

Text for Web:

The Types of Text Display on a Website:

The website you're building may contain two types of text: graphic text (which is really just an image) and HTML text (which is either in the HTML code or coming from a database). HTML text is also called live text because it is fully editable, just like the text in your word processor. You can apply various font and size settings to live text using CSS styles, or even just with HTML, and you can update the text easily, making live text the ideal choice for your website.

Graphic text versus HTML text:

While live text gives you more flexibility to edit and update, it does have limitations your choices of fonts and visual effects are relatively limited, and you must really rely on good coding to ensure that your text looks the same in all browser, platforms, and devices. Graphics text, however, is just an image. Essentially a picture of the text. Therefore, you can apply any font you have in your toolbox. And any kind of effect- to create a cool-looking heading. While that sounds great, live text is the clear winner when it comes to the web- because the ability to edit and update text far outweighs the ability to look cool. In addition, live text has the added benefit of making your page more search friendly because search engines can read what it says.

Font specifications in web design

In the past, live text was limited to display in boring system fonts, there are now different ways to utilize custom fonts in your website designs. One of the first methods was IFR, an open source solution designed to replace short phrases by overlaying the original text with a flash movie that displays the text in the assigned custom fonts. The replacement happens in a blink of an eye, but requires that flash is installed in the browser. Remember, flash does not work on Apple's mobile devices.

Image for Web:

Optimize Images for web and Performance: Trust us you don't want Google to hate your website. Fortunately, you can reduce your image's file sizes to help improve your website's performance. One problem with formatting them is the modification often reduces their quality (Which in turn may make the visitor hate your website). That's not a bad thing as long as you don't make them ugly. There are some tricks and techniques that let you reduce the images' file size and still keep them pretty enough to proudly display them on your website. So, let's take a look at how to format your images without making them ugly, as well as how to optimize images for, we band performance.

What does it mean to optimize images?

Large images slow down your web pages which create a less than optimal user experience. Optimizing image is the process of decreasing their file size, using either a plugin script, which in turn speeds up the load time of the page. Lossy and lossless compression are two methods commonly used.

Sound for Web:

Sound should not automatically play, and the user must be able to control its playback. Unexpected noise on a webpage can be startling or distracting. Giving the user the ability to control audio playback on a page puts them in control of what works for them. Use the WCAG links provided to get detailed guidelines on how to achieve accessibility for this scenario.

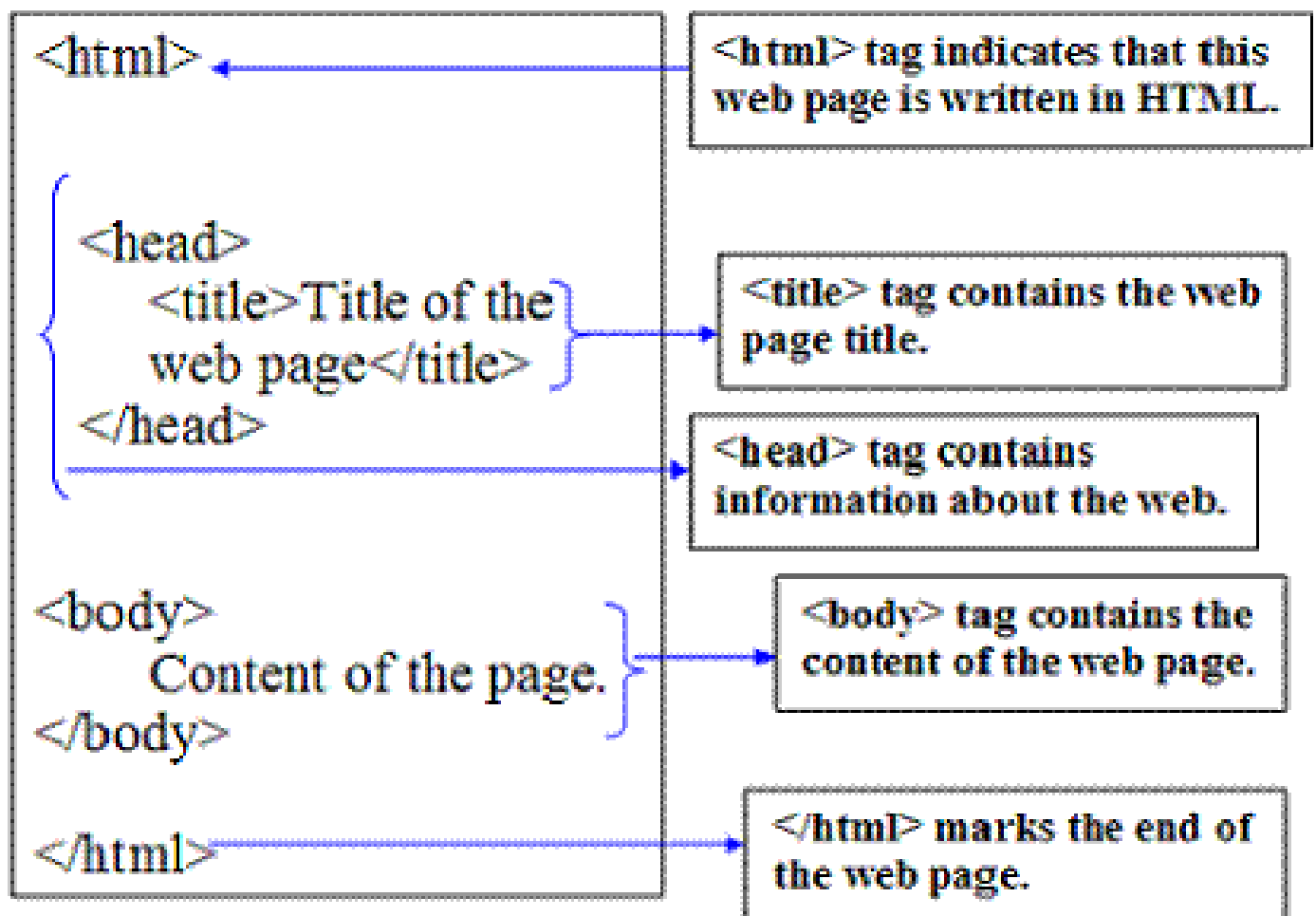
Basic Structure of HTML document:

An HTML document has two* main parts:

- 1) *head*. The head element contains title and meta data of a web document.
- 2) *body*. The body element contains the information that you want to display on a web page.

*To make your web pages compatible with HTML 4, you need to add a document type declaration (DTD) before the HTML element. Many web authoring software add DTD and basic tags automatically when you create a new web page.

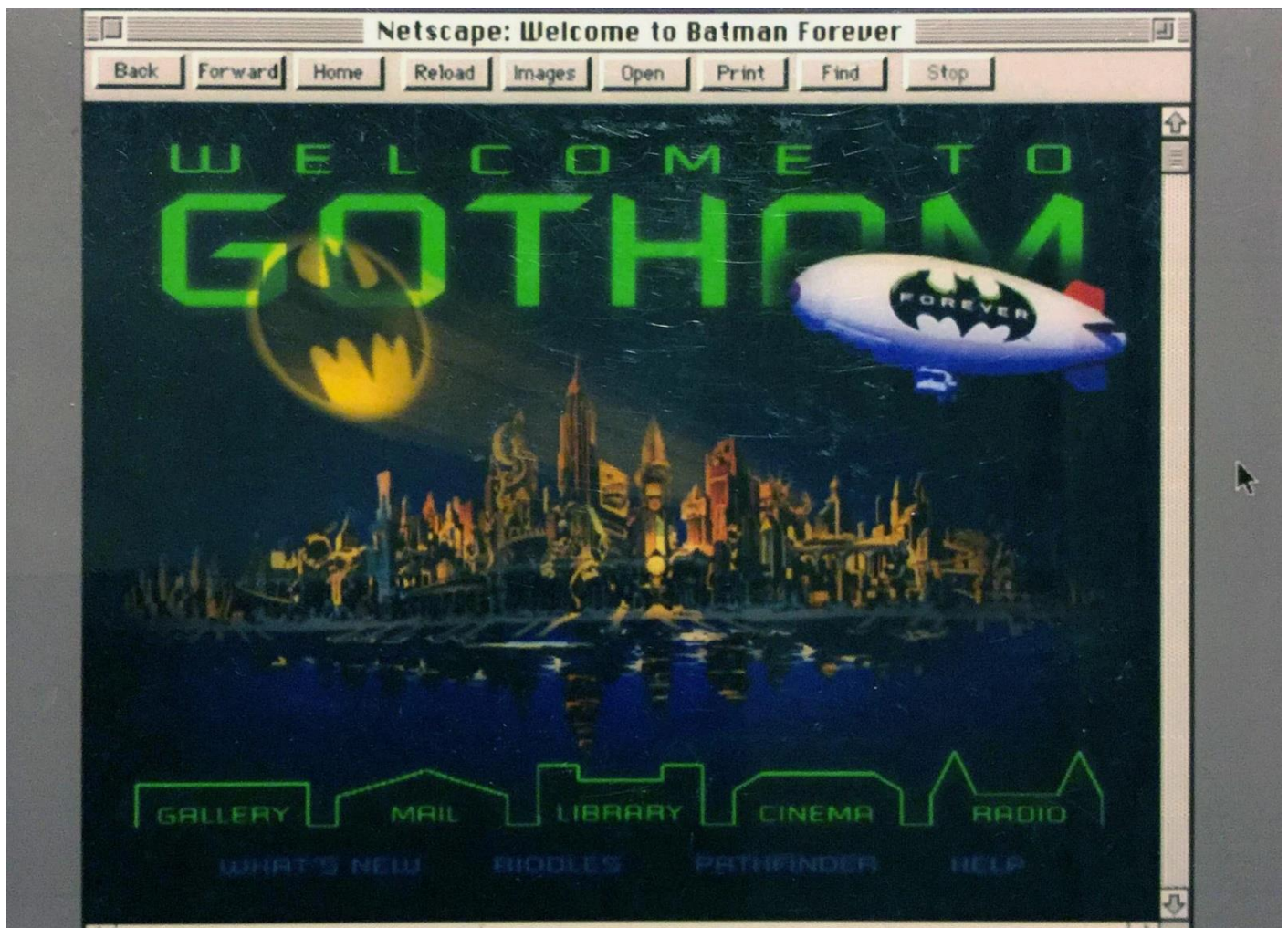
In a web page, the first tag (specifically, `<html>`) indicates the markup language that is being used for the document. The `<head>` tag contains information about the web page. Lastly, the content appears in the `<body>` tag. The following illustration provides a summary.



Animation for the Web:

Web Animation Got Started, the Rise of GIFs: During the early days of the World Wide Web, things were rather static and boring. Webpages were mostly based on graphic design and layouts from the print world. However, some designers made a concerted effort—despite the technical and bandwidth challenges—to include early forms of web animation in order to make them more dynamic and attractive. One of the first additions of a GIF animation to a website was on Jeffrey Zeldman's Batman Forever in 1995. Visitors were greeted by Batman's flight towards them, animated as a picture sequence.

The Batman Forever promo site was one of the most popular sites at the time. It inspired other web designers and developers to incorporate GIF web animation as a quirky, eye-catching element into their websites.



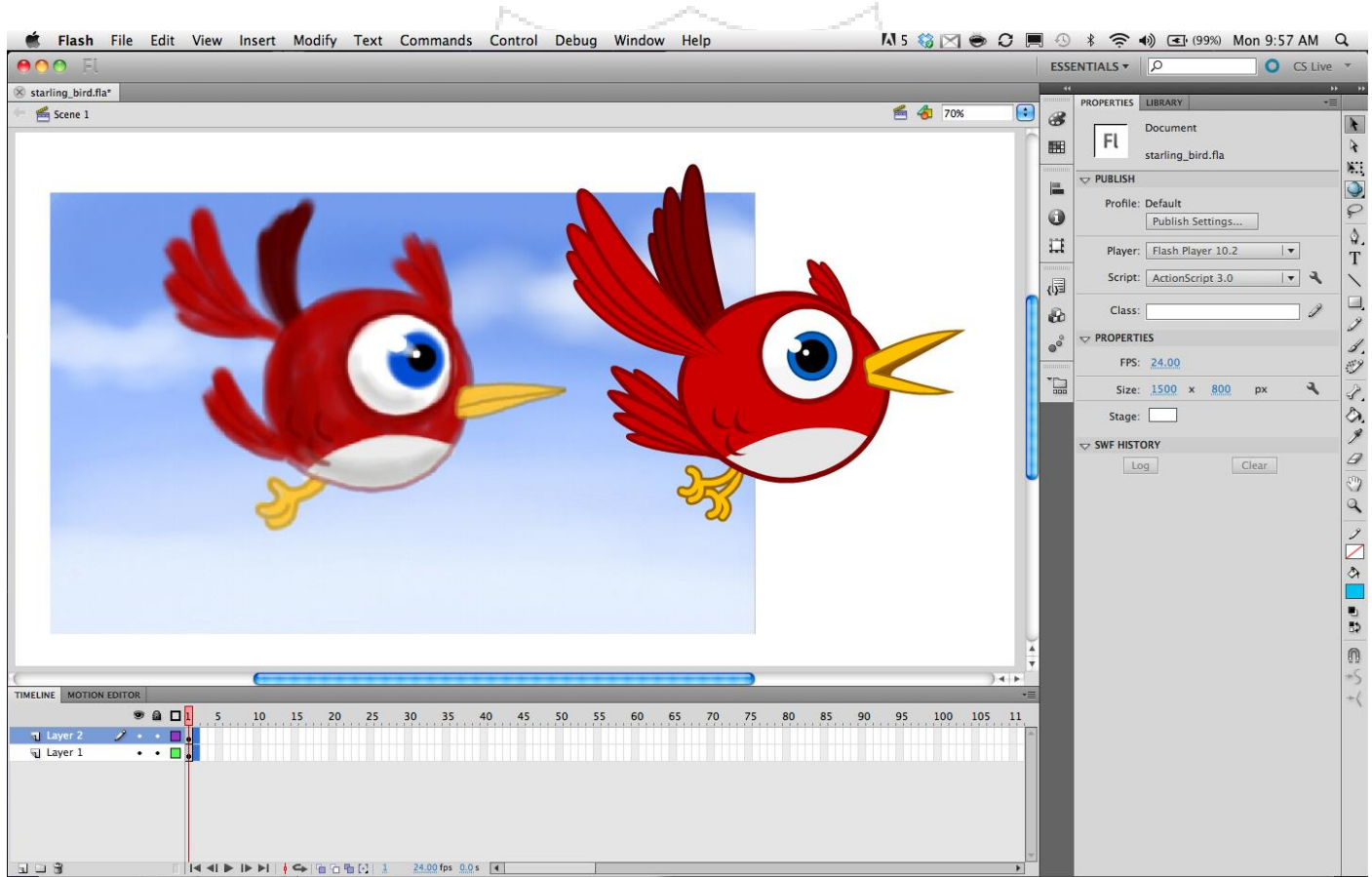
Fast-forward 20 years and animated GIFs are now everywhere. They're on Twitter, Messenger, iMessage, WhatsApp, Skype, Instagram, and Facebook. GIFs are suitable for short loop animations, image sequences, and even short video loops. An unfortunate shortcoming though is that the GIF file format doesn't have variable transparency and doesn't support an alpha channel; therefore, all pixels are either fully opaque or completely transparent.

The Dawn of Flash Web Animation:

The big web animation boom came with the introduction of Flash in 1996 when Macromedia announced their web plugin and accompanying frame-based animation tool: Macromedia Flash (after they acquired Future Splash Animator, a vector animation program). Flash played a leading role in bringing new capabilities to the web. From audio and animation to interactivity and video, Flash helped to push the internet forward.

The opportunity to build simple, lean, vector-based web animations across entire sites that included interactions, created what could be called web design's "baroque" period with (too) many animated elements crowding the landscape. Nevertheless, Flash offered a glimpse into the possibilities of dynamic web design, freeing up designers to experiment and unleashing a period of rapid web design evolution.

Flash animations are lightweight and relatively easy to make. Only a few kilobytes in size, they are distributed in SWF file format and a file using sound with crisp vector graphics. Creating web animations became a streamlined process that didn't add much to webpage load times. But for all that a significant drawback remained—a browser plugin was required for it to run.



Additionally, sophisticated interaction in Flash was enabled by ActionScript (AS), an object-oriented programming language similar to JavaScript. ActionScript was initially designed to control simple 2D vector animations but subsequently evolved into a sophisticated tool.

Why Use Web Animation?

Web animation can engage and hold people's attention longer than a static web page and communicates an idea or concept more clearly and effectively. Excellent web animation conveys a story behind every bit of movement. It's all about bringing an animation to life with meaning and "soul" (lat. anima).

Web animation should be smooth, meaningful, and support the visitor's journey. The web designer/animator needs to be aware of how the animation fits into the user experience, try to predict likely user flows, and then support it in a meaningful way.

Web designers mustn't look at web animation from a purely technical perspective; they need to look at it from the user's perspective.

One of the essential things about animation is timing. Proper timing gives physical and emotional meaning to an animation. The experience should be seamless and logical. If the animation is not fluid (has a timing problem), people could perceive it as a bug and lose all motivation to explore the website further.

The animator needs to use appropriate timing to provide the intended effect. How many keyframes should be used in the animation? What kind of dynamic change in the animation is due to visitor interaction, and how fast does the response come after the interaction? Is the animation whimsical, serious, entertaining?

From a logical point of view, we can divide web animation into two basic types:

- ◇ A static, non- interactive web animation, for example, a GIF animation.
- ◇ A dynamic web animation with user engagement and interactivity that changes on user input.

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