
RESPONSIBLE WEB DESIGN

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Responsible Web Design?

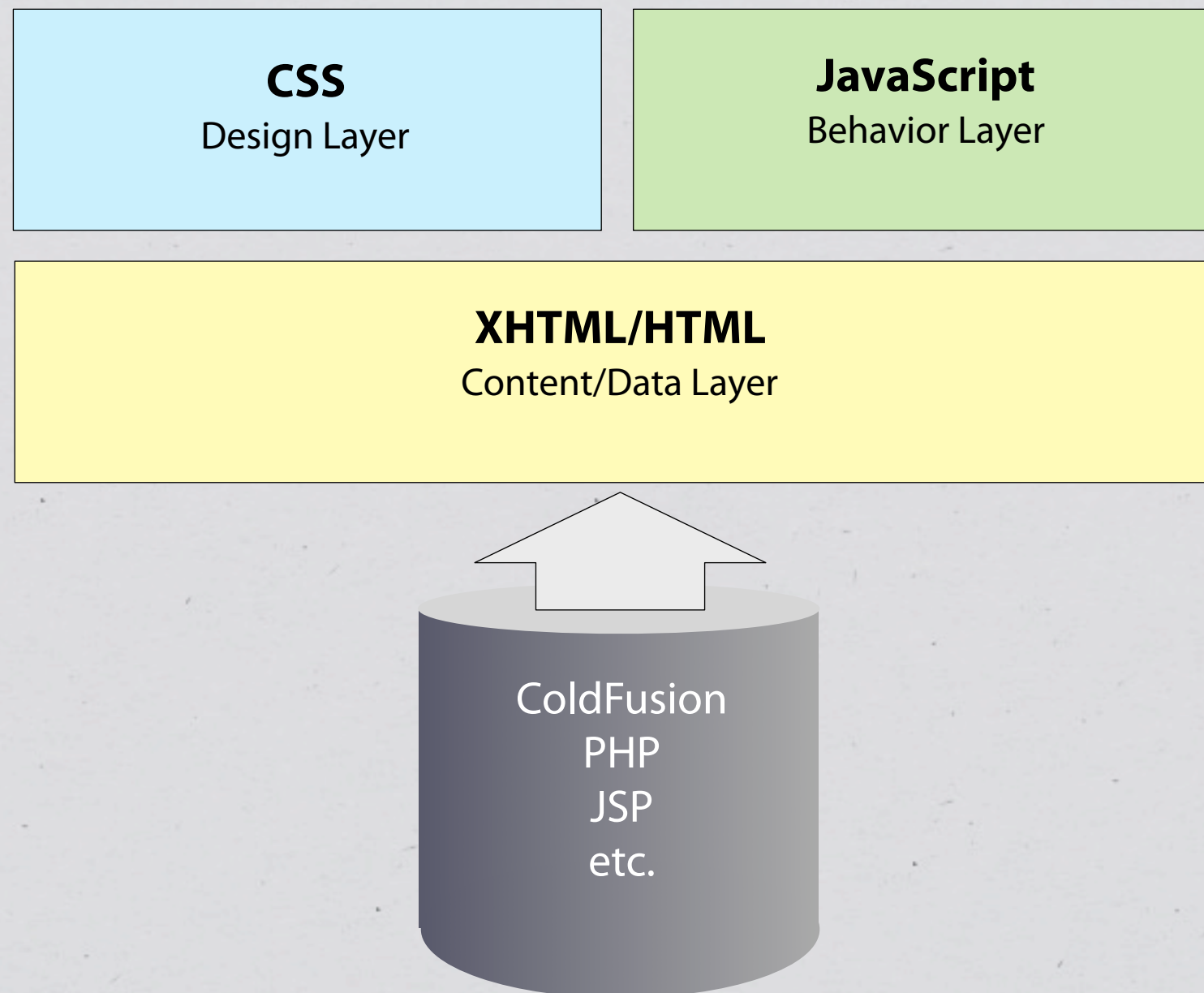
- * Staying current with web standards and best practices
- * Assuring consistent display and behavior across browsers
- * Using cutting-edge technology in a degradable manner
- * Constantly revisiting individual and group workflows

The Web, Circa 2000

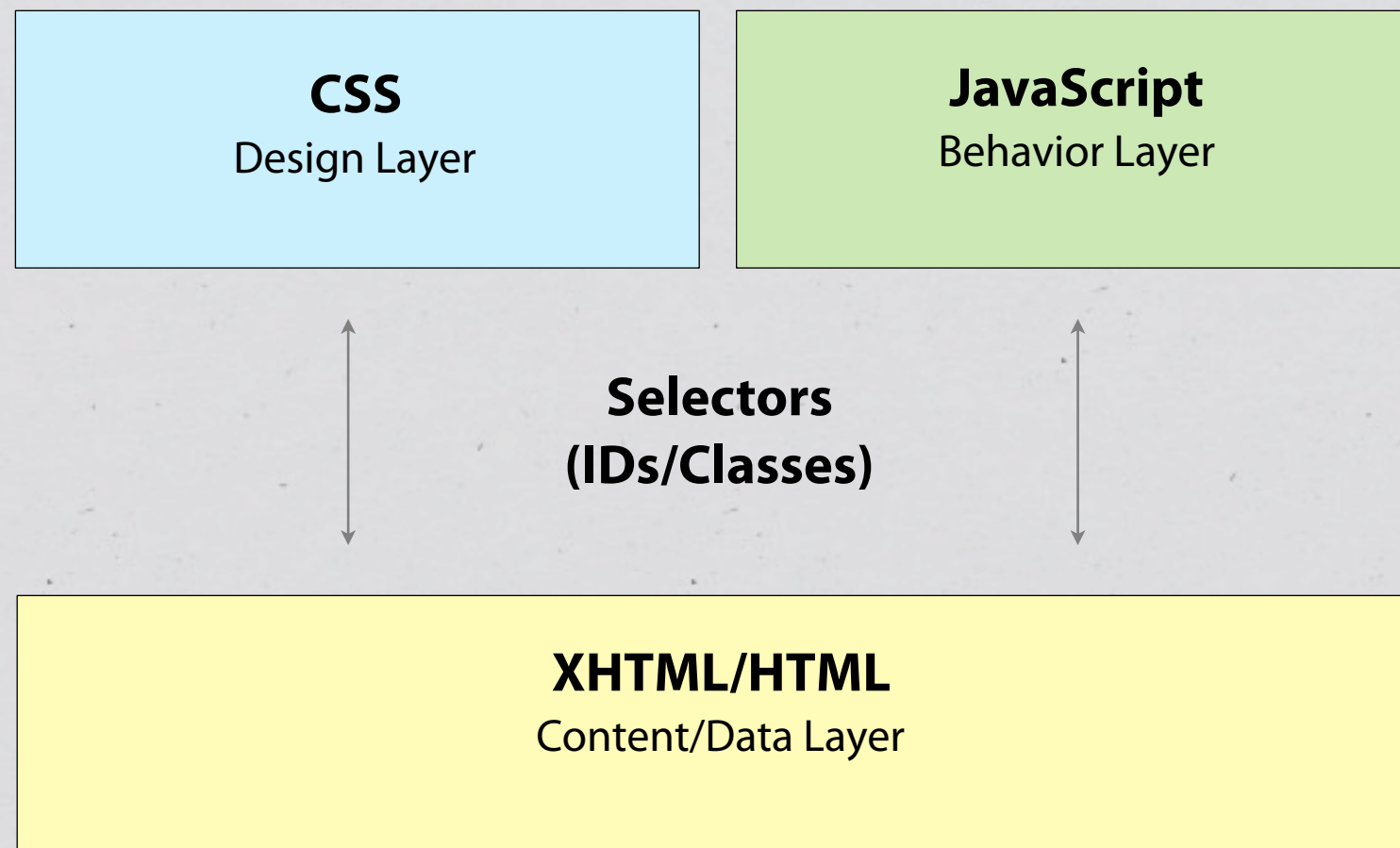
- * Table-based layouts still prevalent at major sites
- * JavaScript used for effect, not for function
- * ‘Swiss Army Knife’ designer/developers
- * Poor markup principles making redesigns painful

Let's look at some examples...

The Purist's View



The Purist's View





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 (**P**lain **O**ld Semantic **H**TML)
- * An unofficial subset of HTML 4.01/XHTML 1.0
- * Semantic markup **ONLY** - not presentational
- * Avoid **Bed** and **B**reakfast 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

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!)

CSS - Presentation Layer

* Bad Form

Rules placed inline

(i.e. ``)

* 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 its *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

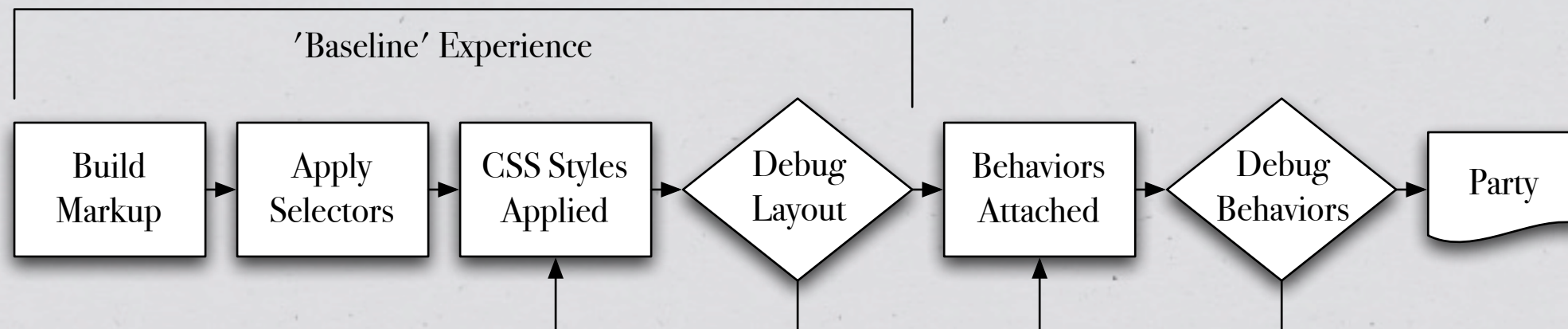
Your page should remain functional regardless of the browser’s capabilities.

Unobtrusive JavaScript

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

```
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?