”



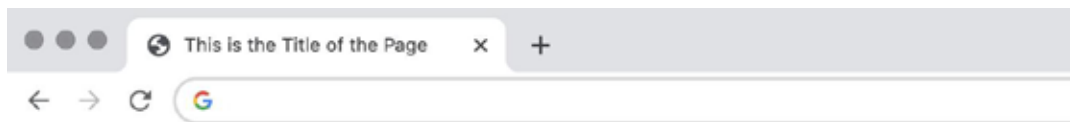
Text Formatting

Different formatting elements in HTML can be used to convey different meanings, whether you want to place importance or emphasis on a certain word or phrase.

1. `` and ``

The `` tag simply makes a text or a sentence in bold format, but not necessarily convey meaning. Whereas the `` tag can be used to convey importance, usually applied in a heading, caption, or other parts in the paragraph that needs to be deemed as with value or significance.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <p><b>This is an example of a line with bold formatting.</b></p>
  <p><strong>This tag can be for important words!</strong> Use this
tag
to distinguish strong importance to your users.</p>
</body>
</html>
```



This is an example of a line with bold formatting.

This tag can be for important words! Use this tag to distinguish strong importance to your users.

2. <i> and

The <i> tag makes a text or a sentence in italic format and can be used on captions and different languages. On the other hand, tag can be used if you want to emphasize a text or a phrase.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <p><i>This is an example of a line with italic formatting.</i></p>
  <p>This tag can be used to <em>emphasize</em> something!</p>
</body>
</html>
```





HTML `<style>` Attribute

The HTML `<style>` attribute allows you to apply certain styles to enhance the look and feel of the content in your web page. Different styles consist of font styles, size, alignment and colors.

1. Font Family

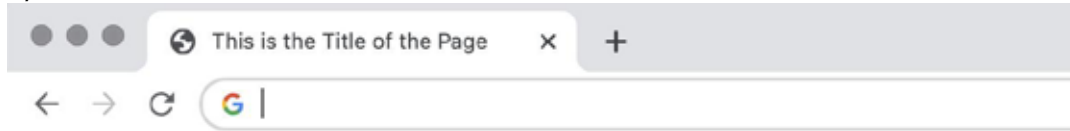
The default font of HTML in most browsers is Times New Roman. When you create your web page and do not define a font style, the web page will automatically display Times New Roman font when viewed in a browser.

Example:

```
<h1 style="font-family:verdana;">This is H1 using Verdana font.</h1>
```

It is important to note that browser display fonts differently, that is why using a web safe font for your web page is ideal. These web safe fonts appear the same regardless of the browser. There are different web safe fonts that you can use such as Arial, Verdana, Georgia, Trebuchet MS, Times New Roman, and Tahoma.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h1 style="font-family:verdana;">This is H1 using Verdana
font.</h1>
  <p style="font-family:Arial;">This is paragraph is using Arial
font.</p>
</body>
</html>
```



This is H1 using Verdana font.

This is paragraph is using Arial font.

2. Font Size

Headings 1 to 6, and as well as the paragraph all have default sizes. If no font size is declared in the syntax, the web page will automatically display the default sizes for each of these tags.

HTML element	Pixel Height	Font Size (em)
<h1> </h1>	32px	2em
<h2> </h2>	24px	1.5em
<h3> </h3>	18.72px	1.17em
<h4> </h4>	16px	1em
<h5> </h5>	13.28px	.83em
<h6> </h6>	10.72px	.67em
<p> </p>	16px	1em

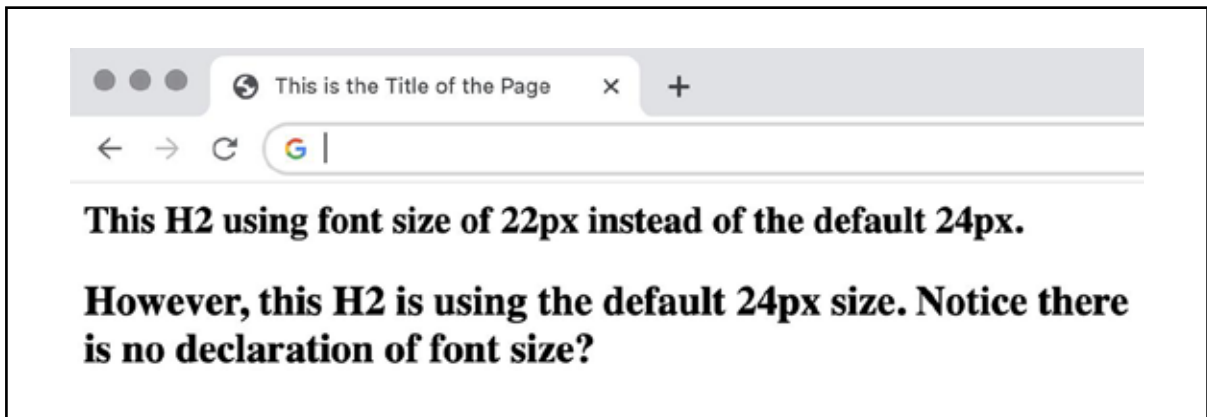
You can set different sizes for your fonts. Just make sure to indicate a font size in your <style> tag. Otherwise, the web page will display the default sizes when viewed in a browser.

Example:

```
<h2 style="font-size:22px;">This H2 using font size of 22px instead of the default 24px.</h2>
```

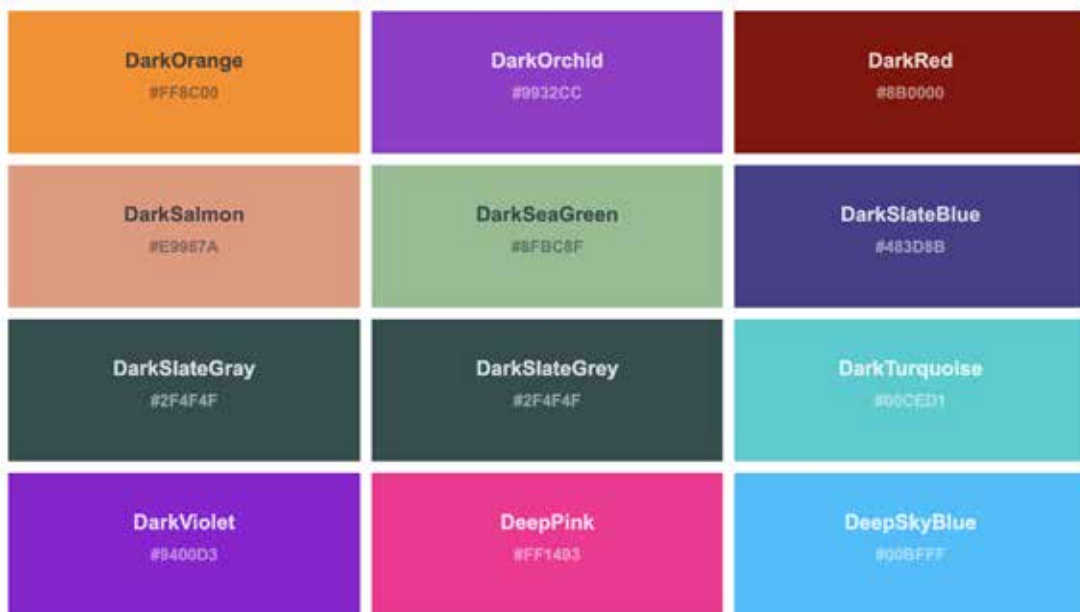
```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h2 style="font-size:22px;">This H2 using font size of 22px
  instead
  of the default 24px.</h2>

  <h2>However, this H2 is using the default 24px size. Notice there
  is
  no declaration of font size?</h2>
</body>
</html>
```



3. Color

Colors for the web are defined by using default color names (example: Coral), hexadecimal (example **#FF7F50**), or RGB (example: **rgb(255, 127, 80)**). There are different color names supported by browsers that you can use. You can also find a lot of websites that offer free color picker tools so you can get the hexadecimal or RGB values of a certain color.



https://www.w3schools.com/colors/colors_names.asp

You can set different colors for text and background. See the example below:

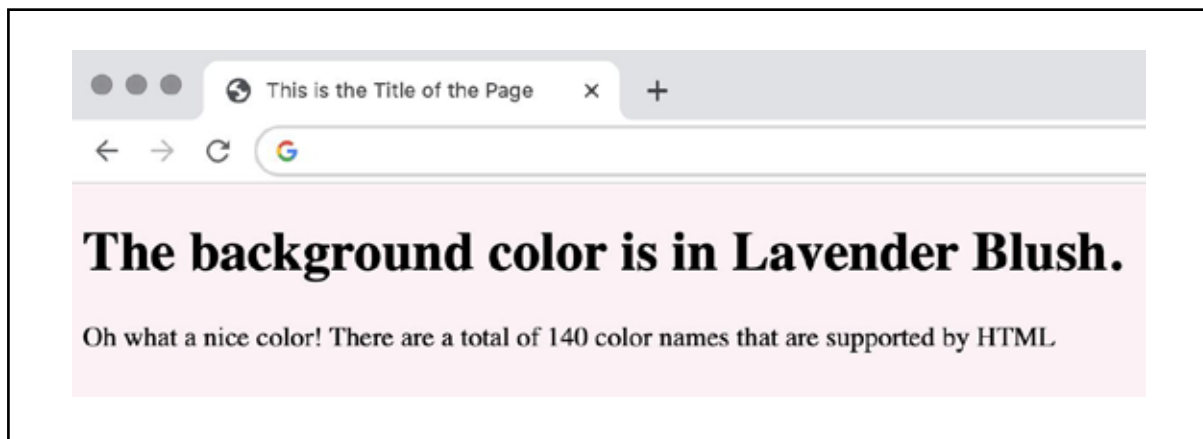
```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h1 style="background-color:LightBlue;">This is Heading 1 with a
  Light Blue background color</h1>
  <h2 style="color:Indigo;">This is Heading 2 using an Indigo text
  color.</h2>
</body>
</html>
```



4. Background Color

You can apply a different background color on an entire web page by using the `background-color` property within the `<body>` tag.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body style="background-color:LavenderBlush;">
  <h1>The background color is in Lavender Blush.</h1>
  <p>Oh what a nice color! There are a total of 140 color names
  that
  are supported by HTML</p>
</body>
</html>
```



5. Text Alignment

You can define the alignment of your text by using the `text-align` property. By default, the text alignment is left. However, you can declare a center or right alignment. But take note! Be careful when using center or right alignment. You can use center alignment for headings or captions. It is not ideal to use center alignment for long paragraphs.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h1 style="text-align:center;">This is Heading 1 in Center.</h1>

  <h2 style="text-align:center;">This is your sub heading which also in
  center text alignment. Use center alignment with care!</h2>

  <p style="text-align:center;">This is your paragraph in center text
  alignment. </p>

  <p>If no alignment is declared, then the text will be on left
  alignment by default.</p>
</body>
</html>
```



Activity 6

Using the same content from Activity 5 in the index.html file apply the following styles in the headings and paragraph:

1. Font Family
2. Font Color or Background color
3. Text Size
4. Center Text Alignment



Hypertext Links

Hyperlinks (or links) are defined using the `<a>` tag or the anchor element followed by the **href** attribute. Adding a hyperlink in your text allows you to go to a new location or webpage by clicking on the text.

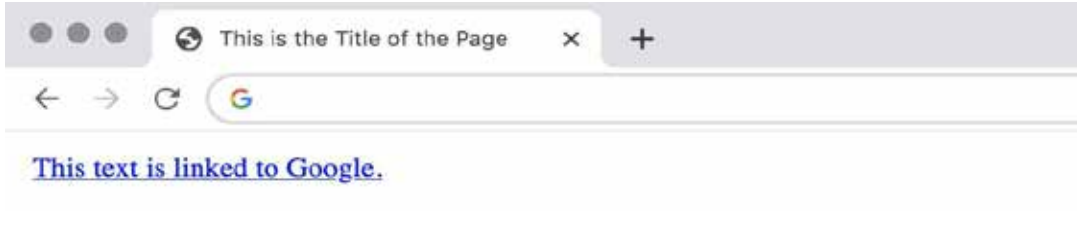
1. Syntax

The syntax that we use to create a hyperlink is `link text`. The href attribute indicates the destination of the link. The link text is the one that will be displayed when the web page is viewed in a browser.

Example:

```
<a href="https://www.google.com/">Click here to go to Google!</a>
```

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <a href="https://www.google.com/">This text is linked to
  Google.</a>
</body>
</html>
```



The hyperlinks have default styles and are displayed as follows:

- Unvisited Link - underlined, in blue color
- Visited Link - underlined, in purple color
- Active Link - underlined, in red color

2. Link Targets

The `<link>` target attribute can be used to specify where you want the web page to be loaded. By default, the linked web page will be displayed in the current tab or window of your browser. Opening the linked web page in the current tab or window is most ideal especially if the users are navigating within the pages of your website.

There are four different target attributes that command where the web page will be loaded:

_self	This is the default target. It opens the web page in the same tab or window of the website.
_blank	This target attribute opens the web page in a new tab or window of a browser. You can use this attribute when you are linking a different website.
_parent	This loads the web page within the parent frame, which is still within the same tab or window. However, this target attribute is only applicable when you are using frames.
_top	This attribute loads a web page in the full body of the same tab or window. If frames are being used within the link, clicking the hyperlink with the <code>_top</code> attribute cancels out the frames.

Try this yourself. Copy the syntax below and try applying the different target attributes to see the difference.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <a href="https://www.google.com/" target="_blank">This link
opens a
  new window or tab when clicked.</a>
</body>
</html>
```



Images

Images can enhance the look of a web page. Using images to support your web page's text content is one of the best ways to catch the attention of your users. You can insert images in the content, make use of them as links, and even apply in the main background of your webpage. Take note that your images must be optimized for the web (meaning, avoid using high resolution files which can cause web pages to load slowly), and image file types must be **.jpeg, .png, or .gif**.

Remember the “**images**” folder that you created in the previous activity? Make sure to save your images in that folder so you can locate and link your files easily. If a web page cannot locate the source of the image in relation to what was encoded in the syntax, it will display a broken link icon.


1. ** Tag**

To embed an image in your web page, you can use the **** tag. Using this tag links the images to a web page. That's why it's important that the source folder of your images are defined so that you won't have broken link icons in your web page.

2. ** Attributes**

The **** tag has different attributes that you can use to tell how to display an image. The **src** attribute is the path to the image. You won't be able to display the image without the **src** attribute. Aside from the **src**, there are three other attributes that you can use with the **** tag. These are **alt**, **width**, and **height**.

src	This is a required attribute and is placed after the img . This contains the path to the image. Example:
------------	--

<p>alt</p>	<p>alt means Alternate text. This is also an important attribute as it plays as a label of your image in a form of a text in case the image does not load in the browser.</p> <p>Example: <code></code></p>  <p><code>alt="This is another flower"</code></p> <p>https://www.freepik.com/free-photo/beautiful-shot-pink-flowers-by-sea-sunny-day-britain_10376297.htm#page=1&query=flower&position=7</p>
<p>width</p>	<p>This is an optional attribute. You can specify the width of the image to display in the browser. If no width is declared, the web page will display the actual width of the image.</p> <p>Example: <code></code></p>
<p>height</p>	<p>Same as the width attribute, you can also specify the height of the image. If no height attribute is declared, the web page will also display the actual height.</p> <p>Example: <code></code></p>

When declaring the width and height attributes of the images that you will use, make sure that you are declaring sizes that are proportional to the images so that the images will not look stretched.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
   <br>
  
</body>
</html>
```

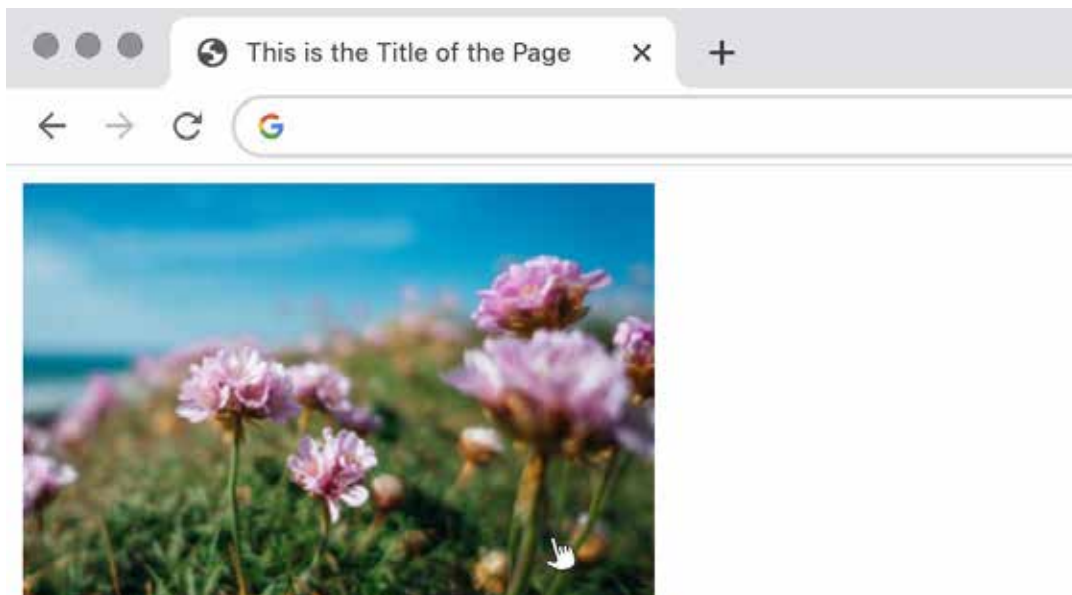
The image source of this photo can be found in the "images" folder, which explains the "images/" in the syntax.

If your image cannot be located. There will be a broken link icon and the Alt text will be displayed.

3. Image Links

You can also use images as links, instead of a text. You can do this by placing an `` tag inside the `<a>` tag, together with the other `img` attributes.

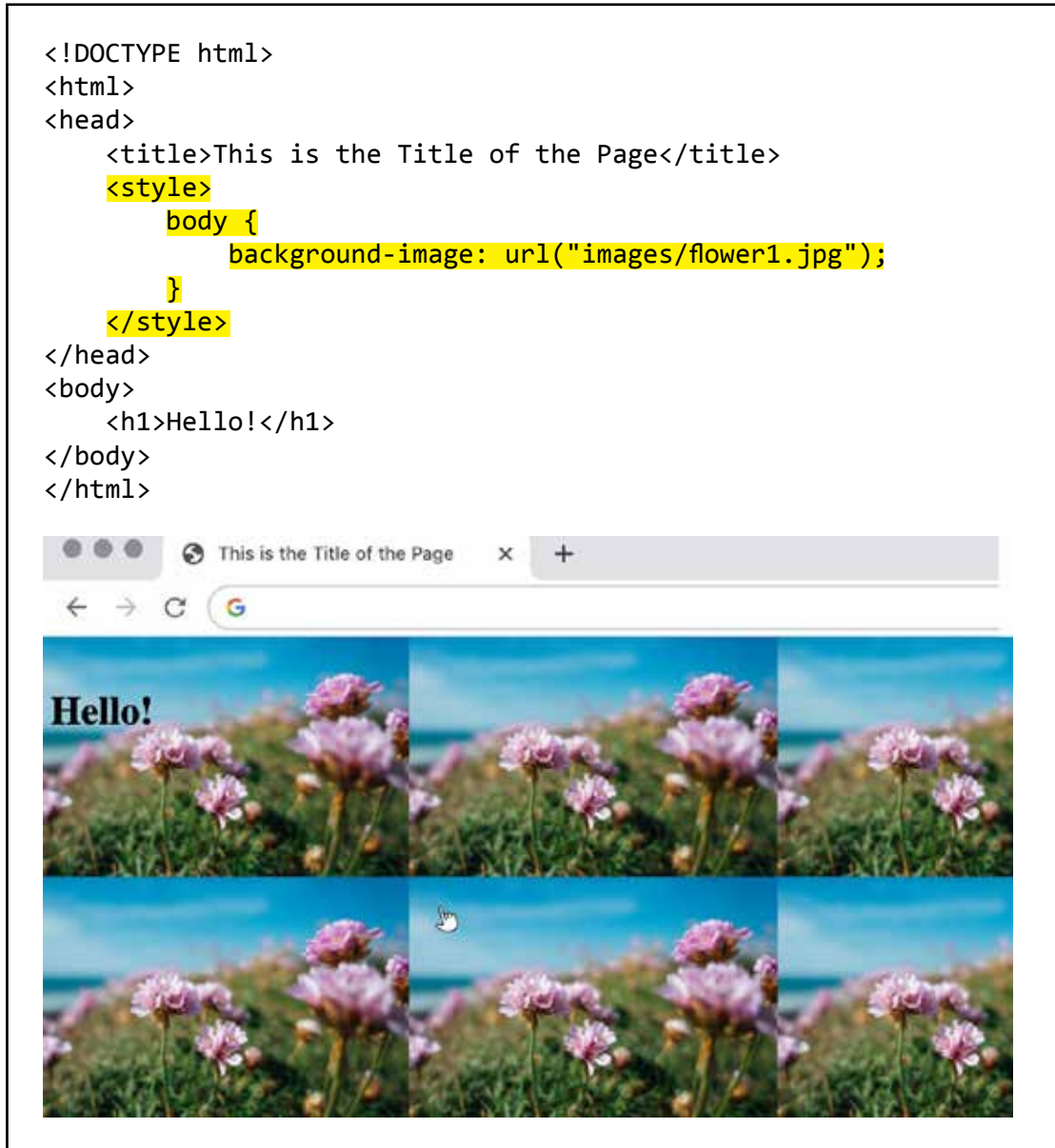
```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <a href="https://www.google.com/">
    
  </a>
</body>
</html>
```



As you notice in the screenshot above, the cursor of the mouse changes when hovered on the image link.

4. Background Image

Background images are also a great way to enhance the look of a webpage. You can add an image on an entire page by adding the `<style>` tag within the `<head>` tag and specify the file of the image on the `<body>` element. The `background-image` property should be within the opening and closing curly brackets (`{` and `}`).



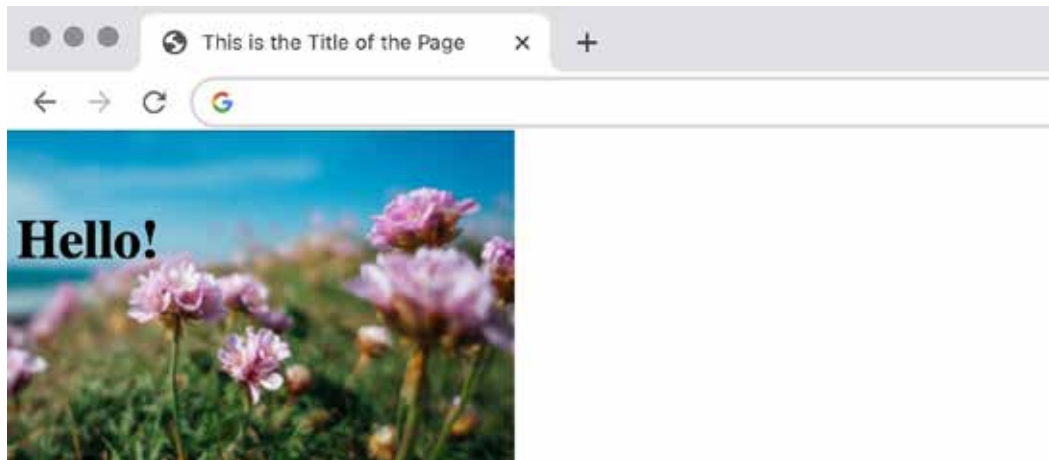
Just be careful when choosing a background image so as not to overpower the text content of your webpage. Using subtle patterns and designs are ideal, and as well as images with seamless edges.

The `background-image` has different styles that you can use for your webpage.

Background Repeat

The image that you used will, by default, repeat throughout the page horizontally and vertically if the image is too small. If you don't want this to happen, you can use the **background-repeat: no-repeat** property.

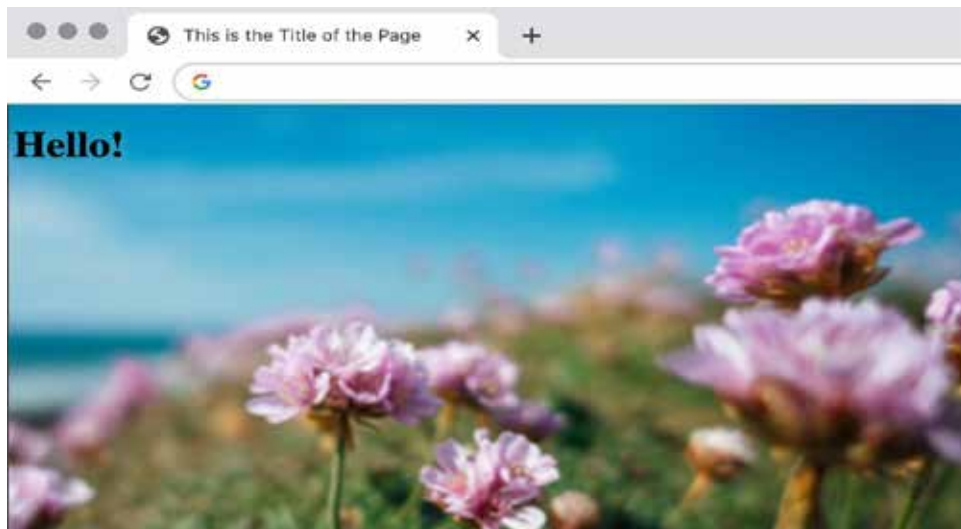
```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
  <style>
    body {
      background-image: url("images/flower1.jpg");
      background-repeat: no-repeat;
    }
  </style>
</head>
<body>
  <h1>Hello!</h1>
</body>
</html>
```



Background Cover

If you want the background image to fill the entire page, you can use the **background-size** property and set it to **cover**. Using **background-attachment: fixed** property will also help the background image cover the entire page while keeping the original proportions of the image.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
  <style>
    body {
      background-image: url("images/flower1.jpg");
      background-repeat: no-repeat;
      background-size: cover;
      background-attachment: fixed;
    }
  </style>
</head>
<body>
  <h1>Hello!</h1>
</body>
</html>
```



Activity 7

Using the same content index.html from Activity 6, enhance your webpage by adding images of the Little Prince and links to proper sources of these images. You may add small images and subtle background images.



Table

You can create tables in HTML which will allow you to present data in a structured way. HTML tables consist of rows and columns. The `<table>` tag is used to create tables, and like other HTML elements, the syntax should also have a closing `</table>` tag.

`<table>` Elements:

<code><table> </table></code>	A required tag to be able to create a table.
<code><tr> </tr></code>	Represent a row within a table.
<code><td> </td></code>	Represent a data cell within a row. Each set of data cells is contained in one row. This is where data is placed, which includes text, images, lists, etc.
<code><th> </th></code>	Represent a header row within a table. This is by default in bold letters.

Check out the sample below. The table consists of three rows. The first set of `<tr>` contains a table header, which displays bold text. The second and third sets of `<tr>` contain three `<td>` or data cells for each set.

```

<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h1>Hello!</h1>
  <table>
    <tr>
      <th>Table Header 1</th>
      <th>Table Header 2</th>
      <th>Table Header 3</th>
    </tr>
    <tr>
      <td>Table Cell 1</td>
      <td>Table Cell 2</td>
      <td>Table Cell 3</td>
    </tr>
    <tr>
      <td>Table Cell 1</td>
      <td>Table Cell 2</td>
      <td>Table Cell 3</td>
    </tr>
  </table>
</body>
</html>

```

The screenshot shows a web browser window with the title "This is the Title of the Page". The page content includes a large "Hello!" heading and a table. The table has two rows. The first row contains three table headers: "Table Header 1", "Table Header 2", and "Table Header 3". The second row contains three table cells: "Table Cell 1", "Table Cell 2", and "Table Cell 3". Two callout boxes on the right show the corresponding HTML code for the header row and the first data row, with arrows pointing to the respective parts of the rendered table.

You can also add different styles to the table to make it more presentable and easier to understand. Similar to how we created styles in the background of your web page, styles for tables are also included within the `<style>` `</style>` tags that are placed in the `<head>` section of your HTML. There are different style properties that you can use for your table.

```

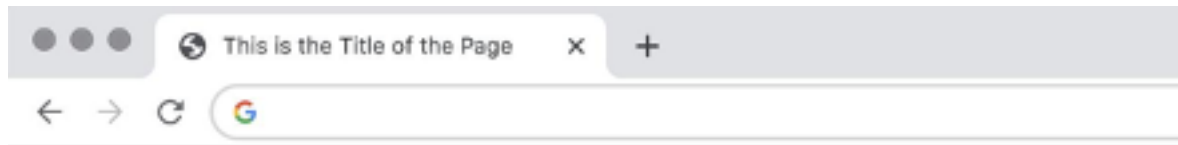
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
  <style>
table {
  width: 100%;
  font-family: Verdana, sans-serif;
  font-size: 16px;
  border-collapse: collapse;
}
tr:nth-child(even) {
  background-color: #30A1BB;
  color: #ffffff;
}
td, th {
  border: 1px solid #000000;
  text-align: left;
  padding: 9px;
}
</style>
</head>
<body>
  <h1>Hello!</h1>
  <table>
    <tr>
      <th>Last Name</th>
      <th>First Name</th>
      <th>Middle Name</th>
    </tr>
    <tr>
      <td>Reyes</td>
      <td>Mark</td>
      <td>Delfin</td>
    </tr>
    <tr>
      <td>Santos</td>
      <td>Jose</td>
      <td>Gonzales</td>
    </tr>
    <tr>

```

```

        <td>Cruz</td>
        <td>Katrina</td>
        <td>Perez</td>
    </tr>
</table>
</body>
</html>

```



Hello!

Last Name	First Name	Middle Name
Reyes	Mark	Delfin
Santos	Jose	Gonzales
Cruz	Katrina	Perez

Activity 8

Using the same index.html file from Activity 7, create a table after the paragraph with the following:

The Characters (use H3)

Character	Description
The Little Prince	One of the two protagonists of the story.
The Fox	Always helps steer the prince toward what is important in life.
The Three-Petaled Flower	A coquettish flower who has trouble expressing her love for the Little Prince

Source: <https://www.sparknotes.com/lit/littleprince/characters/>

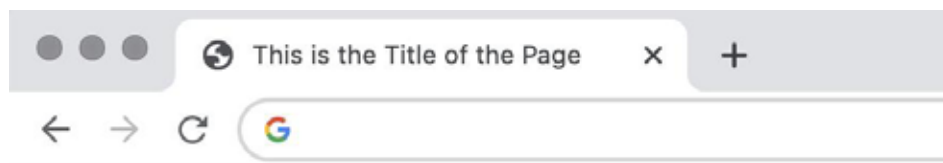


Formatting a list properly in your web page provides a sense of organization especially to your users. A list depicts hierarchy of content from most important to least, and as well as helps you enumerate your points in an ordered way.

1. Ordered List

Ordered lists are usually used when the order is important or plays a significant role in your content. Example of this is when you have a step-by-step process, or a list of ranking (ex: Top 10 Most Favorite Flowers). The `` `` tags are used to create an ordered list. The `` `` tags are used to list the item inside the `` ``.

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h2>This is an Ordered List</h2>
  <ol>
    <li>Roses</li>
    <li>Orchids</li>
    <li>Lilies</li>
  </ol>
</body>
</html>
```



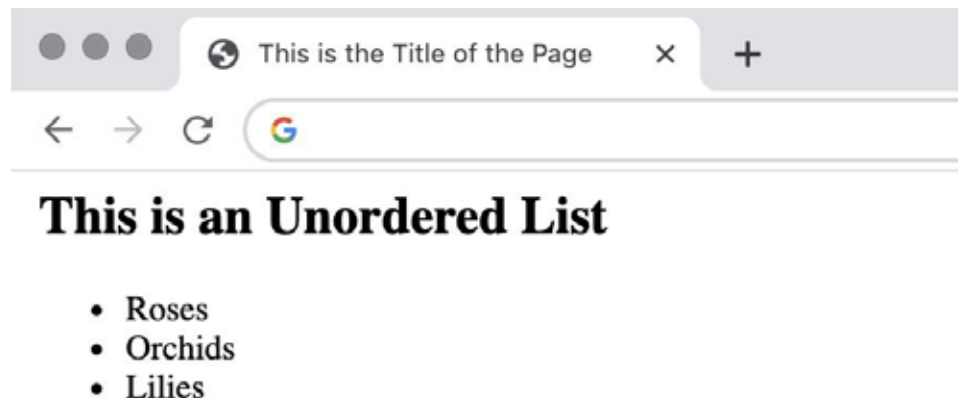
This is an Ordered List

1. Roses
2. Orchids
3. Lilies

2. Unordered List

If the order of your list is not important, and you simply want to enumerate items, then an unordered list can be used. The `` `` tags are used to create an unordered list. The `` `` tags are used to list the item inside the `` ``

```
<!DOCTYPE html>
<html>
<head>
  <title>This is the Title of the Page</title>
</head>
<body>
  <h2>This is an Unordered List</h2>
  <ul>
    <li>Roses</li>
    <li>Orchids</li>
    <li>Lilies</li>
  </ul>
</body>
</html>
```



Activity 9

Using the same index.html file from Activity 8, create a list of characters from The Little Prince. You can choose between an unordered list, or an ordered list.

Characters:

- The Little Prince
- The Fox
- The Three-Petaled Flower
- The Rose
- The Vain Man

Source: <https://www.sparknotes.com/lit/littleprince/characters/>



Basic Website Layout

There are different ways on how you can layout the content of your website. However, knowing the basic web layout will help you create a more effective (and easy to navigate!) web page design.

A basic web page can consist of these four important parts:

Header

The header is found on the top most part of the web page. A logo and other branding elements are usually found on the header. A slogan and a main image can also be placed here. The header serves as the main focal point of your web page.

Navigation

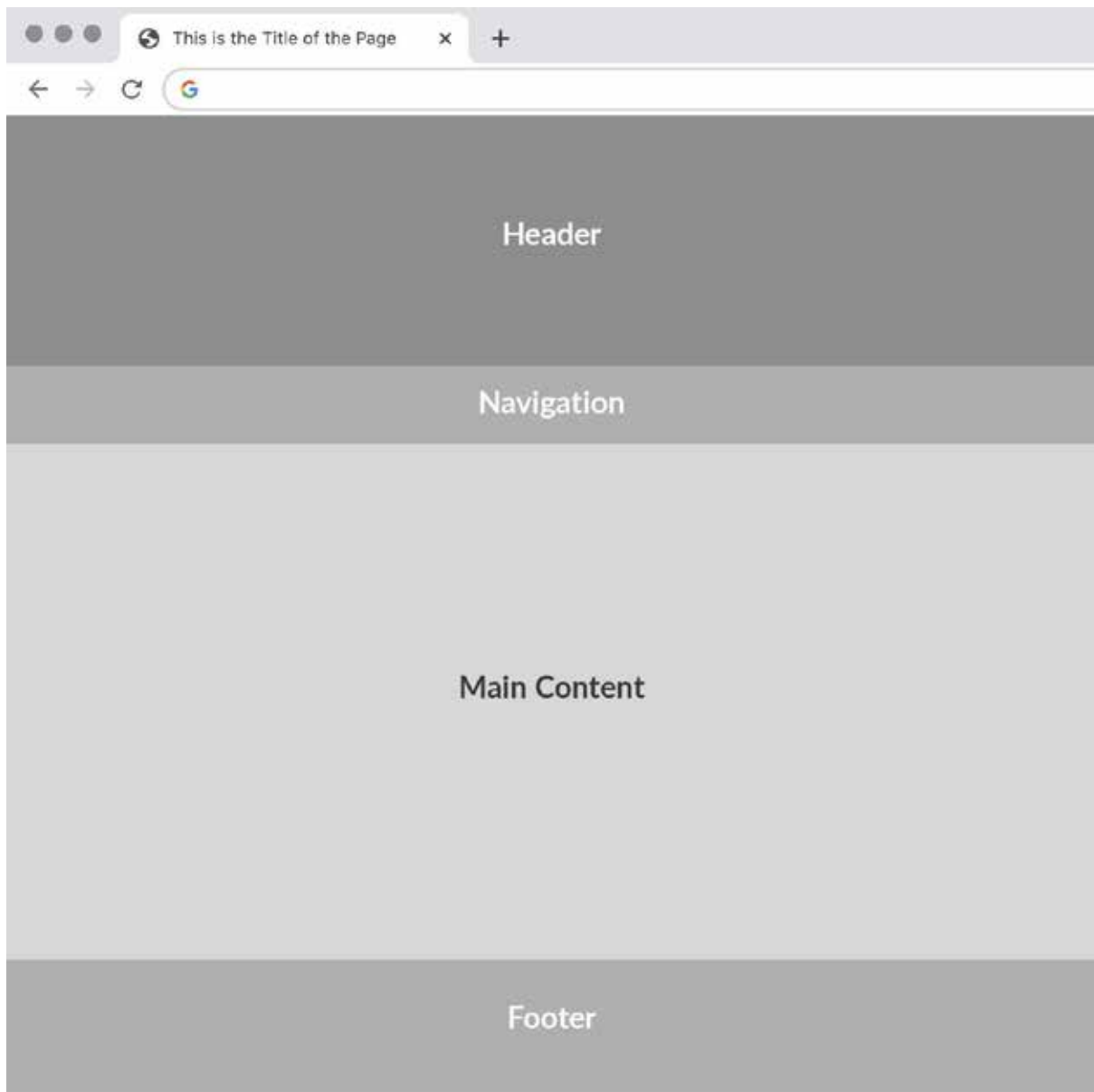
The navigation contains the main links of your website. The typical labels of navigation are “Home”, “About”, “Services”, “Portfolio”, “Products”, “Contact Us”, or other labels that are considered as main pages of your website. When you create labels for your navigation, make sure that these labels are short, and contain one or two words at most.

Main Content

The main content of the website is where the text content, images, videos, forms, and other elements that help you communicate your message. The main content can also contain tables, rows, and columns that can be used to enhance a layout.

Footer

The Footer signifies the end of the web page. Just like the Navigation, the Footer contains the main links of the website and other information such as the contact details, copyright, and social media links. You can be creative with how you design your footer and also use tables, rows, and columns to help you achieve the layout that you want.



7 Deadly Sins of Web Designs

1. No Visual Hierarchy

A site visitor should be able to easily know the most important elements on your page because of proper visual hierarchy. Site branding, slogans, and main images can be found on the top most part of your website.

2. Poor Color Scheme

Simplicity is key in web design. Minimalist looking designs have become more popular than those flashy ones. Make sure to plan the color scheme of your website properly. There are a lot of color scheme generators online that you can use for free which can help you come up with professional color combinations.

3. Poor Typography

Keep in mind that most websites nowadays are also being viewed on mobile devices. Fancy fonts that do not look good on a small screen can make your website look like it's not professionally done.

4. Making Your Users Think

People do not have all day to browse through your website and figure out which way to go first. You should plan the navigation of your website properly so that your users will be able to find the content they need right away.

5. Using Flashy Images

Subtle is key when you plan on including background images. Avoid using bright and busy background images so as not to create a poor contrast with the text and other content.

6. Outdated Designs

There are a lot of websites nowadays that feature the best websites for inspiration. Take a look at these websites to give yourself an idea on design trends and how to properly design a website. Go easy on the design assets, have some breathing space and don't cram everything in one page.

7. Lack of Content

Your users go to your website to look for information. If your website does not present correct or enough content, your users will most likely never go back to your website again. Quality content means credibility. Don't go overboard though! Too much content on the other hand might leave your users overwhelmed with information. Make sure to present just enough text and images to communicate your message.

ASSESSMENT
PORTFOLIO WEBSITE FINAL PROJECT

Web Project Brief:

1. You are an aspiring photographer or a graphic designer. You feel you are ready to accept commissioned works. But first! You need an online portfolio to show off your works.
2. Create a 4-page portfolio website with the following pages:
 - a. **Home Page** - This is your index.html
 - b. **About Me** - A page about you, your skills, or anything what you want your future clients to know about you. Remember the internet safety tips discussed in the previous lesson.
 - c. **Portfolio** - Place your sample works here. A brief description per work is recommended.
 - d. **Contact Me** - Let your clients know how they can get in touch with you if they want to hire you!
3. You can be as creative as you want. Just make sure not to go overboard and still apply the basic principles and elements of design.

References

- <http://www1.udel.edu/it/help/web-development/HTML103.pdf>
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- <https://www.slideshare.net/nanakannan/2015-week-1-44777878>
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- <https://www.rappler.com/technology/features/internet-philippines-20-years>
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- <https://www.webfx.com/blog/web-design/the-history-of-the-internet-in-a-nutshell/>
- <https://www.future-marketing.co.uk/the-history-of-social-media/>
- <https://www.webfx.com/blog/web-design/the-history-of-the-internet-in-a-nutshell/>
- <https://newsinfo.inquirer.net/1332871/sws-45-of-filipino-adults-use-internet-1-in-4-read-news-through-facebook>

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