

# DESIGNERS AND CODE

and workflows and stuff

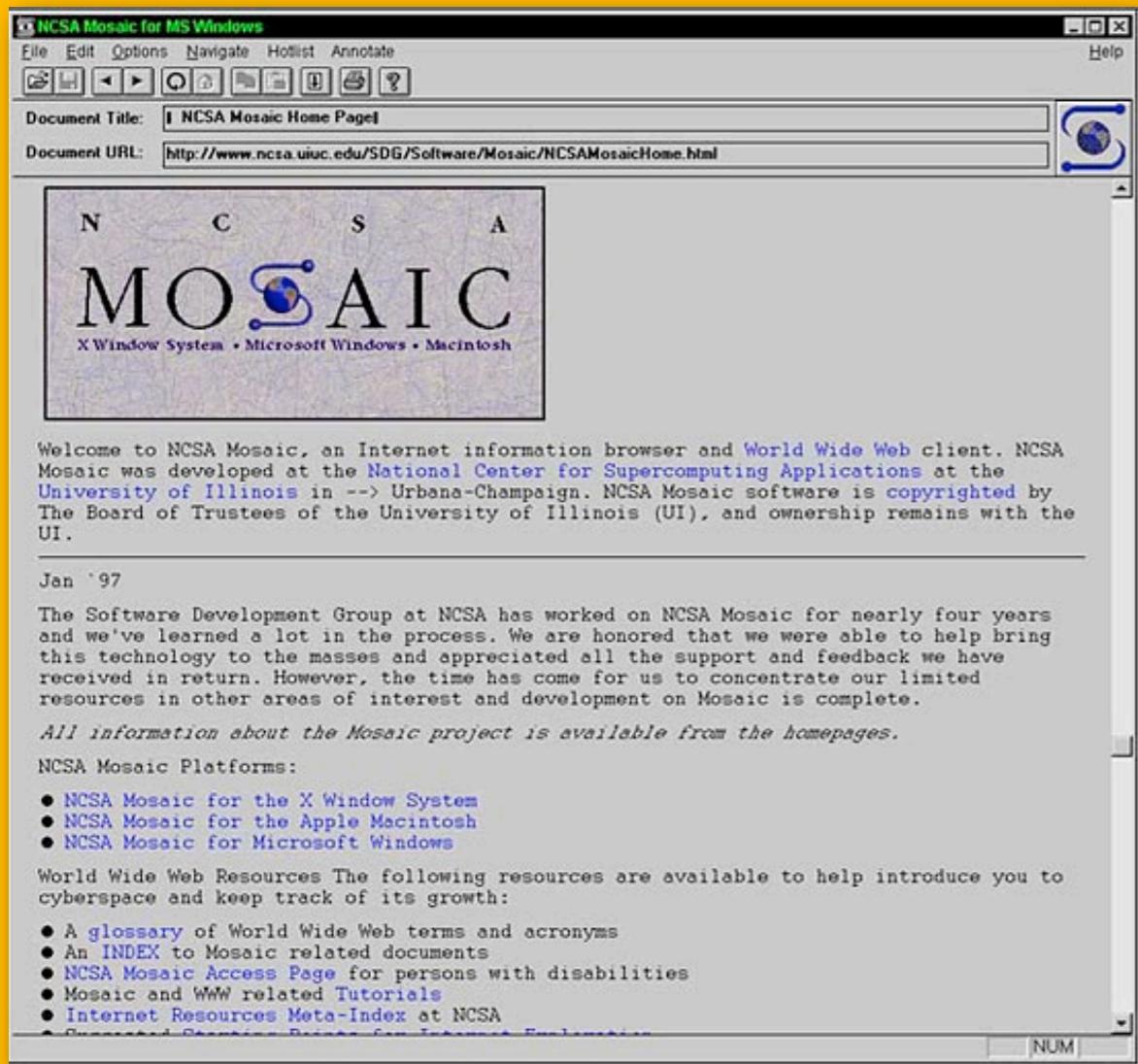
Jennifer Robbins • @jenville

links: [artfactconf.com/robbins](http://artfactconf.com/robbins)



me, 1993

# The World Wide Web in 1993



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

# Global Network Navigator (GNN)

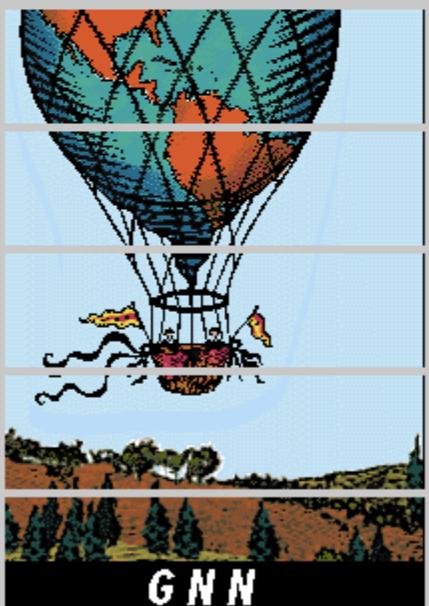
## 1993

### 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: [!\[\]\(e78f798d4ea5c530c9db49e7d26e6b95\_img.jpg\)](#) 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.

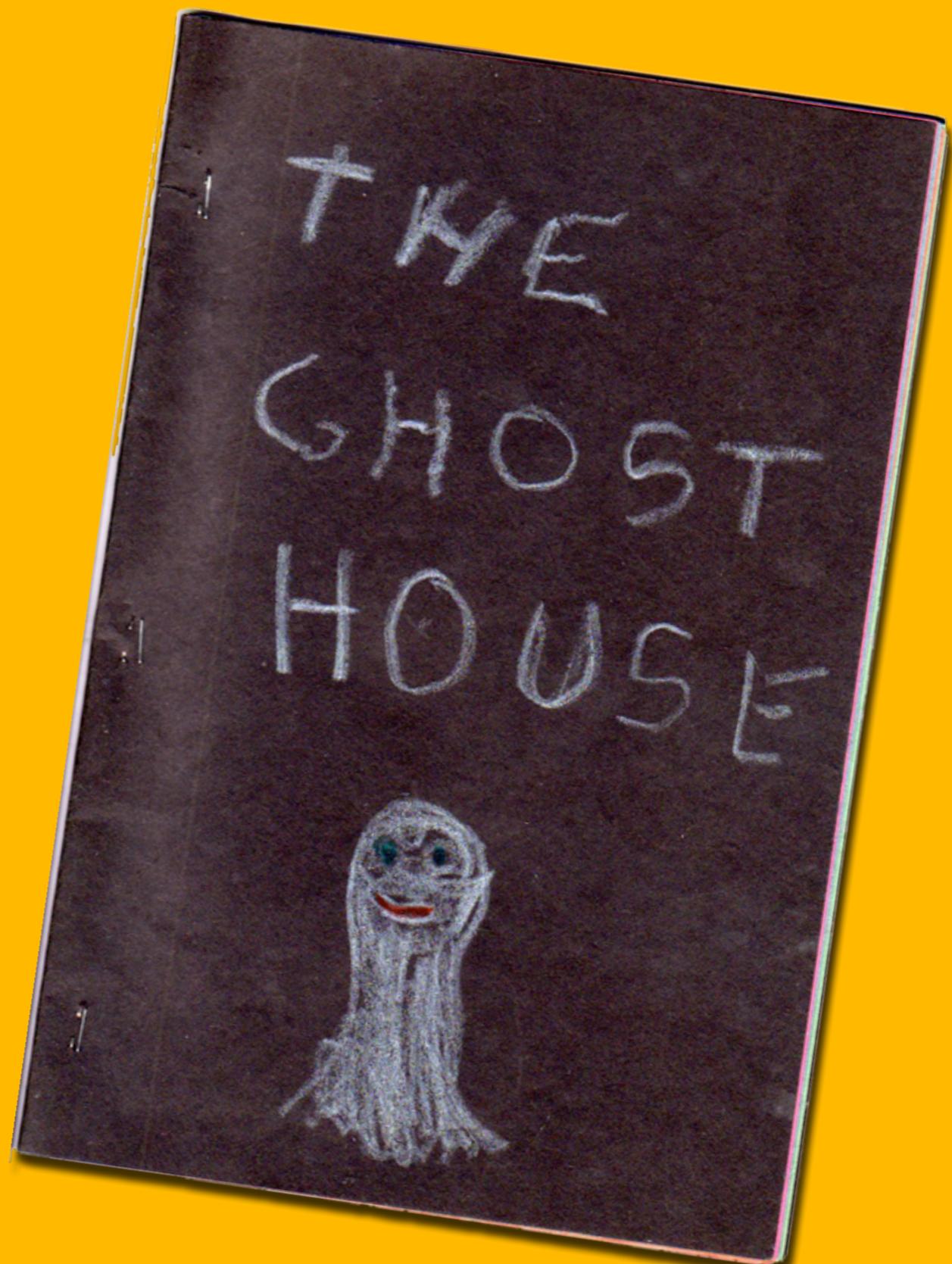
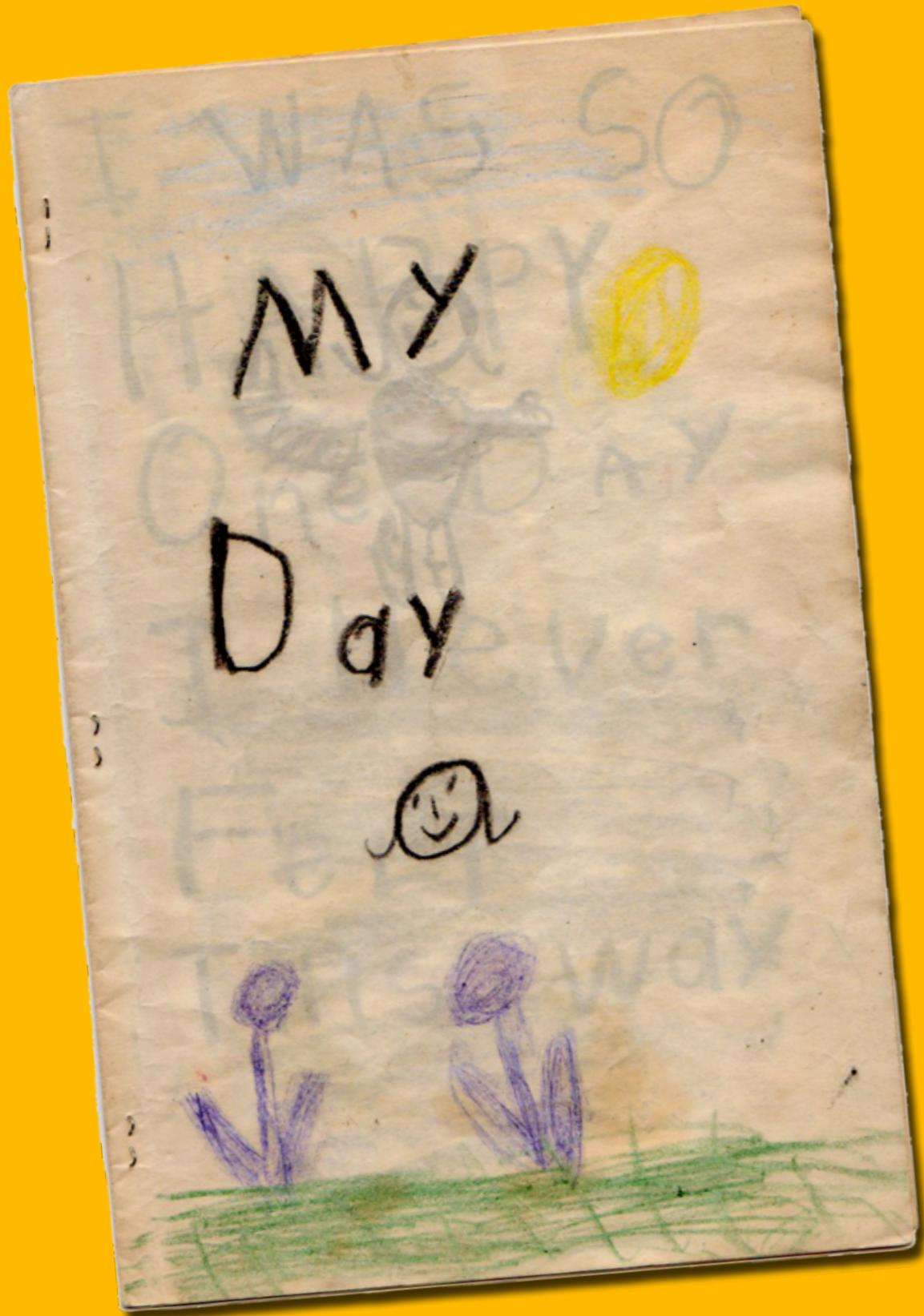


me, 5 years old



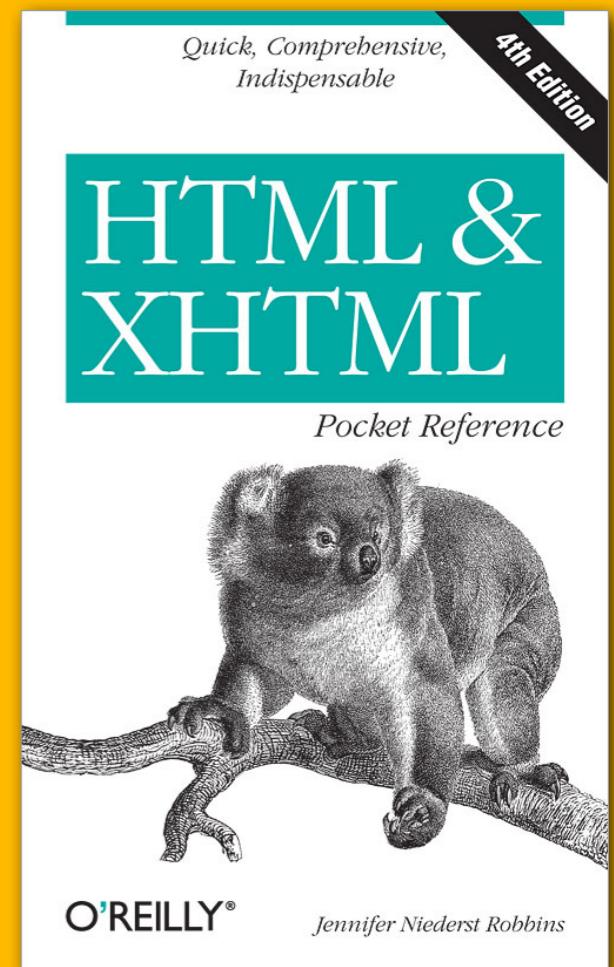
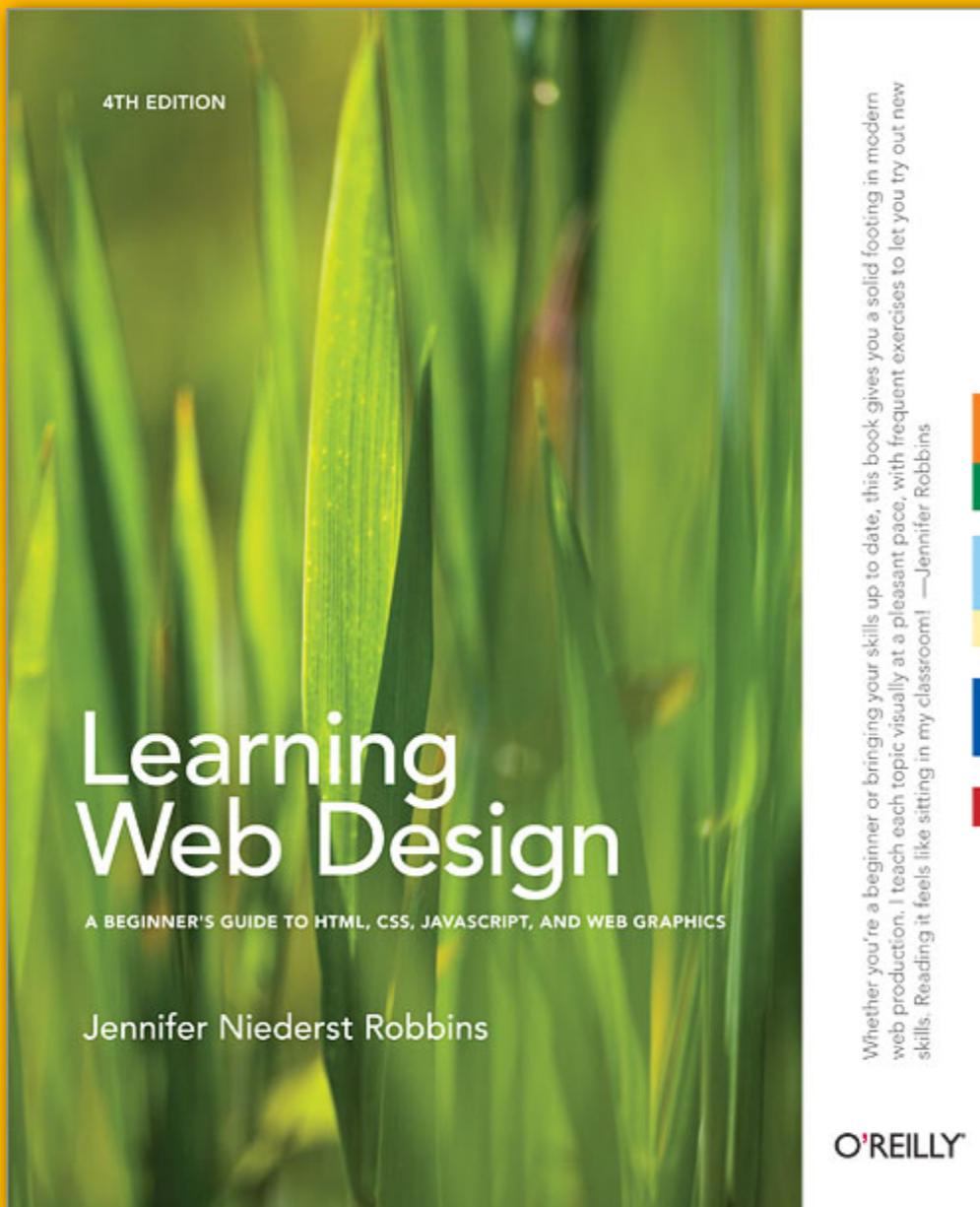
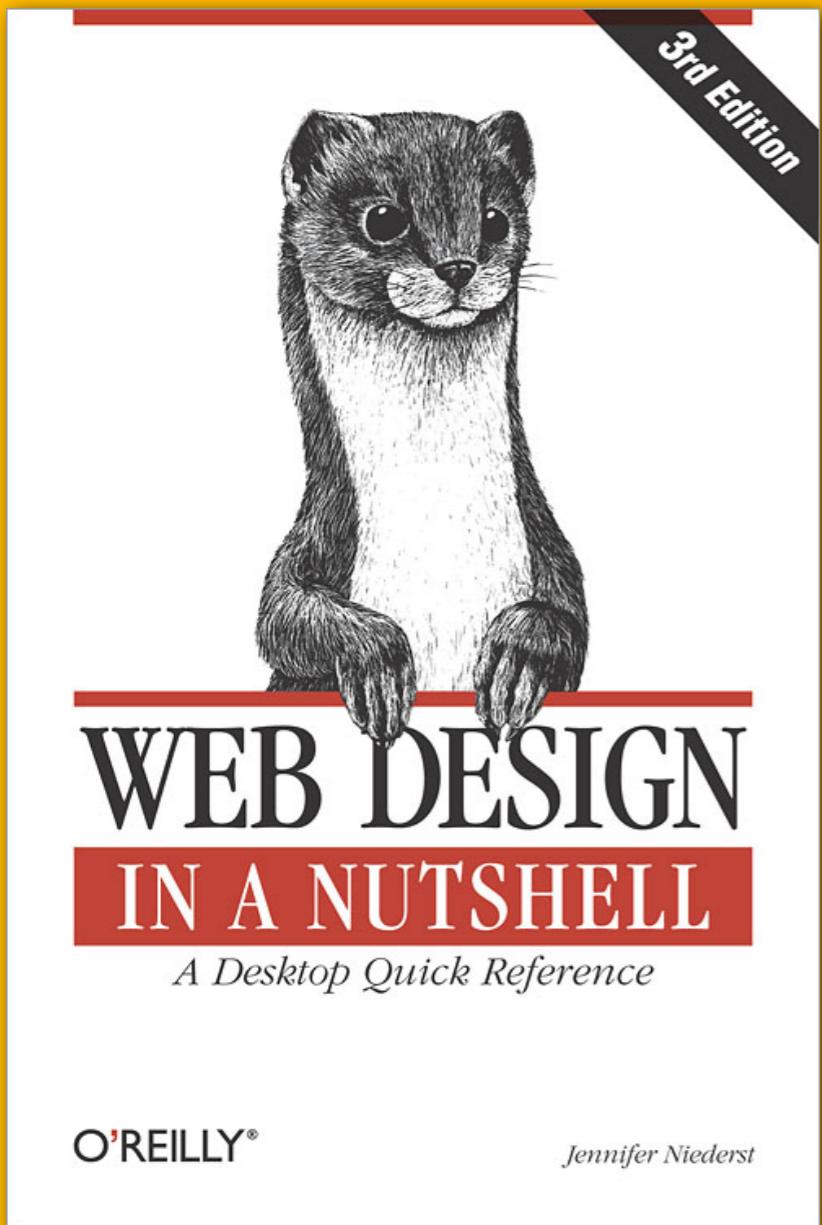
Hair style hasn't  
changed.

me, 5 years old



BOYS  
ARE  
SEXY

By Jennifer T Nieders



A photograph of a person with long, light brown hair, wearing a blue hoodie, resting their head on a wooden desk. The person's hair is spread out on the desk, and they are wearing headphones. The background shows a purple wall and some office equipment.

**HEAD-DESK**



- What does the web design process look like now?

- What does the web design process look like now?
- How is HTML/CSS being used as a design tool?

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- What deliverables make sense?

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- What tools are available?

- 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?
- How do we help educate the people we work with?

# 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

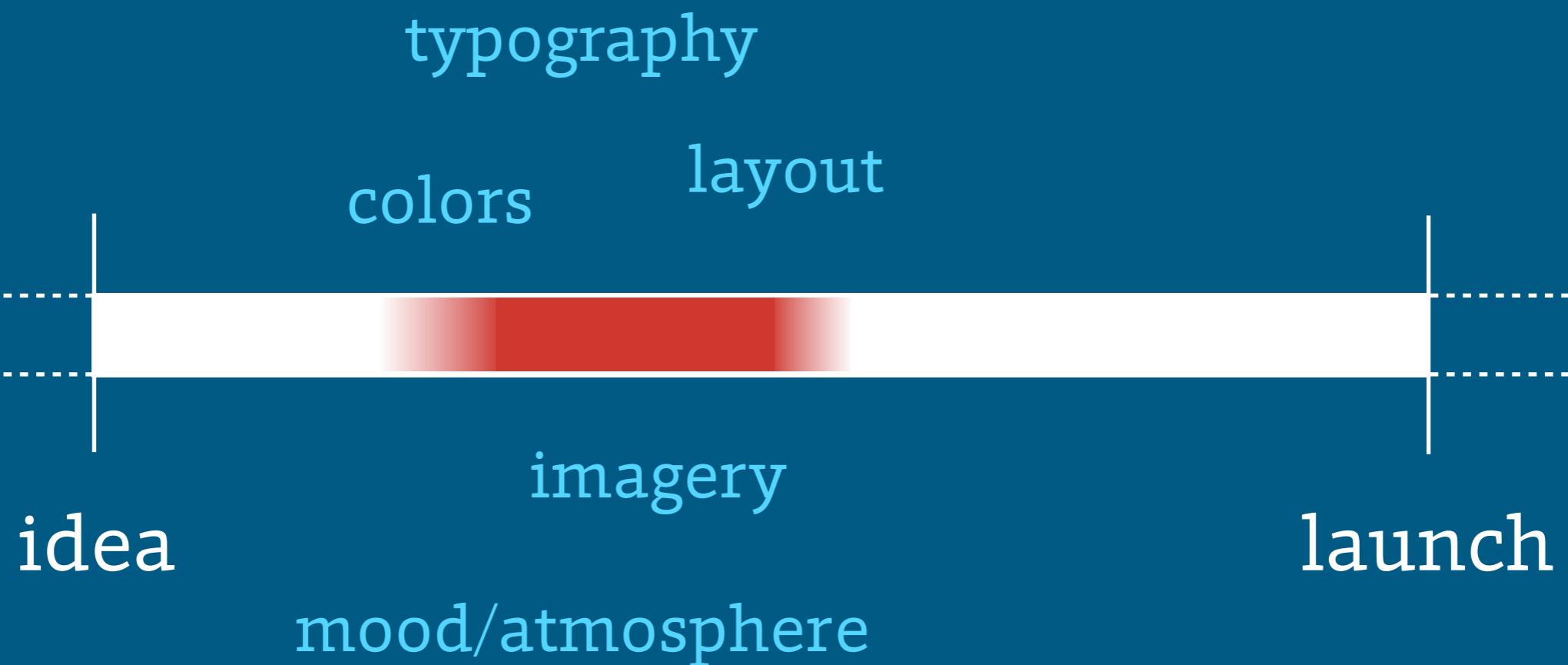
idea

prototypes

launch

flow diagrams

# Visual Style Treatments



# Frontend Development

HTML

CSS

JavaScript

idea

performance  
optimization

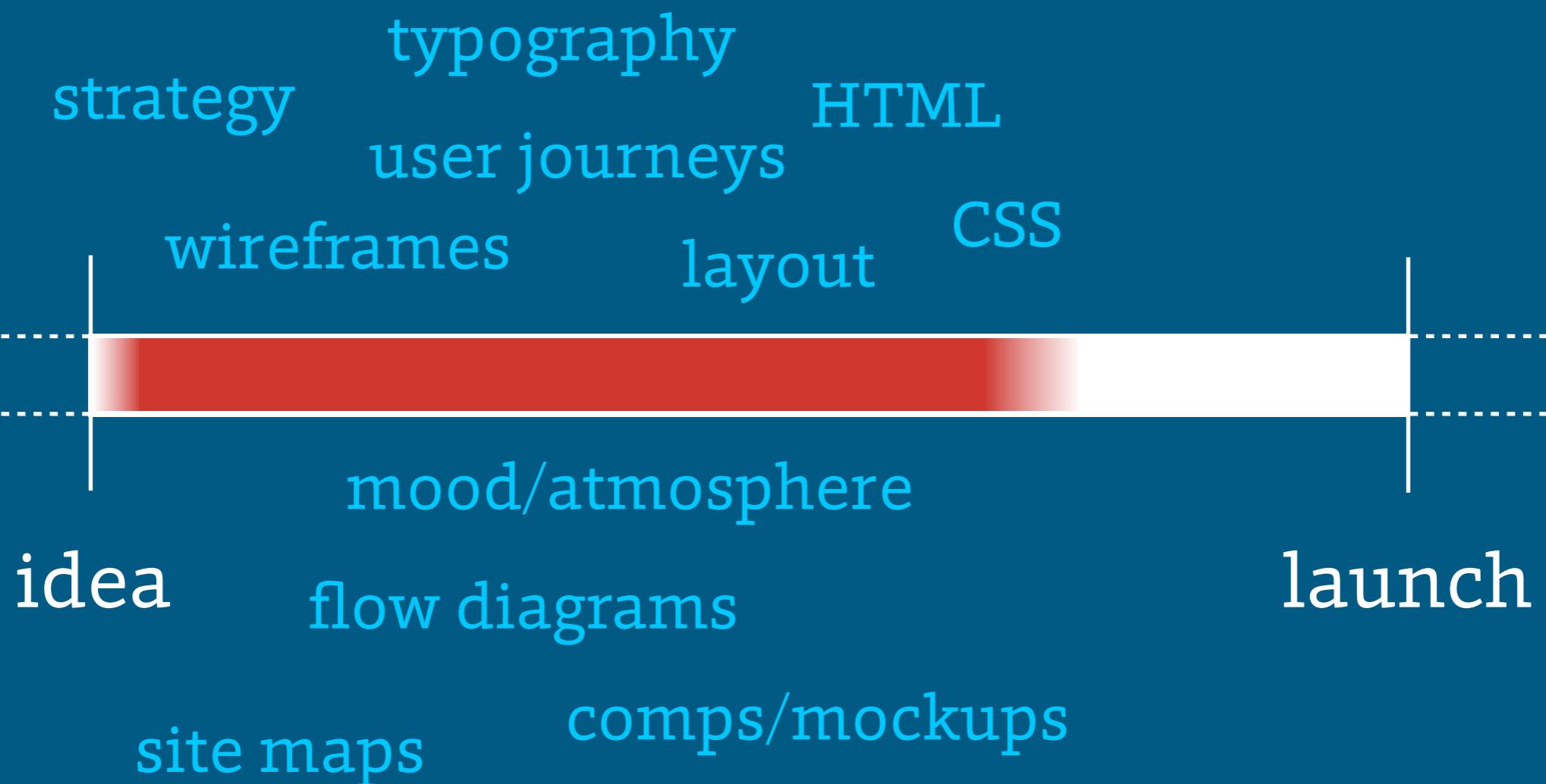
launch

accessibility

# Backend & Server



# Where I work...





idea

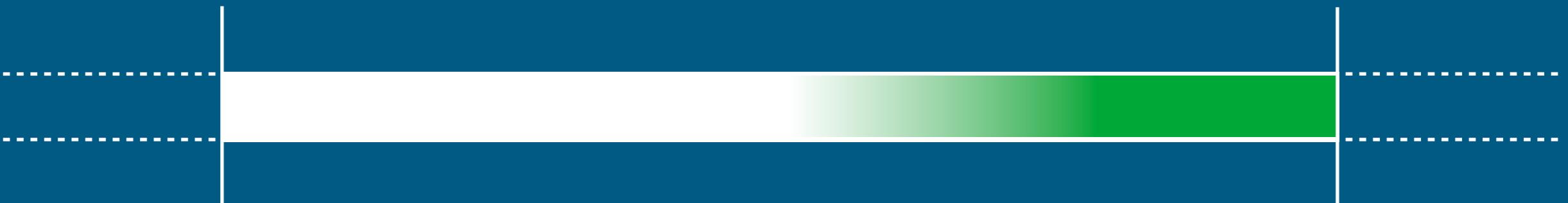
launch



A white unicorn stands in a snowy landscape under a dark purple night sky. A crescent moon hangs in the upper left. The unicorn has a long, flowing white mane and tail, and a single white horn on its forehead. It is rearing slightly on its hind legs. In the background, snow-covered evergreen trees stand against a dark, star-filled sky. The foreground shows snow-covered ground and distant snow-capped mountains.

idea

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



idea

launch

# I'm seeing code move back into the design process

HTML wireframes



idea

HTML prototypes

launch

**FROM**

**“Here, code this for me.”**

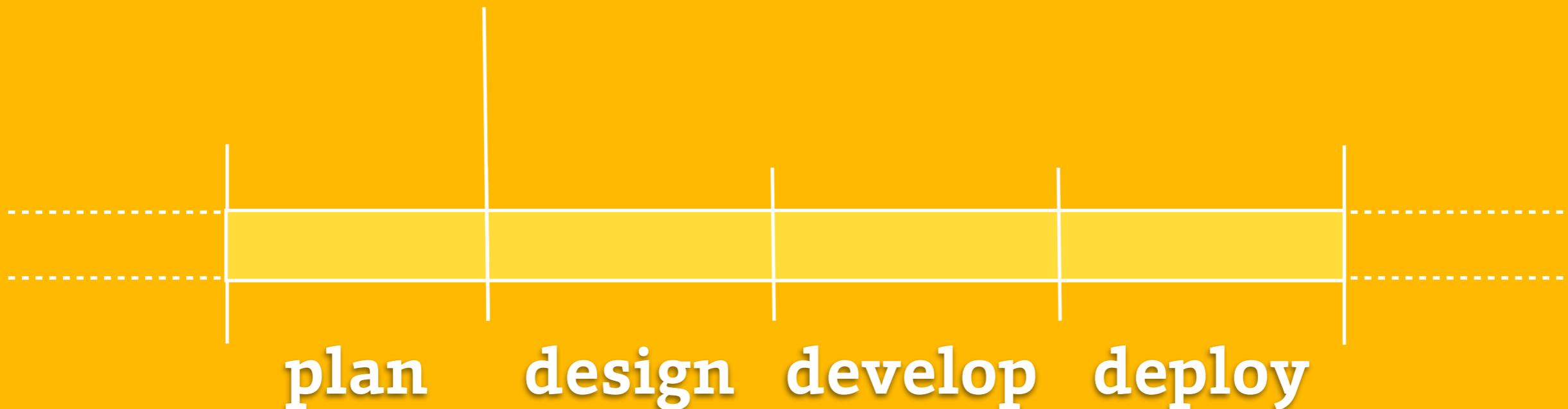
TO

# Code as a design tool



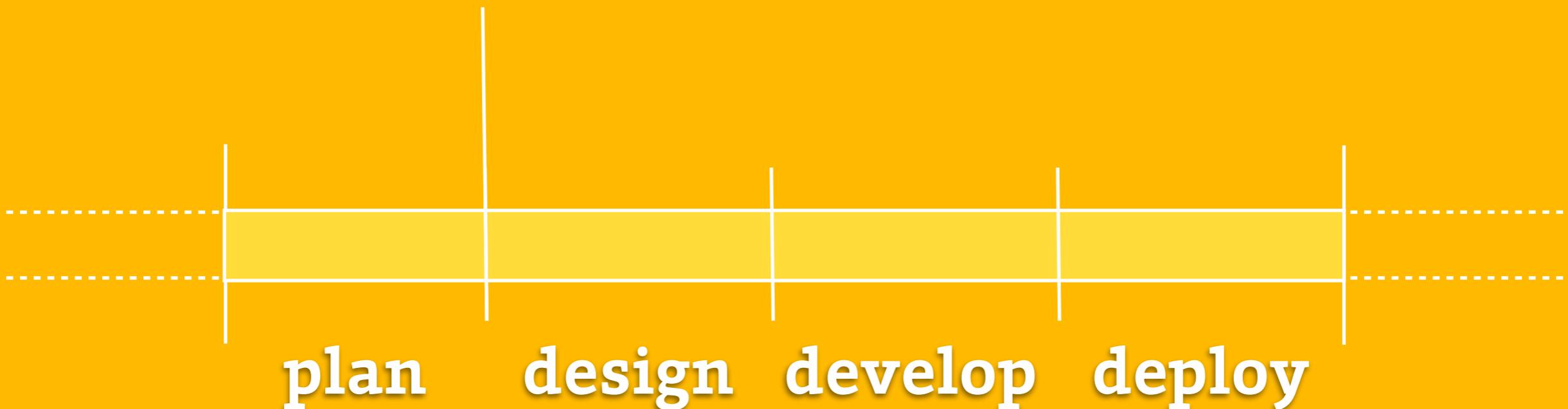
plan      design      develop      deploy

**wireframes**



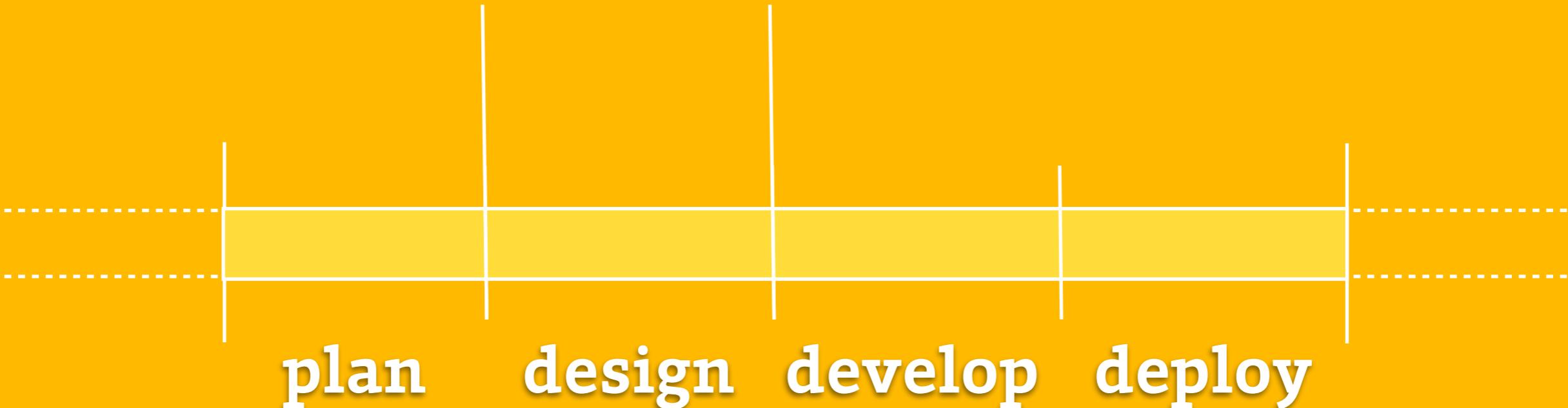


**wireframes**





**wireframes PSD comps**





**wireframes**    **PSD comps**



plan

design

develop

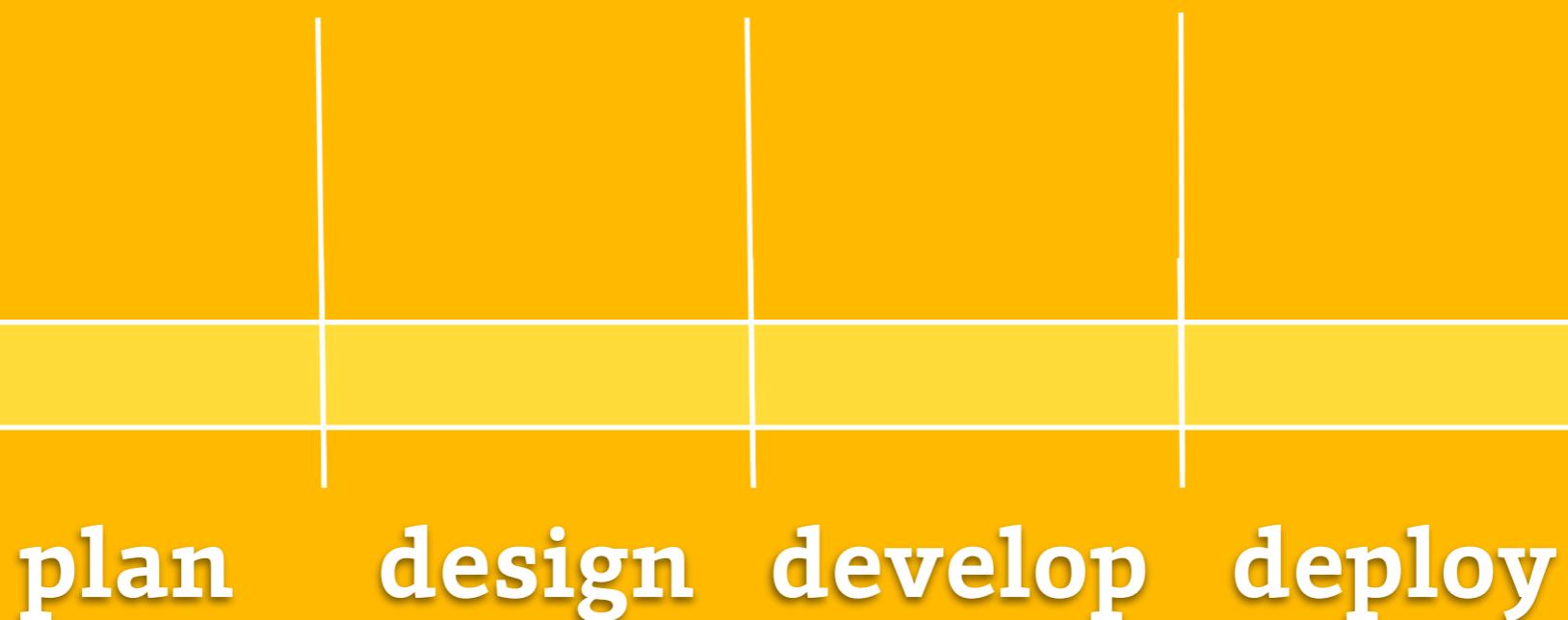
deploy

**wireframes** **PSD comps** **code**

**plan**    **design**    **develop**    **deploy**

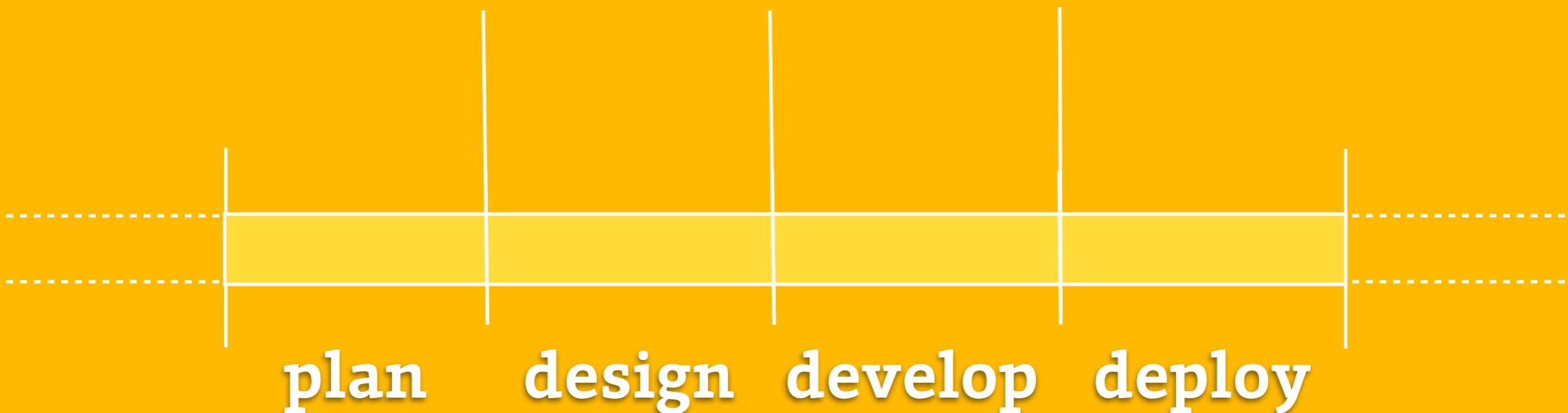


**wireframes**    **PSD comps**    **code**



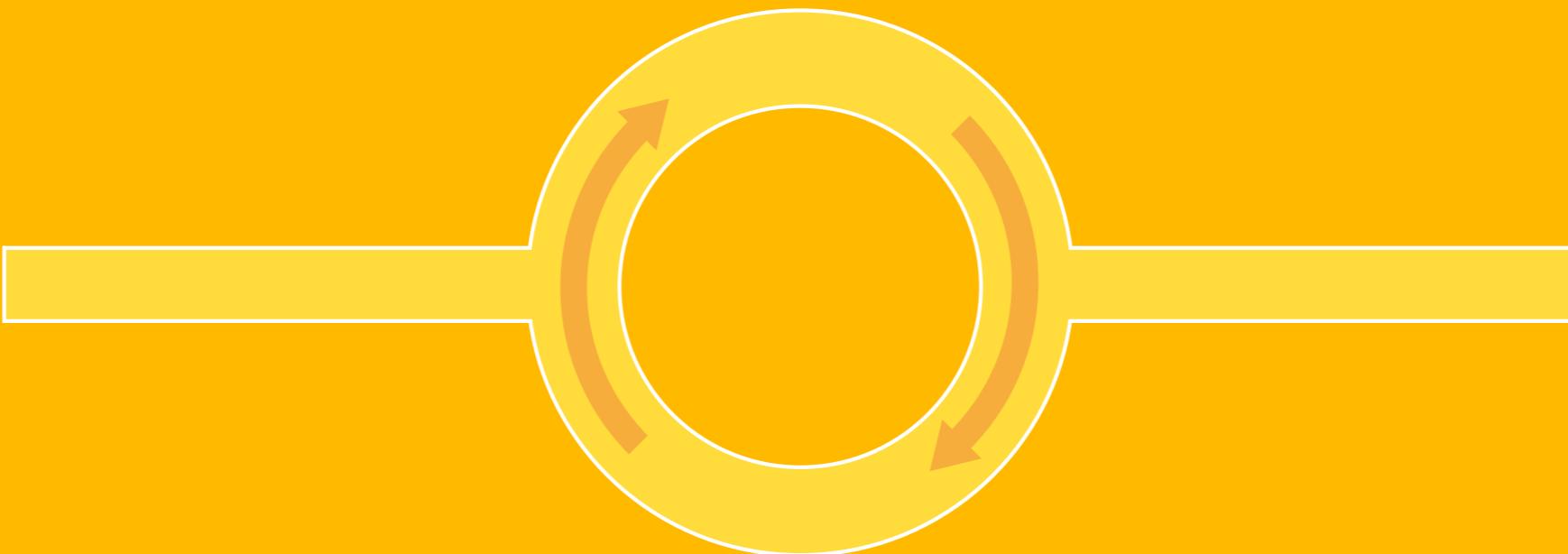


wireframes PSD comps code

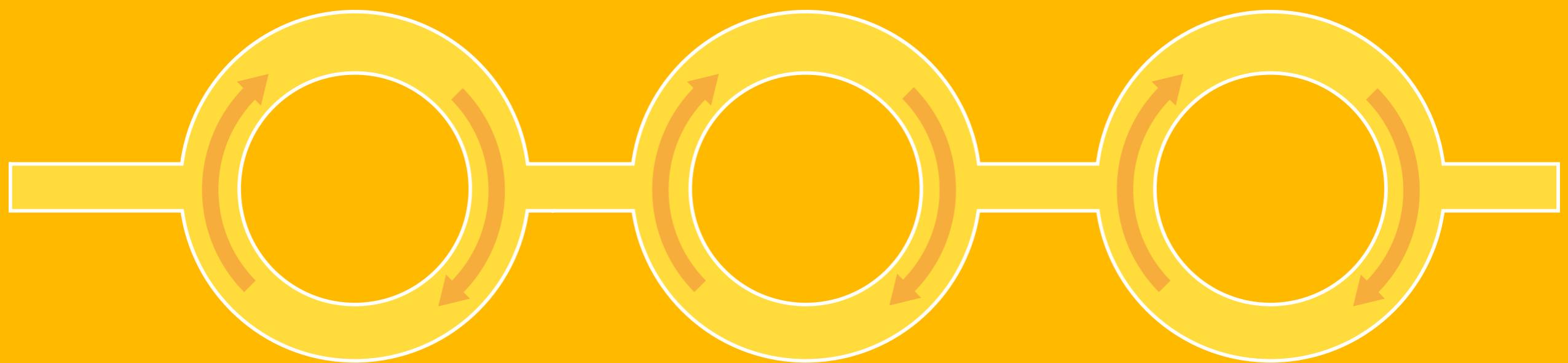


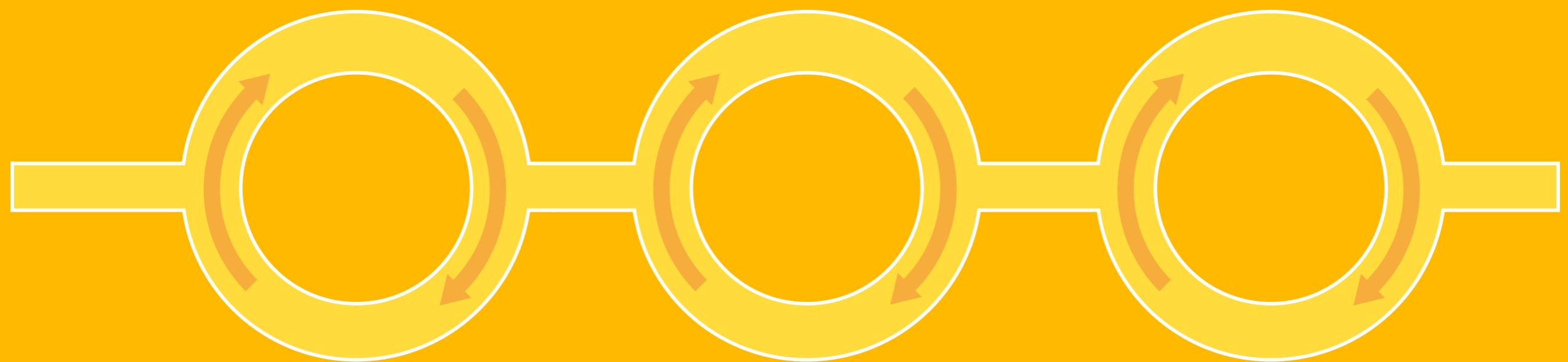
# Waterfall development

design



develop





# Agile development

# Agile development

# Agile development

- 2001 *Agile Manifesto*

# Agile development

- 2001 *Agile Manifesto*
- Iterative & incremental

# Agile development

- 2001 *Agile Manifesto*
- Iterative & incremental
- Teams are integrated, not silo'd

# 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 WEB DESIGN

**CSS Sprites Revisited**

By Niels Matthijs

April 11th, 2012

**CSS, Essentials, Sprites, Techniques**

**Comments**

I'm pretty confident that I won't surprise anyone here by saying that CSS sprites have been around for quite a while now, rearing their somewhat controversial heads in the Web development sphere as early as 2003.

Still, the CSS sprite hasn't truly found its way into the everyday toolkit of the common Web developer. While the theory behind CSS sprites is easy enough and its advantages are clear, they still prove to be too bothersome to implement, especially when time is short and deadlines are looming. Barriers exist to be breached, though, and we're not going to let a couple of tiny bumps in the road spoil the greater perks of the CSS sprite.

[Read more...](#)

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[Read more...](#)

## UI Patterns For Mobile Apps: Search, Sort And Filter

By Theresa Neil

April 10th, 2012

**Design patterns, Usability**

**Comments**

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**TR35 Innovator of the Year**  
Prof. Kevin Pu is named Innovator of the Year by the MIT Technology Review TR35.

[News Archive »](#)

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A List Apart: Articles: Getting Clients



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# Components of Responsive Design

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- A fluid layout

# Components of Responsive Design

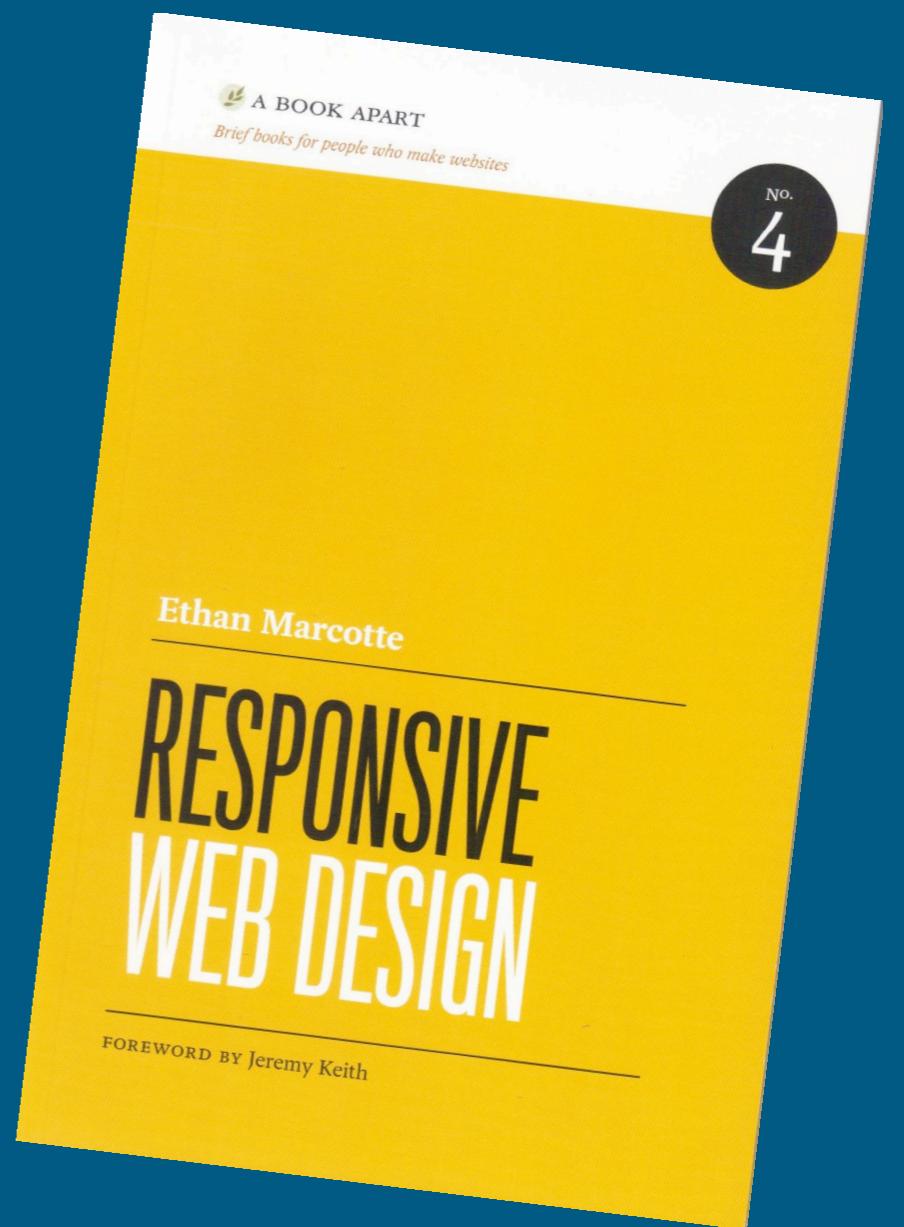
- A fluid layout
- Flexible images

# Components of Responsive Design

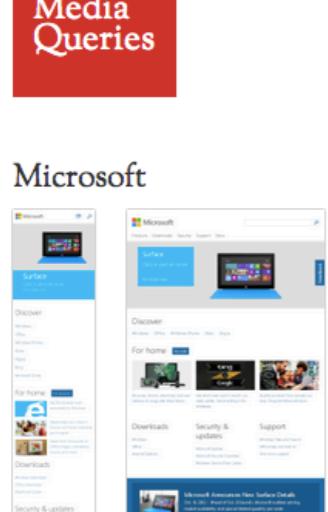
- A fluid layout
- Flexible images
- CSS media queries

# Components of Responsive Design

- A fluid layout
- Flexible images
- CSS media queries



**Media Queries**



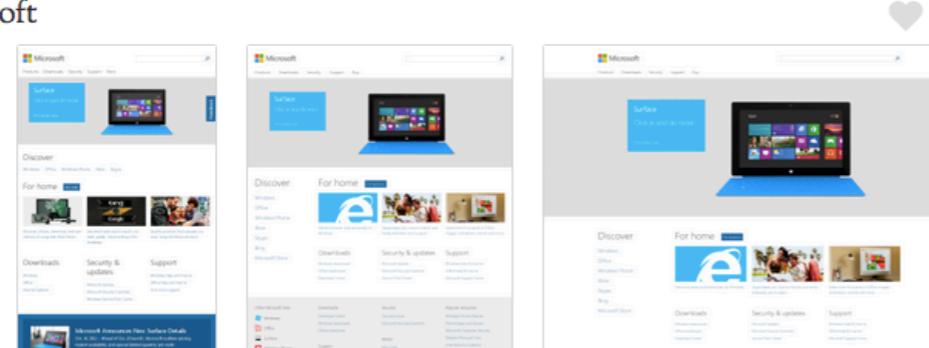
Premium 13x100  
Premium WP Hosting

**PREMIUM WP HOSTING**  
[LEARN MORE](#)

WP Engine

via Ad Packs

**Microsoft**



10

**Keynes for Kids**



3

**Responsive Web Design Process**



2

**Big Youth**



3

# mediaqueri.es

THIS GUY

TRY

BRAD FROST



bradfrostweb.com



bradfrostweb.com

[courtesy of Brad Frost ([bradfrostweb.com](http://bradfrostweb.com))]

# THIS WILL BE THE WEB.



[bradfrostweb.com](http://bradfrostweb.com)

[courtesy of Brad Frost ([bradfrostweb.com](http://bradfrostweb.com))]

**FROM**

The Web is 960 pixels wide.

TO

The Web is all sizes.

**The Web is all sizes.**

The Web is all sizes.

*It's slow and fast.*

**The Web is all sizes.**

**It's slow *and* fast.**

**It's keyboard *and* touch.**

# 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...**

# 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

**57%**  
of Americans  
use phone to access Internet

**31%**  
of them **mostly or only**  
use a phone to access Internet

[bit.ly/14VCt8R](http://bit.ly/14VCt8R)

## BRAZIL: NEXT FIVE YEARS

One of the fastest growing  
smartphone markets.

Add 98 million mobile broadband  
connections

Increase 3G/4G coverage in  
preparation for World Cup and  
Olympics

## 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](http://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](http://bit.ly/12ndU11)

**TOWARD A NEW  
WORKFLOW**

# Responsive Summit

London • February 2012

[responsivesummit.com](http://responsivesummit.com)

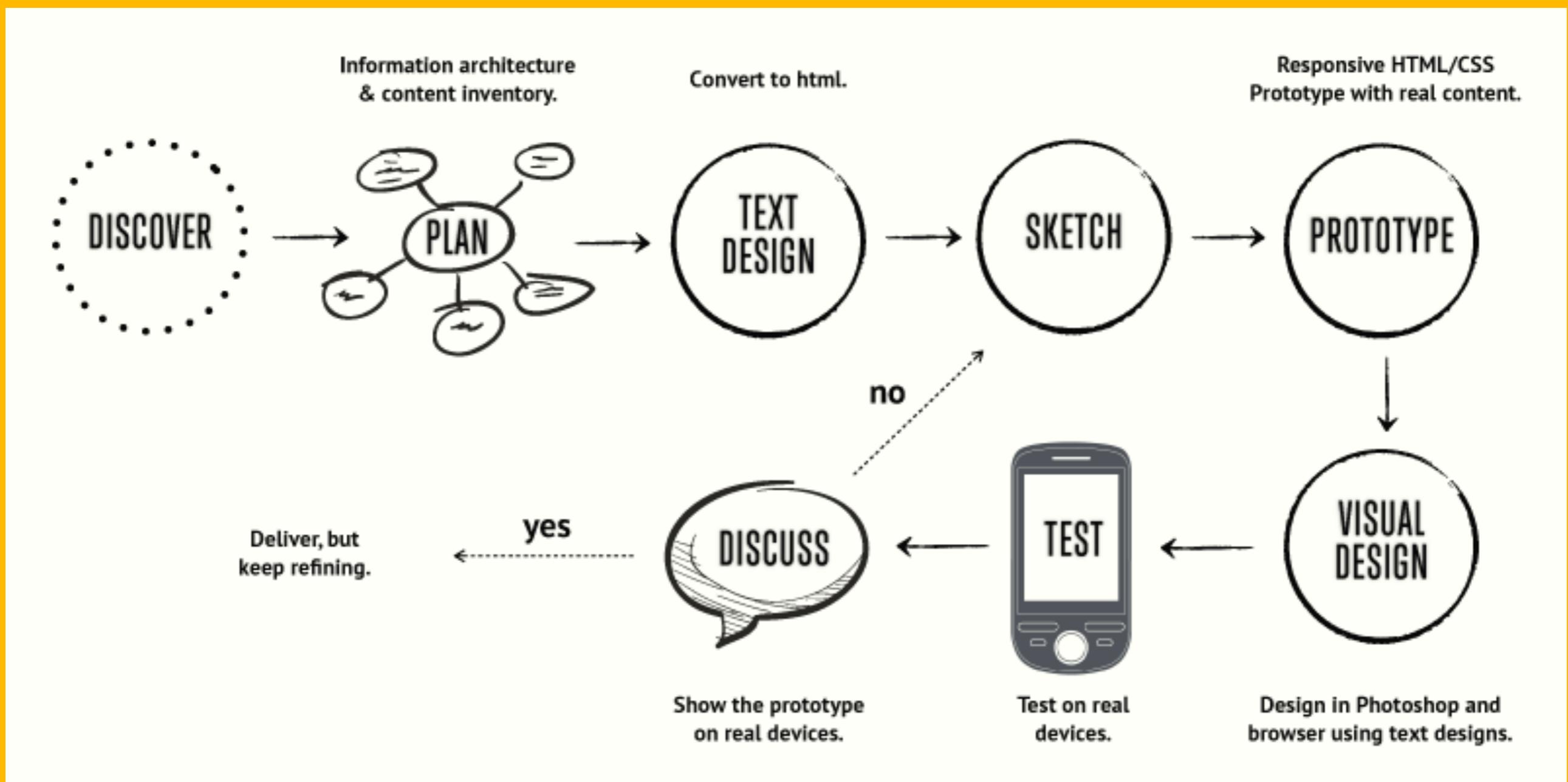
Plan

Sketch

HTML Prototype

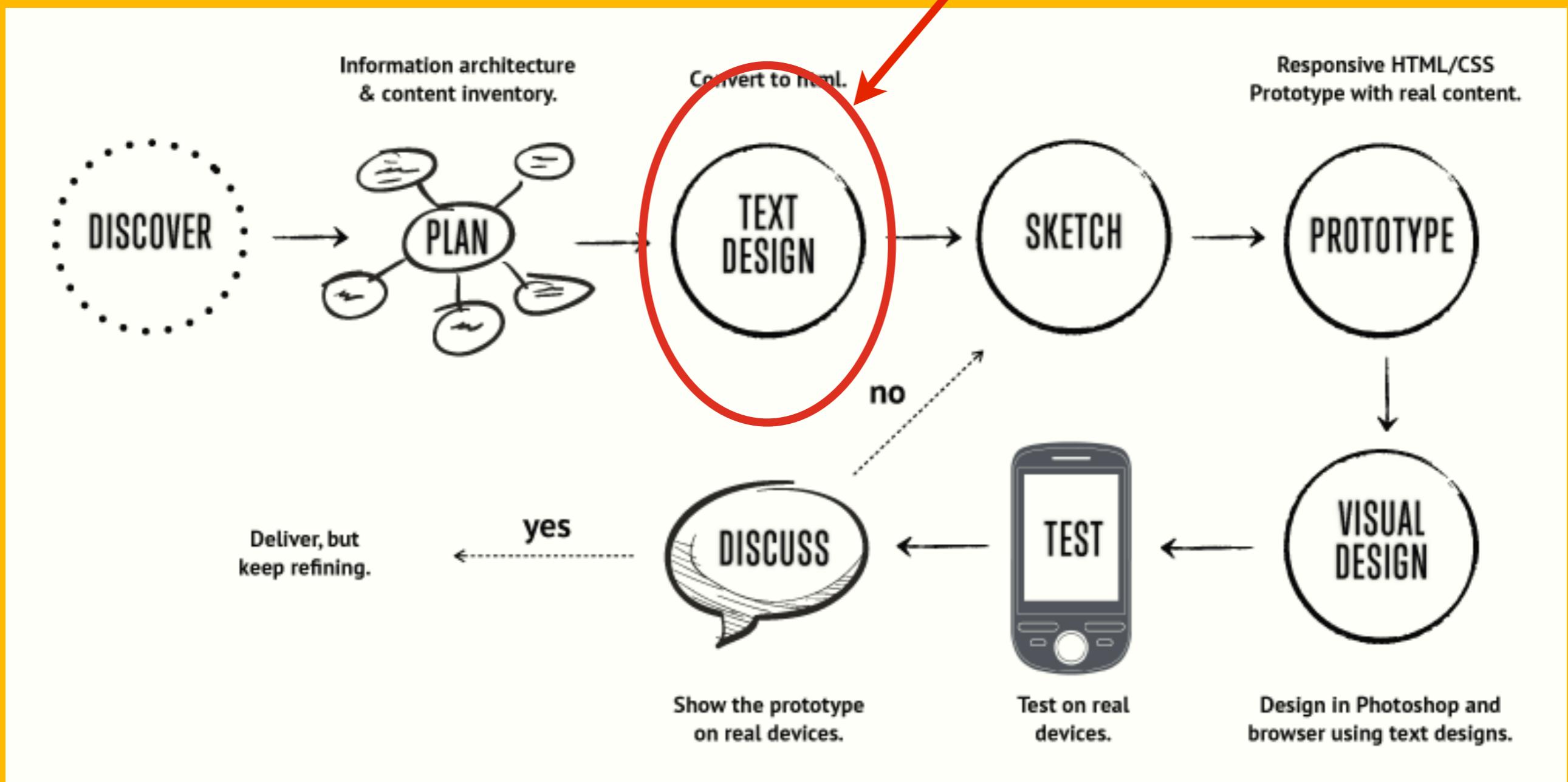
Increase Detail

Iterate/Talk



**"Responsive Workflow," by Viljami Salminen**

[viljamis.com/blog/2012/responsive-workflow/](http://viljamis.com/blog/2012/responsive-workflow/)



**"Responsive Workflow," by Viljami Salminen**

## **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**

Plan

Sketch

HTML Prototype

Increase Detail

Iterate/Talk

**FROM**

A website is made of pages.

TO

**A website is a system.**

# Plan (Content First)

# Plan (Content First)

- Start with content, real or representative

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- Start with content, real or representative
- Identify all content types and components

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- Start with content, real or representative
- Identify all content types and components
- Treat content as modules

# 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 deliverables

- Content type inventory

# Content deliverables

- Content type inventory
- Content priority document

Plan

Sketch

HTML Prototype

Increase Detail

Iterate/Talk

# "Ideas want to be ugly."

—Jason Santa Maria





PROJECT NOTES

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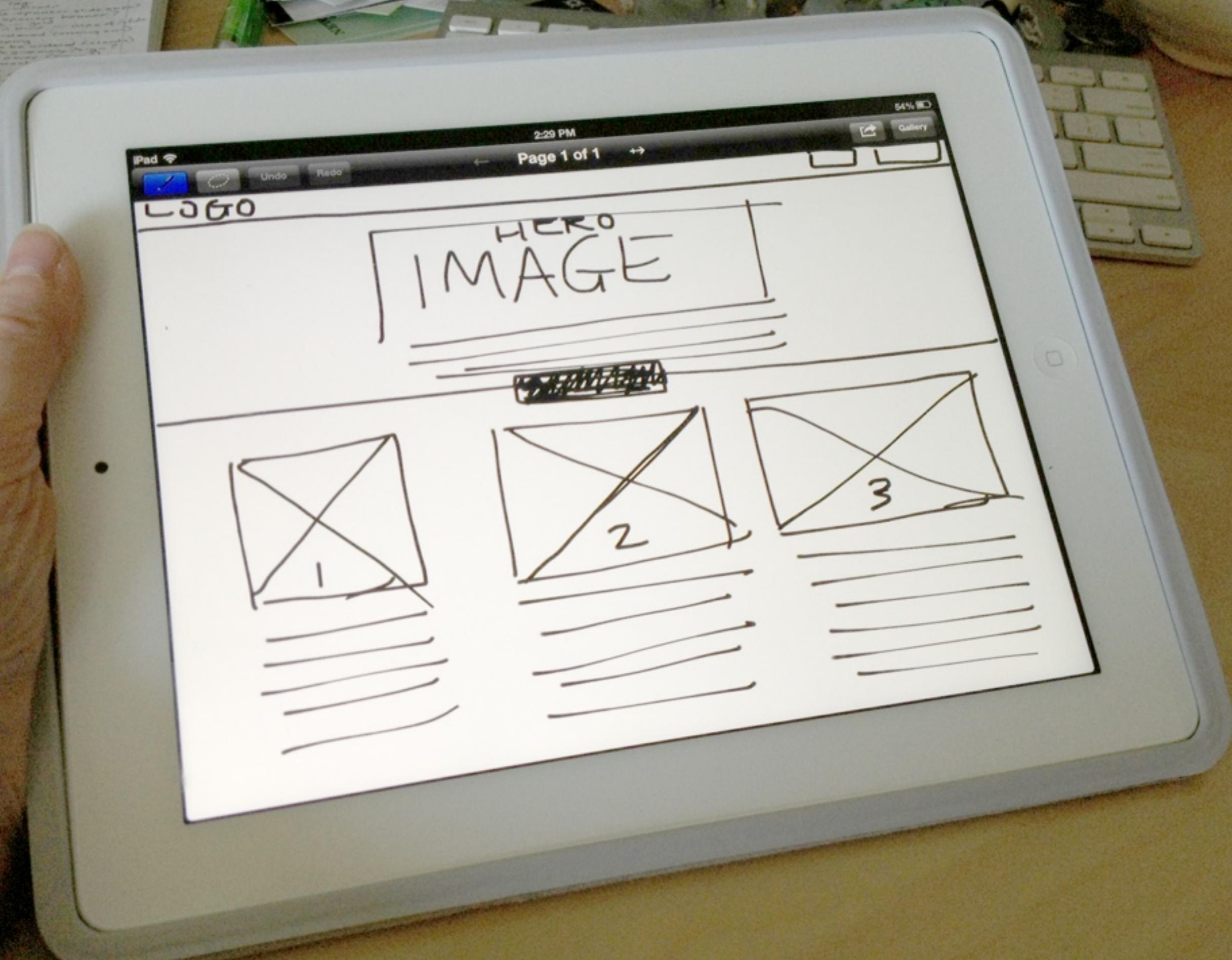
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Normally, you'd whip up some wireframes  
right about now, but...

**FROM**

# Wireframe diagrams

TO

# HTML prototypes

Plan

Sketch

HTML Prototype

Increase Detail

Iterate/Talk

# HTML Prototypes

# HTML Prototypes

- Prioritized content

# HTML Prototypes

- Prioritized content
- Minimally styled

# HTML Prototypes

- Prioritized content
- Minimally styled
- NOT necessarily production quality

# HTML Prototypes

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

# Advantages of Prototypes

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- Can begin testing on various devices

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- Creates a more realistic experience

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- Can begin testing on various devices
- Creates a more realistic experience
- Saves time overall

# Advantages of Prototypes

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

# Prototyping Tools

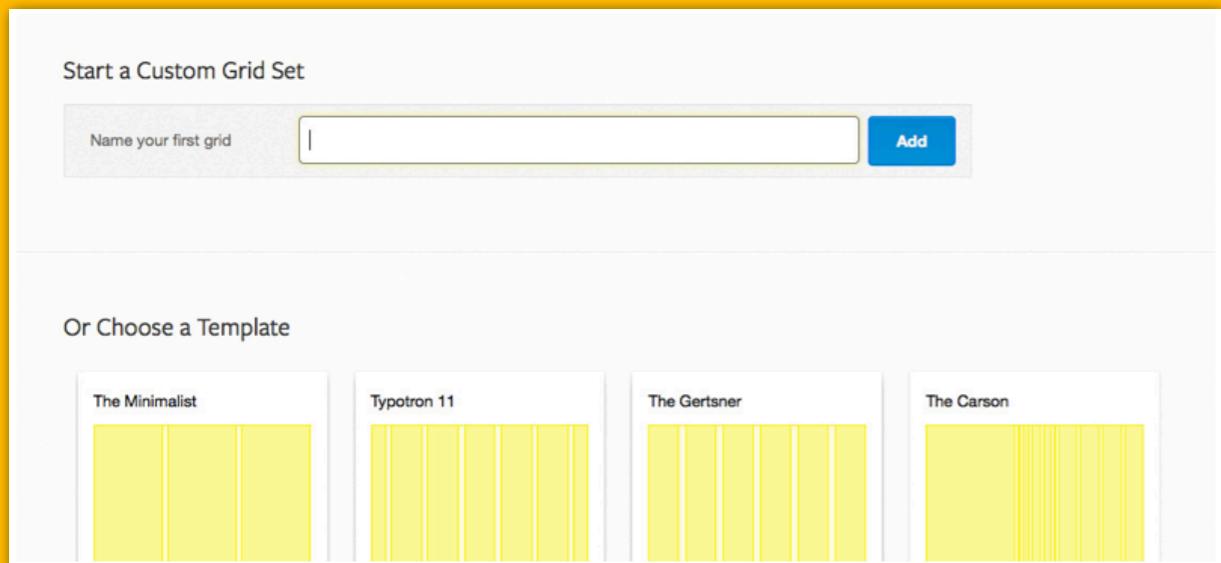
## Grid Systems

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

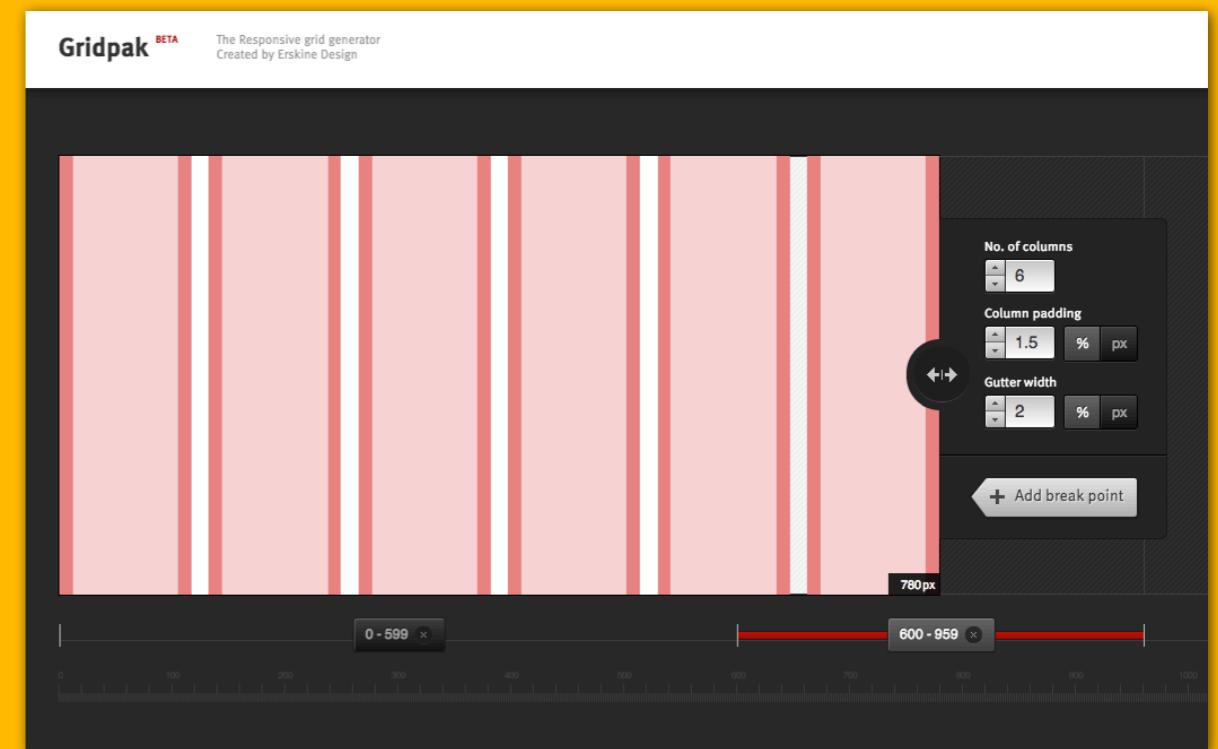
No. of columns: 6

Column padding: 1.5 % px

Gutter width: 2 % px

Add break point

780px



Gridpak

# Prototyping Tools Responsive Frameworks

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

Plan

Sketch

HTML Prototype

Increase Detail

Iterate/Talk

# Visual Layer

# Visual Layer

- Color and texture

# Visual Layer

- Color and texture
- Imagery

# Visual Layer

- Color and texture
- Imagery
- White space

# Visual Layer

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

# Visual Layer

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

**CREATE VS.  
COMMUNICATE**

“You’re a loser if you use Photoshop.”

**"You're a loser if you use Photoshop."**

Nobody panic.

"~~You're a~~ Photoshop"



DAN ROSE

# Creative Exploration

- “**Design in Browser**”



[Speaking Engagements](#)   [FAQ](#)

# I can't design in the browser

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FEBRUARY 21, 2012

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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/Sketch  
then move to browser a.s.a.p.**

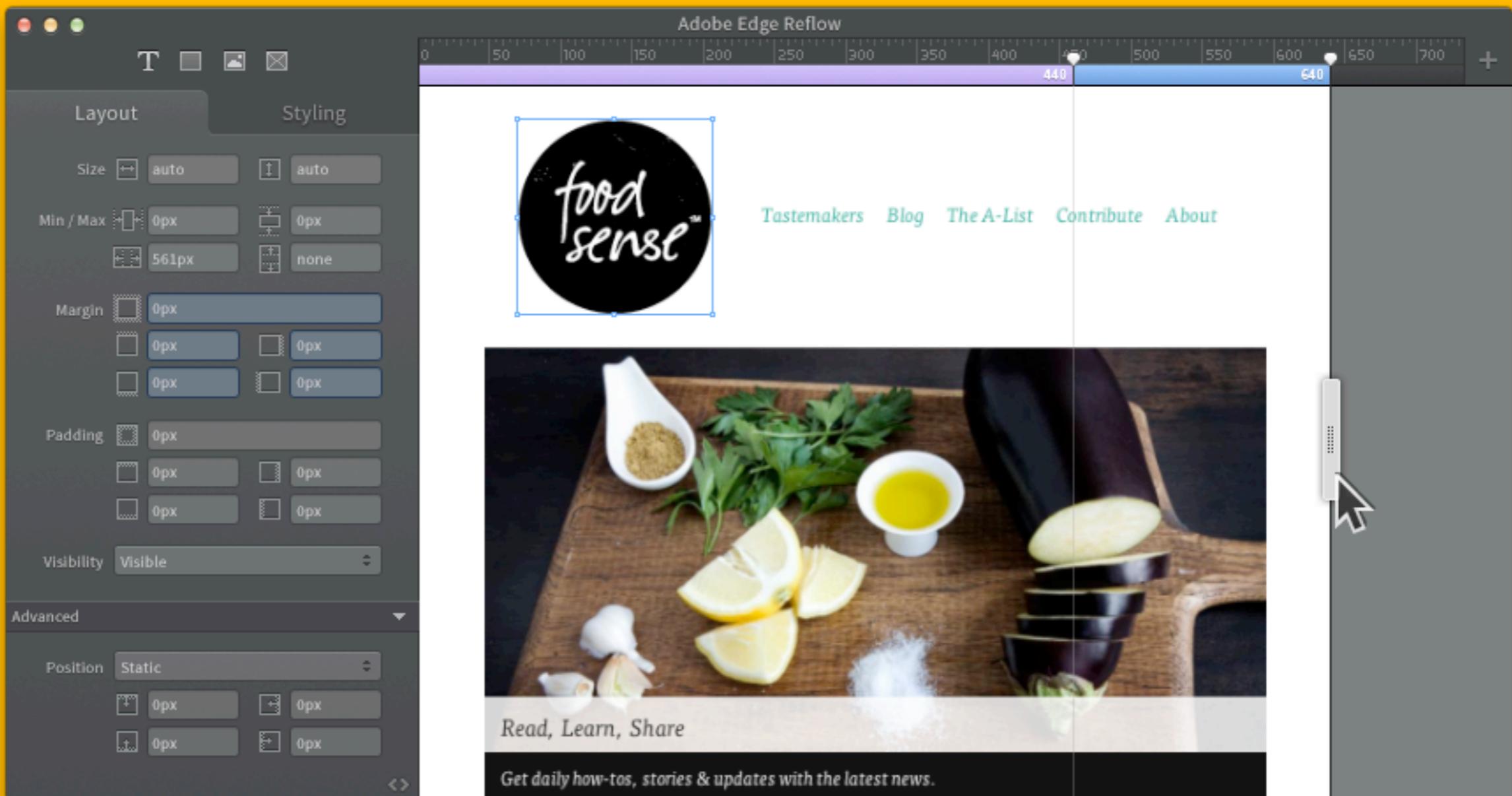
“Let’s change the phrase  
‘designing in the browser’ to  
‘deciding in the browser.’”

—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](http://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 menu 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, including "Type: text", "Element ID", "POSITION" (x: 11, y: 0), and "DIMENSIONS" (width: 33.917%). A yellow button labeled "Watch the Sneak Peek video!" is visible above the preview window.

THE CODE-SAVVY WEB DESIGN TOOL

Stop writing code. Start drawing it.

Macaw provides the same flexibility as your favorite image editor but also writes semantic HTML and remarkably succinct CSS. It's time to expect more from a web design tool.

Watch the Sneak Peek video!

aviary.mcaw

ROCK CREEK AVIARY

HOME EXHIBITS EDUCATION DONATE ABOUT

Want to get Macaw before anyone else? Support our Kickstarter Campaign!

Coming soon to the App Store! Want updates?  sign up

© 2013 Macaw, LLC

macaw.co

# Froont

FROONT

FAQ Terms and privacy Register Log in

## Responsive web design, the visual way

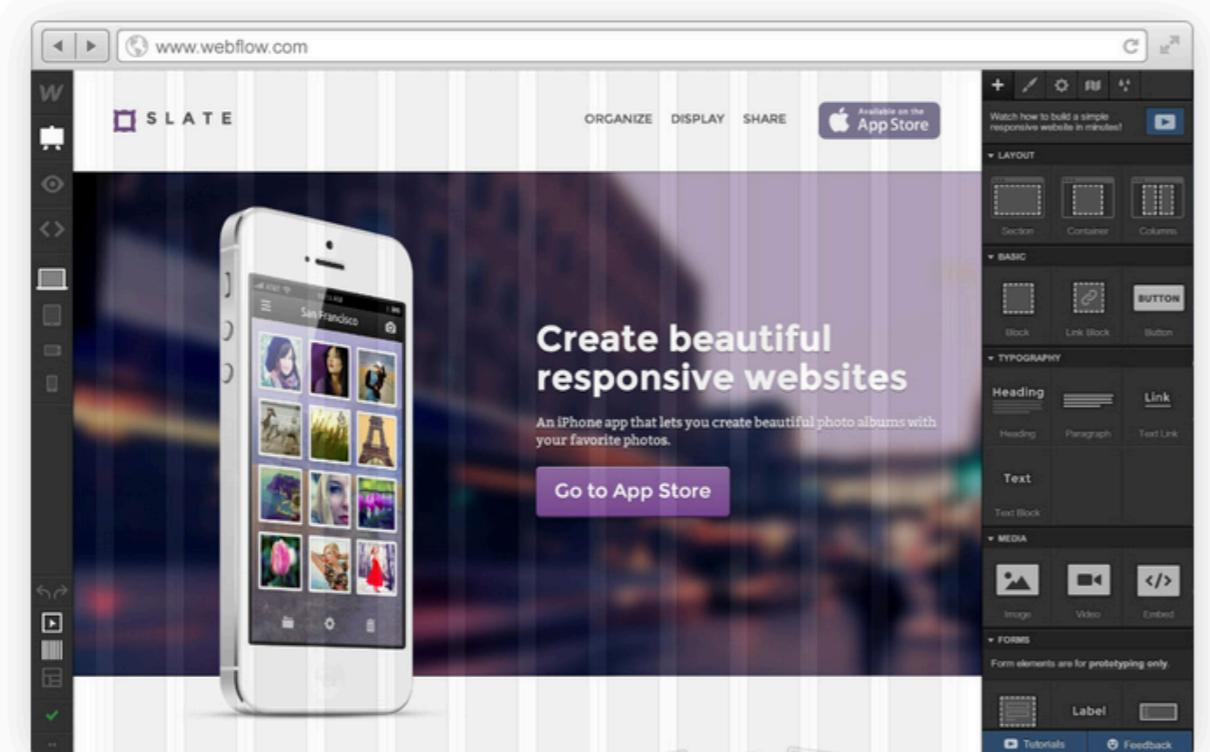
Design websites directly in the browser with a simple drag and drop interface

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 system 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 elements. A horizontal slider indicates a width of 26%. To the right is a 'PROPERTIES' panel with tabs for 'POSITION', 'TYPE PROPERTIES', and 'IMAGE'. Under 'TYPE PROPERTIES', the font 'Abril Fatface' is selected. Other settings include font size (1em), line height (1em), letter spacing (0em), font color (#2c2c2c), background color (#ffff), and column count (set to 1). The bottom of the editor features a call-to-action button with the text 'See how it works'.

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, there is a preview of the Webflow app builder interface, showing a mobile phone screen with a photo album app and various design tools like "Organize", "Display", "Share", and "Available on the App Store".

**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](http://webflow.com)

**FROM**

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

TO

# Designing with CSS

TO

Des

Break it down!

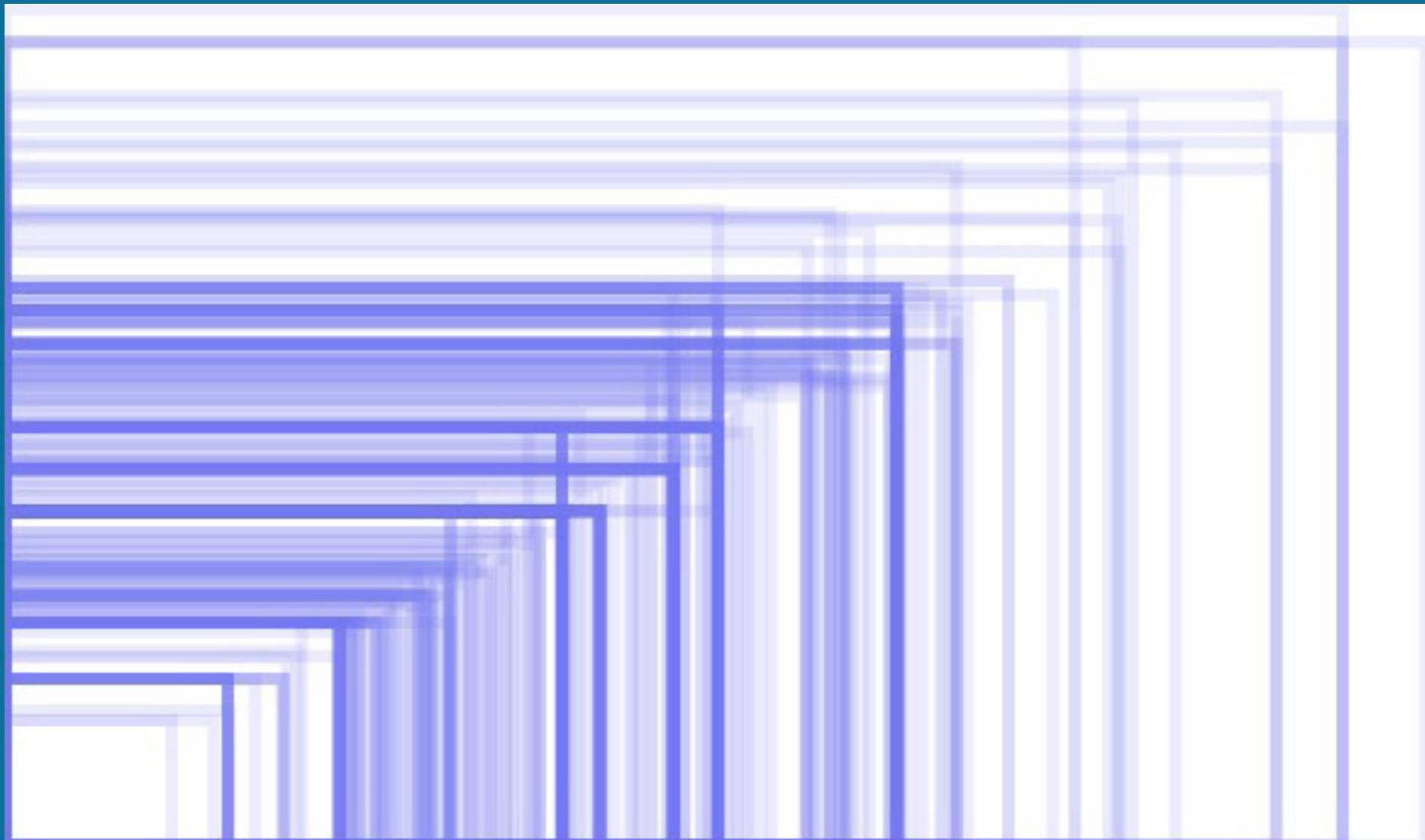
CSS



BEN CALLAHAN

**Let's talk deliverables...**

# Android device screen size survey



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

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- Don't display web fonts accurately

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- Can't show flexible/responsive layouts

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- Set wrong expectations

# 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

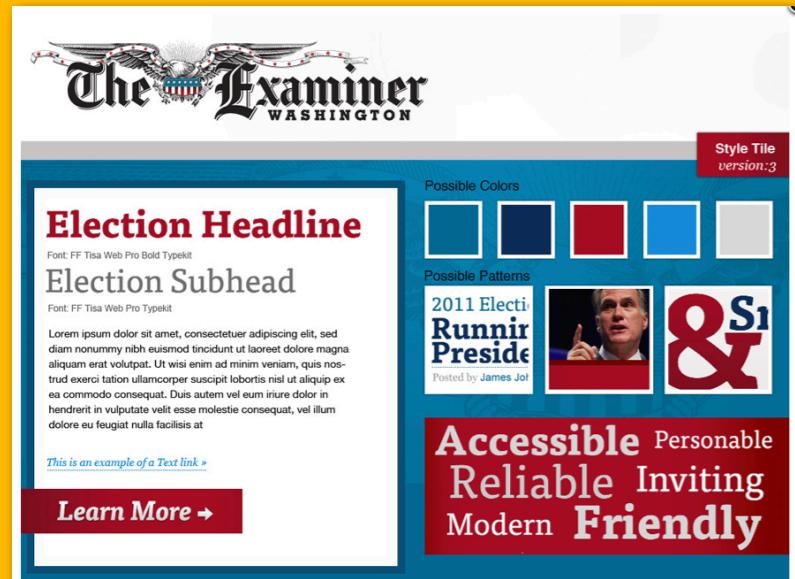
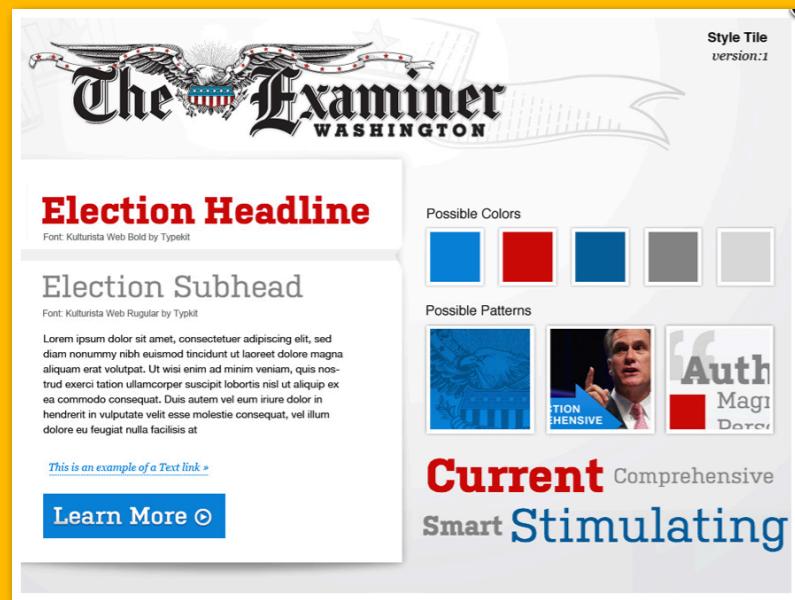




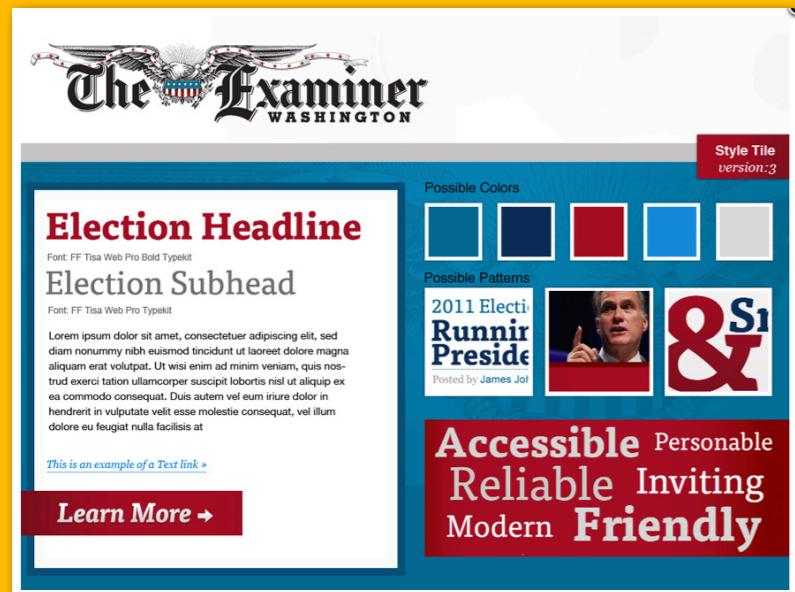
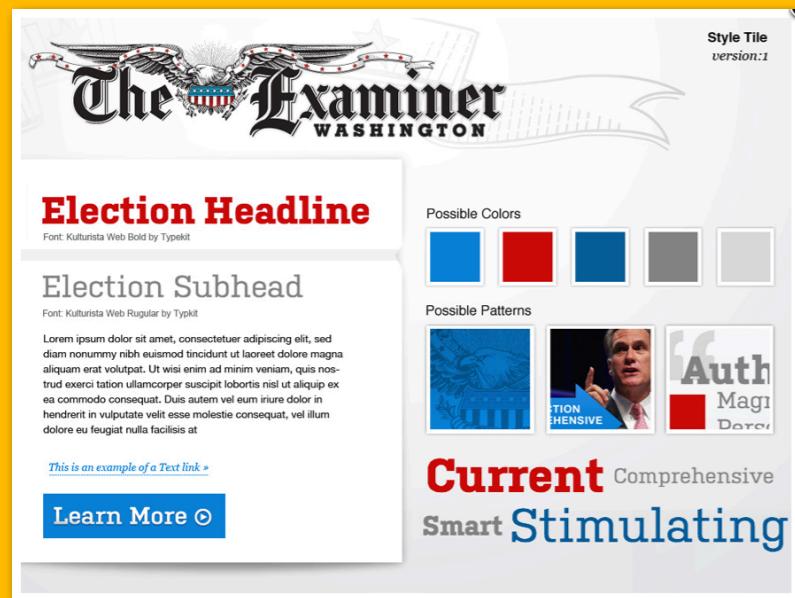
# Design deliverables

- **Style exploration**

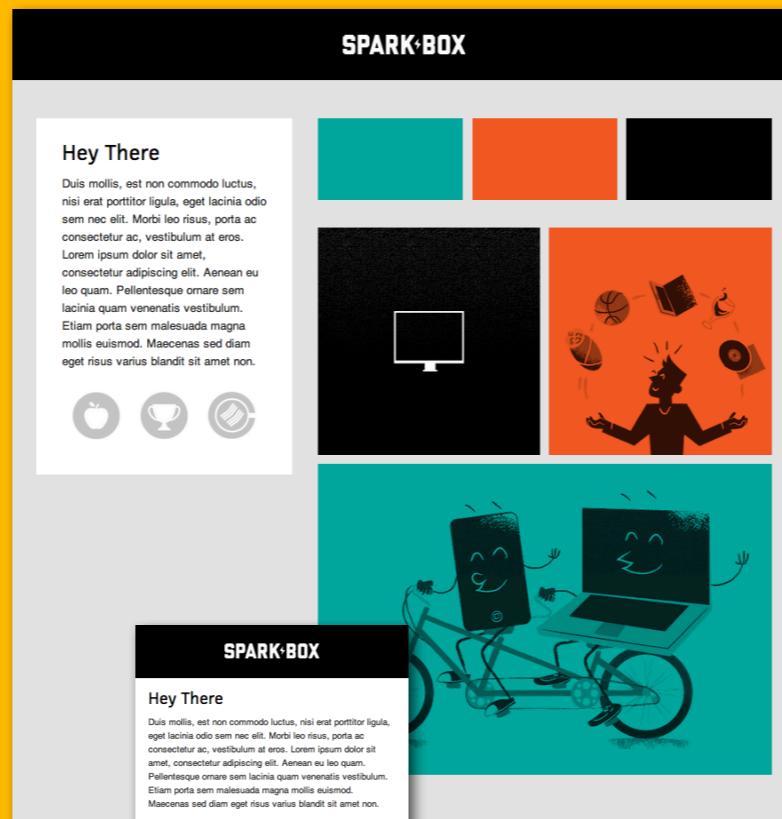
# style tiles



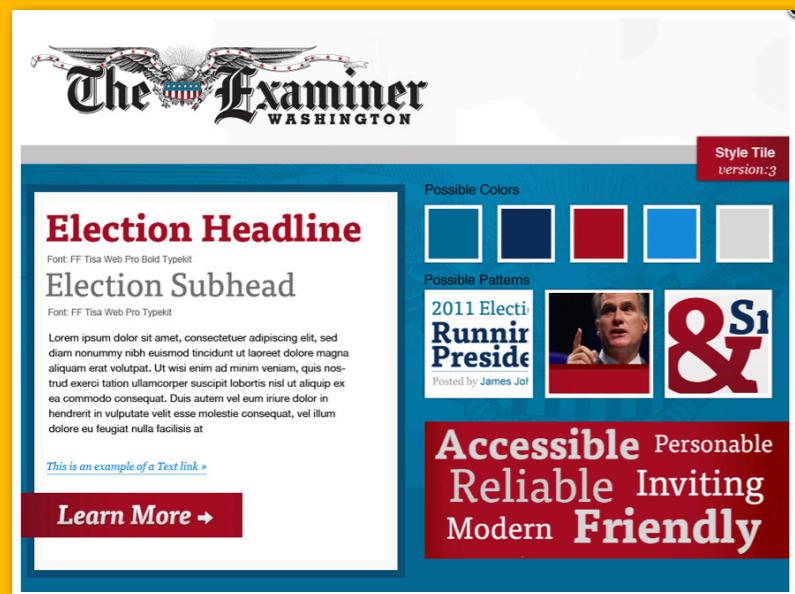
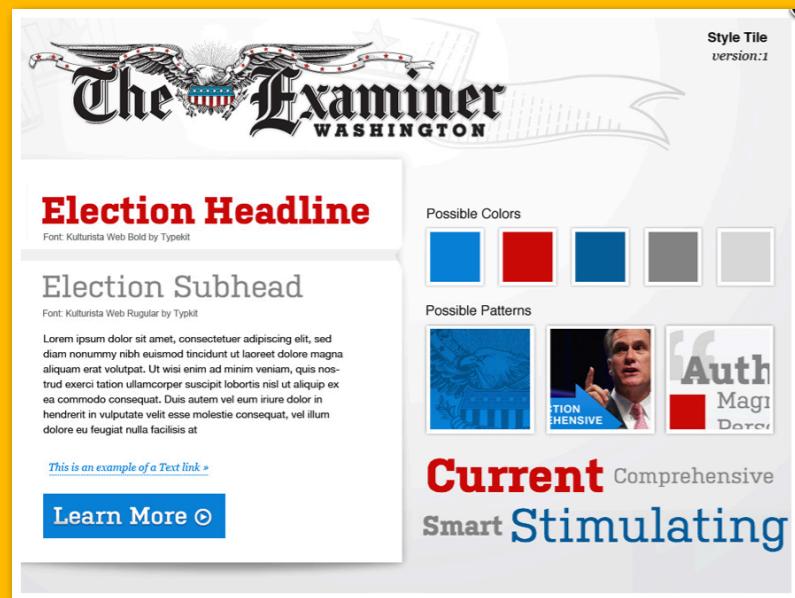
# style tiles



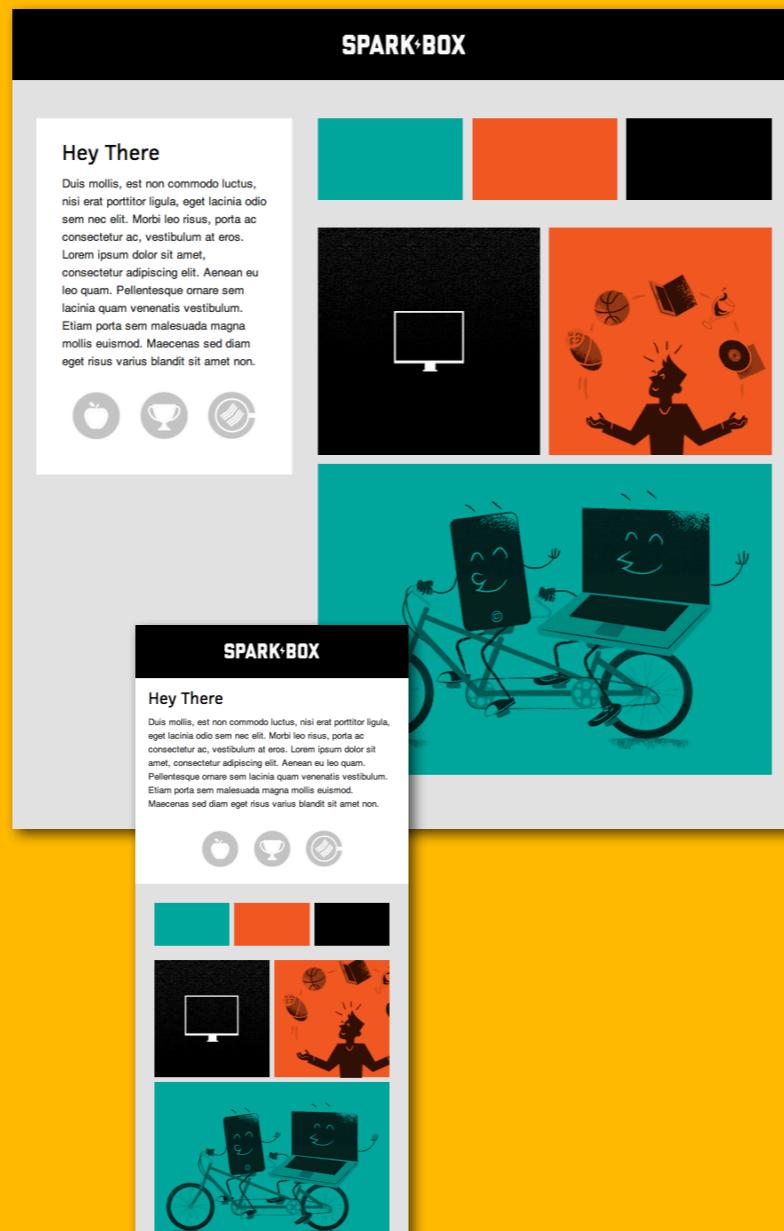
# style prototypes



# style tiles



# style prototypes



# element collage





YESENIA PEREZ-CRUZ

style tiles

The Examiner  
WASHINGTON

**Election Headline**  
Font: Kulturista Web Bold by Typekit

**Election Subhead**  
Font: Kulturista Web Regular by Typekit

Font ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisis.

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.

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

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

element collage

DONATE

DONATE

DONATE

DONATE

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**



ARTIFACT is the conference for DESIGNERS adapting to the challenge of designing for a MULTI-DEVICE world.

# “Mo’ Pixels, Mo’ Problems”

Dealing with Responsive Images  
with Dave Rupert @davatron5000

Text

Filmed before a live Austin, TX audience from May 13 to 14, 2013.



@artifactconf



[artifactconf.com](http://artifactconf.com)

[vimeo.com/79265962](https://vimeo.com/79265962)

[daverupert.com/2013/06/ughck-images/](http://daverupert.com/2013/06/ughck-images/)

# Design deliverables

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

# Style Guides/Pattern Libraries

# Style Guides/Pattern Libraries

- Documents every content component

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- Describes how they are used

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

# 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.

This section displays a grid of mobile module templates. The first row contains four modules: 'Promo and text links', 'Media clips', 'Promos', and 'Visual listings'. The second row contains three modules: 'Visual listings extended', 'Text', and 'Links'. The third row contains one large 'Quote' module. Each module includes placeholder text and 'More links (16pt)' buttons. A vertical sidebar on the right indicates the document is 'Mobile GEL Styleguide Version 2 | March 2012'.

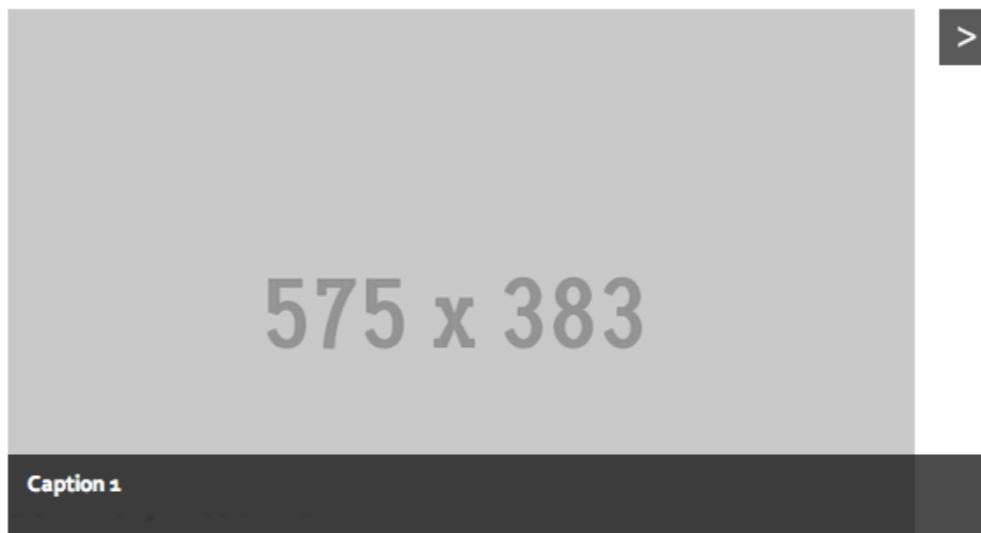
## 03 Foundations The Masthead

The following illustrates how the menu dropdown opens.

This section shows the BBC masthead menu dropdown across different devices. It includes a 'BBC' logo, 'Sign in', 'Close', and 'Search' buttons. The menu lists categories like News, Sport, Weather, iPlayer, TV, Radio, Entertainment, CBBC, CBeebies, Food, Music, Travel, Health, Lottery, and Full A-Z. Below the menu, 'SECTION TITLE' and 'Feature phone (Portrait)' are shown. The layout then transitions to a smartphone portrait view with 'SECTION TITLE' and 'Smartphone (Portrait)'. Finally, it shows a smartphone landscape view with 'Smartphone (Landscape)'. A toolbar at the bottom includes icons for zoom, back, forward, search, and file operations. A vertical sidebar on the right indicates the document is 'Mobile GEL Styleguide Version 2 | March 2012'.

# 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

Lo ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lo ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lo ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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 iacus 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



### Shortcode

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

[Back to top](#)

# gim.ie/fZyK

## Compiled by Anna Debenham

This image is a grid of 18 screenshots showcasing various style guides and design systems from around the web. The screenshots are arranged in a 6x3 grid.

- Row 1:**
  - Style Guides Are The New Patterns**: A screenshot of a style guide titled "Style Guides Are The New Patterns".
  - CSS Style Guides | CSS-Tricks**: A screenshot of a CSS style guide from CSS-Tricks.
  - Responsive Web Design Patterns**: A screenshot of a responsive web design patterns page.
- Row 2:**
  - Road Trip: Patterns**: A screenshot of a "Road Trip: Patterns" style guide.
  - Style-Guide**: A screenshot of a general style guide interface.
  - GOV.UK — Colours**: A screenshot of the GOV.UK colour palette.
- Row 3:**
  - Starbucks Mockups**: A screenshot of the Starbucks mockups section.
  - StyleTiles**: A screenshot of the StyleTiles visual design pattern library.
  - mezzoblue § Markup Guide**: A screenshot of the mezzoblue markup guide.
- Row 4:**
  - Starbucks Style Guide**: A screenshot of the Starbucks style guide.
  - Style Tiles**: A screenshot of the Style Tiles section.
  - StyleBootstrap.info**: A screenshot of the StyleBootstrap.info style guide.
- Row 5:**
  - A Beautiful Boilerplate for Responsive, Mobile-Friendly Development**: A screenshot of a responsive mobile-friendly development boilerplate.
  - Fontello**: A screenshot of the Fontello font icon generator.
  - AaBbCcDdE**: A screenshot of a typography section featuring large letters and numbers.
- Row 6:**
  - Fontello**: A screenshot of the Fontello font icon generator.
  - Fontello**: A second screenshot of the Fontello font icon generator.
  - Vigilante**: A screenshot of the Vigilante style guide.

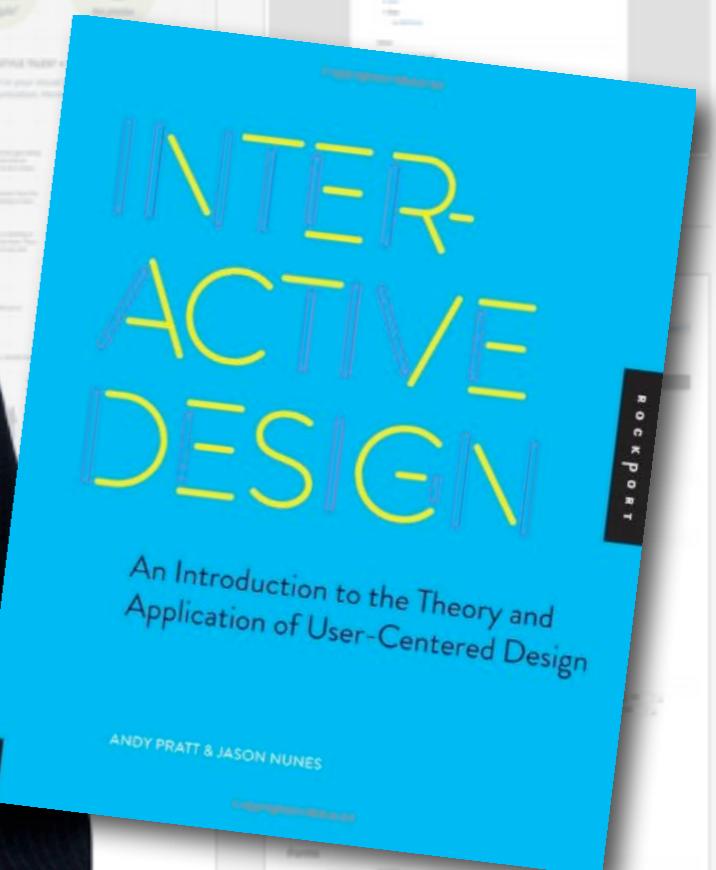


Let's not  
stop there.

ANDY PRATT

Let's not  
stop there.

ANDY PRATT



Plan

Sketch

HTML Prototype

Increase Detail

Iterate/Talk

**FROM**

**“TA DA!”**

TO

**Clients/Stakeholders  
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

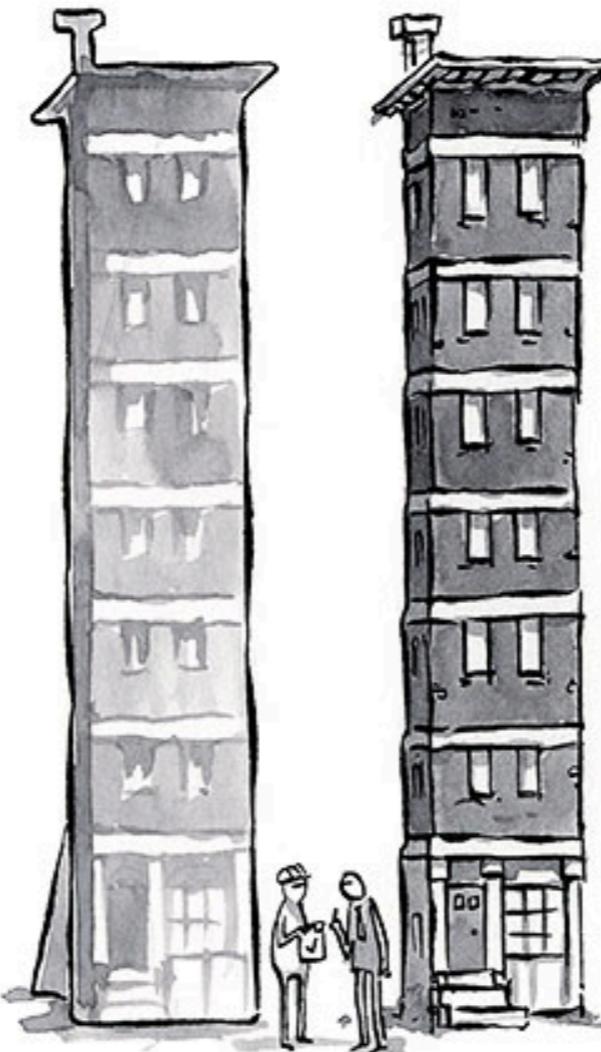
Published in: CSS, HTML5, Mobile, Mobile Design, Project Management and Workflow

[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



Search ALA

GO

 Include discussions

Topics

Code &gt;

Content &gt;

Culture &gt;

Design &gt;

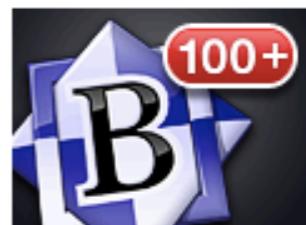
Mobile &gt;

Process &gt;

User Science &gt;

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.](#)

FOR PEOPLE WHO  
MAKE WEBSITES

## MATT GRIFFIN

OCTOBER 16, 2012

## Responsive Comping: Obtaining Signoff without Mockups

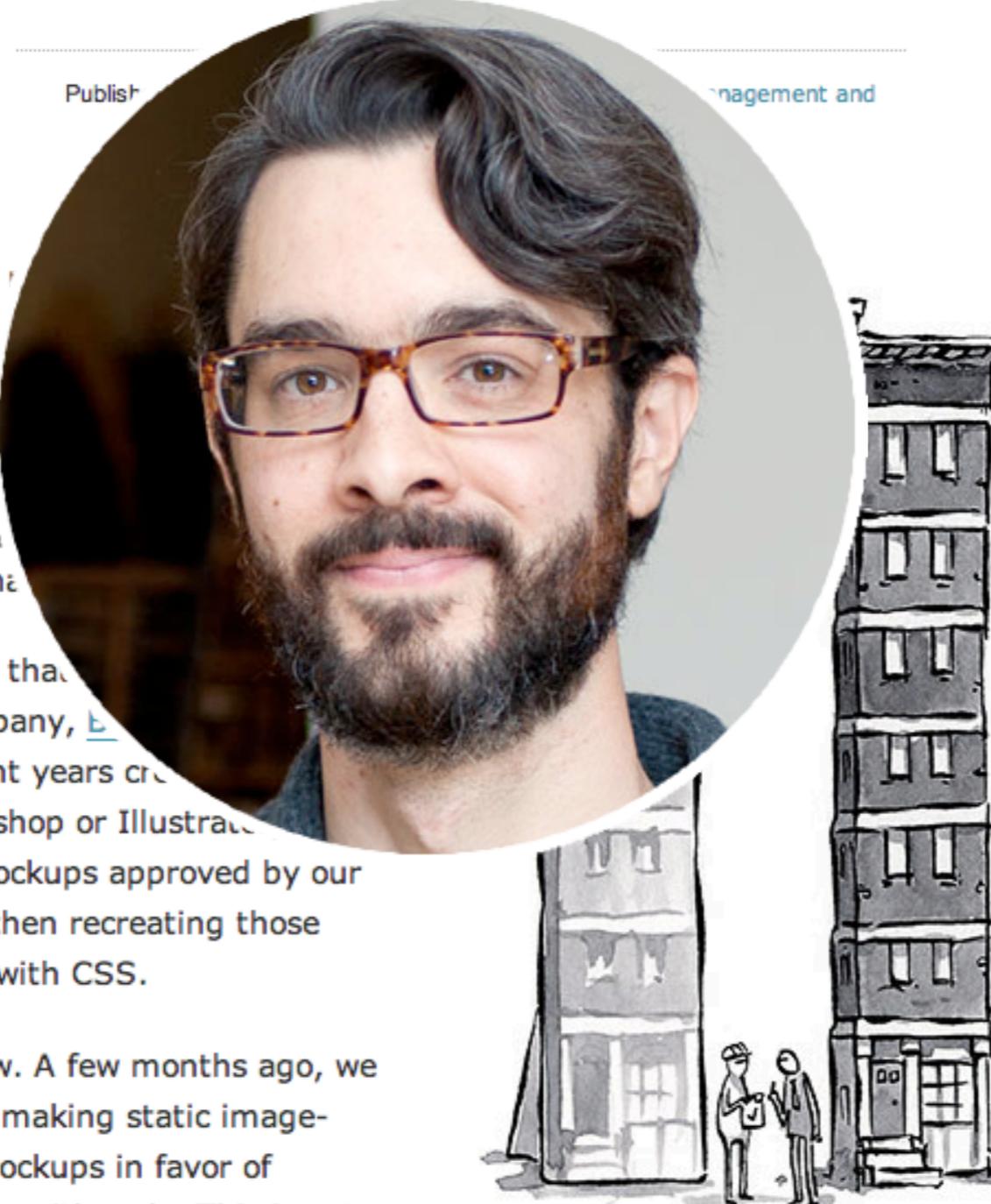
by MATT GRIFFIN

Published

If you're a designer, are you worried about what clients will think of your designs? If you've produced a mockup, you've probably heard a sustainability argument.

At least, that's what my company, [Barebones Software](#), had spent years creating in Photoshop or Illustrator: 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



Search ALA

GO

 Include discussions

## Topics

[Code >](#)[Content >](#)[Culture >](#)[Design >](#)[Mobile >](#)[Process >](#)[User Science >](#)

## 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.



100+

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

[Ad via The Deck](#)

## JOB BOARD

[Indochino is looking for a Back End Engineer.](#)

SO...

# **Key characteristics of new workflow**

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- From waterfall to **agile process**

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- From waterfall to **agile process**
- From silo'd departments to **integrated teams**

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- From silo'd departments to **integrated teams**
- From pages to **systems** (content modules)

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- From static deliverables to **working prototypes**

# 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**

**Keep trying things.**

**Keep sharing.**

**Enjoy ARTIFACT!**

thanks for listening!

