RESPONSIBLE WEB DESIGN

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Responsible Web Design?

- Staying current with web standards and best practices
- Assuring consistent display and behavior across browsers
- Using cutting-edge technology in a degradable manner
- Constantly revisiting individual and group workflows
The Web, Circa 2000

* Table-based layouts still prevalent at major sites
* JavaScript used for effect, not for function
* ‘Swiss Army Knife’ designer/developers
* Poor markup principles making redesigns painful

Let’s look at some examples...
The Purist’s View

CSS
Design Layer

JavaScript
Behavior Layer

XHTML/HTML
Content/Data Layer

ColdFusion
PHP
JSP
etc.
The Purist’s View

CSS
Design Layer

JavaScript
Behavior Layer

Selectors
(IDs/Classes)

XHTML/HTML
Content/Data Layer
Umm... duh.

Yeah, coders are already familiar with the MVC pattern.
Designers are just now coming around.
Give ‘em a break already.
(x)HTML - Content Layer

* Good Semantics == Solid Foundation
* POSH (Plain Old Semantic HTML)
* An unofficial subset of HTML 4.01/XHTML 1.0
* Semantic markup ONLY - not presentational
* Avoid Bed and BReakfast markup
* POSH Must Validate!
Thinking Semantically

* Selectors used to precisely target content elements
  * CSS rules for visual characteristics
  * JavaScript for behavioral characteristics
* Name elements for purpose, not appearance
* Layout-specific markup can’t always be avoided...

... but can be minimized.
Microformats

* http://microformats.org
* Simple, open data formats
* Built on existing standards
* Growing support from sites and vendors

Microformats Logo created by Rémi Prévost, and made available under a Creative Commons BY-NC-SA license.
Microformat Examples...

(your second break from slide deck hell.)
Style and Substance

* Flickr
  * hCard, XFN, Geo

* LinkedIn
  * hResume, hCard

* Cork’d
  * hReview, hCard

* Upcoming.org
  * hCalendar
  (took under an hour to implement!)

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CSS - Presentation Layer

- **Bad Form**
  Rules placed inline
  (i.e. `<a href="foo.php" style="text-align: left">`)  

- **Not-As-Bad Form**
  Styles in document head
  (i.e. `<style> ... </style>`)  

- **Best Form**
  Styles in external files
  (i.e. `<link type="text/css" src="foo.css" />`)
CSS - Presentation Layer

(I hope you’re thinking ‘duh’ again now.)
Semantic CSS

Your code is a roadmap. Does it make sense?

Name for a style’s *intent*, not it’s *visual representation*.

**Good Examples**

- #header
- #link-list
- .attention

**Poor Examples**

- #bold-24pt-text
- #right-page-list
- #red-text
CSS Workflow & Management

* Work iteratively and strategically
  * Iterate design with `<head>` based styles
  * Migrate externally for implementation

* Separate CSS rules by category/function
  * Positional/Layout rules
  * Typographic rules
  * Application and Functional rules
  * Browser Hacks
JavaScript - Behavior Layer

* Design is becoming a technical discipline
* Pages are rarely just pages anymore
* Frameworks proliferating at a breakneck pace
* On the dark days of DHTML
* Are we still stuck in 1998?
Progressive Enhancement

* See also: “Graceful Degradation”

* Increase page functionality as browser permits

* Build solid base experience first, enhance second

Your page should remain functional regardless of the browser’s capabilities.
Unobtrusive JavaScript

* Fully separate behavior from markup
* Say goodbye to inline event handlers!
* Attach behavior at runtime via DOM

```javascript
var myRegion = document.getElementById("news_pod");

myRegion.onclick = function() {
    // do some stuff
    // do more stuff
}
```
The New Workflow(s)

* Browsers are even more central to workflow today
* Firefox/Firebug/Web Developer’s Toolbar
* Pages are no longer pages, but entry points
Pulling it All Together

* Effectively designing stateful experiences
* Working with code, not against it
* Managing compound documents holistically
* Moving towards unobtrusive JavaScript

Sneak Peek Time...
Thanks For Indulging!

Any Questions?