



“I like files. I like editing a CSS file without necessarily having to edit an HTML file. I like fixing a problem by replacing a corrupted file with a clean one. Maybe I’m set in my ways, but I don’t consider it a hardship to open a folder or replace a file.”

JEFFREY ZELDMAN

In this document:

A—HTML and CSS Overview

B—The Basics of HTML and CSS

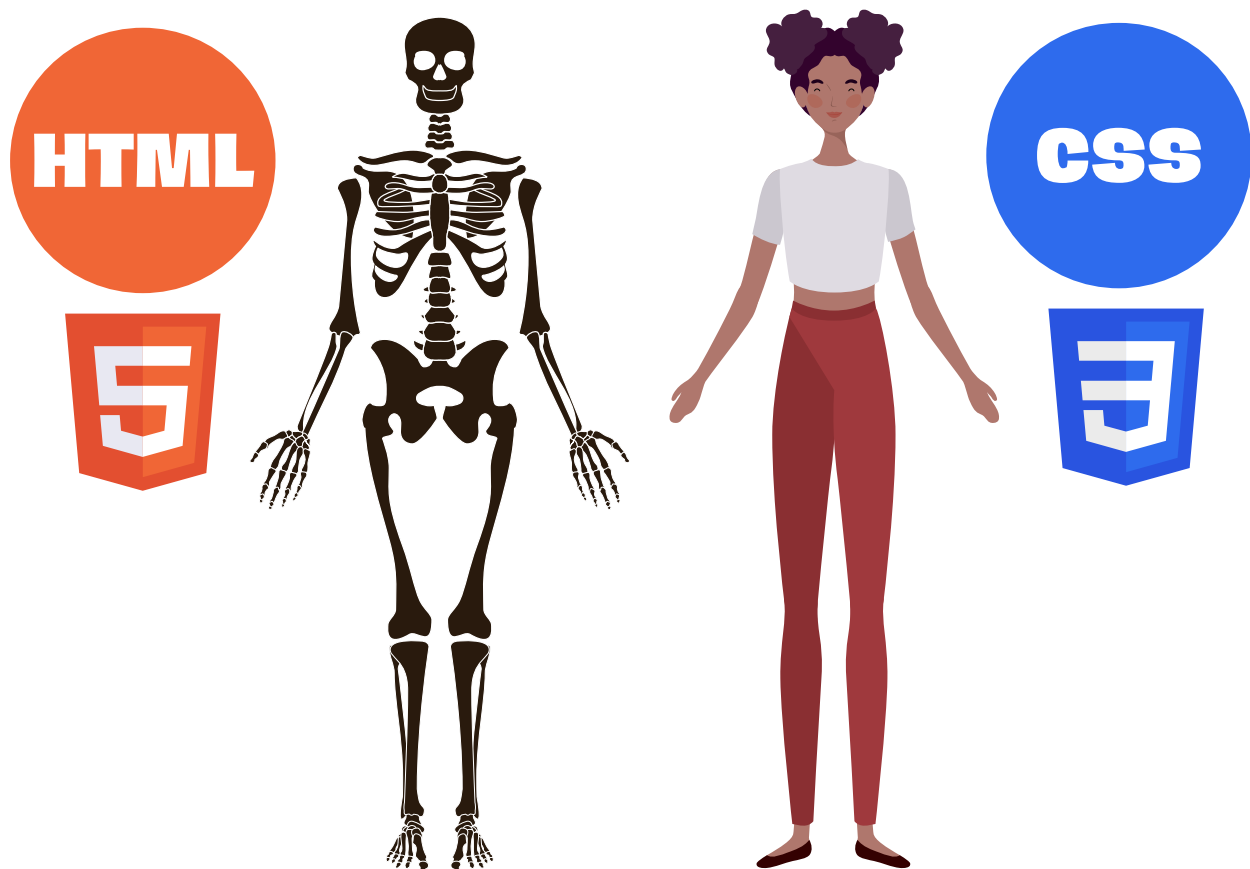
C—Real World HTML and CSS



A—HTML and CSS Overview

Graphic designers have embraced HTML (Hyper Text Markup Language) and CSS (Cascading Style Sheets) as powerful tools to bring their creative visions to life on the web. HTML serves as the backbone, structuring the content and elements of a website. Designers utilize HTML tags to define headings, paragraphs, images, links, and other components, laying the foundation for the visual hierarchy and information flow. This structural understanding empowers designers to create intuitive and user-friendly layouts that align with their design concepts.

CSS, on the other hand, is where the magic of visual design truly shines. By manipulating CSS properties, designers can meticulously control every aspect of a website's appearance. From typography and color palettes to spacing, layout, and animations, CSS offers unparalleled flexibility to translate design concepts into stunning digital experiences. With CSS, designers can experiment with different styles, create interactive elements, and ensure their designs are responsive and adaptable to various screen sizes. This combination of HTML and CSS enables graphic designers to have greater control over the final product, resulting in websites that are not only visually appealing but also highly functional and engaging.



B—The Basics of HTML and CSS

Hyper Text
Markup
Language

HTML

CSS

Cascading
Style
Sheets

HTML dictates both content and structure of web pages:

```
<h1>This is a page header</h1>
```

```
<h4>This is a smaller subhead</h4>
```

```
<p>This is some paragraph text.  
Lorem ipsum dolor septum delius  
tant ipsum</p>
```

```
<blockquote>"This is a blockquote"  
</blockquote>
```

If you published this web page, your web browser would use its defaults for the fonts, type sizes, etc.

These two combine to create a complete web interface.

CSS modifies the HTML and dictates design and display

```
h1 { font-weight: bold; color: #AAA;  
margin: 0 0 .6em 0; }
```

```
h4 { font-size: .8em; color: #CC0; text-  
transform: uppercase }
```

```
p { font-size: .65em; line-spacing: 1;  
color: #000; }
```

```
blockquote { font-family: "Fira Sans, Verdana",  
Times, serif; font-style: italic; line-spacing: 1.2;  
color: #0A71B9; }
```

If you published the HTML to the left, but linked it to a cascading sheet, your browser would modify color, font-size. etc.

This is a page header

This is a smaller subhead

This is some paragraph text. Lorem ipsum
dolor septum delius tant ipsum

"This is a blockquote"

Browser defaults

This is a page header

THIS IS A SMALLER SUBHEAD

This is some paragraph text. Lorem ipsum
dolor septum delius tant
ipsum

"This is a blockquote"

HTML with CSS Styling Applied

By using CSS that includes things like viewport sizes (a computer monitor vs. an iPhone or tablet) designers can adapt their websites to view as designed no matter how a visitor comes to their website. Some of this can also be dictated using relative sizes like **em** or **rem** or percentages. If done properly, relative measurements will also change as browser sizes change or a user switches from computer to phone. CSS allows us to change nearly everything about the content included in the HTML: fonts, colors, type size, etc.



C—Real World HTML and CSS



PRINT

BRANDING

GBD WORKS

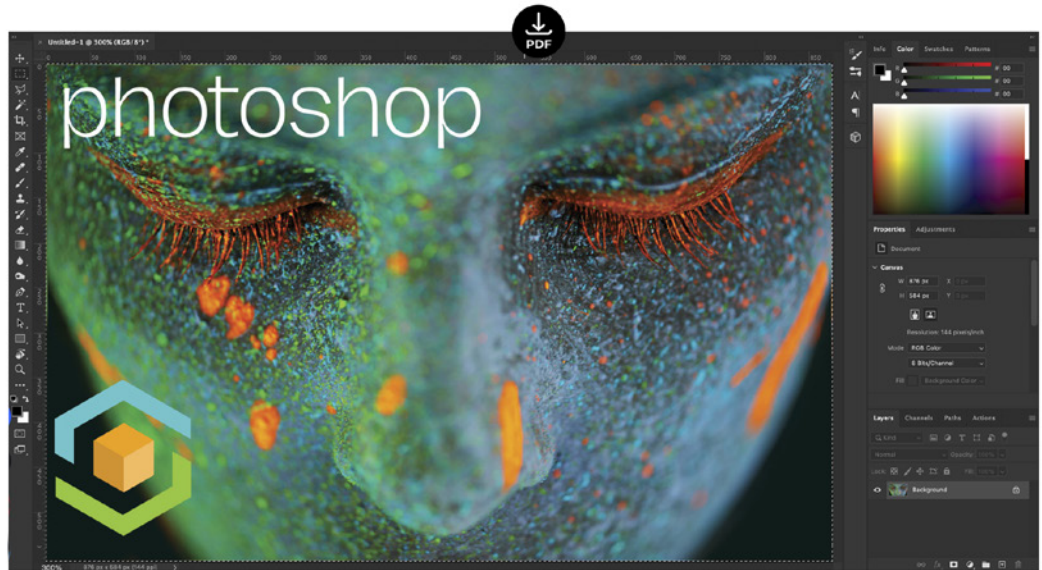
CONTACT

granite bay graphic design building blocks

Here's another web page from the Granite Bay Design Building Blocks series.

The following pages show the **HTML (page 5)** for that page and just some of the many **CSS “rules” (page 6)** that control the appearance of all of the pages in this series.

The bold type on those pages shows the HTML used and the CSS used to control it's appearance. If we remove the code from the HTML, the text would switch to the browser's default size, color, margins, and font, etc.



“Color always vexed me because I would fight with the media I was using. I love coloring in Photoshop, and it’s freed me to pursue ideas and techniques I wouldn’t have otherwise attempted. Since I get to take an assignment from concept to final execution, I have more freedom in my idea-making processes.” ADAM HUGHES

Adobe Photoshop has more useful tools than most of us could ever utilize. The images below, which only scratch the surface, highlight just of the few options a graphic designer might consider using to enhance or otherwise modify an image in getting a job ready for the printing press. Some of these tools are just as likely to be used in preparing an image for online use, although the photographer or graphic artist would work in the RGB “color space” rather than CMYK as shown below.

On This Page:

A—Photoshop and Conventional CMYK Printing

B—When 4 Colors Aren't Enough—Black Touch Plate on Uncoated Stock

C—When 4 Colors Aren't Enough—New Channels for More Colors

D—Using CMYK Curves to Alter Overall Color

E—Using Hue / Saturation to Alter Overall Color

Learn More About Graphic Design Building Blocks

A—From Photoshop to Press: Conventional 4-Color (Process)



granite bay graphic design building blocks





```

</div>
</div>
<div class="building-blocks-quote" style="color: #0071bb;">"Color always
I would fight with the media I was using. I love coloring in Photoshop, and it's fr
ideas and techniques I wouldn't have otherwise attempted. Since I get to take an a
concept to final execution, I have more freedom in my idea-making processes." <span cl
credit">Adam Hughes</span></div>
<div class="bb-text-box">Adobe Photoshop has more useful tools than most of us could ever utilize.
The images below, which only scratch the surface, highlight just of the few options a graphic
designer might consider using to enhance or otherwise modify an image in getting a job ready for
the printing press. Some of these tools are just as likely to be used in preparing an image for
online use, although the photograp
granitebaydesign.com/graphic-d
target="_blank" rel="noopener"
<div><span class="bb-on-this-pa
<span class="bb-anchor-button"
anchor-b"><span class="bb-anch
Stock</span></a><a href="#ps-ar
New Channels for More Colors<
CMYK Curves to Alter Overall
Using Hue / Saturation to Al
anchor-learn-more">Learn More
<div id="ps-anchor-a"></div>

<div class="bb-bold-serif-sub">A-From Photoshop to Press: Conventional 4-Color (Process)</div>
<div></div>
<div><div class="bb-text-box"><strong>Introduction:</strong> The groundwork for CMYK printing was
laid in 1867 by Scottish scientist <a href="https://www.britannica.com/biography/James-Clerk-Maxwell"
target="_blank" rel="noopener">James Clerk Maxwell</a>, who theorized that a combination of four
inks could produce a vast array of colors. While earlier attempts at color printing existed, they
were often expensive and impractical. The true birth of CMYK printing came in 1906. The Eagle
Printing Ink Company in the United States demonstrated that using cyan, magenta, yellow, and black
inks (CMYK) on a white background could achieve a near-unlimited range of colors. This innovative
process, utilizing the <a href="https://en.wikipedia.org/wiki/Subtractive_color" target="_blank"
rel="noopener">subtractive color model</a>, laid the foundation for the full-color printing we rely
on today.</div></div>
<div class="bb-text-box"><strong>Above Left:</strong> The conventional way to print a basic full-color
(also called process color) uses CMYK dots to create a near infinite number of new colors. Where the
dots overlap, for example, cyan and yellow will create green. Depending on the finished color, black
or magenta dots may also be added to make different values of green.
<strong>Center:</strong> The same CMYK dot plates zoomed out to see a more complete example of the
dots and how each plate (channel) dots overlap other plate's dots to form a nearly endless variety
of new colors.
<strong>Right:</strong> The rollers on a printing press showing the four CMYK colors before plates
are made. <em>Note: Your office or home printer most likely uses the exact same process. When you buy
cartridges, they are most likely cyan, magenta, yellow and black.</em>

```

(In orange above) We use opening and closing **<div>**s in our HTML to point to CSS rules that determine a lot of the characteristics of the content. In this example, text **[A]** on the previous page uses the CSS style **"building-blocks-quote"** which is defined by the various CSS characteristics of that style **[B]** on the next page.



```
.building-blocks-quote {
  color: #0271BB;
  B font-size: 1.6em;
  text-align: center;
  line-height: 1.2;
  margin-bottom: .86em;
  letter-spacing: -.5px; }
```

```
.image-full-round {
  border-top-left-radius: 51%;
  border-top-right-radius: 51%;
  border-bottom-right-radius: 51%;
  border-bottom-left-radius: 51%;
  opacity: .7;
  position: relative;
  display: block; }
```

```
.image-full-round:hover {
  opacity: 1; }
```

```
body.bb-landing .one_fifth,
body.gbd-works-landing .one_fifth {
  padding-right: 1em; }
```

```
.bb-landing-circle-labels {
  color: #FFF;
  font-size: 1em;
  text-align: center;
  padding-top: .6em;
  opacity: .45; }
```

```
.bb-landing-circle-labels:hover { opacity: 1; }
```

```
body.bb-start .one_third,
body.building-blocks .one_third {
  width: 30%;
  margin: 0 12px 16px 0; }
```

```
body.bb-start {background-image: url("http://
granitebaydesign.com/wp-content/uploads/2024/05/
Floating-Cube-Granite-Bay-Graphic-Design-Building-
Blocks-C.jpg");
  background-repeat: no-repeat;
  background-size: 100%;
  background-position: center;
  background-position-y: -3em;
  background-color: #000;
  margin-left: 5.6em; }
```

```
.bb-start-main-head {
  font-size: 2em;
```

```
line-height: 1.1;
color: #FFF;
text-align: center;
margin: 3.4em 0 4.8em 0;
```

```
.bb-start-intro-box {
  margin: 0 45% 0 39%;
  width: auto;
  height: auto;
  background-color: #000;
  opacity: .7;
  border-top-left-radius: 2em;
  border-top-right-radius: 2em;
  border-bottom-right-radius: 2em;
  border-bottom-left-radius: 2em;
  border: 1px solid #FFF;}
```

```
.bb-start-intro {
  color: #FFF;
  text-align: center;
  padding: .6em .2em;
  font-size: .86em; }
```

```
.bb-start-intro-box:hover {
  color: #FFF;
  opacity: 1;}
```

```
.bb-nav-image {
  position: relative; }
```

```
.bb-running-text {
  font-size: .85em;
  margin-bottom: .7em; }
```

```
.bb-hover-text {
  display: block;
  font-size: .8em;
  line-height: 1.2;
  width: 100%;
  height: 172px;
  color: #FFF;
  position: absolute;
  left: 9px;
  top: 9px;
  opacity: 0; }
```

```
.bb-hover-text:hover {
  opacity: 1; }
```

```
body.bb-landing {background-image: url("http://
granitebaydesign.com/wp-content/uploads/2024/07/
Granite-Bay-Graphic-Design-Your-Brain-on-Graphic-
Design-1.jpg");
  background-repeat: no-repeat;
```

