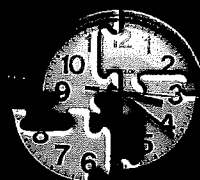
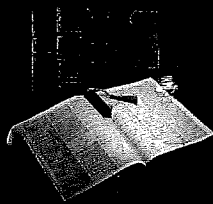


HTML4



TIMELY SOLUTIONS

- HTML fundamentals □ Structuring text □ Tables
- Cascading Style Sheets □ Frames □ Layers
- Dynamic HTML □ Document Type Definition
- eXtensible Markup Language (XML) □ Design
- Internationalization □ Accessibility □ Indexing strategies



COMPLETE REFERENCE

- **HTML 4.01 Reference** Every element and attribute listed with a description, syntax, notes, examples, and more!
- **Compatibility Reference** HTML 4 tags exhaustively researched and tested across a broad selection of web browsers
- **Designing Reference** Comprehensive guide to web browsers, HTML editors, web site tools, graphics programs, scripting languages, servers, CGI, programming languages, web resources, and more!



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PROFESSIONAL REFERENCE EDITION

UNLEASHED

HTML 4

Professional Reference Edition

Rick Darnell, et al.



201 West 103rd Street
Indianapolis, IN 46290

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Introduction

The Internet has progressed extremely fast in recent years. Once the realm of academics, researchers, and defense agencies, the Internet and its associated parts are rapidly becoming a mainstream media conduit for communication between individuals, companies, and global dwellers.

As part of the Internet, the World Wide Web is the predominant force in the growth of the global computer network. Its language is simple, its interface is attractive and friendly, and it's adaptable to a wide variety of uses. There are Web sites for selling products, selling ideas, maintaining appearances, informing publics, continuing education and knowledge, and just plain wasting time, and the World Wide Web concept is being adapted to internal communications by establishing intranets inside companies.

HTML (Hypertext Markup Language) is the language that puts the face on the Web. It consists of a variety of elements called *tags*, which are used for everything from defining type styles and headings to inserting specialized content, such as images, sounds, virtual reality worlds, and Java applets.

One of the main drawbacks to working with HTML is that many Web page editors don't display a page the way it will look on a browser. Instead, HTML authors and designers must contend with the content of their page intermixed with the tags that control how the content appears to the user. The good news is that this situation is changing rapidly, with the advent of new WYSIWYG editors that display a page using the standard accepted by most browsers.

So, with the introduction of graphical editors, why learn the intricacies of HTML? There are several reasons. First, HTML is as much an organizational tool as a design tool. The tags give structure and purpose to each part of the page and explain how it relates to the rest of the page. Learning the organization behind the page leads to better designs for your readers.

Second, even some of the best WYSIWYG editors don't support all the tags that are part of HTML at any given time. Sometimes it's necessary to directly modify the source of the page to add or change tags and attributes. To do this, you need to know how the tags relate to each other.

The final reason for learning HTML is simply for the fun of it. You gain a certain satisfaction from building a Web page from the ground up. You'll know about every brick and board that went into it, and you'll have the know-how to tweak each one so that the result is just what you wanted. On the other side of that is the fun of seeing other Web pages and knowing how the page author and designer worked to develop the intended effect.

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HTML AS GENERAL CONVERSATION

The World Wide Web is becoming more and more common as a topic of conversation at the dinner table, at cocktail parties and banquets, in car pools, and around the water cooler at work. After reading this book, we're sure you'll discover HTML is one of the most fascinating things on the planet and will want to discuss the nuances of each tag with those around you.

Don't do it. It's more than enough in general company to know what *HTML* means. If you try to discuss HTML in any detail, you'll get blank stares and suddenly find yourself standing in a corner by yourself holding a small plate of vegetables and runny ranch dressing with the host's dog hanging on your every word.

How This Book Is Organized

This book is divided into nine different sections, plus eight appendixes. The book begins with basic concepts and foundations of HTML and then delves into the details of standard tags and their attributes, advanced features, and extensions. After the details of the language are covered, additional related topics are covered, including design, supporting technologies, and new forms of markup language, such as Extensible Markup Language.

Here's a section-by-section look at what's in store:

- **Part I, "Introducing HTML 4.0":** The chapters in this section cover the foundation and history of HTML, beginning with the concept of hypertext and extending into document types, document structure, and how different browsers and platforms fit into the Web picture. As part of the introduction, Chapter 5, "Get Started Now", was added to get you up to speed quickly if you already have a grasp of HTML 3.2.
- **Part II, "Structural and Navigational Elements of HTML 4":** This section covers the standard tags supported by the latest HTML 4.0 specification, and includes widely used items such as divisional and organizational tags, lists, and tables. It also includes items that should be used and aren't, such as document type declarations.
- **Part III, "Basic HTML 4.0 Interactivity":** There's more to a Web page than just reading the words. This section covers some of the foundations of building interactivity into a page, using elements such as anchors, image maps, forms, and objects like applets and embedded controls.
- **Part IV, "Presentation Techniques":** After the previous two sections covering the structure and function of a Web page, this section shows how to use the latest techniques for making the page look the way you want. It starts with the tag-based formatting options, such as `` for bold and `<I>` for italics, and then progresses to Cascading Style Sheets, JavaScript Style Sheets, element positioning, frames, and layers.

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