

the web is a visual medium, web pages require attention to their visual presentation. First impressions are everything. A graphic designer creates the “look and feel” of the site—logos, graphics, type, colors, layout, and so on—to ensure that the site makes a good first impression and is consistent with the brand and message of the organization it represents. There are many methods and deliverables that can be used to present a visual design to clients and stakeholders. The most traditional are sketches or mockups (created in Photoshop or a similar tool) of the way the site might look. Now that sites appear on screens of all sizes, many designers prefer to discuss the visual identity (colors, fonts, image style, etc.) in a way that isn’t tied to a specific layout like the typical desktop. The idea is to agree upon a visual language for the site before production begins. One option for separating style from screen size is to use style tiles, a technique introduced by Samantha Warren (see Note). Style tiles include examples of color schemes, branding elements, UI treatments, text treatment. Once the details are

decided upon, they can be implemented into working prototypes and the final site.

The characters of colors code in HTML are like this:

HTML COLOR CODE CHART				RGB		
Number	Color Codes	Color Use	Hex Codes	RED	GREEN	BLUE
1	RED	(fast)	#FF0000	255	0	0
2	DARK RED	(OK red)	#8B0000	139	0	0
3	MAROON	no humans	#800000	128	0	0
4	TOMATO	(vitalizing)	#FF6347	255	99	71
5	VIOLET RED	(crazy depression)	#D02090	208	32	144
6	PALE VIOLET RED	not me	#DB7093	219	112	147
7	MEDIUM VIOLET RED	heart & soul	#C71585	199	21	133
8	INDIAN RED	universal consciousness	#CD5C5C	205	92	92
9	FIRE BRICK	scotchguard	#B22222	178	34	34
10	SIENNA	no-no	#A0522D	160	82	45
11	ORANGE RED	team	#FF4500	255	69	0
12	ORANGE	co-creator	#FFA500	255	165	0
13	DARK ORANGE	magic color	#FF8C00	255	140	0
14	CORAL	core of all	#FF7F50	255	127	80
15	LIGHT CORAL	bit-by-bit	#F08080	240	240	240
16	PEACH	flattery	#FFDAB9	255	218	185
17	PEACH PUFF	ego cart	#FFDAB9	255	218	185
18	PAPAYAWHIP	lower	#FFD5D5	255	239	213
19	YELLOW	direction	#FFFF00	255	255	0
20	LIGHT YELLOW	no shadow	#FFFFE0	255	255	224
21	LEMON CHIFFON	snap	#FFFACD	255	250	205
22	GREEN YELLOW	glass	#ADFF2F	173	255	47
23	SUNFLOWER	mind control	#F6A600	246	166	0
24	GOLDENROD	miracle worker	#DAA520	218	165	32
25	DARK GOLDENROD	gold dust	#B8860B	184	134	11
26	LIGHT GOLDENROD	controller	#EEDD82	238	221	130
27	LIGHT GOLDENROD YELLOW	heavy hand	#FAFAD2	250	250	210
28	PALE GOLDENROD	kick-ass	#EEE8AA	238	232	170
29	PINK	sweet 16	#FFC0CB	255	192	203
30	LIGHT PINK	hot pad	#FFB6C1	255	182	193
31	HOT PINK	shorts	#FF69B4	255	105	180
32	FUCHSIA	skipping	#FF00FF	255	0	255
33	DEEP PINK	light bulb	#FF1493	255	20	147

107	WHITE	(connection)	#FFFFFF	255	255	255
108	ANTIQUE WHITE	bully	#FAEBD7	250	235	215
109	FLORAL WHITE	edge	#FFFAF0	255	250	240
110	GHOST WHITE	independent	#F8F8FF	248	248	255
111	IVORY	wisdom	#FFFFF0	255	255	240
112	NAVAJO WHITE	agreement	#FFDEAD	255	222	173
113	SNOW	"now"	#FFFAFA	255	250	250
114	WHITE SMOKE	freshener	#F5F5F5	245	245	245
115	GRAY	intensity	#808080	128	128	128
116	DARK GRAY	oh no!	#A9A9A9	169	169	169
117	DARK SLATE GRAY	toe	#2F4F4F	47	79	79
118	DIM GRAY	mirror	#696969	105	105	105
119	LIGHT GRAY	dial	#D3D3D3	211	211	211
120	SLATE GRAY	guest	#708090	112	128	144
121	LIGHT SLATE GREY	detail	#778899	119	136	153
122	BROWN	grounding	#A52A2A	165	42	42
123	CHOCOLATE	"mmm"	#D2691E	210	105	30
124	ROSY BROWN	\$ cha-ching \$	#BC8F8F	188	143	143
125	SADDLE BROWN	slide	#8B4513	139	69	19
126	SANDY BROWN	boot	#F4A460	244	164	96
127	SEASHELL	(flow)	#FFF5EE	255	245	238
128	BEIGE	watch	#F5F5DC	245	245	220
129	LINEN	thermostat	#FAF0E6	250	240	230
130	OLD LACE	weird	#FDF5E6	253	245	230
131	WHEAT	grease	#F5DEB3	245	222	179
132	BLANCHED ALMOND	traveler	#FFEBCD	255	235	205
133	BISQUE	builder	#FFE4C4	255	228	196
134	PERU	good looks	#CD853F	205	133	63
135	MOCCASIN	path	#FFE4B5	255	228	181
136	CORN SILK	the big intention	#FFF8DC	255	248	220
137	BURLY WOOD	flea market	#DEB887	222	184	135
138	KHAKI	commando	#F0E68C	240	230	140
139	DARK KHAKI	drill sergeant	#BDB76B	189	183	107
140	BLACK	(absorbs)	#000000	0	0	0
141	PEARLESCENT	(for highest good)	#FFE2B7 or something	255	226	183
142	GOLD	(God)	#FFD700	255	215	0

E.X:

```
<p>Same as color name "Tomato":</p>

<h1 style="background-color:rgb(255, 99, 71);">rgb(255, 99, 71)</h1>
<h1 style="background-color:#ff6347;">#ff6347</h1>
<h1 style="background-color:hsl(9, 100%, 64%);">hsl(9, 100%, 64%)</h1>

<p>Same as color name "Tomato", but 50% transparent:</p>
<h1 style="background-color:rgba(255, 99, 71, 0.5);">rgba(255, 99, 71, 0.5)</h1>
<h1 style="background-color:hsla(9, 100%, 64%, 0.5);">hsla(9, 100%, 64%, 0.5)</h1>

<p>In addition to the predefined color names, colors can be specified using RGB, HEX, HSL, or even transparent colors using RGBA or HSLA color values.</p>

</body>
```

By default, most browsers on small devices such as smartphones and tablets shrink a web page down to fit the screen and provide mechanisms for zooming and moving around the page. Although it technically works, it is not a great experience. The text is too small to read, the links are too small to tap, and all that zooming and panning around is distracting. Responsive Web Design (RWD) is a strategy for providing appropriate layouts to devices based on layout for that device.



In Html you specify the size of various elements using different attributes and CSS properties.

```
<body>
  
</body>
</html>
```

With CSS:

```
<head>
<style>
div {
  width:200px;
  height:100px;
  padding:10px;
  margin:10px;
}
</style>
</head>
```