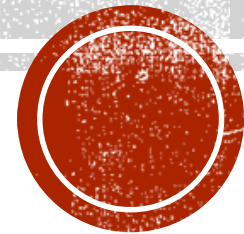


ITMD-362 WEEK 5

February 06, 2018



TONIGHT'S AGENDA

- TA Contacts
- Introduce Project 1
- Break Points
- Responsive Videos
- MDN Forms



WE HAVE A TEACHING ASSISTANT

- **Name:** Manish Vishwakarma
- **Email:** mvishwakarma@hawk.iit.edu
- **Office:** Perlstein Hall - Room 223
- **Office Times:**
 - TBA



PROJECT 1



PROJECT DESCRIPTION

You will create a compelling single-page design that features a sign-up process to get new users to join some type of project, such as an email list, a software beta test, or an open-source community. Focus on designing for an effortless, engaging entry of personal information; and friendly, frictionless client-side tests and alerts for malformed, missing, or incomplete information. The goal of this project is to experiment with patterns of interaction that persuade someone to sign up for whatever it is you're offering, which is not at all an easy task.



PROJECT GOALS

- Create a touch-friendly, mobile-first responsive web design
- Experiment with design and interaction patterns for pleasing user experience
- Design and execute a progressively enhanced page focused on system users and tasks
- Apply design principles including typography, color, and material design
- Engage in agile, iterative web design and development, supported by version control



DELIVERABLES & MILESTONES

- Create a Basecamp post describing your work in progress. Title the post with your name and project number (example Daniel Krieglstein: Project 1). Your post should include the URL to your GitHub repository, live link (GitHub pages), and two questions eliciting feedback on from fellow students.
- Give constructive comments to help at least three other students.
- Edit your original basecamp post under Project 1 by fixing your code based on feedback from the professor and fellow students.
 - Add a 3-4 sentence self-critique memo of your project and your progress in class to this point



REQUIREMENTS

- Project must be built with only one valid well-formed HTML file, one valid CSS file, and one JavaScript file.
- All source files in UTF-8/Unicode character encoding
- Organized, readable source that is hand-written and original (no WYSIWYGs or code-generators, no Bootstrap or other off-the-shelf HTML or CSS frameworks)
- HTML, CSS, and JavaScript files should both be indented with 2 spaces per level of indent; indent all CSS style rules inside the declaring block, and further indent all rules and blocks inside your media queries



HTML REQUIREMENTS

- Only structural, semantic uses of HTML elements and attributes. Absolutely no table markup, break tags, or any other use of HTML to achieve a particular page layout.
- At least three HTML form elements, written in conjunction with <label> tags and the for attribute
- Semantically structured text-based HTML content to accompany any media elements (image, audio, video)



CSS REQUIREMENTS

- CSS file should open with a set of reset styles
- Use at least two min-width media queries to enhance your mobile-first styles for larger screens



JAVASCRIPT REQUIREMENTS

- JavaScript that throws no uncaught errors and is loaded unobtrusively (no JavaScript event attributes in your HTML, in other words; attach events to any elements requiring interaction)
- JavaScript that uses function closures and other techniques to avoid polluting the global window namespace
- JavaScript that uses only asynchronous methods and callbacks



GIT REQUIREMENTS:

- A Git repository with frequent commits and meaningful commit messages that accurately reflect each set of changes that you make
- GitHub repository must contain only the files and commits from this project



BREAKS POINTS: FONT SIZE



EASY BREAK POINTS (Bootstrap 3)

@media only screen and (min-width : 320px)

- 320px /* Custom, iPhone Retina */
- 480px /* Extra Small Devices, Phones */
- 768px /* Small Devices, Tablets */
- 992px /* Medium Devices, Desktops */
- 1200px /* Large Devices, Wide Screens */



RULES OF TYPOGRAPHY: BEST BREAK POINTS

- Line Hight = 120% or 1.2em
- # of Characters = 45-65
- In CSS set these rules on html

```
html {  
  line-height: 1.2em;  
  font-family:  
  font-size:  
}
```

- Test at 480 and 768



MAXIMUM TEXT AREA PER BREAKPOINT

- Viewport(screen) = 480px (wide)
- Padding = $\frac{19.2\text{px}}{1.2\text{em} * 16\text{px font size}}$
- Viewport – Padding = 460px (rounded; maximum text area)

max 460px to fit 45-65 characters

Explanations:

- 1.2em padding same as line height.
- 16 px font size come from chrome default



RESPONSIVE VIDEOS



iFrame

```
<style>
  div {
    position: relative;
    padding-bottom: 56.25%; /* this is 16:9 aspect ratio */
    padding-top: 25px;
    height: 0;
  }

  iframe {
    position: absolute;
    top: 0;
    left: 0;
    width: 100%;
    height: 100%;
  }
</style>
```



IMBEDDED VIDEO

```
<style>
  div {
    width: 80%;
    height: 500px;
  }

  video {
    width: 100%;
    height: auto;
  }
</style>
```



MDN FORMS



MDN `<form>`: LINK

- Action: URI
 - “signup.py”
 - “#null”
- autocapitalize: none
- enctype: (only use with upload files)
- method: (post vs get)



MDN `<input>`: **LINK**



FORMS DESIGN



WHERE USERS GO TO DIE


- Mobile Friendly
- When to ask for registration
- Messaging
 - Why does this form exist?
 - Did this form just do something?



TORONTO BLUE JAY'S SHOP

Help 877-JAYS-SHOP

ALL PRICES IN CANADIAN DOLLARS



JAYS SHOP

OFFICIAL TEAM SHOP

The Official Online Shop of the Toronto Blue Jays


SEARCH

ALL ITEMS | CATEGORIES | REGISTER | LOGIN | FAQ | BLUEJAYS.COM | BLUE JAYS AUCTIONS | VIEW CART - 1

Shopping Cart

Shopping Cart

CONTINUE SHOPPING

DESCRIPTION	QUANTITY	TOTAL
<div><div><div>Infant Cool Base Replica Alternate Jersey by Majestic</div><div>Size: 12M Item Number: 104966</div><div><input type="button" value="Remove"/></div></div></div> <div><div>+ 1 -</div><div>\$44.99 CAD</div></div>		

Subtotal: \$44.99 CAD

Enter discount code

Already have an account? Click here to login and checkout

Register

* Username (Minimum of 6 characters)

* Password (Minimum of 8 characters)

* Confirm Password

* Email Address

* Confirm Email Address

* First Name

* Last Name

* Zip/Postal Code

* Country

* State/Province

* Phone

* Date of Birth / /

You must be 18 years of age or older to register.

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NEVER DO!


- Never Require registration for merch
- Form follows *actual cost*
- Shipping address? Billing address?

[ALL ITEMS](#) | [CATEGORIES](#) | [REGISTER](#) | [LOGIN](#) | [FAQ](#) | [BLUEJAYS.COM](#) | [BLUE JAYS AUCTIONS](#) | [VIEW CART - 1](#)

Shopping Cart

Shopping Cart

[CONTINUE SHOPPING](#)

DESCRIPTION	QUANTITY	TOTAL
 Infant Cool Base Replica Alternate Jersey by Majestic Size: 12M Item Number: 104966 ✖ Remove	+ 1 -	\$44.99 CAD

Subtotal: **\$44.99** CAD

Enter discount code [APPLY DISCOUNT](#)

[Already have an account? Click here to login and checkout](#) [CHECKOUT](#)

Register

* Username (Minimum of 6 characters)

* Password (Minimum of 8 characters)

* Confirm Password

* Email Address

* Confirm Email Address

* First Name

* Last Name

* Zip/Postal Code

* Country

Canada

* State/Province

Alberta

* Phone

* Date of Birth

Month

/

Day

/

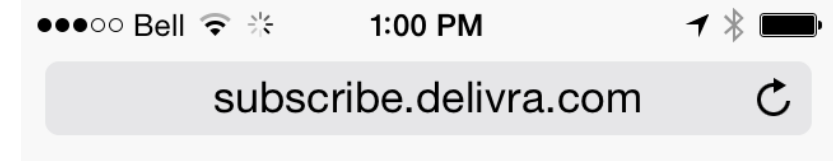
Year

You must be 18 years of age or older to register.

[CHECKOUT](#)

DELIVERA

- Post-unsubscribe Screen
- Mobile un-friendly

A survey form for Delivra. It features a green header with the Delivra logo and the text "What are your digital marketing needs?". Below this is a list of radio button options: "Email Best Practices", "Email Design", "Mobile", "Content Marketing", "Managed Services", and "Other". A note says "If Other, please submit comment below." followed by input fields for "Email:", "Name:", "Company:", "Phone:", and "Comment:". At the bottom are "Save" and "Cancel" buttons.

Delivra What are your digital marketing needs?

☐ Email Best Practices
☐ Email Design
☐ Mobile
☐ Content Marketing
☐ Managed Services
☐ Other

If Other, please submit comment below.

Email:
Name:
Company:
Phone:
Comment:



MESSAGING

“State the purpose of your form”

What are your digital marketing needs?

●●●○ Bell 1:00 PM
subscribe.delivra.com

Delivra What a market

☐ Email Best Practices
☐ Email Design
☐ Mobile
☐ Content Marketing
☐ Managed Services
☐ Other

If Other, please submit comment below.

Email:
Name:
Company:
Phone:
Comment:



AMAZON: CHECK OR NOT TO CHECK

Amazon.ca Communications

We want to stay in touch, but only in ways that you find helpful.

You have already set your preferences to not receive communication from us for some of the following categories. If you would like to opt out of all of these categories, click Confirm below. [You can update all of your communication preferences here.](#)

The e-mail you received pertained to the categories below. Click the "Unsubscribe" button to stop receiving e-mail notifications from these categories. If you unsubscribe, you will stop receiving messages to [REDACTED]

☒ **General Offers**

General offers and information from Amazon.ca.

Unsubscribe



SCREEN AFTER HITTING “UNSUBSCRIBE”

Your E-mail Notification Settings have been saved.

You will receive an e-mail confirming your new choices.

Amazon.ca Communications

We want to stay in touch, but only in ways that you find helpful.

The e-mail you received pertained to the categories below. Click the "Unsubscribe" button to stop receiving e-mail notifications from these categories. If you unsubscribe, you will stop receiving messages to [REDACTED]

☒ **General Offers**

General offers and information from Amazon.ca.

Unsubscribe



SO...UNCLICK THE BUTTON?

Your E-mail Notification Settings have been saved.

You will receive an e-mail confirming your new choices.

Amazon.ca Communications

We want to stay in touch, but only in ways that you find helpful.

The e-mail you received pertained to the categories below. Click the "Unsubscribe" button to stop receiving e-mail notifications from these categories. If you unsubscribe, you will stop receiving messages to [REDACTED]

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General offers and information from Amazon.ca.

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...AND GET THE SAME MESSAGE.

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We want to stay in touch, but only in ways that you find helpful.

The e-mail you received pertained to the categories below. Click the "Unsubscribe" button to stop receiving e-mail notifications from these categories. If you unsubscribe, you will stop receiving messages to **ian.everdell@gmail.com**.

☒ **General Offers**

General offers and information from Amazon.ca.

Unsubscribe



WHERE LISTS GO TO DIE

- Lists need order!
- This is an order list for a new iPhone

✓ 6 16GB Space Grey

6 64GB Silver

6 64GB Space Grey

6+ 16GB Silver

6+ 64GB Space Grey

6+ 16GB Space Grey

6 64GB Gold

6+ 64GB Silver

6 16GB Gold

6+ 64GB Gold

6+ 128GB Space Grey

6 16GB Silver

6 128GB Space Grey

6 128GB Gold

6+ 16GB Gold

6+ 128GB Gold

6 128GB Silver

6+ 128GB Silver



MOBILE FIRST FORMS



NORMALIZE FORMS



JUST THE FORMS PART

- Use Meyer reset
- But drop Form section of Normalize Reset below.

