

Blogging with Wordpress

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What is Wordpress

- ▶ WordPress is an open source **Content Management System (CMS)**, which allows the users to build dynamic websites and blogs.
- ▶ The **Content Management System (CMS)** is a software which stores all the data such as text, photos, music, documents, etc. that is made available on your website. It helps in editing, publishing and modifying the content of the website.
- ▶ WordPress was initially released on 27th May, 2003 by **Matt Mullenweg** and **Mike Little**. WordPress was announced as open source in October 2009.

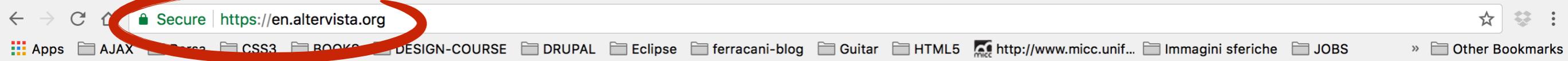
Features

- ▶ **User Management:** It allows managing the user information such as changing the role of the users to (subscriber, contributor, author, editor or administrator).
- ▶ **Media Management:** It is the tool for managing the media files and folder, in which you can easily upload, organize and manage the media files on your website.
- ▶ **Theme System:** It allows modifying the site view and functionality. It includes images, stylesheet, template files and custom pages.
- ▶ **Extend with Plugins:** Several plugins are available which provides custom functions and features according to the users need.

Advantages

- ▶ **Open source** platform and available for free.
- ▶ It is very easy to edit the content as it uses **WYSIWYG editor** (What You See Is What You Get is a user interface that allows the user to directly manipulate the layout of document without having a layout command).
- ▶ It offers several **SEO tools** which makes on-site SEO simple.
- ▶ Sometimes software needs to be updated to keep the WordPress up-to-date with the current browsers and mobile devices. **Updating WordPress** version can lead to loss of data, so a backup copy of the website is required.

altervista.org Sign Up - Step 1 - <https://en.altervista.org/>



Use your imagination

Create a free website and start to earn

START NOW >

altervista.org Sign Up - Step 2

START TO CREATE YOUR WEBSITE

Bandwidth and web space unlimited

The site will run with WordPress, the best blogging software.

- ✓ Clearly visible on tablets and smartphones
- ✓ Insert advertisements and start to earn
- ✓ Templates and designs ready to use
- ✓ Fully customizable



GO ON >

Are you looking for a plain hosting?

ⓘ Manage your site with PHP, MySQL and FTP connection

altervista.org Sign Up - Step 3

CHOOSE YOUR NEW ADDRESS ON THE WEB

✔ Great: the name is available!



Already have a blog?
Move it here!
[Move your blog here!](#)

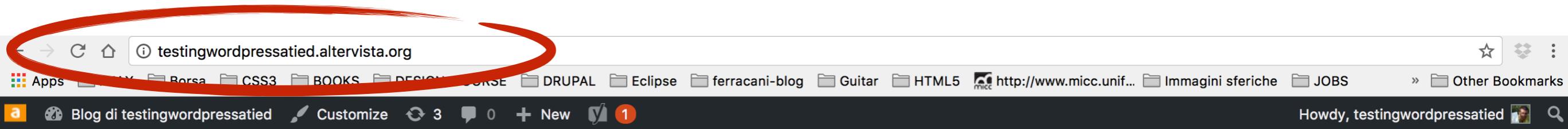
FILL THIS FORM



Hello **Andrea**,
Sign up with Facebook or [Edit](#)

All fields are required

altervista.org Live Site



Blog di testingwordpressatied

Un nuovo sito targato WordPress

Home



Il Primo Articolo

SENZA CATEGORIA DECEMBER 26, 2017

Puoi scegliere il **tema**, personalizzare la **toolbar**, guadagnare con i **banner pubblicitari** e iniziare a **scrivere**. Modifica questo articolo...

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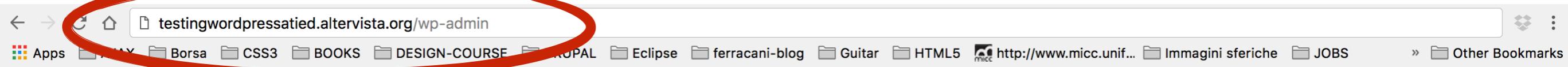


1 DAY AGO

[Il Primo Articolo](#)

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altervista.org Site Login



Blog di testingwordpressatied

Un nuovo sito targato WordPress

Home



Il Primo Articolo

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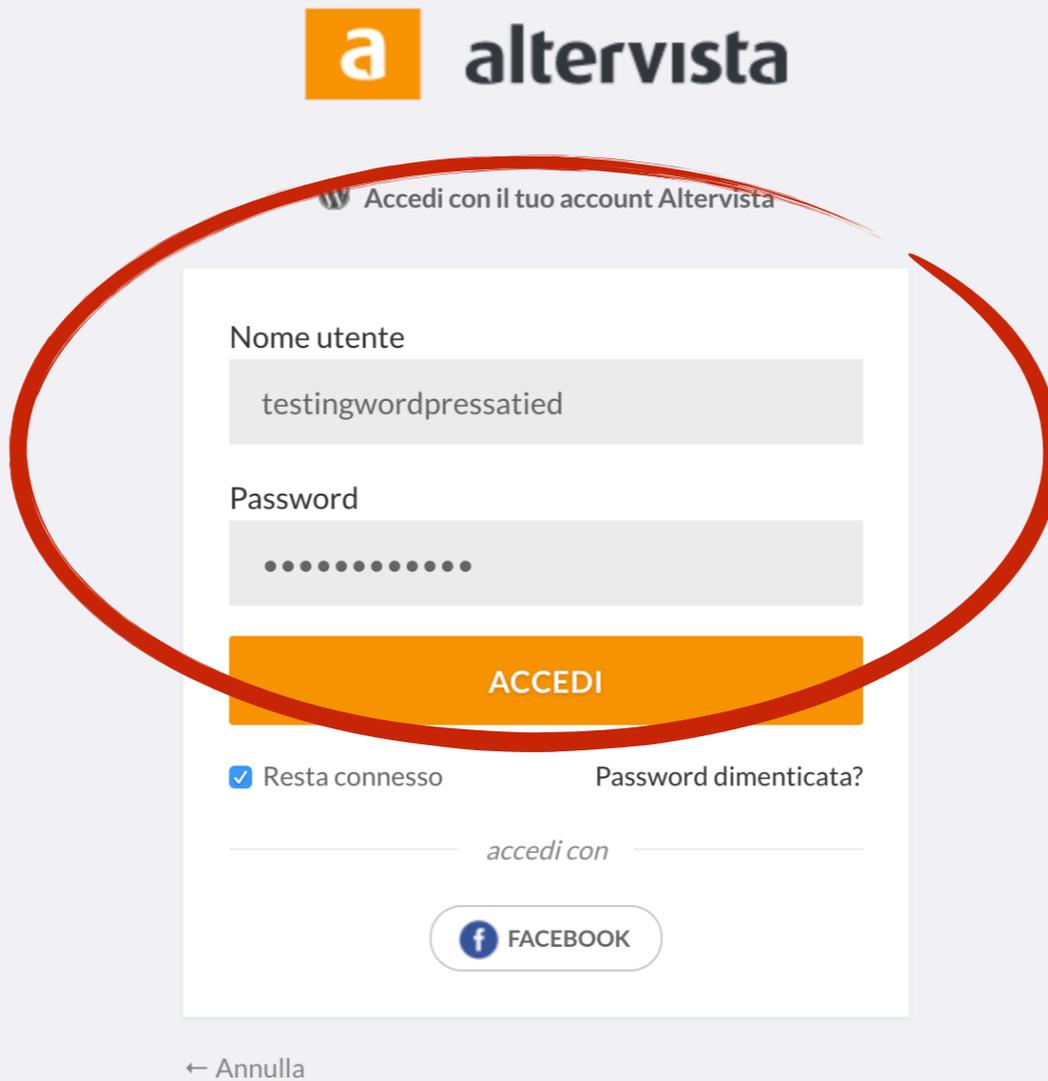


1 DAY AGO

Il Primo Articolo

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altervista.org Site Login



a altervista

WordPress Accedi con il tuo account Altervista

Nome utente
testingwordpressatied

Password
.....

ACCEDI

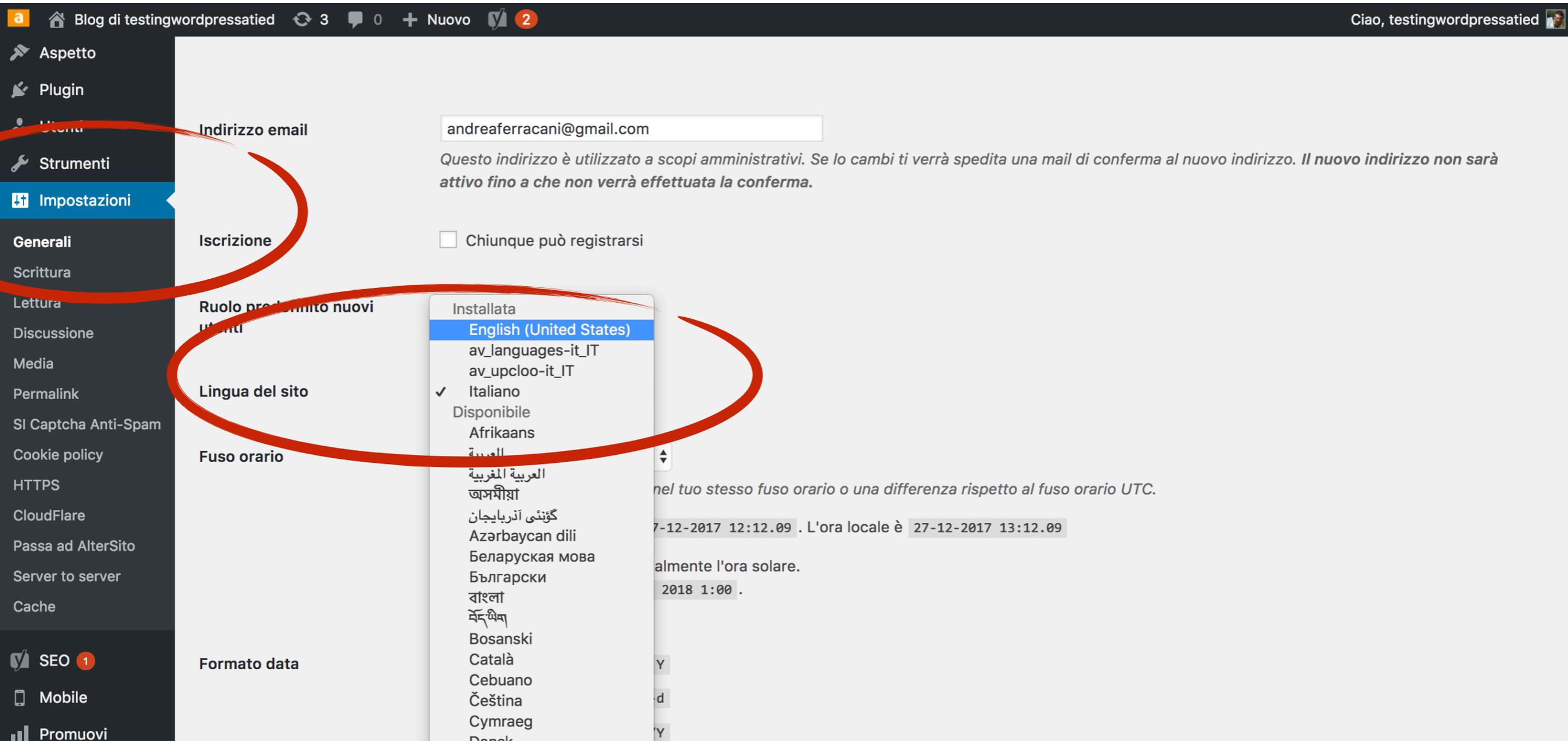
Resta connesso Password dimenticata?

accedi con

 FACEBOOK

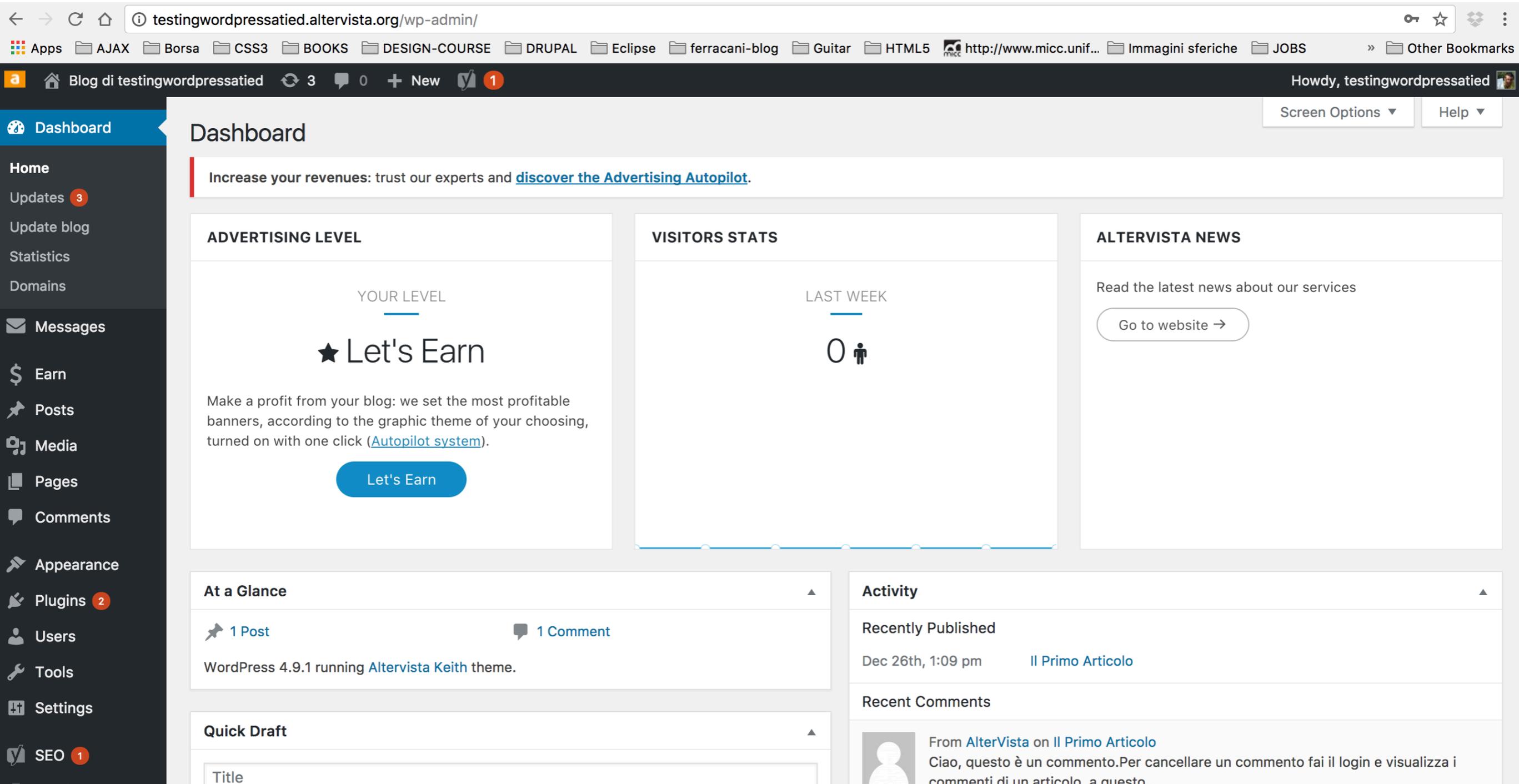
← Annulla

altervista.org Change language



The screenshot shows the WordPress admin dashboard for the user 'testingwordpressatied'. The 'Impostazioni' (Settings) menu is open, and the 'Lingua del sito' (Site Language) option is selected. A dropdown menu is displayed, showing the current language 'Italiano' with a checkmark, and 'English (United States)' highlighted in blue. Other languages listed include 'av_languages-it_IT', 'av_upcloo-it_IT', 'Afrikaans', 'العربية', 'العربية المغربية', 'অসমীয়া', 'گۆنئی آذربایجان', 'Azərbaycan dili', 'Беларуская мова', 'Български', 'বাংলা', 'བོད་སྐད་', 'Bosanski', 'Català', 'Cebuano', 'Čeština', 'Cymraeg', and 'Danck'. The 'Lingua del sito' label is circled in red. The 'Impostazioni' menu item is also circled in red. The 'Indirizzo email' field contains 'andreaferacani@gmail.com'. The 'Iscrizione' (Registration) section has an unchecked checkbox for 'Chiunque può registrarsi'. The 'Fuso orario' (Timezone) section shows the current time as '27-12-2017 13:12.09' and the local time as '27-12-2017 13:12.09'. The 'Formato data' (Date Format) section shows 'Y d Y'.

altervista.org Wordpress Dashboard



The screenshot shows the Wordpress dashboard interface. At the top, there's a navigation bar with the site name "Blog di testingwordpressatied" and a user profile "Howdy, testingwordpressatied". The main content area is divided into several sections:

- Dashboard**: A central heading with a "Screen Options" and "Help" menu.
- Advertising Level**: A section titled "YOUR LEVEL" with a star icon and the text "Let's Earn". It includes a sub-heading "ADVERTISING LEVEL" and a description: "Make a profit from your blog: we set the most profitable banners, according to the graphic theme of your choosing, turned on with one click ([Autopilot system](#)).". A blue "Let's Earn" button is at the bottom.
- Visitors Stats**: A section titled "VISITORS STATS" with a sub-heading "LAST WEEK" and a large "0" with a person icon, indicating zero visitors.
- Altervista News**: A section titled "ALTERVISTA NEWS" with the text "Read the latest news about our services" and a "Go to website" button.
- At a Glance**: A summary section showing "1 Post" and "1 Comment", and the text "WordPress 4.9.1 running [Altervista Keith](#) theme."
- Activity**: A section titled "Activity" with a sub-heading "Recently Published" showing "Dec 26th, 1:09 pm" and "Il Primo Articolo". Below it, "Recent Comments" shows a comment from "AlterVista on Il Primo Articolo" with the text "Ciao, questo è un commento.Per cancellare un commento fai il login e visualizza i commenti di un articolo. a questo..."
- Quick Draft**: A section titled "Quick Draft" with a "Title" input field.

The left sidebar contains navigation links: Dashboard, Home, Updates (3), Update blog, Statistics, Domains, Messages, Earn, Posts, Media, Pages, Comments, Appearance, Plugins (2), Users, Tools, Settings, and SEO (1).

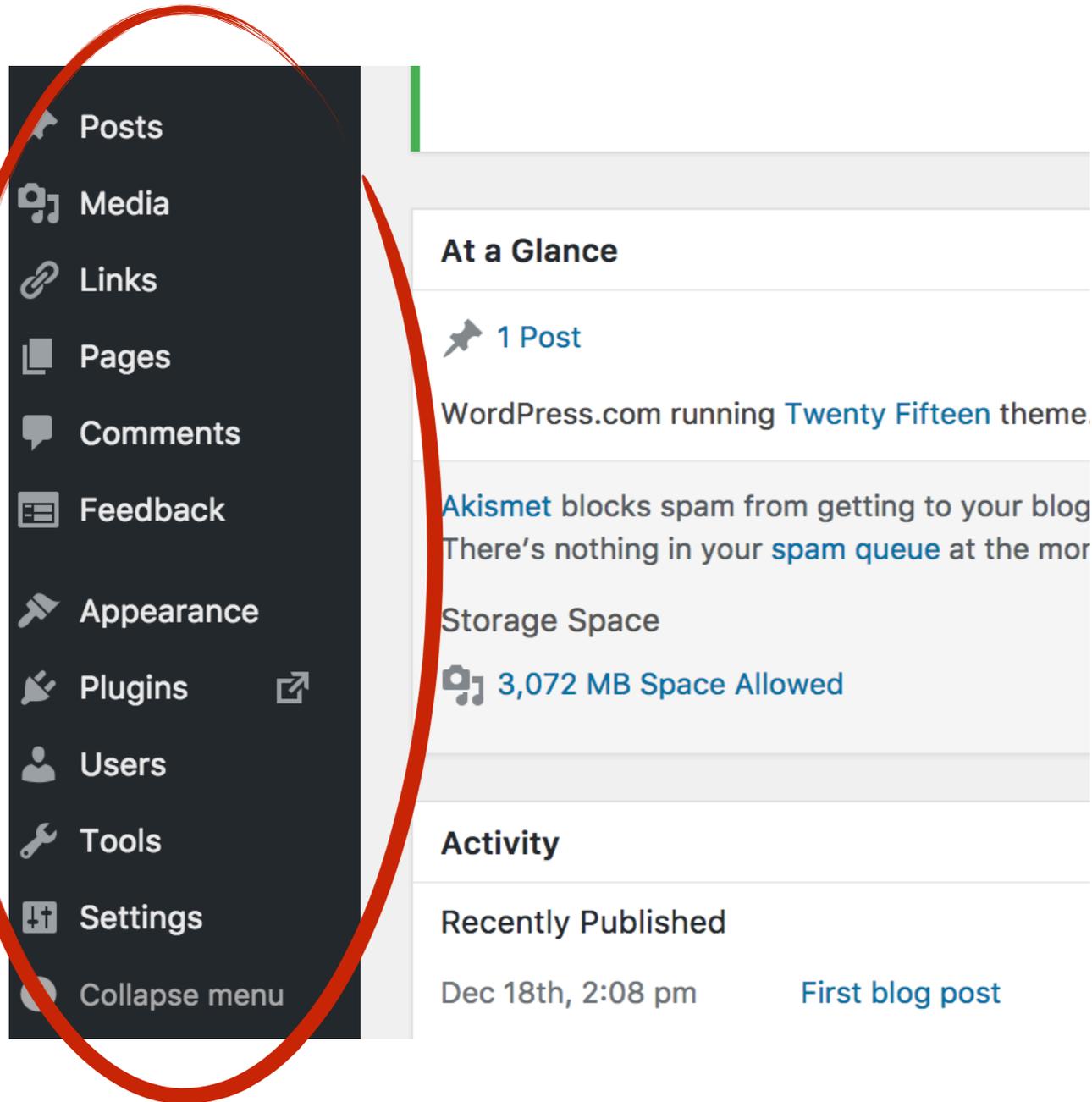
Features

- ▶ The WordPress Dashboard is a first screen which will be seen when you log into the administration area of your blog which will display the **overview of the website**.
- ▶ It is a **collection of gadgets** that provide information and provide an overview of what's happening with your blog.
- ▶ You can customize your needs by using some quick links such as writing quick draft, replying to latest comment, etc.

WP Other Dashboard Sections

- ▶ **Quick Draft:** is a mini post editor which allows writing, saving and publishing a post from admin dashboard. It includes the title for the draft, some notes about the draft and save it as a Draft.
- ▶ **Activity:** includes latest comments on your blog, recent posts and recently published posts. It allows you to approve, disapprove, reply, edit, or delete a comment. It also allows you to move a comment to spam.
- ▶ **At a glance:** this section gives an overview of your blog's posts, number of published posts and pages, and number of comments. When you click on these links, you will be taken to the respective screen. It displays the current version of running WordPress along with the currently running theme on the site.

WP Dashboard Menu

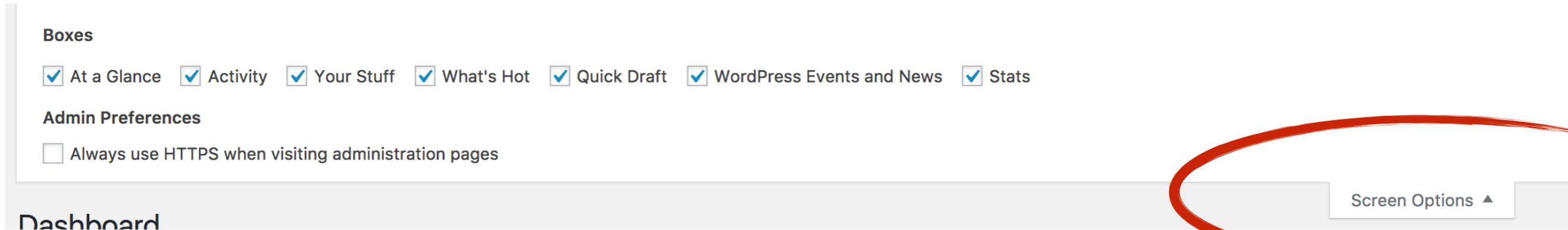


The WordPress Dashboard provides a navigation menu that contains the main options such as

- ▶ **posts,**
- ▶ **media library,**
- ▶ **pages, comments,**
- ▶ **appearance options,**
- ▶ **plugins,**
- ▶ **users,**

tools and settings on the left side.

WP Screen Options



- ▶ The dashboard contains different types of widgets which can be shown or hidden on some screens.
- ▶ It contains check boxes to **show or hide screen options** and also allows us to customize sections on the admin screen.

WP Settings > General

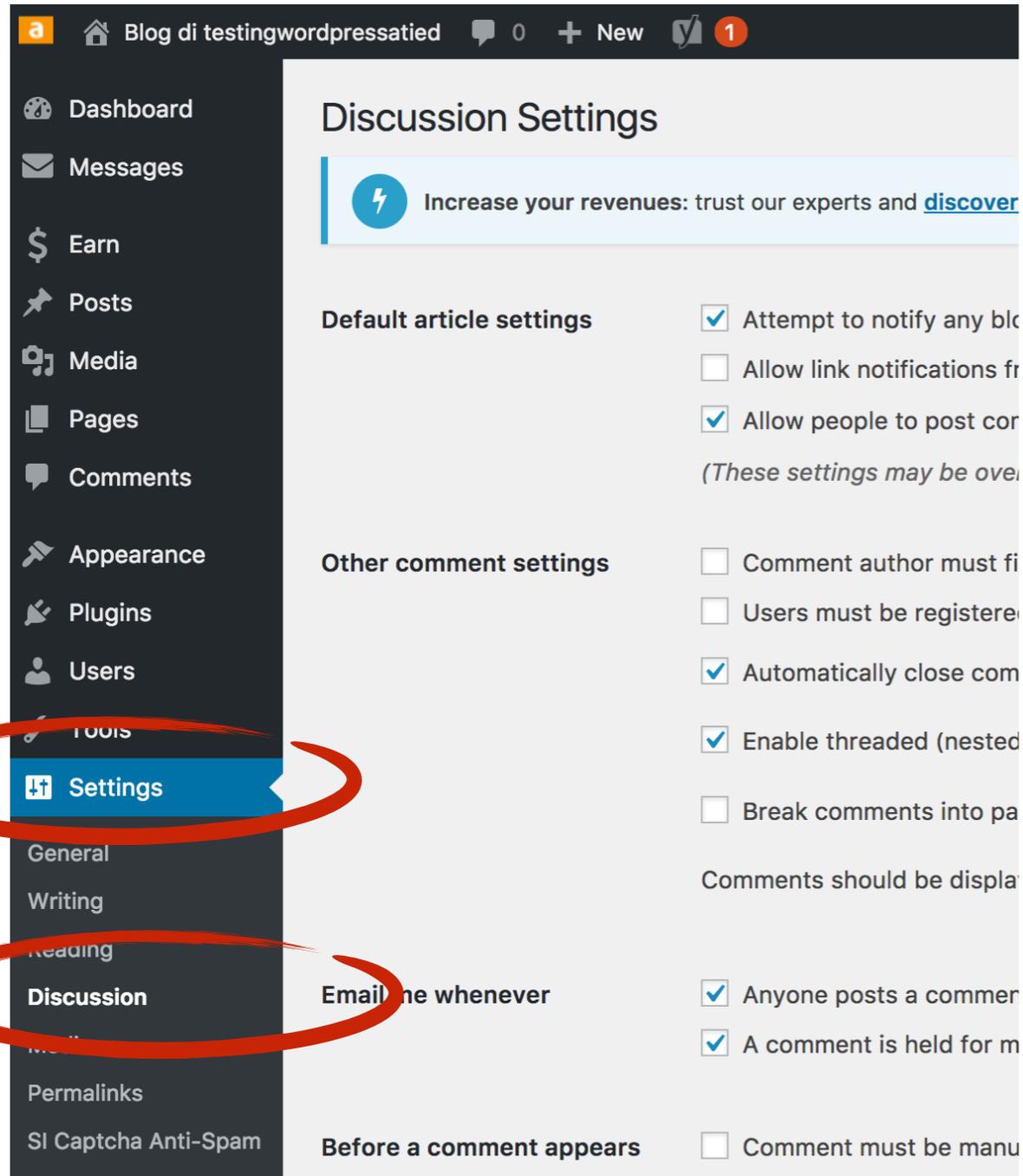
- ▶ **Site Title:** It displays the name of the site in the template header.
- ▶ **Tagline:** Displays a short sentence about your site.
- ▶ **Membership:** Anyone can register an account on your site after you check this checkbox.
- ▶ **New User Default Role:** The default role is set for the newly registered user or members.

WP Settings > Reading

Reading Setting is used to set the content related to the front page. You can set the **number of post to be displayed** on the main page.

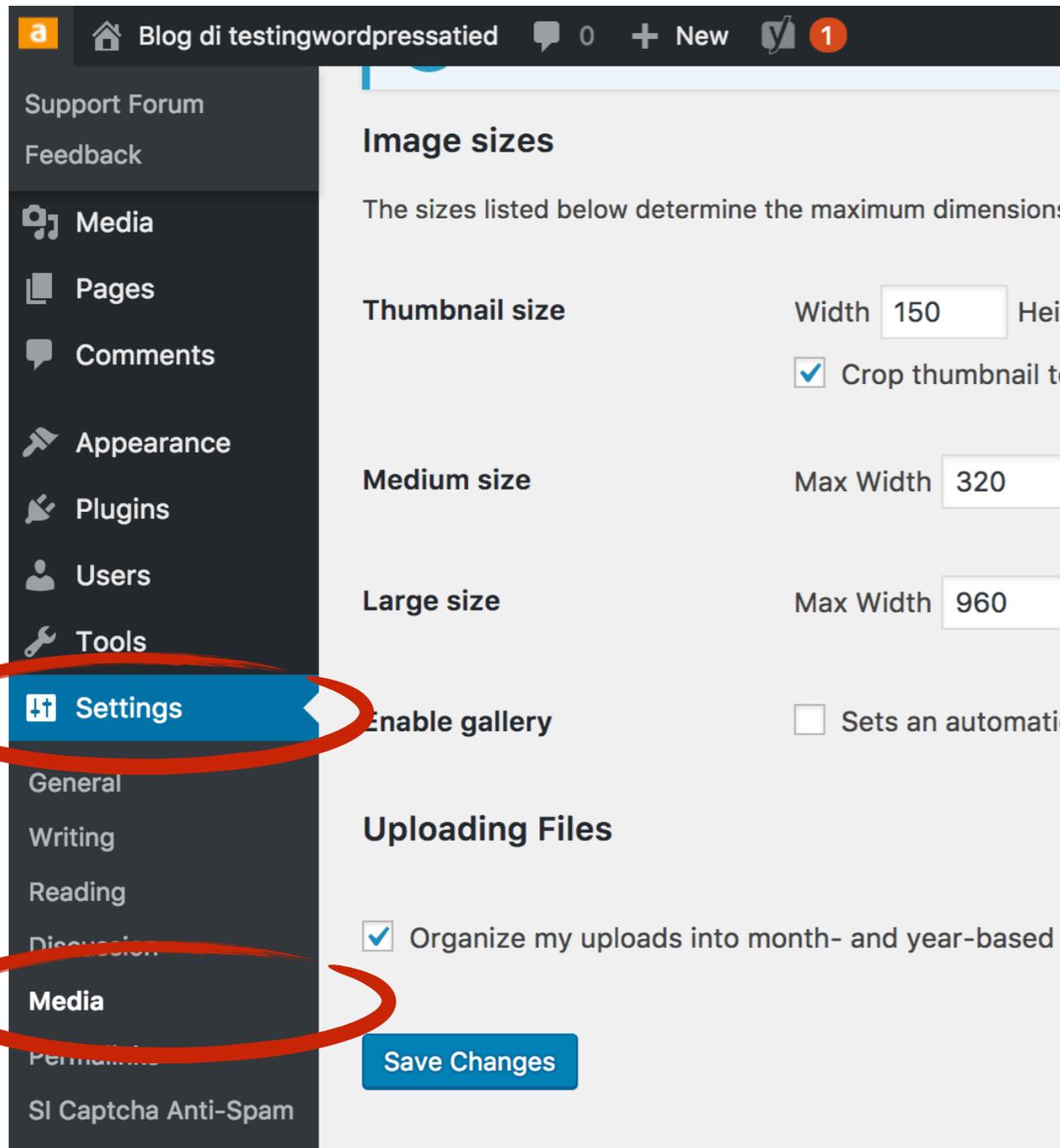
- ▶ **Front page displays:** This section is used to display the front page in any of the following format:
 - **Your latest posts:** It displays latest posts on the front page.
 - **A static page:** It displays the static pages on the front page.
 - **Front Page:** You can select the actual page you want to display on front page from the drop down.
 - **Posts Page:** You can select the page from the drop down which contains posts.

WP Settings > Discussion



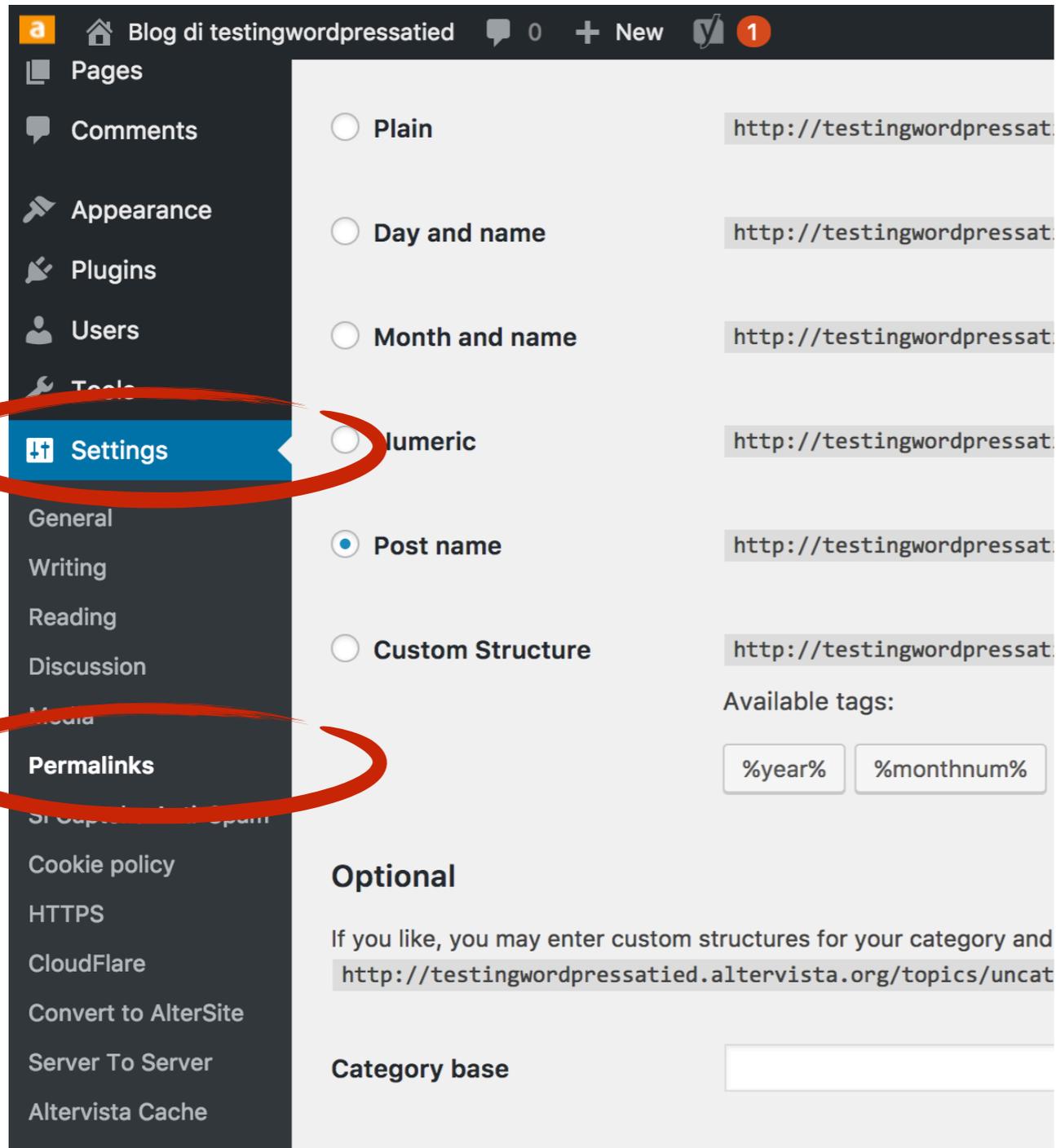
WordPress discussion setting can be defined as the **interaction between the blogger and the visitors.** These settings are done by the admin to have a control over the posts/pages that come in through users

WP Settings > Media



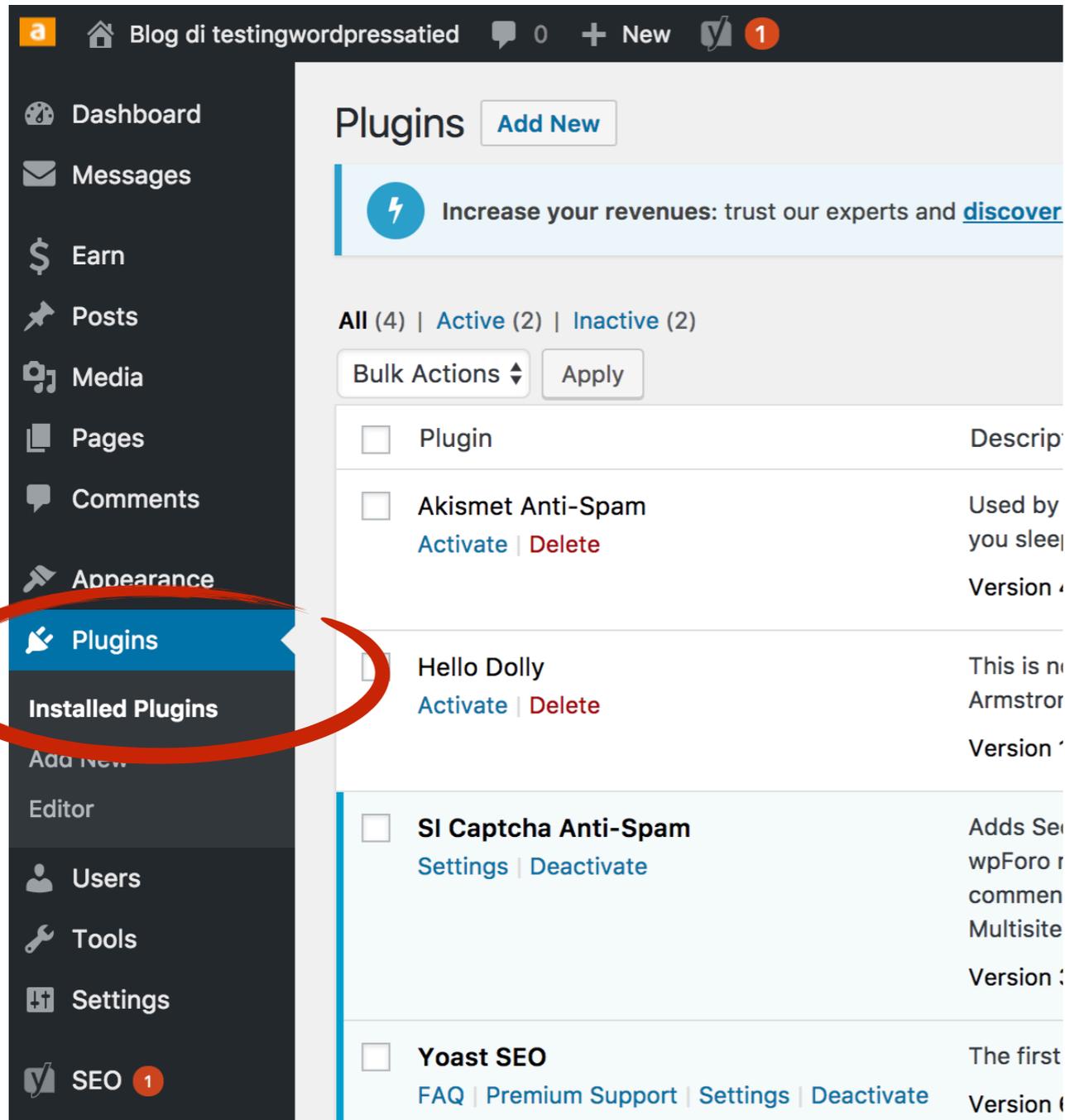
Media Settings in WordPress. It is used to set the height and width of the images which you're going to use on your website.

WP Settings > Permalink



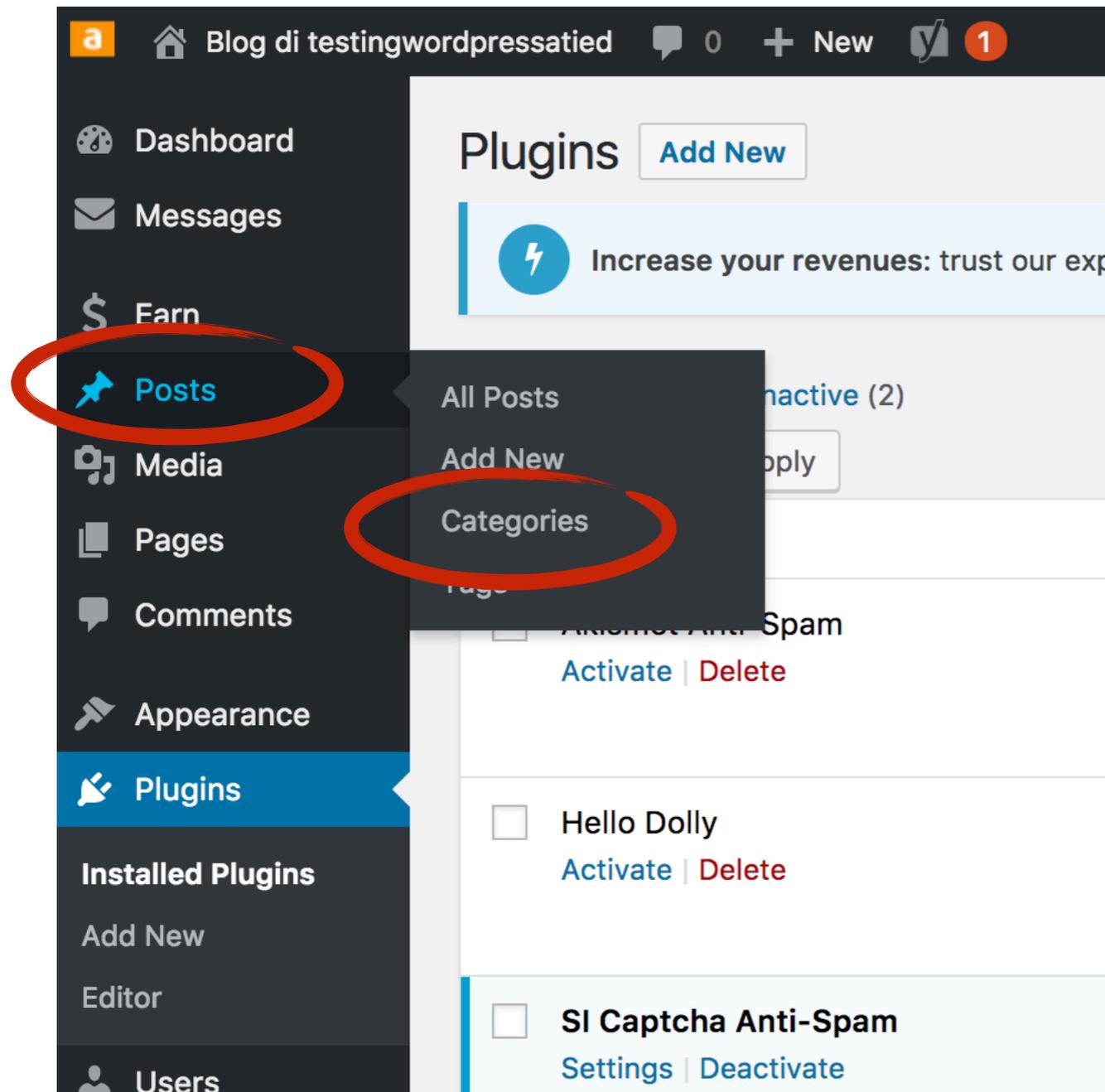
- ▶ Permalink is a **permanent link** to a particular blog post or category.
- ▶ It allows setting the default permalink structure.
- ▶ These settings are used to add permalinks to your posts in WordPress.

WP Plugins > Installed Plugins



- ▶ Plugin allows to easily modify, customize or enhance WordPress blog or post.
- ▶ The WordPress Plugin **is a software** that can be uploaded to expand the functionality of the site.
- ▶ They add services or **features** to WordPress blog. Plugins are used to make your work easier.

WP Posts > Categories

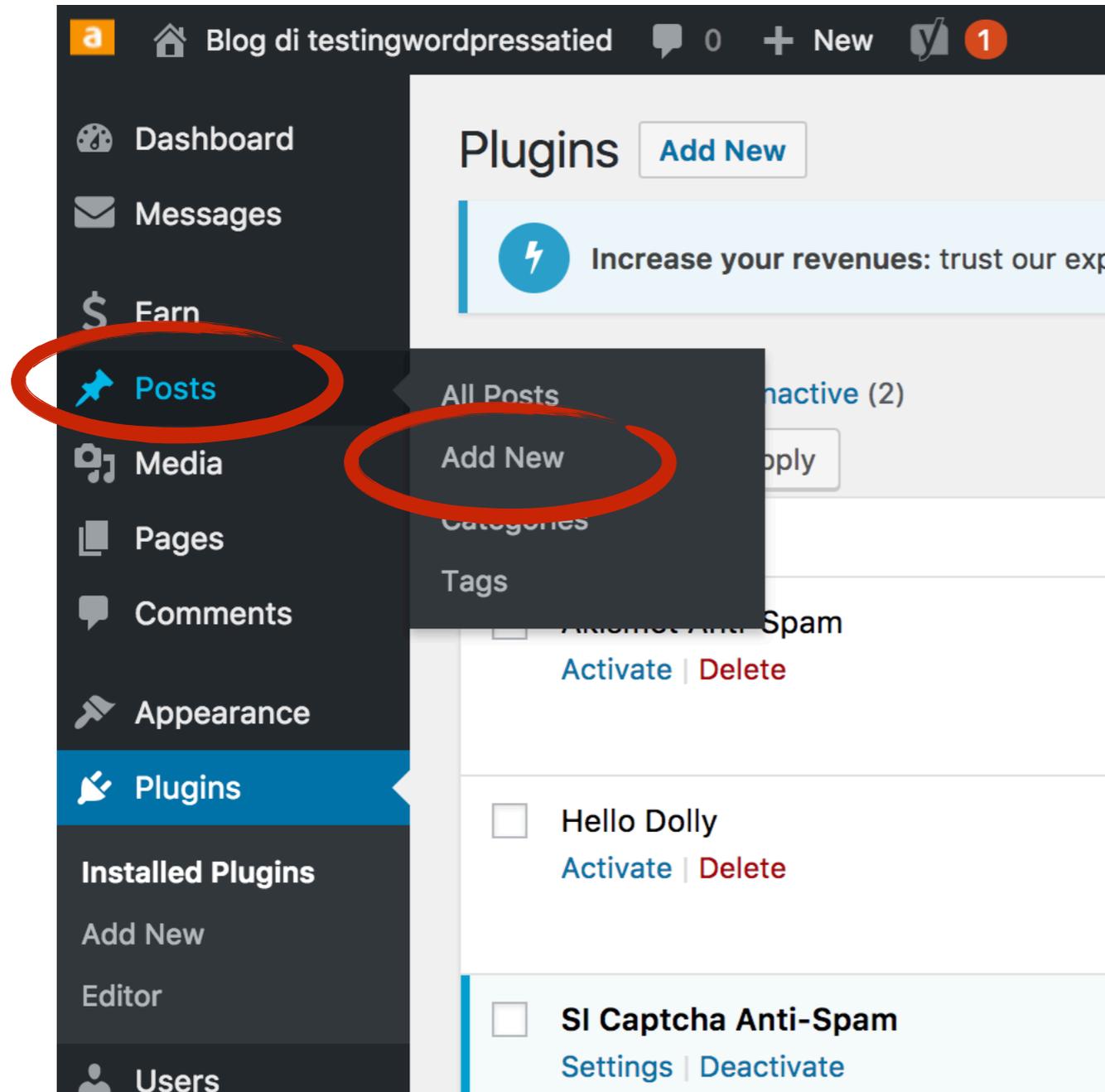


▶ **Add Categories** in WordPress.

▶ Category is used to indicate sections of your site and **group related posts**.

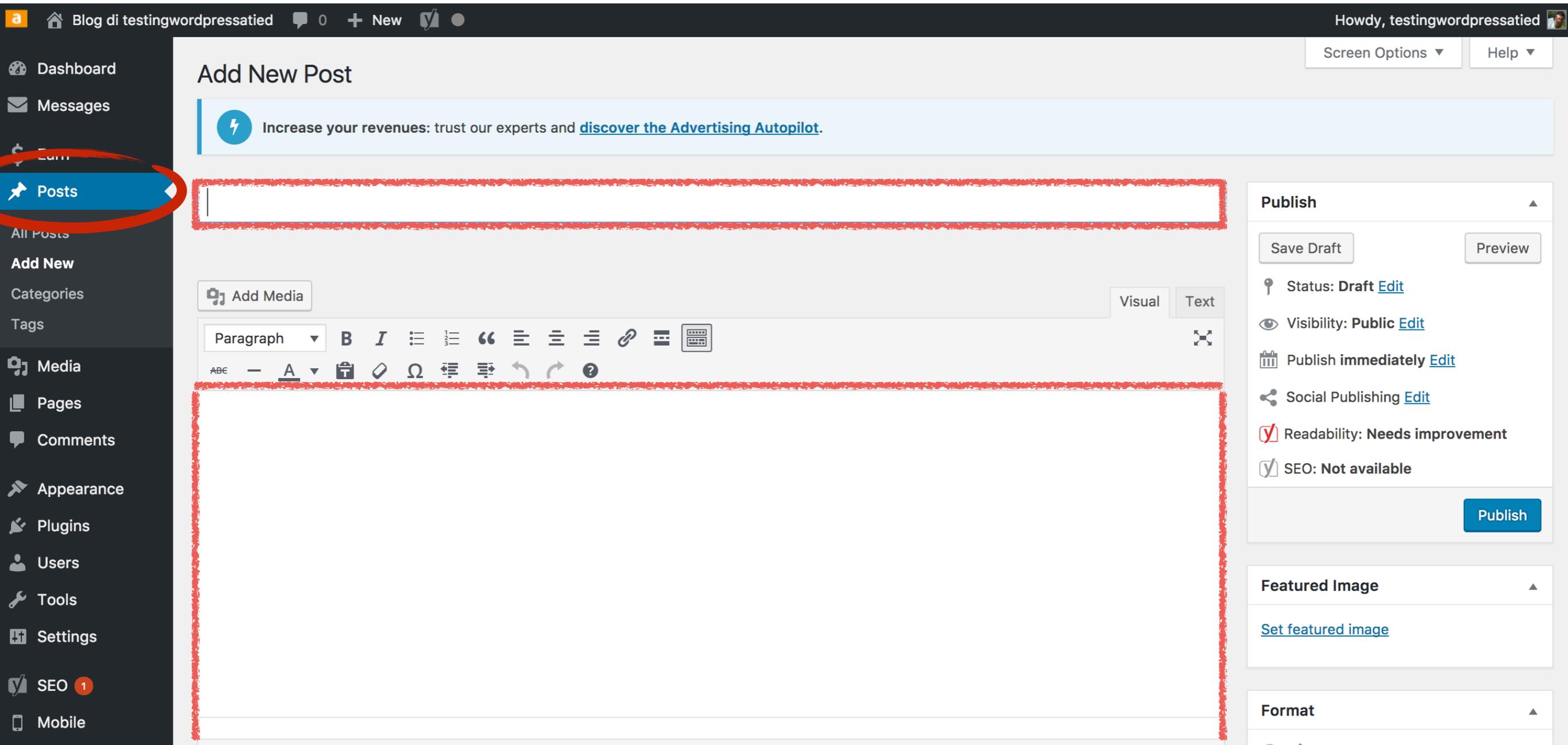
▶ It sorts the group content into different sections. It is a very convenient way to organize the posts.

WP Posts > Add New



- ▶ **Add Posts** in WordPress.
- ▶ Posts are also known as **articles** and sometimes referred as blogs or blog posts.
- ▶ These are used to popularize your blogs.

WP Posts > Add New



Blog di testingwordpressatied 0 + New Howdy, testingwordpressatied

Add New Post

⚡ Increase your revenues: trust our experts and [discover the Advertising Autopilot.](#)

Save Draft Preview

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

Publish immediately [Edit](#)

Social Publishing [Edit](#)

Readability: **Needs improvement**

SEO: **Not available**

Publish

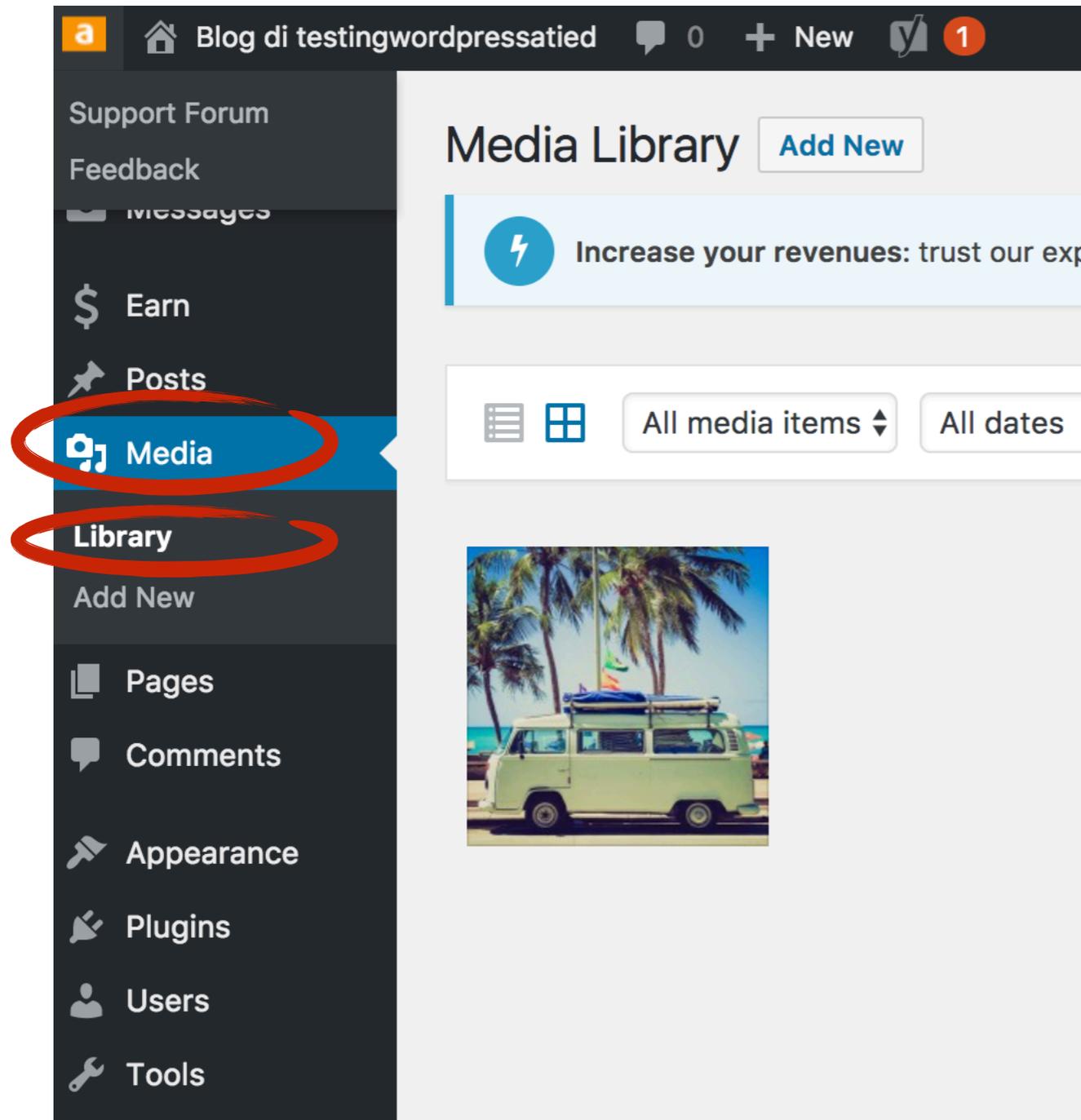
Featured Image [Set featured image](#)

Format

WP Posts > Add New

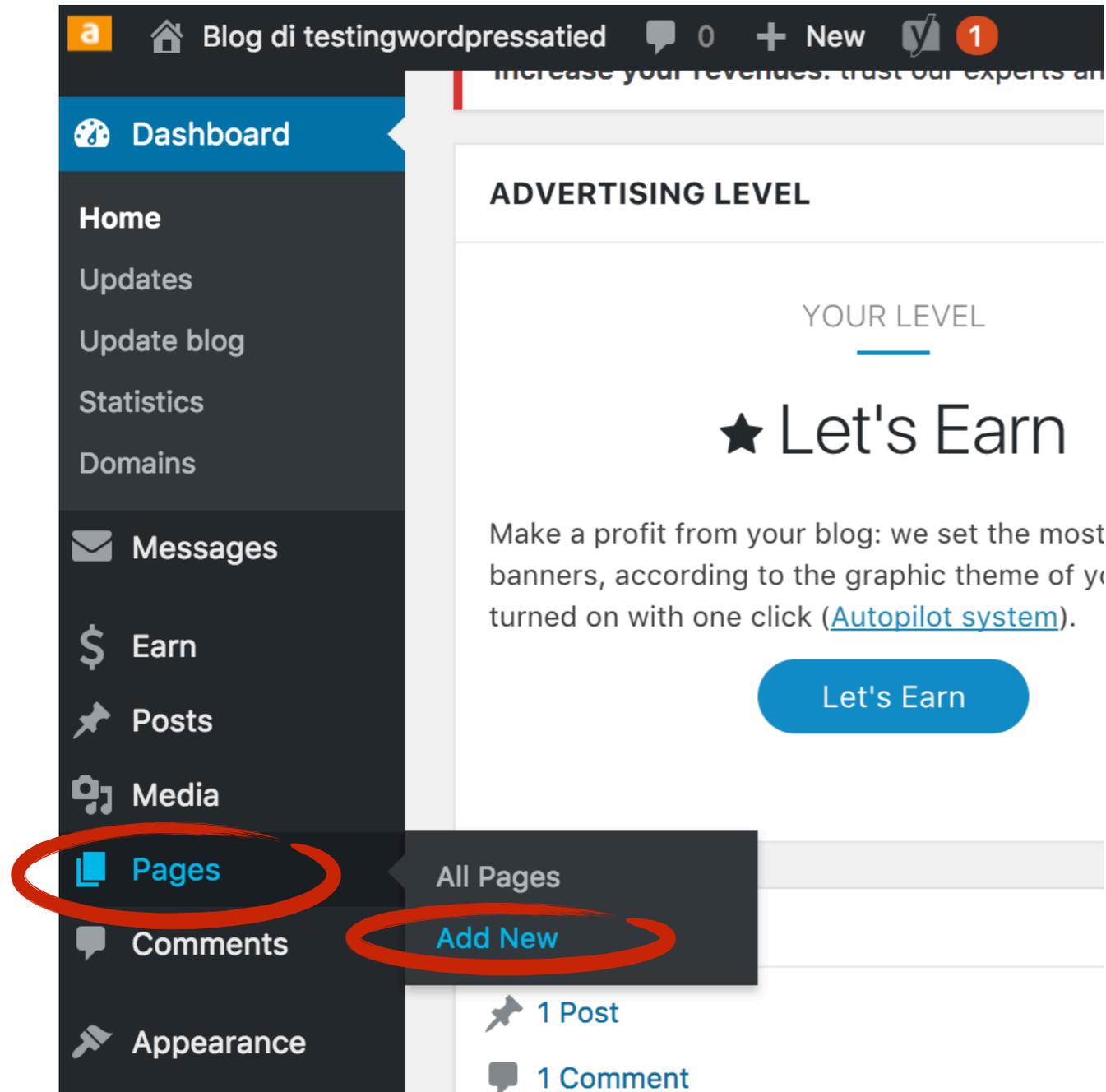
- ▶ **Post Title:** Enter the title of the post, i.e., Post1.
- ▶ **Post Content:** Enter the content of your post.
- ▶ **Save Draft:** It saves the post as a draft.
- ▶ **Preview:** You can preview your post before publishing.
- ▶ **Move to Trash:** Deletes the post.
- ▶ **Status:** Change the status to Published, Pending.
- ▶ **Visibility:** Change the visibility to Public, Private or Password.
- ▶ **Published:** Change the published post date and time.

WP Media > Library



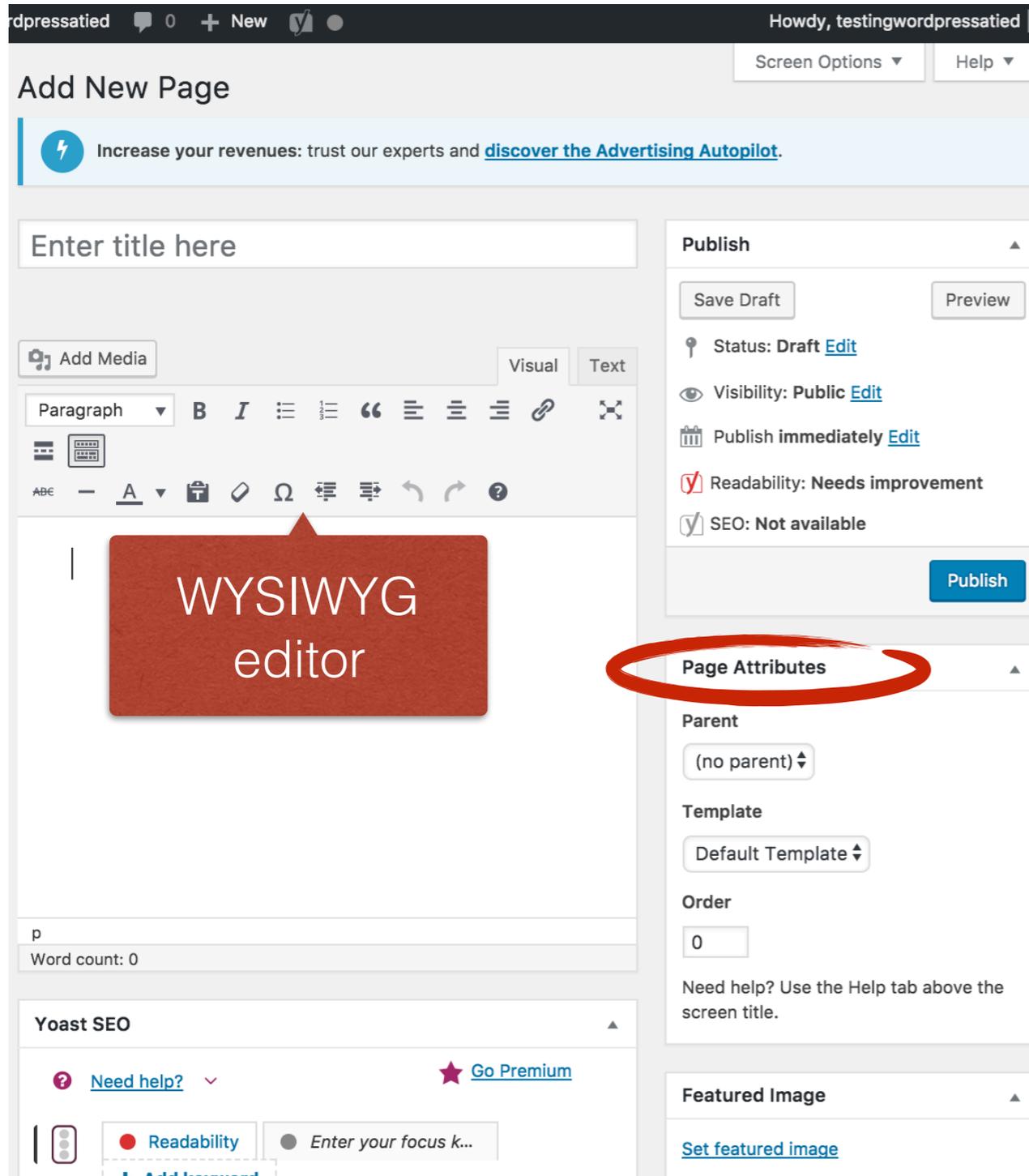
- ▶ **Media Library** in WordPress.
- ▶ Media Library consists of the images, audios, videos and files that you can **upload** and add to the content when writing a Post or Page.
- ▶ Here you can view, add, edit or delete any media related objects if not needed.

WP Pages > Add New



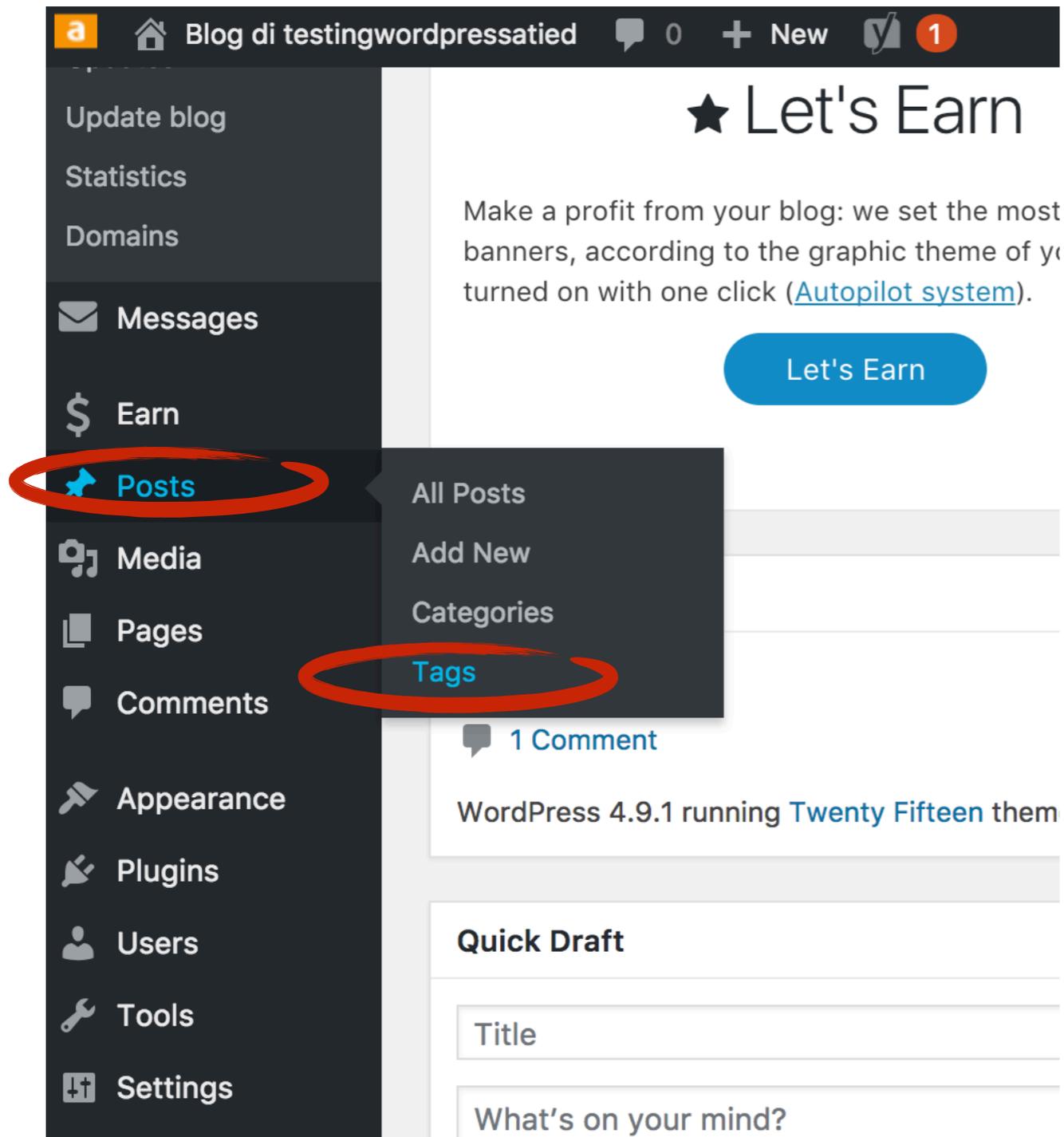
- ▶ **Add Pages** into WordPress. Adding pages is similar to adding posts in WordPress.
- ▶ Pages are **static content** and often do not change their displayed information.

WP New Page



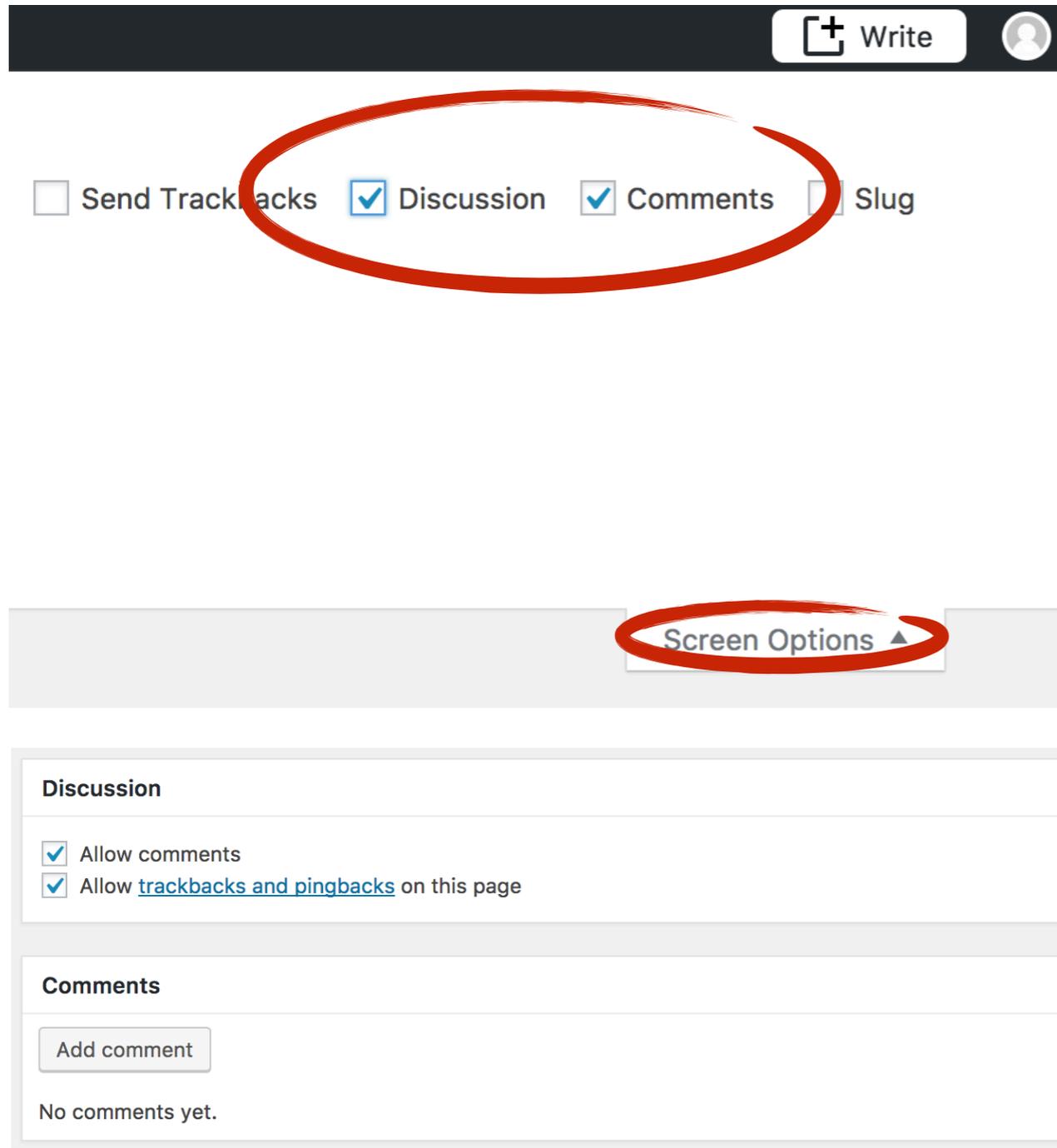
- ▶ **WYSIWYG Editor** is similar to a word processor interface where you can edit the contents of the article.
- ▶ **Page attributes** module allows you to select parents for your particular page. You can also set order of the pages.

WP Posts > Tags



- ▶ **Tag** is a small information attached to the main content or post for the purpose of identification.
- ▶ It tells the visitors what actually the post is about.
- ▶ If the tag is mentioned properly then it helps to find the content very easily.

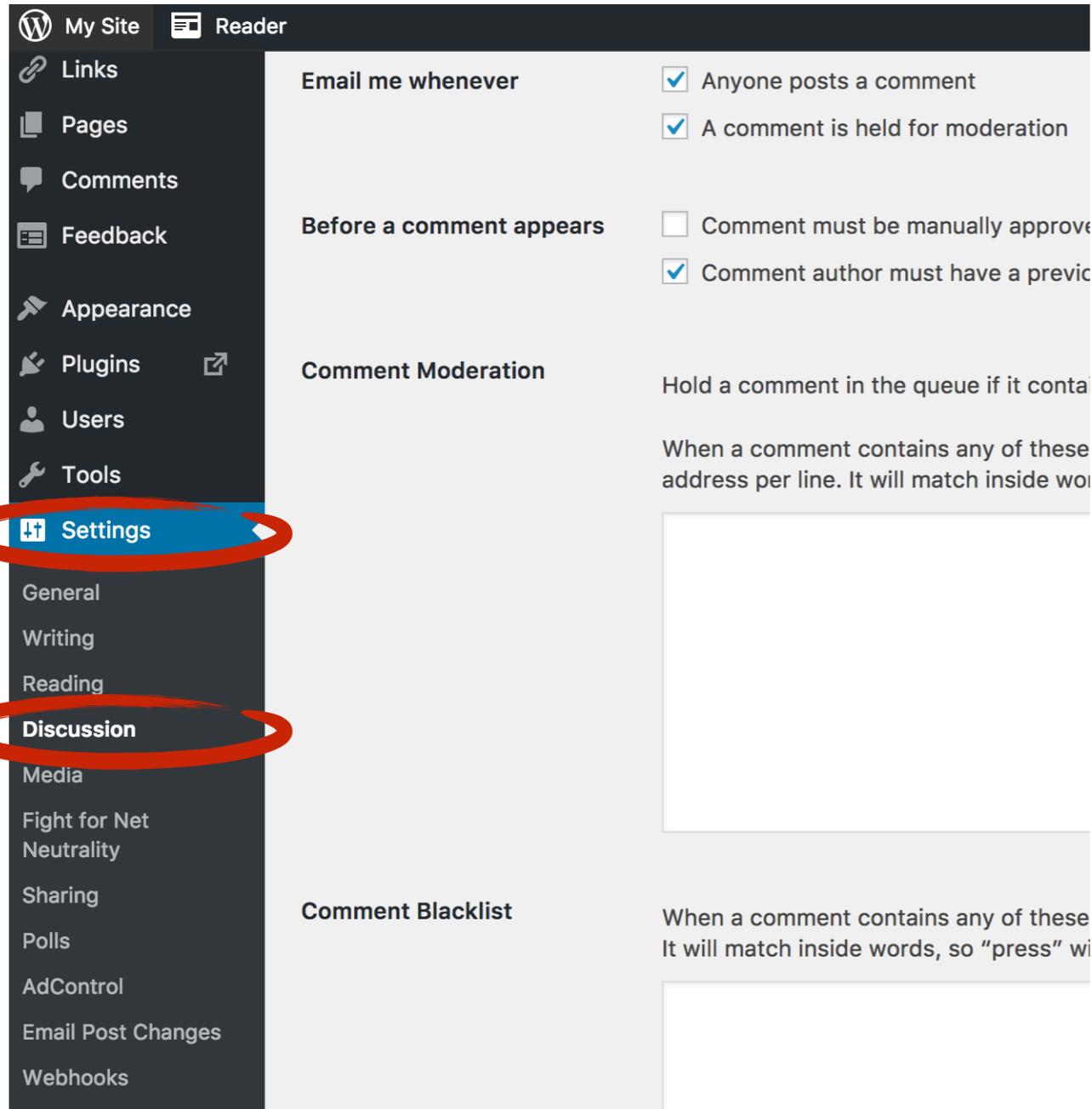
WP Comments



The screenshot shows the WordPress comment settings interface. At the top, there is a dark bar with a 'Write' button and a user profile icon. Below this, there are four checkboxes: 'Send Trackbacks' (unchecked), 'Discussion' (checked), 'Comments' (checked), and 'Slug' (unchecked). A red oval highlights the 'Discussion' and 'Comments' checkboxes. Below this, there is a 'Screen Options' dropdown menu, also highlighted with a red oval. The 'Screen Options' menu is open, showing two sections: 'Discussion' and 'Comments'. Under 'Discussion', there are two checkboxes: 'Allow comments' (checked) and 'Allow trackbacks and pingbacks on this page' (checked). Under 'Comments', there is an 'Add comment' button and the text 'No comments yet.'

- ▶ **Providing Comments** in WordPress. Adding comments allows your visitors to have a discussion with you.
- ▶ Comments **can be approved** by the admin and then posted to be discussed further.
- ▶ Comments can be enabled on **posts** and **pages**

WP Comments Moderation

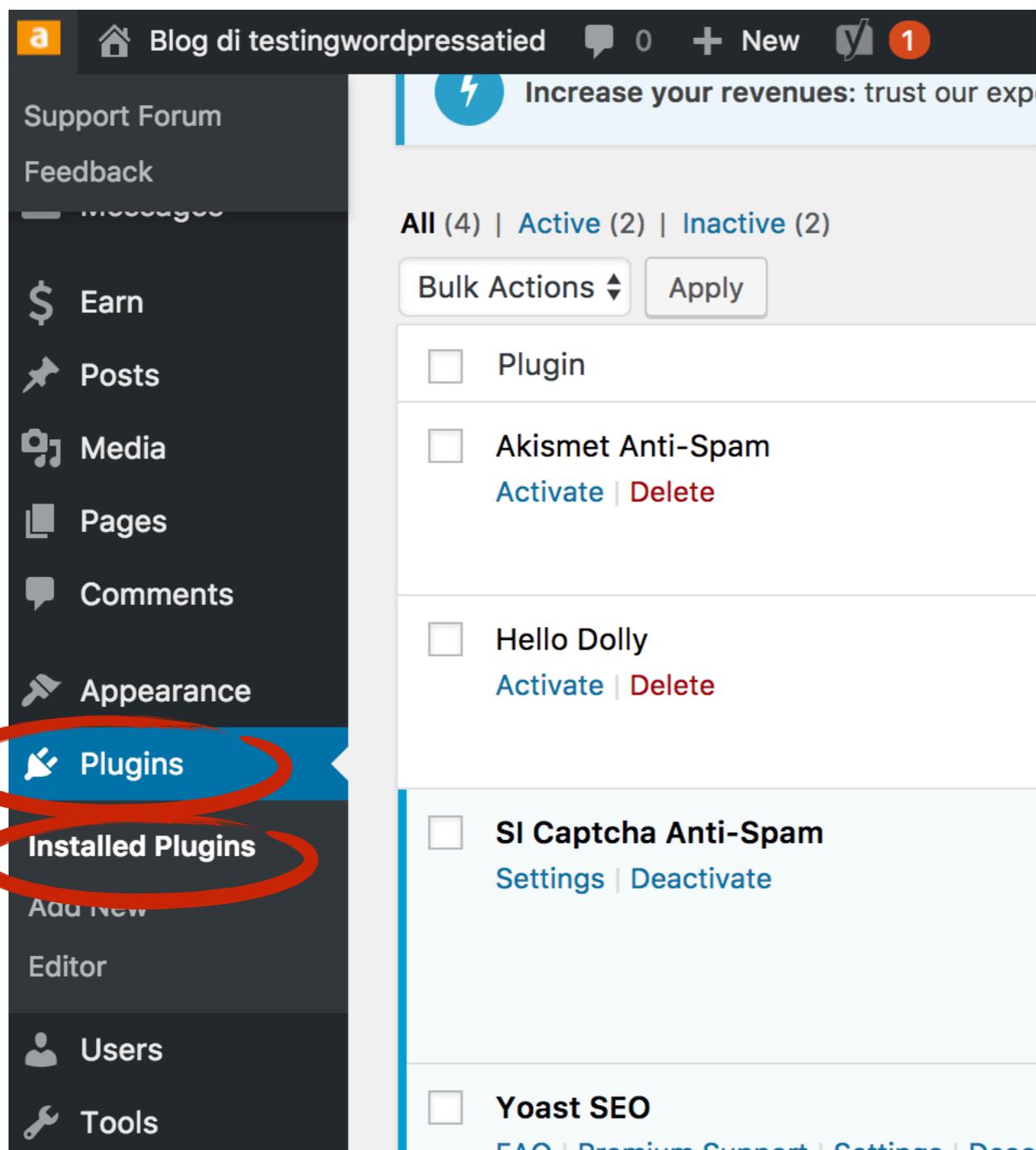


► **Moderate Comments** in WordPress.

► Comment moderation is a process where, when visitors comment on posts, the comment **is not published directly** until and unless it is approved by the admin to be posted.

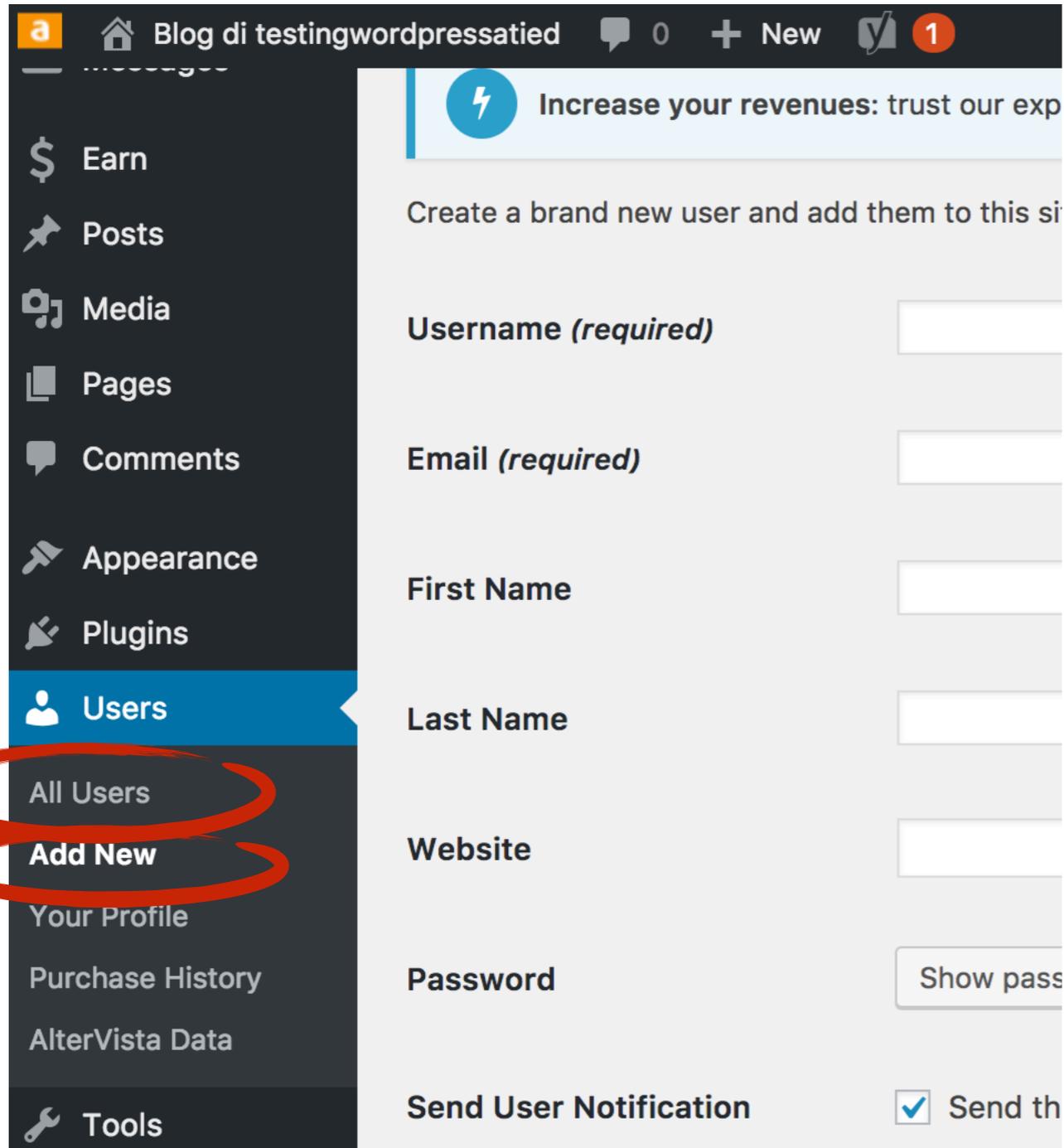
► It manages your comments so that there is **no comment spamming**.

WP Plugins > Installed Plugins



- ▶ **View Plugins** in WordPress. It helps you to enable and disable WordPress Plugins.
- ▶ This adds the unique features to an existing web site.
- ▶ Plugins **extend and enlarge the functionality** of WordPress.

WP Users > Add New



Blog di testingwordpressatied 0 + New 1

Increase your revenues: trust our exp

Create a brand new user and add them to this site

Username *(required)*

Email *(required)*

First Name

Last Name

Website

Password

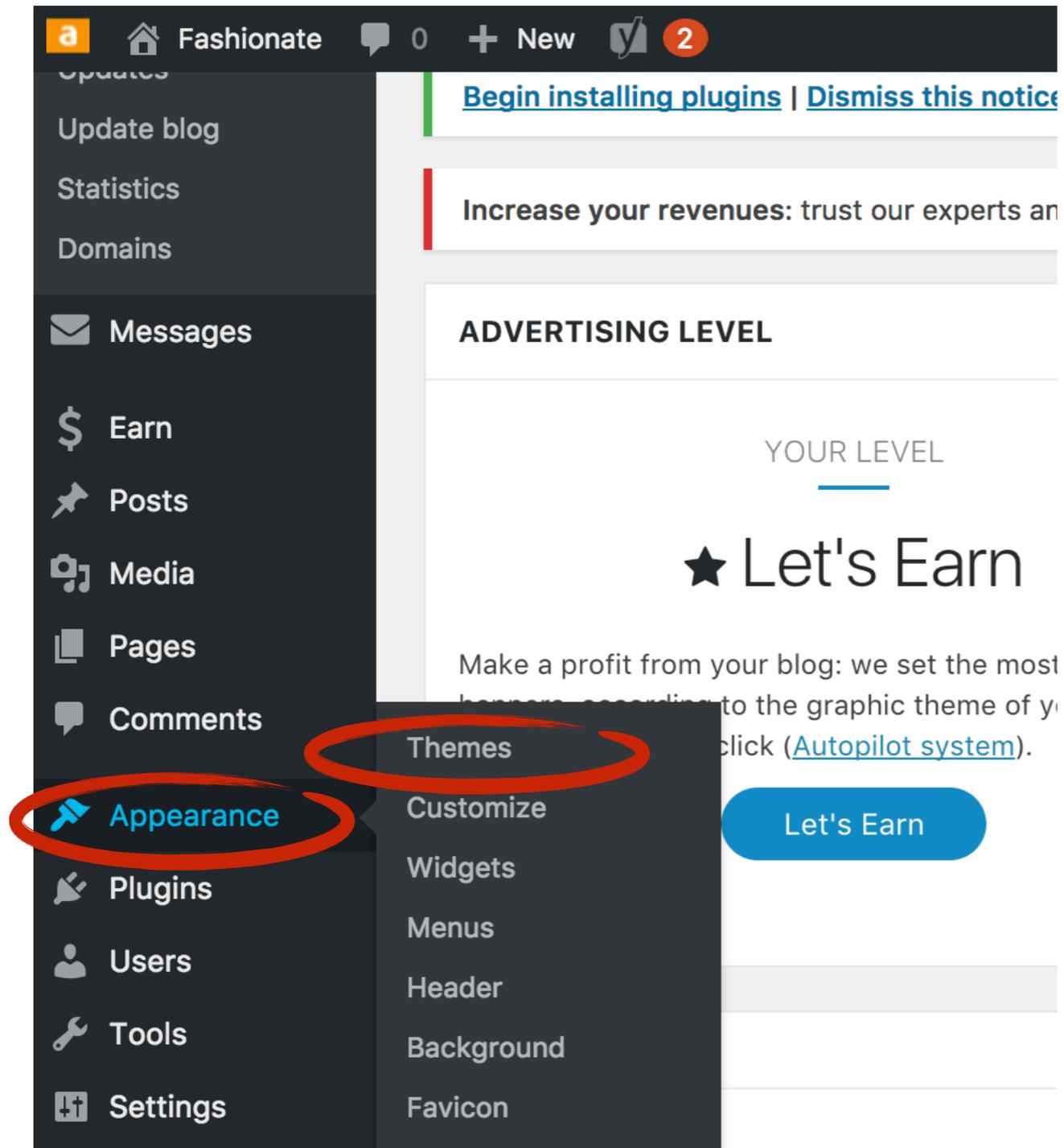
Send User Notification Send th

- ▶ **Add users** to your WordPress blog or website.
- ▶ When users register on your WordPress blog or website, you get an e-mail notification, so you always know when new users register, and you can then get into your Dashboard and edit the users' role.

WP Users

- ▶ **Administrator:** has all the rights. An Admin can do anything and everything on the WordPress site such as creating more admins, inviting more users and also removing them.
- ▶ **Editor:** has access to all the posts, pages, comments, categories, tags, and links. They can create, publish, edit or delete any posts or pages.
- ▶ **Author:** can only write posts, upload pictures, edit, and publish their own posts.
- ▶ **Contributor:** can only write and edit their posts until published.
- ▶ **Viewer:** can only view your posts; they cannot edit but can only comment on the posts.

WP Appearance > Themes

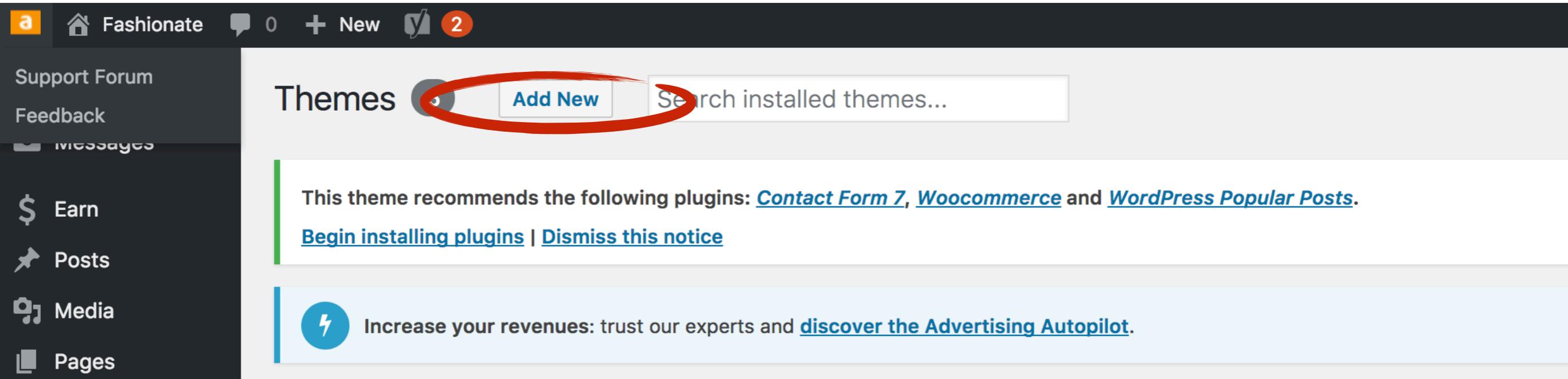


► Theme management

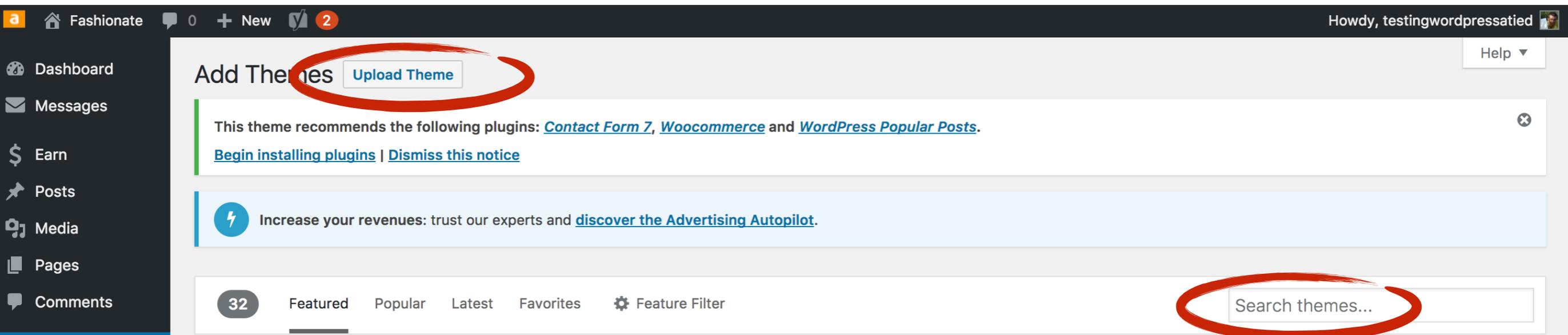
includes image files, templates, CSS stylesheets, etc. that can help to make your website look great.

► It provides tools to install, add new, or customize **themes** in WordPress.

WP Appearance > Themes

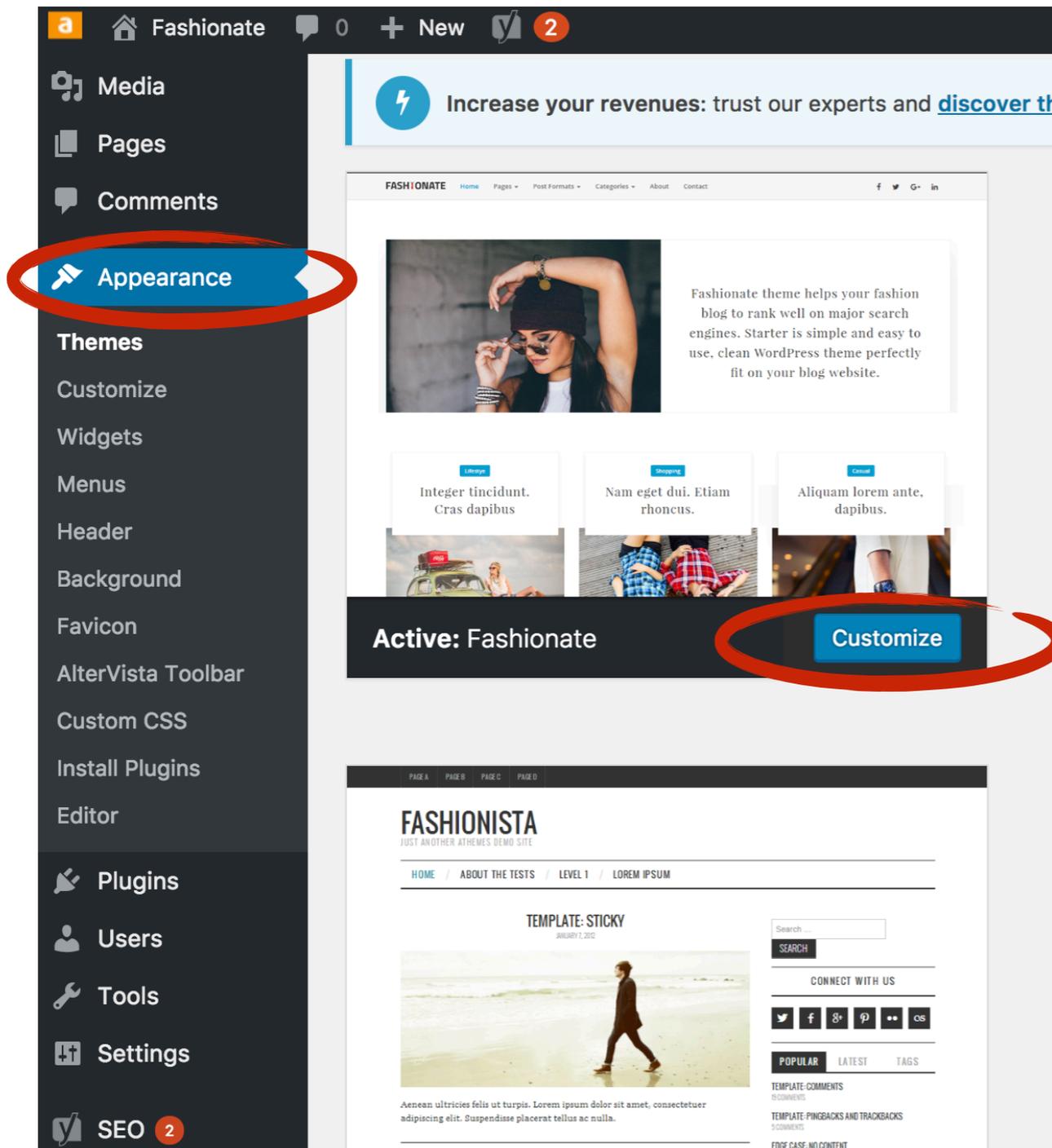


This screenshot shows the WordPress 'Themes' page. The top navigation bar includes a home icon, the site name 'Fashionate', a messages icon with '0', a '+ New' button, and a user profile icon with a '2' notification badge. The left sidebar contains links for 'Support Forum', 'Feedback', 'Messages', 'Earn', 'Posts', 'Media', and 'Pages'. The main content area features a 'Themes' heading, a search bar with the placeholder text 'Search installed themes...', and an 'Add New' button. Below the search bar, there is a notice recommending plugins: 'Contact Form 7', 'Woocommerce', and 'WordPress Popular Posts'. At the bottom of the main content area, there is a blue banner with a lightning bolt icon and the text 'Increase your revenues: trust our experts and discover the Advertising Autopilot.'



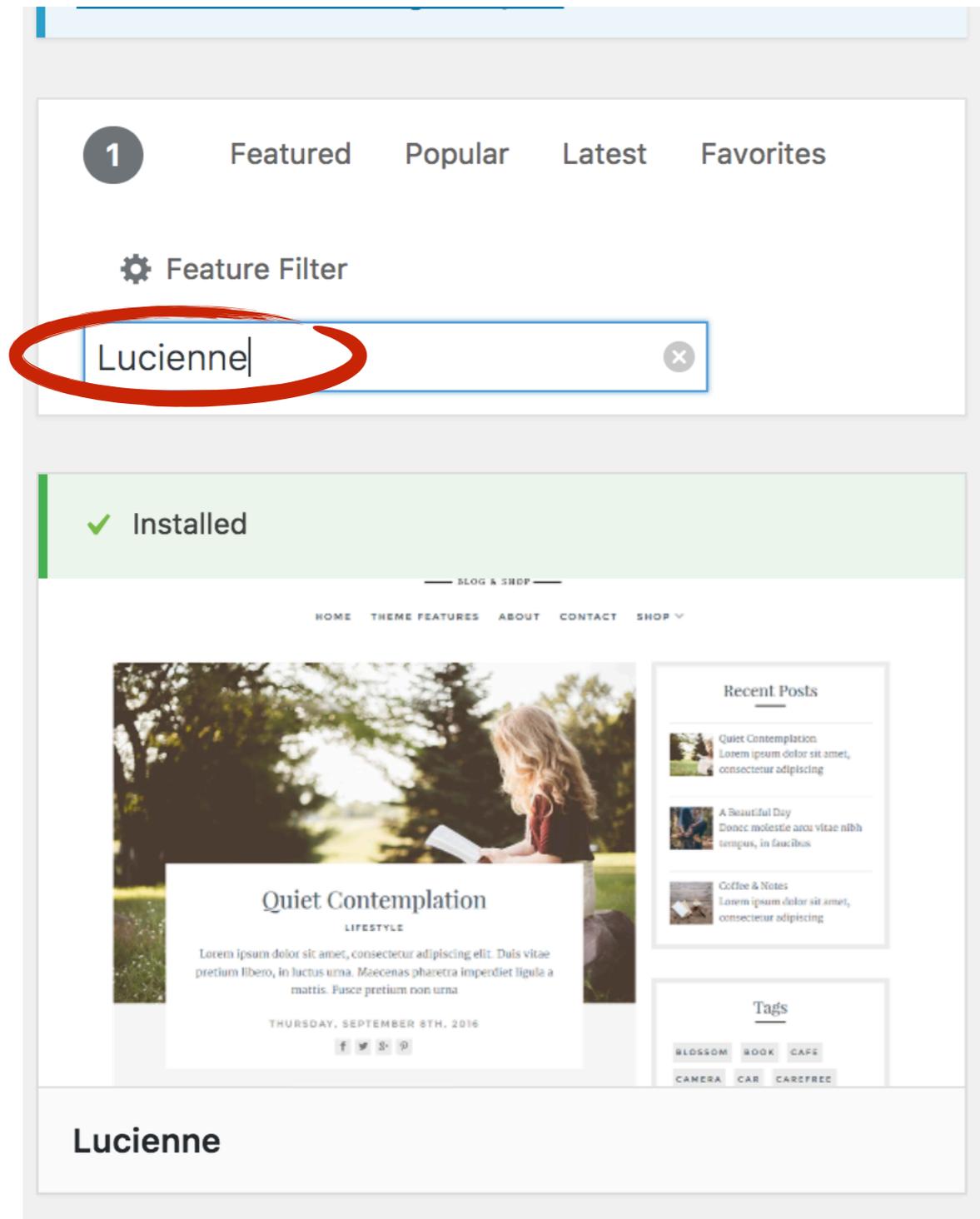
This screenshot shows the WordPress 'Add Themes' page. The top navigation bar is similar to the previous screenshot, but includes a 'Howdy, testingwordpressatied' greeting and a 'Help' dropdown menu. The left sidebar contains links for 'Dashboard', 'Messages', 'Earn', 'Posts', 'Media', 'Pages', and 'Comments'. The main content area features an 'Add Themes' heading, a search bar with the placeholder text 'Search themes...', and an 'Upload Theme' button. Below the search bar, there is a notice recommending plugins: 'Contact Form 7', 'Woocommerce', and 'WordPress Popular Posts'. At the bottom of the main content area, there is a blue banner with a lightning bolt icon and the text 'Increase your revenues: trust our experts and discover the Advertising Autopilot.'

WP Appearance > Themes



- Themes can be **customised** using a **graphical interface** which allows to change some aspects of the content and of the design (logo, header, Background image, menus position)

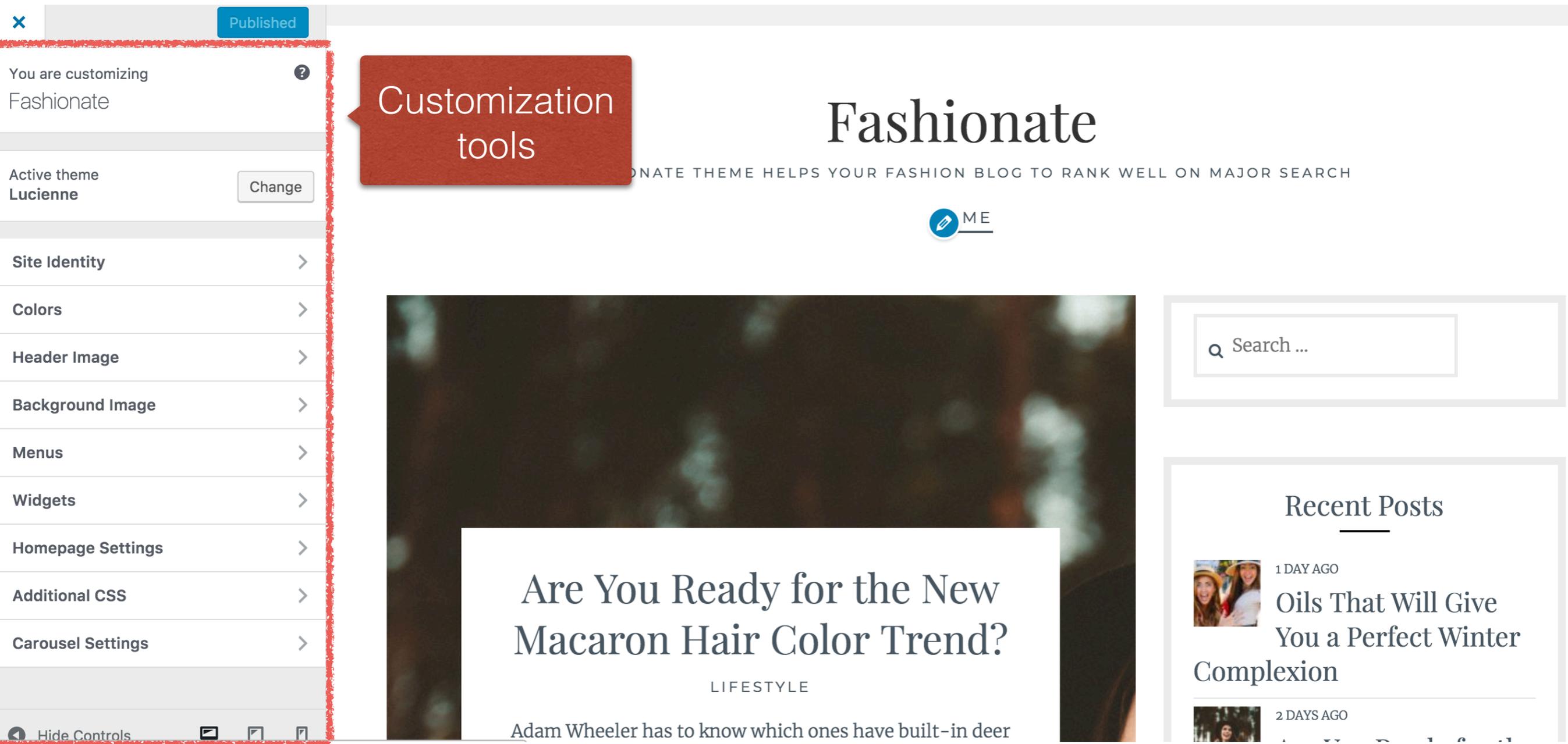
WP Appearance > Themes [Exercise]



The screenshot shows the WordPress 'Appearance > Themes' interface. At the top, there are tabs for 'Featured', 'Popular', 'Latest', and 'Favorites'. Below these is a 'Feature Filter' section with a search input field containing the text 'Lucienne'. The search results below show a theme preview for 'Lucienne' with a green 'Installed' status indicator. The preview includes a navigation menu with 'HOME', 'THEME FEATURES', 'ABOUT', 'CONTACT', and 'SHOP'. The main content area features a large image of a woman reading a book, with a text overlay that reads 'Quiet Contemplation' and 'LIFESTYLE'. Below the image is a paragraph of placeholder text and a date 'THURSDAY, SEPTEMBER 8TH, 2016'. To the right of the main image are sections for 'Recent Posts' and 'Tags'.

- ▶ Search for **Lucienne** theme and activate it
- ▶ Then you have the possibility to **customise** the theme from wordpress

WP Appearance > Themes [Exercise]



The screenshot shows the WordPress 'Appearance > Themes' interface. On the left, a sidebar contains a 'Published' tab and a list of customization tools: 'You are customizing Fashionate', 'Active theme Lucienne', 'Site Identity', 'Colors', 'Header Image', 'Background Image', 'Menus', 'Widgets', 'Homepage Settings', 'Additional CSS', and 'Carousel Settings'. A red dashed box highlights this sidebar. A red callout bubble labeled 'Customization tools' points to the sidebar. The main content area shows the 'Fashionate' theme preview with the title 'Fashionate' and a sub-header 'FASHIONATE THEME HELPS YOUR FASHION BLOG TO RANK WELL ON MAJOR SEARCH'. Below this is a 'ME' logo and a featured article titled 'Are You Ready for the New Macaron Hair Color Trend?' by Adam Wheeler. On the right, there is a search bar and a 'Recent Posts' section with two entries: 'Oils That Will Give You a Perfect Winter Complexion' (1 DAY AGO) and another post (2 DAYS AGO).

WP Appearance > Themes [Exercise]

- ▶ **Site Identity:** add an header image 'Add new image' (Logo)
- ▶ **Colors:** customise header text colors
- ▶ **Header Image:** add an header image 'Add new image'
- ▶ **Background Image:** the bg image of your design
- ▶ **Menus:** manage menus location
- ▶ **Widgets:** manage and order widgets
- ▶ **Homepage settings:** what shows your main page
- ▶ **Front Page Categories:** which categories appear in the front page

WP Appearance > Themes [Exercise]

- ▶ **Social:** add links to Social profiles
- ▶ **Sidebar Position:** select your preferred position
- ▶ **Additional CSS:** add your own CSS code here to customize the appearance and layout of your site
- ▶ **Footer Message:** customize Footer Message

WP Demo Site [Exercise]

<http://bit.ly/2FDhFYp> - <http://bit.ly/2mz9zHp>



Fashion theme helps your fashion blog to rank well on major search

Casual

Aliqua lorem ante, dapibus

Lifestyle

Integer tincidunt. Cras dapibus

Beauty

Nam eget dui. Etiam rhoncus.

WP Demo Site [Exercise]

Casual

Aliqua lorem ante, dapibus



Lifestyle

Integer tincidunt. Cras dapibus



Beauty

Nam eget dui. Etiam rhoncus.



New Gallery: Le Smoking



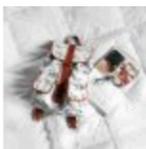
WP Demo Site [Exercise]

Search

Popular Posts

>  > Winter Coats to Fall in Love with Right Now

>  > Are You Ready for the New Macaron Hair Color Trend?

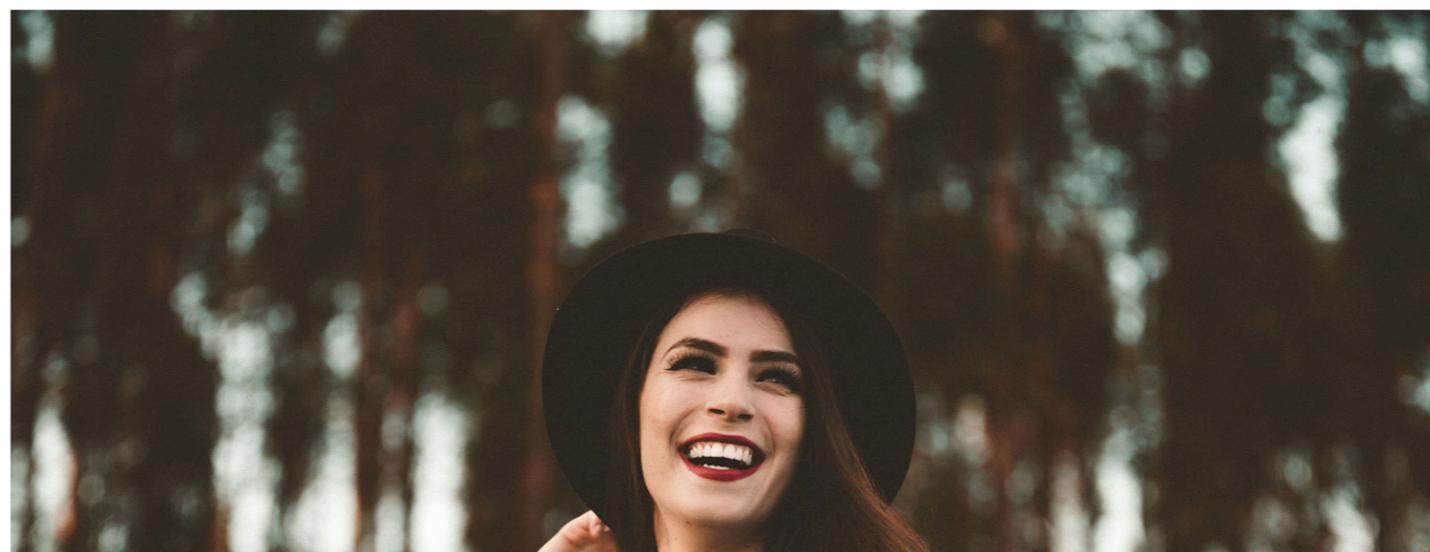
>  > Oils That Will Give You a Perfect Winter Complexion

Recent Posts

Oils That Will Give You a Perfect Winter Complexion

 Beauty  1 Comment  January 2, 2018

Adam Wheeler has to know which ones have built-in deer resistance, because most customers aren't living behind 8-foot protection (which by the way, doesn't deter woodchucks and rabbits, so I am not off the pest-control hook). Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in.

[Read More](#)

WP Demo Site [Exercise]

Categories

> Beauty (1)

> Casual (1)

> Gallery (1)

> Lifestyle (1)

> Video (1)



Winter Coats to Fall in Love with Right Now

Casual 1 Comment December 26, 2017

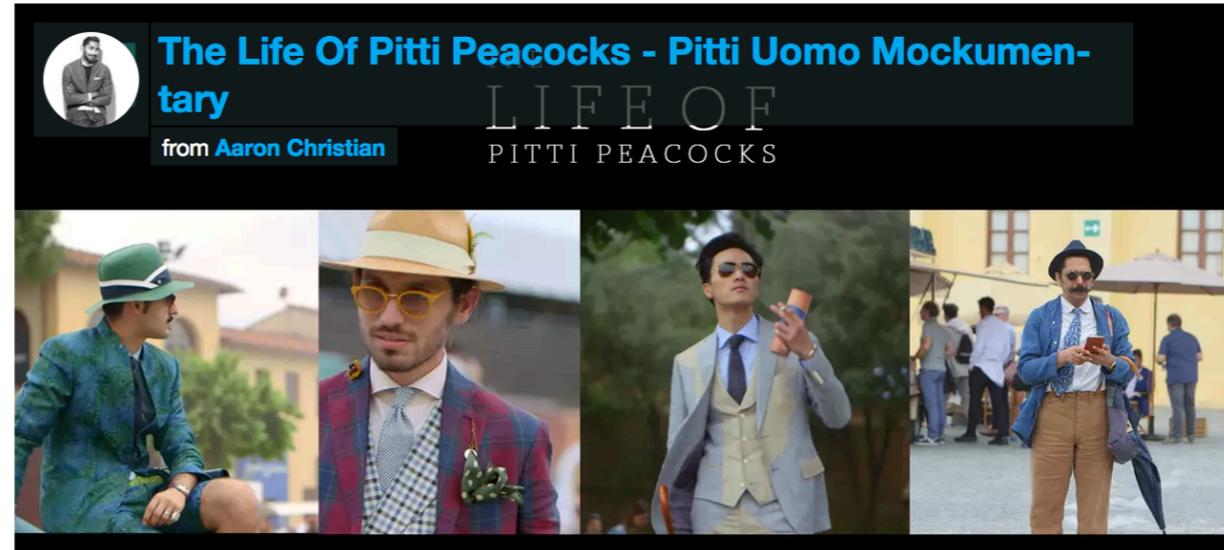
Adam Wheeler has to know which ones have built-in deer resistance, because most customers aren't living behind 8-foot protection (which by the way, doesn't deter woodchucks and rabbits, so I am not off the pest-control hook). Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in

[Read More](#)



The Life Of Pitti Peacocks - Pitti Uomo Mockumentary

WP Demo Site [Exercise]



Post Format: Video

Video Leave a Comment January 8, 2018

Read More



WP Demo Site [Exercise]



Post Format: Gallery

Gallery Leave a Comment January 4, 2018

Read More

WP Appearance > Plugins [Exercise]

- ▶ **Contact Form 7** it allows to create a contact form
- ▶ **Yoast SEO** The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.
- ▶ **iThemes Security** Take the guesswork out of WordPress security.
- ▶ **W3 Total Cache** The highest rated and most complete WordPress performance plugin
- ▶ **Cookie Notice** allows you to elegantly inform users that your site uses cookies and to comply with the EU cookie law regulations.
- ▶ **Responsive Posts Carousel** The best Posts Slider Plugin for WordPress you will ever need.

Free Wordpress Web Hosting

- ▶ <https://en.altervista.org> : no requirements [best choice]
- ▶ <https://www.000webhost.com/> : no requirements
- ▶ <https://www.netsons.com/> : you need a certified email
- ▶ <https://www.ilbello.com/> : you need a tax code

Homework

- ▶ Choose a **meaningful domain name** and **install WP** on one of the free web hosting platform in previous slide, **choose a theme; send the link** to me by email (andreaferracani@gmail.com) before 21st of January
- ▶ On 23rd January (next lesson) he will work on your web magazine and I'm going to help you to complete the website
- ▶ On 26th January (last lesson): you will have **to present** the final project to the class, each student will have 5 minutes

Tips for domain and blog name

- ▶ **Keep it short and memorable:** keeping it between one and 5 words is probably best
- ▶ **Don't use buzzwords:** Chic / Style / Fashion
- ▶ **Consider your location:** take inspiration! Think about a favorite street name or a street that is well known in your city or your region, state, town or country. But also neighborhood nicknames, languages, state bird, parks, local fruits and vegetables, mountain ranges, river names...
- ▶ **Represent yourself well :** encapsulate the best traits of yourself and your style (married, lonely, funny, cheerful)

Tips for domain and blog name

- ▶ **Choose a name related to the content of your website**
- ▶ **Make it easy to pronounce and spell**
- ▶ **Avoid hyphens in the name pattern**
- ▶ **Avoid doubled letters** : WordPresssetup.com
- ▶ **Make something up** : Can't find the right words? Make one up. Great examples of made up words for popular blogs include [The Glamourai](#), [Denimology](#), [Corporette](#).
- ▶ **Ask for help** : <https://www.shopify.com/tools/business-name-generator>

Tips for domain and blog name

- ▶ **Use the blank & blank standby** : pick unique words, they can be adjectives or nouns, but they should both be one or the other [ie: Xylophones & Cats or Handsome & Hungry; not Xylophones & Hungry]
- ▶ **Ask for help** : <https://www.shopify.com/tools/business-name-generator>

Tips for logo design

► Use a visual double



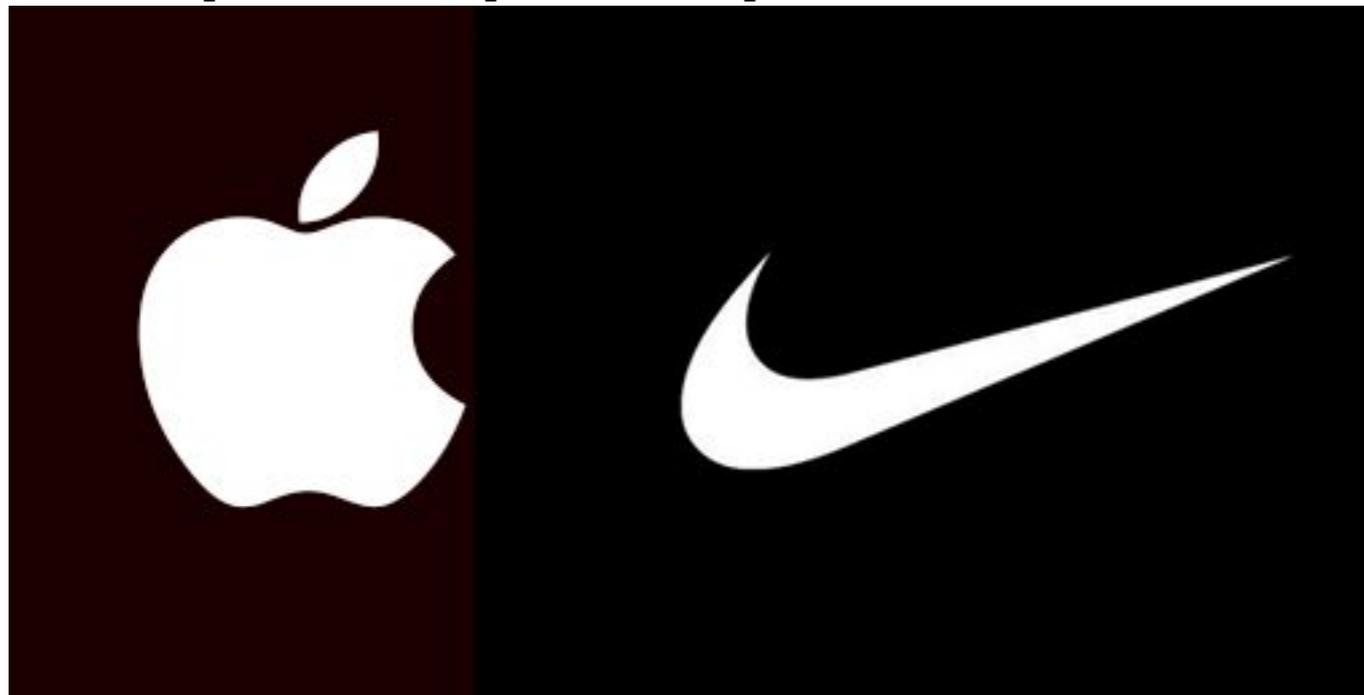
Tips for logo design

► Everybody loves custom types



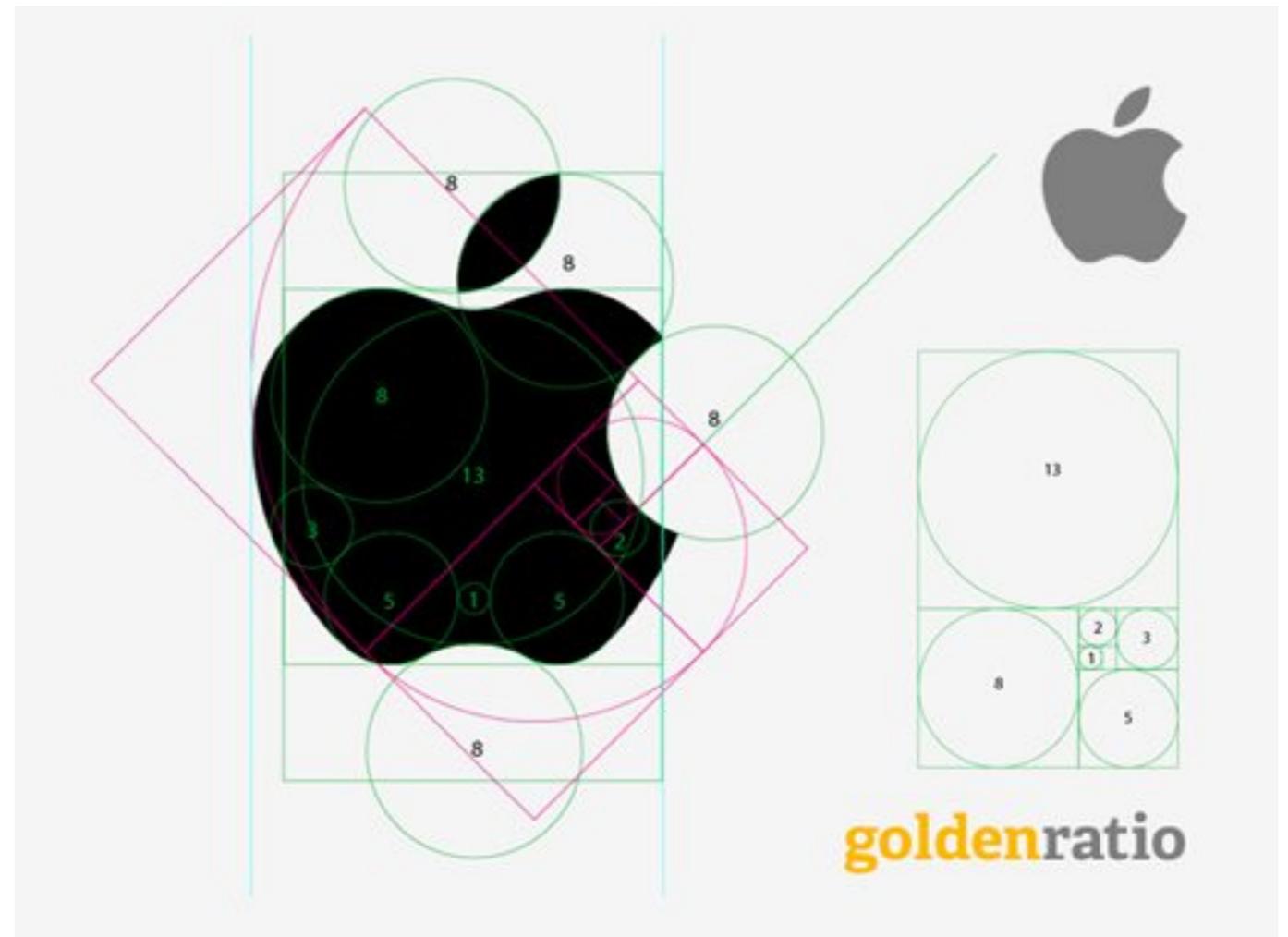
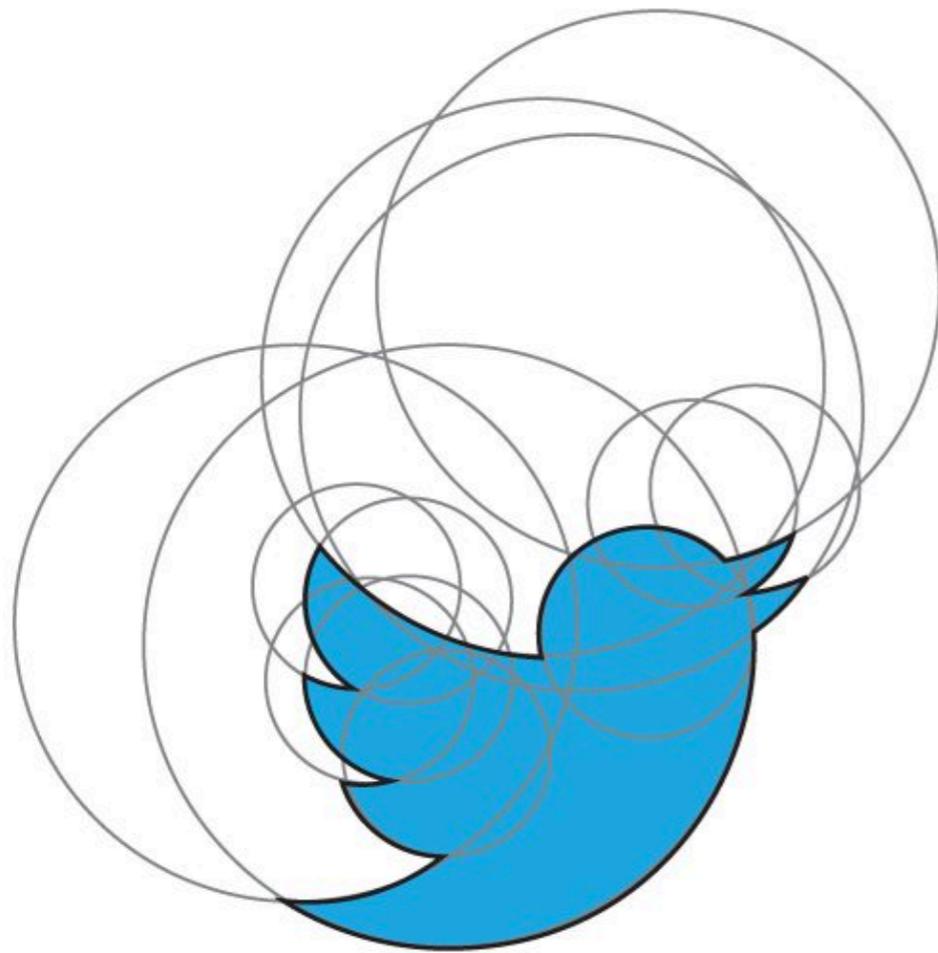
Tips for logo design

► Keep it simple stupid



Tips for logo design

► Consider proportion and symmetry



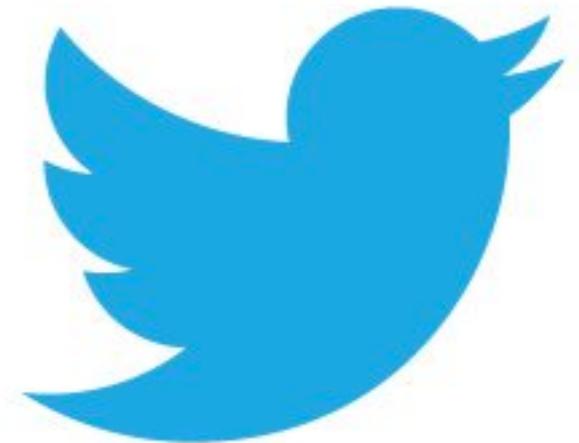
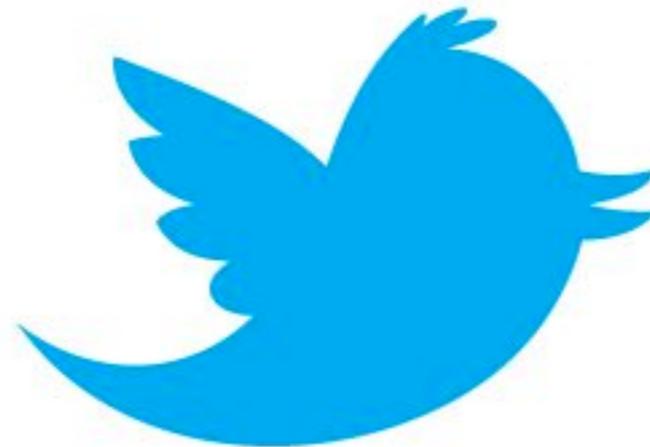
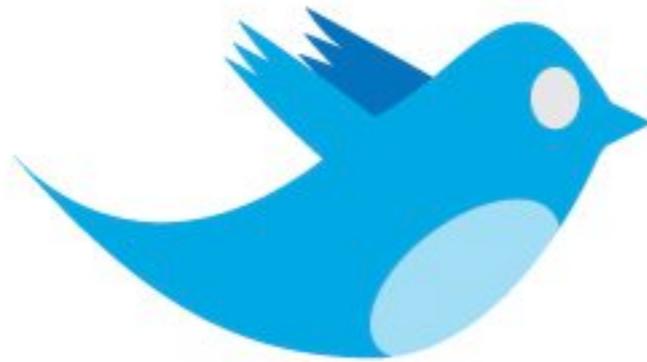
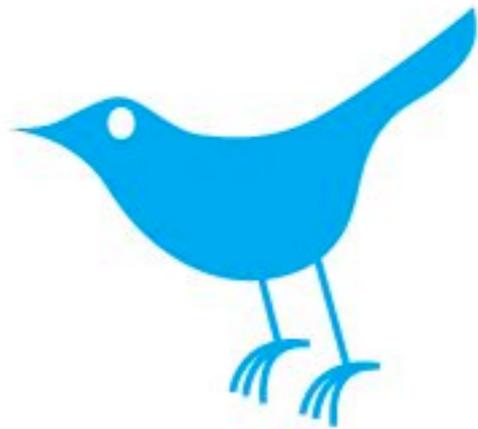
Tips for logo design

- ▶ **Consider negative space**



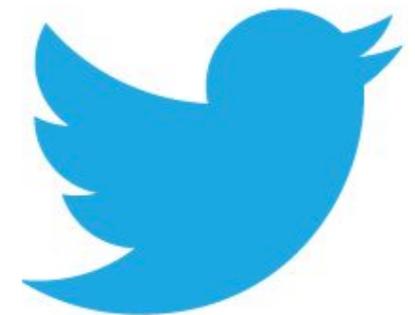
Tips for logo design

▶ Give a sense of motion



Tips for logo design

▶ Give it a meaning related to your site



Homework

- ▶ Have you sent the **magazine link**? check here: <http://bit.ly/2rtx3Du>
- ▶ **Site developed** by your teammates last year: <https://wearshegoesblog.wordpress.com/>
- ▶ **Subject**: communicate your experience at Pitti, the photoshooting sessions...
- ▶ Find a good **template** on altervista or search on the wp repo: <https://wordpress.org/themes/>
some examples of good free templates you can download: <https://justfreethemes.com/themes/fashion/>, <https://www.themely.com/10-free-fashion-wordpress-themes-2017>, <https://colorlib.com/wp/free-fashion-wordpress-theme/>
- ▶ Search **plugins** that can enhance your blog (visual widget, carousels etc.)
- ▶ Search on Google! There are a lot of free resources that can fit your needs
- ▶ In the **last two lessons** we are going to work on it!

Online image editor

- ▶ <http://www.photoshop.com/>
- ▶ <https://pixlr.com/>
- ▶ <https://ipiccy.com/>
- ▶ <https://vectr.com/>

Image Formats

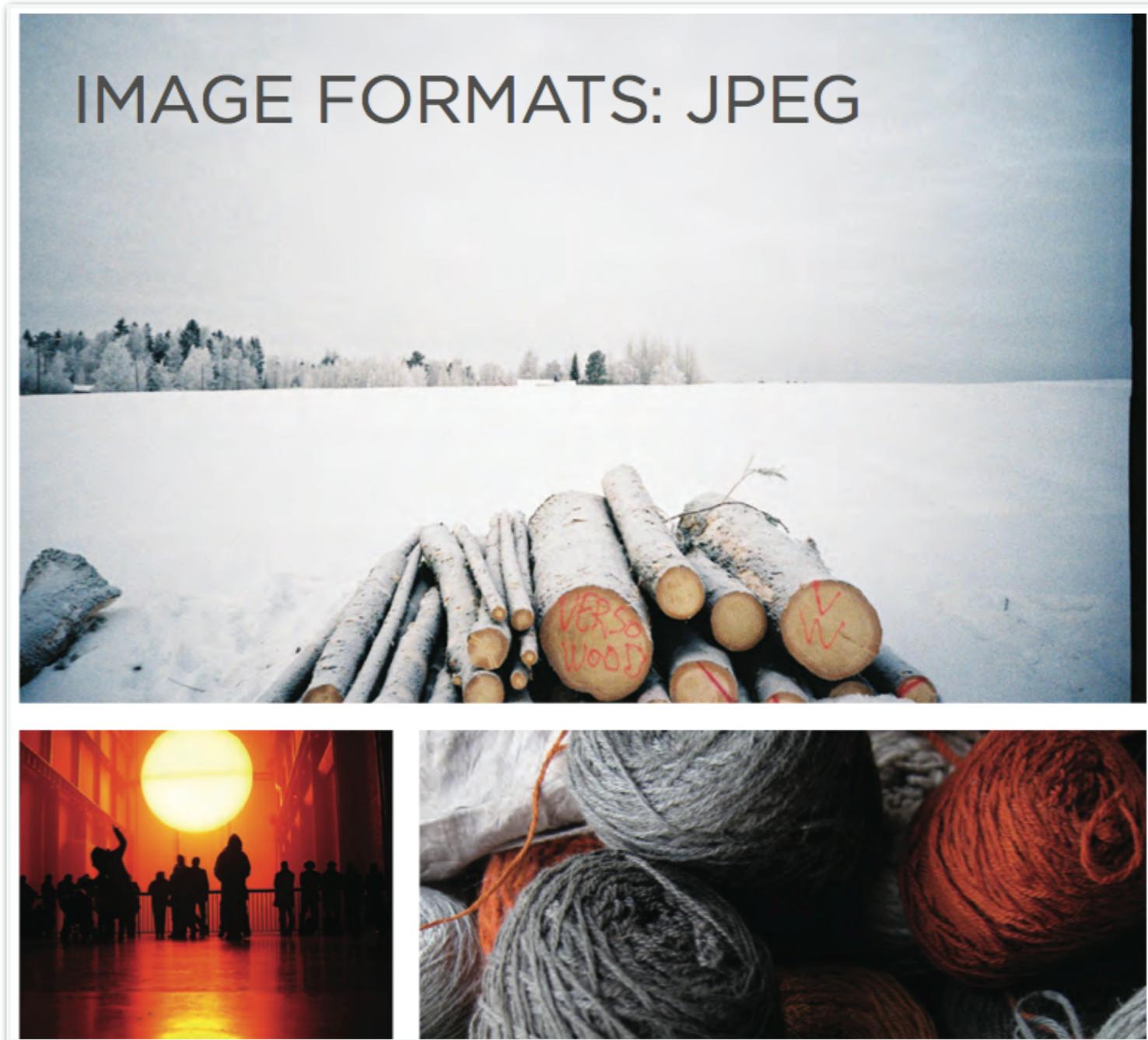
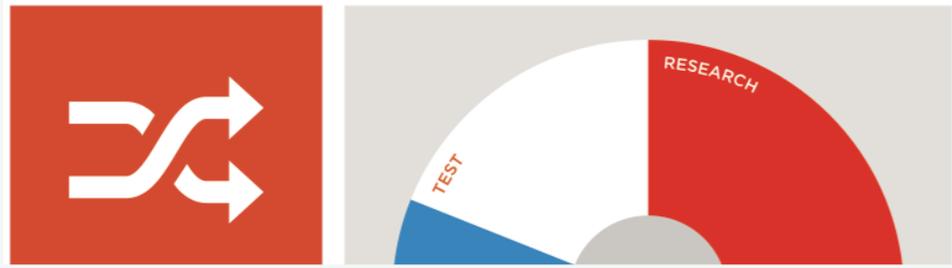


Image Formats

IMAGE FORMATS: GIF



Use GIF or PNG format when saving images with few colors or large areas of the same color.



Image Formats



Image Formats



Image Formats



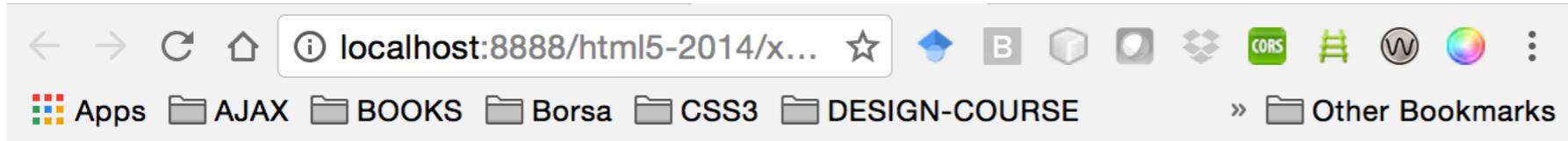
Image Formats



Computer displays visualise images at 72ppi

Print: 300ppi

Video

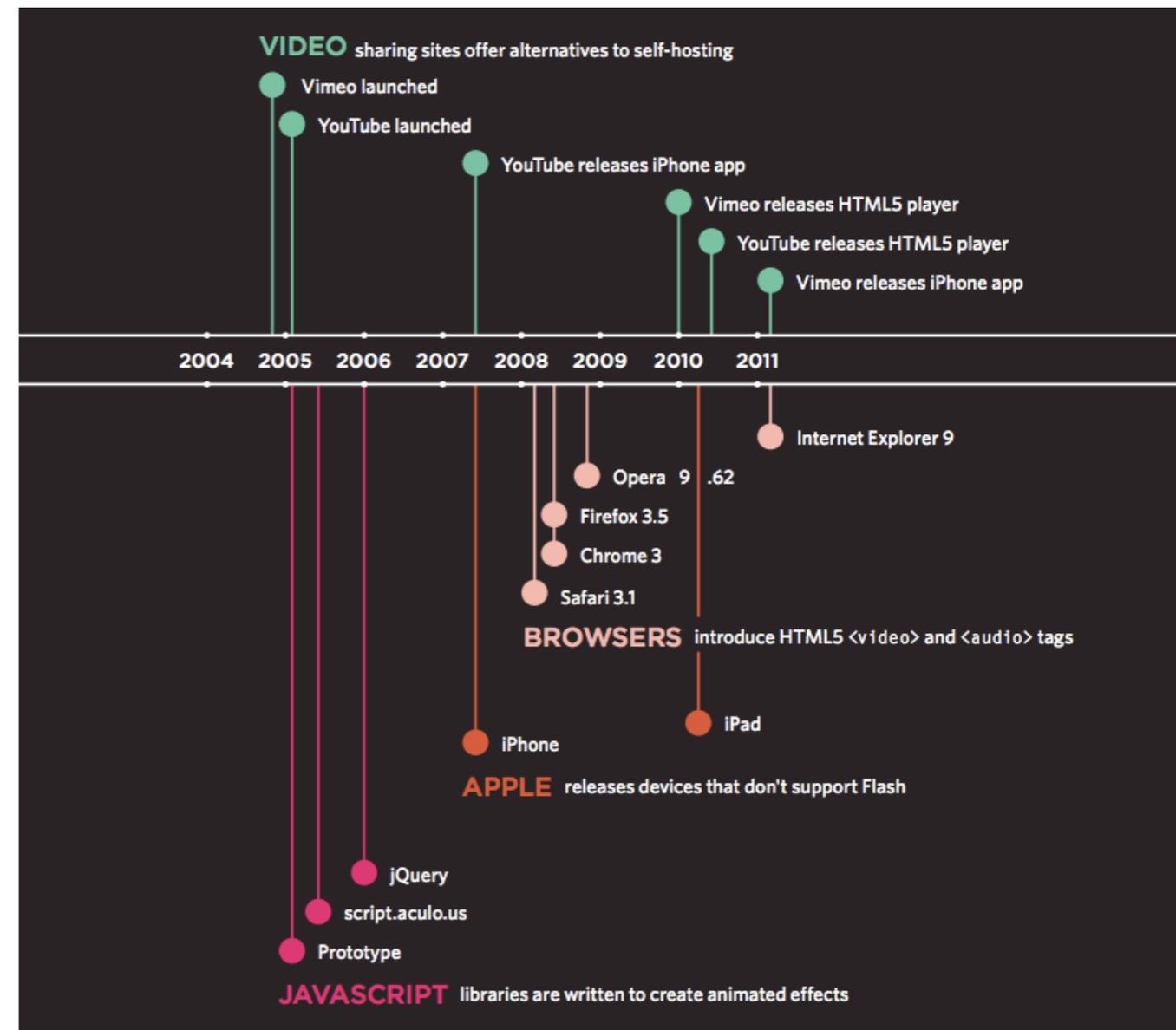
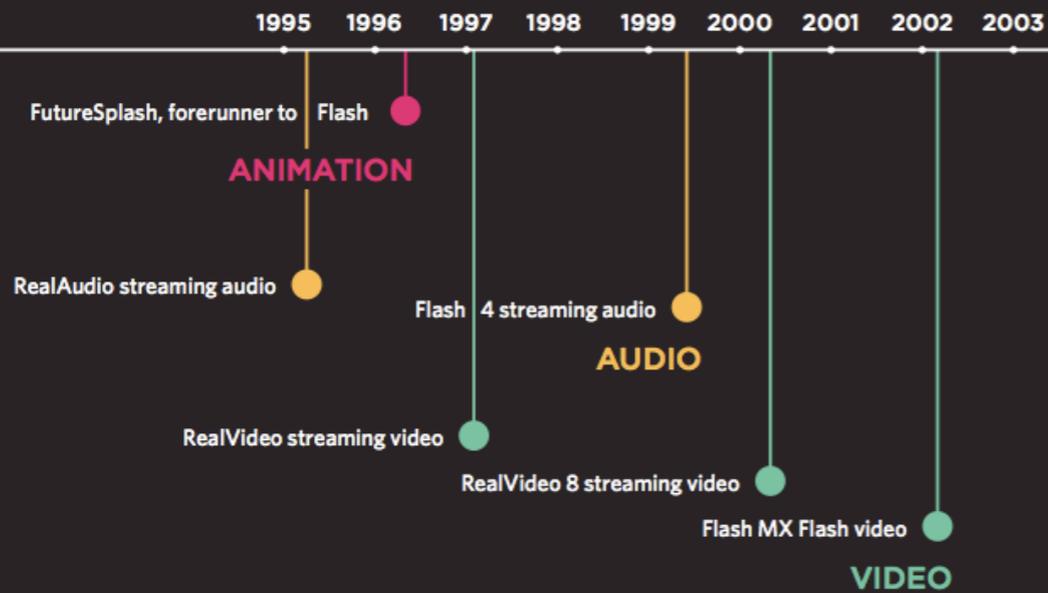


0:05 / 4:13

Video

TIMELINE: FLASH, VIDEO & AUDIO

Web technologies change quickly. Here you can see some of the changes in how animation, video, and audio are created on the web.



Video

VIDEO CODEC SUPPORT IN SHIPPING BROWSERS

CODECS/CONTAINER	IE	FIREFOX	SAFARI	CHROME	OPERA	IPHONE	ANDROID
Theora+Vorbis+Ogg	.	3.5+	†	5.0+	10.5+	.	.
H.264+AAC+MP4	9.0+	.	3.0+	5.0+‡	.	3.0+	2.0+
WebM	9.0+*	4.0+	†	6.0+	10.6+	.	2.3+

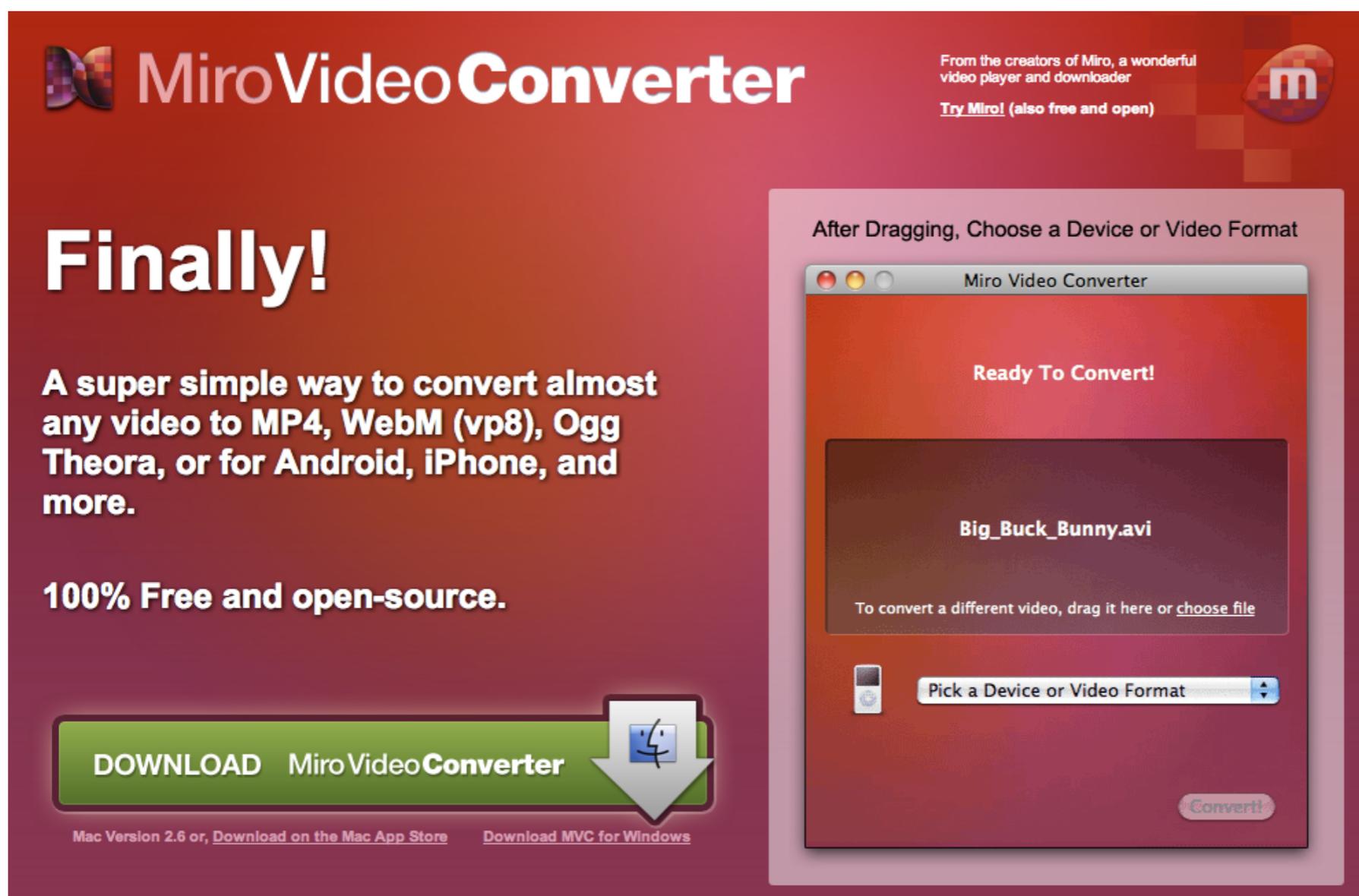
* Internet Explorer 9 will only support WebM when the user has installed a VP8 codec.

† Safari will play anything that QuickTime can play. QuickTime comes pre-installed with H.264/AAC/MP4 support. There are installable third-party plugins that add support for Theora and WebM, but each user needs to install these plugins before Safari will recognize those video formats.

‡ Google Chrome promised to drop support for H.264 in 2011, but it never happened.

Video

<http://www.getmiro.com/download/for-osx/>



Miro Video Converter

From the creators of Miro, a wonderful video player and downloader
[Try Miro! \(also free and open\)](#)

Finally!

A super simple way to convert almost any video to MP4, WebM (vp8), Ogg Theora, or for Android, iPhone, and more.

100% Free and open-source.

DOWNLOAD Miro Video Converter

Mac Version 2.6 or, [Download on the Mac App Store](#) [Download MVC for Windows](#)

After Dragging, Choose a Device or Video Format

Ready To Convert!

Big_Buck_Bunny.avi

To convert a different video, drag it here or [choose file](#)

Pick a Device or Video Format

Convert!

Fonts



Fonts

- ▶ [Google Fonts](#)
- ▶ www.fontsquirrel.com
- ▶ www.fontex.org
- ▶ www.openfontlibrary.org
- ▶ www.typekit.com
- ▶ <https://www.dafont.com/>
- ▶ www.fontspring.com

CSS
chapter-12/understanding-font-formats.html

```

@font-face {
  font-family: 'ChunkFiveRegular';
  src: url('fonts/chunkfive.eot');
  src: url('fonts/chunkfive.eot?#iefix')
    format('embedded-opentype'),
    url('fonts/chunkfive.woff') format('woff'),
    url('fonts/chunkfive.ttf')
    format('truetype'),
    url('fonts/chunkfive.svg#ChunkFiveRegular')
    format('svg');
}
        
```

BROWSER	FORMAT			
	eot	woff	ttf / otf	svg
Chrome (all)				●
Chrome 6+		●	●	●
Firefox 3.5			●	
Firefox 3.6+		●	●	
IE 5 - 8	●			
IE 9+	●	●	◐	
Opera 10+			●	●
Safari 3.1+			●	●
iOS <4.2				●
iOS 4.2+			●	●

Fonts

- ▶ <https://www.myfonts.com/WhatTheFont/>
- ▶ <https://www.fontsquirrel.com/matcherator>
- ▶ www.fontex.org
- ▶ <http://type.method.ac/>