

# CE2411 / Web I

## Wk 3 – Structure vs. Presentation

### Review Tags We Know

<html></html>

<head></head>

<title></title>

<body></body>



<h1></h1>

<h2></h2>

<h3></h3>

<h4></h4>

<h5></h5>

<h6></h6>

<p></p>

<br />

<div></div>

<span></span>

<a href="" target="">

### Complete Tag Reference

<http://www.w3schools.com/tags/default.asp>

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### Review Image Compression

#### General

- High Compression = Lower Quality = Smaller File Size
- Less Compression = Higher Quality = Larger File Size
- Different types of images lend themselves better to different times of image compression

#### .jpg

- 24-bit Color (Millions)
- Good for photographs
- High JPG compression can make images blurry / blocky / appear unclear

#### .gif

- 256 colors max
- Good for graphics with low numbers of color
- Dithering: Diffusion, Pattern, Noise
- Color Tables: Perceptual, Adaptive, Selective
- High GIF compression means less colors, more abstract image
- Can have a simple 1 color Transparency

#### .png (8-bit)

- 256 colors max
- Good for graphics with low numbers of color
- Dithering: Diffusion, Pattern, Noise
- Color Tables: Perceptual, Adaptive, Selective
- High GIF compression means less colors, more abstract image
- Can have a simple 1 color Transparency

#### .png (24-bit)

- 24-bit Color (Millions)
- Good for photographs
- No compression options
- Large file size
- Has Alpha channel (Complex Transparency Applications)
- Currently not widely supported without "hacks" (IE6, PC)

#### Image Compression Reference Link

<http://www.irt.org/articles/js206/index.htm>

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## Wk 3 – Structure vs. Presentation

### What is CSS?

p. 385 In the Head-First book

- \* CSS stands for **Cascading Style Sheets**
- \* Styles define how to display HTML elements
- \* Styles are normally stored in Style Sheets
- \* Styles were added to HTML 4.0 to solve a problem
- \* External Style Sheets can save you a lot of work
- \* External Style Sheets are stored in CSS files
- \* Multiple style definitions will cascade into one

### CSS Introduction from W3Schools

[http://www.w3schools.com/css/css\\_intro.asp](http://www.w3schools.com/css/css_intro.asp)

### Syntax

selector {property: value;}      **body {color: black;}**  
   **p {text-align:center;color:red;}**

grouping                              **h1,h2,h3,h4,h5,h6 { color: green; }**

### CSS Reference Links

<http://www.culturedcode.com/css/reference.html>

<http://www.fussychild.net/2006/ce/web1/CSS-2.0.pdf>

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## Wk 3 – Structure vs. Presentation

**FTP (File Transfer Protocol)**  
**p. 132 In the Head-First book**

The method web developers use to upload their files onto a web server.

Mac FTP Programs:

- Fetch
- Transmit

PC FTP Programs:

- SmartFTP
- CuteFTP
- WS\_FTP