

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
```

```
$rootScope, $time  
3 $scope.confirm  
confirmed!';  
4 $scope.name =  
5  
6 $scope.launch  
7 var dlg = nu  
8 switch(which  
9  
10 // Error D  
11 case 'erro  
12 dlg = $d  
message'  
break;  
13  
14  
15 // Wait /  
16 case 'wait  
17 dlg = $d  
fakeProg  
break;  
18  
19  
20  
21 // Notifv
```





@camillelawrence

...Graphic Designer

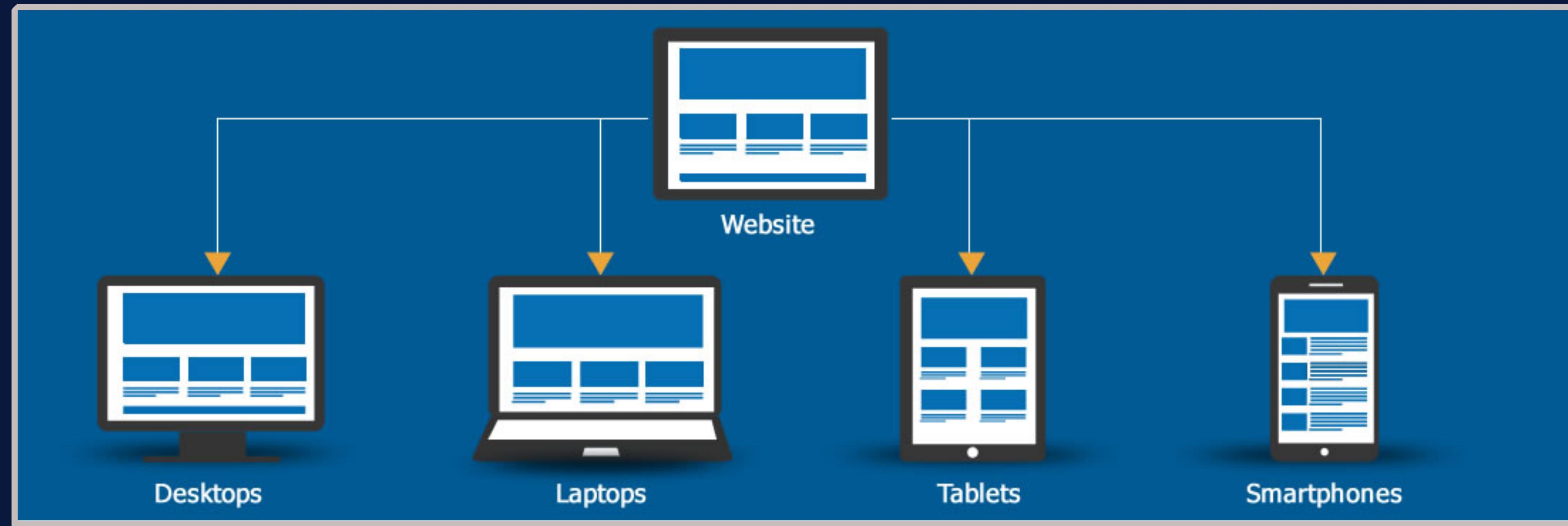




```
<body ng-controller="AppController">  
  
  <div id="splash" ng-if="!appModel.initialized">  
    <h1>splash</h1>  
  </div>  
  
  <div ng-if="appModel.initialized">
```

LET'S GO BACK:
...10 years ago

Building websites
circa 2003-2004



CONTENT-DRIVEN DESIGN

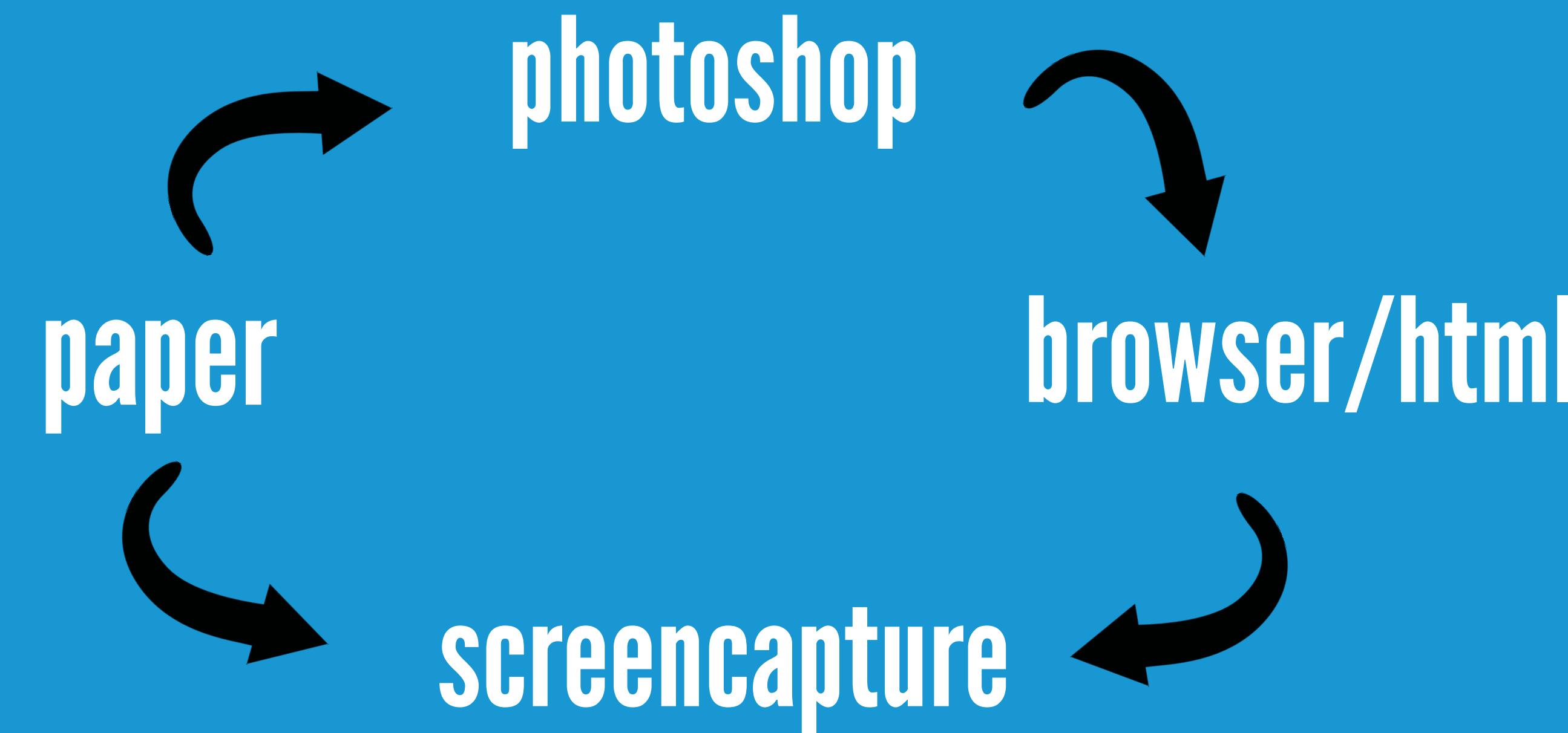
MOBILE-FIRST DEVELOPMENT



Before responsive design:

paper > photoshop > browser/html

Today's process:



DESIGNING IN THE BROWSER: THE RIGHT TOOLS





(...is this a good time?)



BRAD FROST

Web Developer

Creator of Pattern Lab, This Is Responsive

Photoshop =

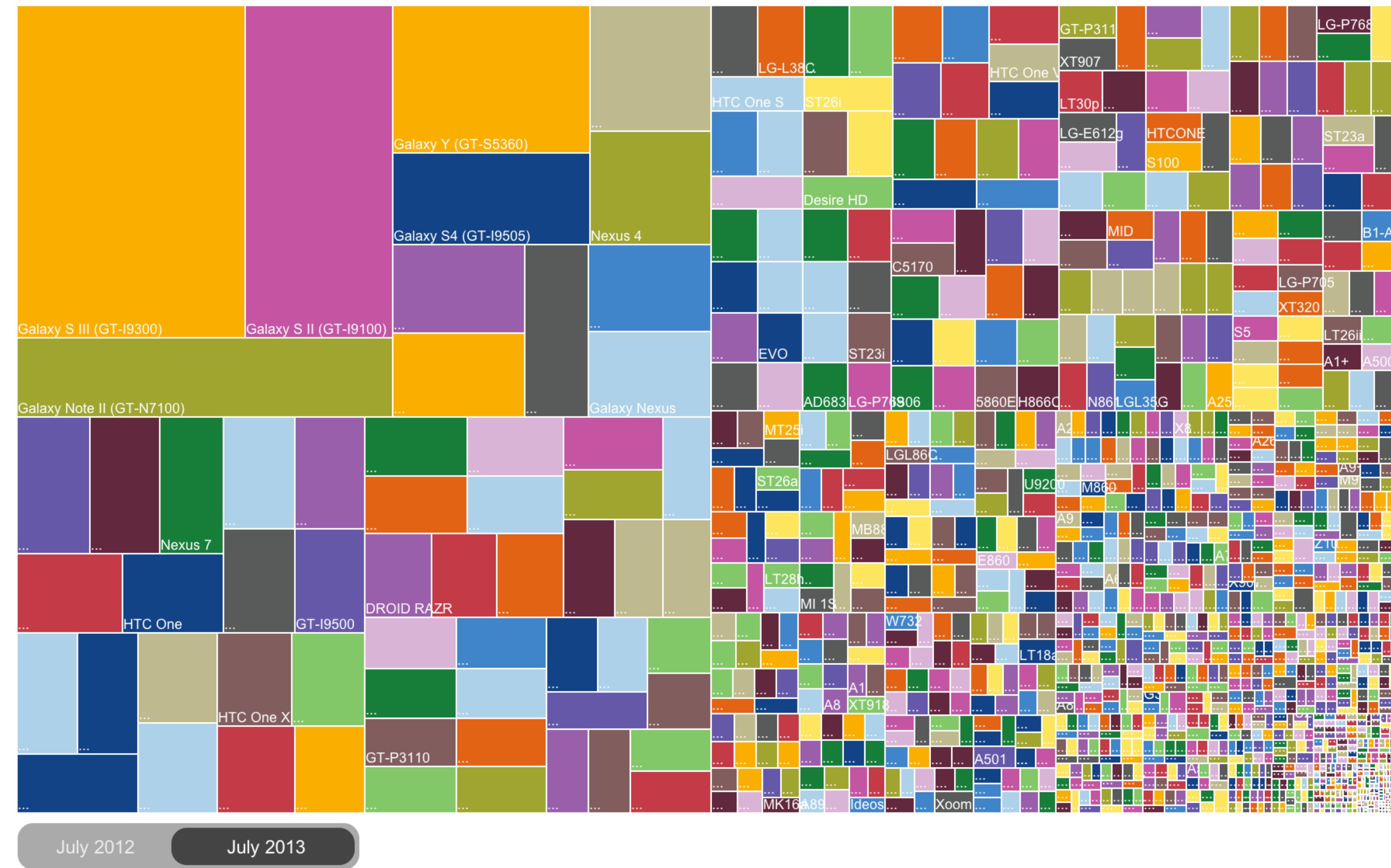
Creating and editing graphics

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. <<http://opensignal.com/reports/fragmentation-2013/>>.

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

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)

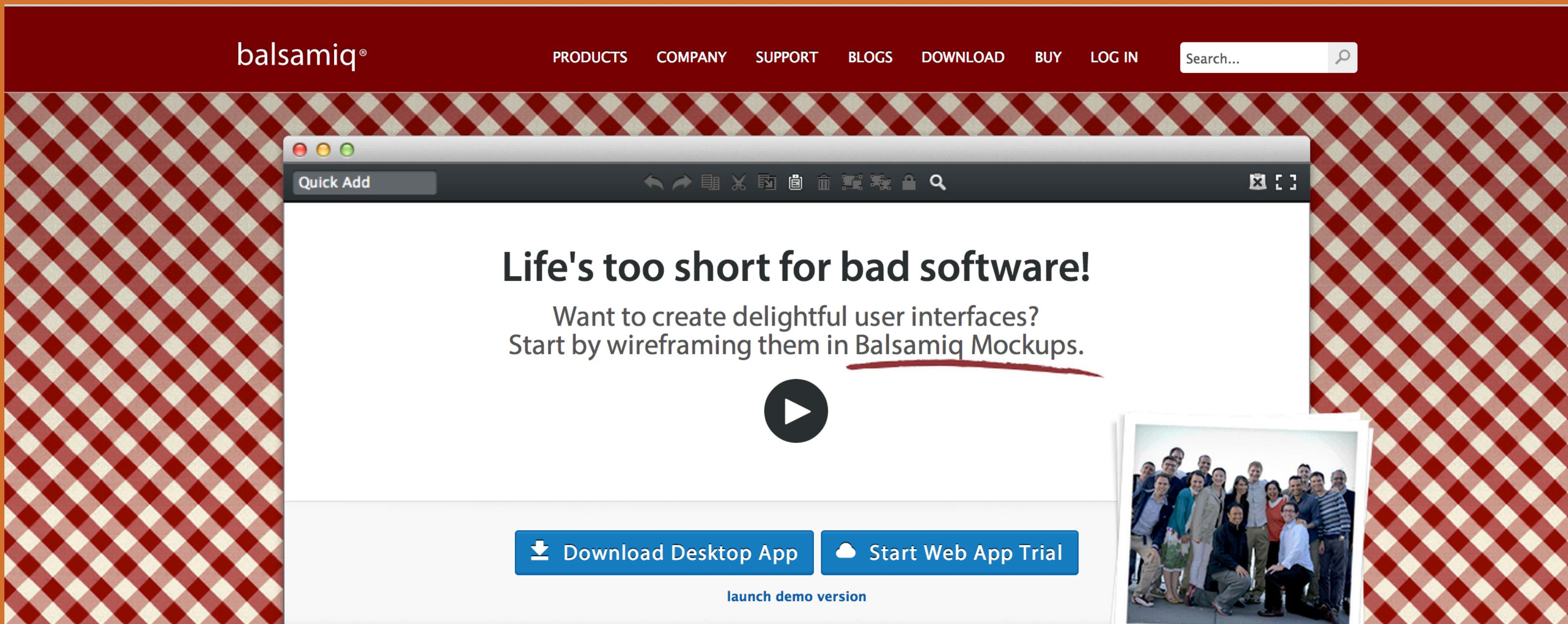
User flow

Navigation scheme (sitemap)

Usability testing

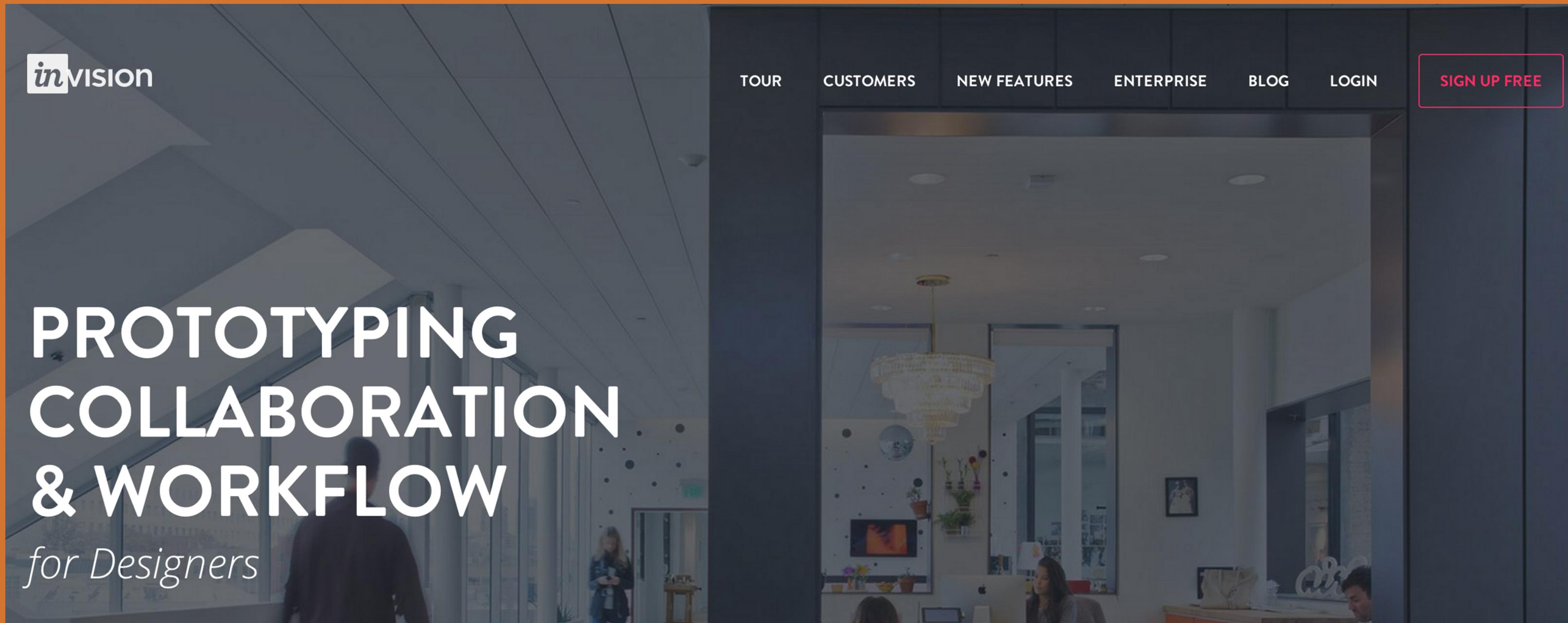
STEP 2:WIREFRAMING

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 the navigation is a header with the GEL logo and the text "Global Experience Language". The main content area has a dark orange header with "Design Philosophy" and a sub-header "BBC Mobile Services should be...". The main text discusses mobile consumption habits and scroll direction. To the right, there's a sidebar with download links for "GEL Mobile Styleguide" and "GEL Assets", and sections for "Philosophy", "Smartphone and Feature phone", "D-Pad vs Touch Screen Input", and "Orientation". Below the main content, there are several cards with tips: "Be Concise", "Downloads", "Speed", "Distinguish Items", "User Input", "Flexible Layouts", and "Resolution".

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

STEP 3: STYLE GUIDE



 Pears are common patterns of markup & style

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

WELCOME

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.

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

HTML

```
<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 runn  
ing quickly.  
</p>
```

CSS

```
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 programmatic visualization and interaction design currently employed by NZZ

cardinalcss.com



Cardinal

Build more with less.

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

[Pivotal Tracker](#) • [Changelog](#)

- What?
- Base
- Typography
- Layout
- Embedded
- Syntax
- Tables
- Forms
- Buttons
- Miscellaneous
- LESS / Grunt
- Production

Zurb?
Bootstrap?

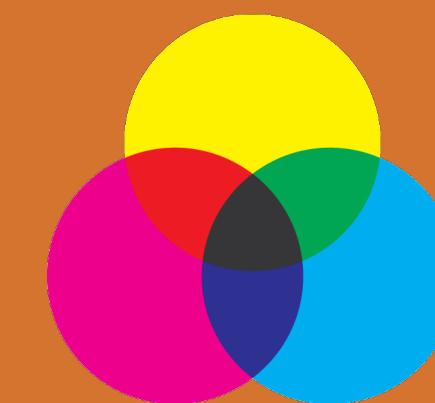
flexibility
learning curve
file size

STEP 3: STYLE GUIDE

STEP 4:

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

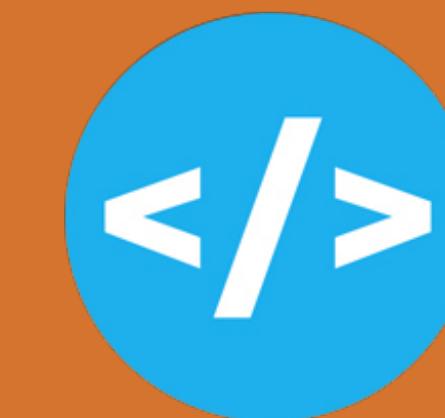
Task runners:



Mixture.io



Grunt



Prepros/Compass



SASS/LESS

STEP 4: WORKFLOW

Placeholder tools: lipsum.com

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



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mobile web best practices

In order to deal with tomorrow's

helping

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future friendly

the challenges of tomorrow's

STEP 5: HTML DEVELOPMENT

STEP 6:

Style with CSS



Typography in the browser:

<http://typecast.com/>

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

google fonts

<http://pxtoem.com/>

STEP 6: CSS STYLING



Styling components (for really fast dev):
<http://malarkey.github.io/Rock-Hammer/#panel-colour-hidden>

STEP 6: CSS STYLING



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THANK YOU



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build websites in less time

@camillelawrence

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

/*/ hackapalooza