Web Design Basics

Cindy Royal, Ph.D
Associate Professor
Texas State University
Knight Journalism Fellow at Stanford
cindyroyal@stanford.edu
cindyroyal.com
@cindyroyal

about me

- Background in technology
- Ph.D. from The University of Texas in 2005
- Leads digital faculty at Texas State University
- Knight Journalism Fellow at Stanford
- Working on a platform to train journalists to code

what i teach

- Web Publishing and Design
- Fundamentals of Digital and Online Media
- New Media Issues
- Advanced Online Media
- SXTXState project

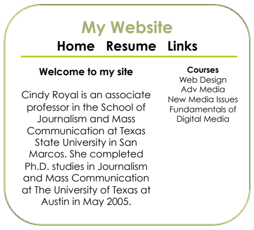
background

- HTML, later CSS
- Blog platforms and content management systems
- More advanced coding; JavaScript, JQuery, interactive tools
- Portfolio platforms
- Web design frameworks, Bootstrap
- Development frameworks, like Ruby on Rails

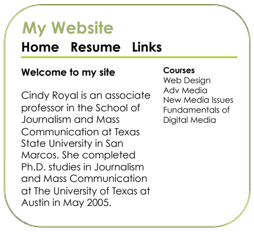
design fundamentals

- Alignment
- Repetition
- Proximity
- Contrast

alignment



My Website
Home Resume Links
Welcome to my site
Cindy Royal is an associate professor in the School of Journalism and Mass Communication at Texas State University in San Marcos. She completed Ph.D. studies in Journalism and Mass Communication at The University of Texas at Austin in May 2005.
Courses
Web Design
Adv Media
New Media Issues
Fundamentals of Digital Media



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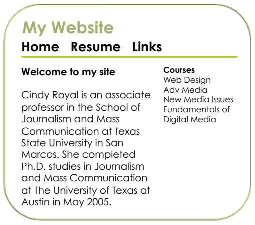
Choose an alignment and stick with it. Use sections to create interesting layouts.

repetition

- Color scheme
- Logo/Graphics
- Navigation
- Fonts



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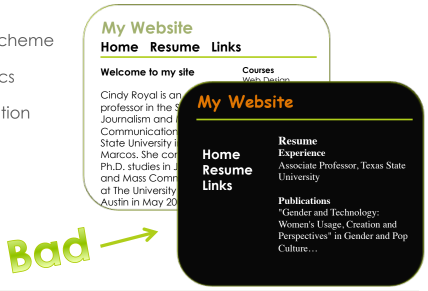
Use repetition throughout the site. User should feel familiar with interface throughout site visit.

repetition

- Color scheme
- Graphics
- Navigation
- Fonts



My Website
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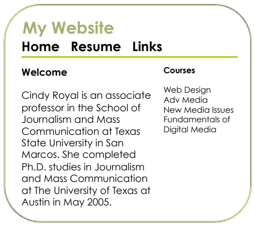
Welcome to my site
Courses

My Website
Home
Resume
Links
Resume
Experience
Associate Professor, Texas State University

Publications
"Gender and Technology: Women's Usage, Creation and Perspectives" in Gender and Pop Culture…

proximity

- Things that are related should be close to each other



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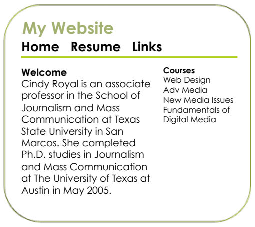

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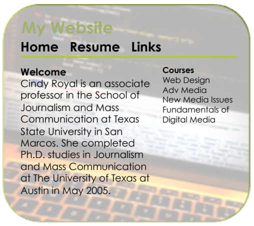
contrast

- You can't lose with dark text on white background.
- Contrast also has to do with sizing and placement. Things that are different should look different



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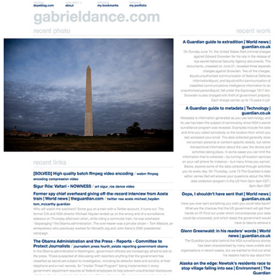
grammar, punctuation, spelling

- Check and re-check
- Have someone proofread
- This is particularly important for communicators

a few words about fonts

- Select fonts in graphics that reflect your style; avoid jokey or comic fonts for professional sites
- The user must have the font on his/her computer for it to render in body text (exception, font libraries)
- Sans-serif works best on Web, but some prefer serif. Serif can express more formal and authoritative feeling.
- Fonts should be consistent; one, possibly two, at the most on the entire site
- Rely on CSS to control font and layout aspects across your site

site examples



dopeblog.com about my bookmarks my portfolio

gabrieldance.com

recent photo

recent links

[SOLVED] High quality batch ffmpeg video encoding / webm ffmpeg encoding compression video

Sigur Rós: Valtari - NOWNESS / art sigur_ros dance video

Former spy chief overheard giving off-the-record interview from Acela train | World news | theguardian.com / twitter nsa acela michael_hayden tom_mccarthy guardian

Who will watch the watchers? Some guy on a train with a Twitter account, it turns out. The former CIA and NSA director Michael Hayden ended up on the wrong end of a surveillance stakeout on Thursday afternoon when, while riding a commuter train, he was overheard "disparaging" the Obama administration. The over-hearer was a private citizen – Tom Matzzie, an entrepreneur who previously worked for MoveOn.org and John Kerry's 2004 presidential campaign.

The Obama Administration and the Press - Reports - Committee to Protect Journalists / journalism press fourth_estate reporting government obama

In the Obama administration's Washington, government officials are increasingly afraid to talk to the press. Those suspected of discussing with reporters anything that the government has classified as secret are subject to investigation, including lie-detector tests and scrutiny of their telephone and e-mail records. An "Insider Threat Program" being implemented in every government department requires all federal employees to help prevent unauthorized disclosures

recent work

A Guardian guide to extradition | World news | guardian.co.uk

On Sunday June 14, the United States filed criminal charges against Edward Snowden for his role in the release of top-secret National Security Agency documents. The documents, unsealed on June 21, revealed three separate charges against Snowden. Two of the charges, &quot;unauthorized communication of National Defense Information&quot; and &quot;willful communication of classified communications intelligence information to an unauthorized person&quot; fall under the Espionage 1917 Act. Snowden is also charged with theft of government property. Each charge carries up to 10 years in jail.

A Guardian guide to metadata | Technology | guardian.co.uk

Metadata is information generated as you use technology, and its use has been the subject of controversy since NSA's secret surveillance program was revealed. Examples include the date and time you called somebody or the location from which you last accessed your email. The data collected generally does not contain personal or content-specific details, but rather transactional information about the user, the device and activities taking place. In some cases you can limit the information that is collected – by turning off location services on your cell phone for instance – but many times you cannot. Below, explore some of the data collected through activities you do every day. On Thursday, June 13 The Guardian's data editor James Ball will answer your questions about the NSA data collection program in the US from 3pm-4pm EST | 8pm-9pm BST

Oops, I shouldn't have sent that | World news | guardian.co.uk

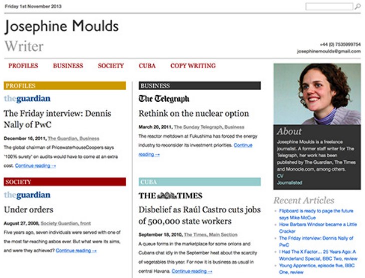
Have you ever sent something you wish you could take back? What are the chances that the US government will get their hands on it? Find out under which circumstances your data could be uncovered, and which steps the government would have to take to retrieve it

Glenn Greenwald: in his readers' words | World news | guardian.co.uk

The Guardian journalist behind the NSA surveillance stories has been characterised by many news outlets and organisations in recent weeks, but we wanted to find out what his readers had to say about him

Alaska on the edge: Newtok's residents race to stop village falling into sea | Environment | The Guardian

site examples



Friday 1st November 2013

Josephine Moulds

Writer

+44 (0) 7535999754
josephinemoulds@gmail.com

PROFILES BUSINESS SOCIETY CUBA COPY WRITING

PROFILES

theguardian

The Friday interview: Dennis Nally of PwC

December 16, 2011, The Guardian, Business

The global chairman of PricewaterhouseCoopers says '100% surety' on audits would have to come at an extra cost. Continue reading →

SOCIETY

theguardian

Under orders

August 27, 2008, Society Guardian, front

Five years ago, seven individuals were served with one of the most far-reaching asbos ever. But what were its aims, and were they achieved? Continue reading →

BUSINESS

The Telegraph

Rethink on the nuclear option

March 20, 2011, The Sunday Telegraph, Business

The reactor meltdown at Fukushima has forced the energy industry to reconsider its investment priorities. Continue reading →

CUBA

THE TIMES

Disbelief as Raúl Castro cuts jobs of 500,000 state workers

September 18, 2010, The Times, Main Section

A queue forms in the marketplace for some onions and Cubans chat idly in the September heat about the scarcity of vegetables this year. For now it is business as usual in central Havana. Continue reading →

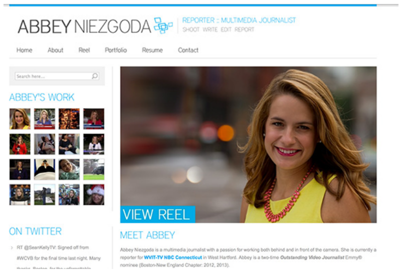
About

Josephine Moulds is a freelance journalist. A former staff writer for The Telegraph, her work has been published by The Guardian, The Times and Monocle.com, among others.
CV
Journalisted

Recent Articles

- Flipboard is ready to page the future says Mike McCue
- How Barbara Windsor became a Little Cracker
- The Friday interview: Dennis Nally of PwC
- I Had The X Factor… 25 Years Ago: A Wonderland Special, BBC Two, review
- Young Apprentice, episode five, BBC One, review

site examples



ABBEY NIEZGODA

REPORTER :: MULTIMEDIA JOURNALIST
SHOOT WRITE EDIT REPORT

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Search here...

ABBEY'S WORK

VIEW REEL

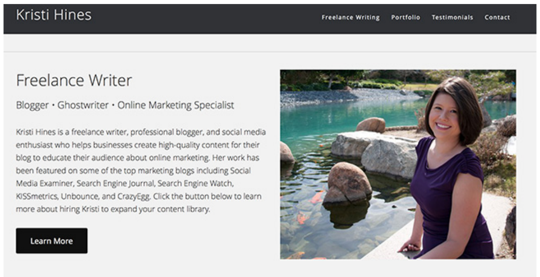
ON TWITTER

RT @SeanKellyTV: Signed off from #WCVB for the final time last night. Many

MEET ABBEY

Abbey Niezgoda is a multimedia journalist with a passion for working both behind and in front of the camera. She is currently a reporter for **WVIT-TV NBC Connecticut** in West Hartford. Abbey is a two-time ***Outstanding Video Journalist*** Emmy® nominee (Boston-New England Chapter: 2012, 2013).

site examples


Kristi Hines
Freelance Writing
Portfolio
Testimonials
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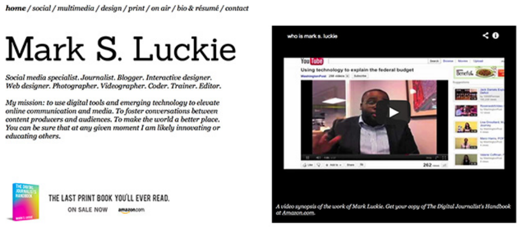
Freelance Writer

Blogger • Ghostwriter • Online Marketing Specialist

Kristi Hines is a freelance writer, professional blogger, and social media enthusiast who helps businesses create high-quality content for their blog to educate their audience about online marketing. Her work has been featured on some of the top marketing blogs including Social Media Examiner, Search Engine Journal, Search Engine Watch, KISSmetrics, Unbounce, and CrazyEgg. Click the button below to learn more about hiring Kristi to expand your content library.

site examples


home / social / multimedia / design / print / on air / bio & résumé / contact
who is mark s. luckie
Using technology to explain the federal budget
262
THE LAST PRINT BOOK YOU'LL EVER READ.
ON SALE NOW
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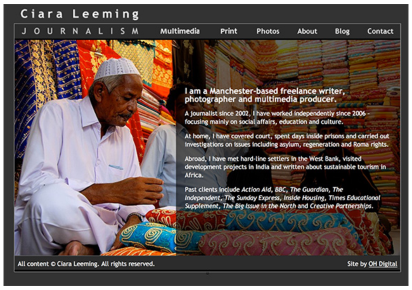
Mark S. Luckie

Social media specialist. Journalist. Blogger. Interactive designer. Web designer. Photographer. Videographer. Coder. Trainer. Editor.

My mission: to use digital tools and emerging technology to elevate online communication and media. To foster conversations between content producers and audiences. To make the world a better place. You can be sure that at any given moment I am likely innovating or educating others.

A video synopsis of the work of Mark Luckie. Get your copy of The Digital Journalist's Handbook at Amazon.com.

site examples


Ciara Leeming
JOURNALISM
Multimedia
Print
Photos
About
Blog
Contact

I am a Manchester-based freelance writer, photographer and multimedia producer.

A journalist since 2002, I have worked independently since 2006 - focusing mainly on social affairs, education and culture.

At home, I have covered court, spent days inside prisons and carried out investigations on issues including asylum, regeneration and Roma rights.

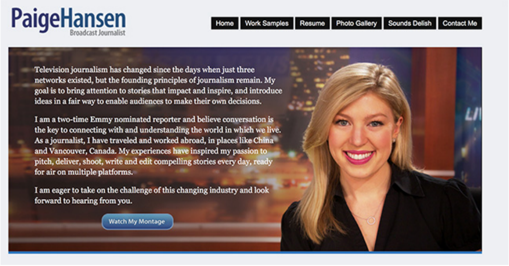
Abroad, I have met hard-line settlers in the West Bank, visited development projects in India and written about sustainable tourism in Africa.

Past clients include *Action Aid*, *BBC*, *The Guardian*, *The Independent*, *The Sunday Express*, *Inside Housing*, *Times Educational Supplement*, *The Big Issue in the North* and *Creative Partnerships*.

All content © Ciara Leeming. All rights reserved.

Site by OH Digital

site examples


PaigeHansen
Broadcast Journalist
Home
Work Samples
Resume
Photo Gallery
Sounds Delish
Contact Me
Watch My Montage

Television journalism has changed since the days when just three networks existed, but the founding principles of journalism remain. My goal is to bring attention to stories that impact and inspire, and introduce ideas in a fair way to enable audiences to make their own decisions.

I am a two-time Emmy nominated reporter and believe conversation is the key to connecting with and understanding the world in which we live. As a journalist, I have traveled and worked abroad, in places like China and Vancouver, Canada. My experiences have inspired my passion to pitch, deliver, shoot, write and edit compelling stories every day, ready for air on multiple platforms.

I am eager to take on the challenge of this changing industry and look forward to hearing from you.

site examples

- Other good sites for inspiration
  - Very Nice Sites - www.verynicesites.com
  - Mashable Web Design Inspiration - mashable.com/2013/10/09/web-design-inspiration-2

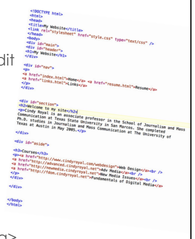
misc

- Web design trends – dominant visual, flat design
- Get your own domain. Use it on resume, business cards, etc.
- Blogging can establish you as an expert in your area. Use it to demonstrate your talent, interests, passions in items you don't necessarily want to have published.
- Use social media to promote your work. Try to get consistent usernames across media.
- Responsive design. Site should look great on mobile, at different formats.

basic html

- Hypertext Markup Language
- Control structure of content
- Need a good html editor; something like TextEdit will work, but better to use something like TextWrangler, KomodoEdit, SublimeText, TextMate
- Open and close tags
  <html>

  </html>
- Attributes and values:
  Google



```
<!DOCTYPE html>
<html>
<head>
<title>My Website</title>
<link rel="stylesheet" href="style.css" type="text/css" />
</head>
<body>
<div id="main">
<div id="header">
<h1>My Website</h1>
</div>

<div id="nav">
<p>
<a href="index.html">Home</a> <a href="resume.html">Resume</a>
<a href="links.html">Links</a>
</p>
</div>


<div id="section">
<h2>Welcome to my site</h2>
<p>Cindy Royal is an associate professor in the School of Journalism and Mass
Communication at Texas State University in San Marcos. She completed
Ph.D. studies in Journalism and Mass Communication at The University of
Texas at Austin in May 2005.</p>
</div>

<div id="aside">

<h3>Courses</h3>
<p><a href="http://www.cindyroyal.com/webdesign">Web Design</a><br />
<a href="http://advanced.cindyroyal.net">Adv Media</a><br />
<a href="http://newmedia.cindyroyal.net">New Media Issues</a><br />
<a href="http://fdom.cindyroyal.net">Fundamentals of Digital Media</a>
</p>
</div>

</div>


</body>
</html>
```

sample html

```
<!DOCTYPE html>
<html>
<head>
<title>Cindy Royal</title>
</head>
<body>
<h1>Cindy Royal</h1>
<h2>Welcome</h2>
<p>Welcome to my portfolio…</p>
</body>
</html>
```

basic css

- Cascading Stylesheets
- Controls the design and layout of the site
- Use divs for sections, then use CSS for placement
- Reference at the top of the html page with <link> tag
- p {

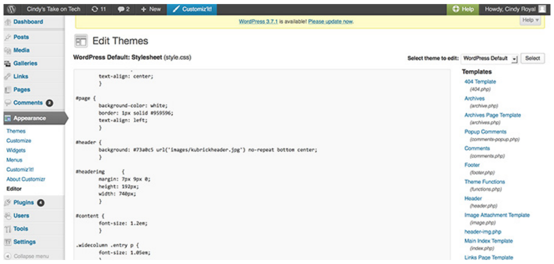
```
font-family: Helvetica;
font-size: 12px;
color: #0022aa;
}
```

- Media Queries for responsive design; also % width and % images
  @media screen and (max-width: 480px)
- Chrome Inspect Element

site options

- Pressfolios.com – easy; limited customization; pay extra for custom domain name; sort of responsive
- SquareSpace.com – more templates; responsive; comments and statistics; custom domain with paid
- Wordpress.com – easy; variety of themes; limited customization; pay extra for CSS access and domain name; blog platform
- Wordpress – self hosted for maximum customization; blog platform; I have used Bluehost, but there are many hosts
- Bootstrap – advanced Web design; customization; flexibility; host on your own virtual host
- Others – Weebly, Wix

Wordpress


Cindy's Take on Tech
11
2
New
Customiz'it!
Help
Howdy, Cindy Royal
Dashboard
Posts
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Galleries
Links
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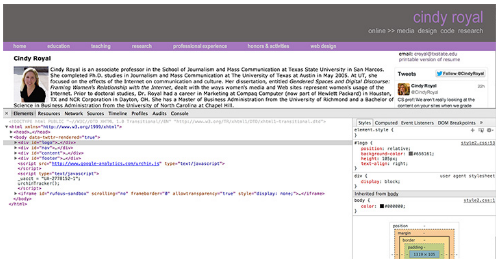
Comments
Appearance
Themes
Customize
Widgets
Menus
Customiz'it!
About Customizr
Editor
Plugins
Users
Tools
Settings
Collapse menu
Help
Edit Themes
Select theme to edit:
WordPress Default
Select
Templates
404 Template
(404.php)
Archives
(archive.php)
Archives Page Template
(archives.php)
Popup Comments
(comments-popup.php)
Comments
(comments.php)
Footer
(footer.php)
Theme Functions
(functions.php)
Header
(header.php)
Image Attachment Template
(image.php)
header-img.php
Main Index Template
(index.php)
Links Page Template

WordPress 3.7.1 is available! Please update now.

WordPress Default: Stylesheet (style.css)

```
        text-align: center;
        }

#page {
        background-color: white;
        border: 1px solid #959596;
        text-align: left;
        }

#header {
        background: #73a0c5 url('images/kubrickheader.jpg') no-repeat bottom center;
        }

#headerimg      {
        margin: 7px 9px 0;
        height: 192px;
        width: 740px;
        }

#content {
        font-size: 1.2em;
        }

.widecolumn .entry p {
        font-size: 1.05em;
```

Chrome Inspect Element


cindy royal
online >> media design code research
home
education
teaching
research
professional experience
honors & activities
web design
email: croyal@txstate.edu
printable version of resume
Tweets
Follow @CindyRoyal
Cindy Royal
@CindyRoyal
22h
Elements
Resources
Network
Sources
Timeline
Profiles
Audits
Console
Styles
Computed
Event Listeners
DOM Breakpoints
position
margin
border
padding
1319 × 105

Cindy Royal

Cindy Royal is an associate professor in the School of Journalism and Mass Communication at Texas State University in San Marcos. She completed Ph.D. studies in Journalism and Mass Communication at The University of Texas at Austin in May 2005. At UT, she focused on the effects of the Internet on communication and culture. Her dissertation, entitled *Gendered Spaces and Digital Discourse: Framing Women's Relationship with the Internet*, dealt with the ways women's media and Web sites represent women's usage of the Internet. Prior to doctoral studies, Dr. Royal had a career in Marketing at Compaq Computer (now part of Hewlett Packard) in Houston, TX and NCR Corporation in Dayton, OH. She has a Master of Business Administration from the University of Richmond and a Bachelor of Science in Business Administration from the University of North Carolina at Chapel Hill.

CS prof: We aren't really looking at the content on your sites when we grade

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
▼<html xmlns="http://www.w3.org/1999/xhtml">
 ▶<head>…</head>
 ▼<body data-twttr-rendered="true">
   ▶<div id="logo">…</div>
   ▶<div id="nav">…</div>
   ▶<div id="content">…</div>
   ▶<div id="footer">…</div>
    <script src="http://www.google-analytics.com/urchin.js" type="text/javascript">
    </script>
    <script type="text/javascript">
    _uacct = "UA-2778152-1";
    urchinTracker();
    </script>
   ▶<iframe id="rufous-sandbox" scrolling="no" frameborder="0" allowtransparency="true" style="display: none;">…</iframe>
  </body>
</html>
```

```
element.style {
}
#logo {                                   style2.css:53
  position: relative;
  background-color: #656161;
  height: 105px;
  text-align: right;
}
div {                          user agent stylesheet
  display: block;
}
Inherited from body
body {                                     style2.css:1
  color: #000000;
}
```

the future

- Data visualization in investigative reporting
- Snowfall-type interfaces
- Mobile
- Second-screen engagement

Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

THE TEXAS TRIBUNE

Updated Interactive: Compare Texas Universities By Graduation Rate

Four-Year Graduation Rate

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resources

- DocHub – dochub.io
- HTMLDog - htmldog.com
- SitePoint CSS reference - reference.sitepoint.com/css
- CSS3 Previews - www.css3.info/preview