



RWD

Class 2

Overview

Complete your Surveys!

Case Studies Part 1 (45 min - 6:15)

**Hands-On (Setup GitHub & CodePen)
(30 min - 6:45)**

HTML Part 1 (30 min - 7:15)

HTML Basics Assignment (10 min - 7:25)

Break (5 min - 7:30)

Case Studies Part 2 (45 min - 8:15)

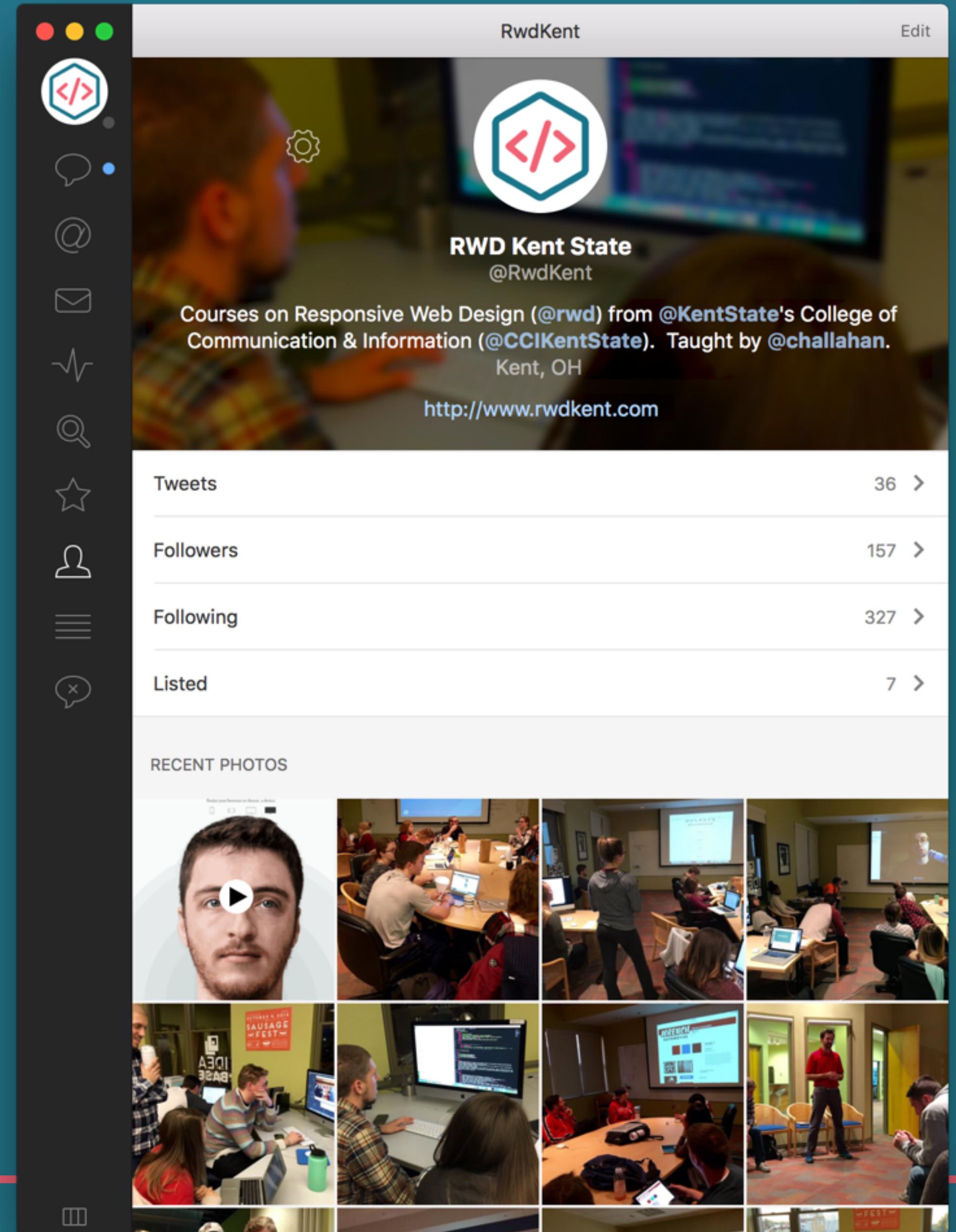


Twitter Challenge

What Did You Learn?

#New2RWD

1 Bonus Point



RWD Case Study

First 9





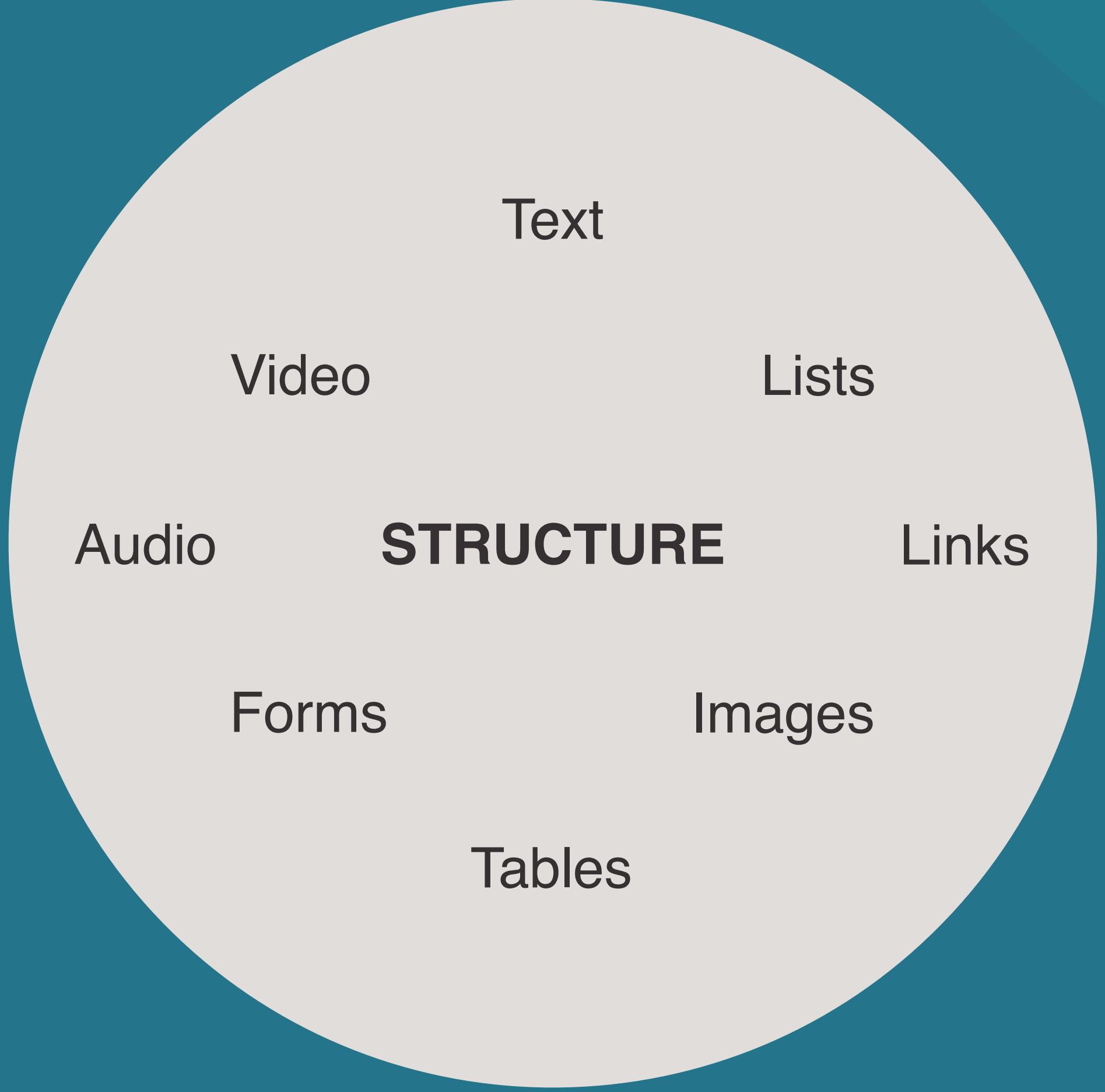
HTML Part 1





What is HTML used for?





Text

Video

Lists

Audio

STRUCTURE

Links

Forms

Images

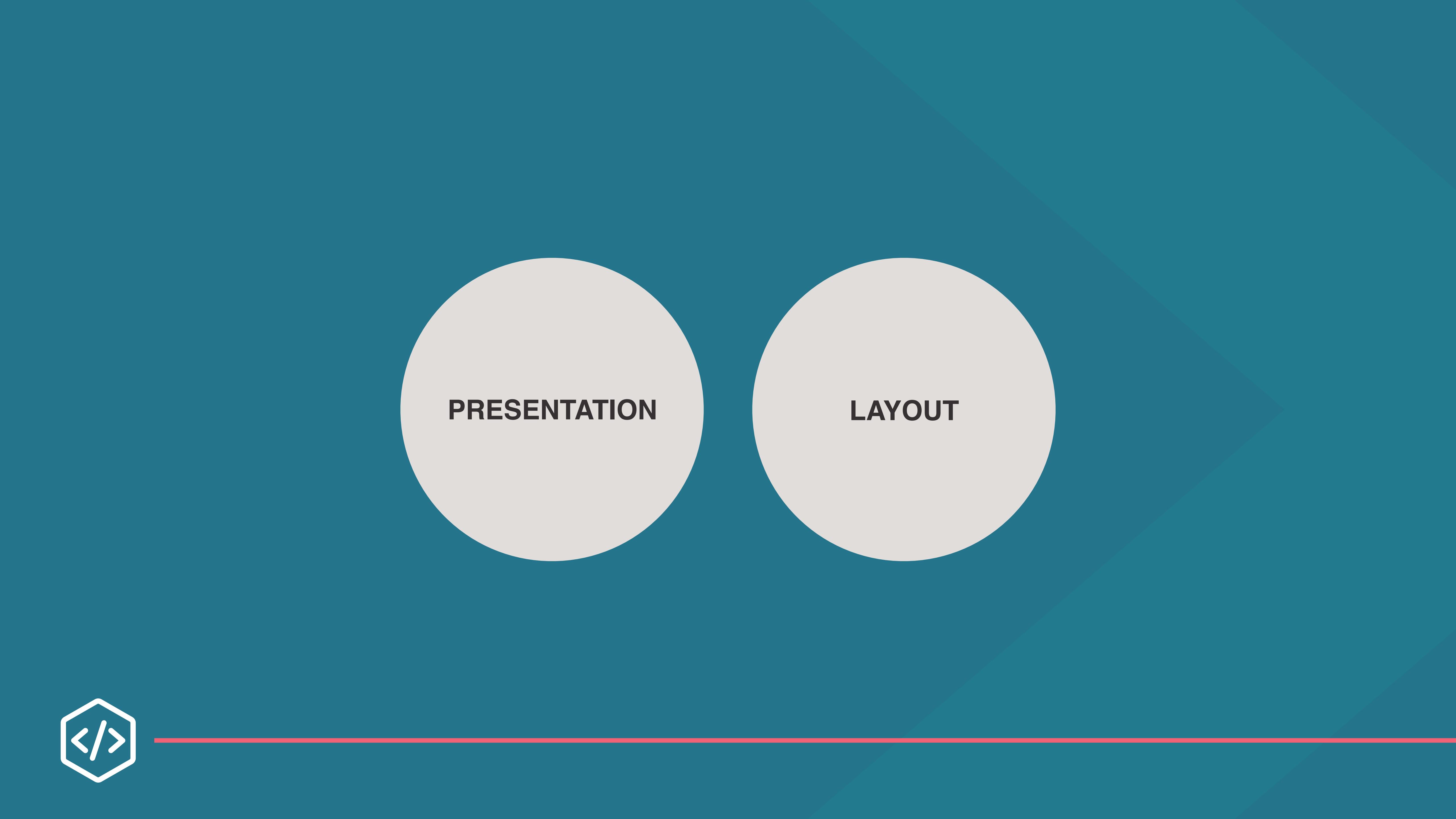
Tables





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

Digital economy or bust
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Do revolutionary

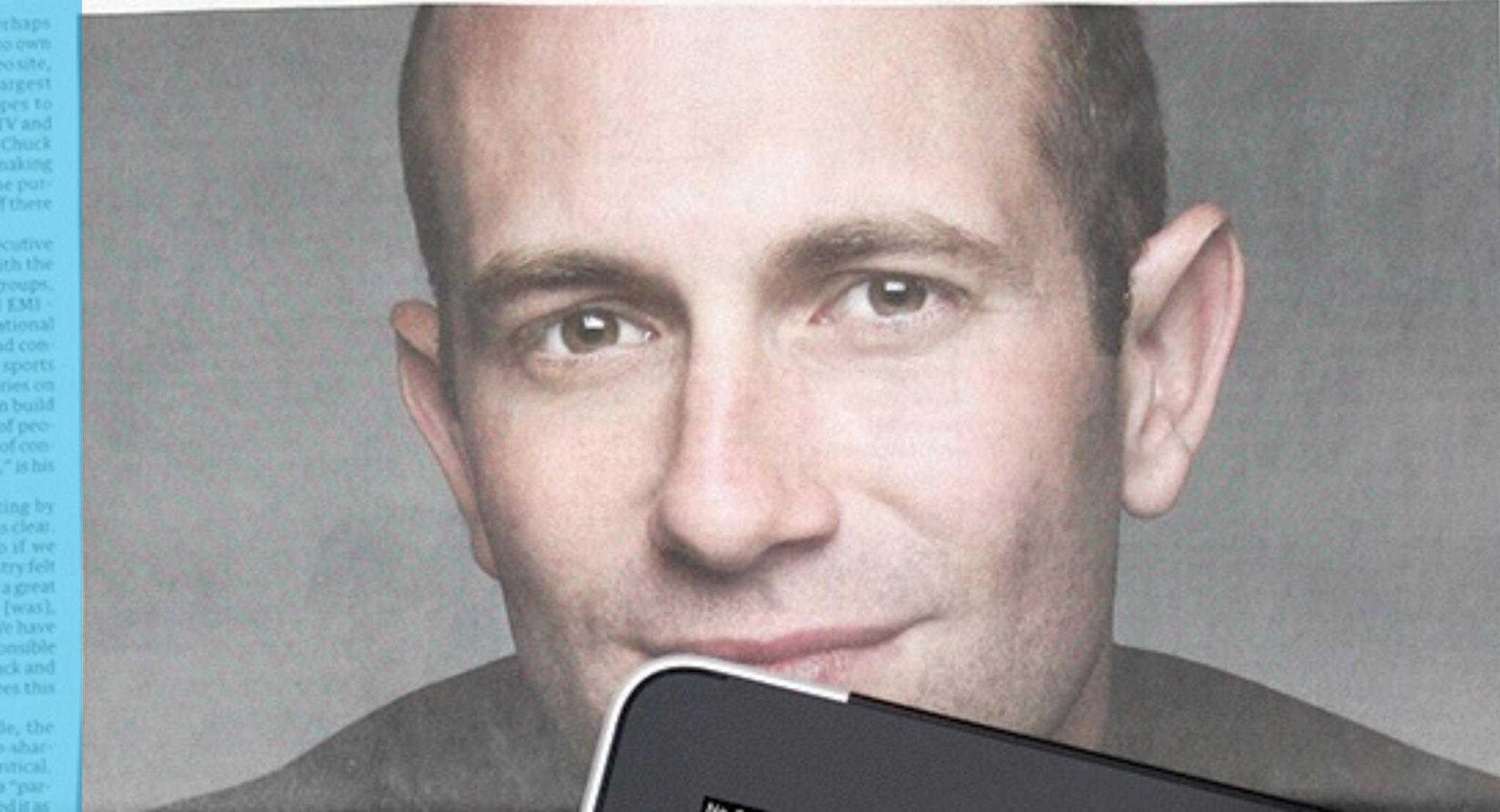
His former mobile chief is leading the music industry's fight to shake up online video. He reveals his vision with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweney**

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HOW PAGES USE STRUCTURE

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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

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

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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?'

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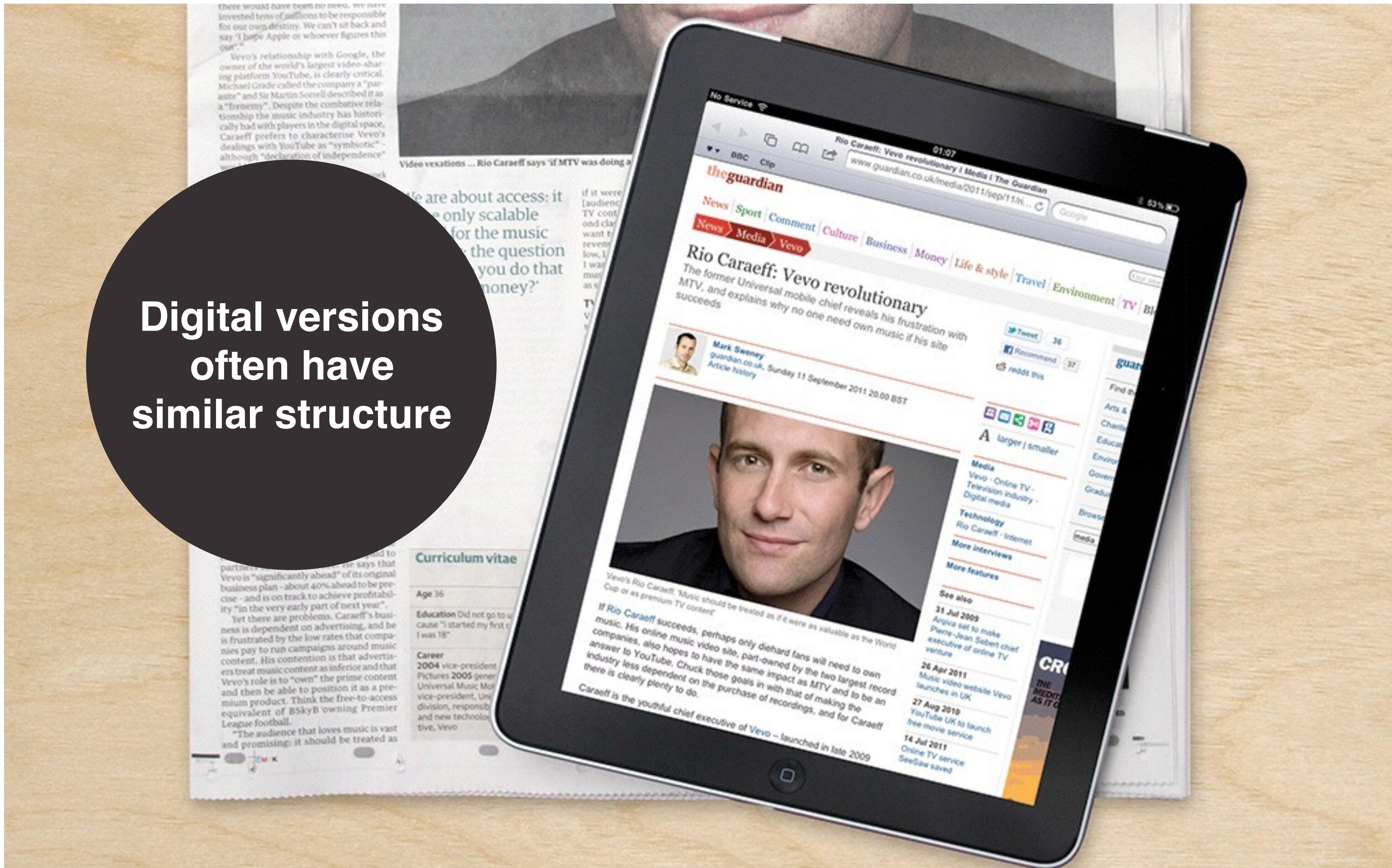
Rio Caraeff: Vevo revolutionary | Media | The Guardian
www.guardian.co.uk/media/2011/sep/11/ri... C Google
News Sport Comment Culture Business Money Life & style Travel Environment TV Bi...
News > Media > Vevo

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

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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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 displaying 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 explanatory text. A large black callout bubble is overlaid on the bottom right, containing the text: "The information is expanded upon and may use subheadings".

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.

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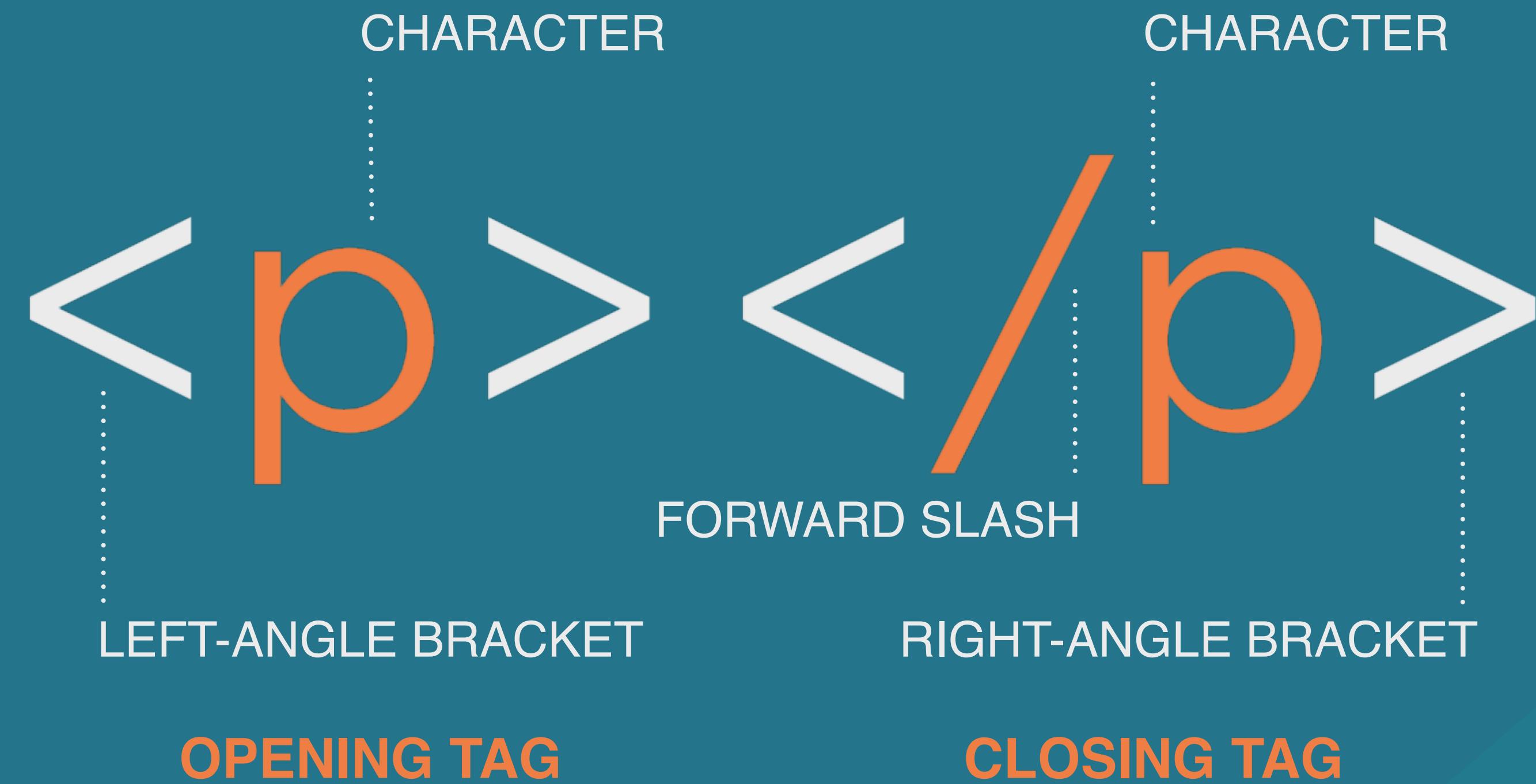
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HTML Structure

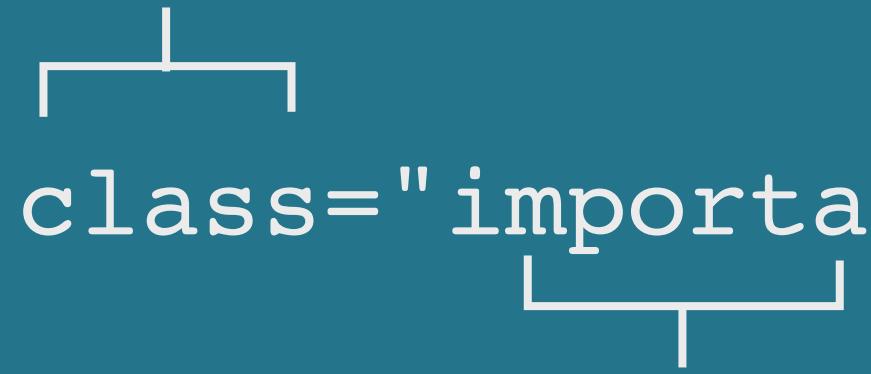
```
<html>
  <body>
    <h1>This is the Main Heading</h1>
    <p>This text might be an introduction to
       the rest of the page.</p>
    <h2>This is a Sub-Heading</h2>
    <p>Many long articles have sub-headings
       to help you follow the structure.</p>
    <h2>Another Sub-Heading</h2>
    <p>Here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



Elements



Attributes

ATTRIBUTE
NAME

Paragraph in English</p>
ATTRIBUTE
VALUE



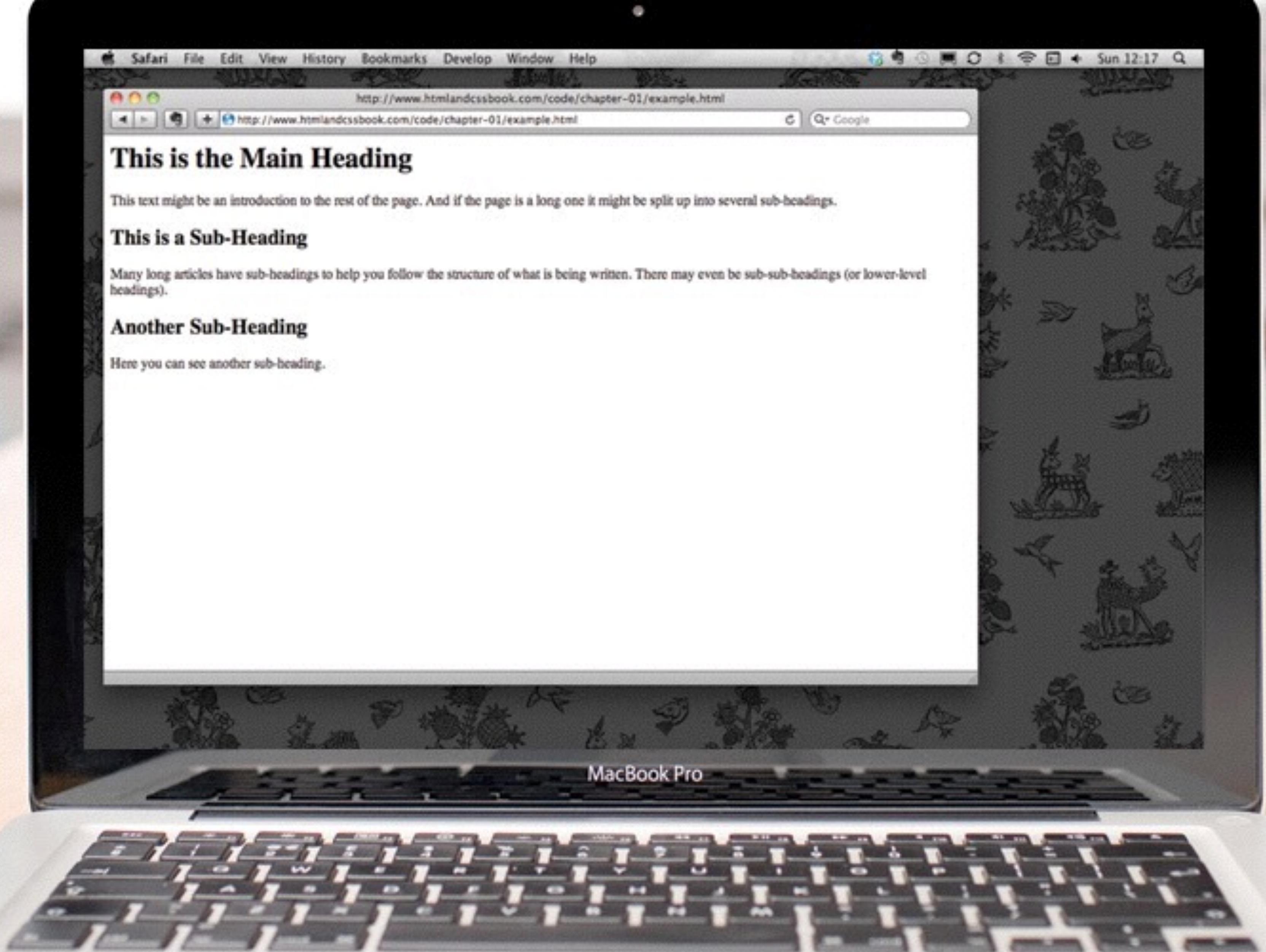
Body, Head, Title

```
<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?



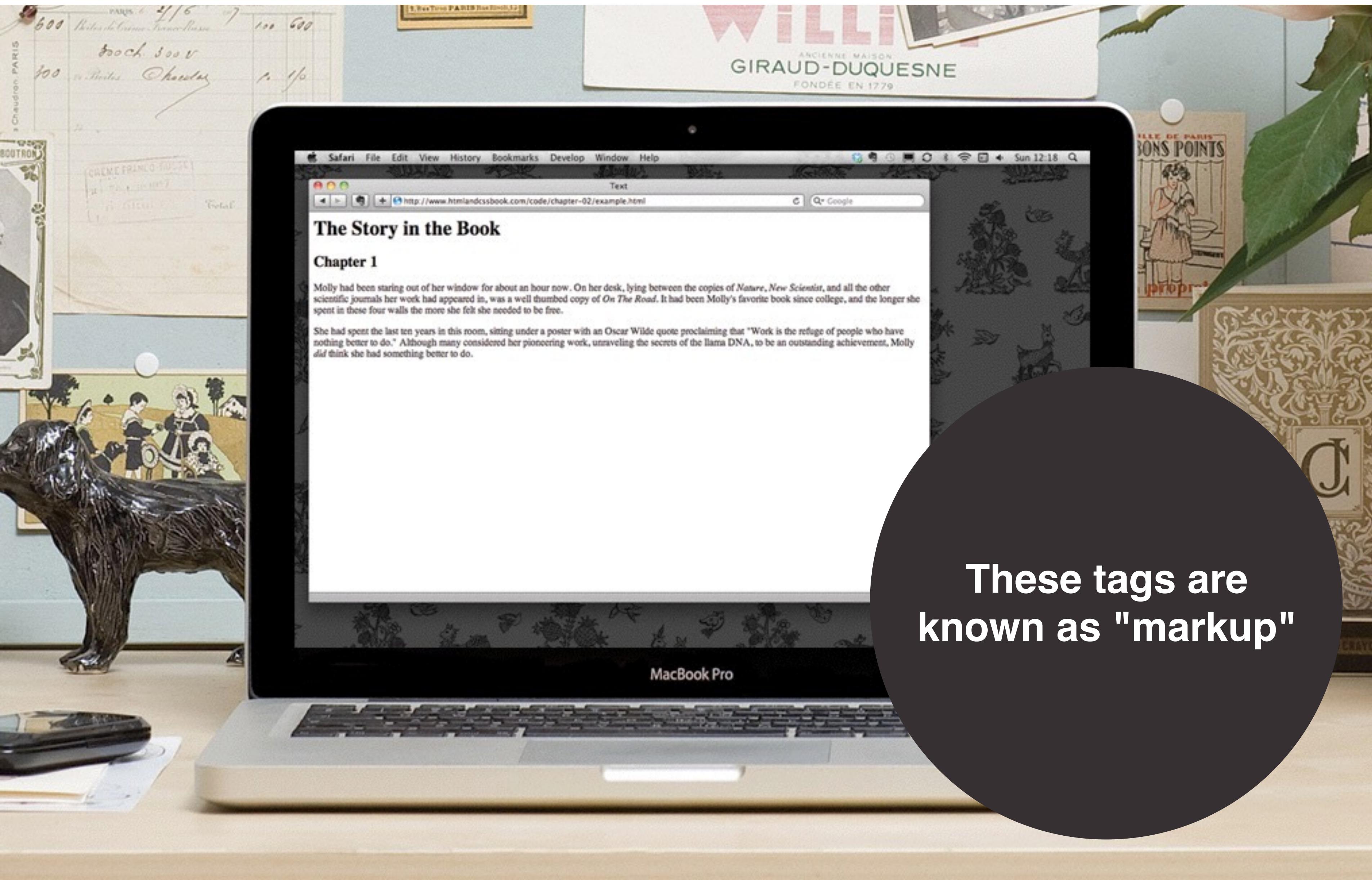


TAGS DESCRIBE CONTENT



Creating a page
involves adding
tags to content

TAGS DESCRIBE CONTENT



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 />`

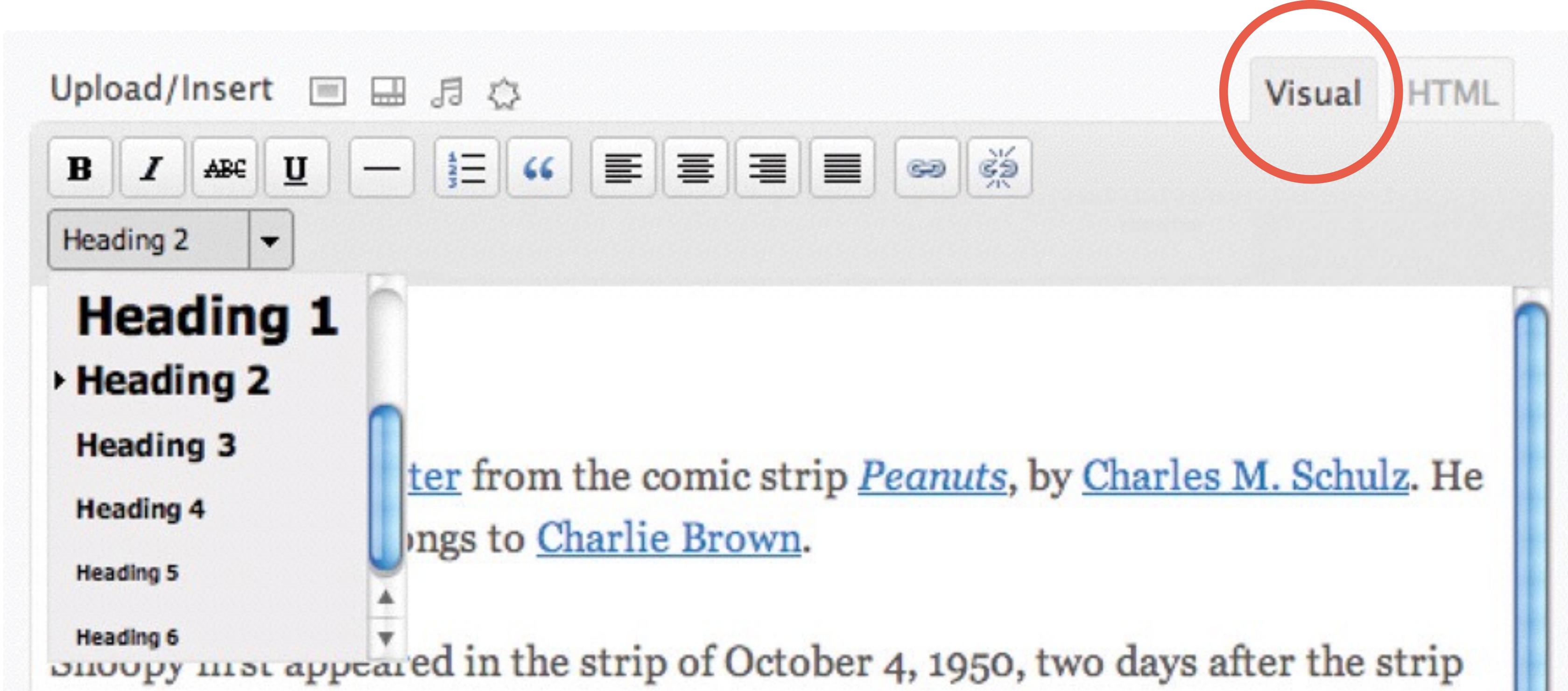
`<p>Jupiter is bigger than all the other
planets combined.</p>`

RESULT

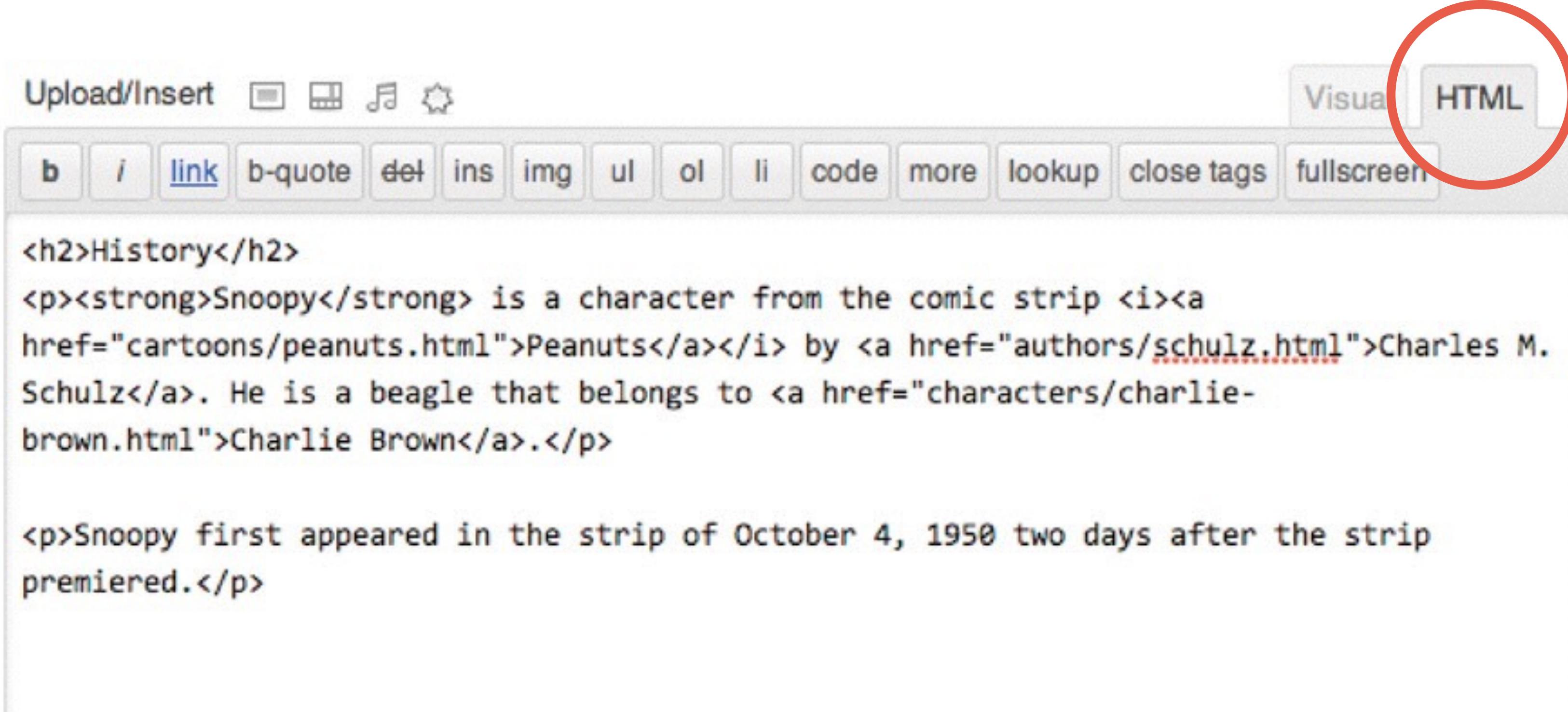
Venus is the only planet that rotates clockwise.

Jupiter is bigger than all the other planets combined.

VISUAL EDITORS & THEIR CODE VIEWS



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 like 'Upload/Insert' and 'Visual/HTML' switching, along with various rich text tools such as bold ('b'), italic ('i'), link, and lists ('ul', 'ol'). A red circle highlights the 'HTML' tab, which is currently selected. Below the toolbar, the content area displays the raw HTML code for a page about Snoopy. The code includes an

History

 heading and a

paragraph describing Snoopy's origin and association with Charles M. Schulz.

```
<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).



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.**



HTML Basics

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



RWD Case Study

Last 9



Wrap Up



For Next Time

HTML Basics 1

HTML Book: Lists and Links

Focusing on Top Tasks

Bringing Design and Research Closer Together



See You Next Week!

