

# Class I3: Project 2 Preparation

We'll go over validation tools and review the main topics covered by this course.

## Concepts

- Embed a google map
- Presentation Tips
- Project 2 Checklist
- Review

## Due next week:

- Project 2 - Restaurant site

## Presentation Tips

When presenting any web project, be sure to cover these key ideas.

- Your name (and affiliation)
- The client's and their website's names
- Site Goals / target user / branding / old site
- Page by page walkthrough
  - Main page features
  - What were your challenges?
  - What is your designed solution?
- Future plans for maintenance, proposed changes

## Project 2 checklist

### Turn-in:

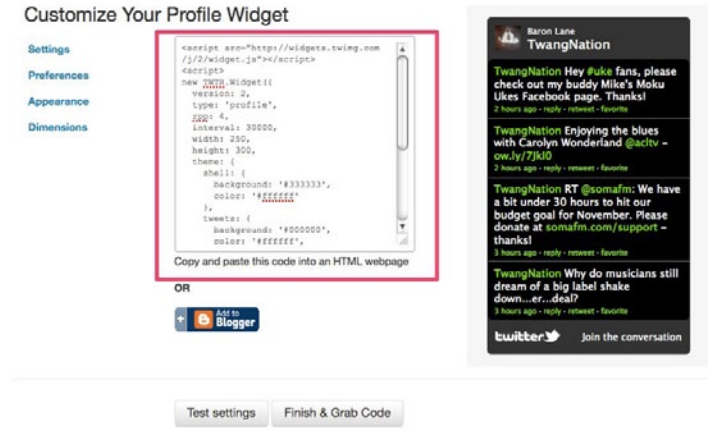
- ☐ Link to site (<http://www.awesomehaus.com>)
- ☐ Creative brief (A7.1)
- ☐ Style guide: branding, target users, redline

### Double-check site quality:

- ☐ Do the links on each page work?
- ☐ Spell check & proofread all content
- ☐ Images optimized for filesize & visual quality
- ☐ Checked on multiple browsers
- ☐ Text is legible (color + size)
- ☐ Is the navigation clear, easy to use?
- ☐ Try resizing the window. Does your site scale well?
- ☐ Practice your project 2 presentation?

## Embedding a twitter feed

<https://twitter.com/about/resources>

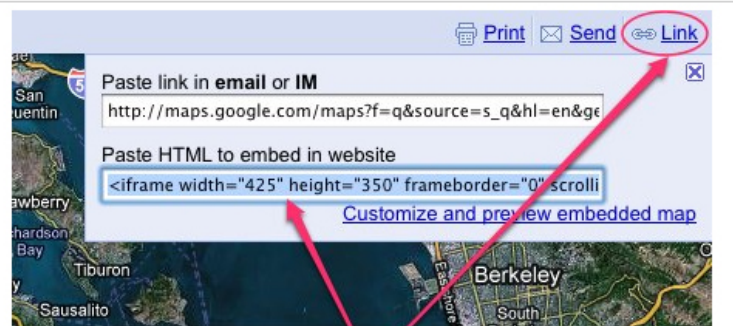


## Embedding a Google map

Surprisingly simple, just cut-and-paste to embed a map onto your site.

Just for fun, try embedding a Google map into a page.

- Go to <http://maps.google.com>.
- Search for a location.
- Click on the link icon to pull up the text that can be copied.



Click on the LINK icon to get the HTML code needed to embed the map

- Copy the HTML code given.
- Paste the HTML code into a new HTML document.
- Save the new HTML document and preview it on your browser.

Looking at the code, Google actually uses an `<iframe>` HTML element to create a box on your page. The `<iframe>` HTML element loads another page's content (in this case an interactive map) within the boundaries of the element. Play with the other attributes in the code and see what they do! You can adjust the width and height of the box, add a border, add scrollbars, and adjust other attributes. When you have finished customizing your map, upload your HTML page and post a link in the assignment topic.

# Course overview

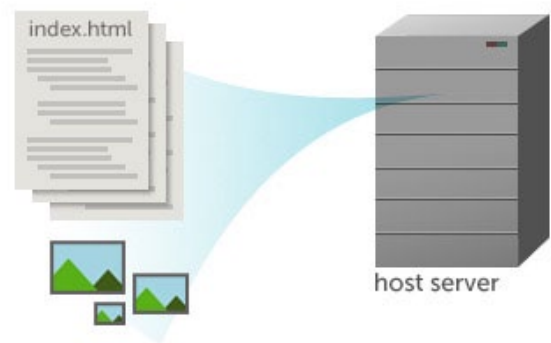
## Browsers read and interpret HTML

- Examples of browsers include: Firefox, Safari, Internet Explorer, Chrome, Opera
- Browsers open up .html files, read its content, figure out how to display on-screen
- Each browser is slightly different

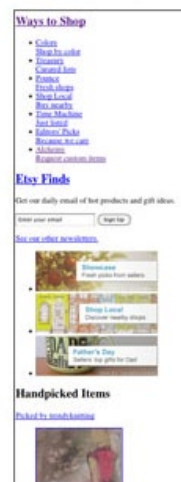
## Web servers host HTML pages, media

- Upload .html files, media to a host server to store and distribute to others
- Access the page by typing in the URL of the page
- A domain name is an easy-to-remember address to the host server.

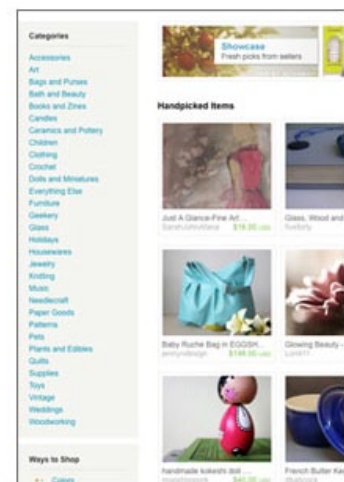
You upload your webpage files to your host server



**HTML**  
Content only, no  
formatting



**HTML + CSS**  
CSS provides layout, colors, fonts



## HTML

- html tags surround content
- Some tags are single tags, some open & close
- tag names and attributes surrounded by < >

## CSS

- CSS adds style to your content
- Can change the look of a page by editing CSS and leave HTML content markup alone
- Make a selection, pick your attribute, define a value.

	HTML	CSS
Element	<code>&lt;p&gt; &lt;/p&gt;</code>	<code>p{ }</code>
Class	<code>&lt;p class="my-class"&gt; &lt;/p&gt;</code>	<code>.my-class{ }</code>
ID	<code>&lt;p id="my-id"&gt; &lt;/p&gt;</code>	<code>#my-id{ }</code>
Descendant	<code>&lt;p class="my-class"&gt;   &lt;span&gt; &lt;/span&gt; &lt;/p&gt;</code>	<code>.my-class span{ }</code>
Combo	<code>&lt;p class="my-class" id="my-id"&gt;   &lt;span&gt; &lt;/span&gt; &lt;/p&gt;</code>	<code>p.my-class#my-id span{ }</code>

## CSS Linking

### Inline

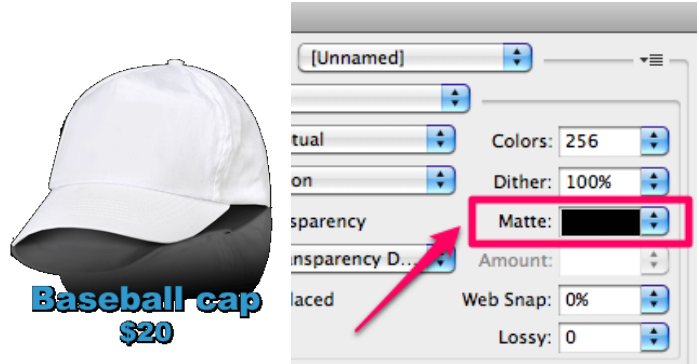
- style in html tag.  
`<p style="color:#333333;">`

### Page-level

- style at top of page inside head area.  
`<style type="text/css">`  
 `p{ color: #333333; }`  
`</style>`

### External

- style inside separate .css file
- easy to switch out .css files
- can reuse styles across multiple html files.  
`<link rel="stylesheet" href="style.css"`  
`type="text/css">`



Matte gif files to the background color to create illusion of semi-transparency.

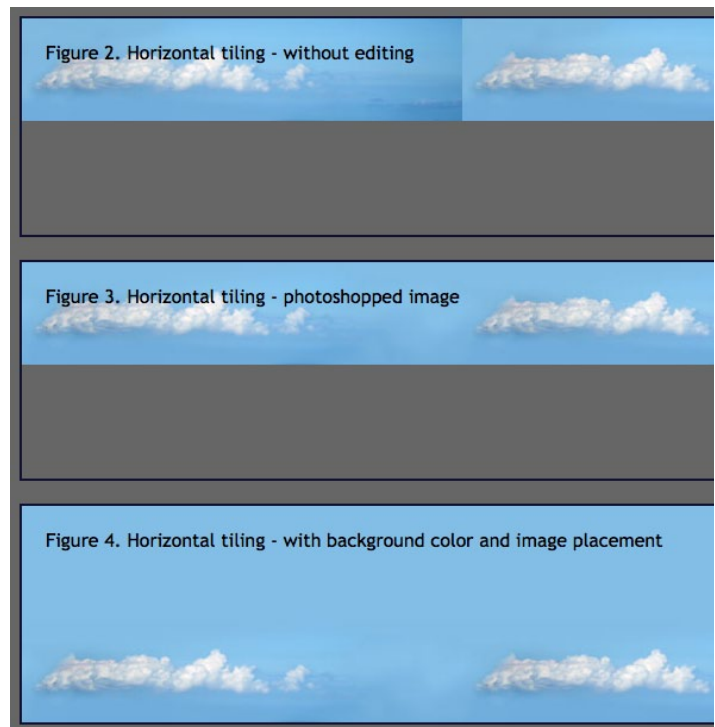
## Link states

- `a:link{ }` - unvisited link
  - `a:visited{ }` - visited link
  - `a:hover{ }` - on Hover
  - `a:active{ }` - on Click
- ```
a.styleA :hover { color: #333333; }
```

## Images

### JPG, GIF, PNG

- JPG:** Good for photos lots of detail, compresses well
- GIF:** uses only web-safe colors, good for text, vector art. Can be animated. Transparent/opaque pixels only. Should matte to background color to prevent color 'halos'
- PNG:** Lossless, full RGB with Alpha transparency (semi-opaque pixels). Good for site features needing alpha transparency but large file size.



## Tables: Colspan, Rowspan

Colspan and Rowspan allow you to have a cell span multiple columns or rows (like merging two cells in excel).

In html:

```
<td colspan=3> cell content </td>
<td rowspan=3> cell content </td>
```

### Usage Tips:

- The cell spans across the column or row in place of the normal cell. Note how the other <td> elements are omitted.
- Put a border on your <td> elements to see their bounds

## 3 Column Layout

Practice creating this common layout using different methods:

- Divs (floating the 3 columns to the left)  
.col{ float: left; }

```
<div id="header"></div>
<div class="col"></div>
<div class="col"></div>
<div class="col"></div>
<div id="footer"></div>
```

- Table (using colspans)

```
<table>
<tr>
  <td colspan=3 id="header"></td>
</tr>
<tr>
  <td class="col"></td>
  <td class="col"></td>
  <td class="col"></td>
</tr>
<tr>
  <td colspan=3 id="footer"></td>
</tr>
</table>
```

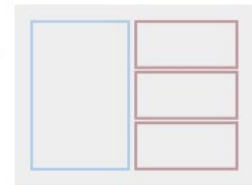
### Colspan

```
<table>
<tr>
  <td colspan=3> </td>
</tr>
<tr>
  <td> </td>
  <td> </td>
  <td> </td>
</tr>
</table>
```



### Rowspan

```
<table>
<tr>
  <td rowspan=3> </td>
  <td> </td>
</tr>
<tr>
  <td> </td>
</tr>
<tr>
  <td> </td>
</tr>
</table>
```

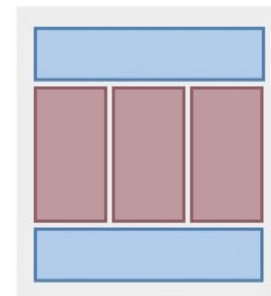


### 3 Column Layout

header

3 columns

footer



## Branding

- Different brands = different perceptions
- Branding imbues values onto a page, or the pages themselves help to define a brand.
- Let users learn your brand through repetition
- Color, Layout, Type can help define brand

## Style Guides

A website's style guide explains the finer points of a site's visual design and some basic implementation guidelines. Style guides are created during or after a site redesign and are often provided by design agencies as part of their final deliverables.



## Redlines

Redlining offers pixel-by-pixel measurement of elements on a page for implementation by a web-developer.

Adjust the color palette for legibility, and to complement logo, other branding elements.

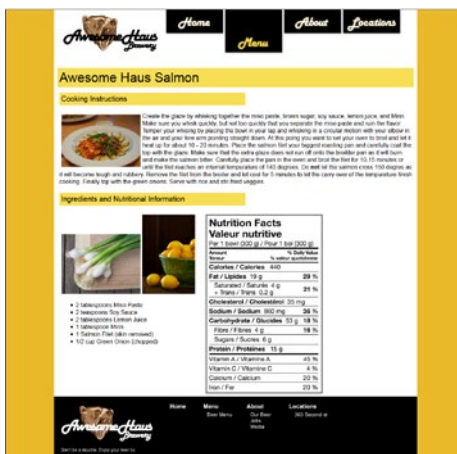
## Handing-off

When handing off a design to a web developer, you should provide them with 3 pieces of key info:

1. The visual mockup (What it should look like complete)
2. The redline specs (The detailed specs)
3. Cut-pieces (The images which can't be created in HTML/CSS)

## User Testing

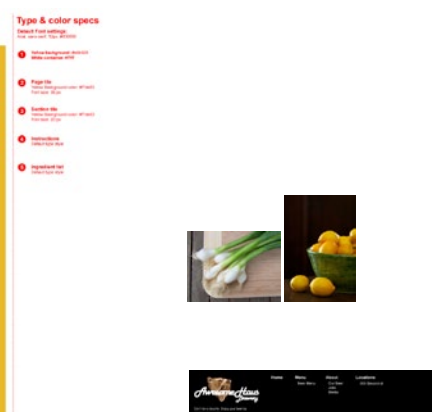
Test a few users, make changes, test some more. For best results, rinse, lather, repeat.



Mockup



Specs



Cut-pieces