

LEVEL 1

HALO



HTML

- NEW SEMANTIC TAGS
- CANVAS
- RICH MEDIA
- BUT WAIT, THERE'S MORE!!



NEW TAGS ON THE BLOCK

HTML5 TAGS



<header>

<nav>

<section>

<article>

<aside>

<footer>

DOCTYPE

```
<!DOCTYPE html  
PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"  
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
```



```
<!DOCTYPE html>
```

DOCTYPE

```
<html xmlns="http://www.w3.org/1999/xhtml"  
      lang="en"  
      xml:lang="en">
```

```
<html lang="en">
```



<HEAD>

```
<meta http-equiv="Content-Type" content="text/html;  
charset=UTF-8">
```



```
<meta charset="UTF-8">
```

<HEAD>

```
<link rel="stylesheet" href="style.css" type="text/css">
```



```
<link rel="stylesheet" href="style.css">
```

HTML5 TAGS

<header>

"A GROUP OF INTRODUCTORY OR NAVIGATIONAL AIDS."



```
<div id="header">  
  <h1>OMG, Look at the Zombies!</h1>  
</div>
```



```
<header>  
  <h1>OMG, Look at the Zombies!</h1>  
</header>
```



HTML5 TAGS



```
<header>
    <h1>OMG, Look at the Zombies!</h1>
</header>
```



```
<section id="zombie-family">
    <header>
        <h1>We Are Family</h1>
    </header>
</section>
```

HTML5 TAGS

<nav>

"A SECTION OF THE PAGE THAT LINKS TO OTHER PAGES ON THE SITE, OR TO OTHER SECTIONS OF THAT PARTICULAR PAGE."

IT'S A NAVIGATION AREA.

The screenshot shows a website with a dark background featuring a black and white photograph of a city street with people walking. In the top left corner, there is a circular logo with the letters "FC". To its right, the text "The Office of Frank Chimero" is displayed. The top navigation bar includes links for "Work", "Shop", "Blog" (which is highlighted in red), "Profile", "Ethos", "FAQ", "Ideas", and "Speaking". On the left side of the page, there is a sidebar with a heading "Recommended Entries" and a list of links: "On Paradoxes", "Curation Culture", "Fake it", "Playing is Serious", "Why vs. How", "Pseudo-Structures", and "10 Principles". At the bottom left, there are links for "Archive", "RSS", and "Mobile". At the very bottom center of the page, the URL "HTTP://FRANKCHIMERO.COM" is printed.

HTML5 TAGS

<nav>

```
<div id="navigation">  
  <ul>  
    <li>Home</li>  
    <li>About</li>  
    <li>Work</li>  
    <li>Shop</li>  
    <li>Contact</li>  
  </ul>  
</div>
```



```
<nav>  
  <ul>  
    <li>Home</li>  
    <li>About</li>  
    <li>Work</li>  
    <li>Shop</li>  
    <li>Contact</li>  
  </ul>  
</nav>
```



HTML5 TAGS

<section>

“A GROUPING OF CONTENT BASED AROUND A THEME.”

- CAN REPLACE SOME <div> ELEMENTS
- MUST BE ABLE TO STAND ALONE

HTML5 TAGS

<section>

ACC BASKETBALL NEWS

```
<div id="acc-news">
  <h2>ACC Basketball News</h2>
  <h3>UNC Beats Duke In Championship Game!</h3>
  <p>The Blue Devils are routed by the Tarheels at
    Cameron Indoor Stadium.</p>
</div>
```



```
<section>
  <header>
    <h1>ACC Basketball News</h1>
  </header>
  <h2>UNC Beats Duke In Championship Game!</h2>
  <p>The Blue Devils are routed by the Tarheels at
    Cameron Indoor Stadium.</p>
</section>
```



HTML5 TAGS

<article>

“AN INDEPENDENT, SELF-CONTAINED COMPOSITION.”

- NEWS POSTS, MAGAZINE ARTICLES, USER COMMENTS
- A SECTION CAN CONTAIN MULTIPLE ARTICLES

```
<div id="acc-news">
  <h2>ACC Basketball News</h2>
  <h3>UNC Beats Duke In Championship Game!</h3>
  <p>The Blue Devils are routed by the Tarheels at
    Cameron Indoor Stadium.</p>
</div>
```

HTML5 TAGS

<article>



```
<section>
  <header>
    <h1>ACC Basketball News</h1>
  </header>
  <article>
    <header>
      <h1>UNC Beats Duke In Championship Game!</h1>
    </header>
    <p>The Blue Devils are routed by the Tarheels at
      Cameron Indoor Stadium.</p>
  </article>
</section>
```

HTML5 TAGS

<article>

“ONE WAY TO CHECK IF ARTICLE IS THE MOST APPROPRIATE ELEMENT IS TO SEE IF AN ARTICLE'S CONTENT MAKES SENSE ON ITS OWN; FOR EXAMPLE, WOULD IT MAKE SENSE ON ITS OWN WHEN VIEWED IN AN RSS READER LIKE REEDER FOR THE IPAD.”

“HARDBOILED WEB DESIGN”, ANDY CLARKE, PG 95

HTML5 TAGS

<aside>

"CONTENT RELATED TO AN ARTICLE BUT NOT CRITICAL TO ITS UNDERSTANDING."

- I.E. *THE AIRSPEED VELOCITY OF AN UNLADEN SWALLOW*
- PULL QUOTES, CALLOUTS, ETC

```
<article>
  <header>
    <h1>UNC Beats Duke In Championship Game</h1>
  </header>
  <p>The Blue Devils are routed by the Tarheels at
  Cameron Indoor Stadium.</p>
  <aside>
    <p>Former Duke Players Cry at Game's End</p>
  </aside>
</article>
```

HTML5 TAGS

<footer>

"INCLUDES INFORMATION THAT CLOSES OUT A PARTICULAR SECTION"

- DOESN'T HAVE TO BE ONLY AT THE BOTTOM OF THE PAGE.
- ADD THE TAG TO ANY CONTAINING ELEMENT

```
<div id="footer">
  <h3>Talk to Me Goose</h3>
  <p>&copy; 2011 Maverick & Goose Ventures.</p>
</div>
```



```
<footer>
  <h3>Talk to Me Goose</h3>
  <p>&copy; 2011 Maverick & Goose Ventures.</p>
</footer>
```

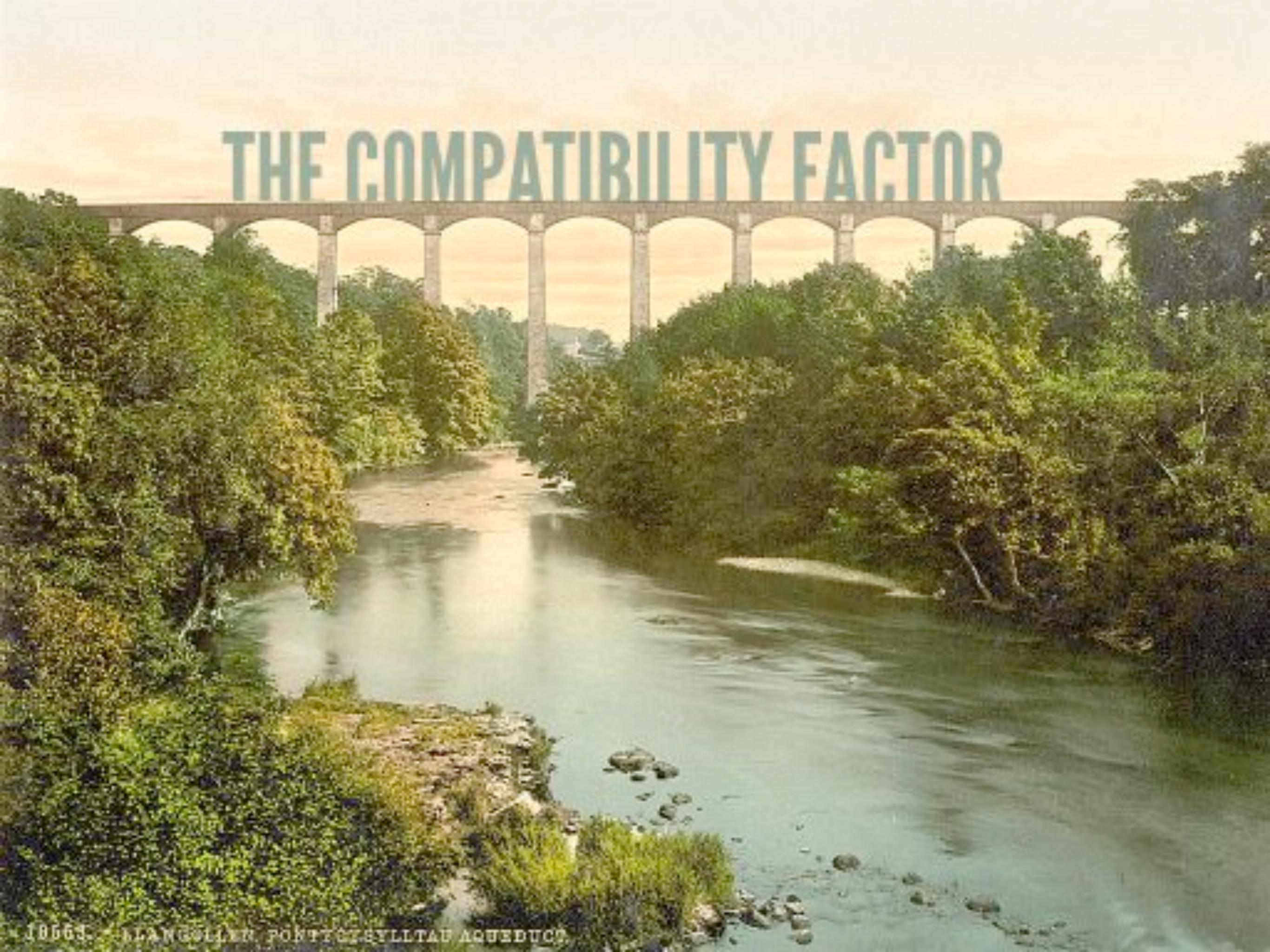


HTML5 TAGS



```
<section>
  <header>
    <h1>Top Gun</h1>
  </header>
  <p>He's too close, I'm switching to guns...</p>
  <footer>
    <p>Highway to the Danger Zone</p>
  </footer>
</section>
```

THE COMPATIBILITY FACTOR



BROWSER COMPATIBILITY

HTML 4



HTML 5

VALID!



8

BROWSER COMPATIBILITY

REMY SHARP'S HTML5 SHIV

```
<!--[if lt IE 9]>
<script src="http://html5shim.googlecode.com/svn/trunk/html5.js"></script>
<![endif]-->
```

HTML5

APPLIED



LEVEL 2 PRETTY IN #EC008C

(AND ALL THAT OTHER STYLE STUFF)

CSS3 STYLES

- BORDER-RADIUS
- TEXT-SHADOW
- BOX-SHADOW
- RGBA / HSLA
- TRANSFORM
- TRANSITION
- GRADIENTS
- MULTIPLE BACKGROUNDS
- REAL FONTS

CSS3 STYLES

border-radius

ROUNDS THE CORNER(S) OF AN ELEMENT WITH A DEFINED RADIUS VALUE

THAT'S NO MOON



IT'S A ROUNDED
BUTTON

```
.thats-no-moon {border-radius: 10px;}
```

```
.thats-no-moon {  
    -webkit-border-radius: 10px;  
    -moz-border-radius: 10px;  
    border-radius: 10px;  
}
```

CSS3 STYLES

text-shadow

ADDS A VERTICAL & HORIZONTAL OFFSET SHADOW TO TEXT
(ABILITY TO CONTROL DIRECTION, BLUR, AND COLOR OF SHADOW)



```
p {text-shadow: 0px -1px 1px #000;}
```



X OFFSET



Y OFFSET



BLUR

CSS3 STYLES

box-shadow

ADDS A SHADOW TO A NON-TEXT ELEMENT
(IDENTICAL SYNTAX TO TEXT-SHADOW)



```
.vermeer {  
  -webkit-box-shadow: 4px 4px 5px #282b1f;  
  -moz-box-shadow: 4px 4px 5px #282b1f;  
  box-shadow: 4px 4px 5px #282b1f;  
}
```

CSS3 STYLES

box-shadow

ADDS A SHADOW TO A NON-TEXT ELEMENT
(IDENTICAL SYNTAX TO TEXT-SHADOW)



```
.vermeer {  
  -webkit-box-shadow: inset 4px 4px 5px #282b1f;  
  -moz-box-shadow: inset 4px 4px 5px #282b1f;  
  box-shadow: inset 4px 4px 5px #282b1f;  
}
```

CSS3 STYLES

RGBa

A NEW MODEL FOR DEFINING COLOR IN YOUR STYLESHEET

I'M FULL OF COLOR



I'M TRANSPARENT

```
.full-of-it {color: rgba(223, 231, 177, 0.5);}
```

CSS3 STYLES

HSLa

ALTERNATIVE MODEL FOR DEFINING COLOR IN YOUR STYLESHEET

I'M FULL OF COLOR

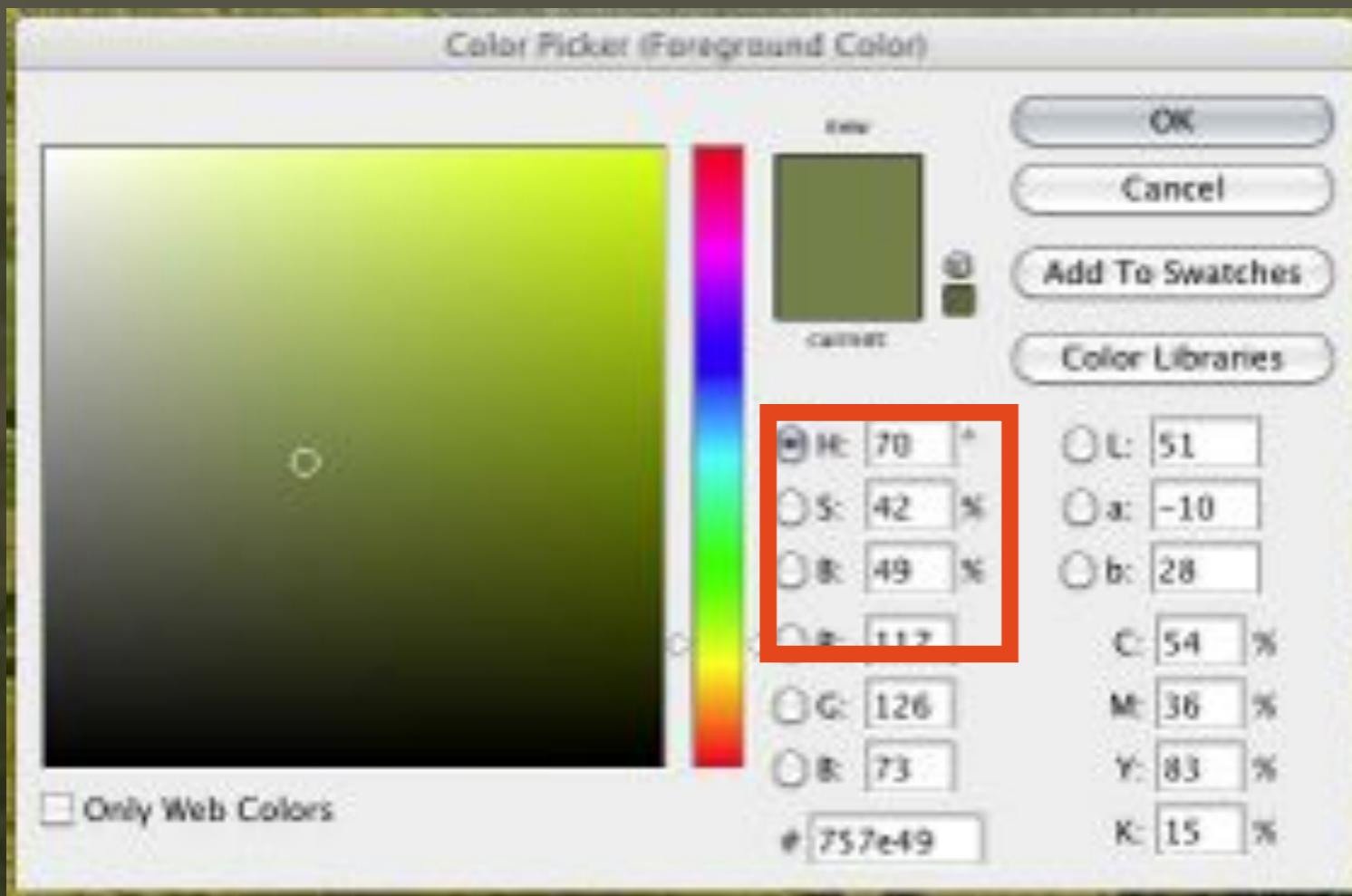


I'M TRANSPARENT

```
.full-of-it {color: hsla(75, 58, 80, .5);}
```

1. HUE - VALUES BETWEEN 1 AND 360 DEG
2. SATURATION - VALUES BETWEEN 0 AND 100%
3. LIGHT - VALUES BETWEEN 0 AND 100%
4. ALPHA - TRANSPARENCY VALUE

CSS3 STYLES



CSS3 STYLES

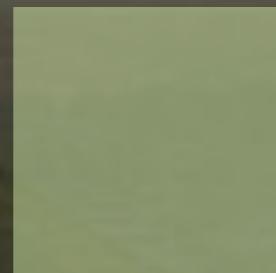
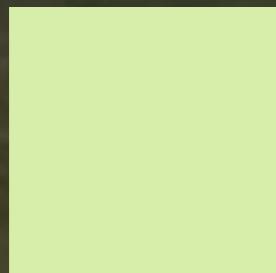


[HTTP://CSS-TRICKS.COM/EXAMPLES/HSLAEXPLORER/](http://css-tricks.com/examples/hslaexplorer/)

CSS3 STYLES

opacity

DEFINES HOW OPAQUE AN IMAGE OR AN OBJECT CAN BE.



```
.full-of-it {opacity: 0.5;}
```

CSS3 STYLES

transform

CSS TRANSFORMS ALLOW ELEMENTS RENDERED BY CSS TO BE TRANSFORMED IN TWO-DIMENSIONAL SPACE.



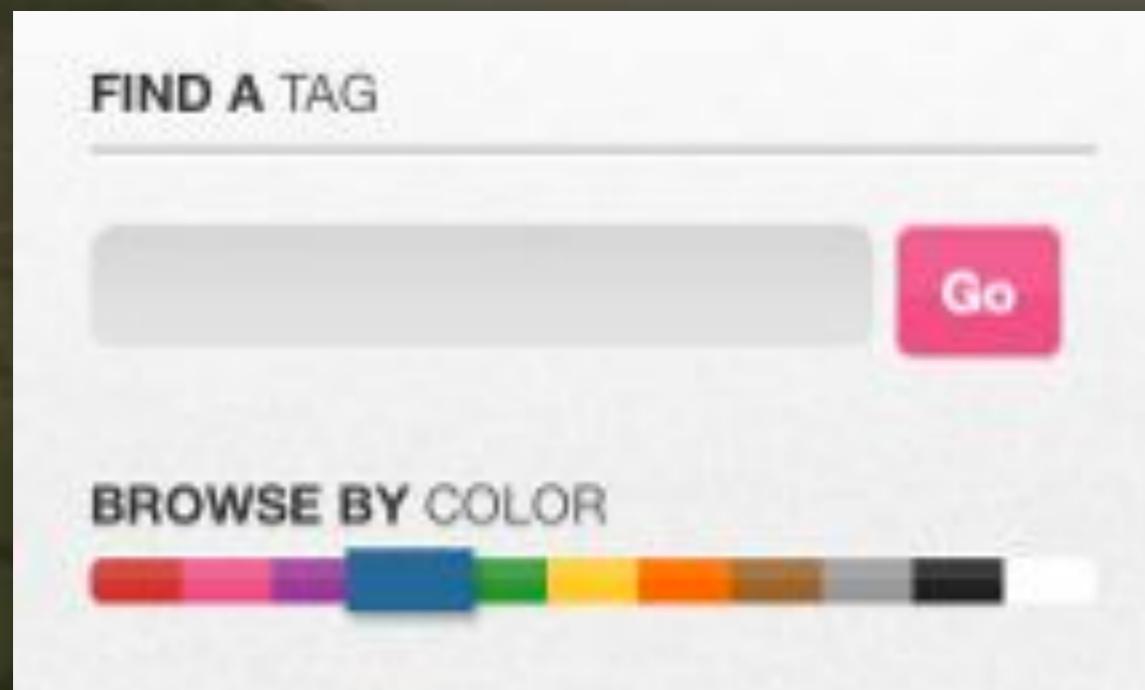
```
ul.colors li a {  
    float:left;  
    width: 50px;  
}
```

[HTTP://DRIBBBLE.COM](http://dribbble.com)

CSS3 STYLES

transform

CSS TRANSFORMS ALLOW ELEMENTS RENDERED BY CSS TO BE TRANSFORMED IN TWO-DIMENSIONAL SPACE.



[HTTP://DRIBBBLE.COM](http://dribbble.com)

scale(1.5)

rotate(-10deg)

skew(-10deg, 15deg)

translate(25px, 50px)

```
ul.colors li a:hover {  
    -webkit-transform: scale(1.5);  
    -moz-transform: scale(1.5);  
    -o-transform: scale(1.5);  
    transform: scale(1.5);  
}
```

CSS3 STYLES

transition

CSS TRANSITIONS ALLOW PROPERTY CHANGES IN CSS VALUES TO OCCUR SMOOTHLY OVER A SPECIFIED DURATION OF TIME.

THAT'S NO MOON



IT'S A TRANSITION

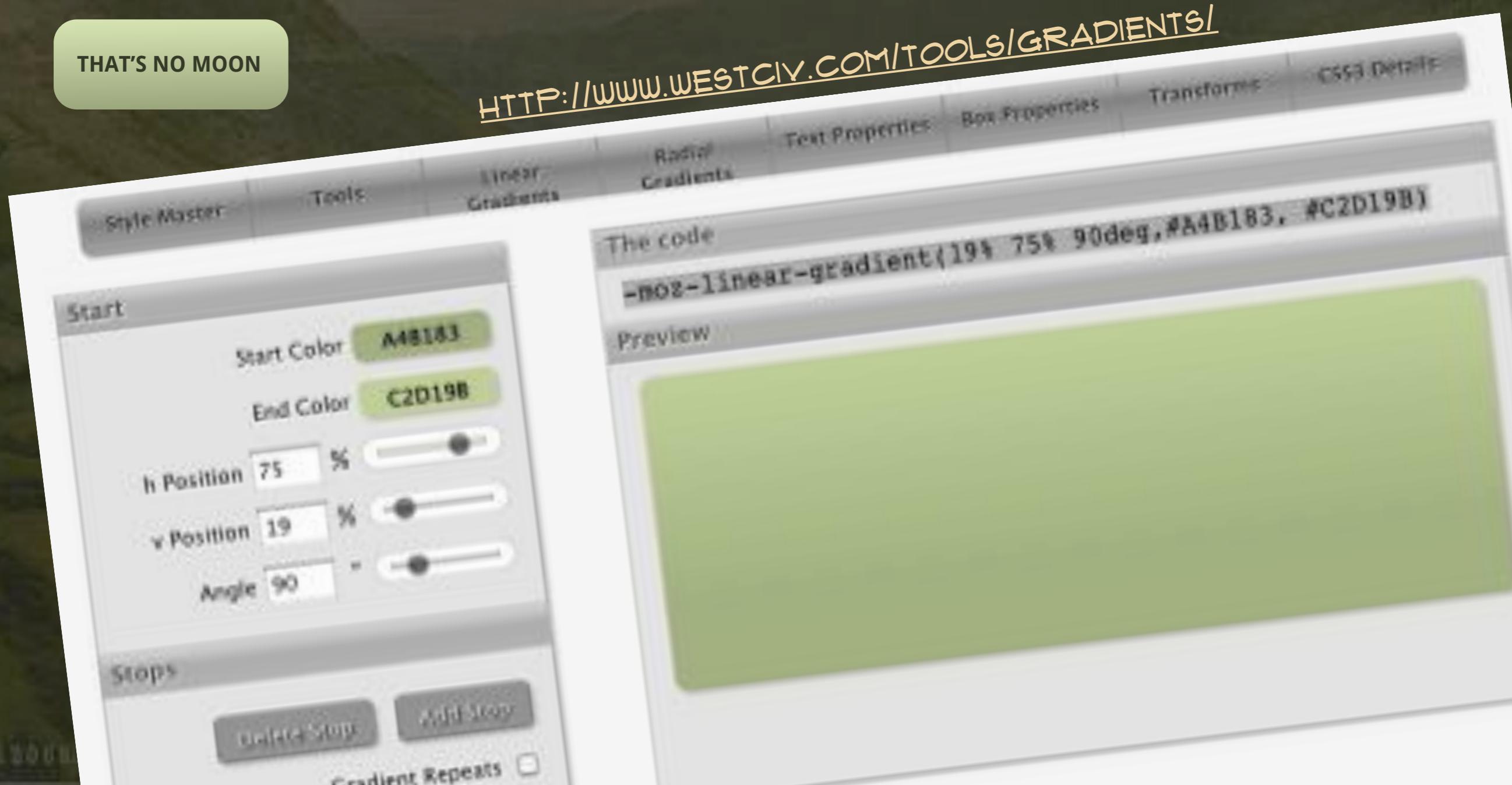
CSS3 STYLES

gradients

CSS GRADIENTS CREATE A TRANSITION FROM ONE COLOR TO ANOTHER WITHOUT THE USE OF IMAGES

THAT'S NO MOON

[HTTP://WWW.WESTCIV.COM/TOOLS/GRADIENTS/](http://www.westciv.com/tools/gradients/)



CSS3 STYLES

gradients

CSS GRADIENTS CREATE A TRANSITION FROM ONE COLOR TO ANOTHER WITHOUT THE USE OF IMAGES

THAT'S NO MOON

```
.thats-no-moon {  
    -webkit-border-radius: 10px;  
    -moz-border-radius: 10px;  
    border-radius: 10px;  
    background: #a4b183;  
    background-image:-webkit-gradient(linear, 0% 0%,  
        0% 100%, from(#A4B183), to(#C2D19B));  
    background-image:-moz-linear-gradient(19% 75%  
        90deg,#A4B183, #C2D19B);  
}
```

CSS3 STYLES

multiple backgrounds

CSS3 ALLOWS US TO ADD MULTIPLE BACKGROUND IMAGES TO OUR PAGE OR WITHIN OUR PAGE.



[HTTP://LOSTWORLDSFARS.COM/ELDORADO/](http://lostworldsfairs.com/eldorado/)

CSS3 STYLES

multiple backgrounds

CSS3 ALLOWS US TO ADD MULTIPLE BACKGROUND IMAGES TO OUR PAGE OR WITHIN OUR PAGE.

```
body {  
min-width:1116px;  
background-color:#d7d4c3;  
background:url(..../img/bg.jpg) no-repeat center top;  
background:url(..../img/bg.jpg) no-repeat center top, url(../  
img/tile.jpg) repeat center top;  
}
```

CSS3 STYLES

multiple backgrounds

Forests & Trees & Yada.

As a designer I focus as much on details and each pixel being placed perfectly. Each shape having crisp edges, beautiful text, and a harmonious color palette. Which is important and any designer should. However I never feel like I take enough time breathing in the bigger picture. I'm not just talking about all of the details making a whole. I'm talking about taking the time to visualize not just designs, but the operation of it.

How will it be used? Do the elements of the design ask to be interacted with? Am I being critical of this as much as I should be? It is my design after all. I really have to force myself to think like the user. Some of the greatest UXer's out there understand people as well or better than they understand the web (or whatever platform they are designing for). Wire framing is great, but you can often improve interaction so much in the design and build phases. Lately I have been combining the two. I begin building while I am still in the design phase. A hybrid between build in Photoshop and build in the browser if you will.

Taking the time to see the elements in their natural habitat help me to make better design decisions. Try to take time after laboring over details to really put the final

[HTTP://WWW.DANHIGBIE.COM/2011/02/05/BEING-BETTER-IN-3-EASY-STEPS-DESIGN-EDITION/](http://www.danhigbie.com/2011/02/05/being-better-in-3-easy-steps-design-edition/)

CSS3 STYLES

multiple backgrounds

The road less traveled!

Chances are you are reading this indoors. Chances are you are used to getting inspired by the screen you are reading this on. This is the biggest challenge for designers I think. We spend so much time admiring others work in our craft. We obsess over another designer's details and execution. It seeps into our subconscious. I don't think anyone sets out to rip a designer or fan to follow the flood of a specific trend. It happens because we are involved in a medium driven by inspiration. All art is. We are all inspired in some way by sights, sounds, touch, and emotion. The challenge is to add some inspiration from outside of our tiny design pool. To quote Chief Angeles Gualtan from the Pixar film *Monsters, Inc.*

There is excellence all around us we need only stop and savor it.

The challenge is to notice something you have never seen before on your way to the office, or the coffee house, or whatever. Starting out will be surprisingly easy; we are oblivious to so much in our lives. Take photos of everything interesting put them all somewhere that you can draw on for inspiration. Use the world around you, especially the outside world around you to really inspire you. If you don't travel much, absorb it all when you do. Take a camera, use your cell phone. Shoot everything, photography allows

[HTTP://WWW.DANHIGBIE.COM/2011/02/05/BEING-BETTER-IN-3-EASY-STEPS-DESIGN-EDITION/](http://www.danhigbie.com/2011/02/05/being-better-in-3-easy-steps-design-edition/)

FONTS



WEB FONTS

Arial

Helvetica

Georgia

Times New Roman

WEB FONTS

Web font format support in contemporary browsers as of October 2010

	Firefox 3.6	Google Chrome 6	Internet Explorer 9	Opera 10.6	Safari 5	iOS Safari
EOT			●			
OpenType	●	●	●	●	●	
SVG		●		●		●
TrueType	●	●		●	●	
WOFF	●		●			

"HARDBOILED WEB DESIGN", ANDY CLARKE, PG 161

.OTF

.TTF

.WOFF

WEB FONTS

@font-face

1. A FONT FILE
2. AN @FONT-FACE DECLARATION
3. NORMAL FONT STACK

```
@font-face {  
    font-family: "League Gothic";  
    src: url("fonts/LeagueGothic.ttf")  
        format("truetype");  
}
```

```
h1 {font-family: "League Gothic", Arial, sans-serif;}
```



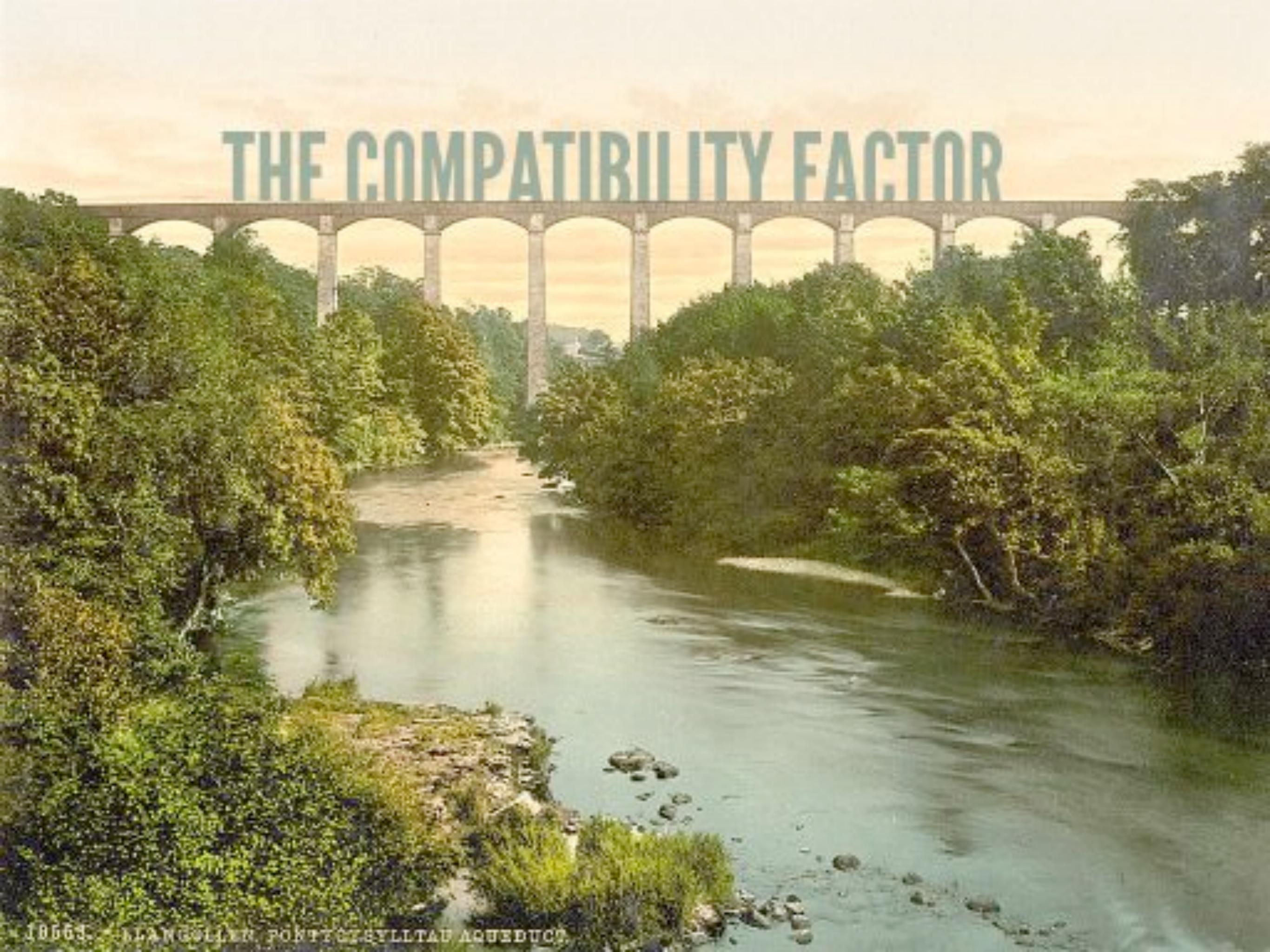
WEB FONTS

@font-face

The image shows a composite of three different web font service platforms:

- typekit.com**: A dark-themed interface featuring a large "Real" font sample in blue and yellow. It includes a navigation bar with links like "Feature Tools", "Pricing", "Browse Fonts", "Gallery", "About", "Blog", and "Support".
- fonts.com**: A light-themed interface with a red header bar. It features a "fonts.com web fonts" logo and a search bar. The main content area displays four font samples: "Fontdiner Swanky", "Cherry Cream Soda", "Sunshiney", and "WALTER TURNCOAT". Each font sample includes its name, a small preview image, and a "View & Documentation" button.
- Google Fonts Directory**: A white-themed interface. It has a "Google web fonts" logo and a "Font Library" section. Below it, there's a "Fontdiner Swanky" sample, followed by "Cherry Cream Soda", "Sunshiney", and "WALTER TURNCOAT". Each sample includes a "View & Documentation" button.

THE COMPATIBILITY FACTOR



BROWSER COMPATIBILITY

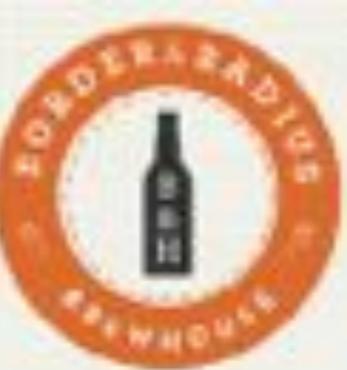
PROPERTY	SUPPORTED IN				
border-radius					
text-shadow					
box-shadow					
Multiple background images					
opacity					
RGBA					

BROWSER COMPATIBILITY

THE MOST VALUABLE TOOL
IN YOUR ARSENAL IS STILL YOUR
CREATIVE MIND.



LEVEL THREE HEADER & NAV



VIEW OUR ORGANIC
Menu Items

HOME

ABOUT

FOOD

BEER

CATERING

LOCATIONS

CONTACT



BEERS ON TAP

35

BOTTLE SELECTIONS

150

BEERS BREWED ON SITE

8

[VIEW OUR FOOD MENU](#)

[VIEW OUR BEER MENU](#)

Latest News

BORDER & RADISH NAMED TO CITY'S BEST LIST
Wednesday, January 19, 2011 | via THE NEWSPRINT

ANOTHER NEWSWORTHY ITEM GOES HERE
Wednesday, January 19, 2011 | via THE NEWSPRINT

HEY LOOK, WE'RE IN THE NEWS AGAIN
Wednesday, January 19, 2011 | via THE NEWSPRINT

I'LL HAVE A PINT OF GUINNESS PLEASE
Wednesday, January 19, 2011 | via THE NEWSPRINT

Current Specials

\$7.77

Order anything off the lunch menu and pair it with any one of our beers on tap for just \$7.77 during lunch hours (11:30am - 2pm)

Email Newsletter

Name

What Shall We Call You?

Email

b.b@borderandradish.com

[SUBSCRIBE](#)

DESIGN

MARKETING

STYLING



THE FIVE POINTS

1. KNOW YOUR USER
2. KEEP IT CLEAN
3. THREE TO FOUR ELEMENTS
4. SIMPLIFY NAVIGATION
5. BE A TOUR GUIDE

MARKUP

GREAT FOOD
Better Beer!
SINCE 1956

BRA
BRA
BRA

VIEW OUR ORGANIC
Menu Items.

HOME ABOUT FOOD BEER CATERING LOCATIONS CONTACT

MARKUP

```
<div id="header">
  <a href="#" id="better-beer"></a>
  <h1 class="texthide"><a href="#" id="logo">Border &amp;
Radius Brewhouse</a></h1>
  <a href="#" id="menu-promo"></a>
```

```
<div id="navigation">
  <ul>
    <li><a href="#">Home</a></li>
    <li><a href="#">About</a></li>
    <li><a href="#">Food</a></li>
    <li><a href="#">Beer</a></li>
    <li><a href="#">Catering</a></li>
    <li><a href="#">Locations</a></li>
    <li><a href="#">Contact</a></li>
  </ul>
</div>
</div>
```

MARKUP

```
<header>
  <a href="#" id="better-beer"></a>
  <h1 class="texthide"><a href="#" id="logo">Border &
Radius Brewhouse</a></h1>
  <a href="#" id="menu-promo"></a>
</header>
```

```
<nav>
  <ul>
    <li><a href="#">Home</a></li>
    <li><a href="#">About</a></li>
    <li><a href="#">Food</a></li>
    <li><a href="#">Beer</a></li>
    <li><a href="#">Catering</a></li>
    <li><a href="#">Locations</a></li>
    <li><a href="#">Contact</a></li>
  </ul>
</nav>
```

MARKUP

Border & Radius Brewhouse

- [Home](#)
- [About](#)
- [Food](#)
- [Beer](#)
- [Catering](#)
- [Locations](#)
- [Contact](#)

MARKUP

```
<header id="main">
  <a href="#" id="better-beer"></a>
  <h1 class="texthide"><a href="#" id="logo">Border &amp;
Radius Brewhouse</a></h1>
  <a href="#" id="menu-promo"></a>
</header>
```

```
<nav id="primary">
  <ul>
    <li><a href="#">Home</a></li>
    <li><a href="#">About</a></li>
    <li><a href="#">Food</a></li>
    <li><a href="#">Beer</a></li>
    <li><a href="#">Catering</a></li>
    <li><a href="#">Locations</a></li>
    <li><a href="#">Contact</a></li>
  </ul>
</nav>
```

STYLE

The header features a background image of a building facade with a sign that reads "GREAT FOOD Better Beer SINCE 1956". In the center is a circular logo for "BORDER & RADIUS BREWHOUSE" featuring a bottle with "B & R" on it. To the right is a callout box with the text "VIEW OUR ORGANIC Menu Items". Below the header is a navigation bar with links: HOME, ABOUT, FOOD, BEER, CATERING, LOCATIONS, and CONTACT.

GREAT FOOD
Better Beer!
SINCE 1956

BORDER & RADIUS
BREWHOUSE

VIEW OUR ORGANIC
Menu Items.

HOME ABOUT FOOD BEER CATERING LOCATIONS CONTACT

```
<header id="main">
  <a href="#" id="better-beer"></a>
  <h1 class="texthide"><a href="#" id="logo">Border &gt;
Radius Brewhouse</a></h1>
  <a href="#" id="menu-promo"></a>
</header>
```

STYLE

```
#better-beer {  
    float: left;  
    width: 230px;  
    height: 152px;  
    background: url(../images/better-beer.png) no-repeat;  
}
```

```
#better-beer {  
    float: left;  
    width: 230px;  
    height: 152px;  
    background: url(../images/better-beer.png) no-repeat;  
    opacity: .65;  
}
```

```
#better-beer:hover {  
    opacity: 1;  
}
```

STYLE



STYLE

```
#menu-promo {  
    float: right;  
    width: 274px;  
    height: 154px;  
    background: url(../images/menu-items.png) no-repeat;  
}
```

```
#menu-promo {  
    float: right;  
    width: 274px;  
    height: 154px;  
    background: url(../images/menu-items.png) no-repeat;  
    opacity: .65;  
}
```

```
#menu-promo:hover {  
    opacity: 1;  
}
```

STYLE

VIEW OUR ORGANIC
Menu Items



VIEW OUR ORGANIC
Menu Items

STYLE

```
#logo {  
    position: absolute;  
    top: 8px;  
    left: 390px;  
    width: 141px;  
    height: 144px;  
    background: url(../images/logo.png) no-repeat;  
}  
-webkit-transition: opacity .2s ease-in-out;  
-moz-transition: opacity .2s ease-in-out;  
-o-transition: opacity .2s ease-in-out;  
transition: opacity .2s ease-in-out;  
}
```



transition-property transition-duration transition-timing-function

```
#logo:hover {  
    opacity: .70;  
}
```

STYLE



```
@font-face {  
    font-family: 'DroidSansBold';  
    src: url('fonts/DroidSans-Bold-webfont.eot');  
    src: local('☺'), url('fonts/DroidSans-Bold-webfont.woff')  
        format('woff'), url('fonts/DroidSans-Bold-webfont.ttf')  
        format('truetype'), url('fonts/DroidSans-Bold-  
        webfont.svg#webfontS0hoM6aS') format('svg');  
    font-weight: bold;  
    font-style: normal;  
}
```

A screenshot of the Font Squirrel website. The top navigation bar includes links for "Home", "Most Downloaded", "Newly Added", "@font-face Kits", and "eFont-Face Generator". A sidebar on the right promotes "Invoicing For Freelancers" with a link to "Look Professional: Online Invoicing, Time Tracking & Expense Tracking". The main content area features a large "FONT SQUIRREL" logo with the tagline "EASY FREE FOR COMMERCIAL USE". Below this, there's a section for "LEAGUE GOTHIC" with download options for "Style", "OpenType", "More", "Font Squirrel Font License", and "Font Squirrel Font Comparison". A prominent blue button at the bottom right says "Download OTF".

STYLE

```
#primary {  
    width: 100%;  
    height: 28px;  
    background-color: #fafaf6;  
    margin-top: 10px;  
    margin-bottom: 20px;  
    padding-top: 14px;  
    font: bold 13px "DroidSansBold", Verdana, sans-serif;  
    text-transform: uppercase;  
    letter-spacing: 1px;  
}
```

```
#primary ul li {  
    display: inline;  
    padding-left: 43px;  
}
```

```
#primary li a {  
    padding: 5px 15px;  
    color: #64645d;  
}
```

```
#primary li a:hover {  
    color: #dc692e;  
    background: #efefe9;  
}
```

STYLE

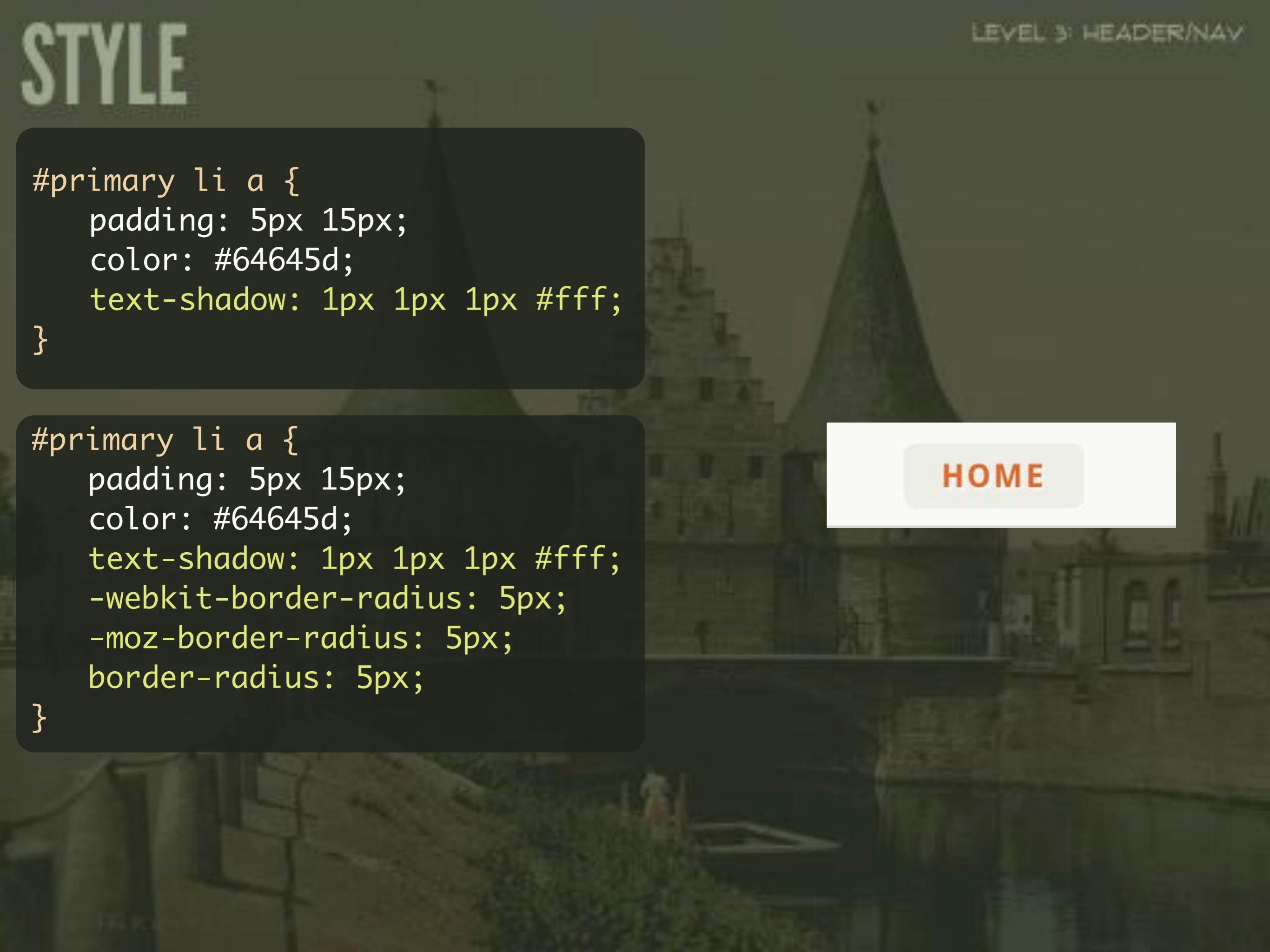
[HOME](#)[ABOUT](#)[FOOD](#)[BEER](#)[CATERING](#)[LOCATIONS](#)[CONTACT](#)

```
#primary {  
    width: 100%;  
    height: 28px;  
    background-color: #fafaf6;  
    margin-top: 10px;  
    margin-bottom: 20px;  
    padding-top: 14px;  
    -webkit-box-shadow: 0px 1px 2px #ccc;  
    -moz-box-shadow: 0px 1px 2px #ccc;  
    box-shadow: 0px 1px 2px #ccc;  
    font: bold 13px "DroidSansBold", Verdana, sans-serif;  
    text-transform: uppercase;  
    letter-spacing: 1px;  
}
```

STYLE

```
#primary li a {  
    padding: 5px 15px;  
    color: #64645d;  
    text-shadow: 1px 1px 1px #fff;  
}
```

```
#primary li a {  
    padding: 5px 15px;  
    color: #64645d;  
    text-shadow: 1px 1px 1px #fff;  
    -webkit-border-radius: 5px;  
    -moz-border-radius: 5px;  
    border-radius: 5px;  
}
```

A blurred background image of a church with a prominent steeple and a stone wall in the foreground.

HOME

STYLE

```
#primary li a {  
    padding: 5px 15px;  
    color: #64645d;  
    text-shadow: 1px 1px 1px #fff;  
    -webkit-border-radius: 5px;  
    -moz-border-radius: 5px;  
    border-radius: 5px;  
    -webkit-transition: all .3s ease-in-out;  
    -moz-transition: all .3s ease-in-out;  
    -o-transition: all .3s ease-in-out;  
    transition: all .3s ease-in-out;  
}
```

LEVEL 4

GOALS



GREAT FOOD
Better Beer



VIEW OUR ORGANIC
Menu Items

HOME

ABOUT

FOOD

BEER

CATERING

LOCATIONS

CONTACT



BEERS ON TAP

35

BOTTLE SELECTIONS

150

BEERS BREWED ON SITE

8

[VIEW OUR FOOD MENU](#)

[VIEW OUR BEER MENU](#)

Latest News

BORDER & RADUS NAMED TO CITY'S BEST LIST
Wednesday, January 19, 2011 | via THE METROPHILE

ANOTHER NEWSWORTHY ITEM GOES HERE
Wednesday, January 19, 2011 | via THE METROPHILE

HEY LOOK, WE'RE IN THE NEWS AGAIN
Wednesday, January 19, 2011 | via THE METROPHILE

TILL HAVE A PINT OF GUINNESS PLEASE
Wednesday, January 19, 2011 | via THE METROPHILE

Current Specials

\$7.77

Order anything off the lunch menu and pair it with any one of our beers on tap for just \$7.77 during lunch hours (11:30am - 2pm)

Email Newsletter

Name

What shall we call you?

Email

info@borderandradus.com

[SUBSCRIBE](#)

CONTENT

1. HAVE A STRATEGY
2. GET AN I.D.
3. EASY DOES IT



DESIGN
UP
STYLE

MARKUP



BEERS *on* TAP

35

BOTTLE SELECTIONS

150

BEERS BREWED *on* SITE

8

[VIEW OUR Food MENU](#)

[VIEW OUR Beer MENU](#)

MARKUP

```
<div id="promotional">

<div id="selections">
  <ul>
    <li>Beers <em>on</em> Tap <span>35</span></li>
    <li class="bottle">Bottle Selections <span>150</span></li>
    <li>Beers Brewed <em>on</em> Site <span>8</span></li>
  </ul>
</div>
<a href="#" class="menu">View Our <span>Food</span> Menu</a>
<a href="#" class="menu">View Our <span>Beer</span> Menu</a>
</div>
```

MARKUP

```
<section id="promotional">

  <div id="selections">
    <ul>
      <li>Beers <em>on</em> Tap <span>35</span></li>
      <li class="bottle">Bottle Selections <span>150</span></li>
      <li>Beers Brewed <em>on</em> Site <span>8</span></li>
    </ul>
  </div>
  <a href="#" class="menu">View Our <span>Food</span> Menu</a>
  <a href="#" class="menu">View Our <span>Beer</span> Menu</a>
</section>
```

MARKUP



- Beers on Tap 35
- Bottle Selections 150
- Beers Brewed on Site 8

[View Our Food Menu](#) [View Our Beer Menu](#)

MARKUP

Latest News

BORDER & RADIUS NAMED TO CITY'S BEST LIST
MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

ANOTHER NEWSWORTHY ITEM GOES HERE
MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

HEY LOOK, WE'RE IN THE NEWS AGAIN
MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

I'LL HAVE A PINT OF GUINNESS PLEASE
MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

Current Specials

\$7.77

Order anything off the lunch menu and pair it
with any one of our beers on tap for just \$7.77
during lunch hours (11:30a - 2p)

Email Newsletter

Name

What Shall We Call You

Email

e.g. dearmagical.com

SUBSCRIBE

MARKUP

```
<div id="blocks">  
</div>  
  
<div id="news" class="box">  
  <h2 class="script">Latest News</h2>  
  <div class="news-item">  
    <h3><a href="#">Border & Radius Named to City's Best  
    List</a></h3>  
    <p><span>Monday, January 26, 2011</span> | <span  
    class="via">via</span> <a href="#">The Newspaper</a></p>  
  </div>  
</div>
```

MARKUP

```
<section id="news" class="box">
  <h2 class="script">Latest News</h2>
  <div class="news-item">
    <h3><a href="#">Border & Radius Named to City's Best
    List</a></h3>
    <p><span>Monday, January 26, 2011</span> | <span
    class="via">via</span> <a href="#">The Newspaper</a></p>
  </div>
</section>
```

MARKUP

```
<section id="news" class="box">
  <header><h1 class="script">Latest News</h1></header>
  <div class="news-item">
    <h3><a href="#">Border & Radius Named to City's Best
    List</a></h3>
    <p><span>Monday, January 26, 2011</span> | <span
    class="via">via</span> <a href="#">The Newspaper</a></p>
  </div>
</section>
```

MARKUP

```
<section id="news" class="box">
  <header><h1 class="script">Latest News</h1></header>
  <article class="news-item">
    <h3><a href="#">Border & Radius Named to City's Best
    List</a></h3>
    <p><span>Monday, January 26, 2011</span> | <span
    class="via">via</span> <a href="#">The Newspaper</a></p>
  </article>
</section>
```

MARKUP

```
<section id="news" class="box">
  <header><h1 class="script">Latest News</h1></header>
  <article class="news-item">
    <header><h1><a href="#">Border & Radius Named to
      City's Best List</a></h1></header>
    <p><time datetime="2011-01-26" pubdate>Monday, January 26,
      2011</time> | <span class="via">via</span> <a href="#">The
      Newspaper</a></p>
  </article>
</section>
```

MARKUP

```
<p><time datetime="2011-01-26" pubdate>Monday, January 26, 2011</time> | <span class="via">via</span> <a href="#">The Newspaper</a></p>
```

ISO-Format: YYYY-MM-DDThh:mm:ss

Latest News

Border & Radius Named to City's Best List

Monday, January 26, 2011 | via [The Newspaper](#)

Another Newsworthy Item Goes Here

Monday, January 26, 2011 | via [The Newspaper](#)

Hey Look, We're In The News Again

Monday, January 26, 2011 | via [The Newspaper](#)

I'll Have a Pint of Guinness Please

Monday, January 26, 2011 | via [The Newspaper](#)

MARKUP

Latest News

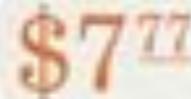
BORDER & RADIUS NAMED TO CITY'S BEST LIST
MONDAY, JANUARY 26, 2015 | VIA THE NEWSPAPER

ANOTHER NEWSWORTHY ITEM GOES HERE
MONDAY, JANUARY 26, 2015 | VIA THE NEWSPAPER

HEY LOOK, WE'RE IN THE NEWS AGAIN
MONDAY, JANUARY 26, 2015 | VIA THE NEWSPAPER

I'LL HAVE A PINT OF GUINNESS PLEASE
MONDAY, JANUARY 26, 2015 | VIA THE NEWSPAPER

Current Specials



\$7.77

Order anything off the lunch menu and pair it with any one of our beers on tap for just \$7.77 during lunch hours (11:30p - 2p)

Email Newsletter

Name

What Shall We Call You

Email

e.g. brian@jaci.com

SUBSCRIBE

```
<div id="specials" class="box">
  <h2 class="script">Current Specials</h2>
  <a href="#"></a>
  <p>Order anything off the lunch menu and pair it with any one of our beers on tap for just $7.77 during lunch hours (11:30p - 2p)</p>
</div>
```

MARKUP

Current Specials



Order anything off the lunch menu and pair it with any one of our beers on tap for just \$7.77 during lunch hours (11.30p - 2p)

```
<section id="specials" class="box">
  <header><h1 class="script">Current Specials</h1></header>
  <a href="#"></a>
  <p>Order anything off the lunch menu and pair it with any
  one of our beers on tap for just $7.77 during lunch hours
  (11.30p - 2p)</p>
</section>
```



DESIGN
UP
STYLE

STYLE



BEERS *on* TAP

35

BOTTLE SELECTIONS

150

BEERS BREWED *on* SITE

8

[VIEW OUR Food MENU](#)

[VIEW OUR Beer MENU](#)

STYLE

```
#promotional {  
    float: left;  
}
```

```
#promotional img {  
    float: left;  
    border: 15px solid #fafaf6;  
}
```

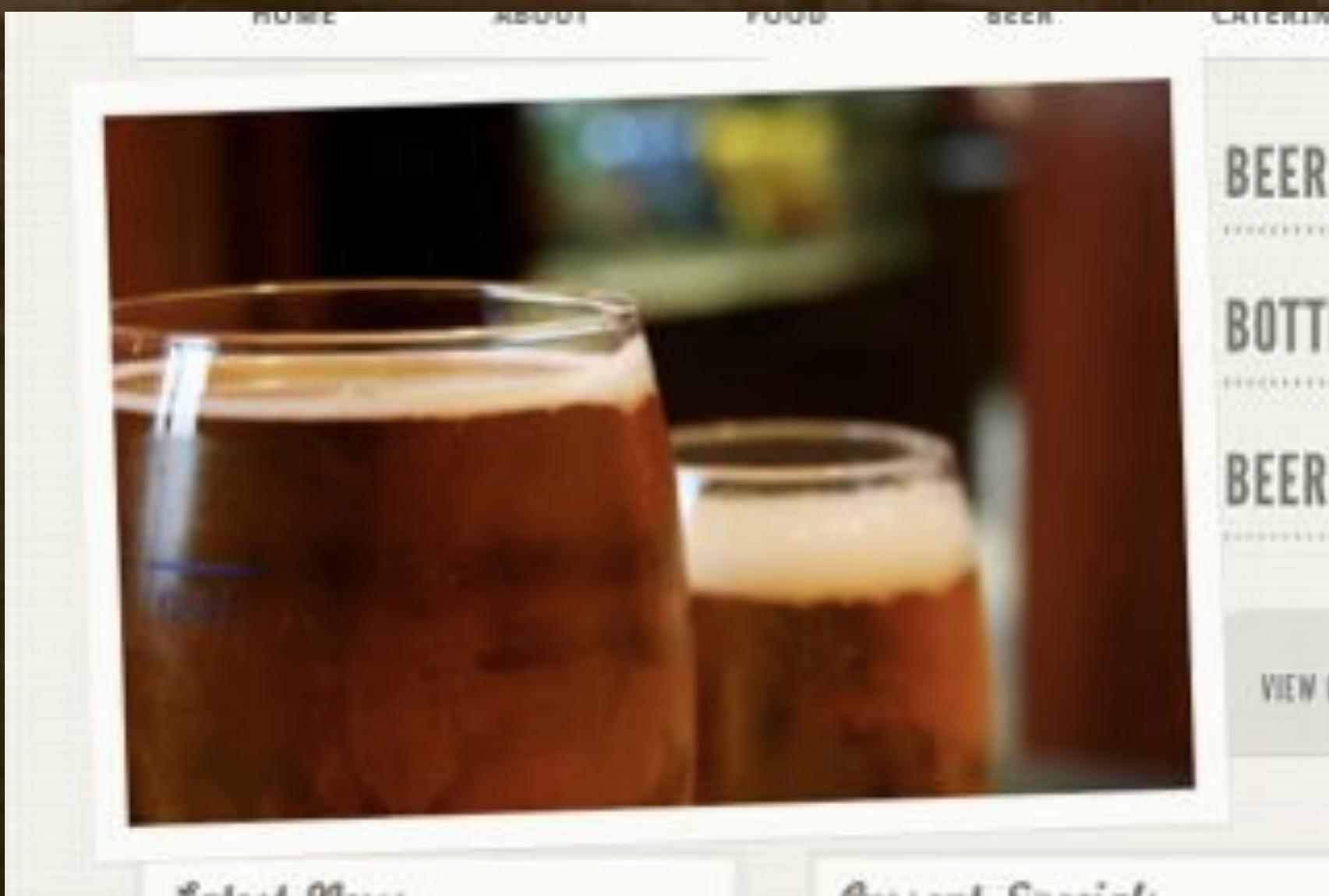
```
#promotional img {  
    float: left;  
    border: 15px solid #fafaf6;  
    -webkit-box-shadow: 0px 1px 1px #ccc;  
    -moz-box-shadow: 0px 1px 1px #ccc;  
    box-shadow: 0px 1px 1px #ccc;  
}
```

STYLE



STYLE

```
#promotional img:hover {  
    -webkit-transform: scale(1.1) rotate(-2deg);  
    -moz-transform: scale(1.1) rotate(-2deg);  
    -o-transform: scale(1.1) rotate(-2deg);  
    transform: scale(1.1) rotate(-2deg);  
}
```



STYLE



BEERS *on* TAP

35

BOTTLE SELECTIONS

150

BEERS BREWED *on* SITE

8

[VIEW OUR Food MENU](#)

[VIEW OUR Beer MENU](#)

STYLE

```
<section id="promotional">

<div id="selections">
  <ul>
    <li>Beers <em>on</em> Tap <span>35</span></li>
    <li class="bottle">Bottle Selections <span>150</span></li>
    <li>Beers Brewed <em>on</em> Site <span>8</span></li>
  </ul>
</div>
<a href="#" class="menu">View Our <span>Food</span> Menu</a>
<a href="#" class="menu">View Our <span>Beer</span> Menu</a>
</section>
```

STYLE

```
#selections {  
    float: right;  
    width: 425px;  
    margin-top: 15px;  
}
```

```
#selections ul li {  
    width: 316px;  
    background: url(../images/divider.png) no-repeat bottom  
    left;  
    font: normal 35px "LeagueGothicRegular", Tahoma, Arial,  
    sans-serif;  
    text-transform: uppercase;  
    color: #787871;  
    text-shadow: 1px 1px 1px #fff;  
    position: relative;  
    margin-bottom: 25px;  
    letter-spacing: 1px;  
}
```

STYLE

BEERS on TAP

BOTTLE SELECTIONS

BEERS BREWED on SITE

BEFORE



BEERS on TAP

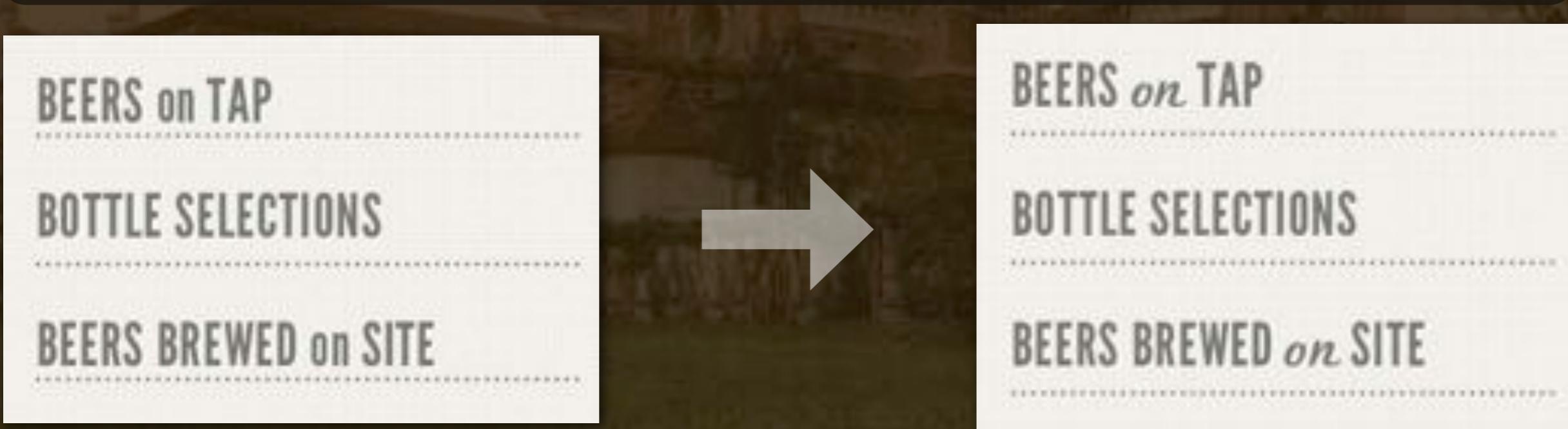
BOTTLE SELECTIONS

BEERS BREWED on SITE

AFTER

STYLE

```
#selections em {  
    text-transform: lowercase;  
    font-style: italic;  
    font: normal 35px "MarketingScriptRegular", Georgia, serif;  
    letter-spacing: 0;  
}
```



BEFORE

AFTER

STYLE

```
#selections span {  
    position: absolute;  
    top: -21px;  
    right: -85px;  
    font: normal 75px "LeagueGothicRegular", Tahoma, Arial,  
    sans-serif;  
    color: #dc692e;  
}
```

```
#selections ul li.bottle {  
    padding-bottom: 8px;  
}
```

STYLE

BEERS *on TAP* 35

BOTTLE SELECTIONS 150

BEERS BREWED *on SITE* 8

BEFORE



BEERS *on TAP*

BOTTLE SELECTIONS

BEERS BREWED *on SITE*

35

150

8

AFTER

STYLE

BEERS *on* TAP

35

BOTTLE SELECTIONS

150

BEERS BREWED *on* SITE

8

[VIEW OUR Food MENU](#)

[VIEW OUR Beer MENU](#)



STYLE

```
<section id="promotional">

  <div id="selections">
    <ul>
      <li>Beers <em>on</em> Tap <span>35</span></li>
      <li class="bottle">Bottle Selections <span>150</span></li>
      <li>Beers Brewed <em>on</em> Site <span>8</span></li>
    </ul>
  </div>
  <a href="#" class="menu">View Our <span>Food</span> Menu</a>
  <a href="#" class="menu">View Our <span>Beer</span> Menu</a>
</section>
```

STYLE

```
#promotional a.menu {  
    width: 180px;  
    height: 50px;  
    padding: 20px 0 0 0;  
    text-align: center;  
    float: left;  
    background: #d0d0c6;  
    background: rgba(208, 208, 198, .5);  
    margin: 10px 0 0 28px;  
    color: #787871;  
    font: normal 18px "LeagueGothicRegular", Tahoma, Arial,  
    sans-serif;  
    text-transform: uppercase;  
    letter-spacing: 1px;  
    border: 1px solid #d4d4cd;  
}
```

VIEW OUR FOOD MENU

VIEW OUR BEER MENU

STYLE

```
#promotional a.menu {  
    width: 180px;  
    height: 50px;  
    padding: 20px 0 0 0;  
    text-align: center;  
    float: left;  
    background: #d0d0c6;  
    background: rgba(208, 208, 198, .5);  
    margin: 10px 0 0 28px;  
    color: #787871;  
    -webkit-border-top-left-radius: 10px;  
    -moz-border-radius-topleft: 10px;  
    border-top-left-radius: 10px;  
    -webkit-border-bottom-right-radius: 10px;  
    -moz-border-radius-bottomright: 10px;  
    border-bottom-right-radius: 10px;  
    font: normal 18px "LeagueGothicRegular", Tahoma, Arial, sans-serif;  
    text-transform: uppercase;  
    letter-spacing: 1px;  
    border: 1px solid #d4d4cd;  
    text-shadow: 1px 1px 1px #fff;  
}
```

VIEW OUR FOOD MENU

VIEW OUR BEER MENU

STYLE

```
#promotional a.menu {  
    ...  
    -webkit-border-top-left-radius: 10px;  
    -moz-border-radius-topleft: 10px;  
    border-top-left-radius: 10px;  
    -webkit-border-bottom-right-radius: 10px;  
    -moz-border-radius-bottomright: 10px;  
    border-bottom-right-radius: 10px;  
    font: normal 18px "LeagueGothicRegular", Tahoma, Arial,  
        sans-serif;  
    text-transform: uppercase;  
    letter-spacing: 1px;  
    border: 1px solid #d4d4cd;  
    -webkit-transition: all .3s ease-in-out;  
    -moz-transition: all .3s ease-in-out;  
    -o-transition: all .3s ease-in-out;  
    transition: all .3s ease-in-out;  
    text-shadow: 1px 1px 1px #fff;  
}
```

STYLE

```
#promotional a.menu:hover {  
    color: #dc692e;  
    background: #ababa2;  
    background: rgba(208, 208, 198, .9);  
}
```

```
#promotional a.menu span {  
    font: normal 24px "MarketingScriptRegular", Georgia, serif;  
    text-transform: none;  
    letter-spacing: 0;  
}
```

```
#promotional .menu:last-child {  
    float: right;  
    margin-right: 25px;  
}
```

STYLE

Latest News

BORDER & RADIUS NAMED TO CITY'S BEST LIST
MONDAY, JANUARY 26, 2011 | via THE NEWSPAPER

ANOTHER NEWSWORTHY ITEM GOES HERE
MONDAY, JANUARY 26, 2011 | via THE NEWSPAPER

HEY LOOK, WE'RE IN THE NEWS AGAIN
MONDAY, JANUARY 26, 2011 | via THE NEWSPAPER

I'LL HAVE A PINT OF GUINNESS PLEASE
MONDAY, JANUARY 26, 2011 | via THE NEWSPAPER

Current Specials

\$7.77

Order anything off the lunch menu and pair it
with any one of our beers on tap for just \$7.77
during lunch hours (11:30a - 2p)

Email Newsletter

Name

What Shall We Call You

Email

e.g. beerme@aol.com

SUBSCRIBE

STYLE

```
#blocks {  
    float: left;  
    margin-top: 20px;  
}
```

```
#blocks section {  
    float: left;  
    width: 290px;  
    height: 215px;  
    display: inline;  
    background: #fafaf6;  
    border: 5px solid #e9e9e4;  
    margin-right: 30px;  
}
```



STYLE

```
#blocks section:last-child {  
    margin-right: 0;  
}
```

```
.box h1.script {  
    font: normal 24px "MarketingScriptRegular", Georgia, serif;  
    color: #717165;  
    margin-left: 10px;  
    padding: 5px 0 0 0;  
    border-bottom: 1px solid #ecece9;  
    width: 270px;  
    text-align: left;  
}
```

STYLE

Latest News

BORDER & RADIUS NAMED TO CITY'S BEST LIST
MONDAY, JANUARY 26, 2011 | via [THE NEWSPAPER](#)

ANOTHER NEWSWORTHY ITEM GOES HERE
MONDAY, JANUARY 26, 2011 | via [THE NEWSPAPER](#)

HEY LOOK, WE'RE IN THE NEWS AGAIN
MONDAY, JANUARY 26, 2011 | via [THE NEWSPAPER](#)

I'LL HAVE A PINT OF GUINNESS PLEASE
MONDAY, JANUARY 26, 2011 | via [THE NEWSPAPER](#)

```
<section id="news" class="box">
  <header><h1 class="script">Latest News</h1></header>
  <article class="news-item">
    <header><h1><a href="#">Border & Radius Named to
      City's Best List</a></h1></header>
    <p><time datetime="2011-01-26" pubdate>Monday, January 26,
      2011</time> | <span class="via">via</span> <a href="#">The
      Newspaper</a></p>
  </article>
</section>
```

STYLE

```
.news-item h1 a {  
    font: bold 12px "DroidSansBold", Verdana, sans-serif;  
    color: #717165;  
    text-transform: uppercase;  
}
```

```
#news p a {  
    color: #98988c;  
    text-decoration: underline;  
}
```

```
#news p a:hover {  
    text-decoration: none;  
}
```

```
#news p span.via {  
    text-transform: none;  
}
```

Latest News

BORDER & RADIUS NAMED TO CITY'S

BEST LIST

MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

ANOTHER NEWSWORTHY ITEM GOES

HERE

MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

HEY LOOK, WE'RE IN THE NEWS AGAIN

MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

I'LL HAVE A PINT OF GUINNESS PLEASE

MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

Latest News

BORDER & RADEUS NAMED TO CITY'S BEST LIST

MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

ANOTHER NEWSWORTHY ITEM GOES HERE

MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

HEY LOOK, WE'RE IN THE NEWS AGAIN

MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

I'LL HAVE A PINT OF GUINNESS PLEASE

MONDAY, JANUARY 26, 2015 | via THE NEWSPAPER

```
.news-item {  
    margin-top: 6px;  
    padding: 5px 0 5px 10px;  
    width: 285px;  
}  
-webkit-border-top-right-radius: 5px;  
-webkit-border-bottom-right-radius: 5px;  
-moz-border-radius-topright: 5px;  
-moz-border-radius-bottomright: 5px;  
border-top-right-radius: 5px;  
border-bottom-right-radius: 5px;  
}
```

STYLE

```
.news-item {  
    margin-top: 6px;  
    padding: 5px 0 5px 10px;  
    width: 285px;  
    -webkit-border-top-right-radius: 5px;  
    -webkit-border-bottom-right-radius: 5px;  
    -moz-border-radius-topright: 5px;  
    -moz-border-radius-bottomright: 5px;  
    border-top-right-radius: 5px;  
    border-bottom-right-radius: 5px;  
}  
-webkit-transition: width 0.3s linear, background 0.2s ease;  
-moz-transition: width 0.3s linear, background 0.2s ease;  
-o-transition: width 0.3s linear, background 0.2s ease;  
transition: width 0.3s linear, background 0.2s ease;  
}
```

STYLE

```
.news-item:hover {  
  width: 300px;  
  background: #d0d0c6;  
  background: rgba(208, 208, 198, .5);  
}
```

Latest News

BORDER & RADIUS NAMED TO CITY'S BEST LIST
MONDAY, JANUARY 26, 2011 | via THE NEWSPAPER

ANOTHER NEWSWORTHY ITEM GOES HERE
MONDAY, JANUARY 26, 2011 | via THE NEWSPAPER

HEY LOOK, WE'RE IN THE NEWS AGAIN
MONDAY, JANUARY 26, 2011 | via THE NEWSPAPER

I'LL HAVE A PINT OF GUINNESS PLEASE
MONDAY, JANUARY 26, 2011 | via THE NEWSPAPER

Current Specials



Order anything off the lunch menu and pair it with any one of our beers on tap for just \$7.77 during lunch hours (11.30p - 2p)

Email Newsletter

Name

What Shall We Call You

Email

e.g. beerme@aol.com

SUBSCRIBE

```
<section id="specials" class="box">
<header><h1 class="script">Current Specials</h1></header>
<a href="#"></a>
<p>Order anything off the lunch menu and pair it with any one of our beers on tap for just $7.77 during lunch hours (11.30p - 2p)</p>
</section>
```

STYLE

```
#specials {  
    text-align: center;  
}
```

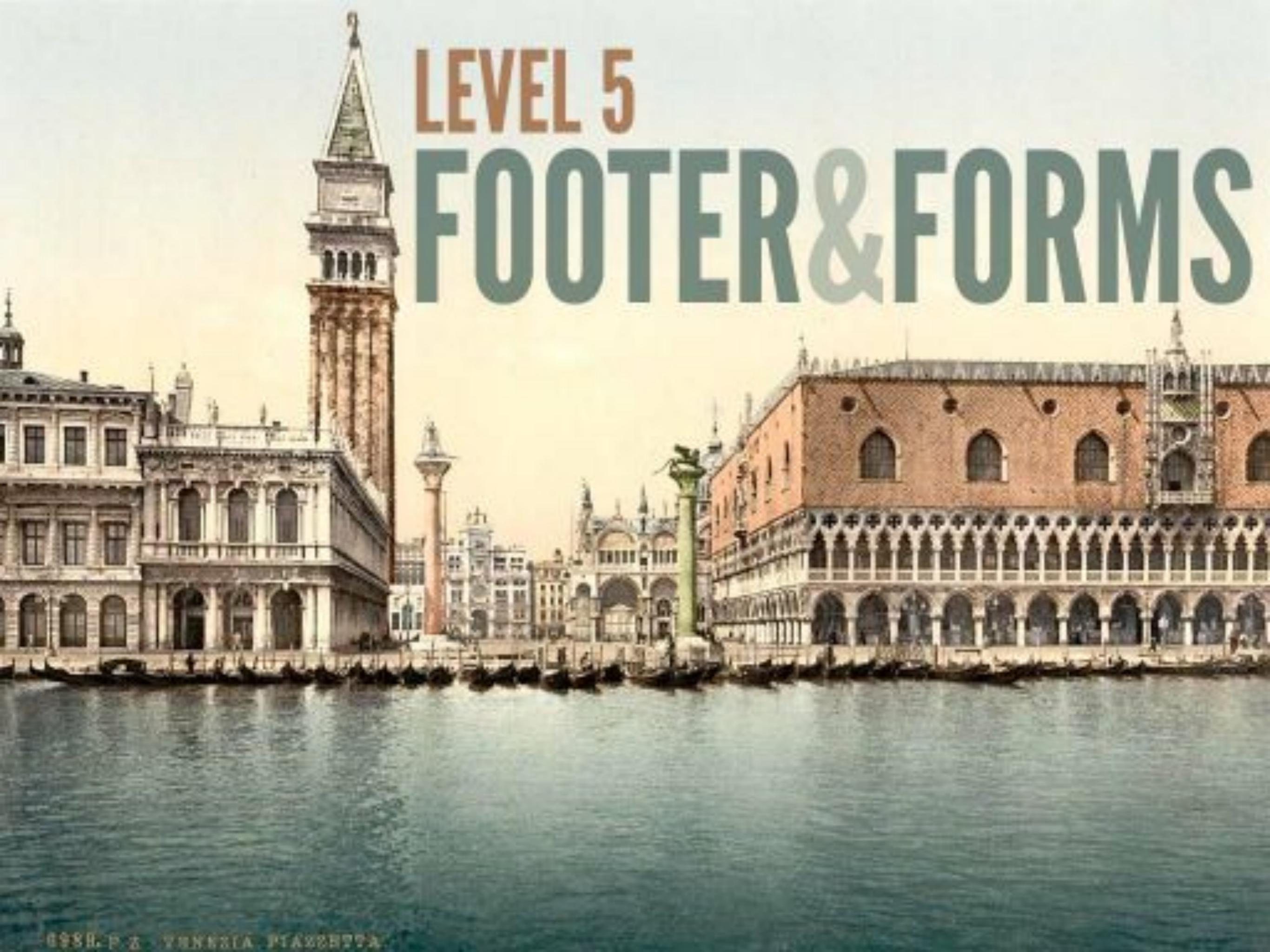
```
#specials p {  
    padding: 10px;  
    font: normal 13px "DroidSansRegular", Verdana, Arial, sans-serif;  
    color: #6a6a5d;  
}
```

```
#specials img.price {  
    margin-top: 15px;  
    width: 87px;  
}
```

STYLE

```
#specials img.price:hover {  
    -webkit-transform: rotate(-5deg);  
    -moz-transform: rotate(-5deg);  
    -o-transform: rotate(-5deg);  
    transform: rotate(-5deg);  
}
```





LEVEL 5 FOOTER&FORMS

GREAT FOOD
Better Beer



VIEW OUR ORGANIC
Menu Items

HOME

ABOUT

FOOD

BEER

CATERING

LOCATIONS

CONTACT



BEERS ON TAP

35

BOTTLE SELECTIONS

150

BEERS BREWED ON SITE

8

[VIEW OUR Food MENU](#)

[VIEW OUR Beer MENU](#)

Latest News

BORDER & RADUS NAMED TO CITY'S BEST LIST
Wednesday, January 19, 2011 | via THE NEWSPAPER

ANOTHER NEWSWORTHY ITEM GOES HERE
Wednesday, January 19, 2011 | via THE NEWSPAPER

HEY LOOK, WE'RE IN THE NEWS AGAIN
Wednesday, January 19, 2011 | via THE NEWSPAPER

TILL HAVE A PINT OF GUINNESS PLEASE
Wednesday, January 19, 2011 | via THE NEWSPAPER

Current Specials

\$7.77

Order anything off the lunch menu and pair it with any one of our beers on tap for just \$7.77 during lunch hours (11:30am - 2pm)

Email Newsletter

Name

What shall we call you?

Email

info@borderandradus.com

[SUBSCRIBE](#)

FOOTER & FORMS

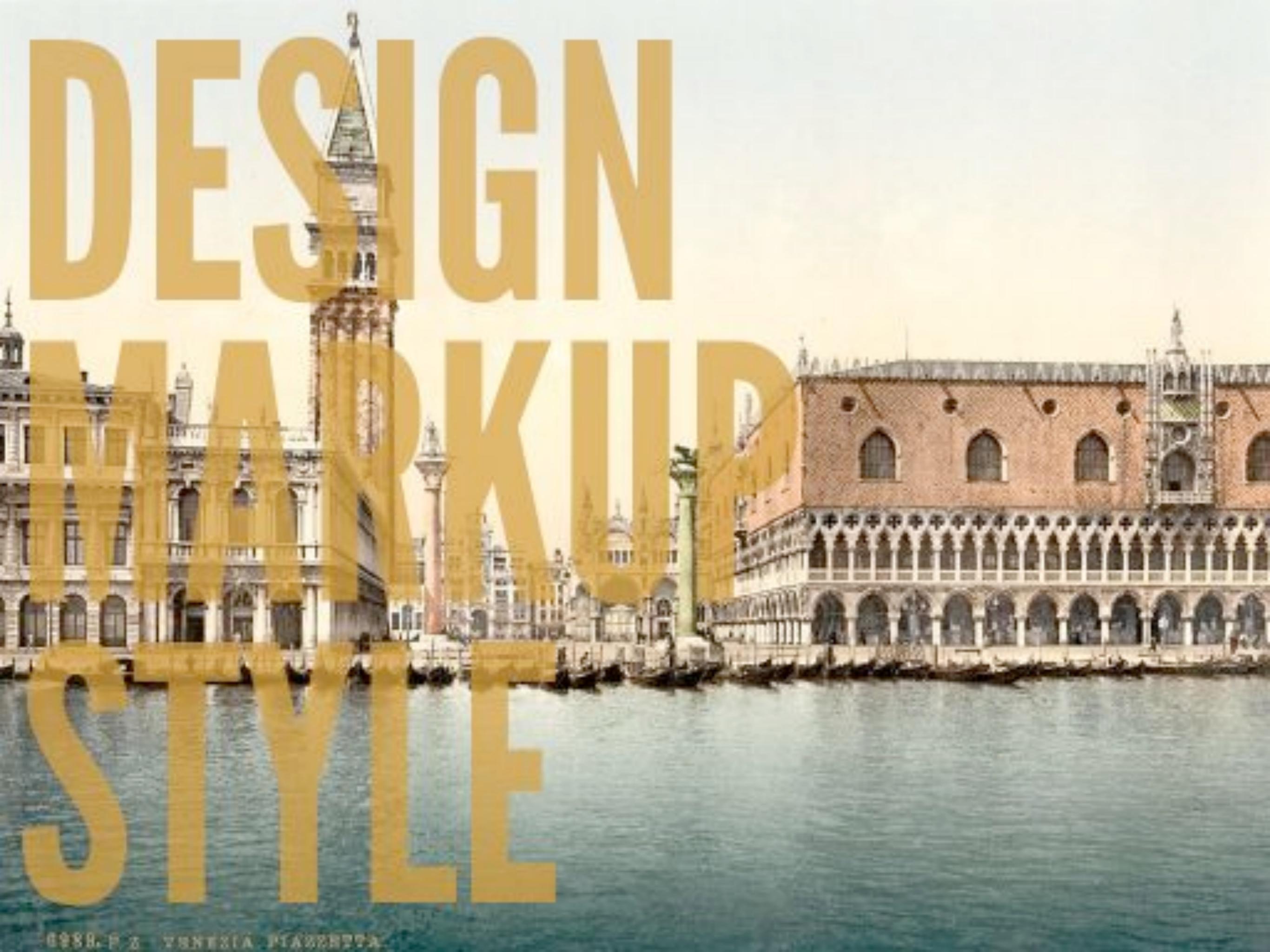
FORMS

1. INTUITIVE USABILITY
2. NO UGLY DUCKLINGS

FOOTER

1. UTILIZE THE SPACE
2. DON'T FORGET THE STYLE

DESIGN
MAKING
STYLE

A black and white photograph of the Grand Canal in Venice, Italy. The image shows the canal with its traditional boats and the ornate architecture of the surrounding buildings, including the Palazzo Ducale on the right. The word "DESIGN" is overlaid on the top left, "MAKING" on the middle left, and "STYLE" on the bottom left, all in large, bold, yellow letters.

MARKUP

a) New input types

- email
- url
- number
- date
- color
- search

b) Native placeholder text

c) Auto focus

d) Form validation

MARKUP

a) New input types

- email
- url



SOURCE: [HTTP://DIVEINTOHTML5.INFO](http://DIVEINTOHTML5.INFO)

MARKUP

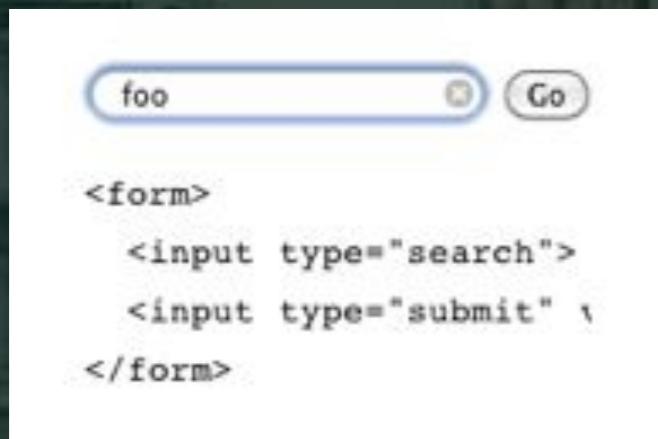
- a) New input types
 - number
 - date
 - color



SOURCE: [HTTP://DIVEINTOHTML5.INFO](http://diveintohtml5.info)

MARKUP

- a) New input types
 - search



SOURCE: [HTTP://DIVEINTOHTML5.INFO](http://DIVEINTOHTML5.INFO)

```
input[type="search"] {
  -webkit-appearance: textfield;
}
```

MARKUP

```
<div id="newsletter" class="box box-right">
  <h2 class="script">Email Newsletter</h2>
  <form id="sign-up">
    <fieldset>
      <label for="news-name">Name</label>
      <input type="text" id="news-name" />
    </fieldset>
    <fieldset>
      <label for="news-email">Email</label>
      <input type="text" id="news-email" />
    </fieldset>
    <fieldset>
      <input type="submit" value="Subscribe" />
    </fieldset>
  </form>
</div>
```

Email Newsletter

Name
What Shall We Call You?

Email
e.g. beerme@aol.com

SUBSCRIBE

MARKUP

```
<section id="newsletter" class="box box-right">
  <header><h1 class="script">Email Newsletter</h1></header>
  <form id="sign-up">
    <fieldset>
      <label for="news-name">Name</label>
      <input type="text" id="news-name" placeholder="What Shall
        We Call You" required />
    </fieldset>
    <fieldset>
      <label for="news-email">Email</label>
      <input type="text" id="news-email" placeholder="e.g.
        beerme@aol.com" required />
    </fieldset>
    <fieldset>
      <input type="submit" value="Subscribe" />
    </fieldset>
  </form>
</section>
```

MARKUP

```
<label for="news-email">Email</label>
<input type="email" id="news-email" placeholder="e.g.
beerme@aol.com" />
```

```
<label for="news-email">Email</label>
<input type="email" id="news-email" placeholder="e.g.
beerme@aol.com" required/>
```

Email Newsletter

Name

Email

MARKUP

OUR HISTORY

We have a pretty awesome story about how we came to be. It all started a long time ago, in a brewery far far away. *Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

[Read More](#)

[HOME](#) | [ABOUT](#) | [CASES](#) | [SERVICES](#) | [CLIENTS](#) | [CONTACT](#)



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This is a fictional case study, although the author does enjoy great food and better beer.

MARKUP

```
<div id="primary-foot">  
</div>
```

```
<div id="history">  
<h2>Our History</h2>  
<p>We have a pretty awesome story about how we came to be. It  
all started a long time ago, in a brewery far far away. Lorem  
ipsum dolor sit amet, consectetur adipisicing elit, sed do  
eiusmod tempor incididunt ut labore et dolore magna  
aliqua.<br />  
<a href="#">Read More</a></p>  
</div>
```

MARKUP

```
<footer id="primary-foot">  
</footer>
```

```
<section id="history">  
<header><h1>Our History</h1></header>  
<p>We have a pretty awesome story about how we came to be. It  
all started a long time ago, in a brewery far far away. Lorem  
ipsum dolor sit amet, consectetur adipisicing elit, sed do  
eiusmod tempor incididunt ut labore et dolore magna  
aliqua.<br />  
<a href="#">Read More</a></p>  
</section>
```

MARKUP

```
<div id="info">  
  <div id="footer-nav">
```

```
<ul>  
  <li><a href="#">Home</a></li>  
  <li><a href="#">About</a></li>  
  <li><a href="#">Cases</a></li>  
  <li><a href="#">Services</a></li>  
  <li><a href="#">Clients</a></li>  
  <li><a href="#">Contact</a></li>  
</ul>  
</div>
```

```
<p class="copyright">&copy; 2011 Codeschool.com, A Division of  
Envy Labs<br />  
This is a fictional case study, although the author does enjoy  
great food and better beer.</p>  
</div>
```

MARKUP

```
<section id="info">  
  <nav id="footer-nav">
```

```
    <ul>  
      <li><a href="#">Home</a></li>  
      <li><a href="#">About</a></li>  
      <li><a href="#">Cases</a></li>  
      <li><a href="#">Services</a></li>  
      <li><a href="#">Clients</a></li>  
      <li><a href="#">Contact</a></li>  
    </ul>  
  </nav>
```

```
  <p class="copyright">&copy; 2011 Codeschool.com, A Division of  
  Envy Labs<br />  
  This is a fictional case study, although the author does enjoy  
  great food and better beer.</p>  
</section>
```

MARKUP

Our History

We have a pretty awesome story about how we came to be. It all started a long time ago, in a brewery far far away. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Read More](#)

- [Home](#)
- [About](#)
- [Cases](#)
- [Services](#)
- [Clients](#)
- [Contact](#)

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This is a fictional case study, although the author does enjoy great food and better beer.

STYLE

Email Newsletter

Name
What Shall We Call You

Email
e.g. beerme@aol.com

SUBSCRIBE

STYLE

```
<section id="newsletter" class="box box-right">
  <header><h1 class="script">Email Newsletter</h1></header>
  <form id="sign-up">
    <fieldset>
      <label for="news-name">Name</label>
      <input type="text" id="news-name" placeholder="What Shall
        We Call You" required />
    </fieldset>
    <fieldset>
      <label for="news-email">Email</label>
      <input type="email" id="news-email" placeholder="e.g.
        beerme@aol.com" required />
    </fieldset>
    <fieldset>
      <input type="submit" value="Subscribe" />
    </fieldset>
  </form>
</section>
```

STYLE

```
#sign-up fieldset { margin: 10px 0 10px 10px; }

#sign-up label {
  display: block;
  font: bold 14px "DroidSansBold", Verdana, sans-serif;
  line-height: 1.5em;
  color: #dc692e;
}

#sign-up fieldset:last-child { margin: 0; }
```

STYLE

```
#sign-up fieldset input[type="text"], #sign-up fieldset  
input[type="email"] {  
    width: 250px;  
    padding: 8px 8px;  
    font-size: 12px;  
    color: #89897e;  
    border: 1px solid #e5e5dd;  
    background: #f4f4ed;  
    -webkit-border-radius: 5px;  
    -moz-border-radius: 5px;  
    -o-border-radius: 5px;  
    border-radius: 5px; }
```

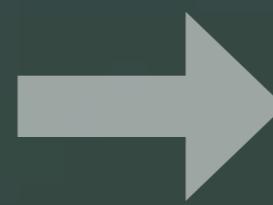
STYLE

Email Newsletter

Name
What Shall We Call You

Email
e.g. beerme@an.com

SUBSCRIBE



Email Newsletter

Name
What Shall We Call You

Email
e.g. beerme@aol.com

SUBSCRIBE

BEFORE

AFTER

STYLE

```
#sign-up input[type="submit"] {  
    float: right;  
    margin-right: 10px;  
    padding: 8px 15px;  
    font: bold 12px "DroidSansBold", Verdana, sans-serif;  
    text-transform: uppercase;  
    line-height: 1;  
    color: #787871;  
    border: none;  
    background-color: #e2e2d9;  
    cursor: pointer;  
    text-shadow: 1px 1px 1px #fff;  
    -webkit-border-radius: 8px;  
    -moz-border-radius: 8px;  
    -o-border-radius: 8px;  
    border-radius: 8px;  
}
```

STYLE

```
#sign-up input[type="submit"] {  
    float: right;  
    margin-right: 10px;  
    padding: 8px 15px;  
    font: bold 12px "DroidSansBold", Verdana, sans-serif;  
    text-transform: uppercase;  
    line-height: 1;  
    color: #787871;  
    border: none;  
    background-color: #e2e2d9;  
    cursor: pointer;  
    text-shadow: 1px 1px 1px #fff;  
    -webkit-border-radius: 8px;  
    -moz-border-radius: 8px;  
    -o-border-radius: 8px;  
    border-radius: 8px;  
    background-image: -webkit-gradient(linear, 0% 0%, 0% 100%, from  
    (#E2E2D9), to(#BDBDB5));  
    background-image: -moz-linear-gradient(19% 75% 90deg, #BDBDB5,  
    #E2E2D9);  
}
```

STYLE

```
#sign-up input[type="submit"]:hover {  
    -webkit-box-shadow: 1px 1px 3px rgba(0, 0, 0, .  
4);  
    -moz-box-shadow: 1px 1px 3px rgba(0, 0, 0, .4);  
    box-shadow: 1px 1px 3px rgba(0, 0, 0, .4);  
}
```

SUBSCRIBE

STYLE



OUR HISTORY

We have a pretty awesome story about how we came to be. It all started a long time ago, in a brewery far far away. *Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

[Read More](#)

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This is a fictional case study, although the author does enjoy great food and better beer.

MARKUP

```
<footer id="primary-foot">  
</footer>
```

```
<section id="history">  
<header><h1>Our History</h1></header>  
<p>We have a pretty awesome story about how we came to be. It  
all started a long time ago, in a brewery far far away. Lorem  
ipsum dolor sit amet, consectetur adipisicing elit, sed do  
eiusmod tempor incididunt ut labore et dolore magna  
aliqua.<br />  
<a href="#">Read More</a></p>  
</section>
```

STYLE

```
#primary-foot {  
width: 940px;  
float: left;  
margin-top: 20px;  
padding: 10px;  
background: #e2e2d7;  
background: rgba(149, 149, 137, .15);  
border: 1px solid #d2d2c4;  
}
```

```
#history {  
    float: left;  
    width: 300px;  
    height: 150px;  
    background: url(..../images/history.png) no-repeat top left;  
    opacity: .85;  
    padding: 15px 0 0 225px;  
    color: #6a6a5d;  
    text-shadow: 1px 1px 1px #fff;  
    clear: none;  
}
```

```
#history h1 {  
    font: bold 12px "DroidSansBold", Verdana, sans-serif;  
    text-transform: uppercase;  
}
```

STYLE

```
#history p {  
    font: normal 12px "DroidSansRegular", Verdana, sans-serif;  
    line-height: 18px;
```

```
}
```

```
#history p a {  
    text-decoration: underline;  
    color: #6a6a5d;
```

```
}
```

```
#history p a:hover {  
    text-decoration: none;  
}
```



OUR HISTORY

We have a pretty awesome story about how we came to be. It all started a long time ago, in a brewery far far away. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Read More](#)

STYLE



OUR HISTORY

We have a pretty awesome story about how we came to be. It all started a long time ago, in a brewery far far away. *Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

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This is a fictional case study, although the author does enjoy great food and better beer.

MARKUP

```
<section id="info">
  <nav id="footer-nav">
    <ul>
      <li><a href="#">Home</a></li>
      <li><a href="#">About</a></li>
      <li><a href="#">Cases</a></li>
      <li><a href="#">Services</a></li>
      <li><a href="#">Clients</a></li>
      <li><a href="#">Contact</a></li>
    </ul>
  </nav>

  <p class="copyright">&copy; 2011 Codeschool.com, A Division of  

  Envy Labs<br />
  This is a fictional case study, although the author does enjoy  

  great food and better beer.</p>
</section>
```

STYLE

```
#info {  
    float: right;  
    width: 325px;  
    margin-top: 15px;  
}
```

```
#info a, #info a:visited {  
    color: #6a6a5d;  
}
```

```
#info a:hover {  
    text-decoration: underline;  
}
```

STYLE

```
#info ul li {  
    display: inline;  
    border-right: 1px solid #9f9f8f;  
    padding: 0 5px 0 1px;  
    font: bold 11px "DroidSansBold", Verdana, sans-serif;  
    text-transform: uppercase;  
    text-align: right;  
}  
  
#info ul li:last-child {  
    border-right: none;  
}
```

STYLE

```
.copyright {  
    background: url(../images/bottle.png) left no-repeat;  
    opacity: .15;  
    padding: 20px 0 0 35px;  
    height: 67px;  
    font: normal 10px "DroidSansRegular", Verdana, sans-serif;  
    line-height: 16px;  
    margin-top: 15px;  
    color: #000000;  
    -webkit-transition: opacity .3s ease-in-out;  
    -moz-transition: opacity .3s ease-in-out;  
    -o-transition: opacity .3s ease-in-out;  
    transition: opacity .3s ease-in-out;  
}
```

```
.copyright:hover {  
    opacity: .5;  
}
```



LEVEL 6 THE ANNEX

THE ANNEX

1. CANVAS
2. CSS ANIMATIONS
3. RICH TYPOGRAPHY

CAMPUS



CANVAS

CANVAS IS A SECTION OF YOUR PAGE WHERE YOU CAN USE JAVASCRIPT TO CREATE WHATEVER YOU WANT.

CANVAS

```
<canvas width="400" height="325">  
</canvas>
```

```
<canvas width="400" height="325">  
  <p>Sorry, no soup for you!</p>  
</canvas>
```

CANVAS

JAVASCRIPT > FLASH



CANVAS

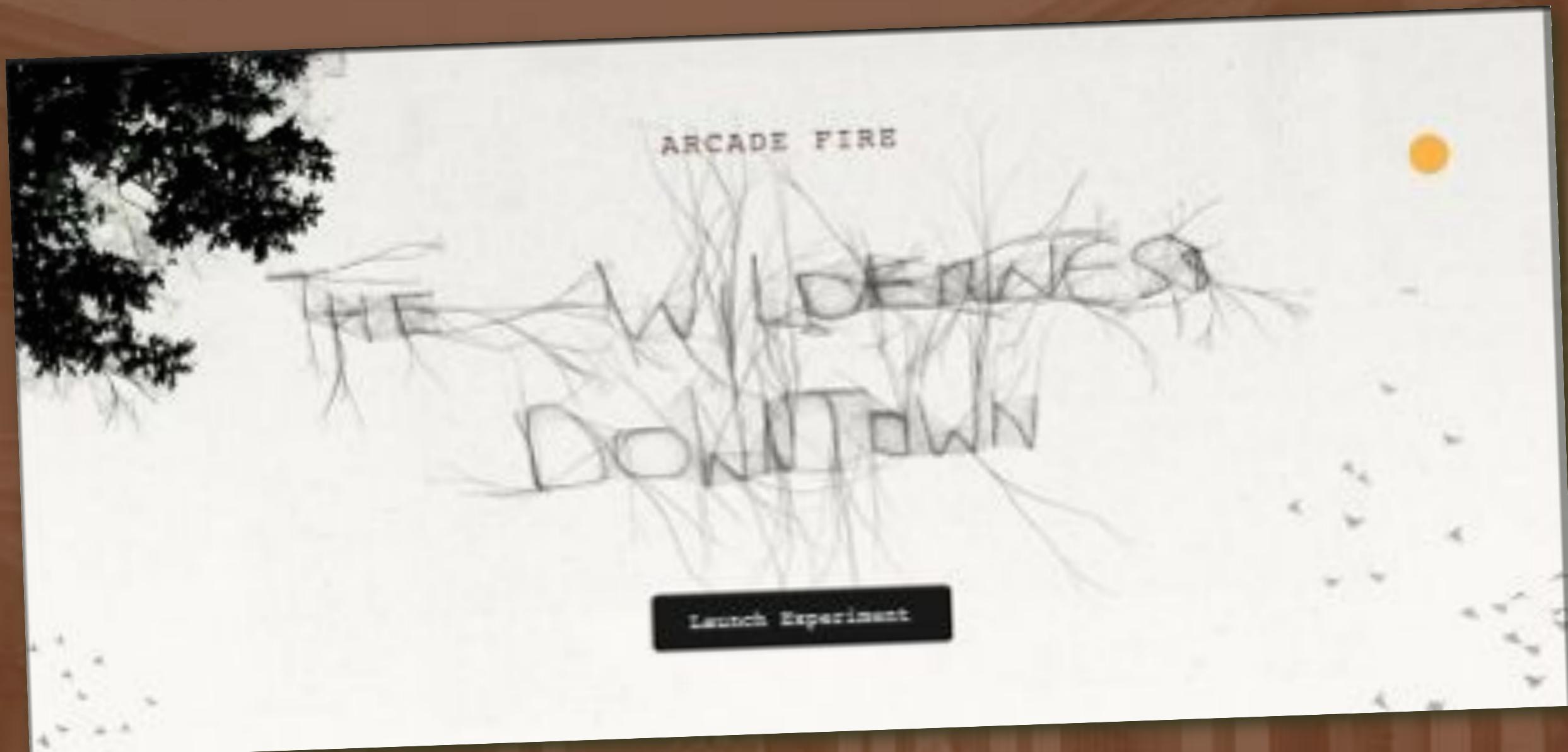
1. HTML5 CANVAS
2. SVG
3. JAVASCRIPT

CANVAS

The screenshot shows the homepage of the **BRICKIFY** website. At the top, the word "BRICKIFY" is written in a stylized font where each letter is composed of colorful LEGO bricks. Below it, a large text box contains the slogan: "Brickify turns your images into bricked out awesome." To the left of the slogan is a white input field labeled "IMAGE URL". Below the input field is a smaller text box containing the placeholder "Need to upload your photo? Use this service". To the right of the slogan is a preview area titled "[THIS IS BRICKED OUT AWESOME]" showing a brickified version of the "carsonified" logo. The logo consists of the word "carsonified" in a black sans-serif font, with a red arrow pointing down towards the end of the word. The "o" in "carsonified" is replaced by a grey brick, and the "i" has a blue brick above it.

[HTTP://BRICKIFY.COM](http://brickify.com)

CANVAS



[HTTP://CHROMEEXPERIMENTS.COM/ARCADEFIRE/](http://chromeexperiments.com/arcadefire/)

CANVAS

Associated Press

- Entertainment
- Sports
- U.S. News
- World
- Weekly
- Technology
- Travel
- Health
- Science
- Politics

15

16

VIEW DRAFT

[HTTP://HTML5.labs.ap.org/](http://HTML5.labs.ap.org/)

CSS ANIMATIONS



CSS ANIMATIONS

animation

CHANGE CSS PROPERTIES OVER TIME
AS A SET OF KEYFRAMES

TRANSITIONS GOVERN A STATE CHANGE, LIKE
FROM A TO B.

ANIMATIONS CREATE KEYFRAME-BASED
CHANGES THAT CAN RUN ON THEIR OWN, EVEN
WITHOUT USER INPUT.

CSS ANIMATIONS

animation

CHANGE CSS PROPERTIES OVER TIME
AS A SET OF KEYFRAMES



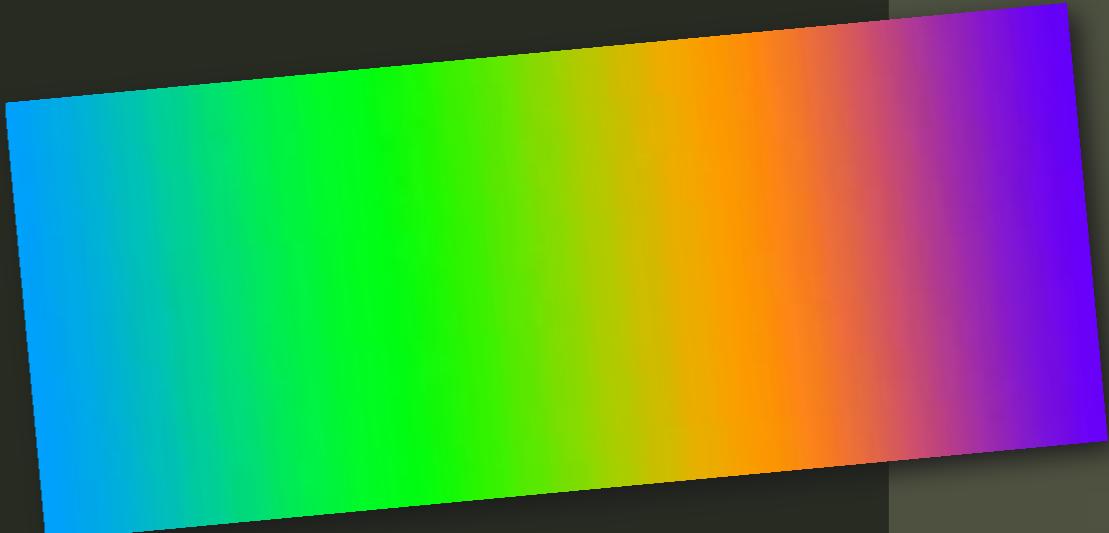
CSS ANIMATIONS

```
@-webkit-keyframes color-shift {  
  from {background: blue;}  
  to {background: green;}  
}
```

```
#awesome-sauce {  
  -webkit-animation: color-shift 10s;  
}
```

CSS ANIMATIONS

```
@-webkit-keyframes color-shift {  
 0% {background: blue;}  
 25% {background: green;}  
 50% {background: orange;}  
 100% {background: purple;}  
}
```



```
@-webkit-keyframes color-shift {  
 from {background: blue;}  
 to {background: green;}  
}
```



CSS ANIMATIONS

CSS3 Animation Properties

The following table lists the @keyframes rule and all the animation properties:

Property	Description	CSS
@keyframes	Specifies the animation	3
animation	A shorthand property for all the the animation properties, except the animation-play-state property	3
animation-name	Specifies the name of the @keyframes animation	3
animation-duration	Specifies how many seconds or milliseconds an animation takes to complete one cycle. Default: 0	3
animation-timing-function	Describes how the animation will progress over one cycle of its duration. Default: "ease"	3
animation-delay	Specifies when the animation will start. Default 0	3
animation-iteration-count	Specifies the number of times an animation is played. Default: 1	3
animation-direction	Specifies whether or not the animation should play in reverse on alternate cycles. Default "normal"	3
animation-play-state	Specifies whether the animation is running or paused. Default "running"	3

[HTTP://WWW.W3SCHOOLS.COM/CSS3/CSS3_ANIMATIONS.ASP](http://www.w3schools.com/css3/css3_animations.asp)

CSS ANIMATIONS



OUR HISTORY

We have a pretty awesome story about how we came to be. It all started a long time ago, in a brewery far far away. *Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

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CSS ANIMATIONS



BOTTLE



POUR



BUBBLES

PUDDLE

CSS ANIMATIONS



BOTTLE

```
@-webkit-keyframes bottle {  
 0% {  
    height: 67px;  
}  
7% {  
    height: 67px;  
}  
95% {  
    height: 0px;  
}  
100% {  
    height: 0;  
}
```

```
@-moz-keyframes bottle {  
 0% {  
    height: 67px;  
}  
7% {  
    height: 67px;  
}  
95% {  
    height: 0px;  
}  
100% {  
    height: 0;  
}
```

CSS ANIMATIONS

```
#bottle:hover {  
    -moz-transform: rotate(165deg);  
    -webkit-transform: rotate(165deg);  
    transform: rotate(165deg);  
}
```



BOTTLE

```
#contents:hover {  
    -moz-animation: bottle 10s linear 1 forwards;  
    -webkit-animation: bottle 10s linear 1 forwards;  
    animation: bottle 10s linear 1 forwards;  
}
```

CSS ANIMATIONS

```
@-webkit-keyframes pour {  
    0% {  
        background-position: 0 0;  
        height: 0;  
    }  
    5% {  
        background-position: 0 0;  
        height: 0;  
    }  
    10% {  
        background-position: 0 0;  
        height: 75px;  
    }  
    95% {  
        background-position: 0 0;  
        height: 75px;  
    }  
    100% {  
        background-position: 0 75px;  
        height: 75px;  
    }  
}
```

POUR

CSS ANIMATIONS

|

POUR

```
@-webkit-keyframes pour-bubbles {  
 0% { background-position: 0 -75px; }  
 100% { background-position: 0 0; }  
}  
  
@-moz-keyframes pour-bubbles {  
 0% { background-position: 0 -75px; }  
 100% { background-position: 0 0; }  
}
```

CSS ANIMATIONS

```
#pour div {  
background: url(..../images/bubbles.png) 0 -75px no-  
repeat;  
height: 170px;  
width: 4px;  
-moz-animation: pour-bubbles 1.5s linear infinite;  
-webkit-animation: pour-bubbles 1.5s linear  
infinite;  
animation: pour-bubbles 1.5s linear infinite;  
}  
  
#pour:hover {  
display: block;  
-moz-animation: pour 9.8s linear 1;  
-webkit-animation: pour 9.8s linear 1;  
animation: pour 9.8s linear 1;  
}
```

POUR

CSS ANIMATIONS

```
@-webkit-keyframes puddle {  
 10% {  
    height: 0;  
  }  
 15% {  
    height: 5px;  
  }  
 98% {  
    height: 5px;  
  }  
 100% {  
    height: 0;  
  }  
}
```

```
@-moz-keyframes puddle {  
 10% {  
    height: 0;  
  }  
 15% {  
    height: 5px;  
  }  
 98% {  
    height: 5px;  
  }  
 100% {  
    height: 0;  
  }  
}
```

PUDDLE

CSS ANIMATIONS

POUR

```
.copyright:hover #puddle {  
-moz-animation: puddle 10s linear 1;  
-webkit-animation: puddle 10s linear 1;  
animation: puddle 10s linear 1;  
}
```

OUR HISTORY

We have a pretty awesome story about how we came to be. It all started a long time ago, in a brewery far far away. *Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.*

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This is a fictional case study, although the author does enjoy great food and better beer.

CSS ANIMATIONS

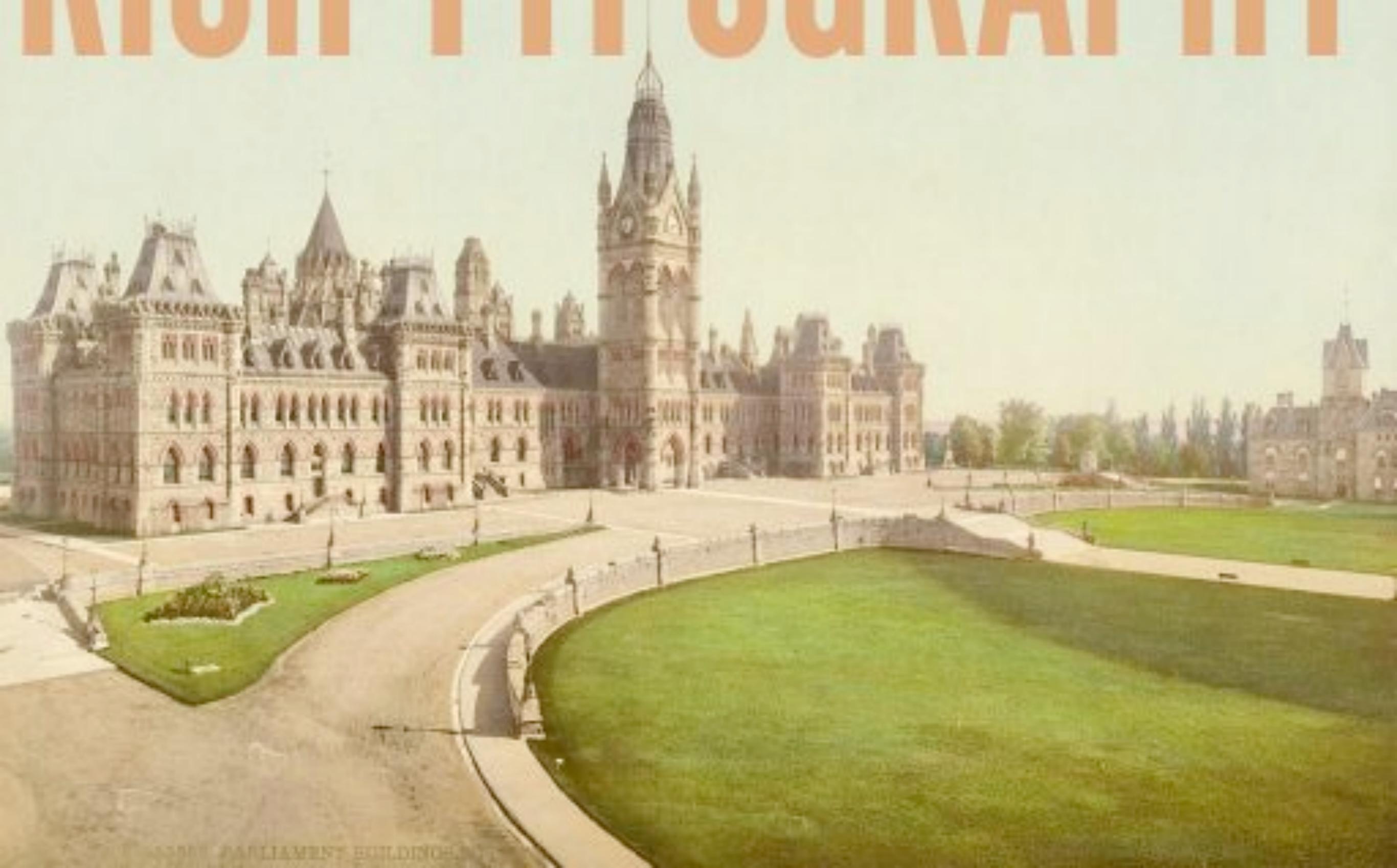
SELECTABLE TEXT

Chandler Van De Water had a [challenge](#) for me after seeing the header animation in my CSS3 In Transition post. Noticing that I used a PNG image file with knockout transparency, he wanted the same CSS animation done with selectable text. I was happy to oblige! Of course, at the moment this will only work in [Safari](#) and [Google Chrome](#).

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RICH TYPOGRAPHY



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▲ PARAVEL **ABOUT US**

ABOUT

OUR WORK

SERVICES

CONTACT



TRENT WALTON

Founder - Meticulous and forward thinking,
currently plotting where to go for lunch.

DAVE RUPERT

Lead Developer - Defender of the Internets.
Speaks HTML and Japanese.



REAGAN RAY

Lead Designer - Really good at drawing and
logos. His portfolio has explosions.

[HTTP://PARAVELINC.COM](http://paravelinc.com)

[HTTP://TRENTWALTON.COM](http://trentwalton.com)

RICH TYPOGRAPHY

LEVEL 6: BONUS CONTENT

LETTERING:JS

A jQuery plugin for radical web typography

DOWNLOAD ON GITHUB

FitText

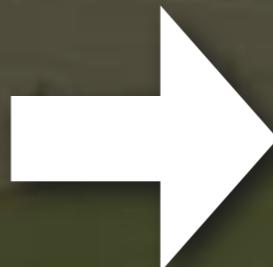
A jQuery plugin for inflating web type

Download on Github

RICH TYPOGRAPHY



```
<h1 class="fancy_title">Some Title</h1>
```



```
<h1 class="fancy_title">
  <span class="char1">S</span>
  <span class="char2">o</span>
  <span class="char3">m</span>
  <span class="char4">e</span>
  <span class="char5"></span>
  <span class="char6">T</span>
  <span class="char7">i</span>
  <span class="char8">t</span>
  <span class="char9">l</span>
  <span class="char10">e</span>
</h1>
```

RICH TYPOGRAPHY

LEVEL 6: BONUS CONTENT

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FIT TYPESETTING
Markup & Style

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CSS Tips

- Set your target headline to `width: 100%` in your CSS. And if you set a font-size, this will act like a `max-font-size`.
- Be ready to tweak till everything balances out.
- So far, FitText seems to work with other fun properties like `text-shadow`
- It also works with [Lettering.js #synergy!](#)

</END>

