

DESIGNERS AND CODE

and workflows and stuff

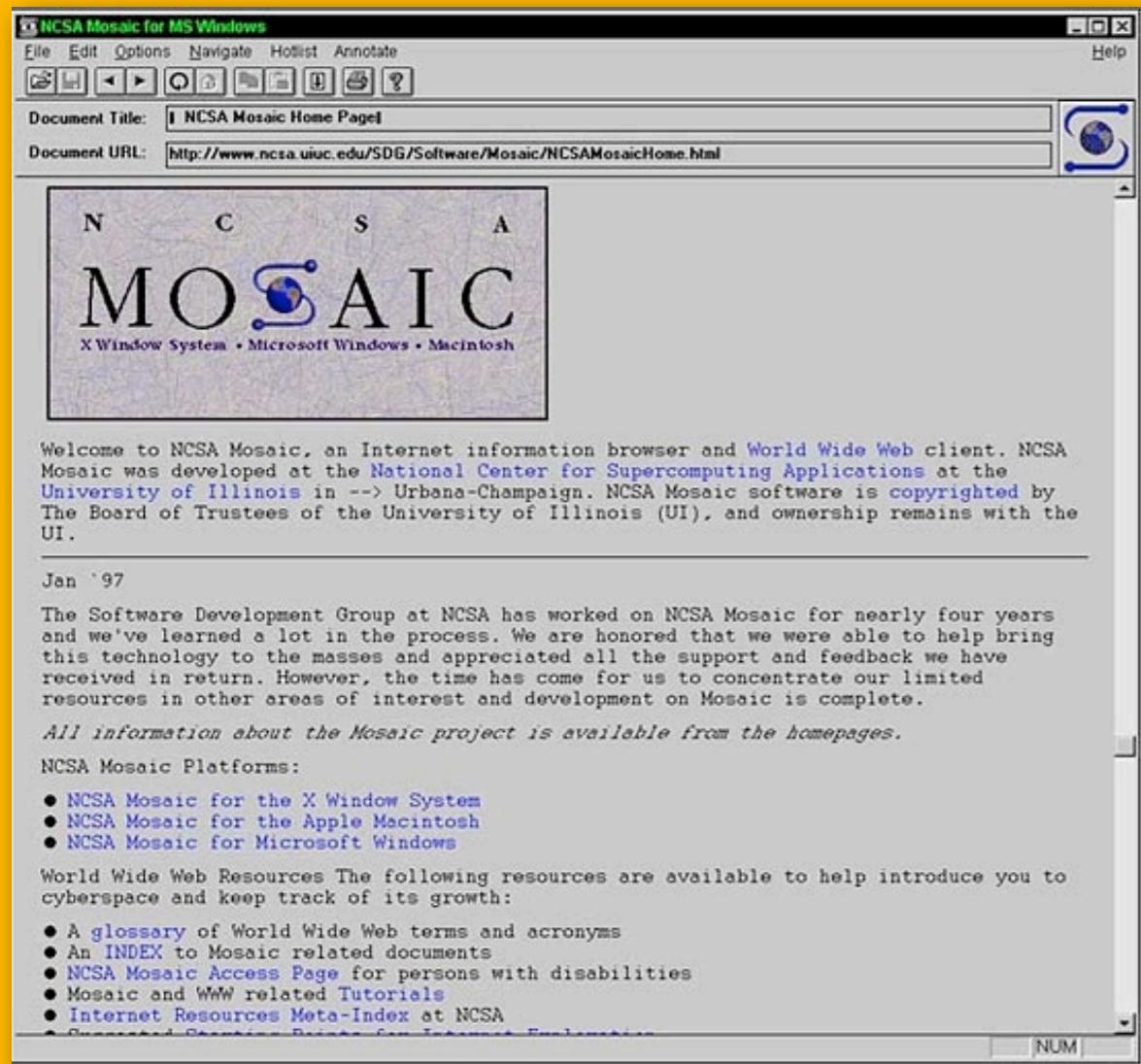
Jennifer Robbins • @jenville

links: artfactconf.com/robbins



me, 1993

The World Wide Web in 1993



In June 1993 there 130 websites *in the world*.

Global Network Navigator (GNN)

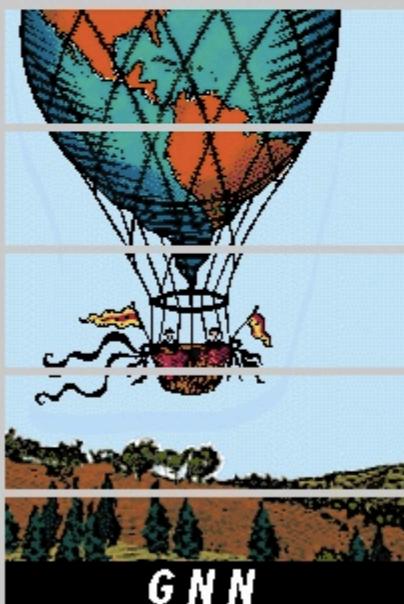
1993

GNN Home Page

The Global Network Navigator (GNN), an Internet-based Information Center, is a production of O'Reilly & Associates, Inc. and an application of the World Wide Web.

[Welcome New Navigators!](#) If you are new, please take a minute to learn more about GNN.

To subscribe to GNN: [\[?\]](#) the online registration form.



[GNN News](#)



[GNN Magazine \(Issue #1\)](#)



[The Whole Internet Catalog](#)



[GNN Marketplace](#)



[Navigator's Forum](#)

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Netscape: GNN Travelers' Center: Features

NOTES FROM THE ROAD

GNN Travelers' Center Features & Columns

Sponsored this week by:

 [Hostelling International-American Youth Hostels](#)

American Borders
After years of traveling to "foreign" countries, Carla King decided it's time for a road trip around her own, the United States. But this is no ordinary road trip: Carla is making the trip on a Russian-made Ural motorcycle, with a sidecar, alone.

Mad Russian Days, Strange Nights
Nick Selby, author of Lonely Planet's upcoming *Russia* guide, has been busy writing dispatches from Moscow and St. Petersburg when not writing about and mapping the vast and strange environs that comprise that land. Join Nick as he takes TC readers through *Mad Russian Days, Strange Nights*.

Cycle South Africa
A new series à la our famous *Big World*. Follow the progress of travel writer, radio correspondent, and long-distance bicyclist Willis Weir as he cycles South Africa. Willis intends to spend the next five months pedaling along the coasts, over the mountains, and across the dry plains of that land, so check in often.

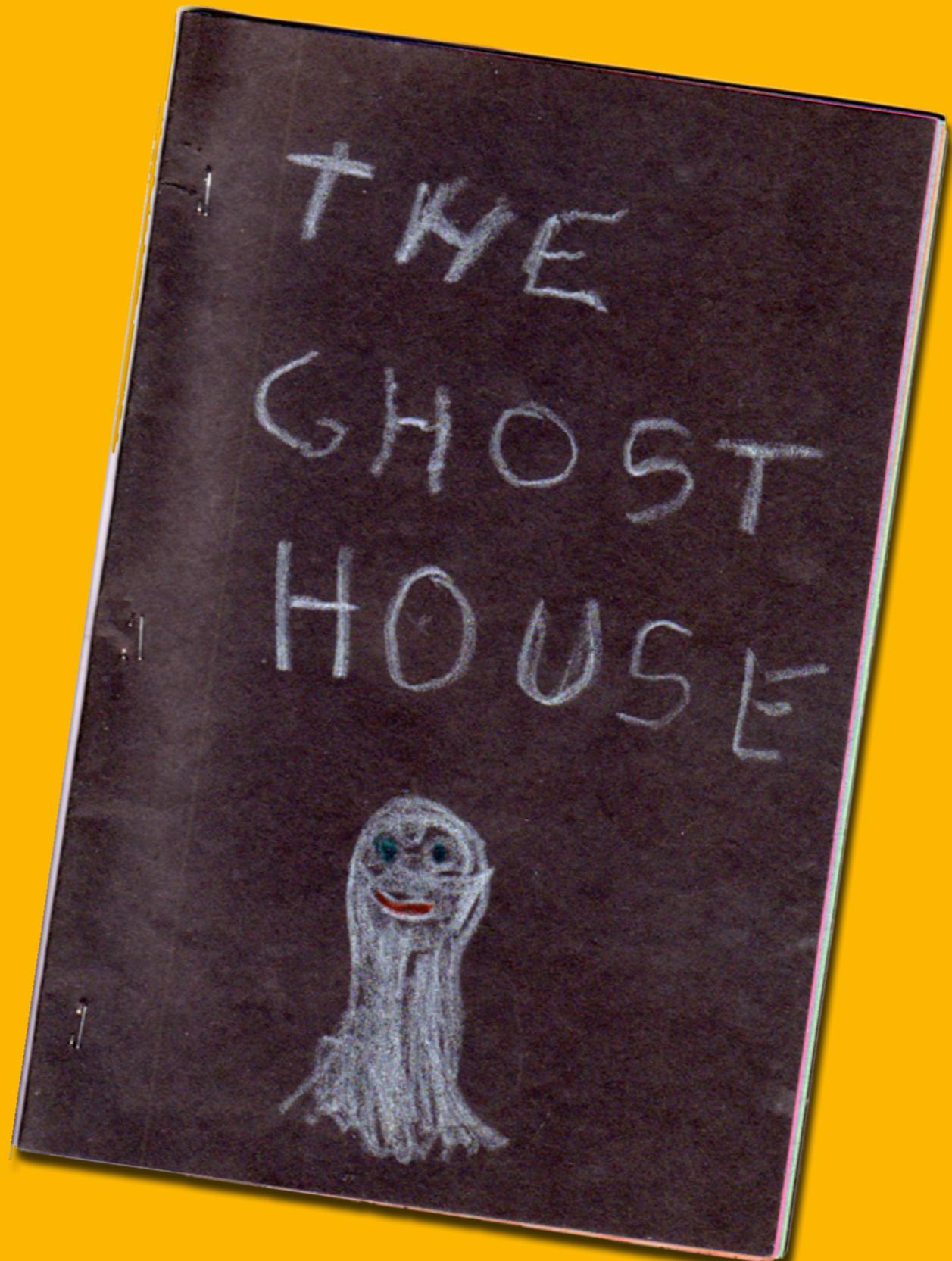
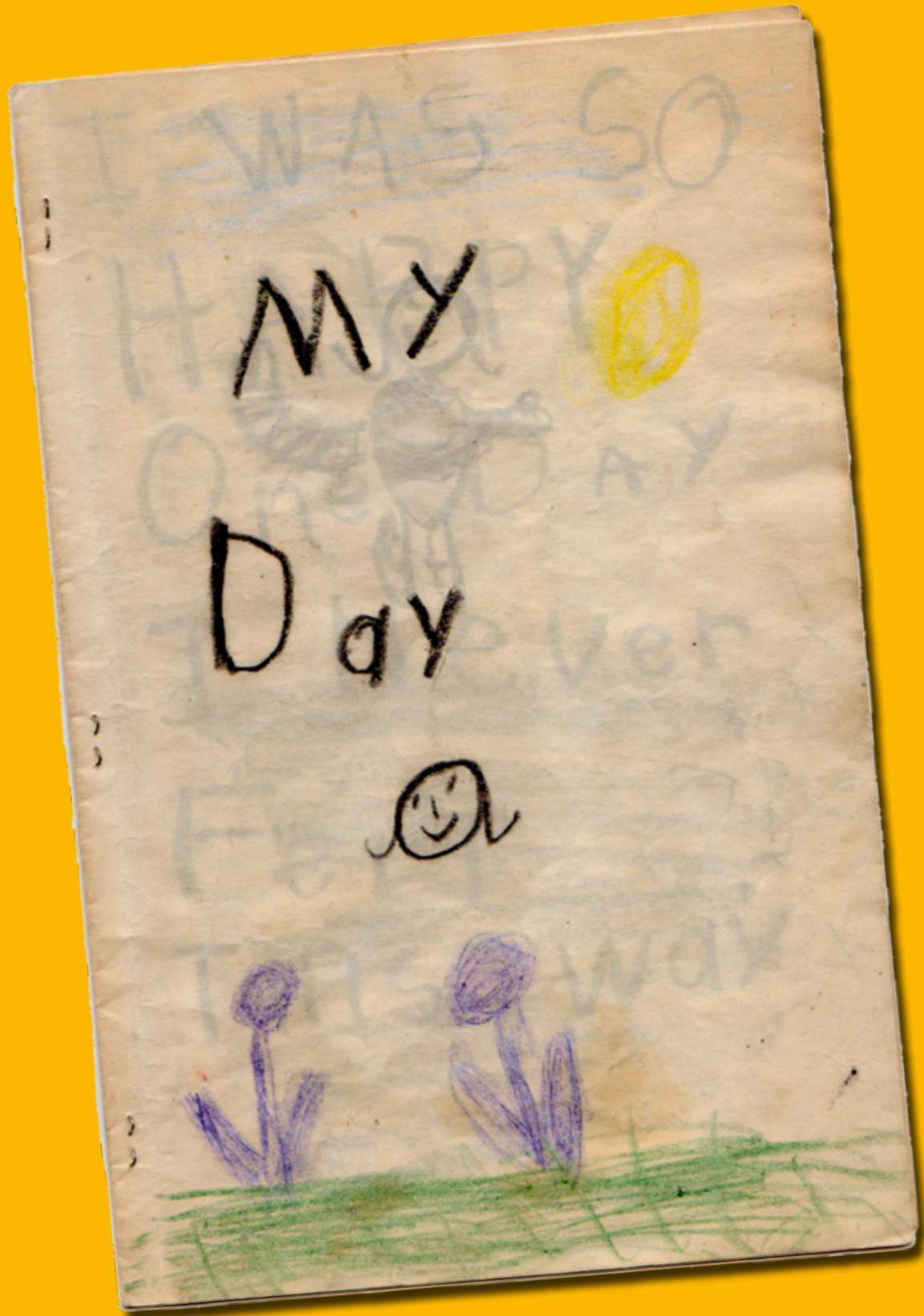
Guatemala Stories
GNN writer Michael Shapiro has made two trips to Guatemala, where he attended a Spanish language school, rafted the Rio Cahabon, went in search of the resplendent quetzal, and explored Mayan ruins deep in the jungle. Photos and practical information on how you can take part in such trips are featured in this series -- three stories and a sidebar on the top ten destinations in Guatemala.

Document: Done.



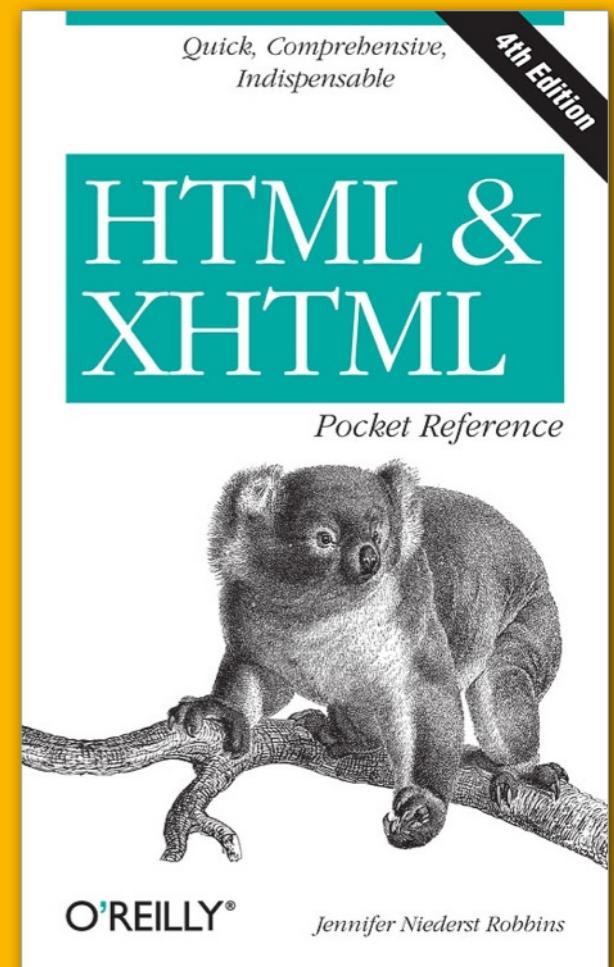
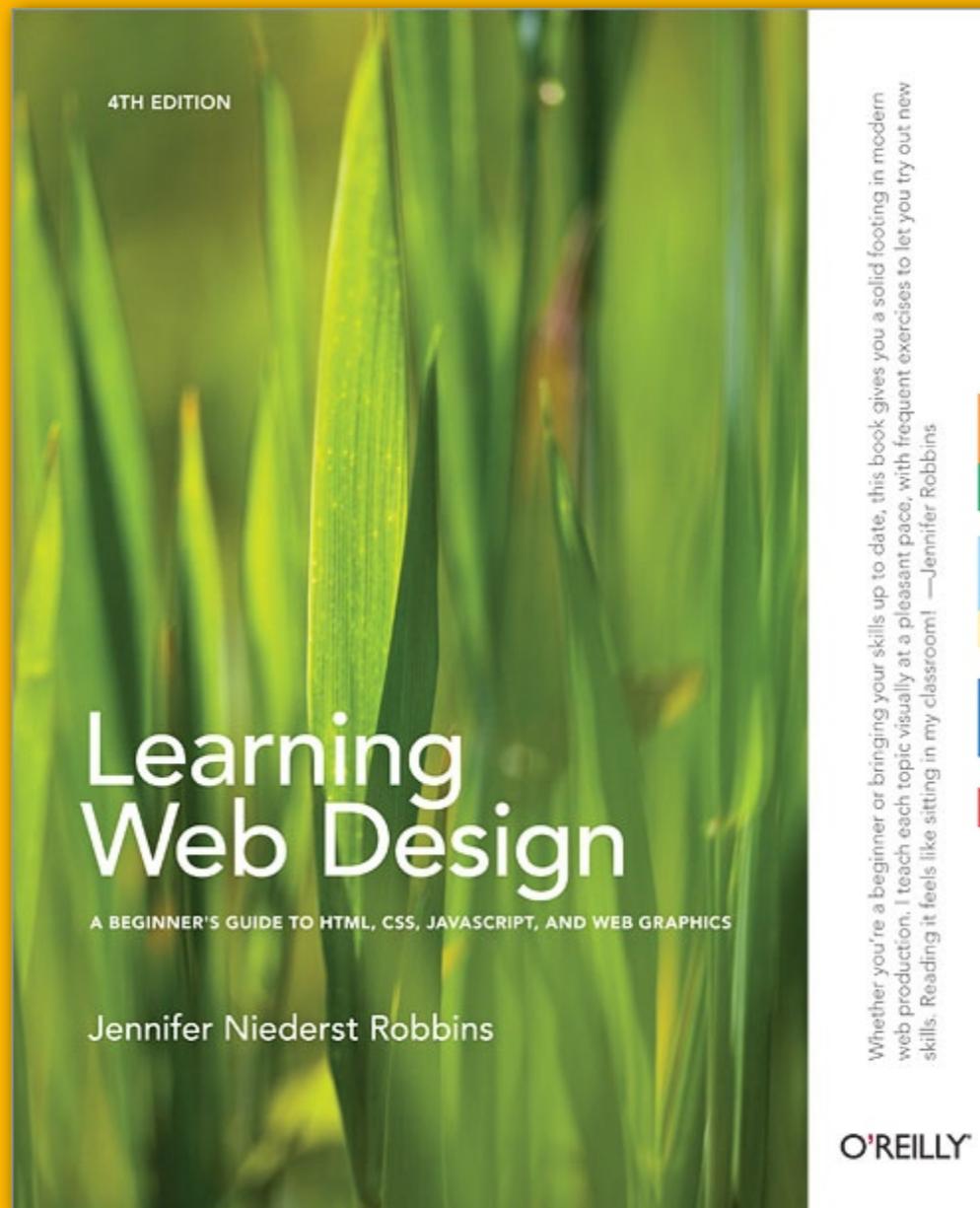
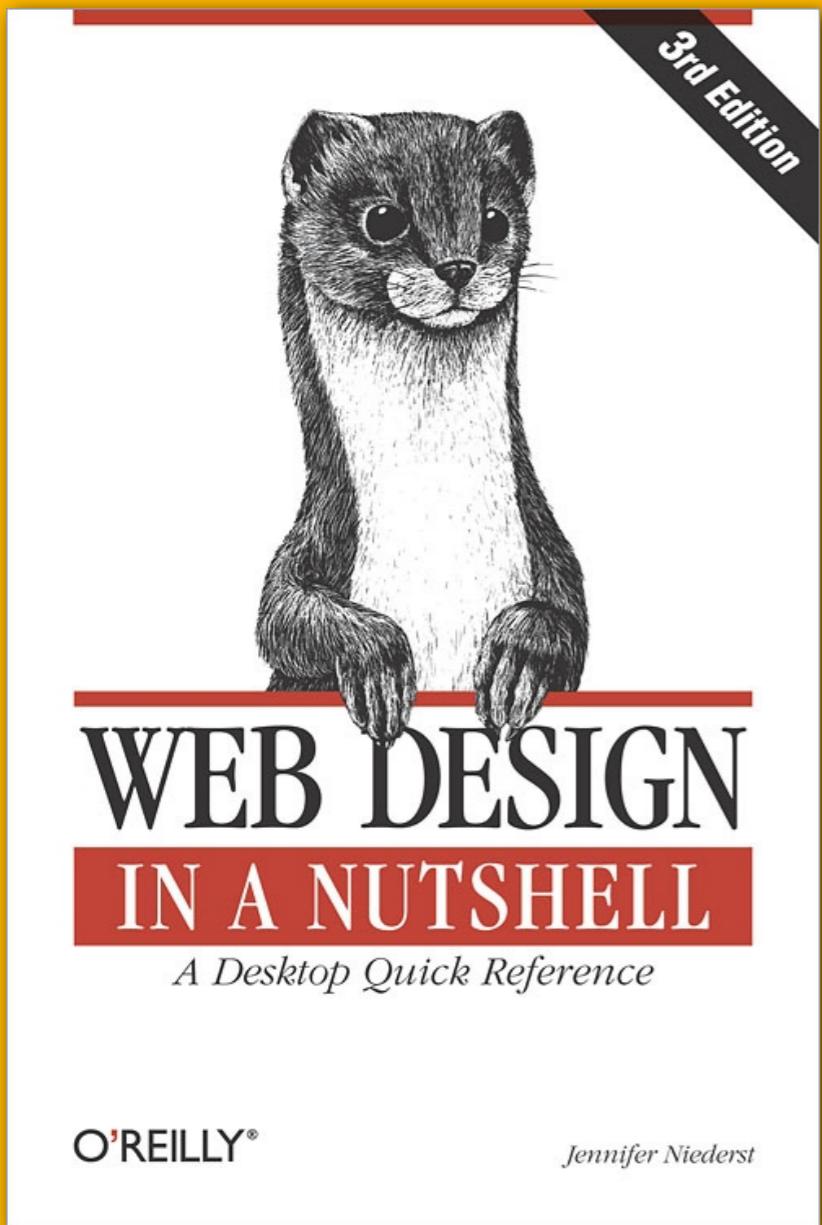
Hair style hasn't
changed.

me, 5 years old



BOYS
ARE
SEXY

By Jennifer T Nieders



A photograph of a person from the side, resting their head on a light-colored wooden desk. The person has long, wavy hair with highlights of blonde and reddish-orange. They are wearing a bright blue, long-sleeved hoodie. The background is a plain, light-colored wall.

HEAD-DESK



Change is hard.



I wish...



Jennifer Robbins

@jenville

I'd like a Conference/Pow-wow discussing new web/mobile/app design processes and methods now that our old ones are failing us. Who's in?

[Reply](#) [Delete](#) [Favorite](#) [More](#)

11:15 AM - 29 Aug 12



Jennifer Robbins

@jenville

I'd like a Conference/Pow-wow discussing new web/mobile/app design processes and methods now that our old ones are failing us. Who's in?

Delete

Favorite

More

11:15 AM · Aug 12

Reply to @jenville



Christopher Schmitt @teleject

@jenville I'm in!

29 Aug

11:17 AM

Aug 12 · Details

- What does the web design process look like now?
- How is HTML/CSS being used as a design tool?
- What deliverables make sense?
- What tools are available?
- What do we tell our clients and bosses?

PROCESS

Product Development



idea



launch

Product Development



research

idea

maintenance

launch

User Experience (UX)

user interviews

personas

design strategies

idea

scenarios

user stories

launch

Information Architecture & Content Strategy

content audit

card sorts

site maps
idea

taxonomies

launch

Interaction and UI Design

wireframes

user journeys

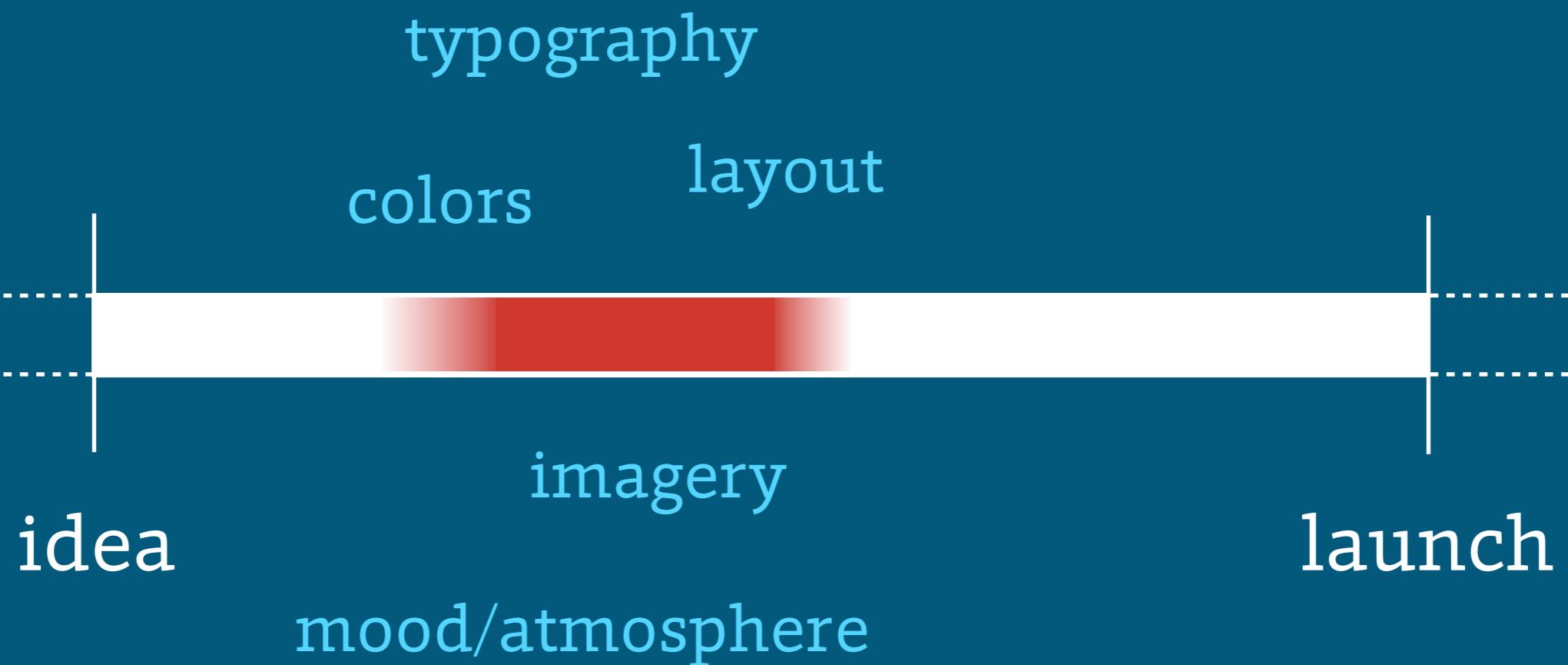
idea

prototypes

launch

flow diagrams

Visual Style Treatments



Frontend Development

HTML

CSS

JavaScript

idea

performance
optimization

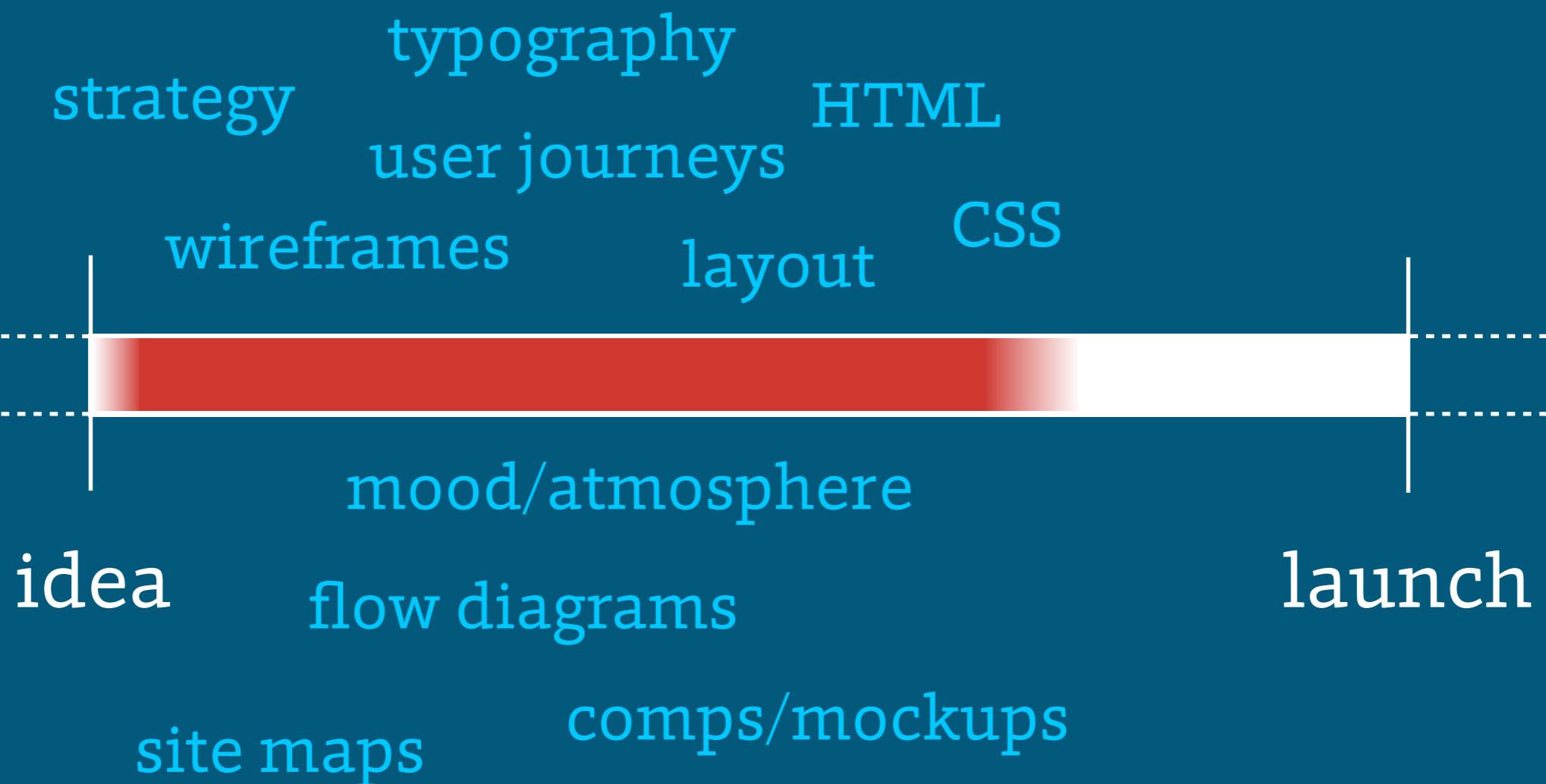
launch

accessibility

Backend & Server



Where I work...





idea

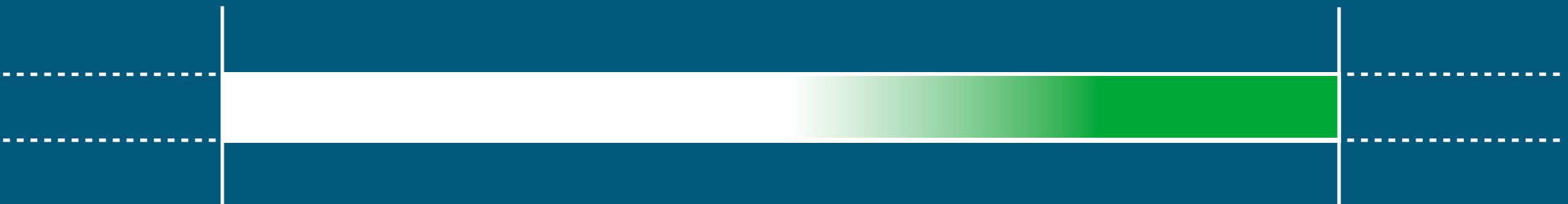
launch



A white unicorn stands in a snowy forest at night. The unicorn has a long, flowing white mane and a single white horn on its forehead. It is standing on its hind legs, front legs raised, as if rearing up. The background features snow-covered evergreen trees and a crescent moon in a dark purple sky. A red horizontal bar with a dashed center line cuts across the middle of the image, partially obscuring the unicorn's body. The word "idea" is written in white lowercase letters on the left side of this bar.

idea

In the past, the need for coding skills increased as you got closer to launch



idea

development

launch

I'm seeing code move back into the design process

HTML wireframes



idea

HTML prototypes

launch

FROM

“Here, code this for me.”

TO

Code as a design tool

Git's not so bad.

CHRISTOPHER SCHMITT



plan design develop deploy



wireframes

PSD comps

code

plan

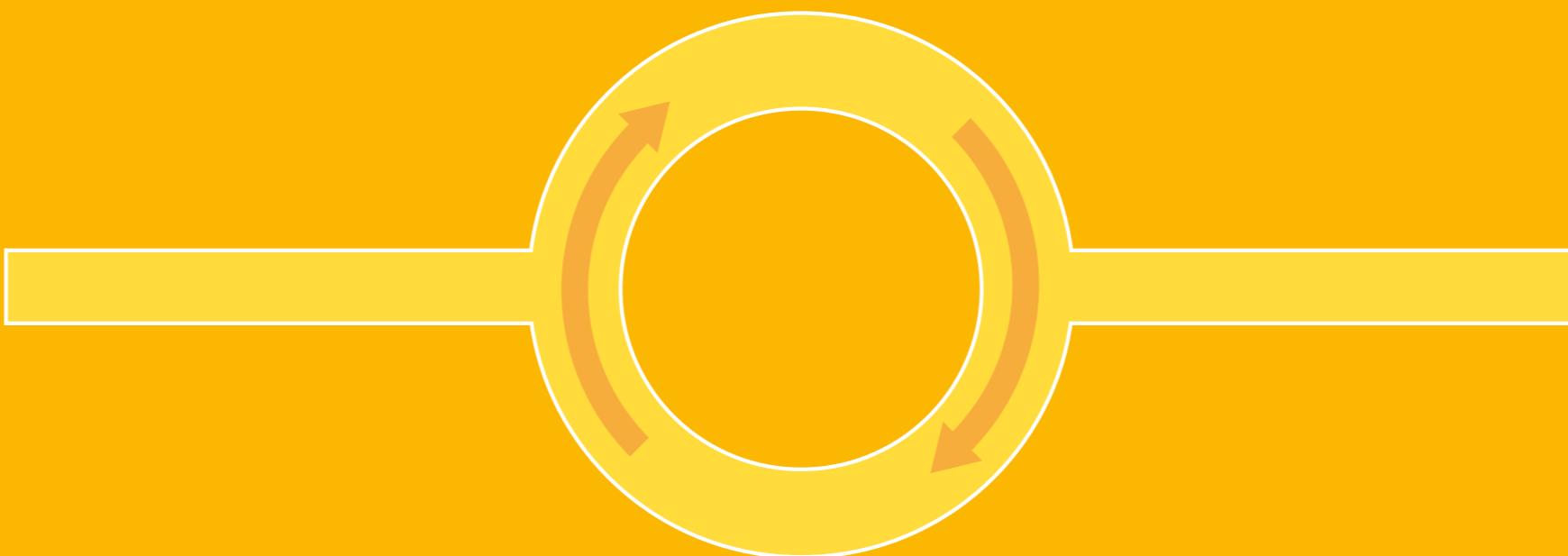
design

develop

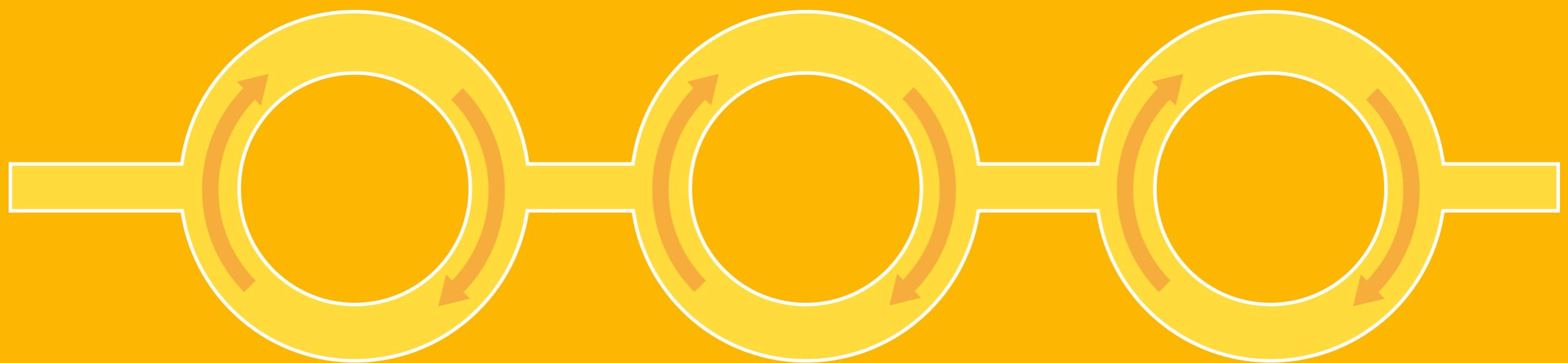
deploy

Waterfall development

design



develop



Agile development

Agile development

- 2001 *Agile Manifesto*
- Iterative & incremental
- Teams are integrated, not silo'd
- Working software trumps static documents about software
("Just start building.")

FROM

“Over the wall” handoffs

TO

Frequent iterations by
integrated teams

A close-up photograph of a woman with blonde hair, smiling warmly at the camera. She is wearing a yellow and white striped sweater. The background is a soft, out-of-focus brown.

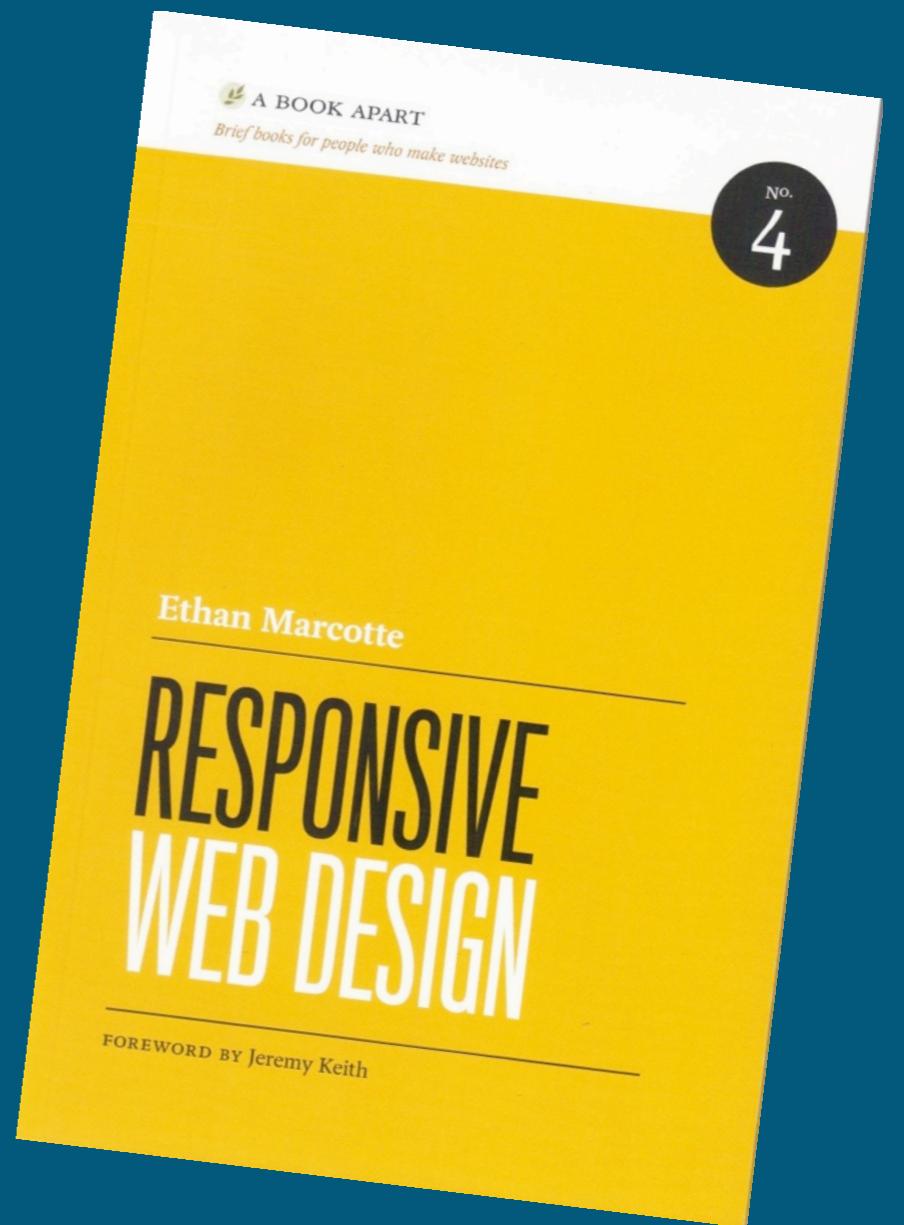
RESPONSIVE!

RESPONSIVE!

RESPONSIVE!

Components of Responsive Design

- A fluid layout
- Flexible images
- CSS media queries





ETHAN MARCOTTE



bradfrostweb.com



bradfrostweb.com

[courtesy of Brad Frost (bradfrostweb.com)]

THIS WILL BE THE WEB.



bradfrostweb.com

[courtesy of Brad Frost (bradfrostweb.com)]

FROM

The Web is 960 pixels wide.

TO

The Web is all sizes.

The Web is all sizes.

It's slow and fast.

It's keyboard and touch.

**It's at my desk and on the bus and
on my couch and in my bed and...**

It's 10 inches and 10 feet away

2013 Pew Internet Survey

63%
of cell phone owners
use phone to access Internet

34%
of them **mostly or only**
use a phone to access Internet

bit.ly/14VCt8R

2013 People's Web Report

“The survey found that **speed** (41%) and **consistency with the PC web experience** (33.2%) were clearly the most important things to mobile web users.”

2013 People's Web Report

"43.3% of consumers surveyed would wait to use a PC site, rather than use a version that does not function well on a mobile device."

bit.ly/12ndU11

2013 People's Web Report

"Over 30% simply will not bother trying to use the non-optimized site, or will turn to a competitor instead."

bit.ly/12ndU11

**TOWARD A NEW
WORKFLOW**

Responsive Summit

London • February 2012

responsivesummit.com

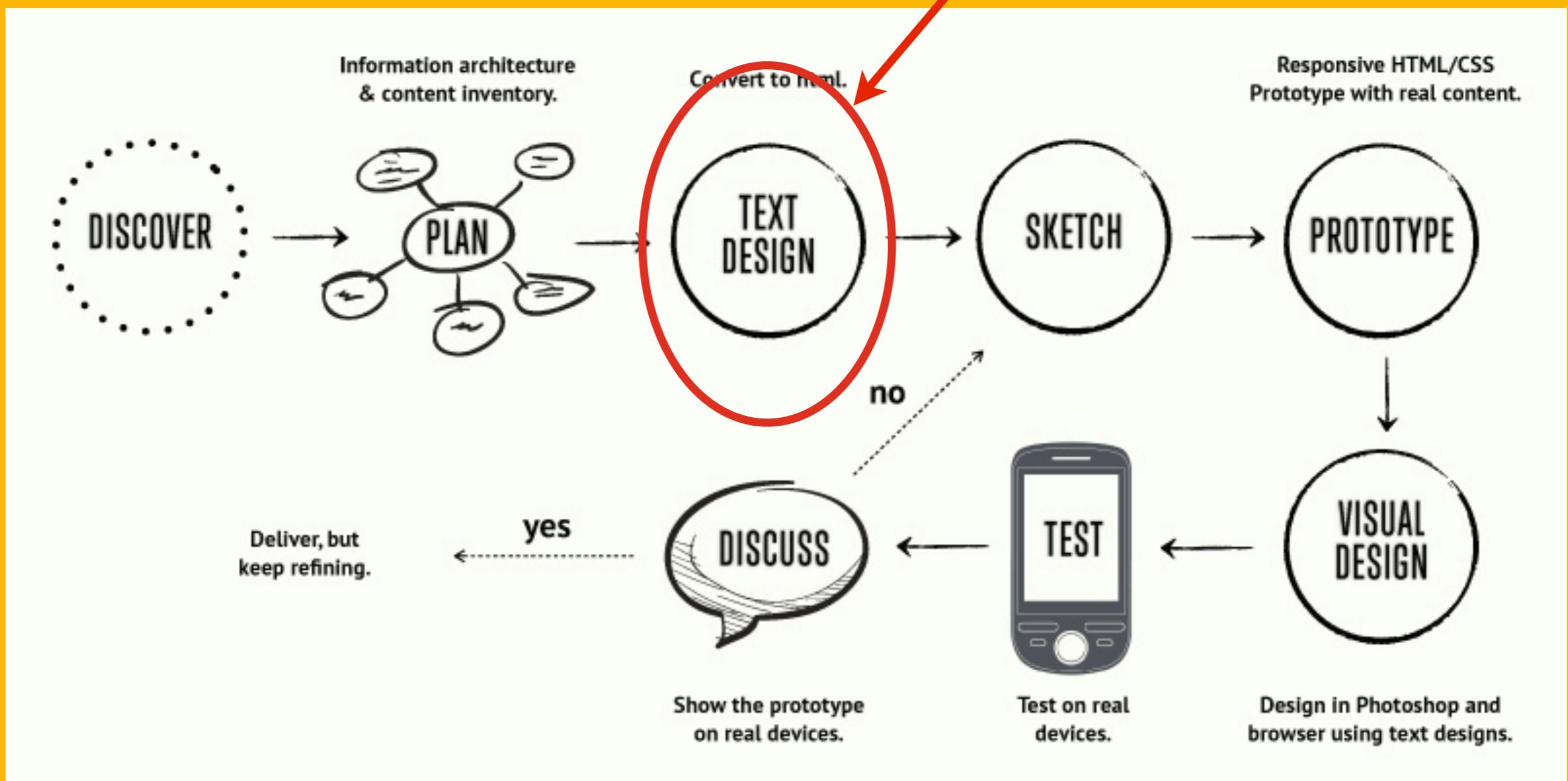
Plan

Sketch

Lo-fi HTML Prototype

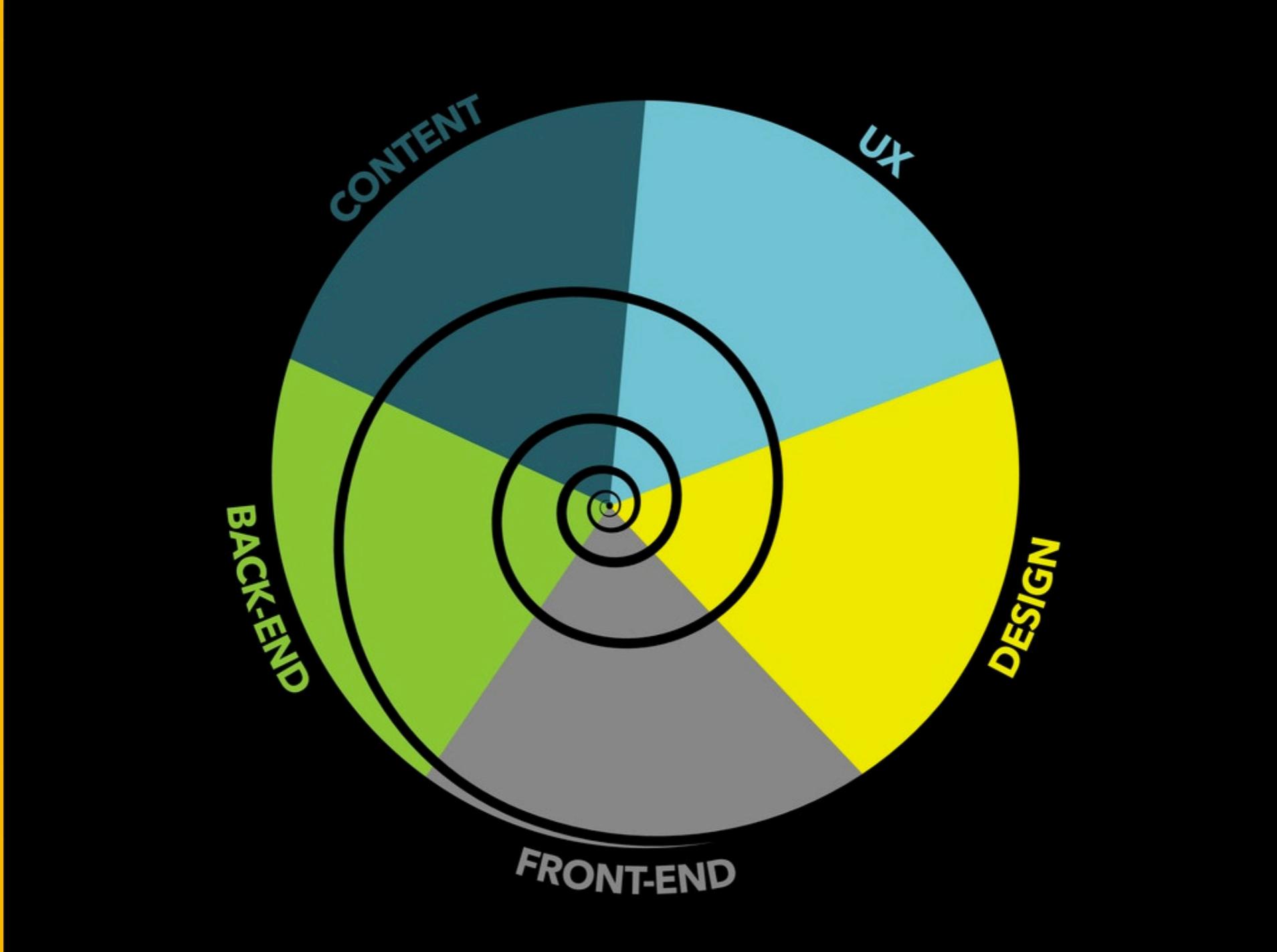
Increase Fidelity

Iterate/Talk



“Responsive Workflow,” by Viljami Salminen

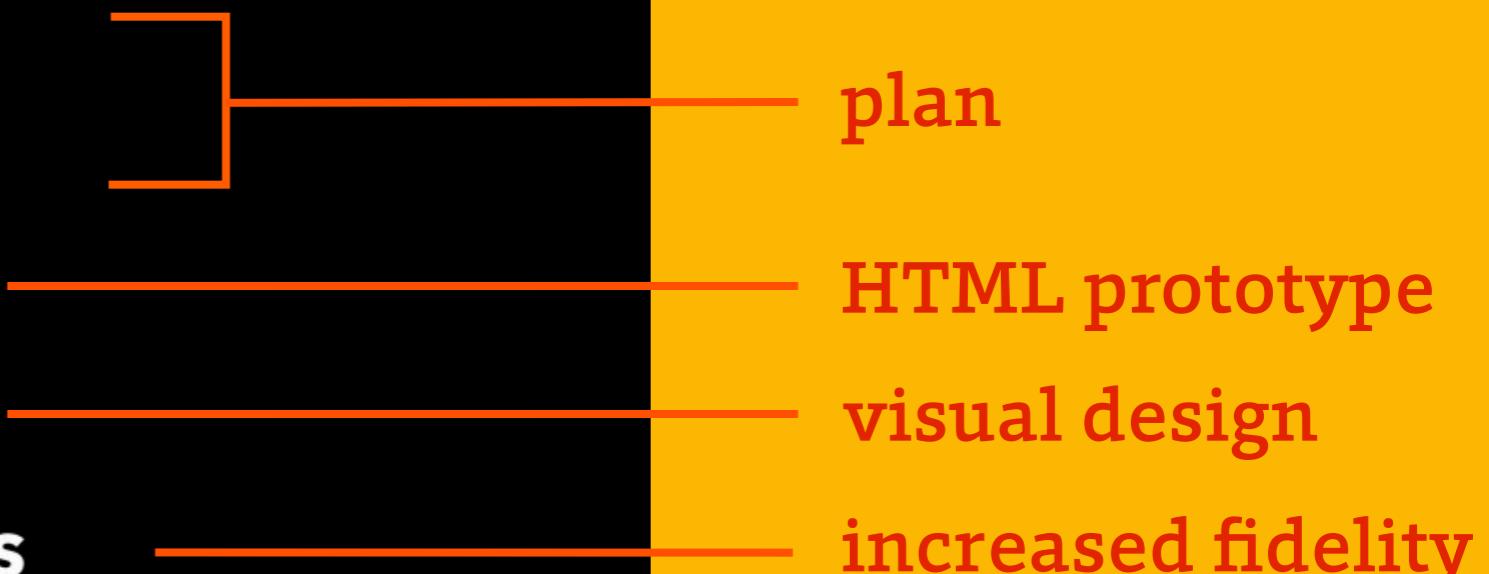
viljamis.com/blog/2012/responsive-workflow/



"Web Design Process in a Responsive World," by Ben Callahan

Our Deliverables

- ▶ **Research Deliverables**
- ▶ **Content Deliverables**
- ▶ **Priority Deliverables**
- ▶ **Style Deliverables**
- ▶ **Functional Deliverables**



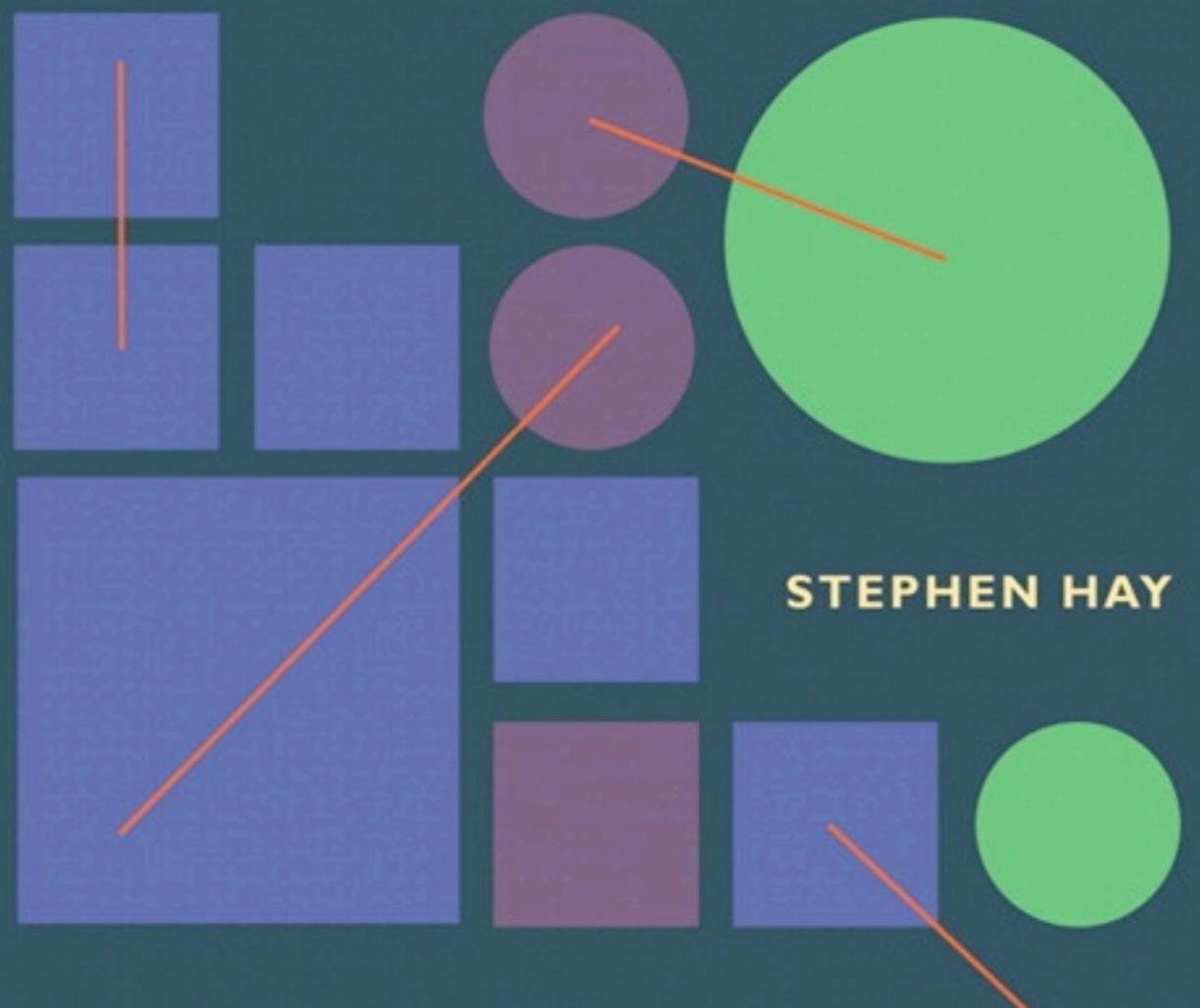
“Web Design Process in a Responsive World,” by Ben Callahan

RESPONSIVE WORKFLOW: 10 STEPS

1. Content inventory ————— **plan**
2. Content reference wireframes
3. Design in text (*structured content*)
4. Linear design
5. Breakpoint graph
6. Design for various *breakpoints*
7. HTML design prototype ————— **increase fidelity**
8. Present prototype screenshots
9. Present prototype after revision ————— **client deliverables**
10. Document for production ————— **developer deliverable**

“Responsive Design Workflow,” by Stephen Hay

RESPONSIVE DESIGN WORKFLOW



by Stephen Hay

Plan

Sketch

HTML Prototype

Increase Fidelity

Iterate/Talk

FROM

A website is made of pages.

TO

A website is a system.

Plan (Content First)

- Start with content, real or representative
- Identify all content types and components
- Treat content as modules
- Assign priority to every content type

Content deliverables

- Content type inventory
- Content priority document

Plan

Sketch

HTML Prototype

Increase Fidelity

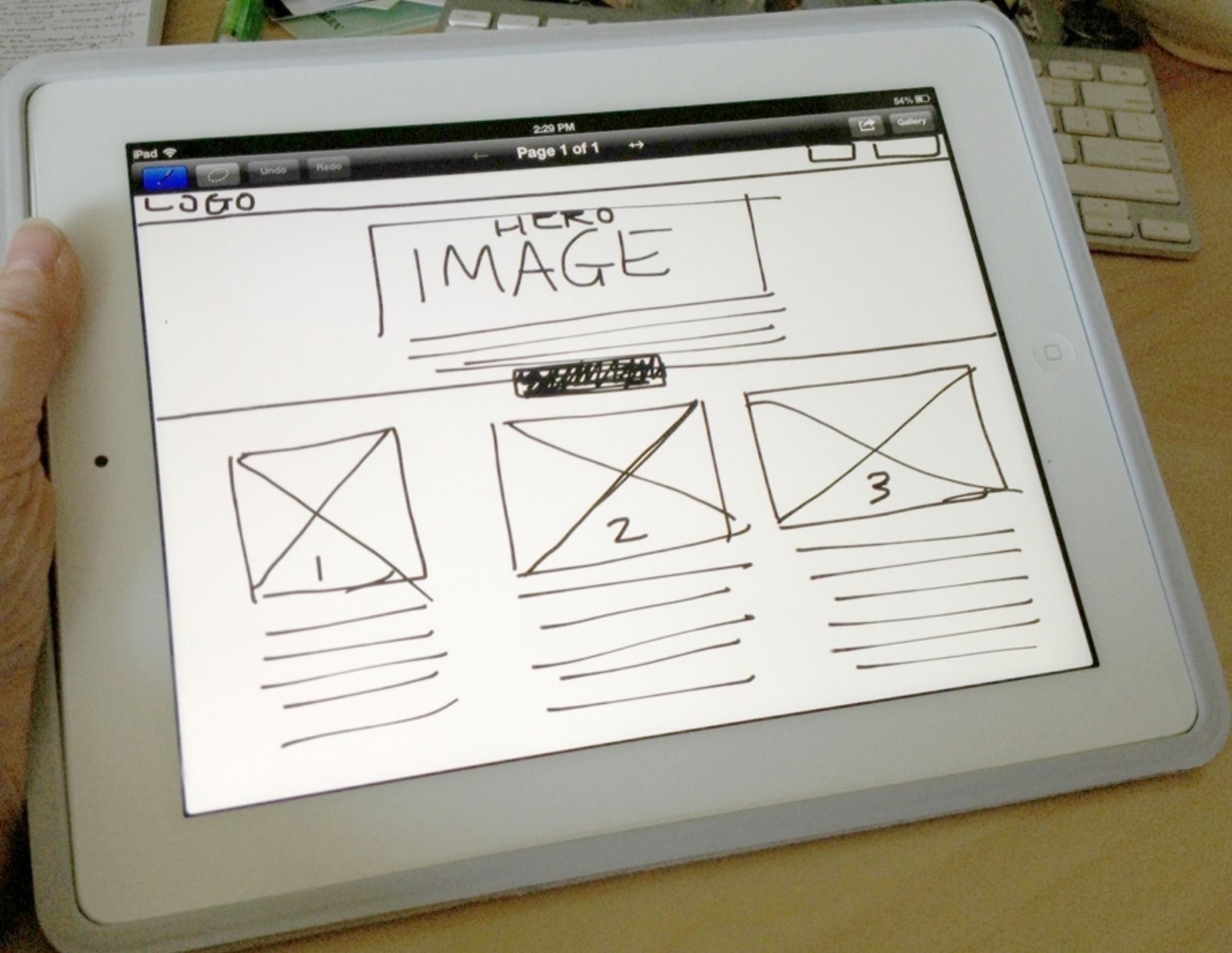
Iterate/Talk

"Ideas want to be ugly."

—Jason Santa Maria



PROJECT NOTES



Normally, you'd whip up some wireframes
right about now, but...

FROM

Wireframe diagrams

TO

HTML prototypes

Plan

Sketch

HTML Prototype

Increase Fidelity

Iterate/Talk

HTML Prototypes

- Prioritized content
- Minimally styled
- NOT necessarily production quality
- Shows basic layout, navigation, interactivity

Let's talk layout.



JEN SIMMONS

Advantages of Prototypes

- Can begin testing on various devices
- Gives the client a more realistic experience
- Saves time overall
- May provide a head-start on production

Prototyping Tools

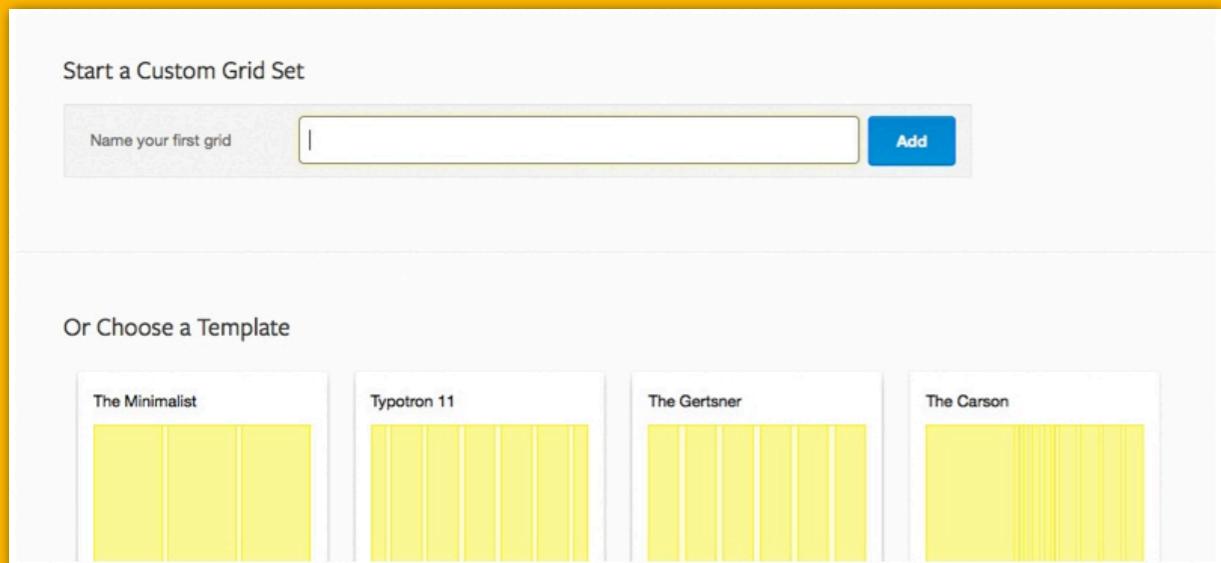
Grid Systems

Start a Custom Grid Set

Name your first grid Add

Or Choose a Template

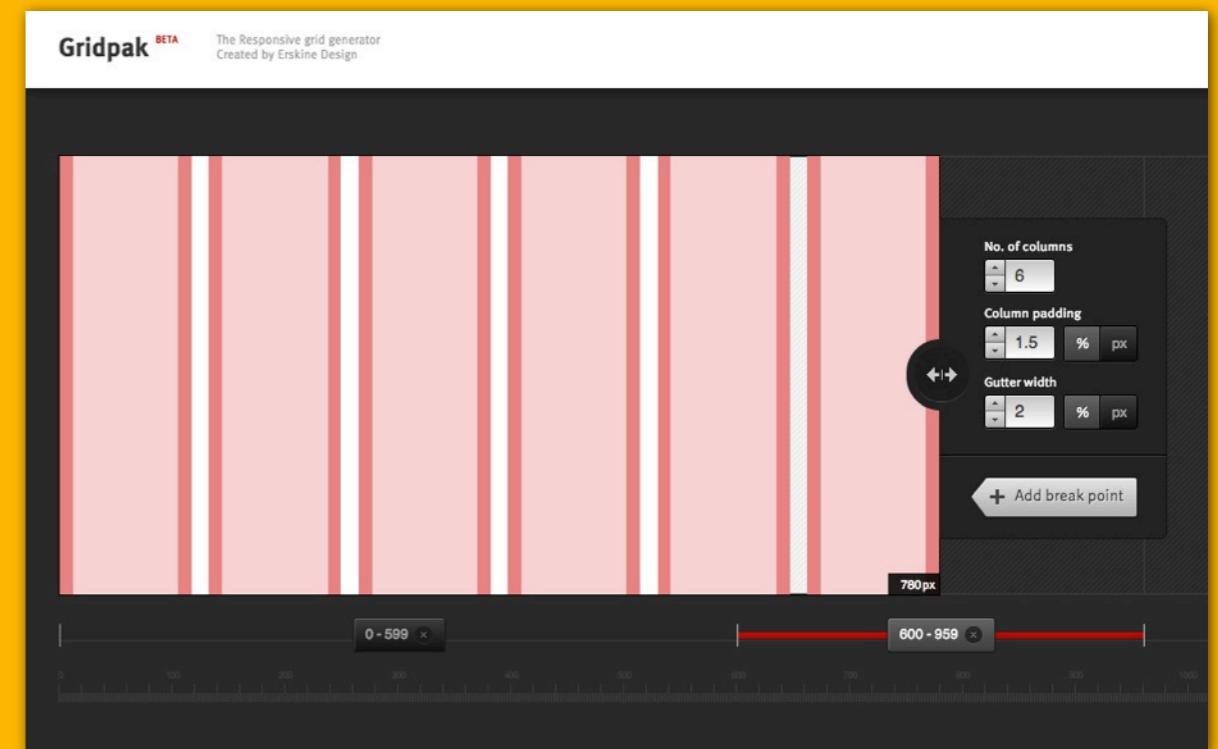
The Minimalist Typotron 11 The Gertsner The Carson



Gridset

Gridpak BETA The Responsive grid generator
Created by Erskine Design

No. of columns: 6
Column padding: 1.5 % px
Gutter width: 2 % px
Add break point



Gridpak

Prototyping Tools Responsive Frameworks

- Foundation
- Bootstrap
- Proty
- Skeleton
- 320 and Up
- Jeet

Let's take 'em for a spin.



JARED PONCHOT

Plan

Sketch

HTML Prototype

Increase Fidelity

Iterate/Talk

Visual Layer

- Color and texture
- Imagery
- White space
- Typographic treatments

Give web fonts a try!



JASON PAMENTAL

**CREATE VS.
COMMUNICATE**

Nobody panic.



~~"You suck at
photoshop."~~

DAN ROSE

Creative Exploration

- “**Design in Browser**”



[Speaking Engagements](#) [FAQ](#)

I can't design in the browser

FEBRUARY 21, 2012

It's a guilty secret I've been harbouring for about a year, I cannot design directly into the browser. My creative brain switches at the point when I open my html/css editor (Espresso), and starts thinking in terms of structure and how to achieve the look of my design using as much native CSS

...my designs end up suffering, looking boxy, bland and uninspiring.

—Sarah Parmenter

the bottom at the best of times. A client saying “Can I just change that blue, to a slightly different shade” invoking fear amongst Photoshoppers, whilst designers-in-the-browser laugh at our stone-age tools. *Aside- Why Adobe have never implemented global changes a’la InDesign, I’ll never know.* Seconds later, they have a new blue, across an entire site while we sit changing manually. It’s a labor intensive process at times.

Creative Exploration

- “Design in Browser” w/ CSS
- **Photoshop/Fireworks/Illustrator
then move to browser a.s.a.p.**

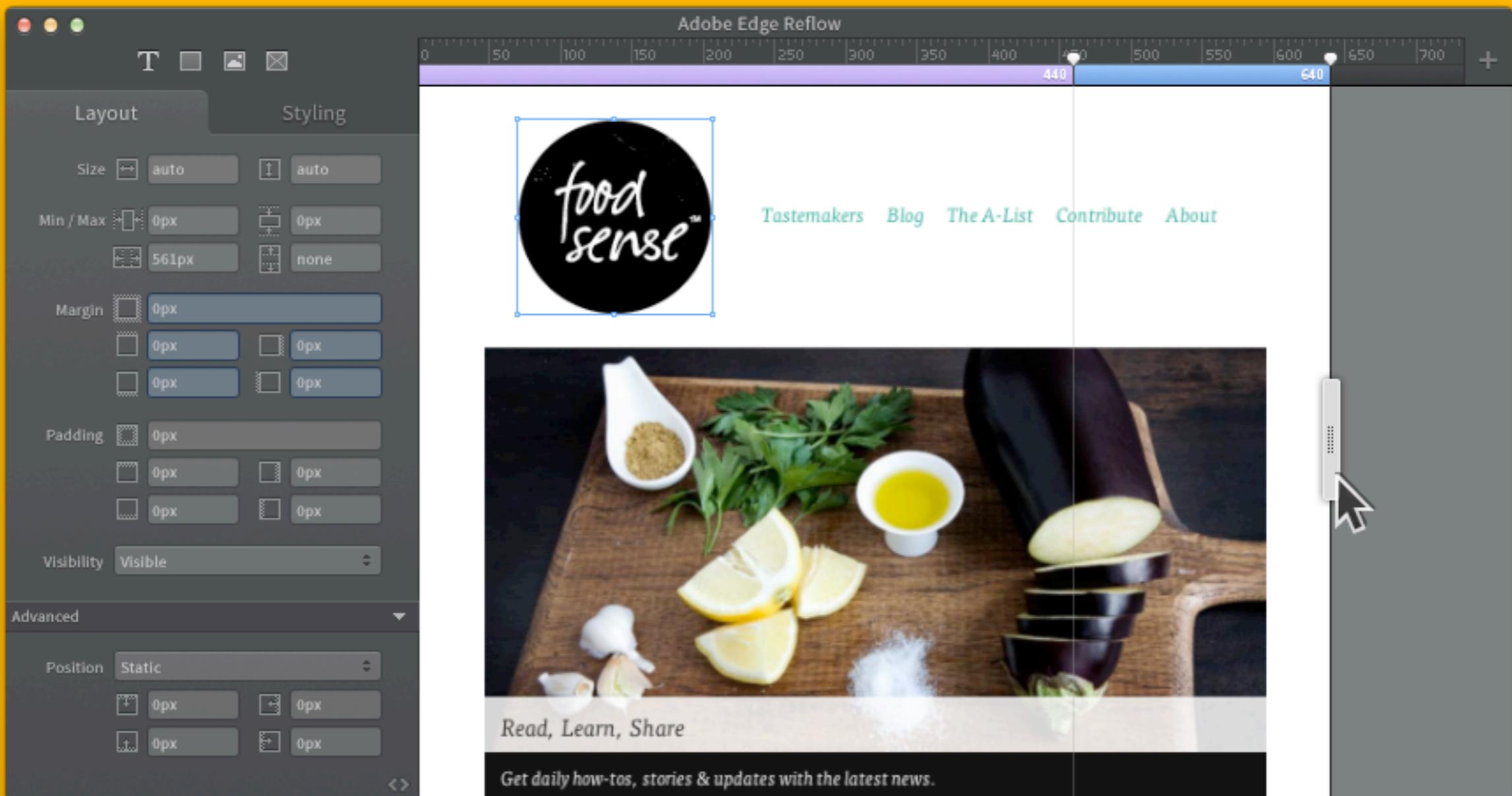
“Let’s change the phrase
‘designing in the browser’ to
‘deciding in the browser.’”

—Dan Mall

Creative Exploration

- “Design in Browser” w/ CSS
- Photoshop/Fireworks/Illustrator
then move to browser a.s.a.p.
- **Visual responsive layout tool**

Adobe Edge Reflow



html.adobe.com/edge/reflow

Macaw



The screenshot shows the Macaw interface with a live preview of a website for "ROCK CREEK AVIARY". The website features a large image of a macaw's head and shoulders. The navigation bar includes links for "HOME", "EXHIBITS", "EDUCATION", "DONATE", and "ABOUT". On the right side of the interface, there is a toolbar with various icons and a sidebar containing "INSPECTOR", "OUTLINE", and "LIBRARY" tabs. The "INSPECTOR" tab is active, showing settings for a selected element: "Type: text", "Element ID: Morph...", "POSITION": "11 0 0 0", and "DIMENSIONS": "33.917 % auto". A yellow button labeled "Watch the Sneak Peek video!" is visible above the preview window. At the bottom of the preview, there is a call to action: "Want to get Macaw before anyone else? Support our Kickstarter Campaign!". The footer of the interface includes social media links for Twitter, Facebook, and Email, along with copyright information: "© 2013 Macaw, LLC".

macaw.co

Froont

FROONT

FAQ Terms and privacy Register Log in

Responsive web design, the visual way

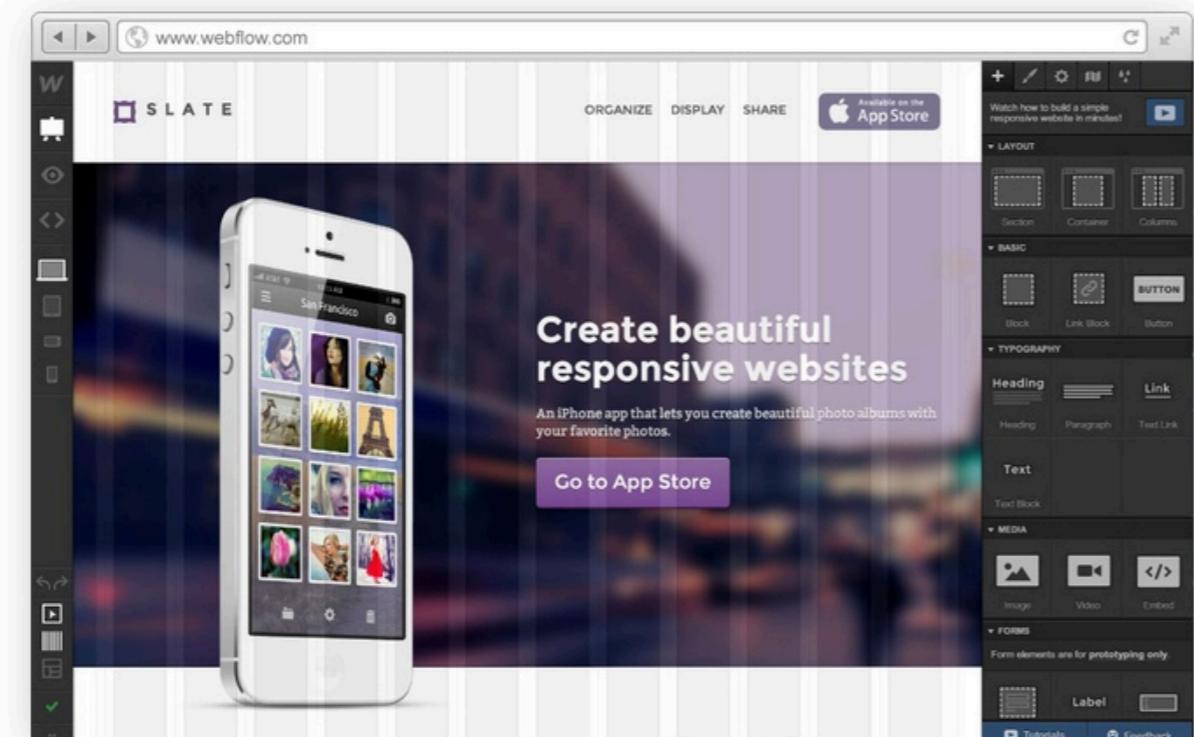
Design websites directly in the browser with a simple drag and drop interface

The screenshot shows the Froont web editor interface. At the top, there's a navigation bar with the 'FROONT' logo, a search bar containing 'http://www.froont.com/ocean-beach', and a responsive grid layout with columns labeled 1020, 768, 320, 320, 320, and 1020. Below the grid, a central area contains a circular image of a hand holding a camera. To the left of the image is a toolbar with icons for text ('T'), image ('IMAGE'), video ('VIDEO'), and other design elements. A horizontal slider indicates a width of 26%. To the right of the image is a 'PROPERTIES' panel. The 'POSITION' tab is selected, showing 'Type Properties' with font styles (B, U, I) and a dropdown menu set to 'Abril Fatface'. Other settings include 'Font-size' (1em), 'Line-height' (1em), 'Letter spacing' (0em), 'Font color' (#2c2c2c), 'Background' (#ffff), and 'Col. count' (set to 1). The overall background of the editor is white with a light gray grid.

See how it works

froont.com

Webflow



The screenshot shows the Webflow website's login page. At the top right is a "Log In" button. Below it is the "webflow" logo. To the left of the logo is a large image of a smartphone displaying a website for "SLATE". The phone screen shows a grid of photos and the text "Create beautiful responsive websites". On the right side of the phone screen is a sidebar containing various web development tools like "ORGANIZE", "DISPLAY", "SHARE", and "Available on the App Store". Below the phone is a sidebar with icons for "LAYOUT", "BASIC", "TYPOGRAPHY", "MEDIA", and "FORMS". At the bottom of the phone screen is a purple "Go to App Store" button. To the right of the phone is a white area with the text "Design responsive websites visually." and two input fields for "Email" and "Password". Below these fields is a blue button with the text "Get started. It's free!". At the bottom of this section is a small note: "By continuing, you agree to Webflow's [Privacy Policy](#) and [Terms of Use](#)".

Log In

webflow

Design responsive websites visually.

Email

Password

Get started. It's free!

By continuing, you agree to Webflow's
[Privacy Policy](#) and [Terms of Use](#).

webflow.com

FROM

**“Design” begins and ends
in Photoshop**

TO

Designing with CSS

Let's talk deliverables...

Static mockups don't
cut it anymore.

“...like bringing a knife to a gunfight.”

—Andy Clarke

<https://speakerdeck.com/u/malarkey/p/bringing-a-knife-to-a-gunfight>

Static mockup drawbacks

- Don't display web fonts accurately
- Can't show flexible/responsive layouts
- Don't show interactions and transitions
- Set wrong expectations
- Design changes are time-consuming

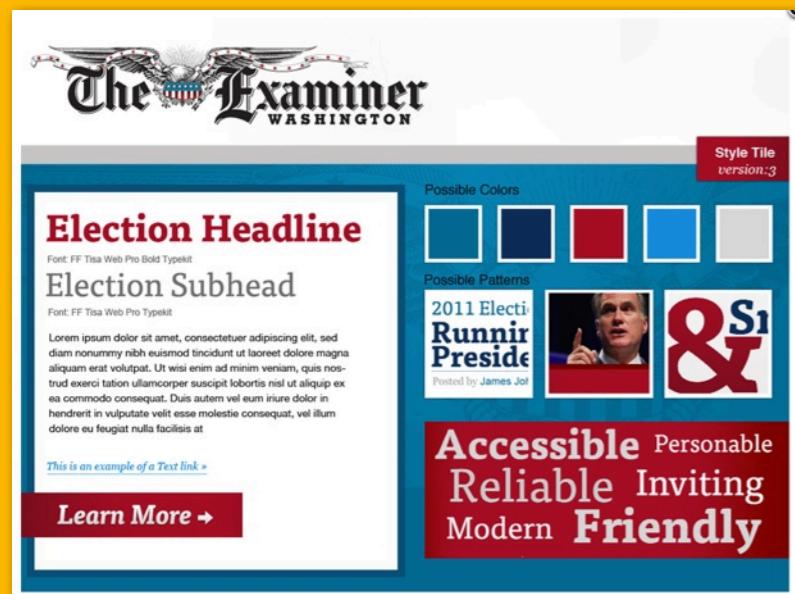
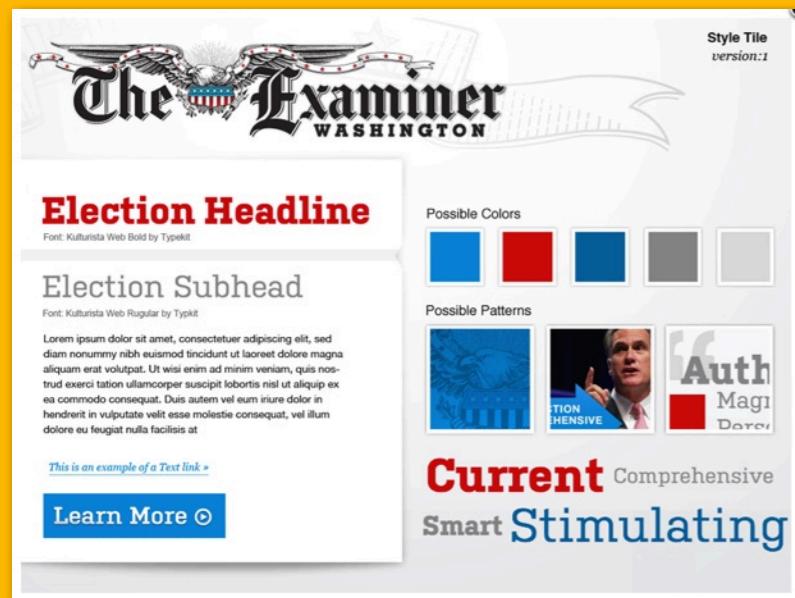




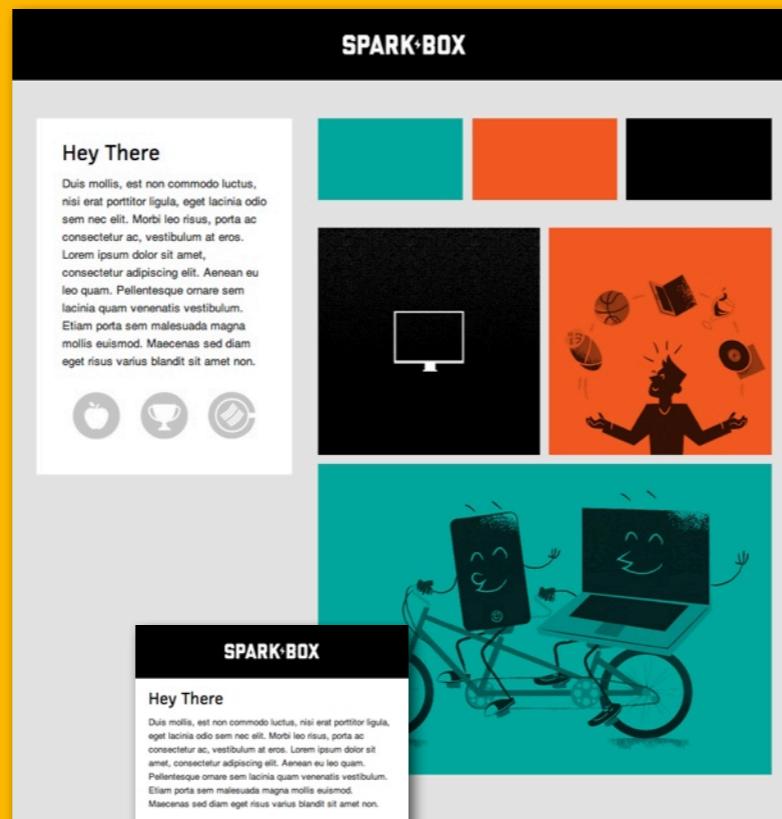
Design deliverables

- **Style exploration**

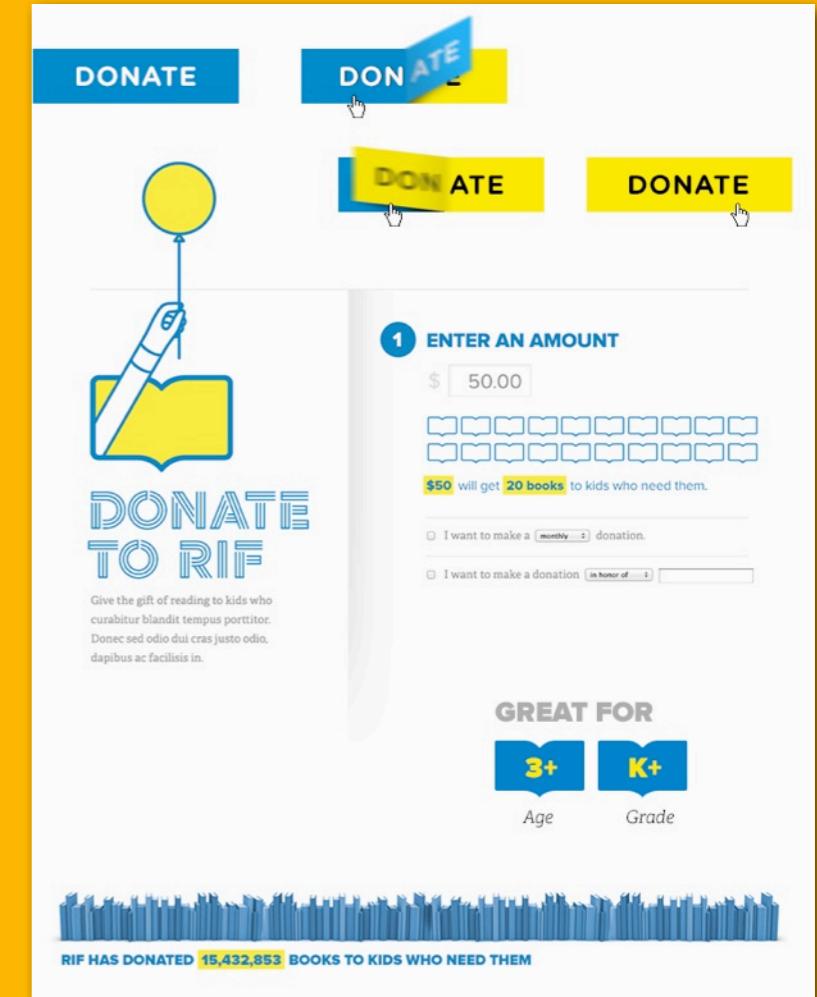
style tiles



style prototypes



element collage





YESENIA
PEREZ-CRUZ



BEN CALLAHAN

style tiles

The Examiner WASHINGTON

Election Headline
Font: Kulturista Web Bold by Typekit

Election Subhead
Font: Kulturista Web Regular by Typekit

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBI EUISMOD INCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERA VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPUS SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRURE DOLOR IN HENDERIT IN VULPitate VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISAT.

Possible Colors: Blue, Red, Teal, Grey
Possible Patterns: Stripes, Grid, Solid

style prototypes

SPARK BOX

Hey There

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

Etiam porta sem malesuada magna mollis euismod. Maecenas sed diam eget risus varius blandit sit amet non.

Icons: Computer monitor, Basketball, Book, CD, Trophy, Apple, Phone, Camera

element collage

DONATE

DONATE

DONATE

DONATE

1 ENTER AN AMOUNT
\$ 50.00

Design deliverables

- Style exploration (independent of layout)
- **High-fidelity prototype**



not
necessarily
this

Photo by Brad Frost

Design deliverables

- Style exploration (independent of layout)
- High-fidelity prototype (for testing)
- **Image assets**



ALIQUIATARI

Mo pixels?
No problem!

Issue №
362

Publis.

Design · 27 Comments

Mobile devices are following the trend: displays are starting to look

and desktops and laptops are increasing pixel-density, or “Retina,” in respect, our websites are beginning to move in the knee-jerk direction of figure out the most

DAVE RUPERT

Design deliverables

- Style exploration (independent of layout)
- High-fidelity prototype (for testing)
- Image assets (think of performance)
- **Style guides!**

Style Guides/Pattern Libraries

- Documents every content component
- Describes how they are used
- HTML markup, CSS styles, scripts
- Describes what happens on resizing

BBC Global Experience Language (GEL)

03 Foundations Module Structure

The content of a module is flexible.

Promo and text links	Media clips	Promos	Visual listings
<p>Module title</p>  <p>Lore ipsum dolor sit amet, adipiscing body text 16pt</p> <p>Lore ipsum dolor sit link title</p> <p>Lore ipsum dolor sit link title</p> <p>Lore ipsum dolor sit link title</p> <p>More links (16pt)</p>	<p>Module title</p>  <p>Lore ipsum dolor sit amet, adipiscing body text 16pt</p>  <p>Lore ipsum dolor sit amet, adipiscing body text 16pt</p> <p>More links (16pt)</p>	<p>Module title</p>  <p>Lore ipsum dolor sit amet, adipiscing body text 16pt</p>  <p>Lore ipsum dolor sit amet, adipiscing body text 16pt</p>  <p>Lore ipsum dolor sit amet, adipiscing body text 16pt</p> <p>More links (16pt)</p>	<p>Module title</p>    <p>More links (16pt)</p>
<p>Visual listings extended</p> 	<p>Text</p> <p>Module title</p> <p>Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p> <p>More links (16pt)</p>	<p>Links</p> <p>Module title</p> <p>Lore ipsum dolor sit link title</p> <p>More links (16pt)</p>	<p>Quote</p> <p>“ If we lose reefs we lose an opportunity to create new species by evolutionary processes”</p> <p>Wolfgang Kiessling Humboldt University</p>
			<p>This example shows a module without a title additional 'more links'. The quotation is in</p>

03 Foundations The Masthead

The following illustrates how the menu dropdown opens.

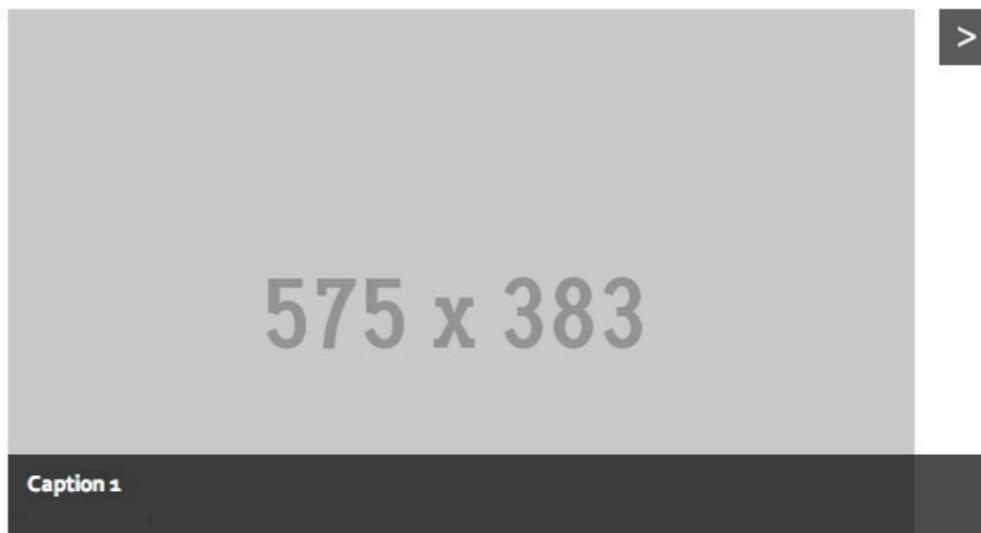
BBC		Sign in	Close	Search
News	Sport			
Weather	iPlayer			
TV	Radio			
Entertainment	CBBC			
CBeebies	Food			
Health	Music			
Travel	Lottery			
Full A-Z				

BBC		Sign in	Close	Search
News	Sport	Weather		
iPlayer	TV	Radio		
Entertainment	CBBC	CBeebies		
Food	Health	Music		
Travel	Lottery	Full A-Z		

BBC		Sign in	News	Sport	Weather	Close	Search
iPlayer	TV	Radio				Entertainment	
CBBC	CBeebies	Food				Health	
Music	Travel	Lottery				Full A-Z	

Starbucks

Promo Layout D



Summary Headline

There are, of course, the Opus Collections, which focus on artists who've created momentous bodies of work. Your Peggy Lee. Your John Coltrane. Your John Lennon. Finally, there are compilations created to complement a mood or moment in time – perhaps a 4th of July patio party or, in the case of our new collection, *Sunrise*, mornings when there's time to settle in with a cup of coffee and the morning paper.

Blocks Three-Up

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304 x 120

304 x 120

304 x 120

South Tees Hospital

Success Message

 This is a success message

HTML code

```
[message type="success"]This is a success message[/message]
```

[Back to top](#)

Warning Message

 This is a warning message!

HTML code

```
[message type="warning"]This is a warning message![/message]
```

[Back to top](#)

Bullet List

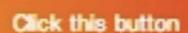
- Duis et augue in purus condimentum condimentum eget eget odio.
- Maecenas vel nisi quam.
- Nullam in orci sit amet.
- In lacin lobor, egestas eget venenatis vitae, posuere porttitor elit. Vivamus vel tristique magna.

HTML code

```
<ul>
<li>Duis et augue in purus condimentum condimentum eget eget odio.</li>
<li>Maecenas vel nisi quam.</li>
```

[Back to top](#)

Feature Button

 Click this button

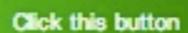
HTML code

```
[button type="feature" href="/services"]Click this button[/button]
```

or

[Back to top](#)

Feature Button (alternative)

 Click this button

HTML code

```
[button type="feature-alt" href="/services"]Click this button[/button]
```

or

[Back to top](#)

Highlight Badge



Shortcode

```
[badge type="highlight" href="/services"]Donate now![/badge]
```

[Back to top](#)

gim.ie/fZyK

Compiled by Anna Debenham

Let's not
stop there.

ANDY PRATT



Plan

Sketch

HTML Prototype

Increase Fidelity

Iterate/Talk

FROM

“TA DA!”

TO

Clients as collaborators.

CODING

[CSS](#)[HTML](#)[JavaScript](#)[Techniques](#)

DESIGN PROCESS

Encouraging Better Client Participation In Responsive Design Projects

By [Andy Clarke](#)



September 28th, 2012



[Web Design](#), [Workflow](#)



[27 Comments](#)

DESIGN

[Web Design](#)[Typography](#)[Inspiration](#)[Business](#)

Last week at the fabulous [Smashing Conference](#) in Freiburg, I gave a new talk, one I'd written [just a few hours prior](#). I chose not to use slides, but instead to speak about three things that I'm incredibly enthusiastic about:

Advertisement

MOBILE

OCTOBER 16, 2012

Responsive Comping: Obtaining Signoff without Mockups

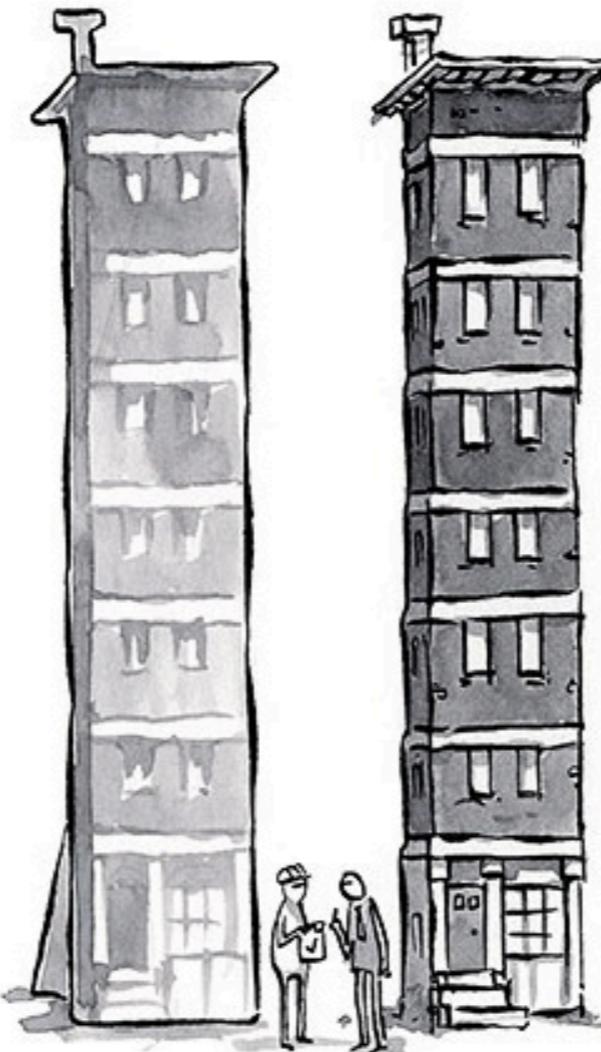
by MATT GRIFFIN

Published in: CSS, HTML5, Mobile, Mobile Design, Project Management and
Workflow[Discuss this article »](#) [Share this article »](#)

If you're making websites, chances are you've given some thought to what constitutes a responsive-friendly design process—and you've probably found that adding a mockup for every breakpoint isn't a sustainable approach.

At least, that's what happened at my company, [Bearded](#), where we had spent years creating websites in Photoshop or Illustrator, having those mockups approved by our clients, then recreating those designs with CSS.

Until now. A few months ago, we stopped making static image-based mockups in favor of designing with code. This is not a



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Snapshot

Our new, mockup-less web design process makes it easy to get that Photoshop monkey off your back, and have a fresh new beginning with your old friend the web browser.



BBEdit 10. A hundred new things. \$50. Really.

[Ad via The Deck](#)

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JEN SIMMONS

DREW CLEMENS



MATT GRIFFIN

KRISTIN ELLINGTON

SO...

Key characteristics of new workflow

Key characteristics of new workflow

- From waterfall to **agile process**
- From silo'd departments to **integrated teams**
- From pages to **systems** (content modules)
- From static deliverables to **working prototypes**
- From “Big Reveal” to **clients as collaborators**

Try something new!



KEVIN SHARON



SOPHIE SHEPHERD

A man with brown hair and blue eyes is wearing a white space suit with a clear helmet. A red, textured object resembling a brain is attached to the front of his chest. He has a surprised expression, with wide eyes and slightly parted lips. The background is a solid teal color.

...it's made out of PEOPLE!

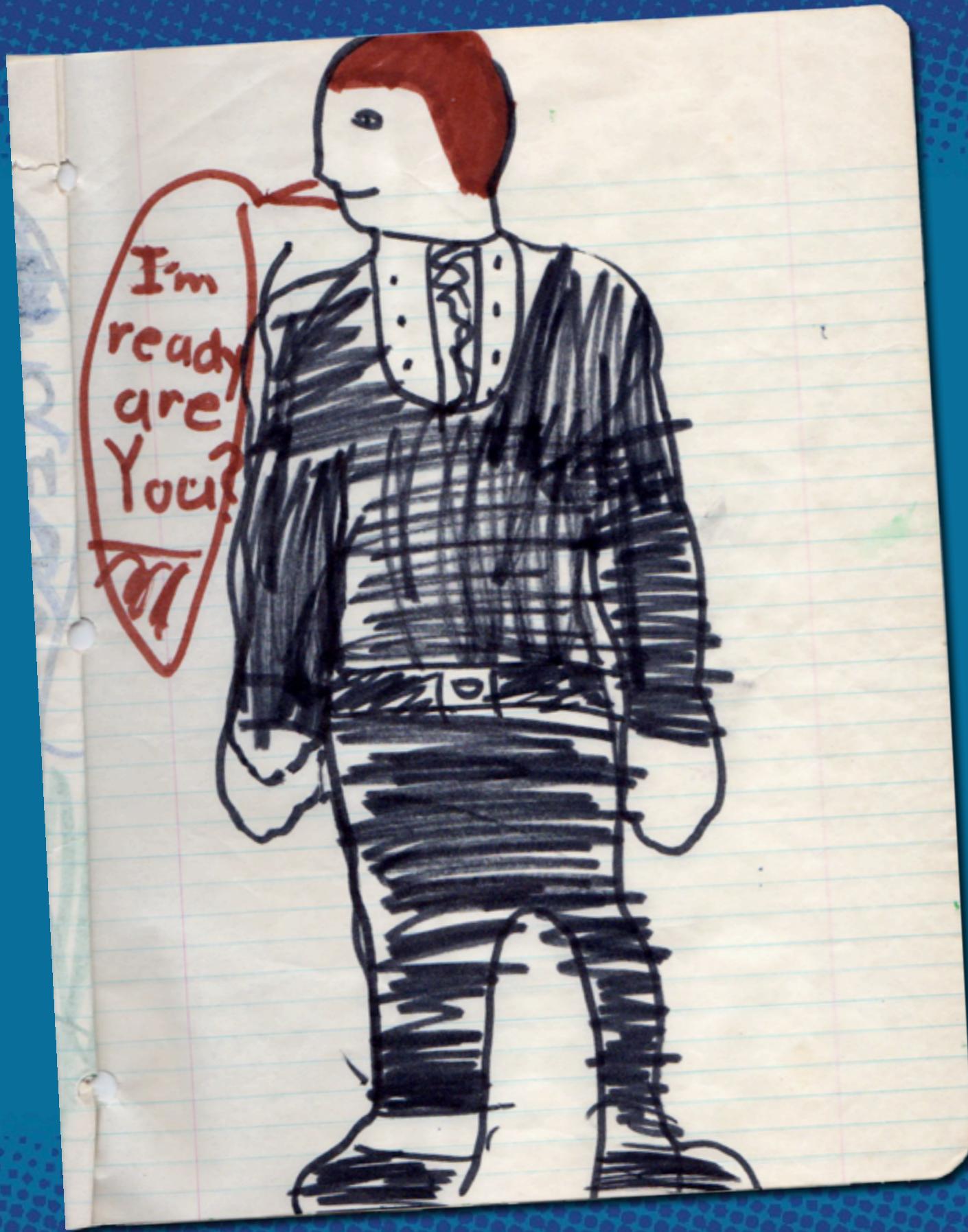
WHAT?

BRAD FROST

Keep trying things.

Keep sharing.

Enjoy ARTIFACT!



Excerpt from "Boys Are Sexxy"

I'm ready
are You?

thanks for listening!

Jennifer Robbins
@jenville

