

Agenda

1. Intro HTML
2. Intro CSS
3. RGB Color Model
4. Selectors
5. Box Models
6. Div Element
7. Float
8. Positioning
9. HTML Tree Structure
10. Web Design
11. Fonts
12. Colors
13. Images
14. Icons

1. Introduction to HTML

- HTML: Hypertext Markup Language
- HTML documents are described by HTML tags
 - `<h1>`
 - `<p>`
 - `<a>`
- Tags mark up the beginning and the end of an element
 - `<tagname>content</tagname>`

2. Introduction to CSS

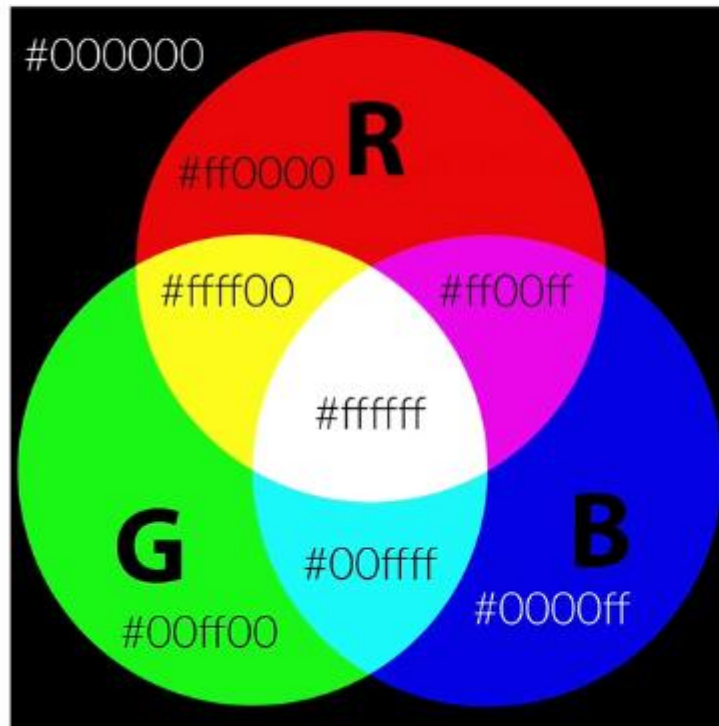
- Cascading Style Sheets
- CSS defines how HTML looks like
 - HTML is **what**
 - CSS is **how**

2. Introduction to CSS

- 3 Ways to import CSS
- - 1. CSS code inside an HTML tag
 - 2. CSS code inside an HTML document
 - **3. CSS code in external file**

3. RGB Model

THE RGB MODEL



#RRGGBB

For each color:

Min: 0 (hex 0)

Max: 255 (hex ff)

3. RGB Model

THE RGB MODEL



#1da717

3. RGB Model

TRANSPARENCY WITH RGBA



4. Selectors

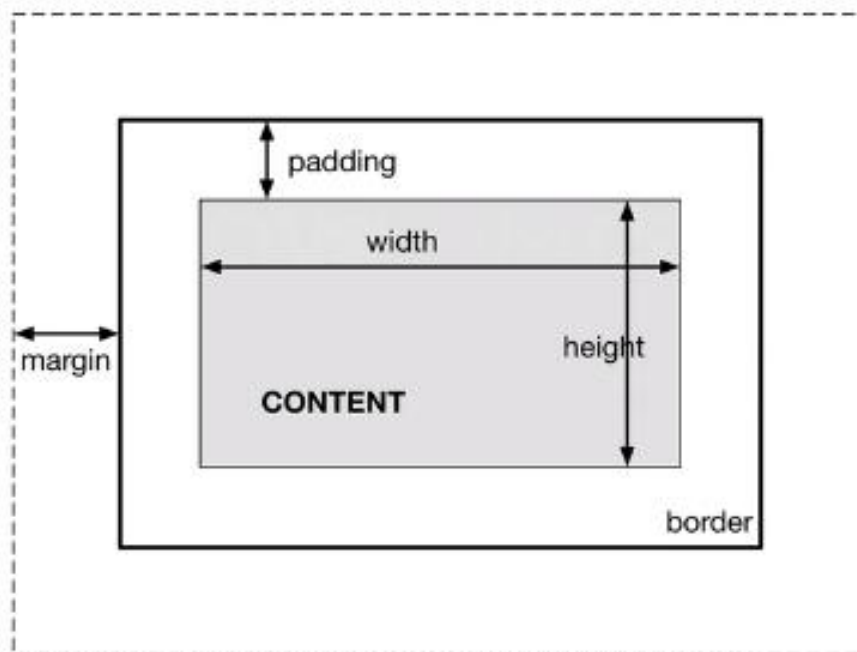
- Classes and IDs
 - Classes can refer to multiple HTML items
 - IDs can only refer to one HTML item

4. Selectors

Selector	Description
*	Selects all elements
.CLASSNAME	Selects all elements with a specific class = CLASSNAME
#IDNAME	Select one element with a specific id = IDNAME
TAG1 TAG2	Selects all TAG2 elements which are children to TAG1 i.e. li a would give all anchor-tags within
TAG1 > TAG2	Selects all TAG2 elements which are direct children to TAG1 i.e. li > a would give all anchor-tags within as
TAG.CLASSNAME	Selects all TAG elements which have the class CLASSNAME
TAG#IDNAME	Selects all TAG elements which have the class IDNAME
TAG1 + TAG2	Selects the first adjacent TAG2 element after the TAG1 element

5. Box Model

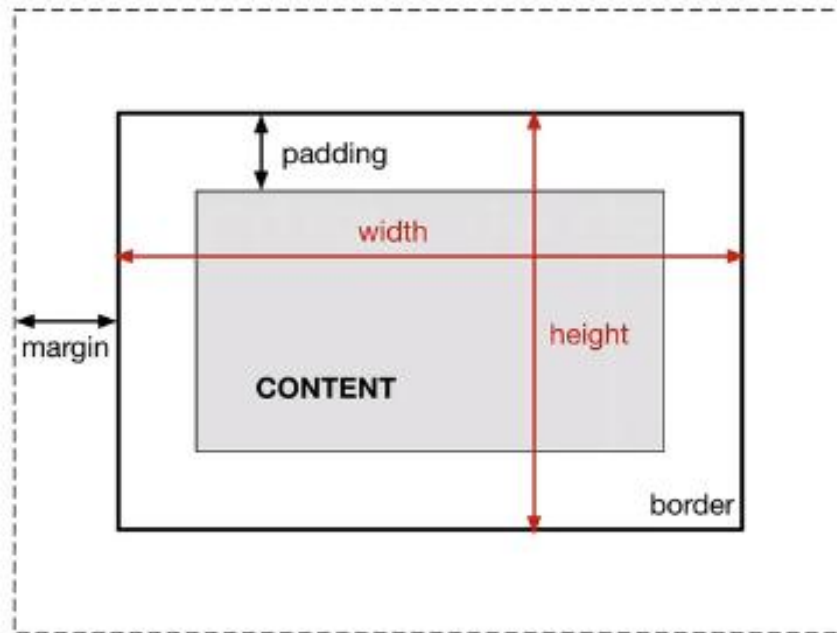
THE CSS BOX MODEL



- **Content:** text, images. etc.
- **Padding:** transparent area around the content, inside of the box.
- **Border:** goes around the padding and the content
- **Margin:** space between boxes.

5. Box Model

THE CSS BOX MODEL WITH BOX-SIZING



With box-sizing: border-box in CSS, we can define the **height** and the **width** for an entire box, rather than just for the content

5. Box Model

THE CSS BOX MODEL WITH BOX-SIZING

My first blog post

This is my first blog post

This is a very **strong** text, because it is **bold**.

I would like to *emphasize* how important it is to follow this course until the end!

This is some underlined text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus.



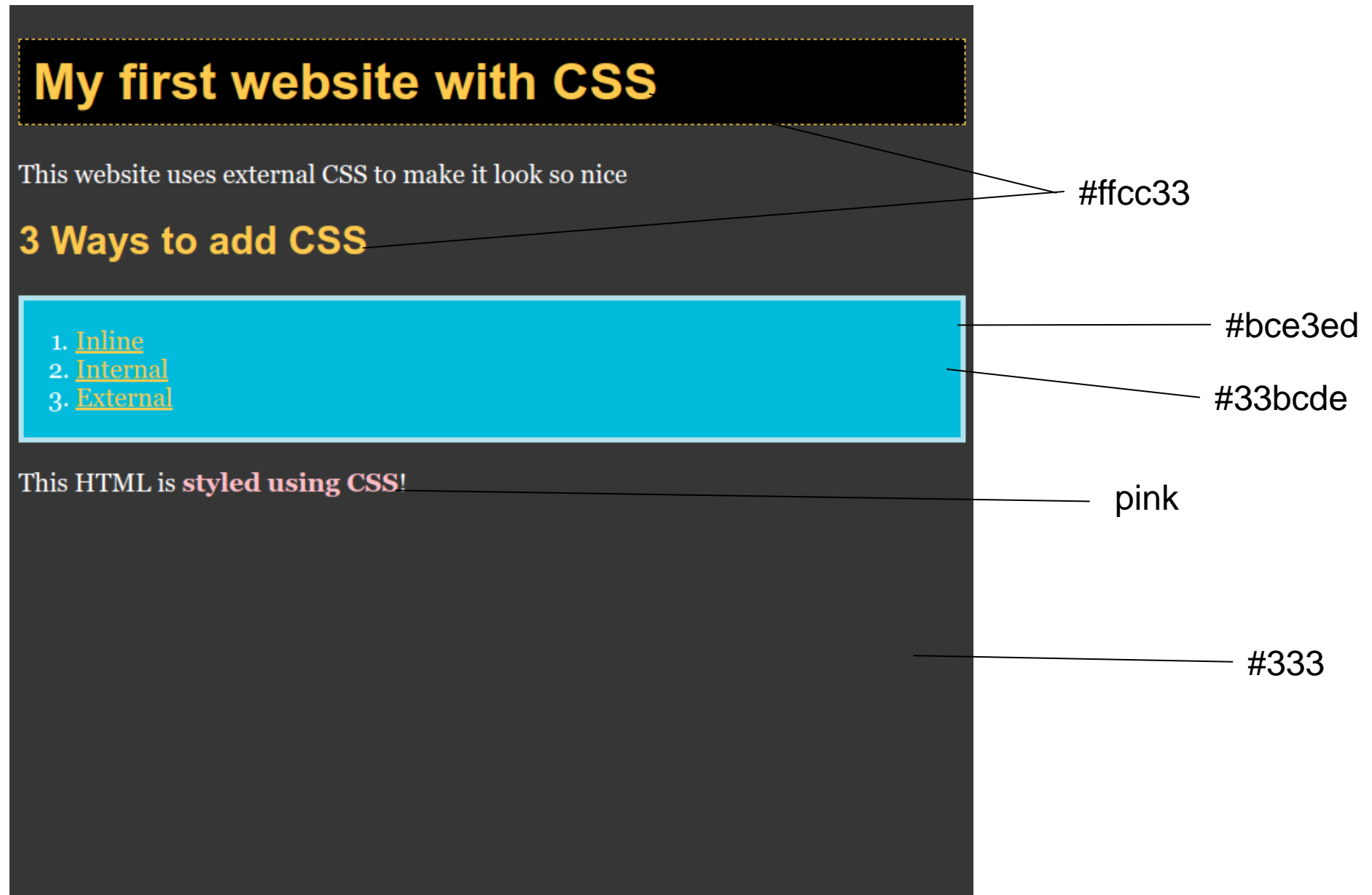
[Link to udemy HTML logo](#)

Block elements

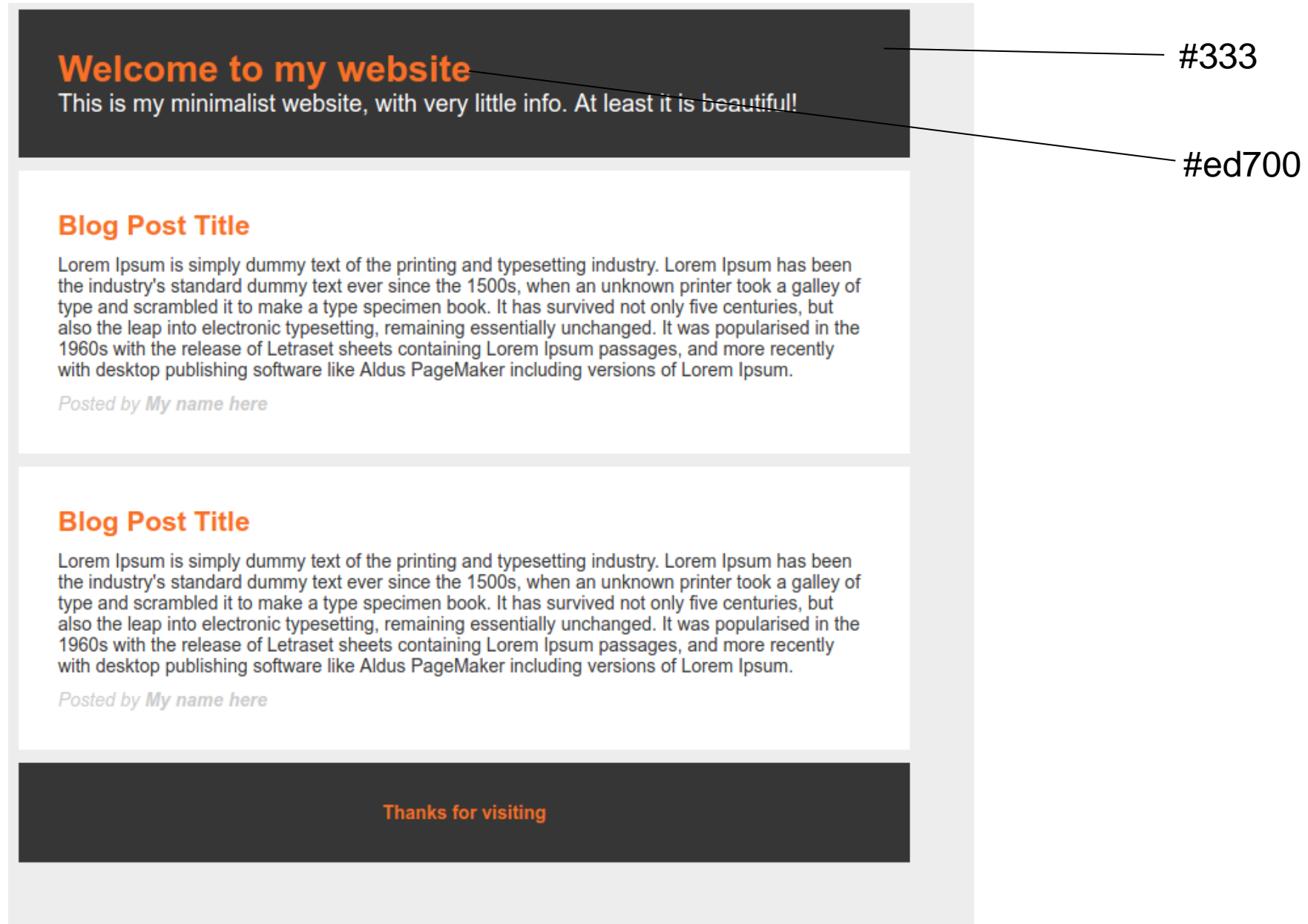
5. Box Model

- Two kinds of elements
 - Block: creates a line-break, uses full width of browser
 - H1, h2, p, ...
 - Inline: does not create a line-break, does not use full width of browser
 - strong, em, u, ...

Task: Style the HTML elements that the index.html looks like this website:



Task: Style the HTML elements that the index.html looks like this website:





Blog post content

Other
blog
posts

Author and other informations

6. DIV Element

- DIV: most used element in websites
- DIV stands for “divide”
- Centering content:
 - Margin-left: auto
 - Margin-right: auto

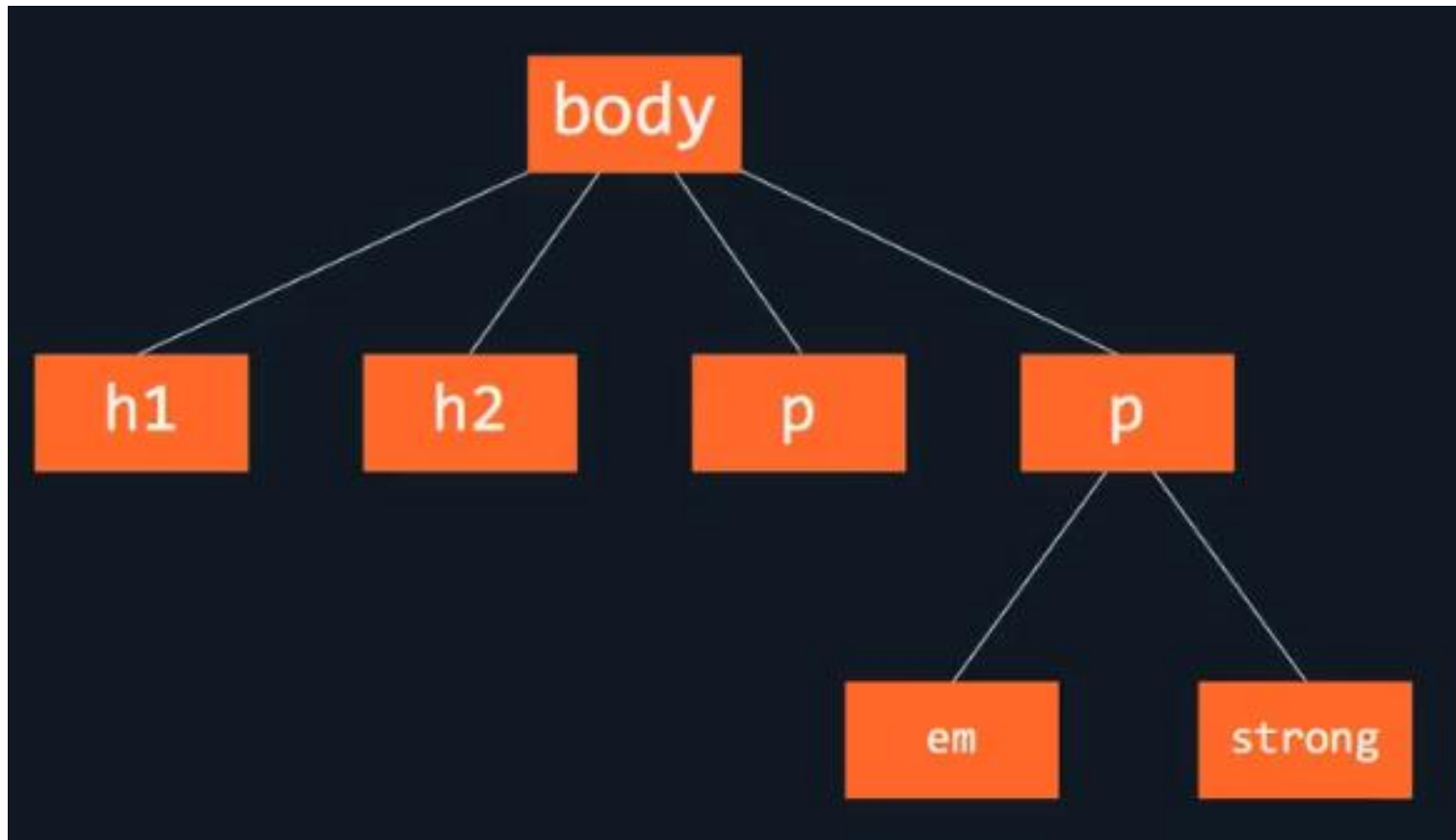
7. Float

- Pushes an element to
 - The left OR
 - The right

8. Positioning

- Relative
 - Parent can be
- Absolute
 - Parent needs to be positioned relative

9. HTML Tree Structure



10. Web Design

- The Designer creates the look and feel
- The Developer builds it.

10. Designs

iOS6



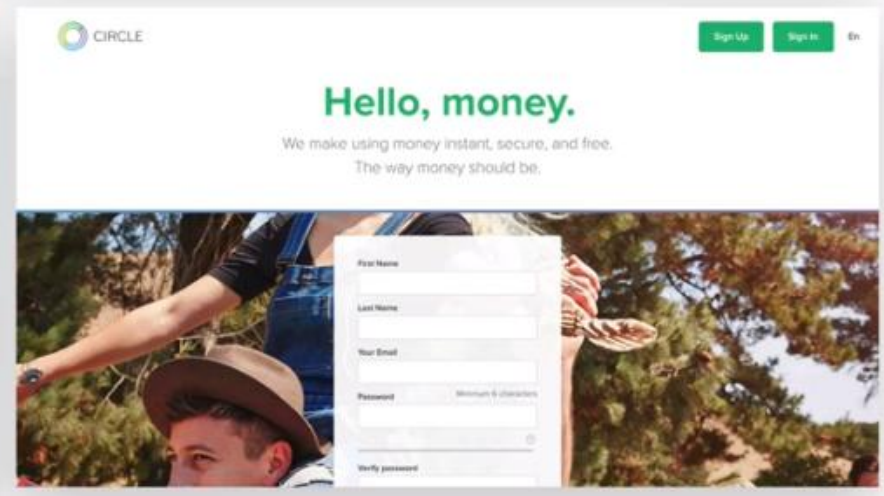
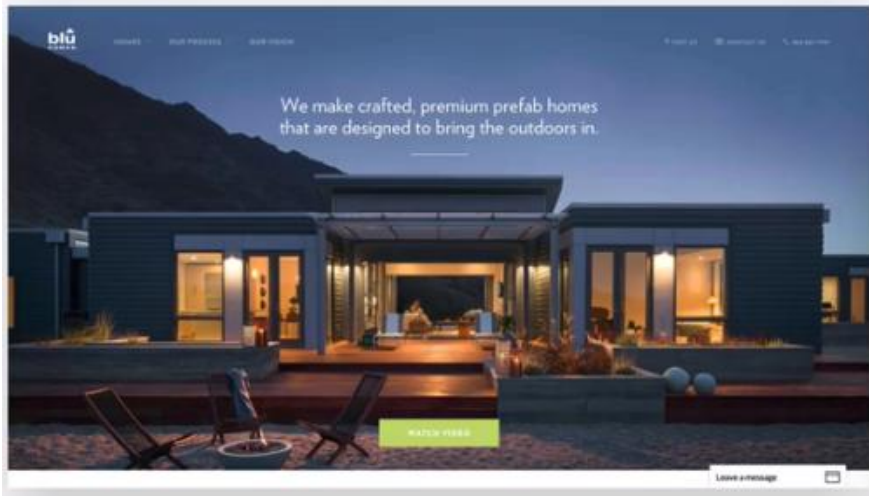
iOS7



10. Designs

A modern, clean login form with a light purple background. It features two input fields: "Username" with a user icon and "Password" with a lock icon. Below the fields is a green button labeled "Log in".

10. Designs



11. Fonts

1. USE A FONT-SIZE BETWEEN 15 AND 25 PIXELS

GOOD



Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

For you to understand the *how* I did it, first I must tell you the *why*.

Traveling back in time

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what *you* wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the whole environment. I learned about how a PC worked, turned all the knobs and switches in the programs and became the guy others came to for tech-advice.

22px

 Zoltán Hosszú on Mar 9 · 8 min

You, Josh Mucida, and 1,534 others recommended    NEXT STORY

11. Fonts

2. USE (REALLY) BIG FONT SIZES FOR HEADLINES



11. Fonts

3. USE LINE SPACING BETWEEN 120 AND 150%

GOOD



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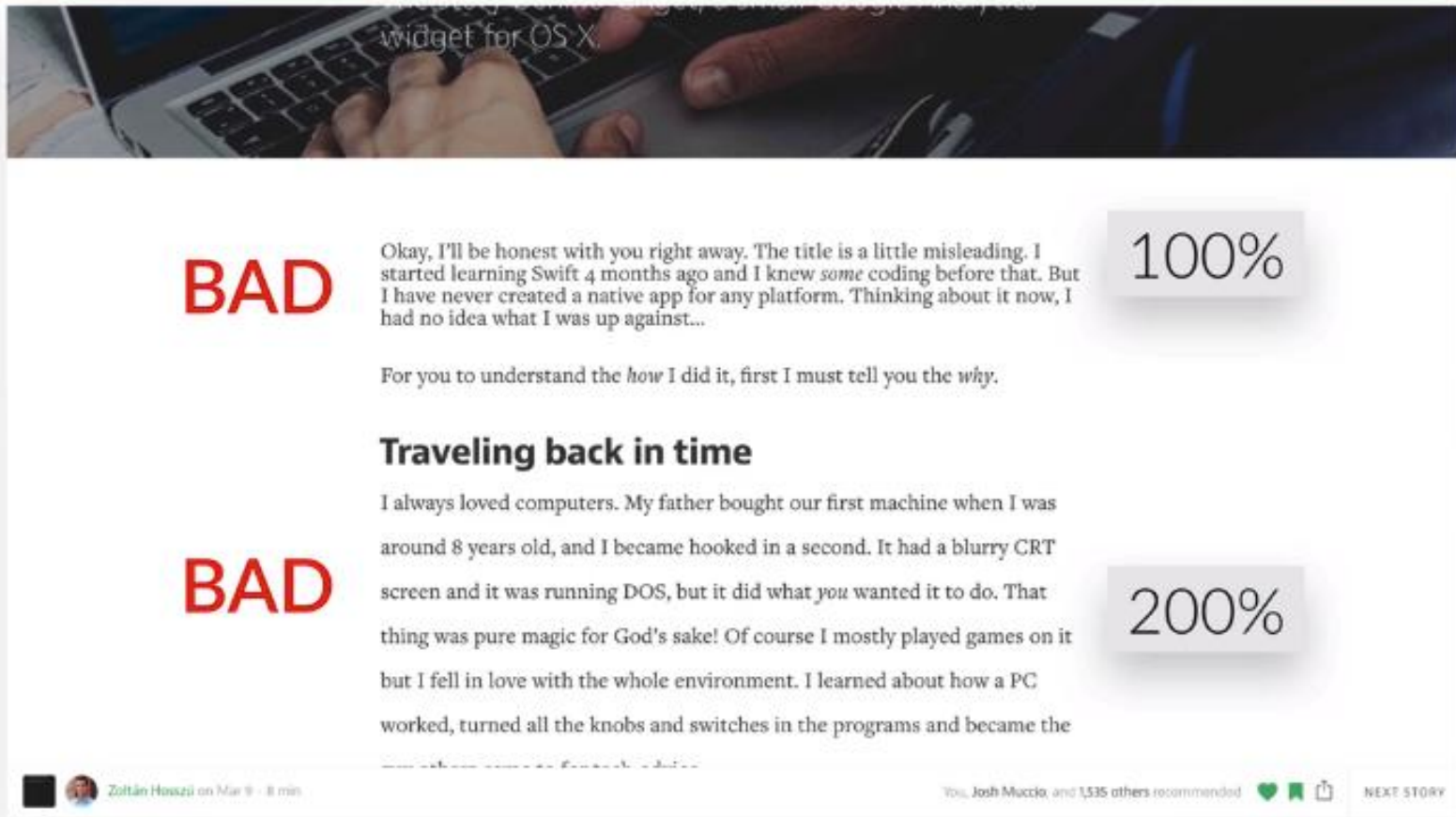
150%

 Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muzio, and 1,534 others recommended    NEXT STORY

11. Fonts

3. USE LINE SPACING BETWEEN 120 AND 150%



11. Fonts

4. 45 TO 90 CHARACTERS PER LINE

GOOD



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78 chars

For you to understand the *how* I did it, first I must tell you the *why*.

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 Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,534 others recommended    NEXT STORY

11. Fonts

4. 45 TO 90 CHARACTERS PER LINE



BAD

Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

36 chars

BAD

Traveling back in time

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what *you* wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the whole environment. I learned about how a PC worked, turned all the knobs and switches in the programs and became the guy others came to for tech-advice.

141 chars

Post removed in 2008. It was the time of old dial-up modems and AOL 3.06a. I was still into computers as the Internet started gaining

 Zoltan Horvath on Mar 9 · 8 min

Yoni, Josh Muccio, and 1,535 others recommended    NEXT STORY

11. Fonts

5. USE GOOD FONTS

F
Sans-serif

F
Serif
(red serifs)

11. Fonts

5. USE GOOD FONTS

F
Sans-serif

- More neutral
- Clean
- Simple
- Modern websites

F
Serif
(red serifs)

- Traditional purposes
- Storytelling
- Long reading

11. Fonts

5. USE GOOD FONTS

HOW TO **CHOOSE** A FONT?

1. Chose a font which reflects the look and feel you want for your website
2. Decide: sans-serif or serif typeface?
3. Use a good font
4. Use only that one typeface

12. Colors

CAR LEASING
Want a cheap new lease car? Start HERE!

ABARTH CAR LEASING
500
500 Convertible
595
595 Convertible

ALFA ROMEO LEASE CARS
Giulietta
Mito

AUDI LEASING

LINGsCARS.com
UK CONTRACT HIRE CARS FROM LING VALENTINE
Version 237.1. You can trust me! ... In 2014 I'll rent over £75 million of cars (at ARP!)

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home Cars and Vans How It Works Price Lists About Ling Customers Full Stuff Quote/Order

Business Customer Pricing Personal Customer Pricing The Best FAQs in the World!

NEW SEXY christmas full rep HERE

FEAR FREE CARS

Search Cars Here Go

LING'S LIVE TWITTER FEED

@LINGsCARS Follow Me

NewCarMark: RT @UsedCarRicky: Dear @LINGsCARS - Will you marry me? I'll make you laugh! http://t.co/GxQnYKBq1

UsedCarRicky: Dear @LINGsCARS - Will you marry me? I'll make you laugh! http://t.co/GxQnYKBq1

AndyDavies: @derSchoep Lings Cars is a very successful business but pretty it's not http://t.co/T1MAEqbVx @estelev

Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

"JUST CLICK!"

THE BEST... FREQUENTLY ASKED QUESTIONS ...IN THE WORLD!

You can't find a car? Apply for a CAR QUOTE

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business plan."

Duncan Bannatyne - "I wanted to invest... but ye turn'ed me dooon!"

Deborah Meaden "Harrumph! I'm out!"

MEET MY STAFF

VIZ Ling is OFFICIAL VIZ ethnic business ambassador!

PLAYSTATION CRASH GAME! CHEAP INSURANCE Google Spider Food

View LIVE visitors: 32 online

Hi! I am Ling from Dragons' Den. I lease cheap new cars!

UPDATE... The latest car I've added is a Mercedes SLK Roadster 2.1 CDI BlueEFFICIENCY 16v (201bhp) 250 AMG Sport Convertible 2dr 2143cc Diesel at £327.55 inc VAT at 16:55 yesterday - Ling

WGA RALLY CHAMPION

LIVE CHAT

Close (X)

ASK

Close (X)

THE BEST FAQs IN THE WORLD!

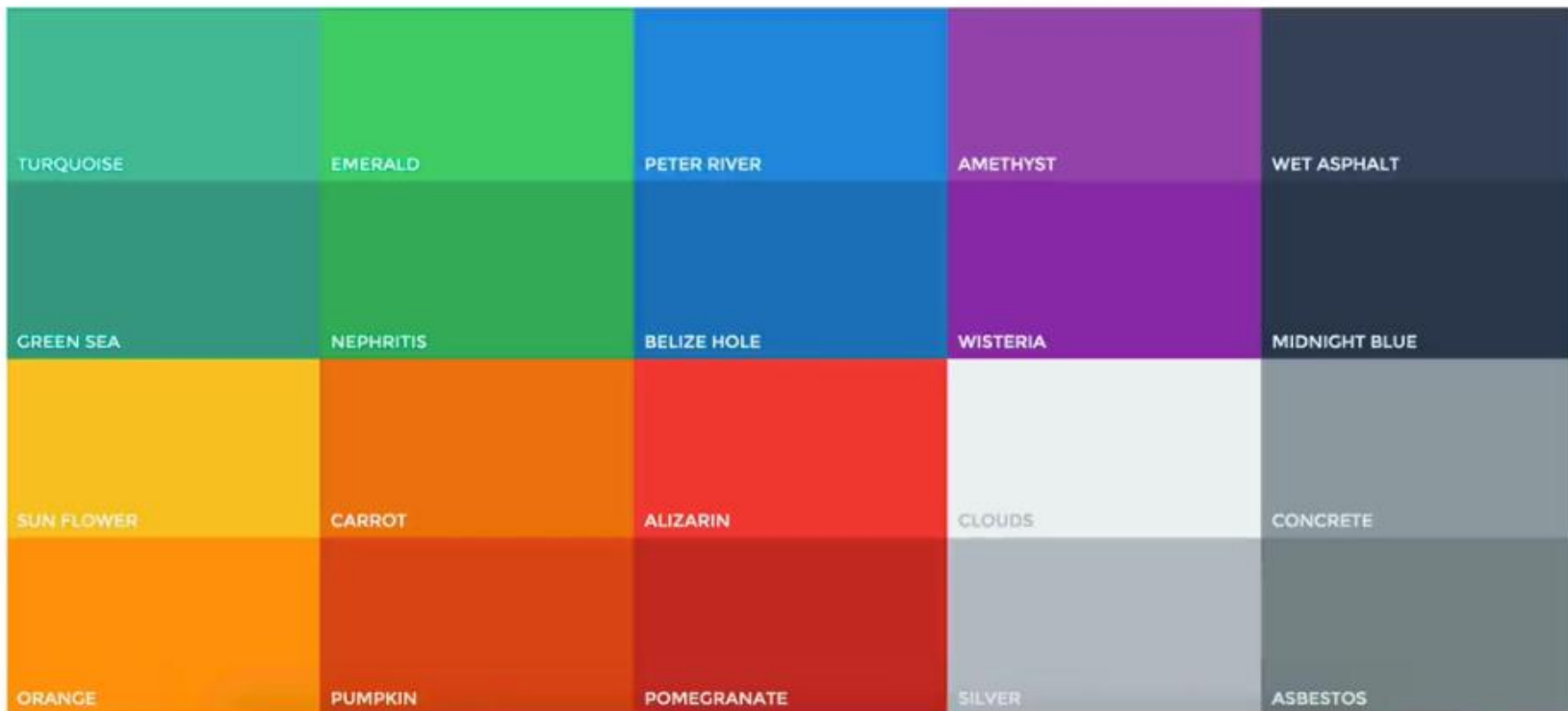
Close (X)

12. Colors

- Picking a color for a website means more than picking your favorite color and turning it into a design. It means picking the right color in order to get the desired response from your audience. Color really makes a difference. This happens because there are psychological effects behind each color.

12. Colors

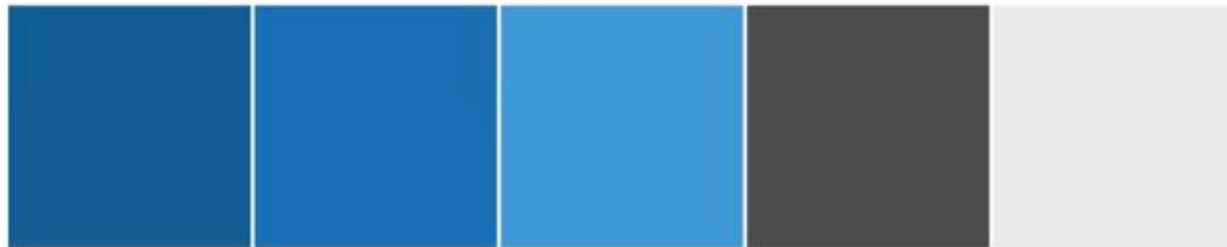
1. USE ONLY ONE BASE COLOR



12. Colors

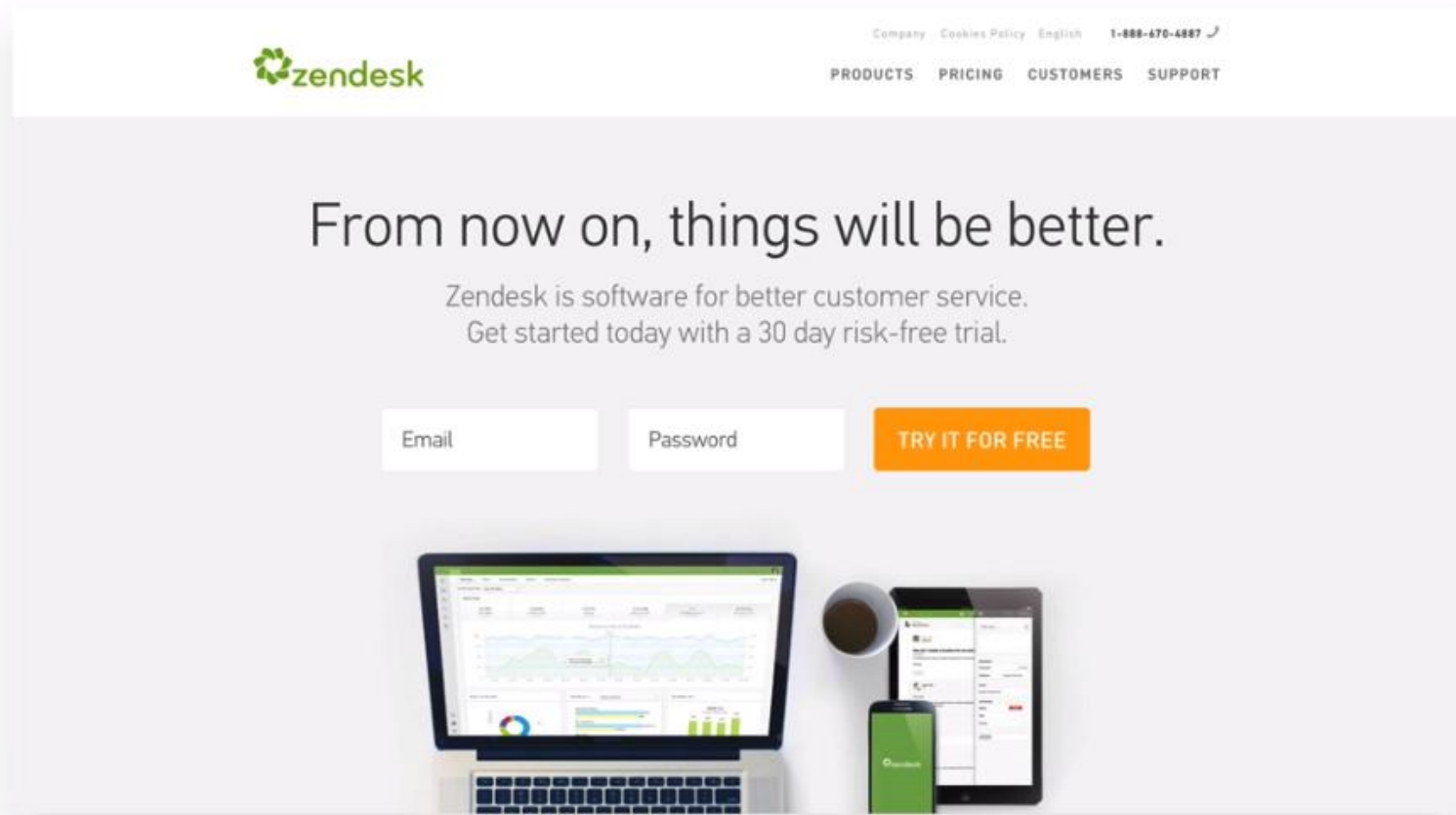
1. USE ONLY ONE BASE COLOR

Base color



12. Colors

2. USE A TOOL IF YOU WANT TO USE MORE COLORS

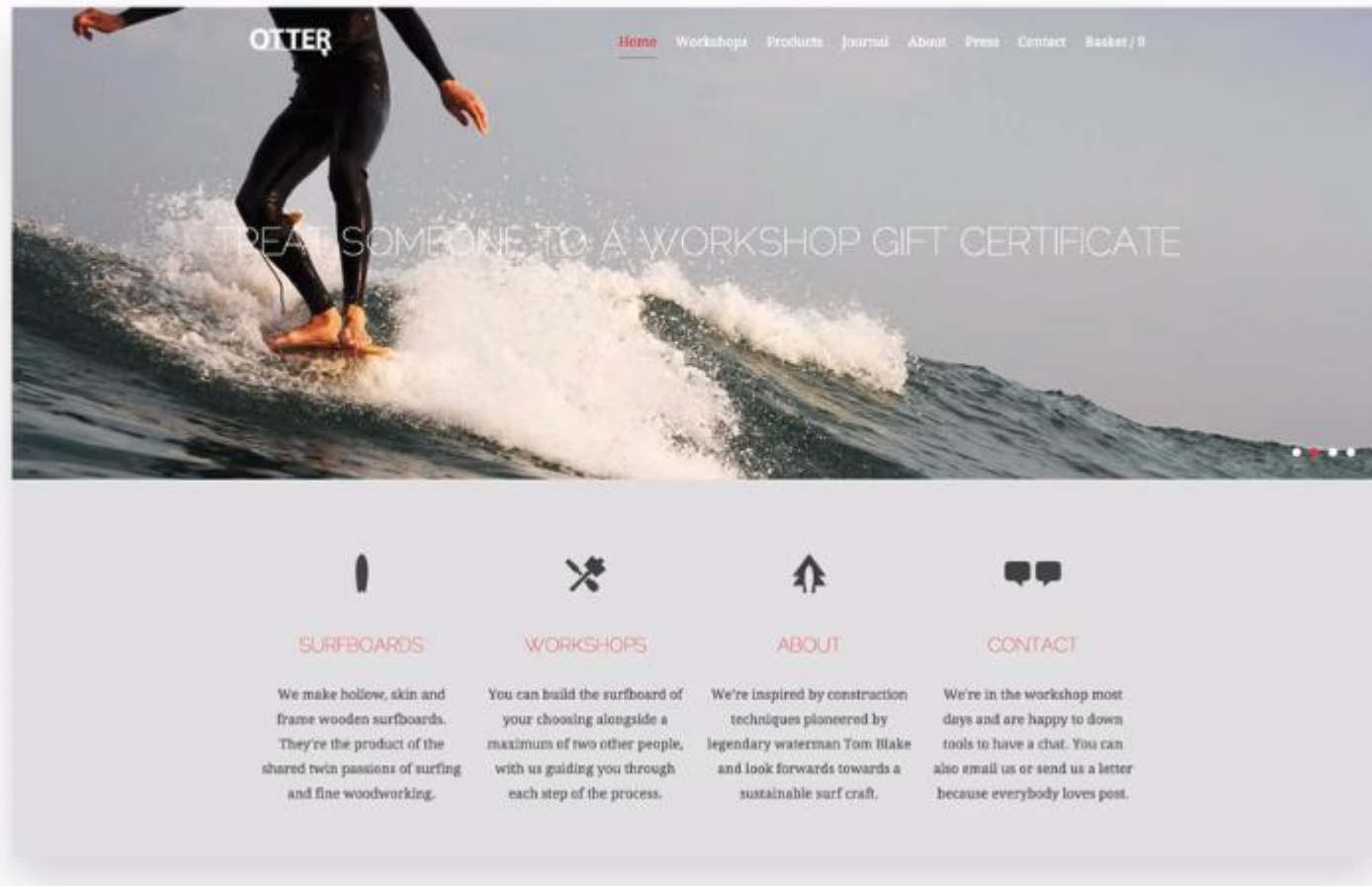


12. Colors

- Red is a great color to use when power, passion, strength and excitement want to be transmitted. Brighter tones are more energetic and darker shades are more powerful and elegant.
- Orange draws attention without being as overpowering as red. It means cheerfulness and creativity. Orange can be associated with friendliness, confidence, and courage.
- Yellow is energetic and gives the feeling of happiness and liveliness. Also, it associates with curiosity, intelligence, brightness, etc.
- Green is the color of harmony, nature, life and health. Also, it is often associated with money. In design, green can have a balancing and harmonizing effect.
- Blue means patience, peace, trustworthiness, and stability. It is one of the most beloved colors, especially by men. It is associated with professionalism, trust and honor. That's actually why the biggest social networks use blue.
- Purple is traditionally associated with power, nobility and wealth. In your design, purple can give a sense of wisdom, royalty, nobility, luxury, and mystery.
- Pink expresses romance, passivity, care, peace, affection, etc.
- Brown is the color of relaxation and confidence. Brown means earthiness, nature, durability, comfort, and reliability.

13. Images

1. PUT TEXT DIRECTLY ON THE IMAGE



13. Images

2. OVERLAY THE IMAGE



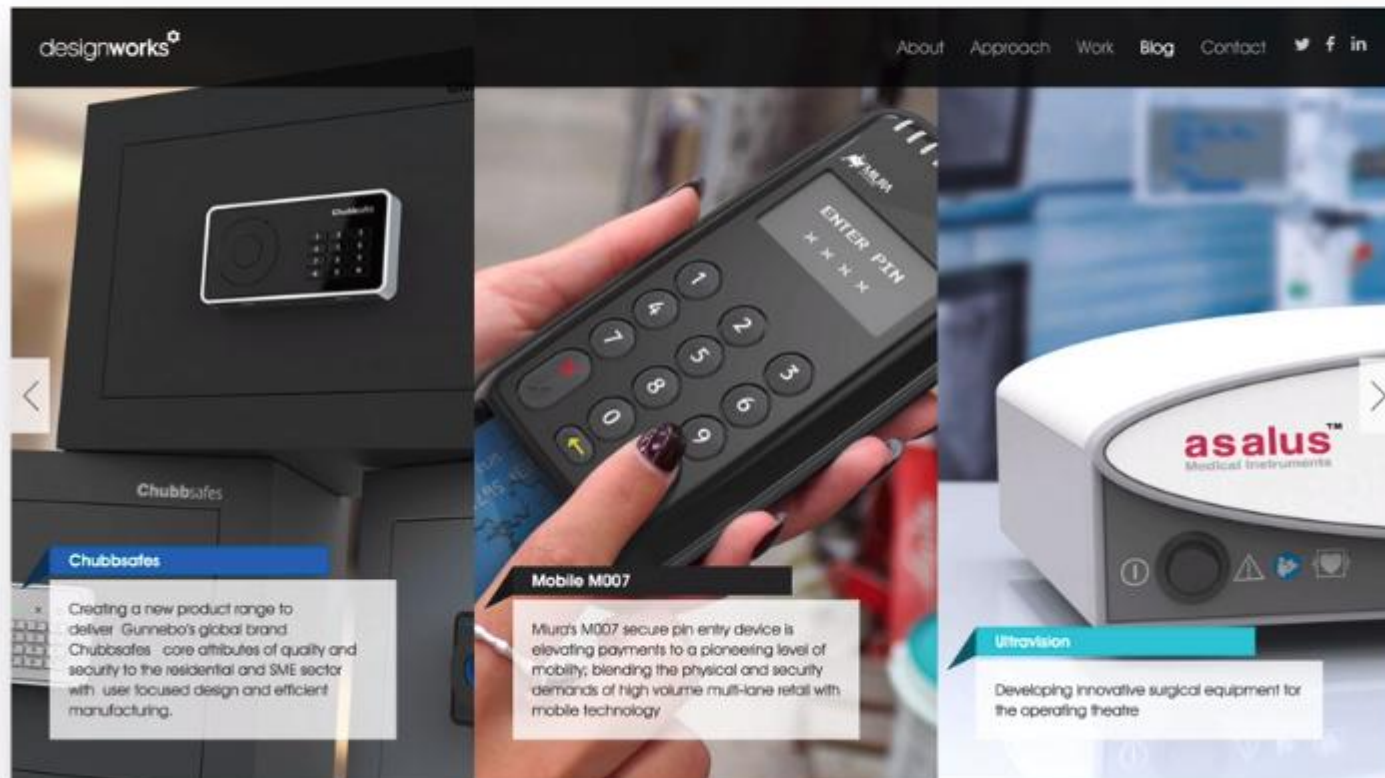
13. Images

2. OVERLAY THE IMAGE



13. Images

3. PUT YOUR TEXT IN A BOX



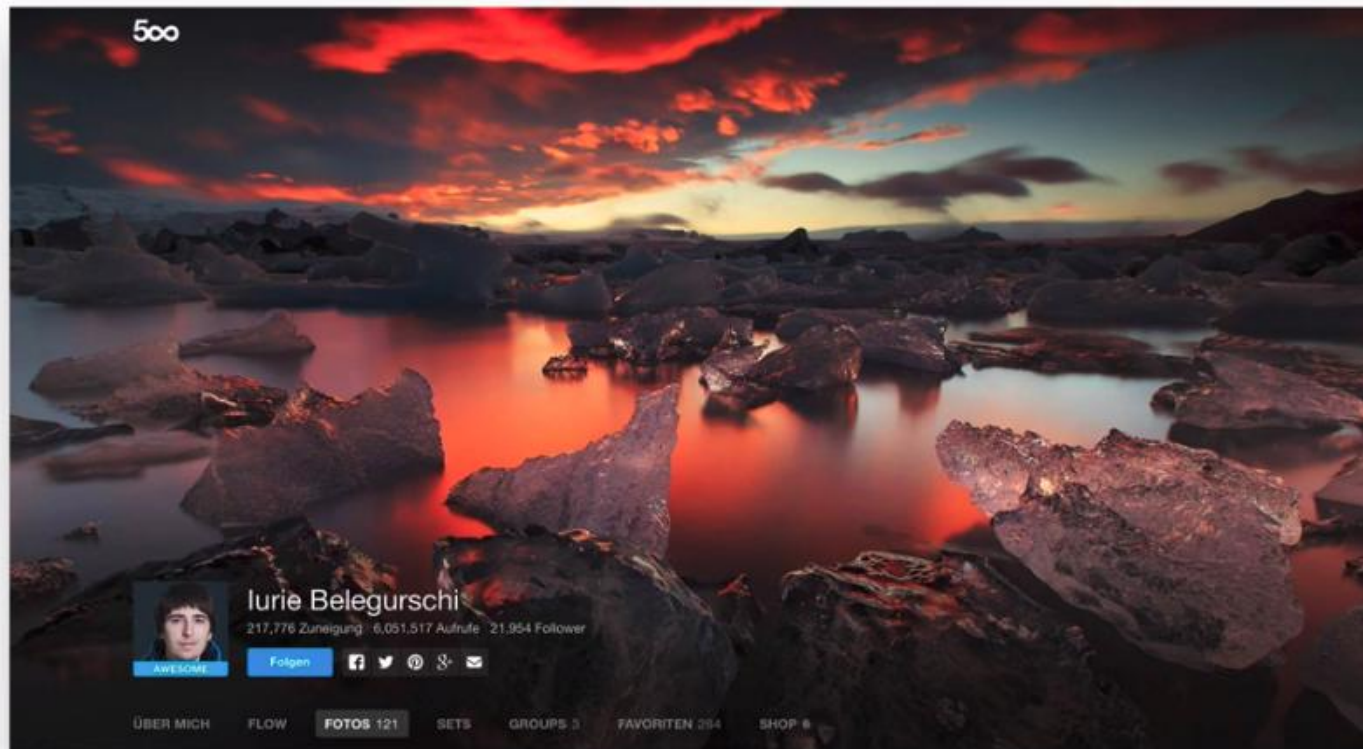
13. Images

4. BLUR THE IMAGE



13. Images

5. THE FLOOR FADE



WITH FLOOR FADE

14. Icons



Download free

Square Register is the perfect point-of-sale system, available in the App Store and Google Play. It's designed to run on a smartphone or tablet, on your counter or on the go.



Grow your business

Square Register is the point of sale that takes care of digital receipts, inventory, and sales reports and provides valuable analytics and feedback—so you can focus on your customers.



Powerful enough for anyone

Square Register serves businesses big and small, from corner bakeries to retailers around the world. It works with hardware and software accessories that make it easier to run your business.



Upgrades automatically

We're constantly improving with free updates that equip you with great new features to help you run your business more efficiently and effectively.



7458

CODE LINES



3680

CUSTOMIZATIONS ADDED



16380

THEME LOVERS



583

COFFEE CUPS

14. Icons

1. USE ICONS TO LIST FEATURES/STEPS



Portable WiFi

Connect all of your devices, and never hunt for reliable WiFi again. [Learn more >](#)



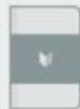
No-nonsense Pricing

Ditch subscriptions and contracts. Pay only for what you use. [Learn more >](#)



Nationwide coverage

Everywhere you go, the WiFi goes with you. Never miss a beat. [Learn more >](#)



Step 1

Enjoy your new Mod notebook. Fill it in 2 days or 2 years. We'll digitize it when you're ready.



Step 2

Once you've filled your notebook, mail it back to us using the pre-paid shipping envelope hidden in the back cover (shipping included).



Step 3

We scan and digitize it for free within 5 days. Have the notebook recycled or returned to you. It's your choice.

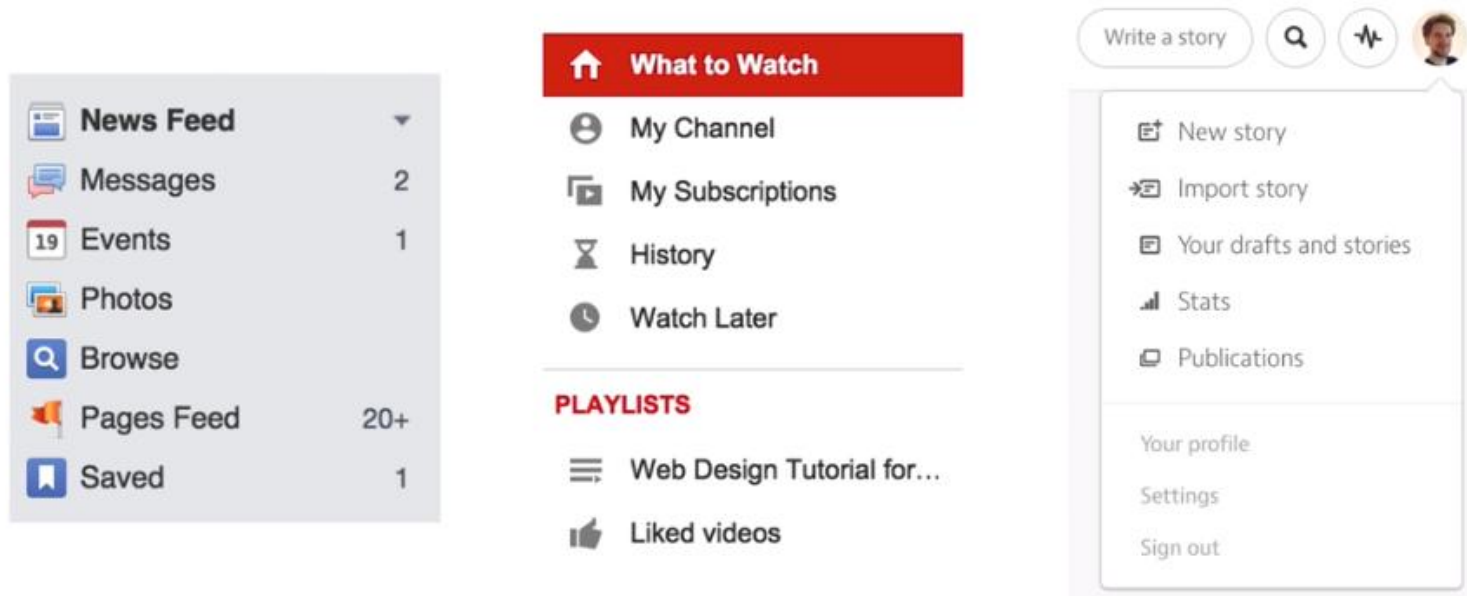


Step 4

Enjoy your notes from anywhere in our beautiful Mod app. Start your next notebook, and let the love continue.

14. Icons

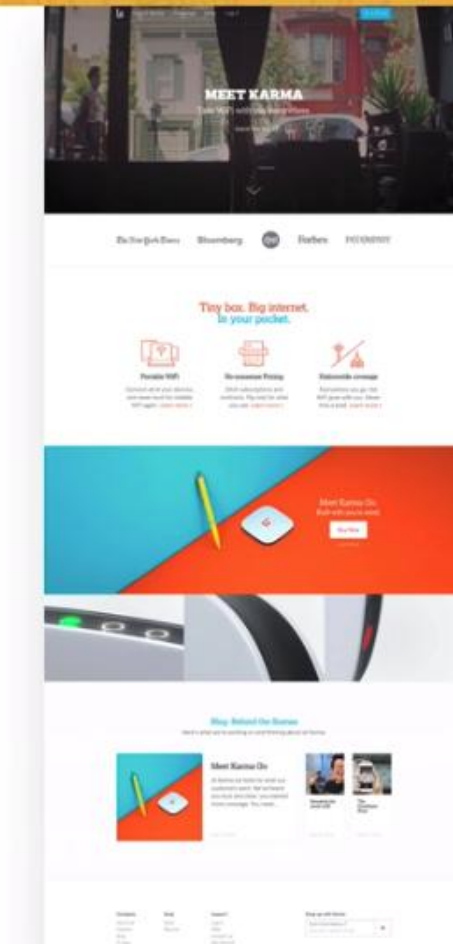
2. USE ICONS FOR ACTIONS AND LINKS



1. Icons should be recognizable
2. Label your icons

14. Icons

3. ICONS SHOULD NOT TAKE A CENTER STAGE

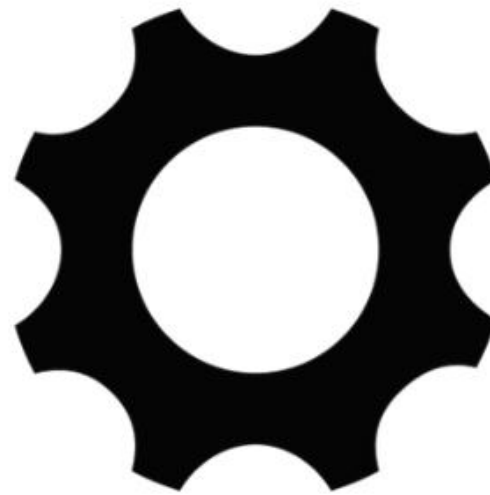


14. Icons

4. USE ICON FONTS WHENEVER POSSIBLE



Static image 300%



Vector icon font 300%

Summary

- Most of your content will be text, so beautiful typography is a key element to a good looking website.
- Images are getting more and more important in webdesign, so choosing great images and putting text on them is an essential part of your work.
- Icons are also a good way of setting a friendly tone for your website, but use them carefully.
- The adequate use of whitespace makes a website look professionally designed, so use it a lot, but in the correct way.
- Build a layout by defining the visual hierarchy of your content. Whitespace is also important for this.