

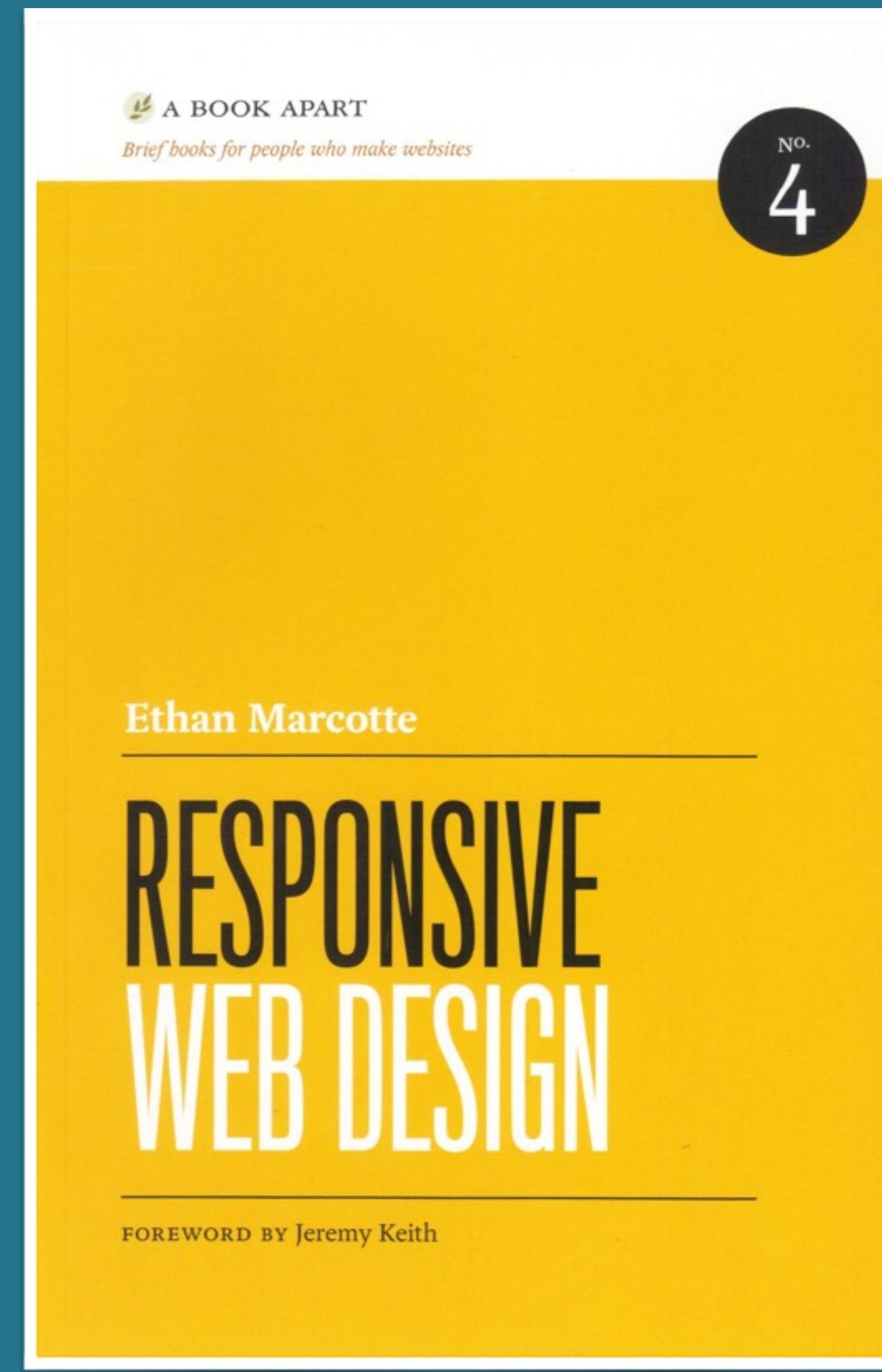


RWD

Class 2

RWD Case Study





RWD Book



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



How does Marcotte compare traditional architecture to the web?



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





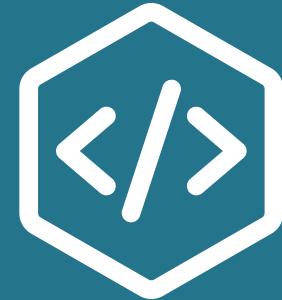
Process & Design



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

White Space

Borders

Consistency

Headings

Alignment

Color



How do we create effective site navigation?



Concise

Clear

Selective

Context

Interactive

Consistent





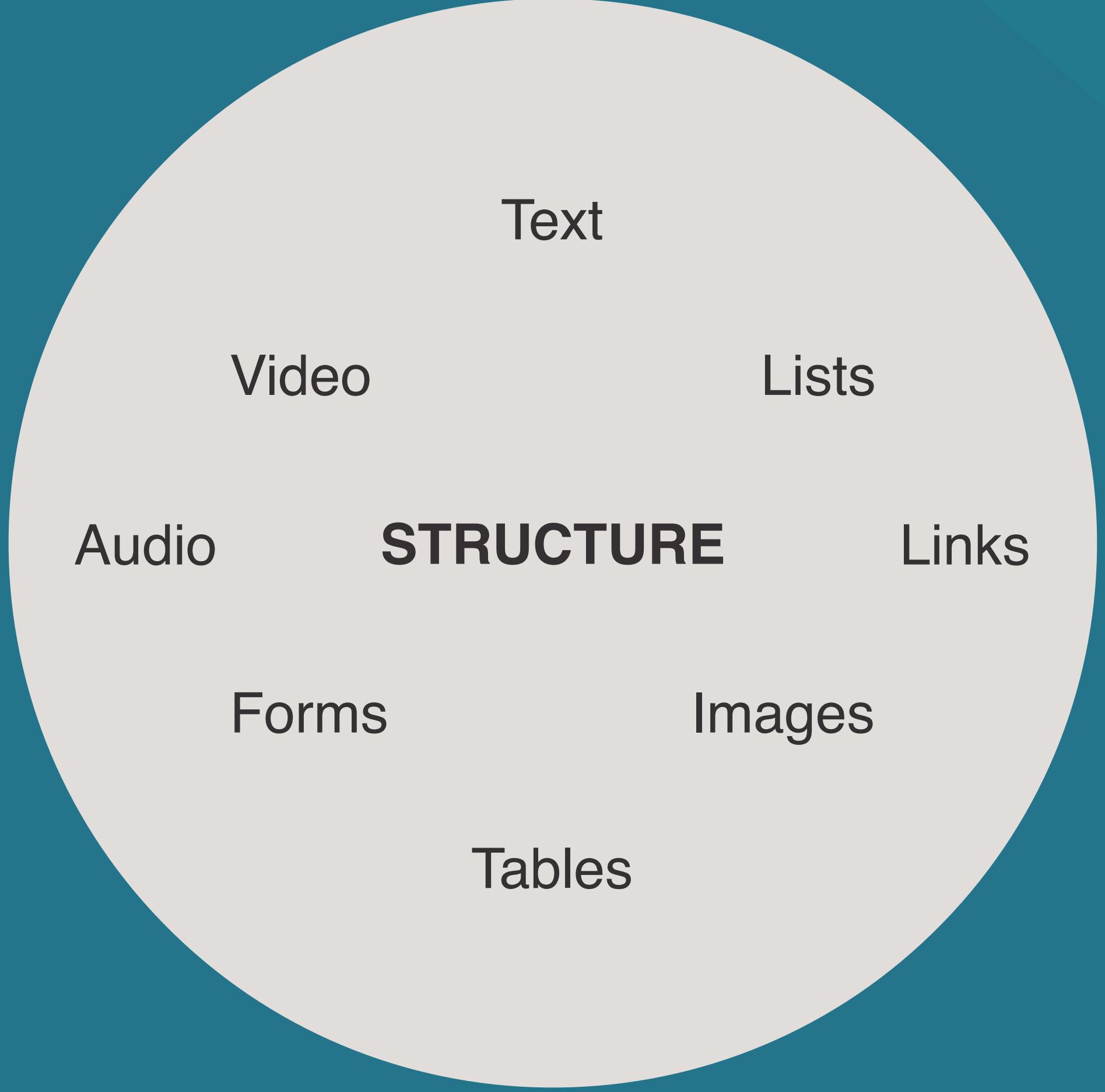
HTML Part 1





What is HTML used for?





Text

Video

Lists

Audio

STRUCTURE

Links

Forms

Images

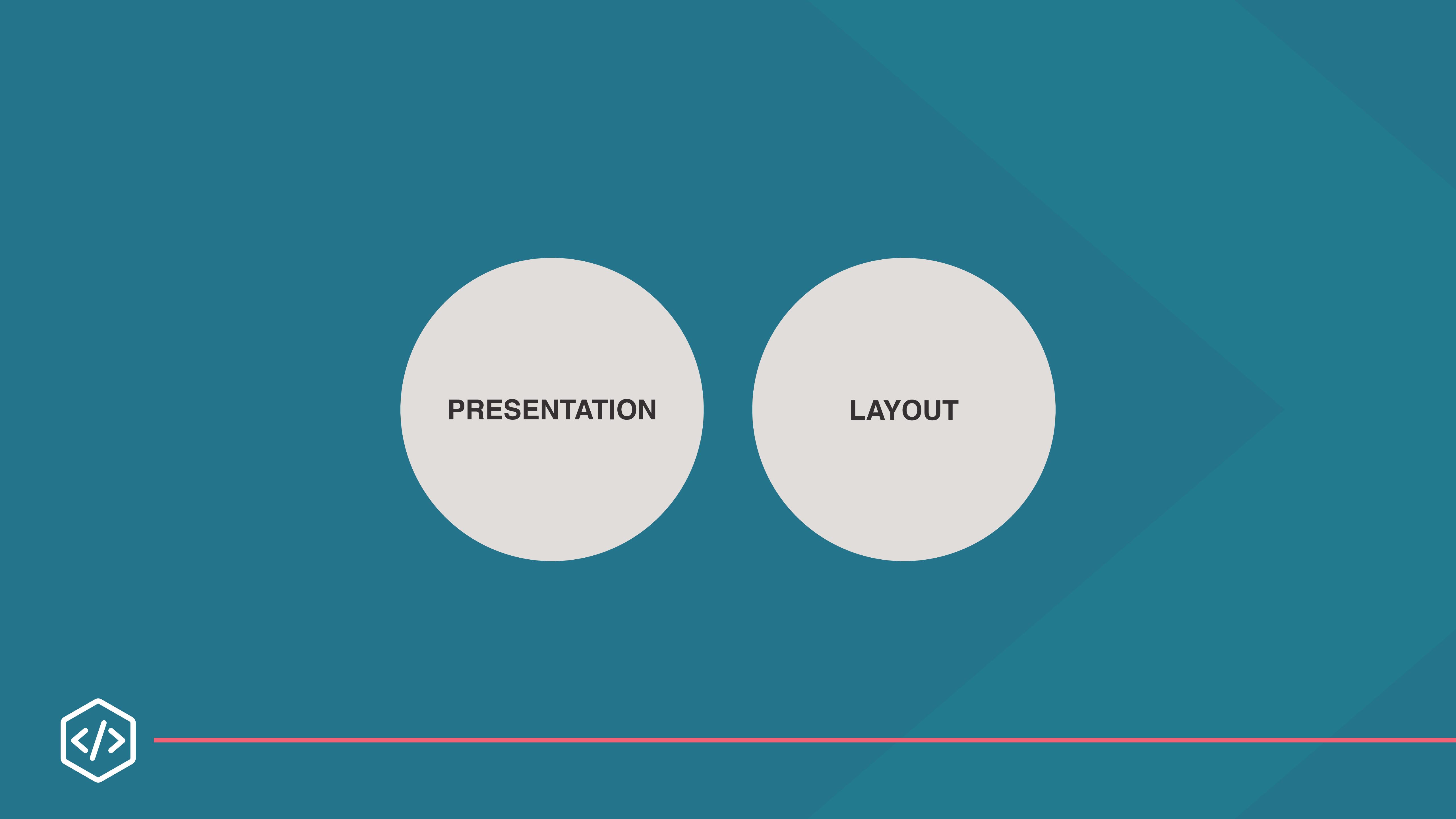
Tables





What is CSS used for?





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

PRESENTATION

LAYOUT



HOW PAGES USE STRUCTURE

32 September 2011

HEADLINE

**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

new Rio Caraeff

Vevo revolutionary

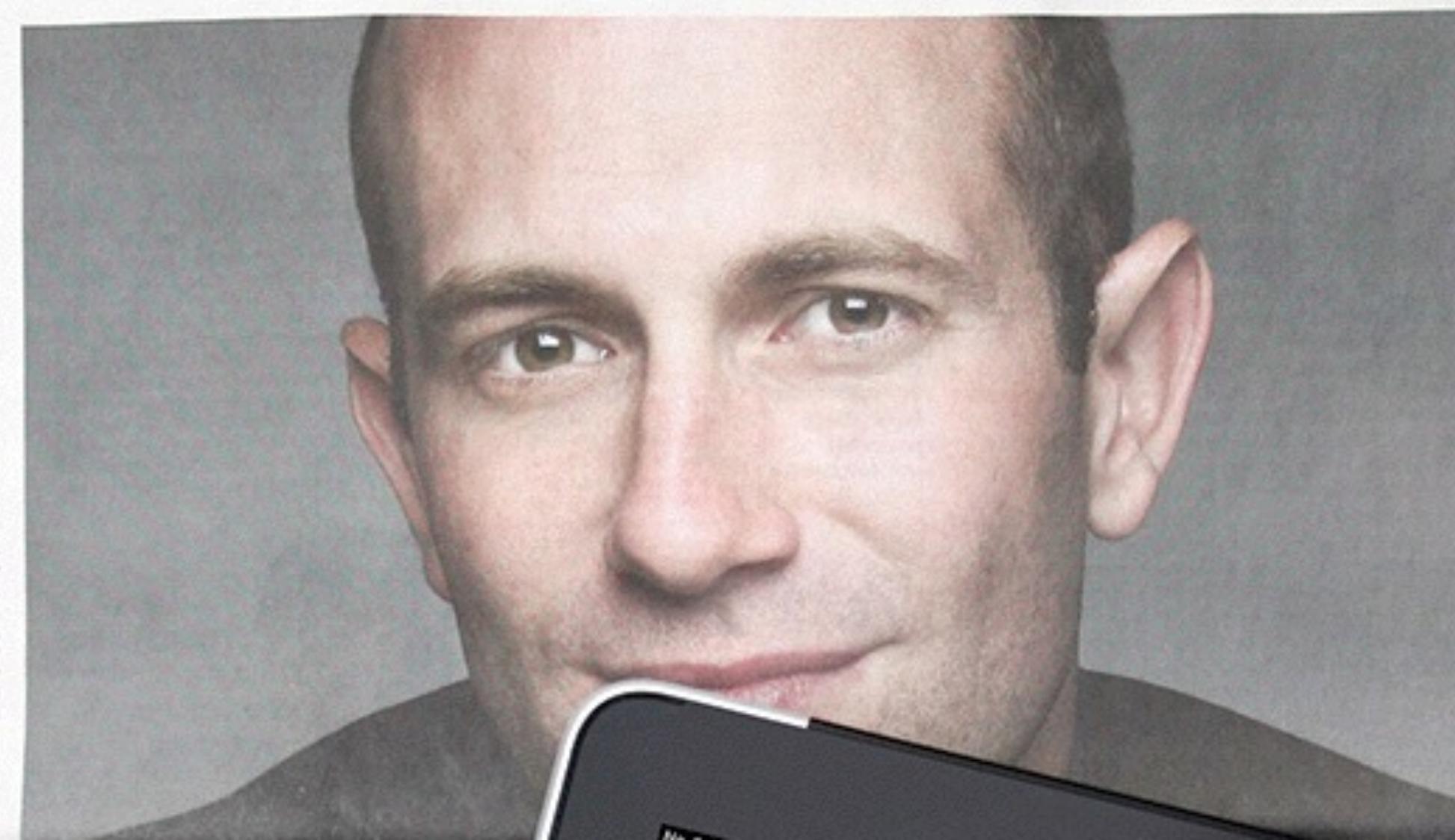
Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweeney**

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



HOW PAGES USE STRUCTURE

The Guardian | Monday 12 September 2011

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

31

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 Sweney**

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

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

TEXT



HOW PAGES USE STRUCTURE



HOW PAGES USE STRUCTURE

Interview 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. In fact, Caraeff has called the company a "partner". Martin Sorrell described it as "the most important strategic partner" in the digital space, and characterise Vevo's relationship with Google as "symbiotic" - "mutually beneficial" and "independent".

Caraeff has worked out how to work with Google. "There are no [music videos] on YouTube that stand before, and YouTube has eaten us. YouTube people can upload any video they want to, 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

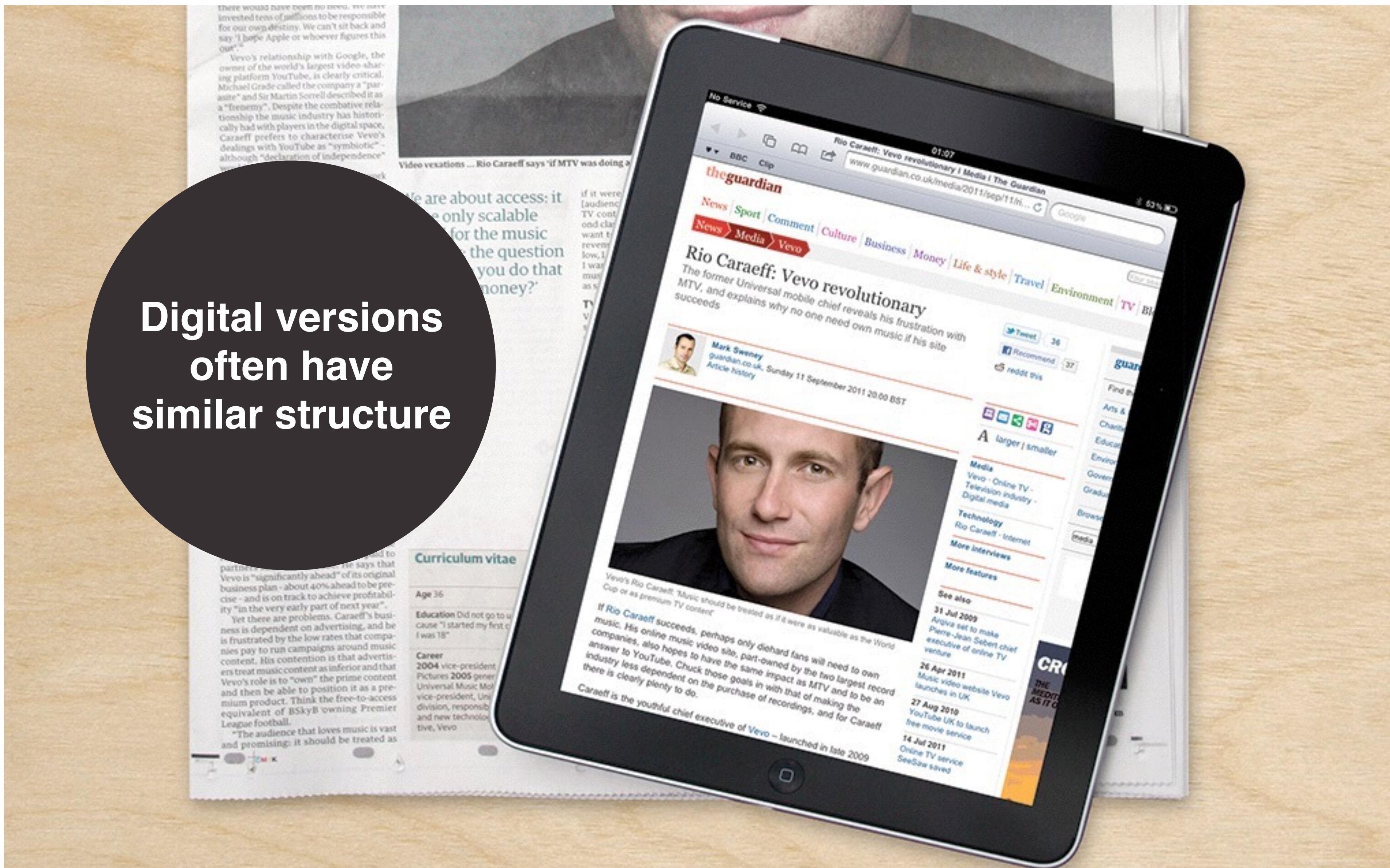
Vevo's business model is all about providing music videos that fans can access free, funded by advertising - or to put it another way - give consumers an alternative to owning songs. "I believe the future

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

No Service 

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
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
36 37 reddit this

HOW PAGES USE STRUCTURE



STRUCTURE IN WORD DOCS

The screenshot shows a Microsoft Word document window 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.

A large black circle is overlaid on the bottom right of the document area, containing the text:

**Headings and
subheadings
reflect hierarchy
of information**

The Word interface includes a ribbon bar at the top with tabs like Word, File, Edit, View, Insert, Format, Font, Tools, Table, Window, Work, Help. A font dropdown shows "Helvetica 12 pt". The status bar at the bottom displays page information: Page 1, Sec 1, 1/1, At 4.7cm, Ln 4, Col 19, 27/70, OREC, OTRK, OEXT, OVR.

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.

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 font dropdown set to "Helvetica 12 pt", and a toolbar with various icons. The status bar at the bottom displays page information like "Page 1" and "Sec 1".

STRUCTURE IN WORD DOCS

A screenshot of the Microsoft Word application window titled "structure.doc". The window shows a document with 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 Microsoft Word ribbon is visible at the top, showing tabs like Word, File, Edit, View, Insert, Format, Font, Tools, Table, Window, Work, and Help. A font dropdown shows "Helvetica 12 pt". A toolbar with various icons is also visible. The status bar at the bottom shows "Page 1 Sec 1 1/1 At 4.7cm Ln 4 Col 19 27/70 OREC OTRK OEXT OVR".

A large black callout bubble is positioned in the lower right area of the slide, containing the text:

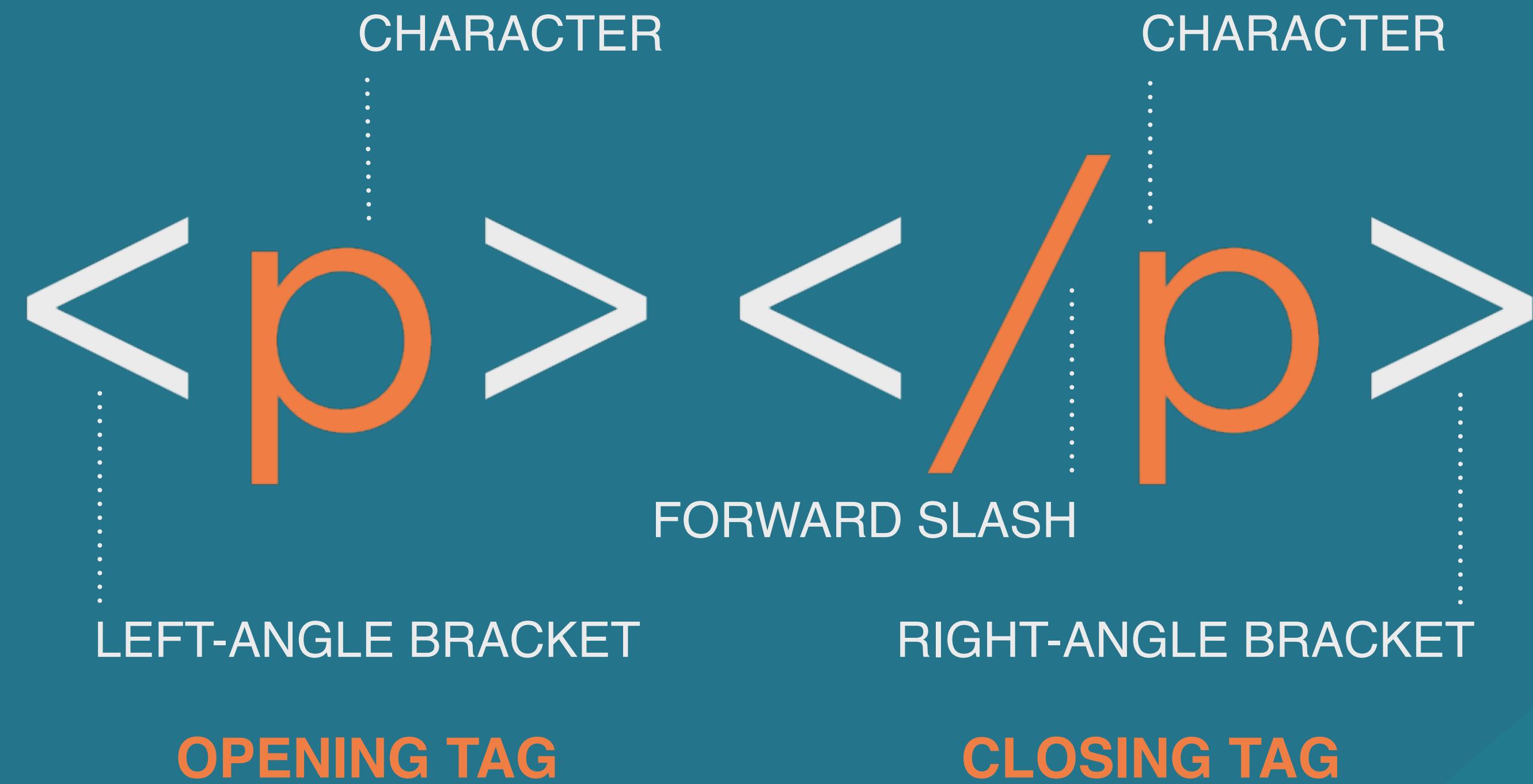
**The information
is expanded upon
and may use
subheadings**

HTML Structure

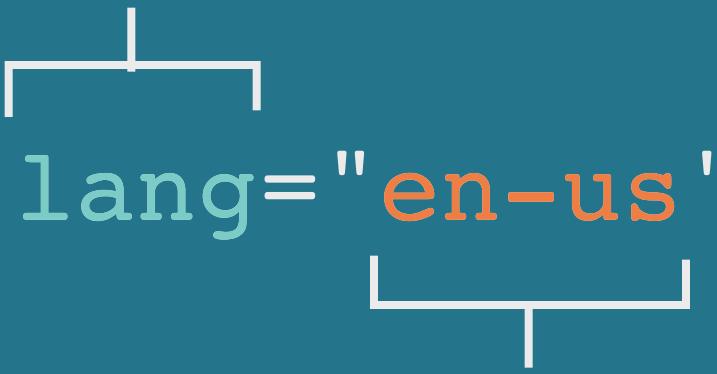
```
<html>
  <body>
    <h1>This is the Main Heading</h1>
    <p>This text might be an introduction to
       the rest of the page.</p>
    <h2>This is a Sub-Heading</h2>
    <p>Many long articles have sub-headings
       to help you follow the structure.</p>
    <h2>Another Sub-Heading</h2>
    <p>Here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



Elements



Attributes

ATTRIBUTE
NAME

Paragraph in English</p>
ATTRIBUTE
VALUE



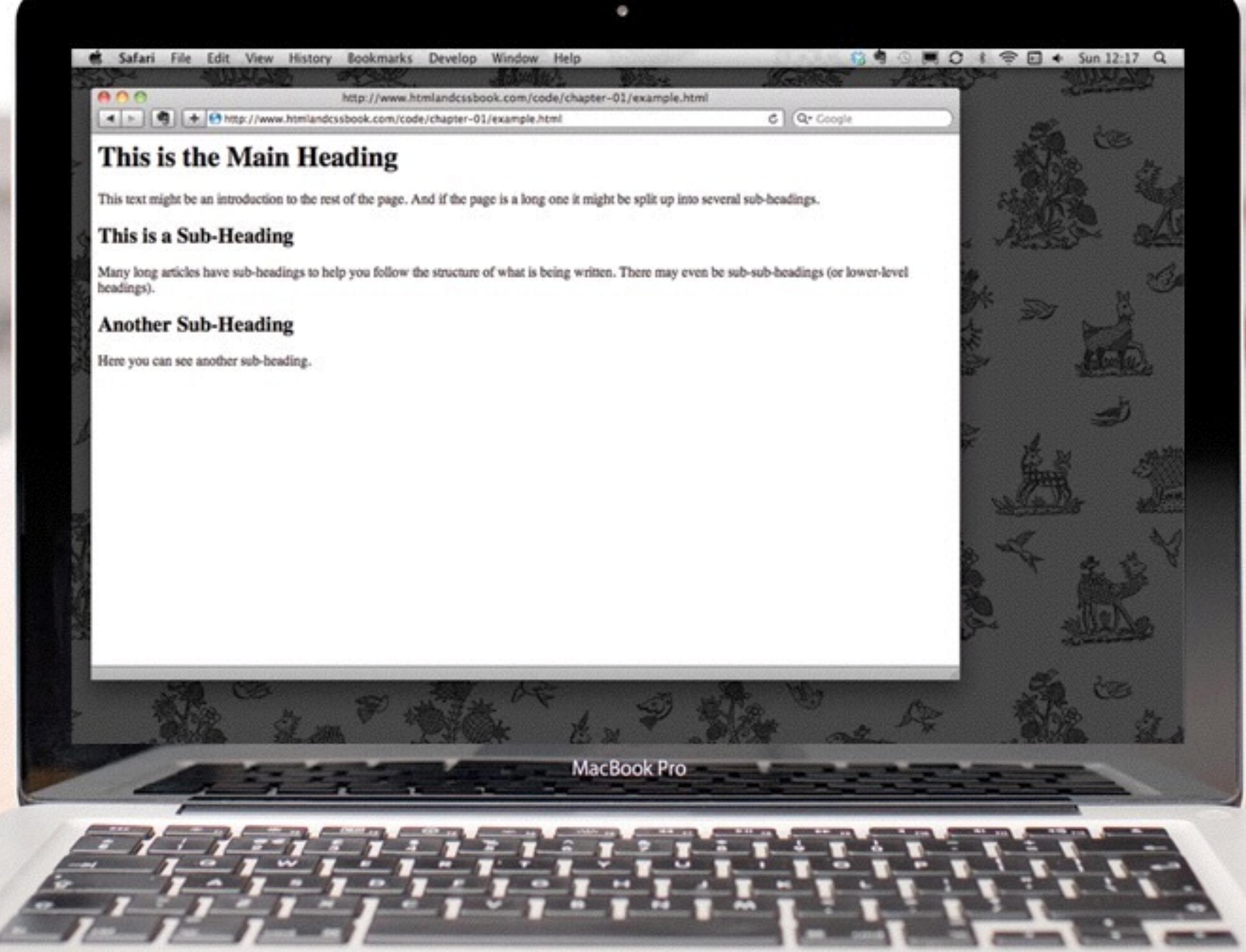
Body, Head, Title

```
<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?



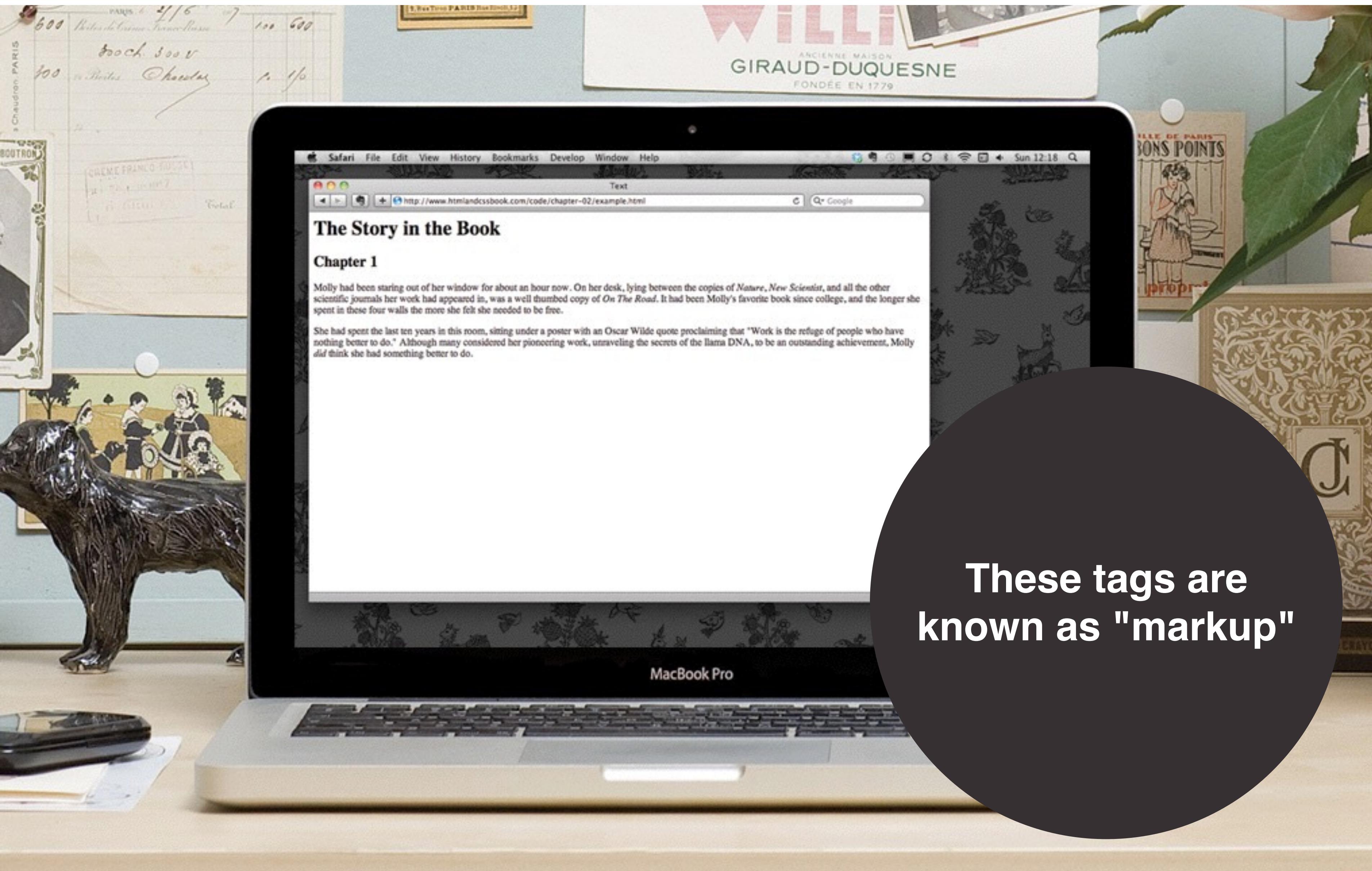


TAGS DESCRIBE CONTENT



Creating a page involves adding tags to content

TAGS DESCRIBE CONTENT



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 />`

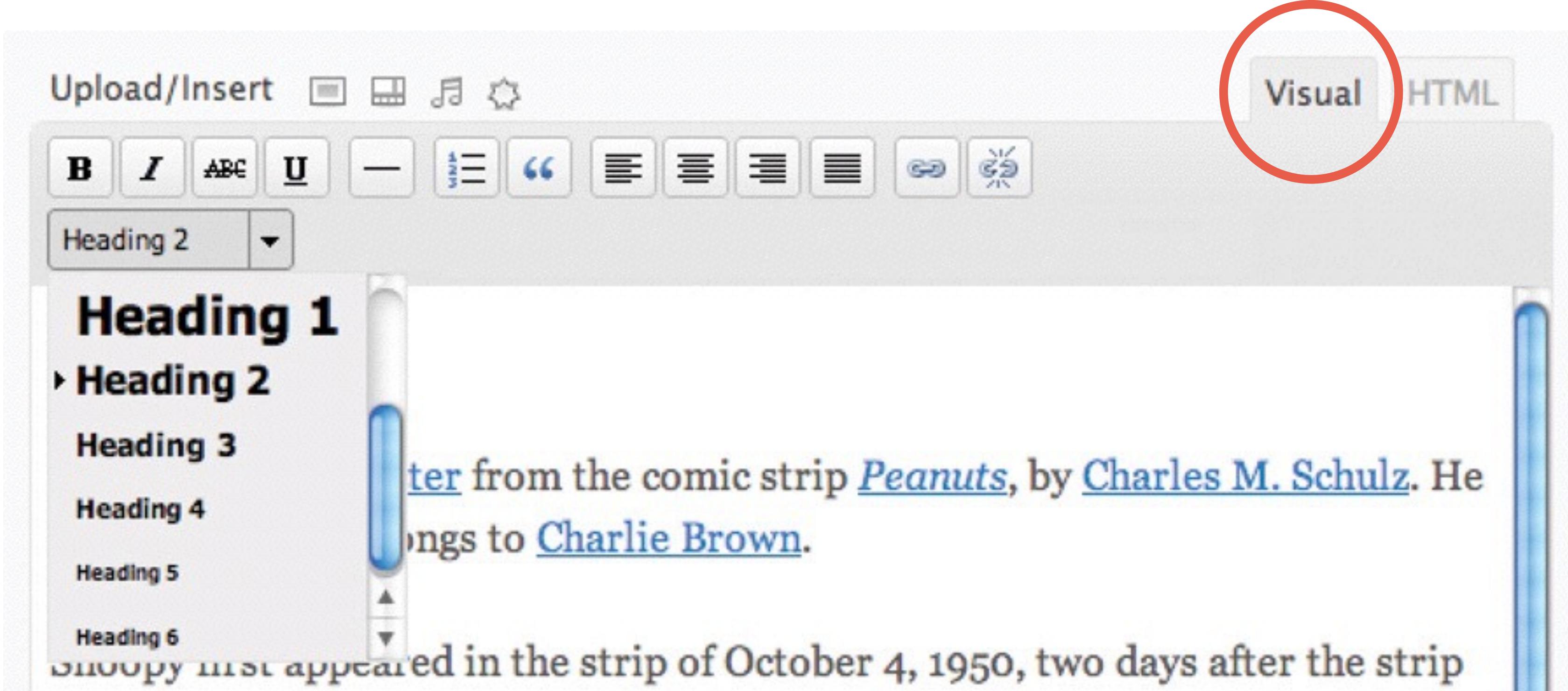
`<p>Jupiter is bigger than all the other
planets combined.</p>`

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">  
<p>Did you ever stop to think, and  
forget to start again?</p>  
</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).

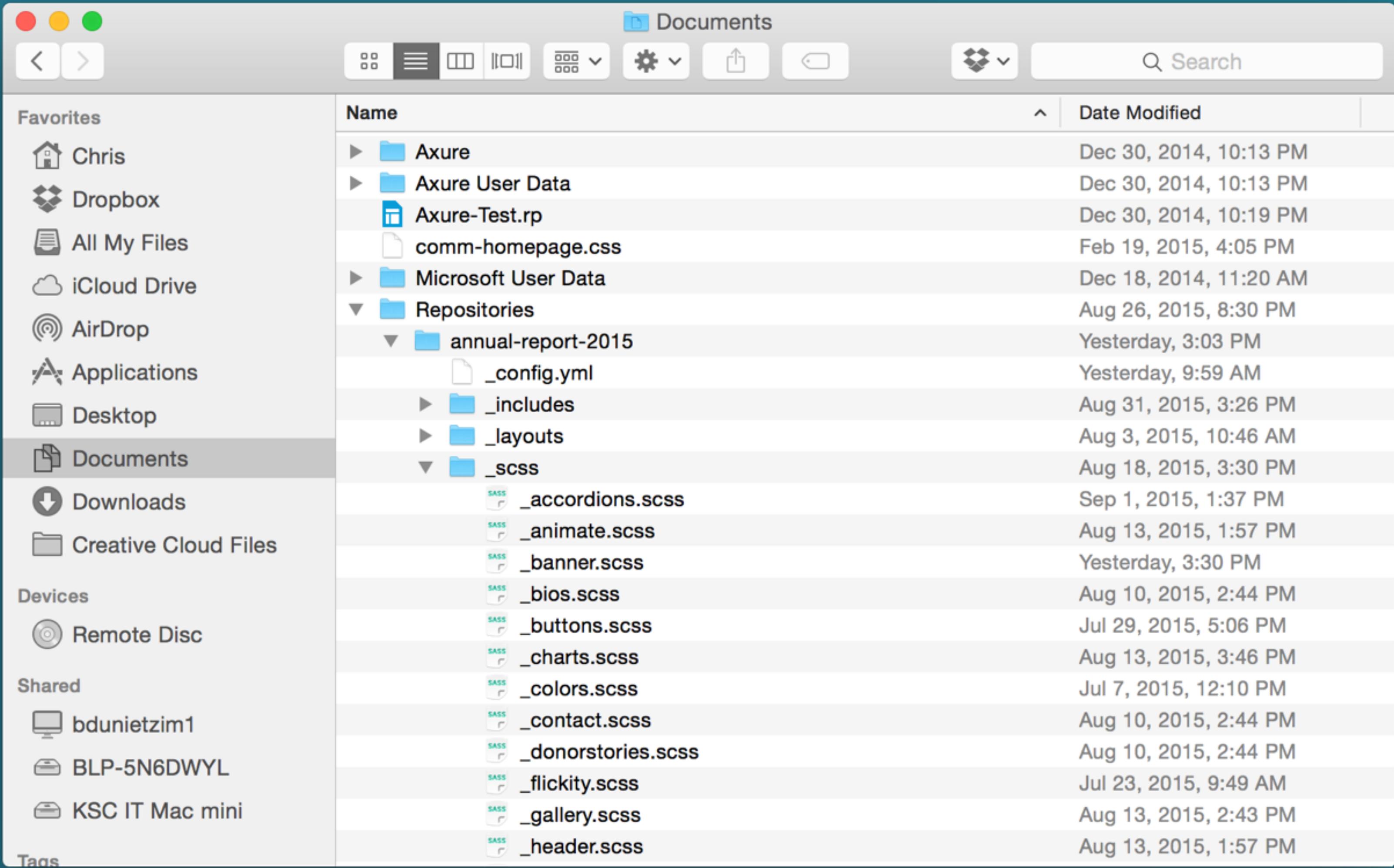


File Paths



Files and folders
(directories) are organized
in a tree hierarchy.





A screenshot of a Mac OS X Finder window titled "Documents". The window shows a list of files and folders. The left sidebar contains a "Favorites" section with links to "Chris", "Dropbox", "All My Files", "iCloud Drive", "AirDrop", "Applications", "Desktop", "Documents" (which is selected), "Downloads", and "Creative Cloud Files". Below that are sections for "Devices" (Remote Disc) and "Shared" (bdunietzim1, BLP-5N6DWYL, KSC IT Mac mini). The main pane lists files and folders under "Name" and "Date Modified".

Name	Date Modified
▶ Axure	Dec 30, 2014, 10:13 PM
▶ Axure User Data	Dec 30, 2014, 10:13 PM
▶ Axure-Test.rp	Dec 30, 2014, 10:19 PM
comm-homepage.css	Feb 19, 2015, 4:05 PM
▶ Microsoft User Data	Dec 18, 2014, 11:20 AM
▼ Repositories	
▼ annual-report-2015	
_config.yml	Yesterday, 3:03 PM
▶ _includes	Yesterday, 9:59 AM
▶ _layouts	Aug 31, 2015, 3:26 PM
▼ _scss	Aug 3, 2015, 10:46 AM
_accordions.scss	Aug 18, 2015, 3:30 PM
_animate.scss	Sep 1, 2015, 1:37 PM
_banner.scss	Aug 13, 2015, 1:57 PM
_bios.scss	Yesterday, 3:30 PM
_buttons.scss	Aug 10, 2015, 2:44 PM
_charts.scss	Jul 29, 2015, 5:06 PM
_colors.scss	Aug 13, 2015, 3:46 PM
_contact.scss	Jul 7, 2015, 12:10 PM
_donorstories.scss	Aug 10, 2015, 2:44 PM
_flickity.scss	Aug 10, 2015, 2:44 PM
_gallery.scss	Jul 23, 2015, 9:49 AM
_header.scss	Aug 13, 2015, 2:43 PM
	Aug 13, 2015, 1:57 PM



What is the difference between absolute and relative file paths?



```
<a href="linkhere.html">Click Me</a>
```



```
<a href="http://www.kent.edu/about">Click Me</a>
```



How do you link to a file in a folder/directory above the current folder?



```
<a href="../linkhere.html">Click Me</a>
```



Hands-On: Setup GitHub



**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.**



HTML Basics

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



Hands-On: HTML Live Coding + Start HTML 1 Assignment



Wrap Up



Reading For Next Time

HTML Book
Focusing on Top Tasks
Bringing Design and Research Closer Together



See You Next Week!

