Q: So matching tags don’t have to be on the same line?

A: No, remember the browser doesn’t really care about tabs, returns, and most spaces. So, your tags can start and end anywhere on the same line or they can start and end on different lines. Just make sure you start with an opening tag, like <h2>, and end with a closing tag, like </h2>.

Q: Why do the closing tags have that extra “/”?

A: That “/” in the closing tag is to help both you and the browser know where a particular piece of structured content ends. Otherwise, the closing tags would look just like the opening tags, right?

Q: I’ve noticed the HTML in some pages doesn’t always match opening tags with closing tags.

A: Well, the tags are supposed to match. In general, browsers do a pretty good job of figuring out what you mean if you write incorrect HTML. But, as you’re going to see, there are big benefits to writing totally correct HTML. If you’re worried you’ll never be able to write perfect HTML, don’t be. There are plenty of tools to verify your code before you put it on a Web server so the whole world can see it. For now, just get in the habit of always matching your opening tags with closing tags.

Q: Well, what about that <img src="drinks.gif"> tag in the lounge example? Did you forget the closing tag?

A: Wow, sharp eye. There are some elements that use a shorthand notation with only one tag. Keep that in the back of your mind for now and we’ll come back to it in a later chapter.

Q: An element is an opening tag + content + closing tag, but can’t you have tags inside other tags? Like the head and body are inside an <html> tag?

A: Yes, HTML tags are often “nested” like that. If you think about it, it’s natural for an HTML page to have a body, which contains a paragraph, and so on. So many HTML elements have other HTML elements between their tags. We’ll take a good look at this kind of thing in later chapters, but for now just get your mind noticing how the elements relate to each other in a page.
Exercise

Starbuzz Coffee’s Mission
To provide all the caffeine that you need to power your life.
Just drink it.

Oh, I forgot to mention, we need our company mission on a page, too. Grab the mission statement off one of our coffee cups and create another page for it...

1. Write the HTML for the new “mission.html” page here.

2. Type in your HTML using a text editor, and save it as “mission.html” in the same folder as your “index.html” file.

3. Once you’ve done that, open “mission.html” in your browser.

4. Check your work at the end of the chapter before moving on...
Okay, it looks like you’re getting somewhere. You’ve got the main page and the mission page all set. But, don’t forget the CEO said the site needs to look great too. Don’t you think it needs a little style?

Right. We have the structure down, so now we’re going to concentrate on its presentation.

You already know that HTML gives you a way to describe the structure of the content in your files. When the browser displays your HTML, it uses its own built-in default style to present this structure. But, relying on the browser for style obviously isn’t going to win you any “designer of the month” awards.

That’s where CSS comes in. CSS gives you a way to describe how your content should be presented. Let’s get our feet wet by creating some CSS that makes the Starbuzz page look a little more presentable (and launch your Web career in the process).
Meet the style element

To add style, you add a new (say it with us) E-L-E-M-E-N-T to your page – the `<style>` element. Let’s go back to the main Starbuzz page and add some style. Check it out...

```html
<html>
<head>
<title>Starbuzz Coffee</title>
<style type="text/css">
    /* Add your CSS here */
</style>
</head>
<body>
<h1>Starbuzz Coffee Beverages</h1>
<h2>House Blend, $1.49</h2>
<p>A smooth, mild blend of coffees from Mexico, Bolivia and Guatemala.</p>
<h2>Mocha Caffe Latte, $2.35</h2>
<p>Espresso, steamed milk and chocolate syrup.</p>
<h2>Cappuccino, $1.89</h2>
<p>A mixture of espresso, steamed milk and milk foam.</p>
<h2>Chai Tea, $1.85</h2>
<p>A spicy drink made with black tea, spices, milk and honey.</p>
</body>
</html>
```

There are no Dumb Questions

**Q:** An element can have an "attribute"? What does that mean?

**A:** Attributes give you a way to provide additional information about an element. Like, if you have a style element, the attribute allows you to say exactly what kind of style you’re talking about. You’ll be seeing a lot more attributes for various elements; just remember they give you some extra info about the element.

**Q:** Why do I have to specify the type of the style, "text/css", as an attribute of the style? Are there other kinds of style?

**A:** There aren’t currently any other styles that work with today’s browsers, but those designers of HTML are always planning ahead and anticipate that there may be other types of style in the future. Personally, we’re holding our breath for the `<style type="50sKitsch">` style.
Giving Starbuzz some style...

Now that you've got a `<style>` element in the HTML head, all you need to do is supply some CSS to give the page a little pizazz. Below you'll find some CSS already "baked" for you. Whenever you see the Ready Bake logo, you're seeing HTML and CSS that you should type in as-is. Trust us. You'll learn how the markup works later, after you've seen what it can do.

So, take a look at the CSS and then add it to your "index.html" file. Once you've got it typed in, save your file.

```html
<html>
  <head>
    <title>Starbuzz Coffee</title>
    <style type="text/css">
      body {
        background-color: #d2b448;
        margin-left: 20%;
        margin-right: 20%;
        border: 1px dotted gray;
        padding: 10px 10px 10px 10px;
        font-family: sans-serif;
      }
    </style>
  </head>
  <body>
    <h1>Starbuzz Coffee Beverages</h1>
    <h2>House Blend, $1.49</h2>
    <p>A smooth, mild blend of coffees from Mexico, Bolivia and Guatemala.</p>
    <h2>Mocha Caffe Latte, $2.35</h2>
    <p>Espresso, steamed milk and chocolate syrup.</p>
    <h2>Cappuccino, $1.89</h2>
    <p>A mixture of espresso, steamed milk and milk foam.</p>
    <h2>Chai Tea, $1.85</h2>
    <p>A spicy drink made with black tea, spices, milk and honey.</p>
  </body>
</html>
```
Cruisin' with style...

It's time for another test drive, so reload your "index.html" file again. This time you'll see the Starbuzz Web page has a whole new look.

Background color is now tan.

Now we have margins around the content.

We've got a gray border around the content as well.

There's now some padding between the content and the border (on all sides).

We're using a different font for a cleaner look.

Whoa! Very nice. We're in business now!
WHO DOES WHAT?

Even though you’ve just glanced at CSS, you’ve already begun to see what it can do. Match each line in the style definition to what it does.

background-color: #d2b4c;

Defines the font to use for text.

margin-left: 20%;
margin-right: 20%;

Defines a border around the body that is dotted and the color gray.

border: 1px dotted gray;

Sets the left and right margins to take up 20% of the page each.

padding: 10px 10px 10px 10px;

Sets the background color to a tan color.

font-family: sans-serif;

Creates some padding around the body of the page.

Dumb Questions

Q: CSS looks like a totally different language than HTML. Why have two languages? That’s just more for me to learn, right?

A: You are quite right that HTML and CSS are completely different languages, but that is because they have very different jobs. Just like you wouldn’t use English to balance your checkbook, or Math to write a poem, you don’t use CSS to create structure or HTML to create style because that’s not what they were designed for. While it does mean you need to learn two languages, you’ll discover that because each language is good at what it does, this is actually easier than if you had to use one language to do both jobs.

Q: #d2b4c doesn’t look like a color. How is #d2b4c the color “tan”?

A: There are a few different ways to specify colors with CSS. The most popular is called a “hex code”, which is what #d2b4c is. This really is a tan color. For now, just go with it, and we’ll be showing you exactly how #d2b4c is a color a little later.

Q: Why is there a “body” in front of the CSS rules? What does that mean?

A: The “body” in the CSS means that all the CSS between the “{” and “}” applies to content within the HTML <body> element. So when you set the font to sans-serif, you’re saying that the default font within the body of your page should be sans-serif. We’ll go into a lot more detail about how CSS works shortly, so keep reading. Soon, you’ll see that you can be a lot more specific about how you apply these rules, and by doing so you can create some pretty cool designs.
Exercise

Now that you've put a little style in the Starbuzz "index.html" page, go ahead and update your "mission.html" page to have the same style.

1. Write the HTML for the "mission.html" page below, and then add the new CSS.
2. Update your "mission.html" file to include the new CSS.
3. Once you've done that, reload "mission.html" in your browser.
4. Make sure your mission page looks like ours, at the end of the chapter.
Fireside Chats

Tonight's talk: HTML and CSS on content and style.

HTML

Greetings CSS: I'm glad you're here because I've been wanting to clear up some confusion about us.

Lots of people think that my tags tell the browsers how to display the content. It's just not true! I'm all about structure, not presentation.

Well, you can see how some people might get confused; after all, it's possible to use HTML without CSS and still get a decent-looking page.

Hey, I'm pretty powerful too. Having your content structured is much more important than having it look good. Style is so superficial; it's the structure of the content that matters.

Whoa, what an ego! Well I guess I shouldn't expect anything else from you -- you're just trying to make a fashion statement with all that style you keep talking about.

CSS

Really? What kind of confusion?

 Heck yeah - I don't want people giving you credit for my work!

“Decent” might be overstating it a bit, don’t you think? I mean, the way most browsers display straight HTML looks kinda crappy. People need to learn how powerful CSS is and how easily I can give their web pages great style.

Get real! Without me web pages would be pretty damn boring. Not only that, take away the ability to style pages and no one is going to take your pages seriously. Everything is going to look clumsy and unprofessional.
**HTML**

Right. In fact we're totally different languages, which is good because I wouldn't want any of your style designers messing with my structure elements.

Yea, that is obvious to me any time I look at CSS—talk about an alien language.

Millions of web writers would disagree with you. I've got a nice clean syntax that fits right in with the content.

Hey stupid, ever heard of closing tags?

Just notice that no matter where you go, I've got you surrounded by <style> tags. Good luck escaping!

**CSS**

Fashion statement? Good design and layout can have a huge effect on how readable and usable pages are. And you should be happy that my flexible style rules allow designers to do all kinds of interesting things with your elements without messing up your structure.

Don't worry, we're living in separate universes.

Yeah, like HTML can be called a language? Who has ever seen such a chunky thing with all those tags?

Just take a look at CSS; it's so elegant and simple, no goofy angle brackets <around> <everything>. <See> <I> <can> <talk> <just> <like> <Mr> <HTML> <>. <look> <at> <me> <!>

Ha! I'll show you...because, guess what? I can escape...
Not only is this one fine cup of House Blend, but now we've got a web page to tell all our customers about our coffees. Excellent work.

I've got some bigger ideas for the future; in the meantime, can you start thinking about how we are going to get these pages on the Internet so other people can see them?

**BULLET POINTS**

- HTML and CSS are the languages we use to create web pages.
- Web servers store and serve Web pages, which are created from HTML and CSS. Browsers retrieve pages and render their content based on the HTML and CSS.
- HTML is an abbreviation for HyperText Markup Language and is used to structure your web page.
- CSS is an abbreviation for Cascading Style Sheets, and is used to control the presentation of your HTML.
- Using HTML we mark up content with tags to provide structure. We call matching tags, and their enclosed content, elements.
- An element is composed of three parts: an opening tag, content and a closing tag. There are a few elements, like `<img>`, that are an exception to this rule.
- Opening tags can have attributes. We've seen one already: type.
- Closing tags have a “/” after the left angle bracket, in front of the tag name to distinguish them as closing tags.
- Your pages should always have an `<html>` element along with a `<head>` element and a `<body>` element.
- Information about the Web page goes into the `<head>` element.
- What you put into the `<body>` element is what you see in the browser.
- Most whitespace (tabs, returns, spaces) are ignored by the browser, but you can use these to make your HTML more readable (to you).
- CSS can be added to an HTML Web page by putting the CSS rules inside the `<style>` element. The `<style>` element should always be inside the `<head>` element.
- You specify the style characteristics of the elements in your HTML using CSS.
**HTMLcross**

It's time to sit back and give your left brain something to do. It's your standard crossword; all of the solution words are from this chapter.

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**Across**

4. We emphasized this.
5. Always separate these in HTML.
7. CSS is used when you need to control this.
11. You markup content to provide this.
14. Only style available.
15. About your web page.
16. Two tags and content.
17. You define presentation through this tag.
18. Company that launched your web career.

**Down**

1. What you see in your page.
2. The "M" in HTML.
3. Browsers ignore this.
6. Style we're all waiting on.
8. Tags can have these to provide additional information.
10. Appears at the top of the browser for each page.
12. Opening and closing.
13. There are six of these.