



THE WEB IS

read/write

Owen GREGORY · 31 OCT 2014

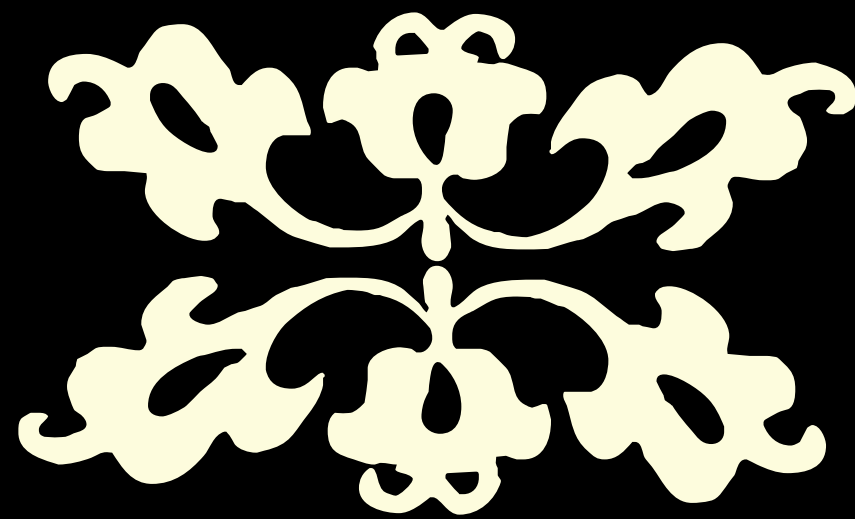
read/write




*So the writer who breeds
more words than he needs
is making a chore
for the reader who reads.*

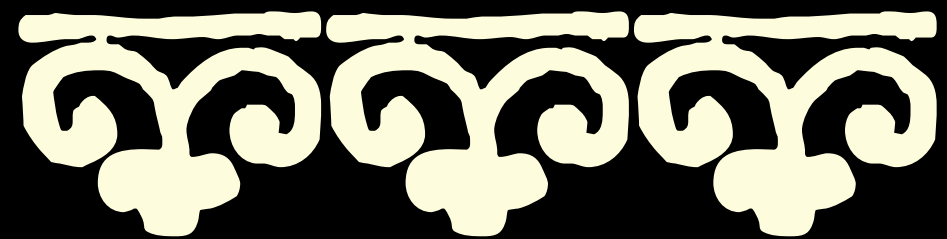
Dr SEUSS

*That's why my belief is
the briefer the brief is,
the greater the sigh
of the reader's relief is.*



 *To write: to try meticulously to retain something, to cause something to survive; to wrest a few precise scraps from the void as it grows, to leave somewhere a furrow, a trace, a mark or a few signs.*


Georges PEREC



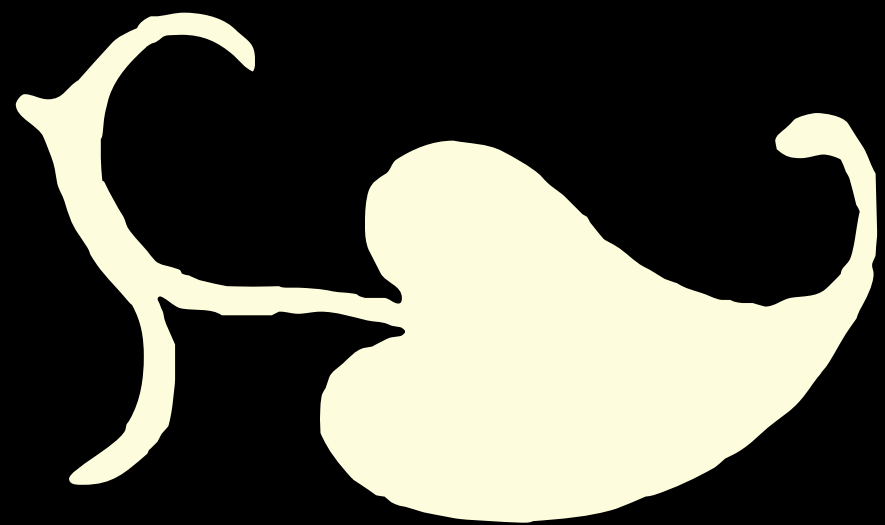



Georges PEREC

“Tentative de description d’un programme de travail pour les années à venir”

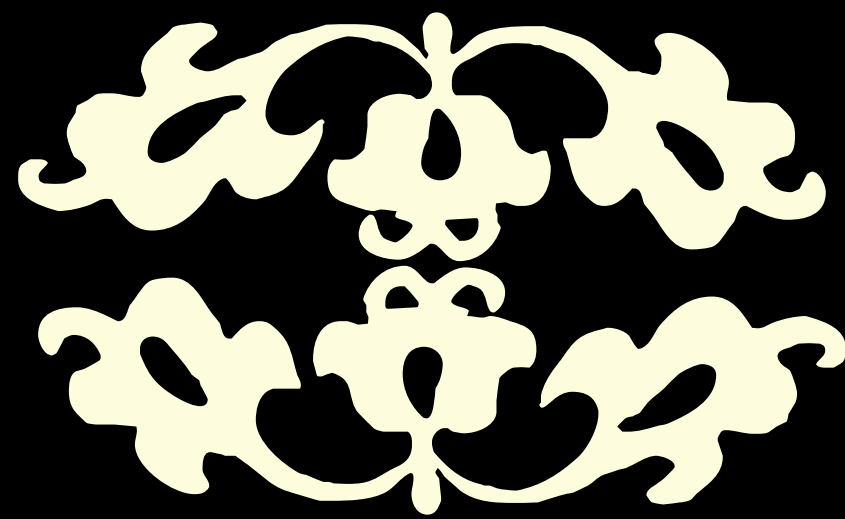
 *When you write about your work,
it makes all of us smarter for the effort.*

Sally KERRIGAN



 *Write about obscure things
but don't write obscurely.*

W G SEBALD



Government Digital Service

Content style guide

7 golden rules for writing for the web

You should observe these rules:

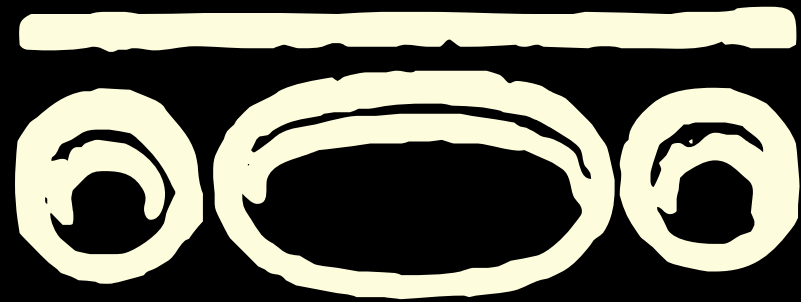
- make it brief and to the point
- break up text into subheaded sections
- use bullet lists
- ‘front-load’ subheadings, titles and bullet points to put the most important information first
- include links to external sites and relevant pages
- use words that are easy to understand
- use active, not passive, voice


Nicely

WRITING FOR THE WEB WITH STYLE AND PURPOSE

Said

Nicole Fenton and Kate Kiefer Lee



 *Get off the main thoroughfares;
you'll see nothing there.*

W G SEBALD

A black and white portrait of Sir Thomas Browne, an elderly man with a full, dark beard and mustache. He is looking directly at the viewer with a serious expression. The lighting is dramatic, highlighting the texture of his beard and the contours of his face against a dark background.


Sir Thomas BROWNE

Musæum Clausum, or Bibliotheca Abscondita; and The Garden of Cyrus

శ్రీకృష్ణ

A black and white portrait of W.G. Sebald. He is shown from the chest up, wearing a dark jacket and a collared shirt. He has short, light-colored hair, a prominent mustache, and is wearing round-rimmed glasses. His right hand is resting under his chin, with his index finger pointing upwards. He is looking slightly to the left of the camera with a thoughtful expression. The background is dark and out of focus.

W G SEBALD
Die Ringe des Saturn

 *Writing is about discovering things
hitherto unseen. Otherwise there's
no point to the process.*

W G SEBALD

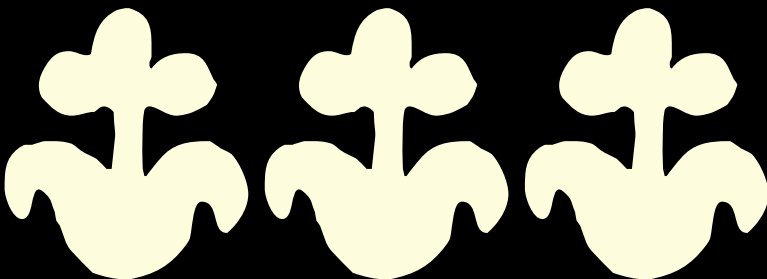





Frank CHIMERO
“What Screens Want”

A black and white portrait of a man with curly hair and glasses, wearing a dark sweater over a collared shirt. He is looking down and to the left, with his right hand resting on his forehead. The background is dark.

Wilson MINER
“When We Build”



 *By all means be experimental,
but let the reader be part of the experiment.*

W G SEBALD



Calceolarianum, Moscardi, Wormianum; the *Casa Abbellita* at *Loretto*, and *Treasor* of *S. Dennis*, the *Repository* of the Duke of *Tuscany*, that of the Duke of *Saxony*, and that noble one of the Emperour at *Vienna*, and many more are of singular note. Of what in this kind I have by me I shall make no repetition, and you having already had a view thereof, I am bold to present you with the List of a Collection, which I may justly say you have not seen before.

The Title is, as above,

Musæum Clausum, or Bibliotheca Abscondita: containing some remarkable Books, Antiquities, Pictures and Rarities of several kinds, scarce or never seen by any man now living.

I. *Rare and generally unknown Books.*

* *Ab pudet
& scripsi
Getico ser-
mone Li-
bellum.*

I. **A** Poem of *Ovidius Naso*, written in the *Getick Language*, * during his exile at *Tomos*, found wrapt up in Wax at *Sabaria*, on the Frontiers of *Hungary*, where

submission, like “This form contains some errors”; and messages about the page, such as “This page has been saved”. And what about a disabled button? How will required fields be styled?

Interaction


Design comps often miss out how something is going to look in various different states, particularly the focus state, which is important for keyboard and D-pad users. If no design has been specified on focus, I set it to match the hover style, but sometimes it’s handy to provide further visual feedback, such as a yellow background.

Active states give feedback that’s especially useful for touch-screen users. It’s like the down state when you press a button. Visual feedback confirms to users that they have actually activated a button or link.

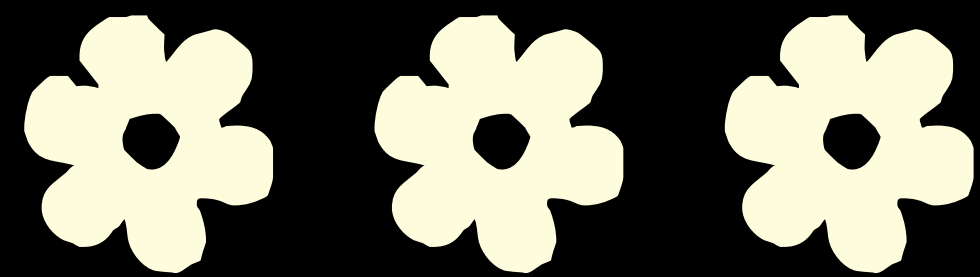
Regression testing


Now is a good time to start checking your default styles in different browsers and on different devices. Does anything break? Is text readable on a small-

शुभा

 *Words are innocent. By using them without imagination, it's us who make them hateful.*

Umberto Eco



 *Learn to recognize the approach of an ending,
and when one appears, grab it.*

Paul GRAHAM



 **THANK YOU**