

Tips on Using HTML to Format Text, Hyperlink, and Insert Images in *Life on Mars* Blogs

Blogging on the *Life on Mars*: "Ideas & Updates" or "Soundings"

- Click on Ideas & Updates or Soundings Sign-Up/Sign-In. The blog dialog appears.
- Type your title and your post text.

Formatting text

The *Life on Mars* blogs support HTML codes to format text, such as boldface, italics, underlining, and strikethrough.

HTML tags protocol for text format is `<tag>text</tag>` where "tag" stands for the type of formatting: b = bold, i = italics, u = underlining, and s = strikethrough.

The tags for bold are `` and ``.

The tags for italics are `<i>` and `</i>`.

The tags for underlining are `<u>` and `</u>`.

The tags for strikethrough are `<s>` and `</s>`.

- For example if you type: I `like` writing blog posts.

It will appear like this: I **like** writing blog posts.

- If you type: I `<i>like</i>` writing blog posts.

It will appear like this: I *like* writing blog posts.

- If you type: I `<u>like</u>` writing blog posts.

It will appear like this: I like writing blog posts.

- If you type: I `<s>like</s>` love writing blog posts.

It will appear like this: I ~~like~~ love writing blog posts.

Hyperlinking a piece of text

The HTML Tags for hyperlinking a piece of text to a website or image are `text` where "URL" stands for the link (of the website or image) and "text" stands the text that will appear in your post.

- For example, let's say you want to link to the CI:04 webpage. This is its URL:

```
http://www.cmoa.org/international/default.asp
```

- You want to hyperlink to the CI:04 webpage on the words "54th Carnegie International" in the following sentence.

I see many connections to Life on Mars from the 54th Carnegie International.

- So you type:

```
I see many connections to Life on Mars from
<a href="http://www.cmoa.org/international/default.asp"> the 54th
Carnegie International</a>.
```

- Now, of course, you also want to italicize "Life on Mars" and "Carnegie International," so you add the text formatting HTML tags, like this:

```
I see many connections to <i>Life on Mars</i> from
<a href="http://www.cmoa.org/international/default.asp"> the 54th
<i>Carnegie International</i></a>.
```

- The final result is:

I see many connections to *Life on Mars* from the 54th *Carnegie International*.

Linking to another blog entry (Using Permalinks)

Let's say you want to link to another blog post. For this you'll need the URL of the post, not the URL of the page. Actually you need the blog post's Permalink.

- To get the Permalink, go to the post you want to hyperlink, and click on its Permalink, found below the entry.
- The screen will refresh with only this post visible and the URL will be that of this entry only.
- Copy this URL and treat it as if it were a webpage URL in the above instructions.

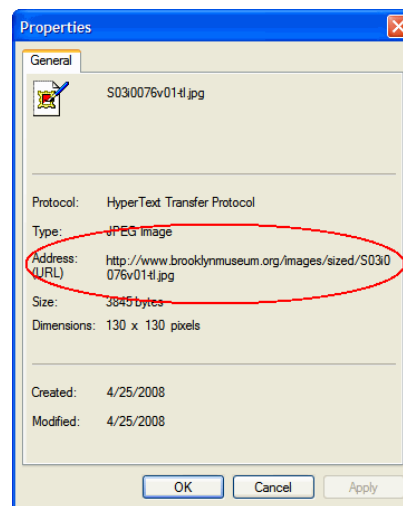
Inserting an image

Two important points about images:

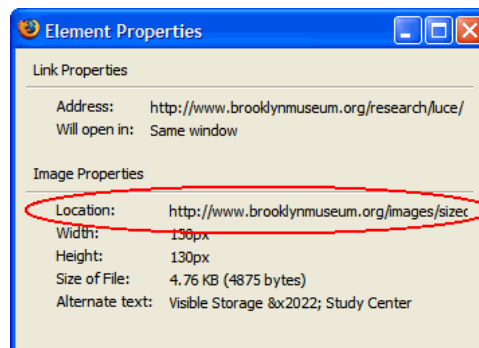
1. You cannot insert images from your personal computer or network into these blogs. You can only link to an image that is available on the internet. If you want to use your own images, the easiest thing to do is to set up an account with one of the photo-sharing web sites such as flickr or photobucket, and upload your images for use in your blogging.
2. It is a good idea to choose images that are not too large. See more below.

The HTML tag for inserting an image in a blog post is `` where URL stands for the Web address for the image itself (not a web page on which the image is found).

- To find the URL of an image (rather than the URL of the web page itself), right-click (PC) or Command-click (Mac) on the image and then click on Properties. In the properties box, you'll find the URL of the image, probably ending in .gif or .jpg.



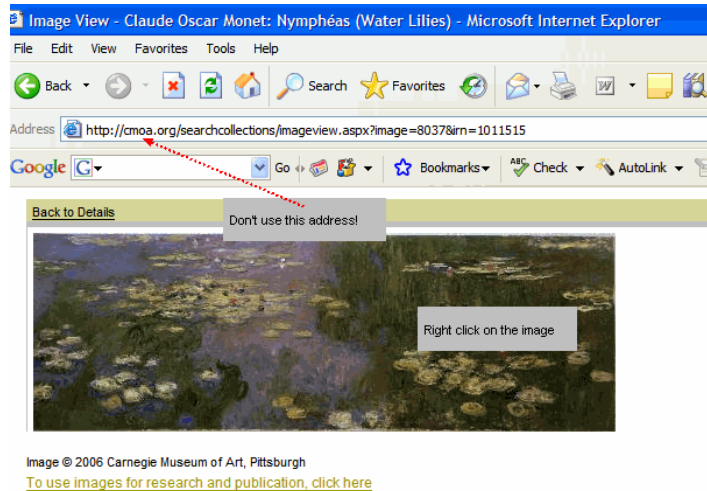
- Copy that URL by highlighting it, right-clicking, and selecting Copy, and go to your post.
- In browsers other than Internet Explorer, the Properties window might look somewhat different. For example, in FireFox, you might see this:



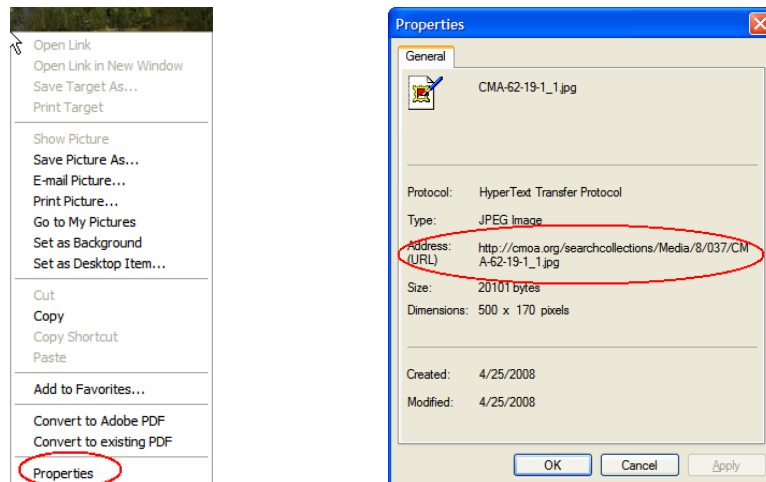
Let's say you want to include the Monet's *Nymphéas (Water Lilies)* (in the Carnegie Museum of Art collection) in your post.



- First, go to the object record page:
<http://www.cmoa.org/searchcollections/details.aspx?item=1011515>
- Click on the image, and you find a larger version of the image:



- Ignore the address in the Address bar. Right-click (PC) or Command-click (Mac) on the image itself and you get a pop-out menu. Select Properties, and find the URL:



- Select and copy the text of the URL and insert it into the image tag in your blog:
``

Notice that in the properties window there are Dimensions listed for the image, in this case 500 x 170 pixels. In general, images in your blogs should be no larger than 500 pixels in the long dimension.

Blogiquette and Copyright

If you are quoting text or using an image that is outside of the Carnegie Museum of Art's website make sure that you have permission to do so. Blogs put the "net" in social networking, but it can be a sticky legal web you weave if you use material that belongs to another.

Blogiquette

Generally, bloggers and website owners appreciate some critical quoting or mention with comment so long as you give credit—mention the source by name—and even better, **add a hyperlink** in your post back to their blogs or sites. This is because you are building traffic to their little niche of the Web.

Generally recognized uses of textual material include the following: criticism, comment, news reporting, teaching, scholarship, research. Use your own best judgment with regard to how much you are quoting or refer to articles at Copyright Awareness available at http://www.csusa.org/caw/caw_2006_teachers_articles.htm. Ultimately the U.S. Copyright Office is the authority on the topic, available at <http://www.copyright.gov/>.

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Any text, image, art, or original creation made in the U.S. automatically is copyrighted. As a rule of thumb. Ask for permission to any work that you plan to borrow in totality, such as an image.

Look for borrower-friendly places to find images.



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To learn more

The World Wide Web Consortium Tutorials (W3 Schools) are a free and excellent resource. The HTML section can be found at <http://www.w3schools.com/html/default.asp>. The section on images is at http://www.w3schools.com/html/html_images.asp.