

# WEB DESIGN

## MULTIMEDIA MODULE

**Imperial\_Tuesdays 9.30-12.30**

**Structure: flowchart navigation**

**Content: Wireframes**

**Sitemaps**

**css and html (handouts)**

**Design: fonts in CSS (for week 4)**

**Insert images using CSS (padding and margin and floating images)**

**María Mencía- week 3**

# Basic web design Principles- review

- Balance and proximity: <http://www.nationalgeographic.com/>
- Contrast and focus
- Unity and visual identity
- Colour as web design tool:
- <http://kuler.adobe.com/#themes/rating?time=30>

## Writing for the web

- Accuracy and Currency
- Scannability
- Organisation
- Unity and visual identity

# Structure and navigation: flowchart

Flowcharts- in blog

## page sketches

Wireframes in Photoshop with layout and content- in blog

## sitemap

Showing interaction between pages

# Wireframes:page sketches

**The wireframe diagram illustrates the layout of a web page.** Using different shapes (such as boxes, ovals, and diamonds) to represent content, functional, and navigational elements, these shapes displays their placement on the page. HTML coders use the diagrams to “wire” each page, connecting links, attaching content, and so on.

**Visual designers** use the wireframe as the basis for renderings that show the hierarchical importance and location of the elements (with each general section of the page labeled); free of any potentially distracting design treatments. Source:

<http://www.onextrapixel.com/2009/07/15/the-importance-of-wireframes-in-web-design-and-9-tools-to-create-wireframes/>

Prototypes: <http://builds.balsamiq.com/b/mockups-web-demo/>

# Sitemap

Showing interaction between pages, it shows what is under the heading of each page

Theory: help us keep straight just where all the content has been placed.  
<http://www.seo-theory.com/2008/06/10/html-sitemap-design-and-theory-fundamental-basic-principles-of-html-sitemap-design/>

Sitemap tutorial

<http://blog.kissmetrics.com/build-a-sitemap/>

<http://www.webhostdesignpost.com/website/websitestoryboarding.html>

examples of site maps

<http://webdesignerwall.com/trends/modern-sitemap-and-footer>

# What is html? What is CSS? Week 3

## What is html?

HTML is the language for describing **the structure of Web pages**.

## What is CSS?

CSS is the language for describing **the presentation** of Web pages, including colors, layout, and fonts. It allows one to adapt the presentation to different types of devices, such as large screens, small screens, or printers. CSS is independent of HTML and can be used with any XML-based markup language. The separation of HTML from CSS makes it easier to maintain sites, share style sheets across pages, and tailor pages to different environments. This is referred to as the *separation of structure (or: content) from presentation*.

<http://www.w3.org/standards/webdesign/htmlcss>

Week 3

# CSS styling

**3 main selectors: (create a css style sheet call it style1)**

**tag:** every example will be affected in the same tag

**class:** you give it a name-class selector can be used as many times as possible

**id:** you give it a name. It can only be used ONCE

id becomes an object

The first thing we do on a CSS is to calibrate

\* every single tag

1- Create a selector padding and margin- CSS style sheet

- ```
{  
margin: 0;  
padding: 0;  
border:0;  
}
```

Different browsers interpret 0/0 in different positions

Handouts on css syntax, zeroing – hands on exercise html css

# Zeroing in the CSS style sheet

**Zeroing** Different browsers unfortunately have different ideas about what constitutes the top, left default starting point on the browser display. In theory, it should be as far up and as far left as you can go, but in practice this is not the case.

To get round this, we can zero the margin for all elements to start with, so all browsers start from the same point. While we're at it, let's zero the padding and the border properties as well, so there is no room for error in browser interpretation.

You will notice the asterisk in place of a particular element. The asterisk stands for 'all elements', so we can cover everything at once.

```
* {  
    margin: 0;  
  
    padding: 0;  
  
    border: 0;  
}
```

The Opera browser is a special case because it also applies a default padding setting on the body element. This means you need to zero off the padding on the body as well as the margins to get a consistent cross-browser starting point. To achieve this, your final body rule would look like the one above. The above rule provides you with a cross-browser zeroed body element—a good base from which to start when laying out pages.

# CSS styling – fonts and percentages

**san-serif font** is easier to read on a screen (it means without the serif) After having texted this on different browsers percent allows designers to preserve **readability, accessibility, and visual design**. While using the percent unit, your text remains fully scalable for mobile devices and for accessibility.



Font based to **100%** (100.01%)-The extra .01 ensures the font size does not collapse to something smaller.

```
body {  
background-color: #FFF;  
color: #000;  
font-size: 100.01%;  
font-family:"Trebuchet MS", Arial, Helvetica, sans-serif;  
}
```

<http://www.alistapart.com/articles/howtosizetextincss>

# CSS Use ems to make scalable style sheets

```
<html>
  <style>
    h1 { font-size: 2em }
  </style>
  <body>
    <h1>Movies</h1>
  </body>
</html>
```

2 em= 24 pt (points traditionally used in print media)

1 em= 12 pt

1 em=100%

The em unit refers to the font size of the parent element here it is set to be two times the size of the body element.

<http://www.w3.org/WAI/GL/css2em.htm>

# CSS Use ems to make scalable style sheets

We start with 100% to set a base-line. After that, the font size is altered from that base line. Ems are slightly more reliable than percentages.

.7em = 70%; .8em = 80%; .9em = 90%; 1em = 100%; 1.1em = 110%; 1.2em = 120% etc.

<http://kyleschaeffer.com/best-practices/css-font-size-em-vs-px-vs-pt-vs/>

# Exercise: webroot (small comments)

```
#banner {
```

```
    height: 100px;
```

```
    background-image: url('images/banner.png');
```

```
Open Dreamweaver: file >new> HTML
```

```
    background-repeat: no-repeat;
```

```
}
```

```
/*It stops tiling of image smaller than the div that holds it/*
```

The extra .01 ensures the font size does not collapse to something smaller.

<div> page division. Creates boxes around page content and is used to simulate columnar layouts.

# Site Root- reminder

- Site structure: designing a site, creating a directory, file naming conventions, flowchart, understanding FTP to upload files and maintain the website
- Text: basic formatting, fonts, line breaks, bringing text from other files.
- How CSS works: embedded, external stylesheets, page layout, controlling with, margins and padding, images, floating images.
- Graphics and other media: file formats (gif, jpeg, png) Optimisation (maximizing quality Vs file size), importing images in Dreamweaver, role over images, using background images. Image gallery in Photoshop.

# Reminder: Presentations week 5

- **Aim:** Define the site's purpose
- detail the main ideas, motivations/ inspirations for the idea. Also define the target audience and outline the suitability of the project for the particular target group.
- **Proposal: Concept/Determine the site's general content**
- Select the site's structure: Specify the site's navigation system- **flowchart**
- Design the look and feel of the site- (no need to have this all done)
- **Process:**
- **Technology involved. Blog: Planning, Research & (Evaluation- end of course)**
- **Project timeline:** outline when each phase of the project will be completed and what each phase involves (Focus on the pre-production, production, postproduction stages).

# Advantages of Web publishing

## Web Publishing issues

- Bandwidth
- Browser differences
- Monitor resolutions
- Legal and privacy issues
- Privacy issues
- **Accessibility and usability issues**

# HOMEWORK

- Interface: wireframe
- Mode board-colour-feeling depending of purpose of website

Think about font-layout-colour

- index page- index.html  
other pages
- online CSS EXERCISE <http://www.w3.org/Style/Examples/011/firstcss>
- If you haven't yet done so bring two images ready to put on your website- READ **(padding and margin and floating images) handouts**
- See next slide with html page and compare to what you have
- BLOG- content of website-design principles
- Presentation week5- project guidelines

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd"> <html
xmlns="http://www.w3.org/1999/xhtml">
```

```
<head> <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
<title>landscapes</title> <link href="style1.css" rel="stylesheet" type="text/css" />
  <link href="style1.css" rel="stylesheet" type="text/css" />
</head>
```

```
<body>
```

```
  <div id="wrapper">
```

```
    <div id="banner"></div>
```

```
    <div id="nav">
```

```
      <ul>
```

```
        <li><a href="#">home</a></li>
```

```
        <li><a href="#">page 1</a></li>
```

```
        <li><a href="#">page 2</a></li>
```

```
        <li><a href="#">page 3</a></li>
```

```
      </ul>
```

```
    </div><!-- this closes nav -->
```

```
    <div id="container">
```

```
      <p>paragraph one paragraph one paragraph one paragraph one paragraph one
paragraph one paragraph one paragraph one paragraph one paragraph one</p>
```

```
      This text should be in a box that is centred with auto margins
```

```
    <div id="footer"><p>&copy; Your Name - 2011</p></div>
```

```
  </div><!-- this closes container -->
```

```
</div><!-- this closes wrapper -->
```

```
</body>
```

```
</html>
```

# More online Tutorials and useful links

- ❑ **Very good online tutorial (independent work):**  
<http://www.w3.org/Style/Examples/011/firstcss>
- ❑ <http://votingserver.com/>
- ❑ [Add google search to the website](#)
- ❑ [http://www.askdavetaylor.com/  
how\\_can\\_i\\_add\\_a\\_google\\_search\\_box\\_to\\_my\\_web\\_site.html](http://www.askdavetaylor.com/how_can_i_add_a_google_search_box_to_my_web_site.html)
- ❑ <http://dynamicdrive.com/>
- ❑ Tutorial (from W3 Schools)
- ❑ <http://www.w3.org/Style/Examples/011/firstcss>

# On-line resources- cont

<http://www.w3.org/Style/Examples/011/firstcss>  
<http://www.w3.org/Style/CSS/>

<http://www.w3.org/standards/webdesign/htmlcss>

[http://www.w3.org/2002/03/  
tutorials.html#webdesign\\_htmlcss](http://www.w3.org/2002/03/tutorials.html#webdesign_htmlcss)

# Photoshop: website layout and design- handout-n 2

- ❑ Skills used in exercise
- ❑ Size of document content: 500X700 for the content of website/Canvas size: 900 pixels
- ❑ Use of layer styles: colour overlay, gradient overlay. Shape tools,
- ❑ Drag rulers to outline the content.
- ❑ Double click the background layer to unlock it.
- ❑ Name layers and organise them into folders.
- ❑ Exporting a document: slice tool/slice selection tool(link to url/pages)
- ❑ Formats to save for the web: jpg/png/gif
- ❑ Save for the web: html and images
- ❑ Optimization of images: 72dpi for the web

# WEB DESIGN

**MULTIMEDIA MODULE**

**Imperial\_Tuesdays 9.30-12.30**

**presentations by students**

**Photoshop: image galleries**

**María Mencía- week 5**