

Web Design History

from tables to style sheets

Not



NOT going to talk about Dreamweaver and NOT Flash – bad bad apps !
After this slide into Browser show web pages from 1994 – 2010 that demo
Content and Style separating through the USE of CSS and HTML
from tables 1996
W3C 1996 – recommendations
1998 CS2
1998 Webstandards – standards
To Style Sheets

XHTML and CSS

<http://excite.com/>
<http://www.glish.com/css/>
<http://molly.com/archive-june2002.php>
<http://www.bluerobot.com/web/layouts/>

<http://www.bbc.co.uk>

<http://www.csszengarden.com/>
<http://www.csszengarden.com/?cssfile=/178/178.css&page=1>
<http://www.csszengarden.com/?cssfile=/063/063.css&page=15>
<http://www.csszengarden.com/?cssfile=/057/057.css&page=16>
<http://www.csszengarden.com/?cssfile=/142/142.css&page=5>
<http://www.csszengarden.com/?cssfile=005/005.css>
<http://www.csszengarden.com/?cssfile=002/002.css>
<http://www.csszengarden.com/?cssfile=/171/171.css&page=2>

<http://w3schools.com/>
<http://www.htmldog.com/>
<http://www.drawar.com/articles/designs-of-the-year-2009/63/>

content and style are 100% separate and should be (especially in 2010 !)

Web Standards

- * Universal Rules
- * Compatibility
- * W3C Guidelines

<http://www.webstandards.org>
<http://www.w3.org/>

Cross compatibility
Forward compatibility
Centralised control of presentation
Device independence
Search Engine optimised
Lightweight
Accessibility & Employability

<http://www.w3.org/>
http://en.wikipedia.org/wiki/World_Wide_Web_Consortium

<http://www.webstandards.org/>
http://en.wikipedia.org/wiki/Web_Standards_Project
<http://www.zeldman.com/dwws/>

Browsers

- * Firefox
- * Safari
- * Chrome

Add ons (Firefox)

- * Web Developer Toolbar
- * Firebug
- * WAVE

What is XHTML ?

- * eXtensible HTML
- * HTML reformed as XML
- * XHTML Strict
- * The Latest version of HTML
- * HTML5

semantic programming language
hyper text markup language
XML (extensible markup language)
Document type definitions (DTD strict)
HTML tidy (online version <http://valet.htmlhelp.com/tidy/>) otherwise plug in for FF and Safari
W3C html / css validator
All singing all dancing

<http://html5.org/>

What is CSS ?

- * Cascading Style Sheets
- * The Latest version of CSS 2.1
- * CSS 3

http://www.w3schools.com/css/css_reference.asp

one css file for many html pages

<http://www.css3.info/>

Suggested Stuff

* Transcending CSS (Book) - Andy Clarke

* Inspiring CSS (DVD) - Andy Clarke

* Netbeans

* JEdit

* <http://www.forabeautifulweb.com/>

* <http://simplebits.com/>

* <http://www.24ways.org>

* <http://www.smashingmagazine.com/>

* Espresso

* CSS Edit

Web Advertising

Two unique types

- * Direct (really)
- * Viral

Pop ups, banner ads, floating ads, unicast (intro videos)

Google Ad

Viral

iAd



window cleaning

Search

[Advanced Search](#)

Search: the web pages from the UK

Web [Show options...](#)

Results 1 - 10 of about 12,400,000 for window cleaning. (0.27 seconds)

[Clear Vision](#)

www.clearvision-services.co.uk Professional **Window Cleaners** Commercial & Domestic service
[Show map of 49 St Martins Close, Southampton SO16 9QH](#)

[Office Window Cleaning](#)

GleamingCleaning.co.uk/Cleaning Experts in Office **Window Cleaning**. Efficient & Reliable. Sign Up Now!

[Window Cleaning Company](#)

www.alcleaning.com Abseiling, Cradles, Cherry Pickers M25, Hants, Surrey, Berks, Bucks.

[Window Cleaning Coach: How to Start a Window Cleaning Business ...](#) ☆

Learn everything you need to know about how to be a **window cleaner** free of charge.
windowcleaningcoach.com/ - [Cached](#) - [Similar](#)

[Window Cleaning Warehouse - Window Cleaning Equipment](#) ☆

Welcome to **Window Cleaning Warehouse**, packed with the latest in **window cleaning** equipment and supplies at the lowest prices in the UK.
[Backpacks](#) - [Product Categories](#) - [Safety Equipment](#)
www.windowcleaningwarehouse.co.uk/ - [Cached](#) - [Similar](#)

[Shopping results for window cleaning](#)



[Window cleaning kit](#)

£12.99 new - [Tesco.com](#)

[Gardena Cleansystem Window Cleaning Set](#)

£29.98 new - [diy.com](#) - [B&Q Online](#)

[Window Cleaning Kit](#)

£14.99 new - [Argos](#)

[Image results for window cleaning](#) - [Report images](#)



[Window Cleaning Resources - Directory of Traditional and Water Fed ...](#) ☆

Whether you use water fed pole systems or traditional **window cleaning** methods, here you will find all the information and resources that you need for a ...
www.windowcleaningresources.co.uk/ - [Cached](#) - [Similar](#)

[Window Cleaning London - Gutter Cleaning Services - Window ...](#) ☆

London **Window Cleaners**, residential and commercial **window cleaning** in North London and South London. **Window cleaning** in West London and East London by ...

Sponsored Links

Sponsored Links

[Window Cleaners Insurance](#)

Public & Employers Liability Quotes
Damage to Glass Cover Available
www.polished-insurance.co.uk

[Window Cleaning Business](#)

How To Earn \$100,000 Per Year In
Your Own **Window Cleaning** Business.
www.YourWindowCleaningBiz.com

[Cleanwise Window Cleaning](#)

Window Cleaning, Gutter Cleans
Liskeard 01579-345770
www.maps.google.co.uk
England

[Housework Helpers](#)

Domestic **Cleaning** & Ironing
Throughout Hampshire
www.houseworkhelpers.co.uk
Winchester, SO23 8RZ

[Facelift Window Cleaning](#)

Pure water systems, waterfed poles,
& hand tools. Sales: 0845 643 62 43
www.FaceliftCleaning.co.uk

[Window Cleaning Equipment](#)

Buy On-line - Delivered UK Mainland
from a Family Firm Est in 1953
www.windowcleaning-supplies.com

[Neston Window Cleaning](#)

A family run business serving Ness,
Neston, Parkgate & Little Neston
www.nestonwindowcleaning.co.uk

[Water Treatment Equipment](#)

Manufacturers and service providers
of Water treatment equipment
www.derwentwatersystems.co.uk

iAd



Marketers will be able to target ads to groups of users based on consumers' download preferences from its iTunes store, according to ad executives. For instance, a marketer could choose to show its ads to people who have downloaded financial applications or reggaeton music, horror movies or comedy TV shows.

The audience is sizable: Apple has sold 85 million iPhone and iPod Touches so far and estimates that users spend about 30 minutes a day using applications.

Marketers also will be able to target ads to users in a general location like a city, although they cannot target ads to individual consumers or access personal detail.

Salmon



Bruce Lee



Bruce lee – ping pong – phone advert – saatchi and saatchi

MegaWoosh



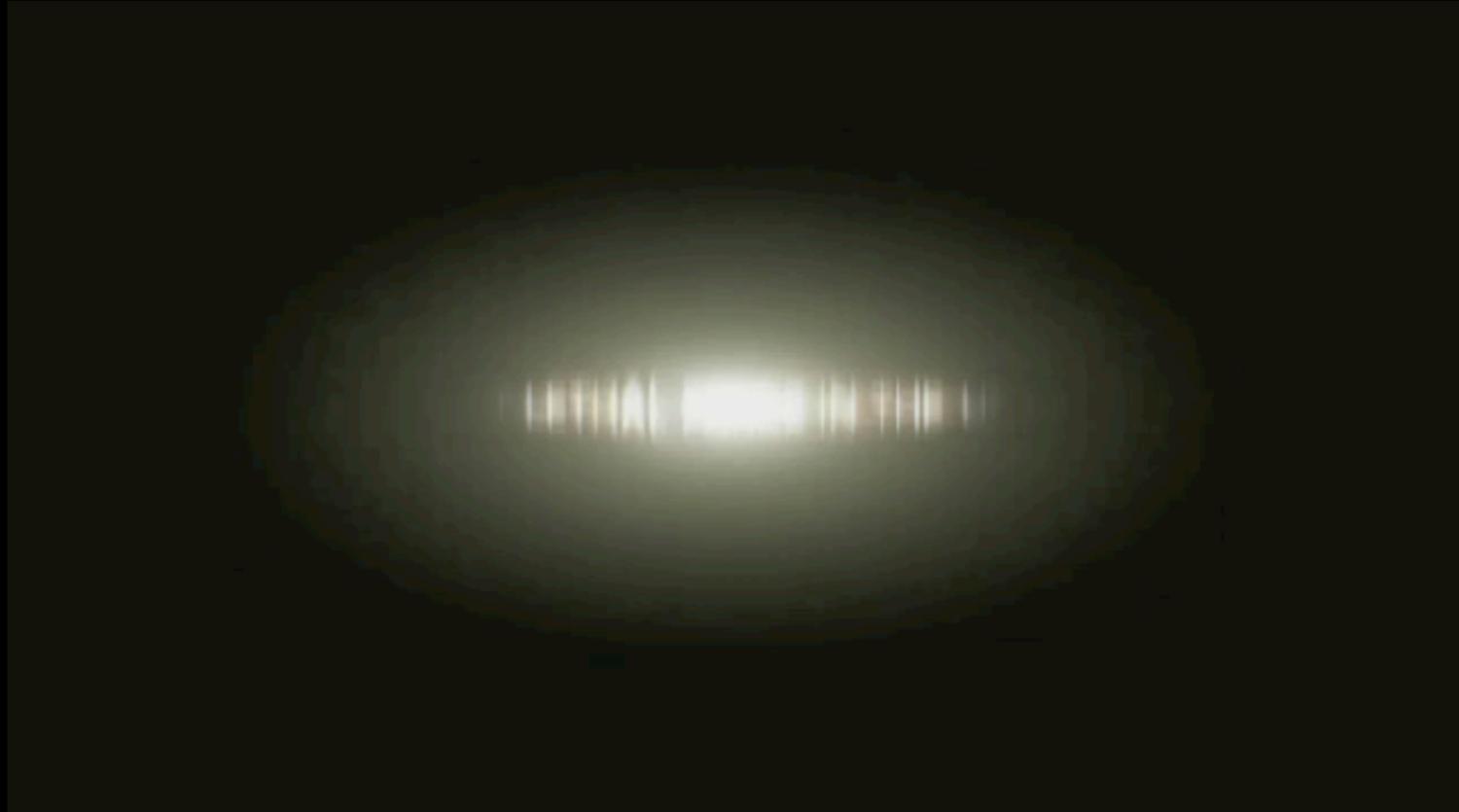
Viral video for MS Office (germany) – no really

Samsung



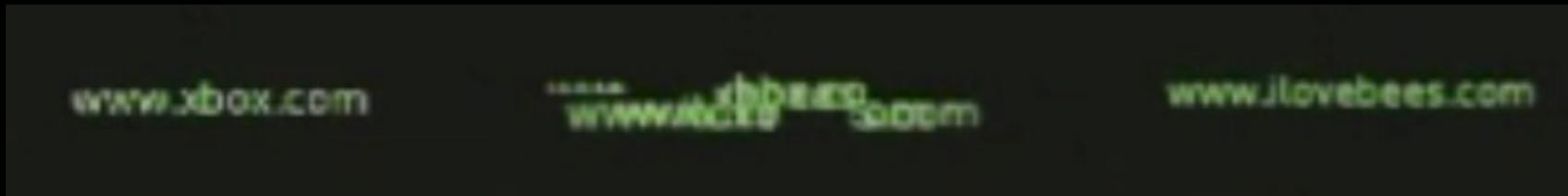
samsung 'advert' – disappearing phone trick – user contributions

Halo 2



trailer for halo2 in cinemas

Halo 2



2004 July - visited the site, which appeared to belong to an amateur beekeeper called Margaret who had disappeared. Her honey-based recipes had been replaced by 210 global positioning system coordinates. Attached to each set of coordinates was a time of day, spaced out at four-minute intervals over 12 hours. A message warned that “the system was in peril” and a clock was counting down to a date that proved to August 24th. At the bottom of Margaret’s homepage was the question – “what happened to this page?” – and a link to a blog written by Margaret’s niece Dana, who exchanged about a hundred emails with visitors before herself disappearing without explanation.

That was it: no instructions, no rules, just a puzzle to solve, a seemingly complex set of numbers and a ticking clock. Over the next four months, 600,000 people – mainly US college and high school students – set out to solve the mystery of Margaret’s web page by finding out what the coordinates meant. What unfolded was a striking display of mass collaborative creativity and intelligence. The participants in *I Love Bees* started to throw around ideas and share information about what the coordinates meant. They set up blogs and bulletin boards, websites, and instant message groups. But they did not simply gather, publish and share information. Beneath the blizzard of emails and blogs there was a discernible order in what they did. They started to sift, sort and analyse the information together. They debated theories about what the coordinates stood for, formed plans, and split into teams to pursue different avenues of inquiry. Eventually after many failed attempts to work out what the coordinates meant, they created a theory that all the players shared and in the final stages, they decided, en masse, how thousands of people should take coordinated action. They achieved this without knowing one another and without having anyone in charge. There were no bonuses on offer or any of the other incentives we assume are needed to get people to work. The participants were highly organised without having much by way of an organisation.

In the four weeks after the advertisements were shown the game designers fed clues to the players through hundreds of websites, blogs, thousands of emails and more than 40,000 MP3 transmissions. These clues were released to players all over the globe, so a player anywhere could find themselves with an important role. The players had to share their evidence to make sense of it. One new clue on Dana’s blog, for example, attracted 2,041 comments in just a few days. A popular message board clocked 50 posts every thirty seconds in the first few weeks. In the first ten weeks of the game, players made more than 1m message board postings. One group of about 4,000 players, known as the Beekeepers, became the core of the community, producing scores of hypotheses about what the coordinates might mean. It was the Beekeepers who discovered that at each of the 210 locations spread around the world there was a payphone.

The game began to come to a head from August 24th, as thousands of players turned up at the payphones armed with every conceivable piece of digital communications equipment, including databases of players’ mobile phone numbers, camcorders, GPS systems, scanners and satellite phones. As the day unfolded, at the time specified by the list of coordinates, the pay phone in question would ring and the player answering was asked a question. If they got the answer correct, which all did, they were played a snippet from a drama about Margaret. The group’s task was to put the snippets in the right order by the end of the day and to post the completed work on the web. They succeeded.

That was the first of several tasks set by the puppet masters. Over the next 12 weeks, the number of coordinates and payphones went from 210 to 1,000, all around the world. The game reached its climax one Tuesday in late Autumn. Shortly after sunrise, the puppet masters started calling payphones on the US east coast. Whoever answered had to provide a piece of intimate information five words long. The caller then revealed she would call another of the 1,000 payphones and expect to be told the same five words. The players had an hour to get the five words to everyone else playing the game, all across the world, at all of the 1,000 phones. The puppet masters staged a dozen of these information relay races. In the last of these races the players had 15 seconds to get the five words from the person who answered the first call to the person taking the second call. They never once failed.

The 600,000 players in *I Love Bees* showed that a mass of independent people, with different information, skills and outlooks, working together in the right way, can discover, analyse, coordinate, create and innovate together at scale without much by way of a traditional organisation. Their collaboration was not an anarchic free for all; it was organised but without a division of labour imposed from on high. So if some ingenious west coast games designers can create the conditions in which thousands of people around the world collaborate to solve a trivial puzzle, could we do something similar to defeat bird flu, tackle global warming, keep a communities safe, providing provide support for disaster victims, lend and borrow money, conduct political and policy debates, teach and learn, design and even make physical products?

Augmented Ad

