

WEB DESIGNING

TRAINING





WHAT IS WEB DESIGNING

Website Design means planning, creation and updating of websites. Website Design also involves information architecture, website structure, user interface, navigation ergonomics, website layout, colors, contrast, fonts and imagery (Photography) as well as icons design.

The Key

Good Interface design enables increased productivity, reduce errors and provides a “better” user experience.





WHY?

- ✓ **Exposure To Exciting Technology**
- ✓ **Growing Industry**
- ✓ **Make A Good Living**
- ✓ **Job Security**
- ✓ **Allow Work From Anywhere**
- ✓ **Ability To Work Across The World**
- ✓ **Demand And Job Option**
- ✓ **Web Designers Create Brands**
- ✓ **You Can Be Your Own Boss**
- ✓ **MNC's For Web Designers**

SCOPE



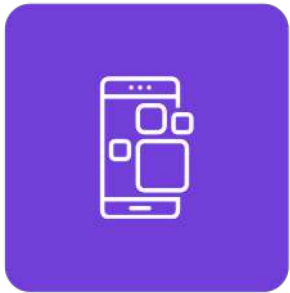
Web Designer



Front End Developer



UI Designer



UX Designer



Graphic Designer



Wordpress Developer

The Key Features



- ✓ **Good Visual Design**
- ✓ **Relevant Content**
- ✓ **Call To Action**
- ✓ **Typography**
- ✓ **User & Web Friendly**
- ✓ **Mobile Friendly**

WEB TECHNOLOGIES



HTML, HTML 5
Hypertext Markup Language



CSS, CSS3
Cascading Style Sheet



Javascript & JQuery
Logical Programming &
Functionality



My SQL Database
Editing in Tables & Create a
New Table



Software

Photoshop



Framework

Bootstrap



**CMS (Content
Management System)**

Wordpress

```
form-box login-  
class="form-signin"  
out type="text" name  
il address" value="{  
put type="password" n  
ceholder="Password" v  
put type="checkbox" i  
bel for="login-rememb  
tton class="btn-tall  
>  
er}}
```

What Is HTML, HTML 5

HTML is a format that tell a computer how to display a webpage. The documents themselves are plain text files with special "tags" or codes that a web browser uses to interpret and display information on your computer screen.

- ✓ **HTML stands for Hypertext Markup Language**
- ✓ **An HTML file is a text file containing small markup tags**
- ✓ **The markup tags tell the web browser how to display the page**
- ✓ **An HTML file must have an htm or html file extension**

HTML Tags

- ✓ HTML tags are used to mark-up HTML elements
- ✓ HTML tags are surrounded by the two characters `<` and `>`
- ✓ The surrounding characters are called angle brackets
- ✓ HTML tags normally come in pairs like `` and ``
- ✓ The first tag in a pair is the start tag, the second tag is the end tag
- ✓ The text between the start and end tags is the element content
- ✓ HTML tags are not case sensitive, `` means the same as ``

HTML Editors

HTML editors are called “WYSIWYG” What You See Is What You Get!

Examples of HTML Editors :



Dreamweaver



Sublime

Basic Structure

```
<html>
```

```
<head>
```

```
<title>My First Webpage</title>
```

```
</head>
```

```
<body>
```

```
This is my first homepage. <b>This text is bold</b>
```

```
</body>
```

```
</html>
```

Basic Structure Details

The HTML document is divided into two major parts:

HEAD: contains information about the document.

1. Title of the page (which appears at the top of the browser window)
2. Meta tags: used to describe the content (used by Search engines)
3. JavaScript and Style sheets generally require statements in the document head

BODY: Contains the actual content of the document

1. This is the part that will be displayed in the browser window

Basic HTML Tags

- **<html>** Defines an HTML document
- **<body>** Defines the document's body
- **<h1> to <h6>** Defines header 1 to header 6
- **<p>** Defines a paragraph
- **
** Inserts a single line break
- **<hr>** Defines a horizontal ruler
- **<!-->** Defines a comment

Headings are defined with the `<h1>` to `<h6>` tags.
`<h1>` defines the largest heading while `<h6>` defines the smallest.

`<h1>`This is a heading`</h1>`

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

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

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

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

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

Other Basic Tags

PARAGRAPHS

`<P> SOME TEXT</P>`

IMAGES

``

SECTION DIVISIONS

`<DIV> ... </DIV>`

DIVISION OR SECTION OF PAGE CONTENT

` ... `

SECTION OF TEXT WITHIN OTHER CONTENT

LINKS

` MYHOMEPAGE `

LISTS

` ...`

ORDERED LIST

` ...`

UNORDERED LIST

` ...`

LIST ITEM

`<OL TYPE="?">`

ORDERED LIST TYPE: A, A, I, I, 1

`<UL TYPE="?">`

UNORDERED LIST BULLET TYPE: DISC,
CIRCLE, SQUARE

Example With Demo

```
<html>
<head>
<title>this is thetitle</title>
</head>
<body>
<h1>My Heading</h1> <p>This is the first paragraph
of text.</p>
<p>This is the second paragraph of text.</p>
<p>An image: </p>
<p>A link: <a
href="http://www.simplehtmlguide.com">
html guide</a></p>
</body>
</html>
```

MY HEADING

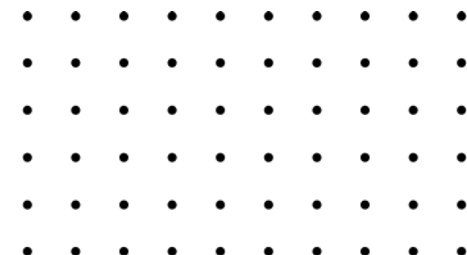
This is the first paragraph of text.

This is the second paragraph of text.

An Image



A link: [htmlguide](http://www.simplehtmlguide.com)

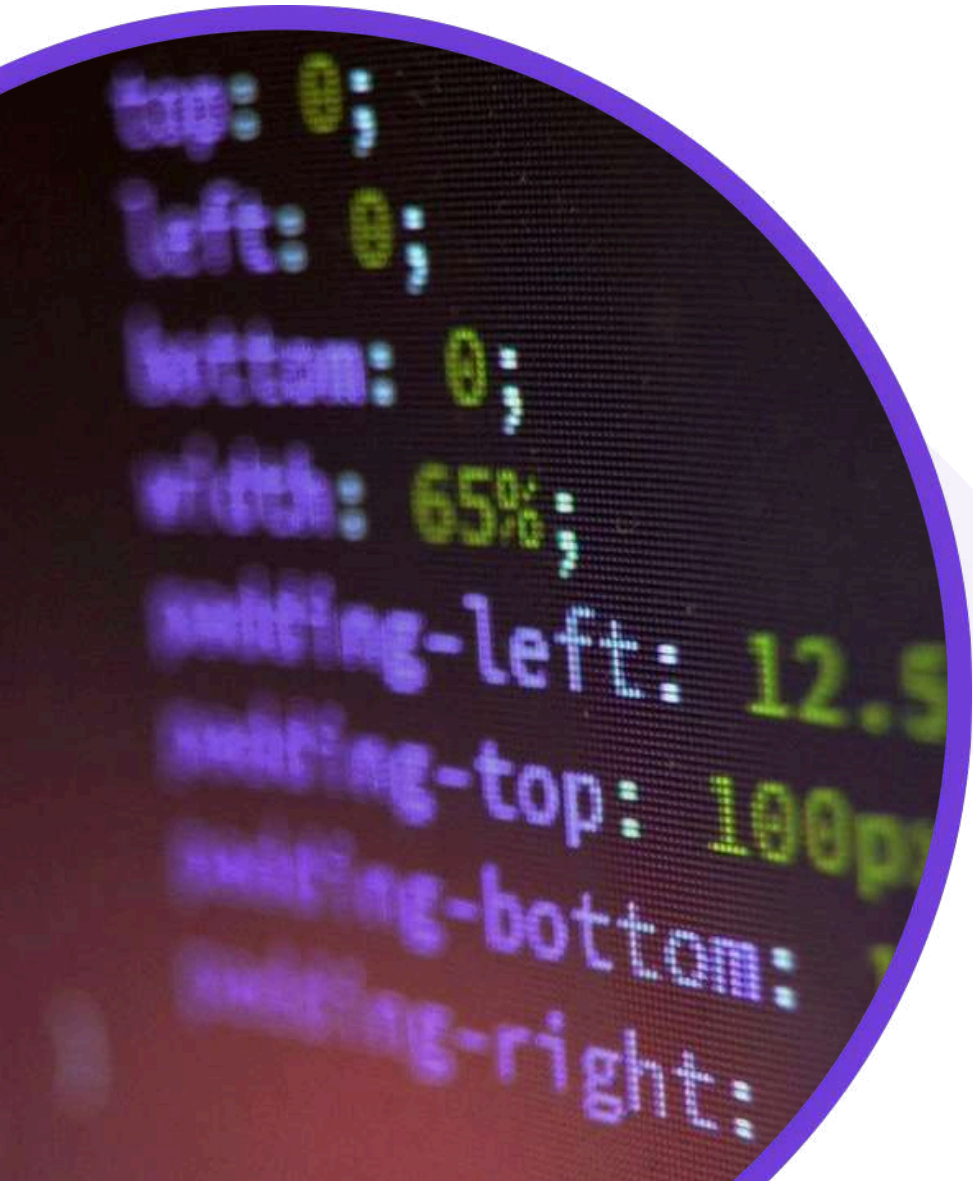


What Is CSS, CSS 3

CSS is an abbreviation for Cascading Style Sheets. CSS works with HTML. CSS can make decorating web sites easy again! Think of CSS as a kind of computer dress code. CSS mainly does just one thing: it describes how web pages should look.

CSS comes in three types:

- ✓ In a separate file (external)
- ✓ At the top of a web page document (internal)
- ✓ Right next to the text it decorates (inline)



Using Styles

An external CSS file

```
<head>  
<link rel="stylesheet" type="text/css" href="style.css" title="style">  
</head>
```

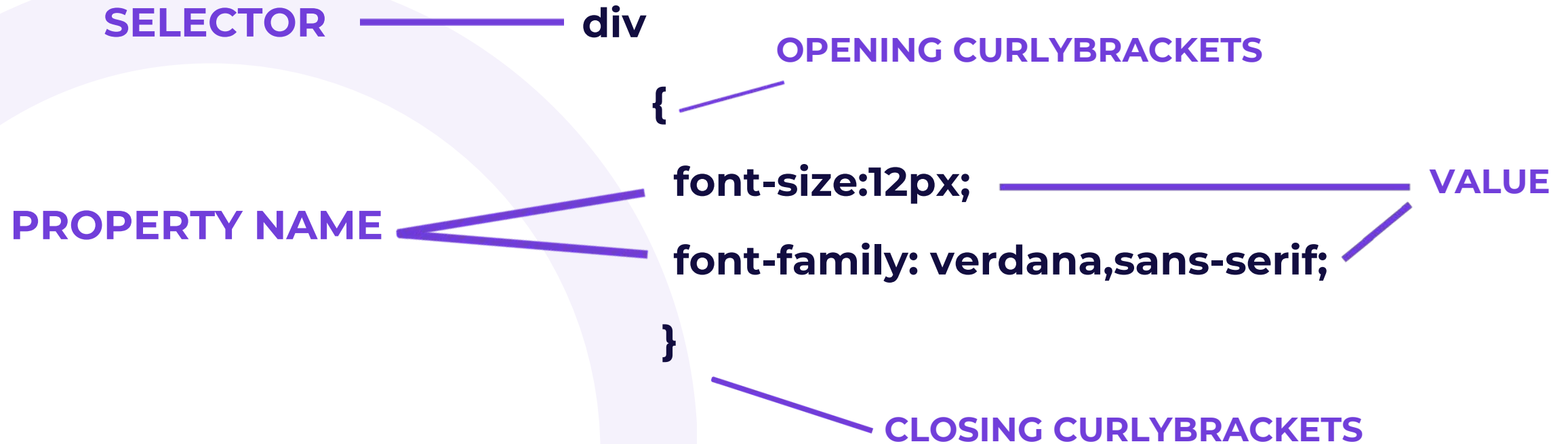
Within the HTML header

```
<head>  
<style type="text/css">  
h1 color: red;  
</style>  
</head>
```

Inline in the HTML

```
<p style="color:red;">Some redtext</p>
```

PARTS OF STYLESHEET



Color & Borders

- **Element Color -e.g.. red | #FF0000**

color: red;

background-color:white; Background Color of element

background-image:url(image.jpg/png); Background Color of element

border-color: yellow; Border color of element

border: 1px solidblue; Width, style and color of border defined together

Size & Layout



width:400px;

Width of HTML element -e.g. 100px | 50%

height:100%;

Height of HTML element -e.g. 20px | 100%

margin:5px;

Margin space around an element, or distance between two elements

margin-top: 1px;

Top Margin. Also try **-bottom: -left: or -right:**

padding: 5px;

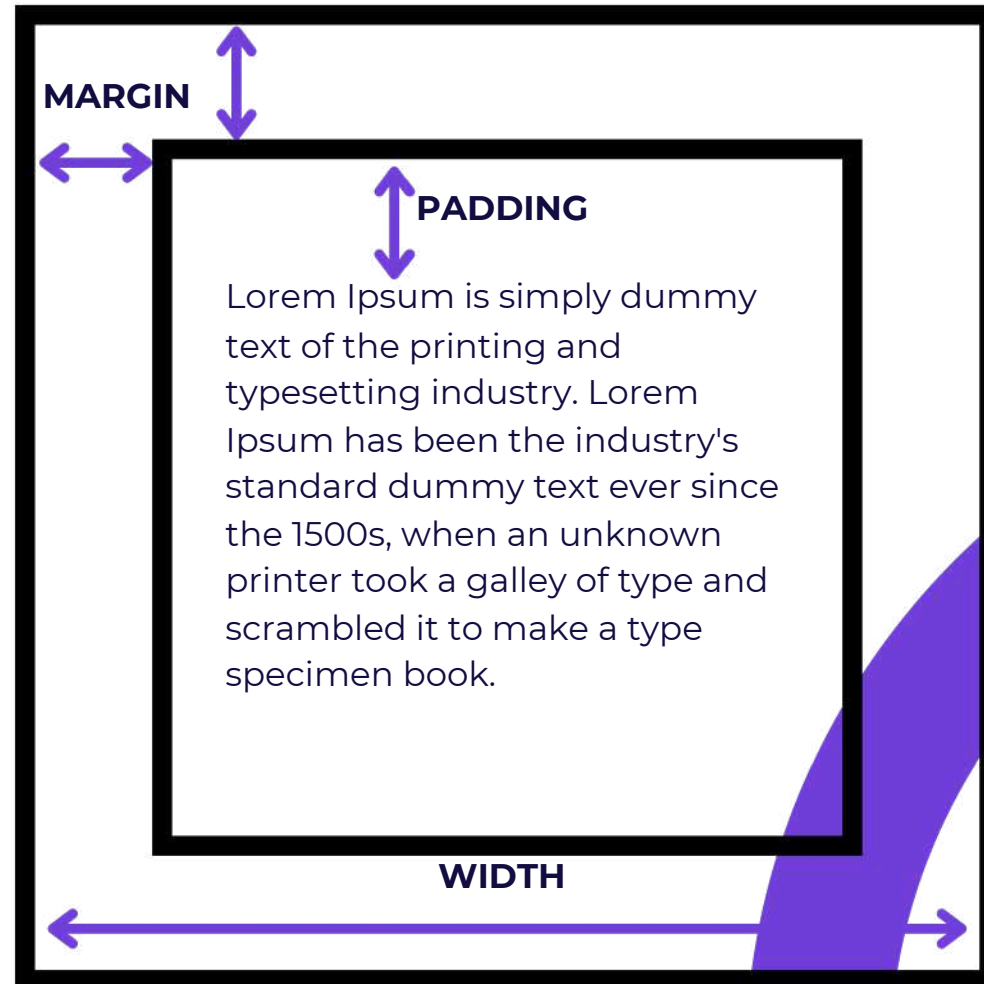
Padding distance between an elements contents and its border

padding-top: 1px;

Top Padding. Also try **-bottom: -left: or -right:**



Margins & Padding



Text Styles



text-align: left;

text-decoration: underline;

font-family: fontname;

font-size: 16pt;

font-weight: bold;

Horizontal Alignment -left | center |right

Text Decorations -e.g. none | underline |line-through

Font Face (Typeface) -e.g. Verdana, Arial, Helvetica

Font Size or Height -eg. 12pt | 15px

Font Weight (Boldness) -eg. bold | normal | 200

ID's & Classes

The class attribute lets you apply style rules to a group of elements. **Class** stands for **Classify**. A class selector is a name preceded by a period(.)
`p.class {color:red}`

An ID attribute identifies one element on a page. An ID selector is a name preceded by a hash character(#).
`#class {color: navy;border: 1px black solid;}`

Pseudo-Classes

Pseudo-classes are used in CSS to add different effects to some selectors, or to a part of some selectors. Pseudo-classes are attached to selectors to specify a state or relation to the selector.

- **link -this is the normal state**
- **visited -when a browser has visited that destination recently**
- **hover -while the cursor is over the link**
- **active -while the link is being clicked**

```
a:link { color: #336699; text-decoration: none; } a:visited { color: #99CCFF;  
text-decoration: none; } a:hover { color: #660000; text-decoration: none;}
```

What Is Bootstrap

Bootstrap is the most popular framework for quickly styling your website and developing responsive, mobile first projects on the web.

Bootstrap can be boiled down to three main files:

- ✓ **bootstrap.css –a CSSframework**
- ✓ **bootstrap.js –a JavaScript / jQuery framework**
- ✓ **glyphicons –a font (an icon fontset)**

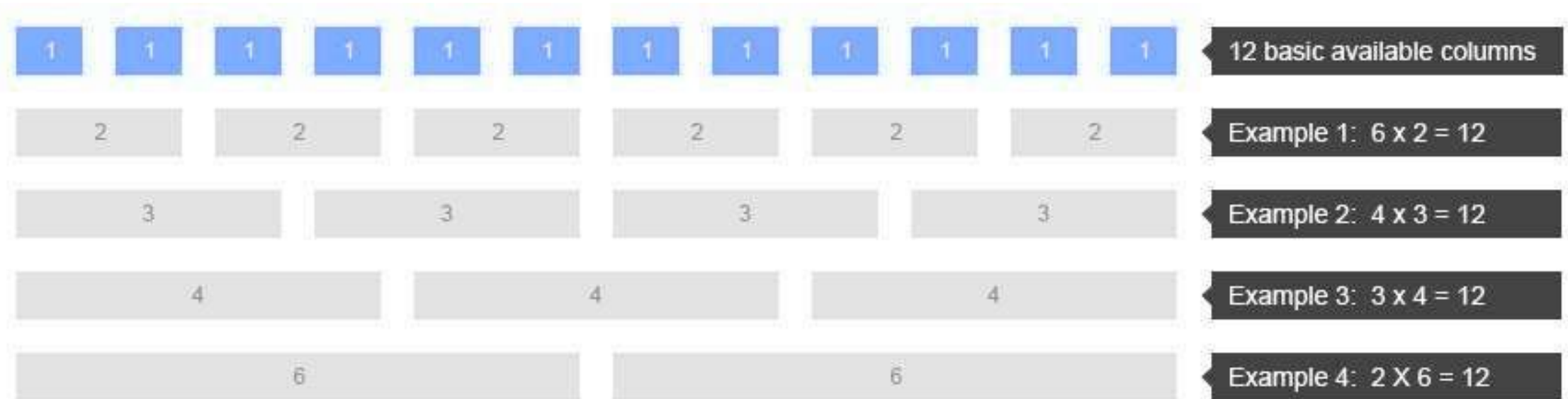
Why We Need Bootstrap?

- Prevent repetition between projects
- Utilize responsive design to allow your website to adapt to various screen sizes – mobile, desktop, and everything in between
- Add consistency to design and code between projects and between developers
- Quickly and easily prototype new designs
- Ensure cross-browser compatibility

Example of Responsive Website



Bootstrap Grid System



Basic Template

```
<!DOCTYPE html> <html lang="en">
<head>
<meta charset="utf-8"> <meta http-equiv="X-UA-Compatible"content="IE=edge"> <meta name="viewport"
content="width=device-width, initial-scale=1"> <title>Bootstrap Template</title> <link
href="css/bootstrap.min.css"rel="stylesheet"> <!--[if lt IE 9]>
<script src="https://oss.maxcdn.com/html5shiv/3.7.2/html5shiv.min.js"></script> <script
src="https://oss.maxcdn.com/respond/1.4.2/respond.min.js"></script>
<![endif]-->
</head>
<body>
<h1>Hello, world!</h1>
<script src="https://ajax.googleapis.com/ajax/libs/jquery/1.11.3/jquery.min.js"></script>
<script src="js/bootstrap.min.js"></script>
</body>
</html>
```

Bootstrap Elements

CSS

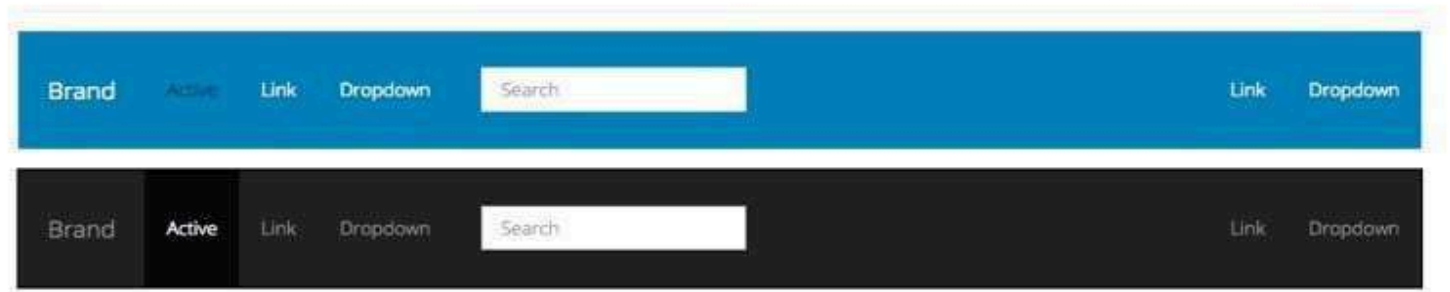
- Grid System
- Typography
- Forms
- Buttons
- Responsive Utilities

COMPONENTS

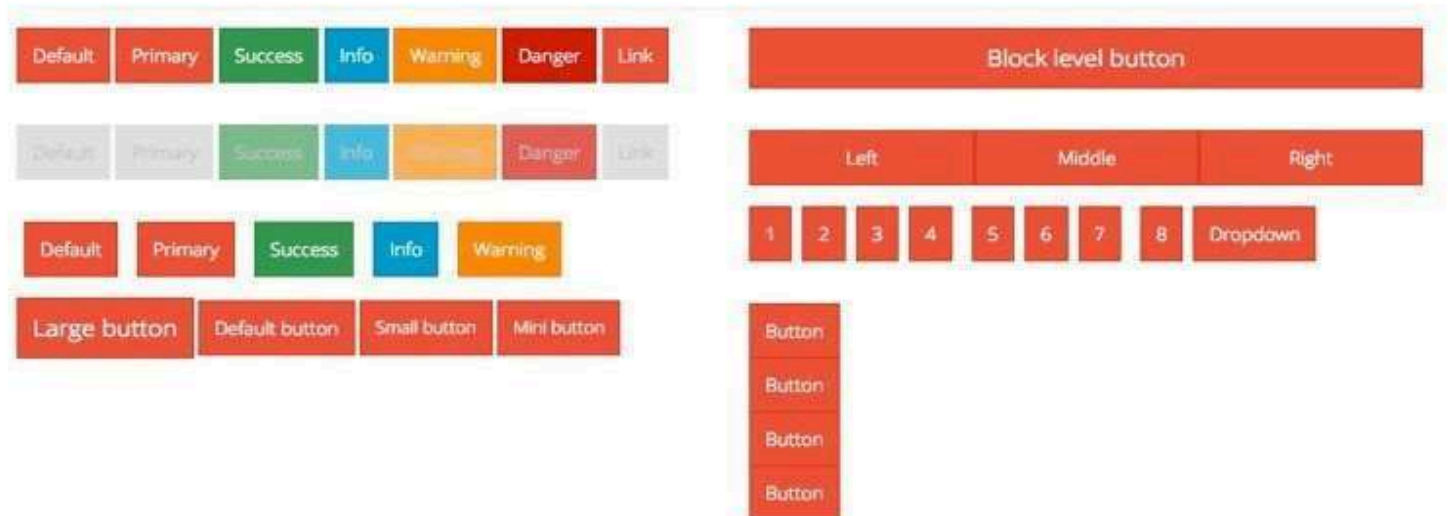
- Glyphicons
- Navbar
- Pagination
- Thumbnails

Bootstrap Elements

Navbar



Buttons

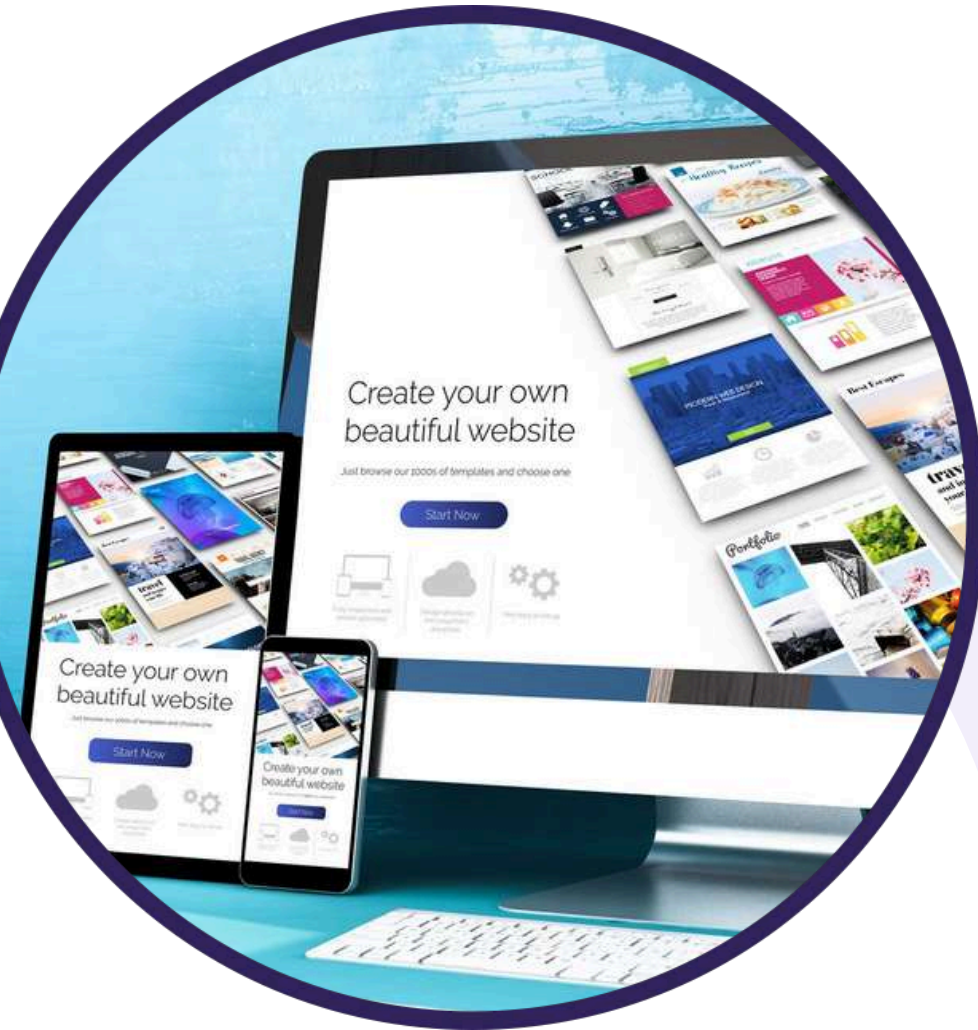


WORDPRESS

WordPress is web publishing software you can use to create your own website or blog. Since it was released in 2003, WordPress has become one of the most popular web publishing platforms. Today it powers nearly 30 percent of the entire web — from hobby blogs to some of the biggest news sites online.

It's actually a highly flexible content management system (CMS) that enables you to build and manage your own website using just your web browser and it's completely FREE.





How Does WORDPRESS Work?

In early days, websites have been created in programming languages like HTML, PHP, and CSS to format text, create page layouts, display images, and so on.

But today, you can install the WordPress software on your own web server in about 5 minutes. Once installed, you'll log into your site using your favorite web browser, and then use a simple editor to create web pages — without having to learn how to code. There are even hosting companies like WordPress.com and others who install WordPress for you, and enable you to start building your website with just a few clicks.

Why Wordpress?

- First of all, WordPress is OPEN SOURCE
- FLEXIBLE & EXTENSIBLE There are thousands of plugins and themes that enable you to easily change the entire look of your website, or even add new features like a mailing list, photo gallery, or an online store.
- EAST TO USE & LEARN
- EAST TO FIND SUPPORT
- WORDPRESS IS ALSO SEO-FRIENDLY. Right out of the box, WordPress includes everything you need to ensure that your content is optimized for search engines. This is critical to your site's visibility and online success. Matt Cutts of Google says, "WordPress is made to do SEO well."
- CONTROL OF YOUR CONTENT. With WordPress, you can import your content from other systems like Blogger or Tumblr. And you can also easily export your data to move away from WordPress, should you choose.

Wordpress Website Example



JavaScript & JQuery

Advanced Concepts

Asynchronous JavaScript: Handling asynchronous operations in JavaScript.

- ✓ Callbacks: Functions passed as arguments to other functions.
- ✓ Promises: Objects representing the eventual completion or failure of an asynchronous operation.

JavaScript & JQuery Advanced Concepts

- **Asynchronous JavaScript:** Handling asynchronous operations in JavaScript.
- **Callbacks:** Functions passed as arguments to other functions.
- **Promises:** Objects representing the eventual completion or failure of an asynchronous operation.
- **Handle different HTTP methods:** GET, POST, PUT, DELETE.
- **padding: 5px;** Padding distance between an elements contents and its border
- **padding-top: 1px;** Top Padding. Also try **-bottom: -left: or -right:**

Guidance

Find right place to learn, where student perform more practical rather than theoretical.

Get A Job

Placements from your institute gives chance to grab an Opportunity.

Fly Higher

Use your skills and make your space in your organization. Touch the SKY.

YOU CAN LEARN SOMETHING NEW EVERYDAY IF YOU LISTEN

THANK YOU

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