

Web Design & Publishing

HTML Text Formatting, Images, and Links

» Centering Text

Although ultimately we will be using CSS for most of our alignment needs, this is how we can center in just HTML.

```
<center>This text should be centered</center>
```

» Inserting Images

First of all you have to have a digital image. Web browsers can read .jpg and .gif files (and .png files are gaining popularity). You can use images from a digital camera, create your own images in a program like Photoshop or Illustrator, scan photos or images or steal images from other Web sites (but not copyrighted images). Images can be still or animated. We will have a future class on creating images.

Once you have an image that you want to insert, the tag is as follows:

```

```

This will insert an image into the file named "imagename.jpg" that exists in the same directory as the page you are working on. If the image is in or will be in a different directory than the page, the directory (or folder) path will have to be included in the file reference.

```

```

» IMG attributes

- src the file source of image
- border="n" where n is the size in pixels of desired border
- alt="text" where text is alternative text that shows when image is not available or when someone is using a text reader (as in visually challenged)
- title="text" where the text is what you see when you hover over an image.
- width="x", height="y" where x and y are specific dimensions of the file. Be careful with this. If you do not use the proper proportions, your image will be distorted on the Web.
- align="left" or align="right" used to wrap text around an image
- hspace="x" or vspace="x" to add horizontal or vertical space around an image (in pixels)

» Using a Background Image

This inserts that image located in the same directory as the page. If it is located in a different directory, then the directory path must be specified.

```
<body background="imagename.gif">
```

Small background images will tile to fit the screen.

You can make your own background images (in Photoshop, etc.) or you can find images to use as backgrounds all over the Web. To save an image from the Web, simply hold down the mouse button (or right click for PC users) on the image or background and use the Save command.

In the early days of the Web, designers used colorful backgrounds on their pages. As the novelty has worn off, most designers prefer to black text on white backgrounds (easier to read). They use images and other elements to add color to the page.

» Inserting Links

» Links to external sites

This should always be an absolute link reference, meaning the specific location is used as the attribute value. You must include the `http://` in front of the url to make an external link. It's a good idea to have your external links open in a new window.

```
<a title="university of texas homepage" href="http://www.utexas.edu" target="_blank">The University of Texas</a>
```

» Links to other pages on your Web site

This is considered a relative link reference, because it refers to the location of the file as it relates to the current file. The same link on someone else's page would not bring them to your home page. You can also include directory structure in the link reference if the file is not in the same directory as the page with the link.

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

For example, if the page you are working on is in your main directory and the file you are linking to is in a directory called "assignment1" below your main directory, the tag would look like:

```
<a title="assignment 1 homepage" href="assignment1/index.html">Assignment 1 Home</a>
```

Remember, use **absolute references** for links to other sites and **relative references** for links in your own site.

» Using an image as an icon for a link

This inserts a picture of the tower as the icon for the link. You can use this feature to use your own icons for links.

```
<a title="university of texas homepage" href="http://www.utexas.edu" target="_blank"></a>
```

» Creating a mailto: link

Mailto links aren't as popular as they once were, as people now used Web-based email services like Gmail. Make sure you include the email address as the link text so it can be easily copied and pasted.

```
<a title="cary-anne's email address" href="mailto:cary-anne@txstate.edu">cary-anne@txstate.edu</a>
```

» Color text links

To change the color of text links, use the following attributes in the body tag:

- text establishes the color of text on the page (non-link text)
- link establishes the color of links before it is visited
- alink establishes the color of link while it is being clicked on by user
- vlink establishes the color of link after it is visited.

```
<body bgcolor="#FFFFFF" text="#000000" link="#9C2994" alink="#A1A1A1" vlink="#089494">
```

The hover state can be controlled with a stylesheet, we'll cover later.

» Deprecated tags

» Text Formatting

Early versions of HTML did not allow the author control to specify a particular font. Font selection was at the mercy of the user's preferences. Recent versions of HTML now allow the designer to specify font sizes and styles, given that the user has those fonts installed on their machine. If the user does not have the designated font, the default is shown.

```
<font size="4" face="Arial" color="red">
```

Most Web designers now use stylesheets to control text formatting on Web pages. This allows the designer to create a style and have it apply globally to all pages on a Web site. We will discuss this in a few days. If you use the font tag to format text, it will override the stylesheet. For this reason, I recommend not using this tag and working entirely with styles.

» Sample HTML with Text Formatting, Inserted Images and Links

```
<html>
<head>
  <title>My First Web Site</title>
</head>

<body bgcolor="#FFFFFF">
  <h1>cary-anne's Web Page</h1>
  <p>Welcome to My First Web Site</p>

  <p></p>

  <h2>Introduction</h2>
  <p>This is my place on the Web to let you know what is going on with me!</p>

  <h2>Education</h2>
  <!--This is the education section-->
  <p>This is where I will insert information about education.</p>
  <a title="The University of Texas" href="http://www.utexas.edu" target="_
  blank">The University of Texas</a>

  <h2>Hobbies</h2>
  <p>This is where I will insert information about hobbies.</p>
  <a title="my hobbies page" href="hobbies.html">My hobbies page</a>

  <p>For more information, you can email me at <a title="cary-anne's email address"
  href="mailto:cary-anne@txstate.edu">cary-anne@txstate.edu</a></p>

</body>
</html>
```

**Background
Heading**

Image

Paragraph

**Heading
Comments**

External link

Internal link

Email link