RWD

Class 2

KENT STATE UNIVERSITY

@rwdkent

IDEABASE
Powered by Kent State students.

Overview

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

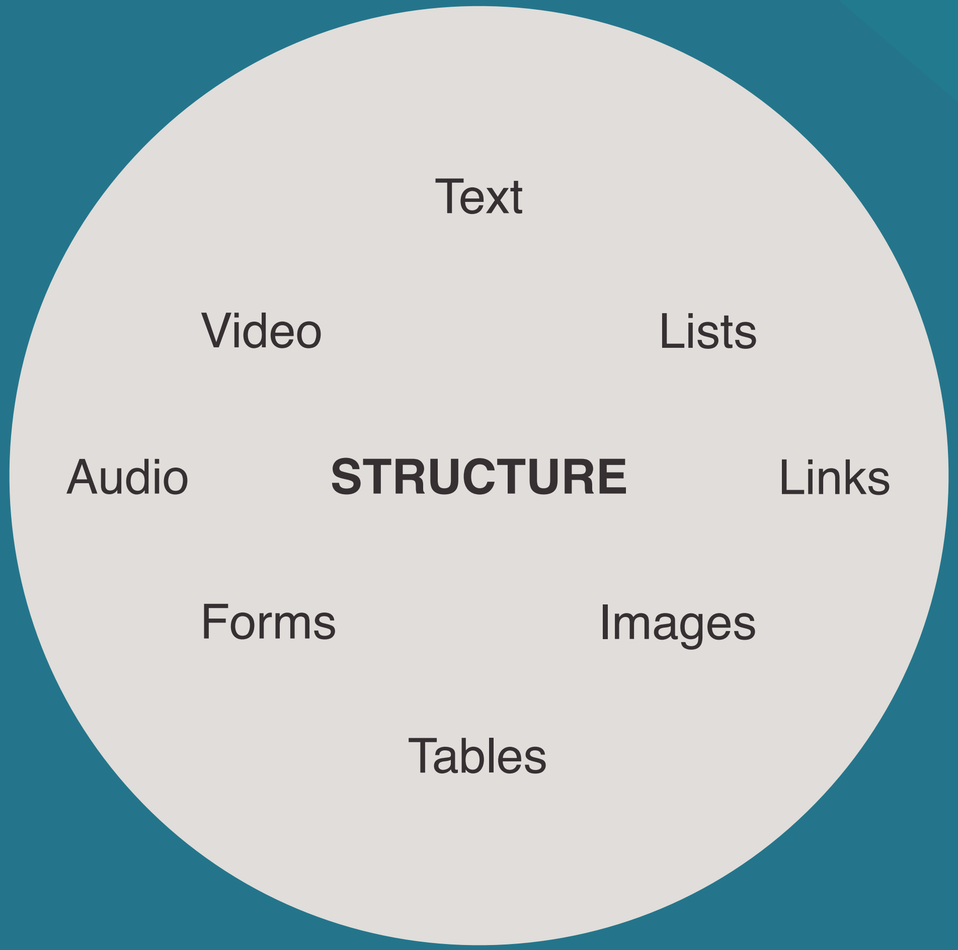
1 Bonus Point

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?

PRESENTATION

LAYOUT

HOW PAGES USE STRUCTURE

HEADLINE

Monday 12 September 2011

31

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

...ew 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 Sweney

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 "par-...

HOW PAGES USE STRUCTURE

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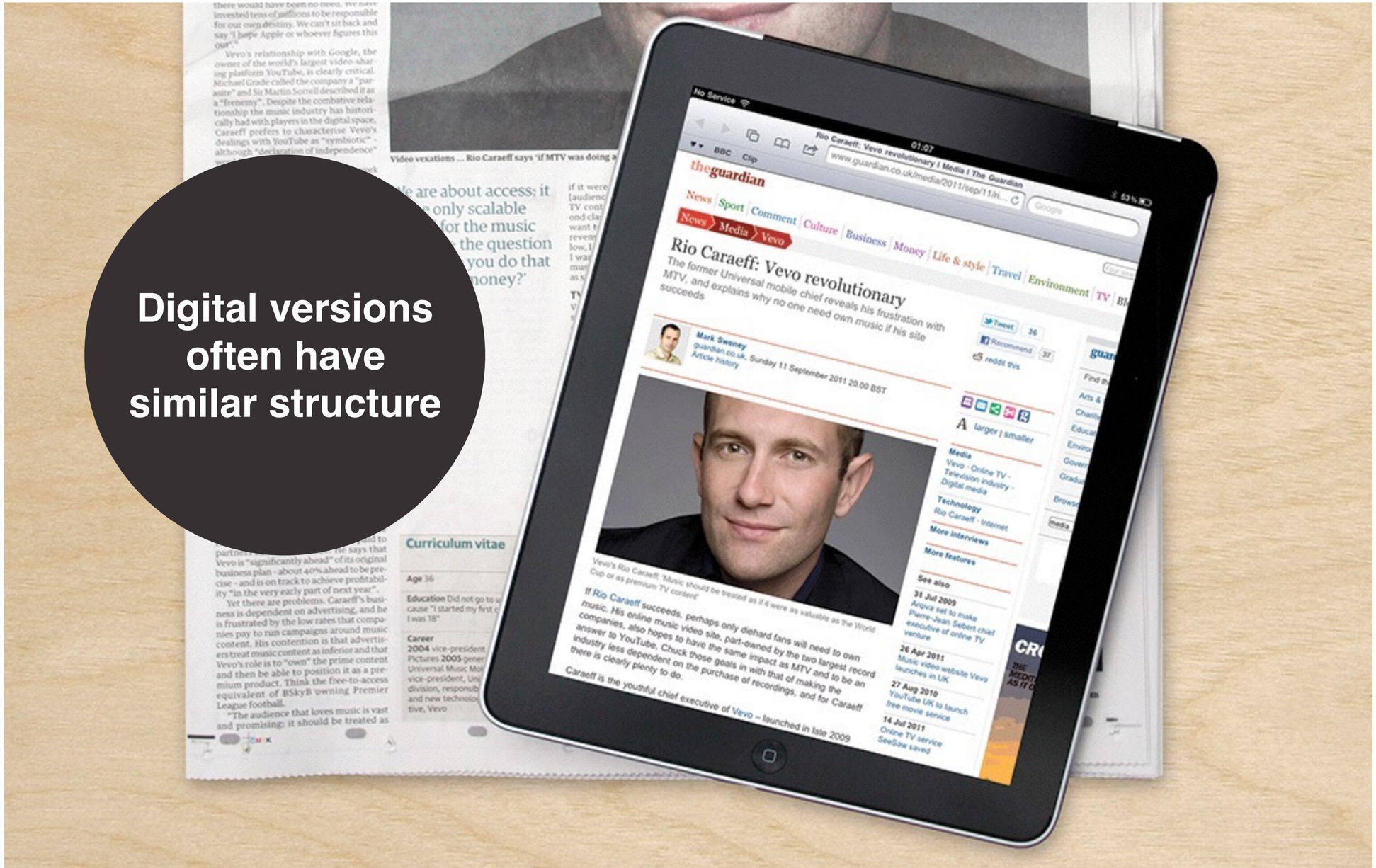
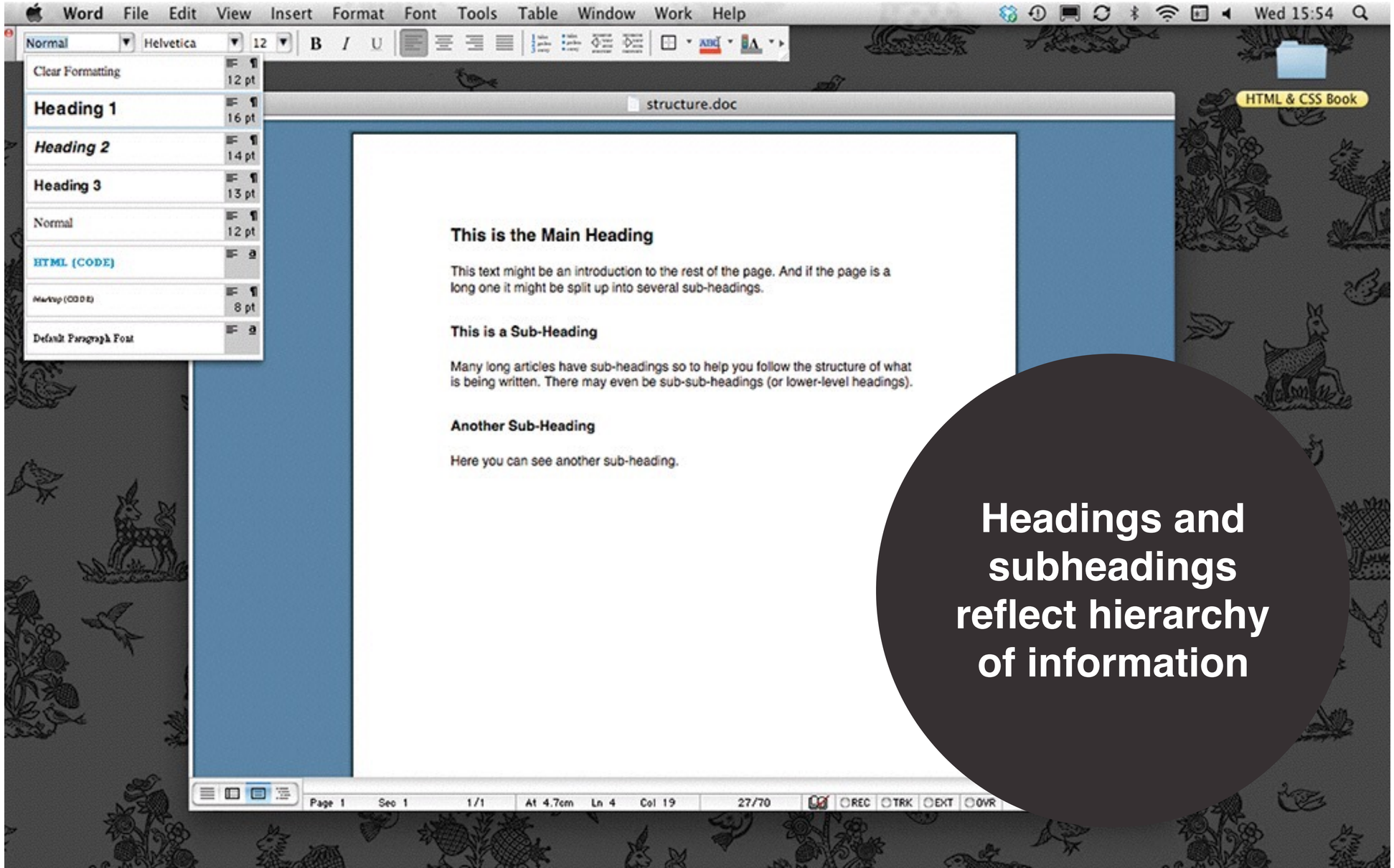
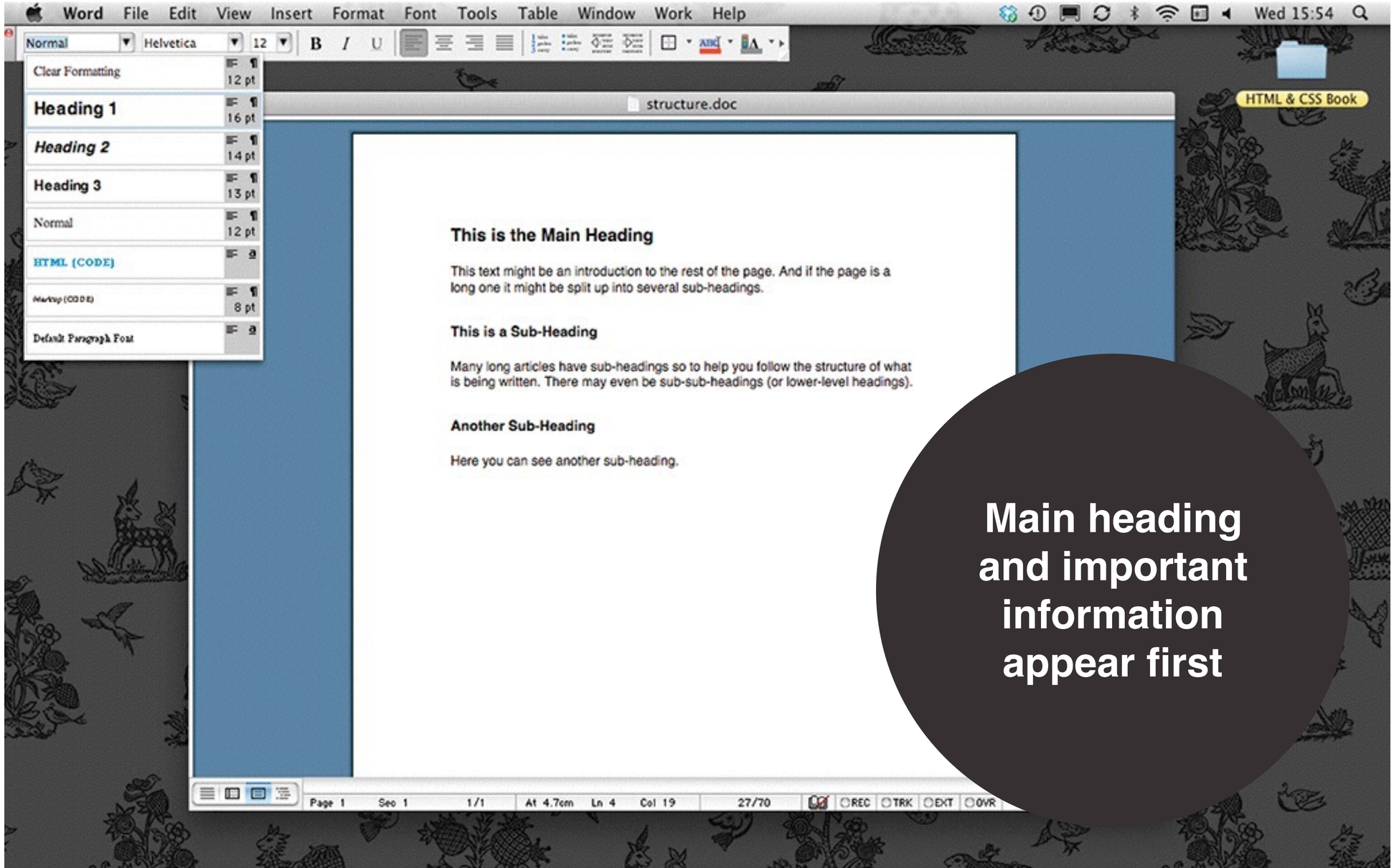


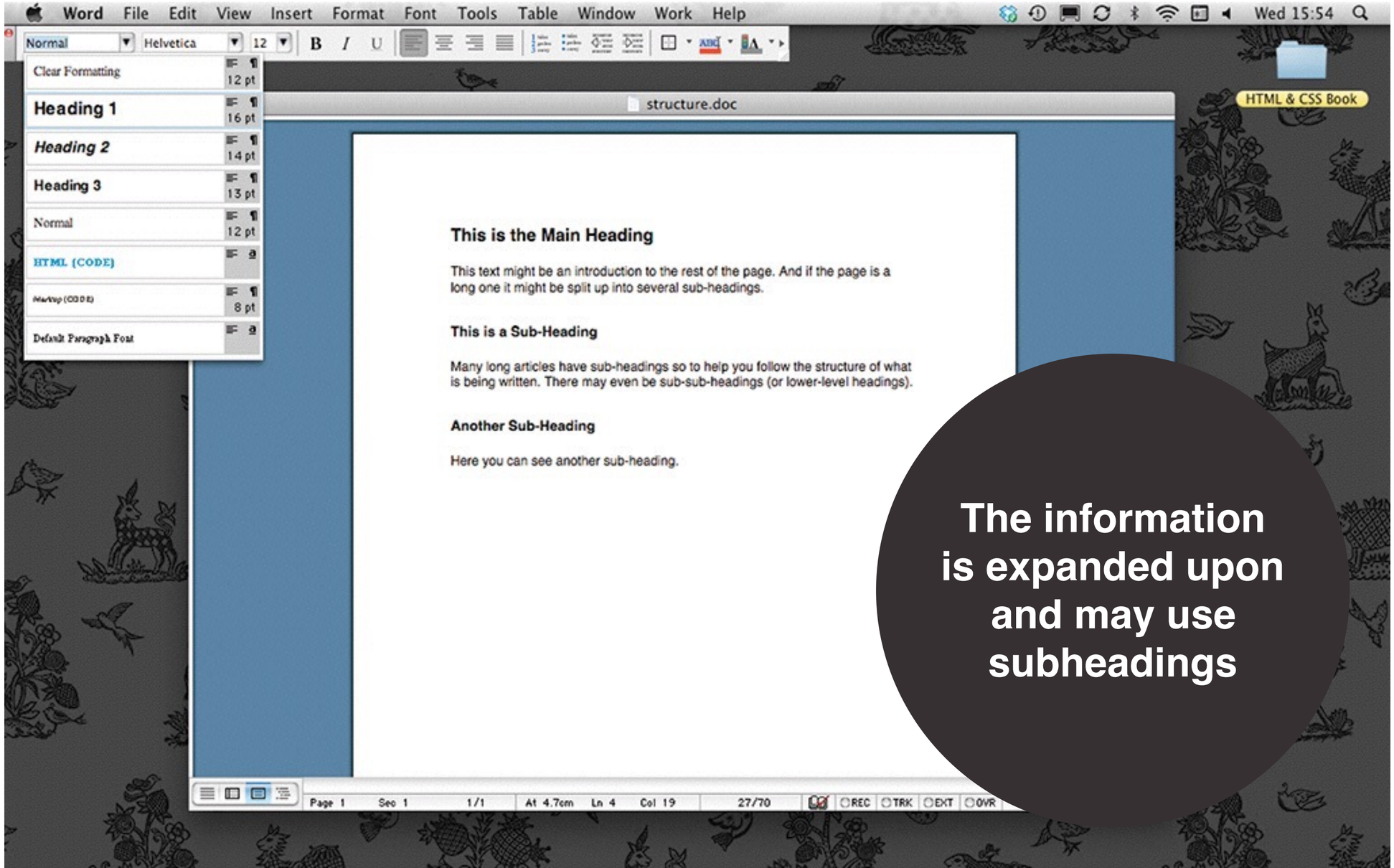
STRUCTURE IN WORD DOCS



STRUCTURE IN WORD DOCS



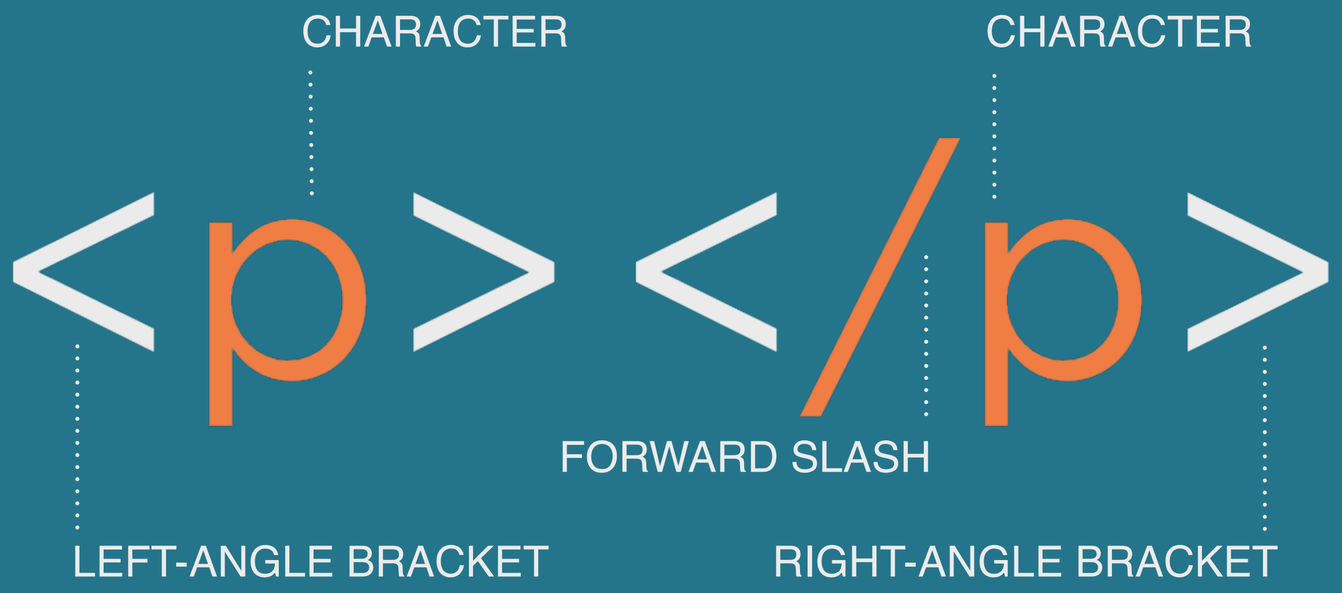
STRUCTURE IN WORD DOCS



HTML Structure

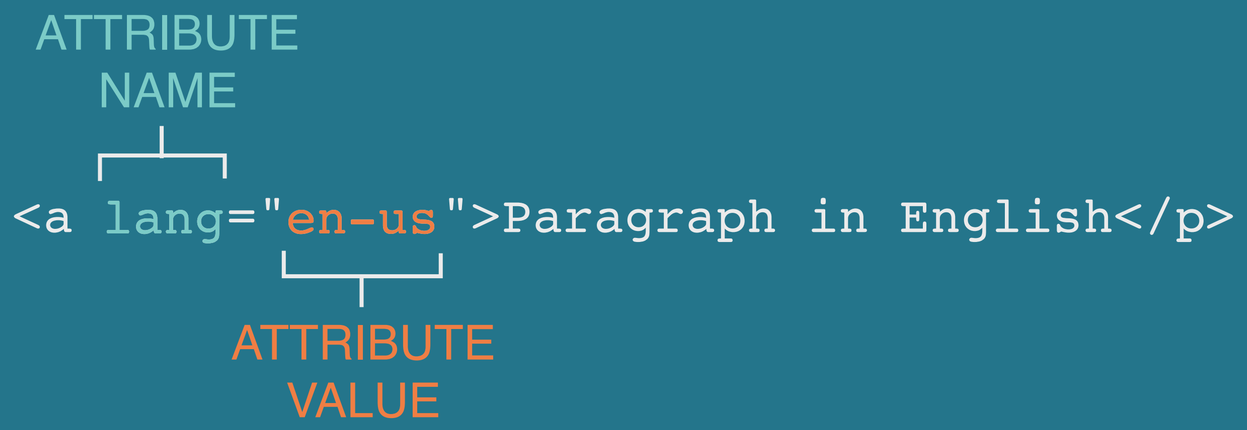
```
<html>
  <body>
    <h1>This is the Main Heading</h1>
    <p>This text might be an introduction to
       the rest of the page.</p>
    <h2>This is a Sub-Heading</h2>
    <p>Many long articles have sub-headings
       to help you follow the structure.</p>
    <h2>Another Sub-Heading</h2>
    <p>Here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

Elements


CHARACTER
CHARACTER

FORWARD SLASH
LEFT-ANGLE BRACKET
RIGHT-ANGLE BRACKET
OPENING TAG
CLOSING TAG

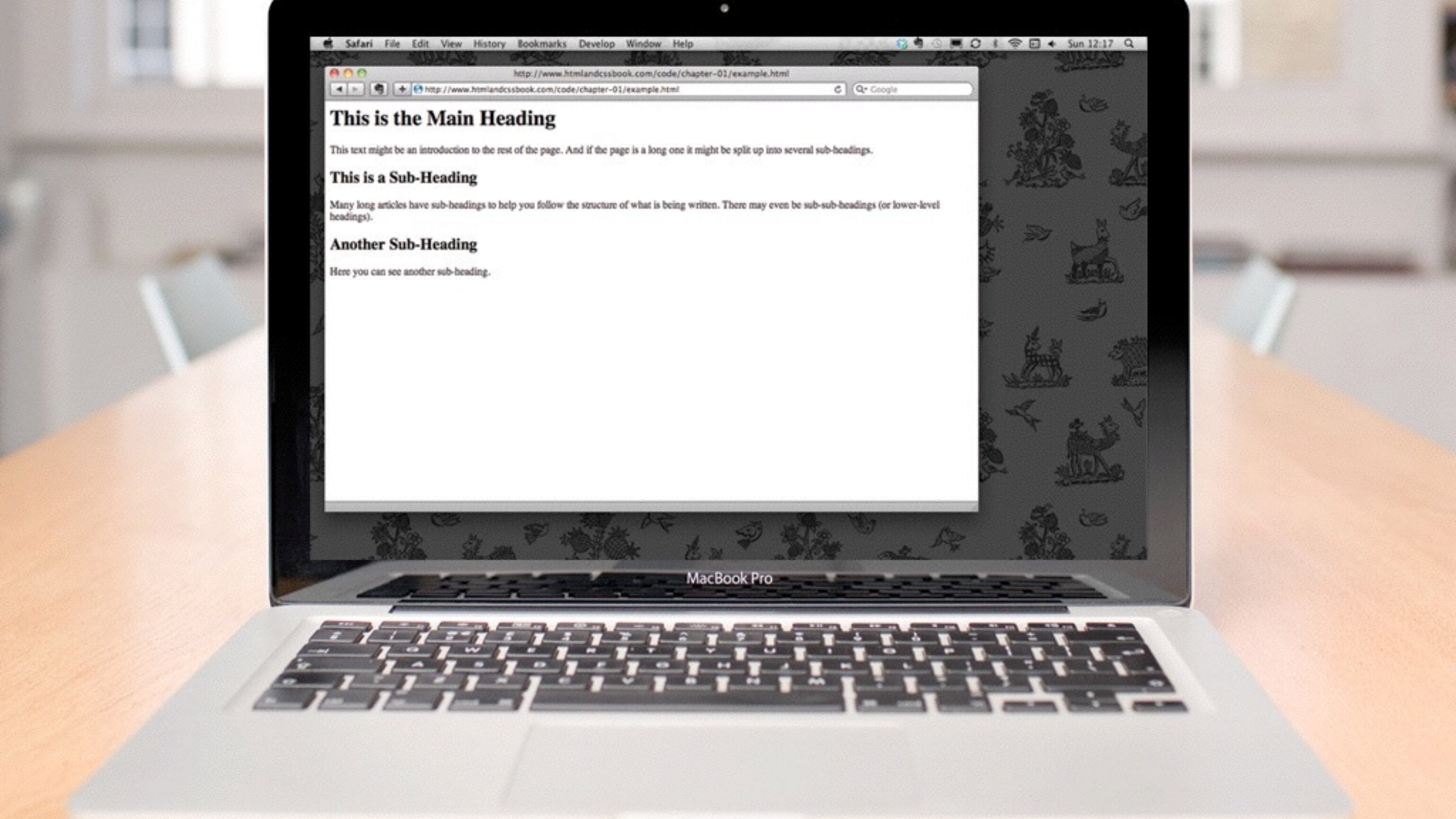
Attributes


ATTRIBUTE
NAME
<a lang="en-us">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?


Safari File Edit View History Bookmarks Develop Window Help
Sun 12:17
http://www.htmlandcssbook.com/code/chapter-01/example.html
http://www.htmlandcssbook.com/code/chapter-01/example.html
Google
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

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>
```

RESULT

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

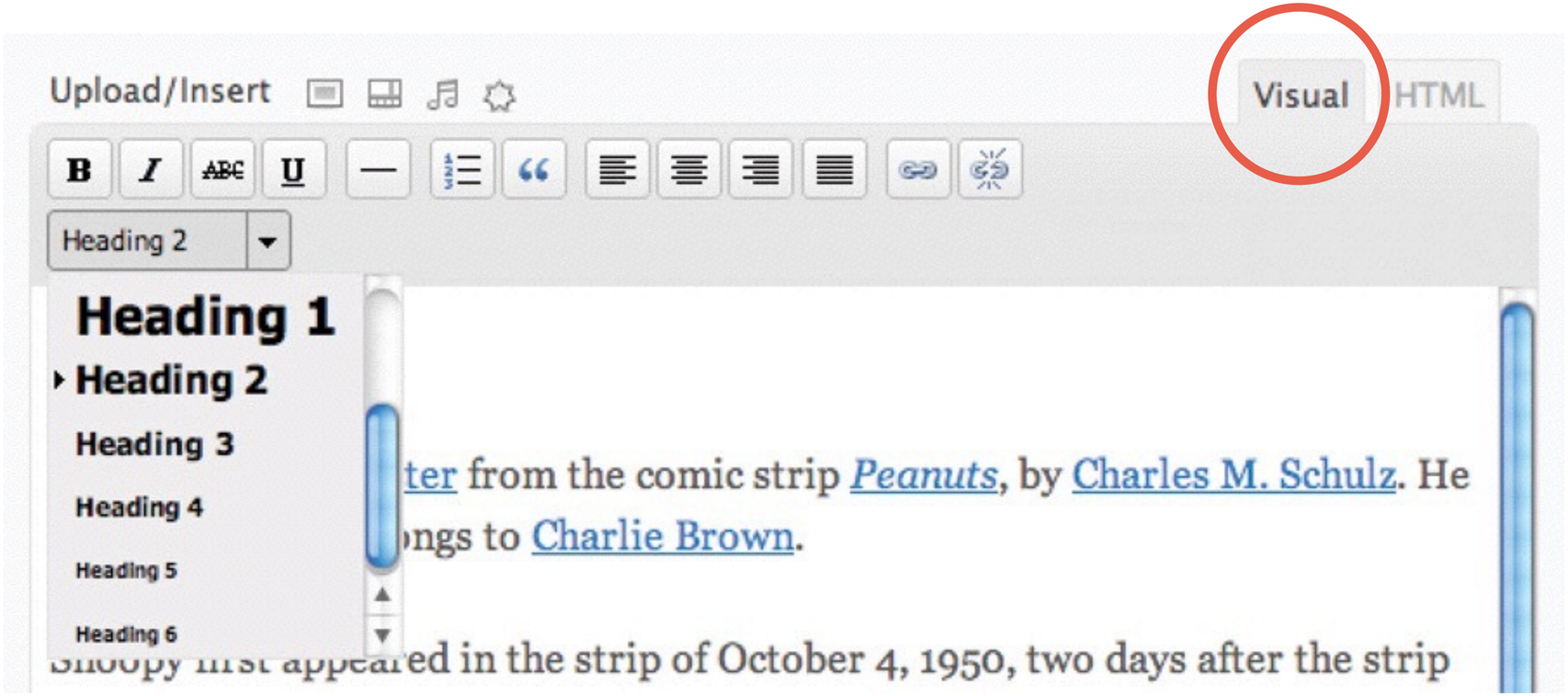
```
<p>Venus is the only plant that rotates
clockwise</p>

<hr />

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

RESULT

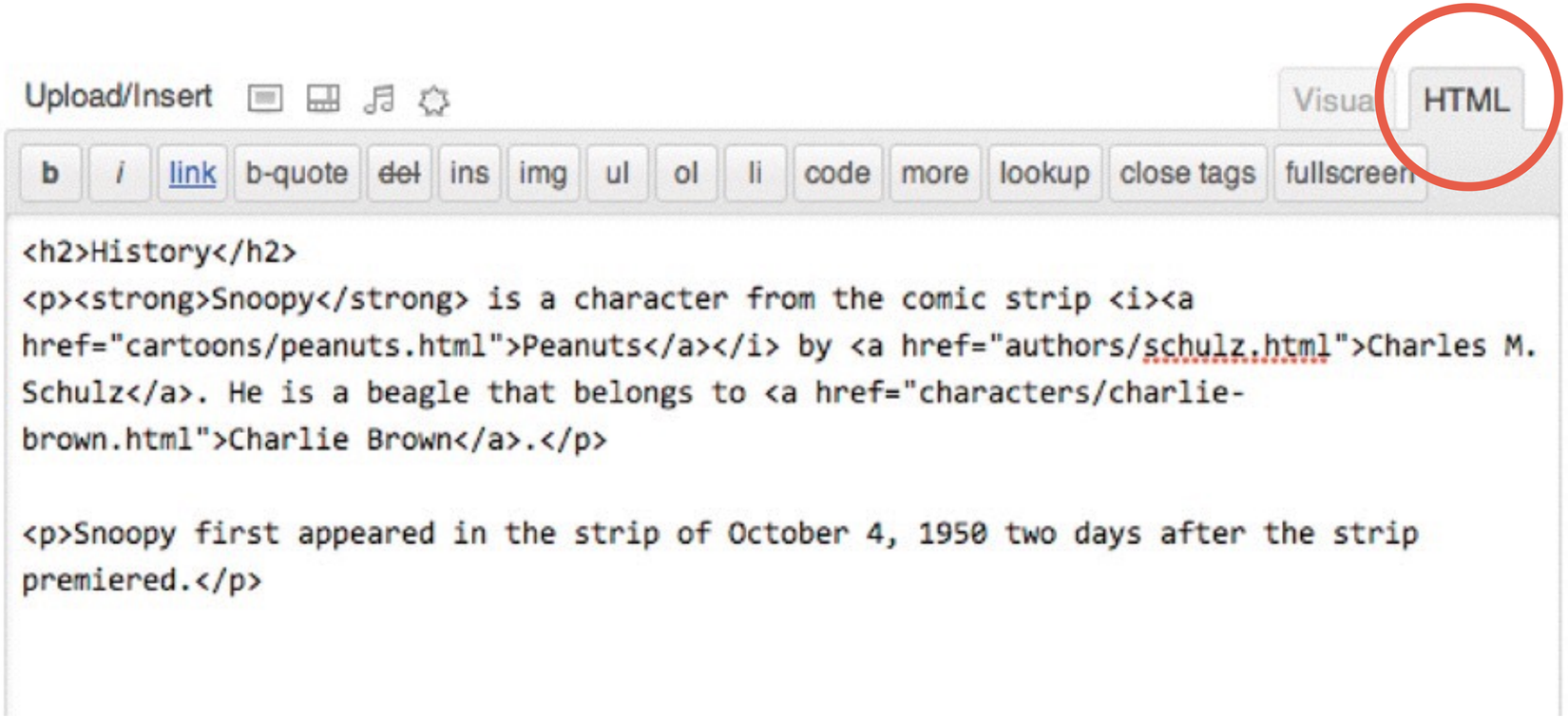
Venus is the only planet that rotates clockwise.

Jupiter is bigger than all the other planets combined.

VISUAL EDITORS & THEIR CODE VIEWS



VISUAL EDITORS & THEIR CODE VIEWS



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>
```

RESULT

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

Reading For Next Time

HTML Book: Lists and Links

Focusing on Top Tasks

Bringing Design and Research Closer Together

See You Next Week!