Chetan Keshav, Teaching Artist ArtSeed Packet

BIO: Chetan Keshav: Chetan is a 27-year-old UX Designer from San Diego, CA. He's designing and developing an instrument monitoring tool at Illumina. He started his career as a web developer at Sapient Nitro in Bangalore, India where he developed websites for some of the largest vehicle manufacturers.

However, his interest in design led him to pursue a Masters' in Human Computer Interaction at the University of Michigan in 2017. He's since then worked on several community projects to help organizations understand their patrons. Apart from understanding users' and designing products, Chetan is also interested in developing websites for them using cutting edge technologies.

When he's not designing or developing, Chetan likes to explore the wilderness and go on long runs.

Check out one of his project videos (10min): https://youtu.be/y7nz_yDx1xo

ArtSeed Statement: I met Josefa in 2019 as a part of my Spring break project. Over the course of a week, I understood ArtSeed's impact on the community and got to work with the amazing people who make it happen. As a kid, I was very much interested in art, but I couldn't often find like-minded people. I feel that child me, would've appreciated a platform like ArtSeed a lot.
I support ArtSeed's mission and want to be involved with the community.

Lesson#:   Title: UX Design/Web 101 **Date:** 7/10 **Time of day:** 10:00am-12:00pm

Artist: Chetan Keshav

Material / Prep: A computer with good internet connection. The participants will be requested to install Sublime Text, a code editor on their computer.

Goals: With much of our lives online, it is imperative to create art in the online space to reach out to a larger audience. Web design can contribute to the visitors' experience in a desirable way.

Activity: The students will be asked to follow the step by step instruction video to acquaint themselves with the basics. I will introduce them to HTML tags, and some CSS properties. I will also introduce Bootstrap, a popular CSS framework to kick-start their web development project.

Vocabulary: learn, user experience, web, technology, development, coding, html, css, online world.

Closing: Everyone will show their pages, and talk about what they liked about the workshop.

Successes: Successfully make a new website.

Challenges: Syntax errors can be hard to figure out for beginners.

CA State Standard(s):

Relevant Artist(s) and Distinguished People: Brad Frost, Paul Irish

Intro to Websites
Video version of the intro (15 min): https://youtu.be/vXKgDUskVvw
Complete Instructions (50 min):   https://youtu.be/qjttQs0QUCs

The aim of this short course is to introduce one to the basics of web design and development. The reader/student should be able to make a simple website, and host it on a public facing server for others to access.

Tooling
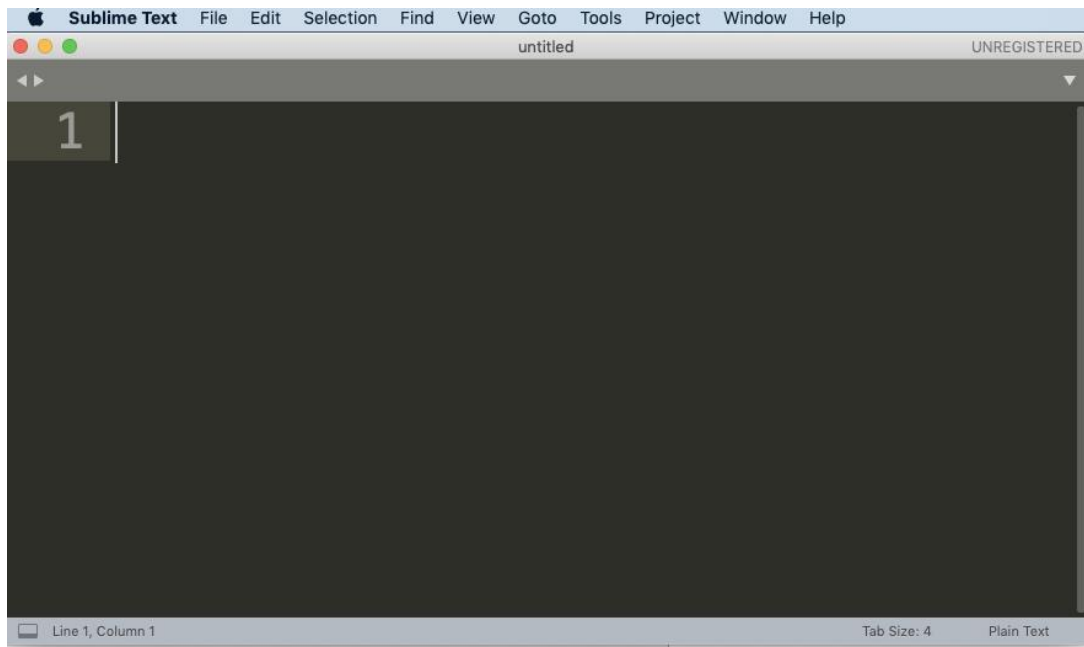Please download and install Sublime Text on your computer before starting with the lecture. This software can be downloaded from: https://www.sublimetext.com/ ,
I strongly recommend using this software. If, for some reason, you are not able to use it, you may also use the web interface at https://codepen.io/ . Please make an account on codepen if you're planning to use it for the exercise.

Using Sublime Text
Open the sublime text editor on your computer. Look for the following icon:

This is the default view of the text editor:

I have increased the font size in this screen for your convenience, but your screen should be similar. Please note that I am working on MacOS. If you are using windows, your view might be slightly different.

Go ahead and type something in the text editor. A lot of developers like to have a dark background with colorful text to work on, unlike the usual text editors. If you don't like this, the color scheme can be changed in the settings.

Create a project folder
We'll soon deal with multiple files for this project. Developers usually use a tool called "git" to organize and save their files. We will just create a folder to keep our files in for now.

Action: Go ahead and create a folder in an accessible location. I will make mine on the desktop.

How does a web page work?
A web page is made of three types of files:

1. HTML: Hyper Text Markup Language. This file has all the text that appears on the page and is arranged in a certain way within tags for your computer to understand.

2. CSS: Cascading Style Sheet. This file has the instructions to change the look and feel of the page. You can change the font, color, background and control the position of the text defined in HTML.

3. JS: JavaScript. This file has instructions to make the page interactive. Think of the several tiny interactions that you see on the page. Example, when you buy clothes online and add something to the cart, the tiny cart logo on the top changes. This is done by JavaScript.

<u>Writing an HTML file</u>

Make a new file, and save it in your project folder. Name is "index.html". Start by putting the following in your HTML file:

<!DOCTYPE html>

This line will let the browser know that this file is an HTML file.

Next type this:

<html></html>

This is the HTML tag. All the text in an HTML file is enclosed within tags. A tag has an opening tag enclosed by angle brackets like this: **<p> This is a p tag </p>**. A tag can enclose other tags. Example:
<section>
      <h1>My first blog</h1>
      <p>Hello all, this is my first blog....</p>
</section>
There are many different kinds of tags out there, but we will discuss a few to get started. Go ahead and type the following in your code editor. Not everything will make sense now, but I will explain it in a bit.:

```
<!DOCTYPE html>
<html>
    <head>
      <title>this is my page</title>
    </head>
    <body>
       <h1>This is the heading </h1>
       <p>Hello worlds</p>
    </body>
</html>
```

html tag is the parent tag. Everything in the document must be enclosed in html tag. head and body are the "children" of this html tag.

head tag contains some critical information about the page. Like the title and references to other files used in the page.
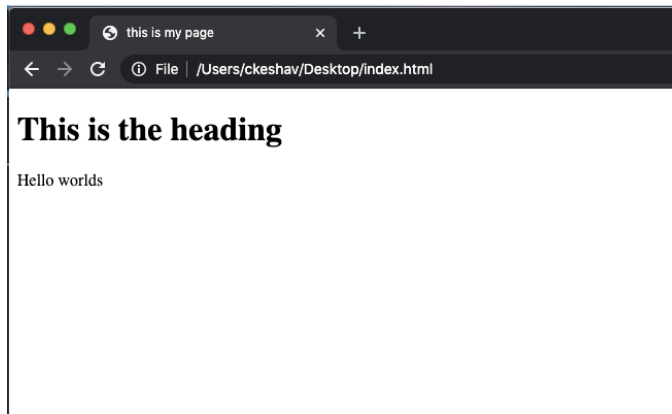
title tag contains the title of the page. This is what you see at the top of the html tab.

body tag is where the text of the document lives. The content here is visible on the page.

H1 or the heading1 is a tag for large text.

p tag or the paragraph tag refers to plain text for the

Type this in the "index.html", and double click the file to open it in the browser. This is what you should see:

Congratulations! You just wrote your first page.

Now, watch a video introduction to Chetan's Generative Art Lesson:
https://www.youtube.com/watch?v=HvIjVpZKObM