Adam Procter
Winchester School of Art

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http://dctr.pro/web
1. Background / context
in Year 1...
Garamond
Candara
Futura
Gabriola
Comic Sans
Century
Baskerville
Optima
Didot
fundamentals covered
final 1 week project
Hackasaurus*
- Subversion project

*https://goggles.webmaker.org/
2. The Project
Obsession: An idea or thought that continually preoccupies or intrudes on a person's mind, the state of being obsessed with something...
“God is in the detail”

“Architecture starts when you carefully put two bricks together.”

- Ludwig Mies van der Rohe
- The Stock Exchange
- The Motorway Network
- The NHS
- Local Government
- The Industrial Revolution
- The Shipping Forecast
- British Library
- National Grid
- The Met Office
- The National Trust
- Ordnance Survey
- The Roman Empire
- Air Travel
- BP
- Royal Mail
- UNESCO
- The Armed Forces
- The Justice System
- National Rail
- NASA
PART 1:
- Research selected subject.
- Generate and develop ideas.
- Devise name and create an identity/representation.
- Create concept material based on research: representation/identification, images, pictograms, statistics/text for use in **Part 2**.
- Create a persona for the proposed for the end user.

PART 2:
- Progression of end-user persona.
- Information architecture development and design.
- HTML/CSS workshops - design and implement linked content.
Part 1

2 weeks

Part 2

3 weeks
Part 1

- launch
- tutorial 1
- workshop 1
- talk 1

Part 2

- prototype day
- tutorial 3
- workshop 4
- talk 2

- tutorial 4
- workshop 5
- talk 3

- tutorial 5
- workshop 6
- workshop 7

- sign up code sessions
- crit*
Part 1
Content gathering
Research
Justin Burns, demo part 1
Example project:

Starting point/selected subject:

“COAST”

(This subject is not on the supplied list)

Research/ideas development – **define your subject**

**COAST:**

The part of the land near the sea; the edge of the land, a run or movement in or on a vehicle without the use of power.

The coast is clear there is no danger of being observed or caught.

**ORIGIN:** Middle English *in the sense ‘side of the body’*, from Old French *coste* (noun), *costeier* (verb), from Latin costa ‘rib, flank, side.’ Sense 1 of the noun arose from the phrase coast of the sea ‘side of the sea.’
Research & development
30.09.13

Associated images & keywords:
Coast/rocks/sea/sand/seaside/holidays/hot weather/cold drinks/ice cream
Research & development
30.09.13

Italian ice cream

Pistacchio
Cioccolato
Fragola
Cocco
Vaniglia

Café

Gelato

Italian traditions
Café style

Gelato

Casa dell’Italia

King of Rock
Keywords:
British seaside/traditional expectations/fish & chips/signage/language...

Research/ideas development

COAST:

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Identity design

Names/ID ideas

CONE

Cone
Identity design:
Names/ID ideas

NO ARTIFICIAL FLAVOURS!
No artificial flavours!

SCOOOD COAST BEACH CONE

CONE CONE

NO ARTIFICIAL FLAVOURS!

CONE CONE

NO ARTIFICIAL FLAVOURS!

CONE CONE

CONE CONE

CONE CONE
“I keep six honest serving-men they taught me all I knew;
Their names are What and Why and When
And How and Where and Who.”

- Rudyard Kipling
Designing Atmosphere

- Typography
- Colour
- Texture
Don Norman
Aral Balkan

“The Design of Everyday Things”

“Design may be our top competitive edge. This book is a joy—fun and of the utmost importance.”

TOM PETERS
- Device
- Location
- Time of day
- Calendar
- Weather
User Interface elements
“Our lives are a string of experiences. Experiences with people and experiences with things. And we, as designers—as the people who craft experiences—we have a profound responsibility to make every experience as beautiful, as comfortable, as painless, as empowering, and as delightful as possible.”

- Aral Balkan
- Indie Tech
Presentation - @2weeks
Persona

Who will want to look at this site?

Viewers that are interested in:

- Retro cars
- Ice cream
- Holidays
- Retro design
- Antiques
- Humour
- Eccentric music (e.g. Freak Zone on 6music)

Viewers that have memories of:

- Ice cream vans
- Ice cream cones
- Packaging
- Seventies/Eighties cars

Interest in Art
- Animation/characterisation
- Postmodernism
- Surrealism
- Typography
- Irony

Organisation of content
An ice cream van (British) or ice cream truck (American) is a commercial vehicle which serves as a travelling retail outlet for ice cream, usually during the summer. Ice cream vans are often seen parked at public events, or near parks, beaches, or other areas where people congregate. Ice cream vans often travel near where children play — outside schools, in residential areas, or in other locations. They usually stop briefly before moving on to the next street.

Ice cream vans are often brightly decorated and carry images of ice cream, or some other adornment, such as cartoon characters. They may have painted-on notices, which can serve a commercial purpose (“Stop me and buy one!”) or a more serious one (“Don’t Skid on a Kid!”) — serving as a warning to passing motorists that children may run out into the road at the sight of the van, or appear without warning from behind it.
<table>
<thead>
<tr>
<th>about</th>
<th>Gelato Obsessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>History</td>
<td>Reliable evidence proves that ice cream cones were served in the 19th century, and their popularity increased greatly during the St. Louis World's Fair in 1904. According to legend, at the World's Fair an ice cream seller had run out of cardboard dishes used to put ice cream scoops in, so they could not sell any more produce. Next door to the ice cream booth was a Syrian waffle booth, unsuccessful due to intense heat; the waffle maker offered to make cones by rolling up his waffles and the new product sold well, and was widely copied by other vendors.</td>
</tr>
<tr>
<td>Design</td>
<td>An (An) or ice cream truck (or ice cream truck) is a vehicle which tail outlet for ice cream. Ice cream is served at public events, such as, or other areas where ice cream vans are often located. Play — outside the area, or in other locations, the children play. The ice cream van is usually stop briefly before next street.</td>
</tr>
<tr>
<td>Music</td>
<td>Ice cream and carry adult men may have serve a cone (buy one) on a kid? motorist the road at the warning from behind it.</td>
</tr>
<tr>
<td>Blog</td>
<td>The British Seaside</td>
</tr>
<tr>
<td>Contact</td>
<td></td>
</tr>
</tbody>
</table>
Workshops

*across all 5 weeks
assume Zero best practice
http://5by5.tv/webahead/33

<aside>
- five simple steps
- pocket guides
- a book apart
“Designers need to code as much as artists need to mix paint”

- Mustafa Kurtulda
- FOWD 2014
It is not print design

“The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility. But first, we must “accept the ebb and flow of things.””

- John Allsopp
- a long time ago!

http://www.alistapart.com/articles/dao/
Tweetbot
@_dotttt
followed
@adamprocter.
“Designers should write mark up to communicate the meaning in a design”

- Andrew Clarke

- Designing an atmosphere for accessibility
html
css
editors (textmate / brackets / *adobe)
pre processing (sass / less etc)
cms, frameworks, some pattern libraries
javascript / jQuery
css
html
html (meaning)
css (style)
editors (textmate / brackets / *adobe)
pre processing (sass / less etc)
cms, frameworks, some pattern libraries
javascript / jQuery (icing)
css (style)
html (meaning)
workshops 1 + 2
2 hours each
html
focus on the application of **meaning**
HTML element reference

This HTML reference lists all HTML elements, defined in HTML5 or in a previous specification. When enclosed within angle brackets, they form HTML tags <elementname>. Elements are entities specifying how HTML documents should be built, and what kind of content should be placed in what part of an HTML document.

This page lists all standard HTML tags, including both the latest HTML5 tags, as well as older ones (including both obsolete and non-standard tags) tags. Elements that were introduced in HTML5 are often referred as the new HTML5 elements, even though the other standard elements also are valid in HTML5.

In an HTML document, an element is defined by a start tag. If the element contains other content, it ends with a closing tag, where the element name is preceded by a forward slash \(</elementname>\). Some elements don't need to be closed, such as image elements. These are known as void elements. HTML documents contain a tree of these elements. Each is named to represent what it does. For example, the \(<title>\) element represents the title of the document. Below is an alphabetical list of the HTML Elements.

The symbol \(\text{\textregistered}\) indicates that the element has been added in HTML5. Note that other elements listed here may have been modified or extended by the HTML5 specification. Dimmed elements are non-standard, obsolete, or deprecated; they must not be used in new Web sites, and should gradually be removed from existing ones to avoid unspecified results.

The symbol \(\text{\textcopyright}\) indicates that the element is defined in the Web Components collection of specifications.
Activate The Death Ray

Latest blog entry

The Destroying Ray

Officer Torch reports to Ming that Kaia's city is collapsing. They watch anxiously on the Spacograph as the palace crumbles. Anxious to save his daughter, Ming shuts off the magnet that keeps Kaia's palace underwater. [...]

- Andy Clarke
20/11/2009 Earth time
00 comments

Tags:
- Science
- Action
- Malakryv

Events

The Planet of Peril Mongo
20/11/09 9am - 6pm

The planet Mongo is a crying shame with Earth. Dr. Hao J. Sato takes off in a spaceship to Mongo.
I am a Header One piece of Content

Second heading

Facebook

Make something amazing with the web

* front

* head

* h1

* h2

* h3

* h4

* h5

* h6

Nice looking Leopard
https://thimble.webmaker.org/project/54176/remix
content focused
(for free - accessibility / mobile first)
workshop 3
2 hours
html in a desktop editor
You design and develop for the Web? Espresso turbo-charges your workflow with the perfect blend of features. Speed through day-to-day edits with extensive language support, contextual completions, powerful smart snippets, and Zen actions. Use the Navigator and code folding to prevail over the most complicated documents. Watch your web pages update in real time with live styling, visualize and inspect your layouts with X-ray, then push the changes to your server with Sync or Quick Publish. Oh, and did we mention CSSEdit 3 is built in?

Download  
Buy for $75

*more productive than caffeine.*
the history of mobile ice cream sellers

An ice cream van (British) or ice cream truck (American) is a commercial vehicle which serves as a travelling retail outlet for ice cream, usually during the summer. Ice cream vans are often seen parked at public events, or near parks, beaches, or other areas where people congregate. Ice cream vans often travel near where children play — outside schools, in residential areas, or in other locations. They usually stop briefly before moving on to the next street.

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BUY IT AT THE Lyons Maid VAN
HTML 5 Boilerplate*

The web’s most popular front-end template

HTML5 Boilerplate helps you build fast, robust, and adaptable web apps or sites. Kick-start your project with the combined knowledge and effort of 100s of developers, all in one little package.

Download v4.3.0  Get a custom build

See the CHANGELOG

*I remove some stuff
The history of mobile ice cream sellers

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[Image of an ice cream van]
the history of mobile ice cream sellers

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Explain site structure
http://meanwhile.soton.ac.uk/webproject **

** needs updating!
html done @2weeks

*Presentation @2weeks
Prototype day

*start of week 3
workshop 4
2 hours
basic CSS
The Zen Garden

http://www.csszengarden.com/
selector {
  property: value; 
}

declaration block

selector {
  property: value1;
  property: value2;
  property: value3;
}

declaration
<p>Blah blah <em>this</em> blah that blah</p>

Blah blah <em>this</em> blah that blah ← unstyled (*browser style)

p { color: green; }

Blah blah <em>this</em> blah that blah ← style applied
the history of mobile ice cream sellers

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html, button, input, select, textarea
html
* Remove text-shadow in selection highlighting
::selection
::moz-selection
* A better looking default horizontal rule
hr
* Remove the gap between images, videos, audio, canvas, img, vid...
fieldset
* Allow only vertical resizing of textareas.
textarea
.browsehappy
http://meyerweb.com/eric/tools/css/reset/
html, body, div, span, applet, object, iframe, h...
* HTML5 display-role reset for older browsers
article, aside, details, figcaption, figure, footer, header, main,
basic
workshop 5
2 hours
CSS layout & positioning
CSS layout & positioning

- the most demanding workshop
white
board
crazy
Dummy div examples really useful
workshop 6
2 hours
media queries
web grids
workshop 6
2 hours
media queries break points
web grids
small screen first (320px)
content focus
then ...
break points
RWD - pixel to percentage conversion for viewports and grids

target ÷ context = result
A compound grid based on Gerstner's Capital Magazine

This layout is designed using a recreation of Karl Gerstner's compound grid that was designed for Capital Magazine in the 1960's. It's a compound – meaning combined – grid of 6 column and 4 columns. This allows for very flexible layout combinations, including the unusual 5 column, asymmetric column configuration which is the basis for this layout.

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workshop 7
2 hours each
web fonts
javascript (not really)
British Vogue Gets Top Marks & Branding

It's funny. When it comes to design, typography and layout, often we look to the world of print and traditional publishers for examples of 'getting it right'.

After all, for many of the challenges we face in the web design world, they've already been there and done that. But while so many of these brands excel in print, often failing, even failing, to provide their readers with quality experiences online.

The research was commissioned by Monotype's Brand Perfect initiative earlier this year and looked at the top 100 online consumer publications in the US, UK and Germany.
Codepen

http://codepen.io/adamprocter/
Crit examples
Plug View. Countries worldwide developed their own plug types resulting in 14 different variations.
CURiosity
Welcome to the 'Decode' website.

**electric appliances**

Symbols found on any electric (home) appliances such as hair dryers, mobile phones, microwaves, laptop chargers etc.

**REVERSE EPSILON** - Only used for aerosols to prove that the product complies with EU legislation.

**CE** - The use of this abbreviation for European Community (the precursor to the European Union) dates back to 1992. It indicates that in the EU, Norway, Iceland, and Liechtenstein a gadget is regulated by and conforms to any number of 21 safety and interoperability guidelines.

**Federal Communications Commission** - an independent Government agency that regulates interstate and international communications by radio and television and wire and cable and satellite. It means that the product carries the approval of the US (everything from the output power of the directional beams of an antenna system to radio bands the device can operate in is covered). The FCC appoints a number of Telecommunications Certification Bodies (TCBs) that can review and grant applications for FCC certification. Not all TCBs handle all kinds of devices, but if the device isn’t FCC-approved it has no business in the United States.

**CSA Marks** appear on over one billion products worldwide. Each mark tells you that an authorized testing laboratory has evaluated a sample of the product to determine that it meets applicable national standards. We have Marks for electrical products, gas-fired appliances, plumbing, HVAC, electronic and a wide range of other products. Whether you are selling your products in the U.S. or Canada CSA can get you the only Mark you need for your qualified products. Accepted by governments, utilities, and major retailers and manufacturers means you are always CSA certified.
- Paul Stevens
- Justin Burns
Adam Procter
Winchester School of Art
Thank you