Creating a Press Release Webpage with an External Cascading Style Sheet Code

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In this chapter, we will learn the following to World Class CAD standards:

- **Using a Storyboard to Create a Press Release Webpage**
- **Starting a HTML Press Release Webpage**
- **Linking the Press Release Webpage to an External Style Sheet**
- **Defining the Body of the Press Release Webpage**
- **Adding the Header Text to the Web Page**
- **Adding the Hyperlinks and Paragraphs to the Page**
- **Adding the Email Link to a Webpage**
- **Applying the Copyright Statement**
- **Creating an External Cascading Style Sheet**
- **Redefining the P Tag in the Press Release Web Page**
- **Redefining the A Tag in the Press Release Web Page**
- **Redefining the H1 Tag in the Press Release Web Page**
- **Creating Custom Styles in the Press Release Web Page**
- **Closing the HTML and Cascading Style Sheet Web Page**
- **Viewing the Web Page with the Web Browser**

Using a Storyboard to Create a Press Release Webpage

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In this chapter, we will learn how to make a Press Release webpage with an external Cascading Style Sheet code webpage along with HTML. The information on this web page is available for anyone to use in his or her newspaper, magazine or website. From the storyboard shown in Figure G.1, we see that we are using a header for the banner, a single hyperlink to return to the homepage, multiple paragraphs with interesting information and quotes, a link to launch an email message to the webmaster and a copyright statement. Much like the previous assignment, we will control the font family and associated attributes of the header, hyperlink, paragraph and text with the external Cascading Style Sheet (CSS) code. At the end of the project, we will notice that the programming syntax is cleaner looking than even the last webpage.

Press Release

Home

The Ohio Digital Art team is proud to announce our new website "ohiodigitalart.com" that will be released on February 27, 2009 on the World Wide Web. The graphic artist group uses the latest technology to produce fantastic products for their present customers and hopes to attract new clients. They also are extending a hand in educating our young and aspiring artist with their online art lessons and the "Art First" program. Anyone wishing to see the possibilities that they can add to their present marketing campaigns or wish to open their organization to new promises needs to check this website out.

Artist John Smith, the site's webmaster says, "Bringing the capabilities of the Ohio Digital Art crowd to the worldwide arena is exciting for me and them". Although John is a recent college graduate of our local college in town, he is a specialist in web development, digital art and animated videos. John says, "Although we run around and pat ourselves on the shoulder for adding computers into business, the majority of groups and industries in our community do not even have one webpage."

We checked out Johns' assertion just with local pizza shops and both men and women hair salons and nearly 90% were not on the web. We had to use the Yellow Pages (how quaint) to get their phone number and call them to see what hours they were open. We checked out our local factories and although many of them told us they wish to expand their territory and sales, again the Internet revolution has passed them by.

We believe that if our community wishes to participate in economic recovery that they might want to discuss options with a Web Designer like John Smith and meet the Ohio Digital Art squad.

If you have any questions regarding the information on this page, send your comments to the **Webmaster**.

Copyright © 2009 by Ohio Digital Art. All Rights Reserved.

Figure G.1 – The Storyboard for the Press Release Webpage

Starting a HTML Press Release Webpage

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Begin the project by opening up Notepad by clicking the Start button on our desktop and choosing Programs/Accessories/Notepad. Select Format on the menu bar to see

whether word wrapping is chosen.

Now we will begin to enter the HTML code into Notepad. The first thing we want to type into the page is <html> and <head> as shown in Figure G.2.
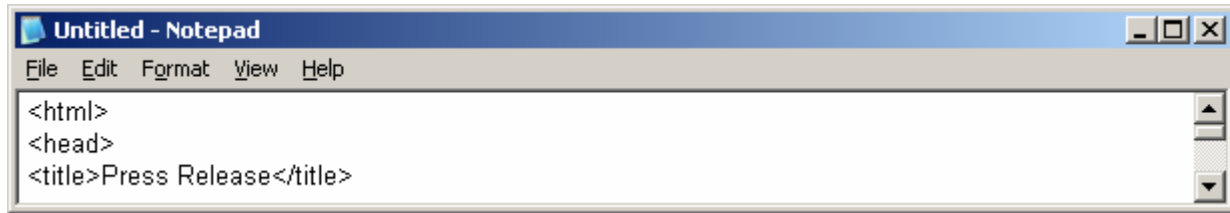

Figure G.2 – Starting the Press Release Webpage in Notepad

Next, the <title> code identifies a document to the users. On the Press Release webpage, we will just type the name "Press Release". When we view the webpage in Internet Explorer, the text "Press Release" will appear in the document title on the upper left section of our computer window. Try to be specific with the titles on the pages since this another opportunity to identify the information be presented to the viewer.

Next, we will want to save our work. Chose File on the menu bar and then pick Save. Save the file as press_release.htm as shown in Figure G.3.
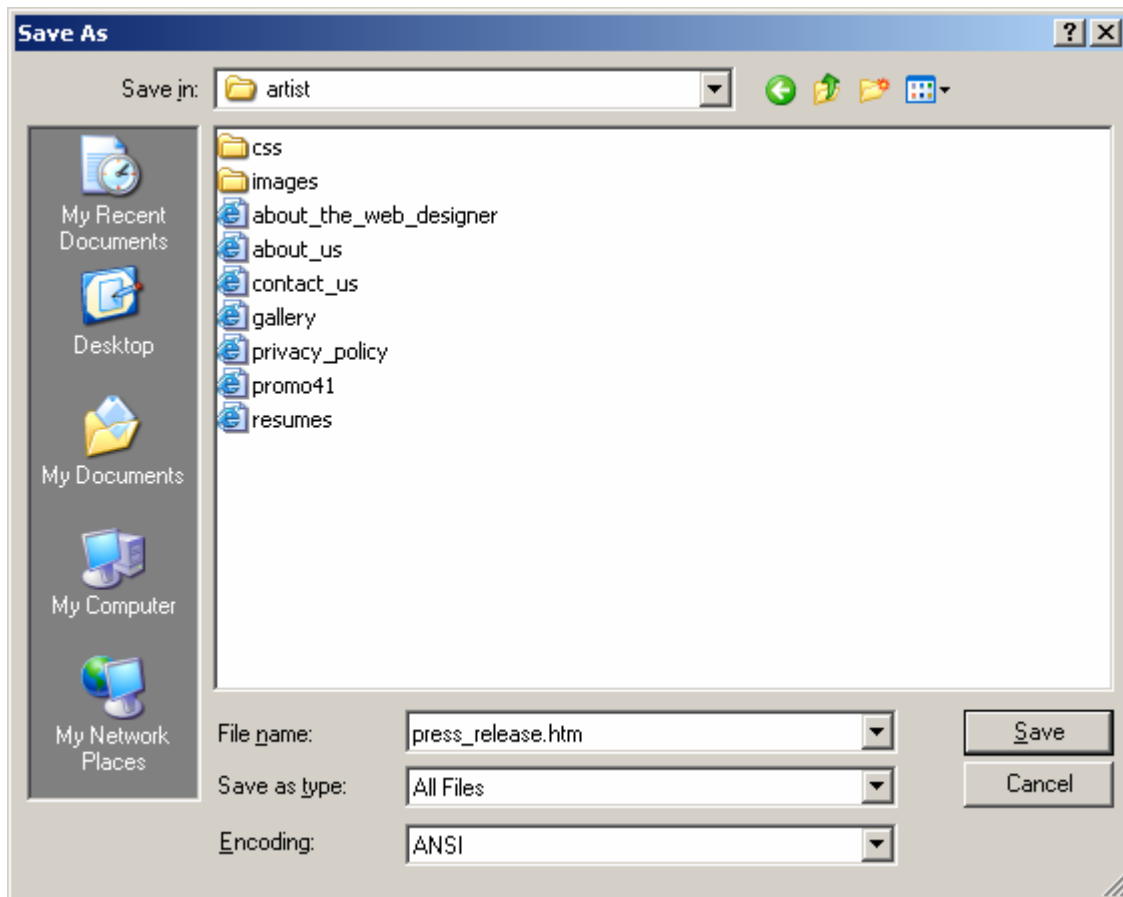

Figure G.3 – Saving the Press Release Webpage

Tag	Name	Description
html	Hyper Text Meta Language	Begins a HTML document
Example	**Start Tag**	**End Tag**
<html> <head></head> <body></body> <\html>	<html>	</html>

Tag	Name	Description
head	Header	Contains header information not visible inside the web page
Example	**Start Tag**	**End Tag**
<head> <title>Graphic Artist Press Releases </title> </head>	<head>	</head>

Linking the Press Release Webpage to an External Style Sheet

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The third way we can use Cascading Style Sheet code in the HTML webpage other than inline or in the header is to link the page to an external file containing the style sheet information. We utilize the link tag in the header to show the path to the style sheet code. Type the following code in the header.

<link rel="stylesheet" href="css/style1.css" type="text/css">

Where the "rel" element is the relationship from the current document to the href document. In the href element, we show the path and filename of the stylesheet in our web folder. The type element in the link tag refers to the content as being a cascading style sheet. After adding the link statement in the header code, we close the section with </head>.

```
press_release - Notepad
File   Edit   Format   View   Help
<html>
<head>
<title>Press Release</title>
<link rel="stylesheet" href="css/style1.css" type="text/css">
</head>
```

Figure G.4 – Using the Link Tag to Refer to an External Cascading Style Sheet

Defining the Body of the Press Release Webpage

In many graphic application programs, the Color window or dialogue box will have a text box that displays the HTML code for any color we select. If we choose a basic red, the HTML Color code is #FF0000. When we are in the graphic program, we can use the Dropper tool to pick a color on our own image and again the HTML code in the Color window will reflect our choice.

After picking the web page's background color, we will assign the text color. We will type text="#FFFFFF" for white inside the Body expression after the bgcolor element.

Now we will assign precise colors to the hyperlinks in the Press Release webpage with Cascading Style Sheet code webpage. There are three areas we want to code, link color, active link color and visited link color.
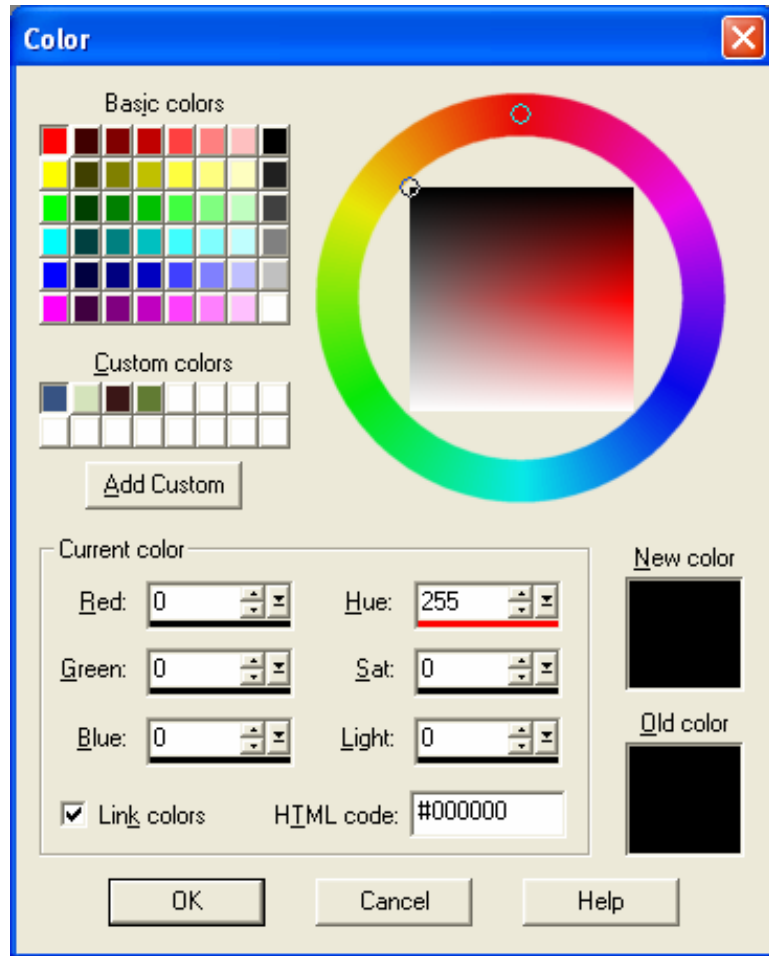
Figure G.9 – Determining the HTML Color Code

We only declare the background color with the bgcolor element since the link and text color are defined in the Cascading Style Sheet code.

Figure G.5 – Starting the Body and Defining the Page Properties

Tag	Name	Description
Body	Body	This is the area of the web page that will contain the graphics, text and forms
Example	**Start Tag**	**End Tag**
<head> <title>Graphic Artist Press Releases </title> </head> <body>	<body>	</body>

Element	Name	Description
Bgcolor	Background Color	Gives a background color to the page body, table or cell
Example	**Start Tag**	**End Tag**
<<body bgcolor="#000000" text="#000000" link="#FFFFFF" vlink="#FFFFFF" alink="#FFFFFF"> </body>		

Adding Redefined Header Text to the Web Page
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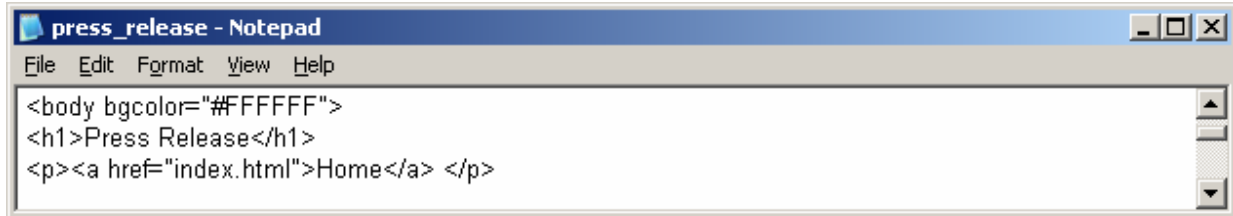
After the Body tag, we use the redefined H1 tag to place a banner at the top of the Press Release webpage. Enter the code as shown in Figure G.6.

Figure G.6 – Inserting the New Redefined Header H1

Adding the Redefined Hyperlinks and Paragraphs to the Page
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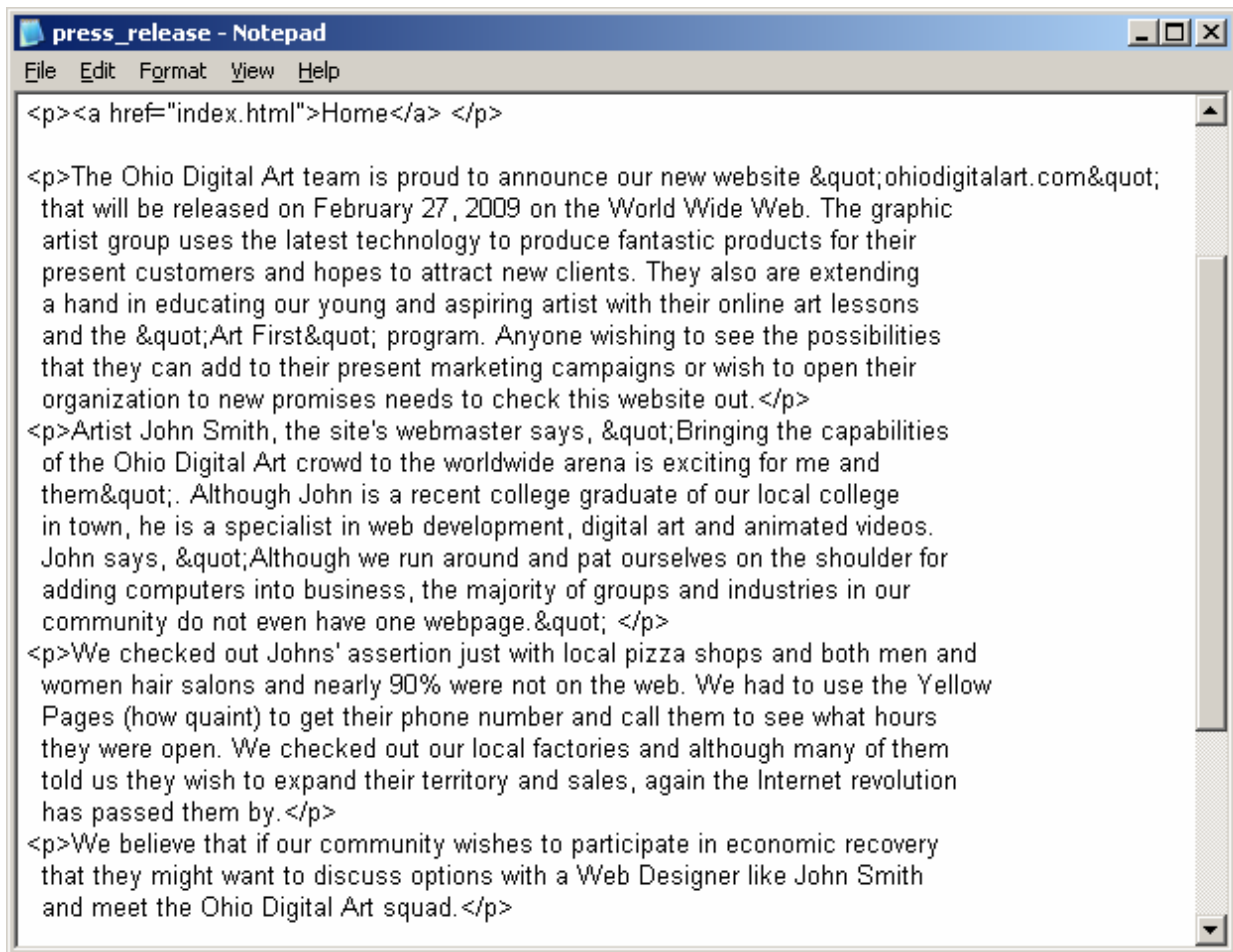
We only want the Home link in the storyboard, so we add the code as shown in Figure G.7.

```
press_release - Notepad
File  Edit  Format  View  Help
<body bgcolor="#FFFFFF">
<h1>Press Release</h1>
<p><a href="index.html">Home</a> </p>
```

Figure G.7 – Inserting the New Redefined Hyperlink

We begin this section of the webpage with a regular paragraph sentence telling the Web Browser an interesting story of our website, the organization represented and the webmaster.

```
press_release - Notepad
File  Edit  Format  View  Help
<p><a href="index.html">Home</a> </p>

<p>The Ohio Digital Art team is proud to announce our new website &quot;ohiodigitalart. com&quot;
 that will be released on February 27, 2009 on the World Wide Web. The graphic
 artist group uses the latest technology to produce fantastic products for their
 present customers and hopes to attract new clients. They also are extending
 a hand in educating our young and aspiring artist with their online art lessons
 and the &quot;Art First&quot; program. Anyone wishing to see the possibilities
 that they can add to their present marketing campaigns or wish to open their
 organization to new promises needs to check this website out.</p>
<p>Artist John Smith, the site's webmaster says, &quot;Bringing the capabilities
 of the Ohio Digital Art crowd to the worldwide arena is exciting for me and
 them&quot;. Although John is a recent college graduate of our local college
 in town, he is a specialist in web development, digital art and animated videos.
 John says, &quot;Although we run around and pat ourselves on the shoulder for
 adding computers into business, the majority of groups and industries in our
 community do not even have one webpage.&quot; </p>
<p>We checked out Johns' assertion just with local pizza shops and both men and
 women hair salons and nearly 90% were not on the web. We had to use the Yellow
 Pages (how quaint) to get their phone number and call them to see what hours
 they were open. We checked out our local factories and although many of them
 told us they wish to expand their territory and sales, again the Internet revolution
 has passed them by.</p>
<p>We believe that if our community wishes to participate in economic recovery
 that they might want to discuss options with a Web Designer like John Smith
 and meet the Ohio Digital Art squad.</p>
```

Figure G.8 – Inserting the Press Release Hyperlinks

We use the HTML syntax " to place quotes in the paragraphs.

Tag	Name	Description
p	Paragraph	Starts a new paragraph
Example	**Start Tag**	**End Tag**
<head> <title>About Us</title> </head> <body> <p>About Ohio Digital Art</p> </body>	<p>	</p>

Tag	Name	Description
Blockquote	Increase Indent	Tabs the text over in the webpage body
Example	**Start Tag**	**End Tag**

<blockquote>
  <p><font face="Arial"
  size="4">So You Can
  Sit Back and Relax
  </p>
</blockquote>
	<blockquote>	</blockquote>

Adding the Email Link to a Webpage

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In this statement, we place the "mailto**:**" statement in front of the email address so that when the Web Browser clicks on the Webmaster word, the email application launches on the person's computer. We see the mailto code in Figure G.9.

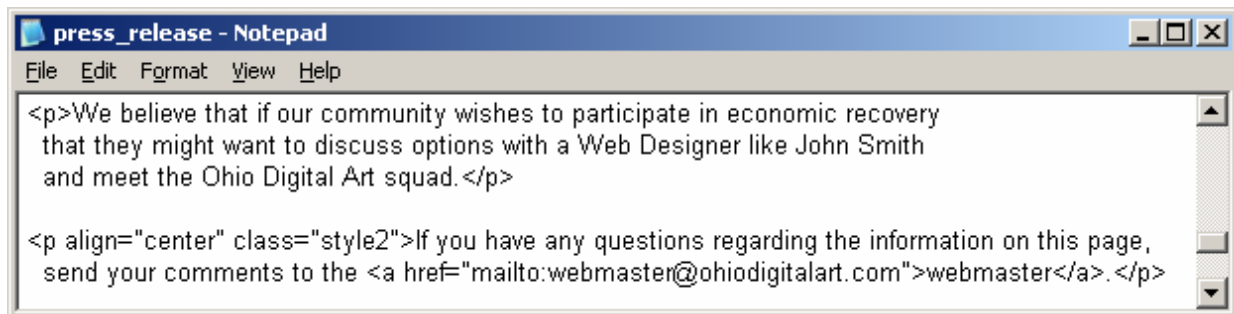webmaster

Figure G.9 – Email Links in a Webpage

Applying a Custom Style to the Copyright Statement

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For our copyright statement, we begin with the paragraph tag and we define the class as "style1". Type &cop; to get the copyright © symbol. Remember, a copyright statement should be at the bottom of every web page.
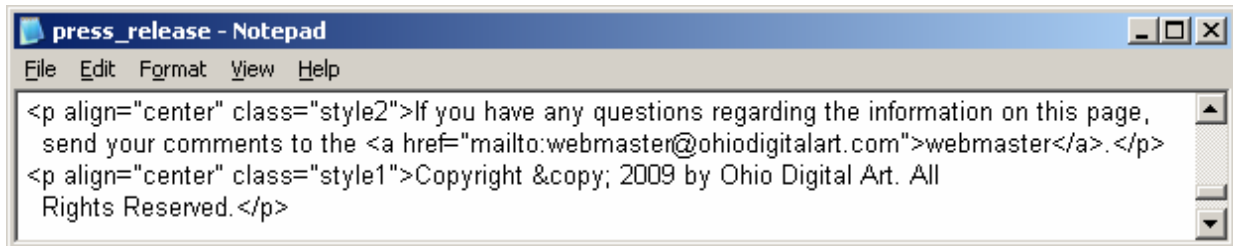

Figure G.10 – Applying a Custom Style to the Copyright Statement

Closing the HTML and Cascading Style Sheet Web Page

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After keying in all of the rows and cells, we type </body> to close the body of our web page. Press the Enter button and type </html> to close the HTML web page.

The entire solution for our Press Release webpage with Cascading Style Sheet code webpage is shown below.

```
<html>
<head>
<title>Press Release</title>
<link rel="stylesheet" href="css/style1.css" type="text/css">
</head>

<body bgcolor="#FFFFFF">
<h1>Press Release</h1>

<p><a href="index.html">Home</a> </p>


<p>The Ohio Digital Art team is proud to announce our new website &quot;ohiodigitalart.com&quot;
  that will be released on February 27, 2009 on the World Wide Web. The graphic
  artist group uses the latest technology to produce fantastic products for their
  present customers and hopes to attract new clients. They also are extending
  a hand in educating our young and aspiring artist with their online art lessons
  and the &quot;Art First&quot; program. Anyone wishing to see the possibilities
  that they can add to their present marketing campaigns or wish to open their
  organization to new promises needs to check this website out.</p>
```

```
<p>Artist John Smith, the site's webmaster says, &quot;Bringing the capabilities
  of the Ohio Digital Art crowd to the worldwide arena is exciting for me and
  them&quot;. Although John is a recent college graduate of our local college
  in town, he is a specialist in web development, digital art and animated videos.
  John says, &quot;Although we run around and pat ourselves on the shoulder for
  adding computers into business, the majority of groups and industries in our
  community do not even have one webpage.&quot; </p>

<p>We checked out Johns' assertion just with local pizza shops and both men and
  women hair salons and nearly 90% were not on the web. We had to use the Yellow
  Pages (how quaint) to get their phone number and call them to see what hours
  they were open. We checked out our local factories and although many of them
  told us they wish to expand their territory and sales, again the Internet revolution
  has passed them by.</p>

<p>We believe that if our community wishes to participate in economic recovery
  that they might want to discuss options with a Web Designer like John Smith
  and meet the Ohio Digital Art squad.</p>

<p align="center" class="style2">If you have any questions regarding the information on this page,
  send your comments to the <a href="mailto:webmaster@ohiodigitalart.com">webmaster</a>.</p>

<p align="center" class="style1">Copyright &copy; 2009 by Ohio Digital Art. All
  Rights Reserved.</p>

</body>
</html>
```

Creating the External Cascading Style Sheet Code
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Now, that the Press Release web page is done, we will create the external Cascading Style Sheet by opening a new file in Notepad. In the code, we will describe the paragraph, hyperlink <a>, and h1 tags and we will make two custom styles. When we are done with the style sheet, we can open the Press Release webpage in our web-browsing program to check for any errors.

Defining the P Tag in the Press Release Web Page
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The first classification is for the paragraph tag.

p { font-family: "Times New Roman"; font-size: 16pt; font-style: normal;
line-height: normal; font-weight: normal;   font-variant: normal; text-transform: none;
color: #000000; text-decoration: none}

We need to learn a little about the CSS property names and the multiple options for each one of them. The font-family property loads the font face whenever we utilize the paragraph tag.

Property Name	Options		Example
font-family	Font families loaded on a computer		font-family**:** "Times New Roman"
font-size	Use the exact specification		font-size**:** 16 pt
	xx-small	large	
	x-small	x-large	
	small	xx-large	
	medium		

The font-size is much more complex when designing a page layout. We can pick exact size by calling out sizes from xx-small to xx-large as shown below.

xx-small | x-small | small | medium | large | x-large | xx-large

We can name the exact size of the paragraph text using the absolute size option of centimeters, inches, millimeters, point size, or picas. As web designers, we need to choose one of two strategies. Have the images and text occupy space based upon the relative size of the monitor and the items around them or the text and graphics have absolute measurements. In our projects, we use the exact size of 16 points.

In the table below, we continue to describe the font-style property and options for absolute measurements first and then relative sizing second. In later projects, we will use the em, ex, px, larger, smaller and % options to explore relative layouts.

Property Name	Options	Example
font-size	Or a value along with the unit of measurement or a relative value **Absolute Sizes with Values** |	
cm	Centimeter 1 cm = 0.394 in.
in	Inch
mm	Millimeter 1mm = 0.039 in.
pt	Point 1 pt = 0.014 in.
pc	Picas 1pc = 12pt | **Relative Sizing** | ex	X-height – the height of the letter "x"
em	Ems – the height of the elements' font
px	Pixel – dependent upon screen resolution
%	Percent – relative the element's font size
smaller	
larger			font-size**:** 16 pt

The font-style property has normal, italic or oblique choices.

Font-style	Normal Italic Oblique	font-style**:** italic

The line-height property can be normal, multiple or have absolute or relative sizing as shown in the table below. The line height is the vertical spacing within the font size resides. We can have a 16-point font size that lies within a 30-point high space. We are most familiar with this concept when we set the spacing on a word processing document using one and a half or double spacing. In our project, we pick the normal line height for the standard web appearance.

line-height	Normal Multiple	line-height: normal
	Absolute Sizes with Values	
	cm — Centimeter 1 cm = 0.394 in.	
	in — Inch	
	mm — Millimeter 1mm = 0.039 in.	
	pt — Point 1 pt = 0.014 in.	
	pc — Picas 1pc = 12pt	
	% — Percent – relative the element's font size	
	Relative Sizing	
	ex — X-height – the height of the letter "x"	
	em — Ems – the height of the elements' font	
	px — Pixel – dependent upon screen resolution	

Next, we define the font-weight using the normal, bold, bolder, lighter or 100 to 900 options. The linear scale of 100 through 900, 400 is the same weight as normal and 700 is the same weight as bold. For the paragraph declaration the font-weight is normal.

font-weight	Normal Bold Bolder Lighter 100, 200, 300, 400, 500, 600, 700, 800, 900	font-weight: normal

Font variant can either be normal or small caps. Normal is regular while small caps will turn even lower case text into all uppercase characters.

font-variant	Normal Small Caps	font-variant: normal

We can make the text-transform property setting as capitalize, lowercase, uppercase or none. Capitalize will just have the first letter as uppercase. The first three choices will override the text as written in the HTML webpage and the last selection, "none" will result in the paragraph text appearing as entered into the body of the code.

text-transform	Capitalize Lowercase Uppercase None	text-transform**:**

The color property works like the color option in HTML. The six characters 0 through F define the 24-bit hexadecimal color system that represents 16.7 million colors.

color	Any RGB color	color**:** #000000

The text-decoration property has underline, overline, line-through, blink and none options.

text-decoration	Underline Overline Line-through Blink None	text-decoration**:** none

The code for the paragraph is shown in Figure G.11.

Figure G.11 – Redefining the P Tag

Defining the A Tag in the Press Release Web Page

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The A tag statement has similarities to the paragraph tag except we choose the change the font-weight to bold and the text-transform to capitalize. Unlike the hyperlink in the HTML code, we set the text-decoration to none, so there will not be an underline below the word or phrase that will link to another web page or file.

a { font-family: "Times New Roman"; font-size: 16pt; font-style: normal;
 line-height: normal; font-weight: bold; font-variant: normal; text-transform: capitalize;
color: #000000; text-decoration: none}

The code for the hyperlink is shown in Figure G.12.

```
style1 - Notepad
File  Edit  Format  View  Help
p {  font-family: "Times New Roman"; font-size: 16pt; font-style: normal; line-height: normal;
font-weight: normal; font-variant: normal; text-transform: none; color: #000000; text-decoration:
none}
a {  font-family: "Times New Roman"; font-size: 16pt; font-style: normal; line-height: normal;
font-weight: bold; font-variant: normal; text-transform: capitalize; color: #000000; text-decoration:
none}
```
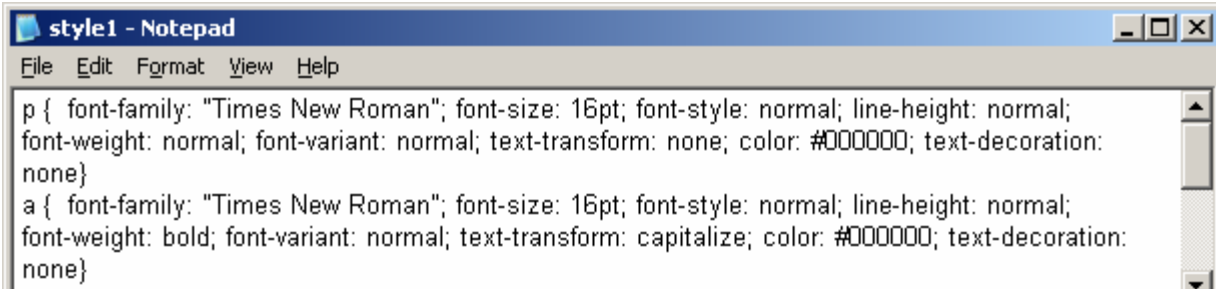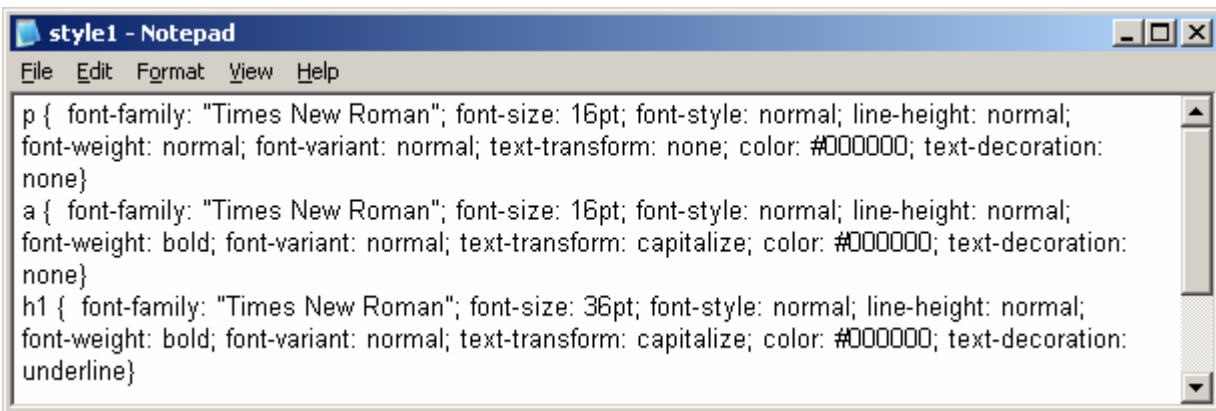
Figure G.12 – Redefining the A Tag

Defining the H1 Tag in the Press Release Web Page
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The H1 tag statement also has similarities to the paragraph tag except we choose the change the font-size is 36 point, the font-weight is bold, the text-transform is capitalize and the text-decoration is underline.

h1 { font-family: "Times New Roman"; font-size: 36pt; font-style: normal; line-height: normal; font-weight: bold;   font-variant: normal; text-transform: capitalize; color: #000000; text-decoration: underline}

The code for the header is shown in Figure G.13.

```
style1 - Notepad
File  Edit  Format  View  Help
p {  font-family: "Times New Roman"; font-size: 16pt; font-style: normal; line-height: normal;
font-weight: normal; font-variant: normal; text-transform: none; color: #000000; text-decoration:
none}
a {  font-family: "Times New Roman"; font-size: 16pt; font-style: normal; line-height: normal;
font-weight: bold; font-variant: normal; text-transform: capitalize; color: #000000; text-decoration:
none}
h1 {  font-family: "Times New Roman"; font-size: 36pt; font-style: normal; line-height: normal;
font-weight: bold; font-variant: normal; text-transform: capitalize; color: #000000; text-decoration:
underline}
```

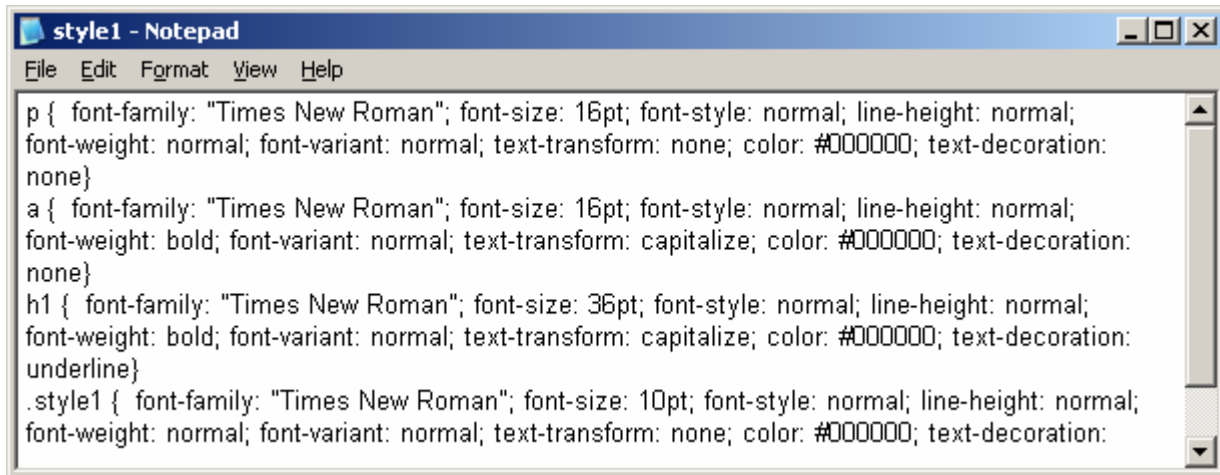Figure G.13 – Redefining the H1 Tag

Creating Custom Styles in the Press Release Web Page
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We want to reduce the size of the copyright statement, so we create a **.**style1 tag statement which has similarities to the paragraph tag except we choose the change the font-size is 10 point.

.style1 { font-family: "Times New Roman"; font-size: 10pt; font-style: normal; line-height: normal; font-weight: normal; font-variant: normal; text-transform: none; color: #000000; text-decoration: none}

The code for the header is shown in Figure G.14.

```
style1 - Notepad
File  Edit  Format  View  Help

p {  font-family: "Times New Roman"; font-size: 16pt; font-style: normal; line-height: normal;
font-weight: normal; font-variant: normal; text-transform: none; color: #000000; text-decoration:
none}
a {  font-family: "Times New Roman"; font-size: 16pt; font-style: normal; line-height: normal;
font-weight: bold; font-variant: normal; text-transform: capitalize; color: #000000; text-decoration:
none}
h1 {  font-family: "Times New Roman"; font-size: 36pt; font-style: normal; line-height: normal;
font-weight: bold; font-variant: normal; text-transform: capitalize; color: #000000; text-decoration:
underline}
.style1 {  font-family: "Times New Roman"; font-size: 10pt; font-style: normal; line-height: normal;
font-weight: normal; font-variant: normal; text-transform: none; color: #000000; text-decoration:
```

Figure G.14 – Creating a Custom Style in the Press Release Webpage

We want to create an italic font for the webmaster declaration, so we create a **.style2** tag statement that has similarities to the paragraph tag except we choose to change the font style to italic and the color to dark gray (#333333).

.style2 { font-family: "Times New Roman"; font-size: 16px; font-style: italic; line-height: normal; font-weight: lighter; font-variant: normal; text-transform: none; color: #333333; text-decoration: none}

```
style1 - Notepad
File  Edit  Format  View  Help

p {  font-family: "Times New Roman"; font-size: 16pt; font-style: normal; line-height: normal;
font-weight: normal; font-variant: normal; text-transform: none; color: #000000; text-decoration:
none}
a {  font-family: "Times New Roman"; font-size: 16pt; font-style: normal; line-height: normal;
font-weight: bold; font-variant: normal; text-transform: capitalize; color: #000000; text-decoration:
none}
h1 {  font-family: "Times New Roman"; font-size: 36pt; font-style: normal; line-height: normal;
font-weight: bold; font-variant: normal; text-transform: capitalize; color: #000000; text-decoration:
underline}
.style1 {  font-family: "Times New Roman"; font-size: 10pt; font-style: normal; line-height: normal;
font-weight: normal; font-variant: normal; text-transform: none; color: #000000; text-decoration:
none}
.style2 {  font-family: "Times New Roman"; font-size: 16px; font-style: italic; line-height: normal;
font-weight: lighter; font-variant: normal; text-transform: none; color: #333333; text-decoration: none}
```

Figure G.15 – Creating a Second Custom Style in the Press Release Webpage

After the **.style2** code, we save the file to a new folder inside the web folder, called "css". Save the file as style1.css as shown in figure G.16.
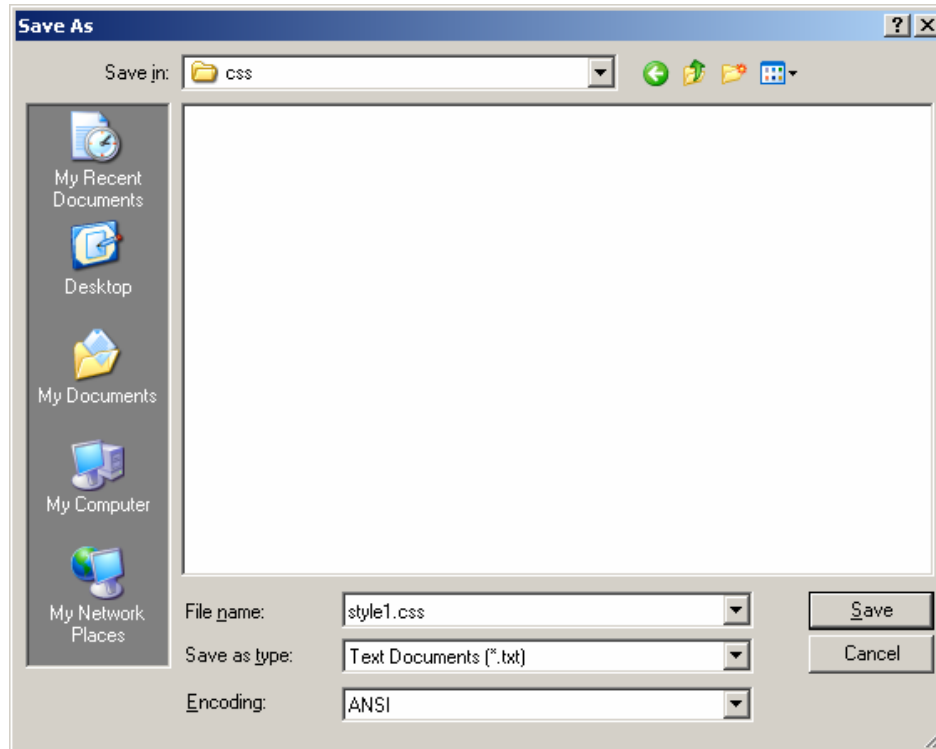
Figure G.16 – Saving the Style1.css Style Sheet in the CSS Folder

Viewing the Web Page with the Web Browser

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To check and see if our HTML and external Cascading Style Sheet page works properly go to Internet Explorer. Chose file/open and search for the file we saved as our HTML Press Release webpage. Open the file.

Figure G.17 – Viewing the Press Release Webpage

Once we chose our file and open up our HTML Press Release webpage with external Cascading Style Sheet link, the page should show the banner, graphics and text. If the page does not show anything or looks funny, then there is an error in our code. Make sure we have all our brackets in the right place and that no code is missing a bracket. After we make our changes, save the HTML file again and view the page in the browsing application. When our page is error free, then we have just successfully made our first Press Release webpage with an external Cascading Style Sheet.

* World Class CAD Challenge 15-10 * - Create a Press Release webpage with an external Cascading Style Sheet code in Microsoft Notepad or other similar software application that communicates adequately to your target audience. The web page should contain no errors. Complete this task in less than 60 minutes to maintain your World Class ranking.

Send your best time and a copy of your webpage for verification to the authors of these problems to have your name, location and time posted. See the web site for instructions.

www.worldclasscad.com