HEADINGS

HTML

```
<h1>This is a Main Heading</h1>
<h2>This is a level 2 heading</h2>
<h3>This is a level 3 heading</h3>
<h4>This is a level 4 heading</h4>
<h5>This is a level 5 heading</h5>
<h6>This is a level 6 heading</h6>
```

RESULT

This is a Main Heading

This is a Level 2 Heading

This is a Level 3 Heading

This is a Level 4 Heading

This is a Level 5 Heading

This is a Level 6 Heading

BOLD & ITALIC

HTML

```
This is how we make a word appear <b>bold</b>.
```

This is how we make a word appear
<i>i>italic</i>.

RESULT

This is how we make a word appear **bold**. This is how we make a word appear *italic*.

SUPERSCRIPT & SUBSCRIPT

HTML

On the 4th September you
will learn about E=MC².

The amount of C0₂ in the atmosphere grew by 2ppm in 2009₁.

RESULT

On the 4th of September you will learn about E=MC².

The amount of CO_2 in the atmosphere grew by 2ppm in 2009_1 .

```
WHITESPACE IS COLLAPSED

HTML

The moon is

drifting away from the

earth.
```

The moon is drifting away from Earth.

LINE BREAKS

HTML

The Earth
gets one hundred tons
heavier every day
due to falling
space dust.

RESULT

The Earth gets one hundred tons heavier every day due to falling space dust.

HORIZONTAL RULES

HTML

Venus is the only plant that rotates clockwise

<hr />

Jupiter is bigger than all the other planets combined.

RESULT

Venus is the only planet that rotates clockwise.

Jupiter is bigger than all the other planets combined.

SEMANTIC MARKUP

WHAT IS IT?

Set of elements, for example:

The tag adds emphasis

<blockquote>
contains a quote

WHY USE IT?

Provides extra information about your content

Do NOT use it to alter presentation of those elements

APPLICATION

Screen readers can add emphasis to words in

Search engines can find quotations in

oblockquote>

STRONG & EMPHASIS

HTML

Beware pickpockets operate in this area.

I think Ivy was the first.

I think Ivy was the first.

I think Ivy was the first.

Beware: Pickpockets operate in this area.

I think Ivy was the first.

I think *Ivy* was the first.

I think Ivy was the first.

QUOTATIONS

Did you ever stop to think, and forget to start again?

As A.A. Milne said, "Some people talk to animals. Not many listen though. That's the problem."

ABBREVIATIONS & ACRONYMS

HTML

<abbr title="Professor">Prof</abbr>
Stephen Hawking is a theoretical
physicist and cosmologist.

<acronym title="National Aeronautics
and Space Administration">NASA</acronym>
do some crazy space stuff.

Prof Stephen Hawking is a theoretical physicist and cosmologist.

NASA do some crazy space stuff.

National Aeronautics and Space
Administration

CITATIONS & DEFINITIONS

HTML

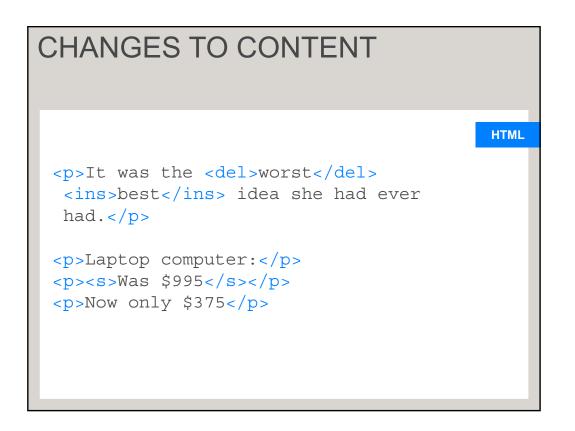
<cite>A Brief History of Time</cite> by Stephen Hawking has sold over ten million copies worldwide.

A <dfn>black hole</dfn> is a region
 of space from which nothing, note even
 light, can escape.

A Brief History of Time by Stephen Hawking has sold over ten million copies worldwide.

A black hole is a region of space from which nothing, not even light, can escape.





It was the worst best idea she had ever had.

Laptop computer:

Was \$995

Now only \$375

SUMMARY

HTML elements are used to describe the structure of the page (e.g. headings, subheadings, paragraphs).

SUMMARY

They also provide semantic information (e.g. where emphasis is placed, definitions of acronyms, when text is a quotation).