

Focus on Web Design

You are learning the syntax of HTML5. However, coding alone does not make a web page; design is also very important. Surf the Web and find two web pages, one that is appealing to you and one that is unappealing to you. Print each page. Create a web page that answers the following questions for each of your examples:

- a. What is the URL of the website?
- b. Is the page appealing or unappealing? List three reasons for your answer.
- c. If the page is unappealing, what would you do to improve it?

Website Case Study

Each of the case studies in this section continues throughout most of the text. This chapter introduces each website scenario, presents the site map, and directs you to create two pages for the site.

JavaJam Coffee Bar

Julio Perez is the owner of the JavaJam Coffee Bar, a gourmet coffee shop that serves snacks, coffee, tea, and soft drinks. Local folk music performances and poetry readings are held a few nights during the week. The customers of JavaJam are mainly college students and young professionals. Julio would like a web presence for his shop that will display his services and provide a calendar for the performances. He would like a home page, menu page, music performance schedule page, and job opportunities page.

A site map for the JavaJam Coffee Bar website is shown in [Figure 2.32](#). The site map describes the architecture of the website, which consists of a “Home” page with three main content pages: “Menu,” “Music,” and “Jobs.”

Figure 2.32 JavaJam site map

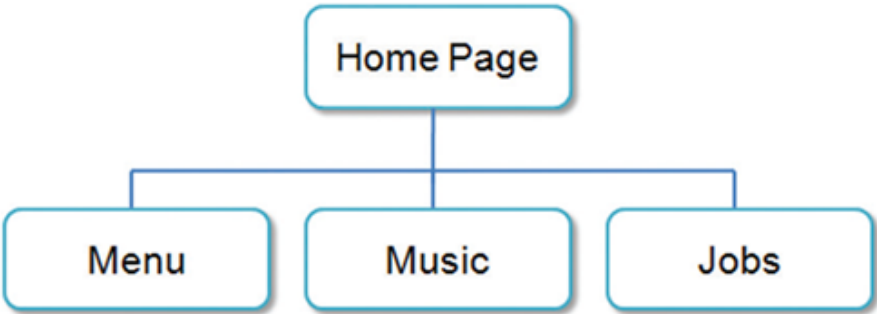
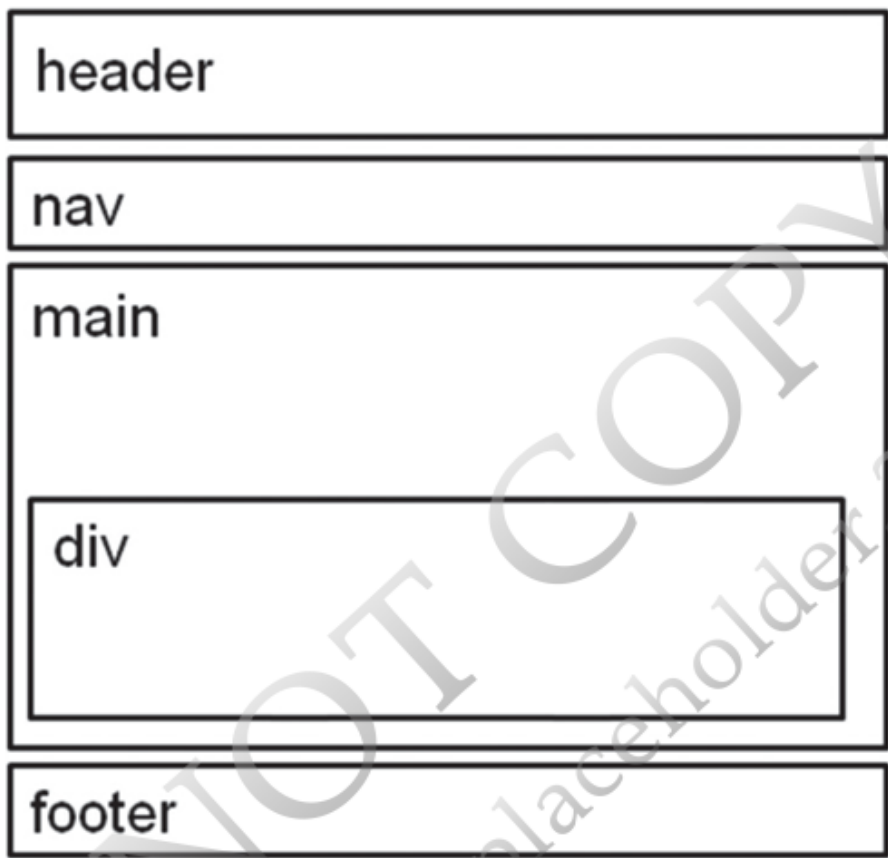


Figure 2.33 displays a wireframe sketch of the page layout for the website. It contains a header area, a navigation area, a main content area, and a footer area for copyright information.

Figure 2.33 JavaJam wireframe



You have three tasks in this case study:

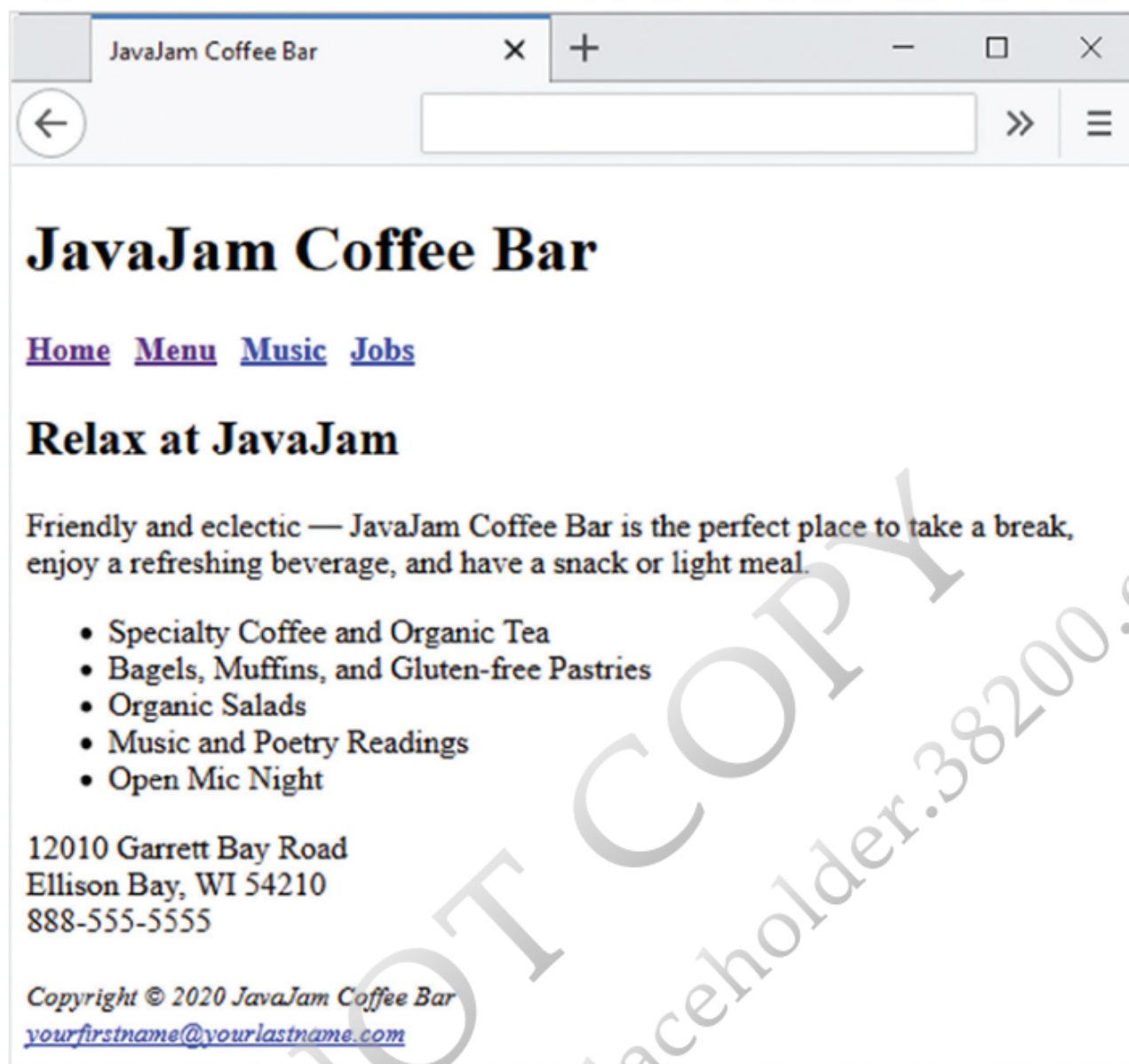
1. Create a folder for the JavaJam website.
2. Create the Home page: index.html.
3. Create the Menu page: menu.html.

Hands-On Practice Case Study

TASK 1: THE WEBSITE FOLDER. Create a folder on your hard drive or portable storage device (thumb drive or SD card) called “javajam” to contain your JavaJam website files.

TASK 2: THE HOME PAGE. You will use a text editor to create the Home page for the JavaJam Coffee Bar website. The Home page is shown in Figure 2.34.

Figure 2.34 JavaJam index.html



Launch a text editor, and create a web page with the following specifications:

- 1. WEB PAGE TITLE.** Use a descriptive page title. The company name is a good choice for the home page of a business website. On pages other than the home page, the title typically contains both the company name and a word or a phrase that describes the purpose of the page.
- 2. WIREFRAME HEADER.** Code the header element with the text, "JavaJam Coffee Bar" contained within a heading 1 element.
- 3. WIREFRAME NAVIGATION.** Place the following text within a nav element with bold text (use the element):
Home Menu Music Jobs
Code anchor tags so that "Home" links to index.html, "Menu" links to menu.html, "Music" links to music.html, and "Jobs" links to jobs.html. Add extra blank spaces between the

hyperlinks with the special character as needed.

4. WIREFRAME MAIN CONTENT. Code the main page content within a main element. Use **Hands-On Practice 2.10** as a guide.

a. Code the following text within an h2 element:

Relax at JavaJam

b. Configure the following content within a paragraph.

Friendly and eclectic — JavaJam Coffee Bar is the perfect place to take a break, enjoy a refreshing beverage, and have a snack or light meal.

c. Configure the following content in an unordered list:

Specialty Coffee and Organic Tea

Bagels, Muffins, and Gluten-free Pastries

Organic Salads

Music and Poetry Readings

Open Mic Night

d. Code the following address and phone number contact information within a div element. Use line break tags to help you configure this area and add extra space between the phone number and the footer area.

12010 Garrett Bay Road

Ellison Bay, WI 54210

888-555-5555

5. WIREFRAME FOOTER. Configure the following copyright and e-mail link information within a footer element. Format it with small text size (use the tag) and italics font style (use the tag).

Copyright © 2020 JavaJam Coffee Bar

Place your name in an e-mail link on the line under the copyright.

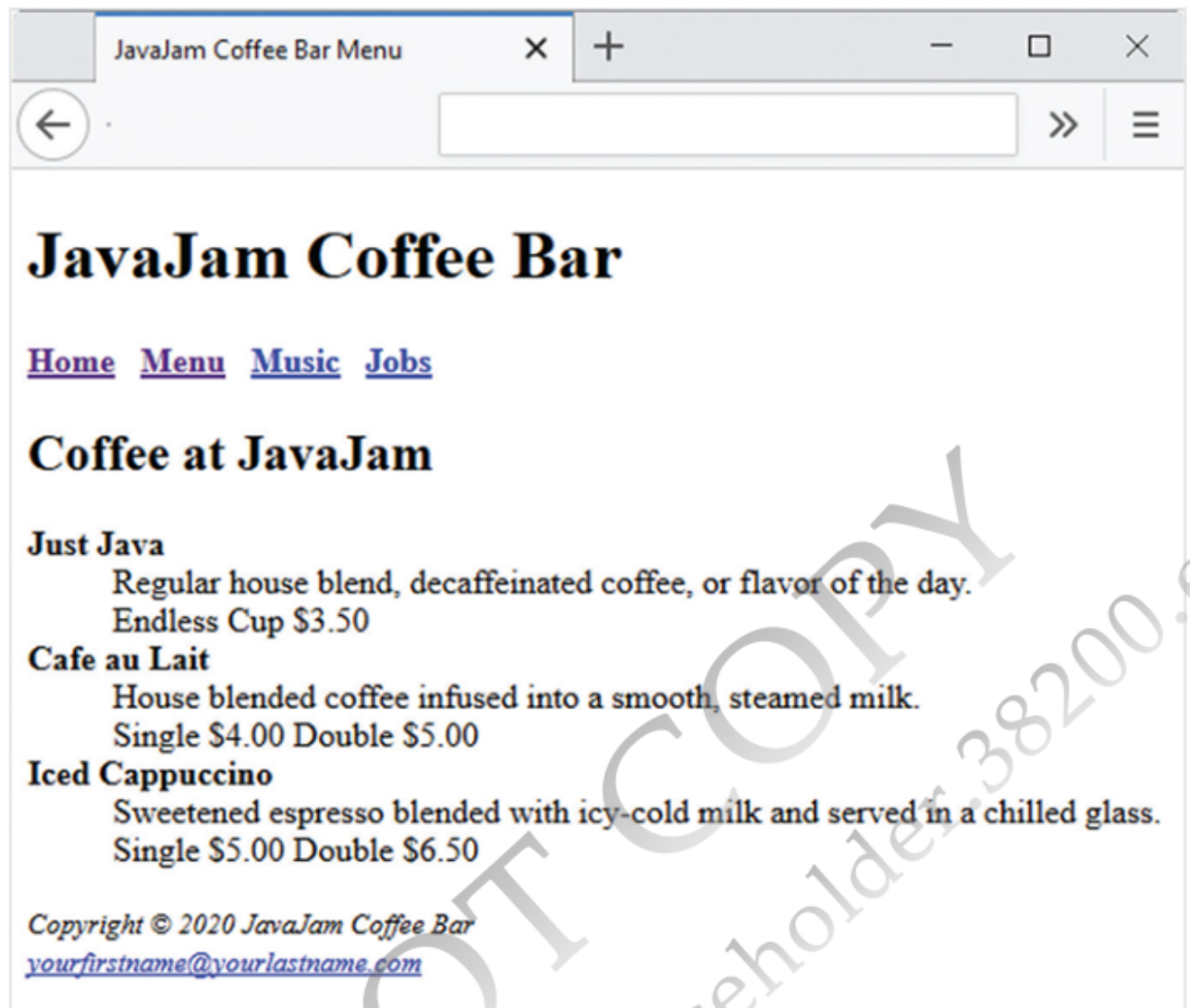
The page in **Figure 2.34** may seem a little sparse, but don't worry; as you gain experience and learn to use more advanced techniques, your pages will look more professional. White space (blank space) on the page can be added with

tags where needed. Your page does not need to look exactly the same as the sample. Your goal at this point should be to practice and get comfortable using HTML.

Save your page in the javajam folder, and name it index.html.

TASK 3: THE MENU PAGE. Create the Menu page shown in **Figure 2.35**. A technique that improves productivity is to create new pages based on existing pages so that you can benefit from your previous work. Your new Menu page will use the index.html page as a starting point.

Figure 2.35 JavaJam menu.html



Open the index.html page for the JavaJam website in a text editor. Select File > Save As, and save the file with the new name of menu.html in the javajam folder. Now you are ready to edit the page.

1. **WEB PAGE TITLE.** Modify the page title. Change the text contained between the and tags to the following:

JavaJam Coffee Bar Menu

2. **WIREFRAME MAIN CONTENT.**

- a. Delete the Home page content paragraph, unordered list, and contact information.

- b. Replace the text in the h2 element with the following:

Coffee at JavaJam

- c. Use a description list to add the menu content to the page. Use the

tag to contain each menu item name. Configure the menu item name to have strong importance and display in bold font weight with the tag. Use the

tag to contain the menu item description. Configure line break tags as needed to display two lines of information within each dd element. The menu item names and

display two lines of information within each dd element. The menu item names and descriptions are as follows:

Just Java

Regular house blend, decaffeinated coffee, or flavor of the day.
Endless Cup \$3.50

Cafe au Lait

House blended coffee infused into a smooth, steamed milk.
Single \$4.00 Double \$5.00

Iced Cappuccino

Sweetened espresso blended with icy-cold milk and served in a chilled glass.
Single \$5.00 Double \$6.50

Save your page, and test it in a browser. Test the hyperlink from the menu.html page to index.html. Test the hyperlink from the index.html page to menu.html. If your links do not work, review your work, paying close attention to these details:

- Verify that you have saved the pages with the correct names in the correct folder.
- Verify your spelling of the page names in the anchor elements.

Test again after you make changes.

Fish Creek Animal Clinic

Magda Patel is a veterinarian and owner of the Fish Creek Animal Clinic. Her customers are local pet owners who range from children to senior citizens. Magda would like a website to provide information to her current and potential customers. She has requested a home page, a services page, a page for advice from a veterinarian, and a contact page.

A site map for the Fish Creek Animal Clinic website is shown in **Figure 2.36**. The site map describes the architecture of the website, which consists of a “Home” page with three main content pages: “Services,” “Ask the Vet,” and “Contact.”

Figure 2.36 Fish Creek site map

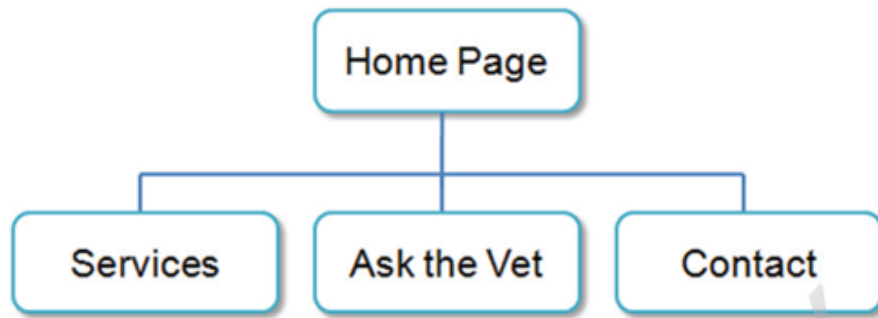
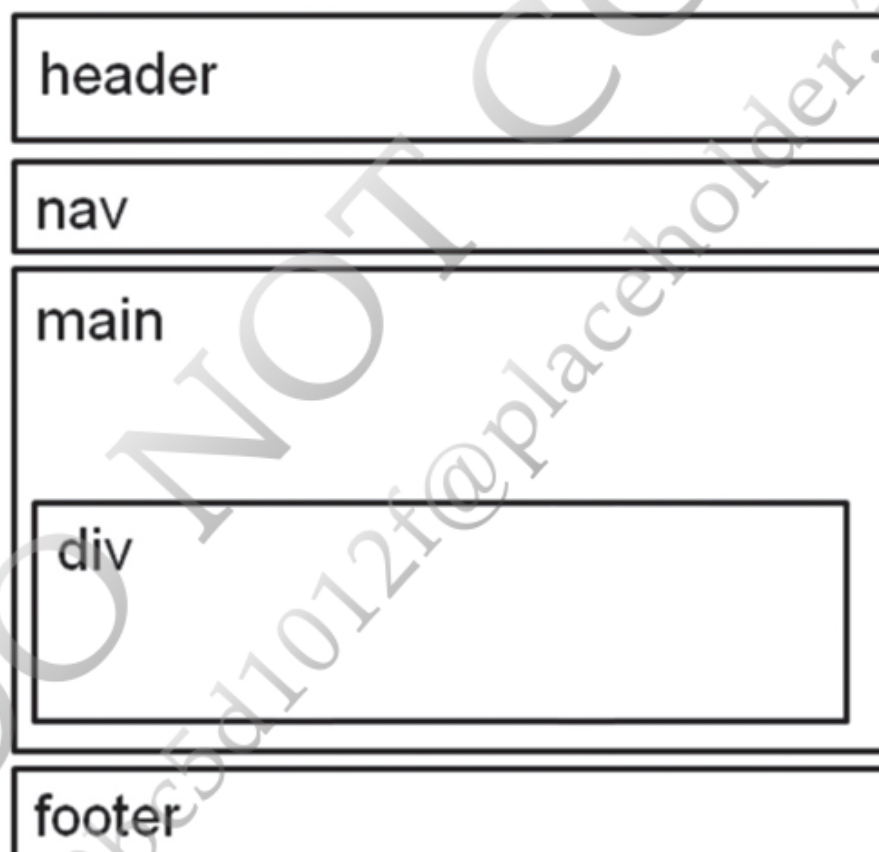


Figure 2.37 displays a wireframe sketch of the page layout for the website. It contains a header area, a navigation area, a main content area, and a footer area for copyright information.

Figure 2.37 Fish Creek wireframe



You have three tasks in this case study:

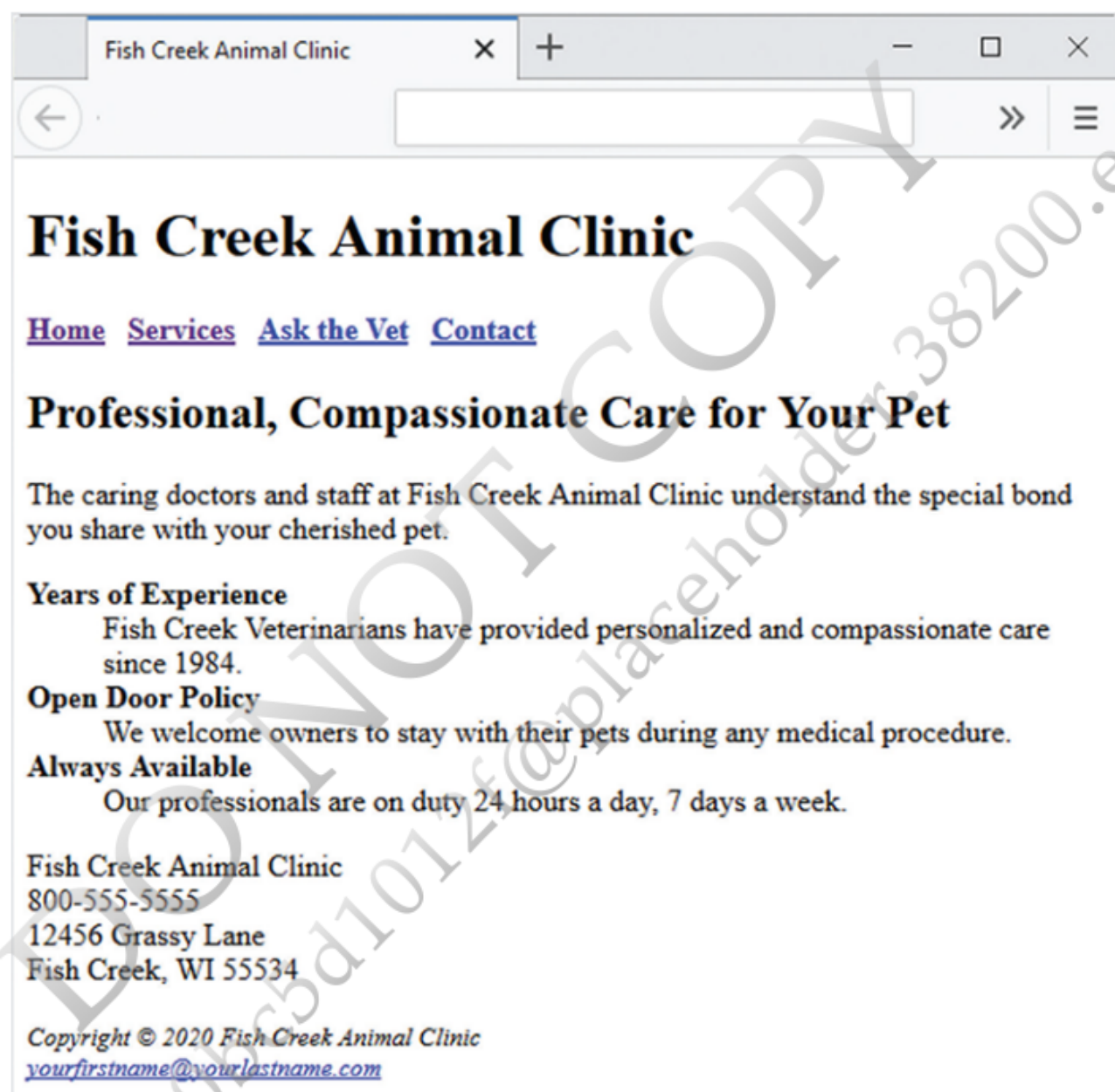
1. Create a folder for the Fish Creek website.
2. Create the Home page: index.html.
3. Create the Services page: services.html.

Hands-On Practice Case Study

TASK 1: THE WEBSITE FOLDER. Create a folder on your hard drive or portable storage device (thumb drive or SD card) called “fishcreek” to contain your Fish Creek website files.

TASK 2: THE HOME PAGE. You will use a text editor application to create the Home page for the Fish Creek Animal Clinic website. The Home page is shown in [Figure 2.38](#).

Figure 2.38 Fish Creek index.html



Launch a text editor, and create a web page with the following specifications:

1. **WEB PAGE TITLE.** Use a descriptive page title. The company name is a good choice for the home page of a business website. On pages other than the home page, the title typically

contains both the company name and a word or a phrase that describes the purpose of the page.

2. WIREFRAME HEADER. Code the header element with the text, “Fish Creek Animal Clinic” contained within a heading 1 element.

3. WIREFRAME NAVIGATION. Place the following text within a nav element with bold text (use the element)

Home Services Ask the Vet Contact

Code anchor tags so that “Home” links to index.html, “Services” links to services.html, “Ask the Vet” links to askvet.html, and “Contact” links to contact.html. Add extra blank spaces between the hyperlinks with the special character as needed.

4. WIREFRAME MAIN CONTENT. Code the main page content within a main element. Use **Hands-On Practice 2.10** as a guide.

a. Code the following text within an h2 element:

Professional, Compassionate Care for your Pet

b. Code the following text within a paragraph element:

The caring doctors and staff at Fish Creek Animal Clinic understand the special bond you share with your cherished pet.

c. Code the following content in a description list. Configure the text in each dt element to have strong importance and display in bold font weight:

Years of Experience

Fish Creek Veterinarians have provided personalized and compassionate care since 1984.

Open Door Policy

We welcome owners to stay with their pets during any medical procedure.

Always Available

Our professionals are on duty 24 hours a day, 7 days a week.

d. Configure the following address and phone number contact information within a div element below the description list. Use line break tags to help you format this area.

Fish Creek Animal Clinic

800-555-5555

1242 Grassy Lane

Fish Creek, WI 55534

5. WIREFRAME FOOTER. Code the following copyright and e-mail link information within a footer element. Format it with small text size (use the tag) and italics font style (use the tag).

Copyright © 2020 Fish Creek Animal Clinic

Place your name in an e-mail link on the line under the copyright.

The page in **Figure 2.38** may seem a little sparse, but don't worry; as you gain experience and learn to use more advanced techniques, your pages will look more professional. White space (blank space) on the page can be added with