

Web 2.0

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Recommended Reading for this lecture

Trancending CSS – the fine art of web design – by Andy Clarke

<http://www.transcendingcss.com/>

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

The concepts discussed in this lecture are based on this book and is key to web 2.0 design and web standards



What is web 2.0, it is a Marketing term and can mean as little or as much as you want, we will be talking about Web 2.0 in terms of using current web technologies not only for the web but for other types of design.

- <http://oreillyn.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>
- http://en.wikipedia.org/wiki/Web_2

web 2.0 has been adapting to change
web 2.0 v 1.0
personal websites --> blogging
domain name speculation --> search engine optimisation
publishing-->participation
web 2.0 is a platform
Rich User experience

amazon knows what you want
music search
<http://amaznode.fladdict.net/#keywords=transcending%20css&locale=uk&searchIndex=Books&affiliate=vasanimatum-21>

Wikis

Blogs

CSS

(cascading style sheets)

Web 2.0

UCG

(user generated content)

CMS

(content management systems)

XHTML

(extensible hyper text markup language)

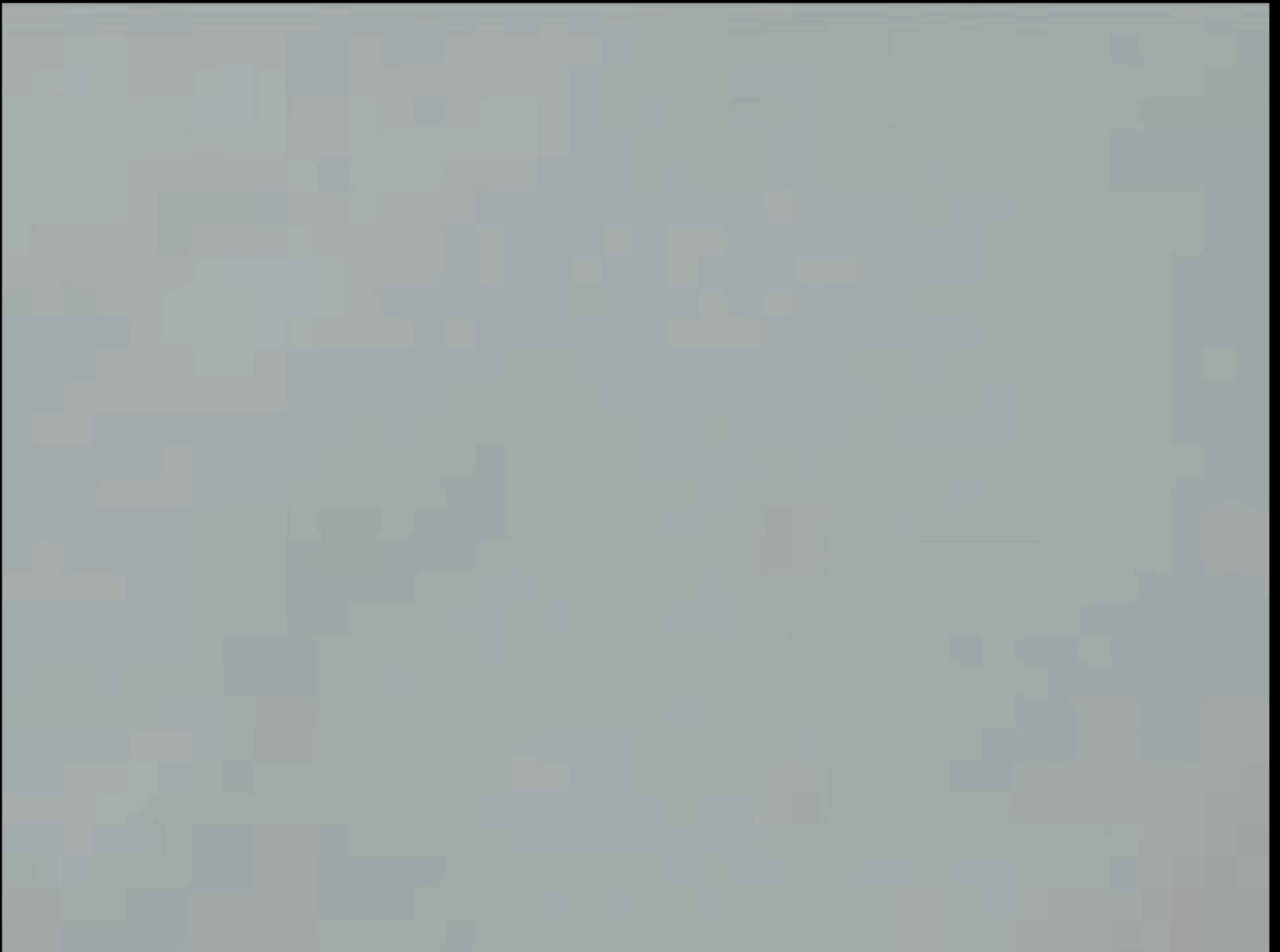
2

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This youtube video sums up some of the interesting political and social aspects to web 2.0 and shows that content is the master
http://www.youtube.com/watch?v=NLIGopyXT_g by Michael Wesch Assistant Professor of cultural Anthropology Kansas State University

Design or not to Design ?

del.icio.us
facebook



share your findings

wordpress
wikidot



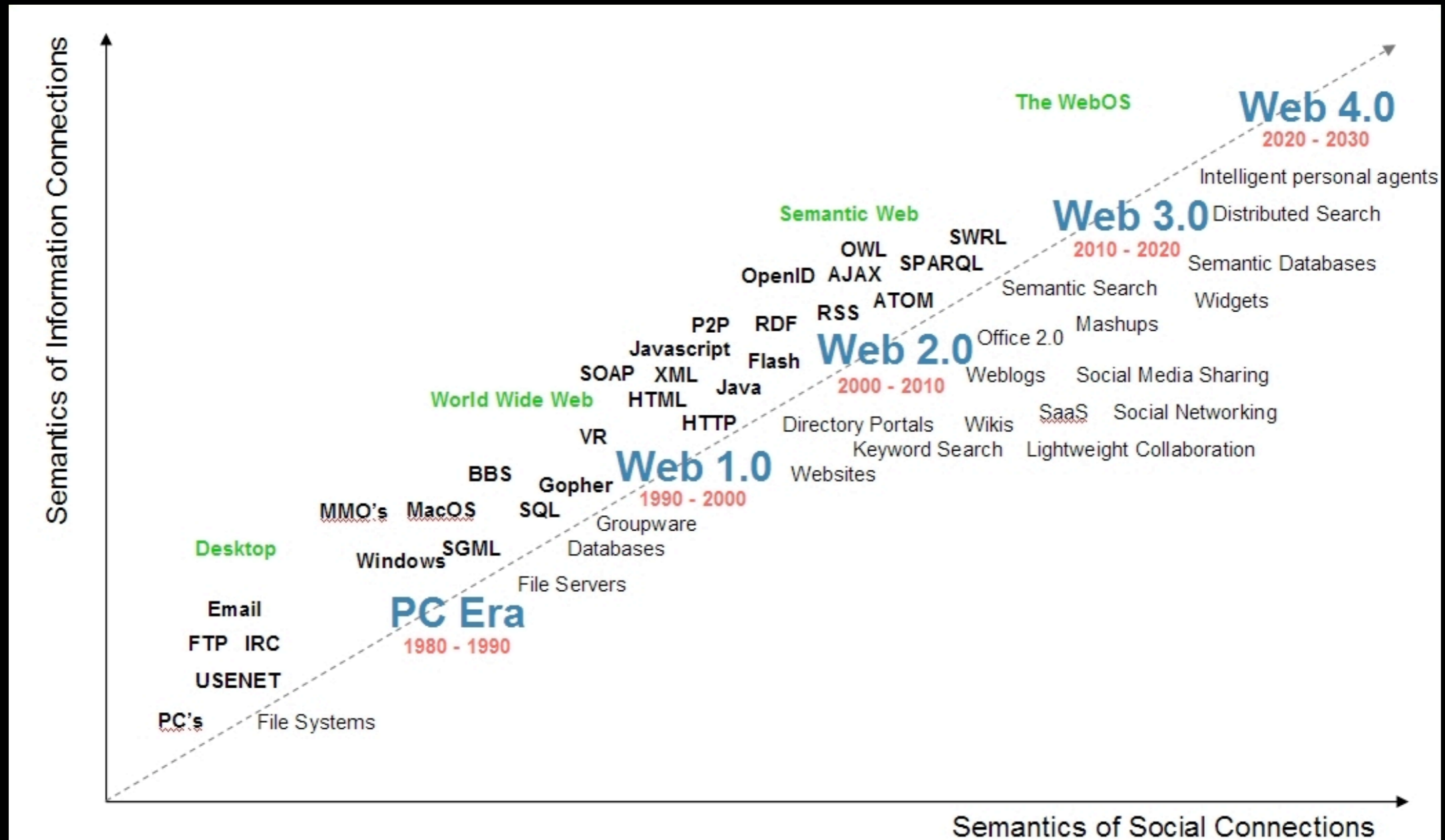
**express your
opinions**

youtube
flickr



**express your
creativity**

Designing for the future



If we are to design for the Web we need to think about designing for the future for possible changes



<http://themaninblue.com>

Currently we could look at some of the web like this or we design the interface, the web app as one entrance to the same content (a limited entrance)

slide is part of a presentation about future of web interfaces <http://themaninblue.com/writing/perspective/2008/02/20/>

Content & Design

Content and design
must be separated

To design for the future we should ensure content and design are separated.
Design from the content out !

What do you mean ?

Blog demo BBC demo
Joomla demo Design demo
wiki demo

CSS Zen Garden demo

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By separating content and design even if we turn off the design we can still view the content (Make sure you install the firefox plug ins Web developer and firebug)

<https://addons.mozilla.org/en-US/firefox/addon/60>

<https://addons.mozilla.org/en-US/firefox/addon/1843>

Blog demo - go to <http://www.wordpress.com> and pick any blog - turn off Styles

Go to Joomla <http://www.joomla.org/content/blogcategory/35/69/> and select any of the sites and remember the content is coming from the same backend - compare two Joomla powered sites

Go to <http://www.cssbeauty.com/> and pick any site and turn off styles

go to bbc.co.uk and turn off styles

<http://www.csszengarden.com/> - change styles - same content completely different design

<http://www.43folders.com/> - blog

<http://www.nyxen.net>

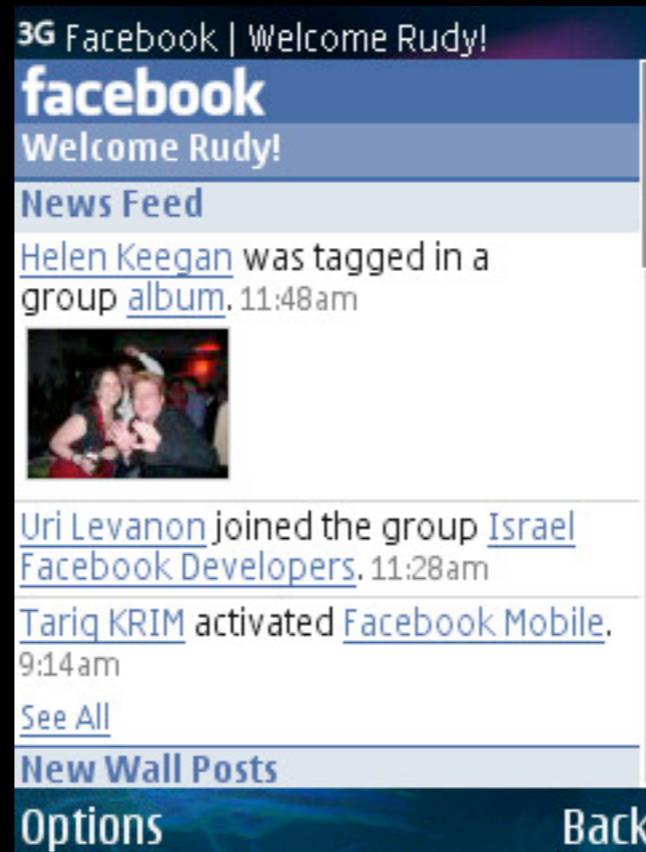
<http://www.webdesignerwall.com/trends/grid-and-column-designs/>

Facebook

Browser



Mobile



iPhone



Same content different output

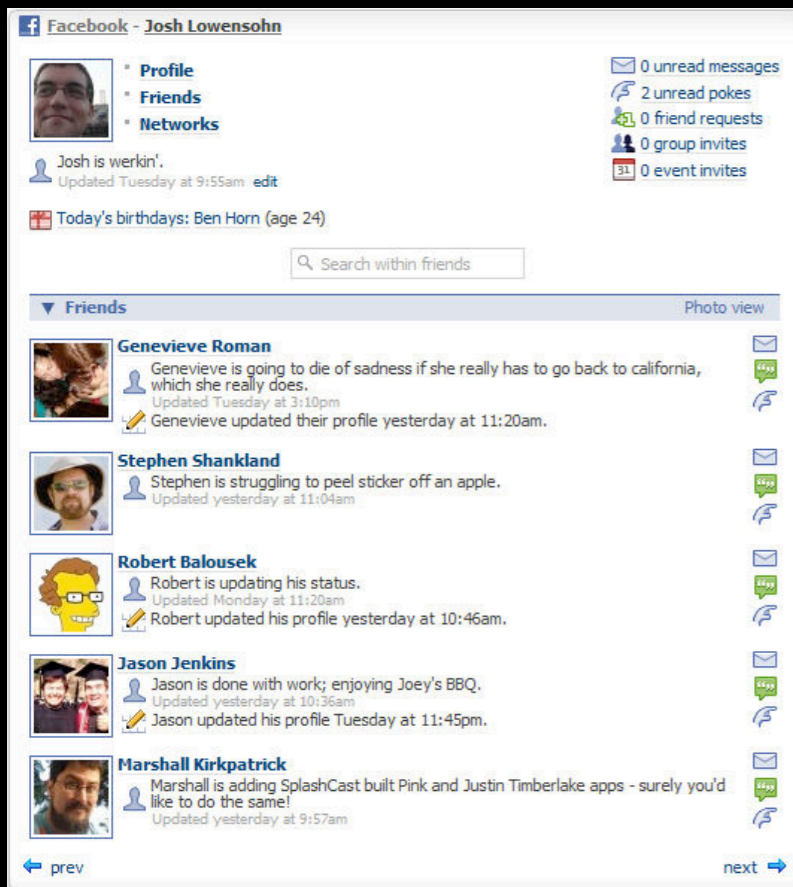
Content output in different sources – each output still requires a design

Accessibility is not just about catering for people with disabilities, via good design you can remove many barriers to access for as many people as possible

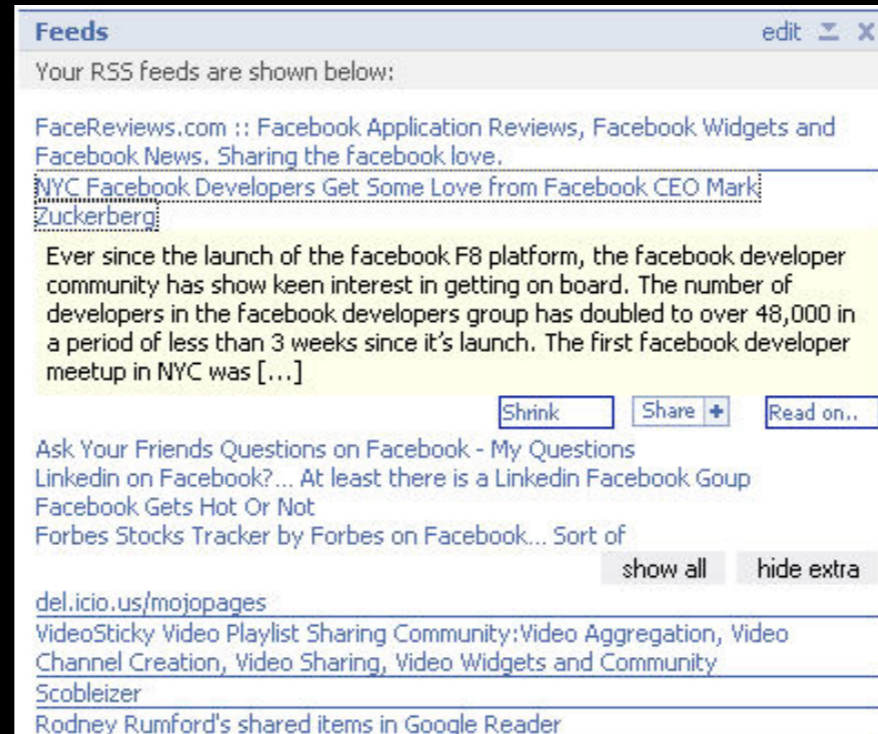
“for the travelling businessman, whether he can successfully log on to his company’s intranet to check sales figures on a handheld computer is both a usability and an accessibility issue, as it that money movie sites offer branded goodies for your mobile phone do not offer you the ability to access those pages using a mobile phone “ – transcending css

Facebook

Netvibes



RSS Feed



Facebook Map

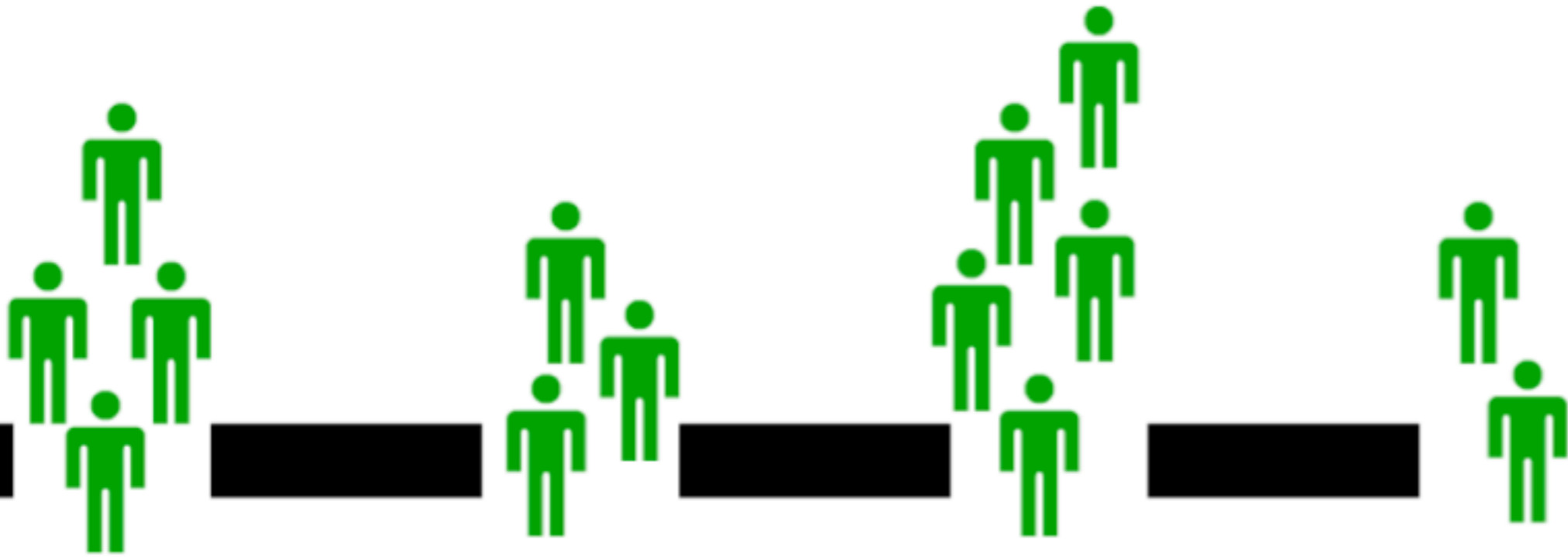


Same content different output

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<http://themaninblue.com>

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The content should be accessible like this slide different entrances to the same content

Tv viewers using a HD TV get a far greater experience however it does not stop you from watching TV at Standard definition you just don't get the enhanced version

Not all browsers (devices) see the same design !

Rather than progressive enhancement that sets the benchmark on the lowest capable browser (probably IE)

Transcending CSS sets the benchmark at the top, using all available CSS features not to add too but to create the best possible design for the most standards compliant browser

In practice some visitors will see a reduced design, how much is up to your preferences and the specific needs of the audience.

slide is part of a presentation about future of web interfaces <http://themaninblue.com/writing/perspective/2008/02/20/>

Designer Swap

about events contact prefs

stopdesign


home portfolio **log** articles examples also

Time for Change

1 April 2004

82 COMMENTS

Feeling inspiration from others who've been redesigning, I finally decided it's time to take this site's design in a slightly new direction. I've been working on this one in the background for a while, whenever I've had spare time. The colors were inspired by a photo I took of the Brockton Point Lighthouse in Stanley Park while visiting Vancouver last year for the AIGA National Design Conference.



The column structure is basically the same, though I've shifted some of the content and navigation around. The redesign is still partially in progress, so bear with me while I continue to update pages throughout the site. All feedback is welcome. Love it? Hate it? Feel free to share your thoughts in the comments for this entry.

Update: The design referred to in this entry is now permanently archived on two static pages: [Home page](#), [Entry page](#).

Search this site

« April 2004 »

sun	mon	tue	wed	thu	fri	sat
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- SXSWi Calendar for all
- Inside view
- Insult to injury
- Not so Heavenly
- Swing low
- Design
- Roulette

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- JustinKropp.com
- Mac app: ExpanDrive
- Microsoft reverses version targeting default
- 37signals Workplace Experiments
- Eric Meyer's 2008 reset.css
- Specify a maximum width for

stopdesign

log archives see also experiments portfolio more info

latest articles sliding doors absolute/relative design process

Time for Change

Thursday | 1 April 2004

Feeling inspiration from others who've been redesigning, I finally decided it's time to take this site's design in a slightly new direction. I've been working on this one in the background for a while, whenever I've had spare time. The colors were inspired by a photo I took of the Brockton Point Lighthouse in Stanley Park while I was visiting Vancouver last year for the AIGA National Design Conference.



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78 comments

Eternal Sunshine

Wednesday | 31 March 2004

Last night, we went to see [Eternal Sunshine of the Spotless Mind](#). I'll add my enthusiastic endorsement for the spectacular brilliance of this film. Whether it's

NOTE: This page will no longer be updated with current content. It will remain in this location as a static HTML page with CSS and images intact.

about stopdesign

Stopdesign is a collection of creative work and thinking capturing the view of a designer and world problem solver. [read more »](#)

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- Styling horizontal rules
- Web Access at 75%
- Apple's Spoken Interface

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most recent article

Sliding Doors of CSS, Part II
30 Oct 2003 | A follow-up to the popular "Sliding Doors of CSS" (Part I, published at A List Apart) which fills in a few gaps of missing information, and covers additions and variations on the technique introduced in the original article.

[View all Articles »](#)

frequented sites

- A Whole Lotta Nothing
- Anil
- Heather
- Kottke

By adhering to web standards for XHTML and CSS we could swap designs in with ease.
2 css designers swap designs for a day and confuse many visitors.

http://www.andybudd.com/archives/2004/05/semantic_coding
http://www.stuffandnonsense.co.uk/archives/naming_conventions_table.html

How is this possible ?

XHTML for Content CSS for Presentation

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XHTML – simple mark up for content
CSS – simple CSS for design

why not use a WYSIWYG editor like dreamweaver ??

WYSIWYG V **Web standards markup and css**

requires you to buy the app V **Requires basic web editor or plain text editor**

Requires experience of application V **Requires Basic knowledge of markup and css**

Markup is likely to be presentational and difficult to maintain V **Markup will be well structured, well structured and reusable**

Changes will require you to update many paegs V **css can be one file linked to many pages of content (xhtml)**

A.heading. Structure. XHTML

Size.of.a.heading. Presentation. CSS

A.paragraph. Structure. XHTML

Color.of.the.text.in.a.paragraph. Presentation. CSS

A.table.of.figures. Structure. XHTML

A.border.around.table.cells. Presentation. CSS

An.image,.such.as.a.portrait.photo. Structure. XHTML

An.image,.such.as.a.tessellating.background. Presentation. CSS

A.group.of.navigation.links. Structure. XHTML

The.placement.of.a.group.of.navigation.links.on.a.page. Presentation. CSS

If there's anything you're doing with HTML that even hints at presentation, stop.....CSS can do it better

Web Standards

- * Universal Rules
- * Compatibility
- * W3C Guidelines

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

Keep it simple and clean

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

Think Different

the web is not print
the web is not “pages”

User control } font size
 } colours

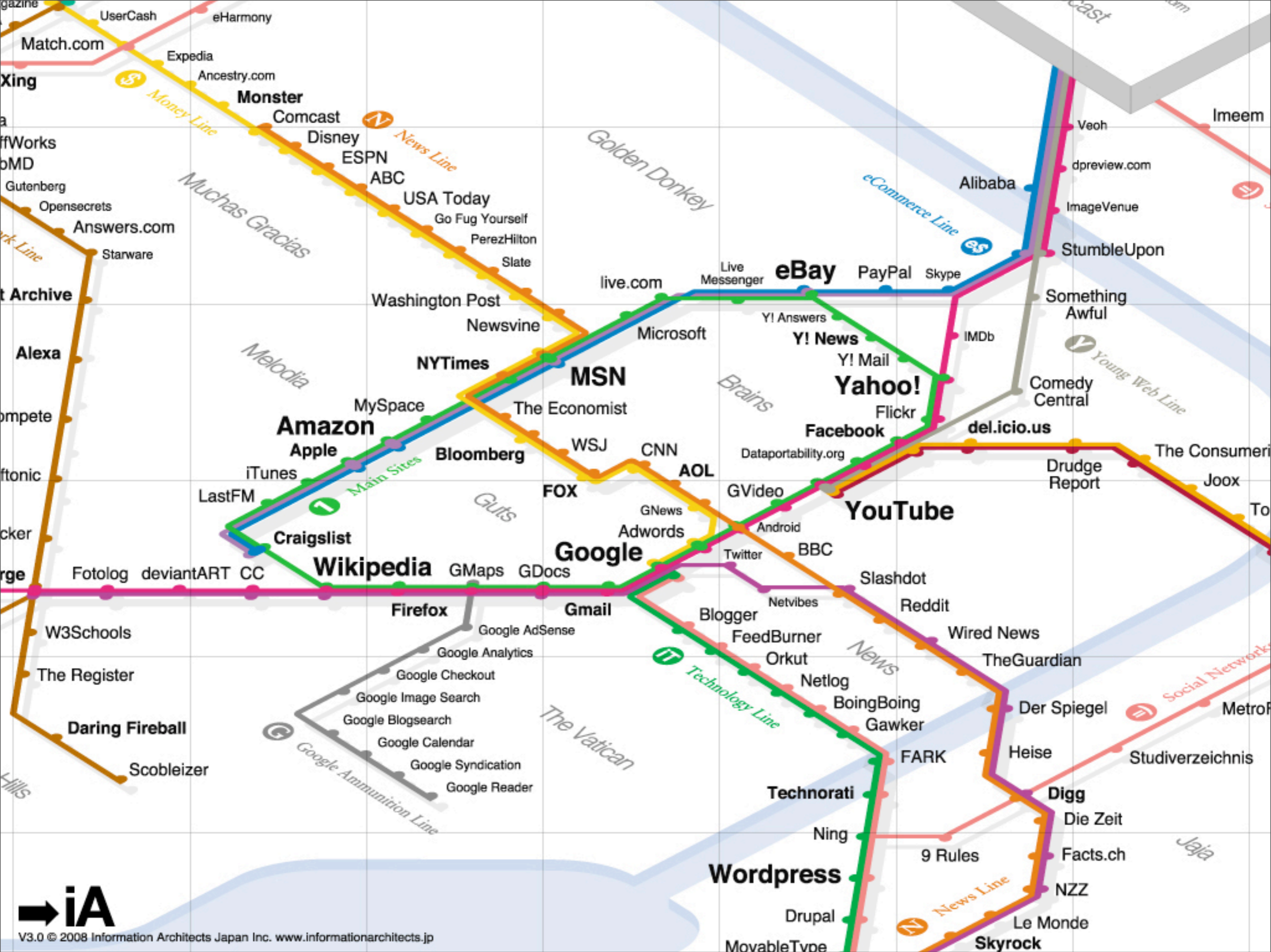
User customisation

bbc demo – change the layout, change the colour, change what is there based on you location and prefs
netvibes – do more than bbc bring in content from anywhere – the interface here is CSS you could redesign it !

<http://musictrails.com.ar/>

what could happen to your content/design – why cant the user pick the Times font when reading the Guardian online ?

<http://uk.youtube.com/watch?v=qiP79vYsfbo>



Further Links that maybe of interest

<http://informationarchitects.jp/start/?include=0>

- <http://andybudd.com/>
- <http://molly.com/>
- <http://themaninblue.com/>
- <http://www.veen.com/jeff/index.html>
- http://w3schools.com/browsers/browsers_stats.asp
- <http://mezzoblue.com/>
- <http://www.thinkvitamin.com/>
- <http://www.alistapart.com/>
- <http://www.futureofwebdesign.com/>
- <http://bestwebgallery.com/>
- <http://www.webdesignfromscratch.com/save-the-pixel-book.cfm>
- <http://microformats.org/>

and some more links :-

- <http://www.youtube.com/watch?v=6gmP4nk0EOE> - video on web 2.0
- <http://uk.youtube.com/watch?v=qiP79vYsfbo>

- <http://w3schools.com/> - web standards
- <http://webdesignfromscratch.com/html.cfm> - more web standards stuff