

week::two

File Naming, Folder Structure & Hyperlinks

File Naming for Web Development

Overview

- File naming conventions for the Web are much more restrictive than in other media.
- It's critical that HTML files be able to locate other HTML, CSS, and image files in a predictable and clear manner.
- File linking relies on the assumption that HTML, graphic and other files remain in the same location they were in when the link was created.
- While incorrectly named or located files may work on your local computer, you likely will run into problems when they are moved to a different location or uploaded to a Web server (which run a number of different operating systems).

File Naming Rules and Conventions

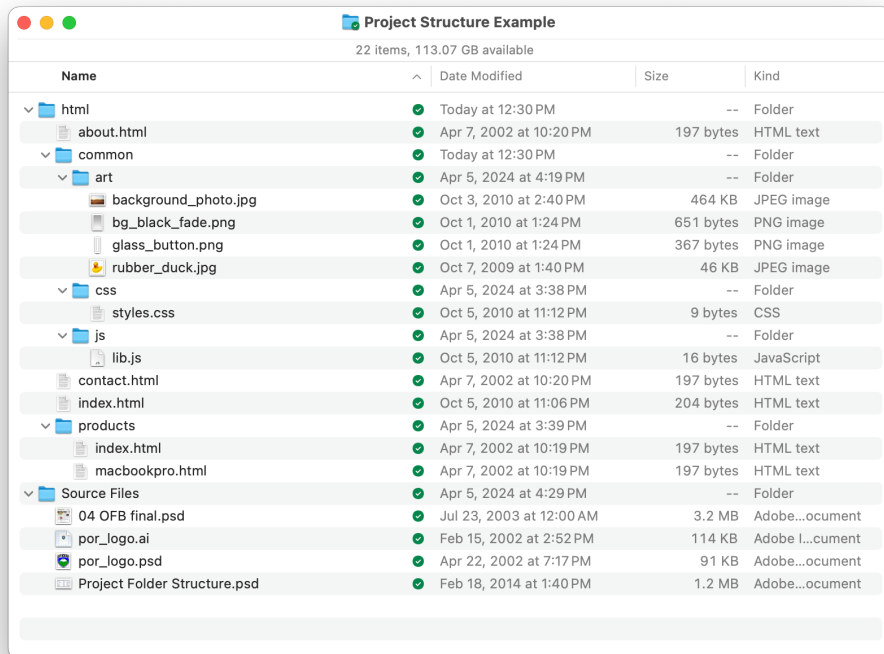
- **Do not use spaces; use an underscore (_) instead**
 - Good: `about_chemeketa_community_college.html`
 - Bad: `about chemeketa community college.html`
- **Do not use special characters**
 - Characters to avoid: `!"~:&() [] {} , . <> \ /`
 - The `/` character is reserved for separating folder names in links
 - Good: `winter_spring.html`
 - Bad: `winter&spring!.html`
 - Good: `calendar_02_2014.html`
 - Bad: `calendar (02/2014).html`
- **Always use the correct suffix**
 - Good: `about_us.html`
 - Good: `management_team.jpg`
 - Bad: `home_page`
- **Always use lowercase letters**
 - Good: `aboutourservices.html`
 - Bad: `AboutOurServices.html`
- **Name the first page of your site** `index.html`
 - This name tells a Web server to display that page if no page is specified.
 - Also works for directories within a site, not just for a site's home page.
 - Good: `index.html`
 - Good: `index.php`
 - Bad: `home_page.html`
- **Give your files meaningful names**
 - Giving your files meaningful names will ease creating links between files.
 - Meaningful names also help users navigate your site.
 - Don't simply call your pages `page1.html`, `page2.html`, etc...
 - Good: `our_services.html`
 - Bad: `page1.html`
- **Keep your file and directory names clear and short**
 - Avoid obscure and cryptic names when creating directories and files. Be simple and clear.
 - Use directory names to communicate a site's structure to users.
 - Good: `/services/yardcare/pricing.html`

Website File Structure

Overview

- Creating a proper file structure for your site is as important as correctly naming the files.
- It's **strongly** recommended that you establish a basic site structure before you begin working on your site.
- To ensure that your site will work correctly when uploaded to a Web server, you must store all of your publishable files within the same folder.
- This folder is called the **Local Root Folder**.
 - Within this folder is where you place the files that will be published to your website.
 - Ensures that your site will work correctly when it is posted to the Web server.
 - You can create sub-folders within the local root folder to help organize your files.
- **You cannot use files that are outside of the Local Root Folder in your site.**
 - The files may work locally, but they will most definitely break when you move to a different computer or post them to a Web server.
- It can be troublesome to move your files around after you have begun your site. Graphic links and hyperlinks can break if you attempt to organize your files later in the process.

Sample Project File Structure



Key Folders

html	Contains the final html and images (.html, .png & .jpg files). This is the Local Root Folder for this project.
Source Files	Contains all of the working files (Photoshop, unedited images, logos, etc.); Does NOT get uploaded to the Web server

- It's OK to have sub-folders (like art and common) within the html folder. These sub-folders help keep the files in your site organized.
- Within the common folder are directories for different media, include artwork, CSS, JavaScript, and other files.
- Note: Folders are often called *directories* (primarily in Windows and UNIX/Linux). The two terms are interchangeable.

Linking & the URL

Overview

- URLs are the basis for the “interconnected-ness” of the web—you can go anywhere at anytime using the information within a URL.
- Allows for the stream-of-consciousness browsing, where one resource leads to the next, which leads to another one, and so on.
- Linking not only applies to text and graphic hyperlinks, but also to links to graphics and other document types as well.
- This structure is one reason why we have to be concerned with how we name our files. Spaces, quote marks and other characters can confuse a browser.

HTML Structure Examples

- `This appears in blue and underlined`
 - Tag: `<a>`
 - Attribute: `href`
 - Value: `web_page.html`
 - Closing Tag: ``
 - Result: [This appears in blue and underlined](#)
- ``
 - Tag: ``
 - Attribute: `src`
 - Value: `company_logo.gif`
 - Closing Tag: `/ >` (self closing)
 - Result: logo is displayed

CSS Structure Example

- `background-image: url(../art/hero_image.jpg);`
 - CSS Property: `background-image:`
 - URL: `../art/hero_image.jpg`
 - Result: image is displayed in the background of an HTML element

CSS-Tricks Anchor Tag Resource

- <https://css-tricks.com/a-complete-guide-to-links-and-buttons/>

Link Types

Absolute Links

- Absolute links give the entire path to a file, regardless of where the initial file is located.
- Absolute links **always include** the prefix `http://` or `https://`
- Absolute links **always include** the Web server name: `yourservername.com`
- Allow linking to any page, anywhere on the Internet, at any time (hence the moniker *world wide*)
- Samples:
 - `Link Text`
 - ``
- Note that all the information needed to access a page/image is included in these links. The link can live anywhere and still take the user to the page/content.

Relative Links

- The path to the file you are linking to is determined by its **relative position** to the current HTML or CSS file.
- They only give directions from the **file’s current location** within the directory structure.
- Relative links can only point to files located in your Local Root Folder.
 - This also means they can only access files hosted on *your* Web server.
- For relative links, Web servers and browsers automatically add the necessary information to complete the link.
 - The *http://www.yourservername.com* stuff in a URL

Description	HTML Link from <i>start.html</i>	File Hierarchy
If the file you are linking to is in the same folder as the current file, then you simply use the file name.	<code>iMac</code>	<ul style="list-style-type: none"> ▼ html <ul style="list-style-type: none"> imac.html start.html
If the file you are linking to is one folder beneath the current file location, then the folders structure is specified.	<code>iMac</code>	<ul style="list-style-type: none"> ▼ html <ul style="list-style-type: none"> ▼ products <ul style="list-style-type: none"> imac.html start.html
If the file you are linking to is one folder up from the current file location, then a <code>../</code> is used to go up. You can use as many <code>../</code> as it takes to get to the destination file.	<code>iMac</code>	<ul style="list-style-type: none"> ▼ html <ul style="list-style-type: none"> ▼ about_us <ul style="list-style-type: none"> start.html imac.html
You can use a root-relative link to point to a file by beginning at the root of the website. This is the most common for navigation links.	<code>iMac</code>	<ul style="list-style-type: none"> ▼ html <ul style="list-style-type: none"> ▼ products <ul style="list-style-type: none"> imac.html start.html

Which type should I use?

- Use **relative** links to link to files within your Local Root Folder.
 - It is easier to move the website from one server to another
 - Relative links are shorter than absolute links
- If you need to access a page on another Web server, **absolute** links are the only way.

Things to do before you begin linking:

1. Make sure your HTML documents and images are located inside your Local Root Folder, and that they are named correctly.
2. Save all new documents in your Local Root Folder before you begin working on them.

Link Types

Inline Text Link

- HTML text can be designated as a link to another page or document.
- The text that is displayed is independent of the link itself.
- The text color changes (generally to blue) and becomes underlined, though the exact appearance can be customized using Cascading Style Sheets.

Images as Links

- An image can be designated as a link to another page or document.
- The entire image becomes clickable, and by default (in some browsers), a blue border will be displayed around the image.
- The blue border can be removed by setting the *border* attribute to 0, or by creating a CSS rule: `img { border: 0; }`

Bookmark (Named Anchor) Link

- Jumps to a specific part of the current page (does not leave the page).
- Use a pound sign (#), then the ID of a page element
 - `Jump to Main Content`

E-mail Link

- E-mail links launch the user's primary e-mail application and automatically creates a new e-mail with the specified address.
- E-mail links are created using the `<a>` tag
 - `E-mail the Instructor`
 - The `mailto:` text preceding the e-mail address triggers the user's e-mail client.