



# RWD

## Class 2

# Overview

**Complete your Surveys Today!**

**Case Studies Part 1 (50 minutes - 5:30 - 6:20)**

**Hands-On (Setup GitHub & CodePen)  
(15 min - 6:30 - 6:45)**

**Break (5 min - 6:45 - 6:50)**

**HTML Part 1 + Demo (30 min - 6:50 - 7:30)**

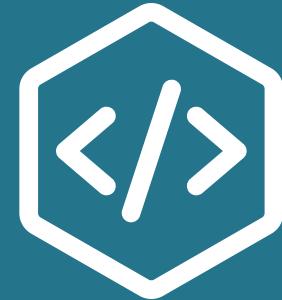
**RWD and Process (10 min - 7:30 - 7:40)**

**HTML Basics Assignment (30 min - 7:40 - 8:10)**



# RWD Case Studies

5 minutes each



# Hands-On: Sign Up For GitHub and CodePen



**GitHub is a place where  
people can store code and  
other documents.**



It uses a technology protocol call “Git” to update and make changes to projects. Git is a method of version control.



**Git is a command line tool.  
However, software is  
available that makes Git  
easier to use. One is called  
GitHub Desktop.**



**GitHub offers a free service  
called GitHub Pages, which  
allows you to host static  
websites for free.**



CodePen is a playground in  
your browser for testing out  
and sharing HTML, CSS and  
JavaScript.



**CodePen doesn't require  
installing any software -  
everything renders right in  
your browser.**



CodePen automatically  
adds the HTML, Head and  
Body tag to your HTML.





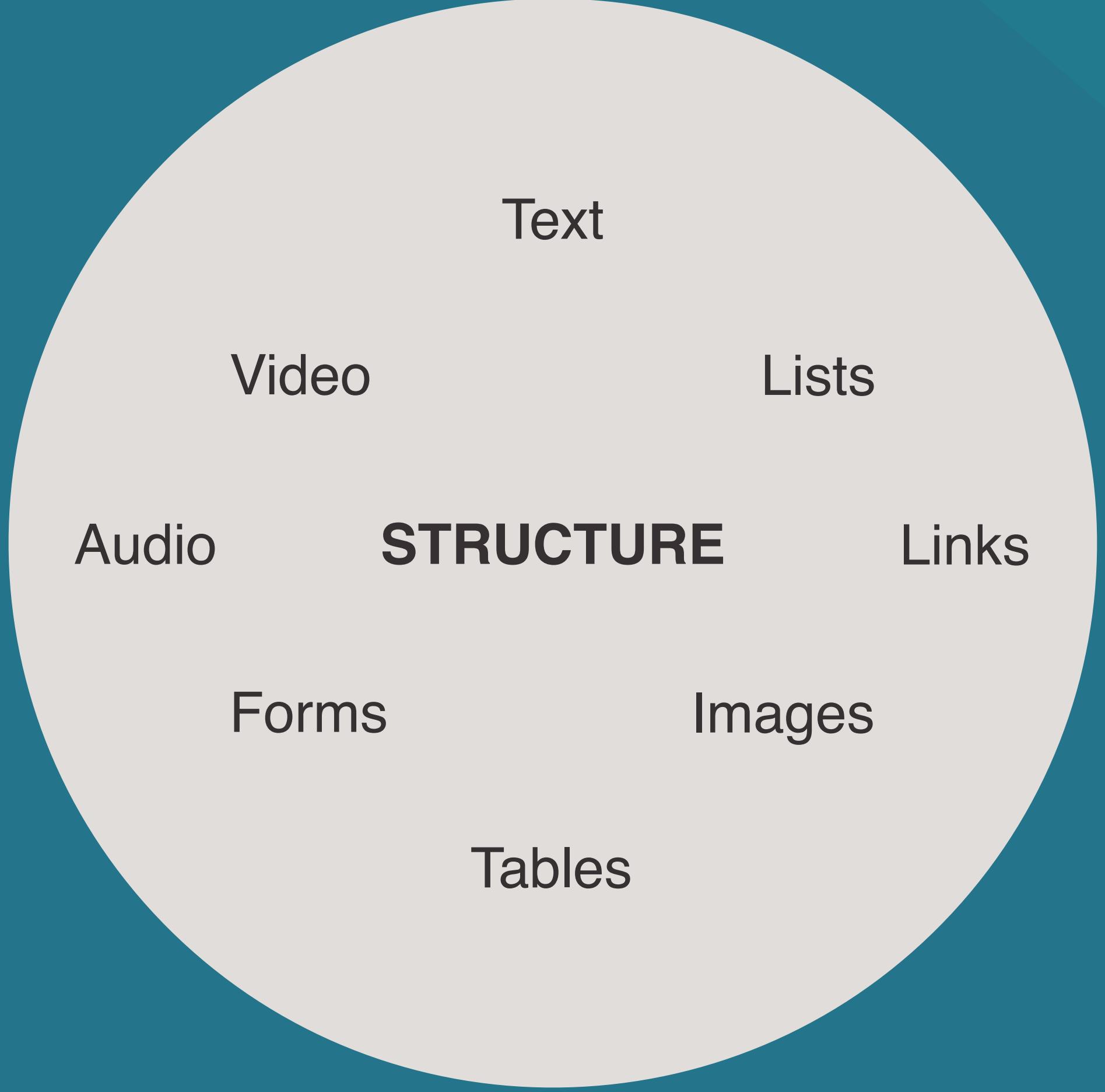
# HTML Part 1





**What is HTML used for?**





Text

Video

Lists

Audio

**STRUCTURE**

Links

Forms

Images

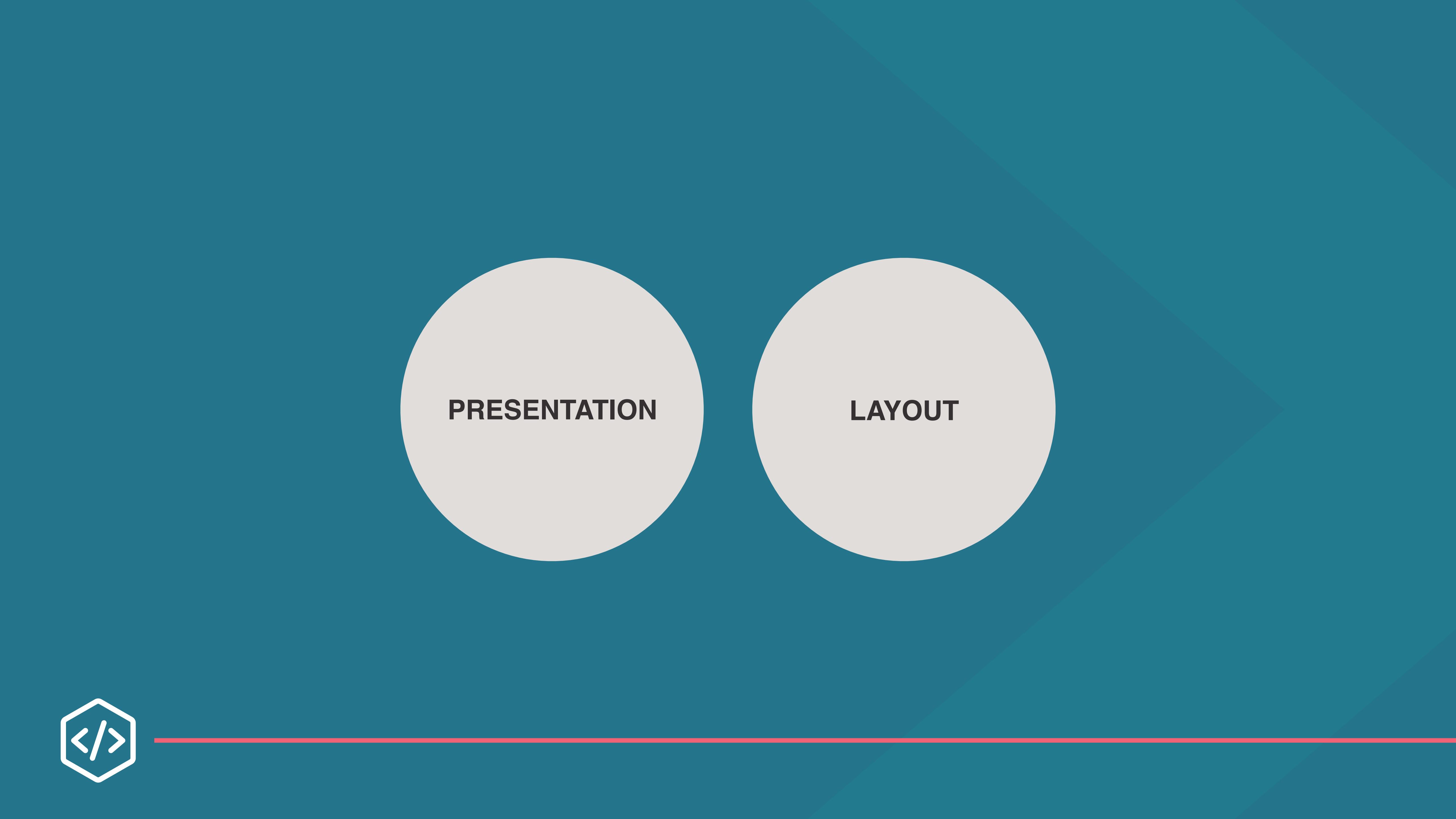
Tables





**What is CSS used for?**





A diagram illustrating the separation of concerns in web development. It features two light gray circles side-by-side against a teal background. The left circle contains the word "PRESENTATION" and the right circle contains "LAYOUT". A horizontal red line extends from a white hexagonal icon containing a code symbol (less than/greater than signs) on the far left, pointing towards the circles.

**PRESENTATION**

**LAYOUT**



# HOW PAGES USE STRUCTURE

32 September 2011

**HEADLINE**

**new Rio Caraeff**

## Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweeney**

If Rio Caraeff succeeds, perhaps only diehard fans will need to own music. His online music video site, part-owned by the two largest record companies, also hopes to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the industry less dependent on the purchase of recordings, and for Caraeff there is clearly plenty to do.

Caraeff is the youthful chief executive of Vevo - launched in late 2009 with the backing of three of the four major groups, Sony Music, Universal Music and EMI - who is taking the venture international with a rollout starting in the UK and continental Europe. "Sex, music and sports are the only entertainment categories on the planet that people love that can build audiences at the scale of billions of people," he says. "I'm in the business of connecting billions of people to music," is his modestly stated aim.

With global CD sales plummeting by \$1.5bn last year, Caraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was necessary. If MTV was doing a great job paying royalties, if YouTube [was], there would have been no need. We have invested tens of millions to be responsible for our own destiny. We can't sit back and say 'I hope Apple or whoever figures this out'."

Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Michael Grade called the company a "partner" and Sir Martin Sorrell described it as

**Read more on**  
**MediaGuardian.co.uk**

**Digital economy or bust**  
Part 33: In which the team turn up the volume with inside track on The X Factor - and get a glimpse of the future

**Coming up this week**  
Monday: Shortlists for Student Media Awards announced  
Wednesday to Friday: Coverage of the RTS Cambridge Convention

31

# HOW PAGES USE STRUCTURE

The Guardian | Monday 12 September 2011

Read more on  
[MediaGuardian.co.uk](#)

31

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**Rio Caraeff**

## Do revolutionary

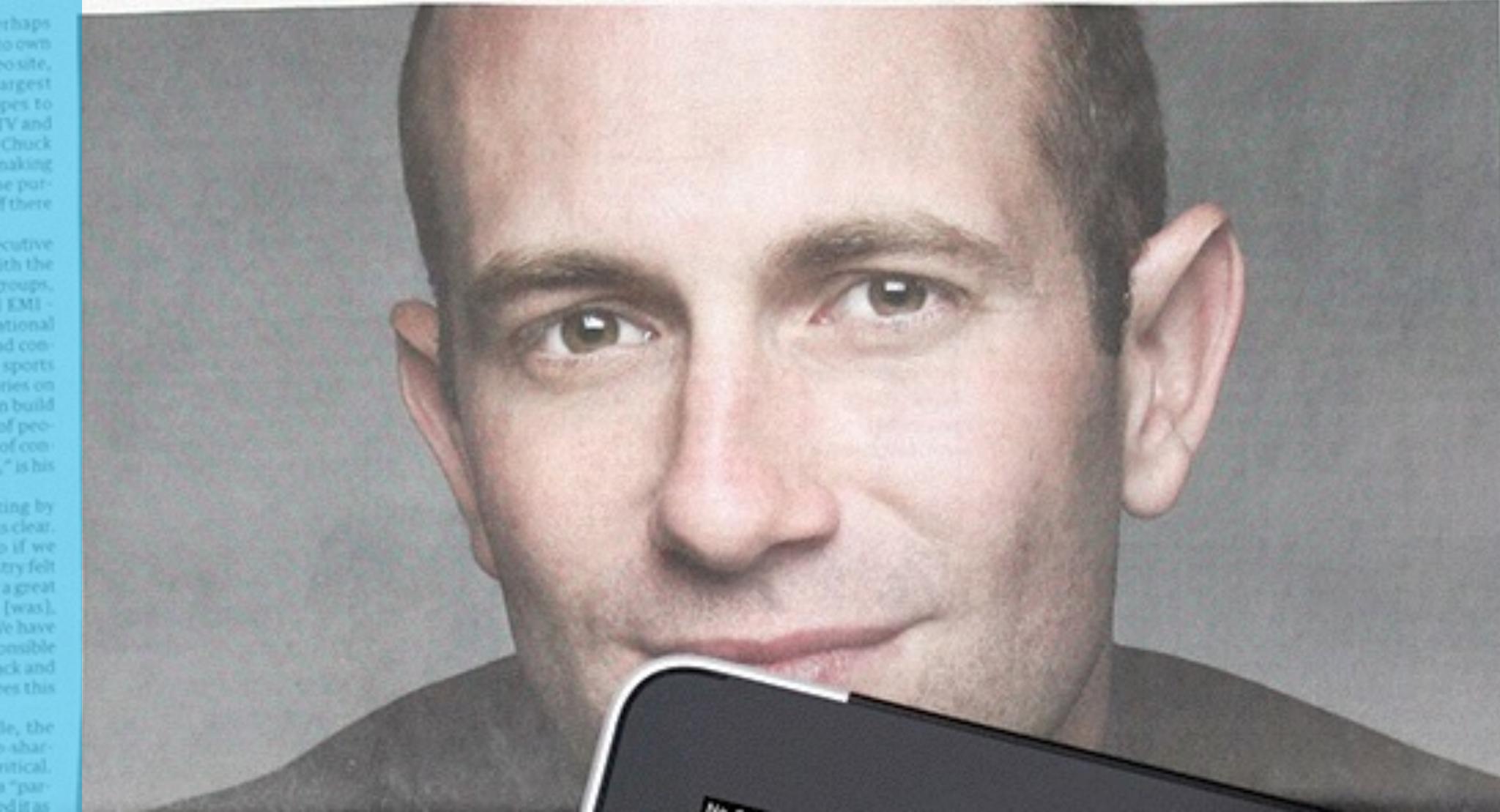
His former mobile chief is leading the music industry's fight to shake up online video. He reveals his vision with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweeney**

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Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Michael Grade called the company a "parasite" and Sir Martin Sorrell described it as a "frenemy". Despite the combative relationship the music industry has historically had with players in the digital space, Caraeff prefers to characterise Vevo's dealings with YouTube as "symbiotic" - although "declaration of independence" would be more appropriate.

"We said 'let's figure out how to work with them,'" he explains. "There are no duplicate copies [of music videos] on YouTube, there were thousands before, the official versions are only available from us. They don't threaten us. YouTube is a place where people can upload any video in the world, we're not trying to compete." Caraeff points out that 50% of Vevo's traffic comes from YouTube search, and 30% comes from recommendations of videos that users might like to watch that appear on the side of the YouTube web pages when a user is viewing clips.

**'We are about access; it is the only scalable model for the music industry; the question is, how do you do that and make money?'**

**Free access**

Vevo's business model is all about providing music videos that fans can access free, funded by advertising - or to put it another way - give consumers an alternative to owning songs. "I believe the future

**Video vexations ... Rio Caraeff says 'if MTV was doing a**

**IMAGE**

Rio Caraeff: Vevo revolutionary | Media | The Guardian  
www.guardian.co.uk/media/2011/sep/11/ri... C Google  
the guardian  
News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment | TV | Bi...  
News > Media > Vevo  
Rio Caraeff: Vevo revolutionary  
The former Universal mobile chief reveals his frustration with MTV, and explains why no one need own music if his site succeeds  
Mark Sweeney  
guardian.co.uk, Sunday 11 September  
Article history  
Twitter 36  
Recommend 37  
Reddit this

# HOW PAGES USE STRUCTURE

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Vevo's relationship with Google, the owner of the world's largest video-sharing site YouTube, is clearly critical. In fact, Google has called the company a "partner". Martin Sorrell described it as "the most positive note in an otherwise combative relationship". The music industry has historically been suspicious of Google in the digital space, but Caraeff characterises Vevo's relationship with Google as "symbiotic" - "it's not about Google taking away independence", he says.

Caraeff is keen to point out how to work with Google. "There are no [music videos] on YouTube that stand before, and there are only available on YouTube. YouTube can upload any video, but we're not trying to compete with them. It points out that 50% of traffic from YouTube search, and 50% of users might like to watch that content on the side of the YouTube web when a user is viewing clips.

**SUBHEADING**

'We are about access; it is the only scalable model for the music industry; the question is, how do you do that and make money?'

**Free access**

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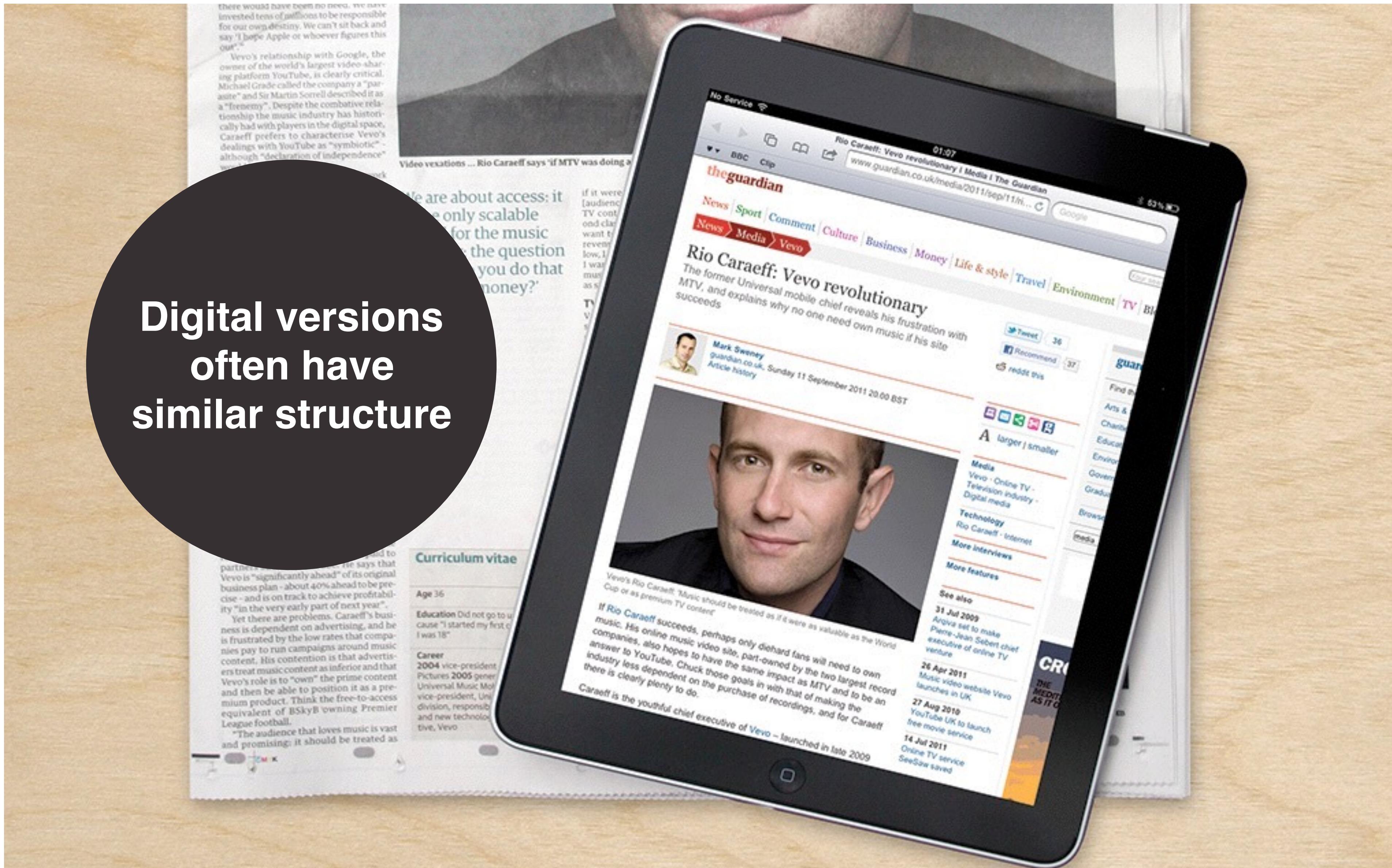
Rio Caraeff: Vevo revolutionary | Media | The Guardian  
www.guardian.co.uk/media/2011/sep/11/ri... C Google  
News Sport Comment Culture Business Money Life & style Travel Environment TV Bi...  
News > Media > Vevo

Rio Caraeff: Vevo revolutionary  
The former Universal mobile chief reveals his frustration with MTV, and explains why no one need own music if his site succeeds

Mark Sweeney  
guardian.co.uk, Sunday 11 September  
Article history

# HOW PAGES USE STRUCTURE

Digital versions  
often have  
similar structure



# STRUCTURE IN WORD DOCS

A screenshot of a Microsoft Word document titled "structure.doc". The document contains the following text:

**This is the Main Heading**  
This text might be an introduction to the rest of the page. And if the page is a long one it might be split up into several sub-headings.

**This is a Sub-Heading**  
Many long articles have sub-headings so to help you follow the structure of what is being written. There may even be sub-sub-headings (or lower-level headings).

**Another Sub-Heading**  
Here you can see another sub-heading.

The Word interface shows a font toolbar, a ribbon menu, and a status bar at the bottom. A dark circular callout bubble is overlaid on the right side of the document area, containing the text:

**Headings and  
subheadings  
reflect hierarchy  
of information**

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**Another Sub-Heading**  
Here you can see another sub-heading.

A large black callout bubble on the right side of the screen contains the text: "Main heading and important information appear first".

The Word interface shows the ribbon menu at the top, a toolbar with various icons, and a status bar at the bottom providing page, section, and other document details.

# STRUCTURE IN WORD DOCS

A screenshot of the Microsoft Word application window titled "structure.doc". The window shows a document with three levels of headings and some descriptive text. A callout bubble on the right side contains a summary statement about document structure.

The document content is as follows:

- This is the Main Heading**  
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- This is a Sub-Heading**  
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- Another Sub-Heading**  
Here you can see another sub-heading.

A large black callout bubble on the right side contains the text:

**The information  
is expanded upon  
and may use  
subheadings**

Word ribbon tabs: Home, Insert, Page Layout, References, Mailings, Charts, Tables, SmartArt, Review, View.

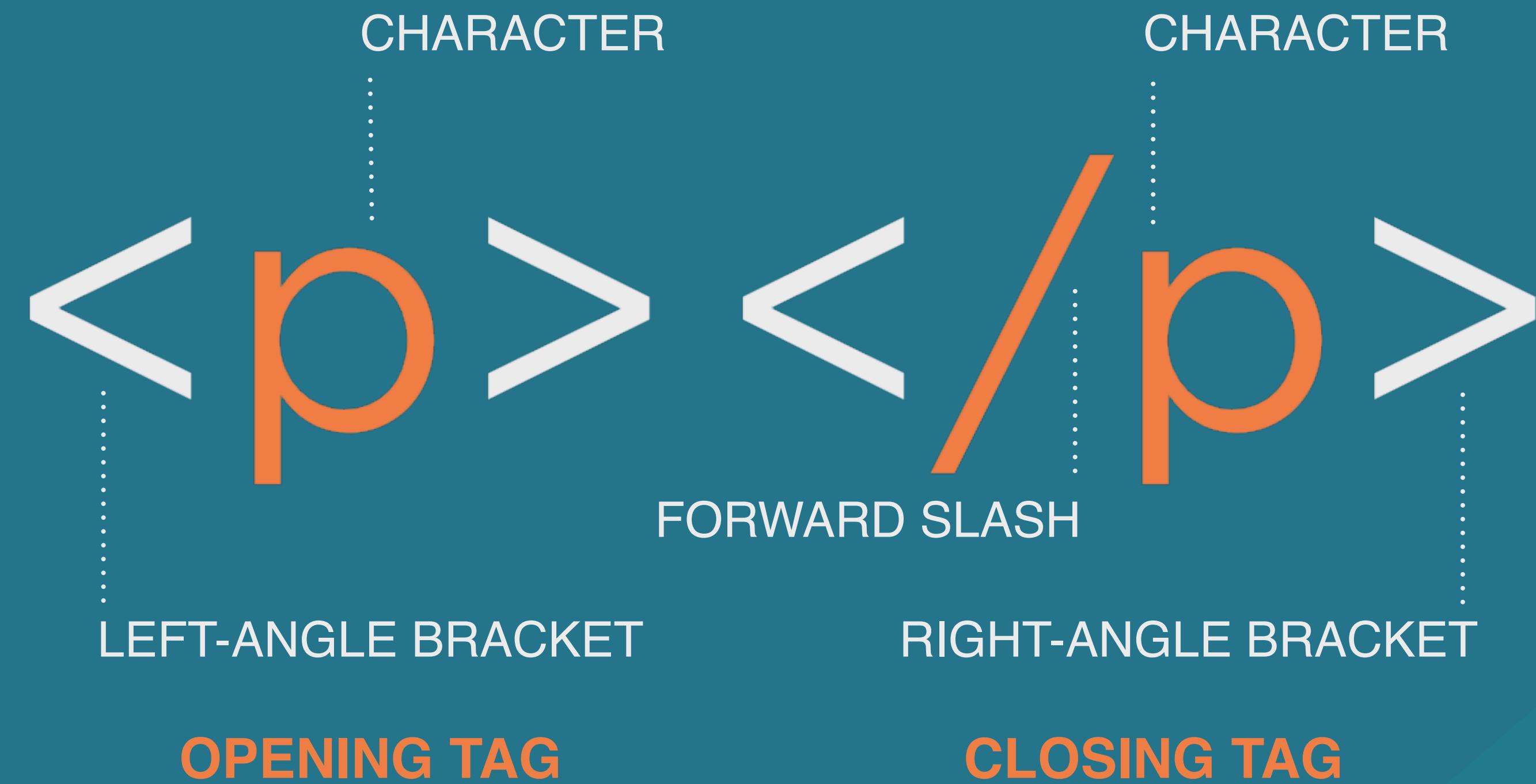
Word status bar: Page 1, Sec 1, 1/1, At 4.7cm, Ln 4, Col 19, 27/70, OREC, OTRK, OEXT, OVR.

# HTML Structure

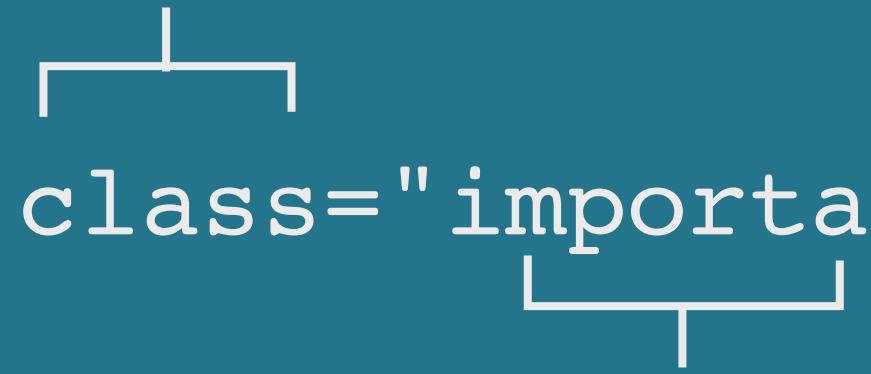
```
<html>
  <body>
    <h1>This is the Main Heading</h1>
    <p>This text might be an introduction to
       the rest of the page.</p>
    <h2>This is a Sub-Heading</h2>
    <p>Many long articles have sub-headings
       to help you follow the structure.</p>
    <h2>Another Sub-Heading</h2>
    <p>Here you can see another.</p>
  </body>
</html>
```



# Elements



# Attributes

ATTRIBUTE  
NAME  
  
<a class="important">Paragraph in English</p>  
ATTRIBUTE  
VALUE



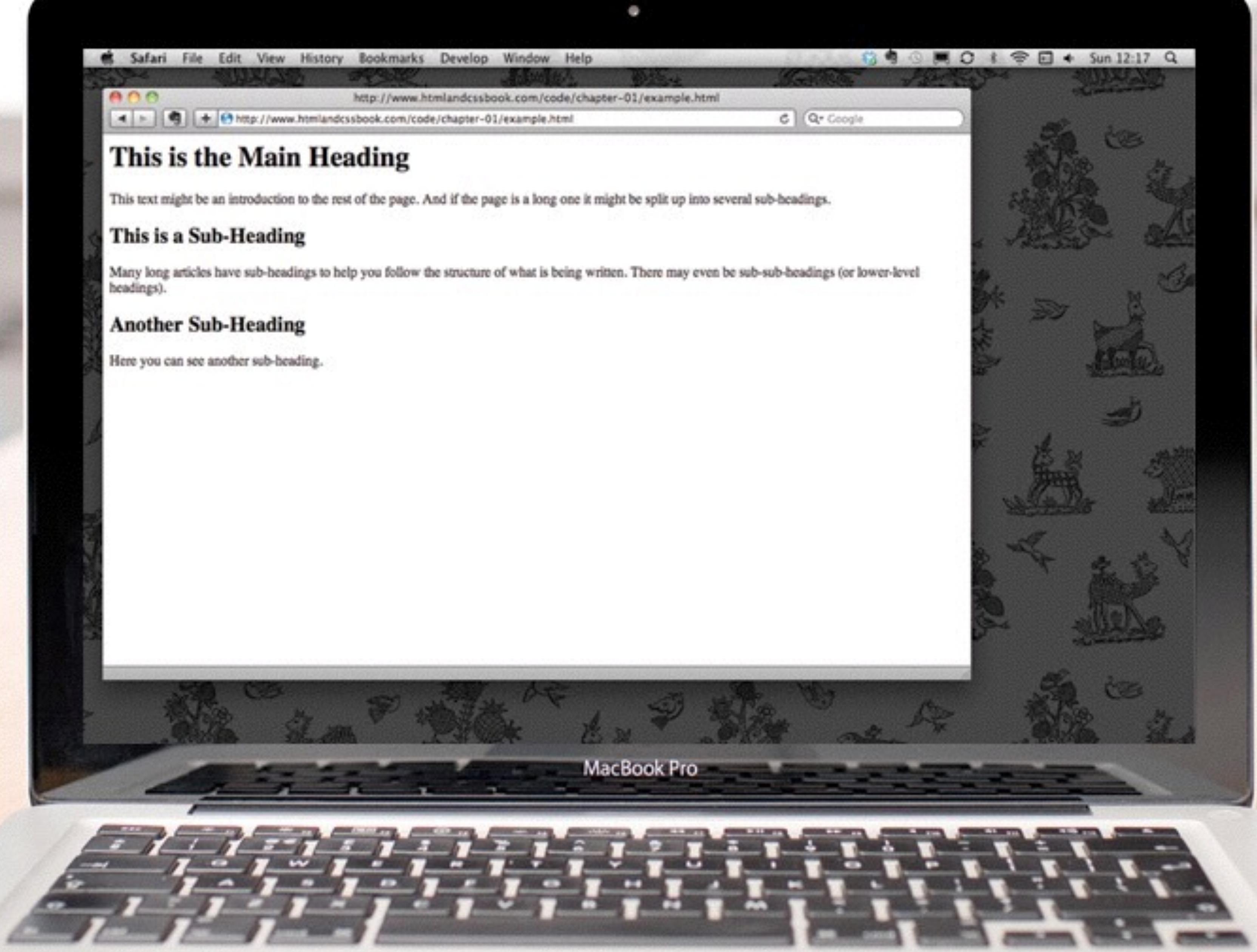
# Body, Head, Title

```
<html>
  <head>
    <title>This is the Title of...</title>
  </head>
  <body>
    <h1>This is the Body of the Page</h1>
    <p>Anything within the body of a web
      page is displayed in the main
      browser window.</p>
  </body>
</html>
```



# How?



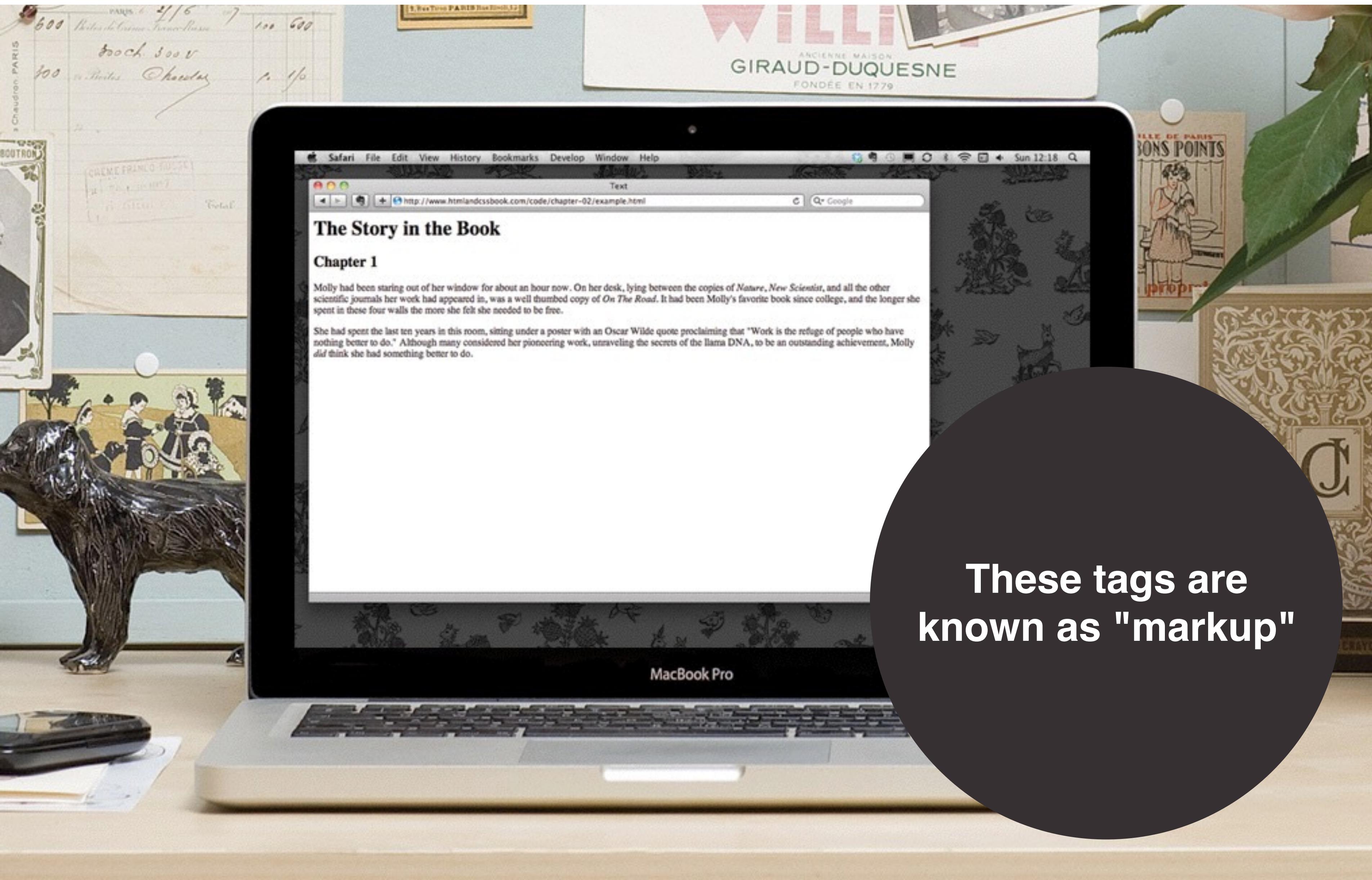


# TAGS DESCRIBE CONTENT



Creating a page  
involves adding  
tags to content

# TAGS DESCRIBE CONTENT



These tags are  
known as "markup"

# HEADINGS

HTML

```
<h1>This is a Main Heading</h1>
<h2>This is a level 2 heading</h2>
<h3>This is a level 3 heading</h3>
<h4>This is a level 4 heading</h4>
<h5>This is a level 5 heading</h5>
<h6>This is a level 6 heading</h6>
```

**This is a Main Heading**

**This is a Level 2 Heading**

**This is a Level 3 Heading**

**This is a Level 4 Heading**

**This is a Level 5 Heading**

**This is a Level 6 Heading**

# PARAGRAPHS

HTML

`<p>`A paragraph consists of one or more sentences that form a self-contained unit of discourse. The start of a paragraph is indicated by a new line.`</p>`

`<p>`Text is easier to understand when it is split up into units of text. For example, a book may have chapters. Chapters can have subheadings. Under each heading will be one or more paragraphs.`</p>`

## RESULT

A paragraph consists of one or more sentences that form a self-contained unit of discourse. The start of a paragraph is indicated by a new line.

Text is easier to understand when it is split up into units of text. For example, a book may have chapters. Chapters can have subheadings. Under each heading there will be one or more paragraphs.

# LINE BREAKS

HTML

```
<p>The Earth<br />gets one hundred tons  
heavier every day<br />due to falling  
space dust.</p>
```

## RESULT

The Earth  
gets one hundred tons heavier every day  
due to falling space dust.

# HORIZONTAL RULES

HTML

`<p>Venus is the only plant that rotates  
clockwise</p>`

`<hr />`

`<p>Jupiter is bigger than all the other  
planets combined.</p>`

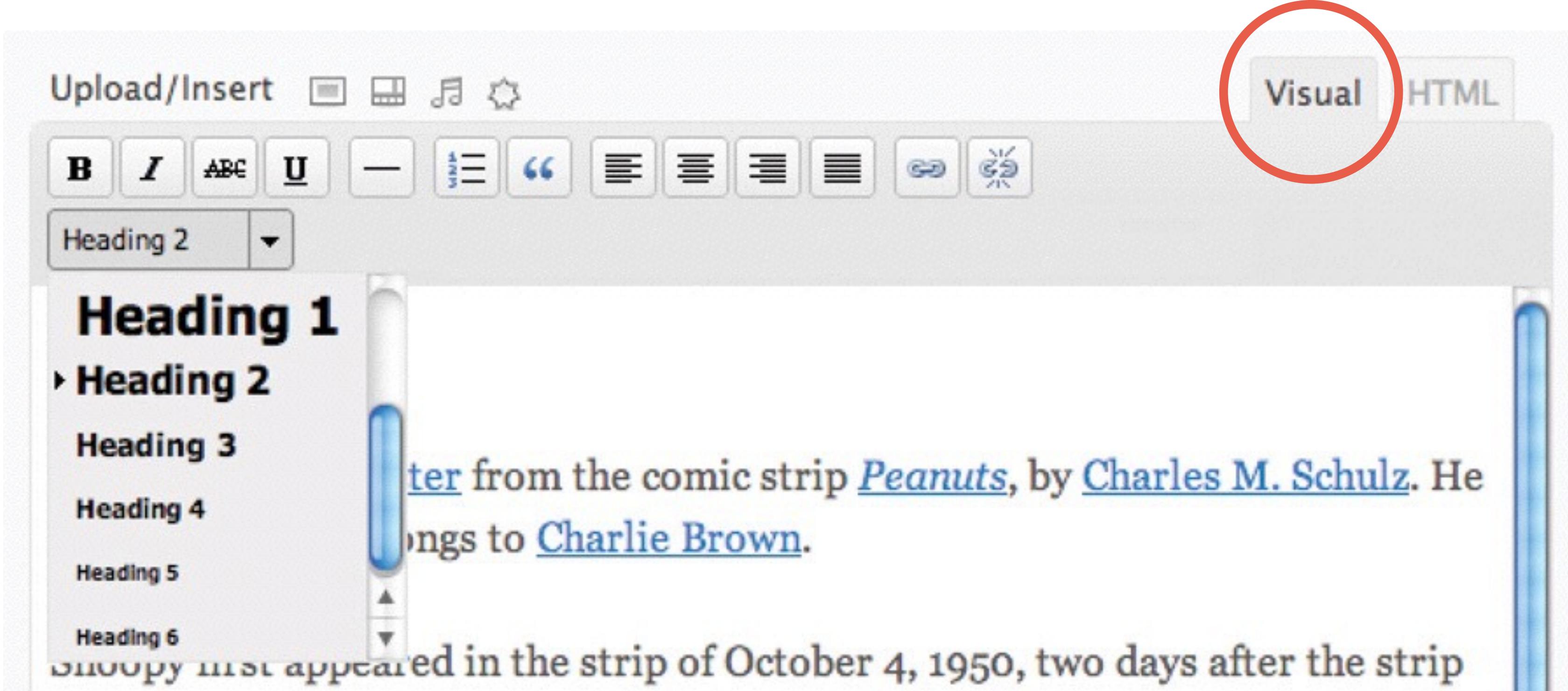
## RESULT

Venus is the only planet that rotates clockwise.

---

Jupiter is bigger than all the other planets combined.

# VISUAL EDITORS & THEIR CODE VIEWS



# VISUAL EDITORS & THEIR CODE VIEWS

The screenshot shows a visual editor interface with a toolbar at the top. The toolbar includes icons for file operations (Upload/Insert, Save, Print, etc.) and a switch between 'Visual' and 'HTML' modes. The 'HTML' mode is highlighted with a red circle. Below the toolbar, there is a row of buttons for bold (b), italic (i), link, b-quote, del, ins, img, ul, ol, li, code, more, lookup, close tags, and fullscreen. The main area displays the following HTML code:

```
<h2>History</h2>
<p><strong>Snoopy</strong> is a character from the comic strip <i><a href="cartoons/peanuts.html">Peanuts</a></i> by <a href="authors/schulz.html">Charles M. Schulz</a>. He is a beagle that belongs to <a href="characters/charlie-brown.html">Charlie Brown</a>.</p>

<p>Snoopy first appeared in the strip of October 4, 1950 two days after the strip premiered.</p>
```

# STRONG & EMPHASIS

HTML

```
<p><strong>Beware</strong> pickpockets  
operate in this area.</p>
```

```
<p>I <em>think</em> Ivy was the first.</p>
```

```
<p>I think <em>Ivy</em> was the first.</p>
```

```
<p>I think Ivy was the <em>first</em>.</p>
```

**Beware:** Pickpockets operate in this area.

I *think* Ivy was the first.

I think *Ivy* was the first.

I think Ivy was the *first*.

# QUOTATIONS

HTML

```
<blockquote  
cite="http://en.wikipedia.org/wiki/  
Winnie-the-Pooh">Did you ever stop to  
think, and forget to start again?  
</blockquote>
```

```
<p>As A.A. Milne said, <q>Some people talk  
to animals. Not many listen though.  
That's the problem.</q></p>
```

## RESULT

Did you ever stop to think, and forget  
to start again?

As A.A. Milne said, "Some people talk to animals.  
Not many listen though. That's the problem."

# AUTHOR DETAILS

HTML

```
<address>
  <p><a href="homer@example.org">
    homer@example.org</a></p>
  <p>742 Evergreen Terrace, Springfield</p>
</address>
```

RESULT

*homer@example.org*

*742 Evergreen Terrace, Springfield*

**HTML elements are used  
to describe the structure of  
the page (e.g. headings,  
subheadings, paragraphs).**



They also provide semantic information (e.g. where emphasis is placed, when text is a quotation).

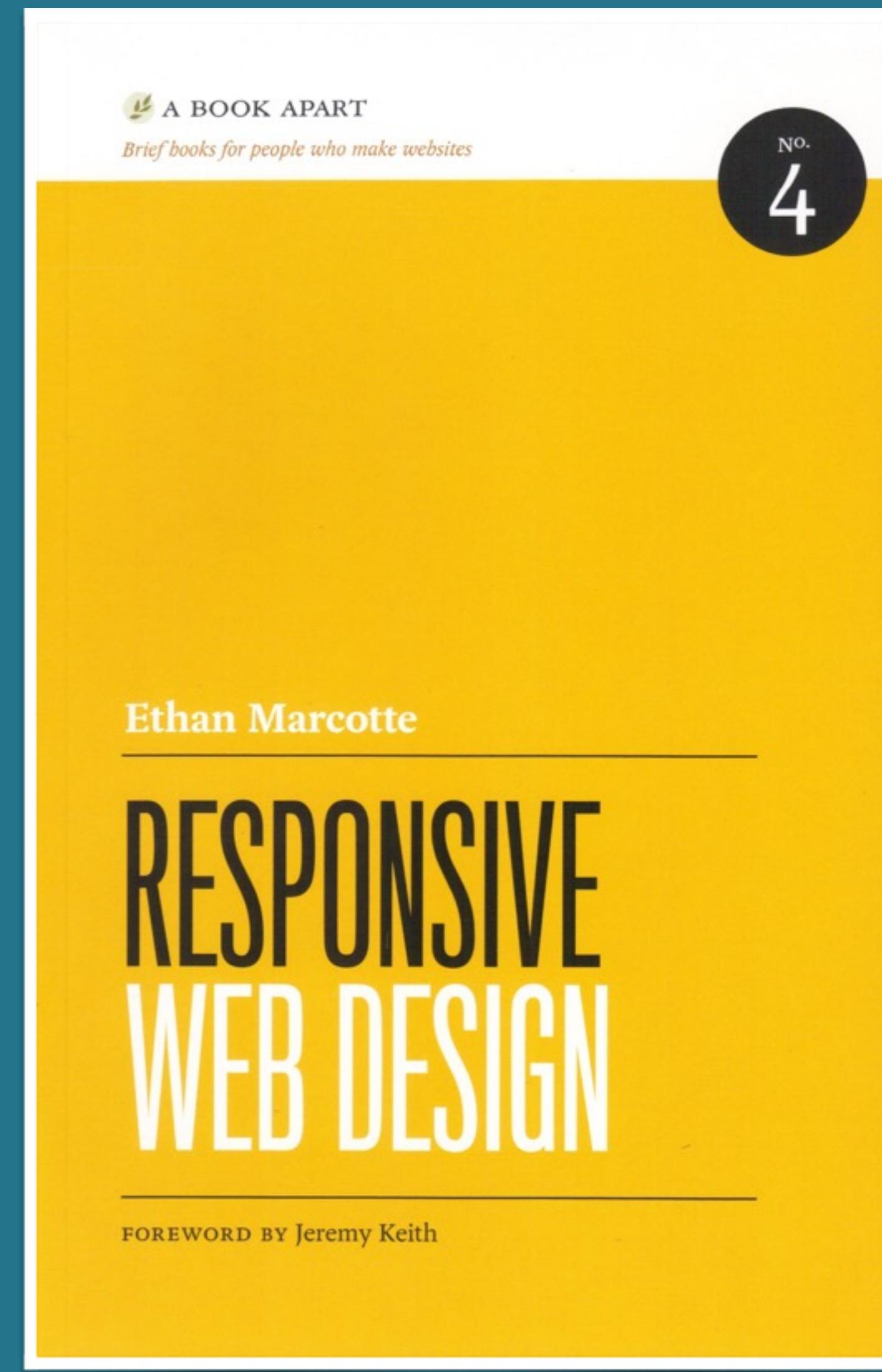


# Demo .html File



# Hands on: HTML Exercise





# RWD Book



Why does the concept of  
the canvas, used in print  
design, not translate well to  
the web?



**What challenges do separate  
mobile/tablet experiences  
present vs. using responsive  
design?**





# Process & Design



# Who is a website for?



# What is a site map used for?



# What are some ways to achieve visual hierarchy?



# SIZE

# STYLE

# COLOR



# What are some ways to group information?



Proximity

Headings

White Space

Alignment

Borders

Color

Consistency



# How do we create effective site navigation?



Concise

Clear

Selective

Context

Interactive

Consistent



# HTML Basics

<http://rwdkent.com/class/assignments/html/>



# Wrap Up



# For Next Time

**HTML Basics 1 Due in Blackboard**

**Read: HTML Book: Lists and Links**

**Read: Focusing on Top Tasks**

**Read: Bringing Design and Research Closer Together**

**Read: Absolute vs. Relative Paths (scan)**



# See You Next Week!

