

Design & Presentation

Designing for the web

Review

HTML/CSS

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
  <head></head>
```

```
  <body></body>
```

```
</html>
```

The **head** is where you put information about your HTML file, like its title. (Stuff that won't appear on the page.)

The **body** is where you put your content, such as text, images, and links. (For human eyes!)

HTML:

Basic structure

- Elements
- Tags
- Attributes

Element

```
<p id="myParagraph">This is some text</p>
```

Tag

```
<p id="myParagraph">This is some text</p>
```

Attribute

```
<p id="myParagraph">This is some text</p>
```


Elements nest inside
one another



```
<body>
```

```
    <p>This is a paragraph tag is nested inside the body tag</p>
```

```
</body>
```

```
<body>
  <div class="lyrics">
    <h1>Shake it off</h1>

    <p>I stay up too late</p>
    <p>Got nothing in my brain</p>
    <p>That's what people say</p>
  </div>
</body>
```

How to add an image

```

```



Image attributes

- src
- alt
- width
- height

```

```

Cascading Style Sheets

Styles can be inline

```
<div class="myDiv" style="color: #e8a6eb;">This text is pink.</div>
```

This text is pink.

Styles can be written in the
HTML header

```
<head>
  <style>
    .myDiv {
      color: #e8a6eb;
    }
  </style>
</head>
```

This text is also pink.

Or in an external stylesheet

```
<head>  
  <link rel="stylesheet" type="text/css" href="style.css">  
</head>
```

```
...
```

```
.myDiv {  
  color: #e8a6eb;  
}
```


This text is still pink.

Selectors:

- id
- class
- element: div, a, span
- element state: a:active, a:hover, a:visited

```
#id {
```

```
}
```

```
.class {
```

```
}
```

```
a {
```

```
}
```

```
a:hover {
```

```
}
```

The basics:

What you can control with CSS

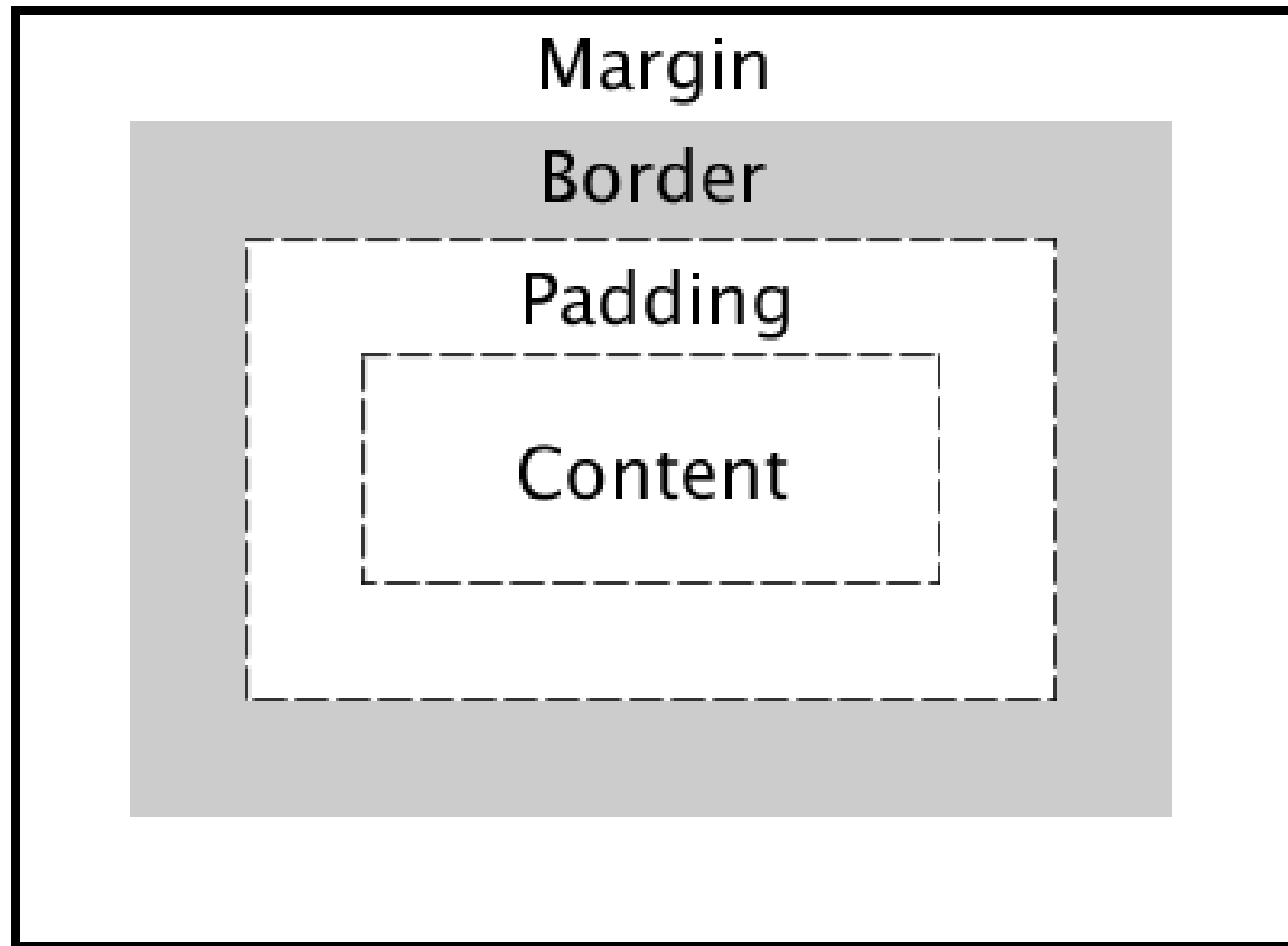
- text styles
- "the box model"
- positioning & display
- and more!

Text styles

- color
- font-family
- font-size
- font-weight
- text-align
- text-decoration

"The box model"

- width
- height
- border
- margin
- padding



Positioning & display

- position
- display
- float

Other

- list-style-type
- cursor
- border radius
- & much more!

Let's talk about ...

Head & body details

Header tags

`<h1>This is heading 1</h1>`

`<h2>This is heading 2</h2>`

`<h3>This is heading 3</h3>`

`<h4>This is heading 4</h4>`

`<h5>This is heading 5</h5>`

`<h6>This is heading 6</h6>`

This is heading 1

This is heading 2

This is heading 3

This is heading 4

This is heading 5

This is heading 6

Fonts have feelings too

Why Medium makes you feel so damn good

I've noticed how seemingly small things like font and the spacing between letters can impact how I feel when reading online.

The right font choice along with the absence of sidebars and popups makes everything feel easier and better to read.

Websites like [Medium](#), [Signal vs. Noise](#), and [Zen Habits](#) are like yoga studios for content. Their presentation of content puts me at peace while reading, allowing me to fully focus on the stories without distraction.

Just look at the difference between Medium and [Cracked](#):

Exhibit A) Medium

Fonts have feelings too

Why Medium makes you feel so damn good

I've noticed how seemingly small things like font and the spacing between letters can impact how I feel when reading online.

The right font choice along with the absence of sidebars and popups makes everything feel easier and better to read.

Websites like [Medium](#), [Signal vs. Noise](#), and [Zen Habits](#) are like yoga studios for content. Their presentation of content puts me at peace while reading, allowing me to fully focus on the stories without distraction.

Just look at the difference between Medium and [Cracked](#):

Exhibit A) Medium

Tip

**Whitespace is
your friend!**

This doesn't look so great

Flop over scratch the box put toy mouse in food bowl run out of litter box at full speed stick butt in face, or attack dog, run away and pretend to be victim purr while eating.



Play time hiss at vacuum cleaner white cat sleeps on a black shirt and eat grass, throw it back up.

```
img {  
    float: left;  
}
```

Much better!

Flop over scratch the box put toy mouse in food bowl run out of litter box at full speed stick butt in face, or attack dog, run away and pretend to be victim purr while eating.



Play time hiss at vacuum cleaner white cat sleeps on a black shirt and eat grass, throw it back up.

Immediately regret falling into bathtub under the bed lay on

arms while you're using the keyboard and lick the other cats sun bathe. Kitty power!

Float a pullquote too

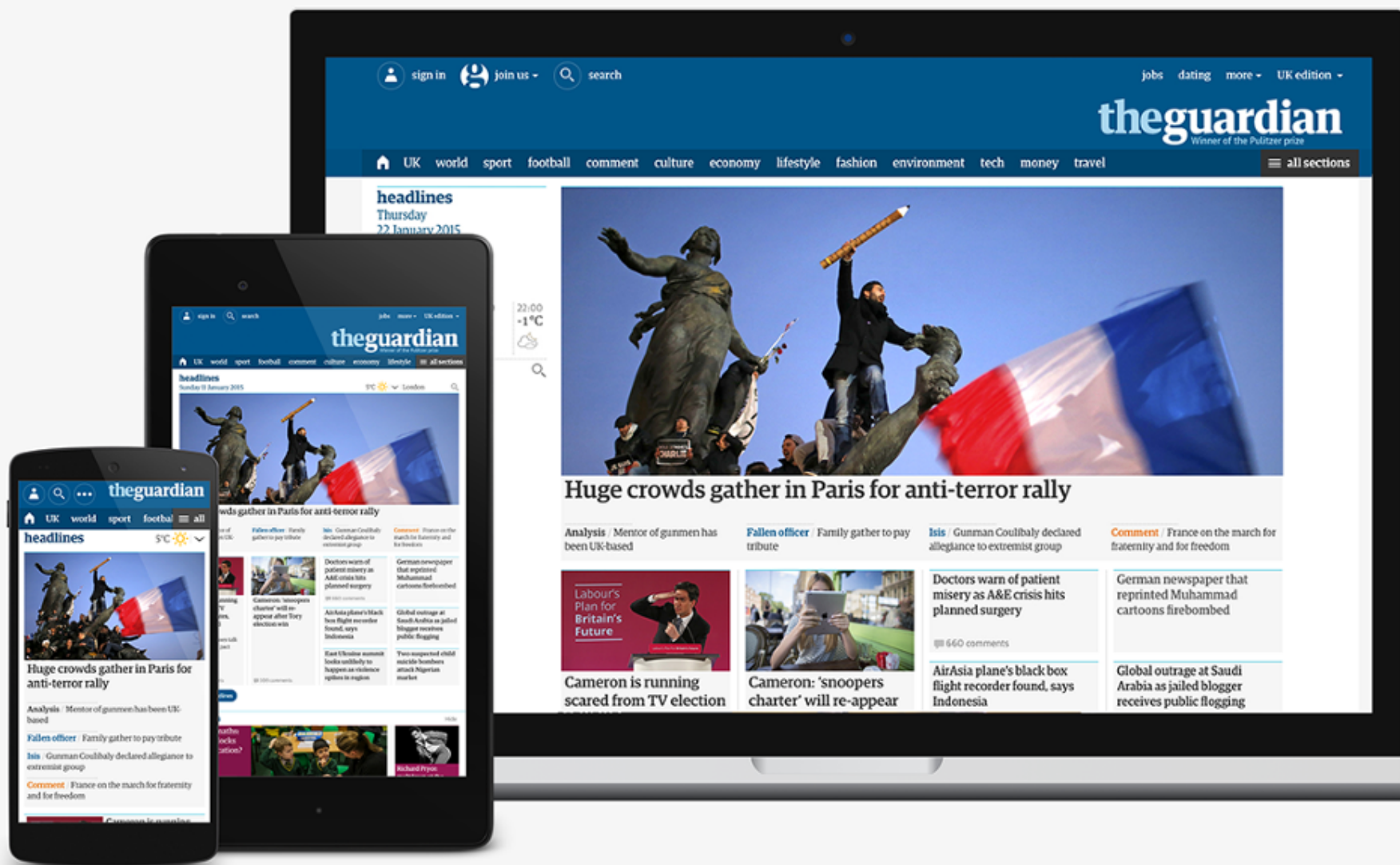
Flop over scratch the box put toy mouse in food bowl run out of litter box at full speed stick butt in face, or attack dog, run away and pretend to be victim purr while eating.

"Meow meow
meow (I am a
pullquote)"

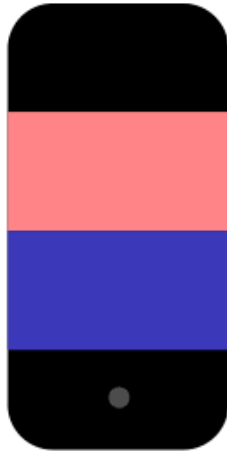
Play time hiss at
vacuum cleaner white
cat sleeps on a black
shirt and eat grass,
throw it back up.

Immediately regret falling into bathtub
under the bed lay on arms while you're
using the keyboard and lick the other cats
sun bathe. Kitty power!

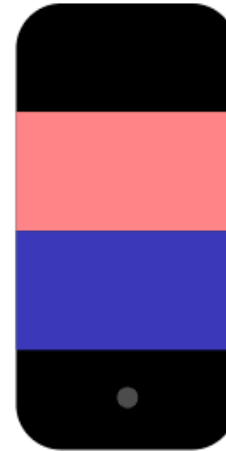
BREAK!



Responsive



Adaptive



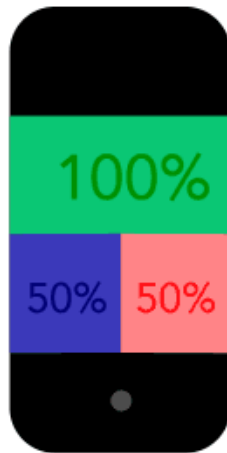
Via Fast Company

Tip

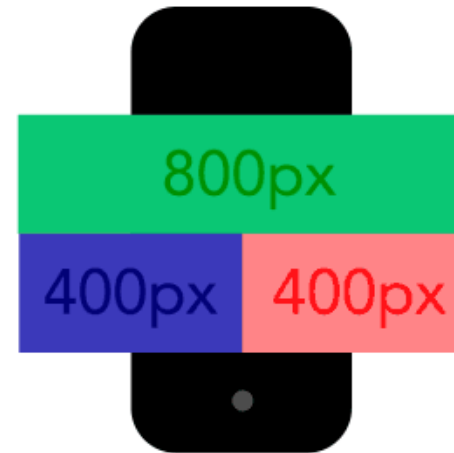
**Use percent,
not pixels**


```
p {  
    width: 100%;  
}
```

Relative Units



Static Units



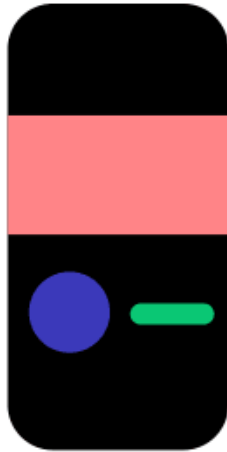
Via Fast Company

Tip

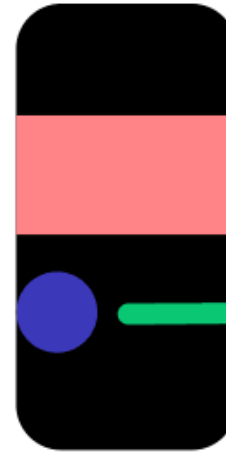
**Max-width
is here to help**

```
p {  
    width: 100%;  
    max-width: 620px;  
}
```

Max width



No max width

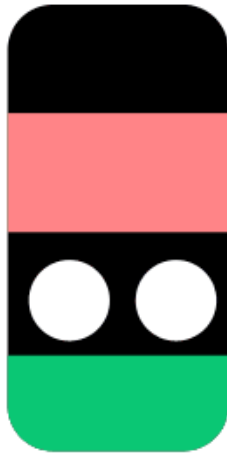


Via Fast Company

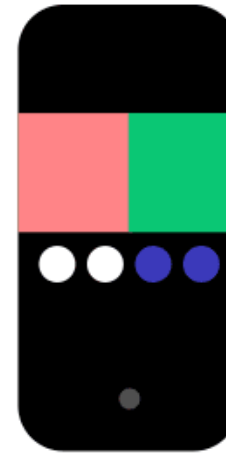
Tip

Breakpoints for better layouts

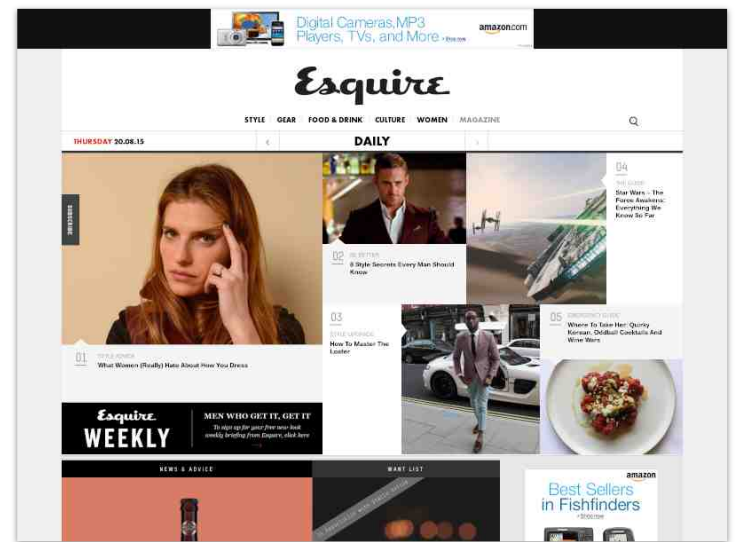
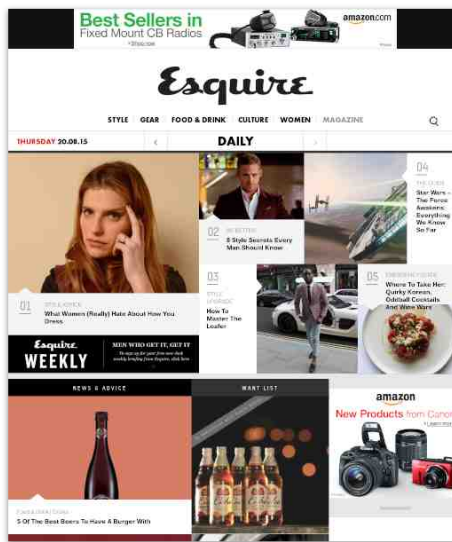
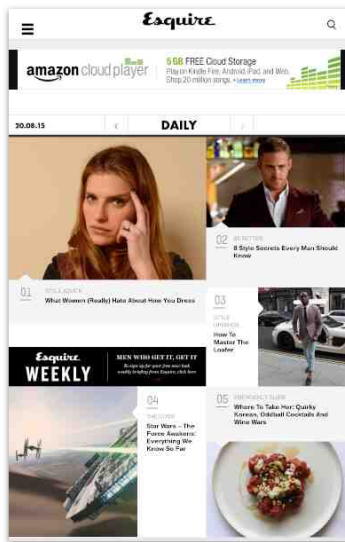
With Breakpoints



Without Breakpoints



Via Fast Company




```
@media(min-width:900px){p{color:red;}}
```



Media query
announcement



What circumstance
should this query be
"turned on" or applied



What it should do if the
circumstance happens

Ex 1. Freeze frames

Ex 2. Because Scott Walker Asked

<http://bit.ly/media-query-zip>

**Let's open our
inspector!**