

Assignment: Your own Blog

First version, designed and created in Photoshop, due on Sept. 25, as a digital file, no need to print.

What is a Blog?

A blog is like a journal or diary for which the blogger (one person) makes regular entries. It is usually one page, an introduction (about info) might be visible, the most recent entry, and previous entries can be seen, if the viewer scrolls downward. So it is usually composed of one main column of text, interspersed with pictures which the blogger may post, to go with a written entry. Sometimes it is mostly pictures, with text that reads like captions. The blogger/author may also choose to link to other sites, which are related to the theme of the blog.

The theme of the blog usually has to do with a personal interest of the author, and is often related to that person's career. Let's talk about possible themes and subjects during classtime.

You only need one entry for the design comp. A real blogger may also choose to make past entries available through links, instead of scrolling, if there are over 20 entries.

Your first design will be done in Photoshop.

You should start collecting images and writing text to use, but for the Photoshop version you may use filler text. Also, it's helpful to look at other blogs for ideas.

During the next few weeks, you will design several variations on the blog, and eventually construct a blog in HTML and CSS code. Then design two other variations on the design, but not the content. In other words, the HTML and the text will remain the same. Only your CSS will change.

Your first design will be in Photoshop. This is the software which designers usually design for web sites, and the developer receives a Photoshop "comp" from the designer, and must then construct it as closely as possible in code. So this process will teach you both the designer's perspective and the coder's perspective.

Comp definition: *In graphic design and advertising, a comprehensive layout or comprehensive, usually shortened to comp, is the page layout of a proposed design as initially presented by the designer to a client, showing the relative positions of text and illustrations, before the final content of those elements has been decided upon. The comp thus serves as a draft of the final layout, and (if approved) is used as a guide for further design changes and, ultimately, for production. (from wikipedia)*

Subject of your blog: Your choice, hopefully something that interests you, but don't let yourself get bogged down by your involvement in the subject. You will need lots of time to figure out the design and the code and the styling. Simplicity is a good approach for this first project, and of course, you want it to look good!

What about copyright infringement issues?

If you are thinking of using images you have found on the web, that's more acceptable in a blog than anywhere else. The requirement is that you keep the original url and make the image itself a link, or make the caption a link, to the original source page.

Procedure:

This procedure is for after you have completed your Photoshop comp, and are working in JSBin to translate your design into code.

1. Make a blog, in HTML, and create three different CSS style sheets for it
2. Your blog should be a **one page** HTML document, copied three times with three different linked CSS documents, done in CSS
3. The blog may be about any subject that interests you (the diary of your pet chicken, your favorite music, shoes you wish you had).
4. It should have an introduction, and at least one entry.
5. If you plan links, that's fine, but leave them unlinked for now.
6. Build the HTML in JSBIN.com, so you can see it as you go.
7. There is a separate tab for the CSS. Just start with the element's tag, followed by a curly bracket (no need to call it "style" when it's in a separate document).
8. Please experiment with the CSS, for instance background colors, borders, various fonts, size variations, etc. Having different versions allows you to try different styling. Do not forget margins!
9. If you use images, you must save-for-web in Photoshop.
10. Place all files into one folder, including the **images** in a special "saved_for_web" image folder.