

This is for everyone

Paul Robert Lloyd

Speak the Web 2013
16 July - Sheffield, England



- 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

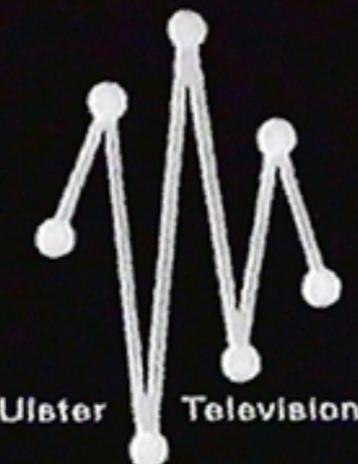


2
BBC

7
at
8.25
BBC tv
Z CARS



YORKSHIRE
TELEVISION
presents



Ulster Television



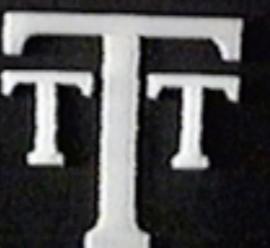
REDIFFUSION
LONDON

SCOTTISH

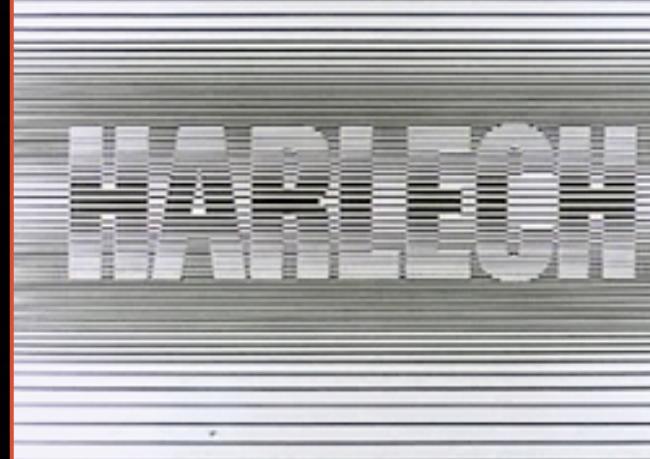
TELEVISION

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 - such as in the YTV example I began with.
- The titles for Harlech Television are almost psychedelic.



- Of course, television technology advanced, and colour broadcasts were slowly introduced
- But designers still needed to recognise that many viewers still owned black and white sets.
- This is the ident for BBC1 designed in 1981. It used highly contrasting colours for this very reason.



14:9 image safe

14:9 text safe



- Even in this era of high-definition and widescreen, constraints still exist.
- Designers work within a safe area so graphics aren't cropped on older (4:3) television sets.
- This has an effect on the type of work that is produced.
- You'll notice that graphics are rarely placed at the far edges of the screen, for this very reason.



- By this point, you may be wondering why I'm at a web design event talking about television!
- I think it's helpful to look beyond our little bubble, and explore the wider design landscape.
- You can clearly see how designers in television adapted their craft to suit the medium.



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Edition: UK ▾ Sign in Mobile

Website of the year | 20 February 2013 | L

theguardian

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the

BBC

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LONDON WEDNESDAY



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Facebook helps you connect with the people in your life.

Microsoft

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Surface

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YAHOO! HOME
20 February 2013

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YAHOO! SITES

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Mail



Clearleft

flickr from YAHOO!

You



Olá Paul Robert

Now you know how to greet people in

» Your Photostream pro

Recent Uploads | Recent Activity



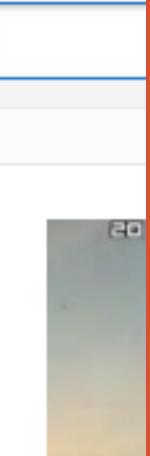
YouTube GB

Popular on YouTube

Music

Sport

Gaming



- Is the same true of design on the web?
- Is the work we're producing relevant to the medium upon which it's delivered?
- Tonight I want to ask if we can approach our work, in a way more emphatic to the medium.

The nature of the web

- Before we do, we need to understand what makes the web different from other media.
- What is the web's fundamental nature?



*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

- [READ QUOTE]



- ...or put another way, 'this is for everyone'.
- (It's not often you get to display your design principles on the side of an Olympic stadium!)
- Anyone can publish to the web, and anyone can consume that published content.
- It's easy to forget just how powerful a concept that is
- No other medium has this same level of openness, and it's something we should fight to protect.



flickr.com/photos/brad_frost/7387823392/

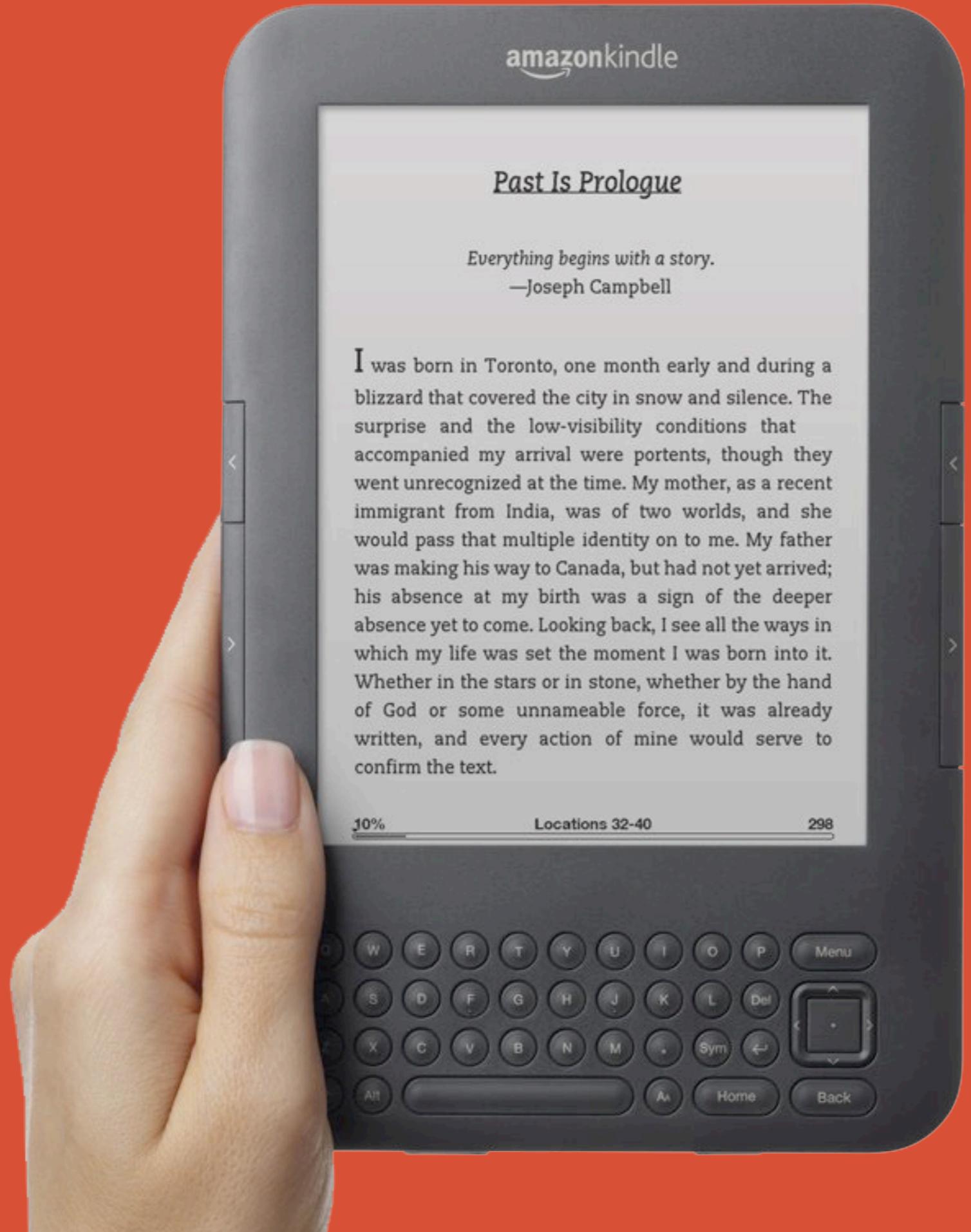
- As we know, the web can be accessed from an increasingly broad range of devices.
- Increasingly, designing for everyone means building for *everything*.



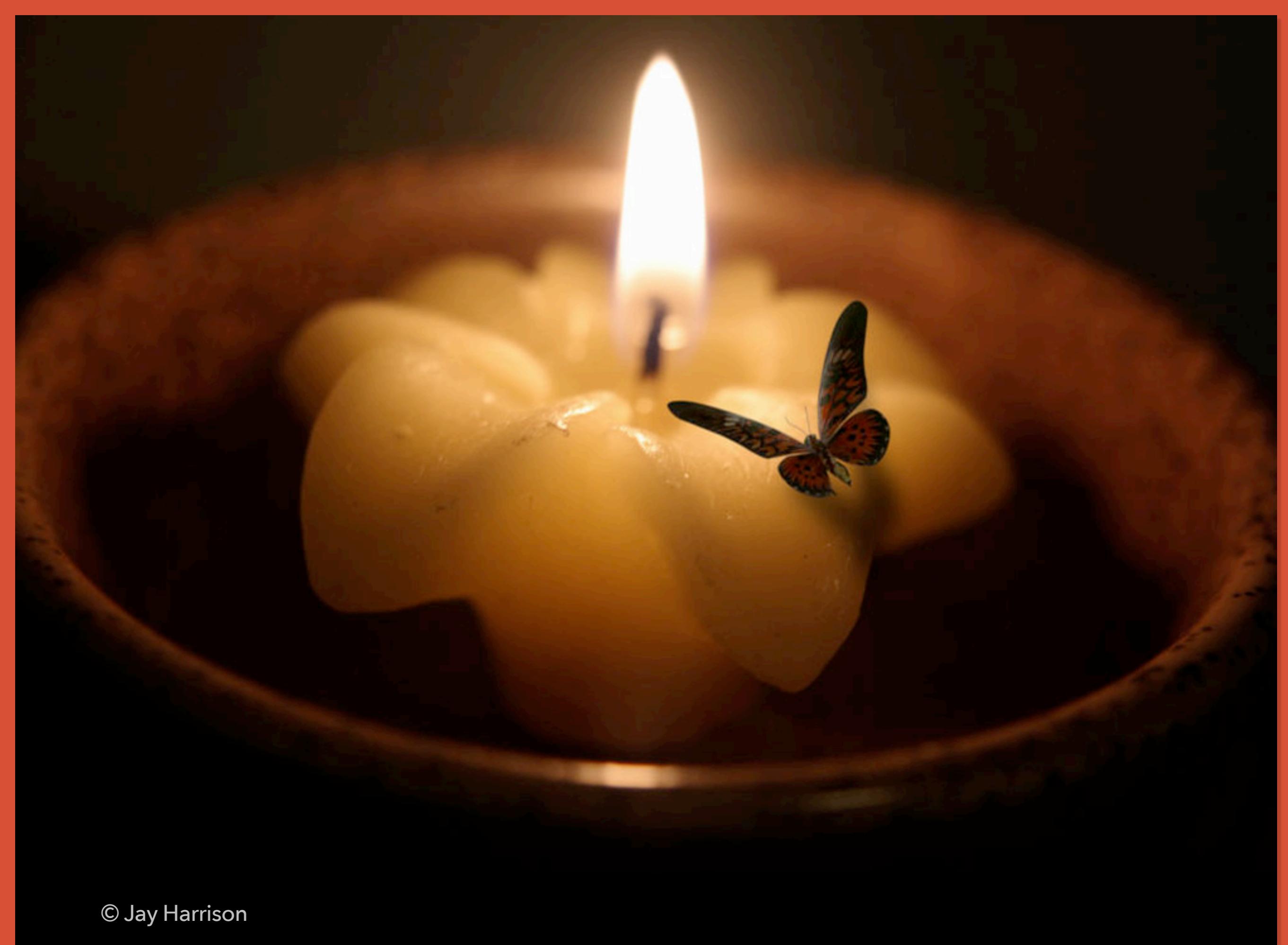
- We need to be thinking as much about those using low powered feature phones...



- ...as we do about glassholes and others using the latest gadgets and gizmos.



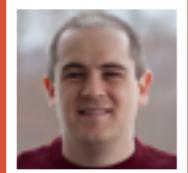
- Important to realise that this proliferation of devices is happening in both directions.
- New devices are released that can have a restrictive set of features.
- The Amazon Kindle has a black and white E Ink screen, and cellular connectivity.
- Equally with devices like the Pebble smartwatch. The iPad Mini has a low-res screen.



© Jay Harrison

- Yet too often we're attracted to the new shiny; focused on cutting edge features.
- Our latest fascination has been 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.

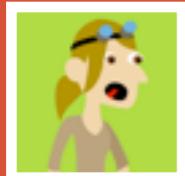


@marcoarment
5 July 2012

twitter.com/marcoarment/status/220968507117015040

- A fine example of this was seen in 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

- I preferred Anna Debenham's take...
- I'd bet there are more people viewing websites on shitty monitors than HiDPI displays.

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

- In fact, if you haven't seen Anna's game console browsers site, I suggest you do.
- Browsers on these devices are incredibly popular, especially among younger people.
- If you think designing for mobile is hard, this takes things to another level!



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

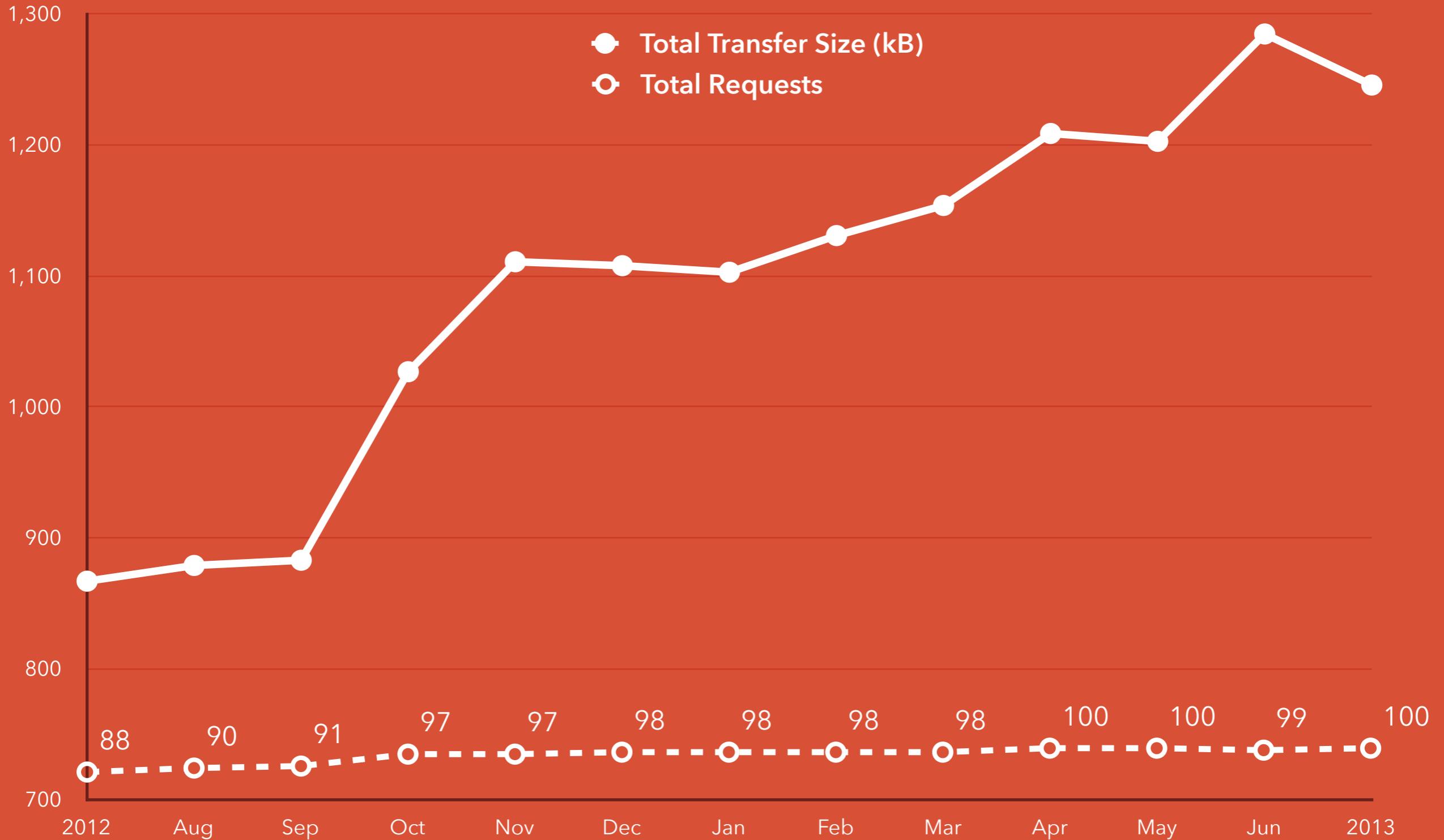
– John Allsopp

A Dao of Web Design
alistapart.com/articles/dao

- If you think the web is a hostile, unforgiving medium, you bet it is. Get used to it!
- John Allsopp said it best thirteen years ago in his ALA article, A Dao of Web Design
- [READ QUOTE]
- If you haven't read this yet, go do it.
- This is our job. Ignoring this fact is to ignore the entire point of the web!



- Truth is, I think it can be easy for us to ignore this reality, for we sit in a comfortable bubble.
- We have access to the latest browsers, big screens, fast broadband...
- This can lead us to making a number of bad assumptions.

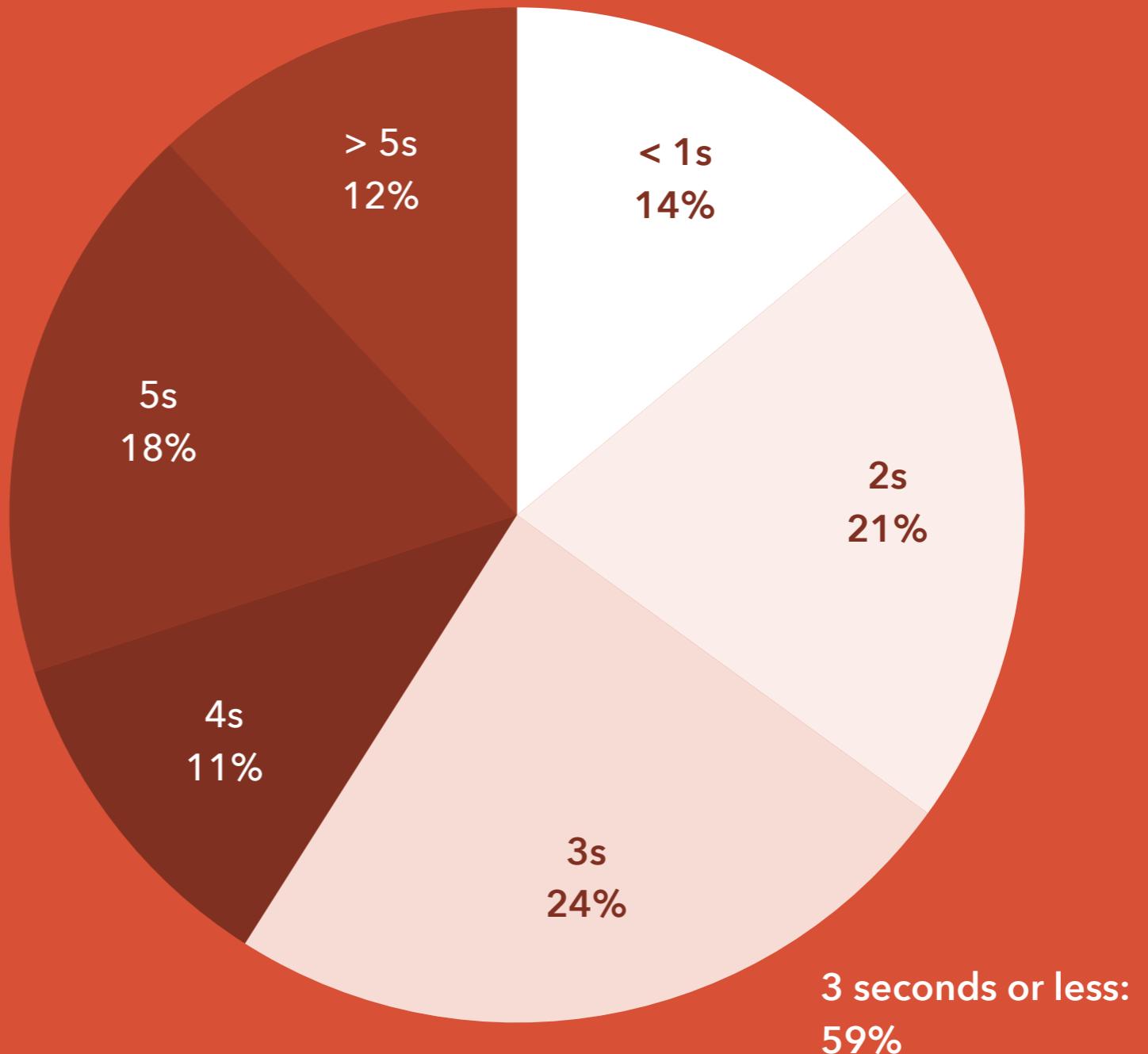


Total Transfer Size and Total Requests: Top 1000 Sites

<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.
- The conditions in which web pages are viewed are increasingly unknown, but incredibly varied.

What are your expectations for how quickly a website should load on your mobile phone?



What Users Want From Mobile

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

- It's also worth bearing in mind that users expectations are increasing.
- They are expecting websites to be getting faster, not slower.
- In a survey two years ago, 59% expected websites to load in 3 seconds or less.



*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

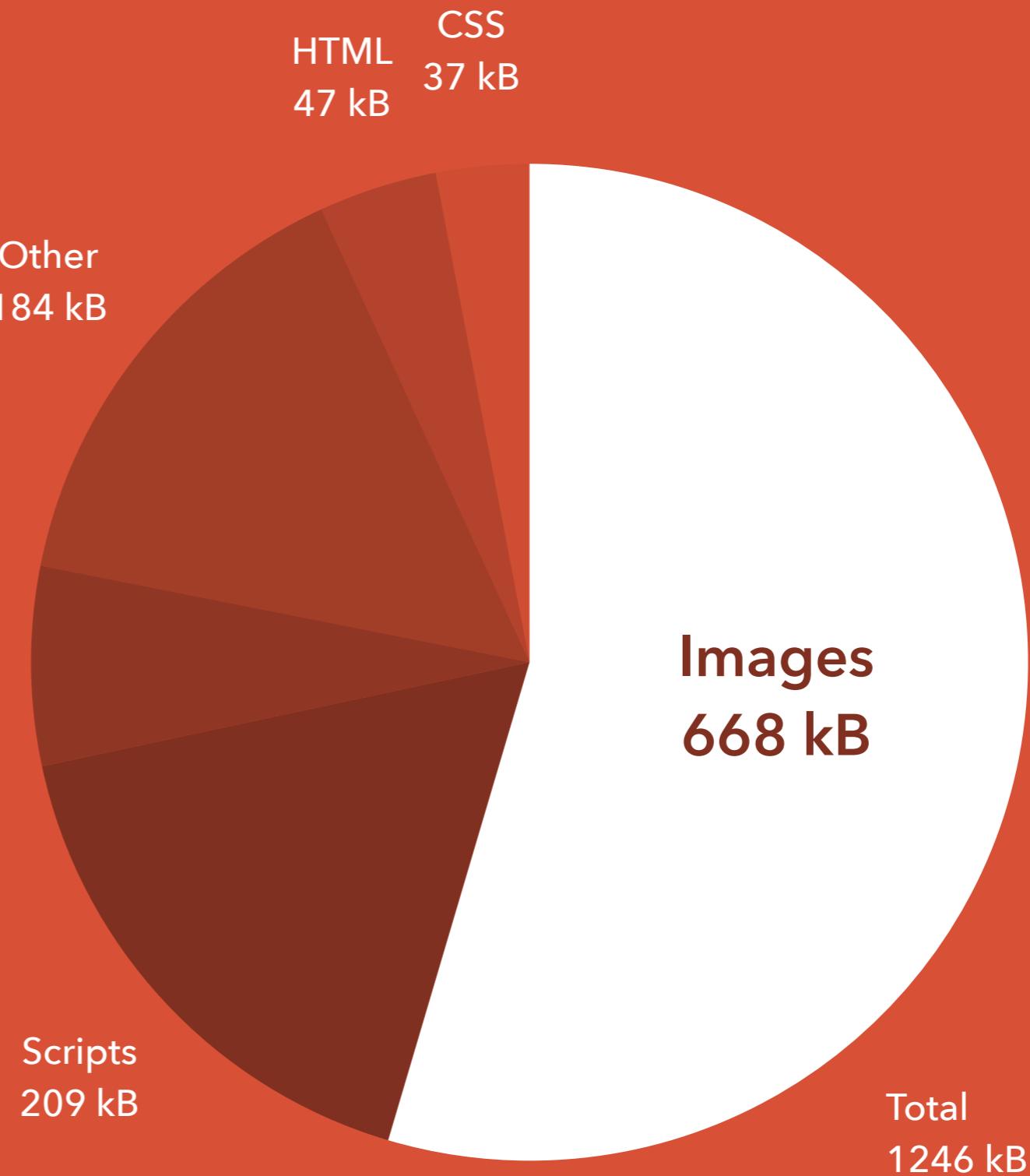
bradfrostweb.com/blog/post/performance-as-design/

- 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/

- 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
- This makes performance everyone's concern, and allows us to make decisions along the way.
- e.g. you can have that large blurred background image, but you'll have to lose a web font.



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

<httparchive.org/interesting.php>

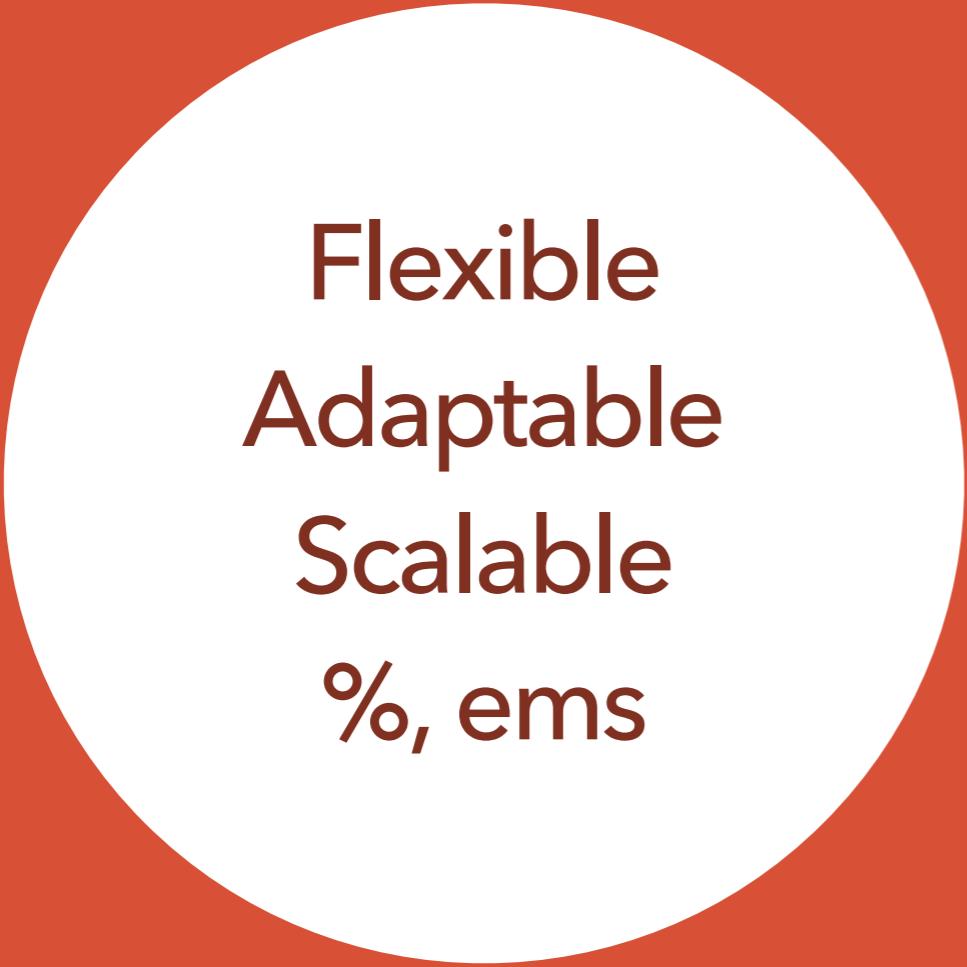
- In all the areas we can make improvements, it's often images that pose the greatest problem.
- From those top 1000 websites I referred to earlier, images account for over half of the average page weight.
- Clearly, our usage of images is ripe for optimisation.

Responsive images

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



- 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!
- Let me explain...



**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.

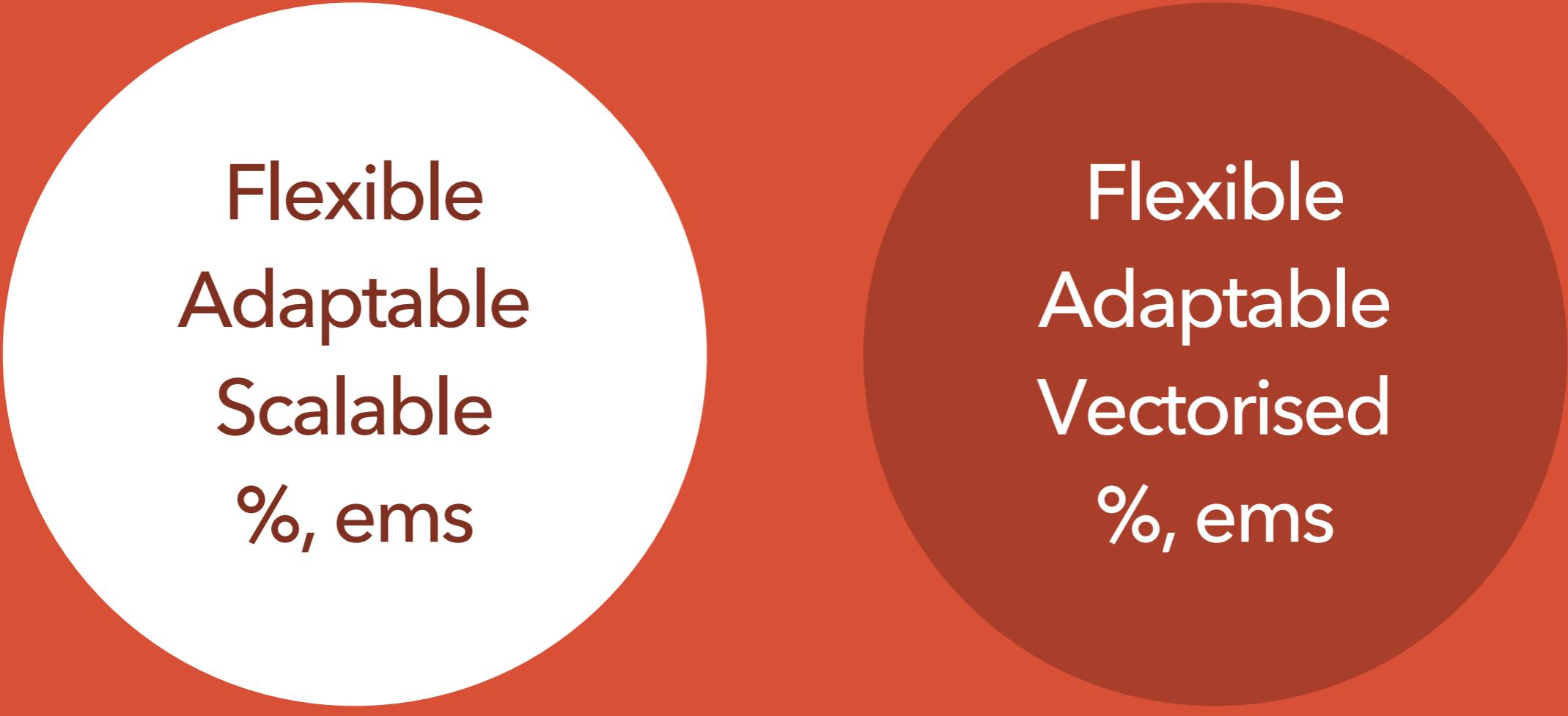
Flexible
Adaptable
Scalable
%, ems

Fixed
Static
Rasterised
px

The web

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 required for their display.



**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, so if you know HTML, you're well on your way to understanding SVG.
- Like the web, it's 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/

- 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 seen at all, but heard.
- These may be edge cases, but remain 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 knowing this fact hugely liberating!
- Suddenly, images, typography, layout, design—these can be viewed simply as enhancements.
- It becomes more important that our content is well structured, and meaningful.

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

- This has framed my thinking a lot about images on the web.
- 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 icon 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



Interface

Vector (SVG)
Icon font

CSS image replacement



Informative

Bitmap (JPG, PNG)

Content

- Images that enhance our understanding of the surrounding content.
- These images can be easily described with alternative text.
- "A promotional photo for Alan Partridge's new film, featuring him sitting next to a black Labrador."

Image Types



Interface

Vector (SVG)
Icon font

CSS image replacement



Informative

Bitmap (JPG, PNG)



Decorative

Bitmap (JPG, PNG)

<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 being included in 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 the advanced 'HTML5' version is used.
- That the images are not on this index page is not important. You can always 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

- 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

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- If not valuable enough to be included in the markup, perhaps we can lower its quality, too.
- Does the higher resolution warrant the download of an additional 38kb?
- There are a series of value judgements to be made.

```
<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

- Responsive image proposals are well meaning. A huge amount of effort has gone into them.
- I believe 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.
- I think we're focusing on the wrong problem, and one that is largely solved.

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.
- I like those that behave in a similar to the lowsrc attribute that Netscape used to support

HTML Markup

```

```

DOMContentLoaded

```

```

Feature to make elements not load their images until needed
w3.org/Bugs/Public/show_bug.cgi?id=17842

- There has been recent discussion around a delay attribute.
- Actually solves the real problem, which is browsers aggressively prefetching images.
- Could place images in markup, then replace with different content before referenced image is downloaded.

*Consider new attributes over new elements
over new markup languages.*



@paulrobertlloyd

28 April 2013

twitter.com/paulrobertlloyd/status/328487022429888512

- This preference led me to tweet this brainfart

The Web Aesthetic



- I want to finish off with some thoughts about where I think web design is headed.
- Consider this a slightly more macro perspective.

The Web Aesthetic

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

HOME PAGE | TODAY'S PAPER | VIDEO | MOST POPULAR | U.S. Edition ▾

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The New York Times Thursday, November 8, 2012

Arts

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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

New York Times

- 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

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- Book Review
- Fashion & Style
- Weddings
- Dining & Wine
- Sunday Magazine
- Sunday Review
- Travel
- Obituaries
- Real Estate
- Most Emailed
- Layout
- My Account
- Shortcuts

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.

Rdio

www.rdio.com/people/chrishe/ Reader

rdio

Chris He Browse Music Account 10 Invites

Collection Playlists Reviews People

Dashboard Queue History

Chris He

Heavy Rotation You Your Network Everyone

Live High Jason Mraz We Sing. We Dance. We Steal Things. 0:46

Free trial period is ending in 2 days

Subscribe

Brothers The Black Keys

Champ Tokyo Police Club

Broken Bells Broken Bells

Treats Sleigh Bells

Thank Me Later Drake

Infinite Arms Band Of Horses

The ArchAndroid Janelle Monáe

Plastic Beach Gorillaz

BUZZIN TRAPPER Florence + the Machine

Top Artists You Your Network

Chris He Shanghai, China

songs 102	playlists 0
followers 0	following 0

Following View all 0 people >

Follow people, discover music Fill up your dashboard with music by following people on Rdio. Find strangers with great taste or invite your friends to join in.

Find people to follow

rdio.com

Rdio

- Previously two separate applications
- This is the old website, while the desktop app looked a lot like iTunes...

Paul Lloyd – Rdio

www.rdio.com/people/paulrobertlloyd/ Reader

rdio

BROWSE

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

Paul Lloyd

Brighton, United Kingdom OS

0 Playlists 0 Reviews 34 Followers 24 Following

Collection History Queue

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

The Darkness

A Symphony of British Music

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

0:00

UNAVAILABLE

rdio.com

Rdio

- Consolidated into one
- Design falls somewhere between looking like a website and an app

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

Quartz

- Designed tablet-first
- A lovely site, that used to demonstrate both app-like aesthetic, and progressive enhancement
- Now you can't navigate the site without JS enabled
- This is indicative of a problem we face when framing websites as 'web apps'...

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.

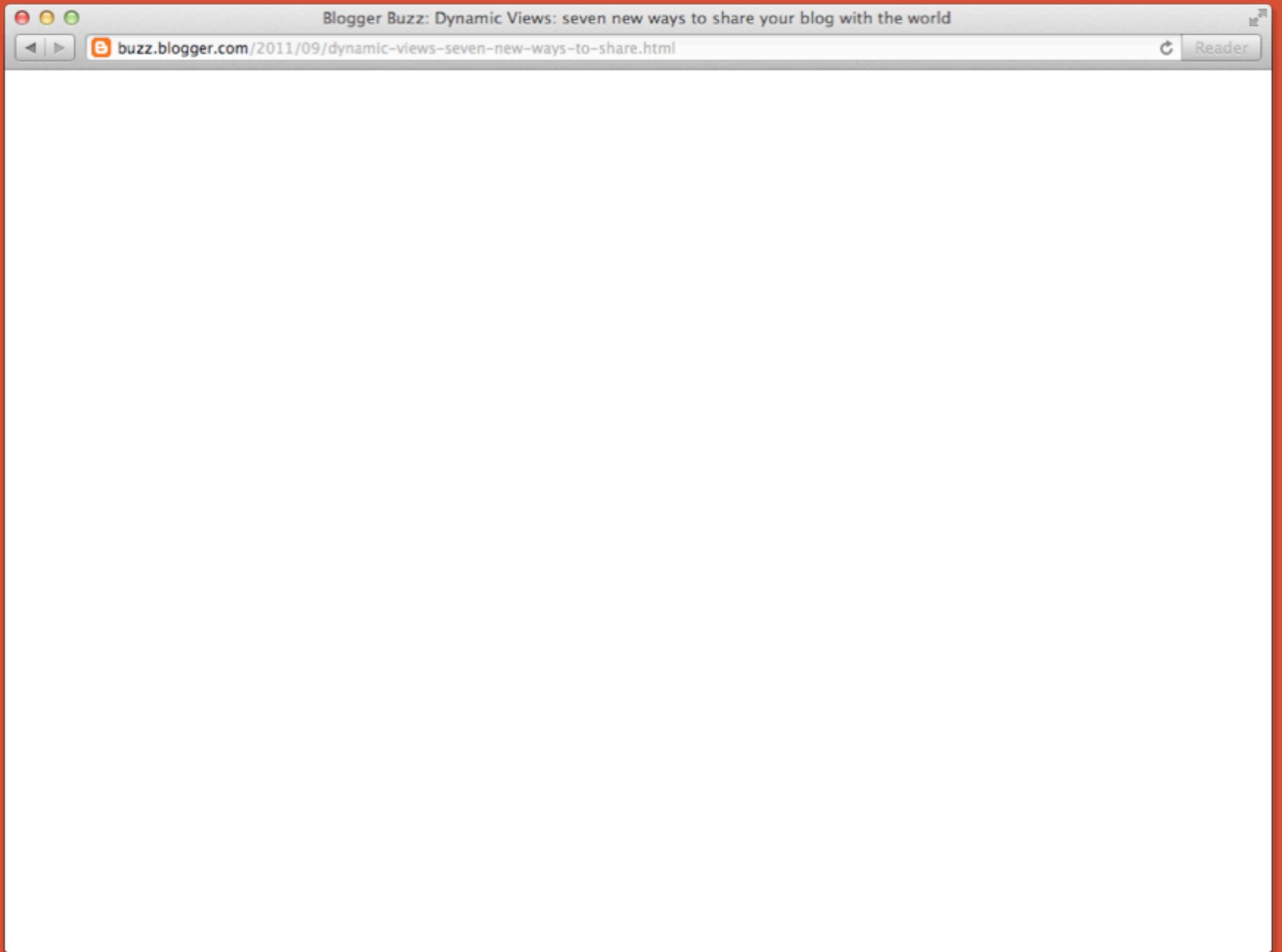
Built with the latest in web technology (AJAX, HTML5 and CSS3), Dynamic Views is a unique browsing experience that will inspire your readers to explore your blog in new ways. The interactive layouts make it easier for readers to enjoy and discover your posts, loading 40 percent faster than traditional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



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 each post.

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

- Here's perhaps a better example
- 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

- ...but look what happens if JavaScript is not available - for whatever reason that may be!
- While I believe the trend towards websites with app-like designs is the right one.
- It's worrying that this bring with it a degree of baggage.
- Not least that web apps are commonly an excuse to do away with progressive enhancement.

HTML, CSS, JavaScript, Sublime Text, PHP, Python, Ruby, Rails, Django, bash, Grunt, Git, Photoshop, Fabric, XPath, GPU, CPU, URLs, pen and paper, BDD, Sharpies, Textmate, IE, Composer, jank, Ice Cream Sandwich, Node, XP, Marionette, Cake, npm, Transmit, e-mail, flexbox, Firefox, a11y, Yeoman, Brunch, zsh, MVC, angular, Ghostlab, Illustrator, Backbone, dotfiles, Express, A/B testing, Chrome, stand-ups, semver, bizdev, Fireworks, .gitkeep, TDD, Silex, HTTP, rebase, jQuery, Jekyll, Travis, Charles, JSON, Hammer, i10n, Bower, Capybara, Capistrano, Watir, Buster, Mocha, Puppet, Chef, Virtualbox, CoffeeScript, Firefox, Adobe Edge, Jellybean, Webdriver, LightTable, Cucumber, Batman, ARIA, Web Components, Flight, AdWords, SPDY, Agile, shadow DOM, uglify, svn, clojure, RWD, blink and you will have missed something.

Drowning

thatemil.com/blog/2013/05/22/drowning/

- I go back to my earlier point.
- Too often we can get caught up by the latest technology, approached, frameworks.

HTML, CSS, JavaScript, Sublime Text, PHP, Python, Ruby, Rails, Django, bash, Grunt, Git, Photoshop, Fabric, XPath, GPU, CPU, URLs, pen and paper, BDD, Sharpies, Textmate, IE, Composer, jank, Ice Cream Sandwich, Node, XP, Marionette, Cake, npm, Transmit, e-mail, flexbox, Firefox, a11y, Yeoman, Brunch, zsh, MVC, angular, Ghostlab, Illustrator, Backbone, dotfiles, Express, A/B testing, Chrome, stand-ups, semver, bizdev, Fireworks, .gitkeep, TDD, Silex, HTTP, rebase, jQuery, Jekyll, Travis, Charles, JSON, Hammer, i10n, Bower, Capybara, Capistrano, Watir, Buster, Mocha, Puppet, Chef, Virtualbox, CoffeeScript, Firefox, Adobe Edge, Jellybean, Webdriver, LightTable, Cucumber, Batman, ARIA, Web Components, Flight, AdWords, SPDY, Agile, shadow DOM, uglify, svn, clojure, RWD, blink and you will have missed **progressive enhancement.**

Drowning

thatemil.com/blog/2013/05/22/drowning/

- But frankly it means little if you don't understand the principles and protocols behind the web
- And more importantly why they were designed the way they were.
- Understand the nature of the web for us to design and develop for it.



- 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.
- Not constantly being distracted by the new shiny, but attracted to good ideas.
- Thinking in this way means we'll create experiences that work on all devices, past, present and future.
- And more importantly, work for everyone.

Thank you!

 paulrobertlloyd.com

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

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