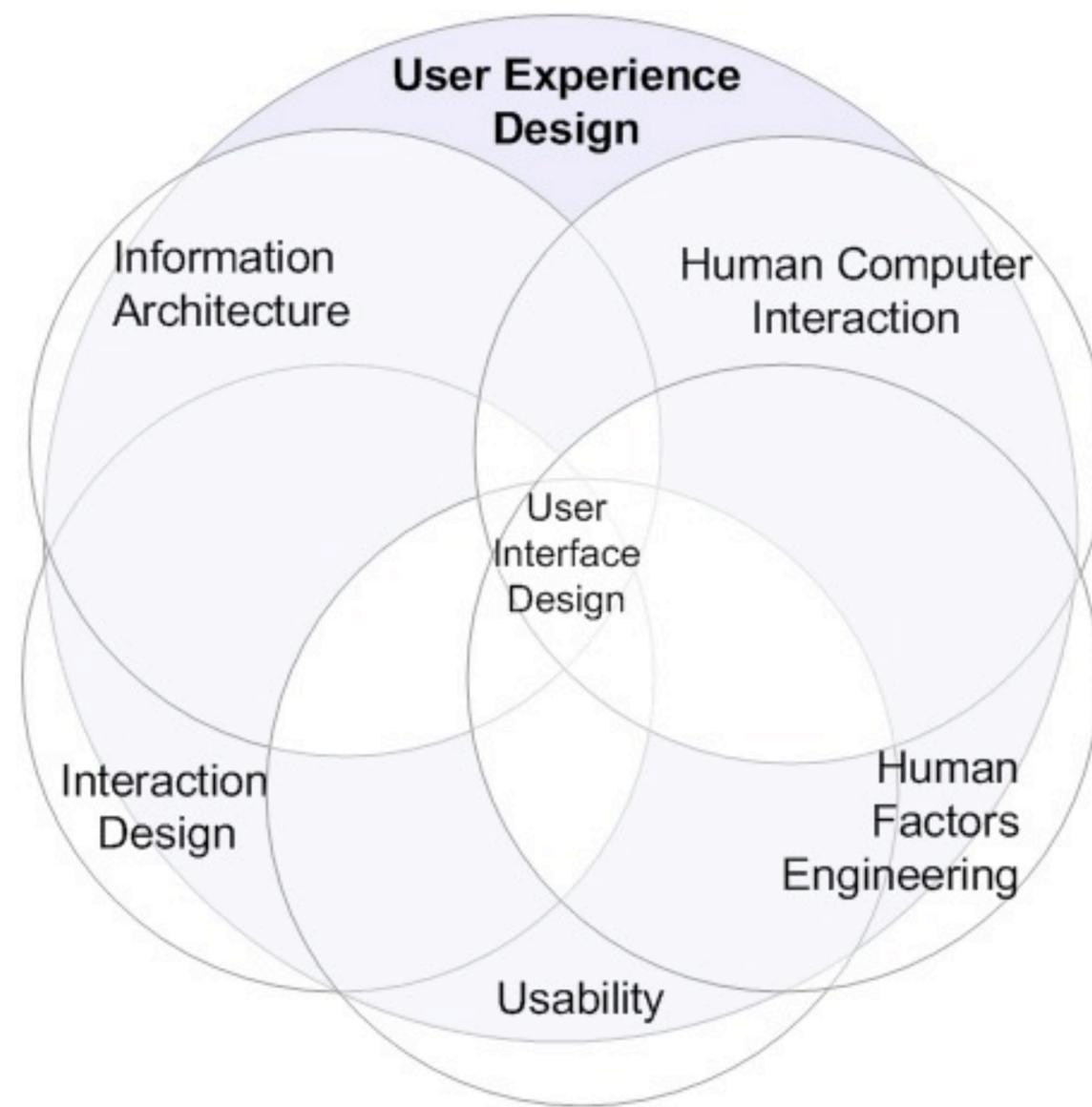


Web 2.0

Adam Procter

Friday, 21 October 11

User eXperience

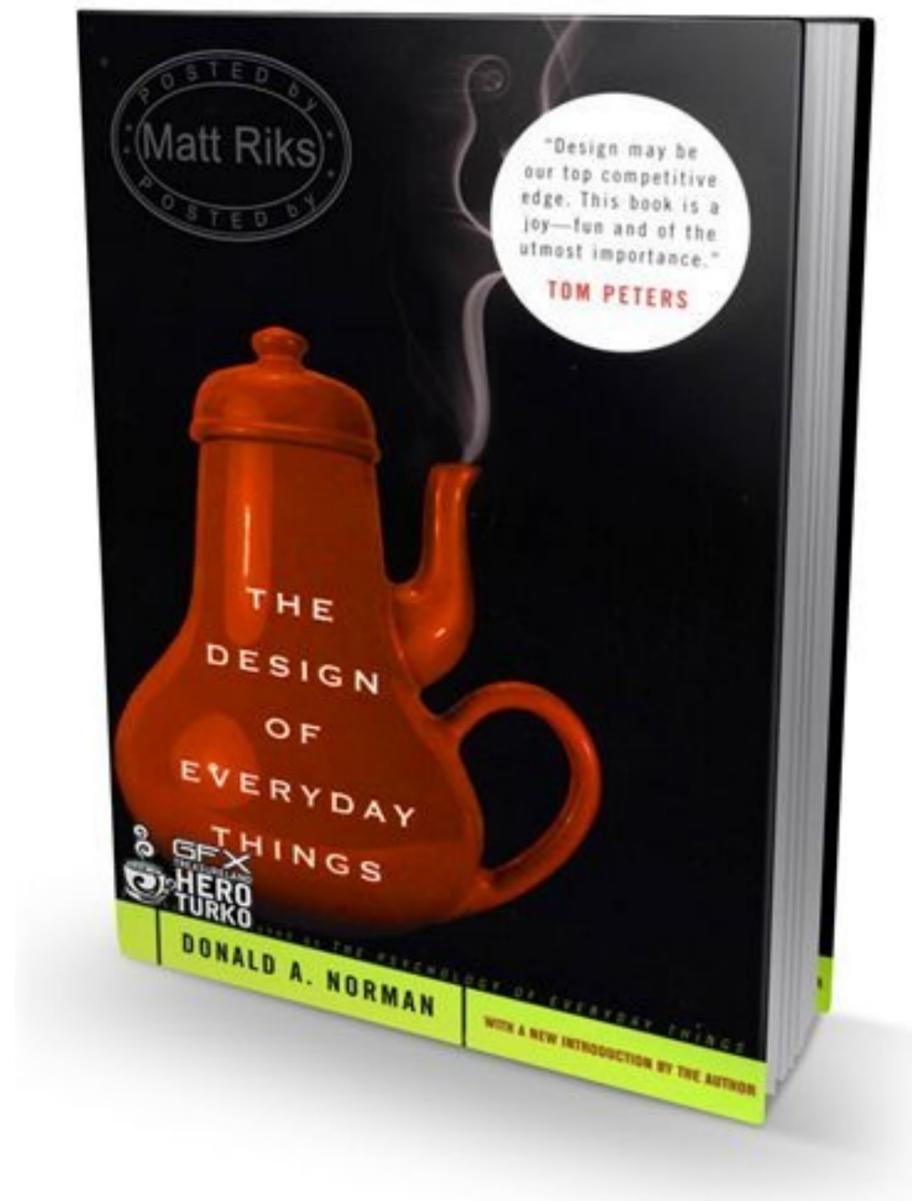


<http://www.montparnas.com/articles/what-is-user-experience-design/>

Friday, 21 October 11

more diagrams

<http://www.kickerstudio.com/blog/2008/12/the-disciplines-of-user-experience/>

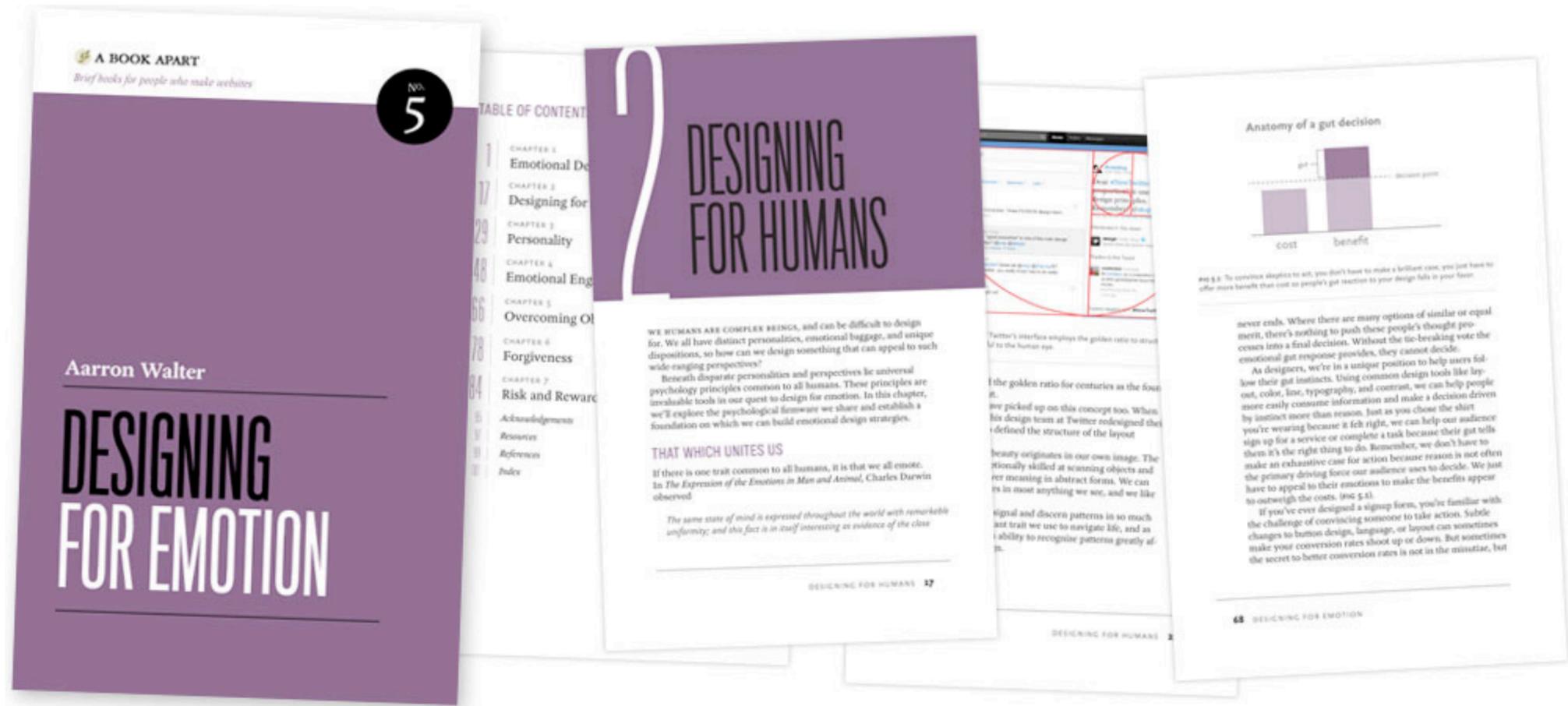


Don-Norman

Friday, 21 October 11

<http://www.amazon.co.uk/Design-Everyday-Things-Don-Norman/dp/0465067107>

loads in the library



Friday, 21 October 11

<http://www.amazon.co.uk/Design-Everyday-Things-Don-Norman/dp/0465067107>

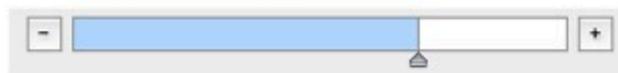
loads in the library



Friday, 21 October 11

<http://www.amazon.co.uk/Design-Everyday-Things-Don-Norman/dp/0465067107>

loads in the library



Preferences > Memory Usage



Adjustments > Brightness/Contrast



Filters



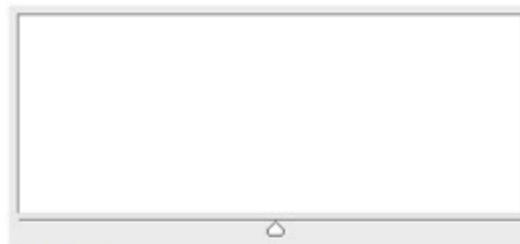
Blur (note the rendering of the thumb arrow)



Layer Blending



Layer Style



Threshold



Color Balance

“Usability/accessibility/functionality = very important
But don't underestimate the importance of beauty”

- Elliot Jay Stocks

<http://www.slideshare.net/elliottjaystocks/stop-worrying-get-on-with-it-wdc-bristol-2009>

Responsive web design*

* not just media queries mind

<http://www.cloudfour.com/css-media-query-for-mobile-is-fools-gold/>

Friday, 21 October 11

<http://uxmatters.com/>

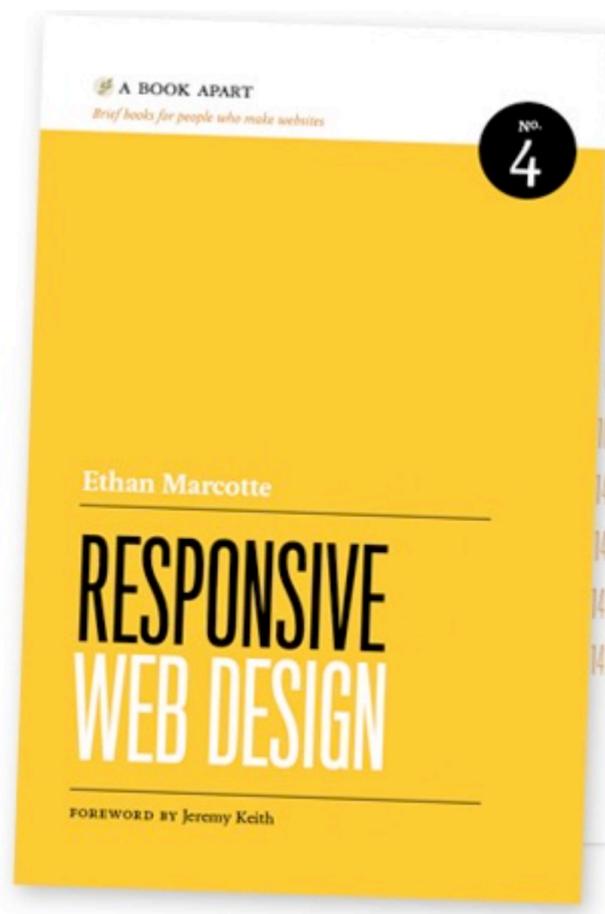


TABLE OF CONTENTS

- 1 CHAPTER 1 Our Responsive Design
- 13 CHAPTER 2 The Flexible Grid
- 42 CHAPTER 3 Flexible Images
- 64 CHAPTER 4 Media Queries
- 106 CHAPTER 5 Becoming Responsive
- 140 Acknowledgements
- 142 Resources
- 144 References
- 147 Index

THE FLEXIBLE GRID

WHEN I WAS IN COLLEGE, a professor once told me that every artistic movement—whether musical, literary, or from the fine arts—could be seen as a response to the one that preceded it. Filmmakers of the sixties produced *Bonnie and Clyde* and *The Graduate* to counter such old Hollywood pictures as *The Sound of Music*. In *Paradise Lost*, John Milton actually writes his literary predecessors into the backdrop of hell—a not-so-subtle dig at their poetic street cred. And if it wasn't for the tight arrangements of Duke Ellington and Benny Goodman, Charlie Parker might never have produced the wild-eyed experimentation of bebop.

One artist establishes a point, another sets the counterpoint. And this was especially true for the artists of the Modernist period in the mid-20th century. The Modernists were looking at the creative output of their predecessors, the Romantic period of the late 19th century, with, well, a little disdain. To them, Romantic art was just laden down with all this *stuff*—needless, embellished ornamentation that

NAME	DEFINITION	HAS RES MAX - P2
	Accepts portrait or landscape values.	
	Ratio of the display area's width over its height. For example, on a desktop, you'd be able to query if the browser window is at a 16:9 aspect ratio.	
	Ratio of the device's rendering surface width over its height. For example, on a desktop, you'd be able to query if the screen is at a 16:9 aspect ratio.	✓
	The number of bits per color component of the device. For example, an 8-bit color device would successfully pass a query of <code>(color: 8)</code> . Non-color devices should return a value of 0.	✓
	The number of entries in the color lookup table of the output device. For example, <code>media-screen</code> and <code>media-color</code> (Index: 256).	✓

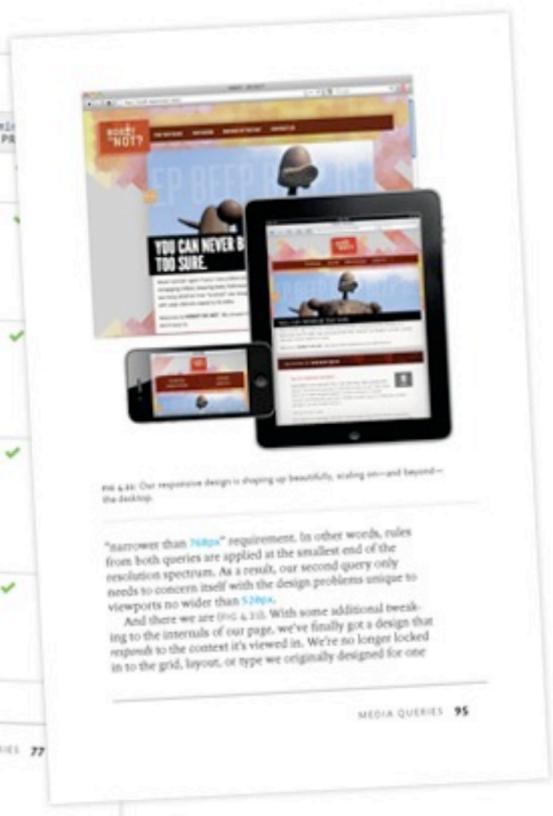


FIG. 4.34 Our responsive design is shaping up beautifully, wide and beyond—the desktop.

"narrower than 768px" requirement. In other words, rules from both queries are applied at the smallest end of the resolution spectrum. As a result, our second query only needs to concern itself with the design problems unique to viewports no wider than 520px.

And there we are (9:16 & 1:1). With some additional breaking to the internals of our page, we've finally got a design that responds to the context it's viewed in. We're no longer locked in to the grid, layout, or type we originally designed for one

“We need to accept that what makes the web so unique — so special — is this constant flux. We are working in by far the most pioneering creative medium at this point in time”

- Simon Collison

<http://colly.com/>

Content first

<http://www.transcendingcss.com/>

Semantic Markup

Friday, 21 October 11

html is all about meaning

// means the meaning of word, phrase sentence etc that means your html should be self describing

Meaningful Markup

Friday, 21 October 11

html is all about structure in meaning

The screenshot shows a WYSIWYG editor interface with a toolbar at the top containing icons for View, Sections, Text Box, Shapes, Table, Charts, Comment, Track Changes, Copy Style, Paste Style, Inspector, Media, Colors, and Fonts. The main content area displays a web page layout with the following elements:

- Most important heading <h1>**:

Activate The Death Ray
- List of profile attributes **:
 - [Andy Clarke](#)
 - Defender of the Universe
 - Web: <http://forabeautifulweb.com>
 - Phone: 01745 851848
- Social network status **:
 - [100 Friends](#)
 - [20 Enemies](#)
 - [5000 Broadcasts](#)
- Second-level heading <h2>**:

Latest blog entry
- Third-level heading and link <h3> <a>**:

[The Destroying Ray](#)
- Paragraph <p>**:

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

[Andy Clarke](#)
20/11/2009 Earth time
[100 comments](#)
- List of tags **:

Tags:

 - [Science](#)
 - [Comic](#)
 - [Malarkey](#)
- Second-level heading <h2>**:

Events
- Third-level heading and link <h3> <a>**:

[The Planet of Peril Mongo](#)

20/11/09 9am - 6pm

The planet Mongo is on a collision course with Earth. Dr. Hans Zerkow takes off in a rocket ship to Mongo.

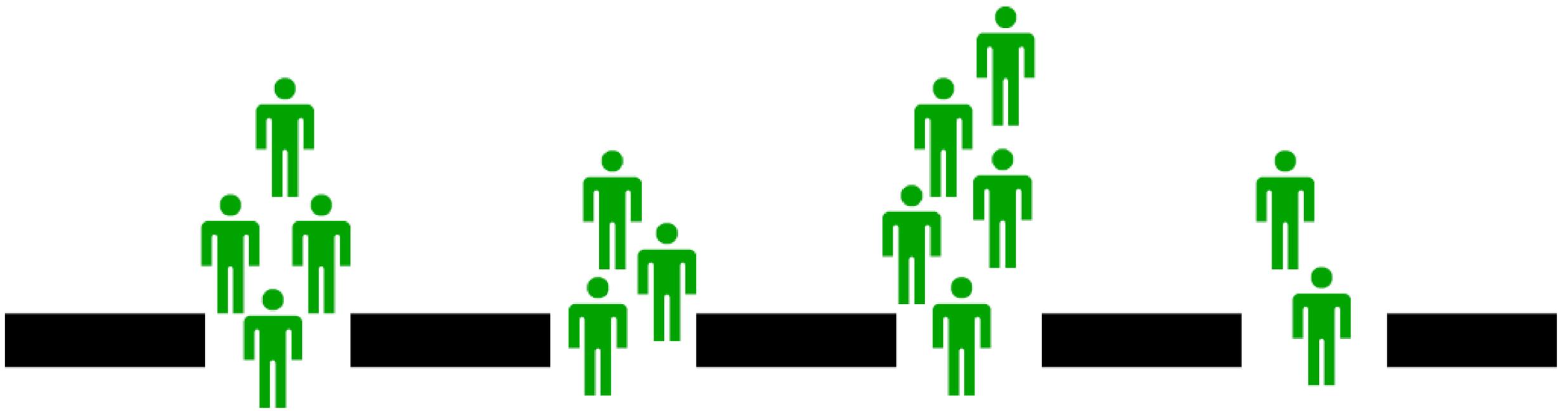
<http://forabeautifulweb.com/>

Friday, 21 October 11

transcending css book

<http://forabeautifulweb.com>

– designing with css (DVD)



<http://www.themaninblue.com/>

Friday, 21 October 11

<http://www.themaninblue.com/>

basic content and functionality should be accessible to all browsers
lean, clean, semantic HTML should describe content
CSS should accomplish all aspects of visual design
behaviour should be enabled using unobtrusive scripting

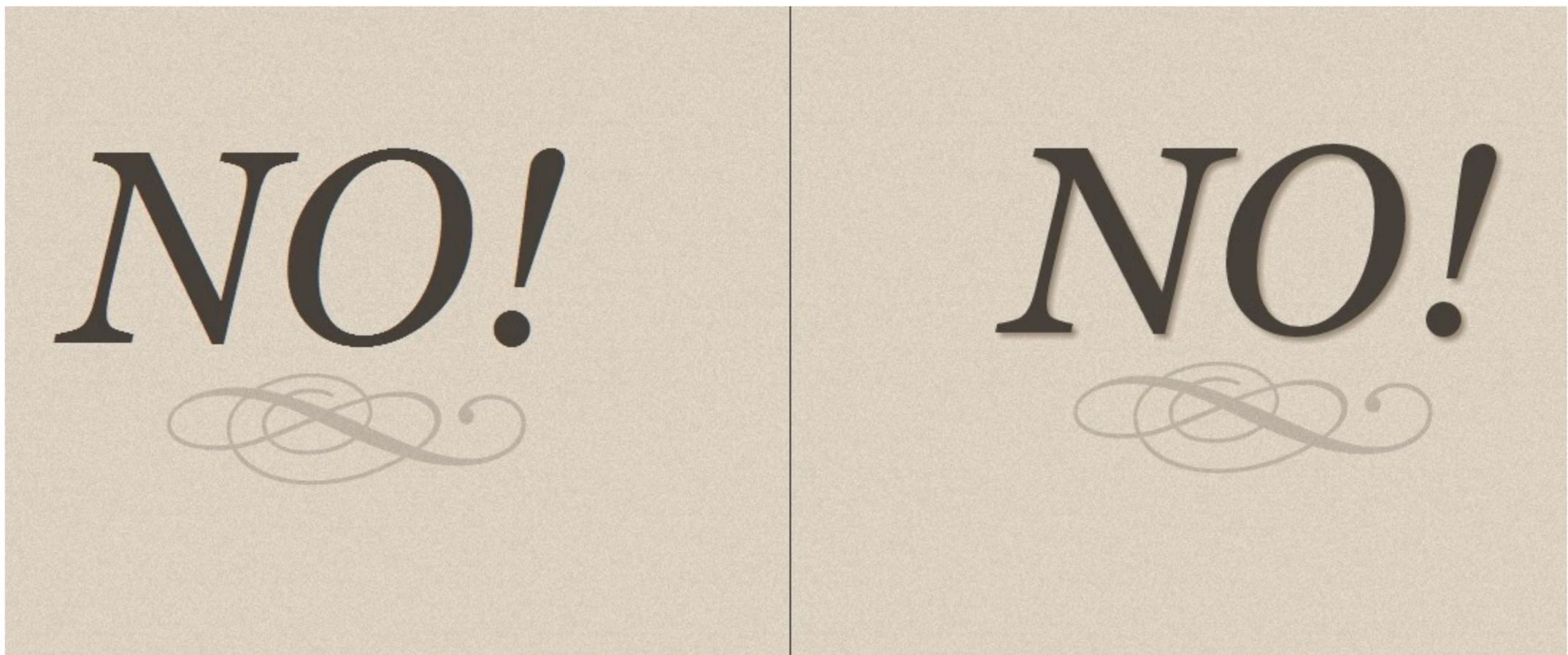
Browser stats

Friday, 21 October 11

look at future !! not backwards !!

Myths

should websites look the same in every
browser ?



<http://dowebbsitesneedtolookexactlythesameineverybrowser.com/>

Friday, 21 October 11

"[W]e need to step back from our endless battle to make it look the same across all platforms. We can't make our site look the same on a PDA as a 21" monitor, we can't make our site 'the same' for someone on a speaking browser, and although things are improving there are still differences in support and implementation of various W3C standards. Let go, it[']s not going to look the same." 3

Rachel Andrew wrote that in 2002.

<http://dowebbsitesneedtobeexperiencedexactlythesameineverybrowser.com/>

10,000 browser brands !

Friday, 21 October 11

"There are over 10,000 browser brands, versions, and configurations and that number is growing. [...] No two browsers have an identical implementation." 1

“Browser support does not mean that everybody gets the same thing. Expecting two users using different browser software to have an identical experience **fails to embrace** or acknowledge the **heterogeneous** essence of the Web. In fact, requiring the same experience for all users creates an artificial barrier to participation.”

<http://developer.yahoo.com/yui/articles/gbs/>

Friday, 21 October 11

'diverse in character or content'

also - below the fold is ok

content first - different output

LATEST: Media boss Rupert Murdoch urges the government to "stay the political course" on deficit reduction



Ministers deny cuts are 'unfair'



David Cameron defends his "tough but fair" cuts, while Nick Clegg accuses critics of "not being straight" in claiming the poorest will be hardest hit.

Spending Review: Reaction
 Flanders: How the pain will be shared
 Analysis: The known unknowns
 Key Points: Spending Review 2010
 Q&A: What the cuts will mean
 Reaction from around the UK



French unions announce new action

French unions call two more days of action - on 28 October and 6 November - to protest at the government's pension reforms.

Not all fun in the French south



7/7 man who stayed behind praised

A coroner praises a commuter caught up in the 7 July bombings at Aldgate Tube station who stayed behind to tend to the wounded.

Stay the course, Murdoch urges PM

News Corporation boss Rupert Murdoch urges the government to "stay the political course" on deficit reduction, in a speech honouring Lady Thatcher.

Skydiver murderer gets 30 years

A Belgian woman convicted of murdering her fellow skydiver and love rival by sabotaging her parachute is jailed for 30 years.

BBC's Sopel breaks hip in crash

Sex abuse vicars allowed to work

Willetts rejects unlimited fees

Men guilty of shopkeeper murder

Liverpool fans 'hunted' by Ultras

Bank levy to raise £2.5bn a year

Mother dies in de-icing accident

Watch/Listen



LIVE BBC News Channel

LIVE BBC Radio 5 live

Features & Analysis



Winners and losers

Where the £81bn axe will fall and won't fall



Cuts protests

Could French-style strike action happen in the UK?



Falling tsar?

Why Moscow may ditch huge statue of Peter the Great



New 'mafia'?

The battle between Turkish and Kurdish gangs in north London

Metal row

The exotic minerals modern devices can't do without

Weird pre-nups

Drug tests, weigh-ins and infidelity bonuses

FOOTBALL: Liverpool held to 0-0 draw in Europa League group game against Italian side Napoli

TOP STORIES

- Ministers deny cuts are 'unfair'
- French unions announce new action
- 7/7 man who stayed behind praised
- Stay the course, Murdoch urges PM

WORLD

- Dozens dead in Haitian outbreak
- US nuclear codes 'went missing'
- AU asks UN for Somalia blockade
- Reporter fired for Muslim remarks

UK

- Bank levy to raise £2.5bn a year
- Ex-MP MacKay asked to apologise
- Two dead as barn wall collapses
- Murder attempt decorator jailed

EDUCATION

- Willetts rejects unlimited fees
- UCAS helpline Record number denied place at uni
- Cuts 'child protection challenge'
- Rise in GCSE benchmark pass rate

Page last updated at 23:47 GMT+01:00, Thursday, 21 October 2010

Ministers deny cuts are 'unfair'



Prime Minister David Cameron and his deputy Nick Clegg have rejected claims the Spending Review cuts were "unfair".

The respected Institute for Fiscal Studies says poorer families with children would be the "biggest losers".

But Mr Cameron said higher earners would pay more, while Mr Clegg said those who called the measures unfair "were not being straight with people".

"Frankly they are frightening people and that is not right," said Mr Clegg during a joint visit to Nottingham.

And Chancellor George Osborne said that, including June's Budget



What's it really like to live in high society? Wonderland tracks down five women who were featured on the coveted 'girls in pearls' page in Country Life magazine.

- [Wonderland: Boy Cheerleaders](#)
- [Watch: The return of the debutantes](#)
- [Wonderland: Norman Wisdom](#)



BBC iPlayer



Watch: [The First Men in the Moon](#)



Comedy on Radio 4

▼ **Radio** Edit ×

- Radio 1
- 1Xtra
- Radio 2
- Radio 3
- Radio 4
- 5 live
- 5 live sports extra
- 6 Music**
- Radio 7
- Asian Network
- World Service
- BBC Solent

ON BBC 6 MUSIC NOW

21:00 Gideon Coe
Gideon has concert tracks
Belly and Scottish wist-pop
The Delgados.

Listen Live

MOST POPULAR

- Biff Bang Pow: The Cre
Records Story: Episode
- Lauren Laverne: 20/10
- Marc Riley: 20/10/201

▼ **News** Edit ×



Ministers deny cuts are 'unfair'

38 minutes ago

MORE TOP STORIES + -

- French unions announce new action
- 7/7 man who stayed behind praised
- Stay the course, Murdoch urges PM
- Skydiver murderer gets 30 years
- Sopel breaks hip in scooter crash

LOCAL NEWS + -

- Animal lab hate plot six in court
- Cricket legend receives doctorate
- Cuts spark council job loss row

Hampshire | England

Edit ×

6 Music Home

Winchester

Detailed forecast

▶ **Thursday 23:49** ×

▼ **TV** Edit ×

BBC One

ON BBC ONE NOW

- BBC Two
- BBC Three
- BBC Four



This Week

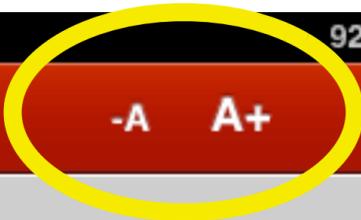
ON TONIGHT

- 19:00 The One Show
- 19:30 EastEnders
- 19:57 BBC News and Regional News
- 20:00 Watchdog
- 21:00 Have I Got News for You
- 21:30 Reggie Perrin

Region: South

- More...**
- BBC HD
- CBBC
- CBeebies
- Parliament

Edit



held to 0-0 draw in Europa League group game against Italian side Napoli

Page last updated at 23:47 GMT+01:00, Thursday, 21 October 2010

Ministers deny cuts are 'unfair'



Prime Minister David Cameron and his deputy Nick Clegg have

What's happening?

Timeline @Mentions Retweets Searches Lists

azaaza Aza Raskin
Announcing our expert judges for the Mozilla Labs Game On Competition. <https://gaming.mozillalabs.com/judges> #ganeon10
2 minutes ago

azaaza Aza Raskin
Build your own browser UI using only HTML, CSS, and JS. New Mozilla Labs project that opens innovations door <http://mzl.la/c2Gwty>
7 minutes ago

openvideo Open Video Alliance
Kaltura's HTML5 library in use by Adobe for Dreamweaver <http://bit.ly/a58Ztj>
10 minutes ago

Malarkey Andy Clarke
Current status: <http://www.youtube.com/watch?v=VjPtTXtdDvA>
37 minutes ago

t Tantek Çelik
barely resisting temptations to reflect on recent experiences nearly fractal in complexity seeking understanding. <http://ttk.me/t48P6>
40 minutes ago

freeculture freeculture
rt @R2RC Student OA Week Webcast in 1 hour! To join us, log in with the details here: <http://bit.ly/bgcjcC> #OAW2010
54 minutes ago

Your Tweets 5,275

Following 89



Followers 233



Favorites 29

★ danrubin Stacked
[http://instagr.am/p/BV8/...](http://instagr.am/p/BV8/)

Listed 7

Recently listed in: Tech, naconf, General, Most Twusted, graphics + arts stuff

Trends

Worldwide · change

#Nike600K Promoted

#mygrandma

#badcombo

#serrarojas

Lisa Marie

Roseville Galleria

Caroline Lucas

Toynbee

Russell Howard

Mac App

Who to follow

Suggestions for you · refresh

stop · Follow

Doug Bowman

southamptonnew · Follow

Uni of Southampton

uob_divergence · Follow

Divergence

maxvoltar · Follow

Tim Van Damme

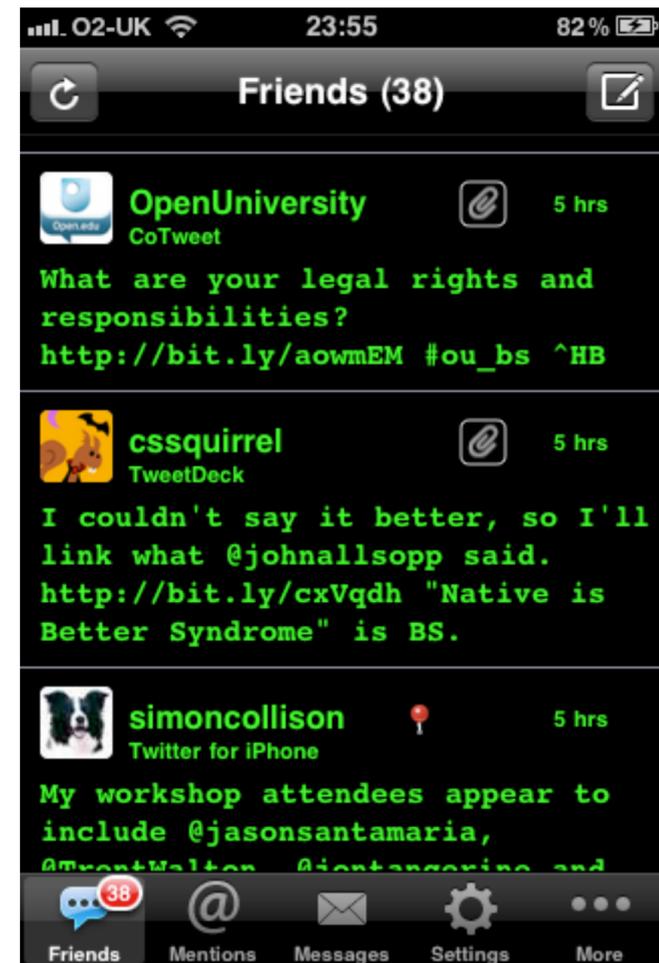
View all suggestions

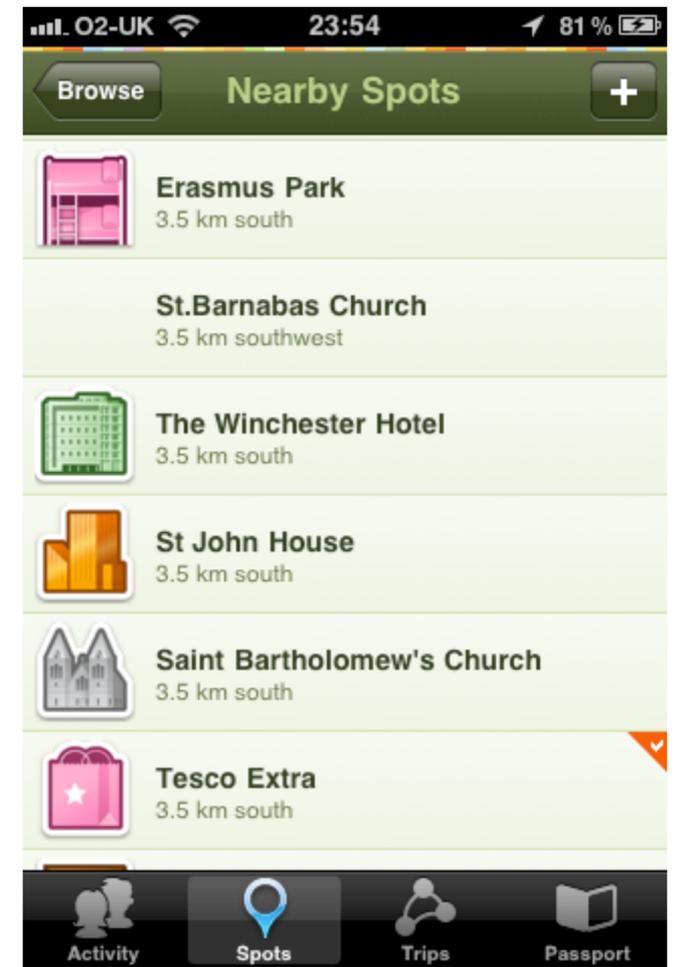
Browse interests · Find friends

Tweet-beat

n. The best tweets about what's happening now

About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts
Businesses · Media · Developers · Widgets · © 2010 Twitter





Friday, 21 October 11
gowalla

Never broken

Friday, 21 October 11

or ugly

<https://browserlab.adobe.com>

[About us](#) Read about our background and website design process
[Our work](#) A little of our recent website design work from our favourite projects
[And All That Malarkey](#) A popular blog about website design and more
[Contact us](#) Get on the dog and bone, email or write to us the old fashioned way

Fantastic website design in North Wales | Stuff and Nonsense

Andy Clarke is hip and mature. You almost never get both. He is a seasoned brand steward, a fancy pixel wrangler, and no mean hand at code. A triple talent. The bastard. — Jeffrey Zeldman



Based in Flintshire, North Wales, Stuff and Nonsense is a small [web site design](#) studio, led by designer and author [Andy Clarke](#). We have built an enviable worldwide reputation because we

ABOUT US

Read about our background and website design process

OUR WORK

A little of our recent website design work from our favourite projects

AND ALL THAT MALARKEY

A popular blog about website design and more

CONTACT US

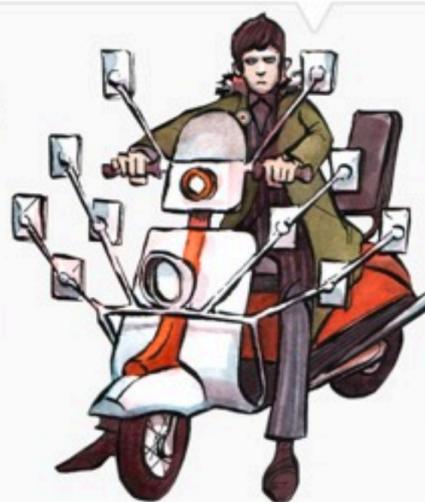
Get on the dog and bone, email or write to us the old fashioned way



"Andy Clarke is hip and mature. You almost never get both. He is a seasoned brand steward, a fancy pixel wrangler, and no mean hand at code. A triple talent. The bastard. — Jeffrey Zeldman"

Based in Flintshire, North Wales, Stuff and Nonsense is a small [web site design](#) studio, led by designer and author [Andy Clarke](#). We have built an enviable worldwide reputation because we understand that designing a fantastic web site is only part of the story. We never forget that we are designing fantastic experiences for you and for your customers. Heck, we even wrote a book about it, [Transcending CSS: The Fine Art of Web Design](#).

Because we stay small, we take a personal interest in every web design project we help with, working with our clients long after a web site goes live.



We focus on what makes a web site fantastic — great presentation, simple usability and solid technologies that make it easy for you to grow your site. This is why our clients love us, and why they keep coming back.

It is because of this passion and our attention to the finest details, that we have attracted some big names to our small studio in North Wales. We also regularly promote creative, accessible, standards-based design in our [writing](#), at conference, training and [web site design workshops](#) all across the world as well as in our everyday work.

Because we love our web design work, so will your customers

PURE ESCAPISM
IN IDYLIC SURROUNDINGS



Get in touch

Get in touch if you think that working with us would be a fun, profitable experience for both of us. ([full contact form](#))

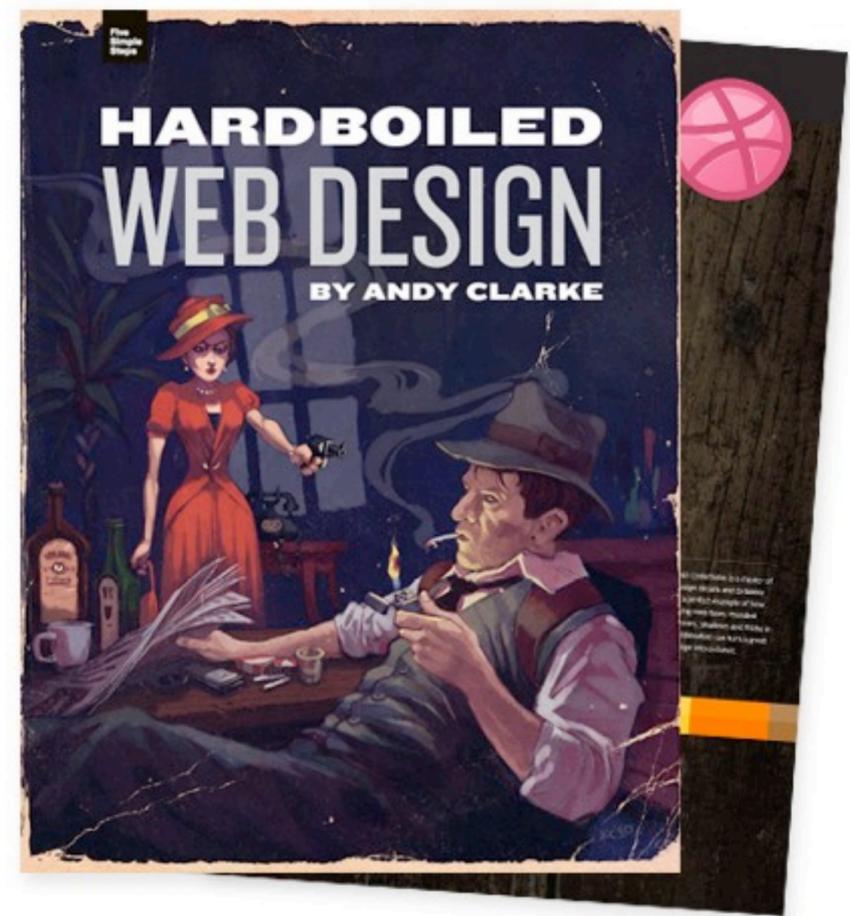
Your name

Telephone

'take full advantage of new technologies, and craft every user's experience so that it's appropriate to the capabilities of the browser they're using. That will likely mean that designs will look different — sometimes very different — across browsers.'

- Andy Clarke

***You will not be able to show
this in static designs or
storyboarding**



Friday, 21 October 11

designing for the web (not too technical more the why – which is very very good)

Books

<http://silverbackapp.com/>

Friday, 21 October 11

what the user does....

The how-to companion to the bestselling *Don't Make Me Think!*
A Common Sense Approach to Web Usability

Steve Krug

ROCKET SURGERY MADE EASY

ROCKET
SURGERY?



SO, WHAT
ARE YOU
THINKING?



The Do-It-Yourself Guide to Finding
and Fixing Usability Problems

Friday, 21 October 11

what the user does....

Demo

Friday, 21 October 11

flexible design

www.hardboilddesign.com

www.colly.com

mediaqueri.es

Siri demo

<http://www.alistapart.com/articles/responsive-web-design>

<http://unstoppablerobotninja.com/entry/with-good-references/>

<http://www.alistapart.com/d/responsive-web-design/ex/ex-site-flexible.html>

<http://2010.dconstruct.org/>

<http://saltercane.com/>

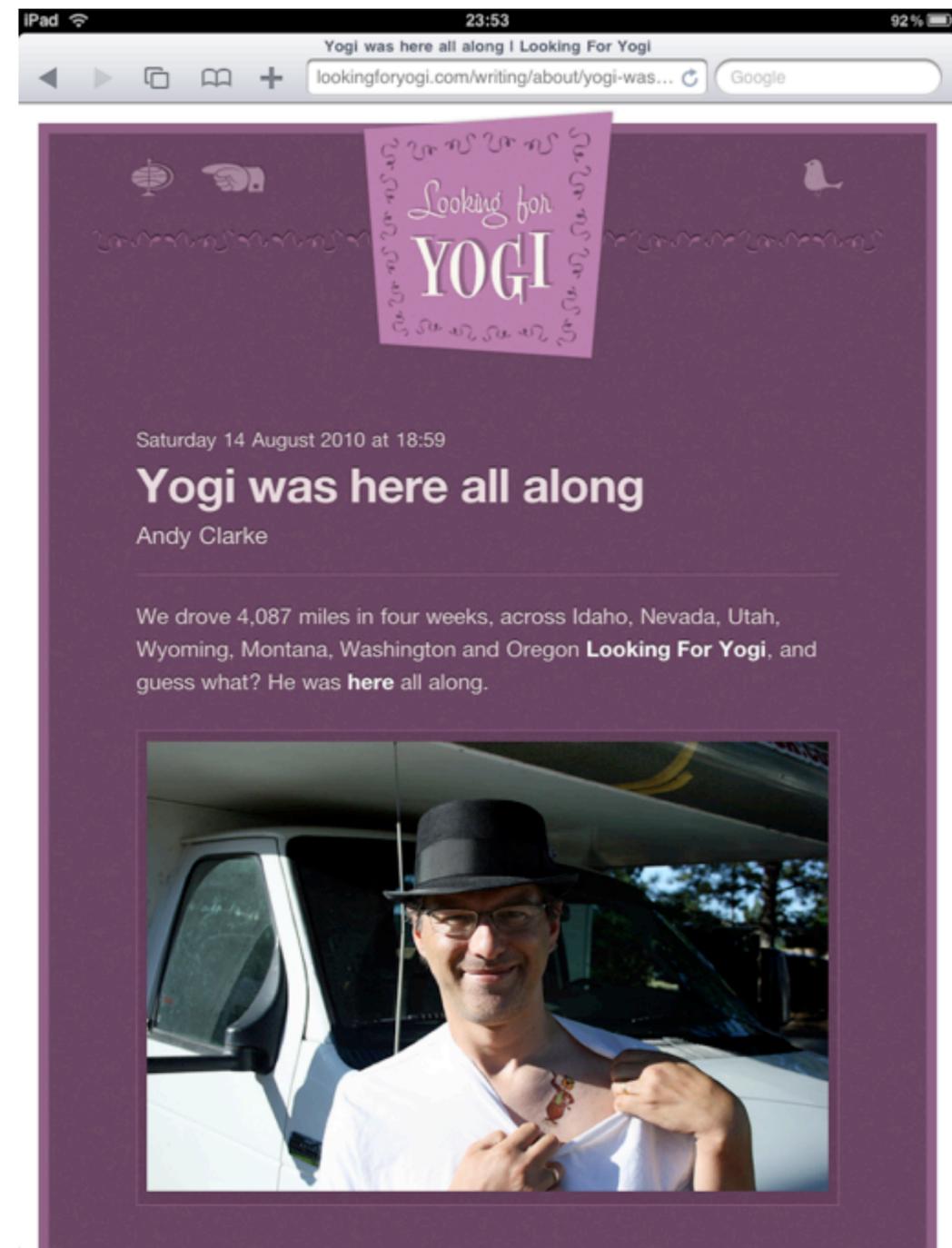
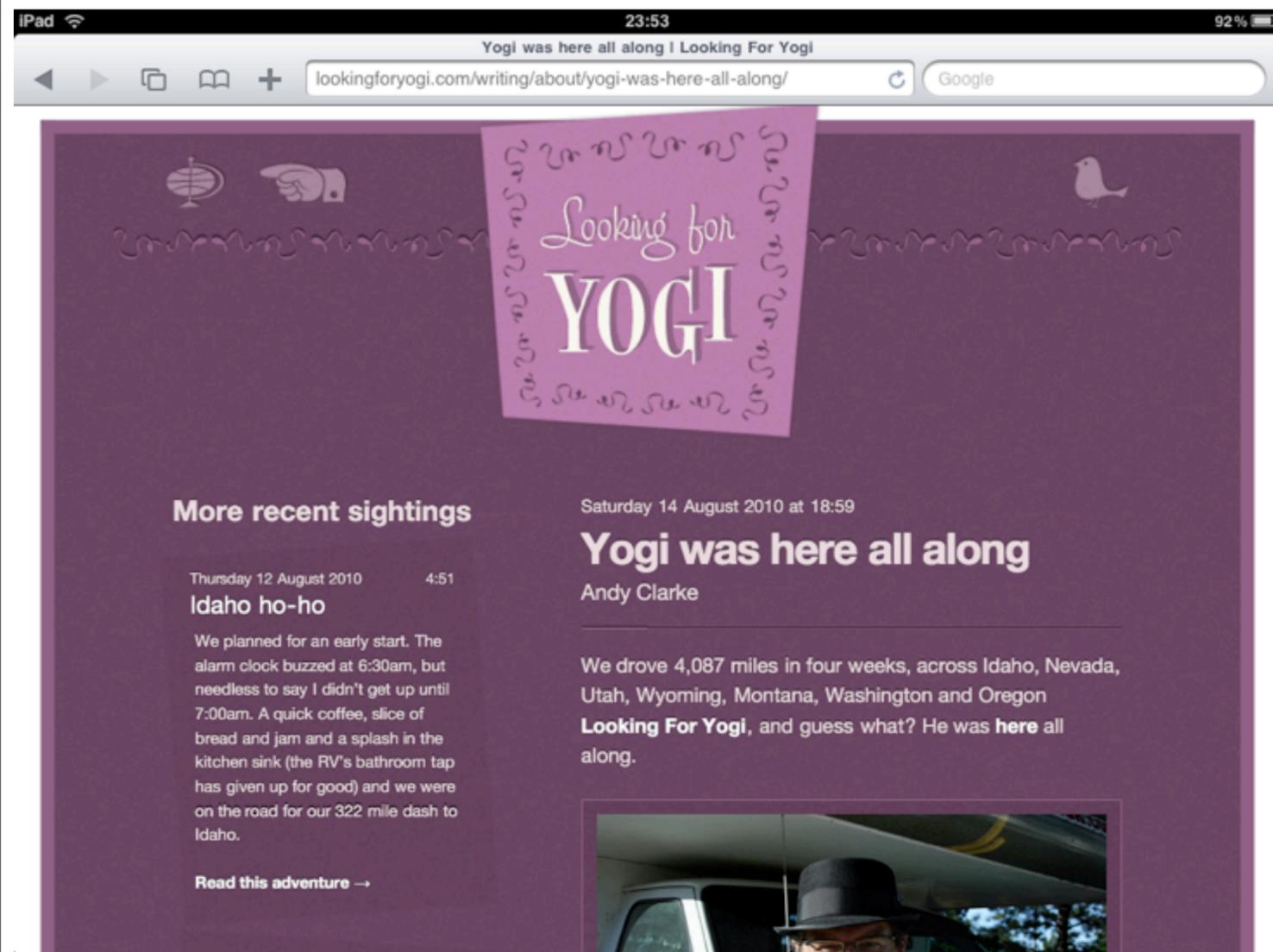
<http://2011.uxlondon.com/>

<http://simplebits.com/>

<http://www.informationarchitects.jp/en/>

<http://www.stpaulsschool.org.uk/>

<http://huffduffer.com/>



Friday, 21 October 11
change size according to device (as per demo using iPad/iPhone)

Hardest boiled

Contract Killer by Andy Clarke



Sometimes you let the madness get to you, sometimes you don't. Sometimes the only way to get through the day is to blaze with a crazy anger that tells everyone within earshot that they should stay the hell out of your way. Today was one of those days.

I went as far as the front door and fired up a smoke, drawing deep. The cold winter air on my face and the feeling of smoke filling my lungs made me feel human again.

That was as far as I could get. The reflection that stared back at me in the window told me that I looked like hell. I sneered back in it's face, took another deep drag and flicked the

butt outside.

From behind me Letsy said, "MaL...", but she knew better than anyone not to say any more. There was no need, I knew what had to be done.

My guts were a tight little ball under my belt because Letsy wasn't the only one who had remembered. What I had to do had been a fire in my gut. It was a fire that had been burning me up from the inside and there wasn't a Goddamn thing I could do about it. I twisted my fists into hard knots and...

Hardest boiled

Contract Killer by Andy Clarke

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Friday, 21 October 11

or ugly

no support for css3 columns rather than add meaningless divs – design for the differences

<https://browserlab.adobe.com>

Chrome Experiments - Arcade Fire

<http://www.chromeexperiments.com/arcadefire/>

Friday, 21 October 11

push it !

Craft experiences for users,
yes it's more work but its
worth it

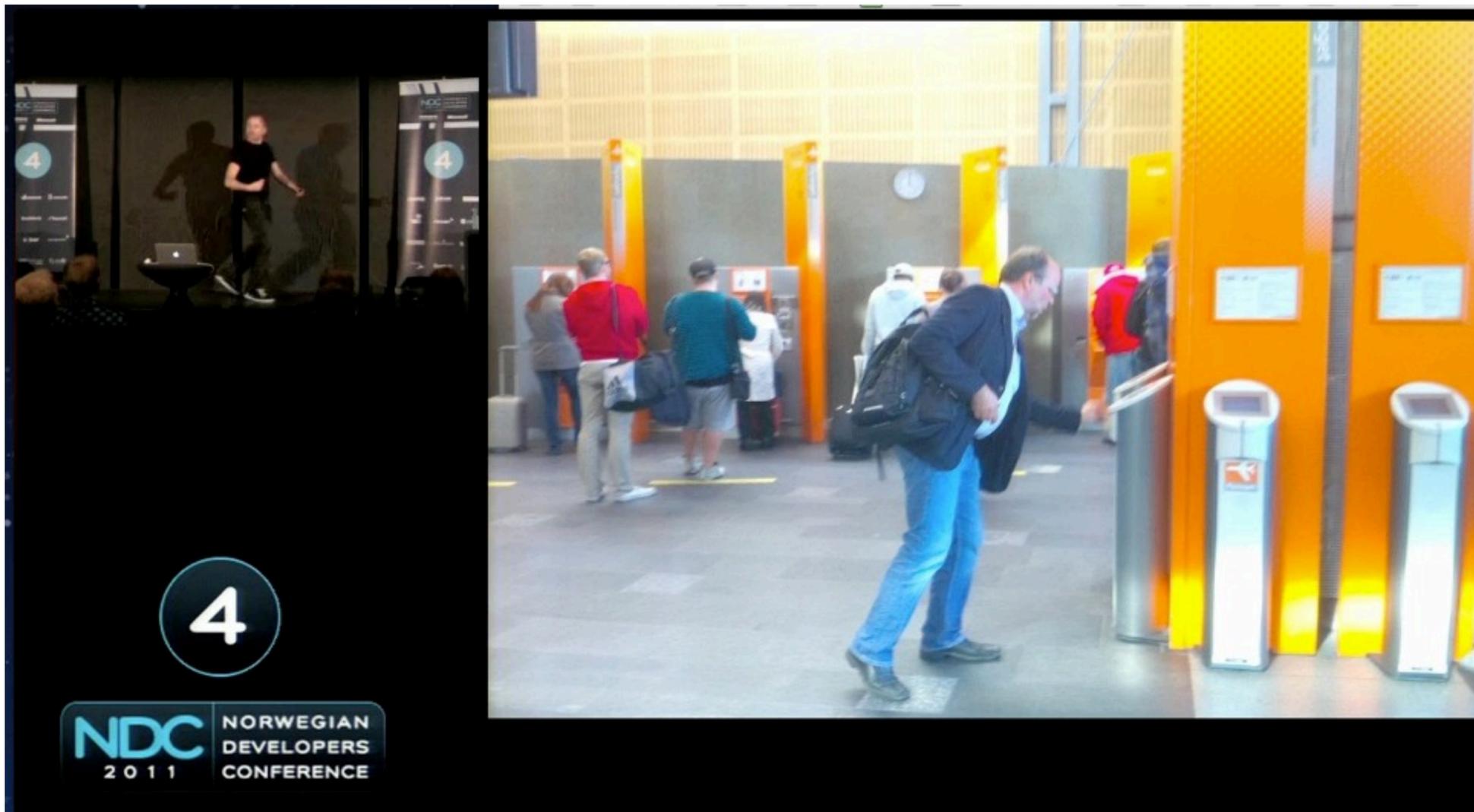


Friday, 21 October 11

Aras Balkan FOWD London 2011 talk - a lot about applying Don Norman to UI design

Watch it here <http://ndc2011.maximum.no/mp4/Day2%20Thursday/Track4%200900-1000.mp4>

Lift interface
ticket machine



4
NDC NORWEGIAN
2011 DEVELOPERS
CONFERENCE

Friday, 21 October 11

aral balkan FOWD london 2011 talk - a lot about applying Don Norman to UI design

Wacth it here <http://ndc2011.macsimum.no/mp4/Day2%20Thursday/Track4%200900-1000.mp4>

Lift interface
ticket machine