# Year 8 Topic 2 – Developing for the web

| Lesson | Can you? |
|---|---|
| 1 Website building blocks | Describe what HTML is<br>Use HTML to structure static web pages<br>Modify HTML tags using inline styling to improve the appearance of web pages |
| 2 Words are not enough | Display images within a web page<br>Apply HTML tags to construct a web page structure from a provided design |
| 3 Taking shortcuts | Describe what CSS is<br>Use CSS to style static web pages<br>Assess the benefits of using CSS to style pages instead of in-line formatting |
| 4 Searching the web | Describe what a search engine is<br>Explain how search engines 'crawl' through the World Wide Web and how they select and rank results<br>Analyse how search engines select and rank results when searches are made |
| 5 Tightening the web | Use search technologies effectively<br>Discuss the impact of search technologies and the issues that arise by the way they function and the way they are used<br>Create hyperlinks to allow users to navigate between multiple web pages |
| 6 Navigating the web | Implement navigation to complete a functioning website<br>Complete summative assessment |

## Useful websites

- www.w3schools.com/html
- www.w3schools.com/css
- www.w3schools.com/cssref



**KNOWLEDGE ORGANISER**
**Key Stage 3 - COMPUTING**

The main structure of an HTML page makes use of <head>, <title> and <body> tags.Implementation of HTML through use of titles, videos, audio, div, anchor, lists (ol, ul and li), headings, paragraphs and links provides a solid basis for future implementation.


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You need to be familiar with how Hypertext Markup Language (HTML) is used to create web pages. The latest version of HTML is called HTML5.

HTML5 files should always start with the following line of code:

`<!DOCTYPE html>`

This lets the browser software know the version of HTML it is about to find in the file. It should come before the opening `<html>` tag. Tags are then used to define different sections of HTML code and add content.

`<p>...</p>`

Defines the fact that a paragraph should be created by the browser. Text within the <p> and </p> tags will appear on screen.

`<h1>...</h1>`

Creates headings, such as the main title shown on the page. There are six different sizes that can be used, with h1 being the largest and h6 the smallest.

`<html>...</html>`

The opening and closing tags of an HTML file. Tells the browser the rest of the document contains HTML tags.

`<head>...</head>`

These tags include all information about the page itself as well as links to JavaScript and CSS files. Metadata is entered here that can be indexed by search engines.

`<title>...</title>`

The text included between the opening and closing <title> and </title> tags is the title of the webpage. The title appears on browser tabs, as a page title. It is also what appears as the title of the webpage on search result pages.

`<body>...</body>`

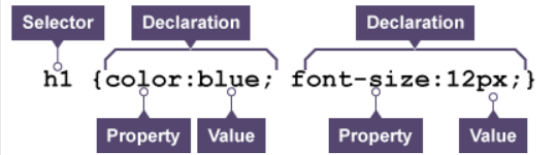Content within the <body>…</body> tags is the content that users will see on the page.

Cascading Style Sheets (CSS) can be used to style web pages. While HTML tells the browser what to display on a page, CSS tells the browser how to display it. CSS rules can be added to already existing HTML files or can be stored in separate .CSS files and linked to a webpage.
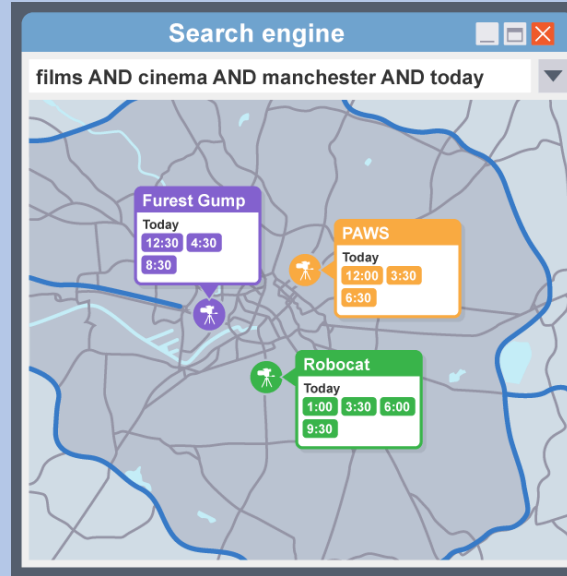
**CSS rules**

A CSS rule set consists of:

■ a selector

■ a declaration block



The selector points to the HTML element you want to style. In the case above the style will be applied to a heading.



When you use a search engine to find information, you type in a search term which consists of one or more **keywords** that are specific to the information you seek. For example, if you wanted to learn more about how to eat healthily, your search term might include the keywords 'eating' and 'healthily'. The search engine would look through all the webpages on the internet and create a list of links (or results) to all pages that contain these keywords. The list is sorted into order, with the most popular (or most visited) results at the top. You can then choose to follow any of the listed links and websites to see what information they contain.


Search
Go

Keywords are used to tell a search engine what information you are looking for. However, the resulting list of websites a search engine returns is often not quite what you want. Boolean expressions, such as AND, OR and NOT, allow you to make your search terms more specific.