

JMS 302: HACKING THE MEDIA

CLASS 4: 8/28/2014

TODAY'S TASKS



- HTML Formatting
- Balsamiq

Facebook group
Note on GitHub and notes.
Lab hours

TRYING NEW FORMAT

- How important is it to know this cold?
- C: essential for passing
- B: important for doing well
- A: important for mastery
- FYI: Good to know, but bonus
- X: Don't worry about

We will cover a lot of material in this class. Not all of it is of equal importance, and some of you already feel overwhelmed (that feeling will lessen as you put what you're learning into practice).

Going forward (and I may update old slides), I will try categorizing what you need to know using a rough grading scale.

You still need to do all the reading and get an understanding to allow you to keep up in class and do the exercises. My categorizations will help you focus on what to review and apply regularly.

HTML: LISTS TAGS

- **C:** UL, OL, LI
- **B:** Nesting lists
- **A:** UL, OL are semantic tags
- **FYI:** DL, DD, DT

HTML: TAGS ARE SEMANTIC

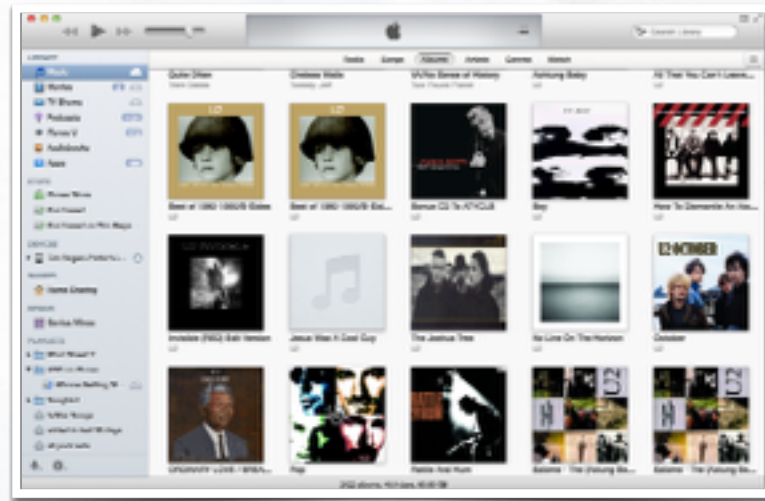
- Semantic tags describe the type of content.
- Don't let default styles force you into or out of using a tag.

A

Semantic tags: While they have a default view, they are there to indicate structure and type of content, not layout (as is true for HTML tags in general)

EXAMPLE

A



I wanted to build an interactive magazine / media player for Paste. It was a new concept, so I wanted to evoke something familiar—iTunes. What you see is a list of albums. It looks nothing like a bulleted list you get by default with ``, but semantically it's the same. It's what makes the most sense. It's also helpful for search engines and a number of other automated processes.

EXAMPLE

A



CCJ

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The core part of this page was a `` with tweaks to the style.

A: One key thing to change was to change the display property from block to inline, letting them flow across and wrap.

HTML: LINKS TAGS

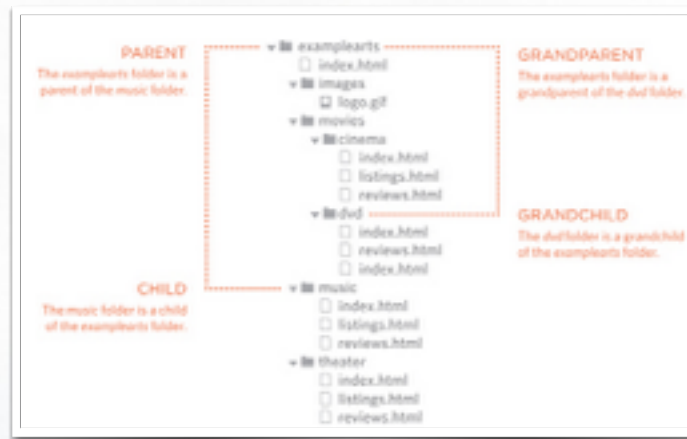
- **C:** Format of <a> tag, linking across sites (absolute URLs), linking within site (relative URLs), parts of URL (protocol, domain, path, file)
- **B:** Linking within pages (id & href #), linking to a new window (basic)
- **A:** linking to specific parts of another page, mailto: link

A: Why use relative URLs?

B: Avoid “click here”

FYI: A note about frameworks like rails and links.

DIRECTORY STRUCTURE



A, B, C (see notes)

Should be familiar from command line.

C: Root is the base directory for your files on the web server (**B:** different, but similar in concept to root on the file system). Use “/” to separate directories and files.

- For example:
 - C:** Assuming the structure above is contained by root, a relative href to listings.html in the cinema section would be “/examplearts/movies/cinema/listings.html”. A relative href to the home page would be “/”.
 - B:** A relative href to the home page of the cinema section (directory or folder) would be “/examplearts/movies/cinema/”
 - A:** If you were in reviews.html of the dvd section, you could link to “examplearts” home page by using “../../index.html”. I think that’s bad practice on a couple fronts (“too” relative, and specifying index page name) but you should know that. You will see it.
 - FYI/A+:** What happens if you link to “/examplearts/movies” above, since there’s no index page? It depends on the server config. Most likely, you’ll get a “Forbidden” (Error 403) page—but you could see a directory listing, or it could redirect you to someplace else, like the main home page, a help page, etc.

HTML: IMAGE TAGS

- **C:** Format of tag including src and title. Creating images, size & resolution in pixels.
- **B:** Why you should specify height and width somewhere (and where the best place is). 3 main image formats for web,
- **A:** Resizing images with tags (and why that's usually bad). When to use different image formats
- **A+:** Vector formats, animated gifs, transparent images,
- **FYI:** figure and figurecaption tags

C: You will need to know how to style images (align, block vs inline, etc., but we'll get to that in CSS). Don't steal images (although you'll have more leeway in class than the real world).

B: Avoid "click here"

FYI: Extra: <http://www.htmlandcssbook.com/extras/choosing-images-for-your-site/index.shtml>

ACTIVITIES

- C: Resize an image
- C: Read through source and describe
- B: Mimic Google
- C: Create page with the key tags we've covered
- B: Wire frames & Balsamiq