Web design
& layout exercise

Laying out a sports news story

Exercise

1. Design a web page for this Washington Post sports story about the Redskins' nutrition regiment.

https://www.washingtonpost.com/sports/redskins/875-pounds-of-fish-54-dozen-eggs-and-a-kombucha-machine-a-week-feeding-an-nfl-team/2018/08/28/4e5e0d36-aada-11e8-a8d7-0f63ab8b1370_story.html

2. Customize your page with some design elements and CSS. We'll follow detailed instructions about what elements must be styled.

Page Should Contain:

– \<h1\> **headline**

– WP **byline and date**

– At least four images (provided) with "alt" text. At least two of the photos should be side-by-side

– Create a **pull-quote** from the story using \<blockquote\>

Page Should Also Contain:

– **Link** the words "Redskins" or "Washington Redskins" to lead to the team web page; use **target attribute** to open in new page:

– **FONTS:** Make the headline Helvetica, use <h1> for the headline. Make the body text Georgia, 13 px, use <p> for the body text.

– Add **3 "Related items"** linking to other news stories at bottom; you'll need to find these yourself.

Let's Get Started

On ELMS, download these 6 files from a folder named: "midterm-study-guide"

1) redskins-food-story.txt

2) redskins-food-image1.jpg

3) redskins-food-image2.jpg

4) redskins-food-image3.jpg

5) redskins-food-image4.jpg

6) redskins-food-image5.jpg

2. Create Folder: "YourLastNameLayout"
Example of folder name: **MayesLayout**

3. Find the 6 files you downloaded (5 images and a story text file) and MOVE THEM into your new layout folder

4. Create a subfolder inside your layout folder and call it "images" – move your images in here

Create your Web Page

Use Atom to create a blank HTML file. Add these basic structure tags and save it as **index.html,** placing it inside your layout folder:

```html
<!DOCTYPE html>
<html lang="en">
  <head>
    <title></title>
  </head>
    <body>
    </body>
</html>
```

Copy & Paste Story Text

Copy the plain text version of the WP story you downloaded from Elms into your web page, placing it inside the <body> tags of your index.html file

You can see the original WP story here:

https://www.washingtonpost.com/sports/redskins/875-pounds-of-fish-54-dozen-eggs-and-a-kombucha-machine-a-week-feeding-an-nfl-team/2018/08/28/4e5e0d36-aada-11e8-a8d7-0f63ab8b1370_story.html

Create CSS file

Using Atom, create and save a blank CSS file as "styles.css"

Link to it from the <head> area of your index.html file with this code:

```
<link rel="stylesheet" type="text/css" href="styles.css">
```
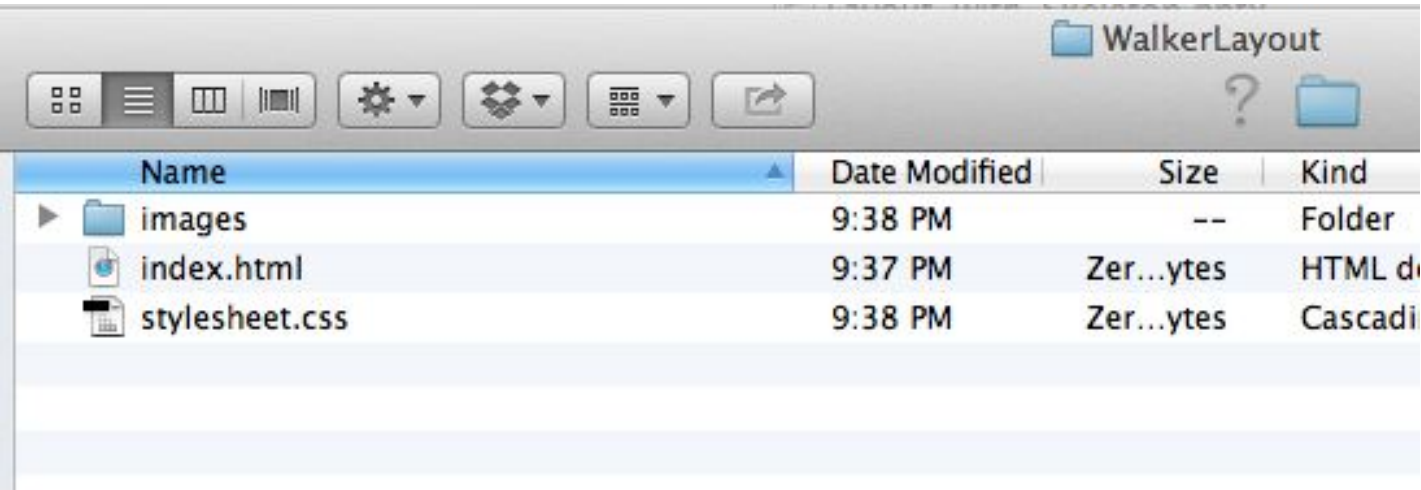
Create Folder: "YourLastNameLayout"

Example of folder name: **MayesLayout**

Inside you should have these files:

1) index.html

2) stylesheet.css

3) subfolder named "images"

4) redskins-food-story.txt (you can delete this after coping it into your html file)

Folder Structure

Create content wrapper

- At beginning of <body> area in your HTML file, create a <div> and give it an ID name of CONTENT, like this:

```html
<div id="content">
```

- In your CSS stylesheet, use a style to center the div on the page and assign it a width of 740px. This will make your main column (all the content in it) no more than 740px pixels wide. This is the CSS code:

```css
#content {
  margin: 0 auto;
  width: 740px;
}
```

Elements for you to add

For the remainder of this exercise, you will **complete the web page layout**.

Ask me if you have issues as you work. This is your time to prep for the midterm.

Headline, byline and date

Include the Washington Post byline and date. Style as helvetica, 14pt, italiac.

Setting Fonts

Make the headline font Helvetica with sans-serif as a backup, any size you think makes sense. Use <h1> for the headline. Make the body text font Georgia, serif, 13 px. Use <p> for the body text.

Setting Fonts

- Use **font-family** property in CSS

- Apply several font names as "fallbacks" in case user doesn't have your chosen font

- Apply generic font at end, as final fallback

- If your font name has more than one word, put it in quotes, as in "Times New Roman"

- No quotes needed for one-word fonts: Arial

CSS Font Example

```css
p {
    font-family: "Times New Roman", Times, serif;
}
```

Setting Fonts

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Images

Include at least **four of the five** provided images in your design. Use alt text in your code. Include captions with all photos. You can take the captions from the original Washington Post story if you like. Also include a source for each photo (The Washington Post).

Links

The first time the words "Redskins" or "Washington Redskins" appears in the story, link to the Redskins' team web page. Make the link open in **a new page**.

Also, add **3 "Related items"** linking to other news stories at bottom. Find those links yourself.

Add at least two interstitial links somewhere within your story. Match the styling to the picture below.

[AD or AP? Redskins' Adrian Peterson is cool with either nickname.]

Pull quote
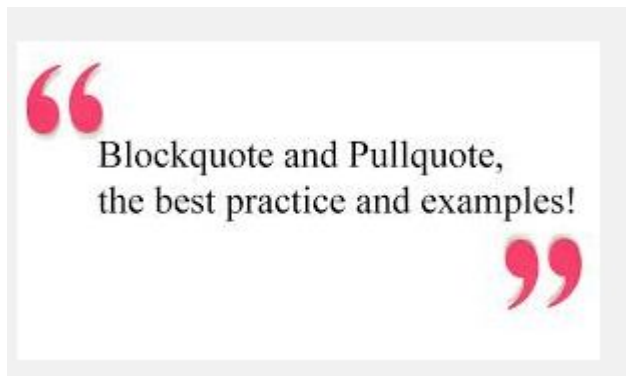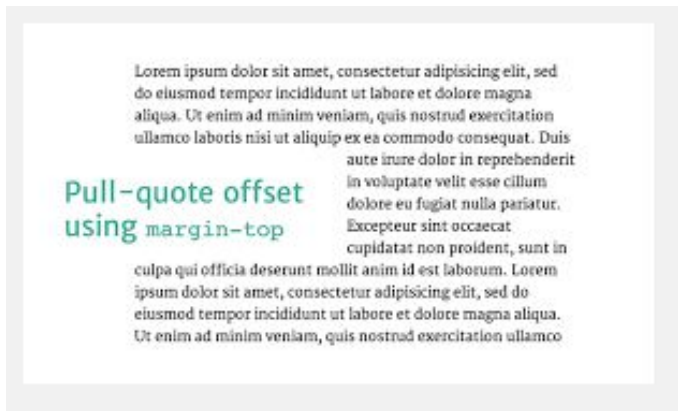
Create a pull quote from the story. Use the <blockquote> html tag to display your pull quote. Be sure to pull an interesting quote from the story and display it (large) before the quote appears in the story itself.

What's a Pull Quote?

- Attention-grabbing quote or excerpt "pulled" from story

- Usually a quotation, but can be your own text, too

- Main purpose is to visually break up the design by setting it in larger and distinctive typeface

- Also used to highlight important or interesting point

Create a Pull Quote

- Use distinctive font in CSS

- Add visual appeal to the page

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Pull-quote offset using `margin-top`

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" Blockquote and Pullquote, the best practice and examples! "

Pull-quote Guidelines

- Use <blockquote> tag in HTML file to "pull" or copy a quote or catchy phrase and make it stand apart from the regular text

- DO repeat the item you choose; do NOT delete it from the body of your story. Leave it in the text, too, you just COPY it into a blockquote tag this:

```
<blockquote> text of your quote </blockquote>
```

- Pullquote **should appear BEFORE the item appears in your regular text, not after**. It's a teaser!

Pull-quote Syntax

- There is no "pullquote" tag in HTML5, but you can use the <blockquote> tag to achieve a similar objective – setting some text apart from the body of your story to highlight it.

- Syntax is:

```
<blockquote> text of your quote </blockquote>
```

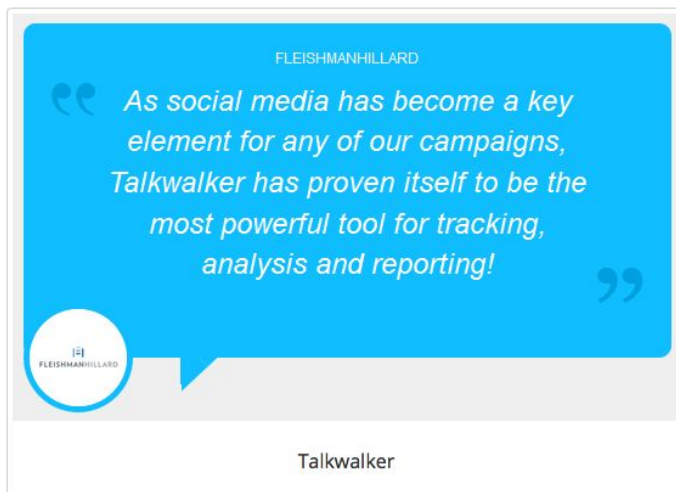- There are endless ways to style your blockquote with CSS

Pull-quote - CSS Style Example

- Add CSS style to make your pull-quote larger than the body text, use italics, and change the color

```css
blockquote {
font: 16px/24px normal helvetica, sans-serif;
font-style: italic;
margin-top: 15px;
margin-bottom: 15px;
color: red;
margin-left: 50px;
padding-left: 15px;
border-left: 4px solid #ccc;
}
```

Pull quote examples

They are a great way to add some visual flair to a text-heavy page and can be styled in a variety of ways to make them stand out. They also work well for skim readers as a way to provide a preview or 'taste' of the content on the page. Use sparingly to be effective and always in service of the content.

FLEISHMANHILLARD

As social media has become a key element for any of our campaigns, Talkwalker has proven itself to be the most powerful tool for tracking, analysis and reporting!

FLEISHMANHILLARD

Talkwalker

Pull quote examples

> " Basically, you are bringing the entire process into one place, step by step, in plain English. Simplicity is a genius thing! ... Congrats guys, awesome job."
>
> Peter Van den Broeck, **Discount Vacation Rentals**

Pull quote examples

> **"** *Using Ning has allowed us to build out a super robust system that has helped Linkin Park create one of the biggest fan communities anywhere on the Internet.* **"**
>
> *Aaron Ray, The Collective (LinkinPark.com)*
>
> Ning

Questions?

This assignment will not be graded.

If you can follow along with this, you'll be fine for the midterm. If you have any questions, this is the time to ask.