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Front-end Website Design Webinar

BY HIGH SCHOOL TECHNOLOGY SERVICES
MYHSTS.ORG

Webinar Outline

- ▶ **Audience**
- ▶ **Application Design Process**
- ▶ **Front-end Coding**
- ▶ **HTML in Action**
- ▶ **HTML Tools**
- ▶ **Follow-up Classes**
- ▶ **Q/A**

Audience- Who needs to learn html

- ▶ Whoever wants to translate its ideas into functional, stylized applications for personal or business purposes.
- ▶ Whoever that does not have any background or any knowledge of coding. Therefore a wide range of people such as designers, bloggers, entrepreneurs, project managers, or students are welcomed to learn html.
- ▶ Marketing professionals who like to design, launch, and manage email marketing campaigns

Audience- Job titles for web designers

- ▶ UI & UX Specialist
- ▶ UX Designers
- ▶ Front-end Developers
- ▶ Front-end Designers
- ▶ Website Designers
- ▶ Front-end Web Engineers
- ▶ Freelance Web Designers
- ▶ UI Designers

Audience- Graphic or web designer

- ▶ Graphic designers mostly design graphic contents like flyers, images, brochures, etc
- ▶ Web designers mostly write codes and add images, videos, etc to a web page.
- ▶ Graphic designers can design image contents for variety of places like mobile Apps, offline marketing, online advertising, website, etc

Application Design Process- web design

Web development for small or medium size projects usually follows below steps:

- ▶ Idea development and brainstorming to develop a project requirement document
 - ▶ Wireframe or mock-up design
 - ▶ UX assessment on mock-up
 - ▶ Front-end coding
 - ▶ Quality Assurance test
 - ▶ Website launch and project execution
 - ▶ Ongoing improvements and maintenance
- ▶ Note: if a website is dynamic, its database needs to be designed first before the front-end coding step. In such projects, mostly agile project management is used.

Application Design Process- wireframe

A website wireframe, also known as a page schematic or screen blueprint, is a visual guide that represents the skeletal framework of a website.

Wireframes are created for the purpose of arranging elements to best accomplish a particular purpose. The purpose is usually being informed by a business objective and a creative idea.

Application Design Process- UX checklist

Below link is a checklist for User Experience (UX) or usability test:
<https://www.stayintech.com/info/UX>

Front-end Coding- Web languages

Web development is about creating applications which run in a web browser. The basic technologies are : **HTML, JavaScript, CSS.**

- ▶ **HTML, or (Hypertext Markup Language), is used to specify the format and the layout of a web page.**
- ▶ **CSS (Cascading Style Sheets) can be linked to a web page in order to define the styling for that web page.**
- ▶ **JavaScript is a fully-functional dynamic language which can be executed directly in the web browser.** JavaScript makes web pages more interactive and allows for programmatic manipulation of web pages and their content.

Front-end Coding- HTML and CSS

We understand –

HTML = structure

▶ **CSS = style**

- ▶ A set of CSS rules contained within a **stylesheet** determines how a webpage should look.
- ▶ A set of properties, which have values set to update how the HTML content is displayed

Front-end Coding- Text editor

- ▶ Any text editor can open any text file. That works great for writing notes to yourself, but when you're doing web development and writing in HTML, CSS, and JavaScript, you can produce some pretty large, complex files. Make it easier on yourself by choosing a text editor that understands the technologies you're working with. Many text editors help you out with features like
 - ▶ **Code coloring.** Make your file more legible by color-coding keywords based on the technology you're using.
 - ▶ **Code completion.** Save you time by auto-completing recurring structures (for example, automatically close HTML tags, or suggesting valid values for a given CSS property).
 - ▶ **Code snippets.** As you saw when starting a new HTML document, many technologies use the same document structure over and over. Save yourself the hassle of retyping all this by using a code snippet to pre-fill your document
- ▶ You can use following text editors –
 - ▶ **Visual Studio Code, Sublime Text, Atom, Notepad++, Brackets, Adobe Dreamweaver**

Front-end Coding- Dynamic or static sites

- ▶ **Static Websites** - A static website consists of a series of HTML files, each one representing a physical page of a website. So on static sites, each page is a separate HTML file. When you visit the homepage, you are viewing the actual homepage file. Even if two pages contain a chunk of identical content (like a footer), they both contain two versions. So, if you want to update the footer, you must do so twice, once on each page.
- ▶ **Dynamic Websites** - A dynamic website uses server technologies to dynamically build a webpage right when a user visits the page. Basically, what happens is the user goes to a certain web address and the server finds a bunch of different pieces of information that it writes into a single cohesive web page, which is what you see.

Front-end Coding- Responsive websites

- ▶ A responsive website is a single website that adapts to any screen size so it's as easy to use on mobile as it is on tablet and desktop – no pinching or horizontal scrolling required.
- ▶ The design instinctively adapts to the device it is being viewed on so it looks great on a mobile, tablet and desktop.

Front-end Coding- Responsive site or App

- ▶ A web App is a mobile App version of a website specifically designed for Smartphone and tablet devices.
- ▶ Libraries like jQuery Mobile can be used to develop a web App.
- ▶ A Web App can be converted into a downloadable native App using libraries like Adobe PhoneGap and Apache Cordova.
- ▶ Web Apps are usually written in HTML5 language
- ▶

Front-end Coding- Responsive site & App

- ▶ Please visit below links from your Smartphone or tablet device
- ▶ **Responsive sites:**
- ▶ myhsts.org
- ▶ washingtonpost.com

Web Apps:

weg2g.com

abovezest.com

- ▶ 510club.com



Front-end Coding- What is HTML5 ?

- ▶ **HTML5** is the fifth version of HTML and is a core technology markup language of internet that is used for structuring and presenting the content for WWW. It is the latest, final and complete version of HTML standard of the W3C (World Wide Web Consortium). It is the successor of HTML4 that was standardized in 1997. The aim of HTML5 is to improve the language by support of latest multimedia while keeping it user friendly and easily readable by humans and consistently understood by computers and devices

Front-end Coding- HTML and HTML5

- ▶ Audio and video were not part of previous HTML version specifications, however, both are the integral part of HTML5 specifications.
- ▶ Vector graphics is also an integral part of HTML5 such as SVG and canvas while vector graphics is possible in HTML with the help of various technologies such as VML, Silver-light, Flash, etc.
- ▶ In HTML, browser cache can be used as temporary storage. In case of HTML5, application cache, web SQL database, and web storage is used.
- ▶ HTML doesn't allow JavaScript to run in web browser, it runs in same thread as browser interface. HTML5 allows JavaScript to run in background that is possible because of JS Web worker API in HTML5.
- ▶ HTML works smoothly with all old browsers while most of the modern web browsers have started supporting HTML5 specifications. These browsers include: Firefox, Mozilla, Chrome, Opera, Safari, etc.

Front-end Coding- CSS3 & CSS

The latest version of CSS is the CSS3 version which basically differs from CSS2 in the incorporation of Modules and other changes. Modules enable the designing to be done in a lesser time with more ease while updating individual features and specifications. The CSS3 version supports many more browsers than CSS2.

- ▶
- ▶ Other major changes/additions include:
- ▶
- ▶ * New Combinator
- ▶ * New CSS Selectors
- ▶ * New Pseudo-elements
- ▶ * New Style properties
- ▶

Front-end Coding- JavaScript Libraries

- ▶ Various JavaScript libraries have been so popular since the very beginning of JavaScript as a programming language.
- ▶ There is a trend of some awesome JavaScript libraries in this modern age of web technologies. Each comes with different uses and functionalities. Different tech giants developed their own JavaScript libraries and made them open for public uses.
- ▶ Some of the JavaScript libraries are –
 - ▶ jQuery
 - ▶ Node.JS
 - ▶ Angular.JS
 - ▶ React JS
 - ▶ D3.js

Front-end Coding- UI or UX jobs

- ▶ UI is generally about visual design and information design around screens. UX is about the complete experience, and it may not be even about the screen
- ▶ A UX designer is concerned with the conceptual aspects of the design process, leaving the UI designer to focus on the more tangible elements
- ▶ The UI designer (now fashionably rebranded as a digital product designer in Silicon Valley) also has skills in Interaction design. However their focus skews towards areas like information design, motion design and brand.

Front-end Coding- Template websites

- ▶ In a custom website, everything is coded from ground up.
- ▶ In a template website, the site is already been designed and developed, so it needs minor twisting or changes in the code.

HTML in Action- Newsletter marketing

- ▶ Use HTML5 to design eye-catching email marketing campaigns
- ▶ We offer below course for newsletter marketing with HTML
- ▶ [Email and Newsletter Campaign Design Using HTML](#)

HTML in Action- Native Apps

- ▶ Using HTML5, you can design cross-platform native Apps with jQuery Mobile and Adobe PhoneGap.
- ▶ A native App built with HTML5 has more or less the same functionality as the one designed with native programming languages such as Java Android, and Objective-C.
- ▶ Visit Apache Cordova for the list of plugin and features like geolocation, push notification, etc that you can add to you HTML5 App: <http://cordova.apache.org/>
- ▶ We offer below course for designing cross-platform Apps:
- ▶ [Cross-platform Native App Development Using HTML5, CSS3 and JavaScript](#)

HTML Tools- Bootstrap

- ▶ You can use Bootstrap library to design responsive, eye-catching websites
- ▶ We offer below Bootstrap training course:
- ▶ [Responsive Site Design with Bootstrap](#)

HTML Tools- Adobe packages

You can use Adobe Dreamweaver or Adobe Muse to design professional websites with basic to advance knowledge of coding.



▶ We offer below courses to those who like to learn Adobe:



[Adobe Muse Training Course](#)



[Intro to Dreamweaver with Website Development Training](#)



We also offer Adobe Certification course with 40 hours of intense training

Follow-up Classes

- Beginner Website Design Using HTML and CSS
- JavaScript and jQuery Introduction
- Designing Rich Internet Applications Using HTML5, CSS3 and jQuery- Beginner Level
- Responsive Site Design with Bootstrap

Q & A

- ▶ You can ask me any questions related to website design and development.
- ▶ If you have any questions regarding payment and registration, please contact–
 - ▶ Phone/Text: 240-200-6131
 - ▶ Email: info@myhsts.org

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Thank You

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