

Designing for Everyone

Paul Robert Lloyd

Multipack Presents: Show & Tell
10 November 2012

- Was going to look back over the year's best and worse responsive designs, but the idea bored me.
- There are so many more interesting topics to discuss beyond responsive design, I thought I'd talk about these instead.
- I've been thinking about these themes this year, so this is sort of retrospective.
- In fact, the retrospection starts in 1963...

THE AVENGERS

- What you've just seen is the title sequence from 'The Avengers' designed by Jerome Gask in 1963.
- These titles are typical of the age with an identifiable 'op art' aesthetic.
- Design largely a result of the medium for which it was designed.
- Broadcasts were low definition (405-lines) and black and white of course.
- Further still, 20% of the screen was considered unusable due a lack of focus around the screens edge.
- Different television sets cropped the picture at different points.
- These constraints meant titles needed to large, bold lettering, feature strong tonal contrast, and illustrations with heavy lines and little detail.
- However, that didn't mean there wasn't still room for experimentation...



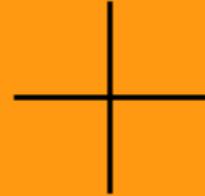
- The titles for the first series of Doctor Who were designed by Bernard Lodge.
- Lodge was one of the first graphic designers in television, and had been at the BBC for over 10 years by this point.
- Lodge was able to create this more abstract, organic, ghostly effect by pointing a television camera towards a monitor.
- He had an in-depth understanding of the constraints of the medium, but didn't let this limit his creativity.
- Was able to create something new, inventive and appropriate even though the constraints were the same.



- The introduction of BBC2 brought with it higher definition (625-line) colour broadcasts.
- BBC1 and ITV followed on five years later.
- But older 405-line broadcasts continued until 1985, and black and white sets were still prevalent—a cheaper option.
- Back then people, didn't feel a need to buy every piece of electronics that passed by!
- However, while designers were able to use colour, they weren't really able to exploit it.
- Still needed to take into account viewers using older sets.
- For example, this BBC1 ident from 1981 used highly contrasting and quite garish—but it worked!

14:9 image safe
14:9 text safe

Executive Producer



- Even today, with high-definition digital broadcasting, there are similar constraints.
- Designers still have to design within a safe area so graphics aren't cropped on older standard resolution television.
- Graphics tend to float in the middle of the screen, unable to make use of the full width.
- Remember also, with television viewed at a distance, text still needs to be large and legible.

The medium is the message

- What's this got to do with the Web?
- Stepping outside our bubble can be useful—the problems we're facing are quite often not unique.
- Looking at television, we can see that designers have often adapted their craft to meet the demands of the medium.
- I think it's time we understood the nature of the Web, embrace its constraints, and design appropriately for it.
- So what are the fundamental characteristics of the Web?



Image Credit: Associated Press

- I believe Tim Berners-Lee made it quite clear this Summer, during the opening ceremony of the Olympic Games.
- The Web is for everyone.
- This means anyone can publish to it, and anyone can consume that published content.

“ *The web’s primary design principle is universality... it should be accessible from any kind of hardware that can connect to the Internet: stationary or mobile, small screen or large.*

— Tim Berners-Lee

Long Live the Web: A Call for Continued Open Standards and Neutrality

scientificamerican.com/article.cfm?id=long-live-the-web

- One of the primary design principles of the Web, is universality.
- That it can be accessed from any kind of hardware or device.
- Important to recognise that the way content is consumed, is not always visual.



Image Credit: Brad Frost

- By now, we all know about the proliferation of devices.
- No presentation about the Web would be complete these days without an image like this.
- Tens of new devices are announced weekly—and their features differ wildly.
- We're starting to see an ugly side to this proliferation, with the focus drawn to the top end of the scale.

If you're a web designer, you really, really need to get a Retina MacBook Pro so you can see how bad your site looks on it and fix it.



@marcoarment

5 July 2012

twitter.com/marcoarment/status/220968507117015040

- I'm reminded by comments like this by Marco Arment.
- Everyone should buy the new MacBook Pro, and test their sites on the new Retina screens.
- I note that he also recently bought a new iPad Mini 'for testing', though didn't find he needed to do the same with the Microsoft Surface... strange that.
- The proliferation of connected devices goes both ways.

If you're a web designer, you really, really need to get a cheap Dell monitor so you can see how bad your site looks on it and fix it.



@anna_debenham

6 July 2012

twitter.com/anna_debenham/status/221277339517067265

- I liked Anna Debenham's response.

Game Console Browsers

console.maban.co.uk/device/ps3.php

Reader

Sony PS3

devices maban.co.uk

About the Sony PS3

[More about the PS3 on Wikipedia](#)

The browser itself is quite hidden away. Need to go to Internet Browser > Search. First screen: search using Google, Youtube or Twitter. Press start to type URL.

Hovering over an input field changes the cursor to a pencil.

Browser Size reported as 1094 x 928. Screen Resolution reported as 1920 x 1080.

Browser Support

Source: Quirksmode

This is just what the browser reported back to me. I need to verify these.

- Cookies Enabled
- Canvas support
- No `<video>` or `<audio>` support
- Fully supported input types: search, tel, checkbox
- No drag + drop or spellcheck
- No session history
- No microdata



Identifies itself as Safari, uses a Webkit-based version of Netfront.

Support Details

Source: [Support Details by Imulus](#)

Operating System	unknown
Screen Resolution	1920 x 1080
Web Browser	Safari -- <i>Actually NetFront</i>
Browser Size	1094 x 928

Game Console Browsers

console.maban.co.uk

- In fact, Anna's sort of a lone voice in all this at the moment.
- She's been looking at how games consoles consume websites—there are some really weird implementations too, such as on the Nintendo DS.
- Games consoles are incredibly popular—especially amongst certain demographics—yet can be quite limited, and are operated very differently.
- I think also of the Amazon Kindle, monochrome e-Ink display—limited capabilities but yet again, on an incredibly popular device.
- I don't see this situation changing anytime soon.

Responsive web design

- In this landscape, responsive web design is flourishing. Easy to focus just on this.
- Strict definition: the combination of fluid grids, flexible images and video and media queries.
- TL;DR we need to make our layouts ‘stretchy’.
- For some, that’s where the discussion ends.

Responsible web design

- Increasingly, the discussion is broadening.
- Thinking beyond layout, more about responsible design practices instead.

HTTP Error 413: Request Entity Too Large

The page you requested could not be loaded. Please try loading a different page.

OK

Details

Loading...

Image Credit: Brad Frost

- Consider the size of web pages for example.
- Now, it's not uncommon to see pages weight 5-6Mb, if not more—everyone has a broadband connection, right?
- Yet some browsers may only accept pages below a certain size.
- This was seen when an early version of the Barack Obama website was accessed on a BlackBerry—every eyeball counts in a US election!

“ Who doesn't have JavaScript? Everyone doesn't have JavaScript until the JavaScript has loaded.

— Jake Archibald

- And then there is JavaScript.
- Even if available, doesn't follow that it will be fast, or reliable.
- And every user doesn't have JavaScript until it loads.

Dynamic Views: seven new ways to share your blog with the world | Blogger Buzz

buzz.blogger.com/2011/09/dynamic-views-seven-new-ways-to-share.html

Reader

Blogger Buzz The Official Buzz from Blogger & Google

BLOGGER BUZZ

THE OFFICIAL BUZZ FROM BLOGGER AT GOOGLE

search

Sidebar ▾ | Home About

ADVANCED BTY Use your Google+ profile...

Update: Blogger's new look

Google Analytics support...

Lightbox update

Dynamic Views: Update #1

Dynamic Views: seven ne...

Tips for New Blog... 278

Your images never looke...

Announcing the Blogger ...

Blogger's fresh new look

Latest updates, August 1st

You can do some ... 68

New tools for handling co...

Creator vs. Curator 134

Dynamic Views: seven new ways to share your blog with the world

As we said a few weeks ago when we launched a completely rebuilt, streamlined authoring and editing experience, we're in the process of bringing you a much improved and modernized Blogger. The next phase of these updates starts today with seven new ways to display your blog, called Dynamic Views.

Built with the latest in web technology (AJAX, HTML5 and CSS3), Dynamic Views is a unique browsing experience that will inspire your readers to explore your blog in new ways. The interactive layouts make it easier for readers to enjoy and discover your posts, loading 40 percent faster than traditional templates and bringing older entries to the surface so they seem fresh again.

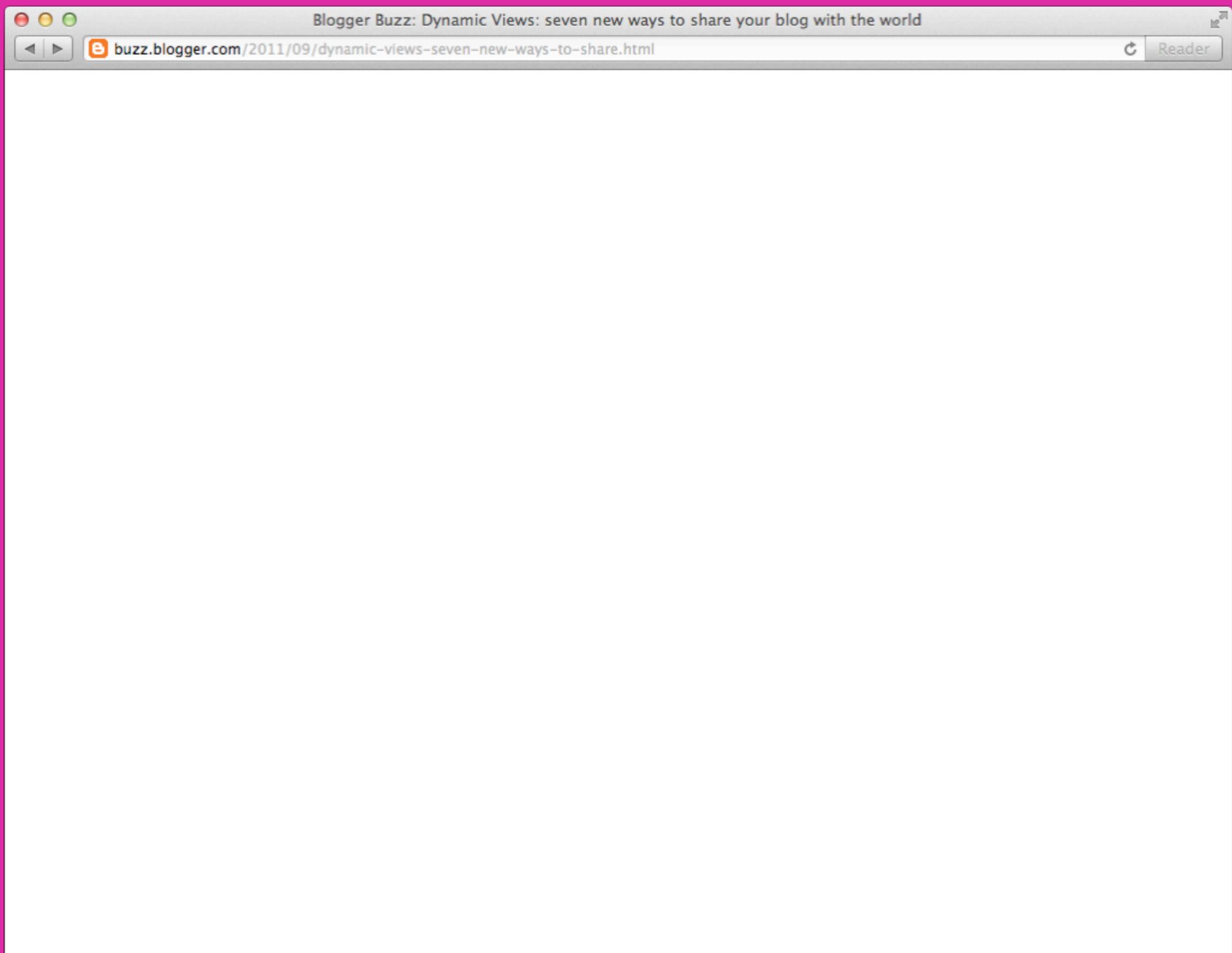


Dynamic Views is much more than just new templates. With just a couple clicks, you'll get infinite scrolling (say goodbye to the "Older posts" link), images that load as you browse, integrated search, sorting by date, label and author, lightbox-style posts for easy viewing, keyboard shortcuts for quickly flipping through posts, and one-click sharing to Google+ and other social sites on every post.

Blogger's Dynamic Views

buzz.blogger.com/2011/09/dynamic-views-seven-new-ways-to-share.html

- I find examples like this to be abhorrent.
- This is Blogger's announcement of new 'dynamic' template designs.
- These are built entirely using JavaScript, but of course, should JavaScript not be available, you get this...



Blogger's Dynamic Views

buzz.blogger.com/2011/09/dynamic-views-seven-new-ways-to-share.html

- Nothing appears. The actual content of this site is a number of empty <div>s into which content is injected.
- If a webpage can't degrade to its basic semantic HTML, it may be on the Web, but it's not part of the Web.
- More importantly, it's actively omitting users from valuable content.
- This content, evidently, isn't for everyone.

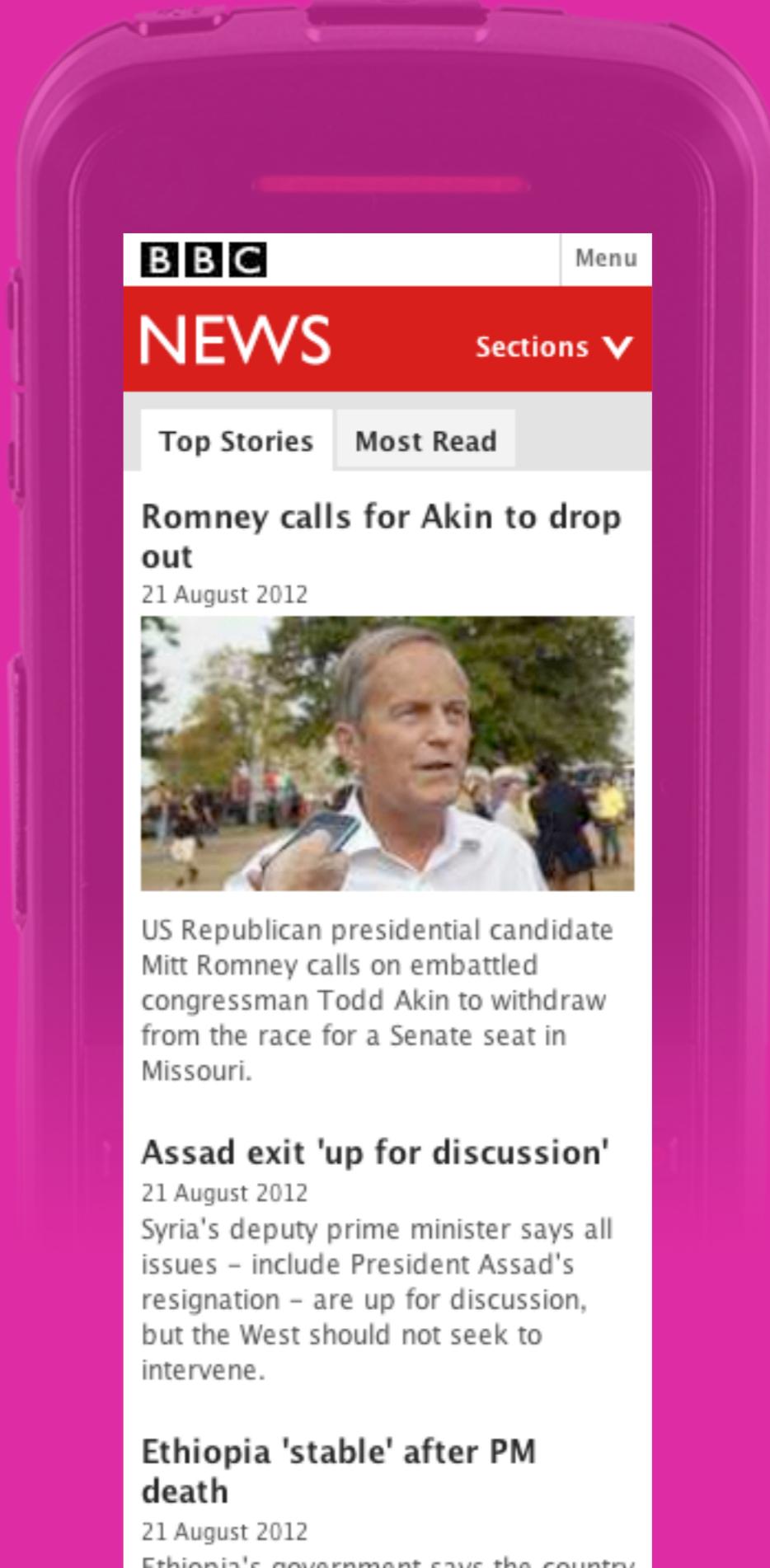
Progressive enhancement

- Of course, the way to avoid situations like this is to use progressive enhancement.
- Building up from a baseline experience and enhancing, rather than building the enhanced version alone.
- The web is a hostile environment; its nature is to be constantly adaptable and unpredictable.
- As the device landscape broadens, this only going to become more true.
- We can no longer depend on one set of characteristics or device capabilities being available
- If universality is what makes the Web what it is, then progressive enhancement isn't a way you develop for the Web, it is *the way*.
- I believe the progressive enhancement mindset should flow through the design process.

“ Our front page makes 7 requests in total, at approximately 21kb. Everyone gets this initial payload... ”

Cutting the mustard

blog.responsivenews.co.uk/post/18948466399/cutting-the-mustard



- Easily one of my favourite sites of this year: the BBC Mobile News website.
- The basic HTML is the bare minimum content necessary; available to a incredibly broad a range of devices.
- Only two images loaded; the BBC logo and that of the main story.

“ ...a block of JavaScript checks the capabilities of the browser before deciding whether to kick start the enhanced experience.

Cutting the mustard

blog.responsivenews.co.uk/post/18948466399/cutting-the-mustard

BBC NEWS Sections ▾

Top Stories Most Read

Romney calls for Akin to drop out
21 August 2012



US Republican presidential candidate Mitt Romney calls on embattled congressman Todd Akin to withdraw from the race for a Senate seat in Missouri.

 **Assad exit 'up for discussion'**
1 hour ago

Syria's deputy prime minister says all issues - include President Assad's resignation - are up for discussion, but the West should not seek to intervene.

- More advanced devices start to see enhancements.
- This includes images: is an image actually required for each story on the page?
- This is something Scott Jehl terms 'aggressive enhancement'

2012: Responsive Images

- Which brings me neatly onto the subject of responsive images.
- Perhaps one of the big topics of this year.
- I think it's a distraction.

Do you get the picture?

- If I talk about the <picture> element proposal, does everyone know what I'm talking about?

```
<picture width="500" height="500">
  <source media="(min-width: 45em)" src="large.jpg">
  <source media="(min-width: 18em)" src="med.jpg">
  <source src="small.jpg">
  
  <p>Accessible text</p>
</picture>
```

The picture element: An HTML extension for adaptive images

picture.responsiveimages.org

- Just to recap, allows you to define a number of different images.
- Using media queries different different images shown.
- Part of the reasoning behind this is that we can serve up larger images for those browsing on larger screens, or possibly with high-bandwidth connections.
- Also allows us to art direct images, so on a smaller screen for example, we can show a tighter crop of someones face.

Picture problems:

- Issue exists at the file format/browser level
- Art direction concerns style, not content
- Image size is relative to container, not display
- Symptom of print-inspired design

1. Responsive image problem exists at the file/browser level.

- We've seen how videos now have adaptive bit-rate, perhaps we need the same for images.
- The argument that this issue lies at the file level has been strengthened recent weeks.
- Research has shown that if you create larger images with low levels of compression, looks great on high-def displays and produces a smaller file size.

2. Another reason for needing this element is to allow for greater art direction.

- This sounds suspiciously like a style declaration, rather than a content decision.
- For me, falls under the same category as the `` element.

3. It also uses media queries.

- Yet the size of an images is often dependent on size of containing element, not overall viewport.
- You may need larger images on larger displays, but your layout may adapt to present smaller images.
- This is a problem we've noticed on many of the projects we've been working on at Clearleft.

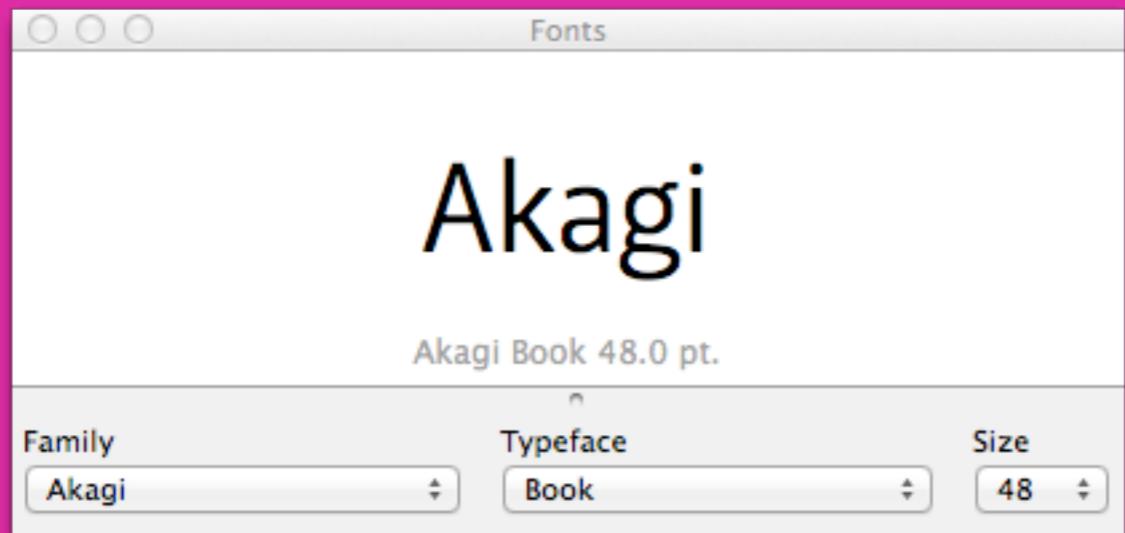
4. There may be some use cases, but these could be mitigated if we 'design around the problem'.

- I think it's worth noting, that this issue arose with the work Filament Group did on the site for a Boston Globe.
- The design of this site wasn't much different than what we've seen for newspaper website for the last 10 years.
- Looked remarkably similar to a printed newspaper!

The Web Aesthetic

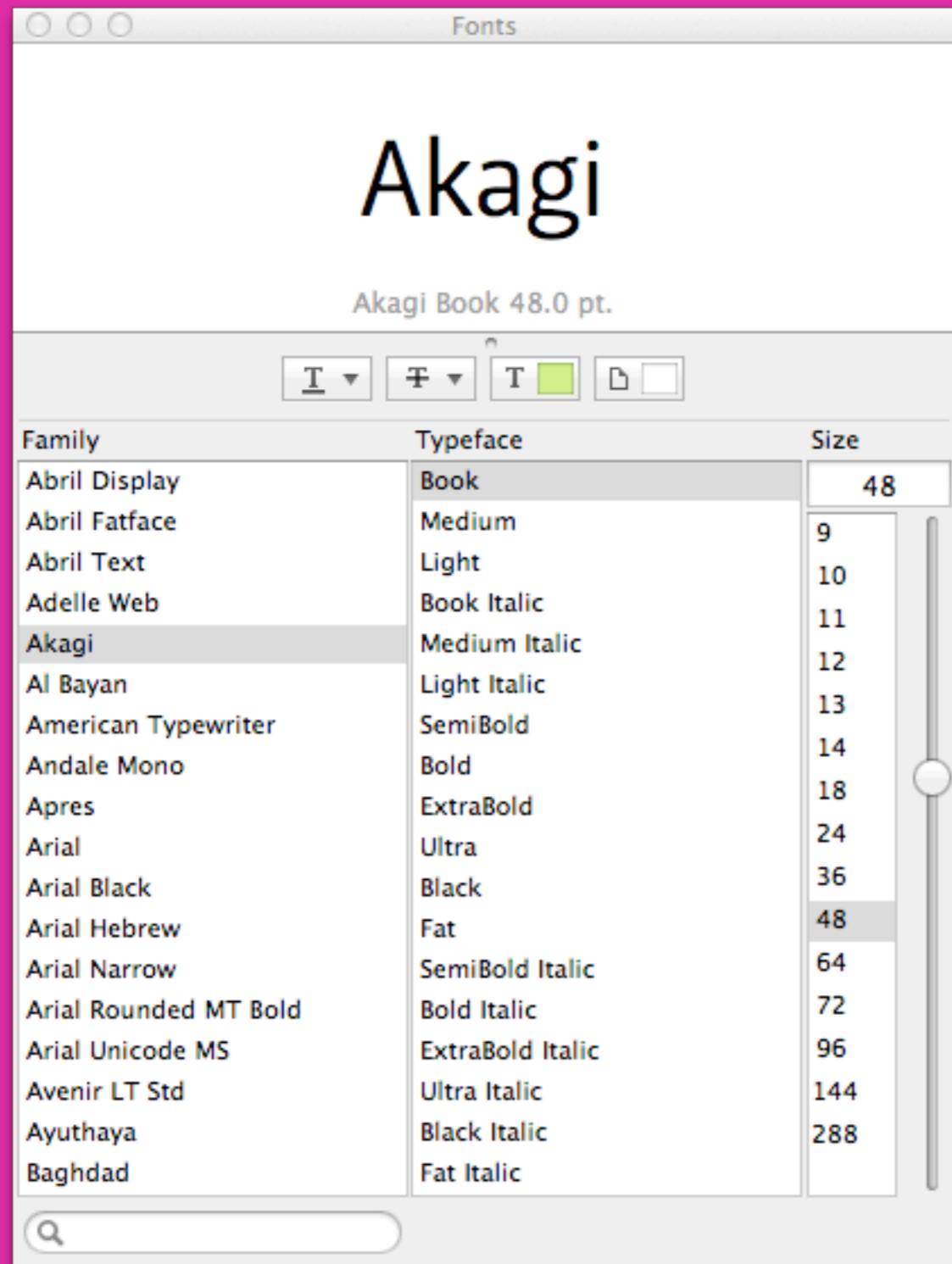


- The suitability of this element is something I talked about in my recent ALA article.
- In the Web Aesthetic, I talk about web designs inspired more by software applications than print.

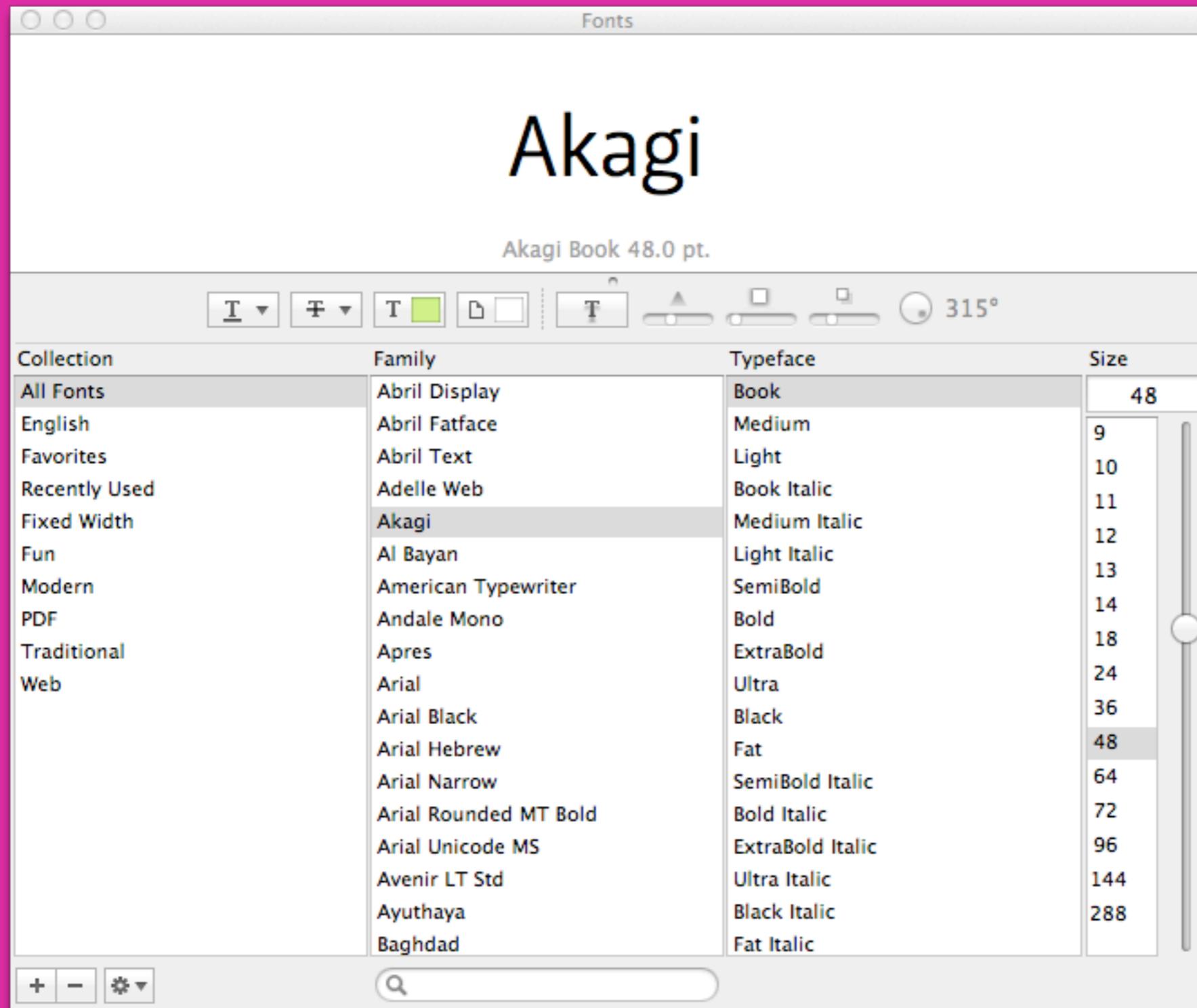


Typography Panel in Mac OS X

- If you think about it, apps have long been responsive.
- Typography panel in Mac OS X.



Typography Panel in Mac OS X



Typography Panel in Mac OS X

- In fact, even the web browser, in terms of actual chrome, has long been responsive, even if the content contained within hasn't been!
- Does software, inherently digital like the web, provide a better source of inspiration for our designs?
- I believe it does.
- Increasingly seeing examples of app-inspired web design.

Top Charts – Rdio

www.rdio.com/browse/charts/albums/

Paul Lloyd | ▾ 1 🔔

rdio

BROWSE
 Heavy Rotation
 Recent Activity
 Top Charts
 New Releases

YOUR MUSIC
 Collection
 History
 Queue

PLAYLISTS

Top Charts

Albums Songs Artists Playlists

An Awesome Wave alt-J 14 songs	18 Months Calvin Harris 15 songs EXPLICIT	+ Ed Sheeran 16 songs	Pure... pop Various Artists 64 songs EXPLICIT
Red River Blue Blake Shelton 11 songs	Jake Bugg Jake Bugg 14 songs	Babel (Deluxe Version) Mumford & Sons 15 songs	Pacha Ibiza Dance Anthems Various Artists 63 songs

One Day Like This – Elbow, London Symphony Orchestra, Urban Voices Collective MUSE

0:00

Rdio.com
rdio.com

- Rdio is an interesting example.
- When they redesigned their website it was with a view to the desktop apps being able to share the same code.
- Not only did it give the web interface a more app like appearance, it was also responsive.
- But of course it would be—all apps are responsive!

Arts – The New York Times

www.nytimes.com/pages/arts/index.html

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The New York Times Arts

Thursday, November 8, 2012

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE AUTOS

ART & DESIGN BOOKS DANCE MOVIES MUSIC TELEVISION THEATER VIDEO GAMES EVENTS

ART REVIEW

A Spectrum From Slaves to Saints

By HOLLAND COTTER 2:30 PM ET

"The Three Mulattoes of Esmereldas" (1599) is one of the works in "Revealing the African Presence in Renaissance Europe," at the Walters Art Museum in Baltimore.

The rich and complex exchange between Africa and Europe and how this is revealed in Renaissance art is the subject of an exhibition at the Walters Art Museum in Baltimore.

• [Slide Show](#)

MOVIE REVIEW | LINCOLN

A President Engaged in a Great Civil War

By A. O. SCOTT

"Lincoln," starring Daniel Day-Lewis, is more a political thriller than a biopic, a civics lesson that is energetically staged and alive with moral energy, placing slavery at the center of the story.

• [Daniel Day-Lewis on Playing Abraham Lincoln](#)

ART REVIEW

ARTS & LEISURE

Restart Me Up Once More

By JON PARELES 5:00 PM ET

The Rolling Stones, who are celebrating 50 years together as a band, are preparing to hit the road again.

• [Slide Show](#)

Man in the Middle

By SAM TANENHAUS

John Updike's 1971 novel "Rabbit Redux" remains the most illuminating and prophetic of modern political novels, though on the surface it seems not about politics at all.

Broadway's Just a Suburb of Cincinnati

By PATRICK HEALY 9 minutes ago

Katie Holmes (once Mrs. Tom Cruise, if you hadn't heard) and Norbert Leo Butz are among the Midwesterners in "Dead Accounts," a play set in Cincinnati and opening this month on Broadway.

Special Section

From the International Herald Tribune

Search the Global Arts Guide »

Christie's Sale Suffers From Sky-High Expectations

By SOUREN MELIKIAN

"Water Lilies," a major work by Monet, went for a fortune, but other works earned little enthusiasm during an auction of Impressionist and Modern art.

Egypt's Poet of the People

By ABDALLA F. HASSAN

Abdel-rahman Elabnoudy, the songwriter,

MOST POPULAR - ARTS

E-MAILED BLOGGED VIEWED

1. Arts & Leisure: Restart Me Up Once More
2. After Floods, Galleries Face Uncertainty
3. No Method Acting: On Sitcom, Biden Plays Biden
4. Art, Not Storm or Election, Is Blamed for Anemic Sale at Christie's
5. ArtsBeat: Gagosian Suit Offers Rare Look at Art Dealing
6. An Appraisal: Elliott Carter, Master of Complexity
7. Fake Art May Keep Popping Up for Sale
8. Teri Shields, Mother and Manager of Brooke Shields, Dies at 79
9. Video Games: Unfinished Swan, Assassin's Creed and Need for Speed
10. Mom of 'Modern Family' Actress Denies Abuse Claims

NYTimes.com

nytimes.com/

- Here is a page from the NYTimes, typical of web design from the last decade.
- Dense, highly compacted, stuffed to the brim and fixed width.
- Shares similarities to print edition—with a header, and footer (print terms).

Times Skimmer by The New York Times

www.nytimes.com/skimmer/#/Arts

The New York Times Arts



ART REVIEW

A Spectrum From Slaves to Saints

BY HOLLAND COTTER

BALTIMORE — In a fall art season distinguished, so far, largely by a bland, no-brainer diet served up by Manhattan's major museums, you have to hit the road for grittier fare. And the Walters Art Museum here is not too far to go to find it in a high-fiber, convention-rattling show with the unglamorous title of "Revealing the African Presence in Renaissance Europe."

Visually the exhibition is a gift, with marvelous things by artists familiar and revered — Dürer, Rubens, Veronese — along with images most of us never knew existed. Together they map a history of art, politics and race that scholars have begun to pay attention to — notably through "The Image of the Black in Western Art," a multivolume book project edited by David Bindman and Henry Louis Gates Jr. — but that few museums have addressed in full-dress style.

Like the best scholarship, the Walters show, organized by Joaneath Spicer, the museum's curator of Renaissance and Baroque art, is as much about questions as answers, and makes no bones about that. Many wall labels begin with an interrogative, suggesting that a museum visitor's reading of a particular image carries as much weight as the curator's.

And, like most ambitious but risky undertakings, it has flaws. There is evidence of budget limitations. Although no corners were cut in getting crucial European loans, the catalog — a good one — has come in a third smaller in size than planned and with signs of changes-at-the-last-minute production.

The presence of a chatty "resource center" midway through the show, with gamelike audience-participation activities on offer, will rile museum purists. (I have no problem with it.) And, in a show that tackles the issue of race head-on, the line between an objective view of the past taken on its own terms and inter-

MOVIE REVIEW

A President Engaged in a Great Civil War

BY A. O. SCOTT

"Lincoln," starring Daniel Day-Lewis, is more a political thriller than a biopic, a civics lesson that is energetically staged and alive with moral energy, placing slavery at the center of the story.

ART REVIEW

Relics of a Sculptor's Bronze Age

BY ROBERTA SMITH

"Calder: The Complete Bronzes" brings together nearly all Alexander Calder's forays into bronze in one place, the first exhibition to concentrate almost exclusively on these works.

BOOKS OF THE TIMES

Verses Wielded Like a Razor

BY DWIGHT GARNER

Louise Glück's latest collection assembles poems spanning her four-decade career.

Critic's Notebook : Women's TV Block With 2-Track Mind

Pop : Restart Me Up Once More

Essay : Man in the Middle

Broadway's Just a Suburb of Cincinnati

ArtsBeat : A Benefit Concert Is Planned for Victims of Hurricane Sandy

ArtsBeat : Under The Radar Festival Announces Full Roster of Shows

ArtsBeat : New Interactive App for 'Goodnight Moon'

Inside Art : Metropolitan Museum Buys a Jusepe de Ribera Painting

Sections

- Top News
- Opinion
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- Saved
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- U.S.
- Politics
- N.Y. / Region
- Business
- Technology
- Sports
- Science
- Health
- Arts
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- Fashion & Style
- Weddings
- Dining & Wine
- Sunday Magazine
- Sunday Review
- Travel
- Obituaries
- Real Estate
- Most Emailed
- Layout
- My Account
- Shortcuts

NYTimes Skimmer

nytimes.com/skimmer/

- But here is the same page when viewed in its 'skimmer' app.
- Content has room to breathe, and look only one image shown!
- Note how different the navigation is too; no longer confined to the top of the page.

Popular – Quartz

qz.com/25696/the-republicans-lost-the-election-because-of-their-shameful-record-on-immigration/ Reader

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IT'S THE RECOVERY STUPID
Obama won because the average American voter understands economics
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HINDSIGHT
The Republicans lost the election because of their shameful record on immigration
6 hours ago

10 things that will get even weirder in the next US presidential campaign
a day ago

APOCALYPSE NOW
Sandy as a glimpse into the future

Powered by WordPress.com VIP

QUARTZ

HINDSIGHT

The Republicans lost the election because of their shameful record on immigration

By Dennis Gartman — 6 hours ago

Dennis Gartman has been involved in capital markets for nearly 30 years. He produces the Gartman Letter, whose clients include banks, brokerages, mutual funds, hedge funds, energy traders, and grain traders.



Quartz

qz.com

- Another of my favourite responsive sites from this year was that for Quartz.
- Very different to how we imagine news sites—even websites—to look.
- They designed it from the perspective of a tablet first, giving it this app like feel.
- Not perfect—the navigation doesn't work well with non-touch enabled input devices.
- And... works just as well without JavaScript.

2013: Web Native Design

- Designing with the medium in mind, these more digitally inspired products.
- Something I've referred to as Web Native Design.
- This is a discussion that is going to grow in the coming year.

“ *Baselines grids can be too rigid for the inherently flexible nature of the web. Just because something works at one size doesn’t mean the same ratio will be appropriate at larger or smaller sizes.*

— Jason Santa Maria

Baseline Grids on the Web

jasonsantamaria.com/articles/baseline-grids-on-the-web

- Already starting to see people talking about designing with the medium in mind.
- Jason Santa Maria recently wrote about how he thought baseline grids—that allow you to align text horizontally—don’t have a place on the web.
- I’d go further. I’m not even sure complex grids have a place on the web either.

“ *The meaning of page numbers changes over time.
Which defies the whole point of a URL.*

— Alex Feyerke

Pagination on the Internet and why it's weird

speakerdeck.com/espylaub/pagination-on-the-internet-and-why-its-weird

- Another example: Alex Feyerke wrote about how pagination has typically been implemented without thought for the URL.
- A URL is meant to point to a permanent resource. If so, why have page numbering that ensures content on that page is ever changing.
- He suggests, that pages start at one, with newer pages having higher numbers.

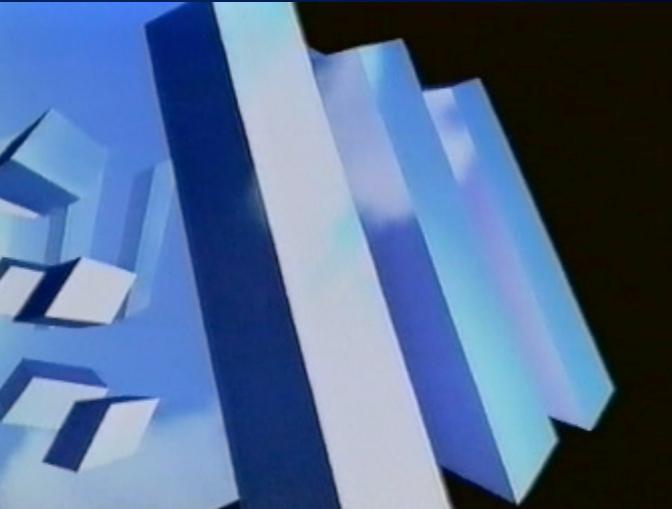
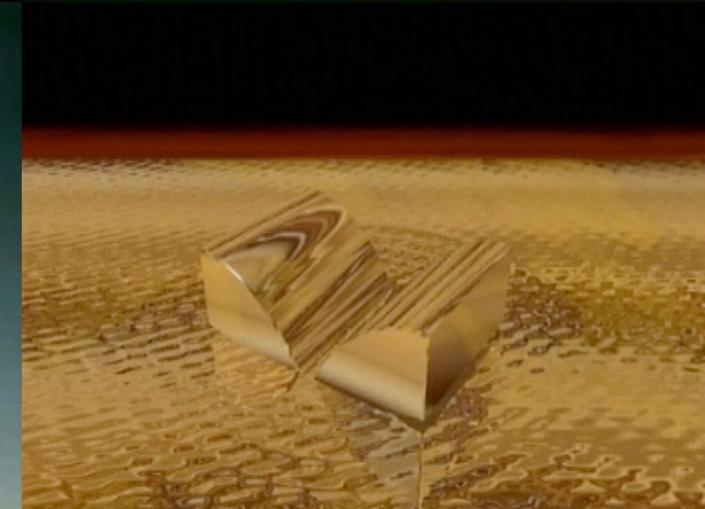
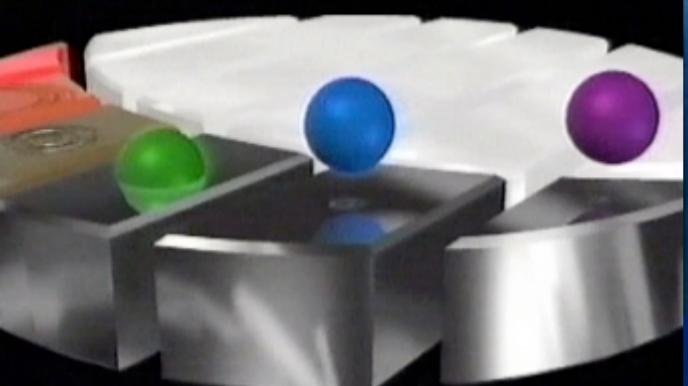
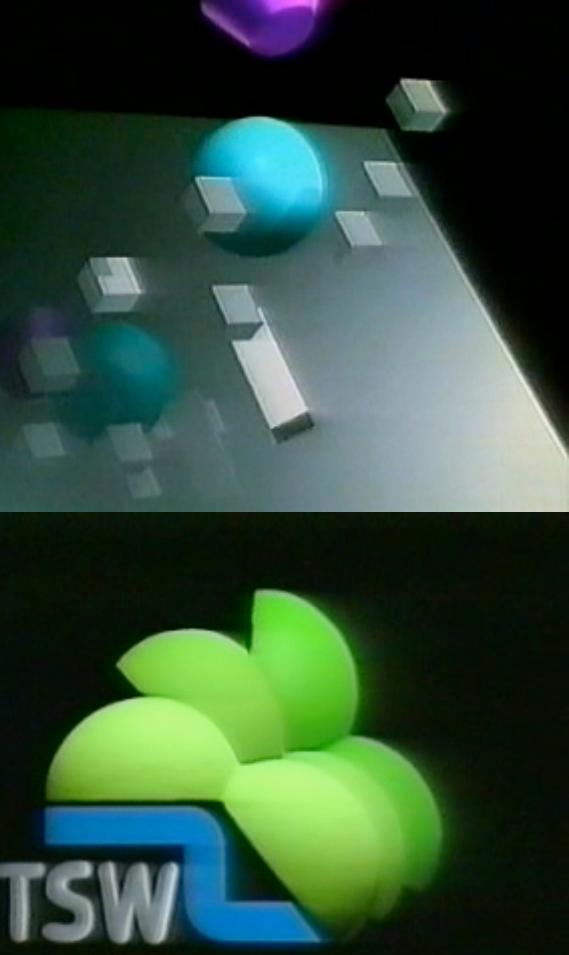
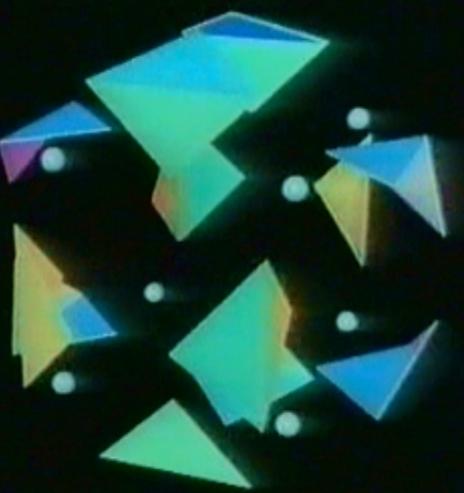
30 years ago...

- I want to finish with a final example from the annuals of television design history.



<http://dribbble.com/shots/179916-Channel-4-Ident-1982>

- Unlike the BBC and ITV at the time, Channel 4 commissioned programmes from independent production companies
- The identity and idents needed to reflect that
- Martin Lambie-Nairn designed ident showed separate elements coming together to form the larger whole
- The best way of visualising this idea was to use cutting edge computer generated graphics
- But it wasn't the technology that made this a success, it was the idea!
- In fact, for much it's early history, the ident was the only thing people enjoyed about Channel 4.



• Yet this was lost on other television companies. They saw the cutting edge CGI graphics, and proceeded to make their logos 3D too.

• This I believe, is a warning from history. We shouldn't let technology dictate design.

• The success of the web isn't down to any particular technology or implementation, but the beauty of the idea.

• The greatest aspect of the web is that it's been accessible to all.

• This can be frustrating at times, but that doesn't put a stop to us being creative.

• Let's improve the web by using it to deliver good ideas—not technology showcases.

Thank you!

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• Thank-you!