

Web Design Basics

Cindy Royal, Ph.D

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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

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Courses

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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

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- Graphics
- Navigation
- Fonts

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Resume

Experience
Associate Professor, Texas State University

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

Bad →

proximity

- Things that are related should be close to each other

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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

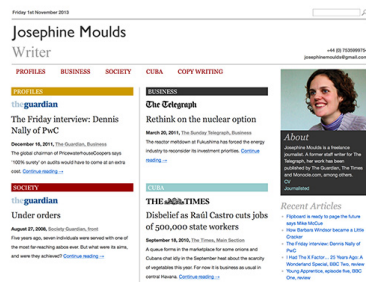
a few words about fonts

- 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

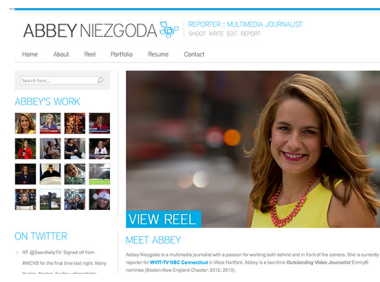
site examples

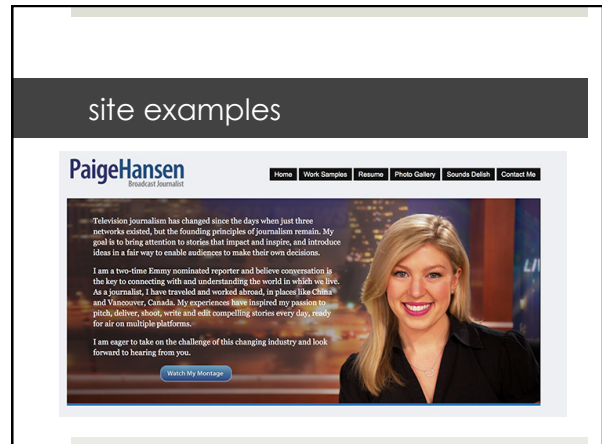
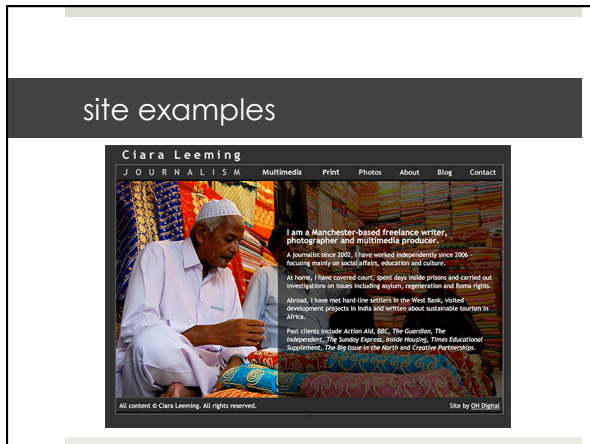
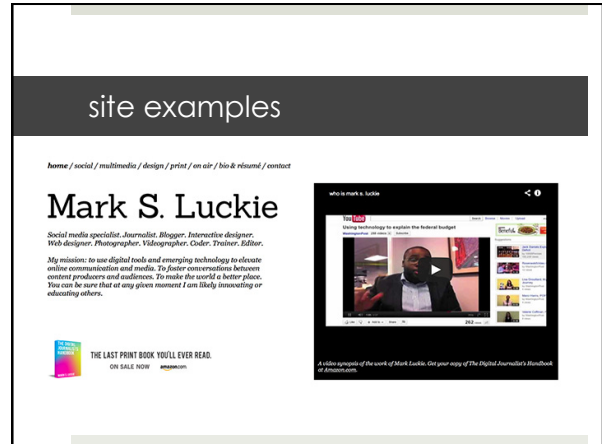
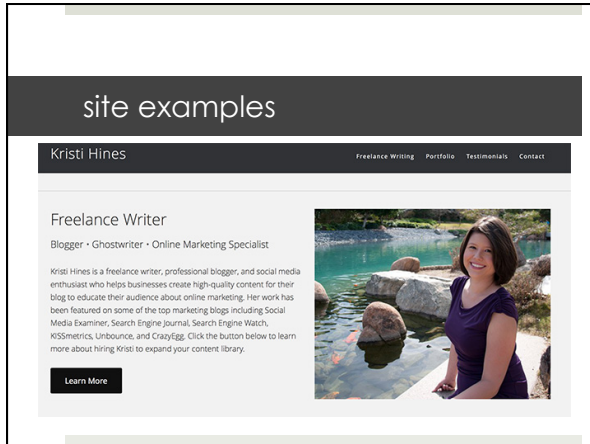


site examples



site examples





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:


```
<a href="http://www.google.com">Google</a>
```



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>
```

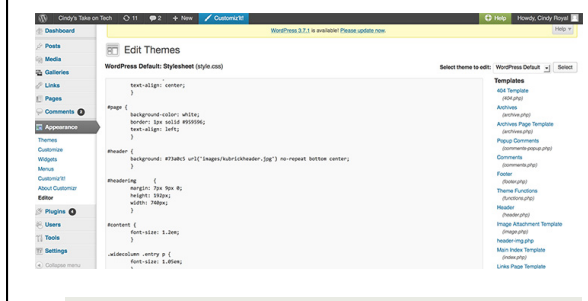
basic css

- 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

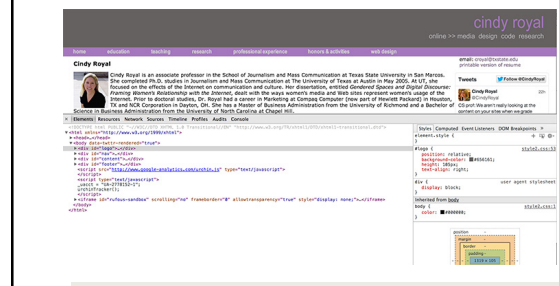
site options

- 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



Chrome Inspect Element



the future

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



resources

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