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Quiz: Mockup and Photoshop basics <- this course was made before Figma existed, so they use photoshop for the mockups in this course

Part #2 - Integrate a mockup

1. Set up basic HTML structure
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4. Understand basic CSS principles
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Part #1 - Breakdown a mockup

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1. Discover the concept of a mockup

- Introduction
 - -> a poster of a website
 - -> to be put into HTML and CSS
 - -> from a designer to a frontend developer
 - -> this course is using bootstrap, CSS and photoshop to get a mockup into a webpage
 - -> **so, a mockup is a website design (a poster of a website) made by a designer**
 - -> **it's the front end developer's job to get the poster of the website (the mockup_ into the actual website (to integrate it) using CSS and HTML**
 - -> **this is done in this course via photoshop and bootstrap**
 - -> it's a rendering of the mockup

- what a mockup is

- **a poster / print out of a website**
 - aspects
 - details (colours, icons)
 - -> **these are created by UI designers for the customers (with spec sheets) - photoshop / design**

- **the mockup and spec sheet -> it's the process of designing the customer a website**
 - getting the mockup into code -> HTML / CSS / JS to see the way the page behaves

- HTML: the general structure

- **receive a mockup, break it down into an HTML structure**
 - -> **then CSS (the HTML content comes first)**

- CSS: decorative elements and styles

- don't combine images to make the page -> use CSS
 - CSS is more flexible than using images
 - responsive design -> different screen sizes
 - **use CSS for elements, not images -> it's more flexible and for different screen sizes (one batch of CSS vs lots of different images of the same element for different**

screen sizes)

- images take longer to load than style sheets <- you've lost the user if the entire webpage is made of images

- Optimize images

- **svg for logos / images** <- it's a vector (not with pixels)
- **images on the site should be in png format**

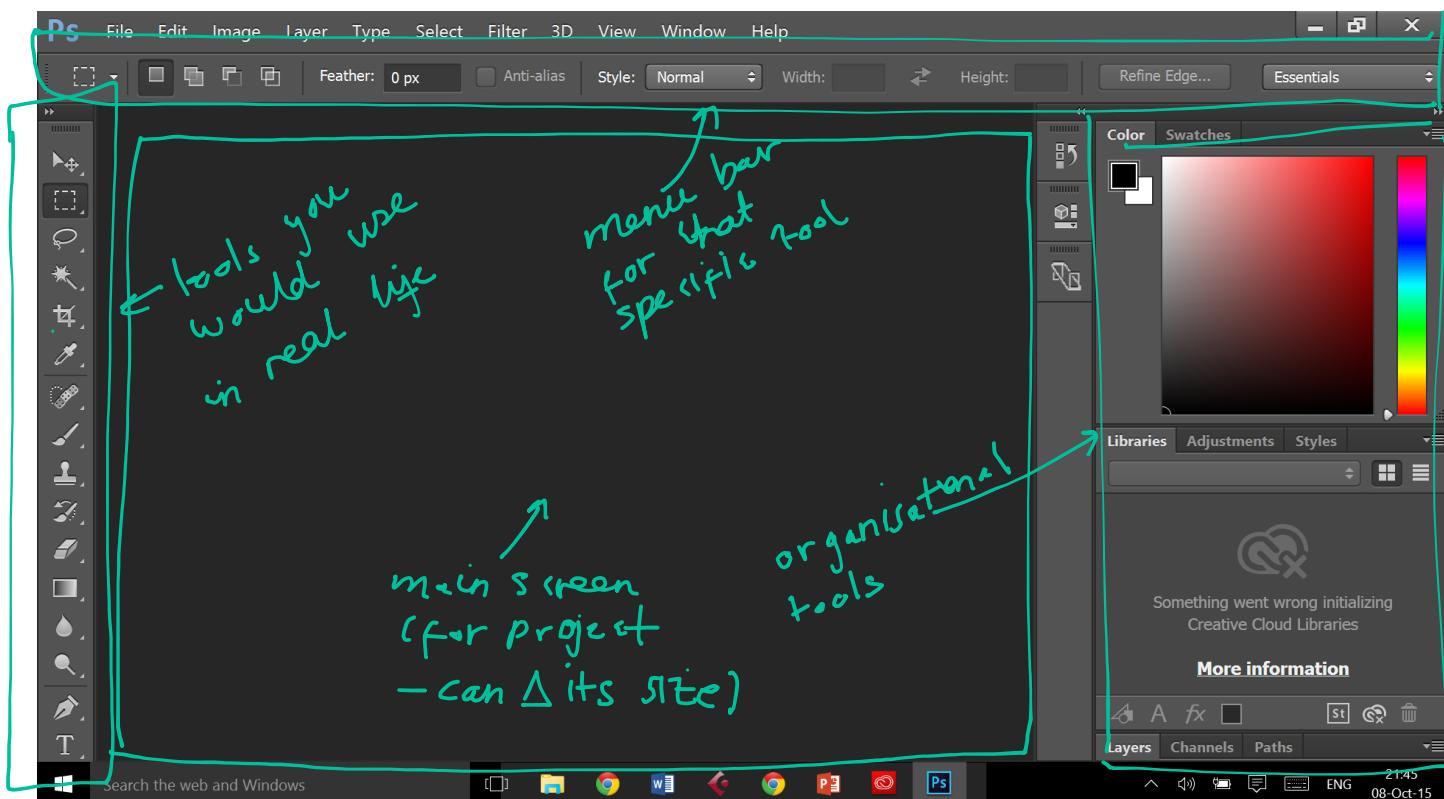
2. Find and open a mockup

- Introduction

- → a client asks for a website
- → **you can find mockups on the internet, which can be changed for your use case**
- → **google "PSD web layouts" to find a mockup to reuse** <- you open these files in photoshop
- → this is in case you don't have a designer
- → **you open the mockup files (posters of the website to convert into HTML / CSS) in photoshop (in this course)**

- Introduction to Photoshop: your workspace

- → photoshop is used for creating mockups
- → it's Adobe

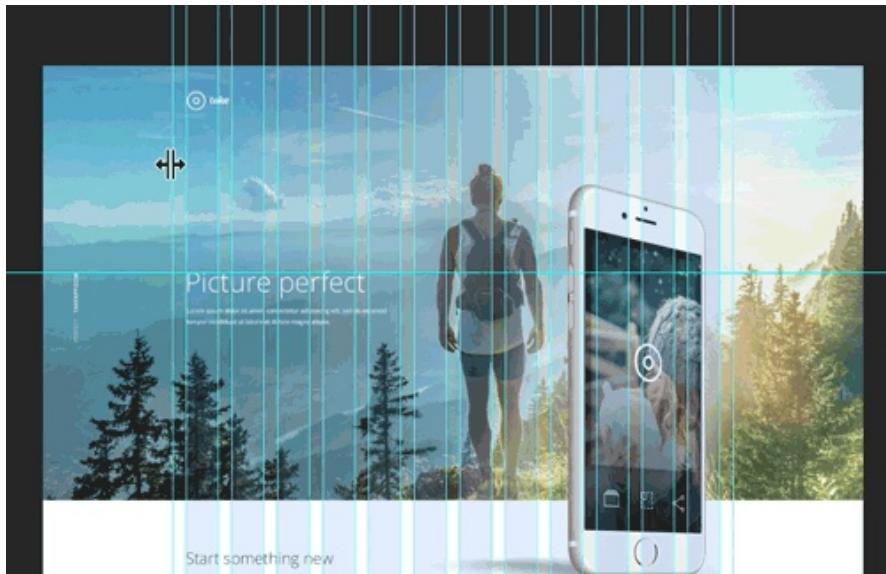


- LHS - real-life tools
- RHS - organisational tools
- Upper bar - this changes for that particular tool (
- main screen - this is where the project is
 - you can change its dimensions

- Exploring the grid

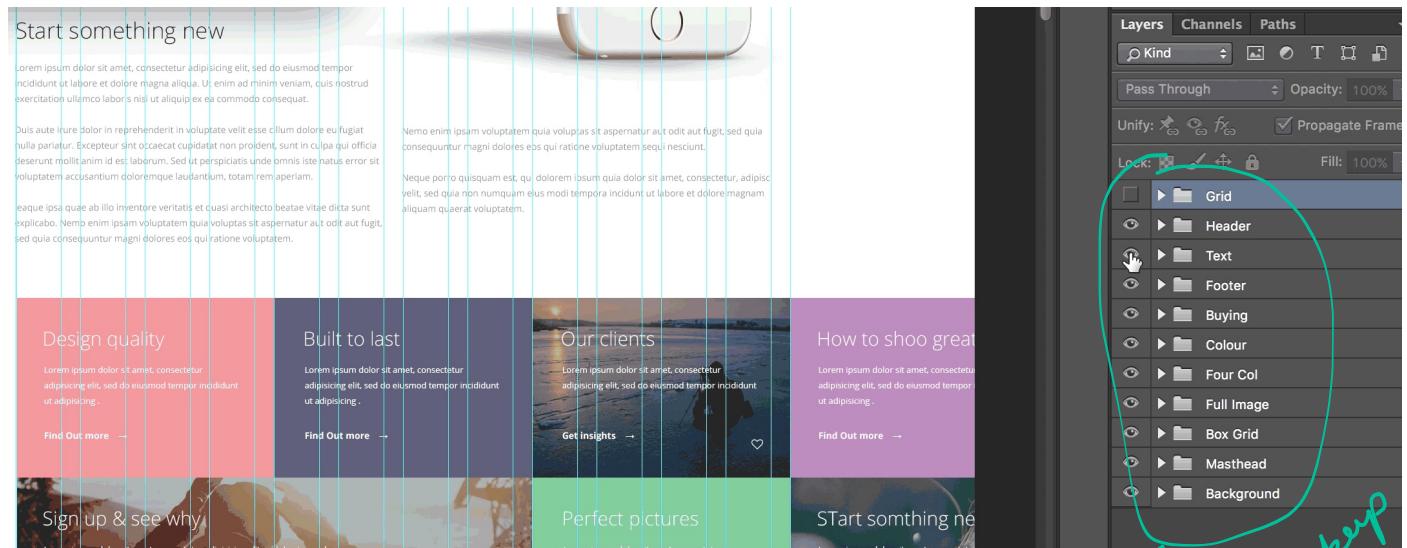
- **there can be grids on the mockup (poster of the website)** → grids came from people who stretched thread across the page before printing
- why use grids
 - more readable content
 - adaptive content for different screen sizes
 - **a responsive layout is one which aligns to different screen sizes**
- **bootstrap**

- > a Twitter CSS library, for converting mockups (posters of webpages) into actual webpages in HTML and CSS
- > it uses columns to align elements



• Layers

- > there are layers in Photoshop
- > you can also see them individually
- > there are priority rules



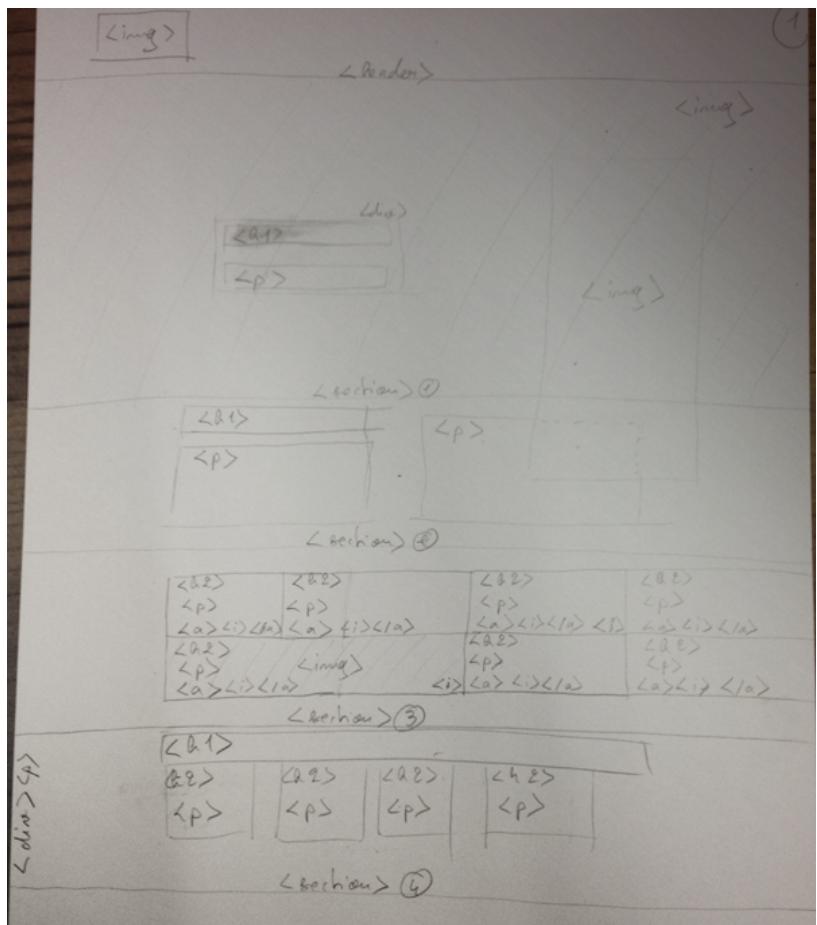
3. Translate visuals to HTML elements

• Reorganising layers

- > first -> get the mockup into HTML
- > photoshop layers can be organised according to the HTML
- > reorganise the photoshop layers to match the HTML structure
- > creating a folder structure -> for the header the body etc - the different parts of the webpage
- > the first step to get from the poster of the website to the actual webpage is taking the poster of the website (the mockup) and getting the content written in an HTML document
 - look at the poster and divide it into sections which would go where in an HTML document
 - > look for the header / body / footer -> getting the poster into an HTML document
- > in photoshop you can put the different layers of the mockup into corresponding sections for the HTML document

• Getting to know your mockup

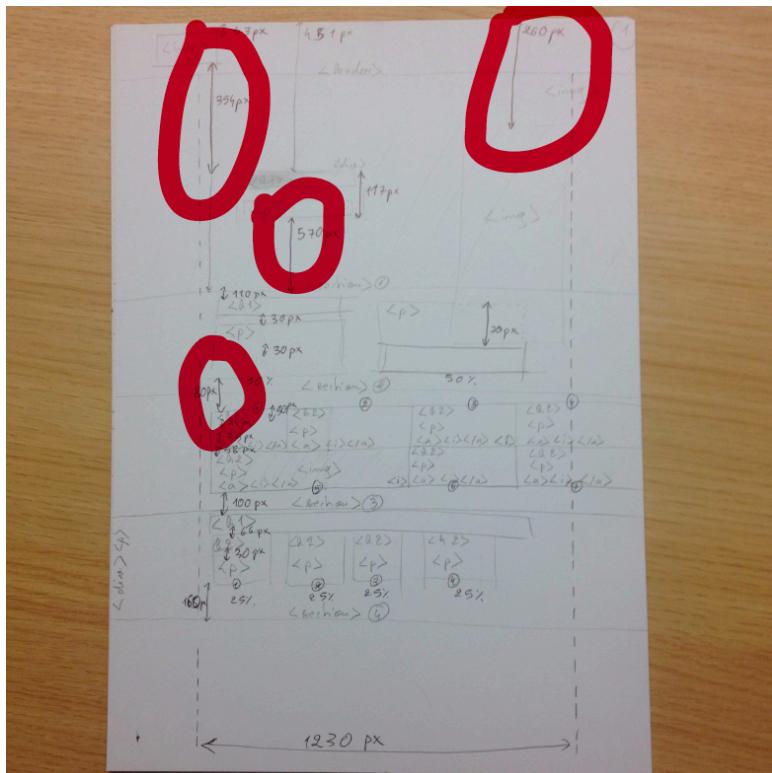
- o -> different layers of the mockup in photoshop
- o -> **you are given a mockup (a poster of a website you want to code into an actual one in CSS and HTML)**
- o -> first get it into HTML (content), then CSS (colours / styling)
- o -> the content -> scope out the different parts of the mockup into parts you would write into HTML
- o -> do this by inspecting the element of the poster and thinking about the HTML that would make those elements -> then by putting them all together in one HTML document
 - -> dissecting the different layers
 - -> the order of prio of the elements
 - -> different forms of content
 - -> write the individual mockup elements into HTML
 - -> **the task is to get the poster of the website (mockup) from the designer into the actual website using HTML (content), CSS (styling)** -> first take the poster and dissect the content into different HTML elements, for combining in an HTML document -> **you are taking the poster and thinking about the HTML which would go behind each of the elements**



4. Analyze dimensions and sizing

- Introduction
- o **we are translating the poster of the website into an actual website in HTML and CSS -> front end development is like a translation exercise**
- o -> elements translate differently depending on the device screen size
 - **we have a mockup for the website on a smaller screen, and another for one on a bigger screen -> there are breaking points**
- o -> use proportions rather than pixels (because screen sizes vary, x% of a page for an element is better for the ranges of different screen sizes in between breaking points)
- o -> but when it comes according to the height of elements -> use pixels rather than proportions -> adding to the content in an element will change the

- Very small screens (< 768px: for screens with widths between 0px and 768px)
- Tablets (768px - 991px)
- Computers (992px - 1199px)
- Big screens and TVs



relative proportions of the element on the webpage height wise otherwise

- -> the grid size in this Photoshop example is absolute
- -> holding down shift to measure the size of the columns

- Vertical dimensions

- -> **better to measure the height of columns with pixels, and the widths with percentages of the screen which that element takes up**

5. Breakdown images and fonts

- Colour palette

- course page

- ▶ -> colours / fonts / special effects
- ▶ -> feelings from colours

- ▶ -> **to find the colours used in the mockup (poster of the webpage) you can use the pipette in Photoshop**

- units this uses can be

- **HSB -> hue saturation brightness**

- ▶ □'s=degrees on a colour wheel, %, %

- **ab references -> (L*,a*,b*)**

- ▶ brightness, position on a green-red colour axis and position B on a blue-yellow colour axis

- **RGB red green blue**

- ▶ the intensity of that pixel -> from 0-255, from black to white

- ▶ -> gradients and text colour and also be managed from the pipette menu

- ▶ the meaning of colour -> extra reading <https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/>

- outline

- subjective parts of design -> colours

- colour families and their uses

- part 2 -> hue, chroma, value, saturation, tones, tints and shades

- part 3 -> making palettes

- colours are subjective

- personal preference

- **the link between culture and colour**

- colour / brand consultants

- colour theory

- warm and cool

- -> energising

- red meanings

- ▶ West

- anger / danger (stop lights)

- importance -> the red carpet

- ▶ East

- China -> good luck, brides on wedding days

- Communism

- Africa -> mourning colours, AIDS awareness

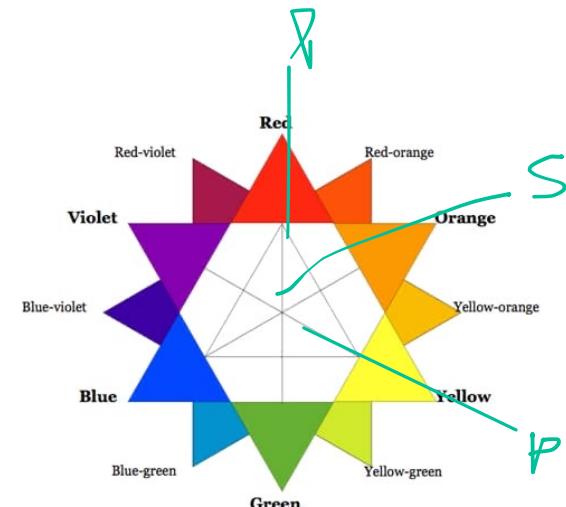
- ▶ having a colour and using a load of adjectives to describe it -> she's doing a lot of different examples

- accent colours

- **orange** meanings

- ▶ Earth, autumn

- -> **change and movement**

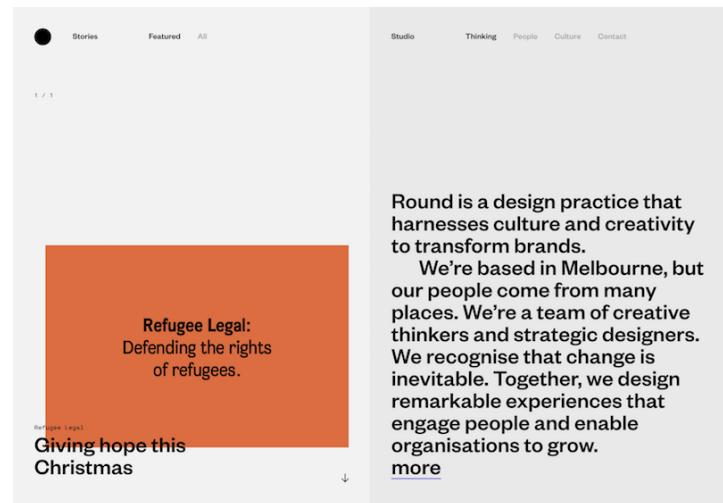


- -> creativity
 - -> health and vitality
 - -> not as powerful as red, less 'in your face'
- yellow
 - -> sunshine / happiness
 - -> deceit / cowardness (calling someone 'yellow')
 - -> loved ones at war / danger
 - -> mourning -> Egypt
 - -> Japan -> courage
 - -> antique, permanence
 - -> gender neutral for babies
- cool colours
 - -> night, warm and relaxing
 - -> **combining blue with a warm colour -> purple ~ red, green ~ yellow**
 - green
 - -> renewal
 - -> envy / jealousy
 - -> a lack of experience
 - -> wealth, stability (darker green)
 - -> olive is more natural
 - -> as accent colours
 - blue
 - -> sadness
 - -> **strength, reliability (dark blue for corporate websites)**
 - -> **religion -> virgin Mary wears blue robes**
 - -> **DeepMind -> trustworthiness / authority**
 - purple
 - -> were for wealthy people (snail dye)
 - -> creativity, imagination
 - -> mourning Thailand
 - -> **lavender more romantic**
 - -> **darker purples are for wealth**
- neutrals
 - -> sophisticated layouts
 - -> **these are more affected by the accent colours used with them**
 - -> power, elegance
 - -> death, evil
 - black
 - -> rebellion
 - -> halloween
 - -> edgy
 - -> elegant
 - -> conservative / unconventional -> **depending on the accent colours**
 - -> neutrality
 - -> minimalist -> with sharp lines
 - white
 - -> purity
 - brides
 - healthcare -> doctors / nurses / sentists
 - goodness / angels
 - -> **death and mourning in the East**
 - -> **as an accent colour**

- -> cleanliness / simplicity
- -> **winter or summer**

- gray

- -> **neutral / cool**
- -> **moody / depressing**
- -> in place of white / black
- -> conservative / formal / modern
- -> **corporate -> sometimes for mourning**
- -> these are shades of black, but can have other shades mixed in (**pure grey vs others**)



- brown

- -> **warm neutral**
- -> **dependability, reliability**
- -> dull
- -> wood / stone textures
- -> warmth / wholesomeness
- -> the modernity of the design
- -> design work as shades of grey
- -> accent colours

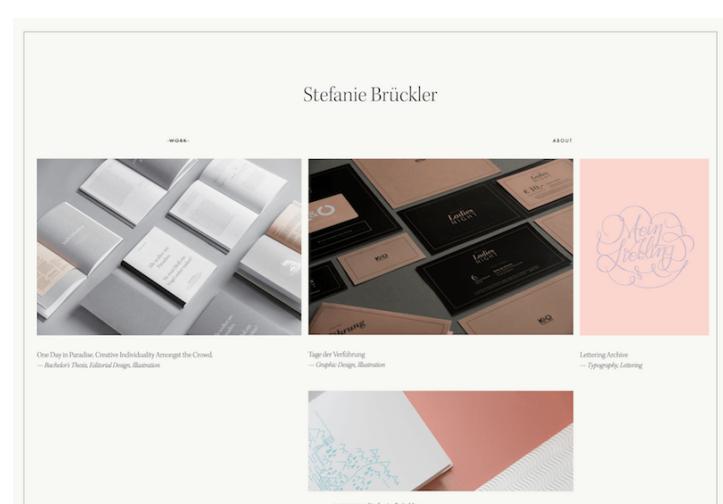


- beige / tan beige

- -> warmth of brown and coolness of white
- -> for backgrounds
- -> piety
- -> **beige used for backgrounds with a paper texture**
- -> **depending on the accent colours**
- -> retro / hip

- ivory / cream

- -> sophistication
- -> calm
- -> purity but warmer than white
- -> elegance
- -> **with peach**
- -> **to lighten darker colours without white**



- **Red:** Passion, Love, Anger
- **Orange:** Energy, Happiness, Vitality
- **Yellow:** Happiness, Hope, Deceit
- **Green:** New Beginnings, Abundance, Nature
- **Blue:** Calm, Responsible, Sadness
- **Purple:** Creativity, Royalty, Wealth
- **Black:** Mystery, Elegance, Evil
- **Gray:** Moody, Conservative, Formality
- **White:** Purity, Cleanliness, Virtue
- **Brown:** Nature, Wholesomeness, Dependability
- **Tan or Beige:** Conservative, Piety, Dull
- **Cream or Ivory:** Calm, Elegant, Purity

The colours used in webpages conveys feeling

- understanding concepts and colour terminology <https://www.smashingmagazine.com/2010/02/color-theory-for-designers-part-2-understanding-concepts-and-terminology/>
 - -> design theory / graphic design
 - -> accessibility
 - -> chroma / value / saturation (part 3)
 - -> adding grey / white / black
 - -> monochrome / complementary
 - technical terms
 - hue
 - **rgb**
 - these convey messages to the viewer
 - combining a lot of them

ABOUT TECHIES SUBMIT

FILTER BY ▾

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FRANKY RIZARDO

NEWS

21-02-2016 NEW SINGLE 'KEEP MY COOL'
31-03-2016 NEW IBIZA RESIDENCY 2016!
13-11-2014 DEFECTED & DEFECTED ALBUM ANNOUNCEMENT

AGENDA

26-01-2017 NETHERLANDS SNEEUWBALFESTIVAL
03-02-2017 FRANKY RIZARDO BEGG, LONDON
04-02-2017 FLOWBAR, AMSTERDAM

SOCIAL

FRANKYRIZARDO A JANUARY THANK YOU SO MUCH FORWARD FOR PREMIERING MY NEW SINGLE ON YOUR CHANNEL NAME MAN THIS EVE! #BBCR1
#DEFECTED #DEFECTEDID #DEFECTEDRECORDS
PLAYING @MINISTRYOFSOUND TONIGHT AND @SANKEYS MCR TONIGHT! #BBCR1 #DEFECTED #DEFECTEDRECORDS

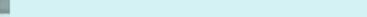
▶ LATEST ID
D48 ID
FRANKY RIZARDO - KEEP MY COOL

Play track: ▶ BOOKINGS ▶ PRESS ▶ CONTACTS

- **chroma**
 - -> the purity of the colour in comparison to white
 - -> combining them



- **saturation**
 - -> how the colour appears under different lighting
- **lightness**
 - -> lighter colours have higher numbers
 - -> you want higher chroma and higher contrast designs
- -> more grey is more sophisticated
- -> tint / tone
- -> using very dark shades instead of black
- -> red for political designs
- -> pastels vs tints
 - tints are for lighter designs

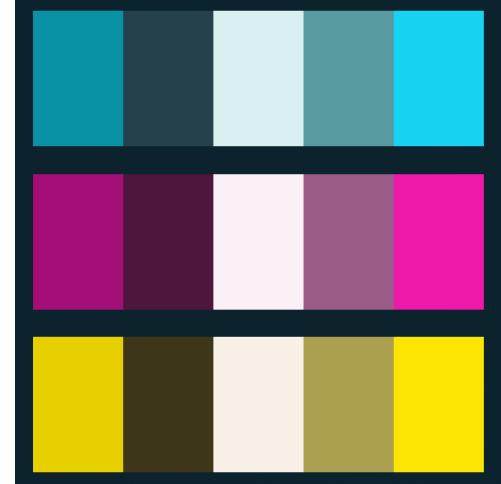
MA's Cursos	Workshops Fin de semana	Tools Cursos herramientas	Packs Diseño & Motion
01.ene. Workshops 2017 con Clase BCN, Religopoloco, Magaz, Javier Jaén y Vassava. ver más	09.ene. Curso MA's: Graphic Design is Thinking Made Visual. Convocatoria 2017. ver más	Motion creada por alumnos de nuestro MA's de motion. saber más	1 . 2 . 3 
Cursos y actividades	Calendario 2016 / 2017 ver calendario		
En el gimnasio del motion graphics. Artículo M&M & Graffica. sober más		Estos son mis principios, pero si no le gustan... Artículo M&M & Graffica. saber más	
			

- Hue is color (blue, green, red, etc.).
- Chroma is the purity of a color (a high chroma has no added black, white or gray).
- Saturation refers to how strong or weak a color is (high saturation being strong).
- Value refers to how light or dark a color is (light having a high value).
- Tones are created by adding gray to a color, making it duller than the original.
- Shades are created by adding black to a color, making it darker than the original.
- Tints are created by adding white to a color, making it lighter than the original.

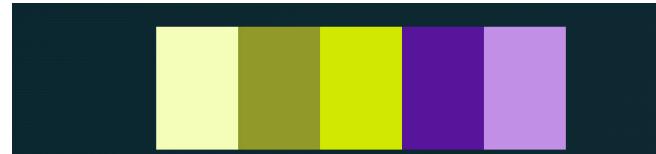


- How To Create Your Own Color Schemes <https://www.smashingmagazine.com/2010/02/color-theory-for-designer-part-3-creating-your-own-color-palettes/>
 - -> **methods for creating colour schemes**
 - -> monochrome / analogous / complementary
 - review
 - -> colours have meanings (depending on the culture)
 - these work for / against the brand identity
 - -> **terminologies -> hue, chroma, saturation, values, tones, shades tints**
 - (definitions in the black screenshot above)
 - monochromatic

- -> different tones / tints / shades in a specific hue
- -> you can keep things neutral
- -> using the different colours for different things (headlines / etc)
- -> **using different shades of the same colour for the scheme**



- analogous
 - -> same chroma level
 - -> adding shades / tints
 - -> **using different colours which go well together**
- complementary
 - -> from the opposite sides of the colours wheel
 - -> right next to each other can look jarring



☞ A wide range of tints, shades, and tones makes this a very versatile color scheme.

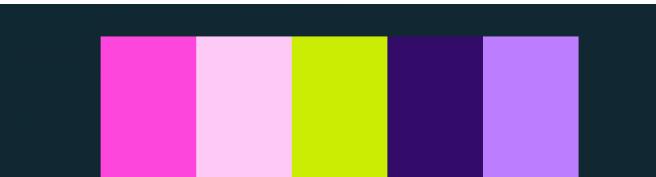


☞ Another complementary color scheme with a wide range of chromas. Notice how placing the brighter red and green colors next to each other, a sort of "vibrating" quality is achieved on their edges. Be aware of this in your designs and make sure it's done intentionally, if at all.



☞ Don't forget that beige and brown are just tints and shades of orange.

- split complementary
 - -> using colours on other side of the hue opposite the base hue



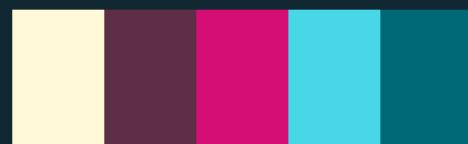
☞ A scheme where yellow-green is the base hue. It's important to have enough difference in chroma and value between the colors you select for this type of scheme.



☞ Another palette with a wide range of chromas.

- triadic

- -> hues equally spaces around the colour wheel, x3 of them
- -> one looks like a neutral
- -> the hardest colour scheme to pull off
- -> use one as the main colour and the other two as the accents
- -> you can also use greys as the accents



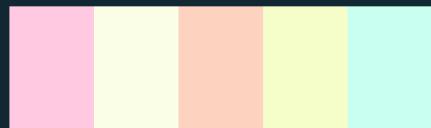
☞ Using a very pale or dark version of one color in the triad, along with two shades/tones/tints of the other two colors makes the single color almost work as a neutral within the scheme.



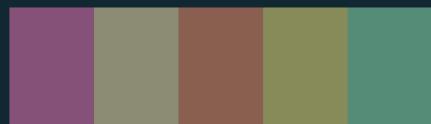
☞ Alternately, using one very bright hue with paired muted hues makes the single bright hue stand out more.



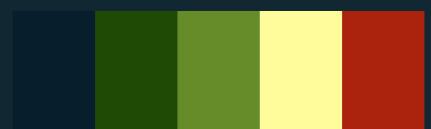
☞ A rather unimpressive tetradic color scheme. The best way to use a scheme like this is to use one color as the primary color in a design and the others just as accents.



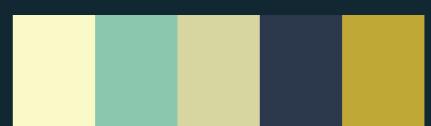
☞ Tetradic color schemes can work well for creating color schemes with similar chromas and values. Just add a neutral (such as dark gray or black) for text and accents.



☞ It works just as well for darker color schemes.



☞ The colors here all have similar chroma and saturation levels.

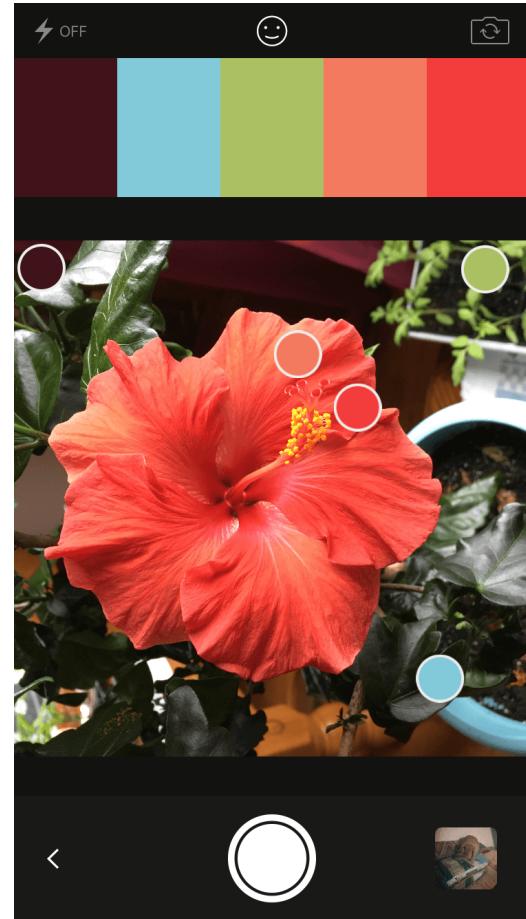


☞ Again, using colors with similar chroma and saturation is effective and creates a sense of cohesion across a color scheme.

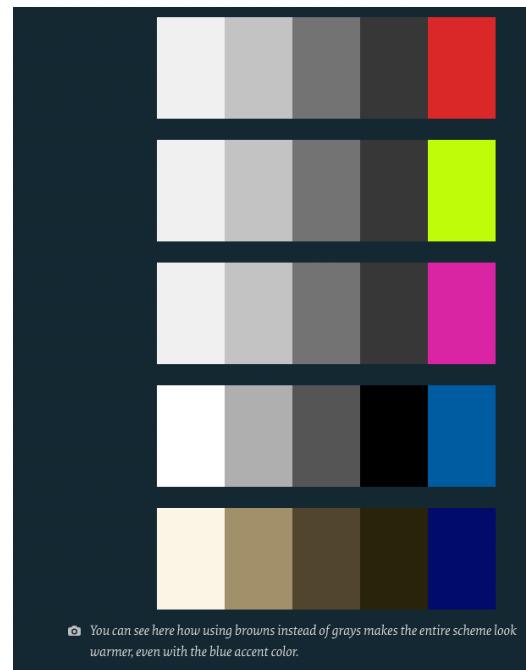


☞ Using one color with a high chroma among other colors with lower chromas is another effective method (the higher chroma color would act as an accent).

- she creates x3 colour palettes and then chooses the most ideal
 - the most common scheme is monochromatic
 - changing the palette as more elements are added in
 - blue and red make up two thirds of a tetriadic colour scheme
 - neutrals
 - -> **you can take a photo of something and pick the colours out of it for use elsewhere, e.g on a website**
 - -> tan can be used instead of grey
 - -> the adobe capture cc app
 - -> the creative cloud account
 - -> **you can export the colour palettes with the hex codes -> and import them into the CSS**
 - -> **you can choose dark / colourful etc different colour palettes**



- the easiest colour schemes
 - -> use one accent colour
 - -> using different tones
 - -> greys are more modern and browns are more traditional
 - -> 5 colours or so in order to illustrate the concepts
 - -> to add a colour, start with a traditional pre-defined scheme



- examples of different colour schemes -> you can reuse these
 - there are automated tools for creating colour schemes

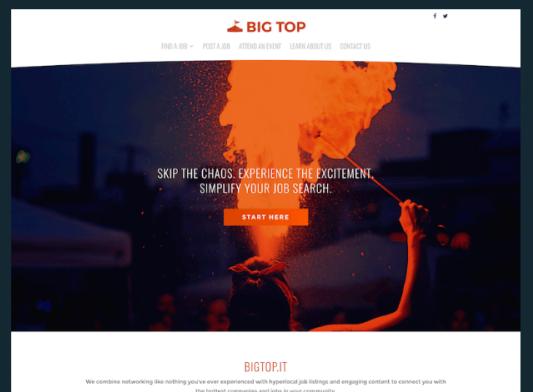
TCM SUMMER UNDER THE STARS



Scheme:



BIG TOP



Scheme:



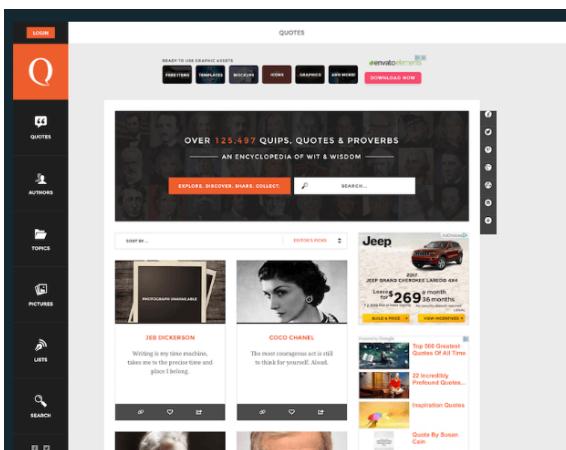
SECRET KEY



Scheme:



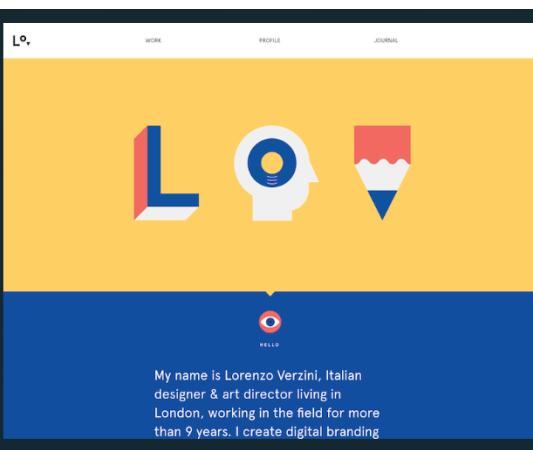
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Scheme:

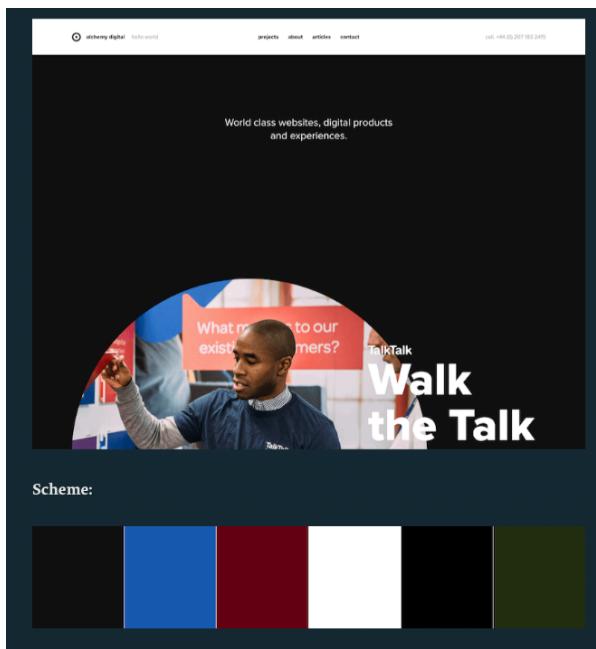
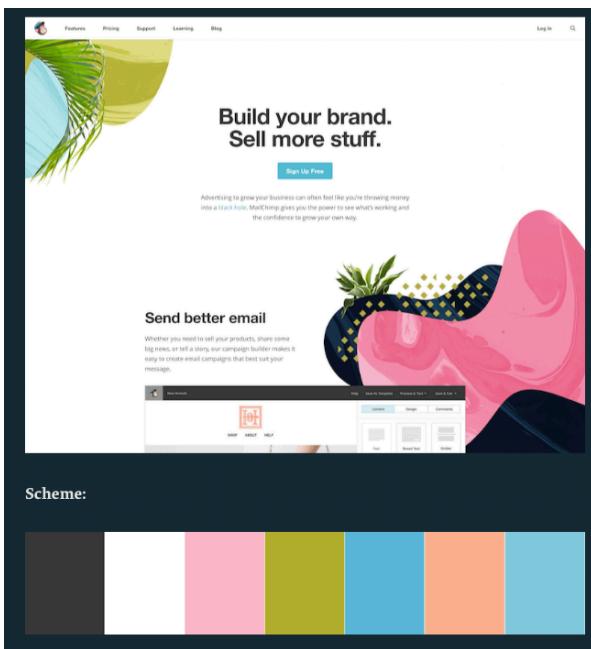


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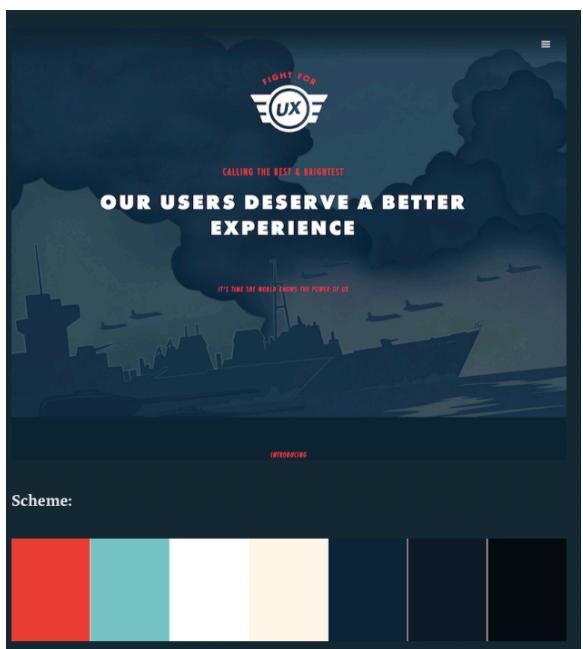


Scheme:





- practice developing colour schemes, or reuse those of others



mockup
(Photoshop poster of website → website w/ CSS)

fonts

- fonts → convey webpage emos.

→ print + web version of a font

↳ computer fonts are installed on the browser

→ primary, display font depending on what is installed

→ the font is what is the mockup → you want that in CSS

→ sometimes there are web versions

→ font specimen generator → to get the web version to a print version of a font

special effects - CSS3 → filters

LAYERS IN PHOTOSHOP

→ in Photoshop mockup (poster of website) → A props + effs layer

Mockup

→ You can A layers of the mockup (poster of the website) in Photoshop Effects

layer props

→ < a > layer-name < /a > FX ← Photoshop layer name must have FX by it (stands in CSS)

Layer

settings

→ An adjustment layer ← like a window layer in Photoshop to A props + filter
→ layer settings can be checked in Photoshop to cont.

A FILTER LAYER

→ CSS (poster of website, aka mockup → actual coffee)

IN PHOTOSHOP

→ would be done in figma / A in future depening on tech etc.

Graphics

Utilities:

SVG, PNG,

loading speed

→ formats - logos = SVG

→ can export in P.S ← Select image, by hiding all other layers

→ Image > Raster & Select Transparent Pixels

→ click "OK" (contains only one's visible etc.)

→ then File > Export > Export As > SVG

→ export all

→ SVG = Shapes, PNG = Images (for)

SVG FILES FOR LOGOS IN

PHOTOSHOP

To export
a logo as an SVG
file in Photoshop

→ SVG = Shapes, PNG = Images (for)

Mockups + Photoshop Basics Quiz

1. Mockups come from a) printing b) printing c) sketching d) building
 because X X
 we are measuring out the dimensions of the webpage like a
 building
2. → a spec sheet freq. accompanies a mockup.
3. → put the max. amount of el's → CSS (font changes) if low webpage size
4. → You can make ^(second view) mockups (posters of webpages) in Sketch (InDesign) / Photoshop
5. the bootstrap grid has 12 cells
6. → layers - for separating organizing Photoshop layers
7. → breakpts → pt @ about e.g. boxes that stack in a webpage (responsive design)
 (which is a range of cols)
8. → breakpoint for tablet → 768--991px
- 9.

