

Beginning HTML

lesson 1: The 5 Planes of a site

strategy, scope, structure,
skeleton, surface

lesson 2: phases of development

Persona
Usability
Competitive analysis
Content inventory
Site map
Flow charts
Wireframes
Concept model
Testing

lesson 3: HTML 4.0

where did HTML come from
W3.org
Tags – Open Tags, Closed Tags,
standalone tags, nested or
parent/child

lesson 4: getting organized

Folder Structure
Filenames – lowercase, letters,
numbers, underscores, hyphens
File extensions – .htm or .html
Default pages – index.html,
default.html – MS

lesson 5: URLs

scheme, server name, path
TLD – top level domains

lesson 6: html structure

view source
declaring DocType
head tag including title, meta,
navicons, encoding
title – short, descriptive, affects
ranking
body elements – text
(encoding), images

lesson 6: creating an HTML doc

text editor + browser
Basic Content Structure w/in
body
Font tags, Headings, Lists,
Paragraphs, Line Breaks, Block
quotes, Comments, Horizontal
rules, Linking (external,
internal, anchors)

lesson 7: images

size, resolution, color mode
file formats – jpegs, gif, png
transparency – gif and png
animation – gif and flash
absolute vs. relative paths
size vs. download speed

lesson 8: image tags

lesson 9: web color

Decimal RGB/ Hexidecimal/
HTML names