Adam Procter
Winchester School of Art

@adamprocter

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#wsaweb101

http://dctr.pro/web

1. Background / context

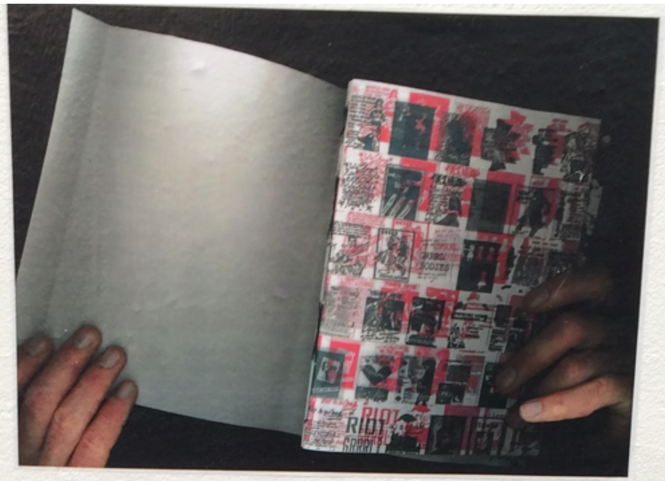
#wsaweb101

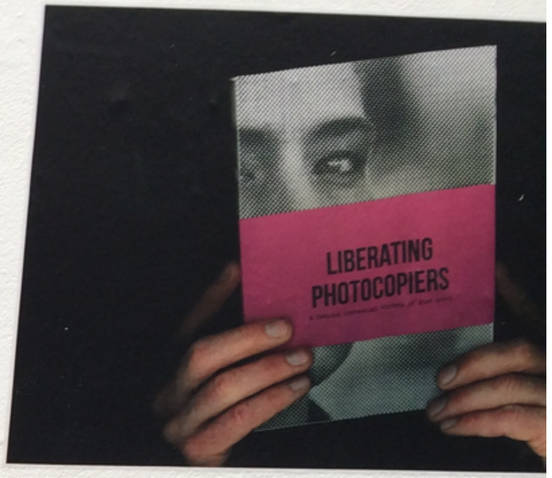
Year 2

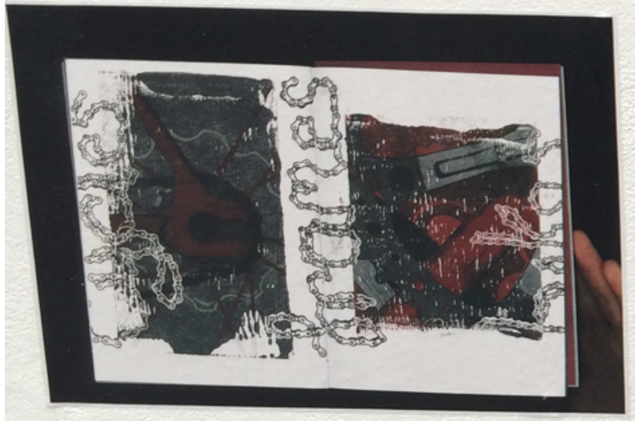
Project 1

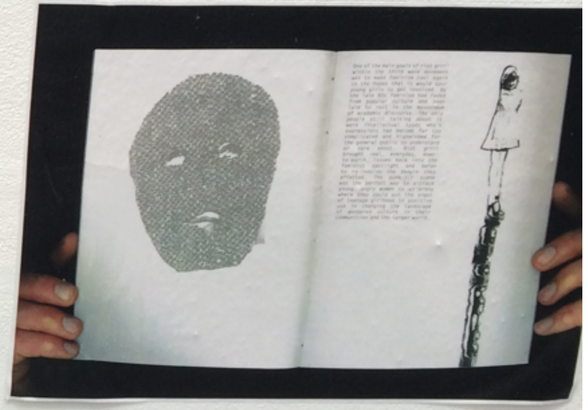
in Year 1…

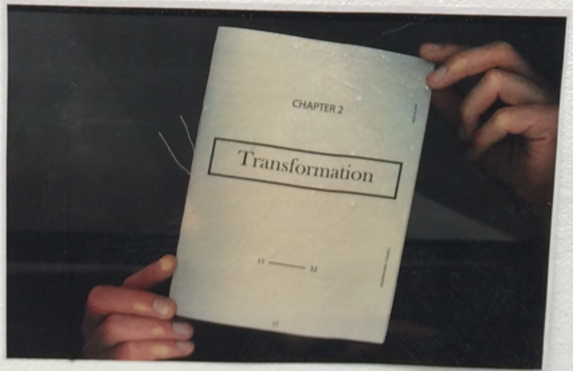
GARAMOND
CANDARA
futura
Gabriola
COMIC
SANS
CENTURY
baskerville
OPTIMA
didot


RIOT


LIBERATING
PHOTOCOPIERS






CHAPTER 2
Transformation

e-scroll

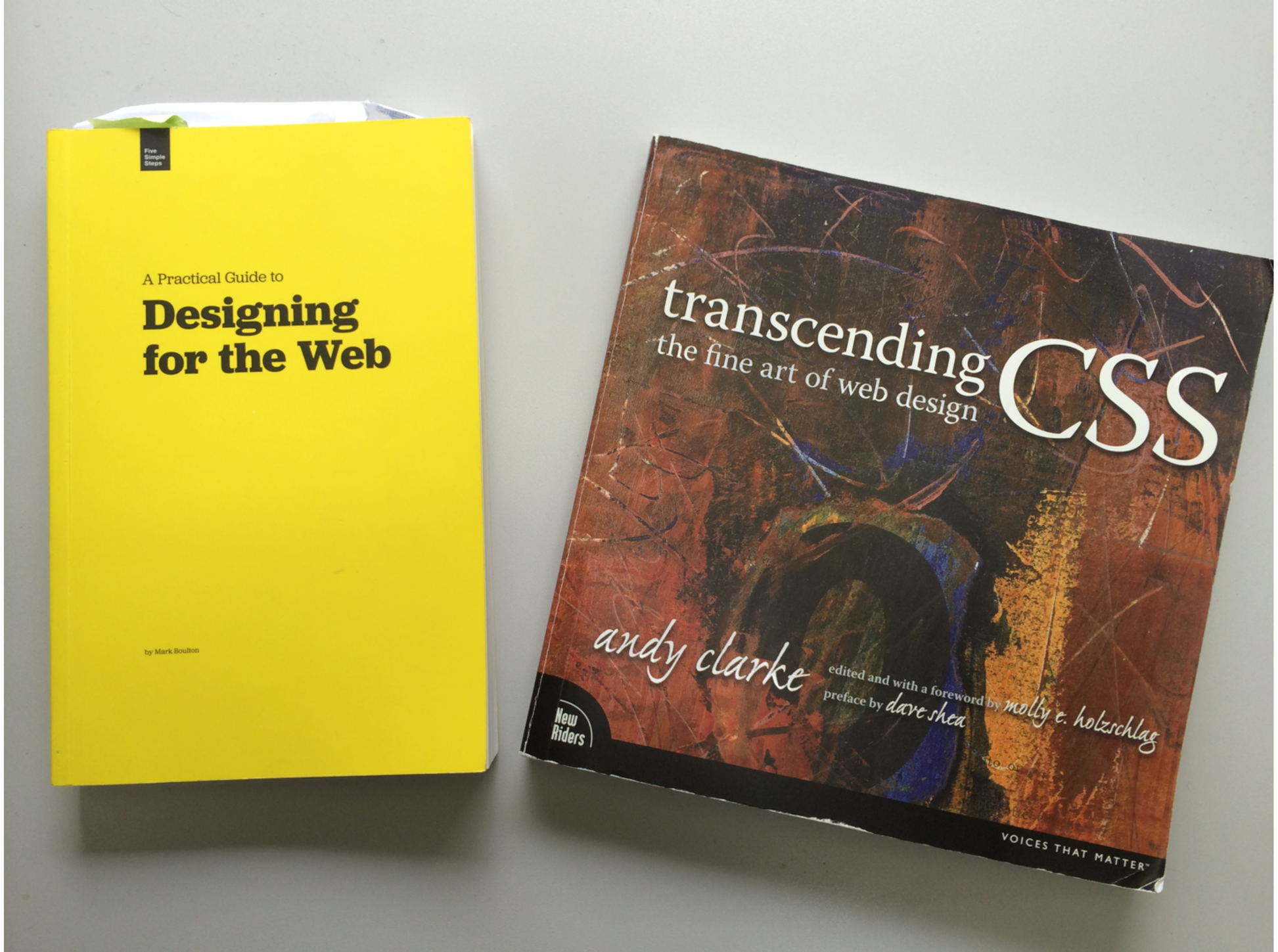
We Are Craftsmen
9

Is
this a
book?

RUSSIAN FEDERATION
TURKEY
ARMENIA
AZERBAIJAN
"Home is a name, a word, it is a strong one; stronger than magician ever spoke, or spirit ever answered to, in the strongest conjuration."
– Charles Dickens
"No matter how dreary and gray our homes are, we people ... and blood would rather live there than in any other country, be it ... so beautiful. There is no place like home."
Ordinary people think merely of spending time. Great people think of using it.

REPR REPR
ODUC ODUC
TION TION
REPR REPR
ODUC ODUC
TION TION
DISTOR
Spacephobia
Fear of outer
space
RIOT

fundamentals covered

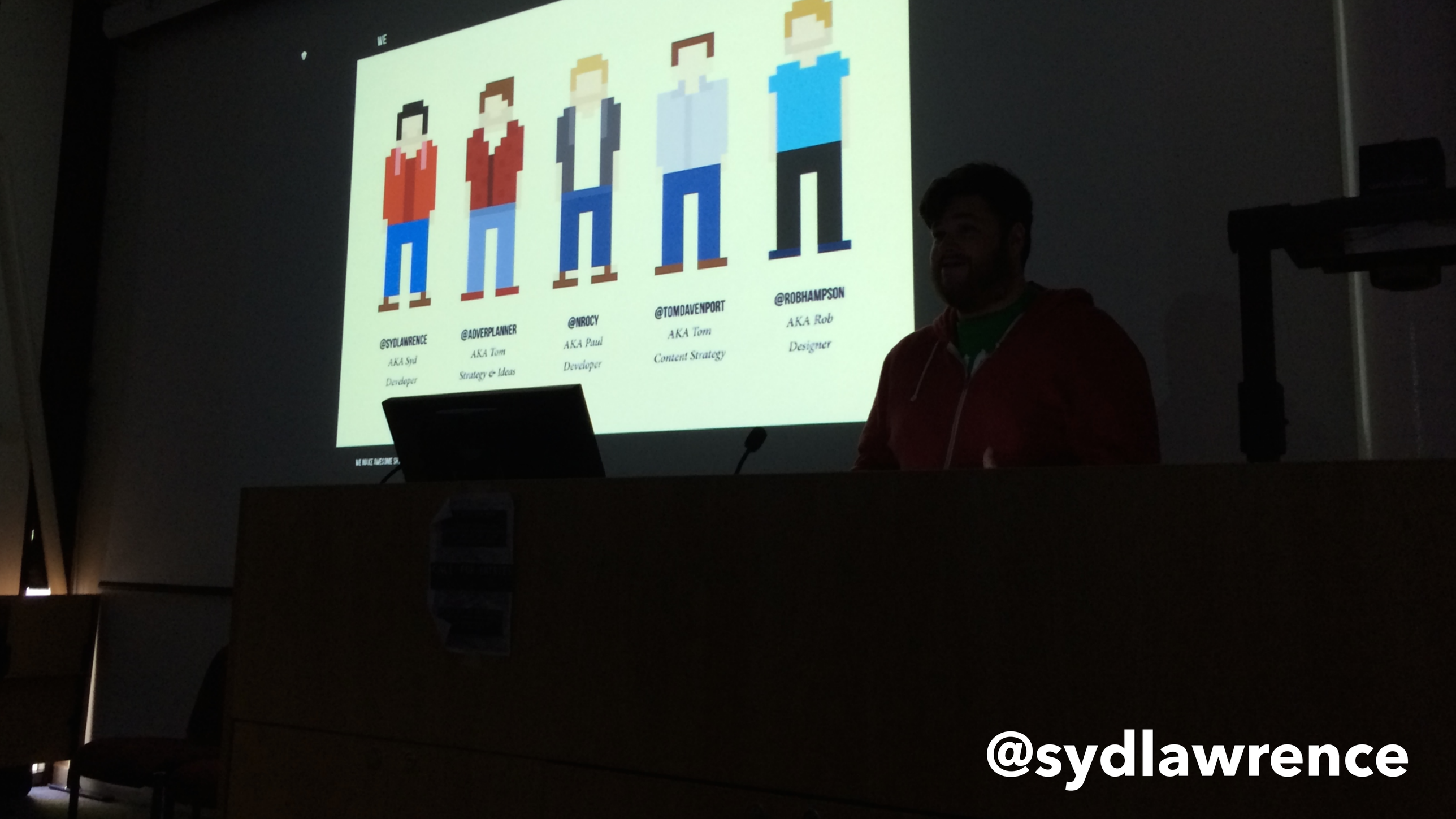

Five Simple Steps
A Practical Guide to
Designing for the Web
by Mark Boulton
transcending CSS
the fine art of web design
andy clarke
edited and with a foreword by molly e. holzschlag
preface by dave shea
New Riders
VOICES THAT MATTER™

<aside>

final 1 week project

Hackasuarus*
- Subversion project

*https://goggles.webmaker.org/



@sydlawrence

Adam Procter
Winchester School of Art

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
Part 2
2 weeks
3 weeks

Part 1 | Part 2

launch		prototype day		
tutorial 1	tutorial 2	tutorial 3	tutorial 4	tutorial 5
workshop 1	workshop 2	workshop 4	workshop 6	sign up code sessions
	workshop 3	workshop 5	workshop 7	
talk 1	presentation	talk 2	talk 3	
				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)

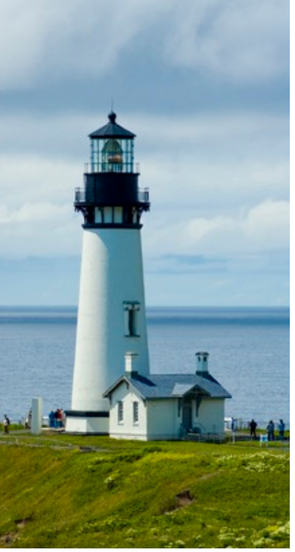
Research/ideas development – define your subject

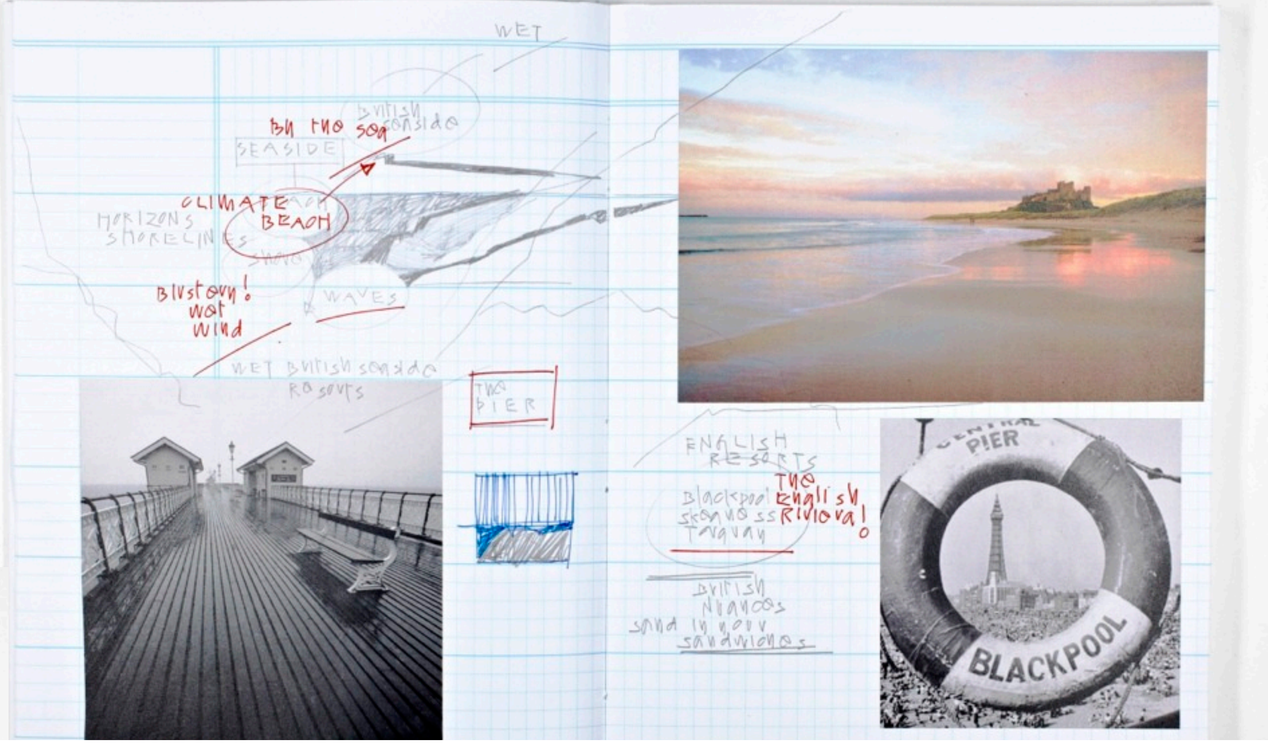
COAST:

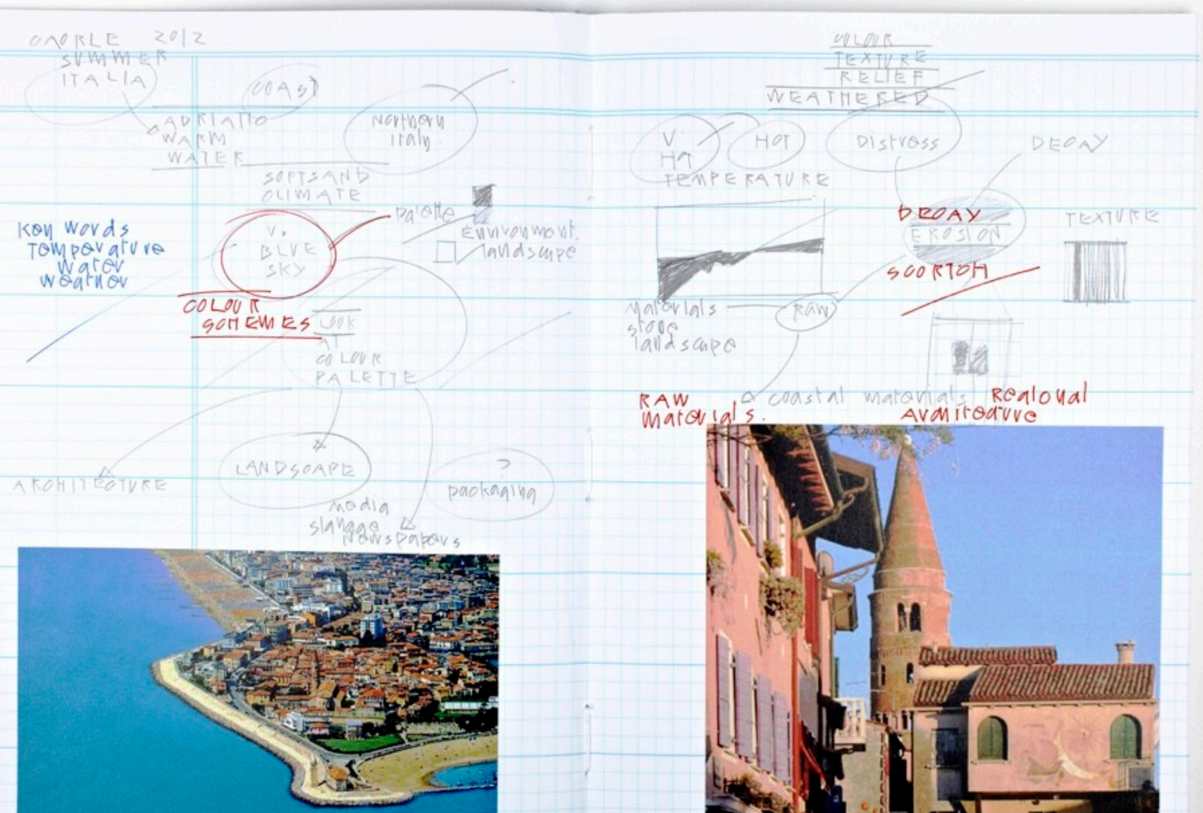
The part of the land near the sea; the edge of the land, a run or movement in or on a vehicle without the use of power.

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.’







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

ICE CREAM!

italian ice cream

GELATO

flavours
colour
palette
taste
scoop

consumerism

italian tradition
unique methods

italian ice cream
gelato

palacé
from ice cream.

non slamano

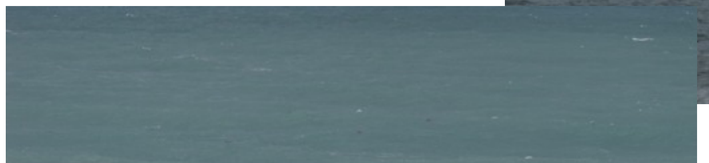
ice cream
gelateria
slamage
Rosonian.

look at slamma

italian traditions

ice cream sellers

contrast with English traditions.



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

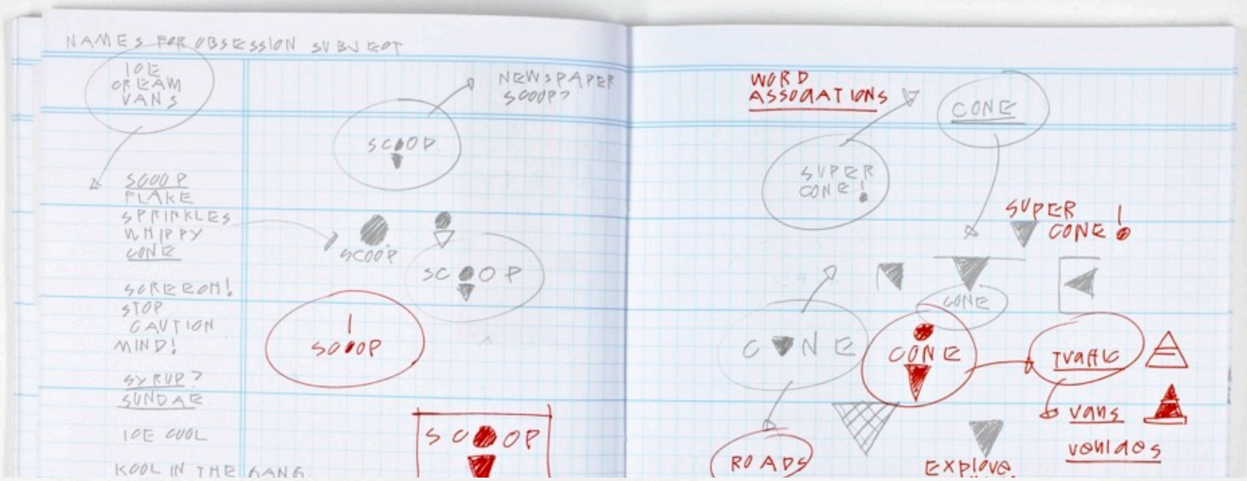
Research/ideas development

COAST:

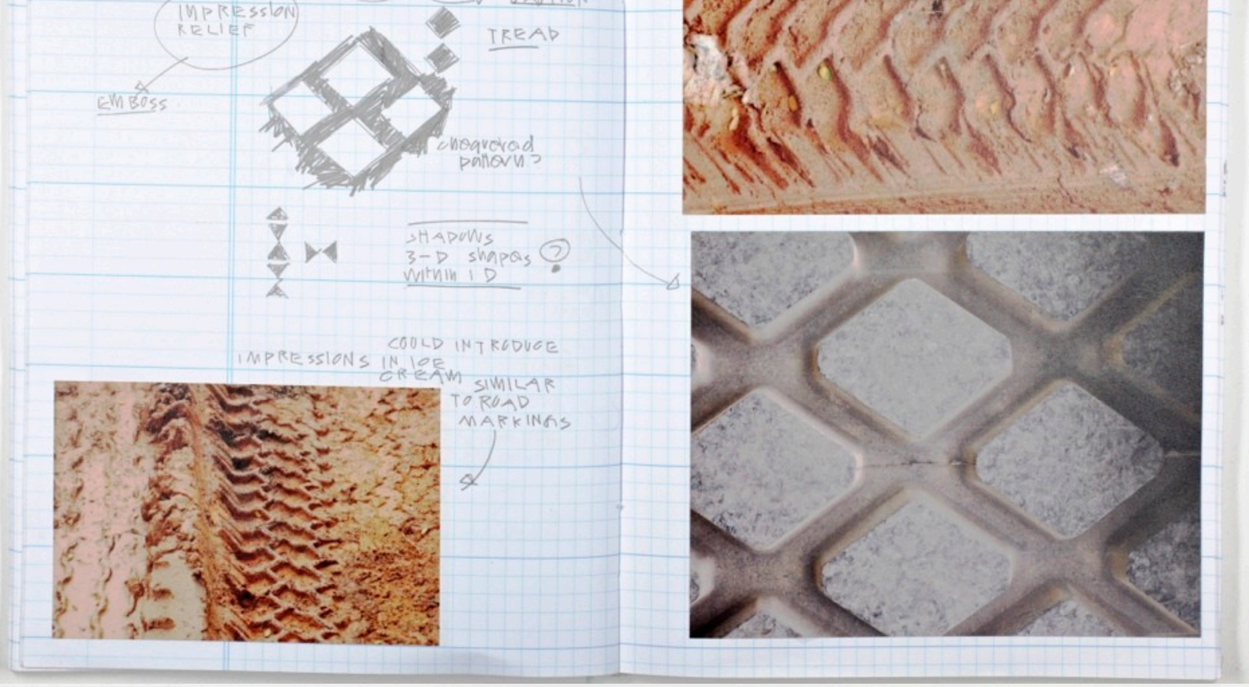
The **part** of the **land** near the **sea**; the **edge** of the land, a run or **movement** in or on a **vehicle without the use of power.**

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

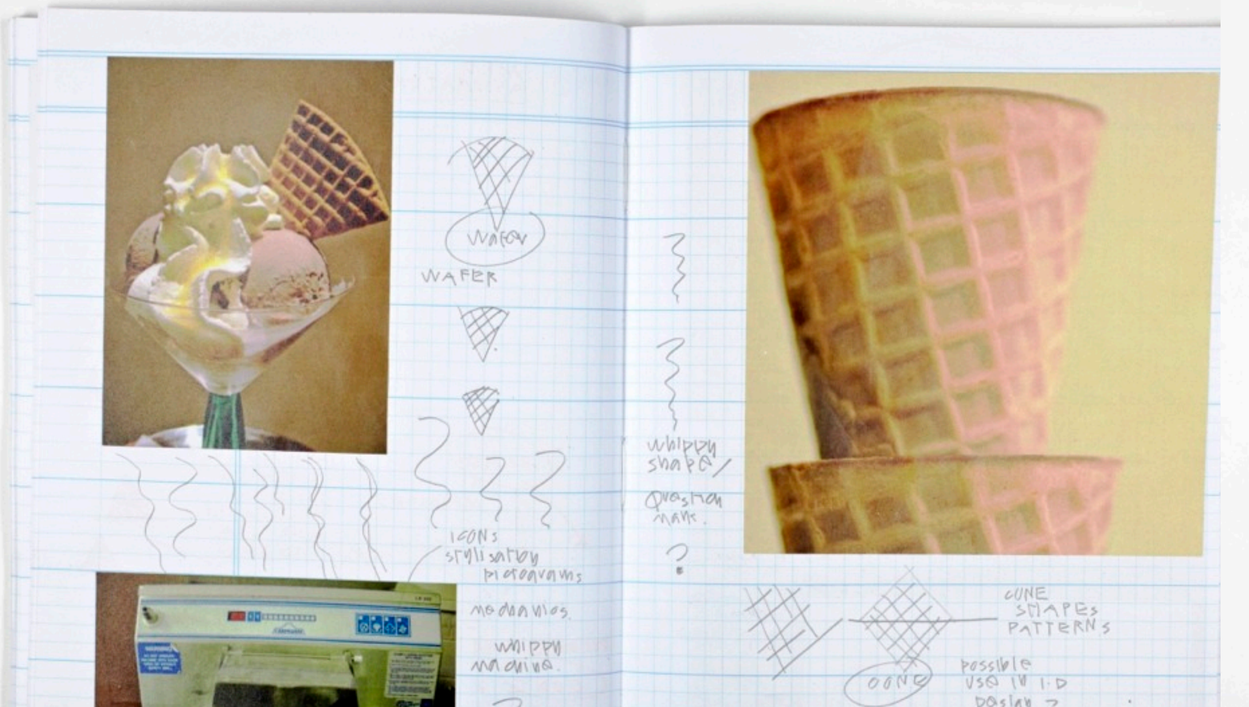
ORIGIN: Middle English *(in the sense 'side of the body'),* from Old French *coste* (noun), *costeier* (verb), from Latin costa 'rib, flank, side.' Sense 1 of the noun arose from the phrase coast of the sea
'side of the sea.'



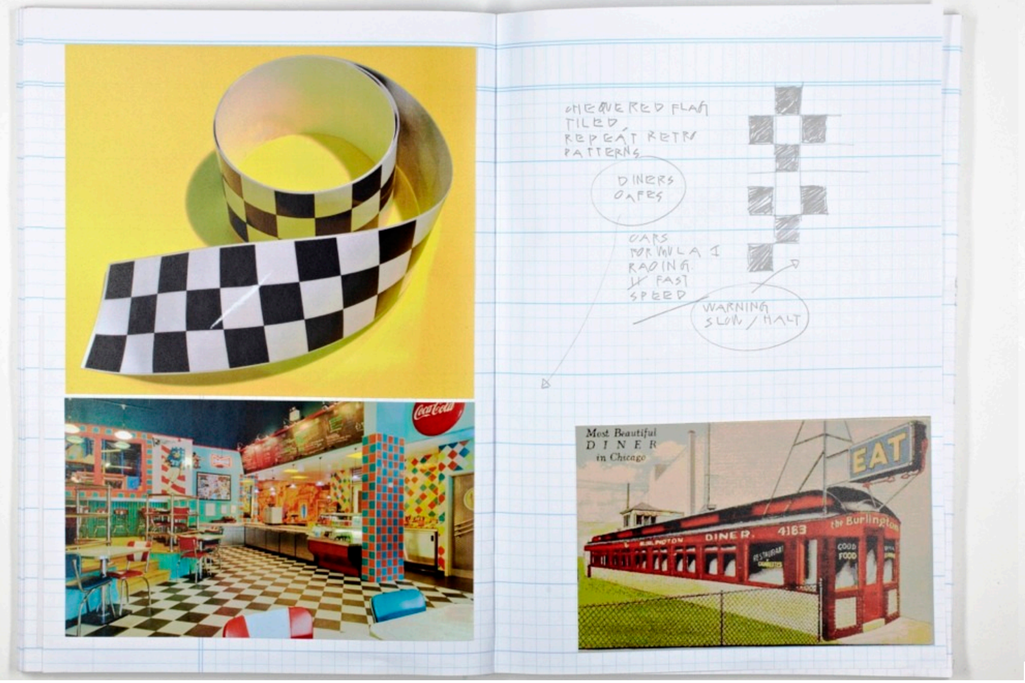
Linear variation of design
typography
colour schemes
characterisation

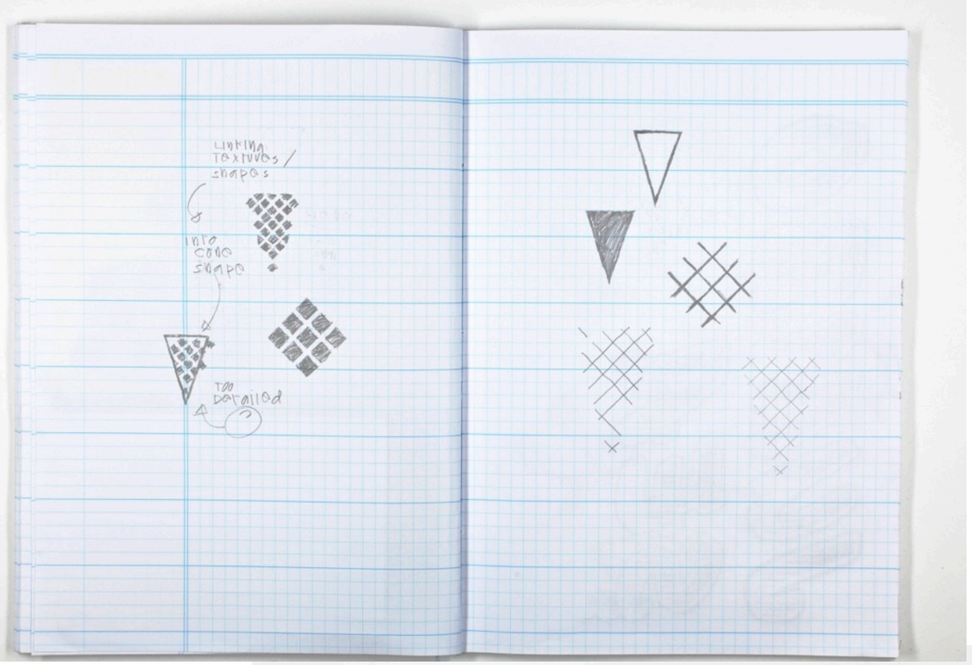

IMPRESSION
RELIEF
EMBOSS
TREAD
engraved pattern?
SHADOWS
3-D shapes
within 1 D
IMPRESSIONS IN ICE CREAM
COULD INTRODUCE
SIMILAR TO ROAD MARKINGS

Look at structures
shapes within
patterns that
curves
repeat patterns
symmetry
battery
reflective
cone shape
pattern
texture
form


wafer
WAFER
whippy shape/
question mark.
icons
stylisation
pictograms
mechanics
whippy machine
CONE
SHAPES
PATTERNS
possible
use in 1 D
design ?

ASSOCIATIONS
WITH
ROAD
SAFETY
CAUTION
STOP!
MIND
CONES
ICE
CREAM
USE
STRIPES
COLOUR
SCHEME
WARNING
ALERT!
ALERT
CAUTION
RED
AS COLOUR
FOR
ID?
Association
with
confectionery
popcorn
candy floss





Identity design

Names/ID ideas

Identity design:

Names/ID ideas

CONE

NO
ARTIFICIAL
FLAVOURS!

No artificial
NO flavours!
ARTIFICIAL
FLAVOURS!

SCOOP
COAST
BEACH
CONE

CONE

CONE

gelato
american
british seaside
the vans
no artificial flavours
no artificial colours

gelato
american
british seaside
the vans
no artificial flavours
no artificial colours

gelato
american
british seaside
the vans
no artificial flavours
no artificial colours

CONE

CONE

CONE

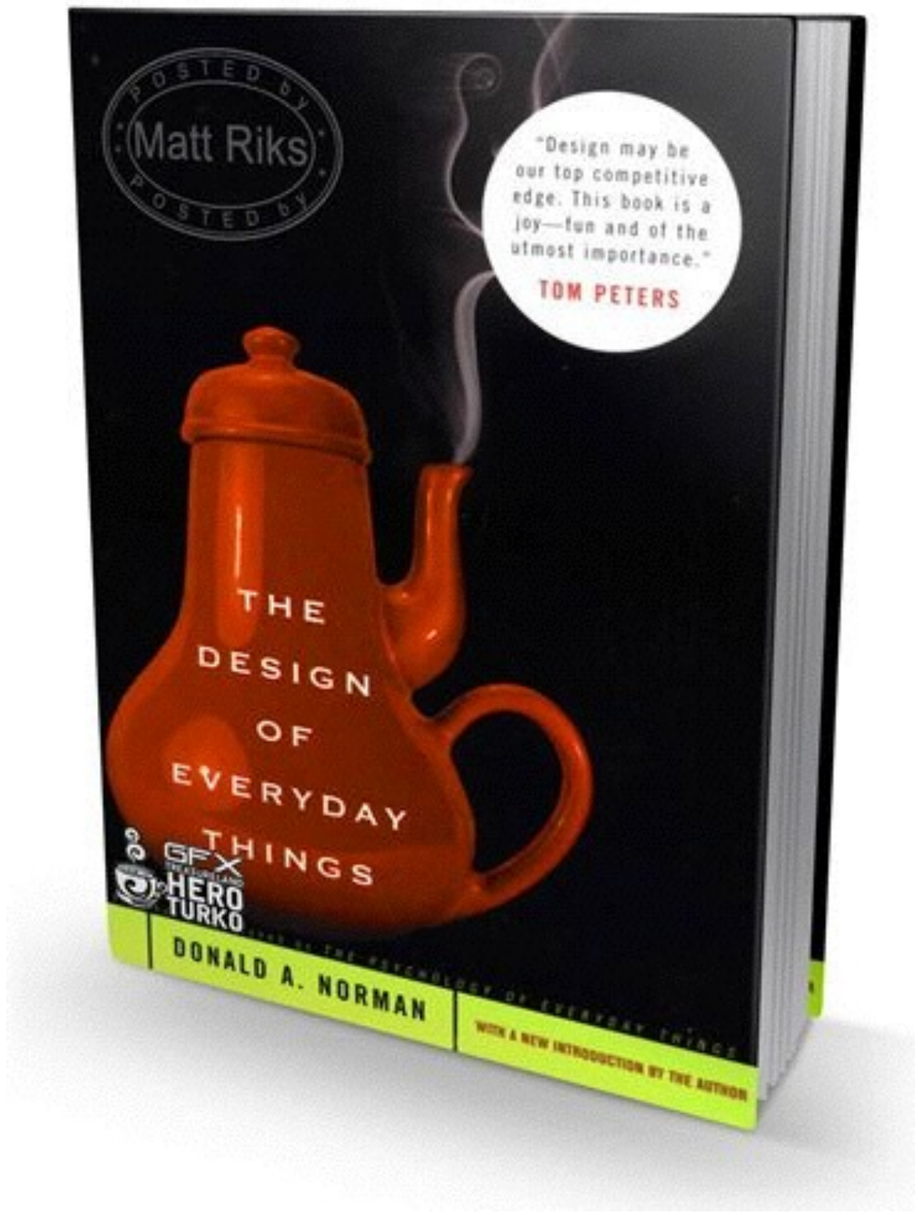
“I keep six honest serving-men they taught me all I knew;
Their names are What and Why and When
And How and Where and Who.”

- Rudyard Kipling

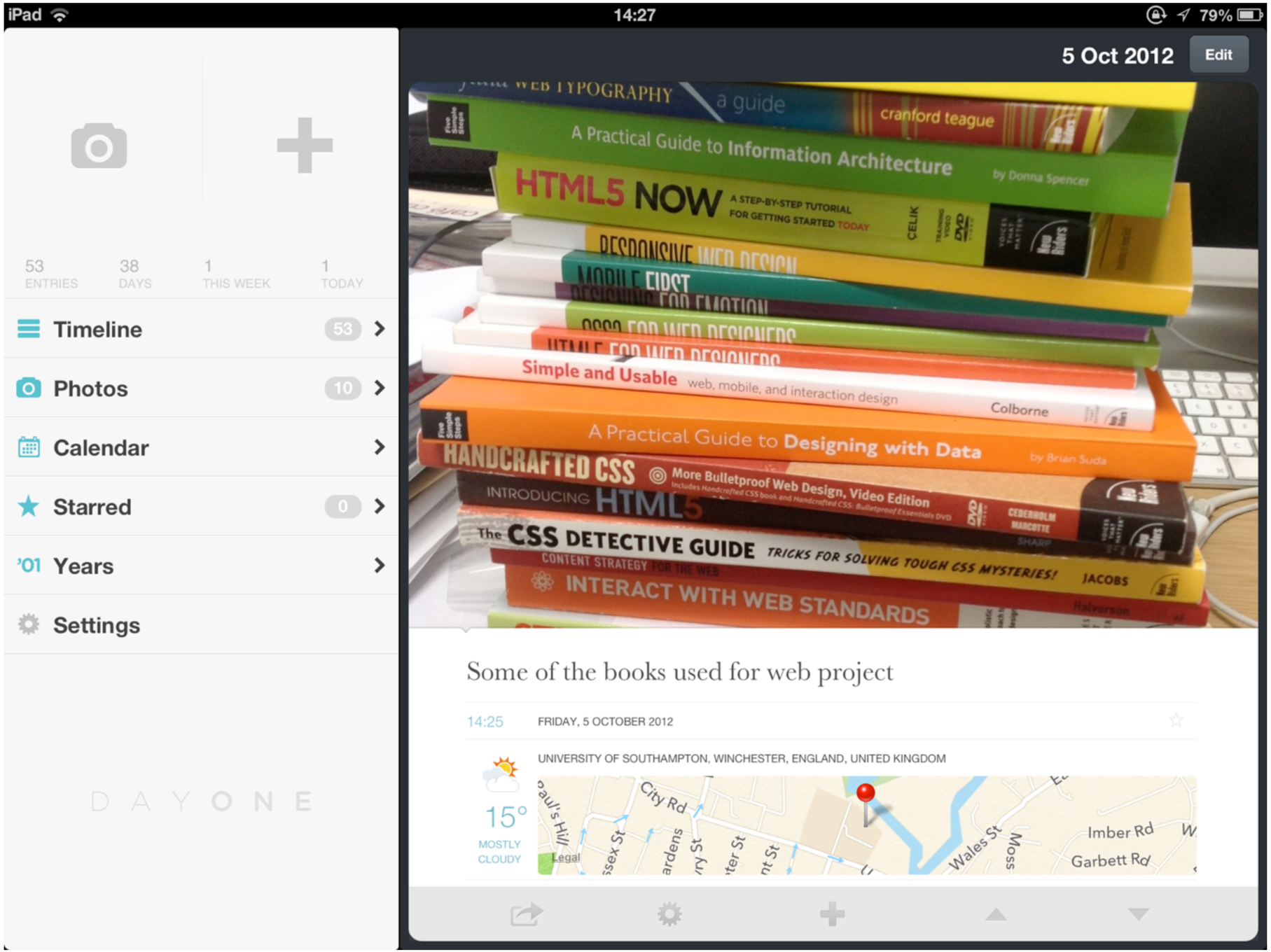
Designing Atmosphere

- Typography
- Colour
- Texture

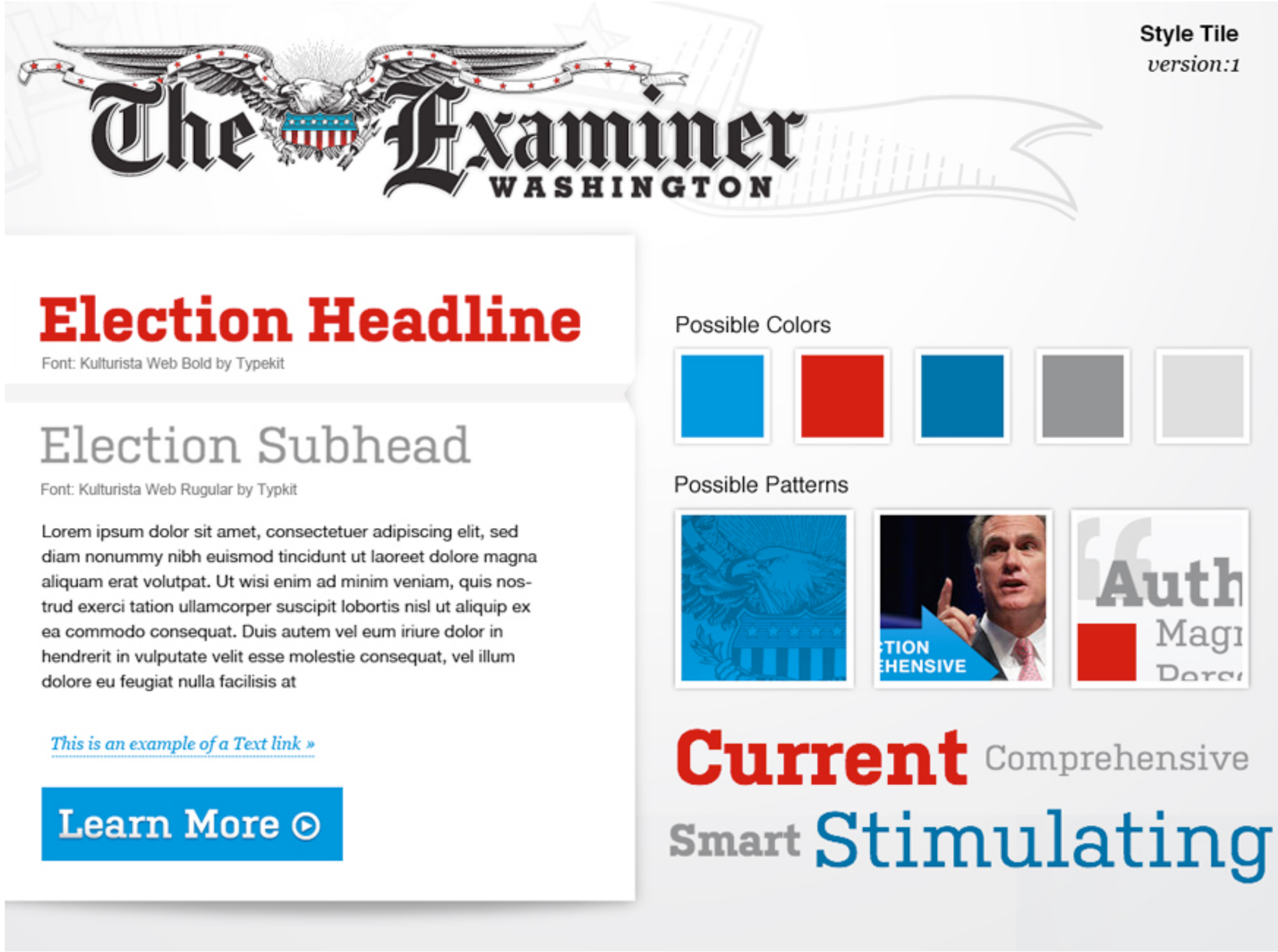
Don Norman
Aral Balkan



-Device
-Location
-Time of day
-Calendar
-Weather



styletil.es


The Examiner
WASHINGTON
Style Tile
version:1
Election Headline
Font: Kulturista Web Bold by Typekit
Election Subhead
Font: Kulturista Web Rugular by Typkit
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at
This is an example of a Text link »
Learn More
Possible Colors
Possible Patterns
Current
Comprehensive
Smart
Stimulating

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."

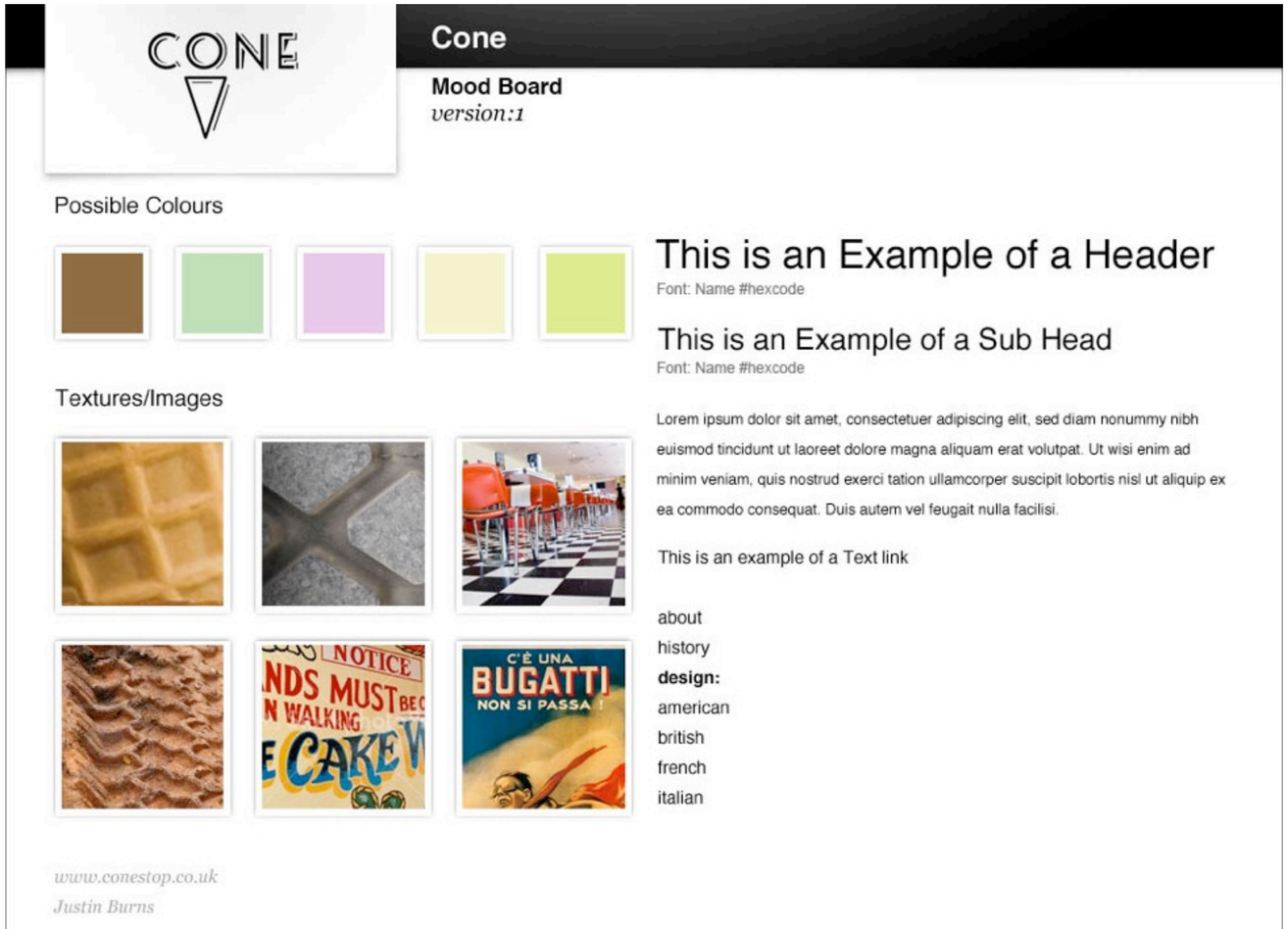
- Aral Balkan

- Indie Tech

Presentation - @2weeks

COAST
2 GUSTI 2.40
3 GUSTI 3.60
4 GUSTI 4.50

CONE
CONE


CONE
Cone
Mood Board
version:1
Possible Colours
Textures/Images
This is an Example of a Header
Font: Name #hexcode
This is an Example of a Sub Head
Font: Name #hexcode
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.
This is an example of a Text link
about
history
design:
american
british
french
italian
NOTICE
C'È UNA
BUGATTI
NON SI PASSA !
www.conestop.co.uk
Justin Burns

Persona

Who will want to look at this site?

Viewers that are interested in:

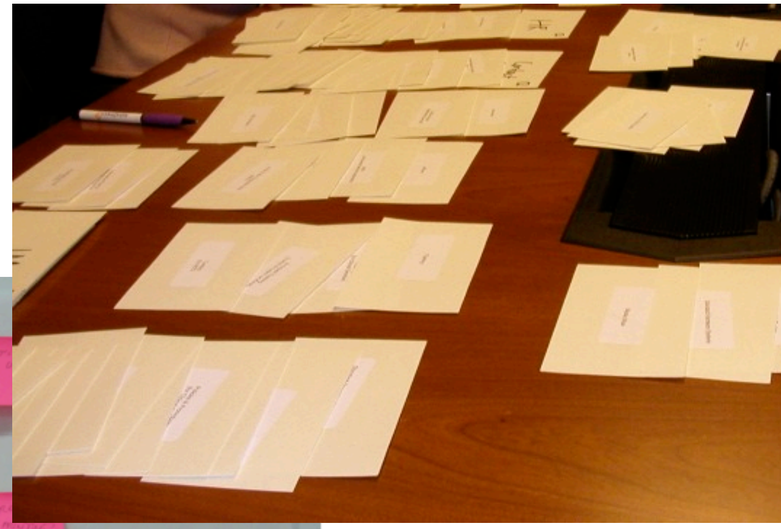
Retro cars
Ice cream
Holidays
Retro design
Antiques
Humour
Eccentric music
(eg. Freak Zone on 6music)

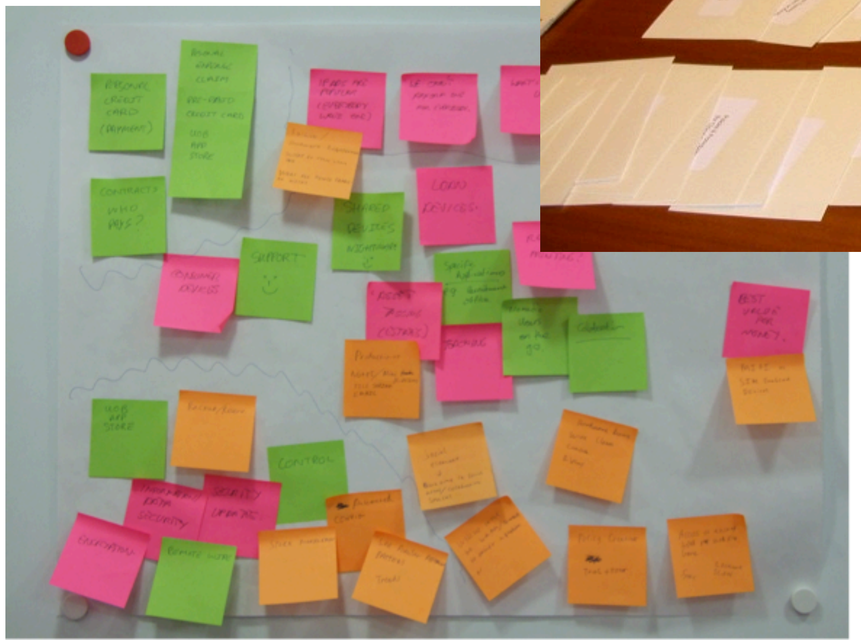
Viewers that have memories of:

Ice cream vans
Ice cream cones
Packaging
Seventies/Eighties cars

Interest in Art
Animation/characterisation
Postmodernism
Surrealism
Typography
Irony

Organisation of content



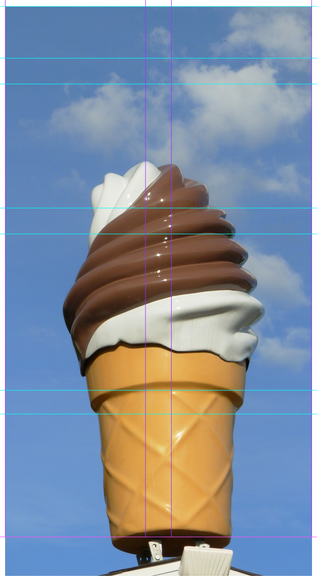


CONE

design

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.



CONE

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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) or ice cream truck
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tial areas, or in other
ually stop briefly before
next street.

, are often brightly decorated
ges of ice cream, or some other
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inted-on notices, which can
mercial purpose ("Stop me and
or a more serious one ("Don't Skid
- serving as a warning to passing
that children may run out into the
he sight of the van, or appear without
from behind it.

CONE

about

history
design:
american
british
french
italian

music
the british seaside

blog
contact

ar

An
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serv
crea
vans
or ne
peopl
travel
school
location
moving

Ice crean
and carry
adornmen
may have
serve a co
buy one!") c
on a Kid!") -
motorists tha
road at the si
warning from

CONE

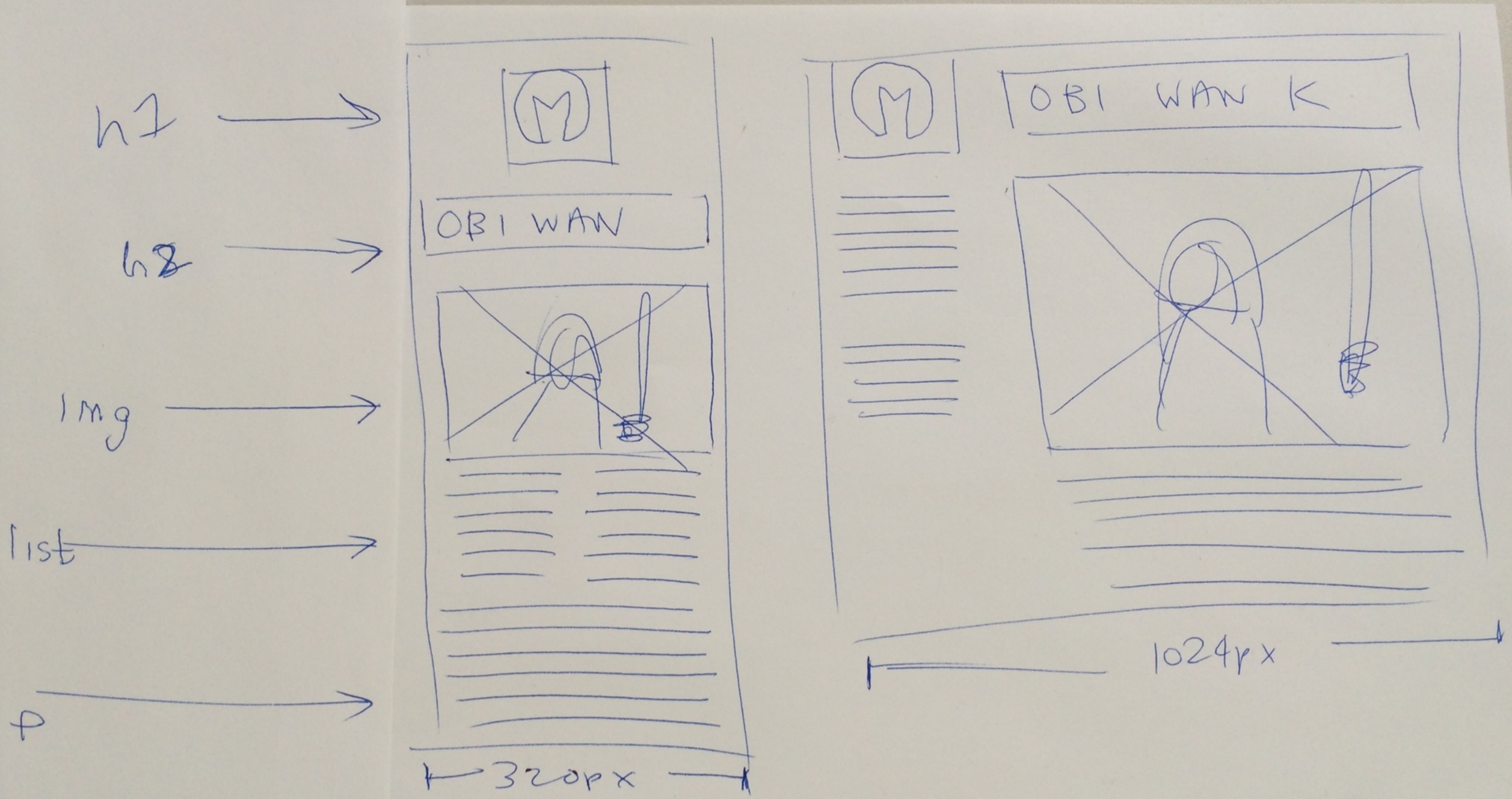
about

history
design
music
the british seaside

blog
contact

gelato obsessed

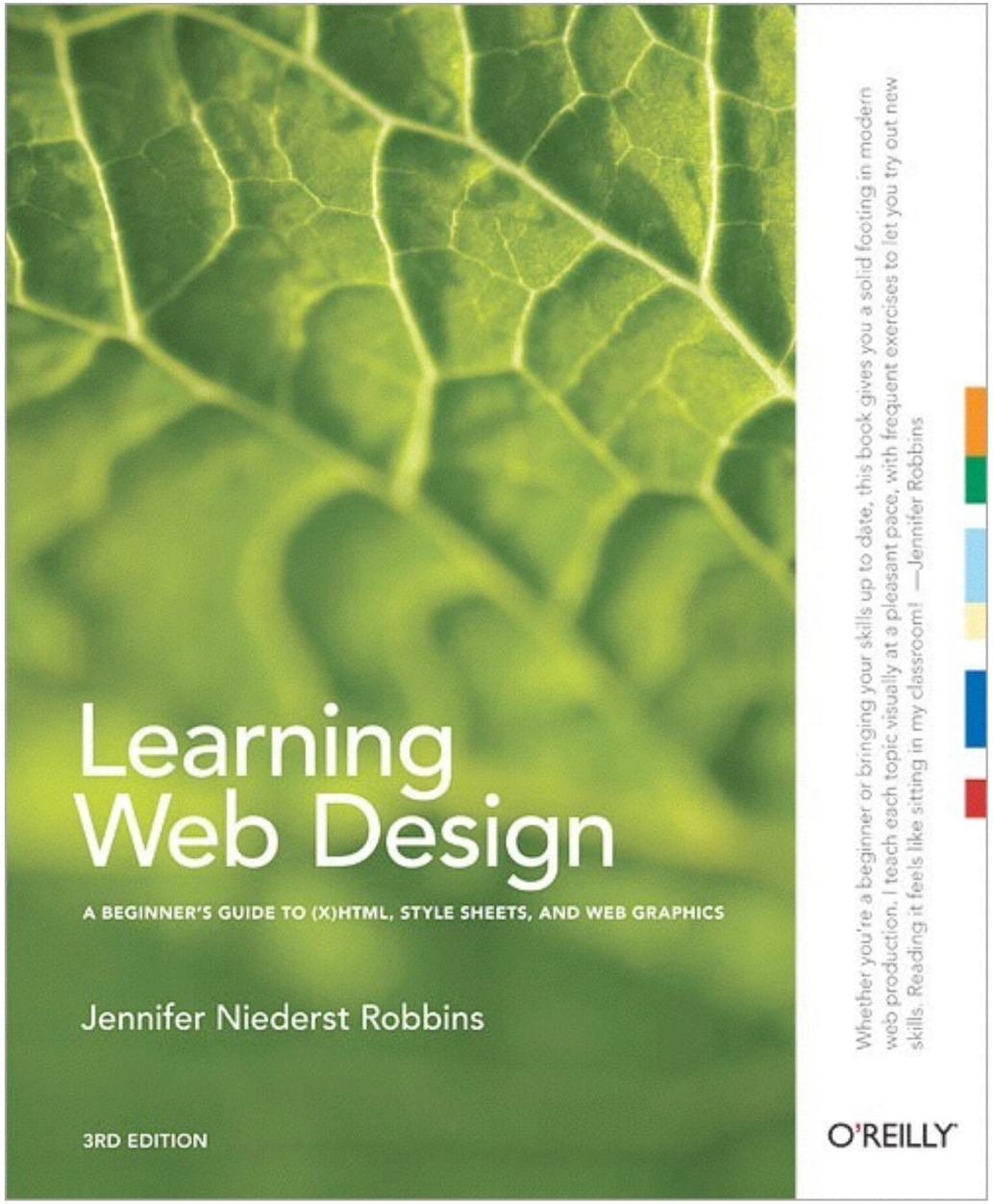
Reliable evidence proves that ice cream cones were served in the 19th century, and their popularity increased greatly during the St. Louis World's Fair in 1904. According to legend, at the World's Fair an ice cream seller had run out of the cardboard dishes used to put ice cream scoops in, so they could 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.


h1
h2
img
list
p
OBI WAN
320px
OBI WAN K
1024px

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

http://www.flickr.com/photos/brad_frost/

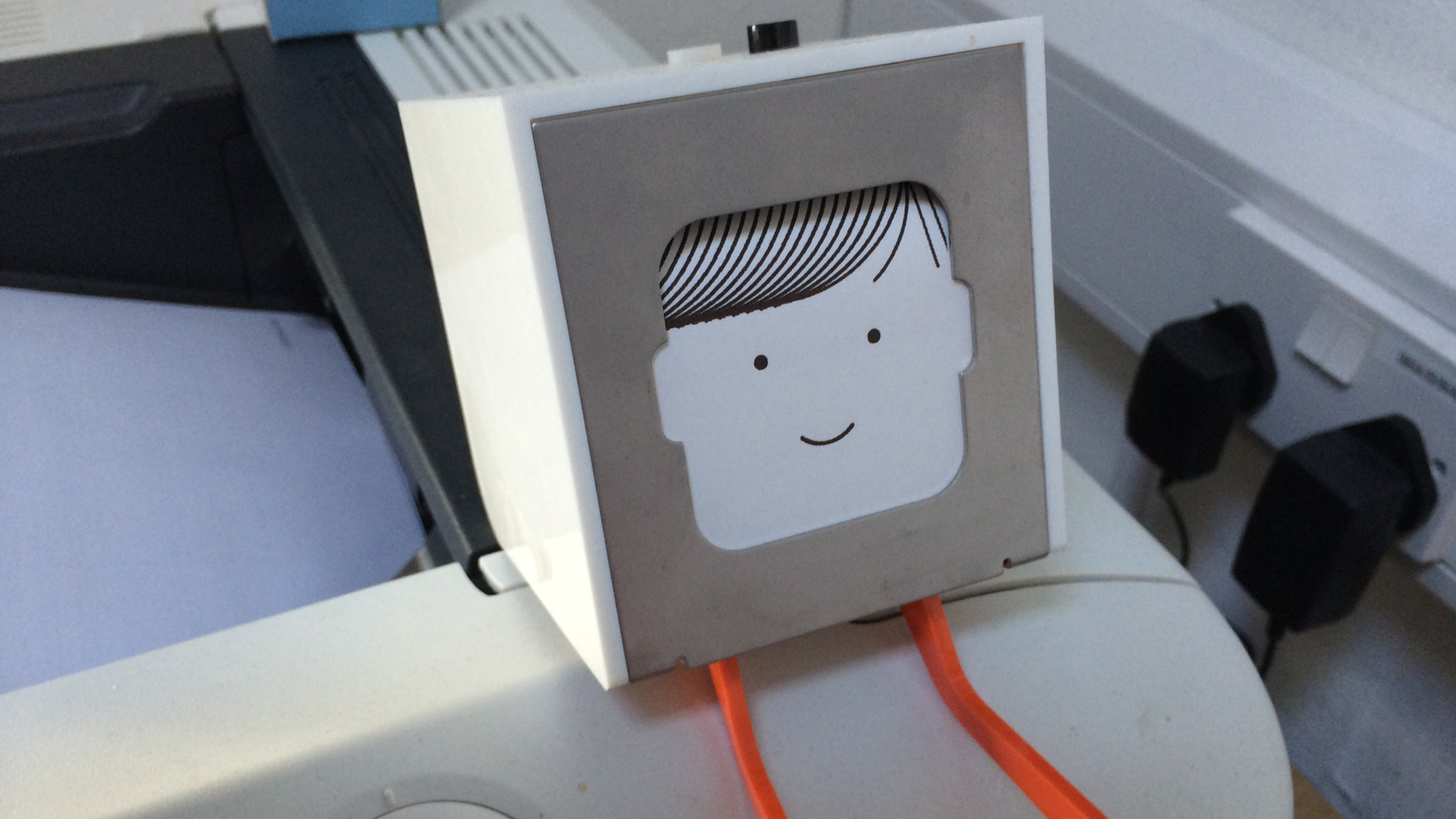
It is **not** print design

"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/



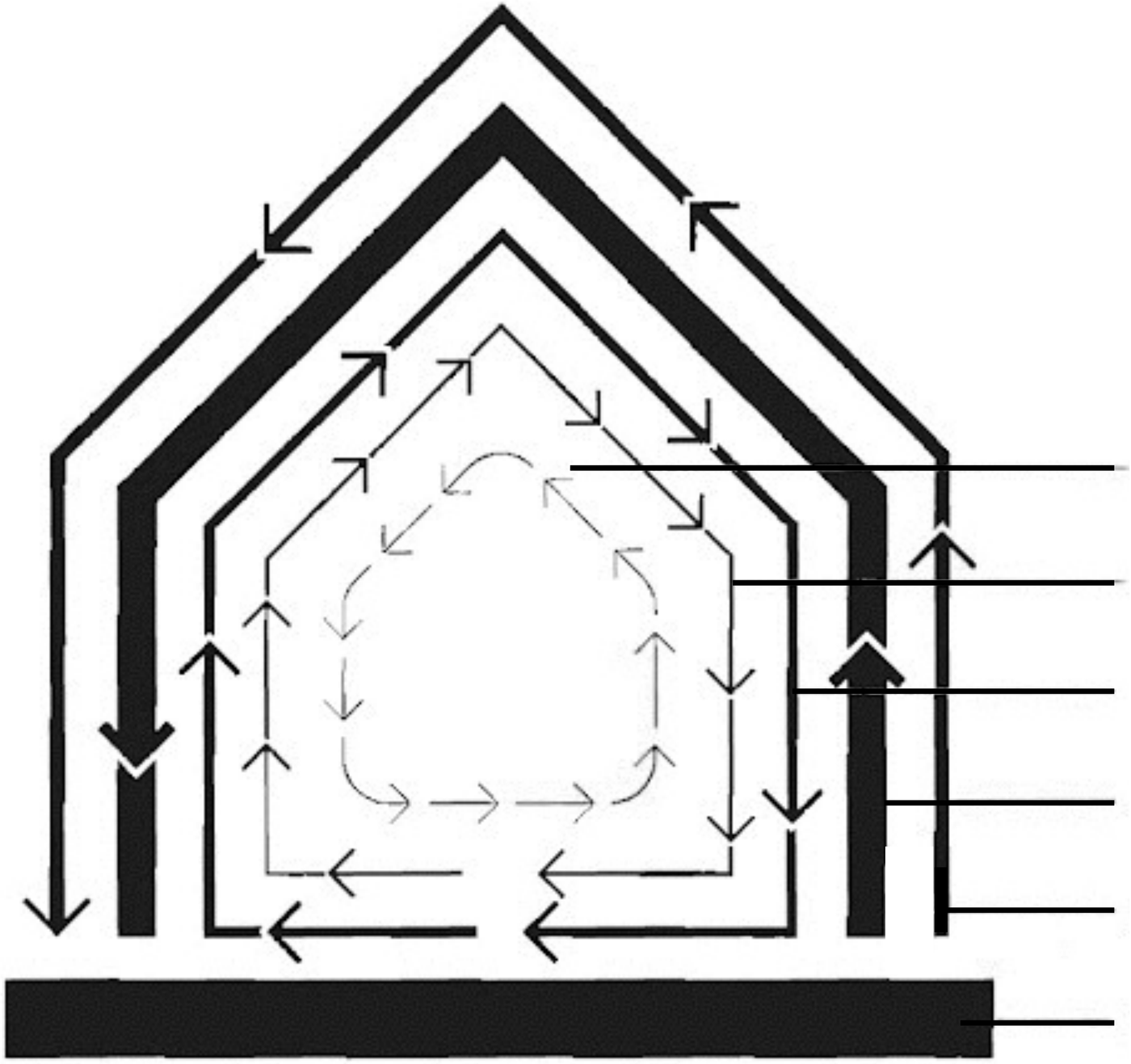
1/14
3 minutes ago
Tweetbot
@_dotttt
followed
@adamprocter.

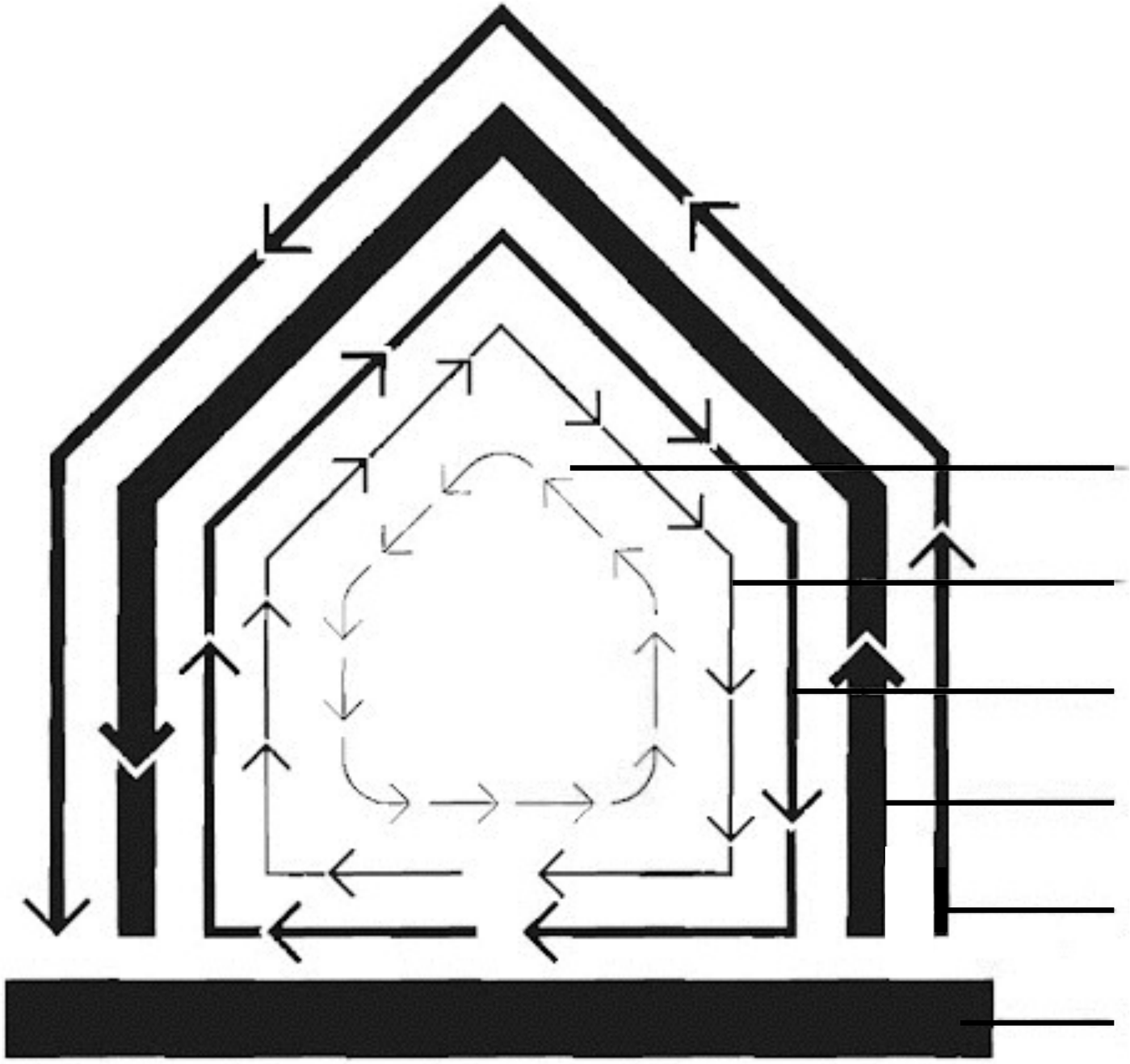
17:27
14 °C
Showers in...
Winchester,
High:14°C
Low:6°C
Conditions at 4:50 pm BST

“Designers should write mark up to communicate the meaning in a design”

- Andrew Clarke

- Designing an atmosphere for accessibility


editors (textmate / brackets / *adobe)
pre processing (sass / less etc)
cms, frameworks, some pattern libraries
javascript / jQuery
css
html



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

h1 - h6
p
em
strong
ul / li
img
a

section
article
aside
header
nav
footer

MDN

Mozilla Foundation (US) https://developer.mozilla.org/en-US/docs/Web/HTML/Element

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ZONES | WEB PLATFORM | TOOLS | DEMOS | CONNECT

MDN > Web technology for developers > HTML > HTML element reference

LANGUAGES | EDIT

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 *starting 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 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 unwanted results.

The symbol indicates that the element is defined in the Web Components collection of specifications.

A
- <a>
- <abbr>
- <acronym>
- <address>
- <applet>
- <area>
- <article>
- <aside>
- <audio>

B
- <b>
- <base>
- <basefont>
- <bdi>
- <bdo>
- <bgsound>
- <big>
- <blink>
- <blockquote>
- <body>
-
- <button>

C
- <canvas>
- <caption>
-
- <cite>
- <code>
- <col>
- <colgroup>
- <content>

D
- <data>
- <datalist>
- <dd>
- <decorator>
- <del>
- <details>
- <dfn>
- <dir>
-
- <dl>
- <dt>

E
- <element>
-
- <embed>

F
- <fieldset>
- <figcaption>
- <figure>
- <font>
- <footer>
- <form>
- <frame>
- <frameset>

G H
- <h1>
- <h2>
- <h3>
- <h4>
- <h5>
- <h6>
- <head>
- <header>
- <hgroup>
- <hr>
- <html>

I
- <i>
- <iframe>
- <img>
- <input>
- <ins>
- <isindex>

J K
- <kbd>
- <keygen>

L
- <label>
- <legend>
-
- <link>
- <listing>

M
- <main>
- <map>
- <mark>
- <marquee>
- <menu>
- <menuitem>
- <meta>
- <meter>

N
- <nav>
- <nobr>
- <noframes>
- <noscript>

O
- <object>
-
- <optgroup>
- <option>
- <output>

P
- <p>
- <param>
- <plaintext>
- <pre>
- <progress>

Q
- <q>

R
- <rp>
- <rt>
- <ruby>

S
- <s>
- <samp>
- <script>
- <section>
- <select>
- <shadow>
- <small>
- <source>
- <spacer>
-
- <strike>
-
- <style>
- <sub>
- <summary>
- <sup>

T
- <table>
- <tbody>
- <td>
- <template>
- <textarea>
- <tfoot>
- <th>
- <thead>
- <time>
- <title>
- <tr>
- <track>
- <tt>

U
- <u>
-

V
- <var>
- <video>

W
- <wbr>

X Y Z
- <xmp>

beegle bus vw

This beautiful Beegle bus is a 1971 Volkswagen camper-van imported from California and owned by Bella Clark, daughter-in-law of the iconic textile designer Celia Birtwell and legendary fashion designer Ossie Clark.

Bella was bitten by the VW bug at an early age. 'My father had a 1971 VW Danbury, so when I spotted this one for sale I needed no persuading. She was in fantastic condition when we purchased her. We were lucky, the previous owner had done a lot of the hard work,' comments Bella.

'After weighing up the pros and cons we installed a TV in place of the sink, this was partly due to the unpredictability of the British weather and three young children! Now we love going off camping for the weekend, whenever we want to and whatever the weather.'

style notes

Personal touches were added to this classic VW by making curtains, cushions and bunting from Celia Birtwell fabric. Using folding chairs and tables also in Birtwell fabric means that the style is continued both inside and out, a particularly useful device when dressing a small space.

Items that roll, fold flat or stack are essential when transporting furniture and ensuring that they look good, whether in use or put away adds to the visual pleasure of a small space.

Another example of Bella's attention to scale is the use of half-size bunting around the windows – the effect is the same but it is not overpowering.

img

h2

block quote

h3

cite

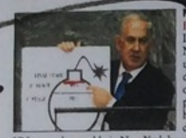
cite

p

img

h1

The world at a glance



New York
PM draws line, literally: Israeli premier Benjamin Netanyahu has repeatedly urged world leaders to draw a "clear red line" over Iran's nuclear programme, and last week he illustrated his point during an address to the UN general assembly in New York by producing a cartoon of a bomb (pictured), pulling out a marker pen and drawing a line across what he said was an approaching threshold for uranium enrichment in the country. Netanyahu claims that, unless action is taken against its nuclear programme, Iran will be 90% of the way to making an atomic bomb by next summer at the latest.

Los Angeles, California
Arnie comes clean: Former governor of California Arnold Schwarzenegger has spoken publicly for the first time about fathering a child with his housekeeper, calling the affair "the stupidest thing I've ever done". In an interview to mark the release of his ghost-written memoir *Total Recall*, the *Terminator* star said he never spoke to Mildred Baena about their child Joseph, who was born in 1997, and only realised he was the father when, at around seven, the boy began to resemble him. Schwarzenegger and his wife of 26 years, Maria Shriver, are in the middle of divorce proceedings. This week there was speculation that the actor was coming clean about his misdeeds in attempt to clear the way for a return to politics.

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Little League scandal: The world of Little League football has been thrown into turmoil by allegations that children who played for a team in California were paid to injure their opponents, and knock them out of games. A former assistant coach with the Tustin Junior Pee Wee Red Cobras in Los Angeles has alleged that in 2011 – the year the team qualified for the junior Super Bowl final – "bounties" of between $20 and $50 were put on the heads of star players in rival teams. The children in question were ten or 11 years old; at least one of the opponents was allegedly concussed. The assistant coach and president of the Cobras have been suspended pending an investigation by Pop Warner, the organisation which governs the nationwide league of around 290,000 children.

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Suicide on TV: Fox News has apologised for showing a man committing suicide live on television last Friday. The cable channel was broadcasting live footage of a high-speed police chase, filmed from a helicopter, that had begun in Phoenix, Arizona when the unnamed motorist stopped his car in the desert and ran out onto a dirt track. He then produced a gun and shot himself in the head. Shepard Smith, the anchor who was providing a running commentary of the chase, was heard shouting "get off it, get off it" as it became apparent that the man, an alleged car-jacker, was about to kill himself, but the station failed to cut away in time, despite broadcasting the footage with a five-second delay. "We really messed up," said Smith later. "That didn't belong on TV."

Guantánamo
Youngest inmate sent home: The youngest inmate in Guantánamo Bay detention centre was returned to his native Canada last Saturday. Omar Khadr, who was 15 years old when he was captured by American forces in Afghanistan in 2002, pleaded guilty in 2010 to the killing of a US soldier and was sentenced to 40 years in prison, reduced to eight as part of his plea deal. He will serve the rest of his jail term in Millhaven maximum security prison in Bath, Ontario, but will be eligible to apply for parole next year.

New Fairfield, Connecticut
Man shoots son: A man who shot dead a masked teenager he thought was burgling a neighbour's house later discovered he had killed his own son. Jeffrey Giuliano received a phone call at around 1am last Thursday from his neighbour – his sister, and the adopted boy's aunt – saying that someone was trying to break into her home, and went outside to investigate, armed with a gun. He fired the weapon when a figure dressed in black and wearing a ski mask approached him "in a threatening manner" with a shiny black object in his hand. It was only when police arrived at the scene and removed the boy's mask that Giuliano realised it was his son, 15-year-old Tyler. The family's lawyer Gene Zingaro said Tyler's relatives had "literally hundreds of questions" about what the teenager was doing. "They've been broken in half by this unspeakable tragedy," he added.

Barinas, Venezuela
Closing in on Chávez: Venezuela's closest-fought election in over a decade entered its final week with opposition candidate Henrique Capriles continuing to close the gap between himself and President Hugo Chávez. Tensions have been running high in the country in the run-up to the 7 October poll, and on Saturday three pro-Capriles activists were killed during a rally in Chávez's home state of Barinas by gunmen seen driving in a state agency van. Capriles, 40, is a charismatic state governor who has the backing of more than 30 opposition parties, and he advocates a Brazilian-style, pro-business government. In contrast Chávez, who has held power since 1999, has promised to "deepen" socialism if re-elected.

Benghazi, Libya
Weapons for prizes: Thousands of weapons were handed over to the Libyan Army in Benghazi and Tripoli at the weekend as part of an unusual disarmament drive involving a military marching band and a prize draw to win Hyundai hatchbacks, flat-screen televisions and iPads. Every man who surrendered a weapon – Kalashnikovs, anti-aircraft guns, rocket-propelled grenades and even a couple of tanks were handed in – had his name announced over a loudspeaker to loud cheers, and entered into the draw, organised by a private TV station. The attempt to disband militias has gathered momentum since the orchestrated terror attack against the US Ambassador last month: his death prompted protesters to drive militias from their compounds, and caused a surge in support for the Army.

Aleppo, Syria
Souk in flames: As rebels and government forces this week battled to gain control of Syria's largest city, Aleppo, a blaze sparked by shelling and gunfire swept through the city's ancient markets, destroying up to 1,000 shops in the process. Unesco, which recognises the Old City of Aleppo as a World Heritage Site, described the damage to the Souk al-Madina (situated beneath a 13th century citadel apparently occupied by regime troops and snipers) as a "tragedy". Meanwhile, Syria's foreign minister, Walid al-Moallem, has accused UN members of supporting "terrorism" in the country, claiming that "well-known states in the region" – including Turkey, Saudi Arabia and Libya – are facilitating the "flow of arms, money and fighters through the borders of some neighbouring countries".

Chongqing, China
Bo Xilai charged: China's ruling Communist party announced on Friday that former Chongqing leader Bo Xilai had been expelled from the party and charged with criminal offences including taking bribes and abusing his power. In August, the leader's wife was convicted of the murder of British businessman Neil Heywood. Before the scandal, Bo (above) had been a prime candidate for a top position in the party, which will conduct a once-in-a-decade leadership transition next month; he now faces a lengthy prison sentence.

Hong Kong
Harbour disaster: At least 38 people died this week when two boats collided in Hong Kong's harbour, the deadliest accident in the territory since a high-rise fire in 1996 killed 41 people. Seven crew from both boats were later arrested. The accident occurred when a pleasure boat owned by a utility company, which was taking 120 employees and their families to watch a fireworks display, collided with a public ferry and partially sank. Several children were among the dead.

Kismayo, Somalia
Militants flee: Somali government and African Union (AU) forces have entered Kismayo, the country's second-largest port, and the last major stronghold of the Islamic extremist militia al-Shabab, it was announced this week. The al-Qa'eda-aligned extremists fled on Friday after Kenyan armed forces – who form part of a 17,000-strong AU deployment in Somalia – launched a beach assault and airstrikes on the port. The rebels, who have been waging a longstanding war against the UN-backed Somali government, were driven out of the capital Mogadishu last August, but a core group of hardliners is still active in the south. As a result of the unrest, thousands of refugees have poured into Kenya.

Tbilisi
New pro-Russia PM: Georgia's richest man is to become the country's new prime minister following his Georgian Dream bloc's victory in this week's parliamentary election. President Mikheil Saakashvili conceded his party's defeat to pro-Russian billionaire Bidzina Ivanishvili (above) on Tuesday, marking the first peaceful transfer of power in Georgia's post-Soviet history. Saakashvili will remain in office until October 2013, when a new constitution will give many new powers to the office of prime minister, leaving the presidency a largely ceremonial position.

Perth, Australia
Shark kill: Western Australian officials have infuriated conservationists by announcing a plan to track, catch and kill sharks that venture too close to beaches on the west coast, reversing a policy that permits killing them only in response to a specific attack. Colin Barnett, the state premier, announced the change, amid growing public anxiety about attacks. In the past year five people in the region have been killed; previously, killings ran at about one a year in Australia. The most recent fatality was in July, when a surfer was bitten in half north of Perth.

h2
H3
h3
h4
img
p
cite
figure
q
img
h1
time
p

Section

<article>

<aside>

The world at a glance

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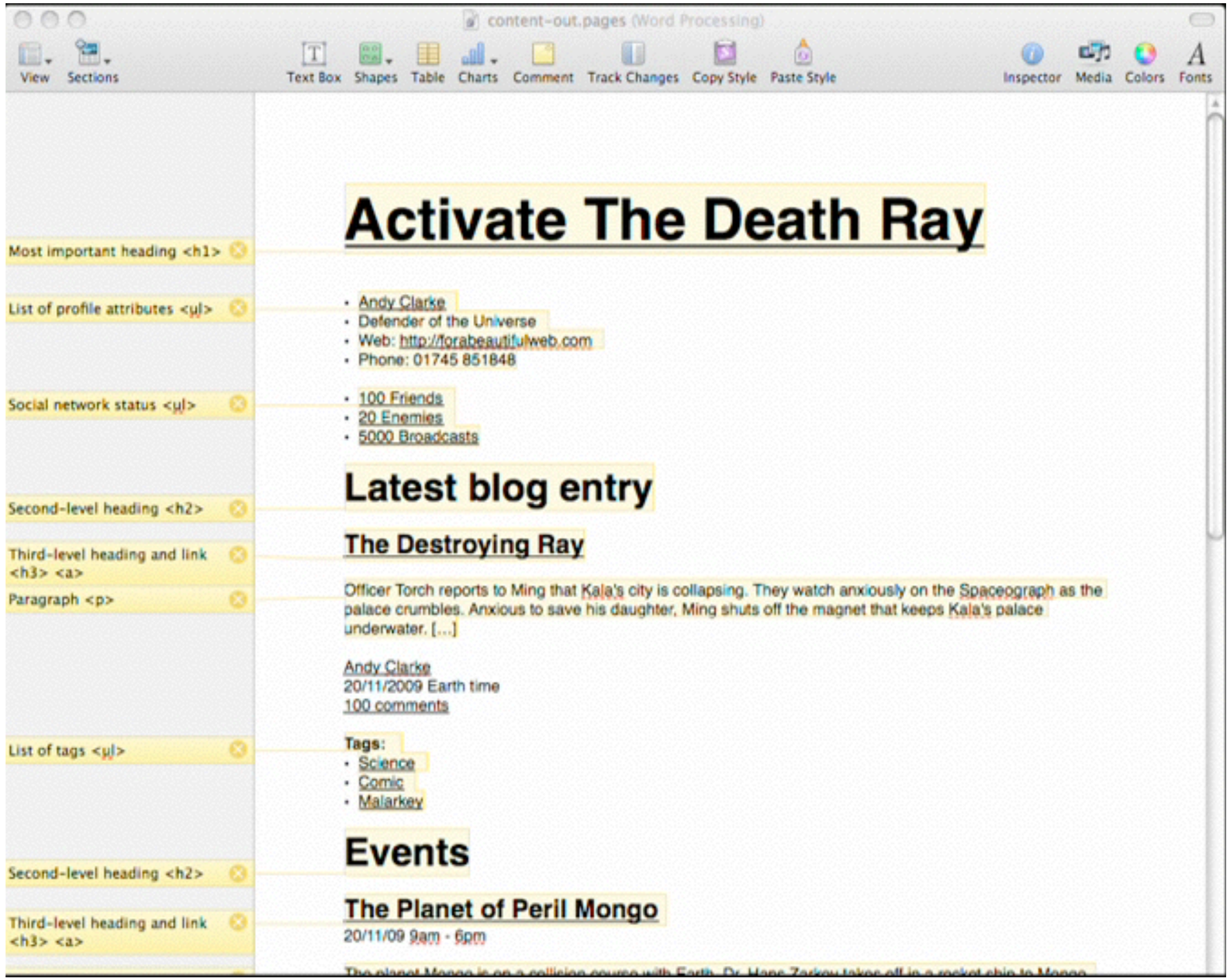
</article>

Section
American design
An ice cream van (British) or ice cream truck (American) is a commercial vehicle which serves as a traveling 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.
RYAN ADAMS ASHES & FIRE
3D
RYAN-O-VISION
The world at a glance
ACTION REPLAY
One bus driver resigned after a layer of piping hot fish batter was placed on his bald patch
"Milton Keynes? It'll never work..."
MK Dons in the '70s... what could have been...



- *Andrew Clarke*
- *Designing with CSS*

mozilla thimble

Editor

```
<!DOCTYPE html>
<html>

<head>
  <meta charset="utf-8">
  <title>Tapenade</title>
</head>

<body>

<h1>Tapenade (Olive Spread)</h1>

<p>This is a really simple dish to prepare and it's always a big hit at parties. My father recommends

<blockquote>"Make this the night before so that the flavors have time
temperature before you serve it. In the winter, try serving it warm."</

<h2>Ingredients</h2>
<ul>
<li>1 8oz. jar sundried tomatoes</li>
<li>2 large garlic cloves</li>
<li>2/3 c. kalamata olives</li>
<li>1 t. capers</li>
</ul>

<h2>Instructions</h2>
<ol>
<li>Combine tomatoes and garlic in a food processor. Blend until as smoot

<li>Add capers and olives. Pulse the motor a few times until they are inco
texture.</li>

<li>Serve on thin toast rounds with goat cheese and fresh basil garnish (o
</ol>
</body>
</html>
```

Preview for Tapenade

Tapenade (Olive Spread)

This is a really simple dish to prepare and it's always a big hit at parties. My father recommends

"Make this the night before so that the flavors have time
you serve it. In the winter, try serving it warm."

Mozilla Thimble

https://thimble.webmaker.org/p/9ml/edit

mozilla Thimble

Editor

```
<!DOCTYPE html><html><head>
<!-- Please read the comments (the stuff in black italics) and code whilst looking at the web preview on the
right.

A HTML page is your content structured in a meaningful way, html is a markup language and each piece of
content is structured using elements. These elements are components that specify how HTML documents should be
built, and what kind of content should be placed in what part of an HTML document. Element names are enclosed
within angle brackets: <elementname>, this is called a tag. If the element contains other content, it ends
with a closing tag, where the element name is preceded by a slash: </elementname>. Some elements don't need to
be closed, such as image elements. These are known as void elements.

The first element here is the <title> element which is nested inside the <head> element . This controls the
title of your page and is displayed at the top of the browser just like this page, look up it's title is
'Mozilla Thimble'-->
    <title>Your Awesome Webpage</title>

<!-- The next void element is a <link> to a css (Cascading Style Sheet) file which would be linked like so,
this css file controls the look of your content -->
<link href='css/grid.css" rel='stylesheet">

    <!-- from this demo the style information is in the head tags, try changing the code from color:red to
color:blue -->
<style>
  h1{
    color:red;
  }
</style>
    <!-- The </head> element is the closing tag for the head section of this html file, everything within the
head elements is for the browser to perform various operations-->
  </head>
  <body>
<!-- the body element is were you can put other elements that will be rendered (seen) in the browser window --
>

    <!-- Do the following click on the opening h1 tag, you should see an orange ? icon click that and it
explains what this tag is for -->
    <h1>I an a Header One piece of Content</h1>
    <p>Make something amazing with the web</p>

    <!-- ok thats enough for now, have a play and try editing the content between the tags and see what
appears on the right -->

    <h2>Second heading</h2>
    <a href="http://www.facebook.com">Facebook</a>
    <p>Make something amazing with the web</p>

      <ul>
      <li>Item one</li>
      <li>Item Two</li>
     <li>Item Three</li>
    </ul>

    <h3>Nice looking Leopard</h3>
    <!-- Image tag advanced eh ! -->
    <img src="http://www.publicdomainpictures.net/pictures/20000/nahled/leopard-head.jpg">
<!-- link to the Photographers orginal picture -->
    <a href="http://www.publicdomainpictures.net/view-image.php?image=17011&amp;picture=leopards-
head">Leopard's Head</a> by Vera Kratochvil

</body><!-- you made it thats all there is to creating a well structured html document, if all is good you can
call it meaningful or semantic markup :D --></html>
```

Preview for Your Awesome Webpage

I am a Header One piece of Content

Make something amazing with the web

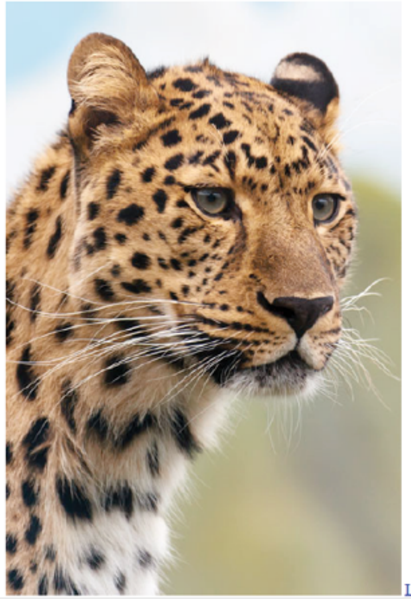
Second heading

Facebook

Make something amazing with the web

- Item one
- Item Two
- Item Three

Nice looking Leopard



Leopard's Head by Vera Kratochvil

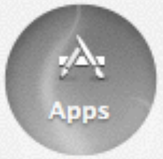
https://thimble.webmaker.org/project/54176/remix

content focused

(for free - accessibility / mobile first)

workshop 3
2 hours
html in an desktop editor

macrabbit



Blog

About

Support

Twitter FAQ + Upgrade Release Notes 2.1.5

Espresso

*more productive than caffeine.**

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 ♥

history.html — newcone

Project Settings Preview Action New Tag Un/Comment Tools

WORKSPACE
main.css

PROJECT FILES
404.html
america.html
apple-touch-i...composed.png
CHANGELOG.md
CONTRIBUTING.md
crossdomain.xml
css
main.css
normalize.css
design_v1.html
design.html
doc
favicon.ico
history.html
humans.txt
img
index_v1.html
index.html
italia.html
js
licence.html
LICENSE.md
README.md
robots.txt

PUBLISH
MW WebProject

```
        </nav>

    </header>

    <article class="t2" role="main">

        <section class="articletext d2-d3">
            <h1>the history of mobile ice cream sellers</h1>

            <p>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.</p>

            <p>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.</p>


        </section>

        <div class="articleimages d4-d7">
                <div class="d-all">
                    <img src="img/image1.jpg" alt="Lyons Maid Advert" />
                </div>
                <div class="d4-d5">
                    <img src="img/image2.jpg" alt="Parking space for Ice Cream van in
                       road paint" />
                </div>
                <div class="d6-d7">
                    <img src="img/image6.jpg" alt="vintage ice cream van " />
                </div>
        </div>

    </article>
```

Cone – History

Navigate Reload body > div#content.wrapper > article.t2 > section.articletext.d2-d3 > p Style Sheets Inspector

Cone – History

CONE

about
history
design
music
british seaside
blog
contact
licence

the history of mobile ice cream sellers

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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.

HTML 5 Boilerplate*

*I remove some stuff

CONE

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CONE

about
history
design
music
british seaside
blog
contact
licence

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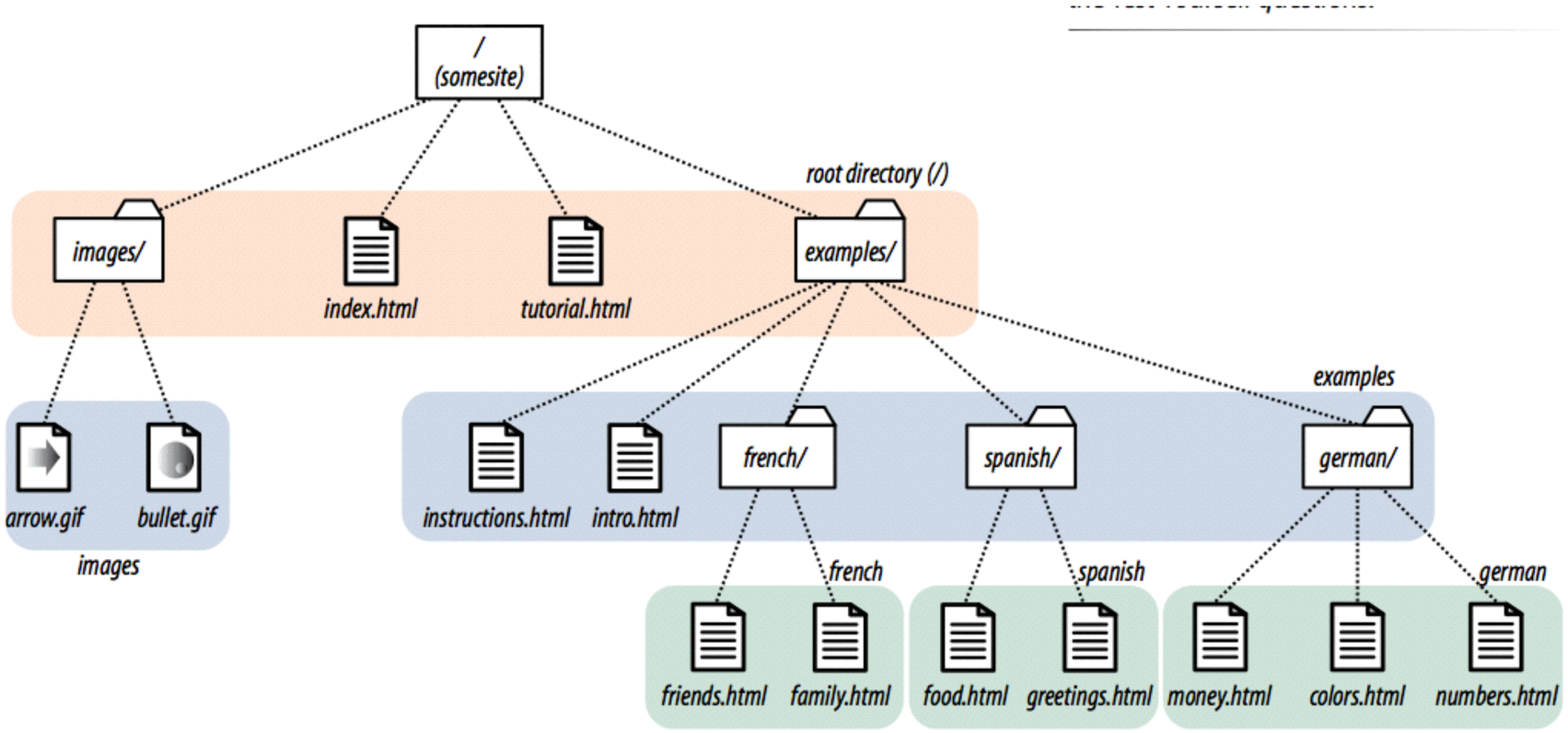
Explain site structure



http://meanwhile.soton.ac.uk/webproject **

** needs updating!

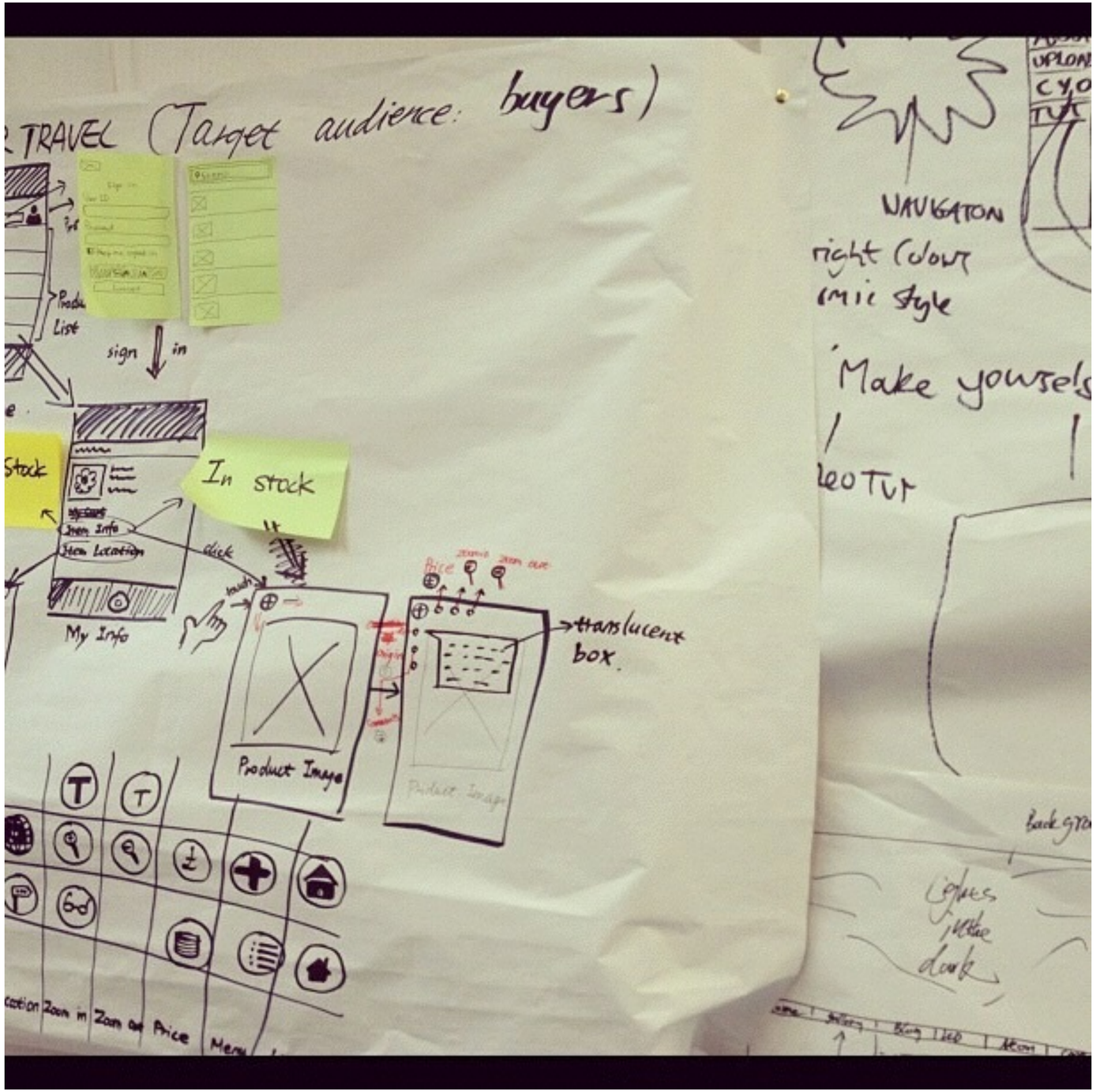
html done @2weeks

*Presentation @2weeks

Prototype day

*start of week 3

HOME
DRAG
UPLOAD


TRAVEL (Target audience: buyers)
Product List
sign in
Stock
In stock
Item Info
Item Location
My Info
click
touch
Price
translucent box.
Product Image
Product Image
Zoom in
Zoom out
Price
Menu
NAVIGATON
right colour
mic style
Make yourself
Video Tut
Background
Lights
Make
dark

Logo & Identity
elusive
elusive elusive elusive elusive

workshop 4
2 hours
basic CSS

The Zen Garden

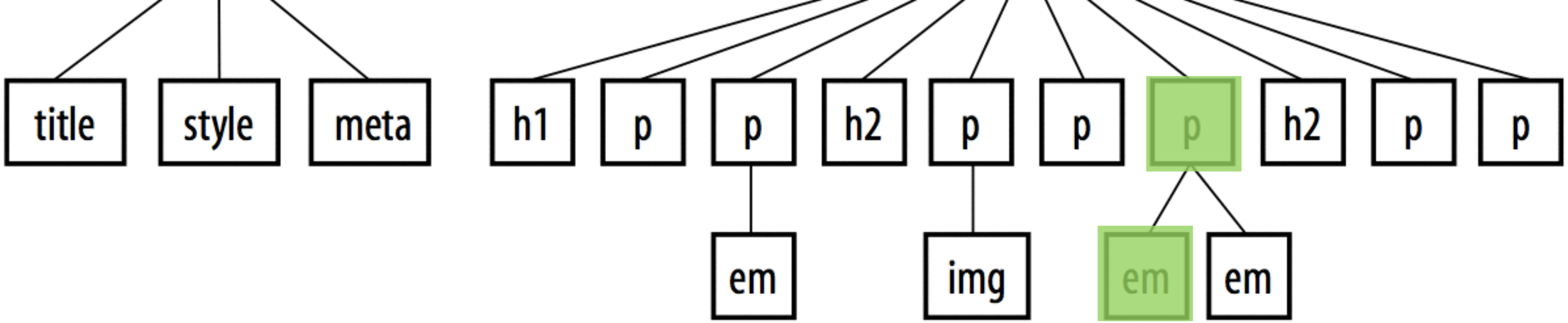
http://www.csszengarden.com/

declaration

```
selector { property: value; }
```

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

declaration block



** Blah blah this blah that blah **

Blah blah *this* blah that blah ← **unstyled (*browser style)**

p { color: green; }

Blah blah *this* blah that blah ← **style applied**

main.css — newcone

```
      ================== */

.wrapper{
    width:90%;
    margin-right: auto;
    margin-left: auto;
    margin-top: 50px;
}


h1.logo{
    background: url(../img/conelogo.png) no-repeat;
    width: 120px;
    height: 86px;
    text-indent: -9999px;
}

.loco{
    text-indent: 24px;
}

img{
    width: 100%;
    margin-bottom: 10px;
}

/* link styles*/
a:link {
color: #000000;
text-decoration: none;
}

a:visited {
color: #000000;
}


a:hover {
color: #e6af55;
}

a:active {
    position: relative;
    top: 1px;
}
```

Cone – History

body > div#content.wrapper > article.t2 > section.articletext.d2-d3 > p

CONE

about
history
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NAVIGATOR

! HTML5 Boilerplate v4.3.0 | MIT License |...

* What follows is the result of much resear...

==========...

html,button,input,select,textar...

html

* Remove text-shadow in selection highlig...

::-moz-selection

::selection

* A better looking default horizontal rule

hr

* Remove the gap between images, videos...

audio,canvas,img,vid...

* Remove default fieldset styles.

fieldset

* Allow only vertical resizing of textareas.

textarea

==========...

.browsehappy

==========...

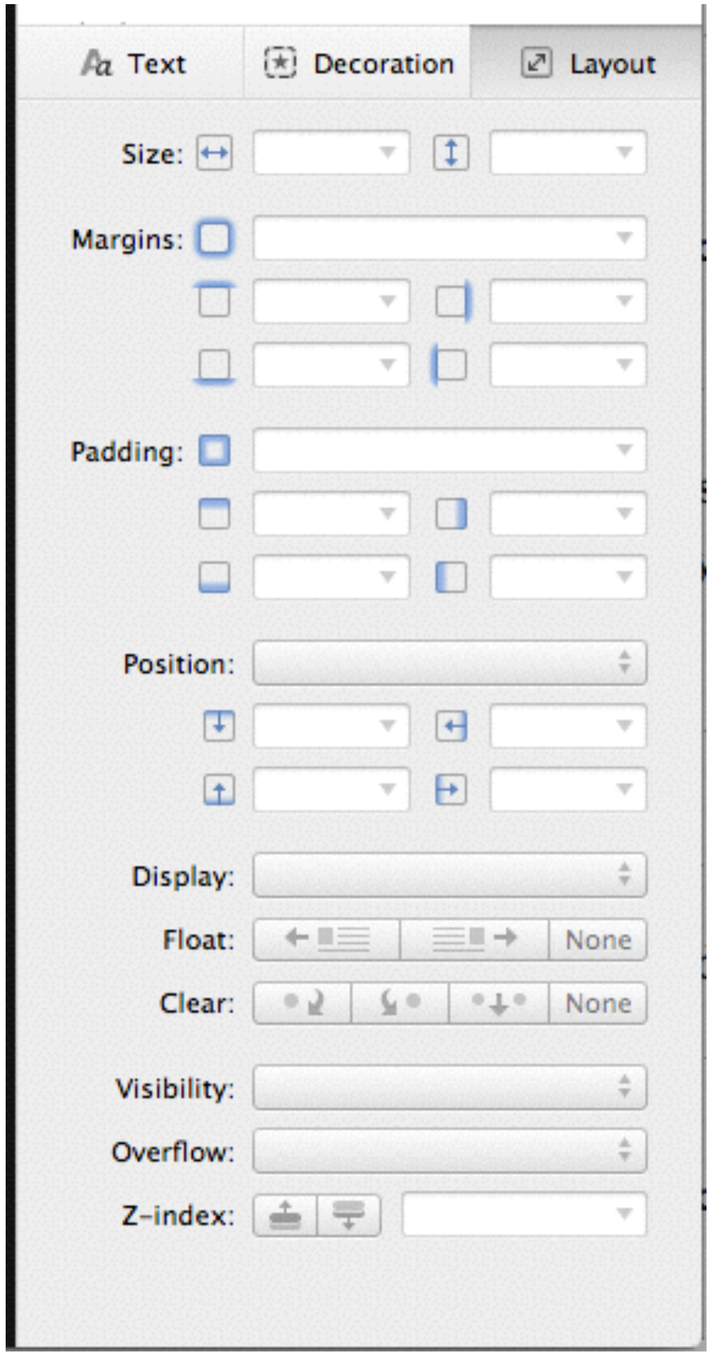
http://meyerweb.com/eric/tools/css/reset/

html, body, div, span, applet, object, iframe,h...

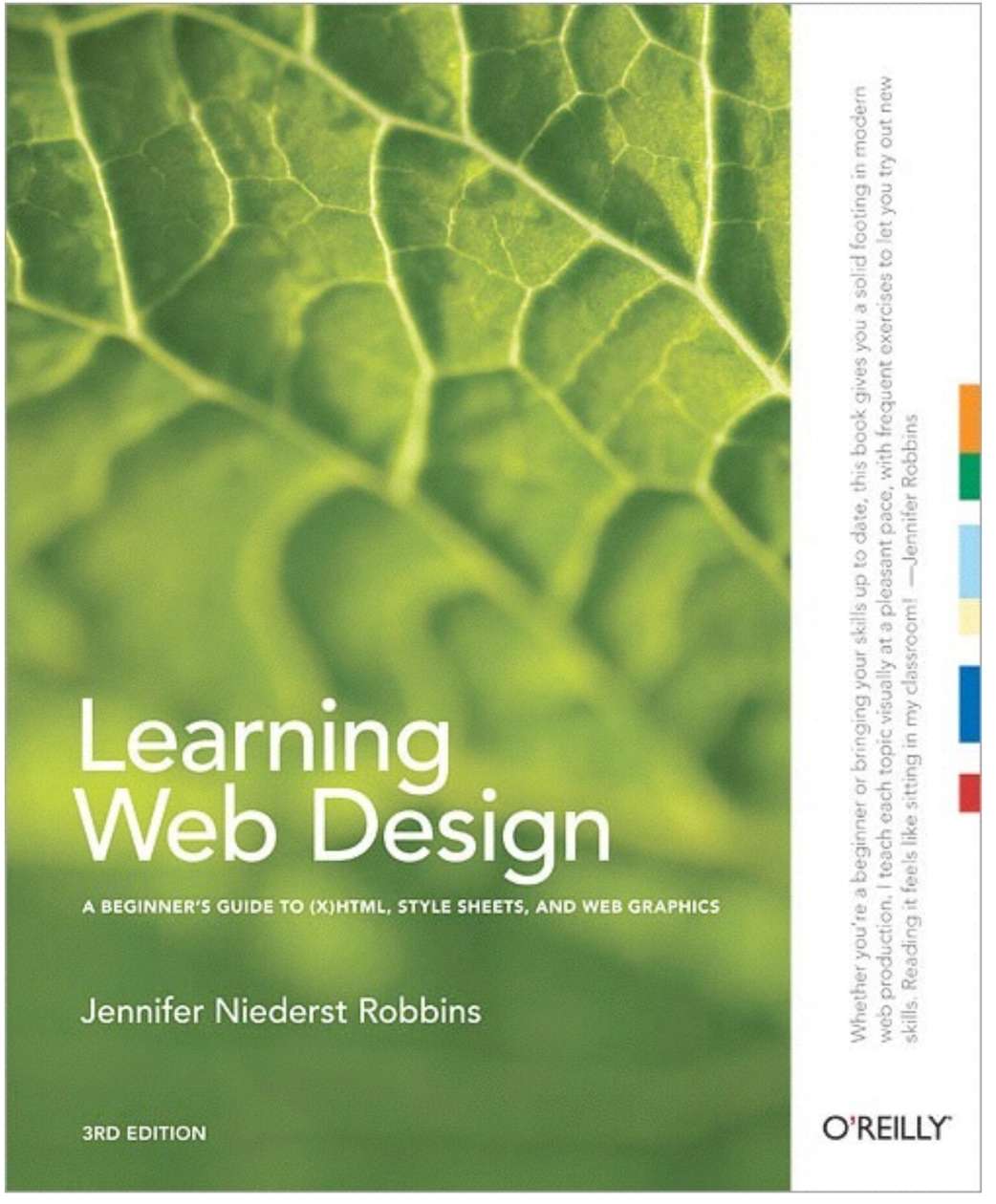
HTML5 display-role reset for older browsers

article, aside, details, figcaption, figure, foote...

body



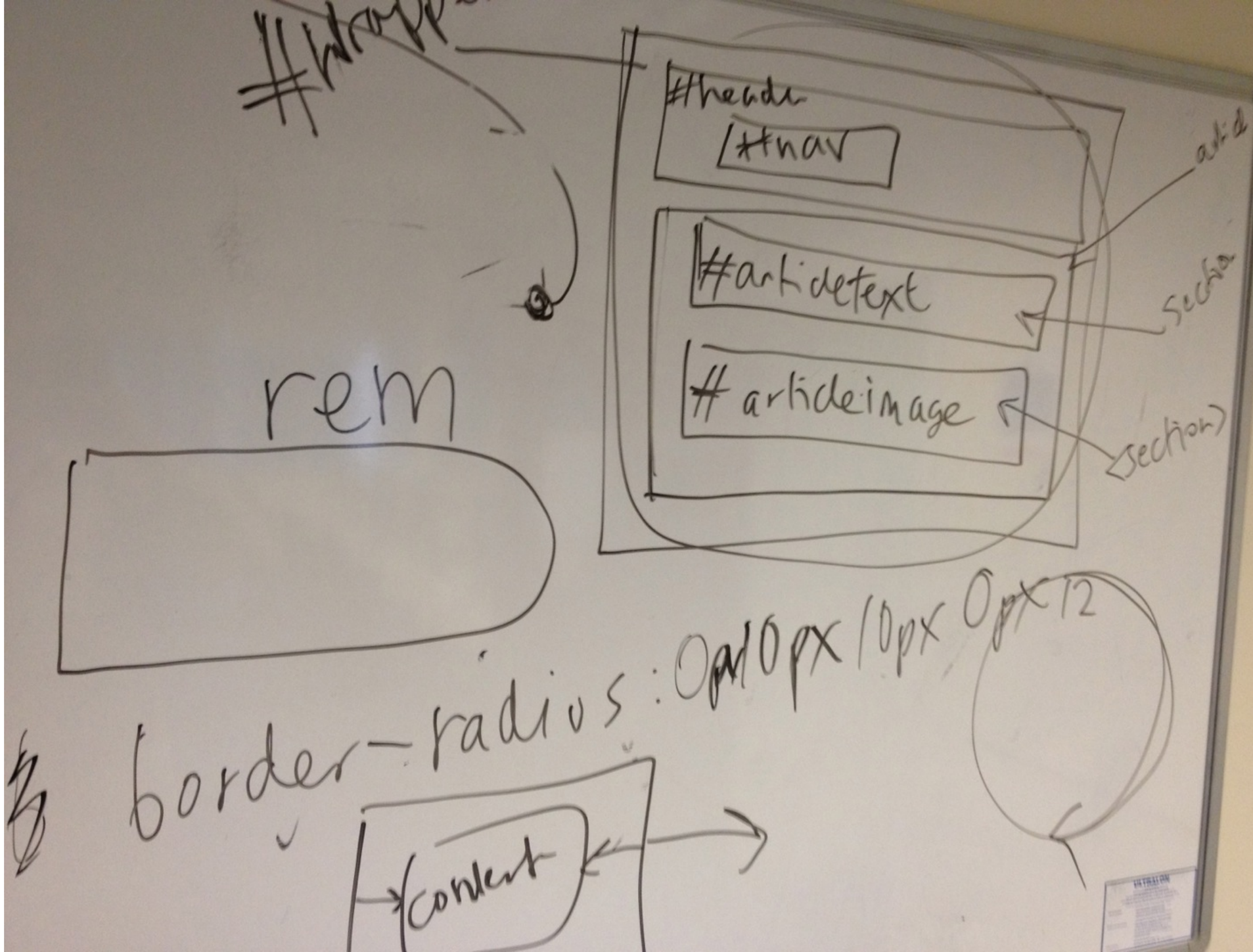
workshop 5
2 hours
CSS layout & positioning


Learning Web Design
A BEGINNER'S GUIDE TO (X)HTML, STYLE SHEETS, AND WEB GRAPHICS
Jennifer Niederst Robbins
3RD EDITION
Whether you're a beginner or bringing your skills up to date, this book gives you a solid footing in modern web production. I teach each topic visually at a pleasant pace, with frequent exercises to let you try out new skills. Reading it feels like sitting in my classroom! —Jennifer Robbins
O'REILLY

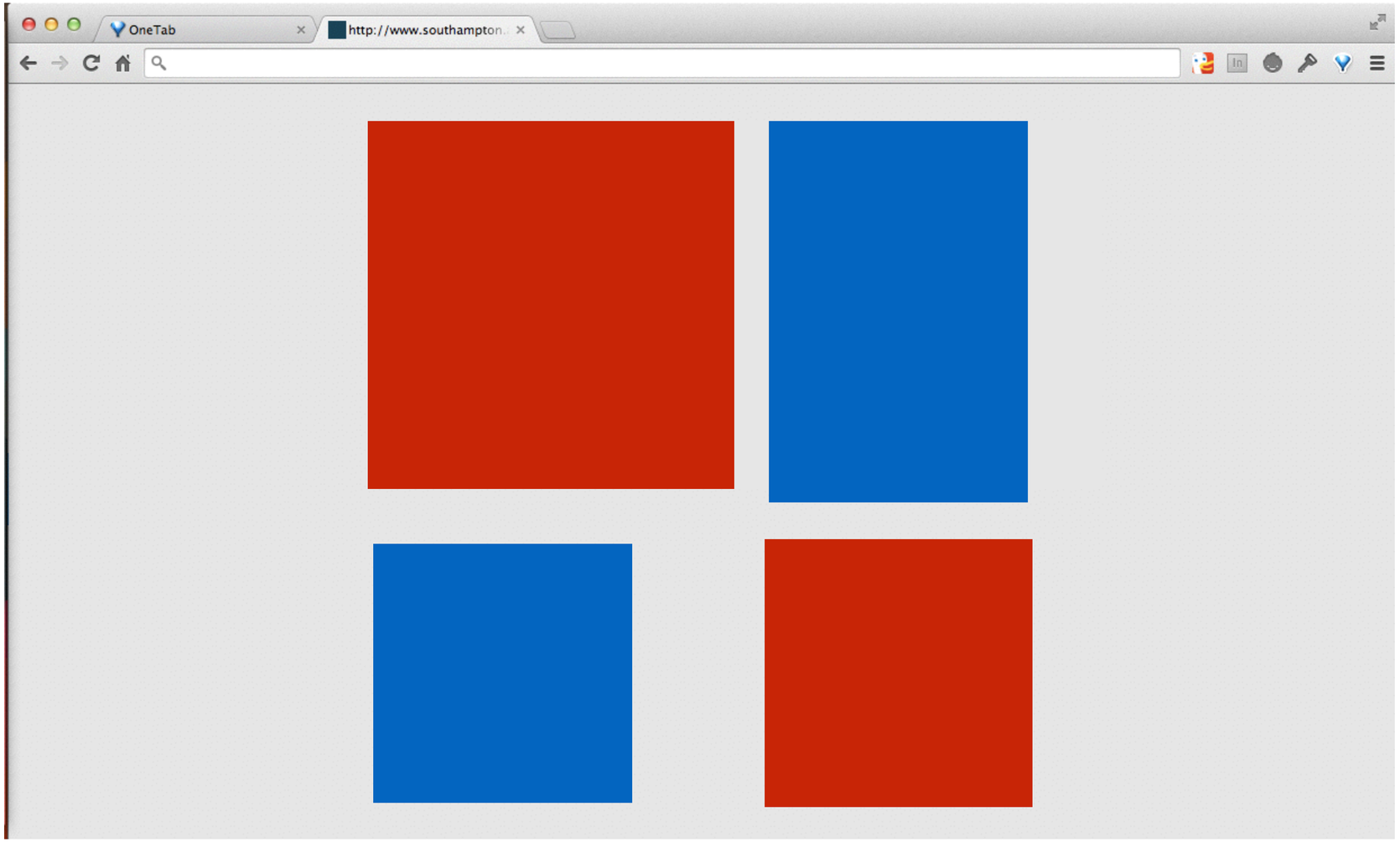
CSS layout & positioning

- 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

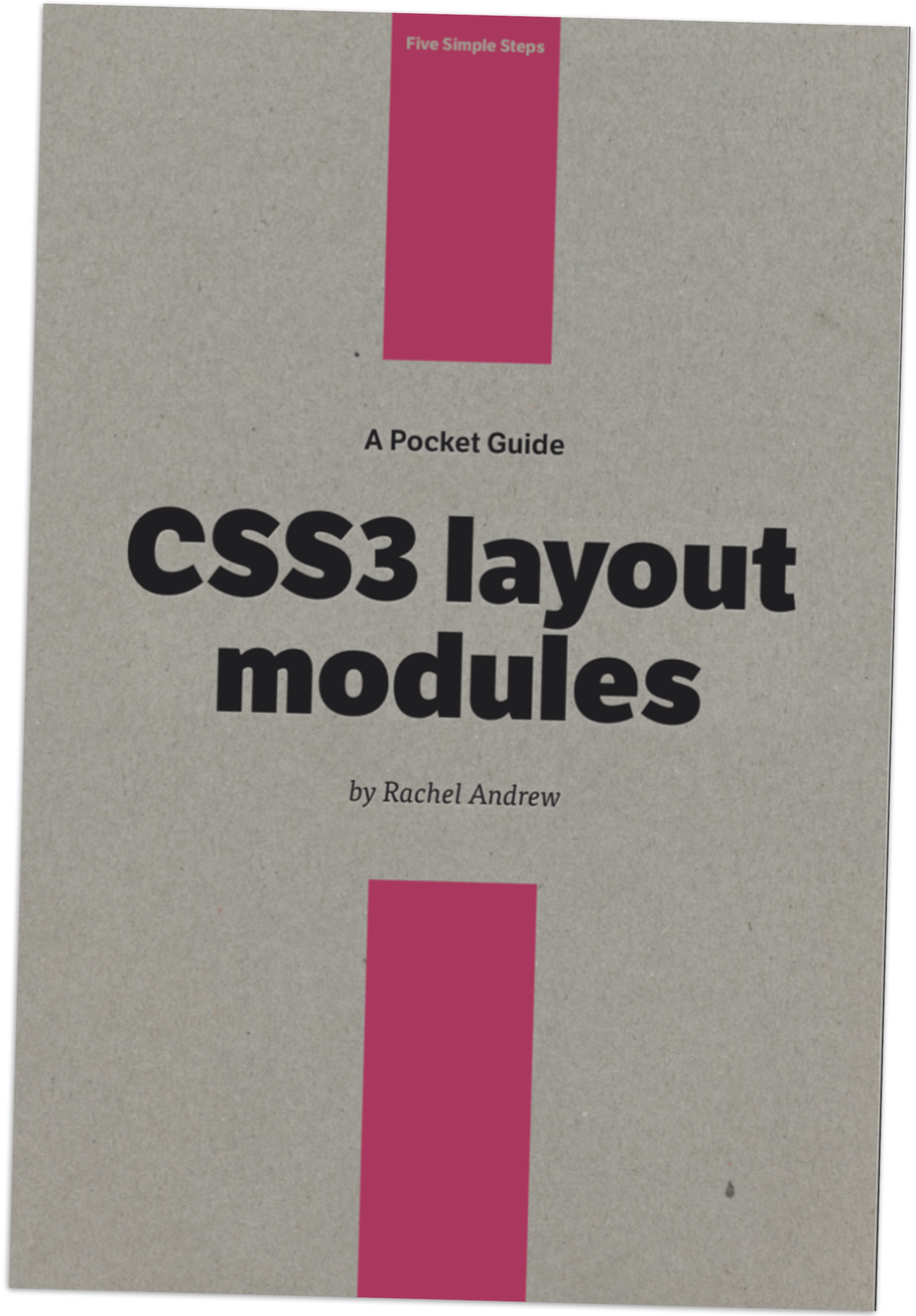
then ...

break points

RWD - pixel to percentage conversion for viewports and grids

target ÷ context = result

CSS layout modules



m1 m2 Hide grid

The Gerstner

6 column + 4 column overlaid at the same breakpoint

A compound grid based on Gerstner's Capital Magazine

Introduction

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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Gridset Screen width: 320px

t1 t2 t3 t4 Hide grid

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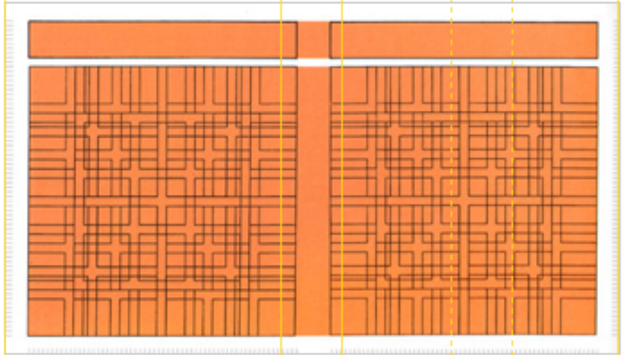
Gridset View grid system Screen width: 768px

da1 da2 da3 db1 db2

The Gerstner

Introduction



A compound

on Gerstner's

This layout is designed usi
Capital Magazine in the 19
columns. This allows for ve
asymmetric column config

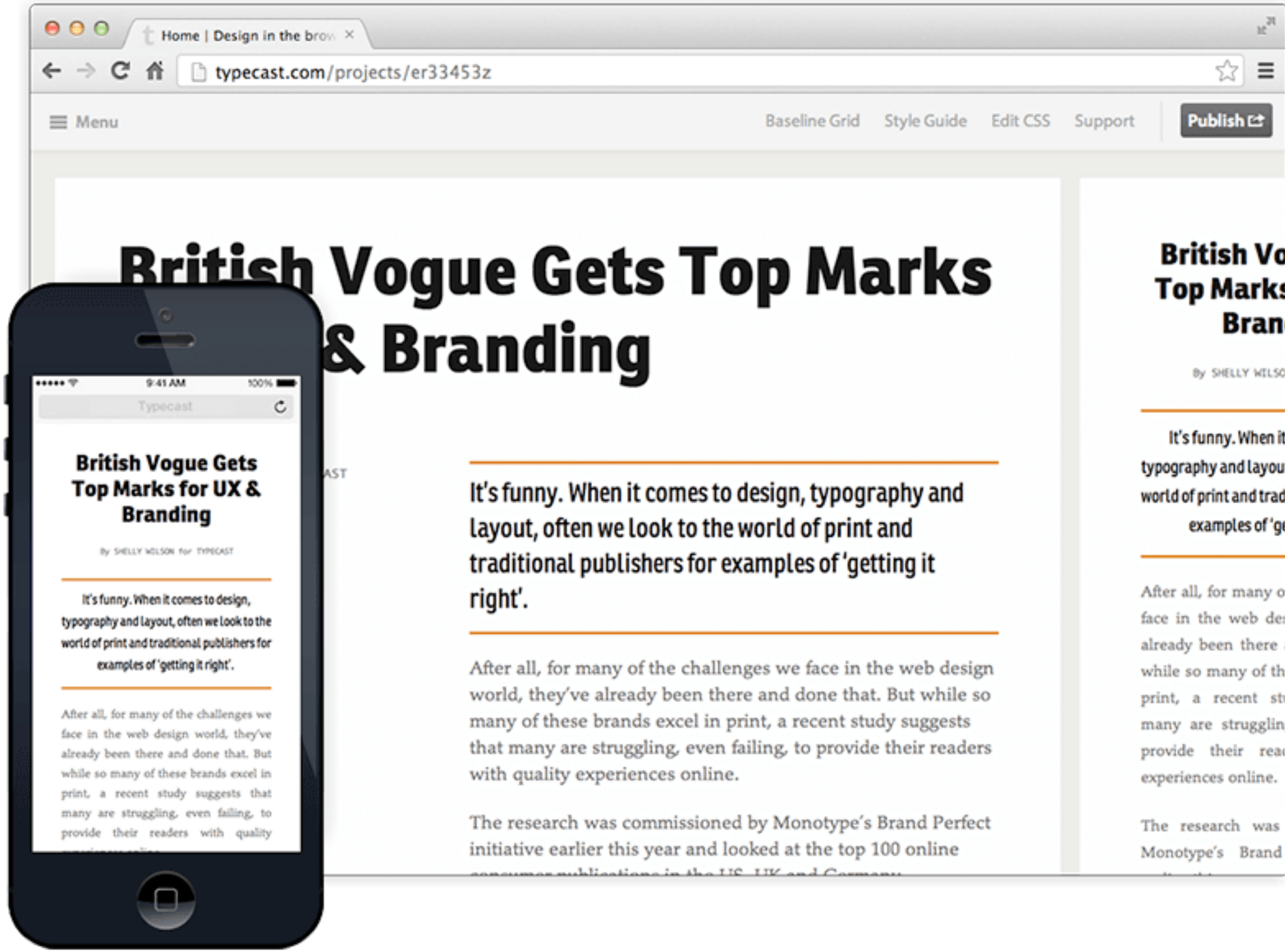
This layout is designed usin
Capital Magazine in the 196
columns. This allows for ve
asymmetric column config

This layout is d
designed for Ca
of 6 column an
unusual 5 colu

This layou
designed for Ca
of 6 column an
unusual 5 colu
compound – m
flexible layout

workshop 7
2 hours each
web fonts
javascript (not really)

typecast


Home | Design in the brow
typecast.com/projects/er33453z
Menu
Baseline Grid
Style Guide
Edit CSS
Support
Publish
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, a recent study suggests that many are struggling, 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
9:41 AM
100%
Typecast
British Vogue Gets Top Marks for UX & Branding
By SHELLY WILSON for TYPECAST
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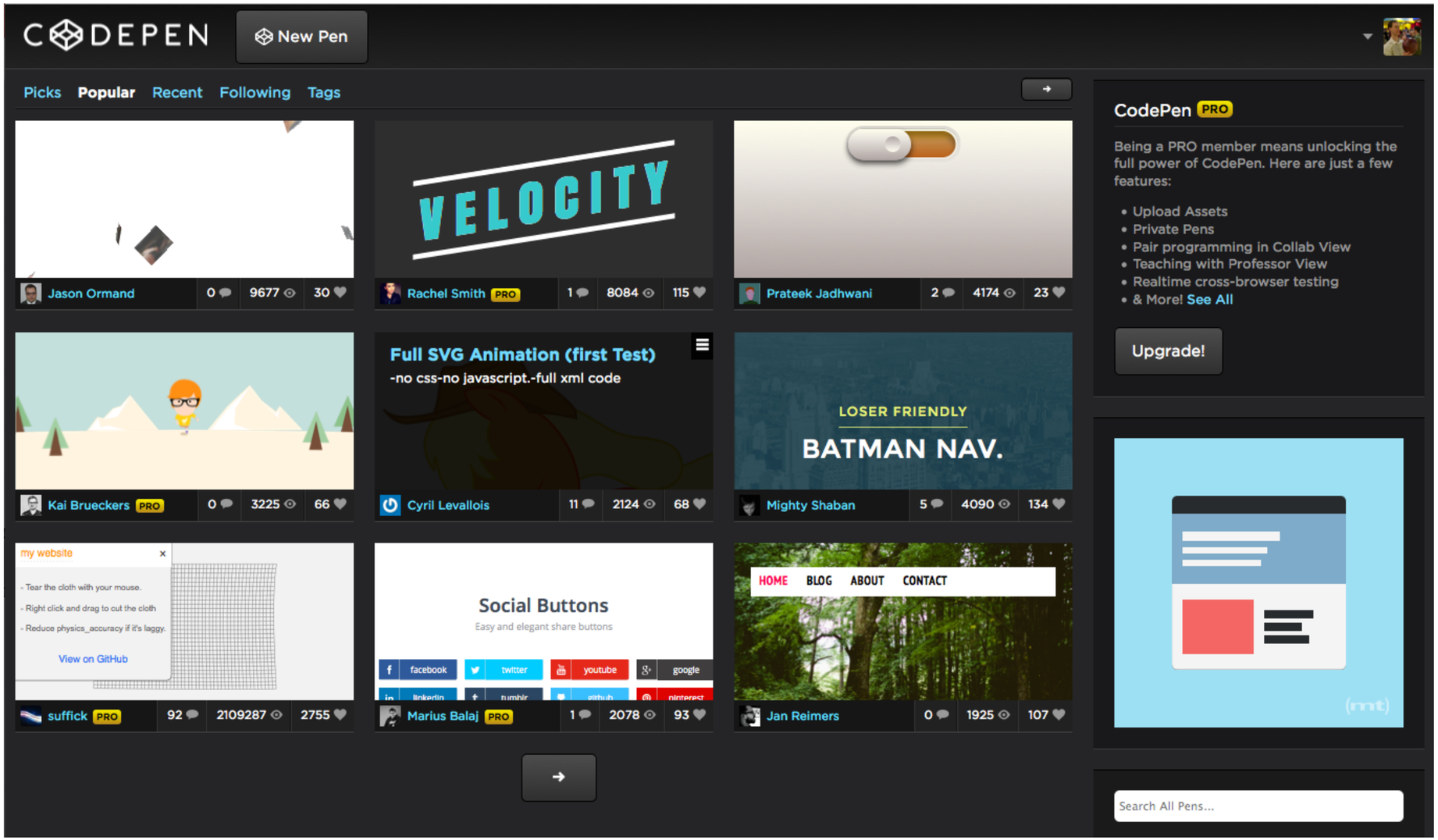
Codepen



http://codepen.io/adamprocter/

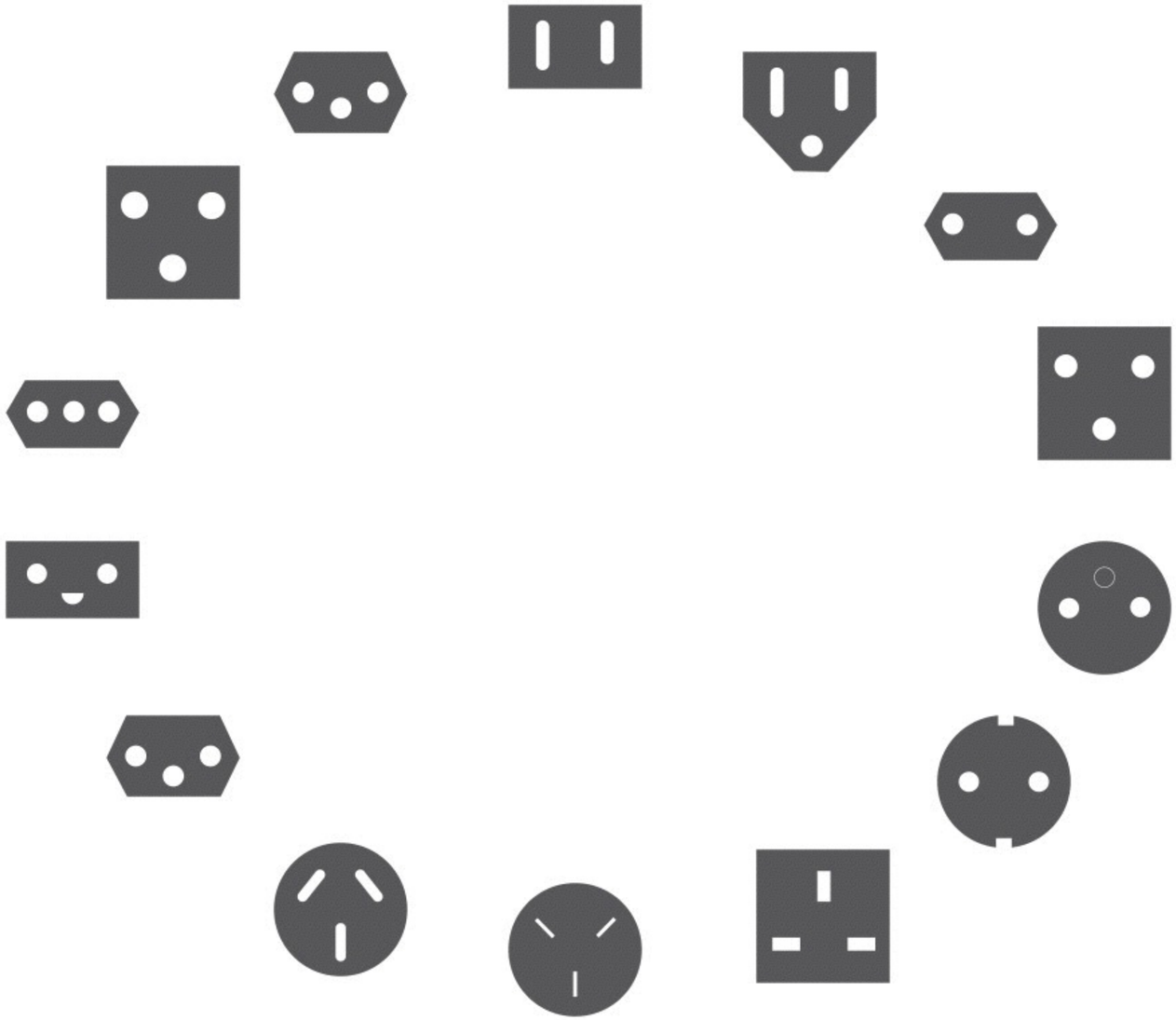
Crit examples

plugview.html

TRANSOTOON

Go to Map View

Plug View. Countries worldwide developed their own plugs types resulting in 14 different variations.



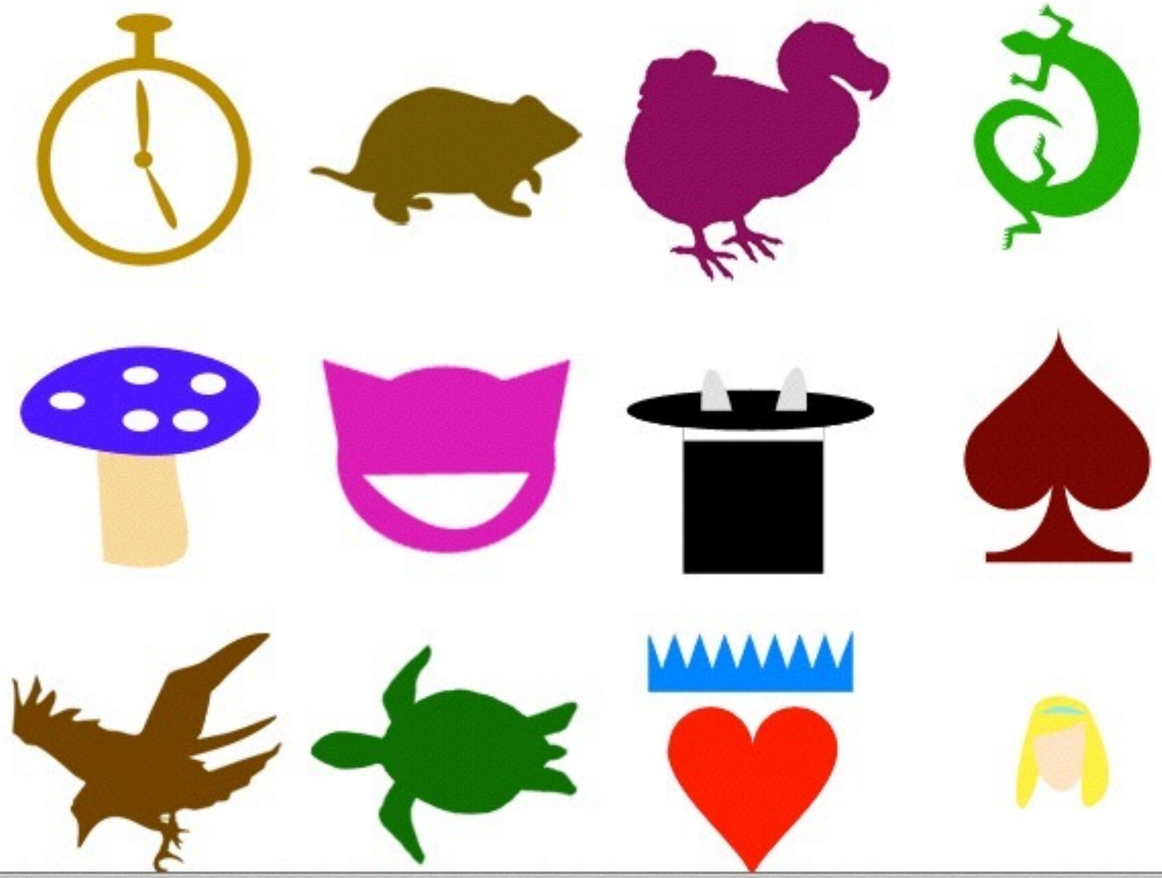
index.html

file:///index.html

Reader

index.html

CURIOSITY



printpage.html

file:///index.html

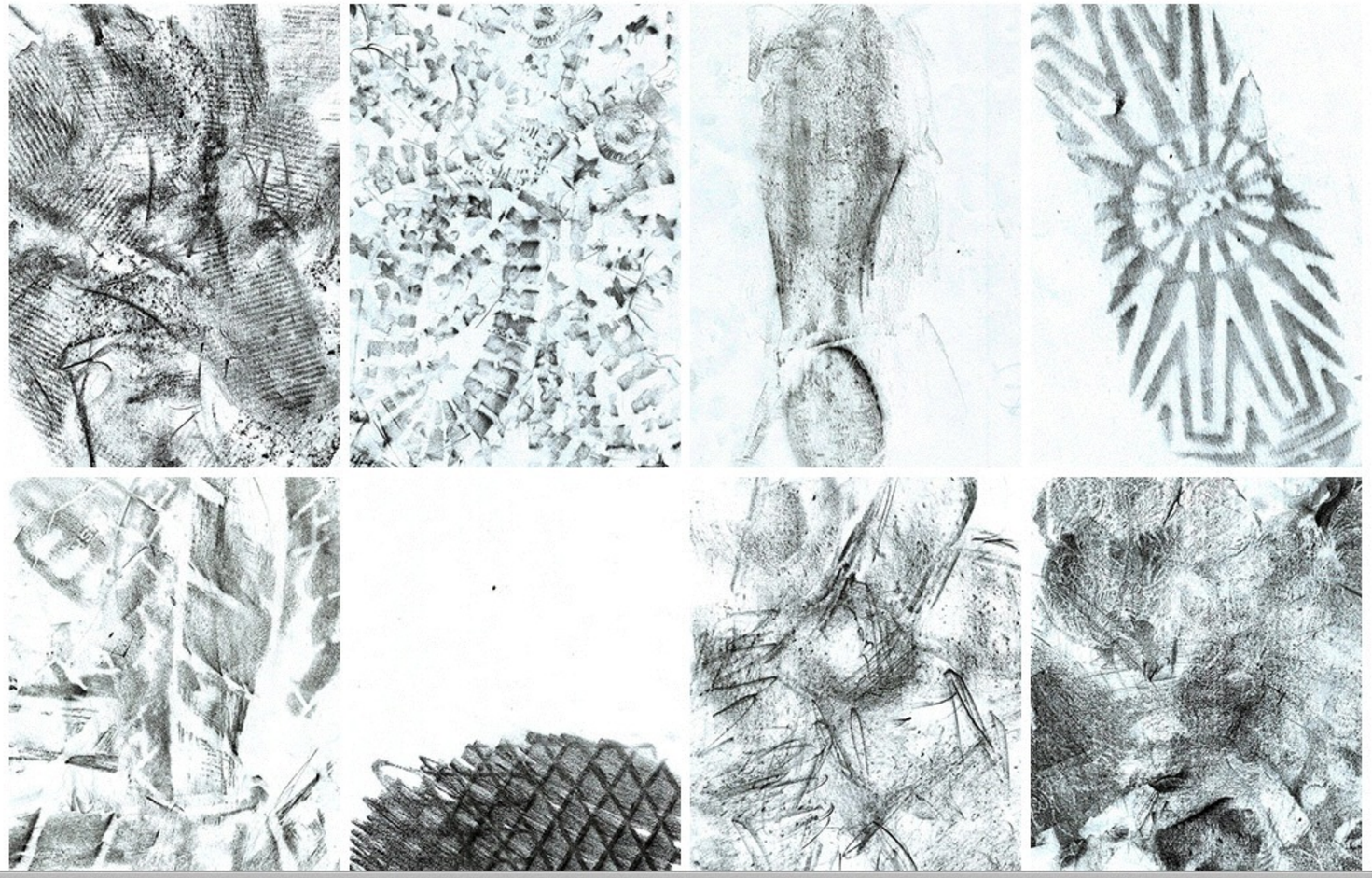
Reader

printpage.html

MAKE YOUR MARK

HOME
SOLES
PRINTS
SHOES
PEOPLE

PROFILE



index.html

file://index.html

index.html

DECODE

about

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 inter operability 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 mean that the product confers 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 Tele- communications 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 authorised 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

kuvio – transport pattern community

file:///index.html

Reader

kuvio – transport pattern community

kuvio

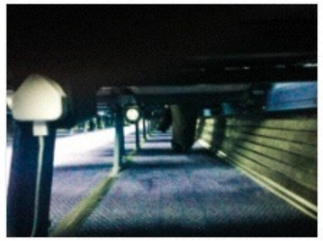
25

31

37

93

12


91

612

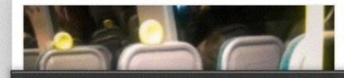
173

173

191

19

173



- Paul Stevens
- Justin Burns

Adam Procter
Winchester School of Art

Thank you

@adamprocter