

# This is for everyone

Paul Robert Lloyd

**Port80 2013**  
10 May - Newport, Wales



- Just seen the titles for The Avengers.
- Designed by Jerome Gask in 1963. These titles are typical of those of this period.
- Television may have been around 20 years old at the time, but still a crude medium.
- Pictures were low definition, unfocused at the edges and black and white of course.
- Different television sets also cropped the picture at different points.

THE  
MAN WITH  
THE GOLDEN  
ARM

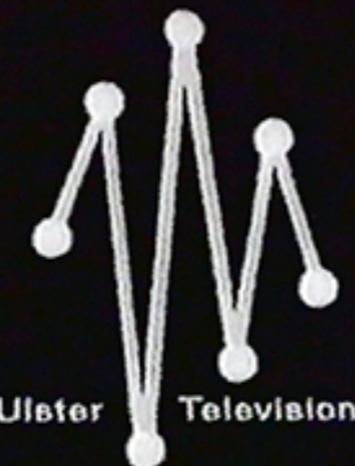


2  
BBC

7  
at  
8.25  
BBC tv  
Z CARS



YORKSHIRE  
TELEVISION  
presents



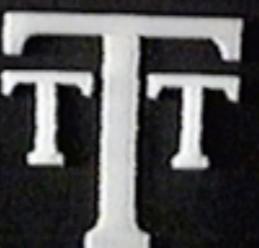
Ulster Television



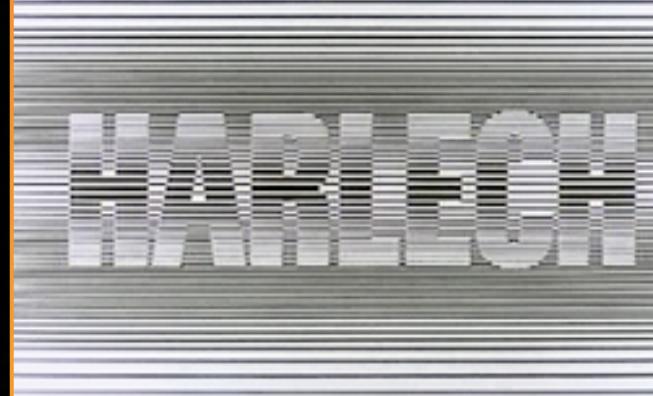
REDIFFUSION  
LONDON

SCOTTISH  
  
TELEVISION

CHANNEL  
  
TELEVISION

TYNE TEES  
  
TELEVISION  
channel 8

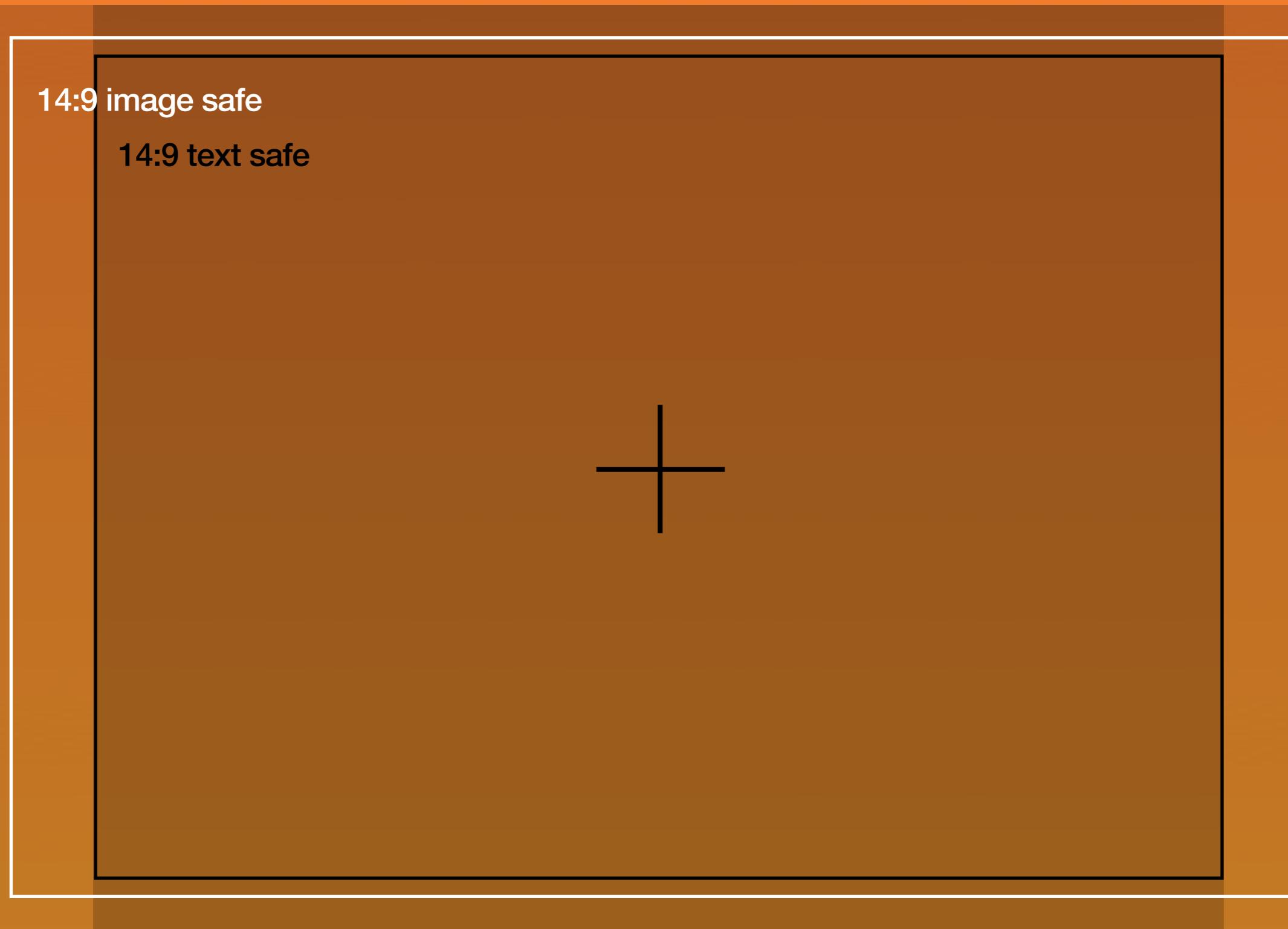
  
SOUTHERN

  
HARLECH

- Designers dealt with these conditions by using large, bold lettering.
- Illustrations required strong tonal contrast with heavy lines and little detail.
- Designers were influenced by the earlier cinema work by Saul Bass.
- Pop art and op art themes were also prevalent.
- The titles for Harlech Television (later HTV, bottom right) are almost psychedelic.



- As the technology developed, colour could be introduced
- But designers still needed to recognise that many viewers still owned black and white sets.
- This ident for BBC1 introduced in 1981, used highly contrasting colours for that very reason.



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 (4:3) television sets.
- You'll notice that graphics are never placed at the far edges, for this reason.



- So why am I talking about television design at an event about web design?
- Its helpful to look beyond our own little bubble, and explore wider design landscape and history.
- You can clearly see how designers in television adapted their craft to suit television.



Shop by  
Department ▾

Your Amazon



Store

Amazon MP3 LOVEFiL



dribbble

Shots

Exp

Following

Suggestions

Popu

in, email@example.com

Port

+You Search Images Maps

Google

Google

Web

Images

About 13,260,000,000

W3C®

View

STA

STANDARDS



Hi! Sign in or register | Daily Deals

ebay Browse by category ▾

Motors

Fashion

Edition: UK ▾ Sign in Mobile

Website of the year | 20 February 2013 | L  
theguardian

News Sport Comment Culture



WIKIPEDIA  
The Free Encyclopedia

Main Page

W  
the

BBC

Sign in



LONDON  
WEDNESDAY



facebook

Facebook helps you connect with the people in your life.

Microsoft

Products Downloads See

Surface

Make Y! your homepage

YAHOO!  
UK

Y! HOME  
20 February 2013

YAHOO!  
Yahoo.com

YAHOO! SITES

Edit

Mail



Clearleft

flickr from YAHOO!

You



Olá Paul Robert

Now you know how to greet people in

» Your Photostream pro

Recent Uploads | Recent Activity



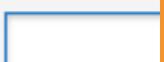
YouTube GB

Popular on YouTube

Music

Sport

Gaming



20

- Is the same true of design on the web?
- Does the work we're producing have any relevance to the medium upon which it's delivered?
- Today I want to talk about changing how we approach our craft, in a way that is more emphatic to the medium.

# The nature of the web

- To design products that are best suited to the web, we need to recognise its fundamental nature.
- What characteristics 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](http://scientificamerican.com/article.cfm?id=long-live-the-web)

- According to its inventor, its primary design principles is universality.



- ...or put simply, 'this is for everyone'.
- It's not often you get to showcase your design principles during the opening ceremony of an Olympic Games!
- Anyone can publish to the web, and anyone can consume that published content.
- It's easy to forget just how powerful that concept is—no other medium has the same openness.



[flickr.com/photos/brad\\_frost/7387823392/](https://flickr.com/photos/brad_frost/7387823392/)

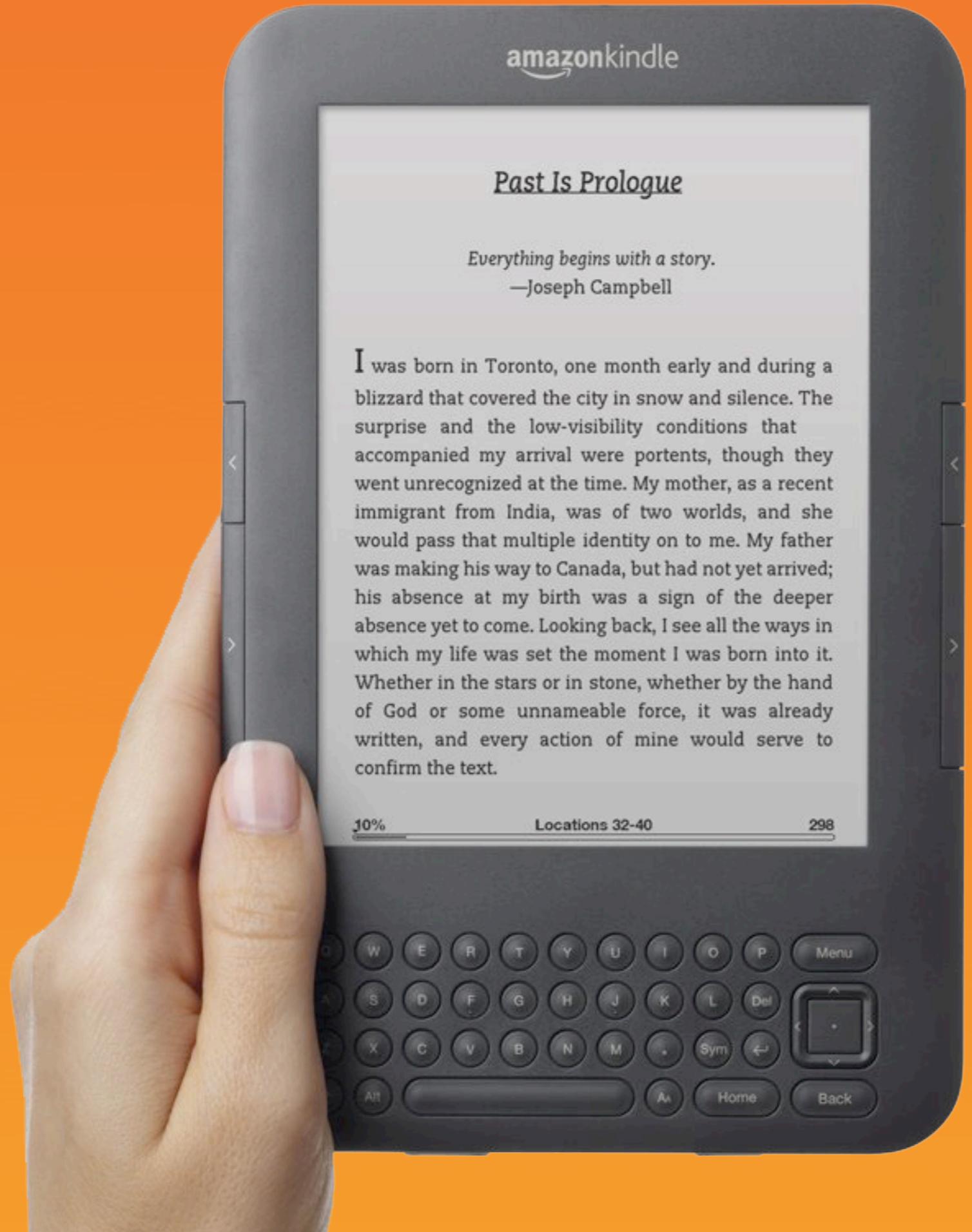
- Ever more devices Internet enabled; connectivity is like the LCD clock; cheap enough to add as a feature.
- This means the web can be accessed from an increasingly broad range of devices.
- Today, designing for everyone means building for *everything*.



- We need to be thinking about those using low powered feature phones...



- ...as well as douchebags that like talking to their glasses!



- Important to realise that this proliferation is happening in both directions.
- New devices are being released, that can appear to have quite a restrictive set of features
- Can browse the web on an Amazon Kindle, but it has black and white E Ink screen, and cellular connectivity.



© Jay Harrison

- Yet too often we're attracted to the new shiny; turning our focus on cutting edge features.
- The latest fascination is with Retina, or HiDPI displays.
- It seems whatever is announced in an Apple keynote, immediately draws the attention of web developers...

*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.*

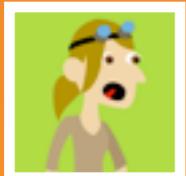


@marcoarment  
5 July 2012

[twitter.com/marcoarment/status/220968507117015040](https://twitter.com/marcoarment/status/220968507117015040)

- I'm reminded of this tweet by Marco Arment last year...

*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](https://twitter.com/anna_debenham/status/221277339517067265)

- But I actually preferred Anna Debenham's take...

Game Console Browsers

console.maban.co.uk/device/3dsxl.php Reader

Game console browsers Devices Resources Anna Debenham

**TV CONSOLES**

Nintendo Wii U  
Microsoft Xbox 360  
Sony PS3  
Nintendo Wii

**PORTABLE CONSOLES**

Nintendo 3DS XL  
Sony PS Vita  
Xperia Play  
Nintendo 3DS  
Nintendo DSi  
Sony PSP-3000  
Sony PSP-1000  
Nintendo DS  
Sony PSP-2000 (untested)  
Sony PSP Go (untested)  
Nintendo DS Lite (untested)  
Nintendo DSi XL (untested)

**SMART TVs**

Vizio Co-Star

**WAITING FOR OFFICIAL RELEASE**

Ouya  
Razer Switchblade

# Nintendo 3DS XL

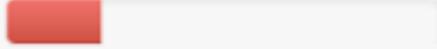
Identifies itself as Mozilla 5.0, but is actually a Webkit version of NetFront.

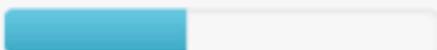


Features three cameras: two on the back for taking 3D photos and video and one forward-facing one on the front.

3D images cannot be viewed within the browser: they need to be downloaded first. They are saved in MPO format which is 2 JPEGs layered on top of each other, which falls back to a single JPEG where 3D images aren't supported.

[More about the 3DS on Wikipedia](#)

**HTML5 Test: 109/500**  
As of March 2013. Source: [html5test.com](#)

**CSS3 Test: 42%**  
As of March 2013. Source: [css3test.com](#)

**Acid3 Test: 92%**  
As of March 2013. Source: [acid3.acidtests.org](#)

[console.maban.co.uk](http://console.maban.co.uk)

- Anna's investigations into game console browsers have been eye opening.
- Browsers on these devices are incredibly popular, especially among younger people.
- How you interact with these devices and how websites are displayed—it brings me out in a cold sweat.



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

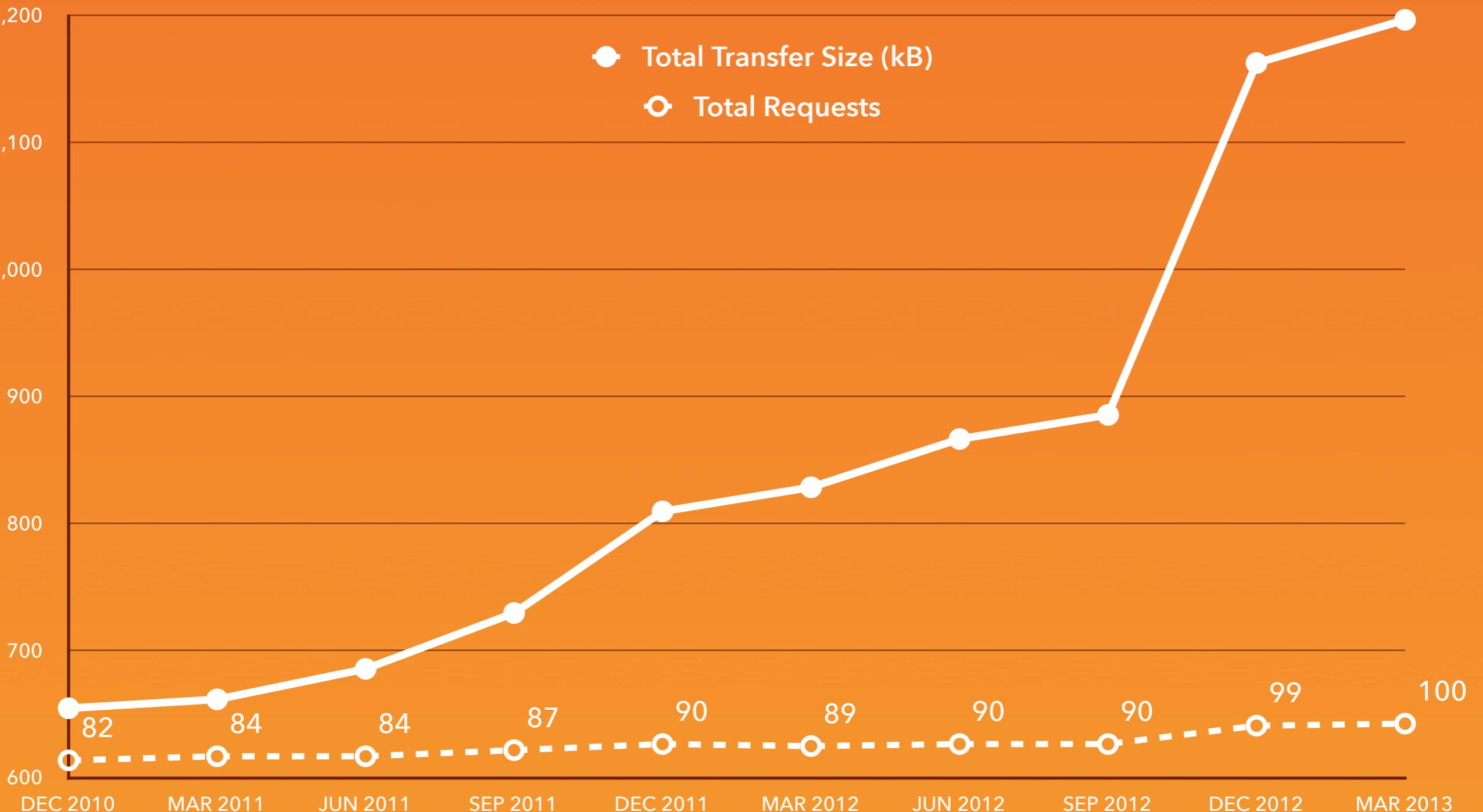
– John Allsopp

**A Dao of Web Design**  
[alistapart.com/articles/dao](http://alistapart.com/articles/dao)

- But we shouldn't be surprised by this—it's by design!
- The web is a hostile environment for design; forever unpredictable.
- We need to embrace this underlying nature.



- However, I think it can be difficult for us to do this, given the environments we work in.
- We have access to the latest browsers, big screens, fast broadband...
- This can lead us to making a number of bad assumptions.



## Total Transfer Size and Total Requests: Top 1000 Sites

<httparchive.org/trends.php>

- The average size of a web age is increasing exponentially, now over a megabyte in size.
- I've seen websites that are 20Mb in size. Apparently the website for Oakley is 85Mb!
- Yet the conditions in which web pages are viewed are increasingly unknown, and incredibly varied.



## Bandwidth

### Bandwidth

- This can vary considerably—from spotty EDGE connection right up to fibre-optic broadband.
- And of course, in many cases there may be no connectivity at all.



**Bandwidth**



**Latency**

Clock designed by Taylor Medlin from The Noun Project

## **Latency**

- The time it takes to resolve a HTTP request
- Over a wired connection this may around 20ms
- But over a cellular connection, it may be around 200ms—ten times slower (regardless of bandwidth)



Bandwidth



Latency



Battery

Clock designed by Taylor Medlin from The Noun Project

## Battery

- We also need to think about how much memory our sites consume.
- Every time you wake the cellular radio, you're draining a battery on portable devices.
- This is one of the reasons Flash failed as a technology on mobile devices—a warning sign.



*It's time for us to treat performance as an essential **design** feature, not just as a technical best practice.*

– Brad Frost

## Performance As Design

[bradfrostweb.com/blog/post/performance-as-design/](http://bradfrostweb.com/blog/post/performance-as-design/)

- The problem is, performance is often an afterthought.
- I agree with Brad Frost—we need to treat performance as a design feature.

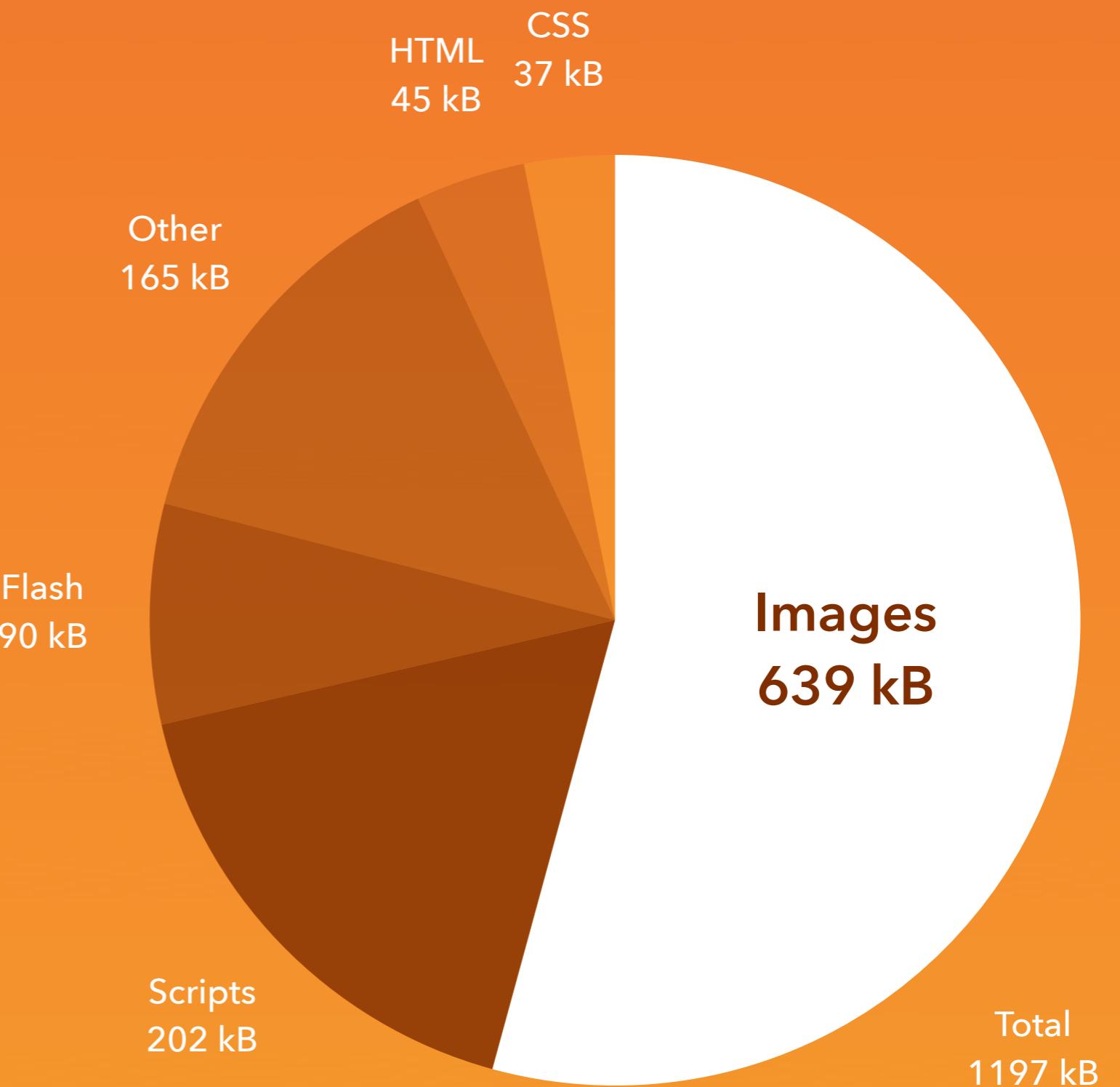


[flickr.com/photos/teegardin/5913014568/](https://flickr.com/photos/teegardin/5913014568/)

- At Clearleft, we've started using design budgets, as an integral part of our workflow.
- Choosing an appropriate target page size upfront and as a team, makes performance everyone's concern.
- You can have that large blurred background image, but you'll have to use one less web font.
- Reduce the number of images that are included in a page, or think how best they can be optimised.

# Responsive Images

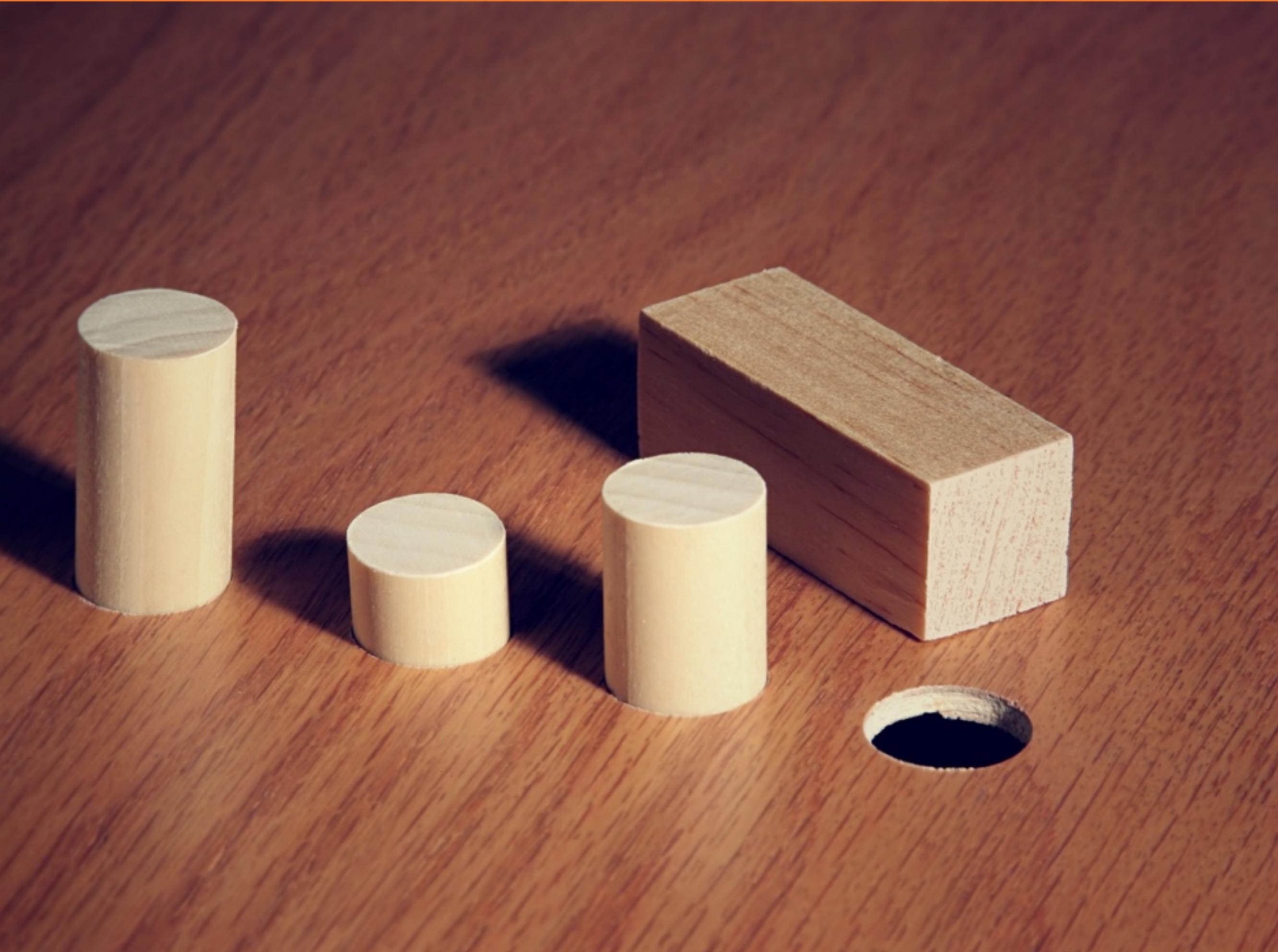
- Which brings me on to Responsive Images, everyone's favourite topic!
- How many people have been following the discussion about responsive images?



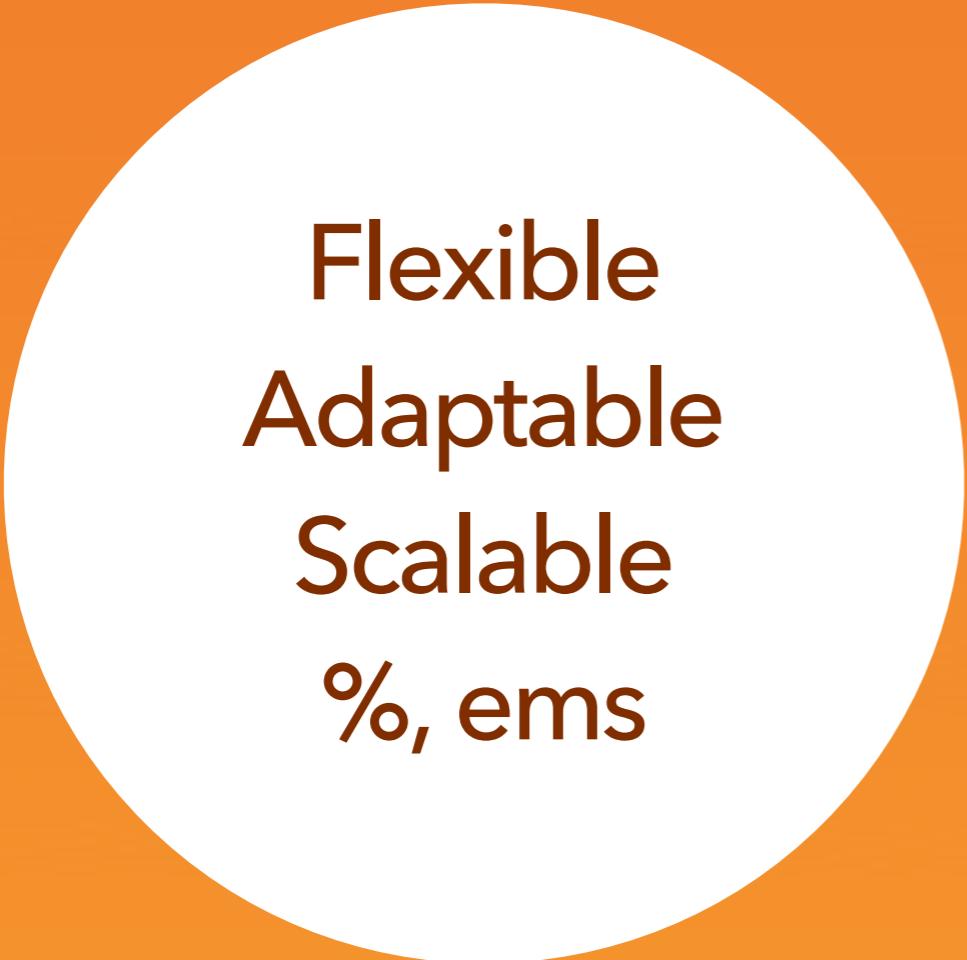
## Average Bytes per Page by Content Type: Top 1000 Sites (March 2013)

<httparchive.org/interesting.php>

- On those top 1000 websites, images account for just over half of that page weight on average.
- Clearly, our usage of images is ripe for optimisation.
- We don't want to be serving large images if they'll only end up getting resized down.
- This has lead to a number of proposals for delivering images more responsively.



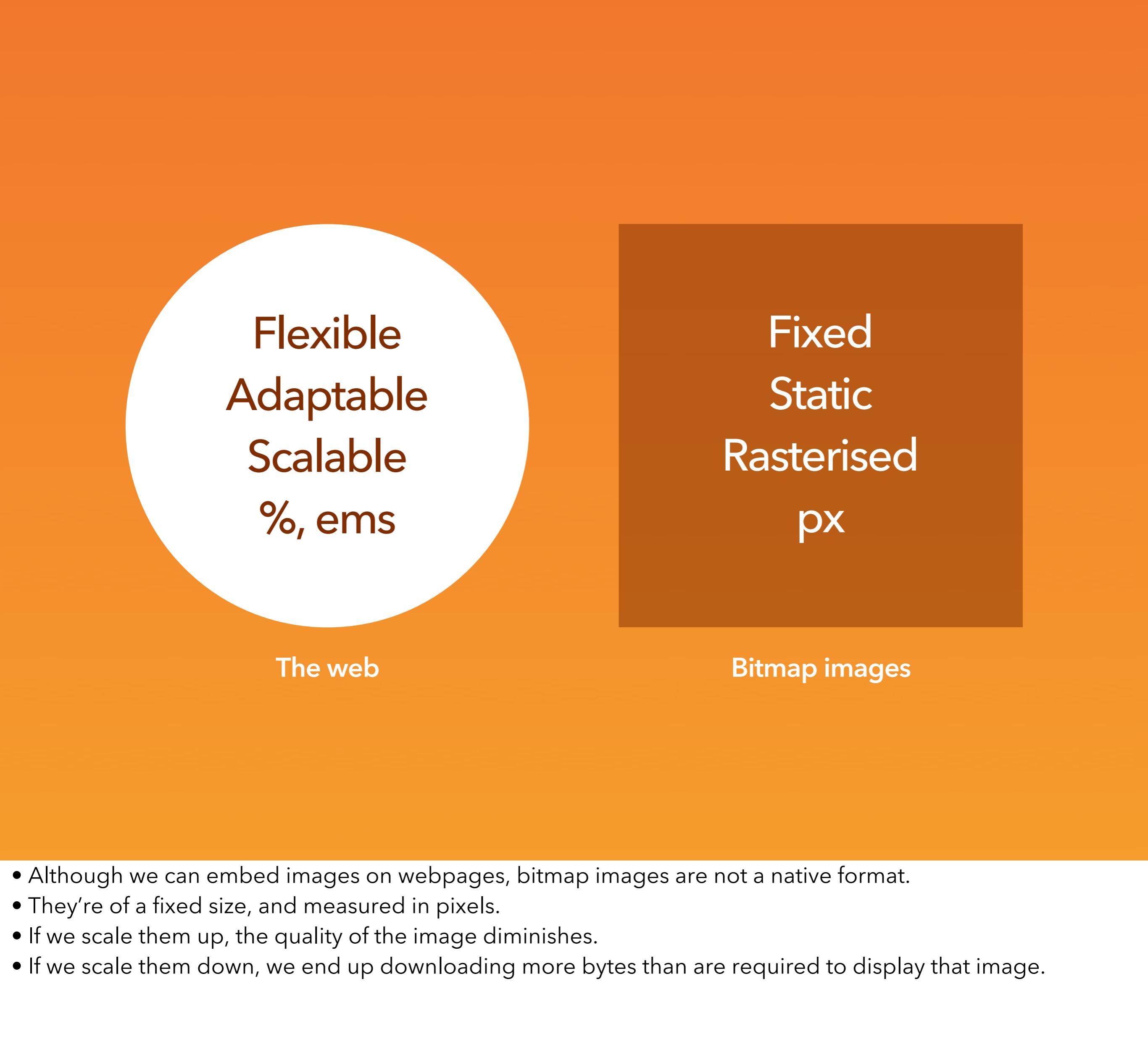
- I like to use this metaphor when talking about responsive images.
- However we try to include (bitmap) images on the web, we're forcing them into place.
- It's really just a question of how much of a mess we want to make doing so!



**Flexible  
Adaptable  
Scalable  
%, ems**

The web

- We talk about the web as being flexible, adaptable, fluid.
- We can increase and decrease text size.
- And we describe our layouts using proportional measures like percentages and ems.



**Flexible**  
**Adaptable**  
**Scalable**  
%, ems

The web

**Fixed**  
**Static**  
**Rasterised**  
px

Bitmap images

- Although we can embed images on webpages, bitmap images are not a native format.
- They're of a fixed size, and measured in 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)

- Compare this to vector images. SVG, in particular, is a perfect fit.
- SVG is XML based, if you know HTML, you're well on your way to understanding SVG.
- Like the web, it is also scalable. We can use proportional units. Can even be scripted.
- Should more imagery on the web be vector based? Yes!



- So is there no longer a place for rich, detailed bitmap photography on the web?



*The responsive web will be  
99% typography*

– James Young

**The responsive web will be 99% typography**  
[welcomebrand.co.uk/thoughts/the-responsive-web-will-be-99-9-typography/](http://welcomebrand.co.uk/thoughts/the-responsive-web-will-be-99-9-typography/)

- James Young suggested that the responsive web will be 99.9% typography.
- This is similar to Oliver Reichenstein's 2006 article, in which he stated that web design is 95% typography.

Paul Robert Lloyd

[Jump to navigation](#)

[Carousel Blur](#)

[Carousel](#)

One of my favourite photos from a day exploring London early last month.

## Recent Entries

[Don't Be Evil, and Get Rich Trying](#)

17 Apr 2013

My short break in California has so far included four hour-long trips on Caltrain as I hop between the cities of San Francisco and Palo Alto. These short periods disconnected from the web, have allowed me to catch up on my reading list.

[Bradshaw's Guide](#)

17 Apr 2013

Based on the 1866 edition of George Bradshaw's handbook for tourists using Britain's nascent railway network, my latest project puts his historical insights into the hands of a new generation, many of whom use the same routes he described 150 years ago.

[And the Award Goes to...](#)

-- press space for next page --

Arrow keys: Up and Down to move. Right to follow a link; Left to go back.  
H)elp O)ptions P)rint G)o M)ain screen Q)uit /=search [delete]=history list

- The simple fact is, sometimes the web is 100% typography—it's 100% text.
- For example, when viewed in a text-only browser like Lynx.
- Sometimes it isn't even seen at all, but heard.
- These are totally valid means of consuming content on the web.
- In this context, if your website has images or not—doesn't matter!

# Meaning is the **baseline**

# Design is an **enhancement**

- I find this hugely liberating!
- Suddenly, images, typography, layout, design—we can view all of these as enhancements.
- More important that content is well structured, and meaningful.
- All we can do is merely provide suggestions, hints. No guarantee design will be seen as you intended.

# How do we decide which images should exist in our markup?

- This has framed my thinking about images.
- If images are an enhancement, surely only images that convey meaning should be included in our markup.
- So how do we make that decision?
- I think we can broadly categorise images into three categories...

## Image Types



### Interface

Vector (SVG)  
Icon font

CSS image replacement

### Interface

- SVG images (maybe icons fonts).
- Used in addition to text description, or in place, via CSS using image replacement methods.
- Branding assets also fall under this category.

## Image Types

	
<b>Interface</b>	<b>Informative</b>
Vector (SVG) Icon font	Bitmap (JPG, PNG) ~80% quality
CSS image replacement	<code>&lt;img src="" /&gt;</code>

## Content

- Images that enhance our understanding of the surrounding content.
- If these images are valuable, maybe they can be slightly larger, be compressed less.

# Image Types

		
<b>Interface</b>	<b>Informative</b>	<b>Decorative</b>
Vector (SVG) Icon font	Bitmap (JPG, PNG) ~80% quality	Bitmap (JPG, PNG) ~60% quality
CSS image replacement	<img src="" />	<div data-imgsrc="" /> CSS background Remove?

## Decorative

- Many images on the web, I would class as merely decorative—visual embellishments.
- Stock imagery would be a prime candidate for not including in page markup.
- If not these images convey very little meaning, maybe look at alternative means of display.
- Or maybe just don't include these images at all!

[Top Stories](#) [Most Read](#)

## US forces 'must leave' Afghan region

24 February 2013



The Afghan president orders US special forces out of Wardak province, over claims Afghans working for them are involved in torture and disappearances.

## Italy votes in key general election

24 February 2013

Italians vote in a general election regarded as crucial for the country's effort to tackle its economic problems and for the eurozone at large.

## Hollywood awaits 'open' Oscars

24 February 2013

Final preparations are made for what is likely to be one of the most unpredictable Academy Awards for years.

[Top Stories](#)[Most Read](#)

## US forces 'must leave' Afghan region

1 hour ago



The Afghan president orders US special forces out of Wardak province, over claims Afghans working for them are involved in torture and disappearances.



## Italy votes in key general election

4 hours ago

Italians vote in a general election regarded as crucial for the country's effort to tackle its economic problems and for the eurozone at large.



## Hollywood awaits 'open' Oscars

1 minute ago

Final preparations are made for what is

- A site that got me thinking along these lines was the BBC News responsive mobile site.
- Here, only one image—the headline story—is referenced directly in the markup.
- Images for other stories only appear when certain conditions are met; placeholder markup is used.
- That the images are not on this index page not important. If interested in a story, you can click through to see it.

## Decorative



### UK unemployment total falls to 2.5m

UK unemployment fell in the three months to December, while the number in work also jumped to a new record, official figures show.

The jobless total fell by 14,000 between October and December to 2.5 million, [the Office for National Statistics \(ONS\) said](#).

The number in work rose by 154,000 to 29.7 million. More than 580,000 more people are employed than a year ago.

The number of people claiming Jobseeker's Allowance in January fell by 12,500 to 1.54 million.

## Informative

### The Jobcentre Plus brand

Our brand encompasses the nature of our relationship with customers. It is expressed throughout our communications, the attitude of our staff, and is symbolised by our identity.



Within the offices, the expression of the brand identity is delivered through branded signs, graphic communications, and a range of component elements that are synonymous with Jobcentre Plus. These are set against a backdrop of colours, finishes and materials of the brand environment. The consistent application of the

- I think it's important to recognise that there are no hard and fast rules; it depends.
- In one context the image of a job centre sign adds no extra information...
- ...but in another, it becomes informative; the text describes the image being shown.

## Decorative

'HiDPI' image



46kb

### Facebook U-turn after charities criticise decapitation videos

**Facebook has said it will delete videos of people being decapitated which had been spread on its site.**

"We will remove instances of these videos that are reported to us while we evaluate our policy and approach to this type of content," it said.

The news came less than two hours after the BBC revealed a member of Facebook's own safety advisory board had criticised its stance.

The social network had previously refused to ban the

## Decorative

Standard resolution image



8kb

### Facebook U-turn after charities criticise decapitation videos

**Facebook has said it will delete videos of people being decapitated which had been spread on its site.**

"We will remove instances of these videos that are reported to us while we evaluate our policy and approach to this type of content," it said.

The news came less than two hours after the BBC revealed a member of Facebook's own safety advisory board had criticised its stance.

The social network had previously refused to ban the

- If not valuable enough to be included in the page source, perhaps we can lower its quality, too.
- Take these two images: does the higher resolution warrant the download of an additional 38kb?

```
<picture width="480" height="360">
  <source media="(min-width:45em)" src="image-large.jpg"/>
  <source media="(min-width:18em)" src="image-med.jpg"/>
  <source src="image-small.jpg"/>
  
  <p>Alternative textual description of image.</p>
</picture>
```

## The picture element: An HTML extension for adaptive images

[picture.responsiveimages.org](http://picture.responsiveimages.org)

- Responsive image proposals are well meaning and an incredible amount of effort has gone into them.
- But I find myself disagreeing with the proposed solution.
- Imperfect because it strives to give designers the illusion of perfection.
- The problem with images on the web is not their size or quality, but their usage.
- We are not willing enough to optimise, or question their presence within our markup.

# Responsive Enhance

<https://github.com/joshje/Responsive-Enhance>

# Scalable Bitmaps

<http://ericportis.com/posts/2013/scalables/>

# Responsive Image Patterns

<http://paulrobertlloyd.github.com/responsivepatterns>

- I'm actually drawn to solutions that are a bit more bespoke
- In many ways, these are similar to the lowsrc attribute that Netscape used to support

HTML Markup

```

```

DOMContentLoaded

```

```

**Feature to make <img> elements not load their images until needed**

[w3.org/Bugs/Public/show\\_bug.cgi?id=17842](https://w3.org/Bugs/Public/show_bug.cgi?id=17842)

- Recent discussion around defer attribute.
- Actually solves the real problem, which is browsers aggressively prefetching.
- Could place images in markup, then replace with different images before the referenced image is downloaded.

# The Web Aesthetic



- I want to finish off with some thoughts about where I think web design is headed.

## The Web Aesthetic

[alistapart.com/article/the-web-aesthetic](http://alistapart.com/article/the-web-aesthetic)

- We're now starting to see designs that are less influenced by that of print, more by software.
- This is something I wrote about last year in A List Apart.

Arts – The New York Times

[www.nytimes.com/pages/arts/index.html](http://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

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



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](#)



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

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

- One of the best examples of this transition can be found at The New York Times.
- Here is a page from their current website, largely unchanged in a decade...
- Traditional layout: header, body, sidebars, footer.

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

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

[nytimes.com/skimmer](http://nytimes.com/skimmer)

- Compare that to their 'skimmer' application, which takes on a more app like appearance.
- Already you can see different decisions around the use imagery being made.
- Only one main image is shown—for the headline story—regardless of where the app is viewed.
- Clearer delineation between the interface and the content.

Chicken, edamame & ginger pilaf recipe – Recipes – BBC Good Food

www.bbcgoodfood.com/recipes/1840665/chicken-edamame-and-ginger-pilaf

BBC GoodFood Handy Bank Holiday deals. To help you do it. To find out more Click here B&Q

Home Recipes Blog Healthy Seasonal How to cook Wine Competitions Shop Magazines & apps Subscribe now SAVE 25% GoodFood

A-Z of recipes Cakes Cuisines Favourites Healthy Ingredients Occasions Special diets Vegetarian Features



## Chicken, edamame & ginger pilaf

Make this healthy rice pot for a mid-week supper - crammed with fibre and vitamin C

**GF** ★★★★★ 21 ratings  
Recipe by [Good Food](#)  
[Subscribe to Good Food magazine - 3 issues for £3](#)

Tested ✓

**Ingredients**

- 2 tbsp vegetable oil
- 1 onion, thinly sliced
- thumb-sized piece ginger, grated
- 1 red chilli, deseeded and finely sliced
- 3 skinless **chicken breasts**, cut into bite-sized pieces
- 250g basmati rice
- 600ml vegetable stock
- 100g frozen edamame / soya beans
- coriander leaves and fat-free Greek yoghurt (optional), to serve

[Add to binder](#) [Print recipe](#) [Share recipe](#)

[Buy ingredients >](#)

Register Sign in More info

JFood Find more recipes at Good Food Channel

Follow Good Food

facebook twitter Google+

Advertisement #messagetocancer

CANCER, WE'RE COMING TO GET YOU

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

- You can see a similar comparison over at BBC Good Food

GF BBC Good Food | Recipes

www.bbcgoodfood.com/chromeapp/#recipes/chicken-edamame-ginger-pilaf

# GoodFood

orange

Today's picks    Recipes    Cookery videos    Glossary    Favourites    Sign up to newsletter

## Chicken, edamame & ginger pilaf

Make this healthy rice pot for a mid-week supper - crammed with fibre and vitamin C

Add to favourites ★

Print



Serves 4

2 tbsp vegetable oil  
1 onion, thinly sliced  
thumb-sized piece ginger, grated  
1 red chilli, deseeded and finely sliced  
3 skinless chicken breasts, cut into bite-sized pieces  
9 oz basmati rice  
1 pint vegetable stock  
4 oz frozen edamame / soya beans  
coriander leaves and fat-free Greek yoghurt (optional), to serve

Cook 17 mins    Prep 10 mins

Nutrition per serving

436 kcalories, protein 32.0g, carbohydrate 52.0g, fat 9.0g, saturated fat 1.0g, fibre 3.0g, salt 0.5g.

Share this recipe  

Find more recipes at [bbcgoodfood.com](http://bbcgoodfood.com)

© BBC Worldwide

Settings

[bbcgoodfood.com/chromeapp](http://bbcgoodfood.com/chromeapp)

- Moving away from traditional layouts (header, body, sidebars, footer).

Paul Lloyd - Rdio

www.rdio.com/people/paulrobertlloyd/ Reader

rdio

Subscribe Paul Lloyd | ▾

BROWSE

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

YOUR MUSIC

- Collection
- History
- Queue

PLAYLISTS

New Playlist

Paul Lloyd

Brighton, United Kingdom OS

0 Playlists 0 Reviews 34 Followers 24 Following

Collection History Queue

Start Station

### Top Albums

Rumours Fleetwood Mac 11 songs	Wrecking Ball Bruce Springsteen 13 songs	Mylo Xyloto Coldplay 14 songs	Oh Land Oh Land 11 songs
BEST COAST	Darkness	A Symphony of British Music	

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

0:00 UNAVAILABLE

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

- Previously two separate applications
- Consolidated into one

Mobile Web – Quartz

Q qz.com/80462/five-reasons-why-this-is-the-worst-earnings-report-facebook-has-ever-issued/ Reader

# QUARTZ

+ Now reading MOBILE WEB

web is booming

\$20  
The world's cheapest tablet is about to become the world's cheapest phablet

LOSING GROUND  
Five reasons why this is the worst earnings report Facebook has ever issued

P&L  
Facebook's profit margins continue to take a beating amid mobile push

SPEED DIALING  
India's richest man is spending billions to provide the world's cheapest 4G wireless

GO PHISH  
36 governments

LOSING GROUND

## Five reasons why this is the worst earnings report Facebook has ever issued

By Christopher Mims | @mims | May 1, 2013



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

- Designed tablet-first
- Used to work

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

## BLOGGER BUZZ

THE OFFICIAL BUZZ  
FROM BLOGGER

47,600,614

search

Sidebar ▾ | Home About

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

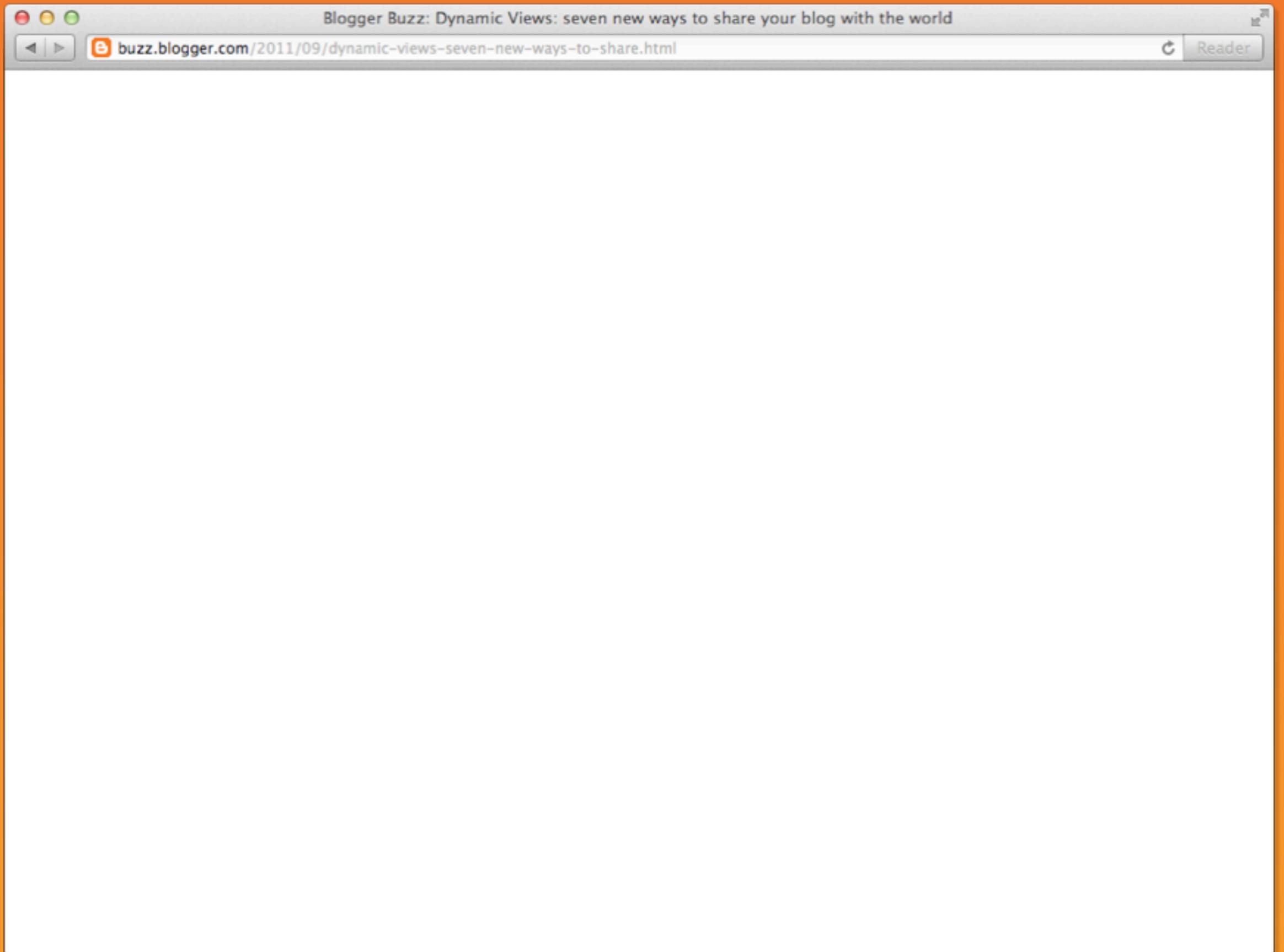
As we said a few weeks ago when we launched a completely rebuilt, streamlined authoring and editing experience, we're in the process of bringing you a much improved and modernized Blogger. The next phase of these updates starts today with seven new ways to display your blog, called Dynamic Views.

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.



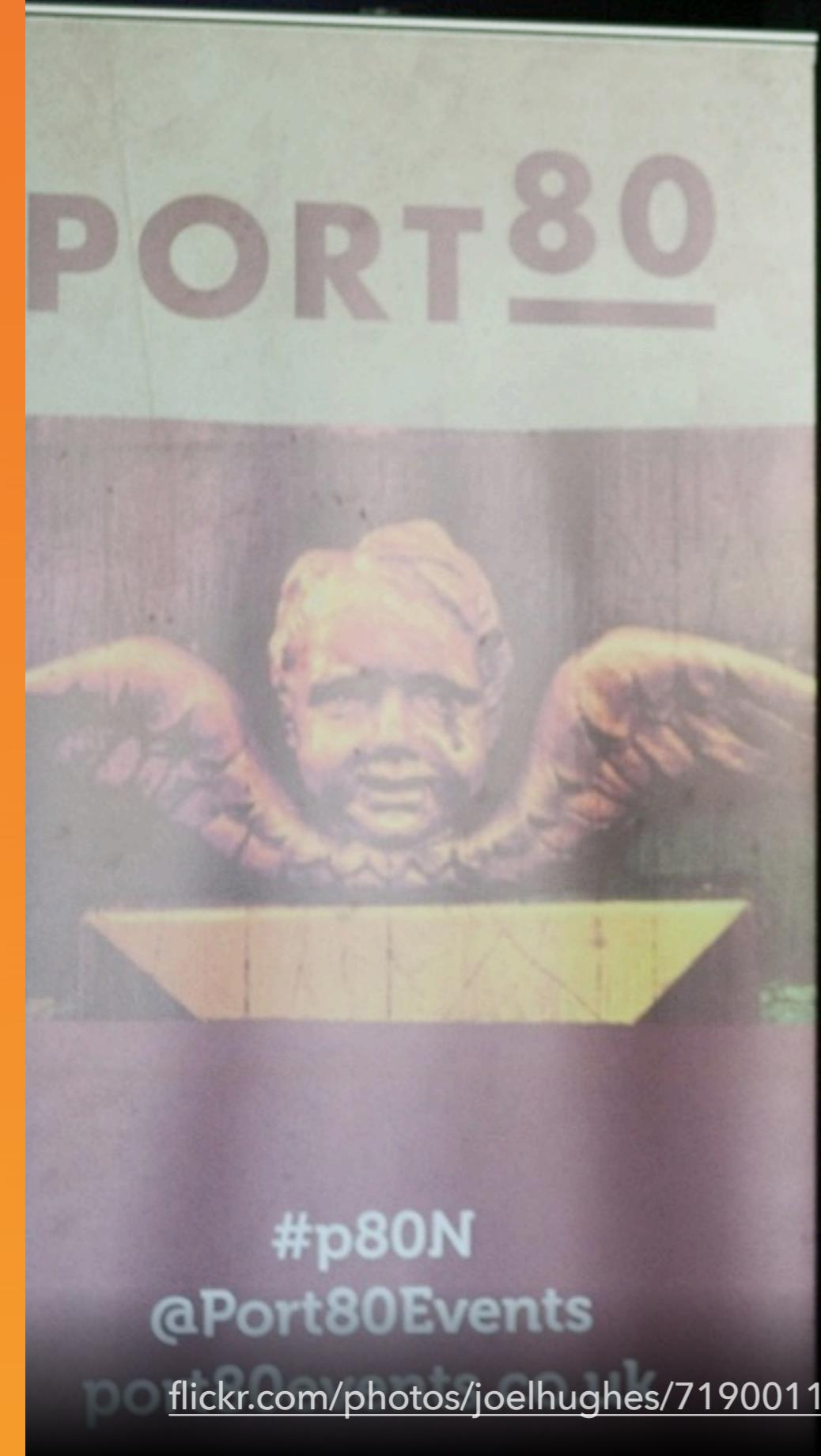
[buzz.blogger.com/2011/09/dynamic-views-seven-new-ways-to-share.html](http://buzz.blogger.com/2011/09/dynamic-views-seven-new-ways-to-share.html)

- Blogger updated their blog templates, and they also have an app-like design...



[buzz.blogger.com/2011/09/dynamic-views-seven-new-ways-to-share.html](http://buzz.blogger.com/2011/09/dynamic-views-seven-new-ways-to-share.html)

- ...but look what happens if JavaScript is not available!



- At this event last year, Cole Henley asked 'What ever happened to Progressive Enhancement'.
- I don't believe progressive enhancement is optional; I believe it's how you build websites.
- Indeed, I think it's a mindset that should exist throughout the design and development of web products.



- Those were the first titles for Doctor Who, designed by Barnard Lodge, also in 1963.
- Lodge created 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.
- Created an iconic set of titles with an underlying concept that has become timeless.

# *Design for the web.*

- We need to be thinking in similar terms.
- Not feeling limited by the constraints, but still designing with the nature of the web in mind.
- Seeing progressive enhancement as a mindset, not a method
- Not being drawn to the new shiny, but good ideas.
- Building sites in this way means they'll work on all devices, past, present and future.
- And work for everyone.

# Thank you!

*Diolch yn fawr!*

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

 [@paulrobertlloyd](https://twitter.com/paulrobertlloyd)

 Creative Commons Licensed  
Attribution, Non-Commercial, Share Alike