This is for everyone

Paul Robert Lloyd

LDNIA #4
21 August 2013 - London, England
The nature of the web
The web’s primary design principle 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
THIS IS FOR EVERYONE!
Past Is Prologue

Everything begins with a story.
—Joseph Campbell

I was born in Toronto, one month early and during a blizzard that covered the city in snow and silence. The surprise and the low-visibility conditions that accompanied my arrival were portents, though they went unrecognized at the time. My mother, as a recent immigrant from India, was of two worlds, and she would pass that multiple identity on to me. My father was making his way to Canada, but had not yet arrived; his absence at my birth was a sign of the deeper absence yet to come. Looking back, I see all the ways in which my life was set the moment I was born into it. Whether in the stars or in stone, whether by the hand of God or some unnameable force, it was already written, and every action of mine would serve to confirm the text.
If you’re a web designer, you really, really need to get a Retina MacBook Pro so you can see how bad your site looks on it and fix it.

@marcoarment
5 July 2012

twitter.com/marcoarment/status/220968507117015040
If you’re a web designer, you really, really need to get a **cheap Dell monitor** so you can see how bad your site looks on it and fix it.

@anna_debenham
6 July 2012
Nintendo 3DS XL

Identifies itself as Mozilla 5.0, but is actually a Webkit version of NetFront.

Features three cameras: two on the back for taking 3D photos and video and one forward-facing one on the front.

3D images cannot be viewed within the browser: they need to be downloaded first. They are saved in MPO format which is 2 JPEGs layered on top of each other, which falls back to a single JPEG where 3D images aren't supported.

More about the 3DS on Wikipedia

HTML5 Test: 109/500

CSS3 Test: 42%

Acid3 Test: 92%

As of March 2013. Source: html5test.com

As of March 2013. Source: css3test.com

As of March 2013. Source: acid3.acidtests.org
It is the nature of the web to be flexible, and it should be our role as designers and developers to embrace this flexibility.

– John Allsopp
Total Transfer Size and Total Requests: Top 1000 Sites
httparchive.org/trends.php
What are your expectations for how quickly a website should load on your mobile phone?

3 seconds or less: 59%
3s 24%
2s 21%
< 1s 14%
> 5s 12%
5s 18%
4s 11%

What Users Want From Mobile
"It’s time for us to treat performance as an essential **design** feature, not just as a technical best practice.

– Brad Frost

Performance As Design
bradfrostweb.com/blog/post/performance-as-design/
Average Bytes per Page by Content Type: Top 1000 Sites (July 2013)

- Images: 668 kB
- Total: 1246 kB
- HTML: 47 kB
- CSS: 37 kB
- Flash: 79 kB
- Scripts: 209 kB
- Other: 184 kB
Responsive images
Flexible
Adaptable
Scalable
%
ems
The web
Flexible
Adaptable
Scalable
%, ems

The web

Fixed
Static
Rasterised
px

Bitmap images
Flexible
Adaptable
Scalable
%
ems

The web

Flexible
Adaptable
Vectorised
%
ems

Scalable Vector Graphics (SVG)
The responsive web will be 99% typography

– James Young
Paul Robert Lloyd

Jump to navigation

Carousel Blur

Carousel

One of my favourite photos from a day exploring London early last month.

Recent Entries

Don't Be Evil, and Get Rich Trying

17 Apr 2013

My short break in California has so far included four hour-long trips on Caltrain as I hop between the cities of San Francisco and Palo Alto. These short periods disconnected from the web, have allowed me to catch up on my reading list.

Bradshaw's Guide

17 Apr 2013

Based on the 1866 edition of George Bradshaw's handbook for tourists using Britain's nascent railway network, my latest project puts his historical insights into the hands of a new generation, many of whom use the same routes he described 150 years ago.

And the Award Goes to...

-- press space for next page --

Arrow keys: Up and Down to move. Right to follow a link; Left to go back. H)elp 0)ptions P)rint G)o M)ain screen Q)uit /=search [delete]=history list
Meaning is the baseline
Design is an enhancement
How do we decide which images should exist in our markup?
Image Types

Interface

Vector (SVG)
Icon font

CSS image replacement
Image Types

Interface

- Vector (SVG)
- Icon font
- CSS image replacement

Informative

- Bitmap (JPG, PNG)
- `<img src="" alt=""/>`
Image Types

Interface
- Vector (SVG)
- Icon font
- CSS image replacement

Informative
- Bitmap (JPG, PNG)
- `<img src="" alt=""/>`

Decorative
- Bitmap (JPG, PNG)
- `<div data-imgsrc=""/>`
- CSS background
- Remove?
US forces 'must leave' Afghan region
24 February 2013

The Afghan president orders US special forces out of Wardak province, over claims Afghans working for them are involved in torture and disappearances.

Italy votes in key general election
24 February 2013

Italians vote in a general election regarded as crucial for the country's effort to tackle its economic problems and for the eurozone at large.

Hollywood awaits 'open' Oscars
24 February 2013

Final preparations are made for what is likely to be one of the most unpredictable Academy Awards for years.
The Jobcentre Plus brand

Our brand encompasses the nature of our relationship with customers. It is expressed throughout our communications, the attitude of our staff, and is symbolised by our identity.

Within the offices, the expression of the brand identity is delivered through branded signs, graphic communications, and a range of component elements that are synonymous with Jobcentre Plus. These are set against a backdrop of colours, finishes and materials of the brand environment. The consistent application of the Jobcentre Plus identity and the look and feel of the offices reinforce the connection between the different parts of the business.

The application of the branding components to each of the different business areas, can be checked in the Application Matrix.
Facebook U-turn after charities criticise decapitation videos

Facebook has said it will delete videos of people being decapitated which had been spread on its site.

"We will remove instances of these videos that are reported to us while we evaluate our policy and approach to this type of content," it said.

The news came less than two hours after the BBC revealed a member of Facebook's own safety advisory board had criticised its stance.

The social network had previously refused to ban the clips.

It had said people had a right to depict the "world in which we live."
The picture element: An HTML extension for adaptive images
picture.responsiveimages.org
Responsive Enhance
https://github.com/joshje/Responsive-Enhance

Scalable Bitmaps
http://ericportis.com/posts/2013/scalables/

Responsive Image Patterns
http://paulrobertlloyd.github.com/responsivepatterns
Feature to make `<img>` elements not load their images until needed

w3.org/Bugs/Public/show_bug.cgi?id=17842
Consider new attributes over new elements over new markup languages.
The Web Aesthetic
ART REVIEW

A Spectrum From Slaves to Saints
By HOLLAND COTTER 2:00 PM ET

"The Three Mulates of Esmendeldas" (1599) is one of the works in "Revealing the African Presence in Renaissance Europe," at the Walters Art Museum in Baltimore.

The rich and complex exchange between Africa and Europe and how this is revealed in Renaissance art is the subject of an exhibition at the Walters Art Museum in Baltimore.

• Slide Show

MOVIE REVIEW | 'LINCOLN'

A President Engaged in a Great Civil War
By A. O. SCOTT

"Lincoln," starring Daniel Day-Lewis, is more a political thriller than a biopic, a civics lesson that is energetically staged and alive with moral energy, placing slavery at the center of the story.

• Daniel Day-Lewis on Playing Abraham Lincoln
A Spectrum From Slaves to Saints

BY HOLLAND COTTER

BALTIMORE — In a fall art season distinguished, so far, largely by a bland, no-brainer diet served up by Manhattan’s major museums, you have to hit the road for grittier fare. And the Walters Art Museum here is not too far to go to find it in a high-fiber, convention-rattling show with the unglamorous title of “Revealing the African Presence in Renaissance Europe.”

Visually the exhibition is a gift, with marvelous things by artists familiar and revered — Dürer, Rubens, Veronese — along with images most of us never knew existed. Together they map a history of art, politics and race that scholars have begun to pay attention to — notably through “The Image of the Black in Western Art,” a multivolume book project edited by David Bindman and Henry Louis Gates Jr. — but that few museums have addressed in full-dress style.

Like the best scholarship, the Walters show, organized by Joaneath Spicer, the museum’s curator of Renaissance and Baroque art, is as much about questions as answers, and makes no bones about that. Many wall labels begin with an interrogative, suggesting that a museum visitor’s reading of a particular image carries as much weight as the curator’s.

And, like most ambitious but risky undertakings, it has flaws. There is evidence of budget limitations. Although no corners were cut in getting crucial European loans, the catalog — a good one — has come in a third smaller in size than planned and with signs of changes-at-the-last-minute production.

The presence of a chatty “resource center” midway through the show, with game-like audience-participation activities on offer, will rile museum purists. (I
Five reasons why this is the worst earnings report Facebook has ever issued

By Christopher Mims  |  @mims  |  May 1, 2015
Dynamic Views: seven new ways to share your blog with the world

As we said a few weeks ago when we launched a completely rebuilt, streamlined authoring and editing experience, we’re in the process of bringing you a much improved and modernized Blogger. The next phase of these updates starts today with seven new ways to display your blog, called Dynamic Views.

Built with the latest in web technology (AJAX, HTML5 and CSS3), Dynamic Views is a unique browsing experience that will inspire your readers to explore your blog in new ways. The interactive layouts make it easier for readers to enjoy and discover your posts, loading 40 percent faster than traditional templates and bringing older entries to the surface so they seem fresh again.

Dynamic Views is much more than just new templates. With just a couple clicks, you’ll get infinite scrolling (say goodbye to the “Older posts” link), images that load as you browse, integrated search, sorting by date, label and author, lightbox-style posts for easy viewing, keyboard shortcuts for quickly flipping through posts, and one-click sharing to Google+ and other social sites on every post.
HTML, CSS, JavaScript, Sublime Text, PHP, Python, Ruby, Rails, Django, bash, Grunt, Git, Photoshop, Fabric, XPath, GPU, CPU, URLs, pen and paper, BDD, Sharpies, Textmate, IE, Composer, jank, Ice Cream Sandwich, Node, XP, Marionette, Cake, npm, Transmit, e-mail, flexbox, Firefox, a11y, Yeoman, Brunch, zsh, MVC, angular, Ghostlab, Illustrator, Backbone, dotfiles, Express, A/B testing, Chrome, stand-ups, semver, bizdev, Fireworks, .gitkeep, TDD, Silex, HTTP, rebase, jQuery, Jekyll, Travis, Charles, JSON, Hammer, i10n, Bower, Capybara, Capistrano, Watir, Buster, Mocha, Puppet, Chef, Virtualbox, CoffeeScript, Firefox, Adobe Edge, Jellybean, Webdriver, LightTable, Cucumber, Batman, ARIA, Web Components, Flight, AdWords, SPDY, Agile, shadow DOM, uglify, svn, clojure, RWD, blink and you will have missed something.
HTML, CSS, JavaScript, Sublime Text, PHP, Python, Ruby, Rails, Django, bash, Grunt, Git, Photoshop, Fabric, XPath, GPU, CPU, URLs, pen and paper, BDD, Sharpies, Textmate, IE, Composer, jank, Ice Cream Sandwich, Node, XP, Marionette, Cake, npm, Transmit, e-mail, flexbox, Firefox, a11y, Yeoman, Brunch, zsh, MVC, angular, Ghostlab, Illustrator, Backbone, dotfiles, Express, A/B testing, Chrome, stand-ups, semver, bizdev, Fireworks, .gitkeep, TDD, Silex, HTTP, rebase, jQuery, Jekyll, Travis, Charles, JSON, Hammer, i10n, Bower, Capybara, Capistrano, Watir, Buster, Mocha, Puppet, Chef, Virtualbox, CoffeeScript, Firefox, Adobe Edge, Jellybean, Webdriver, LightTable, Cucumber, Batman, ARIA, Web Components, Flight, AdWords, SPDY, Agile, shadow DOM, uglify, svn, clojure, RWD, blink and you will have missed progressive enhancement.
Design for the web.
Thank you!

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