



RWD

Class 4

Submit Research Assignments As Group



Research Assignment Group Updates



Overview

Research Assignment Group Updates (20 min)

Content Discussion (20 min)

HTML Part 3 Discussion (20 min)

Content/Architecture Assignment (15 min)

HTML Basics 2 (15 min)

Hands-On Work (30 min)

Break (10 min)

Mobile Content Mandate (45 min)



Content



How do you define content strategy?



How can content prototypes help with the web design process?

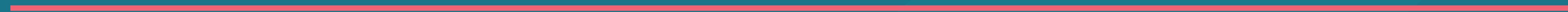


What must be finished first, content or design?



“There is a symbiotic relationship between content and design. One cannot thrive without the other.”

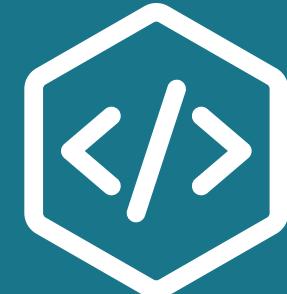
Mark Boulton



Updated

Tone

Type



Hierarchy

Format

Content Audit

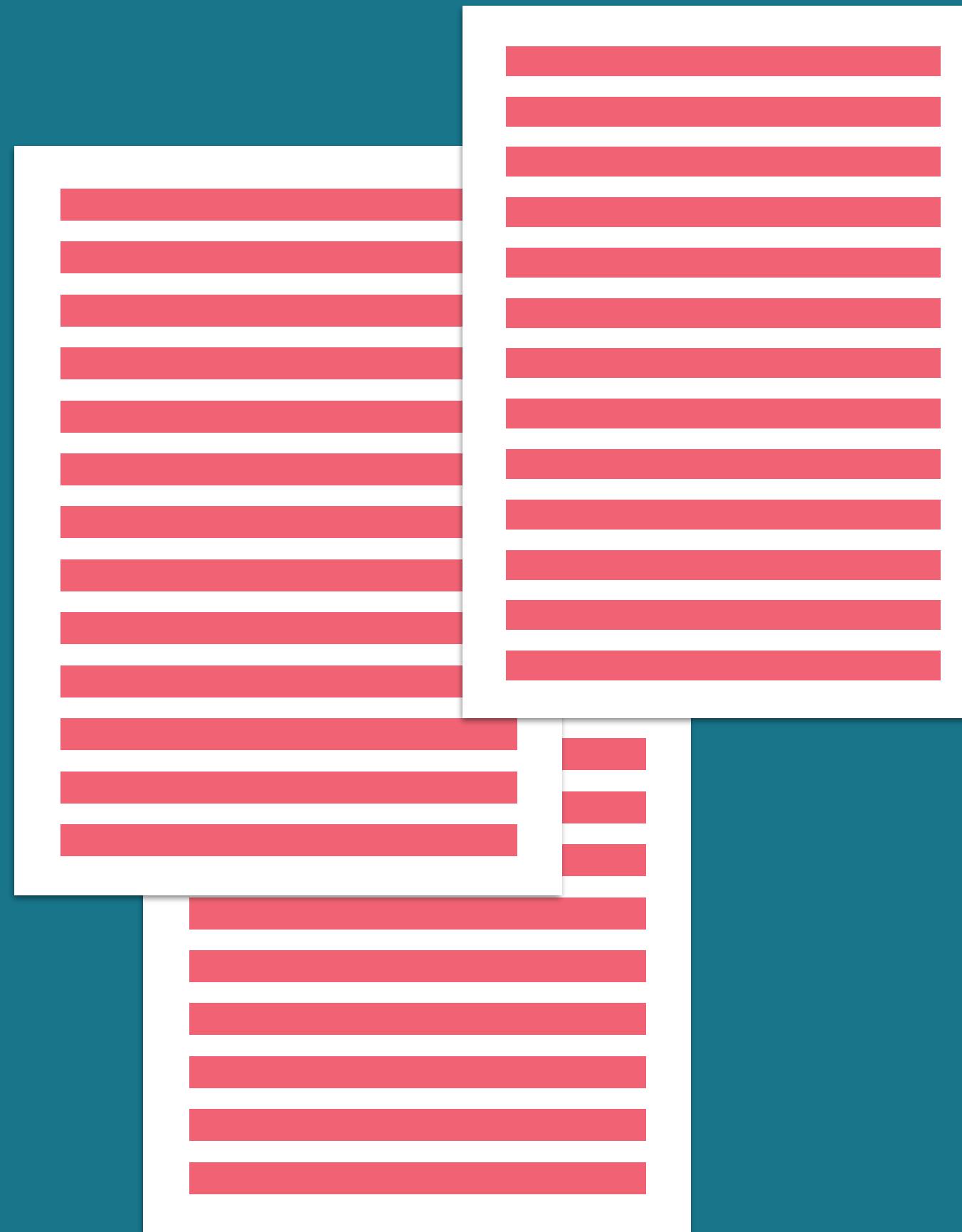
Quality

Owner

Representation

What's *missing* ?





Google Docs

JumpChart

GatherContent





Sitemaps
Outlines
Content Prototype





▼ Summa Diversity Report 2010-2014

[Summa Mission – System Diversity Statement](#)[Table of Contents \(IB\)](#)[Introduction](#)[Letter from Strauss/Malone/Boykin \(RB\)](#)[Strategic Focus Areas](#)

▼ Education and Training General Awareness (new employee, resident, new leaders)

[Cultural Competence HEI](#)[Orientations/education – quotes from participants](#)[▶ Employee involvement and customer engagement](#)[Patient and employee population stats – EEOC](#)[Diversity awards and accomplishments](#)[Stories](#)[Supplier diversity](#)[Conclusion](#)[Photos](#) [Deleted Pages](#)

Cultural Competence HEI

Summa Diversity Report 2010-2014 / Orientations/education – quotes from participants

New Leader Orientation: Managing Diversity Class:

There were 56 participants in 2011 and 190 in 2012

- 2013 – 16 participants
- 2014 – 39 participants

Robert, I think we need to check these numbers. perhaps Patrick can help us.

New Employee Orientation:

2012: 1,363

2013: 1,339

2014: 1,312

New Resident Orientation

2011 – 78 total (7 of which didn't attend the entire time)

2012 – 82 (6)

2013 – 83 (6)

2014 – 84 (6)

Orientations/education – quotes from



New CMS



Most Important



**“How Users Read on the Web:
They don't. People rarely read
Web pages word by word;
instead, they scan the page,
picking out individual words and
sentences.”**

Jakob Nielsen



<http://www.nngroup.com/articles/how-users-read-on-the-web/>

Desktop



80% Less

Mobile



<http://www.lukew.com/ff/entry.asp?1117>

HEADING 1

This is a paragraph of content. This is a paragraph of content. This is a paragraph of content.

Heading 2

- List Item
- List Item
- List Item
- List Item

HEADING 1

This is a paragraph of content. This is a paragraph of content. This is a paragraph of content.



HEADING 1

This is a paragraph of content. This is a paragraph of content. This is a paragraph of content.

~~Heading 2~~

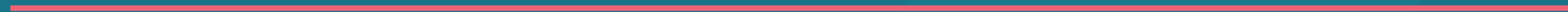
- List Item
- List Item
- List Item
- List Item

HEADING 1

~~This is a paragraph of content. This is a paragraph of content. This is a paragraph of content.~~



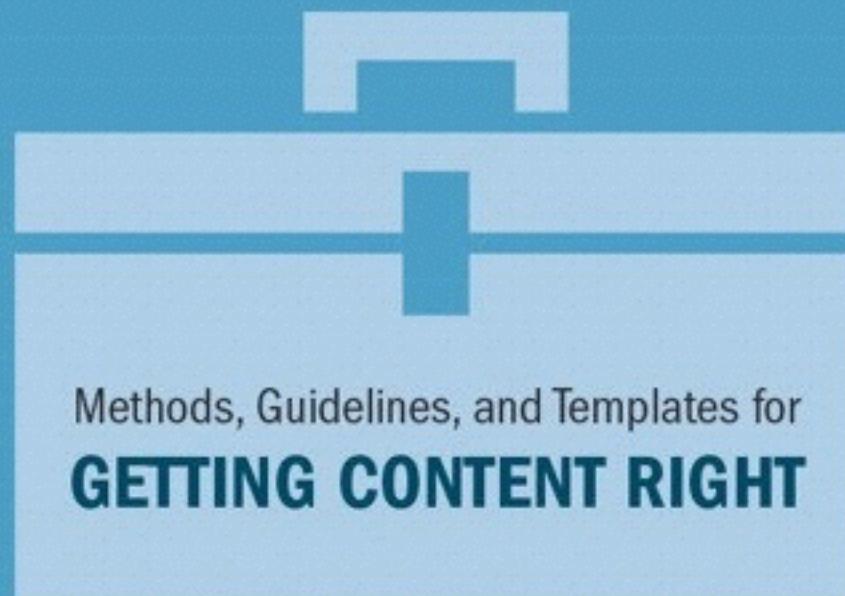
Content Governance



Roles & Responsibilities
Content Calendars & Editorial Planning
Content Reviews/Audits
Style Guide



THE
CONTENT STRATEGY
TOOLKIT



Methods, Guidelines, and Templates for
GETTING CONTENT RIGHT

MEGHAN CASEY

Foreword by Kristina Halvorson, author of *Content Strategy for the Web*



Core page: Form of cancer (example: "lung cancer")

Business goals (achieve at least one)

Helping patients and their friends and family

Increasing knowledge about cancer & prevention

User tasks

Cancer forms (symptoms, prognosis, treatment)

Symptoms of cancer

Preventing cancer

Treatment of cancer

Inward paths

Googling
"lung cancer"

Googling
a symptom

Homepage?

"Lung cancer"
brochure

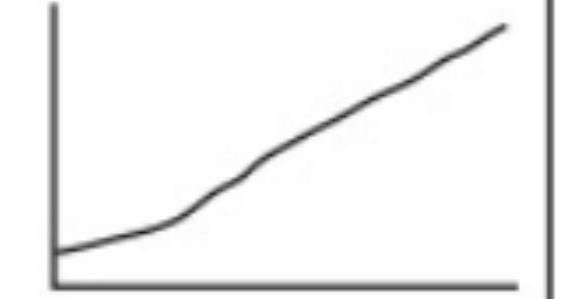
Core content

Symptoms first!

Make sure you go to the doctor;
don't diagnose yourself from a website!

Not all cancer forms can
be prevented. Risk factors
and causes too, not just
prevention efforts.

Survival rates



Forward paths

Cancer line

Prevention

Rights

NCS opinion on
this subject



< ACTIVITY >

Content Prioritization



HTML: Images, Tables, Forms



Image Markup

```

```

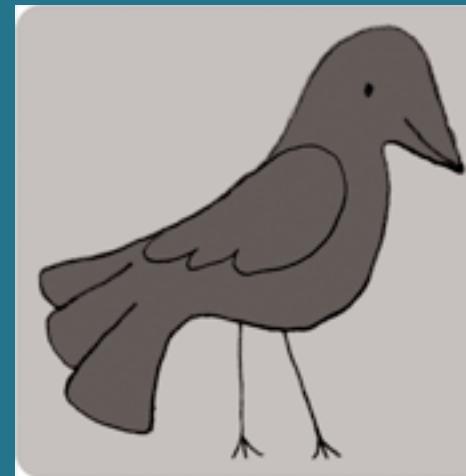


Image Markup

```
  
<p>There are around 10,000 living species  
of birds that inhabit different ecosystems  
from the Arctic to the Antarctic. Many  
species undertake long distance annual  
migrations, and many more perform shorter  
irregular journeys.</p>
```



Image Markup



There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.

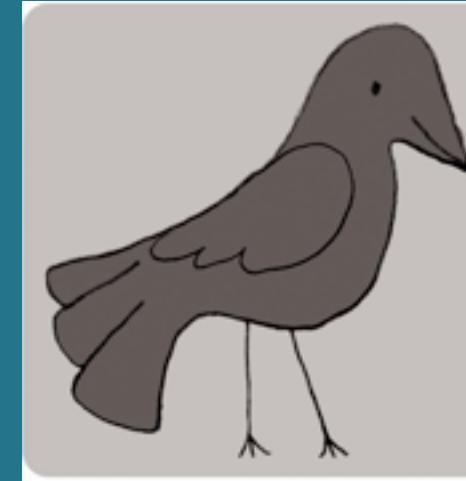


Image Markup

```
<p>There are  
around 10,000 living species of birds that  
inhabit different ecosystems from the  
Arctic to the Antarctic. Many species  
undertake long distance annual migrations,  
and many more perform shorter irregular  
journeys.</p>
```



Image Markup



There are around 10,000 living species of birds that inhabit different ecosystems from the Arctic to the Antarctic. Many species undertake long distance annual migrations, and many more perform shorter irregular journeys.



Images should be sized/
cropped according to the
size you want them to
display at on your page*



* Does not account for high density (retina) displays

You can't make an image
larger than its original size.



Formats

JPEG (JPG)

GIF

PNG

SVG



Formats

WebP



Figure

```
<figure>
  
  <br />
  <figcaption>Sea otters hold hands when
    they sleep so that they don't
    drift away from each other.
  </figcaption>
</figure>
```



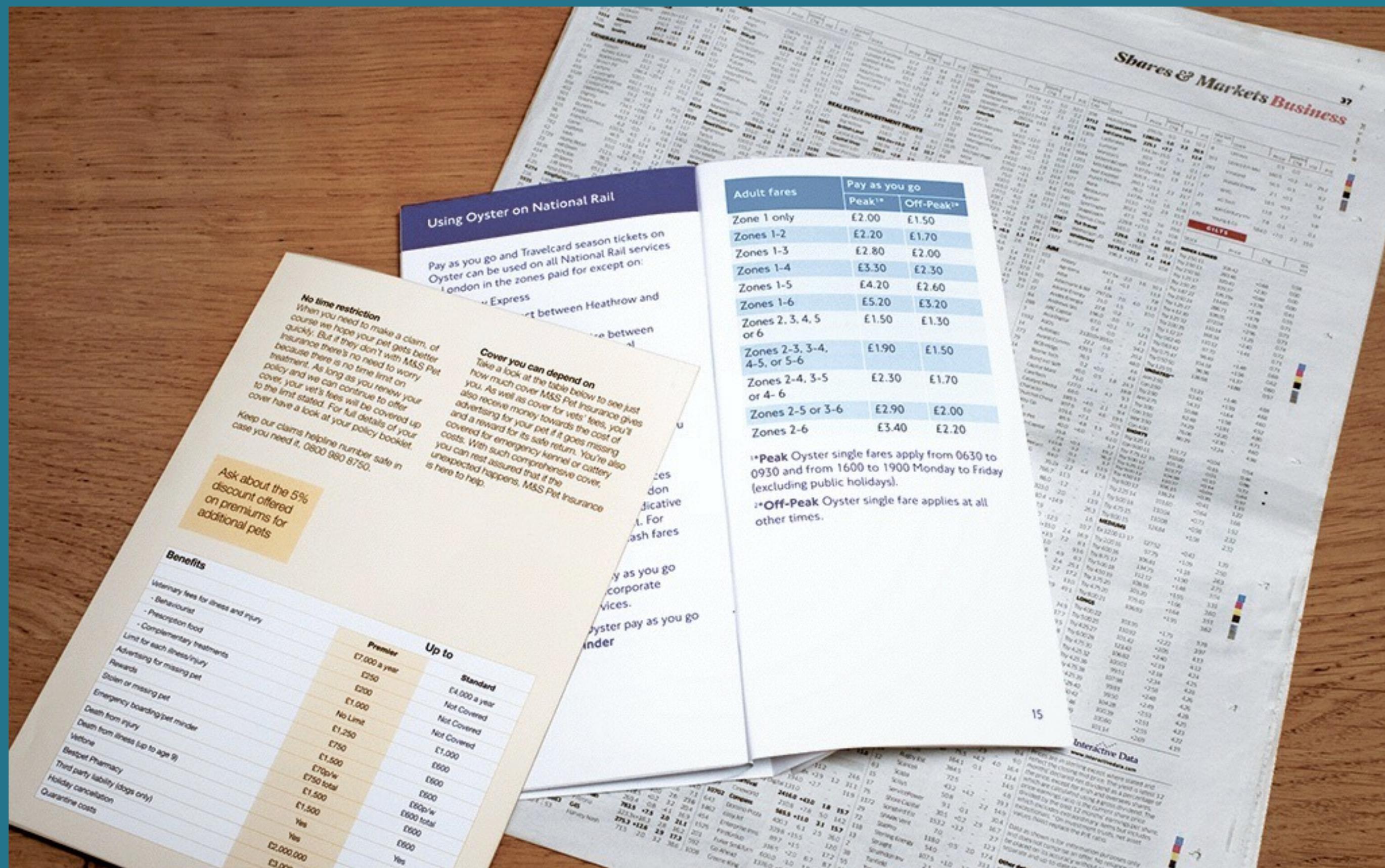
Figure



Sea otters hold hands when they sleep so they don't drift away from each other.



Tables



Tables

```
<table>
  <tr>
    <td>15</td>
    <td>15</td>
    <td>30</td>
  </tr>
  <tr>
    <td>45</td>
    <td>60</td>
    <td>90</td>
  </tr>
</table>
```



Tables

```
<table>
  <tr>
    <th></th>
    <th scope="col">Saturday</th>
    <th scope="col">Sunday</th>
  </tr>
  <tr>
    <th scope="row">Tickets sold</th>
    <td>120</td>
    <td>135</td>
  </tr>
</table>
```



Tables

	Saturday	Sunday
Tickets sold:	120	135



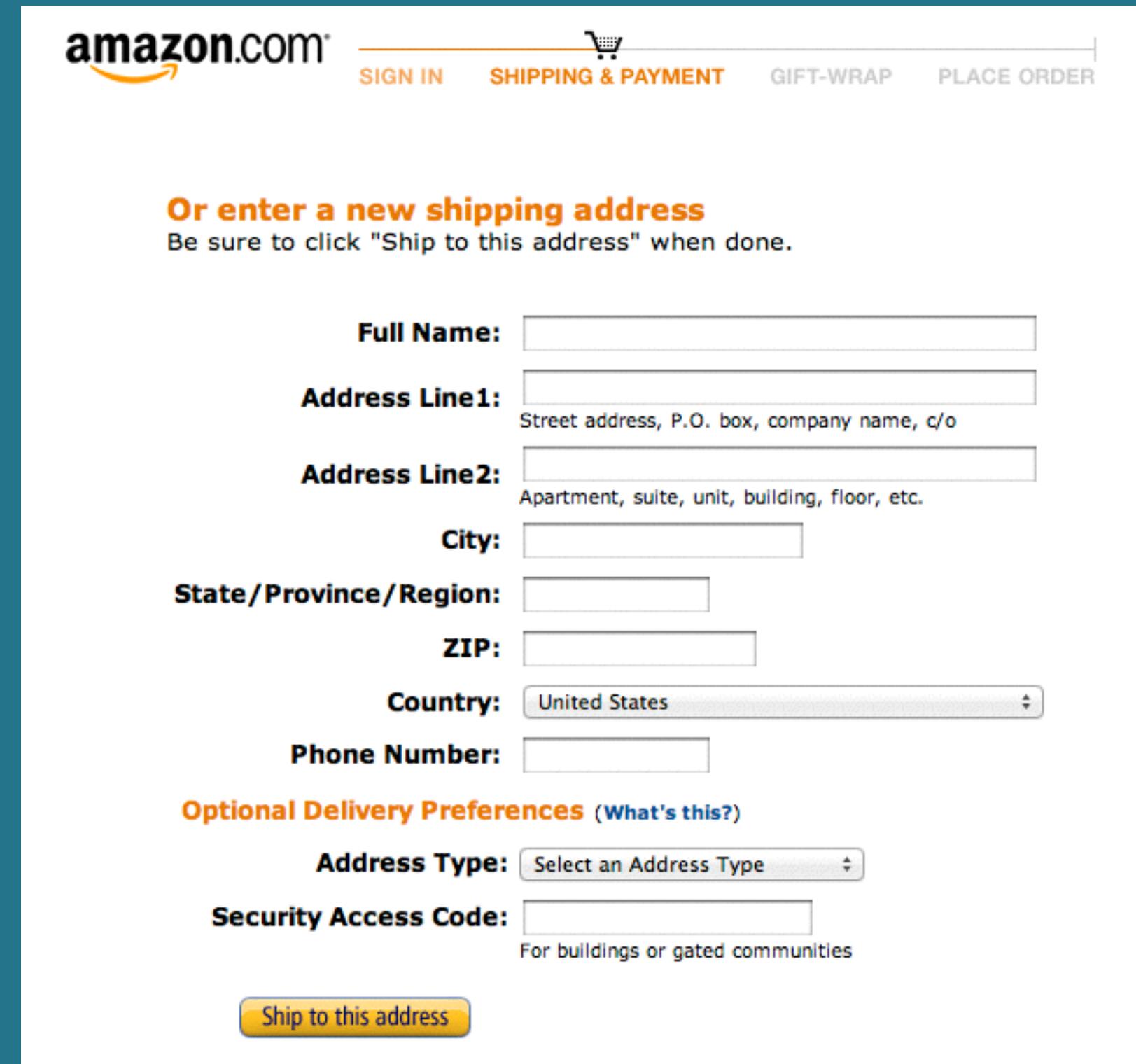
Tables are used for tabular data



Tables are *not* used
for page layout.



Forms



The image shows a screenshot of the Amazon.com website's shipping address entry page. The header includes the Amazon logo, navigation links for SIGN IN, SHIPPING & PAYMENT, GIFT-WRAP, and PLACE ORDER, and a shopping cart icon. A sub-header in orange text reads "Or enter a new shipping address" with a note below it: "Be sure to click 'Ship to this address' when done." The form contains the following fields:

- Full Name:** [Text input field]
- Address Line1:** [Text input field]
Street address, P.O. box, company name, c/o
- Address Line2:** [Text input field]
Apartment, suite, unit, building, floor, etc.
- City:** [Text input field]
- State/Province/Region:** [Text input field]
- ZIP:** [Text input field]
- Country:** [Dropdown menu] United States
- Phone Number:** [Text input field]
- Optional Delivery Preferences (What's this?)**
- Address Type:** [Dropdown menu] Select an Address Type
- Security Access Code:** [Text input field]
For buildings or gated communities

A yellow button at the bottom left of the form area is labeled "Ship to this address".



Forms

```
<form  
    action="http://example.com/join.php"  
    method="get">
```

This is where the form controls
will appear.

```
</form>
```



Forms

```
<form  
    action="http://example.com/join.php">  
  
    <input type="text" name="username"  
          size="15" maxlength="30" />  
  
</form>
```



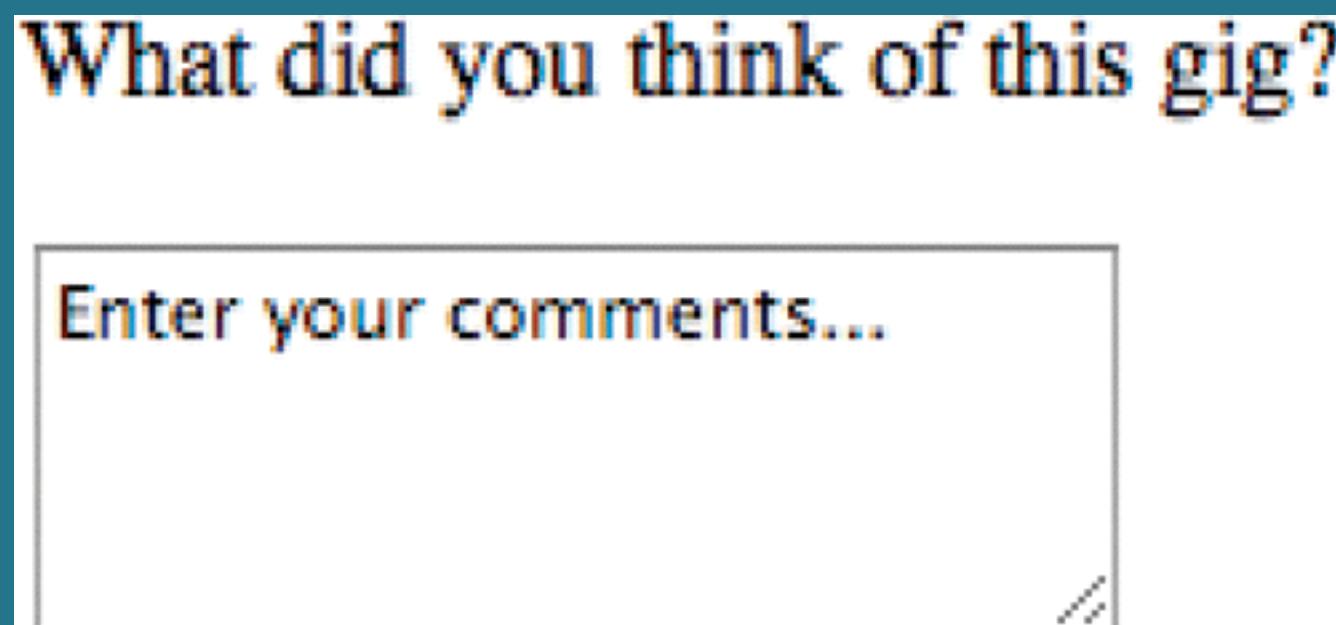
Forms

```
<p>What did you think of this gig?</p>
```

```
<textarea name="comments"
  cols="20" rows="4">
  Enter your comments...
<textarea/>
```

What did you think of this gig?

Enter your comments...

A screenshot of a web form. At the top, the question "What did you think of this gig?" is displayed in a brown font. Below it is a text area with a thin gray border. Inside the text area, the placeholder text "Enter your comments..." is written in a blue font.

Forms

```
<p>Please select your favorite genre:<br />

<input type="radio" name="genre"
       value="rock" checked="checked" /> Rock

<input type="radio" name="genre"
       value="pop" /> Pop

<input type="radio" name="genre"
       value="jazz" /> Jazz

</p>
```

Please select your favorite genre:
 Rock Pop Jazz



Forms

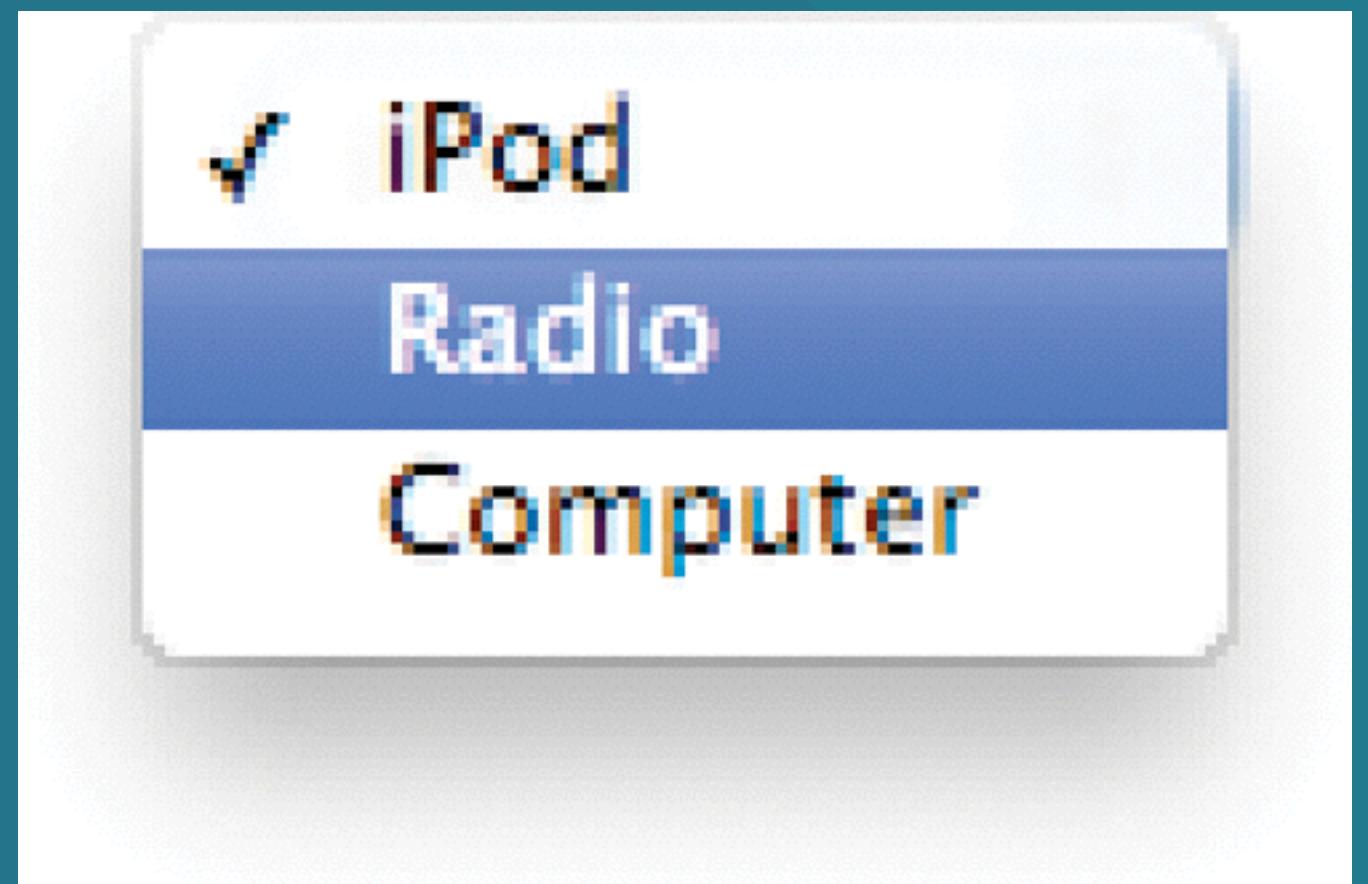
```
<p>Your favorite music service:<br />
<input type="checkbox" name="service"
value="iTunes"
checked="checked" /> iTunes
<input type="checkbox" name="service"
value="Last.fm" /> Last.fm
<input type="checkbox" name="service"
value="Spotify" /> Spotify
</p>
```

Your favorite music service:
 iTunes Last.fm Spotify



Forms

```
<select name="devices">  
  
    <option value="iPod"  
           selected="selected">iPod</option>  
  
    <option value="radio">Radio</option>  
  
    <option value="PC">Computer</option>  
  
</select>
```



Forms

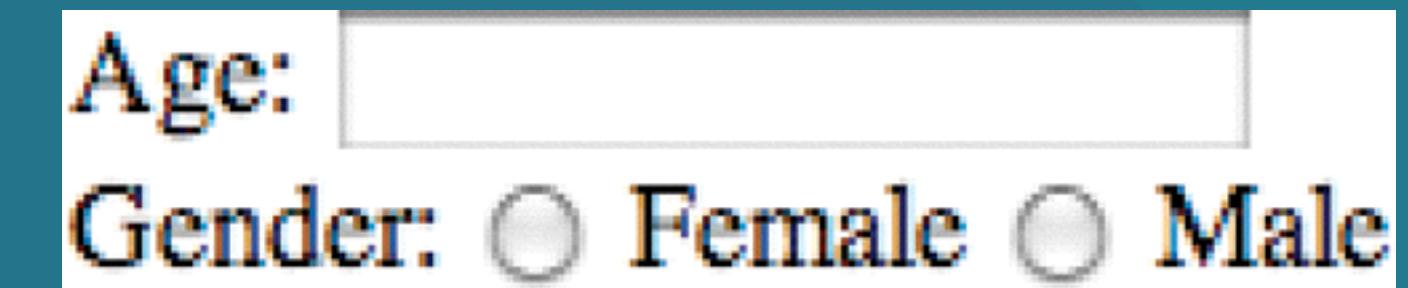
```
<form action="http://eg.com/email.php">  
  <p>Subscribe to our email list:</p>  
  
  <input type="text" name="email" />  
  
  <input type="submit"  
        value="Subscribe" />  
  
</form>
```

Subscribe to our email list:



Forms

```
<form action="http://eg.com/email.php">
  <label>Age:</label>
  <input type="text" name="Age" />
  <label>Gender:</label>
  <input id="female" type="radio" name="gender" value="f" />
  <label for="female">Female</label>
  <input id="male" type="radio" name="gender" value="m" />
  <label for="male">Male</label>
</form>
```



The image shows a web page with a form. The form contains a label "Age:" followed by a text input field. Below it is a label "Gender:" followed by two radio buttons. The first radio button is labeled "Female" and the second is labeled "Male". Both radio buttons are currently unselected.

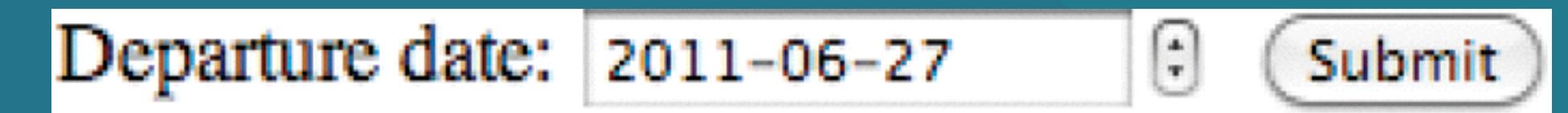


Forms

```
<label for="date">Departure date:</label>
```

```
<input type="date" name="depart"  
id="date" />
```

```
<input type="submit" value="Submit" />
```



Forms

```
<input type="email" name="email" />  
<input type="url" name="website" />
```

Please enter your email address:



A screenshot of a web form. It contains a text input field with the word "ivy" typed into it, a red "Submit" button to its right, and a red callout box below the input field. The callout box contains the text "Please enter an email address." A blue arrow points from the word "ivy" in the input field to the start of the error message in the callout box.

Please enter your website address:

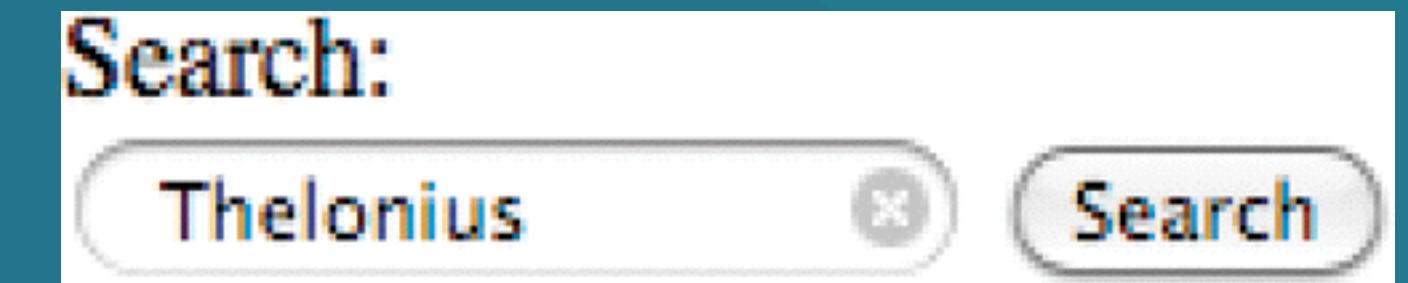


A screenshot of a web form. It contains a text input field with the word "ivy" typed into it, a red "Submit" button to its right, and a red callout box below the input field. The callout box contains the text "Please enter a URL." A blue arrow points from the word "ivy" in the input field to the start of the error message in the callout box.



Forms

```
<input type="search" name="search"  
placeholder="Enter keyword" />  
  
<input type="submit" value="Search" />
```



Doctype Declaration

```
<!DOCTYPE html>

<html lang="en-us">

  <head>

    <meta charset="utf-8">

    <meta http-equiv="X-UA-Compatible" content="IE=edge">

    <meta name="viewport" content="width=device-width, initial-scale=1">

    <title>Page Title Goes Here</title>

    <meta name="description" content="Page Description Goes Here">

  </head>
```



DIV and SPAN

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

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



Comments

```
<!-- start of introduction -->
<h1>Current Exhibition</h1>
<h2>Olafur Eliasson</h2>
<!-- end of introduction -->
```



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>



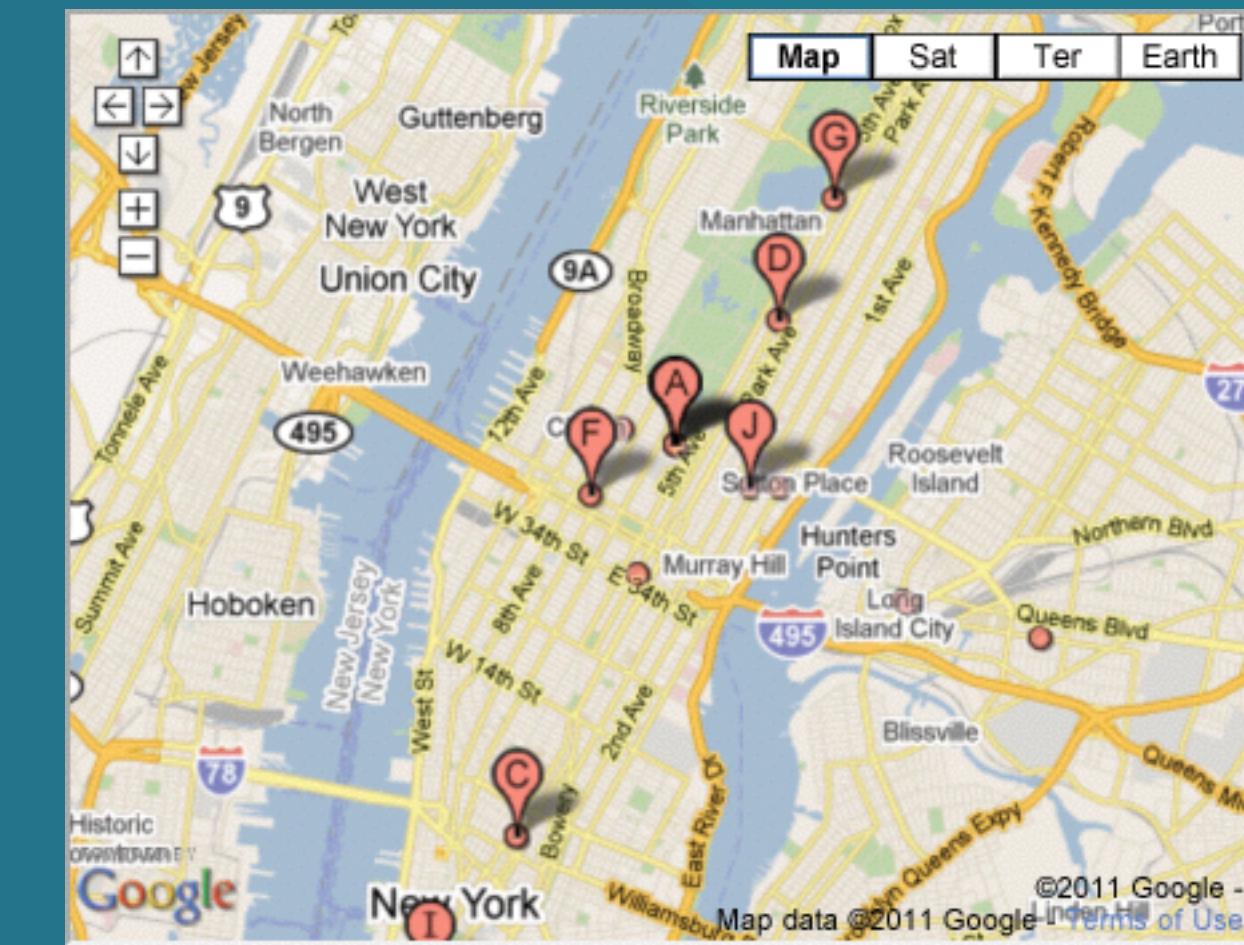
Class

<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>



Iframe

```
<iframe width="450" height="350"
        src="http://maps.google.co.uk/maps?
            q=moma+new+york&output=embed"
        frameborder="0"
        scrolling="0">
</iframe>
```



Content + Architecture Assignment

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



HTML Basics 2

<http://rwdkent.com/class/assignments/html2/>



HTML Basics Hands On

+ Start Content Assignment



Mobile Content Mandate

Karen McGrane

