Web 2.0

Adam Procter
Technical Services Co-Ordinator
Winchester School of Art
University of Southampton

Creative commons licence for this keynote presentation is Attribution-Noncommercial-Share Alike 3.0 Unported

Recommended Reading for this lecture
Transcending 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://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
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://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
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=NLlGopyXT_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

Even if we do not plan to develop or design using web 2.0 we can still take advantage of the opportunities to collaborate and express our selves. Demo of accounts for del.icio.us, wordpress, wikidot, flickr and youtube and what each does.
If we are to design for the Web we need to think about designing for the future for possible changes
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/]
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

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

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
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
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
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/
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

**XHTML** – simple mark up for content

CSS – simple CSS for design

why not use a WSYWYG 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 pages  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.offigures. 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://microformats.org/

and some more links :-
http://www.youtube.com/watch?v=6gmP4nk0EOE – video on web 2.0
http://uk.youtube.com/watch?v=q1P79vYsfbo

http://w3schools.com/ – web standards
http://webdesignfromscratch.com/html.cfm – more web standards stuff