

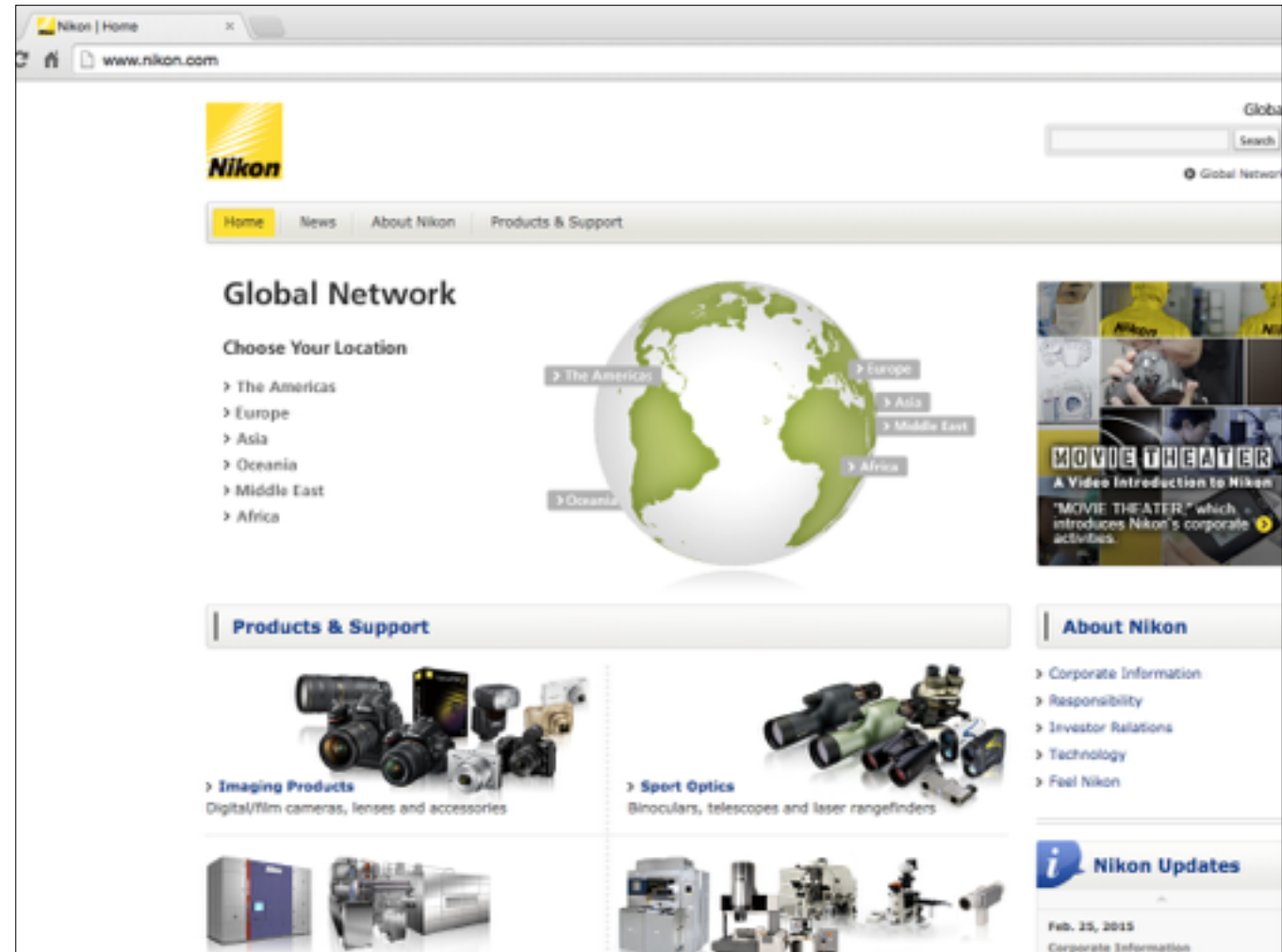
Content-first Design

important things should be visually
important

<http://alistapart.com/article/stopping-the-infighting-about-digital-standards> article is upfront

<http://feltron.com/>

Nikon Cameras, Canon, Fuji
what is the first thing you think of

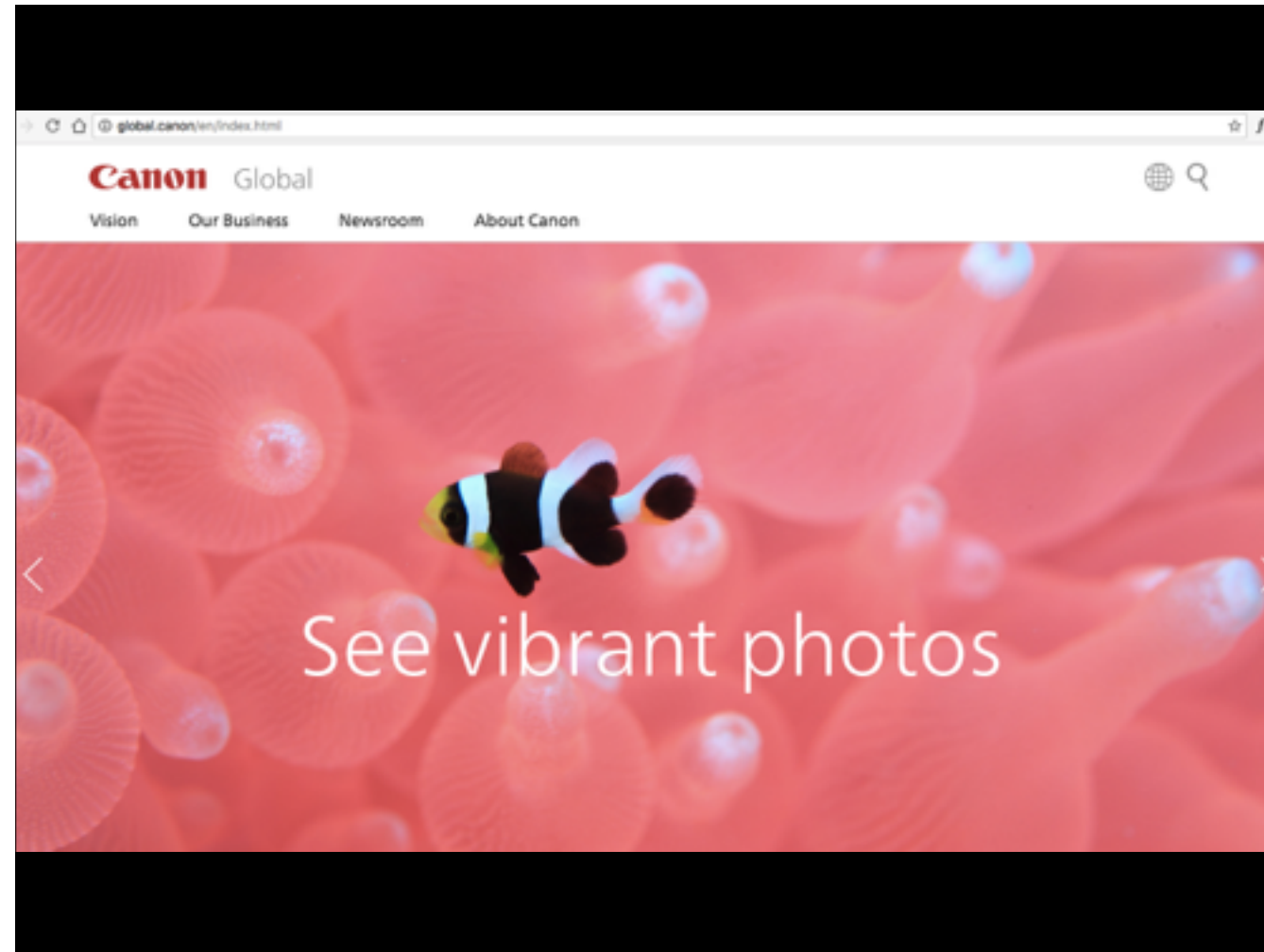


<http://www.nikon.com/>

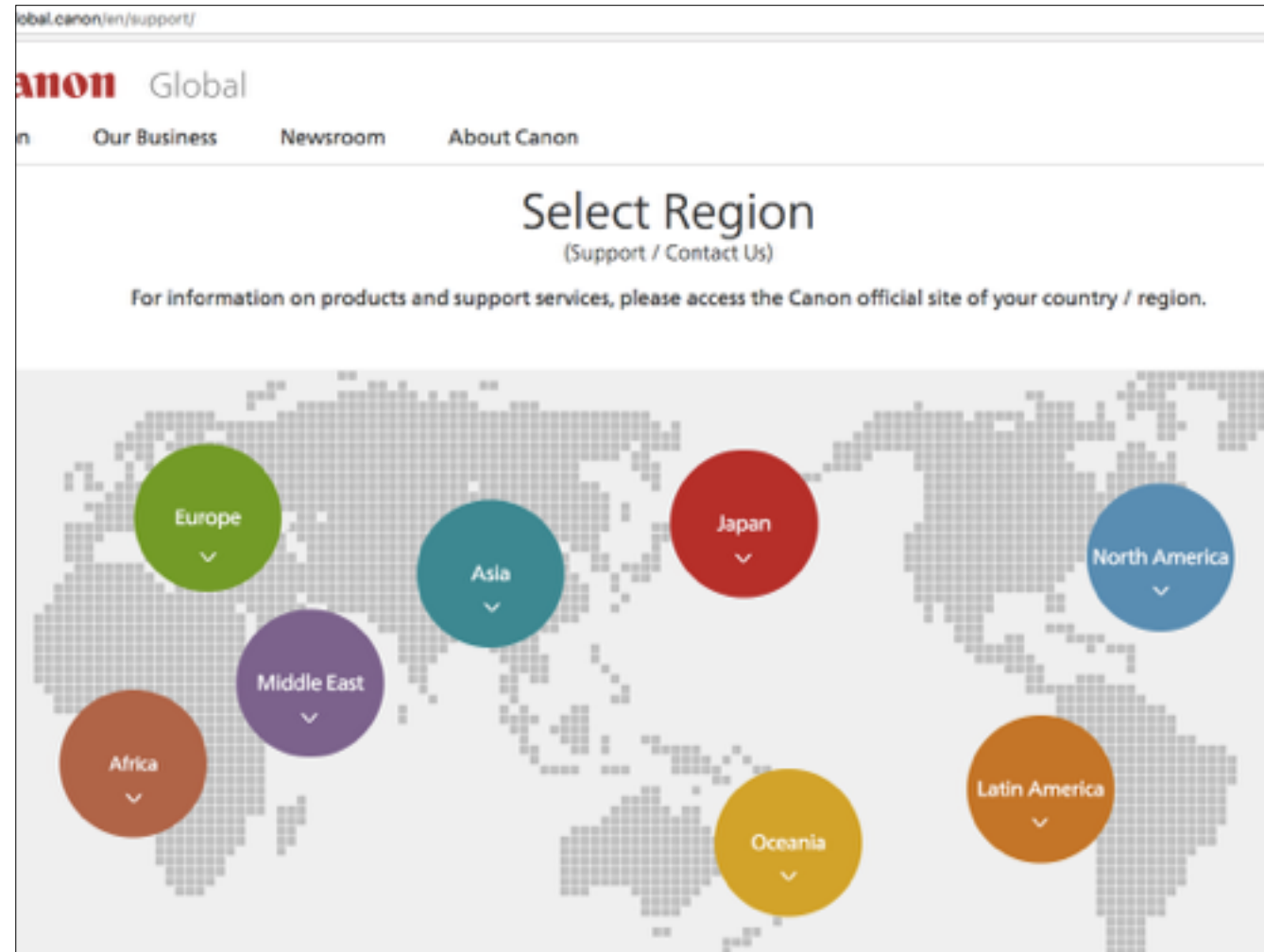
i'm always afraid they are going to change it, I was shown this example in 2007, this screenshot is from 2015, presumably Nikon's world locations are the most important thing for your to know about them.



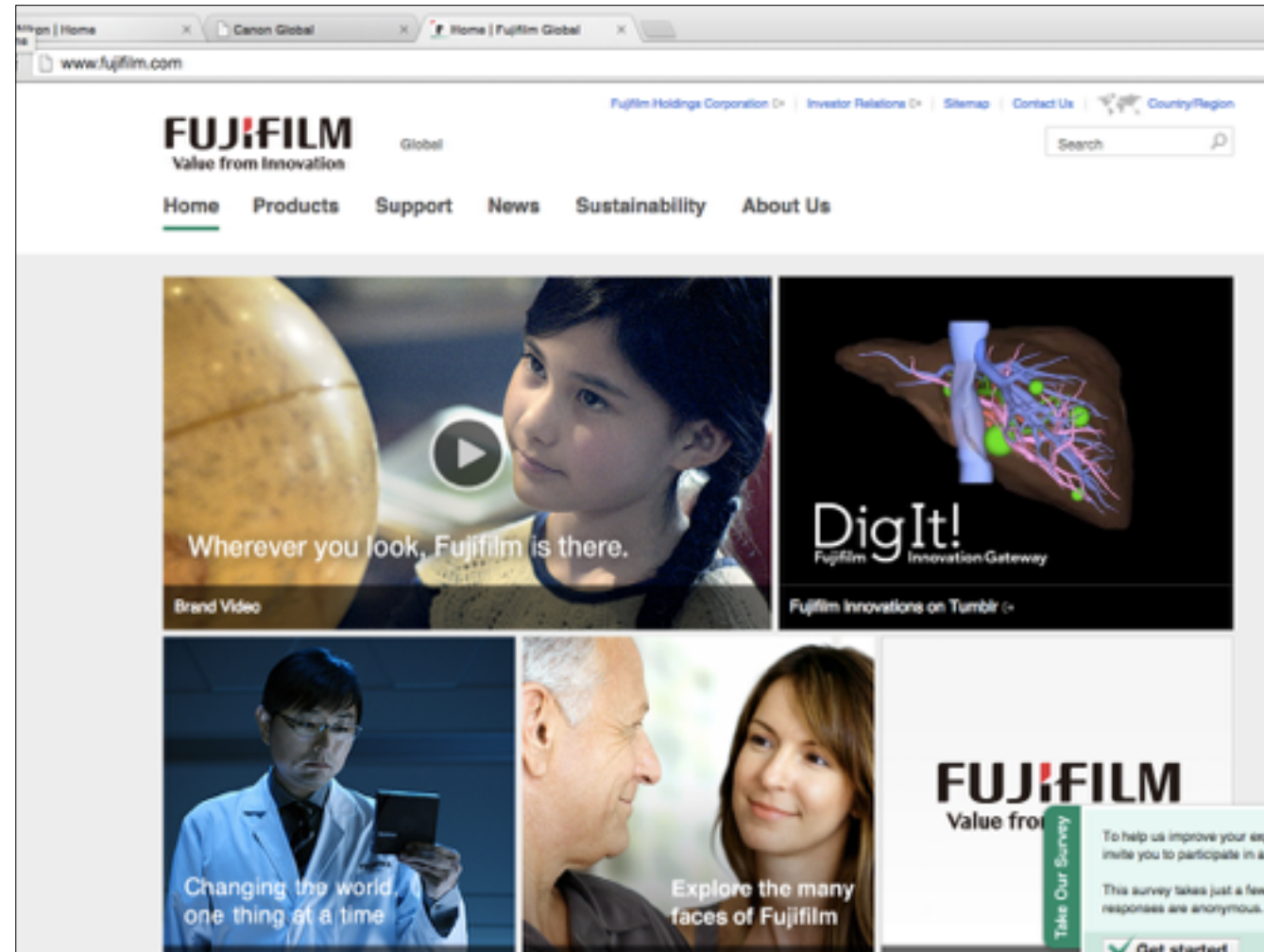
Canon, hasn't quite been able to remove the map, the placed it slightly lower in this 2015 screenshot.



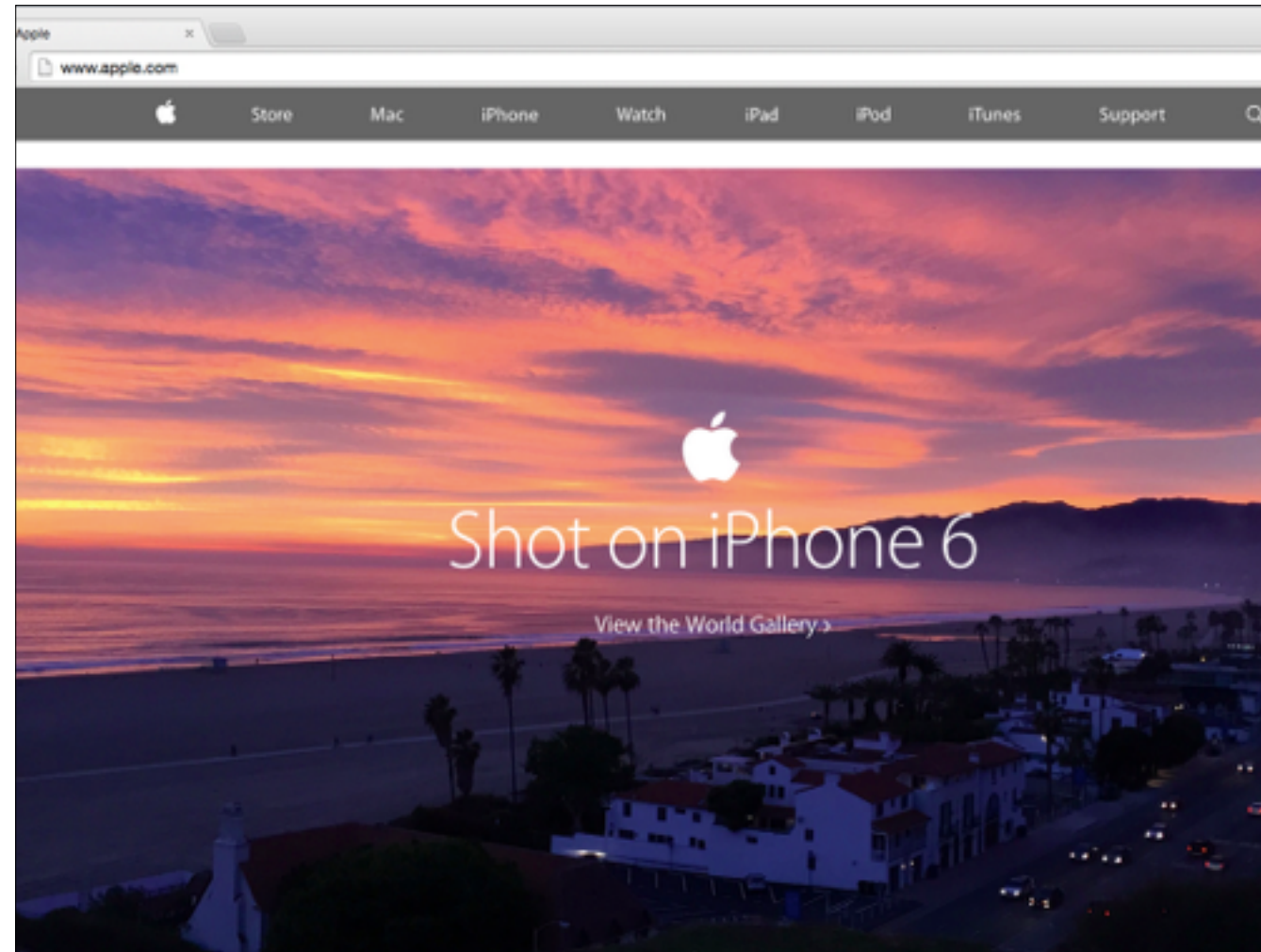
and as of 9/24/2016 they have almost removed the map entirely from their homepage, see tiny icon on top right to go to their support page



Canon support page, 9/24/2016

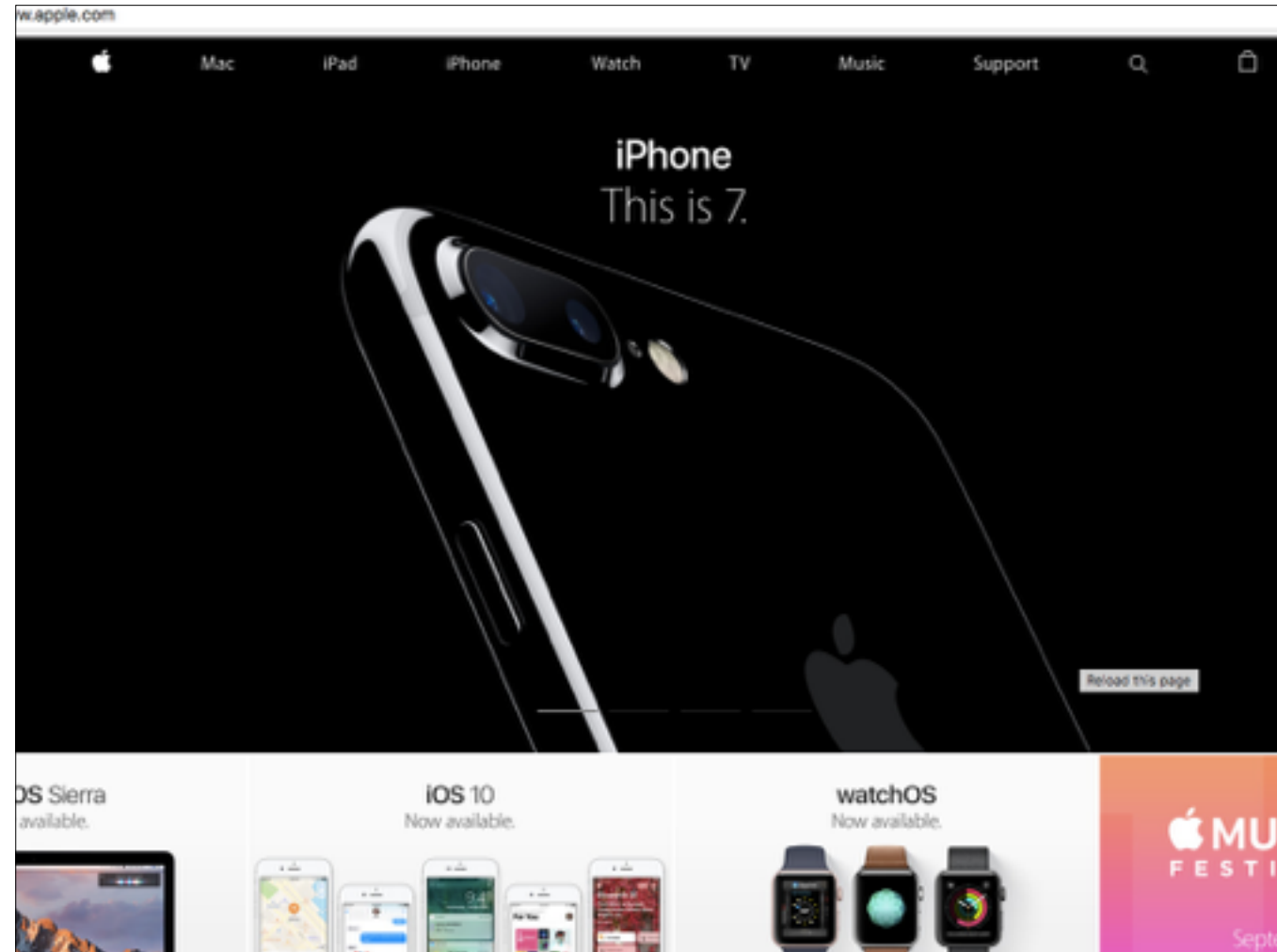


What does Fuji want us to know?



slightly better. Apple.

Apple apparently wants us to know that we can take beautiful photographs on an iPhone 6 (their newest product when this screenshot was taken).



Of course that was a bit too minimal for post-Jobs era.
this one is from 9/24/2016

designing for small screens allows you
to focus

mobile-first

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

<http://sleepstreet.be/>

vs. my realtor (not mobile design)


<http://www.gibsonsothebysrealty.com/eng>

Gibson Sotheby's
INTERNATIONAL REALTY


Log In | Sign Up | English | United States

PROPERTY SEARCHWHERE TO LIVEOUR COMPANYSOtheby'sBLOG

Location SearchEnter Location or IDGoAdvanced Search



PLAYLIST | 34 / 100About Gibson So...




LOCALGLOBAL

Massachusetts
Suffolk County
All Cities
All Neighborhoods

Price: (USD) 0 - MaxChange Currency

117 Beacon Street
Boston, Massachusetts 02116 United States



Welcome to Gibson Sotheby's International Realty

Gibson Sotheby's International Realty is Boston's largest independent real estate company. Founded in 1962 by Betty Gibson in Boston's South End real estate market, it has grown to be Boston's premier luxury real estate firm. As a part of the Sotheby's International Realty network of more than 700 offices all over the world, Gibson Sotheby's International Realty is able to assist you with any of your real estate needs, anywhere.

Home Page | Sell | Rent | Commercial Real Estate | Vacation | Relocate | Privacy | Join Our Mailing List | Sitemap | Contact | Professionals | Careers | Marketing Team

Follow us on:



English - United States | Español - América | Español - Europa | 中文 - 简体 | 中文 - 繁体 | Deutsch | Français - Canada | Français - Europe | Italiano | 日本語 | Português - Brasil | Português - Europeu | Pycckî | Tiếng Việt Nam | 한국어 | Türkçe | English - UK | Nederlands | Svenska | Magyar

VISIT SOTHEBY'S AUCTION HOUSE

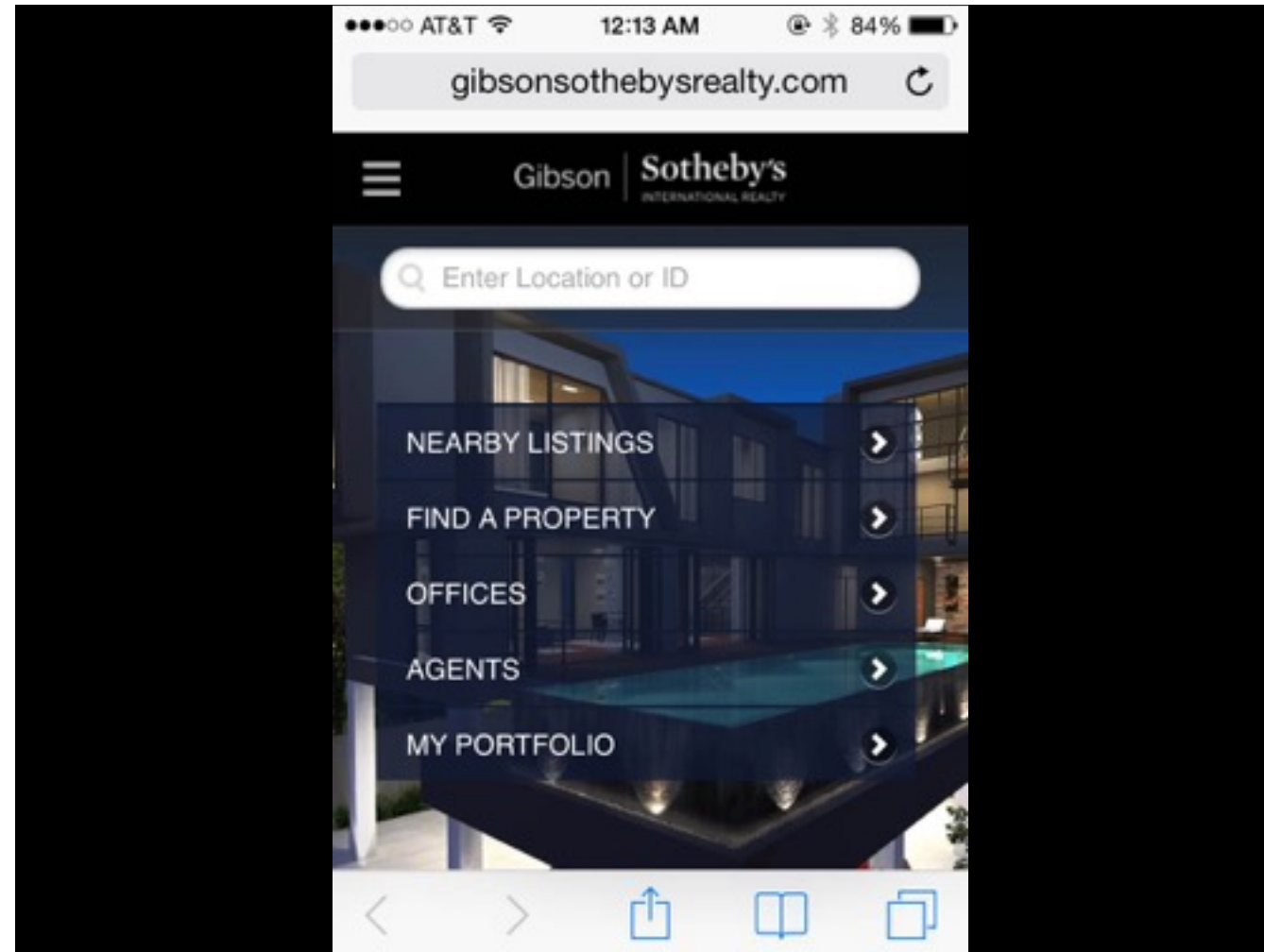
The listing information set forth on this site is based upon information which we consider reliable, but because it has been supplied by third parties to our franchisees (who in turn supplied it to us), we cannot represent that it is accurate or complete, and it should not be relied upon as such. The offerings are subject to errors, omissions, changes, including price, or withdrawal without notice. All dimensions are approximate and have not been verified by the selling party and cannot be verified by Sotheby's International Realty Affiliates LLC. It is recommended that you hire a professional in the business of determining dimensions, such as an appraiser, architect or civil engineer, to determine such information.

Residential Real Estate

South End Real Estate | South End Rentals | Back Bay Real Estate | Beacon Hill Real Estate | Beacon Hill Rentals | Sharon Real Estate | Andover Real Estate | Milton Real Estate | Canton Real Estate | Somerville Real Estate | Brighton Real Estate | Acton Real Estate | Carlisle Real Estate | Bay Village Real Estate | Belmont Real Estate | Boston Real Estate | Boston Open Houses | Brookline Real Estate | Cambridge Real Estate | Charlestown Real Estate | Concord Real Estate | Dedham Real Estate | Dorchester Real Estate | Dover Real Estate | Jamaica Plain Real Estate | Lexington Real Estate | Lincoln Real Estate | Medfield Real Estate | Mills Real Estate | Sudbury Real Estate | Walpole Real Estate | Waterfront Real Estate | Weyland Real Estate | Wellesley Real Estate | West End Real Estate | Weston Real Estate | Westwood Real Estate | Roxbury Real Estate | West Roxbury Real Estate | Bedford | Boston | Brookline | Cambridge | Dedham | Dover | Gloucester | Hull | Ipswich | Milton | Needham | Newton | Sherborn | Wayland | Weston | Williamstown

Sotheby's International Realty® is a registered trademark licensed to Sotheby's International Realty Affiliates LLC. Each Office is Independently Owned And Operated.

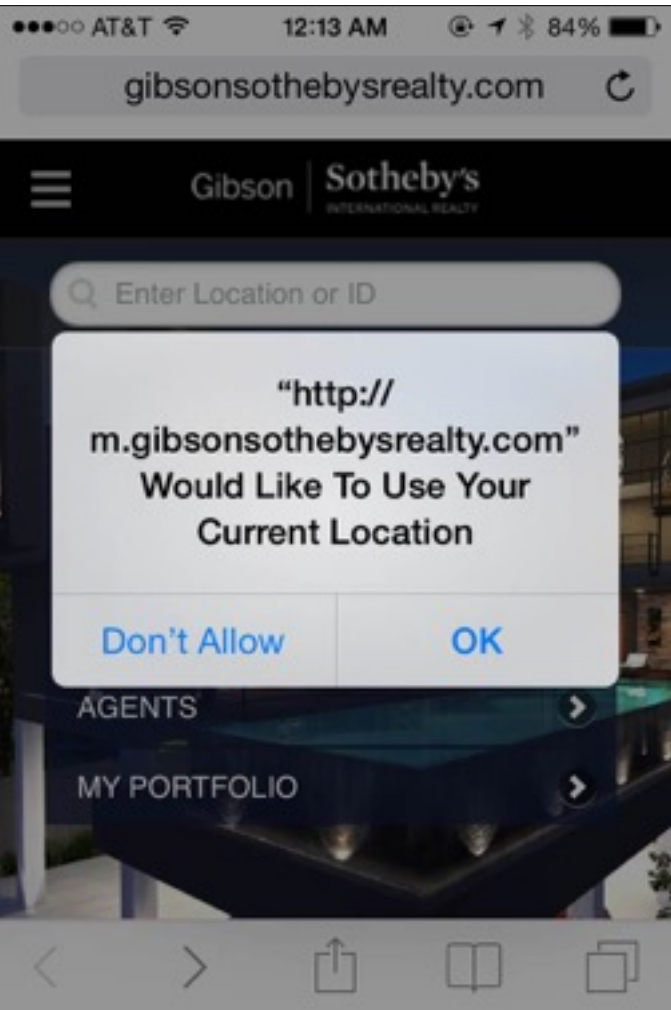
Powered by Gabriela Technology Solutions



and their mobile site is completely different and is actually kind of nice.

they made it after many years after creating their large screen site.

that was common 10 years ago, as the iPhone convinced websites they needed to work well on phones they created a completely different experience because their “desktop” experience had become entrenched and unchange-able.




●●●●● AT&T 12:14 AM 84%

gibsonsothebysrealty.com

≡

Gibson Sotheby's
INTERNATIONAL REALTY

Results




\$18,000,000 USD

5 Bedrooms

10,000 Sq. Ft.

>




\$10,700,000 USD

5 Bedrooms

5,865 Sq. Ft.

>





\$8,650,000 USD


4 Bedrooms

4,300 Sq. Ft.


>


Refine


Map

Save

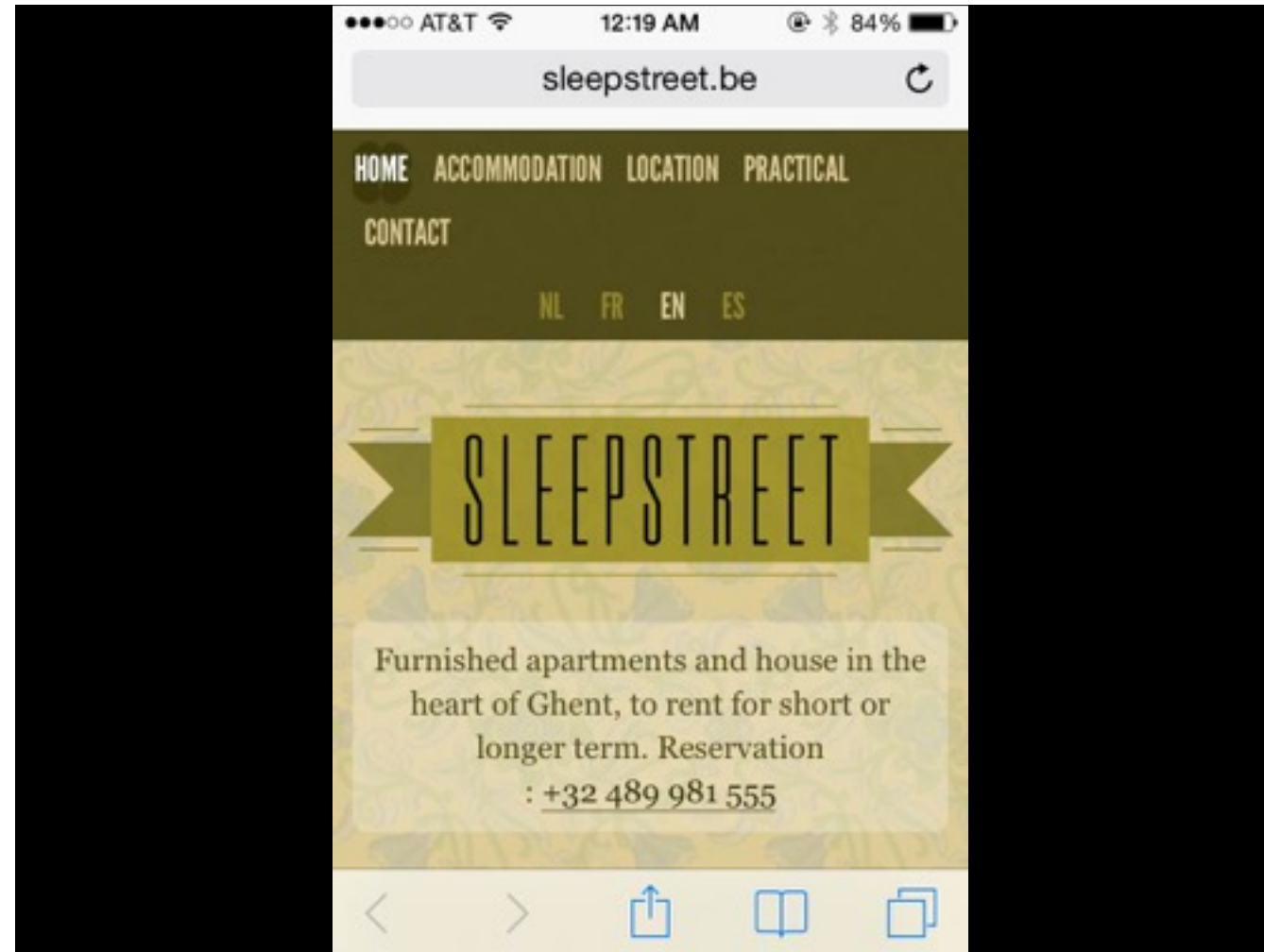
< >







VS



sleep street is a much newer company than Sotheby's, their company was founded in the RWD era.

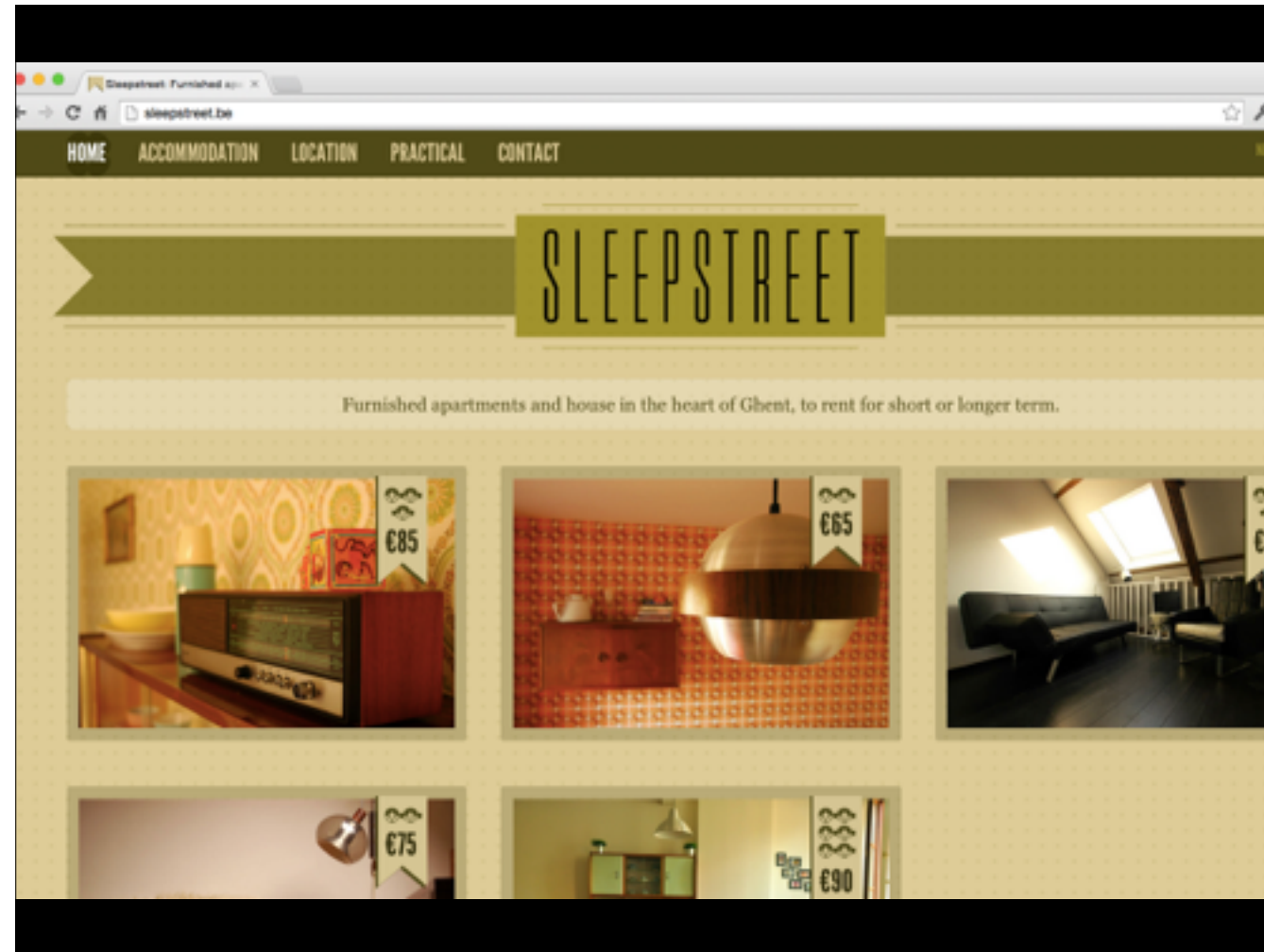
●●●○ AT&T 12:19 AM 84%
sleepstreet.be

ULLL UHLL

Furnished apartments and house in the heart of Ghent, to rent for short or longer term. Reservation : +32 489 981 555

PICTURES OF OUR 5 ACCOMMODATIONS:

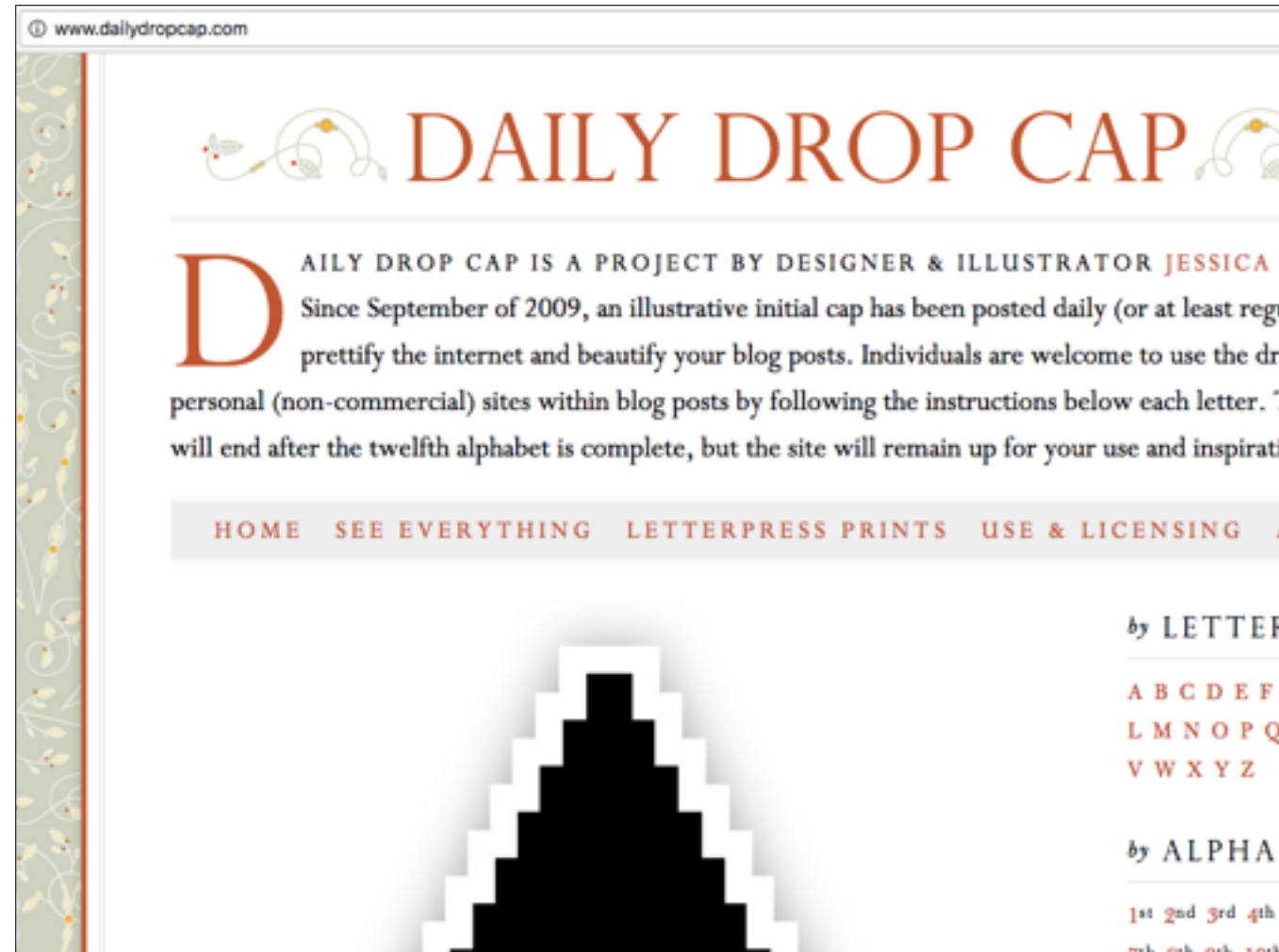




and their desktop is the same website
adapted only slightly.

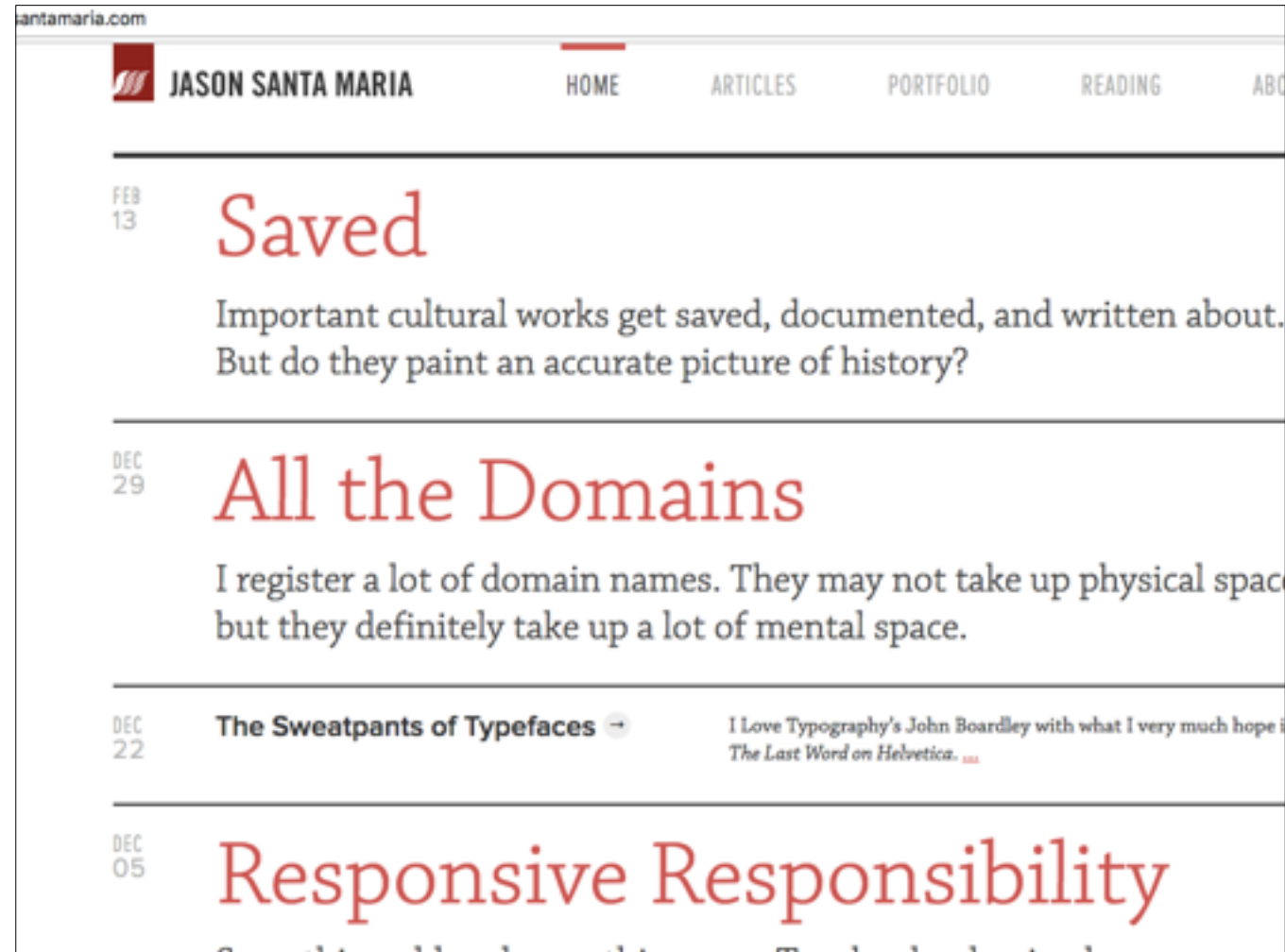
but the content, the menu items are the same

content should drive your design
aesthetic



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

by <http://jessicahische.is/>



<http://jasonsantamaria.com/> loves type, his site is really type heavy

Tools

[View source](#)

Chrome Developer Tools

inspect element

and Safari and Firefox have similar tools

although Safari you have to enable Developer Tools in Preferences

Tools Page

Alternative Text Editors

Atom and Sublime are great alternatives to TextMate

Template

blank page template

HTML

Sectioning content:

header, footer

nav

article

div

Some more tags:

`em,`

`b`

special entities

see examples , and charset

Web fonts

hosted fonts

Whatever is available

<https://web.archive.org/web/20130328145058/http://cssfontstack.com/>

Download your own:

Font Squirrel
League of Moveable Type

web-fonts download your own

Hosted by someone else:

Google Fonts
Typekit
fonts.com

hosted fonts
free fonts and licensing

just the same.
<http://fonts.googleapis.com/css?family=Raleway&v2>

CSS

Targeting content:

id, # (aka hash, pound)
class . (aka period, dot)

span (targeting with class and id)

targeting the state of an HTML
element

```
a:link      /* unvisited link */  
a:visited   /* user has already visited */  
a:hover     /* mouse over it */  
a:focus     /* has keyboard focus */  
a:active    /* being pressed on */
```

most commonly with a
you can also target any element, not just a

<http://www.w3.org/TR/CSS21/selector.html#dynamic-pseudo-classes>

Some more CSS

text-indent

text-decoration

color

rgb

hex

rgba

In-class

styling round-robin

5, 5 minute exercises

after each rotation, copy the entire directory so we keep a history.

1. Style page with 3 CSS properties only
2. Building off the previous team add a 1 more CSS property. Feel free to delete but keep only 4 properties.
3. Add a 5th property. Feel free to delete but keep only 5 properties.
4. Start over. Make dramatic choices! Think very big or very small! Use only 3 CSS properties.
5. Take the best of what you have. Produce a final design (15 min.).

5, 5 minute exercises

last one takes 15minutes.

after each rotation, copy the entire directory so we keep a history.

Homework #3

introduce homework #3