

The web

IS READY FOR

great graphic design

HIDDE DE VRIES, 02.06.2018

FRONT-END UNITED, UTRECHT





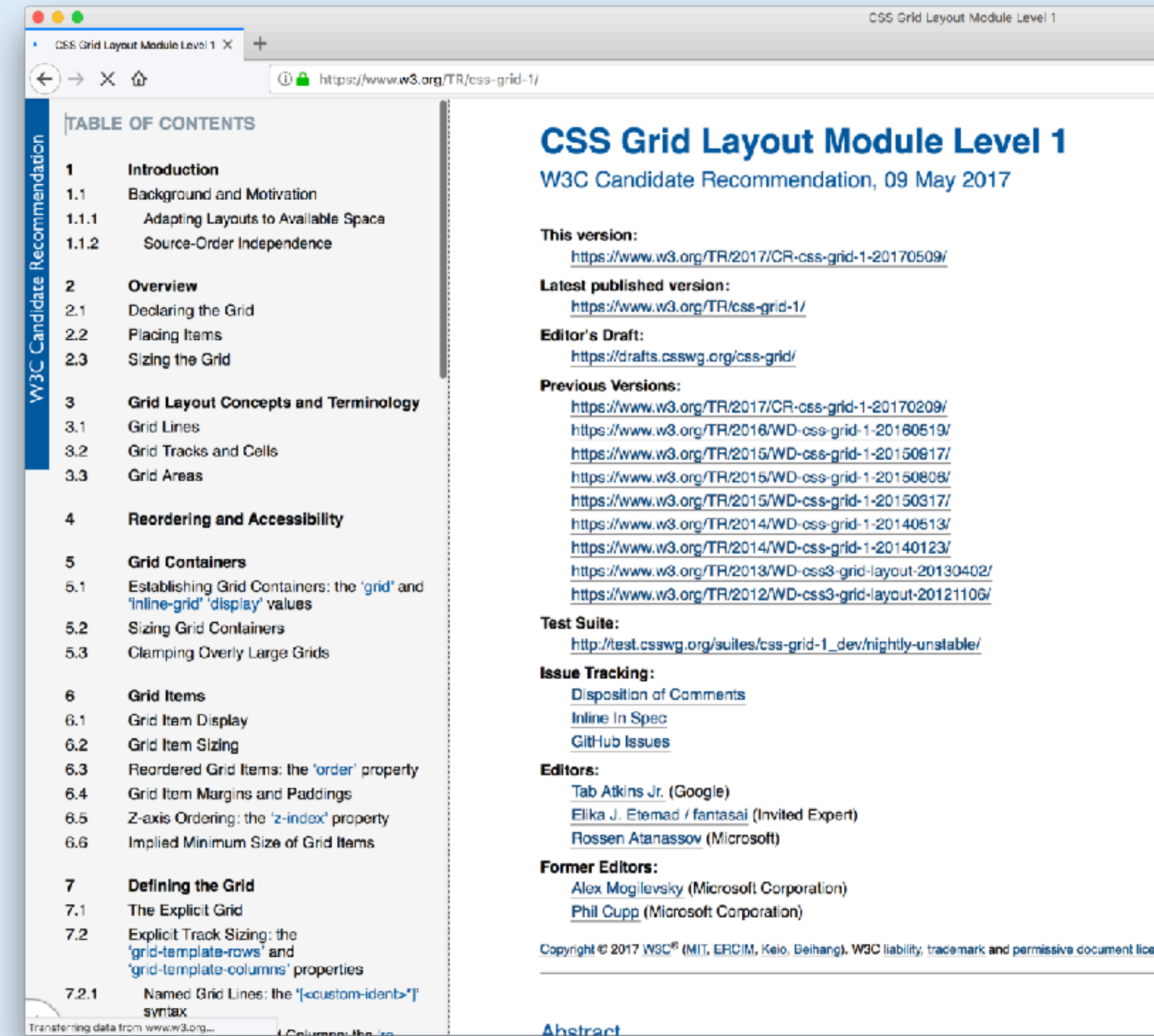
**Hi, I'm
Hidde.**

moz://a

GRAPHIC DESIGN and the WEB

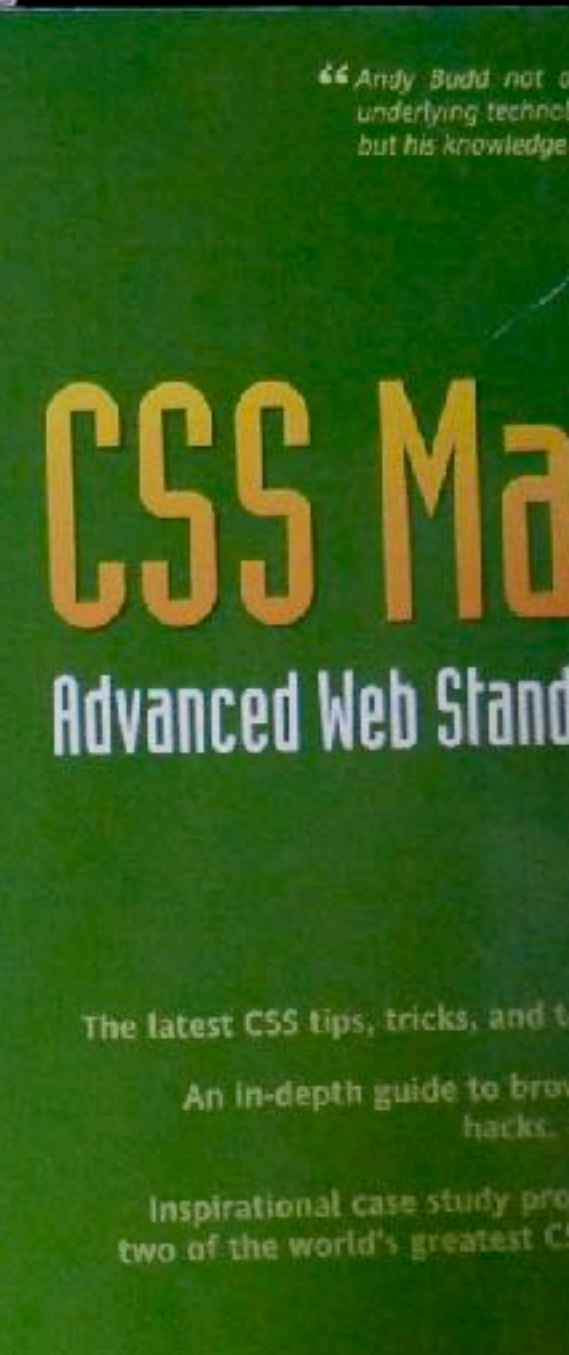
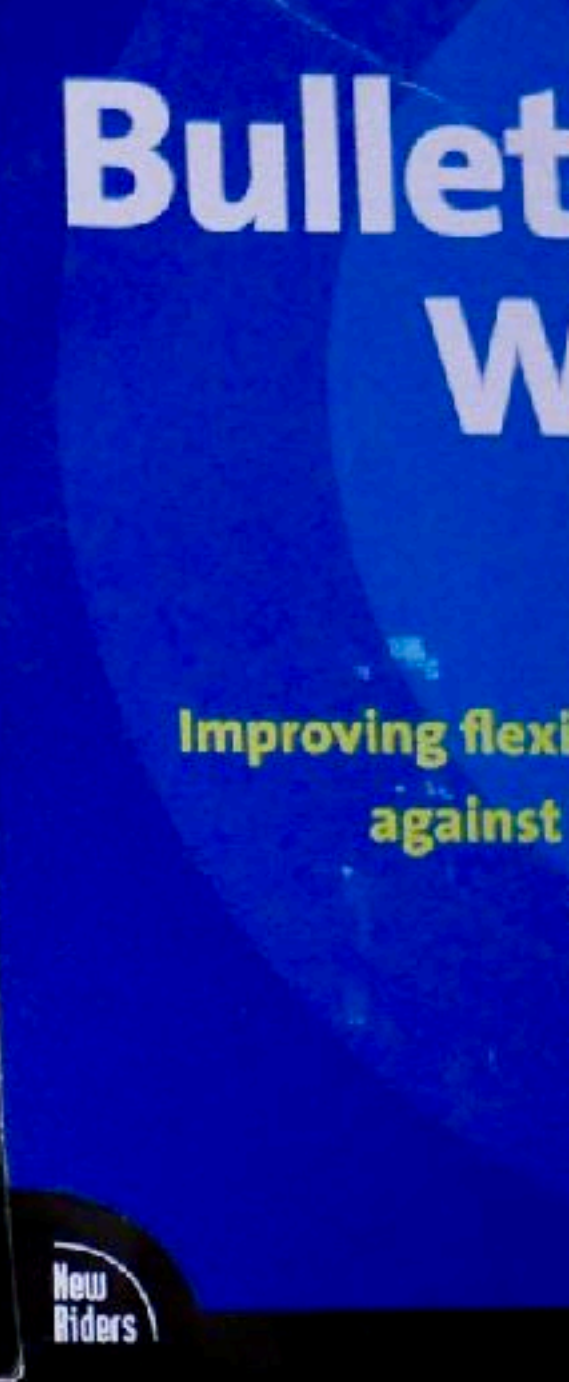
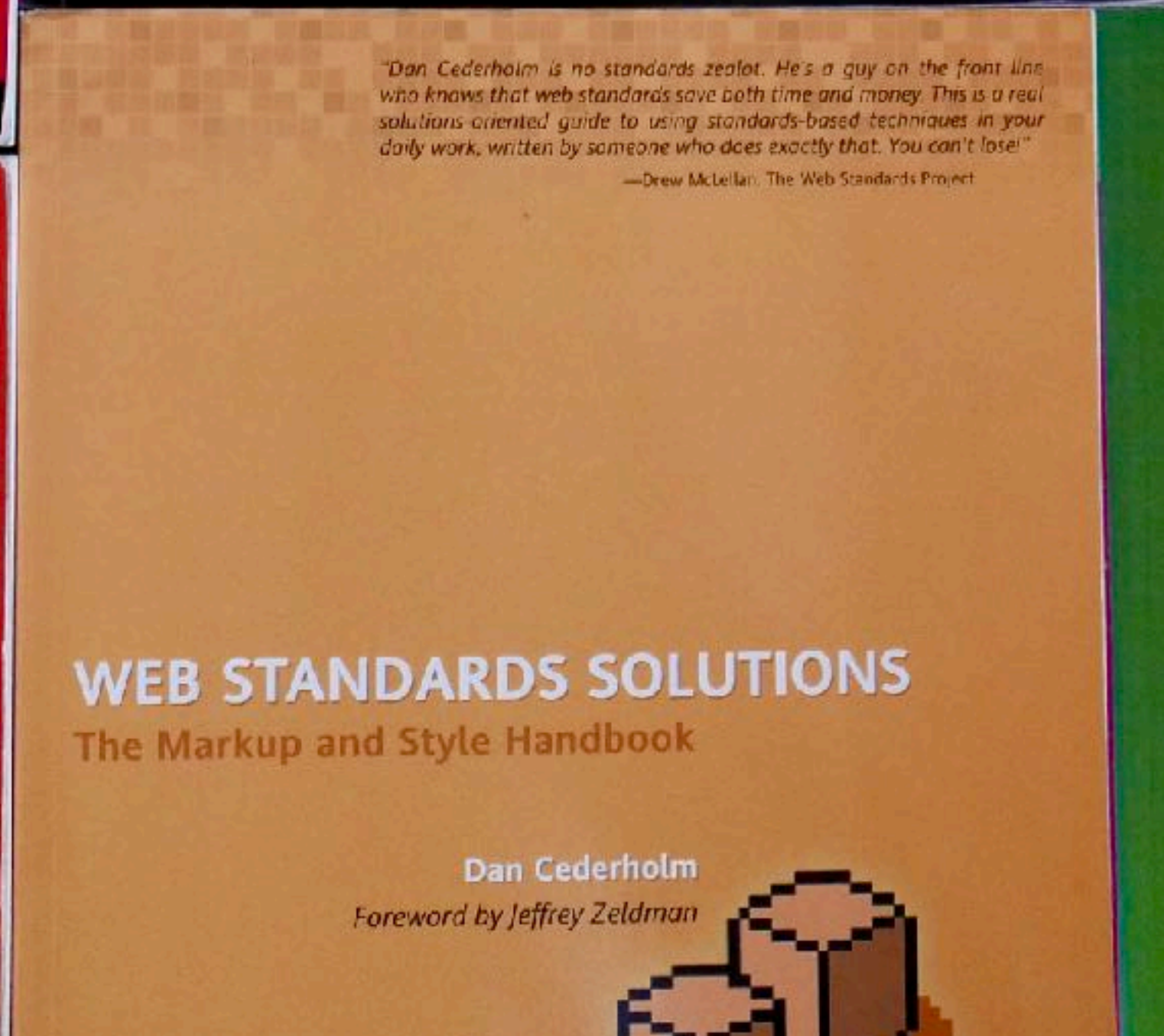
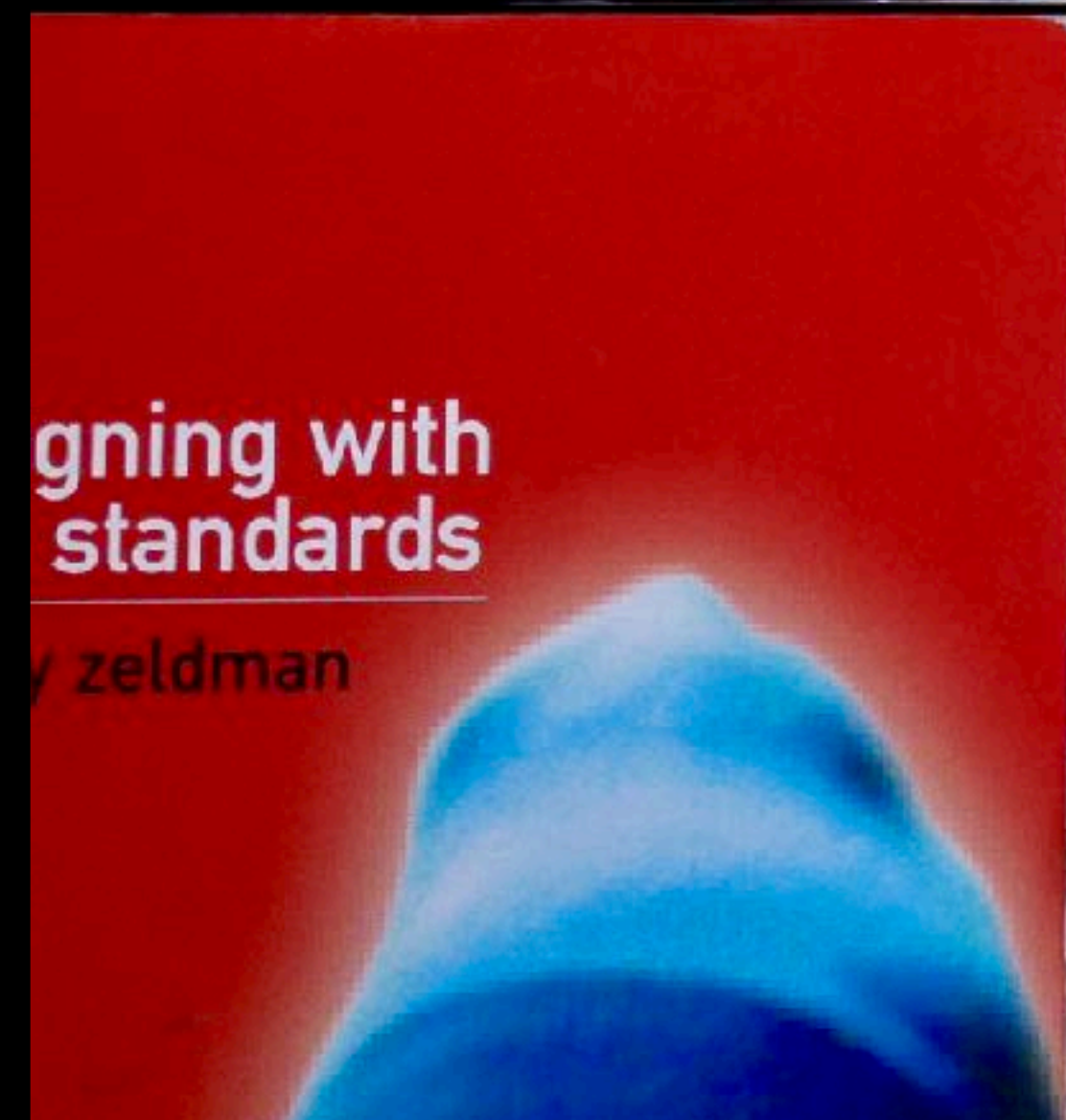
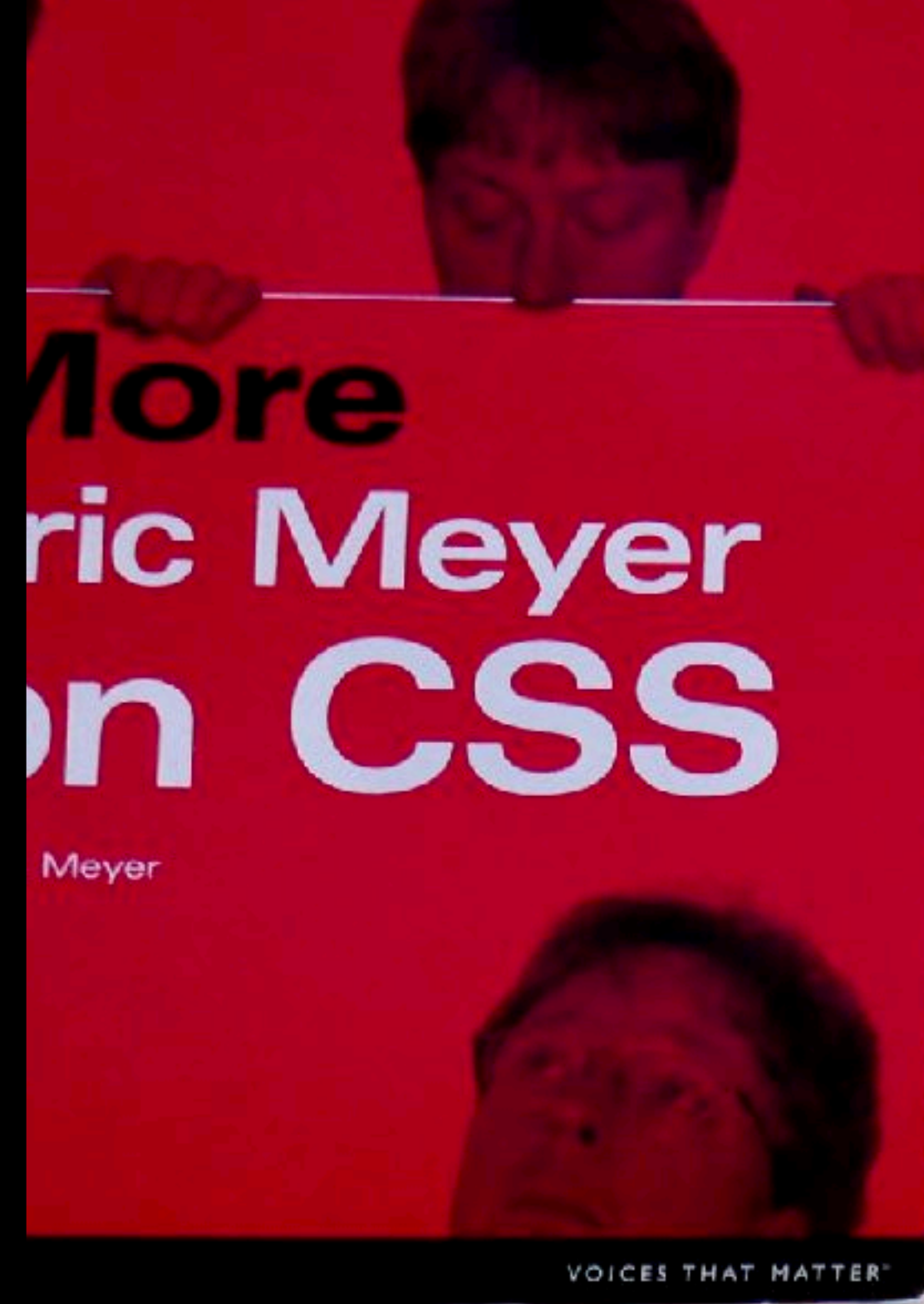
“We're going to run a few workshops to collect feedback and to get your help with making the spec better and easier to understand”

— Fantasai





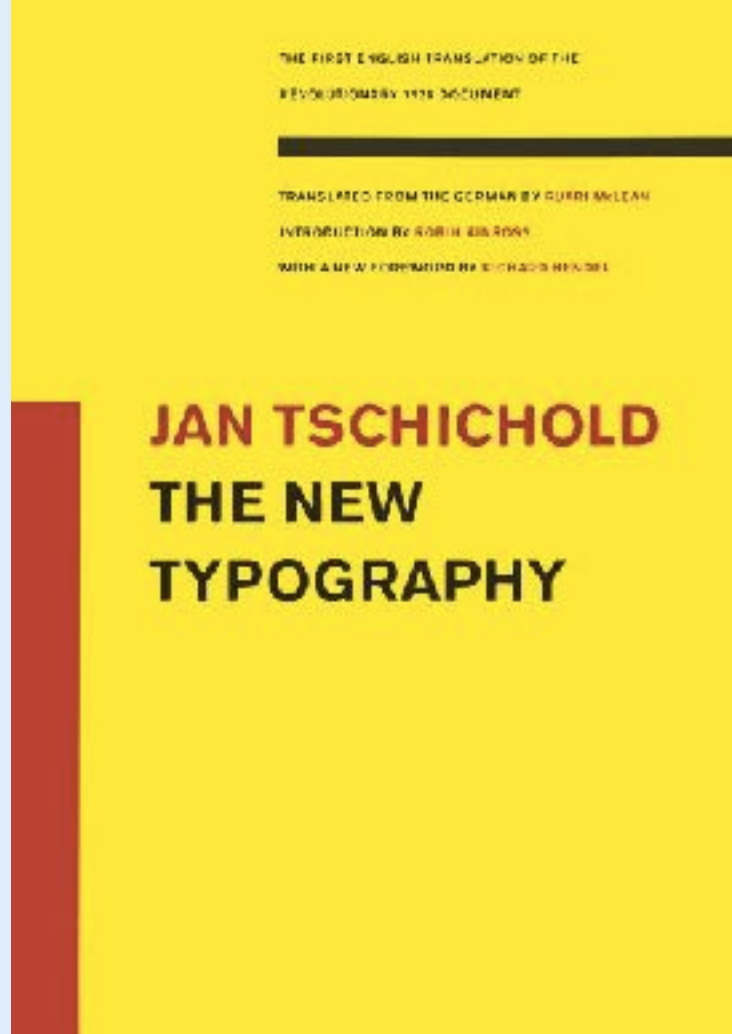
Amsterdam, 2016. Photo: Michiel Bijl



**It's a new era for design
and lay-out on the web**

**what is GREAT
GRAPHIC DESIGN?**

Modernism in graphic design



Die neue Typography

Jan Tschichold, 1928

jan tschichold:
lichtbildervortrag die neue typographie
am mittwoch, 11. mai 1927, abends 8 uhr, in der aula der graphischen berufsschule,
pranckhstraße 2, am marsfeld, straßenbahnlinien: 3 (haltestelle hackerbrücke),
1, 4 und 11 (haltestelle pappenheimstraße) ■ der vortrag wird von über hundert
größtenteils mehrfarbigen lichtbildern begleitet, eine diskussion findet nicht statt
freier eintritt
veranstalter:
bildungsverband
der deutschen
buchdrucker
ortsgruppe
münchen
vorsitzender:
j. lehnacker
münchen
fröttmaninger-
straße 14 c

THE INDEPENDENT.

No. 1089.

HONOLULU, H. I., WEDNESDAY, JANUARY 1, 1909.



Wilder's Steamship Co.

Oceanic Steamship Company.

TIME TABLE:

LE MONDE

MONTREAL, LUNDI 14 DECEMBRE 1907

LES BRUITS DE GUERRE.
Les pourparlers de paix...
Nouvelles locales.
Dr J. G. A. GENDREAU
PLANOS
N. - Y. PIANO CO.
Decker & Son,
VOSE, HALE.

STAGE BROADWAY SCREEN

VARIETY

25¢

WALL ST. LAYS AN EGG

Going Down Is Deadly to Hostess
In Her Serious Dance Hall Preface

DRIP IN STOCKS
ROPES SHOWN

Kidding Knowers in Talkers Borne
Up Face of Screen's Best Lovers

HEADLINE * PETIT JOURNAL SUPPLEMENT ILLUSTRE

Modern times
require function
over form.

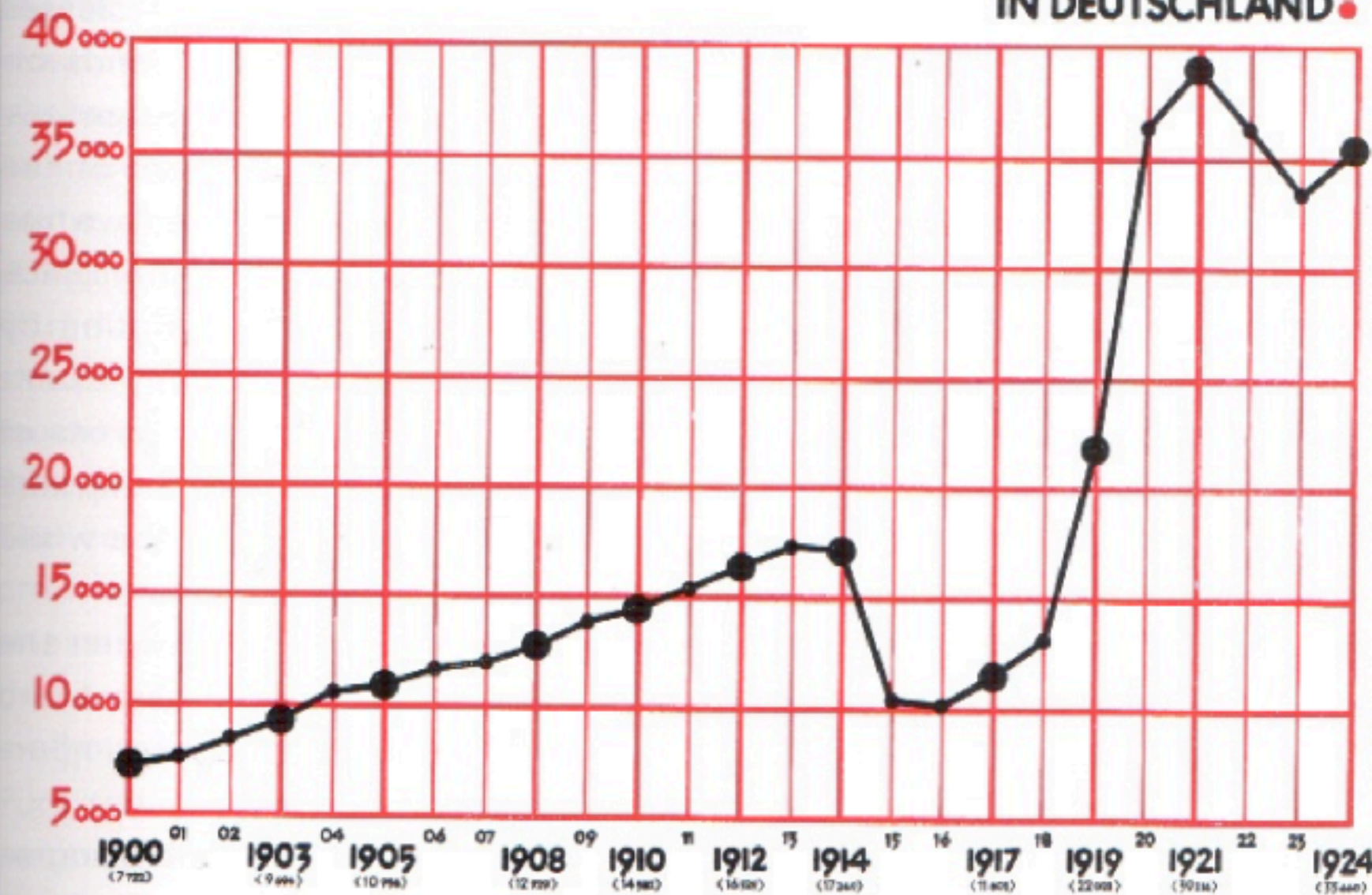
Clarity, more
than 'beauty'.

Asymmetric
alignment is
more effective



STATISTIK DER EHESCHEIDUNGEN

IN DEUTSCHLAND



IM EHE-BUCH

ZEIGEN 24 FÜHRENDE GEISTER DEN AUSWEG AUS DIESER KRISE
JEDER WIRD IN DIESEM WERK AUF DEN TIEFEN SINN SEINER PERSÖNLICHEN FRAGE DIE ANTWORT UND EINEN RAT FINDEN

MITARBEITER: GRAF KEYSERLING (HERAUSGEBER UND MITARBEITER) • THOMAS MANN • RICARDA HUCH • JACOB WASSERMANN • HAVELOCK ELLIS • RABINDRANATH TAGORE • FÜRSTIN LICHNOWSKY • A.W. NIEUWENHUIS • LEO FROBENIUS • ERNST KRETSCHMER • BARONIN LEONIE UNGERN-STERNBERG • RICHARD WILHELM • BEATRICE HINKLE • HANS VON HATTINGBERG • MATHILDE VON KEMNITZ • GRAF THUN-HOHENSTEIN • MARTA KARLWEIS • ALPHONS MAEDER • LEO BAECK • JOSEPH BERNHART • PAUL ERNST • ALFRED ADLER • C.G. JUNG • PAUL DAHLKE

PREIS: KALBLEINEN: 12.⁵⁰ GANZLEINEN: 15.⁰⁰ HALBLEDER: 20.⁰⁰

NIELS KAMPFMAN VERLAG CELLE

Design so that the eye is lead from one word (or group of words) to the next

“

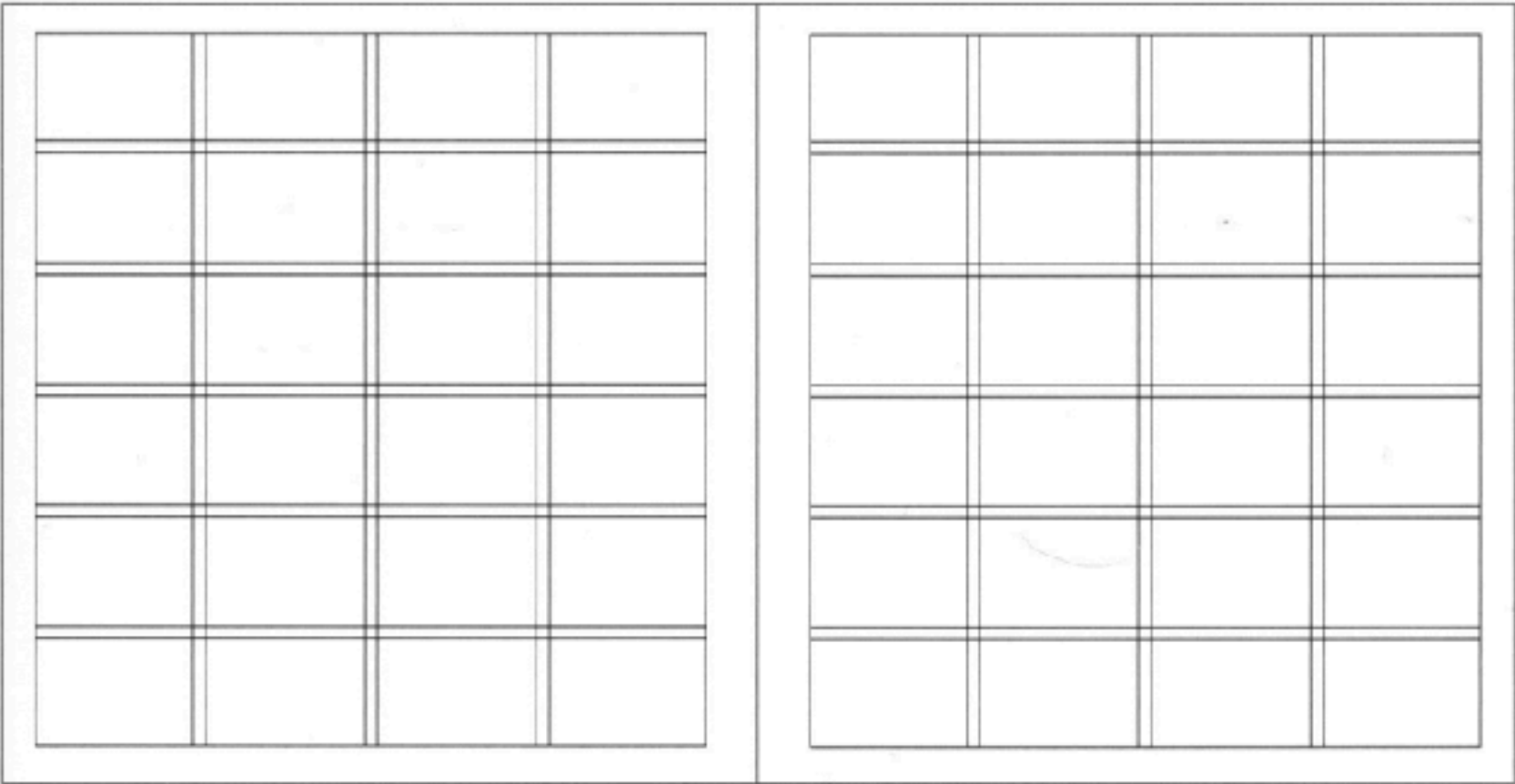
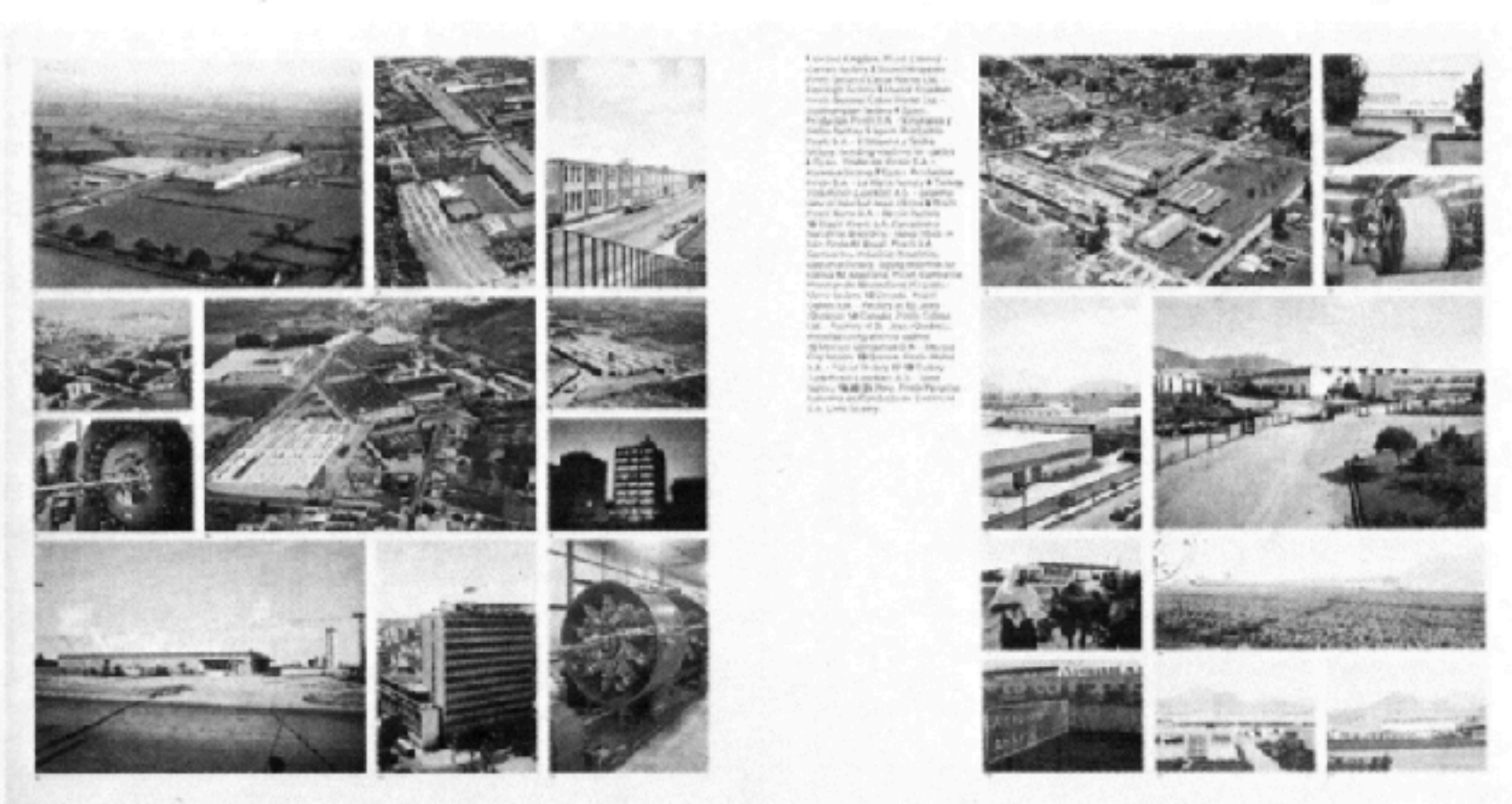
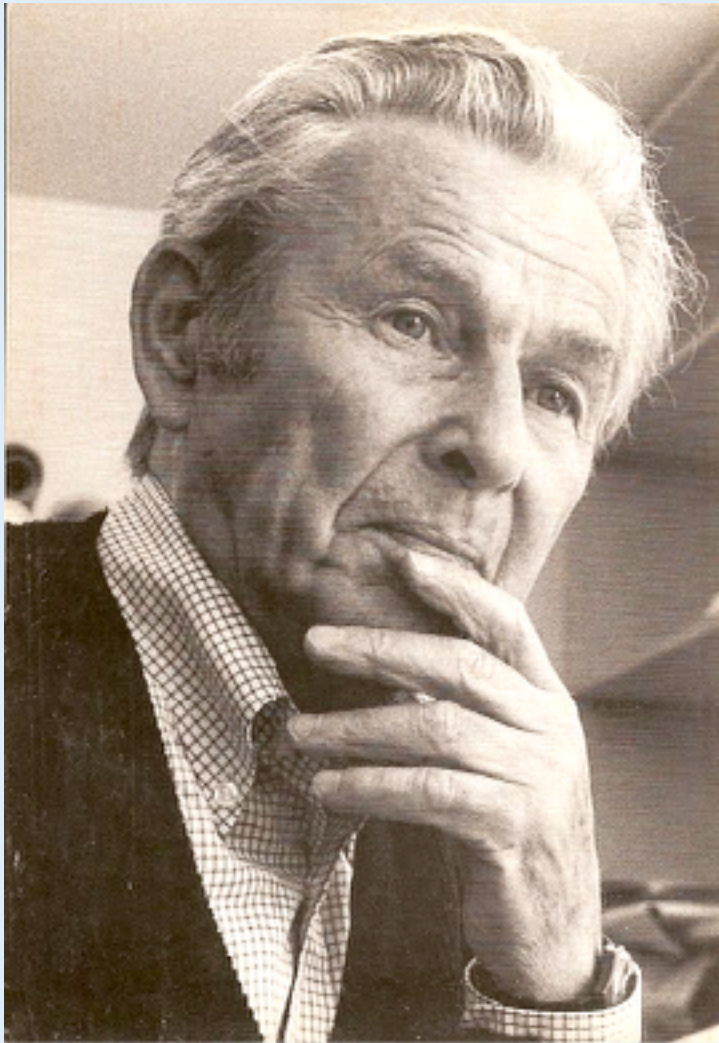
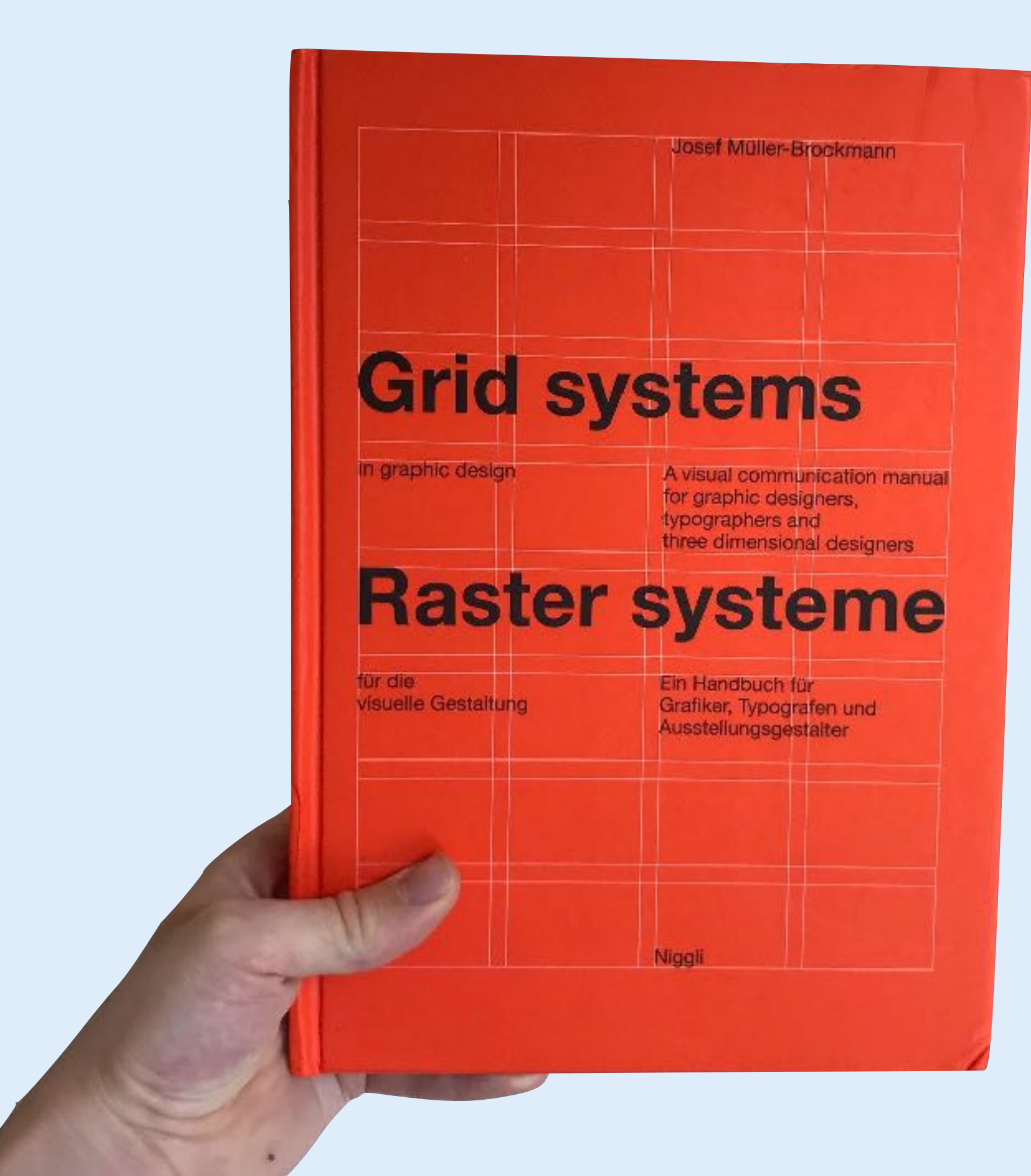
If we think clearly and approach each task with a fresh and determined mind, a good solution will usually result.

— Jan Tschichold

In: *The New Typography*, 69.

Raster systeme für die visuele Gestaltung

Josef Müller-Brockmann, 1981



functional

logical

Why grids?

more aesthetically pleasing

“

***The grid makes it easier to give the
surface or space a rational organization.***

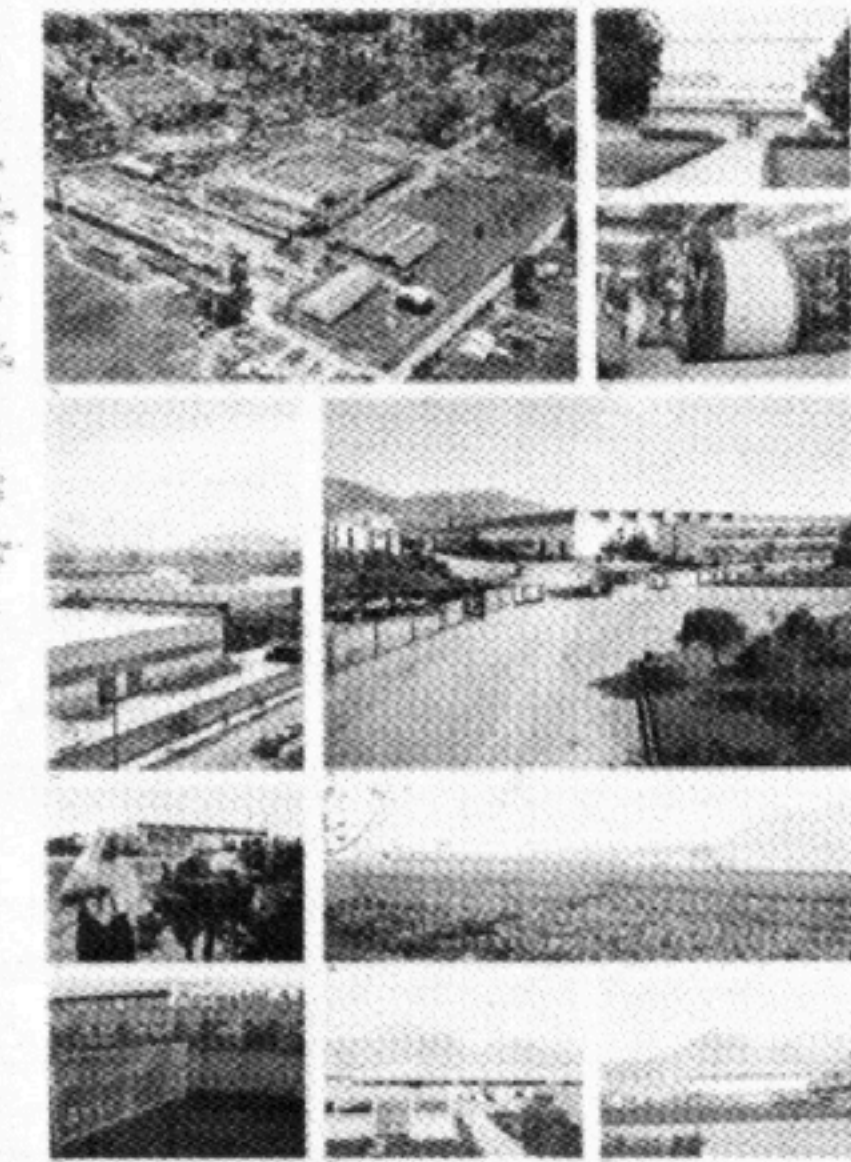
— Joseph Müller-Brockmann

In: *Grid systems 11.*

“Grid fields”

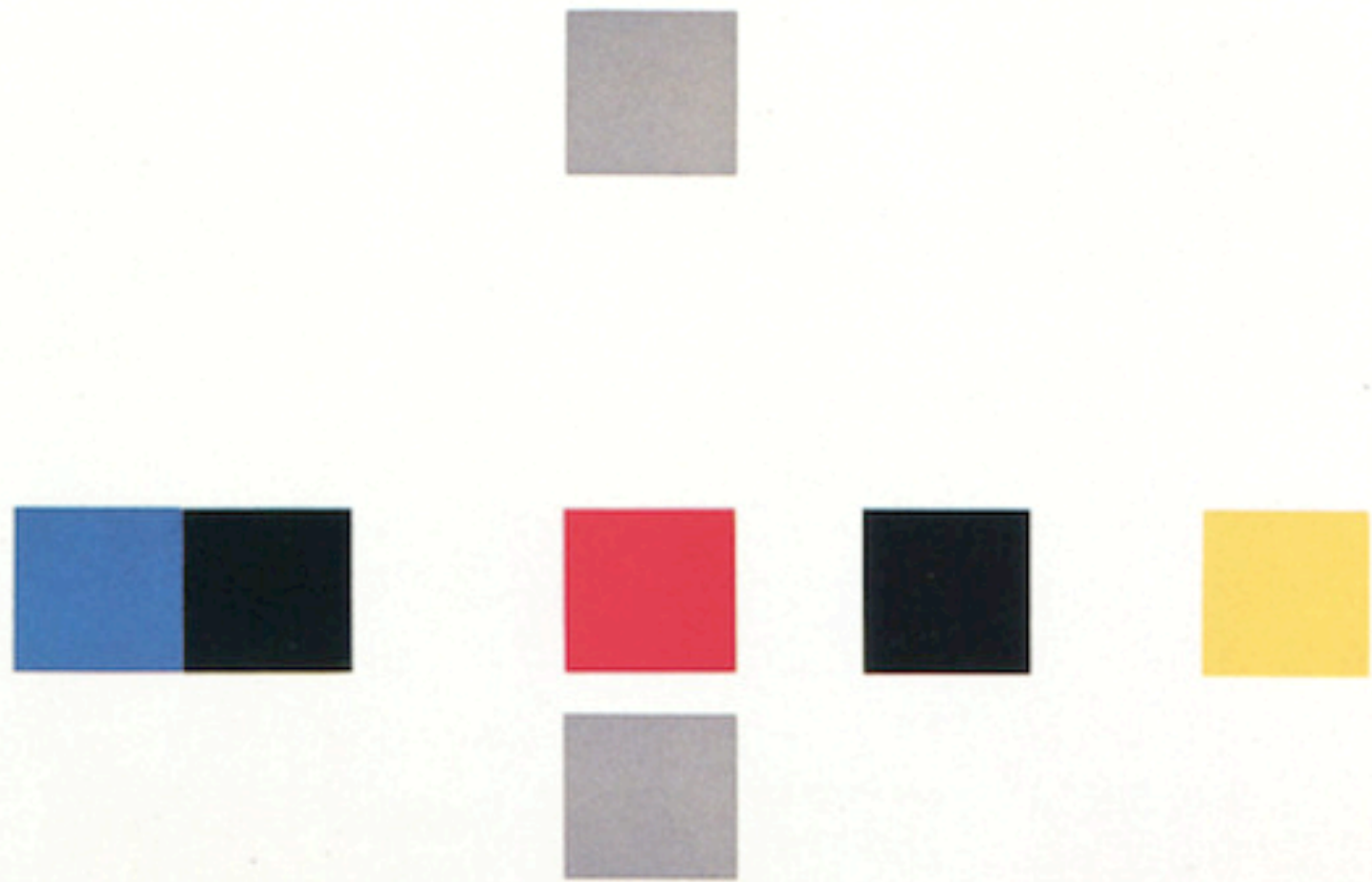


1. *Alvin Karpis, Charles Frazier, Edward Bremer, and John Dillinger* were the most famous members of the "Public Enemy" gang.
 2. *Alvin Karpis* was the leader of the gang.
 3. *Charles Frazier* was the gang's "brains" and was responsible for the planning of the gang's activities.
 4. *Edward Bremer* was the gang's "banker" and was responsible for the gang's financial affairs.
 5. *John Dillinger* was the gang's "gunner" and was responsible for the gang's violent activities.
 6. The gang was active from 1933 to 1936.
 7. The gang was responsible for the deaths of several people.
 8. The gang was responsible for the loss of millions of dollars.
 9. The gang was responsible for the destruction of property.
 10. The gang was responsible for the disruption of the economy.
 11. The gang was responsible for the disruption of the social order.
 12. The gang was responsible for the disruption of the political system.
 13. The gang was responsible for the disruption of the cultural life.
 14. The gang was responsible for the disruption of the religious life.
 15. The gang was responsible for the disruption of the family life.
 16. The gang was responsible for the disruption of the community life.
 17. The gang was responsible for the disruption of the national life.
 18. The gang was responsible for the disruption of the world life.
 19. The gang was responsible for the disruption of the universe.
 20. The gang was responsible for the disruption of everything.

[illegible]

Just as every problem is novel and different from others,
so the grid must be conceived afresh every time so as
to meet requirements. This means that the designer
must approach each new problem with an open mind
and must seek to solve it by analysing it objectively.

musica viva



matthias hauer
werner speth
karlheinz stockhausen
jacques wildberger
igor strawinsky

kleiner tonhallsaal donnerstag, 19. november 1959, 20.15 uhr
kammermusikabend der tonhalle-gesell-
schaft, 1. konzert im zyklus 'musica viva'
tonhalle-quartett, zürcher bläser-quintett
adolf neumeier, schlagzeug
rudolf am bach, klavier
matthias hauer zwölfstonspiel für streichquartett (1954)
uraufführung
werner speth quintett für bläser (1957) uraufführung
kh. stockhausen zyklus für einen schlagzeuger (1959)
jacques wildberger quartett für flöte, klarinette, violine und
violoncello (1951)
igor strawinsky septett für klarinette, horn, fagott, klavier,
violine, viola, violoncello (1953)
karten zu fr. 3.30 bis 7.70
tonhallekasse, hug, jecklin, kuoni,
depositenkasse kreditanstalt oerlikon

Sizing grid areas with mathematical proportions



Sizing grid areas with mathematical proportions



NEU ALphabet

Une
possibilité
pour
les
nou
développeur

Une
nouvelle
pour
le
nouveau
développeur

Une
possibilité
pour
le
développeur
nouveau

Une
possibilité
pour
le
nouveau
développeur

an
Introduction
par
a
programmed
typography

abcdefghijklmnopqrstuvwxyz
ijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

dagelijks geopend
van 10-17 uur
zondag
van 13-17 uur
dinsdag - en
donderdagavond
van 20-22 uur

kunstenaars uit

brabant

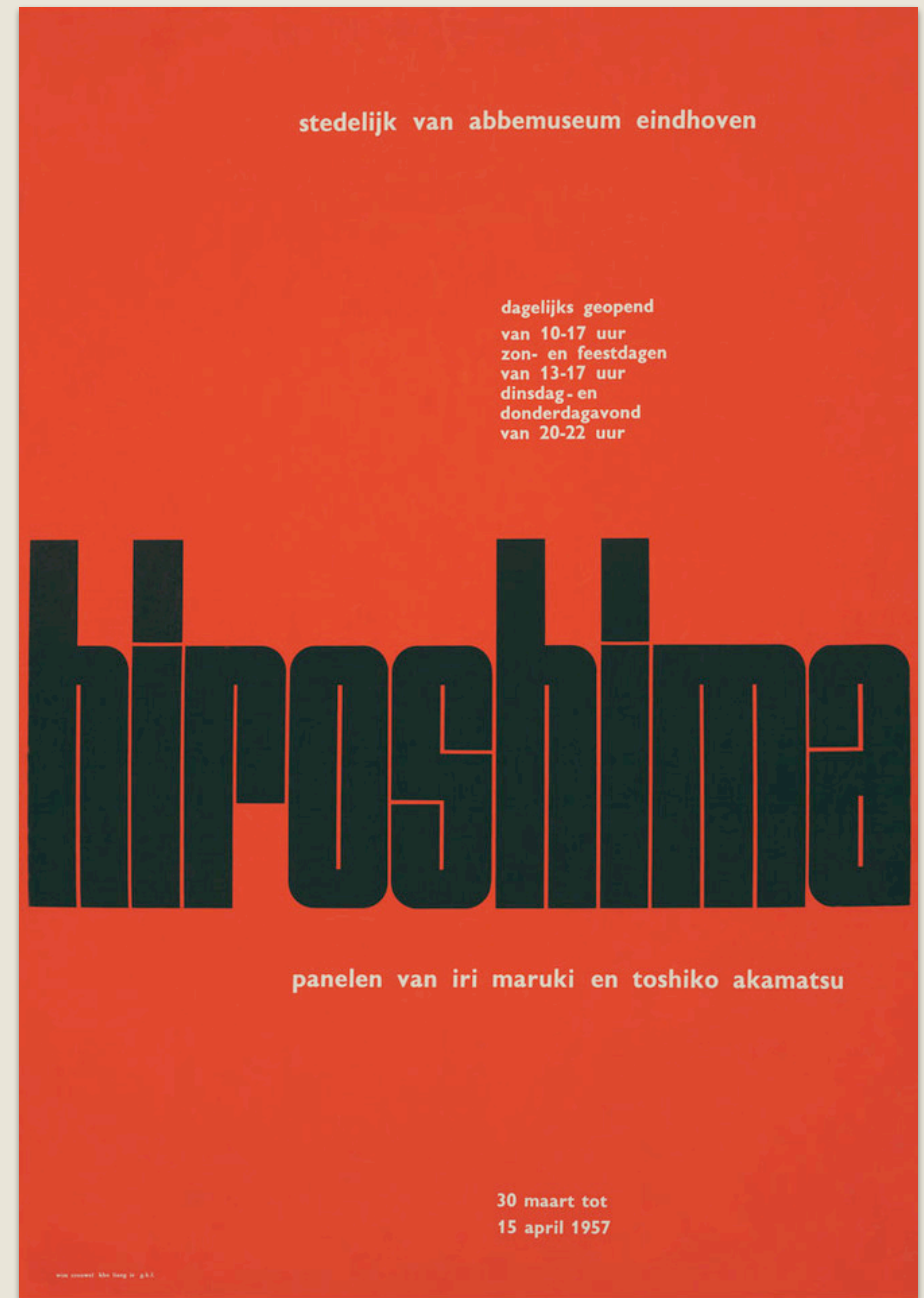
1 november t/m
1 december 1957

stedelijk van abbemuseum eindhoven

beeldje voor beeldje

een tentoonstelling over nederlandse animatiefilms





RUDE

Tekst
Mischa Cohen
Fotografie
Gilleam Trapenberg
Kopletter
Wim Crouwel

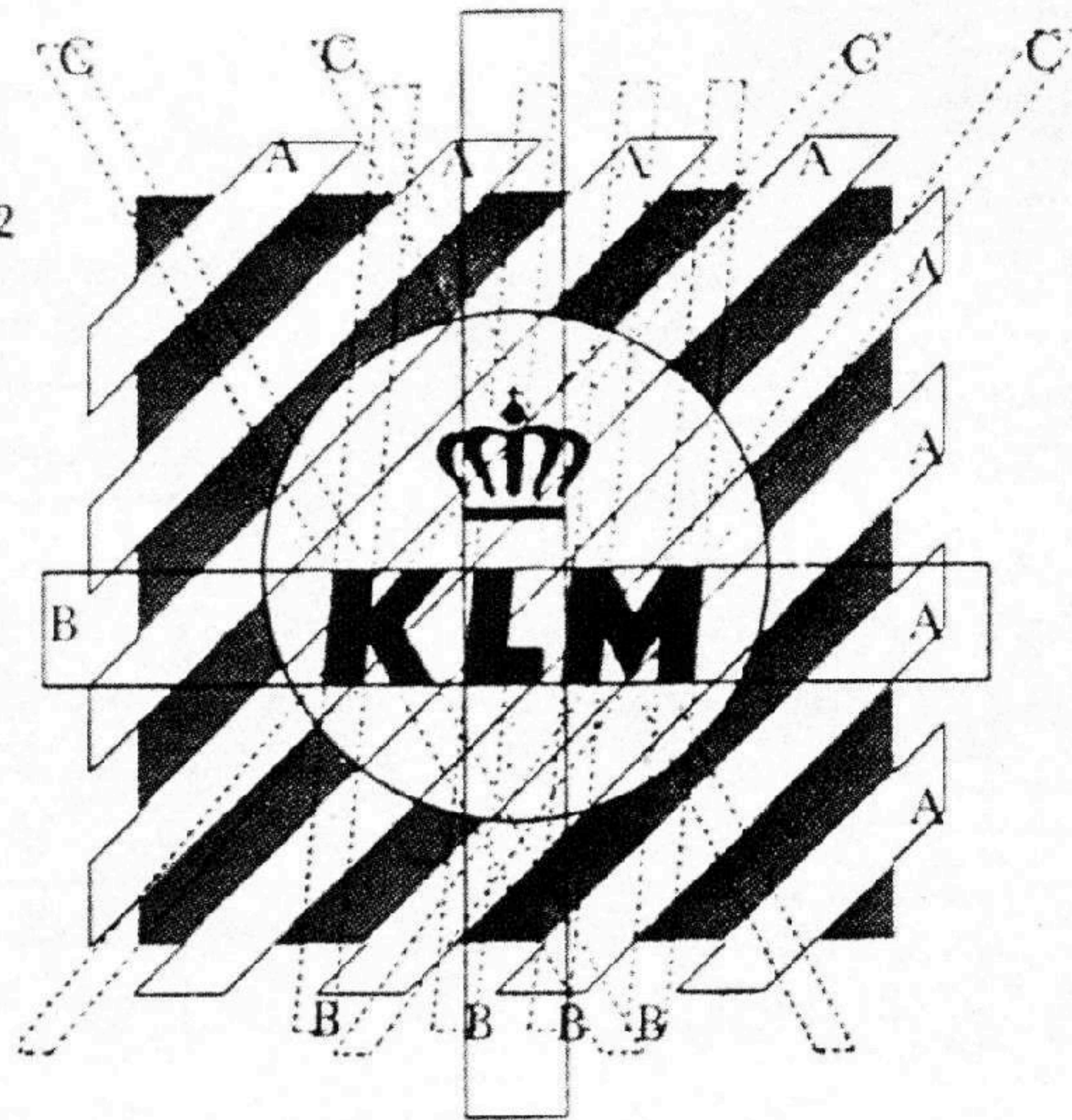


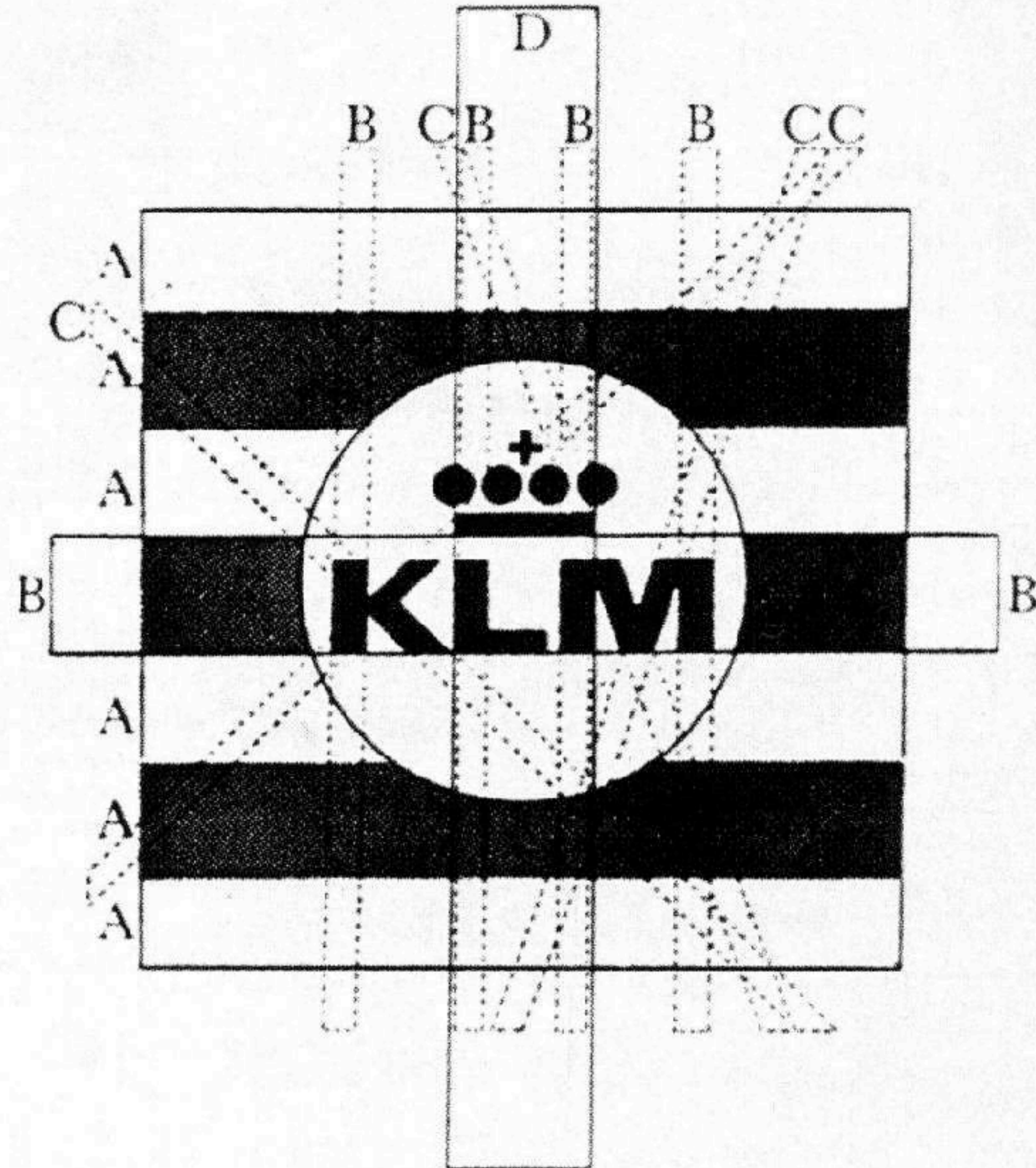
Corporate identities / 'house styles'

Design *systems* 1.0









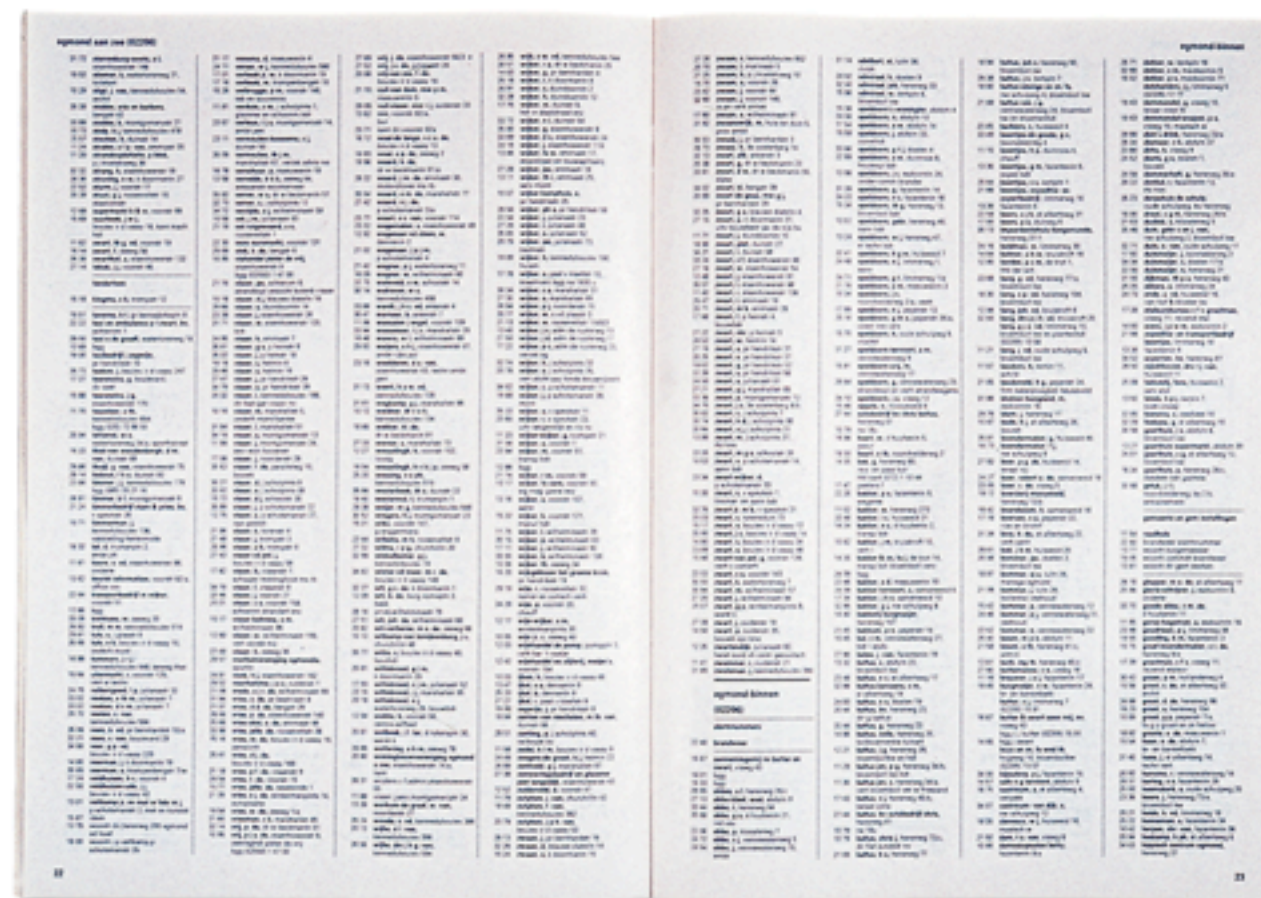
1964



1968



1971



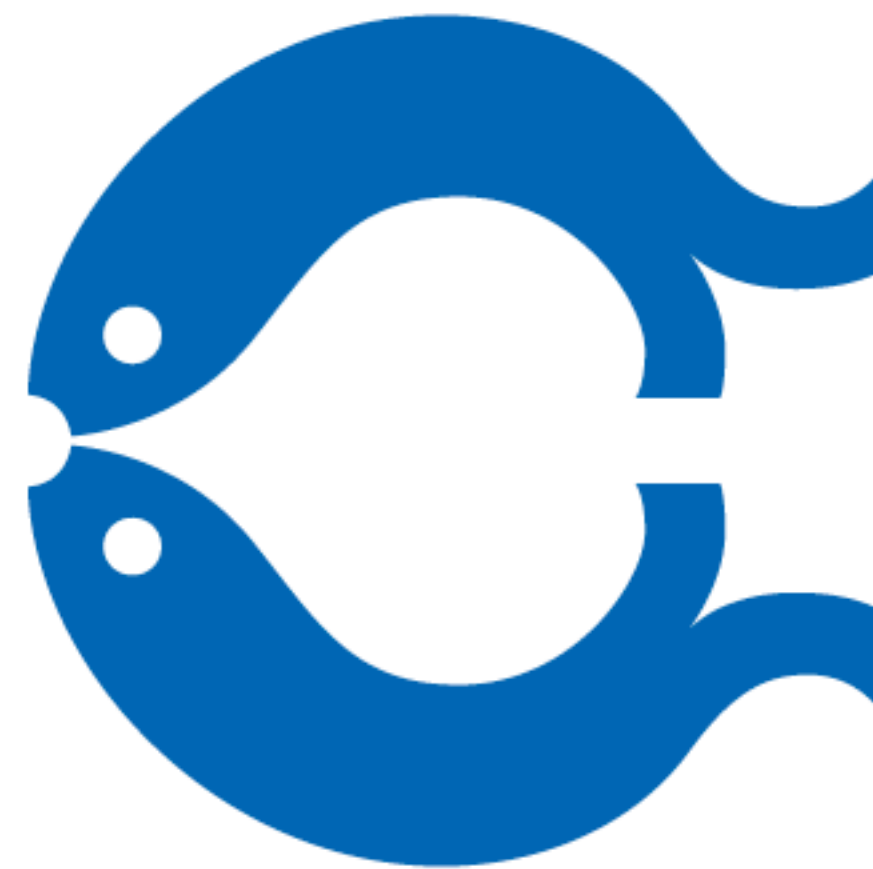
1965



1976



1980





**Standardisation of paper
sizes, colours, etc...**

Grids aided (automated) processing of forms

grids

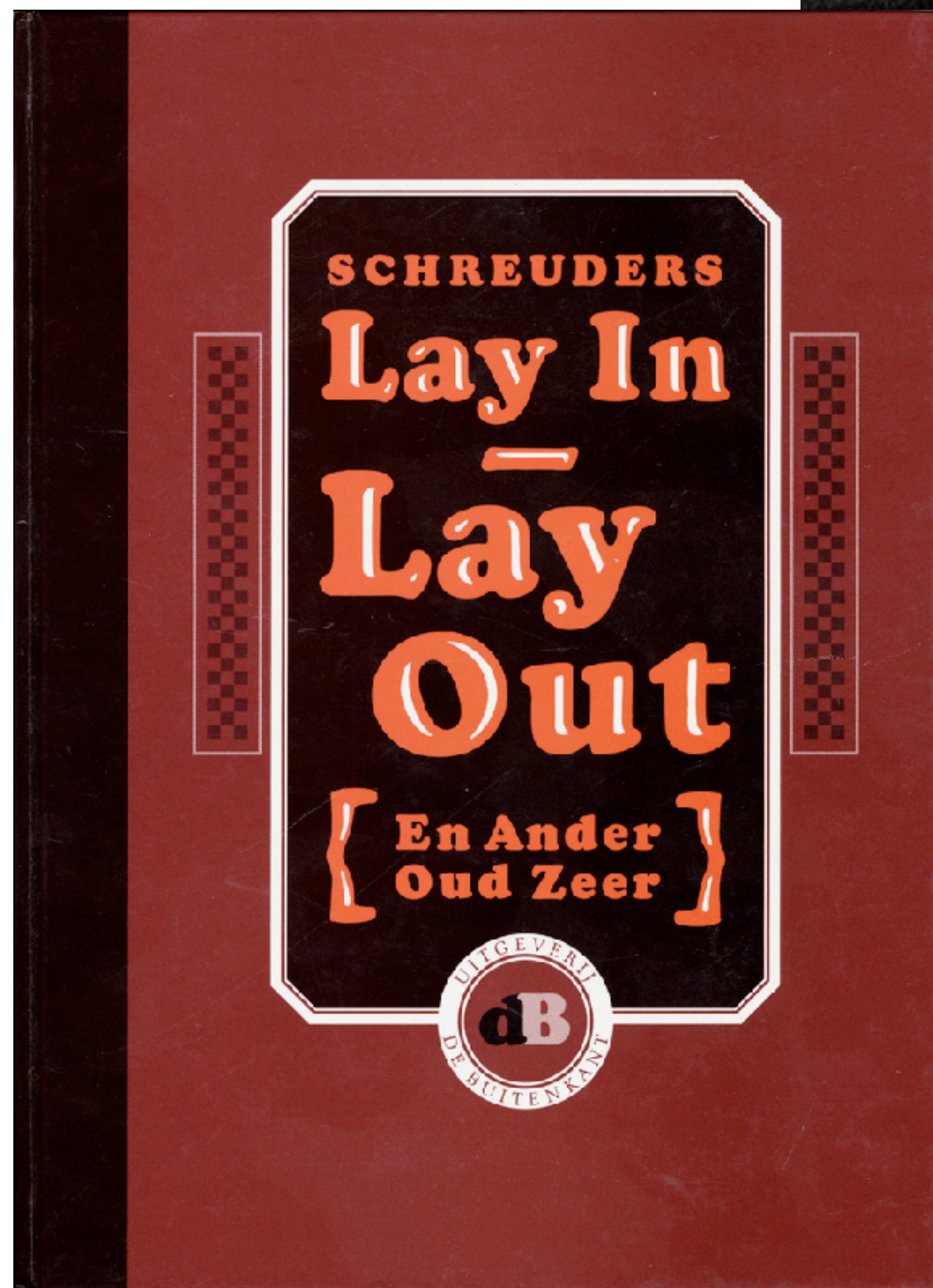
neutral typefaces

Modernist graphic design revolution

**mathematical
proportions**

function over form

**Not everybody
was a fan**



“

Apparently Crouwel delivers some of his designs by phone.

— Piet Schreuders

In: Piet Schreuders, *Lay in, lay out.*

“

Swiss typography looks so neat, tidy and sanitised that all the life has gone out of it.

— Piet Zwart

In: Frederike Huygen, *Modernism: In Print*, 89.

Too much objectivity makes for boring layouts

(We've seen this on the web)

**Let's use the good
things of modernism**

**CSS = rules for what
websites look like**

**As a front-end dev, it is
my job to abstract design
into repeatable rules**

Doing great graphic design in CSS

A New Canon

December 9th, 2012

Filed in: [personal design](#)

[five-simple-steps](#)

Comments are closed

The evolution of the grid from geometric form and canons of page construction is quite clear. In no other period of history was the grid used as a core aesthetic as was in the 1950s and 60s where it emerged – almost simultaneously – from several design schools in Europe. From then, the grid system's influence has been pervasive.

Today, the grid is viewed by many designers with equal amounts of distain and fervore. Its detractors – and there are many – claim a grid system is visual straight-jacket, designed to inhibit creativity and that using one produces dull work. Of course, I think that's rubbish; there are no bad grids, just bad designers. In the hands of a competent designer, a well-constructed, considered grid system is the frame on which the fabric of the design is hung. It should create balance, provide landmarks and visual cues. It should allow the designer to exercise just the right amount of creativity and provide immediate answers to layout problems.

Canvas In

For the past 800 years, the printed page has been constructed in pretty much the

Variable fonts

Rounded corners

box-sizing: border-box

Blend Modes

**Hyphenation
control**

HSL colors

object-fit

New layout modes: flexbox and grid

Equal heights

Style

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

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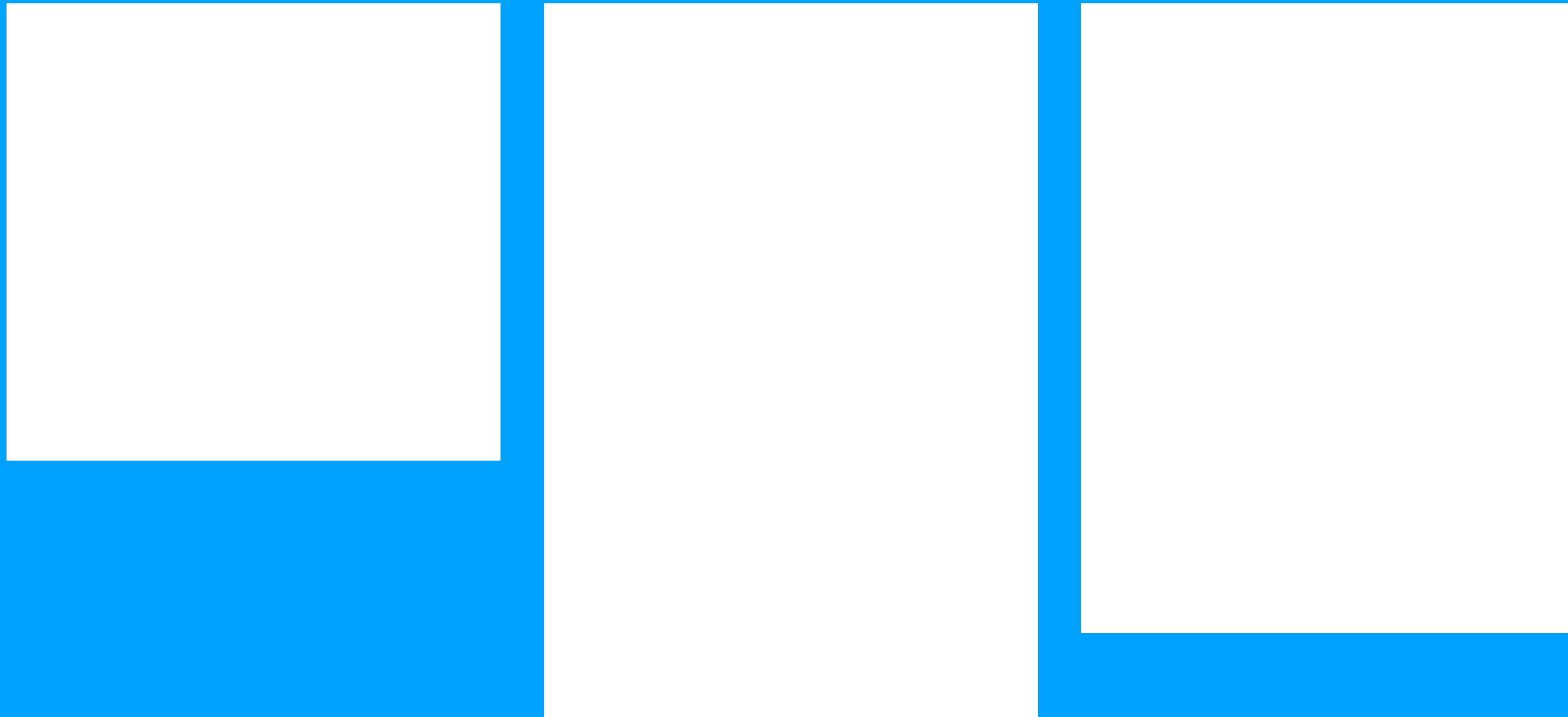
Style

Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment. Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment. Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking further the overall value proposition.

A longer heading

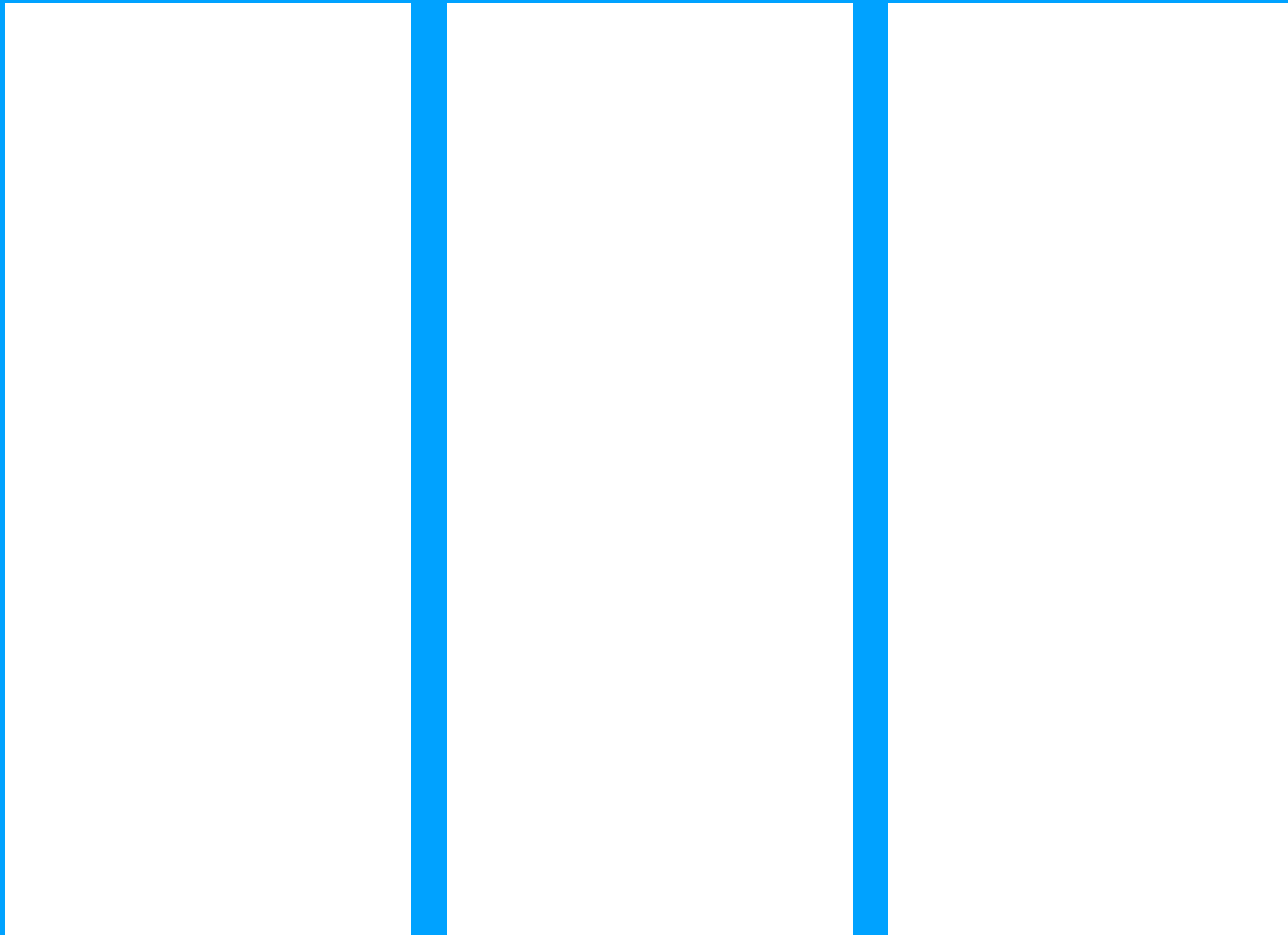
Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

Stretch as a default



```
.container {  
  display: flex;  
  
  // not default  
  align-items: flex-start;  
}
```


Stretch as a default



```
.container {  
  display: flex;  
  
  // the default  
  align-items: stretch;  
}
```

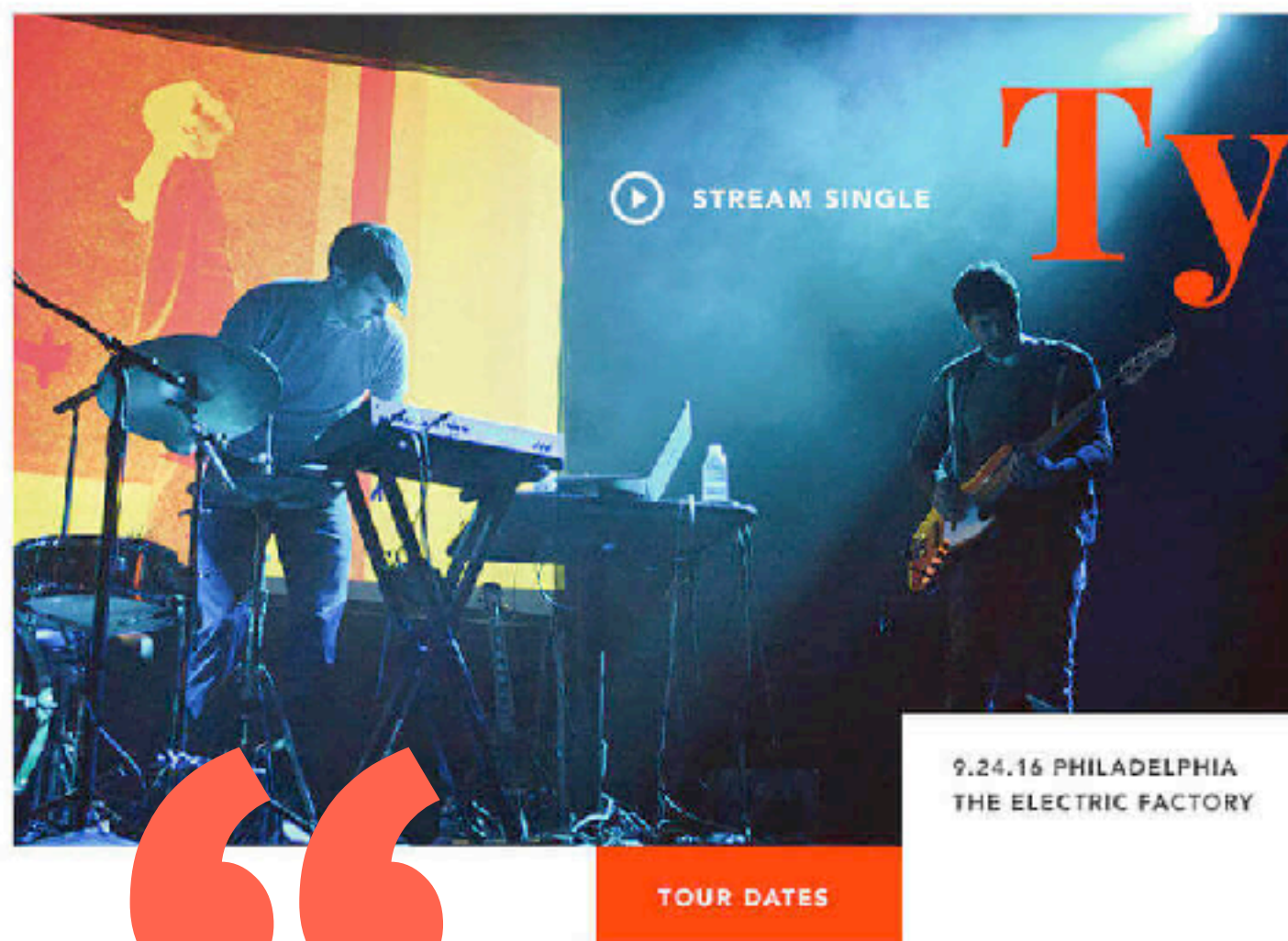

Whitespace and intentional placement

“

Pencil and paper is cheap and quick. It lets me iterate in my head how I want my tracks to behave, while helping me visualise the final effect.

— Hui Jing Chen, “How I design with CSS Grid”

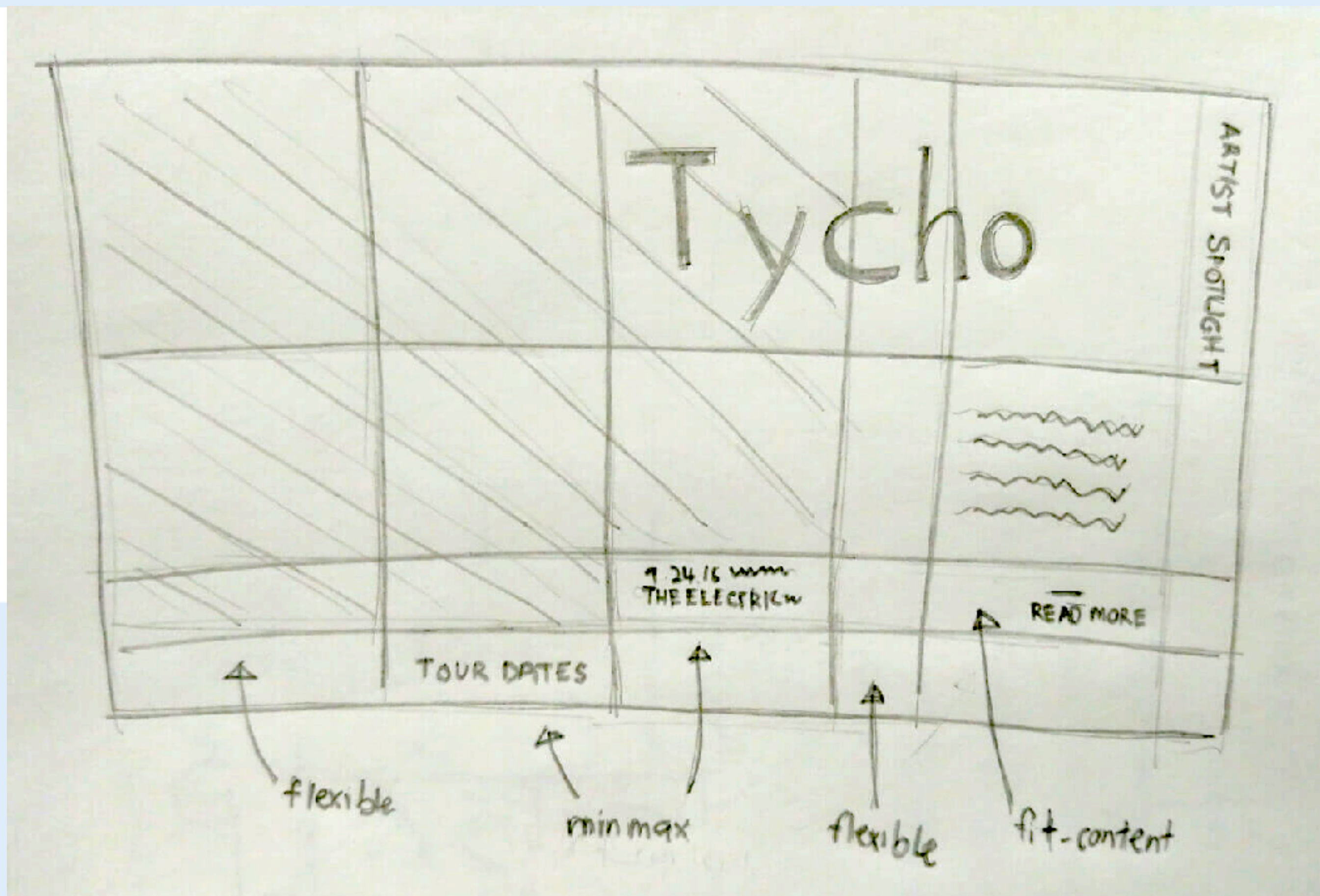
<https://www.chenhuijing.com/blog/how-i-design-with-css-grid>



ARTIST SPOTLIGHT

Earlier this year, San Francisco-bred artist and designer Tycho announced a new album on the way for 2016, but gave scant details about the project, leaving fans to speculate about just what the ambient master had in store. Fans need no longer worry, as Tycho's fifth studio album, Epoch, has arrived in grand fashion.

READ MORE



Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

Bring to the table win-win survival strategies to ensure proactive domination. At the end of the day, going forward, a new normal that has evolved from generation X is on the runway heading towards a streamlined cloud solution. User generated content in real-time will have multiple touchpoints for offshoring.

Capitalize on low hanging fruit to identify a ballpark value added activity to beta test. Override the digital divide with additional clickthroughs from DevOps. Nanotechnology immersion along the information highway will close the loop on focusing solely on the bottom line.

Podcasting operational change management inside of workflows to establish a framework. Taking seamless key performance indicators offline to maximise the long tail. Keeping your eye on the ball while performing a deep dive on the start-up mentality to derive convergence on cross-platform integration.

Collaboratively administrate empowered markets via plug-and-play networks.

--	--	--	--	--

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

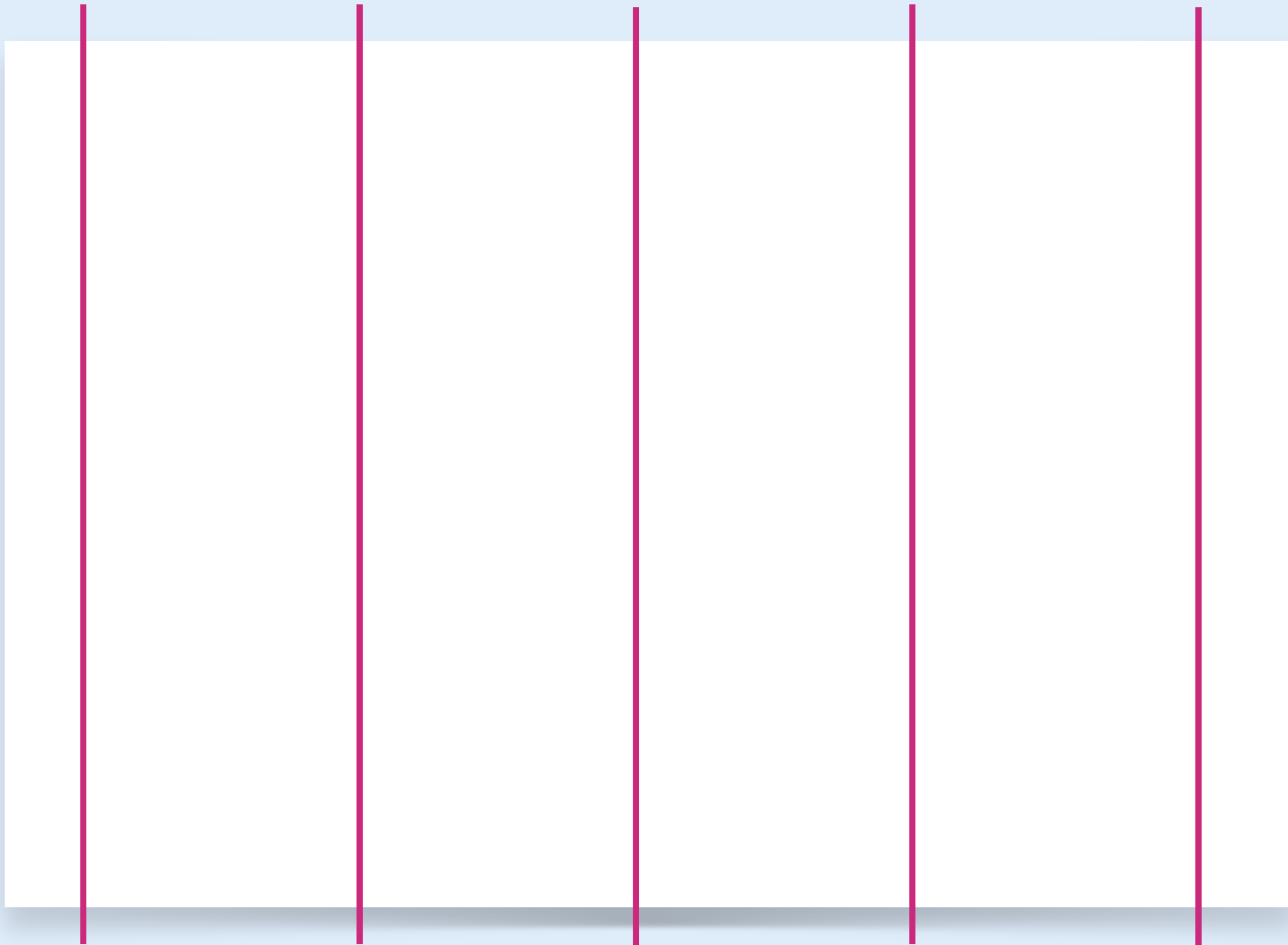
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Collaboratively administrate empowered markets via plug-and-play networks. Dynamically procrastinate B2C users after installed base benefits. Dramatically visualize customer directed convergence without revolutionary ROI.

```
<div class="container">  
    <p>(...)</p>  
    <p>(...)</p>  
    <p>(...)</p>  
    <p>(...)</p>  
</div>
```

```
.container {  
  display: grid;  
  grid-template-columns:  
    repeat( 4, 1fr );  
}
```

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

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```
<div class="container">  
  <p>(...)</p>  
  <p>(...)</p>  
  <p>(...)</p>  
  <p>(...)</p>  
</div>
```

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment

Bring to the table

```
<div class="container">  
  <div class="content">  
    <p>(...)</p>  
    <p>(...)</p>  
    <p>(...)</p>  
    <p>(...)</p>  
  </div>  
</div>
```


1

2

3

4

5

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

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```
.content {  
  grid-column: 2 / 4;  
}
```

1

2

3

4

5

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

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```
.content {  
  grid-column: 3 / 5;  
}
```


1

2

3

4

5

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```
.content {  
  grid-column: 2 / 5;  
}
```

**In Grid Layout, leaving an
area empty is as easy as
filling it with content**

**CSS Grid Layout lets us make
intentional choices about
placement and whitespace**

“

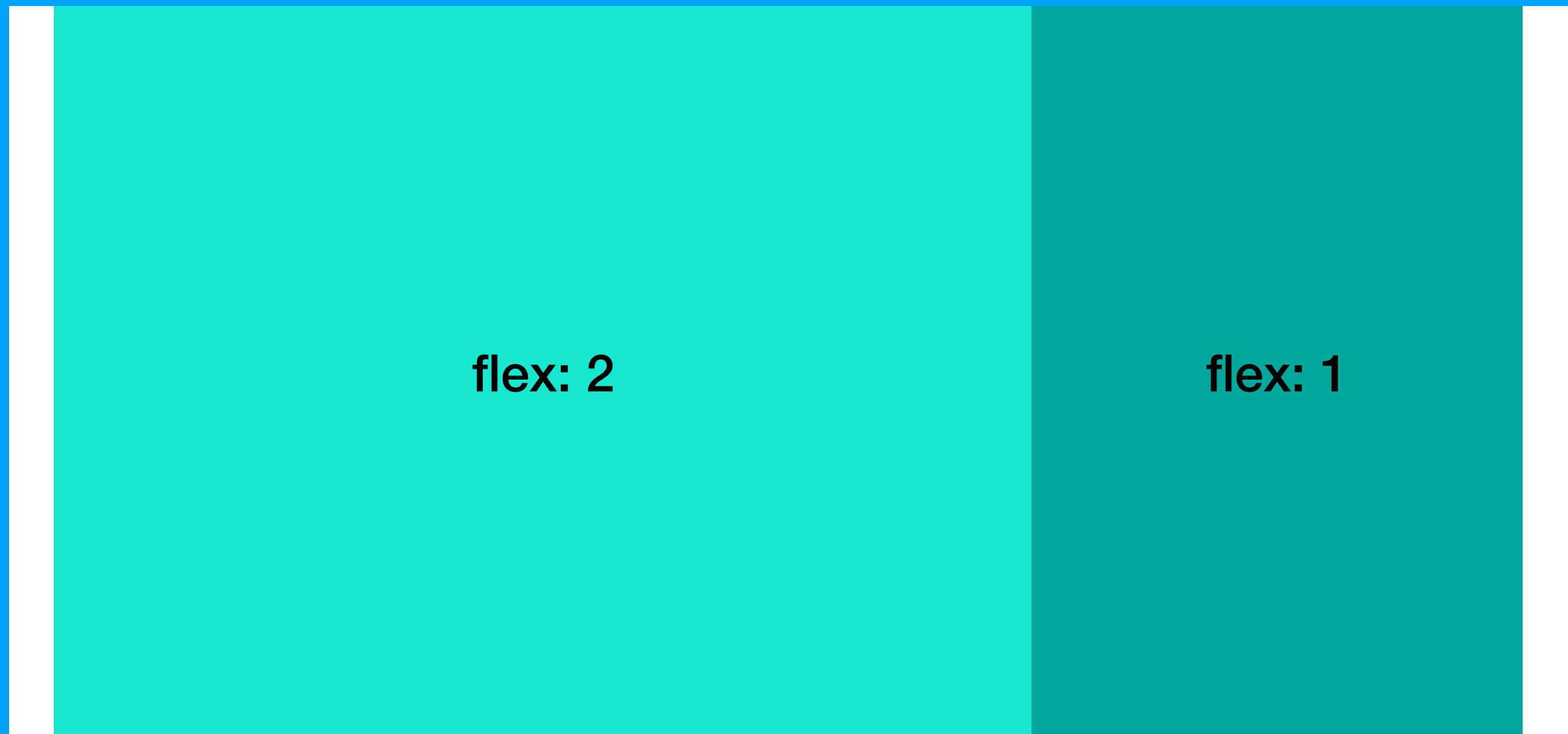
***a webpage is viewed in stages, while scrolling.
Which means that it doesn't have one single
composition. [So] it's much harder to make the
layout of a webpage look balanced, wherever you
are on a page.***

— Vasilis van Gemert, “Layout is like a sculpture”

<https://vasilis.nl/nerd/layout-on-screen-is-like-a-sculpture/>

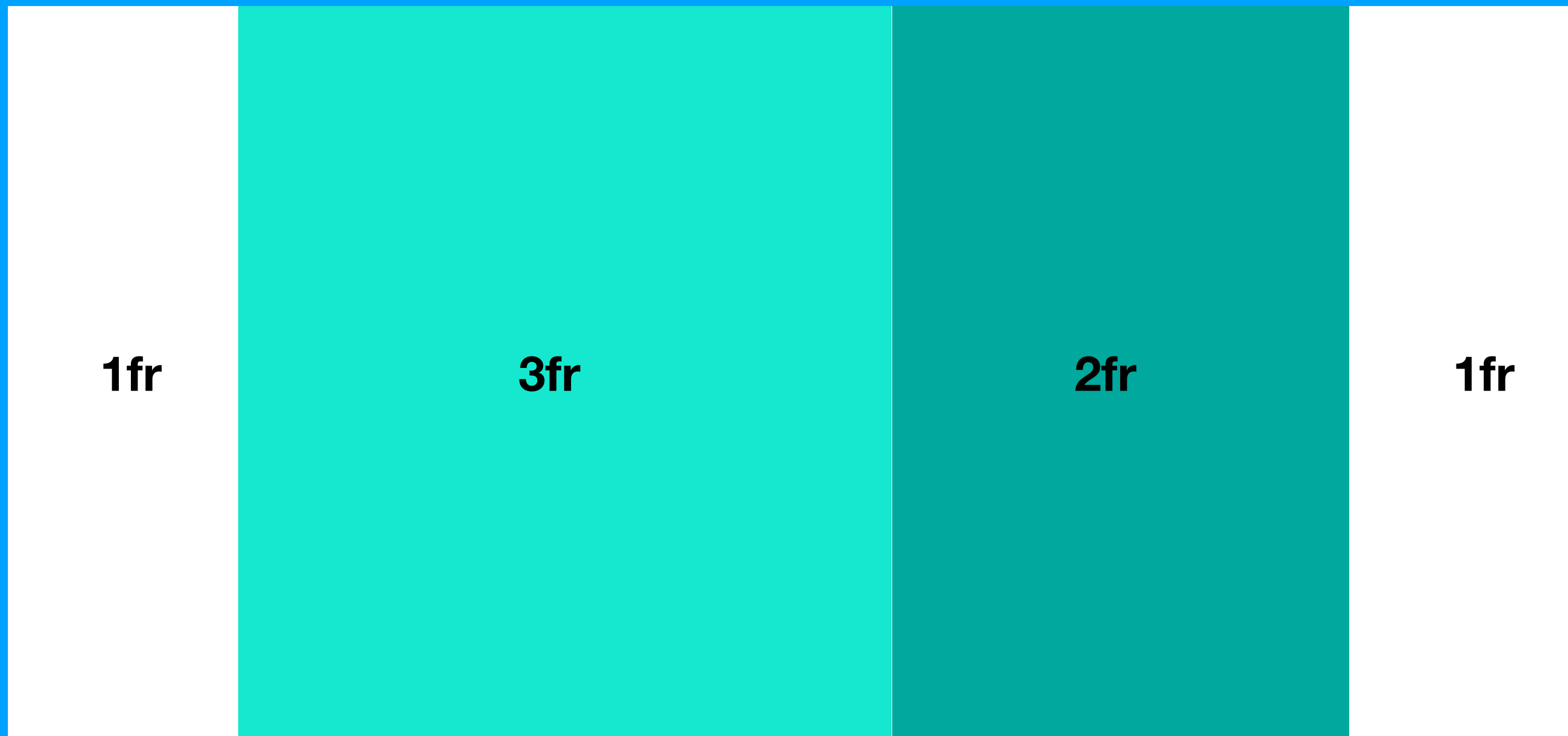
Mathematical proportions

Ratios in a whim: flexbox



```
.container {  
  display: flex;  
}  
  
#item-1 {  
  flex: 2;  
}  
  
#item-2 {  
  flex: 1;  
}
```


Ratios in a whim: grid



```
.container {  
  display: grid;  
  grid-template-columns:  
    1fr 3fr 2fr 1fr;  
}
```

Ratios in whitespace distribution

DRAFT

W3C Editor's Draft

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- 1 Introduction
- 2 Subgrids
 - 2.1 Establishing a Subgrid: Per-Axis Proposal
 - 2.2 Characteristics of a Subgrid Item
 - 2.3 Subgrid Sizing Algorithm
- 3 Aspect-ratio–controlled Gutters
- 4 Acknowledgements

Conformance

- Document conventions
- Conformance classes
- Requirements for Responsible Implementation of CSS
 - Partial Implementations
 - Implementations of Unstable and Proprietary Features
 - Implementations of CR-level Features

Index

- Terms defined by this specification
- Terms defined by reference

§ 3. Aspect-ratio–controlled Gutters

ISSUE 3 There's a desire for having row and column gaps maintain a particular aspect ratio. This is one proposal for doing so; other ideas are welcome. See discussion in [Issue 1116](#). Note this feature is likely to move to css-align-4, it is just being drafted up here while css-align-3 stabilizes.

Name:	‘align-content’ , ‘justify-content’
New values:	[<aspect-ratio> <content-distribution>?]

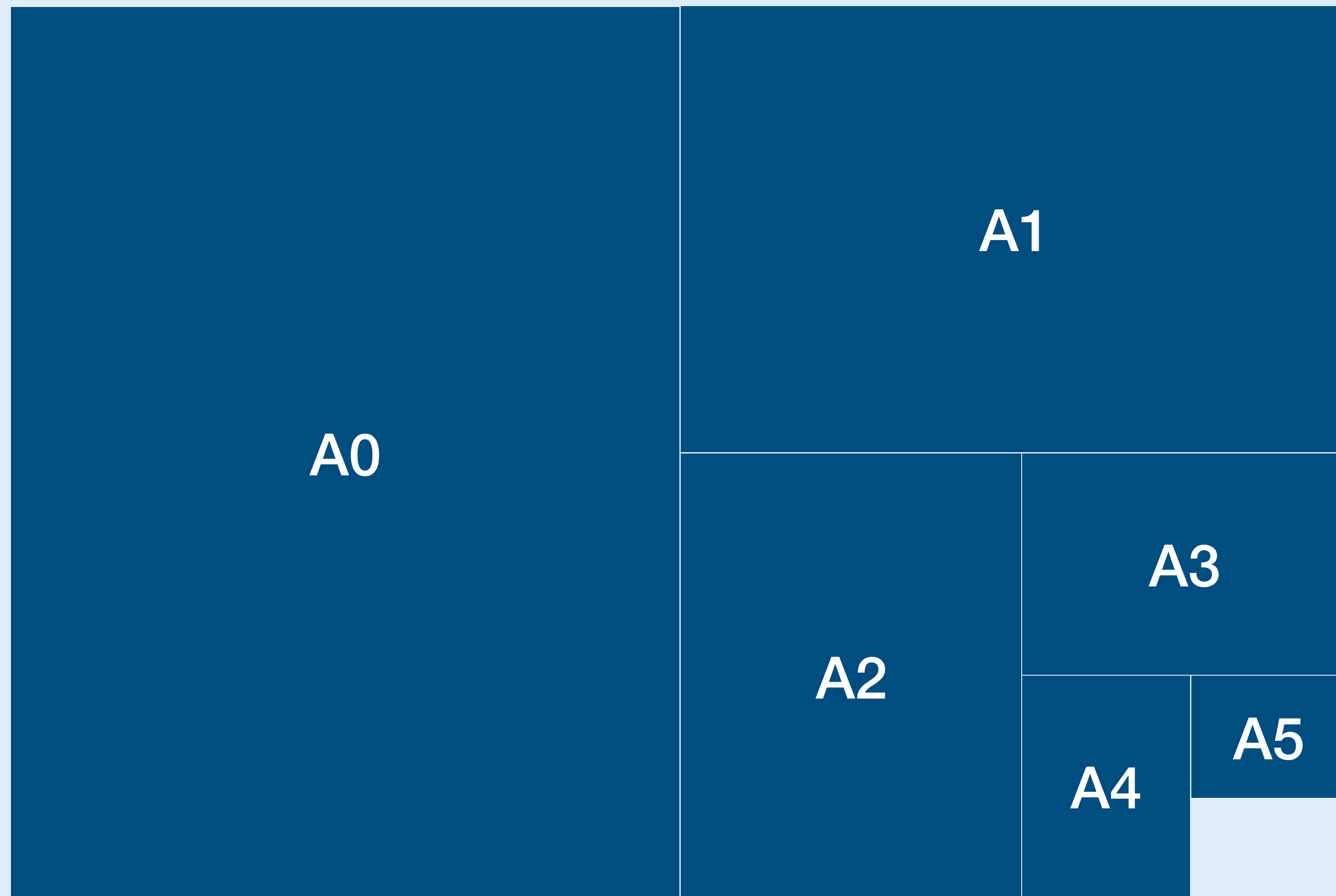
‘<aspect-ratio>’
A [dimension](#) with the unit ‘[ar](#)’, representing a multiplier against the analogous quantity in the other dimension. If that quantity cannot be determined (e.g. is itself specified as a [<aspect-ratio>](#), or otherwise can’t be referenced), then it is assumed to be zero.

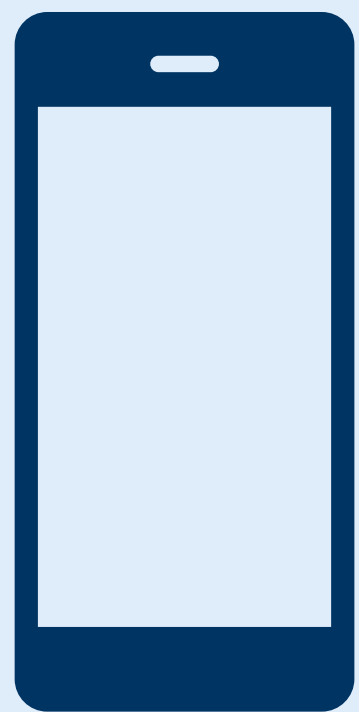
Note: This value can expand gutters even when there is no free space left, causing overflow.

Specifically, an [‘align-content’](#) value of ‘[1ar](#)’ represents the amount of space (which may be zero) allocated between two adjacent [alignment subjects](#) ([grid tracks](#) / [flex lines](#) / [column boxes](#)) by the [‘justify-content’](#) property. Unless a different [<content-distribution>](#) value is specified, space is distributed according to the same [<content-distribution>](#) rules as for [‘justify-content’](#). The behavior of [<number>](#) values for [‘justify-content’](#) is analogous.

Note: The space allocated by [‘align-content: 1ar’](#) will be zero if [‘justify-content’](#) does not allocate space.

**Proportionate to
standardised paper sizes**





Proportionate to
standardised

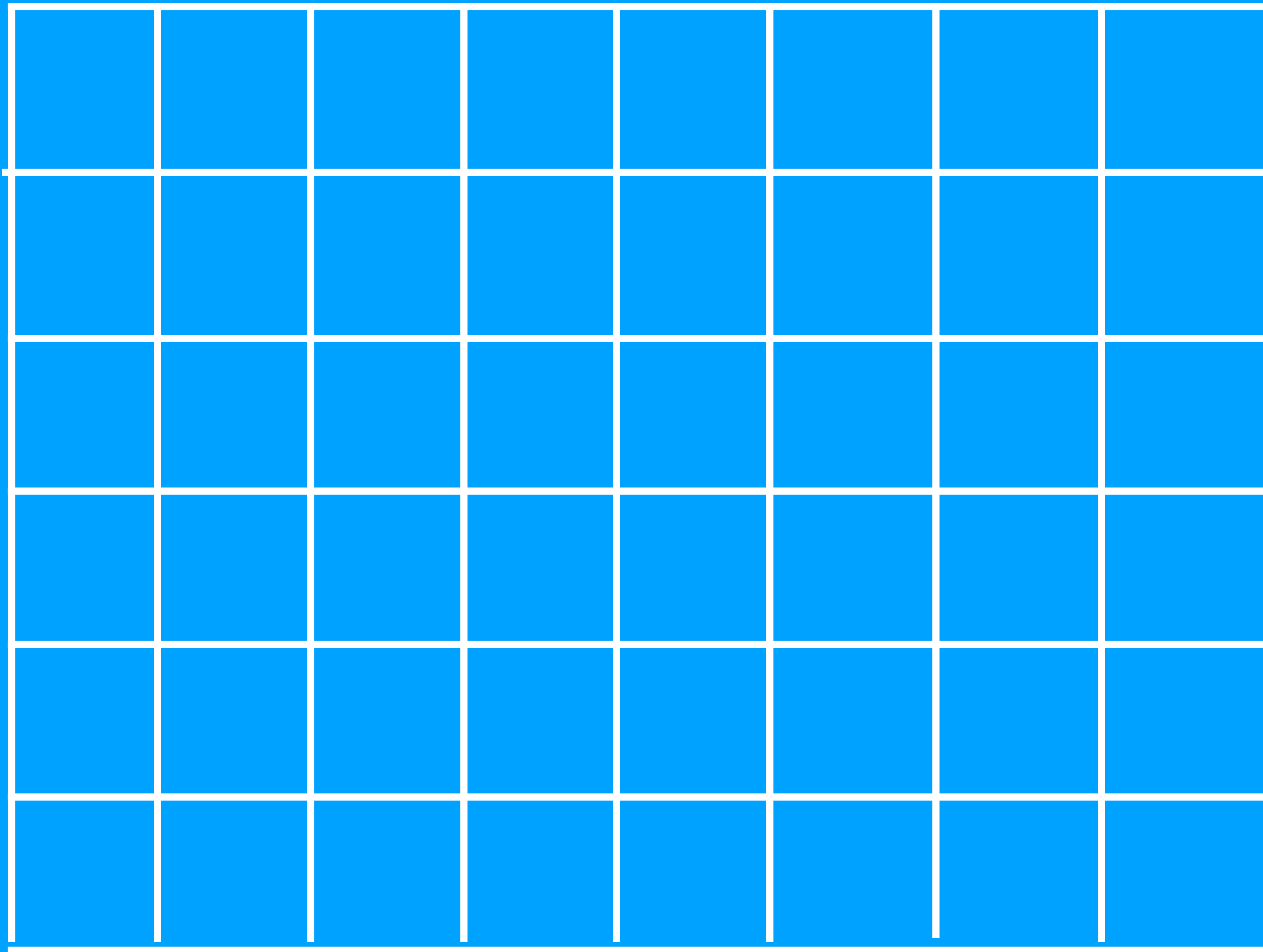
viewport

Proportionate to

s **any** d **viewport**

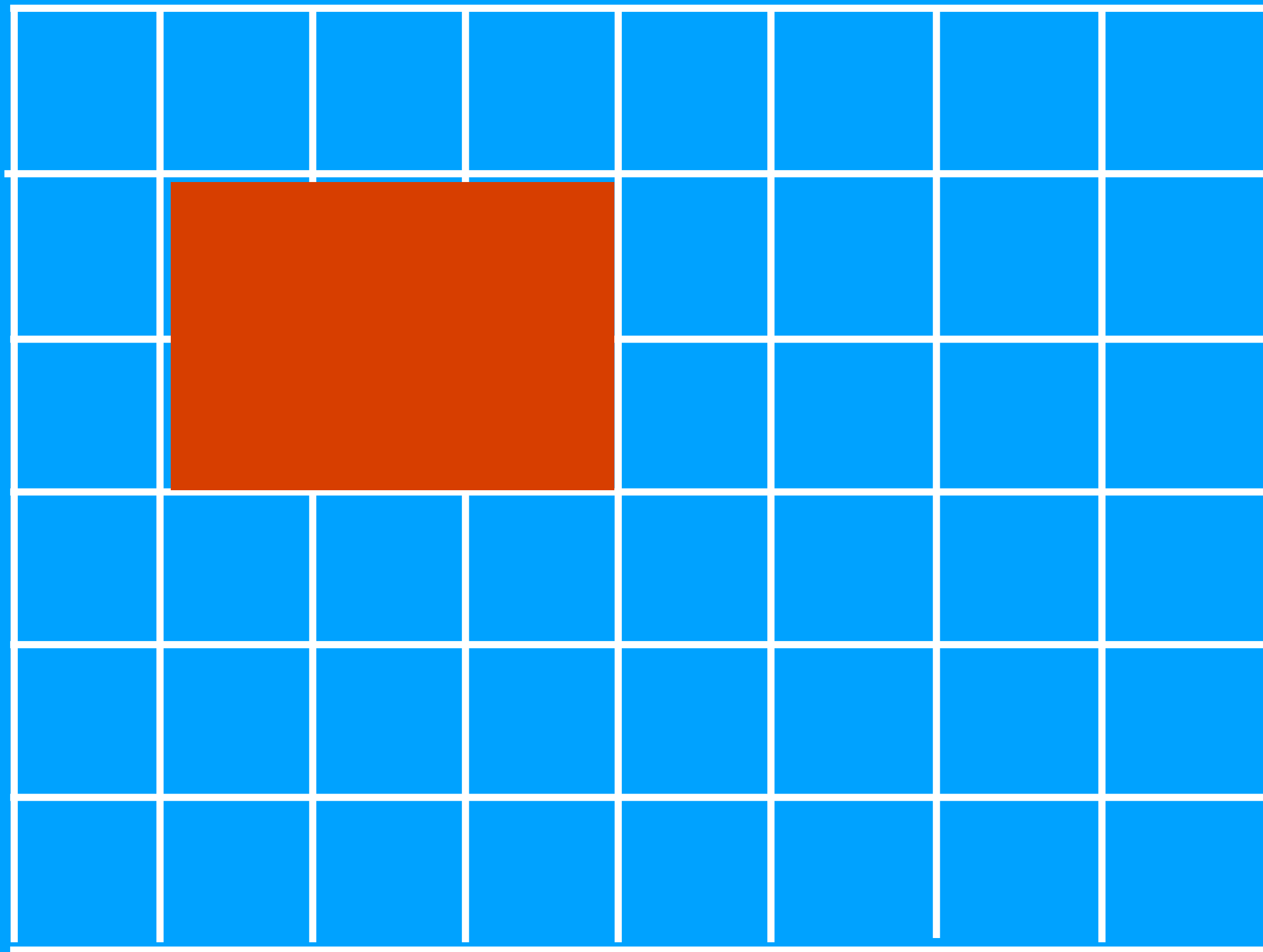
Viewport units: vw, vh

A grid with viewport units



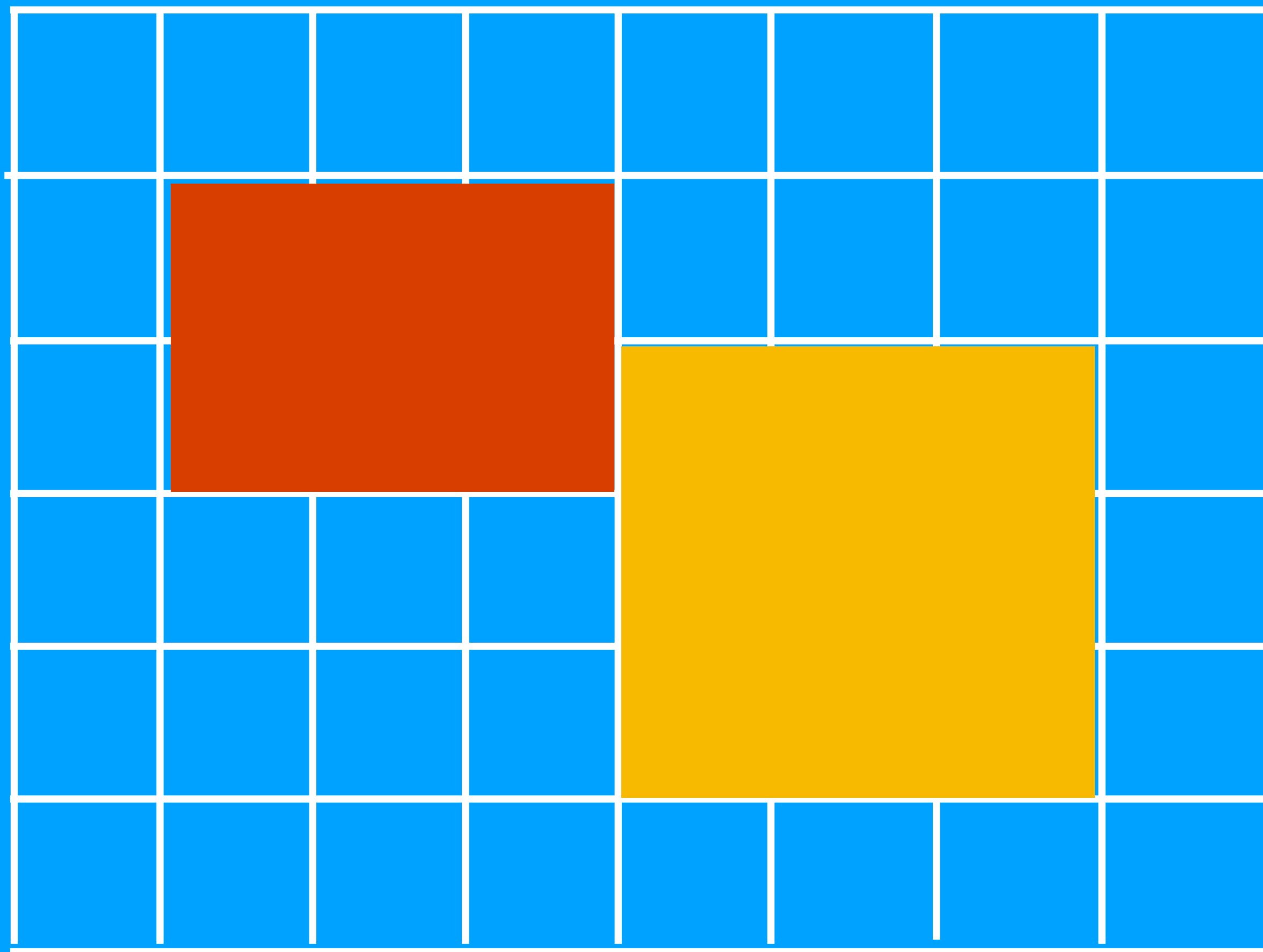
```
.container {  
  display: grid;  
  grid-template-columns:  
    repeat( 8, 12.5vw );  
  grid-template-rows:  
    repeat( 8, 12.5vw );  
}
```

A grid with viewport units



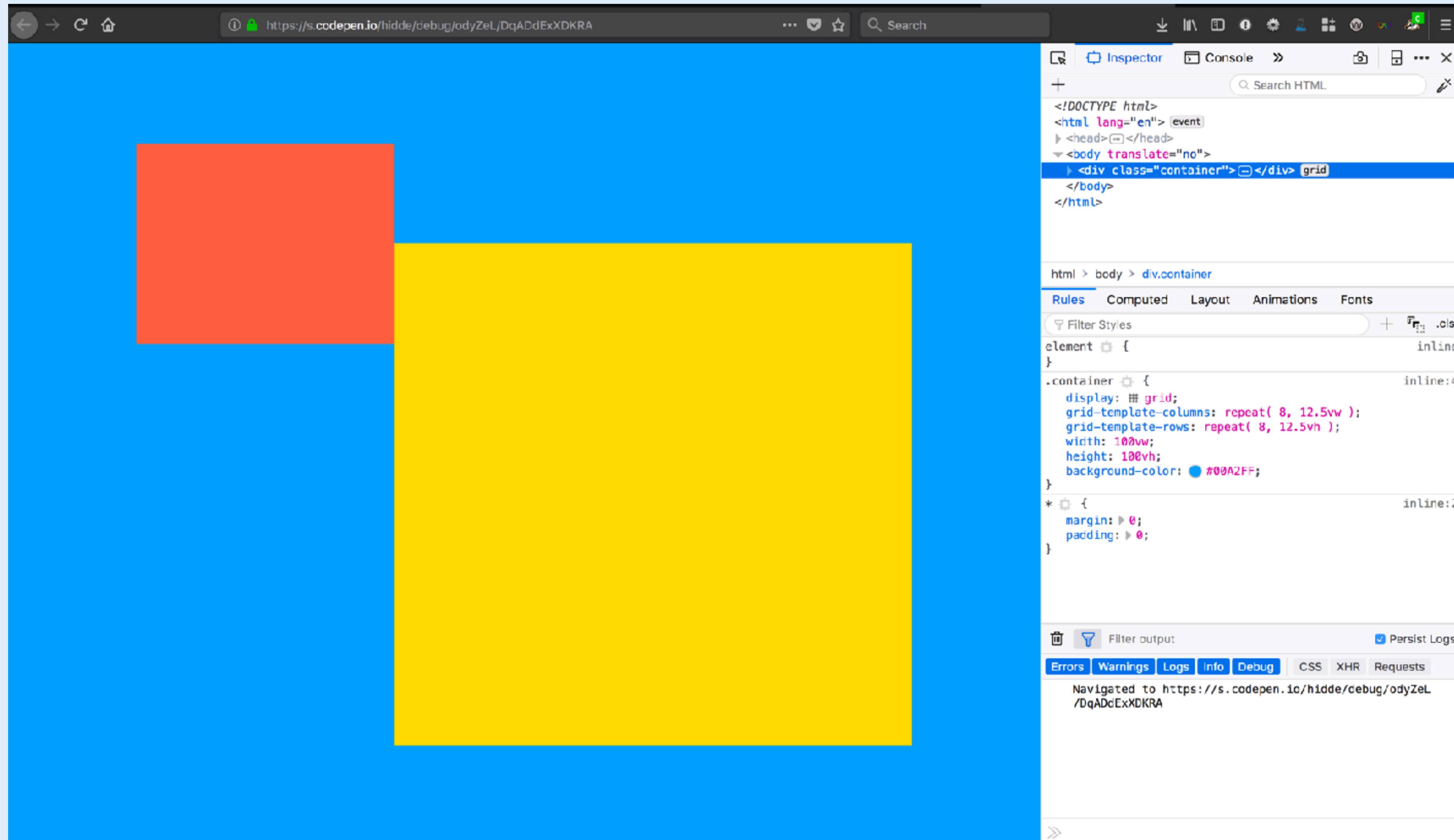
```
.tomato {  
  grid-column: 2 / 4;  
  grid-row: 2 / 4;  
  background: tomato;  
}
```


A grid with viewport units

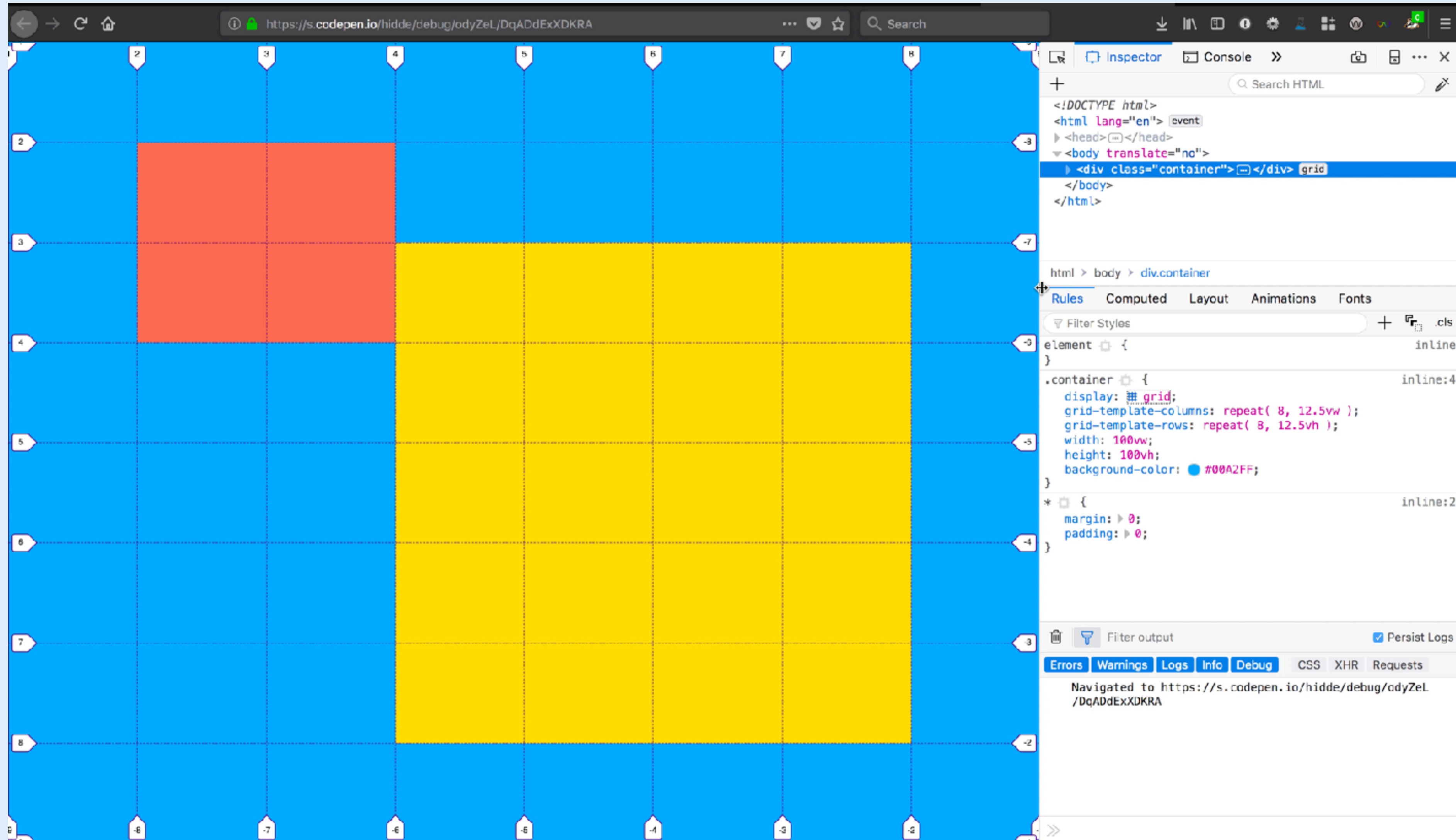


```
.gold {  
  grid-column: 4 / 8;  
  grid-row: 3 / 8;  
  background: gold;  
}
```

A grid with viewport units

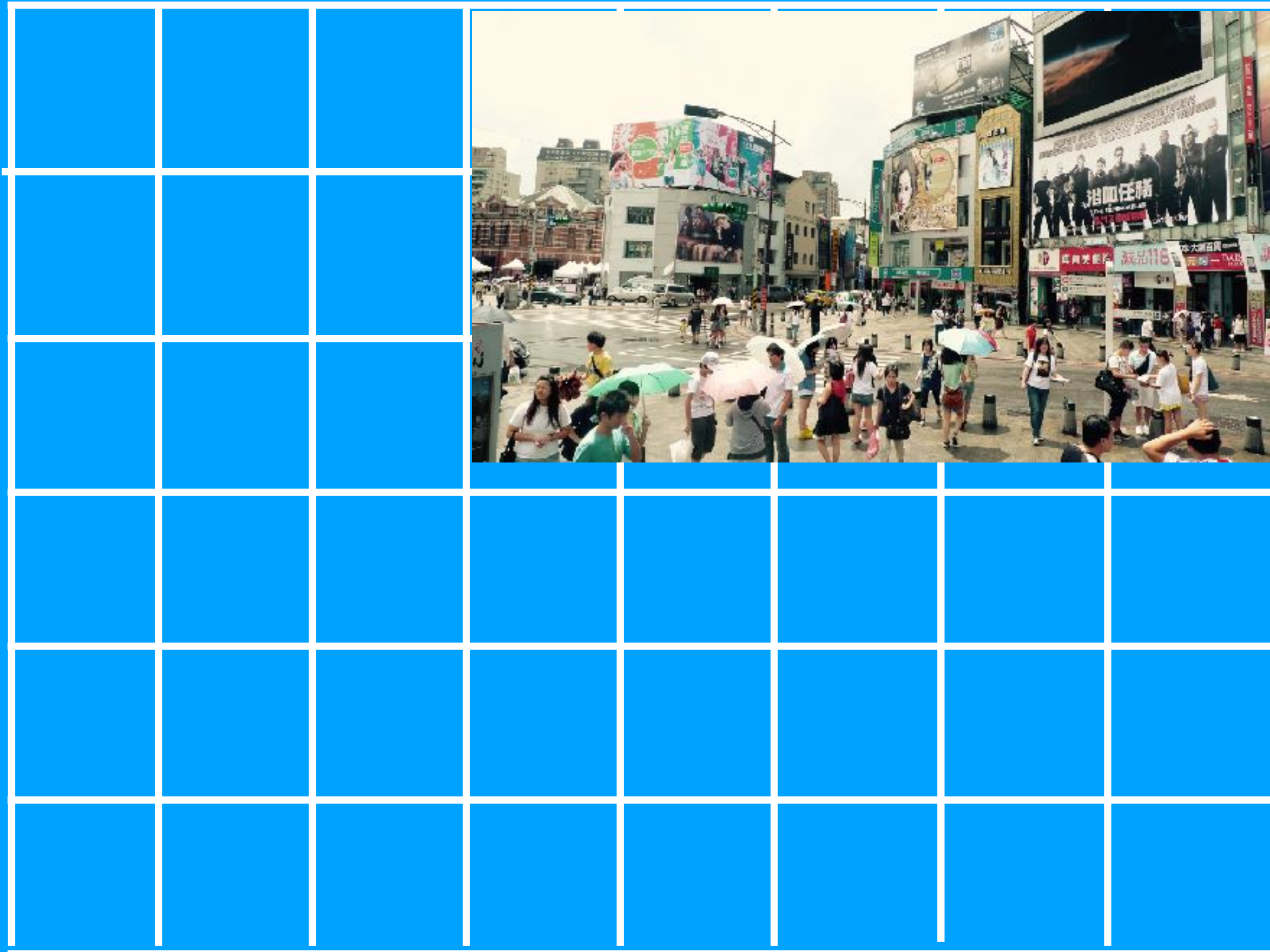


A grid with viewport units



Overlapping content

Photos in grids



```
.photo {  
  grid-column: 3 / 8;  
  grid-column: 1 / 4;  
}
```

Photos in grids

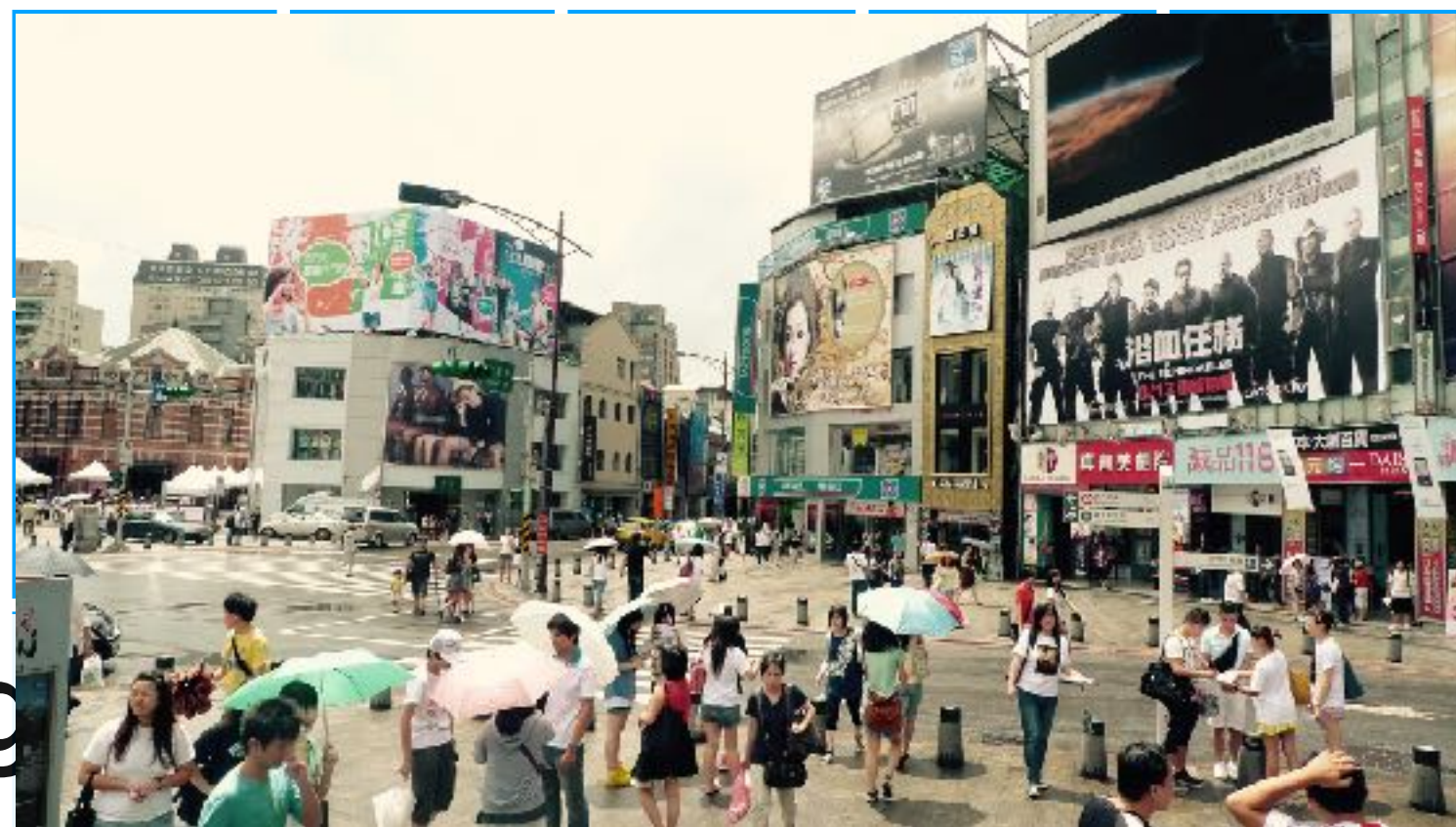


```
.photo {  
  grid-column: 3 / 8;  
  grid-column: 1 / 4;  
}
```

```
.content {  
  grid-column: 1 / 4;  
  grid-row: 3 / 8;  
}
```


Overlap and z-index

Ximending
it's busy!



Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

Bring to the table win-win survival strategies to ensure proactive domination. At the end of the day, going forward, a new normal that has evolved from generation X is on the runway heading towards a streamlined cloud solution. User generated content in real-time will have multiple touchpoints for offshoring.

Capitalize on low hanging fruit to identify a ballpark value added activity to beta test. Override the digital divide with additional clickthroughs from DevOps. Nanotechnology immersion along the information highway will close the loop on focusing solely on the bottom line.

```
.photo {  
  (...)  
  z-index: 1;  
}
```

Overlap and z-index

			
<h2>Ximending, it's busy!</h2>			
<p>Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.</p>			
<p>Bring to the table win-win survival strategies to ensure proactive domination. At the end of the day, going forward, a new normal that has evolved from generation X is on the runway heading towards a streamlined cloud solution. User generated content in real-time will have multiple touchpoints for offshoring.</p>			
<p>Capitalize on low hanging fruit to identify a ballpark value added activity to beta test. Override the digital divide with additional clickthroughs from DevOps. Nanotechnology immersion along the information highway will close the loop on focusing solely on the bottom line.</p>			

```
.content {  
  (...)  
  z-index: 1;  
}
```


**Multi-column
CSS Masking
Floats with shapes
Writing modes**

and many more

Are we READY?

**Will everything look the
same in every browser?**



A diagram consisting of two dark blue circles connected by a horizontal light blue line. The left circle contains the text 'terrible layout' and the right circle contains the text 'beautiful grid layout'.

**terrible
layout**

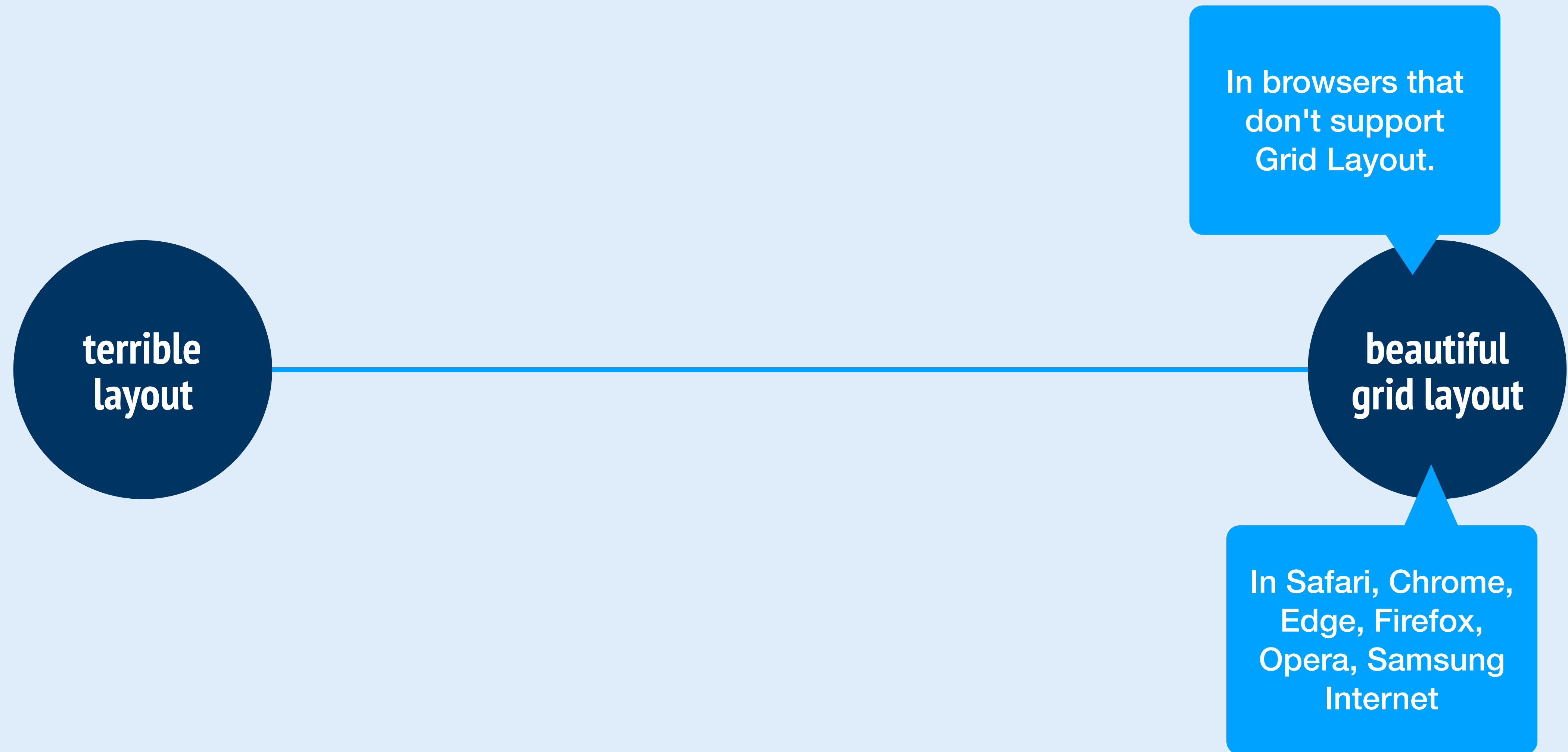
**beautiful
grid layout**

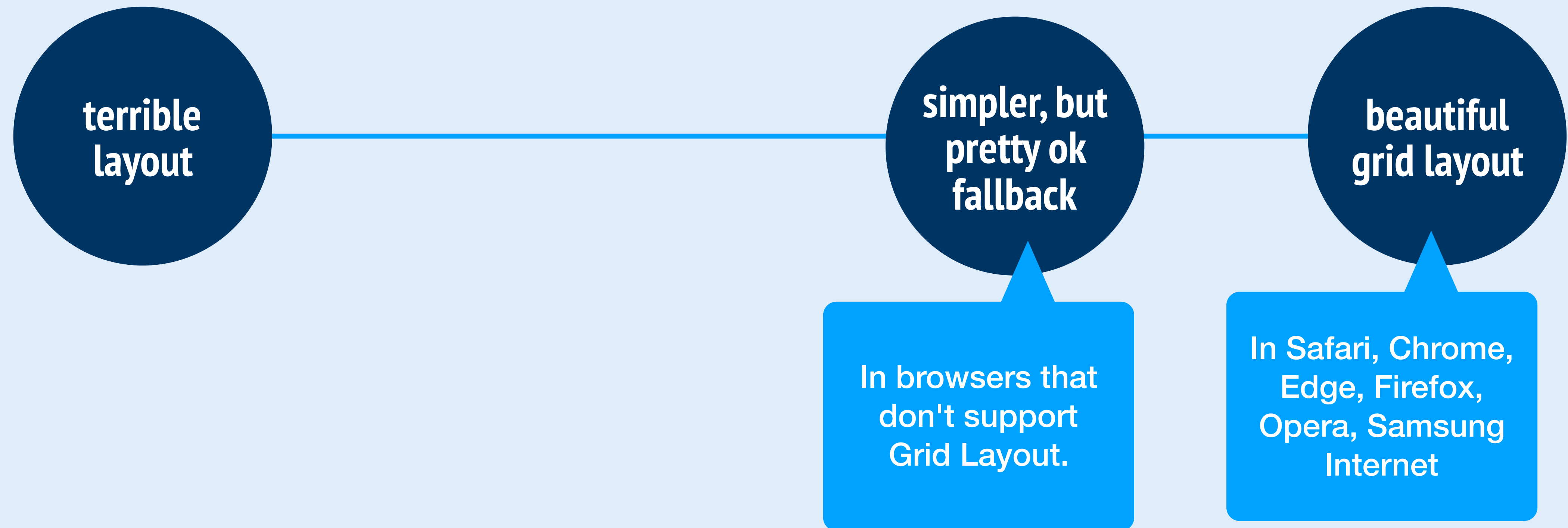
A diagram illustrating a transition from a 'terrible layout' to a 'beautiful grid layout'. A horizontal blue line connects two dark blue circles. The left circle contains the text 'terrible layout'. The right circle contains the text 'beautiful grid layout'. A blue callout box points to the right circle, containing a list of web browsers.

**terrible
layout**

**beautiful
grid layout**

In Safari, Chrome,
Edge, Firefox,
Opera, Samsung
Internet





In technical terms, that means...

**@supports, the cascade
and overriding floats**



Stephen Hay

@stephenhay Follows you

Head of UX @catawiki. Author of Responsive Design Workflow (@RDWorkflow). Design + code. Speaker, writer. Generalist. Tweets my own.

The Netherlands

the-haystack.com

Joined December 2006

Tweet to

Message

142 Followers you know



215 Photos and videos



Stephen Hay

@stephenhay

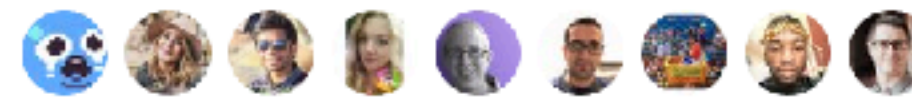
Following



I keep meeting designers who would love to start prototyping in code, but are afraid they'll "do it wrong". If you want to try, start small and *code poorly*. Your code isn't production code. Just play. Having fun will draw you in.

8:22 PM - 28 May 2018

102 Retweets 375 Likes



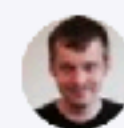
13



102



375



Tweet your reply



Jan van Hellemond @jvhellemond · May 28



Replying to @stephenhay

There is a risk, I've seen it happen, that the code does end up in production. Because some manager somewhere says "hey, looks good, why spend more time on this, ship it".



7



2



Stephen Hay @stephenhay · May 28



Following



Who to follow · Refresh · View all



Josh Clark @bigmediumj...



Follow



Luke Wroblewski @lukew



Follow



Responsive Design @RWD



Follow

Find people you know

Trends for you · Change

#codeorange

@nvreez is Tweeting about this

#websci18

1,155 Tweets

#fintech

@dccrowley is Tweeting about this

In working relationships, that means...

**Experiment
together!**

In working relationships, that means...

**Show others reality and simple
ways to deal with it**

“

Web design is engineering: it's not about finding perfection, it's finding the best compromise.

— Oliver Reichenstein

In: *Responsive typography: the basics* (2012).



**terrible
layout**

**simpler, but
pretty ok
fallback**

**beautiful
grid layout**

*It's ok for
these to be
different*

**The web is ready for
great graphic design**

**Things that used to be
hard to achieve are now
built-in to browsers**

“

Can web design inspire graphic design? How can we lead the way?

— Vasilis van Gemert

**How to make the most
out of THIS NEW ERA?**

The background of the slide is the iconic Windows XP desktop wallpaper, featuring a vibrant green rolling hill under a bright blue sky with scattered white clouds. Four black rectangular boxes with white text are overlaid on the image.

flexible

interactive

accessible

standards-based

**The web is
flexible by default**

“

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

In: A dao of web design.

Fixed canvases

Known content

Good colour options

Flexible

canvases

Ever-changing

Known content

Different

Google colour options

everywhere

**By embracing flexibility,
we can make our work
more effective.**

(And let the browser do the maths for us)

minmax()

fr

min-content / max-content

ch

A fifty characters column

1fr	<p>Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.</p> <p>Bring to the table win-win survival strategies to ensure proactive domination. At the end of the day, going forward, a new normal that has evolved from generation X is on the runway heading towards a streamlined cloud solution. User generated content in real-time will have multiple touchpoints for offshoring.</p> <p>Capitalize on low hanging fruit to identify a ballpark value added activity to beta test. Override the digital divide with additional clickthroughs from DevOps. Nanotechnology immersion along the information highway will close the loop on focusing solely on the bottom line.</p> <p>Podcasting operational change management inside of workflows to establish a framework. Taking seamless key performance indicators offline to maximise the long tail. Keeping your eye on the ball while performing a deep dive on the start-up mentality to</p>	1fr
-----	--	-----

50ch

```
.content {  
  display: grid;  
  grid-template-columns:  
    1fr 50ch 1fr;  
}
```


A column with 45-70 characters

1fr	<p>Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.</p> <p>Bring to the table win-win survival strategies to ensure proactive domination. At the end of the day, going forward, a new normal that has evolved from generation X is on the runway heading towards a streamlined cloud solution. User generated content in real-time will have multiple touchpoints for offshoring.</p> <p>Capitalize on low hanging fruit to identify a ballpark value added activity to beta test. Override the digital divide with additional clickthroughs from DevOps. Nanotechnology immersion along the information highway will close the loop on focusing solely on the bottom line.</p> <p>Podcasting operational change management inside of workflows to establish a framework. Taking seamless key performance indicators offline to maximise the long tail. Keeping your eye on the ball while performing a deep dive on the start-up mentality to</p>	1fr
-----	--	-----

minmax(45ch, 70ch)

```
.content {  
  display: grid;  
  grid-template-columns:  
    1fr minmax(45ch, 70ch) 1fr;  
}
```

**The web is
accessible by default**

It's mostly text.

selectable

copyable

It's mostly text.

enlargeable

**screenreader-
ready**

Google Translate-able

**Text lets us have
accessibility automatically**



FB粉絲團



線上訂票



人才招募



訂閱電子報

≡ 瀏覽主選單





+

Search HTML

...

<img class="mobile-nav img-responsive" src="images/common/topNav

...

...

<:ontainer > div.row > div.col-xs-12.col-md-5.col-sm-5 > ul.topnav > li > a.nav2 > img.mobile-n

Rules

Computed

Layout

Animations

Filter Styles

Pseudo-elements

::-moz-selection {

background: #B086CE;

color: #FFF;

text-shadow: none;

}

::before, ::after {

-webkit-box-sizing: border-box;

-moz-box-sizing: border-box;

box-sizing: border-box;

}

This Element

element {

}



Exhibition poster "the Film". Offset
128 x 90,5 cm, Zurich, 1959

Composition of the poster

24

25



```
<body>
  <div class="poster">
    <h1><span>der</span> <span>Film</span></h1>
    <p class="what">Kunstgewerbemuseum Zürich<br>Ausstellung</p>
    <div class="when">
      <p>10. Januar bis 30. April 1960</p>
      <p>Offen: Montag 14-18, 20-22<br>
        Dienstag-Freitag 10-12, 14-18, 20-22<br>
        Samstag-Sonntag 10-12, 14-17</p>
    </div>
  </div>
</body>
```


der Film

Kunstgewerbemuseum Zürich
Ausstellung

10.Januar bis 30.April 1960

Offen: Montag 14-18, 20-22
Dienstag-Freitag 10-12, 14-18, 20-22
Samstag-Sonntag 10-12, 14-17

```
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        Dienstag-Freitag 10-12, 14-18, 20-22<br>
        Samstag-Sonntag 10-12, 14-17
      </p>
    </div>
  </div>
</body>
```

Kunstgewerbemuseum Zurich
exposition

le film

Du 10 janvier au 30 avril 1960

Ouvert: lundi 14-18, 20-22
Mardi-vendredi 10-12, 14-18, 20-22
Samedi-dimanche 10-12, 14-17

Kunstgewerbemuseum Zurich
taisbeanadh

anfhlm

10mh Faoilleach gu 30mh Giblean 1960

Fosgailte: Diluain 14-18, 20-22
Dinàirt-Dihaoine 10-12, 14-18, 20-22
Disathairne-Didòmhnaich 10-12, 14-17

Kunstgewerbemuseum蘇黎世
展覽

電影

1960年1月10日至4月30日

開放時間：週一 14-18, 20-22
週二至週五的 10-12, 14-18, 20-22
週六和周日，10日至12日，14日至17日

Kunstgewerbemuseum Zurich
mostra

il film

Dal 10 gennaio al 30 aprile 1960

Apertura: lunedì 14-18, 20-22
Martedì-Venerdì 10-12, 14-18, 20-22
Sabato-domenica 10-12, 14-17

**Grid cells can grow with the
content that lives in them**

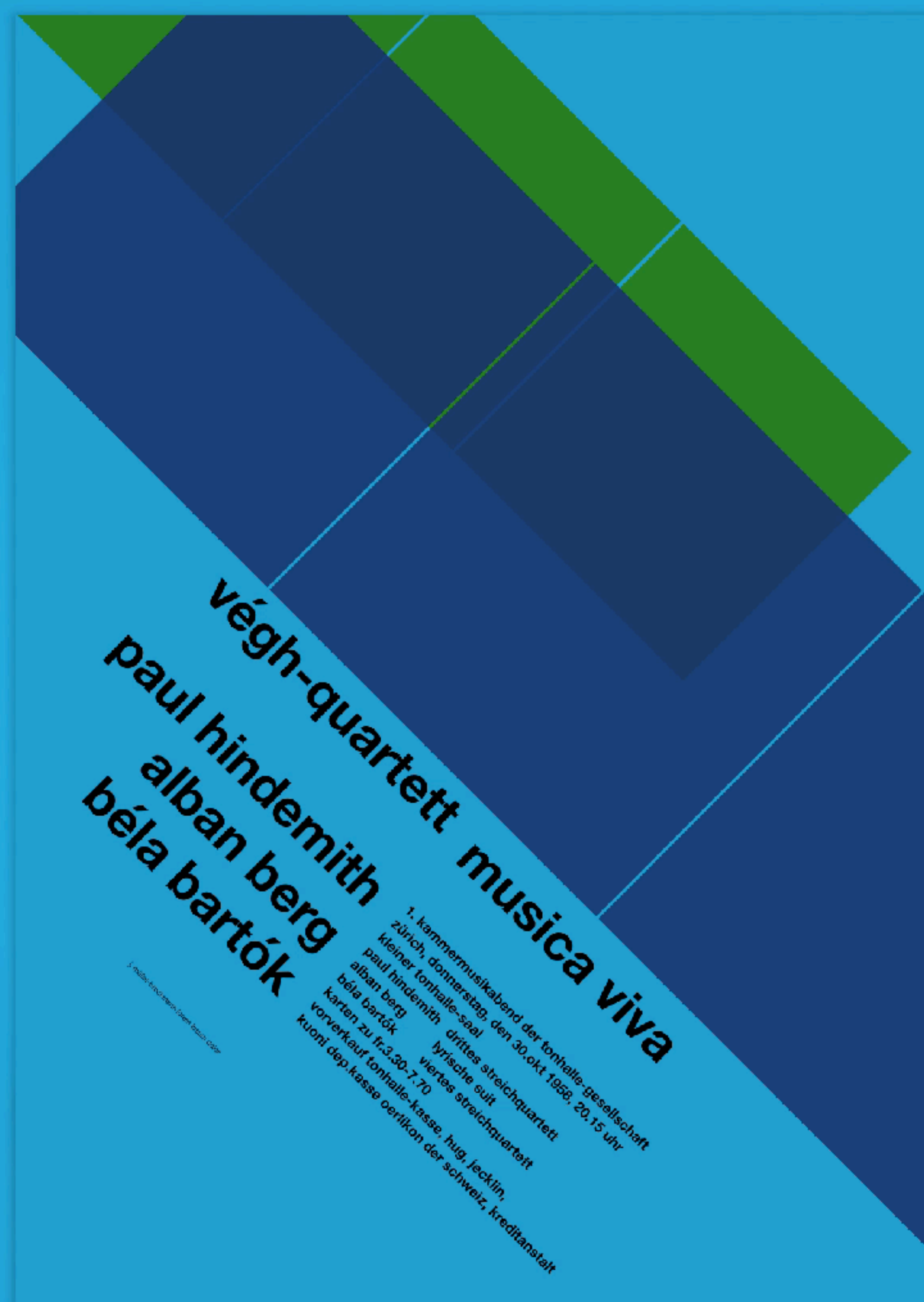
Text > images of text

**The web is interactive
by default**

**Focus indicators:
can I see where I am
without using a mouse?**

**Hide and show: display on
demand for less UI clutter**

**Do transitions make design
more pleasurable?**



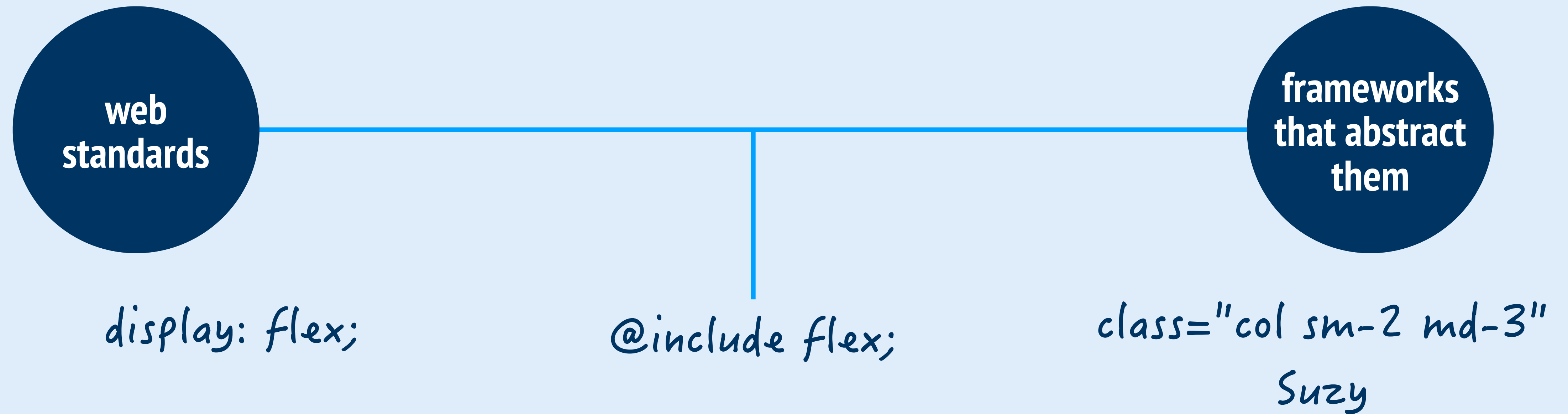
**The web is built on
web standards**

**Understanding the standards
themselves pays off**

```
graph LR; A((web standards)) --- B((frameworks that abstract them))
```

**web
standards**

**frameworks
that abstract
them**



“

Grid systems are overkill. I haven't used Suzy in 5 years and I recommend that you stop [using it, too].

— Miriam Suzanne, creator of Suzy

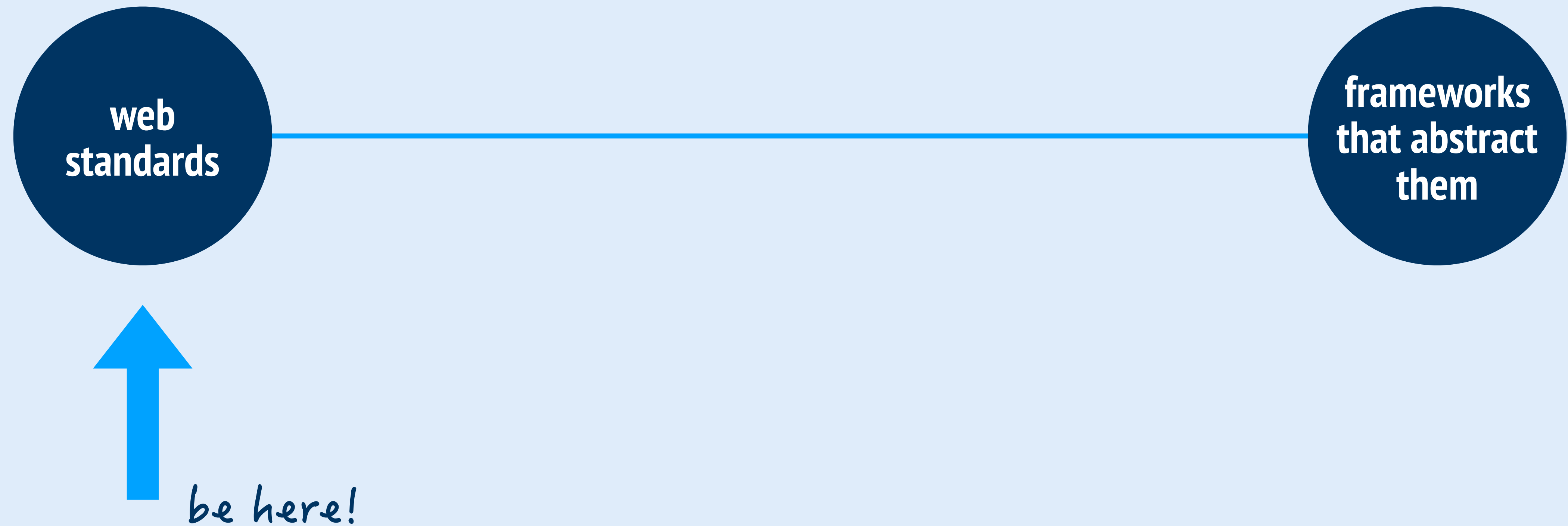
In *Don't use my grid system*, presented at Beyond Tellerand (8 May 2018).

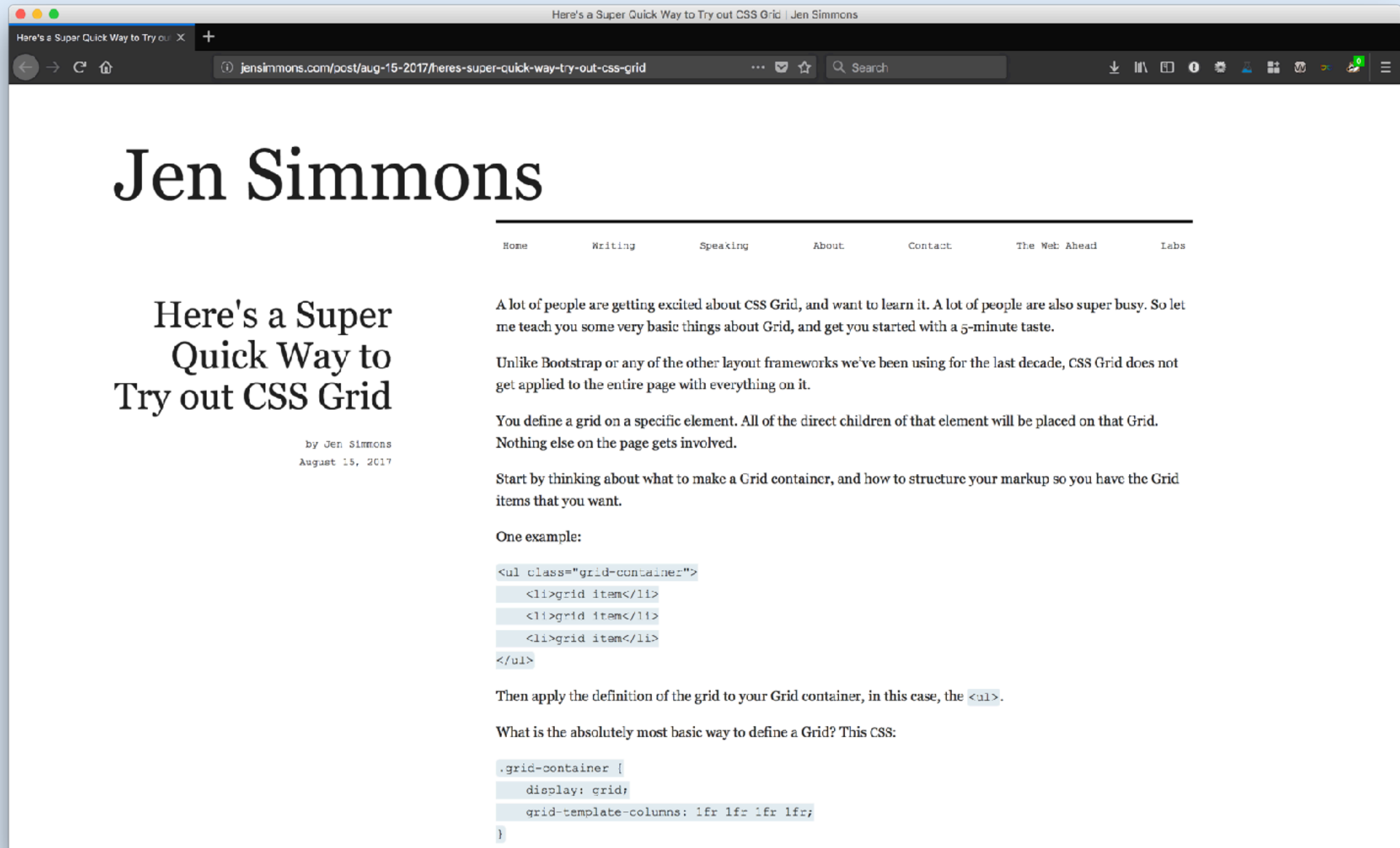
**Bootstrap's default grid has
204 classnames to do the
maths for your layout**

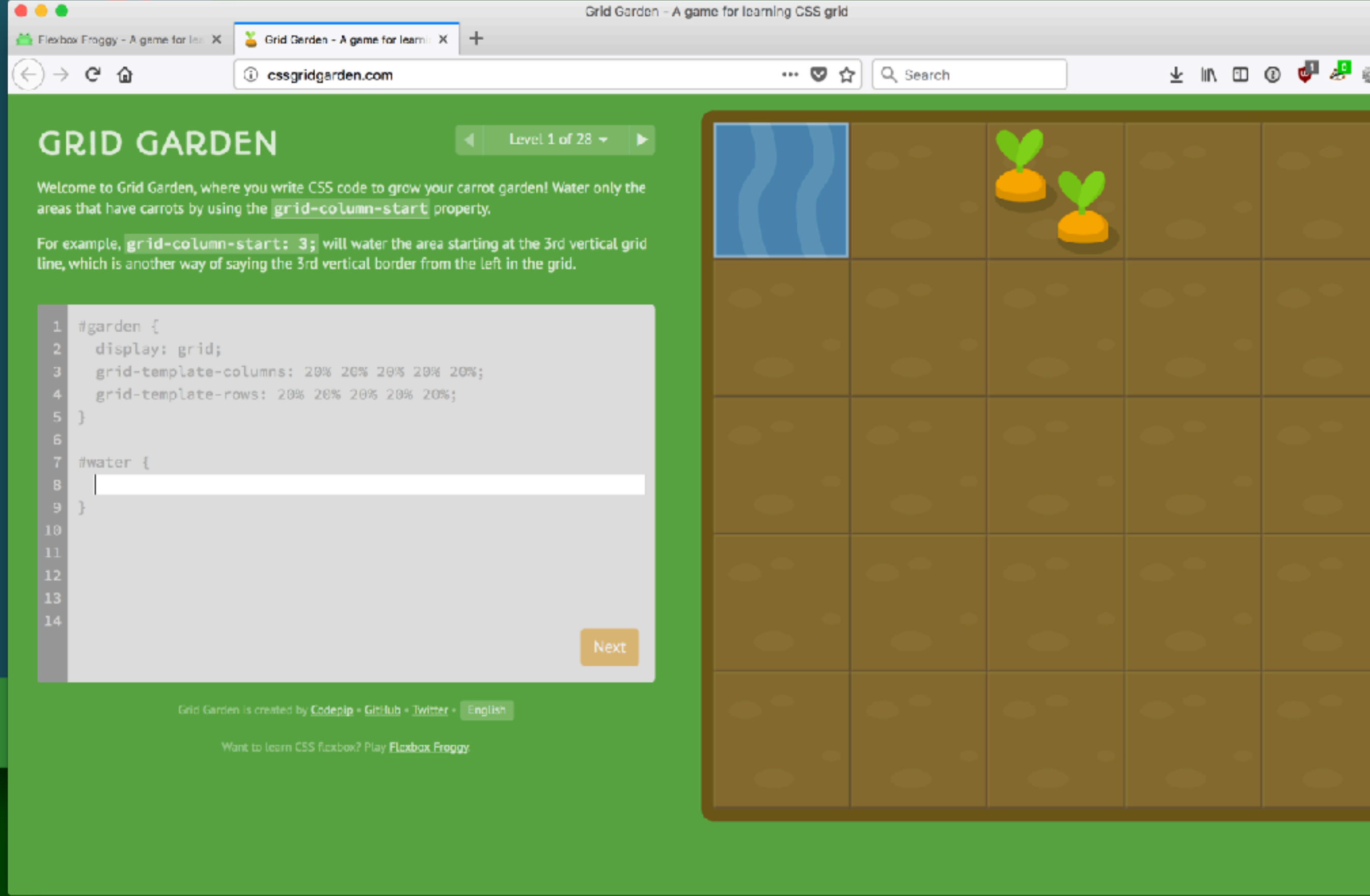
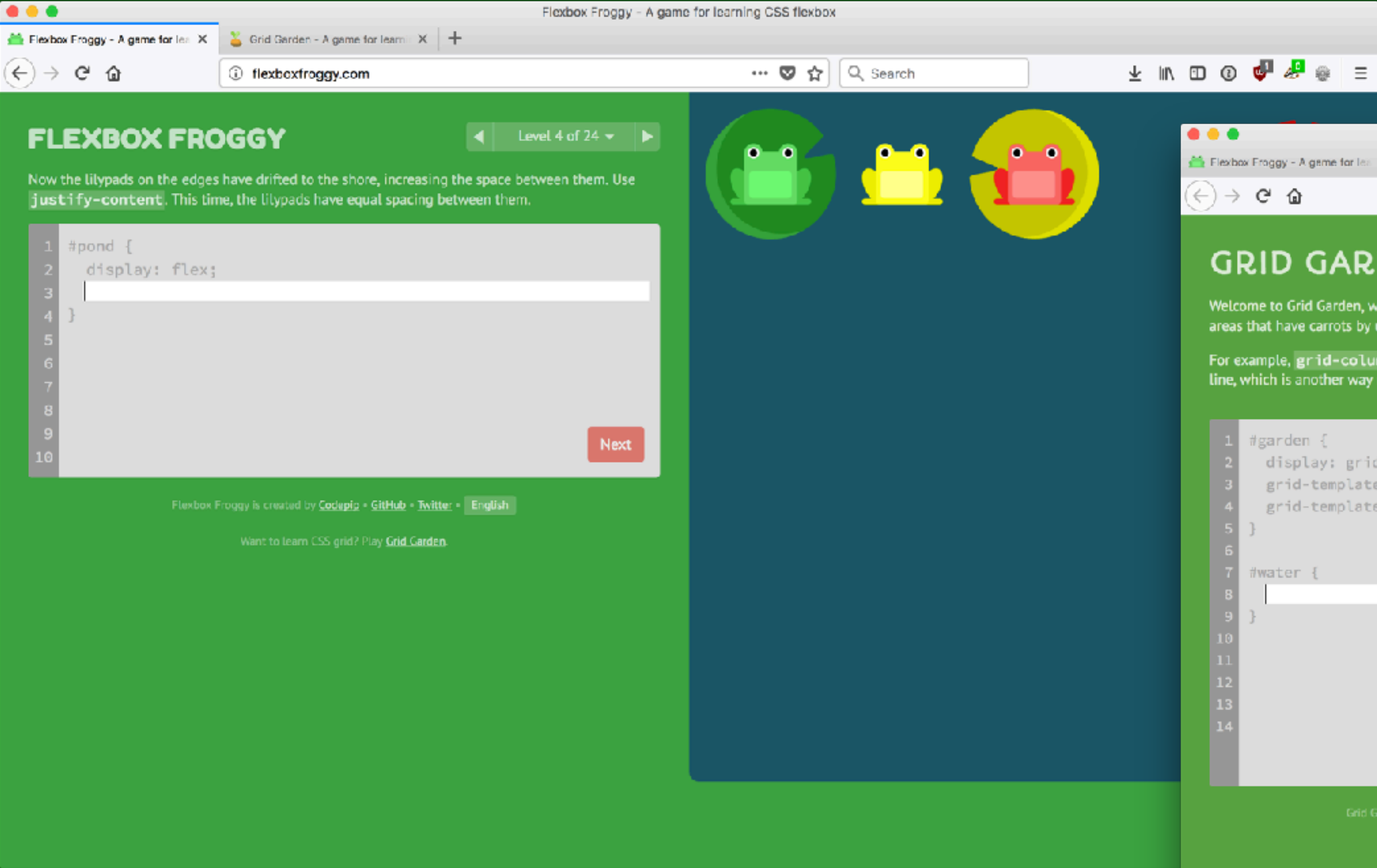
and many other layouts

Choose vanilla!









~ We can now do: ~

equal heights
intentional whitespace
mathematical proportions
proportionate to viewports
compositions with overlapping content

~ We can win by being: ~

flexible
accessible
interactive
standards-based

**It's a great time to
do graphic design
on the web!**

Thanks!

Many thanks to Vasilis van Gemert, Krijn Hoetmer, Jenny Shen and Peter van Grieken.

@hdv

hidde@hiddedevries.nl

<https://hiddedevries.nl/en/blog>

<https://noti.st/hdv>