# Text and Formatting

#### **Text Treatment**

- Text treatment is important on websites just like on a written page
- Think of a newspaper
  - > A big headline at the top
  - Columns filled with paragraphs telling stories
  - A solid line travels across the page to divide it into sections
- Different visual treatments should be applied
  - Organize content
  - Create a visual hierarchy
  - Gives readers a clear path to get to the information

# Header Tags

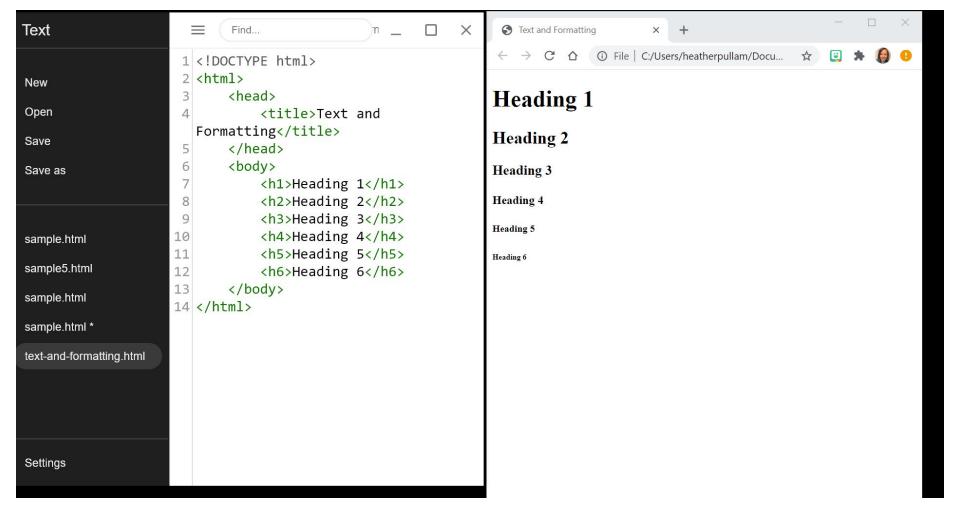
- Also known as heading tags or head tags
  - Main tools in building content's hierarchy
  - Six header tags
    - Represented <h1> to <h6>
  - Used to contain titles, headlines, pronounced important information

# Header Tags - continued

- <h1>
  - Thought to be all encompassing title or heading
  - Describes most of the page
  - Should only be one on a page
- <h2>
  - Sub-topics for <h1> element
- <h3>
  - Sub-topics for <h2> element
- etc...

## Header Tags - continued

- Comes built with default font sizes and font weights
  - <h1> the largest and boldest
  - <h6> smallest, but still bolded
- Each adds space above and below
- Use for semantics (meaning), not styling
  - Reserved for holding different levels of important info
  - Helps readers by organizing content logically
  - Search engines use these to route traffic to your site

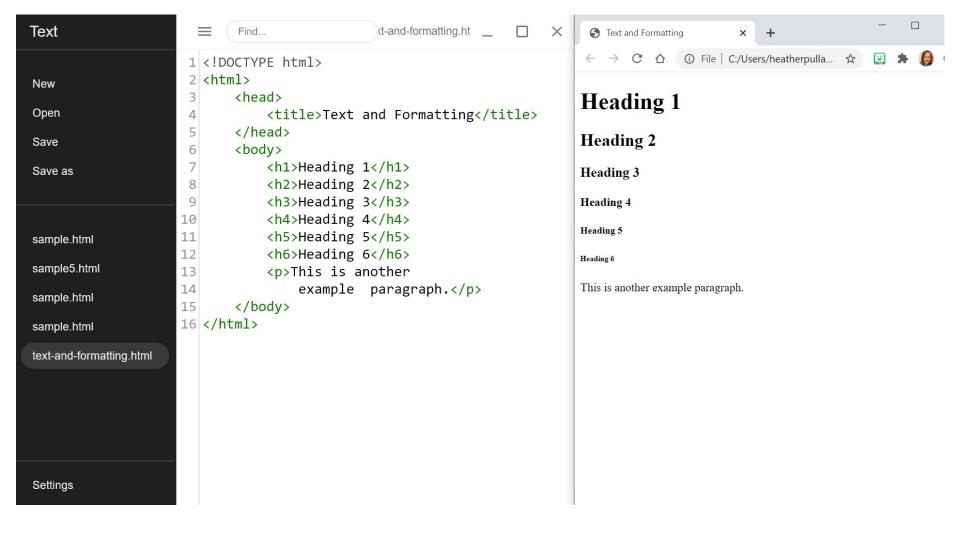


## Paragraph Tags

- Majority of text should be organized into paragraphs
- Comes with predetermined formatting
  - Organizes into blocks of text
  - Text with flow the width of the page and wrap to the next line when out of room
    - If the size of the browser window changes, the text adjusts to flow
      - Think of the paragraph as liquid
        - Reshapes to the size of the container
  - Adds space above and below
    - Does NOT begin with an indent
    - Stands apart from each other

## Paragraph Tags - continued

- Extra spaces & enters in your code don't matter
  - The browser will read only 1 space between text and no enters
    - Special codes will be used to break a line and add spaces
    - Allows you to break large paragraphs into multiple lines without affecting the content on the finished page

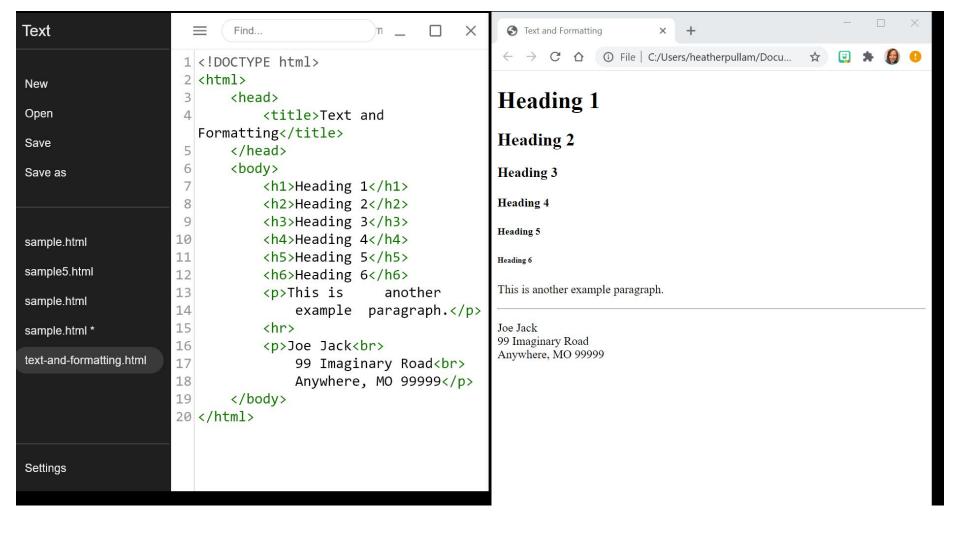


## Line Break

- <br><br>
  - Empty tag/void element
  - Separates content
  - Usually nested inside a tag to break the line without adding extra space from a tag

## Horizontal Rule

- <hr>
  - Empty tag/void element
  - Separates content
    - Usually goes between paragraphs
    - Used when there is a shift in topic that requires a separation
    - Should be used semantically (for meaning), not just to style a page

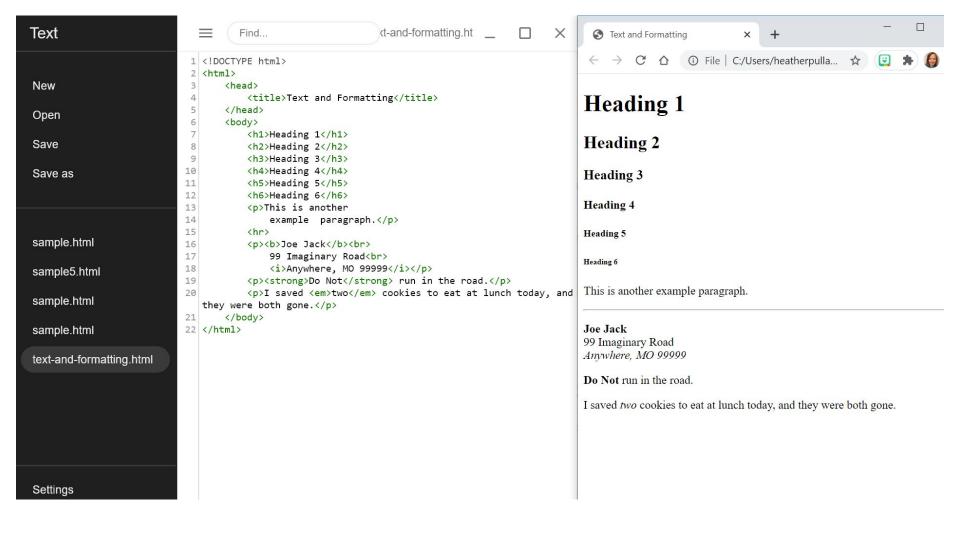


#### <i> and <em>

- Should be used within a paragraph tag
- <i> italicizes text just for style
  - Want text to stand out because it is different
  - Does not affect how it will be said
- <em> italicizes text to add emphasis to it
  - Text should be read with an emphasis
  - Especially when comparing one thing to another
  - Text should be stretched out when spoken

# <b> and <strong>

- Should be used within a paragraph tag
- <b> bolds text just for style
  - Want text to stand out visually
  - Does not affect how it would be said
- <strong> bolds text for strong emphasis
  - When an important word or phrase is being used
    - Especially when used as a caution
  - Usually soken a bit louder to make sure it is noticed



# Referencing

- DO NOT BREAK COPYRIGHT LAWS
- If you use someone's words or ideas, you must give them credit for it
  - Reference titles of established works
  - Quote people's exact words/phrases
  - Note the source from where information is used

#### <cite>

- Used to reference the title of an established work; books, poems, songs, movies, etc.
- Used to identify the source of a quotation
- Tag will italicize the content
- Provides semantic meaning for screen readers and search engines
  - Differentiates between cited material and other content that is italicized for looks or other reasons

### <**q>**

- Used for an inline quotations (less than 40 words)
- Automatically places quotations around the content
- Provides semantic meaning for screen readers and search engines
  - Differentiates between quoted content that is actually a quote and other content that has quotation marks just for looks

## <blook<br/>quote>

- Used for longer quotes (40+ words)
- Used as its own element
  - Adds spacing above and below
  - Indents from the left and right
    - Blocks the text as quoted material
  - There are no quotation marks used
- <footer> often used with this element
  - Used at the foot of the blockquote section
  - Gives credit to the quoted source

