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# MAKE SHOP APPALACHIA

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TIME TO DESIGN AND DREAM  
AND BUILD OUR OWN FUTURE.

///

TRYING SOMETHING THAT HASNT BEEN DONE YET  
HERE IN OUR VERY OWN WEST VIRGINIA HOMETOWN.  
THE MAKESHOP ENTREPRENEURSHIP WORKSHOPS  
BY MESH DESIGN AND THE BOYS AND GIRLS CLUB





YOUR GUIDE :]

WORKSHOP 1: YOUR BIG IDEA IN APPALACHIA

WORKSHOP 2: VISUAL DESIGN

WORKSHOP 3: CODING

CHOOSE ONE!

DESIGN TRACK

CODE TRACK

WORKSHOP 4: VISUAL DESIGN

WORKSHOP 4: CODING

WORKSHOP 5: VISUAL DESIGN

WORKSHOP 5: CODING

IDEA FESTIVAL! PITCH COMPETITION

# YOUR NEXT BIG IDEA FOR APPALACHIA.

1

ENTREPRENEURSHIP: AND  
CREATIVE PROBLEM SOLVING  
THROUGH DESIGN THINKING

## WHAT DOES APPALACHIA NEED FOR OUR NEW FUTURE? WHAT DOES YOUR NEIGHBORHOOD NEED?

### The Plan

1. Say Hello! Welcome and Introductions (15 minutes)
2. Selfie Mapping: New Look Who Dis? (5 minutes)
3. Mindmapping Strengths: Collaborative Brainstorming Community Assets (10 minutes)
4. Challenge Map (10 minutes)
5. Empathy Interviewing (10 minutes)
6. Discussion (15 minutes)
7. Ideation: How to Intervene with a Positive change? (40 minutes)
8. Idea Sharing (15 minutes)

#### Activities:

- ✕ Ideation and rapid prototyping
- ✕ Mindmapping
- ✕ Positive psychology strategy
- ✕ Design thinking methodology
- ✕ Place-based inquiry
- ✕ Empathy mapping and empathetic design practices

#### Learning Objective

- ✕ Creative Problem-solving
- ✕ Resilience
- ✕ Supportive Collaboration
- ✕ Inquiry-Based Processing
- ✕ Creative Confidence
- ✕ Visioning Agency

SAY HELLO!

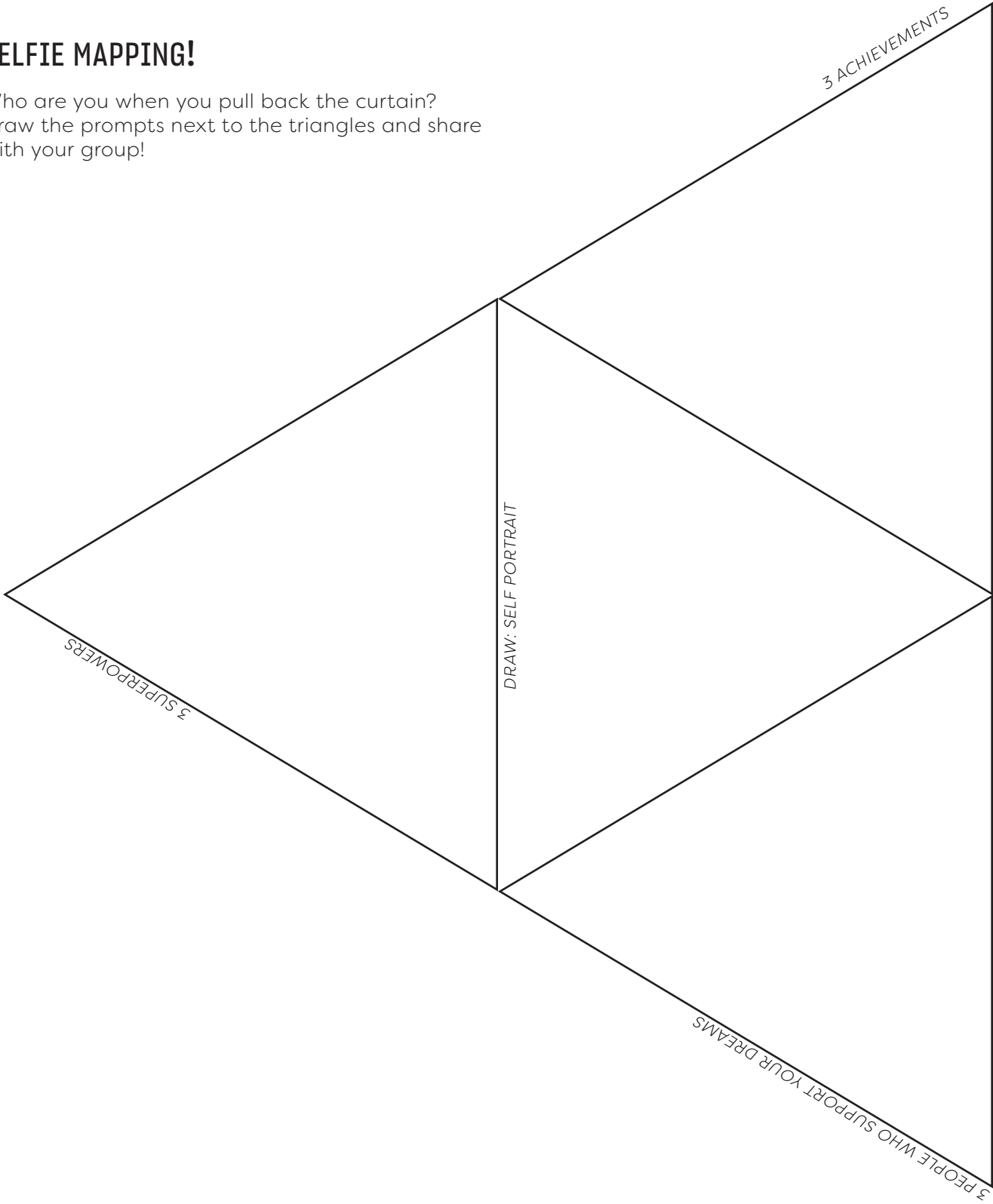
Welcome to the Makeshop Entrepreneurship Workshops! This is the time to say helloooo to your neighbors--we're about to jump into a real adventure together.

Go around the group and introduce yourself with your name, your favorite color, and your favorite thing about the place you live!

# NEW LOOK WHO DIS?

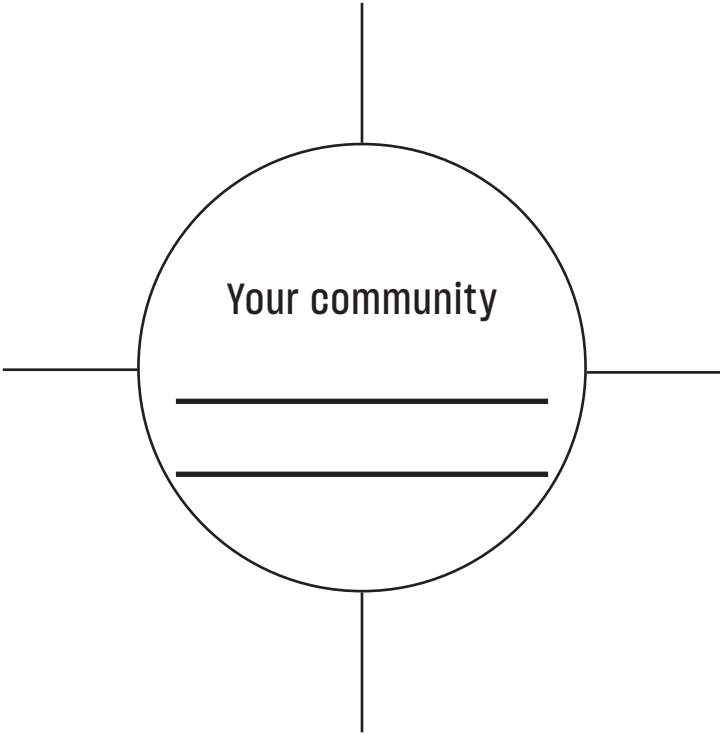
## SELFIE MAPPING!

Who are you when you pull back the curtain?  
Draw the prompts next to the triangles and share  
with your group!



# WHAT ARE THE BEST THINGS ABOUT THE PLACE YOU LIVE?

Mindmapping is the process of mapping lots of  
different really quick ideas together and drawing  
lines to map how they relate to each other!



# WHAT ARE THE BIGGEST CHALLENGES IN YOUR COMMUNITY?

Draw out 9 things that you really wish you could change about where you live.

# WHAT DOES YOUR NEIGHBORHOOD NEED?

## EMPATHY INTERVIEWING!

Write out what you think your neighborhood needs in the center and pass it to the person next to you to get a new perspective. They can write things that come to their mind after seeing what you've thought up!

Your neighborhood  
needs...

WHAT CAN YOU DREAM  
UP THAT COULD START  
TO SOLVE SOME OF THE  
CHALLENGES IN YOUR  
NEIGHBORHOOD? I

IDEATION!

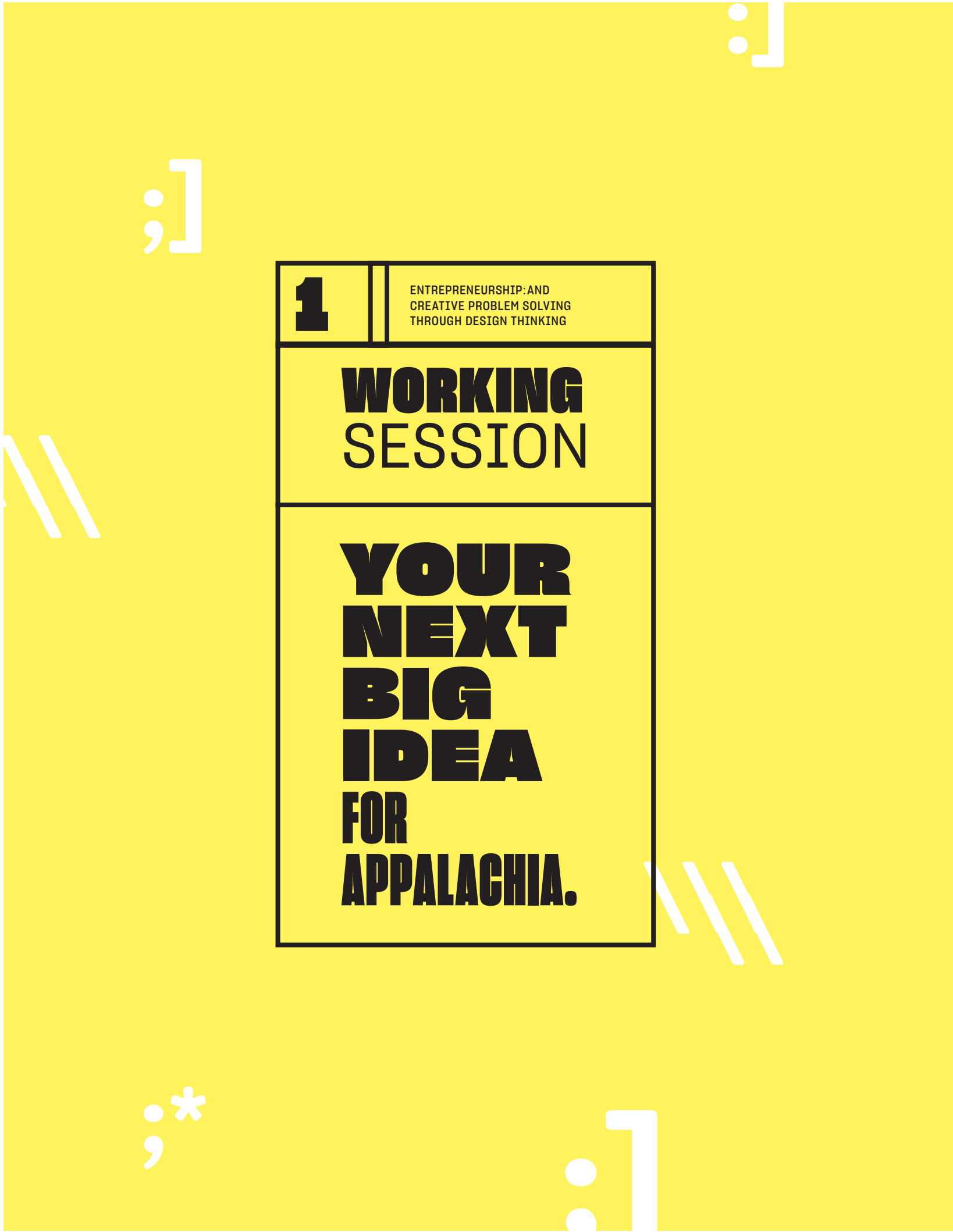
Draw, write, collage, sculpt, take some time to brainstorm different ideas of what your dream neighborhood may look like, what it may have, what you may be able to tackle to start to see the place you envision!

1

ENTREPRENEURSHIP, AND  
CREATIVE PROBLEM SOLVING  
THROUGH DESIGN THINKING

1

ENTREPRENEURSHIP, AND  
CREATIVE PROBLEM SOLVING  
THROUGH DESIGN THINKING



EMPATHY  
INTERVIEWING

Now that you’ve done the first workshop, you may have a couple solutions or may have figured out that you need more information. What better way to make sure you’re on the right track than to ask questions! Write up at least 5 questions that you may have for someone in your community that will help you.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



**INTERVIEW  
SOMEONE IN  
YOUR GROUP AS  
PRACTICE.**



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**INTERVIEW  
SOMEONE IN YOUR  
NEIGHBORHOOD!**



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

WHEN I DARE TO BE  
POWERFUL TO USE  
MY STRENGTH IN THE  
SERVICE OF MY  
VISION THEN  
IT BECOMES LESS IMPORTANT  
WHETHER I AM AFRAID.

AUDRE LORDE

2

VISUAL DESIGN:  
OVERVIEW  
DURATION: 1.5 HOURS

## HOW CAN YOU VISUALIZE YOUR IDEA DEVELOPED IN WORKSHOP 1 TO COMMUNICATE IT WITH OTHERS?

### The Plan

1. Intro to Visual Design (15 minutes)
2. Rapid Prototyping: Sketching (15 minutes)
3. Make a Big Sketch
4. Group Crit: Present Ideas (15 minutes)
5. Drawing to Digital: Intro to Illustrator (15 minutes)
6. Drawing to Digital: Illustrator Design (30 minutes)
7. Cool Ends Crit Final Thoughts (15 minutes)

#### Activities:

- ✕ Sketching
- ✕ Adobe Design Programs (Illustrator)
- ✕ Drawing Transfer To Digital
- ✕ Visual Design
- ✕ Visual Identity
- ✕ Narrative Development

#### Learning Objective

- ✕ Creative Problem Solving
- ✕ Storytelling
- ✕ Creative Confidence
- ✕ Visual Translation
- ✕ Collaboration
- ✕ Positive Feedback



# WHAT IS VISUAL DESIGN?

## 2 VISUAL DESIGN: INTRO TO VISUAL DESIGN

MAGAZINE DESIGN LAYOUTS:



PACKAGING DESIGN

POSTERS



EXHIBITION DESIGN AND SIGNAGE

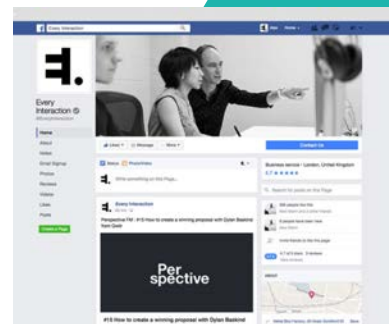
LOGOS



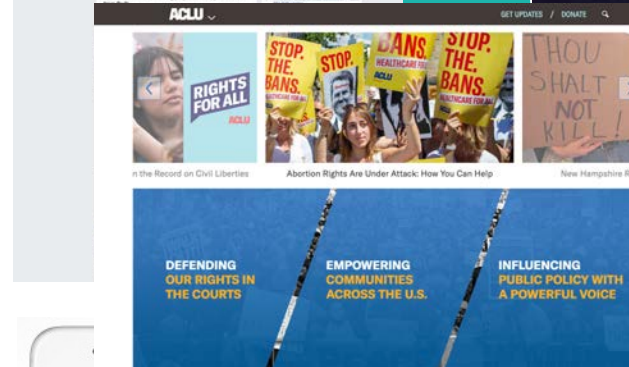
FENTY BEAUTY  
BY RIHANNA



SOCIAL MEDIA DESIGN AND WEBSITE DESIGN



TSHIRT DESIGN



ICON AND APP DESIGN



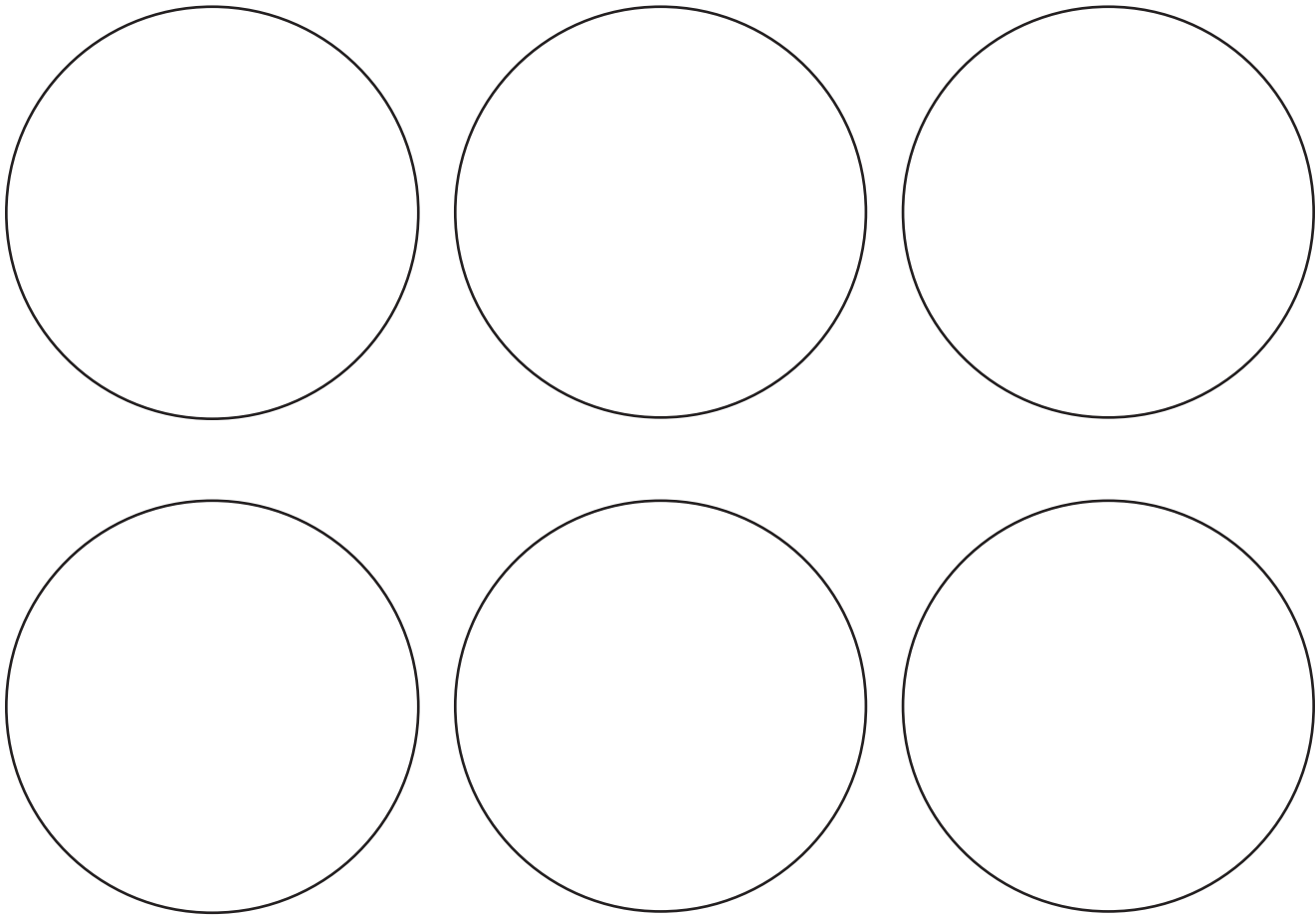
BOOK DESIGN



**DRAW A  
REPRESENTATION  
OF WHAT YOUR  
NEIGHBORHOOD**

2

VISUAL DESIGN:  
RAPID PROTOTYPING  
15 MINUTES

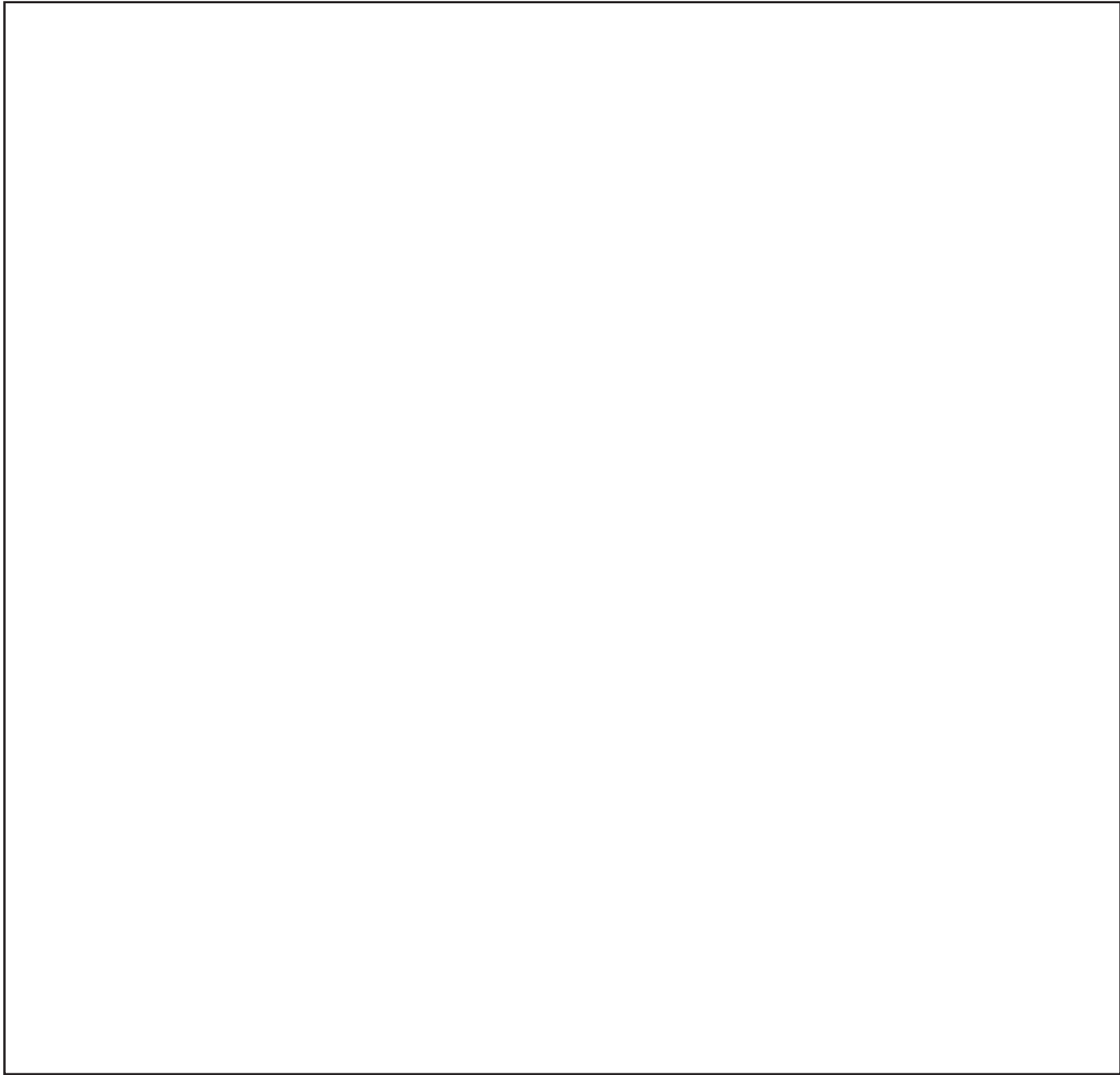


**SKETCH OUT SOME  
IDEAS OF HOW  
TO SOLVE THE  
CHALLENGE.**

2

VISUAL DESIGN:  
MAKE A BIG SKETCH  
15 MINUTES

Now that you know what your neighborhood needs, think through how to solve it!





# CREATING YOUR ILLUSTRATOR DOCUMENT

2

VISUAL DESIGN:  
RAPID PROTOTYPING  
15 MINUTES

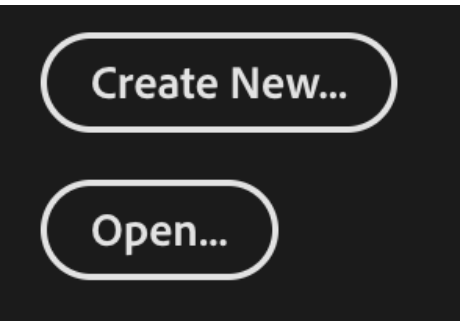
Get Started!

Open Adobe Illustrator on your computer, and create a new artboard.

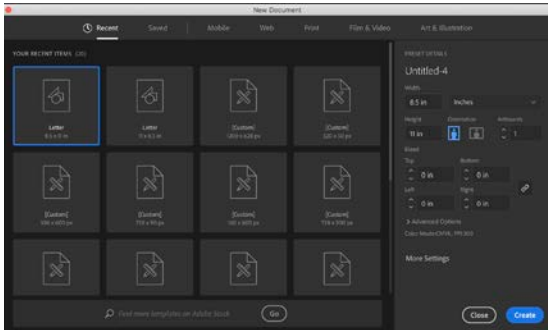
1. Find the Adobe Illustrator icon at the bottom of your screen and click on it. It should look like this:



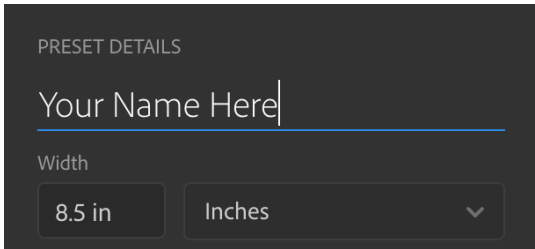
2. Click the “Create New” button.



3. Your screen should now look like this:



4. On the right side, where it says “Untitled”, click on that and type your name.

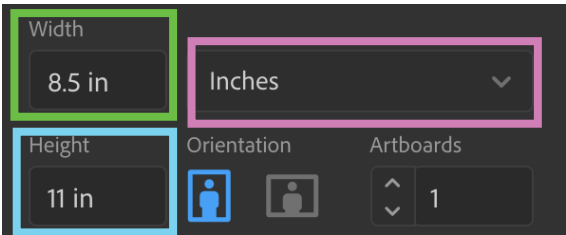


# CREATING YOUR ILLUSTRATOR DOCUMENT

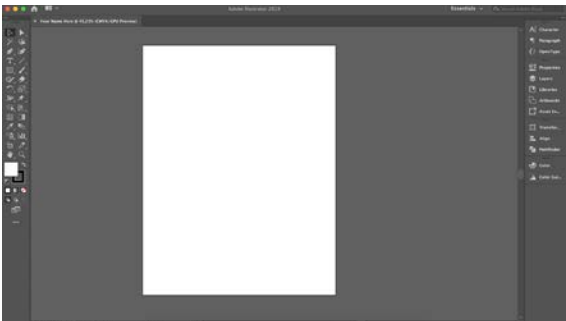
2

VISUAL DESIGN:  
RAPID PROTOTYPING  
15 MINUTES

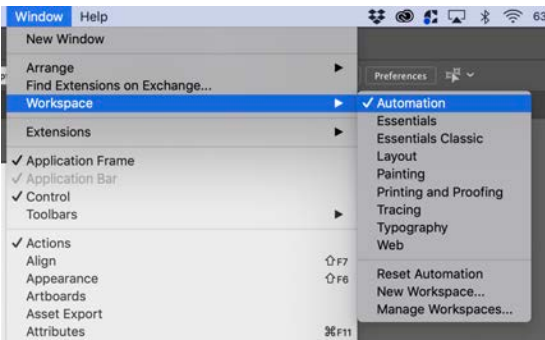
- 5. Make sure youre working in Inches
- 6. Make sure your width is set to 8.5
- 7. Make sure your height is set to 11



8. Click create! Your screen should now look something like this.

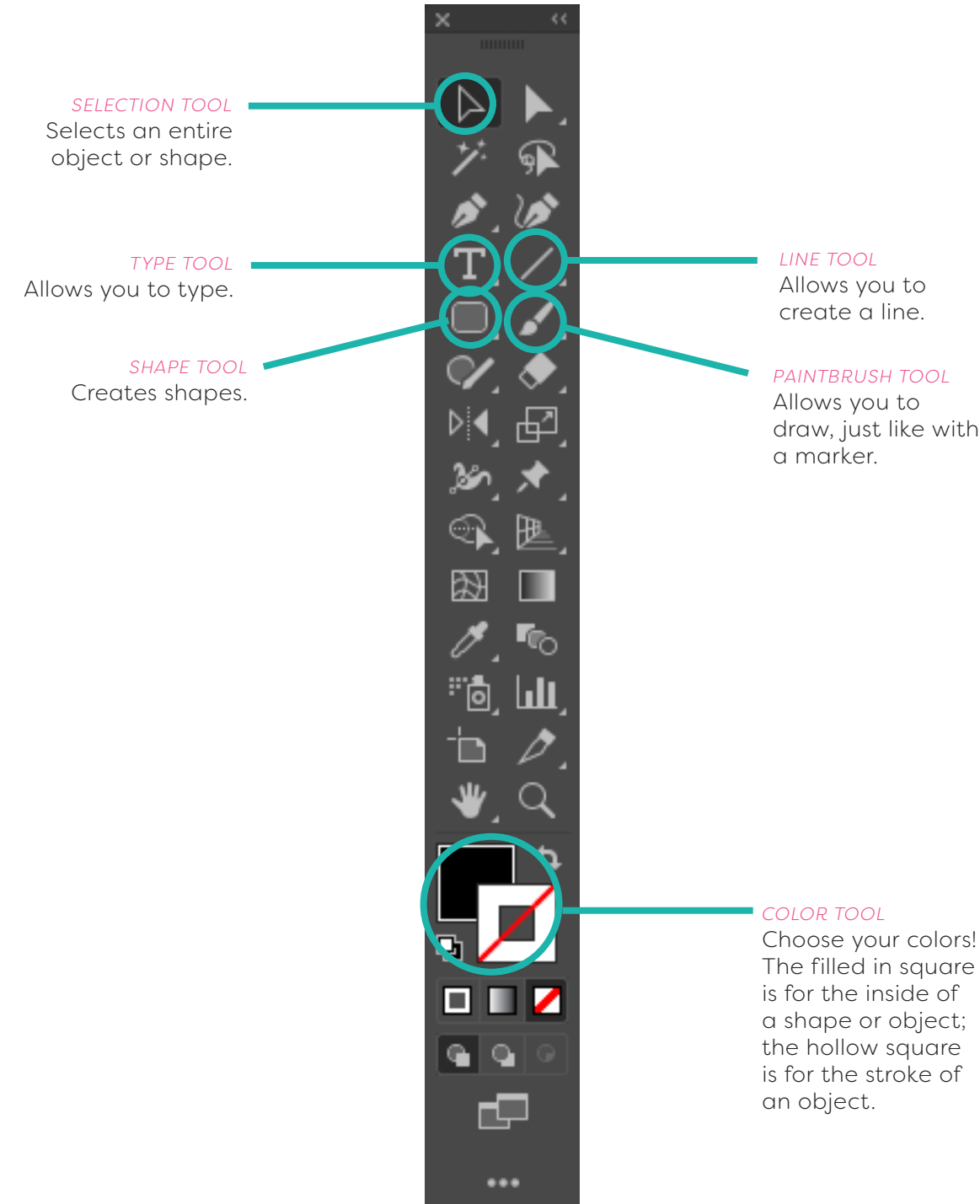


9. Lastly, at the very top of your screen, click “Window”. The fourth option down should say “Workspace”. Hover your mouse over that word and then click “Automation”



# THE TOOLBAR BASICS.

Adobe Illustrator comes with a set of tools to be able to draw, type and change colors. Here's a review of the tools that may be important for your project.

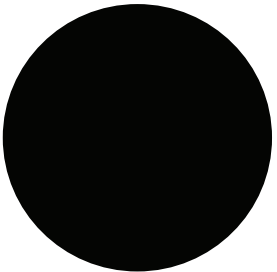


THE TOOLBAR

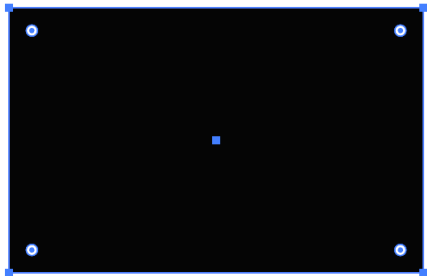
# HOW TO USE THE TOOLS



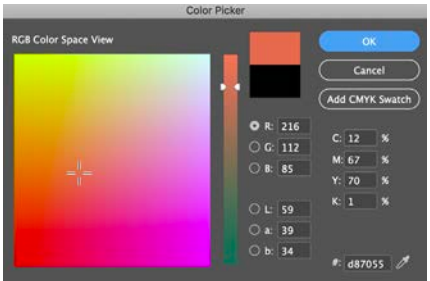
Shape tool: With this tool selected, click and drag to make a shape. Click and hold down on this tool to reveal more shape options!



Selection tool: Use this tool to select an object in order to move it around.



Color Tool: With an object selected (selection tool) double click on the colored box to change the color of an object.



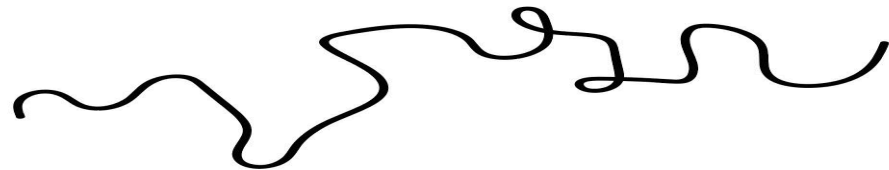
## HOW TO USE THE TOOLS



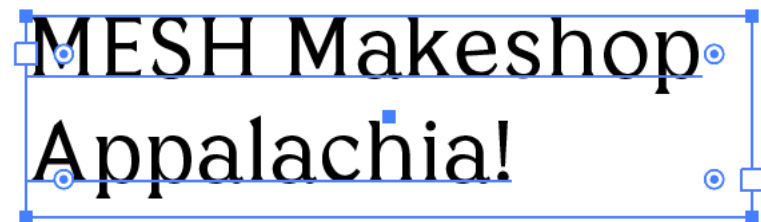
Line tool: With this tool selected, click and drag to make a straight line.



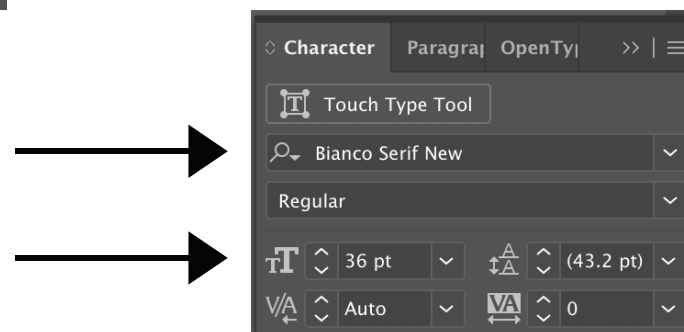
Paintbrush tool: With this tool selected, click and drag to draw, just like with a pencil!



Type tool: With this tool selected, click and drag to make a text box. Now you can type anything you want!



Use the Character Panel to change the font style and size.



TIP: You can use the color tool to change the color of shapes, lines, and text!

## WHAT HAPPENS WHEN YOU....

Hold your mouse over each of the tools?



Hold the shift key while dragging your shape?



Layer shapes on top of each other?



Select a shape with the direct selection tool?



## TRY MAKING A COMPOSITION IN ILLUSTRATOR!

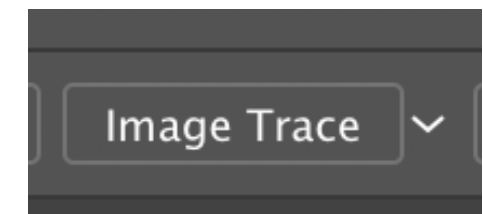
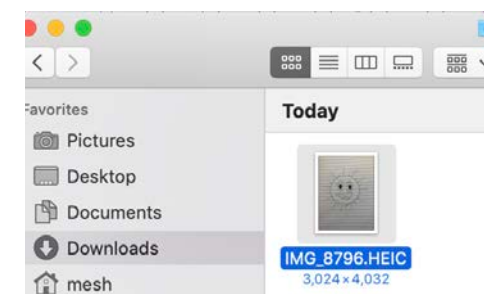
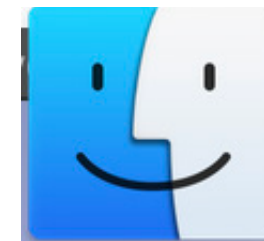
Now that you know how to make shapes, draw lines, change colors, and use the type tool, try making a composition! What happens when you layer things? What happens when you play with color size and scale?

NOTE: You can create new artboards as you go along. You can also move things outside of your artboard. Dont worry about deleting anything, just move it around and save your iterations!

## TRY TRANSFERRING YOUR DRAWING TO ILLUSTRATOR!

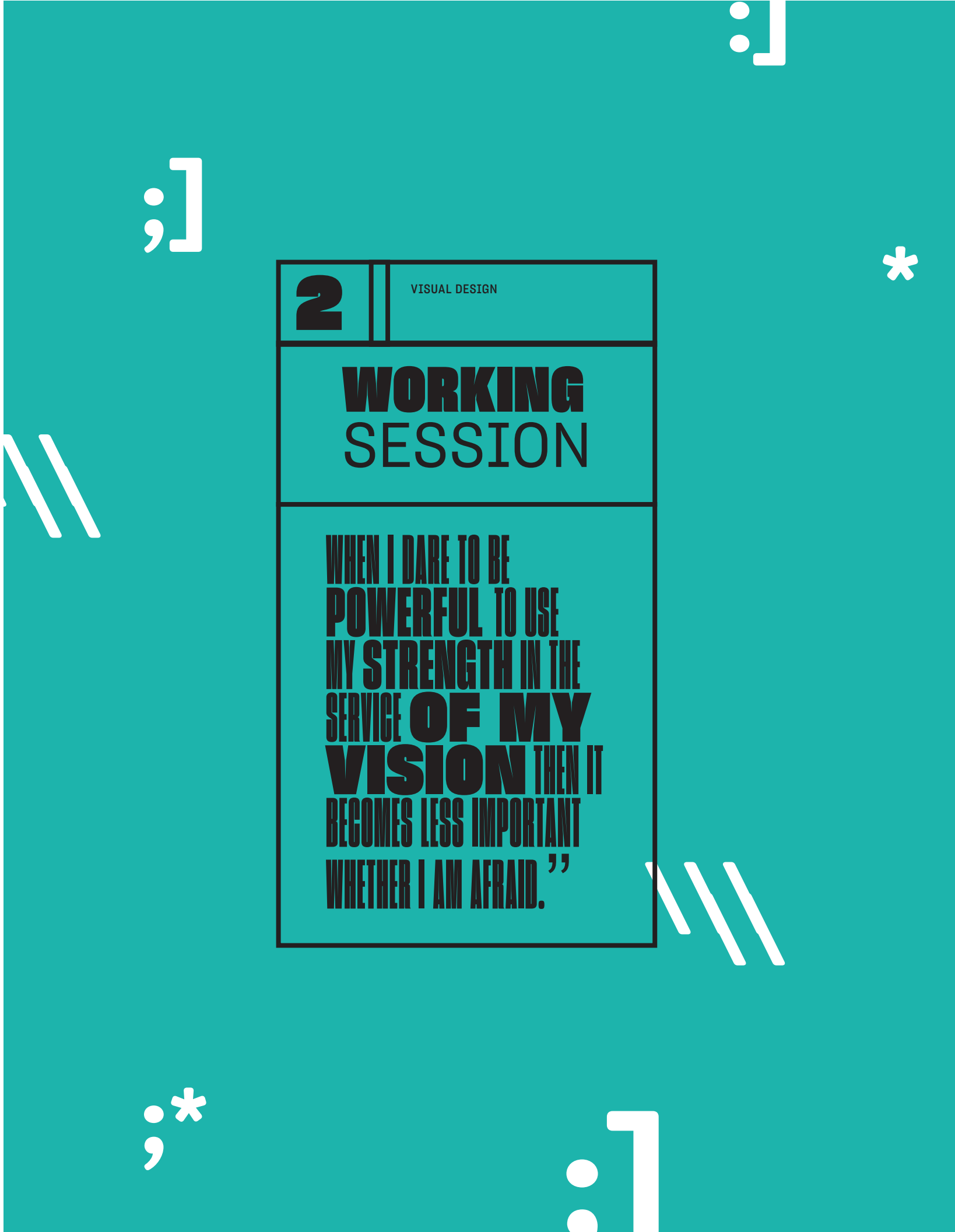
Take a picture or scan your drawing from page 23, and pull it into Illustrator. Once you pull in the drawing file, you should see an option to trace the image in Illustrator. What happens?

1. Raise your hand and ask one of the teachers to take a picture of your drawing or to scan in the drawing.
2. AirDrop the image or scan in the image to the computer you are working on.
3. Go to the downloads folder in Finder and find your AirDropped or scanned picture. (File->Downloads)
4. Open Illustrator and then open Finder again.
5. Drag the image from Finder to your Illustrator file.
6. With your image selected, click on "Image Trace" at the top of your screen.



7. When a box pops up, click okay.
8. What happened?





2

VISUAL DESIGN

WORKING SESSION

WHEN I DARE TO BE POWERFUL TO USE MY STRENGTH IN THE SERVICE OF MY VISION THEN IT BECOMES LESS IMPORTANT WHETHER I AM AFRAID.”

SCANNED YOUR PIC AND WANT TO MAKE ALTERATIONS? OR WANT TO MAKE THE SHAPE COMPLETELY IN ILLUSTRATOR?

Draw or write out some of the alterations your hoping to make and just dive right in! If you're stuck, your mentor can point you in the right direction.

## SHORTCUTS/ HOTKEYS

<b>Save:</b> Command + S	or	File -> Save
<b>Save As:</b> Command + Shift + S	or	File -> Save As
<b>Copy:</b> Command + C	or	Edit -> Copy
<b>Paste:</b> Command + V	or	Edit -> Paste
<b>Undo:</b> Command + Z	or	Edit -> Undo
<b>Group:</b> Command + G	or	Object -> Group
<b>Select All:</b> Command + A	or	Edit -> Select All

## SHORTCUTS/ HOTKEYS



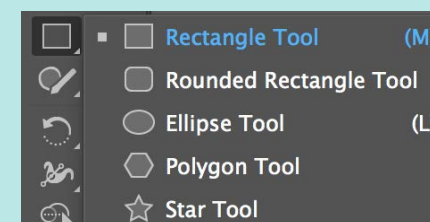
**Selection tool:** Selects an entire object or shape



**Type tool:** Allows you to type



**Line tool:** Creates a straight line



**Shape tool:** Creates different shapes. Press and hold the shape tool to reveal more shape options



**Paintbrush tool:** Allows you to draw



**Artboard tool:** Creates a new artboard. (Another piece of paper)



**Color tool:** Double click this to pick your fill color or your outline color



**Character:** Lets you pick the font and the size of your text

WORKSHOP 3:INTRO TO CODING LANGUAGES:

TECHNOLOGY  
IS BEST  
WHEN IT  
BRINGS  
PEOPLE  
TOGETHER.

MATT MULLENWEG

3

CODING:  
OVERVIEW  
DURATION:1.5 HOURS

## HOW CAN YOU USE THE INTERNET AS A TOOL TO MAKE SOMETHING FOR YOUR IDEA?

### The Plan

1. Introduction (5 minutes)
2. What can the internet do? (10 minutes)
3. Code a Robot (1 hour)
4. Questions (5 minutes)
5. How does coding relate to websites? (10 min)

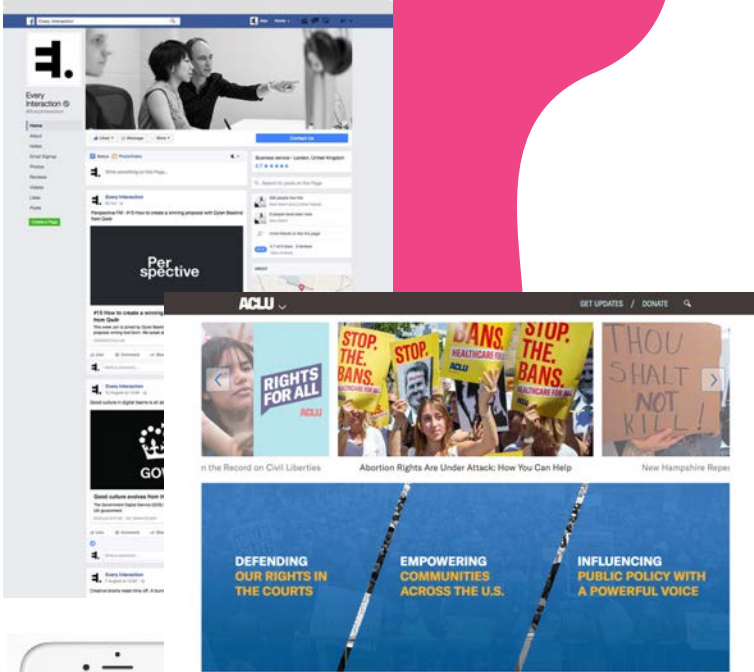
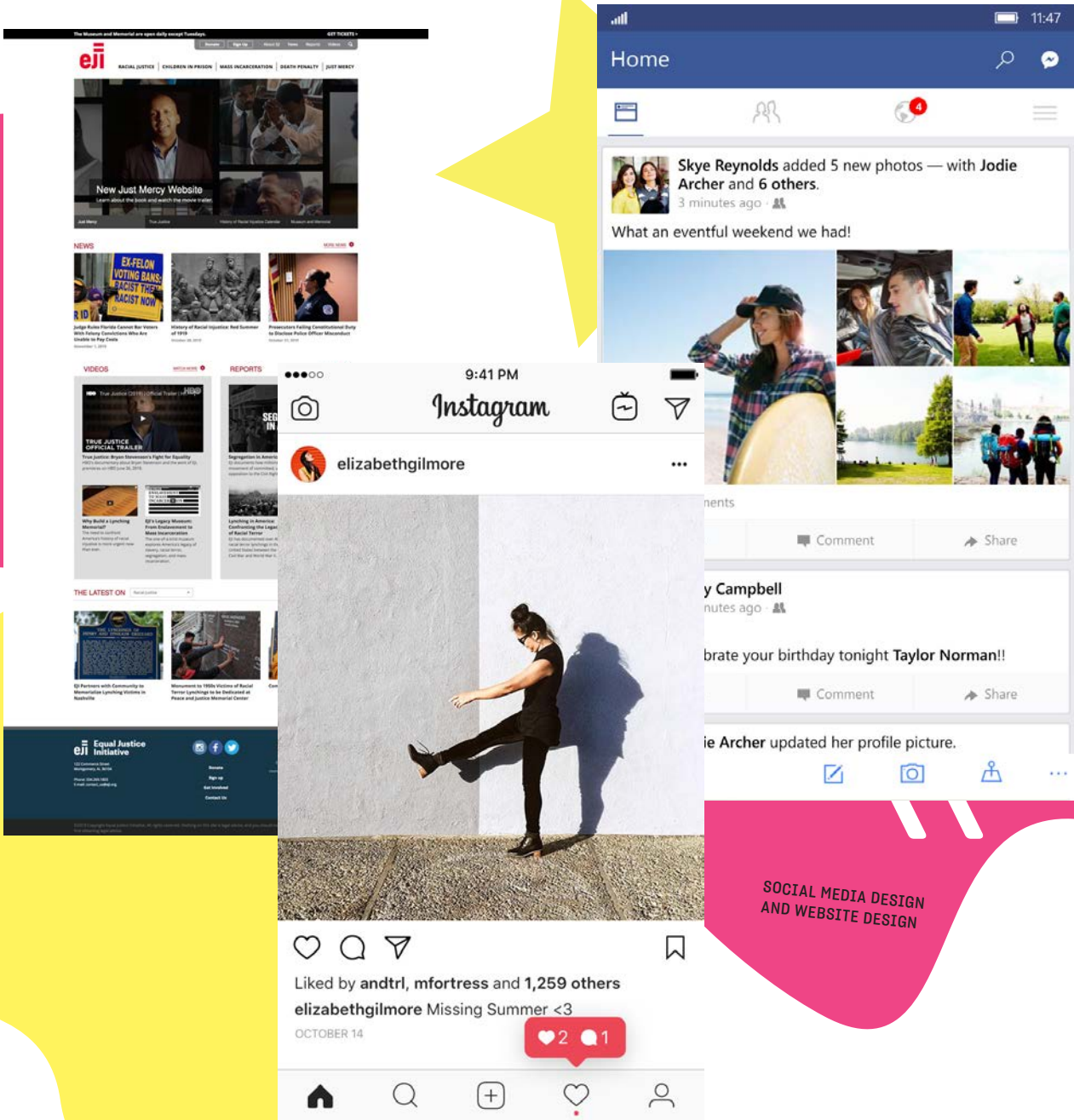
#### Activities:

- × Coding
- × Sketch

#### Learning Objective:

- × HTML Coding
- × CSS Coding
- × Creative Problem Solving
- × Creative Confidence

# WHAT KIND OF THINGS CAN WE MAKE ON THE INTERNET?





# HOW DO WE MAKE THINGS ON THE INTERNET?

3 CODING  
WHAT IS CODE:  
15 MINUTES

When you type this code in a computer...

You can make things for the internet, like this robot!!

```
<body>

























</div>
</body>
```



# CODING LANGUAGES

3 CODING  
WHAT IS CODE:  
15 MINUTES

## Wait a second, what is code?

Coding is made up of different programming languages. These languages create different images, colors, and designs that we see on our computers and phones. Code is also used to create video games.

HTML

← The building blocks for our page.

CSS

← The way our page looks, and the layout of our page; position, height, width, etc.

JAVASCRIPT

← What our page does; animations, complex interactivity, updating a normally static page.

# USE CODE TO BUILD AN INTERNET ROBOT

Today we're going to build a robot for the Internet!



3

CODING:  
BUILD A ROBOT  
60 MINUTES

# GET STARTED: FILE SETUP IN BRACKETS

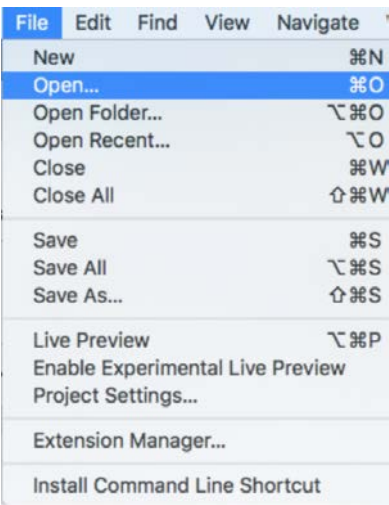
- 1. On your computer, go to applications, and find the Brackets Icon.
- 2. Double click the icon to open Brackets on your computer.



- 3. Brackets should look like this:



- 4. To open the file we will be working with go to File->Open in the top menu on your screen.

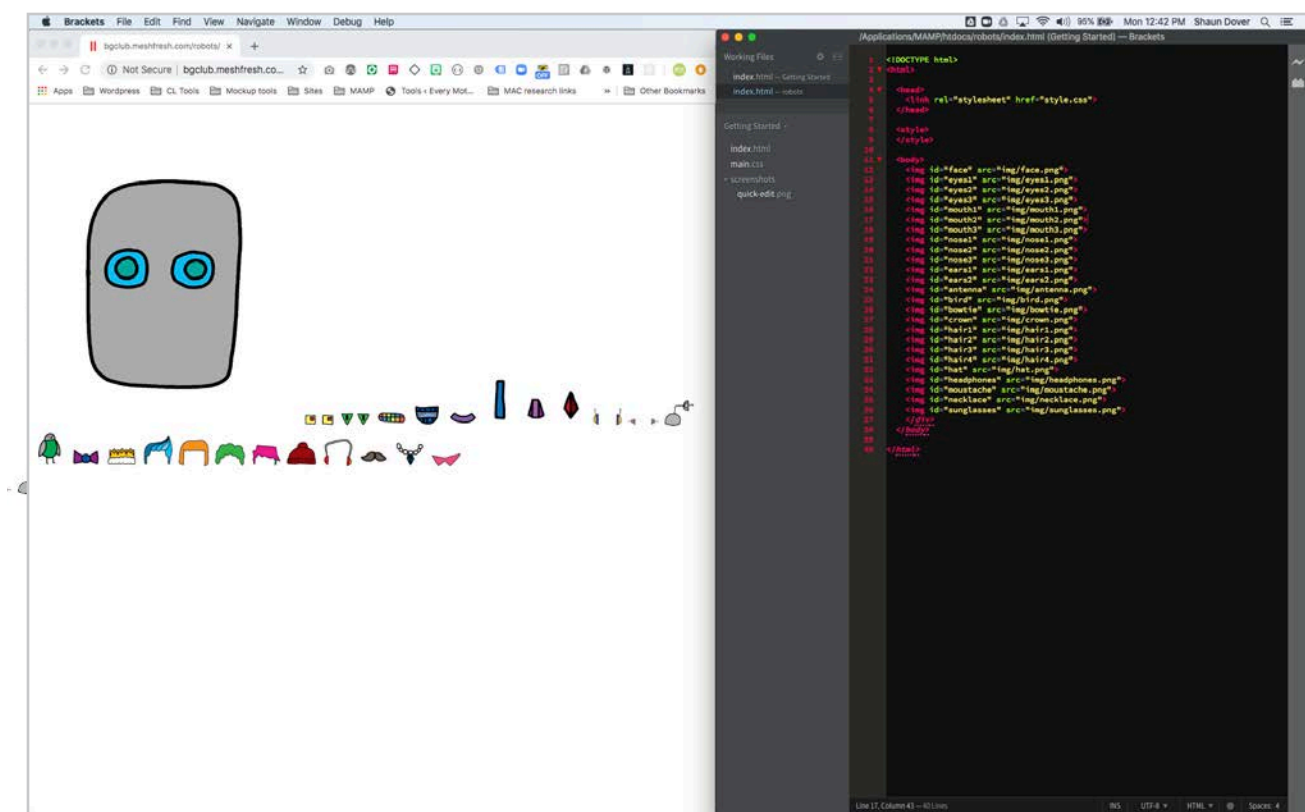


- 5. Open the project\_3 folder in Brackets

# USE CODE TO BUILD AN INTERNET ROBOT

3

CODING:  
BUILD A ROBOT  
60 MINUTES



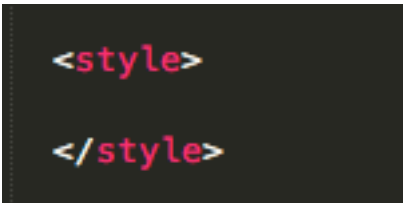
# USE CODE TO BUILD AN INTERNET ROBOT

3

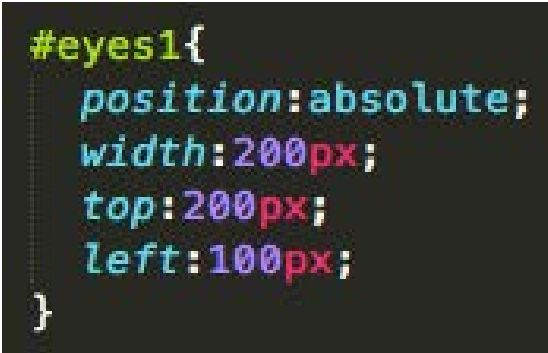
CODING:  
BUILD A ROBOT  
60 MINUTES

Today we’re going to play with basic internet styling, or what we call CSS, by styling out our robots face.

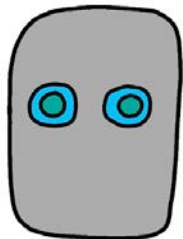
1. Move your cursor between the two style brackets and click the RETURN button a couple of times to give ourselves some space.



2. ADD EYES!  
Now, let’s style the first set of eyes to place in the location, at the size, we choose. To add an eye type the following text within the <style> brackets:



Got it? Refresh your browser screen to see the change!



Want to play around? Try changing the width dimension to change the size of the eyes (Refresh each time).

Try changing the top & left to change the position of the eyes!

Ready to try adding more?

Take a look at all your options. You could change the eyes from eyes 1 to eyes 2 or eyes 3 by changing the code!

You can add more parts of your robots face by doing the same thing you did for the eyes, but for different parts that you see in your body list!

Once you’ve got your robot’s eyes looking the way you want, you can start playing around with any of the other images on the page!

Be sure to SAVE your work after each change to make sure that you dont lose anything.

HOW DOES THIS  
RELATE TO WEBSITES ?

3

CODING:  
WEBISTES

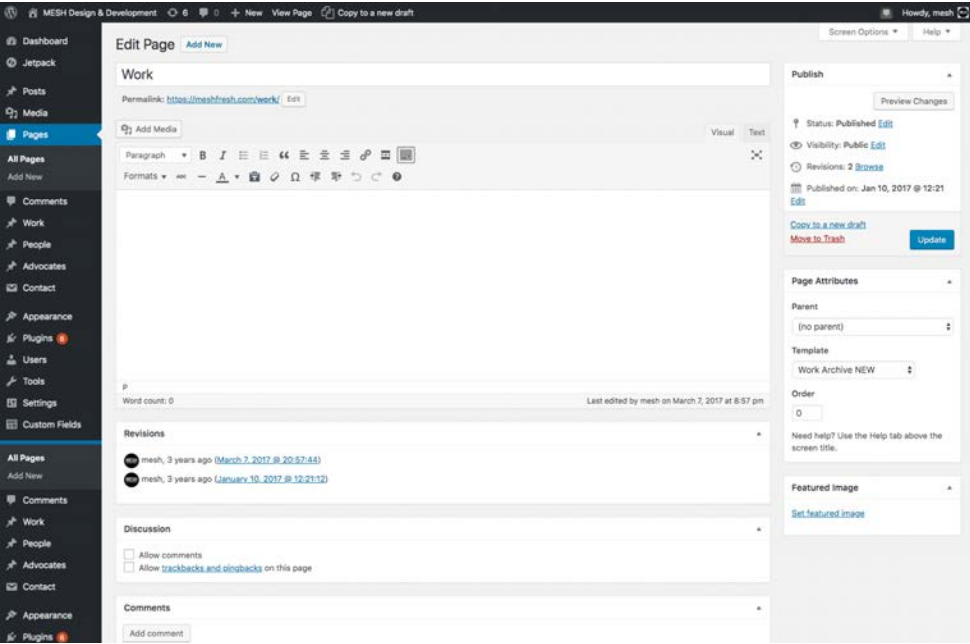
3

CODING  
WEBSITES

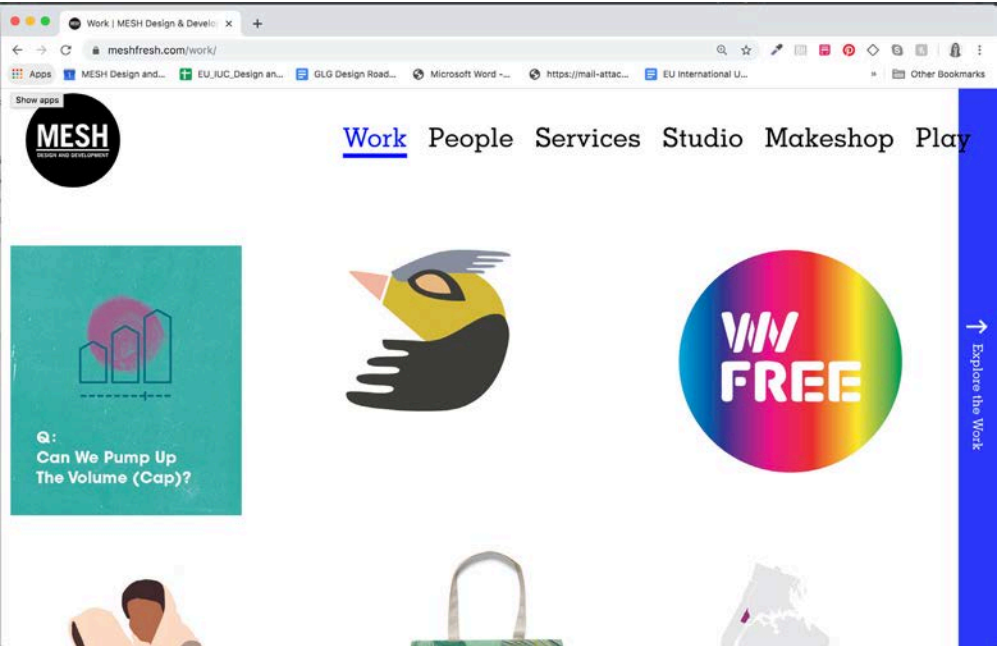
```
<section id="grid" class="has-emoicon"><!-- page-content -->
<div id="gallery_cover"></div>
<div class="work-grid" id="macy"><!-- container -->
<!-- <div class="row"> -->
<?php
    $args = array(
        'post_type' => 'work',
        'order' => 'DESC',
        'order_by' => 'date',
        'posts_per_page' => -1,
        'tax_query' => array(
            array(
                'taxonomy' => 'display_state',
                'field' => 'slug',
                'terms' => 'archive',
                'operator' => 'NOT IN'
            ),
        ),
    );
    $query = new WP_Query($args);
    if ( $query->have_posts() ) {
        $wk_ctr=0;
        while ( $query->have_posts() ) { $query->the_post();

            $wk_ctr++;
            $tile_image = get_field('featured_cover', $post->ID);
            //var_dump($tile_image);
            $tile_image_url = $tile_image['url'];
            $industries = get_the_terms($post->ID, 'Industry');
            //var_dump($industries);
            $mediums = get_the_terms($post->ID, 'medium');
            $position = get_field('pt_position');
            //var_dump($mediums);
            $separator = ',';
            $output_industry = '';
            $output_medium = '';
            $bg_color=get_field('proj_bg_color');
            //var_dump($bg_color);
```

CODING



Content  
Management  
System



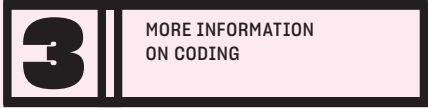
WEBSITE



**WORKING  
SESSION**

**TECHNOLOGY  
IS BEST  
WHEN IT  
BRINGS  
PEOPLE  
TOGETHER.**

# MORE INFORMATION ON CODING



## What is HTML:

HTML stands for Hyper Text Markup Language, and it provides the building blocks of our web page.

HTML is made up of several components:

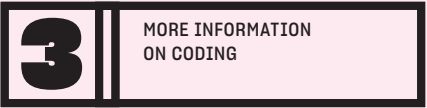
<DOCTYPE> - This tells our browser what type of page is in use

<HTML> - This tells the browser where the code for the page starts

<HEAD> - The <HEAD> of our page provides the browser with a little more information about the page

<BODY> - The body includes all of the content for our page

The last three components (we'll start calling them tags) are vitally important for our web page to work, if any are missing our browser will not be able to properly read our page. These components will also require end tags, meaning that when we are done adding our content to the <HTML>, <HEAD>, and <BODY> tags, we'll need to add a </HTML>, </HEAD>, and </BODY> tags.



## CSS

<!DOCTYPE>  
<html>

<head>  
</head>

<body>

background-color: #ff00ff;  
border: 3px solid #7FFF00;

</body>

</html>

# IDs VS CLASSES

IDs and classes are labels to allow us to connect to our styles to elements in our webpage. There are two primary differences between IDs and classes.

## IDS

IDs can only be used once, and only one ID can be used per element.

Style rules for IDs always follow the following syntax:

```
#LABEL {  
  style rules  
}
```

## CLASSES

Classes can be used multiple times, and multiple classes can be used per element.

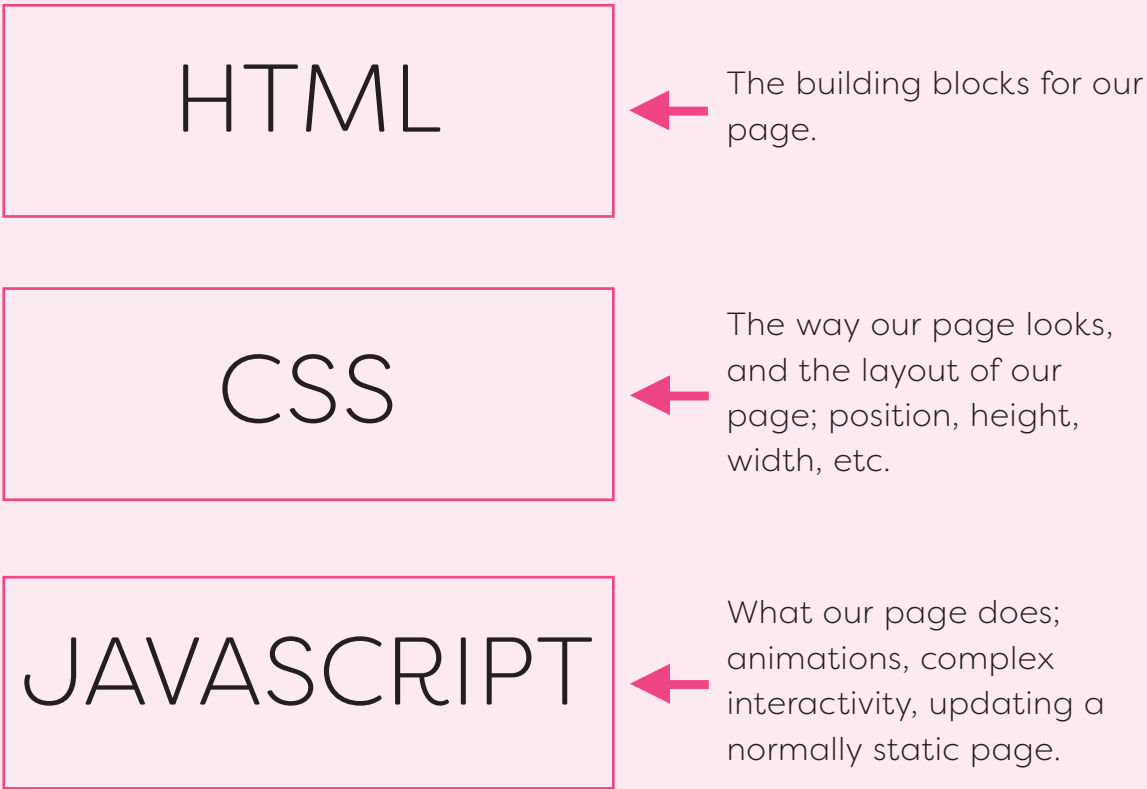
Style rules for classes always follow the following syntax:

```
.LABEL {  
  style rules  
}
```

# JAVASCRIPT

Javascript is a programming language that allows us to implement complex interactions on a webpage. Any time that we want a page to do something other than be static, we can accomplish this through the use of javascript.

So, we can think of the three components that we’ve discussed, HTML, CSS, and Javascript, as being layers of a webpage:



WORKSHOPS 4 AND 5: VISUAL DESIGN AND TECH START UP TRACKS

**YOU ALWAYS  
HAVE A CHOICE.  
DO YOU WANT TO DO VISUAL DESIGN.  
OR TECH. OR BOTH. THE WORLD  
IS YOUR OYSTER.**

IN WORKSHOPS 4 AND 5 YOU HAVE THE OPTION TO CHOOSE A TRACK. IF YOU WANT TO FOCUS ON VISUAL DESIGN ONLY, FOLLOW THE **TEAL WORKING SESSIONS**. IF YOU WANT TO FOCUS ON TECH ONLY, FOLLOW THE **PINK WORKING SESSIONS**. OR YOU CAN DO THEM ALL, THE CHOICE IS YOURS.

# A | VISUAL DESIGN

WORKSHOP 4A. VISUAL DESIGN TRACK

# GET READY TO DESIGN YOUR HEART OUT

4

VISUAL DESIGN:  
OVERVIEW  
DURATION: 1.5 HOURS

## HOW CAN YOU DESIGN A POSTER TO COMMUNICATE YOUR IDEAS IN YOUR NEIGHBORHOOD?

### The Plan

1. Graphic Design 101: Color Theory, Typography, & Imagery (15 minutes)
2. Digital Design with Illustrator: Design Your Poster (60 minutes)
3. Illustrator Gone Wild: Iterate! Make it Your Own (15 Minutes)
4. Group Crit: Present Ideas (15 minutes)
5. Cool Ends: Final Thoughts + Next Steps!  
Printing, Hanging in your Community (15 minutes)

#### Activities:

- ✕ Sketching
- ✕ Adobe Design Programs (Illustrator)
- ✕ Drawing Transfer To Digital
- ✕ Visual Design
- ✕ Visual Identity
- ✕ Narrative Development

#### Learning Objective

- ✕ Creative Problem Solving
- ✕ Storytelling
- ✕ Creative Confidence
- ✕ Visual Translation
- ✕ Collaboration
- ✕ Positive Feedback

# 3 ELEMENTS OF DESIGN

## COLOR

Warm colors: Red, yellow, and orange are considered warm because they remind us of things that are warm/hot such as the sun or fire.

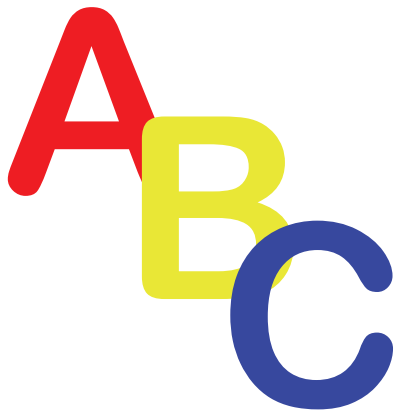
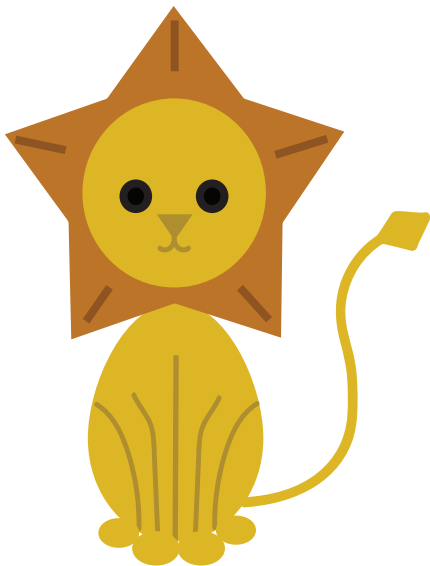
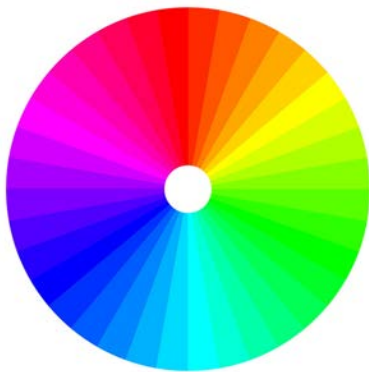
Cool colors: Blue, green, and purple are considered cool because they remind us of things that are cool/cold such as water or grass.

## TYPOGRAPHY

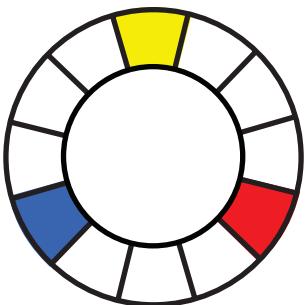
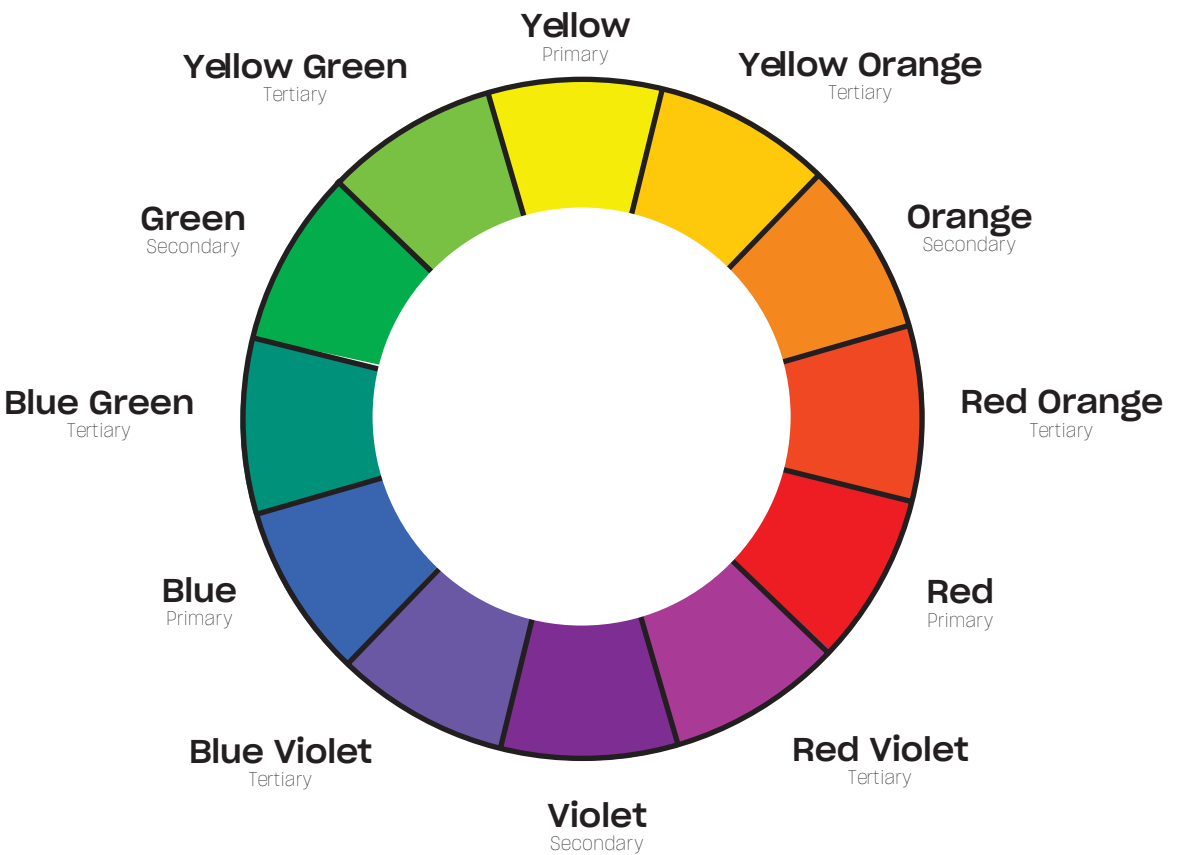
Typograohy is the visual art of choosing fonts and creating type on a page in order to help people better understand the meaning of your art.

## IMAGES

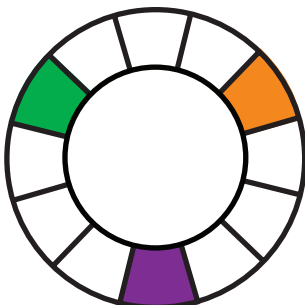
Pictures that are added to your art to help people better understand the meaning of your art.



# COLOR/COLOR THEORY



Primary  
Yellow  
Red  
Blue



Secondary  
Orange  
Violet  
Green



Tertiary  
Yellow Orange  
Red Orange  
Red Violet  
Blue Violet  
Blue Green  
Yellow Green

## TYPOGRAPHY

A B C D E F G H I J K L M N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l n m o p  
 q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) - = + / ?

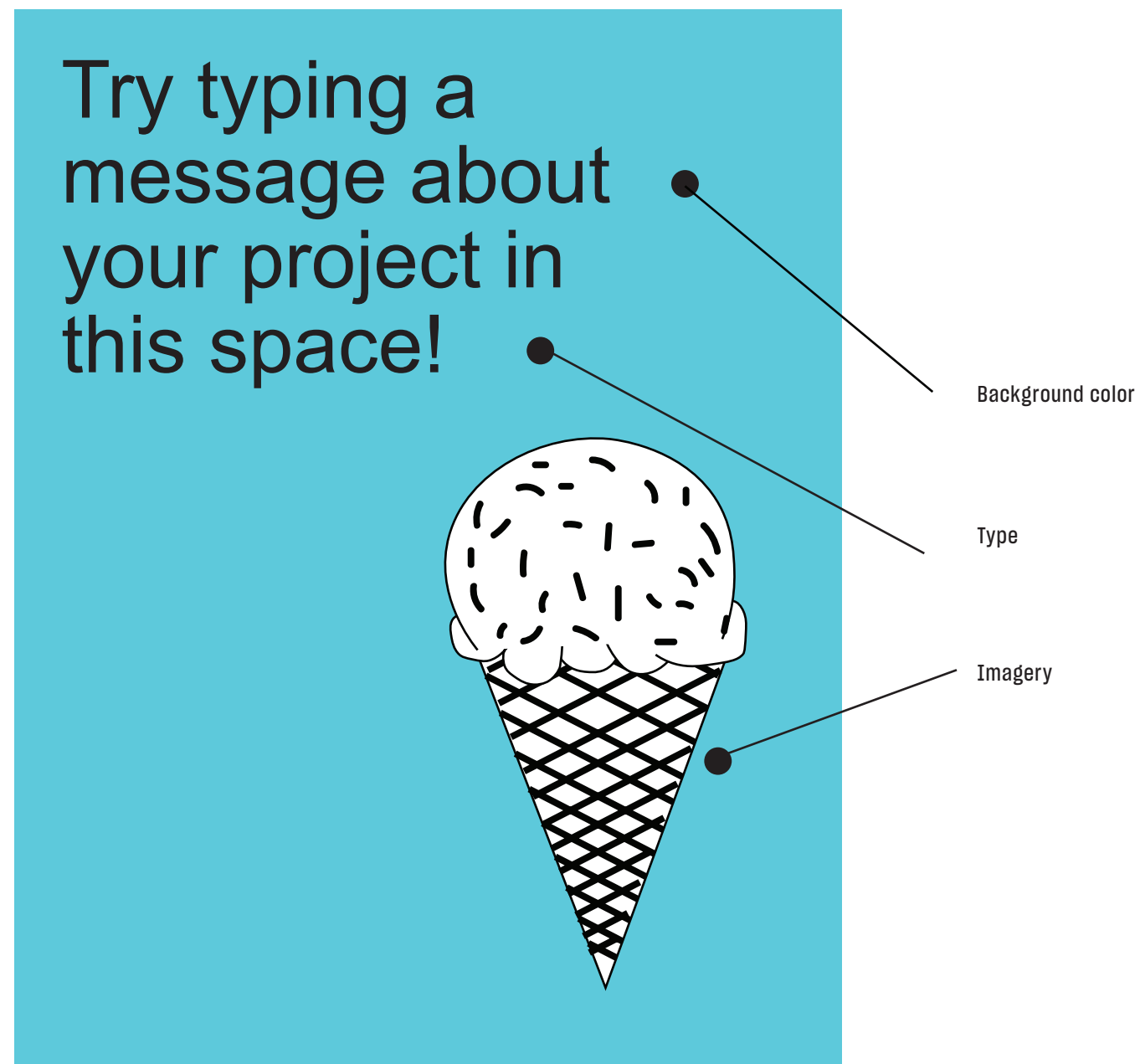
A B C D E F G H I J K L M N  
 O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l n m o p  
 q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0  
 ! @ # \$ % ^ & \* ( ) - = + / ?

## IMAGES



## POSTER DESIGN

Composition 1: Diagonal

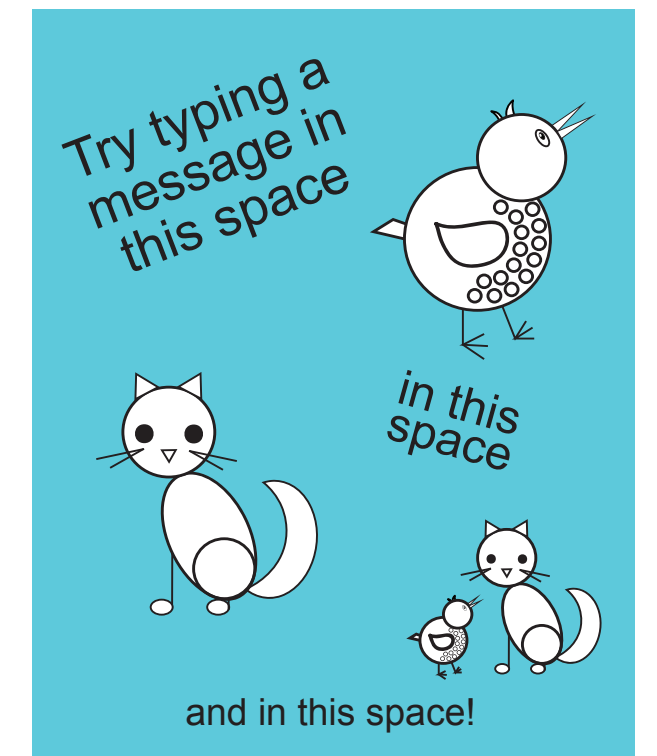


## POSTER DESIGN

Composition 2: Center



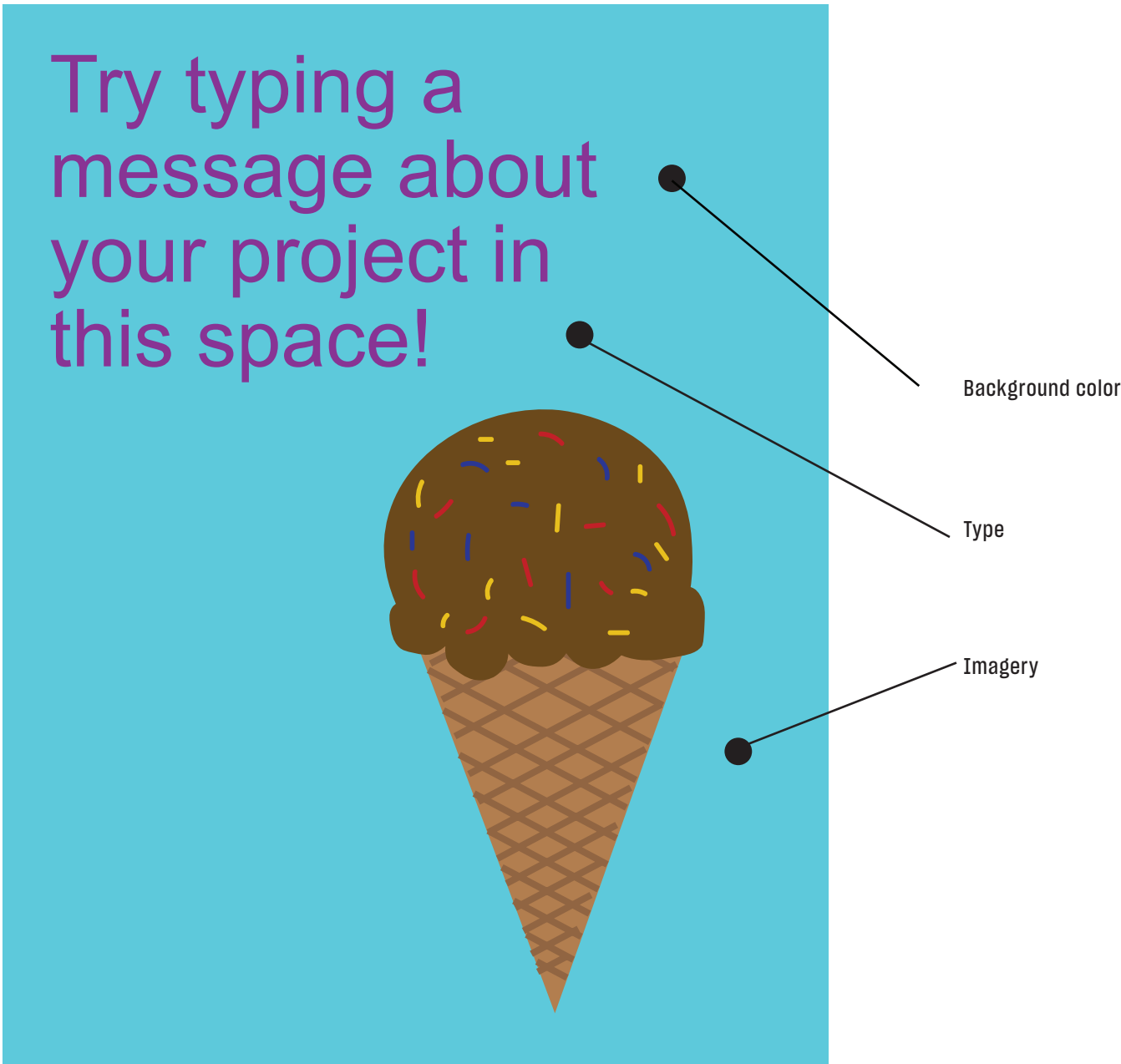
Composition 3: Abstract





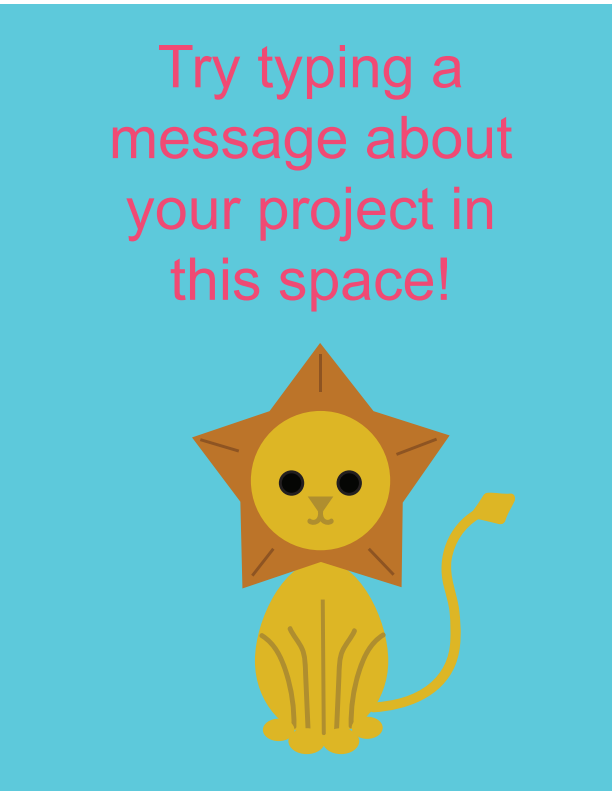
# POSTER DESIGN

Composition 1: Diagonal



# POSTER DESIGN

Composition 2: Center



Composition 3: Abstract





# WHAT CAN YOU MAKE WITH ILLUSTRATOR?

## 4 VISUAL DESIGN

## 4 VISUAL DESIGN

STICKERS



BUSINESS CARDS



LABEL DESIGN

BUTTONS



PRODUCT DESIGN



POSTCARDS



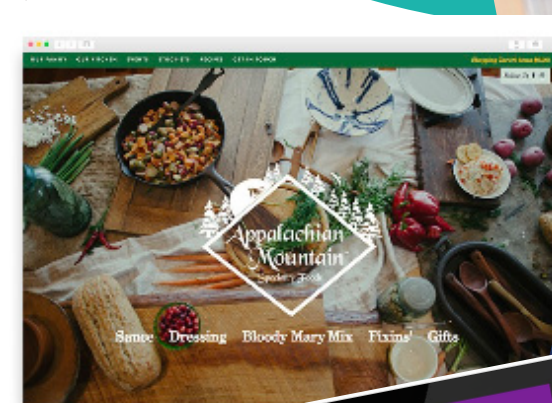
MAPS



BOOK COVERS



WEBSITES



CHARACTERS



LETTERHEADS: BUSINESS CARDS: ENVELOPES: AND MORE:



LOGOS



POSTERS



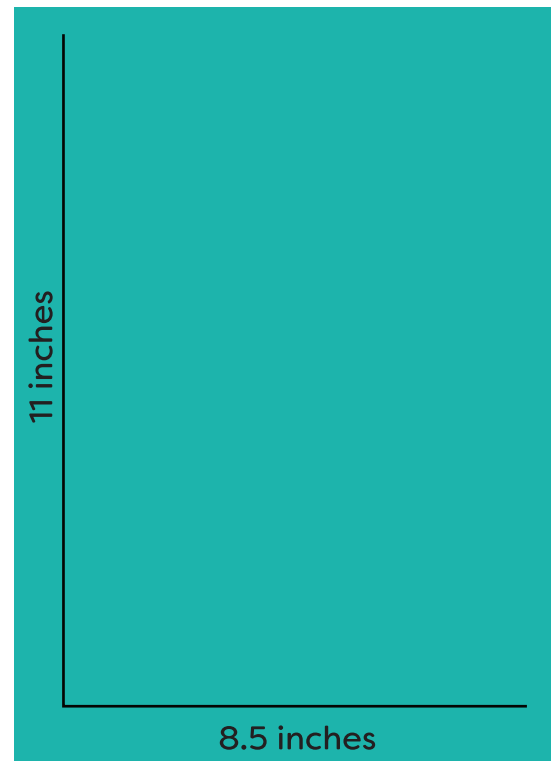
FALL  
FILM  
FEST-  
IVAL

ILLUSTRATIONS



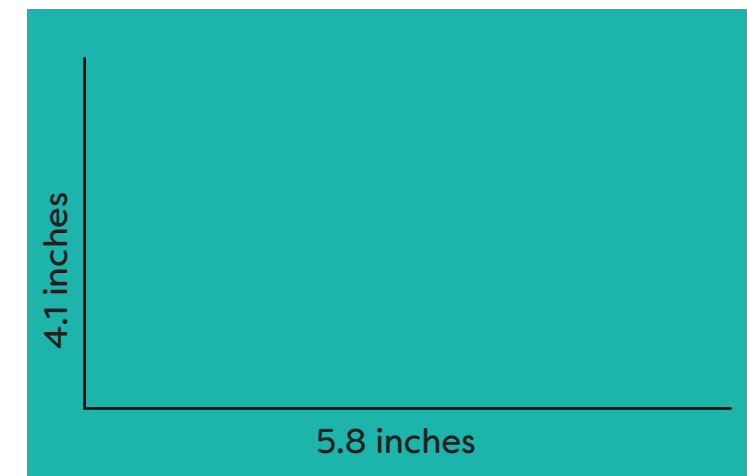


Letterhead

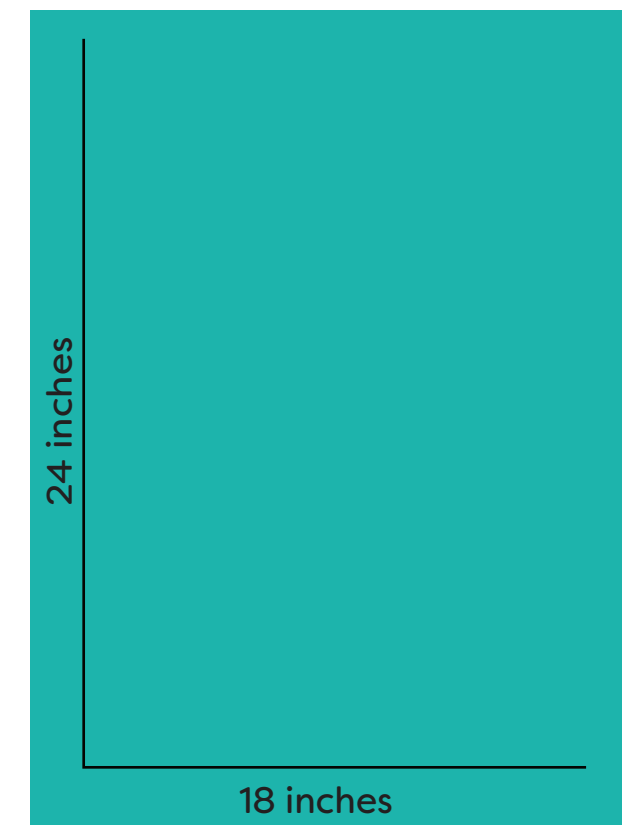


Note Card

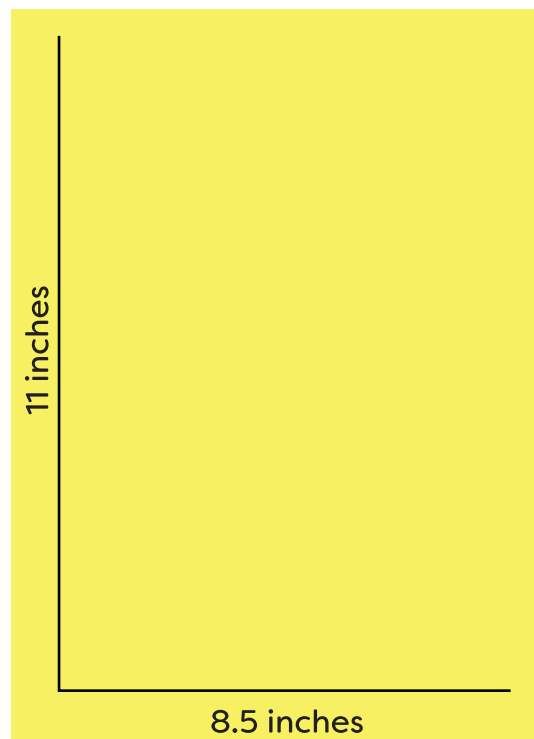
Postcard



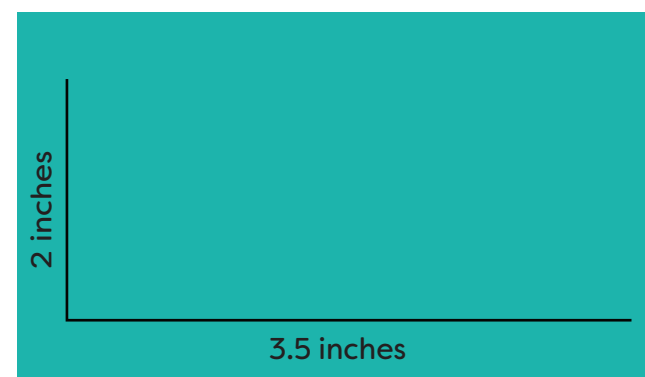
Poster



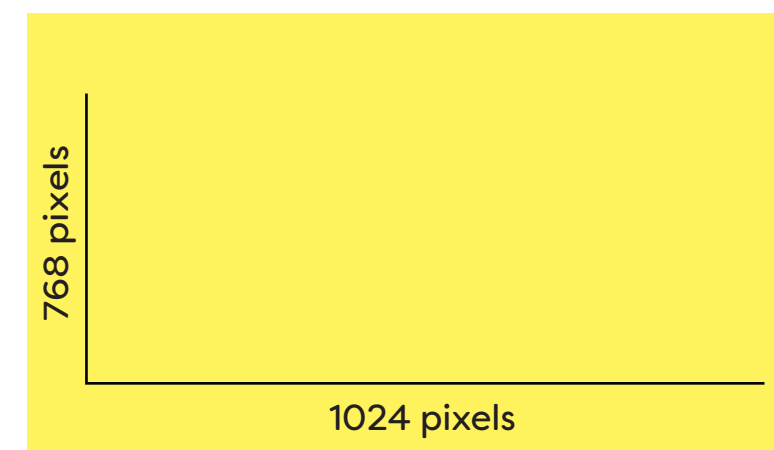
Resume



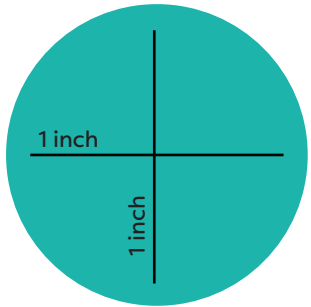
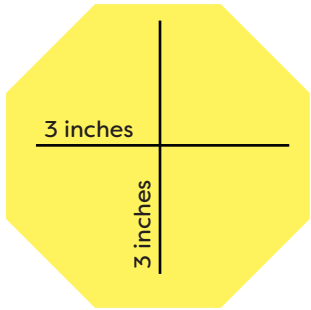
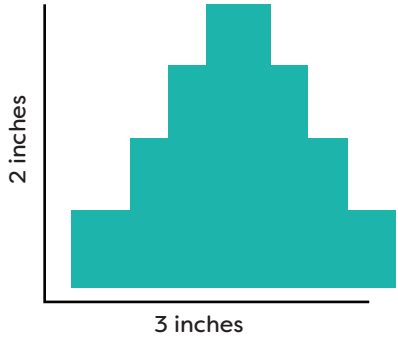
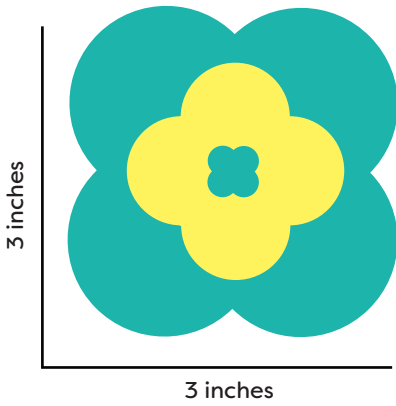
Business Card



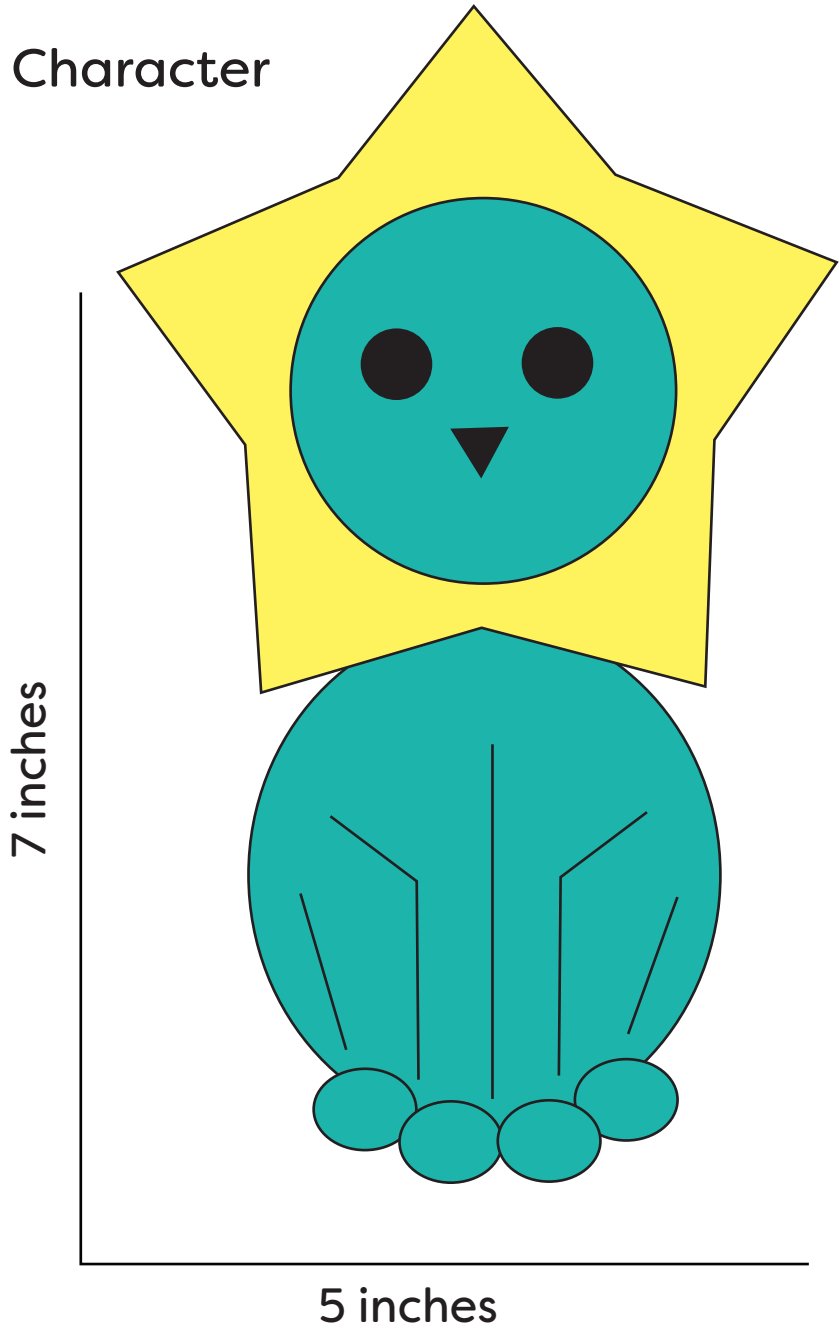
Website



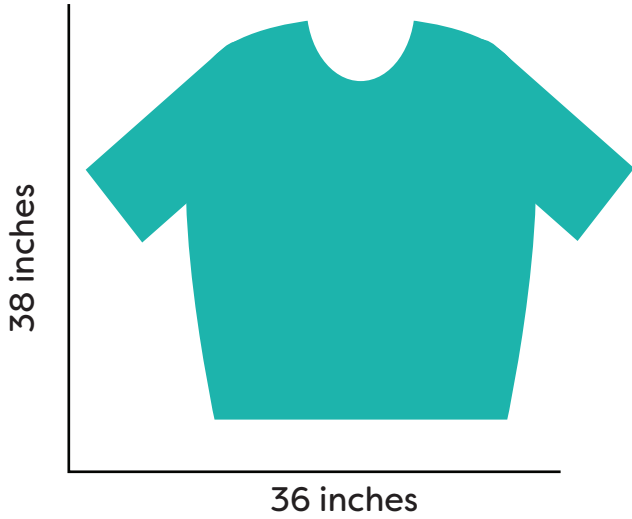
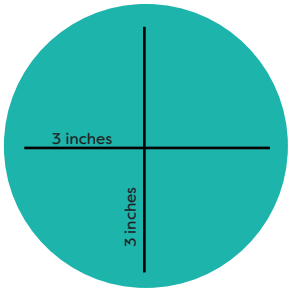
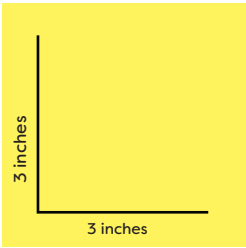
Logo



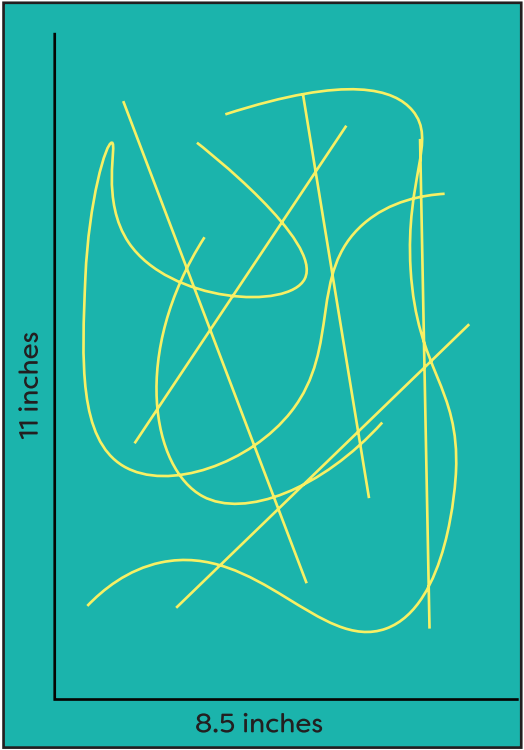
Character



Stickers



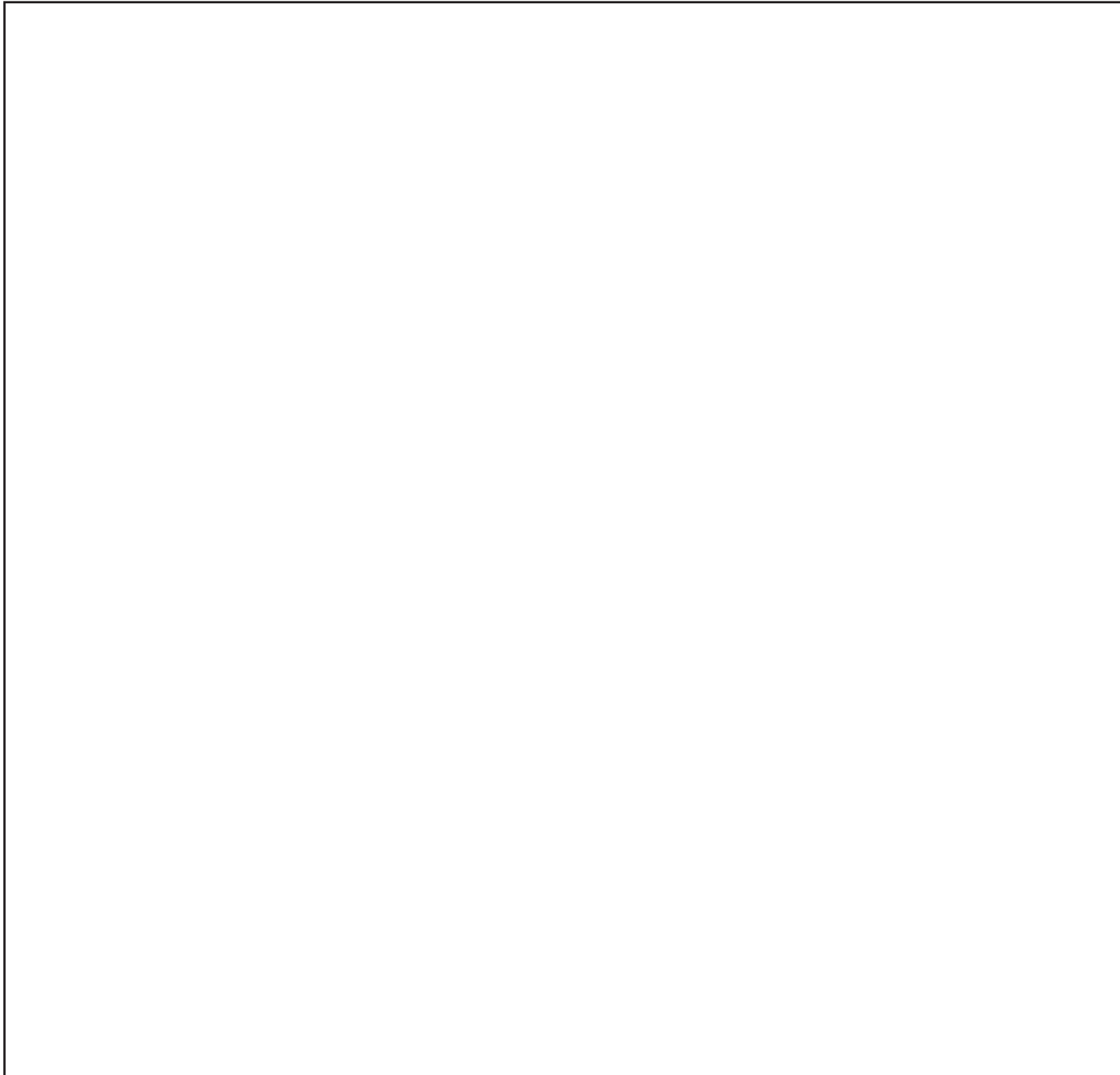
Map



Label



FURTHER EXPLORE  
YOUR IDEAS.



# B CODING

WORKSHOP 4B. CODING TRACK

WE'RE  
CHANGING THE  
WORLD  
WITH  
TECHNOLOGY

BILL GATES

4

CODING  
OVERVIEW  
DURATION:1.5 HOURS

## HOW CAN YOU USE TECHNOLOGY TO HELP YOUR IDEA DEVELOPED IN WORKSHOPS 1 AND 2?

### The Plan

1. Introduction (5 minutes)
2. Log into your Wordpress website (15 minutes)
3. Build your own Wordpress website (1.5 hours)
4. Questions (10 minutes)

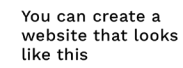
#### Activities:

- ✖ Coding

#### Learning Objective:

- ✖ HTML Coding
- ✖ CSS Coding
- ✖ Creative Problem Solving
- ✖ Creative Confidence

## 4 CODING



## 4 CODING

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# BUILD YOUR OWN WEBSITE ON WORDPRESS

Today, we’re going to build a basic Wordpress website. The link for your website will be provided to you at the beginning of the workshop. Once created, you’ll be able to work on, and make changes to your website any time you like by using the URL for your specific website.

Ready? Let’s dive right in!

**Logging in:**  
Start out by logging into the website that we’ve created for you.

First, open Chrome by clicking the Chrome icon at the bottom of your desktop. The icon looks like this:



Enter the URL for your website in the URL bar in chrome.

`http://makeshopappalachia.meshfresh.com/firstname/wp-admin`

Replace “firstname” with your first name. Then, press the RETURN key to log in.

On the login screen enter your username and password.

Username or Email Address

firstname

Password

☐ Remember Me

Log In

Lost your password?

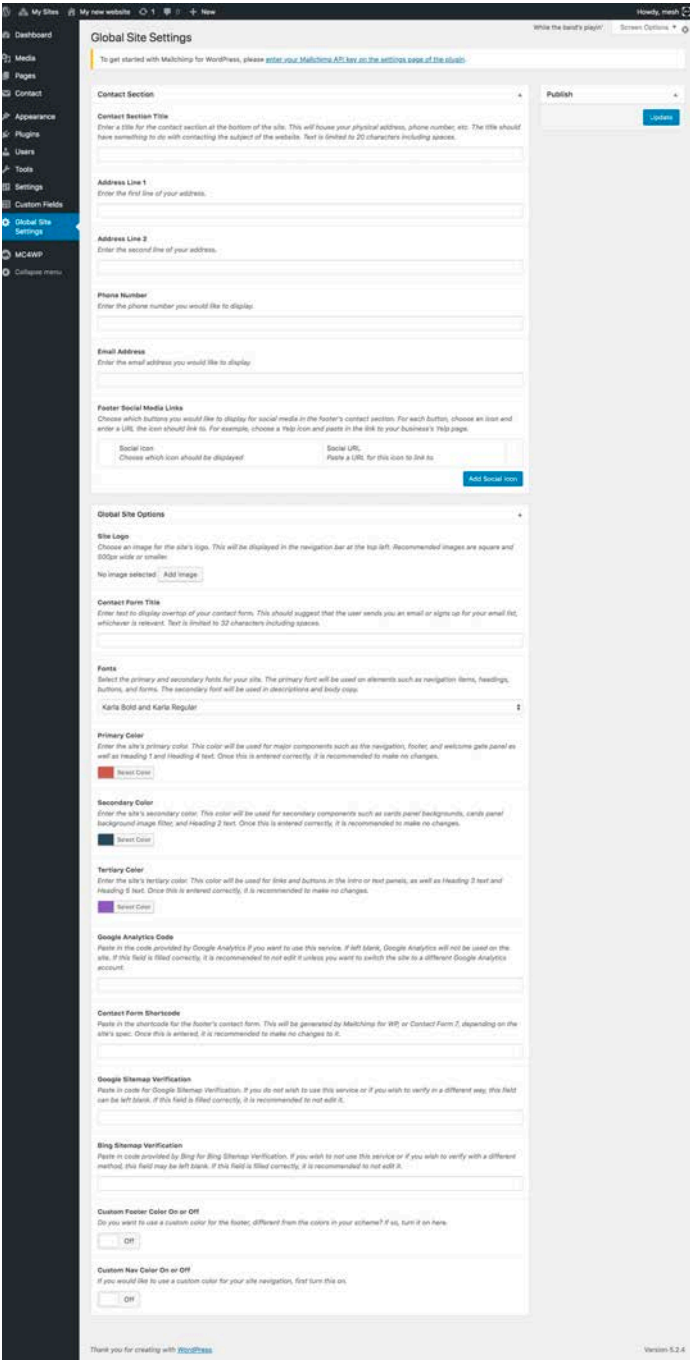
[← Back to My new website](#)

Replace firstname with your first name. Your password will be the same as the password for the laptops.

# EDITING COLORS AND FONTS

Once logged in, click the Global website settings link to start setting up the colors, fonts, and contact information for your website.

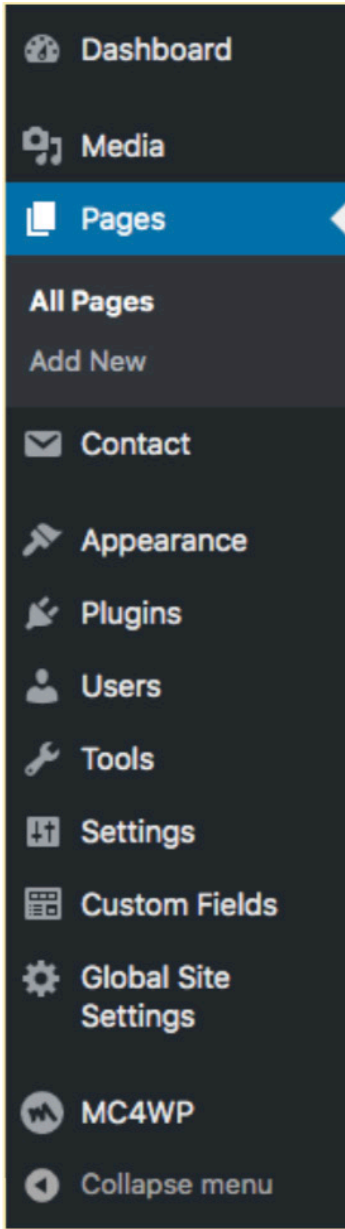
First try playing with the colors and font options. Each time you want to see what your selection looks like, click the UPDATE button on the right, then click MY NEW WEBSITE at the top of your window!





LET/S SET UP YOUR HOMEPAGE

Start by clicking the Pages link in the left-hand menu.



Then click the page name for the page we’re going to be working on. Your website will only have 1 page, so click the word “Home”, like what you see in the image below.

<input type="checkbox"/>	Title	Author		Date
<input type="checkbox"/>	Home — Front Page	mesh	—	Published 12 hours ago
<input type="checkbox"/>	Title	Author		Date

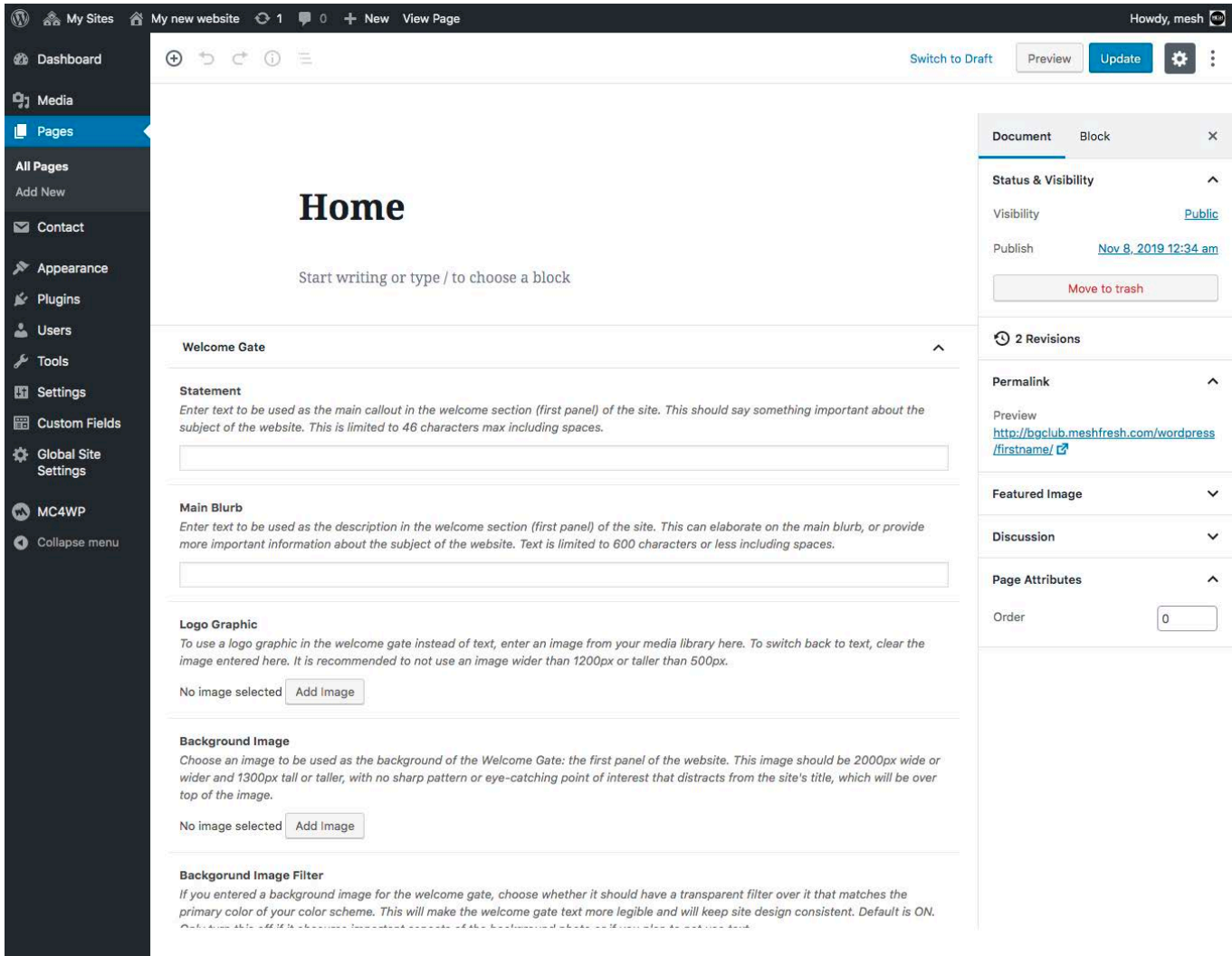
Bulk Actions

Apply

1 item

LET/S SET UP YOUR HOMEPAGE

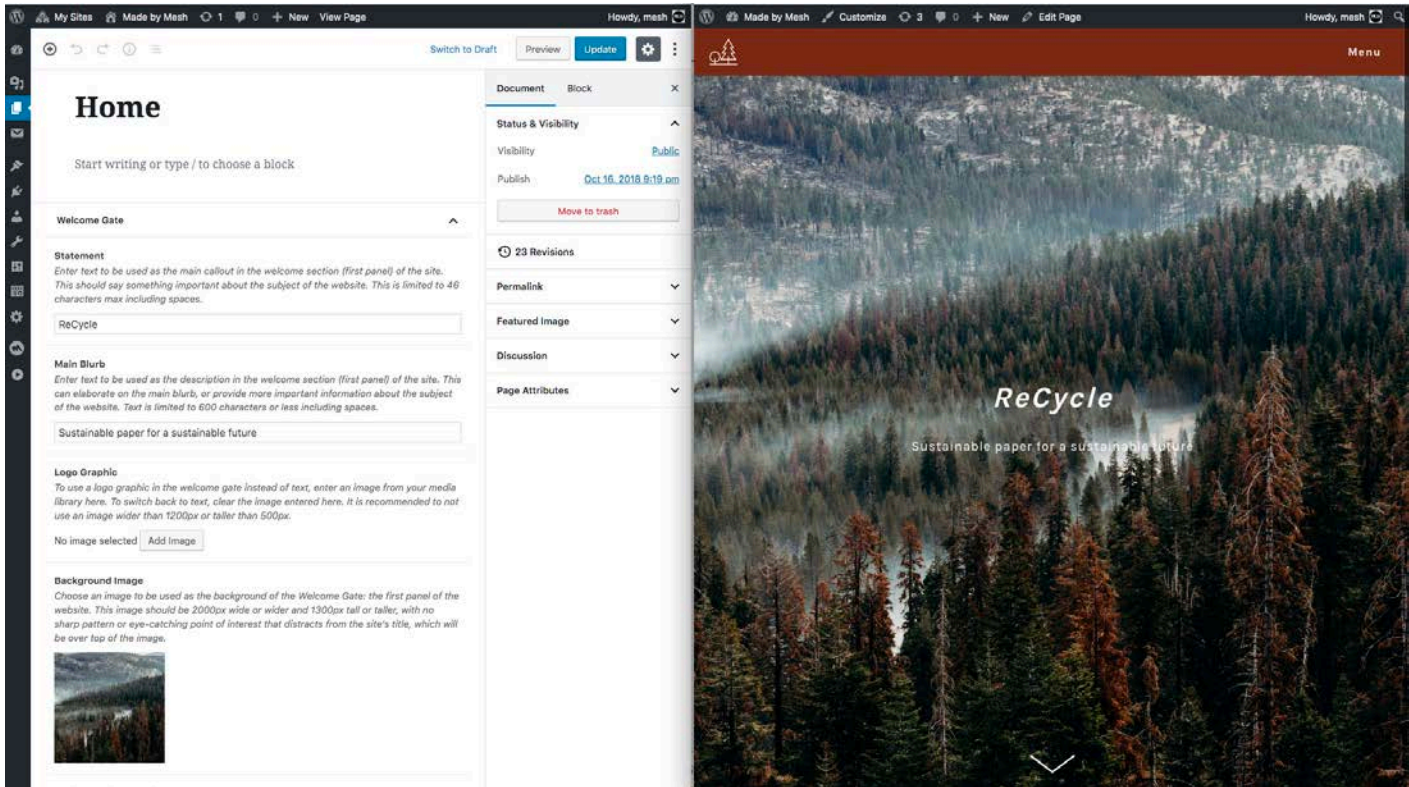
Your page should look like this:



If it doesn’t, raise your hand and ask for help.

## ADD YOUR FIRST IMAGE/

In the CMS, the first part of the page is the Welcome Gate, this creates the top most part of your page. See the image for the finished test website below.



## ADD YOUR FIRST IMAGE/

On your version, let's start with the background image. For this step, make sure that you have a Large image.

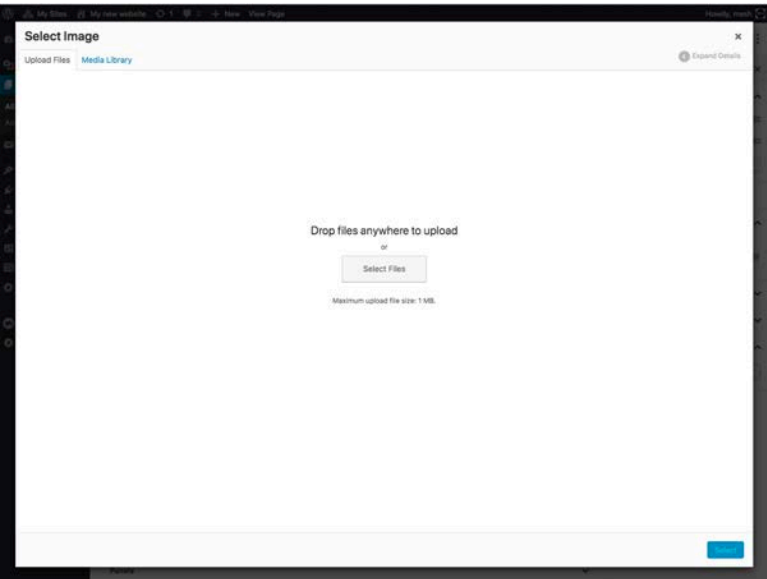
To update the background image, click "Add Image" in the Background Image field.

### Background Image

Choose an image to be used as the background of the Welcome Gate: the first panel of the website. This image should be 2000px wide or wider and 1300px tall or taller, with no sharp pattern or eye-catching point of interest that distracts from the site's title, which will be over top of the image.

No image selected Add Image

Once you click "Add Image", you will see the Media Library tool.



Click the "Select Files" button and choose the image you want to use from the images you chose earlier, and then click the "Select" button.

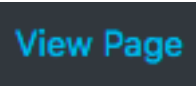
You should see a tiny version of your image under Background Image, if you don't, try the steps again, or ask.

# ADD YOUR FIRST IMAGE/

Once you’ve updated your background image, click the update button.



Then click “View Page” at the top of the page in order to preview your work.



What do you see?  
How does your page look? Are you happy with the image you chose?

If you aren’t seeing anything, or you’re having issues, try the steps above again, or raise your hand for help.

# ADD TEXT TO YOUR HOMEPAGE

If you aren’t already there, click the “Edit Page” link at the top of your screen to return to the CMS editor.



Now start filling out the rest of the fields in the Welcome Gate section to finish building the first panel of your new page.

Welcome Gate

Statement

Enter text to be used as the main callout in the welcome section (first panel) of the site. This should say something important about the subject of the website. This is limited to 46 characters max including spaces.

Main Blurb

Enter text to be used as the description in the welcome section (first panel) of the site. This can elaborate on the main blurb, or provide more important information about the subject of the website. Text is limited to 600 characters or less including spaces.

Logo Graphic

To use a logo graphic in the welcome gate instead of text, enter an image from your media library here. To switch back to text, clear the image entered here. It is recommended to not use an image wider than 1200px or taller than 500px.

No image selectedAdd Image

Background Image

Choose an image to be used as the background of the Welcome Gate: the first panel of the website. This image should be 2000px wide or wider and 1300px tall or taller, with no sharp pattern or eye-catching point of interest that distracts from the site's title, which will be over top of the image.

No image selectedAdd Image

Background Image Filter

If you entered a background image for the welcome gate, choose whether it should have a transparent filter over it that matches the primary color of your color scheme. This will make the welcome gate text more legible and will keep site design consistent. Default is ON. Only turn this off if it obscures important aspects of the background photo or if you plan to not use text.

On☒

Welcome Gate Custom Color On or Off

To use a custom color for the welcome gate, first turn this on.

☐ Off

Be sure to click the Update button periodically to make sure that you don’t lose any work, and view your page periodically to preview your changes!



## ADD NEW PANELS/

Once you’ve finished with the Welcome Gate, it’s time to start working on the rest of your page! Other sections of your page are made up of Panels. To start building these panels, click the “Add Panel” button.

Add Panel

Your page has 3 panel types, an Intro Panel, a Cards Panel, and a Text Panel, each with their own characteristics. Play around with adding some content to one of the panel types and see what it produces on your page.

Here are some examples of the different panel types used on our example website:

### Intro Panel

#### ReCycle: The Future

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Vulputate ut pharetra sit amet aliquam id diam maecenas ultricies. Vitae auctor eu augue ut lectus arcu bibendum. Nunc mi ipsum faucibus vitae.

Lacus vestibulum sed arcu non odio euismod lacinia at quis. Natoque penatibus et magnis dis parturient montes nascetur ridiculus. Consequat interdum varius sit amet mattis vulputate.

Habitant morbi tristique senectus et netus et malesuada fames ac. Ut morbi tincidunt augue interdum velit euismod in pellentesque. Vitae congue mauris rhoncus aenean vel. Cras ornare arcu dui vivamus arcu. Consectetur adipiscing elit ut aliquam. Eu volutpat odio facilisis mauris sit. Pharetra magna ac placerat vestibulum lectus mauris. Tellus rutrum tellus pellentesque eu tincidunt.

Lectus proin nibh nisl condimentum id venenatis a condimentum vitae.

### Cards Panel



## ADD NEW PANELS/

### Text Panel



#### First Heading

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cras mattis consectetur purus sit amet fermentum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

#### Second Heading

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cras mattis consectetur purus sit amet fermentum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

#### Third Heading

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cras mattis consectetur purus sit amet fermentum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

#### Fourth Heading

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cras mattis consectetur purus sit amet fermentum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Special Note: As you are creating your panels, make note of the Panel ID field.

#### Panel ID \*

Create an ID for this panel from alphanumeric characters and no capitals (a-z0-9). This will allow you to add an item to the navigation to scroll to this panel. To create the navigation link, go to Appearance > Menus, select "main\_nav," add a Custom Link, and paste this panel's ID into the "href" field, adding a pound sign at the beginning. Name the navigation item whatever you would like. Example of a valid panel ID: panel1. Example of link to panel1: #panel1.

# id-goes-here

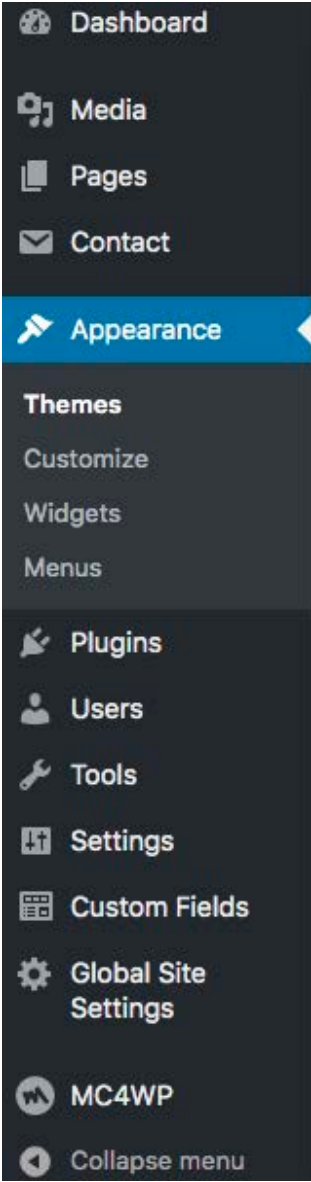
Make sure that you read the instructions in this field, and you are adding a short, 1 - 2 word description for this panel. We’ll need that for the next step, making the

navigation. Keep in mind as you do so, that the IDs you create here will be used for your navigation, you set up this part in when you were planning your website.

# BUILD YOUR WEBSITE MENU



Refer to the list of pages you created in the planning step. What you came up with there will be the labels for our navigation. To start, click Appearance in the left navigation in the CMS, and then click Menus.



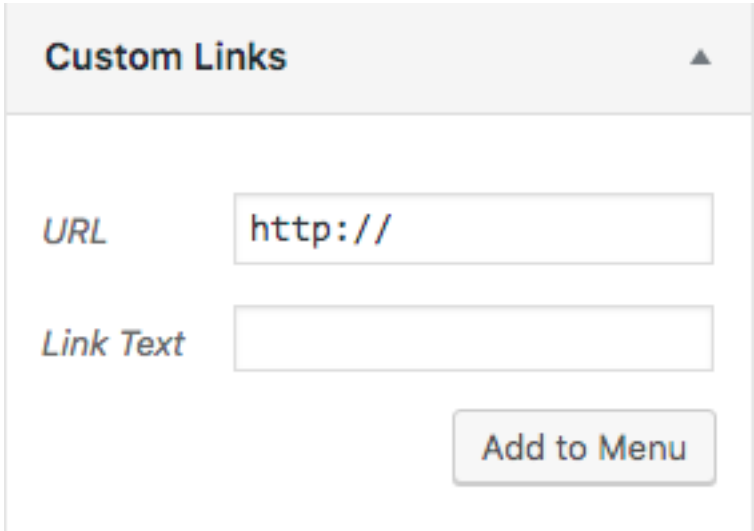
You should see this:



# BUILD YOUR WEBSITE MENU



Start creating your navigation by selecting “Custom Links” under Pages.



Remember the Panel IDs you set up when you built your page? If you don’t save your work by clicking the Save Menu button, and take a look at your page. You may want to write your panel IDs down.

The panel ID will then be the URL for your custom link. Add that information by typing:

#Panel-ID

Into the URL field. Your link text will use the text you wrote in the planning stage for each of your content sections. Click the “Add to Menu” button to add your link to the menu. Once complete save your menu, and preview your page by clicking the View Page button.

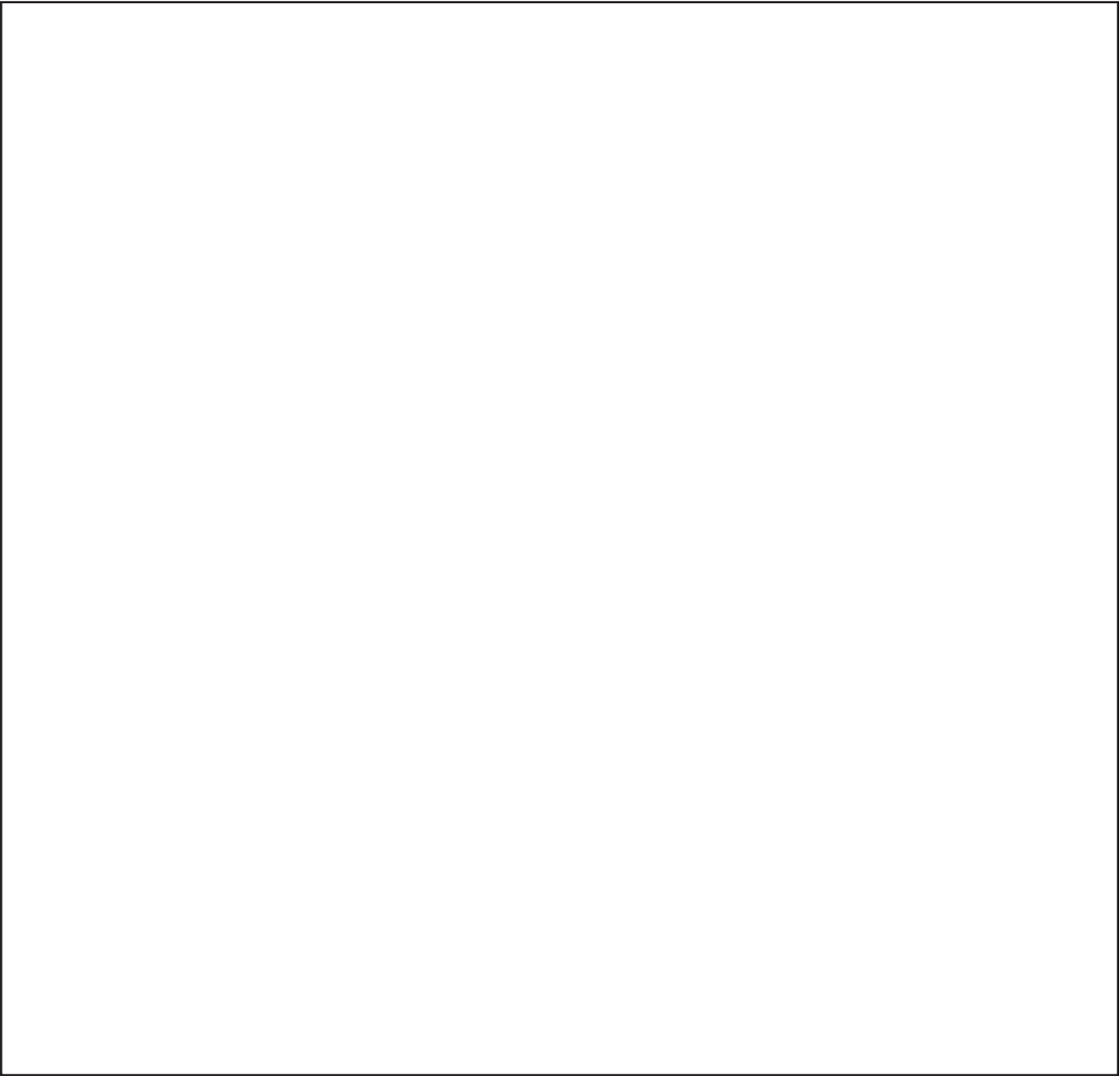
If everything is OK, stand back and admire your work! You’ve just made your first website. If you need help, please raise your hand to ask for help.

FURTHER EXPLORE  
YOUR IDEAS.

4

CODING

WORKING SESSION



4

CODING

WORKING SESSION



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//

;\*  
;

: ]

**A** | **VISUAL DESIGN**

WORKSHOP 5A. VISUAL DESIGN TRACK

HAPPINESS LIES  
IN THE JOY OF  
ACHIEVEMENT AND  
THE THRILL OF  
CREATIVE  
EFFORT.

FRANKLIN D. ROOSEVELT

\*

HOW CAN YOU DESIGN A POSTER  
TO COMMUNICATE YOUR IDEAS  
IN YOUR NEIGHBORHOOD?

The Plan

- 1. ??????
- 2. ????
- 3. ??????

Activities:	Learning Objective
x ?????	x ????
x ?????	x ?????
x ?????	x ??????

**B** | CODING

WORKSHOP 5B. CODING TRACK

CREATIVITY  
IS CONTAGIOUS  
PASS IT  
ON

ALBERT EINSTEIN

5

CODING  
OVERVIEW  
DURATION:1.5 HOURS

HOW CAN YOU USE TECHNOLOGY  
TO HELP YOUR IDEA DEVELOPED  
IN WORKSHOPS 1 AND 2?

The Plan

1. Wordpress continued

Activities:

- ✕ Coding

Learning Objective:

- ✕ HTML Coding
- ✕ CSS Coding
- ✕ Creative Problem Solving
- ✕ Creative Confidence

# WORDPRESS

Okay now that we’ve gotten a taste of wordpress, ready to add your own pages, text, and images?

1. Design your own sitemap! What do we want our website to be about? Think about what you worked on in the Big Idea workshop and how making a website can help out with your goal.
2. Gather your images! We’re going to take some time to find some images we want to use on the website to make it look great, and we’ll look at ways that we can quickly add some text.
3. Build your own website on wordpress! Once we have our website planned and our information gathered, we’re going to add that content to our website!

Think about your Big Idea project, and what you want the world to know about it. What information should go on your website? Brainstorm some ideas below:

Now, what order should this information appear on your website? Is there anything else you need to add? Many websites have an About section, additional sections that go into more depth about your project or idea or cause, and maybe a little bit about the people involved.

Let’s add numbers to our list of website information above, in the order we want the information to appear on the website.

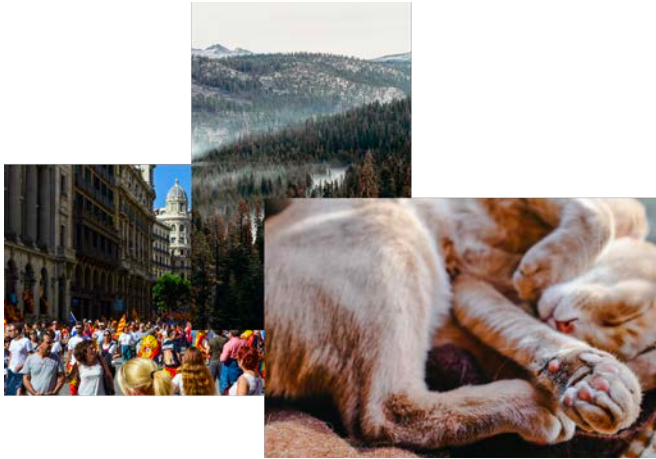
If you need examples, take a look at the way the content is broken up in our example:



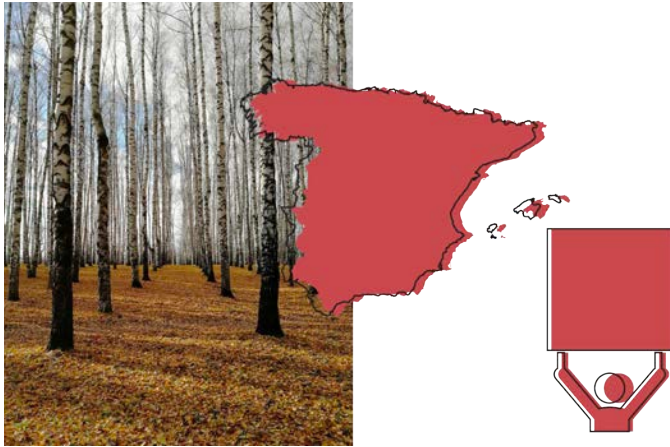
# GATHER IMAGES FOR YOUR WEBSITE

Search Google for some images to be used on your website. You could also use your own photos, or graphics that you made in the Design workshop. Use the examples below to find several different sizes that can be used.

Large Images: for backgrounds



Medium Images: to pair with text



Small Images: for example a portrait, or your website’s logo



Now that you have your own menu, images, and writing, it’s time for you to upload everything and design and build your own website on wordpress. Refer back to workshop 4 for tips, tricks, and reminders on how to use wordpress to make your own website.

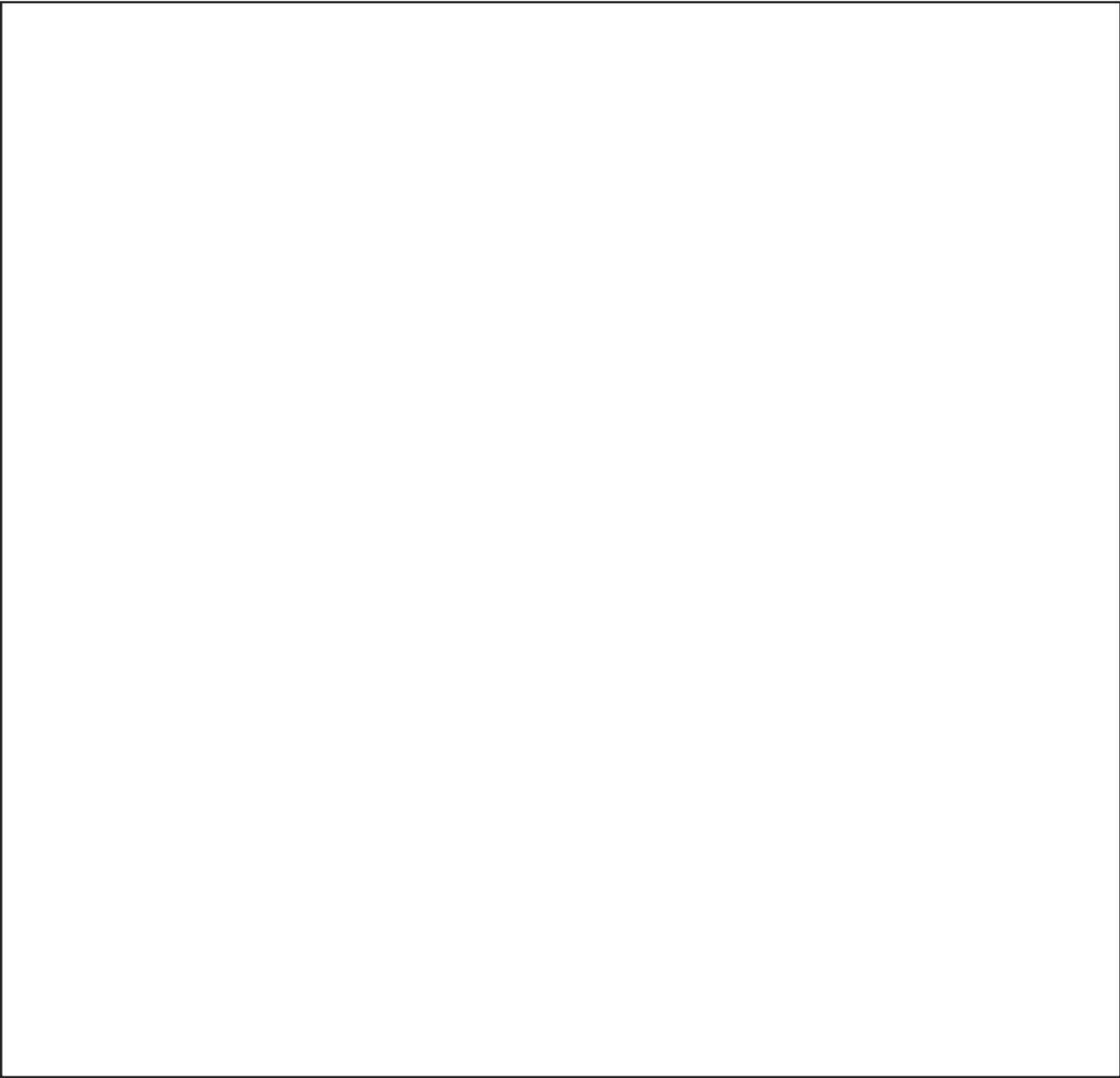
FURTHER EXPLORE  
YOUR IDEAS

5

CODING

WORKING SESSION

FURTHER EXPLORE  
YOUR IDEAS



5

CODING

WORKING SESSION

# THE ONLY WAY TO FIND YOUR VOICE IS TO USE IT.

AUSTIN KLEON

6

IDEA FESTIVAL

**WHAT DO I NEED TO FINALIZE MY  
PROJECT IDEA AND PROPOSE IT  
TO POTENTIAL PARTNERS THAT  
CAN HELP ME BRING IT TO LIFE ?**

Agenda: 2 Hour Session

1. Group Share & Feedback (15 minutes)
2. Idea Festival Presentation Tips (10 minutes)
3. Idea Festival Prep: Questions for Mentors (10 minutes)
4. Work Session: Continued development of your idea (45 minutes)
5. Group Sharing and Q&A for Idea Festival Prep (10 minutes)

**PROJECT SHARING.  
WHAT DID YOU  
LIKE ABOUT OTHER  
FOLKS PROJECTS ?**

6

IDEA FESTIVAL  
GROUP SHARE AND FEEDBACK  
15 MINUTES

1.
2.
3.
4.
5.

**WHAT PRESENTATION  
TIPS ARE WORTH  
NOTING DOWN ?**

6

IDEA FESTIVAL  
PRESENTATION TIPS  
10 MINUTES

1.
2.
3.
4.
5.



WRITE OUT FIVE OF  
YOUR QUESTIONS  
FOR YOUR  
MENTORS AT THE

6

IDEA FESTIVAL PREP  
QUESTIONS FOR MENTORS  
10 MINUTES

1.

HI:NICE TO MEET YOU!:WHAT IS YOUR NAME AND YOUR JOB IN OUR TOWN?

MENTOR ANSWER :)

2.

MENTOR ANSWER :)

3.

MENTOR ANSWER :)

4.

MENTOR ANSWER :)

5.

MENTOR ANSWER :)

WRITE OR DRAW  
YOUR PLAN FOR  
PRESENTING YOUR  
BIG IDEA TO YOUR  
COMMUNITY!

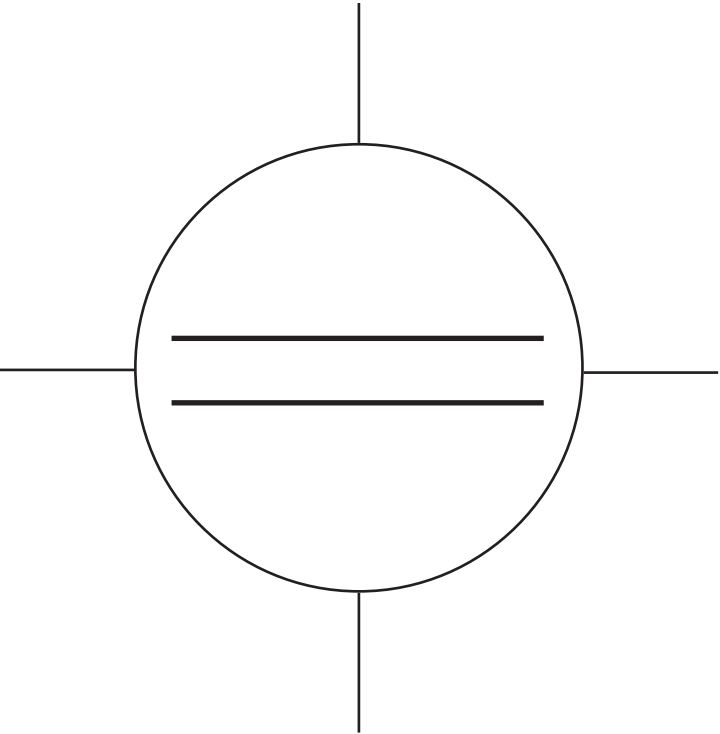
6

IDEA FESTIVAL CONTINUE  
DEVELOPMENT OF YOUR IDEA  
45 MINUTES

WHAT IDEAS FROM  
YOUR MENTOR  
WERE HELPFUL  
FOR YOU TO MAKE

1.
2.
3.
4.
5.

TEACH YOUR  
MENTOR HOW TO  
MINDMAP !



;

;

THE ONLY WAY TO  
FIND YOUR  
VOICE  
IS TO  
USE  
IT.

\*

AUSTIN KLEON

;

;

MAKE  
SHOP  
APPALACHIA

TRYING SOMETHING THAT HASNT BEEN DONE YET  
HERE IN OUR VERY OWN WEST VIRGINIA HOMETOWN.  
THE MAKESHOP ENTREPRENEURSHIP WORKSHOPS  
BY MESH DESIGN AND THE BOYS AND GIRLS CLUB

THANK YOU FOR BEING A  
MAKESHOP  
MENTOR!

FOR

ADMINISTERED BY:

;

;

;

TECHNOLOGY  
IS BEST  
WHEN IT  
BRINGS  
PEOPLE  
TOGETHER.

\*

;

;

MATT MULLENWEG

MAKE  
SHOP  
APPALACHIA

TRYING SOMETHING THAT HASNT BEEN DONE YET  
HERE IN OUR VERY OWN WEST VIRGINIA HOMETOWN.  
THE MAKESHOP ENTREPRENEURSHIP WORKSHOPS  
BY MESH DESIGN AND THE BOYS AND GIRLS CLUB

MAKESHOP APPALACHIA

LEVEL ONE  
CODER

FOR:

ADMINISTERED BY

;

;

;

WHEN I DARE TO BE  
POWERFUL TO USE  
MY STRENGTH IN THE  
SERVICE OF MY  
VISION THEN  
IT BECOMES LESS IMPORTANT  
WHETHER I AM AFRAID.

\*

AUDRE LORDE

# MAKE SHOP APPALACHIA

TRYING SOMETHING THAT HASNT BEEN DONE YET  
HERE IN OUR VERY OWN WEST VIRGINIA HOMETOWN.  
THE MAKESHOP ENTREPRENEURSHIP WORKSHOPS  
BY MESH DESIGN AND THE BOYS AND GIRLS CLUB

MAKESHOP APPALACHIA

# LEVEL ONE DESIGNER

FOR:

ADMINISTERED BY:

;

## POPUP PENGUIN GAME

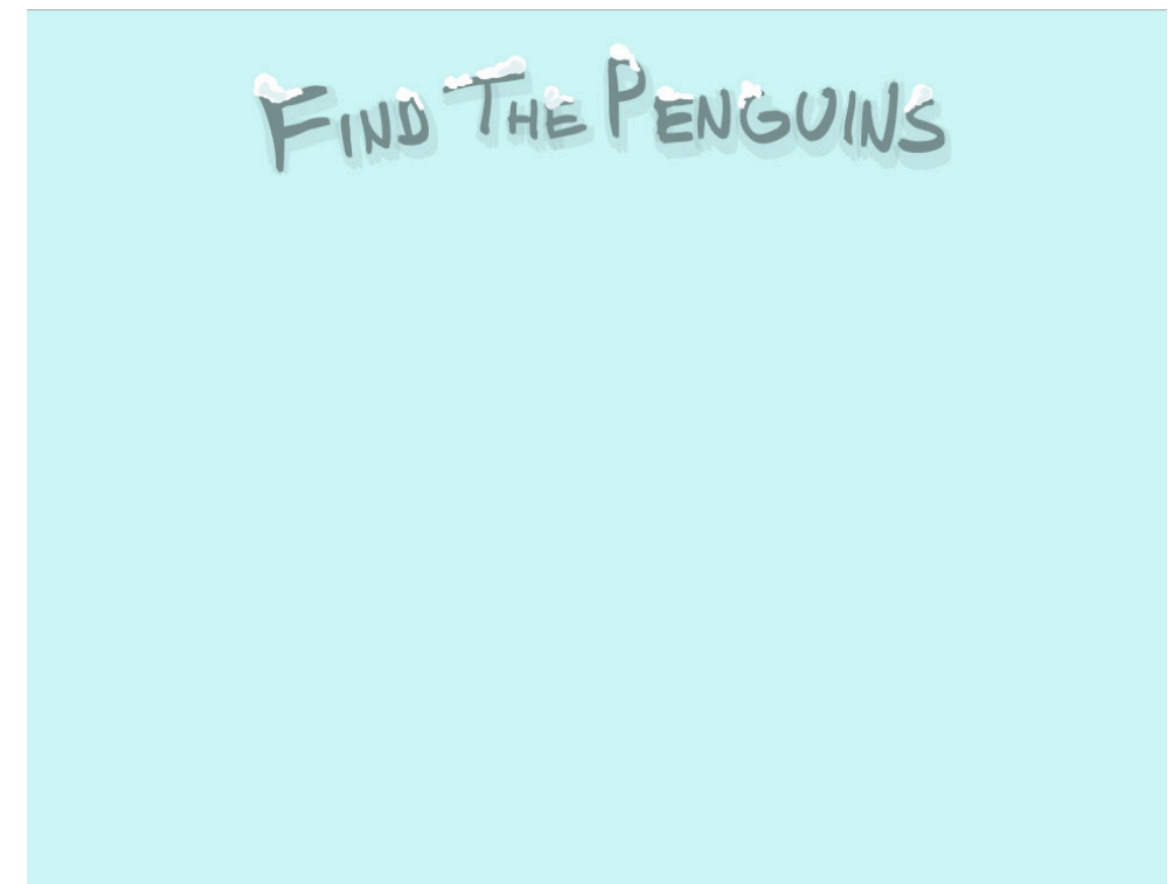
1. Open the brackets application
2. For this project, we'll be using HTML, CSS, and just a tiny bit of Javascript, that I'll be providing
3. Go to <https://bgclub.meshfresh.com/penguin>
4. Click the link to download the project\_2 file, project\_2.zip
5. Once the file is downloaded, unzip the file by double clicking the file on the desktop.
6. Follow along while we create a game using HTML, CSS, and Javascript that will end up looking like this:



## POPUP PENGUIN GAME

Steps:

1. Open the project\_2 folder with Brackets. The easiest way to do this is to drag the folder icon to the Brackets icon in the taskbar.
2. In this project, we'll be focusing on some advanced CSS, so our HTML file already includes all of the building blocks we'll need.
3. Let's preview the index.html file using live preview. Click the live preview button in Brackets (sideways lightning bolt). This is what we should see with our preview:

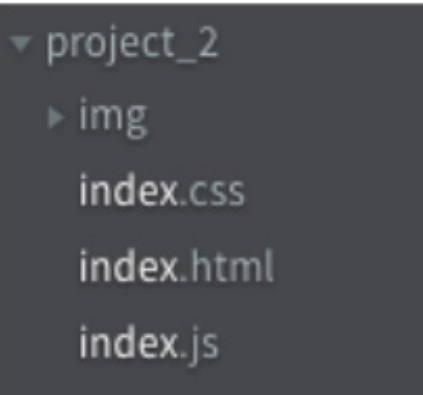


There's not much there, right? Don't worry, we'll be adding more as we build this page.



POPUP PENGUIN GAME

1. Lets take a look at what we have in this folder.



Our image folder contains all of the images we'll be using for our game.

2. Let's go ahead and start adding some styling for our penguins. Between our <style> </style> tags type:

```
.penguin1:hover {
  background-image:url('img/mound_1_hover.png');
  cursor: pointer;
}

.penguin1:active {
  background-image:url('img/penguin_1.png');
}

.penguin1 {
  width: 200px;
  height: 200px;
  float: left;
  background-image:url('img/mound_1.png');
}
```

3. Let's break this down a bit to see if we can figure out what's going on in our CSS.

```
.penguin1:hover {
  background-image:url('img/mound_1_hover.png');
  cursor: pointer;
}

.penguin1:active {
  background-image:url('img/penguin_1.png');
}
```

Notice that the first two style rules for our .penguin1 class include the additional elements :hover and :active. These additional elements are called pseudo classes, and they are used to create interactivity when a user interacts with an element with their mouse.

**:hover** - updates the element according to the style rules we have included when the user places their cursor over the element in question.

**:active** - updates the element according to the style rules we have included when the user clicks the element.

POPUP PENGUIN GAME

4. The rest of our styles for this page will be similar to our example above. Copy the lines that we typed in the previous step, and below the ".penguin1:active" style, paste an additional copy of our penguin1 code.

Update each of the lines in the copy to remove the "1" and replace it with a "2", it should look like this:

```
.penguin2:hover {
  background-image:url('img/mound_2_hover.png');
  cursor: pointer;
}

.penguin2:active {
  background-image:url('img/penguin_2.png');
}

.penguin2 {
  width: 200px;
  height: 200px;
  float: left;
  background-image:url('img/mound_2.png');
}
```

5. Continue to make copies of these lines just after your last paste, and increasing the number lines by 1 each time. So your next paste would replace the "1" characters with a "3". and so on; untill you have reached the number 8.

6. After your 8th penguin type:

```
.yeti:hover {
  background-image:url('img/mound_9_hover.png');
  cursor: pointer;
}

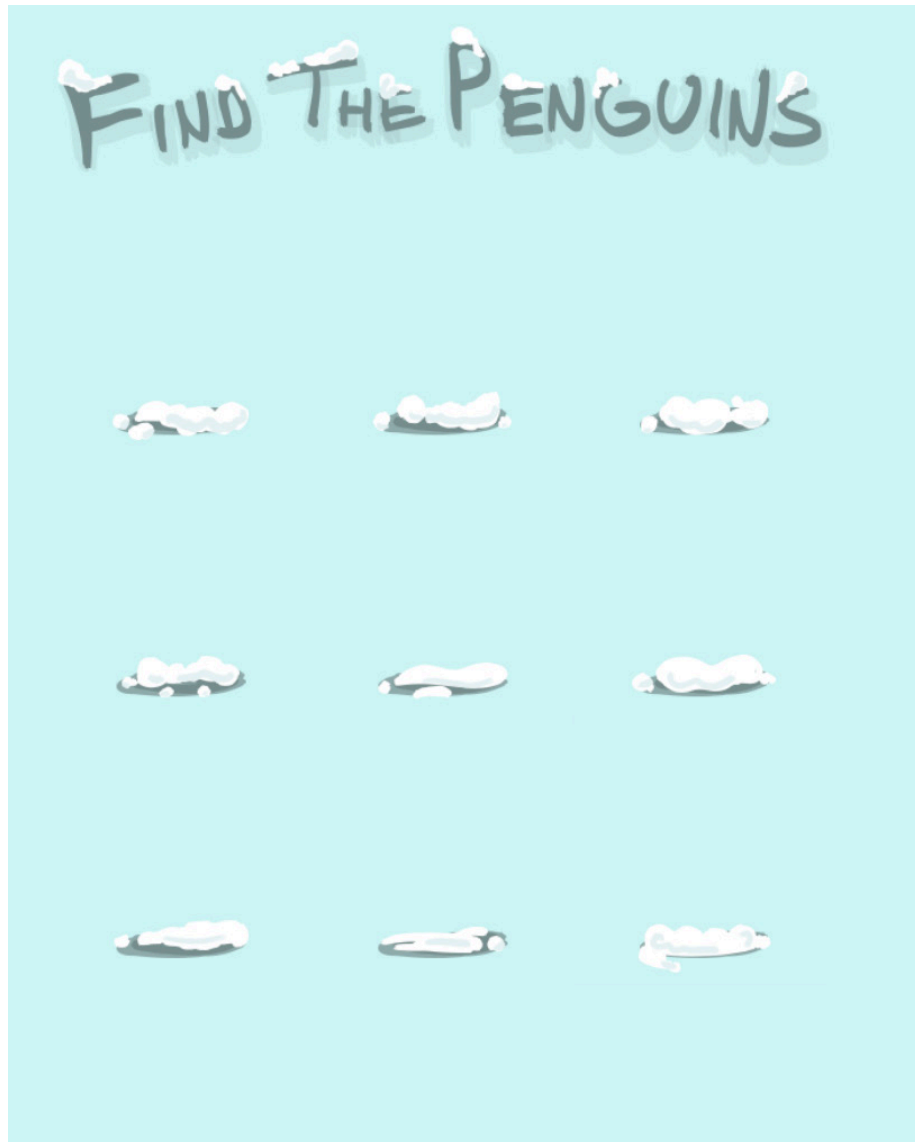
.yeti:active {
  background-image:url('img/yeti.png');
}

.yeti {
  width: 200px;
  height: 200px;
  float: left;
  background-image:url('img/mound_9.png');
}
```

Be sure to SAVE your work!

## POPUK PENGUIN GAME

1. All of our styling has now been completed. Our page should look like this:



Try interacting with any of the clouds with your cursor. What happens when you hover over them? What happens when you click your mouse while hovering over the clouds?

## POPUK PENGUIN GAME

2. The next step is to add some Javascript. Find the index.js file and type the following code:

```
$(document).ready( function() {  
  
    //This code will run after your page loads  
  
    $(".yeti").mousedown(function() {  
        alert("Yaaaarrrr!");  
    });  
  
});
```

**NOW THAT YOU  
HAVE CODED SOME  
GAMES, WHAT DO  
YOU WANT TO MAKE  
FOR YOUR PROJECT?**

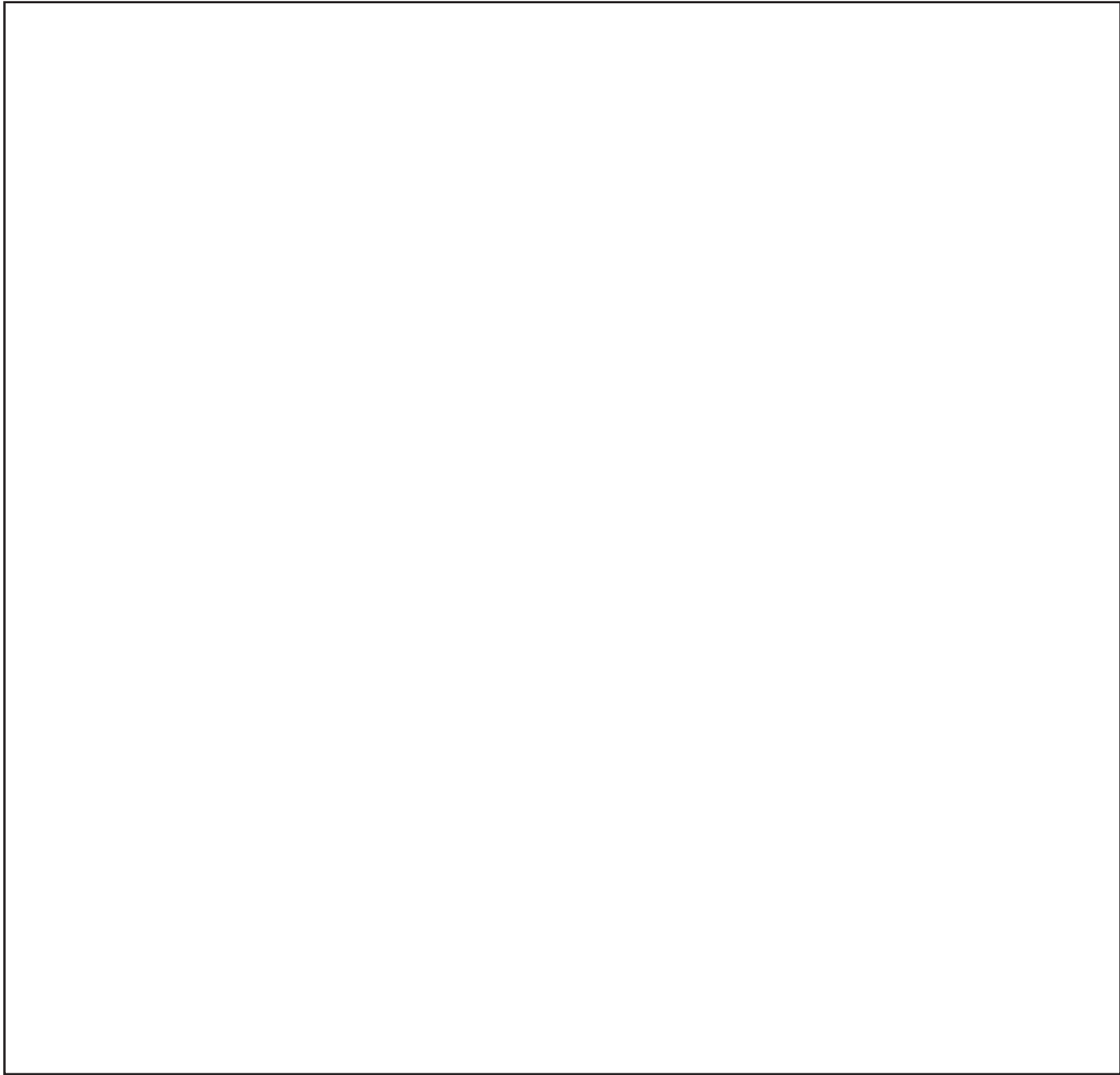
Work with your mentor to begin coding something that you can use with your project, like an app, a website, or maybe you want to make your poster digital!

4

CODING

WORKING SESSION

**FURTHER EXPLORE  
YOUR IDEAS**



4

CODING

WORKING SESSION

TELL A STORY

1. Open the brackets application
2. Go to <https://bgclub.meshfresh.com/>, this is the finished version of what you could create
3. Download the .zip file for this project, and save it to the desktop
4. Once the file is downloaded, unzip the file by double clicking the file on the desktop.
5. Open the index.html file using Brackets. You should see something that looks like this:

```
<html>

<head>
  <link rel="stylesheet" href="style.css">
</head>

<body>

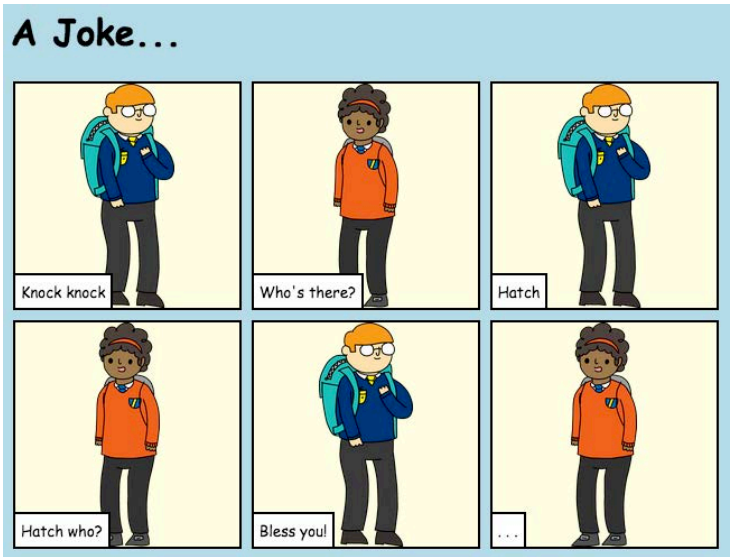
  <h1>Add your title here!</h1>

  <div>
    
    <p>Add your own text here!</p>
  </div>

</body>

</html>
```

Today we’re going to create a story with code! This is just an example, but our finished project is going to look something like this:



TELL A STORY

In your project folders, you’ll find a bunch of images, including the ones in the finished example, that you can use to create your story. Like these:



The styling for all of the blocks you’ll be creating is already done for you. The primary thing that we’re going to be focusing on in this project is writing a story with your website. A big part of creating a website is creating a story, something that we can use to entertain people, and keep their attention.

# TELL A STORY

Since we’re trying to create a visual story, a good place to start with the develop your story is to create something called a storyboard. A storyboard shows all of the different scenes that you are planning to create in your story. Spend the next few minutes storyboarding for the story that you’re trying to write. Your drawings don’t need to be perfect, pay more attention to the text that you want to write, and do quick sketches of the images that you want to use.


# TELL A STORY




## TELL A STORY

1. Making new frames for your story is easy! Just copy this portion of the code on your example file:

```
<div>
  
  <p>Add your own text here!</p>
</div>
```

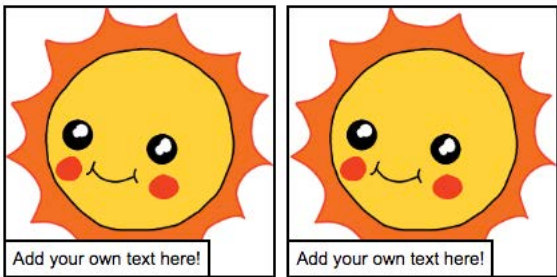
2. And paste your copied frame just below the content you just copied. Your code should look just like this

```
<div>
  
  <p>Add your own text here!</p>
</div>

<div>
  
  <p>Add your own text here!</p>
</div>
```

3. Save your work and preview the page in your browser. It should now look like this:

Add your title here!



4. In order to personalize your frames with the images you want to use, you can update the image for each of your story frames by updating the image:

```

```

## TELL A STORY

5. In the screenshot (and the example of what the page should look like above), we're using the image sun.png. Your project folders contain several more images that can be used for your story. Here's a list of all the filenames if you want to use those images:

```
boy.png
buildings.png
diamond.png
dinosaur.png
flowers.png
girl.png
index.html
rainbow.png
robot.png
spaceship.png
style.css
sun.png
tea.png
trophy.png
```

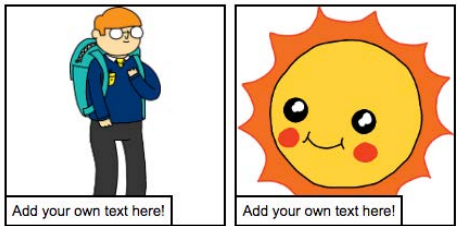
6. To use any of the images above, just replace the text "sun.png" with any of the file names above. As an example, we'll use the boy.png image to update the first frame in our example:

```

```

7. SAVE your work, and reload your preview. You should see this:

Add your title here!



TELL A STORY

- 1. Now let’s update the caption for our first frame. In order to do that, we’ll change the content within the <p></p> tag:

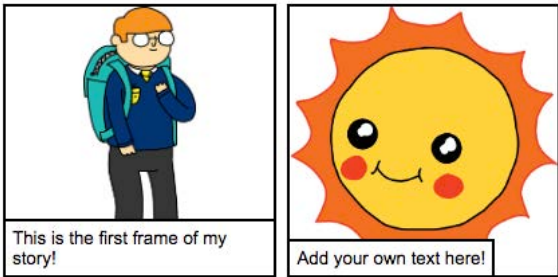
```
<p>Add your own text here!</p>
```

- 2. Let’s update the content in the first frame on our page:

```
<p>This is the first frame of my story!</p>
```

- 3. **SAVE** your work, and reload your preview page to see the change: As you start to write your story, be sure that you are writing short sentences for each frame, too much content, and your image won’t show! If needed you can always break your content up across multiple frames.

Add your title here!



- 4. Let’s back up a second and personalize your story by giving it a title. Find this section in the code of your page:

```
<h1>Add your title here!</h1>
```

- 5. To add your new title, delete everything between the two <h1></h1> tags and include what you want for your new title. Save your work, and preview the page again.
- 6. Now it’s time to start writing your story and turning it into a webpage! Write anything you want, from a short story about dragons finding a diamond, to a joke, the choice is yours!

FURTHER EXPLORE  
YOUR IDEAS

