



RWD

Class 2

Web Inspector Tool

Demo in Your Preferred Browser



RWD Case Studies

5-8 minutes each



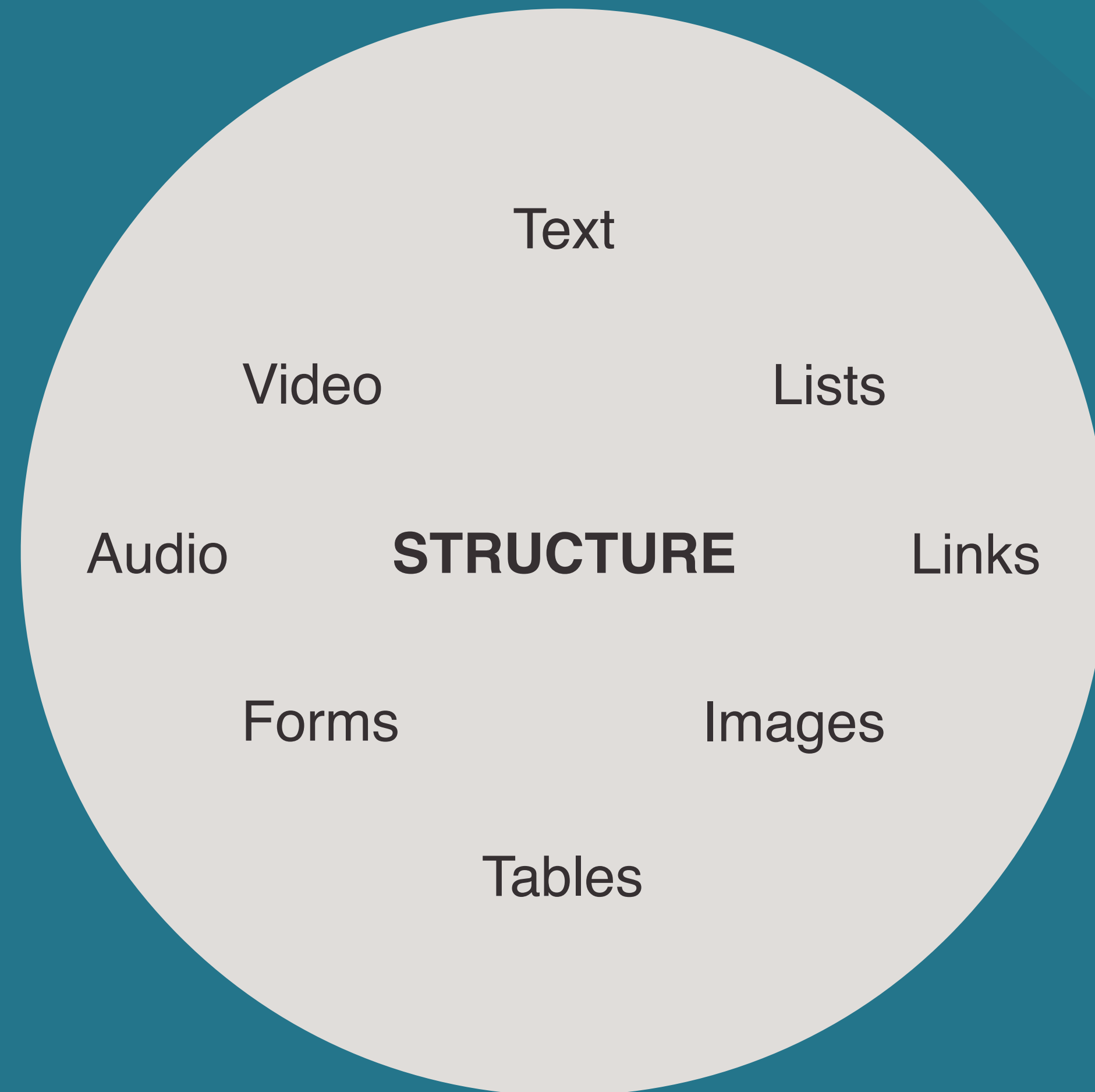


HTML Part 1



What is HTML used for?





What is CSS used for?



PRESENTATION

LAYOUT



HOW PAGES USE STRUCTURE

HEADLINE



HOW PAGES USE STRUCTURE



HOW PAGES USE STRUCTURE



Interview Rio Carraeff

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 Sweney

If Rio Carraeff 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 Carraeff there is clearly plenty to do.

Carraeff 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, Carraeff'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 "parasite" and Sir Martin Sorrell described it as a "freemium". Despite the combative relationship the music industry has historically had with players in the digital space, Carraeff 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." Carraeff 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.

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

'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?'

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HOW PAGES USE STRUCTURE

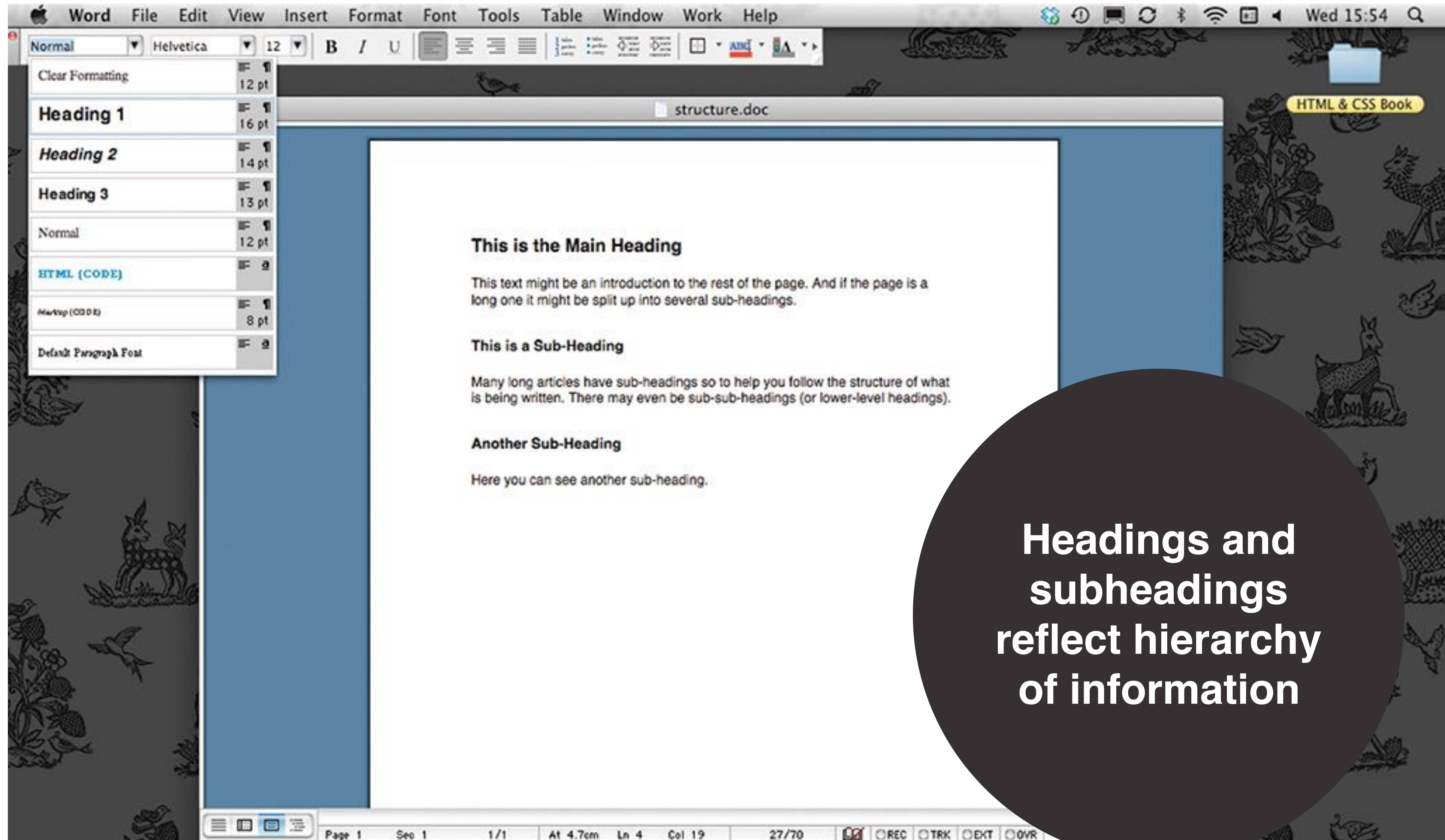


HOW PAGES USE STRUCTURE

Digital versions
often have
similar structure

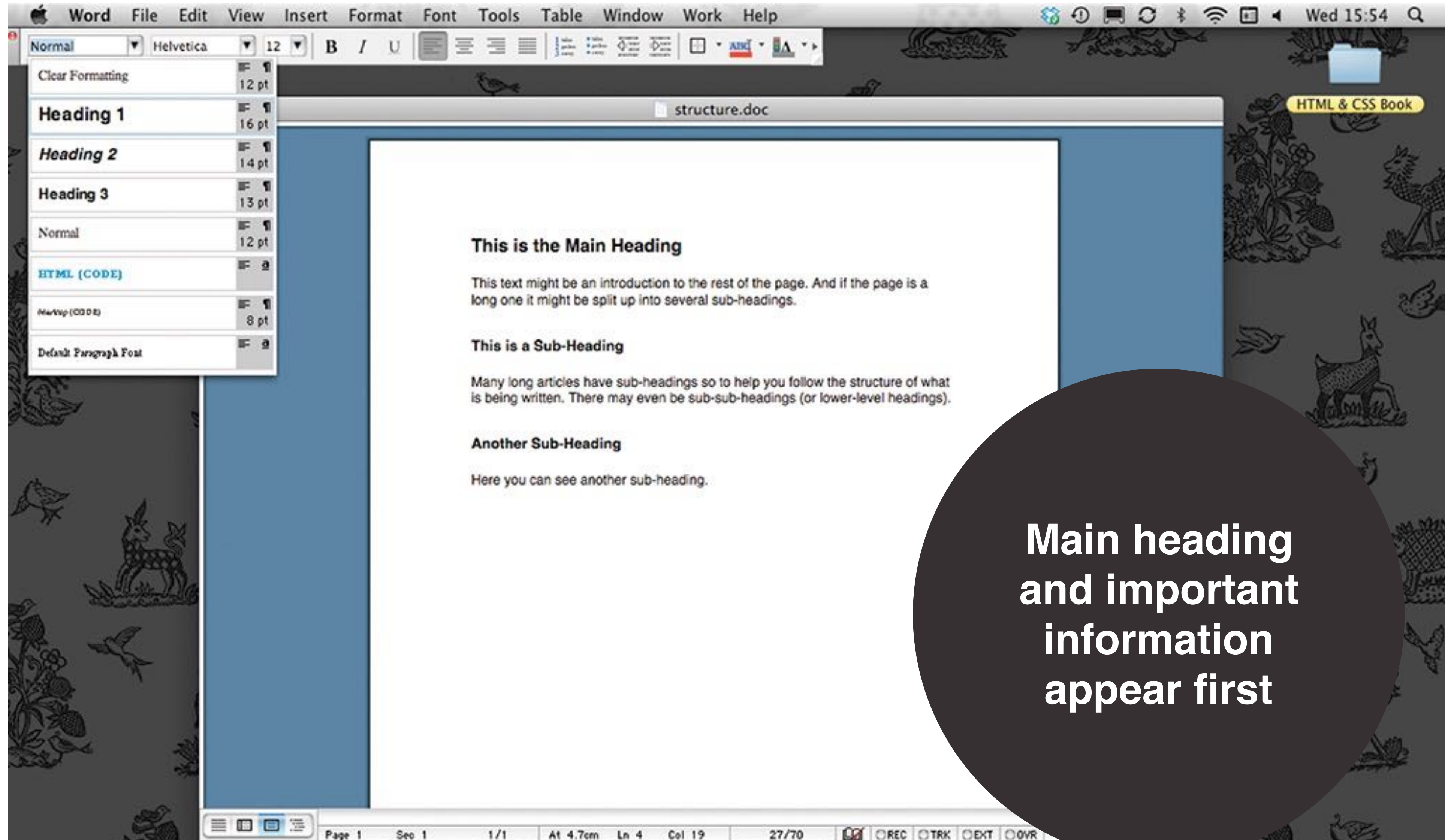


STRUCTURE IN WORD DOCS

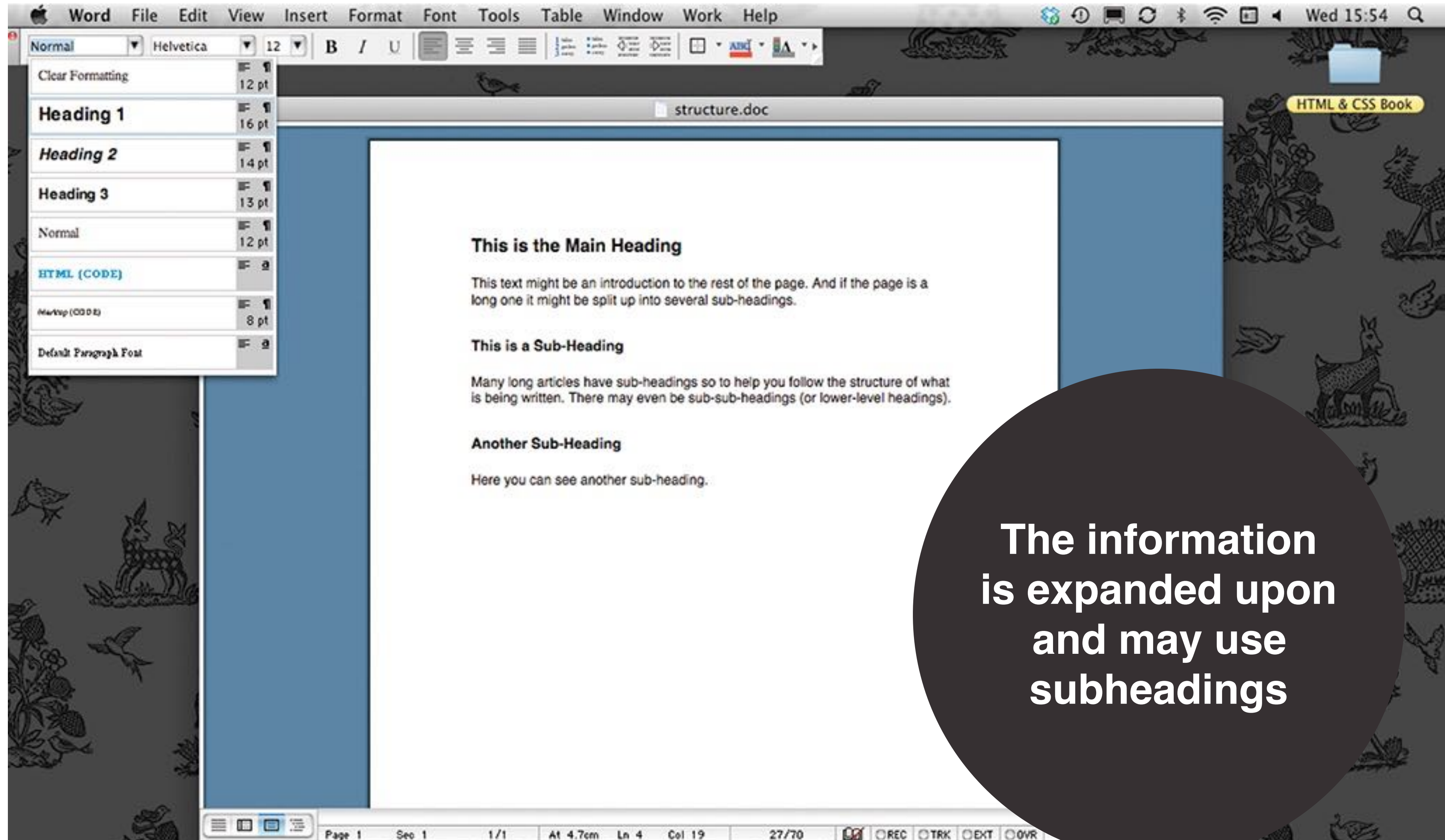


Headings and
subheadings
reflect hierarchy
of information

STRUCTURE IN WORD DOCS



STRUCTURE IN WORD DOCS

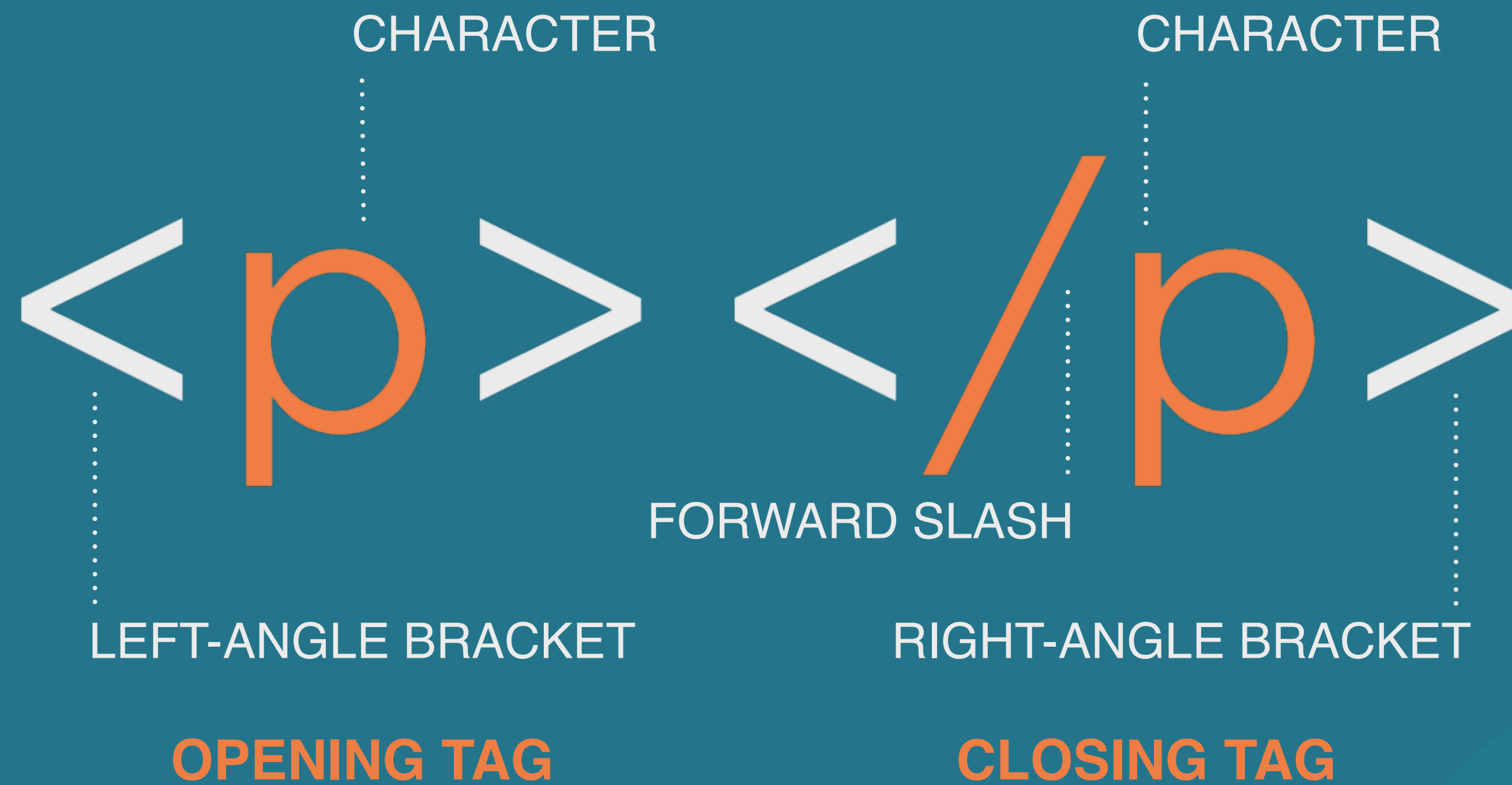


HTML Structure

```
<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



```
<p class="important">Paragraph in English</p>
```

ATTRIBUTE
VALUE

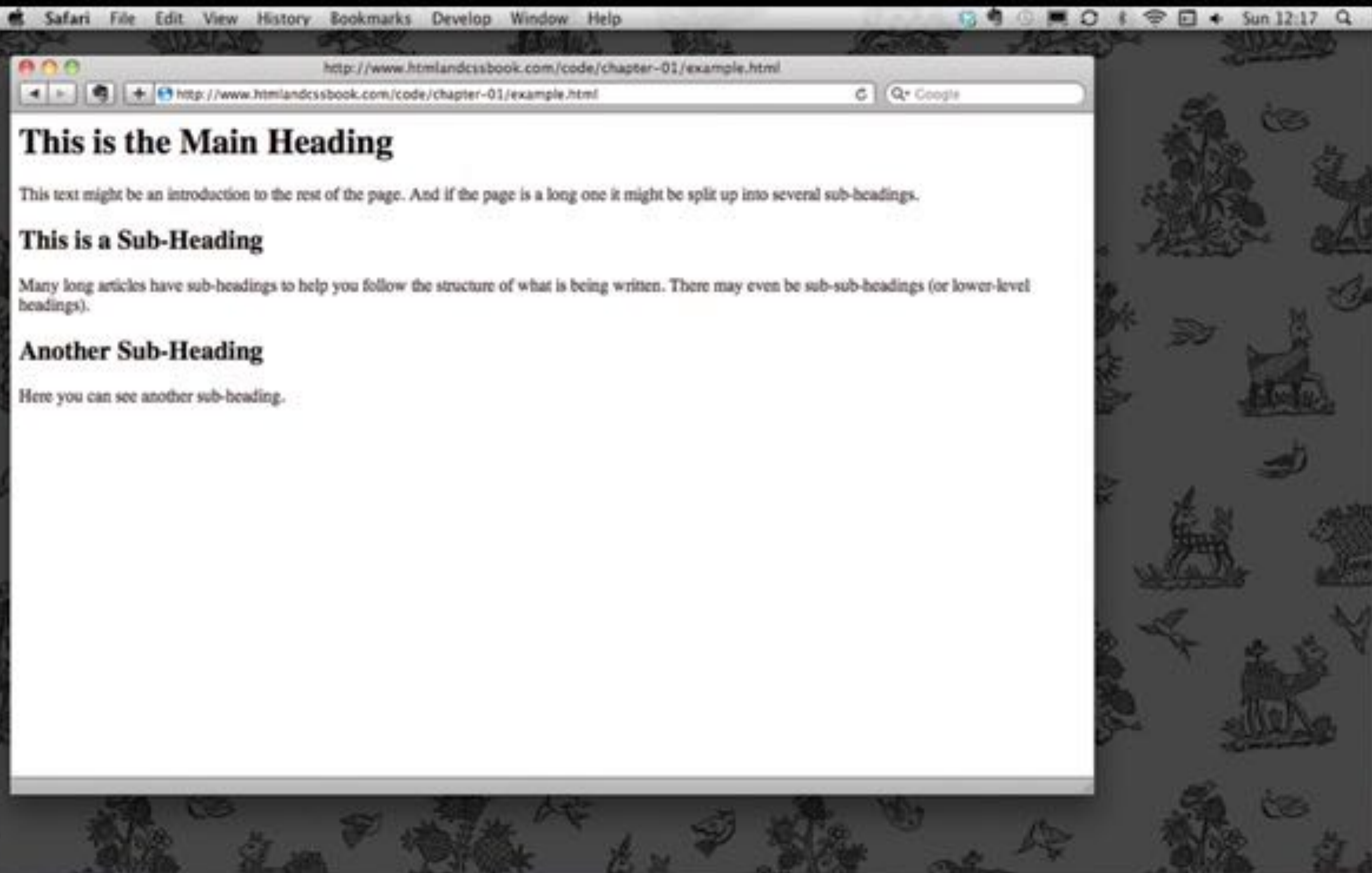


Body, Head, Title

DOES NOT DISPLAY IN
BROWSER VIEWPORT

```
<html>
  <head>
    <title>This is the Title</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>
```





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

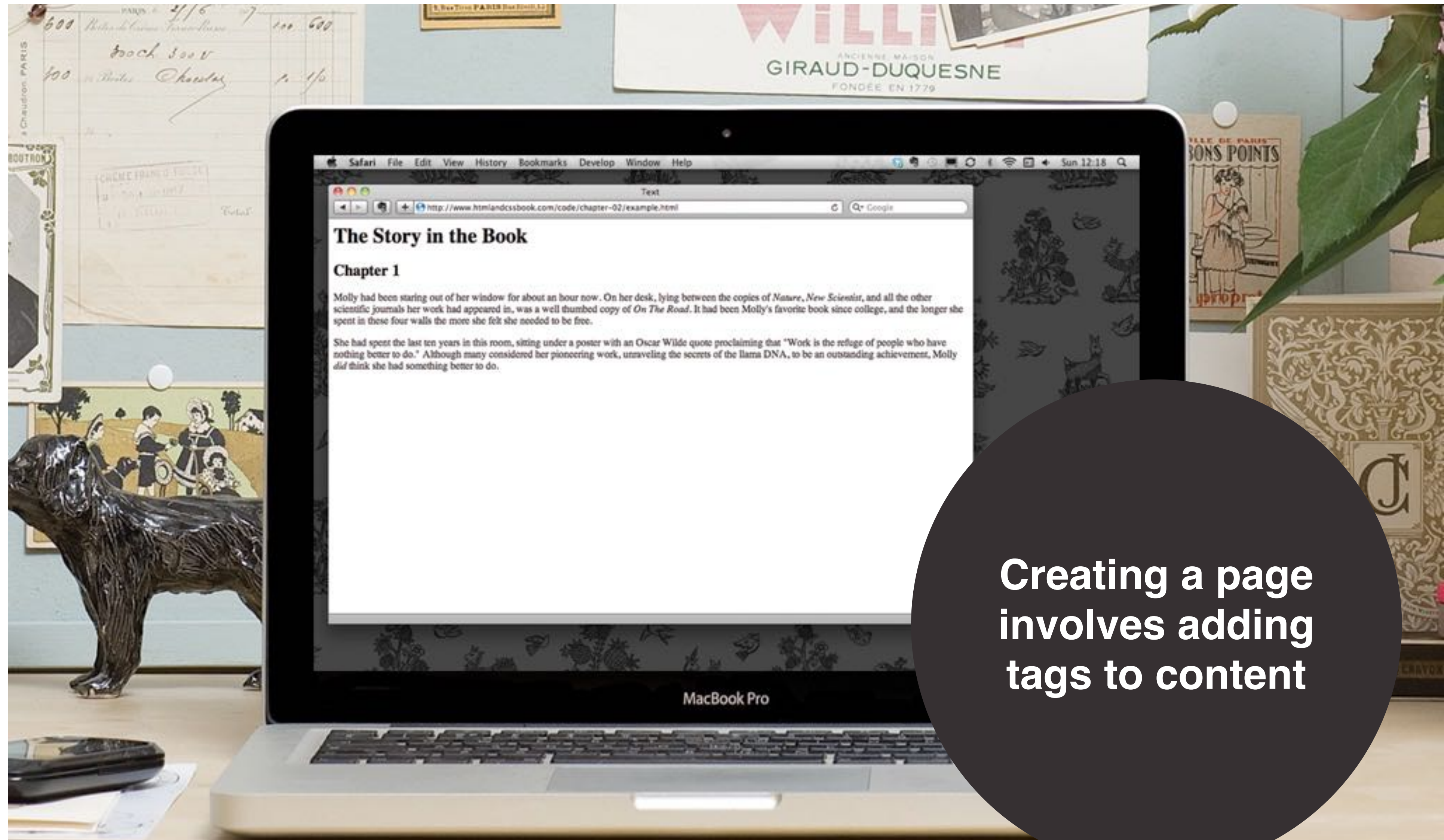
Many long articles have sub-headings to help you follow the structure of what is being written. There may even be sub-sub-headings (or lower-level headings).

Another Sub-Heading

Here you can see another sub-heading.

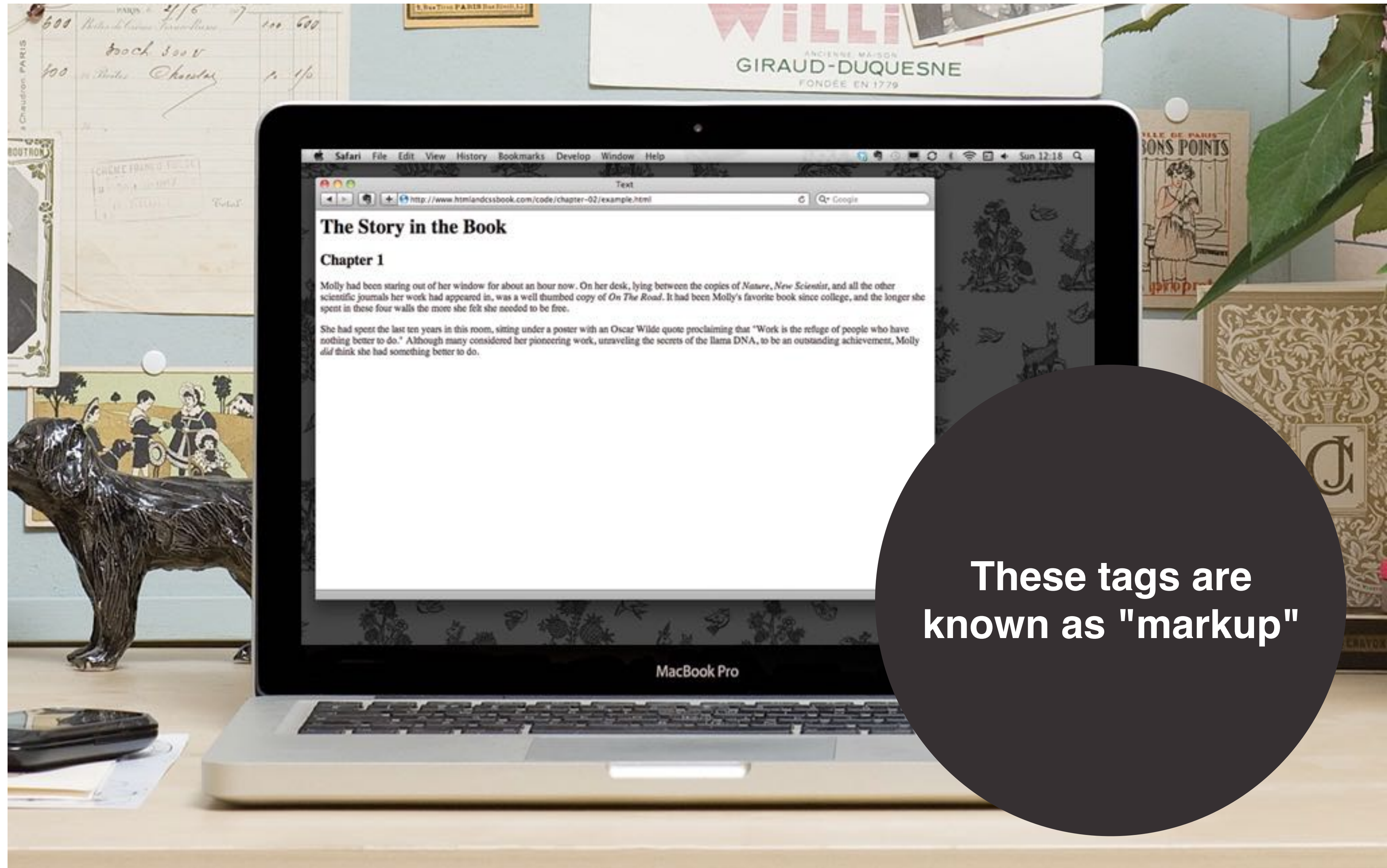
MacBook Pro

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>`

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>
```

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

HORIZONTAL RULES

HTML

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

```
<hr />
```

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

Venus is the only planet that rotates clockwise.

Jupiter is bigger than all the other planets combined.

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>
```

```
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>
```

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>
```

homer@example.org

742 Evergreen Terrace, Springfield

HTML: Lists & Links



1

ORDERED

1. Chop potatoes into quarters
2. Simmer in salted water
3. Heat milk and butter
4. Drain potatoes and mash
5. Mix in the milk mixture

2

UNORDERED

- 1kg King Edward potatoes
- 100ml milk
- 50g salted butter
- Freshly grated nutmeg
- Salt and pepper to taste

3

DEFINITION

Sashimi
Sliced raw fish

Scale
A device used to accurately measure weight



 Ordered List

```
<ol>  
  <li>Chop potatoes into quarters</li>  
  <li>Simmer in salted water for 15-20  
    minutes until tender</li>  
  <li>Heat milk, butter and nutmeg</li>  
  <li>Drain potatoes and mash</li>  
  <li>Mix in the milk texture</li>  
</ol>
```



 Unordered List

```
<ul>
  <li>1kg King Edward potatoes</li>
  <li>100ml milk</li>
  <li>50g salted butter</li>
  <li>Freshly grated nutmeg</li>
  <li>Salt and pepper to taste</li>
</ul>
```



- **Instructor:** Christopher Hallahan
- **Term:** Fall 2015 and Spring 2016
- **Course Number:** CCI 40095-002 (Spring 2016)
- **CRN:** 21660 (Spring 2016)
- **Day/Time:** Tuesdays, 5:30 p.m. - 8:15 p.m.
- **Room:** **IdeaBase**, Downtown Kent

JAN
29

WEEK THREE - HTML AND RESEARCH

Hope everyone had a great week! During the last session, we completed our in-class RWD case studies, set up GitHub and CodePen accounts and talked a bit about how HTML is used to structure a website.

JAN
04

WELCOME TO RESPONSIVE WEB DESIGN - SPRING 2016

I just wanted to send a quick note to introduce myself - my name is Chris, and I'll be your instructor for the Spring 2016 Responsive Web Design class.

JAN
22

WEEK TWO PREVIEW + ASSIGNMENTS

Thank you all for a great first class! I think this is going to be an awesome semester.

SEPT
16

HTML/CSS TEXT EDITORS FOR WINDOWS & MAC

I've gotten questions about which text editors are the best for installing on students' personal Windows/Mac computers.

CLASS / WORKSHOP / BLOG / ABOUT



<DL> Definition List

```
<dl>
  <dt>Sashimi</dt>
  <dd>Sliced raw fish served
      with condiments.</dd>
  <dt>Scale</dt>
  <dd>Device used to measure the weight
      of ingredients.</dd>
  <dd>A technique by which the scales are
      removed from the skin of fish. </dd>
</dl>
```





Kent State University | 800 E. Summit St., Kent, OH 44240

Phone: 330-672-3000 | Email: info@kent.edu

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```
▼ <dl class="footer-contact__list__item__definition"> = $0
  <dt>Phone:</dt>
  ▼ <dd>
    <a href="tel:3306723000" class="footer-contact__list__item__link">330-672-
      3000</a>
    </dd>
  </dl>
  footer
```



Lists can be nested.

```
<ul>
  <li>Mousses</li>
  <li>Pastries</li>
    <ul>
      <li>Croissant</li>
      <li>Milles-feuille</li>
      <li>Palmier</li>
      <li>Profiteroles</li>
    </ul>
  <li>Tarts</li>
</ul>
```



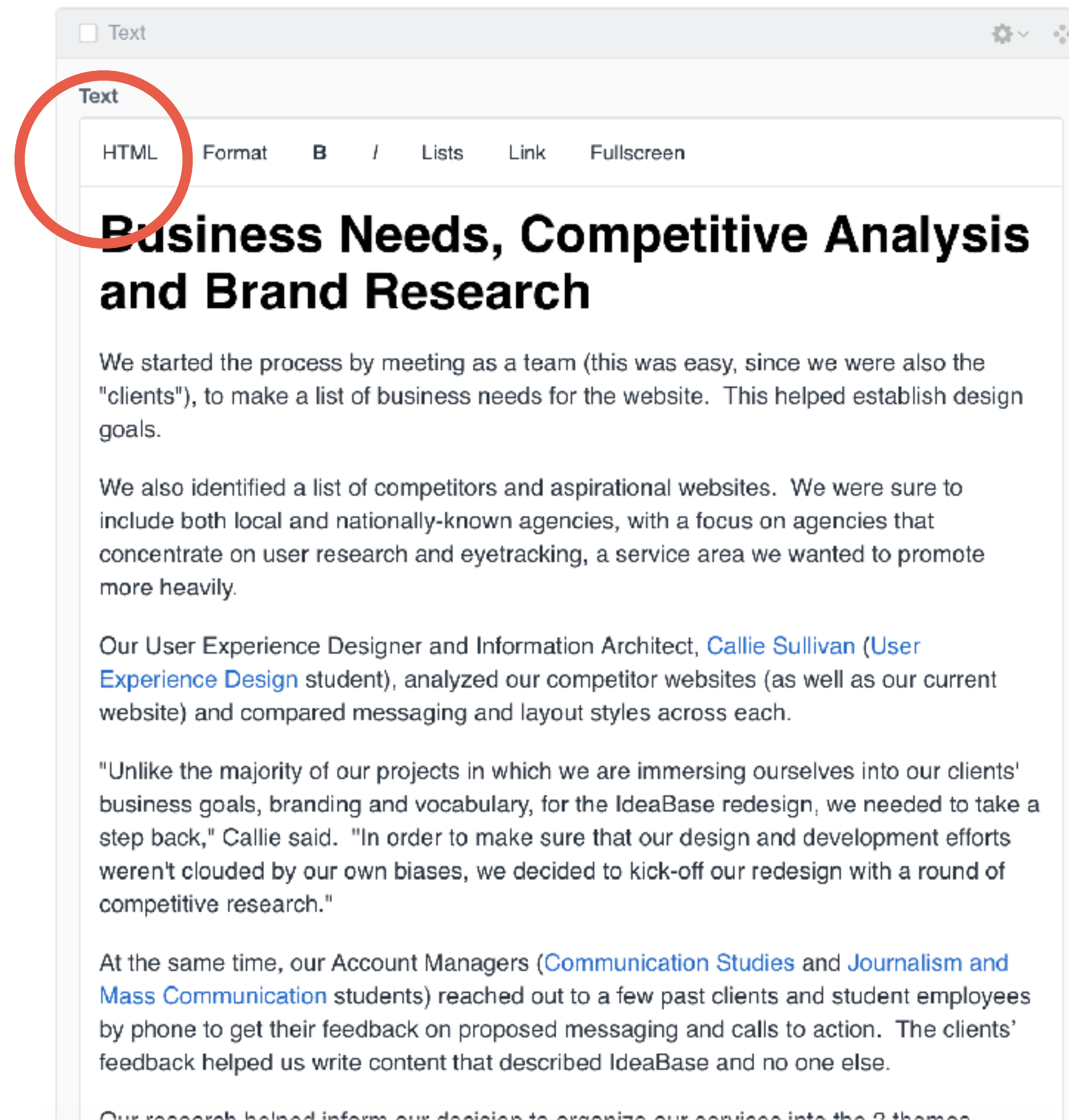
HTML elements are used to describe the structure of the page (e.g. headings, subheadings, paragraphs).



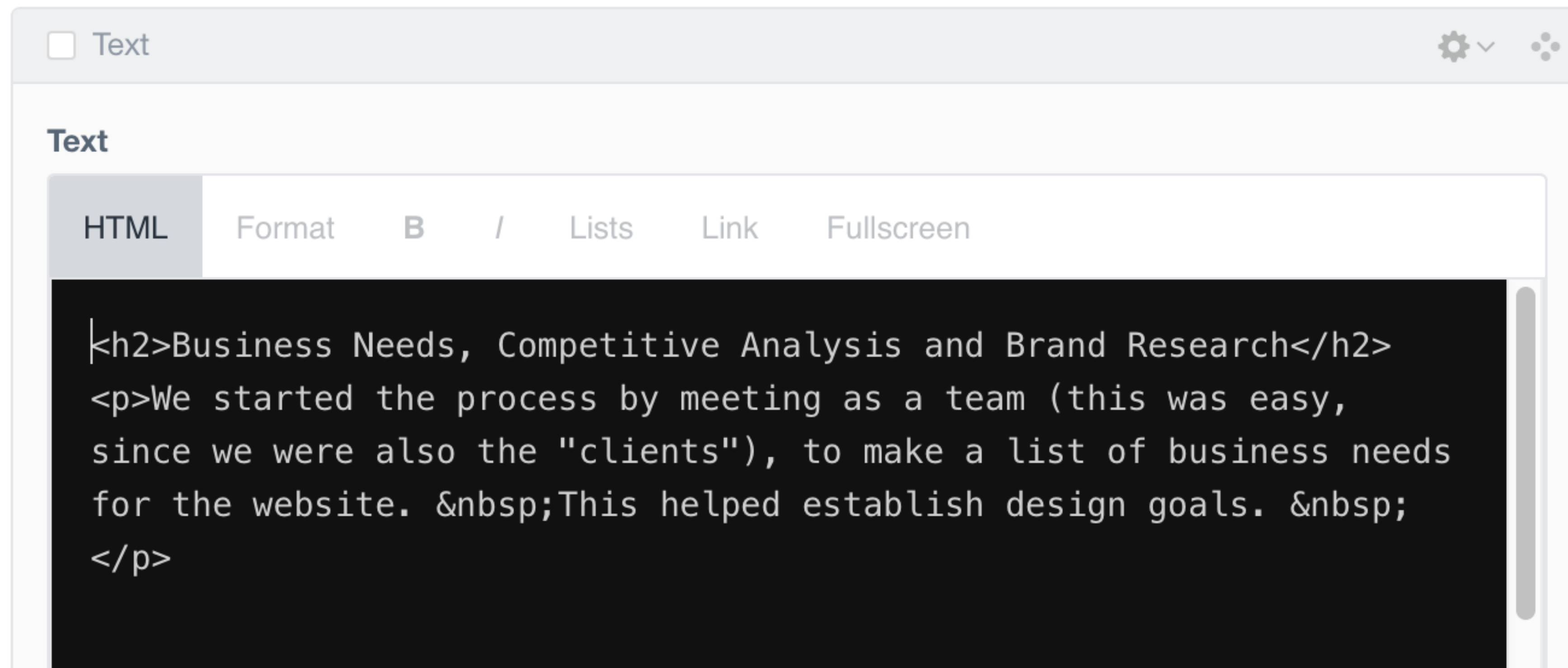
They also provide semantic information (e.g. where emphasis is placed, when text is a quotation).



VISUAL EDITORS & THEIR CODE VIEWS



VISUAL EDITORS & THEIR CODE VIEWS



Tools for Writing HTML

CodePen and Atom



**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.**



Atom (atom.io) is a text editor that's used to edit markup and programming languages.



**You'll use a code editor to
edit your website files on
your computer.**



Technically, you could use any text editor program to edit your website. However, a dedicated code editor makes things easier.



Set up Atom and CodePen



Break



HTML on the Whiteboard

<https://rwdkent.com/class/slides/2/HTMLParagraphandElementsExercise.pdf>



Create a new file on your computer using Atom. Call it index.html. Replicate the whiteboard inside the file.



Spot the Error (if time)

Use CodePen:

codepen.io/challahan/pen/bgrEyz



HTML Basics (Use CodePen)

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



For Next Time

READ: HTML&CSS - Ch. 3 Lists, Ch.4 Links, Ch. 5 Images, Ch.6 Tables, Ch.7 Forms, Ch.8 Extra Markup
(Possible Quizzes Start)

DUE: HTML Basics 1 Challenge (if not finished in class)

DUE: Next Set of Explore RWD

