

Website Design I

Queens College Art Department | Fall 2019

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webdesign2019fall.copperbluemedi.com

Week 06: 10/11/2019

ARTS 214 – 01

Friday 10:00 am – 1:50 pm

I-Building 203

Four Ds

Discover

Define

Design

Develop

Four Ds

Discover

Define

Design

Develop

Four Ds

Discover

Define

Design

Develop

Discover

**Market
Analysis**

Strategist

**Competitive
Visual Audit**

Designer

Market Analysis

What is your market?

Who is your user?

Who are your competitors?

Competitive Visual Audit

1. Screen grab competitors websites
2. Find the grid
3. What is the color palette
4. Typefaces and Type Hierarchy
5. Any media used

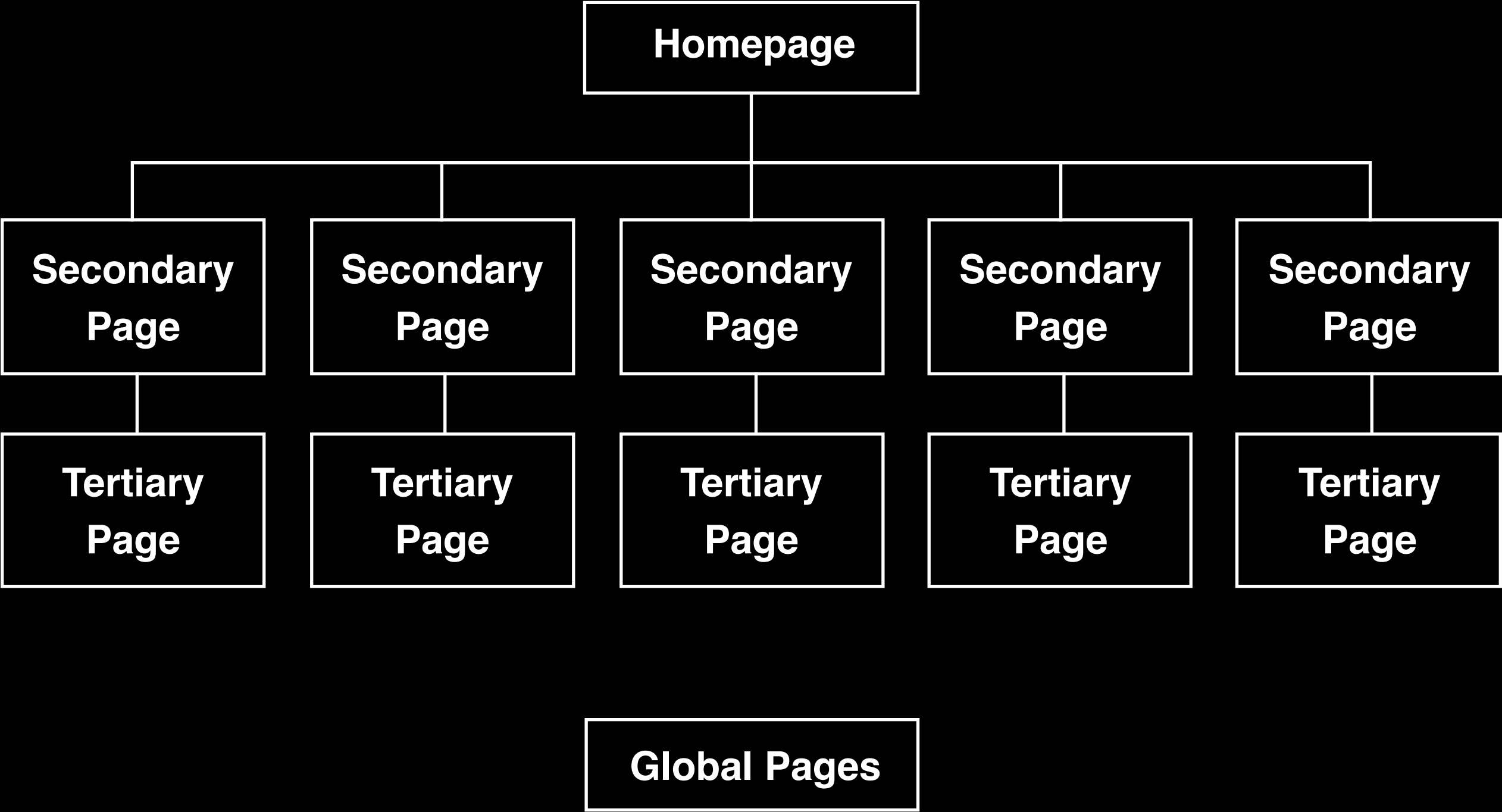
Define

1. Sitemap

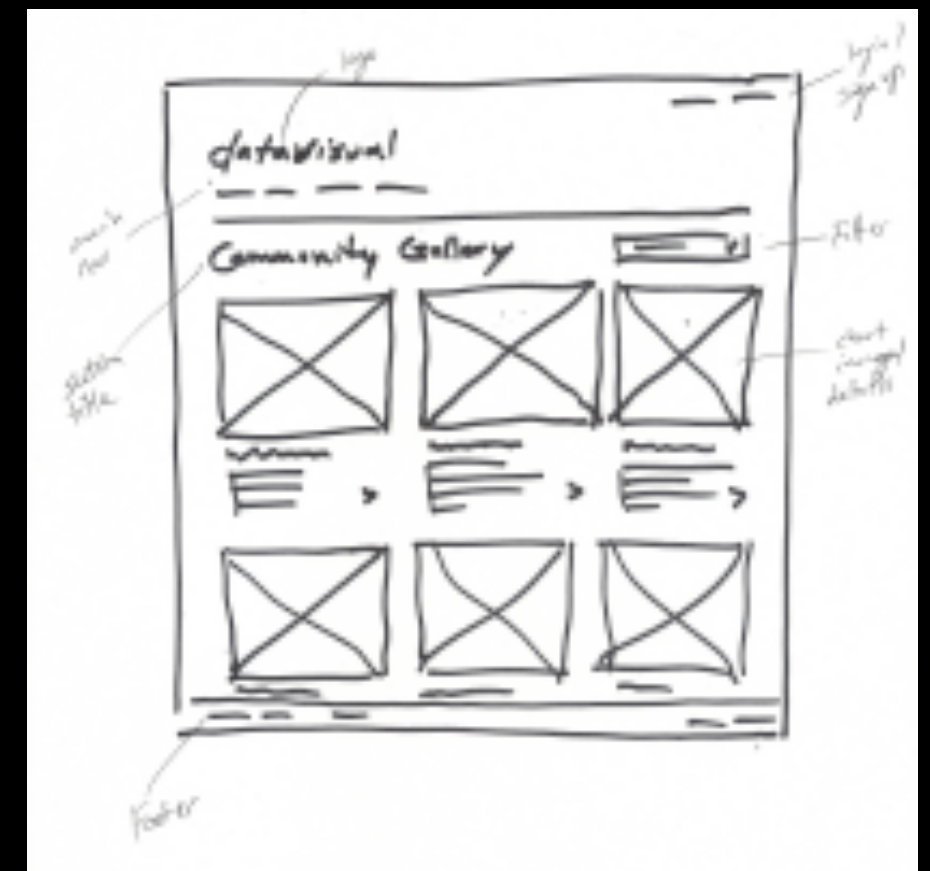
2. Sketches

3. Wireframes

Define

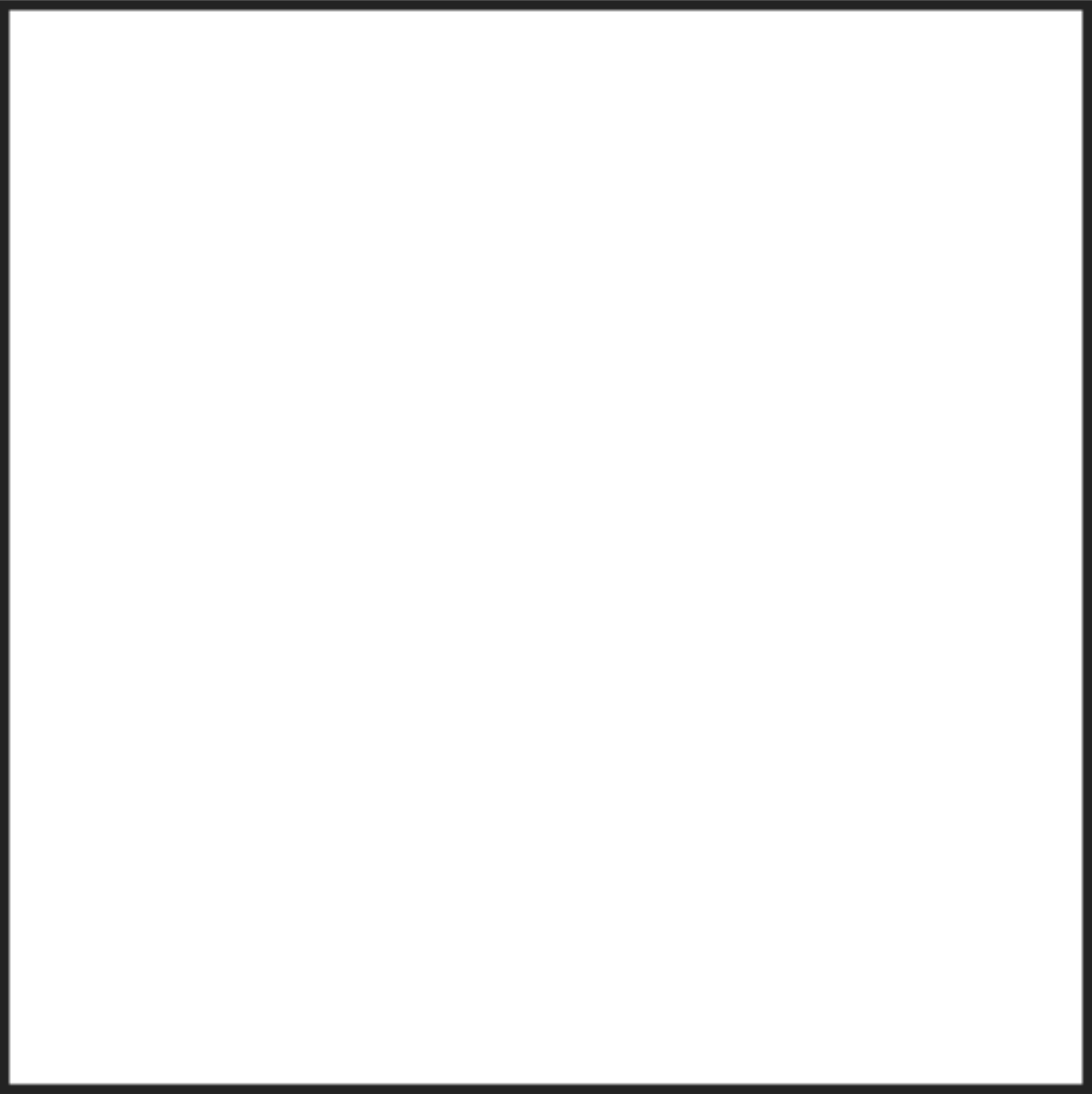


Define



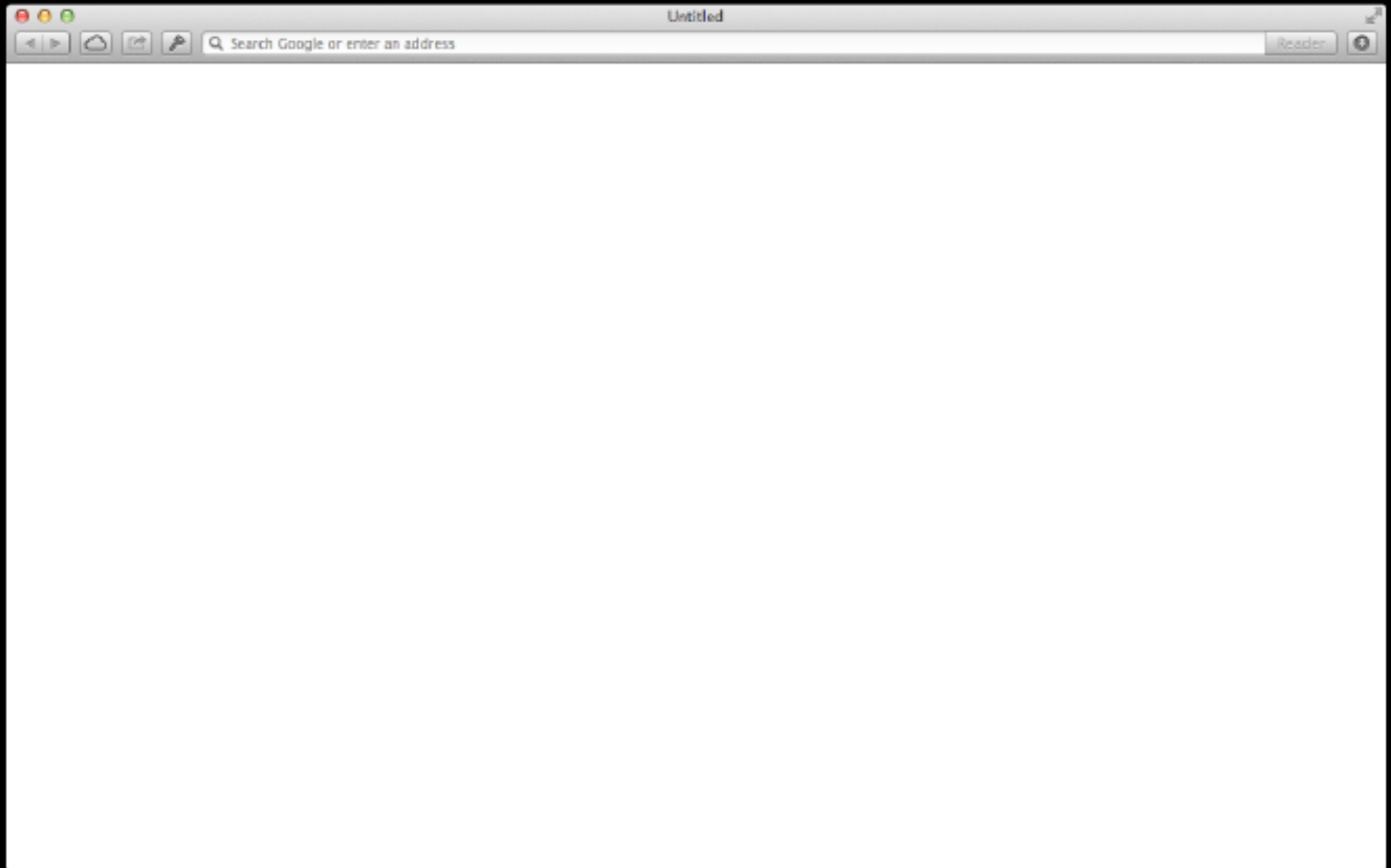
Define



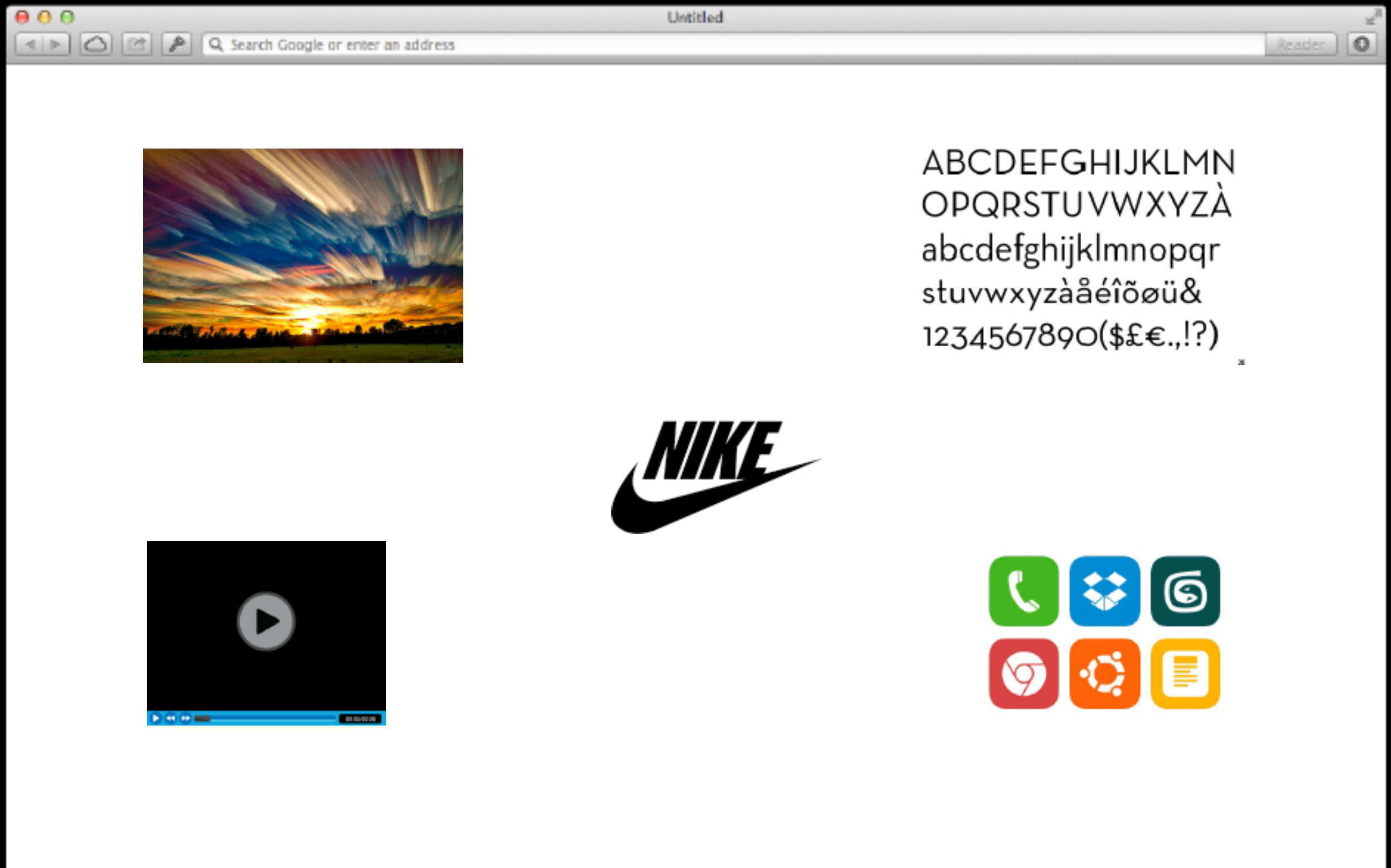


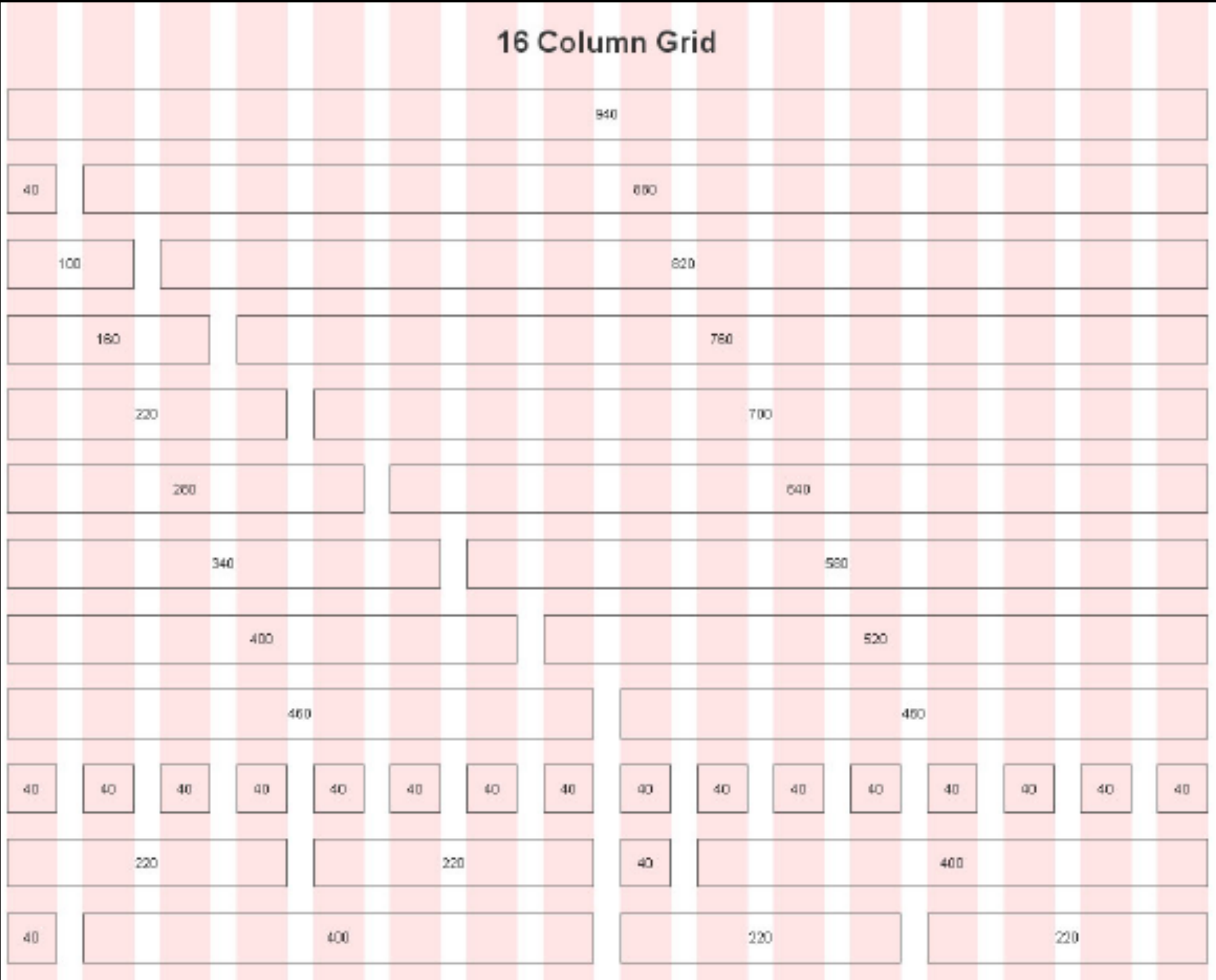


Design



Design







these are serifs

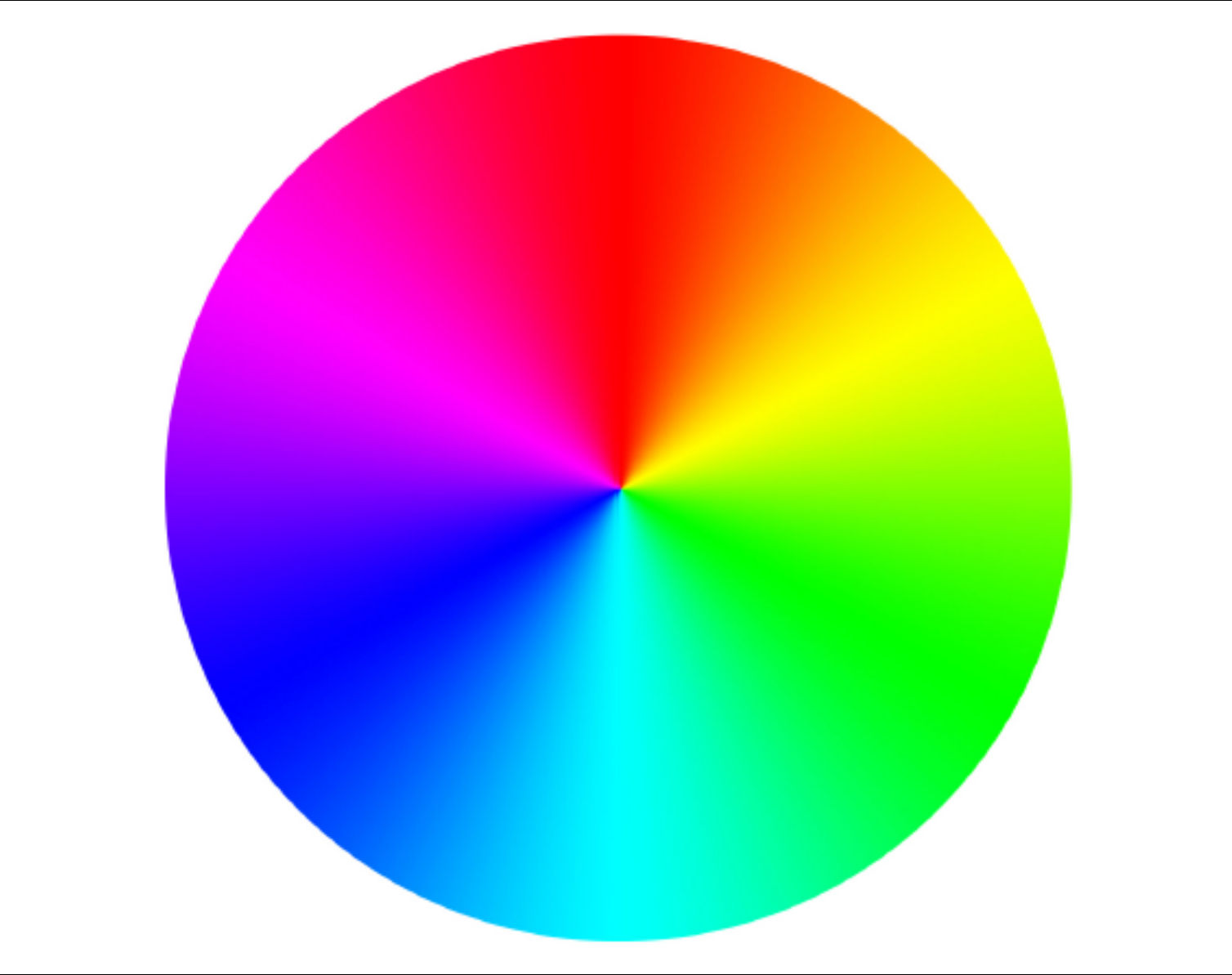
Times New Roman

SERIF FONT

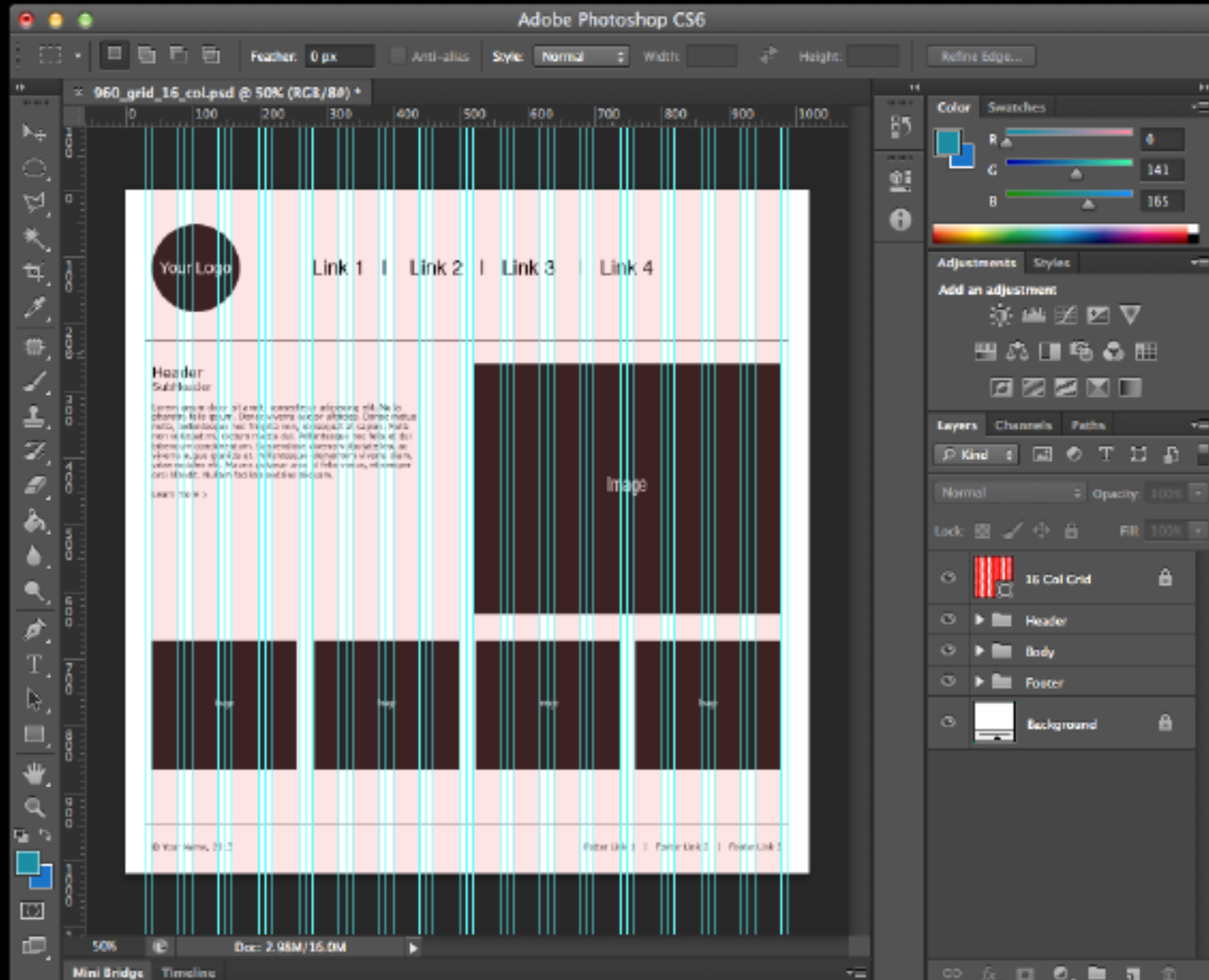


Arial

SANS-SERIF FONT

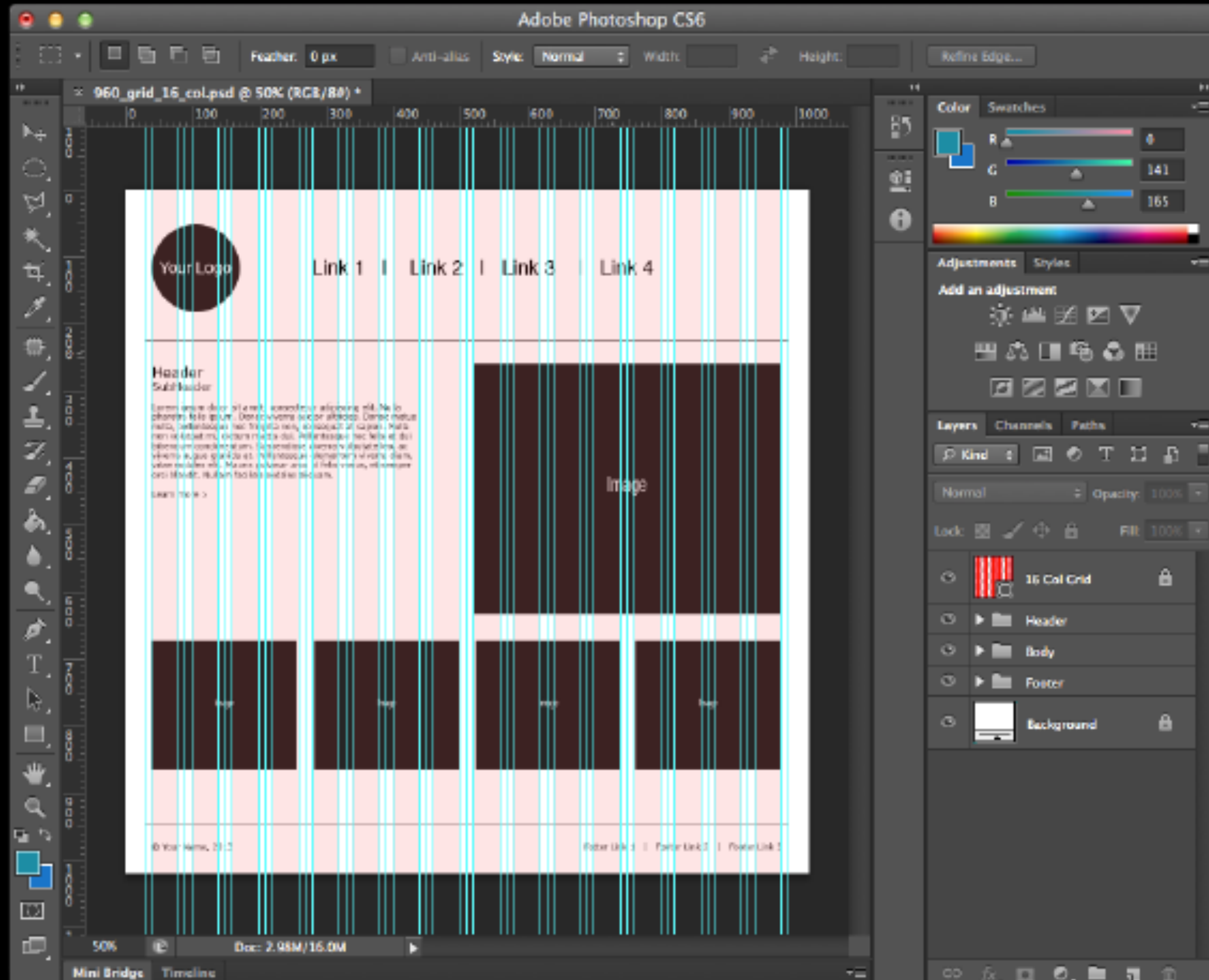


Design

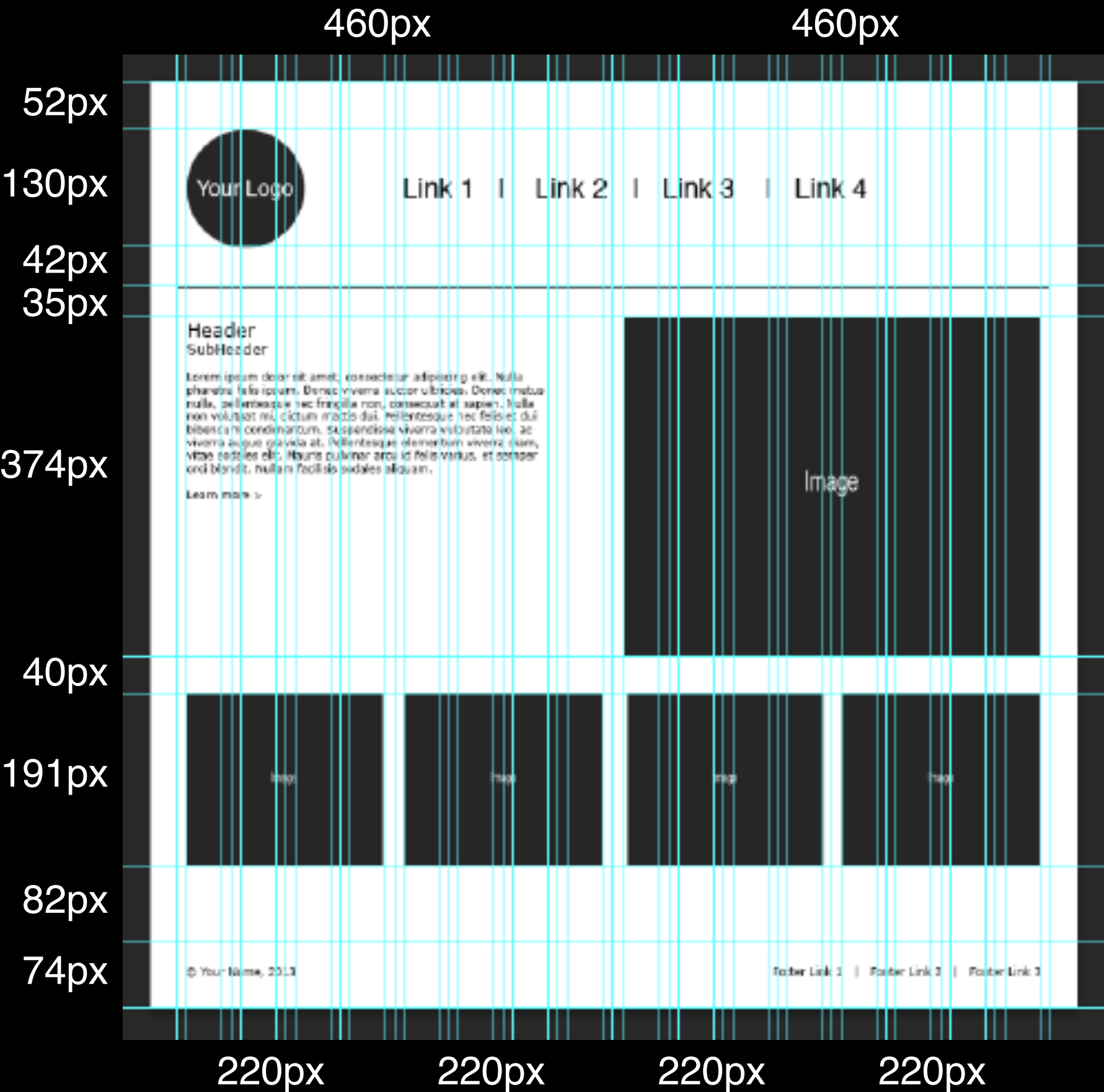


Website Prep, Asset Creation and Organization

Dimensions

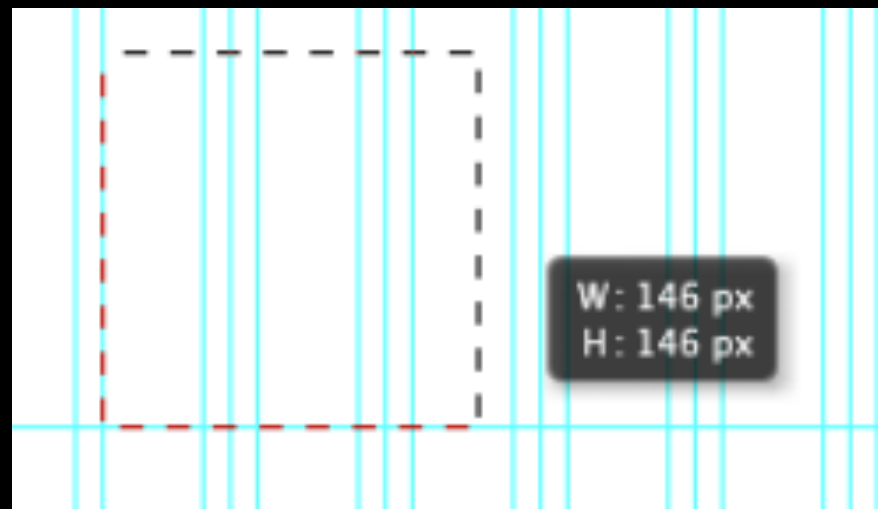


Dimensions

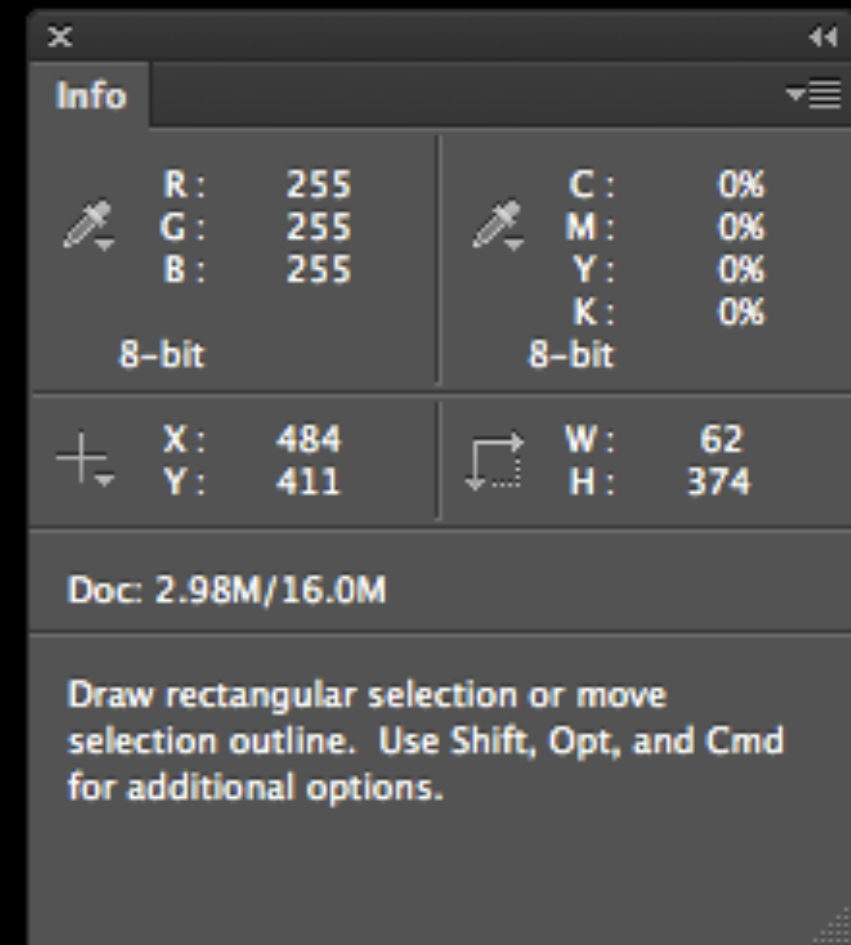


Dimensions

Rectangular Marquee Tool



Info Window



Styles

Type

Header	Arial Bold, 24px, #000000
Subhead	Arial, 18px, #000000
Body	Arial, 10px, #000000
Rollover	Arial, 10px, #000000, No Underline
Rollover: Hover	Arial, 10px, #000000, Underline

Color

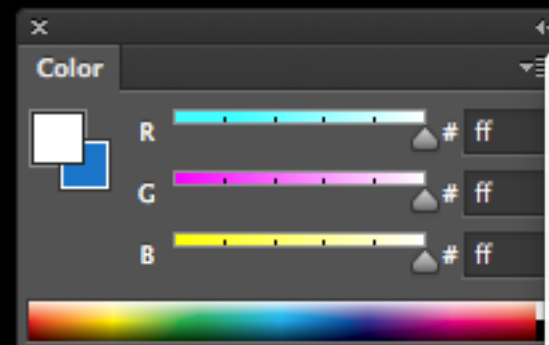
Background	#FFFFFF
Header	#FFFFFF
Body	#FFFFFF
Footer	#FFFFFF

Styles

Color Picker

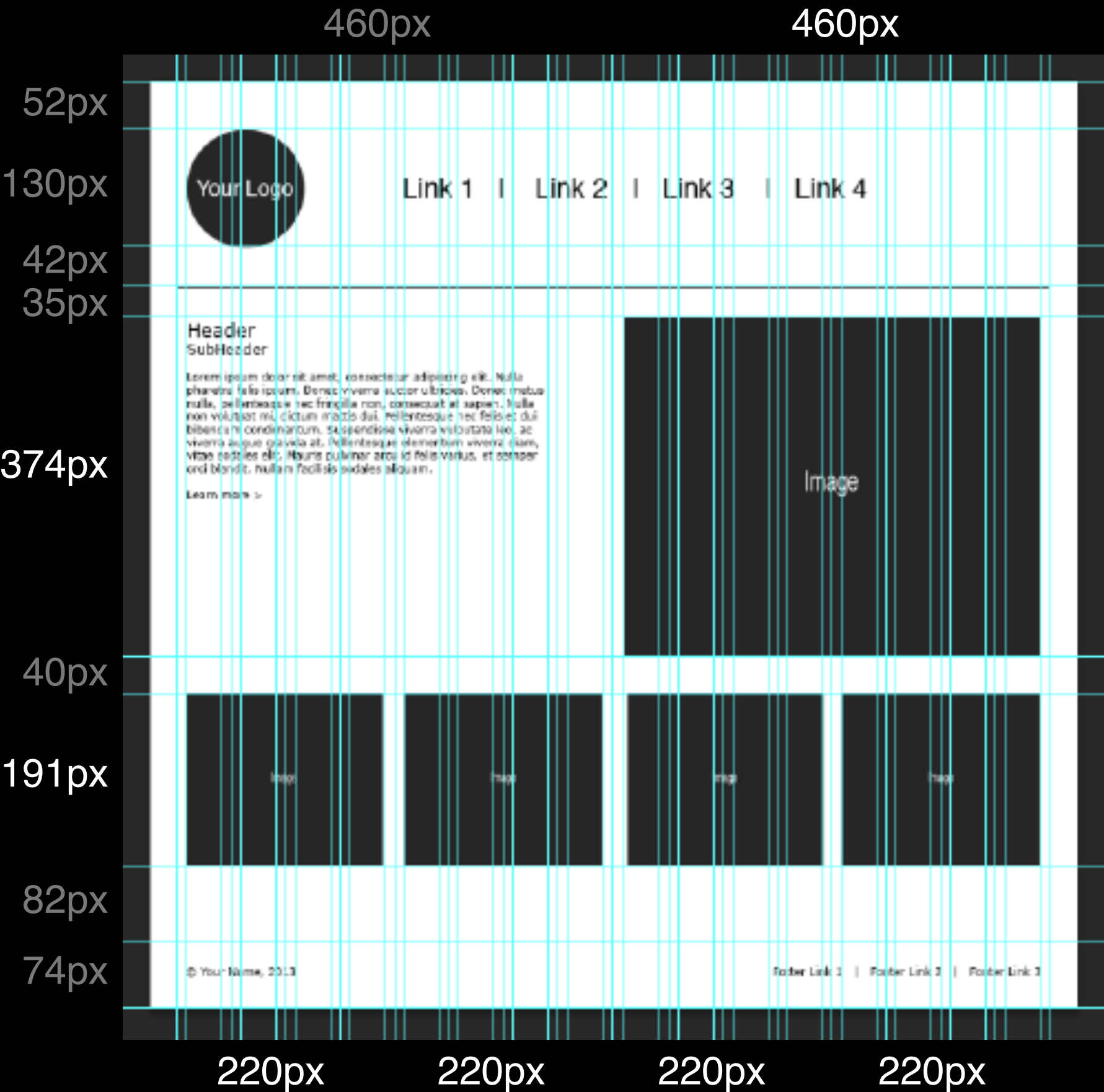


Color Window

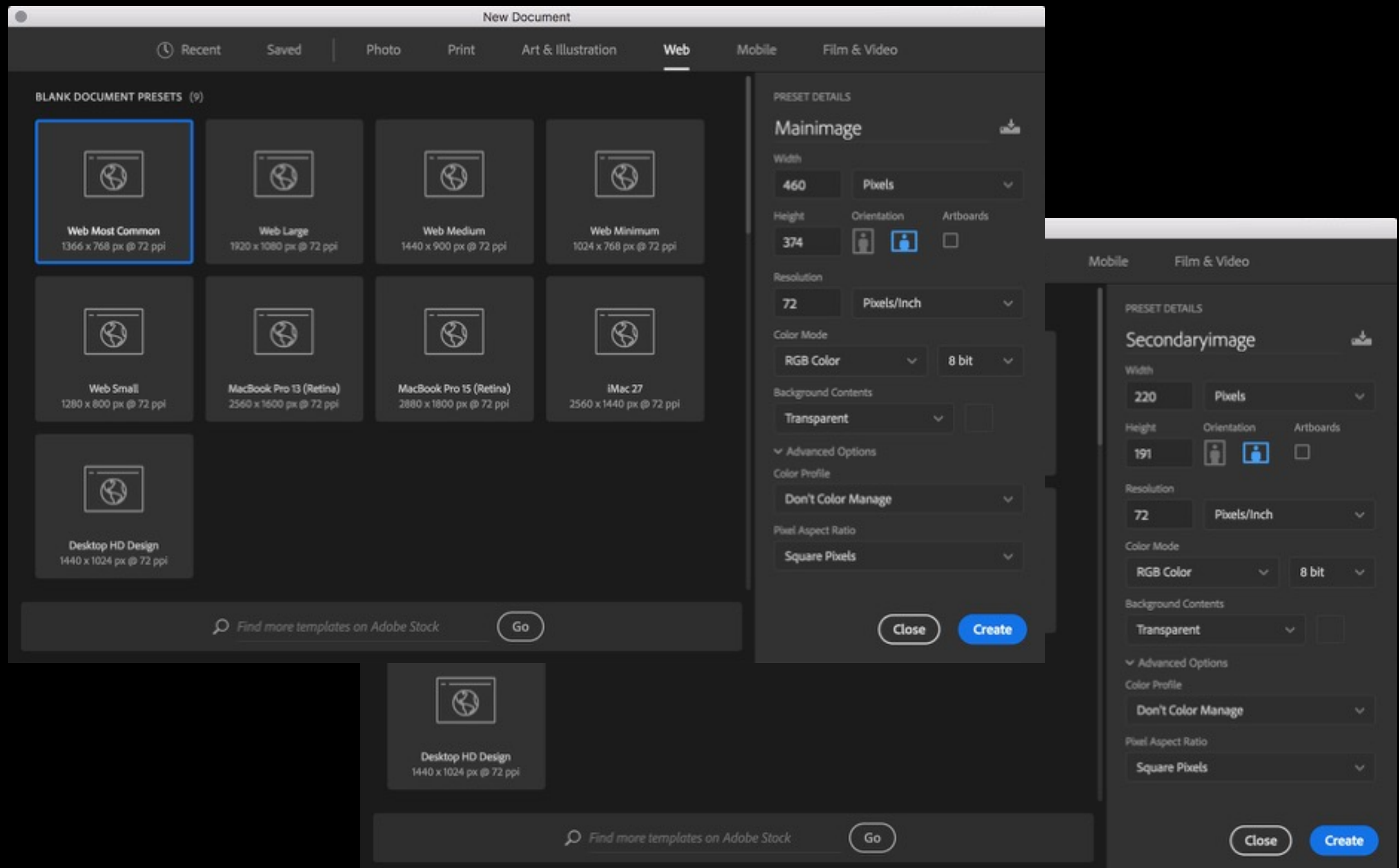


- Grayscale Slider
- RGB Sliders
- HSB Sliders
- CMYK Sliders
- Lab Sliders
- ☒ Web Color Sliders
- Copy Color as HTML
- Copy Color's Hex Code
- RGB Spectrum
- ☒ CMYK Spectrum
- Grayscale Ramp
- Current Colors
- Make Ramp Web Safe
- Close
- Close Tab Group

Images



Images



Images I Save for Web

File > Export > Save for Web (Legacy)...

New...⌘ N

Open...⌘ O

Browse in Bridge...⇧⌘ O

Open as Smart Object...

Open Recent▶

Close⌘ W

Close All⇧⌘ W

Close and Go to Bridge...⇧⌘ W

Save⌘ S

Save As...⇧⌘ S

RevertF12

Export▶

Generate▶

Share...

Share on Behance...

Search Adobe Stock...

Place Embedded...

Place Linked...

Package...

Automate▶

Scripts▶

Import▶

File Info...⇧⌘ I

Print...⌘ P

Print One Copy⇧⌘ P

Quick Export as PNG

Export As...⇧⇧⌘ W

Export Preferences...

Save for Web (Legacy)...⇧⇧⌘ S

Artboards to Files...

Artboards to PDF...

Layer Comps to Files...

Layer Comps to PDF...

Layers to Files...

Color Lookup Tables...

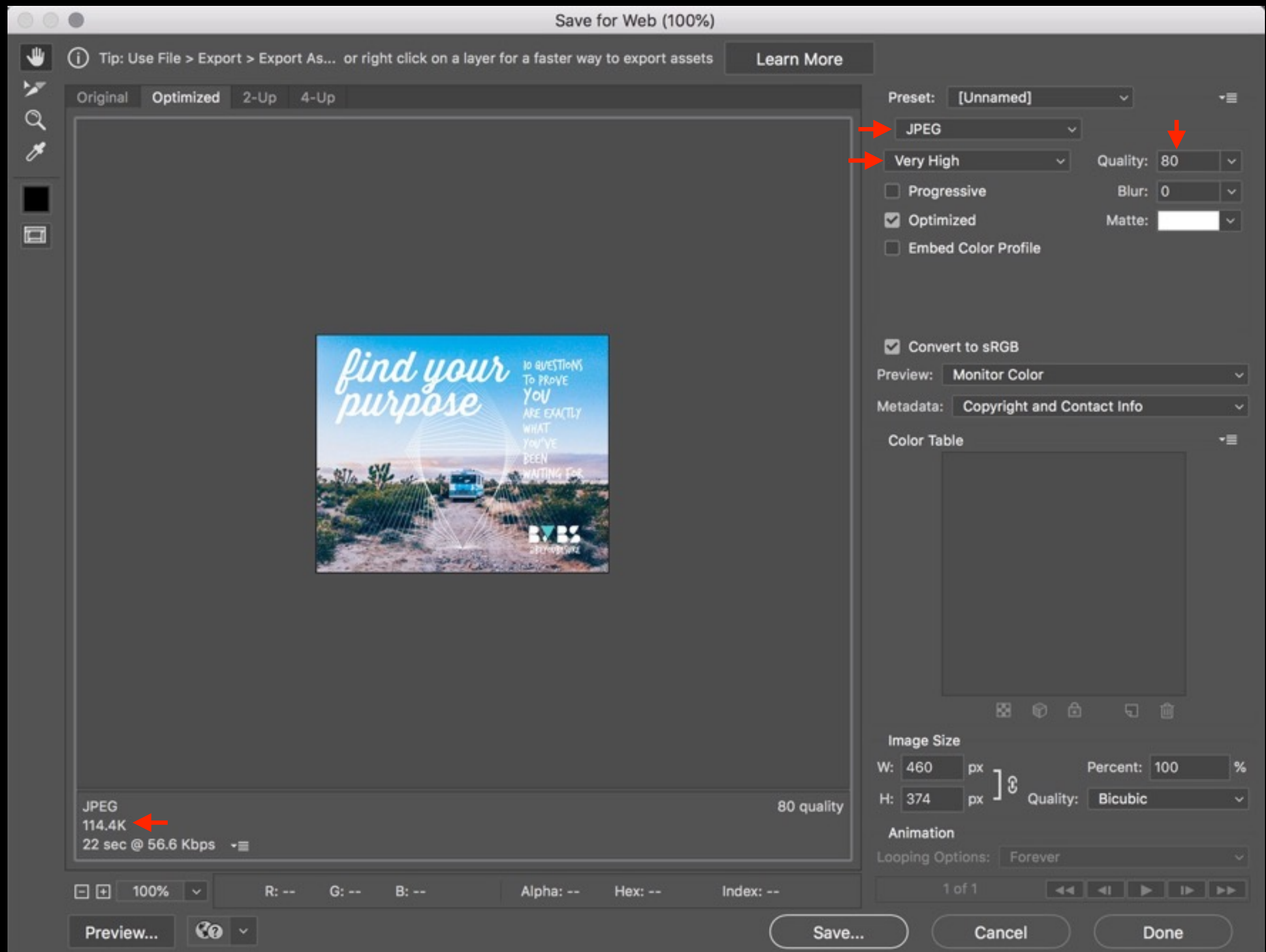
Data Sets as Files...

Paths to Illustrator...

Render Video...

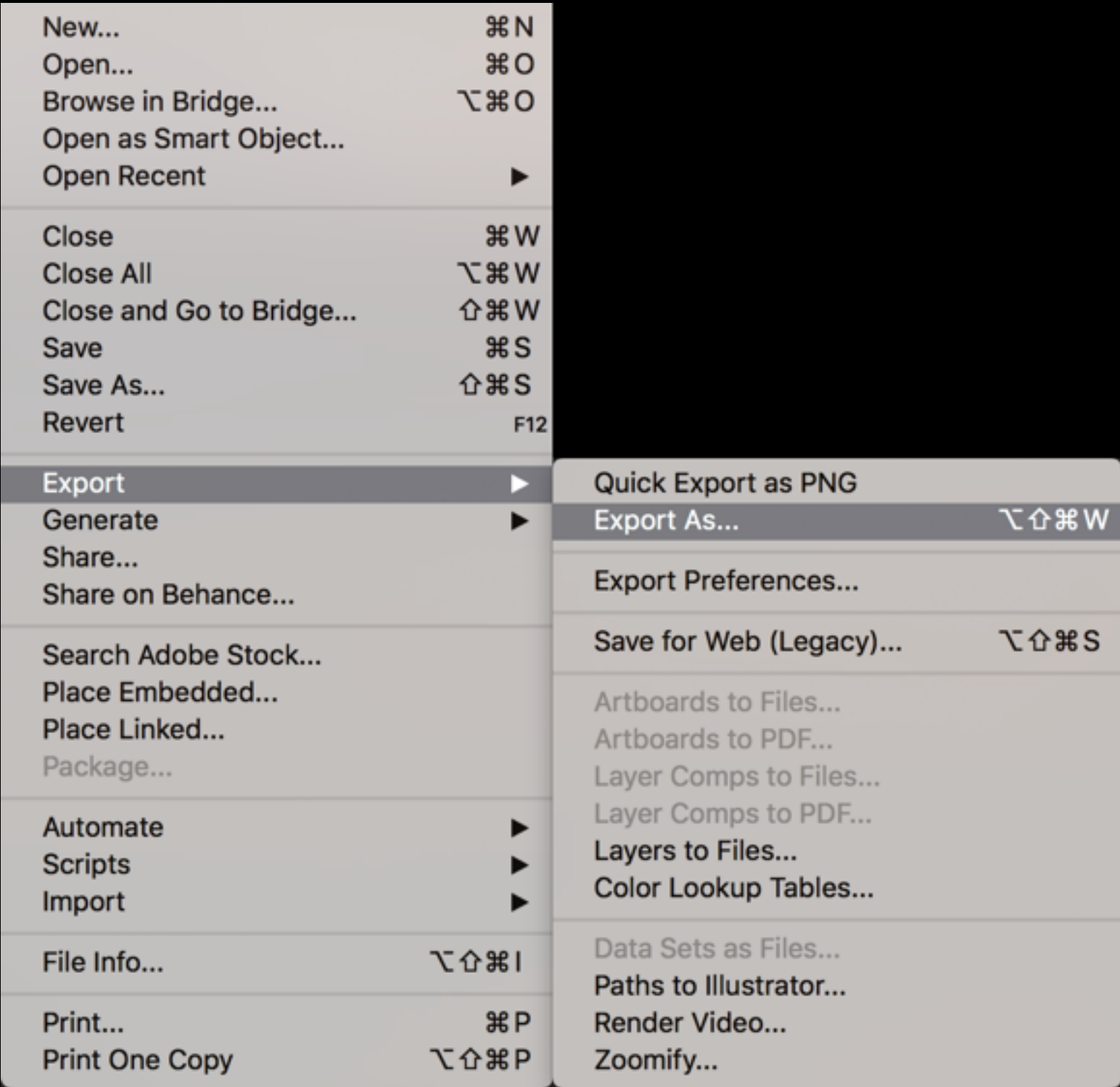
Zoomify...

Images I Save for Web

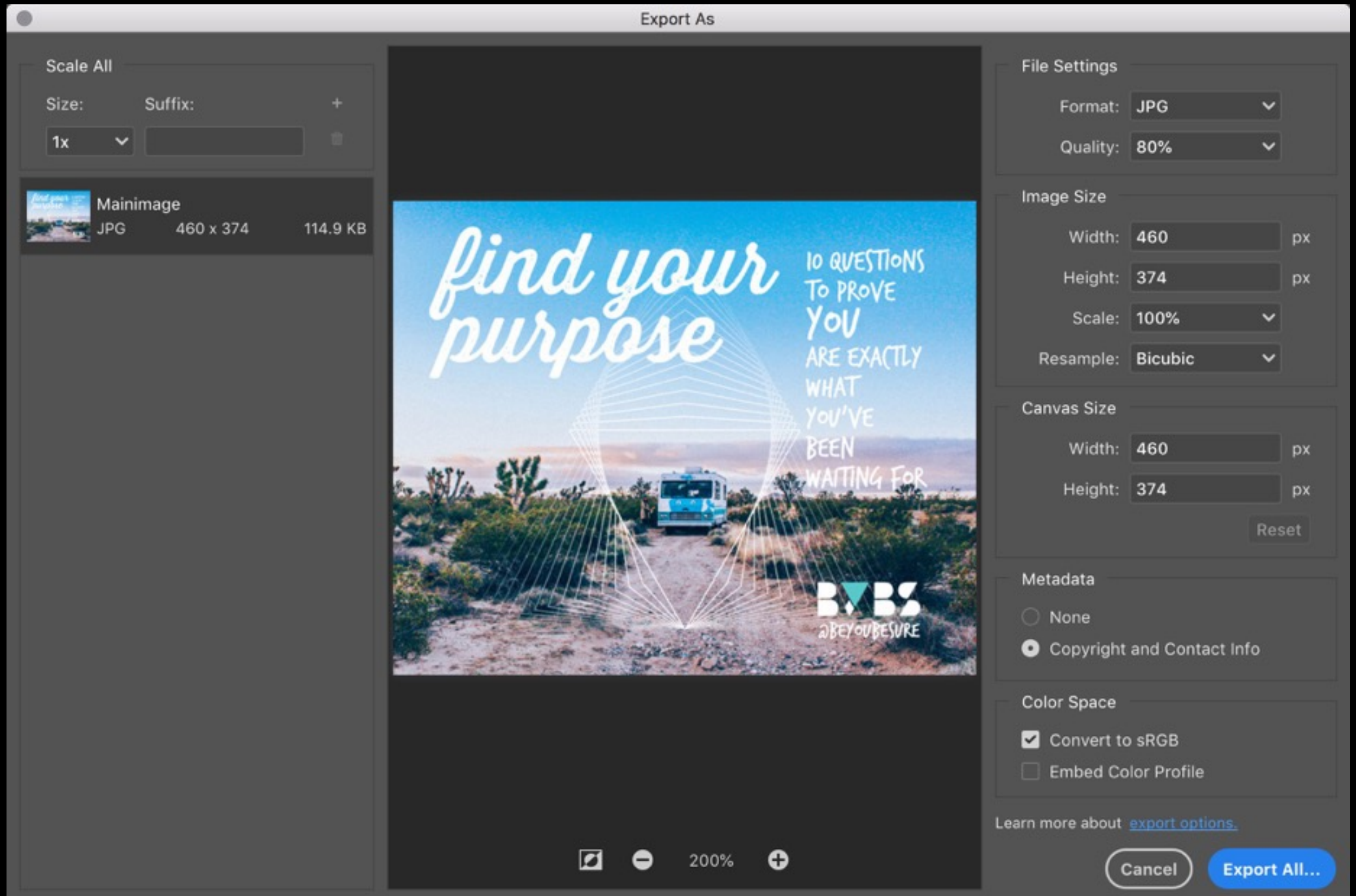


Images I Export As...

File > Export > Export As...

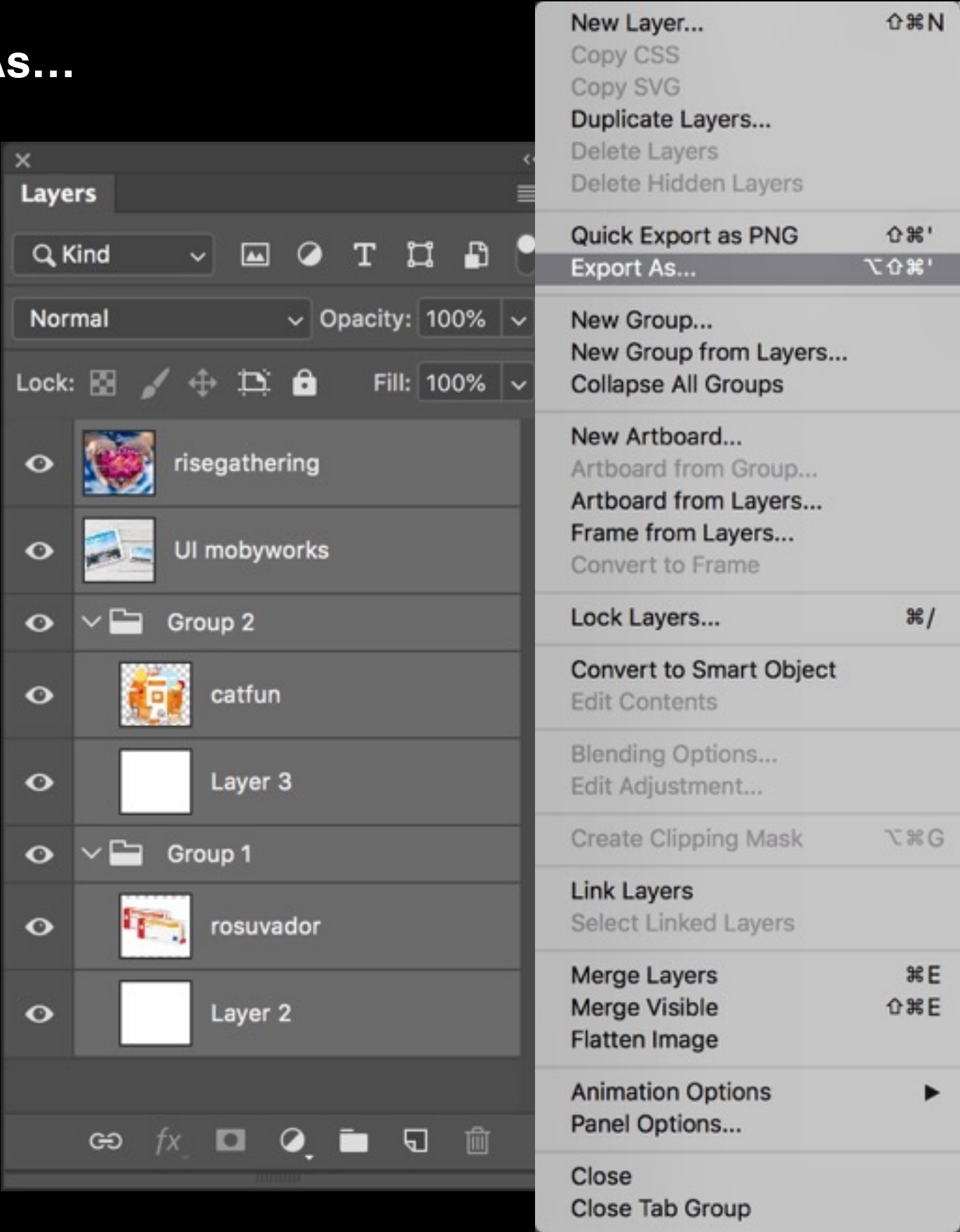


Images | Export As...

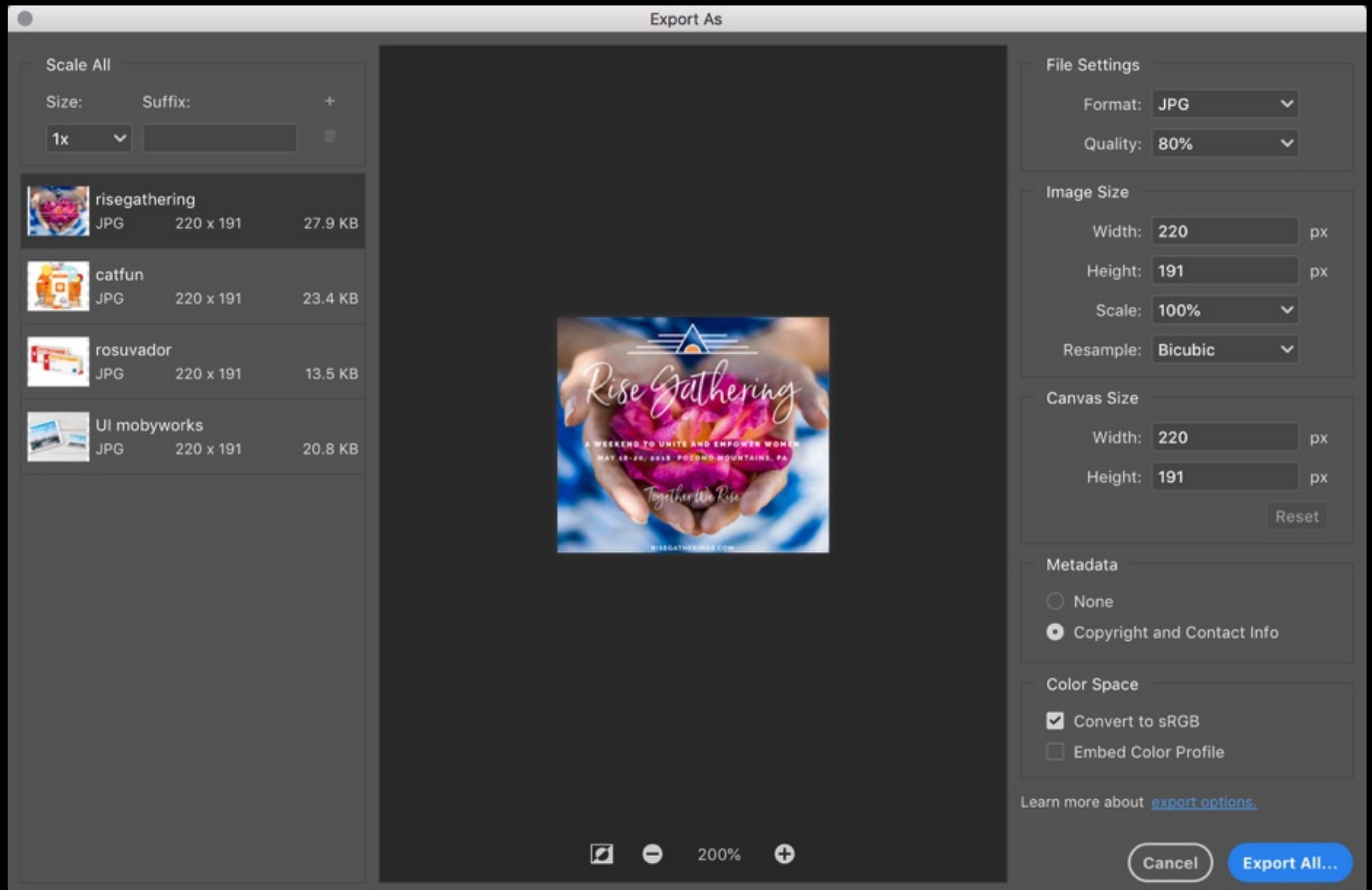


Images | Export As... | Multiple Images

File > Export > Export As...

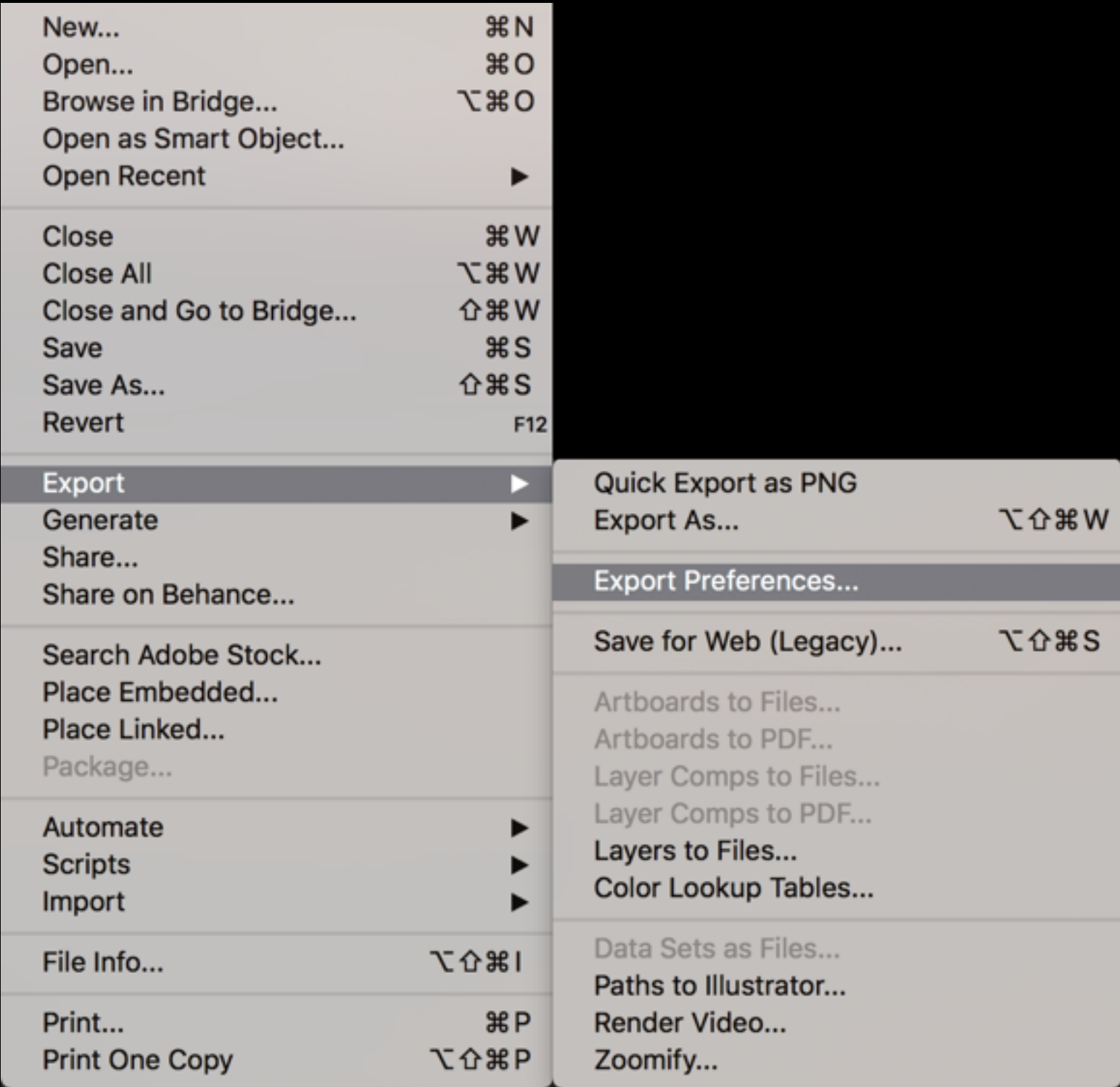


Images | Export As... | Multiple Images



Images I Export Preferences

File > Export > Export Preferences...



Images | Export Preferences

General

Interface

Workspace

Tools

History Log

File Handling

Export

Performance

Scratch Disks

Cursors

Transparency & Gamut

Units & Rulers

Guides, Grid & Slices

Plug-Ins

Type

3D

Enhanced Controls

Technology Previews

Preferences

Quick Export Format

JPG

Quality

80

Quick Export Location

☒ Ask where to export each time

☐ Export files to an assets folder next to the current document

Metadata

Copyright and Contact Info

Color Space

☒ Convert to sRGB

OK

Cancel

Prev

Next

Images I Quick Export

File > Export > Quick Export as

New...⌘ N

Open...⌘ O

Browse in Bridge...⇧⌘ O

Open as Smart Object...

Open Recent▶

Close⌘ W

Close All⇧⌘ W

Close and Go to Bridge...⇧⌘ W

Save⌘ S

Save As...⇧⌘ S

RevertF12

Export▶

Generate▶

Share...

Share on Behance...

Search Adobe Stock...

Place Embedded...

Place Linked...

Package...

Automate▶

Scripts▶

Import▶

File Info...⇧⌘ I

Print...⌘ P

Print One Copy⇧⌘ P

Quick Export as JPG

Export As...⇧⌘ W

Export Preferences...

Save for Web (Legacy)...⇧⌘ S

Artboards to Files...

Artboards to PDF...

Layer Comps to Files...

Layer Comps to PDF...

Layers to Files...

Color Lookup Tables...

Data Sets as Files...

Paths to Illustrator...

Render Video...

Zoomify...

Images

GIF



Minimal colors

JPG



Full color images

PNG or SVG



Minimal colors
with transparent
background

File Organization

index.html	www.myurl.com
secondary_page	www.myurl.com/secondary_page
index.html	www.myurl.com/secondary_page
another_page.html	www.myurl.com/secondary_page/another_page.html
Img	www.myurl.com/img
image01.jpg	www.myurl.com/img/image01.jpg
image02.gif	www.myurl.com/img/image02.gif
image03.png	www.myurl.com/img/image03.png
Css	www.myurl.com/css
styles.css	www.myurl.com/css/styles.css
Js	www.myurl.com/js
javascript.js	www.myurl.com/js/javascript.js

File Organization

index.html

secondary_page

index.html

another_page.html

Img

image01.jpg

image02.gif

image03.png

Css

styles.css

Js

javascript.js

secondary_page

secondary_page

secondary_page/another_page.html

img

img/image01.jpg

img/image02.gif

img/image03.png

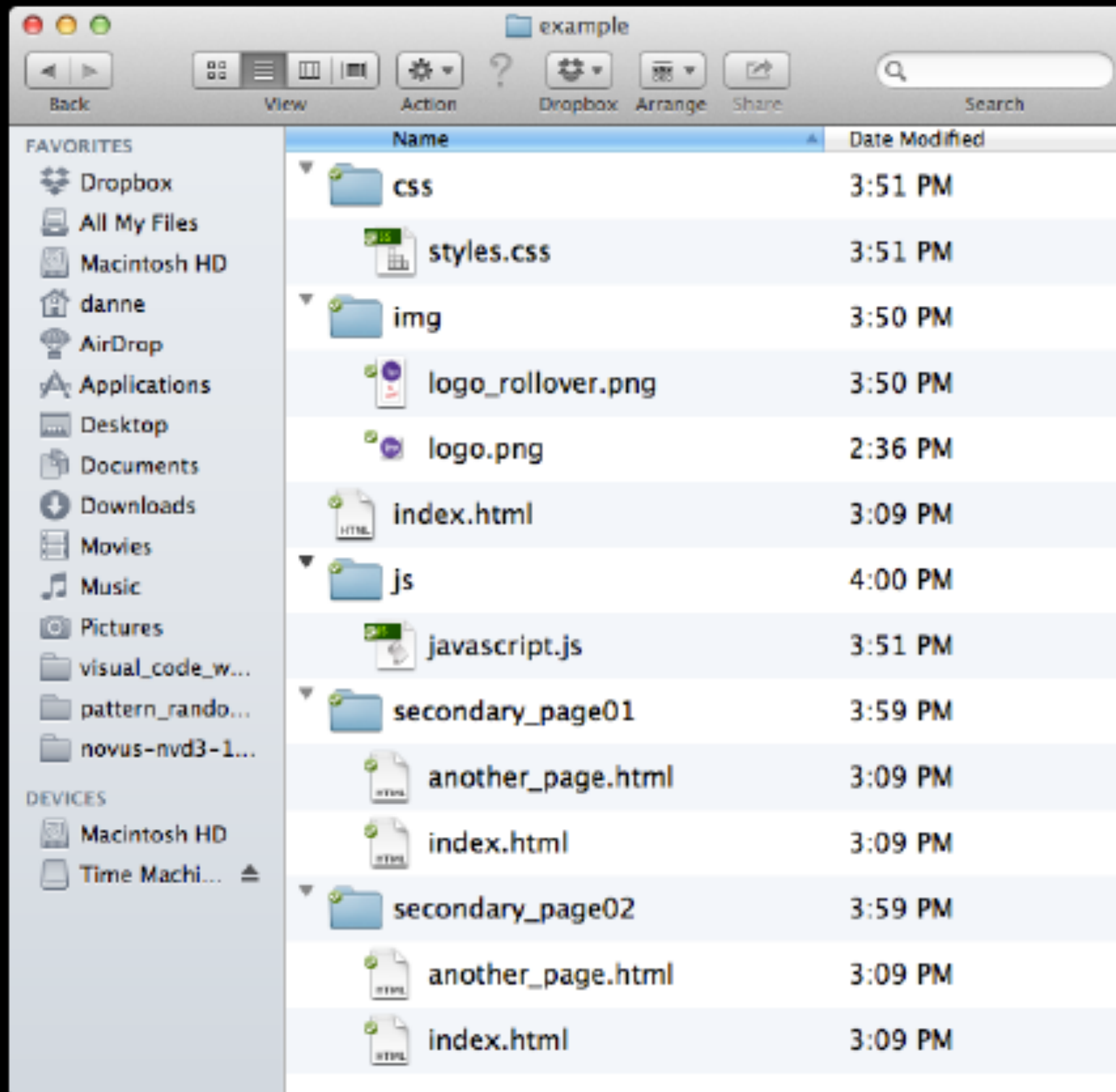
css

css/styles.css

js

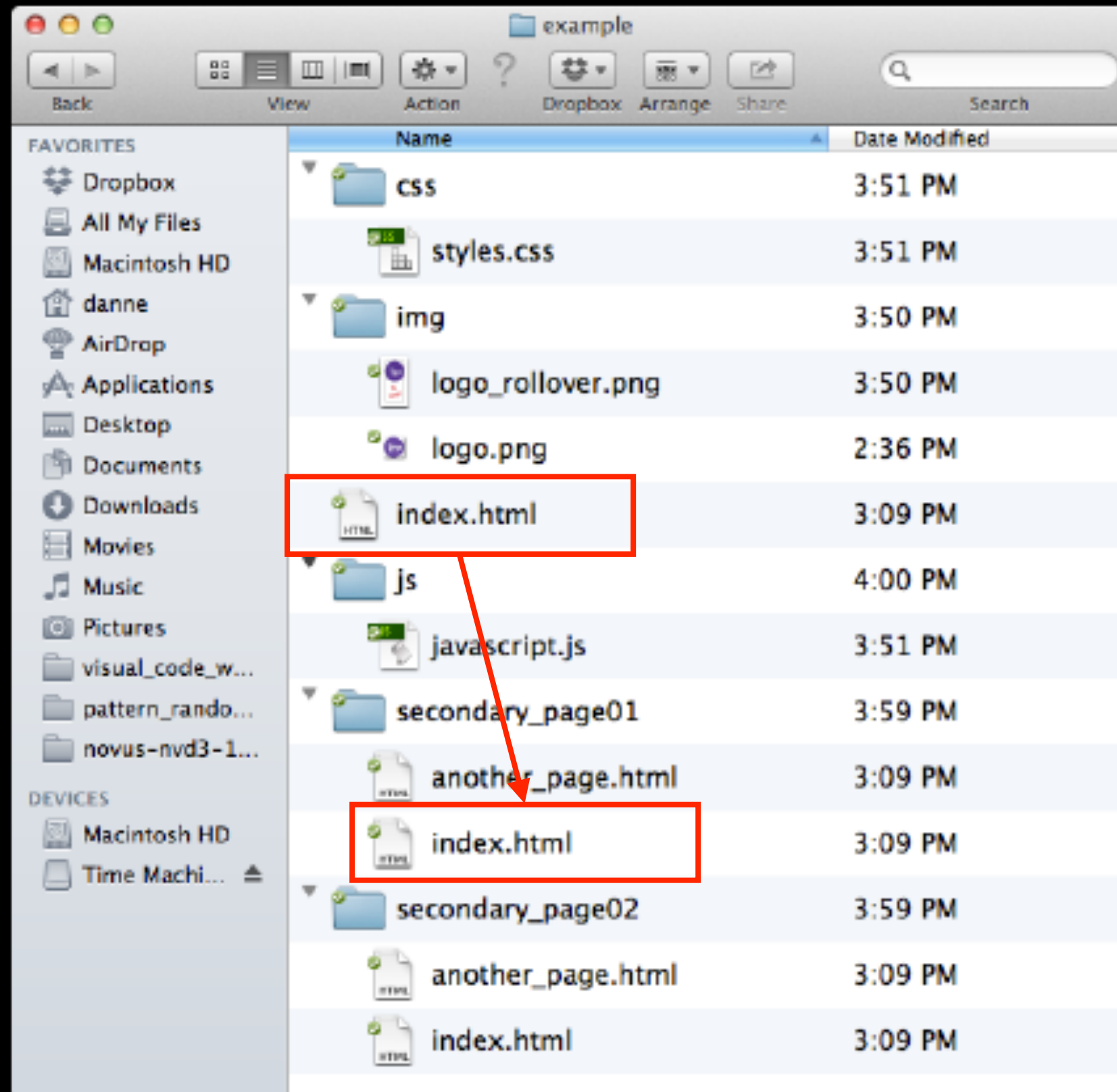
js/javascript.js

File Organization



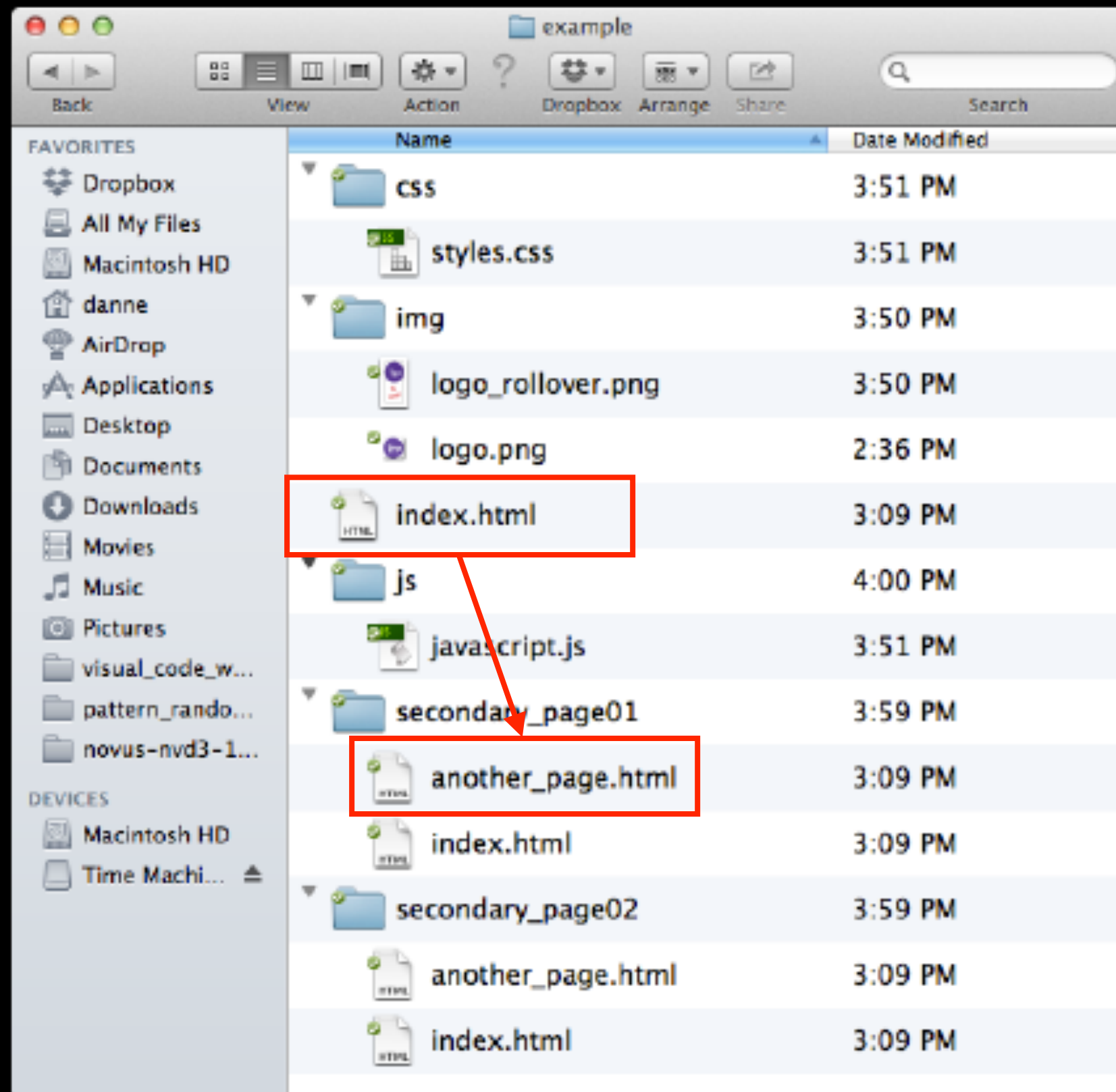
Styles

secondary_page01 or secondary_page01/index.html



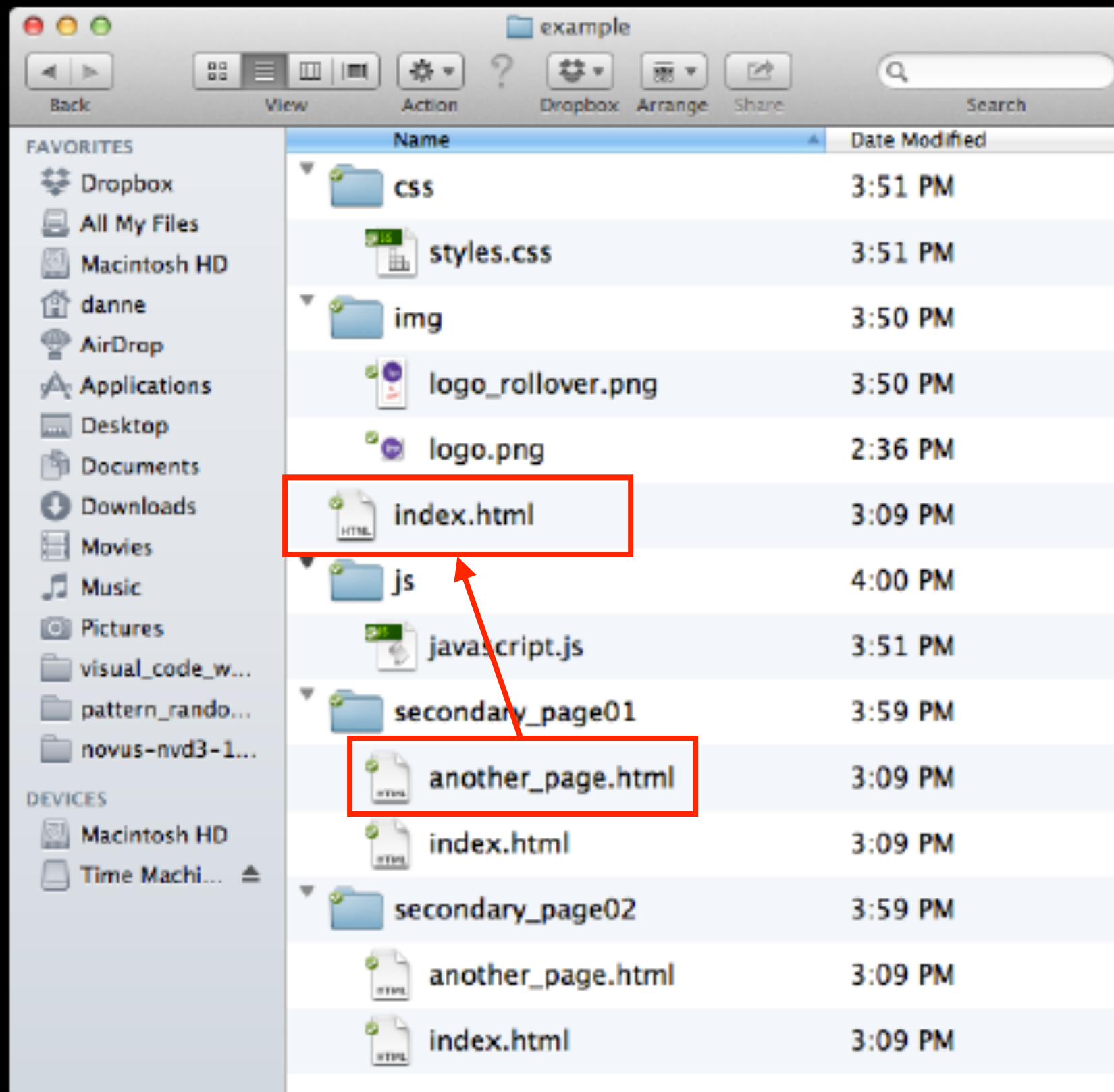
Styles

secondary_page01/another_page.html



Styles

../ or ../index.html

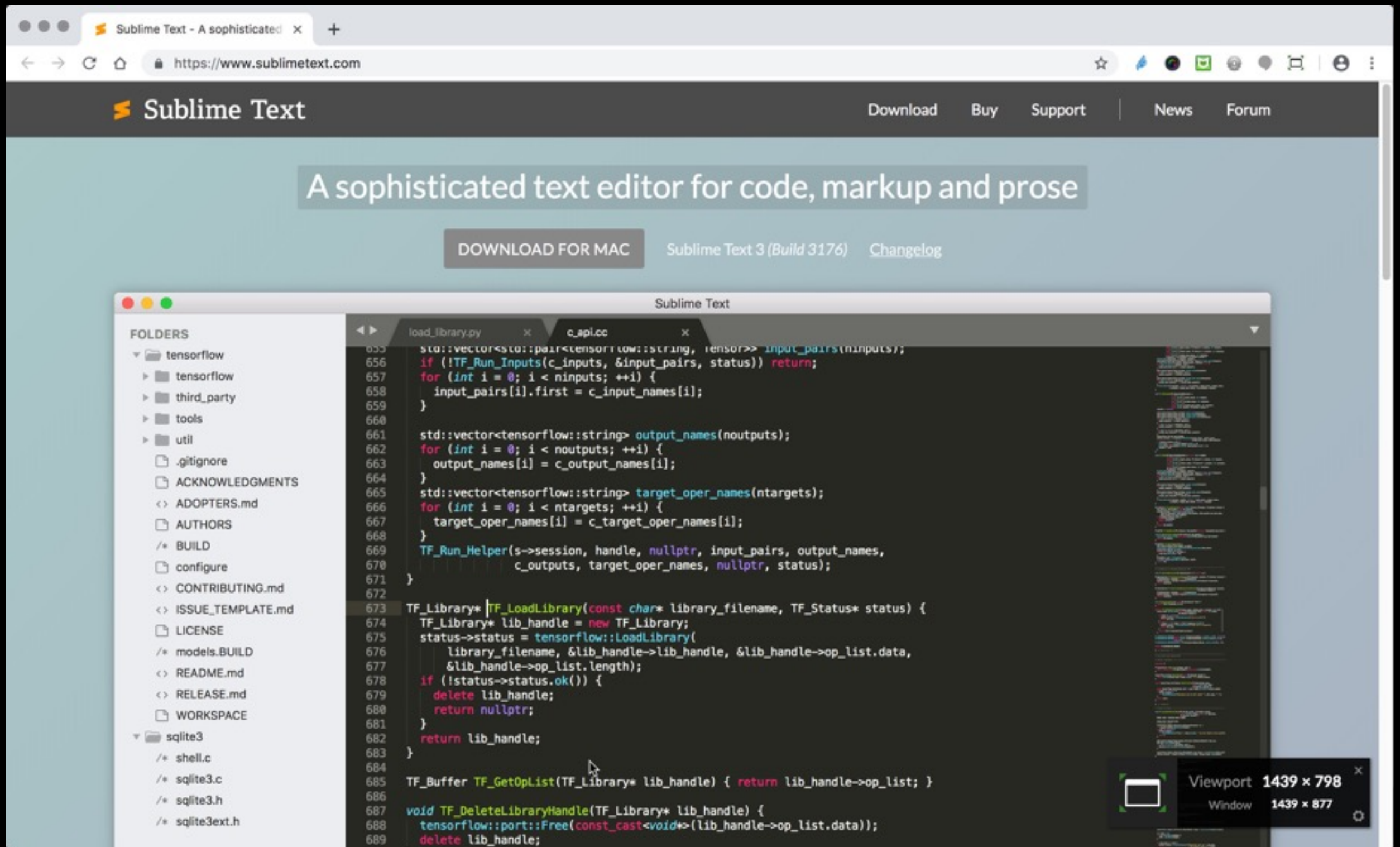


What is HTML used for?

Basic Structure and Elements

- Text
- Links
- Lists
- Images
- Tables
- Forms
- Audio
- Video

Programming Environment



www.sublimetext.com



Header

Interview with Rio Carraeff

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweeney**

If Rio Carraeff succeeds, perhaps only dedicated fans will need to own music. His online music video site, part owned by the two largest record companies, also hopes to have the same impact as MTV and to be as much a YouTube. Check these goals in with that of making the industry less dependent on the purchase of recordings, and for Carraeff there is clearly plenty to do.

Carraeff is the youthful chief executive of Vevo - launched in late 2009 with the backing of three of the four major groups, Sony Music, Universal Music and EMI - who is taking the venture international with a rollout starting in the UK and continental Europe. "Yes, music and sports are the only entertainment categories on the planet that people love that can build audiences at the scale of billions of people," he says. "It's in the business of connecting billions of people to music," adds modestly stated aim.

With global CD sales plummeting by 11.5% last year, Carraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was necessary. If MTV was doing a great job paying royalties, if YouTube [was], there would have been no need. We have invested tons of millions to be responsible for our consumers. We can't sit back and say 'Thank Apple or whatever figure that out'."

Vevo's relationship with Google, the owner of the world's largest video sharing platform YouTube, is also critical. Michael Corio, chief executive of the company, a "partner" and to Mark Sweeney described it as a "partner". Despite the combination relationship the music industry has historically had with players in the digital space, Carraeff prefers to characterise Vevo's dealings with YouTube as "synergistic" - although "declaration of independence" would be more appropriate.

"We said 'let's figure out how to work with them,'" he explains. "There are no duplicate copies [of music videos] on YouTube, there were thousands before, the official versions are only available



Video versions ... Rio Carraeff says "If MTV was doing a

We are about access: it is the only scalable

if it were building TV content

Read more on
MediaGuardian.co.uk

Digital economy or bust
Part 11 in which the team turn up
the volume with inside track on
The X Factor - and get a glimpse
of the future

Coming up this week
Monday: Shortlists for Student
Media Awards announced
Wednesday to Friday: Coverage of
the RTS-Cambridge Convention



Structure

Text

Interview with Rio Caraeff

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweney**

If Rio Caraeff succeeds, perhaps only download fees will need to pay for music. His online music video site, part owned by the two largest record companies, also hopes to have the same impact as MTV and to be as successful as YouTube. Check these goals in with that of making the industry less dependent on the purchase of recordings, and for Caraeff there is clearly plenty to do.

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Vevo's relationship with Google, the owner of the world's largest video sharing platform YouTube, is close. It is critical. Michael Corio, chief executive of the company, said he and Caraeff would be "partners" and to "make the combination into a 'better'". Despite the combination, Vevo is not the music industry's first foray into the digital space. Caraeff prefers to characterize Vevo's dealings with YouTube as "syndication" - although "dedication of independence" would be more appropriate.

"We said 'let's figure out how to work with them,'" he explains. "There are no duplicate copies [of music videos] on YouTube, there were thousands before, the official versions are only available



Video versions ... Rio Caraeff says "If MTV was doing a

We are about access: it is the only scalable

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MediaGuardian.co.uk

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Structure



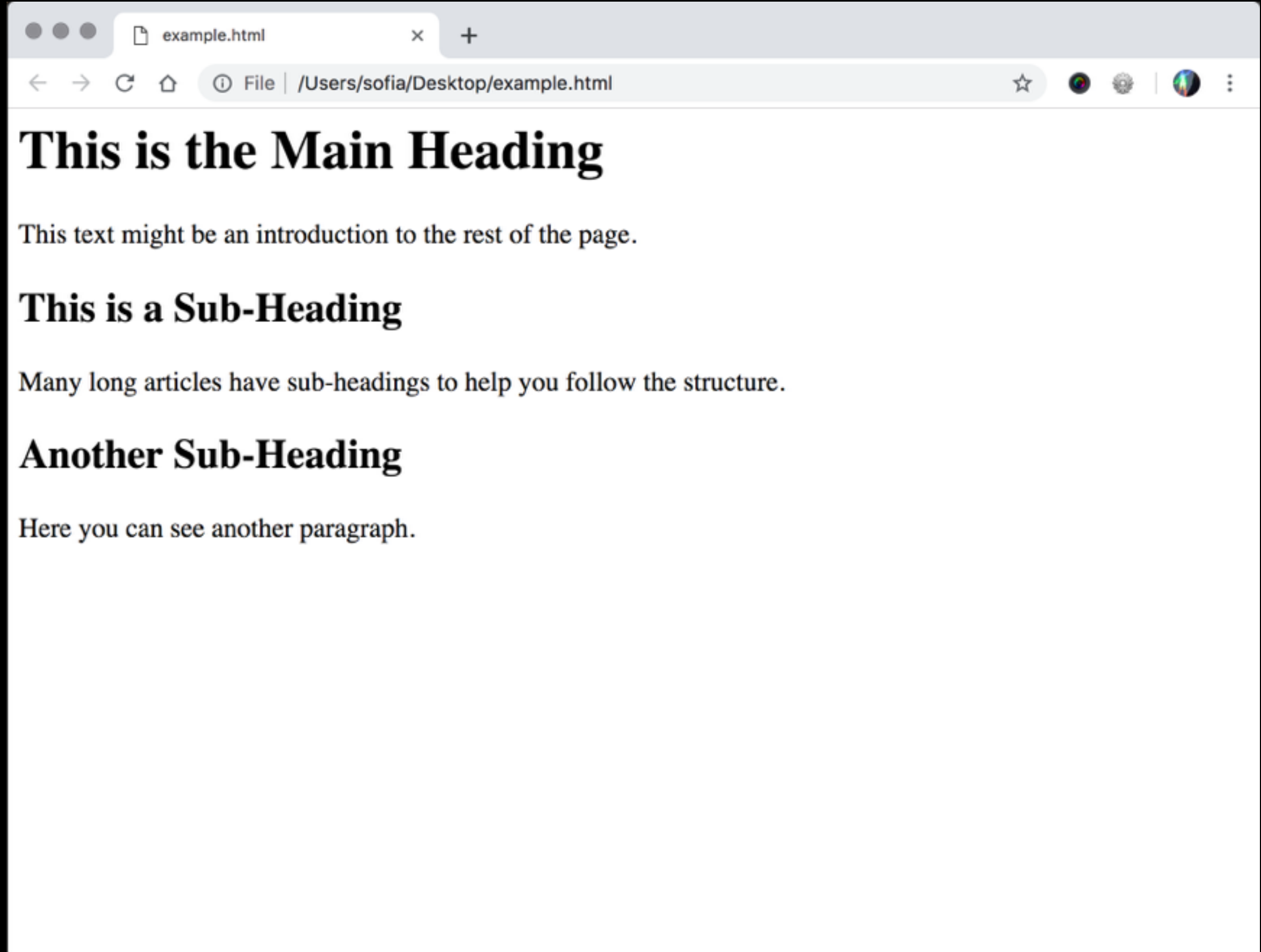
Structure



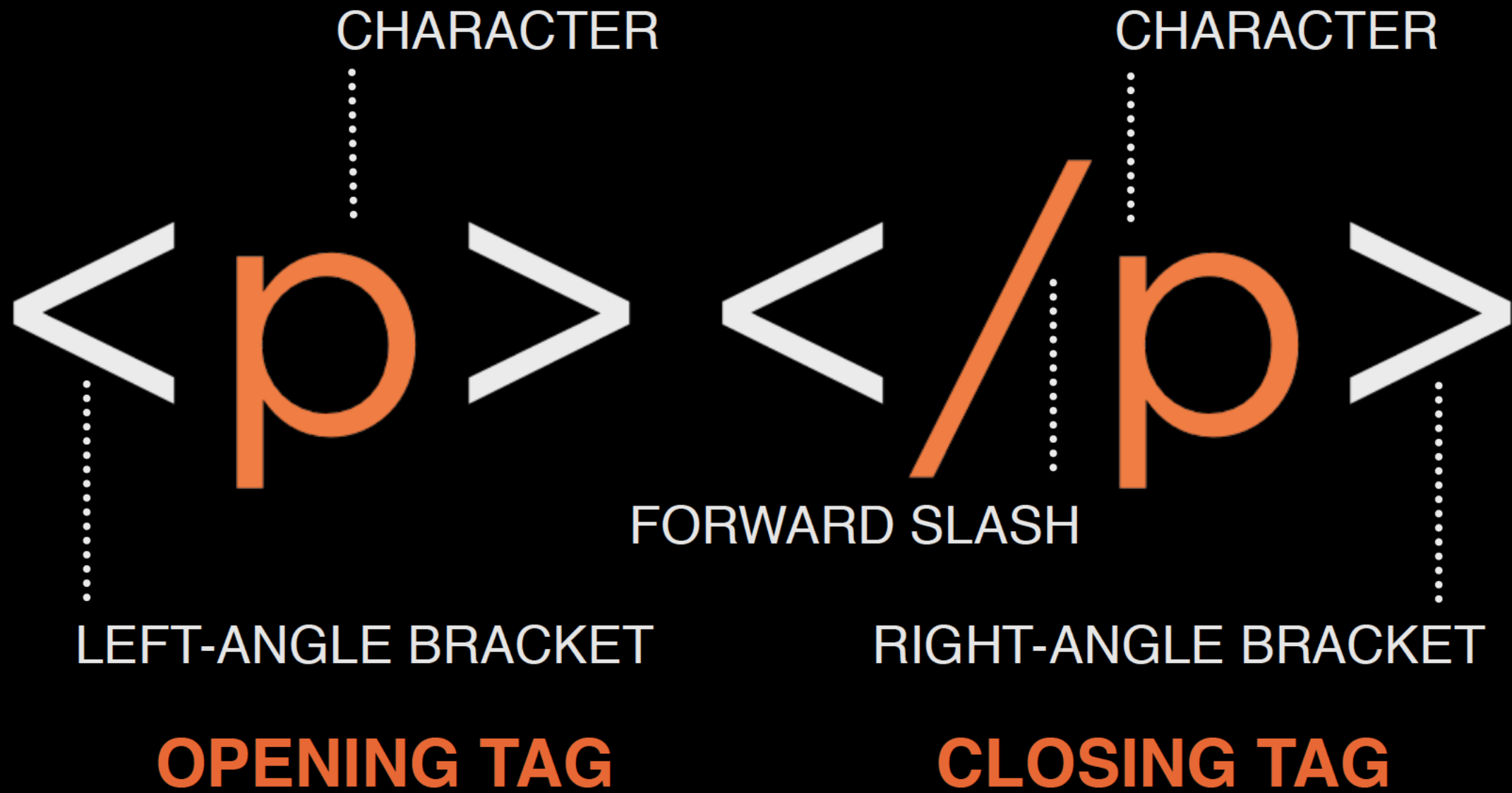
Structure

```
<html>  
  <body>  
    <h1>This is the Main Heading</h1>  
    <p>This text might be an introduction to the rest  
      of the page.</p>  
    <h2>This is a Sub-Heading</h2>  
    <p>Many long articles have sub-headings to help  
      you follow the structure.</p>  
    <h2>Another Sub-Heading</h2>  
    <p>Here you can see another paragraph.</p>  
  </body>  
</html>
```

Structure



Structure



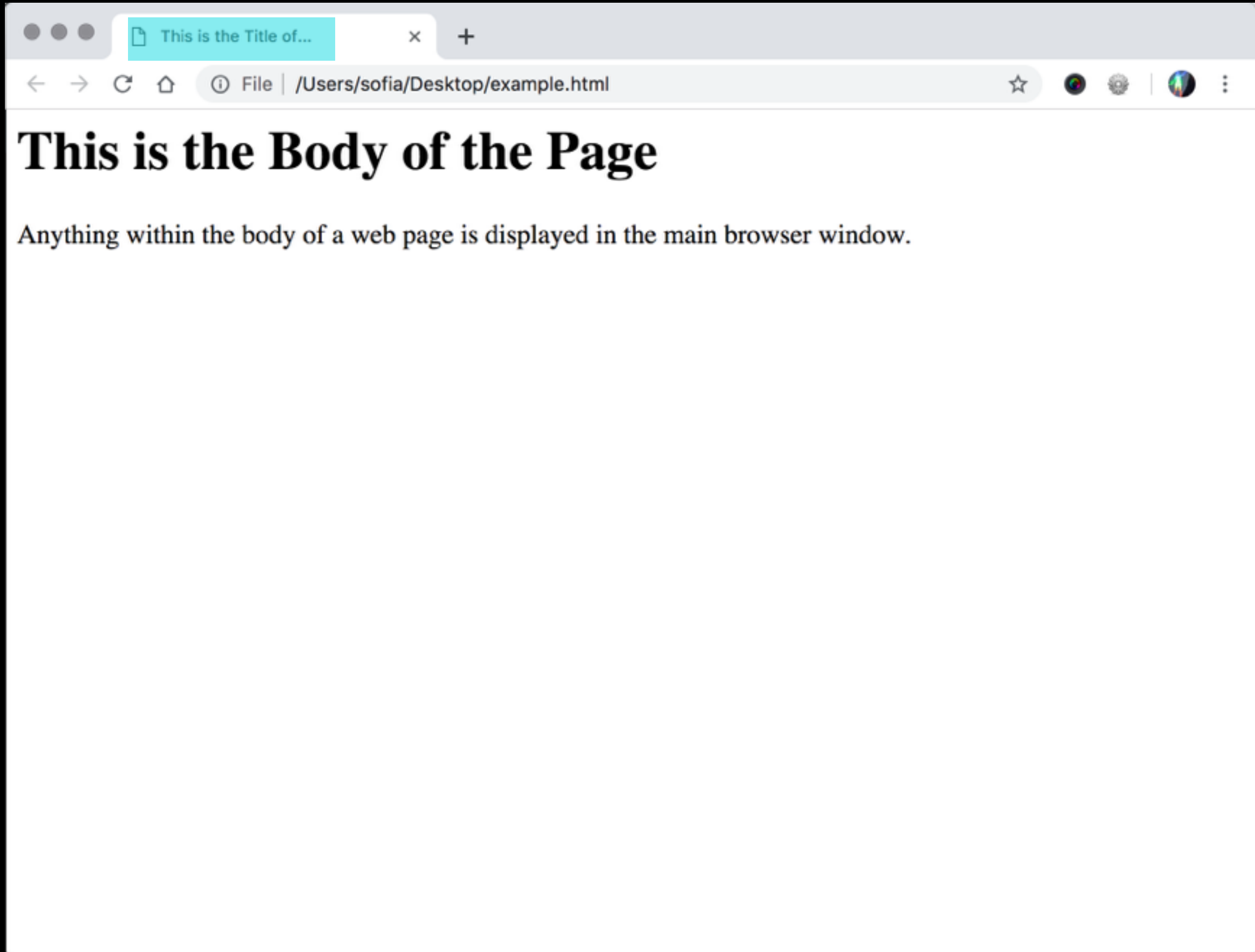
Structure

```
<html>
  <head>
    <title>This is the Title of...</title>
  </head>
  <body>
    <h1>This is the Body of the Page</h1>
    <p>Anything within the body of a web
      page is displayed in the main
      browser window.</p>
  </body>
</html>
```

Structure

```
<html>
  <head>
    <title>This is the Title of...</title>
  </head>
  <body>
    <h1>This is the Body of the Page</h1>
    <p>Anything within the body of a web
      page is displayed in the main
      browser window.</p>
  </body>
</html>
```

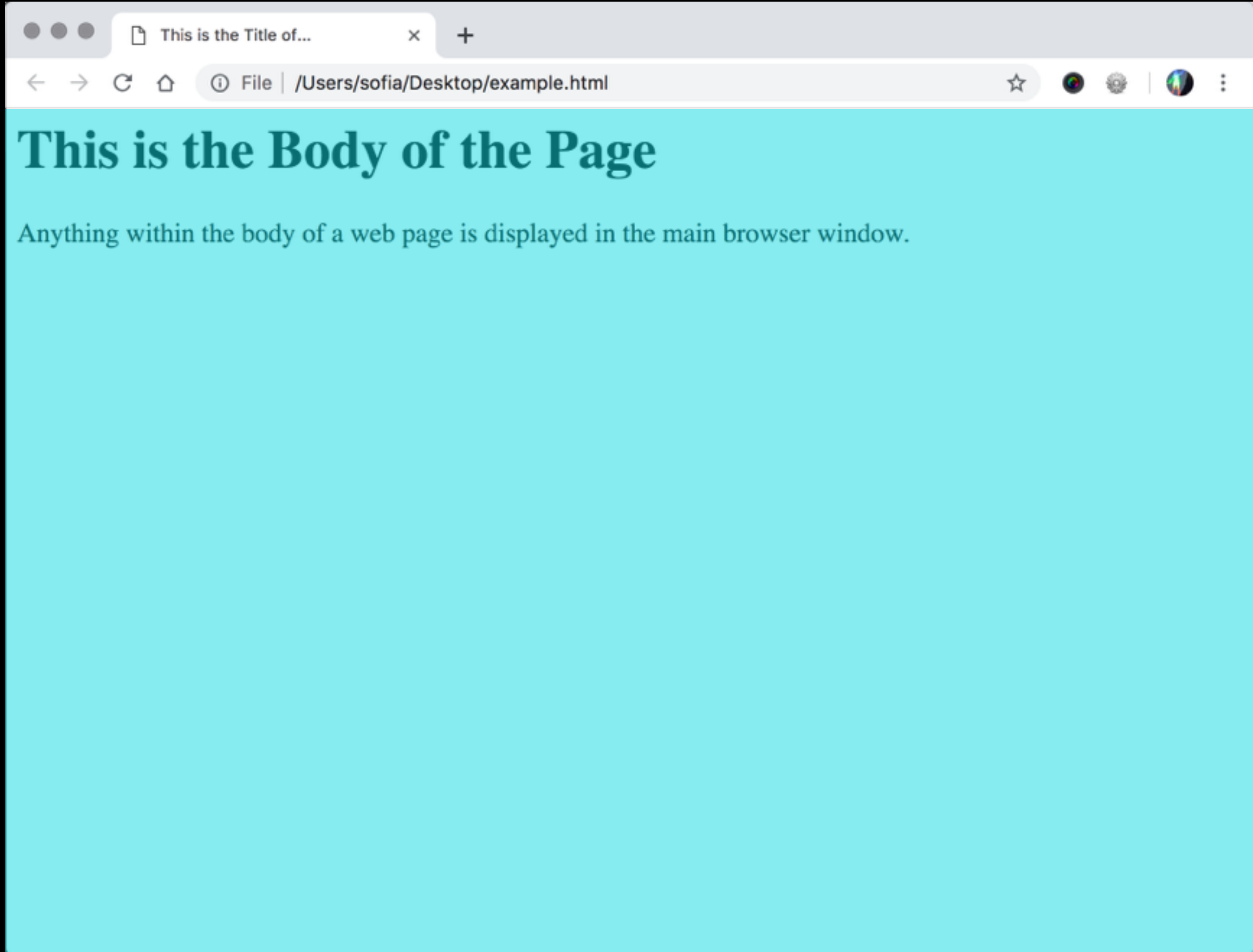
Structure



Structure

```
<html>
  <head>
    <title>This is the Title of...</title>
  </head>
  <body>
    <h1>This is the Body of the Page</h1>
    <p>Anything within the body of a web
      page is displayed in the main
      browser window.</p>
  </body>
</html>
```

Structure



Learning HTML involves...

- Learning a list of elements or tags
- And how to use them appropriately

Headings

HTML

```
<h1>This is a Main Heading</h1>  
<h2>This is a level 2 heading</h2>  
<h3>This is a level 3 heading</h3>  
<h4>This is a level 4 heading</h4>  
<h5>This is a level 5 heading</h5>  
<h6>This is a level 6 heading</h6>
```

This is a Main Heading

This is a Level 2 Heading

This is a Level 3 Heading

This is a Level 4 Heading

This is a Level 5 Heading

This is a Level 6 Heading

Paragraphs

HTML

`<p>`A paragraph consists of one or more sentences that form a self-contained unit of discourse. The start of a paragraph is indicated by a new line.`</p>`

`<p>`Text is easier to understand when it is split up into units of text. For example, a book may have chapters. Chapters can have subheadings. Under each heading will be one or more paragraphs.`</p>`

Paragraphs

RESULT

A paragraph consists of one or more sentences that form a self-contained unit of discourse. The start of a paragraph is indicated by a new line.

Text is easier to understand when it is split up into units of text. For example, a book may have chapters. Chapters can have subheadings. Under each heading there will be one or more paragraphs.

Bold and Italic

HTML

```
<p>This is how we make a word appear  
<b>bold</b>.</p>  
<p>This is how we make a word appear  
<i>italic</i>.</p>
```

Bold and Italic

RESULT

This is how we make a word appear **bold**.

This is how we make a word appear *italic*.

Superscript and Subscript

HTML

```
<p>On the 4<sup>th</sup> September you  
will learn about E=MC<sup>2</sup>.</p>  
<p>The amount of CO<sub>2</sub> in the  
atmosphere grew by 2ppm in  
2009<sub>1</sub>.</p>
```

Superscript and Subscript

RESULT

On the 4th of September you will learn about $E=MC^2$.

The amount of CO₂ in the atmosphere grew by 2ppm in 2009₁.

Whitespace is Ignored

HTML

```
<p>The      moon is  
  
drifting   away      from the  
earth.</p>
```

Text

Whitespace is Ignored

RESULT

The moon is drifting away from Earth.

Line Breaks

HTML

```
<p>The Earth<br />gets one hundred tons  
heavier every day<br />due to falling  
space dust.</p>
```

Text

Line Breaks

RESULT

The Earth
gets one hundred tons heavier every day
due to falling space dust.

Links

```
<a href="http://www.imdb.com">IMDB</a>
```

THE PAGE THE **LINK**
TAKES YOU TO



```
<a href="http://www.imdb.com">IMDB</a>
```

THE PAGE THE **LINK**
TAKES YOU TO

`<a href="http://www.imdb.com">IMDB</a>`

THE **TEXT** THE USER
CLICKS ON

Link to Other Sites

HTML

```
<a href="http://www.empireonline.com">  
Empire</a>
```

Link to Other Sites

RESULT

[Empire](#)

Link to Other Pages on Same Site

HTML

```
<ul>
  <li><a href="index.html">Home</a></li>
  <li><a href="about.html">About</a></li>
  <li><a href="movies.html">Movies</a></li>
  <li><a href="contact.html">Contact</a></li>
</ul>
```

Link to Other Pages on Same Site

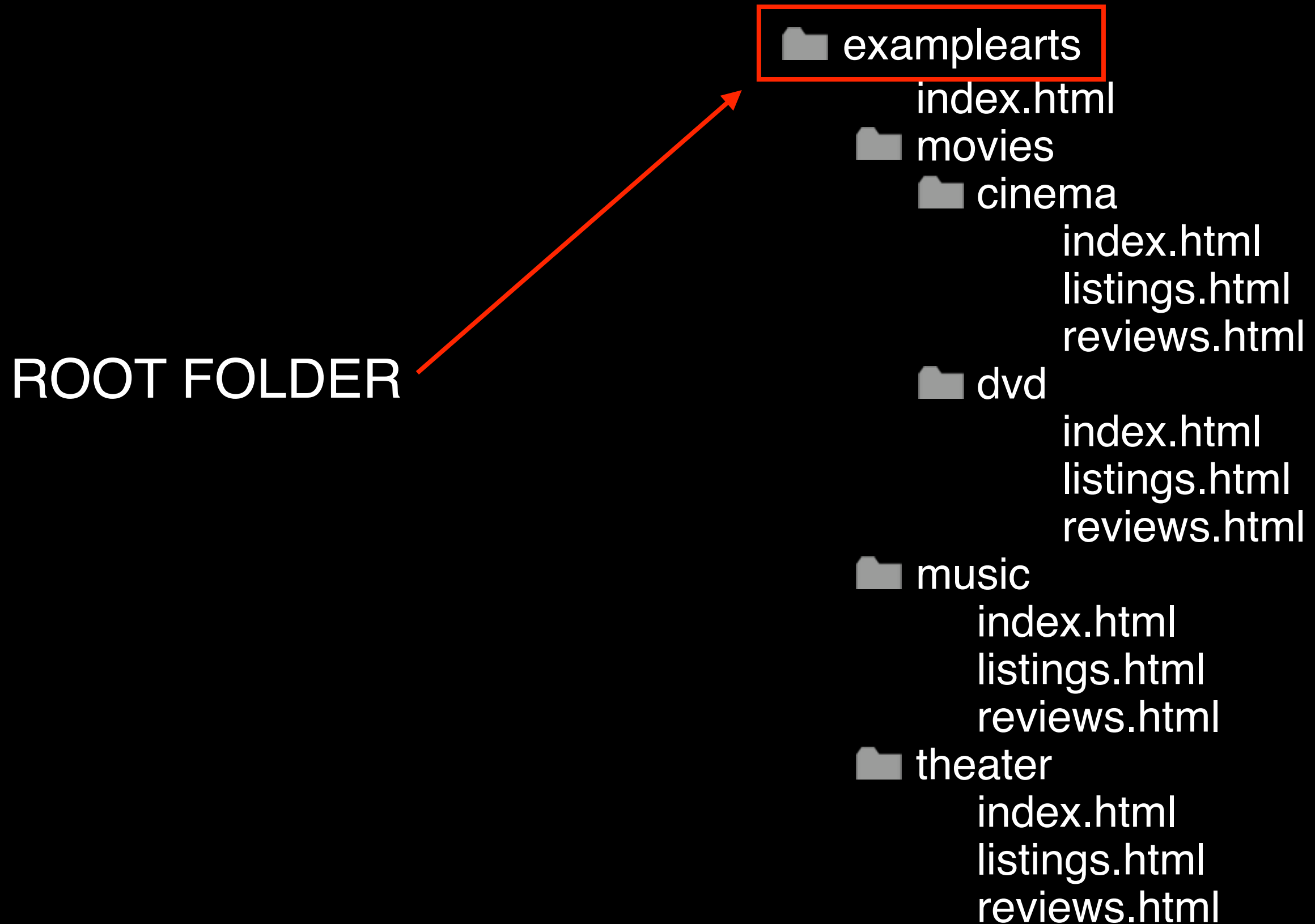
RESULT

- [Home](#)
- [About](#)
- [Movies](#)
- [Contact](#)

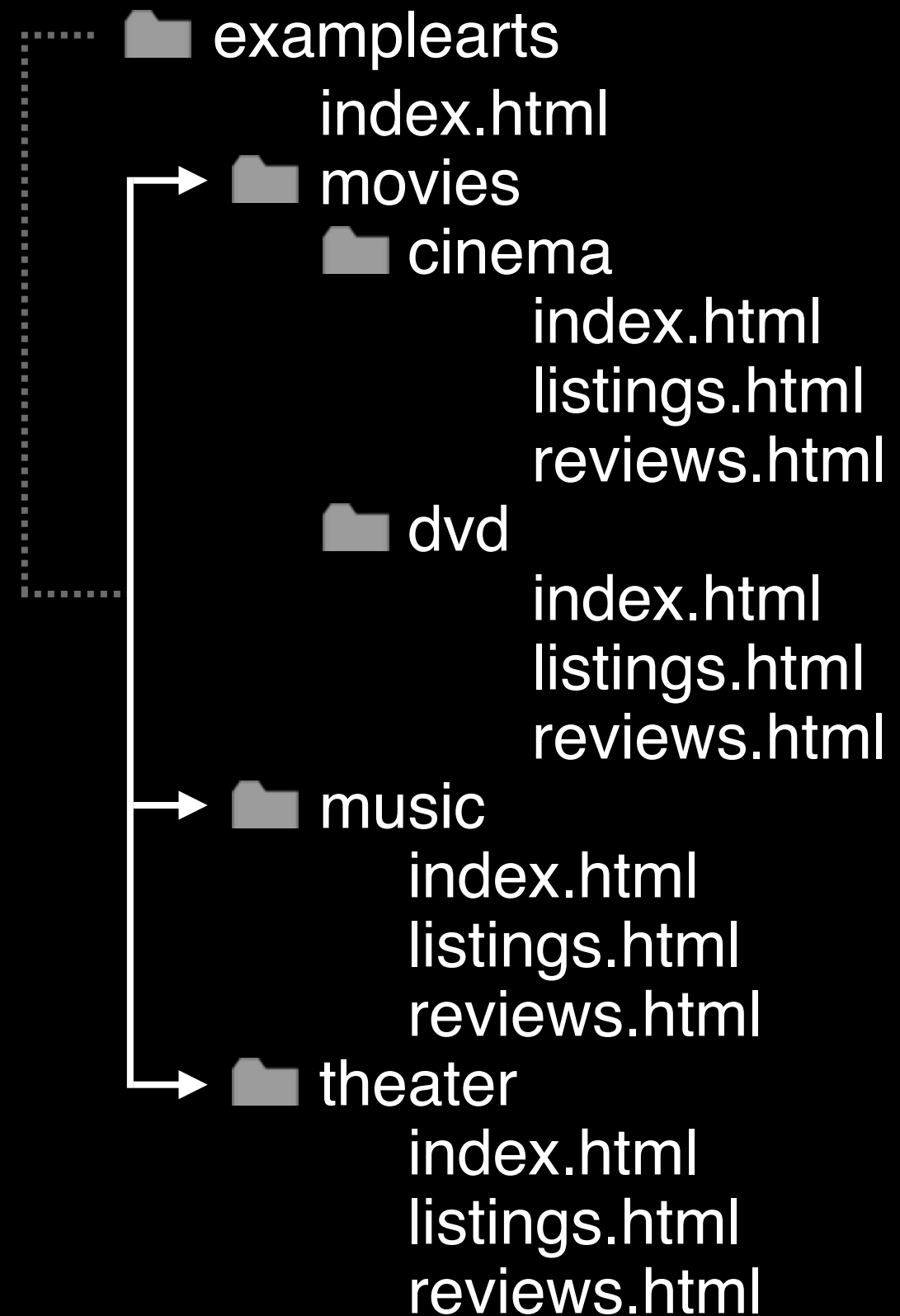
File Structure

```
examplearts
├── index.html
├── movies
│   ├── cinema
│   │   ├── index.html
│   │   ├── listings.html
│   │   └── reviews.html
│   └── dvd
│       ├── index.html
│       ├── listings.html
│       └── reviews.html
├── music
│   ├── index.html
│   ├── listings.html
│   └── reviews.html
└── theater
    ├── index.html
    ├── listings.html
    └── reviews.html
```

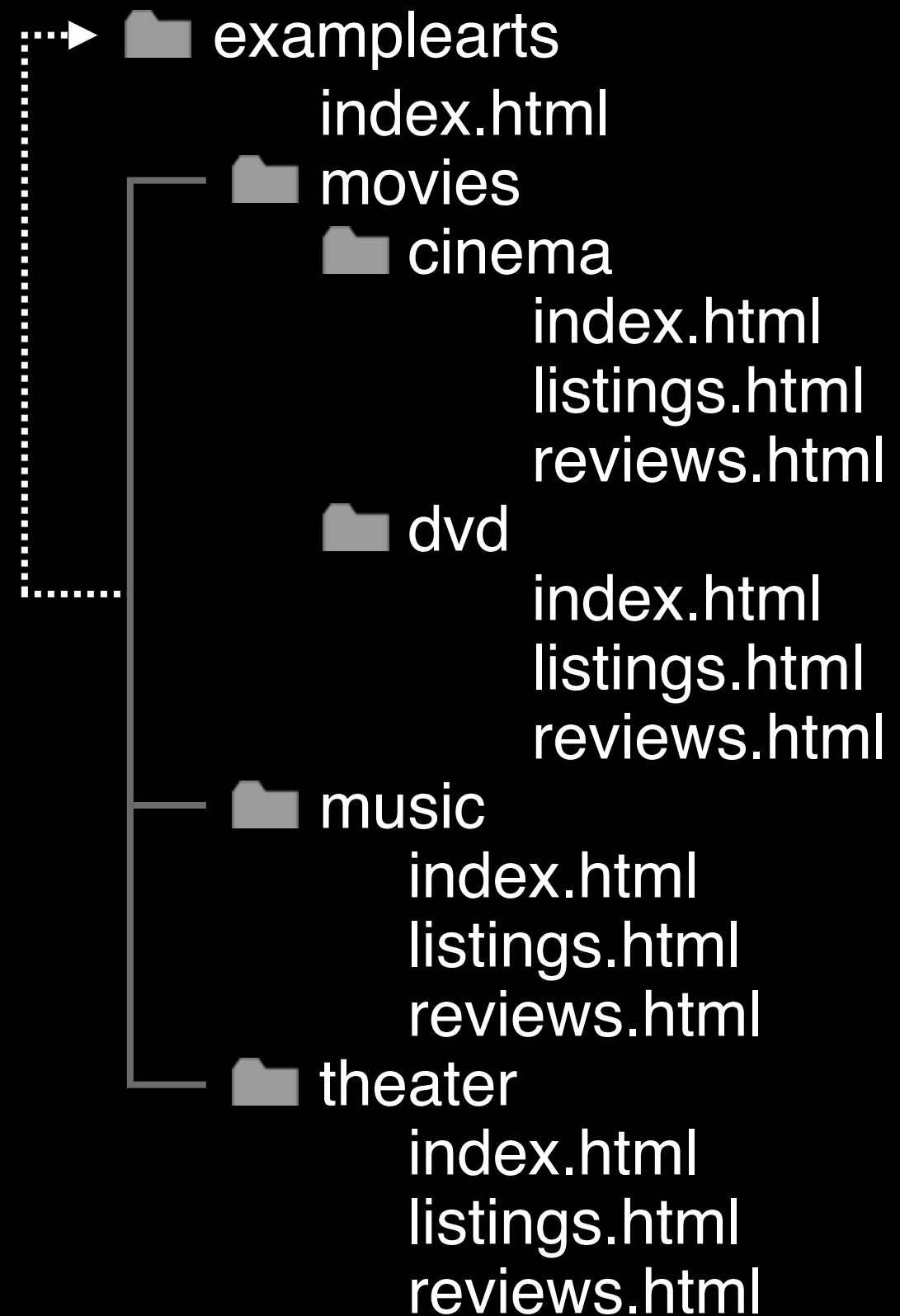
Links



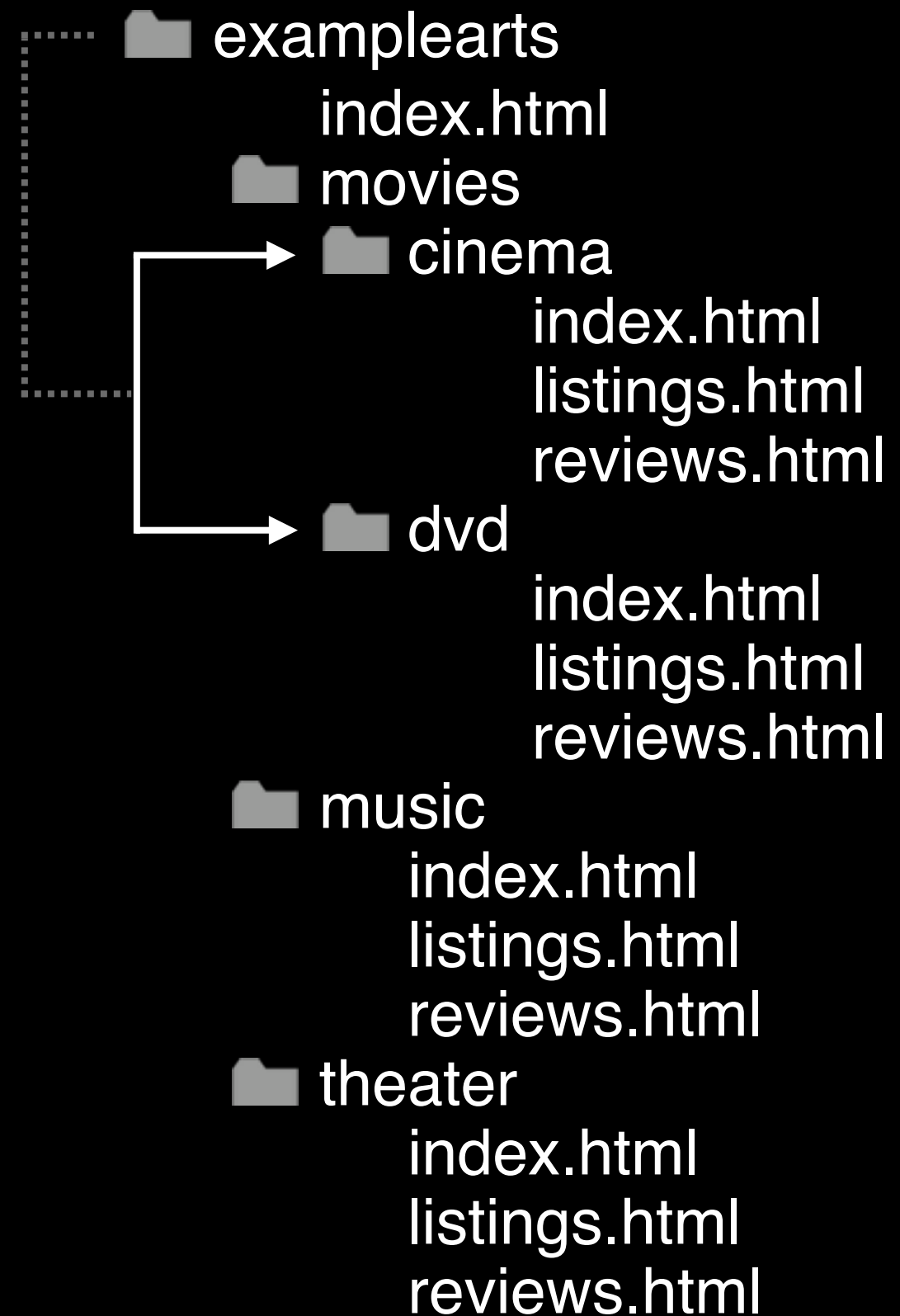
CHILD Folders



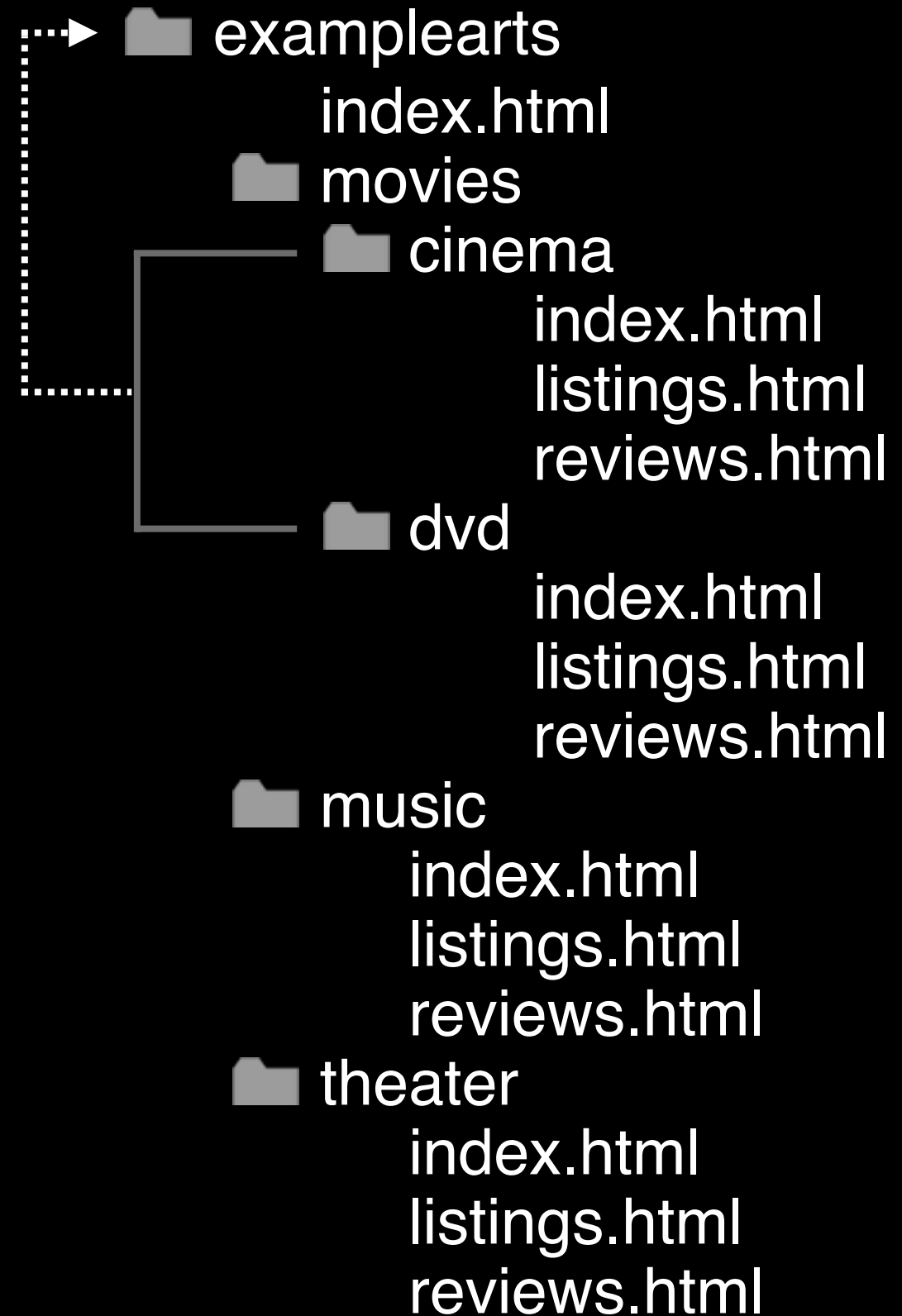
PARENT Folder



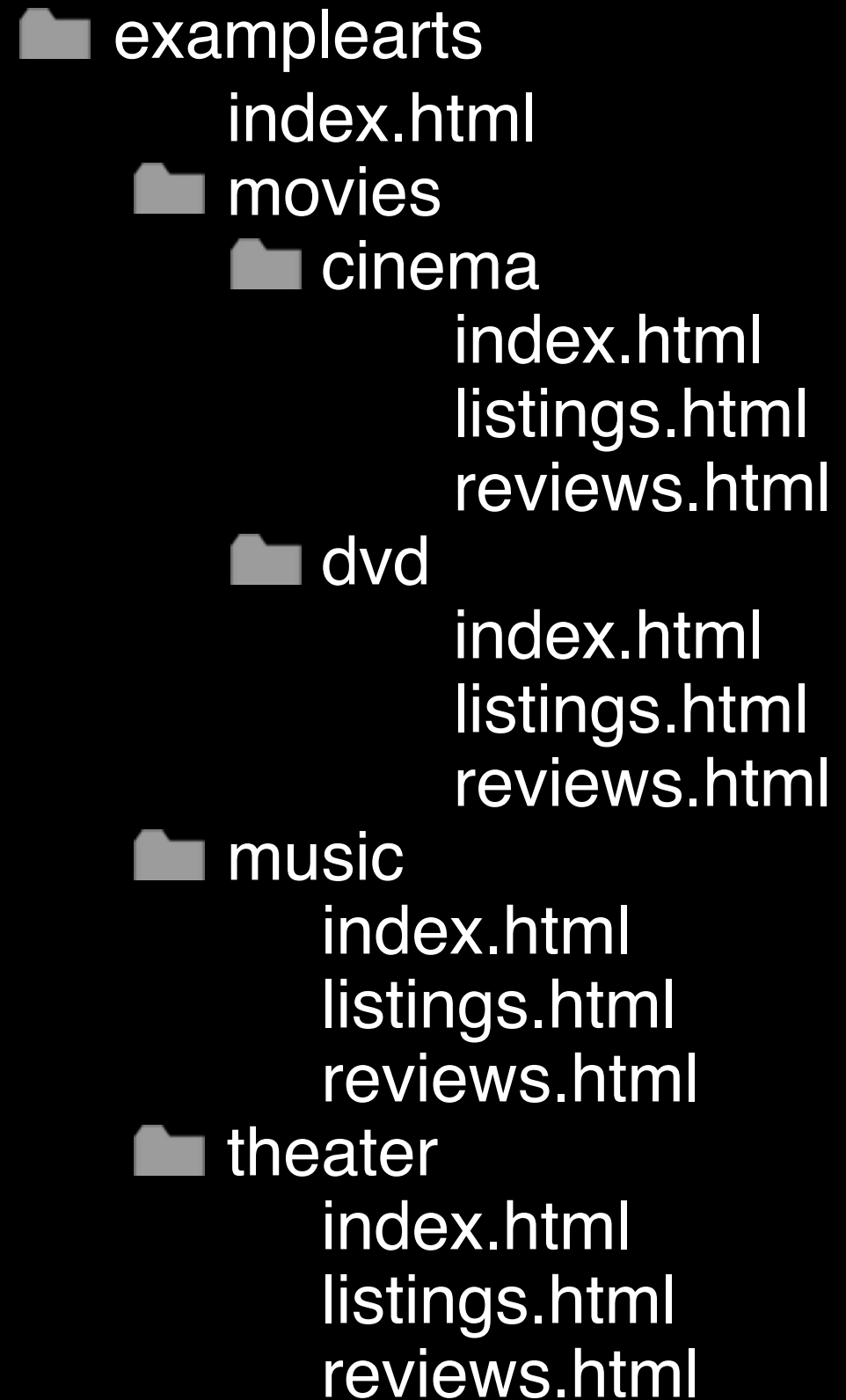
GRANDCHILD Folders



GRANDPARENT Folder



Relative URLs



Links

SAME

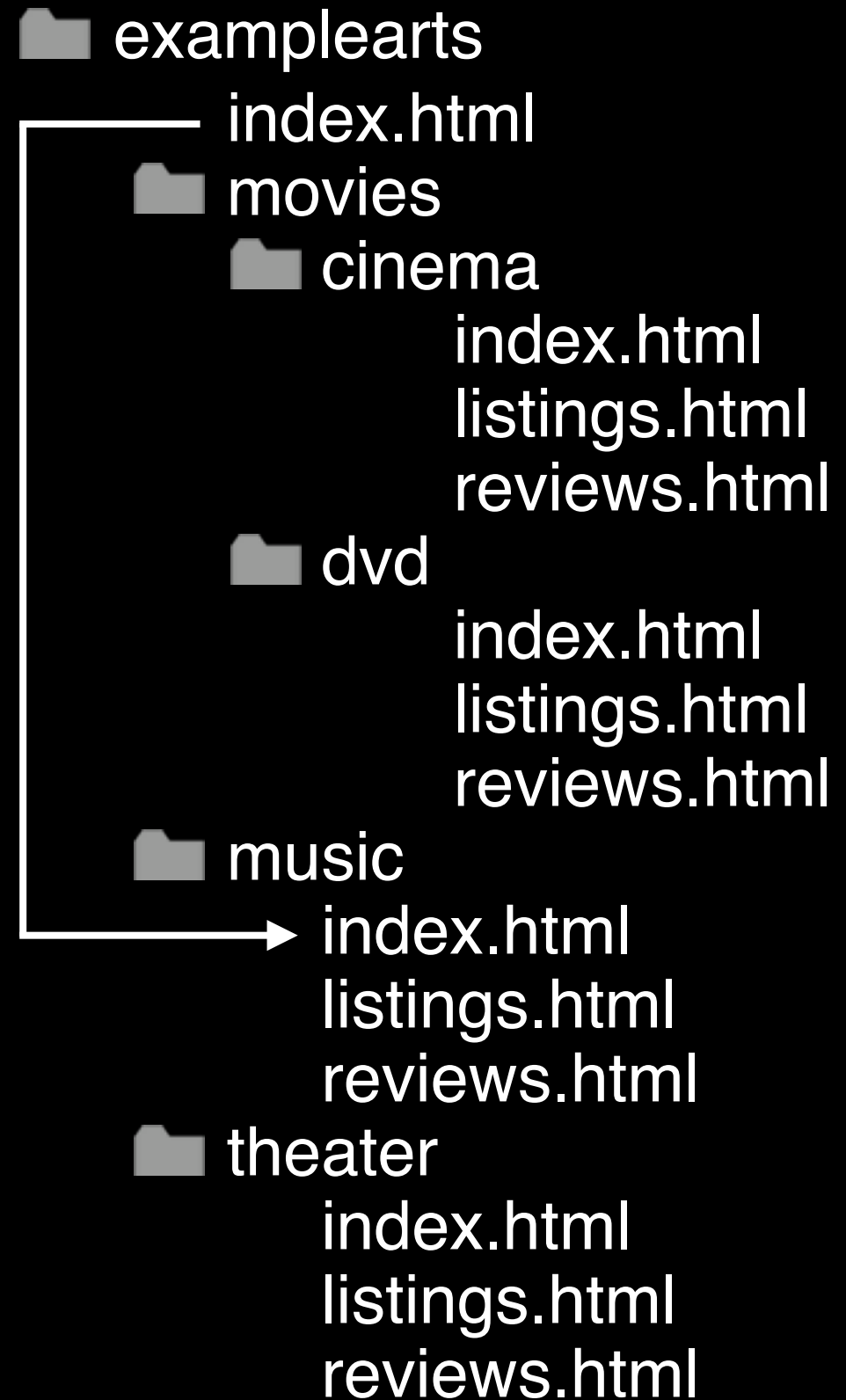
reviews.html



Links

CHILD

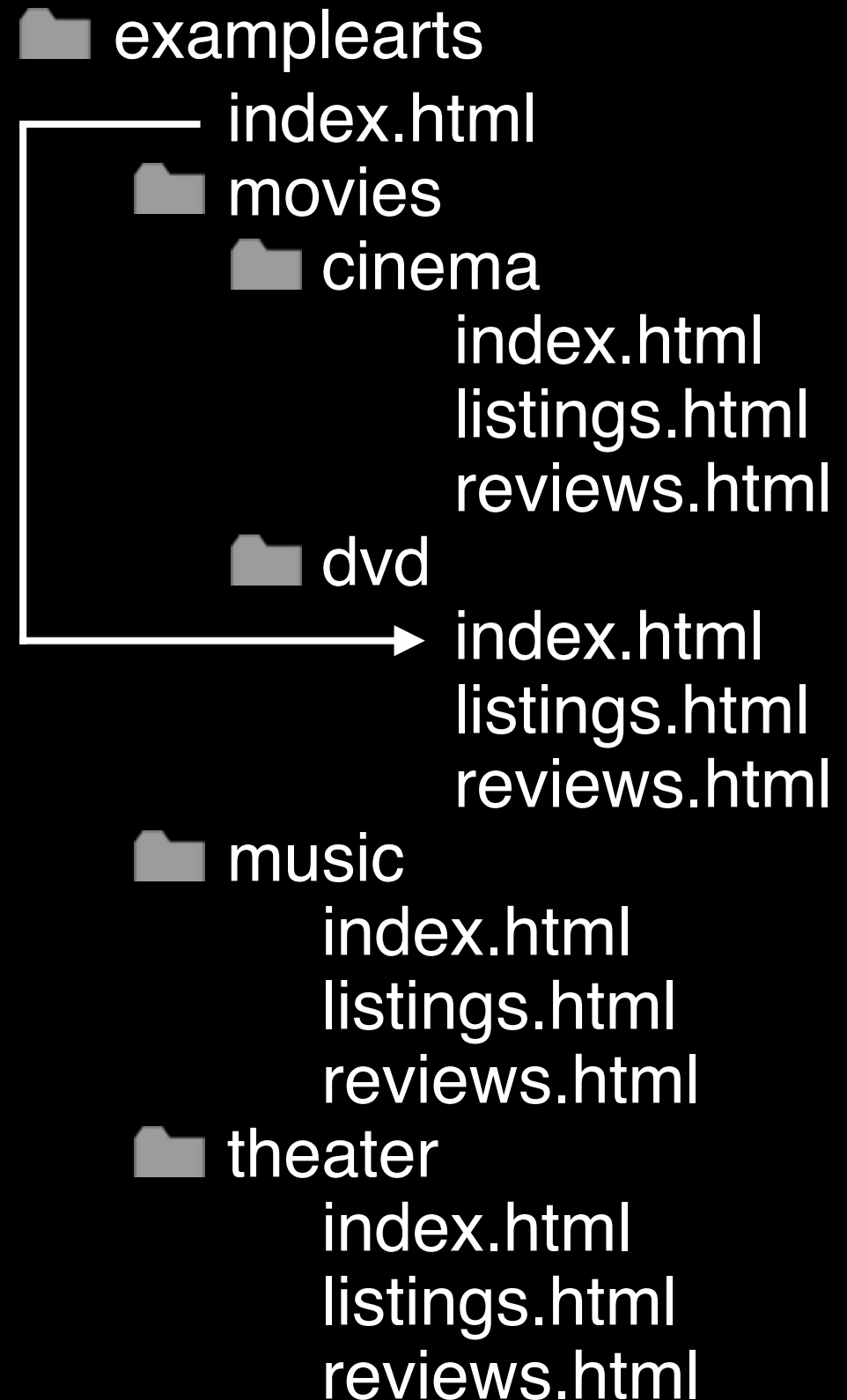
`music/index.html`



Links

GRANDCHILD

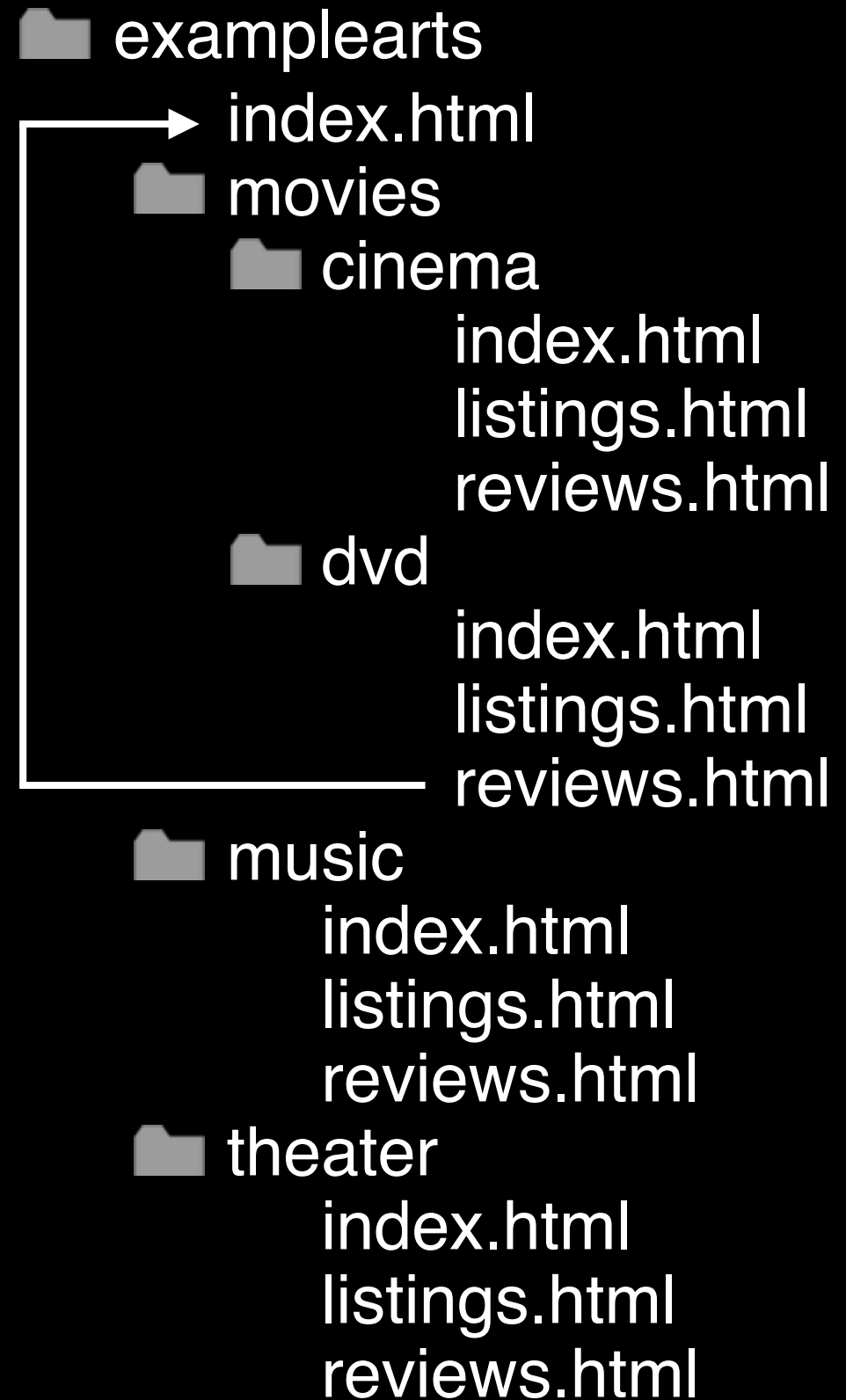
`movies/dvd/index.html`



Links

GRANDPARENT

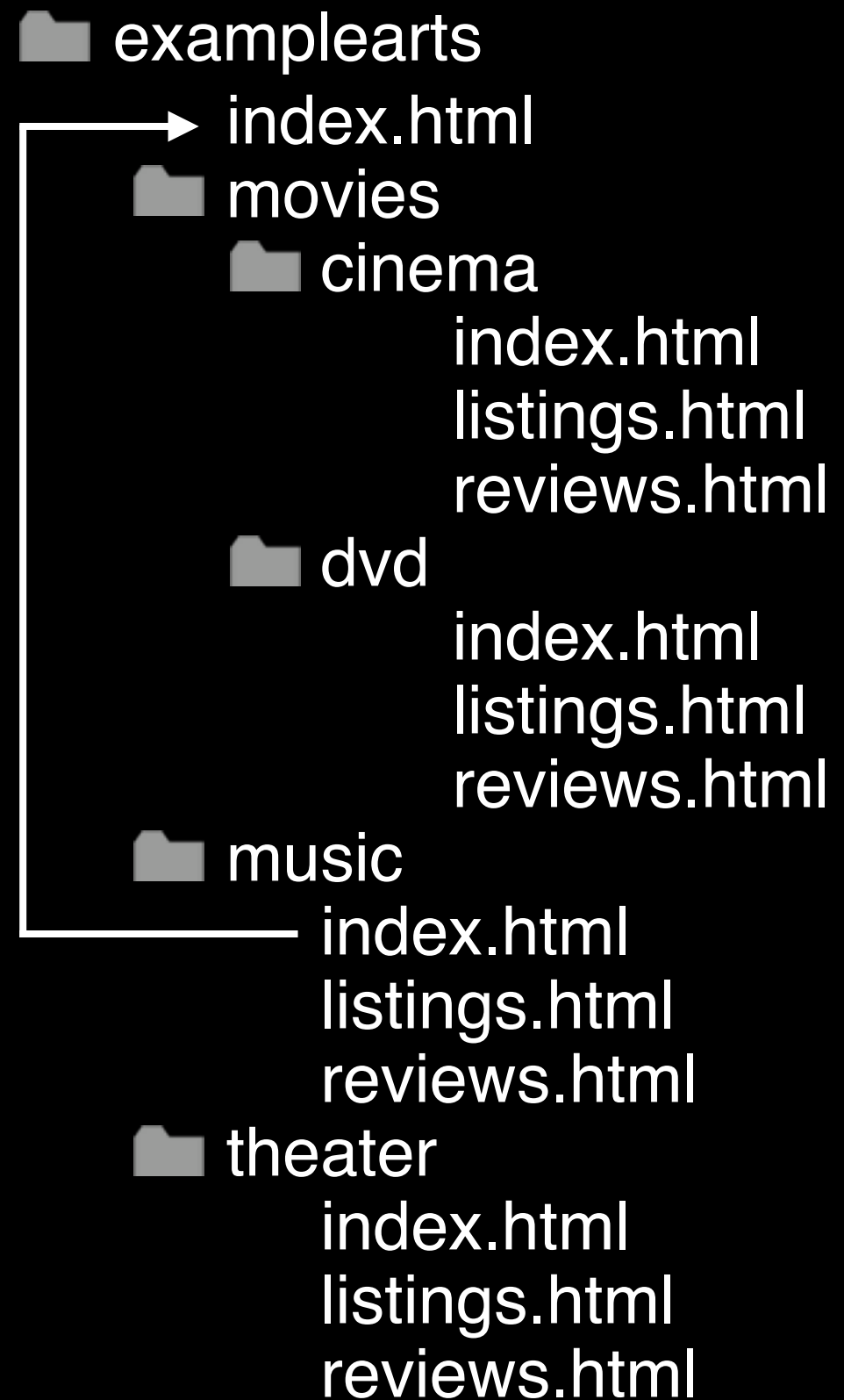
`../../index.html`



Links

PARENT

`../index.html`



Links

- examplearts
 - index.html
 - movies
 - cinema
 - index.html
 - listings.html
 - reviews.html
 - dvd
 - index.html
 - listings.html
 - reviews.html
 - music
 - index.html
 - listings.html
 - reviews.html
 - theater
 - index.html
 - listings.html
 - reviews.html

Links

Email Link

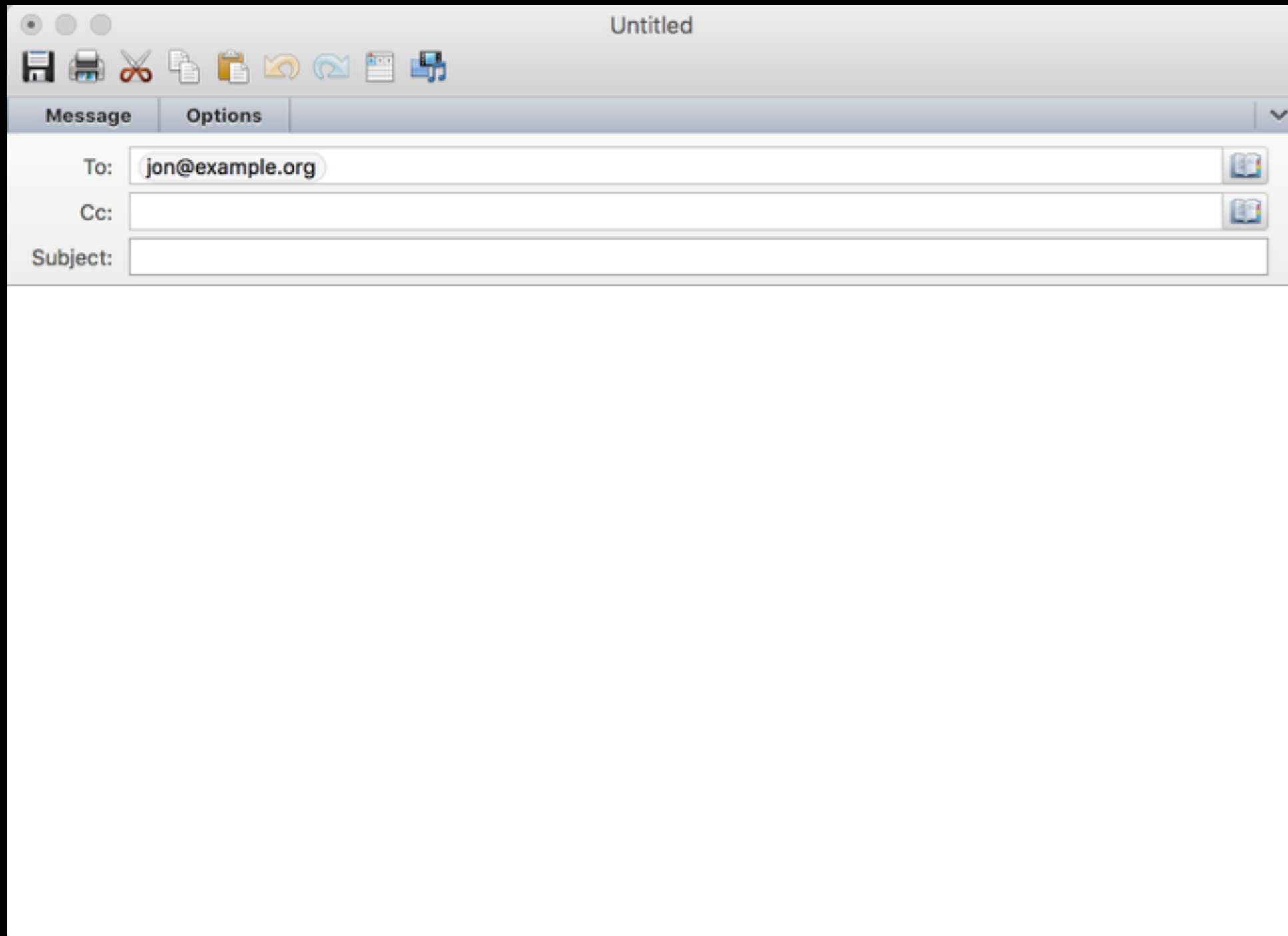
HTML

```
<a href="mailto:jon@example.org">  
    Email Jon  
</a>
```

Links

Email Link

RESULT



The screenshot shows a window titled "Untitled" with a toolbar containing icons for save, print, cut, copy, paste, undo, redo, and delete. Below the toolbar are two tabs: "Message" and "Options". The "Message" tab is active, displaying a form with three fields: "To:" with the value "jon@example.org", "Cc:" which is empty, and "Subject:" which is empty. Each field has a small icon to its right. The main body of the window is a large, empty white area.

Opening Links in a New Window

HTML

```
<a href="http://www.imdb.com" target="_blank">  
Internet Movie Database  
</a> (opens in a new window)
```

Opening Links in a New Window

RESULT

[Internet Movie Database](#) (opens in new window)

Link to a Specific Part of the Same Page

HTML

```
<h1 id="top">Film-Making Terms</h1>
<a href="#arc_shot">Arc Shot</a><br />
<a href="#interlude">Interlude</a><br />
<a href="#prologue">Prologue</a><br /><br />

<h2 id="arc_shot">Arc Shot</h2>
<p>A shot in which the subject is
  photographed...</p>

<h2 id="interlude">Interlude</h2>
<p>A brief, intervening film scene...</p>

<h2 id="prologue">Prologue</h2>
<p>A speech, preface, introduction...</p>

<p><a href="#top">Top</a></p>
```

Link to a Specific Part of the Same Page

RESULT

Film-Making Terms

[Arc Shot](#)
[Interlude](#)
[Prologue](#)

Arc Shot

A shot in which the subject is photographed by an encircling or moving camera

Interlude

A brief, intervening film scene or sequence, not specifically tied to the plot, that appears within a film

Prologue

A speech, preface, introduction, or brief scene preceding the main action or plot of a film; contrast to epilogue

[Top](#)

Link to a Specific Part of the Same Page

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<a href="#prologue">
  Prologue</a><br /><br />

<h2 id="prologue">
  Prologue</h2>

<a href="#top">Top</a>
```

Film-Making Terms

[Arc Shot](#)
[Interlude](#)
[Prologue](#)

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Link to a Specific Part of the Same Page

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<a href="#prologue">
  Prologue</a><br /><br />

<h2 id="prologue">
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<a href="#top">Top</a>
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Film-Making Terms

[Arc Shot](#)
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Film-Making Terms



[Arc Shot](#)
[Interlude](#)
[Prologue](#)

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In Class Assignment

1. Write down all your dimensions and measurements.
2. Make a list of all your typefaces, type sizes, type colors, background colors, etc.
3. Put together a root folder that has a folder for your css and images.
4. Start creating all your images and putting them into your images folder.

Homework

Put together your presentations for next week. Have a slide that covers each of the bullet points below:

1. Description of your website
2. Market research and competitive audits
3. Sitemap, Sketches and Wireframes
4. Homepage Designs
5. Secondary Page Designs

Add a PDF of your presentation to the shared Dropbox folder.