

Website Design 1

Professor Danne Woo

webdesign.dannewoo.com

ARTS 214 – 02

Spring 2016

Thursday 2:00 pm – 5:50 pm

I-Building 213

Four Ds

Discover

Define

Design

Develop

Four Ds

Discover

Define

Design

Develop

Four Ds

Discover

Define

Design

Develop

**Market
Analysis**

——
Strategist

**Competitive
Visual Audit**

——
Designer

Market Analysis

What is your market?

Who is your user?

Who are your competitors?

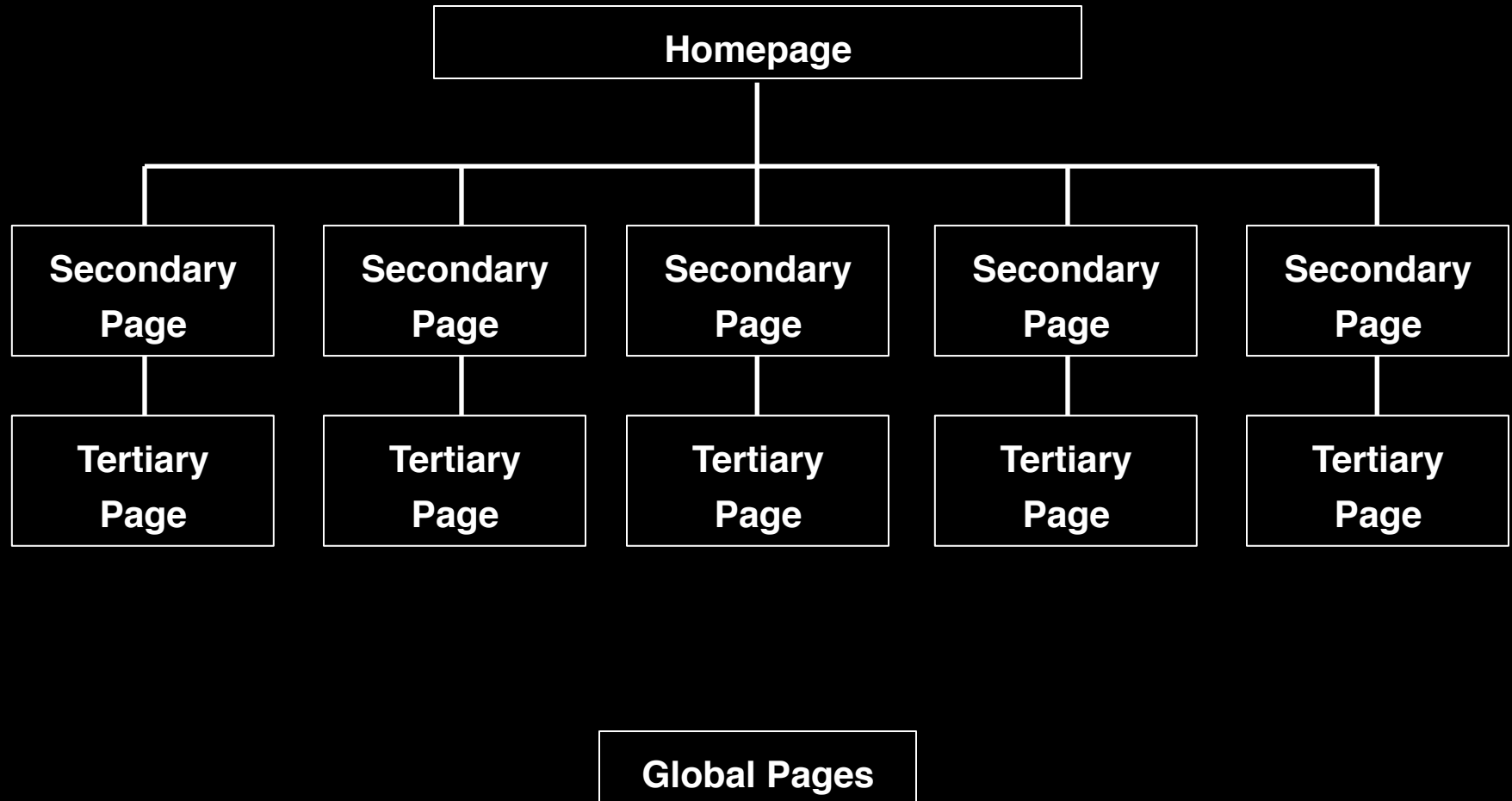
Competitive Visual Audit

1. Screen grab competitors websites.
2. Find the grid.
3. Find the color palette.
4. Typefaces and Type Hierarchy.
5. Any media used.

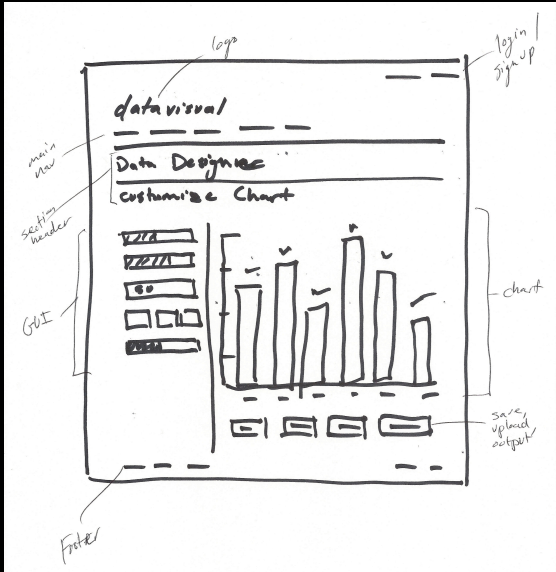
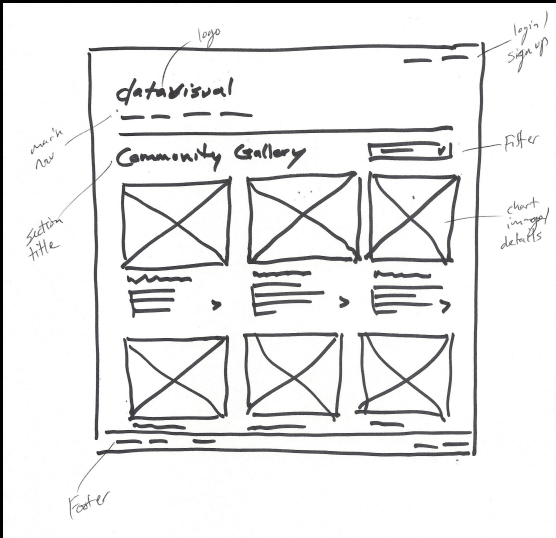
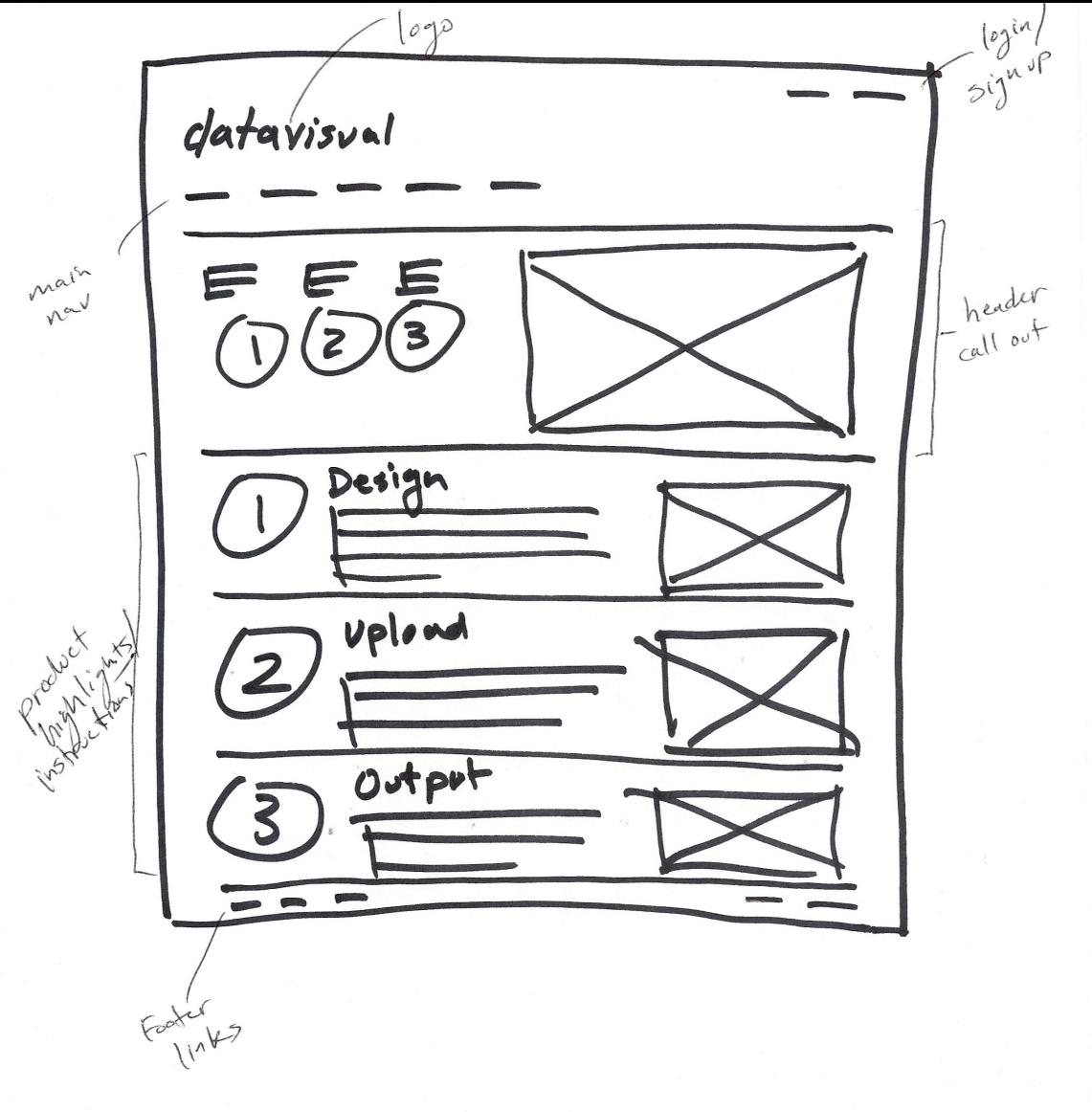
Define

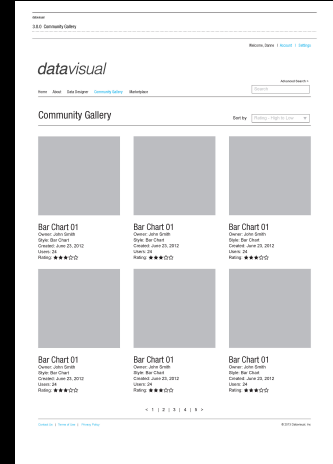
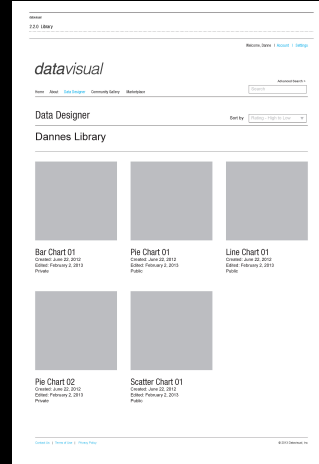
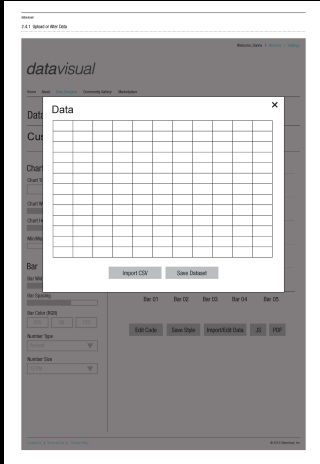
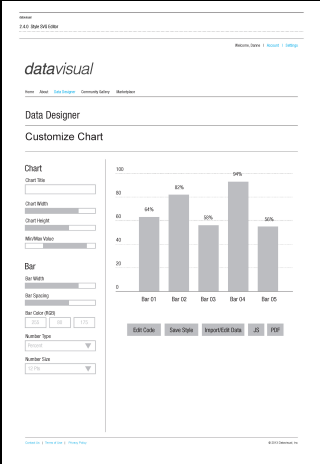
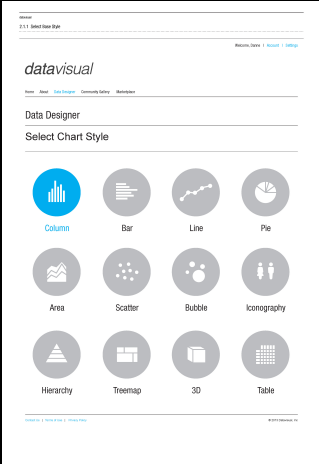
- 1. Sitemap**
- 2. Sketches**
- 3. Wireframes**

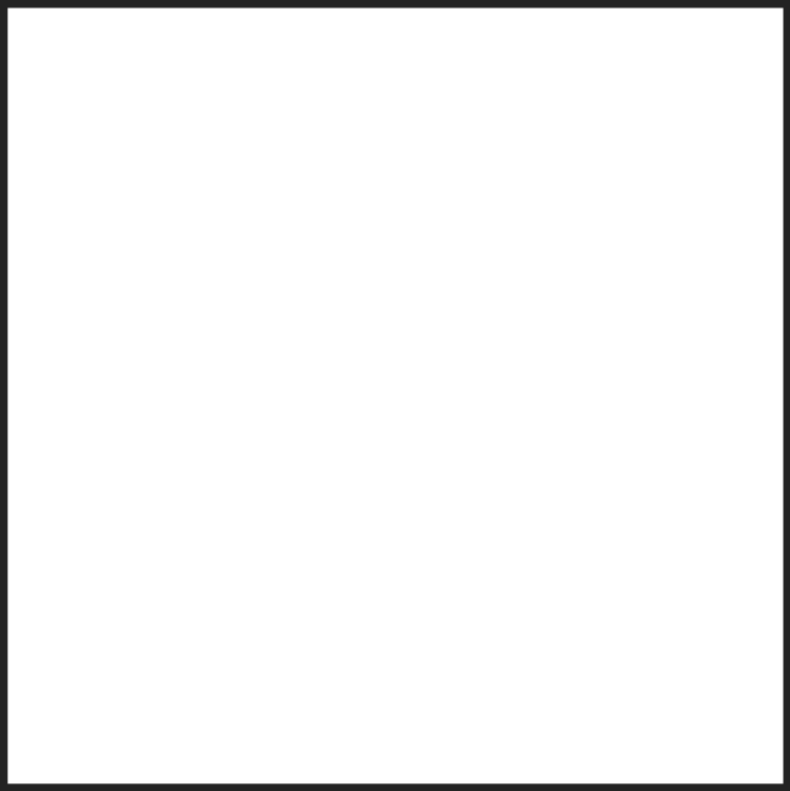
Define



Define







[Redacted text block]

[Redacted text block]

[Redacted text block]

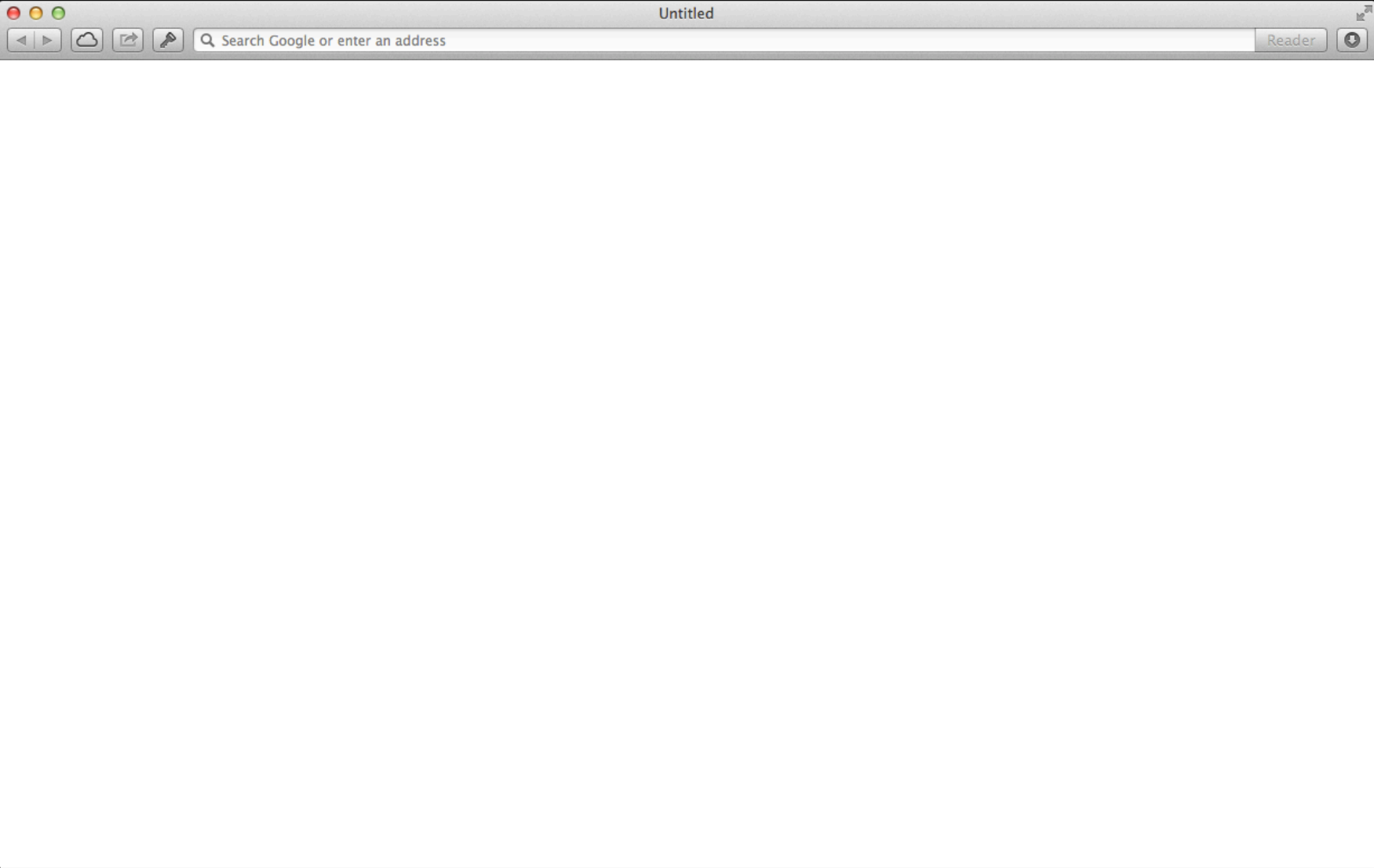
[Redacted text block]

[Redacted text block]

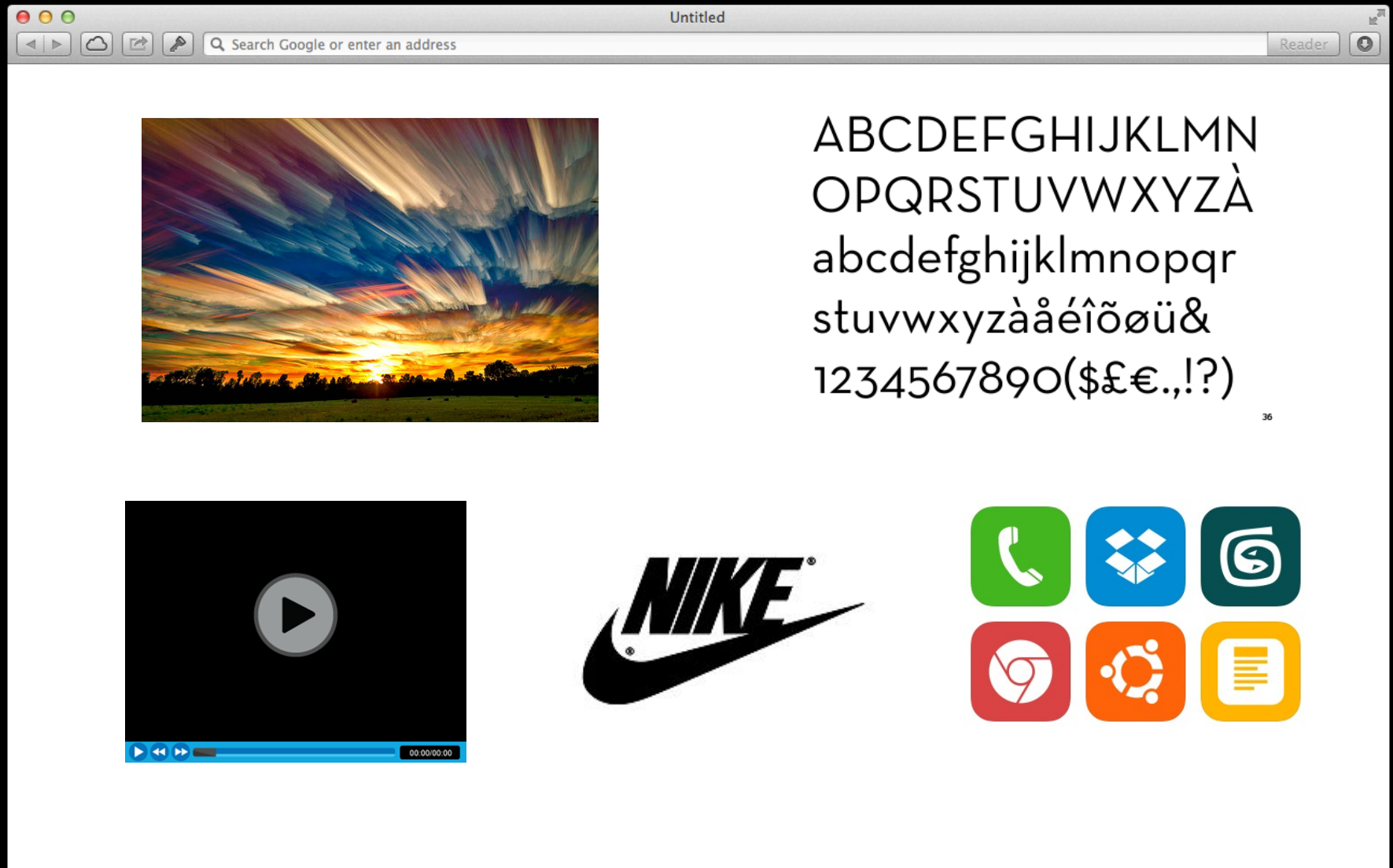
[Redacted text block]



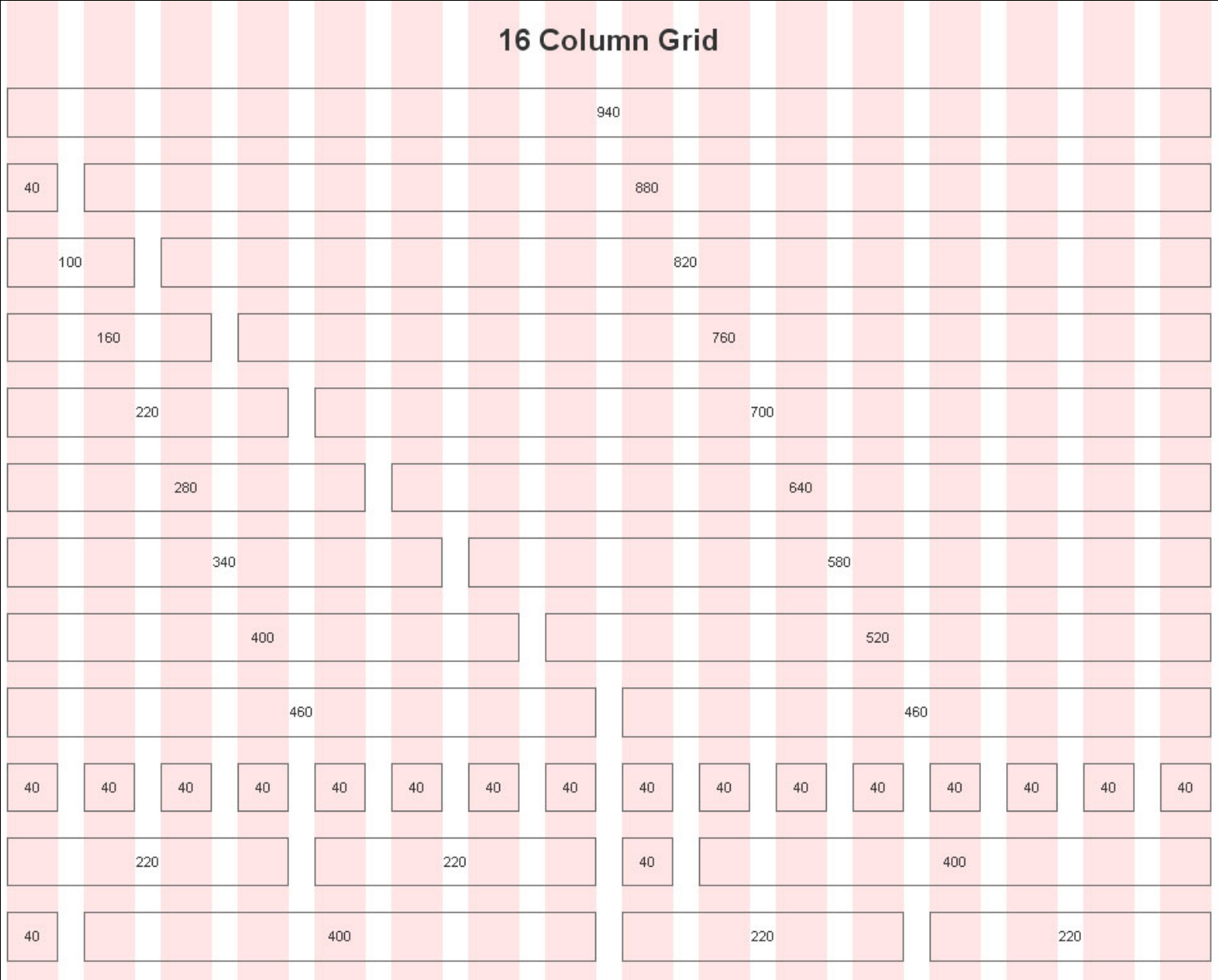
Design



Design



Design





these are serifs

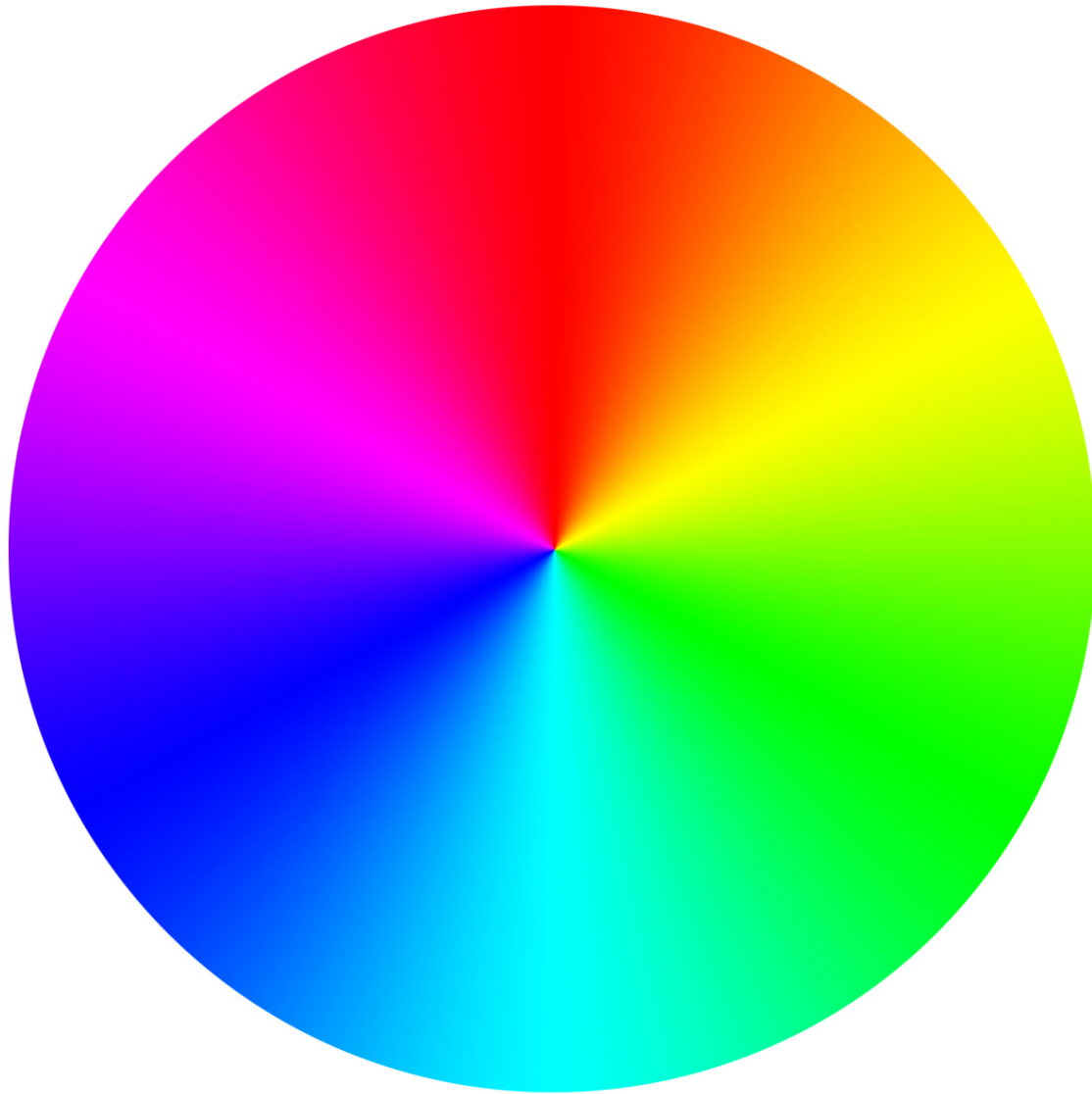
Times New Roman

SERIF FONT

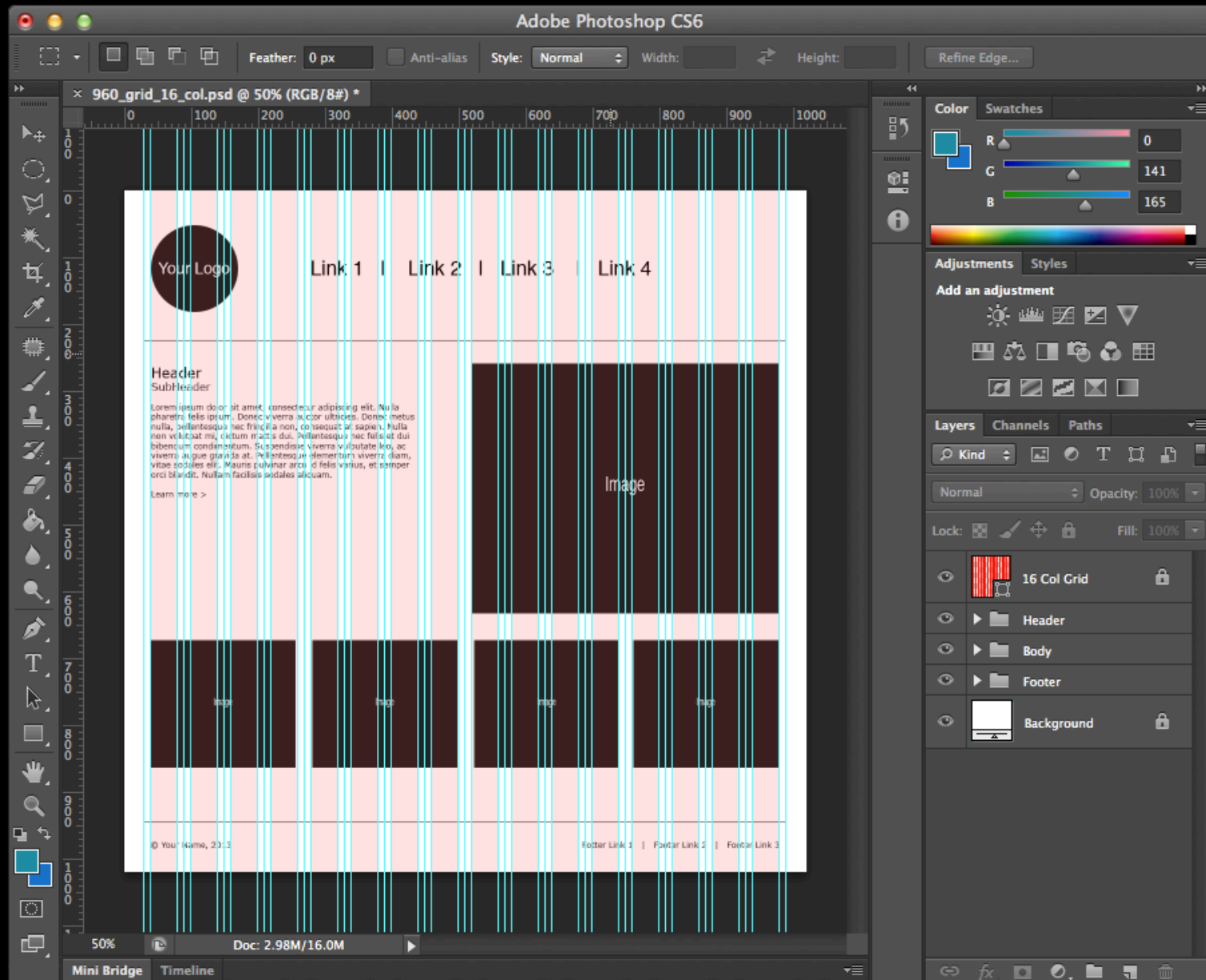


Arial

SANS-SERIF FONT

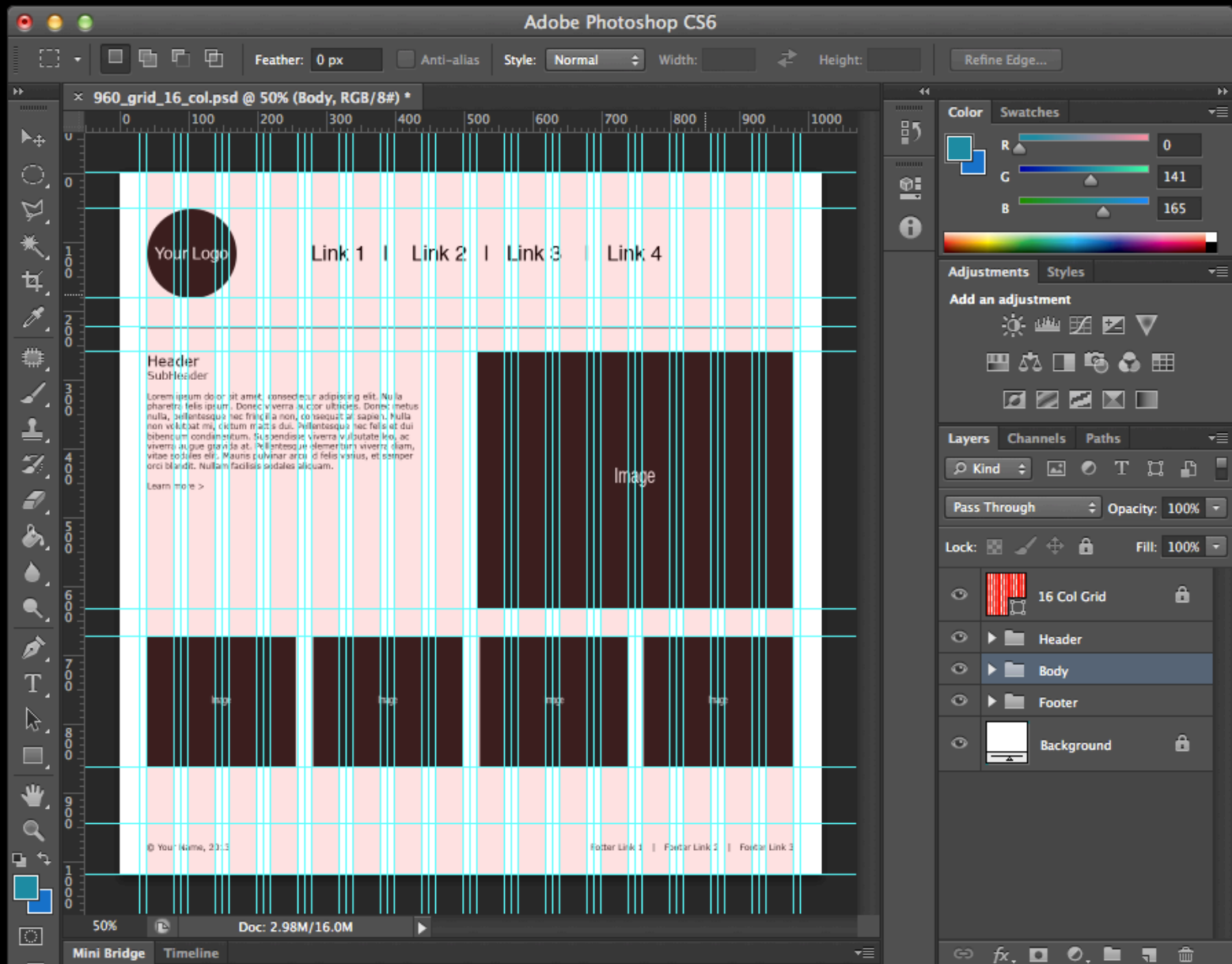


Design

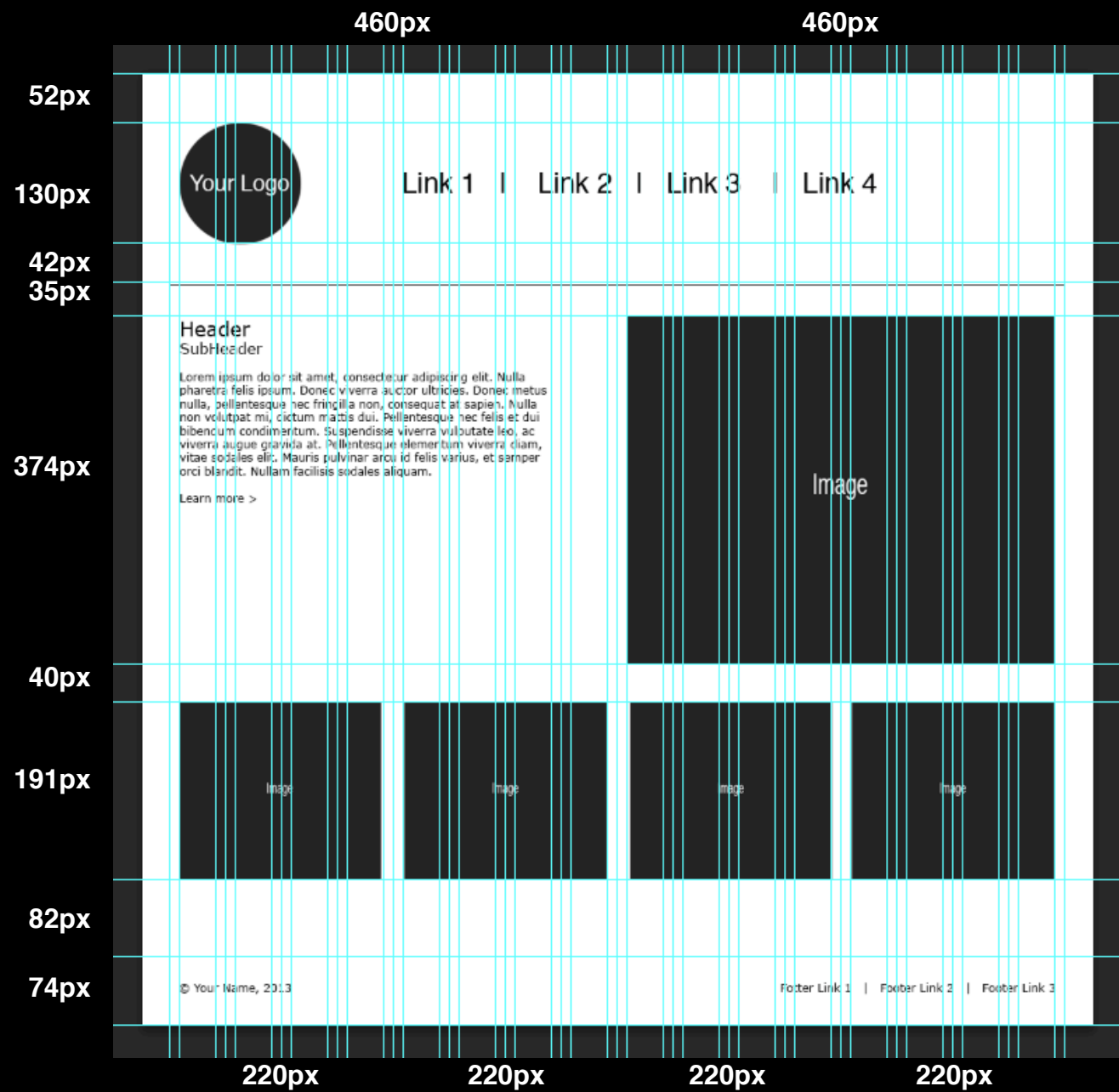


Website Prep, Asset Creation and Organization

Dimensions

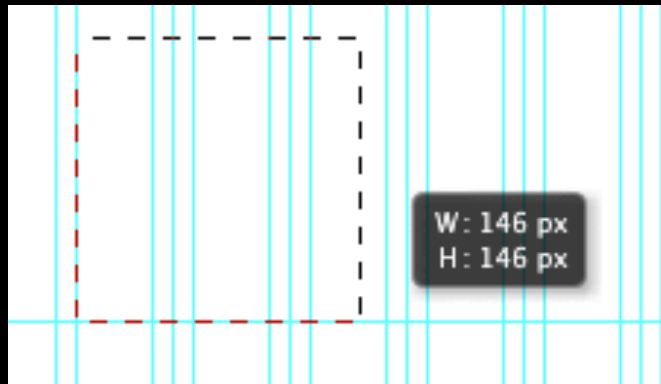


Dimensions

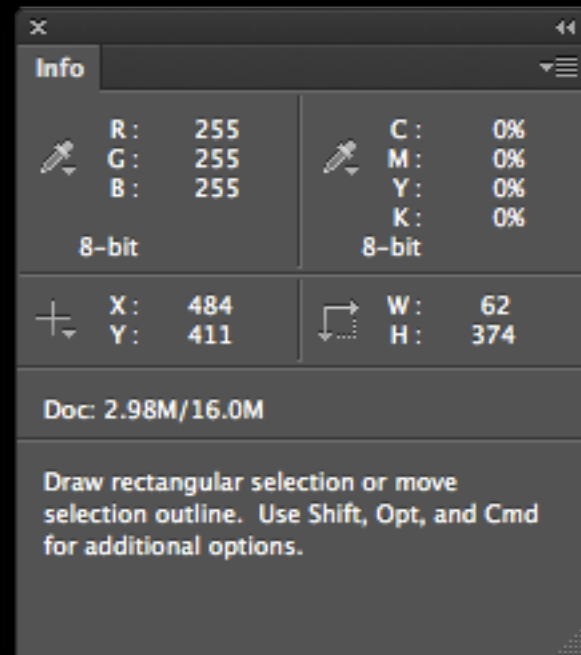


Dimensions

Rectangular Marquee Tool



Info Window



Styles

Type

Header	Arial Bold, 24px, #000000
Subhead	Arial, 18px, #000000
Body	Arial, 10px, #000000
Rollover	Arial, 10px, #000000, No Underline
Rollover: Hover	Arial, 10px, #000000, Underline

Color

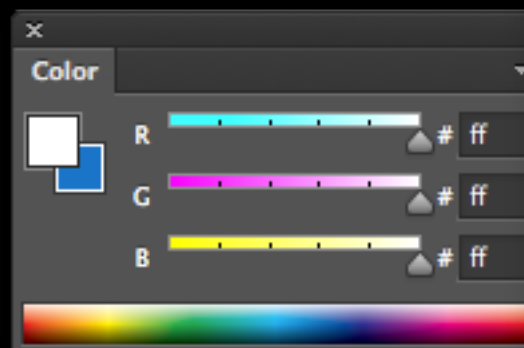
Background	#FFFFFF
Header	#FFFFFF
Body	#FFFFFF
Footer	#FFFFFF

Styles

Color Picker

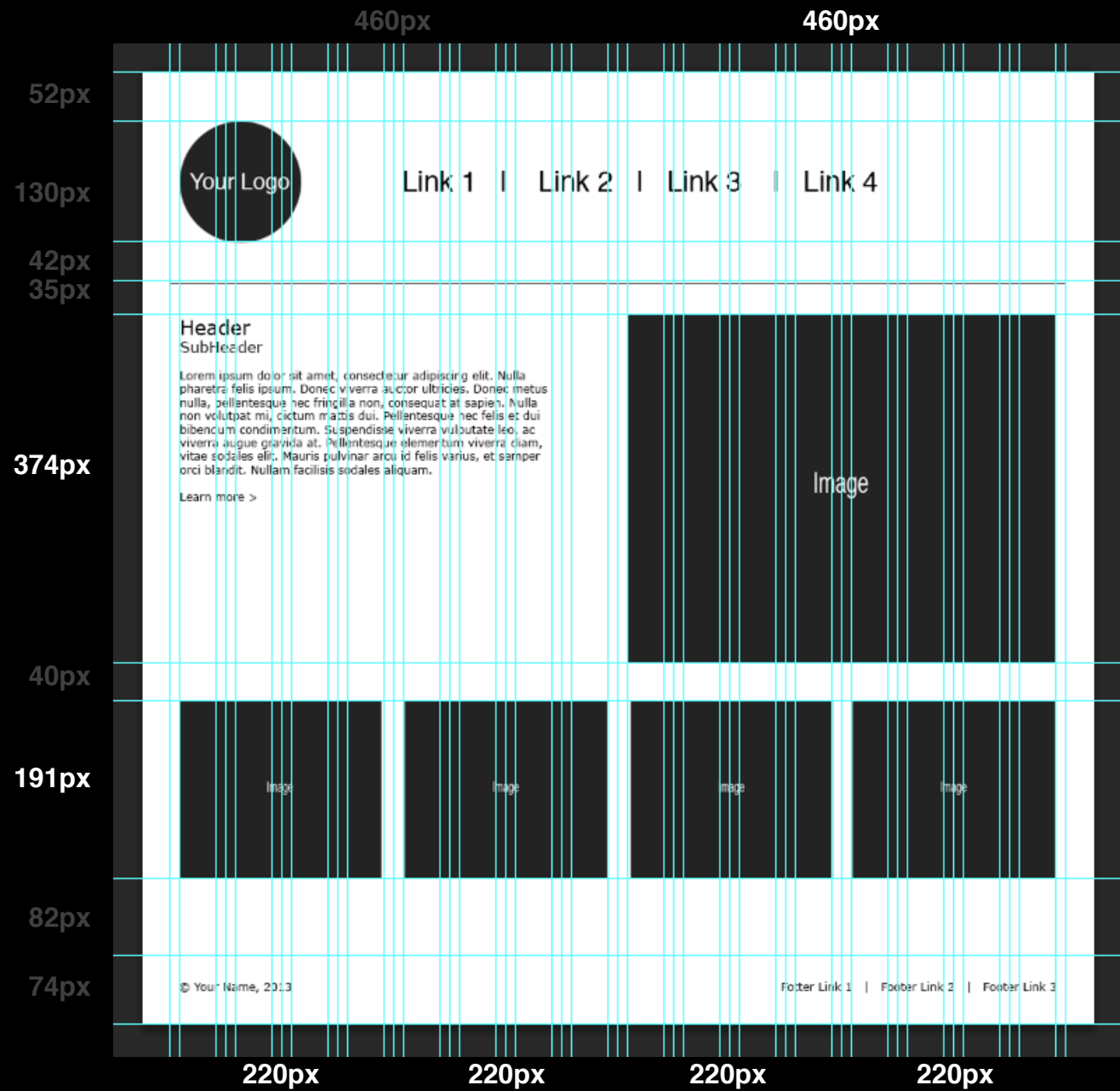


Color Window

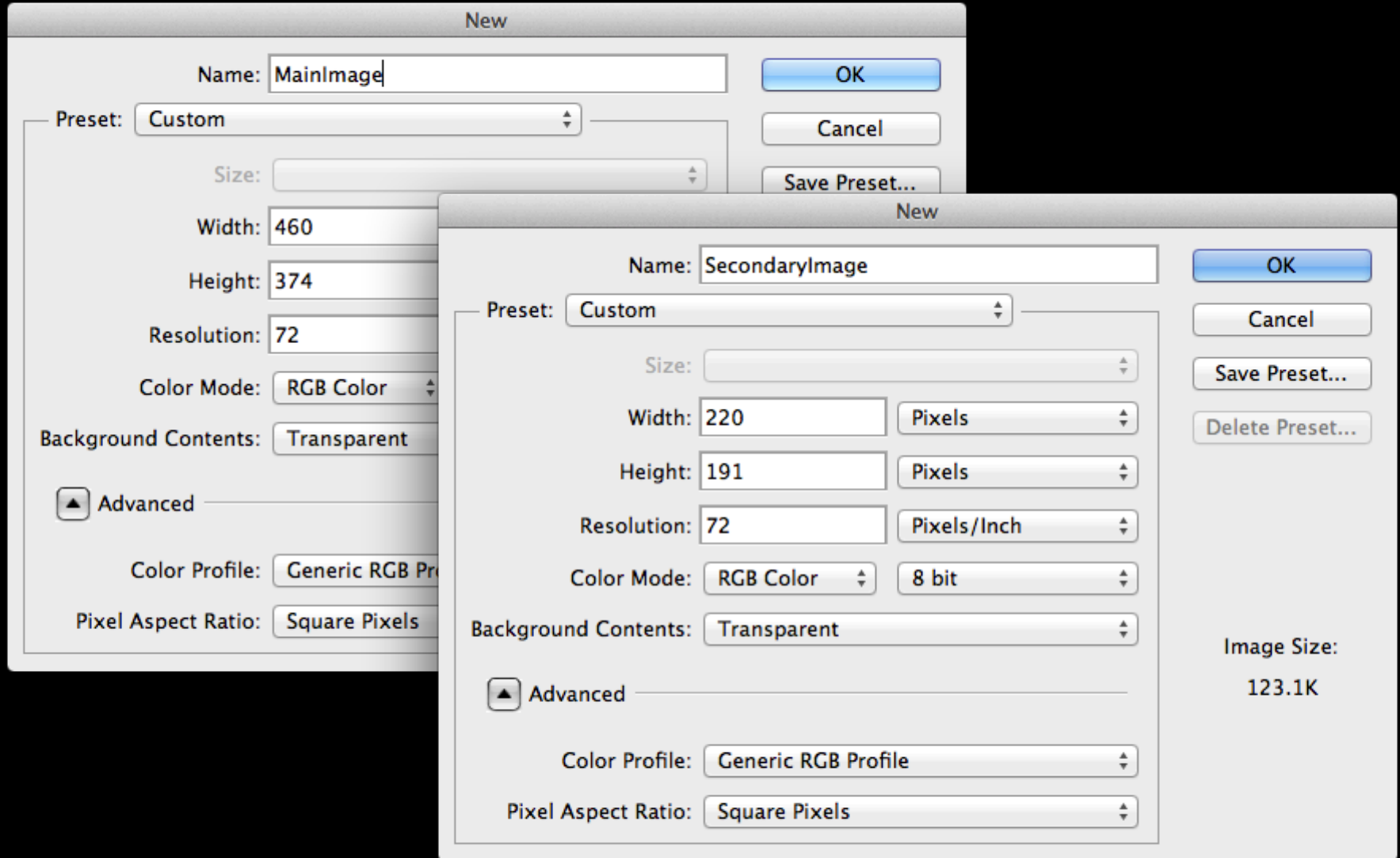


- Grayscale Slider
- RGB Sliders
- HSB Sliders
- CMYK Sliders
- Lab Sliders
- ✓ Web Color Sliders
- Copy Color as HTML
- Copy Color's Hex Code
- RGB Spectrum
- ✓ CMYK Spectrum
- Grayscale Ramp
- Current Colors
- Make Ramp Web Safe
- Close
- Close Tab Group

Images

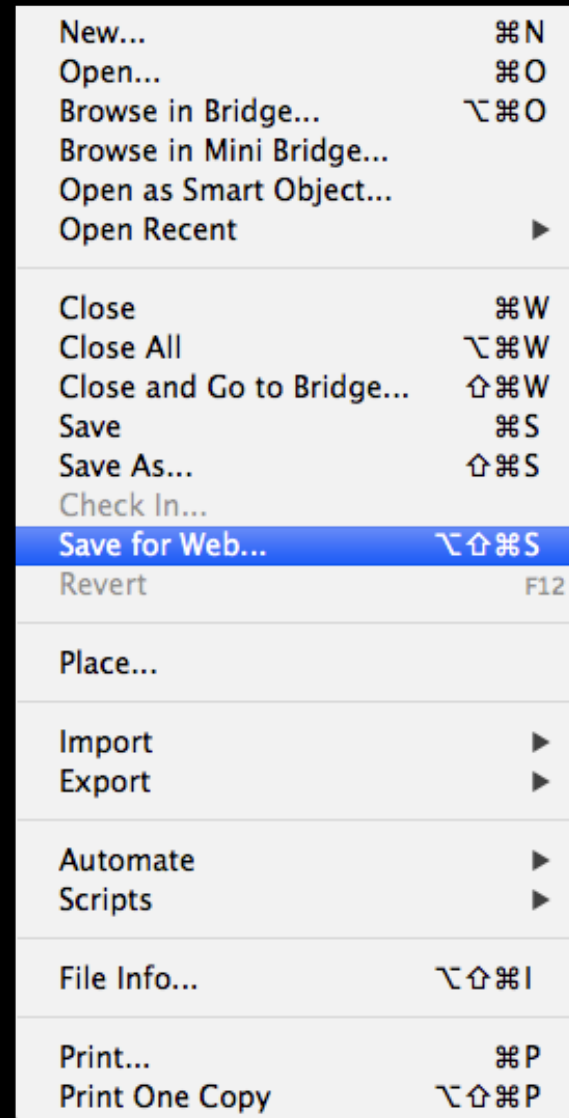


Images

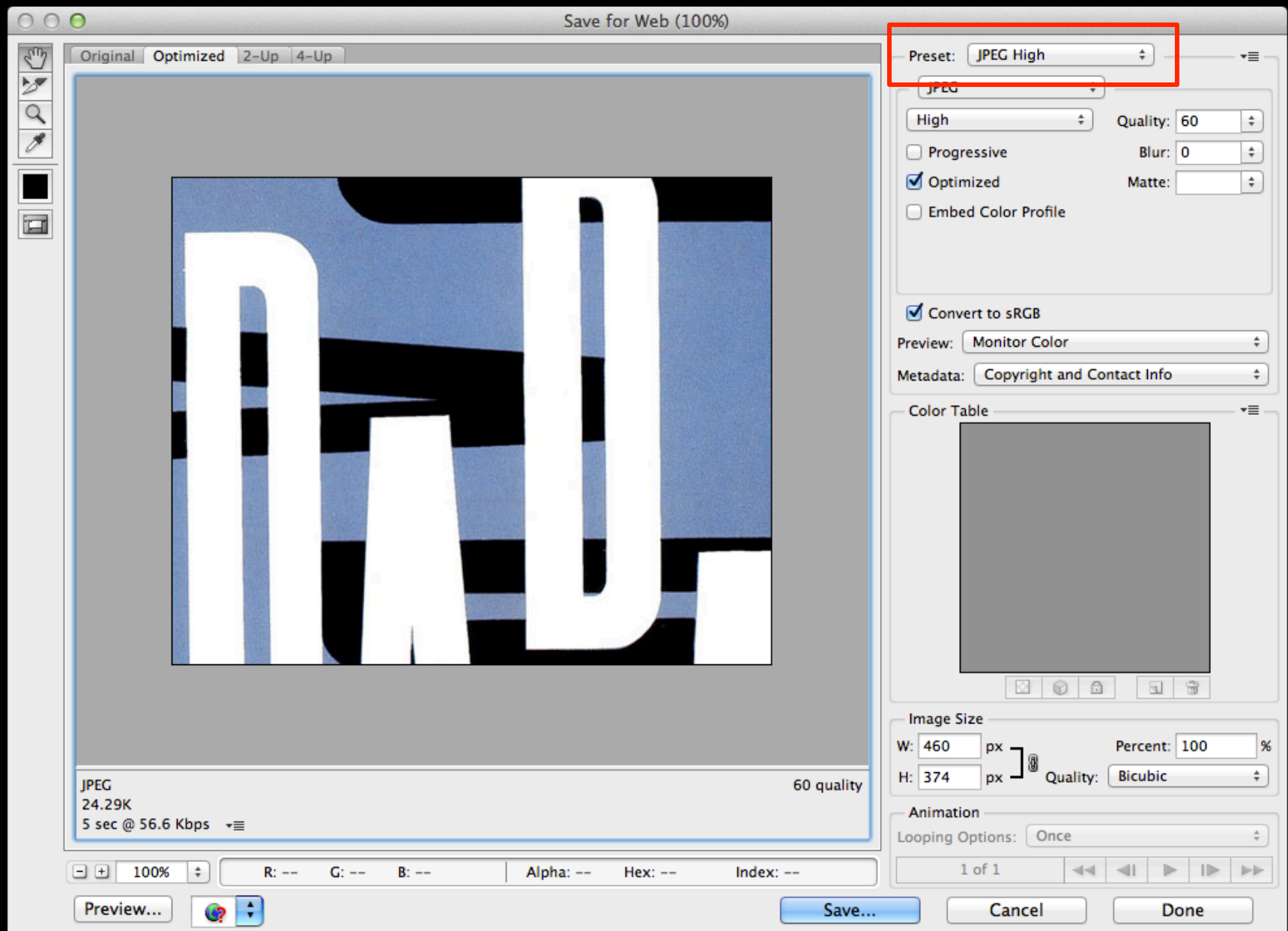


Images

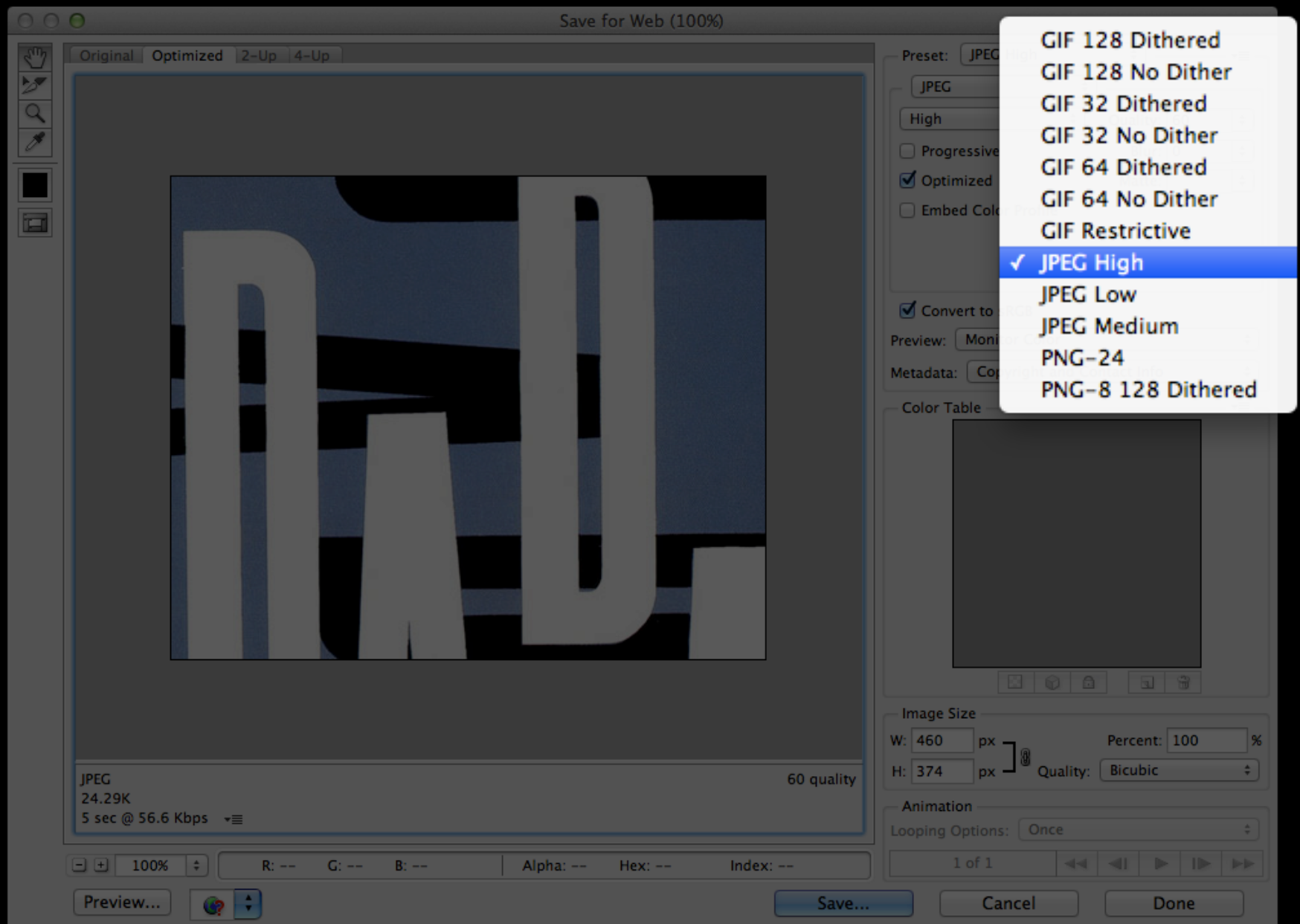
File > Save for Web...



Images



Images



Images

GIF



Minimal colors

JPEG



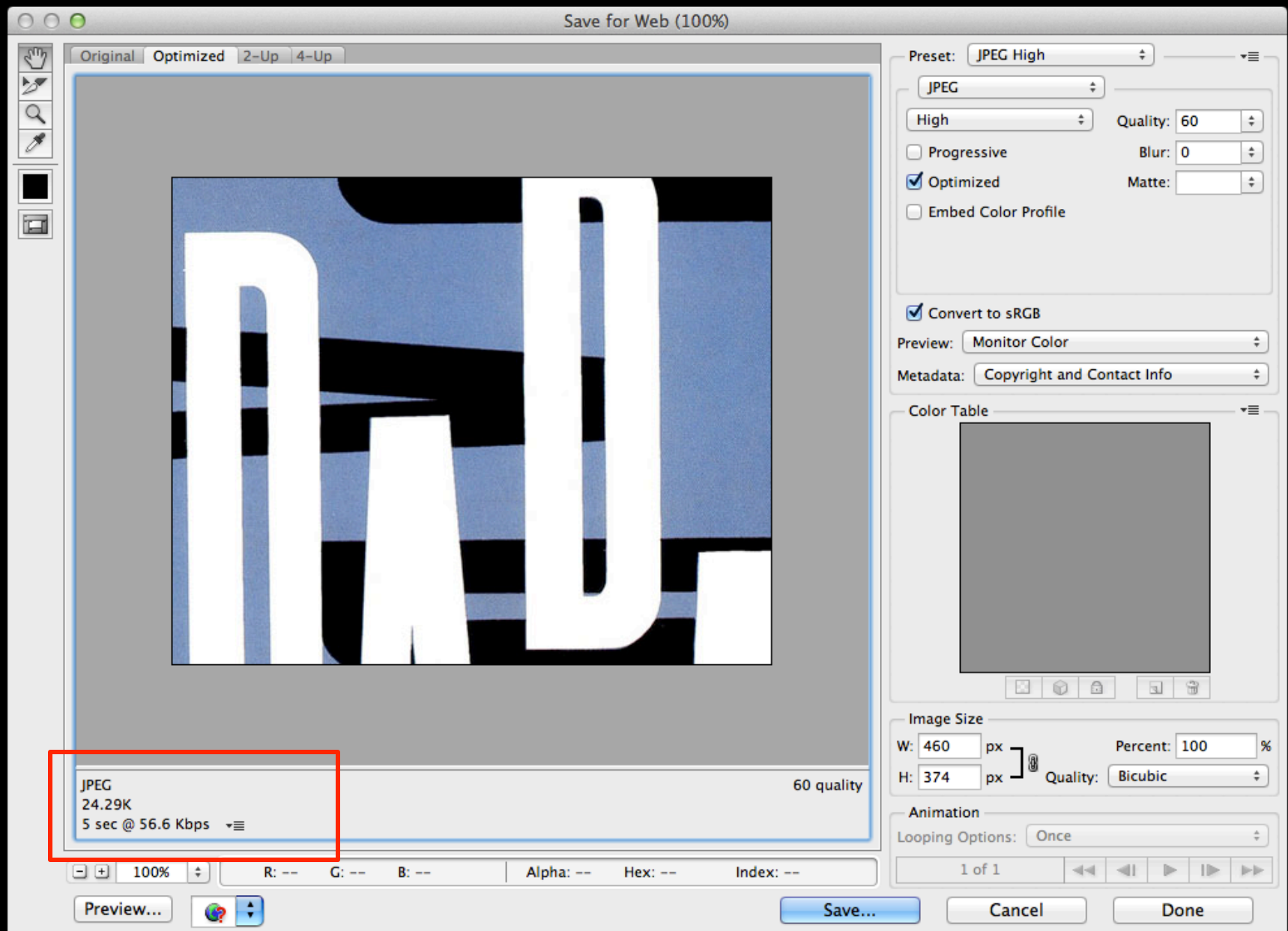
Full color images

PNG or SVG



**Minimal colors with
transparent background**

Images



File Organization

index.html	www.myurl.com
secondary_page	www.myurl.com/secondary_page
index.html	www.myurl.com/secondary_page
another_page.html	www.myurl.com/secondary_page/another_page.html
img	www.myurl.com/img
image01.jpg	www.myurl.com/img/image01.jpg
image02.gif	www.myurl.com/img/image02.gif
image03.png	www.myurl.com/img/image03.png
css	www.myurl.com/css
styles.css	www.myurl.com/css/styles.css
js	www.myurl.com/js
javascript.js	www.myurl.com/js/javascript.js

File Organization

index.html

secondary_page

index.html

another_page.html

img

image01.jpg

image02.gif

image03.png

css

styles.css

js

javascript.js

secondary_page

secondary_page

secondary_page/another_page.html

img

img/image01.jpg

img/image02.gif

img/image03.png

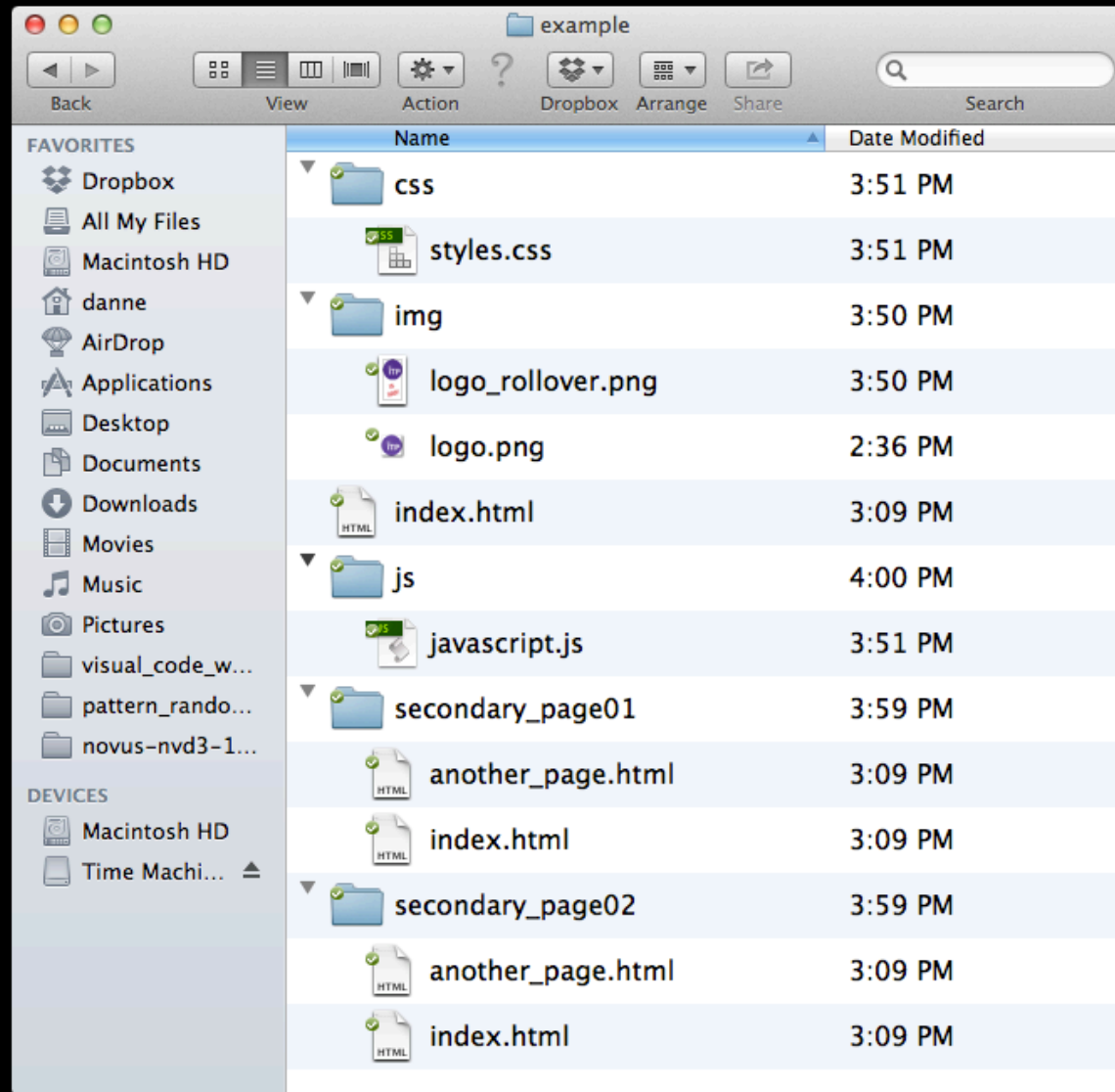
css

css/styles.css

js

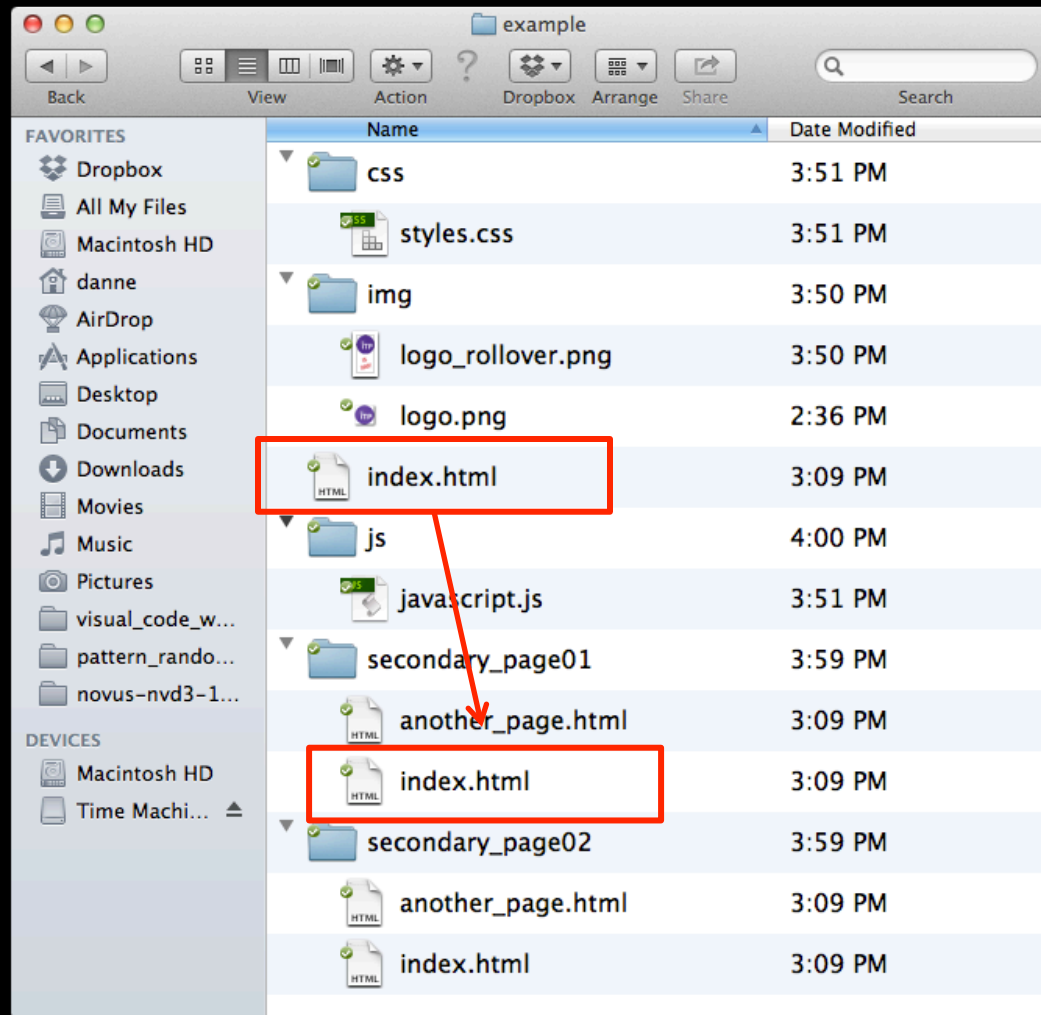
js/javascript.js

File Organization



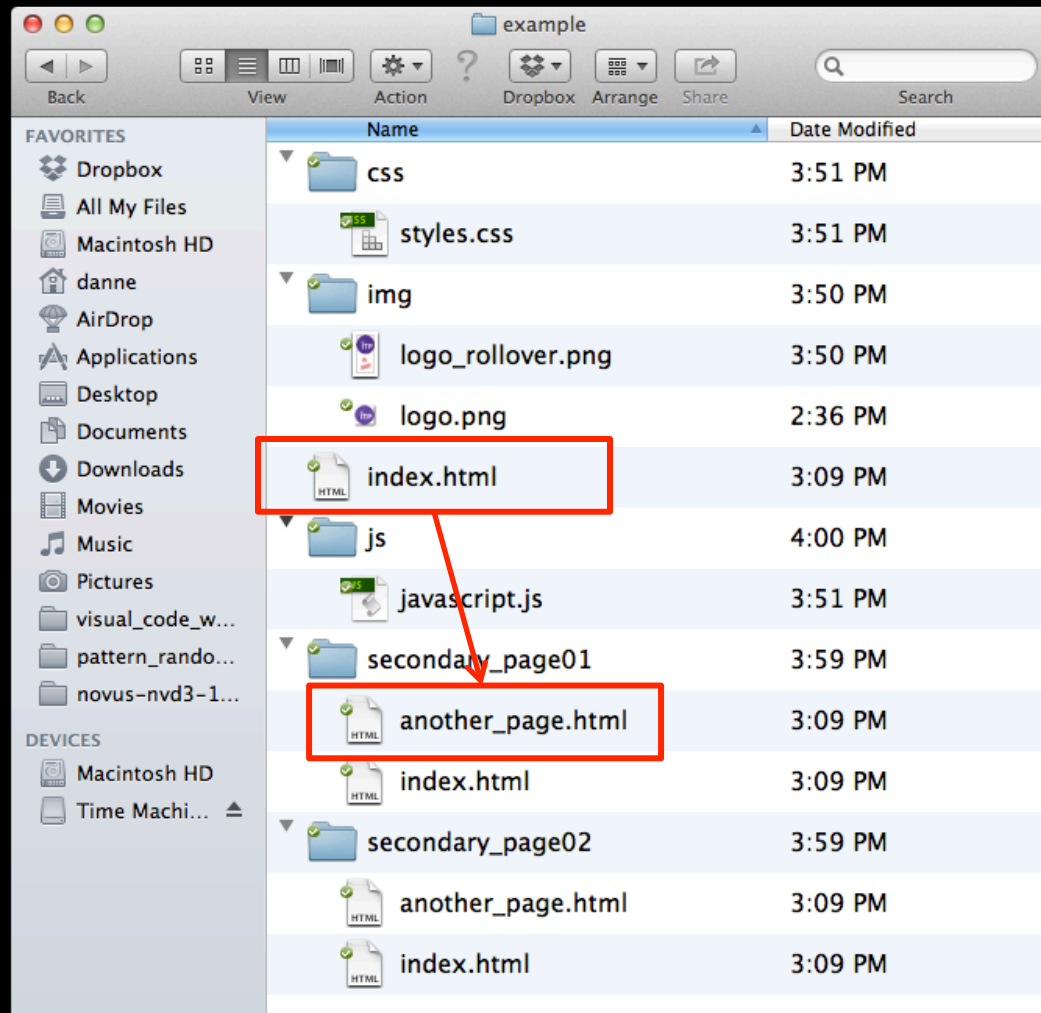
Styles

secondary_page01 or secondary_page01/index.html



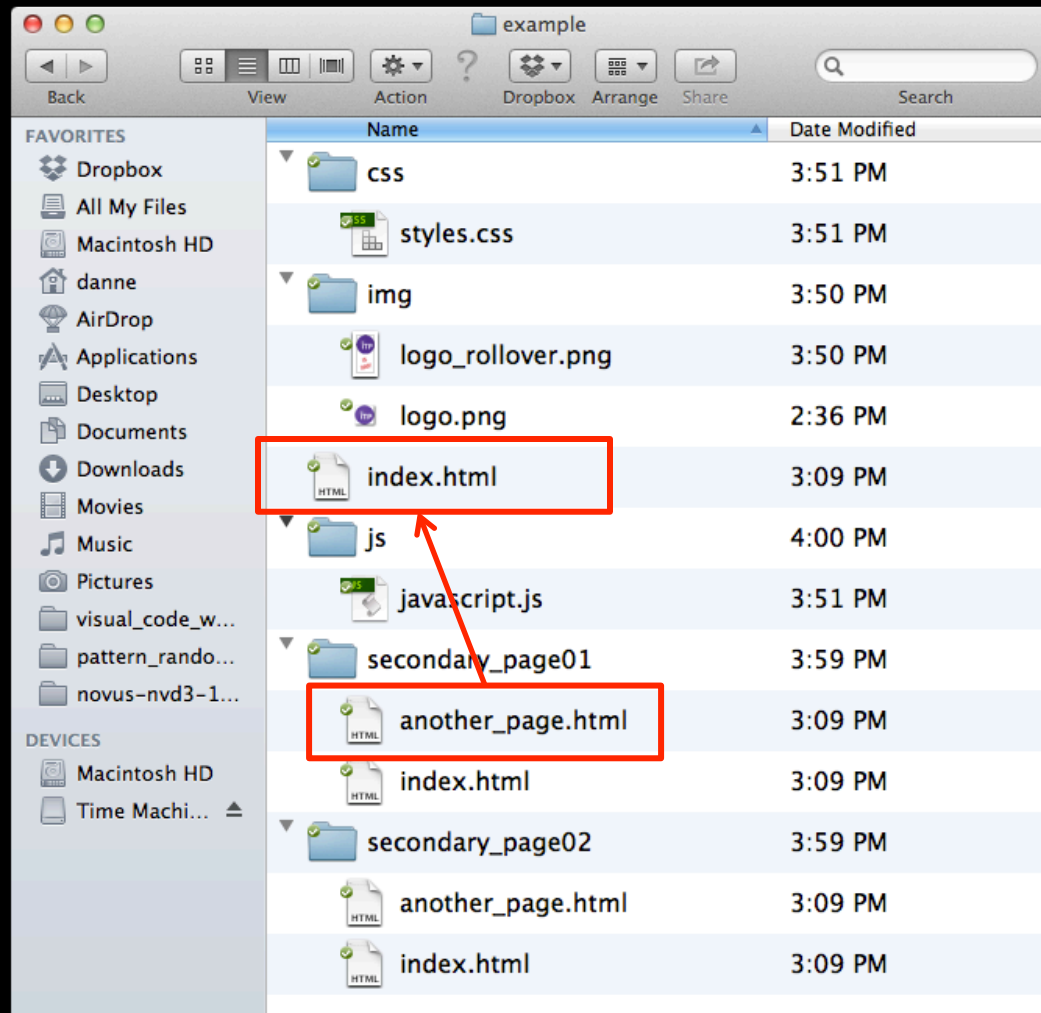
Styles

secondary_page01/another_page.html



Styles

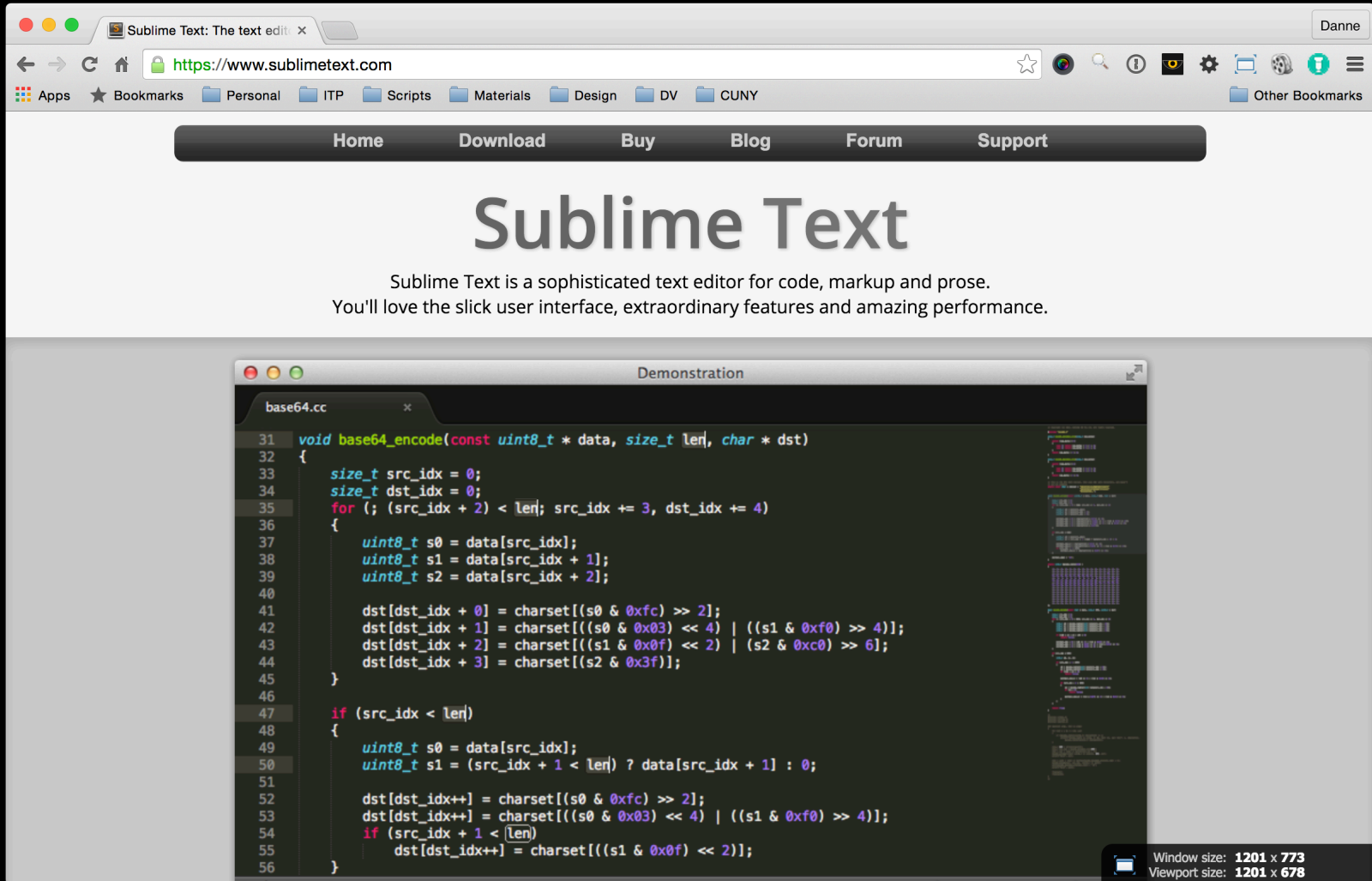
../ or ../index.html



Basic Structure and Elements

- Text
- Links
- Lists
- Images
- Tables
- Forms
- Audio
- Video

Programming Environment



Read more on
MediaGuardian.co.uk

Digital economy or bust
Part 33: In which the team turn up
the volume with inside track on
The X Factor - and get a glimpse
of the future

Coming up this week
Monday: Shortlists for Student
Media Awards announced
Wednesday to Friday: Coverage of
the RTS Cambridge Convention

Interview Rio Carraeff

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by Mark Sweney

If Rio Carraeff succeeds, perhaps only diehard fans will need to own music. His online music video site, part-owned by the two largest record companies, also hopes to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the industry less dependent on the purchase of recordings, and for Carraeff there is clearly plenty to do.

Carraeff is the youthful chief executive of Vevo - launched in late 2009 with the backing of three of the four major groups, Sony Music, Universal Music and EMI - who is taking the venture international with a rollout starting in the UK and continental Europe. "Sex, music and sports are the only entertainment categories on the planet that people love that can build audiences at the scale of billions of people," he says. "I'm in the business of connecting billions of people to music," is his modestly stated aim.

With global CD sales plummeting by \$1.5bn last year, Carraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was necessary. If MTV was doing a great job paying royalties, if YouTube [was], there would have been no need. We have invested tens of millions to be responsible for our own destiny. We can't sit back and say 'I hope Apple or whoever figures this out'."

Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Michael Grade called the company a "parasite" and Sir Martin Sorrell described it as a "frenemy". Despite the combative relationship the music industry has historically had with players in the digital space, Carraeff prefers to characterise Vevo's dealings with YouTube as "symbiotic" - although "declaration of independence" would be more appropriate.

"We said 'let's figure out how to work with them'," he explains. "There are no duplicate copies [of music videos] on YouTube, there were thousands before, the official versions are only available



Video vexations ... Rio Carraeff says 'if MTV was doing a

'We are about access: it is the only scalable

if it were
audience
TV cont
ond claf



Header

September 2011

Read more on
MediaGuardian.co.uk

Digital economy or bust
Part 33: In which the team turn up
the volume with inside track on
The X Factor - and get a glimpse
of the future

Coming up this week
Monday: Shortlists for Student
Media Awards announced
Wednesday to Friday: Coverage of
the RTS Cambridge Convention

31

View Rio Carraeff

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by Mark Sweney

If Rio Carraeff succeeds, perhaps only diehard fans will need to own music. His online music video site, part-owned by the two largest record companies, also hopes to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the industry less dependent on the purchase of recordings, and for Carraeff there is clearly plenty to do.

Carraeff is the youthful chief executive of Vevo - launched in late 2009 with the backing of three of the four major groups, Sony Music, Universal Music and EMI - who is taking the venture international with a rollout starting in the UK and continental Europe. "Sex, music and sports are the only entertainment categories on the planet that people love that can build audiences at the scale of billions of people," he says. "I'm in the business of connecting billions of people to music," is his modestly stated aim.

With global CD sales plummeting by \$1.5bn last year, Carraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was necessary. If MTV was doing a great job paying royalties, if YouTube [was], there would have been no need. We have invested tens of millions to be responsible for our own destiny. We can't sit back and say 'I hope Apple or whoever figures this out'."

Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Michael Grade called the company a "parasite" and Sir Martin Sorrell described it as a "frenemy". Despite the combative relationship the music industry has historically had with players in the digital space, Carraeff prefers to characterise Vevo's dealings with YouTube as "symbiotic" - although "declaration of independence" would be more appropriate.

"We said 'let's figure out how to work with them'," he explains. "There are no duplicate copies [of music videos] on YouTube, there were thousands before, the official versions are only available



Video vexations ... Rio Carraeff says 'if MTV was doing a

'We are about access: it is the only scalable

if it were
[audience
TV cont
ond claf



Text

September 2011

Read more on
MediaGuardian.co.uk

Digital economy or bust
Part 33: In which the team turn up
the volume with inside track on
The X Factor - and get a glimpse
of the future

Coming up this week
Monday: Shortlists for Student
Media Awards announced
Wednesday to Friday: Coverage of
the RTS Cambridge Convention

31

View Rio Caraeff

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by **Mark Sweney**

If Rio Caraeff succeeds, perhaps only diehard fans will need to own music. His online music video site, part-owned by the two largest record companies, also hopes to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the industry less dependent on the purchase of recordings, and for Caraeff there is clearly plenty to do.

Caraeff is the youthful chief executive of Vevo - launched in late 2009 with the backing of three of the four major groups, Sony Music, Universal Music and EMI - who is taking the venture international with a rollout starting in the UK and continental Europe. "Sex, music and sports are the only entertainment categories on the planet that people love that can build audiences at the scale of billions of people," he says. "I'm in the business of connecting billions of people to music," is his modestly stated aim.

With global CD sales plummeting by \$1.5bn last year, Caraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was necessary. If MTV was doing a great job paying royalties, if YouTube [was], there would have been no need. We have invested tens of millions to be responsible for our own destiny. We can't sit back and say 'I hope Apple or whoever figures this out'."

Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Michael Grade called the company a "parasite" and Sir Martin Sorrell described it as a "frenemy". Despite the combative relationship the music industry has historically had with players in the digital space, Caraeff prefers to characterise Vevo's dealings with YouTube as "symbiotic" - although "declaration of independence" would be more appropriate.

"We said 'let's figure out how to work with them,'" he explains. "There are no duplicate copies [of music videos] on YouTube, there were thousands before, the official versions are only available



Video vexations ... Rio Caraeff says 'if MTV was doing a

We are about access: it is the only scalable

if it were
[audience
TV cont
ond cla



Read more on
MediaGuardian.co.uk

Digital economy or bust
Part 33: In which the team turn up
the volume with inside track on
The X Factor - and get a glimpse
of the future

Coming up this week
Monday: Shortlists for Student
Media Awards announced
Wednesday to Friday: Coverage of
the RTS Cambridge Convention

Interview Rio Caraeff

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by Mark Sweney

If Rio Caraeff succeeds, perhaps only diehard fans will need to own music. His online music video site, part-owned by the two largest record companies, also hopes to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the industry less dependent on the purchase of recordings, and for Caraeff there is clearly plenty to do.

Caraeff is the youthful chief executive of Vevo - launched in late 2009 with the backing of three of the four major groups, Sony Music, Universal Music and EMI - who is taking the venture international with a rollout starting in the UK and continental Europe. "Sex, music and sports are the only entertainment categories on the planet that people love that can build audiences at the scale of billions of people," he says. "I'm in the business of connecting billions of people to music," is his modestly stated aim.

With global CD sales plummeting by \$1.5bn last year, Caraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was necessary. If MTV was doing a great job paying royalties, if YouTube [was], there would have been no need. We have invested tens of millions to be responsible for our own destiny. We can't sit back and say 'I hope Apple or whoever figures this out'."

Vevo's relationship with Google, the owner of the world's largest video-sharing platform YouTube, is clearly critical. Michael Grade called the company a "parasite" and Sir Martin Sorrell described it as a "frenemy". Despite the combative relationship the music industry has historically had with players in the digital space, Caraeff prefers to characterise Vevo's dealings with YouTube as "symbiotic" - although "declaration of independence" would be more appropriate.

"We said 'let's figure out how to work with them'," he explains. "There are no duplicate copies [of music videos] on YouTube, there were thousands before, the official versions are only available from us. They don't threaten us. YouTube is a place where people can upload any video in the world, we're not trying to compete." Caraeff points out that 50% of Vevo's traffic comes from YouTube search, and 30% comes from recommendations of videos that users might like to watch that appear on the side of the YouTube web pages when a user is viewing clips.

Free access

Vevo's business model is all about providing music videos that fans can access free, funded by advertising - or to put it another way - give consumers an alternative to owning songs. "I believe the future is not ownership, not iTunes as it



"We are about access: it is the only scalable model for the music industry; the question is, how do you do that and make money?"

if it were [audience TV content] and they want to revert to low, I want music as a service

Rio Caraeff: Vevo revolutionary

The former Universal mobile chief reveals his frustration with MTV, and explains why no one need own music if his site succeeds



Mark Sweney
guardian.co.uk
Article history

Image

Read more on
MediaGuardian.co.uk

Digital economy or bust
Part 33: In which the team turn up
the volume with inside track on
The X Factor - and get a glimpse
of the future

Coming up this week
Monday: Shortlists for Student
Media Awards announced
Wednesday to Friday: Coverage of
the RTS Cambridge Convention

Interview Rio Caraeff

Vevo revolutionary

Universal's former mobile chief is leading the music industry's fight to shake up online video. He reveals his frustration with MTV, and says why no one need own music if his site succeeds. Interview by Mark Sweney

If Rio Caraeff succeeds, perhaps only diehard fans will need to own music. His online music video site, part-owned by the two largest record companies, also hopes to have the same impact as MTV and to be an answer to YouTube. Chuck those goals in with that of making the industry less dependent on the purchase of recordings, and for Caraeff there is clearly plenty to do.

Caraeff is the youthful chief executive of Vevo - launched in late 2009 with the backing of three of the four major groups, Sony Music, Universal Music and EMI - who is taking the venture international with a rollout starting in the UK and continental Europe. "Sex, music and sports are the only entertainment categories on the planet that people love that can build audiences at the scale of billions of people," he says. "I'm in the business of connecting billions of people to music," is his modestly stated aim.

With global CD sales plummeting by \$1.5bn last year, Caraeff's mission is clear. "We wouldn't have created Vevo if we didn't need it," he says. "The industry felt it was necessary, if MTV was doing a great job of serving royalties, if YouTube [was], it would have been no need. We have millions to be responsible for. We can't sit back and let whoever figures this out."

With Google, the largest video-sharing site, clearly critical, Caraeff described it as a "combative relationship" with historical baggage. "Vevo's relationship with YouTube is symbiotic - independence is not an option."

But how to work with YouTube? "There are no music videos on YouTube that are only available on YouTube. YouTube is a place where people can upload any video, we're not trying to control it," Caraeff points out that 50% of YouTube's traffic comes from YouTube search, and 30% comes from recommendations of videos that users might like to watch that appear on the side of the YouTube web pages when a user is viewing clips.

Free access

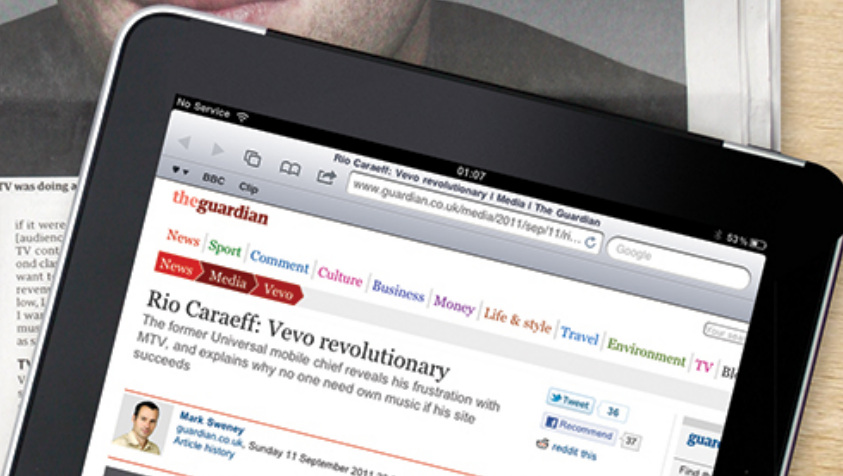
Vevo's business model is all about providing music videos that fans can access free, funded by advertising - or to put it another way - give consumers an alternative to owning songs. "I believe the future is not ownership, not iTunes as it



Video vexations ... Rio Caraeff says 'if MTV was doing a

"We are about access: it is the only scalable model for the music industry; the question is, how do you do that and make money?"

if it were [audience] TV content and class want to revert low, I want music as s

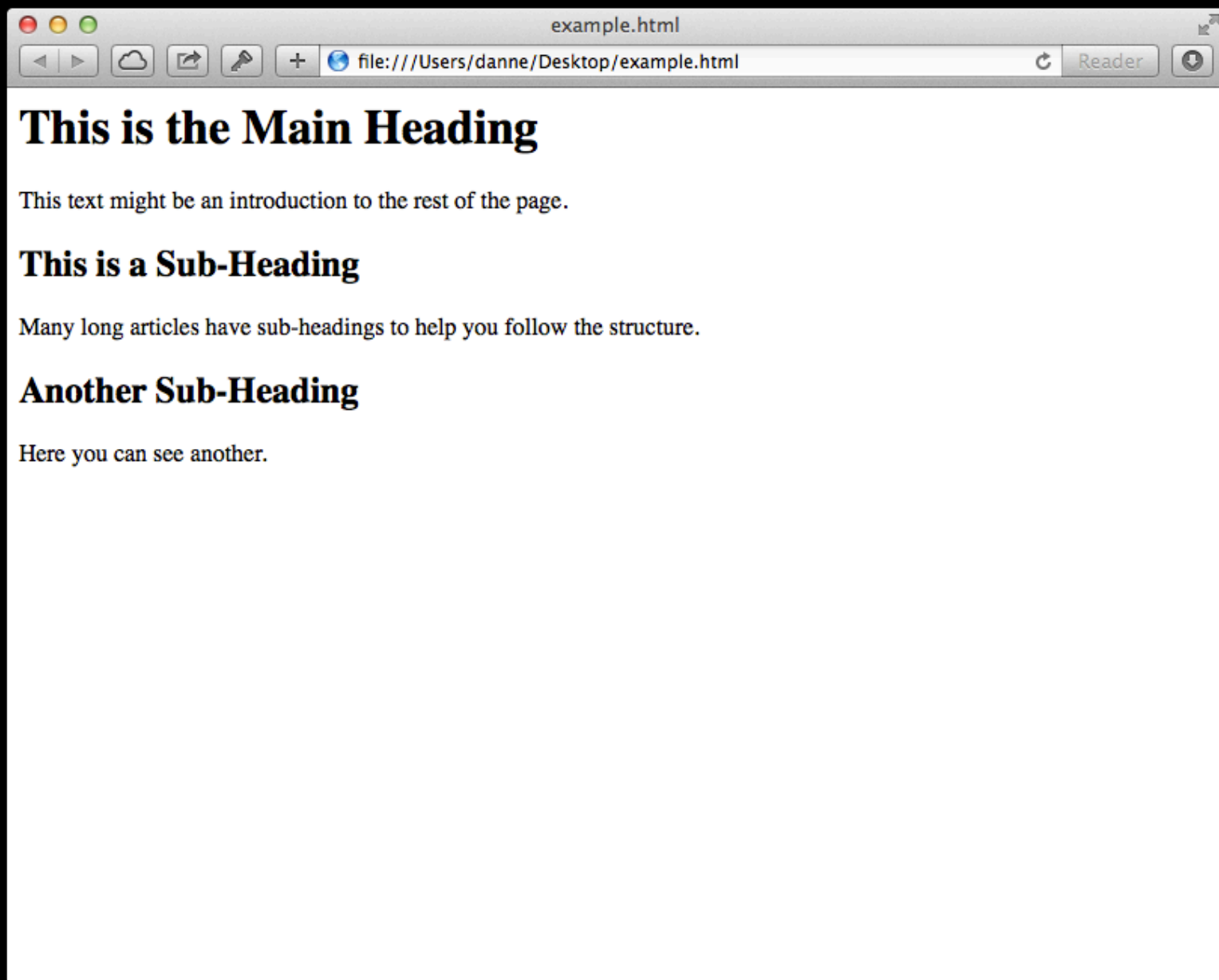


Subheader

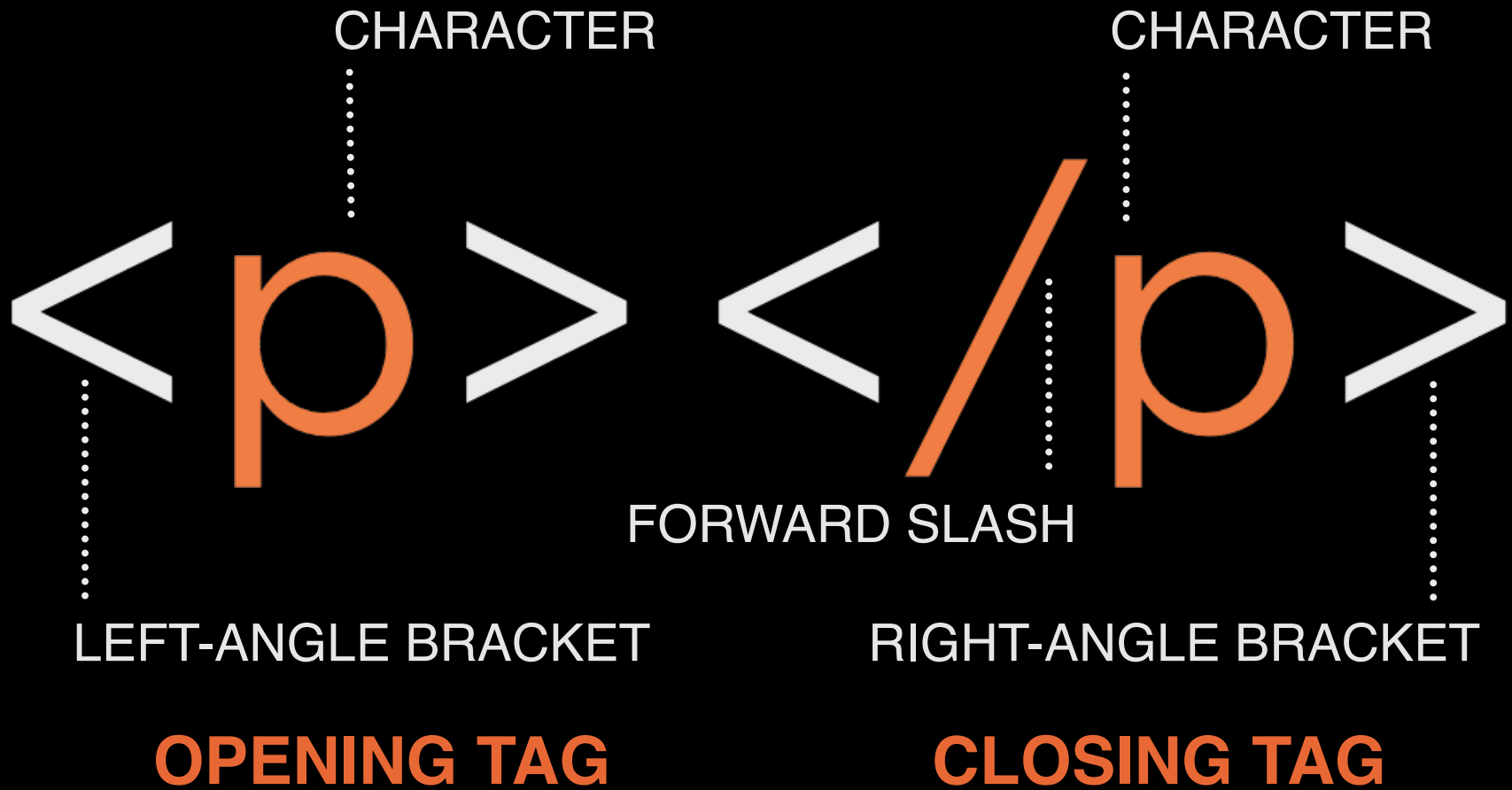
Structure

```
<html>  
  <body>  
    <h1>This is the Main Heading</h1>  
    <p>This text might be an introduction to  
      the rest of the page.</p>  
    <h2>This is a Sub-Heading</h2>  
    <p>Many long articles have sub-headings  
      to help you follow the structure.</p>  
    <h2>Another Sub-Heading</h2>  
    <p>Here you can see another.</p>  
  </body>  
</html>
```

Structure



Structure



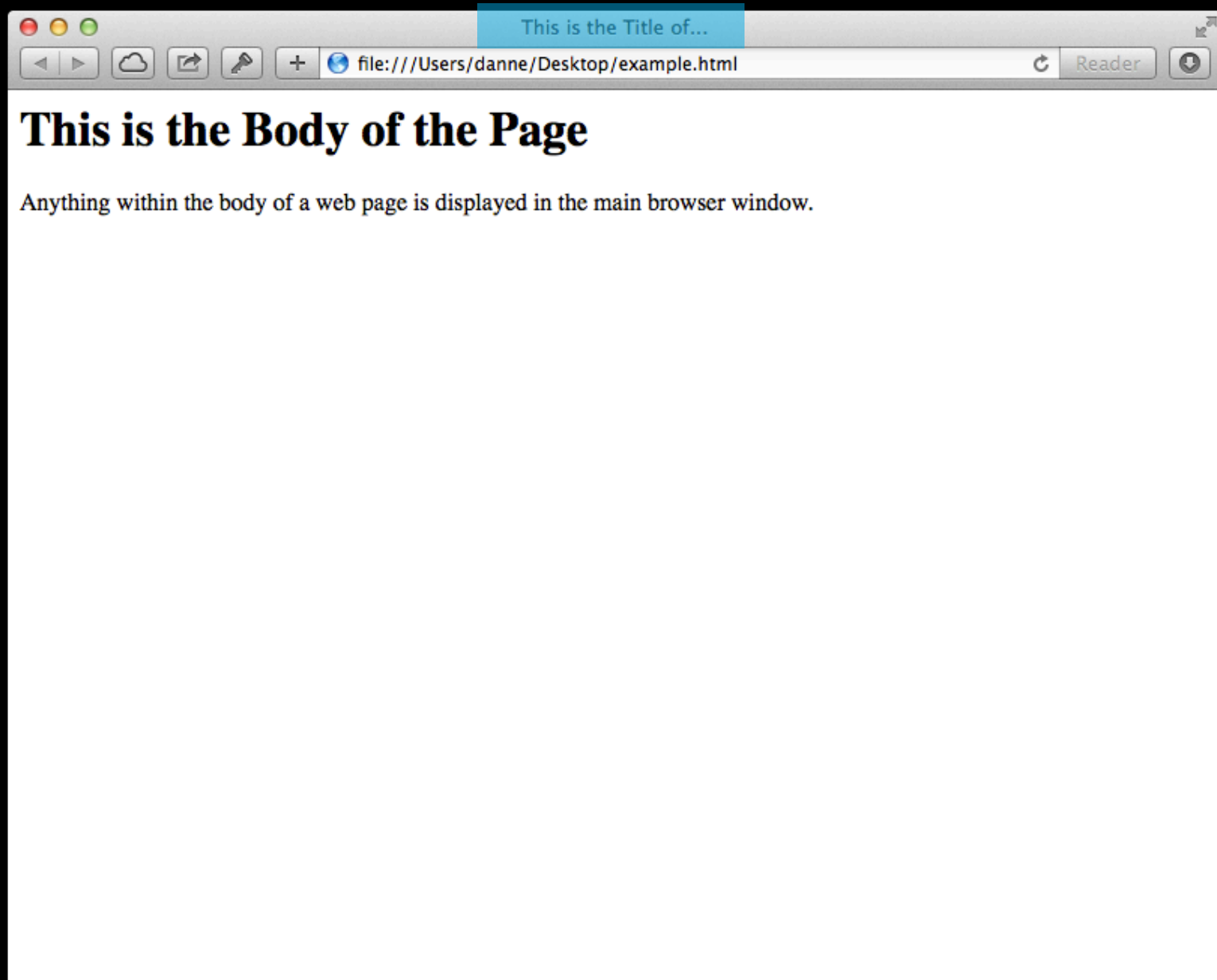
Structure

```
<html>
  <head>
    <title>This is the Title of...</title>
  </head>
  <body>
    <h1>This is the Body of the Page</h1>
    <p>Anything within the body of a web
      page is displayed in the main
      browser window.</p>
  </body>
</html>
```

Structure

```
<html>
  <head>
    <title>This is the Title of...</title>
  </head>
  <body>
    <h1>This is the Body of the Page</h1>
    <p>Anything within the body of a web
      page is displayed in the main
      browser window.</p>
  </body>
</html>
```

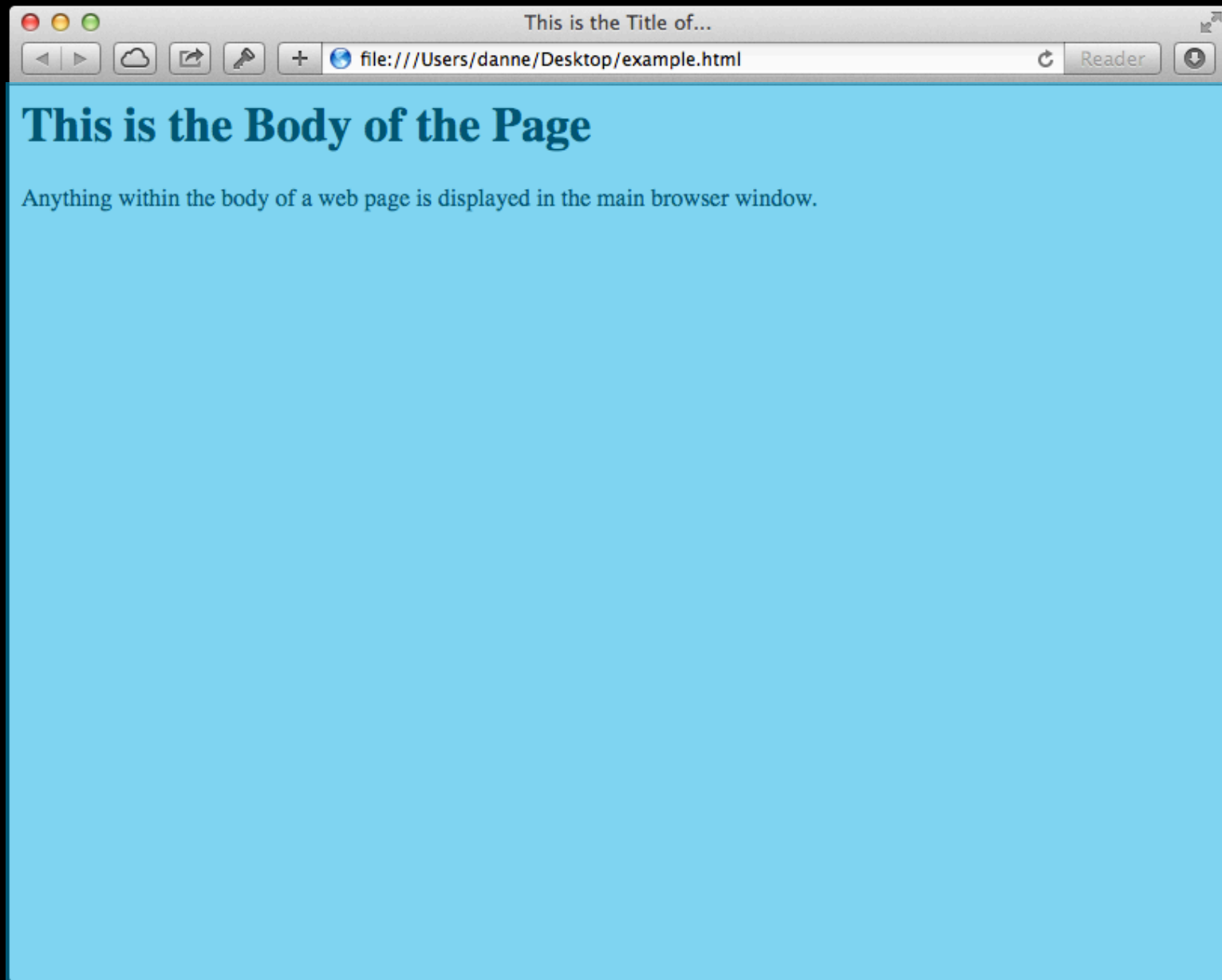
Structure



Structure

```
<html>
  <head>
    <title>This is the Title of...</title>
  </head>
  <body>
    <h1>This is the Body of the Page</h1>
    <p>Anything within the body of a web
      page is displayed in the main
      browser window.</p>
  </body>
</html>
```

Structure



Learning HTML involves...

- Learning a list of elements or tags
- And how to use them appropriately

Headings

HTML

```
<h1>This is a Main Heading</h1>
```

```
<h2>This is a level 2 heading</h2>
```

```
<h3>This is a level 3 heading</h3>
```

```
<h4>This is a level 4 heading</h4>
```

```
<h5>This is a level 5 heading</h5>
```

```
<h6>This is a level 6 heading</h6>
```

Headings

RESULT

This is a Main Heading

This is a Level 2 Heading

This is a Level 3 Heading

This is a Level 4 Heading

This is a Level 5 Heading

This is a Level 6 Heading

Paragraphs

HTML

`<p>`A paragraph consists of one or more sentences that form a self-contained unit of discourse. The start of a paragraph is indicated by a new line.`</p>`

`<p>`Text is easier to understand when it is split up into units of text. For example, a book may have chapters. Chapters can have subheadings. Under each heading will be one or more paragraphs.`</p>`

Paragraphs

RESULT

A paragraph consists of one or more sentences that form a self-contained unit of discourse. The start of a paragraph is indicated by a new line.

Text is easier to understand when it is split up into units of text. For example, a book may have chapters. Chapters can have subheadings. Under each heading there will be one or more paragraphs.

Bold and Italic

HTML

```
<p>This is how we make a word appear  
<b>bold</b>.</p>
```

```
<p>This is how we make a word appear  
<i>italic</i>.</p>
```

Bold and Italic

RESULT

This is how we make a word appear **bold**.

This is how we make a word appear *italic*.

Superscript and Subscript

HTML

`<p>On the 4th September you
will learn about $E=MC^2$.</p>`

`<p>The amount of CO_2 in the
atmosphere grew by 2ppm in
2009₁.</p>`

Superscript and Subscript

RESULT

On the 4th of September you will learn about $E=MC^2$.

The amount of CO₂ in the atmosphere grew by 2ppm in 2009₁.

Whitespace is Ignored

HTML

```
<p>The    moon is
```

```
drifting    away    from the
```

```
earth.</p>
```

Whitespace is Ignored

RESULT

The moon is drifting away from Earth.

Line Breaks

HTML

```
<p>The Earth<br />gets one hundred tons  
heavier every day<br />due to falling  
space dust.</p>
```

Line Breaks

RESULT

The Earth
gets one hundred tons heavier every day
due to falling space dust.

Links

```
<a href="http://www.imdb.com">IMDB</a>
```

THE PAGE THE LINK
TAKES YOU TO



```
<a href="http://www.imdb.com">IMDB</a>
```

THE PAGE THE **LINK**
TAKES YOU TO

`<a href="http://www.imdb.com">IMDB</a>`



THE **TEXT** THE USER
CLICKS ON

Link to Other Sites

HTML

```
<a href="http://www.empireonline.com">  
Empire</a>
```

Link to Other Sites

RESULT

Empire

Link to Other Pages on Same Site

HTML

```
<ul>
  <li><a href="index.html">Home</a></li>
  <li><a href="about.html">About</a></li>
  <li><a href="movies.html">Movies</a></li>
  <li><a href="contact.html">Contact</a>
</li>
</ul>
```

Link to Other Pages on Same Site

RESULT

- [Home](#)
- [About](#)
- [Movies](#)
- [Contact](#)

File Structure

```

└─ examplearts
   └─ index.html
   └─ movies
      └─ cinema
         └─ index.html
         └─ listings.html
         └─ reviews.html
      └─ dvd
         └─ index.html
         └─ listings.html
         └─ reviews.html
   └─ music
      └─ index.html
      └─ listings.html
      └─ reviews.html
   └─ theater
      └─ index.html
      └─ listings.html
      └─ reviews.html
```

ROOT FOLDER

 examplearts

index.html

 movies cinema

index.html

listings.html

reviews.html

 dvd

index.html

listings.html

reviews.html

 music

index.html

listings.html

reviews.html

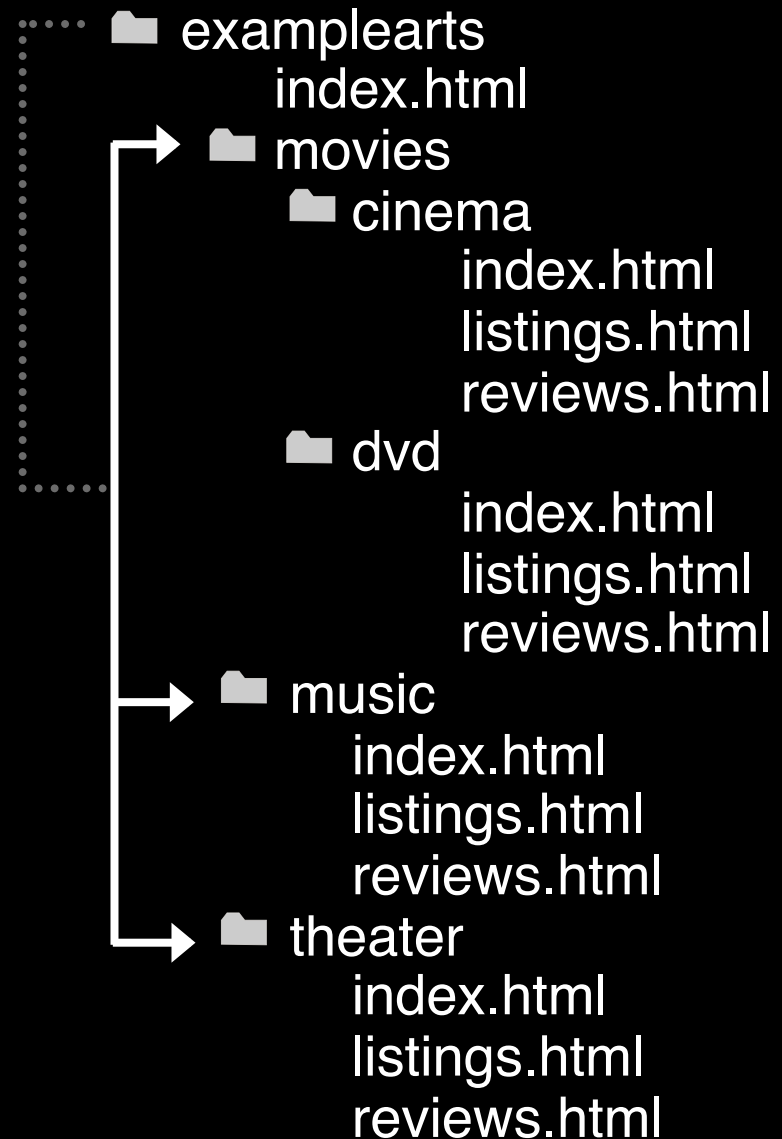
 theater

index.html

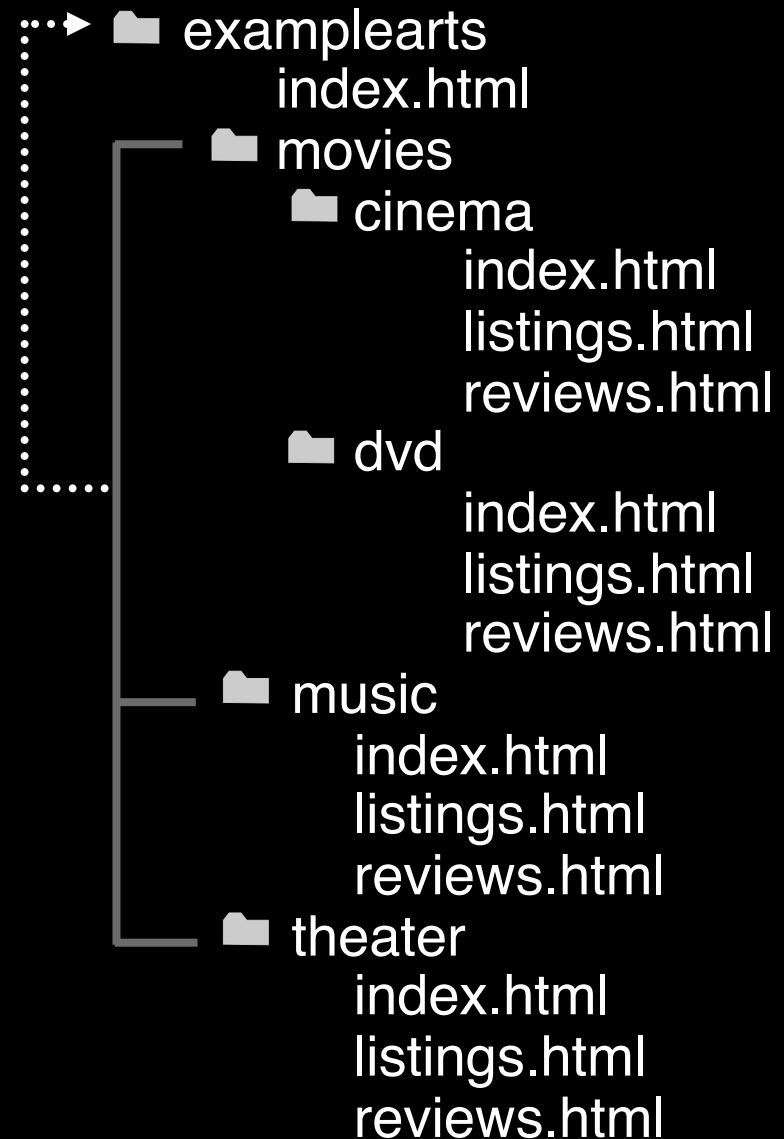
listings.html

reviews.html

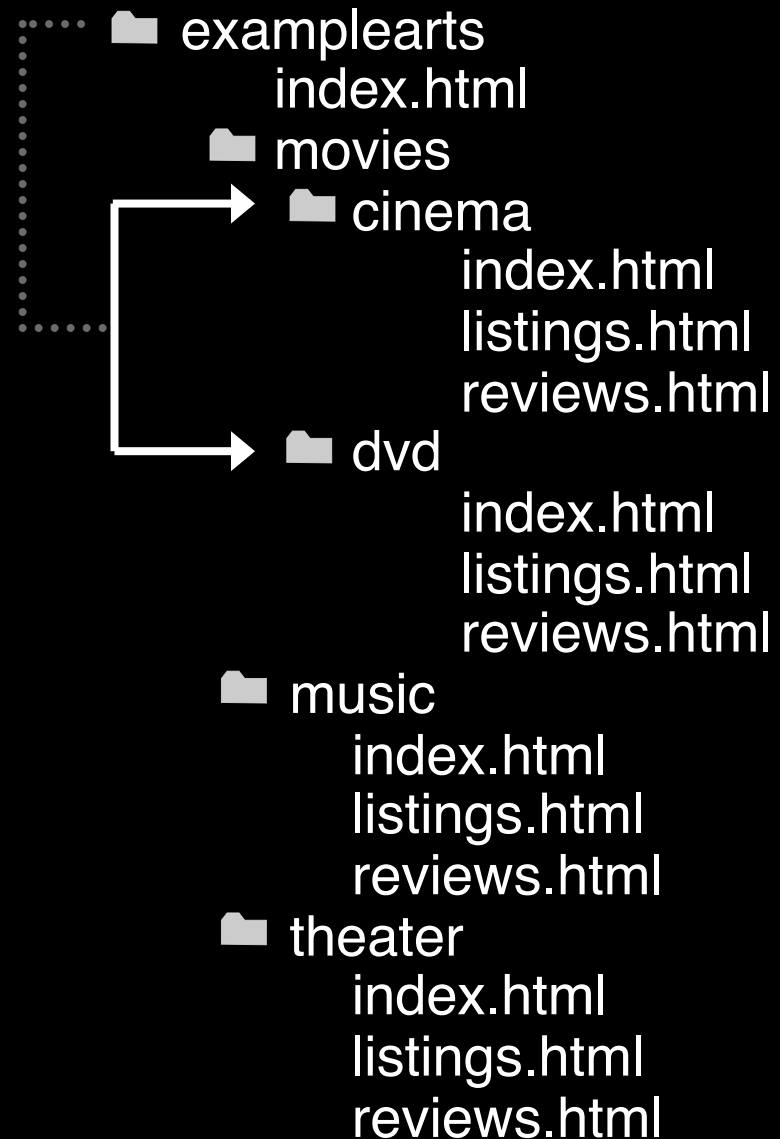
CHILD Folders



PARENT Folder



GRANDCHILD Folders



GRANDPARENT Folder



Relative URLs

- examplearts
 - index.html
 - movies
 - cinema
 - index.html
 - listings.html
 - reviews.html
 - dvd
 - index.html
 - listings.html
 - reviews.html
 - music
 - index.html
 - listings.html
 - reviews.html
 - theater
 - index.html
 - listings.html
 - reviews.html

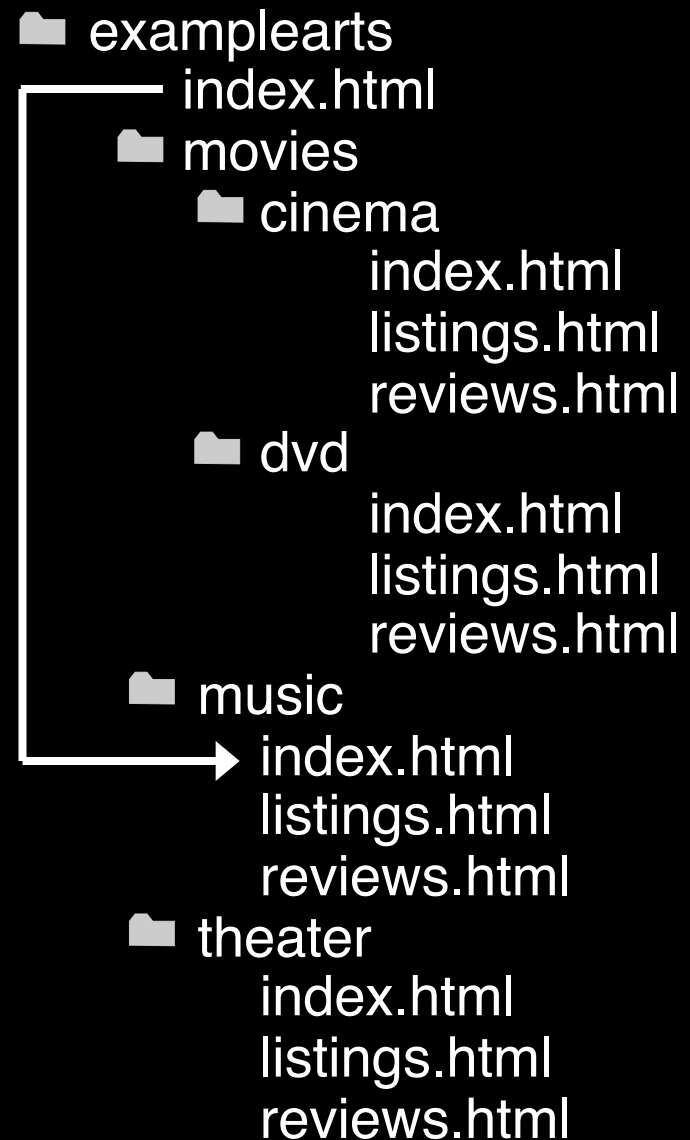
SAME

reviews.html



CHILD

`music/index.html`



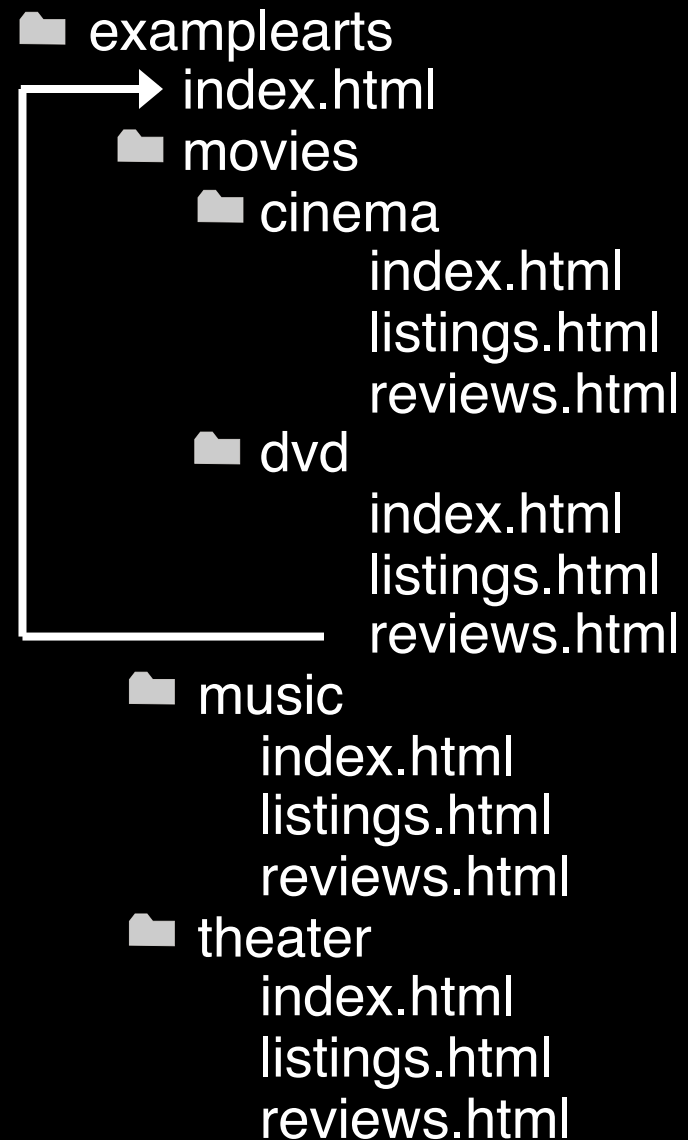
GRANDCHILD

`movies/dvd/index.html`



GRANDPARENT

../../index.html



Links

- examplearts
 - index.html
 - movies
 - cinema
 - index.html
 - listings.html
 - reviews.html
 - dvd
 - index.html
 - listings.html
 - reviews.html
 - music
 - index.html
 - listings.html
 - reviews.html
 - theater
 - index.html
 - listings.html
 - reviews.html

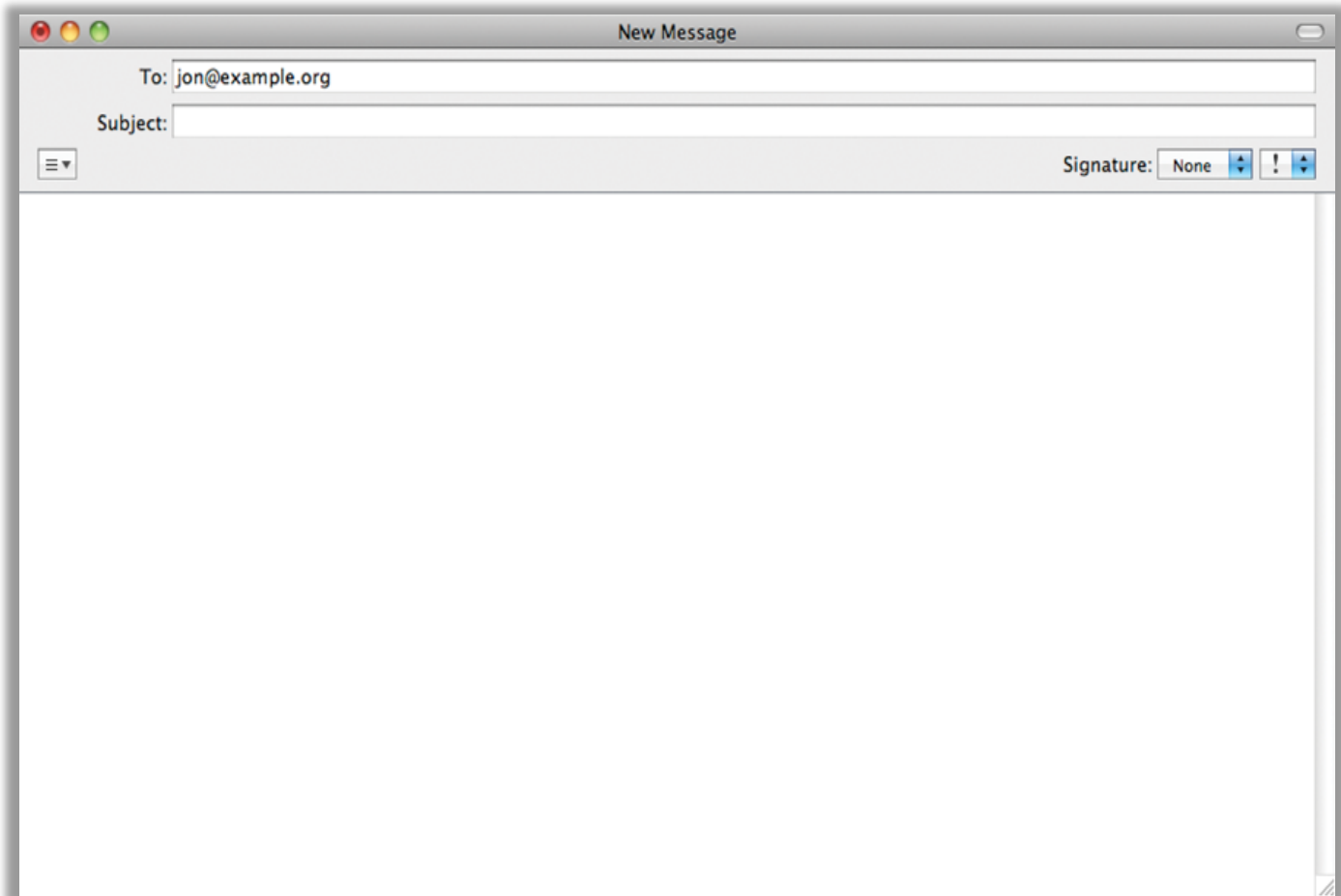
Email Link

HTML

```
<a href="mailto:jon@example.org">  
    Email Jon  
</a>
```

Email Link

RESULT



Opening Links in a New Window

HTML

```
<a href="http://www.imdb.com"  
  target="_blank">  
  Internet Movie Database  
</a> (opens in a new window)
```

Opening Links in a New Window

RESULT

[Internet Movie Database](#) (opens in new window)

Link to a Specific Part of the Same Page

HTML

```
<h1 id="top">
  Film-Making Terms</h1>
<a href="#arc-shot">
  Arc shot</a><br />
<a href="#interlude">
  Interlude</a><br />
<a href="#prologue">
  Prologue</a><br />

<h2 id="prologue">
  Prologue</h2>

<a href="#top">Top</a>
```

Film-Making Terms

[Arc Shot](#)
[Interlude](#)
[Prologue](#)

Arc Shot

A shot in which the subject is photographed encircling or moving camera

Interlude

A brief, intervening film scene or sequence specifically tied to the plot, that appears with

Link to a Specific Part of the Same Page

HTML

```
<h1 id="top">
  Film-Making Terms</h1>
<a href="#arc-shot">
  Arc shot</a><br />
<a href="#interlude">
  Interlude</a><br />
<a href="#prologue">
  Prologue</a><br />

<h2 id="prologue">
  Prologue</h2>

<a href="#top">Top</a>
```

Film-Making Terms

[Arc Shot](#)
[Interlude](#)
[Prologue](#)

Arc Shot

A shot in which the subject is photographed encircling or moving camera

Interlude

A brief, intervening film scene or sequence specifically tied to the plot, that appears with

Link to a Specific Part of the Same Page

HTML

```
<h1 id="top">
  Film-Making Terms</h1>
<a href="#arc-shot">
  Arc shot</a><br />
<a href="#interlude">
  Interlude</a><br />
<a href="#prologue">
  Prologue</a><br />

<h2 id="prologue">
  Prologue</h2>

<a href="#top">Top</a>
```



Arc Shot

A shot in which the subject is photographed encircling or moving camera

Interlude

A brief, intervening film scene or sequence specifically tied to the plot, that appears with

Prologue

A speech, preface, introduction, or brief scene that precedes the main action or plot of a film; contrast

[Top](#)

Link to a Specific Part of the Same Page

HTML

```
<h1 id="top">
  Film-Making Terms</h1>
<a href="#arc-shot">
  Arc shot</a><br />
<a href="#interlude">
  Interlude</a><br />
<a href="#prologue">
  Prologue</a><br />

<h2 id="prologue">
  Prologue</h2>

<a href="#top">Top</a>
```

Arc Shot

A shot in which the subject is photographed encircling or moving camera

Interlude

A brief, intervening film scene or sequence specifically tied to the plot, that appears with

Prologue

A speech, preface, introduction, or brief scene that precedes the main action or plot of a film; contrast

[Top](#)

Link to a Specific Part of the Same Page

HTML

```
<h1 id="top">
  Film-Making Terms</h1>
<a href="#arc-shot">
  Arc shot</a><br />
<a href="#interlude">
  Interlude</a><br />
<a href="#prologue">
  Prologue</a><br />

<h2 id="prologue">
  Prologue</h2>

<a href="#top">Top</a>
```



Film-Making Terms

[Arc Shot](#)
[Interlude](#)
[Prologue](#)

Arc Shot

A shot in which the subject is photographed encircling or moving camera

Interlude

A brief, intervening film scene or sequence specifically tied to the plot, that appears with

In Class Assignment

1. Write down all your dimensions and measurements.
2. Make a list of all your typefaces, type sizes, type colors, background colors, etc.
3. Put together a folder that has a folder for your css and images.
4. Start creating all your images and putting them into your images folder.

Homework

Put together your presentations for next week. Have a slide that covers each of the bullet points below:

1. Description of your website
2. Market research and competitive audits
3. Sitemap, Sketches and Wireframes
4. Homepage Designs
5. Secondary Page Designs

Add a PDF of your presentation to the shared Dropbox folder.