

# **Week 3:**

# **HTML Part 3 + Design Systems**

ATLS 2200 (Web)  
Spring 2022

# roadmap

## TODAY...

1. Week 03 Debrief
2. Design Systems + Pattern Libraries
3. The HTML Language, Part 3
4. HTML Challenges
5. Wrap-up + Next Steps

## WHILE YOU'RE GETTING SETTLED

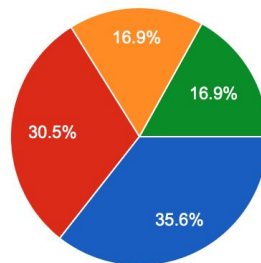
Make sure to check in via Canvas (“Week 4 Lecture Check-in”).

# midterm

## FROM LAST WEEK'S DAILY NOTE

When should the midterm project be due? (IMPORTANT NOTE: March 18th is the drop deadline).

59 responses



- Sunday March 13th (grades returned by March 18th at 12PM MT)
- Friday March 18th (grades by end of Spring Break)
- Sunday March 21st (grades returned by end of Spring Break)
- Sunday March 27th (grades returned by April 3rd)

Per last week's daily note, the mid-term assignment will be due **Sunday, March 13th at 11:59pm.**

We'll have more information about it for you next week (there's some scheduling rejigging that need to happen).

# daily note, notes

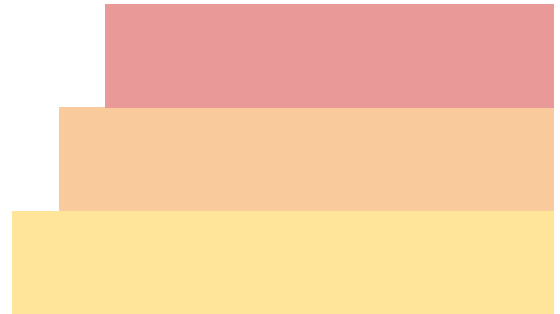
## A QUESTION

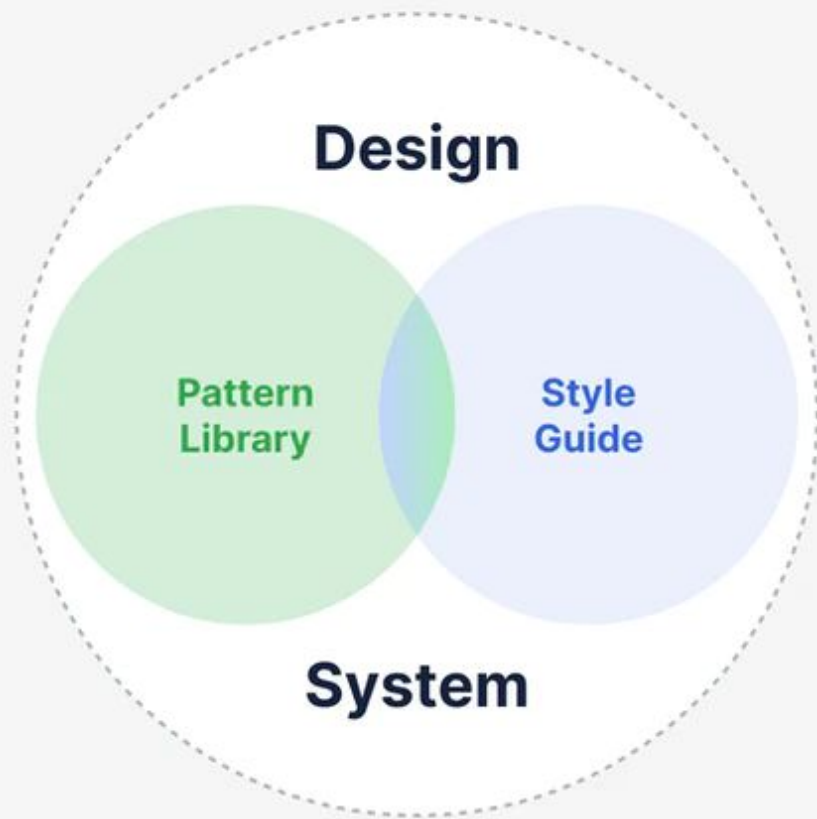
“Is there a best way to follow along with the HTML in class without messing up your repo?”

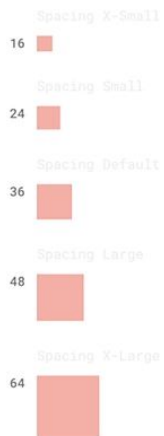
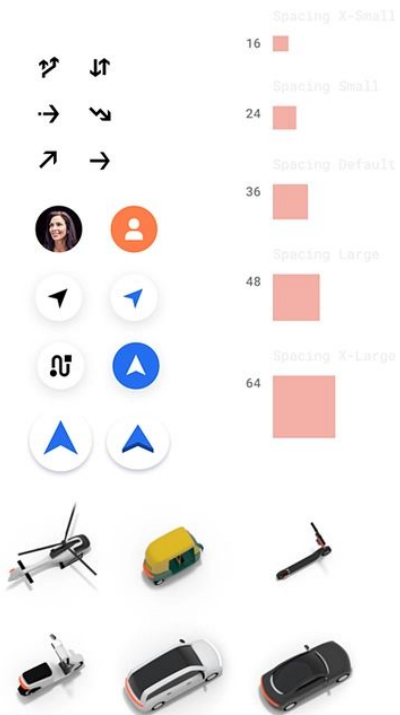
**design languages, pattern libraries**

**look at the pretty colors!**

**Design System:** a collection of reusable parts that can be assembled to build an application.







# This is your Base

## Primary



Black  
#000000



Blue  
#0070C0



White  
#FFFFFF

## Secondary



Red 400  
#E67E22



Orange 400  
#F1C40F



Green 400  
#2ECC71

Uber Move - 60 Medium

Display

Uber Text - 28/48 Medium

Heading

Uber Text - 18/28 Medium

Label

Uber Text - 14/28 Regular

Paragraph



Pick up

Edit



Drop off

Edit



Contact driver



Label

Label



Let's go



Label





## Color

### Primary Colors



### Secondary Colors



### Neutrals



### Color Scale



### Web & Mobile Primary Colors



### Web & Mobile Secondary Colors



## Typography

### Font

### Roleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-.,:;~!@#\$%^&\*~

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-.,:;~!@#\$%^&\*~

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-.,:;~!@#\$%^&\*~

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-.,:;~!@#\$%^&\*~

### Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-.,:;~!@#\$%^&\*~

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-.,:;~!@#\$%^&\*~

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-.,:;~!@#\$%^&\*~

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-.,:;~!@#\$%^&\*~

### Typographical Hierarchy / Desktop

Font Size (px)	Line Height (px)	Weight	Example
100px	120px	Normal	H1
40px	50px	Normal	H1.2
24px	30px	Normal	Heading 2
18px	24px	Normal	Heading 3
14px	18px	Normal	Heading 4
12px	16px	Normal	Heading 5
10px	14px	Normal	Text
8px	12px	Normal	Text
6px	10px	Normal	Text
4px	8px	Normal	Text
2px	6px	Normal	Text
1px	4px	Normal	Text

### Typographical Hierarchy / Mobile

Font Size (px)	Line Height (px)	Weight	Example
24px	30px	Normal	Heading 1
18px	24px	Normal	Heading 2
14px	18px	Normal	Heading 3
12px	16px	Normal	Heading 4
10px	14px	Normal	Heading 5
8px	12px	Normal	Text
6px	10px	Normal	Text
4px	8px	Normal	Text
2px	6px	Normal	Text
1px	4px	Normal	Text

## Graphics

### Icons / Simple



### Icons / Large



### Icons / Complex



### Illustrations



## Buttons & Links

### Primary Buttons



### Secondary Buttons



### Tertiary Buttons



### Primary Links



### Secondary Links



### Tertiary Links



## Grid

### Desktop Grid

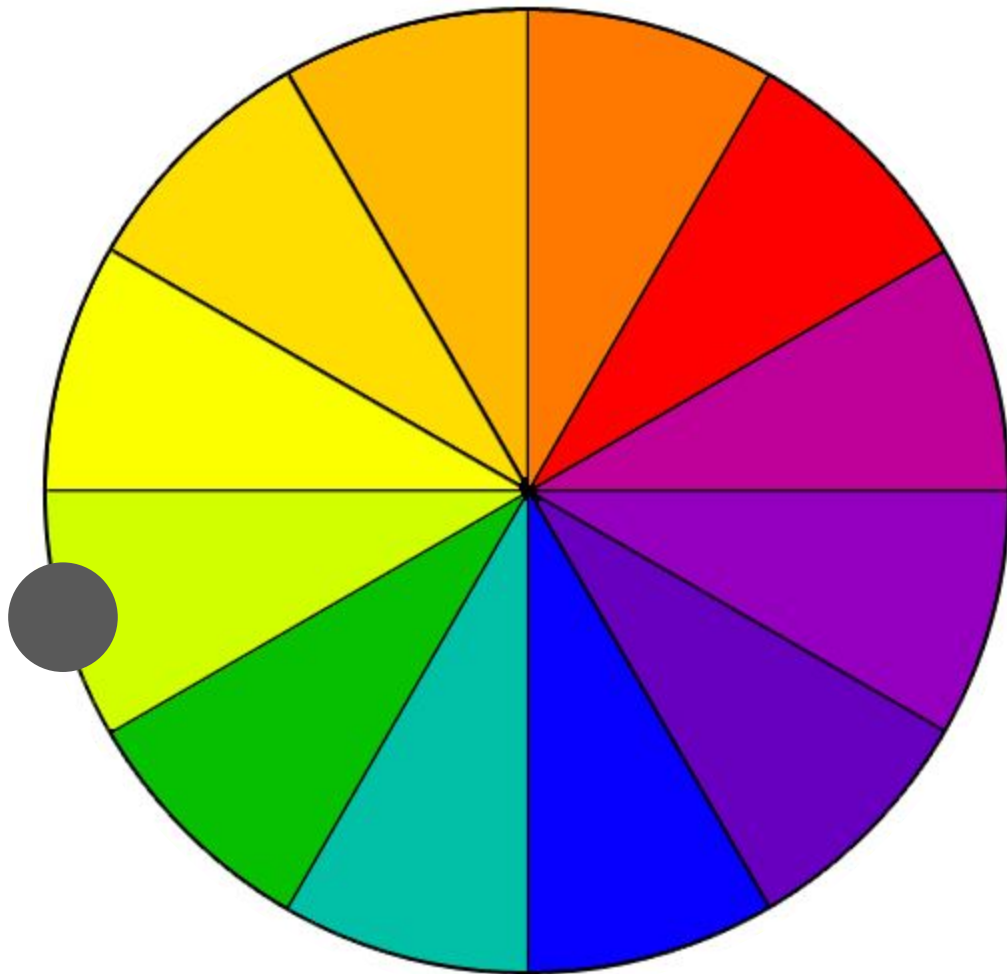


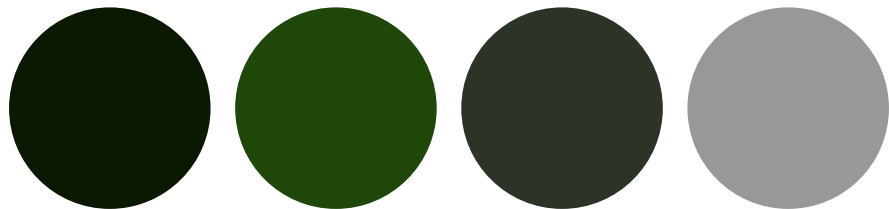
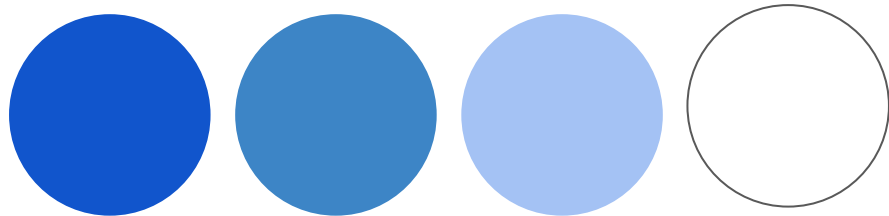
### Mobile Grid





Monochromatic







ALL PRODUCTS 100% BIO DEGRADABLE

BEANIES

SCARVES

GLOVES

EXCLUSIVES

**Le Bonnet**  
AMSTERDAM

OUR WORLD

LOVE IS  
ALL

ACCOUNT

CART(0)

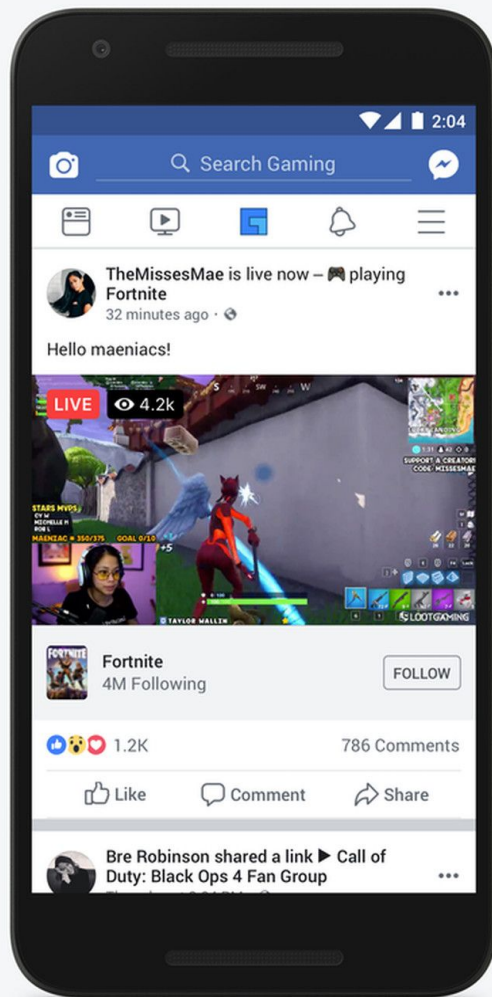
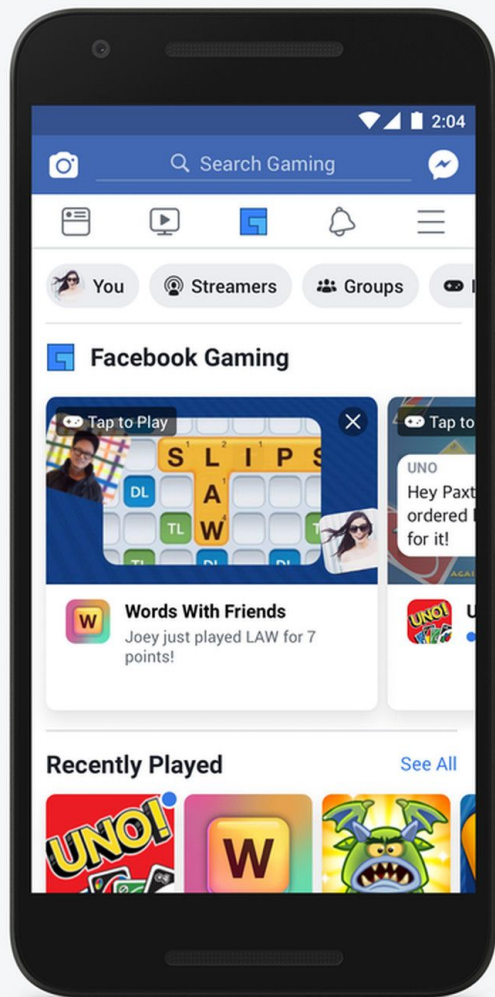




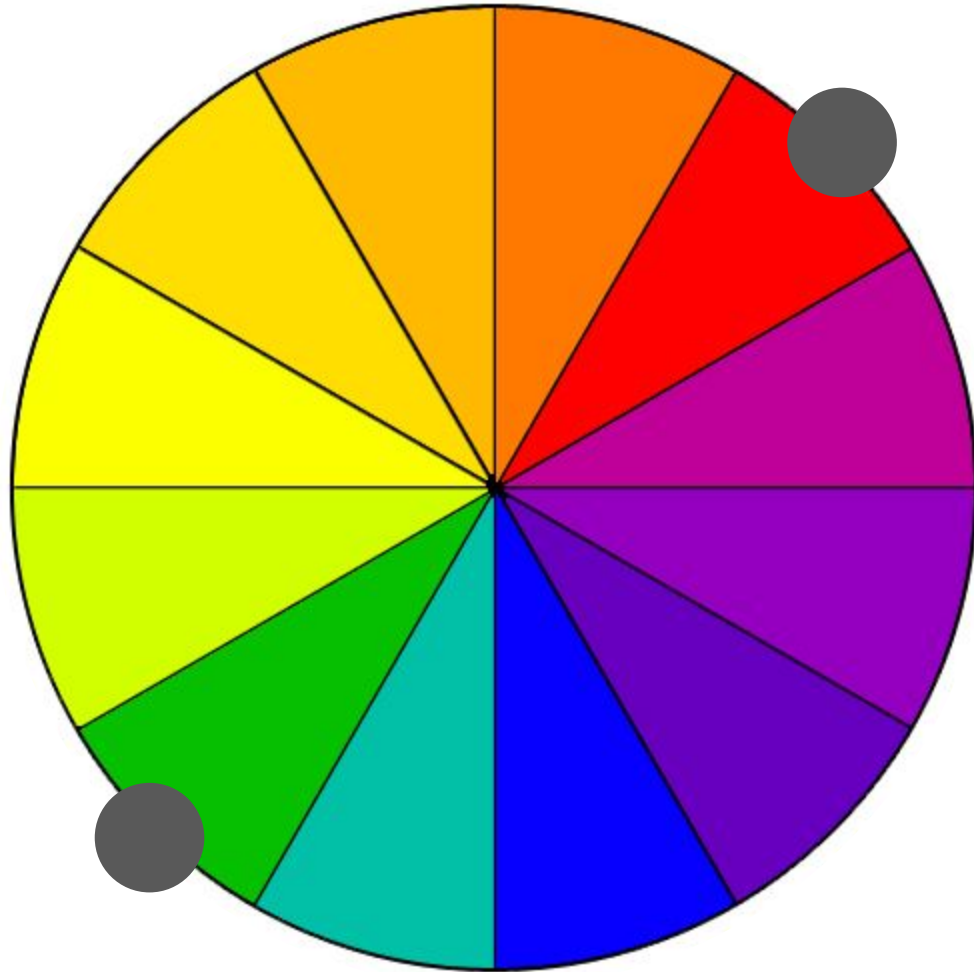


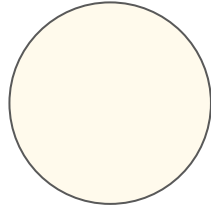
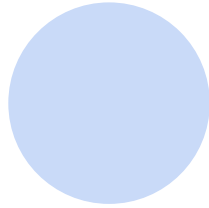
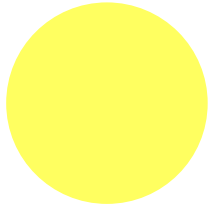
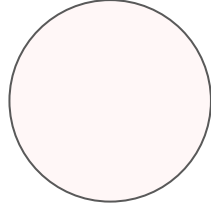
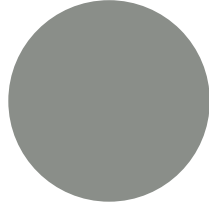
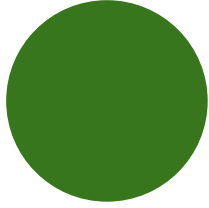
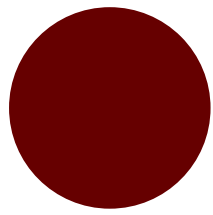


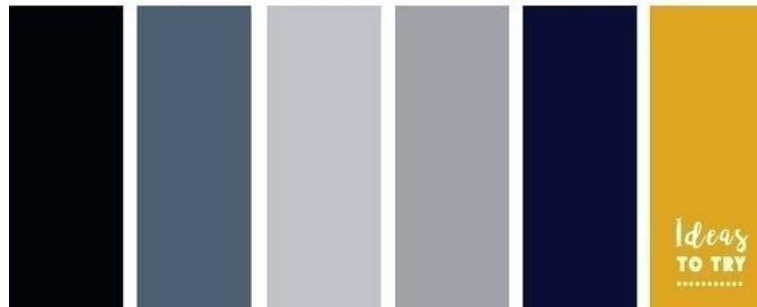




Complementary















# Refresh your state of mind.

Functional gum and mints to energize, calm and focus you in the moment.

[SHOP](#)

TIME

FAST COMPANY

BuzzFeed

SHARK  
TANKTHE  
NEW YORKER

#B73225

#004E7C

#591C0B

#5C5F58

#DCE1E3

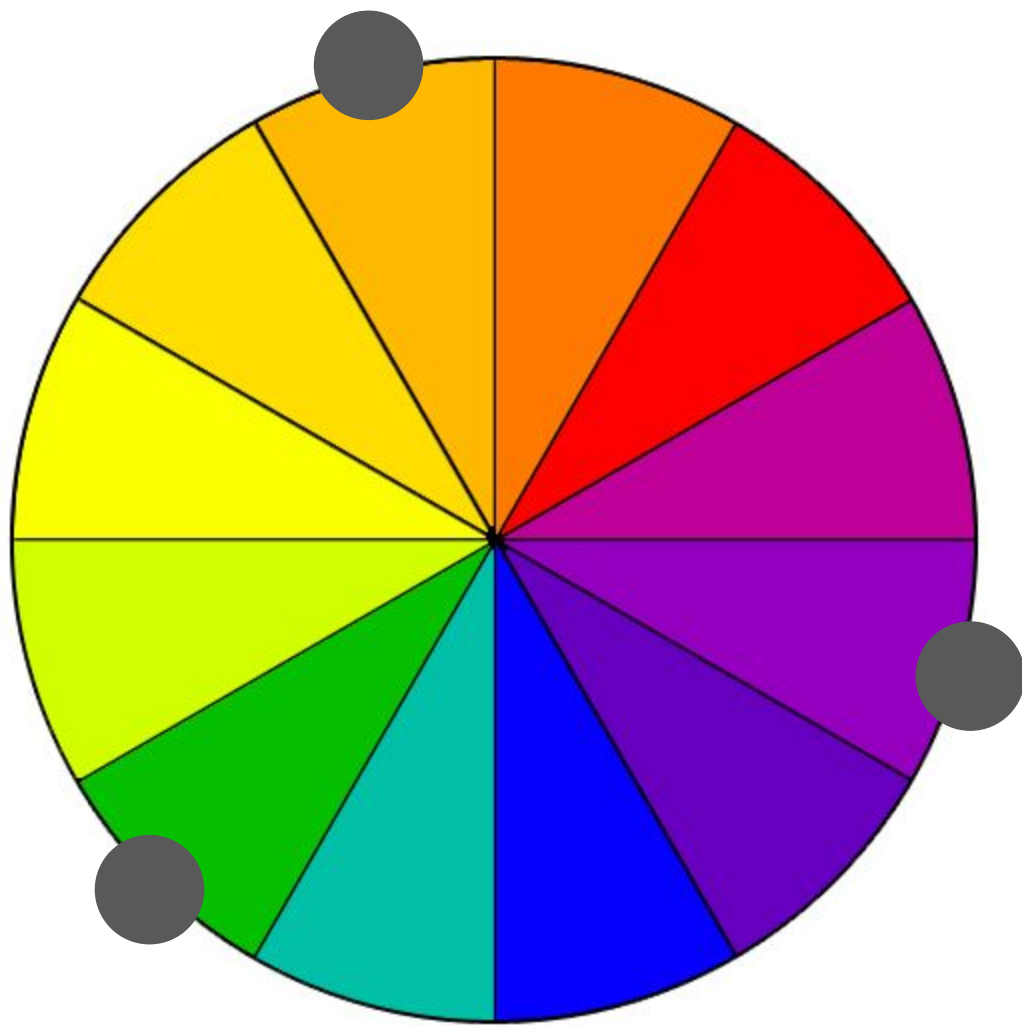


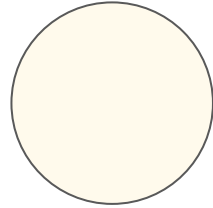
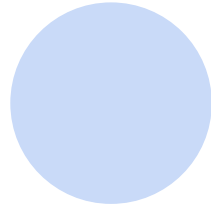
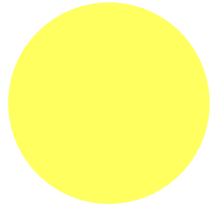
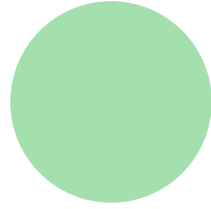
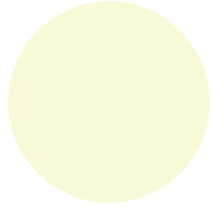
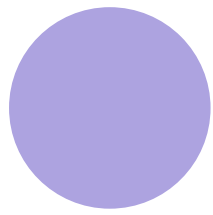
COLOR CURATION: [HOOKAGENCY.COM/COLOR](https://hookagency.com/color)





Triadic







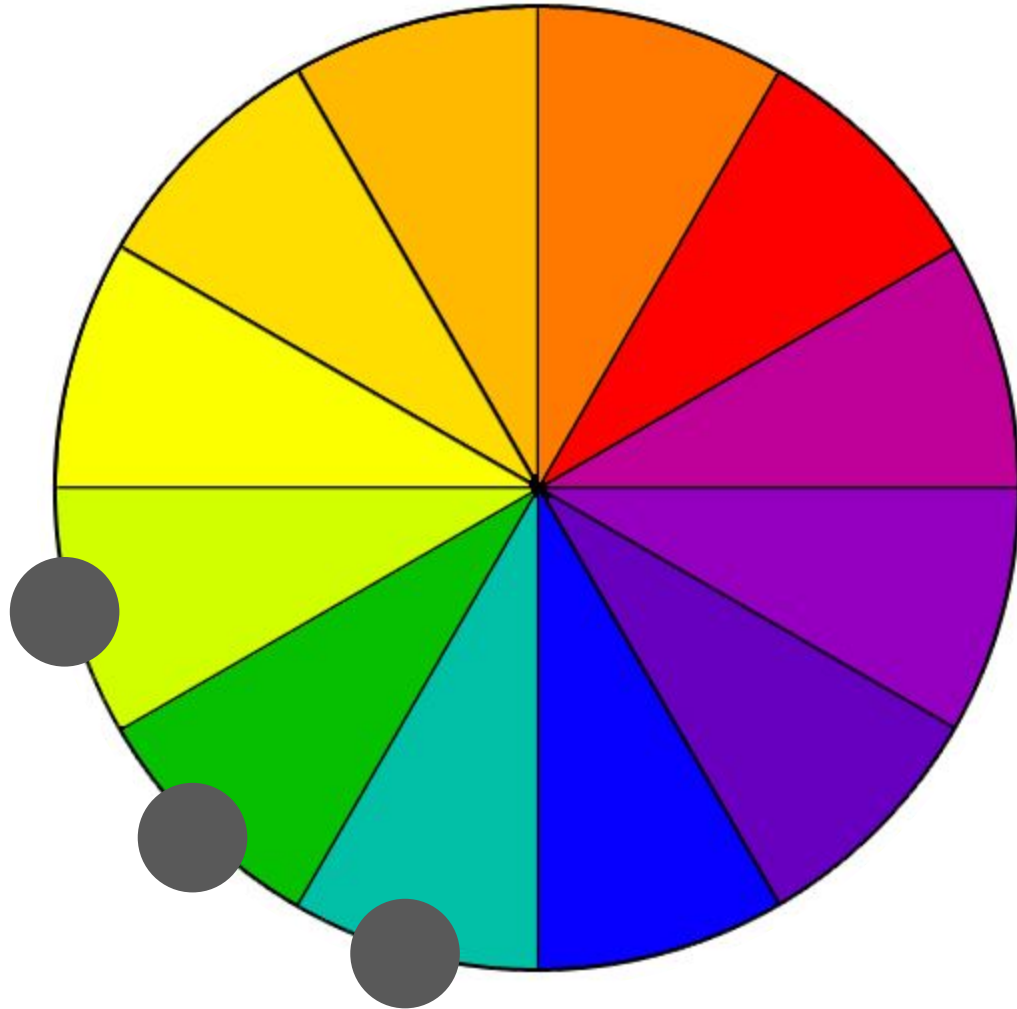
IT'S NOT PANTS.  
IT'S A STATE OF MIND.

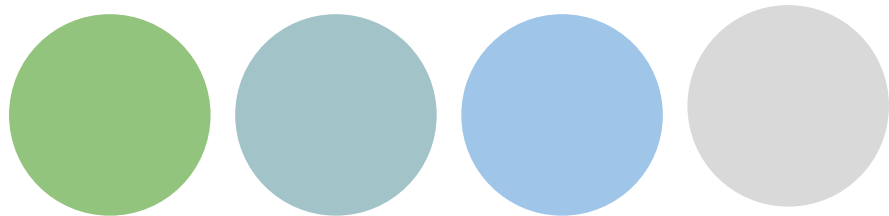
SHOP

FIND YOUR SIZE



Analagous





**Madies**

QUÉ GUSTO

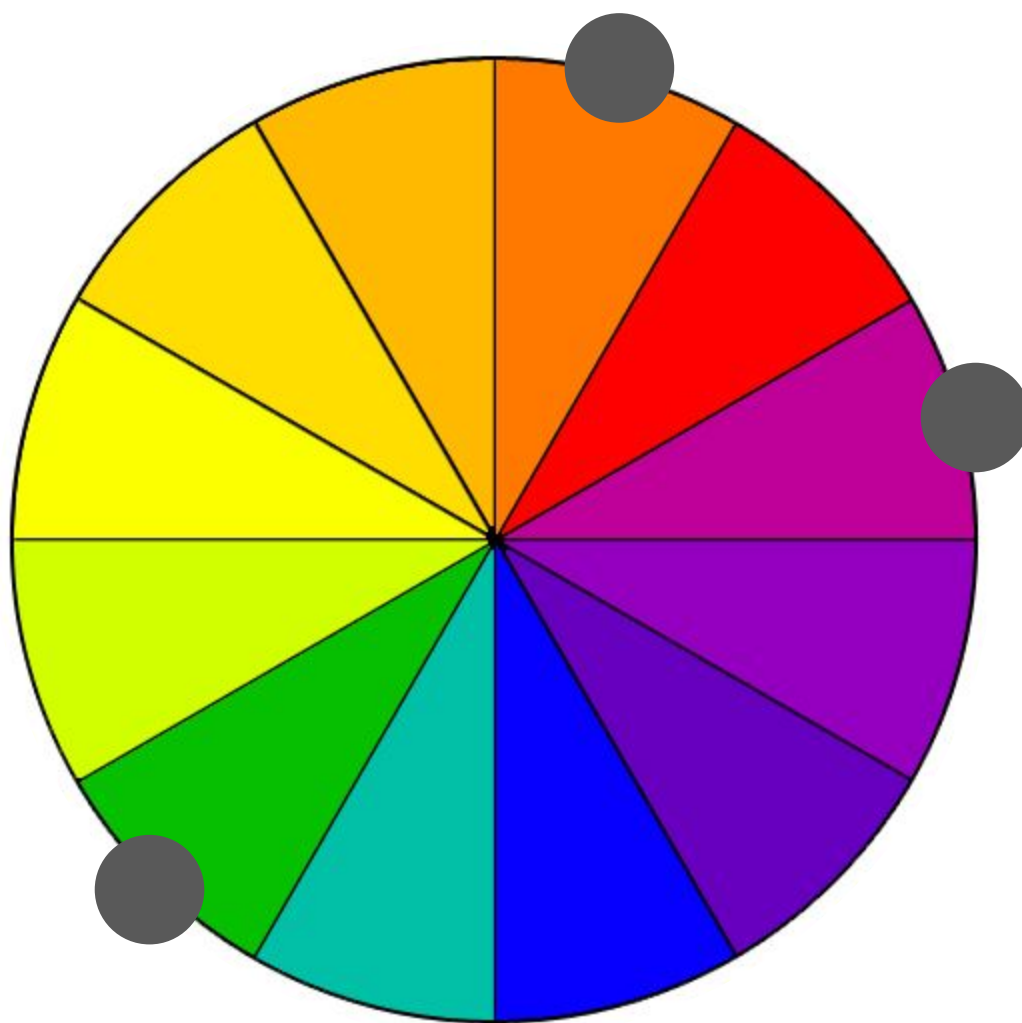
ESP / ENG

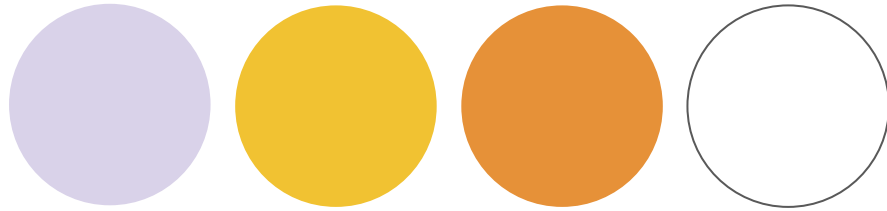
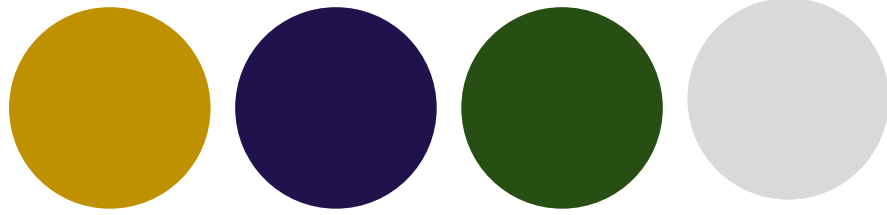
# Crunchy Fruit Snack —

# Just Like That



Split  
Complementary







# Music for everyone.

Millions of songs. No credit card needed.

GET SPOTIFY FREE



# Tips

1 or 2 main colors

1 or 2 accent colors

At least 1 neutral – TONE YOUR NEUTRALS!

Type

# Typeface

Karla Roboto Archivo Baskerville Times New Roman Playfair Display

# Font

Roboto Thin Light **Normal Medium Bold Black**

# Title: Font Hierarchy

Heading

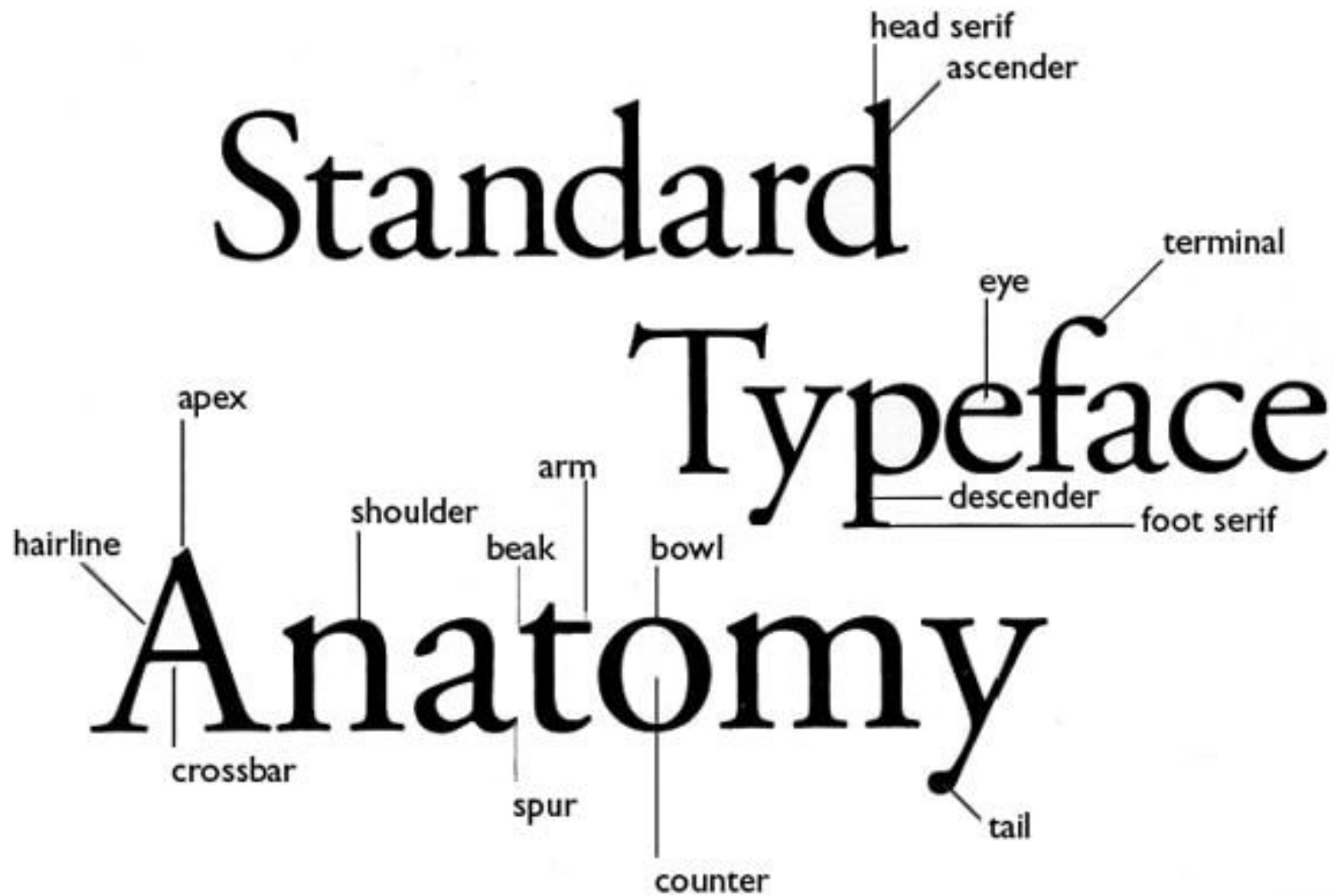
*Subheading*

Body

Anatomy



AaBbCc



*ascent* ascender height

cap height

*mean line* median

baseline

*descent* descender height

Sphinx

x-height

Crimson Text  
*is a* **serif**  
typeface.

American Typewriter

is a **Slab-Serif**

typeface

Delicious *is a*  
**sans-serif**  
typeface.

*Snell Roundhand*  
*is a* ***Formal***  
*script typeface*

Cup and Talon  
is a Display  
typeface



Adobe Caslon is

Proportional

Courier New is

Monospaced

Spacing

Without kerning

AWAY

With Kerning

AWAY

-43 -43 -57



tracking

tracking

tracking

t r a c k i n g



"The only way to keep  
your health is to eat what  
you don't want, drink  
what you don't like, and  
do what you'd rather not"

**-Mark Twain**



"The only way to keep  
your health is to eat what  
you don't want, drink  
what you don't like, and  
do what you'd rather not"

**-Mark Twain**



**LEADING**

only \$10  
10



# 10 FLICKERING LIGHTS

- For indoor/outdoor use
- Plug bulb goes out, the others stay lit
- Easy to install
- Overall length 12 ft (2 ft 10 in. cord with bulb, 10 ft (25.4 m) cord)

Includes 1 strand of 10 flicker lights



ACE

Elite  
MEN'SWEAR

TUXEDOS SALE RENTAL



GNC

# Font Rules

Leading: About 150% - 180% of font size

Line Length: About 70 characters (9 - 12 words)

Font Size: Try not to go below 14pt font

Left Align for Readability



# Font Systems

# Building a Hierarchy

Size

Color

Typeface

Font

KISS (Keep it Simple, Stupid)

# Title

Heading

*Subheading*

Body

# Title

## Heading

### *Subheading*

Body

# Title

## Heading

### Subheading

Body

**Title**

Heading

Subheading

Body

# Font Mixing

Opposites Attract (i.e. serif and sans-serif mix well)

X-Height

BORROW, BORROW, BORROW

# the html language, part 3

Let's build something.



# html

## PAGE STRUCTURE TAGS

Recall that we have **inline tags** and **block-level tags**.

### **Block-level tags ...**

Examples of block-level tags: ...

### **Inline tags ...**

Examples of inline tags: ...

# html

## PAGE STRUCTURE TAGS

The **division tag** is used to make divisions of content.

To create a division on a page, surround content in the **<div></div>** tags.

The div tag is used for grouping HTML elements together, and for applying CSS and web layouts to those groupings.

# html

## PAGE STRUCTURE TAGS

The **section element** is used to group content that is of a single theme. It typically includes a heading (h1-h6 element) and other content.

We use the section tag to represent content that would appear as single entry in an outline of the page.

The section element is made by surrounding content in the section tags: **<section></section>**

# html

## DIVS V. SECTIONS

Why would we use the section tag or a div tag? How are they different?

# html

## FORMS + INPUT

We use **form elements** to take input from a user  
(`<form></form>`)

Within form elements, we use **input elements** to take input from the user (`<input>`)

The input tag takes several attributes, and the sheer number of combinations that are possible make the input tag one of the most powerful tags in HTML.

Important attributes:

- **type:** specifies the type of input accepted
- **placeholder:** specifies text that appears when no value has been entered
- **form:** associates the input with a specific form

# html

## BREAKS

Last week, we touched on **break elements** `<br>`.

Breaks create a new line **within** another element – it is an inline element.

**Don't use a break to create a margin between paragraphs.**

```
<!DOCTYPE html>
<html>
  <head>...</head>
  <body>
    <p>This is a paragraph</p>
    <br>
    <p>This is another paragraph</p>
  </body>
</html>
```

# css lite

## CSS LITE

Next week, we'll be diving into CSS. We'll be starting with positioning, but CSS lets us control the entire style of our page (recall HTML is the builder, CSS is the artist).

In the meantime, we want to be able to control some of the styling of our bare bones HTML pages.

To do this, we can use the **style attribute** with most of the elements we've covered to this point.

For example:

```
<p style="color:blue">This would be a  
blue-text paragraph</p>
```

# css lite

## CSS LITE

Common style attributes include:

- color
- background-color
- font-family
- font-size
- text-transform
- text-align

However, you can use practically any CSS attribute as part of this. Once we start using CSS, this method of styling will be deprecated.

You can also use multiple style attributes at once. The syntax:

```
<p style="color:white;background-color:black">  
  This would be white text on a black  
  background. </p>
```



**assignment 4**

**Challenge time.**

# HEADINGS

## HEADING 1

## HEADING 2

## HEADING 3

## HEADING 4

## HEADING 5

## HEADING 6

Paragraph - Normal

Paragraph - Link Default

Paragraph - Link Hover

Paragraph - Link After Click

Border

This is an input box

This is a search box



This is a dropdown



Button - default

Button - hover

Button - onclick

White  
#FFFFFF

Black  
#000000

Xanadu  
#7C9082

Tart Orange  
#EF5B5B

Electric Lime  
#CEFFA

Purple Navy  
#414066

# roadmap

## WHAT'S NEXT?

In recitation this week – you'll be making a pattern library and completing four HTML problems.

**Assignment 4** is already open; continue on it in recitation; due Sunday by 11:59 PM.

## DAILY NOTE

We'll post the Daily Note in Slack in **#atls-2200-web-spring-2022**.

Make sure to do it now, even if you have nothing to say.