THE
WEB NATIVE
DESIGNER

Paul Robert Lloyd
Geek in the Park
13 August 2011
WEB v NATIVE
WEB NATIVE & DEVICE NATIVE
WEB NATIVE
Happy 20th birthday!

Photo by Robin Robokow
http://flic.kr/p/AqLWt
QUESTION

What are the three core web technologies?
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HTML

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HTTP

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HTML
HTTP
URI’s
The primary design principle underlying the Web’s usefulness and growth is universality... it should be accessible from any kind of hardware that can connect to the Internet: stationary or mobile, small screen or large.

TIM BERNERS-LEE
Long Live the Web: A Call for Continued Open Standards and Neutrality
Want to know if your ‘HTML application’ is part of the web? Link me into it. Not just link me to it; link me into it. Not just to the black-box frontpage. Link me to a piece of content... That is the web: The beautiful interconnection of navigable content.

BEN WARD
Understand the web
World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary of the project, Mailing lists, Policy, November’s W3 news, Frequently Asked Questions.

What’s out there?
Pointers to the world's online information, subjects, W3 servers, etc.

Help
on the browser you are using

Software Products
A list of W3 project components and their current state.
(e.g. LineMode, X11 Tools, NeXTStep, Servers, Tools, Mail robot, Library)

Technical
Details of protocols, formats, program internals etc

Bibliography
Paper documentation on W3 and references.

People
A list of some people involved in the project.
BAD EXAMPLES
As of August 1st, we will discontinue support for the following browsers and their predecessors: Firefox 3.5, Internet Explorer 7, and Safari 3. In these older browsers you may have trouble using certain features and eventually these apps may stop working entirely.

VENKET PANCHAPAKESAN (GOOGLE)

Our plans to support modern browsers across Google Apps
HTML

Content
The Brasilia Palace Hotel

Alongside the Palace of Planalto and Our Lady Fatima Church, the Brasilia Palace Hotel was one of the first buildings constructed in Brazil’s new capital. Designed by Oscar Niemeyer and inaugurated in 1958, it hosted important dignitaries like Queen Elizabeth, Indira Ghandi, Dwight Eisenhower and Che Guevara before being devastated by fire in 1978. After facing decades of abandonment and neglect, it was modernised and reopened in 2006.
Alongside the Palace of Planalto and Our Lady Fatima Church, the Brasilia Palace Hotel was one of the first buildings constructed in Brazil's new capital. Designed by Oscar Niemeyer and inaugurated in 1958, it hosted important dignitaries like Queen Elizabeth, Indira Ghandi, Dwight Eisenhower and Che Guevara before being devastated by fire in 1978. After facing decades of abandonment and neglect, it was modernised and reopened in 2006.

Arrival

Your taxi having parked directly beneath the slender building, you are greeted by two understated glass doors that slide open and invite you to enter. Descending a long shallow ramp you soon arrive in the lobby which sits under a low hanging mezzanine. If you've visited many of Niemeyer's other buildings, you'll know that such an entrance is a common feature, yet it is an architectural trick that works surprisingly well.

After checking in and taking the swift lift ride up to your floor, you arrive in a spacious lobby area, decorated with wood panelling and furnished with a pair of chairs carefully selected to evoke the building's style. Finding your room is easy; there are only two corridors to choose from and rooms are numbered sequentially. Long corridors are familiar ground in hotels but here they are accentuated on one side, illuminated by daylight filtered though angled shades that adorn the front of the building. Retiring to your room feels efficient yet relaxing.

-- press space for next page --

Arrow keys: Up and Down to move. Right to follow a link; Left to go back.
Help Options P)rint G)o Main screen Q)uit /=search [delete]=history list
CONTENT
In order to embrace designing native layouts for the web — whatever the device — we need to shed the notion that we create layouts from a canvas in. We need to flip it on its head, and create layouts from the content out.

MARK BOULTON
A Richer Canvas
CONTENT FIRST
TIP

Design with real content.
CSS Presentation
RESPONSIVE DESIGN
Alongside the *Palace of Planalto* and Our Lady Fatima Church, the *Brasilia Palace Hotel* was one of the first buildings constructed in Brazil’s new capital. Designed by *Oscar Niemeyer* and inaugurated in 1958, it hosted important dignitaries like Queen Elizabeth, Indira Ghandi, Dwight Eisenhower and Che Guevara before being devastated by fire in 1978. After facing decades of abandonment and neglect, it was modernised and reopened in 2006.
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The Brasilia Palace Hotel

Alongside the Palace of Planalto and Our Lady Fatima Church, the Brasilia Palace Hotel was one of the first buildings...
Mobile users want to see our menu, hours and delivery number.
Desktop users definitely want this 1Mb PNG of somebody smiling at a salad.

MAT 'WILTO' MARQUIS
Tweeted on 27 April 2011
NO SILVER BULLET
TIP

Experiment and share your findings.
TIP

Beware of fixed or device specific values.

pt  px  %  em

PRINT  SCREEN  WEB
JavaScript

Behaviour
THE MISBEHAVING BEHAVIOURAL LAYER
Think of enhancements not fallbacks.
Erm...

I thought this talk was about design?
DEVELOPERS = DESIGNERS
Being T-shaped means you can shift yourself and provide value at just about any stage or type of project—like sketching, wire-framing, visual design, and code.

MARK OTTO
Flatten those T’s
TIP

Only use static images to aid collaboration.
This is hard!

(That’s what she said)
Thank-you.