

March 2009 Newsletter

If you are receiving this message, it means that I have done work for you in the past, I am doing work for you now, or you have expressed interest regarding me doing work for you in the future. If you would prefer to not receive further emails, please let me know about it.

Being that it is now March, I have sent out invoices to any of you for whom I have done work in February, or for those who have not yet paid for previous months. Please remit your payment when you have a chance.

Coloring – Here is a little primer about screen colors...

Website pages come in all combinations of background color and foreground text. I wanted to describe in a little detail how all these different colors get generated.

First off, in case you didn't read last month's letter, or if you have a bad memory I will give a (very) brief recap... Here is how you count to 33 in hexadecimal (hex):

1, 2, 3, 4, 5, 6, 7, 8, 9, A, B, C, D, E, F, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 1A, 1B, 1C, 1D, 1E, 1F, 20, 21

OK, in the world of web pages, we normally use a combination of 3 colors, namely red, green and blue. It is commonly called the RGB Color Model and here is the Wikipedia definition:

The **RGB color model** is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

So, if you want to create a color, you use combinations of these 3 colors. And the amount of each color is defined by a 2-digit hexadecimal value. As in decimal numbering, where the maximum 2-digit value is 99, the maximum 2-digit hex value is FF, which is 255 in decimal. I think a few examples right here would make things clearer.

Let's say you wanted some text to be red. So you would want all the red and none of the green or blue. The hex value for **bright red** would be **#FF0000** (the pound sign tells HTML that the following value is in hex). If you wanted **bright green**, the value would be **#00FF00**, and bright blue would be **#0000FF** (which is the color of the text I normally use). Let's say you wanted **bright purple**, which is a combination of red and blue. If you specified a value of **#FF00FF**, you would get bright purple. White is designated as **#FFFFFF** and black as **#000000**.

Now, there are numerous other combinations, if you use less than the maximum values. Let's for example, try a combination of a little of each color. Here is a **darker green** and its hex value is **#153F16**. Or maybe a **violet color**, which is **#800080**. Or a **dark gray**, which is **#666666**.

I have found a very cool little piece of software called Pixie made by a company called Nattyware. It can run in the background and, when you want it, you can have it display as a little popup window and, wherever your cursor might be, it displays the color value at that position, not only in RGB mode but also in other modes that are used in other ways. I can't tell you how useful this has been to me. It is a tiny download and you might want to check it out.

Google Business – Google has applications for just about everything and I just wanted to recommend one of them, namely Google Business. I would assume that most people have tried Google Maps. It is another thing that I wouldn't want to be without. If you want to see a map of a certain address, you enter it in the search box (e.g. 123 Main Street, San Diego, CA) and you can see it on a map in a variety of ways. Did you know that, instead of an address, you can type a business name? I have created my own Google Business account and, if you type my business name (Technical Website Design) in the search box, you will see information about my business and my address on a map. Pretty cool if you ask me and it is free!

To view archives of past newsletters, go to <http://www.technicalwebsitedesign.com/newsletters.html>

Thank you all for your business (and potential business...)

Jim