

This is for Everyone

Paul Robert Lloyd

University of Greenwich: Talk Web Design
16 January 2013

- The title should hopefully make sense a little later on
- What I'm hoping to do is basically give you a sense of everything that's in my head regarding web design
- We'll see how much of it we can get through, and how much of it makes any sense!



- What you've just seen is the title sequence from 'The Avengers' designed by Jerome Gask in 1963.
- These titles are typical of those of this period
- Television at this time was:
 - Black and white and low definition.
 - 20% of the screen was considered unusable due a lack of focus around the edge.
 - Different television sets cropped the picture at different points.

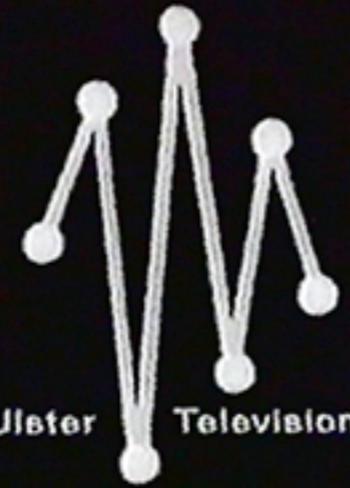
THE
MAN WITH
THE GOLDEN
ARM



2
BBC

7
at
8.25
BBC tv
Z CARS

YORKSHIRE
TELEVISION
presents



REDIFFUSION
LONDON

SCOTTISH

TELEVISION



TYNE TEES

TELEVISION
channel 8



SOUTHERN

HARLECH

- Titles required large, bold lettering, strong tonal contrast, and illustrations with heavy lines and little detail.
- The work of Saul Bass, was a notable influence, a still from his titles for 'The Man With The Golden Arm' top left.
- Programme titles were often influenced by 'pop art' and 'op art' themes
- The ident for Harlech Television, which later became HTV, is a keen example of using optical imagery

1964 BBC2 launches, higher definition 625-line

1967 BBC2 begins regular colour broadcasts

1969 BBC1 & ITV begin broadcasting in colour

1976 7.5m colour television sets sold

2013 13,000 homes still have black and white sets

- Although colour broadcasts were introduced in the UK in 1964, took many years for the technology to take hold
- Black and white sets remained prevalent; cheaper, and for many years more reliable—they didn't set on fire!
- Designers were able to use colour, but they weren't really able to exploit it.



- Designers still needed to take into account viewers using older sets.
- This BBC1 ident from 1981 used highly contrasting and quite garish—but it worked!

14:9 image safe

14:9 text safe



- Similar conditions exist today.
- Designers still have to design within a safe area so graphics aren't cropped on older standard resolution televisions.
- You'll notice that graphics are never placed at the far edges, for this reason.
- Regardless of the technical constraints, television viewed at a distance so text needs to be remain and legible.

A black and white photograph of Marshall McLuhan. He is an older man with glasses perched on his forehead, wearing a dark suit and tie. He is gesturing with his hands while speaking. In the background, a television screen is visible, showing a person's face, which appears slightly blurred or out of focus.

“The medium is the message”

— Marshall McLuhan

- So at this point you're probably wondering: why is he talking about television design?
- Stepping outside our bubble can be useful—the problems we're facing are quite often not unique.
- Television designers have long been used to adapting their craft to meet the needs of the medium.
- As Marshall McLuhan famously wrote, the ‘medium is the message’
- The medium and how we design for it are bound together.



- Of course, we've long treated the web as a sort of derivative of print
- Starting to finally come to an understanding how the web is significantly different
- I think it's time we understood the nature of the Web, and start to design appropriately for it.

The nature of the web

- What is the nature of the web?
- What are the characteristics that make the web, different from other media?

“ *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

- According to its inventor, one of the primary design principles is universality.
- [Read quote]



Image Credit: Associated Press

- Or put simply, ‘this is for everyone’
- It’s not often you get to write your design principles on an Olympic Stadium!
- Anyone publish to it, and anyone can consume that published content.



Image Credit: Brad Frost

- Today, catering for everyone means catering for *everything*
- As every device becomes connected to the network, so the web can be accessed from an increasingly broad range of devices.



- We need to consider those that may be accessing our site via low powered feature phones...



• and who knows what devices in the near future.



- Yet unfortunately, there is a tendency to focus on the needs of a select portion of people.
- People who watch Apple keynotes!



Retina®

- As such, our latest fascination is thinking about dealing with Retina displays



~~Retina®~~
HiDPI

- ...or more correctly, HiDPI displays.
- The language we use is important
- If we're thinking about universal design, we need to be careful not to focus on one particular device or company
- We're super-concerned about how we can make sure our websites look the very best on these new displays

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

- Some go as far as to say we need to buy these new devices straight away
- [READ TWEET]
- Comments like this from Marco Arment are indicative of this attitude
- Often, I think 'testing' is often just an excuse to buy the latest kit

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.



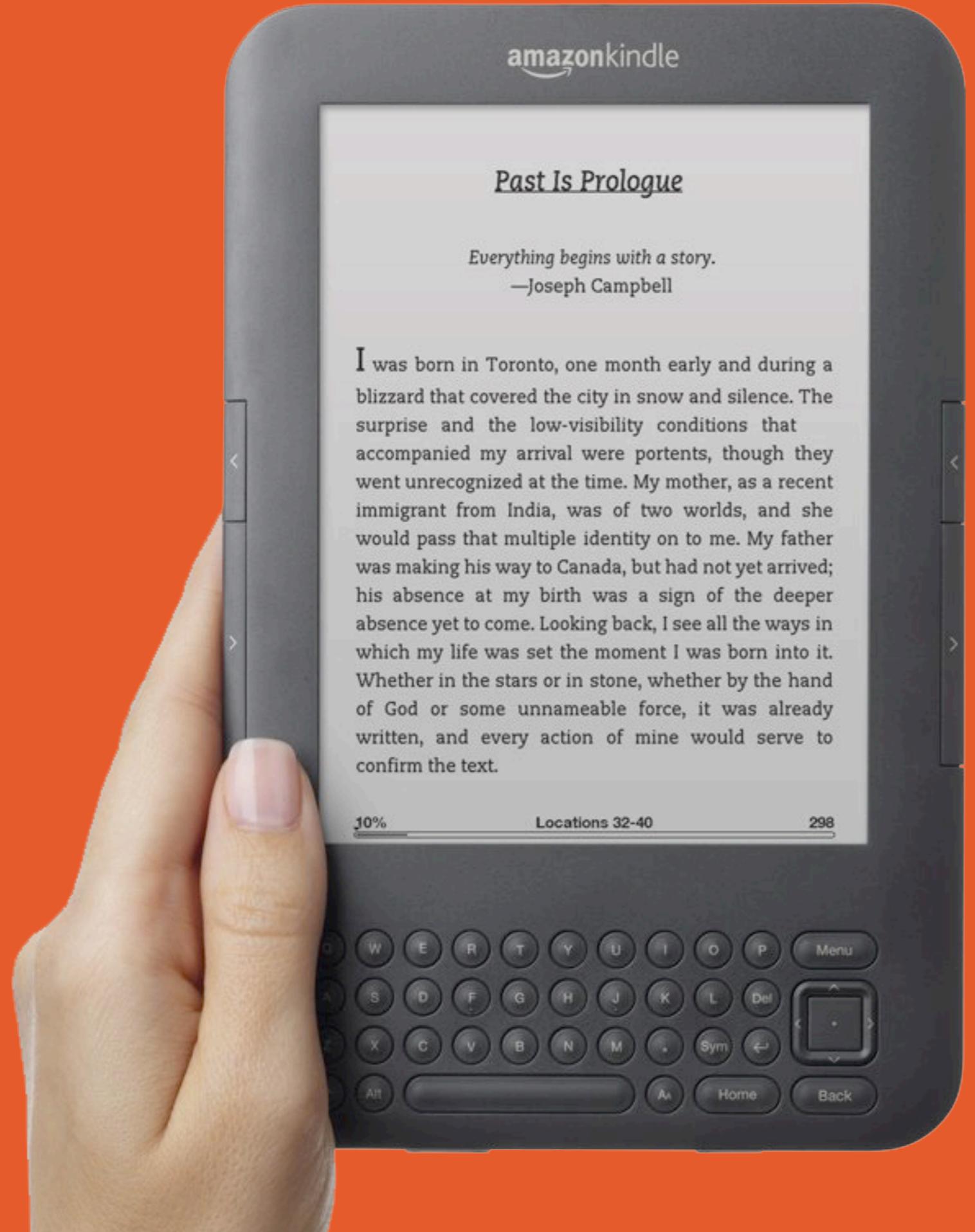
@anna_debenham

6 July 2012

twitter.com/anna_debenham/status/221277339517067265

- I liked Anna Debenham's response.
- I'd put good money on their being more people with crap Dell monitors than there are those with HiDPI displays

E Ink



- The broadening of the device landscape goes both ways
- New devices are coming out, that are equally popular, yet have far more limited capabilities
- The Amazon Kindle is just one example

“ *It is the nature of the web to be flexible, and it should be our role as designers and developers to **embrace this flexibility**.*

— John Allsopp

A Dao of Web Design

alistapart.com/articles/dao

- Fortunately, the web was designed with such a diverse, unpredictable landscape in mind
- [READ QUOTE]

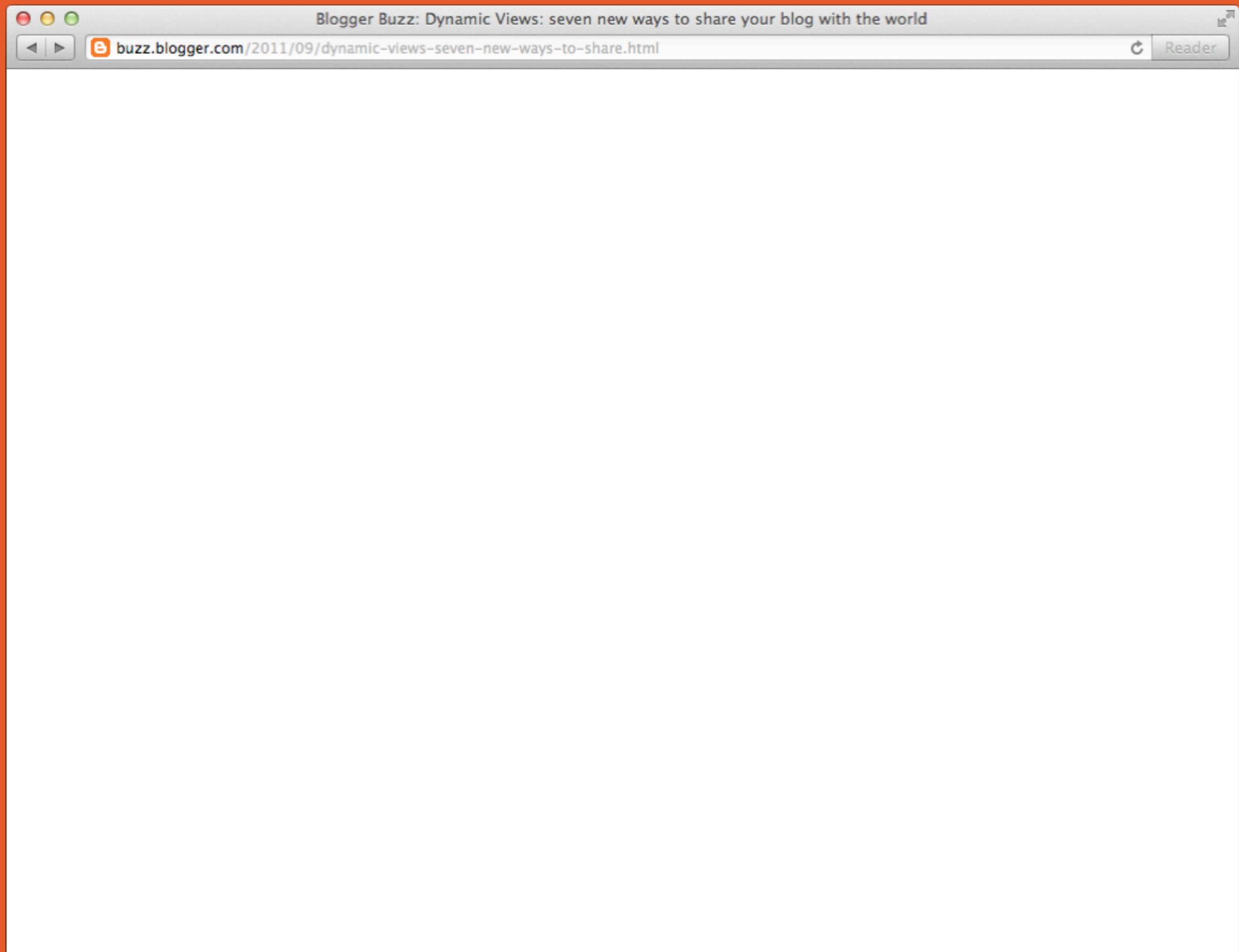
Embracing the web

- How can we design in a way that embraces this flexible nature?

Progressive enhancement

flickr.com/photos/jglitten/3167874991

- The key approach is that of progressive enhancement
- Building for the baseline experience first
- Then adding features on top of this solid foundation
- This approach ensure that the products we build are more robust and likely more compatible and future proof
- What happens if we don't build in this way?



Blogger's Dynamic Views

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

- This can happen
- This is a page on a Blogger website, using one of their new dynamic templates.
- The markup contains little but a few empty <div>s in which content is injected with JavaScript
- If for whatever reason, JavaScript isn't available, the you'll see nothing.
- In fact, when I check the site again last night, again nothing appeared—and I had JavaScript enabled.
- There was no fall back, I just saw nothing.

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 at Google

BLOGGER BUZZ

THE OFFICIAL BUZZ FROM BLOGGER

search

Sidebar ▾ | Home About

ADVANCED RSS

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 look...

Announcing the Blogger ...

Blogger's fresh new look

Latest updates, August 1st

You can do some ... 68

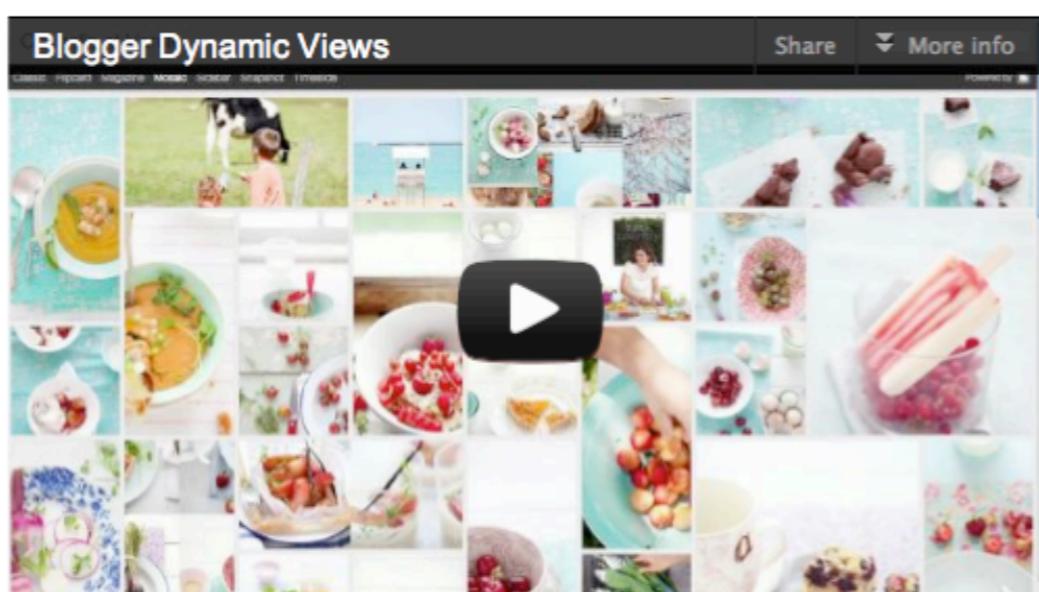
New tools for handling co...

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

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- There was no fall back, I just saw nothing.

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

— Jake Archibald

- I think Jake Archibald said it best:
- [READ QUOTE]

Responsive web design

flickr.com/photos/canonsnapper/1350813019/

- Well, there's responsive web design of course

A BOOK APART

brief books for people who make websites

NO.
4

Ethan Marcotte

RESPONSIVE WEB DESIGN

FOREWORD BY Jeremy Keith

- By utilising fluid grids, flexible images and video and media queries, we no longer need to double-tap, pinch and zoom to browse the web.



flickr.com/photos/aussiegall/6382775153/

- But you know what, responsive web design is merely a course correction.
- Rectifying mistakes that affects the most visible, yet arguably least important aspect of web design.

“ *The web is responsive on its own—by default. It’s us that’s been breaking it all these years by placing content in fixed-width containers.*

— Andy Hume

Responsive by default

blog.andyhume.net/responsive-by-default/

- In fact, I think Andy said it best:
- [READ QUOTE]
- Layout is just one of many considerations we need to make when designing for the web.

“

*Responsive design is the most interesting,
yet least important aspect of web design.*

— Me, just then

WARNING: THE CONTENT OF THIS SLIDE MAY PROVE CONTROVERSIAL!

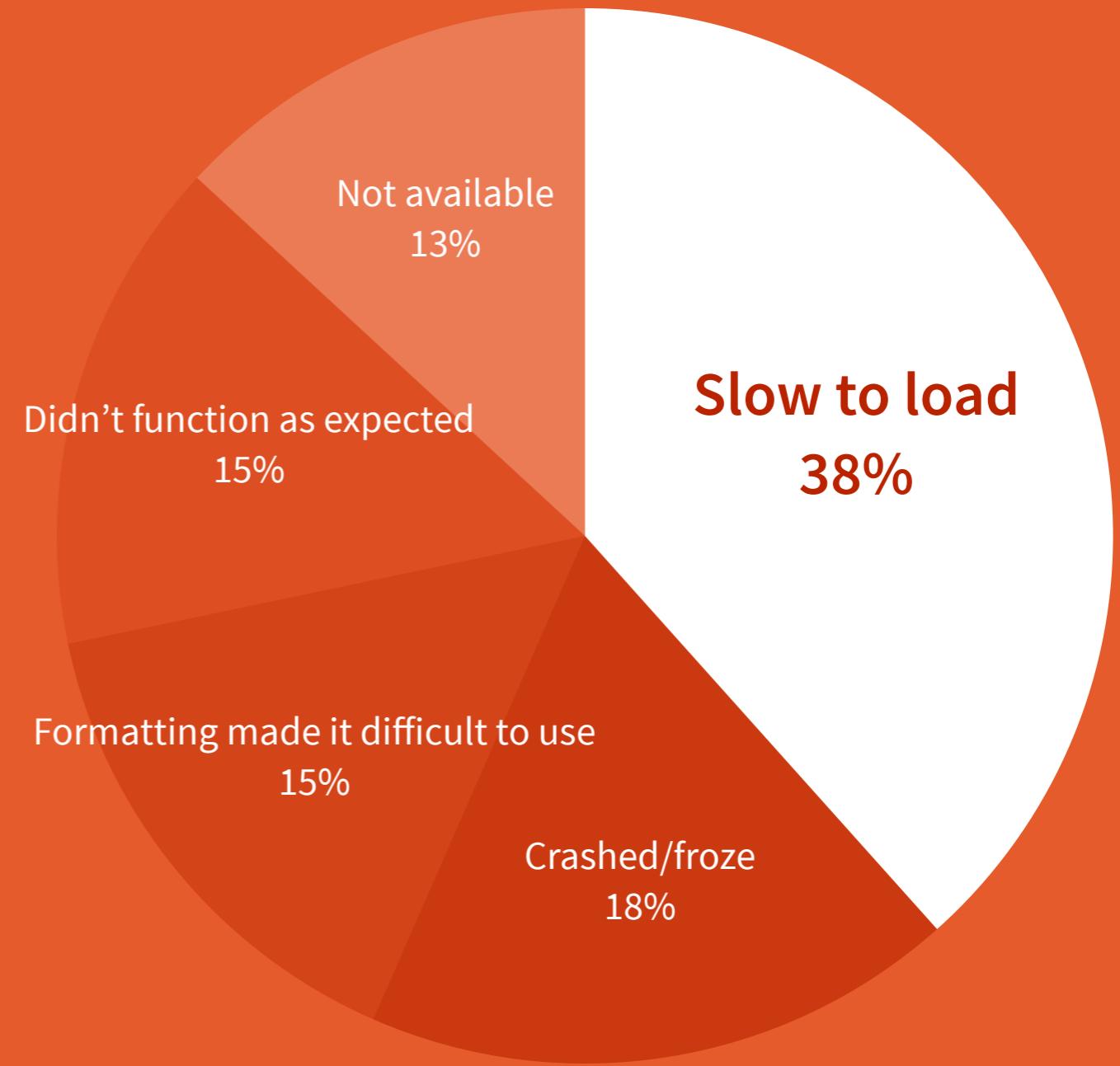
- In fact, I'd go as far to say this
- [READ QUOTE]
- I say this having reviewed a lot of responsive sites for .net magazine last year
- There were lots beautiful examples, but many came in at over 2 MB—in fact, one was 5 MB in size.
- What good is a responsive layout if you've built it in such a way that it takes 5 minutes to download?

Performance tuning

flickr.com/photos/thatguyfromcchs08/2300190277/

- As much as we continue to think about responsive design, our attention has really got to turn to the performance of our websites
- Especially as we spend more time on mobile networks with slow or porous network connections

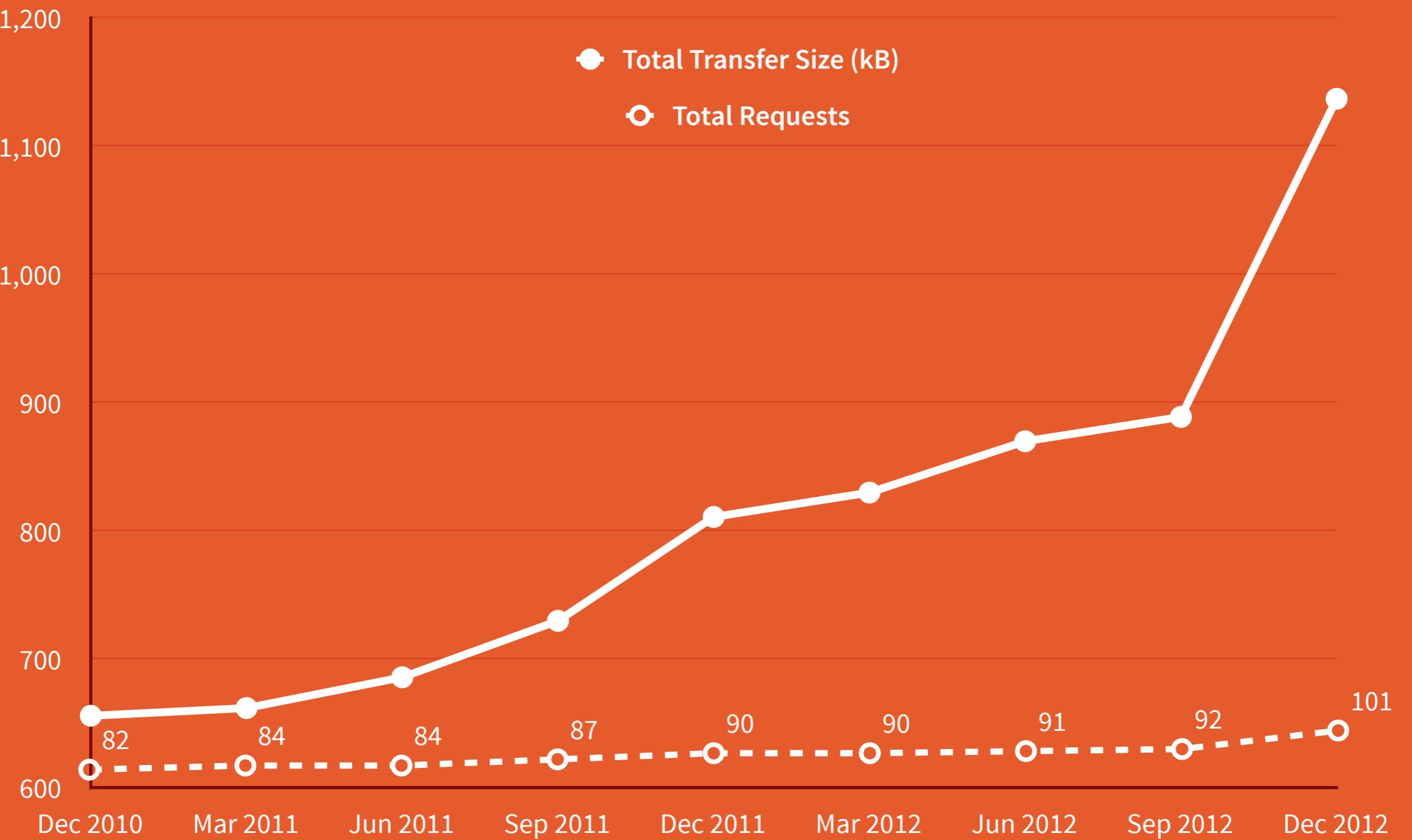
“ What is the most common problem you've encountered accessing websites on your mobile phone?



What Users Want from Mobile

e-commercefacts.com/research/2011/07/what-usrs-want-from-mobil/19986_WhatMobileUsersWant_Wp.pdf

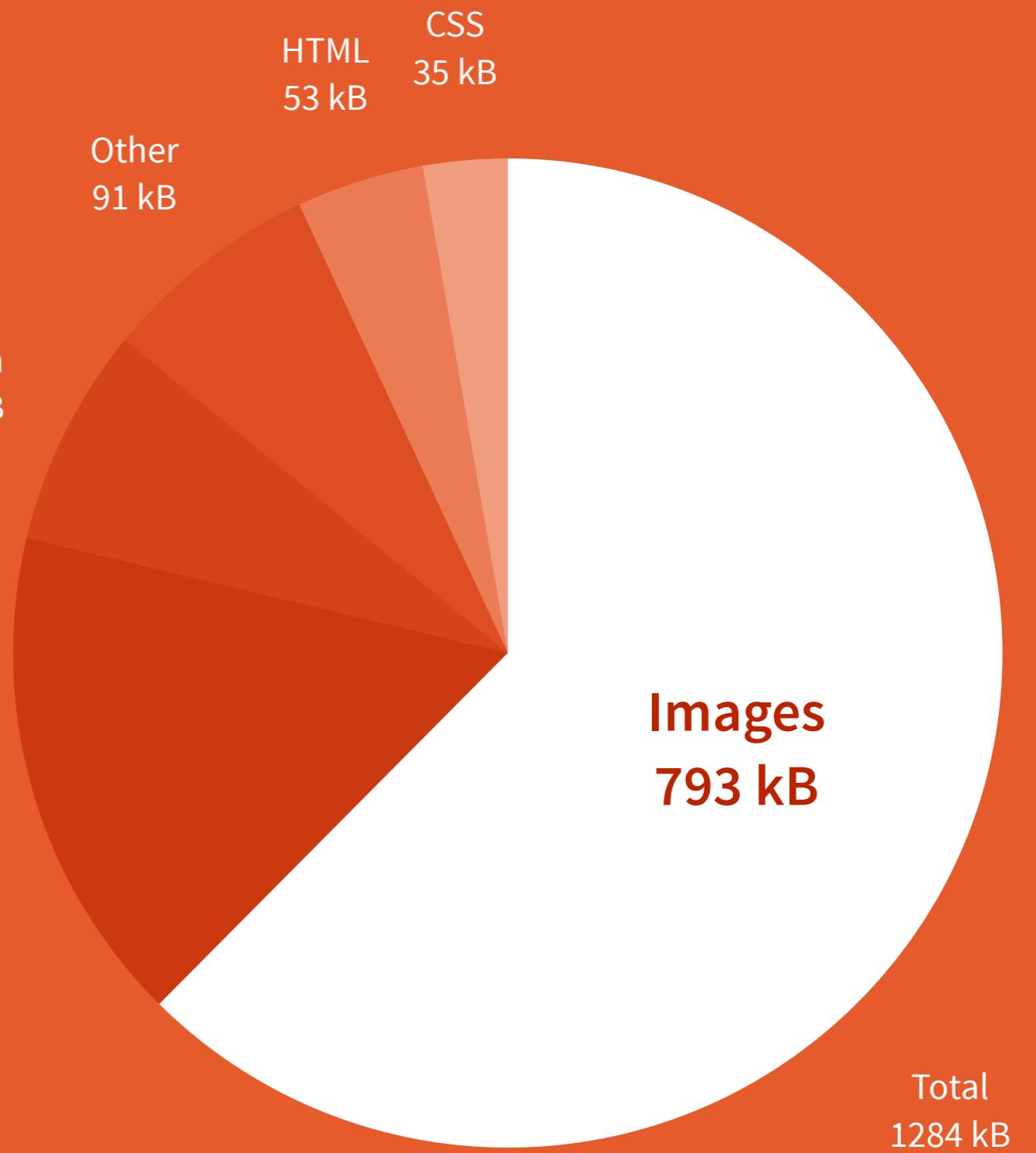
- Recent research shows that the most common complaint users have when accessing websites on mobile phones is how long they take to load
- The formatting of the site comes third



Total Transfer Size and Total Requests: Top 1000 Sites

<httparchive.org/trends.php>

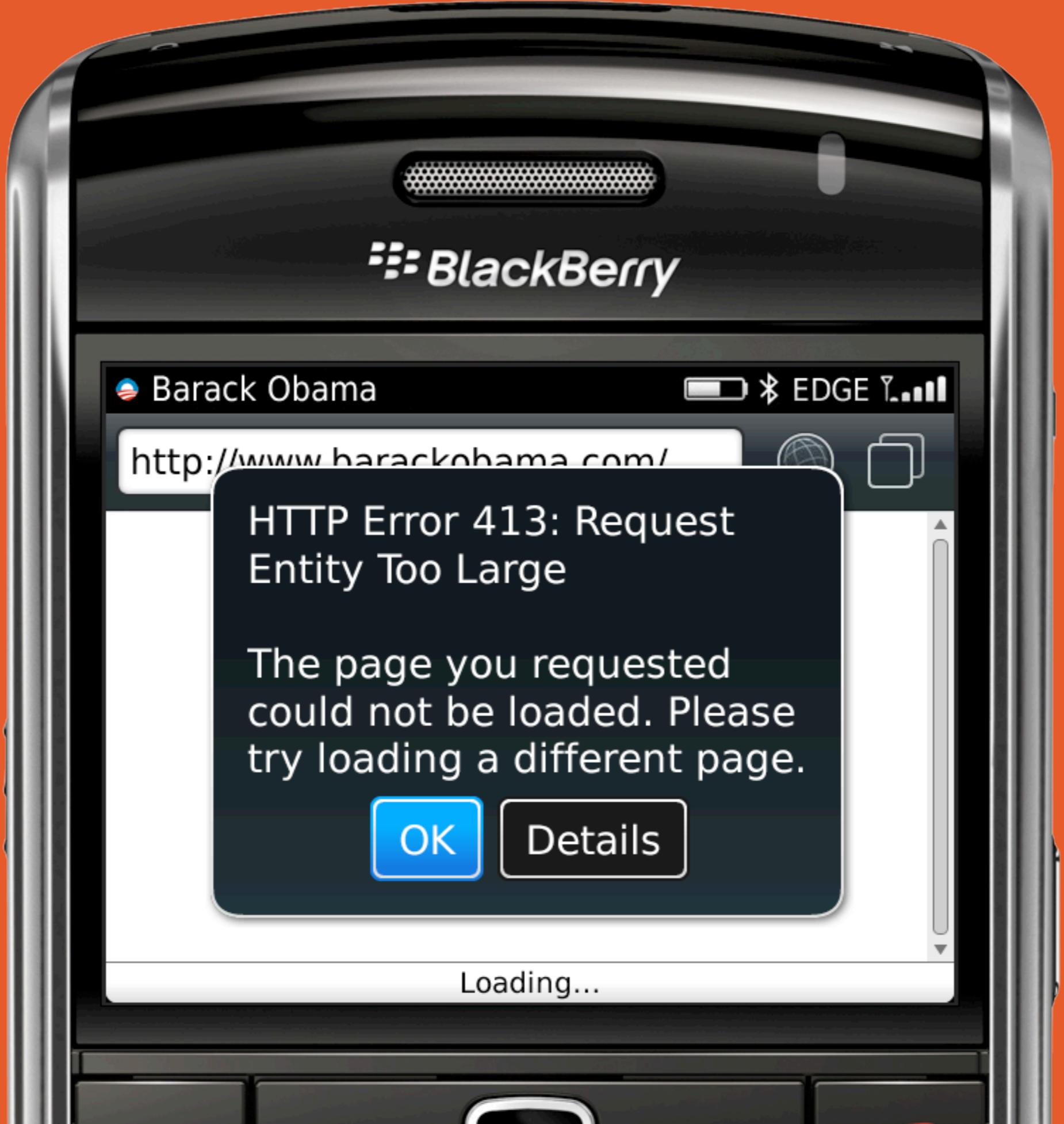
- This is hardly surprising when you look at the stats
- Even though there has been only a slight increase in the number of files requested
- The average size of a web page has doubled in just 18 months
- Average size of the top 1000 sites is now just over 1.2Mb in size!



Average Bytes per Page by Content Type

<httparchive.org/interesting.php>

- Much of this data can be attributed to imagery, with images accounting for over two thirds of web traffic
- Easy to dismiss this as not a problem, but for users of some devices, the size of a webpage can pose real issues



- This was seen when an early version of the Barack Obama website was accessed on a BlackBerry.
- 4.2 MB in size, took over 25 seconds to load, if it loaded at all
- Search the web, and you will see forums full of people discussing this issue and how to get round it.

If you could only do one thing to prepare your desktop site for mobile, and had to choose between employing media queries to make it look good or optimizing the site for performance, you would be **better served by making the site blazingly fast.**

— Jason Grigsby

First thing you should do to optimize your desktop site for mobile

blog.cloudfour.com/first-thing-you-should-do-to-optimize-your-desktop-site-for-mobile/

- With this in mind, best practice suggests focusing more on performance than layout
- [READ QUOTE]



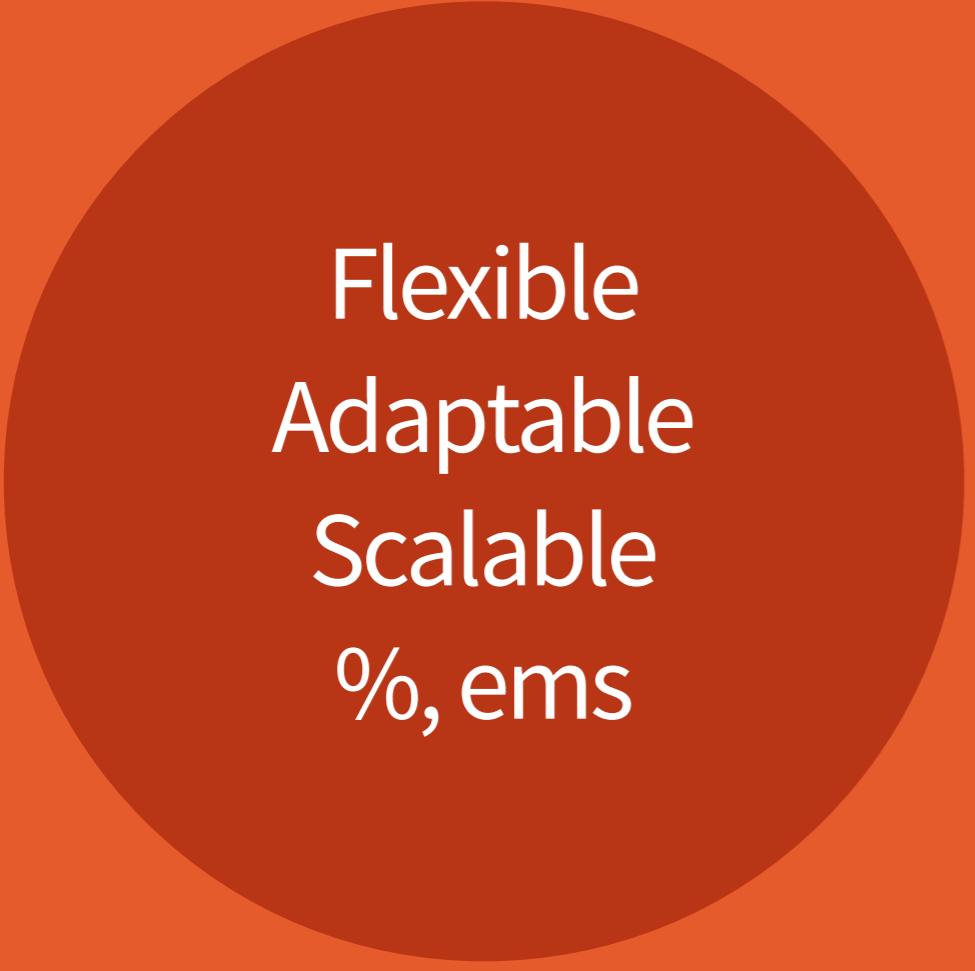
flickr.com/photos/teegardin/5913014568/

- One reason why we're seeing these issues arise, is that quite often, performance is an afterthought.
- At Clearleft, we've started thinking about design budgets, as part of an increasingly collaborative workflow.
- Choosing an appropriate target page size, and then ensuring design assets don't go beyond that value.
- For example, you can have that large blurred background image, but you'll have to use one less web font.
- Or reducing the number of images that are included in a page, or thinking how best they can be optimised.

Responsive Images



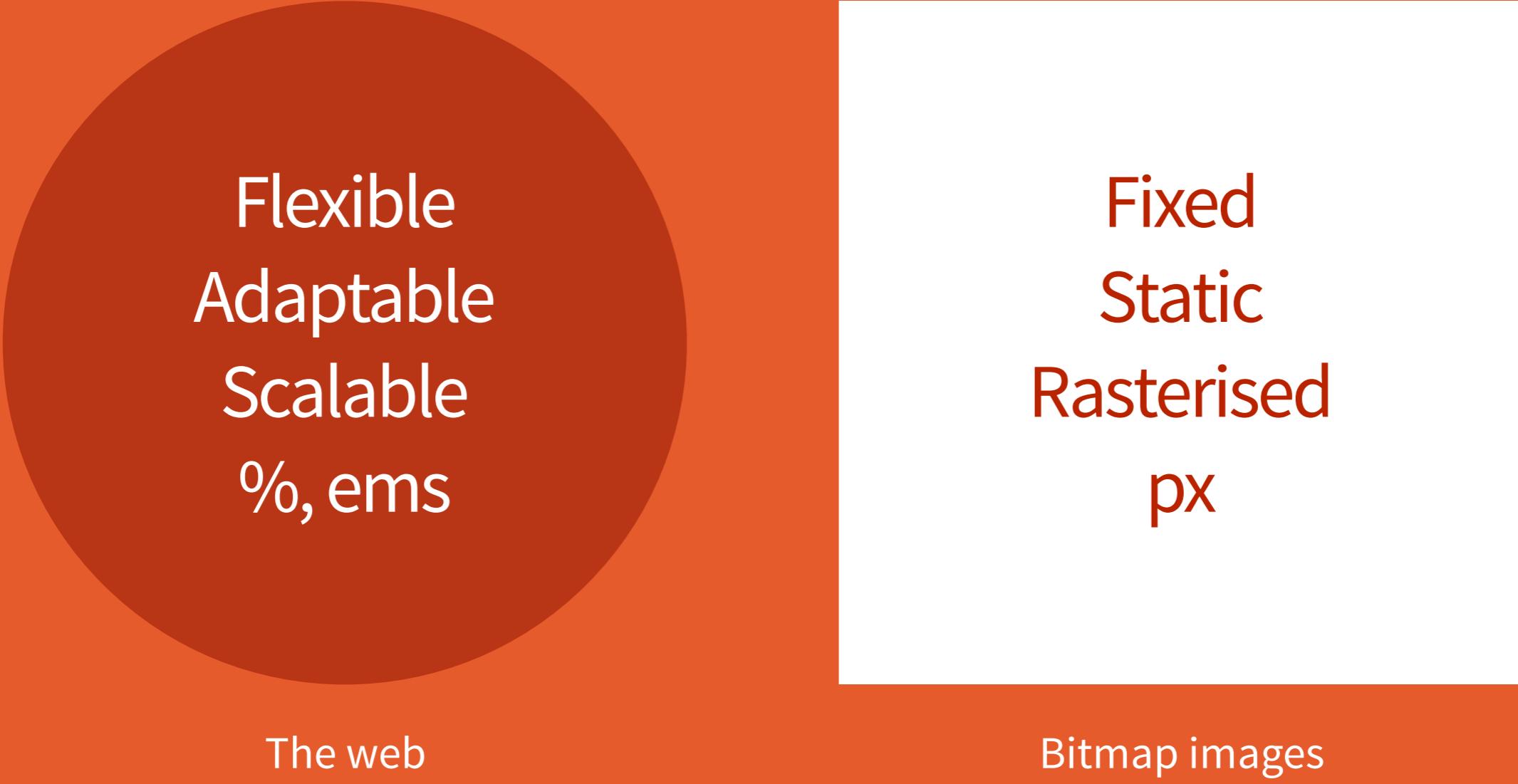
- Which brings me neatly on to Responsive Images
- This has been a hot topic of debate, and rightly so, given the issues I've just discussed
- We need a way of drastically reducing the size of image assets we choose to serve
- I like to think of this problem as trying to fit a square peg in a round hole



Flexible
Adaptable
Scalable
%, ems

The web

- When we look at the web, we talk about it being a flexible, adaptable medium
- We can increase and decrease text size
- And we're becoming accustomed to describing our layouts using proportional measures like percentages and ems



Flexible
Adaptable
Scalable
%, ems

Fixed
Static
Rasterised
px

The web

Bitmap images

- Although we can embed images within our pages, bitmap images are not a native image format
- They are of fixed sizes, and measured in terms of pixels
- If we scale them up, the quality of the image diminishes
- If we scale them down, we end up downloading more bytes than are required to display that image

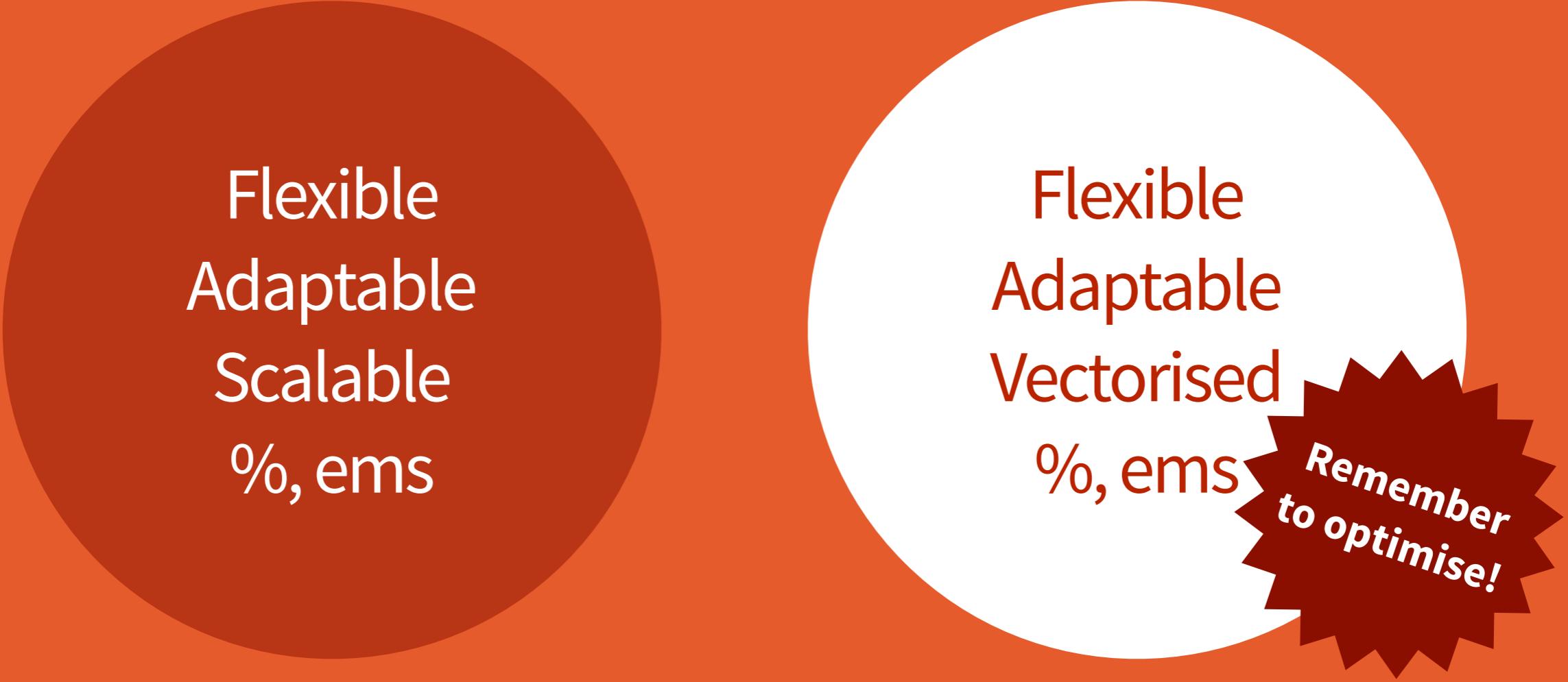
Flexible
Adaptable
Scalable
%, ems

The web

Flexible
Adaptable
Vectorised
%, ems

Scalable Vector Graphics

- SVG on the other hand, is a native format.
- Indeed it was developed within the W3C.
- Its properties are the same as the web, and being XML based, a near identical technology.



Flexible
Adaptable
Scalable
%, ems

The web

Flexible
Adaptable
Vectorised
%, ems

Scalable Vector Graphics



- Oh, and just one note on SVG—remember to optimise your images
- Using SVG files exported straight from Illustrator or Inkscape can in some cases be 4x larger than they need to be!



flickr.com/photos/hippie/2467407294/

- Of course, vector graphics aren't always suitable, especially for highly detailed photographic imagery.
- Such imagery can often be an important part of a design
- We need a way of including this on our sites that takes into account the users specific context and situation

JPEG 2000

JPEG XR
(Microsoft)

WebP
(Google)

- Attempts have been made to develop new image formats
- These have compression algorithms allows for good image quality but with smaller file sizes
- As JPEG 2000's name would indicate, the likelihood of these formats being widely adopted is low
- Not helped that different companies don't like to implement formats developed by other companies
- And often these formats aren't backwards compatible either

```
<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

- There are also ongoing attempts to solve this issue by designing markup patterns
- To various degrees these would allow developers to provide a set of images from which the browser can choose which to serve in a give circumstance
- Although admirable in their cause, these proposals are less than ideal
- Their markup is convoluted and confusing
- Address the symptoms rather than the cause

- Compressive Images

filamentgroup.com/lab/rwd_img_compression/

- Progressive JPEGs

calendar.perfplanet.com/2012/progressive-jpegs-a-new-best-practice/

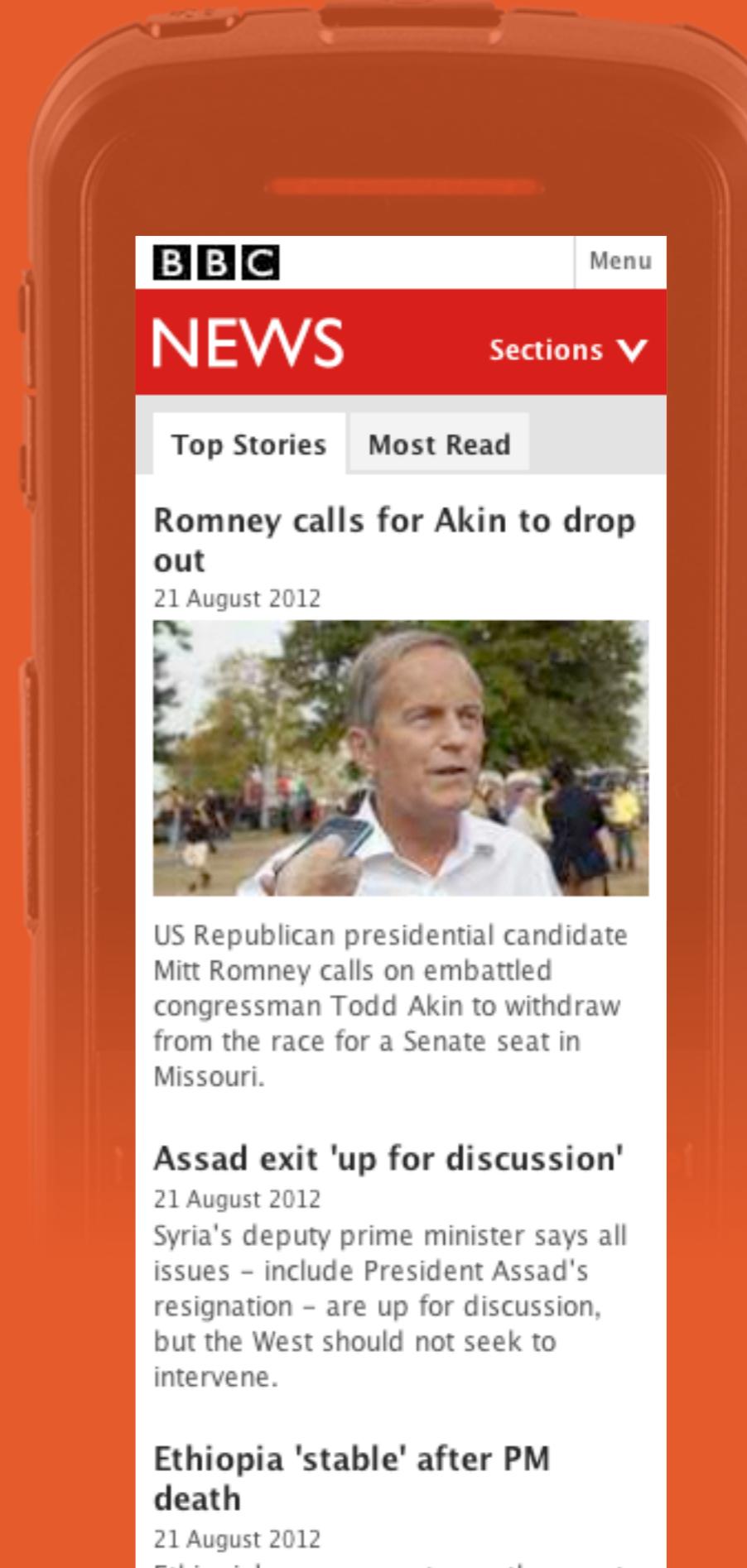
- That's why I'm a fan of approaches that address the issue at the format level, as much as possible
- If you haven't read about compressive images and using progressive JPEGs, I highly recommend that you do



flickr.com/photos/speedoflightspeedoflight/4317191723/

- Instead of focusing on how best to serve different images, perhaps we need to ask a more fundamental question
- Should we be using bitmaps images on the web at all?
- That's quite a drastic response, but one that's fair when you consider a medium that in many cases, images can't be consumed
- You can't serve an image in audio or text form.
- I'm playing devil's advocate here. Of course we need and want images; but do we need so many? I think not.

“ 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

- I'm drawn to the example provided by the BBC on their mobile news website.
- The basic HTML is the bare minimum content necessary; available to a incredibly broad a range of devices.
- Only two images referenced in the markup; 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 Menu

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.
- Enhancement include showing an image for each story.
- We need to be making more careful decision about what images actually constitute valid, valuable content.
- In many cases, I think you could argue for an image not being shown by default.

“ *Although people now know web design isn't print, they've forgotten it's actually software, and performance is therefore a critical UX factor*

— Stephanie Rieger

Interview with Graig Grannell for .net magazine

netmagazine.com/features/20-top-web-design-and-development-trends-2013

- I think Stephanie Rieger said it best:
- [READ QUOTE]
- This is the sort of thinking I've been drawn to recently.
- If we're moving away from a print influence, maybe we can find more useful ideas in the realm of software design.

The Web Aesthetic



alistapart.com/articles/the-web-aesthetic/

- I wrote about this last year, in my A List Apart article

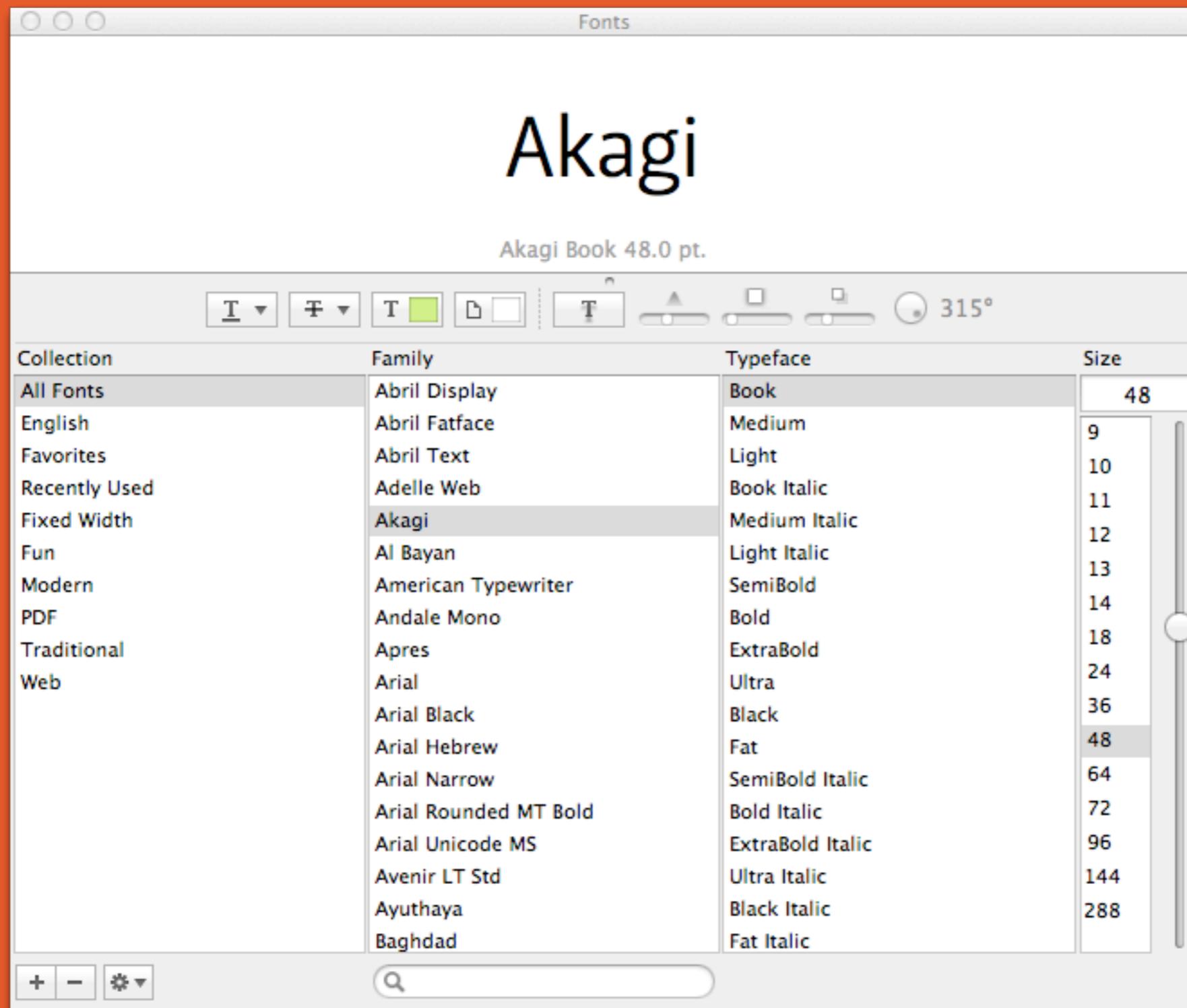


Typography Panel in Mac OS X

- 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/ Reader

rdio

BROWSE

- Heavy Rotation
- Recent Activity
- Top Charts**
- New Releases

YOUR MUSIC

- Collection
- History
- Queue

PLAYLISTS

- New Playlist

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

0:00 100% 128KBPS

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

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR U.S. Edition ▾ Log In | Register Now | Help

The New York Times Thursday, November 8, 2012 Arts Search All NYTimes.com Go

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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



Museo Nacional del Prado, Madrid

"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

REVIEW: 'THE THREE MULATTOES OF ESMERELDAS'

By HOLLAND COTTER

At the Walters Art Museum, Baltimore

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

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 prim 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

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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

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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.

“ We should now have the confidence to choose which aspects of other media and platforms to take inspiration from, and which to ignore. We should be inspired by the conventions of other media, but no longer governed by them.

The Web Aesthetic

alistapart.com/articles/the-web-aesthetic/

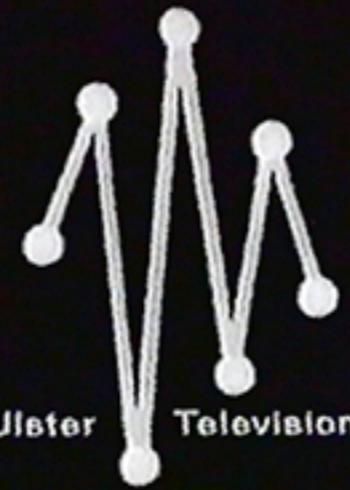
THE AVENGERS



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TELEVISION



SOUTHERN

HARLECH

- Again, I return to the start of this talk.
- We, as designers and developers are responsible for designing products that acknowledge the medium we are designing for.
- That's not to say we're now restricted in what we can achieve, far from it.
- An example from television design in this era...



- 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.**

Embrace constraints.
Create something new.

- So that's the lesson I want to leave you with today
- Embrace the constraints of the medium; speed, latency, the number of HTTP requests a design may require
- And use those to create something never seen before, but that is totally appropriate to the medium in which we work.

Thank you!

 paulrobertlloyd.com/archive

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