DESIGNERS AND CODE

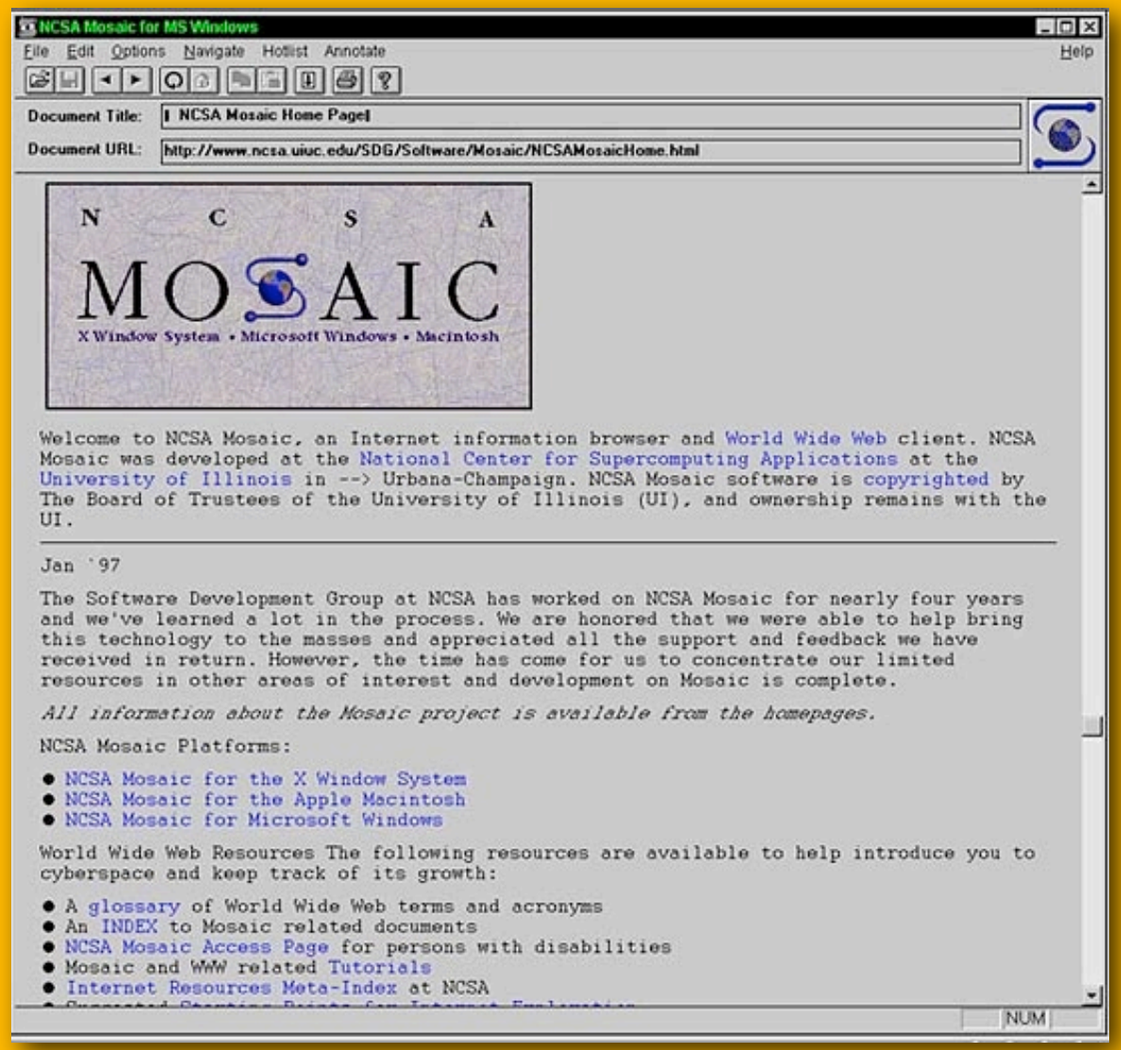
and workflows and stuff

Jennifer Robbins
@jenville

links: artfactconf.com/robbins

me, 1993

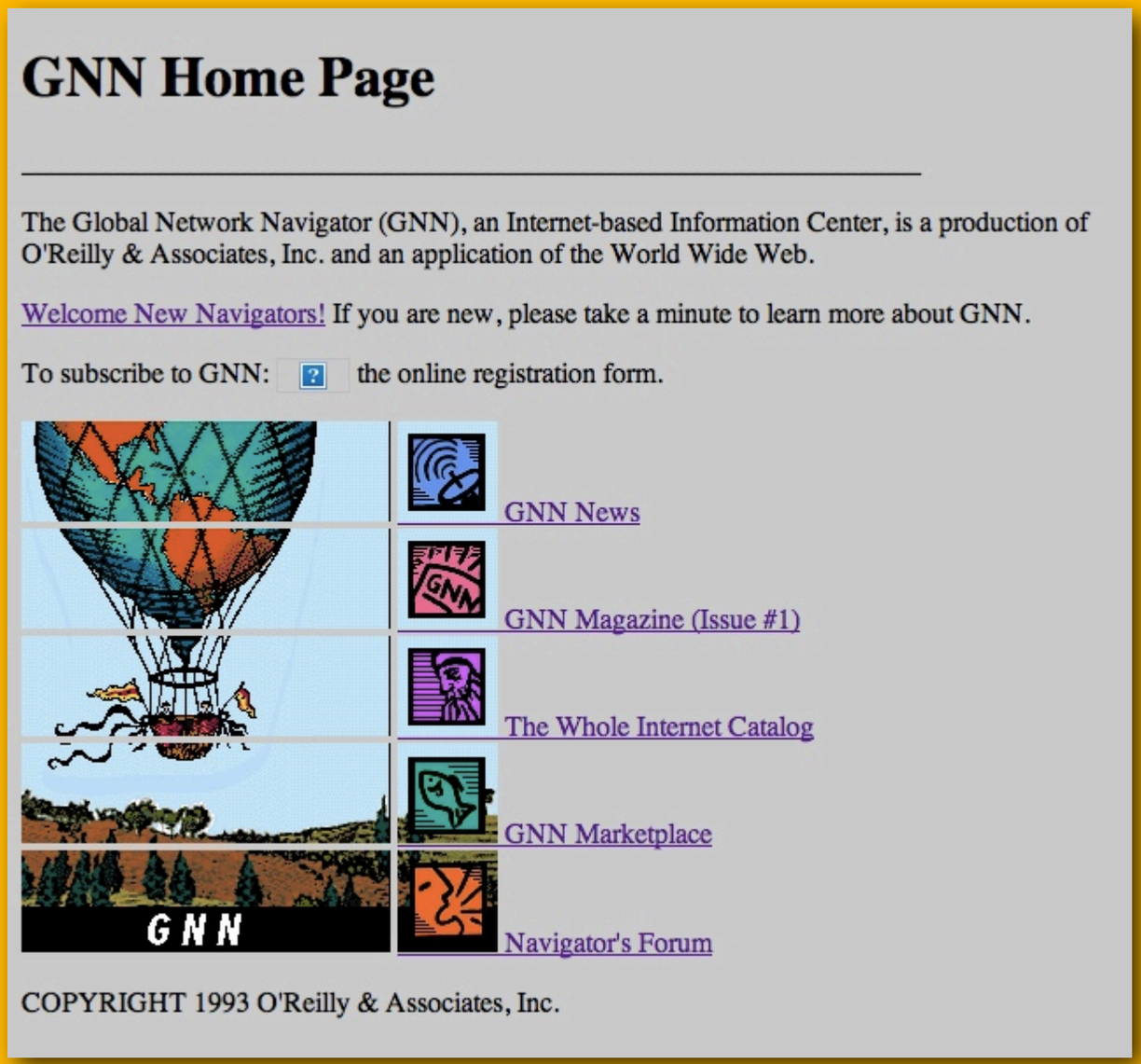
The World Wide Web in 1993



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

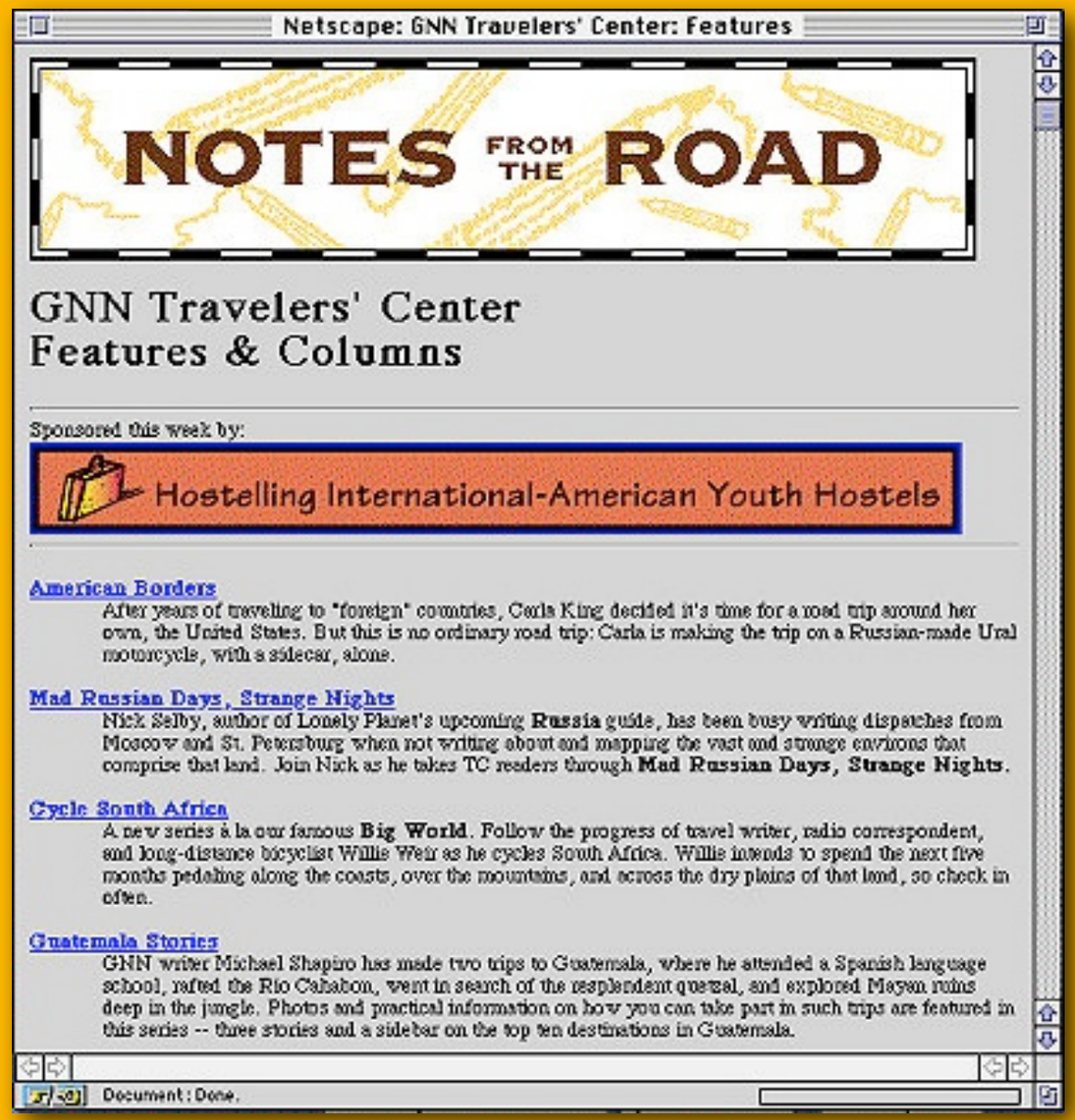
GNN Magazine (Issue #1)

The Whole Internet Catalog

GNN Marketplace

Navigator's Forum

COPYRIGHT 1993 O'Reilly & Associates, Inc.



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**.

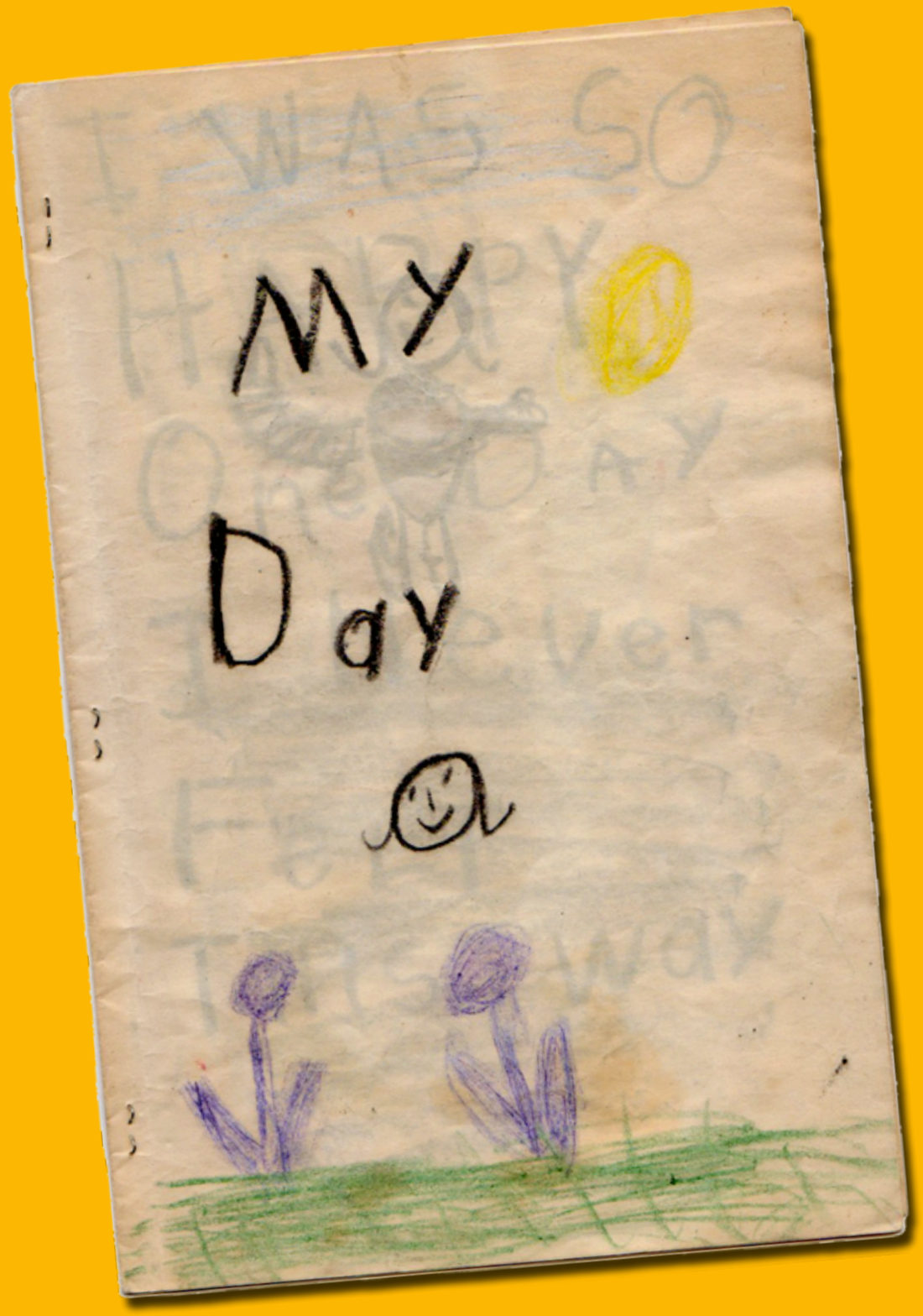
Cycle South Africa
A new series à la our famous **Big World**. Follow the progress of travel writer, radio correspondent, and long-distance bicyclist Willis Weir as he cycles South Africa. Willis intends to spend the next five months pedaling along the coasts, over the mountains, and across the dry plains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

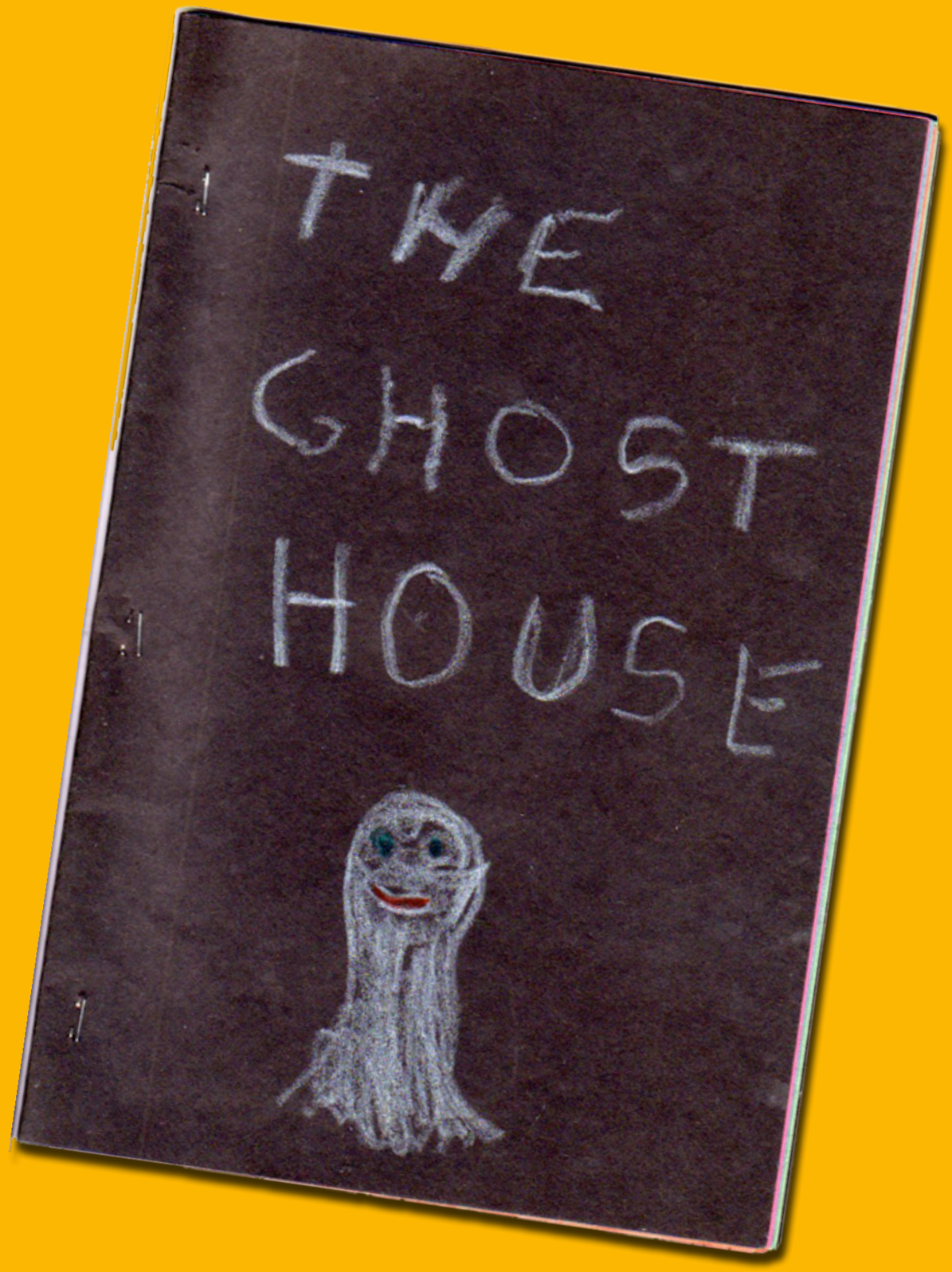
Guatemala Stories
GNN writer Michael Shapiro has made two trips to Guatemala, where he attended a Spanish language school, rafted the Rio Cahabon, went in search of the resplendent quetzal, and explored Mayan ruins deep in the jungle. Photos and practical information on how you can take part in such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

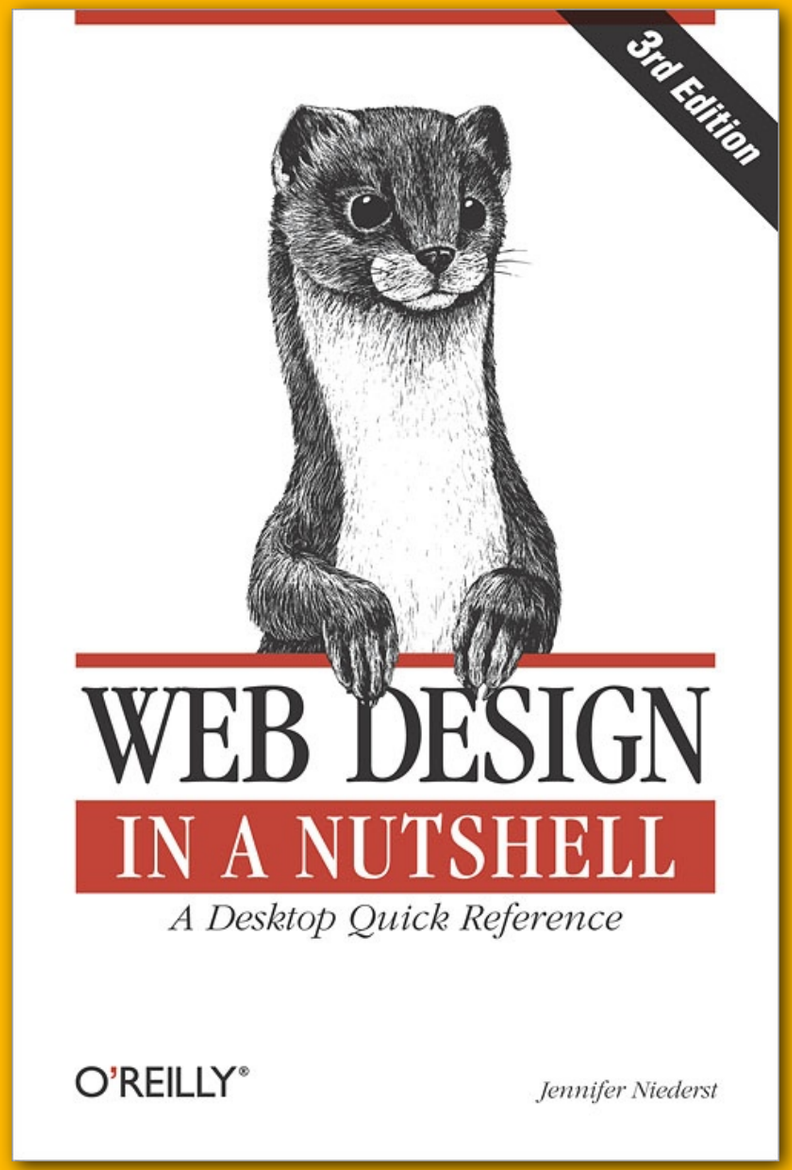
me, 5 years old

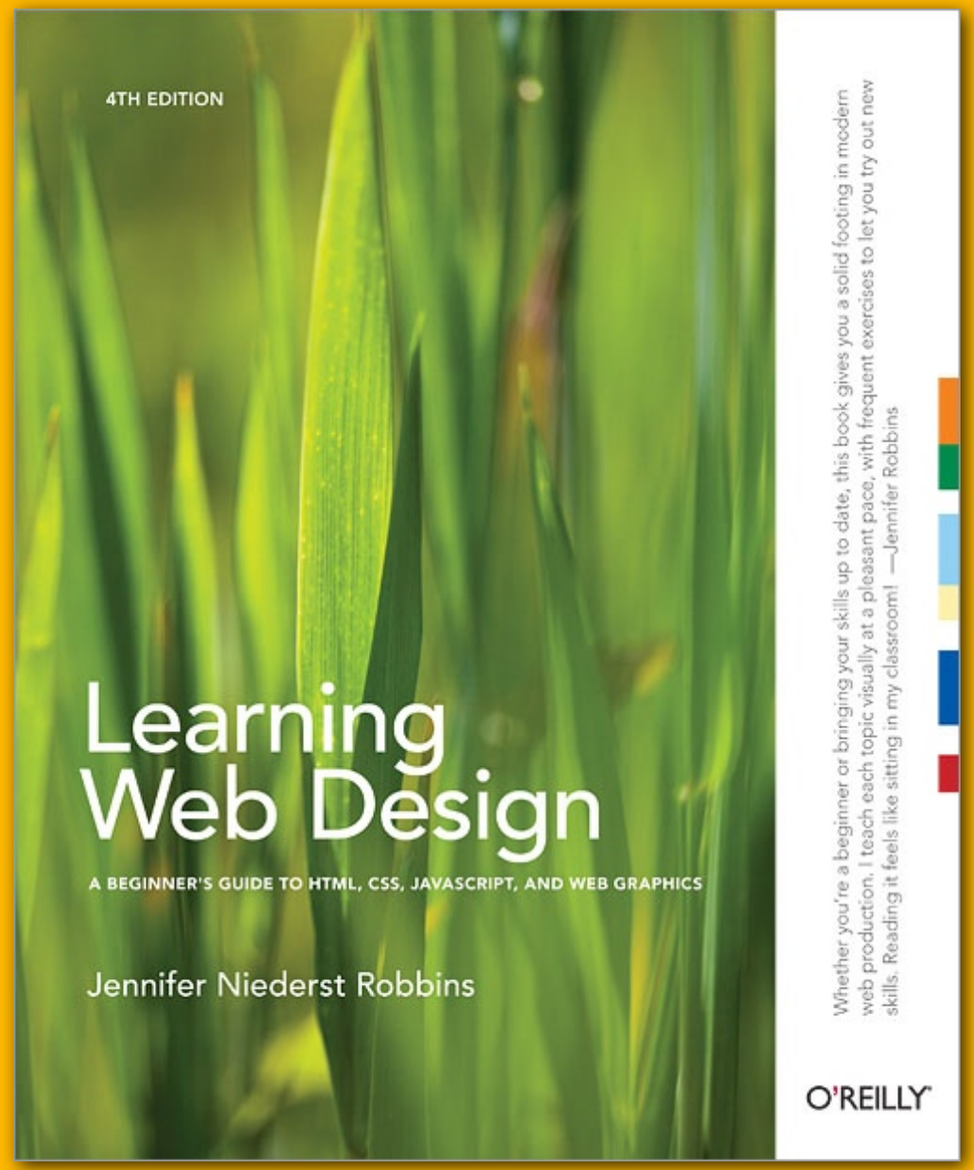

MY
Day

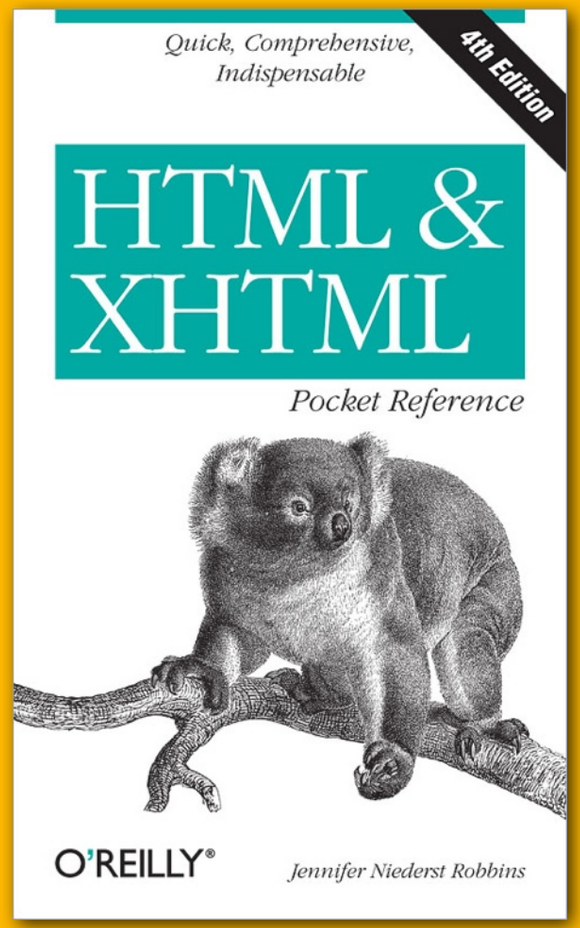

THE
GHOST
HOUSE

BOYS ARE SEXXY

By Jennifer T Niederst


3rd Edition
WEB DESIGN
IN A NUTSHELL
A Desktop Quick Reference
O'REILLY®
Jennifer Niederst


4TH EDITION
Learning
Web Design
A BEGINNER'S GUIDE TO HTML, CSS, JAVASCRIPT, AND WEB GRAPHICS
Jennifer Niederst Robbins
Whether you're a beginner or bringing your skills up to date, this book gives you a solid footing in modern web production. I teach each topic visually at a pleasant pace, with frequent exercises to let you try out new skills. Reading it feels like sitting in my classroom! —Jennifer Robbins
O'REILLY


Quick, Comprehensive,
Indispensable
4th Edition
HTML &
XHTML
Pocket Reference
O'REILLY®
Jennifer Niederst Robbins

HEAD-DESK

Change is hard.

I hear ya, Jen!

TRENT
WALTON

My 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
Reply to @jenville
Christopher Schmitt @teleject
29 Aug
@jenville I'm in!
Details
Details
11:17 AM

- 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

maintenance

idea

launch

User Experience (UX)

user interviews

personas

design strategies

idea

launch

scenarios

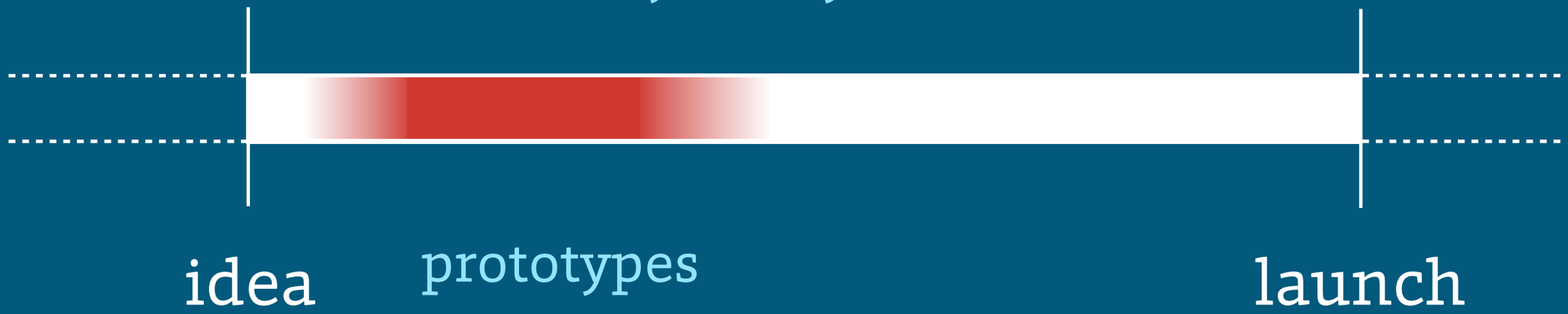
user stories

Information Architecture & Content Strategy

Interaction and UI Design

wireframes

user journeys



flow diagrams

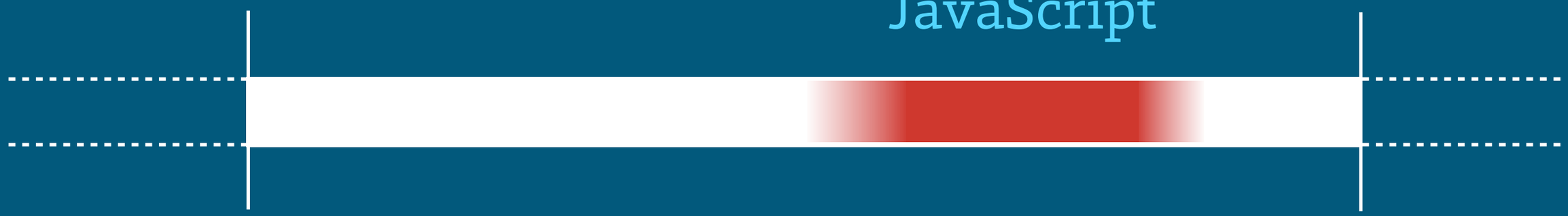
Visual Design

Frontend Development

HTML

CSS

JavaScript



idea

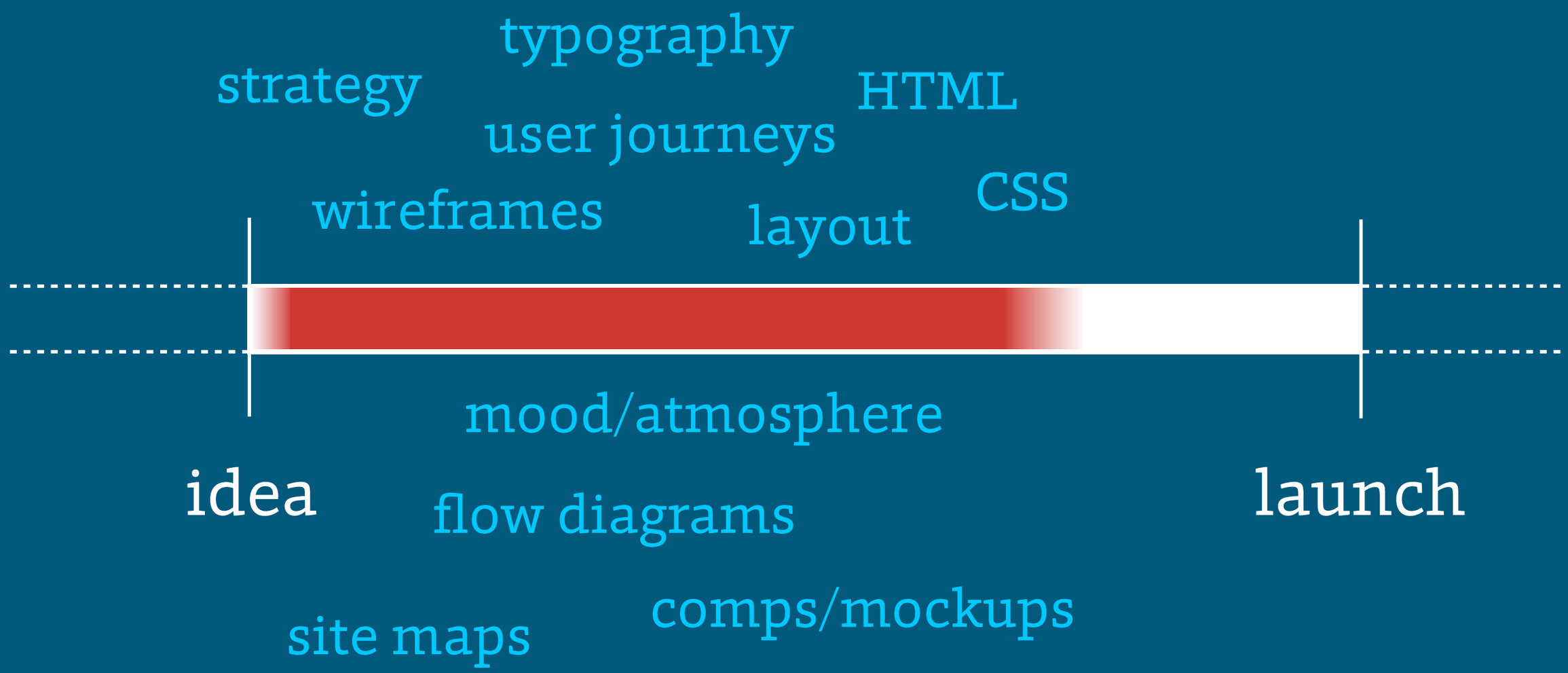
performance optimization

launch

accessibility

Backend & Server

Where I work...

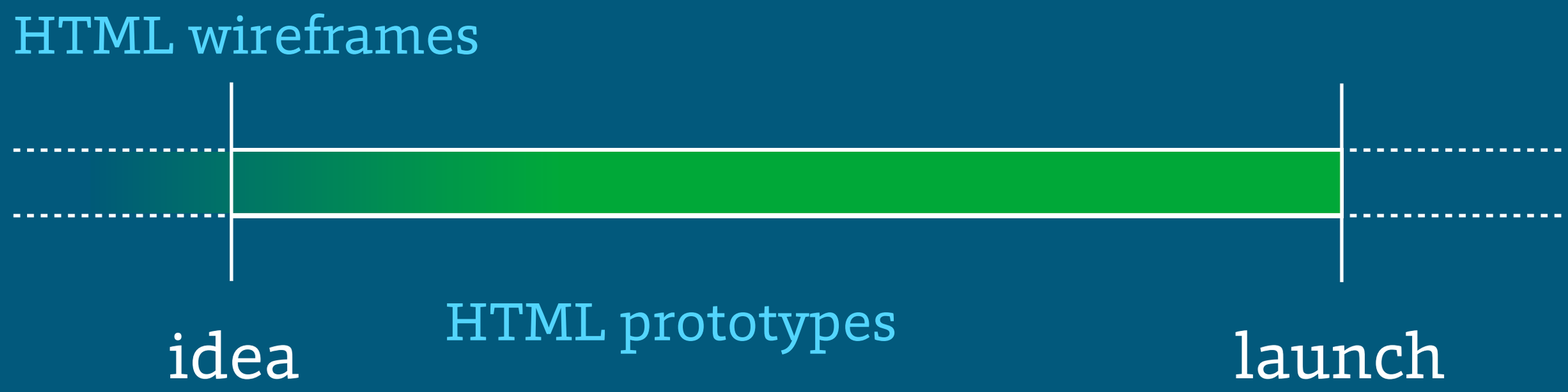

typography
strategy
HTML
user journeys
CSS
wireframes
layout
mood/atmosphere
idea
launch
flow diagrams
comps/mockups
site maps

idea
launch

idea

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

I'm seeing code move back into the design process



FROM

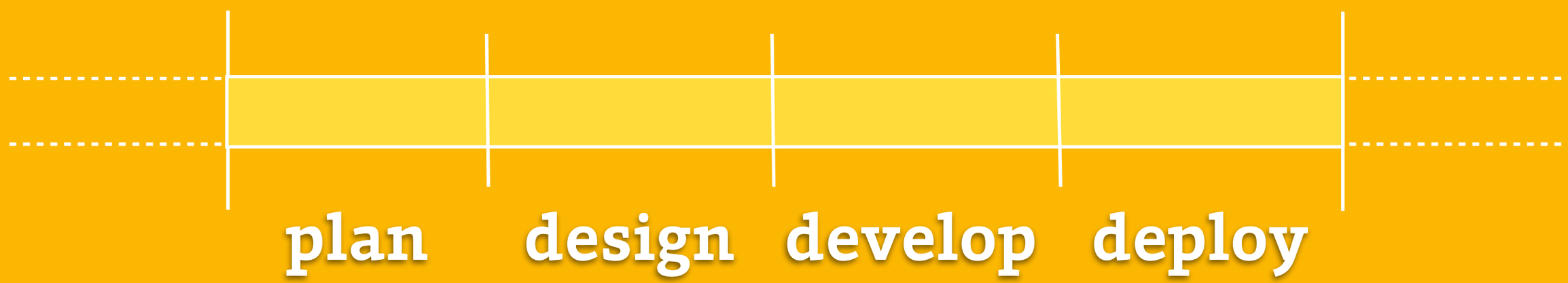
“Here, code this for me.”

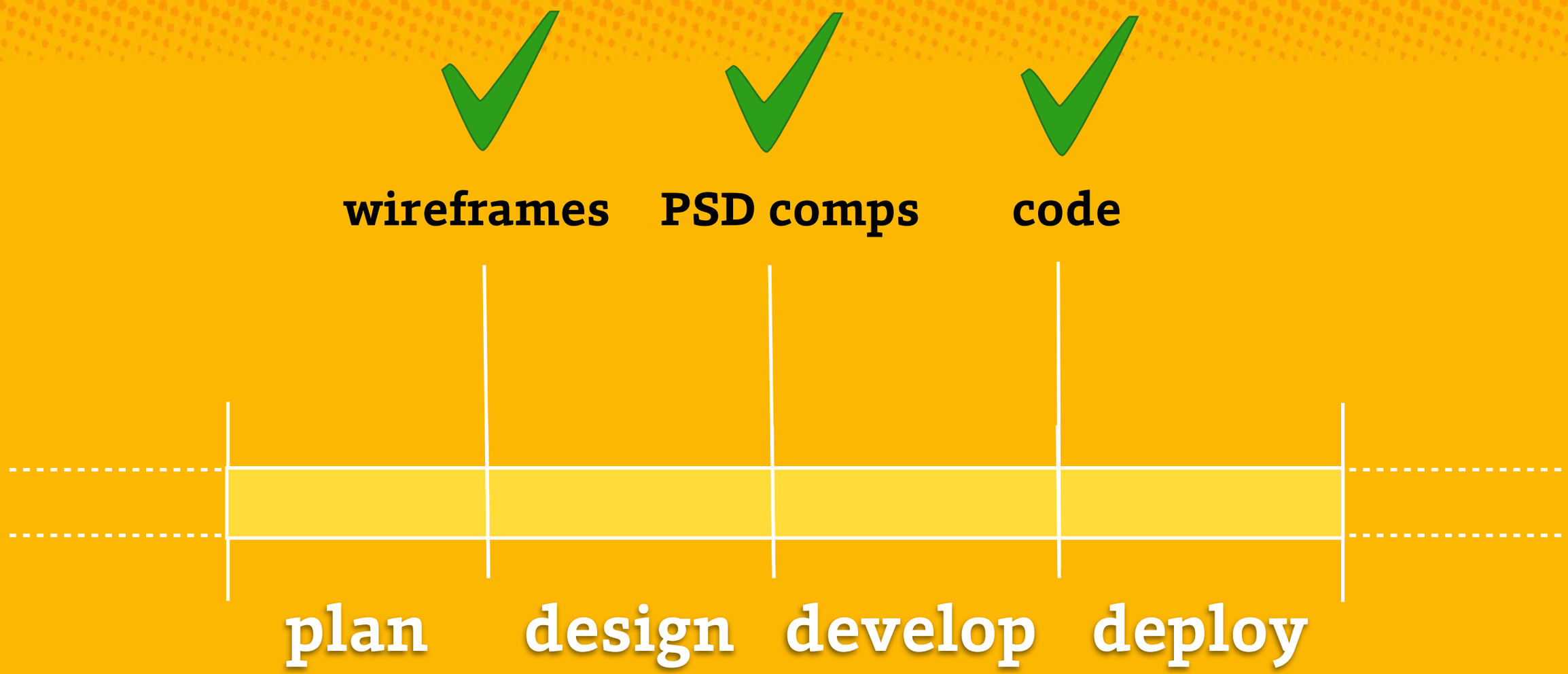
TO

Code as a design tool

Git's not so bad.

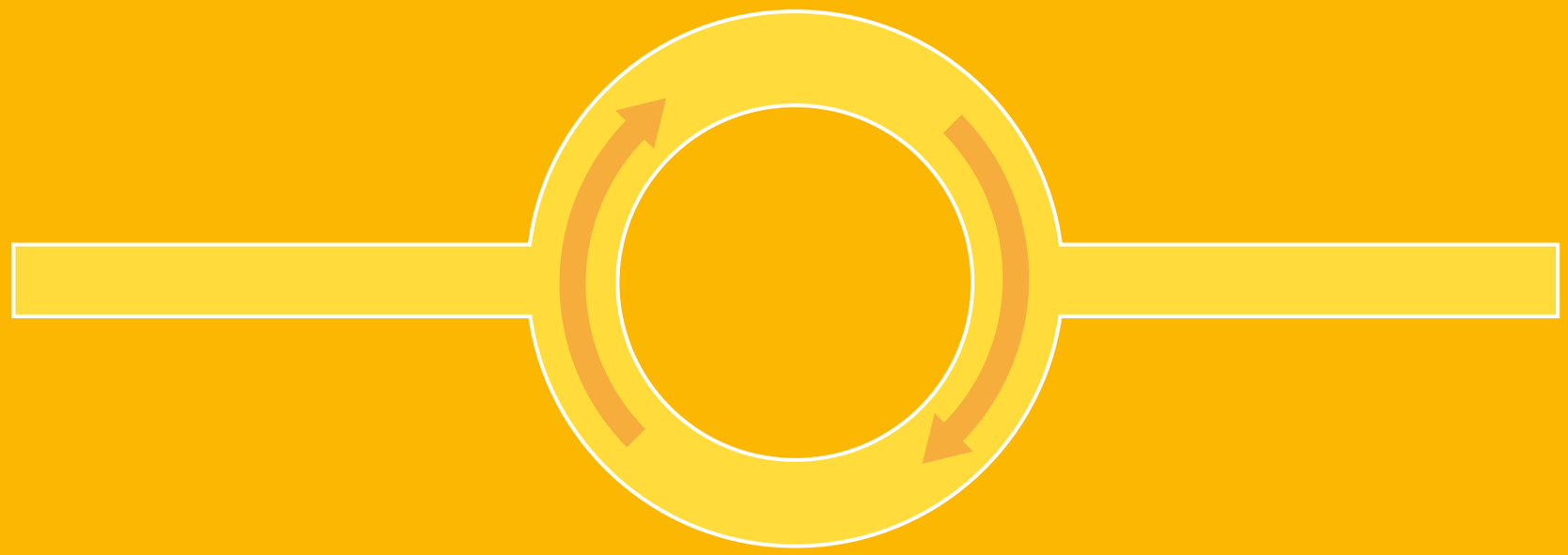
CHRISTOPHER SCHMITT


plan
design
develop
deploy

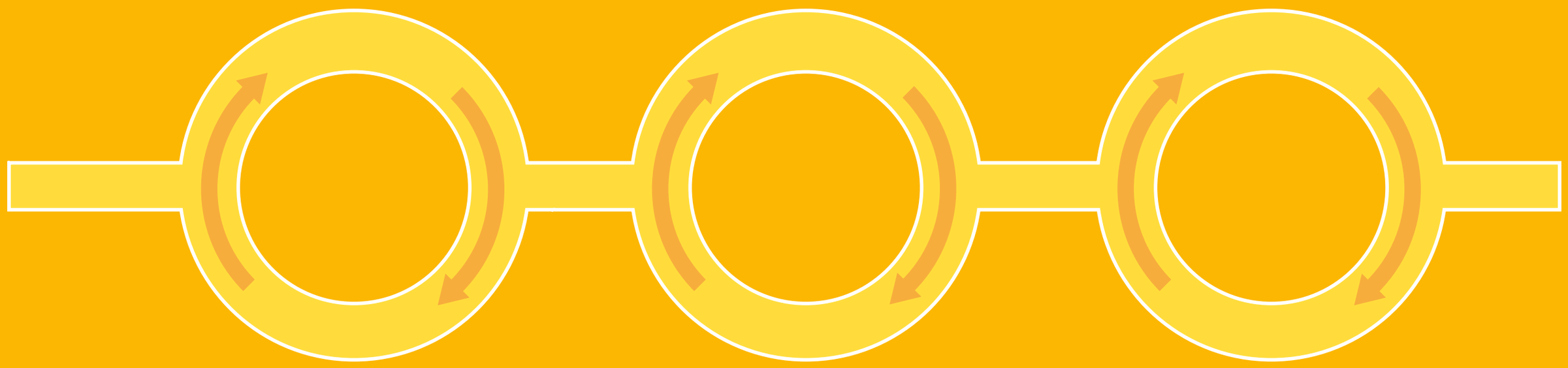


Waterfall development

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

RESPONSIVE!
RESPONSIVE!
RESPONSIVE!

Components of Responsive Design

- A fluid layout
- Flexible images
- CSS media queries

[courtesy of Brad Frost (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*...

TOWARD A NEW WORKFLOW

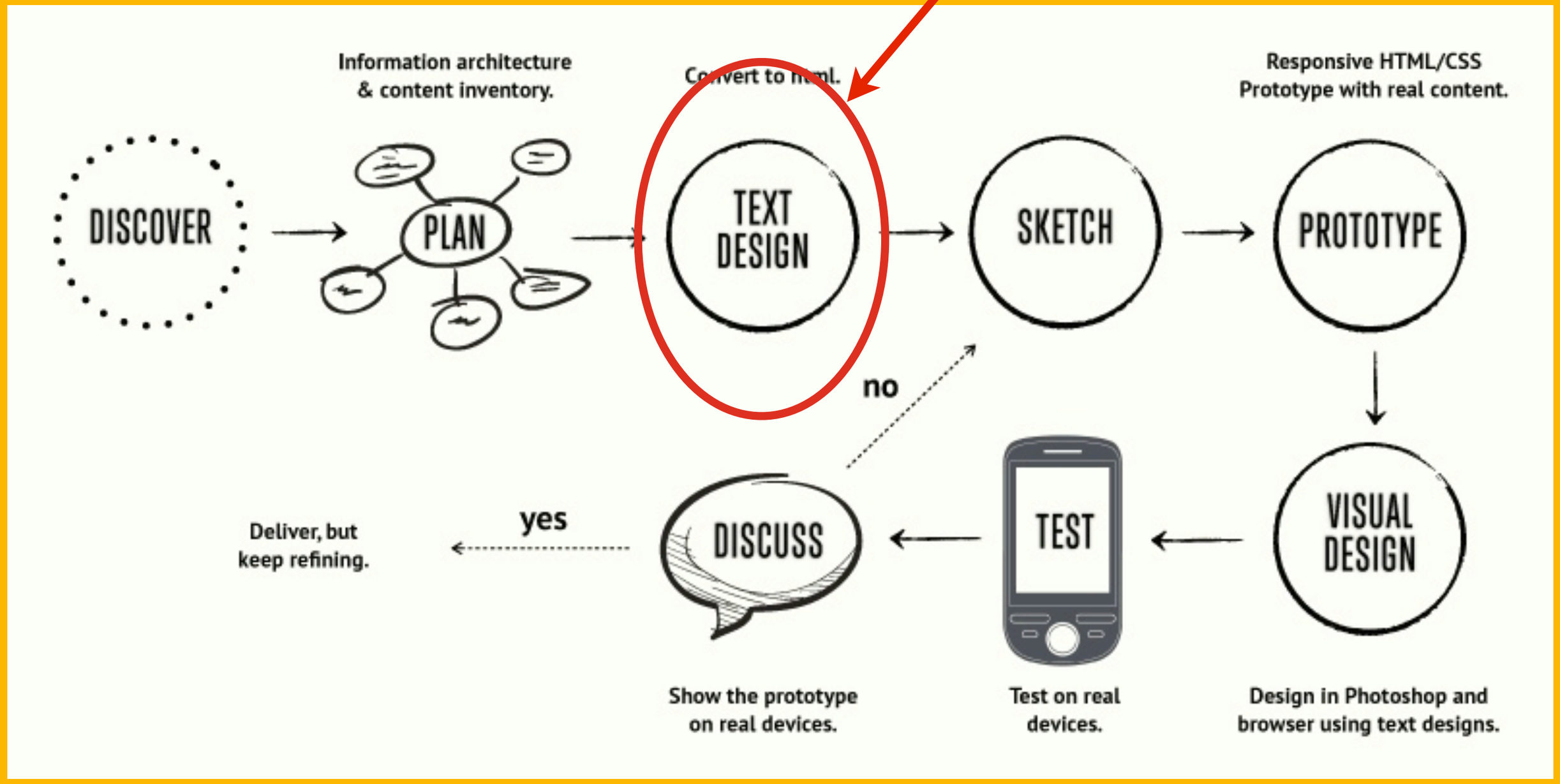
Responsive Summit

London • February 2012

responsivesummit.com

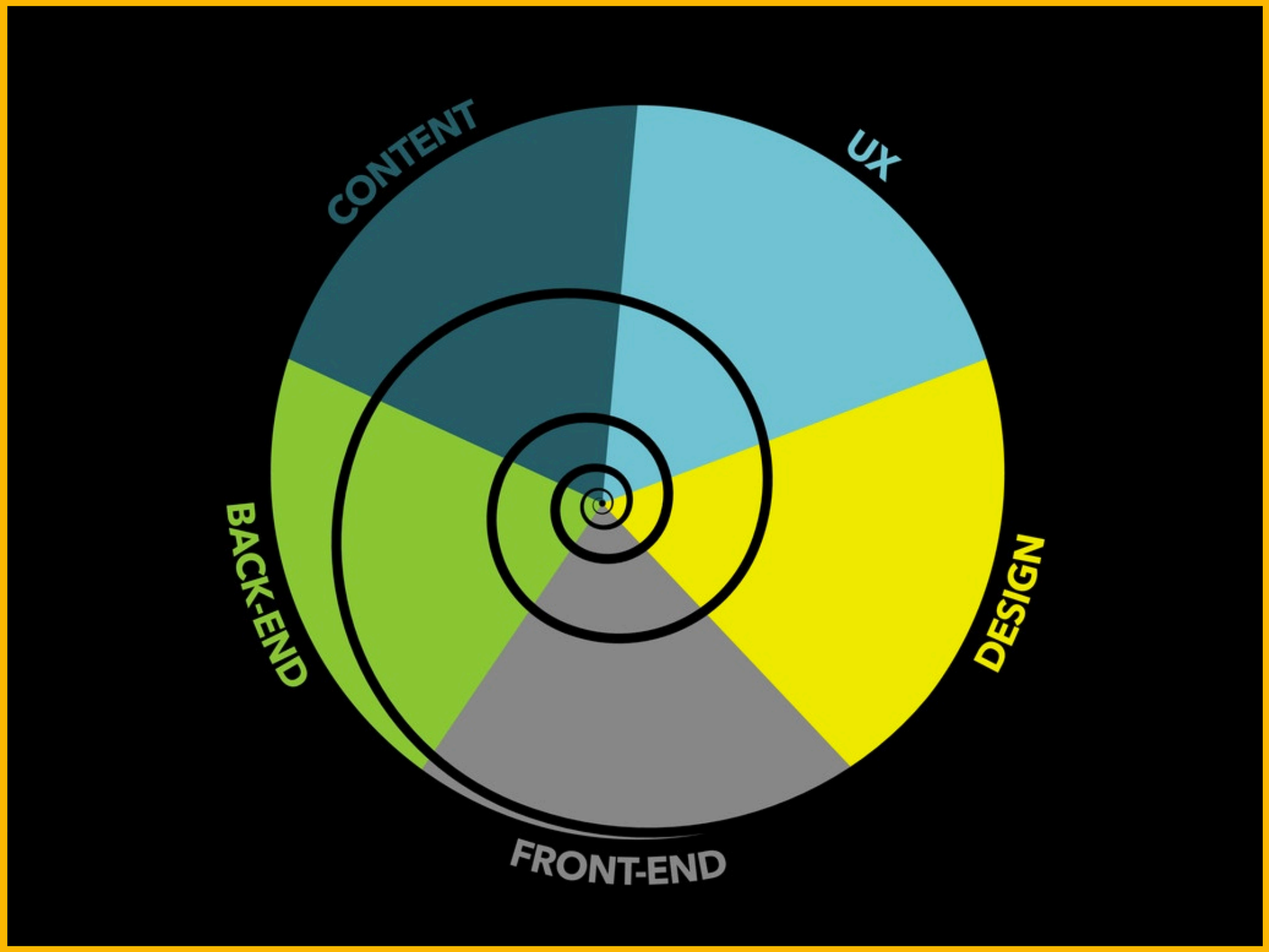
1. Plan
2. Sketch
3. Lo-fi HTML Prototype
4. Increase Fidelity
5. Iterate/Talk

www.markboulton.co.uk/journal/responsive-summit-workflow



“Responsive Workflow,” by Viljami Salminen

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



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

speakerdeck.com/bencallahan/web-design-process-in-a-responsive-world

A SHIFT IN PROCESS

Our Deliverables

- Research Deliverables
- Content Deliverables
- Priority Deliverables
- Style Deliverables
- Functional Deliverables

plan

HTML prototype

visual design

increased fidelity

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

speakerdeck.com/bencallahan/web-design-process-in-a-responsive-world

RESPONSIVE WORKFLOW: 10 STEPS

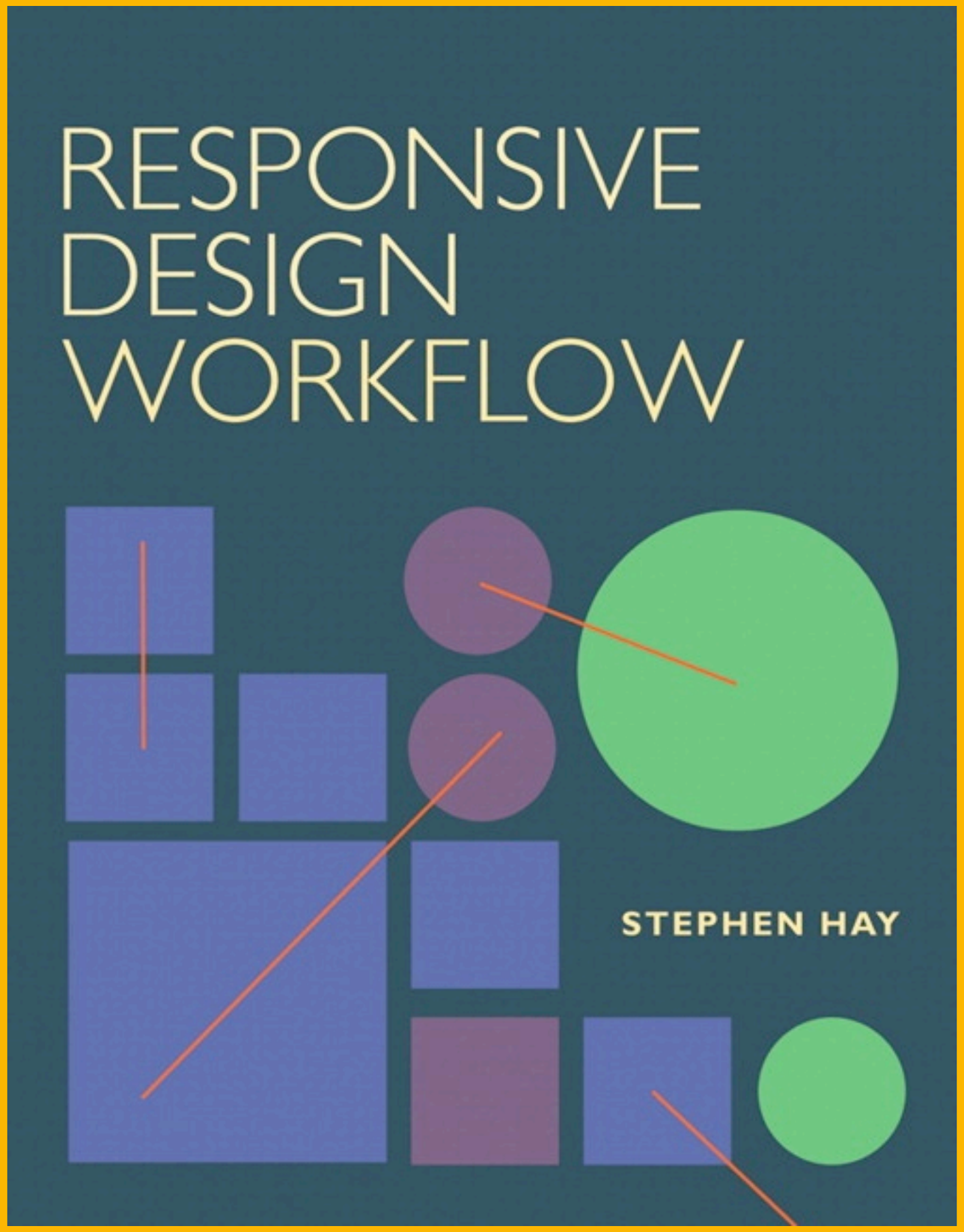
1. *Content inventory* — plan
2. *Content reference wireframes*
3. *Design in text* (structured content)
4. *Linear design*
5. *Breakpoint graph*
6. *Design for various breakpoints*
7. *HTML design prototype* — increase fidelity
8. *Present prototype screenshots*
9. *Present prototype after revision*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

HTML prototyping

client deliverables

"Responsive Design Workflow," by Stephen Hay

speakerdeck.com/u/stephenhay/p/responsive-design-workflow-webshaped-2012



by Stephen Hay

1. Plan
2. Sketch
3. HTML Prototype
4. Increase Fidelity
5. 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

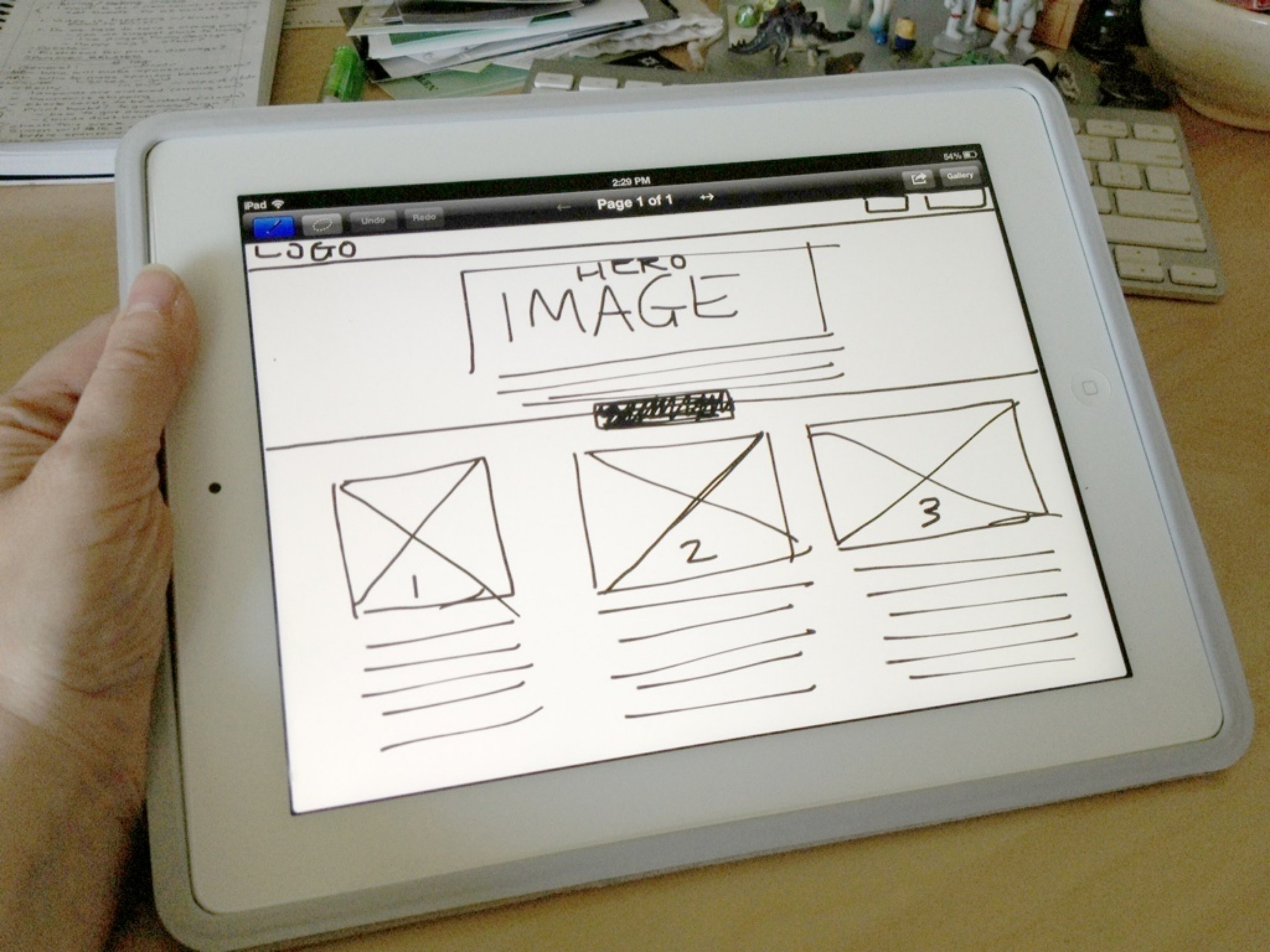
1. Plan
2. Sketch
3. HTML Prototype
4. Increase Fidelity
5. Iterate/Talk

"Ideas want to be ugly."

—Jason Santa Maria

PROJECT NOTES

http://jeremypalford.com/arch-journal/responsive-web-design-sketch-sheets


iPad
2:29 PM
54%
Undo
Redo
Page 1 of 1
Gallery
LOGO
HERO
IMAGE
1
2
3

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

FROM

Wireframe diagrams

TO

HTML prototypes

1. Plan
2. Sketch
3. HTML Prototype
4. Increase Fidelity
5. Iterate/Talk

HTML Prototypes

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

Let's talk layout.

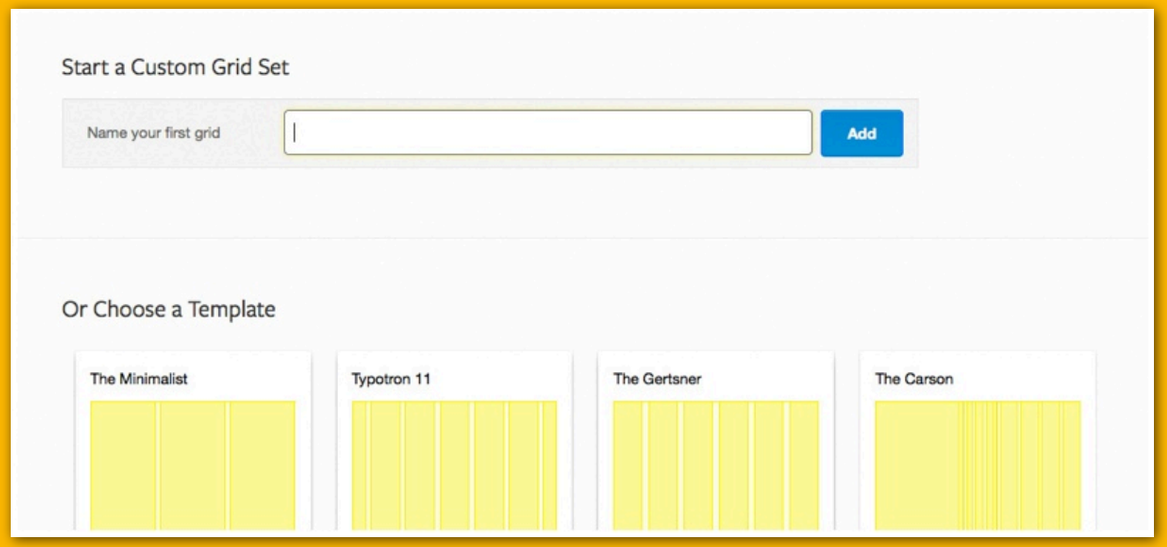
JEN SIMMONS

Advantages over wireframes

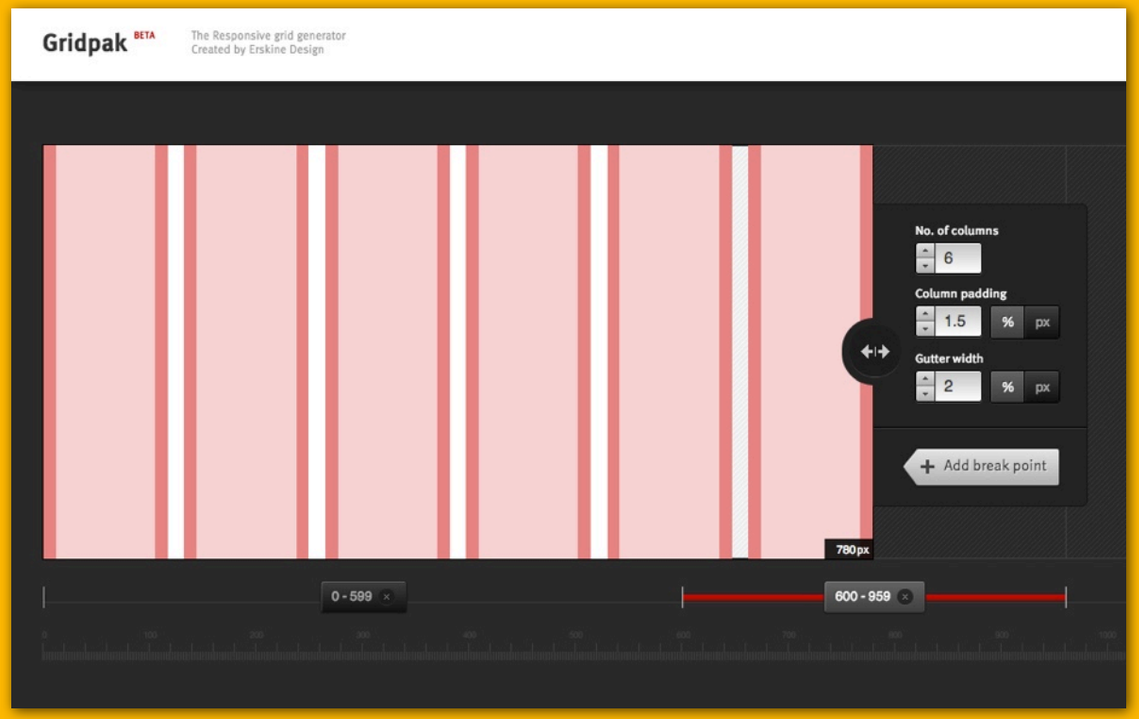
- Can begin testing on various devices
- Gives the client a more realistic experience
- Saves time overall
- May provide a head-start on production

Protyping Tools

Grid Systems



Gridset



Gridpak

Protyping Tools

Responsive Frameworks

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

Let's take 'em for a spin.

JARED PONCHOT

1. Plan
2. Sketch
3. HTML Prototype
4. Increase Fidelity
5. Iterate/Talk

Visual Design

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

Give web fonts a try!

JASON PAMENTAL

CREATE VS. COMMUNICATE

Nobody panic.

~~"You suc etoshop."~~

DAN ROSE

Visual Design approaches

- “Design in Browser”

www.sazzy.co.uk/2012/02/why-i-cant-design-in-the-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.

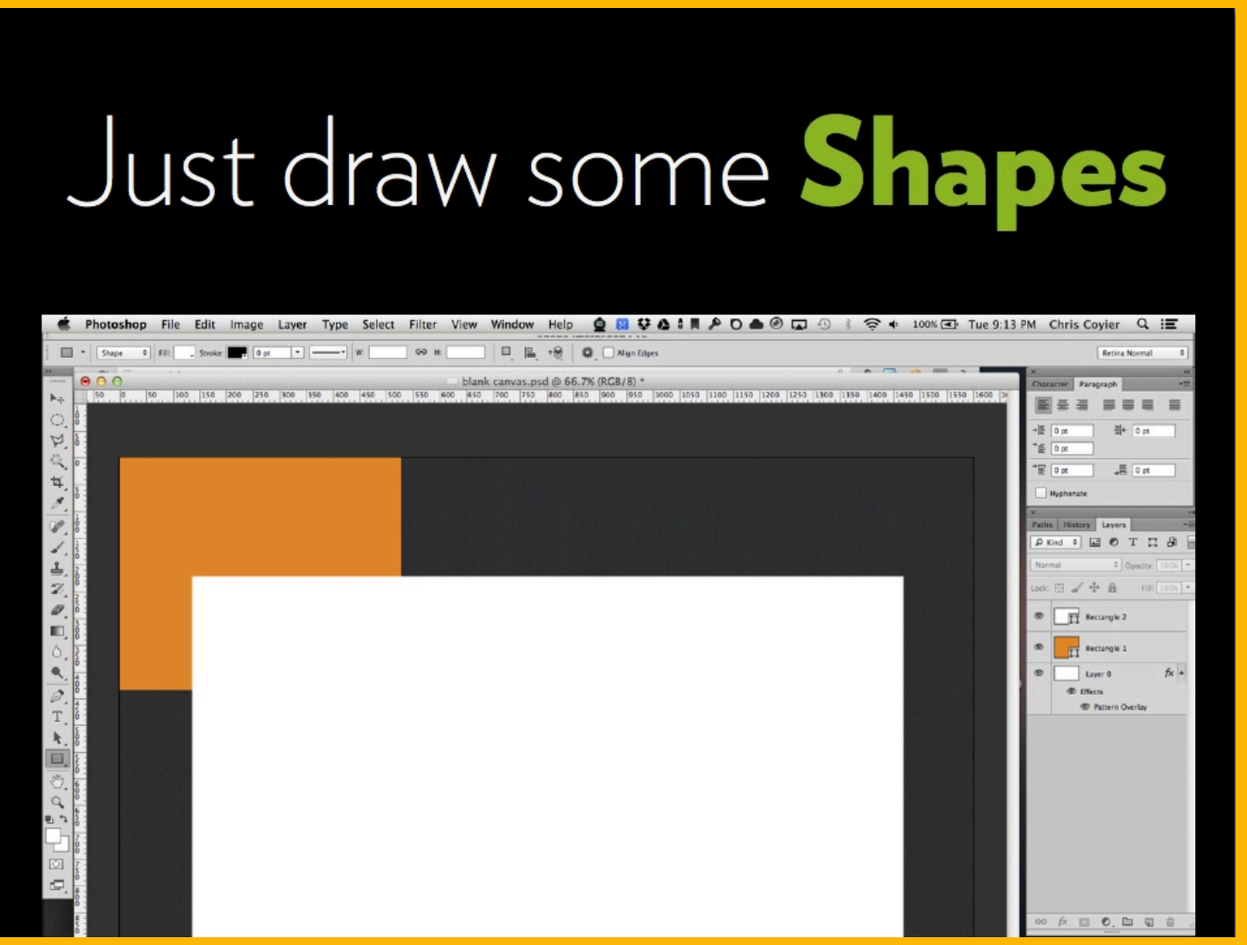
Visual Design approaches

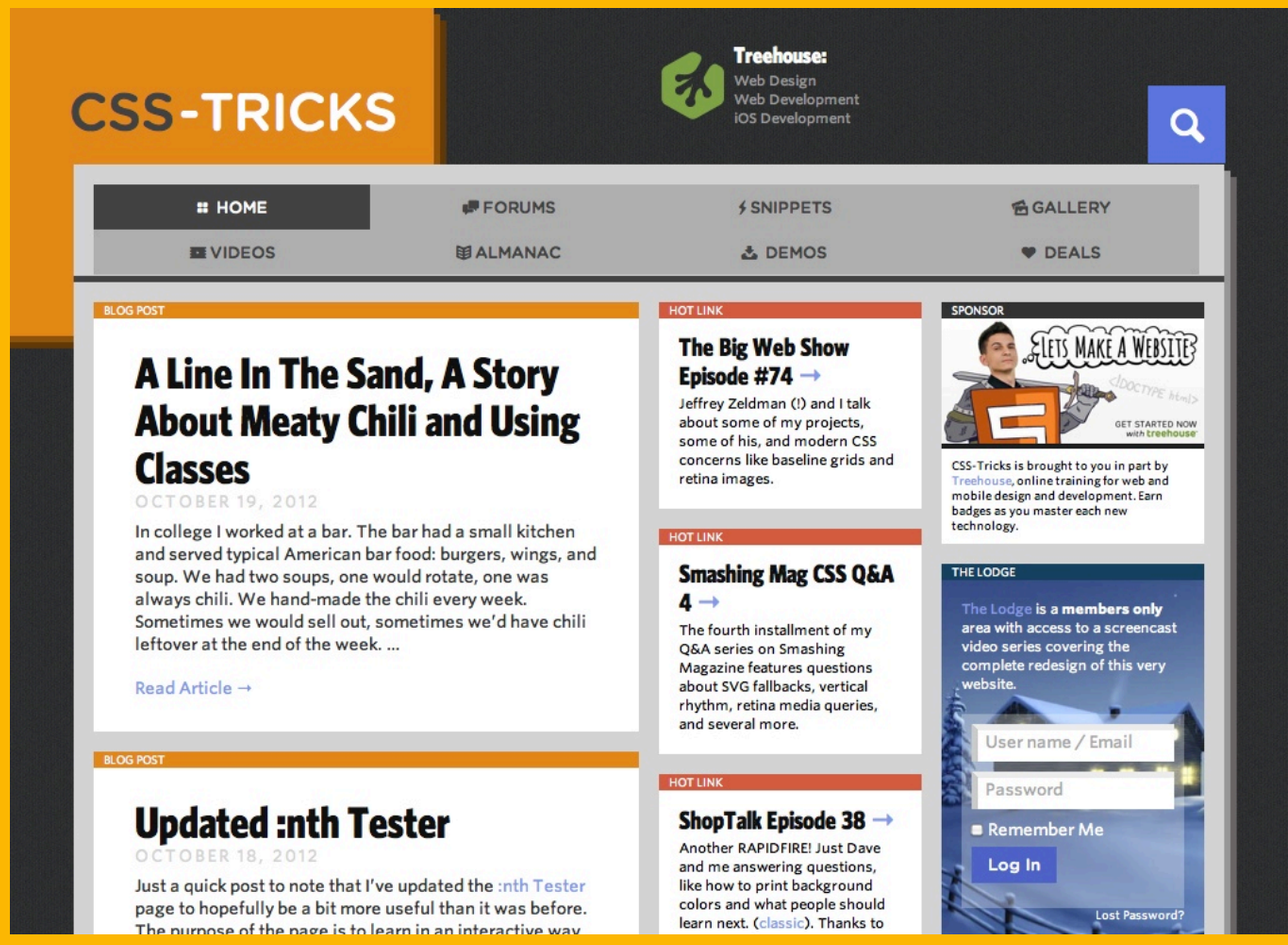
- “Design in Browser” w/ CSS
- **Photoshop/Fireworks/Illustrator then move to browser a.s.a.p.**

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

—Dan Mall

Chris Coyier does...





css-tricks.com/conferences/BDConf2012-Workflow.pdf

“Work in Photoshop and Fireworks, by all means (I do). Make static visuals as rich and as detailed as you want them to be.

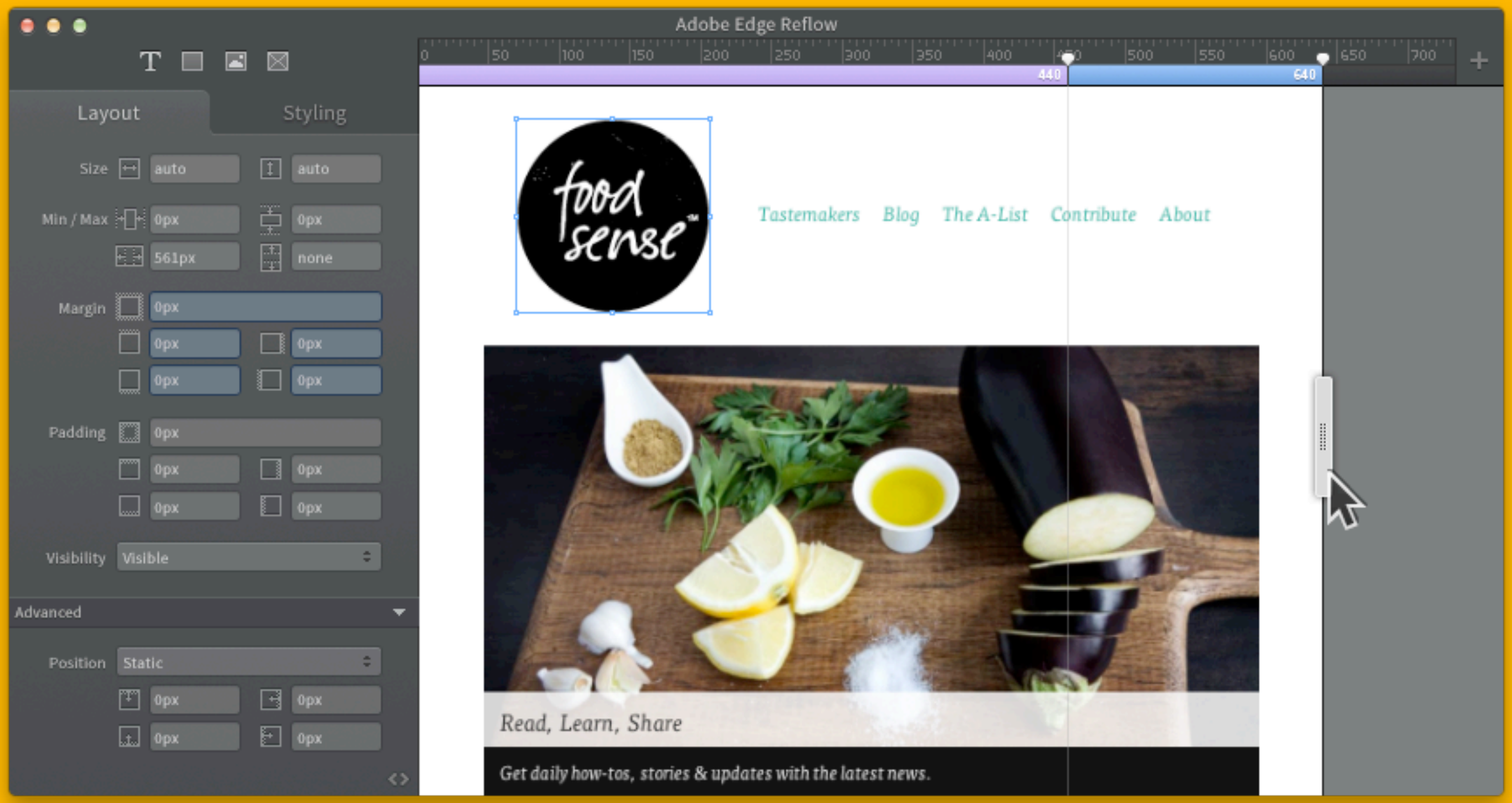
Just don’t set the wrong expectations by showing them to your clients.”

—Andy Clarke

Visual Design approaches

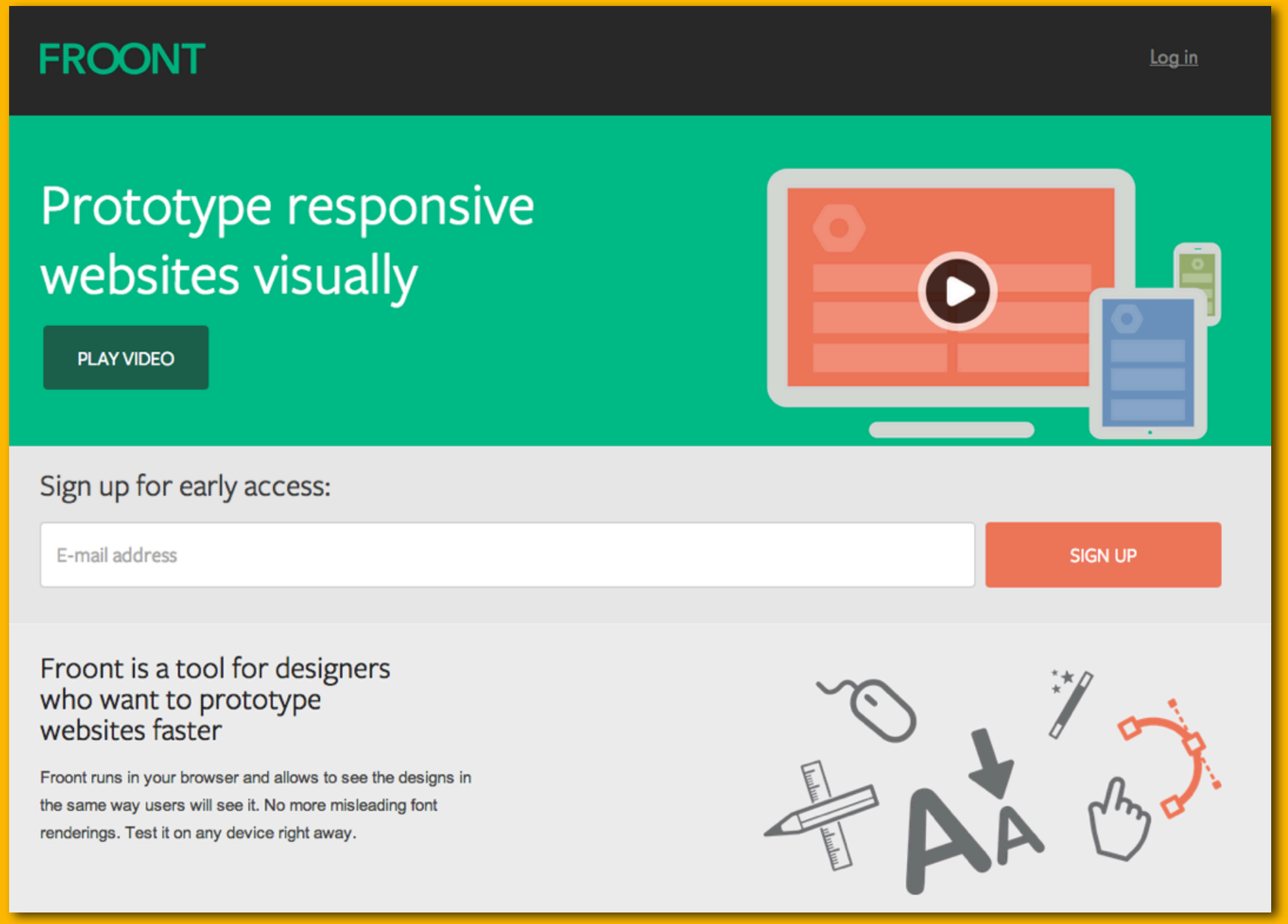
- “Design in Browser” w/ CSS
- Photoshop/Fireworks/Illustrator
  then move to browser a.s.a.p.
- **Visual responsive layout tool**

Adobe Edge Reflow



html.adobe.com/edge/reflow

Froont



froont.com

Webflow

(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

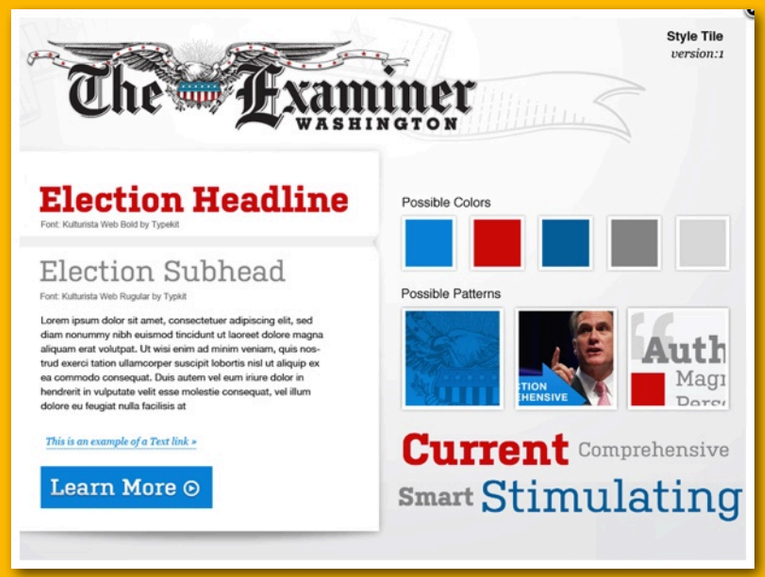
PS

?

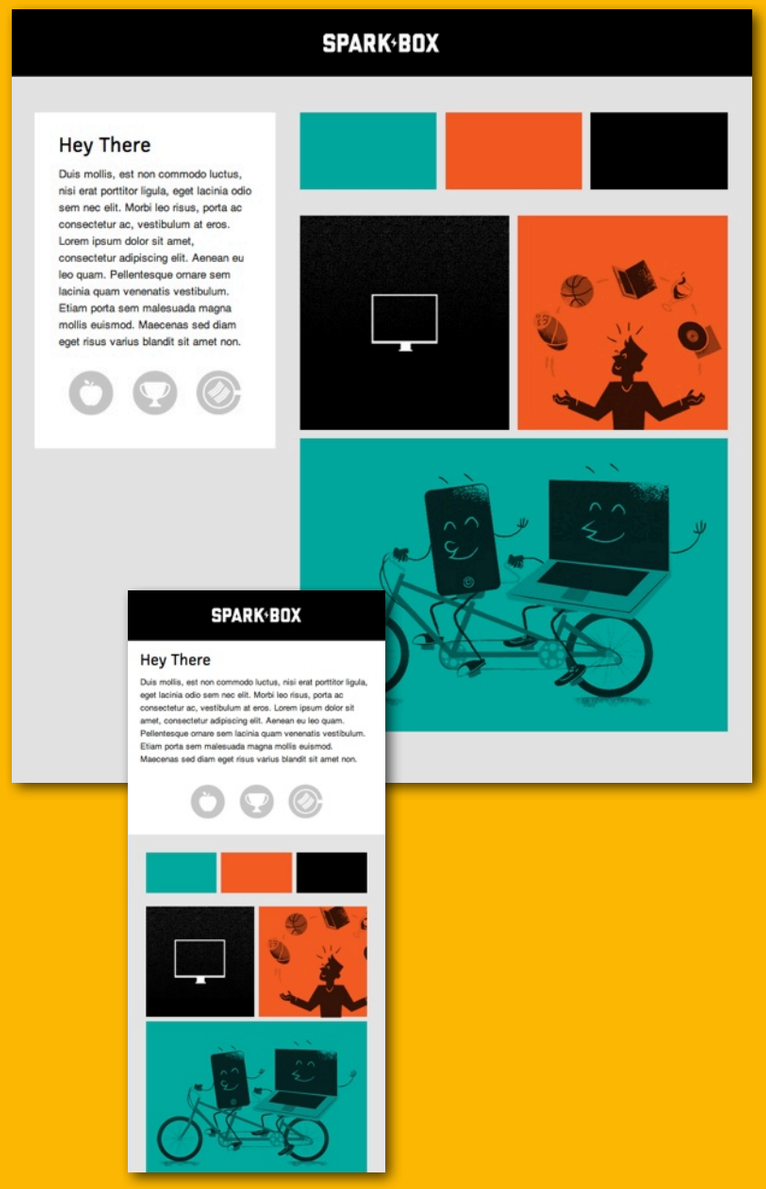
Design deliverables

- **Visual style exploration**

style tiles



style prototypes



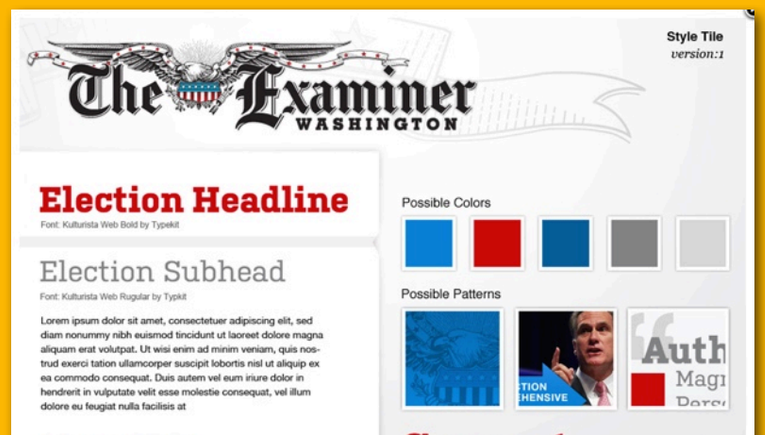
element collage

YESENIA PEREZ-CRUZ

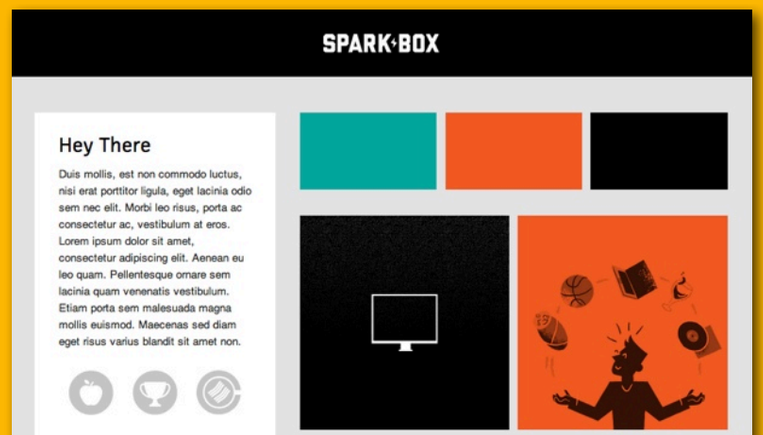
BEN CALLAHAN

DAN MALL

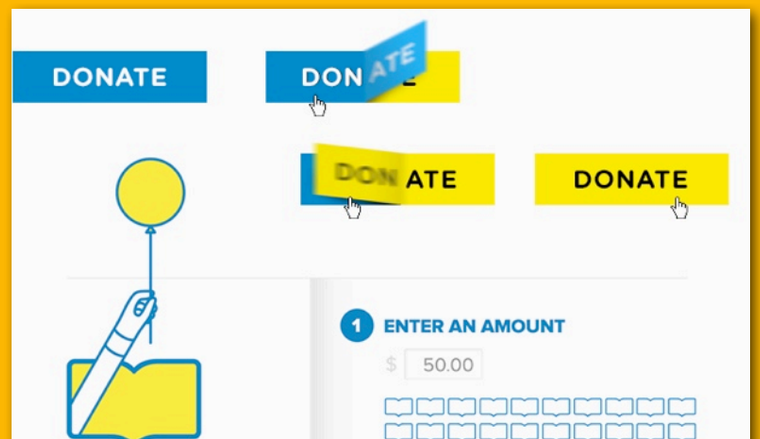
style tiles



style prototypes



element collage



Design deliverables

- Visual style exploration (independent of layout)
- **High-fidelity prototype**

Photo by Brad Frost

not
necessarily
this

Design deliverables

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

ARTICLES
COLUMNS
BLOG
TOPICS
Mo pixels?
No problem!
Issue №
362
Design · 27 Comments
Mobile devices ar
nd desktops and laptops are
following the t
-pixel-density, or "Retina,"
displays are
pect, our websites are beginning
to look
in the knee-jerk direction of
figure out the most
DAVE RUPERT

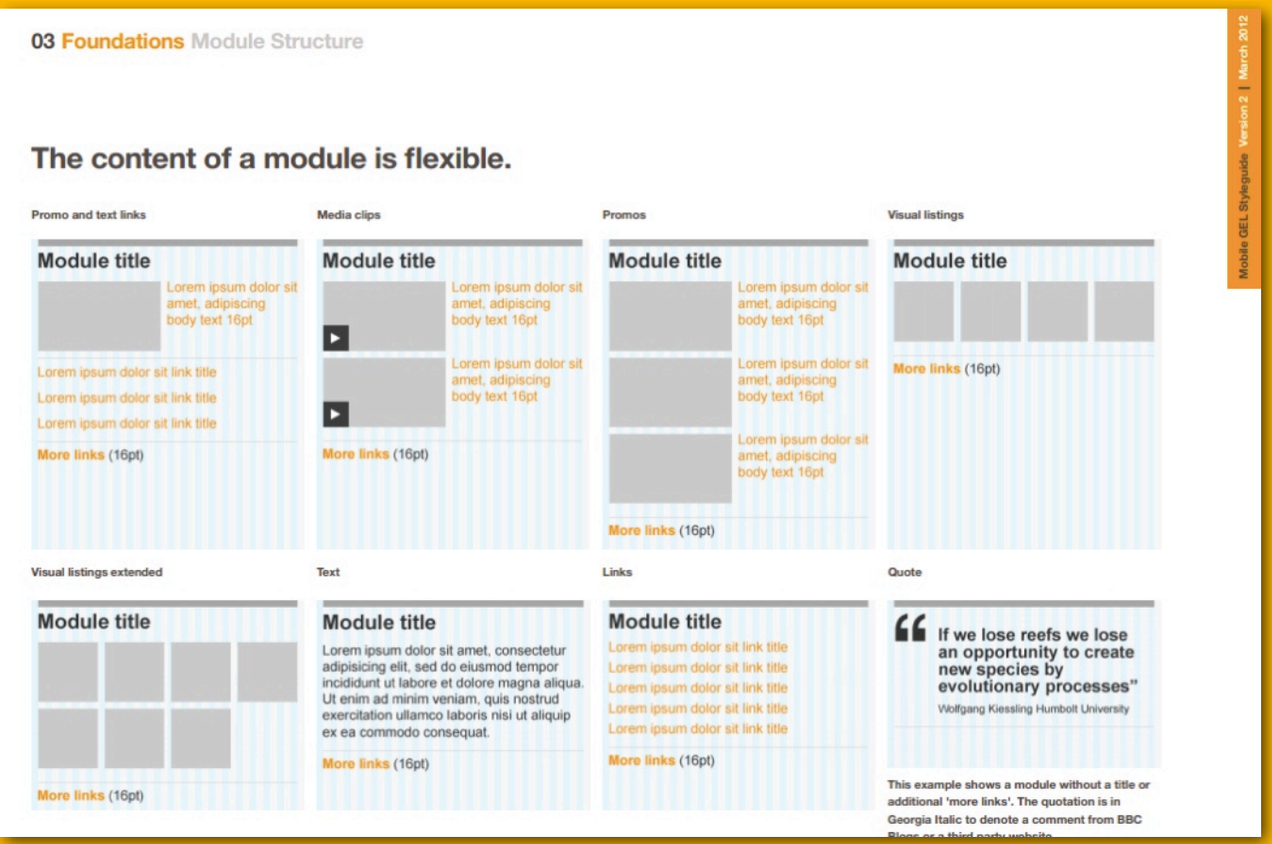
Design deliverables

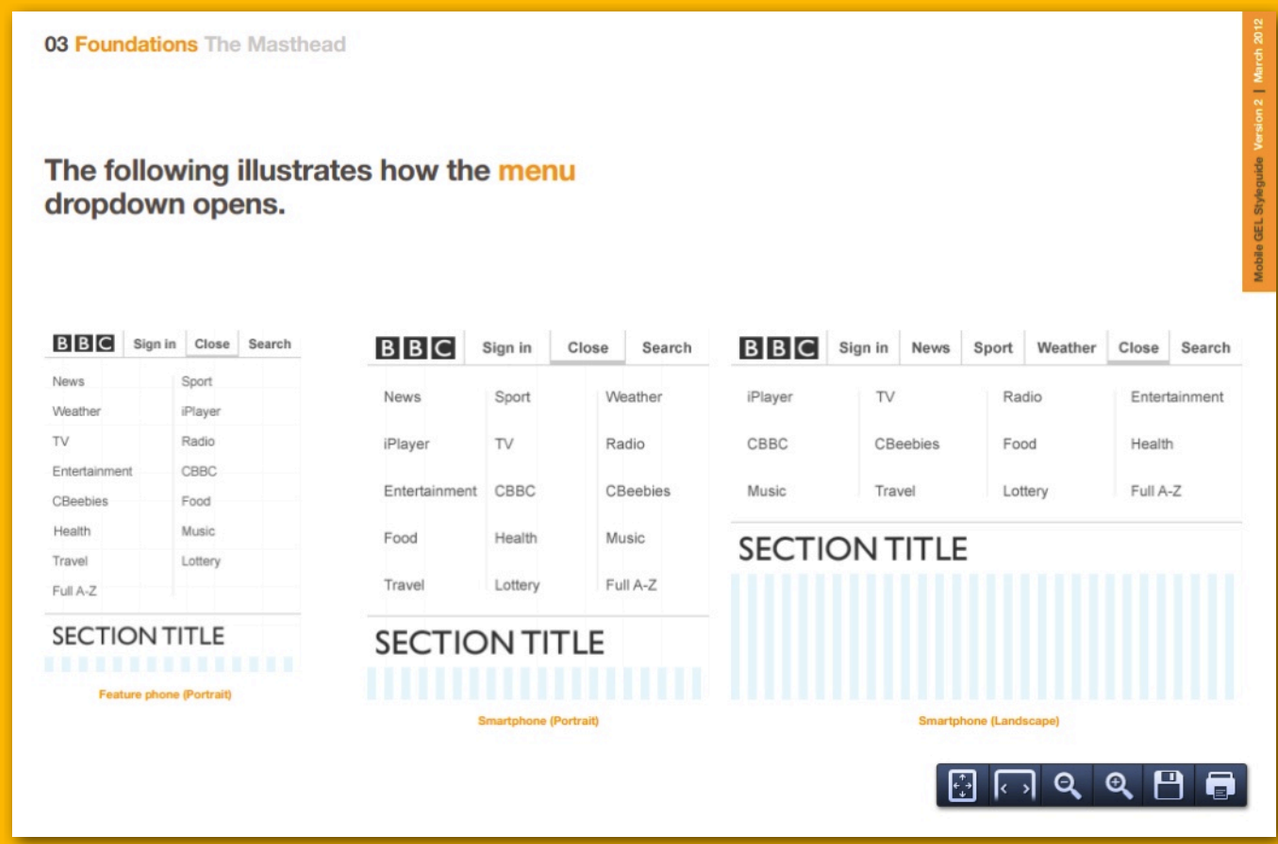
- Visual style exploration (independent of layout)
- High-fidelity prototype (for testing)
- Image assets (think of performance)
- **Style guides!**

Style Guides/Pattern Libraries

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

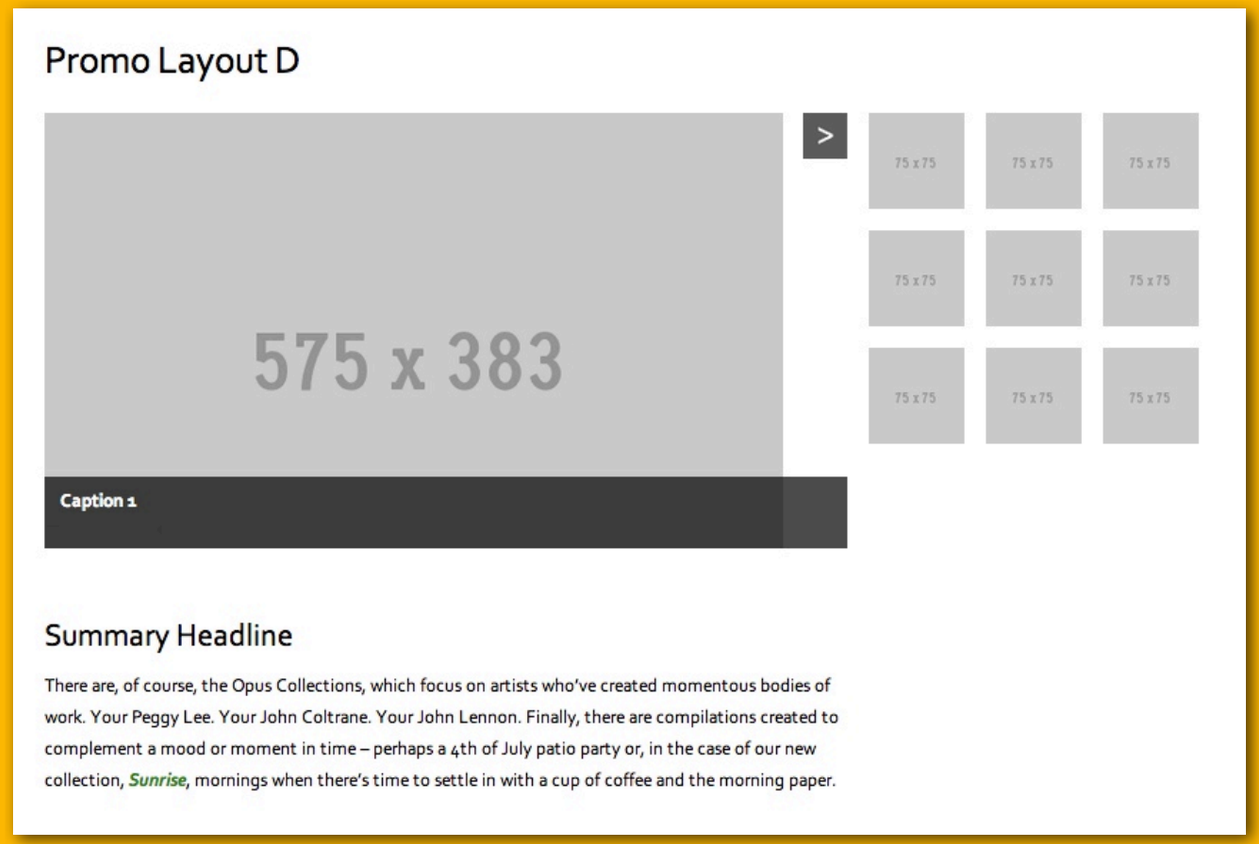
BBC Global Experience Language (GEL)





www.bbc.co.uk/gel/mobile/device-considerations/philosophy

Starbucks style guide



www.starbucks.com/static/reference/styleguide/

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 lacus libero, 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

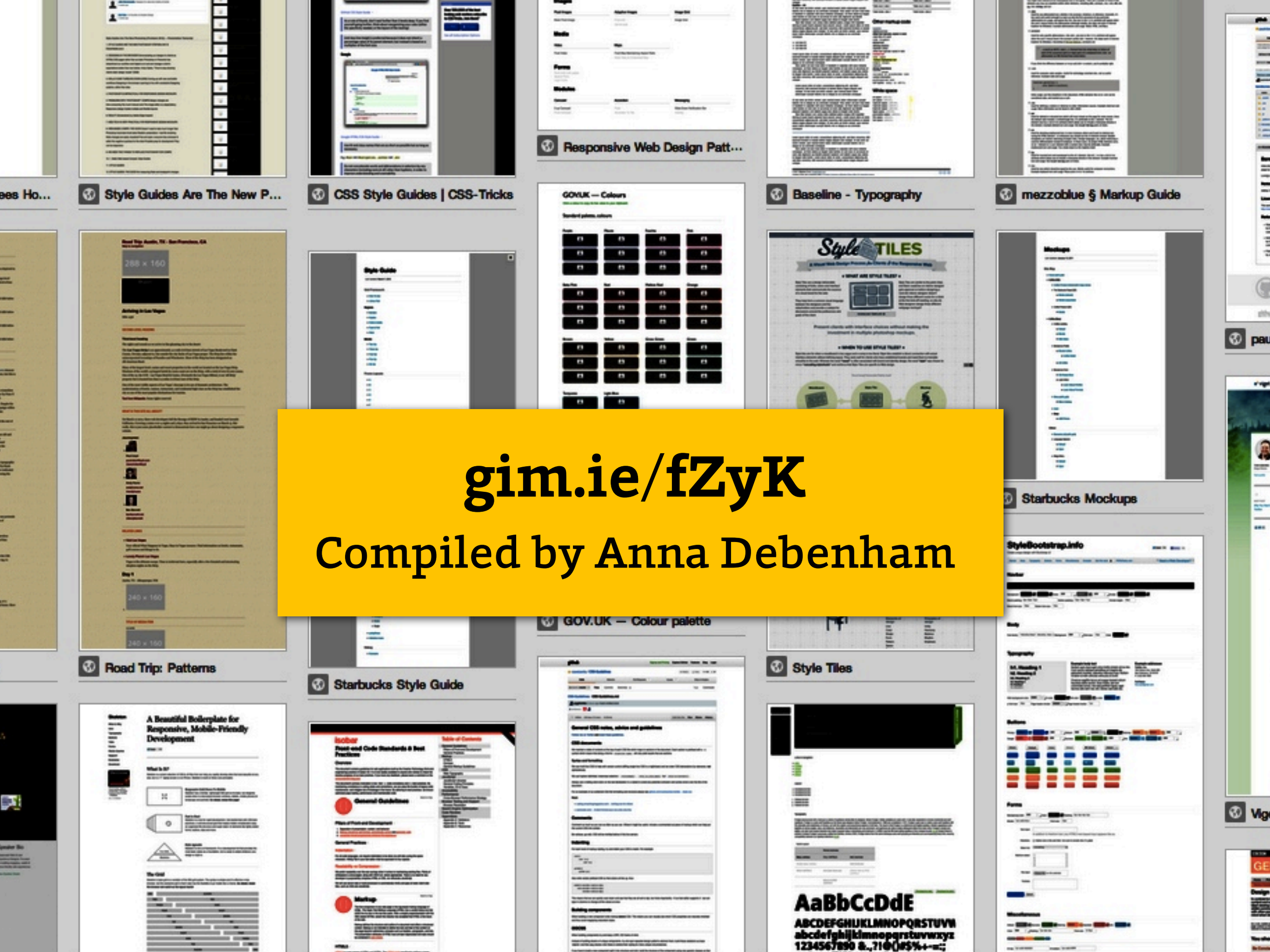
Donate now

Shortcode

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

Back to top

www.southtees.nhs.uk/style-guide/



gim.ie/fZyK

Compiled by Anna Debenham

Let's not stop there.

ANDY PRATT

1. Plan
2. Sketch
3. HTML Prototype
4. Increase Fidelity
5. Iterate/Talk

FROM

"TA DA!"

TO

Clients as collaborators.

CODING
CSS
HTML
JavaScript
Techniques

DESIGN
Web Design
Typography
Inspiration
Business

DESIGN PROCESS

Encouraging Better Client Participation In Responsive Design Projects

By Andy Clarke

September 28th, 2012 Web Design, Workflow 27 Comments

Advertisement

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:

www.smashingmagazine.com/2012/09/28/better-client-participation-in-responsive-design-projects

OCTOBER 16, 2012

Responsive Comping: Obtaining Signoff without Mockups

by MATT GRIFFIN

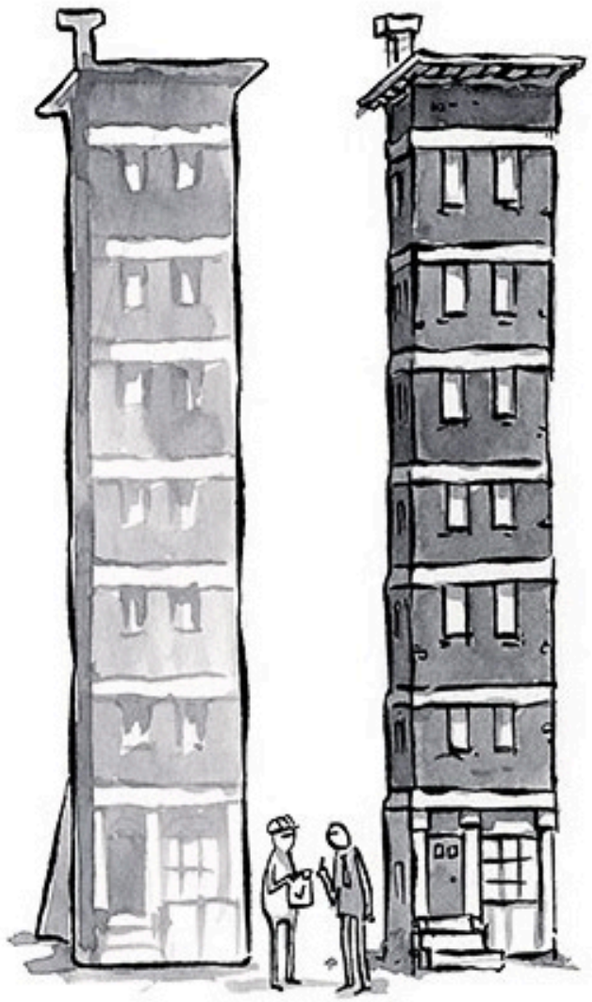
Published in: CSS, HTML5, Mobile, Mobile Design, Project Management and Workflow

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



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

JOB BOARD

Indochino is looking for a Back End Engineer.

alistapart.com/articles/responsive-comping-obtaining-signoff-with-mockups/

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 SHEPARD

Diamonds!!

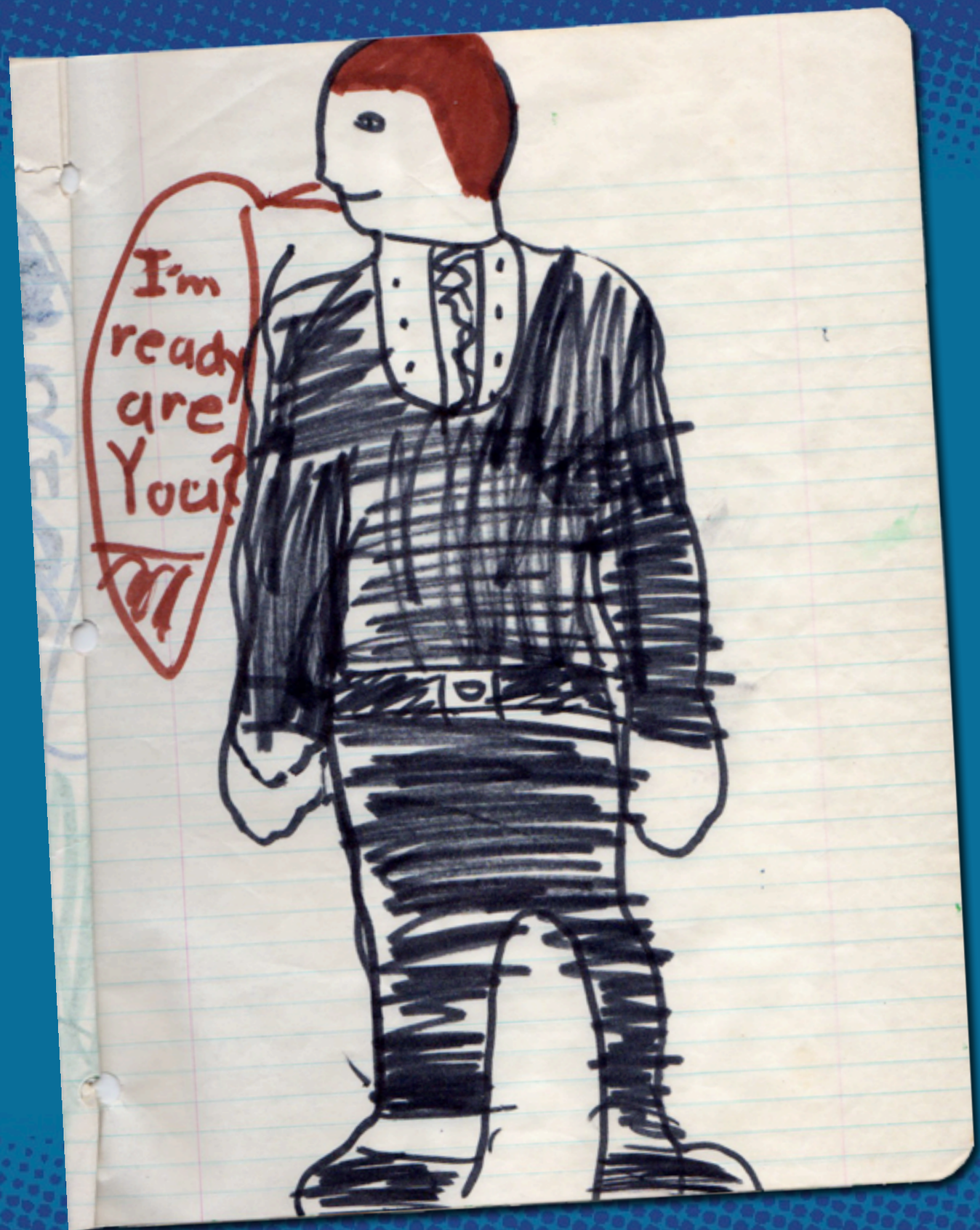
WHA XT?

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