



IMPACTS OF DIGITALIZATION
WEBSITE BASICS

WEBSITE BASICS

3 LANGUAGES FOR THE WEB



HTML

Define the structure



CSS

Make it look nice



JavaScript

Make switches work

WEBSITE BASICS

HTML DOCUMENT

```
<!DOCTYPE html>
<html>
```

```
<head>
  <meta charset="utf-8">
  <title>Haster Bier Online-Shop</title>
</head>
```

The head contains meta information.

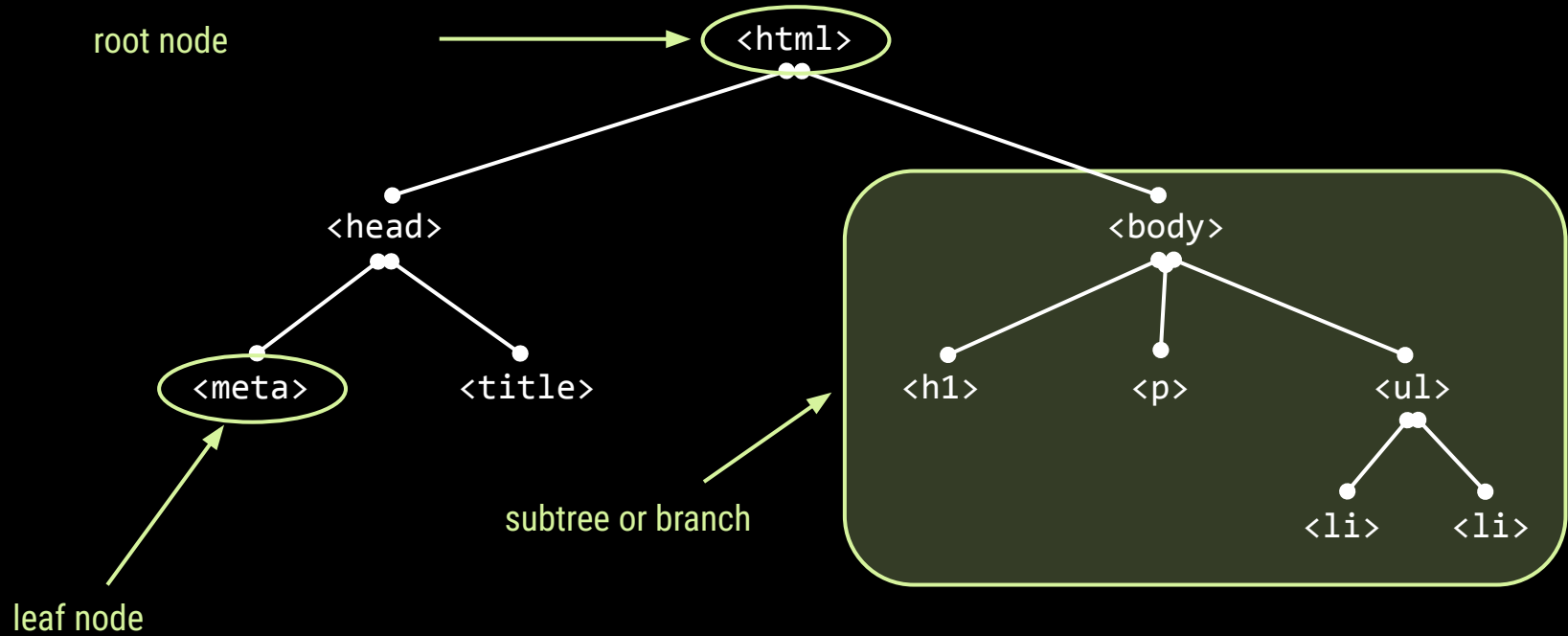
```
<body>
  <h1>Willkommen in unserem Online-Shop</h1>
  <p>Bestellen Sie unsere Haster Biere bequem online:</p>
  <ul>
    <li>Haster Helles</li>
    <li>Haster Dunkles</li>
  </ul>
</body>
```

The body contains all visible elements.

```
</html>
```

WEBSITE BASICS

HTML TREE



WEBSITE BASICS

HTML TREE

```
<!DOCTYPE html>  
<html>
```

```
<head>  
  <meta charset="utf-8">  
  <title>Haster Bier Online-Shop</title>  
</head>
```

This is an attribute

This is an opening tag

```
<body>  
  <h1>Willkommen in unserem Online-Shop</h1>  
  <p>Bestellen Sie unsere Haster Biere bequem online:</p>  
  <ul>  
    <li>Haster Helles</li>  
    <li>Haster Dunkles</li>  
  </ul>  
</body>  
  
</html>
```

This is a closing tag.

```
css-selector {  
    css-property: value  
}
```

```
css-selector {  
    css-property-1: value;  
    css-property-2: value;  
}
```

WEBSITE BASICS

3 OPTIONS FOR CSS

1

INLINE STYLE

```
<p style="color: red">
```

2

IN HEAD WITH STYLE TAG

```
<head>  
  <style>  
    p {  
      color: red;  
    }  
  </style>  
</head>
```

3

EXTERNAL CSS FILE

```
<link  
  rel="stylesheet"  
  href="style.css">
```

Make all first degree headings blue

```
h1 {  
  color: #009EE3  
}
```

Define a font for all paragraphs

```
p {  
  font-family: 'Roboto'  
}
```

Add round corners to infoboxes

```
div.infobox {  
  border-radius: 5px;  
}
```

Make profile images 75 pixel wide

```
.profile-image {  
  width: 75px;  
}
```


With **JavaScript** we can make a website interactive. For example, we can define an action for a button on our website:

```
var button = document.querySelector('#btn');  
button.addEventListener('click', doSomething);  
  
function doSomething() {  
    ...  
}
```