

Content Production = Writing

# HTML for Writers

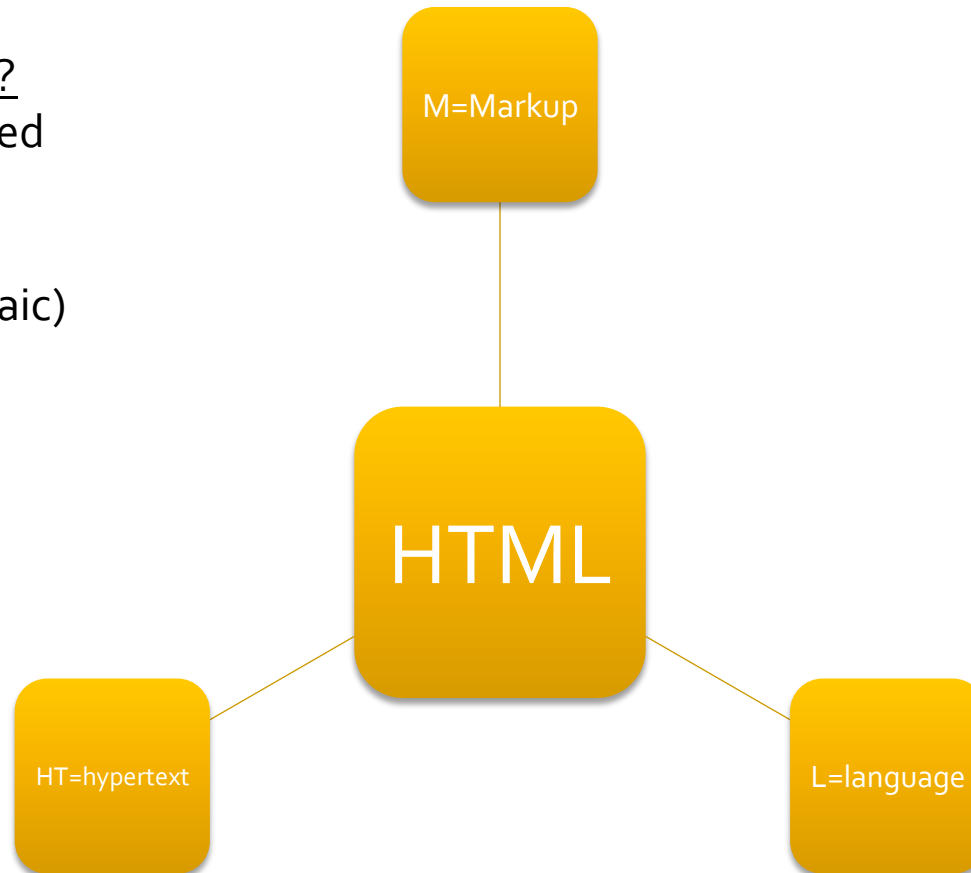
# Goals

---

- To learn basics of HTML
- To read & write in HTML
- To understand HTML in terms of writing and content production

# HTML

Did you know?  
UIUC is credited  
with the first  
popular web  
browser (Mosaic)



# A Standard History of Hypertext

- Hypertext is simply text that directs a reader or user to other text (e.g., hyperlink)
- Why hyper? Speed!
- Precursor idea: in 1945, Vannevar Bush's Memex, which would have been used to read microfilm and mimic the way we think
- In 1989, Tim Berner-Lee develops a hypertext system for sharing CERN's information (that big hadron collider)

# An Alternative History of Hypertext

- Hypertext is really part of a longer history of writing
- Going as far back as clay tokens and “envelops,” human beings have wanted to share information
- Interaction with text has occurred throughout the history of writing, including with cuneiform tablets, scrolls, codices, books, telegraphs, and a variety of other media

# What exactly is HTML?

If you open up the source of a website,  
maybe it looks like this...

```
<html>  
<head>  
<title>Title goes here</title>  
</head>  
<body>Body goes here</body>  
</html>
```

Fundamental building block: the tag

```
<x>          x is a direction for the browser to display  
</x>       /x is a direction to end that display
```

# Common Tags

<code>&lt;br&gt;</code>	line break
<code>&lt;p&gt;</code>	new paragraph
<code>&lt;h1&gt;</code> to <code>&lt;h6&gt;</code>	various headers & sizes
<code>&lt;img&gt;</code>	image
<code>&lt;nav&gt;</code>	navigation links
<code>&lt;strong&gt;</code>	important (bold) text
<code>&lt;table&gt;</code>	table
<code>&lt;title&gt;</code>	title for the document
<code>&lt;video&gt;</code>	video

For more: <http://www.w3schools.com/tags/>

*Web browsers are easy-going—  
99% of web pages have at least one error*

# Separation of Form and Content

- You've probably heard of "content producers" in recent years. This means writers (or podcasters or directors or...)
- HTML separates the form (formatting, display, design) from the content (what you're actually writing/saying)
- Why? Because computers need to be able to talk to one another and display information consistently



# Why use HTML?

## Why should writers care?

- HTML is language that allows writers to communicate their information consistently across screens and displays (ever had a moment where you're using an out-of-date version of Word? It's the worst)
- While HTML splits form/content, form is a part of content and content is part of form. Knowing HTML gives you better writing control and more power!

# Tips for Writers

- No need to be an expert at HTML
- Writing clean, mistake-free HTML is hard
- Content management systems help you to avoid needing expertise in HTML, CSS, and JavaScript but it is helpful to know in case things go awry or you need to force an atypical format choice
- Write the content first, then pay attention to the HTML