Don’t close the list item tag until it’s completely finished, so the location is part of the list item.

Avoid spaces when you can; the hyperlink can sometimes render spaces as underscores.

Binary code is 1 and 0s is how machines operate. The difference between a 1 and zero is on and off. You have 8 lines of binary. 8 bits is a byte.

Internets are measured in megabits not bytes.

Anytime you have space you take up memory. It affects page ranks.

Don’t have breaks between the lines, it takes up memory.

Computer languages are languages. You have to understand the structure in order to get it.

You don’t have to nest parents.

But you need to nest the other things.

Use the break tag (you don’t close a break tag) to separate the different line elements.

Move the last items in.

Line breaks in text are declared by the size of the text determined by the CSS code.

So, if you want it to be 1000 pixels. So, breaks are only for if you want a specific line item under another.

Always have your actual email address listed.

Tip: target="\_blank"

.com" target="\_blank"> opens up a new tab with the destination

Unit Two: Basics of Visual Design

Good design promotes understanding and provides utility.

Space: Positive and negative (white) space

Size: Describes the scale of importance

Pixels

Points: Size of time

Balance: Describes visual weight and refers to the objects’ shape and arrangement on the screen

Focal points: Establishes the primary point of visual emphasis and interest. Users expect this but sometimes it’s not necessary.

Hierarchy: The order of importance of objects on the screen.

Flow: The movement of the user’s eye through the site’s content. Initiated by a focal point and influenced by hierarchy.

\*\*spelling error on question three of in quiz 2 (4 of 12)

Sketching out wireframes is the best way to start designing a website.

Apple Keynote is for rapid prototyping, Balsamiq is good for wireframes, sketch is good for visual design, and OmniGraffle is good for UX design.

Adobe Creative Cloud is the most popular. Check out kuler for Illustrator.

Inkscape is an opensource version of Illustrator.

Understanding: What’s the reason behind your site? Look at websites in the same industry. Who is your target audience and how will they access your website.

Brainstorming: Organize your structure with thumbnail sketches (simplifies and quickly-rendered sketches that visually represent your page layout).

Grid-based design: Employs vertical and horizontal lines to organize content.

Grids are generally created by columns (sometimes white space). An odd number of columns gives you more flexibility. Set column width to the same size as your focal point.

Responsive design: content moves depending on size of browser.

Primatives are basic shapes that represent page elements.

Host the images on the same site you’re hosting your work, host it on Github. Host in the root folder.

Indent the paragraph headers.

Always have an <h1> tag.

It makes more sense to end the list item and start the paragraph on the next line.

Keep using alt tags. It’s important for screen readers.

Add the target blank modifiers so your readers don’t leave your site. And then make the first sentence a paragraph. You don’t have to write out URLs, just write out email addresses. It’s unnecessary.

Look at the post he made on the forum.

Simple is always better than complicated. Boring is really important.

Functional and utilitarian.

Consistent color scheme. Don’t too much text.

Clear calls to action.

Use creative typography, rely on google fonts.

Strong imagery—high quality photos that are rendered well

Uniform design across pages. Not identical but consistent.

If you have enough consistent elements, it ties everything together.

Microsoft is a great example.

The goal of every webpage is to solve a problem.

Paralax scrolling doesn’t not translate to mobile.

Understand your limits of what works on mobile and what doesn’t.

http://whiteboard.is/

Likes the background repeating video (doesn’t translate to mobile)

Awards

Low poly art adds to the website.

Looks for inspiration from other designers. With webdesign you’re effectively chasing trends.

Doesn’t replicate, he approximates.

Uses notepad++ instead of sublime (text editor with syntax highlighted)

Uses the adobe suite.

For wordpress, he uses samtt which creates a local server to fun on your computer.

Has an IDE (integrated development environment) for PHP

Looks for anything that improves your workflow (efficiency)

Just downloaded netbeams.

Gimp is an opensource alternative to photoshop.

Omnigraffle is supposed to be really good.

Wordpress is a Content Management System and it’s pretty common.

He primarily used Google to teach himself to code.

Stackover flow.

W3schools.com

HTML.3M

Reddit is a good source. Check out subreddits about coding, web design and wordpress. But take everything with a grain of salt.

There are good books, too.

Media queries adapt to screen size.