

Bethany's Pie Shop: A Globomantics Subsidiary



Bethany's Pie Shop: An Independent Business



Bethany's Responsibilities

Hire new employees

Reduce expenses

Anticipate inventory needs

Cater events

Decorate interior

Pay off business loan

Pay rent on building

Secure ingredient sources

Introduce gluten-free pie options

Serve customers

Make pies

Respond to reviews

Hire accountant

Improve recipes

Clean storefront

Answer customers

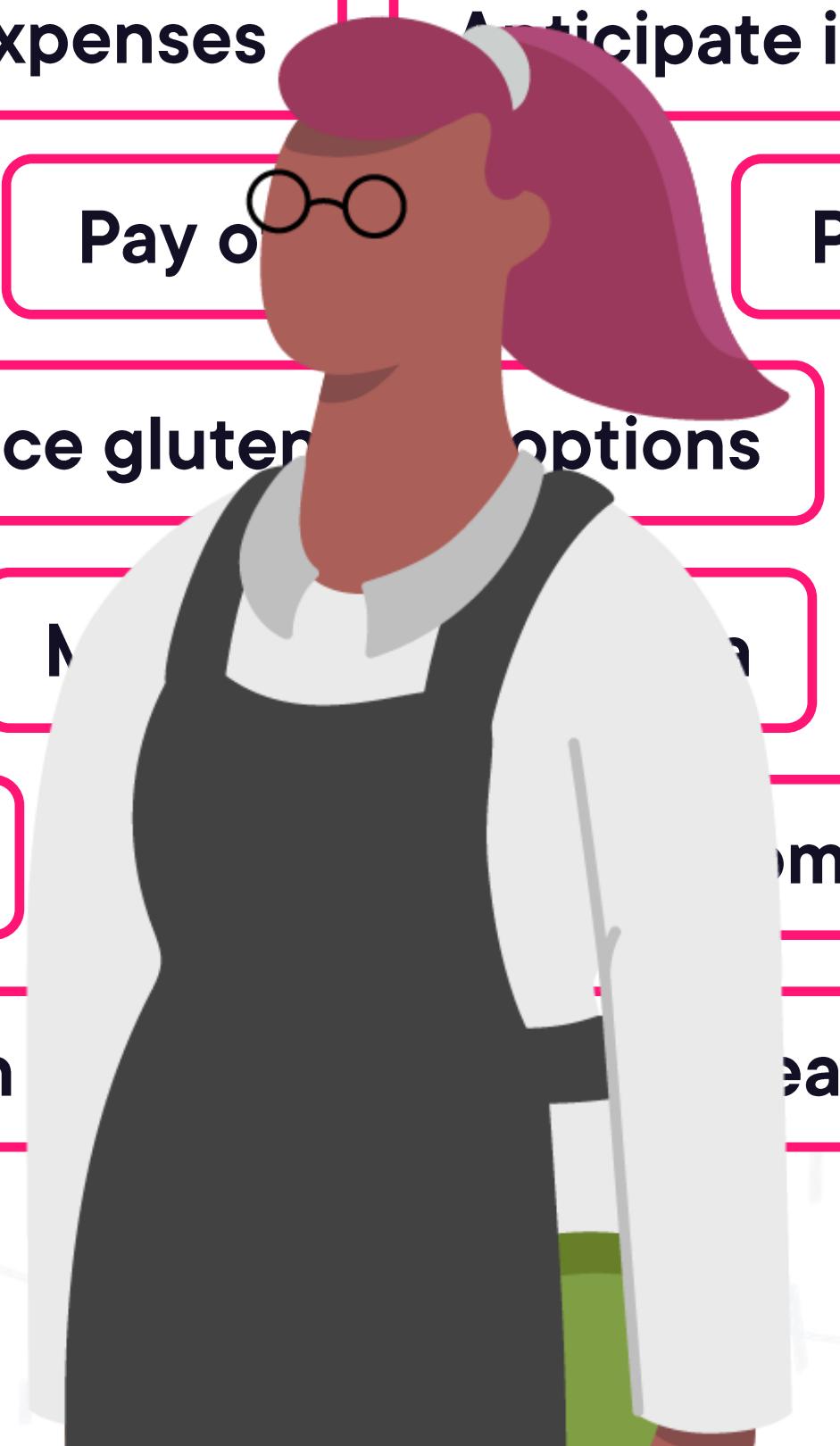
Do dishes

Get a website

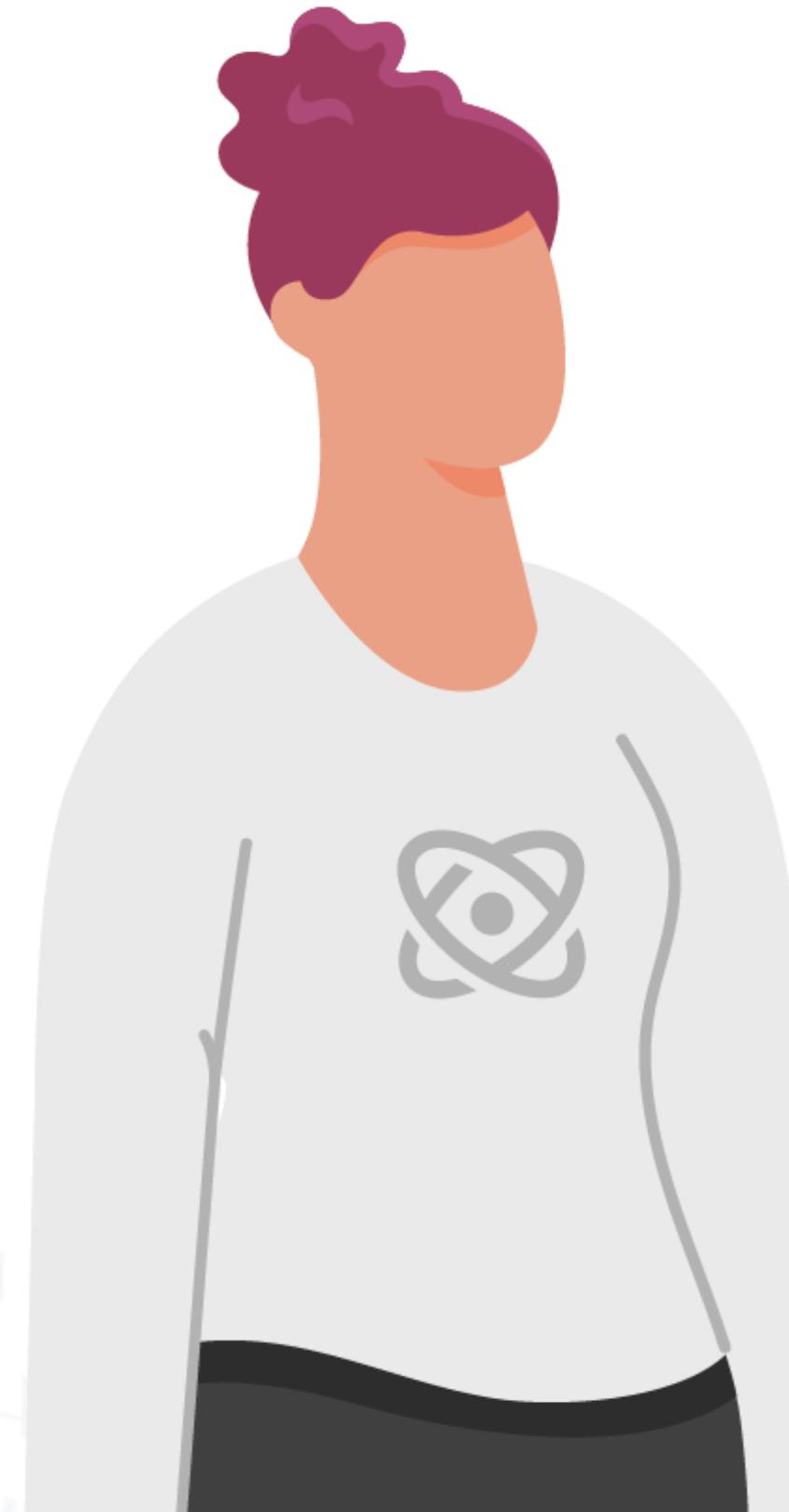
Pay off business loan

Reach out to each

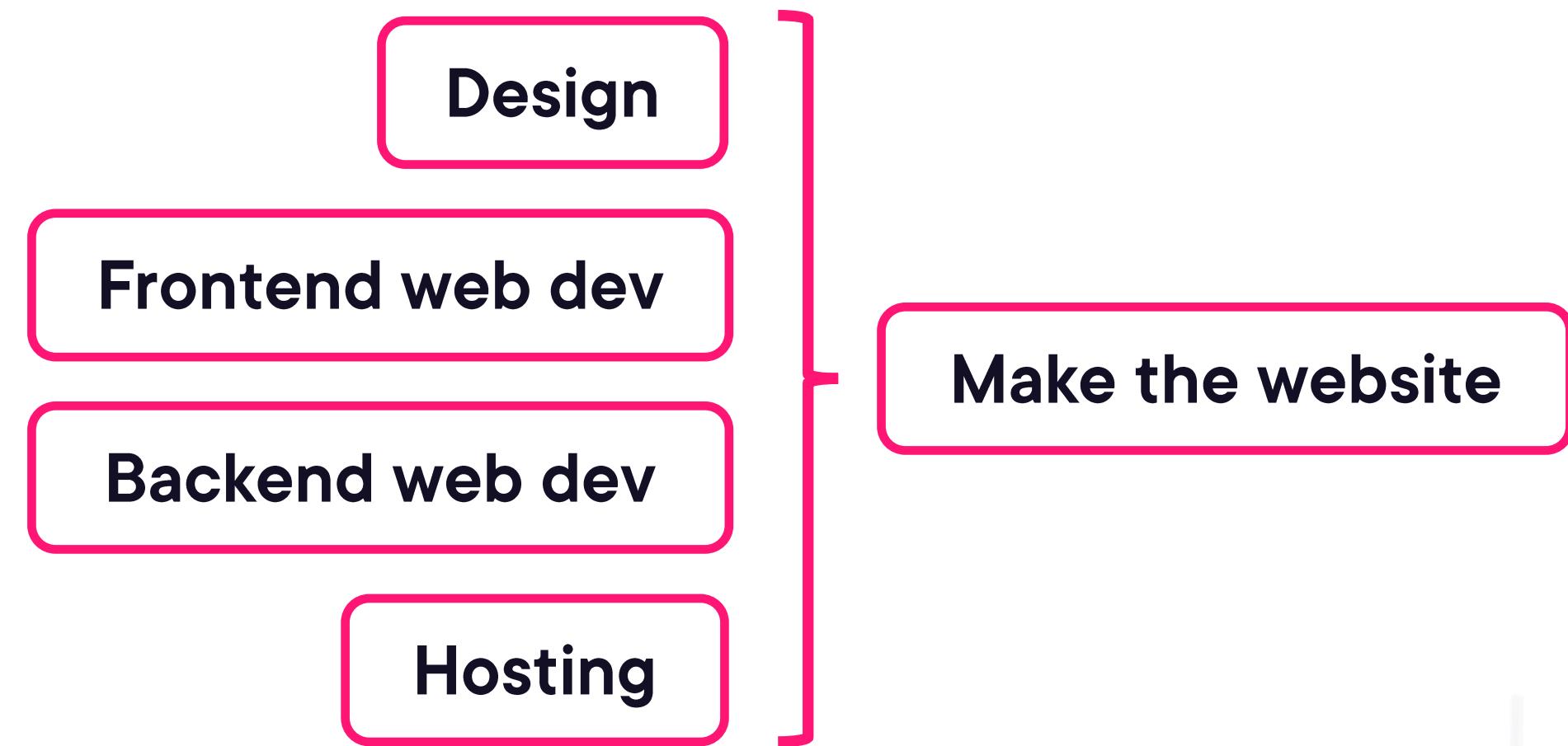
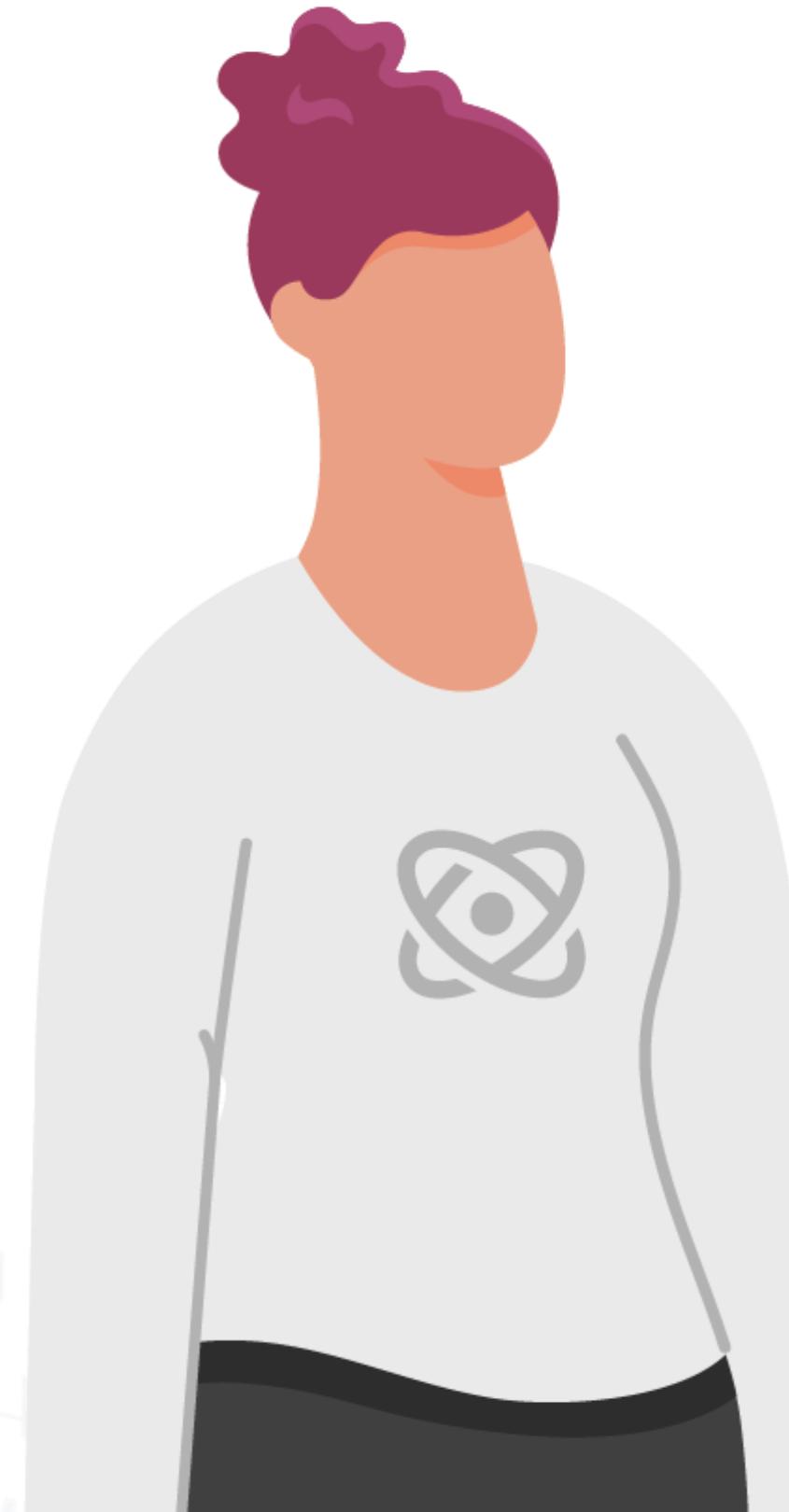
Clean store



Your Responsibilities



Your Responsibilities



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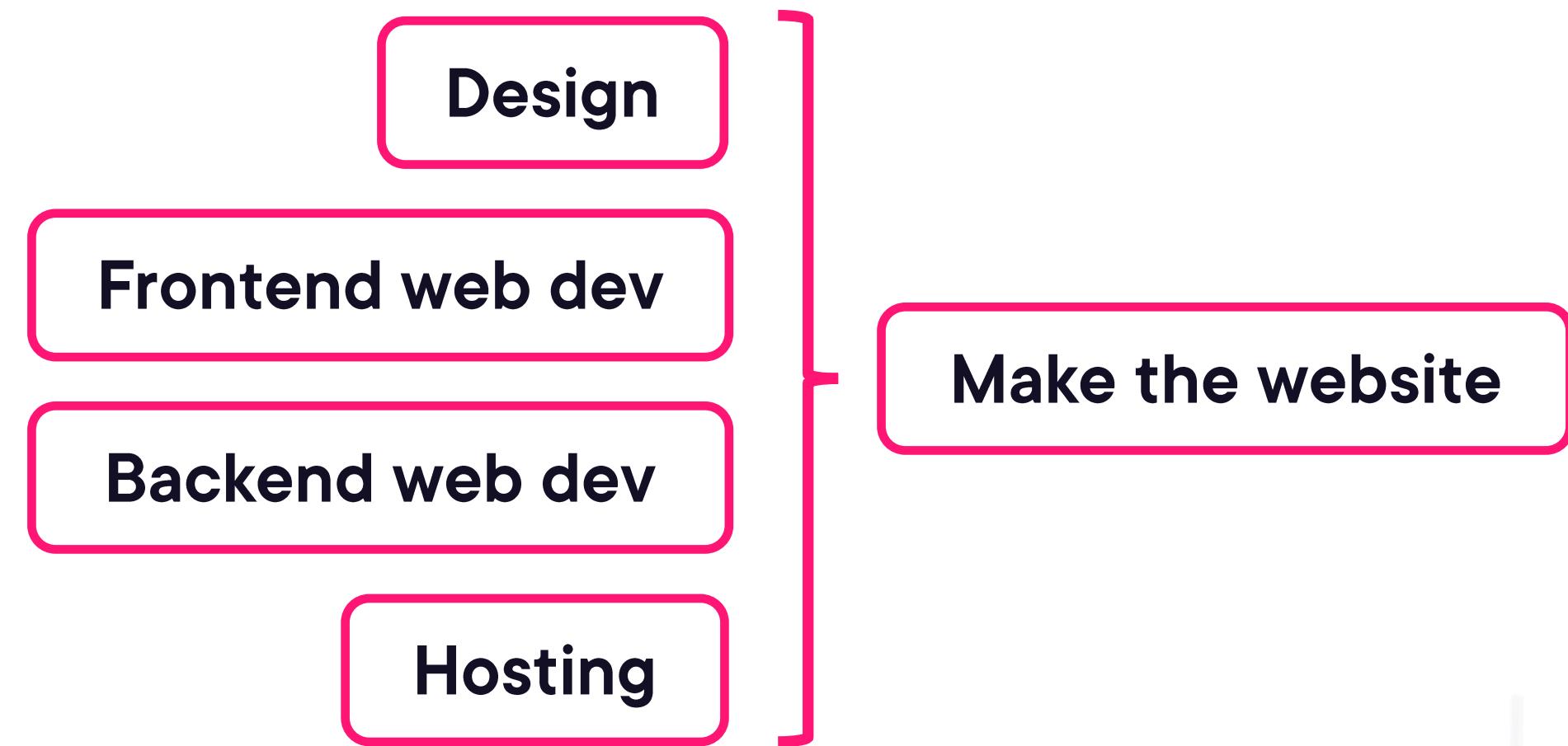
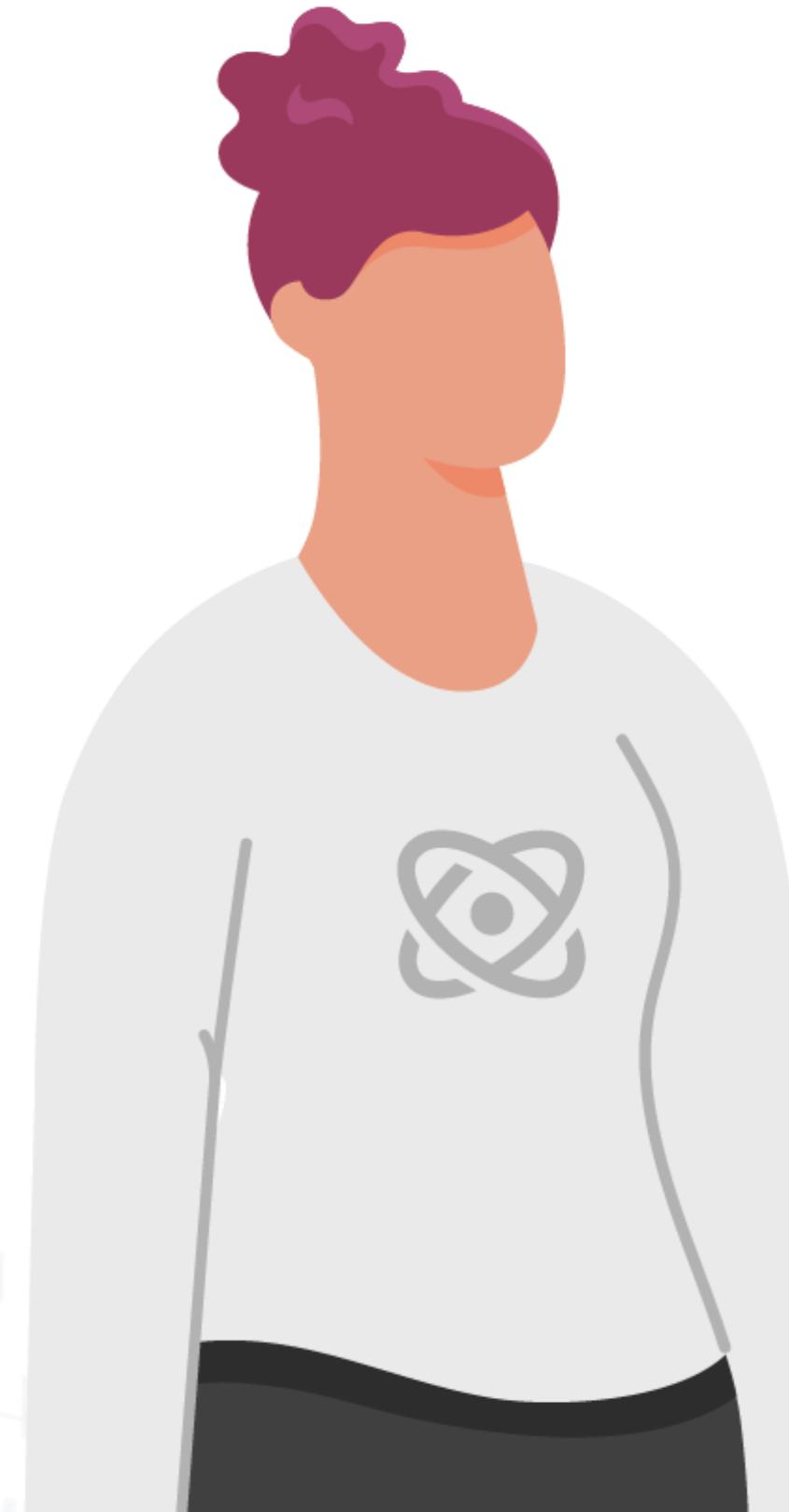
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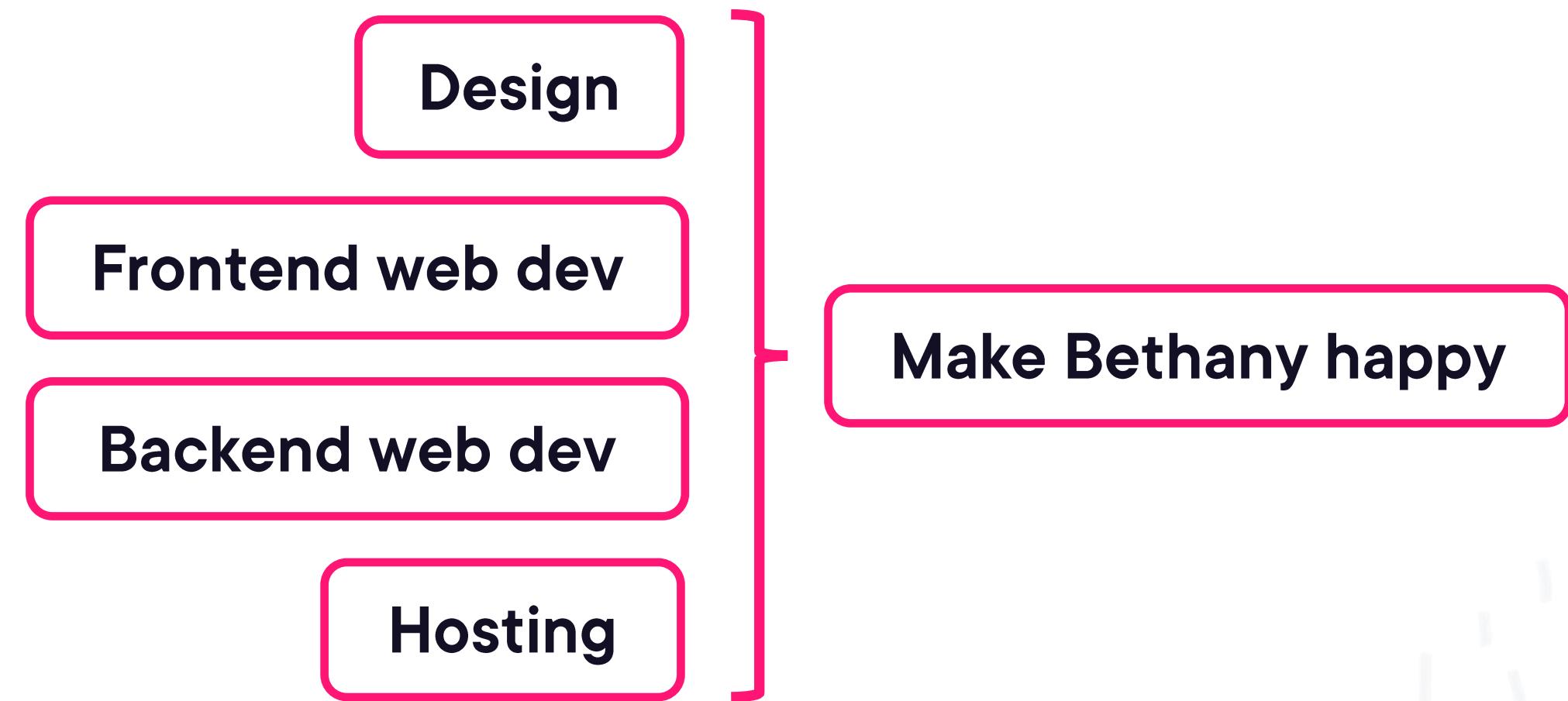
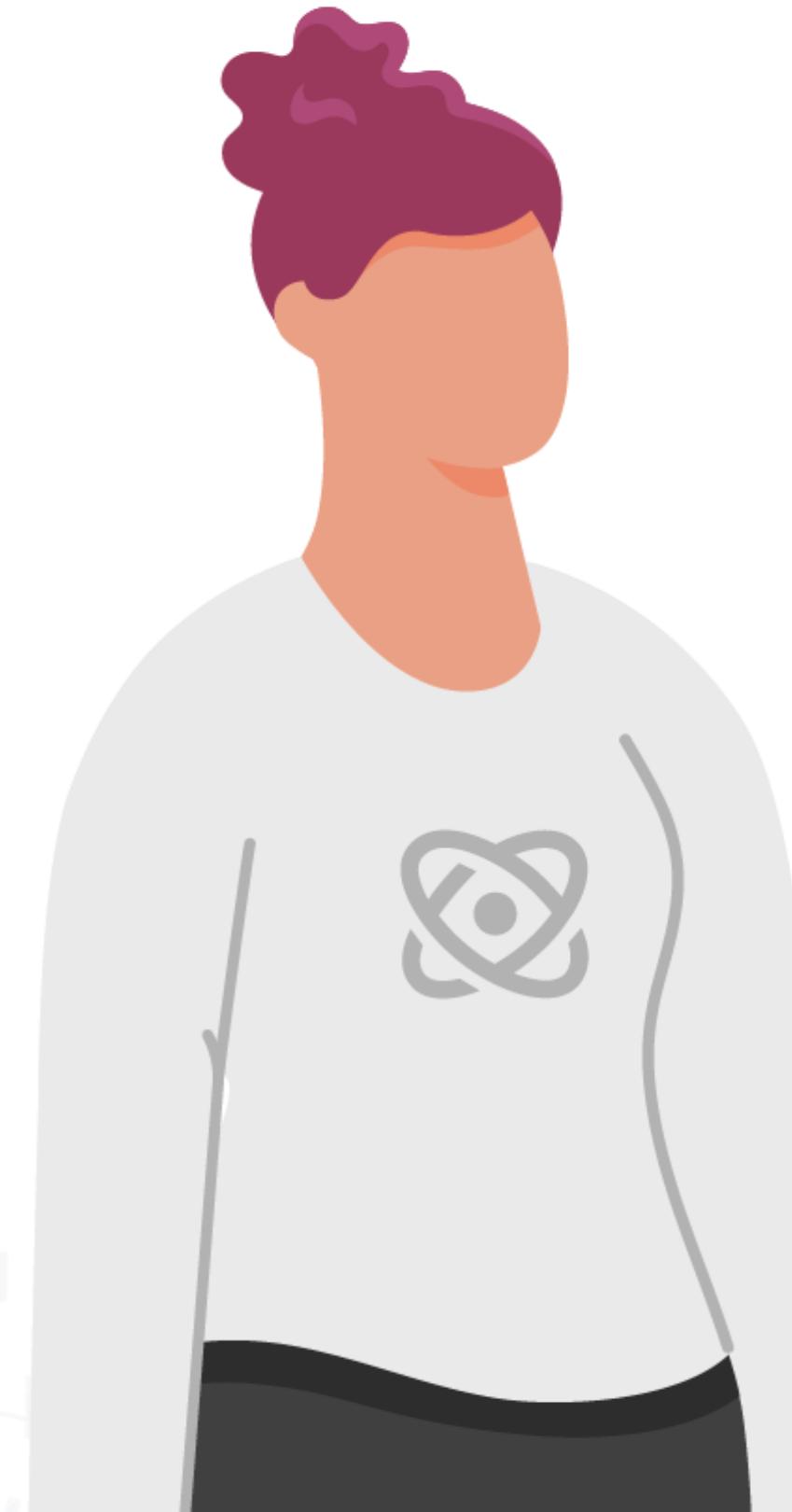
Clean store

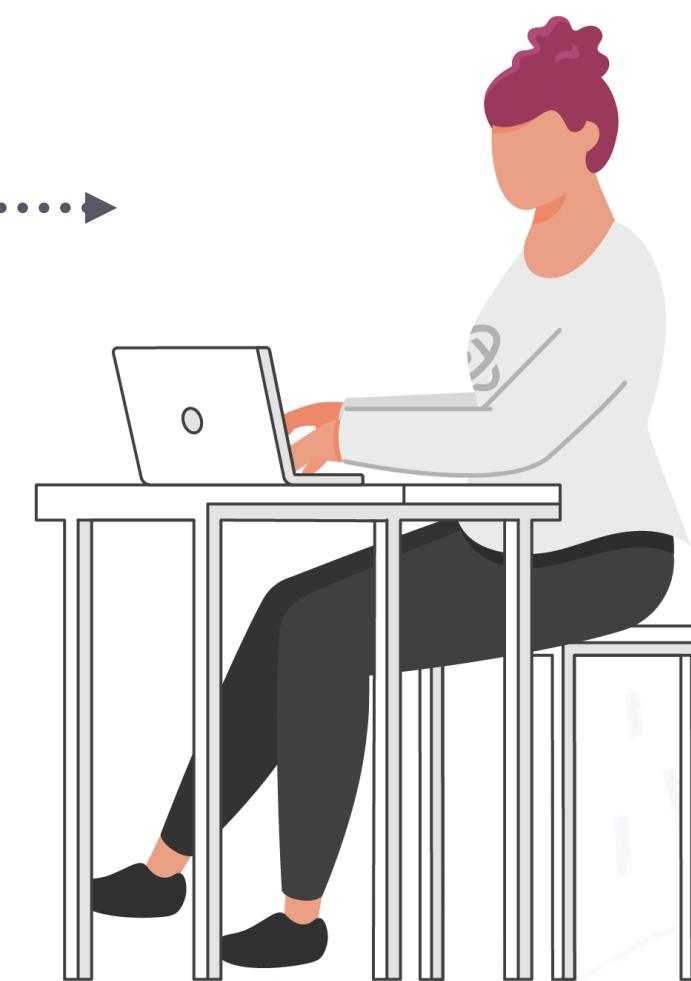
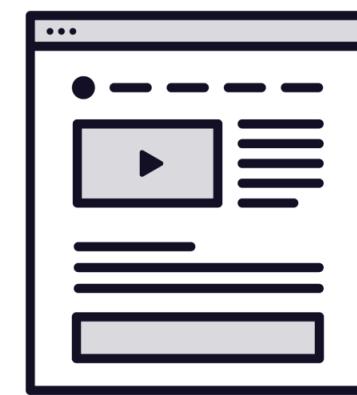
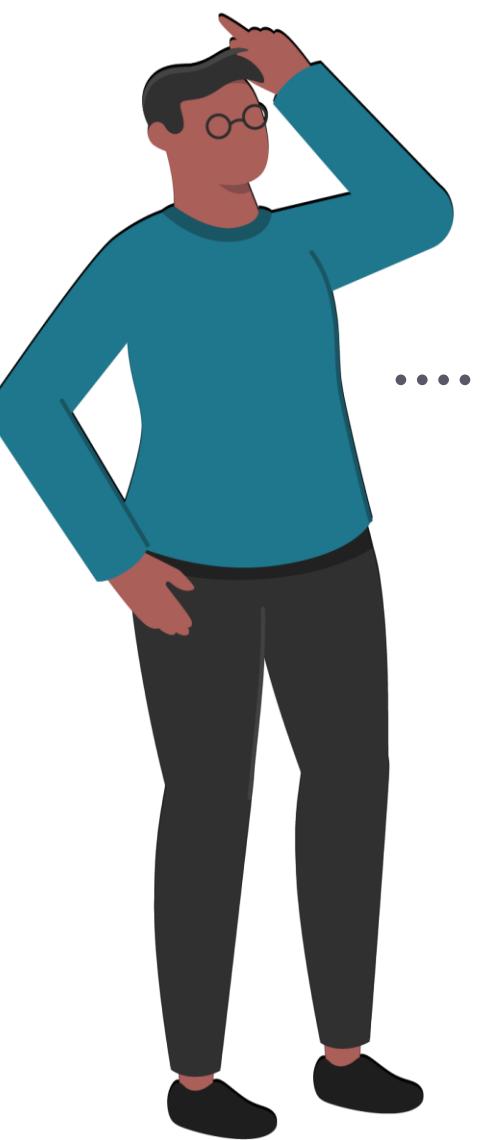


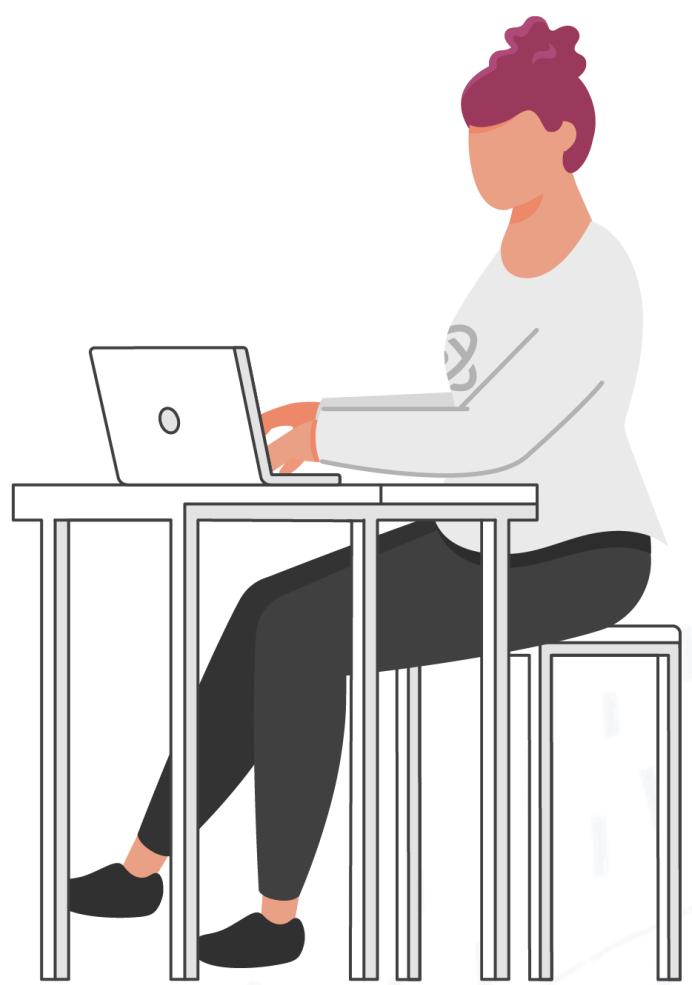
Your Responsibilities



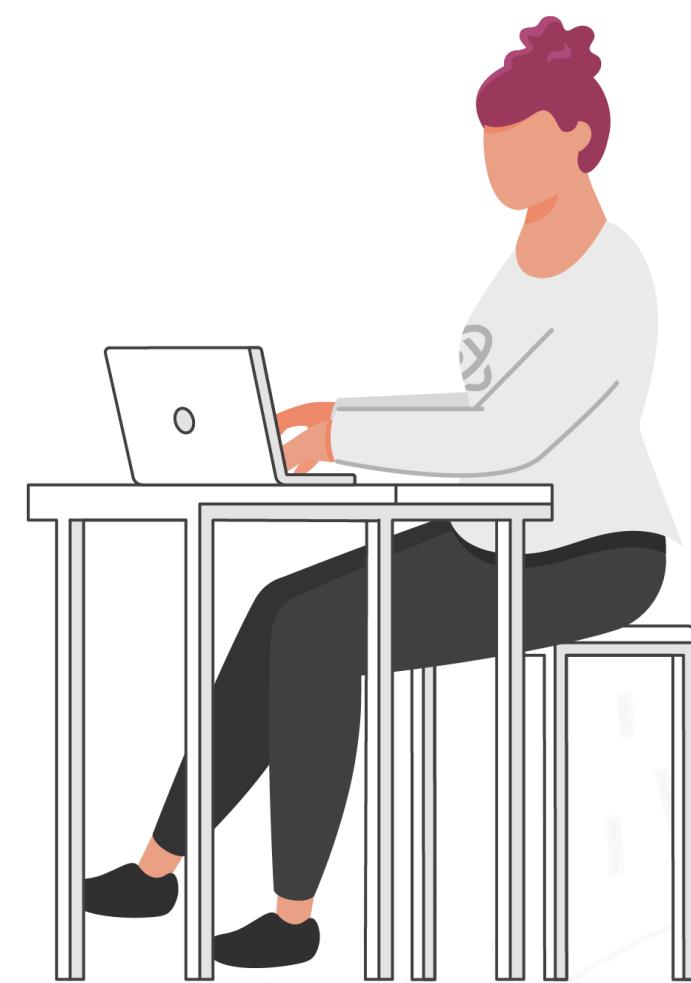
Your Responsibilities













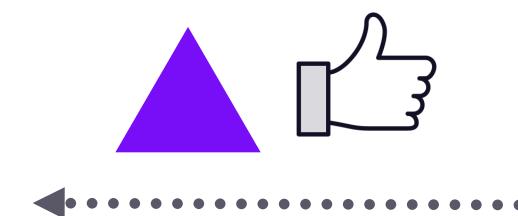
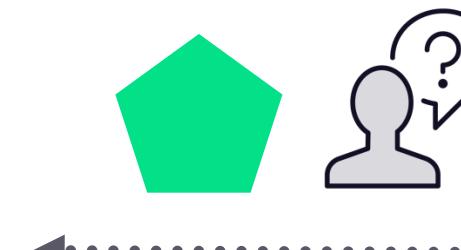
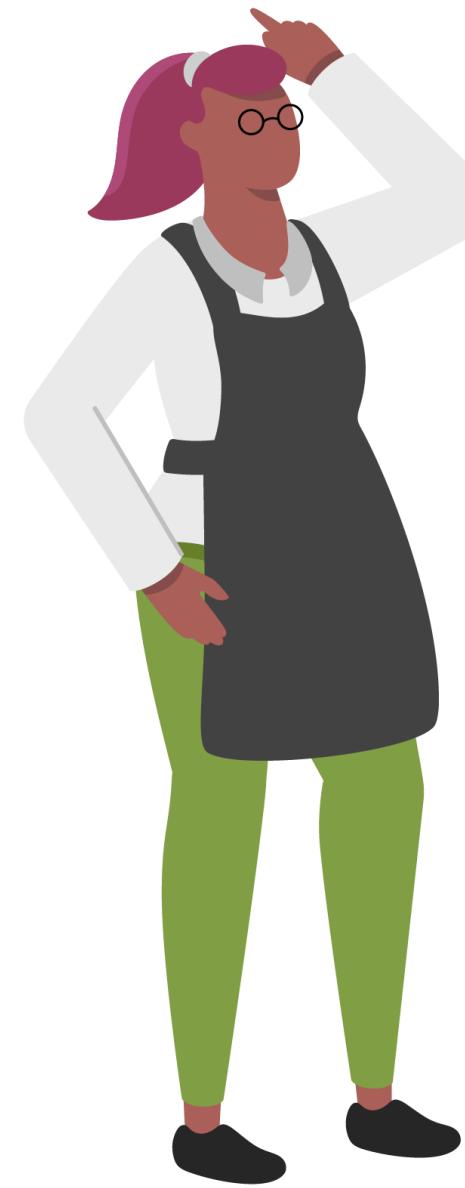
How to Keep Bethany Happy

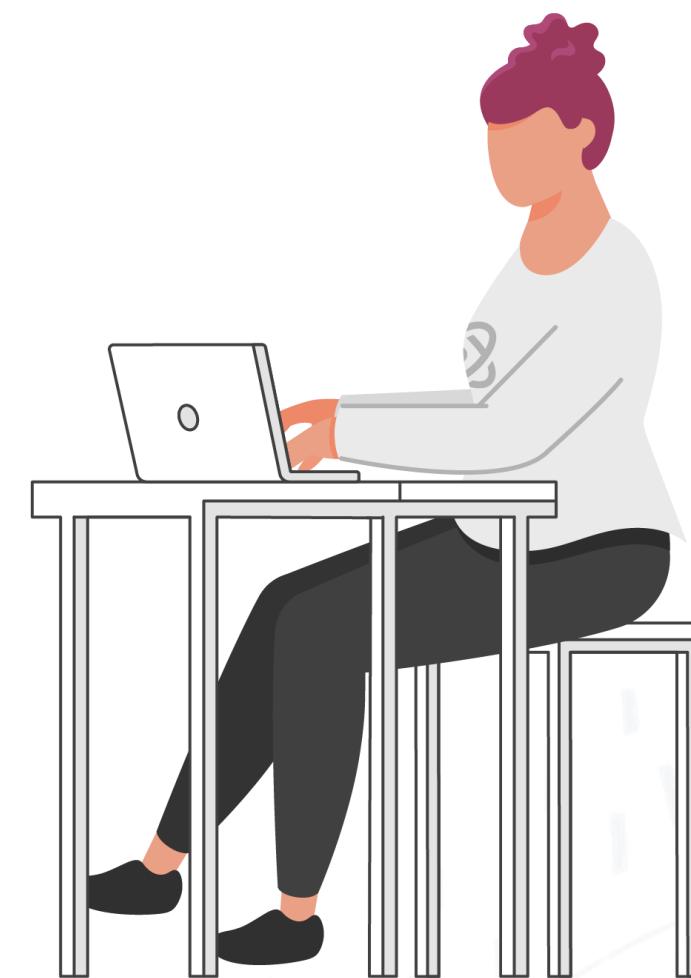
Validate ideas early

Keep her in the loop

“Good” means
pleasing Bethany

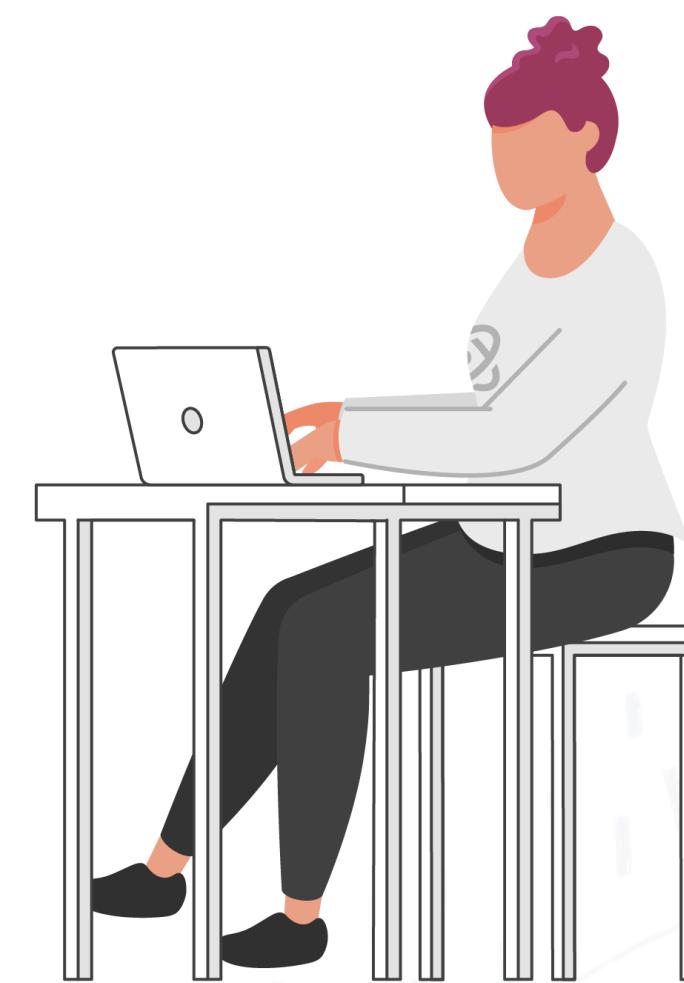
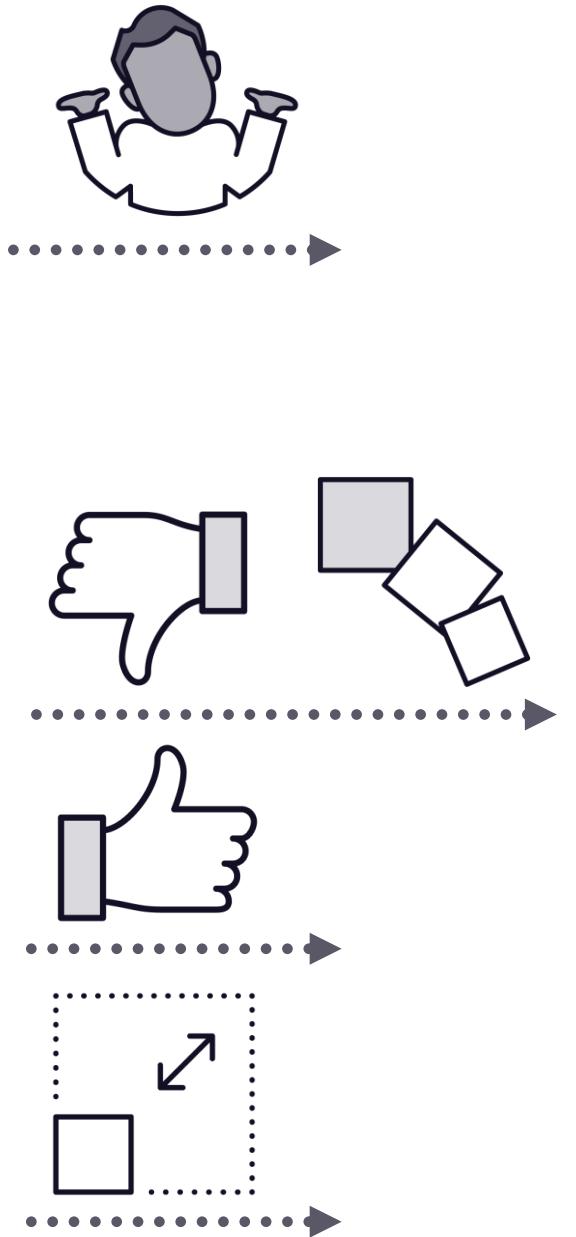






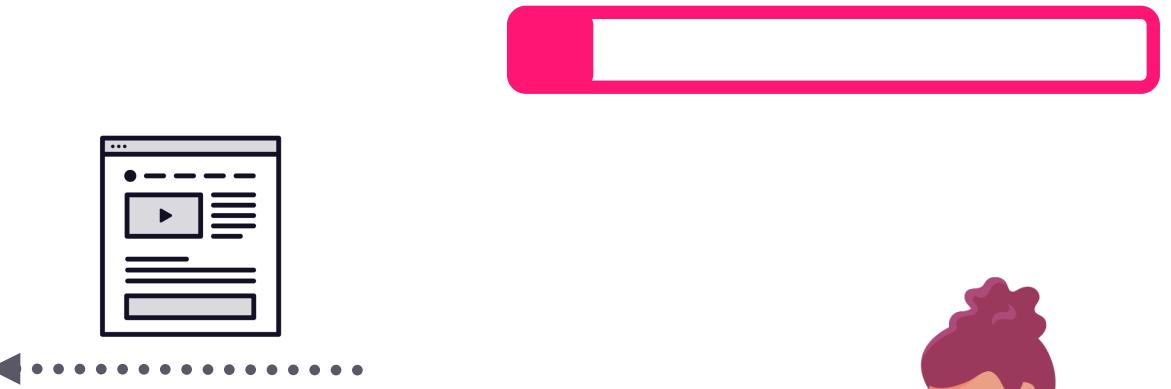
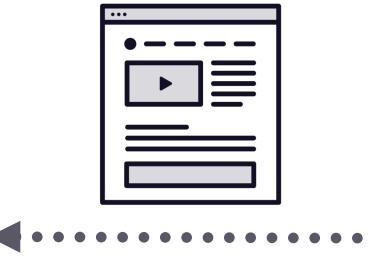
Criticism comes more
naturally than creation



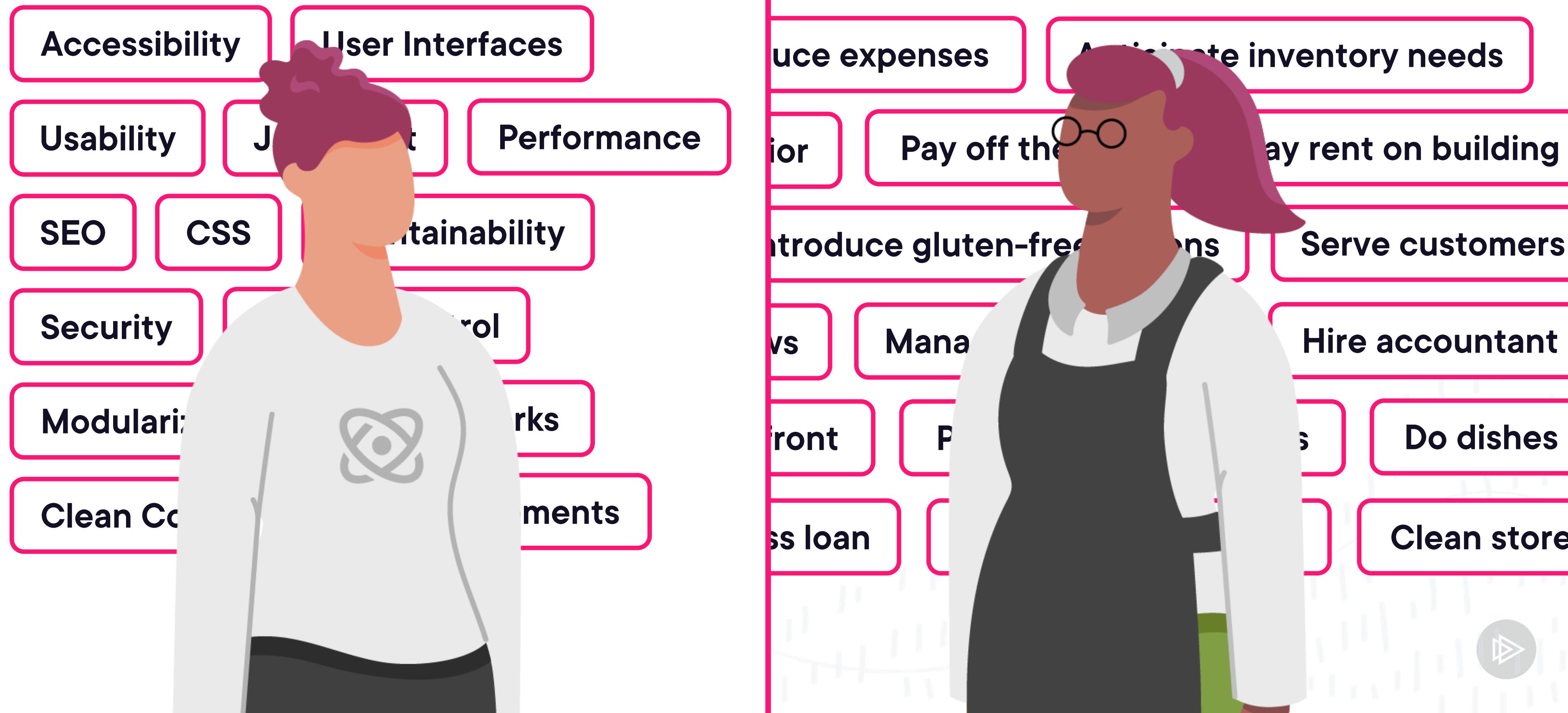


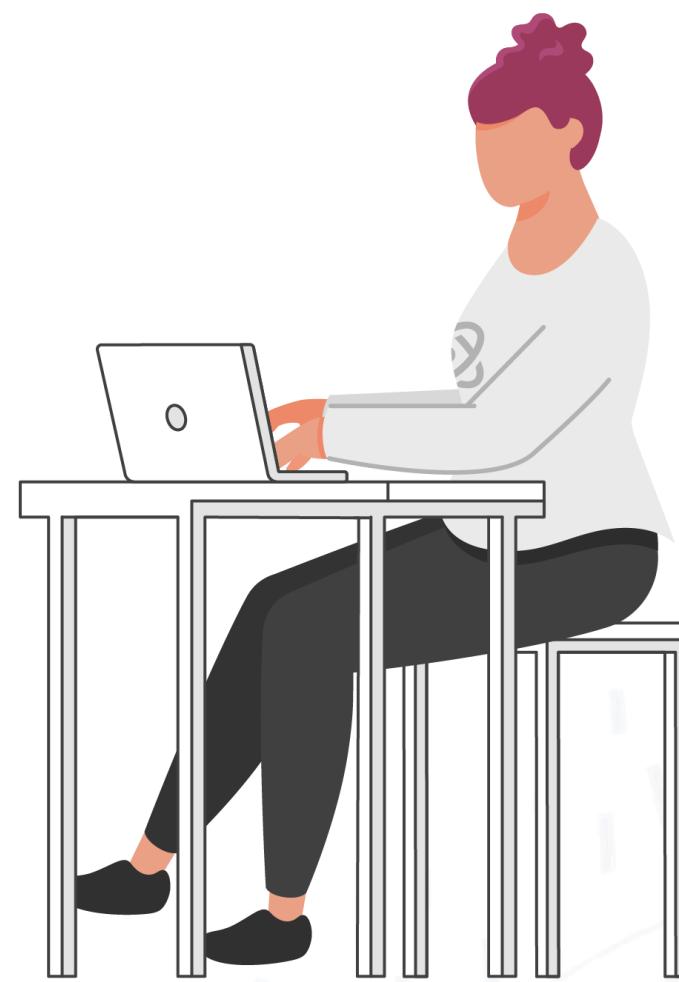
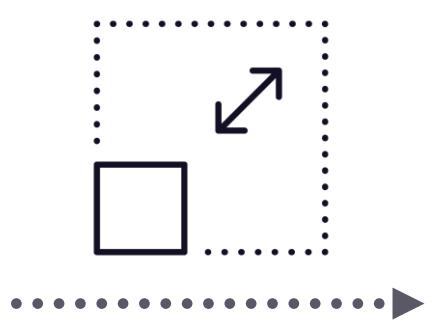


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You Know the Web, Bethany Knows Her Business





Up Next:

What Before How



Multiverse Overview



**Bethany's Pie Shop:
An Independent Business**



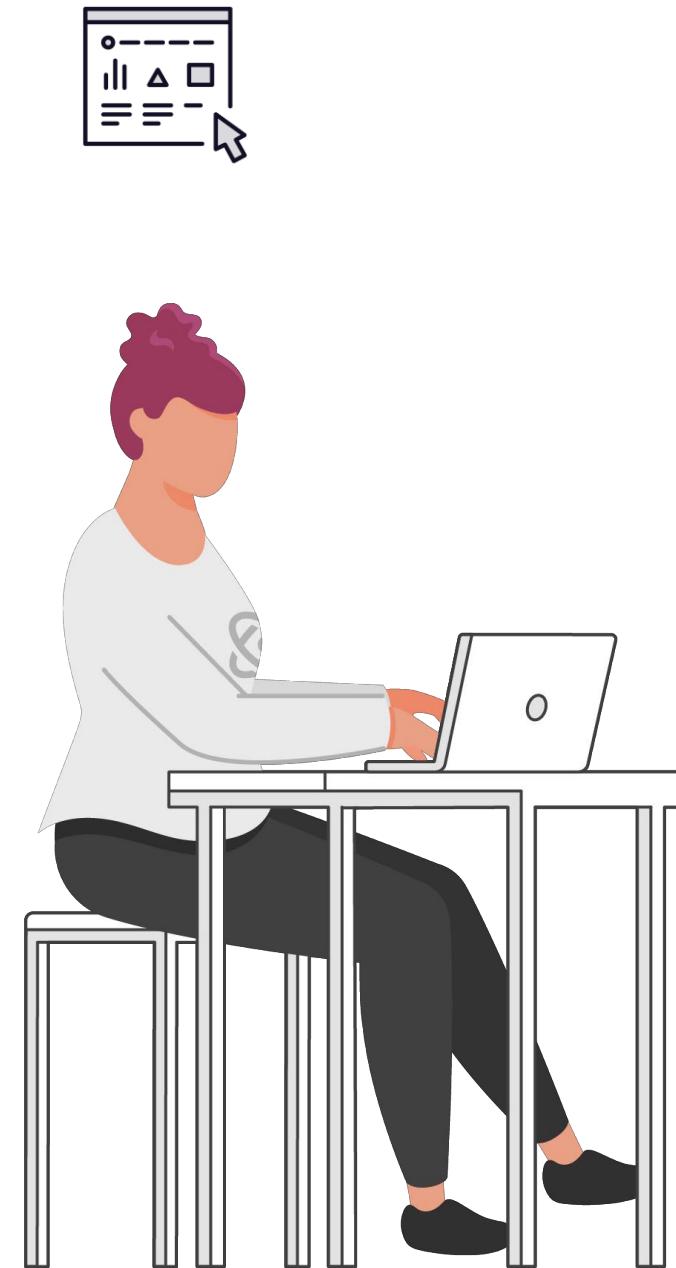
**Bethany's Pie Shop:
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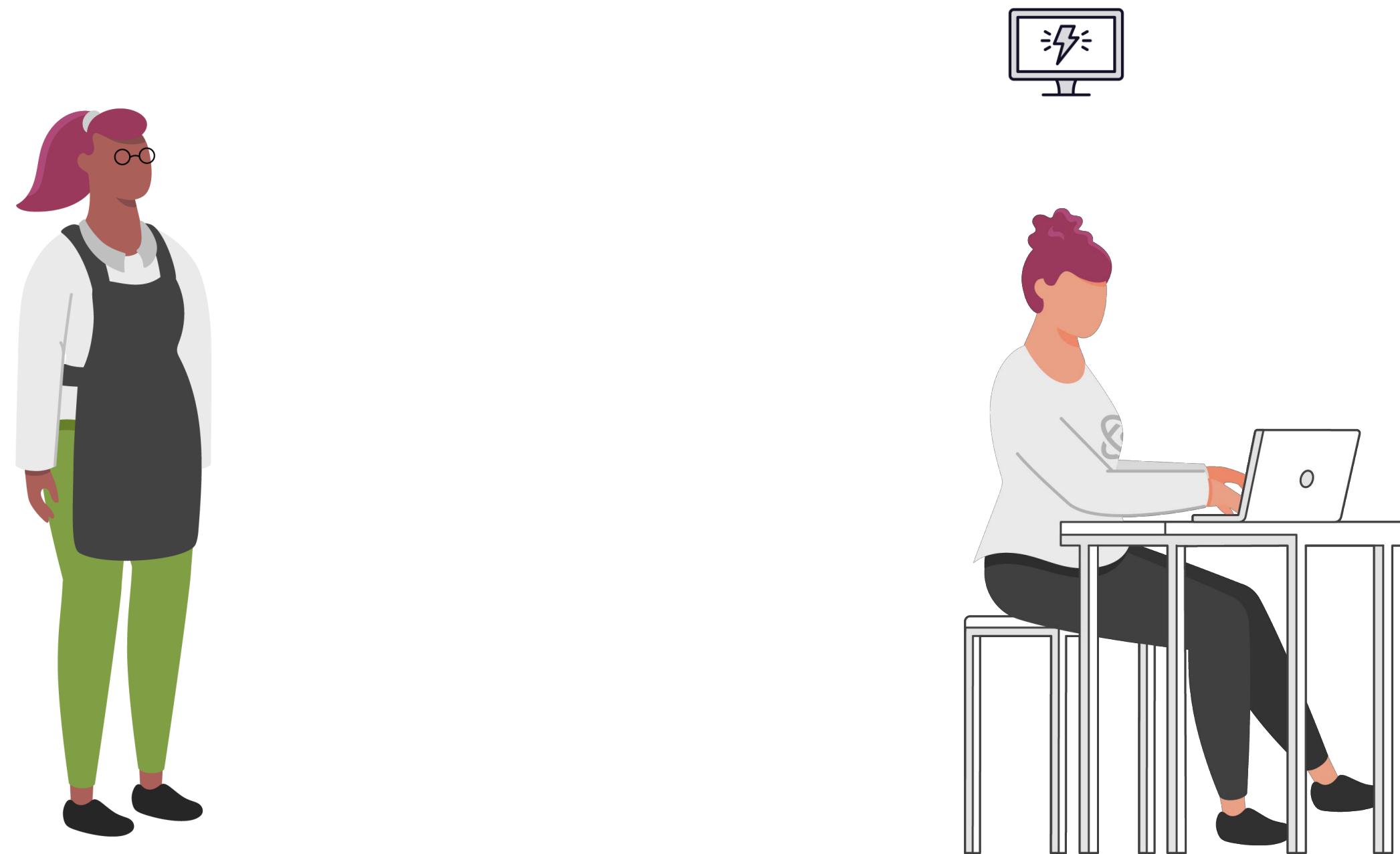
Bethany's Pie Shop: A Globomantics Subsidiary



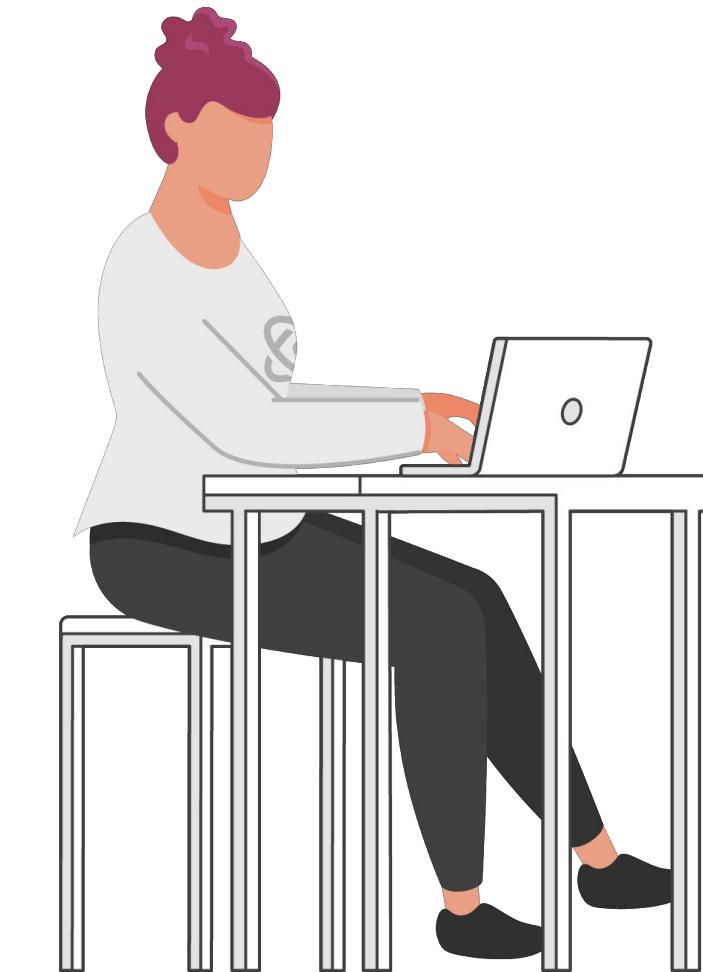
Bethany's Pie Shop: An Independent Business



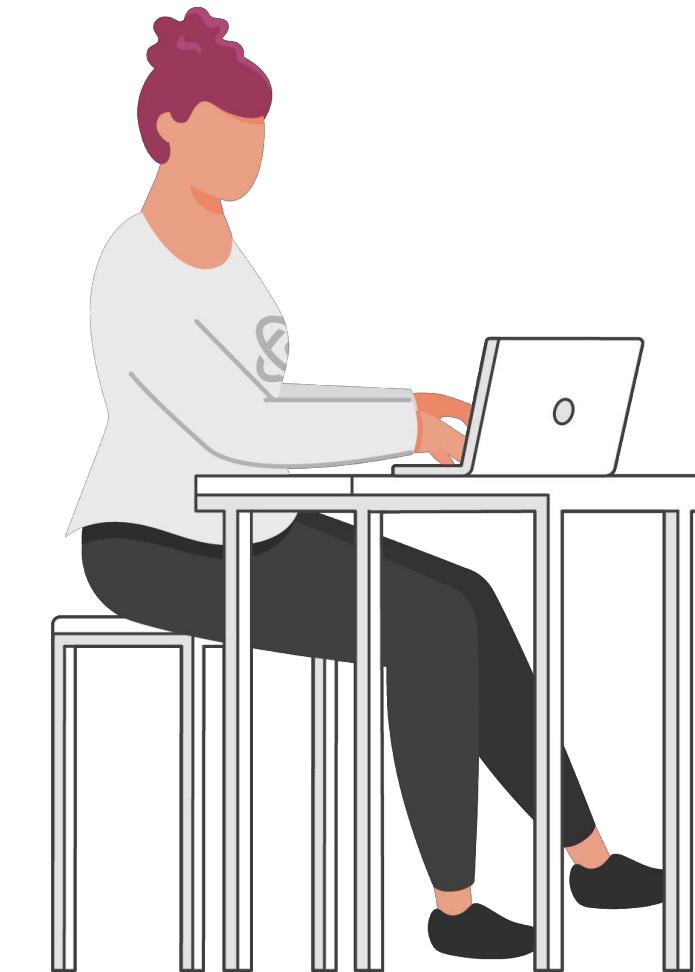
Bethany's Pie Shop: An Independent Business



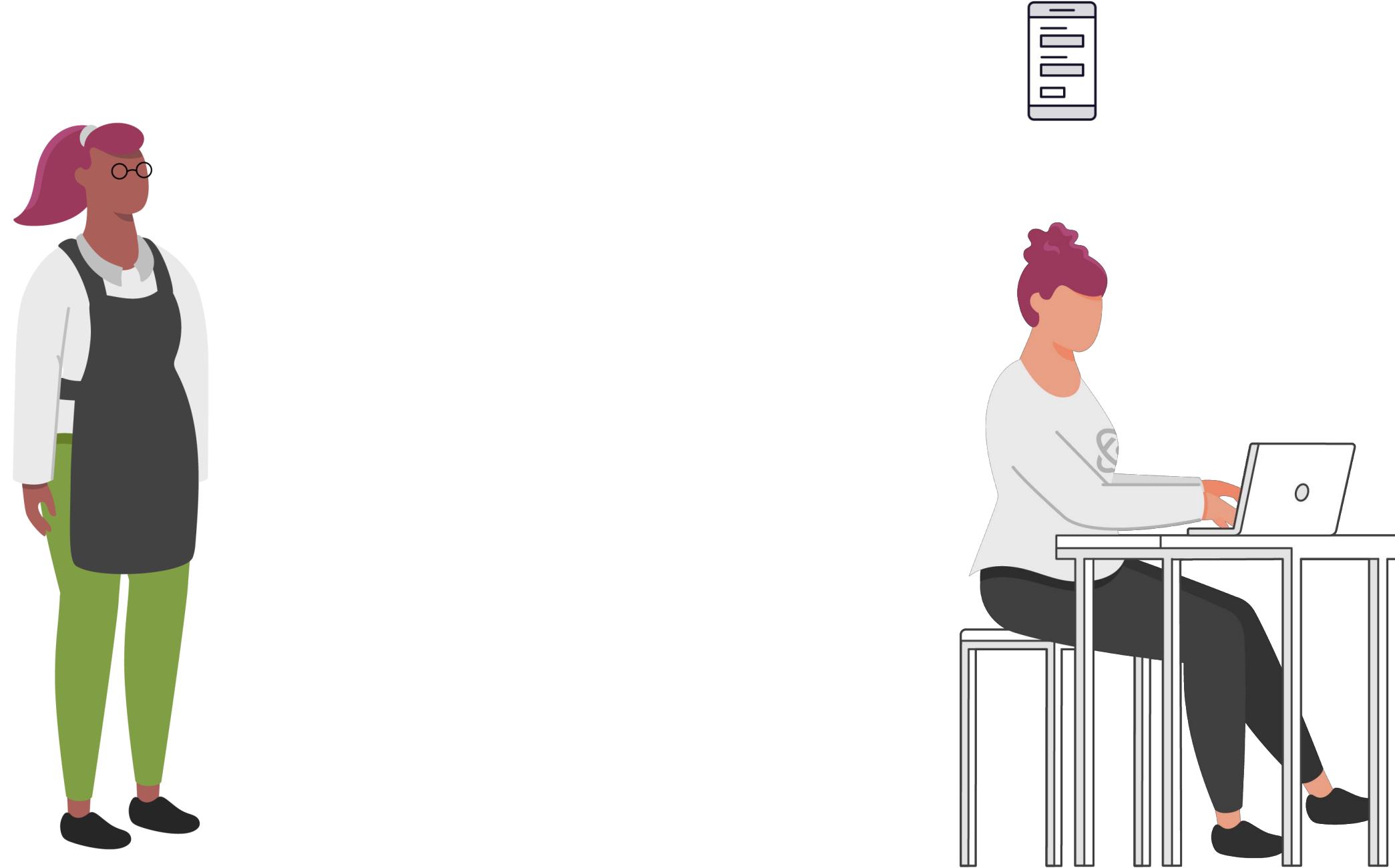
Bethany's Pie Shop: An Independent Business



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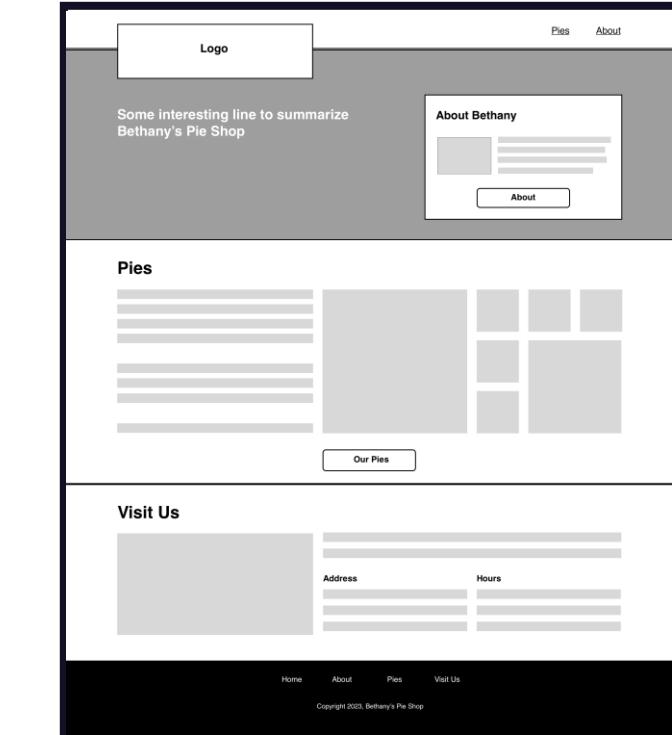
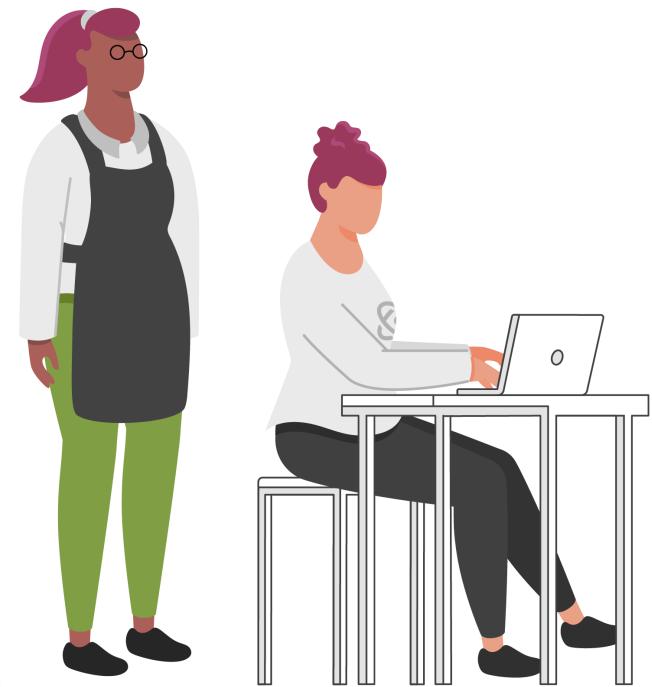
Bethany's Pie Shop: An Independent Business



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What

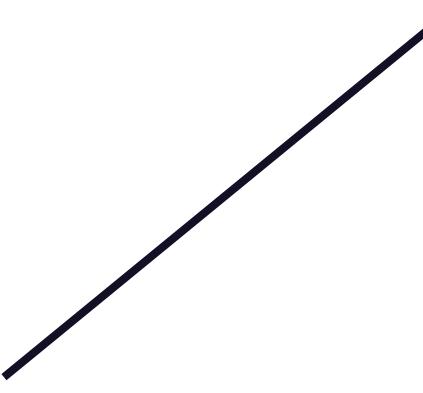
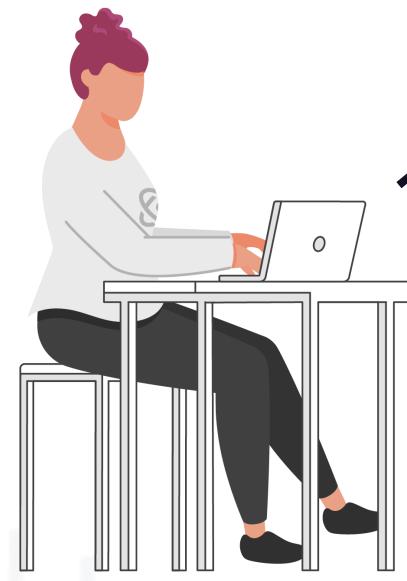
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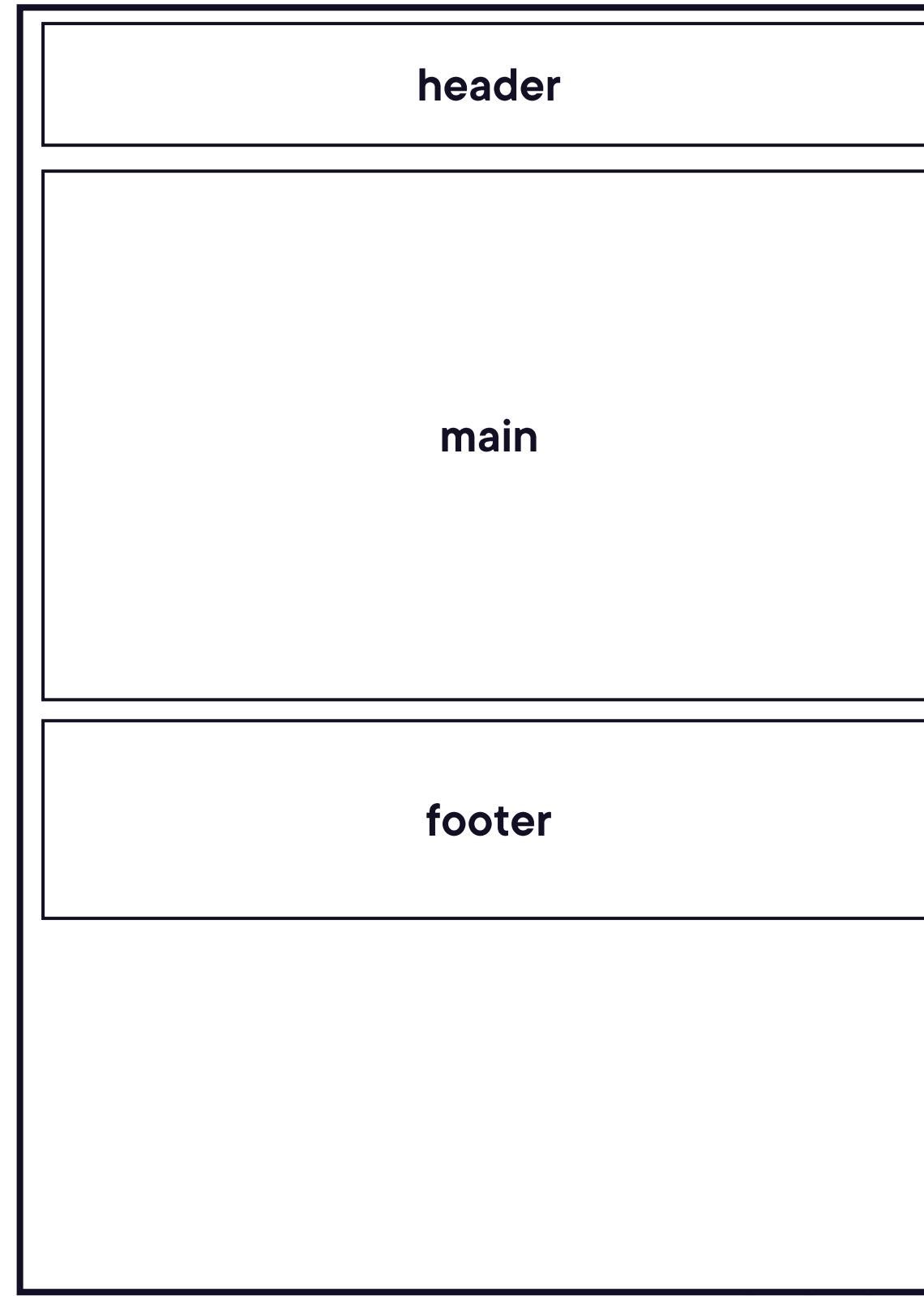
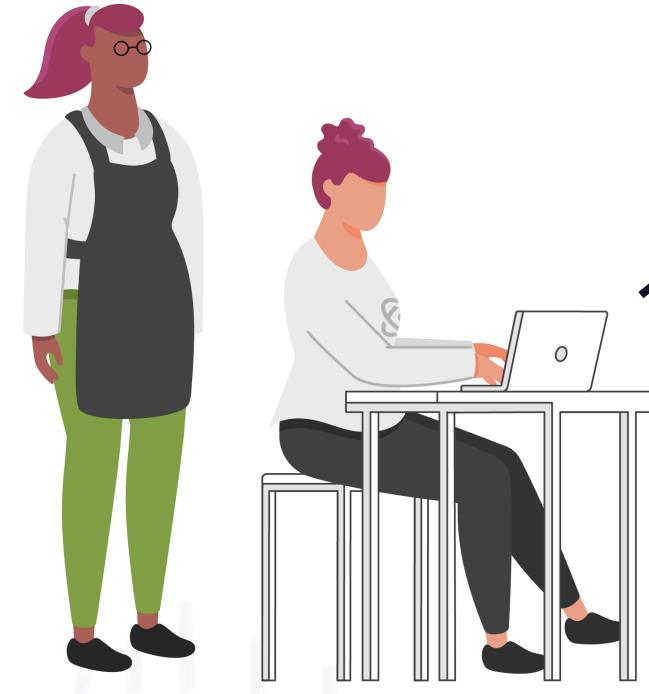


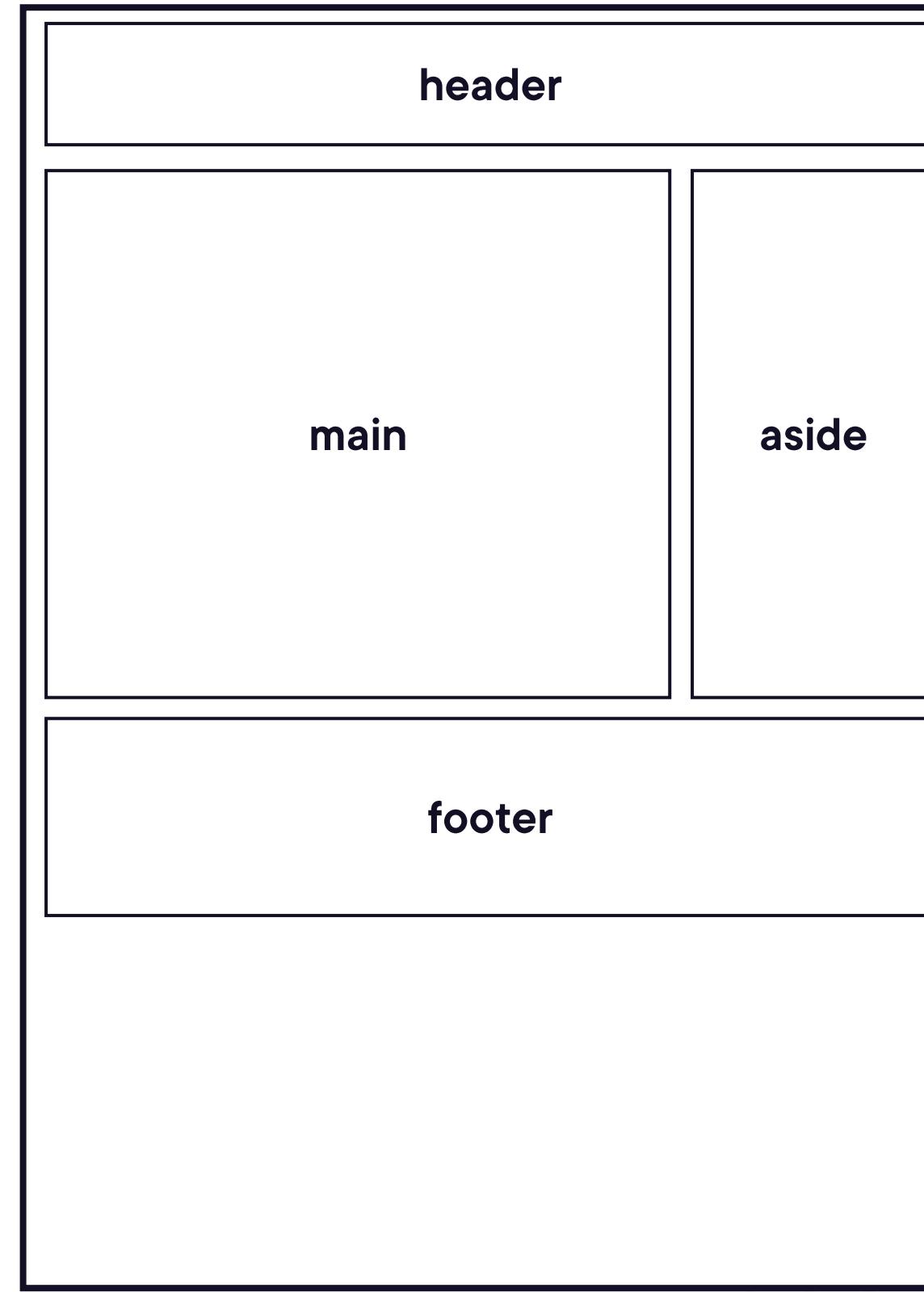
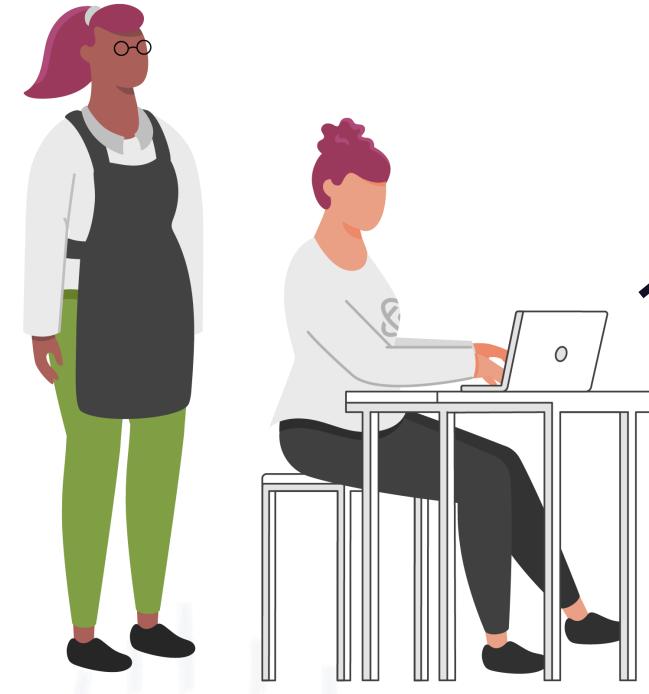
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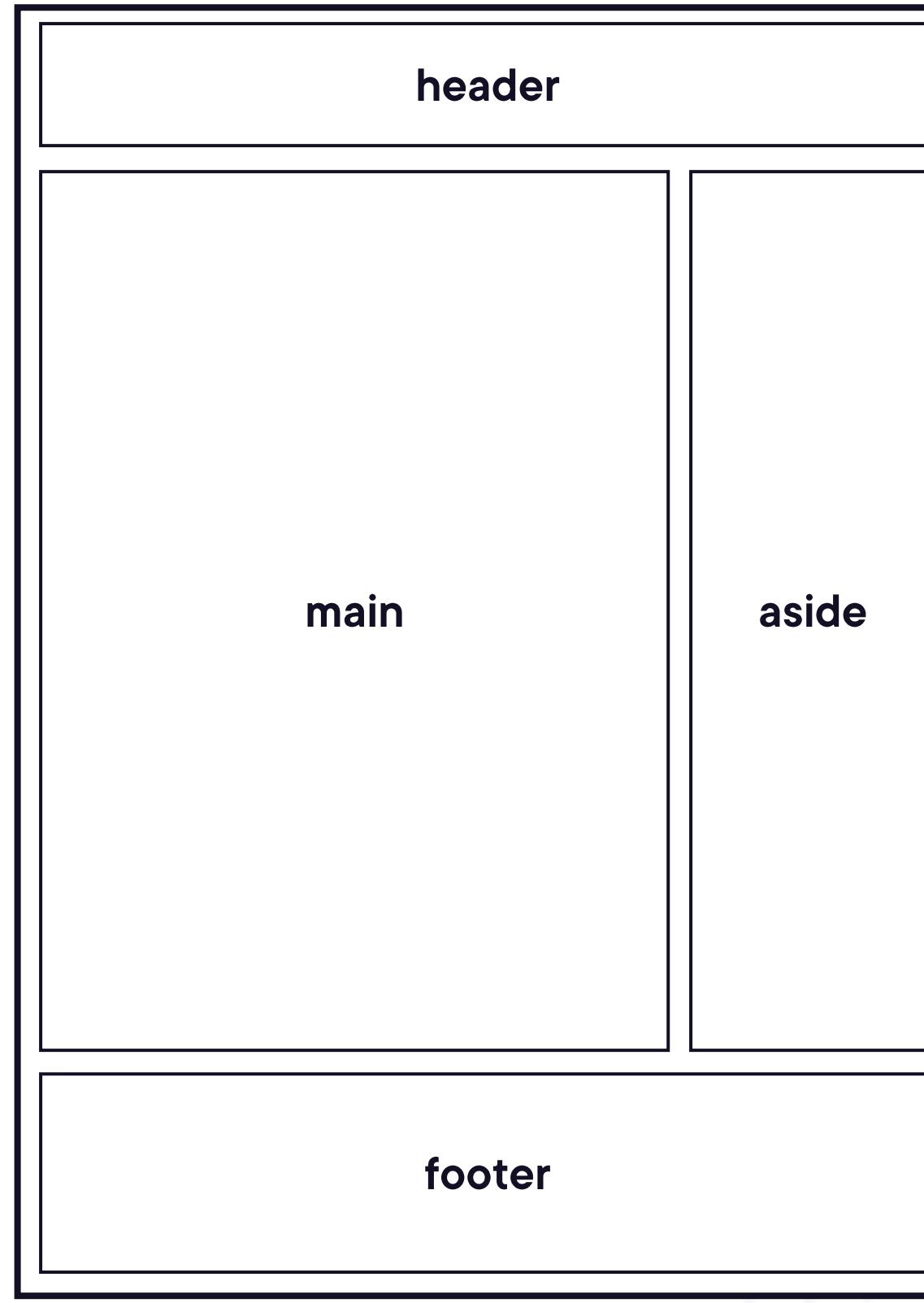
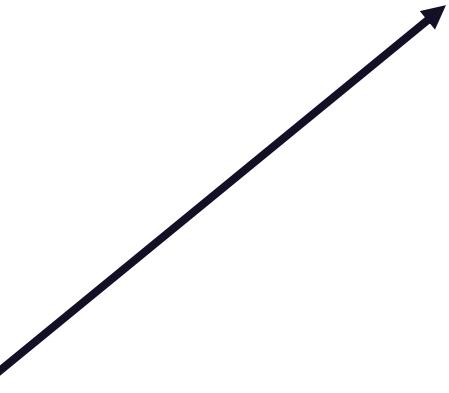
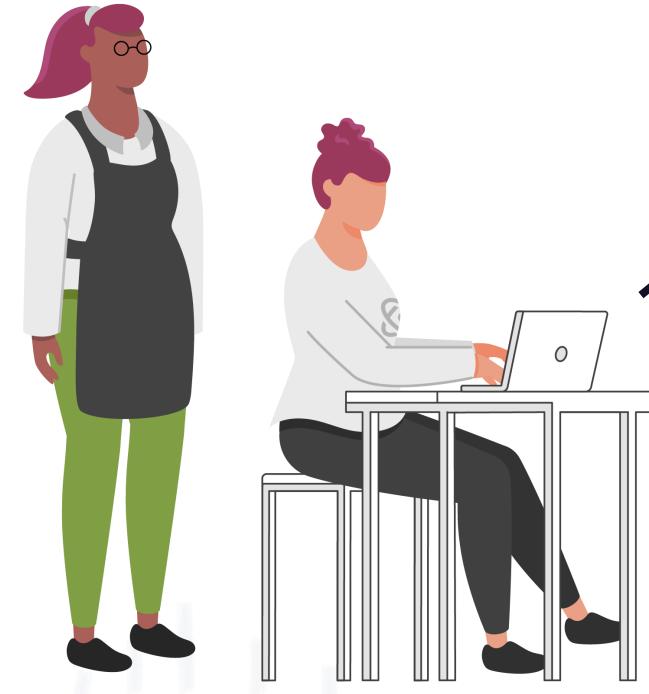
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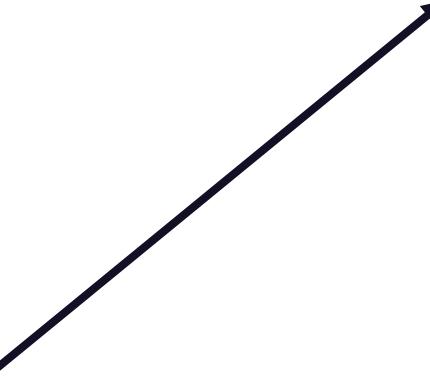
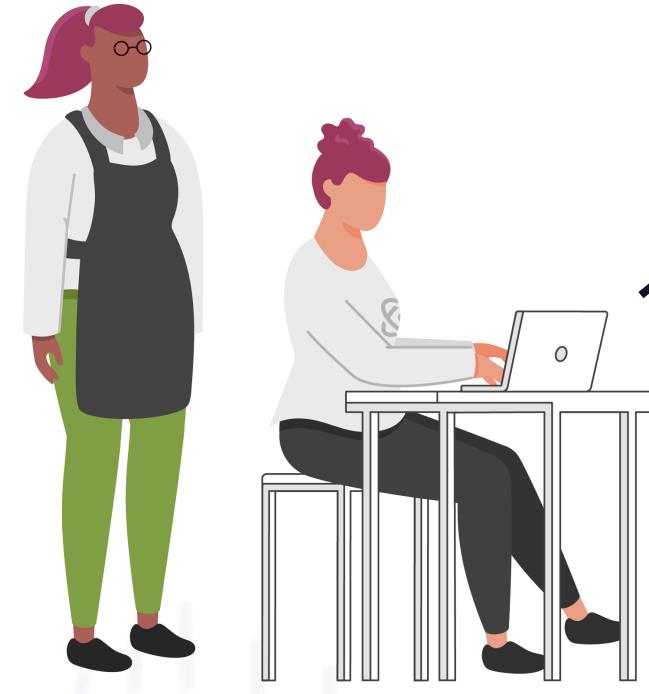


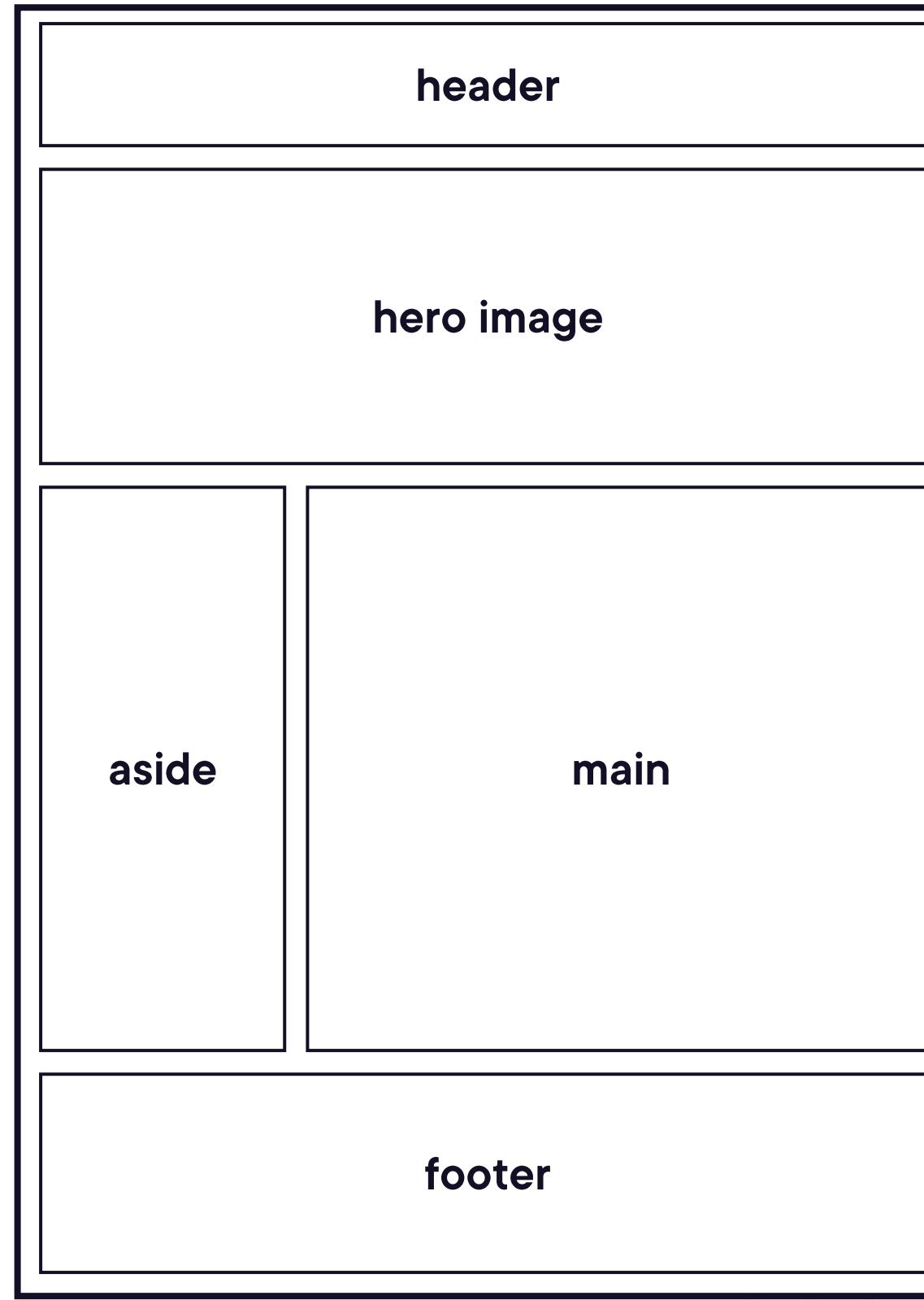
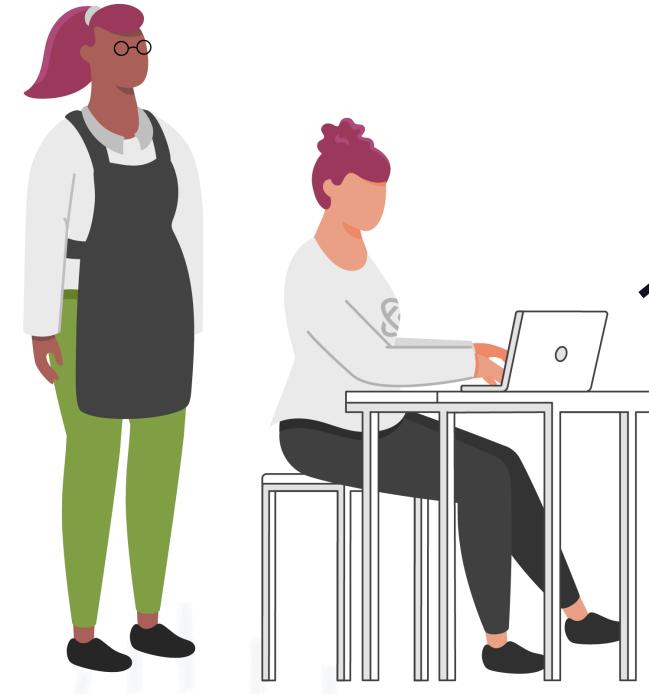


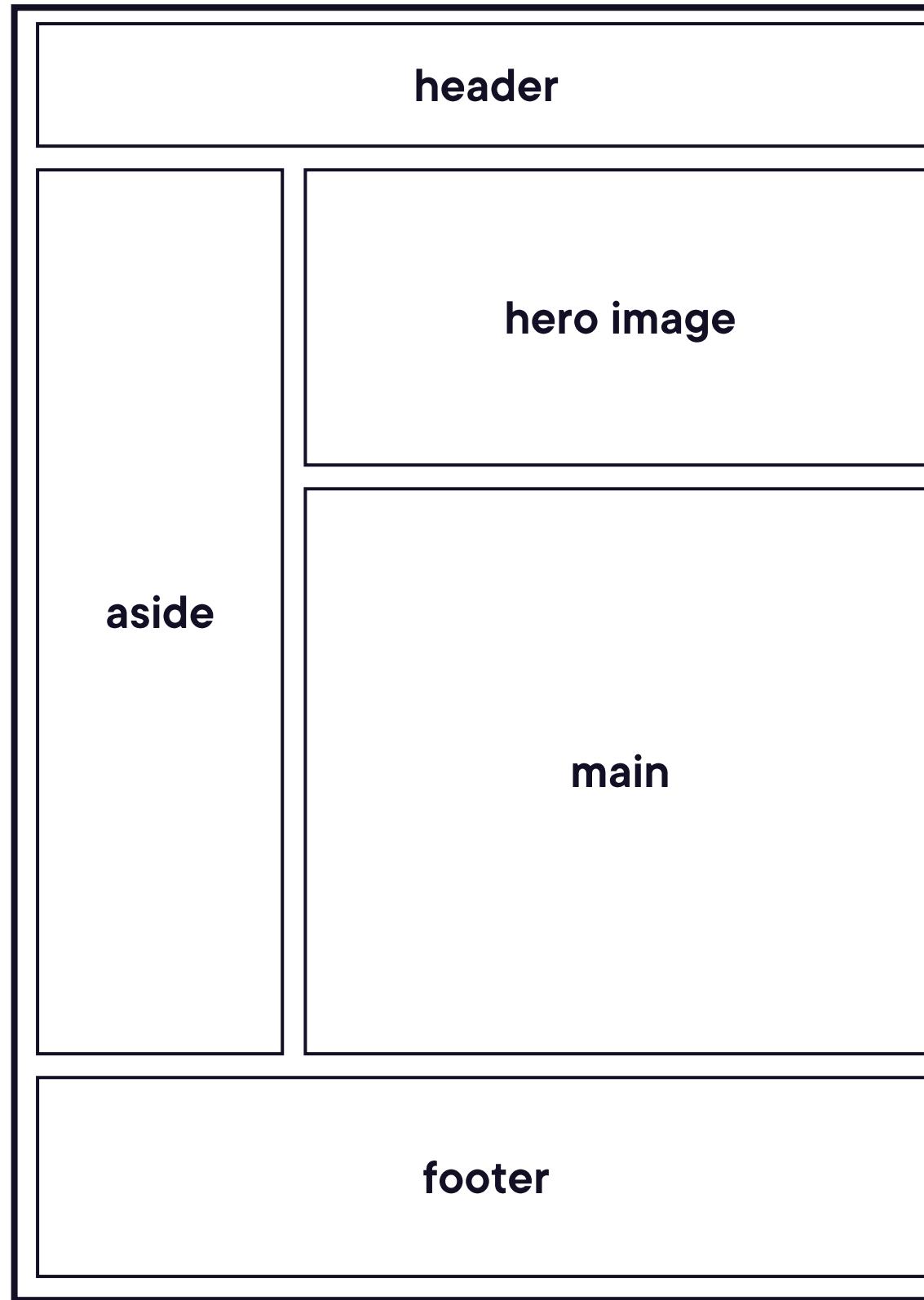
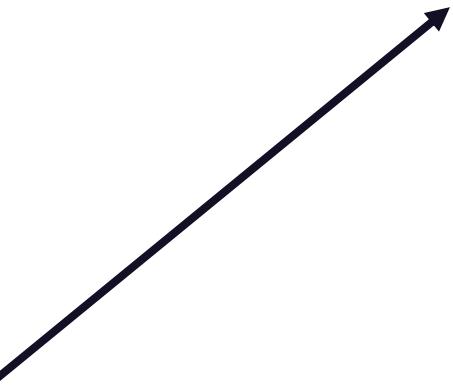
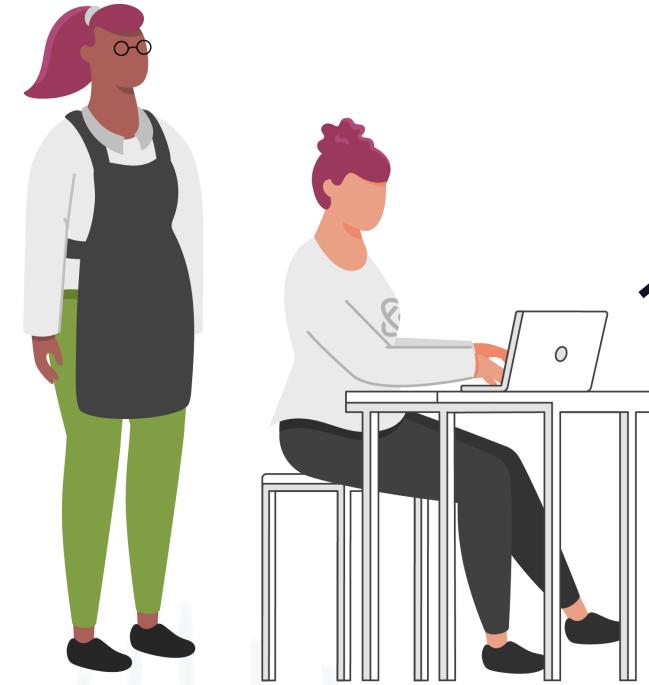












“Designing in Code”



Reasons to Avoid Designing in Code

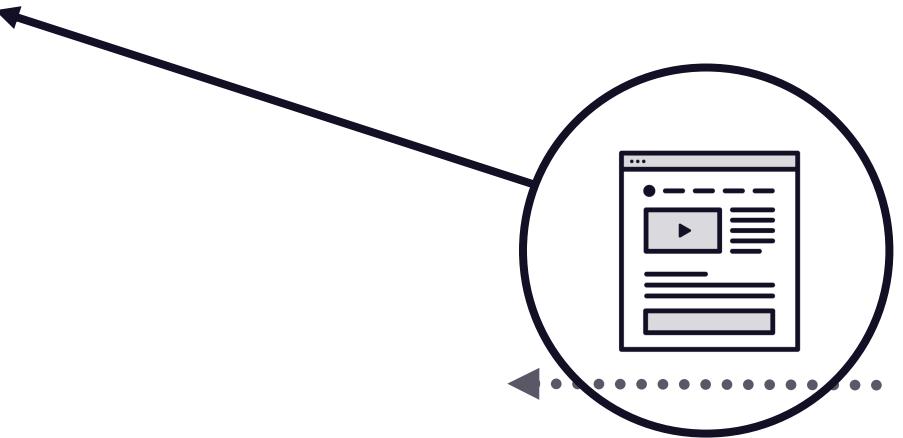
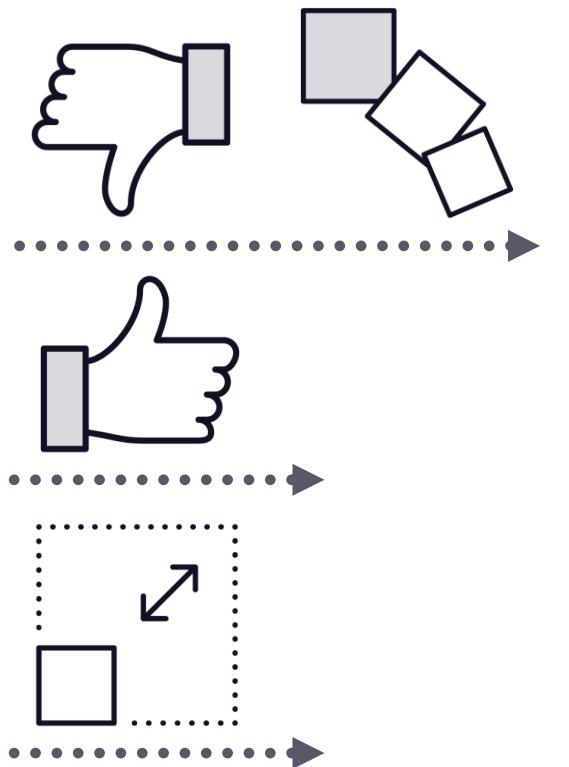
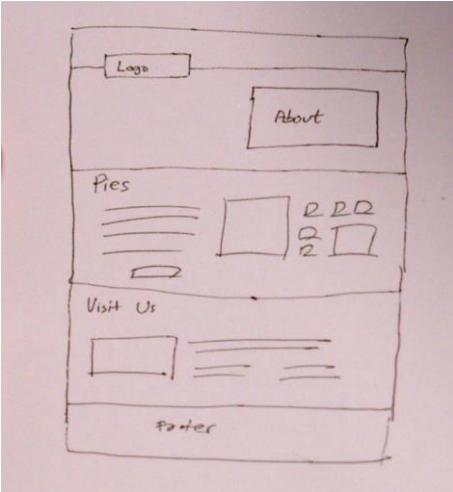
Harder to design

Client isn't kept in the loop

**Design motivated by
implementation**

**Your implementation will be
slower**





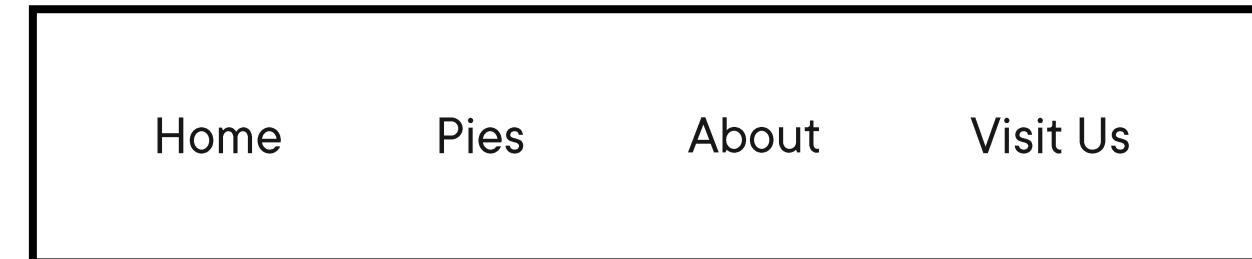
Criticism comes more
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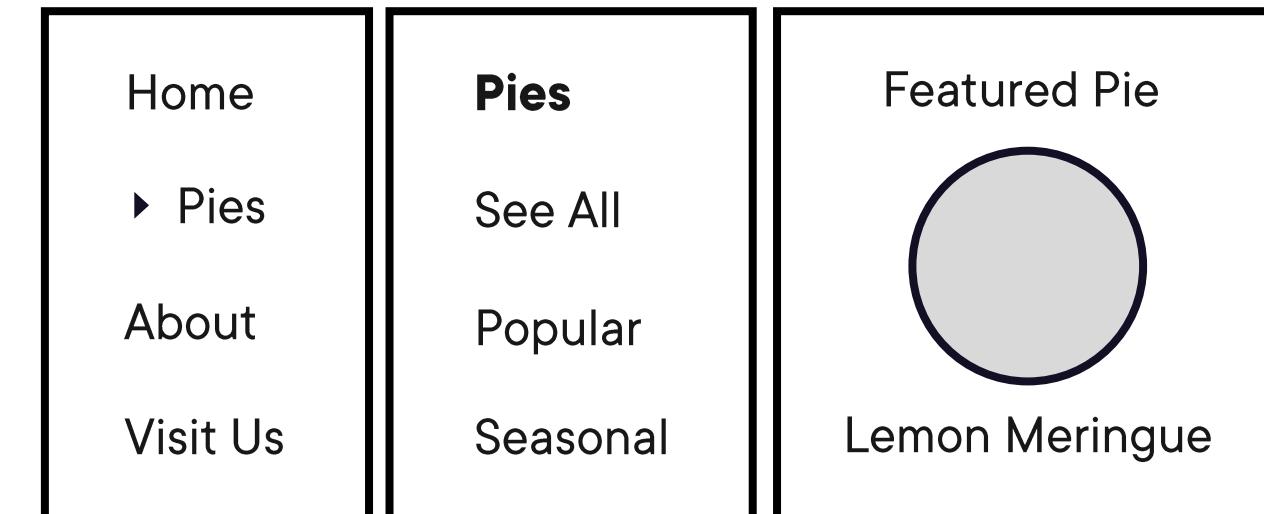
Motivated by Ease of Implementation



#1



#2



The design should be chosen based on design factors



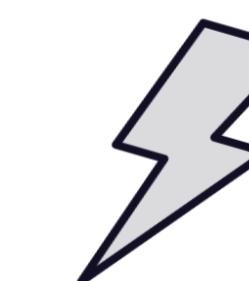
“Designing in Code”



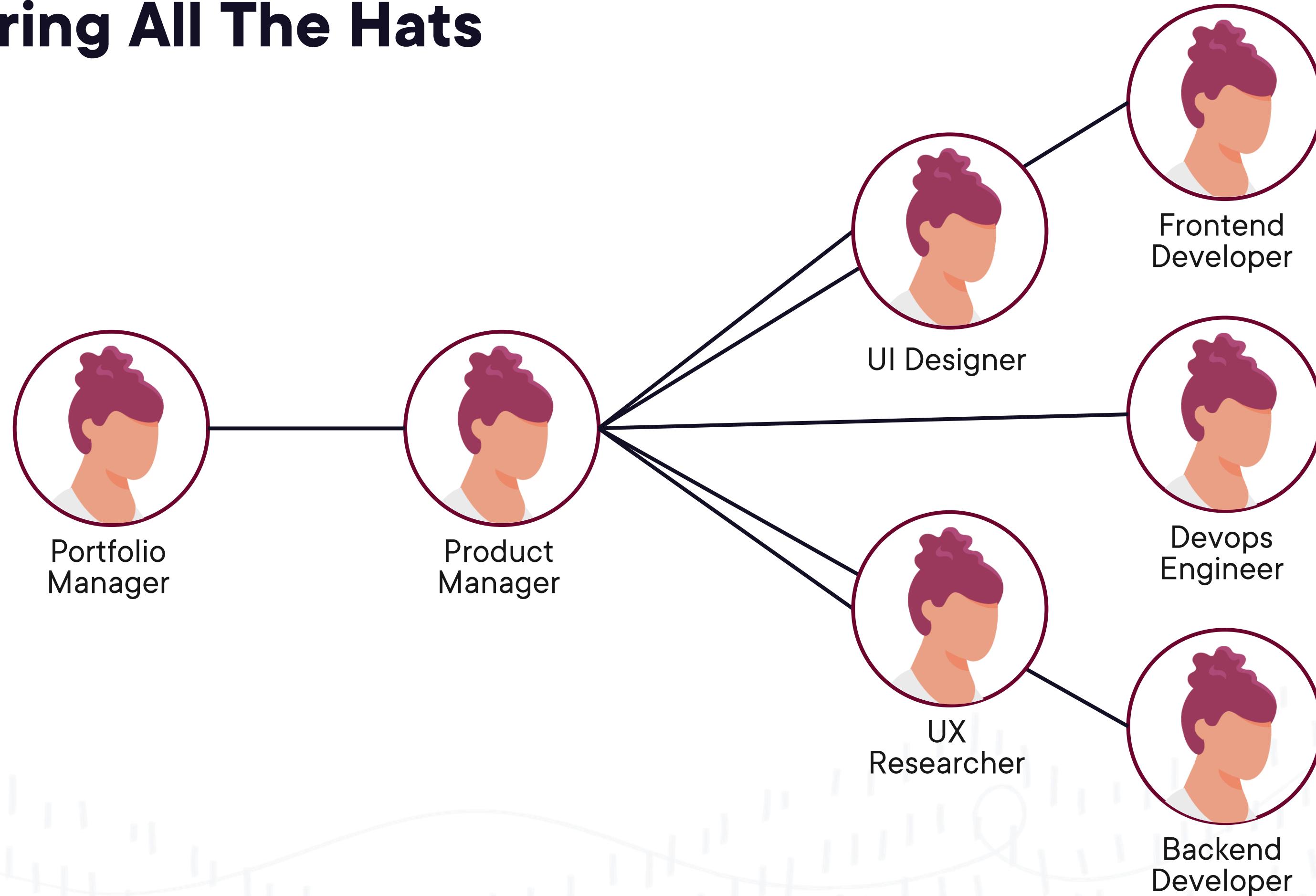


UI Designer

Frontend Developer

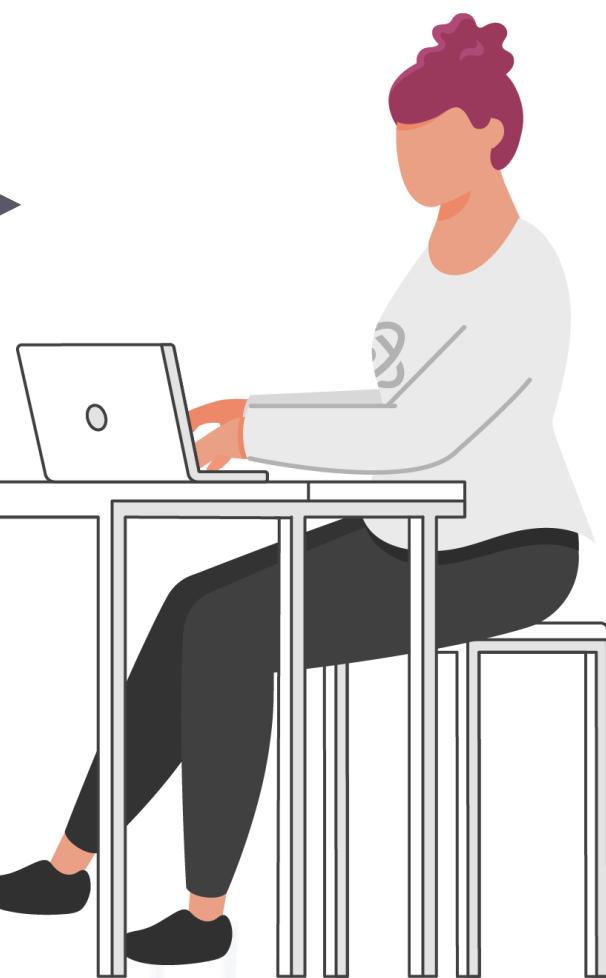
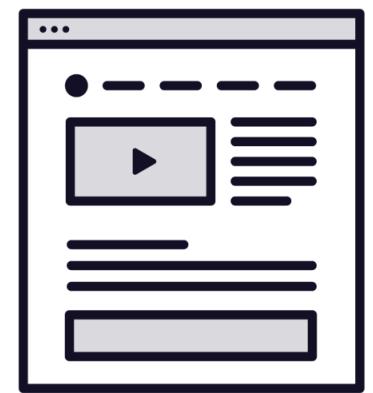


Wearing All The Hats





What



How



Up Next:

Good Layouts



You Are Responsible for Designing a Layout



Principles of Good Layout Design

Have a solid hierarchy

Use a grid

Use white space



Users don't read; they scan.



Site Structure

- About
 - History
 - Philosophy
 - Meet the Chef
- Menu
 - Drinks
 - Food
- Catering
 - Services Overview
 - How to Book
- Reservations
 - Reservations Policy
 - Make a Reservation
- Access
 - Hours
 - Location

About Menu Catering Reservations Access

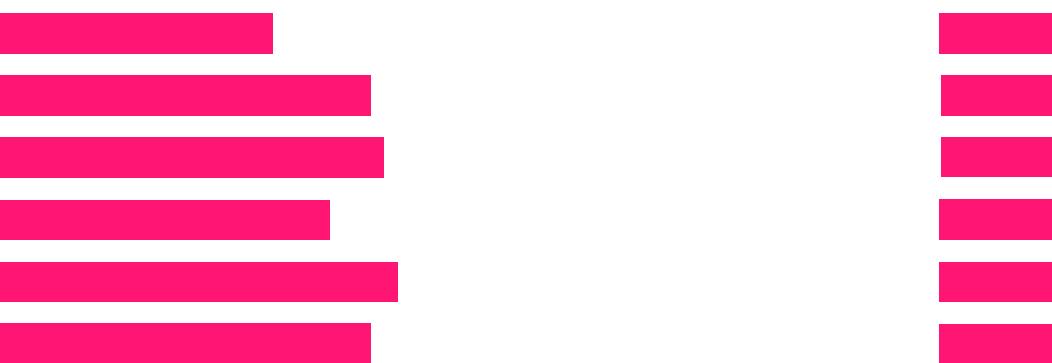
Menu



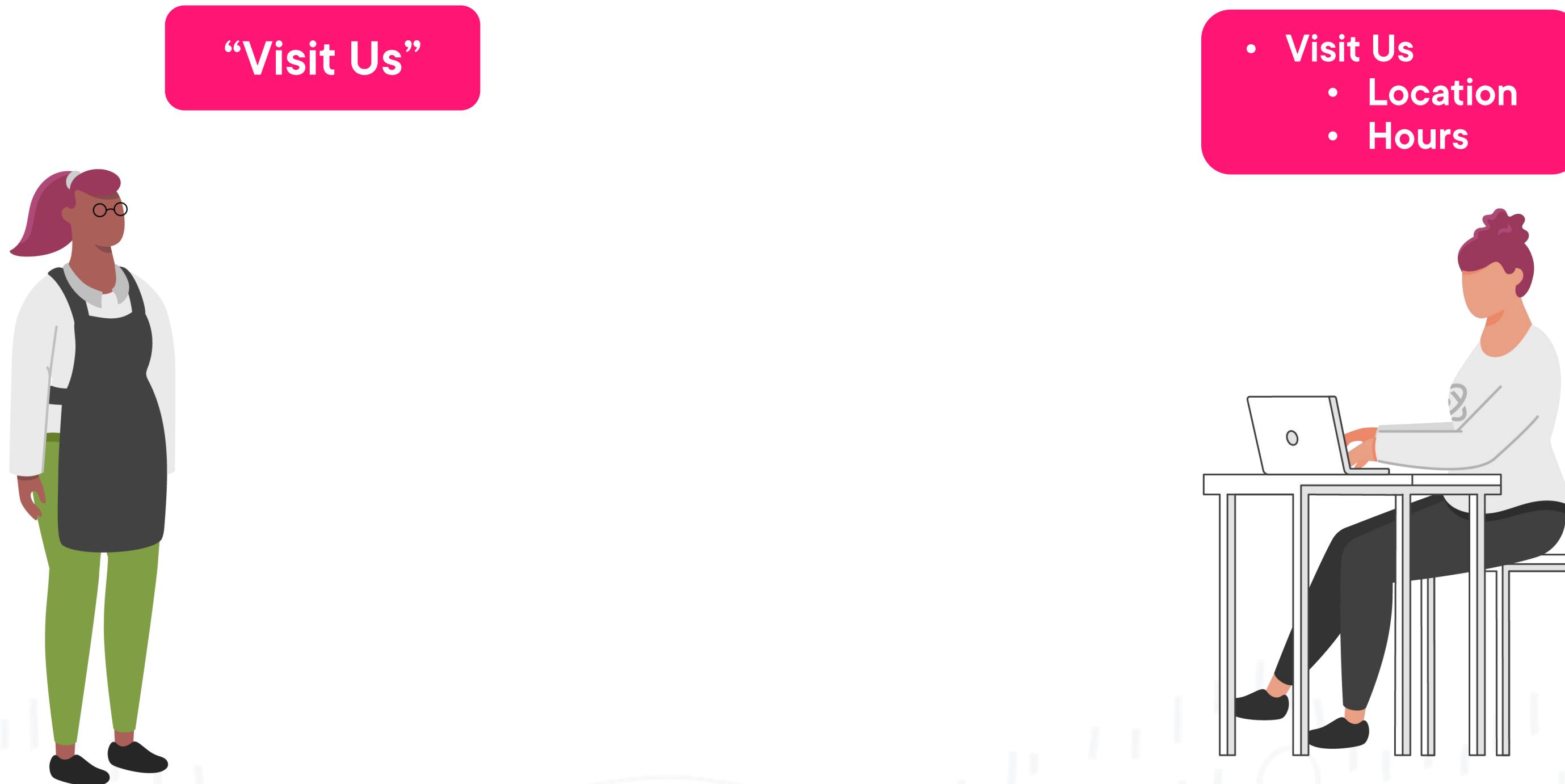
Drinks



Food



Dissecting a Page Structure



- Visit Us
 - Location
 - Hours

Visit Us

Our location

Store hours



Grids are Secret Powers

Secret: You don't immediately perceive them

Powerful: Make your layout sturdy and professional





1

2

3

4

5

6

7

8

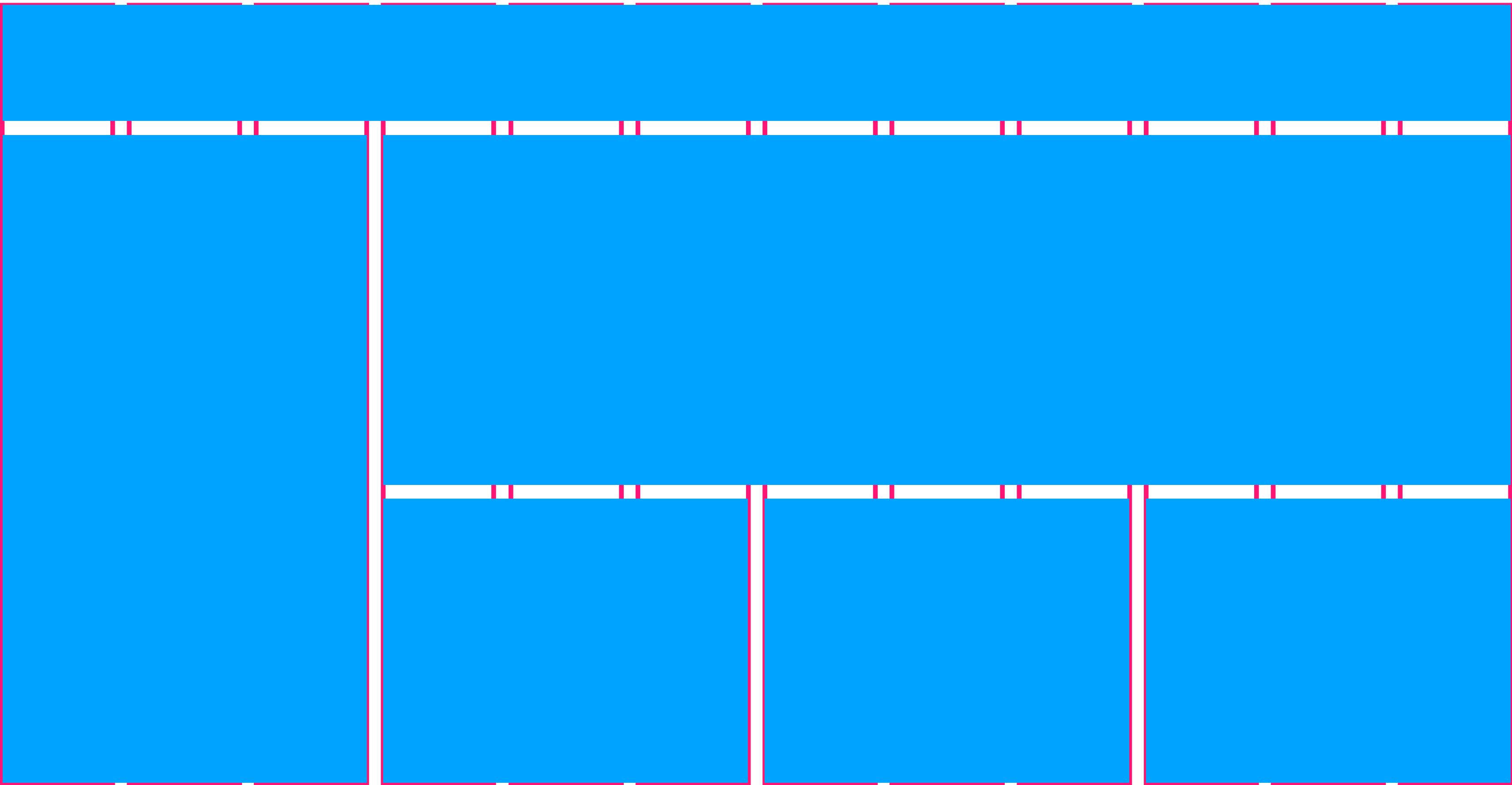
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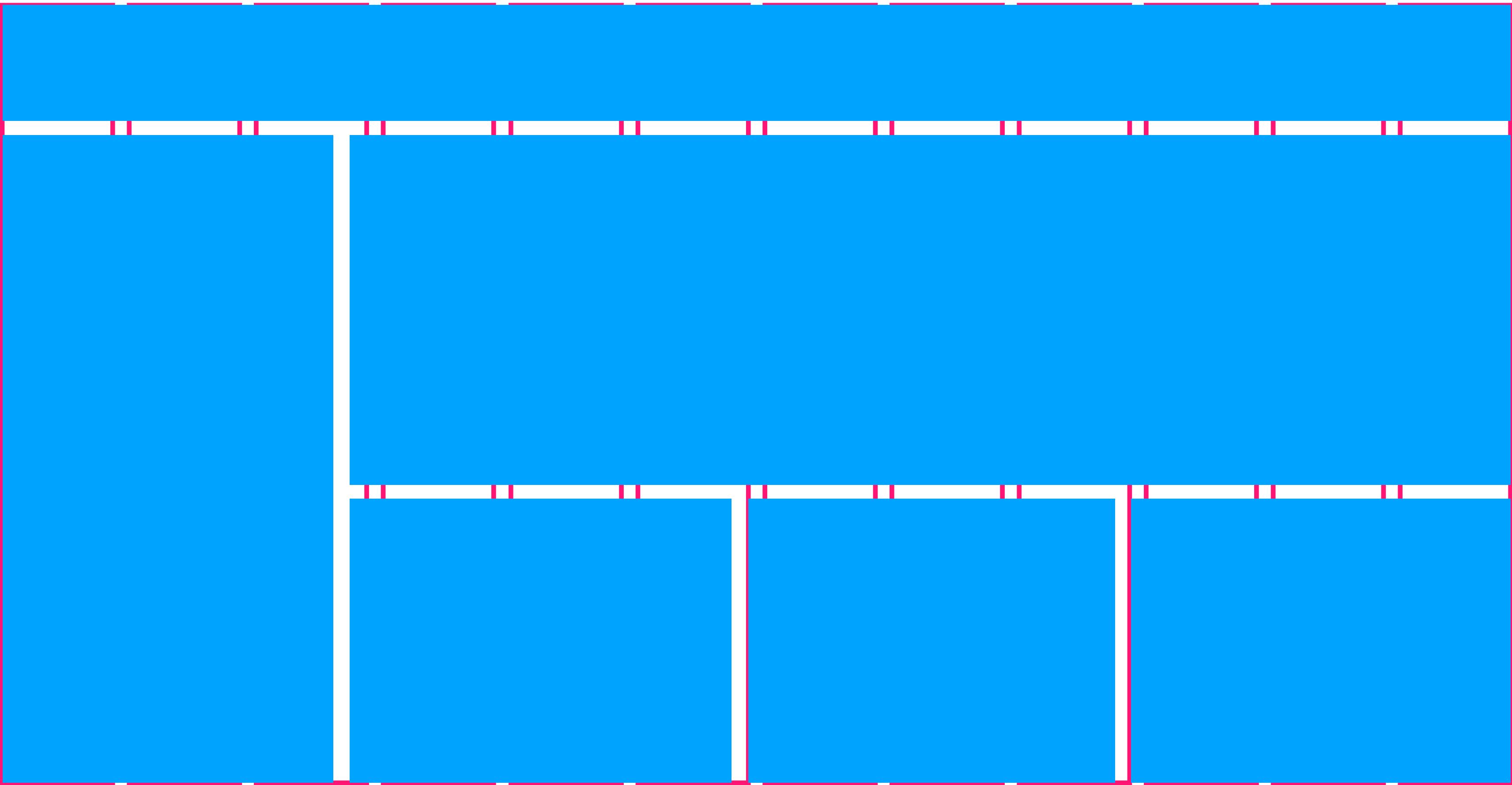
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11

12







White space

Negative space of a layout which doesn't hold any content



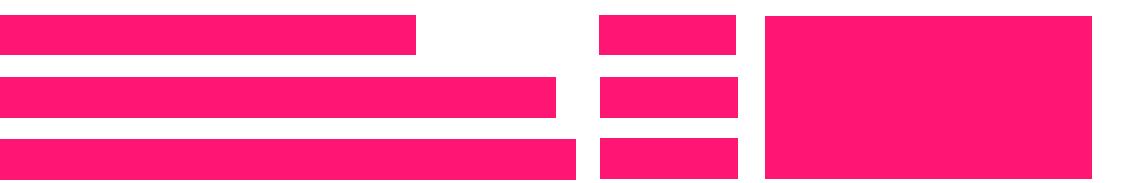
Visit Us



Our location



Store hours



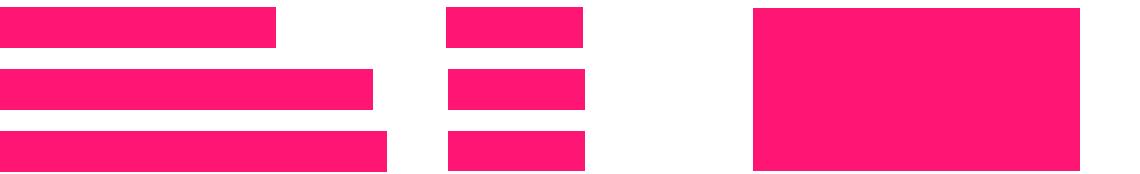
Visit Us



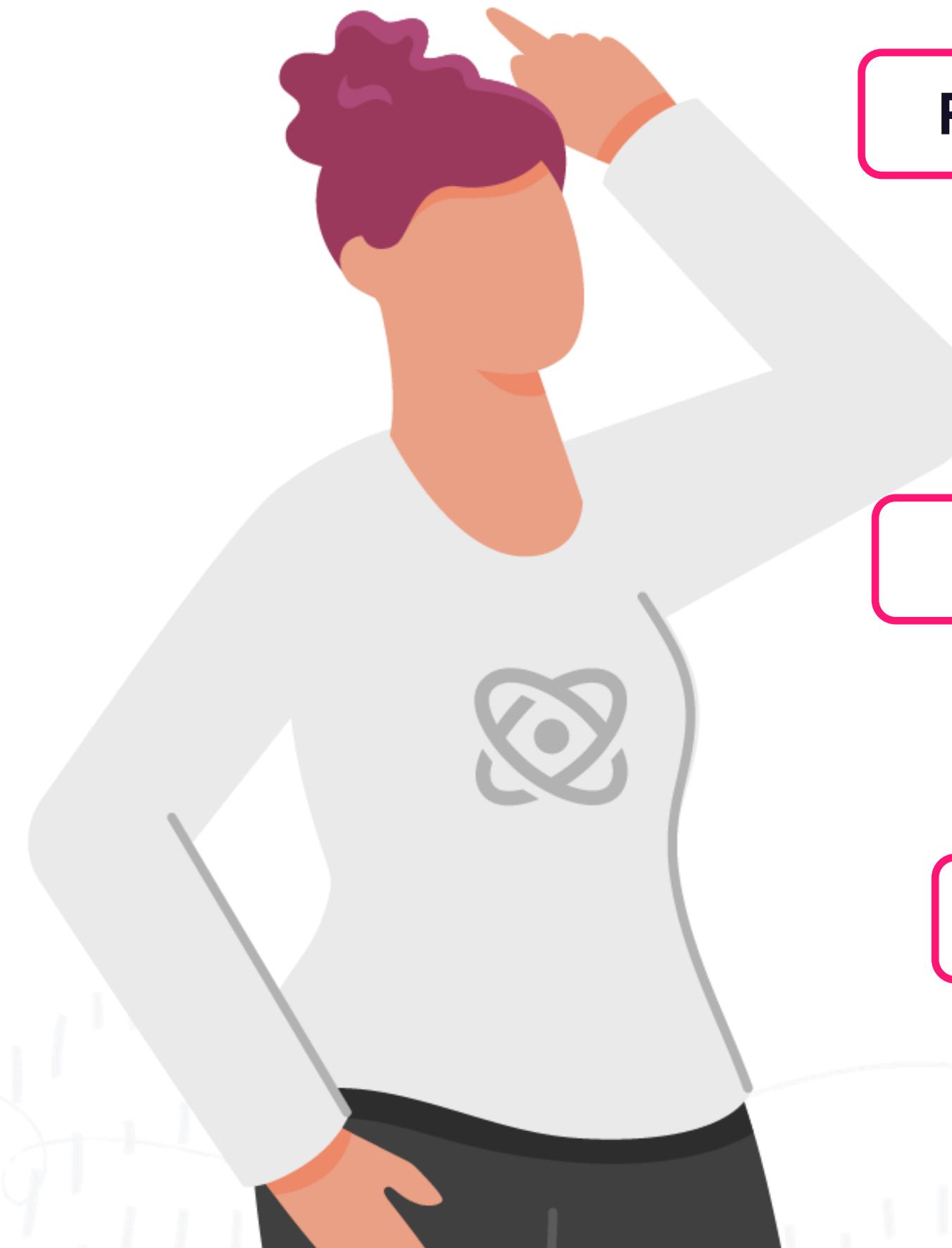
Our location



Store hours



Design Uses Subjective Words



Room to breathe

Luxurious

High class

Cramped

Energetic

Ornate

Zen

Dynamic

Playful

Feminine

Serene

Comfortable

Futuristic



Clients Also Use Subjective Words

Make it pop!

Make it more clean!

Make it more playful!

Make it metaverse-y!

Make it modern!

Make it Web3-y!

Make it more premium!

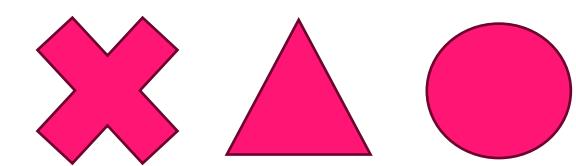
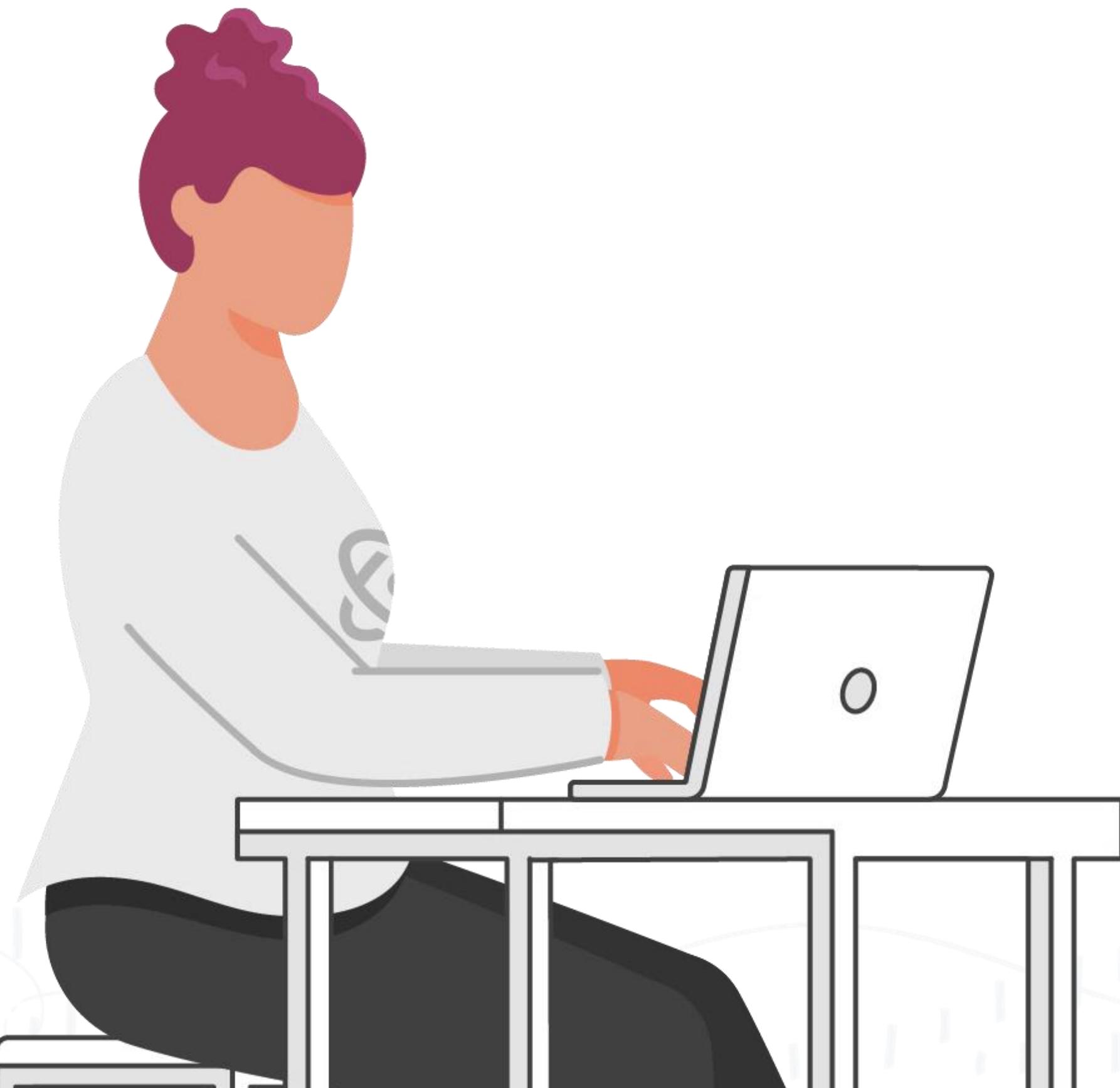
Make it more friendly!

Make it traditional!

Make it luxuri



Notice How Layouts Make You Feel



=

Playful



Up Next:

Common Layout Patterns



In UI design, stealing is a good idea



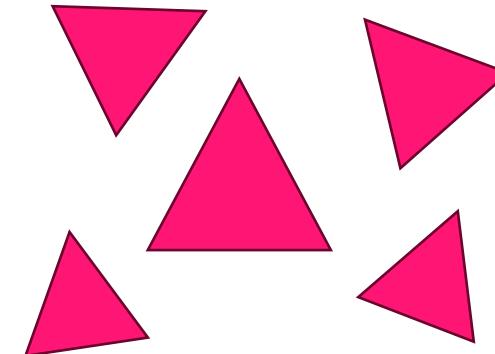
Your Site's UI Design Should Match User Expectations



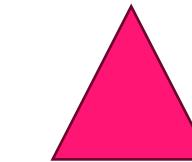
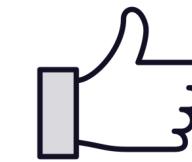
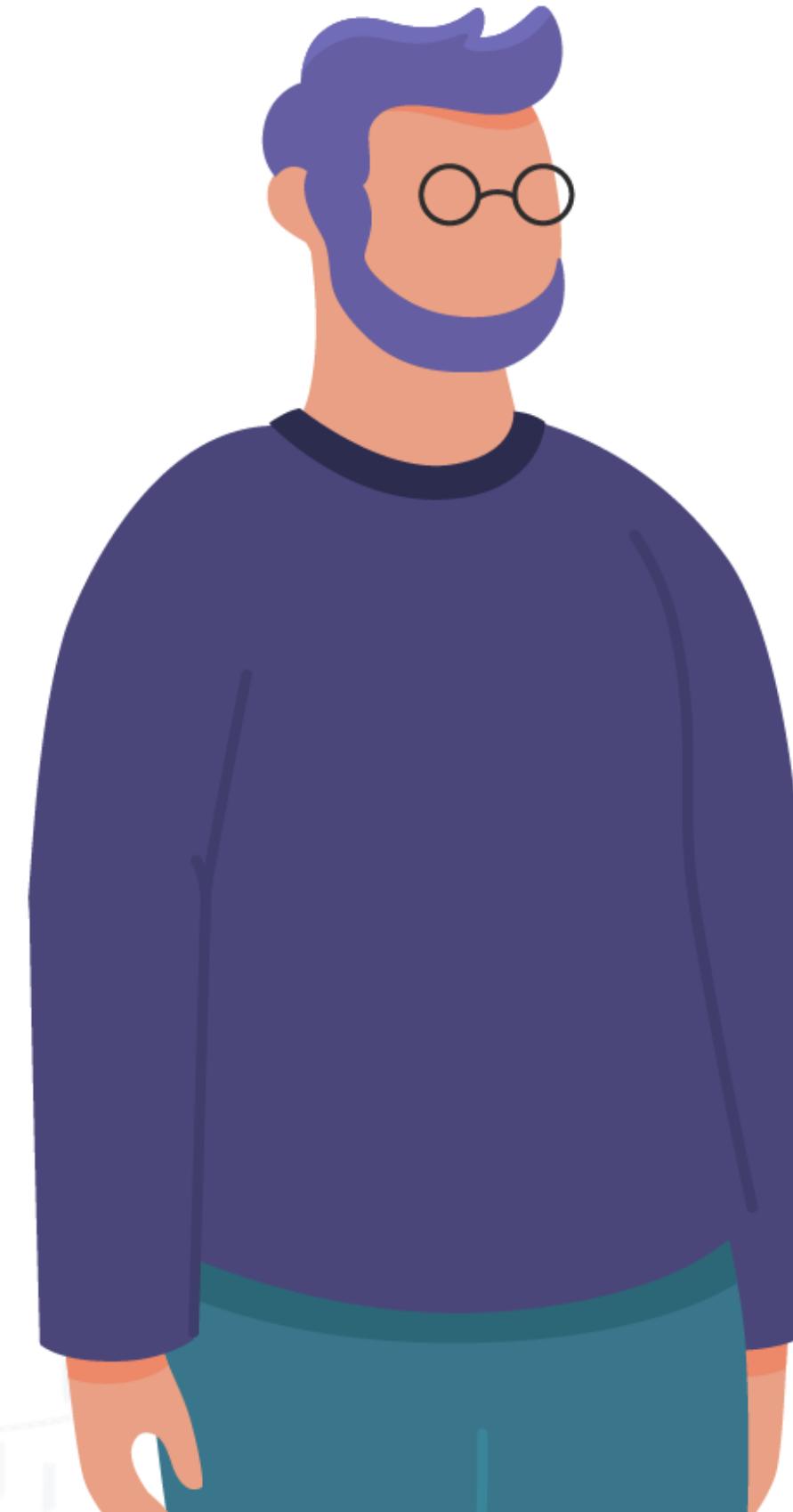
Your Site's UI Design Should Match User Expectations



Your Site's UI Design Should Match User Expectations



Expectations



Your Site



Common Layout Patterns

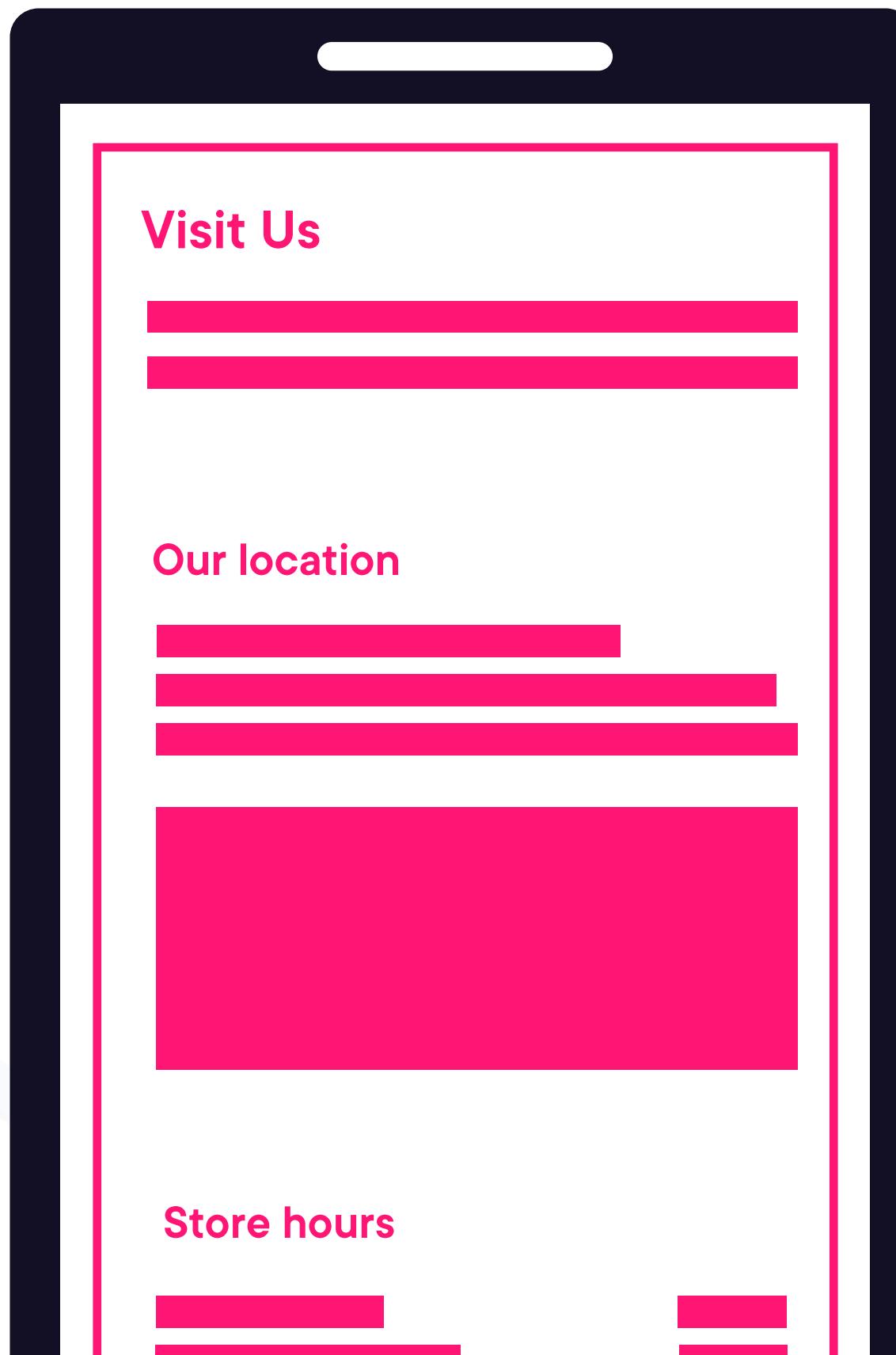
Single-column layout

Fixed sidebar layout

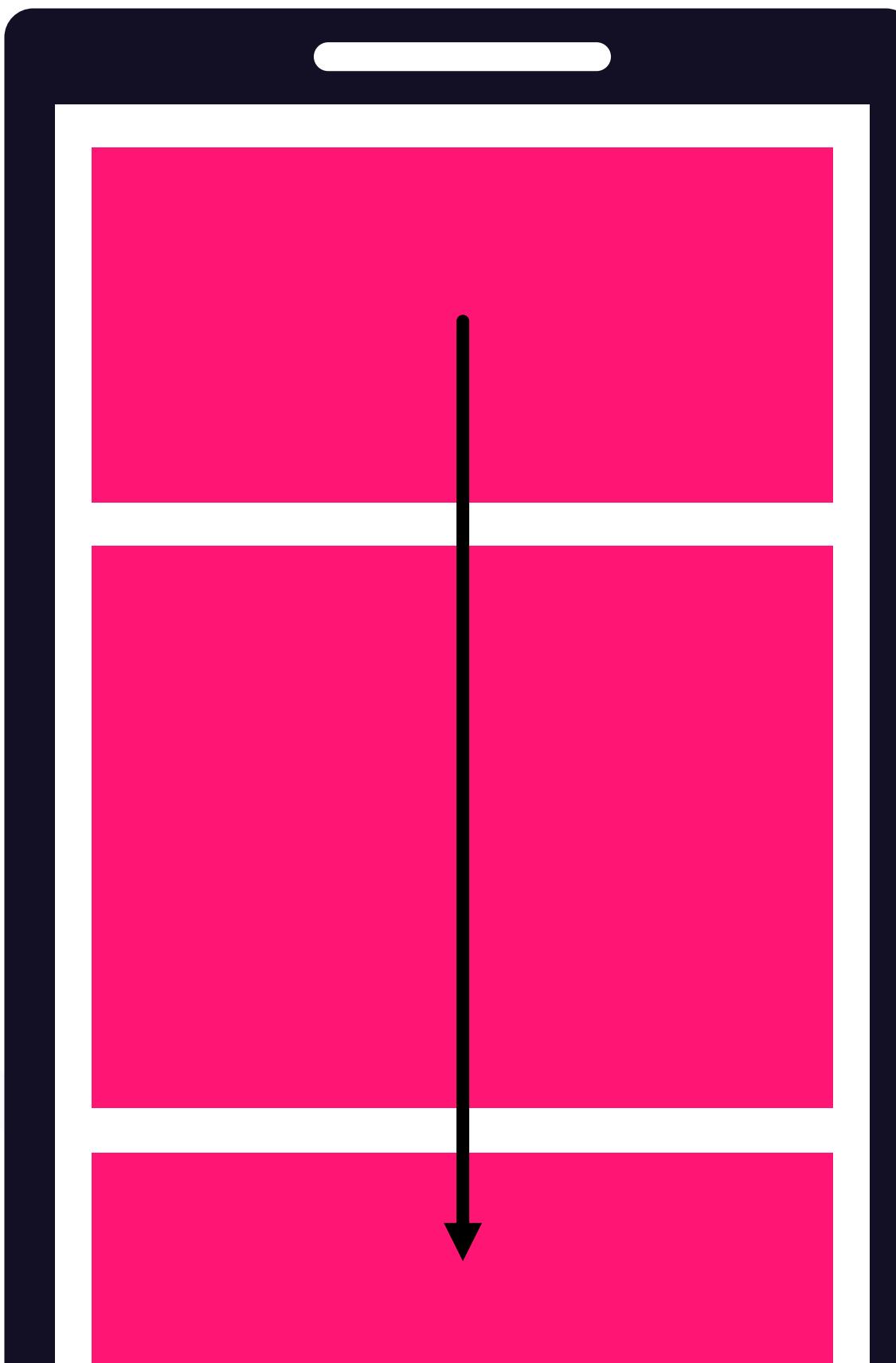
Holy grail layout



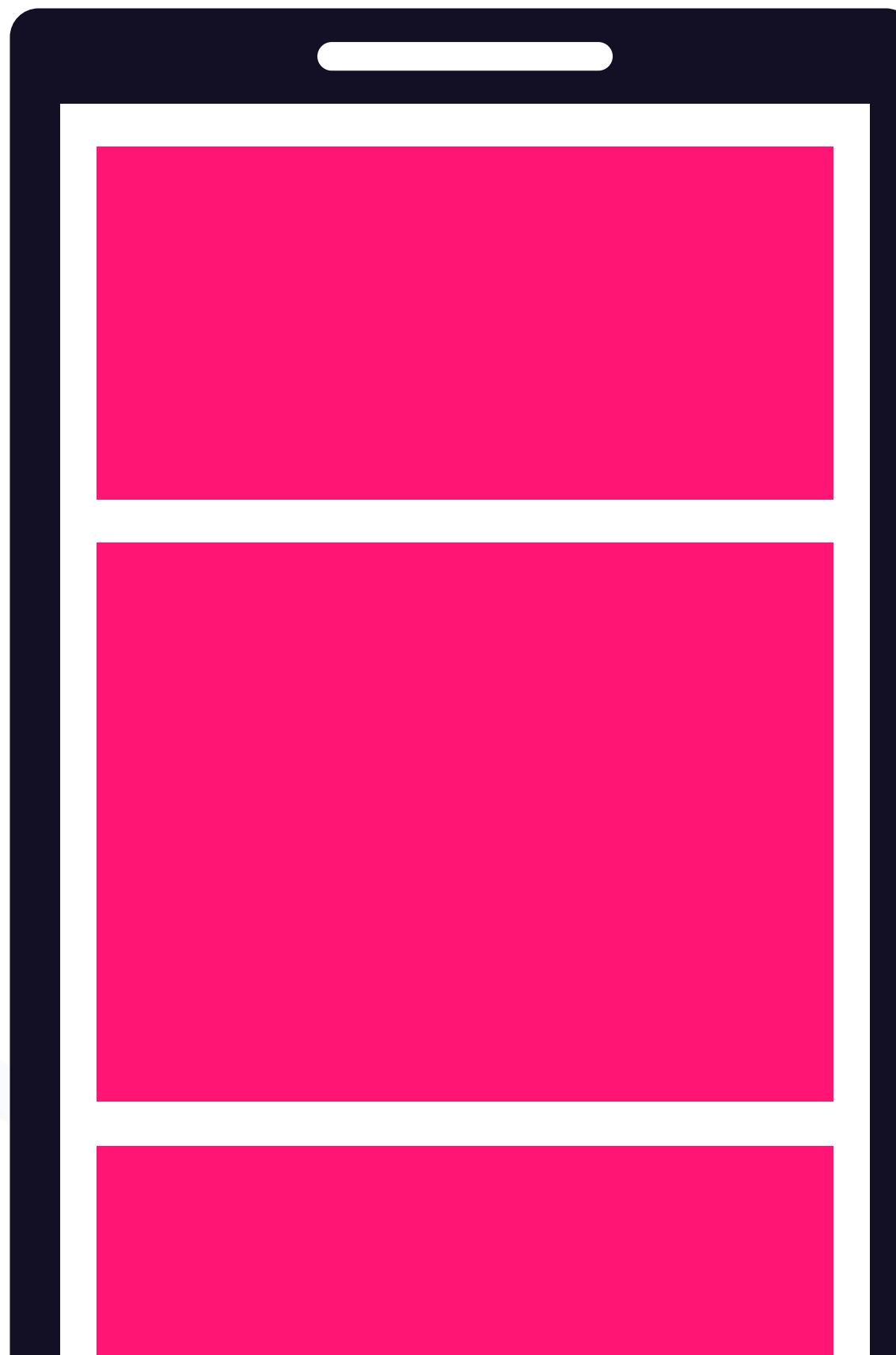
Single-Column Layout



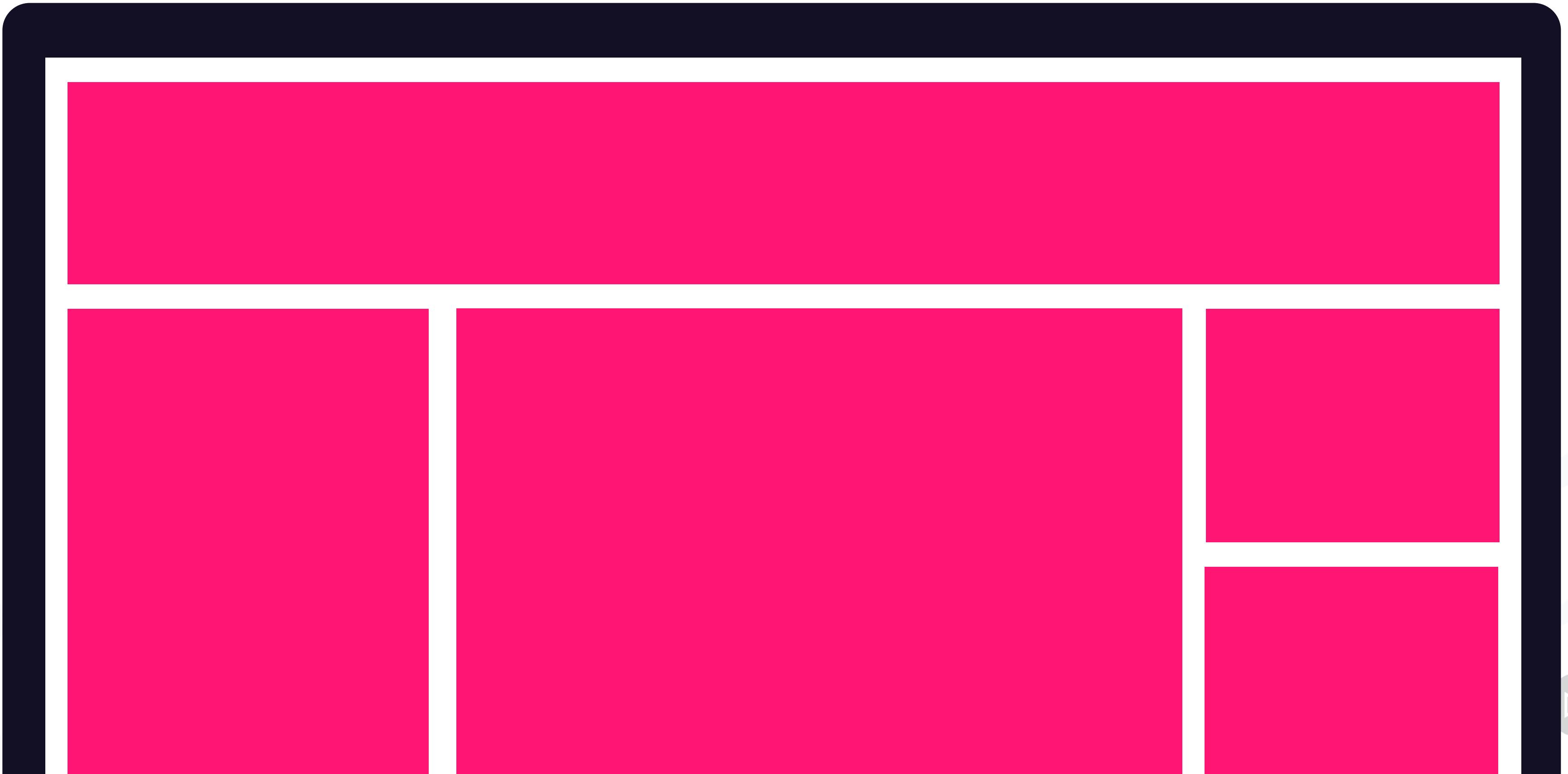
Single-Column Layout



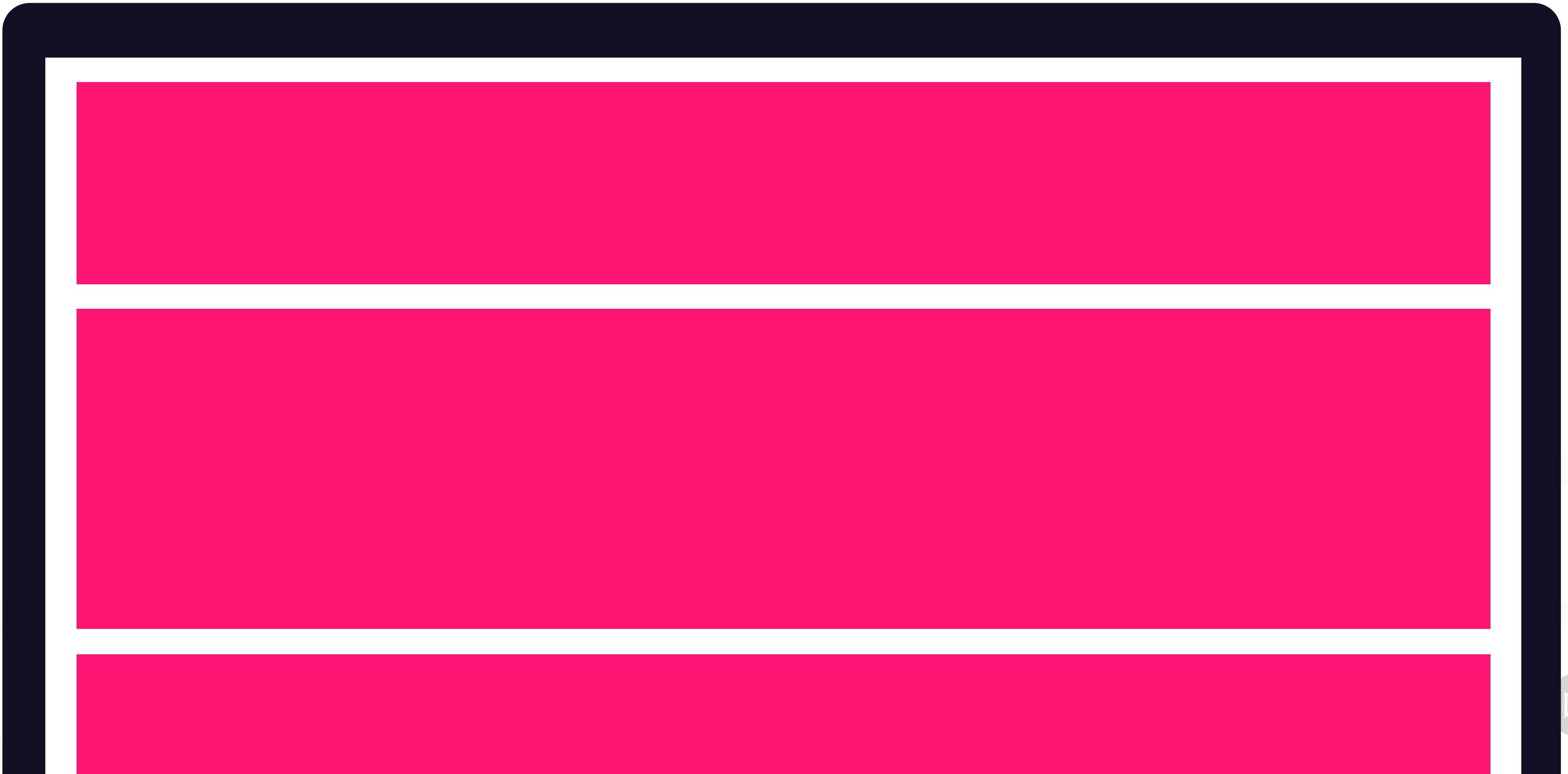
Single-Column Layout



Single-Column Layout



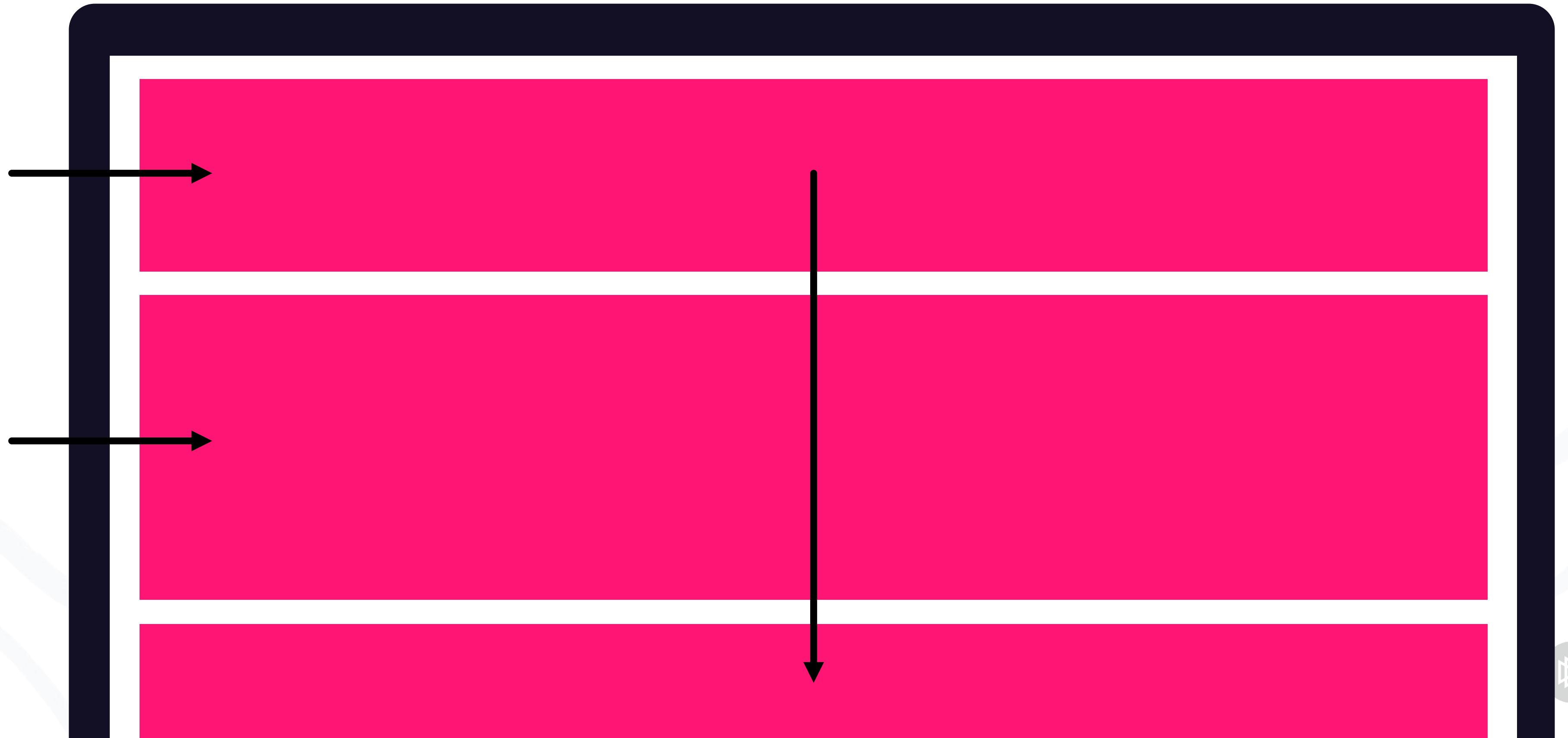
Single-Column Layout



Single-column layouts are easy to scan



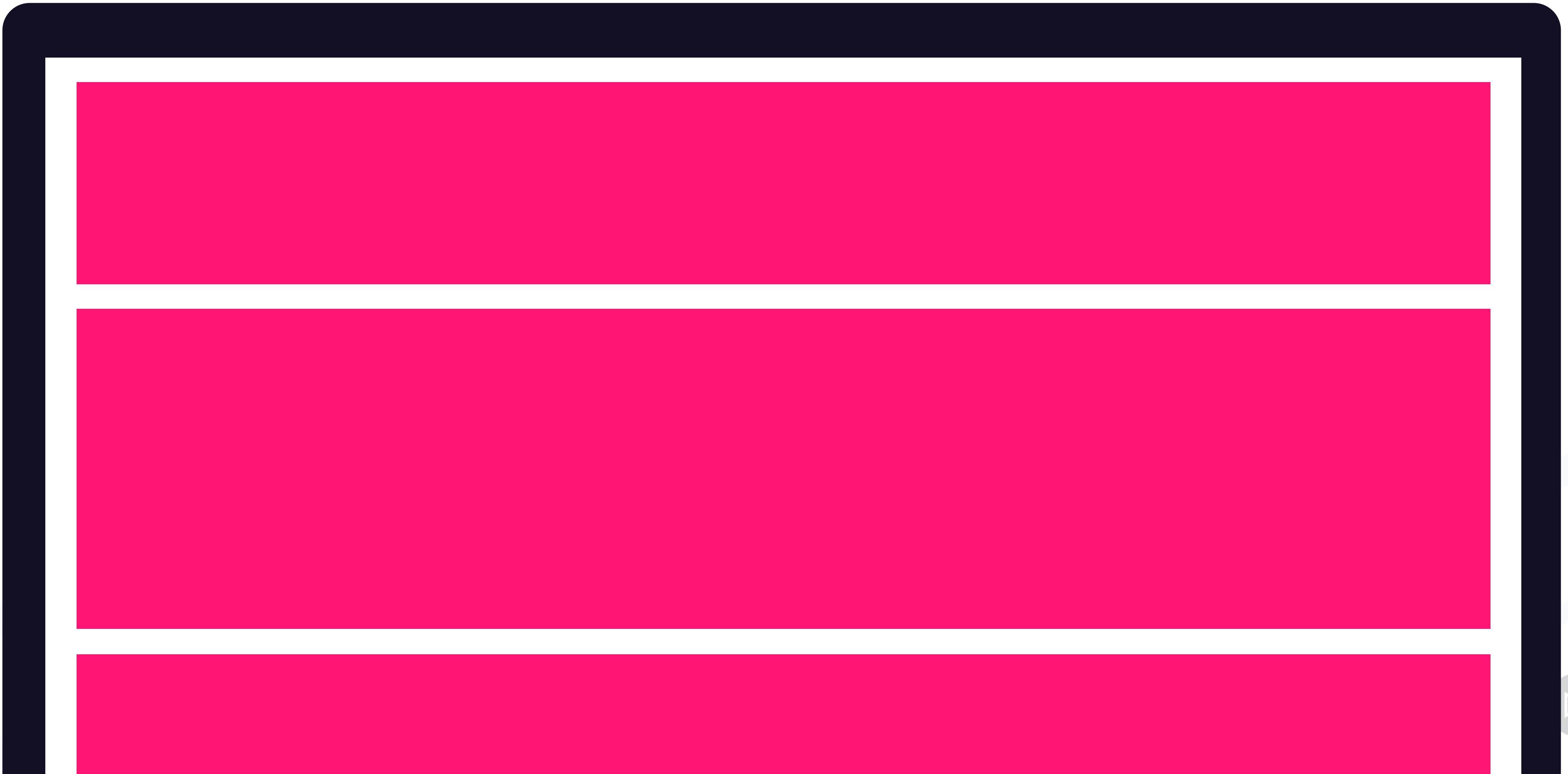
Single-Column Layout



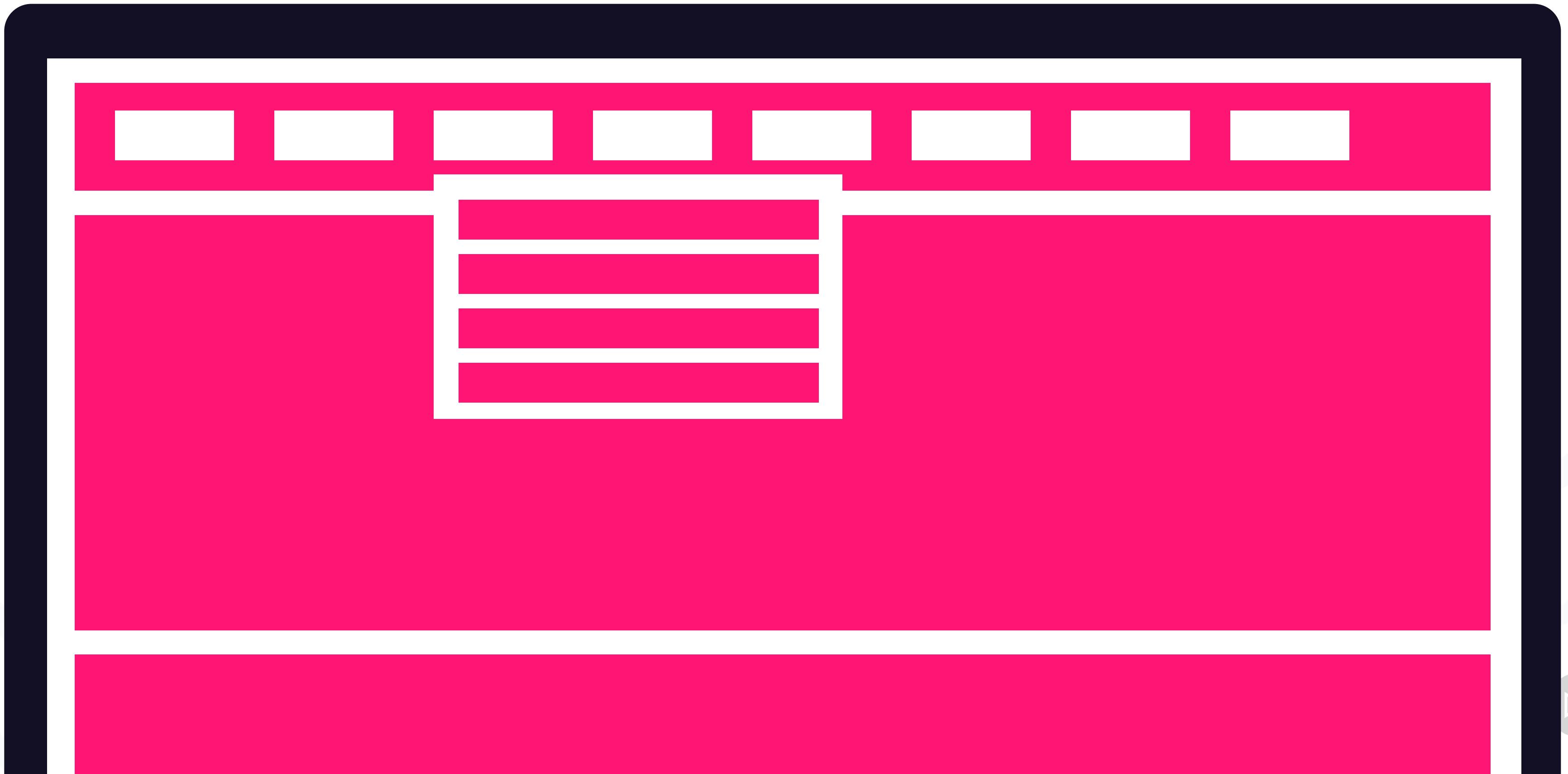
Single-Column Layout



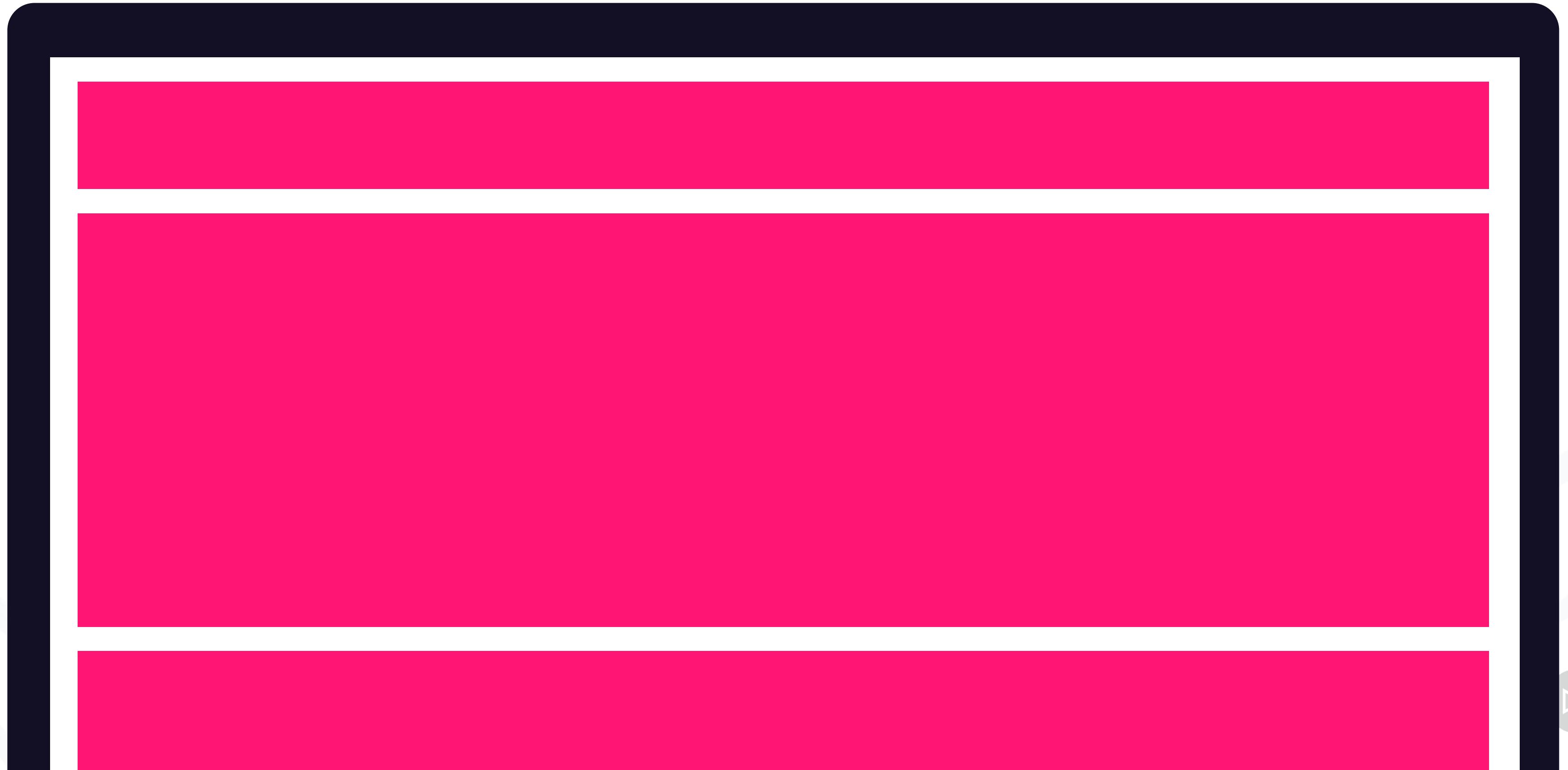
Single-Column Layout



Fixed Sidebar Layout



Fixed Sidebar Layout



Fixed Sidebar Layout



Fixed Sidebar Layout



Fixed Sidebar Layout



Holy Grail Layout



Some notes on common layouts

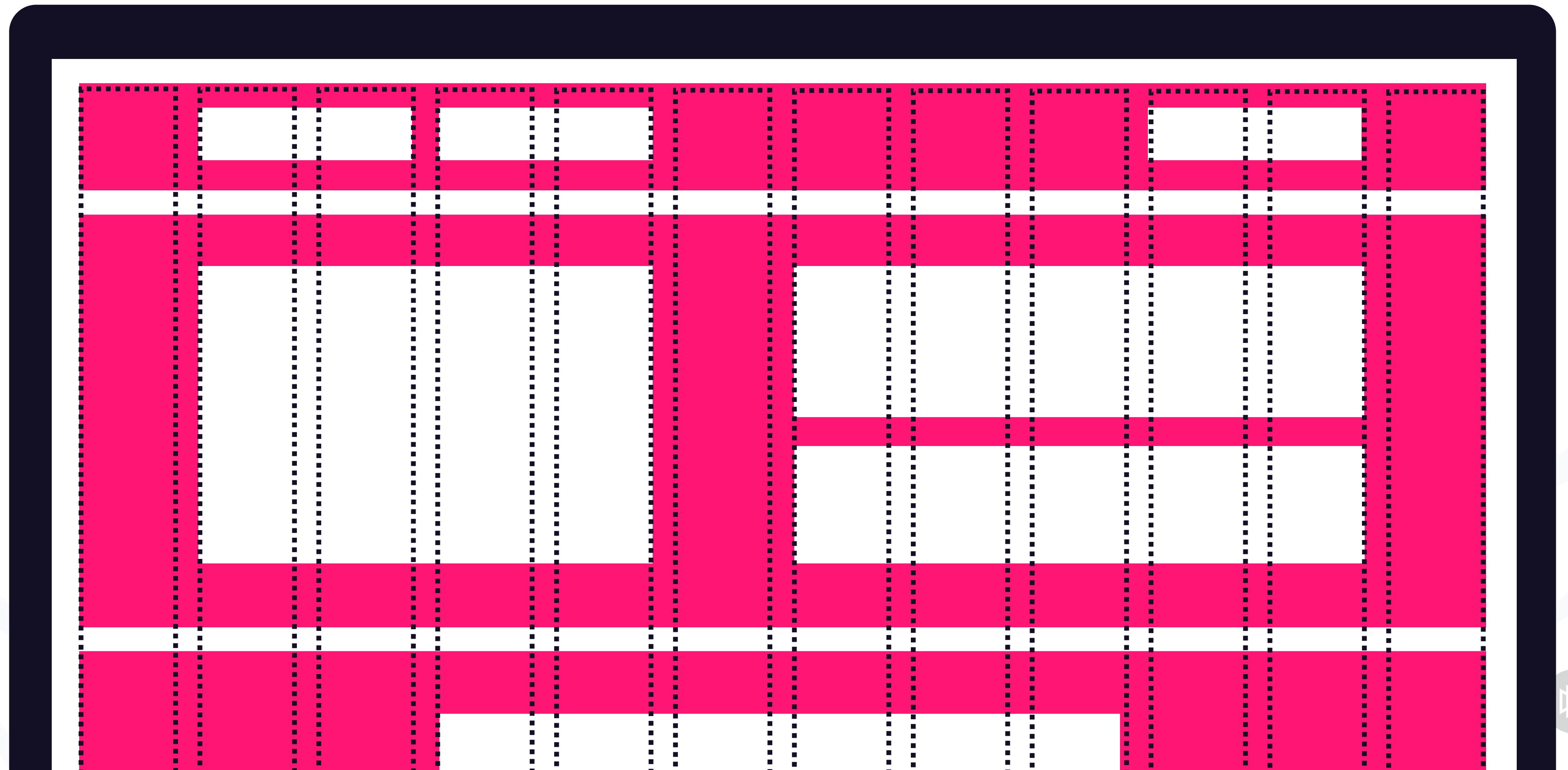
Layout columns are different from grid columns

There can be variety within categories

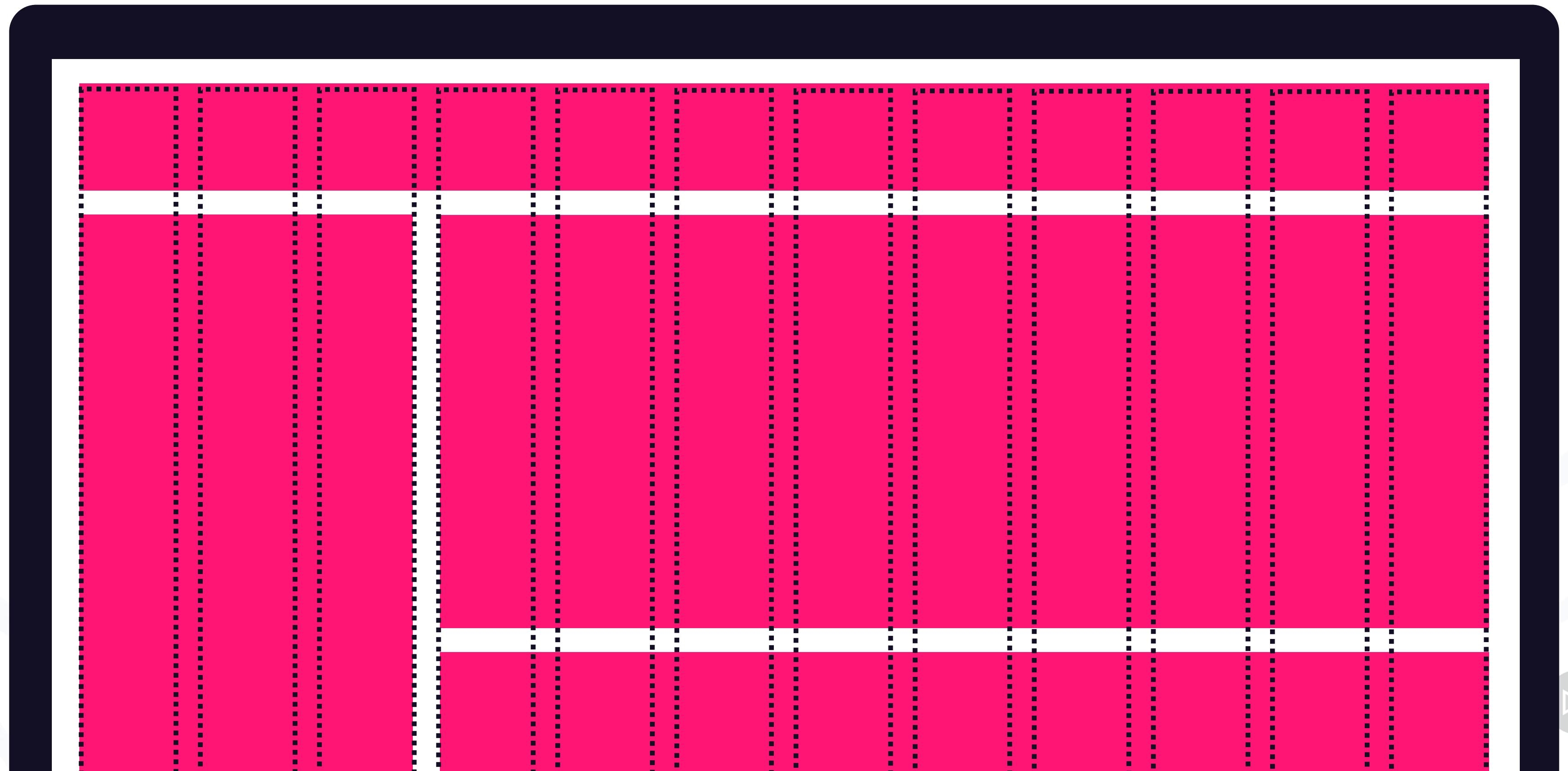
Predicting where a user will look gets harder when you add columns



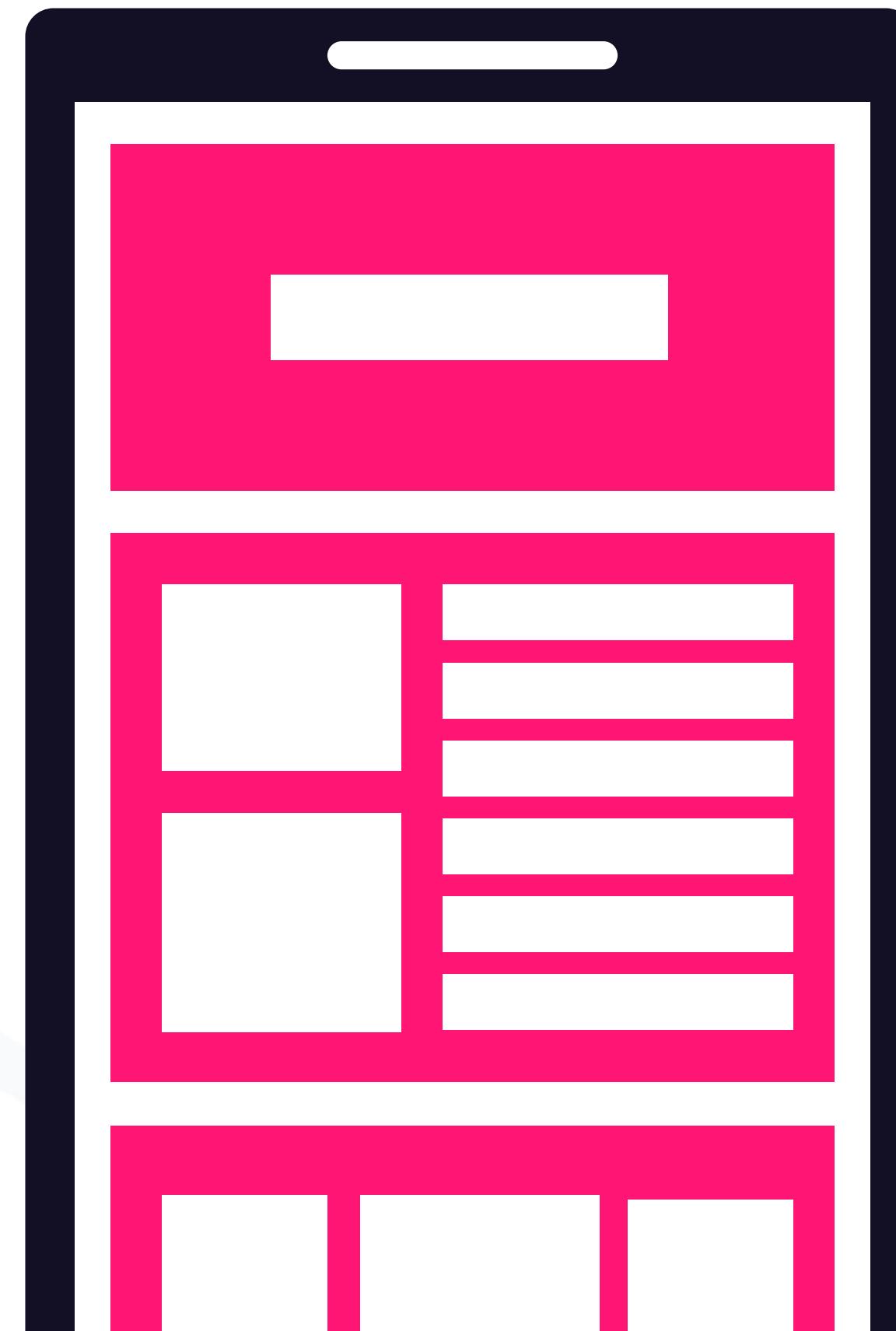
Grid Columns and Layout Columns



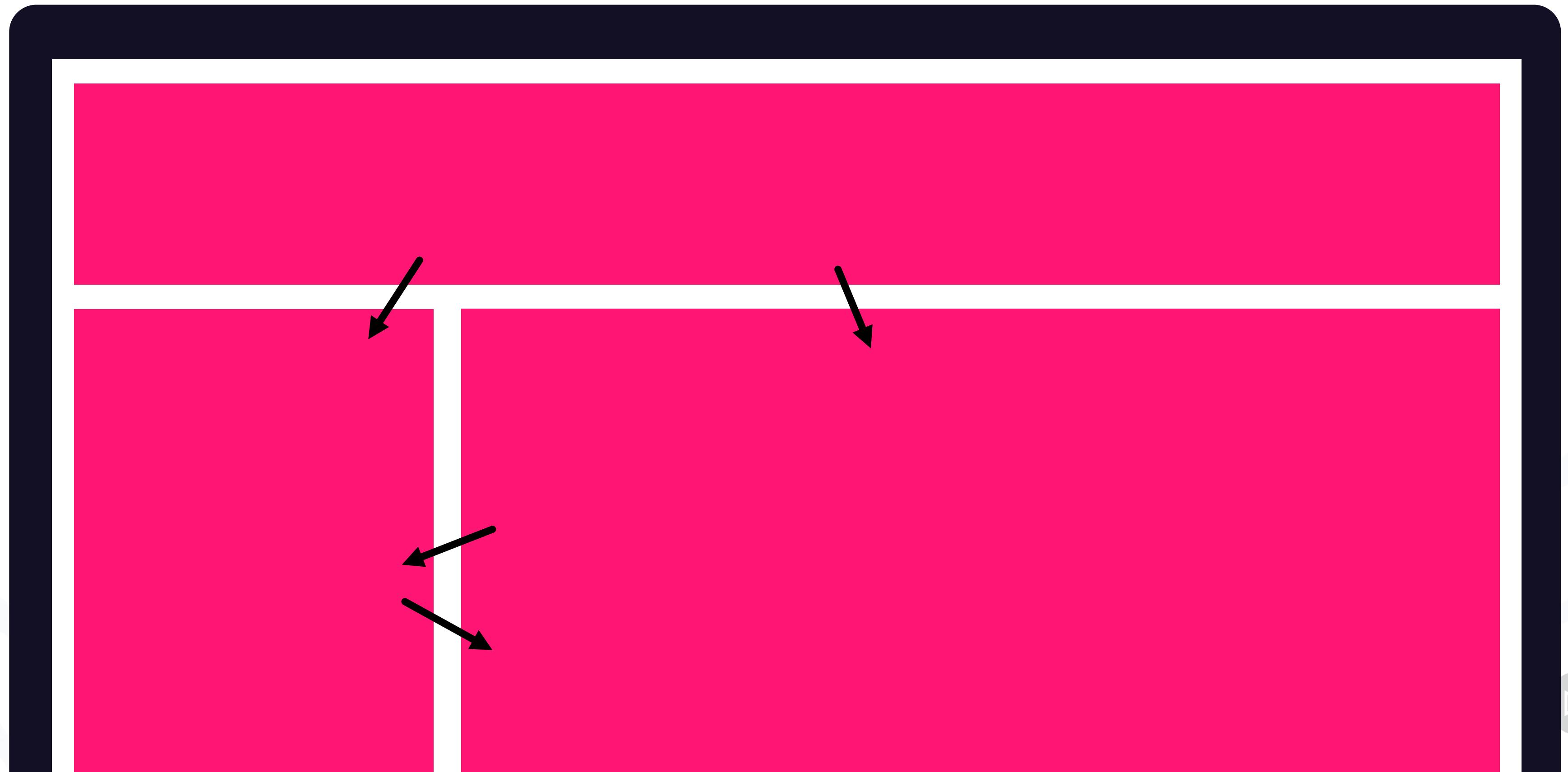
Grid Columns and Layout Columns



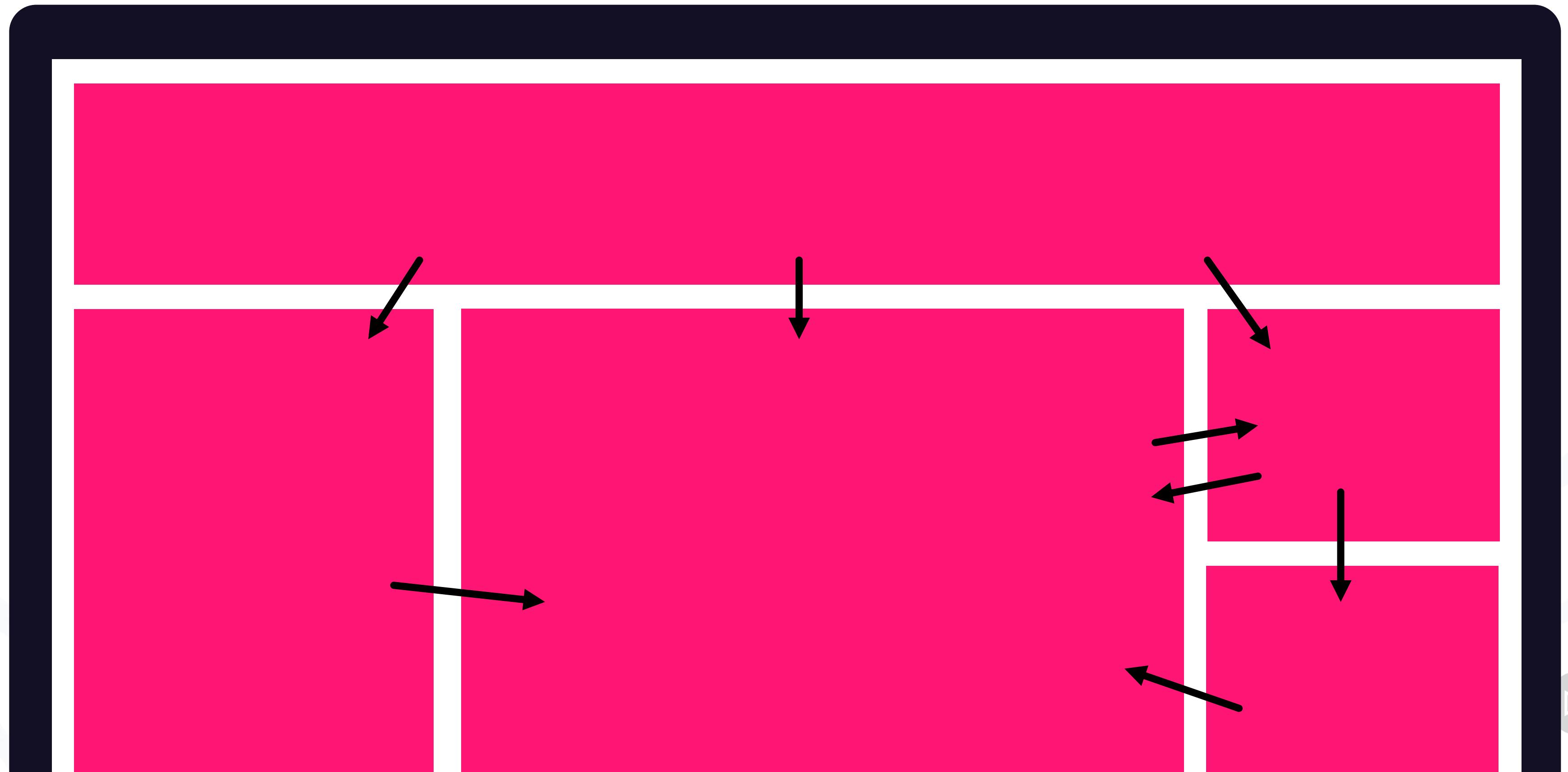
Variety Within Single-Column Layouts



More Columns, More Places to Look



More Columns, More Places to Look



How to Draw a User's Eye

Typography

Visual weight

White space

Many other techniques...



What do I want the user to look at first?



Up Next:

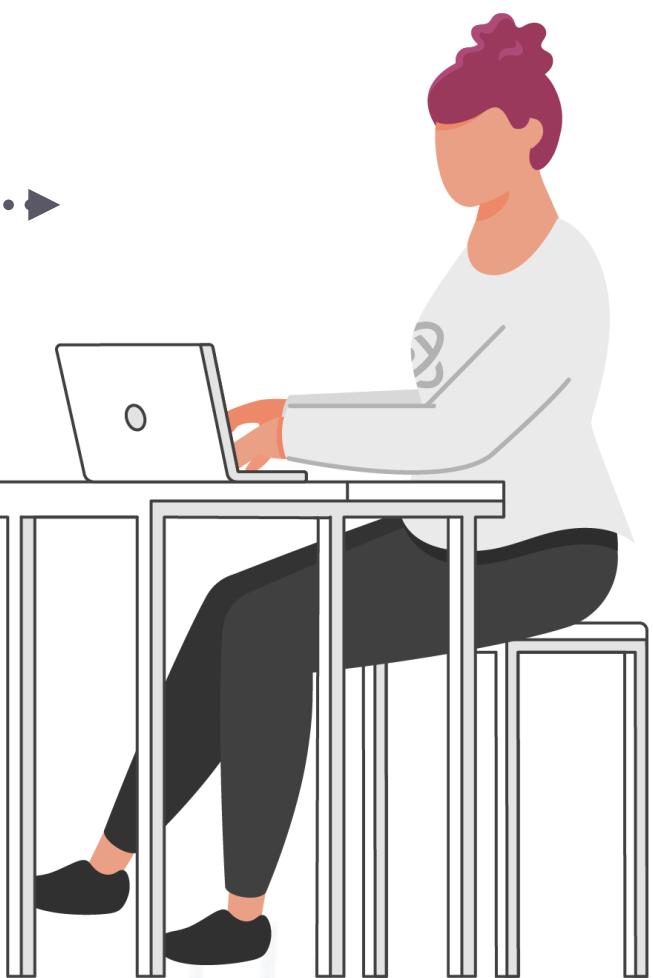
Designing a Layout In Action





Designing a Layout In Action





Requirement Gathering



Pages:

1. About the Shop
2. Pies
3. Access
4. Home

Design:

Use this logo



Fonts: Unknown

Style: Friendly, traditional



Criticism comes more
naturally than creation



Completed Wireframe

This wireframe shows the layout of the homepage. At the top left is a three-line menu icon. To its right is a white rectangular box labeled "Logo". Below the logo is a "Hero Image" placeholder. Underneath the hero image is a text area containing "Some interesting line to summarize Bethany's Pie Shop". Below this text is a section titled "About Bethany" with a short description and a "About" button. A horizontal line separates this from the next section. The next section is titled "Pies" and contains a grid of pie images. Below this grid is a "Our Pies" button. A horizontal line separates this from the final section. The final section is titled "Visit Us" and contains a "Visit Us" button. At the bottom is a black footer bar with the copyright notice "Copyright 2023, Bethany's Pie Shop" and a navigation menu with links to "Home", "About", "Pies", and "Access".

Logo

Hero Image

Some interesting line to summarize Bethany's Pie Shop

About Bethany

About

Pies

Our Pies

Visit Us

Visit Us

Copyright 2023, Bethany's Pie Shop

Home
About
Pies
Access

This wireframe shows the layout of the "Pies" page. At the top right are two navigation links: "Pies" and "About". Below this is a large text area containing "Some interesting line to summarize Bethany's Pie Shop". To the right of this text is a sidebar with a title "About Bethany" and a "About" button. Below the sidebar is a section titled "Pies" with a grid of pie images. At the bottom of this section is a "Our Pies" button. A horizontal line separates this from the final section. The final section is titled "Visit Us" and contains a "Visit Us" button. To the right of the "Visit Us" button are two sections: "Address" and "Hours", each with a grid of placeholder text. At the bottom is a black footer bar with the copyright notice "Copyright 2023, Bethany's Pie Shop" and a navigation menu with links to "Home", "About", "Pies", and "Visit Us".

Pies

About

Some interesting line to summarize Bethany's Pie Shop

About Bethany

About

Pies

Our Pies

Visit Us

Visit Us

Address

Hours

Copyright 2023, Bethany's Pie Shop

Home
About
Pies
Visit Us



Wireframe Validation



I like it!
More pictures, especially pies
No picture in Visit Us on mobile
About section about Shop



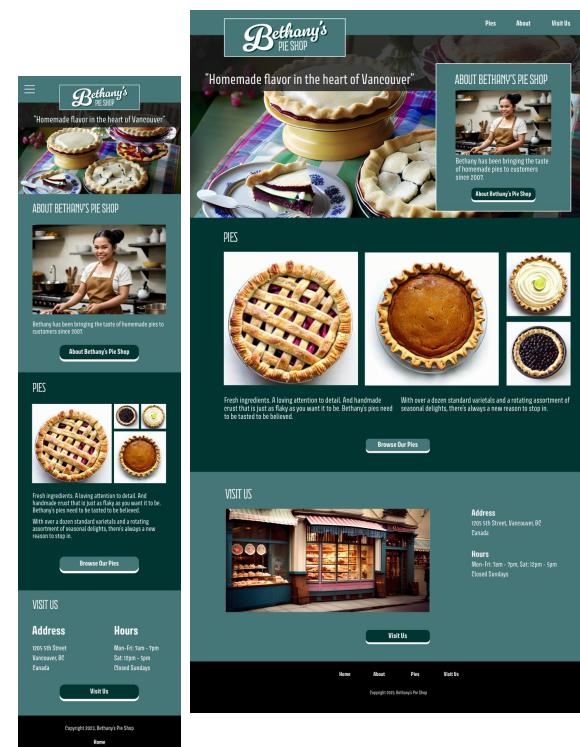
Completed Mockups (Draft 1)

The mobile mockup displays the Bethany's Pie Shop website's homepage. At the top is the logo "Bethany's PIE SHOP" with the tagline "Homemade flavor in the heart of Vancouver". Below this is a grid of three pie images. A sidebar on the left contains sections for "ABOUT BETHANY'S PIE SHOP" featuring a photo of Bethany and a brief history, and "PIES" with images of various pie types. A "Browse Our Pies" button is located at the bottom of this sidebar. The main content area includes a "VISIT US" section with address and hours information, and a "Copyright 2023, Bethany's Pie Shop" footer.

The desktop mockup shows the Bethany's Pie Shop website's homepage. It features a large banner with the tagline "Homemade flavor in the heart of Vancouver" and a photo of Bethany in the kitchen. To the right is a "ABOUT BETHANY'S PIE SHOP" box with a photo and text about the shop's history. Below the banner is a "PIES" section displaying four different pie images. A descriptive paragraph highlights the use of fresh ingredients and handmade crust. A "Browse Our Pies" button is located below the pie images. The bottom half of the page includes a "VISIT US" section with a photo of the storefront and detailed address and hours information, along with a "Visit Us" button. The footer contains standard navigation links: Home, About, Pies, and Visit Us, along with a copyright notice.



Mockup Validation



Way too much green!



Mockup Validation



The image shows two versions of a website for "Bethany's Pie Shop". The left version is a mobile or tablet layout, and the right version is a desktop layout. Both pages feature the shop's name in a logo, a banner with a photo of a pie, and sections for "About", "Pies", and "Visit Us". The desktop version includes a navigation bar with "Pies", "About", and "Visit Us". A dotted arrow points from the mobile view to the desktop view, indicating a responsive design transition.

Looks good!



Completed Mockups



PIES

Fresh ingredients. A loving attention to detail. And handmade crust that is just as flaky as you want it to be. Bethany's pies need to be tasted to be believed.

With over a dozen standard varietals and a rotating assortment of seasonal delights, there's always a new reason to stop in.

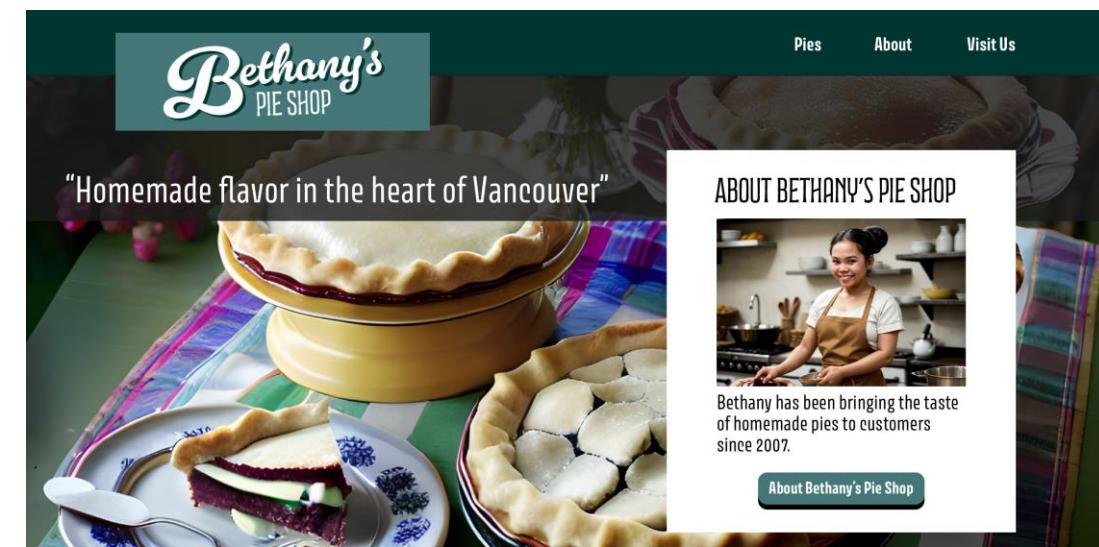
[Browse Our Pies](#)

VISIT US

Address
1205 5th Street
Vancouver, BC
Canada

Hours
Mon-Fri: 7am - 7pm
Sat: 12pm - 5pm
Closed Sundays

[Visit Us](#)



PIES

Fresh ingredients. A loving attention to detail. And handmade crust that is just as flaky as you want it to be. Bethany's pies need to be tasted to be believed.

With over a dozen standard varietals and a rotating assortment of seasonal delights, there's always a new reason to stop in.

[Browse Our Pies](#)

VISIT US

Address
1205 5th Street
Vancouver, BC
Canada

Hours
Mon-Fri: 7am - 7pm
Sat: 12pm - 5pm
Closed Sundays

[Visit Us](#)



Benefits of Design Workflow

For Me

Unlikely to have large change requests

Easy to make changes while designing

For Bethany

Three updates in first few days

Feels like the page is coming together

Feels like she will be satisfied



Up Next:

Clean Code



Clean Code and Accessibility



Matt Henry

VP, Product and Independent Developer

www.fancymatt.com

Course Overview

The Responsive Layout Process

Designers and Frontend Developers

Layout Principles and Patterns



Clean Code and Accessibility

Flexbox and Grid

Building a Responsive Layout

Building Responsive Components



You will read more code
than you'll write



What You're Doing When You're Making a Website

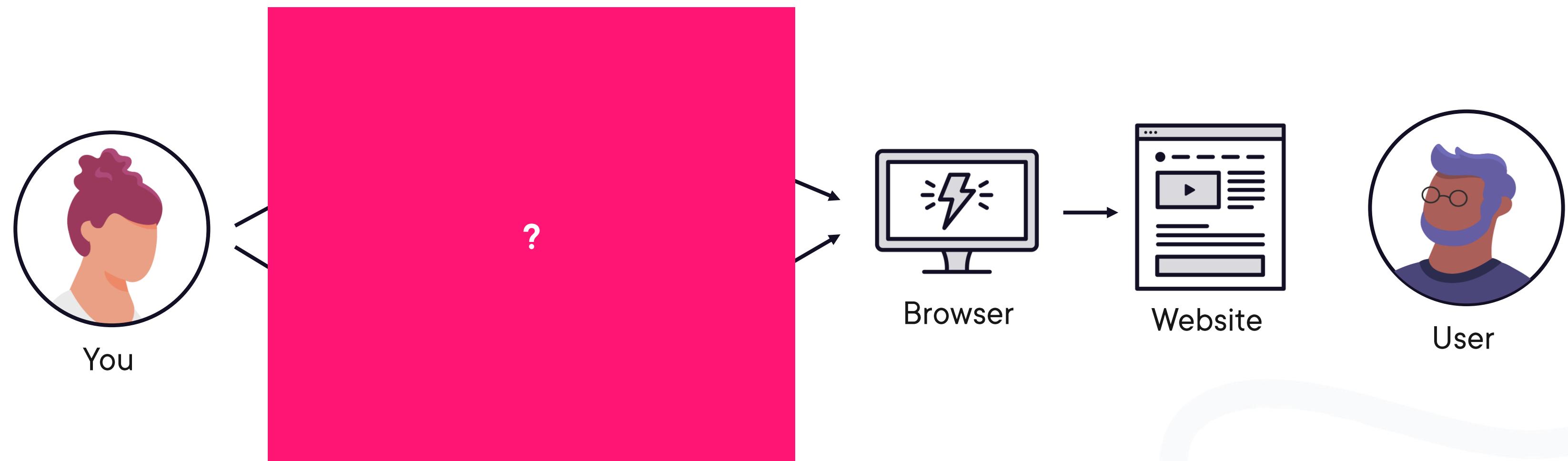
Telling a computer
what to do

Communicating to
humans working on
your project

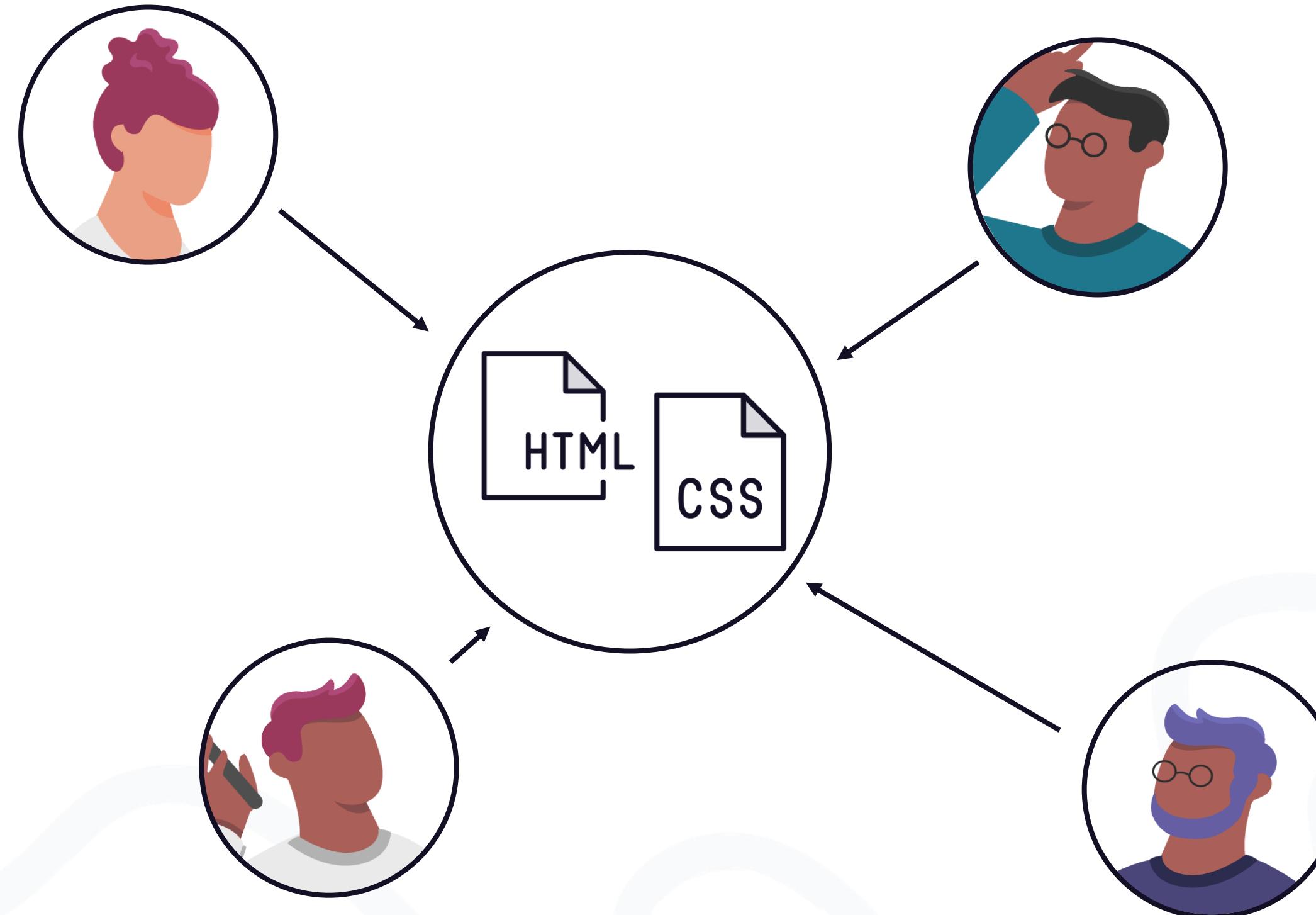
Building a system



Frontend Developers Tell Computers What to Do



Frontend Developers Communicate with Developers



**Implementing web layouts
requires you to decide how
to structure your project**



Frontend Developers Create a System

Small Questions (How to?)

How to center an element?

How to implement a tooltip?

How to create a modal?

How to open a link
in a new window?

How to open a link in a new window?

Big Questions (How should?)

How should I name classes?

How should I separate
logic from structure?

How should I organize styles?

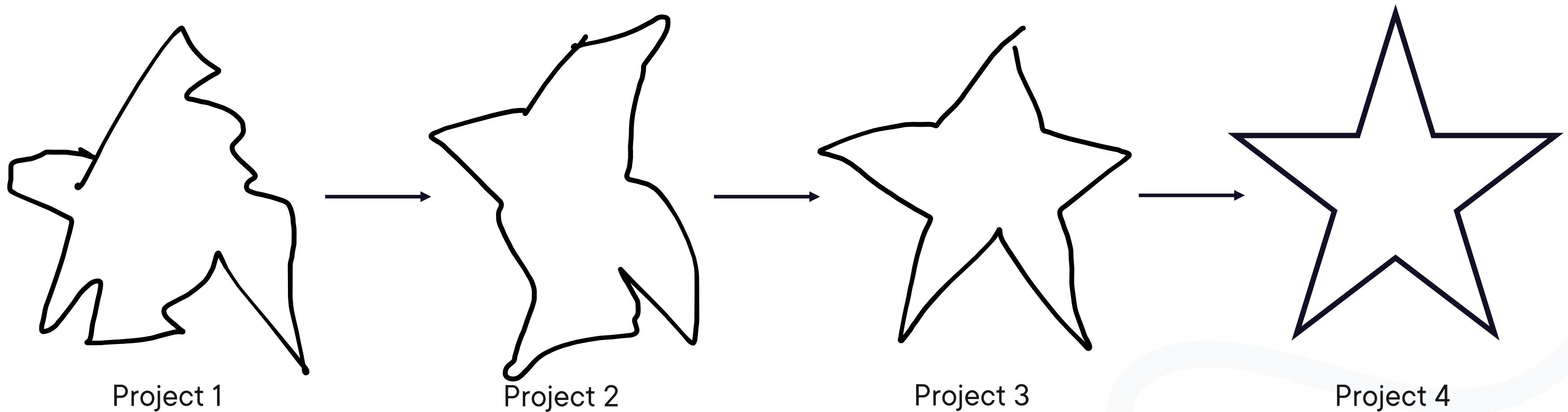
How to minify
CSS?

How to change
unordered list bullets?

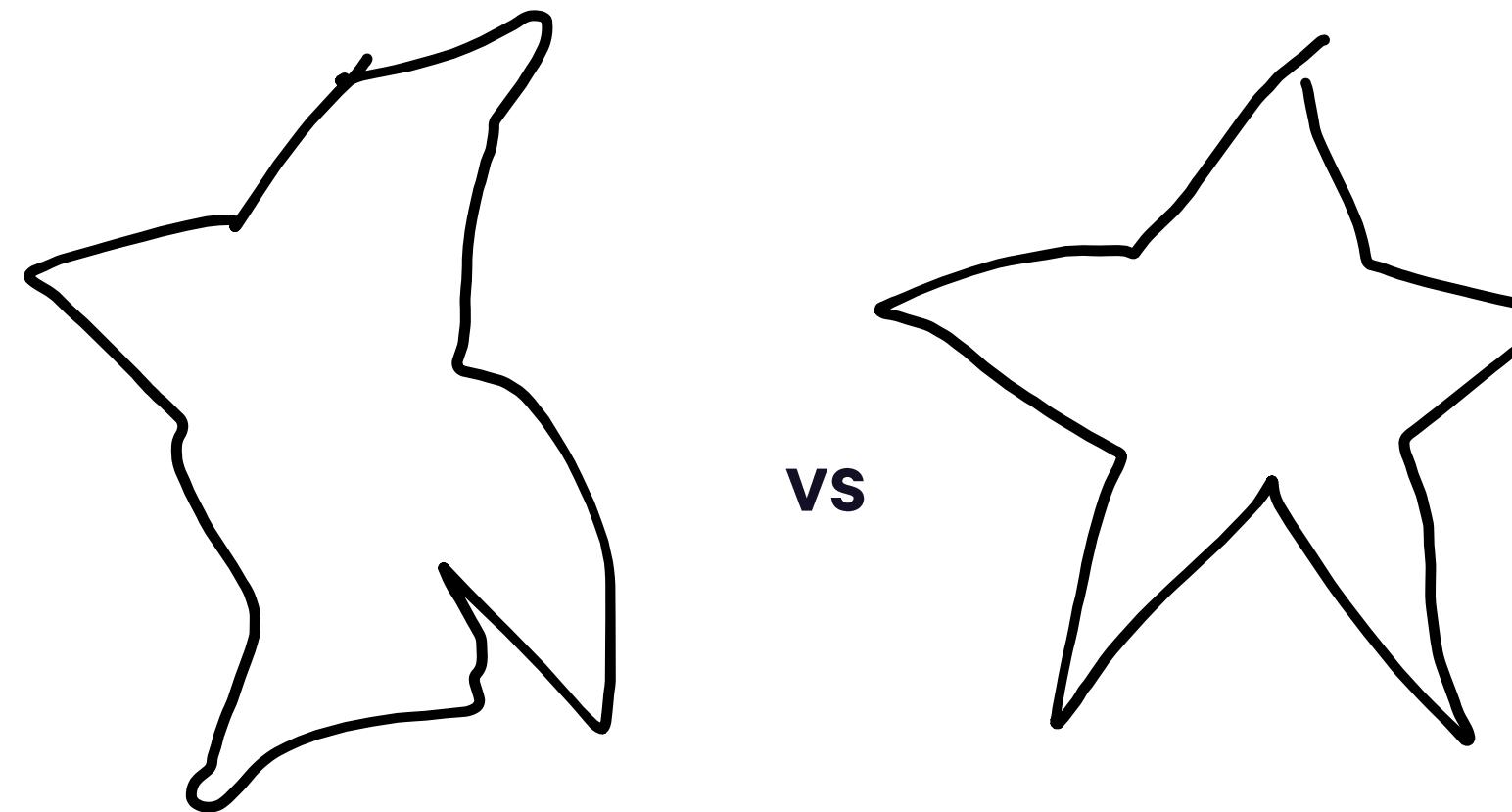
How to change style when mousing over?



Learning The Importance of Clean Systems



Learning The Importance of Clean Systems



Does this make it easier or harder
to read and edit my code?



Overview: Clean Code

What Makes Clean Code?

Clean HTML

Web Standards and Accessibility

Semantic HTML and ARIA

Clean CSS

CSS Naming Conventions

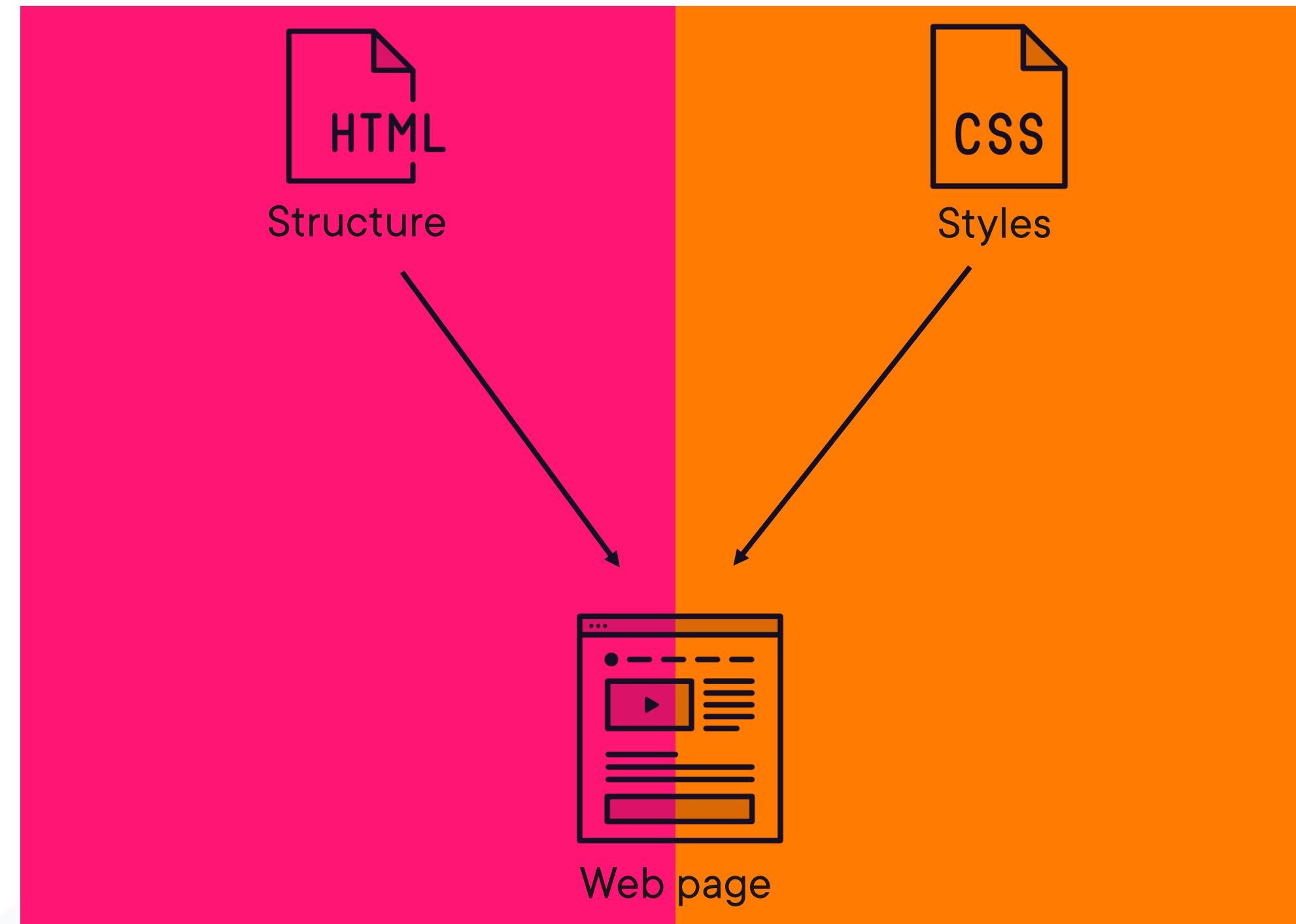


Up Next:

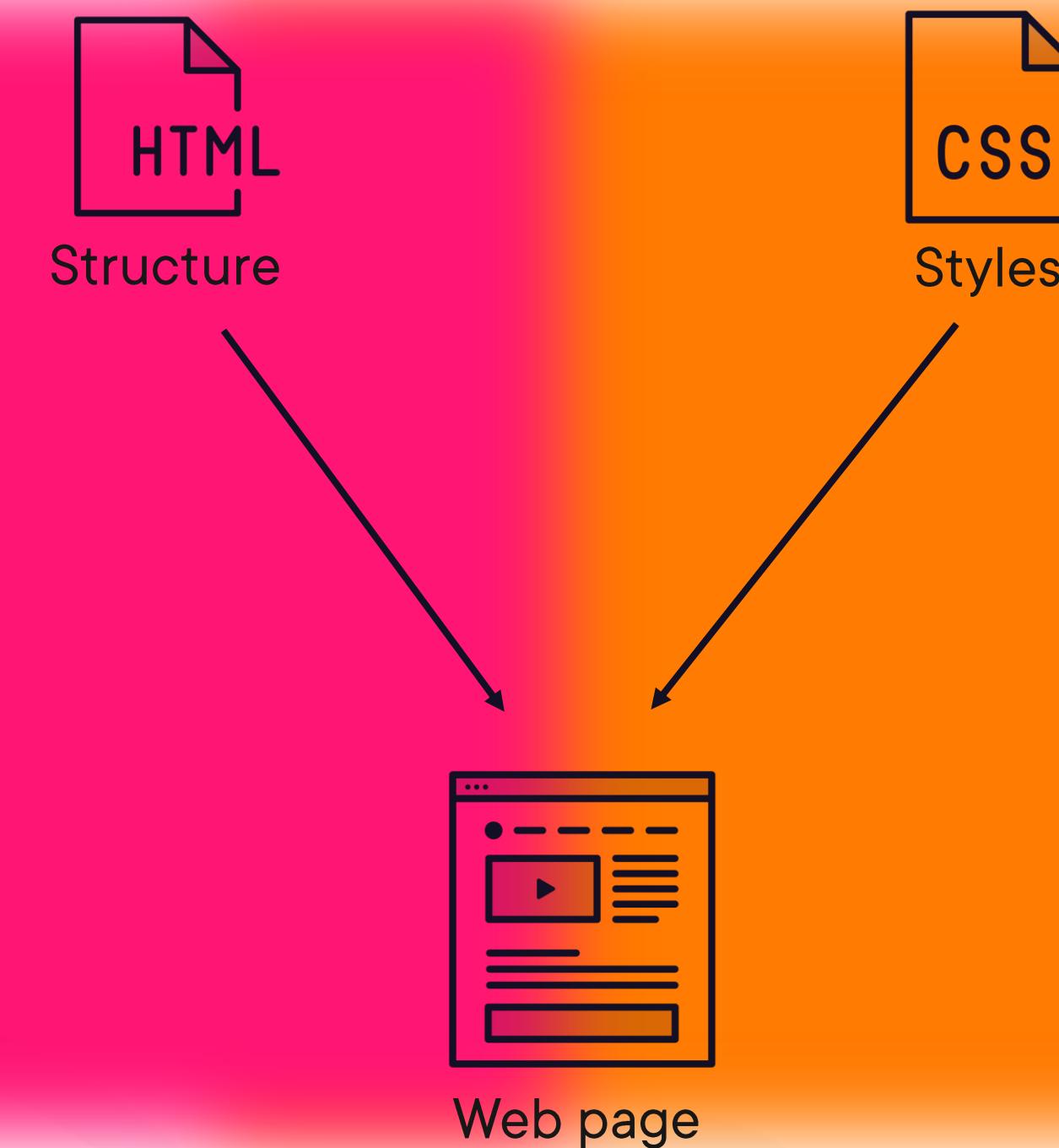
Clean HTML



Boundaries Between HTML and CSS



Boundaries Between HTML and CSS



PIES



Fresh ingredients. A loving attention to detail. And



Same Element on Mobile vs Desktop

PIES



Fresh ingredients. A loving attention to detail. And

PIES



Fresh ingredients. A loving attention to detail. And handmade crust that is just as flaky as you want it to be. Bethany's pies need to be tasted to be believed.

With over a dozen standard varietals and a rotating assortment of seasonal delights, there's always a new reason to stop in.



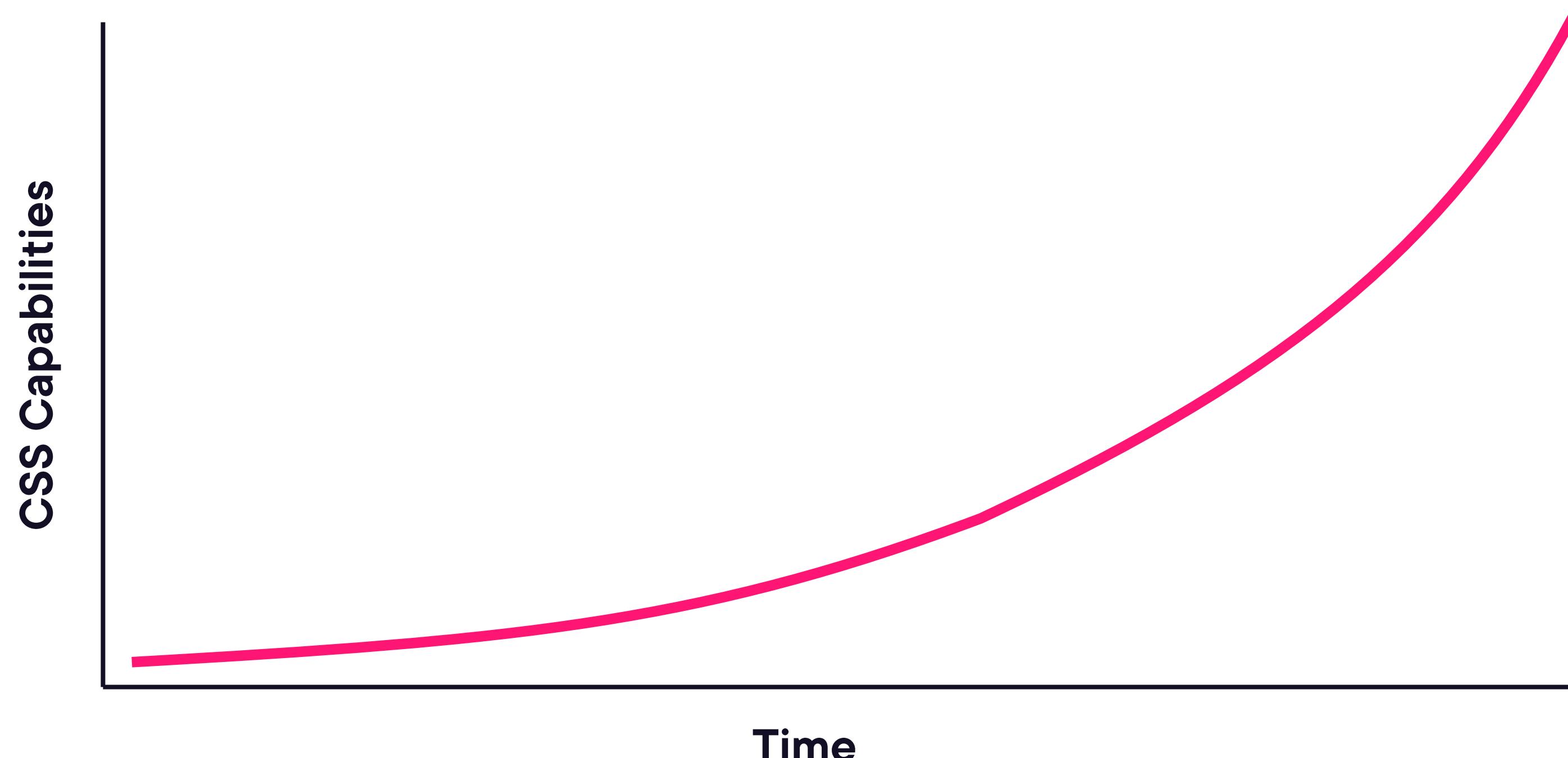
Goals of Clean HTML

Avoid overcomplicating markup
so your CSS can be simple

Embed meaning into your markup



CSS Capabilities Over Time



The Simplicity-First Workflow



Semantic Markup

Markup which is aligned with the meaning of elements in a document



The Purpose of Markup

Bethany's Pie Shop Pies About Visit Us Homemade flavor in the heart of Vancouver About Bethany's Pie Shop Bethany has been bringing the taste of homemade pies to customers since 2007. About Bethany's Pie Shop Pies Fresh ingredients. A loving attention to detail. And handmade crust that is just as flaky as you want it to be. Bethany's pies need to be tasted to be believed.) With over a dozen standard varietals and a rotating assortment of seasonal delights, there's always a new reason to stop in.) Browse Our Pies Visit Us Address 1205 5th Street Vancouver, BC Canada Hours Mon-Fri: 7am – 7pm Sat: 12pm – 5pm Closed Sundays Visit Us Copyright 2023 Bethany's Pie Shop



Why Use Semantic Markup?

Ease of styling

Accessibility



**The more clearly we convey
the meaning in our
document, the easier we
can write styles**



How to Put Meaning Into Your Document

Use the right element

Name classes and IDs



Semantic Elements

article

footer

time

aside

details

header

nav

section

mark

main

figcaption

summary

figure



Use the Right Element

Bethany's Pie Shop Pies About Visit Us Homemade flavor in
the heart of Vancouver About Bethany's Pie Shop Bethany,
has been bringing the taste of homemade pies to customers
since 2007. About Bethany's Pie Shop **Pies Fresh ingredients.**
A loving attention to detail. And handmade crust that is just
as flaky as you want it to be. Bethany's pies need to be tasted
to be believed. With over a dozen standard varietals and a
rotating assortment of seasonal delights, there's always a new
reason to stop in. Browse Our Pies Visit Us Address **1205 5th**
Street Vancouver, BC Canada Hours Mon-Fri: 7am – 7pm Sat:
12pm – 5pm Closed Sundays Visit Us Copyright 2023
address **Bethany's Pie Shop**

main



**Naming things is one of the
most important tasks of a coder**



Name Classes and IDs

.featured-post

Bethany's Pie Shop Pies About Visit Us Ring in the New Year with Limited-Time Pies! As you count down to the start of 2024, grab a plate of our unique Cookie Crumble or Banana Nut Pie. Read more Bethany's Pie Shop Now Features Nut-Free Options We get it. Nut allergies can make finding a safe and delicious dessert a challenge. Now you can choose from one of a dozen of Certified Nut-Free pies. Read more Holiday Closure Bethany's Pie Shop will be closed from December 23 to December 26. Order your holiday pies early to make sure you're not left out in the cold. Read more Visit Us Address 1205 5th Street Vancouver, BC Canada Hours Mon-Fri: 7am – 7pm Sat: 12pm – 5pm Closed Sundays Visit Us Copyright 2023 Bethany's Pie Shop



Name Classes and IDs

.menu-item

Bethany's Pie Shop Pies About Visit Us Menu Apple Pie Slice

4.99 Whole Pie 24.99 Cream Pie Slice 4.99 Whole Pie 24.99

Pumpkin Pie Slice 3.99 Whole Pie 22.99 Chery Pie 5.49 Whole

Pie 27.49 Visit Us Address 1205 5th Street Vancouver BC

.menu-item

Hours Mon-Fri: 7am – 7pm Sat: 12pm –

.menu-item

Su .vegan isit Us Copyright 2023 Bethany's Pie Shop

.vegan

.menu-item



Name Classes and IDs (Bad Examples)

.red-background

Bethany's Pie Shop Pies About Visit Us **Ring in the New Year** with **Limited-Time Pies!** As you count down to the start of 2024, grab a plate of our unique Cookie Crumble or Banana Nut Pie. Read more Bethany's Pie Shop Now Features **Nut-Free Options** We get it. Nut allergies can make finding a safe and delicious dessert a challenge. Now you can choose from one of a dozen of Certified Nut-Free pies. Read more Holiday Closure Bethany's Pie Shop will be closed from December 23 to December 26. Order your holiday pies early to make sure you're not left out in the cold. Read more. **Visit Us Address** 1205 5th Street Vancouver, BC Canada **Hours** Mon-Fri: 7am – 7pm Sat: 12pm – 5pm **Closed Sundays** **Visit Us** Copyright 2023 Bethany's Pie Shop



Up Next:

Web Standards and Accessibility



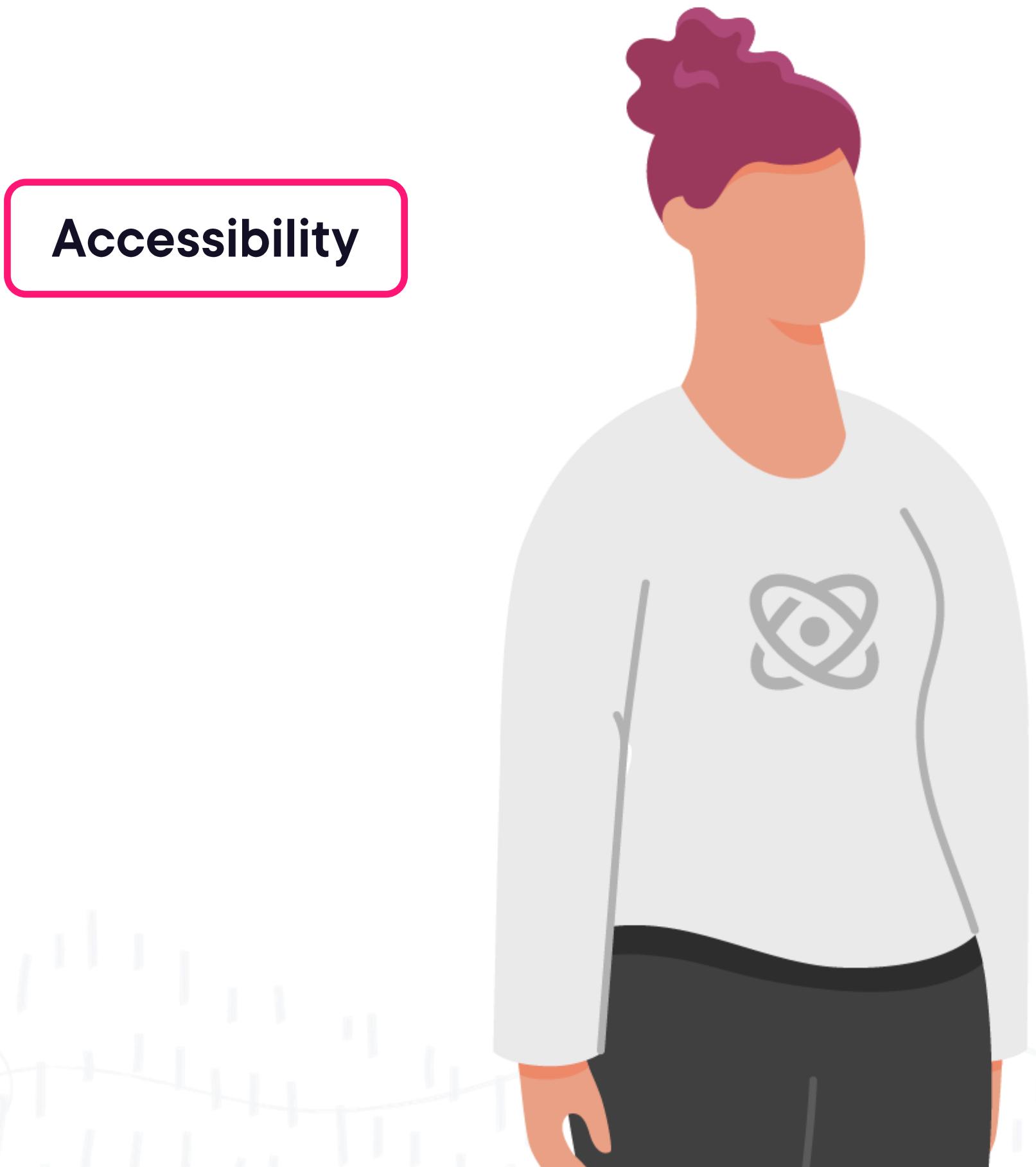
Using the Right Element Leads to Built-in Accessibility

Bethany's Pie Shop Pies About Visit Us Homemade flavor in
the heart of Vancouver About Bethany's Pie Shop Bethany,
has been bringing the taste of homemade pies to customers
since 2007. About Bethany's Pie Shop **Pies Fresh ingredients.**
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as flaky as you want it to be. Bethany's pies need to be tasted
to be believed. With over a dozen standard varietals and a
rotating assortment of seasonal delights, there's always a new
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Street Vancouver, BC Canada Hours Mon-Fri: 7am – 7pm Sat:
12pm – 5pm Closed Sundays Visit Us Copyright 2023
address **Bethany's Pie Shop**

main



Accessibility is Often Ignored by Frontend Developers



React

User Interfaces

V

Usability

Javascript

Perf

SEO

CSS

Maintainability

Security

Version Control

Modularization

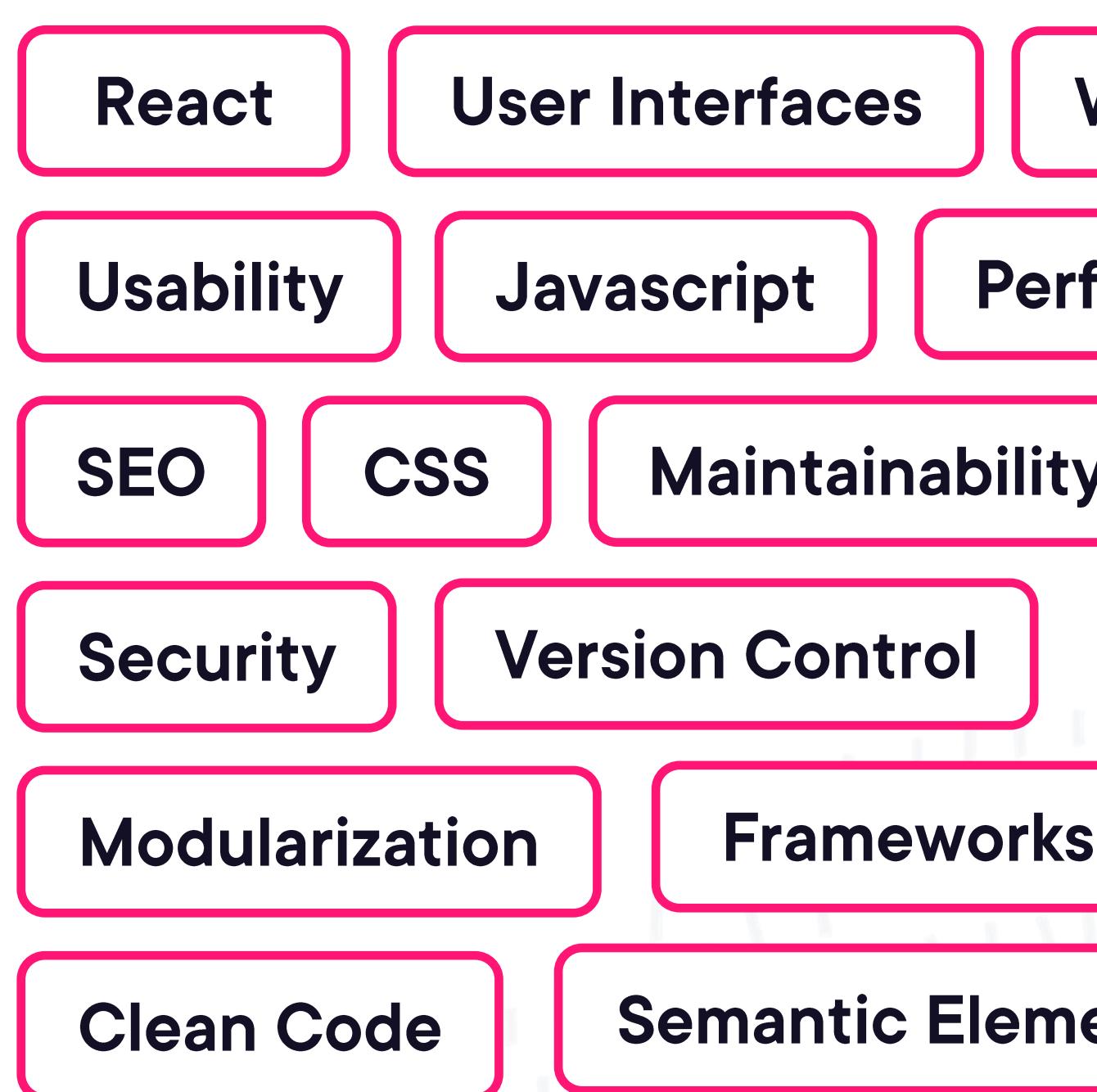
Frameworks

Clean Code

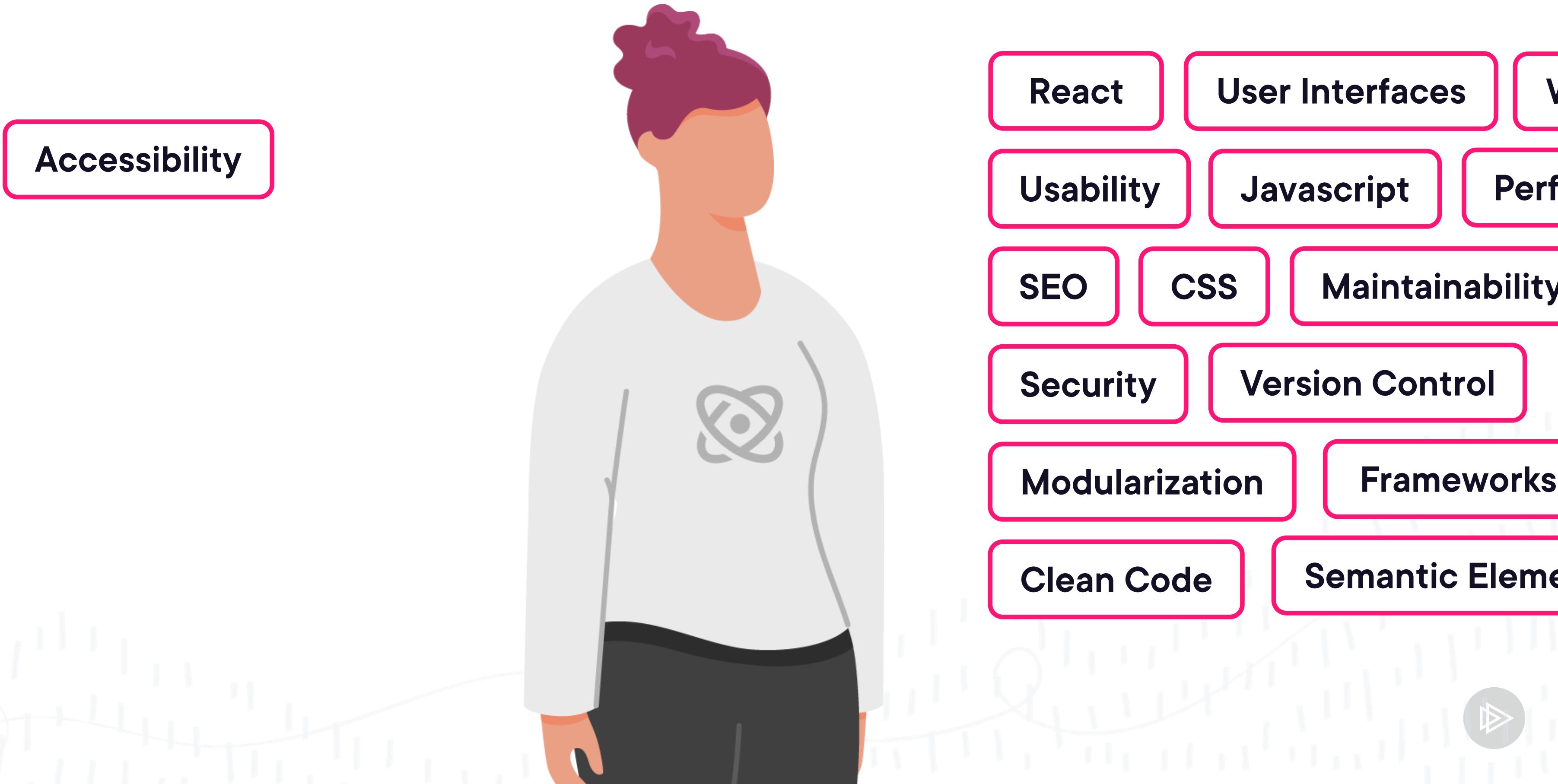
Semantic Element



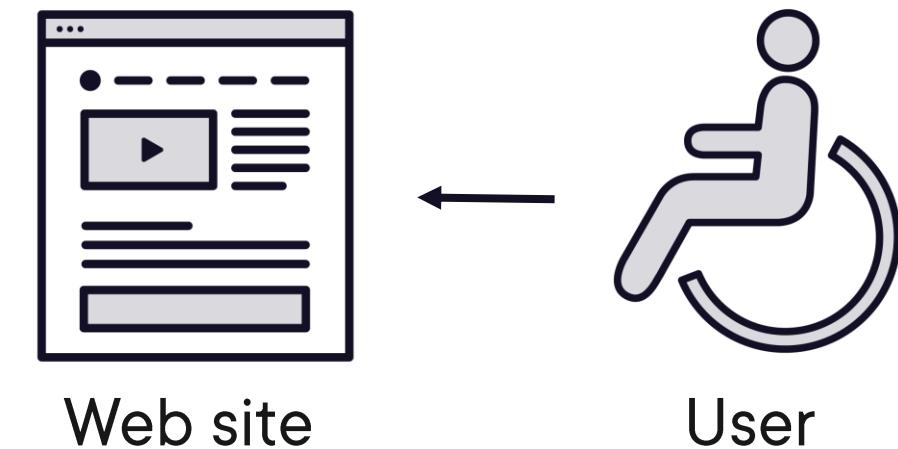
Accessibility is Often Ignored by Frontend Developers



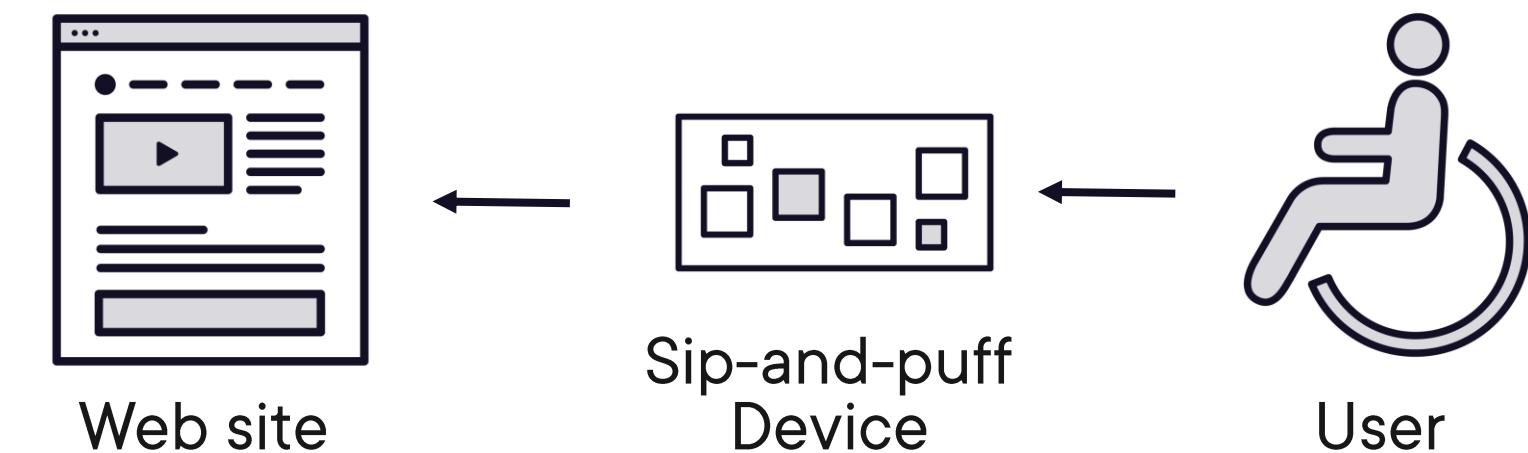
Accessibility is Often Ignored by Frontend Developers



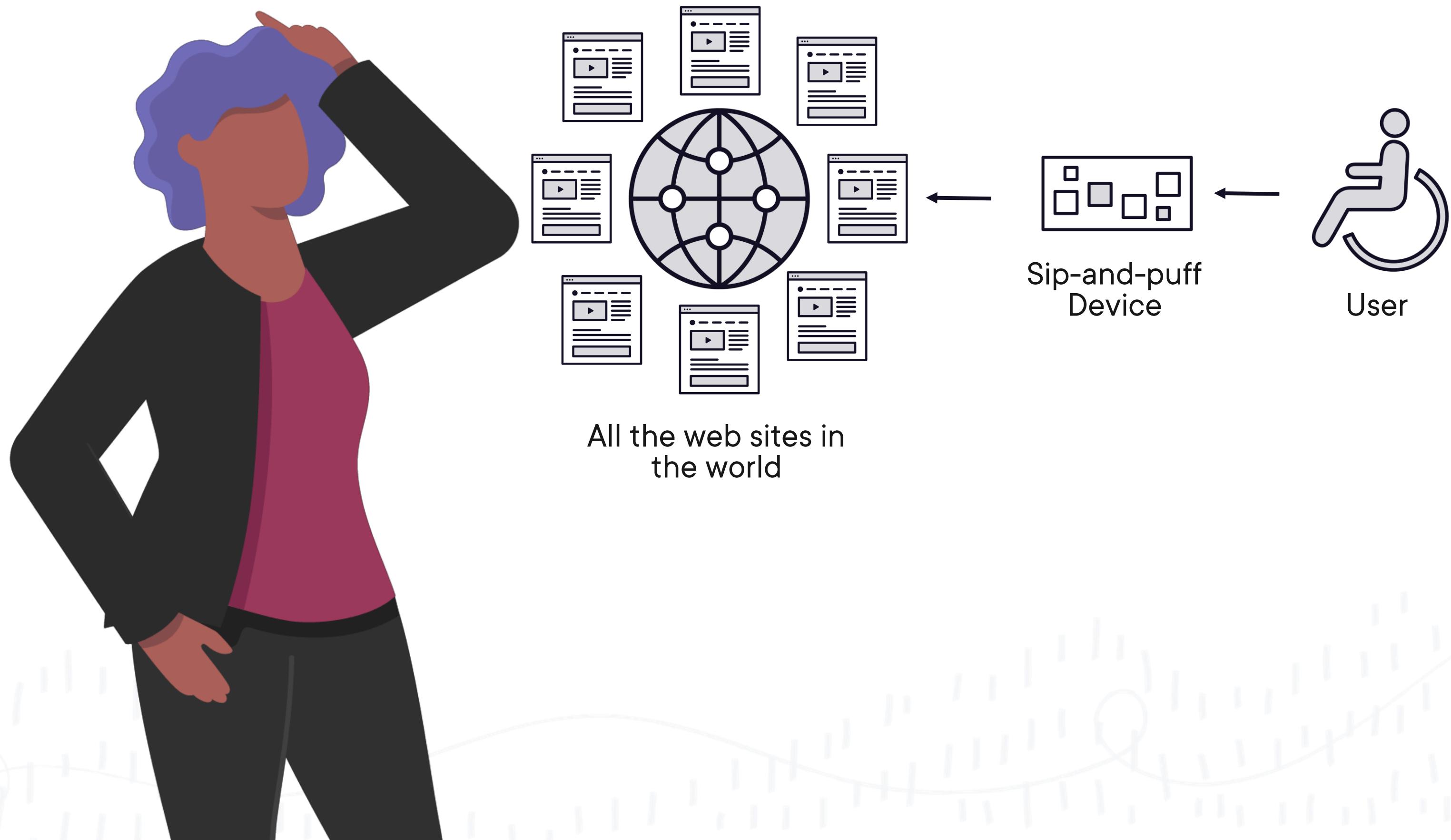
Focus on a Creator of an Assistive Technology



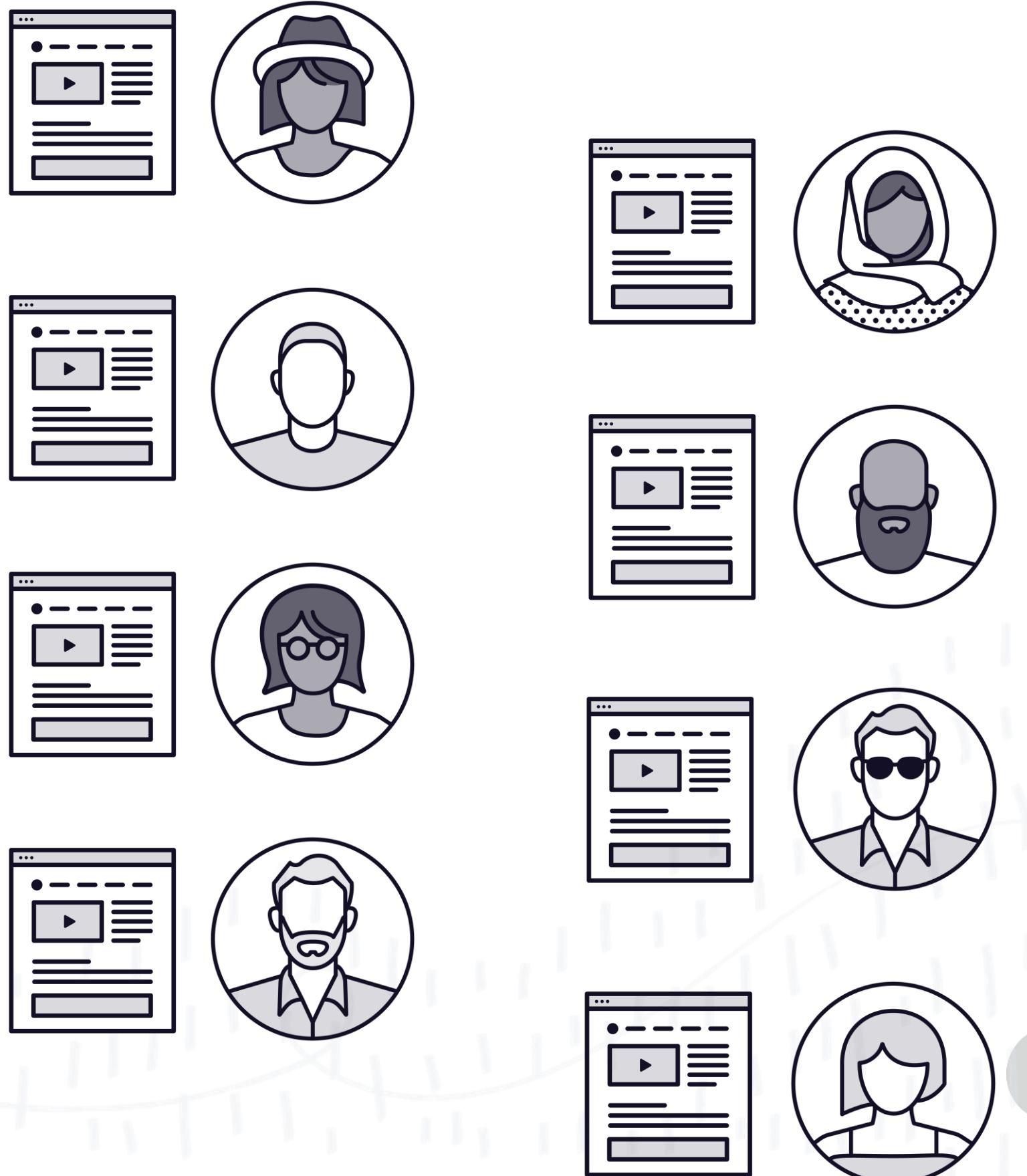
Focus on a Creator of an Assistive Technology



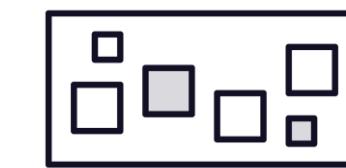
Focus on a Creator of an Assistive Technology



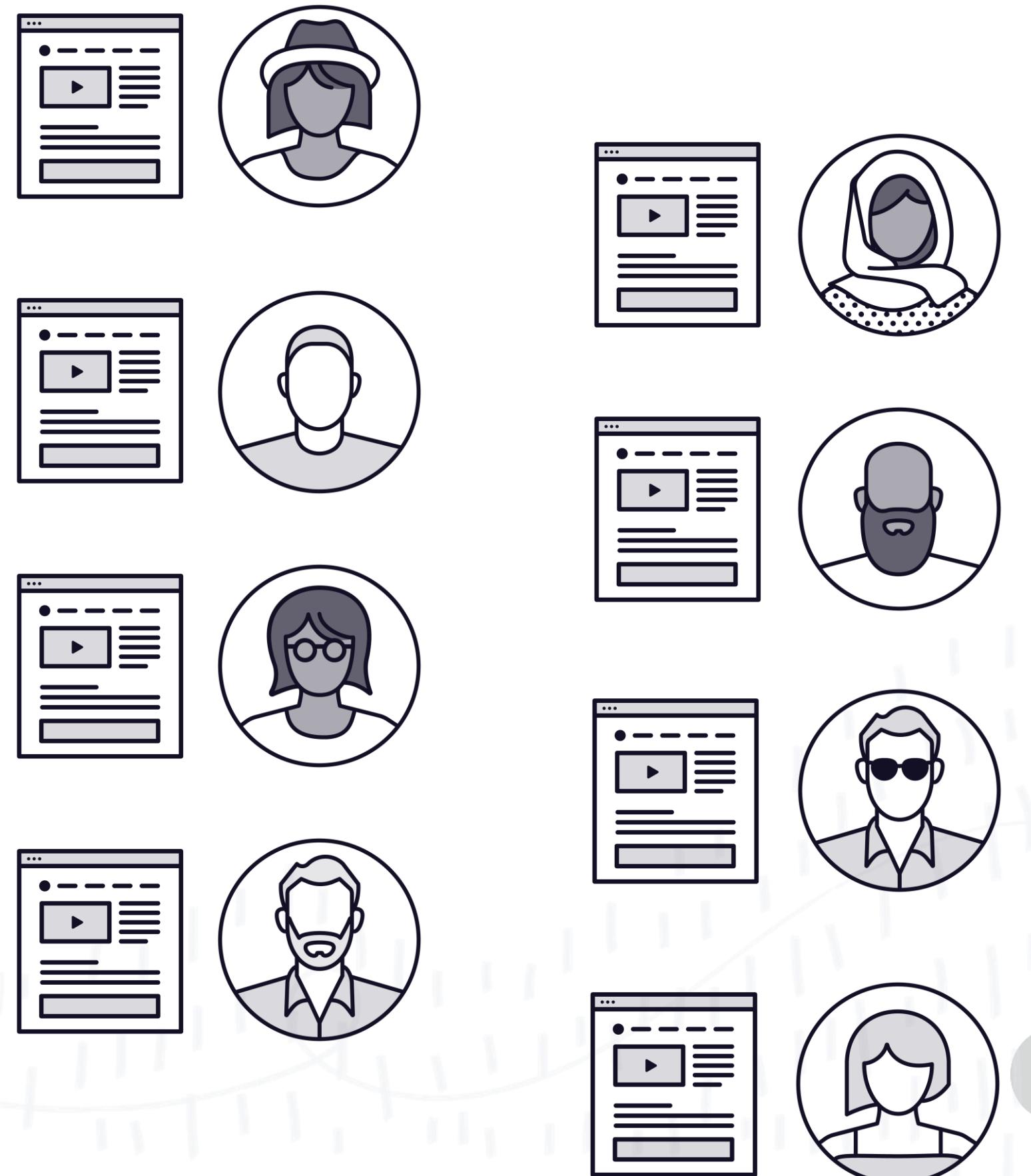
The Wrong Answer: Ask For Custom Support



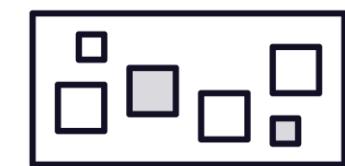
The Wrong Answer: Ask For Custom Support



Sip-and-puff
Device



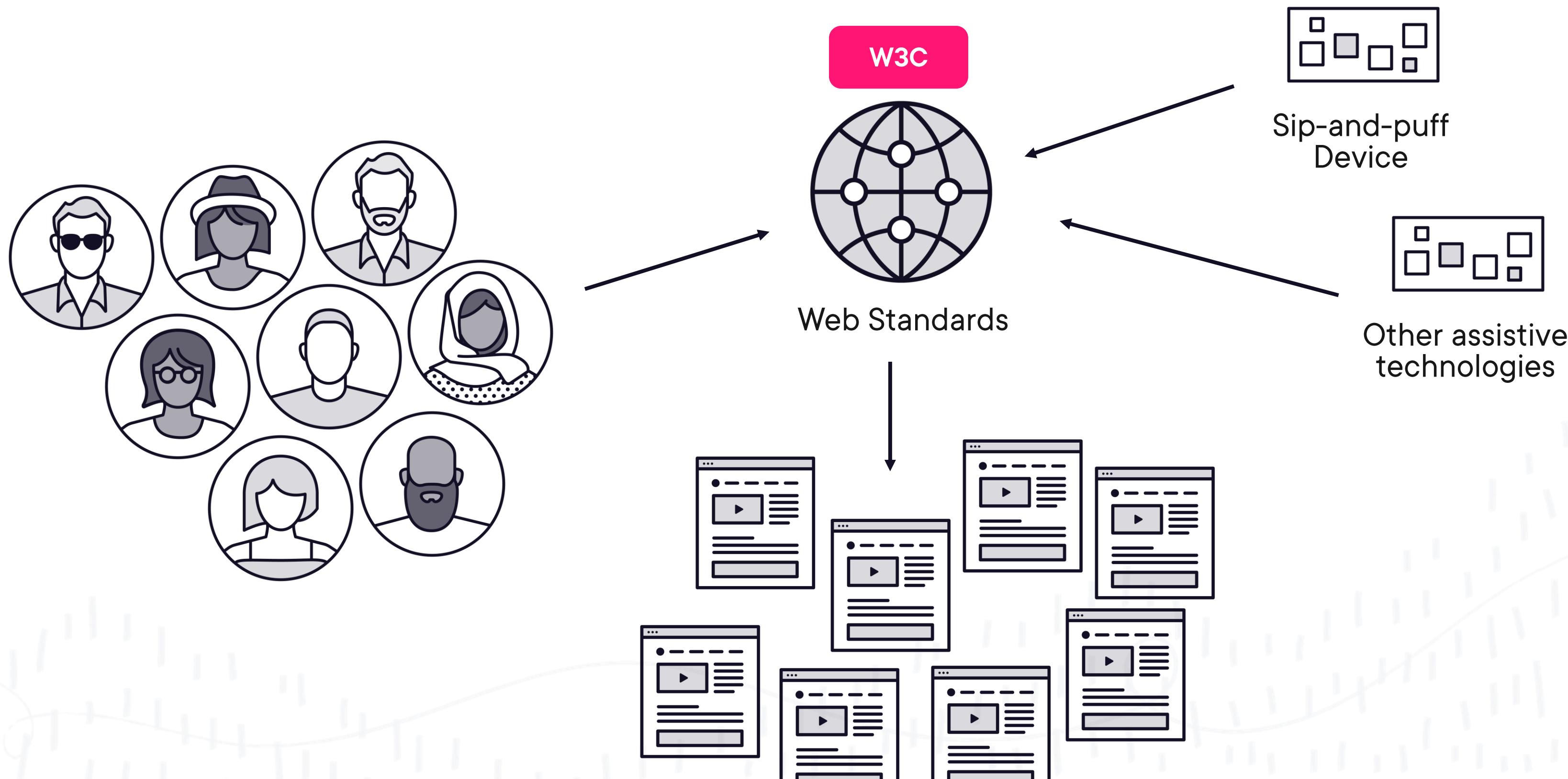
The Wrong Answer: Ask For Custom Support



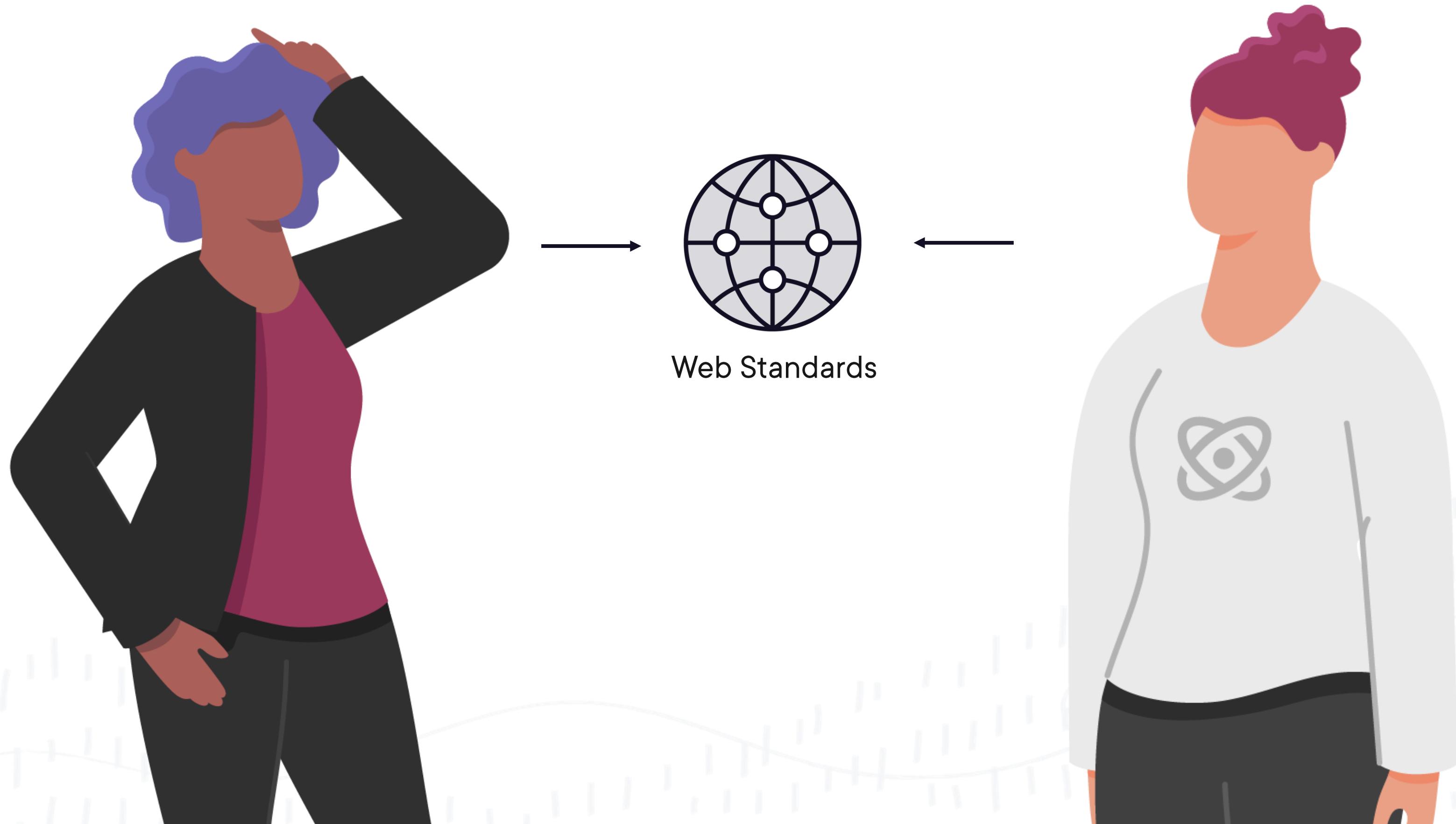
Sip-and-puff
Device



The Right Answer: Web Standards



Web Standards are an Agreement



Why Use Semantic Markup?

Ease of styling

Accessibility



Using the Right Element Leads to Built-in Accessibility

Bethany's Pie Shop Pies About Visit Us Homemade flavor in
the heart of Vancouver About Bethany's Pie Shop Bethany,
has been bringing the taste of homemade pies to customers
since 2007. About Bethany's Pie Shop **Pies Fresh ingredients.**
A loving attention to detail. And handmade crust that is just
as flaky as you want it to be. Bethany's pies need to be tasted
to be believed. With over a dozen standard varietals and a
rotating assortment of seasonal delights, there's always a new
reason to stop in. Browse Our Pies Visit Us Address 1205 5th
Street Vancouver, BC Canada Hours Mon-Fri: 7am – 7pm Sat:
12pm – 5pm Closed Sundays Visit Us Copyright 2023
Bethany's Pie Shop

div



Using the Right Element Leads to Built-in Accessibility

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the heart of Vancouver About Bethany's Pie Shop Bethany,
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Street Vancouver, BC Canada Hours Mon-Fri: 7am – 7pm Sat:
12pm – 5pm Closed Sundays Visit Us Copyright 2023
Bethany's Pie Shop



Using the Right Element Leads to Built-in Accessibility

Bethany's Pie Shop Pies About Visit Us Homemade flavor in
the heart of Vancouver About Bethany's Pie Shop Bethany,
has been bringing the taste of ho **h2** made pies to customers
since 2007. About Bethany's Pie Shop **Pies** Fresh ingredients.
A loving attention to detail. And handmade crust that is just
as flaky as you want it to be. Bethany's pies need to be tasted
to be believed. With over a dozen standard varietals and a
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Bethany's Pie Shop



Using the Right Element Leads to Built-in Accessibility

Bethany's Pie Shop Pies About Visit Us Homemade flavor in
the heart of Vancouver About Bethany's Pie Shop Bethany,
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to be believed. With over a dozen standard varietals and a
rotating assortment of seasonal delights, there's always a new
reason to stop in. Browse Our Pies Visit Us Address 1205 5th
Street Vancouver, BC Canada Hours Mon-Fri: 7am – 7pm Sat:
12pm – 5pm Closed Sundays Visit Us Copyright 2023
Bethany's Pie Shop

main



Up Next:

Semantic HTML and ARIA



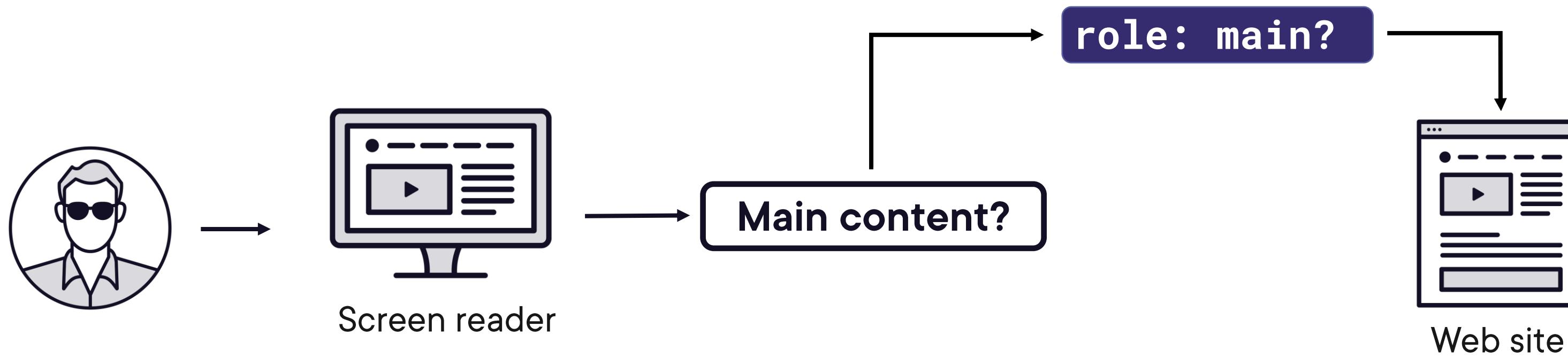
ARIA

Accessible Rich Internet Applications

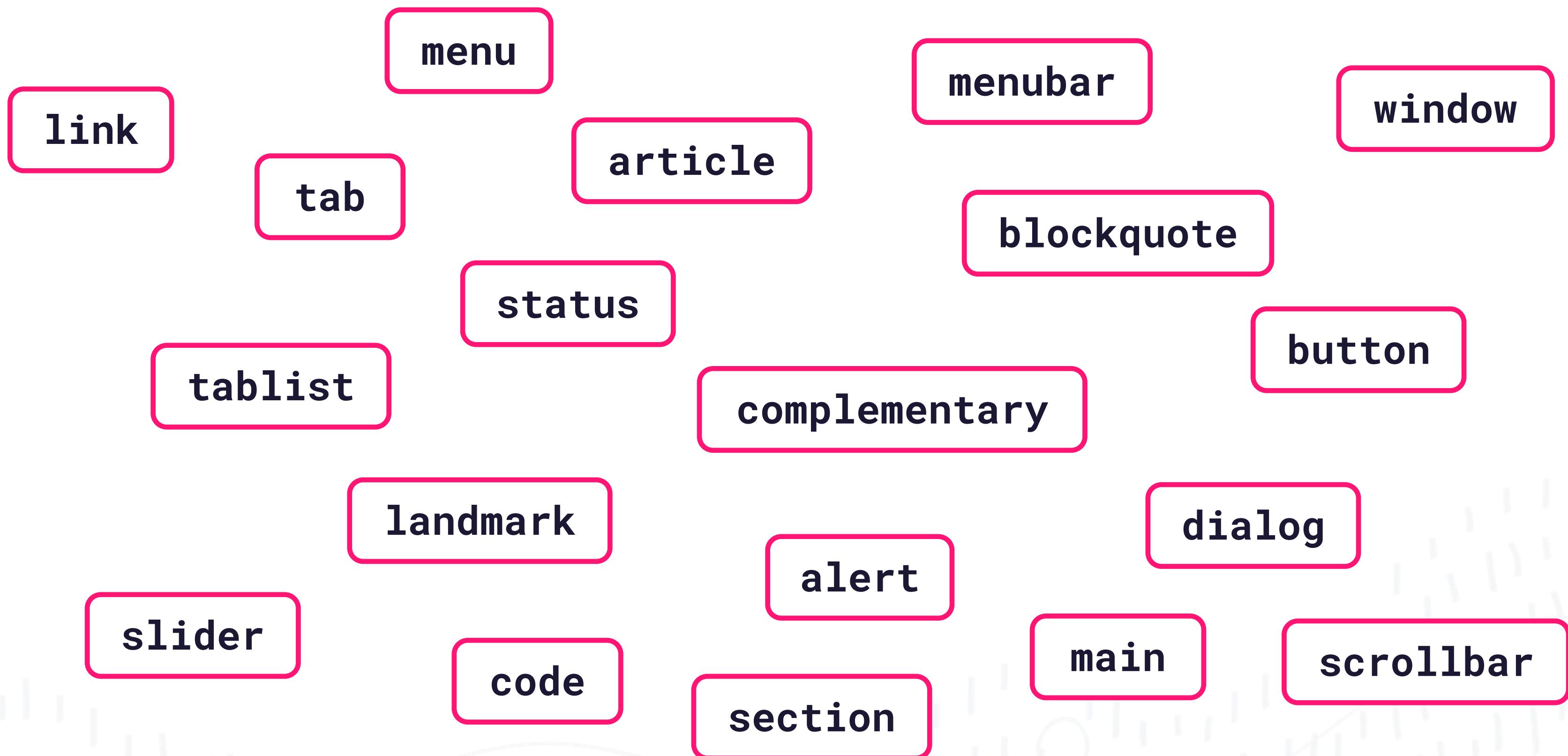
Roles and attributes used to convey meaning to assistive technologies



Assistive Technology Queries ARIA Roles



ARIA Roles



Semantic elements contain an implicit role



Implicit ARIA Roles

Element	Role
<main>	main
<aside>	complementary
<a>	link
<table>	table
-	menu
-	tablist
-	status



Use semantic section elements!

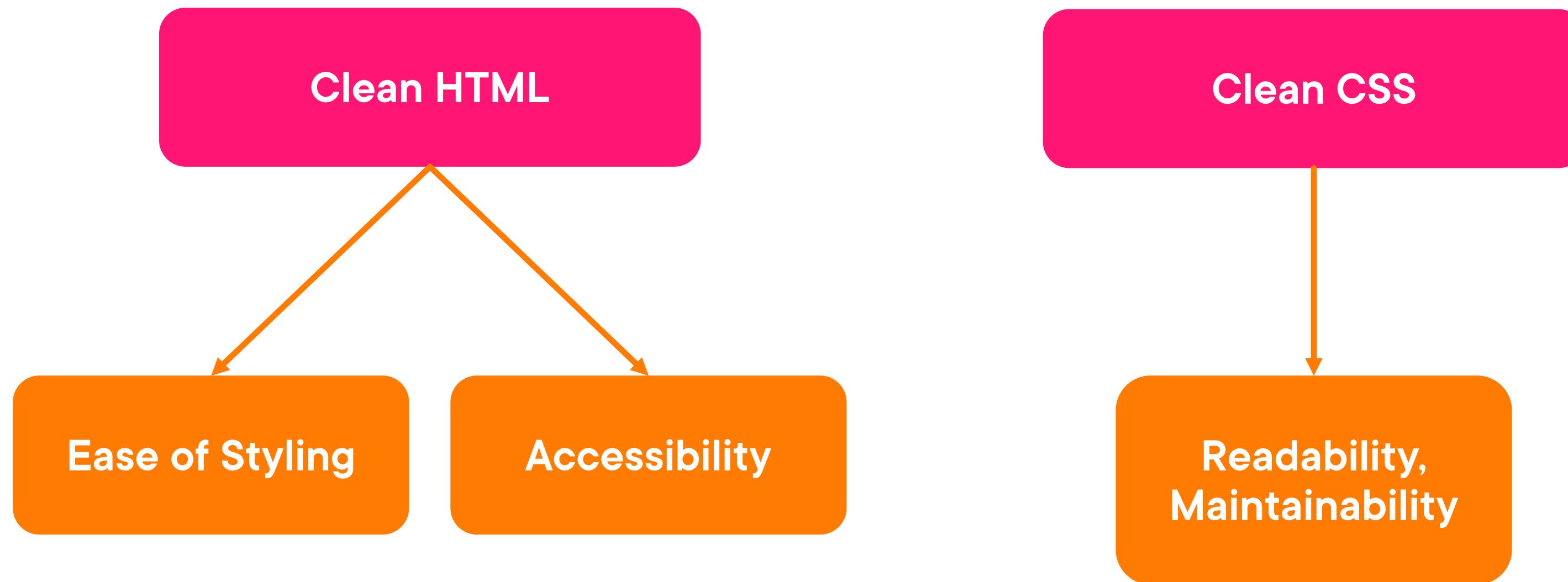


Up Next:

Clean CSS



Clean HTML vs Clean CSS



If you can easily read, reason
about, and change your CSS,
you're writing Clean CSS



Principles of Clean CSS

Use sensible grouping

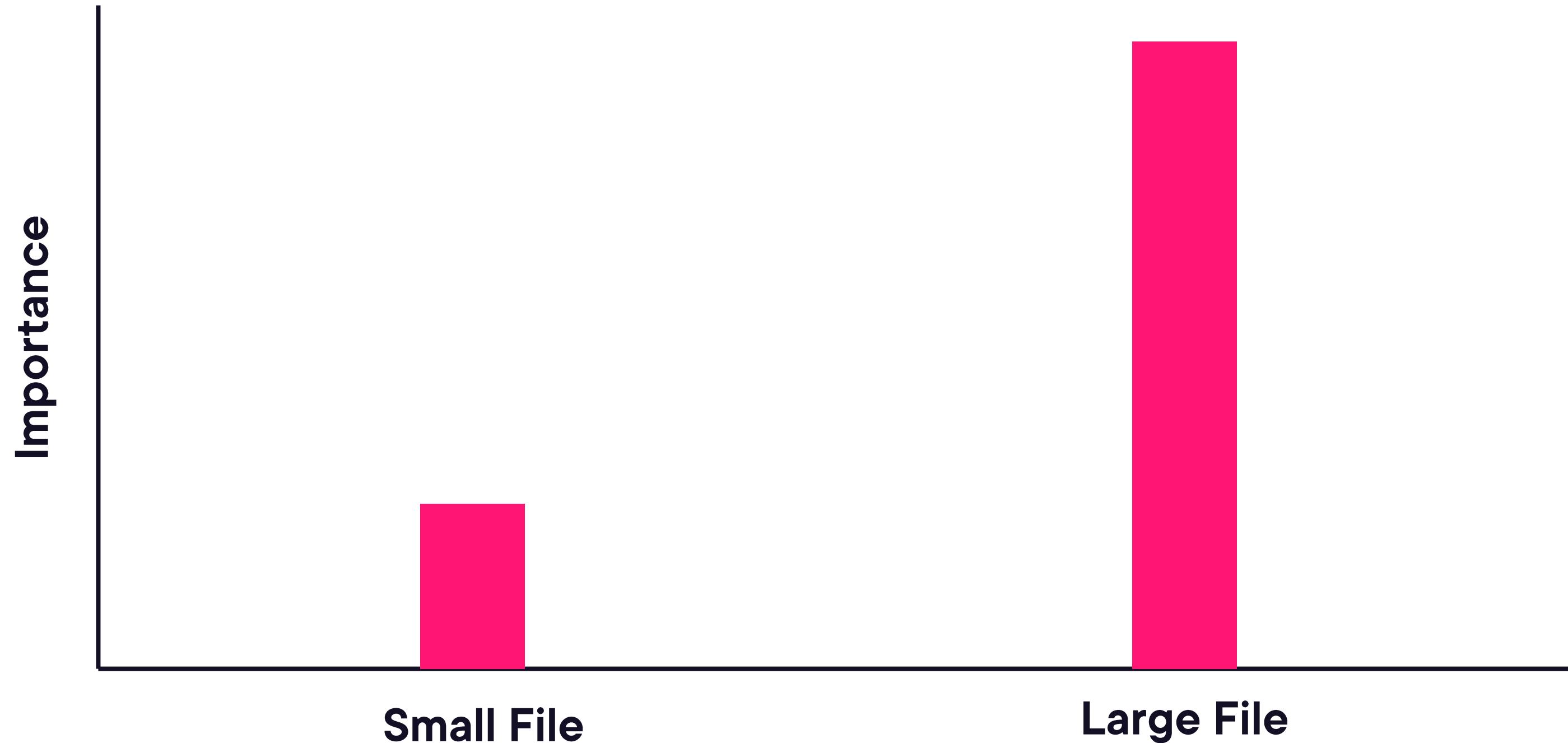
Make modular classes

Use class names to inject meaning

Use white space



Importance of Grouping CSS Files



**Naming things is one of the
most important tasks of a coder**



There's a Gap Between an Element and Its Meaning



"Homemade flavor in the heart of Vancouver"

PIE MENU

Fresh ingredients. A loving attention to detail. And handmade crust that is just as flaky as you want it to be. Bethany's pies need to be tasted to be believed.

[ALL PIES](#)[VEGAN ONLY](#)[LIMITED](#)[GLUTEN FREE](#)

Pumpkin



Pie description goes here. Pie description goes here. Pie description goes here.

\$19.99
WHOLE PIE

\$3.99
PER SLICE

Rhubarb



Pie description goes here. Pie description goes here. Pie description goes here.

\$19.99
WHOLE PIE

\$3.99
PER SLICE

Lemon Meringue



Pie description goes here. Pie description goes here. Pie description goes here.

\$19.99
WHOLE PIE

\$3.99
PER SLICE

Key Lime



VEGAN

French Silk

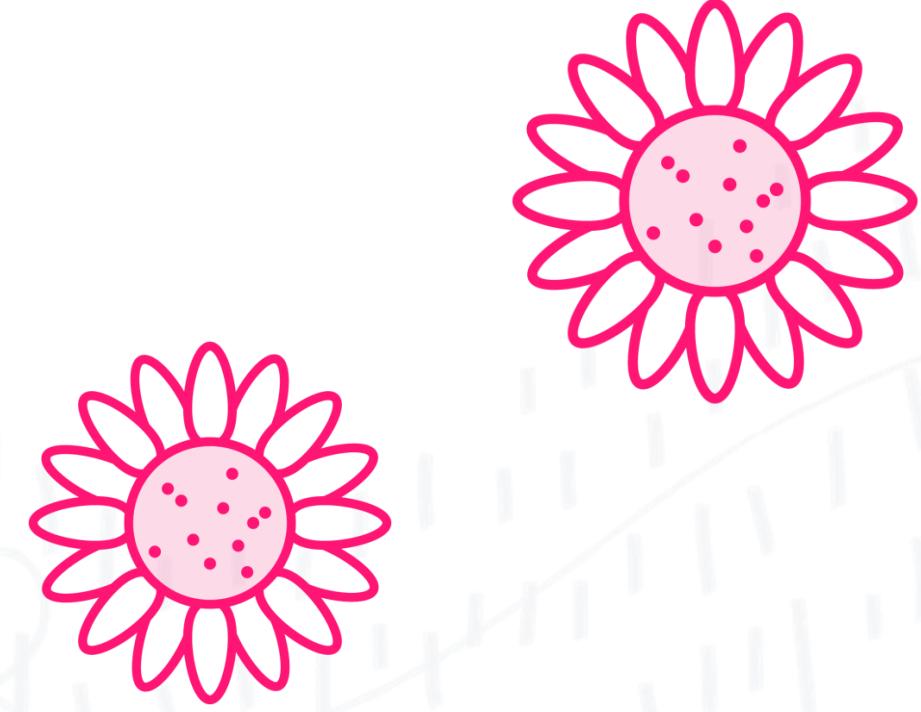
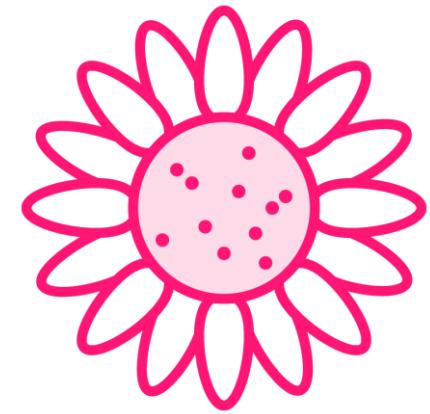
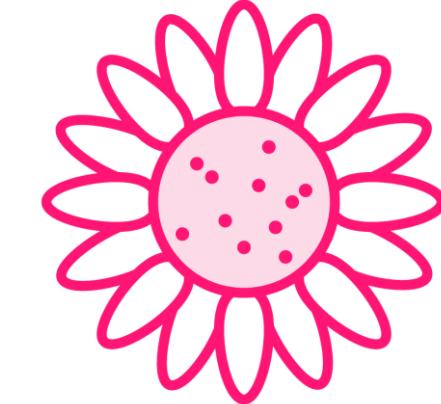
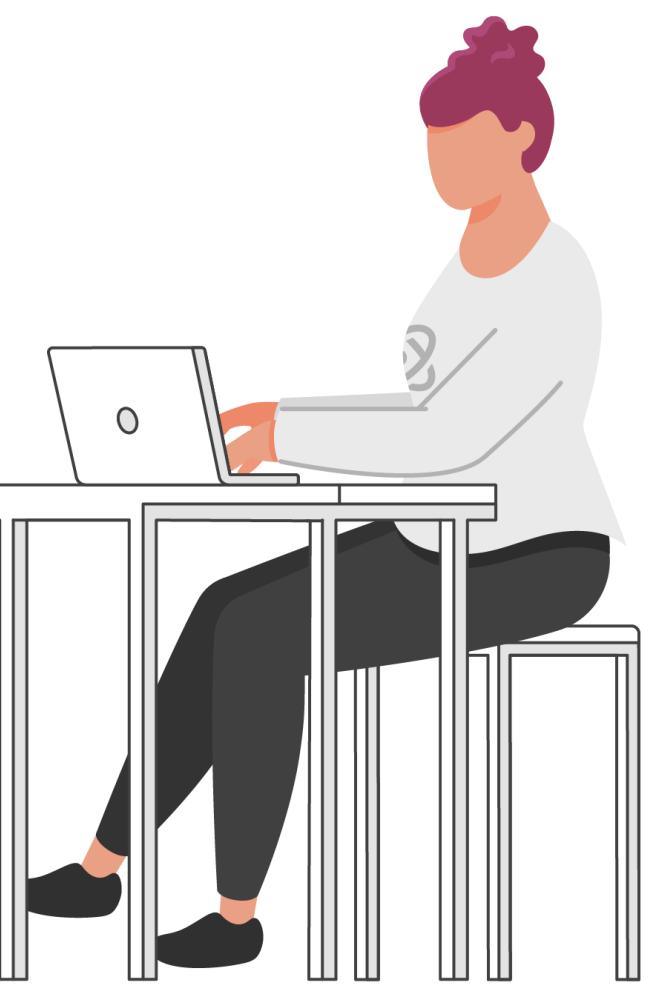
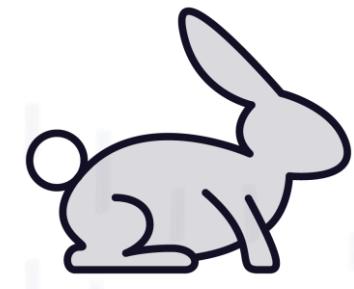
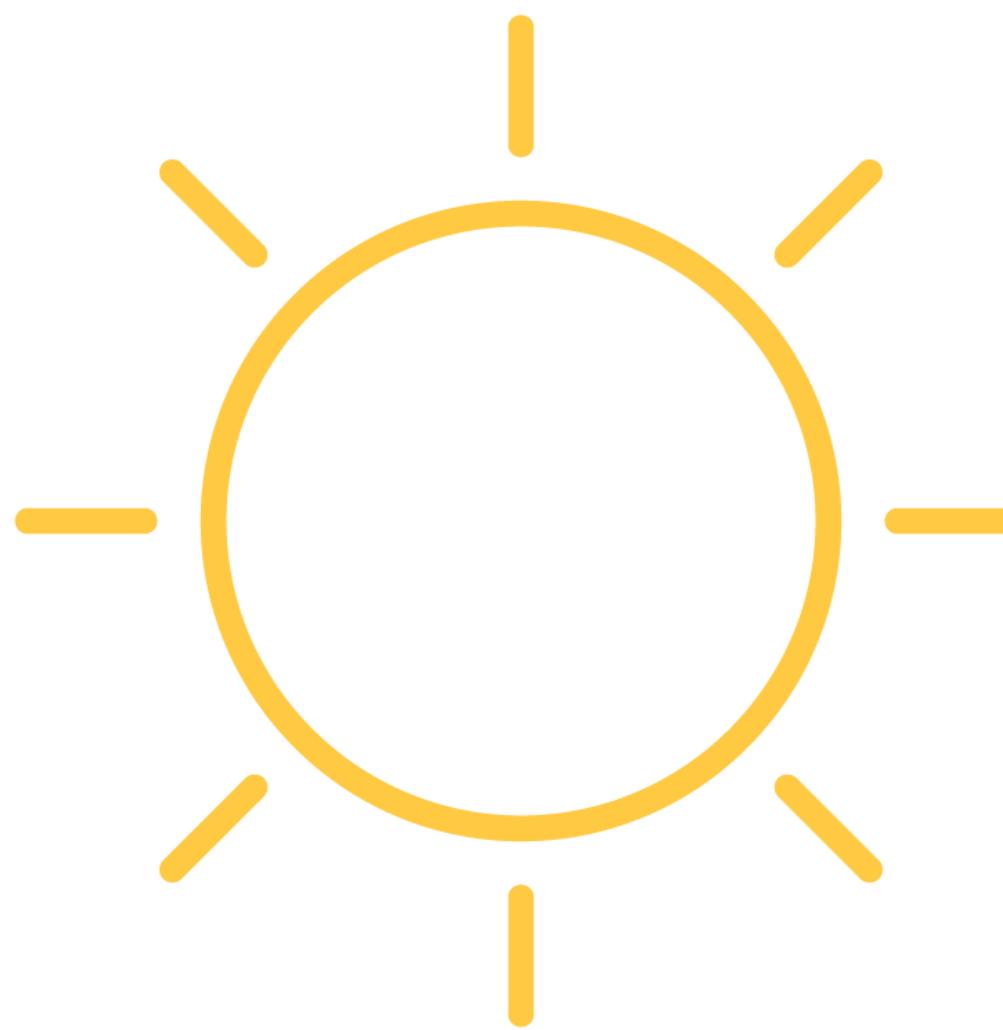


Coconut Creme



**Use the power of your human
reason to paint a glaze of
comprehensibility on top of
your instructions for computers**



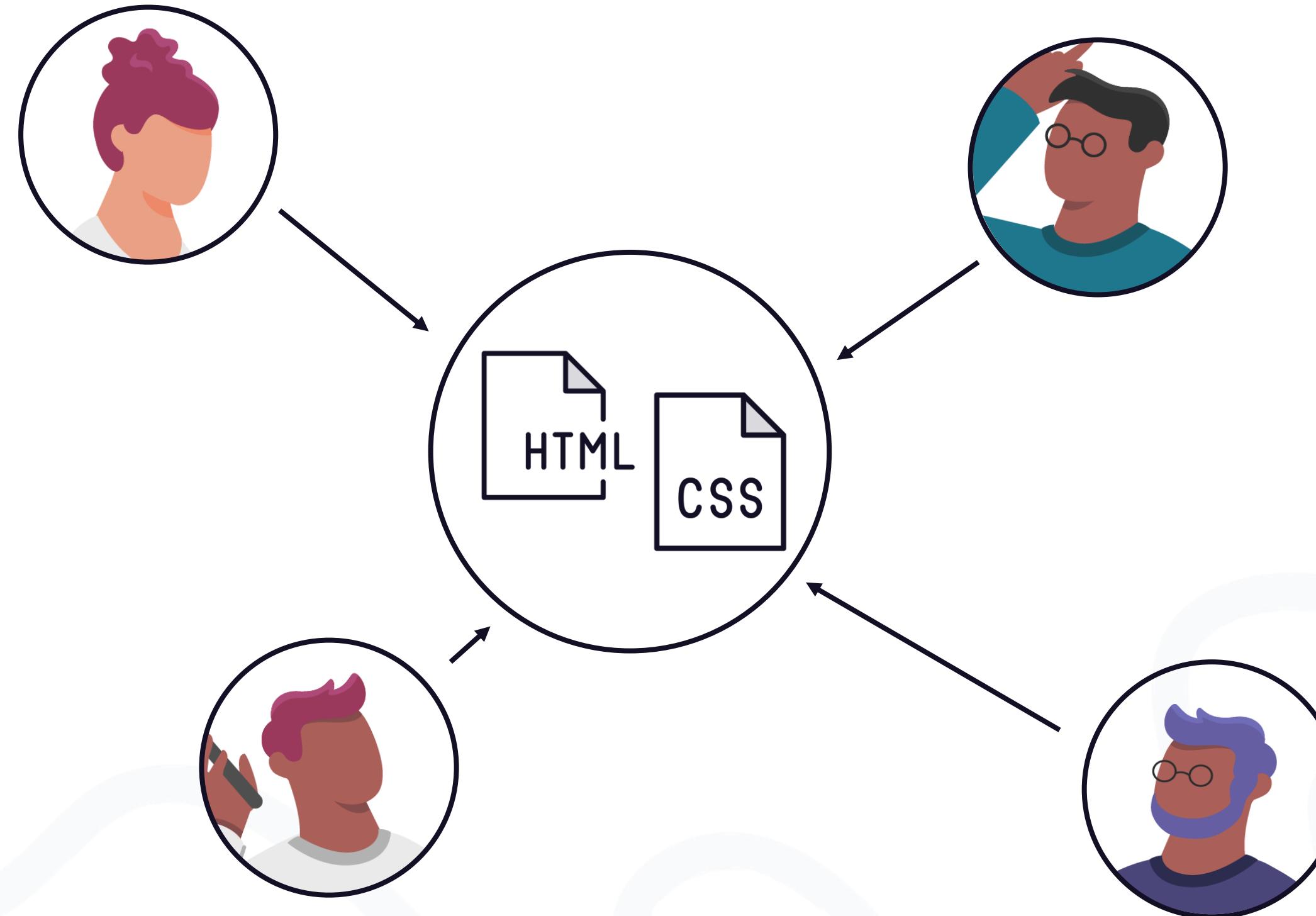


Up Next:

CSS Naming Conventions



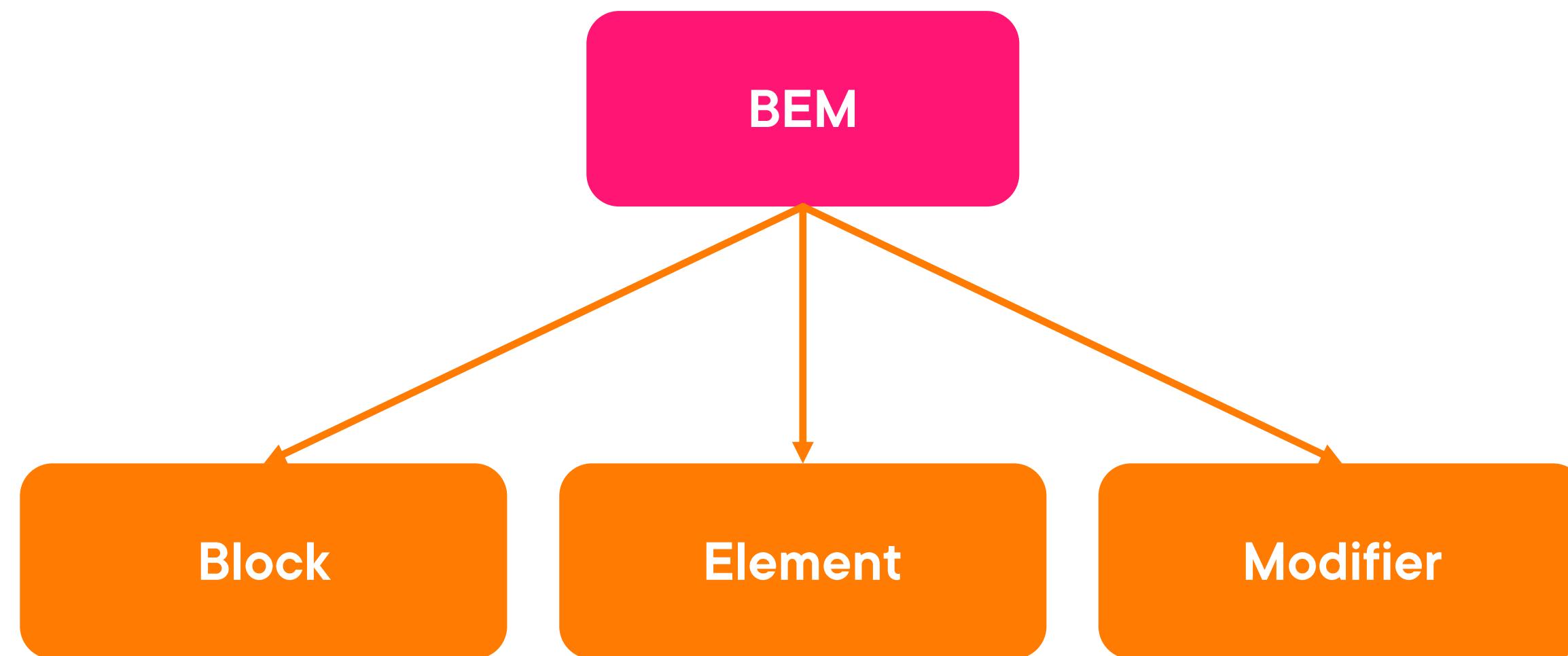
Frontend Developers Communicate with Developers



css Naming Conventions



CSS Naming Conventions: BEM



"Homemade flavor in the heart of Vancouver"

PIE MENU

Fresh ingredients. A loving attention to detail. And handmade crust that is just as flaky as you want it to be. Bethany's pies need to be tasted to be believed.

[ALL PIES](#)[VEGAN ONLY](#)[LIMITED](#)[GLUTEN FREE](#)

Pumpkin



Pie description goes here. Pie description goes here. Pie description goes here.

\$19.99
WHOLE PIE

\$3.99
PER SLICE

Rhubarb



Pie description goes here. Pie description goes here. Pie description goes here.

\$19.99
WHOLE PIE

\$3.99
PER SLICE

Lemon Meringue



Pie description goes here. Pie description goes here. Pie description goes here.

\$19.99
WHOLE PIE

\$3.99
PER SLICE

Key Lime



VEGAN

French Silk



Coconut Creme



BEM: Block Element Modifier

Element	Format	Meaning
Block	.block	A standalone entity (you would refer to by name)
Element	.block__element	A distinct element within a block
Modifier	.block--modifier .block__element--modifier	A variation from a “standard” block or element



Course Overview

The Responsive Layout Process

Designers and Frontend Developers

Layout Principles and Patterns

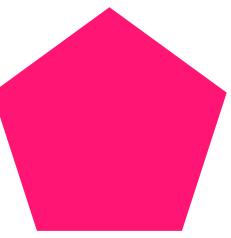
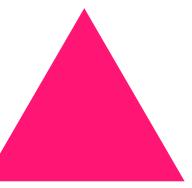
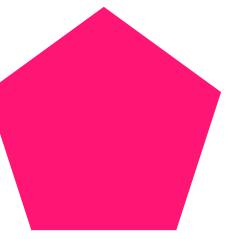
Clean Code and Accessibility

Flexbox and Grid

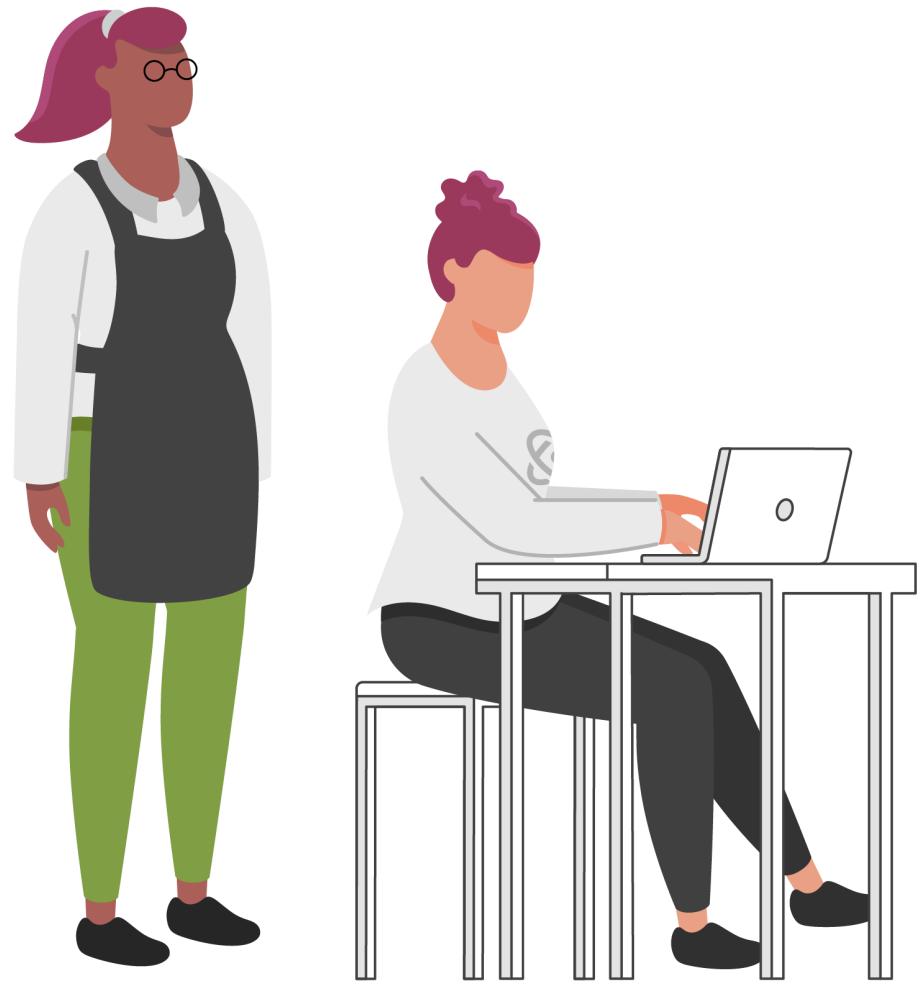
Building a Responsive Layout

Building Responsive Components





Multiverse Overview



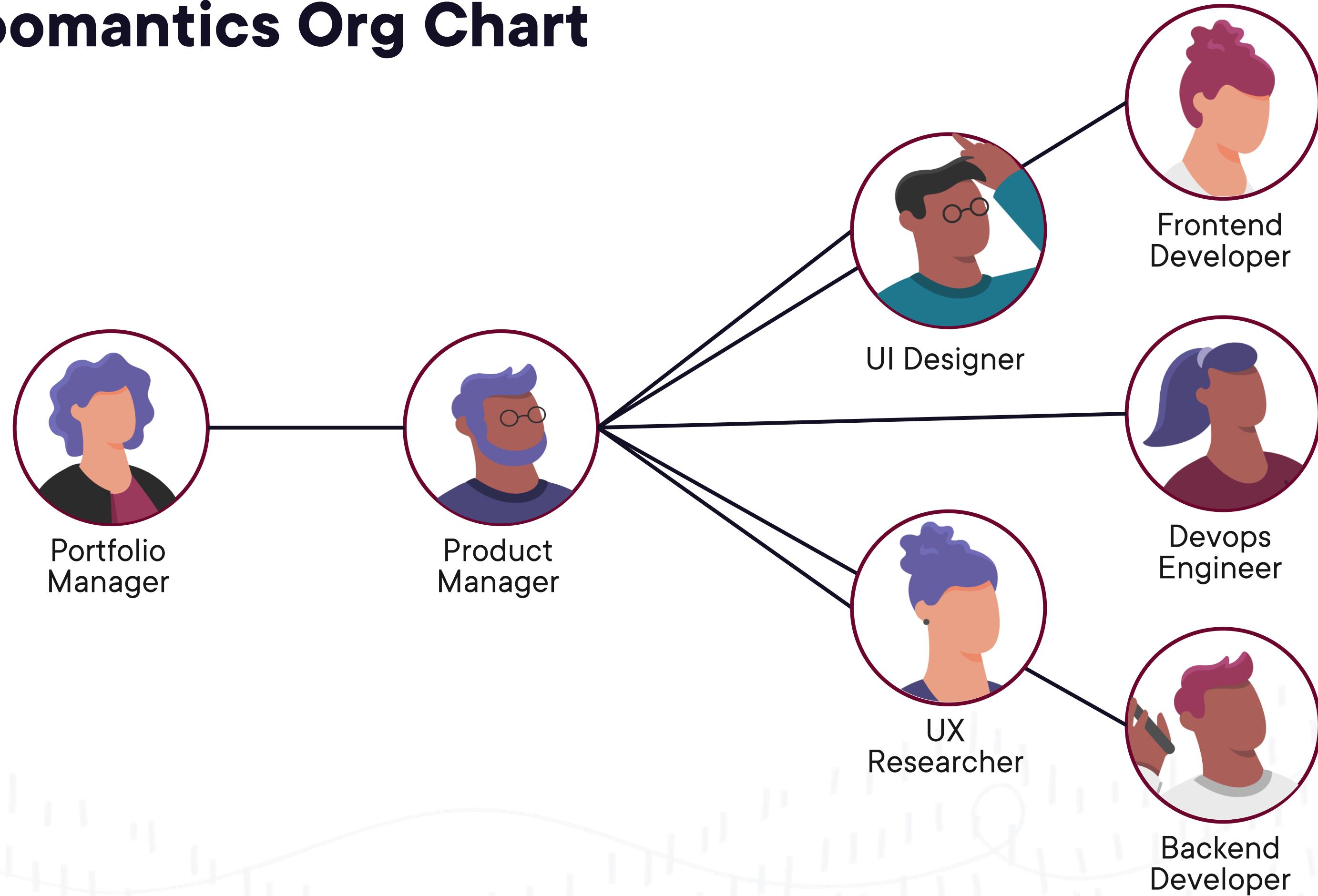
**Bethany's Pie Shop:
An Independent Business**



**Bethany's Pie Shop:
A Globomantics Subsidiary**



Globomantics Org Chart



Up Next:

Good Layouts



Author Course Template

2023.03.a



View in Slide Show mode the first time you run through this deck.



Slides with the **light bulb icon** are guidelines only.
Please do not use them in your course.





Hello!



We've packed this slide template with options you can use to tell compelling stories to engage learners.

You'll notice that most of the slides have a white background, but some (like this one) have a black background. You'll find tips, tricks, and insights on the black slides, and you can use the white slides as templates or inspiration for your own content slides.

If you have questions, feedback, or suggestions for the deck, share them with your video content producer or post them in [#ps_production-updates](#) in Author Slack.

Happy authoring!

Content Production Services Design Team





More Resources

- Refer to the [Creating Slides page](#) for more guidance on using this deck.
- Use our icon library as your first source for images. Either open the searchable [Icon Library page](#) on Author Kit or download the latest version from the [Downloads page](#).
- Use the [Title Case Converter](#) to meet our standards for capitalizing course names, module titles, clip titles, and slide titles.





Committing to Pluralsight Standards

Key Standards:

- Use only PS TT Commons font for content slides and Roboto Mono font for code or terminal output slides.
- Apply [title case](#) to all course, module, clip, and slide titles.
- Use only the [Pluralsight color palette](#).
- Ensure all images are high-quality and copyright-safe.
- Use animations and slide transitions only if they call out important information or help tell a more compelling story.

More information: [Slide Standards and Guidelines page](#)





Pluralsight Watermark

All Pluralsight video content is required to have a Pluralsight watermark. This watermark can be seen in the lower right-hand corner (if you are in editor mode, you can see it in the lower right-hand corner of this slide).

The watermark is applied to your final video files when they are run through the encoding processes. This ensures that the mark appears over your slides as well as any demo footage in your course.

The mark you see here in PowerPoint is only for reference in the editor mode so that you do not put any content there. When viewing your slides in presentation mode (and ultimately recording them), the mark will not appear.





Accessibility

It's important to make sure our slides are accessible to as many people as possible.



Throughout the slide deck, look for this symbol in the slide margins that indicates accessibility notes.

See what they look like right below this slide





What Is a Slide Margin?

The slide margin is the space outside of the slide itself.

You may have to zoom out to be able to see it.

A screenshot of a presentation slide titled "Course Title in Title Case". The slide content includes a main title "Title of This Course in Title Case" and a subtitle "Module Two Title in Title Case". At the bottom left, there is an author profile picture and information: "Author Name", "Author Title in Title Case", and "@socialmedia | www.authorsite.com". The slide has a light gray background with a decorative pattern of overlapping circles in pink, white, and gray. A navigation bar at the bottom right includes icons for back, forward, and search. The top of the slide features a pink header bar with the text "Font check" and "Do they match?", and a status bar at the top right indicating "Deck version 2023.01.b".

In this example, the light gray area around the slide is considered the slide margin.





Pluralsight Color Palette: Primary Colors

Transform Pink is our main primary color and should be more prominent than any of the secondary colors. **Inky Blue** is our other primary color and is used as our dark mode background and instead of black for body copy.

Transform Pink

Hex #FF1675

RGB 255,22,117

Inky Blue

Hex #130F25

RGB 19,15,37





Pluralsight Color Palette: Secondary Colors

Secondary colors can be used as accent colors for emphasis.

Only use white or Inky Blue text colors on color backgrounds.

Hex #00A3FF
RGB 0,163,255

Hex #770EF7
RGB 119,14,247

Hex #FFC942
RGB 255,201,66

Hex #FF7B01
RGB 255,123,1

Hex #02E088
RGB 2,224,136





Pluralsight Color Palette: Gray Alternative

These colors can be used as an alternative to gray or as lighter versions of Inky Blue.

Hex #1B1834
RGB 27,24,52

Hex #585FA2
RGB 88,95,162

Hex #EBEFF5
RGB 235,239,245

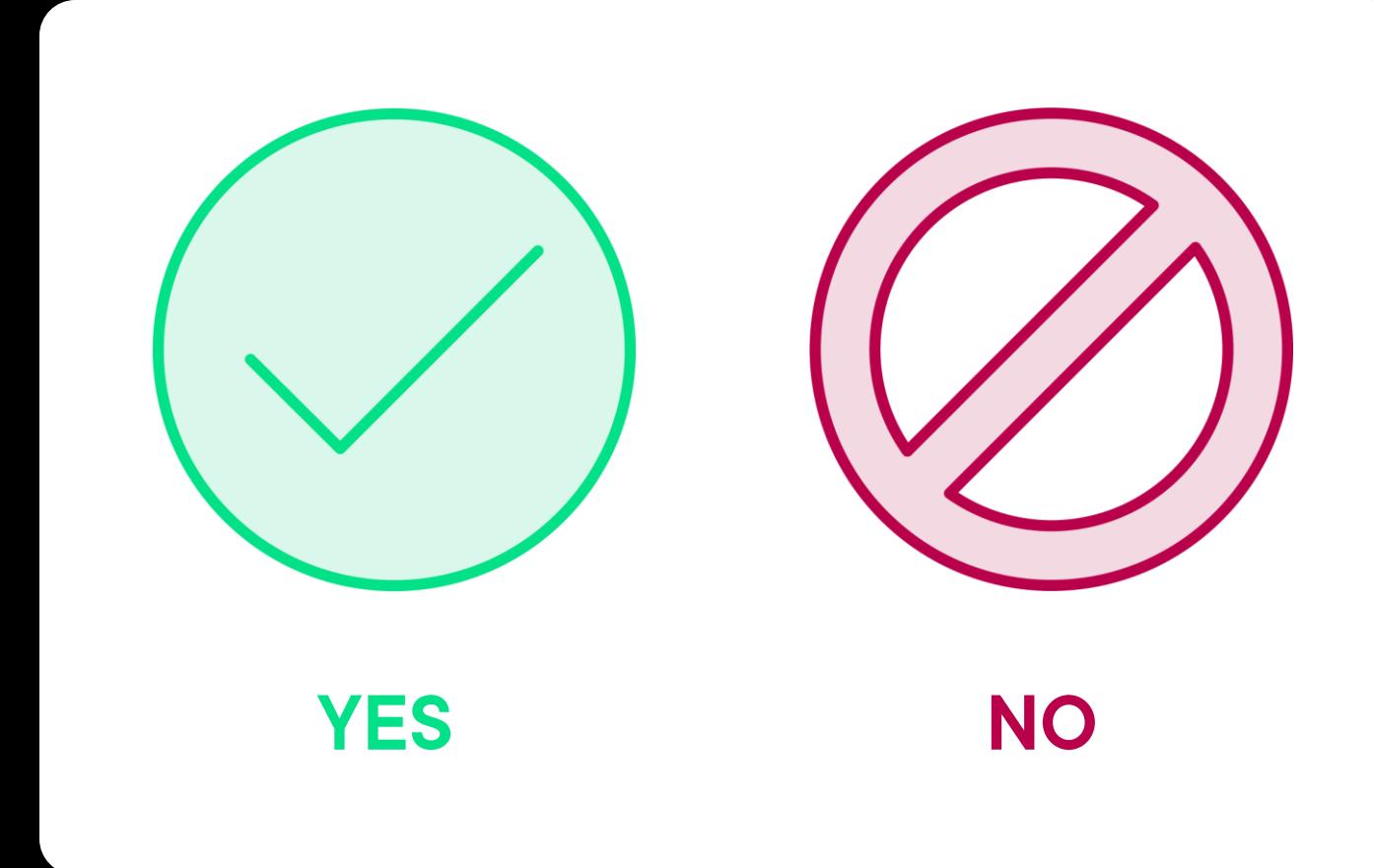
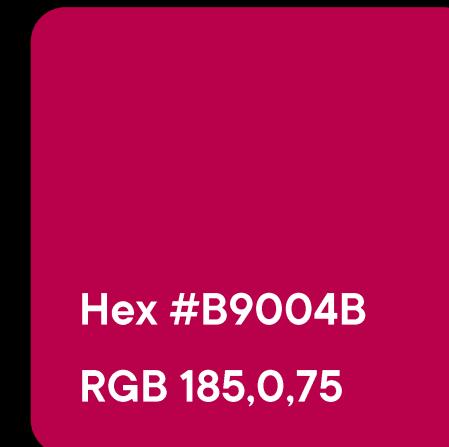




Pluralsight Color Palette: YES vs. NO

Should the situation arise where you need to include YES vs. NO (go/stop) imagery, use our green and darkest shade of primary pink as red.

This red color and icons are intended to only be used to represent yes/no, on/off, or go/stop states. A set of approved red icons can be downloaded on [Author Kit](#).





Pluralsight Color Palette: Caution

Should the situation arise where you need to represent caution or a warning, use the yellow from our secondary color palette.





Rounded Corners

All rectangles should have rounded corners.

When selecting a shape, choose the “rounded rectangle”.

By default, the edges will become more rounded as the shape gets larger.

Decrease the corner radius by clicking and dragging the small yellow square that appears when you click on the rectangle.

Make sure the corner radius is consistent per slide. It should not be too large.

Correct

Incorrect





PS TT Commons & Roboto Mono Fonts

If these two columns match, PS TT Commons and Roboto Mono are correctly installed.

PS TT Commons Light

PS TT Commons Regular

PS TT Commons Demibold

Roboto Mono

PS TT Commons Light

PS TT Commons Regular

PS TT Commons Demibold

Roboto Mono





Font Sizes

As mentioned, the main font you will be using is PS TT Commons. Use Roboto Mono for code or terminal output slides.

- **Body copy:** for maximum legibility, do not use less than a 24 pt font size. 34-36 pt is standard when using PS TT Commons Demi Bold.
- **Text in diagrams:** you may use a font size that is less than 24 pt as needed in diagrams as long as the text is still legible, but we do not recommend going below 18 pt.
- **Title Slides:** use PS TT Commons Bold at 80-100 pt font size. The default is 100 pt. Do not use under 80 pt unless absolutely necessary.
- **Slide title:** use PS TT Commons Bold at 48 pt font size. The title can be more than one line if needed.





Table of Contents

Template Types

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- [Comparison Slide](#)
- [Diagrams](#)
- [Slide Transitions](#)
- [Other Slides](#)



Title Slides





Using Title Slides

These templated title slides are **required** at the beginning of every module. Please do not alter or use any of these slides for anything other than their intended purposes.

Module TWO only (your first content module):

- Place the course title in the main space. ➔
- Place the module two title underneath. ➔

The title slide template for Module Two features a white background with a subtle geometric pattern. At the top, the text "Title of This Course in Title Case" is displayed in a large, bold, dark font. Below it, the subtitle "Module Two Title in Title Case" is shown in a smaller, dark font. In the bottom left corner, there is a circular profile picture of a person with curly hair, followed by the text "Author Name" and "Author Title in Title Case" along with social media handles "@socialmedia" and a website link "www.authorsite.com". The bottom right corner contains a stylized graphic element consisting of overlapping pink and yellow shapes.

Module THREE and higher:

- Place the module title in the main space. ➔

The title slide template for Modules Three and higher follows a similar design to the Module Two template but with a different main title. The top text reads "Title of This Module in Title Case" in a large, bold, dark font. The subtitle "Module Three Title in Title Case" is present below it. The bottom left corner includes a circular profile picture, author information, and social media links. The bottom right corner features a stylized graphic element of overlapping pink and yellow shapes.





Using Section Header Slides

Section slides are optional. Please do not alter or use any of these slides for anything other than their intended purposes.

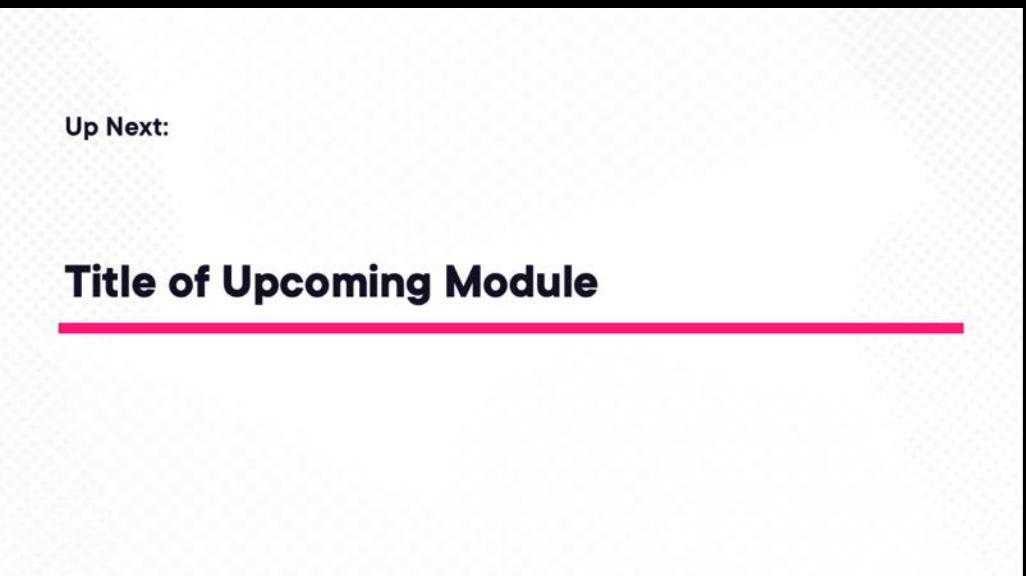
SECTION HEADER slide:

- Use this slide only at the beginning of a clip ➔
(optional - not required).



UP NEXT slide:

- Use this slide only at the end of a module ➔
(optional - not required).





Replacing an Image

How to replace your image:

- Right-click the image you wish to replace.
- Right-click > Change Picture > From a File
- To create a black and white image, lower the color saturation to 0%.
- Color saturation can be found in the Picture Format Pane, under the Picture tab, then Picture Color.



Title of This Course in Title Case

Module Two Title in Title Case



Author Name

Author Title in Title Case

@socialmedia | www.authorsite.com

Title of This Module in Title Case



Author Name

Author Title in Title Case

@socialmedia | www.authorsite.com



Title of This Course in Title Case with Three Lines of Text at 80 pt Font Size

Module Two Title in Title Case



Author Name

Author Title in Title Case

@socialmedia | www.authorsite.com

Title of This Module in Title Case with Three Lines of Text at 80 pt Font Size



Author Name

Author Title in Title Case

@socialmedia | www.authorsite.com





Add Section Header in Title Case

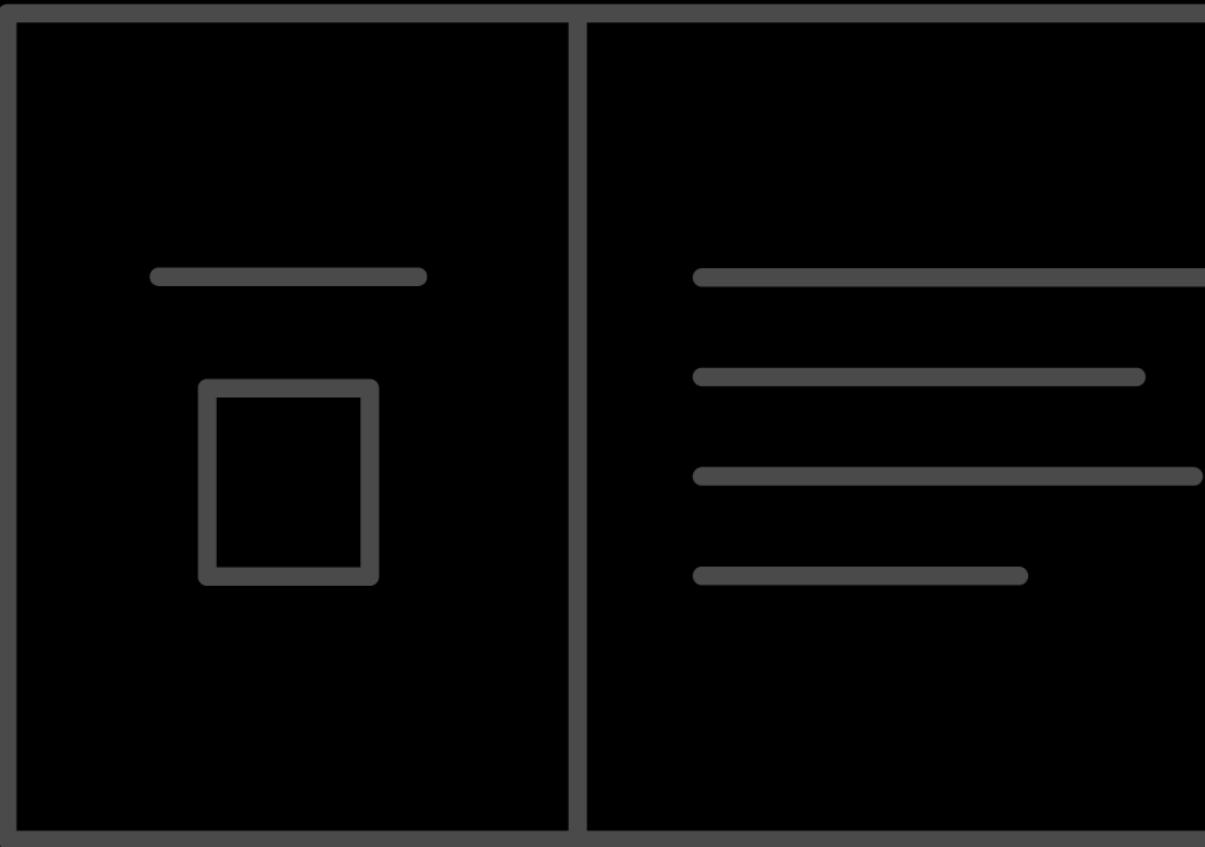
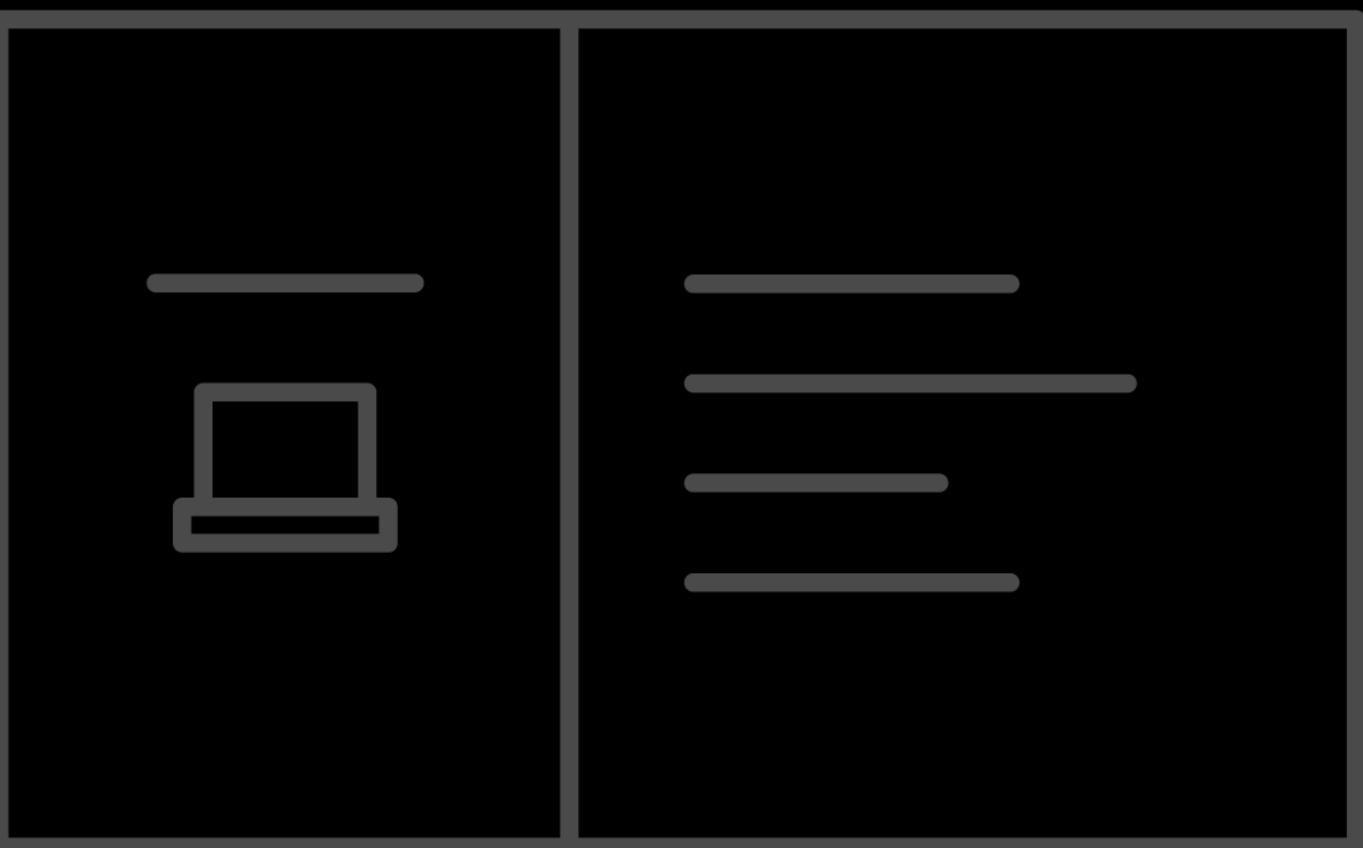


Up Next:

Title of Upcoming Module



Overview/Summary and Demo Layouts



Overview/ Summary



Use this layout to introduce or summarize

Overview

- Explain what's in this section for learners
- Layout a problem that will be solved

Summary

- Revisit problem and solution
- Provide practical takeaways



Demo



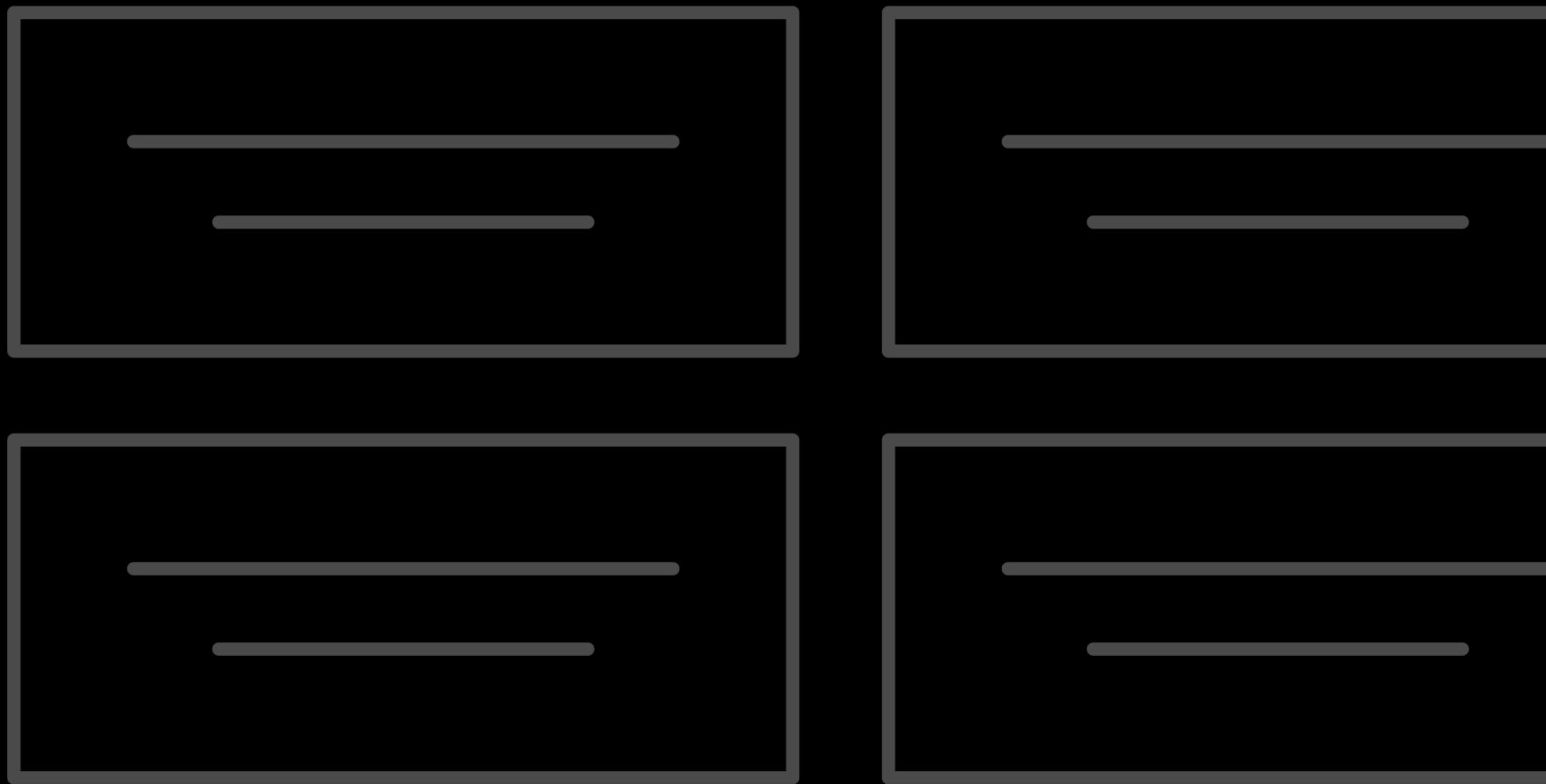
Use this layout to introduce your demo

Set the stage for this step

- Why we do it
- How we do it



Text Chunking



Text Chunking: Two Items with Headers

Talking point one

Be concise and keep the
text to four lines or fewer

Talking point two

Be concise and keep the
text to four lines or fewer



Text Chunking: Two Items

Be concise and keep the
text to four lines or fewer

Be concise and keep the
text to four lines or fewer



Text Chunking: Two Items Outlined

Be concise and keep the
text to four lines or fewer

Be concise and keep the
text to four lines or fewer



Text Chunking: Three Items

This is the first talking point

This is the second talking point

This is the third talking point



Text Chunking: Three Items Outlined

This is the first talking point

This is the second talking point

This is the third talking point



Text Chunking: Four Items

This is the first talking point

This is the second talking point

This is the third talking point

This is the fourth talking point



Text Chunking: Four Items Outlined

This is the first talking point

This is the second talking point

This is the third talking point

This is the fourth talking point



Text Chunking: Five Items

This is the first talking point

This is the second talking point

This is the third talking point

This is the fourth talking point

This is the fifth talking point



Text Chunking: Five Items Outlined

This is the first talking point

This is the second talking point

This is the third talking point

This is the fourth talking point

This is the fifth talking point



Text Chunking: Six Items

Thing 1

Thing 2

Thing 3

Thing 4

Thing 5

Thing 6



Text Chunking: Six Items Outlined

Thing 1

Thing 2

Thing 3

Thing 4

Thing 5

Thing 6



Image Chunking

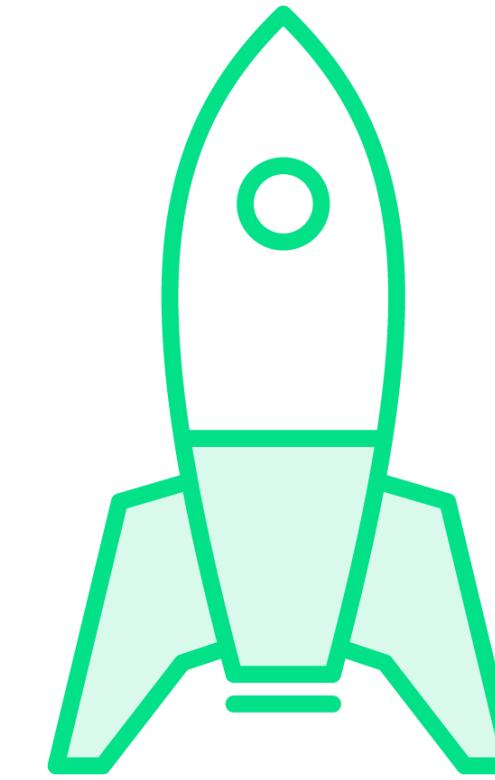


Icon or Image Chunking: Two Items with Headers



Informative Title

Some information about this graphic goes here and four lines or fewer is best



Informative Title

Some information about this graphic goes here and four lines or fewer is best



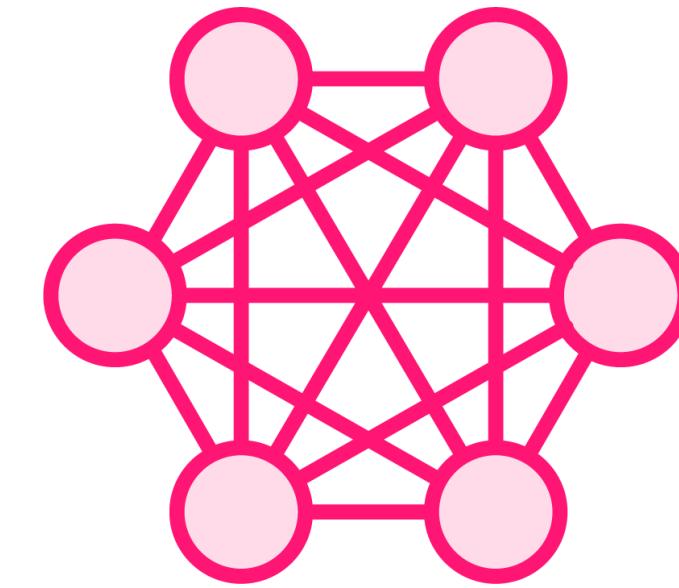
Icon or Image Chunking: Three Items



**Some information
about this graphic
goes here**



**Some information
about this graphic
goes here**



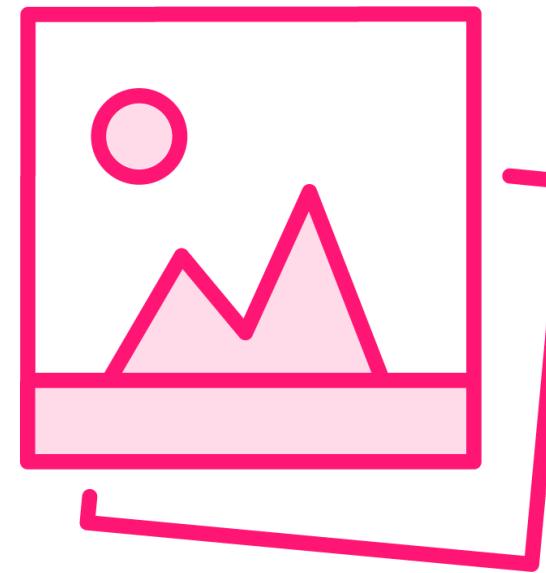
**Some information
about this graphic
goes here**



Icon or Image Chunking: Four Items



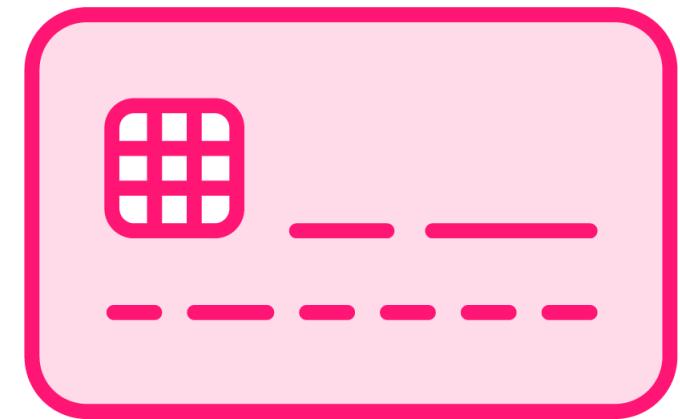
Some info goes here; three lines or fewer is best



Some info goes here; three lines or fewer is best



Some info goes here; three lines or fewer is best



Some info goes here; three lines or fewer is best



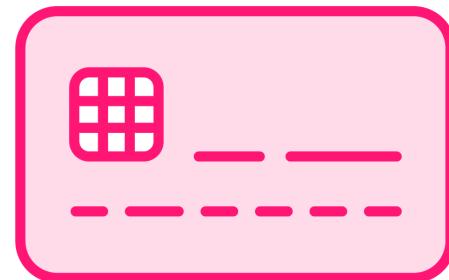
Icon Only Image Chunking: Six Items



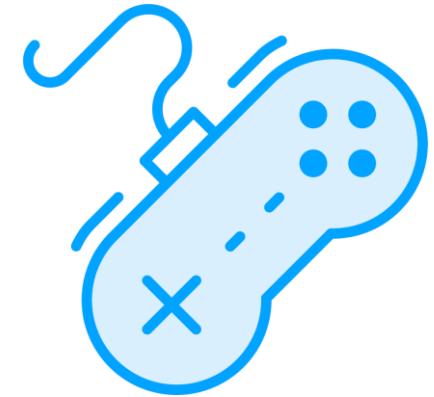
Data transfer



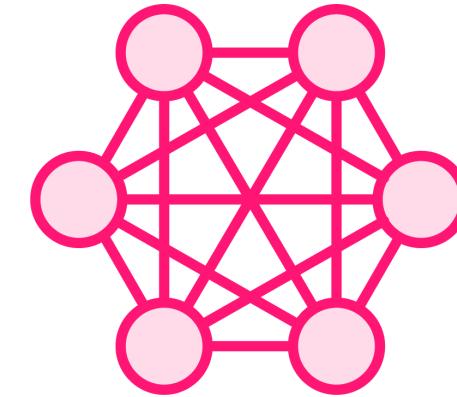
Email



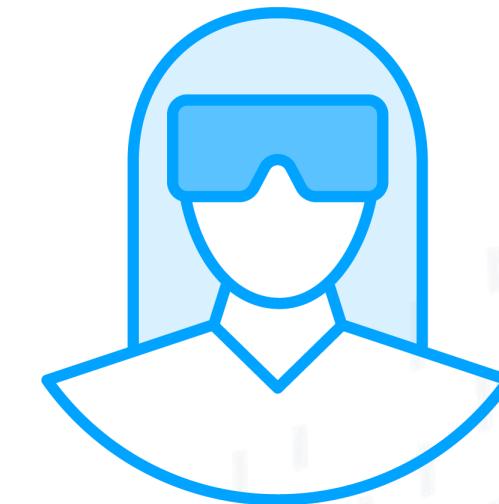
ID card



Game controller



Network map



VR headset



Icon or Image Chunking: Two Items with Headers



Partner pairing

Some information about this graphic goes here and four lines or fewer is best



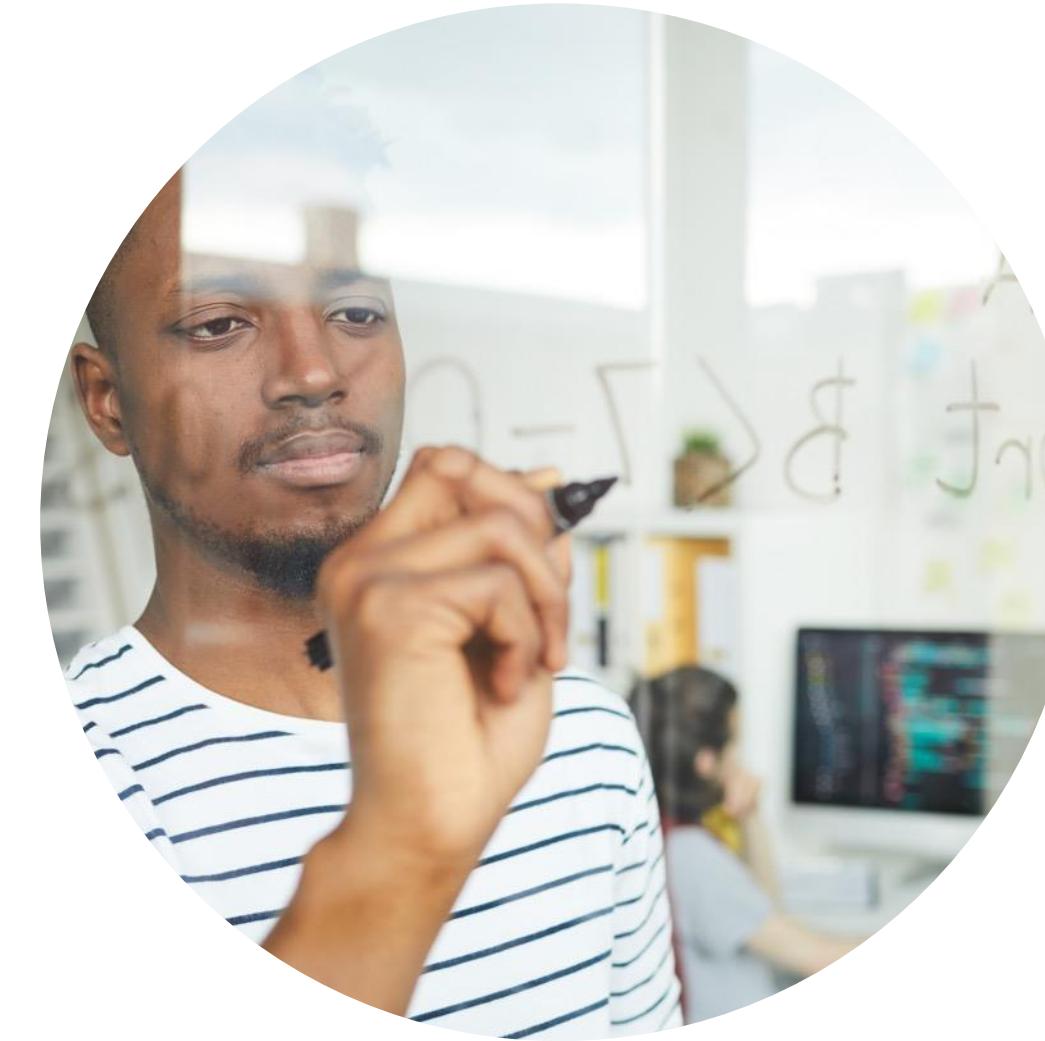
Brainstorming ideas

Some information about this graphic goes here and four lines or fewer is best

Circle Icon or Image Chunking: Two Items



Partner pairing



Brainstorming ideas



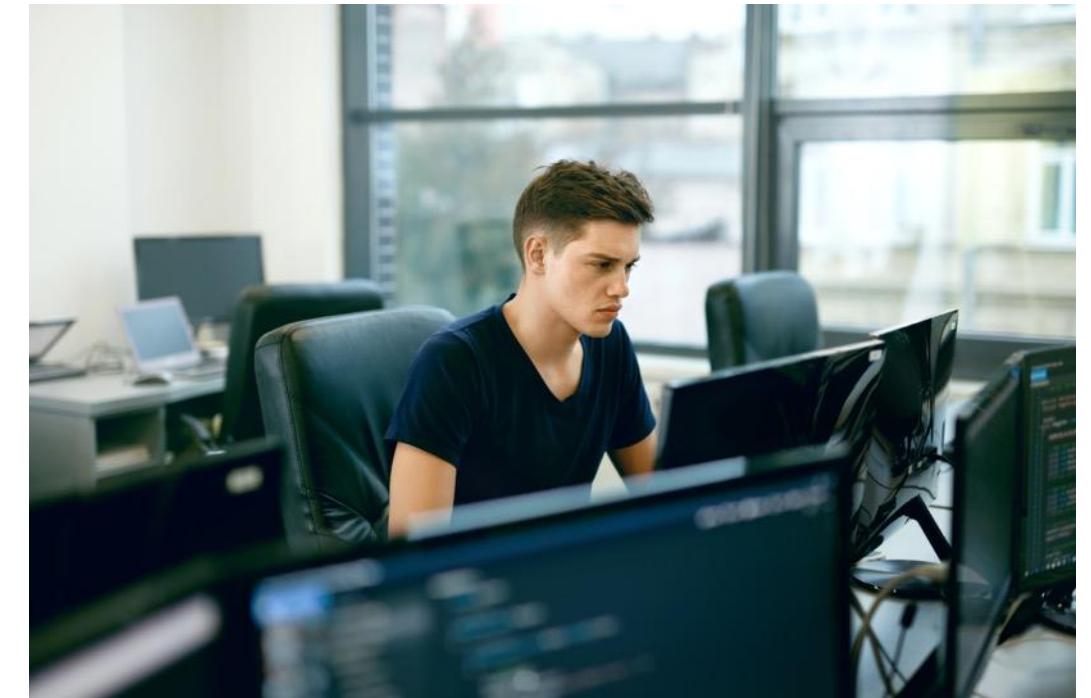
Icon or Image Chunking: Three Items



Work together



Phone a colleague



Write the code



Circle Image Chunking: Four Items



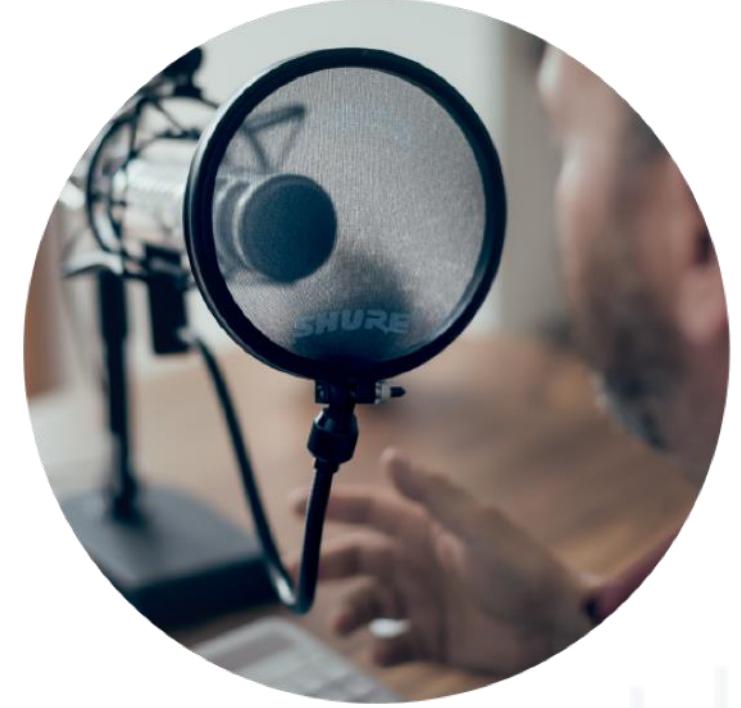
Write a script



Review it



Record audio

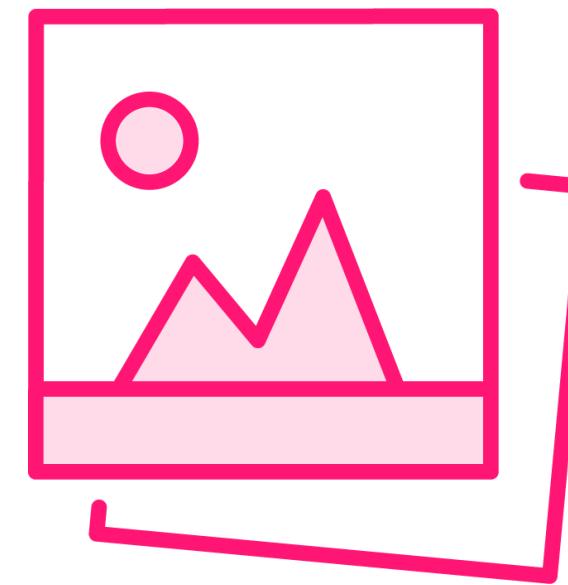


Create a demo



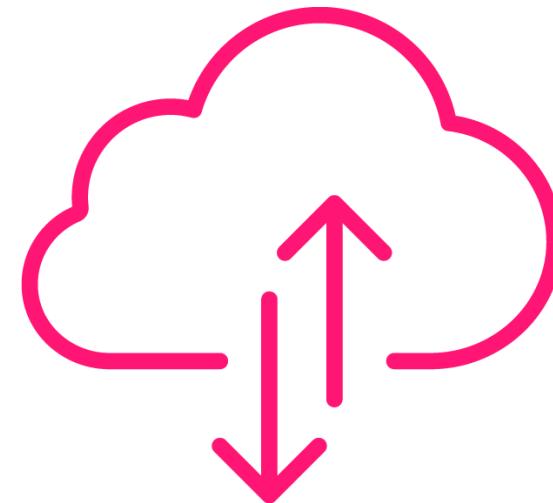
Description Text and Three Item Icons with Headers

Add a short bit of description text in this area. Keep it short and simple.



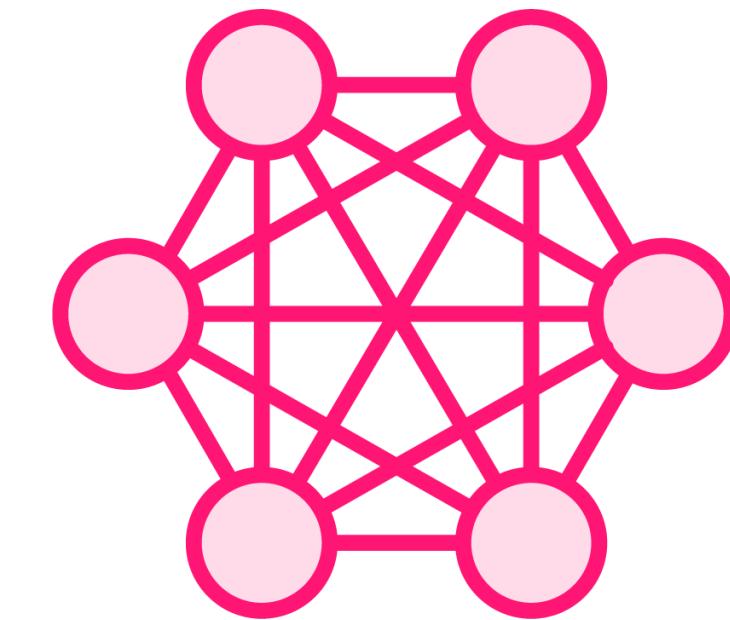
Analysis

Add a description here
on these lines. Keep it
short and simple.



Process

Add a description here
on these lines. Keep it
short and simple.



Work List

Add a description here
on these lines. Keep it
short and simple.



Bullet Lists



Animation built in

Bullet alternative

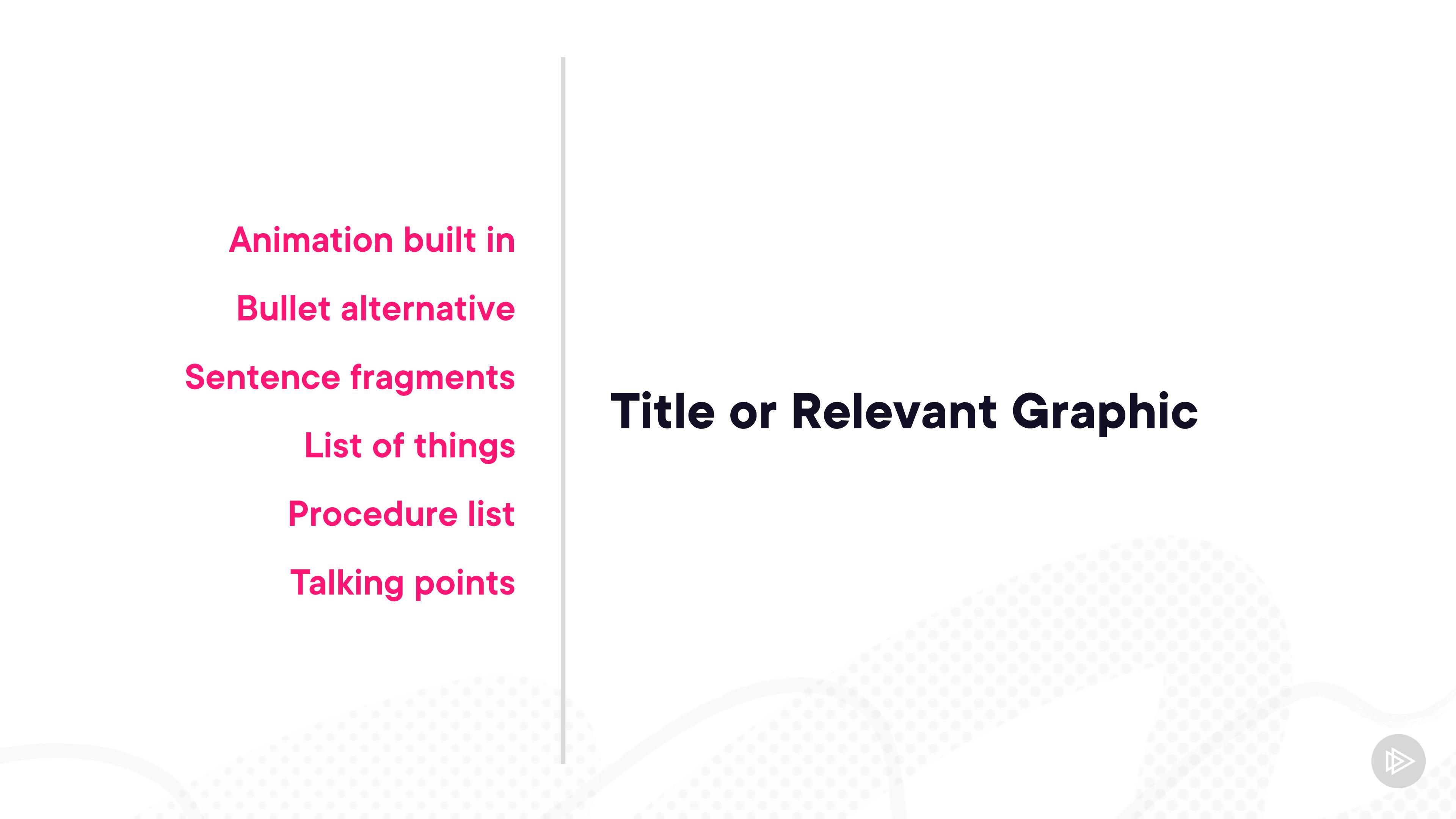
Sentence fragments

List of things

Procedure list

Talking points

Title or Relevant Graphic



Animation built in

Bullet alternative

Sentence fragments

List of things

Procedure list

Talking points



Title or Relevant Graphic

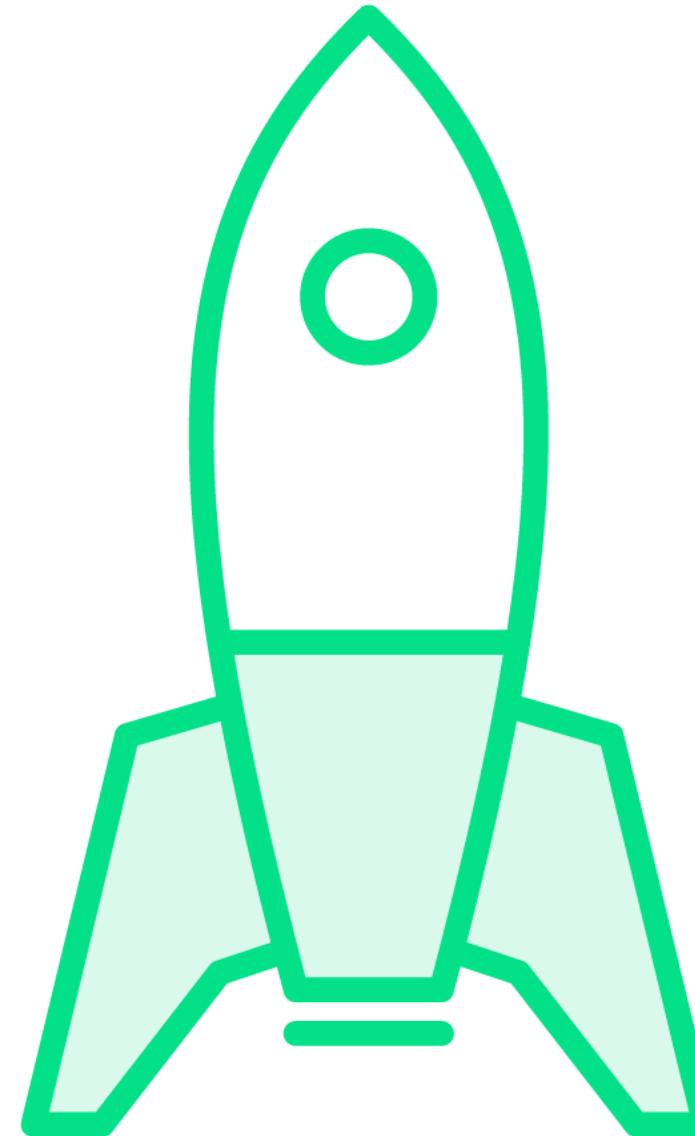
Animation built in

Room for a bit more text

Use this layout for:

- Longer sentence fragments
- List of things
- Procedure list
- Talking points





Animation built in

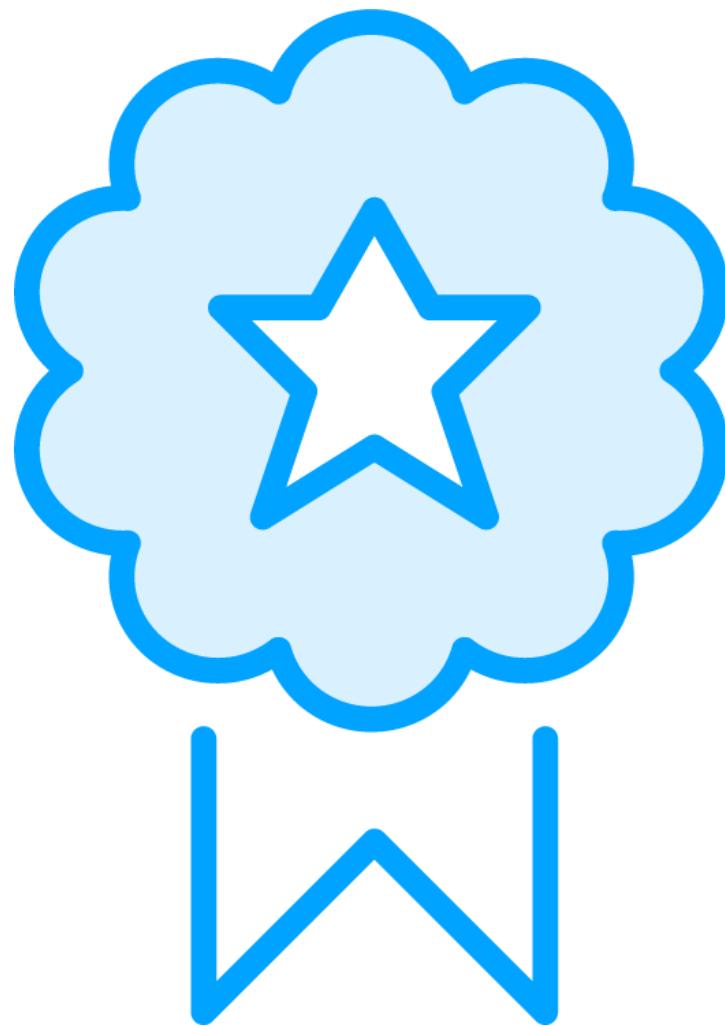
Room for a bit more text

Use this layout for:

- Longer sentence fragments
- List of things
- Procedure list
- Talking points



Title | Image Left | Bullets Right



Animation built in

Room for a bit more text

Use this layout for

- Longer sentence fragments
- List of things
- Procedure list
- Talking points



Title | Image Right | Bullets Left

Animation built in
Room for a bit more text
Use this layout for
Longer sentence fragments
List of things
Procedure list
Talking points





Photo Circle with Text

Works better with photos than with icons

Photos must be high-quality and copyright-safe

**Re-center text boxes vertically once text
is entered**





The main image bleeds off three edges

Graphic should fill the entire space

- Graphic must be high-quality and copyright-safe

Text animation is built in





Left Image with Title

The main image bleeds off three edges

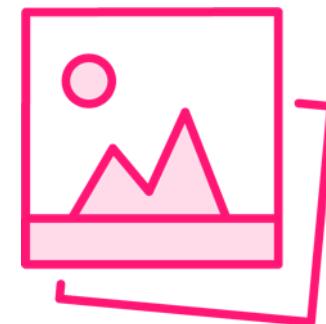
Graphic should fill the entire space

- Graphic must be high-quality and copyright-safe

Text animation is built in



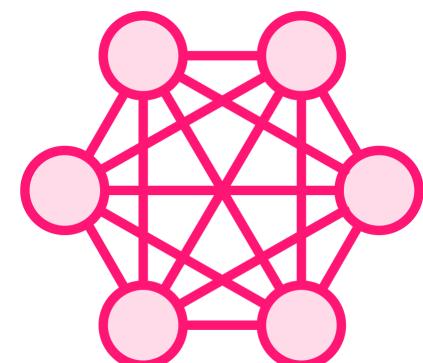
Three Item List with Icons



An image chunking option for when you have longer text



Be concise and keep each bullet to 3 lines or fewer



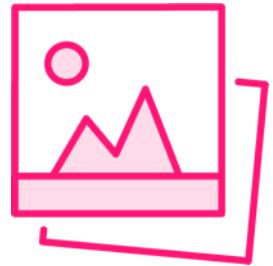
Add relevant icons on the left for each text item on the right



Four Item List with Icons



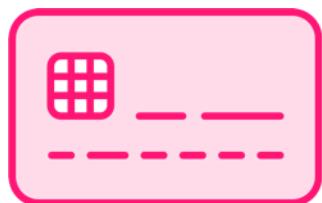
An image chunking option for when you have longer text



Be concise and keep each bullet to 2 lines or fewer



Add relevant icons on the left for each text item on the right



An alternative to bullets



Five Item List with Icons



An image chunking option for when you have longer text



Sometimes four of these items aren't enough



Add relevant icons on the left for each text item on the right



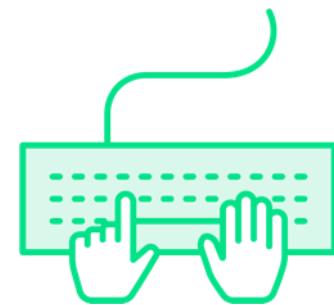
An image chunking option for when you have longer text



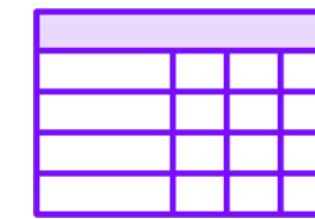
Be concise and limit the text to one line



Two Column Six Item List with Icons



Program



Export all that data



Take a break and read



Write up a case study



Check the data



It's all under control



Code

Refer to [Author Kit](#) for additional guidance



Code Snippet | Light

```
<div class="row carousel-indicators">
    <div style="background-color:red;" class="col-md-4" data-
target="#homeCarousel" data-slide-to="0" class="active">
        </div>
        <div style="background-color:green;" class="col-md-4" data-
target="#homeCarousel" data-slide-to="1" class="active">
        </div>
</div>
```



Code Snippet | Dark

```
<div class="row carousel-indicators">
    <div style="background-color:red;" class="col-md-4" data-
target="#homeCarousel" data-slide-to="0" class="active">
        </div>
    <div style="background-color:green;" class="col-md-4" data-
target="#homeCarousel" data-slide-to="1" class="active">
        </div>
</div>
```



```
<div class="row carousel-indicators">
    <div style="background-color:red;" class="col-md-4" data-target="#homeCarousel"
data-slide-to="0" class="active">
        </div>
    <div style="background-color:green;" class="col-md-4" data-target="#homeCarousel"
data-slide-to="1" class="active">
        </div>
</div>
```

Code Snippet with Info | Light

Information about the code above. Code should be in Roboto Mono font, while slide title and supplemental text should remain in PS TT Commons.



```
<div class="row carousel-indicators">
  <div style="background-color:red;" class="col-md-4" data-target="#homeCarousel"
data-slide-to="0" class="active">
</div>
  <div style="background-color:green;" class="col-md-4" data-target="#homeCarousel"
data-slide-to="1" class="active">
</div>
</div>
```

Code Snippet with Info | Dark

Information about the code above. Code should be in Roboto Mono font, while slide title and supplemental text should remain in PS TT Commons.



```
// Put code on this side
```

```
let website = {  
    name: 'Pluralsight',  
    url: 'https://pluralsight.com'  
};
```

```
function makeUrl() {}
```

```
let sites = []  
sites.push(website)
```

```
console.log(sites[0].name)
```

◀ Line up with these notes

◀ Create an object

◀ Define a function

◀ Add the object to an array

◀ Log the site name to the console



```
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```
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Title and Tab for Filename

Add a line of text here if needed

Filename.code

```
<div class="row carousel-indicators">
    <div style="background-color:red;" class="col-md-4" data-
target="#homeCarousel" data-slide-to="0" class="active">
        </div>
        <div style="background-color:green;" class="col-md-4" data-
target="#homeCarousel" data-slide-to="1" class="active">
        </div>
</div>
```



Title and Tab for Filename

Add a line of text here if needed

Filename.code

```
<div class="row carousel-indicators">
    <div style="background-color:red;" class="col-md-4" data-
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        </div>
        <div style="background-color:green;" class="col-md-4" data-
target="#homeCarousel" data-slide-to="1" class="active">
        </div>
</div>
```



Title and Two Tabs

Filename.here

```
<div style="background-color:red;"  
      class="col-md-4" data-  
      target="#homeCarousel" data-slide-  
      to="0"  
      class="active">  
</div>
```

Filename.here

```
<div style="background-color:red;"  
      class="col-md-4" data-  
      target="#homeCarousel" data-slide-  
      to="0"  
      class="active">  
</div>
```



Title and Two Tabs

Filename.here

```
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<div style="background-color:red;"  
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      to="0"  
      class="active">  
</div>
```



Title and Tab with Output | Vertical

Add a line of text here if needed

Filename.here

```
<div class="row carousel-indicators">
    <div style="background-color:red;" class="col-md-4" data-target="#homeCarousel" data-slide-to="0" class="active">
        </div>
        <div style="background-color:green;" class="col-md-4" data-target="#homeCarousel" data-slide-to="1" class="active">
            </div>
</div>
```

> Console



Title and Tab with Output | Vertical

Filename.nere

```
<div class="row carousel-indicators">
    <div style="background-color:red;" class="col-md-4" data-target="#homeCarousel" data-slide-to="0" class="active">
        </div>
    <div style="background-color:green;" class="col-md-4" data-target="#homeCarousel" data-slide-to="1" class="active">
        </div>
</div>
```

> Console



Title and Tab with Output | Horizontal

Filename.here

```
<div style="background-color:red;"  
      class="col-md-4" data-  
      target="#homeCarousel" data-slide-to="0"  
      class="active">  
</div>
```

> Code output or other items



Title and Tab with Output | Horizontal

Filename.here

```
<div style="background-color:red;"  
      class="col-md-4" data-  
      target="#homeCarousel" data-slide-to="0"  
      class="active">  
</div>
```

> Code output or other items



Title Left and Filename at top

Filename.here

```
<div class="row carousel-indicators">
    <div style="background-color:red;" class="col-md-4" data-target="#homeCarousel" data-slide-to="0"
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        class="active">
        </div>
</div>
```



Title Left and Filename at top

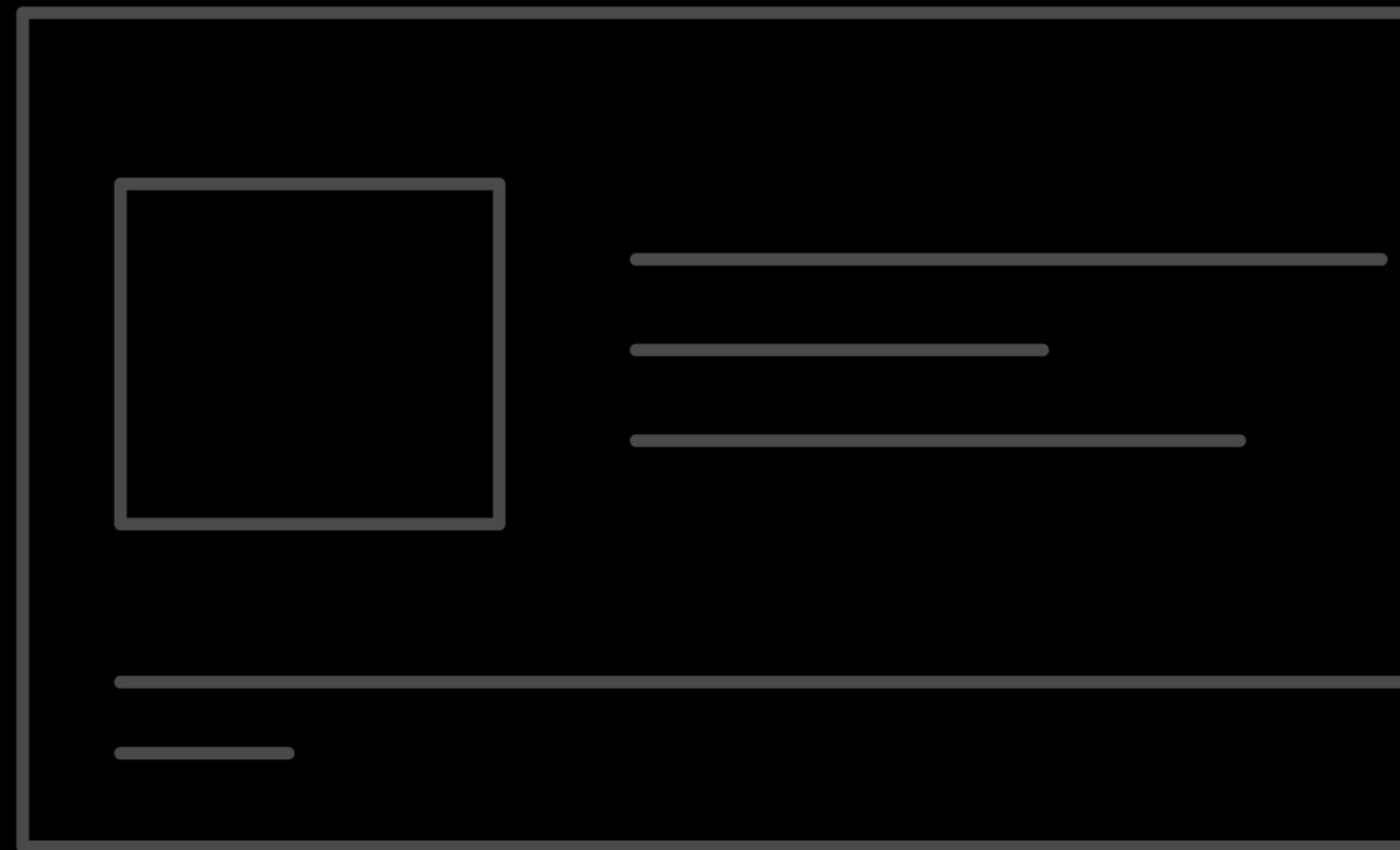
Filename.here

```
<div class="row carousel-indicators">
    <div style="background-color:red;" class="col-md-4" data-target="#homeCarousel" data-slide-to="0" class="active">
        </div>
    <div style="background-color:green;" class="col-md-4" data-target="#homeCarousel" data-slide-to="1" class="active">
        </div>
</div>
```



Citations

Refer to [Author Kit](#) for additional guidance



Citation Option

Citation: Author/Source, Title, Link/Short URL



More Information

Title of Pluralsight Course

Author Name



Resources Referenced in this Course

Microsoft Docs, [Update Management Overview](#)

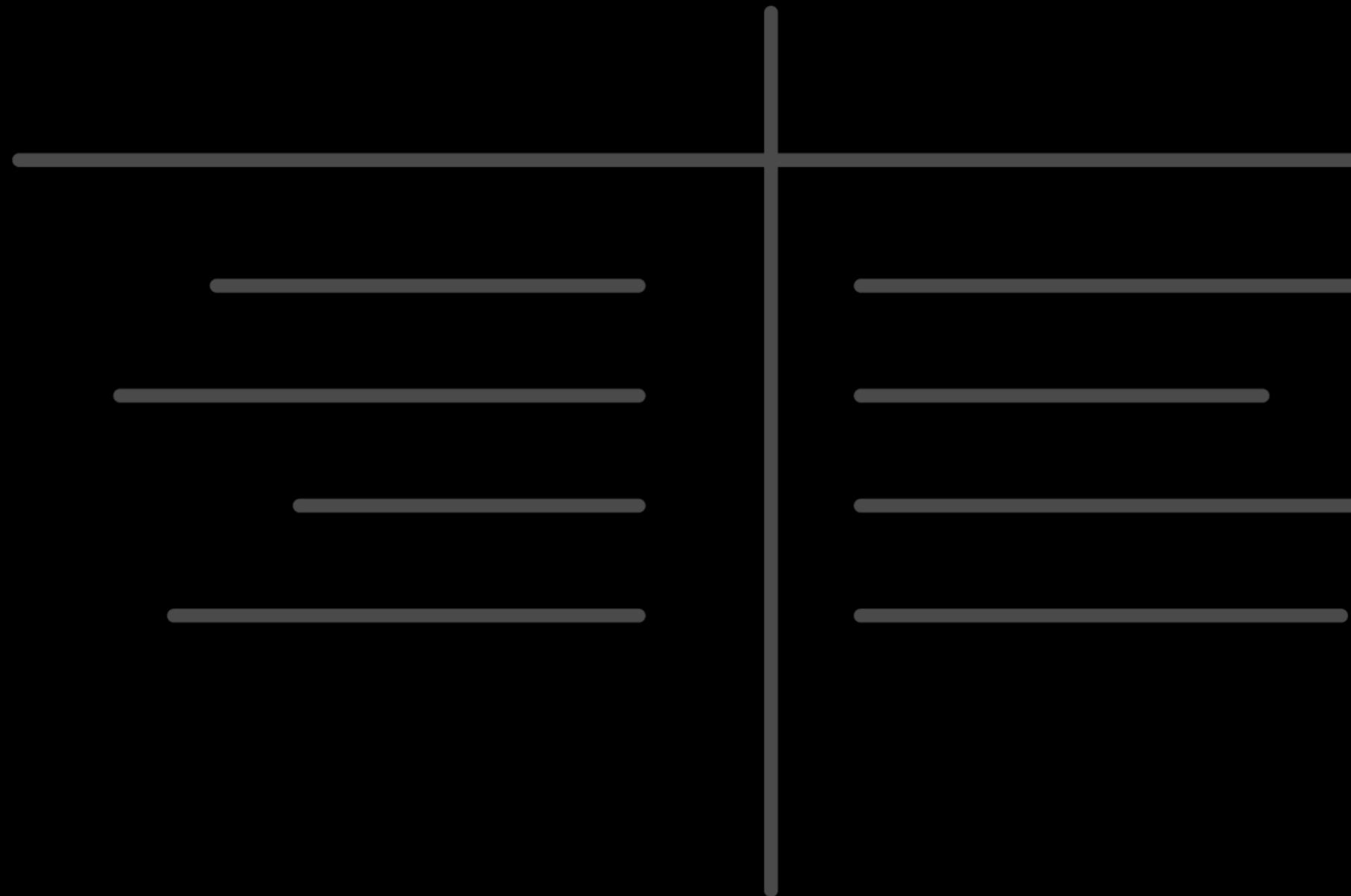
Stephen Covey, The 7 Habits of Highly Effective People

Add relevant icons on the left for each text item on the right

Author/Source, Title, Link/Short URL



Comparison Slides



Comparison: Point-by-Point

Functional group	VS	Objectives
Configure and administer security		Manage vSphere storage
Configure advanced networking		Configure software-defined storage
Configure advanced storage		Configure vSphere storage multi-pathing and failover
Administer and manage resources		Perform advanced VMFS and NFS configurations and upgrades
Configure availability solution		Configure software-defined storage



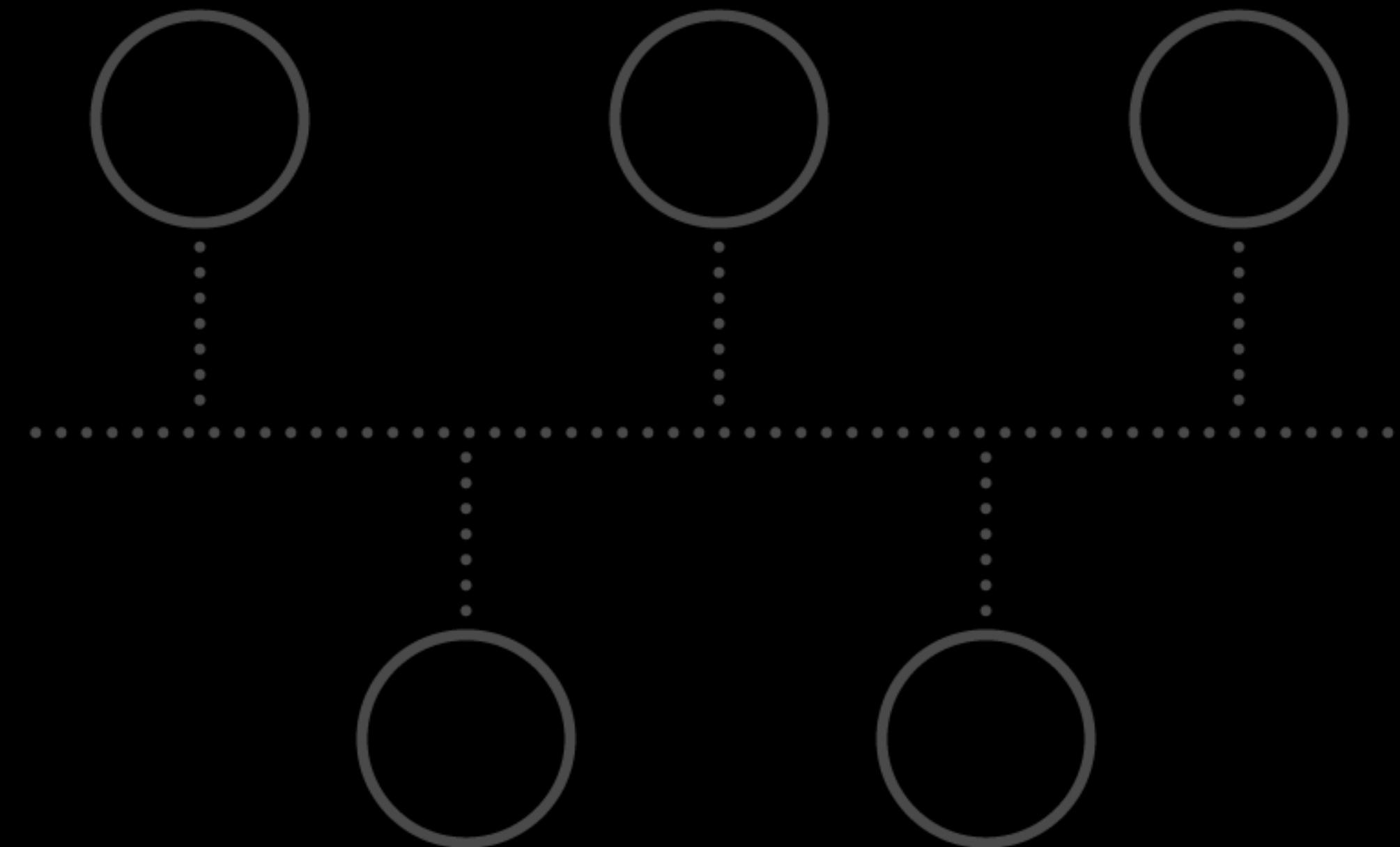
Comparison: By Item

Functional group	VS	Objectives
Configure and administer security		Manage vSphere storage
Configure advanced networking		Configure software-defined storage
Configure advanced storage		Configure vSphere storage multi-pathing and failover
Administer and manage resources		Perform advanced VMFS and NFS configurations and upgrades
Configure availability solution		Configure software-defined storage

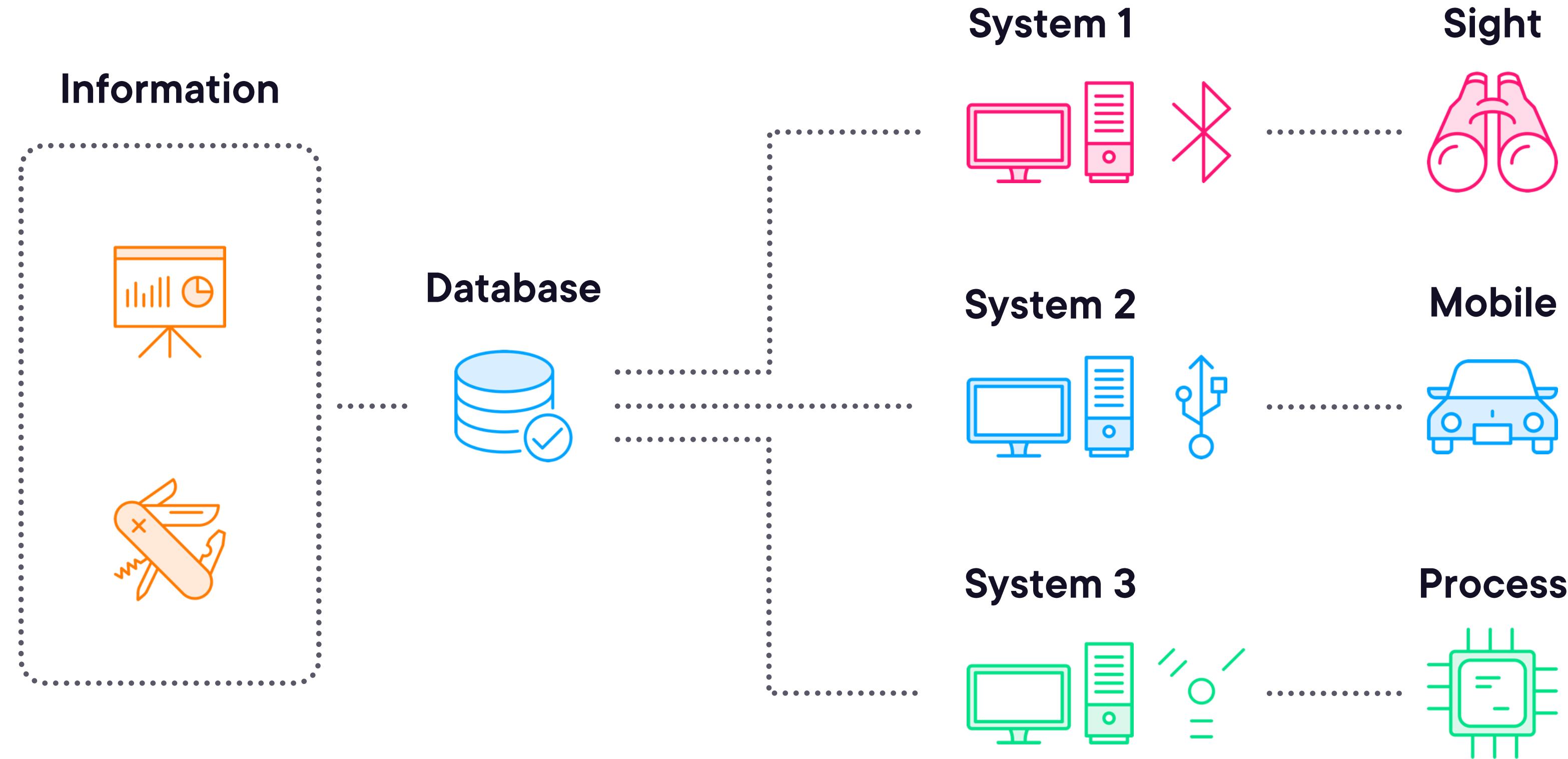


Diagrams

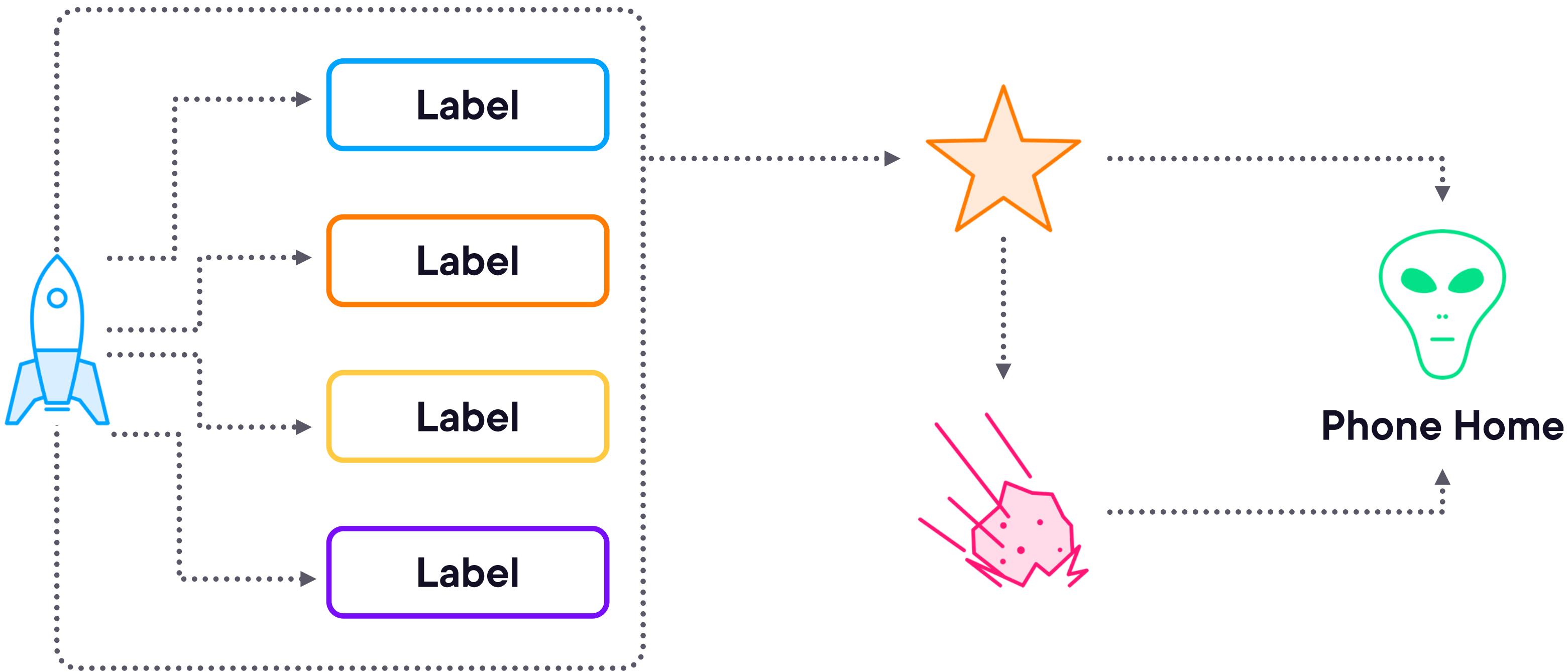
Refer to [Author Kit](#) for additional guidance

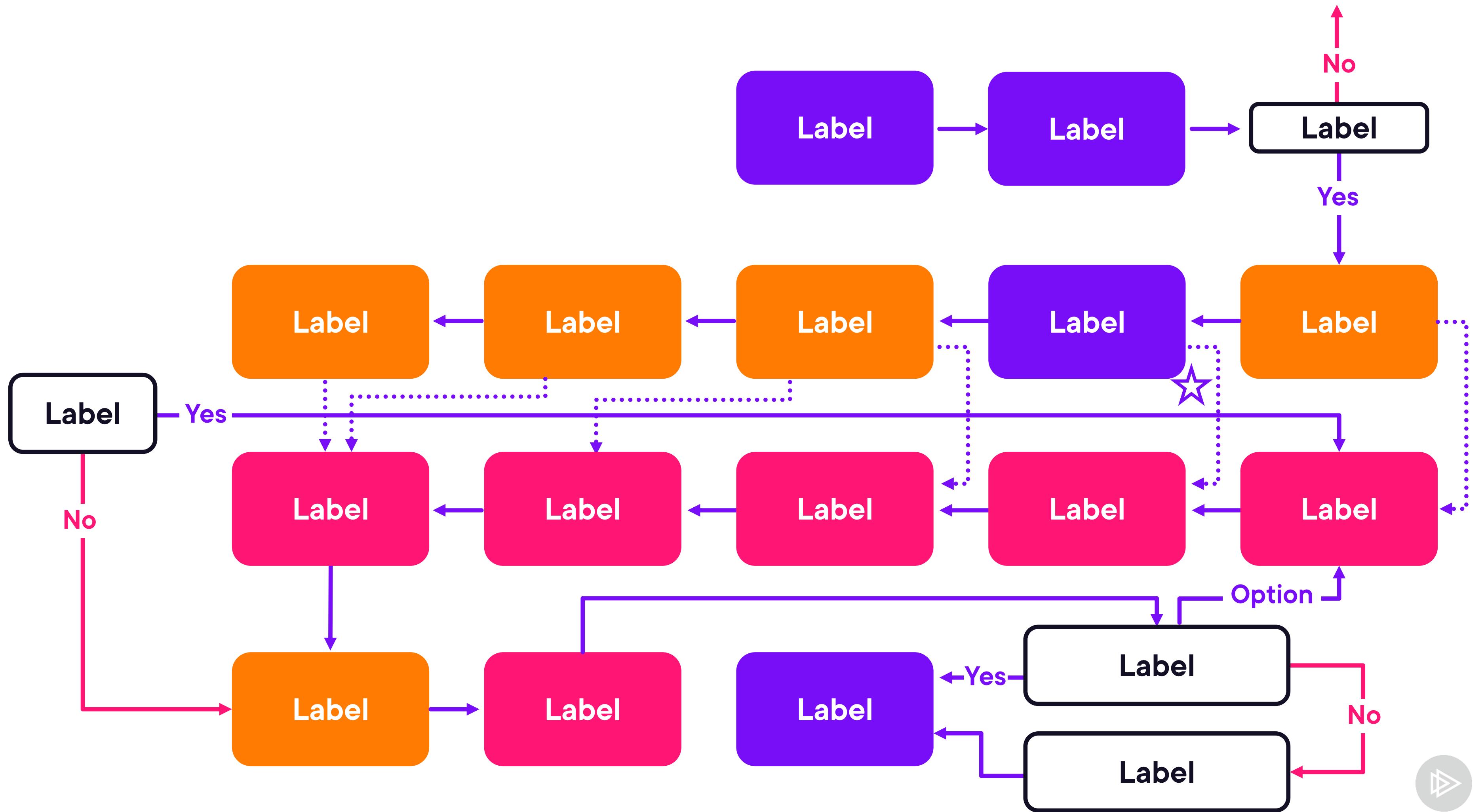


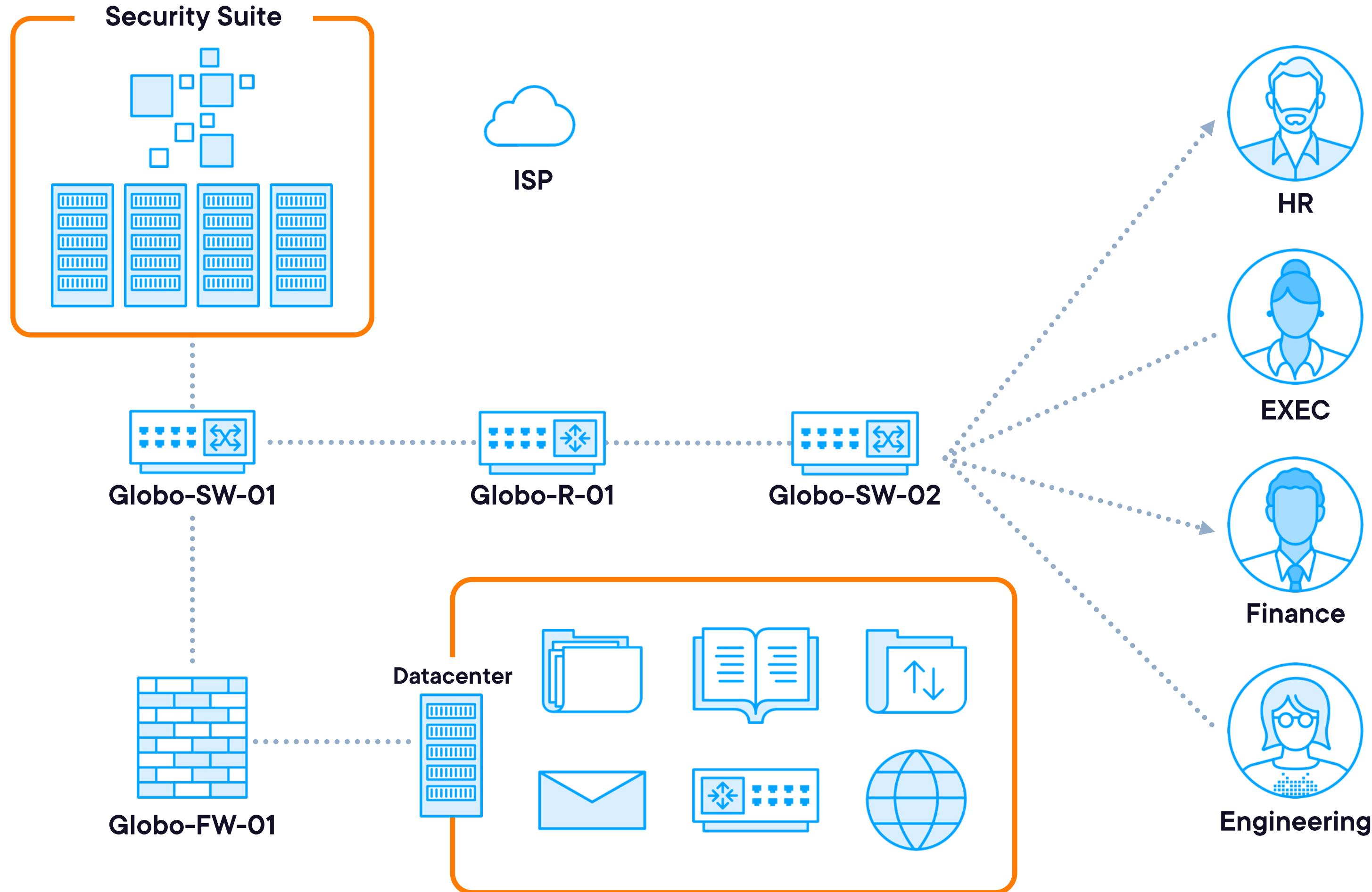
Basic Diagram



Basic Diagram

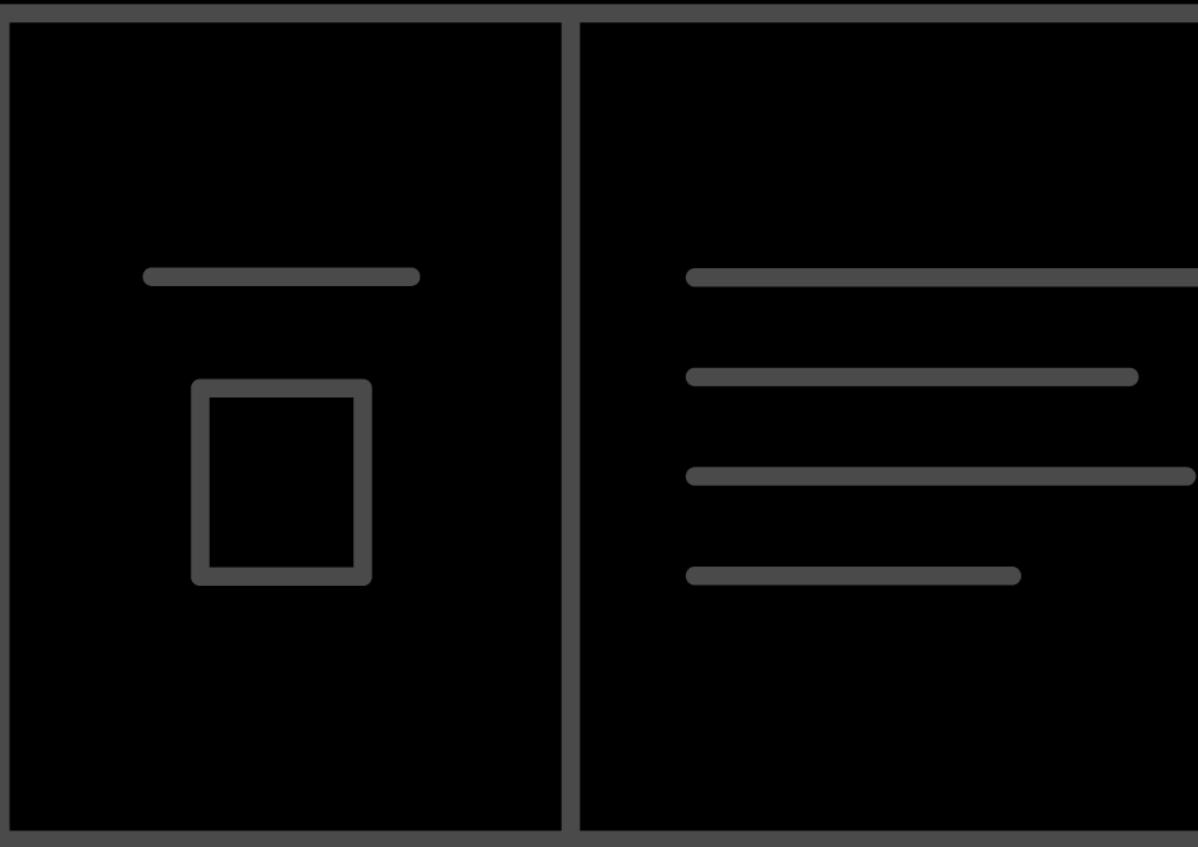
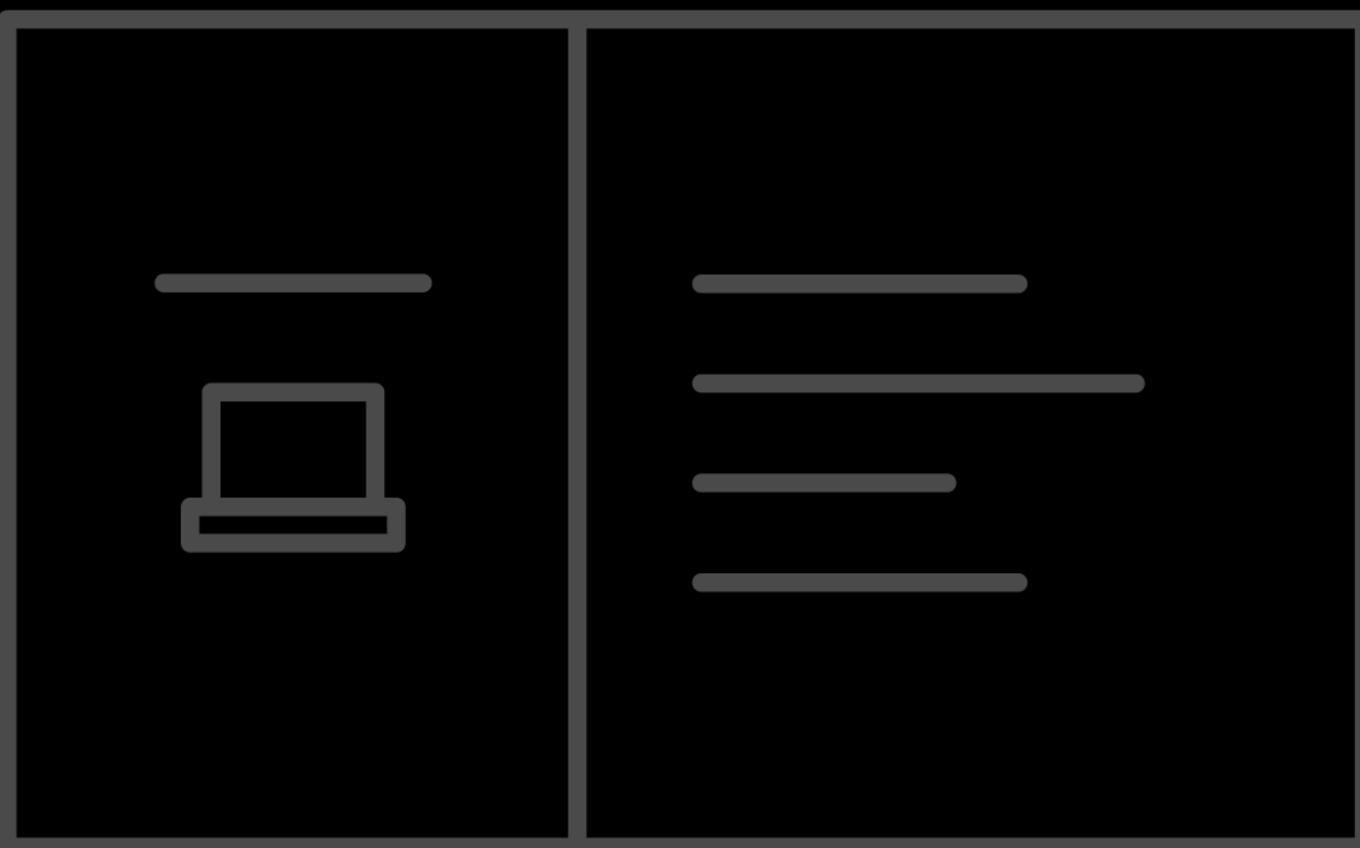






Slide Transitions

Refer to [Author Kit](#) for additional guidance



Timeline of Events with Fade Transition

1940s

McCulloch and Pitts
Neural network theory

1968

Ken Thompson
First in computing

1986

Henry Spencer
Regex library

1956

Stephen Cole Kleene
Regular events/sets



1973

Ken Thompson
First release of grep

1987

Larry Wall
Integration into Perl

*View in presentation mode



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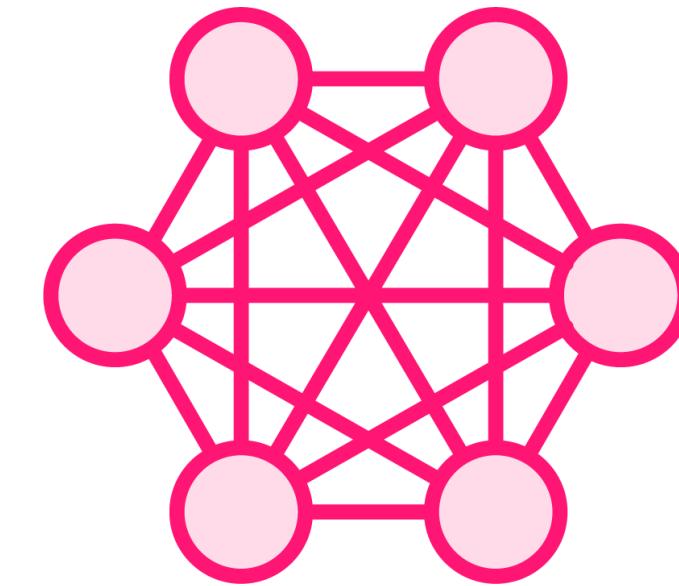
Cover/Uncover Transition



**Some information
about this graphic
goes here**



**Some information
about this graphic
goes here**



**Some information
about this graphic
goes here**



**Make a statement or
highlight an idea here
between the transition.**



Push Transition: Step 1

Push transition: Let's have lots of fun.

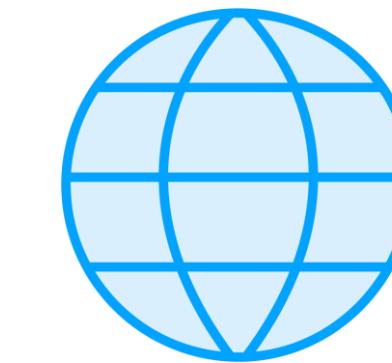
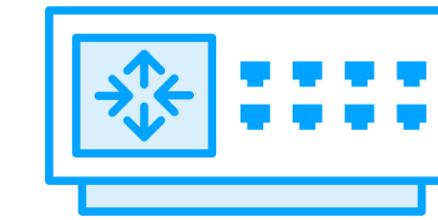
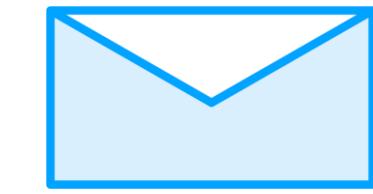
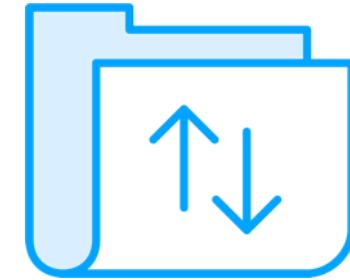
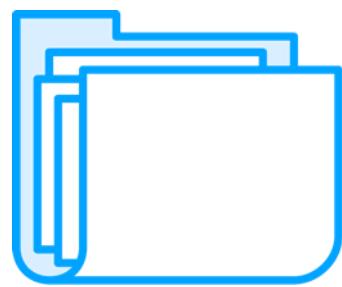


Push Transition: Step 2

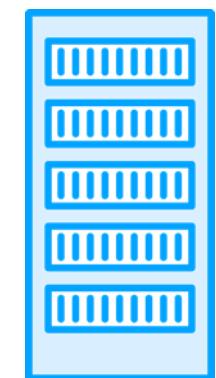
There's so much you can do.



Morph Slide Transition



Datacenter



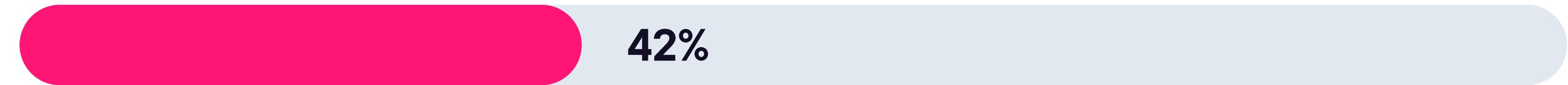
Morph Slide Transition



Morph Slide Transition

Q1

People who love pineapple on pizza



People who loathe pineapple on pizza



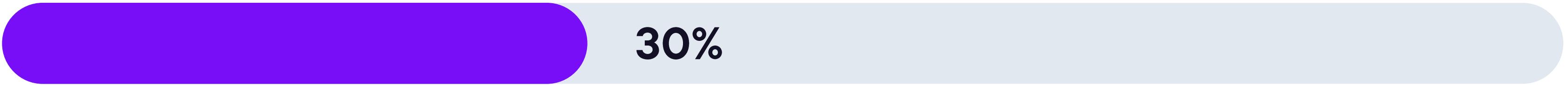
Morph Slide Transition

Q2

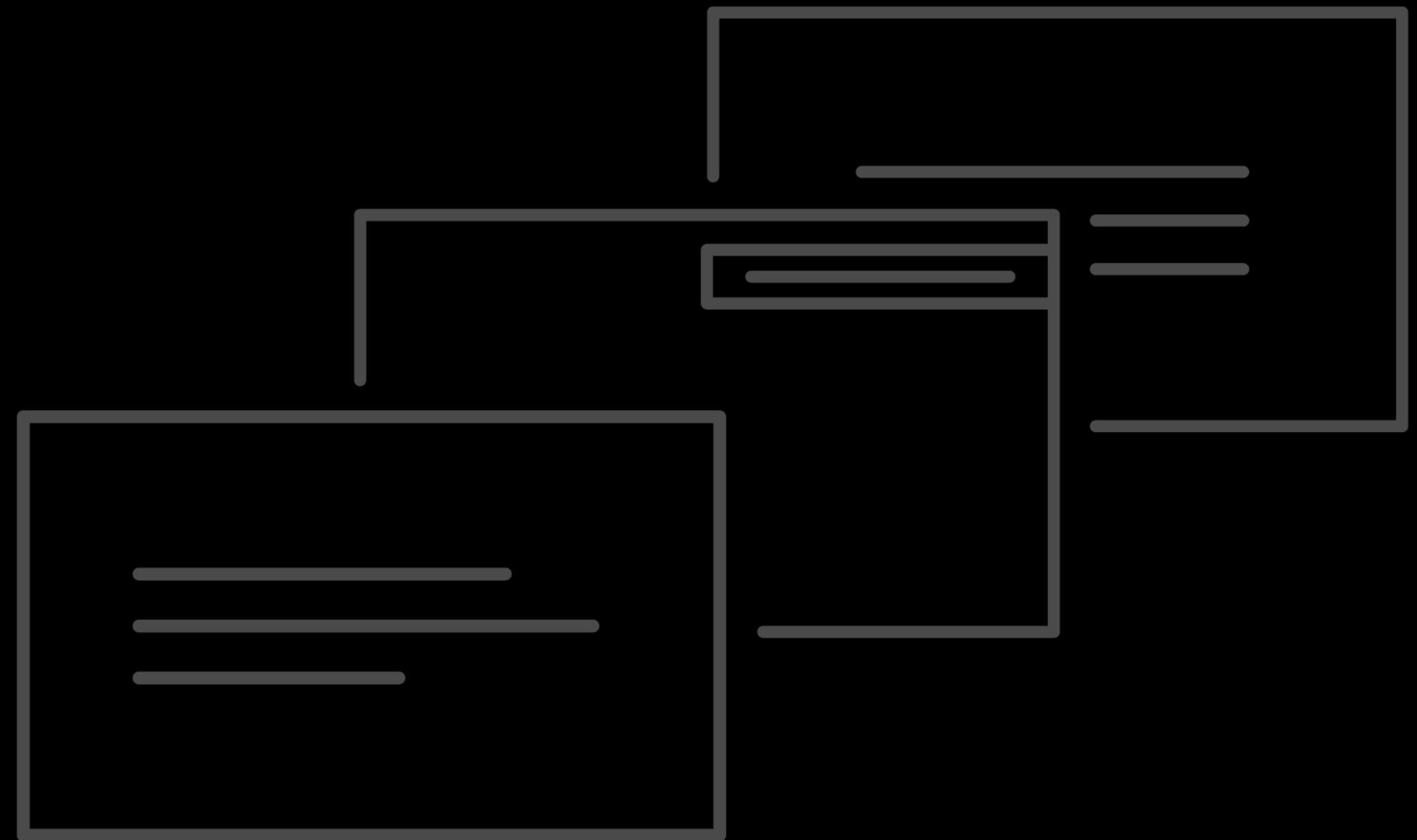
People who love pineapple on pizza



People who loathe pineapple on pizza



Other Slides



Word Definition

Here is where you put the definition. This is one of the few places where complete sentences are appropriate. Be sure to cite your source.



Word Definition

Here is where you put the definition. This is one of the few places where complete sentences are appropriate. Be sure to cite your source.



James Baldwin

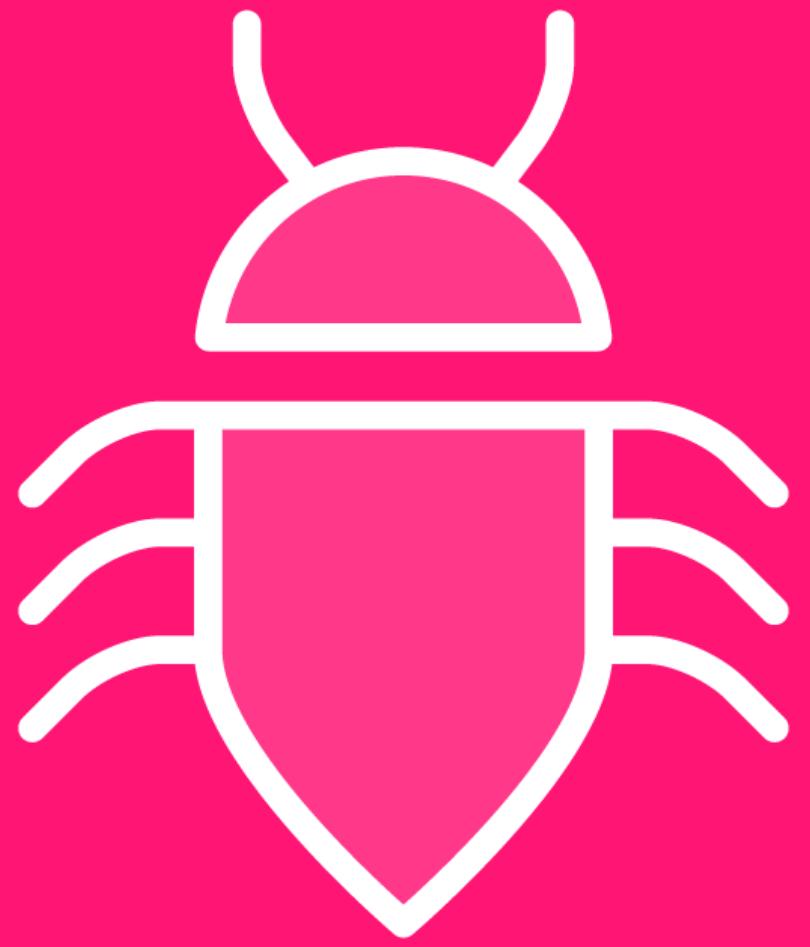
**“It is true that the more one
learns the less one knows.”**



Anaïs Nin

“Each friend represents a world in us, a world possibly not born until they arrive, and it is only by this meeting that a new world is born.”





Bugs, Bugs, Everywhere!

Add a short bit of description text in this area. This should be a quick intro slide to an idea without a lot of text. Stick to a few sentences.





Bugs, Bugs, Everywhere!

Add a short bit of description text in this area.
This should be a quick intro slide to an idea
without a lot of text. Stick to a few sentences.



**This is a short, important
statement to bring
attention to something.**



**This is a short, important
statement to bring
attention to something.**



A vibrant hot air balloon with a multi-colored envelope (purple, yellow, red, orange) is the central focus, positioned on the left side of the frame. It is flying over a lush green vineyard with rows of grapevines. In the background, there are rolling hills covered in dense green forests under a vast sky transitioning from blue to warm orange and yellow hues of a setting sun.

You can use full-screen images too