



# Web Design: From Soup to Nuts

**Develop Your Own Word Press Site**  
*Day Two: Separating Structure from Style*

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# My Game Plan for Today

- **Get an overview of the primary technologies being used**
- **Review the concepts of HTML & CSS**
- **Begin Modifying your template**
  - **Colors**
  - **Fonts / Typography**
  - **Background Images & Positioning**
  - **Widths & Floats**

# Client-side v. Server-side

Web Technology can be either client-side or server-side

- **Client-side technology** includes any code that is executed by the browser
  - The browser is the client
  - Any user with a browser can view the client-side code
- **Server-side technology** includes any code that is executed by the server
  - 000webhost.com is the server
  - Server-side technology is primarily hidden to the general user

# WordPress Technologies




WordPress incorporates all major Web Technologies to make it work

- **Client-side Technologies:**
    - HTML
    - CSS
    - JavaScript
  - **Server-side Technologies:**
    - PHP
    - MySQL
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# HTML & CSS



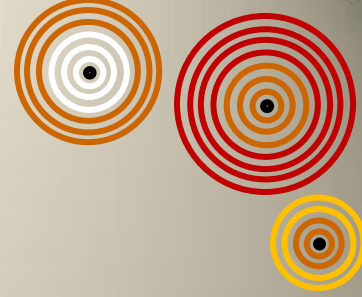
## HTML

- **HTML** provides structure
  - **HTML** is a Markup Language
  - **HTML** gives meaning to information, such as...
    - Headers
    - Images
    - Lists
    - Paragraphs
    - Tables
    - Etc.
- 

## CSS

- **CSS** provides style
- **CSS** overrides the default settings for...
  - Colors
  - Fonts
  - Images
  - Borders,
  - Margins
  - Etc.

# HTML



- **HTML structures information by surrounding it with tags**
  - **Example:**
    - `<h1>This is a Header</h1>`
    - An opening tag is on the left
    - A closing tag goes on the right
  - **The exception is with self-closing tags:**
    - `<img />` for images
    - `<br />` to create a line break
- **These tags surround content and give meaning to the content**
  - `<p>This is my most excellent paragraph.</p>`
  - `<li>This is an item in my list</li>`
    - **Note:** li stands for list item



# Common HTML Tags & Their Purpose

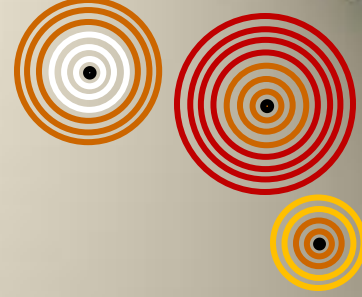
- `<h1>`
  - Header Level One
  - Use for the title of your web page
- `<h2>`
  - Header Level Two
  - Use this for section headers
- `<h3>`
  - Header Level Three
  - Use this for sub-section headers
- `<p>`
  - Paragraph
  - Use this for paragraphs of text (or just sentences of text)
- `<div>`
  - Division
  - Use to create a section of text or code
- `<ul>`
  - Unordered List
  - Use this to create a bullet list
- `<ol>`
  - Ordered List
  - Use this to create a numbered list
- `<li>`
  - List Item
  - Use this for every item in your ordered or unordered list
- `<a href="">`
  - Anchor
  - Use this to create a hyperlink
- `<img src="" />`
  - Image
  - src tells the browser where to find the image

# A Note on Attributes

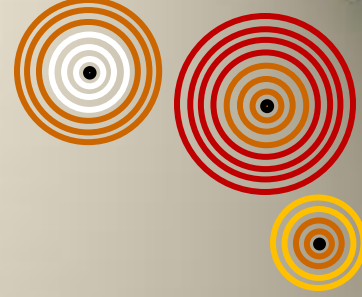
- **Attributes provide a little more information to the browser**
- **Attributes go inside of the opening tag**
- **Some tags require that you provide an attribute**
  - **`<a href="http://hundredvisions.com">Hundred Visions</a>`**
    - href tells the browser where to go when the link is clicked
  - **``**
    - Src tells the browser where image can be found
    - Alt is designed for people who cannot see & provides an alternate description



# Let's Look at the HTML



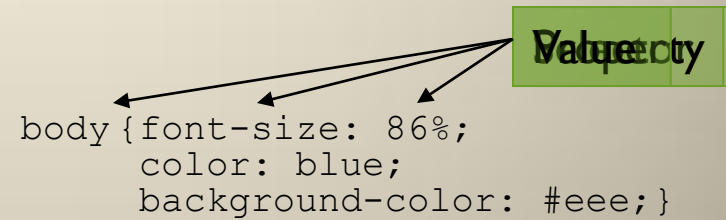
# CSS



- **Whereas HTML gives meaning to information**
- **CSS gives style**
- **CSS overrides the default settings of the browser**
- **In WordPress, styles.css is the file that adds style to your page**
  - **Creates columns**
  - **Adds borders**
  - **Selects background images**
  - **Changes fonts & their colors & more**



# Definitions & Guidelines



- **Recipe for style sheets:**
  - **Selector** – this selects where we want the changes
  - **Property** – this is the type of change we want to make
  - **Value** – this is the value that we want to set
- Each group of property & value combination is called a declaration
- All declarations make up the declaration block
  - The declaration block includes the curly brackets { }

# Notes on CSS Syntax

```
body {  
    font-size: 86%;  
    color: blue;  
    background-color: #eee;  
}
```

- **The selector has no `<>` around it**
- **The declaration block has curly brackets surrounding it**
  - `{` starts the block
  - `}` ends the block
- **Always put a colon after the property and before the value**
- **Always add a semi-colon at the end of every declaration**

# CSS & Colors

- The most common way to set a color is through the hexadecimal system:
  - #ff0000
- My two favorite ways to select cool colors are as follows:
- **Colorsontheweb.com**
  - The color wizard
  - The color wheel
  - The color contrast analyzer
- **Photoshop CS & The eye-dropper tool**
  - The idea is to use an image to generate a palette of colors to use on your site
  - See some student samples

# Fonts & CSS

- **Here are some common properties:**

- **Font-family**

- See next slide

- **Font-size**

- Set in em (height of font) -> 1.2em
- Set in %
- Set in px (pixels) -> 14px

- **Font-weight**

- Bold or normal

- **Font-style**

- Italic or normal

- **Font-variant**

- **Line-height**

- **Text-transform**

- **Letter-spacing**

- **Word-spacing**

- **Text-indent**

- **Try [fonttester.com](http://fonttester.com) to play around with fonts**

# The Font Stack

- **When setting fonts, you should learn about the font-stack**
  - This is how you deal with people who don't have the fonts you specified installed on their computers
- **A font-stack is a series of font families separated by commas**
  - `font-family: Arial, Helvetica, sans-serif;`
  - **Browsers will check for the first font listed**
  - **If that font isn't available, it looks for the next font on the list**
  - **And so on**
  - **The most generic font is always included last**
- **Do a google search for font-stacks & see what you can find**