

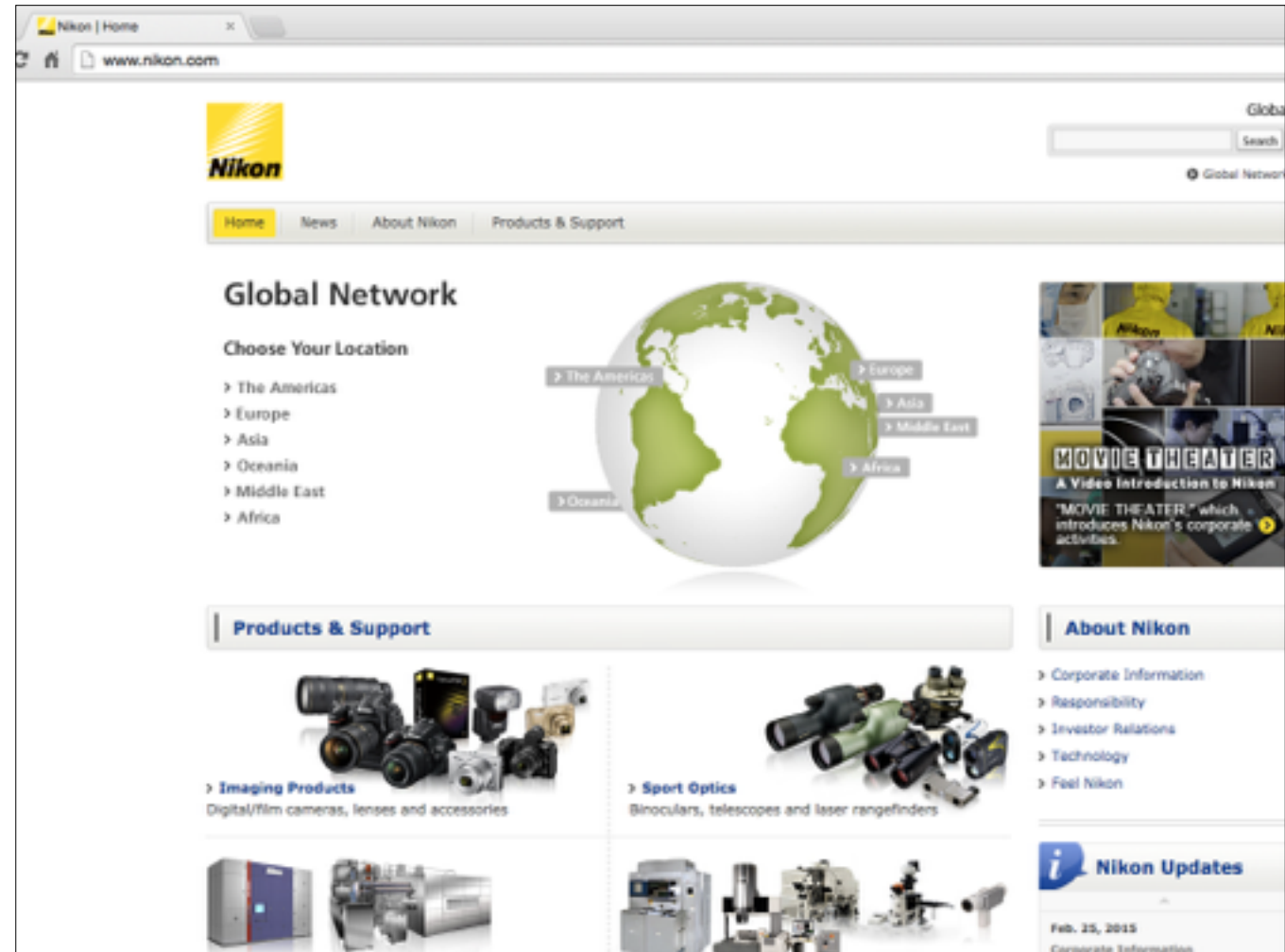
Content-first Design

important things should be visually
important

<http://alistapart.com/article/stopping-the-infighting-about-digital-standards> article is upfront

<http://feltron.com/>

Nikon Cameras, Canon, Fuji
what is the first thing you think of



<http://www.nikon.com/>

i'm always afraid they are going to change it, I was shown this example in 2007

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one thing at a time

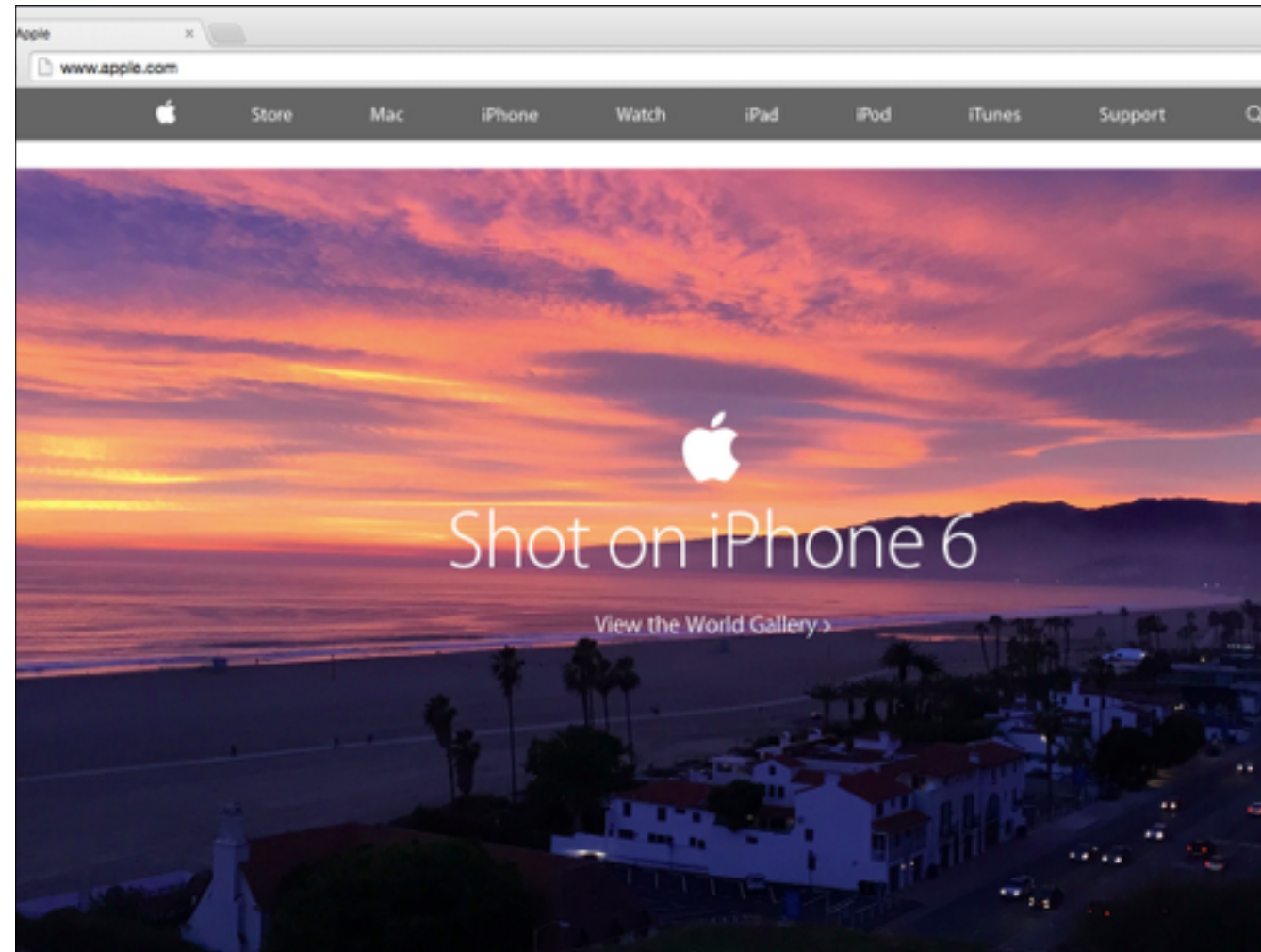
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Get started



slightly better. Apple.

designing for small screens allows you
to focus

mobile-first

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<http://sleepstreet.be/>

vs. my realtor (not mobile design)


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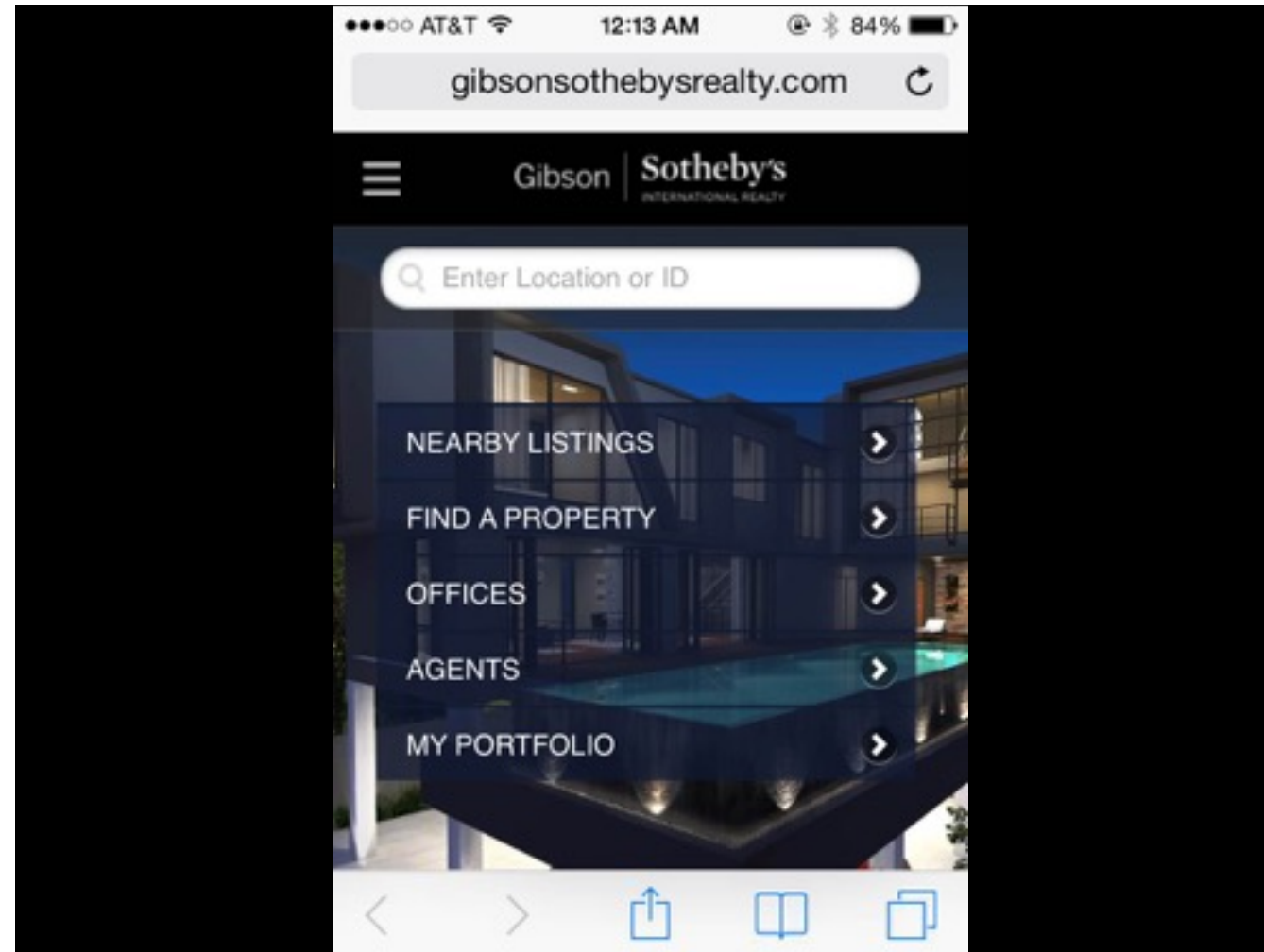
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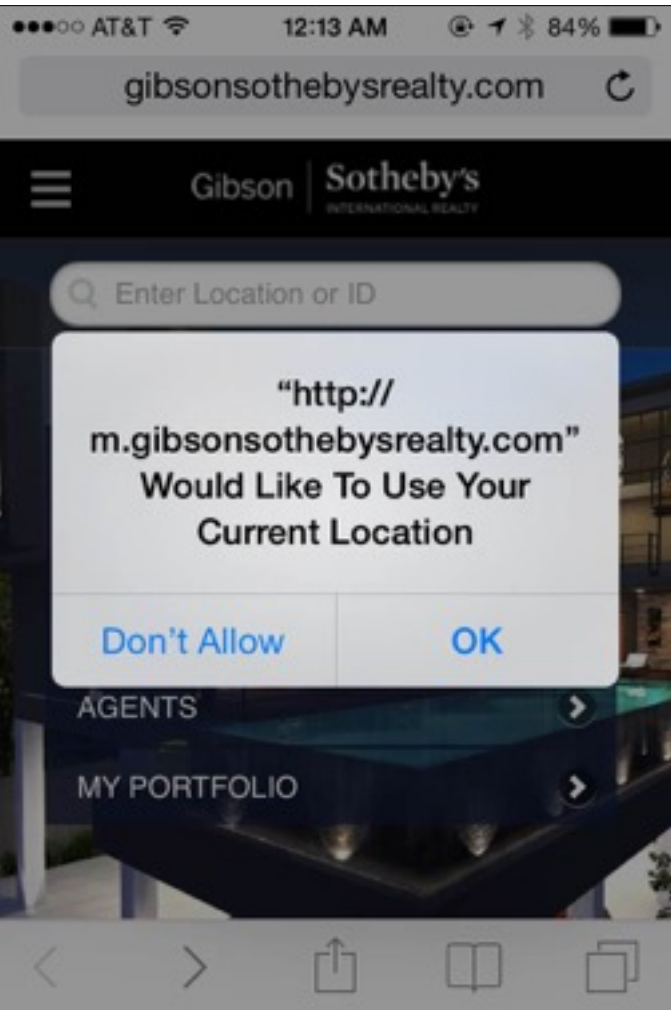
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and their mobile site is completely different and is actually kind of nice.

they made it after their large screen site.

that was common 10 years ago, as the iPhone convinced websites they needed to work well on phones they created a completely different experience.




●●●○○ AT&T 12:14 AM 84%

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10,000 Sq. Ft.

>




\$10,700,000 USD

5 Bedrooms

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>





\$8,650,000 USD


4 Bedrooms

4,300 Sq. Ft.


>


Refine


Map

Save

< >







VS



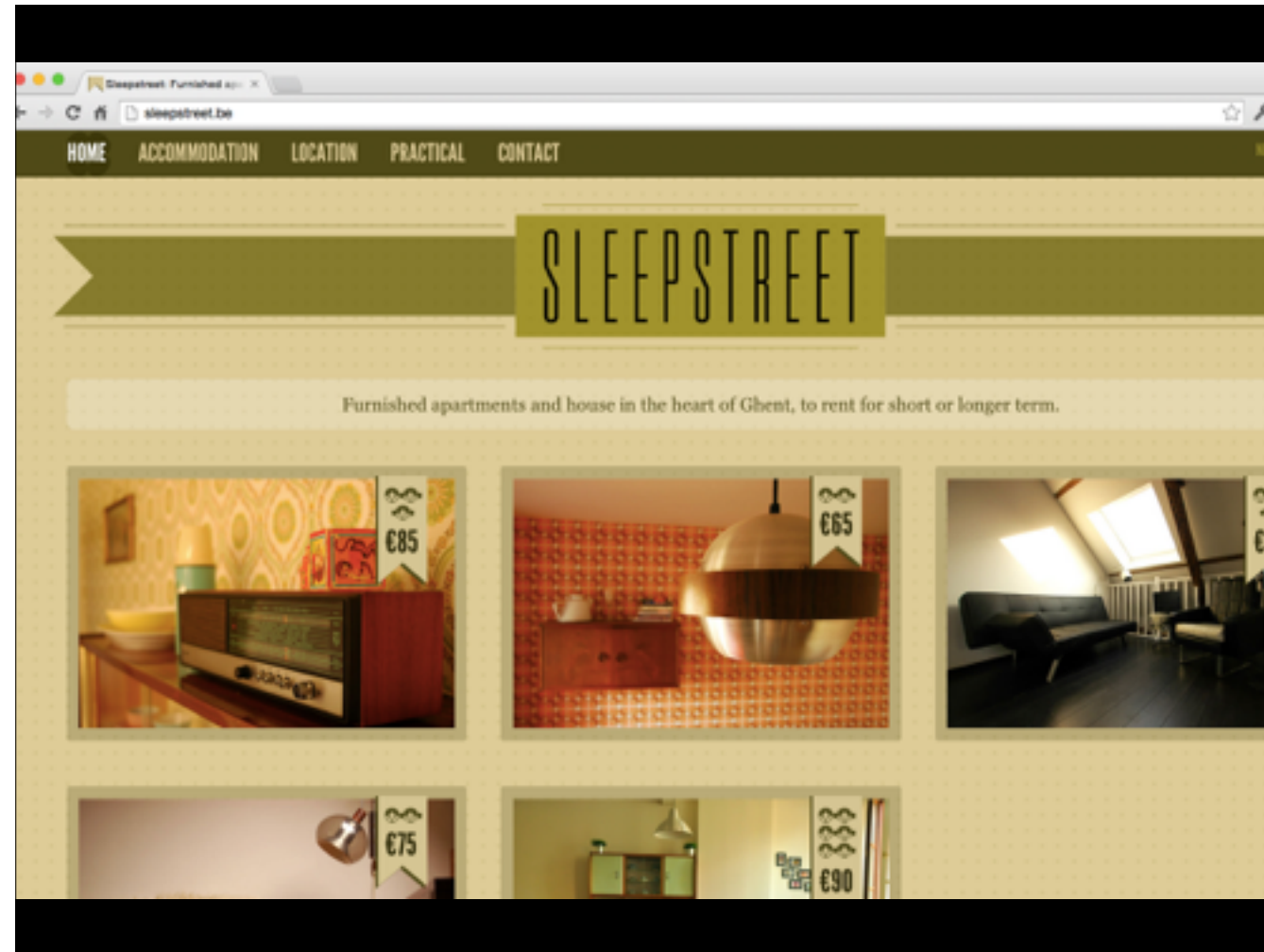
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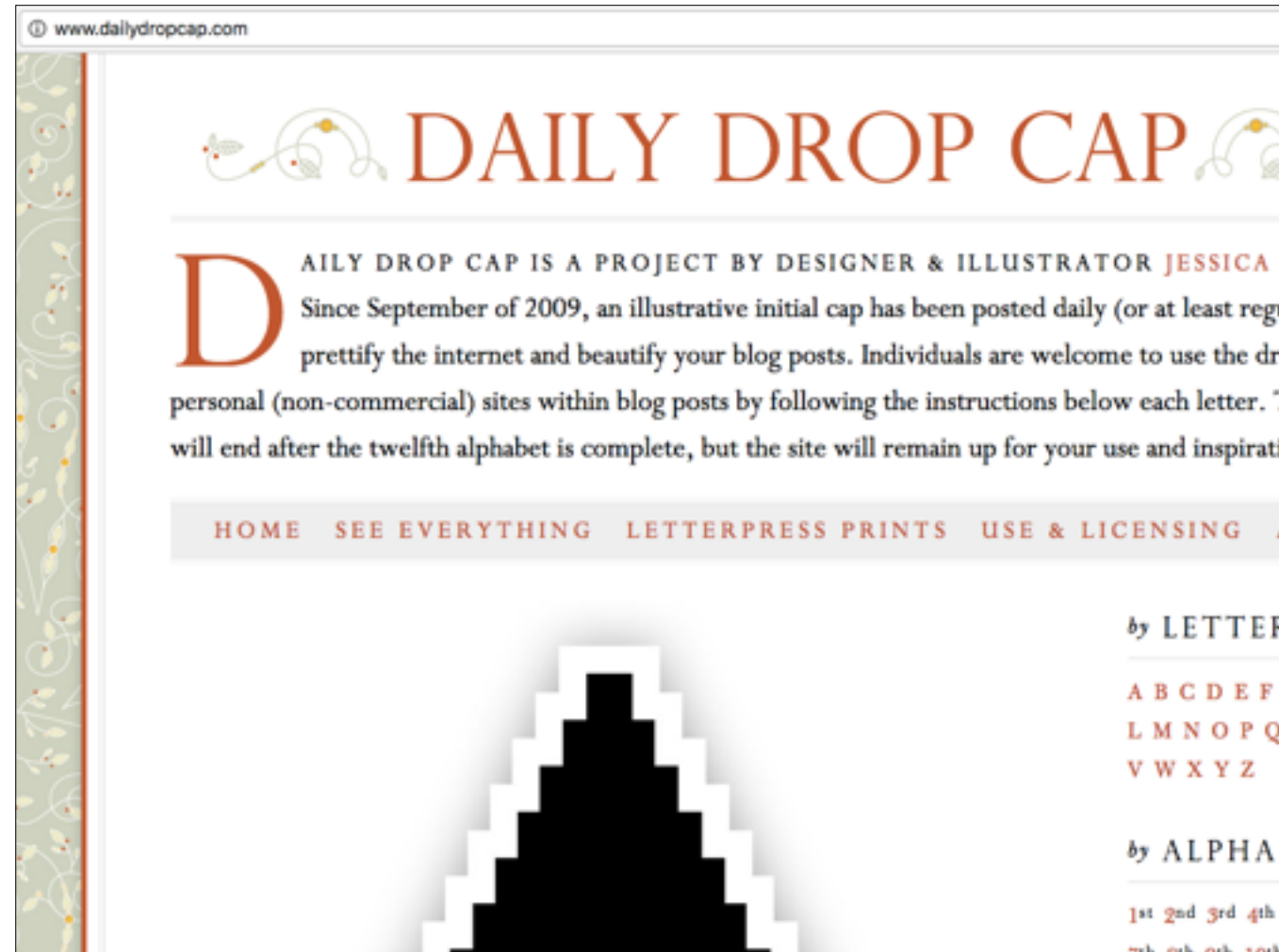




and their desktop is the same website
adapted only slightly.

but the content, the menu items are the same

content should drive your design
aesthetic



<http://www.dailydropcap.com/>

by <http://jessicahische.is/>



<http://jasonsantamaria.com/> loves type, his site is really type heavy

Tools

[View source](#)

Chrome Developer Tools

inspect element

and Safari and Firefox have similar tools

although Safari you have to enable Developer Tools in Preferences

Updated Tools Page

Tweaking TextMate

Template

blank page template

HTML

Sectioning content:

header, footer

nav

article

div

Some more tags:

`em,`

`b`

special entities

see examples , and charset

Web fonts

hosted fonts

Whatever is available

<https://web.archive.org/web/20130328145058/http://cssfontstack.com/>

Font Squirrel

web-fonts download your own



Google Fonts

hosted fonts
free fonts and licensing

just the same.
<http://fonts.googleapis.com/css?family=Raleway&v2>

CSS

Targeting content:

id, # (aka hash, pound)
class . (aka period, dot)

span (targeting with class and id)

targeting the state of an HTML
element

```
a:link      /* unvisited link */  
a:visited   /* user has already visited */  
a:hover     /* mouse over it */  
a:focus     /* has keyboard focus */  
a:active    /* being pressed on */
```

most commonly with a
you can also target any element, not just a

<http://www.w3.org/TR/CSS21/selector.html#dynamic-pseudo-classes>

Some more CSS

text-indent

text-decoration

color

rgb

hex

rgba

In-class

styling round-robin

5, 5 minute exercises

after each rotation, copy the entire directory so we keep a history.

1. Style page with 3 CSS properties only
2. Building off the previous team add a 1 more CSS property. Feel free to delete but keep only 4 properties.
3. Add a 5th property. Feel free to delete but keep only 5 properties.
4. Start over. Make dramatic choices! Think very big or very small! Use only 3 CSS properties.
5. Take the best of what you have. Produce a final design (15 min.).

5, 5 minute exercises

last one takes 15minutes.

after each rotation, copy the entire directory so we keep a history.

Homework #3

introduce homework #3