

Some basic Markup Tags

Heading: <Hn>

HTML has six (6) levels of headings, numbered 1 (largest) through 6 (smallest). Headings are displayed in larger and/or bolder fonts than normal body text. Note: H4-H6 are smaller than regular text. Also, a blank line is inserted above and below each header.

```
<H1>Joe Smith's Home Page</H1>
```

Paragraph: <P>

A paragraph tag is used to separate one paragraph from another. A paragraph tag inserts a blank line between the text prior to paragraph tag and the text following the paragraph tag.

In general, the browser ignores any indentations, multiple spaces or blank lines in the source text. One noted exception is "pre-formatted" text which we will cover later. Therefore, HTML relies entirely on the tags for formatting instructions and without the <P> tags, the document would be one large paragraph.

Line Break:

A line break is used to start a new line of text or to break a line at a specific point. A line break, like the paragraph tag, is usually a single tag, i.e. There is no </BR>.

Example:

This part of the sentence is on the first line
and this part is on the second line.

Horizontal Rule: <HR>

Horizontal Rules are used to visually separate text and can be placed almost anywhere in the document.

Example:

Here are the items above the line.

```
<HR>
```

And here are the items below the line.

Pre-formatted Text: <PRE>

The pre-formatted text tag <PRE> is used to preserve the tabs, indentations, and line spacing in your original source text. Netscape and other graphical browsers display pre-formatted text in fixed font, such as Courier; other text appears in a proportional font, such as Geneva or Times.

Example:

```
<PRE>
NCAA BB COLONIAL ATHLETIC ASSN 1996 FINAL

FINAL      1ST 2ND  TOTAL
      --- ---  -----
NC WILMINGTON    26 17   43
VA COMMONWEALTH  23 23   46 FINAL
</PRE>
```

Block Quotes: <BLOCKQUOTE>

Block quotes tags are used to set paragraphs apart from the text. This tag set indents a block of text from the left and right margins, and inserts a single line space above and below the block.

Example:

In May, Virginia Commonwealth University's School of Business unveiled its professional Direct Marketing Certification program. It delivers graduate-level studies that businesses are demanding to keep pace with this contemporary marketplace phenomenon. The new modular weekend program -- offered through VCU's Interactive Marketing Institute -- combines elements of a traditional M.B.A. program with direct marketing tools and techniques that professionals need as this strategy expands.

<BLOCKQUOTE>

"To do marketing well today, it needs to be direct," said Pamela Kiecker, Ph.D., executive director of the Interactive Marketing Institute. A 15-year veteran marketer, Kiecker also chairs the school's Department of Marketing and Business Law.

</BLOCKQUOTE>

"We're moving away from broadcast messages to one-on-one communications," she said. "People don't want to be a number, an account. People want to be addressed as individuals, and direct marketing is the way businesses can do so effectively and efficiently."

Lists

HTML supports three (3) types of lists: unnumbered, numbered, and definition. It should be noted that lists are indented and can be nested.

**Unordered: **

Unordered lists are commonly referred to as bullet lists. Use the tag to begin an unordered list and tag to end the list. Individual items in the lists are specified with the or "list item" tag. Note: there is no corresponding tag.

Example:

Here are things that I need to do this weekend

```
<UL>
<LI>Do some outside work (between the rain drops) such as wash the car, rake gum
balls, and spread some mulch
<LI>Organize my toolshed
<LI>Clean the bathrooms
</UL>
```

I hope I have time to finish them.

**Ordered Lists: **

To create a ordered list use the tag at the beginning of the list and the at the end of the list. Again, items within the list are specified by the tag.

Examples:**Ordered List**

My four favorite sports are

```
<OL>
<LI>professional baseball
<LI>college football
<LI>college basketball
<LI>golf
</OL>
```

Enjoy the games!!!

Nested List

My four favorite sports are

```
<OL>
<LI>professional baseball
<LI>college football
```

```

<LI>college basketball
  <UL>
    <LI>VCU
    <LI>Penn State
    <LI>Wake Forest
  </UL>
<LI>golf
</OL>
Enjoy the games!!!

```

Definition Lists: <DL>

Definition Lists are usually used, as stated in the name, for definitions. The list is made up of alternating a term (identified by the <DT> tag) and a definition (identified by the <DD> tag). Web browsers generally format the definition on a new line.

Example:

```

<DL>
<DT> Browser
<DD> A program which allows a person to read hypertext. The browser gives some
means of viewing the contents of nodes and of navigating from one node to another.
Netscape and Lynx are browsers for the World Wide Web. They act as clients to remote
servers.
<DT> Hypertext
<DD> A term coined by Ted Nelson around 1965 for a collection of documents (or
"nodes") containing cross-references or "links" which, with the aid of an interactive
browser program, allow the reader to move easily from one document to another.

```

Character Formatting

Boldface Text:

Most, but not all, browsers display text as bold when you use the tag set.

Example:

I like Disneyworld, but I do not like standing in line.

Italics: <I>

Many, but not all, browsers display text in italics when you use the <I></I> tag set.

Example:

My favorite place in Disneyworld is <I>Adventureland</I>.

In-line Images

An in "in-line" image is a graphics file (e.g. gif, jpeg) that displays as part of your HTML document. It appears automatically if the user turns on "Auto-Load images" in the **Options** menu. If that option isn't turned on, a place holder appears instead, and the graphics file can be downloaded later. To add an in-line image, you specify the image source using this format:

```
<IMG SRC="graphics filename" ALT="alternate text">
```

where "graphics filename" is the name of the graphics file and "alternate text" is displayed if graphics is turned off or if the page is being viewed by a non-graphical browser like lynx. The *alt="alternate text"* is optional.

Be sure to include the quotation marks around the file names.