<web design 101>

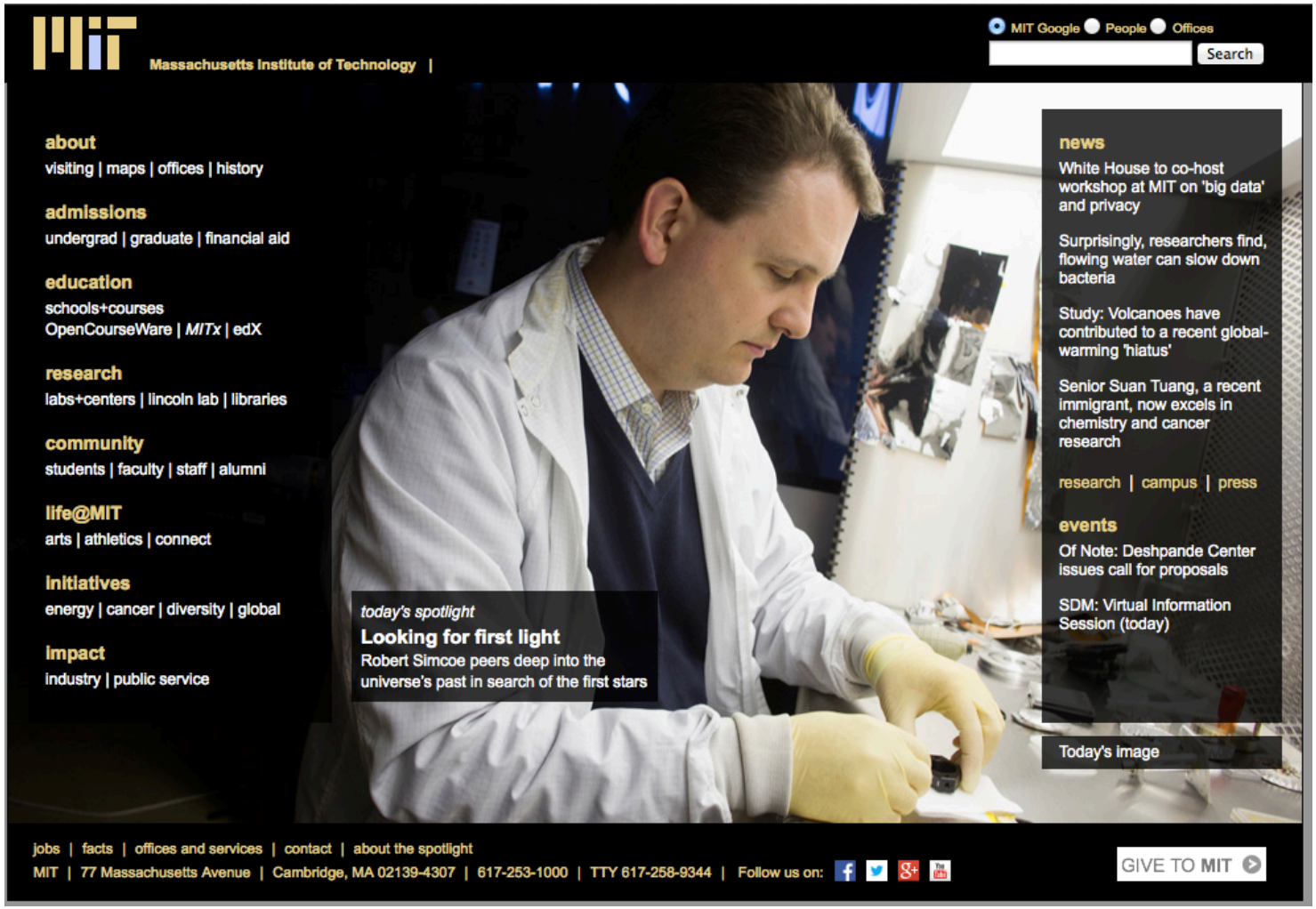
<web design 101>

have you installed?

- a text editor
- Cyberduck (or another FTP client)
- a web inspector for your browser

details on web.mit.edu/2.744/www

what's in a webpage?



what's in a webpage?

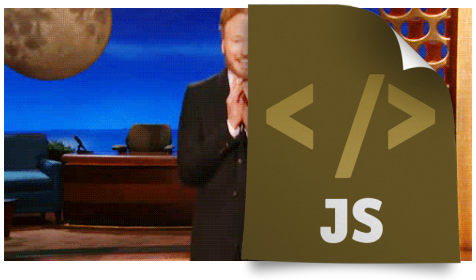
what's in a webpage?

hypertext markup language

contains text and links to other pages

cascading style sheets

defines the look and feel of your site



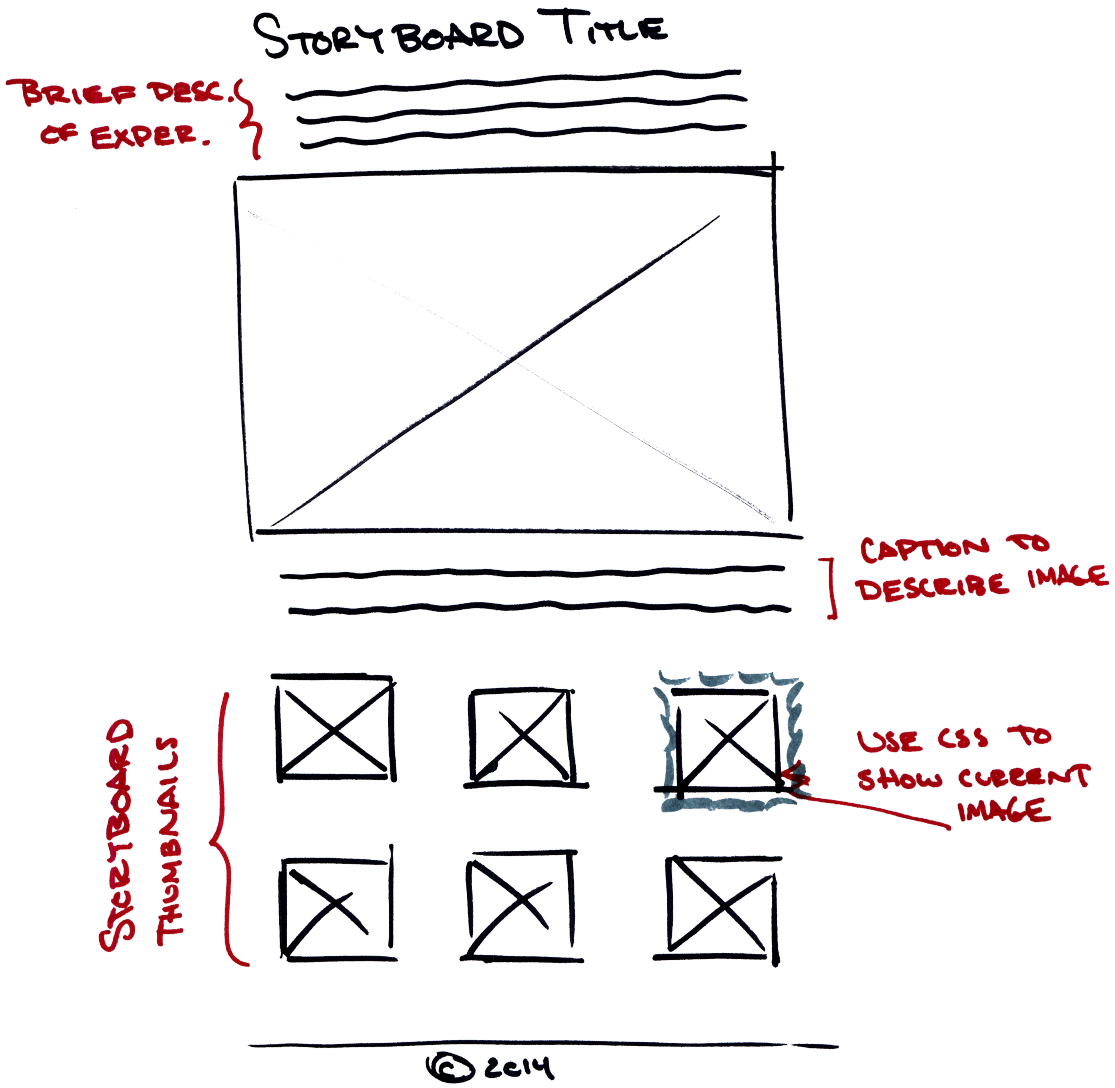
javascript

adds interactivity to your site

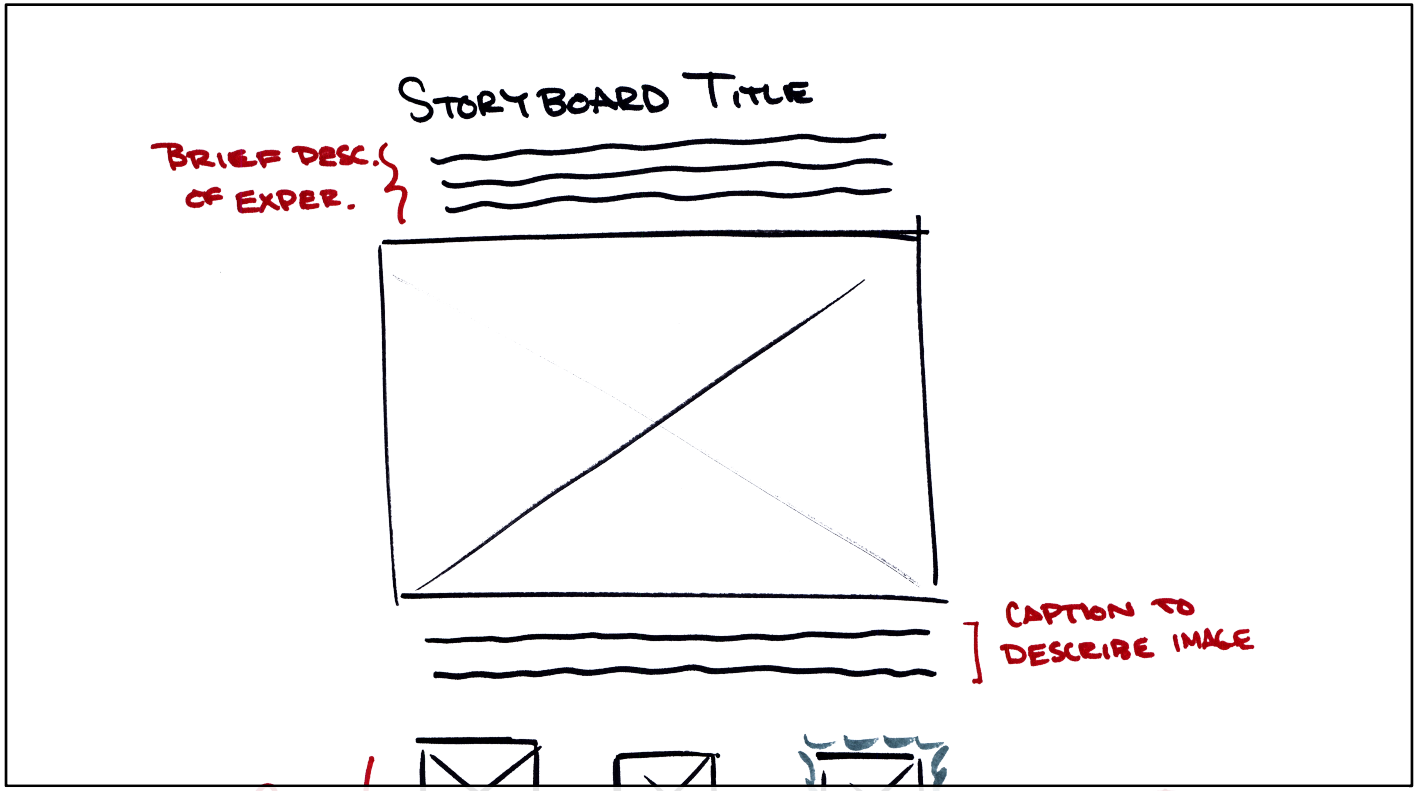
design guidelines

enhancing usability and readability

sketch then code

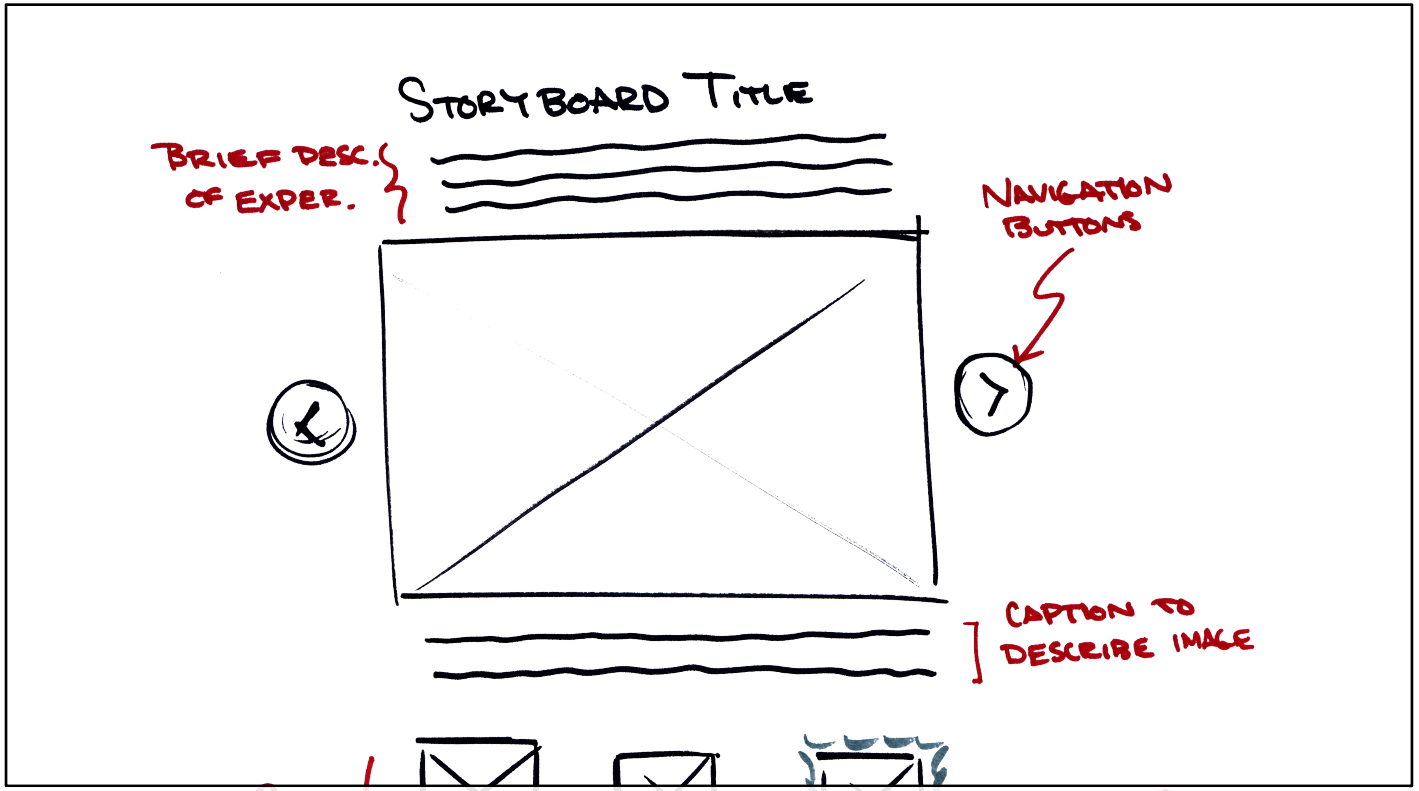


sketch then code



some content may be “below the fold”

sketch then code



add navigation arrows

© 2014

design for
the screen

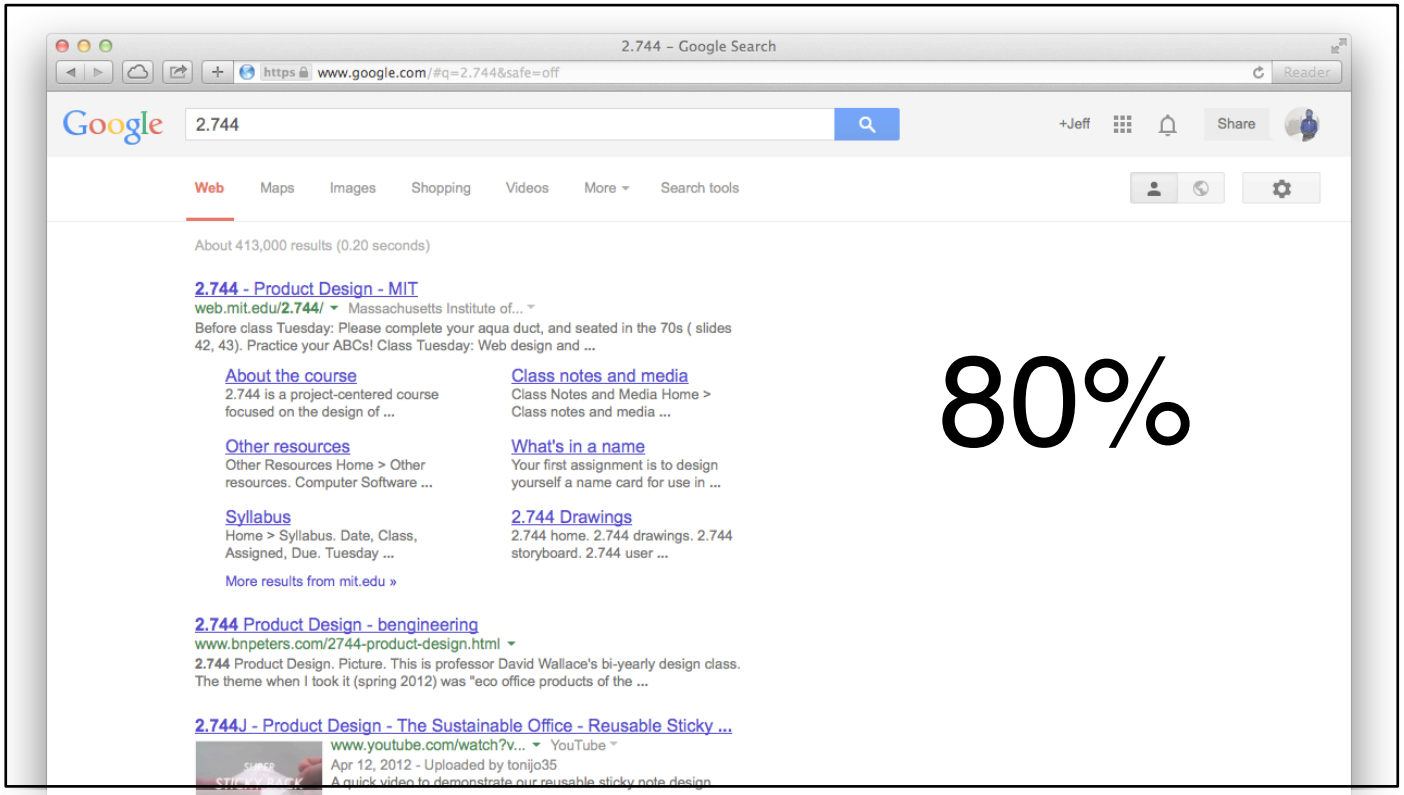
1997

today

design for
the screen

responsive design

design for the screen



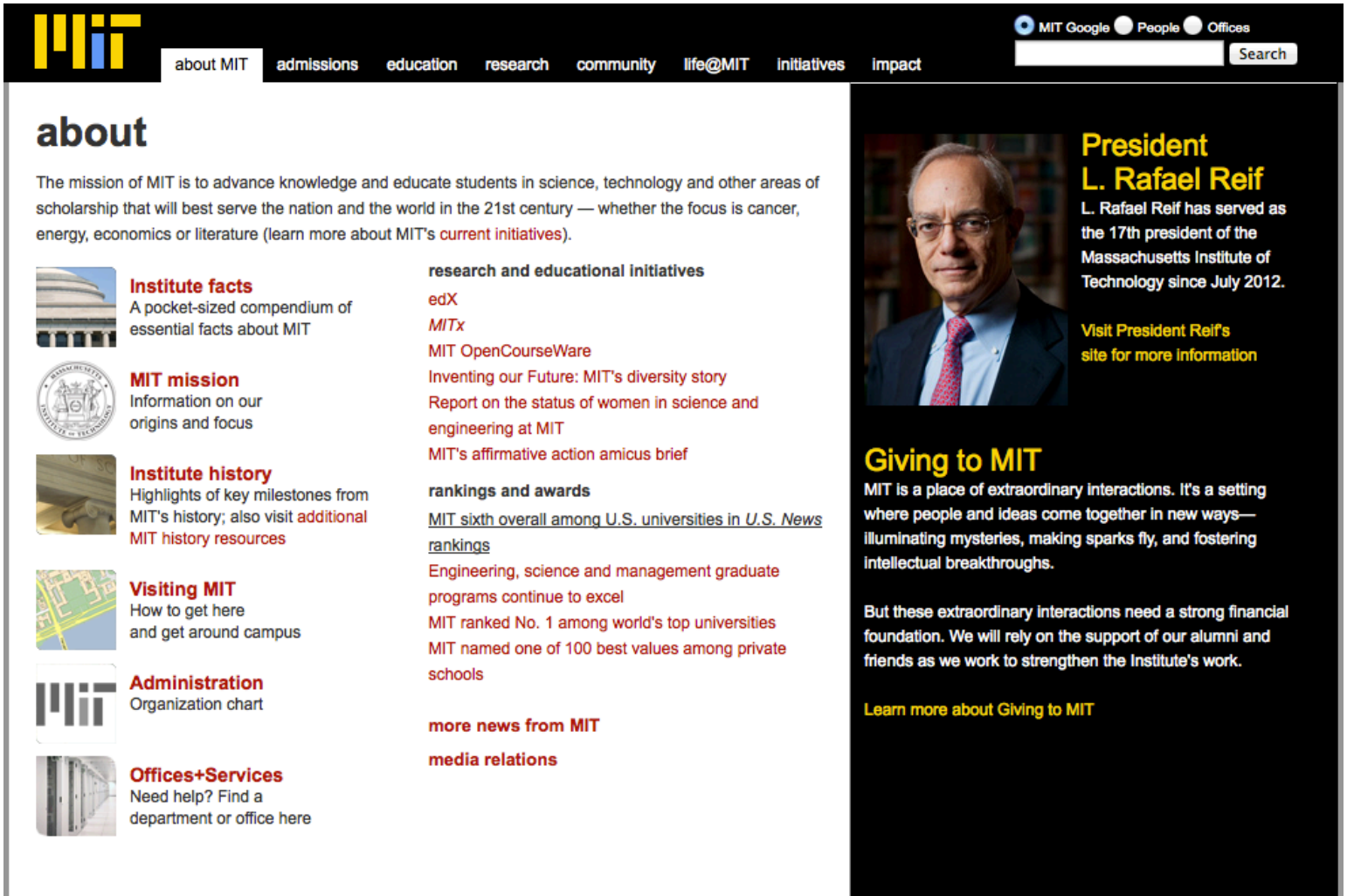
80%

20%

http://www.nngroup.com/articles/scrolling-and-attention/

provide context

tell the user where he/she is



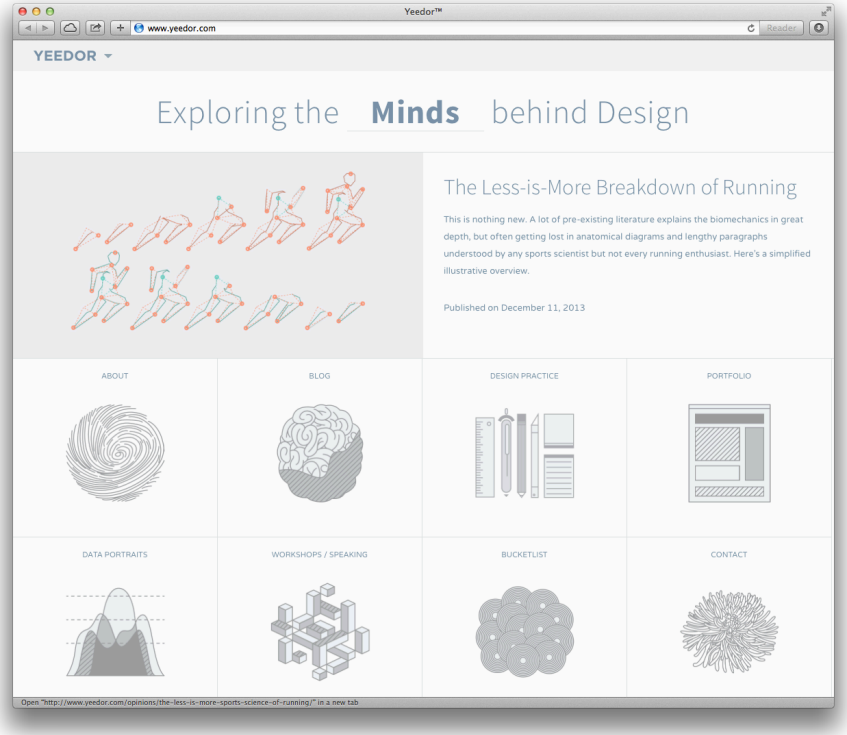
don't reinvent the wheel

modify existing layouts and templates

Bootstrap

getbootstrap.com

foundation.zurb.com



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Peru Champs

Future Champs, a foundation created by Innova to support education of underprivileged kids

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A playground without constraints

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12 column grid

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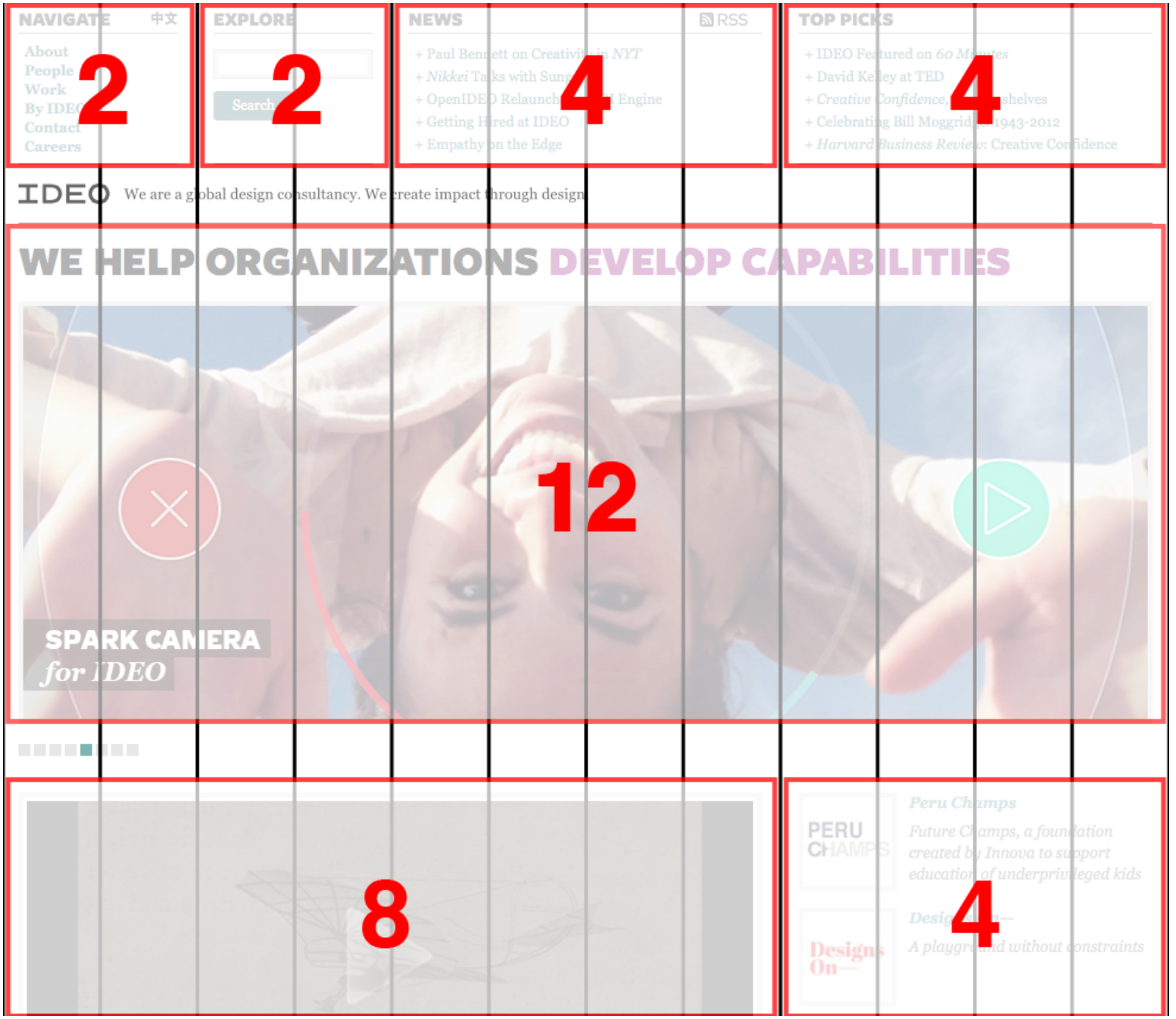
A playground without constraints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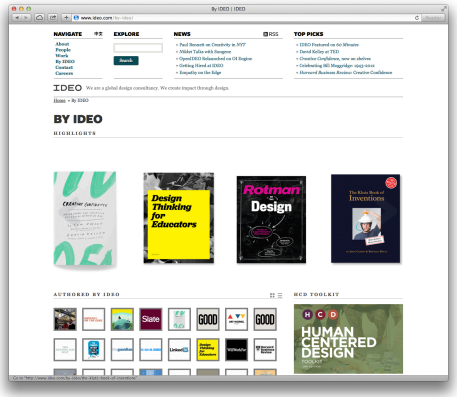
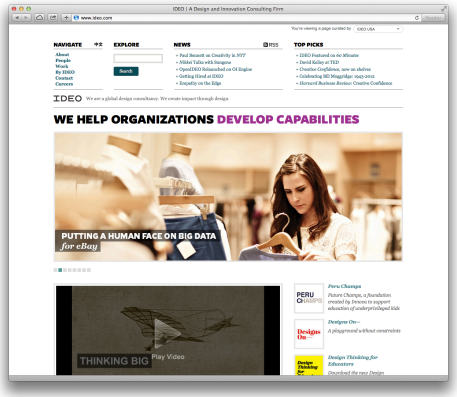
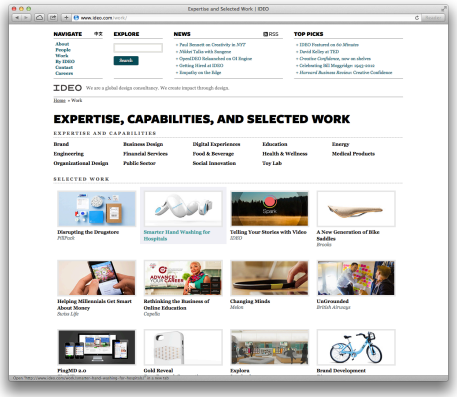
...why 12?

$$\frac{1}{12} = \text{lcd}\left(\frac{1}{1}\ \frac{1}{2}\ \frac{1}{3}\ \frac{1}{4}\ \frac{1}{6}\right)$$







can achieve many different layouts

HTML basics

HTML structure

```
<lunch>
    <hamburger>
        <bun></bun>
        <lettuce></lettuce>
        <tomato></tomato>
        <cheese></cheese>
        <patty></patty>
        <bun></bun>
    </hamburger>
</lunch>
```

HTML structure

```
<!DOCTYPE html>
<html>
   <head>
      <title>My First Page</title>
   </head>
   <body>
      <p>Hello World!</p>
   </body>
</html>
```

HTML tags

tag structure

attribute(s)

open tag `<tag attr="value">`

`content...`

close tag `</tag>`

HTML tags

tag structure

```
<patty cooked="med">
    yum.
</patty>
```

HTML tags

typography

`<p>` - paragraph

`<h1>`…`<h6>` - headings

`<a>` - link / anchor

`<ul>`,`<ol>`,`<li>` - lists

`<table>`,`<tr>`,`<td>` - tables

`<img/>`,`<video>` - images, videos

view all the tags at: http://www.w3schools.com/tags/

HTML tags

text formatting

`<b>`,`<strong>` - bold

`<i>`,`<em>` - italics

`<sup>`,`<sub>` - super/subscript

view all the tags at: http://www.w3schools.com/tags/

HTML tags

organization

`<div>` - container

`<section>` - section

`<article>` - article

`<br/>` - line break

`<hr/>` - horizontal rule

view all the tags at: http://www.w3schools.com/tags/

adding style

CSS basics

inline styling

```
<p style="font-size:14px;">…</p>
```

pros

highly specific

cons

highly specific

hard to maintain

HTML/CSS coupled

CSS basics

block styling

```
<style>
  p { font-size: 14px; }
</style>
```

pros

affects *all* matched elements

cons

HTML/CSS coupled

CSS basics

separate file

```
p {
  font-size: 14px;
}
```

pros

write once for whole site

HTML & CSS decoupled

cons

harder to control

CSS basics

rule syntax

```
selector {
   property: value;
   property: value;
   …
}
```

CSS basics

properties

Typography	Colors	Positioning
font-size	color	position
font-weight	background-color	width,height
font-family	background-image	margin
line-height	line-height	padding
text-align	text-align	border

view all

http://htmldog.com/reference/cssproperties/
http://www.w3schools.com/cssref/

CSS basics

selectors

HTML element	CSS rule
`<p>`	`p { font-size: 14px; }`
`<p class="bp">`	`.bp { color: gray; }`
`<p id="headline">`	`#headline { font-size:20px; }`

CSS basics

cascading selectors

HTML element

```
<div class="intro">
   <h1>…</h1>
</div>
```

CSS rule

```
.intro h1 {
  font-size:18px;
}
```

style `h1` inside every element with `class="intro"`

CSS basics

box model

references

http://htmldog.com/reference/cssproperties/
http://www.w3schools.com/cssref/

CSS Zen Garden

csszengarden.com

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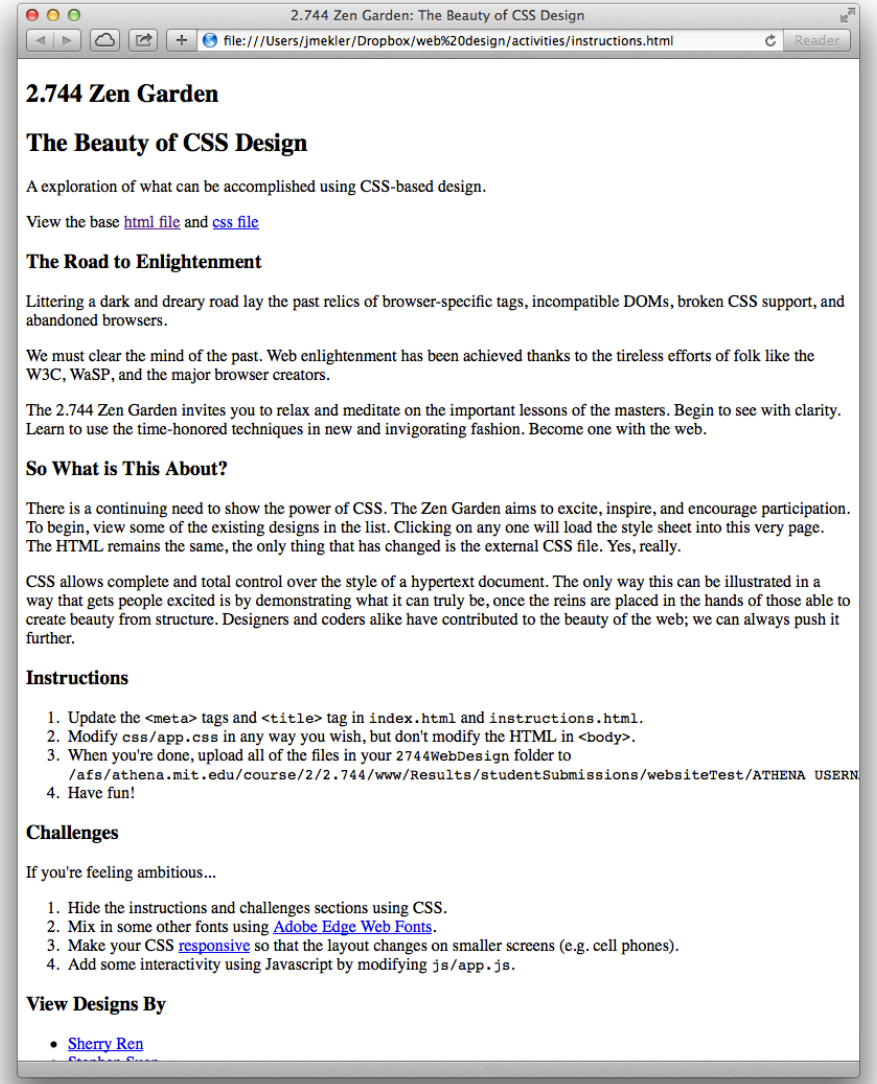

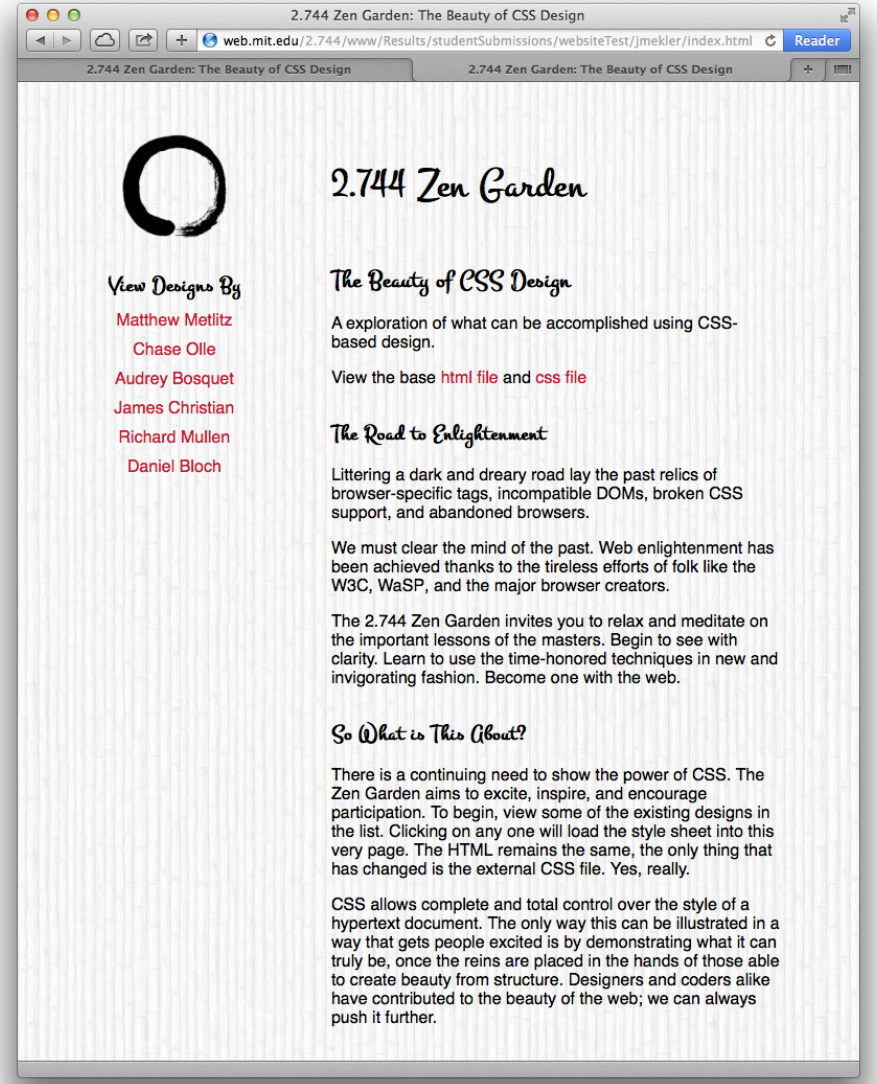

what's next?

for class Thursday, February 27
no official class

tutorial: building your storyboard site?