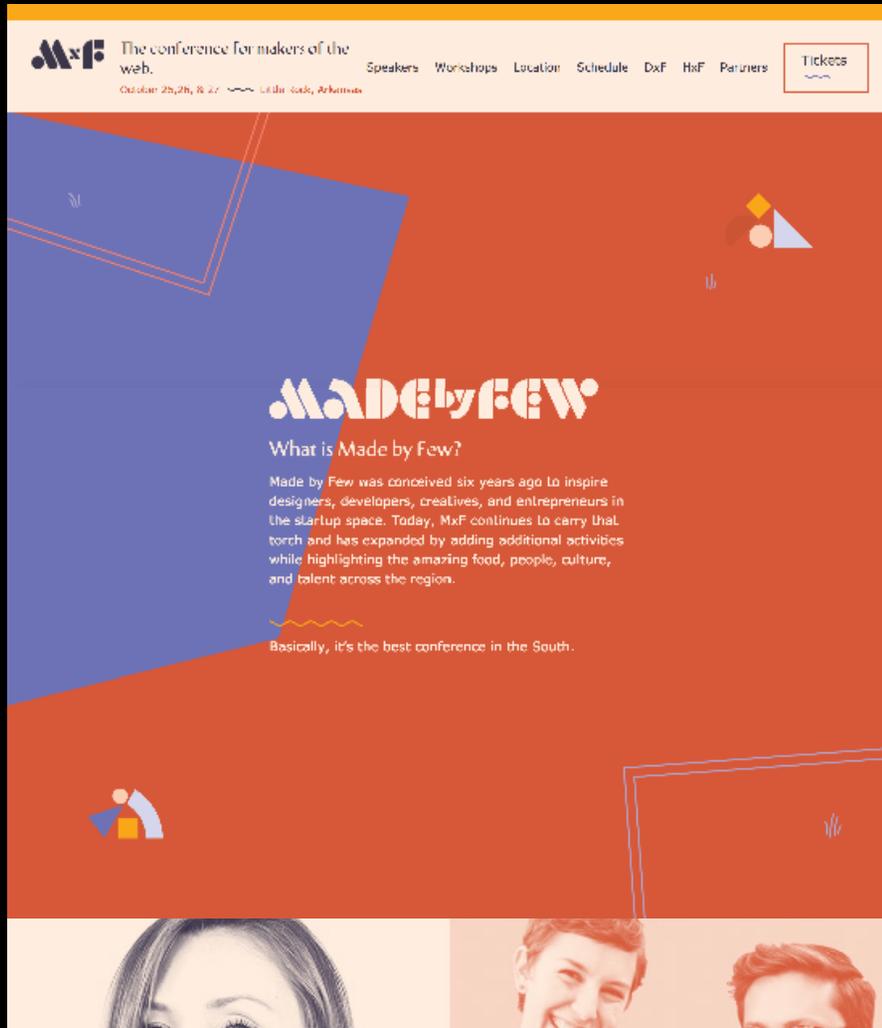




w w w

SITE TYPES: STATIC AND DYNAMIC

Static example: madebyfew.com



Dynamic example: llbean.com



WEB STANDARDS

cross-compatible

future-friendly

centralized of design

device independent

seo

lightweight pages

accessible

A PLETHORA OF WEB DEVICES & ORIENTATIONS



DESKTOP EXPERIENCE:
INFORMATION FEAST



TABLET EXPERIENCE:
INFORMATIONAL MEAL



HANDHELD EXPERIENCE:
INFORMATION SNACKING



Responsive design is possible
with HTML & CSS.

DESIGNING MONSTERS FOR FOODSENSE.IS

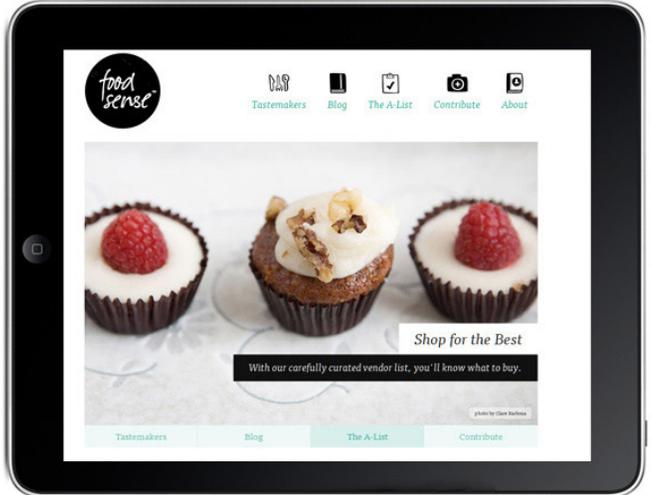
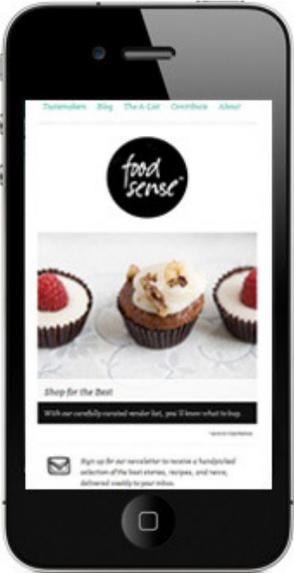
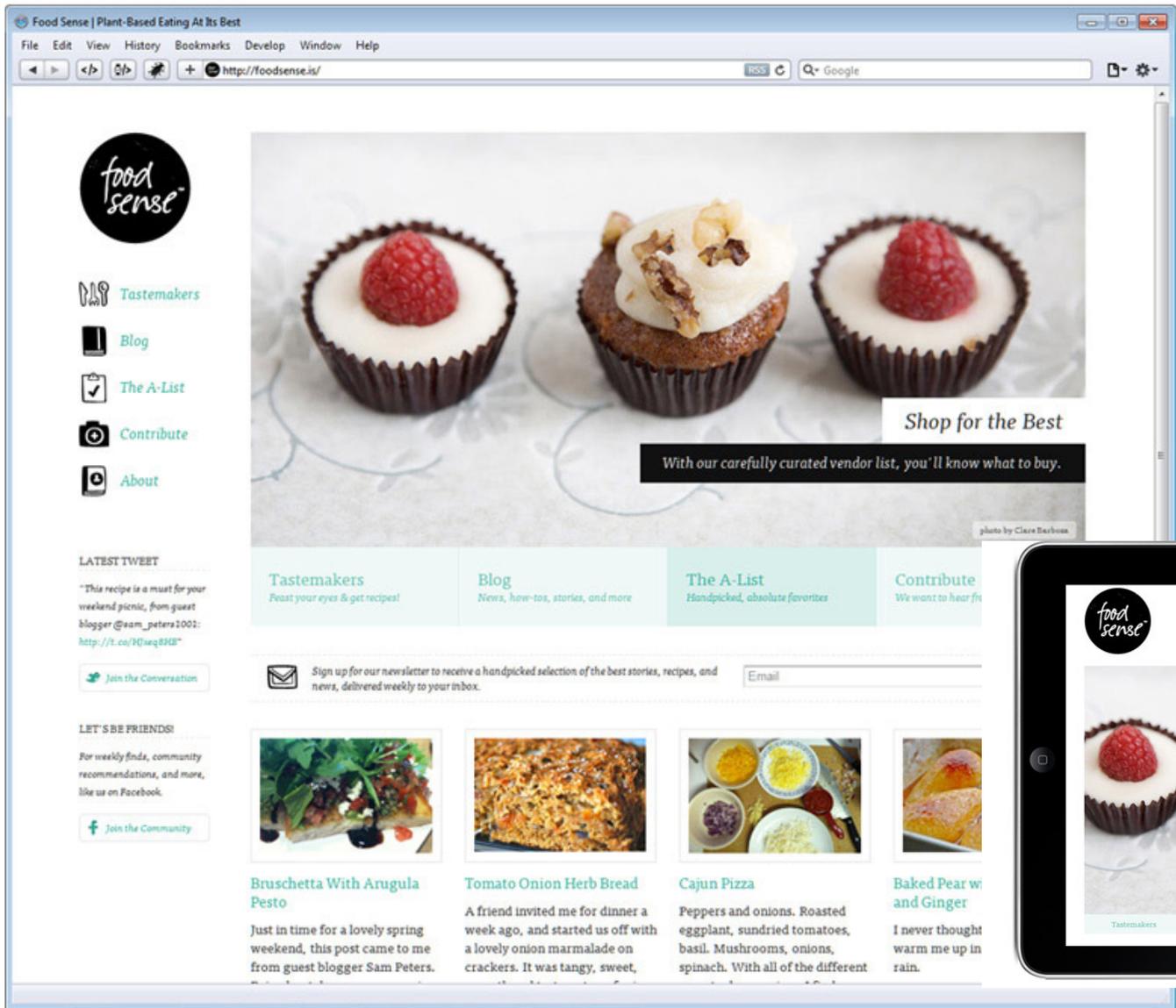
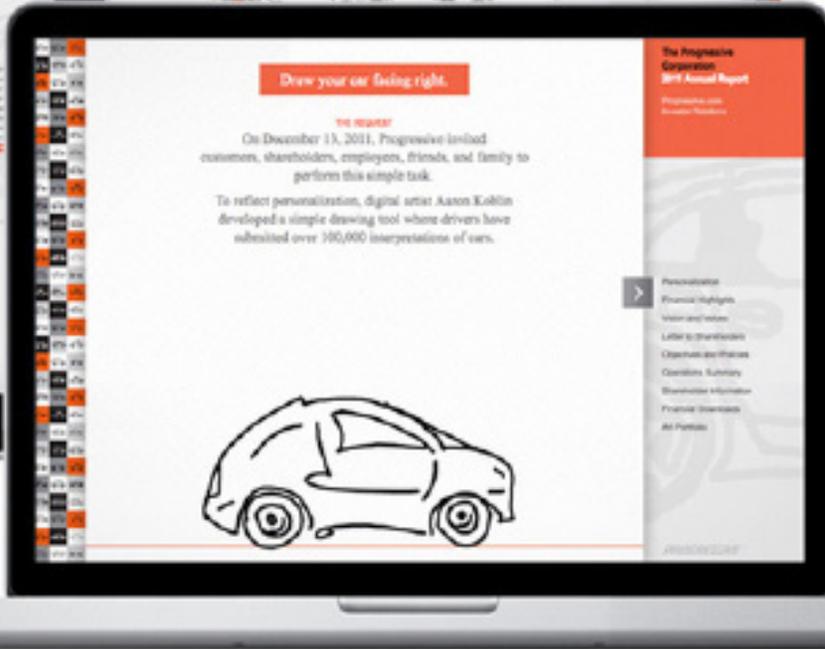
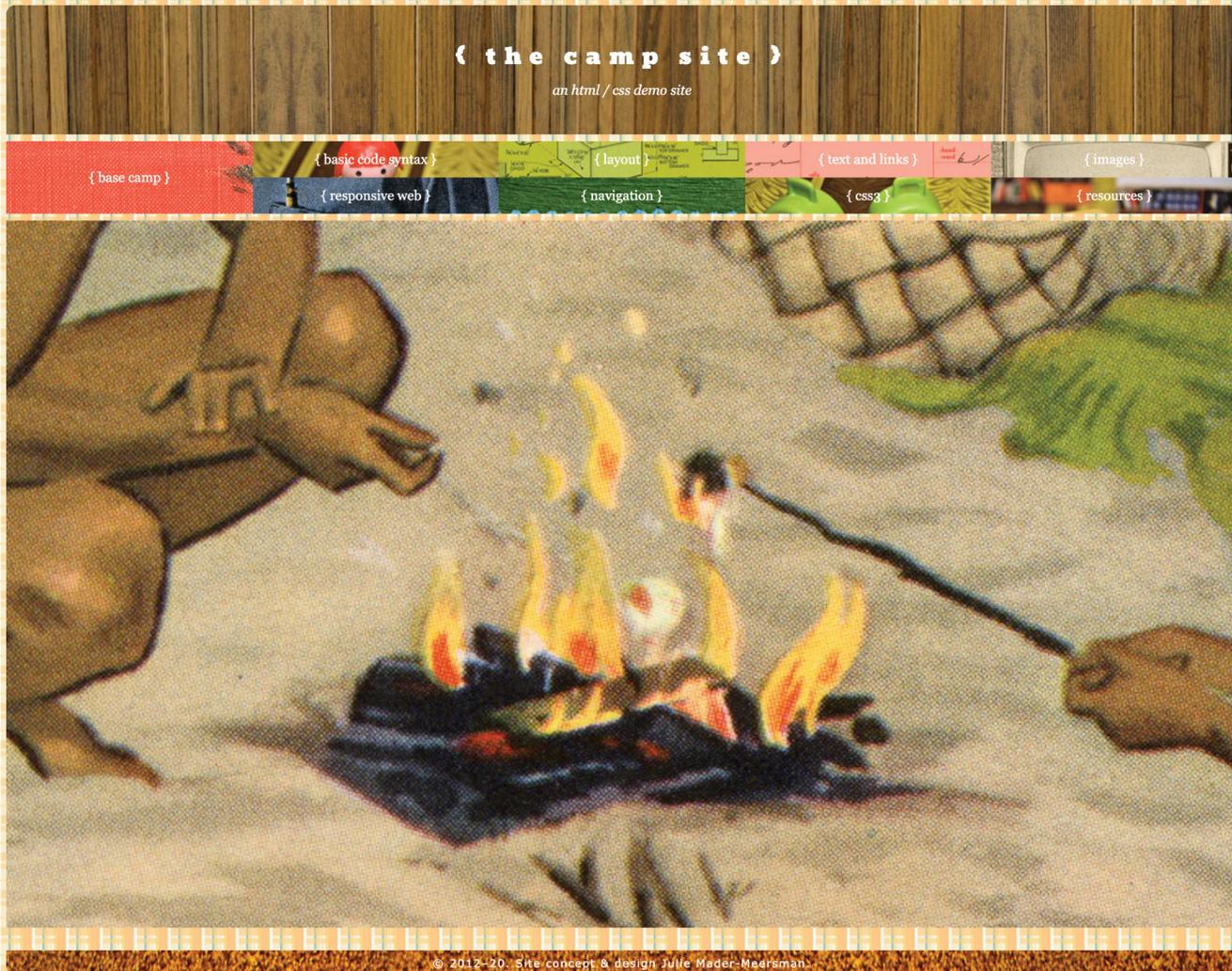


image: Ryan Essmaker

NESNADNY + SCHWARTZ
FOR PROGRESSIVE CORP.





HTML = CONTENT

CSS = PRESENTATION

P.S.
DESIGN *IS* CONTENT



HTML + CSS *syntax*

Do you like puzzles?!

Algebra?!

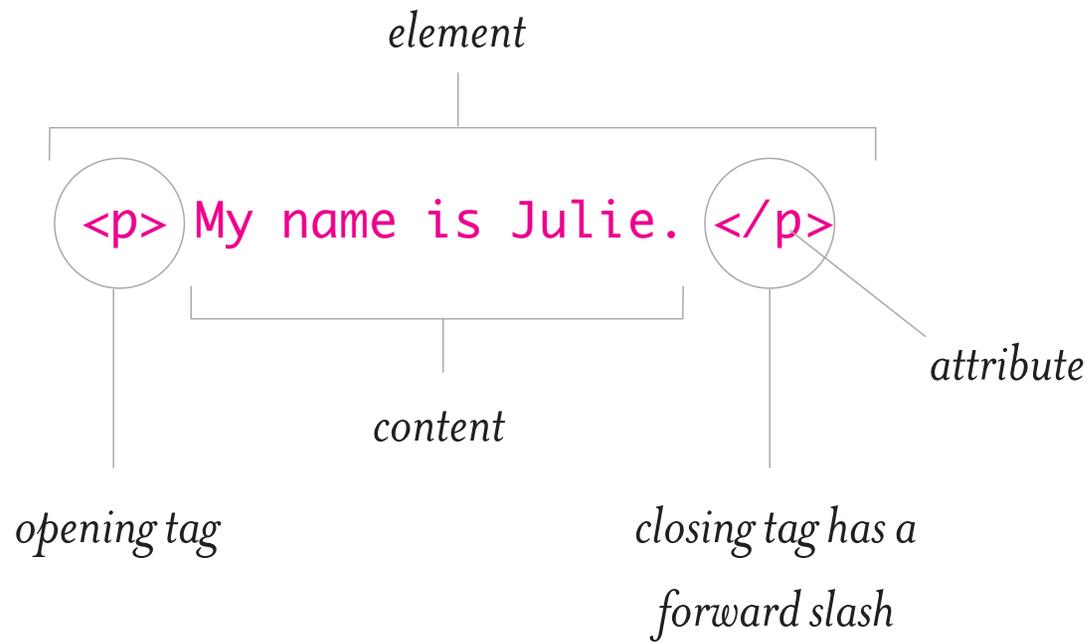
Foreign languages?!

Puppets?!





HTML SYNTAX



html content (code view):

```
<h1> This is an h1 heading. </h1>  
<h2> This is an h2 heading. </h2>  
<h3> This is an h3 heading. </h3>  
<h4> This is an h4 heading. </h4>  
<h5> This is an h5 heading. </h5>  
<h6> This is an h6 heading. </h6>
```

```
<p> <strong>This is a paragraph</strong>. The point of using Lorem Ip-  
sum is that it has a more-or-less normal distribution of letters, as  
opposed to using <em>'Content here, content here'</em>, making it look  
like readable English. Many desktop publishing packages and web page  
editors now use Lorem Ipsum as their default model text, and a search  
for 'lorem ipsum' will uncover many web sites still in their infancy.  
Various versions have evolved over the years, sometimes by accident,  
sometimes on purpose (injected humour and the like). </p>
```

html content (default browser display view):

This is an h1 heading.

This is an h2 heading.

This is an h3 heading.

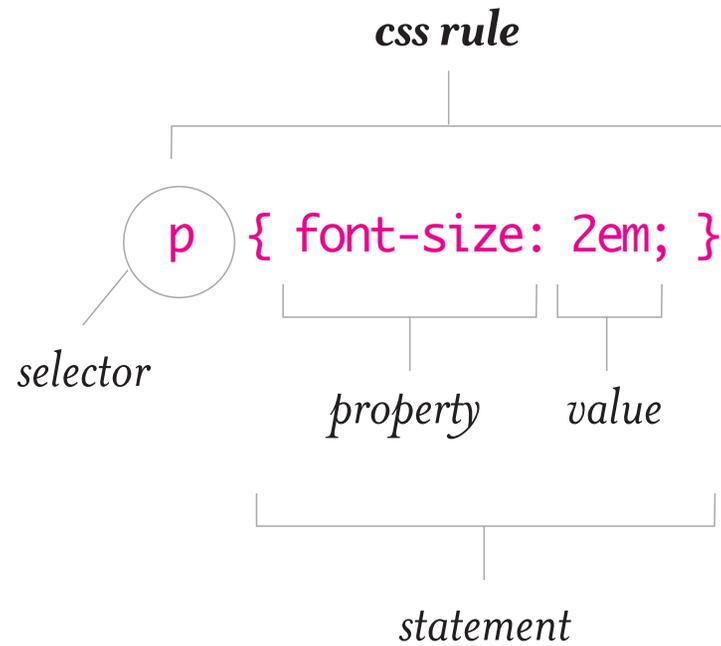
This is an h4 heading.

This is an h5 heading.

This is an h6 heading.

This is a paragraph. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using '*Content here, content here*', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

CSS SYNTAX



*Must include:
curly brackets,
colon and
ending semi-colon,
as shown.*

CONTENT + PRESENTATION = DESIGN

html code

```
<h1> This is an h1 heading. </h1>
<h2> This is an h2 heading. </h2>
<h3> This is an h3 heading. </h3>
<p> <strong>This is a paragraph</strong>.
The point of using Lorem Ipsum is that it
has a more-or-less normal distribution of
letters, as opposed to using <em>'Content
here, content here'</em>, making it look
like readable English. Many desktop pub-
lishing packages and web page editors now
use Lorem Ipsum as their default model
text, and a search for 'lorem ipsum' will
uncover many web sites still in their in-
fancy. Various versions have evolved over
the years, sometimes by accident, sometimes
on purpose (injected humour and the like).
</p>
<h3> Another h3 heading. </h3>
```

css code:

```
h1 {
  font-family: Bodoni;
  font-size: 3em;
  font-weight: bold;
  color: #E55126;
  margin-top: 0;
  line-height: 1.25em;
}
h2 {
  font-size: 1em;
  font-weight: bold;
  font-style: italic;
  color: #9C0;
}
h3 {
  font-family: Verdana;
  font-size: .75em;
  font-weight: bold;
  font-style: italic;
  color: #9C060F;
  letter-spacing: none;
  line-height: 1.5em;
}
[etc.]
```

what the browser would display:

This is an h1 heading.
This is an h2 heading.

THIS IS AN H3 HEADING

This is a paragraph. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

ANOTHER H3 HEADING

This is a paragraph. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will

SIZING

PIXELS

PERCENTAGES

EMS

TWELVE PIXEL SCALE

h1 24px
h2 18px
h3 14px
body 12px

=

h1 200%
h2 150%
h3 117%
body 75%

=

h1 1.5em
h2 1.3em
h3 1.17em
body .75em

SIXTEEN PIXEL SCALE

h1 32px
h2 24px
h3 18px
body 16px

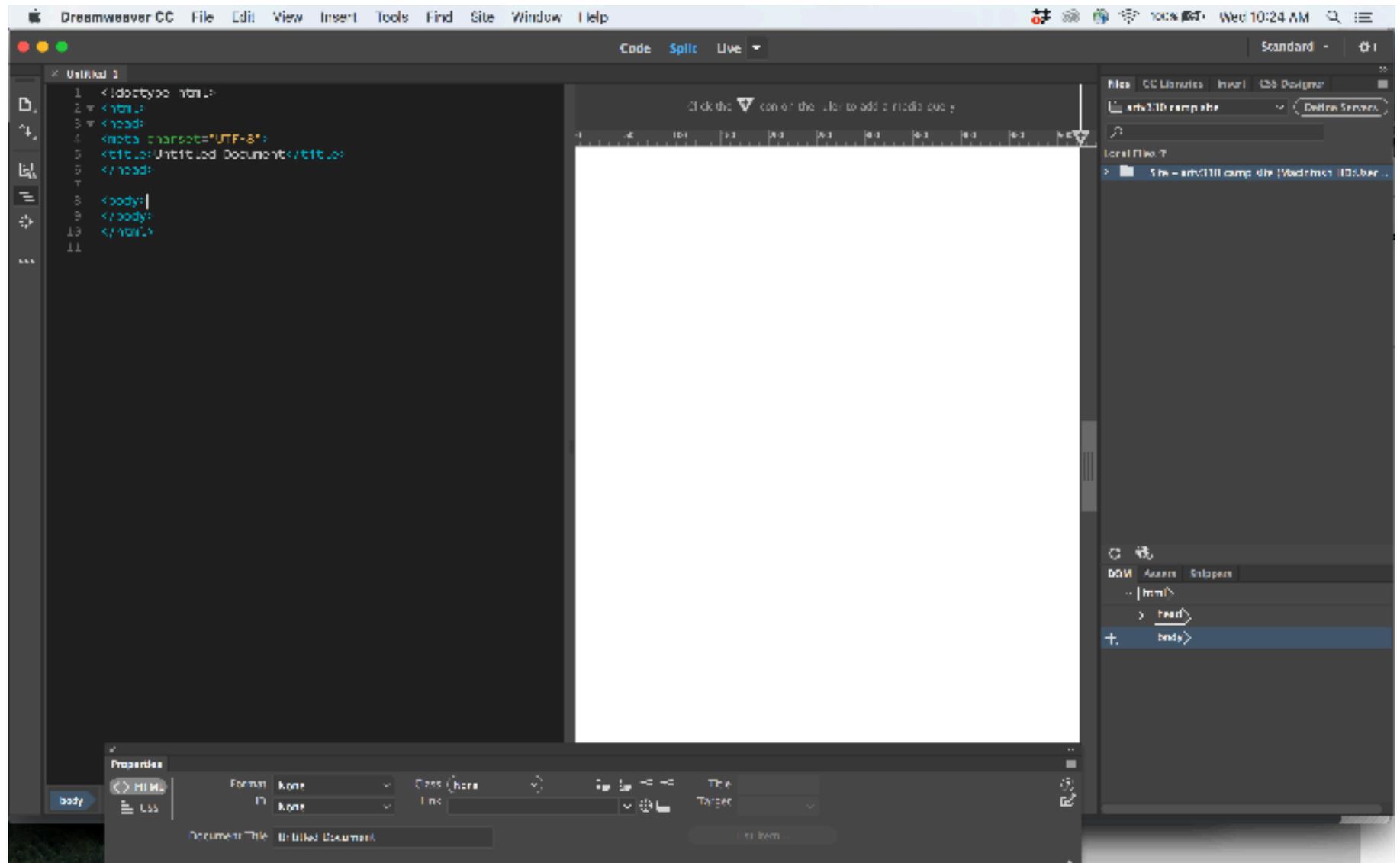
=

h1 200%
h2 150%
h3 133%
body 100%

=

h1 2em
h2 1.5em
h3 1.125em
body .1em

DREAMWEAVER INTERFACE



STARTER EXERCISE 1



WHAT'S POSSIBLE?
STUDY/INSPECT ELEMENT

csszengarden.com

mediaqueri.es

onepagelove.com