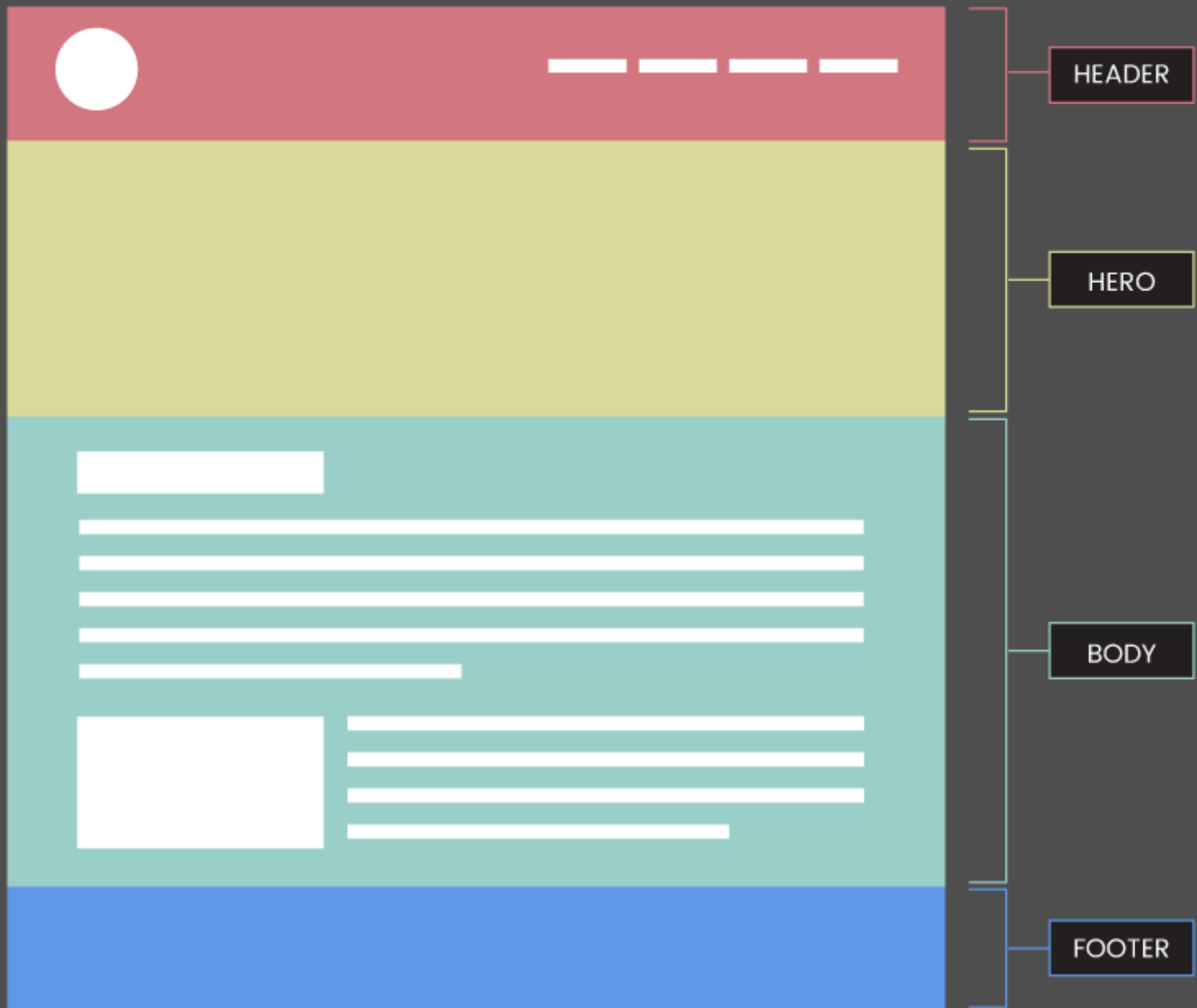


Anatomy of a Web Page



HEADER

Logo
Navigation
Contact
Logins

HERO

Headline
Call to Action
Image

BODY

Copy
Graphics

FOOTER

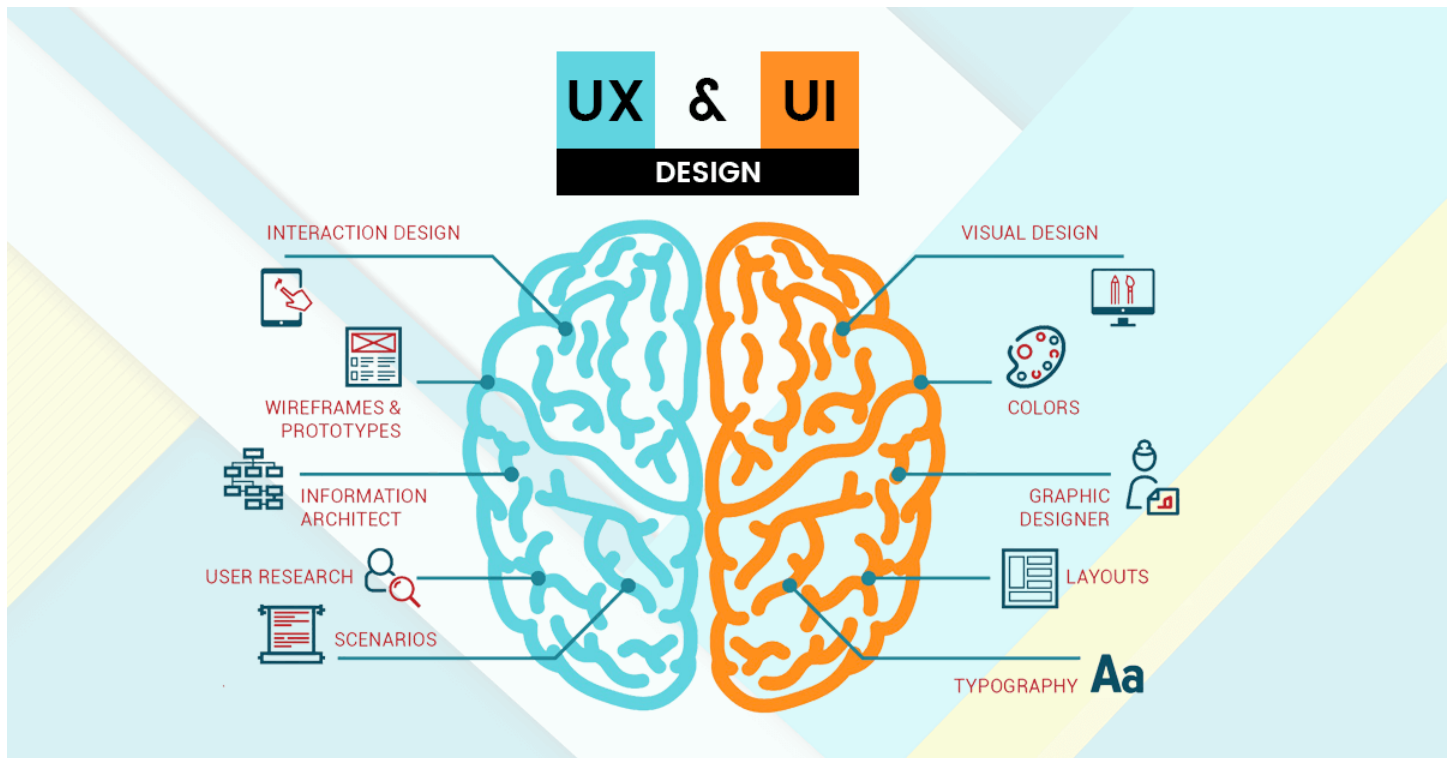
Copyright
Seals & badges
Links
Extras

LECTURES, basic Bootstrap build

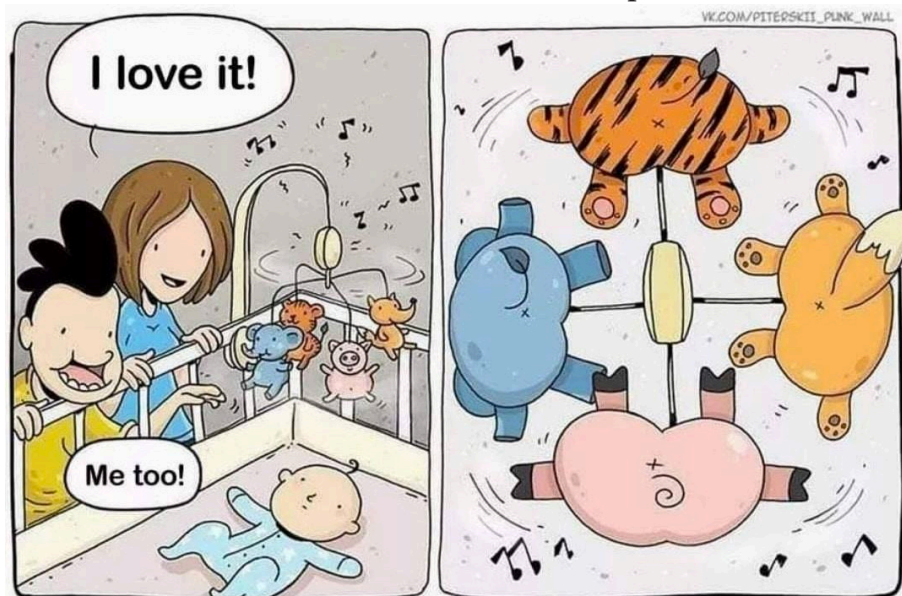
- website anatomy
- basic build, html (root folder, site management)
- basic build, css
- web typography (Bootstrap, Google Fonts)
- navigation
- images, optimizing for web
- carousel & collapse accordion
- media queries
- lean, mean, clean before upload

LIFE OF A WEBSITE (with client)

1. design brief, required text, image assets?; what is the purpose of this site? call to action?
2. site map (pages)
3. wireframe (content; no color, photos, graphics)
4. mockup (XD, Photoshop, Illustrator, InDesign)
5. graphic standards guide
6. code build
7. testing (private, not public, client only)
8. launch!
9. maintenance



UI User Interface vs UX User Experience



Isidro Specialty Coffees Spokane, Washington

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Meet The Isidro Coffee Family

Three generations of family coffee roasting excellence.



Portrait 1

Some quick example text to build on the card title and make up the bulk of the card's content.



Portrait 2

Some quick example text to build on the card title and make up the bulk of the card's content.



Portrait 3

Some quick example text to build on the card title and make up the bulk of the card's content.



Portrait 4

Some quick example text to build on the card title and make up the bulk of the card's content.

History of Isidro Coffee Specialty Company

It started with a small warehouse in Spokane, Washington.

Lorem ipsum, or lipsum as it is sometimes known, is dummy text used in laying out print, graphic or web designs. The passage is attributed to an unknown typesetter in the 15th century who is thought to have scrambled parts of Cicero's De Finibus Bonorum et Malorum for use in a type specimen book.

It usually begins with: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

The purpose of lorem ipsum is to create a natural looking block of text (sentence, paragraph, page, etc.) that doesn't distract from the layout.

A practice not without controversy, laying out pages with meaningless filler text can be very useful when the focus is meant to be on design, not content.

The passage experienced a surge in popularity during the 1960s when Letraset used it on their dry-transfer sheets, and again during the 90s as desktop publishers bundled the text with their software.

Today it's seen all around the web; on templates, websites, and stock designs. Use our generator to get your own, or read on for the authoritative history of lorem ipsum.

Site Links

- Link 1
- Link 2
- Link 3

Helpful Links

- Link 1
- Link 2
- Link 3

Contact

- Contact 1
- Contact 2
- Contact 3

Social Media

- Facebook icon
- Instagram icon
- Twitter icon

```

1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head><!-- contains the "brains" of the document -->
5 <meta charset="UTF-8">
6 <meta http-equiv="X-UA-Compatible" content="IE=edge">
7 <meta name="viewport" content="width=device-width, initial-scale=1">
8 <title>Isidro Coffee</title>
9
10 <!-- Bootstrap -->
11
12 <link href="css/bootstrap-4.4.1.css" rel="stylesheet" type="text/css"><!-- link to bootstrap css; must be in head
13 <link href="css/styles-isidro.css" rel="stylesheet" type="text/css"><!-- link to custom css; must be in head -->
14 </head>
15
16 <!------->
17
18 <body><!-- contains the "guts" of the document -->
19 <nav class="navbar navbar-expand-lg navbar-dark bg-dark"> <a class="navbar-brand" href="#"><strong>ISIDRO COFFEE</
20 <button class="navbar-toggler" type="button" data-toggle="collapse" data-target="#navbarSupportedContent" aria-c
21 <div class="collapse navbar-collapse" id="navbarSupportedContent">
22 <ul class="navbar-nav ml-auto">
23 <li class="nav-item active"> <a class="nav-link" href="#">Home <span class="sr-only">(current)</span></a> </
24 <li class="nav-item"> <a class="nav-link" href="#">Shop</a> </li>
25 <li class="nav-item dropdown"> <a class="nav-link dropdown-toggle" href="#" id="navbarDropdown" role="button
26 <div class="dropdown-menu" aria-labelledby="navbarDropdown"> <a class="dropdown-item" href="#">Action</a>
27 <div class="dropdown-divider"></div>
28 <a class="dropdown-item" href="#">Something else here</a> </div>
29 </li>
30 </ul>
31 </div><!--end navbar-->
32 </nav>
33
34 <!------->
35
36 <div class="container"><!--restricts width of contents to 1196px; "wraps" content after navigation, before JQuery-
37
38 <!--template for copying code quickly, setup for Bootstrap; delete before uploading to host server -->
39 <section class="template">
40 <div class="row">
41 <div class="col">template text</div><!--end col-->
42 </div><!--end row-->
43 </section>
44
45 <!------->
46
47 <div class="jumbotron">
48 <div class="row isidro-hero-title">
49 <div class="col-md-7 offset-md-1"><!--offset-1, places 1 column of empty space in front of column contents--
50 <h1 class="display-4"><strong>Isidro Specialty Coffees</strong></h1>
51 <h1>Spokane, Washington</h1>
52 <p class="p-white">Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
53 </div><!--end col-->
54 </div><!--end row-->
55 </div><!--end jumbotron-->
56
57 <!------->
58
59 <section class="family">
60 <div class="row text-center">
61 <div class="col"><!--"col" is abbreviation for 12 column-->
62 <h5>Meet The Isidro Coffee Family</h5>
63 <p>Three generations of family coffee roasting excellence.</p>
64 <br><!--adds extra space below-->
65 </div><!--end col-->
66 </div><!--end row-->
67
68 <div class="row">
69 <div class="col-md-3">
70 <div class="card text-center"> 
72 <h5 class="card-title">Portrait 1</h5>
73 <p class="card-text">Some quick example text to build on the card title and make up the bulk of the ca
74 </div><!--end card body-->
75 </div><!--end card-->
76 </div><!--end col-->

```

```

77
78     <div class="col-md-3">
79         <div class="card text-center"> 
81                 <h5 class="card-title">Portrait 2</h5>
82                 <p class="card-text">Some quick example text to build on the card title and make up the bulk of the ca
83             </div><!--end card body-->
84         </div><!--end card-->
85     </div><!--end col-->
86
87     <div class="col-md-3">
88         <div class="card text-center"> 
90                 <h5 class="card-title">Portrait 3</h5>
91                 <p class="card-text">Some quick example text to build on the card title and make up the bulk of the ca
92             </div><!--end card body-->
93         </div><!--end card-->
94     </div><!--end col-->
95
96     <div class="col-md-3">
97         <div class="card text-center"> 
99                 <h5 class="card-title">Portrait 4</h5>
100                <p class="card-text">Some quick example text to build on the card title and make up the bulk of the ca
101            </div><!--end card body-->
102        </div><!--end card-->
103    </div><!--end col-->
104</div><!--end row-->
105</section>
106
107<!------->
108
109<section class="history">
110    <div class="row text-center">
111        <div class="col"><!--"col" is abbreviation for 12 column-->
112            <h5>History of Isidro Coffee Specialty Company</h5>
113            <p>It started with a small warehouse in Spokane, Washington.</p>
114            <br><!--adds extra space below-->
115        </div><!--end col-->
116    </div><!--end row-->
117
118    <div class="row">
119        <div class="col-md-4">
120            <p>Lorem ipsum, or lipsum as it is sometimes known, is dummy text used in laying out print, graphic or web
121            <p>It usually begins with:
122
123                "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et
124            </div><!--end col-->
125
126            <div class="col-md-4">
127                <p>The purpose of lorem ipsum is to create a natural looking block of text (sentence, paragraph, page, etc
128                <p>A practice not without controversy, laying out pages with meaningless filler text can be very useful wh
129            </div><!--end col-->
130
131            <div class="col-md-4">
132                <p>The passage experienced a surge in popularity during the 1960s when Letraset used it on their dry-trans
133                <p>Today it's seen all around the web; on templates, websites, and stock designs. Use our generator to get
134            </div><!--end col-->
135        </div><!--end row-->
136    </section>
137    <hr><!--horizontal rule line; does not require closing tag-->
138    <br><!--adds extra space below-->
139
140<!------->
141
142<section class="footer">
143    <div class="row">
144        <div class="col-md-2 offset-1"><!--offset-1, places 1 column of empty space in front of column contents-->
145            <p><strong>Site Links</strong></p>
146            <p>Link 1</p>
147            <p>Link 2</p>
148            <p>Link 3</p>
149        </div><!--end col-->
150
151        <div class="col-md-2 offset-1"><!--offset-1, places 1 column of empty space in front of column contents-->
152            <p><strong>Helpful Links</strong></p>

```

```
153     <p>Link 1</p>
154     <p>Link 2</p>
155     <p>Link 3</p>
156 </div><!--end col-->
157
158 <div class="col-md-2 offset-1"><!--offset-1, places 1 column of empty space in front of column contents-->
159     <p><strong>Contact</strong></p>
160     <p>Contact 1</p>
161     <p>Contact 2</p>
162     <p>Contact 3</p>
163 </div><!--end col-->
164
165 <div class="col-md-2 offset-1"><!--offset-1, places 1 column of empty space in front of column contents-->
166     <p><strong>Social Media</strong></p>
167     <p>Facebook icon</p>
168     <p>Instagram icon</p>
169     <p>Twitter icon</p>
170 </div><!--end col-->
171 </div><!--end row-->
172 </section>
173
174 <div class="col footer-black"><!--black bar after footer-->
175     </div><!--end col-->
176 </div><!--end container-->
177
178 <!------->
179
180 <!-- jQuery (necessary for Bootstrap's JavaScript plugins) -->
181 <script src="js/jquery-3.4.1.min.js"></script>
182
183 <!-- Include all compiled plugins (below), or include individual files as needed -->
184 <script src="js/popper.min.js"></script>
185 <script src="js/bootstrap-4.4.1.js"></script>
186 </body>
187 </html>
188
```

```

1  @charset "UTF-8";
2
3  /*-----*/
4  /*MISCELLANEOUS*/
5  body {
6  }
7
8  /*makes images fit correctly in responsive columns*/
9  .img {
10     width: 100%;
11     height: auto;
12     display: block;
13 }
14
15 /*adds space to each section; use percentages rather than pixels*/
16 section {
17     padding: 3%;
18 }
19
20 /*makes paragraph copy medium grey*/
21 p {
22     color: #333;
23 }
24
25 /*makes headline copy medium grey*/
26 h5 {
27     color: #333;
28 }
29
30 /*-----*/
31 /*NAVIGATION (HEADER)*/
32 /*adds 20px of space to the right of each navigation item*/
33 .nav-item {
34     margin-right: 20px;
35 }
36
37 /*adds 20px of space to the left of each navbar brand*/
38 .navbar-brand {
39     margin-left: 20px;
40 }
41
42 /*-----*/
43 /*JUMBOTRON*/
44 /*no section name, height applied below*/
45 .jumbotron {
46     background-image:url("../_assets/images/hero-coffee-cup-isidro-blue.jpg"); /*attaches image to jumbotron ba
47     color: #FFF; /*changes jumbotron text color to white*/
48     height: 500px; /*sets the height of the jumbotron image*/
49     margin: 0px; /*removes the space at the bottom of the jumbotron*/
50     border-radius: 0 !important; /*removes rounded corners of jumbotron image*/
51 }
52
53 /*drops title down in hero image*/
54 .isidro-hero-title {
55     margin-top: 10%;
56 }
57
58 /*changes hero text to white*/
59 .p-white {
60     color: #fff;
61 }
62
63 /*-----*/
64 /*FAMILY*/
65 /*section name*/
66 .family {
67     background-color: #EEE; /*makes section background light grey*/
68 }
69
70 /*adds extra padding to top of card image*/
71 .card {
72     padding-top: 10%;
73 }
74
75 /*-----*/
76 /*HISTORY*/

```

```
77  /*section name*/
78  .history {
79  }
80
81  /*-----*/
82  /*FOOTER*/
83  /*section name*/
84  .footer {
85      background-color: #EEE; /*makes section background light grey*/
86  }
87
88  /*adds black bar to bottom of footer*/
89  .footer-black {
90      background-color: #000; /*makes section background black*/
91      height: 20px; /*makes section height 20px*/
92  }
93
```