

Text and Formatting





Text Treatment

- ❖ Text treatment is important on websites - just like on a written page
- ❖ Think of a newspaper
 - A big headline at the top
 - Columns filled with paragraphs telling stories
 - A solid line travels across the page to divide it into sections
- ❖ Different visual treatments should be applied
 - Organize content
 - Create a visual hierarchy
 - Gives readers a clear path to get to the information



Header Tags

- Also known as heading tags or head tags
 - Main tools in building content's hierarchy
 - Six header tags
 - Represented `<h1>` to `<h6>`
 - Used to contain titles, headlines, pronounced important information



Header Tags - continued

- `<h1>`
 - Thought to be all encompassing title or heading
 - Describes most of the page
 - Should only be one on a page
- `<h2>`
 - Sub-topics for `<h1>` element
- `<h3>`
 - Sub-topics for `<h2>` element
- etc...



Header Tags - continued

- Comes built with default font sizes and font weights
 - `<h1>` - the largest and boldest
 - `<h6>` - smallest, but still bolded
- Each adds space above and below
- Use for semantics (meaning), not styling
 - Reserved for holding different levels of important info
 - Helps readers by organizing content logically
 - Search engines use these to route traffic to your site

Text

New

Open

Save

Save as

sample.html

sample5.html

sample.html

sample.html *

text-and-formatting.html

Settings

```
1 <!DOCTYPE html>
2 <html>
3   <head>
4     <title>Text and
  Formatting</title>
5   </head>
6   <body>
7     <h1>Heading 1</h1>
8     <h2>Heading 2</h2>
9     <h3>Heading 3</h3>
10    <h4>Heading 4</h4>
11    <h5>Heading 5</h5>
12    <h6>Heading 6</h6>
13  </body>
14 </html>
```

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Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6



Paragraph Tags

- Majority of text should be organized into paragraphs
- Comes with predetermined formatting
 - Organizes into blocks of text
 - Text will flow the width of the page and wrap to the next line when out of room
 - If the size of the browser window changes, the text adjusts to flow
 - Think of the paragraph as liquid
 - Reshapes to the size of the container
 - Adds space above and below
 - Does NOT begin with an indent
 - Stands apart from each other

Paragraph Tags - continued

- Extra spaces & enters in your code don't matter
 - The browser will read only 1 space between text and no enters
 - Special codes will be used to break a line and add spaces
 - Allows you to break large paragraphs into multiple lines without affecting the content on the finished page

Text



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10    <h4>Heading 4</h4>
11    <h5>Heading 5</h5>
12    <h6>Heading 6</h6>
13    <p>This is another
14      example paragraph.</p>
15  </body>
16 </html>
```

Text and Formatting



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Heading 1

Heading 2

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This is another example paragraph.



Line Break

- `
`
 - Empty tag/void element
 - Separates content
 - Usually nested inside a `<p>` tag to break the line without adding extra space from a `<p>` tag



Horizontal Rule

- `<hr>`
 - Empty tag/void element
 - Separates content
 - Usually goes between paragraphs
 - Used when there is a shift in topic that requires a separation
 - Should be used semantically (for meaning), not just to style a page

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11    <h5>Heading 5</h5>
12    <h6>Heading 6</h6>
13    <p>This is another
14      example paragraph.</p>
15    <hr>
16    <p>Joe Jack<br>
17      99 Imaginary Road<br>
18      Anywhere, MO 99999</p>
19  </body>
20 </html>
```

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Heading 1

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This is another example paragraph.

Joe Jack
99 Imaginary Road
Anywhere, MO 99999



**<i> and **

- Should be used within a paragraph tag
- `<i>` - italicizes text just for style
 - Want text to stand out because it is different
 - Does not affect how it will be said
- `` - italicizes text to add emphasis to it
 - Text should be read with an emphasis
 - Especially when comparing one thing to another
 - Text should be stretched out when spoken



 and

- Should be used within a paragraph tag
- - bolds text just for style
 - Want text to stand out visually
 - Does not affect how it would be said
- - bolds text for strong emphasis
 - When an important word or phrase is being used
 - Especially when used as a caution
 - Usually spoken a bit louder to make sure it is noticed

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14      example paragraph.</p>
15    <hr>
16    <p><b>Joe Jack</b><br>
17      99 Imaginary Road<br>
18      <i>Anywhere, MO 99999</i></p>
19    <p><strong>Do Not</strong> run in the road.</p>
20    <p>I saved <em>two</em> cookies to eat at lunch today, and
21    they were both gone.</p>
22  </body>
23 </html>
```

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Heading 1

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This is another example paragraph.

Joe Jack

99 Imaginary Road
Anywhere, MO 99999

Do Not run in the road.

I saved *two* cookies to eat at lunch today, and they were both gone.



Referencing

- DO NOT BREAK COPYRIGHT LAWS
- If you use someone's words or ideas, you must give them credit for it
 - Reference titles of established works
 - Quote people's exact words/phrases
 - Note the source from where information is used



<cite>

- Used to reference the title of an established work; books, poems, songs, movies, etc.
- Used to identify the source of a quotation
- Tag will italicize the content
- Provides semantic meaning for screen readers and search engines
 - Differentiates between cited material and other content that is italicized for looks or other reasons



<q>

- Used for an inline quotations (less than 40 words)
- Automatically places quotations around the content
- Provides semantic meaning for screen readers and search engines
 - Differentiates between quoted content that is actually a quote and other content that has quotation marks just for looks



<blockquote>

- Used for longer quotes (40+ words)
- Used as its own element
 - Adds spacing above and below
 - Indents from the left and right
 - Blocks the text as quoted material
 - There are no quotation marks used
- <footer> often used with this element
 - Used at the foot of the blockquote section
 - Gives credit to the quoted source

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15     <hr>
16     <p><b>Joe Jack</b><br>
17         99 Imaginary Road<br>
18         <i>Anywhere, MO 99999</i></p>
19     <p><strong>Do Not</strong> run in
the road.</p>
20     <p>I saved <em>two cookies</em> to
eat at lunch today, and they were both gone.
</p>
21     <p>The movie, <cite>The Social
Network</cite>, was very interesting.</p>
22     <p>Walt Disney gave great advice
when he said, <q>The way to get started is
to quit talking and begin doing.</q></p>
23     <blockquote>We hold these truths to
be self-evident, that all men are created
equal, that they are endowed by their
Creator with certain unalienable Rights,
that among these are Life, Liberty, and the
Pursuit of Happiness.
24     <footer>--Excerpt from the
Declaration of Independence</footer>
25     </blockquote>
26 </body>
27 </html>
```



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Heading 2

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This is another example paragraph.

Joe Jack

99 Imaginary Road
Anywhere, MO 99999

Do Not run in the road.

I saved *two cookies* to eat at lunch today, and they were both gone.

The movie, *The Social Network*, was very interesting.

Walt Disney gave great advice when he said, "The way to get started is to quit talking and begin doing."

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty, and the Pursuit of Happiness.
--Excerpt from the Declaration of Independence