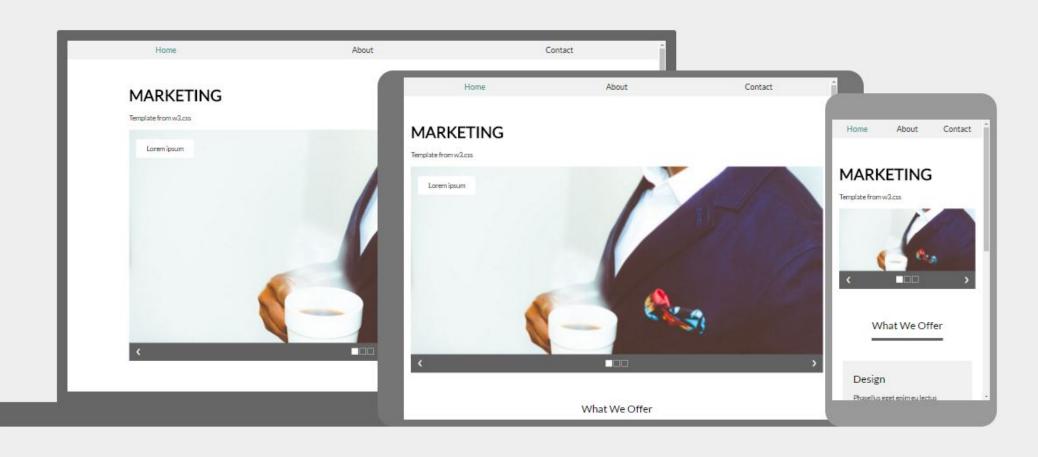# Responsive Web Design Template Assignment

Responsive Web Design Template Assignment

For this lesson you will:

- Learn about the importance of Responsive Web Design
- Review your options when it comes to do-it-yourself responsive e-commerce sites
- Learn about Responsive Web Design templates
- Complete an exercise using a free template available through w3schools
- Document the exercise
- Write a brief report about Responsive Web Design Templates

Why use Responsive Web Design (RWD)?

- The site adjusts its size to its platform desktop, laptop or smart phone

- Can reach many more customers

- Designing for each viewport size makes your site design stronger

- Improves your SEO: recommended by Google

- Other reasons

How to create a responsive web site

- Hire a Web Designer
  - Expensive
- Do it yourself from scratch
  - Very daunting if not a trained Web Developer
- Content management systems like WordPress
  - Still need some technical knowledge
  - Number of choices for plug-ins can be overwhelming
- E-commerce builder like Wix or Weebly
  - More expensive than hosting your own HTML or WordPress site
  - Limited options
- Use a template

Why use responsive web design templates?

- Templates are a great way to tap into the power of responsive design without having to become a web developer. Here are some other reasons:
    - More design flexibility
    - Reduced costs
        - Credit card processing can be done using relatively inexpensive methods such as: PayPal, Authorize.net
        - Can be combined with inexpensive shopping carts

Why use responsive web design? (cont.)

- Cons:
  - You still need to know a little something about:
    - Coding
    - Content creation
      - Graphics
      - Writing
    - SEO

Bootstrap

- One of the most popular templates for Responsive Web Design is Bootstrap.
    - Developed by Twitter
    - Open-source combines HTML, CSS, and JavaScript
    - The best resource http://getbootstrap.com/
    - Other resources:
        - http://www.w3schools.com/bootstrap/
        - http://www.codecademy.com/learn

Responsive Web Design Template Exercise

Before starting the exercise:

- Open a new Word Document. Title it templateExercise_first initial last name (example: templateExercise_jsmith)

- In the Word Document type your business name
  - example: SMART HATS

- Write a slogan for your business
  - example: OUR HATS MAKE YOU SMARTER

- Write a suggestion for customers
  - examples: SEE OUR FULL LINE OF SMART HATS, LEARN MORE ABOUT OUR SERVICES, etc.

Responsive Web Design Template Exercise

Before starting the exercise:

- Type the name of one of your products or services
  - Example:
    - Smart Hats
- Write 4 short descriptions of your product or service such as:
    - Make you smarter
    - Advance your career
    - Help you meet smart people
    - Keep your head warm

Responsive Web Design Template Exercise

- Be prepared to document your exercise by taking screenshots when prompted

- Visit http://www.w3schools.com/w3css/w3css_templates.asp

- Follow along with the video

- Pause as needed

Responsive Web Design Template Exercise

Follow the step-by-step instructions in the video

https://youtu.be/YZyOkKrKhU8

Resources needed to complete the assignment are on the following slides

Responsive Web Design Template Exercise: Font Awesome

http://fontawesome.io/icons/

fa-graduation-cap

Responsive Web Design Template Exercise: PayPal Button

```html
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr" method="post">

<!-- Identify your business so that you can collect the payments. -->
<input type="hidden" name="business" value="yourname@yoursite.com">

<!-- Specify a PayPal Shopping Cart Add to Cart button. -->
<input type="hidden" name="cmd" value="_cart">
<input type="hidden" name="add" value="1">

<!-- Specify details about the item that buyers will purchase. -->
<input type="hidden" name="item_name" value="Item">
<input type="hidden" name="amount" value="999.99">
<input type="hidden" name="currency_code" value="USD">

<!-- Display the payment button. -->

<button>Buy me!</button>

</form>
```

Responsive Web Design Template Exercise: Name of Image File

Streetart2.jpg

Responsive Web Design Template Exercise: PayPal Developer Site

https://developer.paypal.com/

Responsive Web Design Template Exercise: Completing the Assignment

- **To complete this assignment:**
- Paste these questions into the Word Doc with your screen captures and answer them:
  - Tell us 3 or more things you liked about Responsive Web Design Templates. Why?
  - What didn't you like. Why?
  - Would you consider using this or something like it for a small business site? Why or why not?
  - Would you like to use this for your final project assignment for this class?
- Cut and paste these answers into a post for this week's discussion
- Comment on 2 other student's posts in the discussion
- Upload the Word Document with the screen captures to this week's assignment