



Intro to Web Design & Creation

Learn More
to Do More

There has never been a better time

- The web has matured - standards
- HTML5/CSS3 is a reality
- Multi-device, consumption of content, need for design

What the heck is HTML5 & CSS3?

- Many of us

We'll get to that...

Just between you & me.

"Nobody builds this
interactive stuff from
scratch."

- me

- The internet is the coolest box of legos ever.
- Frameworks, Libraries, Content Management Systems are everywhere.

Let's look at some of the tools
we'll use...

Where do we start?

"Master the medium,
not the tools."

- Sage design advice

- Photoshop won't make you a great photographer.
- InDesign doesn't make you Don Draper.
- Dreamweaver won't teach you how the web works.

There is no HTML/CSS cure-
all, silver bullet, or otherwise

Tools of the trade

You have many options, try them all.

Text Editors

- Dreamweaver is ok.
- TextMate is great.
- As is.. Sublime
- Brackets
- Atom

What is HTML?

HyperText Markup Language

- **Hyper** means *it is not linear* — you can go to any place on the Internet at any time by clicking links. There is no set order to do things in.
- **Markup** refers to the HTML *tags*. They mark up the structure of the content (is it a paragraph? A link? A heading?)
- **Language** refers to the fact that it has syntax rules like other languages have

The media trinity

HTML



Image source: [Wikipedia](#)

CSS



Image source: [Wikipedia](#)

Javascript



Image source: [Bad Kitty](#)

These are the building blocks of the web.

Getting Started

1. Create a folder to save the web page into. Web folders and files should always be named with **no spaces** and ideally lower-case letters (example: wk1)
2. Open your code editor to create a new file
3. File > Save.
4. Save the web page into the folder with the same rules in mind (lower-case, no spaces.)
5. If the page is the first page of your site, name it index.html

Naming your files

1. Web pages have filenames used to identify the document

File names should:

2. Ideally be lowercase
3. Have no spaces (use an underscore to represent a space)
4. Use the proper extension (.html to display web pages)
5. Avoid special characters

Example of a file name:

• contact . html

File name

extension

Parts of a Web Page

```
<!DOCTYPE html>

<html>
  <head>
    <title> My First Webpage </title>
    <meta charset="UTF-8">
  </head>
  <body>
    Hi, my name is _____ and I am a _____.
  </body>
</html>
```

<!DOCTYPE HTML>

This tells the browser what kind of code you are writing.

```
<!DOCTYPE html>
```

Why does this matter?

HTML has evolved since its creation. If you don't include this, the browser will not know what version of HTML you are using.

<html>

This tells the browser what parts of your code are HTML

```
<!DOCTYPE html>
```

```
<html>
```

```
</html>
```

Why does this matter?

Not including the <html> will break your website. Especially on older browsers.

<header>

This tells the browser non-visible properties of your website such as:

The title, Author, Search Engine information, supporting file directories, favicons and more..

```
<!DOCTYPE html>
```

```
<html>
```

```
  <head>
```

```
    </head>
```

```
</html>
```

Why does this matter?

The header is what allows you to get found on Google.

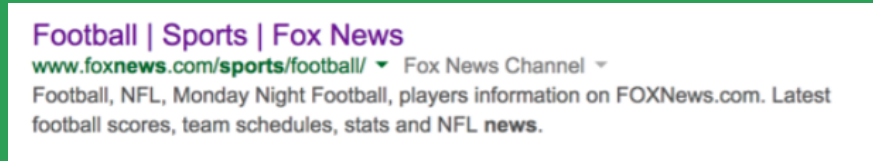
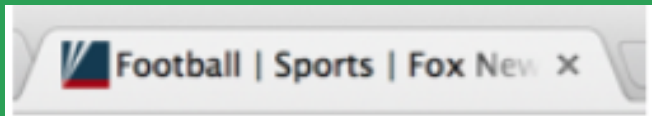
<title>

This tells the browser non-visible properties of your website such as:

The title of the page.

```
<!DOCTYPE html>

<html>
  <head>
    <title> (Your Name)'s First Website </title>
  </head>
</html>
```



Why does this matter?

The title of the page is found on the Tab of your browser and on Search Engine Results Pages

<meta> description

This tells the browser search engine information for your website.

```
<!DOCTYPE html>

<html>
  <head>
    <title>Page Title</title>
    <meta name="description" content="This is the description
      of your website. The first 150-160 characters are what
      will show up on a Google Search Results Page when you
      publish it.">
  </head>
</html>
```

Why does this matter?

The description of the page is found in the paragraph description on Search Engine Results Pages

Football | Sports | Fox News

www.foxnews.com/sports/football/ ▾ Fox News Channel ▾

Football, NFL, Monday Night Football, players information on FOXNews.com. Latest football scores, team schedules, stats and NFL news.

<meta> charset

This tells the browser what version of Unicodes you are using.

```
<!DOCTYPE html>

<html>
  <head>
    <title>Page Title</title>
    <meta name="description" content="This is the description
      of your website. The first 150-160 characters are what
      will show up on a Google Search Results Page when you
      publish it.">
    <meta charset="UTF-8">
  </head>
</html>
```

Why does this matter?

Unicodes are special characters such as © or ® Not specifying the version of Unicode you are using will cause this symbols to to not show up correctly. We see an example of unicodes later.

<body>

This tells the browser the visible content of the website.

```
<!DOCTYPE html>

<html>
  <head>
    <title>Page Title</title>
    <meta name="description" content="This is the description
      of your website. The first 150-160 characters are what
      will show up on a Google Search Results Page when you
      publish it.">
    <meta charset="UTF-8">
  </head>
  <body>
    </body>
</html>
```

Why does this matter?

The <body> tags specifies what content the user will see. Content in the <head> tag will remain invisible on the page and the user will not be able to see it.

<header>

This tells the browser the headline content of your website
(Logo, navigation, Page title)

```
<meta name="description" content="This is the description  
of your website. The first 150-160 characters are what  
will show up on a Google Search Results Page when you  
publish it.">  
<meta charset="UTF-8">  
</head>  
<body>  
  <header>  
  </header>  
</body>  
</html>
```

Why does this matter?

This helps search engines separate global content in your header such as your logo, navigation items and your page header from your unique page-specific content.

<h1> and <h2>

These are your headline title tags.

```
<meta name="description" content="This is the description
      of your website. The first 150-160 characters are what
      will show up on a Google Search Results Page when you
      publish it.">
  <meta charset="UTF-8">
</head>
<body>
  <header>
    <h1>Page Title</h1>
    <h2>Welcome to my site </h2>
  </header>
</body>
```

Why does this matter?

This helps search engines know what primary and secondary topics you are talking about on this page. Note: H1 is the **most** important topic that you are taking about. Only use 1 per page.

<main>

This is the primary content of this particular page.

```
    <meta charset="UTF-8">
  </head>
  <body>
    <header>
      <h1>Page Title</h1>
      <h2>Welcome to my site </h2>
    </header>
    <main>
    </main>
  </body>
</html>
```

Why does this matter?

This helps search engines know what unique topics you are talking about on this page.

<p>

This is the paragraph tag.

```
    <meta charset="UTF-8">
</head>
<body>
  <header>
    <h1>Page Title</h1>
    <h2>Welcome to my site </h2>
  </header>
  <main>
    <p>This is a paragraph.</p>
  </main>
</body>
</html>
```

Why does this matter?

This helps search engines know what parts of your page needs to be rendered as standard text.

 and

These are the bold and italic tags.

```
<meta charset="UTF-8">
</head>
<body>
  <header>
    <h1>Page Title</h1>
    <h2>Welcome to my site </h2>
  </header>
  <main>
    <p>This is a paragraph. This is a <strong>bolded text</strong>,
      and this is <em>italic text</em>.
    </p>
  </main>
</body>
</html>
```

Why does this matter?

This helps the user know what content is important.

 and

This is a ordered list (ol) for numbered list items (li)

```
<main>
  <p>This is a paragraph. This is a <strong>bolded text</strong>,
    and this is <em>italic text</em>.
  </p>
  <p>This is a ordered list:</p>
  <ol>
    <li>First List</li>
    <li>Second List</li>
    <li>Third List</li>
  </ol>
</main>
</body>
</html>
```

Why does this matter?

This automatically created numbers in ascending order.

This is a ordered list:

1. First List
2. Second List
3. Third List

 and

This is a unordered list (ol) for bulleted list items (li)

```
<p>This is a ordered list:</p>
<ol>
  <li>First List</li>
  <li>Second List</li>
  <li>Third List</li>
</ol>
<p>This is a unordered list:</p>
<ul>
  <li>List item</li>
  <li>Another list item</li>
  <li>My last list item</li>
</ul>
</main>
</body>
```

Why does this matter?

This automatically creates bullets and line breaks for any listed items.

This is a unordered list:

- List item
- Another list item
- My last list item

<h3> - <h6>

These are sub headings within your page content.

```
<p>This is a unordered list:</p>
<ul>
  <li>List item</li>
  <li>Another list item</li>
  <li>My last list item</li>
</ul>
<h3>Level 3 Headline - Country</h3>
<h4>Level 4 Headline - State</h4>
<h5>Level 5 Headline - City</h5>
<h6>Level 6 Headline - Zip Code</h6>
</main>
</body>
</html>
```

Think of H1 as planet Earth
of this page's topic

H2 as the continent.

H3 as the country,

H4 as the state,

H5 as the city,

H6 as the zip code.

Why does this matter?

This helps search engines (and users) navigate through the page content. Generally speaking, the sub topics should be nested in the correct order of relevance.

Level 3 Headline - Country

Level 4 Headline - State

Level 5 Headline - City

Level 6 Headline - Zip Code

<hr>

This is a horizontal rule on your page. In HTML5 this does not need a closing /> tag because it cannot contain any child tags.

```
<p>This is a unordered list:</p>
<ul>
  <li>List item</li>
  <li>Another list item</li>
  <li>My last list item</li>
</ul>
<h3>Level 3 Headline - Country</h3>
<h4>Level 4 Headline - State</h4>
<h5>Level 5 Headline - City</h5>
<h6>Level 6 Headline - Zip Code</h6>
<hr>
</main>
</body>
</html>
```

Why does this matter?

This helps users separate the sections of your content.



This is an image. This example uses the: alt, width and height attributes.

```
<h6>Level 6 Headline - Zip Code</h6>
<hr>



    
</main>
</body>
</html>
```

Why does this matter?

This is how you create media on your website.

Hyperlinks

```
<a href="yourhyperlink"/>
```

```
    
    <a href="http://yourwebsite.com/"
      title="Hover over this link to learn more"
      target="_new">Go to this link</a>
  </main>
</body>
</html>
```

Why does this matter?

Title creates your hover state, Target="_new" opens in a new window

<blockquote>

Creates formatted quote

```
<blockquote>
  "If you beleive you can code,
  then you will code." -You
</blockquote>
</main>
</body>
</html>
```

Why does this matter?

Pulls content outside the standard paragraph format to show

a quoted text

<footer>

Contains detail content

```
        then you will code." -You
    </blockquote>
</main>
<footer>
    © 2015 Quillor Studios<sup>®</sup>
    <sub> What's your story?</sub>
</footer>
</body>
</html>
```

Why does this matter?

Good for SEO

HTML entities

Special characters can be created with unicode. Such as © (copyright) and ® (Registered Trademark)

```
        then you will code." -You
    </blockquote>
</main>
<footer>
    &copy; 2015 Quillor Studios<sup>&reg;</sup>
    <sub> What's your story?</sub>
</footer>
</body>
</html>
```

Why does this matter?

This syntax makes sure your character show up correctly. Go to <http://dev.w3.org/html5/html-author/charref> for a full list

<sup> and <sub>

Superscript and subscript

```
        then you will code." -You
    </blockquote>
</main>
<footer>
    &copy; 2015 Quillor Studios<sup>&reg;</sup>
    <sub> What's your story?</sub>
</footer>
</body>
</html>
```

Why does this matter?

Makes your text display on the correct line height