

# DESIGNING IN THE BROWSER

Use the right tools to  
build websites in less time

@camillelawrence

<https://github.com/gocamille/ditb>

/\*/ hackapalooza



# @camillelawrence

Front-end Web Developer at Nascent Digital

```
eapis.com/ajax/libs/a  
min.js"></script>  
ular-  
ui-bootstrap-tpls-  
vascript"></script>  
-  
r-dialog-  
logs.min.js"  
</script>  
  
ogServiceTest"  
  
arJS  
>  
"  
btn-danger" ng-  
r')>Error  
  
btn-primary" ng-  
'")>Wait  
  
/*/hackapalooza  
3 .modal {  
4   display: block;  
5 }  
6 /* Custom dialog/modal headers */  
7  
9 .dialog-header-error { background-color:  
#d2322d; }  
10 .dialog-header-wait { background-color:  
#428bca; }  
11 .dialog-header-notify { background-color:  
#eeeeee; }  
12 .dialog-header-confirm { background-color:  
#333333; }  
13 .dialog-header-error span, .dialog-header-  
error h4,  
14 .dialog-header-wait span, .dialog-header-wait  
h4,  
15 .dialog-header-confirm span, .dialog-header-  
confirm h4 { color: #ffffff; }  
16  
17 /* Ease Display */  
18  
19  
20  
21 // Notify  
22  
23 $rootScope, $time  
24 $scope.confirm  
25 confirmed!';  
26 $scope.name =  
27 $scope.launch  
28 var dlg = nu  
29 switch(which  
30 // Error D  
31 case 'erro  
32 dlg = $d  
33 message'  
34 break;  
35  
36 // Wait /  
37 case 'wait  
38 dlg = $d  
39 fakeProg  
40 break;  
41  
42 // Notify  
43
```



@camillelawrence

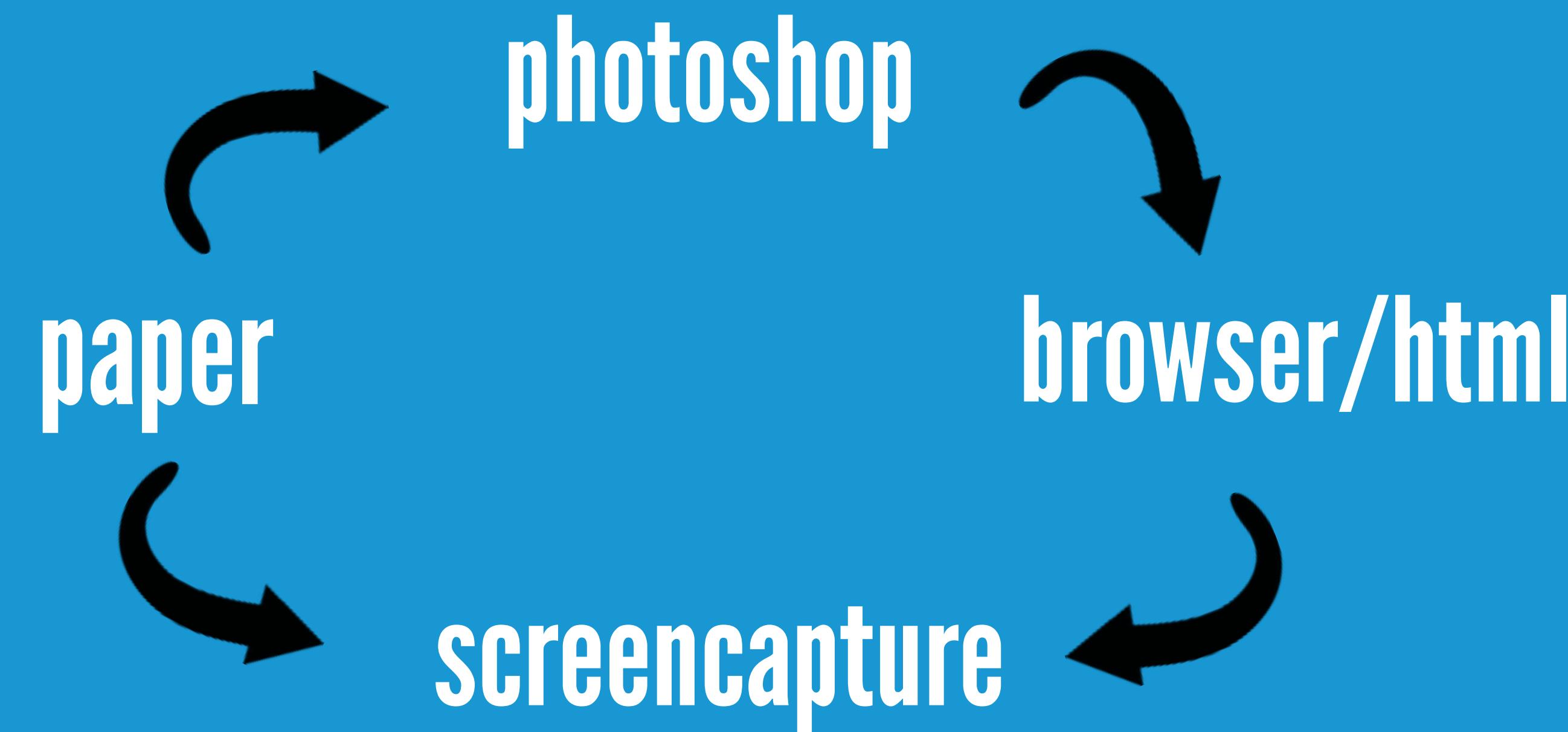
...Graphic Designer



# Before responsive design:

paper > photoshop > browser/html

# Today's process:





```
<body ng-controller="AppController">  
  
  <div id="splash" ng-if="!appModel.initialized">  
    <h1>splash</h1>  
  </div>  
  
  <div ng-if="appModel.initialized">
```



# BRAD FROST

## Web Developer

### Creator of Pattern Lab, This Is Responsive

# Photoshop =

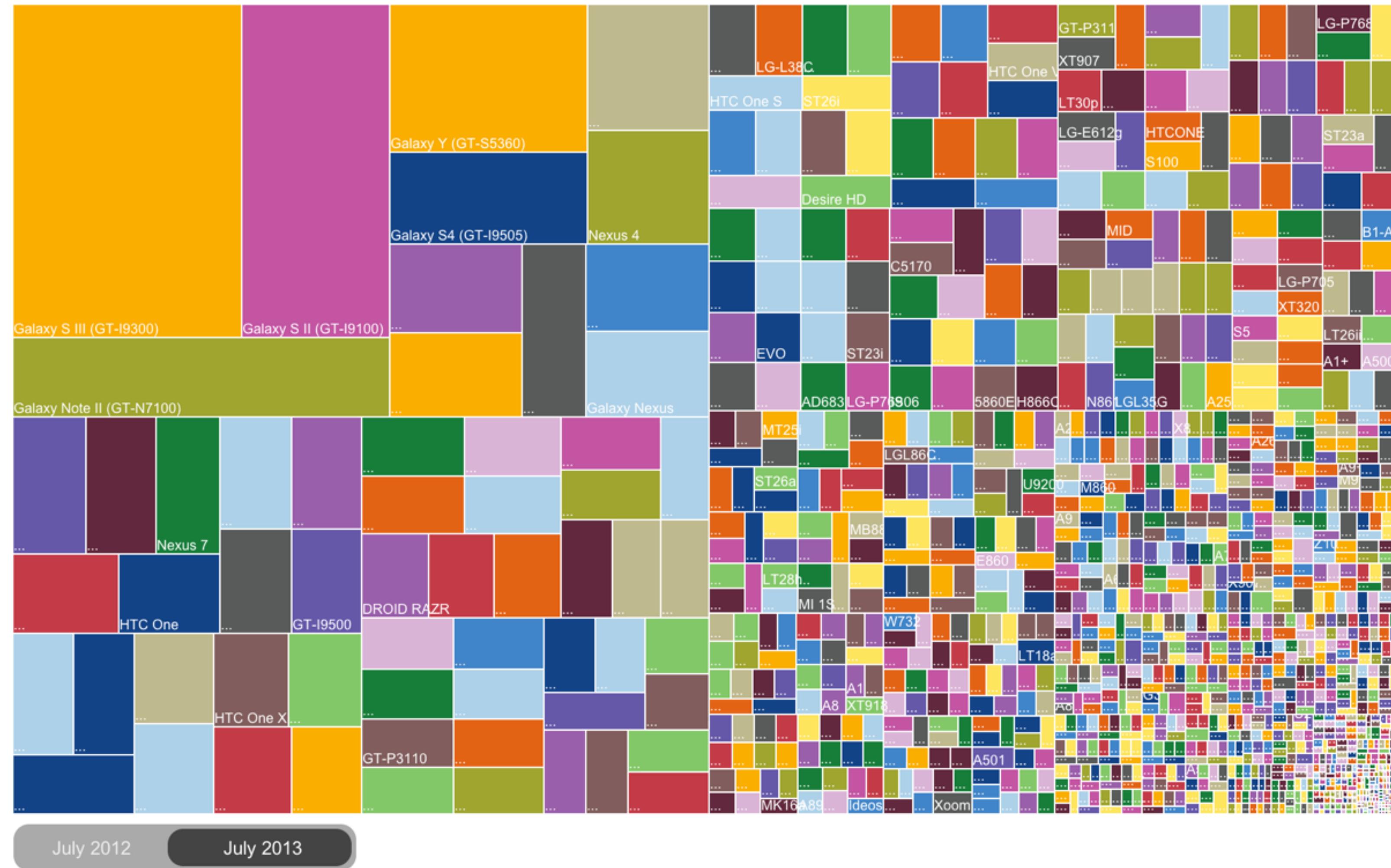
Creating and editing graphics

Establishing design atmosphere  
(look and feel, colours, etc.)

# Photoshop !=

## Creating fully fleshed-out comps

## DEVICE FRAGMENTATION



"Android Fragmentation Report July 2013." <i>- OpenSignal</i>. N.p., 1 July 2013. Web.  
7 June 2014. &lt;<http://opensignal.com/reports/fragmentation-2013/>&gt;.

11,868

Distinct Android devices seen as of July 2013

# Photoshop !=

## Articulating states

## hover, animations, transitions



# Photoshop !=

## TIME.



# DESIGNING IN THE BROWSER:

## Tools and approaches



*(...is this a good time?)*

# STEP 1:

## HTML time-out



- What would make a visit to this site a successful one?
- Draw those components.
- Define states (button hovers, transitions, animations, form submissions)

## STEP 1: HTML TIME OUT

# STEP 2:

Know what your site ‘feels’ like  
(wireframing)

**Wireframe:** Low-fidelity, visual representation of a website's layout design

**STEP 2:WIREFRAMING**

Goals:

Layout (HTML components needed)

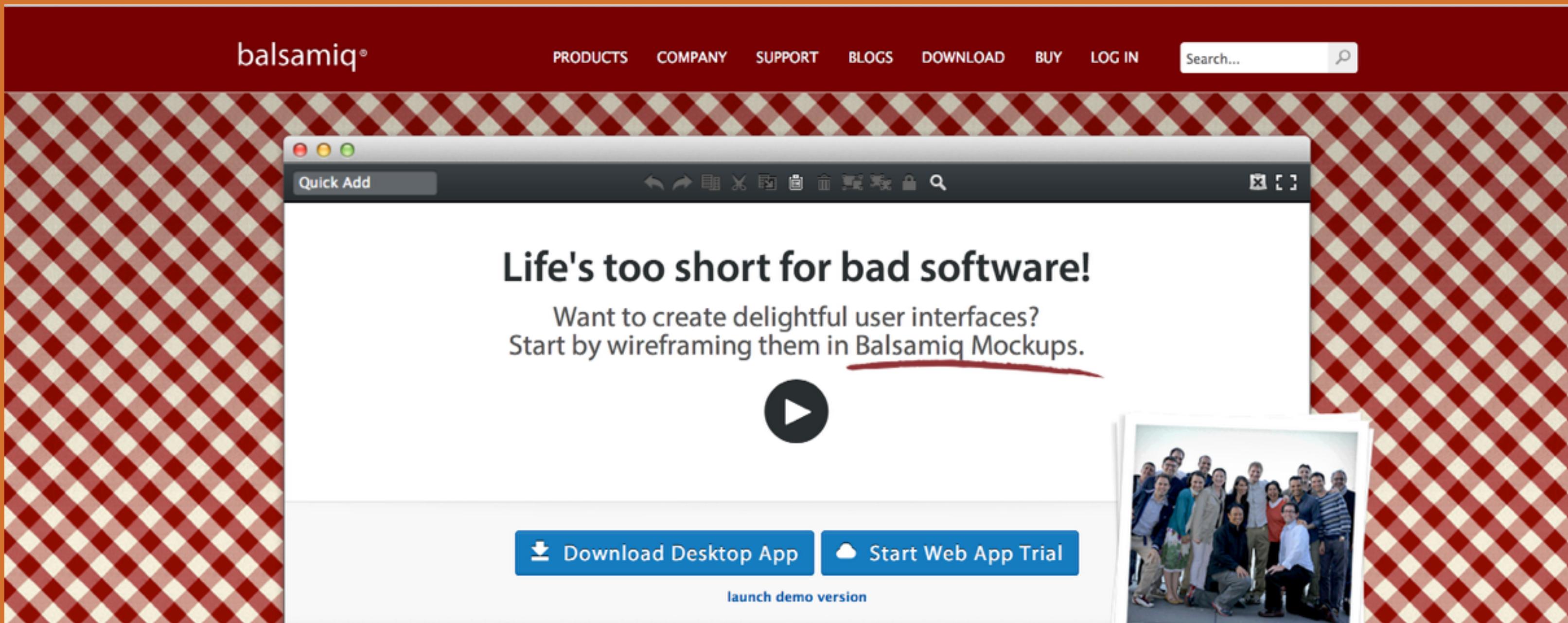
User flow

Navigation scheme (sitemap)

Usability testing

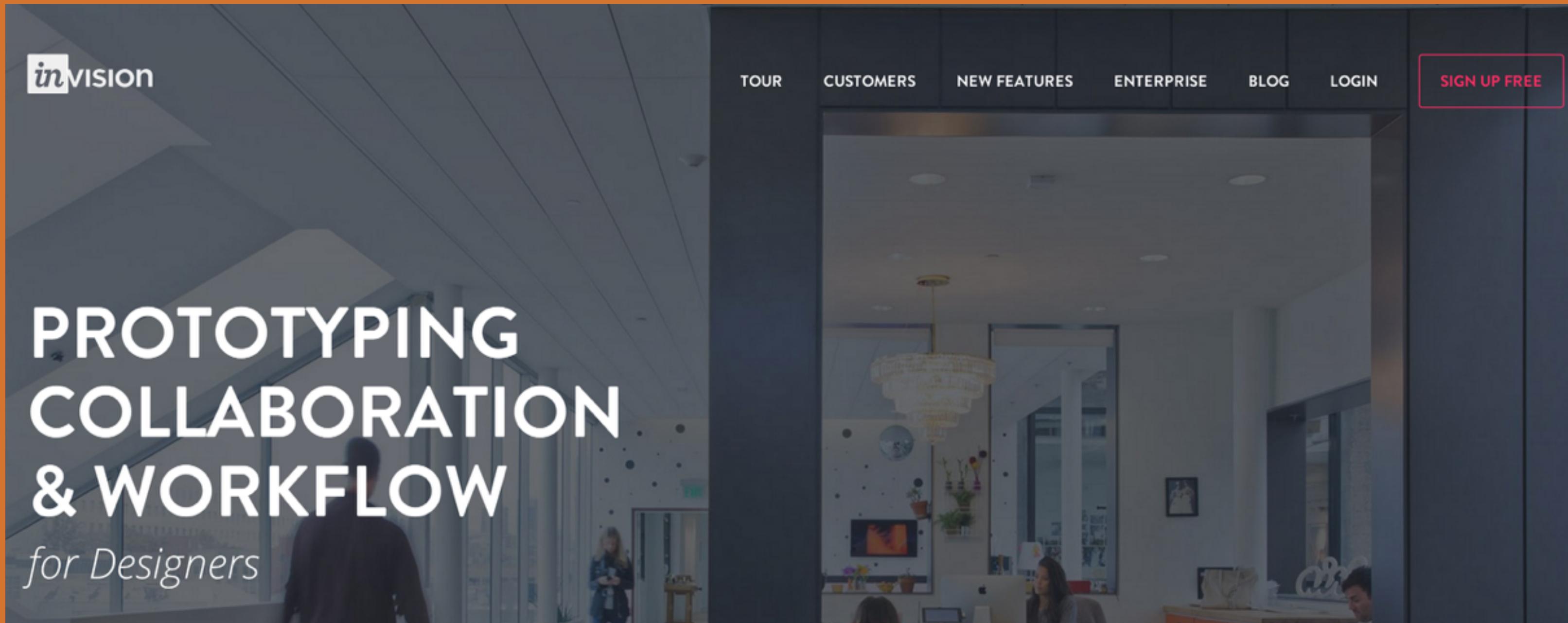
**STEP 2:WIREFRAMING**

# balsamiq.com



## STEP 2: WIREFRAMING

# invisionapp.com



## STEP 2:WIREFRAMING

# STEP 3:

Set the mood  
for HTML



*BBC calls its front-end style guidelines a “Global Experience Language” or GEL*

The screenshot shows the BBC GEL website. At the top, there's a navigation bar with links for BBC, Sign in, News, Sport, Weather, iPlayer, TV, Radio, More..., Search, and a magnifying glass icon. Below this is a yellow header with the "GEL" logo and the text "Global Experience Language". The main content area has a white background. It features a large heading "Design Philosophy" in bold black font. To the left of the heading is a text block about mobile consumption habits and a note about vertical scrolling. To the right is a sidebar with a dark grey background containing text about BBC mobile services and download links for the styleguide and assets. Below the heading, there's a section titled "You should also consider the following:" with several cards: "Be Concise", "Downloads", "Speed", "Distinguish Items", "User Input", "Flexible Layouts", and "Resolution". Each card contains a brief description of its topic.

More information on Front-end Guidelines: <http://24ways.org/2011/front-end-style-guides/>

## STEP 3: STYLE GUIDE

# pea.rs

The screenshot shows the homepage of the Pears WordPress theme. At the top left is a green pear icon. To its right is the text "Pears are common patterns of markup & style". Below this is a sidebar with a dark grey background containing a navigation menu:

- CONTENT**
  - Article
  - Data Table
  - Footer
  - Slats (HTML5)
  - Slats (text only)
  - Slats (thumbnails)
  - Thumbnail Grid
- FORMS**
  - Multi (left labels)
  - Multi (top labels)
  - Search
  - Simple (top labels)
- LISTS**
  - Definition
  - Stats Tabs
  - Tags (buttons)
  - Tags (vertical)
- NAVIGATION**
  - Breadcrumb
  - Horizontal Buttons
  - Horizontal Links
  - Horizontal Tabs
  - Pagination

In the main content area, there is a green "WELCOME" button. Below it is a paragraph of text: "Collect, test, and experiment with **interface pattern pairings** of CSS & HTML. **Pears** is an [open source WordPress theme](#), enabling people like you to get your own pattern library up and running quickly." Below this paragraph is a numbered list:

1. Grab the theme at [Github](#).
2. Install the theme.
3. Create markup & style patterns.
4. Learn.

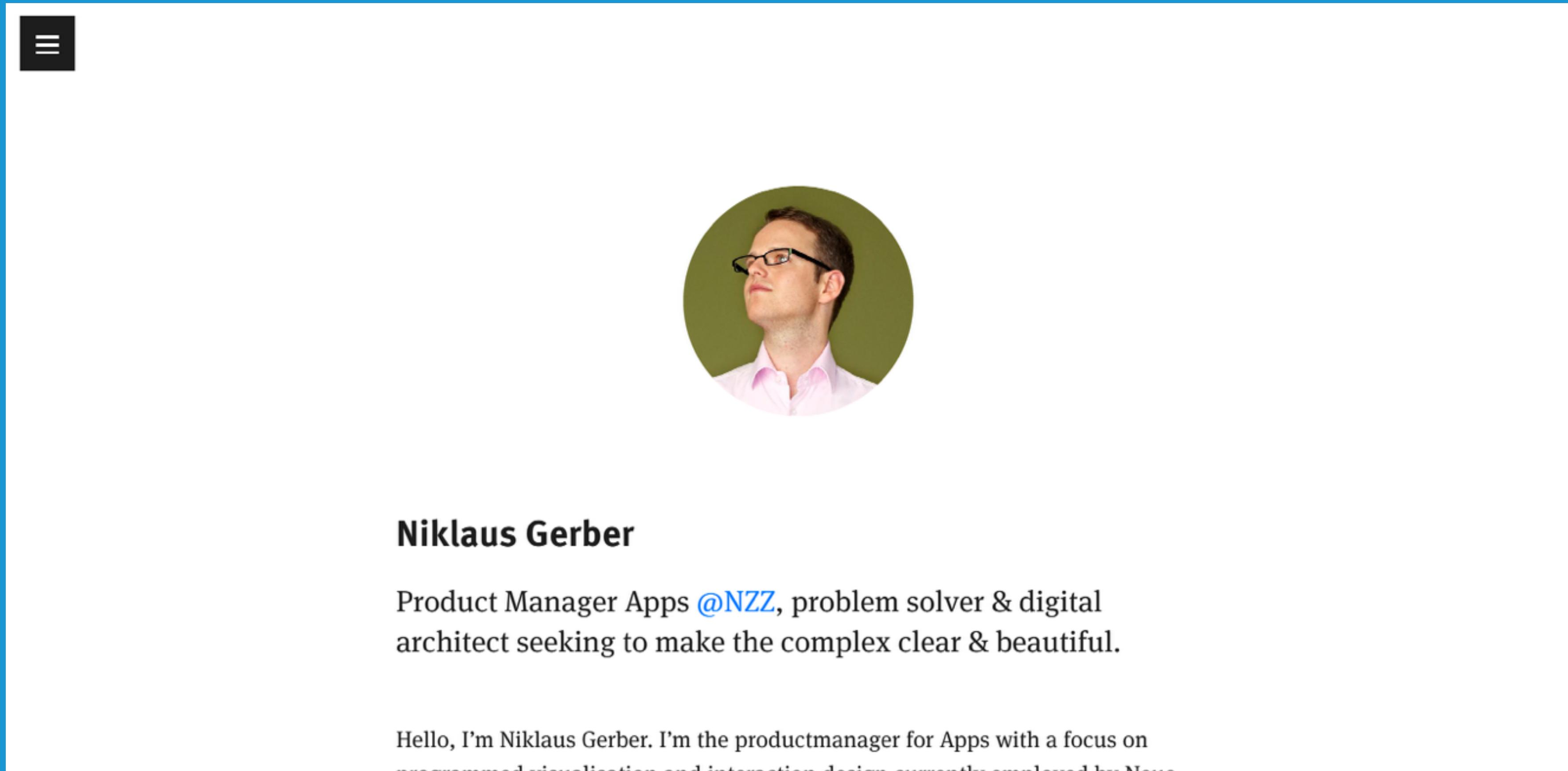
At the bottom of the page, there are two code snippets. The first is labeled "HTML" and contains the following code:

```
<p class="welcome">  
Collect, test, and experiment with <strong>interface pattern pairings</strong> of <abbr>CSS</abbr> & <abbr>HTML</abbr>. <strong>Pears</strong> is an  
<a href="https://github.com/simplebits/Pears">open source WordPress theme</a>, enabling people like you to get your own pattern library up and running quickly.  
</p>
```

The second code snippet is labeled "CSS" and contains the following styles:

```
p.welcome,  
ol.steps {  
    font-size: 1.6em;  
    line-height: 1.4;  
}  
p.welcome {  
    margin: 0 0 1.4em;  
}
```

<http://niklausgerber.com/blog/rapid-bootstrap-v3/>



Niklaus Gerber

Product Manager Apps @NZZ, problem solver & digital architect seeking to make the complex clear & beautiful.

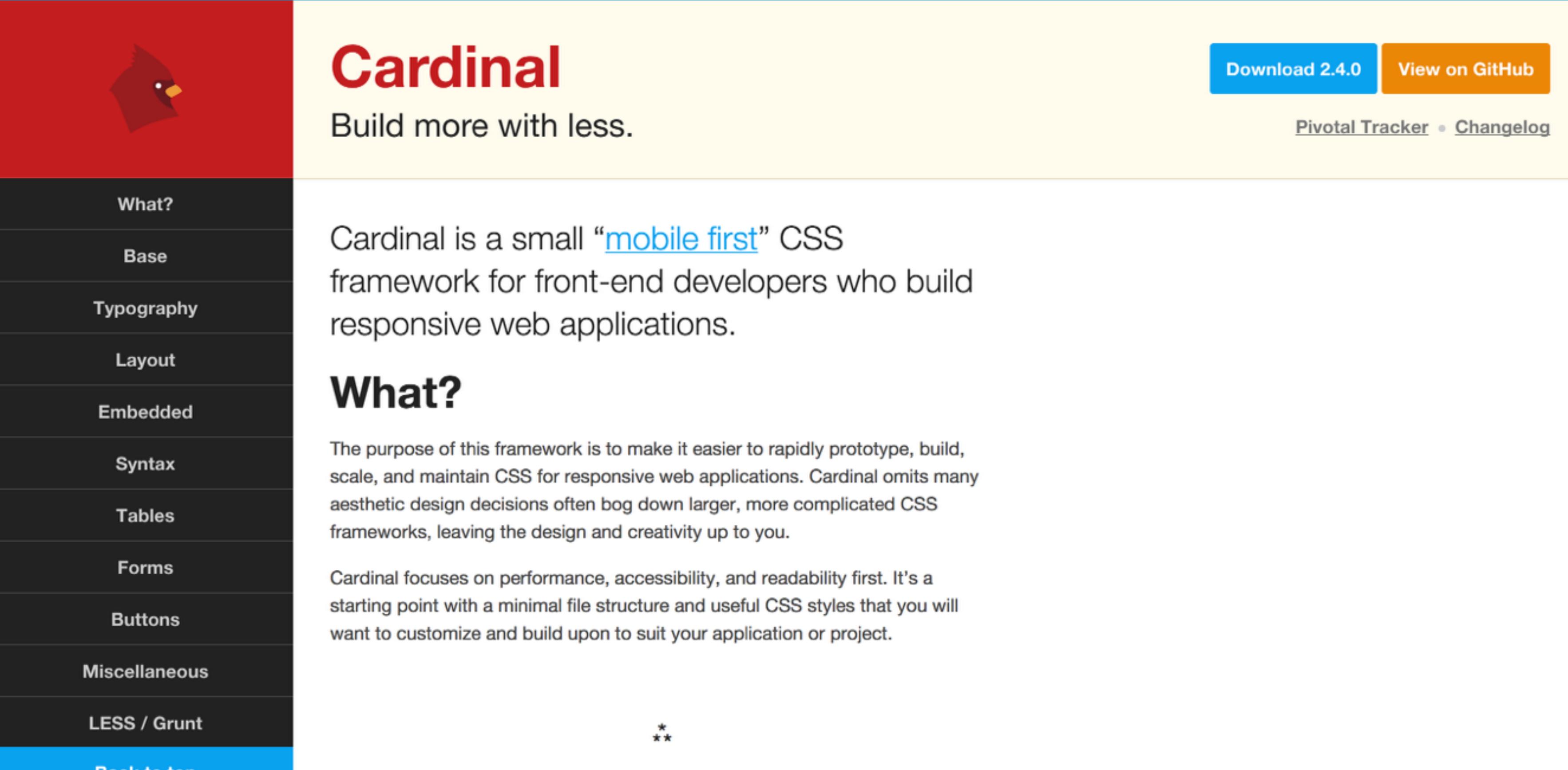
Hello, I'm Niklaus Gerber. I'm the productmanager for Apps with a focus on ...

/\*/ hackapalooza



Nascent Digital

Join the conversation: @llcodecom #hackapalooza



The screenshot shows the homepage of cardinalcss.com. On the left is a sidebar with a red header featuring a cardinal bird icon, followed by a black area with white text links: "What?", "Base", "Typography", "Layout", "Embedded", "Syntax", "Tables", "Forms", "Buttons", "Miscellaneous", and "LESS / Grunt". Below these is a blue footer bar with the text "Cardinal CSS". The main content area has a yellow header with the title "Cardinal" in large red font and the tagline "Build more with less." in smaller black font. To the right of the title are two buttons: "Download 2.4.0" (blue) and "View on GitHub" (orange). Below the buttons are links to "Pivotal Tracker" and "Changelog". The main text area describes Cardinal as a "mobile first" CSS framework for responsive web applications. A large section titled "What?" explains the purpose of the framework, emphasizing performance, accessibility, and readability. Another section below it discusses the starting point and customization options.

**Cardinal**

Build more with less.

[Download 2.4.0](#) [View on GitHub](#)

[Pivotal Tracker](#) • [Changelog](#)

**What?**

Cardinal is a small “[mobile first](#)” CSS framework for front-end developers who build responsive web applications.

The purpose of this framework is to make it easier to rapidly prototype, build, scale, and maintain CSS for responsive web applications. Cardinal omits many aesthetic design decisions often bog down larger, more complicated CSS frameworks, leaving the design and creativity up to you.

Cardinal focuses on performance, accessibility, and readability first. It's a starting point with a minimal file structure and useful CSS styles that you will want to customize and build upon to suit your application or project.

Zurb?  
Bootstrap?

flexibility  
learning curve  
file size

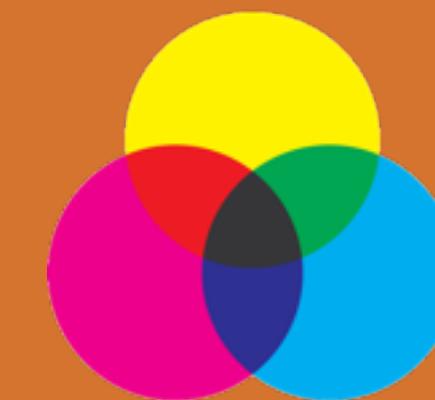
STEP 3: STYLE GUIDE

# STEP 4:

Work smarter, leaner, faster  
(with a supporting cast)



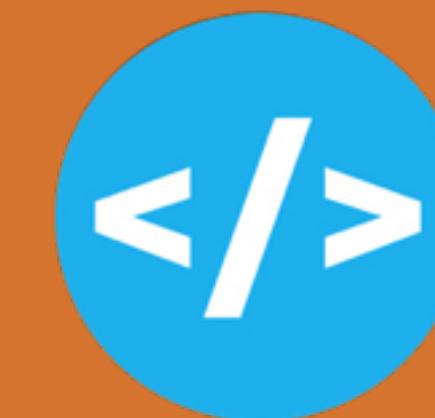
Task runners:



Mixture.io



Grunt



Prepros/Compass



SASS/LESS

**STEP 4: WORKFLOW**

Placeholder tools: [lipsum.com](http://lipsum.com)

[placehold.it](http://placehold.it)

## STEP 4: WORKFLOW



# STEP 5:

## Lay down your Markup



- [Web](#)
- [Blog](#)
- [Speaking](#)
- [About](#)
- [Contact](#)
- [Top](#)

[Menu](#)

## **Brad Frost Web**

### **This is what I do.**

- [\*\*Web Design\*\*](#)

[I aim to craft websites that look and work beautifully on any device. I am a web designer focusing on HTML and CSS based in beautiful Pittsburgh, PA.](#)

- [\*\*Writing\*\*](#)

[I write about mobile web design, responsive design and more on my blog and have contributed pieces to a number of publications, magazines and books.](#)

- [\*\*Speaking\*\*](#)

[I'm extremely passionate about what I do and love talking about where the Web is going. I speak about design, development and more at conferences around the world.](#)

- [\*\*Helping\*\*](#)

[I help brands, agencies, and other organizations tackle the ever-shifting multi-device Web landscape. I love consulting and giving workshops with companies.](#)

- [\*\*This Is Responsive\*\*](#)

[This Is Responsive is a site that collects resources, news and emerging patterns to help people create great responsive web experiences.](#)

- [\*\*Sharing\*\*](#)

# STEP 5: HTML DEVELOPMENT



# This is what I do.

## web design

I aim to craft websites that look and work beautifully on any device. I am a web designer focusing on HTML and CSS based in beautiful Pittsburgh, PA.

## this is responsive

This Is Responsive is a site that collects

## writing

I write about mobile web design, responsive design and more on my blog and have contributed pieces to a number of publications, magazines and books.

## sharing

I love sharing information, learning

## speaking

I'm extremely passionate about what I do and love talking about where the Web is going. I speak about design, development and more at conferences around the world.

## mobile web best practices

In order to deal with tomorrow's

## helping

I help brands, agencies, and other organizations tackle the ever-shifting multi-device Web landscape. I love consulting and giving workshops with companies.

## future friendly

problems

# STEP 5: HTML DEVELOPMENT

# STEP 6:

*Style with CSS*



Choosing web  
type:

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

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

Google Fonts

## STEP 6: CSS STYLING

# rock hammer

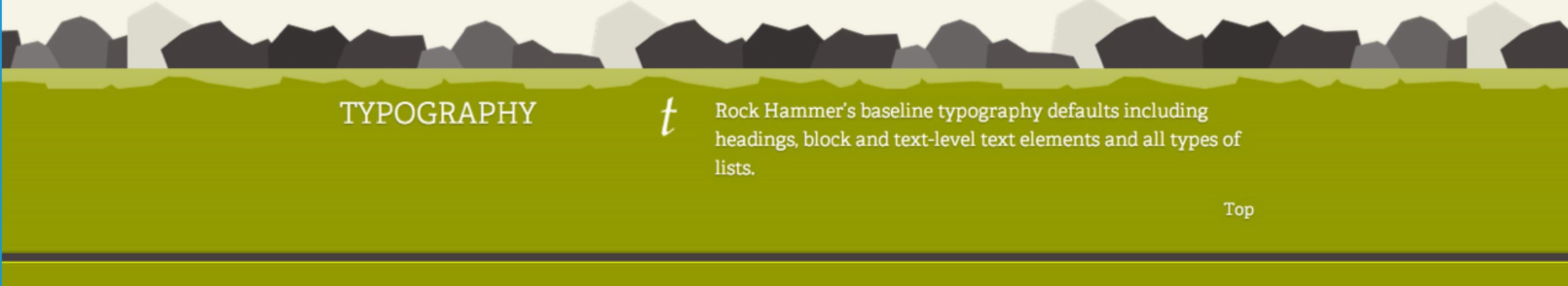
Typography   Colour   Images   Navigation   Modules   Forms   Tables   Widgets

## Rock Hammer

A curated project library for Hammer For Mac. Rock Hammer contains baseline typography, plus styling for common HTML elements including images, forms and tables, as well as navigation, responsive modules and widgets

[Download the complete Rock Hammer](#)

[Rock Hammer on Github](#)



- [Web](#)
- [Blog](#)
- [Speaking](#)
- [About](#)
- [Contact](#)
- [Top](#)

[Menu](#)

## **Brad Frost Web**

### **This is what I do.**

- **Web Design**

I aim to craft websites that look and work beautifully on any device. I am a web designer focusing on HTML and CSS based in beautiful Pittsburgh, PA.

- **Writing**

I write about mobile web design, responsive design and more on my blog and have contributed pieces to a number of publications, magazines and books.

- **Speaking**

I'm extremely passionate about what I do and love talking about where the Web is going. I speak about design, development and more at conferences around the world.

- **Helping**

I help brands, agencies, and other organizations tackle the ever-shifting multi-device Web landscape. I love consulting and giving workshops with companies.

- **This Is Responsive**

This Is Responsive is a site that collects resources, news and emerging patterns to help people create great responsive web experiences.

- **Sharing**



# This is what I do.

## web design

I aim to craft websites that look and work beautifully on any device. I am a web designer focusing on HTML and CSS based in beautiful Pittsburgh, PA.

## this is responsive

This Is Responsive is a site that collects

## writing

I write about mobile web design, responsive design and more on my blog and have contributed pieces to a number of publications, magazines and books.

## sharing

I love sharing information, learning

## speaking

I'm extremely passionate about what I do and love talking about where the Web is going. I speak about design, development and more at conferences around the world.

## mobile web best practices

In order to deal with tomorrow's

## helping

I help brands, agencies, and other organizations tackle the ever-shifting multi-device Web landscape. I love consulting and giving workshops with companies.

## future friendly

# This is what I do.

## web design

I aim to craft websites that look and work beautifully on any device. I am a web designer focusing on HTML and CSS based in beautiful Pittsburgh, PA.

## writing

I write about mobile web design, responsive design and more on my blog and have contributed pieces to a number of publications, magazines and books.

## speaking

I'm extremely passionate about what I do and love talking about where the Web is going. I speak about design, development and more at conferences around the

## helping

I help brands, agencies, and other organizations tackle the ever-shifting multi-device Web landscape. I love consulting and giving workshops with companies.

# THANK YOU



# DESIGNING IN THE BROWSER

Use the right tools to  
build websites in less time

@camillelawrence

<https://github.com/gocamille/ditb>

/\*/ hackapalooza