



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)

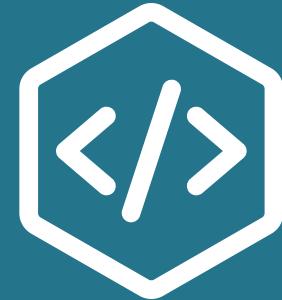
RWD and Process (10 min - 7:30 - 7:40)

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.



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Break





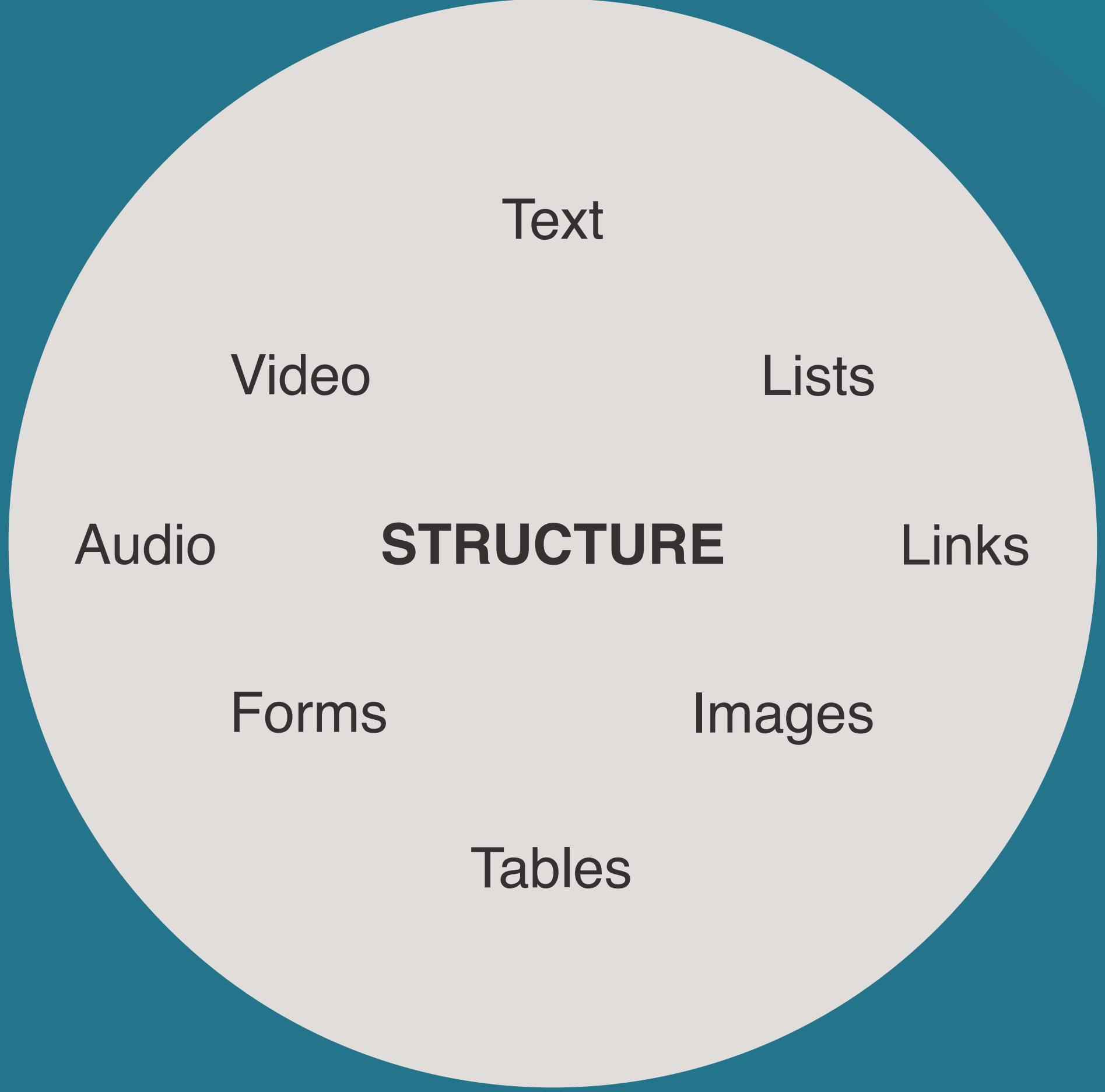
HTML Part 1





What is HTML used for?





Text

Video

Lists

Audio

STRUCTURE

Links

Forms

Images

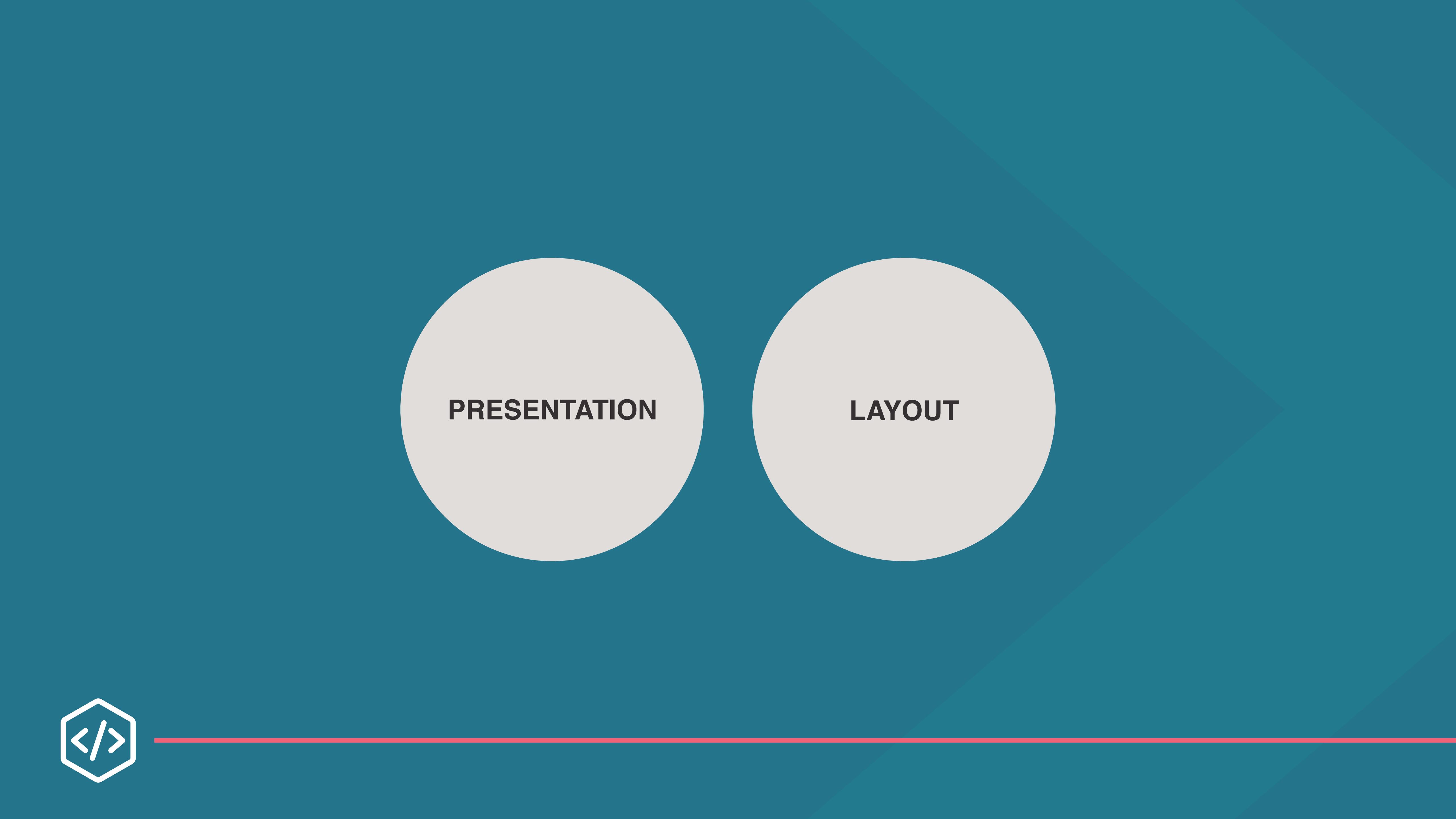
Tables





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

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

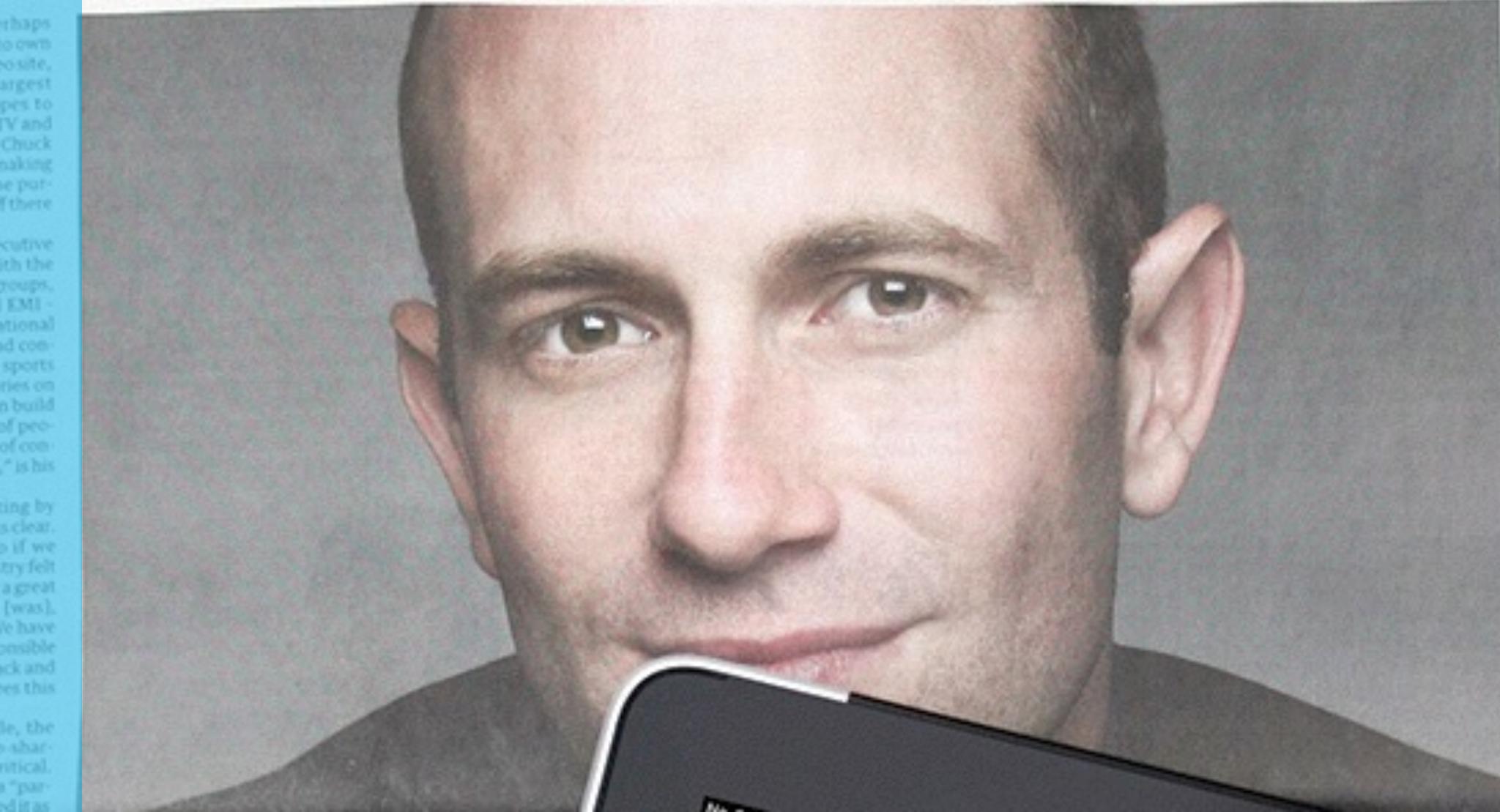
His former mobile chief is leading the music industry's fight to shake up online video. He reveals his vision with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweney**

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.

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HOW PAGES USE STRUCTURE

Interview Rio Caraeff

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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

The right page of the magazine spread shows a smartphone displaying a news article from theguardian.com. The article is titled "Rio Caraeff: Vevo revolutionary" and discusses his frustration with MTV and the success of his site. The phone screen also shows the guardian news navigation bar and some social media sharing options.

HOW PAGES USE STRUCTURE

Interview Rio Caraeff

Vevo revolutionary

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Vevo's relationship with Google, the owner of the world's largest video-sharing site YouTube, is clearly critical. "We've had some interesting discussions with Google," says Caraeff. Martin Sorrell described it as "a symbiotic" relationship. "It's a bit like the combative relationship between the music industry and Google in the digital space," he says. "Vevo's relationship with Google is as 'symbiotic' - it's not about independence."

Caraeff has worked 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 video on the side of the YouTube web page 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

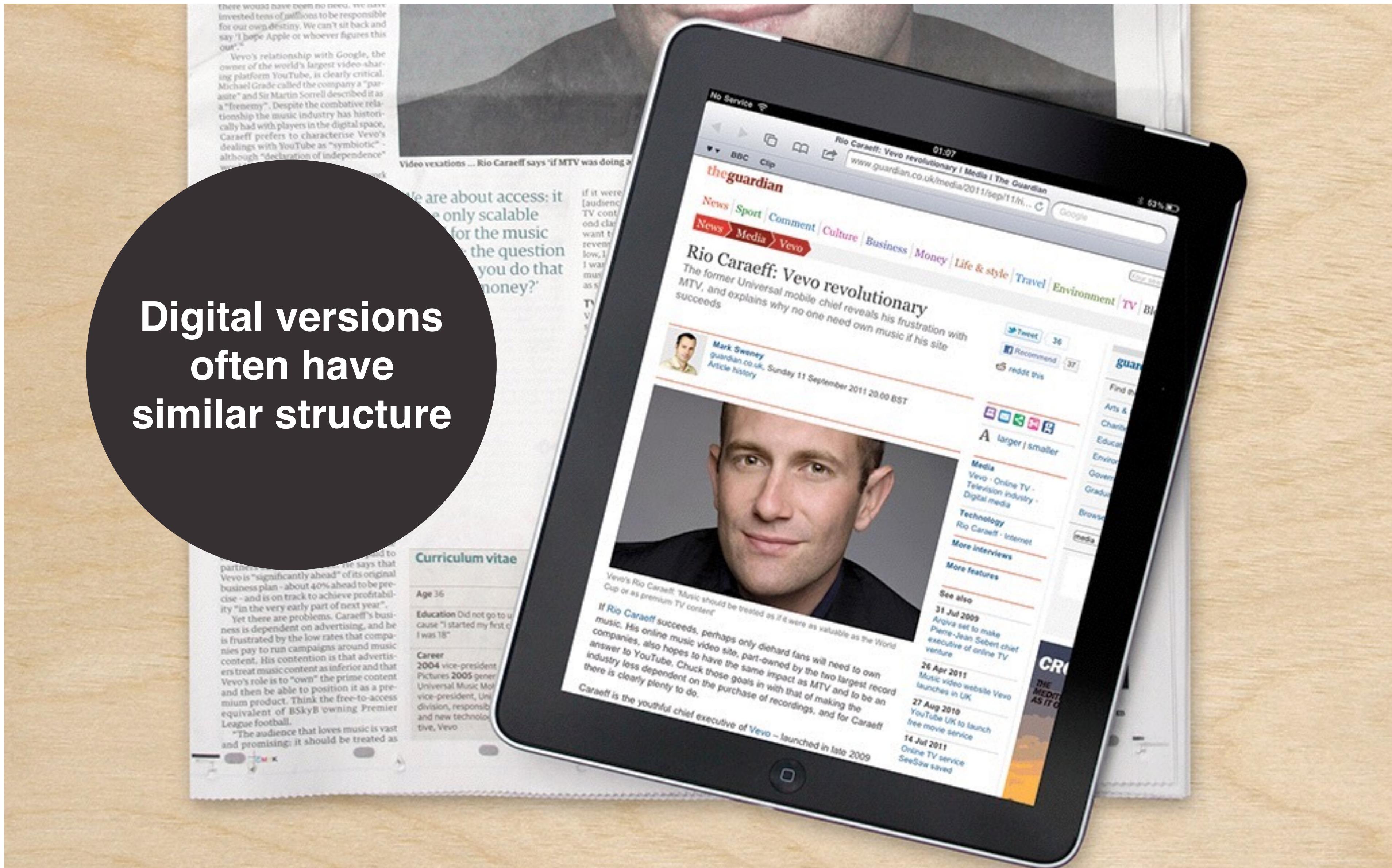
Video vexations ... Rio Caraeff says 'if MTV was doing a

No Service 

Rio Caraeff: Vevo revolutionary | Media | The Guardian
www.guardian.co.uk/media/2011/sep/11/ri... C Google
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

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**
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 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.

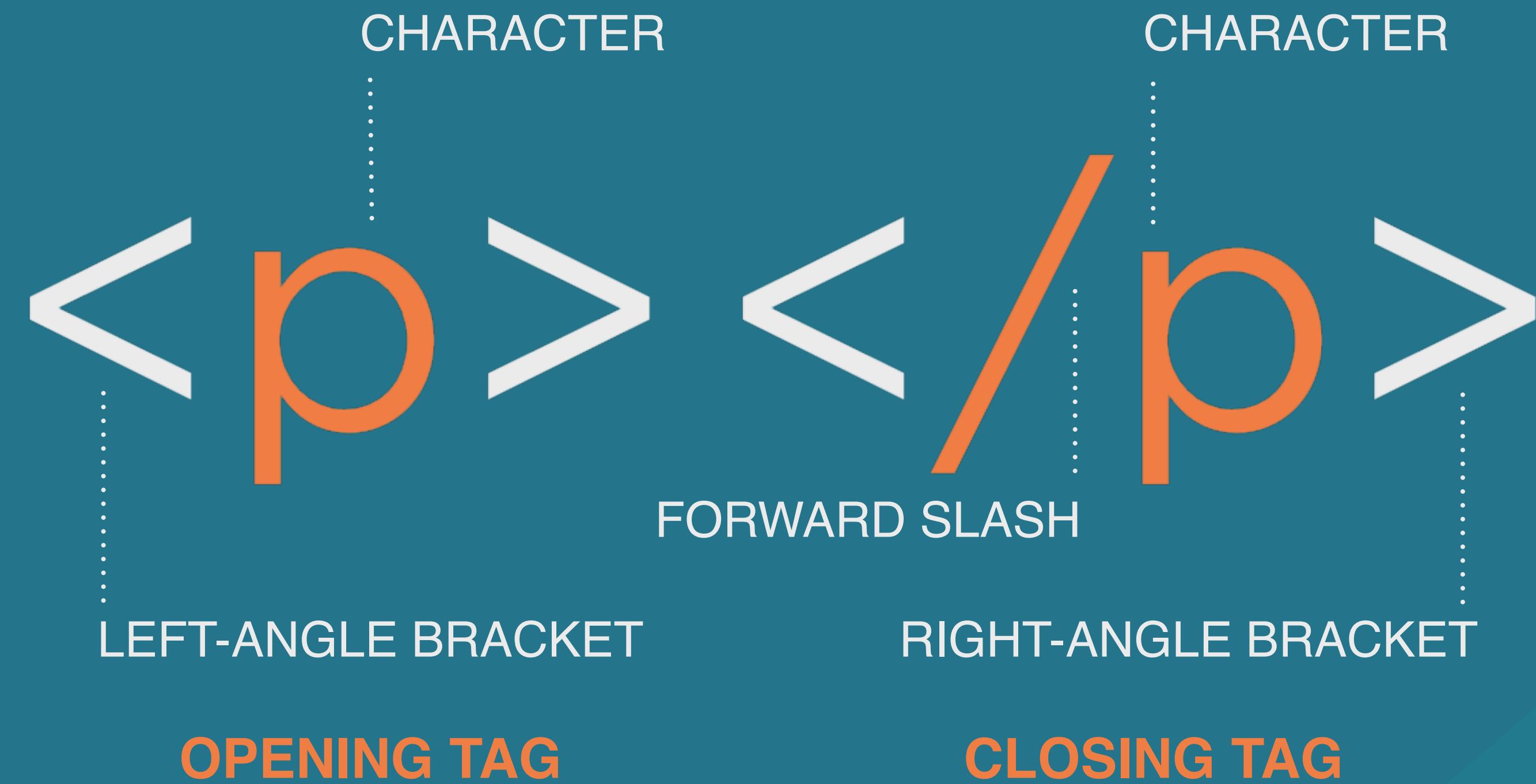
Word status bar: Page 1, Sec 1, 1/1, At 4.7cm, Ln 4, Col 19, 27/70, OREC, OTRK, OEXT, OVR.

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

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

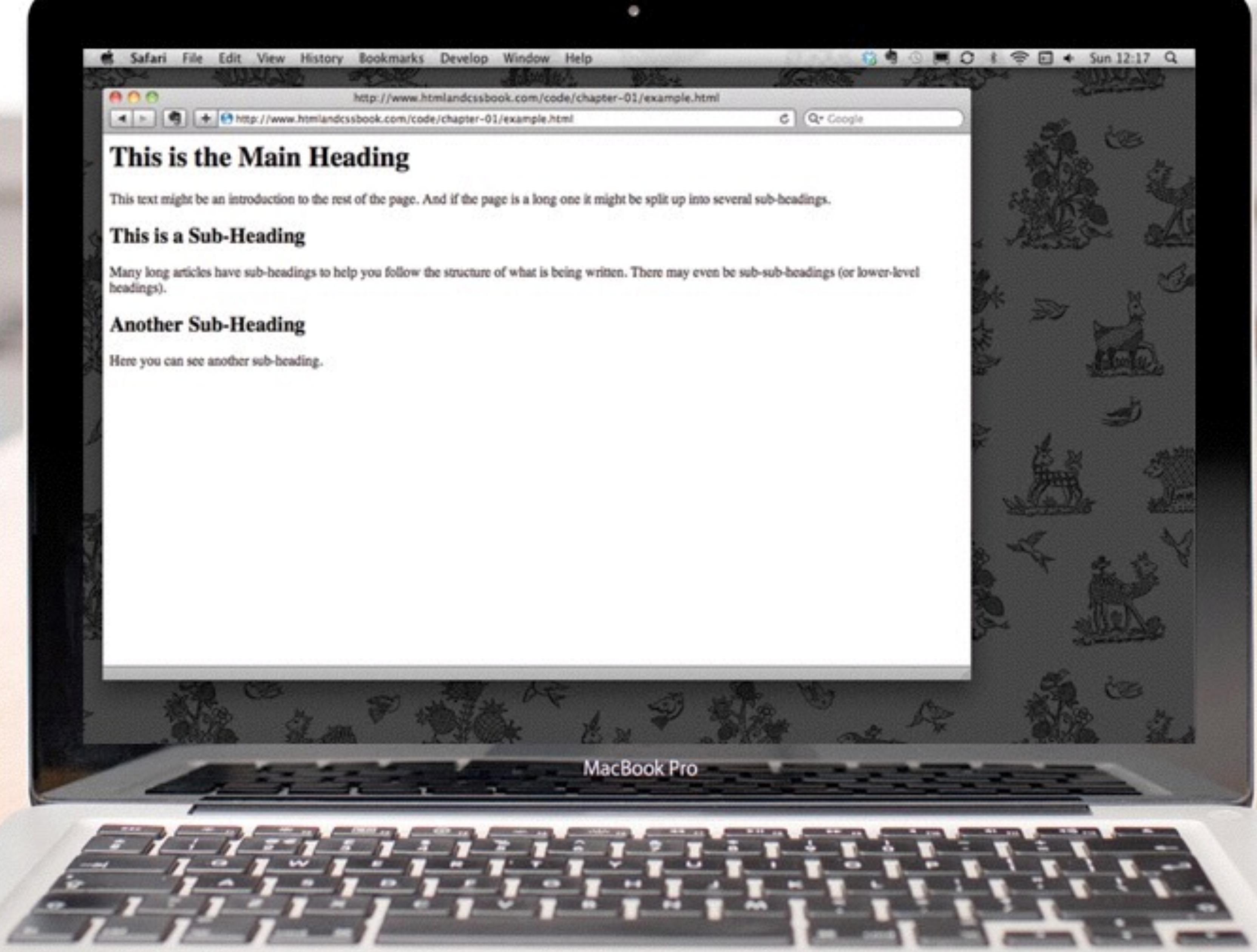


Body, Head, Title

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>
```



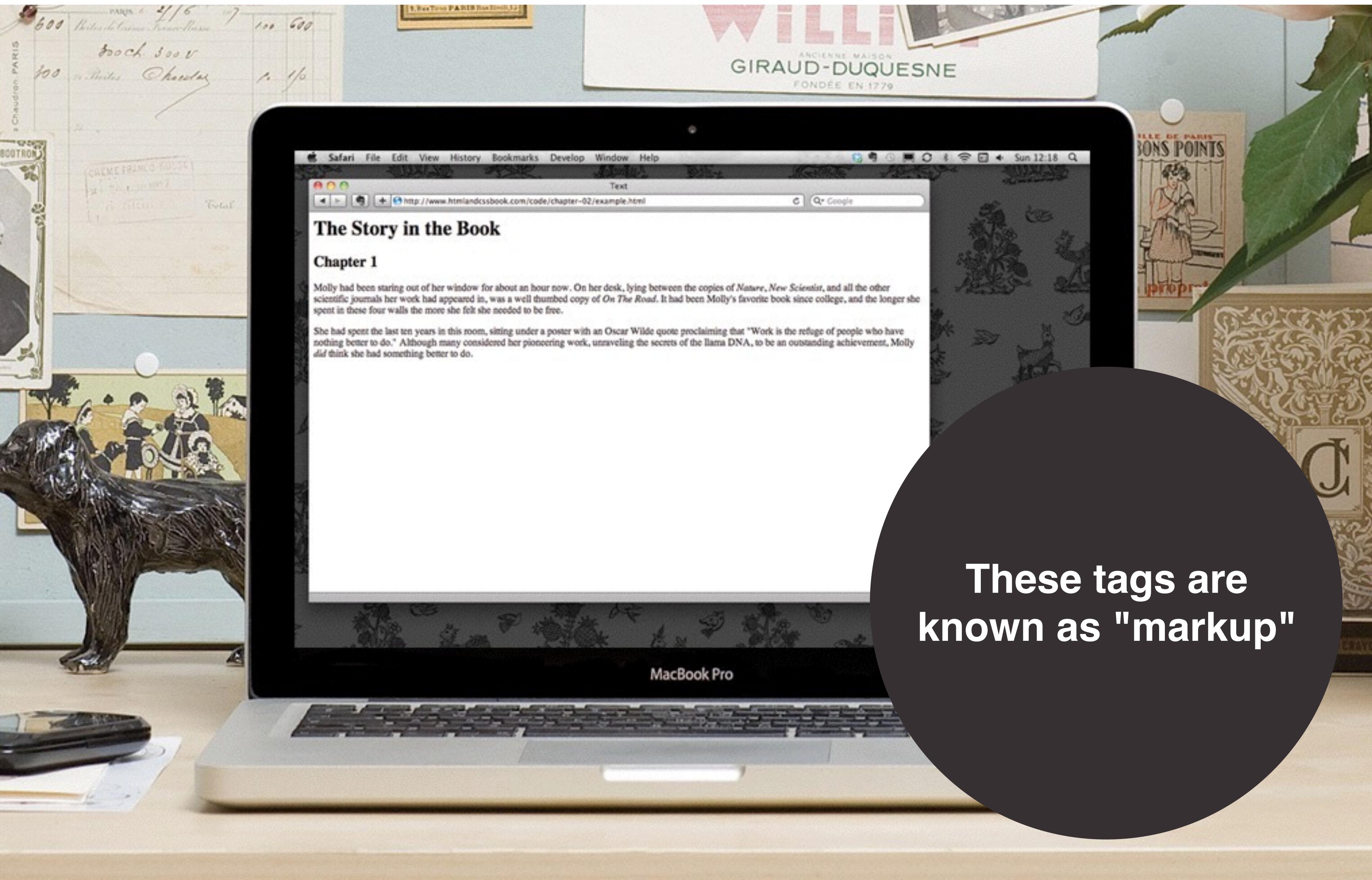


TAGS DESCRIBE CONTENT



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 />`

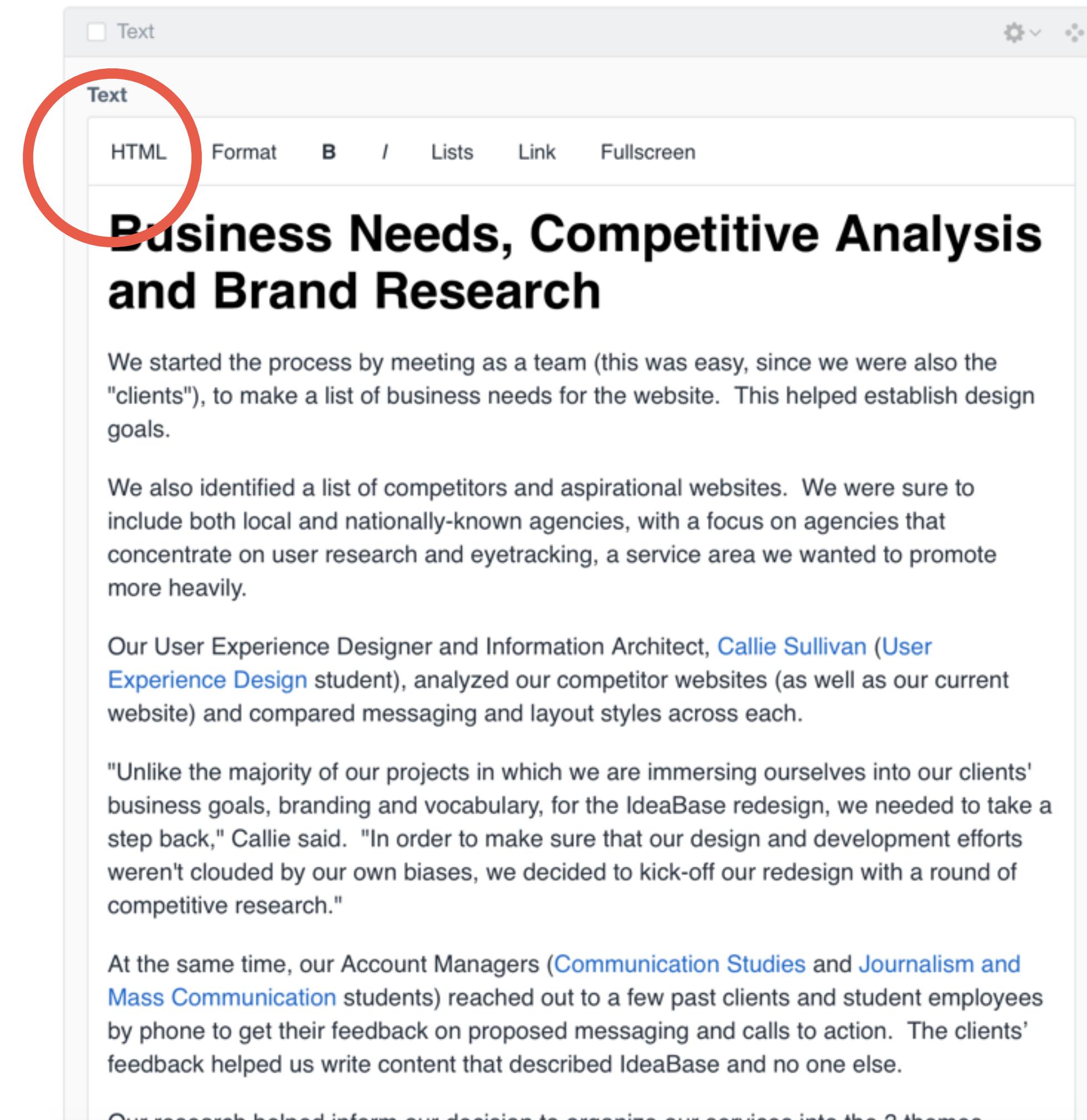
`<p>Jupiter is bigger than all the other
planets combined.</p>`

RESULT

Venus is the only planet that rotates clockwise.

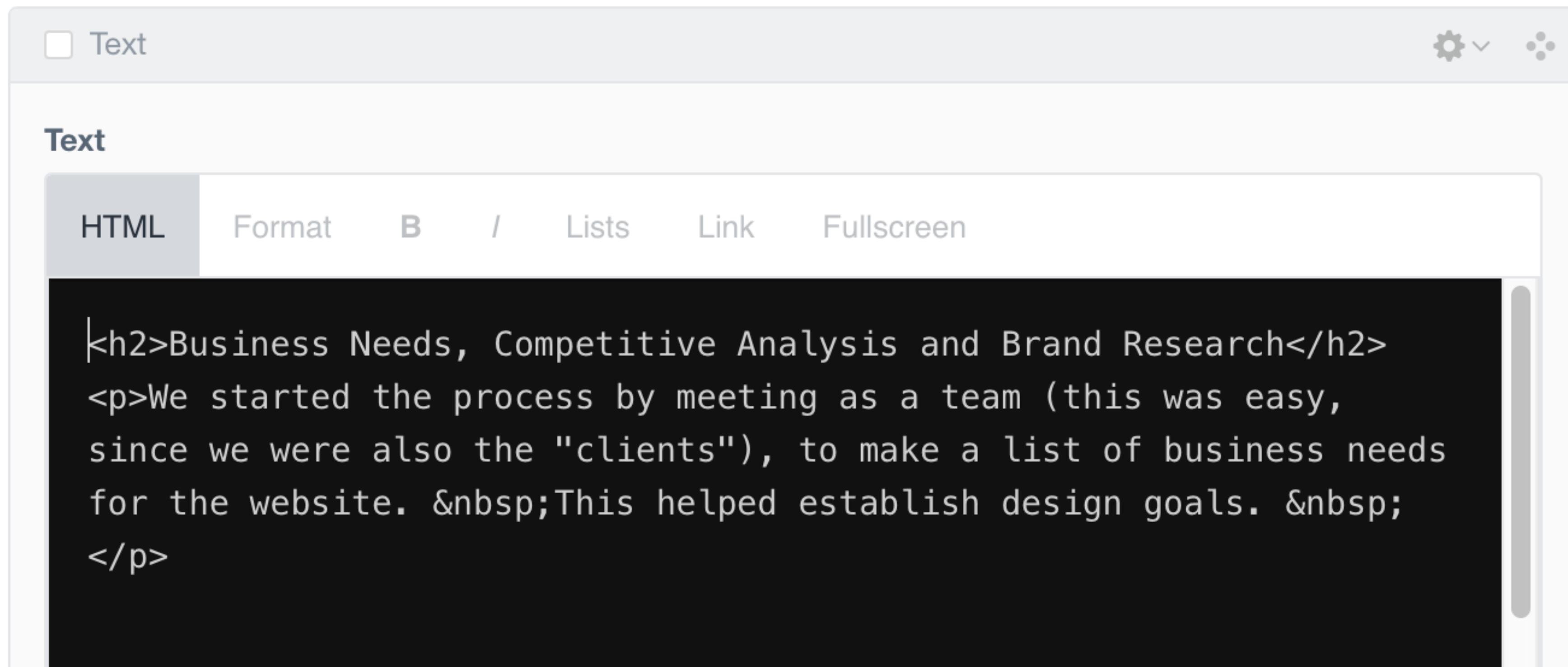
Jupiter is bigger than all the other planets combined.

VISUAL EDITORS & THEIR CODE VIEWS



The screenshot shows a visual editor window titled "Text". At the top is a toolbar with icons for "Text", "HTML" (which is highlighted with a red circle), "Format", "B", italic, "Lists", "Link", and "Fullscreen". Below the toolbar is a section titled "Business Needs, Competitive Analysis and Brand Research" in bold black text. Underneath this title is a paragraph of text: "We started the process by meeting as a team (this was easy, since we were also the "clients"), to make a list of business needs for the website. This helped establish design goals." Further down, another paragraph reads: "We also identified a list of competitors and aspirational websites. We were sure to include both local and nationally-known agencies, with a focus on agencies that concentrate on user research and eyetracking, a service area we wanted to promote more heavily." Below these paragraphs is a third one: "Our User Experience Designer and Information Architect, [Callie Sullivan \(User Experience Design student\)](#), analyzed our competitor websites (as well as our current website) and compared messaging and layout styles across each." The final visible paragraph at the bottom starts with: "Unlike the majority of our projects in which we are immersing ourselves into our clients' business goals, branding and vocabulary, for the IdeaBase redesign, we needed to take a step back," Callie said. "In order to make sure that our design and development efforts weren't clouded by our own biases, we decided to kick-off our redesign with a round of competitive research."

VISUAL EDITORS & THEIR CODE VIEWS



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>

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).

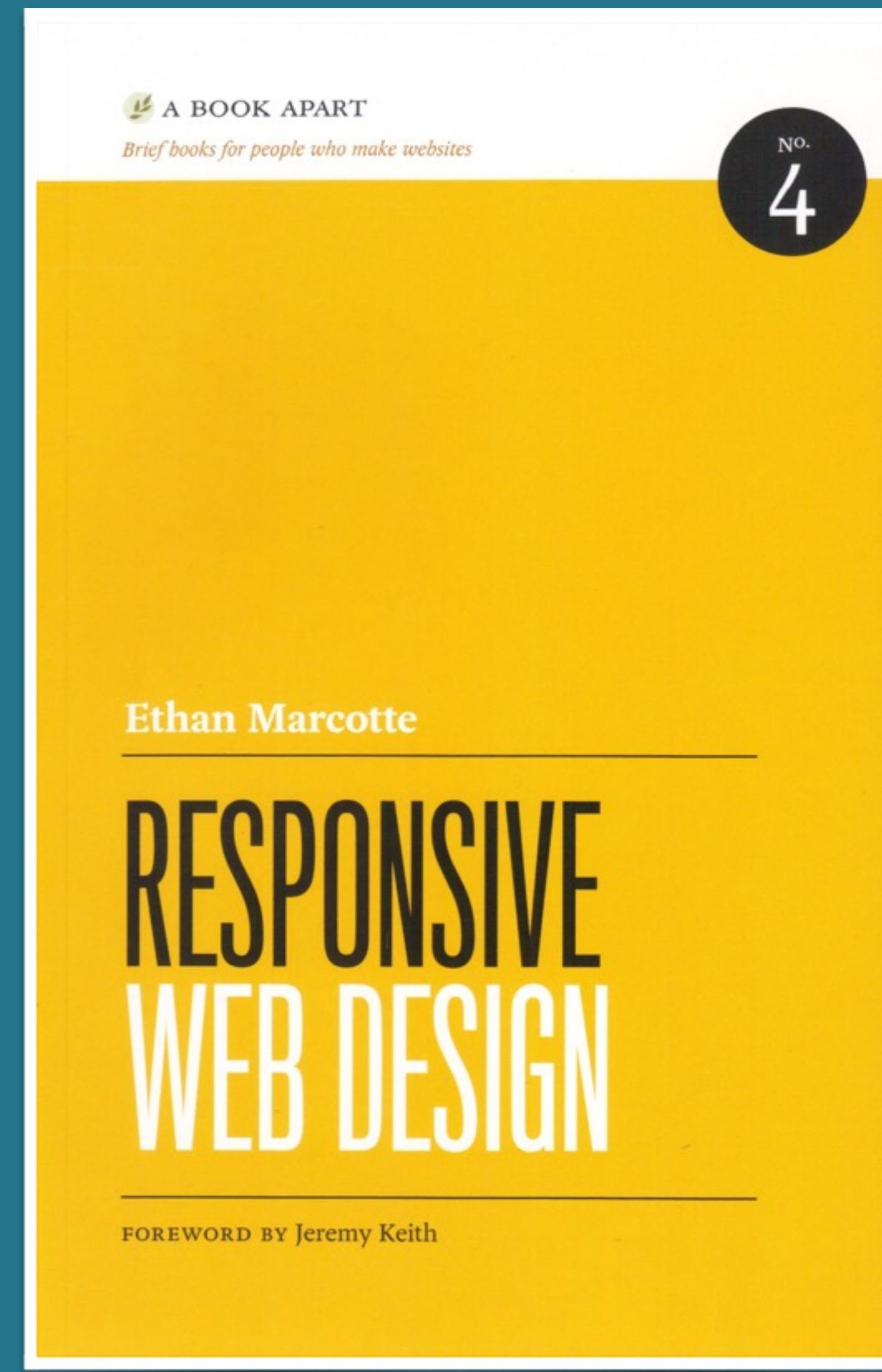


How Does it Work?



Hands on: HTML Exercise

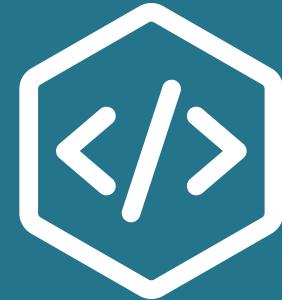




RWD Book



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?



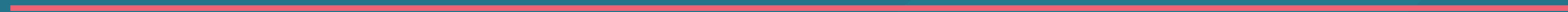
SIZE

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/>



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!

