



RWD

Class 3

Overview

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HTML Basics Part 2

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Current Events in Web

Apple Announcements



HTML Basics 1 Review



<A> Links

THE PAGE THE **LINK**
TAKES YOU TO

```
<a href="http://www.imdb.com">IMDB</a>
```

THE **TEXT** THE USER
CLICKS ON



Email Addresses

THE ACTUAL EMAIL
ADDRESS + MAILTO

```
<a href="mailto:challahan@ideabasekent.com">Email Chris</a>
```

THE TEXT THE USER
CLICKS ON

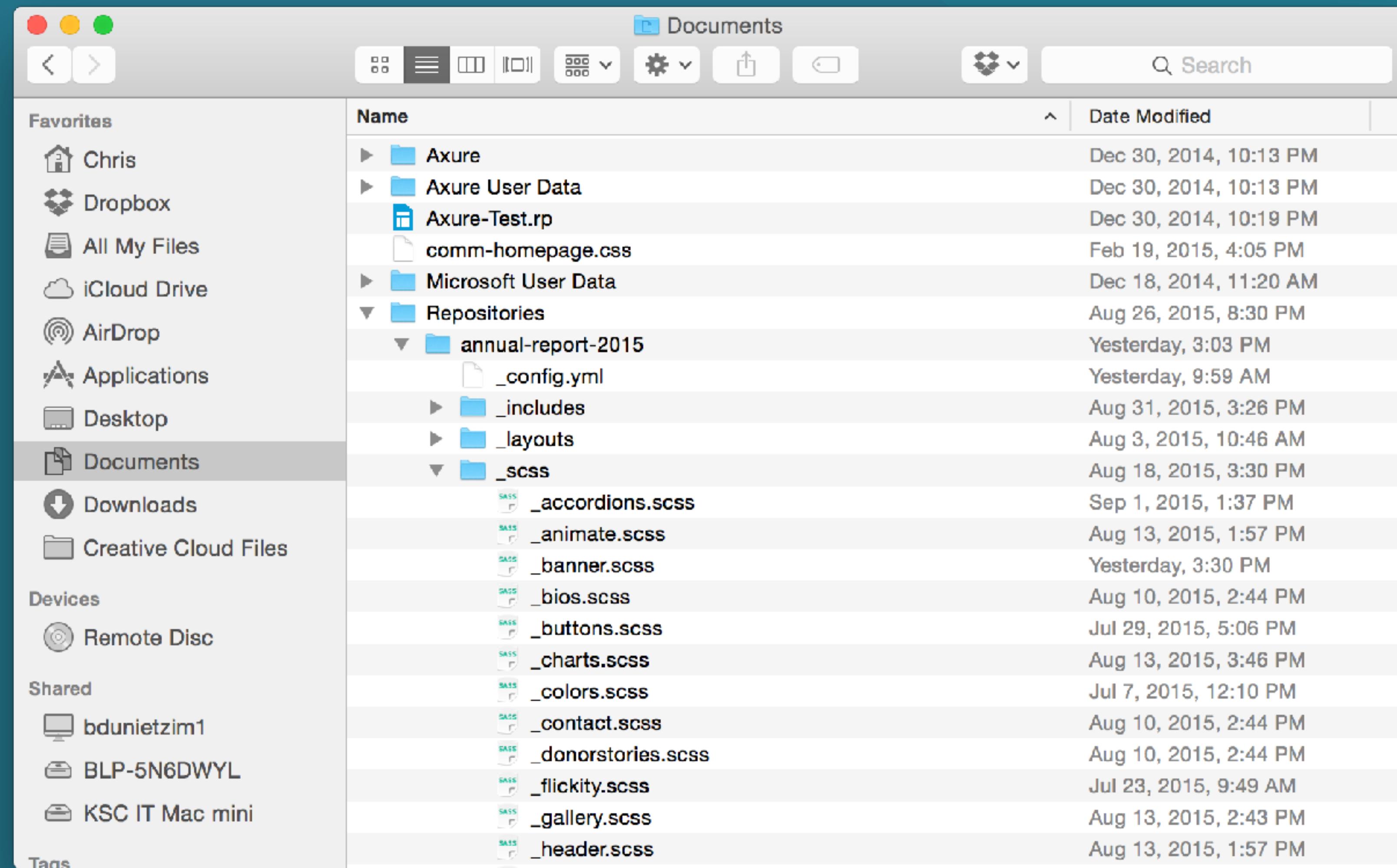


File Paths



Files and folders
(directories) are organized
in a tree hierarchy.





A screenshot of a Mac OS X Finder window titled "Documents". The sidebar on the left shows "Favorites" including Chris, Dropbox, All My Files, iCloud Drive, AirDrop, Applications, Desktop, and Documents (which is selected). Below that are "Devices" (Remote Disc) and "Shared" (bdunietzim1, BLP-5N6DWYL, KSC IT Mac mini). The main pane displays a file list with columns for "Name" and "Date Modified". The list includes several folders and files, primarily related to an "annual-report-2015" project. The files are SASS files, indicated by the ".sass" extension and a small SASS icon.

Name	Date Modified
▶ Axure	Dec 30, 2014, 10:13 PM
▶ Axure User Data	Dec 30, 2014, 10:13 PM
Axure-Test.rp	Dec 30, 2014, 10:19 PM
comm-homepage.css	Feb 19, 2015, 4:05 PM
▶ Microsoft User Data	Dec 18, 2014, 11:20 AM
▼ Repositories	Aug 26, 2015, 8:30 PM
▼ annual-report-2015	Yesterday, 3:03 PM
_config.yml	Yesterday, 9:59 AM
▶ _includes	Aug 31, 2015, 3:26 PM
▶ _layouts	Aug 3, 2015, 10:46 AM
▼ _scss	Aug 18, 2015, 3:30 PM
_accordions.scss	Sep 1, 2015, 1:37 PM
_animate.scss	Aug 13, 2015, 1:57 PM
_banner.scss	Yesterday, 3:30 PM
_bios.scss	Aug 10, 2015, 2:44 PM
_buttons.scss	Jul 29, 2015, 5:06 PM
_charts.scss	Aug 13, 2015, 3:46 PM
_colors.scss	Jul 7, 2015, 12:10 PM
_contact.scss	Aug 10, 2015, 2:44 PM
_donorstories.scss	Aug 10, 2015, 2:44 PM
_flickity.scss	Jul 23, 2015, 9:49 AM
_gallery.scss	Aug 13, 2015, 2:43 PM
_header.scss	Aug 13, 2015, 1:57 PM



What is the difference between absolute and relative file paths?



```
<a href="linkhere.html">Click Me</a>
```



```
<a href="http://www.kent.edu/about">Click Me</a>
```



How do you link to a file in a folder/directory above the current folder?



```
<a href="../linkhere.html">Click Me</a>
```



HTML: Images, Tables, Forms



Image Markup

```

```



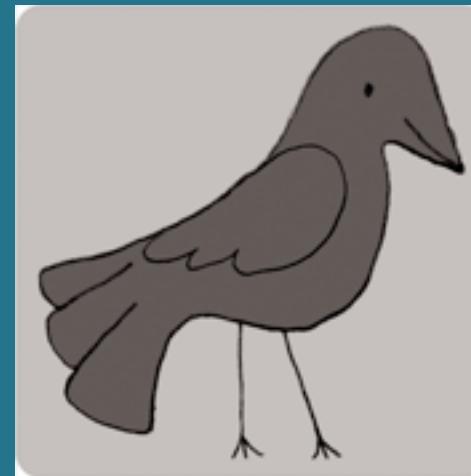
Image Markup

```

<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.

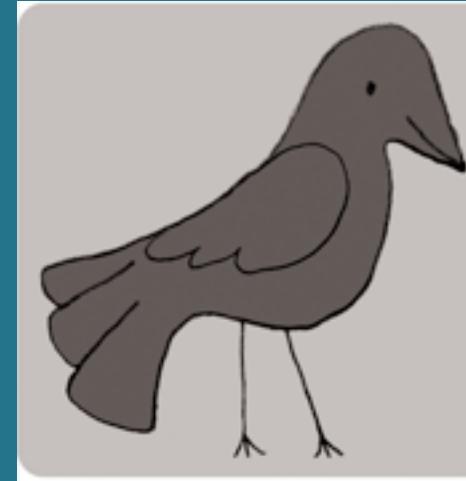


Image Markup

```
<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

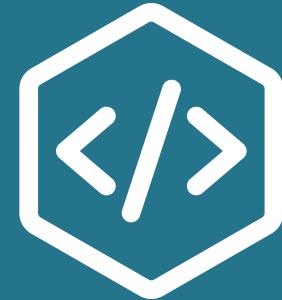
PNG

SVG



Formats

WebP



Images are most often the largest asset of any web page, and therefore affect performance the most.



Optimizing Images

Use Vectors for all Graphical Elements

Resize the Image Dimensions

Degrade the Quality (Save for Web)

Use Different Responsive Images (Later)

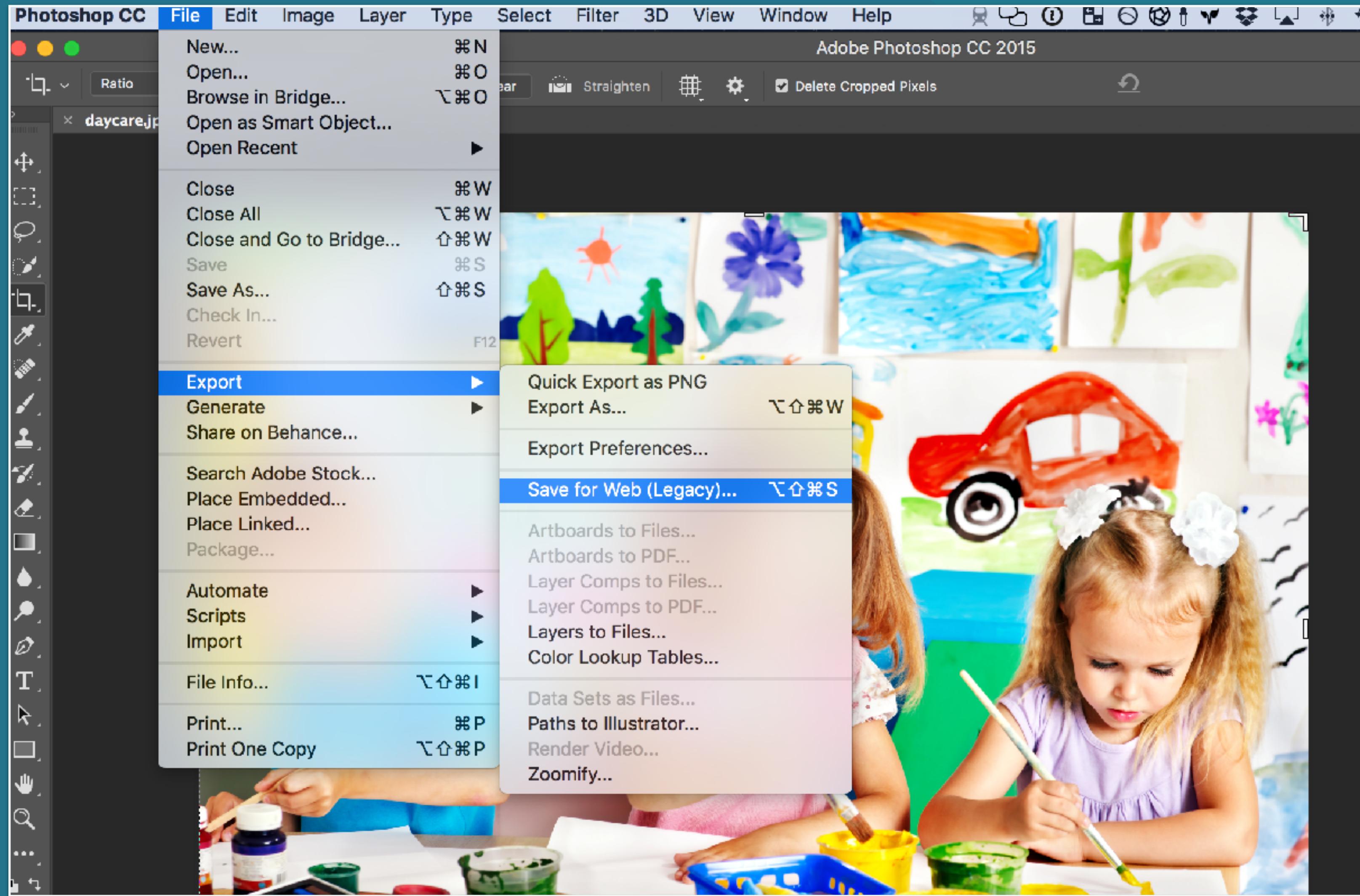
Caching/CDN (Later)

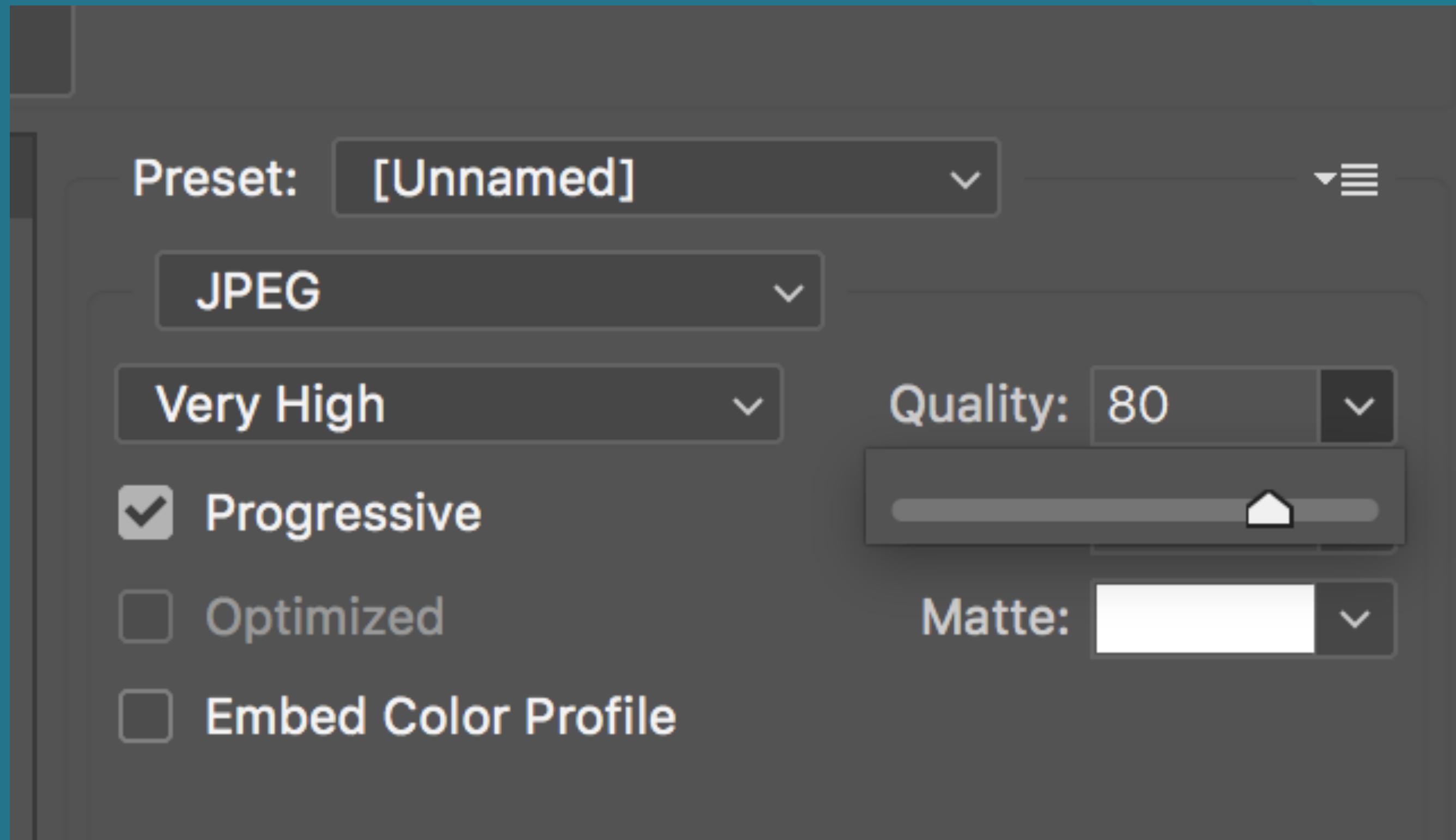


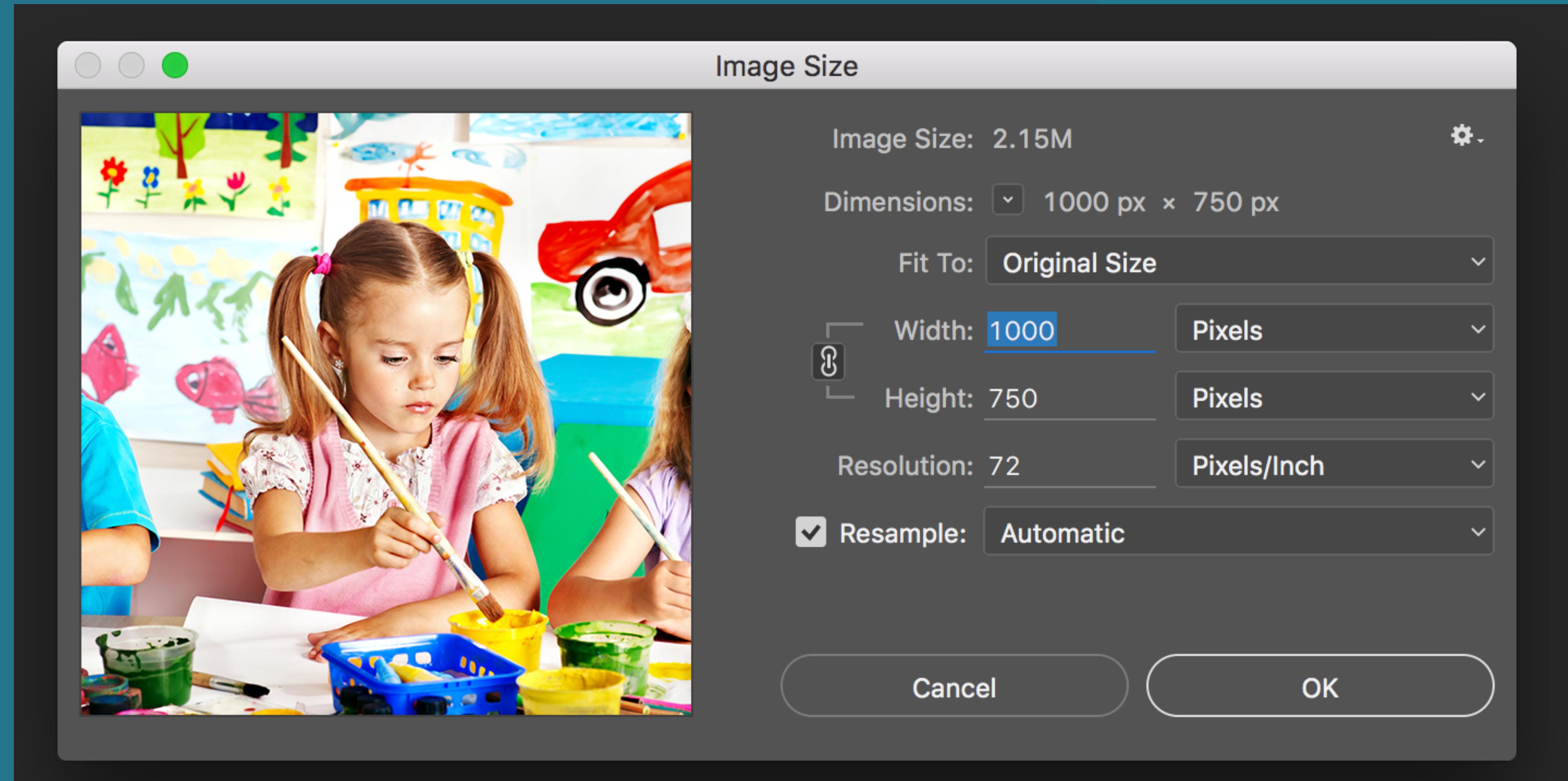
Optimizing Images

<http://codepen.io/challahan/professor/xERdXg/>









Figure

```
<figure>
  
  <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

Using Oyster on National Rail

Pay as you go and Travelcard season tickets on Oyster can be used on all National Rail services in London in the zones paid for except on:

- Express
- between Heathrow and Gatwick
- between Euston and King's Cross
- between Paddington and Marylebone

No time restriction

When you need to make a claim, of course we hope your pet gets better quickly. But if they don't with MSS Pet insurance there's no time limit on treatment. As long as you renew your policy and we can continue to offer cover, your vet's fees will be covered up to the limit stated. For full details of your cover have a look at your policy booklet. Keep our claims helpline number safe in case you need it. 0800 980 8750.

Cover you can depend on

Take a look at the table below to see just how much cover MSS Pet Insurance gives as well as cover for vets' fees, you'll also receive money towards the cost of advertising for your lost pet if it goes missing and a reward for its safe return. You're also covered for emergency kennel or cattery costs. With such comprehensive cover, you can rest assured that if the unexpected happens, MSS Pet Insurance is here to help.

Ask about the 5% discount offered on premiums for additional pets

Benefits

	Premier	Up to	Standard
Veterinary fees for illness and injury	£7,000 a year	£4,000 a year	Not Covered
- Behaviourist	£250		
- Prescription food	£200		
- Complementary treatments	£1,000		
Limit for each illness/injury	No Limit	£1,000	Not Covered
Advertising for missing pet	£750	£600	
Rewards	£1,500	£600	
Stolen or missing pet	£70pw	£600	
Emergency boarding/pet minder	£750 total	£600	
Death from injury	£1,500	£600	
Death from illness (up to age 9)	£1,500	£600	
Vetfone	Yes	Yes	Yes
Budget Pharmacy	Yes	Yes	Yes
Third party liability (dogs only)	Yes	Yes	Yes
Holiday cancellation	Yes	Yes	Yes
Quarantine costs	Yes	Yes	Yes

Shares & Markets Business

Adult fares

	Pay as you go	
	Peak ^{1*}	Off-Peak ^{2*}
Zone 1 only	£2.00	£1.50
Zones 1-2	£2.20	£1.70
Zones 1-3	£2.80	£2.00
Zones 1-4	£3.30	£2.30
Zones 1-5	£4.20	£2.60
Zones 1-6	£5.20	£3.20
Zones 2, 3, 4, 5 or 6	£1.50	£1.30
Zones 2-3, 3-4, 4-5, or 5-6	£1.90	£1.50
Zones 2-4, 3-5 or 4-6	£2.30	£1.70
Zones 2-5 or 3-6	£2.90	£2.00
Zones 2-6	£3.40	£2.20

*Peak Oyster single fares apply from 0630 to 0930 and from 1600 to 1900 Monday to Friday (excluding public holidays).

*Off-Peak Oyster single fare applies at all other times.



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



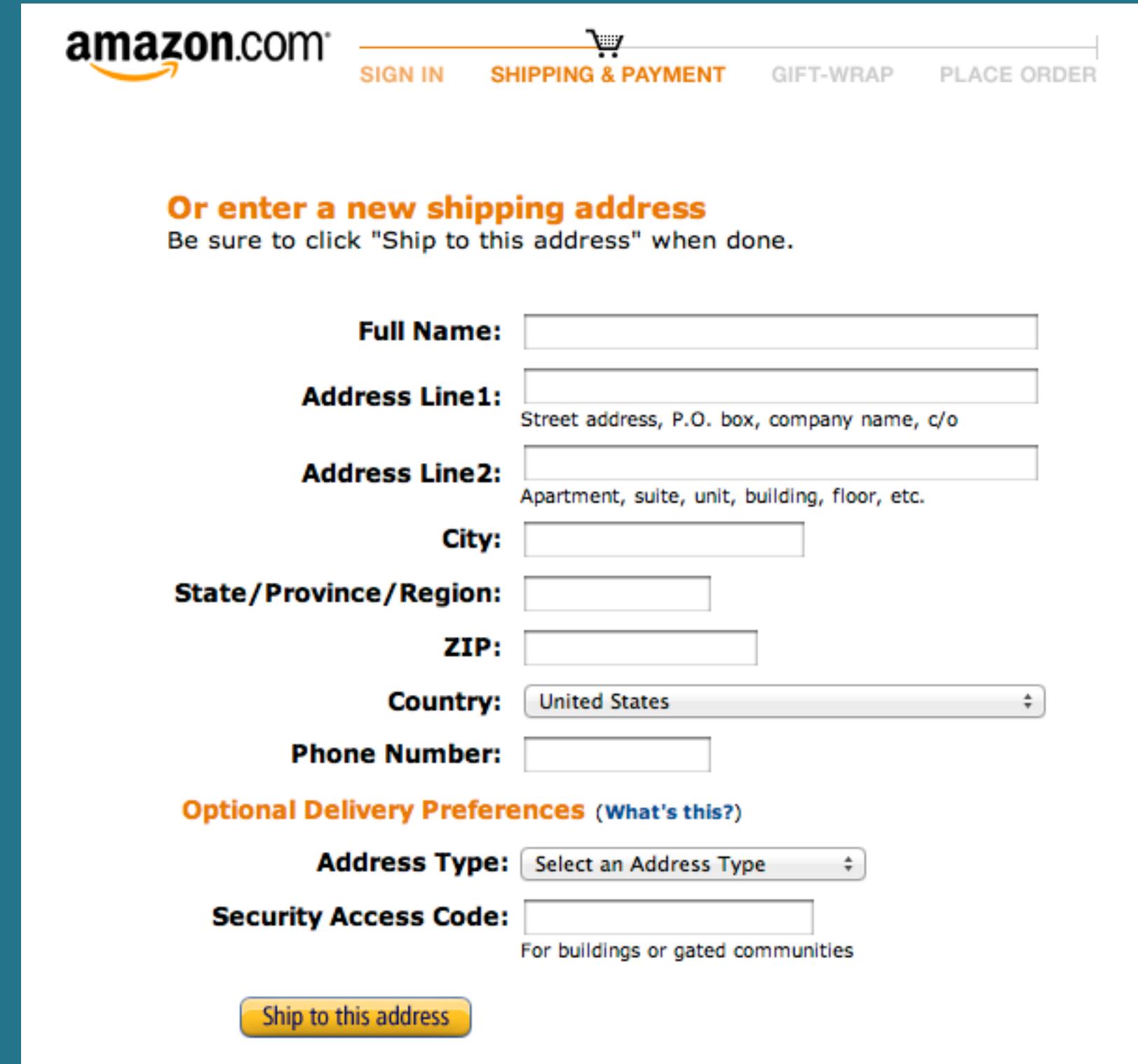
Tables are used for tabular data



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:**
- Address Line1:** Street address, P.O. box, company name, c/o
- Address Line2:** Apartment, suite, unit, building, floor, etc.
- City:**
- State/Province/Region:**
- ZIP:**
- Country:**
- Phone Number:**
- Optional Delivery Preferences (What's this?)**
- Address Type:**
- Security Access Code:** For buildings or gated communities

A yellow button at the bottom left 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>
```



What Goes Inside the Form?



Username:

What did you think of this gig?

Enter your comments...

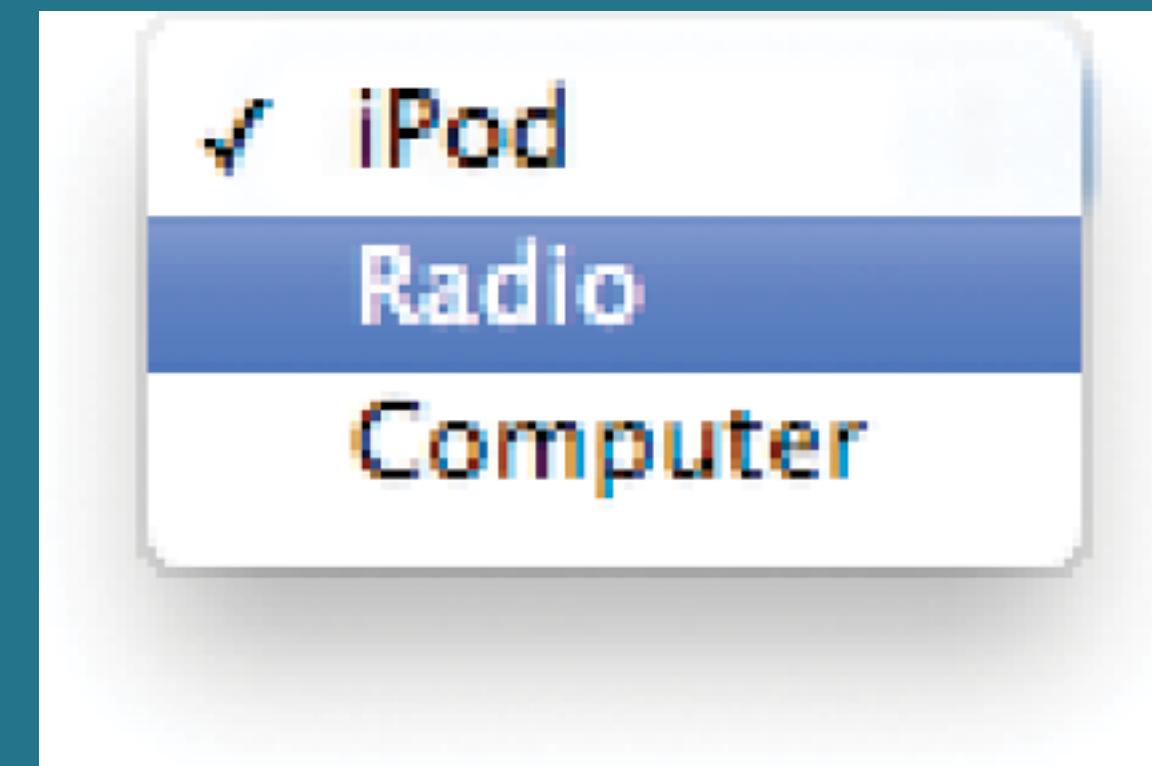
Subscribe to our email list:

Please enter your email address:

Please enter an email address.

Your favorite music service:
 iTunes Last.fm Spotify

Please select your favorite genre:
 Rock Pop Jazz



Search:

Departure date:

Please enter your website address:

Please enter a URL.



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>
```



Comments

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



Iframe

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



Whiteboard Activity 2



Spot the Error: HTML 2

<http://codepen.io/challahan/pen/WRMMGM>



HTML Basics 2

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



HTML Basics Hands On



For Next Time

HTML&CSS - Ch. 10 Introducing CSS, Ch. 11 Color, Ch. 12 Text, Ch. 14
Lists Tables & Forms

HTML Basics 2 Due

Case Study Group 3

