Objectives

- Explore the history of the Internet, the Web, and HTML
- Compare the different versions of HTML
- Study the syntax of HTML tags and attributes
- Define a Web page head, body, and title
- Work with the HTML5 structural elements
Objectives

- Mark page headings, paragraphs, block quotes, and addresses
- Create unordered and ordered lists
- Apply an external style sheet to a Web page
- Run a JavaScript program
- Mark text-level elements including strong and emphasized text
- Insert inline images and line breaks
- Insert special characters from extended character sets
The Structure of an HTML5 Document

The `doctype` statement indicates the markup language of the document. The `head` element provides information and instructions to the browser about the document. The `body` element contains the content of the page body.

HTML structural elements define the basic structure of the contents of the Web page.

The `header` element contains an introduction to the page. The `footer` element contains extra content on the page. The `aside` element contains additional content.

The `article` element contains content about a specific area of interest.

**The J-Prop Shop**

*Quality, Jugglity, Juggling and Circus Props*

**Welcome**

If you're looking for high-quality, hand-crafted juggling and circus products, the J-Prop Shop is the store for you. I've designed and built my store for the past 35 years, and my products have been used by professional entertainers and hobbyists throughout the world. Our prices are reasonable and our quality is excellent.

**Specials This Month**

The following devil sticks are available at a special discount for the entire month of May:

- **Basic Stick** ($19.95): The easiest stick to learn to juggle with, but “grip” enough for the most demanding tricks. Comes in red, green, and blue.
- **Flower Stick** ($24.95): A graceful stick with pink, red, and yellow ribbons. Flower Sticks are ideal for beginners.
- **Master Stick** ($39.95): Our most popular stick. A devil stick is heavier and harder for fast play, and more advanced tricks. Each Master Stick is available in custom colors.
- **Glow Stick** ($29.95): The Glow Stick glows brightly at night (without the danger of a fire stick).

**Quality Tested**

Every item I create is checked and tested before being sent to your door to ensure absolute quality. I take pride in every one of my juggling and circus props and I want my customers to feel that same pride.

**Customer Comments**

Here are a few select quotes from our happy family of customers and associates:

- "I’m more than happy to recommend Dave's products. I can't say enough about his commitment to his customers and the quality of his products. I've been using Dave's products for over 10 years and I haven't found a better supplier. I’ve never had a problem with the equipment and his service is top-notch." — David Petrucci, Street Performer.
- "Our company has been using Dave's products for over 20 years and we've never been disappointed. The quality is consistently high and the customer service is second to none." — Smith Company, Circus Company.

**Opening Tag**

```
<h2> Welcome </h2>
```

**Closing Tag**

```
</h2>
```

**Markup Tags**

- **Document elements are marked using tags.**
- **Two-sided tags mark elements that contain textual content or other elements.**
- **One-sided tags mark elements that contain no textual content.**

**Resulting Web page**

If you’re looking for high-quality juggling and circus products, the J-Prop Shop is the store for you. I’ve designed and built my store for the past 35 years, and my products have been used by professional entertainers and hobbyists throughout the world. Our prices are reasonable and our quality is excellent.
Exploring the History of the World Wide Web

A network is a structure linking computers together for the purpose of sharing information and services.

Users typically access a network through a computer called a node or host.

A host that provides information or a service is called a server.
Exploring the History of the World Wide Web

A computer or other device that receives a service is called a **client**

One of the most commonly used designs is the **client-server network**

If the computers that make up a network are close together (within a single department or building), then the network is referred to as a **local area network (LAN)**
Exploring the History of the World

Wide Web

A network that covers a wide area, such as several buildings or cities, is called a **wide area network (WAN)**

The largest **WAN** in existence is the **Internet**

Today the Internet has grown to include an uncountable number of networks and hosts involving computers, mobile phones, PDAs, MP3 players, gaming systems, and television stations
Exploring the History of the World Wide Web

- Timothy Berners-Lee and other researchers at the CERN nuclear research facility near Geneva, Switzerland laid the foundations for the World Wide Web, or the Web, in 1989.

- They developed a system of interconnected hypertext documents that allowed their users to easily navigate from one topic to another.

- Hypertext is a method of organization in which data sources are interconnected through a series of links or hyperlinks that users can activate to jump from one piece of information to another.
Web Pages and Web Servers

- Each document on the World Wide Web is referred to as a **Web page**.
- Web pages are stored on **Web servers**, which are computers that make Web pages available to any device connected to the Internet.
- A **Web browser** retrieves the page from the Web server and renders it on the user’s computer or other device.
- The earliest browsers, known as **text-based browsers**, were incapable of displaying images.
Introducing HTML

A Web page is a text file written in Hypertext Markup Language

A markup language is a language that describes the content and structure of a document by identifying, or tagging, different elements in the document.
The History of HTML

- The first popular markup language was **Standard Generalized Markup Language (SGML)**
- In the early years of HTML, Web developers were free to define and modify HTML in whatever ways they thought best
The History of HTML

A group of Web designers and programmers, called the World Wide Web Consortium, or the W3C, created a set of standards or specifications that all browser manufacturers were to follow.

The W3C has no enforcement power.

The recommendations of the W3C are usually followed since a uniform approach to Web page creation is beneficial to everyone.
The History of HTML

Older features of HTML are often deprecated, or phased out, by the W3C. That does not mean you can’t continue to use them—you may need to use them if you are supporting older browsers.

Current Web developers are increasingly using XML (Extensible Markup Language).

XML is a metalanguage like SGML, but without SGML’s complexity and overhead.
The History of HTML

Â XHTML (Extensible Hypertext Markup Language) is a stricter version of HTML and is designed to confront some of the problems associated with the different and competing versions of HTML

Â XHTML is also designed to better integrate HTML with other markup languages such as XML
The History of HTML

**XHTML 2.0** began development, but work was halted in 2009

**HTML5** was developed as the next HTML specification, and the de facto standard for the next generation of HTML
The History of HTML

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML 1.0</td>
<td>1989</td>
<td>The first public version of HTML.</td>
</tr>
<tr>
<td>HTML 2.0</td>
<td>1995</td>
<td>Added interactive elements including Web forms.</td>
</tr>
<tr>
<td>HTML 3.0</td>
<td>1996</td>
<td>A proposed replacement for HTML 2.0 that was never widely adopted.</td>
</tr>
<tr>
<td>HTML 3.2</td>
<td>1997</td>
<td>Included additional support for Web tables and expanded the options for interactive form elements and a scripting language.</td>
</tr>
<tr>
<td>HTML 4.01</td>
<td>1999</td>
<td>Added support for style sheets to give Web designers greater control over page layout and appearance, and provided support for multimedia elements such as audio and video. Current browsers support almost all of HTML 4.01.</td>
</tr>
<tr>
<td>XHTML 1.0</td>
<td>2001</td>
<td>A reformulation of HTML 4.01 in the XML language in order to provide enforceable standards for HTML content and to allow HTML to interact with other XML languages.</td>
</tr>
<tr>
<td>XHTML 1.1</td>
<td>2002</td>
<td>A minor update to XHTML 1.0 that allows for modularity and simplifies writing extensions to the language.</td>
</tr>
<tr>
<td>XHTML 2.0</td>
<td>discontinued</td>
<td>The follow-up version to XHTML 1.1 designed to fix some of the problems inherent in HTML 4.01 syntax. Work on this version was discontinued in 2009 due to lack of browser support.</td>
</tr>
<tr>
<td>HTML 5.0</td>
<td>In development</td>
<td>An update to HTML 4.01 that provides support for a variety of new features including semantic page elements, column layout, form validation, offline storage, and enhanced multimedia.</td>
</tr>
<tr>
<td>XHTML 5.0</td>
<td>In development</td>
<td>A version of HTML 5.0 written under the XML language; unlike XHTML 2.0, XHTML 5.0 will be backward compatible with XHTML 1.1.</td>
</tr>
</tbody>
</table>
HTML and Style Sheets

HTML marks the different parts of a document, but it does not indicate how document content should be displayed by browsers.

For this reason, the exact appearance of each page element is described in a separate document known as a **style sheet**.

- Internal style sheets specify the appearance of different HTML elements.
Tools for Creating HTML Documents

- Basic text editor such as Windows Notepad
- Other software programs that enable you to create documents in different formats, such as Microsoft Word or Adobe Acrobat, include tools to convert their documents into HTML for quick and easy publishing on the Web
- Web publishing software manages all of the code and extended features of your site
Entering Elements and Attributes

An HTML document is composed of elements that represent distinct items in the Web page, such as a paragraph, the page heading, or even the entire body of the page itself.

- Elements are marked by one or more tags.

A two-sided tag is a tag that contains some document content. General syntax for a two-sided tag:

```html
<element>content</element>
```
Marking Elements with Tags

- A two-sided tag’s opening tag (<p>) and closing tag (</p>) should completely enclose its content
- Elements can contain other elements
  - Tags cannot overlap

<p>Welcome to the J-Prop Shop</p>
Adding an Attribute to an Element

To add an element attribute, use the format

```
<element attribute1="value1"
attribute2="value2"
...>content</element>
```

where `attribute1`, `attribute2`, etc. are the names of attributes associated with the element, and `value1`, `value2`, etc. are the values of those attributes.
White Space and HTML

- HTML file documents are composed of text characters and **white space**
- **White space** is the blank space, tabs, and line breaks within the file
- HTML treats each occurrence of **white space** as a single blank space
- You can use **white space** to make your document more readable
Exploring the Structure of an HTML File

<html>
  <head>
    head content
  </head>
  <body>
    body content
  </body>
</html>
The Structure of an HTML File

- An HTML document is divided into two main sections: the head and the body
- The head element contains information about the document, for example the document title or the keywords
- The content of the head element is not displayed within the Web page
The Structure of an HTML File

The **body element** contains all of the content to appear on the Web page.

The **body element** can contain code that tells the browser how to render the content.
Converting an HTML Document into XHTML

There is considerable overlap between HTML and XHTML.

You can convert an HTML file into an XHTML file by replacing the opening <html> tag with the following three lines of code:

1. `<?xml version="10" encoding="UTF-8" standalone="no" ?>`
2. `<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 10 Strict//EN" "http://wwww3org/TR/xhtml1/DTD/xhtml1-strict.dtd">
3. `<html xmlns=http://wwww3org/1999/xhtml>`
The Document Type Declaration

Prior to the opening `<html>` tag, many HTML files also include a **Document Type Declaration**, or **doctype**, to indicate the type of markup language used in the document

```
<!DOCTYPE html>
```

Defining the Page Title

Figure 1-4  Specifying the page title

```html
<html>
  <head>
    <title>The J-Prop Shop</title>
  </head>
  <body>
  </body>
</html>
```

text will appear in browser title bar or on browser tab
Adding Comments

The comment tag adds notes to your HTML code

<!-- comment -->

Comments can be spread over several lines

Comments are useful in documenting your HTML code for yourself and others
Adding Comments

Figure 1-5  Adding comments to the HTML file

```html
<!DOCTYPE html>
<html>
  <head>
    <!-- The J-Prop Shop Sample Page
    Author: David Vinet
    Date: 3/1/2014
    -->
    <title>The J-Prop Shop</title>
  </head>
  <body>
  </body>
</html>
```

multi-line comment describing the document
Displaying an HTML File

As you continue modifying the HTML code, you should occasionally view it with your Web browser to verify that you have not introduced any errors.

You may want to view the results using different browsers to check for compatibility.
Displaying an HTML File

Figure 1-6  Viewing the initial HTML file in a Web browser

- no content appears in the page body
- document title appears in the browser tab
Defining the Structure of the Page Body

Figure 1-8  Structure of Dave’s Web page

Welcome

If you’re looking for high-quality, hand-crafted juggling and circus products, the J-Prop Shop is the store for you. I’ve designed and built props for the past 35 years, and my products have been used by professional entertainers and hobbyists throughout the world. Our prices are reasonable and our quality is excellent.

Specials This Month

The following devil sticks are available at a special discount for the entire month of May:

- **Basic Stick ($19.95)** The easiest stick to learn with, but "grippy" enough for the most demanding tricks. Comes in red, green, and blue.
- **Flower Stick ($24.95)** A graceful stick with colored tassels. Flower Sticks float slowly, making them ideal for beginners.
- **Master Stick ($39.95)** Our most popular stick is shorter and heavier for fast play and more advanced tricks. Each Master Stick is available in custom colors.
- **Glow Stick ($29.95)** The Glow Stick shines brightly at night (without the danger of a fire stick).

Quality Tested

Every item I create is checked and tested before being shipped out to assure perfect quality. I take pride in every one of my juggling props and I want my customers to feel that same pride.

Customer Comments

Here are a few select quotes from our happy family of customers and associates:

"I’m more than happy to recommend Dave Vinett’s products. I saw upon his work 10 years ago and was immediately impressed by his craftsmanship. He provides well-balanced and attractive props which are the perfect complement to my performance."
— Thomas Gasp, Circus England

"Dave Vinett makes the best juggling equipment on the planet. Period."
— Douglas Pederson, Street-Wise Shows

"Davi has been my main supplier for 20 years. I have never had a problem with his equipment and his service is impeccable."
— Linda Singer, Linde & Coos
Defining the Structure of the Page Body

Figure 1-9  HTML5 structural elements

<table>
<thead>
<tr>
<th>Structural Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>article</td>
<td>A subsection covering a single topic</td>
</tr>
<tr>
<td>aside</td>
<td>Content containing tangential or side issues to the main topic of the page</td>
</tr>
<tr>
<td>footer</td>
<td>Content placed at the bottom of the page</td>
</tr>
<tr>
<td>header</td>
<td>Content placed at the top of the page</td>
</tr>
<tr>
<td>nav</td>
<td>A navigation list of hypertext links</td>
</tr>
<tr>
<td>section</td>
<td>A major topical area in the page</td>
</tr>
</tbody>
</table>
Marking Structural Elements in HTML5

- To mark the page header, use the header element
- To mark the page footer, use the footer element
- To mark a main section of page content, use the section element
- To mark a sidebar, use the aside element
- To mark an article, use the article element
Marking a Section with the div Element

Figure 1-12  Structural elements in HTML5 and HTML 4.01

HTML5

<header>

<nav>
<section>
<article>
<aside>
<footer>

HTML 4.01

<div id="header">

<div id="nav">
<div id="section">
<div id="article">
<div id="aside">
<footer>


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## Working with Grouping Elements

### Figure 1-13

<table>
<thead>
<tr>
<th>Grouping Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>address</td>
<td>Contact information (usually rendered as <em>italicized</em> text)</td>
</tr>
<tr>
<td>blockquote</td>
<td>An extended quotation (usually indented from the left and right margins)</td>
</tr>
<tr>
<td>dd</td>
<td>A definition from a description list</td>
</tr>
<tr>
<td>div</td>
<td>A generic grouping element</td>
</tr>
<tr>
<td>dl</td>
<td>A description list</td>
</tr>
<tr>
<td>dt</td>
<td>A definition term from a description list</td>
</tr>
<tr>
<td>figure</td>
<td>A figure or illustration (HTML5 only)</td>
</tr>
<tr>
<td>figcaption</td>
<td>The caption of a figure, which must be nested within the figure element (HTML5 only)</td>
</tr>
<tr>
<td>h{n}</td>
<td>A heading, where ( n ) is a value from 1 to 6, with h1 as the most prominent heading and h6 the least prominent (usually displayed in <strong>bold</strong> text)</td>
</tr>
<tr>
<td>li</td>
<td>A list item from an ordered or unordered list</td>
</tr>
<tr>
<td>ol</td>
<td>An ordered list</td>
</tr>
<tr>
<td>p</td>
<td>A paragraph</td>
</tr>
<tr>
<td>pre</td>
<td>Preformatted text, retaining all white space and special characters (usually displayed in a <strong>fixed width</strong> font)</td>
</tr>
<tr>
<td>ul</td>
<td>An unordered list</td>
</tr>
</tbody>
</table>
Working with Grouping Elements

Grouping elements are elements that contain content that is viewed as a distinct block within the Web page.

Heading elements are block-level elements that contain the text of main headings on the Web page.

- `<hn>content<hn>`
- `n` is an integer between 1 and 6
  - `<h1>` is the largest heading
  - `<h6>` is the smallest heading
Marking Grouping Content

To mark a heading, enter

\(<hn>content</hn>\)

where \(n\) is an integer from 1 to 6 and \(content\) is the text of heading

To mark a paragraph, enter

\(<p>content</p>\)

To mark a block quote, enter

\(<blockquote>content</blockquote>\)
Adding Headings

Figure 1-15  Inserting h1 and h2 headings

```html
<body>
  <header>
    <h1>The J-Prop Shop</h1>
    <h2>Quality Juggling and Circus Props</h2>
  </header>
  <section>
    <article>
      <h2>Welcome</h2>
    </article>
    <article>
      <h2>Specials This Month</h2>
    </article>
    <article>
      <h2>Quality Tested</h2>
    </article>
  </section>
  <aside>
    <h2>Customer Comments</h2>
  </aside>
</body>
```

Figure 1-16  Viewing h1 and h2 headings in Dave's document

-The J-Prop Shop
Quality Juggling and Circus Props
Welcome
Specials This Month
Quality Tested
Customer Comments

h1 heading

h2 headings
Marking Paragraph Elements

Figure 1-18  Adding paragraph elements

```html
<section>
  <article>
    <h2>Welcome</h2>
    <p>if you're looking for high-quality, hand-crafted juggling and circus products, the J-Prop Shop is the store for you. I've designed and built props for the past 35 years, and my products have been used by professional entertainers and hobbyists throughout the world. Our prices are reasonable and our quality is excellent.</p>
  </article>

  <article>
    <h2>Specials This Month</h2>
    <p>The following devil sticks are available at a special discount for the entire month of May:</p>
  </article>

  <article>
    <h2>Quality Tested</h2>
    <p>Every item I create is checked and tested before being shipped out to assure perfect quality. I take pride in every one of my juggling props and I want my customers to feel that same pride.</p>
  </article>
</section>

<aside>
  <h2>Customer Comments</h2>
  <p>Here are a few select quotes from our happy family of customers and associates:</p>
</aside>
```

Figure 1-19  Paragraphs in the Web page

The J-Prop Shop

Quality Juggling and Circus Props

Welcome

If you're looking for high-quality, hand-crafted juggling and circus products, the J-Prop Shop is the store for you. I've designed and built props for the past 35 years, and my products have been used by professional entertainers and hobbyists throughout the world. Our prices are reasonable and our quality is excellent.

Specials This Month

The following devil sticks are available at a special discount for the entire month of May:

Quality Tested

Every item I create is checked and tested before being shipped out to assure perfect quality. I take pride in every one of my juggling props and I want my customers to feel that same pride.

Customer Comments

Here are a few select quotes from our happy family of customers and associates:
Marking a Block Quote

The syntax for making an extended quote is

```html
<blockquote>
  <p>"Here are a few select quotes from our happy family of customers and associates:
      "I'm more than happy to recommend Dave Vinet's products. I came upon his work 10 years ago and was immediately impressed by his craftsmanship. He provides well-balanced and attractive props which are the perfect complement to my performances."
      "Dave Vinet makes the best juggling equipment on the planet. Period."
      "David has been my main supplier for 20 years. I have never had a problem with his equipment and his service is impeccable."
  </p>
</blockquote>
```

Quoted paragraphs are indented in the page.
Marking an Address

\[<address>content</address>\]

**Figure 1-22** Adding an address

```
<footer>
  <address>
    The J-Prop Shop
    541 West Highland Drive
    Auburn, ME 04210
    (207) 555 - 9001
  </address>
</footer>
```

**Figure 1-23** Address as rendered in the Web page

Customer Comments

Here are a few select quotes from our happy family of customers and associates:

- "I'm more than happy to recommend Dave Vinet's products. I came upon his work 10 years ago and was immediately impressed by his craftsmanship. He provides well-balanced and attractive props which are the perfect complement to my performances."

- "Dave Vinet makes the best juggling equipment on the planet. Period."

- "David has been my main supplier for 20 years. I have never had a problem with his equipment and his service is impeccable."

```
The J-Prop Shop 541 West Highland Drive Auburn, ME 04210 (207) 555 - 9001
```
Marking a List

HTML supports three kinds of lists: ordered, unordered, and description.

You use an ordered list for items that must appear in a numerical order.

You use an unordered list for items that do not need to occur in any special order.

One list can contain another list. This is called a nested list.
Description Lists

The description list contains a list of terms, each followed by the term’s description.

Web browsers typically display the definition description below the definition term and slightly indented:

Basic Stick

   Easiest stick to learn
Applying an External Style Sheet

Style sheets are written in the Cascading Style Sheet (CSS) language.

To apply an external style sheet to a Web page, you create a link within the document head to the style sheet file using the link element:

```html
<link href="file" rel="stylesheet" type="text/css" />
```
Linking to a JavaScript File

![Figure 1-33 Linking to the Modernizr script](image)

```html
<!DOCTYPE html>
<html>
  <head>
    <!-- The J-Prop Shop Sample Page
    Author: David Vinet
    Date: 3/1/2014
    -->
    <title>The J-Prop Shop</title>
    <script src="modernizr-1.5.js"></script>
    <link href="jpsstyles.css" rel="stylesheet" type="text/css" />
  </head>
</html>
```
# Marking Text-Level Elements

**Figure 1-35** Text-level elements

<table>
<thead>
<tr>
<th>Text-Level Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>A hypertext link</td>
</tr>
<tr>
<td>abbr</td>
<td>An abbreviation</td>
</tr>
<tr>
<td>b</td>
<td>Text offset from the surrounding content (usually displayed in <strong>boldface</strong> text)</td>
</tr>
<tr>
<td>cite</td>
<td>A citation (usually displayed in <em>italics</em>)</td>
</tr>
<tr>
<td>code</td>
<td>Program code (usually displayed in a <strong>fixed width font</strong>)</td>
</tr>
<tr>
<td>del</td>
<td>Deleted text (usually displayed with a strikethrough line)</td>
</tr>
<tr>
<td>dfn</td>
<td>A definition term (usually displayed in <em>italics</em>)</td>
</tr>
<tr>
<td>em</td>
<td>Emphasized content (usually displayed in <em>italics</em>)</td>
</tr>
<tr>
<td>i</td>
<td>Text representing an alternate voice or mood (usually displayed in <em>italics</em>)</td>
</tr>
<tr>
<td>ins</td>
<td>Inserted text (usually displayed with an underline)</td>
</tr>
<tr>
<td>kbd</td>
<td>Keyboard text (usually displayed in a <strong>fixed width font</strong>)</td>
</tr>
<tr>
<td>mark</td>
<td>Highlighted or marked text (usually displayed with a <strong>highlight</strong>, HTML5 only)</td>
</tr>
<tr>
<td>q</td>
<td>Quoted text (occasionally enclosed in “quotes”)</td>
</tr>
<tr>
<td>samp</td>
<td>Sample computer code (usually displayed in a <strong>fixed width font</strong>)</td>
</tr>
<tr>
<td>small</td>
<td>Text displayed in a smaller font than surrounding content</td>
</tr>
<tr>
<td>span</td>
<td>A span of generic text</td>
</tr>
<tr>
<td>strong</td>
<td>Strongly emphasized content (usually displayed in <strong>boldface</strong> text)</td>
</tr>
<tr>
<td>sub</td>
<td>Subscripted text</td>
</tr>
<tr>
<td>sup</td>
<td>Superscripted text</td>
</tr>
<tr>
<td>time</td>
<td>A date and time value (HTML5 only)</td>
</tr>
<tr>
<td>var</td>
<td>Programming variables (usually displayed in <em>italic</em>)</td>
</tr>
</tbody>
</table>
Using the Generic Elements

**div and span**

- HTML supports two such generic elements: div and span
  - The div element is used to mark general grouping content
  - The span element is used to mark general text-level content
Marking a Line Break

Figure 1-41  Inserting line breaks

```
<blockquote>
  <p>"I'm more than happy to recommend Dave Vinet's products. I came upon his work 10 years ago and was immediately impressed by his craftsmanship. He provides well-balanced and attractive props which are the perfect complement to my performances."
  <br />
  <cite>Thomas Gage, Circus England</cite>
</p>
<p>"Dave Vinet makes the best juggling equipment on the planet. Period."
  <br />
  <cite>Douglas Pederson, Street-Wise Shows</cite>
</p>
<p>"David has been my main supplier for 20 years. I have never had a problem with his equipment and his service is impeccable."
  <br />
  <cite>Linda Unger, Linda & Louis</cite>
</p>
</blockquote>
```
Inserting an Inline Image

Figure 1-42  Adding an inline image

```html
<body>
<header>
<h1>img src="jpslogo.png" alt="The J-Prop Shop" /></h1>
<h2>Quality Juggling and Circus Props</h2>
</header>
<section>
<h2>Welcome</h2>
<p>If you're looking for high-quality, hand-crafted juggling and circus products, the J-Prop Shop is the store for you. I've designed and built props for the past 35 years, and my products have been used by professional entertainers and hobbyists throughout the world. Our prices are reasonable and our quality is excellent.</p>
</section>
</body>
```

Figure 1-43  Viewing the company logo

Welcome
If you're looking for high-quality, hand-crafted juggling and circus products, the J-Prop Shop is the store for you. I've designed and built props for the past 35 years, and my products have been used by professional entertainers and hobbyists throughout the world. Our prices are reasonable and our quality is excellent.

Customer Comments
Here are a few select quotes from our happy family of customers and associates:

"I'm more than happy to recommend Dave"
Figures and Figure Captions

In books and magazines, figures and figure captions are often placed within boxes that stand aside from the main content of an article.

HTML5 introduced this type of object to Web page markup with the figure and figcaption elements:

```html
<figure>
    content
    <figcaption>caption</figcaption>
</figure>
```
Working with Character Sets and Special Characters

Character sets come in a wide variety of sizes, based on the number of symbols required for communication in the chosen Language

- ASCII (American Standard Code for Information Interchange)
- Latin-1
- ISO 8859-1
- Unicode
- UTF-8
Working with Character Sets and Special Characters

• **Character encoding** associates each symbol from a character set with a numeric value called the **numeric character reference**

• Another way to insert a special symbol is to use a **character entity reference**, in which a short memorable name is used in place of the numeric character reference
Working with Character Sets and Special Characters

- To insert a symbol based on the encoding number, use the entity 
  \&\#code; 
  where code is the encoding number.

- To insert a symbol based on a character entity reference, use the entity 
  char; 
  where char is the name assigned to the character.

- To insert a nonbreaking space, use the following entity: 
  &nbsp;

- To insert the < symbol, use the following entity: 
  &lt;

- To insert the > symbol, use the following entity: 
  &gt;
Working with Character Sets and Special Characters

Figure 1-44  HTML characters demo page

Enter a character code or character name: &reg; Show

Select a table of characters from the list box:

### General Symbols

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Code</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;</td>
<td>34</td>
<td>quot</td>
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<td>&amp;</td>
<td>38</td>
<td>amp</td>
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<td>&gt;</td>
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</tr>
</tbody>
</table>

character symbol  character entity reference  symbol  numeric character reference  character entity reference
Specifying a Character Set

Figure 1-47  Specifying the character encoding

```html
<!DOCTYPE html>
<html>
<head>
    <!-- The J-Prop Shop Sample Page
    Author: David Vinet
    Date: 3/1/2014
    -->
    <meta charset="UTF-8" />
    <title>The J-Prop Shop</title>
    <script src="modernizr-1.5.js"></script>
    <link href="jpsstyles.css" rel="stylesheet" type="text/css" />
</head>
```