## CALENDAR

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>HW - options for your site are due.</td>
<td>HW - 1 creative brief is due.</td>
<td>HW - site map and wireframes are due. Lesson: Designing on paper and in Photoshop.</td>
<td>Lesson: Design Tips</td>
<td>HW - 3 home pg. comps - round 1 - due.</td>
<td>Lesson: Coding review of HTML &amp; CSS;</td>
<td>HW - 3 home pg. comps - round 2 - due. Lesson: Coding review of HTML &amp; CSS;</td>
<td>Lesson: Coding review of HTML &amp; CSS;</td>
</tr>
<tr>
<td>CRITIQUE</td>
<td>CRITIQUE</td>
<td>CRITIQUE</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
<td>WORK DAY</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 9</th>
<th>Week 10</th>
<th>Week 11</th>
<th>Week 12</th>
<th>Week 13</th>
<th>Week 14</th>
<th>Week 15</th>
<th>Week 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.21</td>
<td>10.28</td>
<td>11.4</td>
<td>11.11</td>
<td>11.18</td>
<td>11.25</td>
<td>12.2</td>
<td>12.9</td>
</tr>
<tr>
<td>MID-TERM - all final comps due.</td>
<td>HW - coded home page v1 is due.</td>
<td>HW - coded home page v2 is due; if home is done, sub page template.</td>
<td>QA Test DAY - 1st draft of coded site is due</td>
<td>QA Test DAY</td>
<td>WORK DAY</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
</tr>
<tr>
<td>CRITIQUE</td>
<td>NO CLASS - CHRIS ON MAINLAND</td>
<td>OPTIONAL CLASS - ELECTION DAY</td>
<td>OPTIONAL CLASS - VETERANS DAY</td>
<td>QA Test DAY</td>
<td>WORK DAY</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
</tr>
</tbody>
</table>
EXAMPLES

- Obama vs. McCain
- The web site showdown (or smack down!)
LESSON

- How to begin setting up the structure of your page
  - Working from the top down, outside in
    - Body background
      - background image? color? gradient?
    - Container(s)
      - page width? orientation? drop shadow?
    - Header
      - logo should link back to home
    - Nav
      - unordered list!
  - Main Body
    - Content inside of main body
  - Footer
LESSON

- How to begin coding your HTML and CSS
  - Set up all your of your most commonly used elements 1st (h1, h2, h3, p, a, a:hover, font, font size, body background, etc.)
  - Two approaches to setting up an html page:
    - Add content as you code/setup the layout
    - Work from the top down, outside in
    - Start with your background
    - Then your container
    - Then your header
    - Then your nav, etc.
    - Add all content in the beginning, then set up the layout
    - Start off with an “all text” complete web site.
    - Use comments (<!-- -->) to hide content while setting up the layout.
LESSON

• CSS Positioning
  • The box model
    • margin, border, padding
  • Normal flow
  • Positioning states:
    • Static
    • absolute
  • Floats

• Online learning guides:
  • BarelyFitz Design’s Learn CSS Positioning in Ten Steps
    • http://www.barelyfitz.com/screencast/html-training/css/positioning/
  • BrianJar’s CSS Positioning
    • http://www.brainjar.com/css/positioning/
  • W3Schools
    • Box Model: http://www.w3.org/TR/CSS2/box.html
**LESSON**

- **Box Model**
  - The CSS box model describes the rectangular boxes that are generated for elements in the document tree and laid out according to the visual formatting model.
LESSON

• In CSS2, a box may be laid out according to 3 positioning schemes:
  • Normal flow (default)
    • In CSS2, normal flow includes block formatting of block boxes, inline formatting of inline boxes, relative positioning of block or inline boxes, and positioning of compact and run-in boxes.
  • Floats
    • In the float model, a box is first laid out according to the normal flow, then taken out of the flow and shifted to the left or right as far as possible. Content may flow along the side of a float.
  • Absolute positioning
    • In the absolute positioning model, a box is removed from the normal flow entirely (it has no impact on later siblings) and assigned a position with respect to a containing block.
LESSON

• Normal Flow
  • The default positioning scheme for all elements on a given page.
    • Block-level elements stack on top of each other by default.
    • Inline-level elements remain on the same line and follow one another.
LESSON

• Block-level vs. Inline-level Elements
  • Block-level elements are those elements of the source document that are formatted visually as blocks (e.g., paragraphs)
    • Examples:
      • <div>, <p>
  • Inline-level elements are those elements of the source document that do not form new blocks of content; the content is distributed in lines (e.g., emphasized pieces of text within a paragraph, inline images, etc.).
    • Examples:
      • <a>, <i>
LESSON

• Absolute Positioning
  • using top and left to control the location of an element in relation to it’s parent. This method breaks normal flow.

• Relative Positioning
  • using top and left to control the location of an element in relation to itself. This still works with normal flow.

• Floats
  • using float:left and float:right to control how different elements align themselves on a page and to each other. This still works with normal flow, especially if you use a clear:both.
MIDTERM ASSIGNMENT

• Final Designs
  • Assignment:
    • Based upon the feedback from your 2nd round of comps, make the necessary changes to transform your designs into their final form for viewing to the client. You need to produce at least two thematic versions. All pages from your site map must be comped to completion (yes, all sub pages). Pay attention to the details (spelling, curve quality, pixel alignment). All comps should include the final images and copy (no lorem ipsums).

Due: Week 9
MIDTERM ASSIGNMENT

• Final Designs
  • Purpose/Objective:
    • To use templates in order to iterate out the designs for an entire site.
    • To design the most effective user interface for your targeted audience.
    • To defend the conceptual merits of your own designs.
    • To meet the needs and deadlines dictated by your client.

Due: Week 9
MIDTERM ASSIGNMENT

• Final Designs
  • Format:
    • No less than two designs in two different thematic directions. You may do a third if you would like to show a third design to the client. Use Photoshop to execute your designs digitally. Technical details:
      • Post an interactive client “comp site” that includes “x” number of JPEG images (the number x depends upon how many home and sub pages you have in your site map; 1000 x 800 pixels in dimension or larger, 100% max quality compression). Label your designs with thematic titles. Use a clear and recognizable naming convention - these designs are meant to be given to the client to take home with them.
      • Post your revised site map – along with your comps, please revise your site map, and save it out as an image to show the client during the critique.

Due: Week 9