



RWD

Class 4

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)



Design Survey

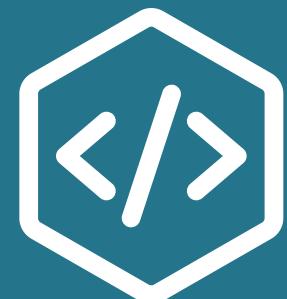
<http://tools.subtraction.com>



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

Content Audit

Format

Quality

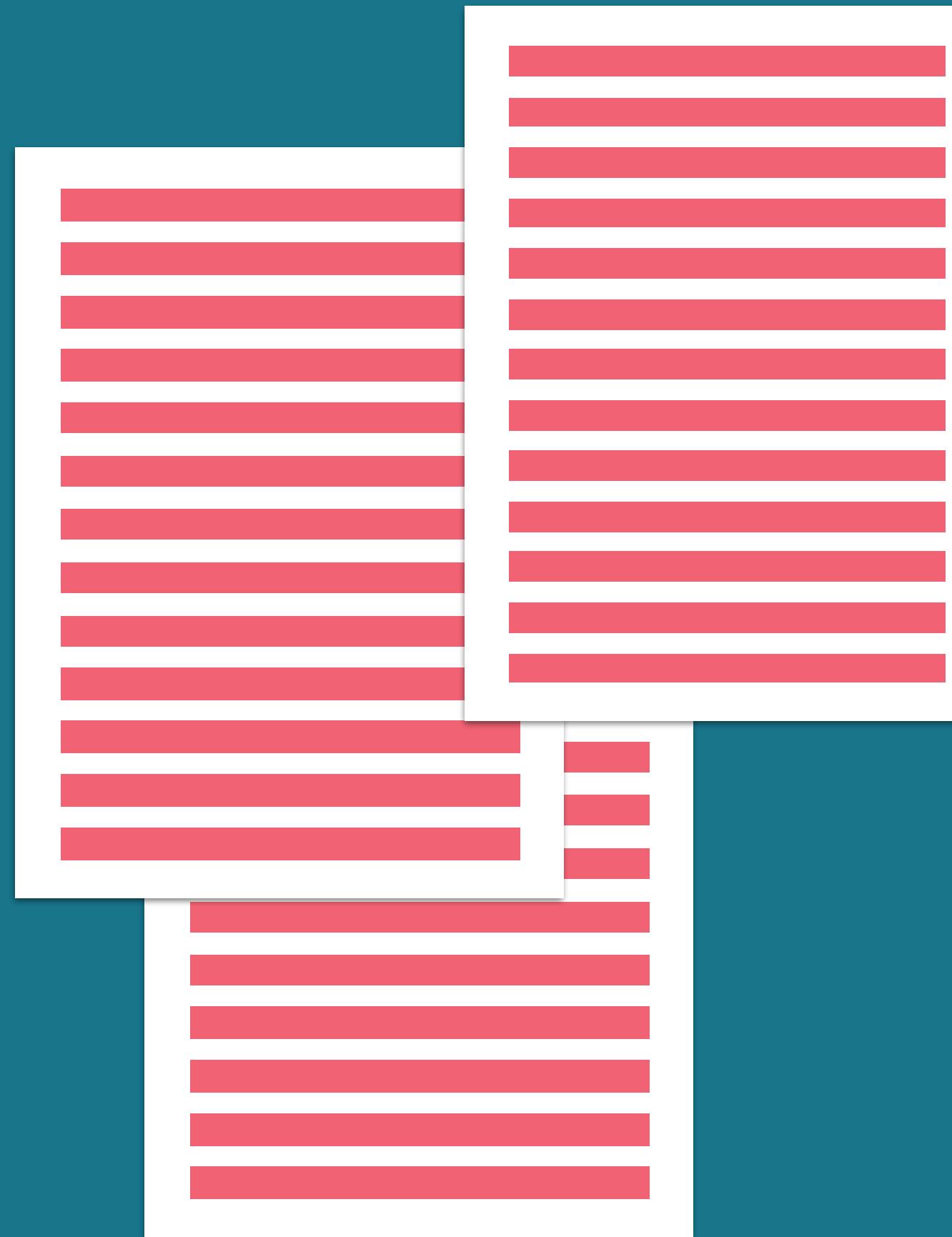
Owner

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.~~



HTML: Images, Tables, Forms



Image Markup

```

```

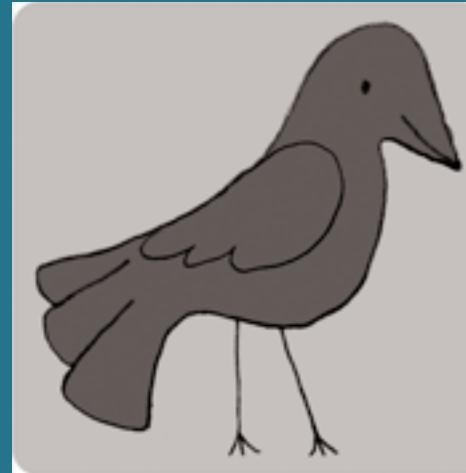


Image Markup

```
  
<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.

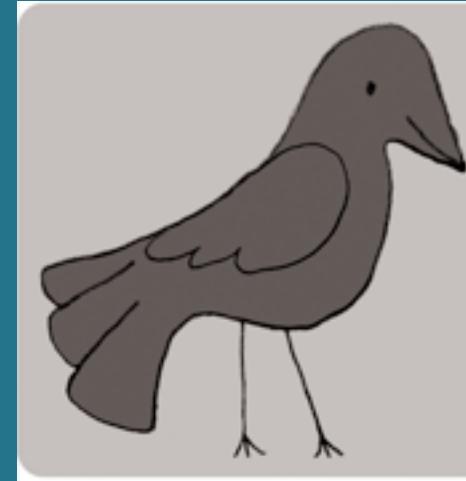


Image Markup

```
<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



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



Tables

The image shows three distinct documents, each featuring a table or grid of data:

- Top Document (Shares & Markets Business):** A large, dense table showing stock market data across various sectors like Financials, Industrials, Technology, and more. It includes columns for Price, Change, % Chg, and Market Cap.
- Middle Document (Using Oyster on National Rail):** A travel fare table titled "Adult fares Pay as you go". It lists fares for different zones and times of day (Peak vs Off-Peak). For example, Zone 1 only costs £2.00 Peak and £1.50 Off-Peak.
- Bottom Document (MSS Pet Insurance Benefits):** A table detailing pet insurance benefits. It lists various services and their coverage levels (Premier, Up to Standard, Not Covered) and associated costs.



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



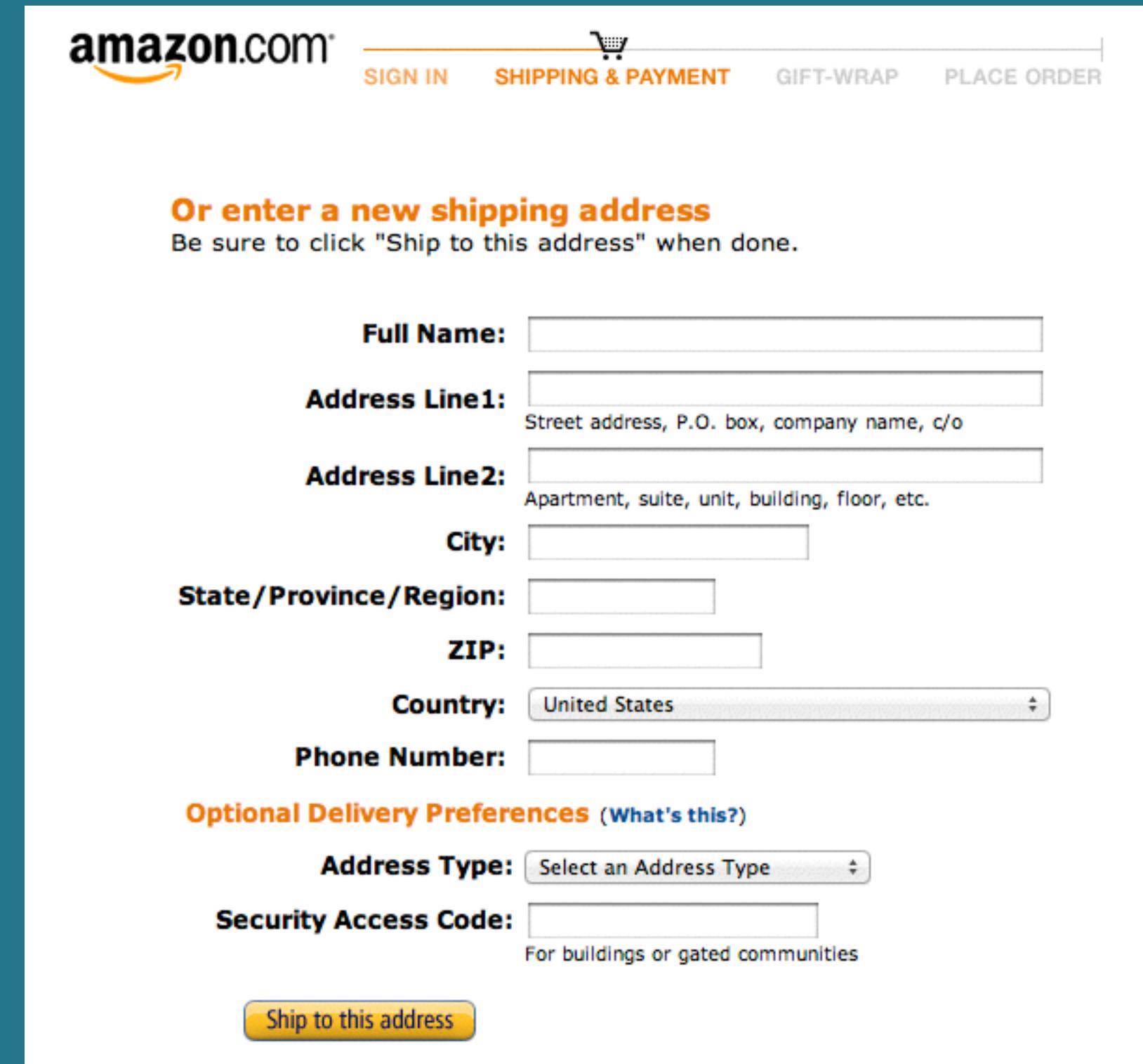
Tables are used for tabular data



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".

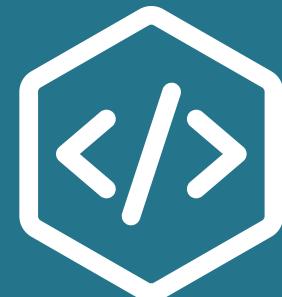


Forms

```
<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>
```



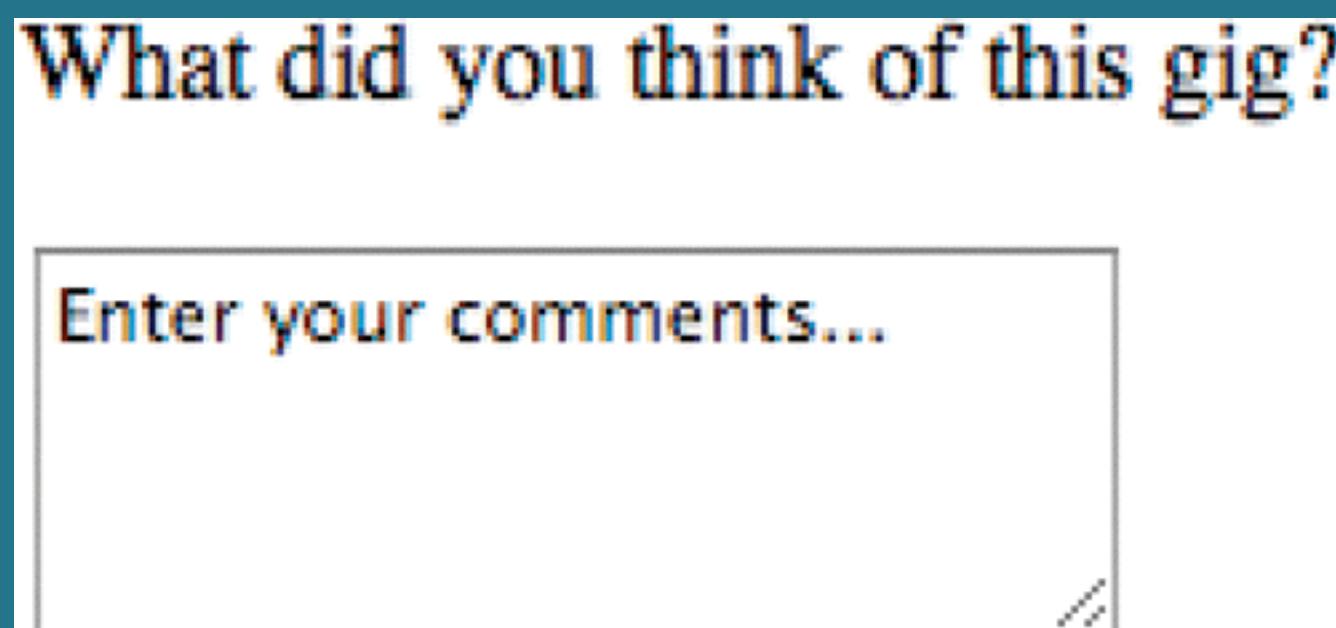
Forms

```
<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 light gray background and a thin gray border. The placeholder text "Enter your comments..." is centered in the text area in a brown 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

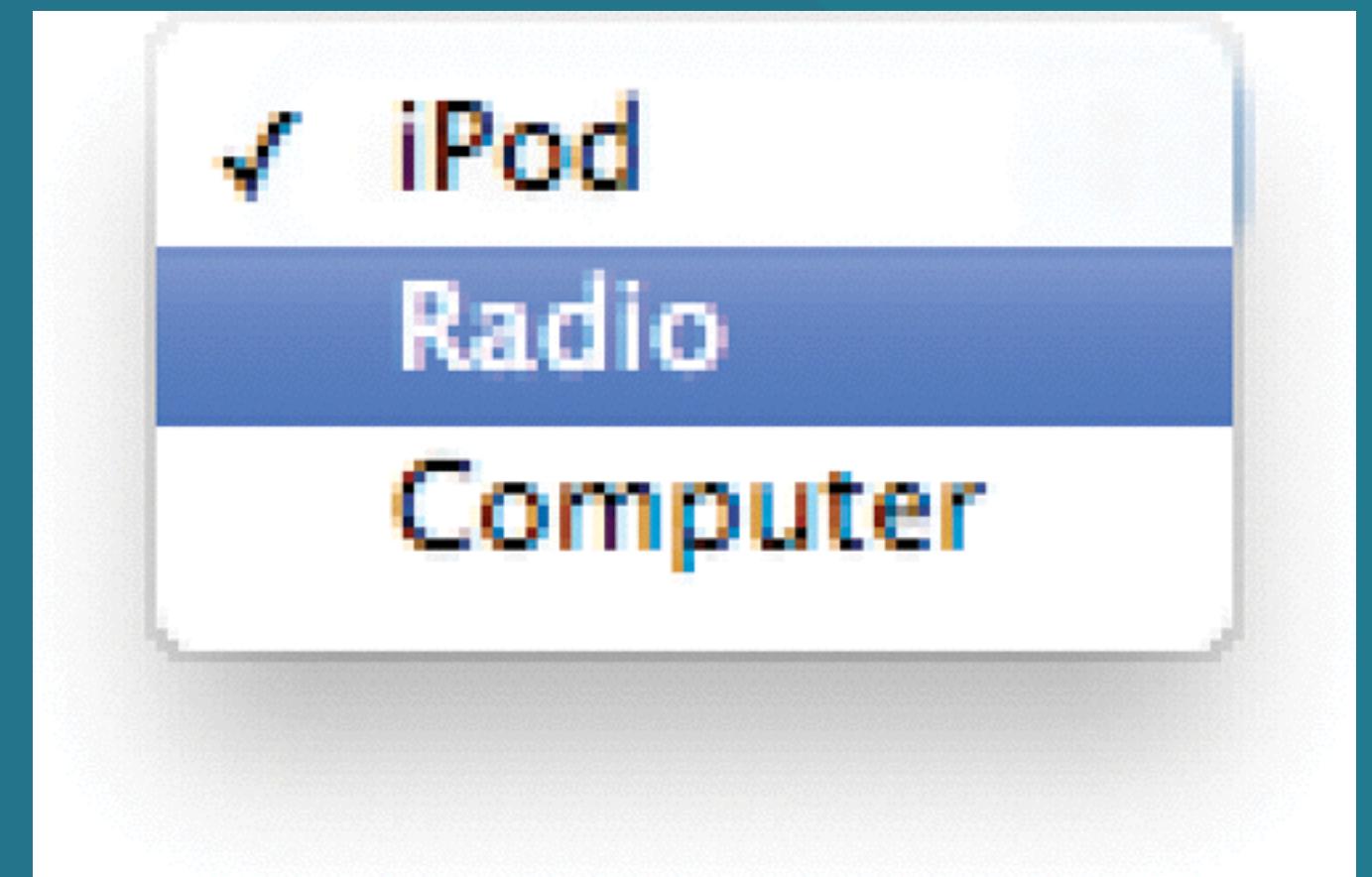
```
<p>Your favorite music service:<br />
<input type="checkbox" name="service"
      value="iTunes"
      checked="checked" /> iTunes
<input type="checkbox" name="service"
      value="Last.fm" /> Last.fm
<input type="checkbox" name="service"
      value="Spotify" /> Spotify
</p>
```

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

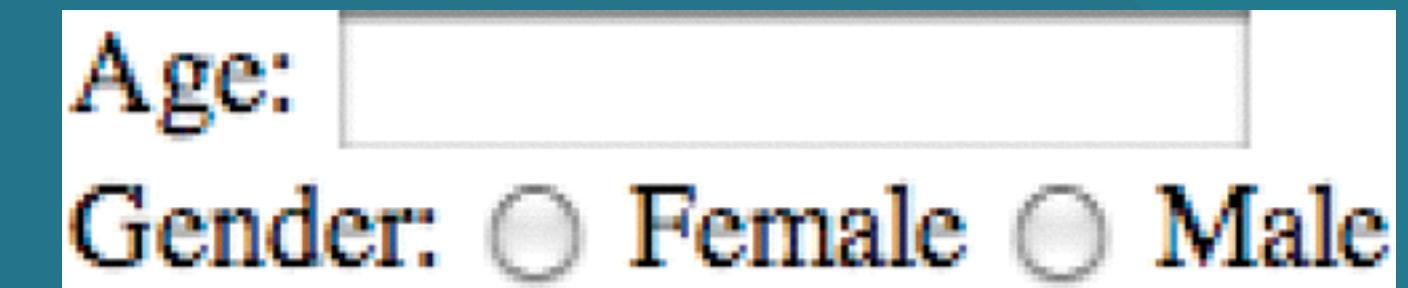
```
<form action="http://eg.com/email.php">  
  <p>Subscribe to our email list:</p>  
  
  <input type="text" name="email" />  
  
  <input type="submit"  
        value="Subscribe" />  
  
</form>
```

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:

The screenshot shows a web form with a single input field. The input field is a text box with a blue border, containing the text "ivy". To the right of the input field is a "Submit" button with a grey border. Below the input field is a red rectangular box with a dark red border and a light red background. Inside this box, the text "Please enter an email address." is displayed in a dark blue font.

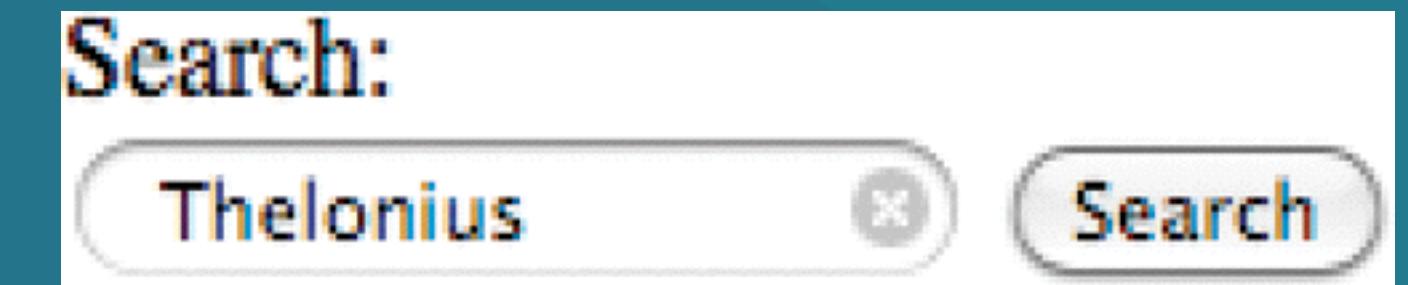
Please enter your website address:

The screenshot shows a web form with a single input field. The input field is a text box with a blue border, containing the text "ivy". To the right of the input field is a "Submit" button with a grey border. Below the input field is a red rectangular box with a dark red border and a light red background. Inside this box, the text "Please enter a URL." is displayed in a dark blue font.



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>



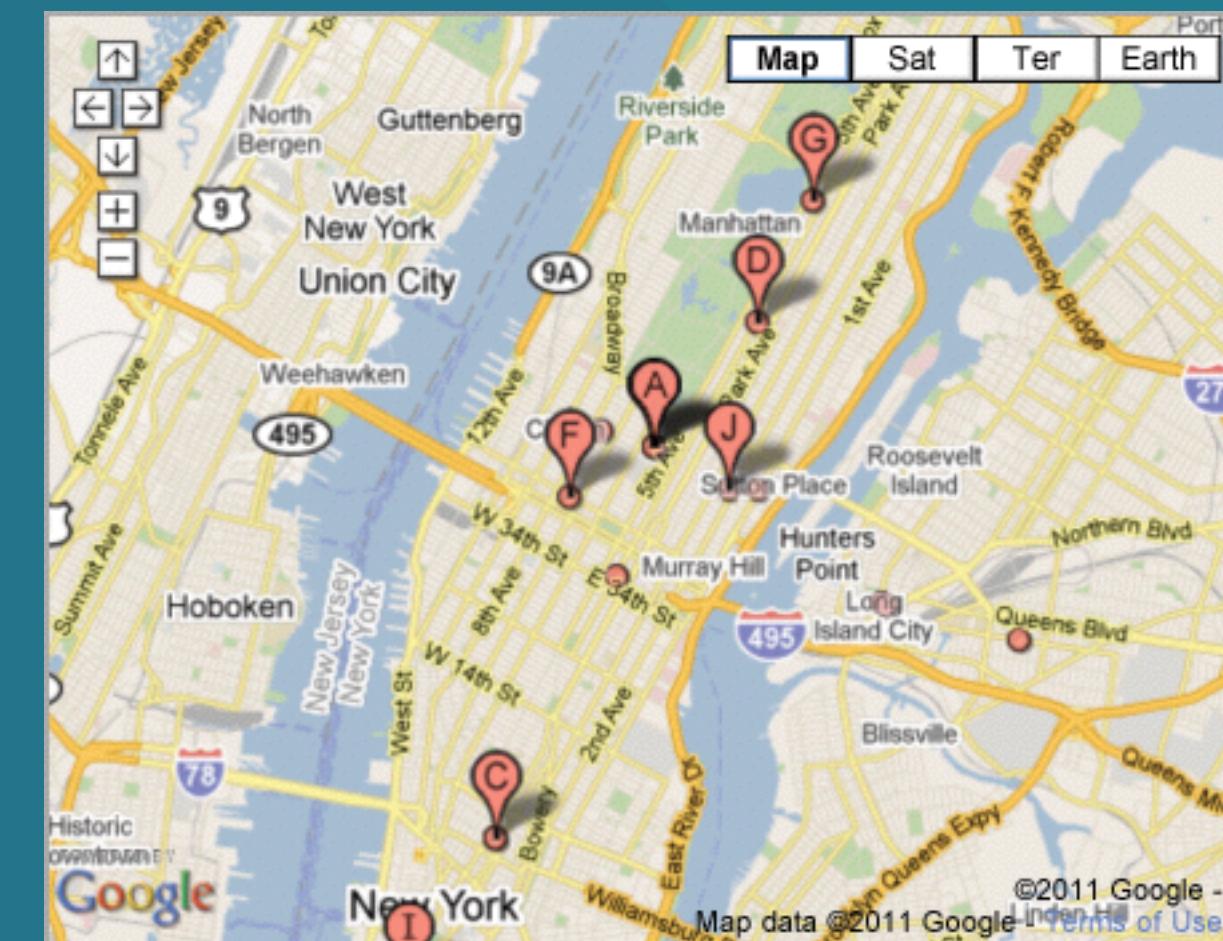
Class

<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>



GitHub



**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 2

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



Content Assignment

Hands-On



Mobile Content Mandate

Karen McGrane



Questions for Karen