web 2.0

Adam Procter
Technical Services Officer

Creative commons licence for this keynote presentation is Attribution-Noncommercial-Share Alike 3.0 Unported
Recommended Reading for this lecture
Trancending CSS - the fine art of web design - by Andy Clarke
http://www.transcendingcss.com/
http://www.stuandnonsense.co.uk/
The concepts discussed in this lecture are based on this book and is key to web 2.0 design and web standards
What is web 2.0, it is a Marketing term and can mean as little or as much as you want, we will be talking about Web 2.0 in terms of using current web technologies not only for the web but for other types of design.

http://en.wikipedia.org/wiki/Web_2

web 2.0 has been adapting to change
web 2.0 v 1.0

"personal websites --> blogging
domain name speculation --> search engine optimisation
publishing-->participation
web 2.0 is a platform
Rich User experience
amazon knows what you want
music search

http://amaznode.fladdict.net/#keywords=transcending%20css&locale=uk&searchIndex=Books&affiliate=vasanimatum-21
What is web 2.0, it is a Marketing term and can mean as little or as much as you want, we will be talking about Web 2.0 in terms of using current web technologies not only for the web but for other types of design.

http://en.wikipedia.org/wiki/Web_2
web 2.0 has been adapting to change
web 2.0 v 1.0
"personal websites --> blogging
domain name speculation --> search engine optimisation
publishing-->participation
web 2.0 is a platform
Rich User experience
amazon knows what you want
music search
http://amaznode.fladdict.net/#keywords=transcending%20css&locale=uk&searchIndex=Books&affiliate=vasanimatum-21
Monday, 19 October 2009

What is web 2.0, it is a Marketing term and can mean as little or as much as you want, we will be talking about Web 2.0 in terms of using current web technologies not only for the web but for other types of design.

http://en.wikipedia.org/wiki/Web_2

web 2.0 has been adapting to change
web 2.0 v 1.0

"personal websites --> blogging
domain name speculation --> search engine optimisation
publishing-->participation
web 2.0 is a platform
Rich User experience
amazon knows what you want
music search

http://amaznode.fladdict.net/#keywords=transcending%20css&locale=uk&searchIndex=Books&affiliate=vasanimatum-21
This youtube video sums up some of the interesting political and social aspects to web 2.0 and shows that content is the master
http://www.youtube.com/watch?v=NLIGopyXT_q  by Michael Wesch Assistant Professor of cultural Anthropology Kansas State University
the web we have today is because a bunch of scientists, academics, and government folks needed a way to share static documents — not set up identities or have a dynamic conversation in public. The net was decidedly antisocial and anti-serendipity, from the beginning.

what happened around 2003: masses of people started blogging, publicly. Services like Blogger and TypePad surged; LiveJournal and WordPress started to grow stubble and Drupal emerged from a college dorm. In the absence of innovation since the bubble burst, people started to realize that the web could be a place for personal expression and public conversation — and blogging became the “it” thing to do.
Monday, 19 October 2009

Even if we do not plan to develop or design using web 2.0 we can still take advantage of the opportunities to collaborate and express ourselves.

Free accounts to get your work seen

nothing worse than being the best designer no one has heard of!

on commenting about piracy and books

“I really feel like my problem isn’t piracy, It’s obscurity.” Cory Doctorow

Twitter see Iran Elections - mega social change- friend feed banned
Even if we do not plan to develop or design using web 2.0 we can still take advantage of the opportunities to collaborate and express ourselves.

Free accounts to get your work seen

nothing worse than being the best designer no one has heard of!

on commenting about piracy and books

“I really feel like my problem isn’t piracy, It’s obscurity.” Cory Doctorow

Twitter see Iran Elections - mega social change- friend feed banned
Monday, 19 October 2009

Even if we do not plan to develop or design using web 2.0 we can still take advantage of the opportunities to collaborate and express our selves.

Free accounts to get your work seen

nothing worse than being the best designer no one has heard of!

on commenting about piracy and books
“I really feel like my problem isn’t piracy, It’s obscurity.” Cory Doctorow

Twitter see Iran Elections - mega social change- friend feed banned
Monday, 19 October 2009

Even if we do not plan to develop or design using web 2.0 we can still take advantage of the opportunities to collaborate and express ourselves.

Free accounts to get your work seen

Nothing worse than being the best designer no one has heard of!

On commenting about piracy and books

“I really feel like my problem isn’t piracy, It’s obscurity.” Cory Doctorow

Twitter see Iran Elections - mega social change- friend feed banned
Designing for the future

If we are to design for the Web we need to think about designing for the future for possible changes?
We only really need to worry about content, no need to get concerned over technology just keep up with new content providers and take advantage of the global audience

See stats on TV versus internet etc
Currently we could look at some of the web like this or we design the interface, the web app as one entrance to the same content (a limited entrance)
slide is part of a presentation about future of web interfaces http://themaninblue.com/writing/perspective/2008/02/20/
Tv viewers using a HD TV get a far greater experience however it does not stop you from watching TV at Standard definition you just don't get the enhanced version.

Not all browsers (devices) see the same design! - thats ok

Rather than progressive enhancement that sets the benchmark on the lowest capable browser (probably IE)

Transcending CSS sets the benchmark at the top, using all available CSS features not to add too much but to create the best possible design for the most standards compliant browser

In practice some visitors will see a reduced design, how much is up to your preferences and the specific needs of the audience.

slide is part of a presentation about future of web interfaces http://themaninblue.com/writing/perspective/2008/02/20/
To design for the future we must ensure content and design are separated.
Design from the content out!
To design for the future we must ensure content and design are separated.
Design from the content out!
What do I mean?

Blog demo

BBC demo

CSS Zen Garden demo

Monday, 19 October 2009

By separating content and design even if we turn off the design we can still view the content (Make sure you install the firefox plug ins Web developer and firebug)


Blog demo – go to http://www.wordpress.com and pick any blog – turn off Styles

Go to Joomla http://www.joomla.org/content/blogcategory/35/69/ and select any of the sites and remember the content is coming from the same backend – compare two Joomla powered sites

Go to http://www.cssbeauty.com/ and pick any site and turn off styles
go to bbc.co.uk and turn off styles

http://www.csszengarden.com/ – change styles – same content completely different design

******************************************************************************

http://www.43folders.com/ – blog
http://www.nyxen.net
Content output in different sources – each output still requires a design
Accessibility is not just about catering for people with disabilities, via good design you can remove many barriers to access for as many people as possible
“for the travelling businessman, whether he can successfully log on to his company’s intranet to check sales figures on a handheld computer is both a usability and an accessibility issue, as it that money movie sites offer branded goodies for your mobile phone do not offer you the ability to access those pages using a mobile phone “ – transcending css
Content output in different sources – each output still requires a design

Accessibility is not just about catering for people with disabilities, via good design you can remove many barriers to access for as many people as possible.

"for the travelling businessman, whether he can successfully log on to his company's intranet to check sales figures on a handheld computer is both a usability and an accessibility issue, as it that money movie sites offer branded goodies for your mobile phone do not offer you the ability to access those pages using a mobile phone “ – transcending css
Enter: the real-time web. If 2003–2006 could be defined as the emergence of social media on infrastructure still dominated by the document-web, 2007 through the present will be defined as the transition to the “real-time” web, even if through a proprietary side-road.
if the document-centric web was dominated by static pages, then the people-centric web is about placing you at the center
Clients

Tweetdeck

Socialite

eventbox and tweetdeck – twitter (social media clients)
maybe you should?

WSA related creative resources :-}
We think video
Further Links that maybe of interest

http://informationarchitects.jp/start/?include=0
http://andybudd.com/
http://molly.com/
http://themaninblue.com/
http://www.veen.com/je!/index.html
http://w3schools.com/browsers/browsers_stats.asp
http://mezzoblue.com/
http://www.thinkvitamin.com/
http://www.alistapart.com/
http://www.futureofwebdesign.com/
http://bestwebgallery.com/
http://microformats.org/
and some more links :-
http://www.youtube.com/watch?v=6gmP4nk0E0E# - video on web 2.0
http://uk.youtube.com/watch?v=gIR79vYsfbo