



# RWD

## Class 14

# Overview

Favicon Exercise (15 min)

Break (5 min)

Pattern Libraries & Style Guides (20 min)

HTML/CSS Prototypes Review +  
Usability Prep Work  
(1.5 hour)

In Brief: CSS Properties, Print  
Stylesheets, Responsive Email (10 min)

Content Management Systems (15 min)



# Due Dates

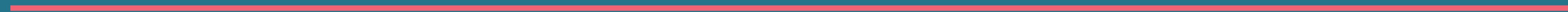
**Patterns Part 2 (Review in Class): Next Week**

**Usability Testing Plan + In Class Testing (Turn In In Class): Next Week**

**HTML/CSS Prototypes/Templates: Finals**

**Review Session/Pattern Library/Critiques In Class: Finals**

**Self/Group Evaluation: Finals**



# Assignments - Turn in



# Favicon Exercise

<https://realfavicongenerator.net>



# Style Guides / Pattern Libraries



# What Is A Pattern Library?



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# What's a Style Guide?



## COLORS

### Primary Colors



**CfA Red**  
PMS 193U  
C13 M94 Y69 K4  
R204 G39 B62  
#cf1b41  
\$color-red



**CfA Blue**  
PMS 2915M or 292C or 299U  
C70 M24 Y0 K0  
R63 G158 B216  
#399fd3  
\$color-blue



**CfA Gray**  
PMS Cool Gray 10  
C58 M49 Y46 K15  
R109 G110 B113  
#6D6E71  
\$color-gray

### Secondary Colors



**Light Blue**  
PMS 297U  
C50 M15 Y7 K0  
R122 G181 B214  
#7ab5d6  
\$color-light-blue



**Medium Blue**  
PMS 314U  
C72 M27 Y16 K0  
R66 G152 B187  
#4298bb  
\$color-medium-blue



**Dark Blue**  
PMS 302U  
C81 M66 Y51 K43  
R47 G61 B74  
#004b6a  
\$color-dark-blue

<http://style.codeforamerica.org>



The screenshot shows the Mailchimp Patterns website. The top navigation bar includes a logo, 'Patterns', and 'About'. On the left, a sidebar lists various design patterns: Grid System, Typography, Form Elements, Navigation (which is selected and highlighted in blue), Tables, Lists, Slats, Stats/Data, Feedback, Dialogs, Freddicons, and Helper Classes. The main content area is titled 'Navigation' and contains sections for 'Local Navigation', 'Switcher', and 'Tabs'. Under 'Local navigation', there is an 'Example' section showing a horizontal navigation bar with items: Account settings ▾, My profile (blue, indicating it's active), Billing ▾, Extras ▾, and Rewards ▾. Below this is a code snippet for the local navigation:

```
1 <p class="mobile-top-nav nomargin full-width fwb">
2   <a href="#">Navigation</a>
3   <ul class="local-nav selfclear">
4     <li>
5       <ul class="hover-list">
6         <li>
7           <a href="#">Account settings</a>
8           <ul>
9             <li>
10               <a href="#/account/users">Users & account
11               details</a>
12             </li>
13             <li>
14               <a href="#/account/contact">Contact infor
15               mation</a>
16             </li>
17             <li>
18               <a href="#/account/domains">Verified doma
               ins</a>
             </li>
           </ul>
         </li>
       </ul>
     </li>
   </ul>
</p>
```

**Notes**

Local navigation is used to jump between pages that categorically fall under the same (main) section. The local nav shown in the example above is from the Account section and it is present on all pages under `/account`.

If there are secondary pages in a section, then links to those pages are shown inside `hover-list` menus. A blue-colored link indicates the page/sub-section currently in view.

The local nav spans the full width of the page up to 640px, at which point it collapses into a stacked menu.

<http://ux.mailchimp.com/patterns/>



## U.S. Web Design Standards

[Download code](#)

- Typefaces
- Pairings and styles
- Typesetting
- Links
- Lists
- Colors
- Palette
- Text accessibility
- Grid
- Buttons
- Labels
- Tables
- Alerts
- Accordions
- Form controls
- Form templates
- Search bar
- Side navigation
- Footers

### Typefaces

#### Source Sans Pro

Source Sans Pro is an open-source sans serif typeface created for legibility in UI design. With a variety of weights that read easily at all sizes, Source Sans Pro provides clear headers as well as highly-readable body text.

Inspired by twentieth-century American gothic typeface design, its slender but open letters offer a clean and friendly simplicity. Advanced hinting allows Source Sans Pro to render well on Windows systems which run Cleartype, and across browsers and devices. Moreover, it supports a variety of languages and alphabets, including Western and European language, Vietnamese, pinyin Romanization of Chinese, and Navajo.

# Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

#### Merriweather

Merriweather is an open-source serif typeface designed for on-screen reading. This font is ideal for text-dense design: the letterforms have a tall x-height but remain relatively small, making for excellent readability across screen sizes while not occupying extra horizontal space.

The combination of slim and thick weights gives the font family a wide stylistic range, while conveying a desirable mix of classic, yet modern simplicity. Merriweather communicates warmth and credibility at both large and smaller font sizes.

# Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

<https://standards.usa.gov/>





CLASS / WORKSHOP / BLOG / ABOUT

## PATTERN LIBRARY

Documentation of the primary patterns used on the Responsive Web Design Kent State website.

### COLORS



### TYOPGRAPHY

- Proxima Nova Soft
- Nimbus Sans Condensed
- Nimbus Sans

<http://rwdkent.com/patterns/>





# STYLE GUIDE

## COLORS

## TYPOGRAPHY

## LOGOS

## ILLUSTRATIVE ICONS

## USER INTERFACE ICONS

## BUTTONS

## PULL QUOTES

## TYPE HIERARCHY

## LISTS

## EMAIL SIGNATURE

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## MAIN STYLE GUIDE

## IDEABASE VISUAL STYLE GUIDE

### Colors



#### Light Blue

#00a8e1  
rgb(0, 168, 225)  
PANTONE 2995  
C: 80, M: 12, Y: 1, K: 0



#### Royal Blue

#1a5fab  
rgb(26,95,171)  
PANTONE 2935  
C: 92, M: 67, Y:1, K: 0



#### Dark Gray

#4d4d4d  
rgb(77,77,77)  
PANTONE 425  
C: 0, M: 0, Y: 0, K: 85



#### Light Gray

#bcbec0  
rgb(188,190,192)  
PANTONE 420  
C: 0, M: 0, Y: 0, K: 30

### Typography

#### Montserrat Bold

CSS Value: 'Montserrat', sans-serif  
Weight: 700

#### Source Sans Regular

CSS Value: 'Source Sans Pro', sans-serif  
Weight: 400

<http://www.ideabasekent.com/style>



# Build for Reuse.



# Must Maintain.





# How Does This Apply to Content Management Systems?



# 3 Options for Publishing Website

	<b>Raw HTML</b>	<b>Static Site Generator</b>	<b>Content Management System</b>
<b>Pros</b>	Simplest to do Fast Performance	Fast Performance Dynamically Created Templates	Very easy to edit (once set up) Many templates from which to choose
<b>Cons</b>	Must write all templates manually Must know HTML to edit	Must use command line to setup Must know HTML/CSS to set up	Generally slower performance Require database backend (if custom) A lot of overhead
<b>Ex.</b>	HTML in a code editor	Jekyll, Middleman, Cactus	WordPress, Drupal, Shopify, Craft, Squarespace



*Movable Type*

*Drupal*

*Joomla!*

**Open-Source**

*WordPress*

*Magento*



*ExpressionEngine*

*SharePoint*

*Craft CMS*

**Closed-Source**

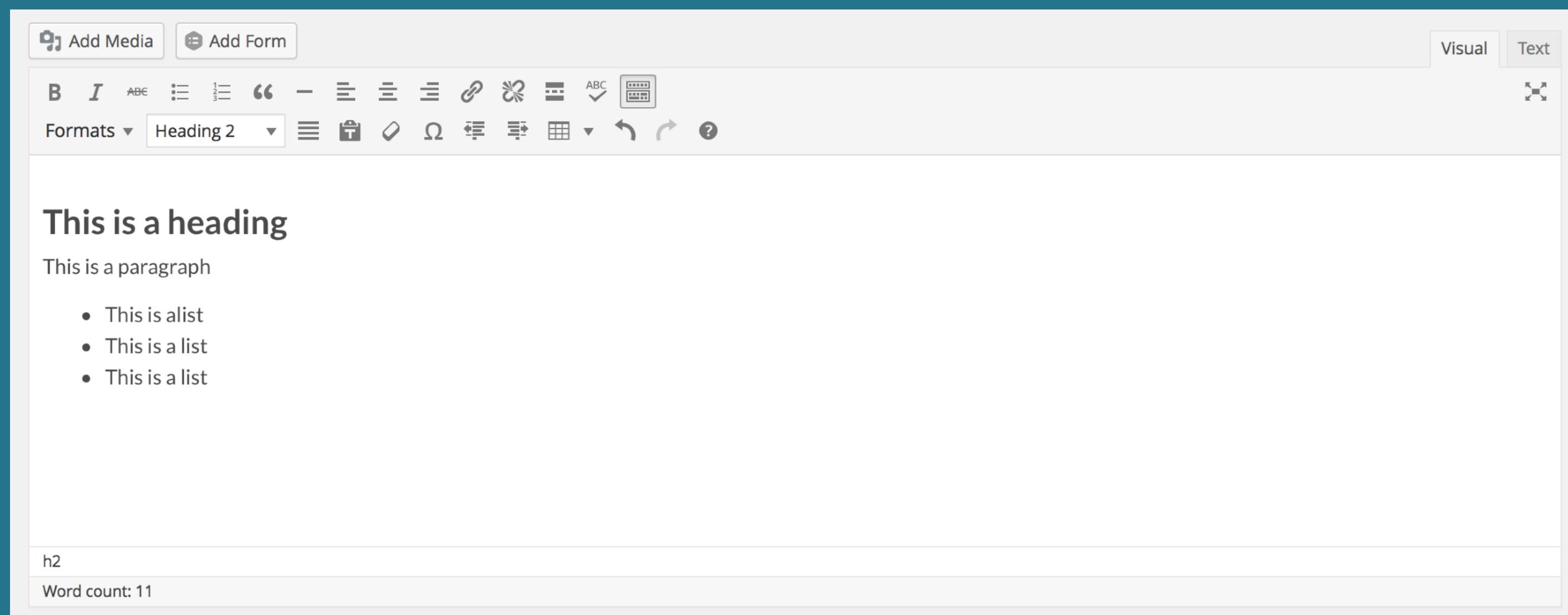
*Cascade*

*Perch*

*Squarespace*



# WYSIWYG Editor





TECHNOLOGY **BITS | ROBOTICA**

## The Family Dog

BY Zackary Canepari, Drea Cooper | Jun. 17, 2015 | [0:20](#)

When Sony stopped manufacturing replacement parts for its Aibo pet robot, owners scrambled to save the robot-dogs that had become part of their families.

Related: Article: [A Robotic Dog's Mortality](#)

Share:



# Add New Video

**Long Title:**

**Short Title:**

**Date Added:**

+

**Category:**

**Subcategory:**

**Description:**

**Video File:**

**Author(s):**

+

**Related:**

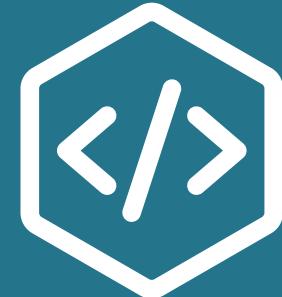
  

+

**Pre-roll Ad:**

COPE = Create once,  
publish everywhere



# How Do You Get Your Content Into HTML/CSS?



# WordPress: Theme

PHP (HTML) Files

CSS Files



# Drupal: Theme

PHP (HTML) Files

CSS Files



# Craft: Template

PHP (HTML/Twig) Files

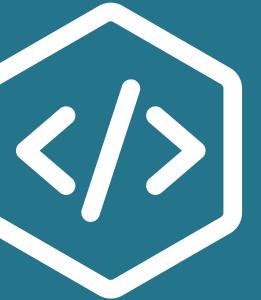
CSS Files



Squarespace /  
WordPress.com, etc.

Closed Source HTML / CSS





[← HOME](#)

## DESIGN

- Logo & Title
- Template
- Style Editor
- Checkout Page Style Editor
- Lock Screen
- Announcement Bar
- Mobile Information Bar
- Squarespace Badge
- [Custom CSS](#)
- Advanced

**CUSTOM CSS**

This area will allow you to inject custom CSS rules into your site.

Warning: Adding custom CSS to your site can break your design. Please use caution when using this feature. Our support team will be limited in their ability to help you with design related issues if you have custom CSS.

[OPEN IN WINDOW](#)

# Hosting Your Website

Publish Over FTP/SFTP/SSH via web host

Managed Hosting (SquareSpace etc.)

GitHub Pages



# Hosting Your Website

## Buy A Domain Name

Most if not all hosts will allow you to connect a custom domain name to your website.



# Hosting Your Website

Deployment/Continuous Integration: Host files in a repository (such as GitHub) and have them “deploy” to the web server at certain times, or automatically.

Integrates version control with your server in a controlled way to prevent human error.

Many companies will use multiple “environments”: Local, Development, Staging and Production



# More Helpful CSS Properties



# Transition

Change values over a specified duration with animation

<https://css-tricks.com/almanac/properties/t/transition/>



# ::after / ::before

Insert content via CSS before or  
after an element

<https://css-tricks.com/almanac/selectors/a/after-and-before/>



# columns

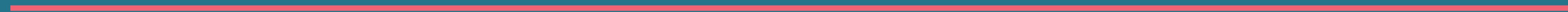
Auto flow text content into  
columns with CSS

<https://css-tricks.com/almanac/properties/c/columns/>



# typography control

hanging-punctuation, orphans,  
quotes, widows, word-break



# animation

Define keyframes for animating  
between CSS properties

<https://css-tricks.com/almanac/properties/a/animation/>



# Preprocessors

Using Tools to Speed Up Development



A CSS preprocessor is a tool  
that provides shortcuts for  
writing CSS.



You write in the preprocessor language  
and a command converts your rules to  
a regular CSS file.



# Popular CSS Preprocessors:

SASS (SCSS)

LESS

Stylus



# Features:

Nesting  
Variables  
Partials  
Extends / Mixins  
Logic  
Output Styles



# Frameworks

Bootstrap, Foundation, Etc.



# Print Stylesheets



# A separate stylesheet can be declared for printers only

```
<link rel="stylesheet" type="text/css"  
media="print" href="print.css" />
```



# Responsive Email



53%

email opened on  
mobile devices  
in 2014.

<https://litmus.com/blog/53-of-emails-opened-on-mobile-outlookOpens-decrease-33>



●●○○ Verizon ⌂ 6:21 AM ⌂ 100% 🔋

◀ All Inboxes (3) ⌂ ⌂

From: **Beverly Warren** ⌂ Hide

**Thank You for a Remarkable First Year**

Today at 6:08 AM



The Office of the President

Members of the Kent State University Family:

A few weeks ago, many of us cheered on the Cleveland Cavaliers as they doggedly and daringly chased an NBA championship. Although the trophy went elsewhere (for now), the season was a testament to the invaluable outcomes that are possible when a community is "all in" in the pursuit of a shared goal. Today, as I officially start my second year as your president, I am so very grateful for the many ways you proved that you are "all in" when it comes to building the positive momentum that abounds across our campuses. Your remarkable talents and unwavering dedication kept Kent State moving full speed ahead toward new and ongoing goals — from giving our students the best-possible opportunities to find their unique voices and succeed academically; to shaping our society's future through epic thinking and innovative scholarship that allow us to stand among a new breed of relevant and responsive American research universities; to using our many resources to help the communities and region we serve progress and prosper.

What we have accomplished together points to a future that is truly meaningful and worthy of our enormous pride — the kind of pride we felt in recent months as our faculty's research and artistry put Kent State in the national spotlight and attracted major, federal funding; our staff members' commitment to excellence allowed us to open magnificent, new facilities like our Aeronautics and Technology Building and our Center for Undergraduate Excellence; our students excelled in the roles of scholar, entrepreneur, volunteer, social activist and athlete; our alumni showed their appreciation for a superb education through generous gifts of time, talent and treasure; and as our growing reputation as a destination university in a destination city led us to welcome the highest-achieving freshman class, largest number of international students and largest Kent Campus enrollment in university history.

The last year also brought us together to discuss and determine what Kent State's best, brightest and boldest future should look like. Literally thousands of our university community members participated in a range of efforts to assess our strengths, opportunities, aspirations and results, including the Presidential Listening Tour that took me across Ohio and beyond to learn about the "heart" of Kent State; the One University Commission that explored ways we can maximize our unique status as an eight-campus system; and the Strategic Visioning initiative that will soon allow us to move forward guided by clear statements of our shared vision, core values and key priorities for the next five years.

During the last 365 days, I have approached my work knowing how fortunate I am to be part of this wonderful community of high-energy, highly collaborative change agents — people of all ages and backgrounds; people with diverse talents and perspectives; and people who share a deep desire to illuminate the world with knowledge, creativity and compassion. You amaze me. You inspire me. And you keep me motivated to do everything in my power to help Kent State realize its highest aspirations on the rising tide of the many accomplishments and undeniable spirit of the faculty, staff, students and alumni who call this outstanding university their home.

Again, I thank you with all my heart for your contributions during the last year. And I thank you in advance for making the choice to be "all in" as we learn, live and make a difference together in the months to come.

Wishing you a Happy Fourth of July and a great summer,

Beverly Warren

Flag ⌂ ⌂ ⌂ ⌂ ⌂



Email is just HTML  
and CSS. It can be  
made responsive.





# **Kent State Elects Beverly J. Warren, Ed.D., Ph.D., FACSM, as University's 12th President**

The Kent State University Board of Trustees has elected Beverly J. Warren, Ed.D., Ph.D., FACSM, currently provost and senior vice president of Virginia Commonwealth University (VCU), as its next university president at a special board meeting held today (Jan. 8, 2014). Warren will begin serving as Kent State's 12th president on July 1, 2014. She will succeed retiring President Lester A. Lefton, who has served as Kent State's chief executive officer since July 1, 2006.

## Final Class

# Project Hub, Pattern Library & Reviews

<http://rwdkent.com/class/assignments/timeline-presentation/>



# Final Class

# HTML/CSS Templates/ Prototypes (3)

[www.rwdkent.com/class/assignments/templates](http://www.rwdkent.com/class/assignments/templates)



## Next Class

# Testing Assignment Prep

<https://rwdkent.com/class/assignments/testing/>



# HTML/CSS Combined Template Work & Review

**Each group/individual should review with me by  
the end of class today.**



# Next Week

In class usability testing + submit testing assignment - must have a spreadsheet prepared for next class. Additionally, your prototype should be in a state ready for testing!

In Class Work + Combined Template Review w/ Instructor

