Step-By-Step Instructions

Business Plan Presentation using HTML5 Week 1

Day 1: HTML5 Features

You can define HTML5 family as a new mark- up language, Cascading Style Sheets 3 and JavaScript.

HTML5 includes all the older HTML tags plus an array of new tags designed to build better and more interesting web pages.

Currently regular HTML cannot play audio or video, do animations, or store data without a plug in like Flash or QuickTime.

HTML5 gives the web page designer many more tags to work with and ability to apply them to mobile devices. Learning how to use these tags is the purpose of this lesson.

In addition to the tutorial, a full-blown example on how these tags work is applied to a business plan for Lovebytes, a computer dating company.

The business plan for Lovebytes is on <A href="http://www.janetbelch.com/BusinessPlan/Business Plan Revised.html">Janet Belch's web site a Step By step lesson.</A>

Take a few minutes to familiarize yourself with this business plan, as this is our focus here.

Day 2: HTML5 flexible box model.

In the past, web pages were organized using tables, HTML5 uses a series of tags in the html file that layout sections of the web page and the CSS3 sheet defines how they should look.

The way they should look involves, fonts, colors, the way lists are displayed, the way headers and footers are formatted, etc.

All the style sheets in this lesson are external

External means that they are not embedded in the html sheet, but is a separate file, that is referenced in the HTML code using a link.

<!doc type html>

<html lang="en">

<Head>

 <Meta char set="utf-8"/>

 <Title>Flexible Box Model Template</Title>

 <Link Rel="StyleSheet" href="Style.css">

</head>

<body>

 <div id="big\_wrapper">

 <Header id="top\_header">

 <H1>Welcome</H1>

 </Header>

 <Nav id="top\_menu">

 <ul>

 <li>Home

 <li>About

 <li>Our Products

 <li>Contact us

 </ul>

</Nav>

 <div id="new\_div">

 <Section id="main\_section">

 <Article>

 <Header>

 <hgroup>

 <h1>Title of Article 1</h1>

 <h2>Subtitle of Article 1</h2>

 </hgroup>

 </Header>

 <P>This is the beginning of the article</p>

 <Footer>

 <p>Written by </p>

 </Footer>

 </Article>

 <Article>

 <Header>

 <hgroup>

 <h1>Title of Article 2</h1>

 <h2>Subtitle of Article 2</h2>

 </hgroup>

 </Header>

 <P>This is the beginning of the second article</p>

 <Footer>

 <p>Written by </p>

 </Footer>

 </Article>

</Section>

 <Aside id="side\_news">

 <H3>Headline of Side News</h3>

 </Aside>

</div>

 <Footer id="the\_footer">

 <p>Copyright 2013</p>

 </Footer>

</div>

</Body>

</html>

Above is the source code that creates the flexible box model.

We are going to use a template called the flexible box model to organize the contents of our web pages. Let's take a look at it now.

The code in the scrollable box makes the flexible box model, when it is run.

A cascading style sheet file along with the html file creates the look you see on your screen. More on the CSS file later.

<A href="flexible box model.html">Flexible Box Model</A>

The flexible box model is the future of web design. Browsers are still implementing it. Google Chrome has adopted all the elements and that is why we are using it for this tutorial.

Let's examine the coding for the flexible box model.

The DOC Type tells the browser that this is an html file5. HTML5 tag for the document type is much concise than previous html4 tags

The second line informs the browser that the language is English

 The third line tells the browser that this is the head tag and which character set to use

In the early days of the web the ASCII standard character set was used. Today that is quite limited.

The term meta tags is used for other pertinent information about your web site. Here is where key words are placed so that search engines can find your sight.

The preferred encoding for e-mail and web pages today is UTF-8 which stands for Unicode Transformation Function

 The fourth line contains the meta tag information

The fifth line is the title of the document and is enclosed in Title tags. It appears on the tabs in the browser.

The sixth line is the one that links this html file to a cascading style sheet named Style.css. <Link Rel = “stylesheet” href=”Style.cs”> Without this tag, the web page elements are not formatted and look very different.

We will examine the Style.css file a little bit later.

Line 7 is the ending head tag

Line 8 is the beginning body tag.

The rest of the tags layout the sections of the web page. div, nav, section, article aside, etc are reserved words.

The first division is called <div id=”big\_wrapper”>. That is the area inside the orange box with a white background. The box encircles the entire page. The ending </div> tag is located the line third up from the bottom of the page

The next line, <Header id=”top\_header”>, is yellow and is the main header for the document. It currently has the headline 1 style Welcome in it. This is where the title and logo go.

The next line ends the header,</Header>

Now is time to layout the navigation bar - used to navigate from one page to the next. <Nav id=”top\_menu”>. It is the rectangular blue box.

The next lines layout an unordered list, the names of the different pages in the web site: Home, About, Our Products, Contact us.

This is will contain the links to your other pages. Be thinking what these might be for your company.

Notice the beginning and ending NAV tags. This word is a reserved word in HTML5

We now want to start a new division. Remember a <div> tag lays out a section of your page that will nest all other page elements.

We give it an ID so we can reference this tag directly in the CSS file.

The other elements in the sectioning category are <section>, <article>, and <aside>, <hgroup>. All these tags are meant to section off and group elements.

This new division ,<div id=”new\_div”> contains two articles, complete with their own headers and footers. Here is where the majority of you page is written.

Be thinking about what you want to use for the two articles

Turn in these ideas to your instructor along with your progress Log for the week.

An <article> is defined as “self-contained composition in a document, page, application or site and that is, in principle, independently distributable or reusable. This could be a forum post, a magazine or newspaper article, a blog entry, etc.”

The <hgroup> is used to group headings

The next major section of the web page is the <aside>.

The <aside> is used to define a section of the page that has content that is related, but not critical to the main content

The last section of the page is the<Footer>. It goes at the very bottom of the page. Things like copyright info, etc. could be placed here.

Day 3: The Cascading Style Sheet file

Now we examine the cascading style sheet code. It appears below.

\*{

 margin:0px;

 padding: 0px;

}

h1{

 font: bold 20px Tahoma;

 color:#000000;

}

h2{

 font: bold 18px Times New Roman;

 color:#800080;

}

h3{

 font: bold 17px Comic Sans;

 color:#ff0000;

}

header, section, footer, aside, nav, article, hgroup {

 display:block;

}

body{

 width=100%;

 border:5px solid orange;

 display:-webkit-box;

 -webkit-box-pack:center;

}

#big\_wrapper{

 max-width:1000px;

 margin: 20px 0px;

 display:-webkit-box;

 background:#ffffff;

 -webkit-box-orient:vertical;

 -webkit-box-flex:1;

}

#top\_header{

 background:yellow;

 border:3px solid black;

 padding:20px;

}

#top\_menu{

 border: 1px solid red;

 background:blue;

 color:white;

}

#top\_menu li{

 display:inline-block;

 list-style:none;

 padding:5px;

 font:bold 14px tahoma;

}

#new\_div{

 display:-webkit-box;

 -webkit-box-orient:horizontal;

}

#main\_section{

 border:1px solid blue;

 -webkit-box-flex:1;

 margin: 1px;

 padding:20px;

}

#side\_news{

 border:1px solid red;

 width:220px;

 margin:20px 0px;

 padding:30px;

 background:#afeeee;

 }

#the\_footer{

 text-align:center;

 padding:20px;

 border-top:2px solid green;

}

The first lines of code are a housekeeping function to set margins and padding to 0.

Next we set the way we want our headlines to appear: font, size, color, and style.

The format of the coding uses curly braces to put the contents inside. You must adhere to this form exactly or the page will not display properly.

After the attribute, like text , height, width, background, the colon (:) is like an equal sign.

In other words every time the html tag says<h1> the text will be Tahoma font, size is equal to 20, bold is the style ,and the color of the font is black - #000000

The same format for headline 2 and 3 are just like headline. The size you would want to change, because h1 is bigger than h2 and h2 is bigger than h3

header, section, footer, aside, nav, article and hgroup are all sections of the web page. These are reserved words that layout each section s you saw in the html file above for the flexible box model.

The code tells the browser to display them as block elements. That means each one under the other one.

The body is designed to be 100% of the browser’s window. It is necessary to set this 100% number for the flexible box model to function properly.

The border is set to a 5px solid orange line around it.

The webkit is a Google Tool. It is needed as some of HTML 5 features have not been implemented and do not work in other browsers.

You will not want to change these lines.

The WebKit reference is what makes this a flexible box model

 The line “-webkit-box-pack:center”, centers the web site.

Now let's look at what the big wrapper code does.

We need to set a maximum of 1000px for its size. It can change, of course, based on the size of other browsers, like screen size of mobile devices.

The display parameter using -webkit-box helps adjust the size of the display.

The code that refers to orienting the boxes or sections of the web page in a vertical fashion.

-webkit-box:1; is a key element in the code. It tells the browser to allow the user to change the horizontal size of the browser. 1 means true, 0 means false which would make the big wrapper inflexible.

The top header characteristics are yellow background with a 3 pixel solid black border with 20 pixels of padding.

The top menu box that contains the links to other pages has a one pixel solid red border, is blue with white text.

The next lines format the listing of the other links top\_menu li. They are to be displayed as an in-line block rather than one line after the other. Style none means no bullets when listing items.

The new div tag wraps article one and two and the side news in a container. We need to put these things in a box.

The first div tag oriented things vertical, in the case of the new div we want to position them in a horizontal manner.

The #main\_section is formatted next. It has a 1 pixel solid blue border. The -webkit-box is flexible so that it will fit inside any sized browser. There is padding of 20 pixels and the margin is one pixel.

The #side\_news section is not a flexible box. We will use it for advertisements or other items we do not want to shrink. We make it a fixed width of 220 pixels. The other columns will change in size, but not the side news.

The footer is the last box in our set up. The text is center aligned with 20 pixels of padding and a 2 pixel solid green top border.

Let's try out our file.

Click on the link for the flexible box model in this tutorial.

Now let’s shrink the web site

Click on the right side of the window and drag it to the left. Notice how the box with two articles changes dynamically while the side news box remains fixed in size.

Day 4: What colors should I use for each section?

 Looking at our template css file or by running the html flexible box template we can see that the following is true about colors.

Headline one is black. #000000. The word "Welcome's" text is black.

Headline 2 is purple. #800080. These are the sub headlines

Headline 3 is red #ff0000

 The border around the body is orange.

The big wrapper has #ffffff background which is white

The top header is yellow with a solid black border

The top menu has a solid red border, blue background and white text.

The side new background is #afeeee, This is the hexadecimal value for pale turquoise.

The top border for the footer is green.

Colors can be used in the css file either by name or hexadecimal numbers.

The hexadecimal format consists of 6 letter or numbers. The first two represent the amount of red, the second two represent the amount of green and the last two the amount of blue. (RGB)

As you look at the Style.css file you can see how both ways are used.

You can find the list of colors used in almost any HTML, JavaScript or Book on Cascading Style Sheets.

Check on line and you can find the same information.

Search for "Color Pickers"

Here is an example of such a program http://www.colorpicker.com

Your turn!. Let's make some color changes in your Style.css file.

Run Notepad++

Go to file on the menu bar.

Click Open

 Find the first file "flexible box model.html". Click "OPEN". It should appear as one of the files loaded into Notepad++. It will be located on a tab near the top of the window.

Go to file and use SAVE AS to give the file a different name so we do not change the original. Make sure that it has an ".html extension".

Load the Style.css file and SAVE it AS a different name as well. Make sure that it has a ".css extension"

Find the line that refers to the #top\_header.

Change the background color to gray or #808080

Save the file

 Find the line in your html file that says <Link Rel=”StyleSheet” href=”Style.css”> Change the css file name to what you called your css file.

Save the file after your make the change

Click on your html file. This is the one we want to launch, not the css file

Make sure the html tab file is highlighted

Click Run on the very top menu bar and select Launch in Chrome.

The top header box should now be Gray instead of yellow.

Make other changes in colors in the css file until you feel comfortable doing this.

Day 5: The meaning of colors, the psychology of colors, and color palettes.

The following list examines the meaning of colors

Red - Energy, passion, action, strong, masculine.

 Orange - Social communication and optimism

Pink - Love, unconditional love, nurturing

Yellow - Optimistic, cheerful

Green - Balance and growth

Blue - Color of trust and peace.

Indigo - Intuition

Purple - Imaginative, seek meaning of life, spiritual fulfillment

Turquoise - Communication, clarity of mind.

Magenta - Universal harmony and emotional balance

Brown - Down-to-earth, security, material wealth

Gray - Compromise, neither black or white.

Silver - Feminine, energy

Gold - Success, achievement, lucky, quality

White- Complete, pure, color of perfection, purity, innocence

Black- Secretive, hidden, unknown, mystery

The following list examines the psychology of colors

Adolescents like complex colors. They are used to playing video games with computer graphics

Girls like shades of purple and pink. AS they get older they also like black

Boys favor blue, turquoise, green, yellow, black, white, gray and silver.

Serious business colors include darker colors like dark blue, dark green, indigo, black and gray

Casual business colors are light hearted, bright red, orange, yellow, bright green, bright blue, pink and purple

Some color preferences are climate based. For example, California favors bright and warm colors

Eastern part of country prefers colder, cool colors.

Competitors like Match.com and E-harmony.com used gray, black and blue colors.

Their target market, however, is quite different than Lovebytes' market segment.

The following list examines color palettes

You want colors that go together and are pleasing to the eye. Here are a few palettes

Palette one

#404040 - Dark gray

#6dbdd6 - Light blue

#b71427 - Dark red

#ffe658 - Light yellow

Palette two

#558c89 - Light teal

#74afad - Blue gray

#d9853b - Light brown

#ececea - Light gray

Palette three. You decide what colors are in palette three. Turn answers in with progress log

#191919

#df3d82

#ffffff

Palette four. You decide what colors these represent. Turn in your answers in with your progress log,

#585858

#118c4e

#c1e1a6

#ff9009

You should also examine the fonts used. Make sure that they are readable.

I know there are so many to choose from. Try to find those that match your company image.

Finalize your cascading style sheet file and save it with the colors and fonts you want.

Your new template will be the template used to create each page of your presentation.

Based on the above information: good colors for a casual California company that caters to teenagers, focused more on girls than boys would be pink, purple, white, gray, turquoise, black, and green.</h3>