

# Website Design

Reza Shalchian

# Responsive

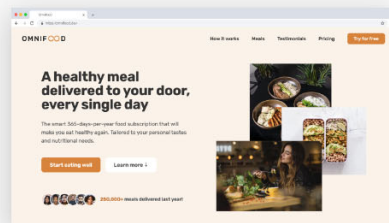
- Creating a more flexible, more responsive approach to design for the web
- Means adaptability to the constraint of the browser window or device that renders it

# How the web works?

- Request a web page by either typing its URL directly in the browser or by clicking a link on a page. The URL contains the information needed to target a specific document on a specific web server on the internet. In this case, it points to the default file (index.html) in the top directory.
- Your browser sends an HTTP request to the server named in the URL and asks for the specific file. The request also includes information about what languages the user can read and what types of files the browser can accept.
- The server looks for the requested file and issues an HTTP response in the form of an HTTP header.
  - If the page cannot be found, the server returns an error message
  - If the document *is* found, the server retrieves the requested file and returns it to the browser. If the site is dynamic, the server assembles the page from stored data before returning it to the browser
- The browser parses the HTML document. If the page contains images (indicated by the HTML **img** element) or other external resources like scripts or style sheets, the browser contacts the server again to request each resource specified in the markup.
- The browser inserts each image in the document flow where indicated by the **img** element, applies styles, and runs scripts. And voilà! The assembled web page is displayed for your viewing pleasure.



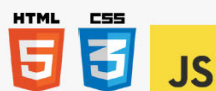
## FRONT-END VS. BACK-END DEVELOPMENT



### STATIC WEBSITE

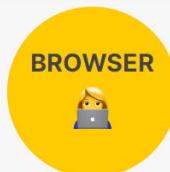
Website where files are simply sent to browser as they are

index.html	style.css	html	style.css
script.js	image.jpg	.js	image.jpg



The 3 languages that browsers understand

The process of writing



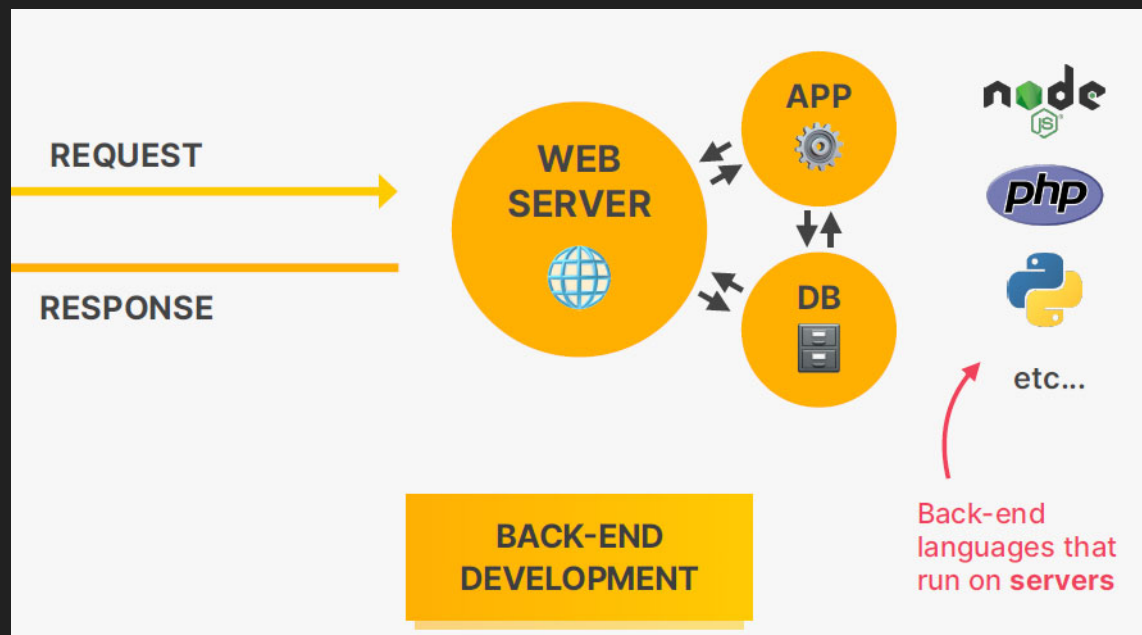
BROWSER

REQUEST

RESPONSE

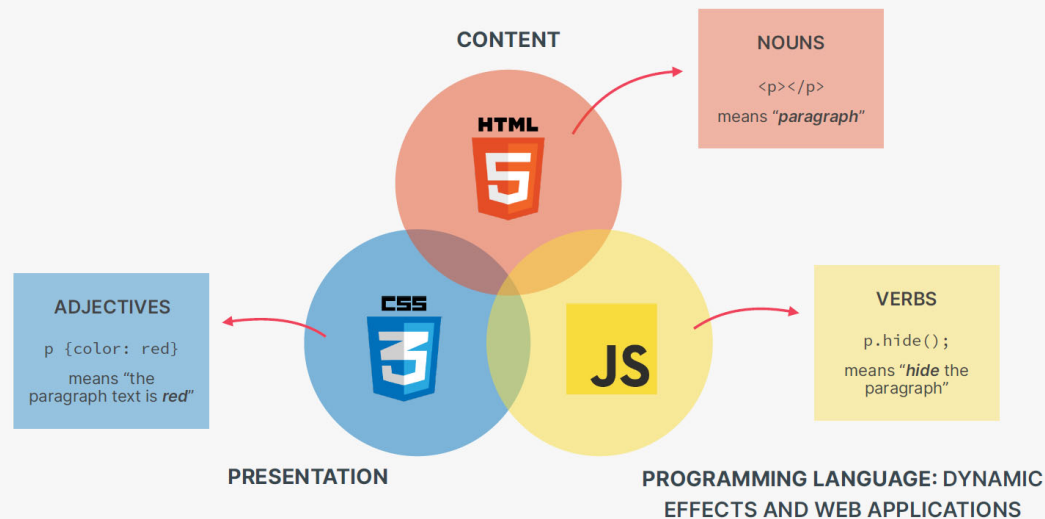
WEB SERVER

FRONT-END DEVELOPMENT



# 3 Languages

## THE 3 LANGUAGES OF THE FRONT-END



# Some concepts

- The multitude of devices
- STICKING WITH THE STANDARDS -> <https://www.w3.org/standards/webdesign/htmlcss>
- PROGRESSIVE ENHANCEMENT -> start with basic functionality of your website
  - Authoring strategy : logical order and its elements are marked up in a meaningful way,
  - Styling strategy
  - Scripting strategy
- RESPONSIVE WEB DESIGN: is a strategy for providing appropriate layouts to devices based on the size of the viewport (browser window). The key to Responsive Web Design is serving a single HTML document (with one URL) to all devices, but applying different style sheets based on the screen size
- ACCESSIBILITY
- PERFORMANCE

# Tools

- Visual Studio Code
- <https://www.gimp.org/>
- Figma
- <https://codepen.io/>



# Steal like an artist

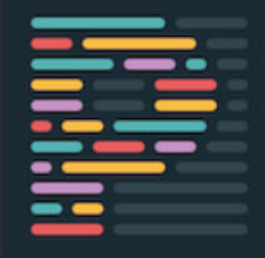
- <https://land-book.com/>
- <https://onepagelove.com/>
- <https://www.awwwards.com/>
- <https://screenlane.com/>

# Design a page by Figma

○ [https://www.youtube.com/watch?v=6t\\_dYhXyYjl&t=1288s](https://www.youtube.com/watch?v=6t_dYhXyYjl&t=1288s)

# Plugins

○ Prettier



## Prettier - Code formatter v9.8.0

Prettier | 24,271,070 | ★★★★★ (352)

Code formatter using prettier

[Disable](#) [Uninstall](#) [▼](#) [⚙️](#)

default format

User

Text Editor (1)

✓ Workbench (1)

Editor Manage... (1)

✓ Extensions (8)

HTML (5)

JSON (1)

TypeScript (2)

#### Editor: Default Formatter

Defines a default formatter which takes precedence over all other formatter settings. Must contribute a formatter.

Prettier - Code formatter



Workbench > Editor: Label Format



format on save

User

✓ Text Editor (2)  
Formatting (2)



#### Editor: Format On Save



Format a file on save. A formatter must be available, the file must not be saved after delay, and the editor must not be shutting down.

#### Editor: Format On Save Mode

Controls if format on save formats the whole file or only modifications. Only applies when [Editor: Format On Save](#) is enabled.

file



autosave

4 Settings For

User

Turn on Se

Commonly Used (1)

▼ Text Editor (3)

Files (3)



### Files: Auto Save

Controls [auto save](#) of editors that have unsaved changes.

onFocusChange



tab size 3 Settings Four

User

Turn on Set

Commonly Used (1)

Text Editor (1)

✓ Features (1)

Terminal (1)



**Editor: Tab Size** *(Modified elsewhere)*


The number of spaces a tab is equal to. This setting is overridden based on the file contents when [Editor: Detect Indentation](#) is on.

2

Terminal > Integrated > Tabs: Default Icon



## One Monokai Theme v0.5.0

Joshua Azemoh |  1,439,864 |  (84)

A cross between Monokai and One Dark theme

[Install](#)

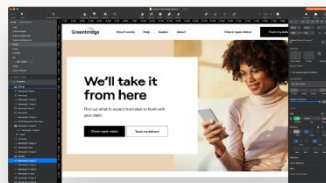




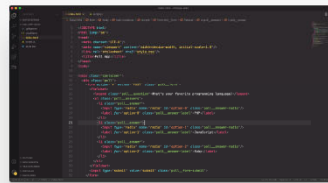
# Web Design Vs Developing

Web **designers** create the overall **look and feel** of a website

Web **developers** implement the design using **HTML, CSS and JavaScript** code

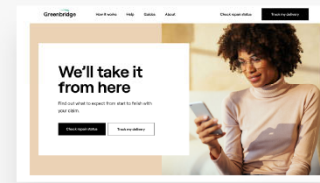


DESIGNER



DEVELOPER

DESIGNER + DEVELOPER



USER

## GOOD DESIGN

- ✓ Creates an immediate and lasting **good impression** of the brand or product;
- ✓ Makes the user **trust** the brand right away;
- ✓ Increases the user's **perceived value** of the brand or product;
- ✓ Gives users exactly **what they were looking for** when coming to the site, e.g. purchasing a product or finding information.

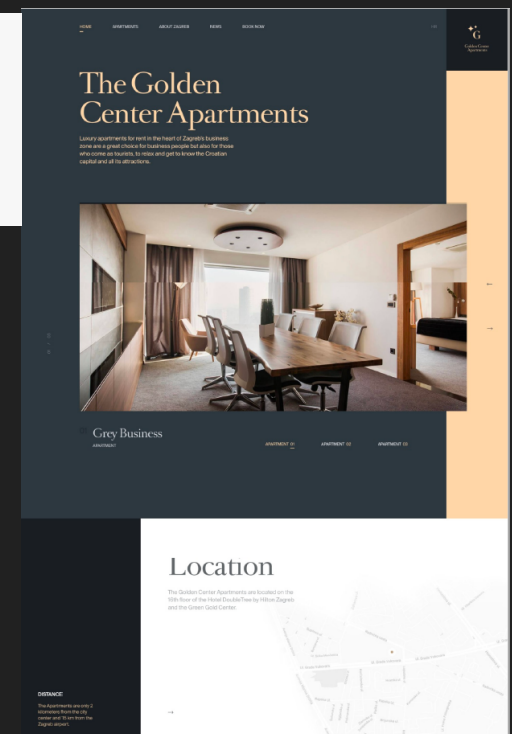
## BAD DESIGN

- ✗ Makes users believe the brand doesn't really care about their product or service;
- ✗ Makes the user insecure about trusting the brand;
- ✗ Makes the brand or product seem "cheap";
- ✗ Leaves users confused, and makes it hard to for them to reach their goal.

# Website Personalities

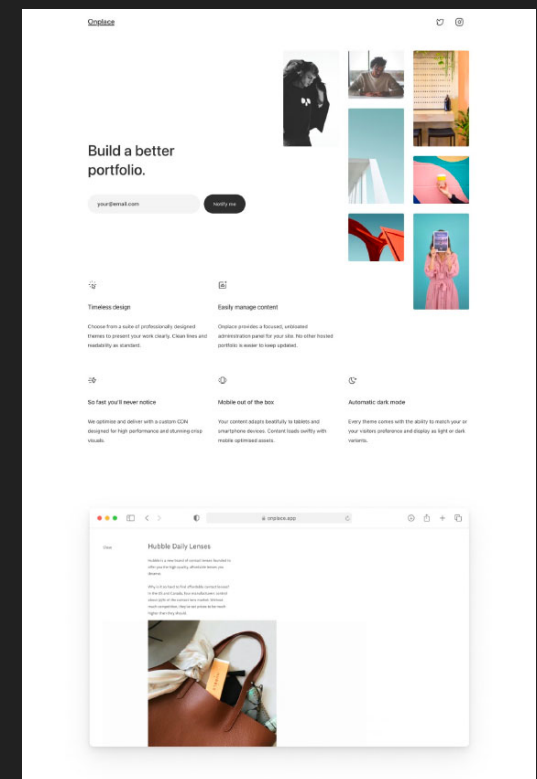
1

**Serious/Elegant:** For luxury and elegance, based on thin serif typefaces, golden or pastel colors, and big high-quality images



2

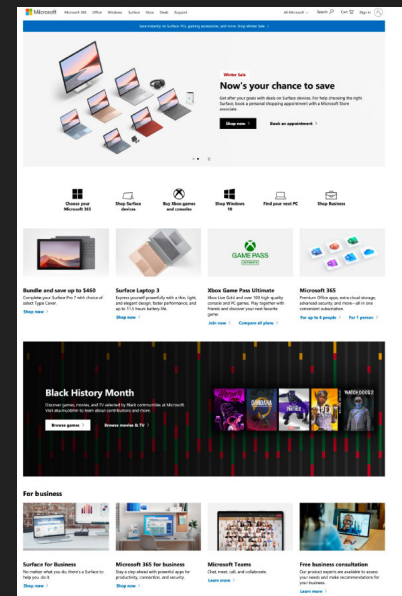
**Minimalist/Simple:** Focusses on the essential text content, using small or medium-sized sans-serif black text, lines, and few images and icons





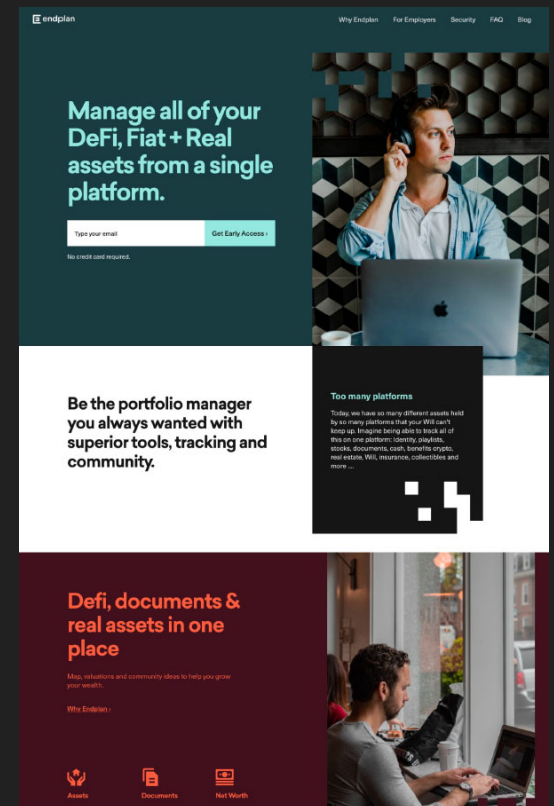
3

**Plain/Neutral:** Design that gets out of the way by using neutral and small typefaces, and a very structured layout. Common in big corporations



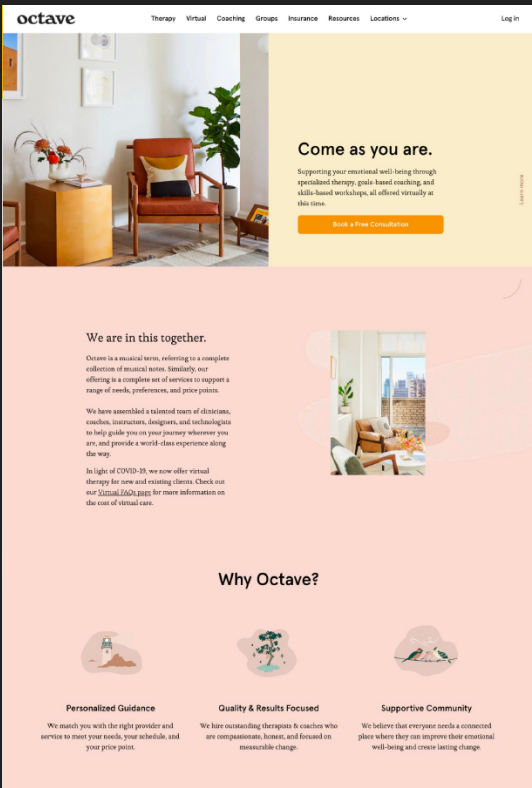
4

**Bold/Confident:** Makes an impact, by featuring big and bold typography, paired with confident use of big and bright colored blocks



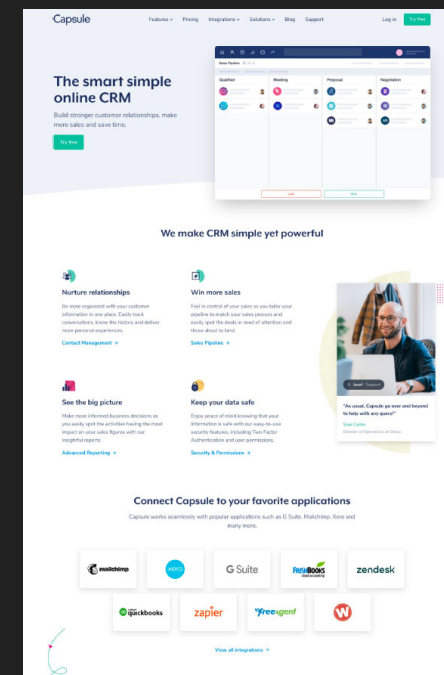
5

**Calm/Peaceful:** For products and services that care, transmitted by calming pastel colors, soft serif headings, and matching images/illustrations



6

**Startup/Upbeat:** Widely used in startups, featuring medium-sized sans-serif typefaces, light-grey text and backgrounds, and rounded elements





7

**Playful/Fun:** Colorful and round designs, fueled by creative elements like hand-drawn icons or illustrations, animations, and fun language

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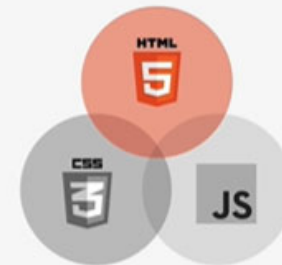
Teachers, start here

# HTML Fundamental

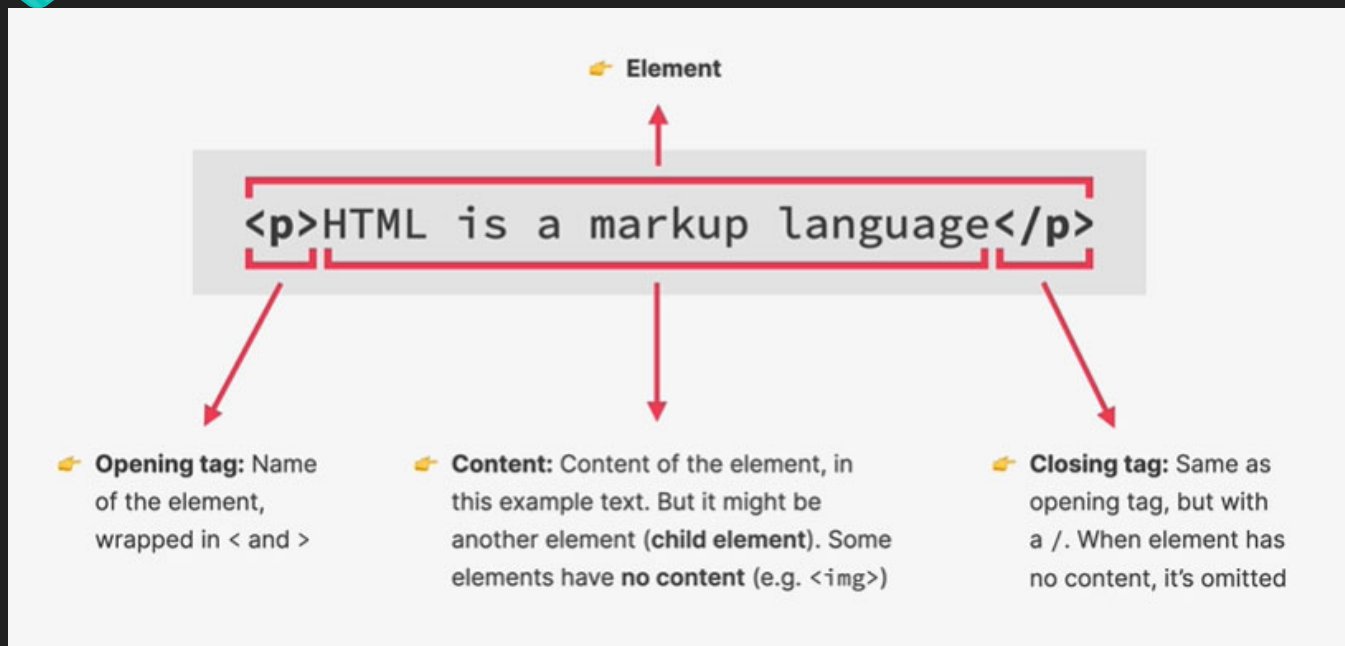
## WHAT IS HTML?

### HTML

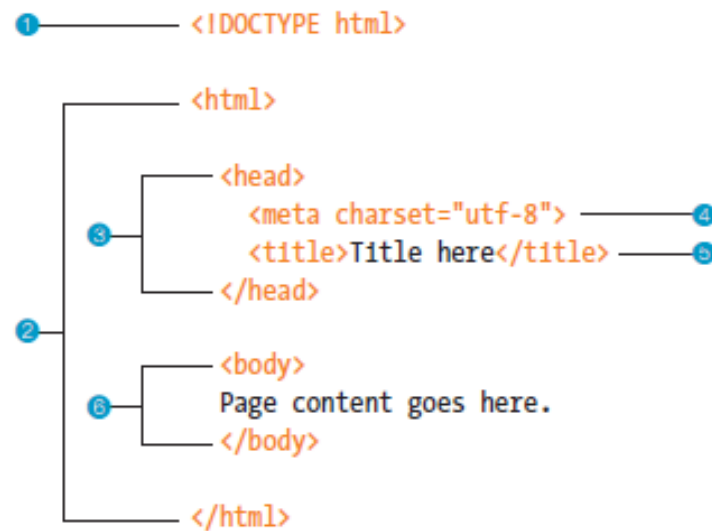
- 👉 HyperText Markup Language
- 👉 HTML is a markup language that web developers use to **structure and describe the content** of a webpage (*not a programming language*)
- 👉 HTML consists of **elements** that describe different types of content: paragraphs, links, headings, images, video, etc.
- 👉 Web browsers understand HTML and **render HTML code as websites**



# Anatomy of an html element



# Basic Document Structure





- 
- The purpose of HTML is to add meaning and structure to the content.

# HTML FUNDAMENTAL

- Document structure :
- Text Elements :
  - only have 1 <h1>
  - <b>(old and is not semantic -> replaced by strong) <p> <h>
  - <i>(old -> replaced by em emphasize)
- List :
  - <ol> <li> ordered
  - <ul> <ul> unordered

# Magic short key

- Type ! And then TAB in an HTML file

## ○ Images and attributes

- `<img>` with attribute `src`
- and `alt` -> alternative text
- Width and height
- `Html lang`, `meta charsetset`

## ○ hyperLinks

- In our website
- Going outside
  - `<a href="X" target="_blank" >` -> open a new tab
  - Using `href="#"` to stay in the page