Web 3.0

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/seo
/search results
/hosting
/google analytics

meta descriptions
meta keywords (not used by google anymore)
xml site map
robots.txt
meaningful mark up
trawl

hosting, cpanel – 1 click installs

GA very good – free – can track multi sites
Mint – Shuan inman – but GA is soo good – no sure if its worth buying

/tumblr
/wordpress
/expression engine
/drupal

CMS – dont forget it could just be a bunch of folders.

tumblr tags etc.
wordpress 1 click install or .com for free hosted account

I like EE

drupal getting a lot of mentions.
There are a number of light weight CMS's as well
  http://grabaperch.com/
  http://mojomotor.com/
indexhibit has been favoured by artists – not so sure about it myself

Beyond the wireframe

wireframe – then straight into code

- wrongly assume that clients expect cross-browser pixel-precision
- don't frame conversations in ways that matter to a business's bottom-line
- show static Photoshop design visuals and set unrealistic expectations

Design in the browser (code)

(no really this is a **MUST**)

design in the medium it is
PSD is like a painting of a website ! its nothing like a site

its the output – you cannot show transitions etc with clients

Espresso
CSS Edit

// bbedit
//coda

//netbeans (ide)
//komodo edit

Tools
/firefox
// firebug
/webdev in safari

design in the medium it is
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Firebug download
Safari > prefs > advanced > show developer menu

opera, webkit, firefox, safari

firebug live client changes ! in the browser !

not **scary**
simple
basic markup
<h1>Hello</h1>

not many tags

html5 - html5rocks.com
css3   - css3.info
JQuery - jqueryfordesigners.com

Might hear meantion of php / mysql in relation to databases (most CMS's use this too)

Above is also good coding order

– meaningful markup
– css styling
– fancy and behaviour stuff

good tumblr this
http://css3watch.com/

Awesome list of links
http://realworldcss3.com/resources/

Microformats

– blurb in here //

"To help make change possible, we should explain that browser differences are not imperfections but are instead opportunities to enhance a brand experience by making websites more responsive."

"Explain that designing from the top down ensures that everybody will see and experience a website in a way that's appropriately crafted and responsive to the capabilities of their browser. Most importantly, no one will be left out."

Andy Clarke - Hardboiled Web Design

Hardboiled

the cool stuff !

GPS
Social
iPad
iOS
Android

web apps - seriously HTML+CSS+Javascript - is a massive dev platform !! - its happened on the desktop
(ok some is Adobe air wrapped but...)
See open web earlier and http://blog.mozilla.com/blog/2010/10/19/prototype-of-an-open-web-app-ecosystem/

Games

http://g4tv.com/videos/44277/DICE-2010-Design-Outside-the-Box-Presentation/

http://www.slideshare.net/dings/just-add-points-what-ux-can-and-cannot-learn-from-games

People

/simon collision
/elliot jay stocks
/mark boulton
/andy clark
/Meagan Fisher

/veerle pieters
/tim van damme
  //max voltar
/jeffery zelman
/dan cederholm
/Jon Hicks

/matthew smith
/mike Kus
/andy budd

Plus all the other people in previous slides !!!

Links

seriously anyone gets an invite I **need** one, this year I will be making all efforts to get one

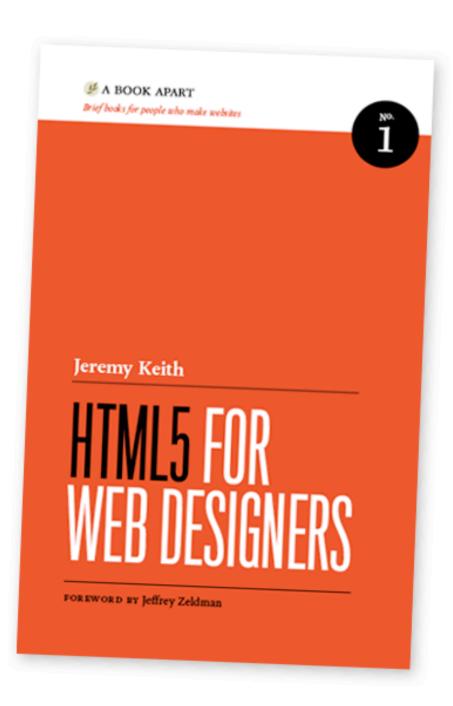http://dribbble.com/

http://smashingmagazine.com/
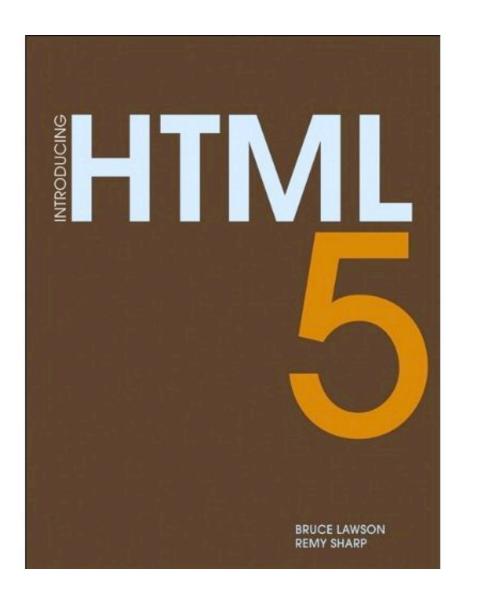
http://24ways.org/

http://www.alistapart.com

http://5by5.tv

http://stuffandnonsense.co.uk/

http://forabeautifulweb.co.uk/

seriously good..

Demo

CSS Animation

New tools ? – dont know if they are any good yet but...
Sencha animator – http://www.sencha.com/blog/2010/10/26/introducing-sencha-animator-the-html5-css3-alternative-to-flash/
Adobe Edge – http://www.gizmag.com/adobe-edge-html5-animation-tool/16741/

FYI Sencha also do Touch library as do
JQTouch & http://jquerymobile.com/

Cycle Plug in for JQuery Animation