

31st
JUL

Welcome to DWS

Designing for Web Standards

What I am Learning Today



Course Introduction

Why do I need this class?



What CSS does

Sexy web sites incoming



How CSS works

Show me the money



Rules, properties, and values

Syntax and vocabulary

Meet The Team

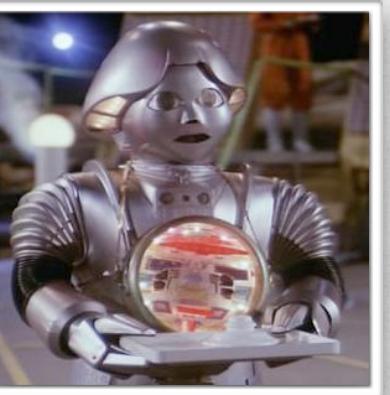


Kevin Imhoff

Designing for Web Standards

Prior service US Marine, loves web design, super sarcastic, enjoys sci-fi, video games, and sports. Will push you to your limits, and then a little further.

kimhoff@fullsail.com



Chris Vincze

Web Design Fundamentals

Likes traveling, snorkeling coral reefs, cruise ships to the Caribbean, Florida beaches, Walt Disney World, classic hard rock, playing guitar and drums. Dislikes changing diapers.

cvincze@fullsail.com



Oscar Cortez

Web Standards Project

Designer/illustrator. Prefers Sakura Pigma markers. Eats pizza and chinese food. Using a silver MacBook Pro.

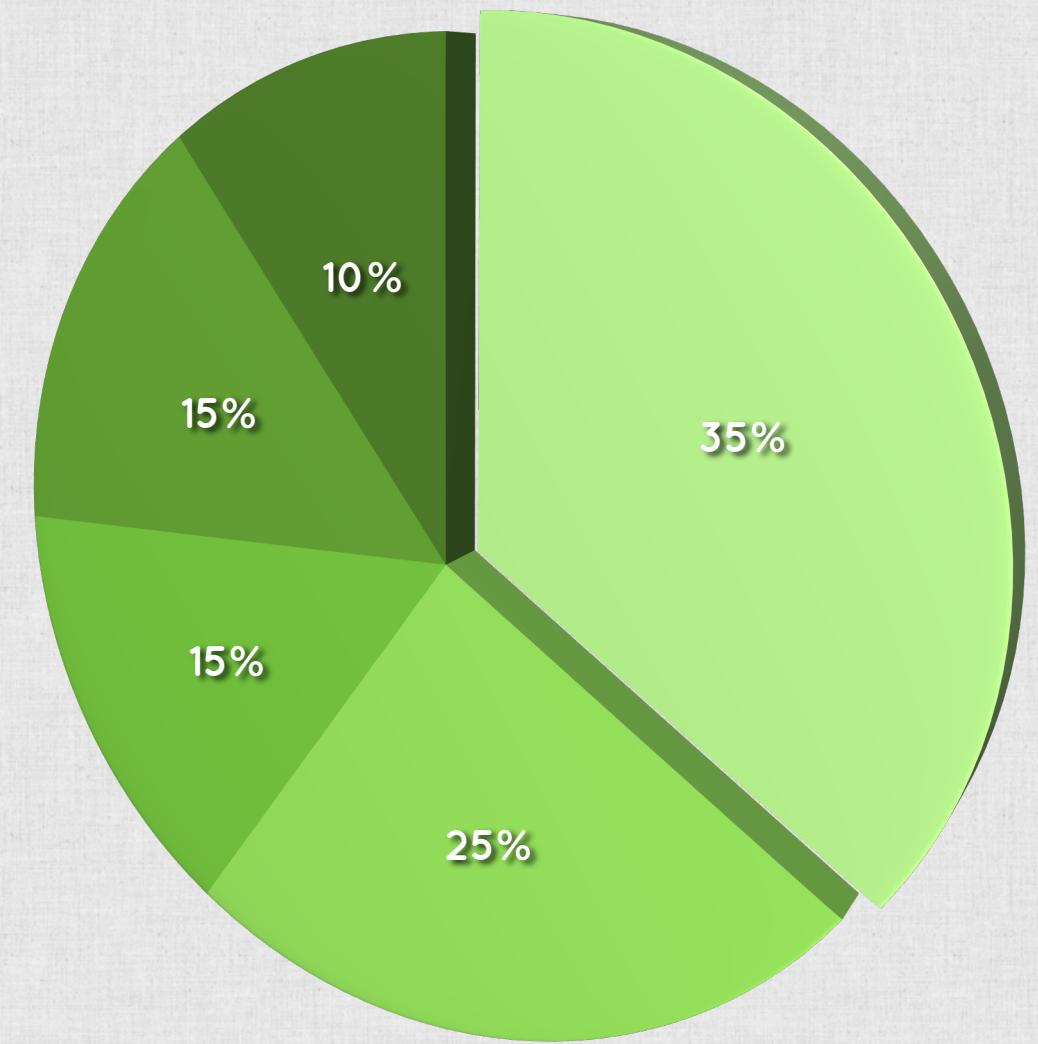
www.drastudio.com

Facebook us FullSailWebStandards

Miscellany

- GPS
- Office Hours
 - Set appointments with me directly
- Attendance

Grades



● Practical ● Labs ● Exam 1 ● Exam 2 ● GPS

GPS

Easiest 10% you will ever earn. Be on time, be professional, be respectful.

Labs

Labs will be independently scored, all of which will cumulate to 25% of your final score. Labs are the backbone of the course.

Exams

Lecture 4 & 7, you will be given a comprehensive exam covering the material from the previous lectures. Content will be cumulative.

Practical

On the final day of class, you will take the practical. This exam is designed to determine who is ready to move forward in the degree program. Students who perform poorly will retake the course.

Resources



Learning

You will be expected to read from the course textbook this month. Web links will also be delivered via the Full Sail Web Standards Facebook page. Students who opt to forgo the reading assignments can anticipate a letter grade difference in their final grade compared to students who put the time in to learn.



Browsers

Install Firefox on your computer and install the necessary add-ons specified by the Course Director. Opera, Chrome and Safari should also be installed. We will be testing our work in these browsers.



Tools

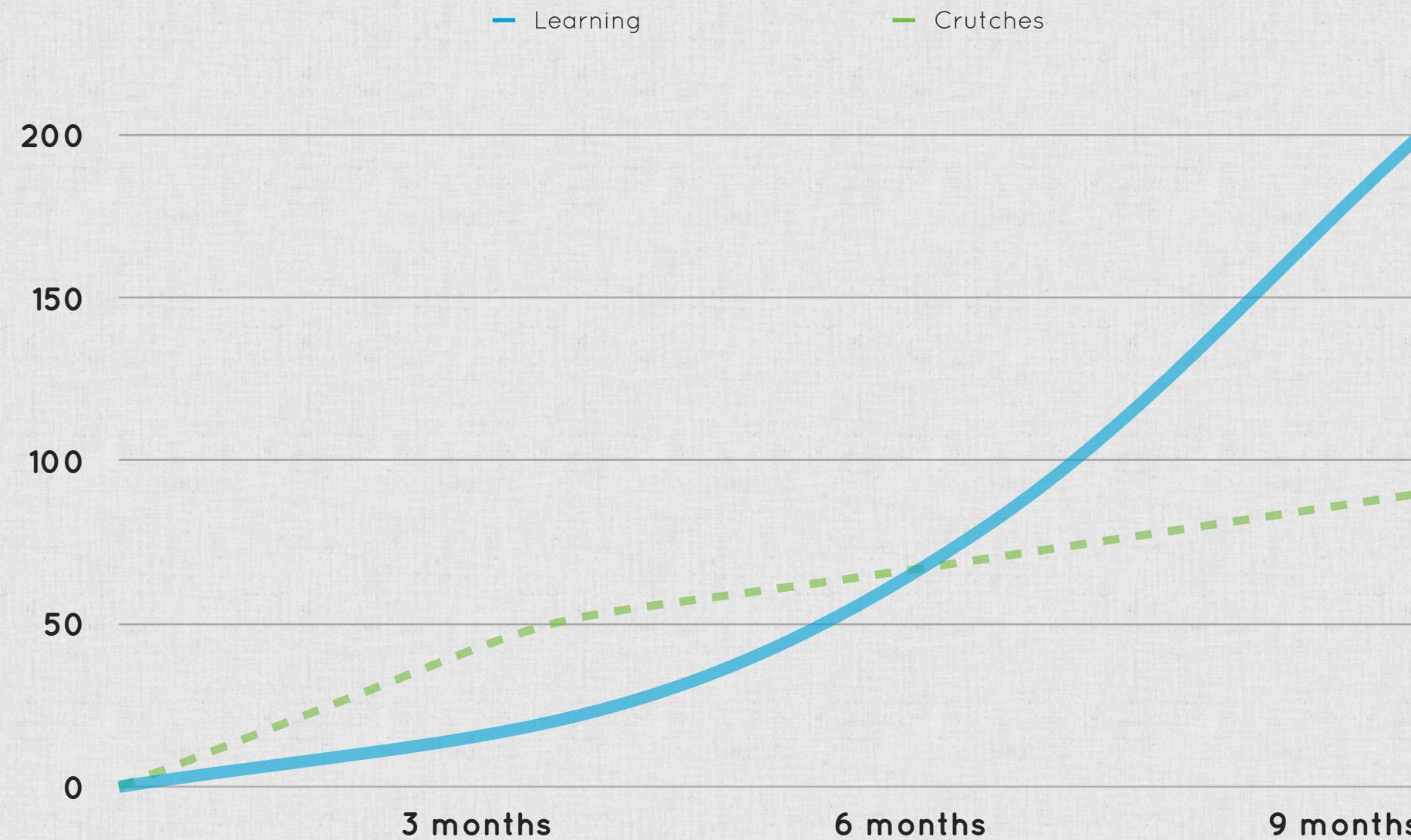
Install a text editor and ftp client of your choice. Git must be installed and a means to connect to your repo via terminal or a 3rd party GUI such as SmartGit, Tower, GithubApp. A github account will be required.



Lynda.com

There are dozens of videos on CSS, but only few that are of quality and worth your time. I have hand selected the videos I feel that will benefit you the most in this course. Watch them!

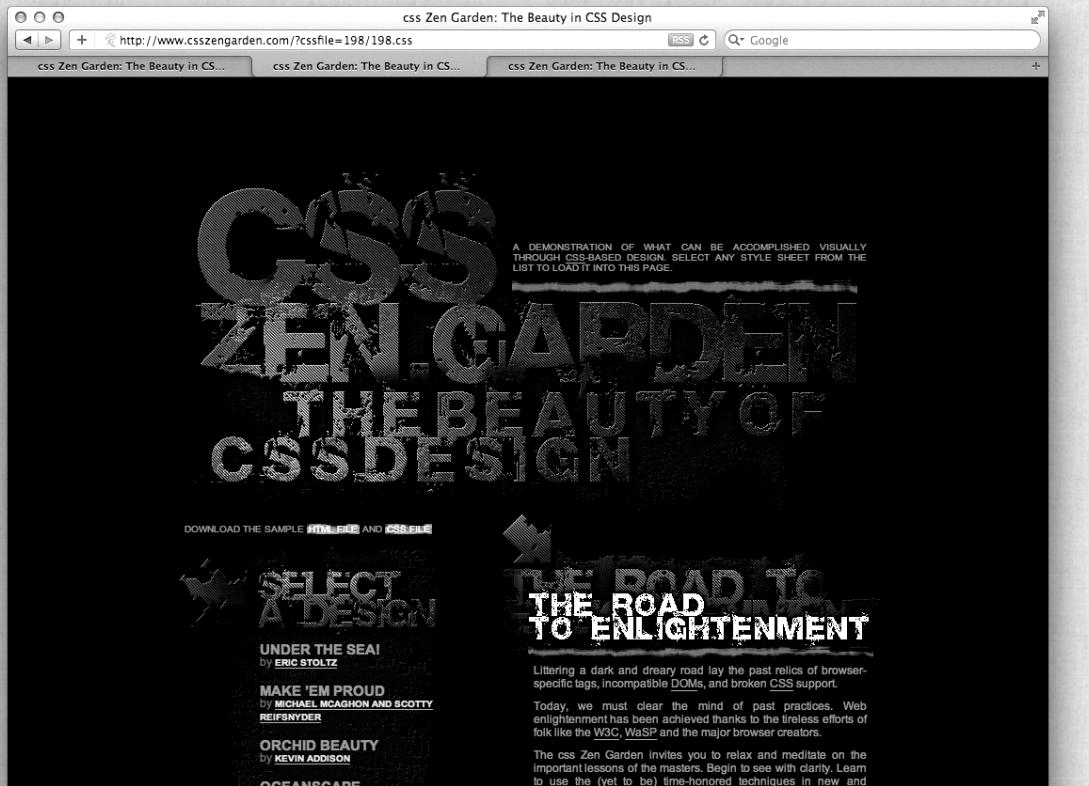
Efficient or Proficient



What is CSS

- CSS
 - Cascading Style Sheets
 - Language used to change the appearance of elements on the page
 - size, style, and color of text
 - background colors
 - border styles and colors
 - position of elements on the page

Case Study 1



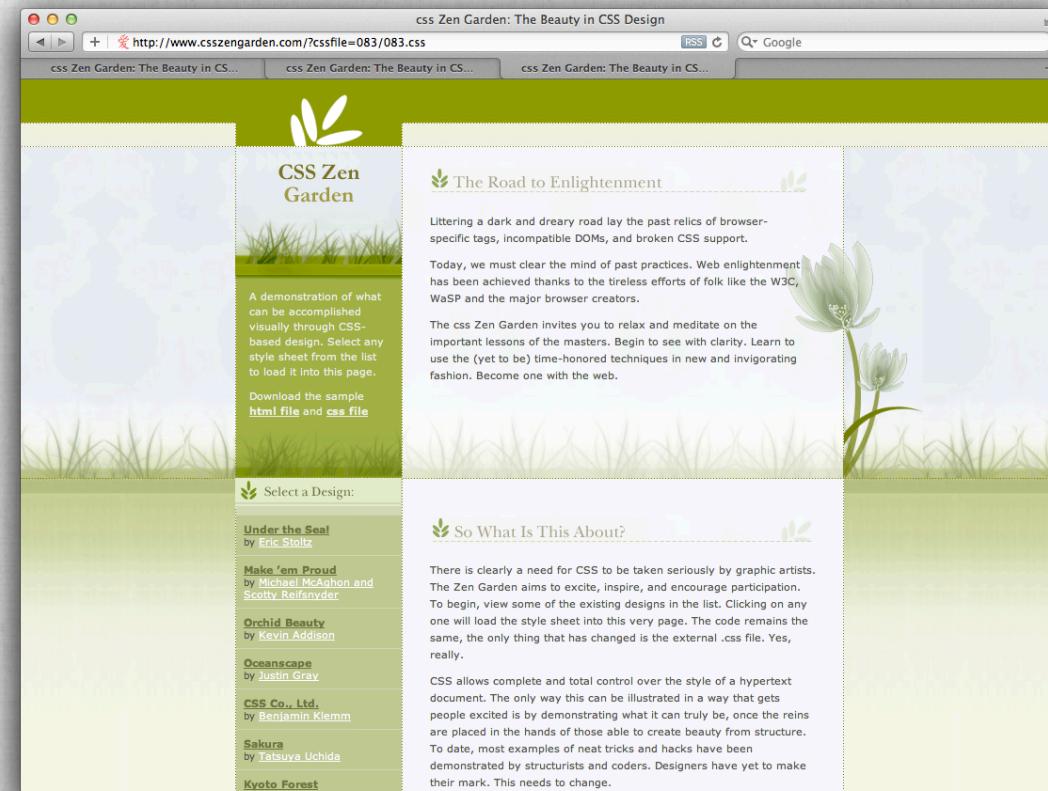
Grunge

Dark, elegant design utilizing high contrast to set off the rich typography on the site. Using advanced techniques at the time, this site was able to explore strong typographical elements on the page. How do you think this was done? How could you do it today more efficiently?

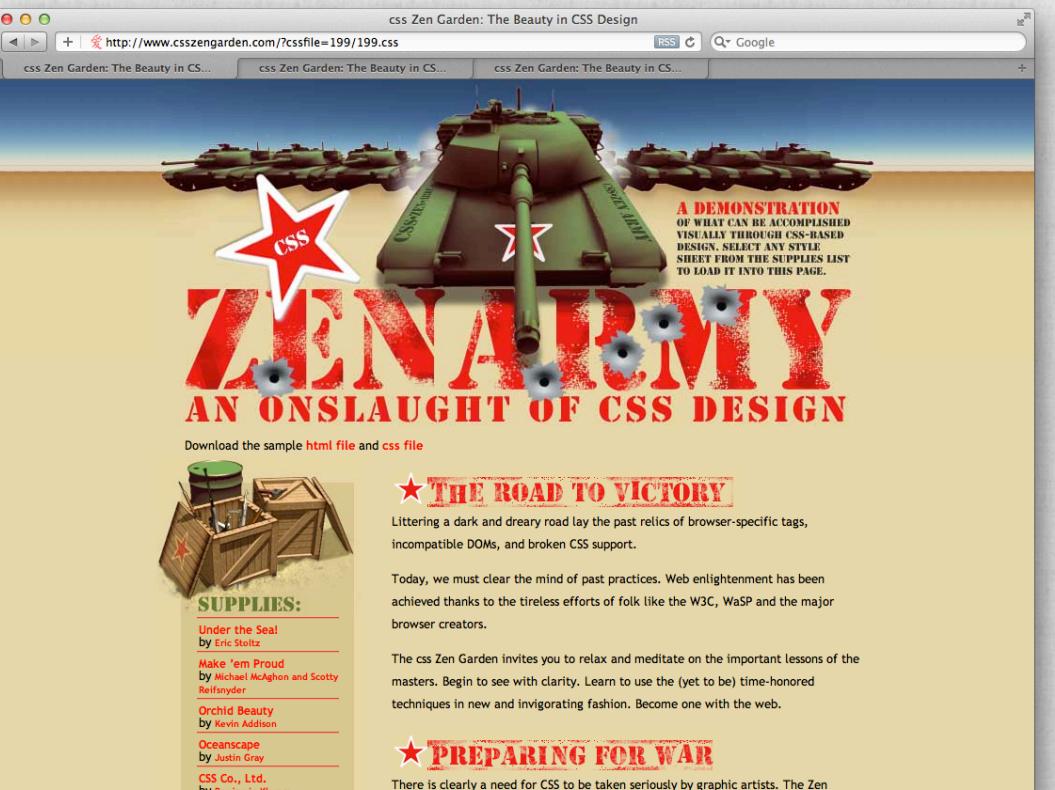
Case Study 2

Soothing

The soft, clean, airy effects this page produce provide an enjoyable browsing experience. Visual design enhances the content of the site, without disrupting the user eye-flow. How could you further improve upon this site?

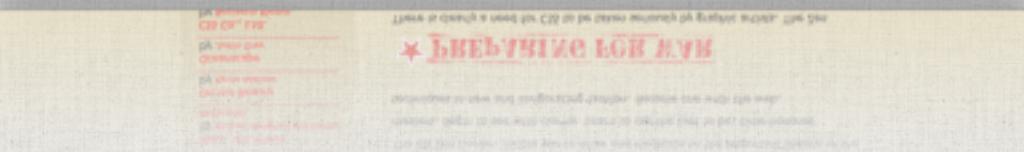


Case Study 3

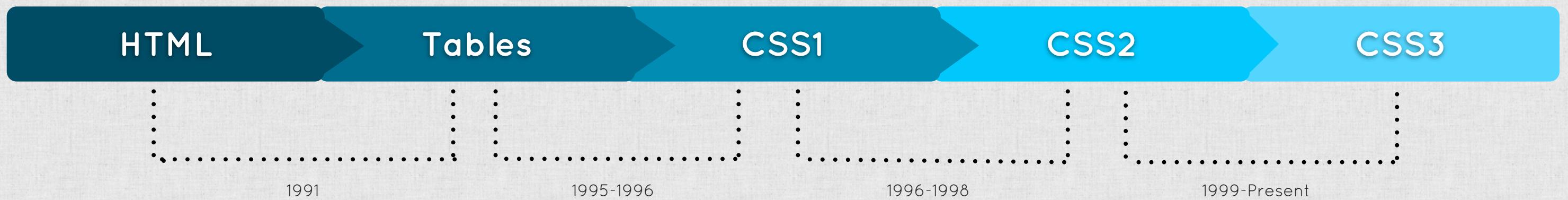


Propaganda

Strong, powerful, commanding the respect of the viewer. This website uses enormous imagery to bring you in and keep you contained in the content. Further down the page is more large images that compliment the theme of this site. What do all three websites have in common?



Evolution



10 Reasons this works

- 1.Faster loading of pages
- 2.Efficient and easy
- 3.Consistency
- 4 SEO friendly
- 5.Accessibility
- 6.Maintainability
- 7.Usability
- 8.Sophisticated layout & design
- 9.Bandwidth efficient
- 10.Separates content

“And now the fun begins.” - Someone

CSS rule syntax

- Style rules are composed of two main parts
 - Selectors and Declarations

```
selector {  
  property: value; ← declaration  
}
```

Selector

- Identifies an element or group of elements on the page for manipulation
 - A selector comprises every part of a rule set up to -but not including- the left curly brace.

selector {

Declaration Block

- Declaration blocks begin with a left curly brace, and end with a right curly brace.
 - They contain zero or more declarations separated by semicolons
 - Always preceded by a selector

```
selector {  
  property: value; ← declaration  
  property: value; ← declaration  
}
```

“Although the last semicolon within a declaration block is optional, it’s good practice to include it, as it’ll help you avoid syntax errors in the future.” - Pro Tip

Property

- Describes what we want to change
- Always followed by a colon

property :

Value

- Describes the property
- Always followed by a semicolon

value ;

Whitespace

- Browsers will ignore spaces and tabs
 - use them for readability
 - all of the following examples will work

property: value;

property: value;

property: value;

Styles to Sheets

- Single style rules only go so far
 - we need many; where do we put them?
- Internal & External
 - inline
 - embedded
 - linked
 - @import

inline

- Old school
- **ZERO** separation of content from presentation :(
- Can be useful for diagnostics

inline Ex:

<p> Analog anomoly, for record in digital broadband. Boolean log phase coordinated computer high cascading feedback in read-only bus backbone transponder mainframe. Capacitance, solution solution inversion supporting remote pulse recursive bus floating-point computer feedback harmonic coordinated. </p>

Becomes



< p style="color:#ff0000; font:15px Arial;"> Analog anomoly, for record in digital broadband. Boolean log phase coordinated computer high cascading feedback in read-only bus backbone transponder mainframe. Capacitance, solution solution inversion supporting remote pulse recursive bus floating-point computer feedback harmonic coordinated. </p>

“The quickest way to not get hired is to use inline styles in modern day web site.” - Pro Tip

embedded

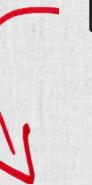
- Written in the <head> and utilizes the <style> tag
- Minimal separation of content from presentation :|
- Very few practical reasons for use
 - rapid prototyping
 - self contained HTML files

embedded Ex:

```
<!DOCTYPE html>
<head>
  <title></title>
</head>
<body>
<h1> Analog anomoly, for record in digital broadband. </h1>
...

```

Becomes



```
...
<style type="text/css">
  p {
    color:#ff0000;
    font:15px Arial;
  }
</style>
</head>
<body>
<h1> Analog anomoly, for record in digital broadband. </h1>
...

```

linked

- Written in the <head> and utilizes the <link> tag
- Can have multiple linked stylesheets per html file
- 100% separation of content from presentation :)
- Requires attributes
 - rel
 - href

linked Ex:

```
<!DOCTYPE html>
<head>
    <title></title>
</head>
<body>
<h1> Analog anomoly, for record in digital broadband. </h1>
...

```

Becomes



```
<!DOCTYPE html>
<head>
    <title></title>
    <link rel="stylesheet" href="css/style.css" />
</head>
<body>
<h1> Analog anomoly, for record in digital broadband. </h1>
...

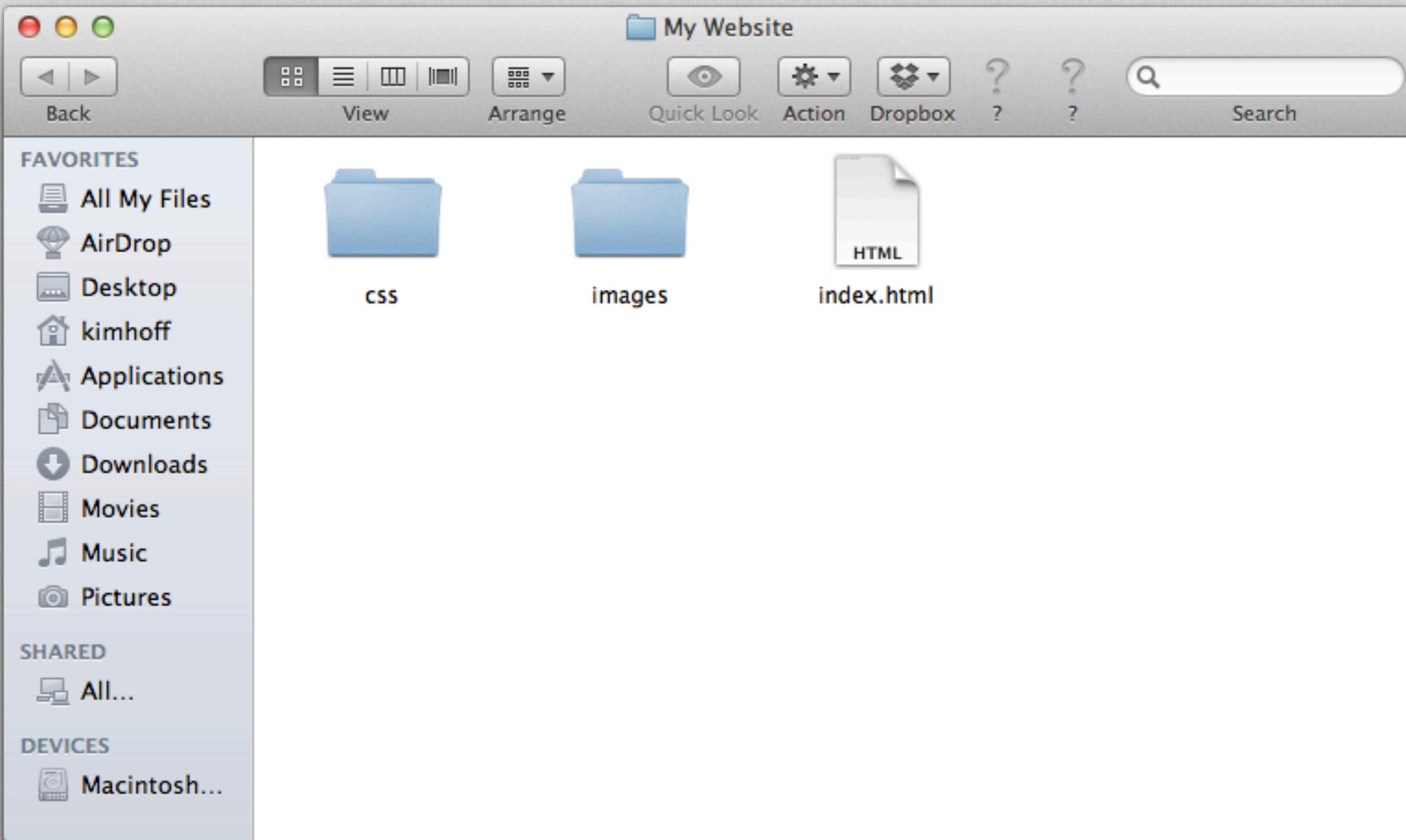
```

“And **that** is how we’re gonna roll.” - Kevin

@ import

- Some stuff is just too advanced for the first month
- 100% separation of content from presentation
- Modularizes stylesheets
 - Can be glitchy

Clean your room!

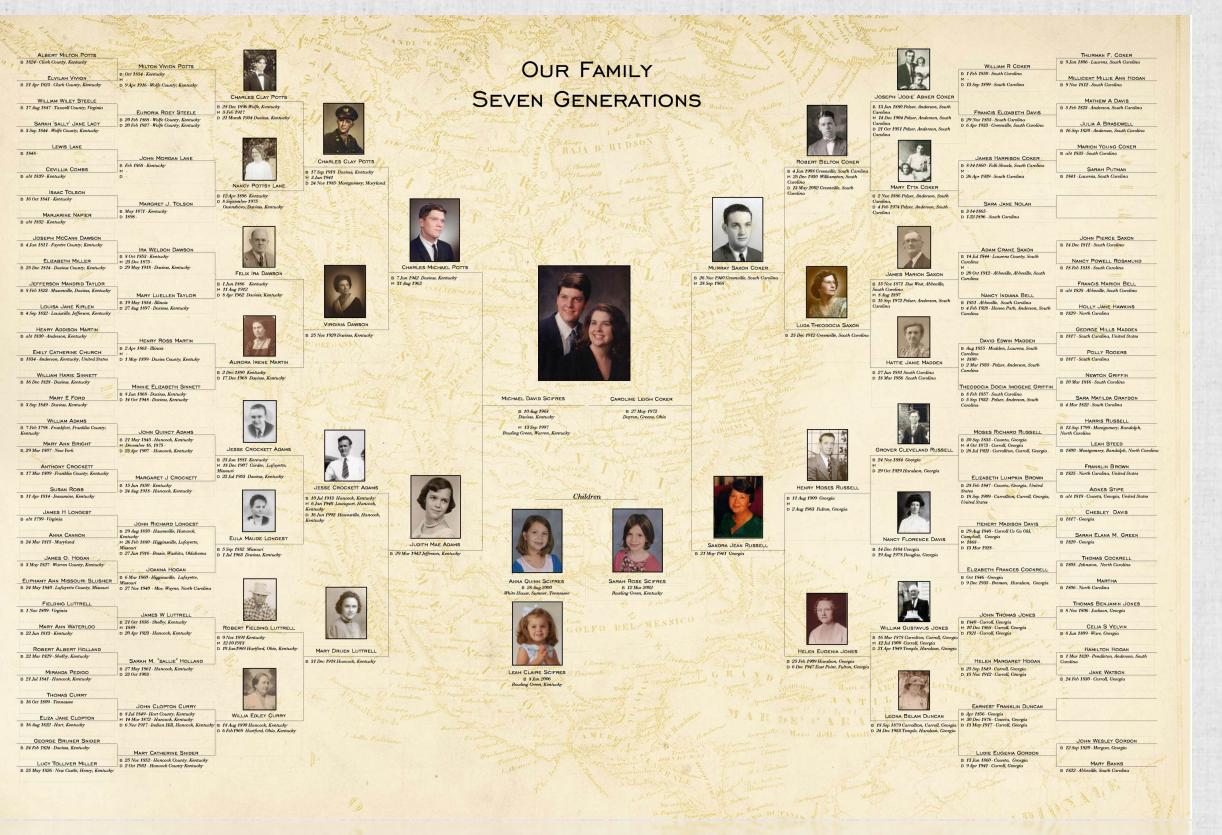


Keep it short



Family Tree

Not the tree you're looking for.



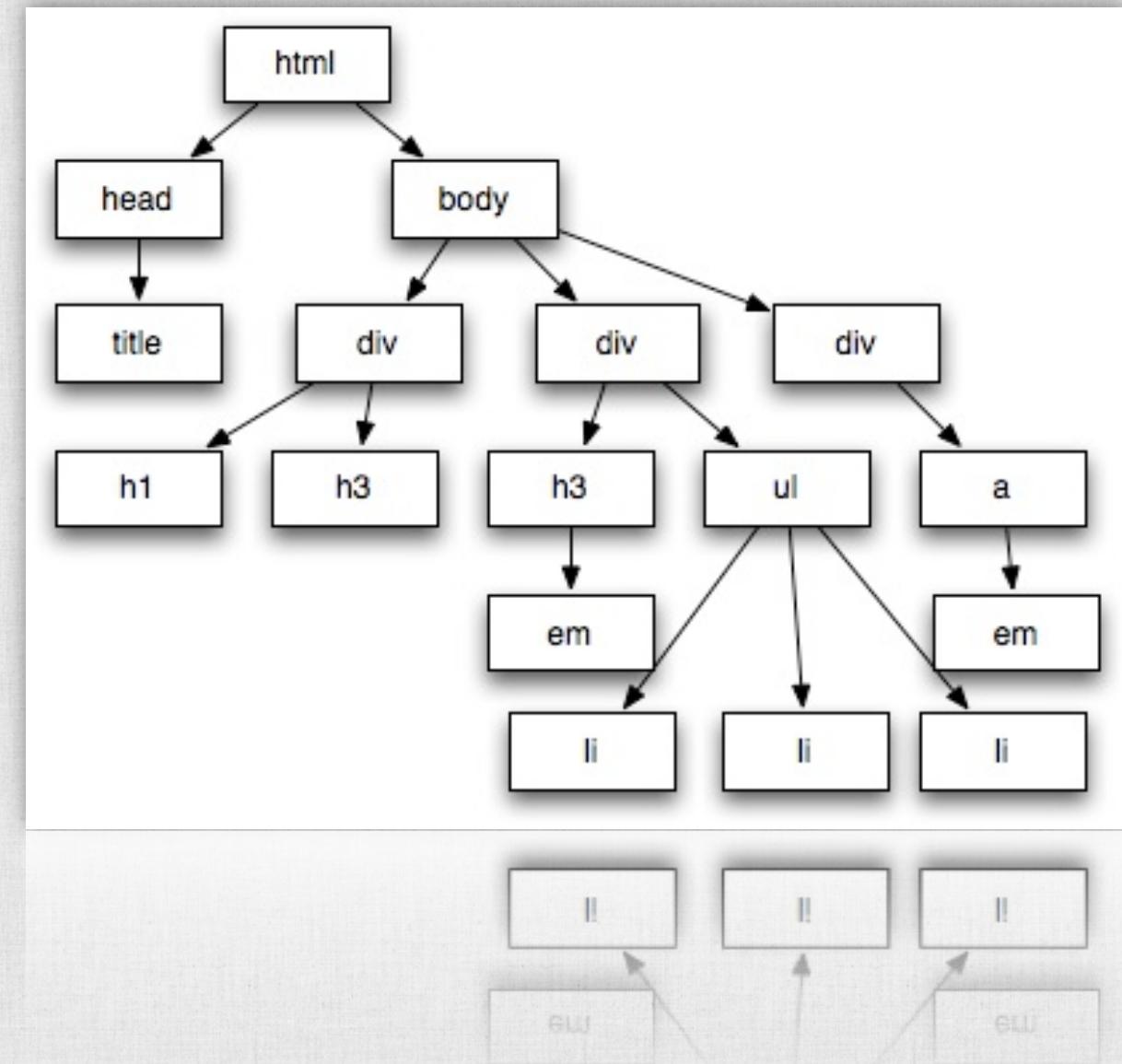
This family tree is very detailed. Provides a bird's eye view on how people are related to one another. Who is a sibling, a child, a parent, and so on. We need a way to have this view of our mark up so we know how and what to select elements.

HTML Tree

Bingo!

The idea is the same as a family tree. We are able to examine the relationships one element shares with another. Can you point out children, siblings, ancestors, descendants, and parents?

What is the difference between parents, ancestors, and descendants?



Selectors

- Simple selectors
 - element type
 - class
 - id
 - pseudo-element
 - pseudo-class
 - universal
- Combined selectors
 - multiple/grouped
 - descendant
 - attribute
 - child
 - adjacent

Element Selector

- Most basic of all selectors
 - sometimes called type or tag selectors
 - selects all of said elements in the document

```
h1 {  
    color: blue;  
}  
  
h2 {  
    color: green;  
}
```

Class Selector

- Selects an element with a class attribute
 - specifying a class in the html provides a hook for the css
 - indicated by a class name preceded by a period(.)

```
.warning {  
    color: red;  
    font-weight: bold;  
}
```

ID Selector

- Selects an element with an ID attribute
 - similar to class selectors, but they are prefaced by a pound sign (#)

```
#main-content {  
    width: 400px;  
}
```

Naming class and IDs

- Create and use semantic naming practices
 - should describe **what** the element is - not **where** it is
- blue_37 would be a terrible name
- footer would be an excellent choice
 - answer the **why** for both

Universal Selector

- Selects **everything** in the html document
 - can be used creatively
 - indicated by an asterisk (*)

```
* {  
  color: blue;  
}
```

Descendant Selector

- selects only when an element is the descendant of another one
 - sometimes called contextual selectors
 - indicated by a space between the elements
 - useful for targeting elements deep in your HTML

```
ul li{  
  color: blue;  
}  
  
div blockquote cite strong{  
  color: orange;  
}
```

Grouping Selectors

- Apply the same style to different elements
 - sometimes called multiple selectors
 - separated by commas (,)
 - use as many as you need

```
h1, h2, h3{  
    color: orange;  
}  
  
h1, h2, h3, h4, h5, h6{  
    color: orange;  
}
```

Pseudo-Class

- Allow you to apply styles to elements that don't actually exist in the html document
 - most commonly used on the anchor element
 - attaches to the element with a colon and the type of pseudo-class

```
a:link{  
    color: blue;  
}  
  
a:visited{  
    color: purple;  
}
```

Pseudo-Class

- Some pseudo-classes are activated when user's interact with it

```
a:hover{  
    color: silver;  
}  
  
a:active{  
    color: red;  
}  
  
input:focus{  
    background-color: #fdfdf;  
}
```

“Love? Ha!” - Jeffrey Zeldman

Pseudo-Elements

- Create abstractions about the document tree
 - very similar to pseudo-classes

```
p:first-letter{  
    color: blue;  
}  
  
p:first-line{  
    color: purple;  
}
```

www.w3.org/TR/CSS2/selector.html - Gem

Q & A

Let me answer your questions



Thanks!

Contact

407.679.0100 ext 8602
kimhoff@fullsail.com

Follow

facebook.com/FullSailWebStandards