GitHub Pages, Guide to Blog Markdown

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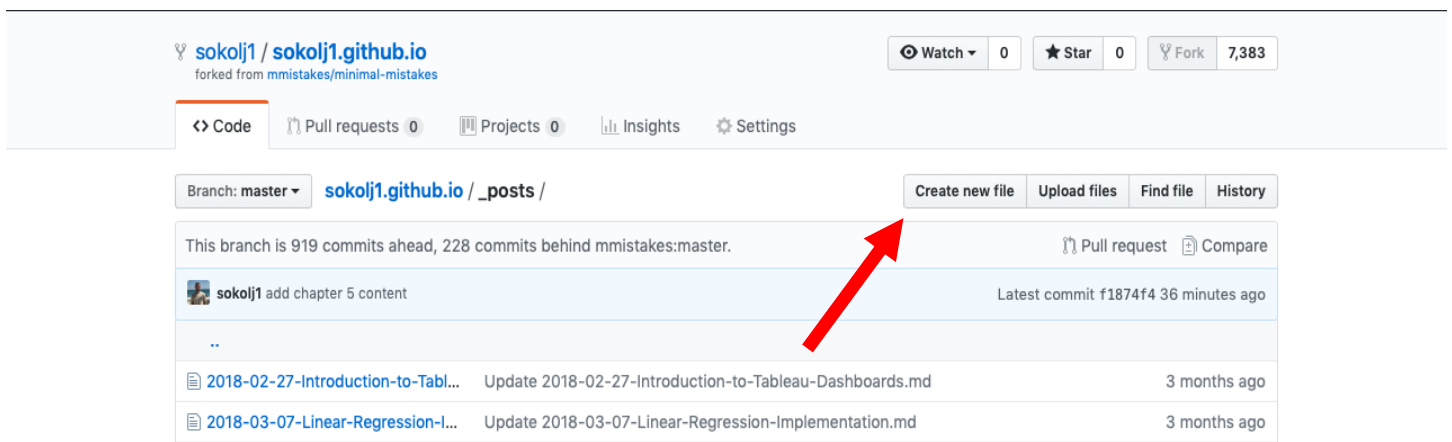
Markdown Overview:

Markdown is a markup language that allows flexible styling/formatting for blogs on GitHub Pages. Markdown takes your plain text Markdown code and converts it to HTML behind the scenes. In other words, Markdown allows you to code in HTML, the language that nearly all websites are coded in, without explicitly knowing HTML, since it is much easier to pick up Markdown than to learn the intricacies of HTML.
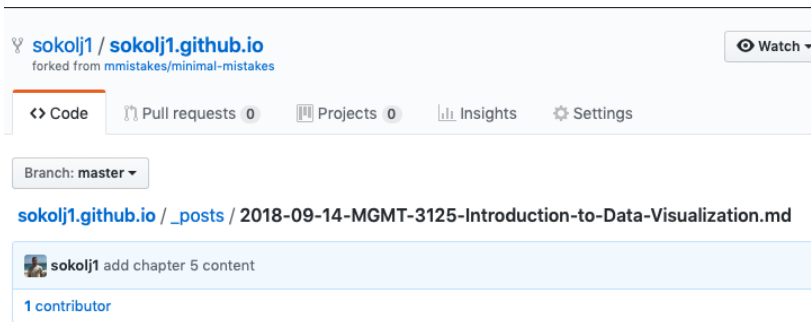
Creating the Blog Post:

First, you must create a blog post. To do this, click on the _posts folder; this is where all your posts will be organized. Click 'Create new file' near the middle to top right of your screen:

You will then be prompted to enter a name for your new post. THE NAME OF THE POST MUST ADHERE TO THE FOLLOWING NAMING CONVENTION:

year-month-day-Title-with-hyphens-as-spaces.md

For example, to the left is this naming convention for my blog post of this course content. To the right is how the blog post appears on the home screen. **NOTE: the .md MUST be present at the end of the blog post name, or else your post won't populate on the home screen.**

YAML Header:

Your post is now established within your GitHub pages blog as a blank Markdown document. Before you can freely write text, the administrative components of the post must be specified in the YAML header at the top of the post.

At the top of any Markdown script is a YAML header section enclosed by ---. Rules in the header section will alter the whole document. Many options are available for different functions and formatting, but I will go through the options I use for my own posts:

- title
    - The title of your post defaults to name specified when creating the Markdown file, but this name can be modified with the title YAML option.
- date
    - Specifies the post date of publication
- author_profile
    - Boolean specific to the Minimal Mistakes blog theme; allows you to hide or unhide the author profile sidebar that defaults on the left side of the screen.

- excerpt
  - A short description of the blog post that will show up on your home page.

Recent Data Science Posts
MGMT 3125 - Introduction to Data Visualization
🕐 13 minute read | Published on September 14, 2018
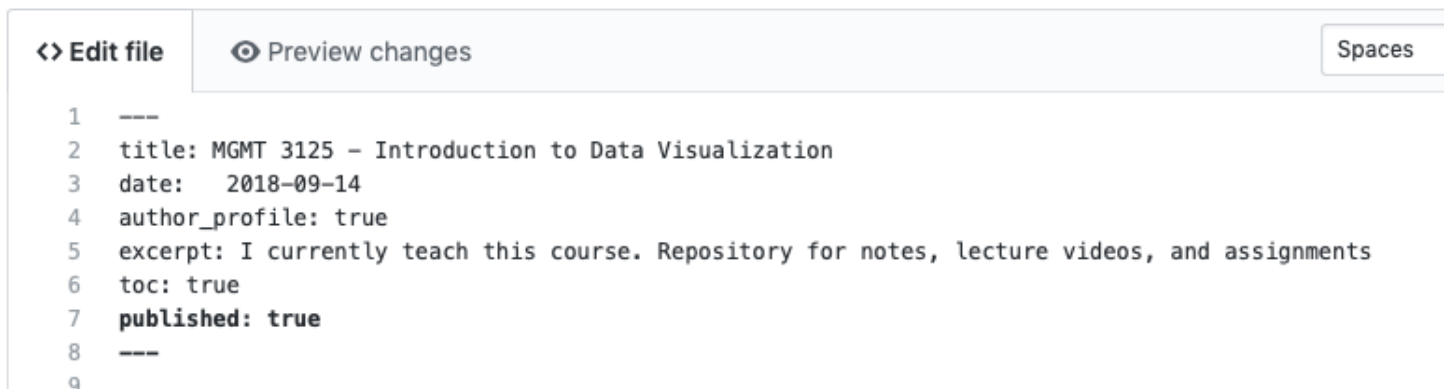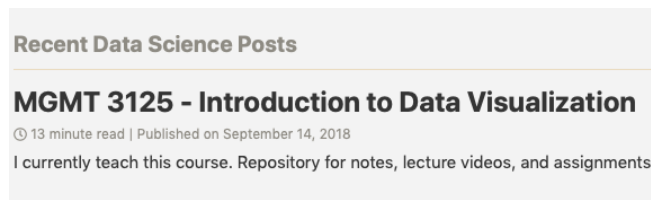I currently teach this course. Repository for notes, lecture videos, and assignments

- toc:
  - Option to add a table of contents. Not necessary, but in my opinion, this gives the post some much needed structure.
- published:
  - Boolean that allows you to hide or unhide the link to the post on the homepage.

Organizing Blog Post Sections:

Your now ready to begin creating the actual content for your post! But first, you need to establish the content structure.

Consider my blog post for the course and draw your attention to the table of contents on the right. Notice how the first dividing sections are the most broad – course information, then by week. Then, I organize the weekly sections by content – textbook, Tableau, and videos.

In a similar regard, your post should have a sense of structure that naturally organizes your thoughts and ideas just like a research paper.

How is this accomplished in Markdown? With the use of hashtags (#'s).

Course Information

Description:
Introduction to Data Visualization provides an overview of business analytics, including the process of business analytics / business intelligence analysis, big data management, and principles of data visualization and dashboard design. The course uses spreadsheet software (Excel, Google Sheets) and Tableau.

This is the first course with a comprehensive overview of the fundamental concepts and tools of business analytics for improving business decision making and performance. This is a hands-on course that is designed to introduce the principles and techniques for data visualization. Visualizations are graphical depictions of data that can improve comprehension, communication, and decision making. Students will learn visual representation methods and techniques that increase the understanding of complex data and models. Emphasis is placed on the identification of patterns, trends and differences from data sets across categories, space, and time.

Textbook

- Storytelling with Data: A Data Visualization Guide for Business Professionals, by Cole Nussbaumer Knaflic, 1st edition, WILEY. ISBN-13: 978- 1119002253.

📄 **OVERVIEW**

COURSE INFORMATION

DESCRIPTION:

TEXTBOOK

SYLLABUS

WEEK 1 - 9/10

CHAPTER 1: THE IMPORTANCE OF CONTEXT

WEEK 2 - 9/17

CHAPTER 2: CHOOSING AN EFFECTIVE VISUALIZATION

ASSIGNMENT 1 - EXCEL GRAPHS

WEEK 3 - 9/24

CHAPTER 3: CLUTTER IS YOUR ENEMY!

ASSIGNMENT 2 - INTRODUCTION TO TABLEAU

WEEK 3 VIDEOS

WEEK 4 - 10/01

CHAPTER 4: FOCUS YOUR AUDIENCE'S ATTENTION

ASSIGNMENT 3 - TABLEAU LINE GRAPHS

WEEK 4 VIDEOS

WEEK 5 - 10/08

In the images above, notice how the organization of the sections of the right image correspond to the table of contents in the left image. The broadest sections are denoted with two hashtags (##), then a subsection of this is denoted with three hashtags (###), and so forth. If you look closely at the table of contents, you will see that Exploratory vs. Explanatory analysis with four hashtags (####) is not visible. The Minimal Mistakes theme does not include subsections on the specificity level of four hashtags in the table of contents. They are still visible in the blog post itself, but not in the table of contents.

Other Useful Markdown Information:

Links:
- The format for links are the following:
  - [text of link](pathway to link)
- Local files uploaded directly to your GitHub blog repository:
  - Need to specify exactly where the file is located. I suggest creating subfolders in the assets folder.
    - In order to create new subfolders, you need to click on 'Create new file'. In this new file, begin typing your folder name.
    - After you type the folder name, put a forward slash (/) after the name. GitHub will automatically create this new folder for you:

sokolj1 / **sokolj1.github.io**
forked from mmistakes/minimal-mistakes

⊙ Watch ▾ 0   ★ Star 0   ⑂ Fork 7,383

<> Code   Pull requests **0**   Projects **0**   Insights   Settings

sokolj1.github.io / **assets** / [example|]   or cancel

<> Edit new file   ⊙ Preview   Spaces ⬍   2 ⬍   No wrap ⬍

1

---

sokolj1 / **sokolj1.github.io**
forked from mmistakes/minimal-mistakes

⊙ Watch ▾ 0   ★ Star 0   ⑂ Fork 7,383

<> Code   Pull requests **0**   Projects **0**   Insights   Settings

sokolj1.github.io / **assets** / **example** / [Name your file...]   or cancel

<> Edit new file   ⊙ Preview   Spaces ⬍   2 ⬍   No wrap ⬍

1

- Then you need to create a bogus file (I usually name it placeholder). Commit this change, and you have a new folder to place your local files in!
  - Pathway needs to be specified, starting with the root directory of a single forward slash (/), then downward by folder.
  - [Download syllabus here](/assets/mgmt_3125/MGMT3125_Fall2018.pdf)

Blockquotes:

- Excellent way to bring to your audience's attention an important takeaway concept out of all the wording in your paragraphs.
- Start a blockquote with the >

Blockquotes

```
> Blockquotes are very handy in email to emulate reply text.
> This line is part of the same quote.

Quote break.

> This is a very long line that will still be quoted properly when it wraps. Oh boy
```

> Blockquotes are very handy in email to emulate reply text. This line is part of the same quote.

Quote break.

> This is a very long line that will still be quoted properly when it wraps. Oh boy let's keep writing to make sure this is long enough to actually wrap for everyone. Oh, you can *put Markdown* into a blockquote.

Tables:

```
Colons can be used to align columns.

| Tables        | Are          | Cool  |
| ------------- |:------------:| -----:|
| col 3 is      | right-aligned | $1600 |
| col 2 is      | centered     |   $12 |
| zebra stripes | are neat     |    $1 |
```

Colons can be used to align columns.

Tables	Are	Cool
col 3 is	right-aligned	$1600
col 2 is	centered	$12
zebra stripes	are neat	$1

For more Markdown syntax, visit the Markdown cheat sheets:
- https://github.com/adam-p/markdown-here/wiki/Markdown-Cheatsheet
- https://guides.github.com/pdfs/markdown-cheatsheet-online.pdf