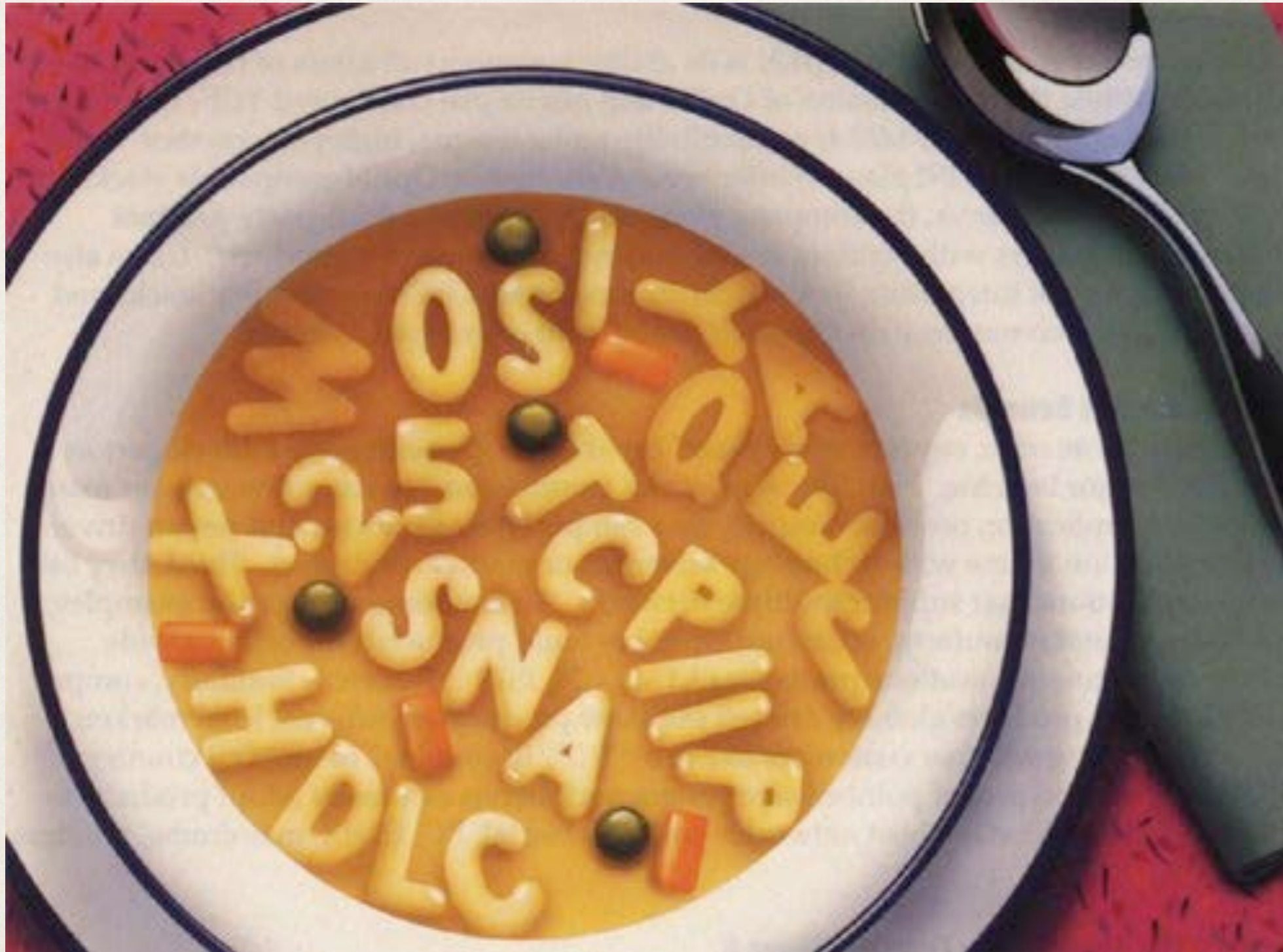


# Intro to web coding & news development



HTML CSS JS PHP SQL JSON...

---

Prof. Peggy Bustamante [ANN 310E]  
[pbustamante.usc@gmail.com](mailto:pbustamante.usc@gmail.com) | @newsdevchix



# Today's timeline

---

- ❖ Informal skills survey
- ❖ Why are we learning this stuff?
- ❖ Journalism story forms: Some historical perspective
- ❖ How the web works. It's easy. Really.
- ❖ Overview of HTML & CSS
- ❖ Break
- ❖ Setting up your text editor and downloading basic web template
- ❖ Hands-on practice: Let's build a photo gallery
- ❖ Overview of profile page template

# Informal skills assessment

---

Who has experience or is comfortable with HTML and CSS (and JavaScript)?





# Informal skills assessment

---

Who has experience with just HTML?





# Informal skills assessment

---

Who has heard of **HTML**

but does **NOT** know how to spell it?



# Informal skills assessment

---

Who has never heard of HTML and is getting

**PANICKY** just thinking about writing code?





# Informal skills assessment

---

Who would rather **schedule a root canal**  
than learn to code?





# Informal skills assessment

---

Who still thinks this interweb thing is a **passing fad?**





*Why are we learning this stuff anyway?*

---



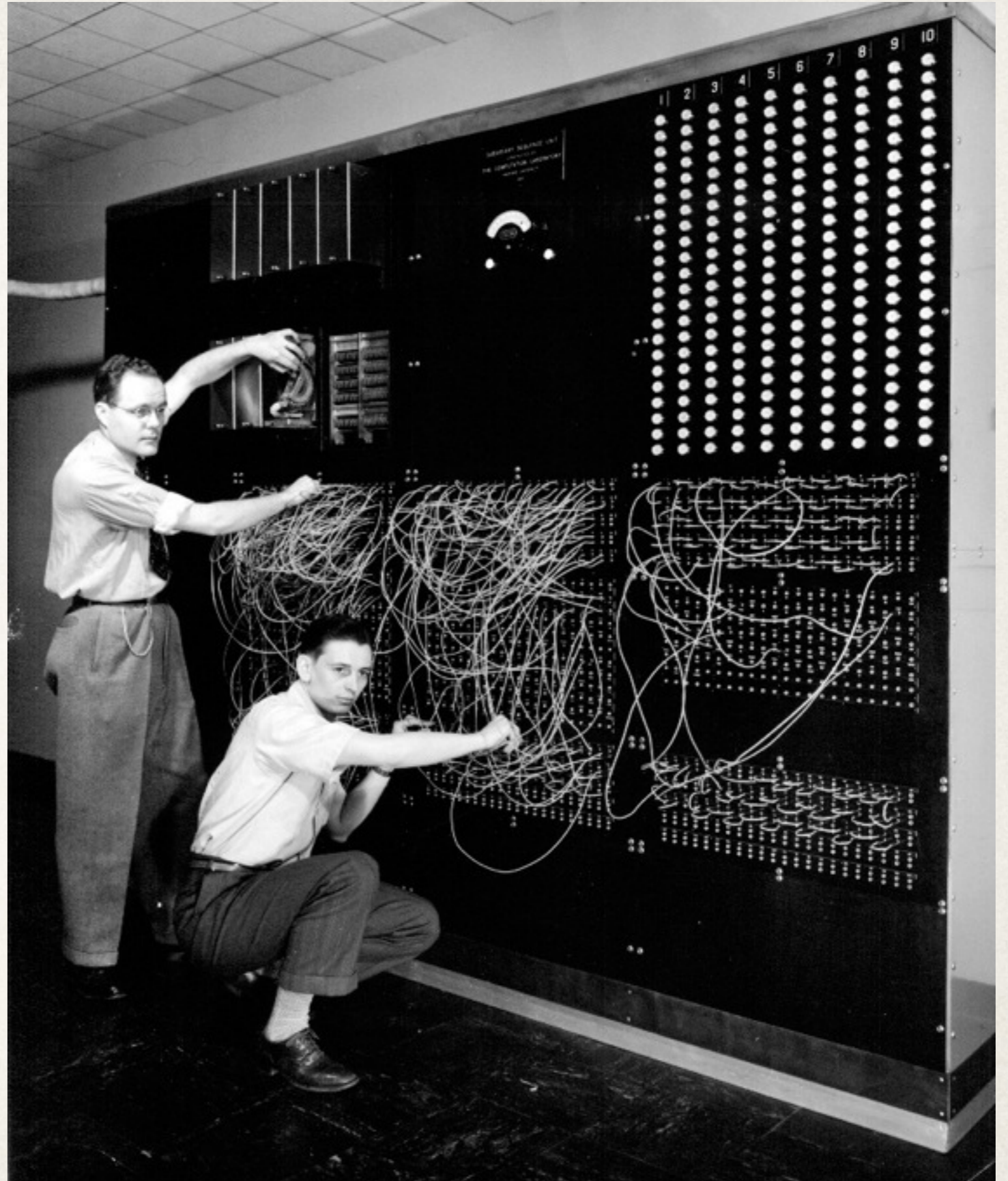
~~NOT~~ to become a software engineer

[we'd send you to Viterbi if that were the case]





~~NOT~~ so you  
can build a  
CMS for the  
next news org  
that lets you  
through the  
door.





**YES!** because journalists are creating a wide variety of **media** and need HTML, CSS and JS to **pull them together** into an engaging **story package**.





# YES! because users expect to interact with your story

[Imagine if you went to a website with nothing but text... you'd probably hightail it out of there.]



**A Fighting Chance**

**Diversity in boxing**

There are those who look at boxing as a barbaric ritual. But in terms of cultural diversity and racial harmony it has been far more progressive than every other major sport played in America.

In 1902, Joe Gans was the first African-American to...

[read more](#)

**Melting Pot**

The melting pot is a metaphor for a heterogeneous society becoming more homogeneous, the different elements "melting together" into a harmonious whole with a common culture. It is particularly used to describe the assimilation of immigrants to the United States. The exact term 'melting pot' came into general usage in 1908, after the premiere of the play "The Melting Pot," by Israel Zangwill.

00:31 - 05:57

[A Fighting Chance](http://newsday.com/afightingchance/)

<http://newsday.com/afightingchance/>

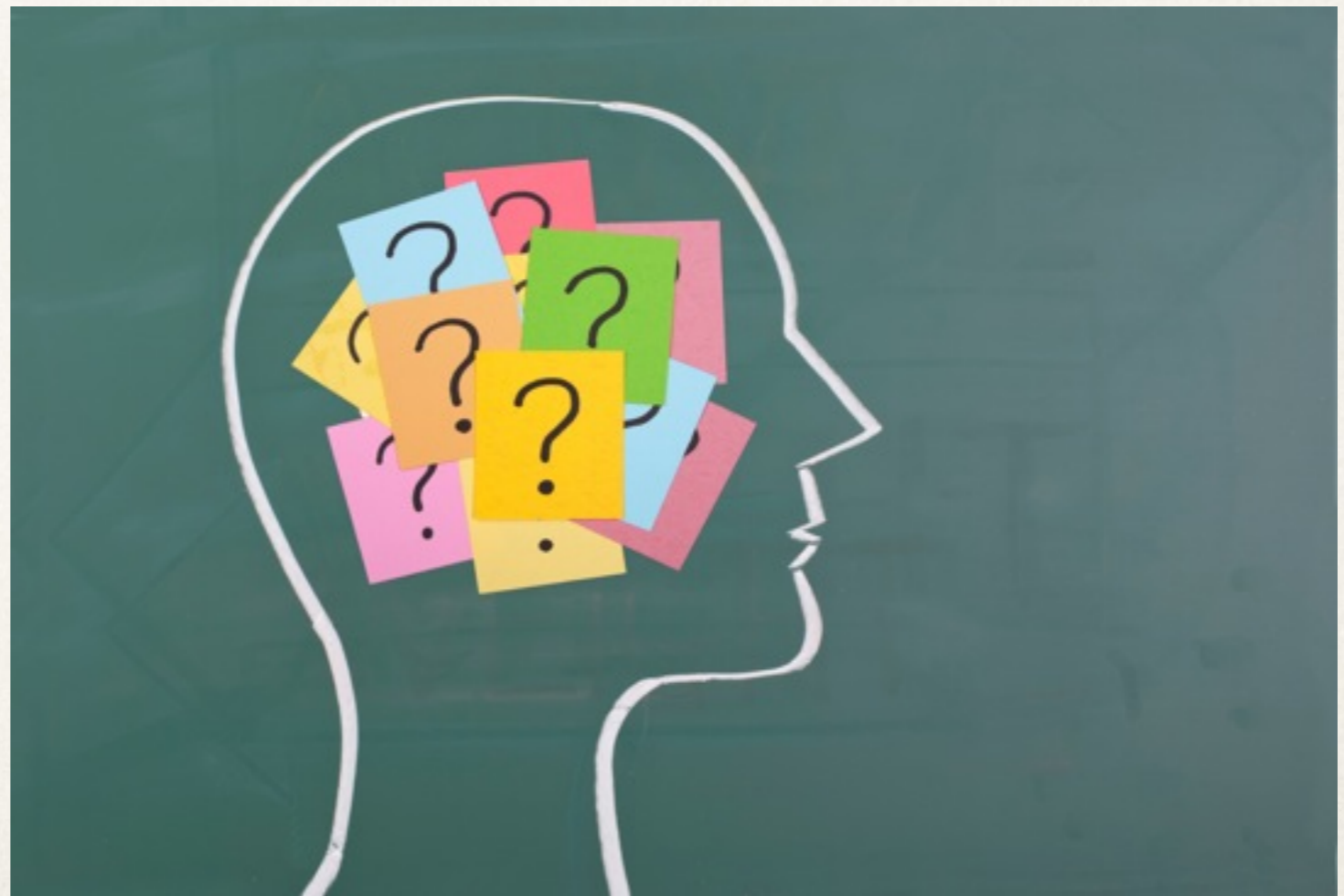


**YES!** because you need to know at least some HTML and CSS to do your final project and other work throughout the year.





**YES!** because, at the very least, you need to  
**understand what's possible** and  
be able to **talk to the developer**  
who will be **building your vision.**





Journalism story forms:  
Some historical perspective

---



# A long time ago news looked like this



We only had columns of text to tell a story



Then eventually photos were added



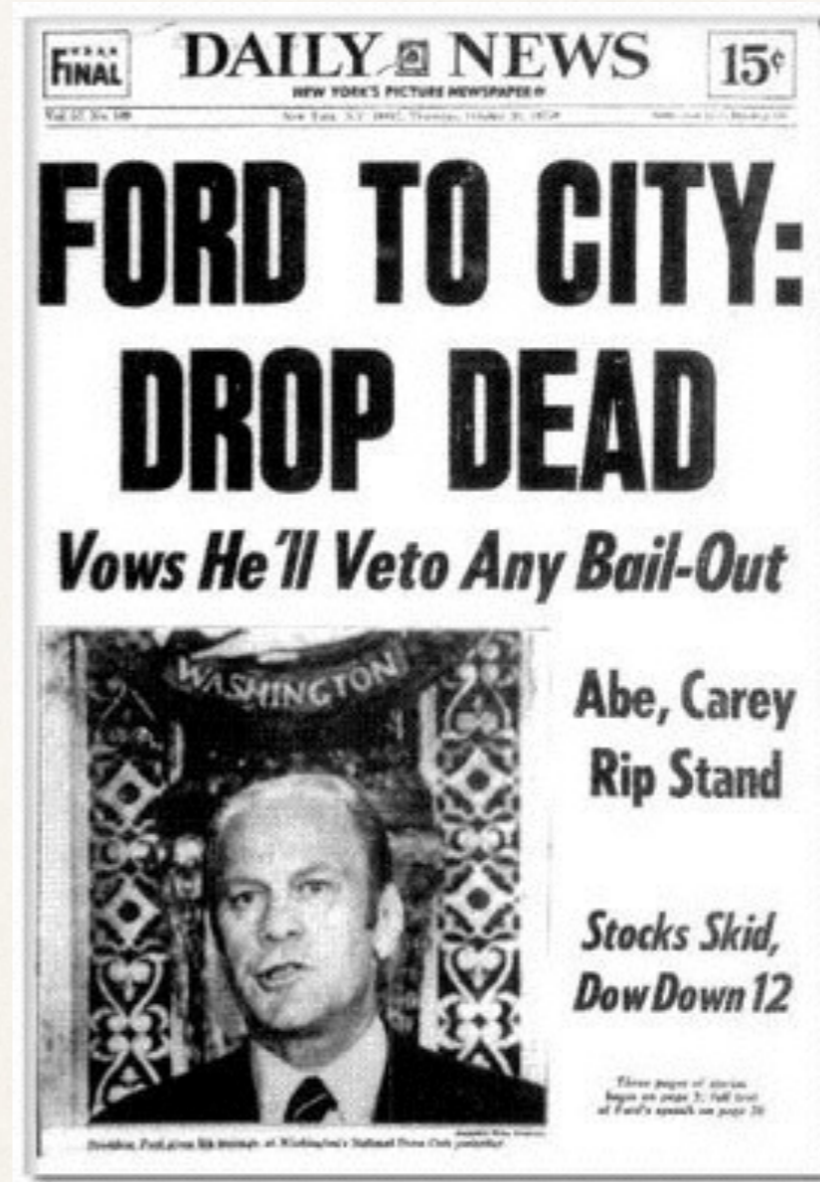
Though they tended to be just head shots





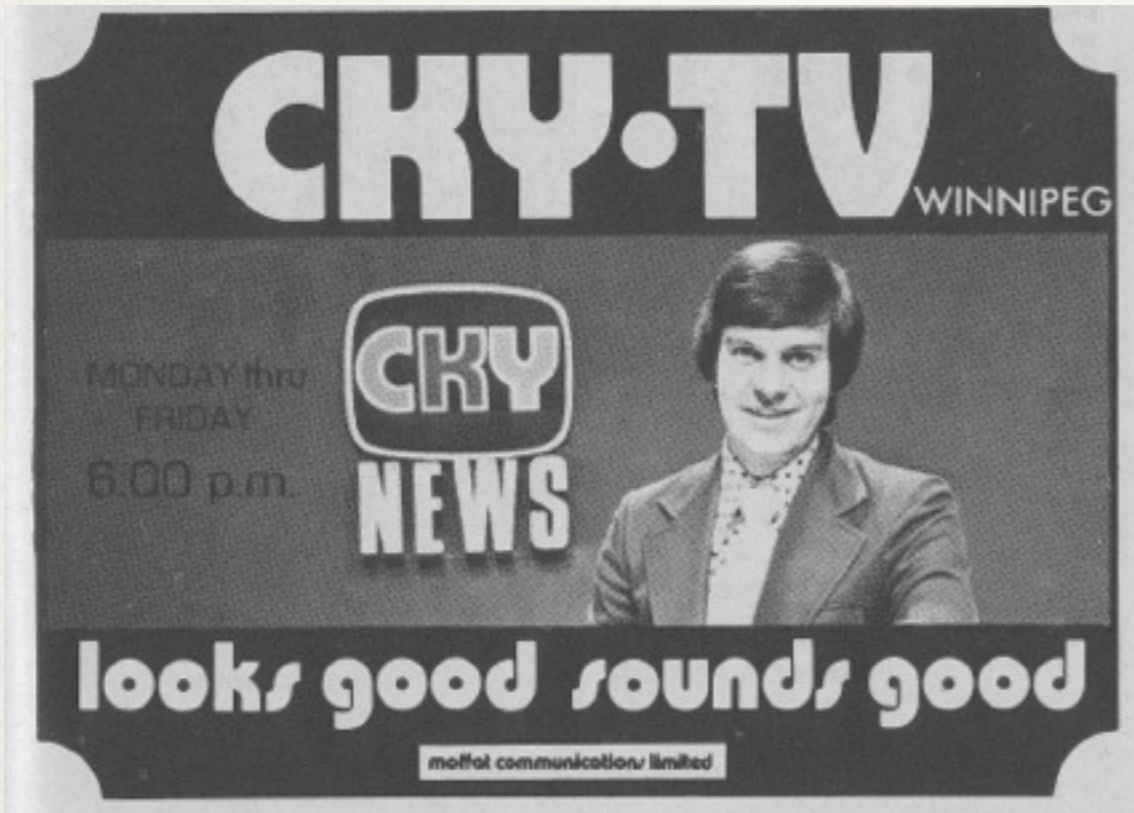


By the 70s: photos were playing a more substantial role





And TV news was... well, TV news







*When I started in news in the 80s,  
Atex terminal had replaced typewriters*

---

*Yes, life was in black and white in those days*





# Vintage Atex machine

During the '80s and '90s we all pounded away at Atex machines. They generally had at least one key missing from the keyboard.

---





A beautiful  
thing:  
Proportion  
wheel and  
pica pole

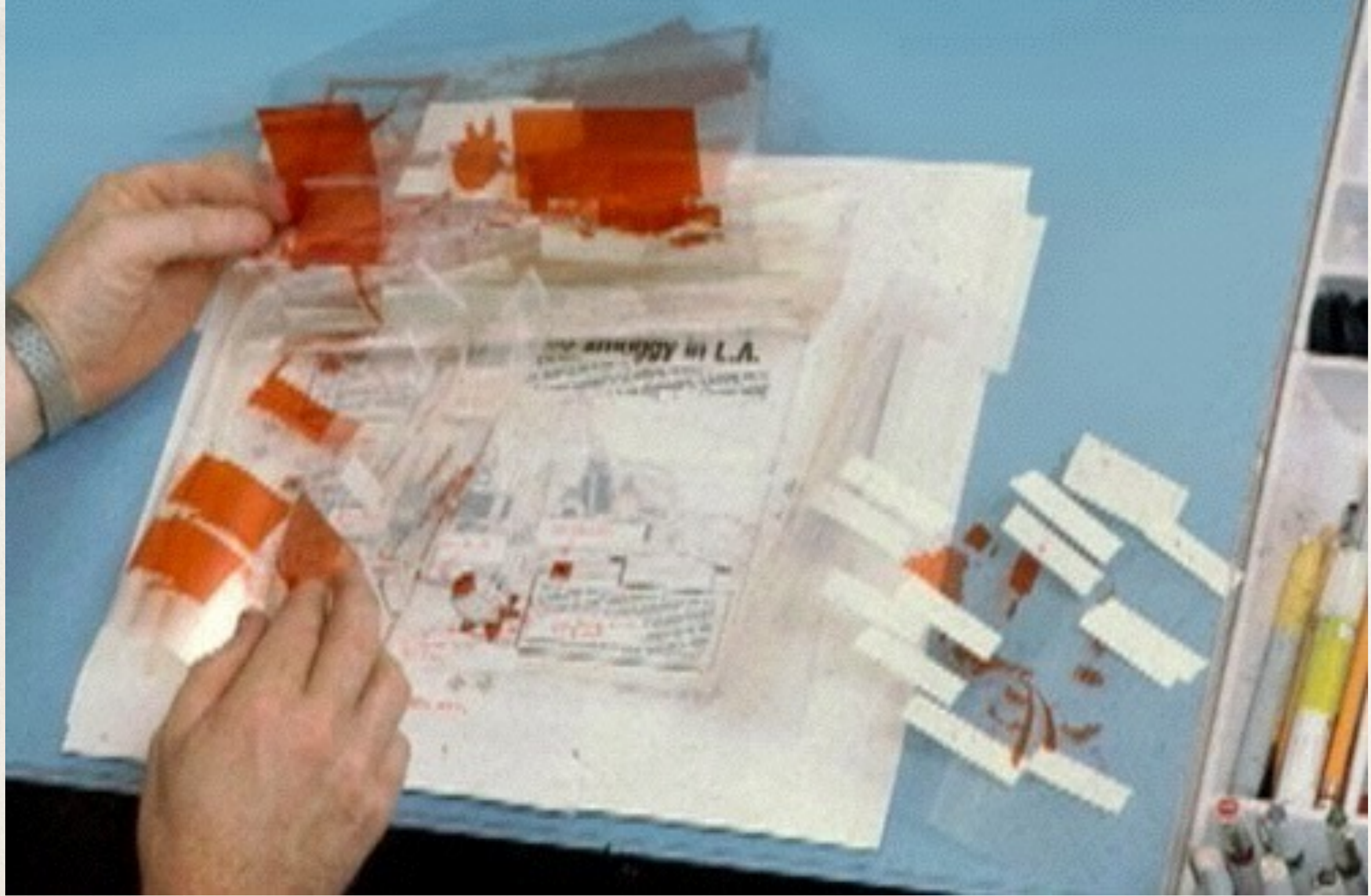
These were the height of technology.

---





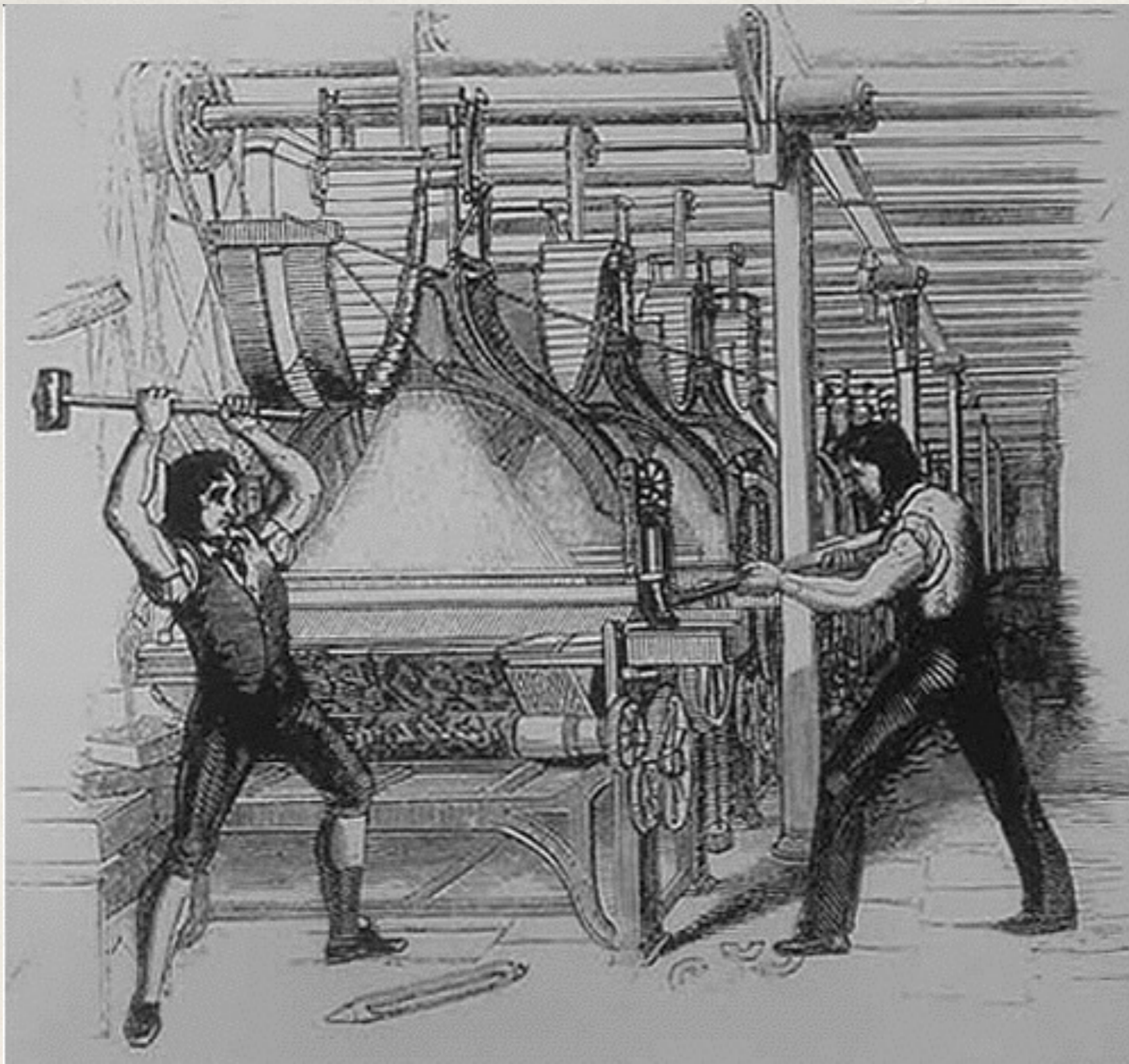




Lots of amberlith!

---





Big guys  
and  
their big  
machines

---



Then in the early 90s  
...things changed

---





# QuarkXPress and a Mac

---



EEK! a mouse!



But this change was scary.

---



Then  
came  
video...







Then.....

---

Now.....

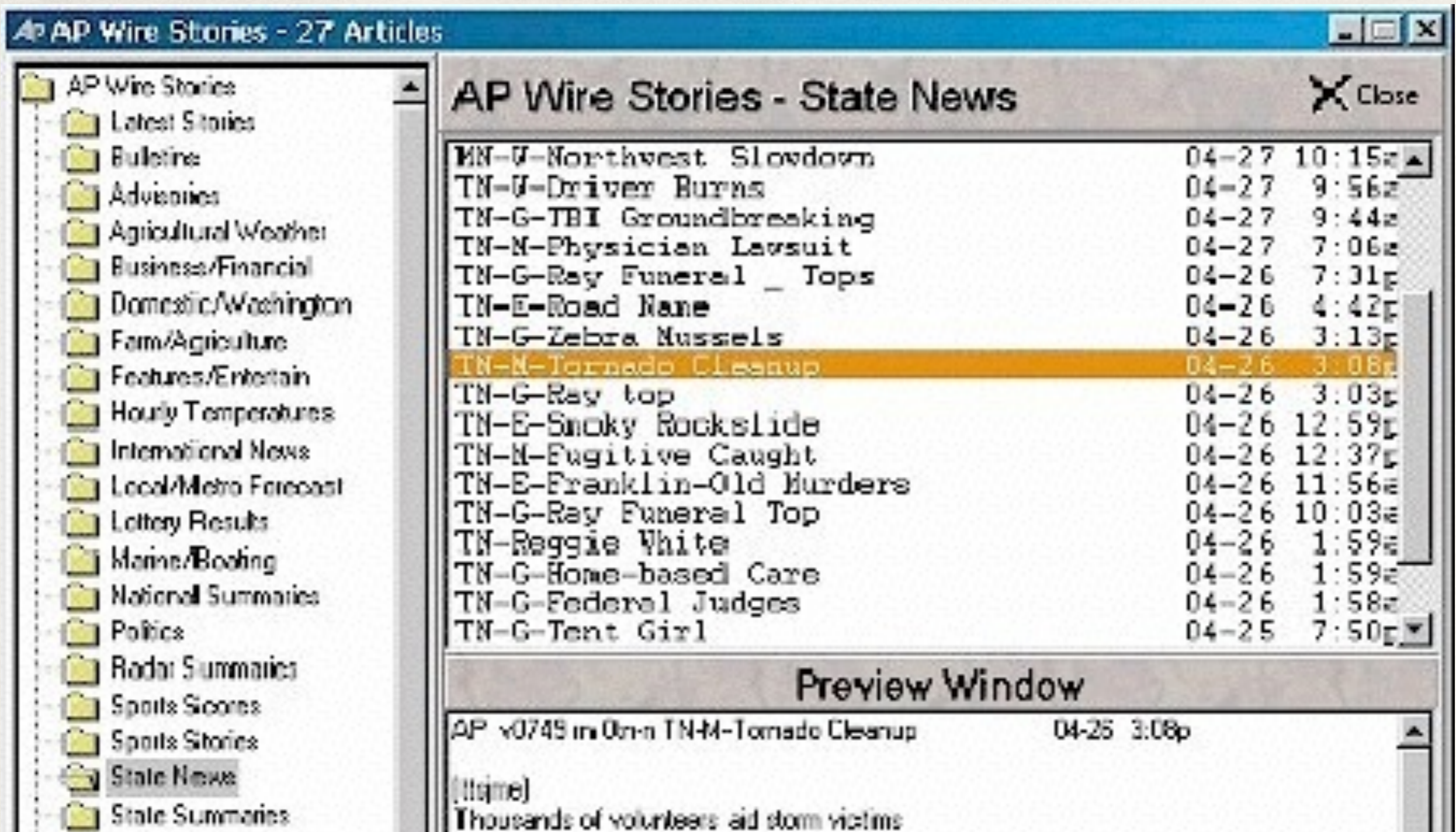




The internet arrived

---





AP Wire: our own private Internet

---



# Everything has converged on the web:

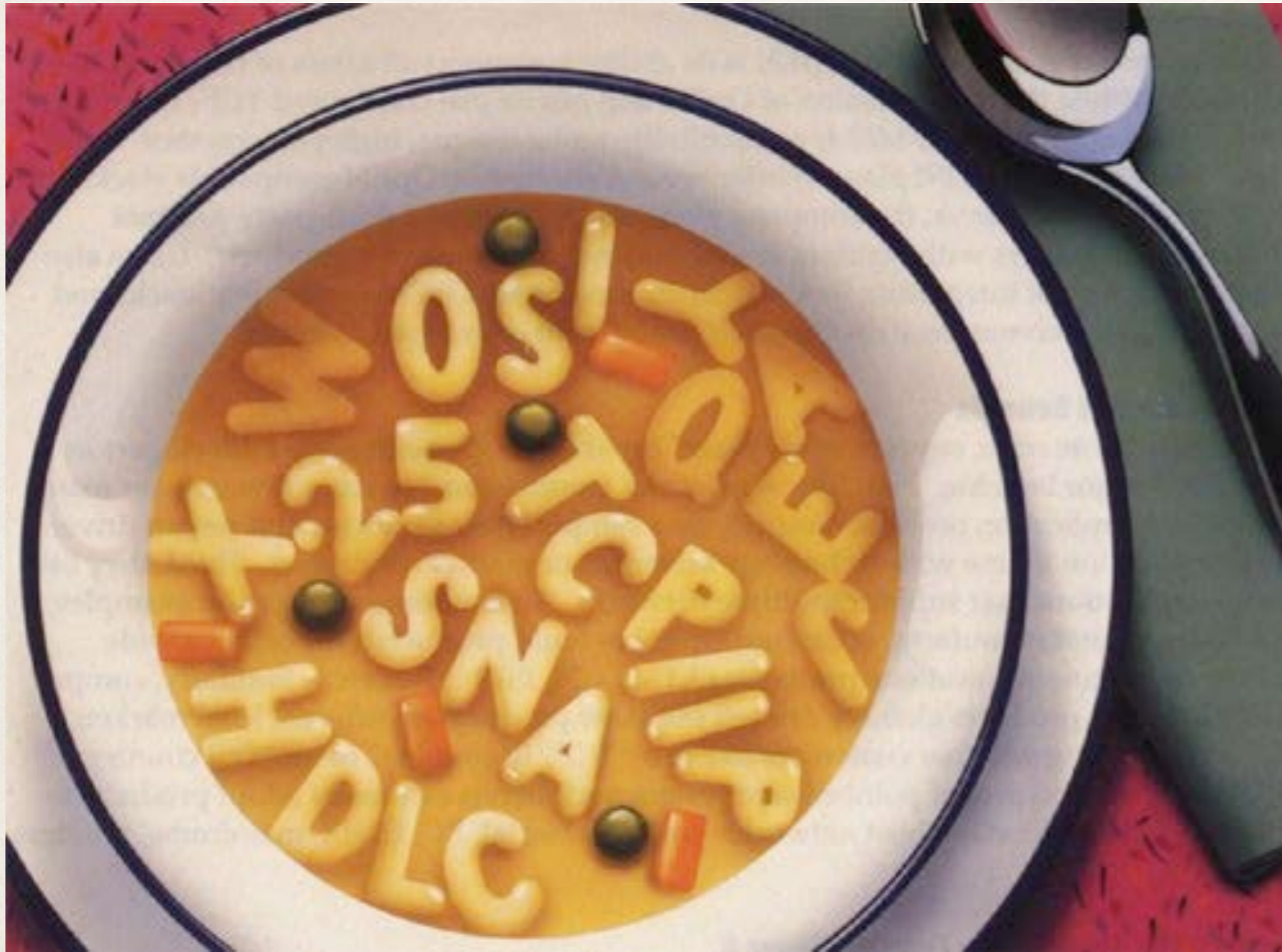
---

- ❖ Newspapers regularly win Emmys for videos they produce
- ❖ Radio news shows are expected to have a visual impact, such as NPR's recent T-shirt interactive.
- ❖ Television stations post print articles as part of their news offerings.





These new forms of storytelling  
are possible only on the web,  
using web technologies:



---

HTML CSS JS PHP SQL JSON...



The variety is staggering  
... and inspiring

---



## Game-by-game statistics

YARDS

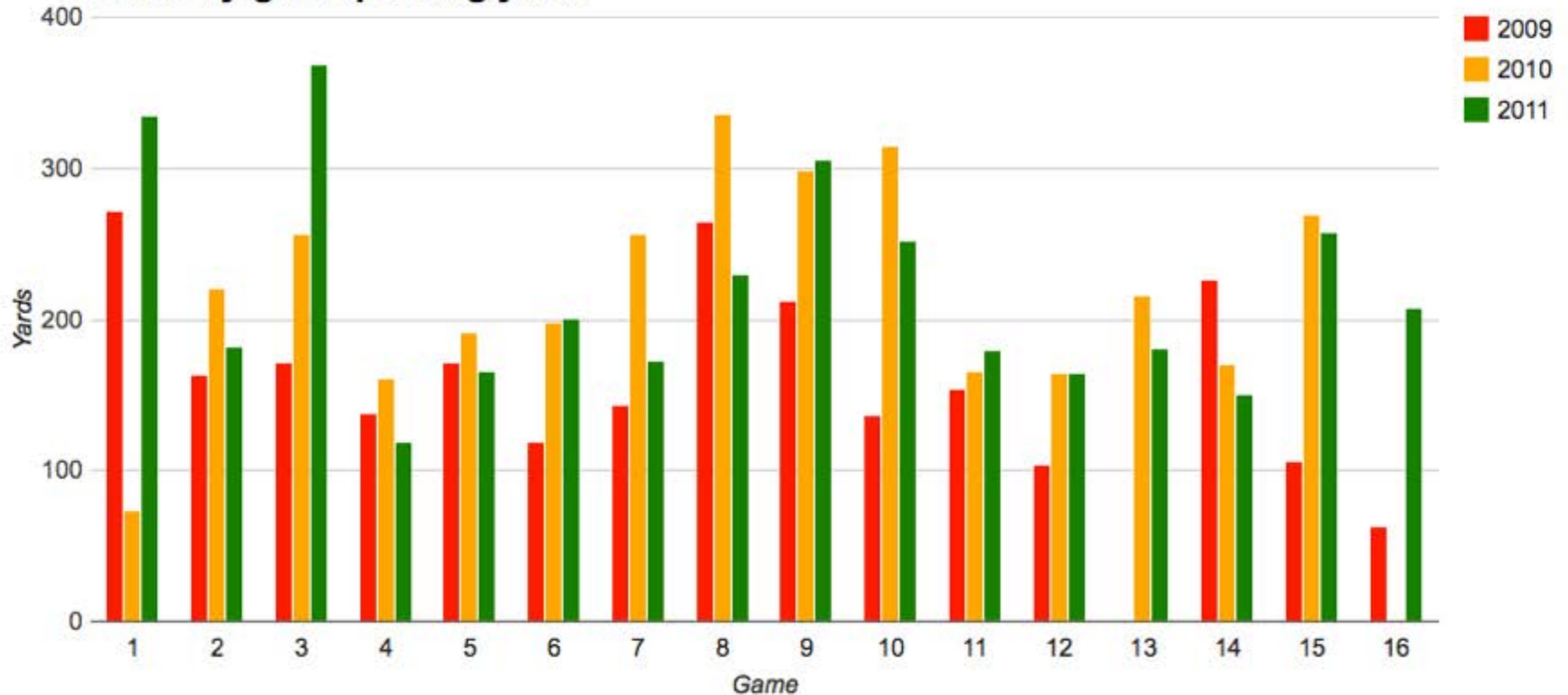
COMP %

TD

INT

RATING

### Game-by-game passing yards



# Graphs:

Newsday's data visualization of Mark Sanchez's stats 2009 through 2011



INTERACTIVE

# Large earthquakes in the Los Angeles area

Tweet 60

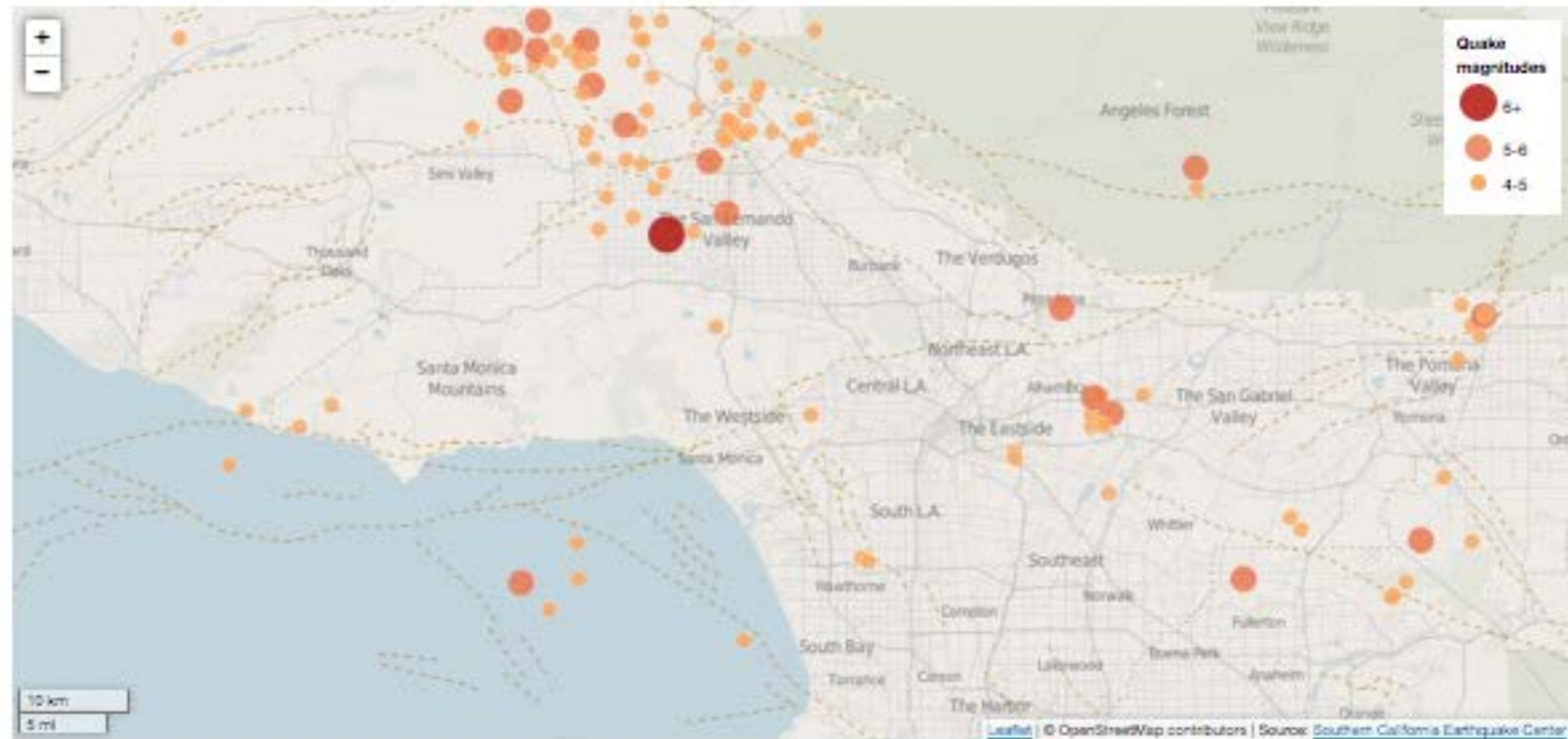
Recommend 1.2k

8+1

The greater Los Angeles area has seen more than 100 earthquakes with a magnitude of 4 or higher since 1973. Click to explore.

Note: An earlier version of this map used inexact U.S. Geological Survey data. It has been updated with authoritative data from the [Southern California Earthquake Center](#).

Last updated: Mar 29 2014, 3:00 p.m.



# Maps

L.A. Times map of large earthquakes in Los Angeles

[Http://Graphics.Latimes.Com/Responsivemap-Large-Earthquakes-Los-Angeles-Area/](http://Graphics.Latimes.Com/Responsivemap-Large-Earthquakes-Los-Angeles-Area/)



**Newsday** is checking out some of LI's best tattoos. Show us your #Litattoos!

search newsday.com

Long Island Sports Entertainment News Lifestyle Business Health Opinion Jobs Cars Homes Classifieds

Yankees Mets Giants Jets Islanders Rangers Knicks Nets Scores Columns High school Colleges Blogs

**Alex Rodriguez** Newsday > Sports > Baseball > Yankees

Alex Rodriguez is within reach of Willie Mays for fourth place on MLB's all-time home run list. Explore the history of A-Rod's home runs as we track his pursuit of 600 in 2012 and beyond.

Search for a specific home run number or pitcher

Advanced search

Weekday Month Date Year

Opponent Stadium Inning Pitch count

Go

**A-Rod's HOME RUN LIST**

Top opponents	Top stadiums	Top pitchers	Top score	Top pitch count
Los Angeles Angels 70	Yankee Stadium (old) 124	Bartolo Colon 8	ahead 250	0-0 108
Baltimore Orioles 59	Rangers Ballpark 98	David Wells 8	go-ahead 207	0-1 74
Toronto Blue Jays 54	Kingdome 80	Ramon Ortiz 8	behind 129	1-0 68
Boston Red Sox 52	Yankee Stadium (new) 50	Tim Lincecum 8	tying 52	1-1 65
Kansas City Royals 48	Safeco Field 40	Jarrod Washburn 7	walk-off 9	3-2 59

Showing 1-50 Of 647 Records

HR	Weekday	Month	Date	Year	Team	Opponent	Stadium	Pitcher	Score	Inning	Outs	Pitch count	RBI	Lineup	Pos
647	Friday	September	14th	2012	Yankees	Tampa Bay Rays	Yankee Stadium (new)	Joel Peralta	behind	8th	1	0-0	2	3	3B
646	Saturday	September	8th	2012	Yankees	Baltimore Orioles	Camden Yards	Pedro Strop	behind	8th	2	0-0	1	4	DH
645	Friday	September	7th	2012	Yankees	Baltimore Orioles	Camden Yards	Wei-Yin Chen	ahead	5th	2	1-2	2	4	DH
644	Monday	July	23rd	2012	Yankees	Seattle Mariners	Safeco Field	Steve Delabar	ahead	8th	-	1-1	1	3	3B
643	Sunday	July	15th	2012	Yankees	Los Angeles Angels	Yankee Stadium (new)	Jared Weaver	tying	1st	1	0-1	2	3	3B
642	Tuesday	June	26th	2012	Yankees	Cleveland Indians	Yankee Stadium (new)	Tony Sipp	ahead	7th	1	2-1	1	3	3B
641	Friday	June	22nd	2012	Yankees	Mets	Citi Field	Jon Niese	behind	6th	1	1-1	1	4	3B

# Tables:

Newsday's database of A-Rod's home runs





MASS KILLINGS  
HAPPEN ABOUT EVERY  
TWO WEEKS

ABOUT THIS PHOTO

# Interactive projects

USA Today's interactive data project on mass killings

<http://usatoday30.usatoday.com/news/nation/mass-killings/index.html>



# Quizzes and games

---

NY Times dialect map

<http://www.nytimes.com/interactive/2013/12/20/sunday-review/dialect-quiz-map.html>

nytnow

From The New York Times

INTRODUCING NYT NOW.  
A NEW BENEFIT FREE TO SUBSCRIBERS.

Download now >

December 21, 2013

FACEBOOK TWITTER GOOGLE+ EMAIL

## How Y'all, Youse and You Guys Talk

What does the way you speak say about where you're from?  
Answer all the questions below to see your personal dialect map.

QUESTION 1 OF 25

How would you address a group of two or more people?

- you all
- yous / youse
- you lot
- you guys
- you 'uns
- yinz
- you
- other
- y'all

Next >

### About This Quiz

Most of the questions used in this quiz are based on those in the Harvard Dialect Survey, a linguistics project begun in 2002 by Bert Vaux and Scott Golder. The original questions and results for that survey can be found on Dr. Vaux's current website.

The data for the quiz and maps shown here come from over 350,000 survey responses collected from August to October 2013 by Josh Katz, a graphics editor for the New York Times



# Quizzes and games

DFM's enormously successful Bracket Advisor

[Http://Www.Bracketadvisor.Com/](http://www.bracketadvisor.com/)

## BRACKET ADVISOR

News - Sports - Business - Entertainment - Lifestyle - Obituaries - Opinion - Politics


Bracket Advisor helps compare how any two teams in the 2014 NCAA men's basketball tournament might fare against each other. Choose two teams, arrange the stats at left if you like, and click the "go" button. Looking for a bracket to make your picks? Go here: [Interactive Bracket](#)

### MORE IMPORTANT

- SEED
- RPI
- WIN PERCENTAGE
- SCORING MARGIN
- REBOUND MARGIN
- TURNOVERS PER GAME
- AUTO / AT-LARGE
- CONFERENCE

### LESS IMPORTANT

[Select all](#) [Reset](#)

 Share this matchup

### SELECT TEAMS

Louisville (4)

VS

Harvard (12)

GO



**LOUISVILLE**  
AAC  
29-5

Seed	4
RPI	21
Win percentage	85.2%
Scoring margin	+21.3
Rebound margin	+3.2
Turnovers/game	10.5
Auto berth	

**58%** win probability



**HARVARD**  
Ivy League  
26-4

Seed	12
RPI	50
Win percentage	86.8%
Scoring margin	+13.1
Rebound margin	+3
Turnovers / game	11.4
Auto berth	

**42%** win probability

[Embed this](#)



Follow us on Twitter [@BracketAdvisor](#)

### Most viewed matchups

1. GWash vs. Memphis
2. Duke vs. Michigan
3. UConn vs. St. Joseph's
4. Arizona St. vs. Texas
5. Cincinnati vs. Harvard

### Most used teams

1. Florida
2. Arizona
3. Wichita St.
4. Villanova
5. Wisconsin
6. Virginia
7. Duke
8. Louisville
9. Creighton
10. Kansas



*A wide range of topics*

---



# from features...

DFM's Oscar voting ballot

<http://data.digitalfirstmedia.com/oscarballot14>

That's a wrap for Oscars 2014! View the winners below, highlighted in gold, and compare them to the nominees our voters picked.

[All categories](#) [Select a category ▾](#) [Next category](#)

## NOMINEES FOR: Best Picture

After a win at the Golden Globes, "12 Years A Slave" would appear to be a lock for Best Picture. If Alfonso Cuarón takes home Best Director, his "Gravity" might win this category as well. Then again, the critical attention for "Her" is something to consider.

Last year's winner: "Argo"



"American Hustle"

11% of users' votes [Read more](#)



"Captain Phillips"

6% of users' votes [Read more](#)



"Dallas Buyers Club"

25% of users' votes [Read more](#)



"Gravity"

23% of users' votes [Read more](#)



"Her"

6% of users' votes [Read more](#)



"Nebraska"

6% of users' votes [Read more](#)



"Philomena"

6% of users' votes [Read more](#)



"12 Years a Slave"

6% of users' votes [Read more](#)



"The Wolf of Wall Street"

11% of users' votes [Read more](#)



# JOHN TAVARES REPORT CARD

How has John Tavares developed in his career with the Islanders? Newsday's Arthur Staple grades his work.



STAPLE'S GRADE: **A-**

## HEART / LEADERSHIP

He grew into more of a locker-room leader last year and became a Hart Trophy finalist not by trying to do it all, but by recognizing that his team needed to be better while he got better. He may be the second youngest captain in the NHL at 23, but he carries himself like a longtime leader.

## MAKE YOUR GRADE

A

B

C

D

F

SUBMIT

to sports...

Newsday's John Tavares interactive voting report card

<http://longisland.newsday.com/sports/hockey/islanders/john-tavares/>



# How Much Acetaminophen Are You Taking?

By Al Shaw, Lena Groeger and T. Christian Miller, ProPublica, September 20, 2013

Many common over-the-counter drugs contain acetaminophen. Taking more than one at the same time increases your chance of "double-dipping" -- accidentally overdosing. Use this tool to find out which of the drugs in your medicine cabinet contains acetaminophen -- and how much. This is not meant to be medical advice. Toxic levels vary by individual. Call your doctor if you think you've overdosed, even if you don't show medical symptoms.

Combining the daily maximum dose of common drugs can lead to an overdose.



to the useful...

ProPublica's acetaminophen calculator

[Http://Projects.Propublica.Org/Drug-Labels/](http://Projects.Propublica.Org/Drug-Labels/)



# Student projects

---





# L.A. Crimeprints

Evie Liu and Denise Guerra

---

<http://www.eviexing.com/lacrimeprints/index.html>



LAKE ELSINORE

A BRIEF HISTORY

CHANGE OVER

TIME

LAKE ELSINORE: THEN & NOW

DOWNTOWN

TRAVEL DOWNTOWN

MEET FRED

DOMINGUEZ

A Q&A WITH LAKE ELSINORE'S  
BARBER OF NEARLY SIX  
DECADES

ABOUT

LEARN MORE ABOUT THIS  
PROJECT



# Lake Elsinore History

# Lake Elsinore History

[Daniella Segura](#)

---

<http://daniellasegura.com/site/>





# WATTS REVISITED

50 Years Ago,

Watts — along with most of South Los Angeles — erupted in racially charged upheaval. Thirty-four people were killed. Nearly 4,000 were arrested. Forty million dollars in property was damaged.



## Watts Revisited

Sinduja Rangarajan and Kevin Tsukii



News orgs pushing the boundaries

---



# SLAB CITY STORIES

SQUATTERS, SNOWBIRDS AND WANDERERS OF SOUTHERN CALIFORNIA'S DESERT



to the compelling

Slab City Stories interactive

<http://slabcitystories.com/>



أحداث شعب كرونولا

# CRONULLA RIOTS

THE DAY THAT SHOCKED THE NATION



INVESTIGATE:  
THE RIOT THEMES



MAP:  
RIOT EVENTS

CHAPTERS



Like 15k Tweet 405

PLAY



NOTIFICATIONS

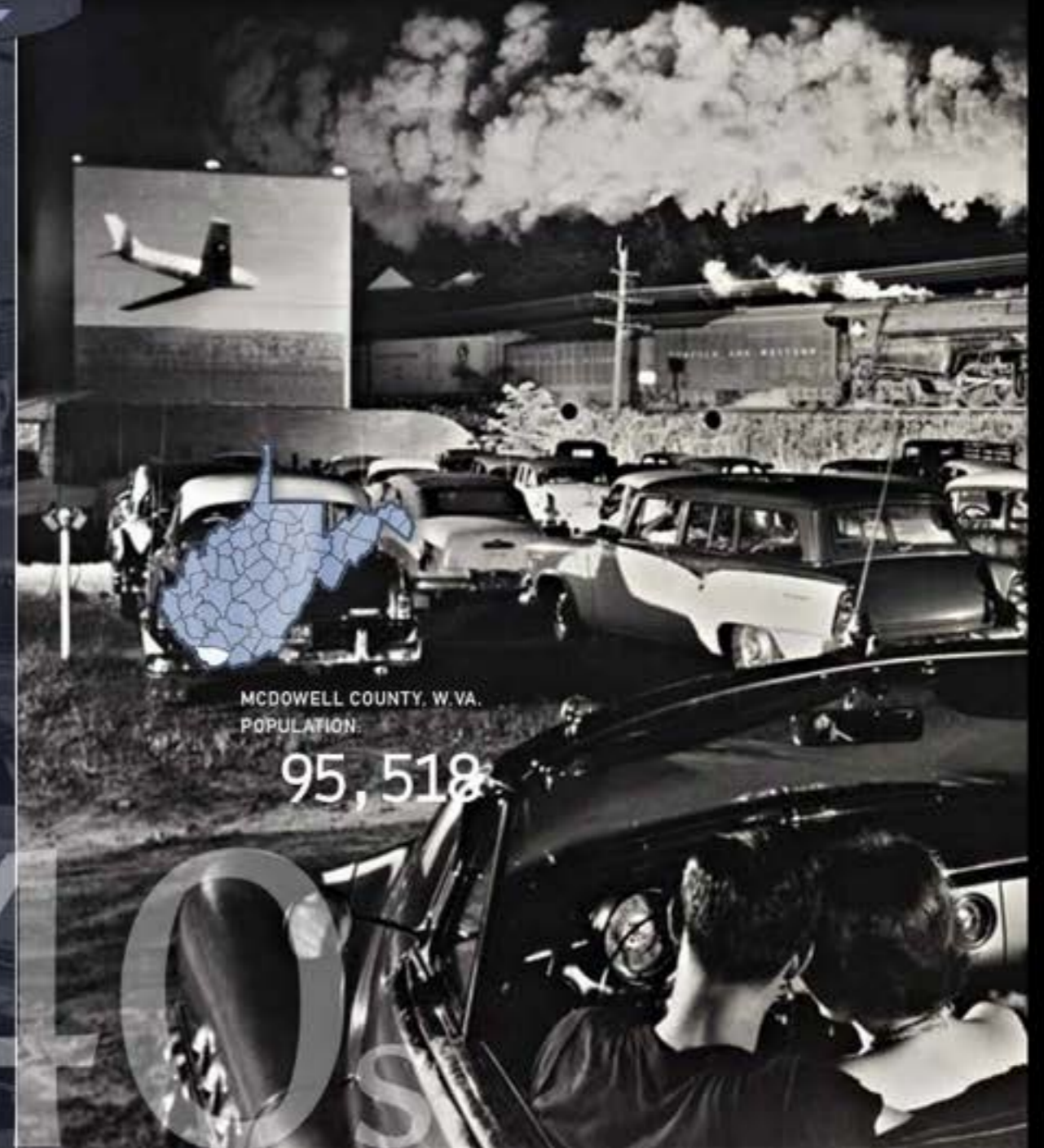
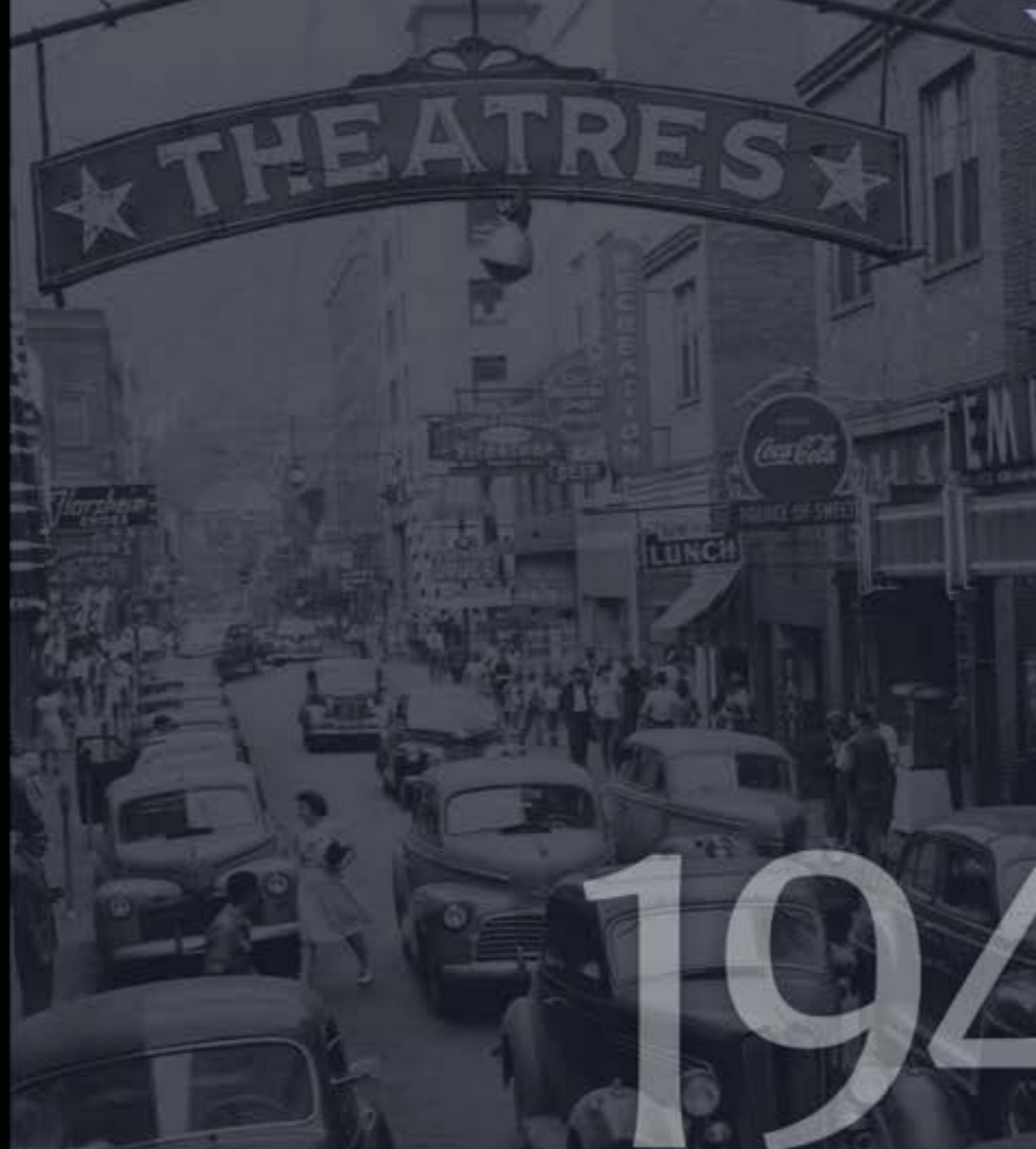


# Cronulla Riots

From Australia's SBS news organization

<http://www.sbs.com.au/cronullariots/documentary>





# Hollow: Interactive documentary

Complex interactive experience

---

<http://hollowdocumentary.com/>

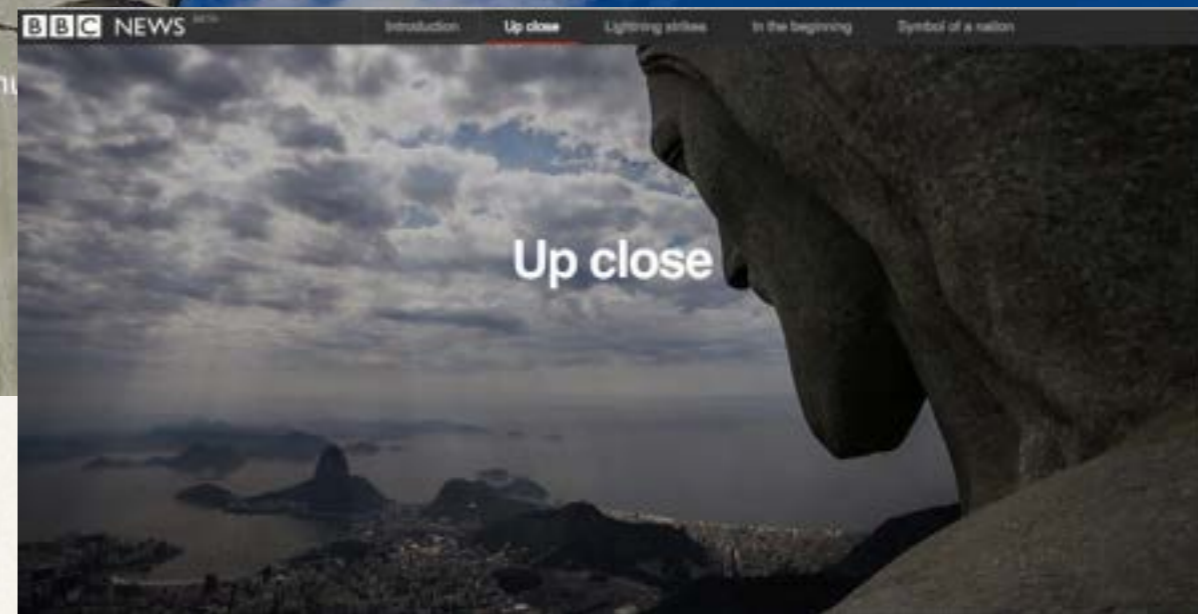




# Arms wide open

Brazil's statue of Christ is, for some, the ultimate religious symbol. For others, an irresistible tourist attraction. Its image is known the world over, but few know the story behind Cristo Redentor.

Scroll down to continue



Up close

## Arms Wide Open

BBC's complex piece on Brazil's famed statue of Christ

[http://www.bbc.co.uk/news/special/2014/newsspec\\_7141/index.html](http://www.bbc.co.uk/news/special/2014/newsspec_7141/index.html)



# A Fighting Chance

How to view this project

2 Comments

Like 336

Tweet 16



## Tales of the Westbury boxing gym

Since 1979, the Westbury boxing gym has produced its share of champions. But that is only a small part of this story. The people who have been around the gym longest — trainers Kevin Collins and Joe Gadigian — will tell you that the real success of the gym is in the number of fighters who went on to lead productive lives away from the ring. The gym counts sanitation workers, police officers, carpenters, youth counselors and attorneys among its alumni.

### Multimedia profiles



The Gym



The Riveras



Joe



Freddie P.



### Video profiles

# ‘A Fighting Chance’

Emmy-nominated 12-part interactive video series about fighters at a boxing gym on Long Island

[Http://Sports.Newsday.Com/Long-Island/Boxing/A-Fighting-Chance/](http://Sports.Newsday.Com/Long-Island/Boxing/A-Fighting-Chance/)



# A Fighting Chance

## Diversity in boxing

There are those who look at boxing as a barbaric ritual. But in terms of cultural diversity and racial harmony it has been far more progressive than every other major sport played in America.

In 1902, Joe Gans was the first African-American to win a world boxing title. Six years later, Jack Johnson became the first African-American to win a heavyweight title. Consider that Jackie Robinson broke major league baseball's color barrier in 1947 and the boxing ring was the first athletic forum that provided people of color an opportunity.

Boxing has always drawn its participants from the lowest rungs of the socio-economic ladder. There have been significant periods over the last century during which Jewish, Italian and Irish boxers dominated the sport's landscape. As those populations steadily gained wider acceptance in society and moved up the ladder, other groups took their place in the sport.

The emergence of Johnson prompted boxing promoters to coin the phrase, "Great White Hope," which applied to anyone who challenged him for the title. At the time, boxing, baseball and horse racing were America's three major sports. That a black man held perhaps the most prestigious title of them all was an affront to a nation that would struggle with integration for decades. Anyone

## Diversity in boxing

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In 1902, Joe Gans was the first African-American to...

[read more](#)



## Melting Pot

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[Http://Sports.Newsday.Com/Long-Island/Boxing/A-Fighting-Chance/](http://Sports.Newsday.Com/Long-Island/Boxing/A-Fighting-Chance/)





# Snow Fall

## The Avalanche at Tunnel Creek

By JOHN BRANCH

**T**he snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

The very thing the 16 skiers and snowboarders had sought — fresh, soft snow — instantly became the enemy. Somewhere above, a pristine meadow cracked in the shape of a lightning bolt, slicing a slab nearly 200 feet across and 3 feet deep. Gravity did the rest.

# 'Snow Fall: The Avalanche at Tunnel Creek

Probably the most high profile visual and interactive experiment.

---

[Http://Www.Nytimes.Com/Projects/2012/Snow-Fall/?Forceredirect=Yes#/Part=Tunnel-Creek](http://www.nytimes.com/projects/2012/snow-fall/?forcedirect=yes#/part=tunnel-creek)



# How the web works

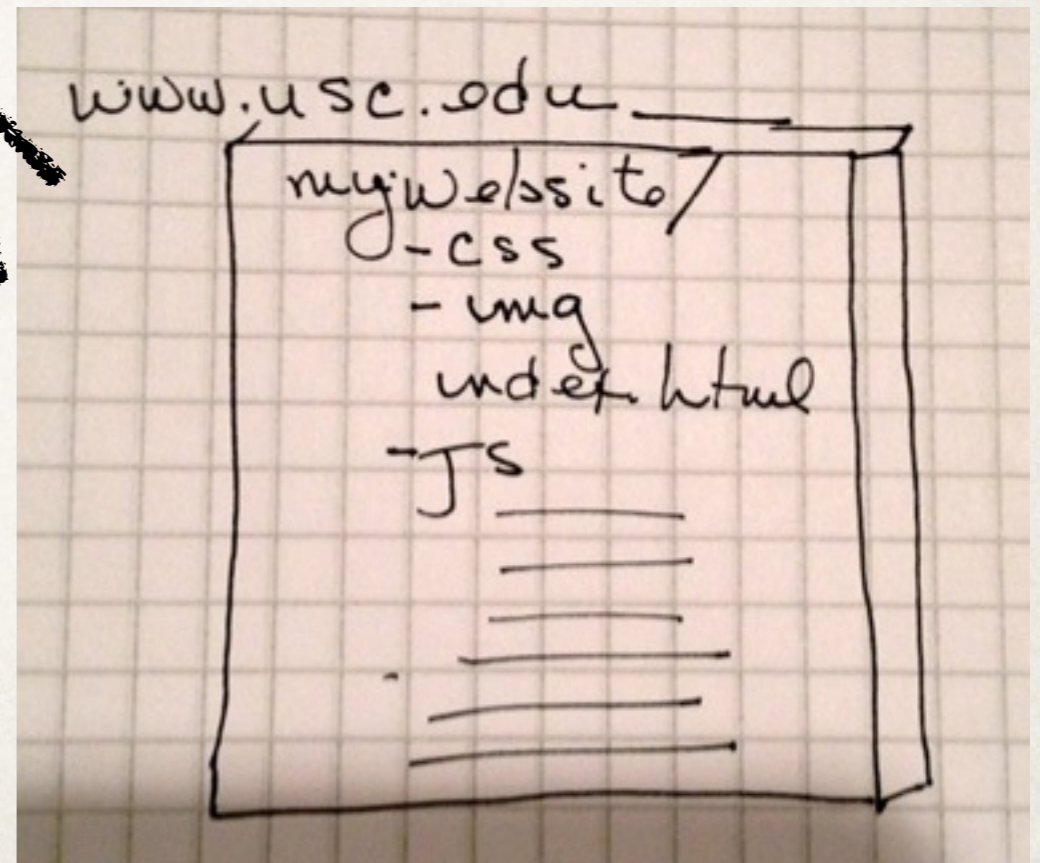
---



Browser —————> Server



**HTML**  
**CSS**  
**JavaScript**





# What do these do?

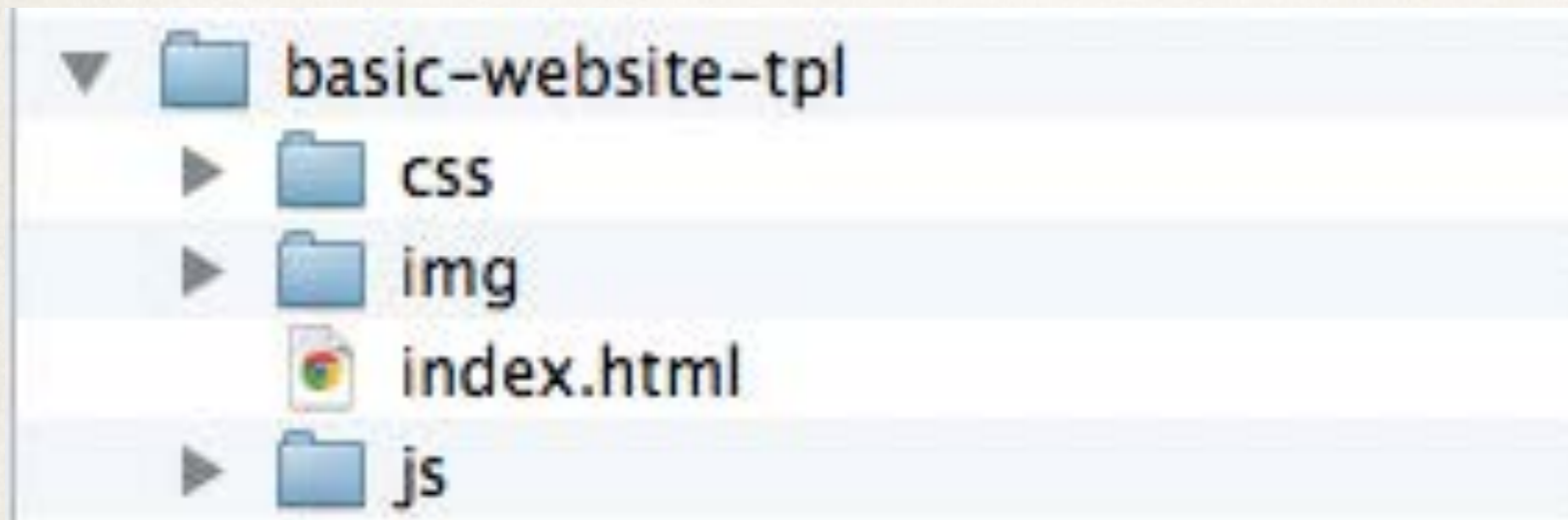
---

- ❖ **HTML:** gives structure to the page.  
Places headline, image, text.
- ❖ **CSS:** adds style to the page.  
Adds background color, font color, borders, changes page layout.  
Without it, a webpage will look like 1994: a bunch of items stacked on the page with blue underlined text for links.
- ❖ **JAVASCRIPT:** Adds action and motion to the page.  
Anytime there's a pop up or some action, that is JavaScript acting in the browser. Anything that's not static (mostly, CSS3 is stepping in with some animation).



# Basic web template structure

---



- \* Put the template folder on your desktop
- \* Drop index.html into Chrome browser and also open it in a text editor



# Basic index.html

```
<!DOCTYPE html>
<html>
  <head>
    <title>My first web page</title>

    <!-- your CSS stylesheet -->
    <link href="css/styles.css" rel="stylesheet" type="text/css">

  </head>
  <body>

    <h1>Hello, World!</h1>

  </body>
</html>
```



# Basic styles.css

```
/* Filename: style.css
   Author: P. Bustamante
   Date: Jan. 1, 1970
*/

h1 {
    color: red;
}
```



# Basic script.js

```
/* script.js
  Author: Peggy Bustamante
  Date: February 2015
*/

$(document).ready(function(){ // begin document.ready block

  alert("hello, NICAR!");

}); //end document.ready block
```



# Always have the basic:

```
<!DOCTYPE html>  
<html>  
<head>  
  
    <!-- invisible stuff goes here -->  
  
</head>  
  
<body>  
  
    <!-- visible stuff goes here -->  
  
</body>  
</html>
```



# index.html with CSS and JS file links

```
<!DOCTYPE html>
<html>
  <head>
    <title>My first web page</title>

    <!-- your CSS stylesheet -->
    <link href="css/styles.css" rel="stylesheet" type="text/css">

  </head>
  <body>

    <h1>Hello, world!</h1>
    <p>By Code Artist</p>

    <!-- JAVASCRIPT -->
    <script src="http://code.jquery.com/jquery.js"></script>
    <script src="js/script.js"></script>
  </body>
</html>
```



# HTML elements (1/2)

- headline `<h1></h1>` (largest) --> `<h6></h6>` (smallest)

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

- paragraph `<p></p>`

`<p>This is a paragraph.</p>`

- images `<img />`

``

- links `<a></a>`

`<a href="http://usc.edu">USC</a>`



# HTML elements (2/2)

- divs `<div></div>`

```
<div>  
  <h1>My First Heading</h1>  
  <p>My first paragraph.</p>  
</div>
```

- lists `<li></li>`

```
<ul>  
  <li>Coffee</li>  
  <li>Milk</li>  
</ul>
```

- tables `<table></table>`

```
<table border="1">  
  <tr><td>row 1, cell 1</td><td>row 1, cell 2</td></tr>  
  <tr><td>row 2, cell 1</td><td>row 2, cell 2</td></tr>  
</table>
```

- forms `<form></form>`

```
<form>  
  <input type="text" name="firstname">  
</form>
```



# CSS selectors

## Three basic types:

- element:

**HTML:**

```
<p>My first paragraph.</p>
```

**CSS:**

```
p { color: #ff6699; }
```

- .class

**HTML:**

```
<div class="colorful" >My first paragraph.</div>
```

**CSS:**

```
.colorful { color: #ff6699; }
```

- #id

**HTML:**

```
<div id="unique" >My first paragraph.</div>
```

**CSS:**

```
#unique { color: #ff6699; }
```



# Most commonly used CSS properties

```
/* Typography */
```

```
color: #ff6699;  
background-color: #ff6699;
```

```
text-align: right;  
text-decoration: none;
```

```
font-family: "Times New Roman", Times, serif;  
font-style: italic;  
font-size: 12px;
```

```
/* Box-model properties */
```

```
width: 300px;  
height: 200px;
```

```
border: 2px solid teal;  
margin: 10px;  
margin: 30px 10px 20px 10px; /* top right bottom left */  
padding: 10px;  
padding: 30px 10px 20px 10px; /* top right bottom left */
```

```
/* also */  
display: none;
```





# The Box Model

Know it. Love it. It's not as complicated as you think it is.





# Basic styling: mostly typography

- Background:

```
body { background-color: #ff6699; }  
div#unique { background-color: #ff6699; }
```

- Text

```
h1 { color: #ff6699; }  
p.date { text-align: right; }  
a { text-decoration: none;}
```

- Font

```
p {  
  font-family: "Times New Roman", Times, serif;  
  font-style: italic;  
  font-size: 12px;  
}
```



# Box model properties

- Border:

```
border-width: 2px;  
border-style: solid;  
border-color: red;  
  
/* shorthand */  
border: 3px solid red;
```

- Margin

```
margin-top: 30px;  
margin-bottom: 20px;  
margin-right: 10px;  
margin-left: 10px;  
  
/* shorthand */  
margin: 30px 10px 20px 10px; /* top right bottom left */
```



# Box model properties con't

- Padding

```
padding-top: 30px;  
padding-bottom: 20px;  
padding-right: 10px;  
padding-left: 10px;
```

```
/* shorthand */  
padding: 30px 10px 20px 10px; /* top right bottom left */
```

- Dimensions

```
width: 300px;  
height: 20px;
```

or

```
width: 80%;  
height: 80%
```



# Display and positioning

- Display

```
div.hidden { visibility: hidden; } /* hidden, layout still affected  
div.hidden { display: none; } /* page displayed as if el not there
```

```
li { display: inline }; /* makes them all next to each other */  
span { display: block } /* now has all block model properties */
```

- positioning: we will go into this more later  
for now just fixed positioning

```
p.pos_fixed {  
  position: fixed;  
  top: 30px;  
  left: 20px;  
}
```



Download simple web template:

<http://bit.ly/1rohvIS>

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Download photo gallery demo:

<http://bit.ly/1JULwW2>



# Download profile template:

<http://bit.ly/1DUgjA3>

**Title Goes here**

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# Images on the web

- ♦ Never use full-sized image straight from your camera.
- 

## In Photoshop:

- ♦ **Change the resolution to 72ppi.** Anything larger is wasted file size. It will not look any better, but will make the page load very slowly. This is an even bigger issue now that mobile is so dominant.
- ♦ **Generally 600px is the widest an image will be,** unless it is a display image that goes from edge to edge. Then it can be 800px or 1080px. But only make them that large when you know you need them to be that size.
- ♦ **Size them as close to what you think they will be as possible:** Don't use a 600px wide photo for a 150px wide thumbnail image. A little larger is better than a little smaller, if they are too small they will pixelate.
- ♦ The largest files size should still be under 500Kb. Generally they are no larger than 150Kb.



# The End

Good luck! And send me any questions.

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*Date*