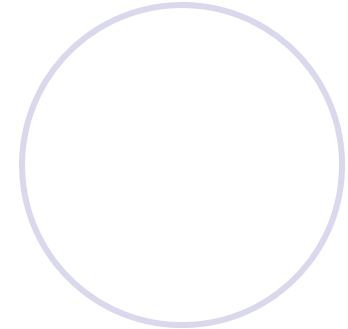
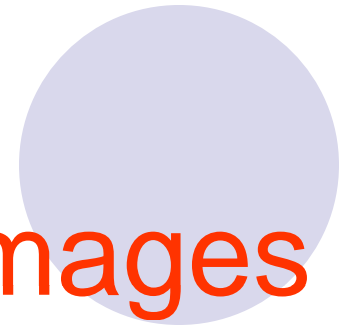
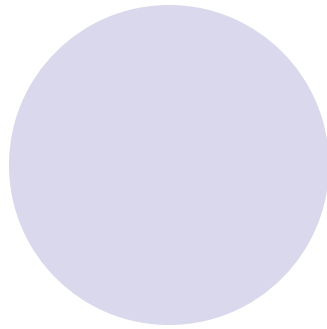
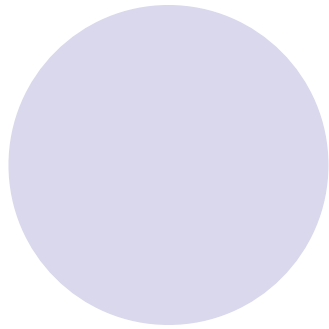


Class 2: Linking and Images





Linking

What Is a URL?

- Ask anyone and they'll tell you that the feature that makes HTML so worthwhile is the ability to hyperlink from one place to another.
- All Web pages, Internet resources, files, and so on, have an address.
- That address is known as a Uniform Resource Locator, or URL. Before you can link to another page (or resource), you have to know its address. You can find the URL for any resource in the Address box (or Location box) of your browser.

Caution



- Although URL is the commonly accepted term to describe the location of Internet resources, a new term, URI (Uniform Resource Identifier), will likely replace the near future.

Anchors

- The `<a>` tag (called an anchor) is used to define hyperlinks.
- Unlike most other HTML tags, the `<a>` tag requires an attribute.
- When you use the `<a>` tag, you must specify whether you want the enclosed text to link to someplace (with the `` tag)

Hyperlinks

The title 'Hyperlinks' is positioned on the left side of the slide. To its right, there are five circles arranged in a horizontal line. The first circle is solid light purple. The second circle is white with a light purple outline. The third circle is solid light purple. The fourth circle is white with a light purple outline. The fifth circle is solid light purple.

- The easiest link to learn is the hyperlink to another location. The `<a>` tag with the `href` attribute and its closing tag, ``, surround any text that you want to highlight. The default hyperlink highlighting in HTML is underlined blue text.

Linking to other Files and Email

- You can link to more than just other people's Web sites.
- You can use the same HRef attribute to link to email addresses for other pages of your own Web site, or even to other files on your own computer.
- The hyperlink to point to another file (second.htm) on my own computer, for example, is shown in the following code. In this example, the second.htm file is stored in the same directory as the page linking to it.
- Please `click here` to open my second Web page.
- If, however, my second.htm file was stored in another directory (for example, the Links directory), the hyperlink would need to include the directory name too, as in the following:
- Please `click here` to open my other page.

Tip

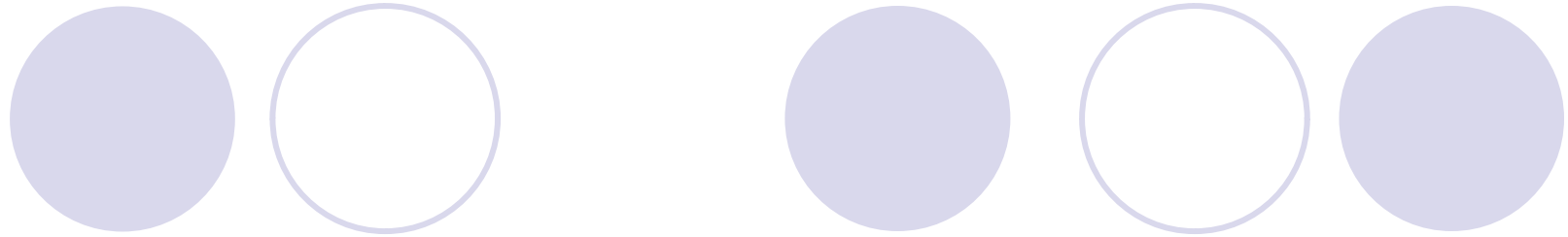


- Did you know that you can force your hyperlink to open a new browser window? This is especially handy if you want to link to someone else's Web site without directing traffic away from your own site. Use the `target="_blank"` attribute, as in the following example. Try it!
- ` Click here` to open a related Web site.

HREF con't



- The href attribute changes slightly if you want to link to a file that is not part of your Web site. You need to tell the Web browser that the file is not located on the Web server. You can see how that is accomplished in the following example:



- ``
Click here`` to open my favorite file.
- If I want to link to my dogs.doc file in the 4legs folder of my animals server, for example, my hyperlink looks like the following:
- ``click here`` to open my favorite file.

Linking to an email

- You also can link to an email address by using the mailto prefix, as shown in the following code line. When you click on the words click here, an email window that enables you to type your message to Mickey Mouse appears.
- `Write to Mickey! ` to send an email to Mickey.

Tip

- When naming anchors, remember to keep the names short and not to use spaces. These aren't HTML requirements, but following these guidelines certainly makes linking easier

Summary



In this lesson, you've learned:

- Anchor tags come with three attributes: HRef (which links to someplace), and name and id (which link from someplace).
- You can copy the URL of any Web page from your browser and paste it between the quotes of the href attribute in your `<a>` tag.
- The same HRef attribute links to email addresses, to other pages of your own Web site, or even to other files on your own computer.

Adding Images

- If the Web were nothing but text, it would still be technologically impressive, but it wouldn't be nearly as much fun.
- Adding images to your pages is easy

Types of Images



- The two most frequently used graphics file formats found on the Web are GIF and JPEG.
- The Joint Photographic Experts Group (JPEG) format is used primarily for realistic, photographic-quality images.
- The Graphics Interface Format (GIF) is used for almost everything else.
- One new file format is gaining popularity among designers and will soon be making its presence known: The Portable Network Graphics format (PNG) is expected to replace the GIF format someday. Don't rush out to replace all your graphics, however; not all browsers support it fully yet.

Images con't

- You add all images by using a single HTML tag, the image source tag, ``.
- By now you probably recognize that this tag is actually an `` tag with an attribute (`src`) and attribute value (`location`), but because all images require a `src` attribute, it's easier to refer to it as a single tag.
- You'll also notice that the image tag does not have a corresponding closing tag. It is a single tag but now you'll need to remember to add the closing slash at the end: ``.

Images con't

- ```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd"><html
xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
```

```
<head><title>First Images</title>head>
```

```
<body>
```

```
<p>This is an image on my Web page.</p>
```

```

```

```
</body>
```

```
</html>
```

# Alternate Text



- When browsing the Web, you might have noticed that many times when you move your mouse pointer over an image, you see a text pop-up that describes the image, or tells you something more about the area of the Web site that image represents.

# Images con't

- The following HTML sample shows how the alt attribute is added into the `<img />` tag. Like the src attribute, the alt attribute tells the browser more information about the image. And, like the src attribute, you should always use the alt attribute with the `<img />` tag.
- ``

# Alt Attribute



- This sets the alternate text for a graphic. It was named alt because it describes the text some people would see as an alternative to the image that others would see.

# Alt Attribute con't

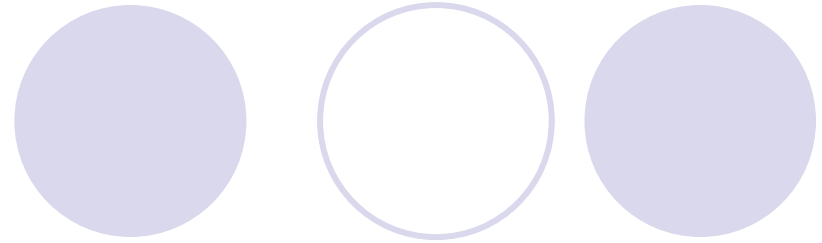


- The alt attribute has another very important purpose. Many people with slower modem connections to the Web decide to customize their browser settings to ignore graphics.
- Remember, too, that not all browsers enable you to view graphics. Some browsers, such as Lynx, have no graphics capabilities at all. The alt attribute ensures that people who can't view your graphics can still understand their context.

# Caution

- Although you should use the alt attribute whenever you use the `<img />` tag, make sure that you don't specify irrelevant text.
- For example, there is no point in specifying alternate text for a decorative image (such as a bullet or a line); instead, specify an empty value (`alt=""`).

# Image Attributes



You can use other attributes of the `<img />` tag to change the image size.

# Adjusting the Height and Width

- You can adjust the size of your image using the height and width attributes. You can set these attributes to a fixed pixel size or a percentage of the page size. Look at the following sample HTML lines. The first line sets the happy face image to a fixed pixel size of 60 pixels high and 60 pixels wide. The second line sets the same image to 6% of the page width and 10% of the page height.

# Images con't

- ``
- ``

# Images and Browsers



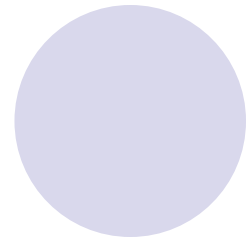
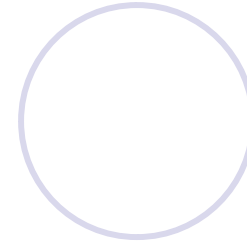
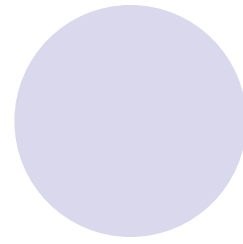
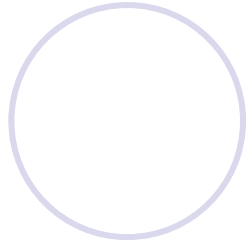
- The Web browser interprets pixels and percentages equally well when rendering an image.
- You need to remember, however, that your Web visitors may not use the same monitor display settings that you do.
- In the preceding HTML sample, I set the happy face image to 6% of the page width, or 48 pixels wide. If I viewed the same page on a monitor set to 1024 pixels wide, that same 6% of the page width would now equal 61 pixels, which is much wider than I wanted.

# Images con't



- If you truly want the image to be a certain percentage of the page (as you might for a graphical line), then use percentages.
- Using percentages ensures that the image will take up the space you want it to. If you want the image to appear a specific size, use the pixel setting.

# Caution



- Be sure to change both the height and width of your image if you plan to resize them.
- Adjusting only one of them will stretch the image out of proportion. An alternative is to resize the image in your image editor.

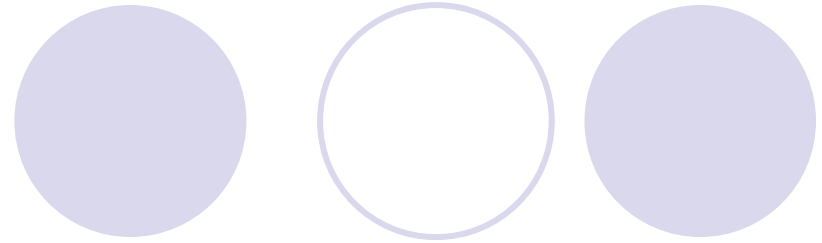
# Tip

- Create the illusion of faster image loading. Regardless of whether you're resizing an image or not, you should always include the height and width attributes because they give the browser important information about how much space will be required to show the image on the page.
- This way, the browser can set that space aside and continue building other aspects of the page even while the image downloads. This gives the impression that the page loads faster since the viewer doesn't have to wait for the entire image to download before looking at other areas of the page.

# Aligning Text and Images

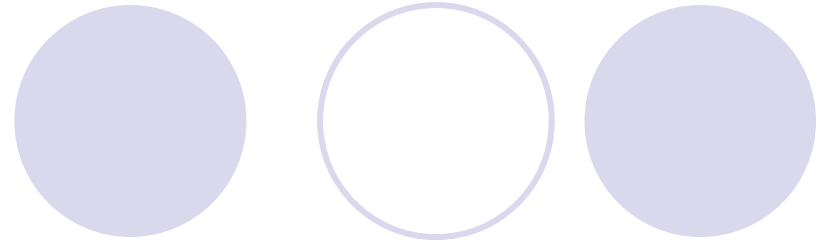
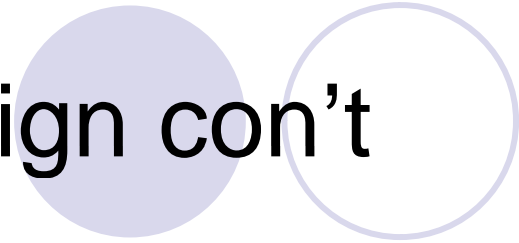
- You can use the align attribute of the `<img />` tag to force an image to appear on the left or right of a section of text. You can see an example of this attribute in action in Figure 8.4.
- ``

# Aligning con't



- You also can use the align attribute to vertically align an image with the text. The align attribute has three more values: top, bottom, and center, which are discussed in the following list.
- Setting the align attribute to top aligns the top of the image with the top of any surrounding text.

# Align con't



- Setting the align attribute to bottom aligns the bottom of the image with the bottom of any surrounding text.
- Setting the align attribute to center aligns the center of the image with the center of any surrounding text.

# Caution

- Be sure to preview your HTML documents in several browsers to make sure that you are happy with how they look before you publish them.
- Not all browsers treat these align attributes in the same way.

# Using Images as Links

- Images are good for more than just looks. You can use them to provide creative hyperlinks to other documents. HTML makes this easy because using an image as a link is exactly the same as using text.
- When you link from an image, the anchor tags must surround the image tag. Following is an example of the HTML you would use:
- `<a href="DOC2.htm">`
- `</a>`
- When your visitors move their mouse pointers over the face image in this sample, they will see a pop-up that says, "This looks just like me!" When the visitors click on the image, they will open the DOC2.htm file referenced by the anchor tag.

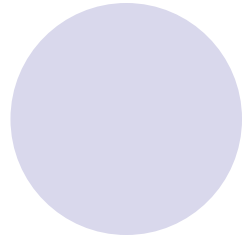
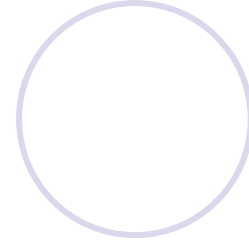
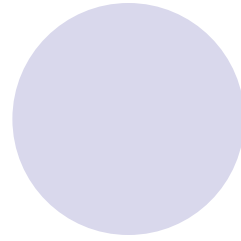
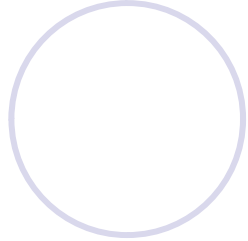
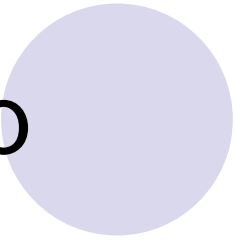
# Thumbnail Images

- Another popular use of the hyperlinking capability of HTML is to link from one image to another. Why would you want to do that?

# Linking an image to an image

- `<a href="large_image.jpg"></a>`
- As you can see, clicking the thumbnail.jpg image will open another image (large\_image.jpg). The alt attribute in this sample tells the visitor how to open the larger image.
- It's a tag within a tag

Tip



- Many image editor programs provide tools to help you create thumbnail images of your large graphics.

# Image Etiquette



- Images are fun and colorful and easy to add to your HTML, but following are some etiquette rules to follow if you want your visitors to be happy with your site.
- The larger an image's file size, the longer it will take to load into the browser. Because most visitors to the World Wide Web still use a slow speed modem to connect from home, their time is precious. If you remember that and make sure to use small images whenever possible, you'll find that your visitors are happier.

# Image Etiquette con't



- Not only is the file size of the individual image important, but also is the total file size of your HTML document. The more images you add even small images the larger your file size will become.
- Previewing your page in several browsers will help you determine how long your page will take to load in the browser. If you find the time too slow, so will your visitors.

# Image Etiquette con't



- While the alt attribute is one of the most important attributes (because it should be used every time you use the `<img />` tag), it pays to remember a simple guideline: Make sure that the text for the alt attribute is relevant to the image anything less will frustrate your visitors.
- On the subject of relevance: Be sure that your images are relevant to the text. An image of an airplane works great if you're talking about travel plans, but means nothing if you're talking about wildlife.

# Finding and Using Images



- You can find images all over the Internet, and saving them to your own computer for use later is easy. Just as in the publishing world, however, graphic designers can protect their images by copyright.
- If you've found an image you like on a commercial Web site, look for a copyright notice or other legal statement that indicates whether the image is free for the taking. There are plenty of free images available on the Internet without using copyrighted material.

# Tips



- You can copy any Web image to your own computer, as long as it isn't protected by copyright.
- Just right-click on the image (or hold down the mouse button if you are on a Macintosh computer) and select Save Image As from the pop-up menu. Save the file on your own computer and use it as you would any other image file.

# Summary



- In this lesson, you've learned:
- The two most frequently used graphics file formats found on the Web are GIF and JPEG. JPEG is used primarily for realistic, photographic-quality images; GIF is used for almost everything else. PNG is expected to replace GIF sometime in the future.
- All images are added to HTML documents with the image tag and the source attribute, ``.
- You can use the `<a>` tag to link an image to another document.
- Images are part of the fun of Web pages, but they are also part of the problem; larger file sizes mean longer page load times.