



OPENING DAY

MEET THE INSTRUCTIONAL TEAM

HELLO!



SARAH HOLDEN — INSTRUCTOR

[LinkedIn](#)
[Instagram](#)
[Facebook](#)



CAMILLE — EIR

[LinkedIn](#)
Twitter: @layne_celeste



INTRODUCTIONS

MEET YOUR CLASSMATES

INTRODUCTIONS

1. Name
2. What do you do?
3. Why are you taking this class?
4. Fun fact!



INTRO MATTERS

FIRST THINGS FIRST

HOMEWORK DEADLINE

MONDAYS @ 11:59PM

OFFICE HOURS

TUESDAYS/THURSDAYS

5:30PM – 6:30PM

SNACK CALENDAR

SNACK CALENDAR

OFFICE HOURS

HELP US HELP YOU!

COURSE MATERIALS

- [Dashboard](#)
- [Slack](#) — Communicate with your classmates!

HOMework

HIGHLY RECOMMENDED COURSE MATERIALS:

- ▶ [Jon Duckett - Web Design with HTML, CSS, JavaScript and jQuery Set](#)



FRONT-END WEB DEVELOPMENT

LET'S GET STARTED!



WHAT IS FRONT-END DEVELOPMENT?

HTML BASICS

Sarah Holden

WEEKLY OVERVIEW

WEEK 1

HTML Basics / CSS Basics

WEEK 2

CSS Box Model / CSS Layout

WEEK 3

Lab / Bootstrap

LEARNING OBJECTIVES

- Articulate the role of HTML, CSS and JavaScript in front-end development.
- Recognize the different roles and responsibilities in web development.
- Apply and experiment with HTML tags.

AGENDA



- Web Development Overview
- Intro to Front-End Development
- Intro to HTML
- Lab Time

FEWD

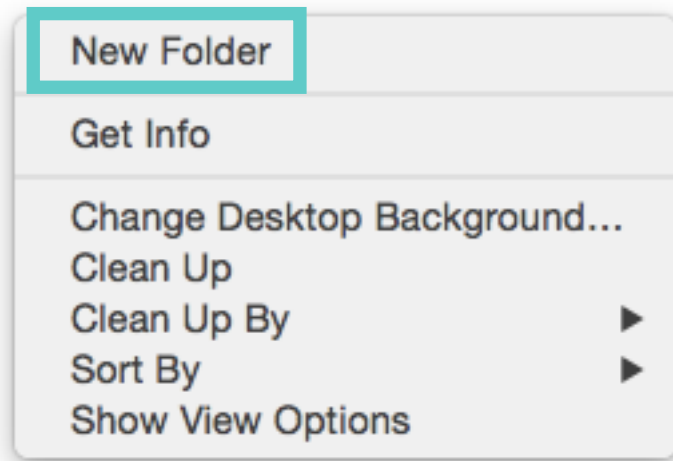
**LET'S GET EVERYTHING
SET UP!**

SETTING UP A PROJECT WITH SUBLIME TEXT

- ▶ Create fewd folder on desktop
- ▶ Tour of the FEWD Dashboard
- ▶ Navigate to Downloads folder, move starter code from Downloads folder to fewd folder.

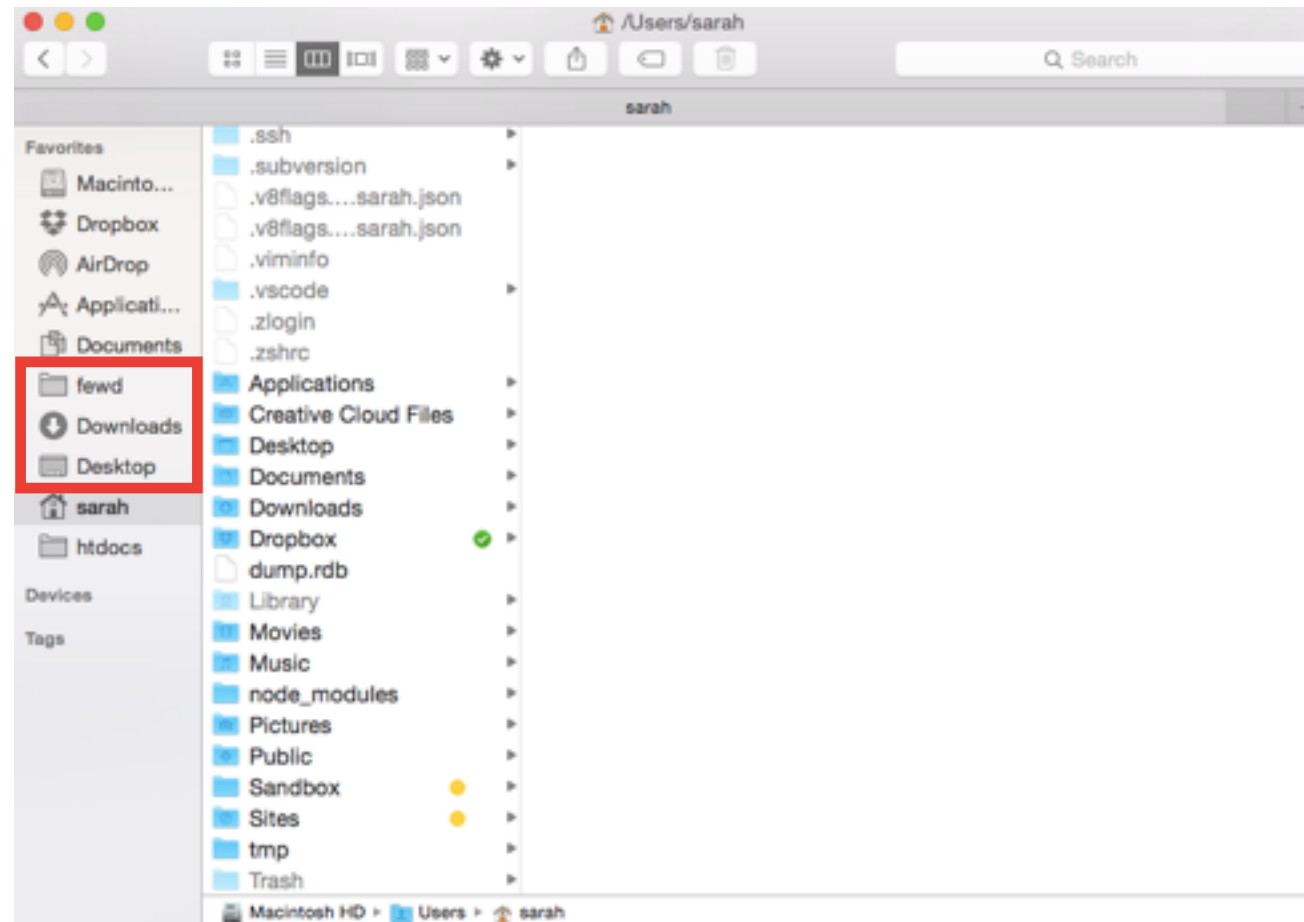
SETTING UP A PROJECT WITH SUBLIME TEXT

- Right click on your desktop and select "New Folder"
- Name the new folder *fewd*.



SETTING UP A PROJECT WITH SUBLIME TEXT

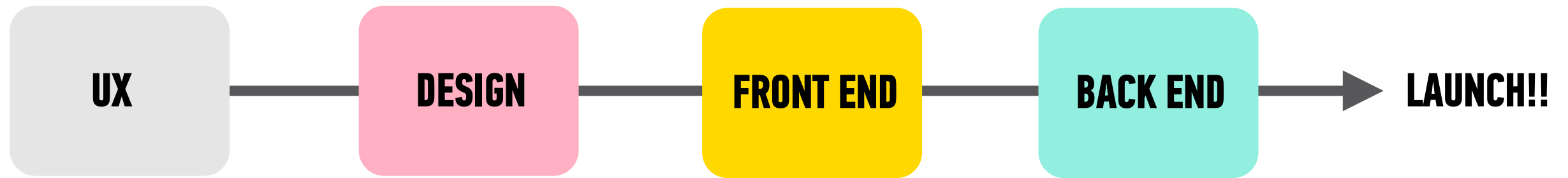
- ▶ Let's get Finder set up!
- ▶ Move the Desktop, Downloads, and fewd folder to the finder sidebar for easy access.



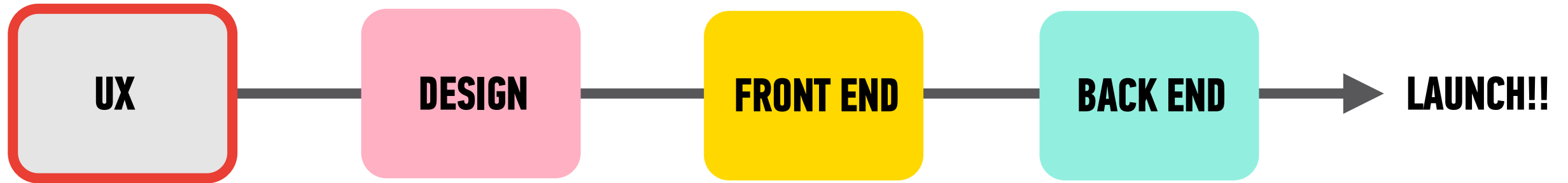
FEWD

WEB PRODUCTION WORKFLOW

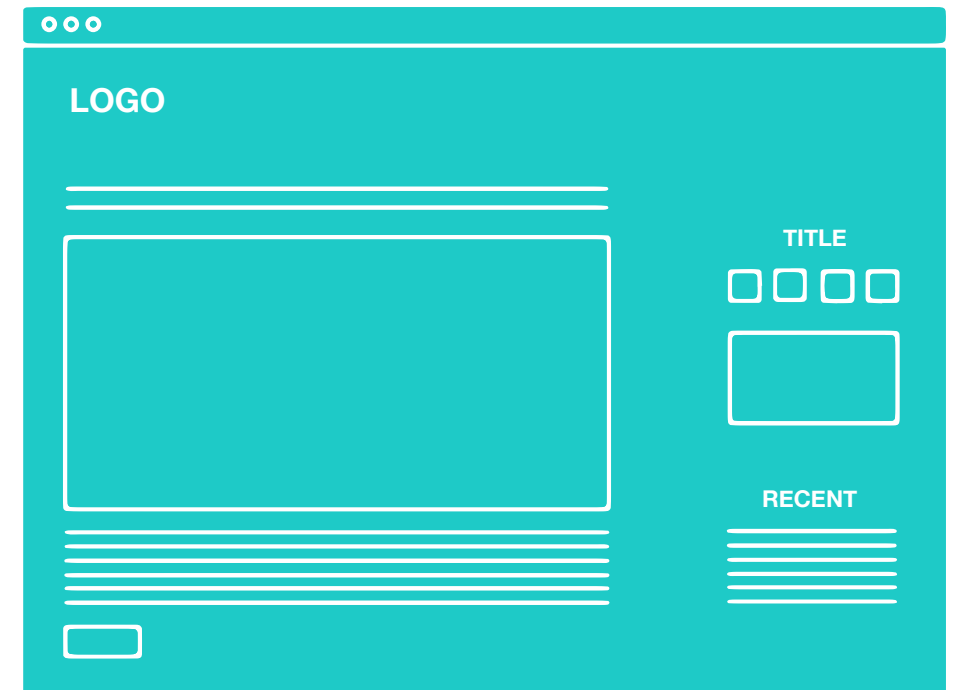
WEB PRODUCTION WORKFLOW



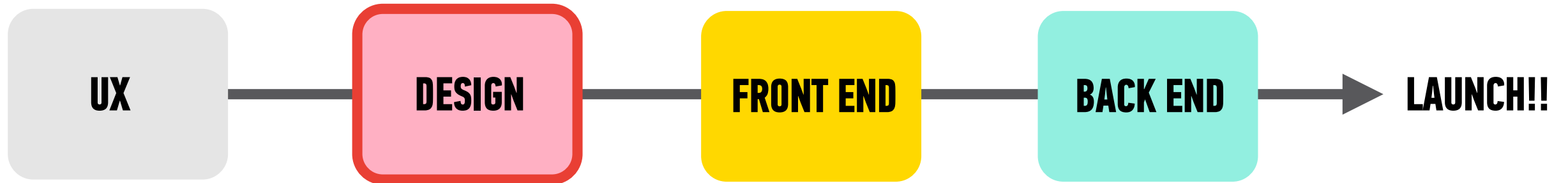
WEB PRODUCTION WORKFLOW — UX DESIGNER



- Figures out how people are going to use a webpage
- Try to make it as easy as possible for people to use a webpage while achieving the purpose of the webpage.
- Main deliverables: wireframes, flow charts



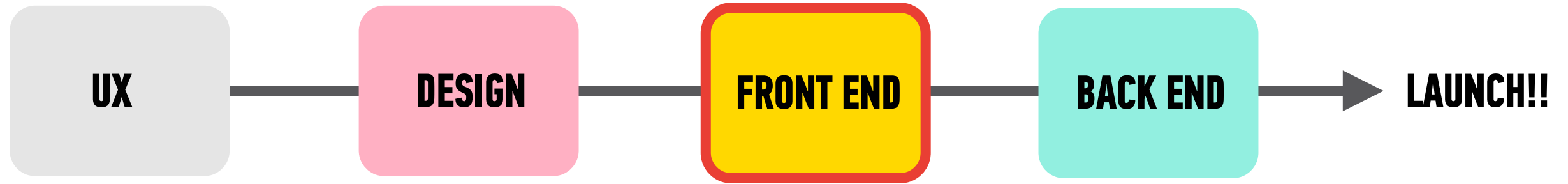
WEB PRODUCTION WORKFLOW — UI DESIGNER



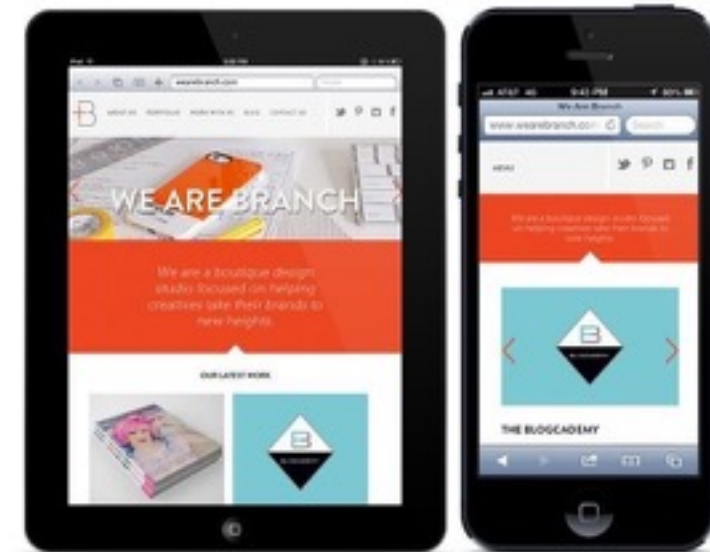
- Referred to as UI Designer/Web Designer
- Take the wireframes and make them pretty
- Logo/Fonts/Color palettes/Layout



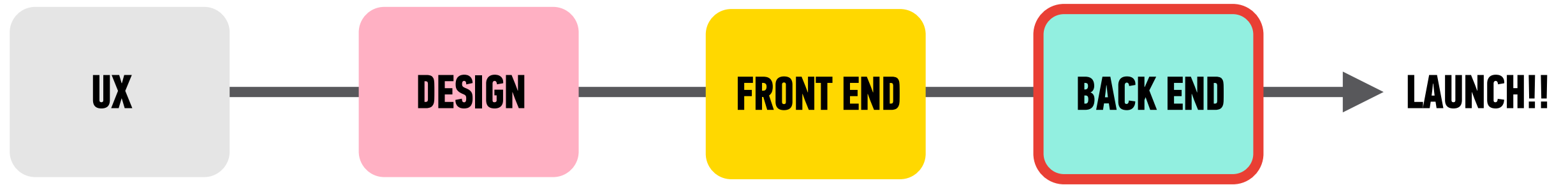
WEB PRODUCTION WORKFLOW — FRONT END



- ▶ Take the design and turn it into code and assets
- ▶ Uses HTML/CSS to create the structure for a page and add styles
- ▶ Add interactions with JavaScript
- ▶ Other responsibilities: accessibility, performance, cross-browser and cross-device functionality



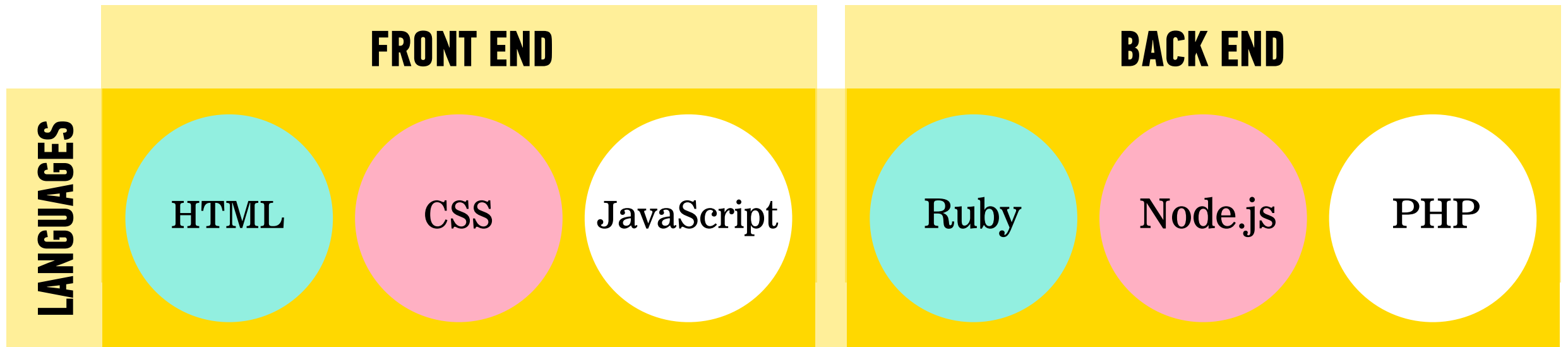
WEB PRODUCTION WORKFLOW — BACK END



- Give the application/webpage a 'memory'
- Handle page request and send back the right page
- Talking to the database - getting data, adding and updating data
- Authenticate users
- Communicate with APIs



FRONT END VS. BACK END



...and many, many more

ACTIVITY



EXERCISE

KEY OBJECTIVE

Describe the role and responsibilities of the front-end developer. How do these differ from those of the back-end developer?

TIMING

1 min

1. Turn to partner and discuss

2 min

2. Share with rest of class

BONUS

Come up with an analogy!

FEWD

INTRO TO FRONT-END WEB DEVELOPMENT

FRONT-END

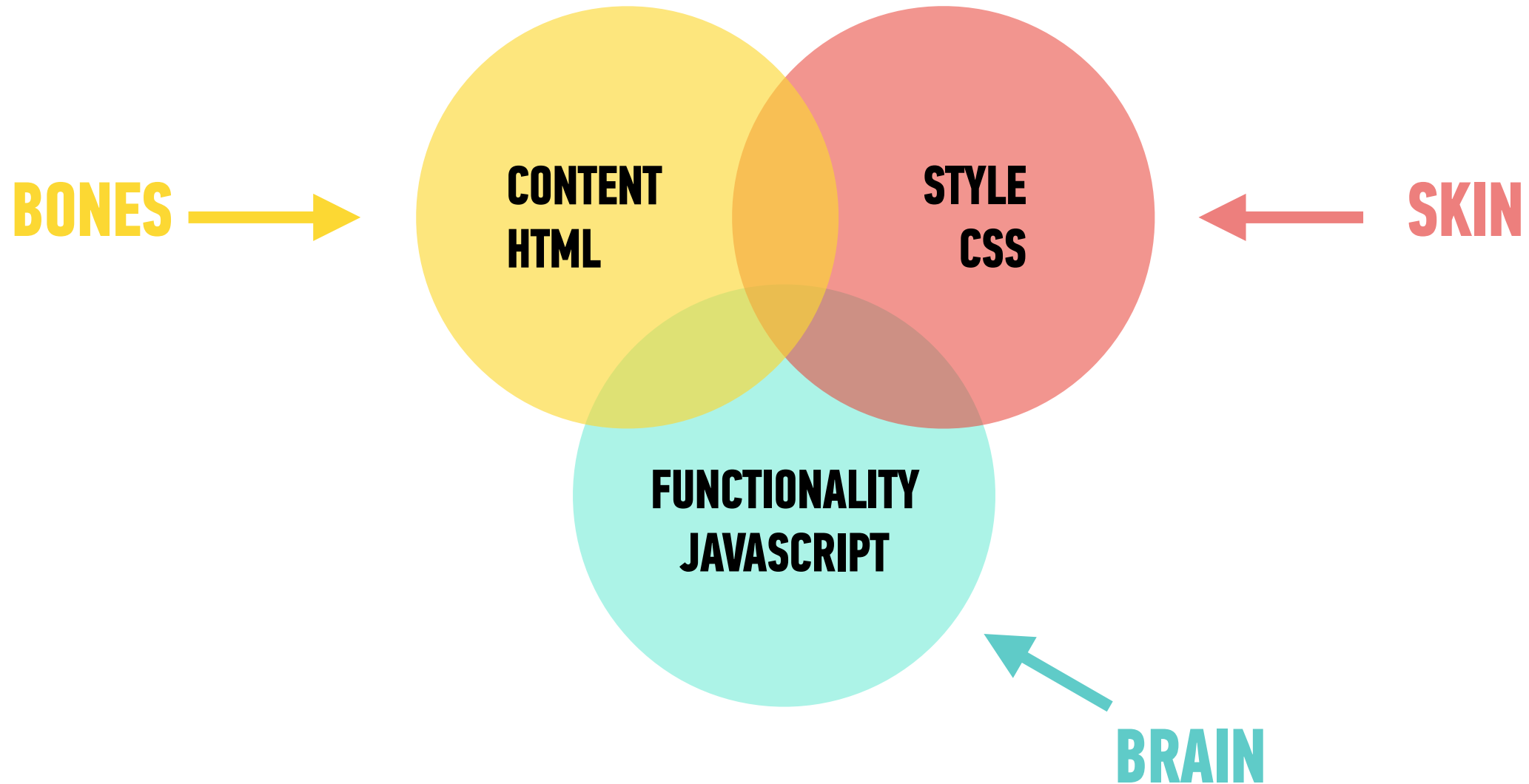
HTML

CSS

JavaScript



THE THREE AMIGOS: STRUCTURE, STYLE, BEHAVIOR



WHAT IS HTML?

HTML is how we add *organization* and *structure* to the content for our page.

I. Background of 1893 Columbian Exposition

A. Continued tradition of big fairs

1. Previous world's fairs

a. London and the Crystal Palace, 1851

b. Philadelphia, 1876

2. Chicago fair to be larger than earlier fairs

B. Emphasized cultural achievements

1. Planners D. H. Burnham and F. L. Olmsted

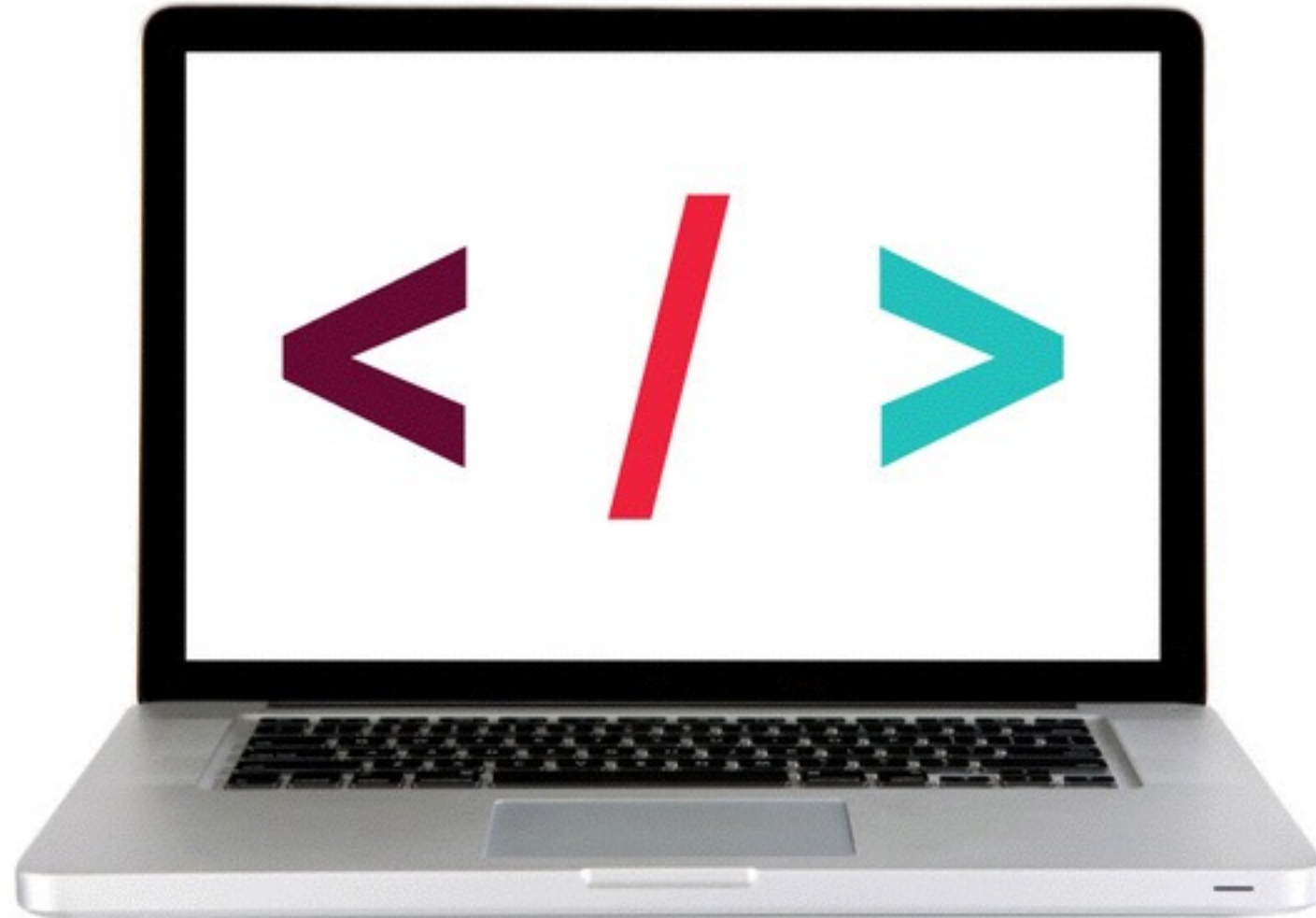
2. Nation's top artists, inventors, industrialists

II. Background of George W. G. Ferris

WHAT IS HTML?

```
<!DOCTYPE html>
<html>
  <head>
    <title>This is a Web Page</title>
  </head>
  <body>
    <h1>My Awesome Page</h1>
    <p>A paragraph of text about my awesome page.</p>
  </body>
</html>
```

LET'S TAKE A CLOSER LOOK



WHAT IS CSS?

We use CSS to add *styles* to the HTML elements on our page.

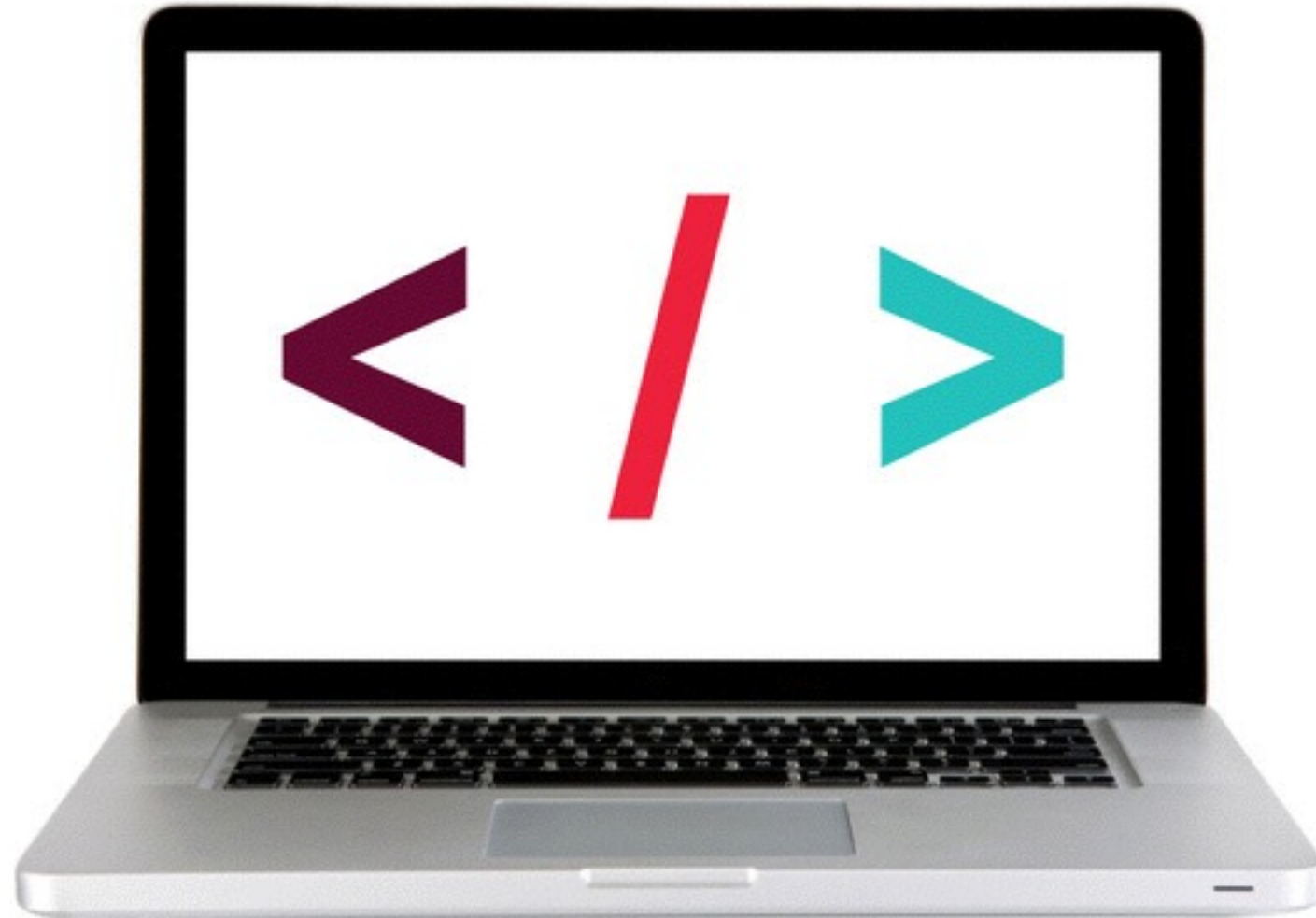
What we are styling



```
p {  
  color: blue;  
  font-size: 20px;  
  font-style: italic;  
  line-height: 22px;  
}
```

Styles!

LET'S TAKE A CLOSER LOOK



WHAT IS JAVASCRIPT?

- We use JavaScript to add *behavior* to our page.
- We can use JS to add interactions and animations.
- It allows us to respond to a user's actions on our page.

```
document.getElementsByTagName( 'h1' ) [0].innerHTML = "Party Time!";
```

JQUERY IS YOUR FRIEND

- jQuery is a JavaScript file you include in your pages.
- Makes it faster and easier to write cross-browser JavaScript

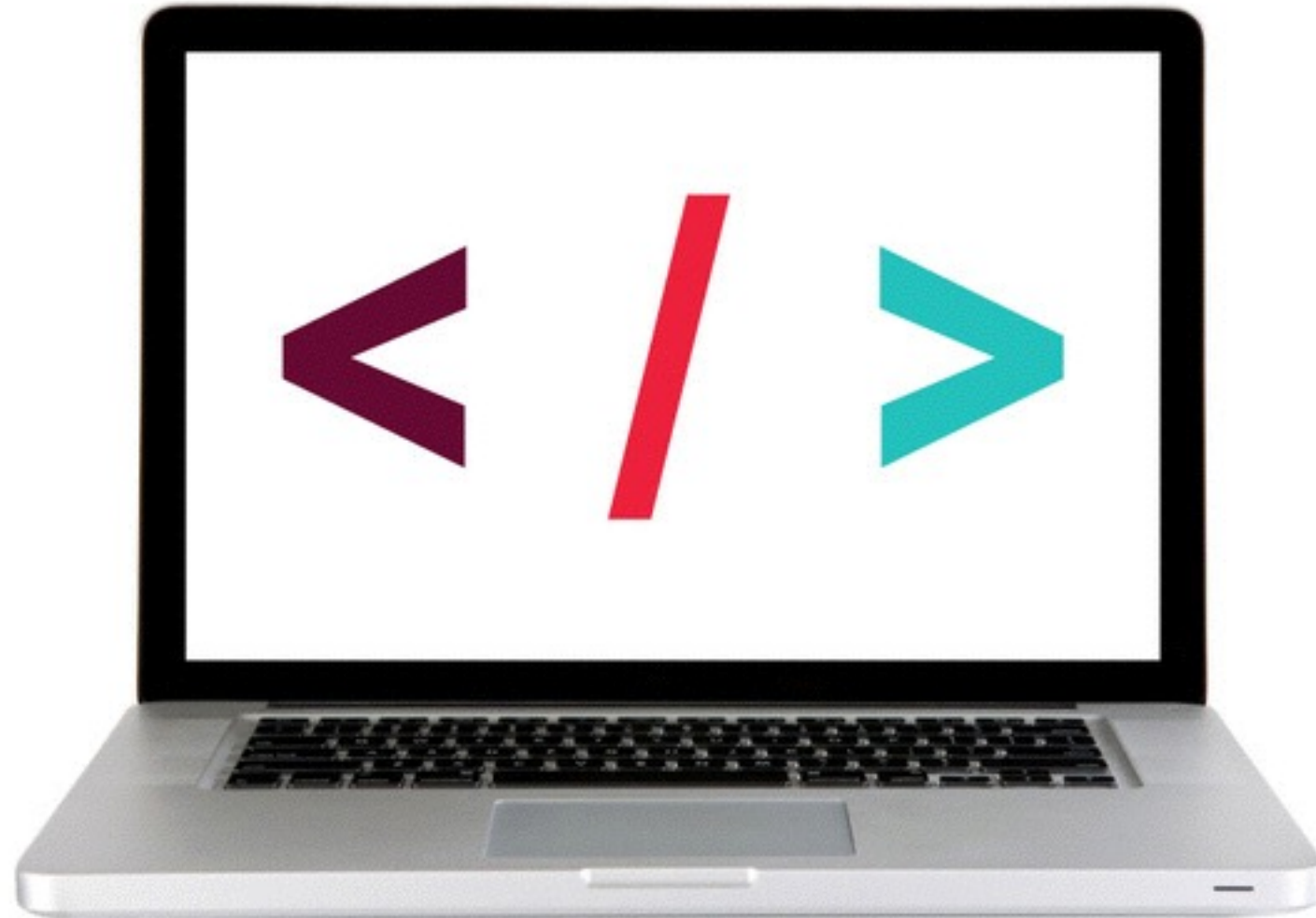
Javascript

```
document.getElementsByTagName('h1')[0].innerHTML = "Party Time!";
```

jQuery

```
$('h1').html("Banana Cat Party Time!");
```

LET'S TAKE A CLOSER LOOK



FEWD

**LET'S GET EVERYTHING
SET UP!**

FIRST THINGS FIRST — TOOLS



SUBLIME TEXT 3

[Download here](#)

CHROME

[Download here](#)

FEWD

PACKAGE CONTROL

FIRST THINGS FIRST — TOOLS

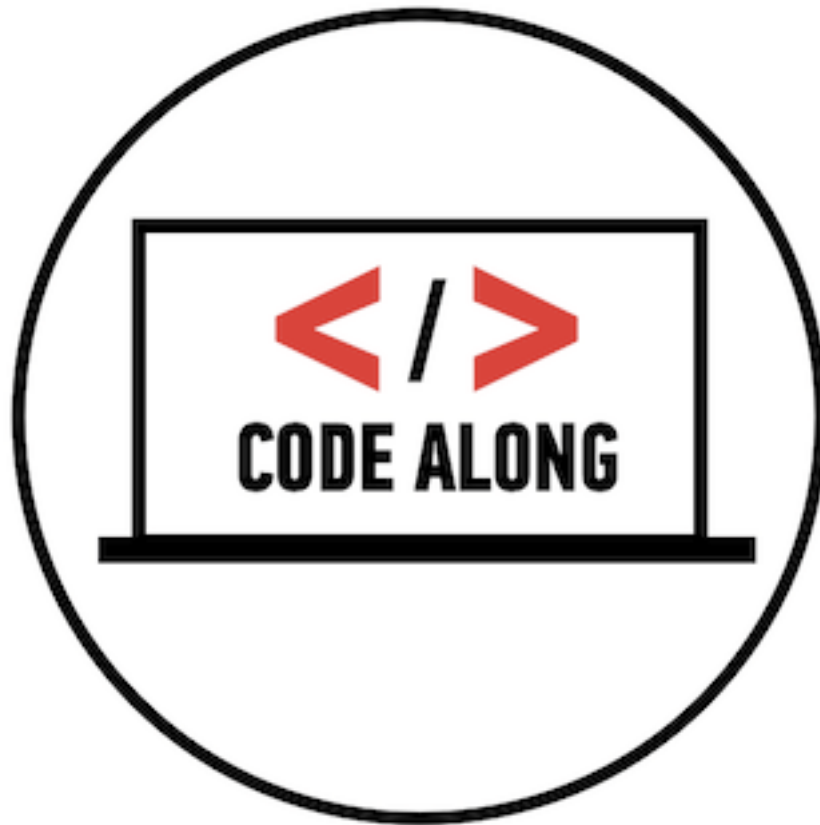


PACKAGE CONTROL

[Install here](#)

To open package control:
command + shift + p

FIRST THINGS FIRST



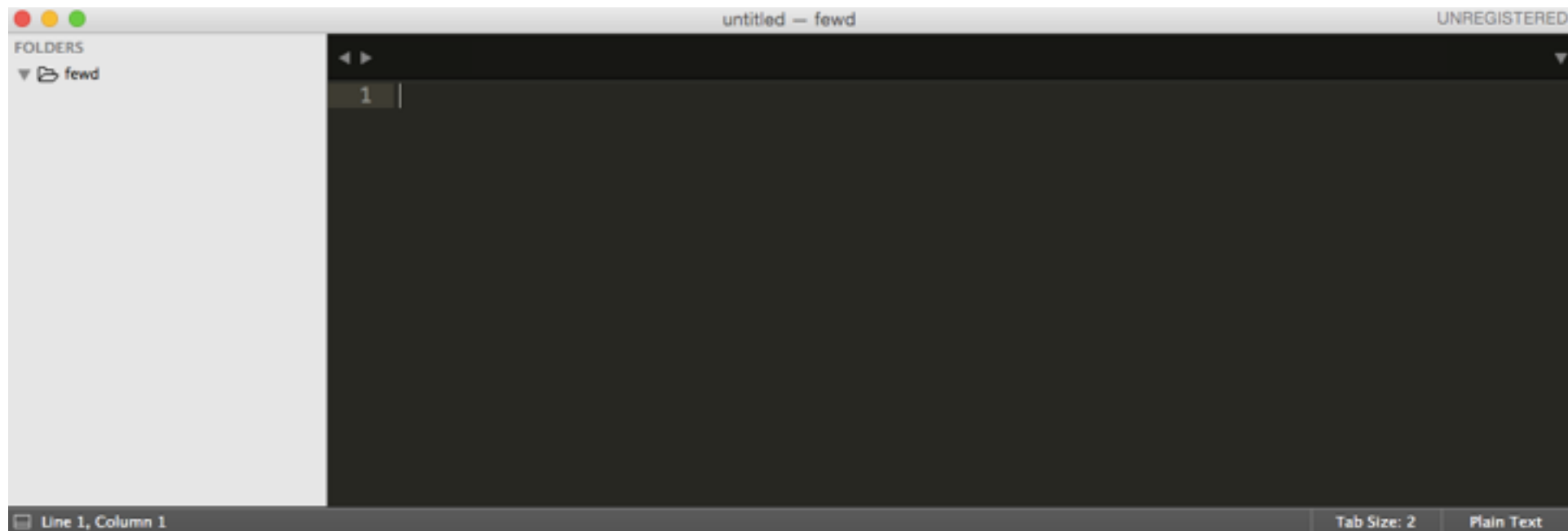
FEWD

FIRST SITE!

SETTING UP A PROJECT WITH SUBLIME TEXT

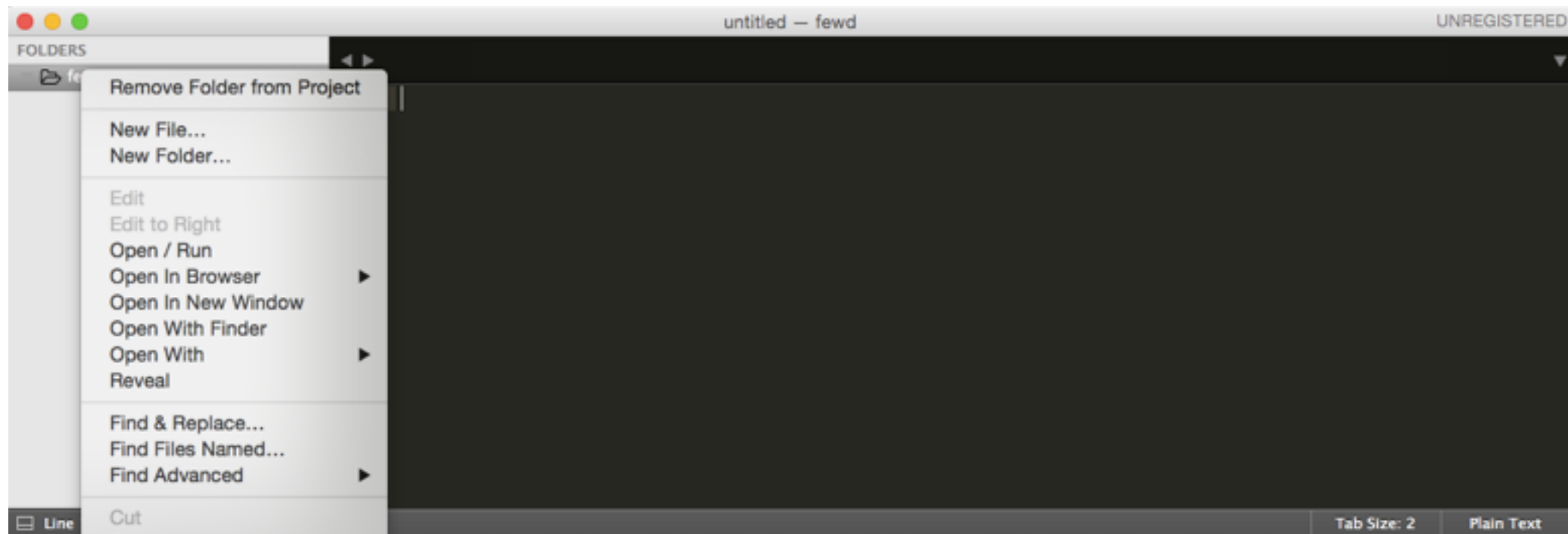
- ▶ Find the **fewd** folder on your desktop.
- ▶ Drag the folder and drop it over the Sublime icon on your doc.

You should see the following:



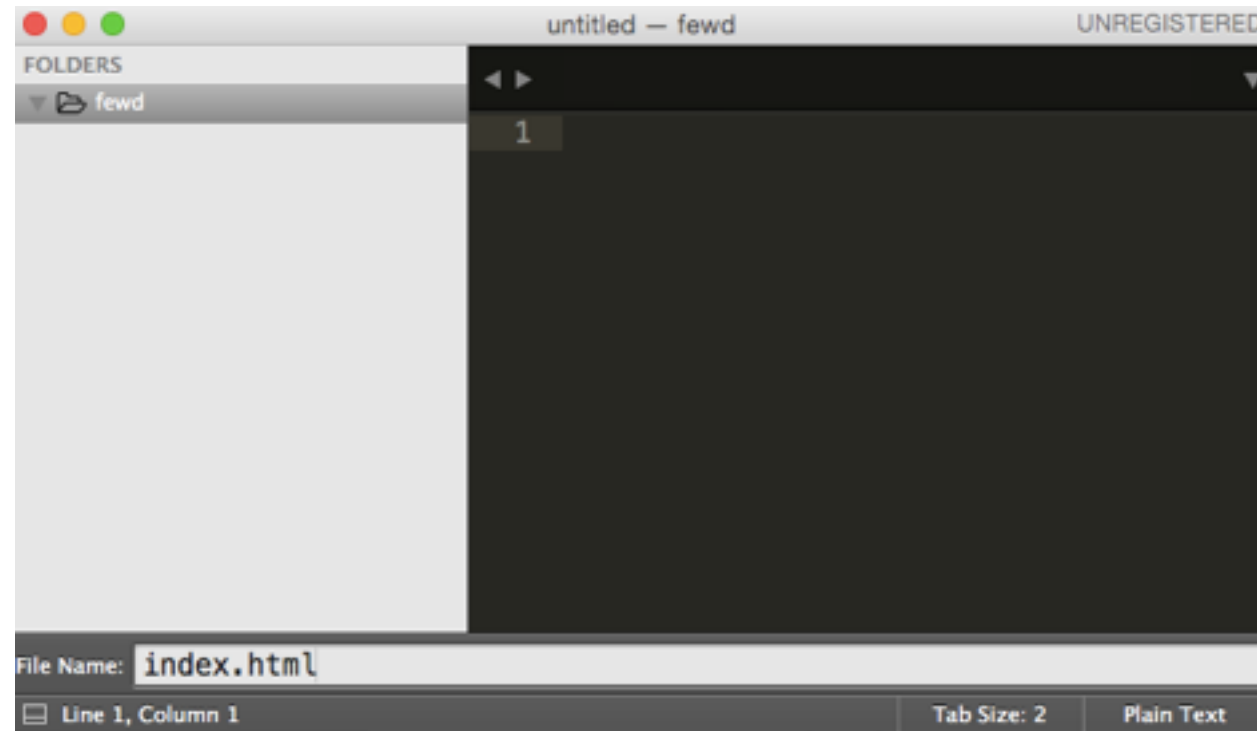
USING SUBLIME TEXT

- ▶ Right click the **fewd** folder, and select New File



USING SUBLIME TEXT

- ▶ You should see an input pop up at the bottom of Sublime.
- ▶ Type index.html into that field and hit enter to save.



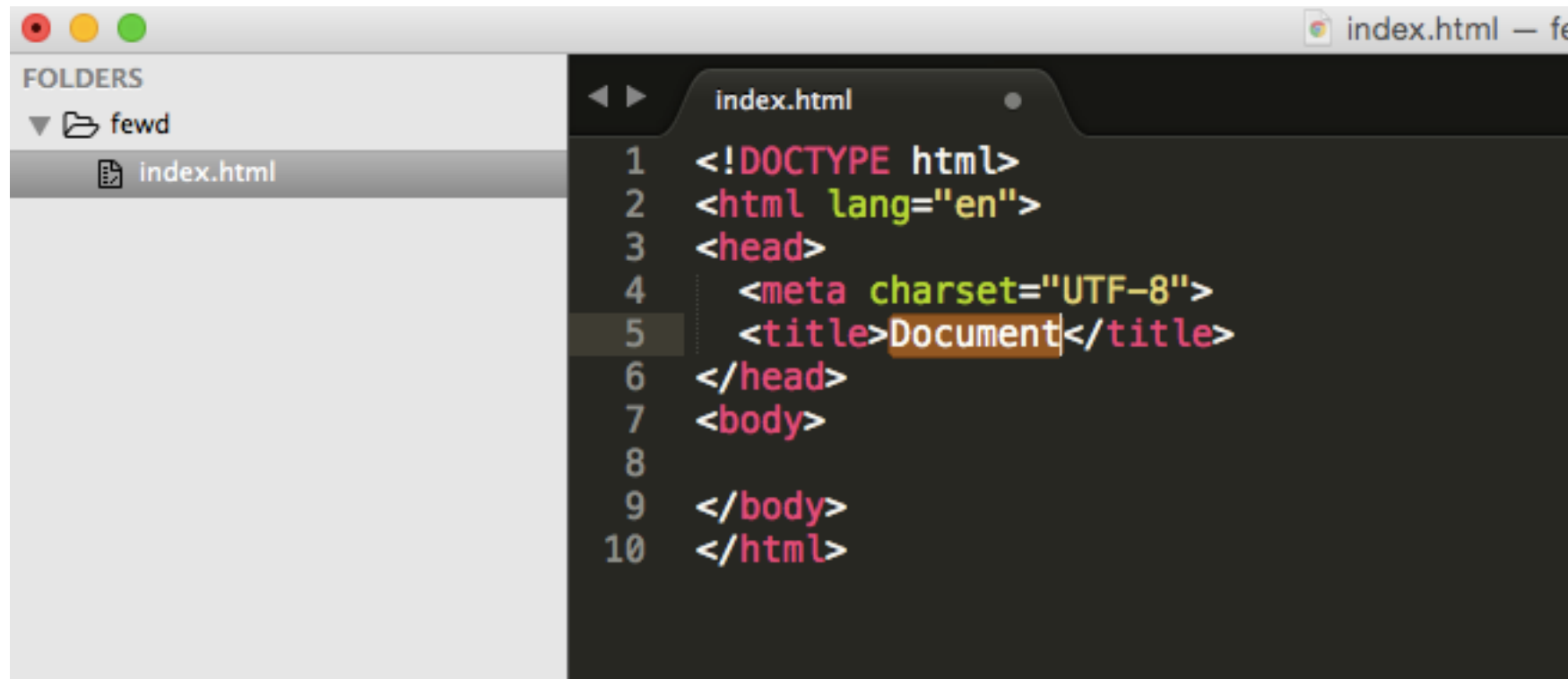
USING SUBLIME TEXT

- ▶ Type an exclamation point into the new file



USING SUBLIME TEXT

- ▶ Then hit tab to see an autogenerated set of boilerplate html.



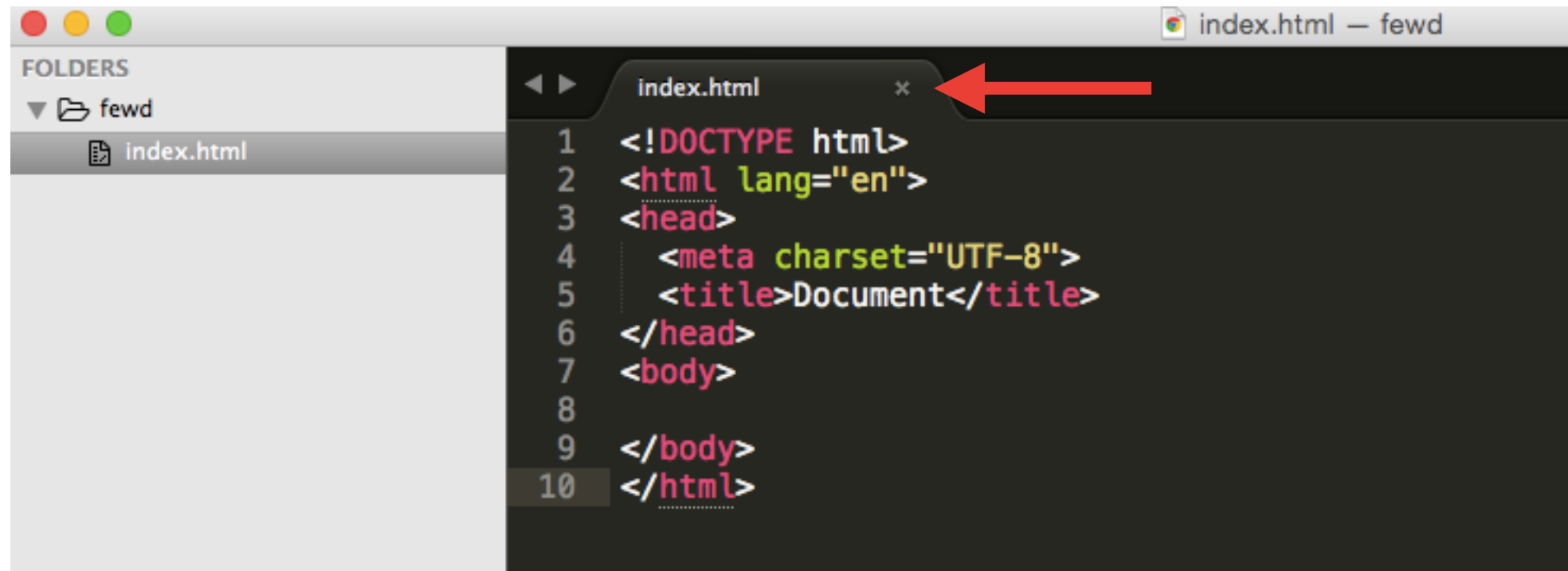
The screenshot shows the Sublime Text editor interface. On the left, the 'FOLDERS' sidebar displays a project named 'fewd' containing a file 'index.html'. The main editor area shows the content of 'index.html' with the following HTML boilerplate code:

```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="UTF-8">
5   <title>Document</title>
6 </head>
7 <body>
8
9 </body>
10 </html>
```

The code is syntax-highlighted, and the word 'Document' in the title tag on line 5 is selected with a mouse cursor.

USING SUBLIME TEXT

- ▶ Then save it by hitting CMD+s. NOTE THAT IT SHOULD NOT BE A CIRCLE WHEN IT SAVED. If you see the X on the file tab then that means it's been saved.



FEWD

HTML BASICS

HTML BASICS

WHAT IS HTML?

WHAT IS HTML?

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The New York Times

Monday, January 5, 2015 | Today's Paper | Video | 36°F | Dow -1.80% ↓

WorldU.S. Politics New York Business Opinion Technology Science Health Sports Arts Style Food Home Travel Magazine Real Estate ALL

New York City Police Sharply Cut Arrests for a Second Week

By J. DAVID GOODMAN and AL BAKER 53 minutes ago

Police officers arrested less than half as many people and wrote more than 90 percent fewer summonses than in the same period a year ago, building on a drastic drop in activity that began shortly after the murder of two uniformed patrol officers.

108 Comments

Republicans Say They'll Act Fast to Push Their Agenda

By CARL HULSE

Eager to show that it can govern well, the Republican Party that takes control of Congress beginning Tuesday is likely to begin by trying to quickly advance energy and health care legislation.

830 Comments



Fred R. Conrad/The New York Times

Bess Myerson, a Beauty Queen Who Reignited in Politics, Dies

Ms. Myerson, the first Jewish Miss America, was one of a select group of American figures to parlay pop culture celebrity into positions of public influence. She was 90.

By ENID NEMY and WILLIAM McDONALD

Afghan Cares for the Living by Carrying the Dead

By AZAM AHMED 12:07 PM ET

Malik Abdul Hakim, who has lost two sons, is revered for collecting and returning the bodies of both Taliban and government casualties.



Home Schooling: More Pupils, Less Regulation

The Opinion Pages

When Skepticism Counts

Novelist David Baldacci and others on the role of conspiracy theories in society.

- Editorial: Race and Voting Rights in Ferguson

OP-ED COLUMNISTS

- Blow: Privilege of 'Arrest Without Incident'
- Krugman: Presidents and the Economy

The Central Crisis in New York Education

By THE EDITORIAL BOARD

New York, which regards itself as a bastion of liberalism, has the most racially and economically segregated schools in the nation.

- Editorial: Shifting Politics on the Death Penalty
- Op-Ed: Losing the Fight Against Tuberculosis

Watching

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Milwaukee Journal Sentinel >

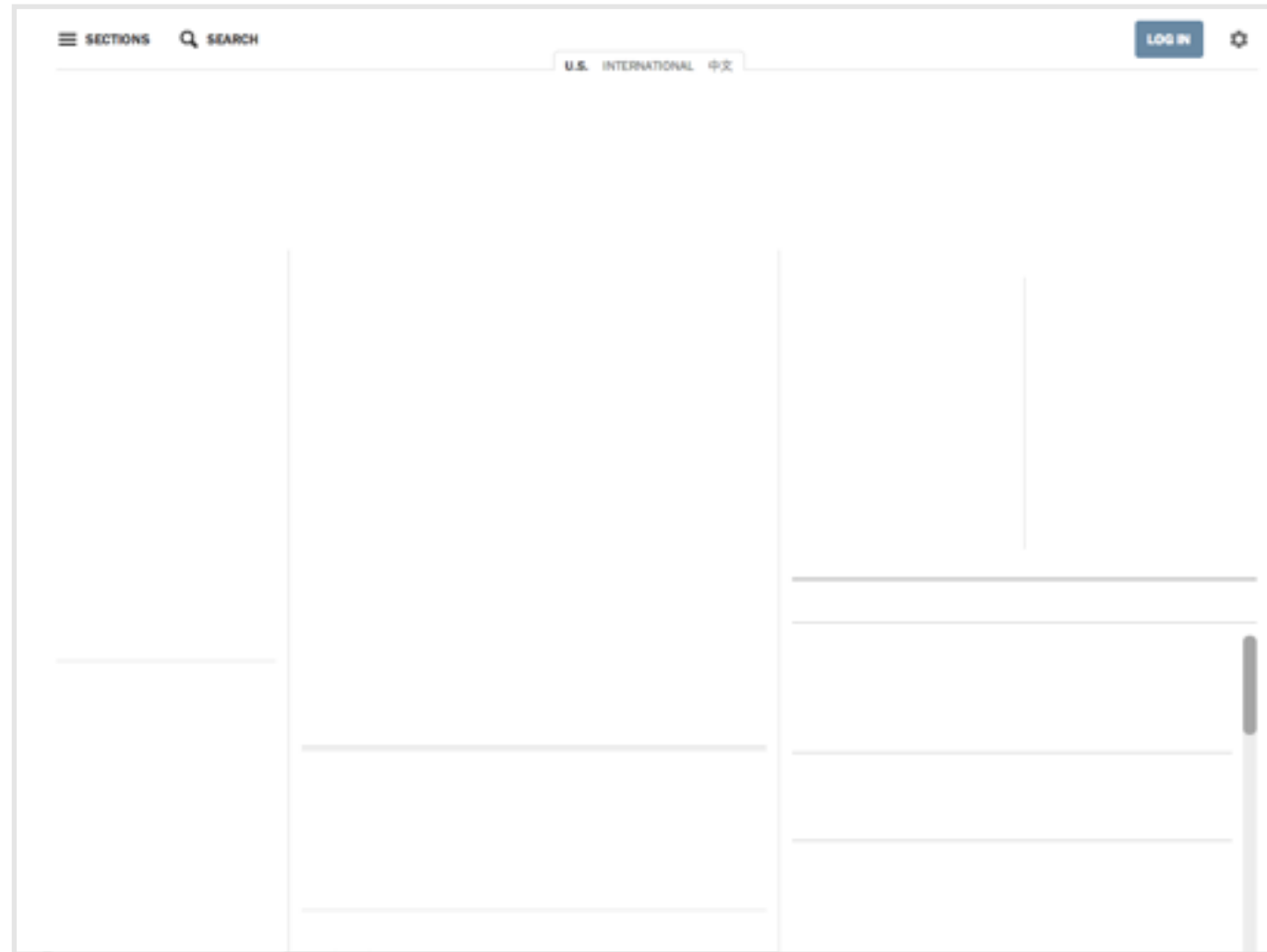
22m Markets tumbled in Europe and the U.S. as the declining price of oil sent ripples around the world.

The New York Times

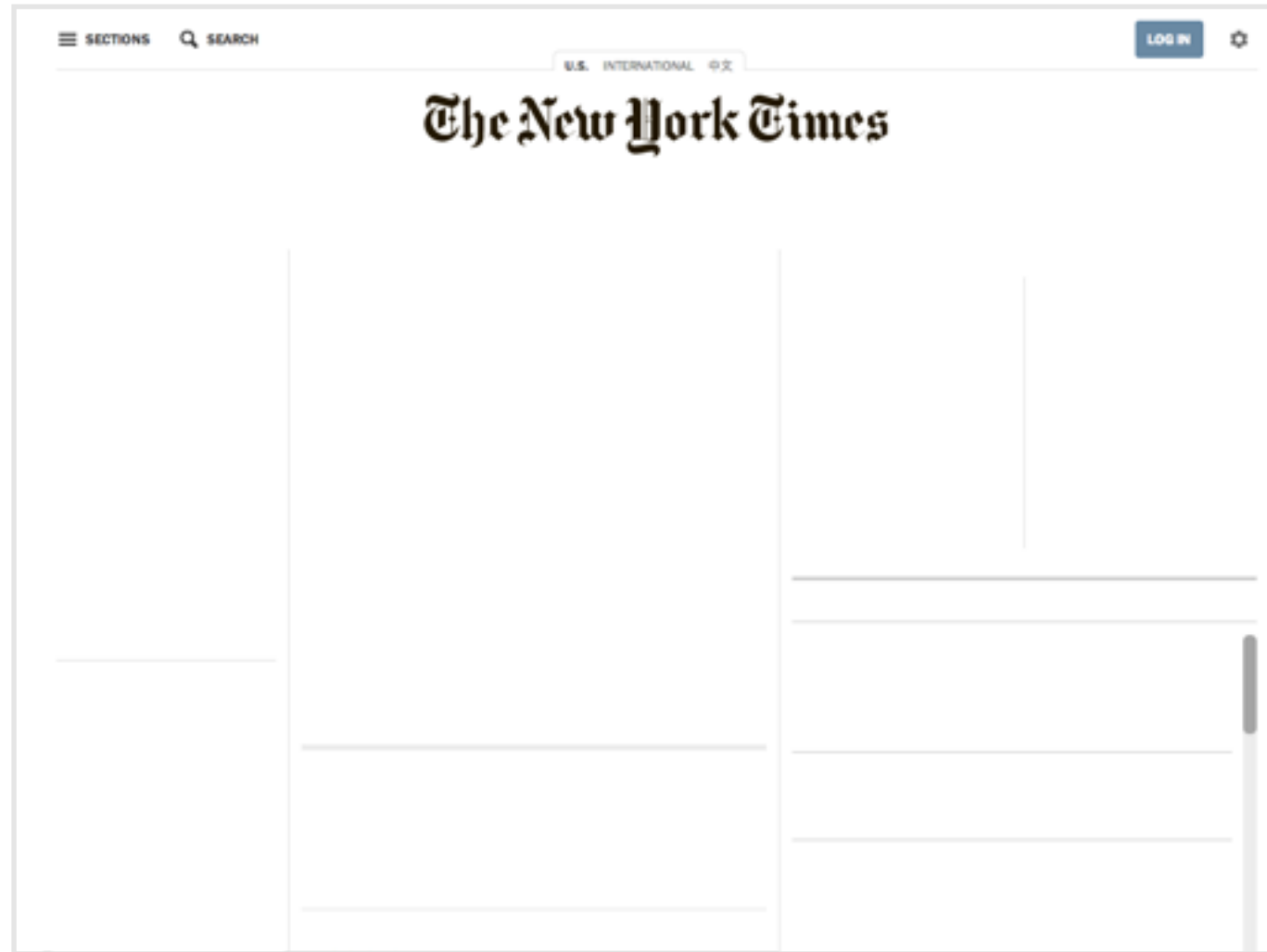
25m Gov. **Jerry Brown**, already California's longest-serving governor, will be sworn in Monday for his fourth term. He has said he aims to shore up the state's fiscal turnaround.

The Los Angeles Times >

WHAT IS HTML?



WHAT IS HTML?



WHAT IS HTML?



WHAT IS HTML?

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The New York Times

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The Los Angeles Times >

HTML BASICS

STRUCTURAL MARKUP

HTML SYNTAX — TAGS

Opening tag

Closing tag

<tag name>content</tag name>

Element

STRUCTURAL TAGS — HEADINGS

ELEMENT	DESCRIPTION	EXAMPLE
h1	Main headings	<code><h1>The Explorer</h1></code>
h2 - h6	Subheadings	<code><h2>Articles</h2></code>

STRUCTURAL TAGS — PARAGRAPHS

ELEMENT	DESCRIPTION	EXAMPLE
p	Paragraph of text	<p>This is a really cool site.</p>

STRUCTURAL TAGS — UNORDERED LISTS

ELEMENT	DESCRIPTION	EXAMPLE
ul	Unordered List	<pre> Monday Tuesday Wednesday </pre>
li	List Item	

STRUCTURAL TAGS — WHITE SPACE

- When the browser comes across two or more spaces next to each other, it only displays one space.
 - Similarly, if the browser comes across a line break, it treats that as a white space.
 - Developers often take advantage of this to make their code easier to read.
-
- If we want to add a line break, we can use the `br` element.

ELEMENT	DESCRIPTION	EXAMPLE
<code>br</code>	Line Break	<code>
</code>

ACTIVITY



EXERCISE

KEY OBJECTIVE

- ▶ Add markup to the GA press release

TIMING

5 min

1. Add markup to the press release. Use tags such as the `<h1>`, `<p>`, ``, and `` tags.

SEMANTIC MARKUP

SEMANTIC TAGS — STRONG, EM

ELEMENT	DESCRIPTION	EXAMPLE
strong	Strong Importance	<code><p>Do not walk</p></code>
em	Emphasis	<code><p>I think Bill went.</p></code>

- Default browser styles: **strong will be bold** and *em will be italic*
- `` indicates emphasis that may *subtly change* the meaning of a sentence:

I *think* John was there

I think *John* was there

HTML BASICS

LINKS

ATTRIBUTES — EXAMPLE

<pizza crust="thin" toppings="pepperoni"></pizza>

HTML SYNTAX — ATTRIBUTES

Attribute
Name

<tagName name="value"></tagName>

Attribute
Value

LINKS

- Specify which page you want to link using the **href** attribute.
- Users can click on anything between the opening and closing `<a>` tags.

Page the link takes you to

`Amazon`

Text to display

ACTIVITY



EXERCISE

KEY OBJECTIVE

- Finish adding markup to the GA Press Release

TIMING

3 min

1. Finish adding markup to the press release by adding in `<a>` tags.

ACTIVITY



EXERCISE

KEY OBJECTIVE

- Add markup to chocolate chip cookie recipe
- Google and implement `` tag
- *Optional:* Google and implement `` tag

TIMING

2 min

1. Review copy in `index.html` and plan out structure with partner

15 min

2. Add markup to recipe. You'll want to use at least 8 of the tags discussed in class as well as the `` tag.

3. *Optional:* Google and implement `` tag

4. *Optional:* Add extra tags not covered in class

IF YOU FINISH EARLY

- Start on [Marty McFly html](#), which will be practice for next Tuesday.

HTML BASICS

LEARNING OBJECTIVES

- Articulate the role of HTML, CSS and JavaScript in front-end development.
- Recognize the different roles and responsibilities in web development.
- Apply and experiment with HTML tags.

WEEKLY OVERVIEW

WEEK 1

HTML Basics / CSS Basics

WEEK 2

CSS Box Model / CSS Layout

WEEK 3

Lab / Bootstrap

HTML BASICS

HOMEWORK

HOMEWORK

- Write the HTML portion for our Wendy Bite About Me and Resume Page. Find the instructions [here](#).

HIGHLY RECOMMENDED COURSE MATERIALS:

- [Jon Duckett - Web Design with HTML, CSS, JavaScript and jQuery Set](#)



SNACK CALENDAR

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EXIT TICKETS

Bookmark this link!

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