



# RWD

## Class 6

# Sketching Assignment Updates



# Design Survey

<http://tools.subtraction.com>



# Overview

**Sketching Assignment + Review (20 min)**

**CSS (25 min)**

**CSS Assignment (10 min)**

**CSS Hands-On (45 min)**

**Break (10 min)**

**Design Patterns / Process (30 min)**

**TypeCast Hands On (15 min)**

**Sketch Hands On (15 min)**



# CSS

## Cascading Style Sheets



# Block Elements

Start on new line

`<h1>-<h6>, <p>, <div>`



# Inline Elements

Flow Within the Text

*<img>, <em>, <b>, <i>, <span>*



# DIV and SPAN

```
<div class="alert">
    <p>This is the alert text</p>
    
</div>

<span class="alert">This is a single alert message.</span>
```



# ID

<p>Water and air. So very commonplace are these substances, they hardly attraction attention and yet they vouchsafe our very existence.</p>

<p id="first-pullquote">Every time I view the sea I feel a sense of calming security, as if visiting my ancestral home; I embark of a voyage of seeing.</p>

<p>Mystery of mysteries, water and air are right there before us in the sea.</p>



# Class

<p class="important">For a one-year period from November 2010, the Marugame Genichiro-Inokuma Museum of Contemporary Art (MIMOCA) will host....</p>  
<p>Each will showcase works by the artist thematically contextualised under the headings...</p>  
<p class="important admittance">Hours: 10:00 - 18:00 (No admittance after 17:30)</p>



## The Cottage Garden

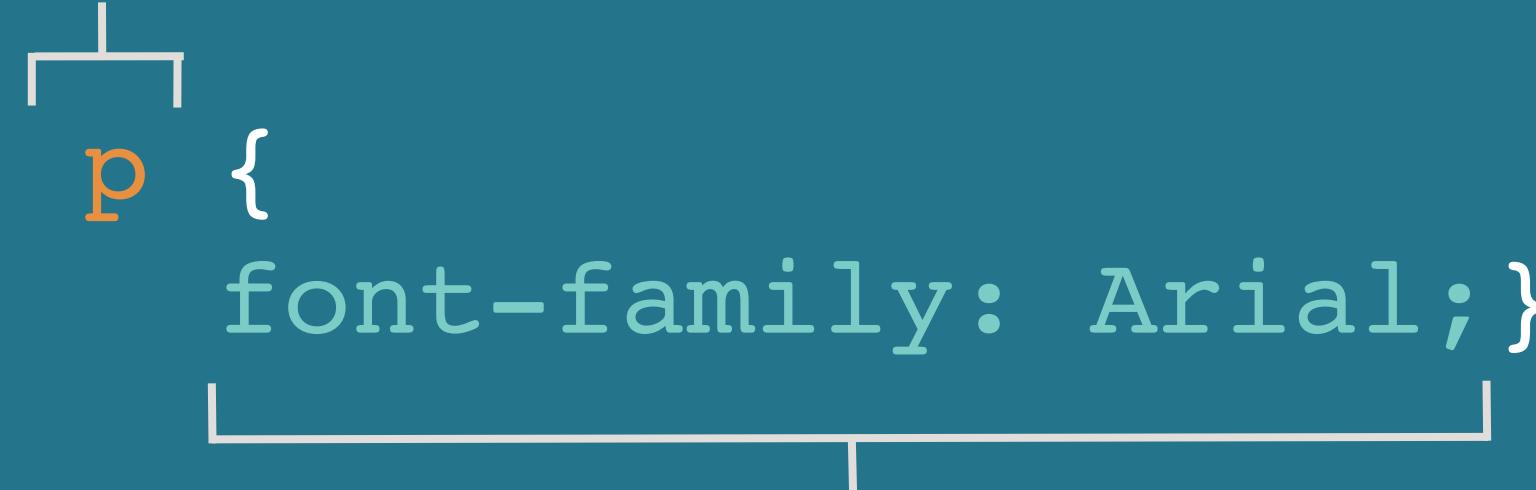
The *cottage garden* is a distinct style of garden that uses an informal design, dense planting and a mixture of ornamental and edible plants.

The Cottage Garden originated in [England](#) and its history can be traced back for centuries, although they were re-invented in 1870's England, when stylized versions were formed as a reaction to the more structured and rigorously maintained [English estate gardens](#).

The earliest cottage gardens were more practical than their modern descendants, with an emphasis on vegetables and herbs, along with some fruit trees.



# CSS Associates Style Rules With HTML Elements

SELECTOR  


```
p {  
    font-family: Arial;  
}
```

DECLARATION



# CSS Associates Style Rules With HTML Elements

```
h1, h2, h3 {  
    font-family: Arial;  
    color: yellow; }  
  
PROPERTY VALUE
```



```
<h1>From Garden to Plate</h1>
<p>A <i>potager</i> is a French term for
an ornamental vegetable or kitchen
garden...</p>
```

```
<h2>What to Plant</h2>
<p>Plants are chosen as much for their
functionality as for their color and
form...</p>
```



# From Garden to Plate

A *potager* is a French term for an ornamental vegetable or kitchen garden. Often flowers (edible and non-edible) and herbs are planted with the vegetables to enhance the garden's beauty. The goal is to make the function of providing food aesthetically pleasing.

## What to Plant

Plants are chosen as much for their functionality as for their color and form. Many are trained to grow upward. A well-designed potager can provide food, cut flowers and herbs for the home with very little maintenance. Potagers can disguise their function of providing for a home in a wide array of forms - from the carefree style of the cottage garden to the formality of a knot garden.



```
body {  
    font-family: Arial, Verdana, sans-serif;}
```

```
h1, h2 {  
    color: #ee3e80;}
```

```
p {  
    color: #665544;}
```



## From Garden to Plate

A *potager* is a French term for an ornamental vegetable or kitchen garden. Often flowers (edible and non-edible) and herbs are planted with the vegetables to enhance the garden's beauty. The goal is to make the function of providing food aesthetically pleasing.

### What to Plant

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# Making the Link

CSS can be added as part of the HTML document (internally) or as a separate .css file (externally)



# Making the Link

It is best practice to use external CSS.

That way, the same sheet can be shared by multiple pages and you only have to make changes in one place.



# Making the Link

Use the <link> element in the <HEAD> to make the link between the HTML and CSS.



```
<html>
  <head>
    <title>Using External CSS</title>
    <link href="css/styles.css"
          type="text/css"
          rel="stylesheet">
  </head>
  <body>
    <h1>Potatoes</h1>
    <p>There are dozens of...</p>
  </body>
</html>
```



# CodePen & CSS

CodePen makes the link between  
HTML and CSS automatically.  
Regular HTML will not.



# What You Can Style (Selectors)

Universal

\* { }

Type

h1, h2, h3 { }

Class

.note {}  
p.note {}

ID

#introduction {}



# What You Can Style (Selectors)

Child

`li>a {}`

Descendent

`p a {}`

Adjacent sibling

`h1+p {}`

General sibling

`h1~p {}`



# The Cascade

```
* {  
    font-family: Arial;  
    color: #333333;}  
  
h1 {  
    font-family: "Courier New",  
    monospace;}  
  
i {color: green;}  
i {color: red;}  
  
p i {color: green;}  
i {color: red;}  
  
p b {color: blue !important;}  
p b {color: violet;}
```



# The Cascade

Last Rule Takes Precedence

More Specific Rule Takes Precedence

!important overrides everything else



# Inheritance

Some rules are inherited by their children (font-family for example).

Others are not (background-color)



```
* {  
    font-family: Arial;  
    color: #333333;}  
  
h1 {  
    font-family: "Courier New", monospace;}  
  
i {color: green;}  
i {color: red;}  
  
p b {color: blue !important;}  
p b {color: violet;}
```

# Potatoes

There are *dozens* of different **potato** varieties.

They are usually described as early, second early and maincrop potatoes.



# Browsers

Browsers interpret CSS in different ways.

You must test in all browsers before launching a web project.



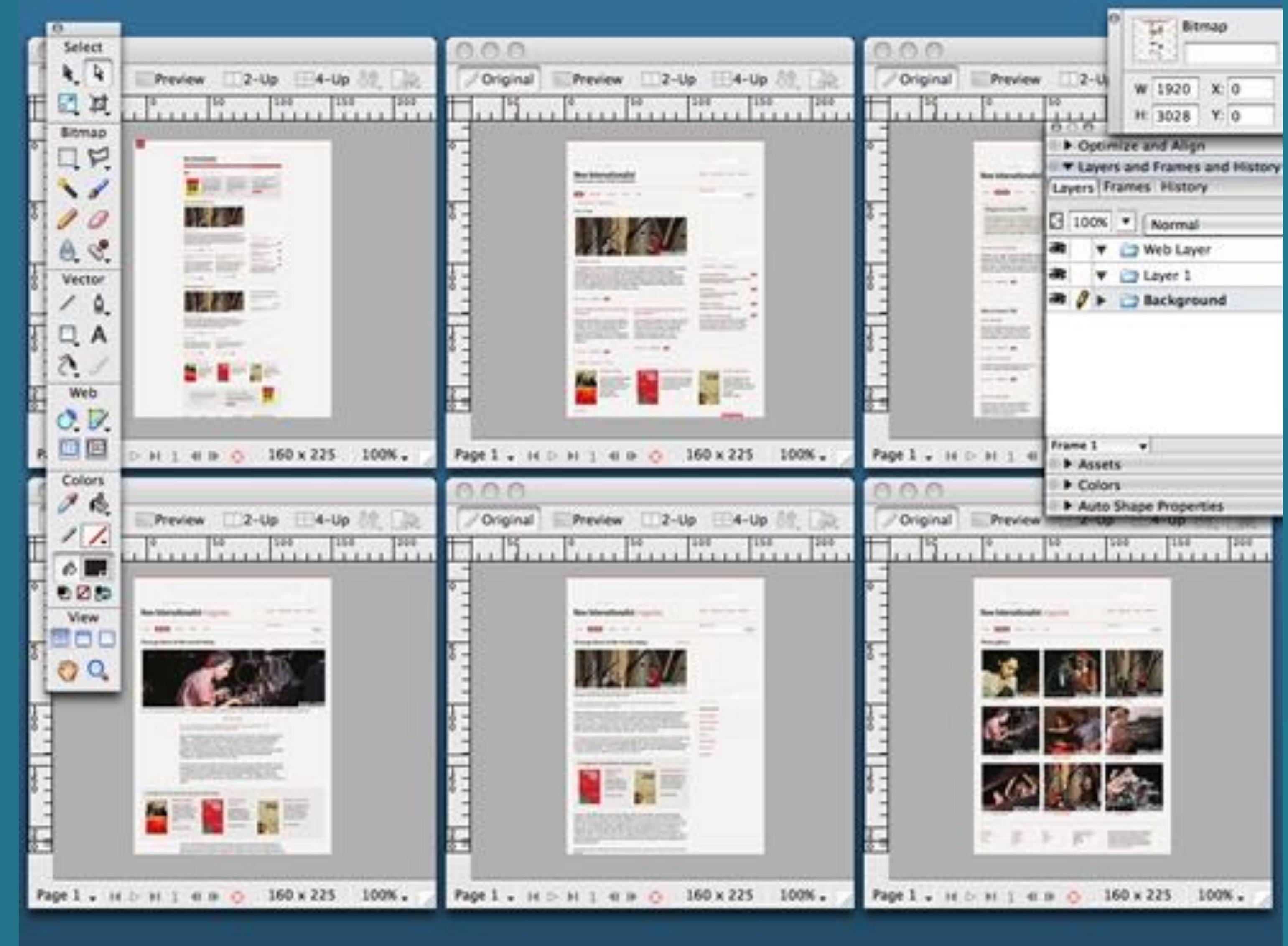
# CSS Assignment + Hands On

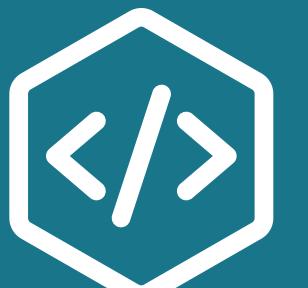
<http://rwdkent.com/class/assignments/css>



# Visual Design Process on the Web







Home Page

Interior Page

News Article

Home Page

Home  
Page

Interior Page

Interior  
Page

News Article

News  
Article



Home Page

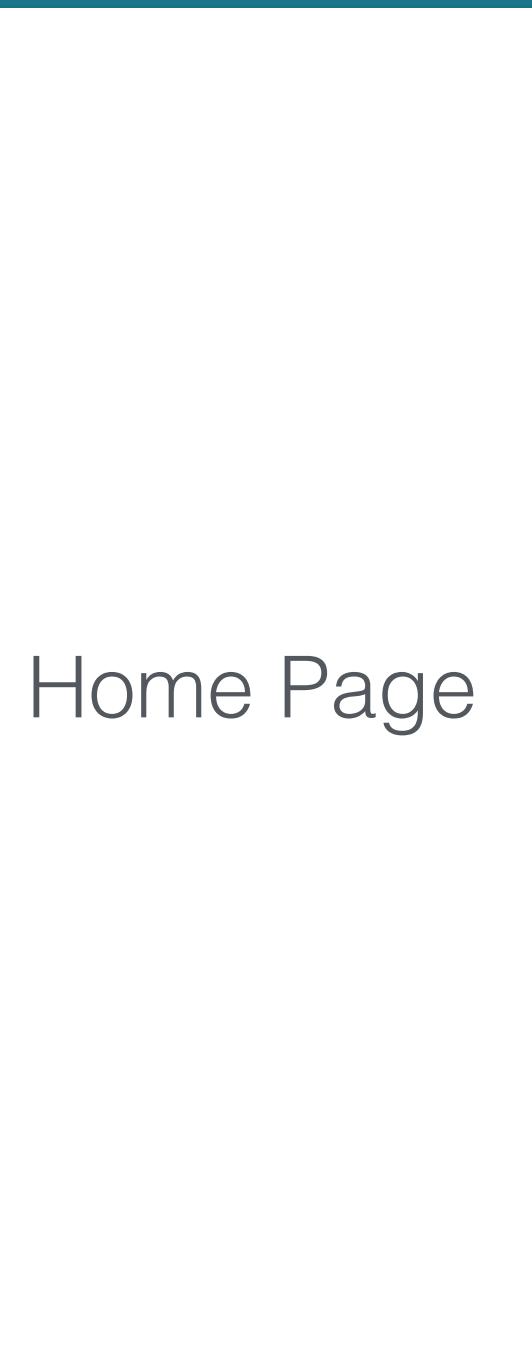
Home  
Page

Interior Page

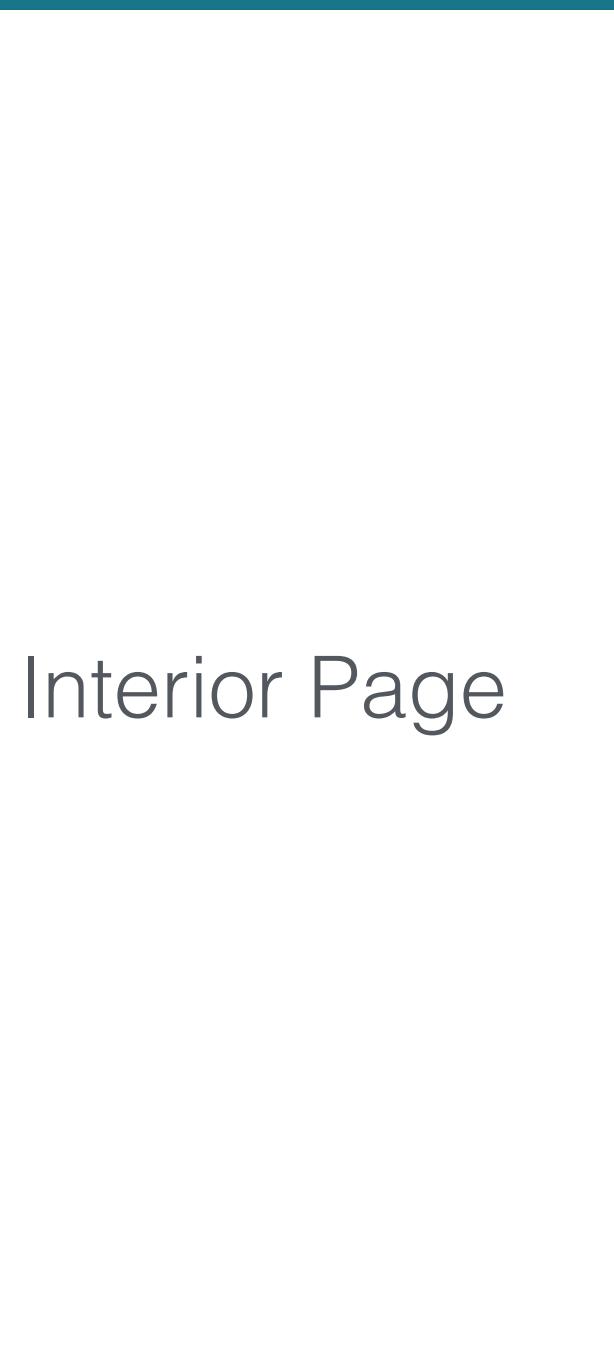
Interior  
Page

News Article

News  
Article



Home Page



Interior Page



News Article



Home Page  
with rollovers

Home  
Page  
with  
rollovers

Interior Page  
with rollovers

Interior  
Page  
with  
rollovers

News Article  
with rollovers

News  
Article  
with  
rollovers

Home

Home Page  
with rollovers

Ir

Interior Page  
with rollovers

News

News Article  
with rollovers



Home Page  
with rollovers

Home  
Page  
with  
rollovers

Interior Page  
with rollovers

Interior  
Page  
with  
rollovers

News Article  
with rollovers

News  
Article  
with  
rollovers

Home

Home Page  
with rollovers

Ir

Interior Page  
with rollovers

Ne

News Article  
with rollovers





Home  
Home  
with rollovers

Home Page

Home Page  
with rollovers

Home  
Page  
with  
rollovers

Interior  
Interior  
with rollovers

Interior Page

Interior Page  
with rollovers

Interior  
Page  
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rollovers

News Article  
with rollovers

News  
Article  
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rollovers

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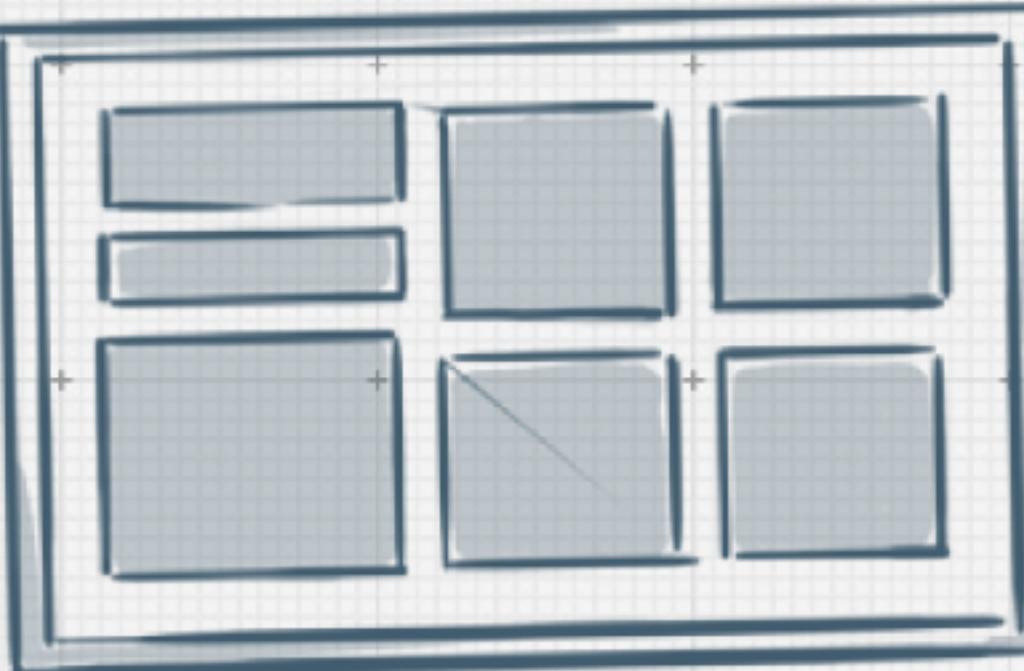
# Style TILES

A Visual Web Design Process *for Clients & the Responsive Web*

## ■ WHAT ARE STYLE TILES? ■

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



DOWNLOAD TEMPLATE 

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

Present clients with interface choices without making the investment in multiple photoshop mockups.

## ■ WHEN TO USE STYLE TILES? ■

**“Style tiles are a flexible starting point that define a style to communicate the web in a way clients understand. A style tile is more refined than a traditional mood board and less detailed than a website mockup or comp.”**

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*Samantha Warren, Style Tiles and How They Work*



<http://alistapart.com/article/style-tiles-and-how-they-work>



## Election Headline

Font: FF Tisa Web Pro Bold Typekit

### Election Subhead

Font: FF Tisa Web Pro Typekit

Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

*This is an example of a Text link »*

**Learn More →**

Possible Colors



Possible Patterns



Style Tile  
version:3



## Election Headline

Font: Sirba Web from Typekit

### Election Subhead

Font: Sirba Web Italic from Typekit

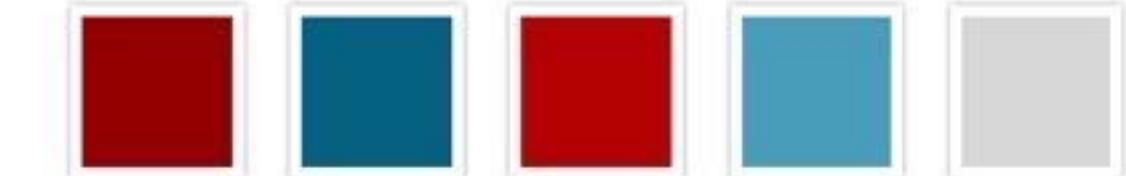
Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

*This is an example of a Text link »*

**Learn More »**

Style Tile  
version:2

Possible Colors



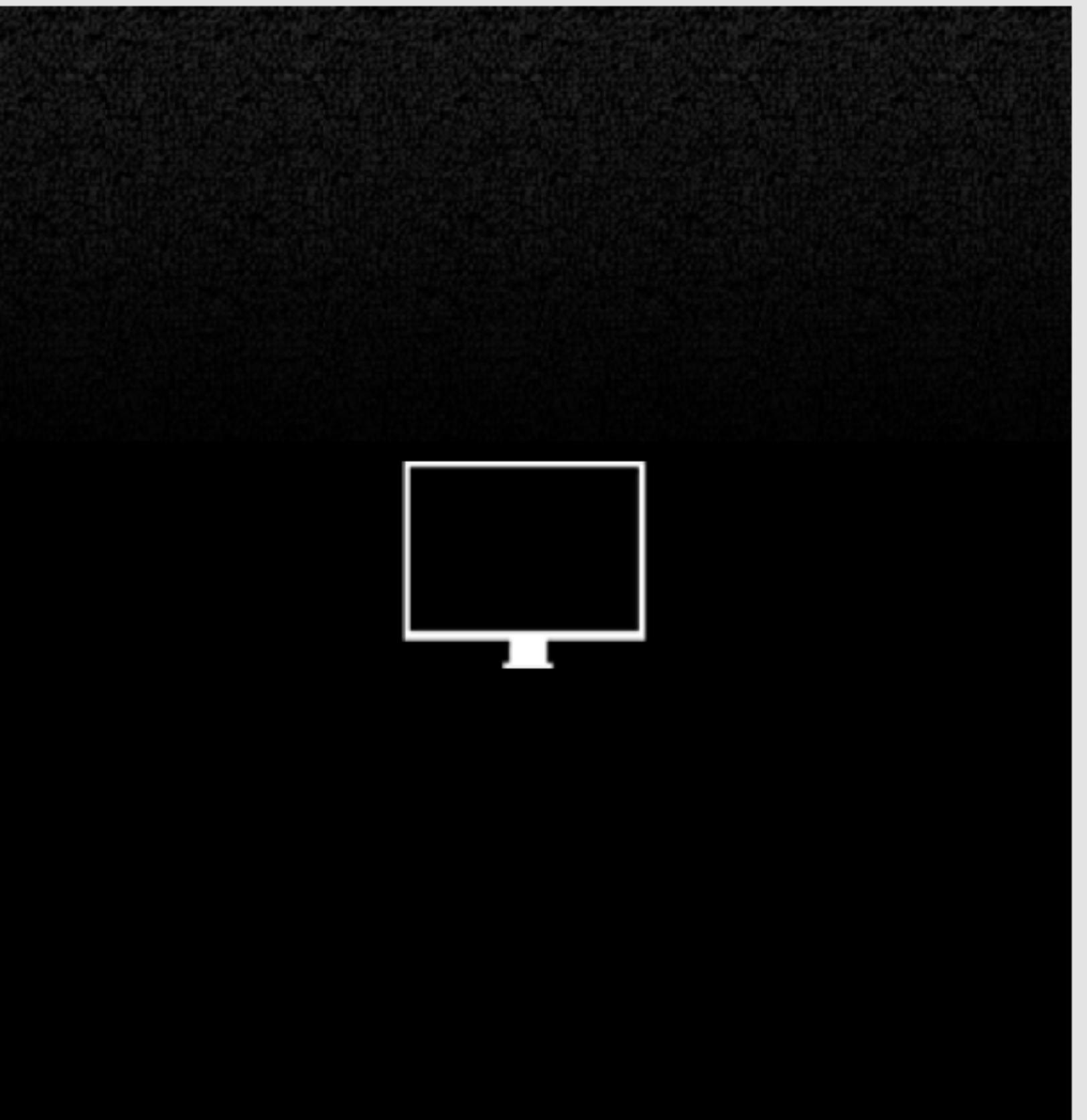
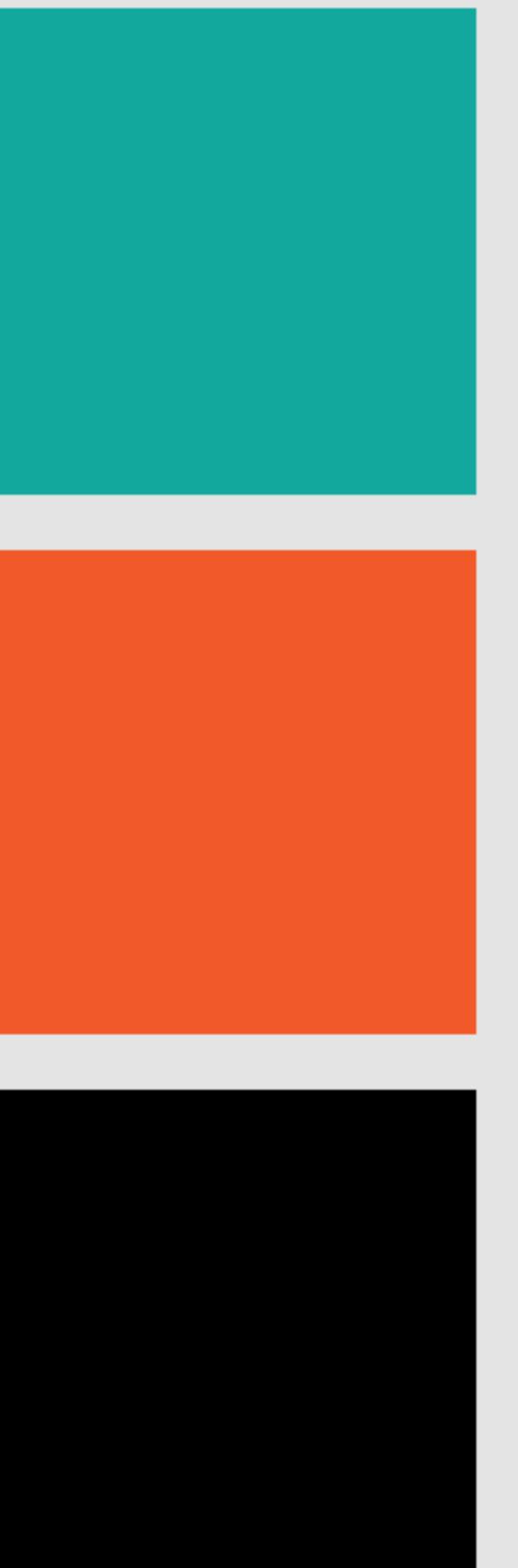
Possible Patterns



**Authoritative Solid**  
*Insightful* **Conservative**



Hey There



**“...the goal of a Style Prototype is to allow a client to get a visual summary of a site’s proposed design direction without the time investment of creating multiple pages of Photoshop comps or fully developing HTML pages.”**

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*Jeremy Lloyd: Our New Responsive Design Deliverable: The Style Prototype*



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[http://seesparkbox.com/foundry/our\\_new\\_responsive\\_design\\_deliverable\\_the\\_style\\_prototype](http://seesparkbox.com/foundry/our_new_responsive_design_deliverable_the_style_prototype)

**“The web affords us a wonderful opportunity: to be able to design and test a design in the actual medium for which we’re designing. It’s time to stop designing pictures of websites and start designing all aspects of the user experience simultaneously and in a practical way.”**

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*Stephen Hay. “Responsive Design Workflow”*



# Design Process

Style Tile (for feedback) and Light Mockups in Static Design Tool

Begin prototyping in the browser.

Jump back to static tool when needed until you have a final prototype.



# How Can We Better Understand the Client's Aesthetic Preferences?



# What are the advantages of prototyping in the browser (as opposed to Photoshop)?



# TypeCast



Type Does Not Look  
the Same In the  
Browser as It Does In  
Static Designs



# Sketch



# TypeCast & Sketch Hands-On



# For Next Class

Due: CSS Basics (CodePen)

HTML&CSS - Ch. 11 Color, Ch. 12 Text, Ch. 14 Lists Tables & Forms

How We Read by Jason Santa Maria

Size Matters - Balancing Line Length and Font Size in Responsive Web Design

