OURSE
CHNOLOGY

SHELLY CASHMAN SERIES®

Introductory

HTML

Introductory Concepts and Techniques

Shelly Cashman Woods

SHELLY CASHMAN SERIES®

HTML

Introductory Concepts and Techniques

Gary B. Shelly
Thomas J. Cashman
Denise M. Woods

COURSE TECHNOLOGY
ONE MAIN STREET
CAMBRIDGE MA 02142

an International Thomson Publishing company ITP®

CAMBRIDGE • ALBANY • BONN • CINCINNATI • LONDON • MADRID • MELBOURNE
MEXICO CITY • NEW YORK • PARIS • SAN FRANCISCO • TOKYO • TORONTO • WASHINGTON

© 1999 by Course Technology — ITP®

Printed in the United States of America

For more information, contact:

Course Technology
One Main Street
Cambridge, Massachusetts 02142, USA

ITP Europe
Berkshire House
168-173 High Holborn
London, WC1V 7AA, United Kingdom

ITP Australia
102 Dodds Street
South Melbourne
Victoria 3205 Australia

ITP Nelson Canada
1120 Birchmount Road
Scarborough, Ontario
Canada M1K 5G4

International Thomson Editores
Saneca, 53
Colonia Polanco
11560 Mexico D.F. Mexico

ITP GmbH
Konigswinterer Strasse 418
53227 Bonn, Germany

ITP Asia
60 Albert Street, #15-01
Albert Complex
Singapore 189969

ITP Japan
Hirakawa-cho Kyowa Building, 3F
2-2-1 Hirakawa-cho, Chiyoda-ku
Tokyo 102, Japan

All rights reserved. This publication is protected by federal copyright laws. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, or be used to make a derivative work (such as translation or adaptation), without prior permission in writing from Course Technology.

TRADEMARKS

Course Technology and the Open Book logo are registered trademarks and CourseKits is a trademark of Course Technology.

ITP® The ITP logo is a registered trademark of International Thomson Publishing.

SHELLY CASHMAN SERIES® and **Custom Edition®** are trademarks of International Thomson Publishing. Some of the product names and company names used in this book have been used for identification purposes only and may be trademarks or registered trademarks of their respective manufacturers and sellers. International Thomson Publishing and Course Technology disclaim any affiliation, association, or connection with, or sponsorship or endorsement by, such owners.

DISCLAIMER

Course Technology reserves the right to revise this publication and make changes from time to time in its content without notice.

ISBN 0-7895-4724-4

PHOTO CREDITS: *Project 1, pages HTM 1.2-3* Basketball, CD-ROM, open book, Courtesy of PhotoDisc, Inc.; baseball, sunflower, Courtesy of KPT Metatools; *Project 2, pages HTM 2.2-3* Brandy snifter, computer monitor, flagstone, Courtesy of KPT Metatools; people in park, Courtesy of Adobe Systems, Inc.; Storyspace map, Storyspace logo, *afternoon*, *a story*, quotation, Courtesy of Eastgate Systems, Inc.; *Project 3, pages HTM 3.2-3* illustrations, Ken Russo.

1 2 3 4 5 6 7 8 9 10 BC 03 02 01 00 99

Preface

The Shelly Cashman Series® Internet books reinforce the fact that you made the right choice when you use a Shelly Cashman Series book. Earlier Shelly Cashman Series Internet books were used by more schools and more students than any other series in textbook publishing. Yet, the Shelly Cashman Series team wanted to produce an even better book for HTML, so the step-by-step pedagogy was refined to include larger screens (800 x 600) to present material in an even easier-to-understand format. Features such as OtherWays and More Abouts, with links to HTML Web sites, enhance the book to give students an in-depth knowledge of HTML. Each project opens with a fascinating perspective of the subject covered in the project. Completely redesigned student assignments include the unique Cases and Places. This book provides the finest educational experience for students learning about how to create Web pages using HTML.

The World Wide Web

In the several years since its birth, the World Wide Web, or Web for short, has grown beyond all expectations. During this short period of time, the Web has increased from a limited number of networked computers to more than twenty million computers offering millions of Web pages on any topic you can imagine. Schools, businesses, and the computing industry all are taking advantage of this new way of delivering information. Web pages do not just happen. Someone must create and manage them. This book shows you how to create Web pages using HTML.

Objectives of This Textbook

HTML: Introductory Concepts and Techniques is intended for use in combination with other books in an introductory course on creating Web pages. This book also is suitable for use in a one-credit hour course or a continuing education course. Specific objectives of this book are as follows:

- To expose students to creating Web pages
- To teach students how to use HTML
- To expose students to common Web page formats and functions
- To encourage curiosity and independent exploration of World Wide Web resources
- To develop an exercise-oriented approach that allows students to learn by example
- To encourage independent study and help those who are learning how to create Web pages in a distance education environment

Other Ways

1. Double-click Control-menu icon
2. Click Close on File menu

More About

Navigation

Studies have been conducted to assess the best location on a Web page to place navigation bars and lists. The research results are varied, with indications that navigation options on the top, side, and bottom of a Web page show slight differences in visitor usability. The most important aspect of Web page navigation is to make the options easy enough to locate so visitors do not have to search for them.

Organization of This Textbook

HTML: Introductory Concepts and Techniques is comprised of three projects that introduce students to creating Web pages. Neither World Wide Web nor Internet experience is necessary. Each project begins with a statement of Objectives. The topics in the project are presented in a step-by-step, screen-by-screen manner.

Each project ends with a Project Summary and a section titled What You Should Know. Questions and exercises are presented at the end of each project. Exercises include Test Your Knowledge, Use Help, Apply Your Knowledge, In the Lab, and Cases and Places. The projects are organized as follows:

Project 1 - Creating and Editing a Web Page In Project 1, students are introduced to World Wide Web terminology, basic HTML tags, and the various parts of a Web page. Topics include starting and quitting Notepad and a browser; entering headings and text into an HTML file; creating a bulleted list with HTML; adding background color and a horizontal rule; saving the HTML file and viewing it in the browser; printing the HTML file and the Web page; and Web page design.

Project 2 - Creating a Web Site with Links In Project 2, students are introduced to linking terms and definitions. Topics include adding an e-mail link; linking to another page on the same Web site; linking to another Web site; setting link targets within a page; linking to targets; types of image files; alternative text for images; defining image size; wrapping text around an image; and inserting images onto Web pages.

Project 3 - Creating Tables in a Web Site In Project 3, students learn how to create tables using HTML tags. First, students assess table needs and then plan the table. Topics include table definitions and terms; table uses; creating borderless tables; inserting images into tables; vertical and horizontal alignment within a table; adding color to a cell; adding links to another page; adding an e-mail link; using the ROWSPAN and COLSPAN attributes; adding captions; and spacing within and between cells.

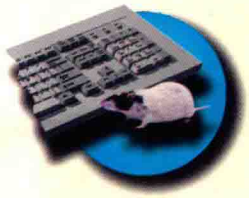
End-of-Project Student Activities

A notable strength of the Shelly Cashman Series Internet books is the extensive student activities at the end of each project. Well-structured student activities can make the difference between students merely participating in a class and students retaining the information they learn. These activities include all of the following sections.

- **What You Should Know** A listing of the tasks completed within a project together with the pages where the step-by-step, screen-by-screen explanations appear. This section provides a perfect study review for students.
- **Test Your Knowledge** Four or five pencil-and-paper activities designed to determine students' understanding of the material in the project. Included are true/false questions, multiple-choice questions, and two short-answer exercises.
- **Use Help** Any user of HTML must know how to use Help. Therefore, this book contains two Help exercises per project. These exercises alone distinguish the Shelly Cashman Series from any other set of instructional materials.
- **Apply Your Knowledge** A substantive exercise intended to be completed in a few minutes that provides practice with project skills.

此为试读，需要完整PDF请访问：www.ertongbook.com

- **In the Lab** Several assignments per project that require students to apply the knowledge gained in the project to solve problems.
- **Cases and Places** Seven unique case studies allow students to apply their knowledge to real-world situations.



Shelly Cashman Series Teaching Tools

A comprehensive set of Teaching Tools accompanies this textbook in the form of a CD-ROM. The CD-ROM includes an electronic Instructor's Manual and teaching and testing aids. The CD-ROM (ISBN 0-7895-5622-7) is available through your Course Technology representative or by calling one of the following telephone numbers: Colleges and Universities, 1-800-648-7450; High Schools, 1-800-824-5179; and Career Colleges, 1-800-477-3692. The contents of the CD-ROM are listed below.

- **Instructor's Manual** The Instructor's Manual is made up of Microsoft Word files that include lecture notes, solutions to laboratory assignments, and a large test bank. The files allow you to modify the lecture notes or generate quizzes and exams from the test bank using you own word processor. The Instructor's Manual includes the following for each project: project objectives; project overview; detailed lesson plans with page number references; teacher notes and activities; answers to the end-of-project exercises; test bank of 110 questions (50 true/false, 25 multiple-choice, and 35 fill-in-the blanks); transparency references; and selected transparencies. The transparencies are available on the Figures in the Book described below. The test bank questions are numbered the same as in Course Test Manager. Thus, you can print a copy of the project and use the printed test bank to select your questions in Course Test Manager.
- **Figures in the Book** Illustrations for every figure in the textbook are available. Use this ancillary to create a slide show from the illustrations for lecture or to print transparencies for use in lecture with an overhead projector.
- **Course Test Manager** Course Test Manager is a powerful testing and assessment package that enables instructors to create and print tests from the large test bank. Instructors with access to a networked computer lab (LAN) can administer, grade, and track tests online. Students also can take online practice tests, which generate customized study guides that indicate where in the textbook students can find more information for each question.
- **Lecture Success System** The Lecture Success System is a set of files that allows you to explain and illustrate the step-by-step, screen-by-screen development of a project in the textbook. The Lecture Success System requires that you have a copy of Notepad, a browser, a personal computer, and a projection device.
- **Instructor's Lab Solutions** Solutions and required files for all the Apply Your Knowledge and In the Lab assignments at the end of each project and the projects themselves are available.
- **Student Data Files** All the files that are required by students to complete the Apply Your Knowledge exercises are included. See the discussion regarding the HTML Data Disk in the next section.
- **Interactive Labs** Eighteen hands-on interactive labs that take students from ten to fifteen minutes to step through help solidify and reinforce computer concepts. Student assessment requires students to answer questions about the contents of the interactive labs.

HTML Data Disk

The HTML Data Disk is required for some of the projects and exercises. Students can obtain a copy of the HTML Data Disk by following the instructions on the inside back cover of this book. The Shelly Cashman Series Teaching Tools CD-ROM contains a copy of the files that comprise the HTML Data Disk.

Shelly Cashman Online

Shelly Cashman Online is a World Wide Web service available to instructors and students of computer education. Visit Shelly Cashman Online at www.scseries.com. Shelly Cashman Online is divided into four areas:

- **Series Information** Information on the Shelly Cashman Series products.
- **Teaching Resources** Designed for instructors teaching from and using Shelly Cashman Series textbooks and software. This area includes password-protected instructor materials that can be downloaded, course outlines, teaching and tips, and much more.
- **Student Center** Dedicated to students learning about computers with Shelly Casman Series textbooks and software. This area includes cool links, data that can be downloaded, and much more.
- **Community** Opportunities to discuss your course and your ideas with instructors in your field and with the Shelly Cashman Series team.

Acknowledgments

The Shelly Cashman Series would not be the leading computer education series without the contributions of outstanding publishing professionals. First, and foremost, among them is Becky Herrington, director of production and designer. She is the heart and soul of the Shelly Cashman Series, and it is only through her leadership, dedication, and tireless efforts that superior products are made possible.

Under Becky's direction, the following individuals made significant contributions to these books: Doug Cowley, production manager; Ginny Harvey, series specialist and developmental editor; Ken Russo, graphic designer and Web developer; Mike Bodnar, Stephanie Nance, Dave Bonnewitz, Mark Norton, and Ellana Russo, graphic artists; Jeanne Black, Quark expert; Nancy Lamm, copyeditor; Cherilyn King, proofreader; Adrienne Delismon, technical reviewer; Marlo Mitchem, production/administrative assistant; Cristina Haley, indexer; Sarah Evertson of Image Quest, photo researcher; and Susan Sebok contributing writer.

Special thanks go to Jim Quasney, our dedicated series editor; Lisa Strite, senior editor; Lora Wade, associate product manager; Tonia Grafakos and Meagan Walsh, editorial assistants; and Kathryn Cronin, product marketing manager. Special mention must go to Becky Herrington for the outstanding book design; Mike Bodnar for the logo designs, and Stephanie Nance for the cover design and illustrations.

Gary B. Shelly
Thomas J. Cashman
Denise M. Woods

HTML

Introductory Concepts and Techniques

CONTENTS

HTML *HTM 1.1*

PROJECT ONE

CREATING AND EDITING A WEB PAGE

Objectives **HTM 1.1**
Introduction **HTM 1.4**
What Is the Internet? **HTM 1.4**
What Is the World Wide Web? HTM 1.6
What Is Hypertext Markup Language? HTM 1.8
Project One – Chiaravalle Pizza Web Page **HTM 1.9**
Web Page Development **HTM 1.9**
The Elements of a Web Page **HTM 1.10**
Starting Notepad **HTM 1.11**
Wrapping Text in the Notepad Window HTM 1.13
The Notepad Window **HTM 1.14**
Menu Bar HTM 1.14
Text Area HTM 1.14
Scroll Bars HTM 1.14
Entering HTML Tags and Text **HTM 1.14**
Entering Initial Tags HTM 1.15
Correcting Errors HTM 1.16
Entering Headings in an HTML File HTM 1.16
Entering Text in Paragraph Format HTM 1.18
Creating a List HTM 1.19
Saving the HTML File **HTM 1.21**
Using a Browser to View a Web Page **HTM 1.23**
Starting Your Browser HTM 1.23
Opening a Web Page in Your Browser HTM 1.25
Activating Notepad **HTM 1.27**
Improving the Appearance of Your Web Page **HTM 1.28**
Adding Background Color HTM 1.29
Centering the Heading HTM 1.30
Adding a Horizontal Rule HTM 1.31
Viewing the Modified File in Your Browser HTM 1.32
Viewing Your Web Page Source **HTM 1.33**
Printing a Copy **HTM 1.35**
Quitting Notepad and Your Browser **HTM 1.36**
Web Page Design **HTM 1.37**
Purpose HTM 1.37
Web Page Organization HTM 1.38
Web Site Organization HTM 1.38
Project Summary **HTM 1.40**
What You Should Know **HTM 1.40**
Test Your Knowledge **HTM 1.41**
Use Help **HTM 1.43**
Apply Your Knowledge **HTM 1.44**
In the Lab **HTM 1.45**
Cases and Places **HTM 1.48**

PROJECT TWO

CREATING A WEB SITE WITH LINKS

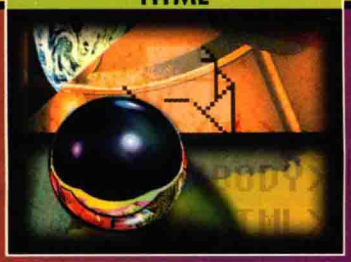
Objectives **HTM 2.1**
Introduction **HTM 2.4**
Project Two – Web Res **HTM 2.4**
Introduction to Links **HTM 2.6**
Linking within a Web Page HTM 2.8
Linking to Another Web Page within the Same Web Site HTM 2.8
Linking to Another Web Site HTM 2.10
Linking to E-Mail HTM 2.11
Starting Notepad HTM 2.11
Creating a Home Page **HTM 2.12**
Entering Initial HTML Tags HTM 2.13
Entering a Heading HTM 2.14
Entering Text HTM 2.15
Entering Bulleted Lists HTM 2.16
Web Page Images **HTM 2.17**
Classes of Images HTM 2.17
Image Types HTM 2.17
Image Attributes HTM 2.18
Inserting Background and Horizontal Rule Images **HTM 2.18**
Inserting a Background Image HTM 2.18
Inserting a Horizontal Rule Image HTM 2.19
Copying and Pasting Text HTM 2.20
Adding a Link to the Second Web Page **HTM 2.22**
Entering the Text and Tags for a Link to Another Web Page HTM 2.22
Adding an E-Mail Link **HTM 2.24**
Saving and Printing the HTML File HTM 2.25
Viewing the Web Page and Testing the Links **HTM 2.26**

Editing the Second Web Page HTM 2.31
Adding Bold to Text HTM 2.32
Adding Italics to Text HTM 2.35
Adding Color to Text HTM 2.36
Changing the Default Bullet Type HTM 3.37
Inserting an Image and Wrapping Text HTM 3.39
Inserting an Image with Wrapped Text HTM 2.42
Adding Text and Image Links to Another Web Site HTM 2.43
Adding a Text Link to Another Web Site HTM 2.43
Adding an Image Link to Another Web Site HTM 2.44
Creating Links within a Web Page HTM 2.45
Setting the Link Targets HTM 2.47
Adding Links to the Targets HTM 2.48
Linking to the Top of the Page HTM 2.50
Testing the Links HTM 2.54
More About Images HTM 2.54
Horizontal and Vertical Space HTM 2.54
Thumbnail Images HTM 2.55
Where to Obtain Images HTM 2.56
Project Summary HTM 2.56
What You Should Know HTM 2.56
Test Your Knowledge HTM 2.57
Use Help HTM 2.59
Apply Your Knowledge HTM 2.59
In the Lab HTM 2.61
Cases and Places HTM 2.65

PROJECT THREE

CREATING TABLES IN A WEB SITE

Objectives HTM 3.1
Introduction HTM 3.4
Project Three – Theater Club HTM 3.4
Creating Web Pages with Tables HTM 3.6
Table Elements HTM 3.8
Other Table Parts HTM 3.9
Planning, Designing, and Coding a Table HTM 3.10
Determining if a Table Is Needed HTM 3.10
Planning the Table HTM 3.11
Coding the Table HTM 3.12
Table Attributes HTM 3.14
Starting Notepad HTM 3.14
Entering Initial HTML Tags HTM 3.15
Adding a Borderless Header Table with Images HTM 3.15
Inserting the Heading Table HTM 3.17
Inserting Images in a Table HTM 3.18
Creating a List of Links with Text HTM 3.19
Adding Text HTM 3.23
Viewing and Printing the Web Page Using the Browser HTM 3.25
Creating a Menu Bar on a Secondary Web Page HTM 3.27
Changing the Title HTM 3.29
Inserting a Menu Bar HTM 3.30
Creating a Table with Borders HTM 3.31
Inserting Text into Heading and Data Cells HTM 3.32
Spacing, Column Widths, and Captions HTM 3.37
Adding Cellspacing and Cellpadding HTM 3.38
Changing Column Widths HTM 3.41
Adding a Caption HTM 3.41
Spanning Rows and Columns HTM 3.43
Spanning the Main Heading across All Columns HTM 3.46
Creating Additional Headings that Span Rows and Columns HTM 3.48
Using Blank Cells HTM 3.52
Project Summary HTM 3.54
What You Should Know HTM 3.54
Test Your Knowledge HTM 3.55
Use Help HTM 3.57
Apply Your Knowledge HTM 3.58
In the Lab HTM 3.59
Cases and Places HTM 3.62



HTML

PROJECT 1

Creating and Editing a Web Page

OBJECTIVES

You will have mastered the material in this project when you can:

- Describe the Internet and its associated key terms
- Describe the World Wide Web and its associated key terms
- Start Notepad
- Describe the Notepad window
- Enter the HTML, HEAD, TITLE, and BODY tags
- Enter a paragraph of text, a bulleted list, and HTML tags
- Save an HTML file
- Change the background color of a Web page
- Center a heading
- Start Your Browser
- View the HTML file in Your Browser
- Print an HTML file from Notepad
- Print a Web page from Your Browser
- Access information about Web page design via the Internet
- Quit Notepad
- Quit Your Browser

Click 'till You Drop

Online Shopping Is Gaining Customers

Check out the new mall opening in your neighborhood. It is filled with thousands of stores, open 24 hours every day, and loaded with the season's newest merchandise. Best of all, you can head there without getting in your car. Just boot up your computer, connect to the Internet, and shop to your heart's content.

Merchants have discovered Web surfers across the world love to shop online. Although the actual number of consumers and their spending habits are difficult to track, one thing is for certain: e-commerce is flourishing. Yahoo!, the largest subject-directory search tool on the Internet, reports more than 1,000 merchants sign up on its service each day. In 1997, one-third of Internet users shopped online and bought $4.3 billion of services and products, most commonly apparel, books, and music. By 2002, one-half of Internet users are predicted to buy products online and to spend an estimated $54 billion.

Programmers developed the first cybershop sites, but these pioneers had

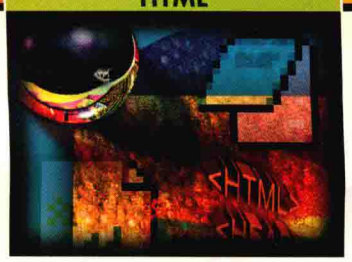
此为试读，需要完整PDF请访问：www.ertongbook.com

little insight of how shoppers actually would use the pages. Their goal was to get the files to load and work properly, not necessarily to attract visitors with an attractive design and meaningful content. In the past few years, however, researchers have become involved by analyzing the shoppers and scrutinizing their shopping behaviors.

Typical cybershoppers are middle-aged, male, wealthy, married, and educated. They go to movies, concerts, plays, and museums, do charity or volunteer work, and garden. Above all, they want mastery of the Web sites and instant fulfillment. They want to browse, read product descriptions, and comparison shop with ease. When cybershopping, they look at only four of the hundreds of thousands of cybershop Web pages. When a page loads, they look at the material and make a speedy decision to continue or to click the Back button. When they are ready to buy, they want to purchase the product quickly and pay securely.

As a result of this shopping behavior, marketing professionals often work actively with HTML (hypertext markup language) programmers to create effective Web pages. They realize that a merchant's Web site should contain tables, frames, and colors to lead surfers in a focused direction to the items they want to buy. The pages ask visitors to get involved by clicking various options. They contain Help, a frequently asked questions (FAQ) section, a telephone number, an e-mail address, and a physical company address.

In this textbook you will learn to create dazzling Web pages that contain the same components as those you see in the cybermalls. In Project 1, you will use HTML tags and design a Web page with a bulleted list and background color. In later projects, you will add tables and links to other Web sites. As you work through these projects and exercises, consider how visitors would use your Web pages. With practice and patience, you will develop pages that even a power shopper would love.



HTML

Creating and Editing a Web Page

PROJECT 1

CASE PERSPECTIVE

Jared Smith is the owner of Chiaravalle Pizza, a local pizza place where you work when you are not attending classes. Recently, Mr. Smith called you into his office to ask some questions about the Internet and World Wide Web (also called the Web). He had been reading about the Web lately and wondered if Chiaravalle Pizza should develop its own Web site for advertising.

With this in mind, you have decided to design and develop a Web page that advertises Chiaravalle Pizza's variety of traditional and specialty pizzas (Figure 1-1a). To develop this Web page, you will use hypertext markup language (HTML), as shown in Figure 1-1b. You also have decided to make the Web pages more appealing by using various text sizes and formats, adding color and an image in the form of a horizontal rule. Once you have completed this Web page, you will show it to Mr. Smith to get his feedback on future development.

Introduction

Quick access to information is vitally important. Each day, you make decisions in all areas of your life. Today, computers and networks have become the tools people use to gather, analyze, and use information to make informed decisions and to communicate with others around the world. The world's largest network is the Internet — a worldwide network of computers that houses information on a multitude of subjects.

What Is the Internet?

The **Internet** is a worldwide collection of networks that links together millions of businesses, the government, educational institutions, and individuals using modems, telephone lines, and other communication devices and media (Figure 1-2 on page HTM 1.6). More than 125 million people in more than 150 countries are connected to the Internet in their homes, offices, or schools. Users with computers connected to the Internet have access to a variety of services including e-mail, newsgroups, and the World Wide Web.

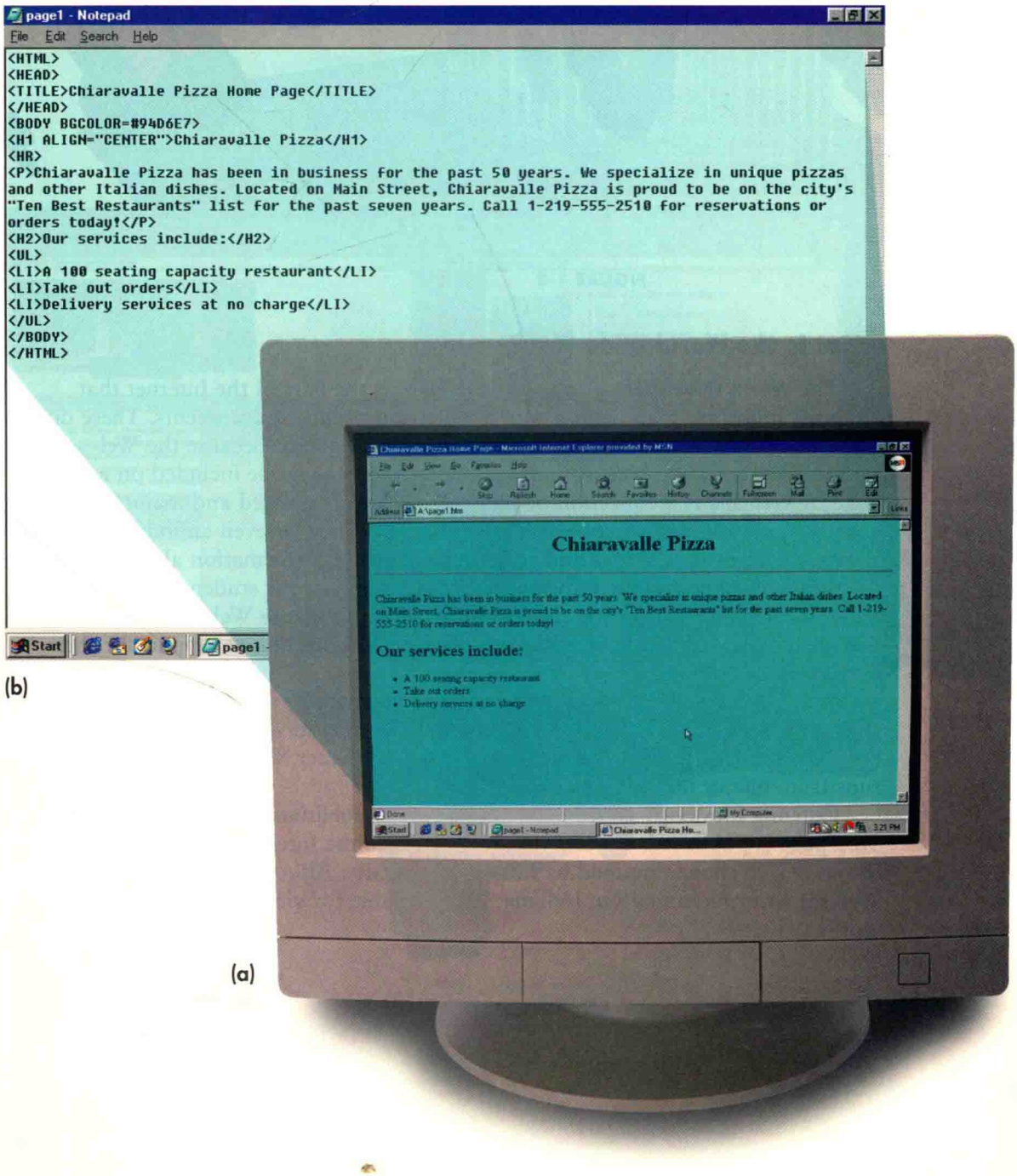

page1 - Notepad
File Edit Search Help
<HTML>
<HEAD>
<TITLE>Chiaravalle Pizza Home Page</TITLE>
</HEAD>
<BODY BGCOLOR=#94D6E7>
<H1 ALIGN="CENTER">Chiaravalle Pizza</H1>
<HR>
<P>Chiaravalle Pizza has been in business for the past 50 years. We specialize in unique pizzas and other Italian dishes. Located on Main Street, Chiaravalle Pizza is proud to be on the city's "Ten Best Restaurants" list for the past seven years. Call 1-219-555-2510 for reservations or orders today!</P>
<H2>Our services include:</H2>
<UL>
<LI>A 100 seating capacity restaurant</LI>
<LI>Take out orders</LI>
<LI>Delivery services at no charge</LI>
</UL>
</BODY>
</HTML>
Start
page1
(b)
Chiaravalle Pizza
Our services include:
A 100 seating capacity restaurant
Take out orders
Delivery services at no charge
(a)

FIGURE 1-1

FIGURE 1-2

More About

Web Law

As new Web developers, it is helpful to understand intellectual property issues that may affect your Web development. For more information about HTML standards, visit the HTML More About page (www.scsite.com/html/more.htm) and click Web Law.

What Is the World Wide Web?

The **World Wide Web**, also called the **Web**, is the part of the Internet that supports multimedia and consists of a collection of linked documents. These documents, or pages of information, are known as **Web pages**. Because the Web supports multimedia, text, graphics, sound, and video, they all can be included on a Web page. A **Web site** is a collection of Web pages that are created and maintained by a company, a university or college, a government agency, or even an individual. Web sites are used at universities and colleges to distribute information about major areas of study, to display course information from professors for students to view, and to allow students to register for classes online. Companies use Web sites to advertise their products worldwide as well as to provide 24-hour online support for their customers.

Web pages are stored on a **Web server** or **host**, which is a computer that sends (serves) requested Web pages. Any computer that has server software installed and is connected to the Internet can act as a Web server. Every Web site is stored on and runs from one or more Web servers.

Copying files onto a Web server is known as **publishing** the Web pages. Once a Web page is published, anyone who has access to the Internet can view it. Figure 1-3 shows a Web site maintained by Indiana University. Although this site is housed on a Web server in Bloomington, Indiana, it is available for viewing by anyone in the world.

Welcome to Bloomington
Welcome
Profile of the Undergraduate Program
Areas of Study
Admission Information/Application
Student Honor Code
Direct Freshman Admission
Grad Part Program
Honors Program
Overseas Studies Program
Minorities in Business Program
Community Service & Learning
Internships, Co-ops, Placement
INDIANA UNIVERSITY
ADMISSIONS INFORMATION
ABOUT IU
CAMPUSES
UNITS & SERVICES

FIGURE 1-3

A Web page can be linked to other Web pages by the use of hyperlinks. A **hyperlink**, also called a **link**, is used to connect a Web page to another Web page on the same, or a different, Web server located anywhere in the world. Clicking a hyperlink allows you to move quickly from one Web page to another. You also can use hyperlinks to move to a different section of the same Web page. Figure 1-4 shows examples of different types of hyperlinks.

FIGURE 1-4

What Is Hypertext Markup Language?

Web pages are created using **hypertext markup language** (or **HTML**), which is a set of special instructions called **tags** or **markups** that specify links to other documents, as well as how the page is displayed. A Web page is a file that contains both text and

此为试读,需要完整PDF请访问: www.ertongbook.com