

## 7. Attributes: Adding interest to your page.

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Bold headlines and organized lists are nice but there's got to be more to a web page than that. How about some color and variety? Glad you asked, because that's where **attributes** come in. Don't let the word scare you. Attributes are just special codes placed within the HTML tags that *describe how the tags will look*.

### Color Attribute

For instance, let's say you want to have a green background on your Web page with red text, like for Christmas time. You would type this code:

```
<html>
<head>
<title>Color Page</title>
</head>
<body bgcolor="#bee3c2" text="#ff0000">
Hello. I am a page that can be used for Christmas.
</body>
</html>
```

With this code, your web page appears like this in your [browser](#).

Notice the attributes: **bgcolor** and **text**. They are placed within the `<body>` tag. There's that nesting thing again. Attributes never stand alone. Instead, they always appear inside a body tag.

Let's look a little closer at the body attribute:

```
<body bgcolor="#bee3c2">...</body>
```

1. The bracket and tag appear first (**<body**).
2. Always add a space between the tag and attribute.
3. Then enter the attribute (**bgcolor**).
4. Equal sign goes next (=).
5. Next are quotation marks that contain a description of how the attribute should look like ("**#bee3c2**"). In this case, it's a code for the color green.
6. Close with a bracket (**>**).
7. Then, add your closing tag **</body>**.

It's that simple. Now let's try some more. But first, here's something to remember...

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### Tip to Remember

Colors are described in hexadecimal (hex) code—six digits or letters that represent a color. Also, hex codes always start with a # sign.

For example the hex code for black is #000000, while white is #ffffff. For a complete list of colors and their hex codes, see:

<http://www.wdvl.com/Authoring/Graphics/Colour/666.html>

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### **Align Attribute**

Another attribute that comes in handy is: **align**. Often used with headlines and graphics, this attribute let's you place text or pictures to the left, center or right side of the margin.

Here's a simple example for the align attribute:

```
<html>
<head>
<title>My Spring Vacation</title>
</head>
<body bgcolor="#e3f04a" text="#000000">
<h4 align="center">My Spring Vacation<br>
by Russ Peabody</h4>
```

```
<p>My spring vacation was wonderful, except for the terrible storms we had during the first
part of the week. Snuggle, my dog, enjoyed the walks we had on the beach and Jimmy, my
teddy bear, liked the hotel room. He said the maid was very nice to him.</p>
```

```
</body>
</html>
```

Here is the resulting page as if it were in a [browser](#):

You can use the align attribute with all sorts of tags like: headlines, paragraphs, rules, graphics and so on.

### **Width Attribute**

What if we wanted to add a rule to the above story just under the title and byline? But instead of having the rule go from margin to margin, we wanted it centered just underneath, like this:

**My Spring Vacation**  
**by Russ Peabody**

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The code would look like this:

```
<html>
<head>
<title>My Spring VacationII</title>
</head>
<body bgcolor="#e3f04a" text="#000000">
<h4 align="center">My Spring Vacation<br> by Russ Peabody</h4>
<hr align="center" width="40%">
```

```
</body>
</html>
```

And here's what it would look like in your [browser](#).

Notice how we told the browser to center the rule `<hr>` tag and make it only 40% the size of the screen. Although this may seem a bit confusing in the beginning, you will find it becomes easier as you use these attributes to help design your web pages.

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## Let's apply what we've learned.

**Step 1** Load your text editor and open your HTML document we have been working on: `firstpage.html` Your file should appear as below:

```
<html>
<head>
<title>This is my first web page.</title>
</head>
<body>
<h1>Hello world.</h1> This is my first web page. There's more to come.
```

```
<hr>
<p>
I am learning how to use the horizontal rule, headline, paragraph and line break tags.
Writing HTML isn't as hard as it appears.
</p>
```

```
<p>Here's a list of items I like about school:<br>
Science<br>
Reading<br>
But most of all--recess!<br>
```

```
<p>I can also create lists using numbers and bullets. Here is an example of a list with
numbers:
```

```
<ol>
<li>My first item on the list.</li>
<li>My second item on the list.</li>
<li>My third item on the list.</li>
<li>My fourth item on the list.</li>
</ol>
</p>
```

```
</body>
</html>
```

**Step 2** Let's add some attribute codes to your original HTML file. Enter the code listed below in red:

```
<html>
<head>
<title>This is my first web page.</title>
</head>
```

```
<body bgcolor="#ffff00" text="#000000">
<h1 align="center">Hello world.</h1>
<p align="right"><b>This is my first web page. There's more to come.</b>
```

```
<hr align="center" width="50%">
```

```
<p>
I am learning how to use the horizontal rule, headline, paragraph and line break tags.
Writing HTML isn't as hard as it appears.
</p>
```

```
<p>Here's a list of items I like about school:<br>
Science<br>
Reading<br>
But most of all--recess!<br>
```

```
<p>I can also create lists using numbers and bullets. Here is an example of a list with
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```
<ol>
<li>My first item on the list.</li>
<li>My second item on the list.</li>
<li>My third item on the list.</li>
<li>My fourth item on the list.</li>
</ol>
</p>
```

```
</body>
</html>
```

**Step 3** Save your file.

**Step 4** If Netscape Navigator is still open, hit the reload button. If not, then load Navigator following steps in [Chapter 4](#).

Your resulting page should look like this in your [browser](#).

**Notice the new changes:**

- Background color is now yellow, text is black.
- The heading is centered.
- First paragraph is aligned to the right
- Horizontal rule is now 50% of the margin and centered.

All created by you! Now let's learn more about text formatting.

**8. Advanced text formatting**

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The main purpose of the Web is to communicate ideas. It's been that way from the beginning. In the early days, content was king—meaning, people just used the Web to present thoughts or offer opinions through words. Pictures, clip art, movie clips and even sound weren't part of the Web yet. Nowadays, the Web has a totally different look and feel.

In fact, the Web has radically changed from its early years. What was once a place that strictly exchanged information is now a place to entertain, sell goods and services, share ideas and especially, learn new things. Designing an inviting page has become an important issue. Now we see tons of graphics, animations, in-the-news movie clips, 3-D computer games and much more. While content is still king, a well designed Web page is now considered equally important—perhaps even the queen.

That brings us to topic at hand: text formatting. Here is where good design begins and fortunately, HTML allows us to do quite a lot with text. There are several tags and attributes to learn, but they all help you—the designer—to create an eye-pleasing page.

In this section, we will cover the following tags and attributes:

- Font styles: `<font>...</font>`
- Bold: `<b>...</b>`
- Italic: `<i>...</i>`
- Indented text: `<blockquote>...</blockquote>`
- Smaller type: `<small>...</small>`
- Larger type: `<large>...</large>`
- Centered type: `<center>...</center>`

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### Font tag\*

Not long ago, **Times Roman** was the only font you could use with HTML. It is still the font of choice (the default) for the leading browsers. Today, we can choose different font styles as well as several other font options by using the tag:

`<font>...</font>`

The font tag gives you some control over how your page will look. But unlike other tags discussed so far, the *font tag does nothing without an attribute* (remember an attribute describes what the tag should do).

We will cover three attributes used with the font tag:

```
<font size= "#">...</font>
<font face= "type style name">...</font>
<font color= "hex code">...</font>
```

**\*A Note to Remember:** In the new HTML (version 4.0), the font tag has been deprecated—a big word that means the tag will be dropped in favor of Cascade Style Sheets (CSS). If you would like more information on CSS, please check out the Web site: [Style Master](#) to learn more. This changeover—from the font tag to CSS—will happen sometime in the future,

but right now many Web sites are still using the font tag. We are in what is called the "transitional period," meaning things are still changing.

### Font Size

So far, we have learned that the only way to change the size of our text is through the headline tag. But that causes a problem. One, if you use this tag, all the text changes and secondly, you'll have paragraph breaks before and after the text. So what can you do if you want to change the size of some text within a sentence? Simple, add the attribute **size** to the font tag. Here's a coded example:

Learning HTML code `<font size=5> does have it's advantages, </font>` especially considering how important the WWW has become.

The resulting line in a browser:

Learning HTML code `does have its advantages,` especially considering how important the WWW has become.

Notice how the type increased? You can also decrease your text. Let's take the same sentence but use `size=1`.

Learning HTML code `does have its advantages,` especially considering how important the WWW has become.

By using the size attribute, you can change your text to whatever you like. (By the way, your browser's default size is number 3.) Here are all seven levels as they would appear in your browser:

font size=1

font size=2

font size=3

font size=4

font size=5

font size=6

font size=7

### Font Face

You can also use an attribute that will change the type style of a font. It's call **face**. But a word of caution: the face attribute is system dependent. That is, it will only work if the end user has the same typeface (type style) on his or her system. If not, the browser will automatically go with the default of Times Roman. So what you see on your Netscape or Internet Explorer's page may not be the same for each user.

So how can prevent this problem? Include more than one type face. For instance, let's say you want the following text to appear in Arial typeface. This is how you would do it.

`<font face="Arial, Helvetica">`Selecting type styles can be tricky at times. You must always consider your end user.`</font>`

Your end result will look like this:

Selecting type styles can be tricky at times. You must always consider your end user.

If the user's computer did not have Arial, the browser would automatically search for the next typeface mentioned, which in this case is Helvetica. If no such type styles are on the computer, then the browser will go to the default type of Times Roman.

Fortunately Windows® 95 and Macintosh® come with a variety of different typefaces:

Arial

**Arial Black**

Arial Narrow

Book Antiqua

Bookman Old Style

Century Gothic

Century Schoolbook

Courier New

Garamond

Times New Roman

Verdana

You can specify these typefaces, and the browser will easily find them. However, it's best to specify more than one typeface, just in case an end user is operating Windows 3.0 or has for some reason, taken one of these typefaces off the computer system.

So how does the attribute look for other type styles?

**<font face="bookman old style">**

Selecting type styles can be tricky at times. You must always consider your end user.

**<font face="arialblack">**

**Selecting type styles can be tricky at times. You must always consider your end user.**

**<font face="garamond">**

Selecting type styles can be tricky at times. You must always consider your end user.

### **Font Color**

In the last section, we discussed text color as an attribute in the body tag. The text color attribute only permits you to color all the type on your Web page. But what if you want to color only a word or two. Then use the attribute **color** within the font tag. Here's an example.

Selecting type styles can be tricky at times. **<font color="#0033ff">**You should always consider your end user.**</font>**

This will create text that is bright blue:

Selecting type styles can be tricky at times. **You should always consider your end user.**

Notice two things here. First of all, the color has been specified in hex code (remember we discussed that in the last lesson). Two, since we did not specify the typeface, the type appeared as Times Roman.

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## Let's apply what we've learned

**Step 1** Load your text editor and open the HTML document we have been working on: [firstpage.html](#)

**Step 2** Here's how to add some attribute codes to your original HTML file. Enter the code listed below in red.

```
<html>
<head>
<title>This is my first web page.</title>
</head>
```

```
<body bgcolor="#ffff00" text="#000000">
<h1 align="center">Hello world.</h1>
<p align="right"><b>This is my first web page. There's more to come.</b>
```

```
<hr align="center" width="50%">
<p><font size="5" face="arialblack" color="#0033ff">
I am learning how to use the horizontal rule, headline, paragraph and line break tags.
Writing HTML isn't as hard as it appears.</font>
</p>
```

```
<p>Here's a list of items I like about school:<br>
Science<br>
Reading<br>
But most of all--recess!<br>
```

```
<p>I can also create lists using numbers and bullets. Here is an example of a list with
numbers:
```

```
<ol>
<li>My first item on the list.</li>
<li>My second item on the list.</li>
<li>My third item on the list.</li>
<li>My fourth item on the list.</li>
</ol>
</p>
```

```
</body>
</html>
```

Here's how it will appear in your [browser](#).

Congratulations, you have just added a new font size, typeface and font color to your Web page!

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### **Other text formatting tags**

The other text formatting tags are fairly simple to use and understand.

#### **Bold and Italic tags**

To create bold text use: `<b>...</b>`

To create italicized text use: `<i>...</i>`

#### **Blockquote**

Sometimes you may want to indent a sentence or an entire paragraph. That's when you'll want to use the blockquote tag:

`<blockquote>...</blockquote>`

#### **Small and big tags**

To create copy that is slightly smaller than normal:

`<small>...</small>`

To create copy that is slightly larger than normal:

`<big>...</big>`

#### **Center tag\***

You learned about aligning copy with the align attribute in the last lesson. Fortunately HTML allows us to center text without using an attribute. So when you want to center your copy, it's simple. Use the following tag:

`<center>...</center>`

\*Please note the center tag is another one that is being replaced in HTML 4.0