

Strathclyde Summer Experience: Web Design Project



Student Handbook

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INTRODUCTION

The project

Now that've spent the last day or so taking part in university-based activities and experiencing life as a student, we want you to tell us what you've learned!

With a little help from the Experimental Methods in the Humanities at Glasgow (XPMGla) group, we want you and your team to design and build a website that describes a part of university and/or student life that you've learned about while working with us on the Strathclyde Summer Project.

Once you're finished, we will publish the site for you and give you the URL/web address so you can view it later or share it with whoever you like because you'll have created a fully-functioning website!

The decisions

- As a group, you first need to decide what part of your university experience or student life that you want to focus on for your website.
- Secondly, you need to decide whether you want to be on the Tech Team or the Creative Team.
 - We need 2 volunteers from each team to come to the computer lab to learn how to build the site. You will be the Tech Team. Ideally, you'll have some interest in computing.
 - Everyone else in the team will then work on making all of the content (text/writing, images, videos, links, etc.) for the site. You will be the Creative Team. Ideally, you'll have some interest in writing, design, art, photography, etc.
 - Don't worry – you'll all get a chance to be involved in both the creative and technical aspects of designing and building your website as you'll work as one big team at several points throughout the day!

TASK: The decisions

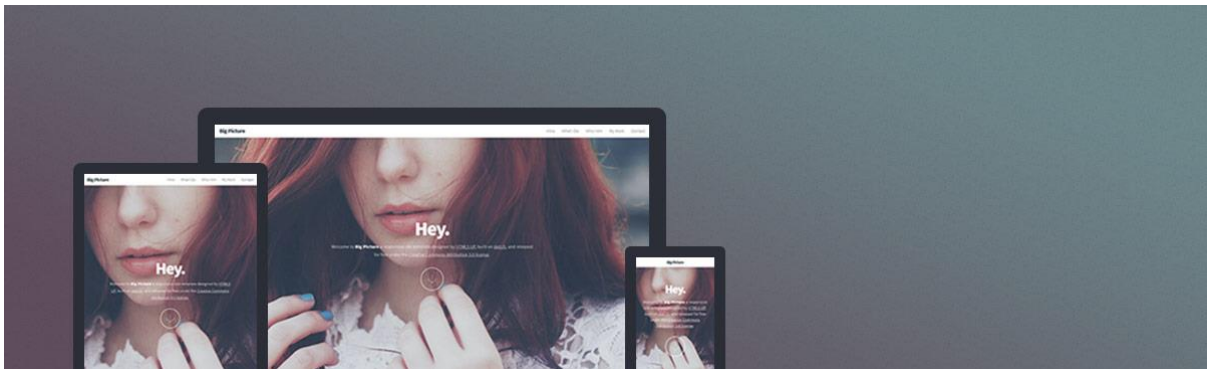
- Choose which part of the university experience or student life you'll focus on.

- Decide who is going to be on the Tech Team and who is going to be on the Creative Team.

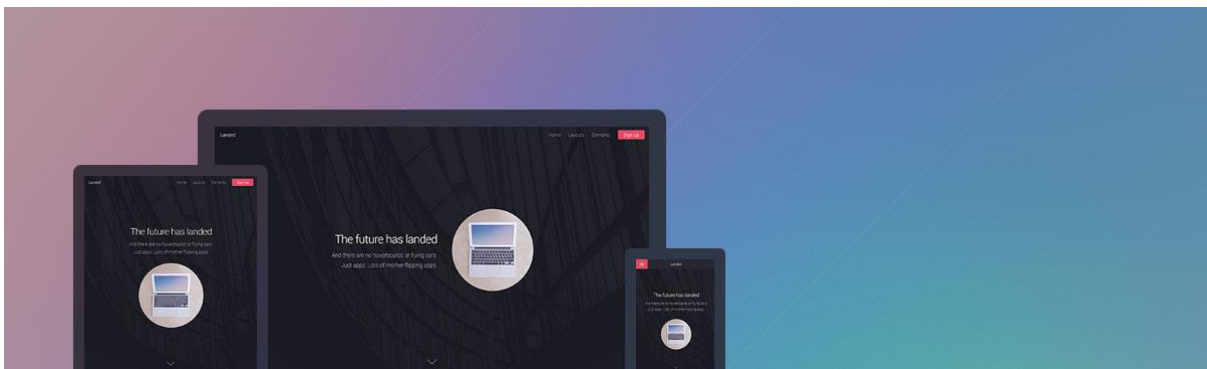
The templates

Your group has been assigned a website template to help you get started. Because building a page from scratch would take too much time, we have prepared three site templates for you. Check which one your group:

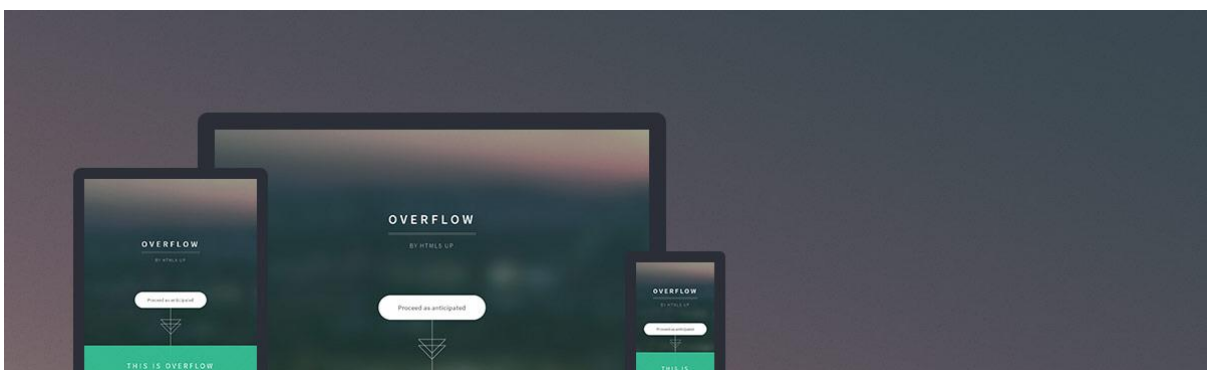
- Template 1: Big Picture (<https://xpmgla.github.io/SSE1>)
 - Teams 1



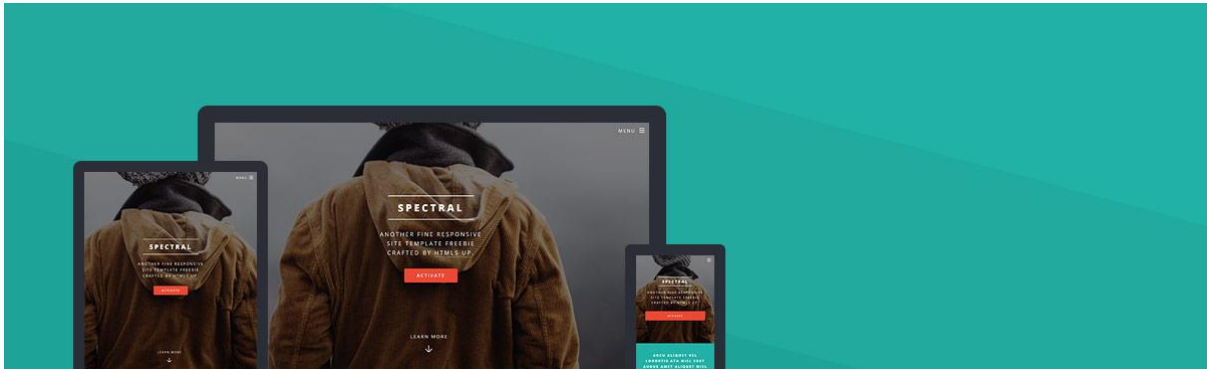
- Template 2: Landed (<https://xpmgla.github.io/SSE2>)
 - Team 2



- Template 3: Overflow (<https://xpmgla.github.io/SSE3>)
 - Team 3



- Template 4: Overflow (<https://xpmgla.github.io/SSE4>)
 - Team 4



All template images from HTML5Up.net

DESIGNING AND BUILDING YOUR WEBSITE

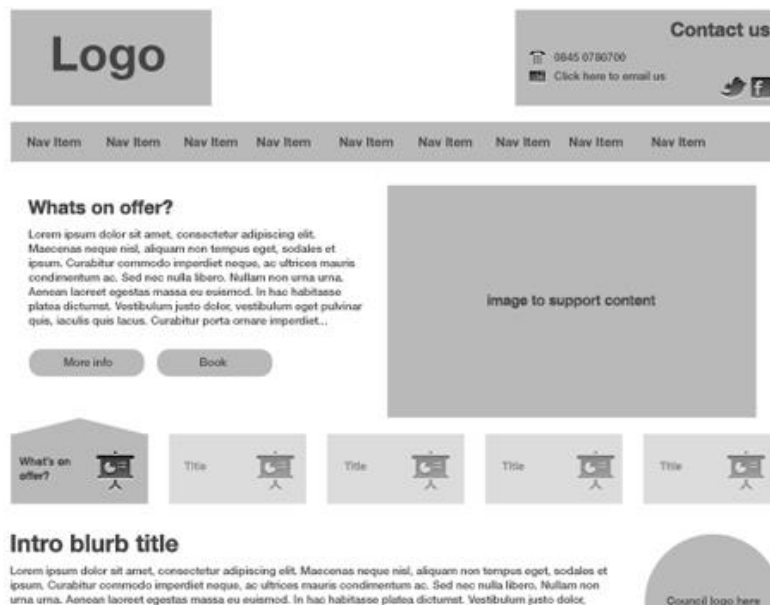
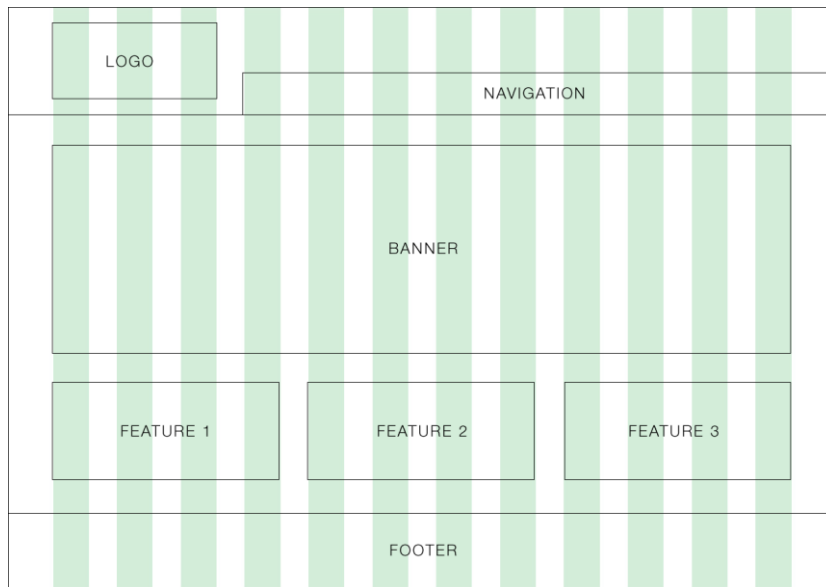
CREATIVE AND TECH TEAMS

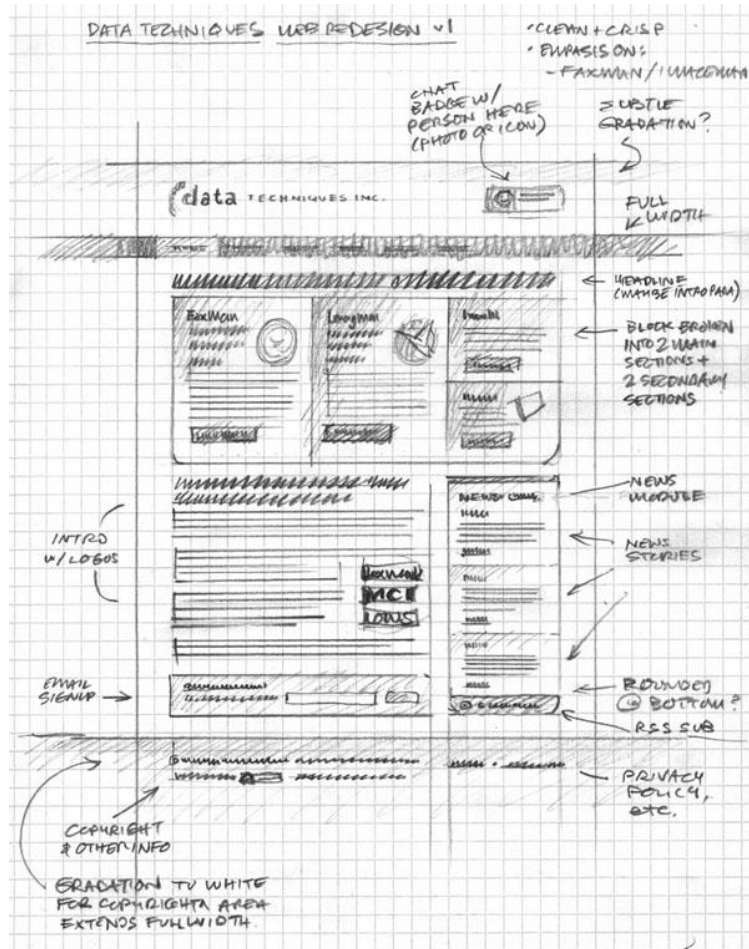
“Wireframing”

What is “wireframing”?

A “wireframe” is a way of designing and structuring a website before you build it. Think of it as a blueprint for your website. It is a way of working out the basic layout of a page at an early stage before you add all of the detail, and allows you to think about how people will see your site.

Wireframe examples





Initial wireframing questions

- How best can you tell your story/explain your experience?
- What types of content let you tell your story/explain your experience best?
- What fits with your template?
- Have you got a good balance between written and visual material?
- What types of content work together and what types don't?

TASK: Initial wireframing and content decisions

- What we want you to do now is think about the template you've been assigned and the wireframing questions to decide what types of content you need on your page.

- Using the wireframing kit for your template, match the cut-outs to the template and decide what types of content you need to make and/or collect.

- Once you've decided which types of content you need, think about the focus of your site to decide what - exactly - these will be and annotate them.
 - i.e. For the text parts you need, what will you write about? For the image parts you need, what will these be images of, etc.

THE TECH TEAM

Website building tutorial

As the Tech Team, your job is to learn the skills to build your website!

You'll learn about HTML and CSS. Here's a brief introduction:

- What is HTML?
 - HTML stands for Hypertext Markup Language.
 - It is a markup language for describing web pages.
 - A markup language is a set of markup tags. In HTML, each markup tag describes different document content.
 - HTML tags are keywords surrounded by angle brackets, i.e. `<tagname>content</tagname>`. They normally comes in pairs: the first tag is the start tag and the second is the end tag, which has a slash before the tag name. Think of this slash as closing the tag.
 - HTML5 is the most recent version of HTML, which we will be using in our template.
 - HTML sets your website's content and its structure, allowing you to add content such as images, text, videos, links, etc.
 - HTML is the structure of your website.

- What is CSS?
 - CSS stands for Cascading Style Sheets.
 - It is a stylesheet language that describes how HTML looks on a web page.
 - CSS describes how HTML elements appear on web pages.
 - CSS sets your website's style, its visual look and feel, such as font size, font colour, page layout, effects, etc.
 - CSS is the look and feel of your website.

You'll be using a combination of both HTML and CSS in working with your group's chosen template and building your site.

Below are some quick reference guides to help you out.

Here's an HTML tag cheatsheet:

Tag	Description
<code><title></code>	Title
<code><header></code>	Header
<code><h1></code>	Heading 1
<code><h2></code>	Heading 2
<code><h3></code>	Heading 3
<code><footer></code>	Footer
<code><p></code>	Paragraph
<code></code>	List item
<code></code>	Image

<video>	Video
<a>	Hyperlink

If you want to make some text italic, some bold, or both(!), you can use the following combination of asterisks at the beginning and end of the text that you want with that style:

<i>Italics</i>	*
Bold	**
<i>Both</i>	***

And here's a CSS colour code chart:

Color Name	Color Code	Color Name	Color Code
Red	#FF0000	White	#FFFFFF
Cyan	#00FFFF	Silver	#C0C0C0
Blue	#0000FF	Grey	#808080
DarkBlue	#0000A0	Black	#000000
LightBlue	#ADD8E6	Orange	#FFA500
Purple	#800080	Brown	#A52A2A
Yellow	#FFFF00	Maroon	#800000
Lime	#00FF00	Green	#008000
Fuchsia	#FF00FF	Olive	#808000

For more ideas on colour palettes, have a look here: <http://www.colourlovers.com/palettes>

THE CREATIVE TEAM

Content production

As the Creative Team, your job is to produce all the content (text/writing, images, videos, links, etc.) that'll appear on your page!

Think about what you've learned about university and/or student life in the last two days. The page should tell the story of and/or explain your Strathclyde Summer Experience.

To do this, you'll create everything that goes on your page to make it your own. You can use any of the below elements of web design or types of content to this. Think about how to best combine them to tell your story/explain your experience.

Remember, a good website tells a story, serves a particular purpose, or explains something in a very clear way. Your page should be interesting and engaging, easy to understand/follow, and have a combination of different types of content (such as text and images). Avoid adding too many different elements to your page or it might look too cluttered and won't make any sense!

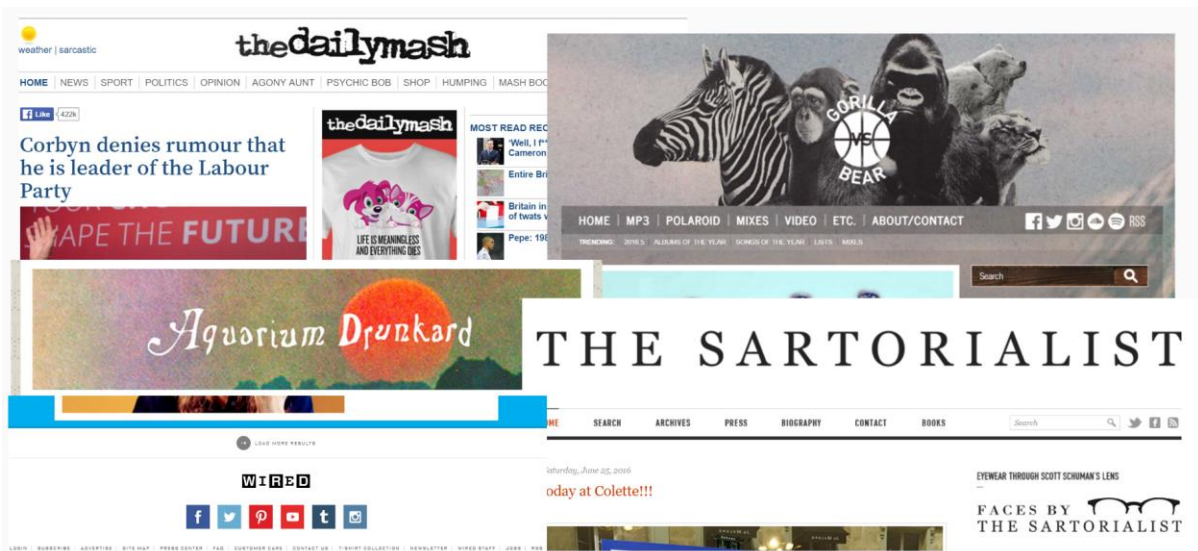
What do you think makes a good website?



BBC News, Instagram, BuzzFeed, Reddit

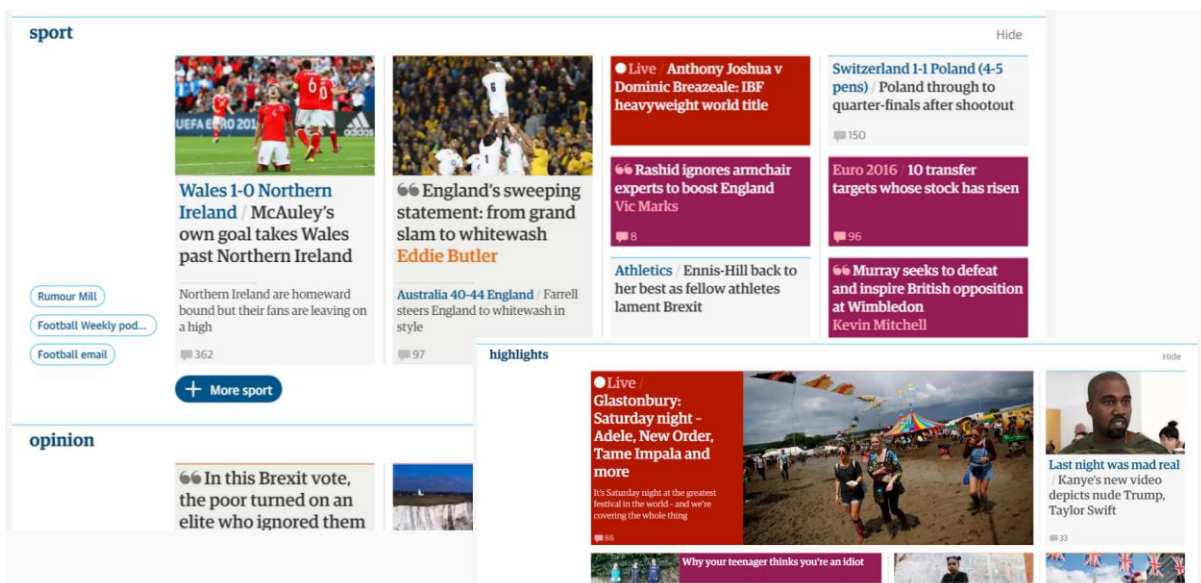
Here are some things to think about for each possible web design part you might choose:

- Header, Footer, and Title (for the page)
 - You should give your page an appropriate title so people know what it's about and who you are!
 - What will you call your page?
 - What is it about?
 - Remember to include your team name and team members' names somewhere!



The Daily Mash, Gorilla vs. Bear, The Sartorialist, Wired, Aquarium Drunkard

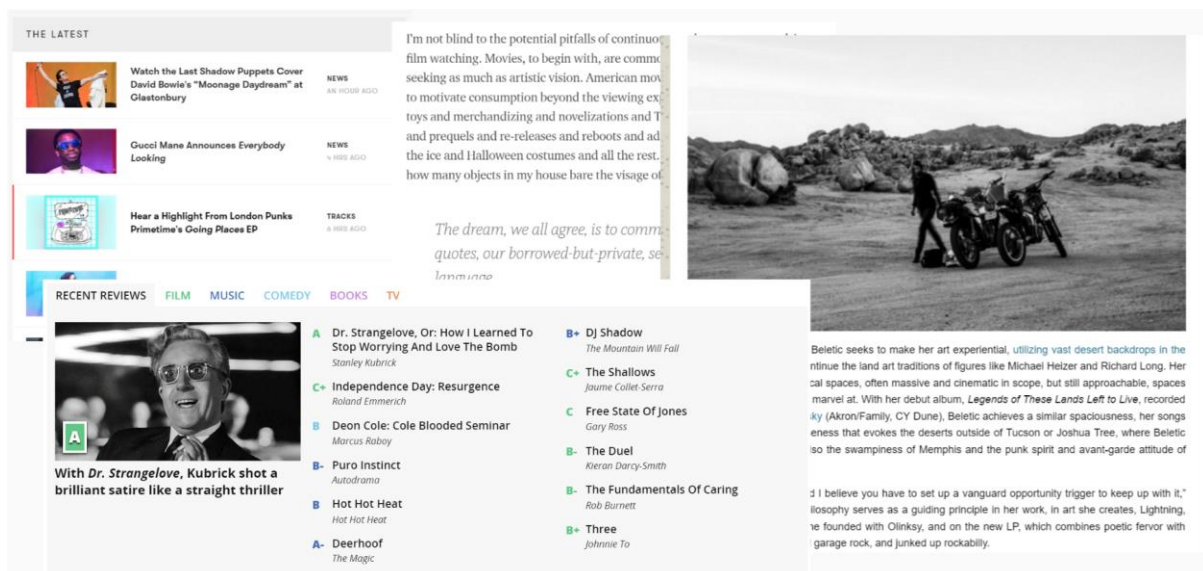
- Headings (for different sections)
 - You should also give each section/part an appropriate heading to help people navigate and understand your page.
 - Headings can be different sizes, so think about the most important things on your page and the things that are less important to choose what size of heading they should have.
 - How do you want to organise your page?
 - What do you want to call each section/part?
 - What are the main things you want to show or highlight?



The Guardian

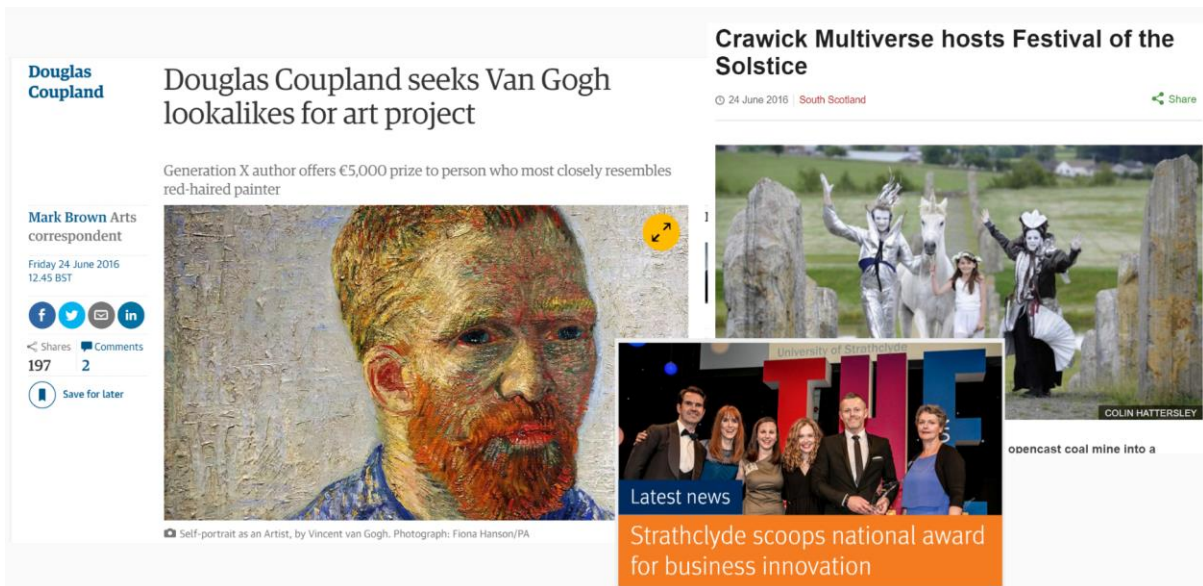
- Paragraphs and List Items (text)
 - This will be the main written content of your page.
 - Think of this like a blog where you're describing your experience.
 - What have you learned?

- What activities did you take part in? Can you describe how the activities taught you something about university and/or student life?
- What were your favourite activities/aspects of university life? What are you looking forward to doing the most, if you go to university?
- What would look better in a list than in a paragraph?



Pitchfork, Medium, Aquarium Drunkard, The AV Club

- Images (pictures, artwork, logos)
 - You should include some images to help liven up your page and make it more interesting for people to look at.
 - Images should help people picture what you're describing in your paragraphs/text.
 - Can you show pictures of your team taking part in the activities you're describing on your page?
 - Can you show pictures of the parts of university or student life you're describing on your page?
 - Do you want to include a team photo?
 - Do you want to include a team logo?
 - Remember you can take a picture of drawings and other artwork with the iPads if you want to include them on your page!
 - And, most importantly, remember to only use Internet images that are enabled for re-use (copyright-free!). Your mentors or members of XPMG1a will be able to help you with this.



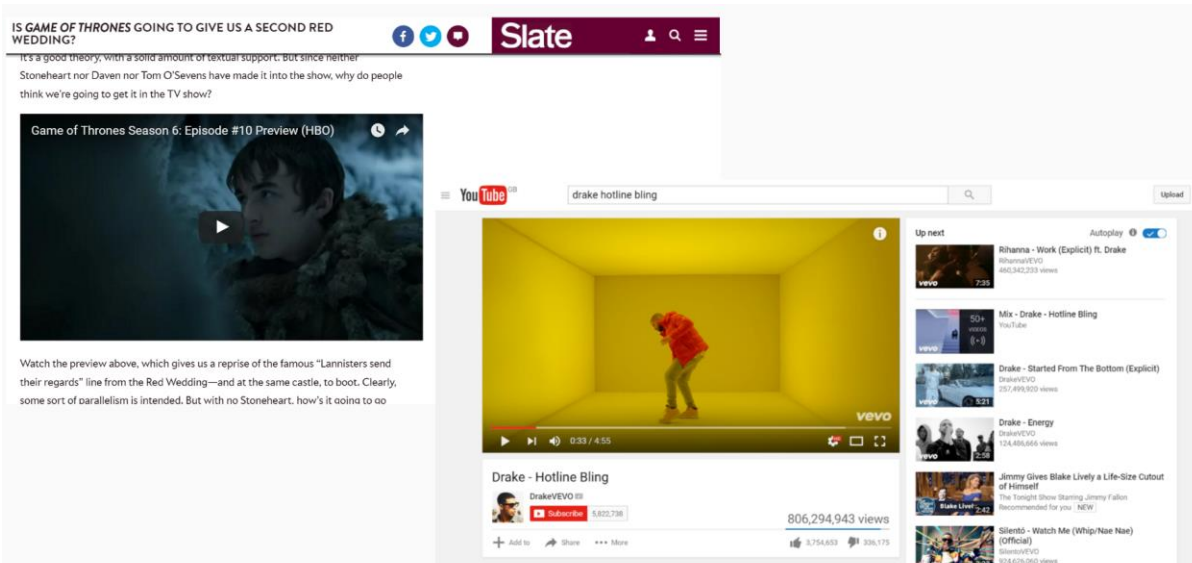
The Guardian, BBC News, Strathclyde University



Google, The Onion, WordPress, AirBnB, Pitchfork, Instagram, Twitter

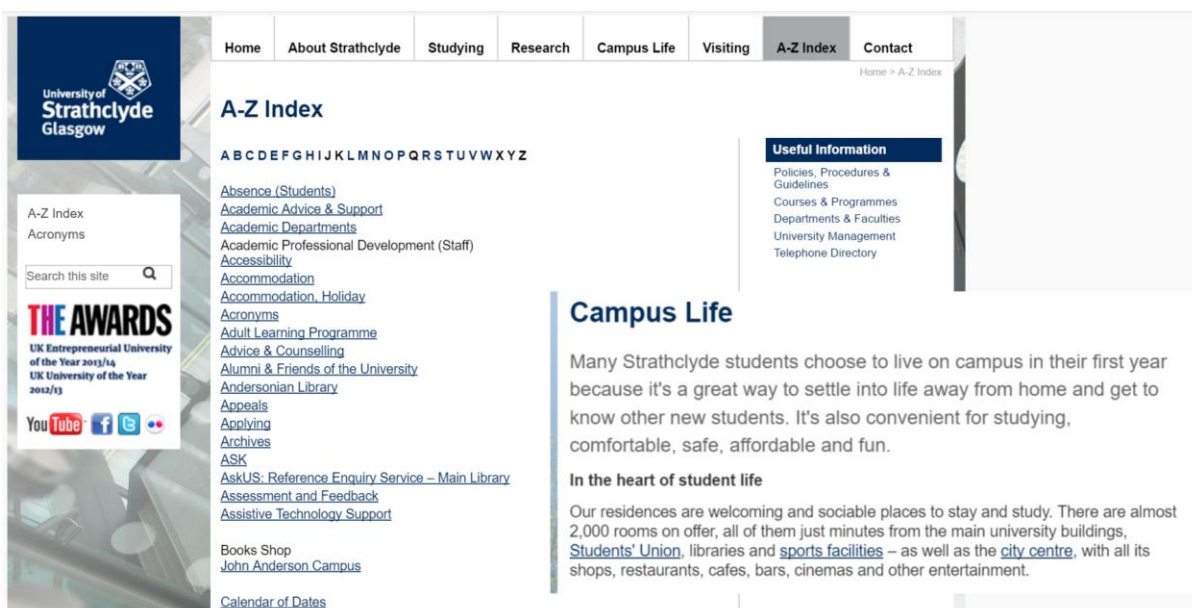
➤ Videos (including sound)

- You should limit yourself to one video per page, if you want to include one – more than one video on a web page can be distracting!
- Can you show a video of your team taking part in the activities you're describing on your page?
- Can you show a video of the parts of university or student life you're describing on your page?
- Remember a video also allows you're the opportunity to speak or talk while filming so you can describe activities, the university, or student life and you can include background sound/music!



Slate (Game of Thrones), YouTube (Drake)

- Hyperlinks (links to other websites/pages)
 - This will allow you to link your page to other web pages that might be of interest to people looking at your site or that help you add to your description of the activities/university/student life that your page focuses on.
 - These can be included in a separate section on their own or part of the paragraphs and list items you write.
 - Did you meet anyone interesting?
 - Did you see anything interesting?
 - What subjects did you learn about?
 - Remember that these links should be relevant to your page and what you're describing, not just something random you like!



University of Strathclyde

TASK: Content production

- What we want you to do now is think about the types of content you decided upon, based on your template and initial wireframe, and think about these content questions.

- Now, you need to make all of your content! This means writing, photographing, filming, recording, drawing, everything you want to include on your website. We'll give you everything you need, including iPads, pens, paper, etc.

- Remember, you can't be the 'Creative Team' without a 'Team'! Try to split up the types of content you want to include so you're all working on something you like or are good at. Make sure everyone is involved and everyone has something they can contribute.

THE CREATIVE AND TECH TEAMS

Final wireframing

Final wireframing questions

- How do you want people to read your page?
- What's most important? What's least important?
- What do you want people to see first and last?
- Does all your content fit with the template?
- How do you want to use colour?
- How do you want to use text style?
- Is all the content still clear and not cluttered by design elements?
- Does your site explain/describe your experience and what you've learned?

TASK: Final wireframing

- What we want you to do now is, referring to your chosen template and all of the content you have produced, is make your final wireframe from which the website will be built.

- We'll give some A3 paper to use as your website template and some Blu-Tack to stick down your content in the area/position it should go and annotate it with additional details, if necessary. This is how your website will look when it's built by the Tech Team.

TASK: Upload your content to your iPad

- Once you're happy with your wireframe, take a picture of it with your iPad. The Tech Team will be taking the iPads away with them, so they'll need a copy of your wireframe to use as a blueprint!

- Make sure all the content you need is on the iPad - all images and videos need to be there for the Tech Team to add them to your site. The only exception is text, which you can hand-write on paper and give to the Tech Team to type up. Or. If you'd rather, designate one member of the Creative Team as the team writer and then can come to the computer lab and type up all of the Creative Team's text.

- Once you're sure everything is uploaded, hand your iPad over to the Tech Team so they can go build your site!

THE CREATIVE TEAM

The presentation

We now want you to create a short presentation to present and explain your website to the other groups. Again, make sure everyone in the Creative Team has something to say in the presentation and work out what each of you are going to say.

Presentation questions

- What part of your university experience or student life does your website explain/show and why?
- What did you call your website? What's its title?
- What types of content did you make/use and why?
- How does your website tell your story/explain your experience?
- What did you find most difficult about the design process and why? How did you overcome those difficulties?
- What did you enjoy most about the design process? What did you learn?
- And, most importantly, what have you learned about university and/or student life?

The Tech Team will be able to click and scroll through the website for you while you present and will be there to answer any technical questions at the end.

Remember, part of the design process is explaining the creative and technical choices you made to others and getting feedback – you've worked hard making all the content and building your site, so you should be proud of yourselves and want to show it off!

Once you have presented your site, the other groups will give you feedback on your site and you'll do the same for them when it's their turn to present their website.

Feedback questions

- Did the group's website clearly tell the story of/explain their chosen aspect of university/student life? How?
- Did the different types of content all work together? Did they have a good balance? Why/why not?
- What did you like best about the group's website? Why?
- What do you think the group could have done differently? Is there anything they could have done to improve their website?

TASK: The presentation and feedback

- Thinking about the presentation questions above, prepare a short presentation explaining your website.
- Once you are finished, have a practice run-through of your presentation. You can use your wireframe as your website to refer to until your site is finished!
- Present your website!
- Thinking about the feedback questions above, provide the other groups with constructive feedback on their presentations/websites.

AND THAT'S IT!

Congratulations! You have now successfully designed, built, and presented your own website!

ADDITIONAL RESOURCES

HTML Cheatsheet

htmlcheat sheet

<html tags are made up of **elements**, which are described by attributes with variable **values**>

text tags	
	emphasize with italics
	emphasize with bold
<h1></h1>	largest headline
<h2></h2>	second largest headline
<h6></h6>	smallest headline
	numbers 1-7 to determine size
	set font color w/ name or hex code
	subscripts ₁
	superscripts ¹
	strikethrough
<code></code>	insert codes

section tags	
<p></p>	paragraphs
<p align="?">	set the alignment of a paragraph
 	insert line break; no closing tag
<blockquote></blockquote>	create a blockquote
	numbered list
	bulleted list
	individual items in a list
<div align="?">	set the alignment of a section

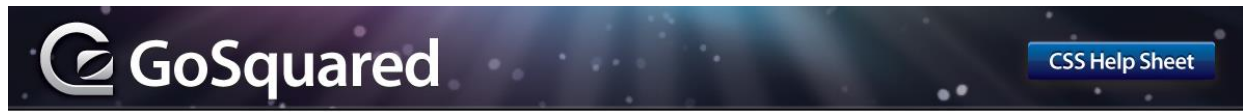
link tags	
	create a link
"mailto:?"	link to an email address
target="_blank"	open a link in a new window
rel="nofollow"	tell search engines to ignore a link
title="?"	name a link
	create a bookmark within a page
	link to a bookmark

image tags	
	embed an image
title="?"	name an image
alt="?"	an alternate name for an image

table tags	
<table></table>	create a table
<th></th>	create a header row
<tr></tr>	create a row
<td></td>	create a cell
<table border="?">	sets the table border
<table cellspacing="?">	sets the spacing around cells
<tfoot></tfoot>	create a footer row
rowspan="?"	a cell that spans multiple rows
colspan="?"	a cell that spans multiple columns

special characters*		
"	"	quotation mark
&	&	ampersand
<	<	less than
>	>	greater than
@	@	"at" symbol
€	€	euro
•	•	small bullet
™	™	trademark
£	£	pound
 		non-breaking space
©	©	copyright symbol

*these number codes are preferred to the more traditional © because they're more reliably read by all browsers



Syntax	
Write styles for any element	selector {property: value;}
External Style Sheet	<link rel="stylesheet" type="text/css" href="style.css" />
Internal Style	<style type="text/css"> selector {property: value} </style>
Inline Style	<tag style="property: value">

General	
class	String preceded by a full stop (.)
ID	String preceded by a hash (#)
div	Formats structure or block of text
span	Inline formatting
color	Foreground colour
cursor	Appearance of the cursor
display	block; inline; list-item; none
overflow	How to handle content that overflows its box. visible; hidden; scroll; auto
visibility	visible; hidden

Font	
font-style	italic, normal
font-variant	normal, small-caps
font-weight	bold, normal, lighter, bolder, integer [100-900]
font-size	Size of the font
font-family	Specific font[s] to be used.

Text	
letter-spacing	Space between letters
line-height	Vertical space between baselines
text-align	Horizontal alignment
text-decoration	blink, line-through, none, overline, underline
text-indent	First line indentation
text-transform	capitalise, lowercase, uppercase
vertical-align	Vertical alignment
word-spacing	Spacing between words

Margins + Padding	
	height; width; margin-top; margin-right; margin-bottom; margin-left; padding-top; padding-right; padding-bottom; padding-left;

Border	
border-width	Width of the border
border-style	dashed; dotted; double; groove; inset; outset; ridge; solid; none;
border-color	Colour of the border

Position	
clear	If any floating elements around the element both, left, right, none
float	Floats to a specified side left, right, none
left	The left position of an element auto, length values [pt, in, cm, px]
top	The top position of an element auto, length values [pt, in, cm, px]
position	static, relative, absolute
z-index	Above or below overlapping elements auto, integer [higher numbers on top]

Background	
background-color	Colour of background
background-image	Background image url("")
background-repeat	repeat, no-repeat, repeat-x, repeat-y
background-attachment	Background image scrolls with element scroll, fixed
background-position	(x y), top, center, bottom, left, right

List	
list-style-type	Type of bullet or numbering in the list disc; circle; square; decimal; lower-roman; upper-roman; lower-alpha; upper-alpha; none
list-style-position	Position of the bullet or number in a list inside; outside
list-style-image	Image to be used as the bullet in the list

Shorthand
background
border
border-bottom
border-left
border-right
border-top
font
list-style
margin
padding

Comments
/* Comments */

Pseudo Selectors
:hover
:active
:focus
:link
:visited
:first-line
:first-letter

Media Types
all
braille
embossed
handheld
print
projection
screen
speech
tty
tv

Units
Length
%
em
pt
px
Keywords
bolder
lighter
larger

Developing for IE6 is a lost cause.

Want to learn more about web design?

Codecademy has free online tutorials on both Web Design and HTML/CSS, along with loads more free courses. It's easy to use and pretty good fun!

- Course List: <https://www.codecademy.com/learn>
- Make a Website: <https://www.codecademy.com/learn/make-a-website>
- HTML/CSS: <https://www.codecademy.com/learn/web>