

HOW TO MAKE AN EXTRA \$10,000 AT YOUR FIRST JOB

CSS TYPE TIPS

To style a font:

.bodyText{

A selector to tell the browser which type we are styling. This begins the section of CSS code that will style our text.

text-align: left;

Pretty self explanatory.

font-family: "Georgia", Times, serif;

Defines the actual font to be used, and if that doesn't exist defines a backup and a category.

font-size: 14px;

Defines the font size to be used, can be set in pixels, percent or ems.

font-weight: bold;

Defines the font weight.

letter-spacing: 1px;

This value is akin to tracking, and regulates the space between the letters.

line-height: 18px;

This value is like leading, and controls the space between lines of type.

color: #000000;

The actual color of the type, in RGB Hex code. In this case, the color is absolute Black.

}

THE TOOLS

You can edit HTML or CSS with any text editing application, but there are specific programs to make it easier.

Taco HTML Edit & TextWrangler

Free Mac text editors. One has a semi-appetizing Taco logo.

HTMLKit & Notepad++ Free PC text editors.

Panic Coda Awesome HTML and CSS editor, you can try it for free, but it costs about 80 bucks to buy (Mac).

HOMEWORK EXPERIMENT WITH STYLESHEETS

1. Start by creating a text document on the desktop named "index.html"

2. Write the following text in it:

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

<body>
<div id = "container">
  <h1> I LEARNED THIS STUFF FROM MIKE AND JARED </h1>
  <h2> Check out the thick type!</h2>
  <h3> As well as some hot italic Georgia below it. </h3>
</div>
</body>
</html>
```

3. Create another text document called "style.css"

4. Write the following text in it:

```
body{
  background-color: #FFFFFF;
}

#container {
  width: 820px;
  height: 615px;
  padding: 80 0 0 0;
  margin-left: auto;
  margin-right: auto;
  background-color: #000000;
}

h1 {
  text-align: center;
  font-family: "Helvetica", Tahoma, Sans-serif;
  font-size: 20px;
  font-weight: bold;
  line-height: 30px;
  letter-spacing: 5px;
  color: #7AC8A2;
}

h2 {
  text-align: center;
  font-family: "Helvetica", Tahoma, Sans-serif;
  font-size: 100px;
  font-weight: bold;
  line-height: 75px;
  letter-spacing: -2px;
  color: white;
  border: 1px;
  border-style: dashed;
  border-width: 1px;
  padding-top: 20px;
  padding-bottom: 20px;
}

h3 {
  text-align: center;
  font-family: "Georgia", Times, serif;
  font-size: 26px;
  font-weight: bold;
  font-style: italic;
  line-height: 40px;
  letter-spacing: -1px;
  color: #7AC8A2;
}
```

5. With both index.html and style.css on the desktop, open index.html with your web browser, and check out the type. Experiment with the CSS file, and enjoy!

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SOME GOOD RESOURCES Flash & CSS ... your future?

FLASH MX 2004 GAME PROGRAMMING (JUSTIN EVERETT-CHURCH) Don't be scared off by the name, this book starts of light and then takes you through all the complexities of interactivity. If you can program a game, making a little timeline won't be a sweat.

FLASHKIT MESSAGE BOARDS Thousands of pages of archives, usually a quick response to any Flash question you post.

FUSEKIT a must-have for animating with actionscript.

GOTOANDLEARN.COM best flash tutorials anywhere. All are video, so they're incredibly easy to follow.

CSS Mastery Great book by terribly named FriendsOfED, review of contemporary CSS design solutions from layout to navigation, type, and bug fixes.

w3schools.org Site with tutorials on virtually every aspect of Web design and development. For basic learning or advanced techniques.

alistapart.com Like a magazine for Web designers, keeps you up to date on latest trends and philosophies of Web design.

zeldman.com Jeff Zeldman's blog, mostly about Web design and development, with gems of advice and insight from one of the best.

THE 10 KEYS TO SEO Thanks to Giovanni Gallucci of gallucci.net for the tips:

1. 1st keyword in title tag You've got about 255 characters to use. They all count but the first one really counts

2. Global link popularity What is the traffic and popularity of your site overall?

3. Inbound link anchor tags When people link to you, what does the hyperlink text say?

4. Internal link popularity Which pages on your site to the other pages point to?

5. Age of site Old domains are rewarded, newer domains punished.

6. Topical relevance of in-bound links Does the link match the actual content on page? Prevents spamming.

7. Link popularity of site in topical com-

munity Are other sites related to your school linking to you? The more the better.

8. Keyword use in body text The higher on the page the better, so keywords in headlines and ledes really count.

9. Global link popularity of linking site When big sites link to you (digg, wikipedia, espn, yourschool.edu, fark, myspace), you win. Use your stories as sources on Wikipedia, or submit funny/weird stuff to Digg / Fark

10. Topical relevance of linking page Similar to #6, to help combat spam.

11*. Google sitemap.xml Google lets you setup a special sitemap for its bots to read. Search for Google Webmaster Tools

THE TITLE TAG

SAMPLE TITLE TAG: Star-Telegram.com: Fort Worth/Dallas News, Sports, Weather, Cowboys, Cars and Jobs

OUR CURRENT TITLE TAG:

WE SHOULD CHANGE IT TO:

HOW TO MAKE AN EXTRA \$10,000 AT YOUR FIRST JOB

COMPETITION You're a national advertiser trying to reach college students. You have **\$1000** to spend at each target university. How would you spend it?

FULL-PAGE AD, ONE DAY

10,000
IMPRESSIONS

OR

ABOUT **10 CENTS** PER
IMPRESSION

**GENERIC
COLLEGE NEWSPAPER**

OR

FACEBOOK FLYER, 18 DAYS

,000
IMPRESSIONS

OR

ABOUT **.2 CENTS** PER
IMPRESSION

FACEBOOK

GOING FORWARD Be selfish, what do I know, what do I want to learn?

HTML / CSS / SERVER-SIDE LANGUAGE / DATABASES / VIDEO EDITING
/ AUDIO PRODUCTION / ACTIONSSCRIPT / OOP / BASIC FLASH / AJAX
/ JAVASCRIPT / SOUNDSLIDES / FINAL CUT PRO / PREMIERE / 3D
PROGRAM /

COPY EDITOR'S HTML TIP SHEET

To make a link:

Today's Times has an `article on 'Man-Dates'`.

To make a link new window:

Today's Times has an ` article on 'Man-Dates'`.
TELL IT TO GO TO A NEW WINDOW WITH `TARGET="_BLANK"`

To make something bold

This is normal text, but ``this is bold``.

To make something italic

This is normal text, but `<i>`this is italic`</i>`.

To add a line break

Layla, you've got me on my knees.`
`
Layla, I'm begging, darling please.`
`
Layla, darling won't you ease my worried mind.`
`

To insert an image

``
SRC IS WHERE ON THE INTERNET THE IMAGE IS LOCATED
ALT IS INFORMATION ABOUT THE IMAGE FOR THE BLIND
AND BOTS

To quote a chunk of text

`<blockquote>`
We also know there are known unknowns; that is to say we know there are some things we do not know. But there are also unknown unknowns — the ones we don't know we don't know.
`</blockquote>`

To make a little heading

`<h4>`At today's meeting`</h4>`
The board voted to write new rules, blah, blah
`<h4>`Next week's agenda`</h4>`
The board will meet to discuss the next meeting, blah
blah
HEADINGS CAN RANGE IN SIZE FROM `<h1>` (LARGEST) TO
`<h6>` (SMALLEST)

To make an unordered list

The team needs to improve on the following:
``
``Offense``
``Defense``
``