

Now, let's get into our Responsive Web Design Template Exercise!

Before we start the exercise open a new Word Document. Title it templateExercise_first initial last name. example: templateExercise_jsmith

To make it easier when doing the exercise put the following in your word document

Type your business name. For example, my business for this exercise is: SMART HATS.

Then add a slogan for your business. I wrote: OUR HATS MAKE YOU SMARTER.

Next, suggest your customers visit another part of your web site for example:

SEE OUR FULL LINE OF SMART HATS or LEARN MORE ABOUT OUR SERVICES.

Now type the name of one of your products or services. My product is Smart Hats.

Next write 4 short descriptions of your product or service. For Smart Hats I put:

Make you smarter

Advance your career

Help you meet smart people

Keep your head warm

This is what my document looks like so far. Underneath this is where you paste your screen shots.

Now, be prepared to document your exercise. As you go through these directions you'll be asked to take a screenshot when you complete a step.

Now go to http://www.w3schools.com/w3css/w3css_templates.asp

As you follow along with the video feel free to pause it as needed to complete a step or take a screenshot.

Here is the responsive templates page. Scroll down. Notice the different kinds of templates available.

Notice that each template shows three sizes: Desktop, Tablet and Phone.

Sounds a lot like Papa Bear, Momma Bear and Baby Bear.

These three sizes are built into these templates and appear as the browser size changes.

Before we give these templates a try, I want to emphasize that this is not a Web development class, if you are interested in becoming a Web developer here at MiraCosta we have lots of classes in our Media Arts and Technologies Department.

There's even a template here for Travel Agencies.

OK, let's take the Kitchen Sink/Demo template out for a test drive. Select "Try it Yourself".

Notice you have an icon where you can save this code into Google Drive with one click. This is a real convenience. If you have gmail you automatically have a Google Drive account.

To see the template better I reduced size of the code window for now.

Scroll down the page to where it says: Resize the page to see the effect!

The stylesheets connected to this web page change the layout, text, graphics and images depending on whether it's at half, a third or a quarter of the screen size. Can you see the difference?

Now we'll draw back the curtain and take a look at some of the code used to do this in the template and how you can alter it to create your own site.

Let's start with a quick overview of the four lines at the top of the HTML5 code that are the basis of how the web page appears and what it does.

This is the first line. It starts with "meta".

This is the line of code that helps tell browsers to display the page in a Desktop, Tablet or Phone format. I'm not going to get into the specifics of how it does this, but that's what it does.

The next line

Is the cascading stylesheet (CSS) that controls what most of the different elements on the page look like, such as the text, and panels. Here's what it looks like. Pretty dense, huh? It's nice that someone has written this for us and all we have to do make minor modifications to the HTML code.

The next line controls the theme's color.

Here's what this stylesheet looks like. It's a little simpler than the main stylesheet, but it's very powerful. Let me demonstrate. See the word black. If I change that one word to red, see what happens. Or to blue. Down below is a list of the colors you can use for this theme.

Try this is yourself by picking one of the colors from the list, typing it in the line of code, and selecting run. When you do take a screen shot and paste it into your Word document.

If you make a mistake, don't worry. If you need to you can simply select refresh and return to the original version of the template.

What the next line does is very cool. It connects this theme to a library of scalable symbols you can use. Like the ones I these three panels.

Here is what the code in this library looks like. We'll demonstrate this soon.

All of this works because of the code built into Web browsers will see the words in these files and display words and images in response. It's quite amazing.

The beauty of using templates like this is you don't need to know how to create everything, just enough to make changes to it. Let's make a few changes so you can get the idea.

Let's change some text. You will be using the text you wrote in your Word document.

Scroll down the code window until you can see, "BEAUTIFUL RESPONSIVE WEB SITES" between the <h4> tags. H4 means this line of text is a 4th level heading, usually the 4th smallest heading. These tags are known as mark up language, hyper text markup language, better known as HTML for short. Cut and paste the slogan you wrote here. Then select run. Now you should have your slogan here.

The next line says "BUILT WITH W3.CSS". You can see it's surrounded by H1 tags which is the largest heading. You can also see this class here, which tells the text to be animated. It flies up. Cut and paste or type the name of your business here.

Two lines below that, it says button. Find "LEARN W3.CSS". You can see this text is surrounded by a class that turns it into a button. The code that starts with "onclick" is actually JavaScript, that tells it to display another block of text when clicked. Replace LEARN W3.CSS with the suggestion you wrote for your customers, then select run. Now click on it to see what it does. Pretty cool, huh?

Take a screenshot of what the text that you changed and paste it into your Word document.

See how simple and easy that was?

Now we will make changes more lines of code and one of the graphics.

Scroll down two sections of code to the one that says "Responsive". It's between h4 tags. Change "Responsive" to the name of your product.

Then change the 4 lines of text beneath it to the short product descriptions you wrote for your business.

Select Run. Take a screenshot and paste it into your Word document.

Next let's change the icon. As mentioned before the icon comes from a library of scalable vector graphics created by Font Awesome. <http://fontawesome.io/icons/> Here is their list of available graphics.

I need a smart hat. What's a smarter hat than a mortarboard. I enter that in the search and come up with graduation cap. When I click on the icon it opens another page that shows it in various sizes and provides the code to insert, which is

fa-graduation-cap (of course fa stands for Font Awesome). I replace desktop with graduation-cap. Hit return and now I have a Smart Hat.

For this part of the exercise try to find an icon that works for your product or service, and follow these steps to show it. If you can't find something you like you can just use fa-graduation-cap.

You can even make your own Scalable Vector Graphics. If you are interested, there's a lot of sites that show how.

Select Run. Take a screenshot and paste it into your Word document.

Now we will add a Buy Me button that links to PayPal. On the instructions PowerPoint for this assignment you can find this snippet of code:

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<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>

```

Paste it between the last phrase under the icon and the closing division tag which is </div>

I got this code from PayPal and modified it a little. You can make your own modification. Change the item and the price of the item. To change the item here where it says value="item" change it to your product. Of course my product is a Smart Hat. To change the price where it says value="999.99" change the price. I'm going to make mine worth 99.99.

Select Run. Take a screenshot and paste it into your Word document.

Now click on the "Buy me!" button.

Notice how it launches a PayPal shopping cart and shows the name of the item and the price.

Take a screenshot and paste it into your Word document.

Of course, you can't use this particular code for your site, you will need to set up your own PayPal account and get your own code. To find out how to add a custom button I visited the PayPal developer page <https://developer.paypal.com/>, select checkout button and followed their simple directions.

The last thing we're going to do is change a picture. Return to the Try Me code and scroll down the page until you see this line of code:

This is the HTML used to insert a picture on a page. In this case it's placing a picture inside a card shape that mimics a piece of paper with a shadow. Like this.

In order to change the image you first have to upload an image to the image folder, and then insert the name of the image into the line of code. But, in this case we'll borrow one that's already in the w3images folder called "streetart2".

The easiest thing to do is to simply replace the word "car" with "streetart2". Select Run. Take a screenshot and paste it into your Word document.

Now try reducing the size of the browser to see the effect. Notice how the image size automatically changes and then how the cards become stacked. This is the magic of this excellent template.

Another thing you should notice about these templates is that they are one page. One page scrolling sites are now a thing. It turns out they work better on tablets and smartphones, especially when swiping images.

You can even combine templates. For instance, maybe you'll want to combine one of the Marketing template with a Food Blog template because you want to use the Food Blog layout for your product page.

The possibilities are endless and you have much more control of your final product using templates like these and then combining them with a shopping cart like PayPal, authorize.net or Shopify.

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 assignment

Attach the Word Document with the screen captures

Submit