AWWWARDS®

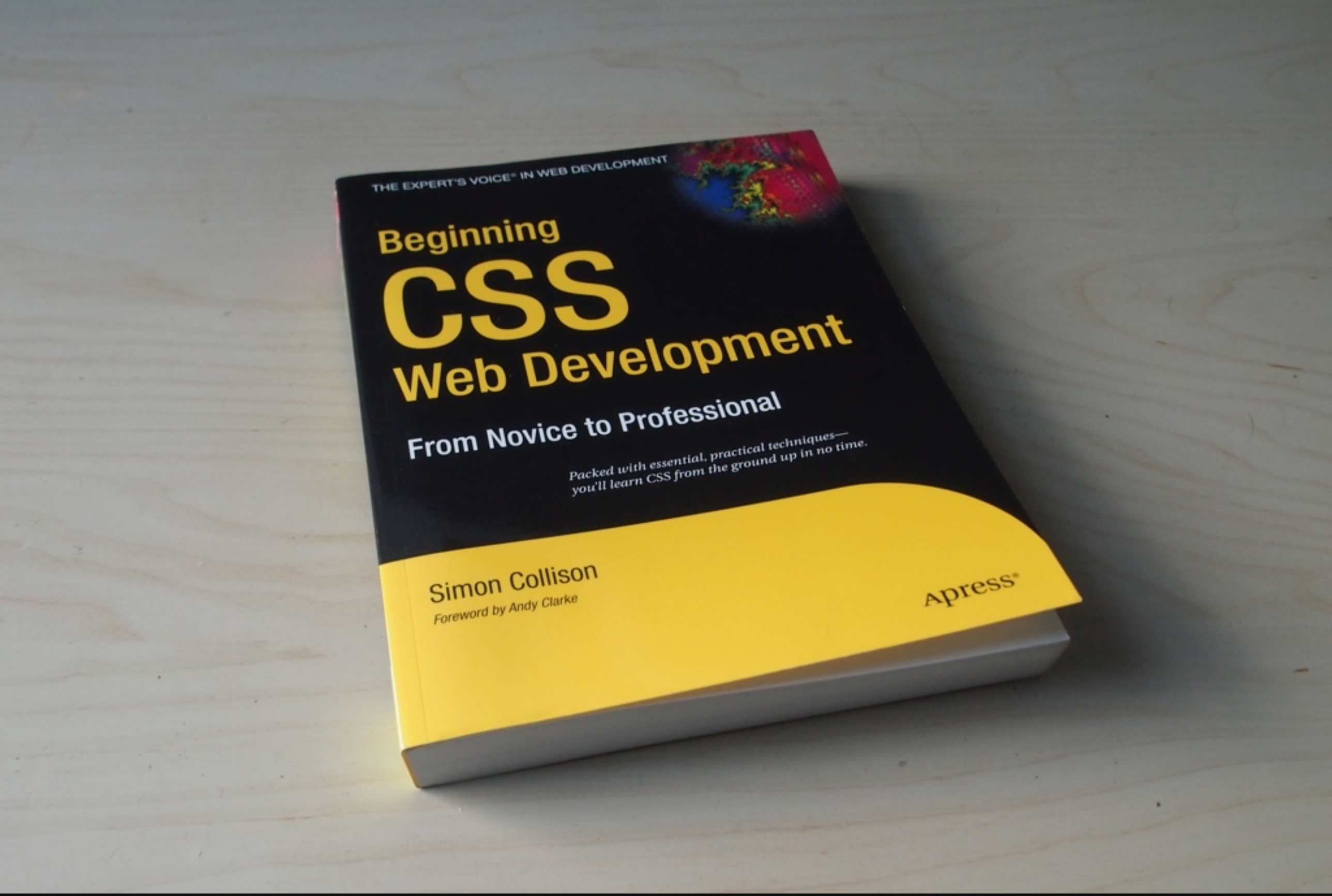
Simon Collison

Old Dogs, New Tricks

A COLLABORATION WITH Internet Explorer

2006

That book



http://csswebdevelopment.com

“Before this book, I felt like a monkey with a clipboard.”
“Now, I feel like I have been promoted from a monkey with a clipboard to a human.”

“Even if you don't want to learn the art of CSS and are a dairy cow farmer that dosn't speek english, i still recomend this book!”

“I hope the royalties from the book pay for a comfortable retirement.”

“For me, the book ended too soon.”

“I bought this book in 2009, and I use it to this day to help me with CSS.”

“I appreciate Simon's approach to learning. Ok ~ time for a cuppa tea and then back to it. Very English ~ I'm Australian so we have similar traditions and a cuppa tea is one I'm very glad for.”

“He even tells you (often -- he's English!) when's a good time to grab a cup of tea.”

“He also encouraged me to drink more tea.”

“Take Simon's advice when he suggests getting a cup of tea.”

“The author seems to have a thing for tea.”

"Way too many hacks/workarounds for IE 5 and other really old browsers."

Ken Mosher “Timelord”

“For a Brit his humor is NOT funny! Collison needs to read "Eats, Shoots and Leaves" if he wants to learn about British humor. In the meantime, just skip it; you're not John Cleese!”

"I disagree that it's fantastic or any other superlative that others have applied.”

4/5 stars

```
<div class="block">
<h3>Hedgehogs</h3>
<p>This is all about hedgehogs.
<a href="paras.html">Read more about
hedgehogs</a>.</p>
</div>
```

```
.block h3 {
  targeted heading styles
}

.block p {
  targeted paragraph styles
}

.block p a:link {
  targeted link styles
}
```

```
.home .content_main .section .block p a:link {
  very specific link styles
}
```

CSS
Global
HD

Web “pages”

2009

"*We don’t design web pages. We design systems*”

“What we build is rarely finished. We build systems that flex and grow with the client, the business, the organisation, the community, and the availability of new devices.

“Once we have systems we understand, we can then learn to break their rules and be truly creative. ”

“We’re beginning to think about the “systems” we use as more holistic, made up of much more than just mathematical foundations, but also the flexibility of colour, type families, use of whitespace, light and shade, form and shape.

“By better understanding the possibilities of HTML and CSS, our ability to be creative and bold with systems increases significantly.”

Base layer

- Basic HTML files & naming conventions
- PHP for basic templates prior to CMS integration.
- CSS: Stylesheets, IE-specific, reset, scratch files etc.
- JavaScript: jQuery, onload triggers, transparency support
- Other Assets such as folders for images, Flash etc.

- Allowed better collaboration within the team; the designer could jump into the developer's code and vice-versa.
- Anyone who hadn't even worked on a certain project could jump in and quickly solve problems because everything was on convention.
- Kept output fresh and ensured use of best practices.
- Established a thoroughly connected layer of base files allowing for swift CSS and JavaScript implementation and other assets.
- Made life easier for developers and designers... and anyone really
- Helped maintain quality control

Root

(circa 2009)

assets
4 items

holding
2 items

index.html

_end.php

_start.php

index.php

changelog

Stylesheets

(circa 2009)

print.css

reset.css

scratch.css

screen-ie6.css

screen-ie7.css

screen-ie8.css

screen.css

JavaScript

(circa 2009)

belatedpng-0.0.7a.js

css3-mediaqueries.js

ie-css3.js

ie6.js

modernizr-1.5.min.js

onload.js

Assets

(circa 2009)

audio
No items

css
7 items

flash
1 item

images
2 items

js
6 items

video
No items

Pattern Libraries

Anna Debenham

24 Ways: http://24ways.org/2011/front-end-style-guides/

Her book: http://www.fivesimplesteps.com/products/front-end-style-guides

Design Philosophy

In contrast to the web or television, consumption of content and services on mobile rarely happens in ideal viewing circumstances. Mobiles are often used whilst commuting, watching television, or speaking with other people and it is important to bear this in mind when designing for this platform.

As a rule, mobile web pages scroll vertically. It's best to arrange the page content so that it is in direct 'read order', starting with the most relevant or featured content at the top.

BBC Mobile Services should be...

Immediate, Scannable, Concise, Considerate of context, Focused, Clearly navigable, Responsive.

You should also consider the following:

Be Concise

Mobile phone screens show only a small portion of the page. Aside from index pages, it is best to keep the 'one story per page' rule. Placing multiple articles on one page could lead to

Downloads

Be judicious with the amount of content, particularly the number and size of images displayed. Long download times lead to people

Speed

Remember that mobile web users are likely to experience distractions due to their environment. They are also likely to want information that

Distinguish Items

A busy environment or bright lighting conditions can make it difficult to pick out links or fields that are

Download GEL Mobile Styleguide

Download GEL Assets

Download GEL Mobile Components

Philosophy

Smartphone and Feature phone

D-Pad vs Touch Screen Input

Orientation

http://www.bbc.co.uk/gel/mobile/device-considerations/philosophy

Style Guide

Last Updated: **February 13, 2013**

Grid Framework

- How To Use
- Litmus Test

Regions

- Borders
- Keyline
- Prefix & Suffix
- Push & Pull
- Sizes

Blocks

- Two-Up
- Three-Up
- Four-Up
- Five-Up
- Six-Up

http://www.starbucks.com/static/reference/styleguide/

Promo Layouts

Grid System

Typography

Form Elements

Navigation

Tables

Lists

Pattern Library

The MailChimp Pattern Library is a byproduct of our move to a responsive, nimble, and intuitive app. Constant iteration requires both an efficient workflow and a well defined collection of atomic elements that can assemble new UIs quickly without accruing new technical or design debt.

We're also solving an internal communication problem by documenting and assembling a reference site of our patterns. A common lexicon of code and UI elements benefits us in a few ways:

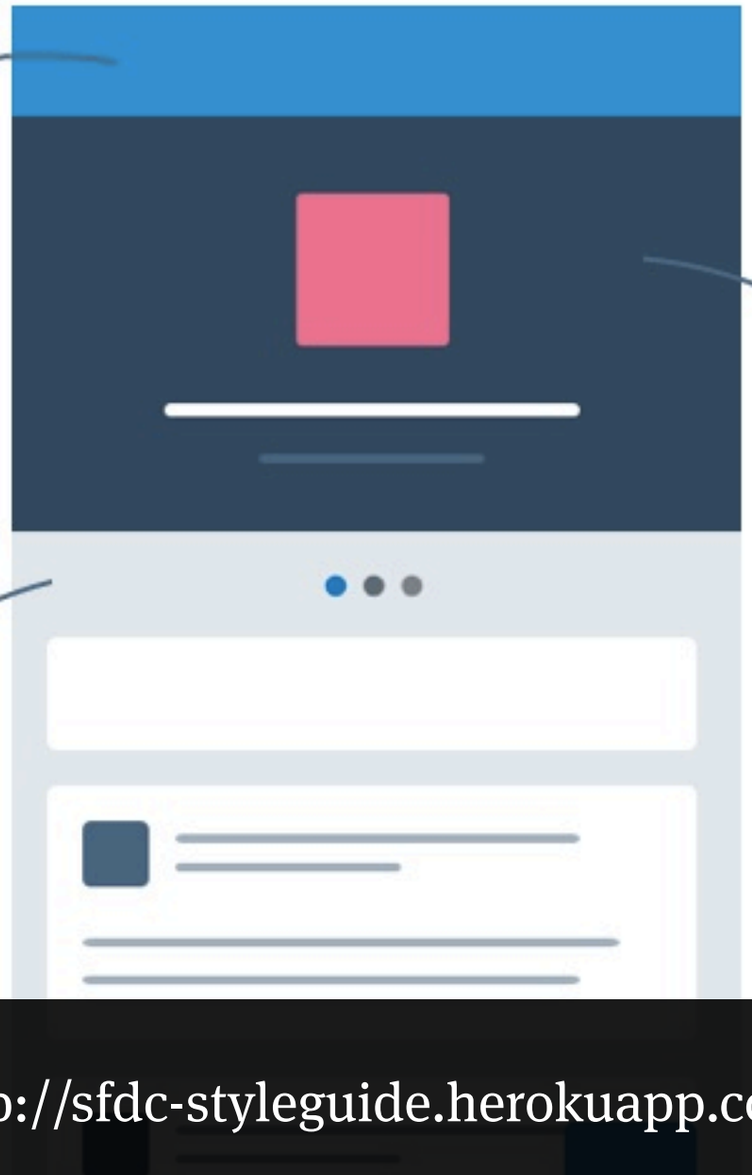
- We can build consistently and focus on workflows and logic, not web forms and list items
- We can reuse code instead of roping in a developer
- We can maintain our code by seeing our patterns in one place, define elements in our application, and keep redundancy to a minimum

We guard our pattern library jealously, and add new patterns only when the case for doing so is sound. New patterns come at a high cost—they require new design elements, additional code, maintenance, and they increase the cognitive load on users.

Our pattern library is both a learning tool and a compass that corrects our course as we build new things. We share our work here to help others on a similar path.

http://ux.mailchimp.com/patterns/

Hierarchy



FRAME THE PAGE

The topmost element serves to frame the interface with the primary brand color while calling attention to global actions.

PROVIDE CONTEXT

The dark anchor helps focus the context of the screen towards the title and image representation.

CONTENT FIRST

Keep everything else simple and neutral to allow the content to stand on its own. Lean toward simplicity.

http://sfdc-styleguide.herokuapp.com/

ANCHOR NAVY
#344A5F

PRIMARY BLUE
#2A94D6

SLATE GREY
#F0F1F2

WHITE
#FFFFFF

Each area of the app is branded with a color and an image. These colors are desaturated to work better with the primary brand colors.

POST
#4EB1CB

THANKS
#CF5C60

ACCOUNT
#717ECD

TASK
#4AB471

OPPORTUNITY
#F3AE4E

EVENT
#D96383

http://sfdc-styleguide.herokuapp.com/

Typography

Good typography adds personality to an application, and can help set tone in the absence of visual elements. Salesforce uses **Proxima Nova Soft** to create a friendly and inviting environment. Proxima Nova Soft was designed by Mark Simonson in 2011 as a rounded version of Proxima Nova.

Aa	Aa	Aa	Aa
REGULAR	MEDIUM	SEMIBOLD	BOLD

22px
The quick brown fox jumps over the lazy dog.

18px
The quick brown fox jumps over the lazy dog.

16px
The quick brown fox jumps over the lazy dog.

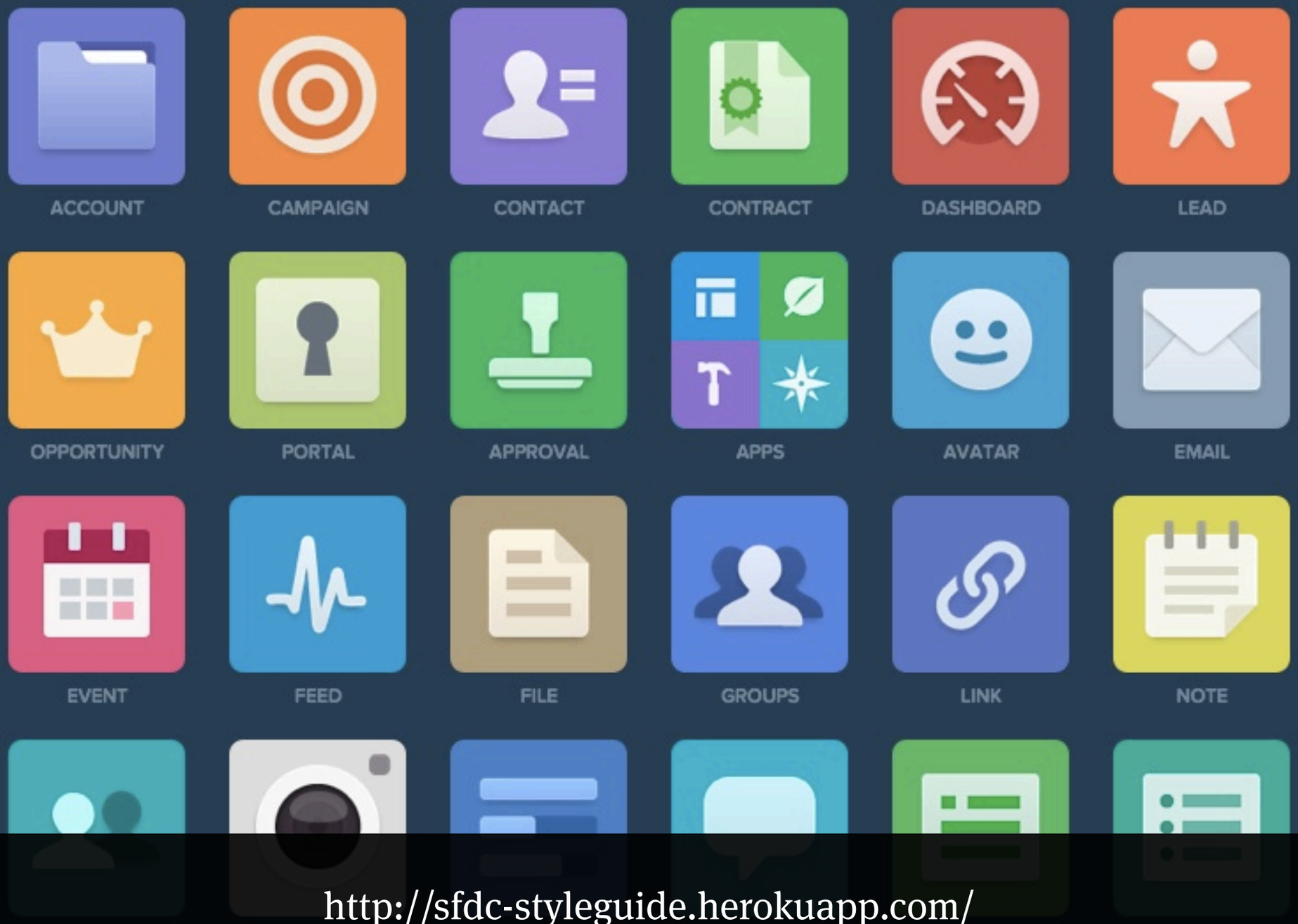
15px
The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

http://sfdc-styleguide.herokuapp.com/

Standard Icons

Standard icons represent entities, objects and MDP actions.



http://sfdc-styleguide.herokuapp.com/

Present day

Code sketches

ACP AdvisorNet wireframes

Home (logged out)

Home page	v1	

Home (logged in)

Home page	v1	v2	v3

Question thread

Thread	v1	v2	v3

Veteran Profile

Profile page	v1	v2

Advisor+ Directory

Directory	v1	v2	v3	v4	v5

Advisor+ Profile

Profile page	v1	v2
Articles page		

Sass

Dan Cederholm

Sass for Web Designers

http://www.abookapart.com/products/sass-for-web-designers

http://sass-lang.com

```
@import "compass";

// SASS variables

$white: #fff;
$black: #000;
$grey: #ccc;
$light_grey: #eeeeee;
$mid_grey: #999;
$dark_grey: #666;
$darkest_grey: #333;
$yellow: #ffffcc;
```

Home Reference Help Blog Get Involved Install Search the docs

compass

Compass is an open-source *CSS Authoring Framework*.

Why designers love Compass.

1. Experience cleaner markup without presentational classes.
2. It's chock full of the web's best reusable patterns.
3. It makes creating sprites a breeze.
4. Compass mixins make CSS3 easy.
5. Create beautiful typographic rhythms.
6. Download and create extensions with ease.

Compass uses Sass.

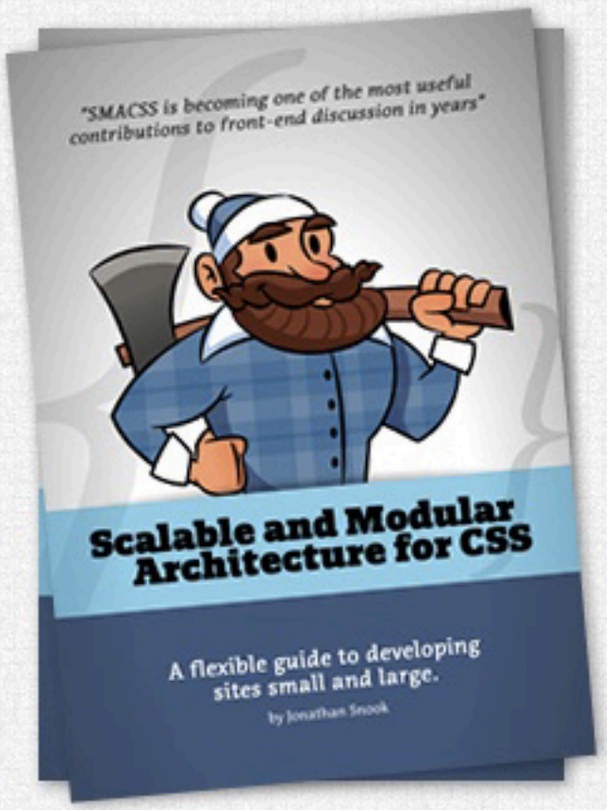
Sass is an extension of CSS3 which adds nested rules, variables, mixins, selector inheritance, and more. Sass generates well formatted CSS and makes your stylesheets easier to organize and maintain.

http://compass-style.org

```
@include border-radius(2em);

@include box-shadow
(rgba($black_light, 0.2) 0px 1px 10px 4px);

@include box-sizing(border-box);
```

Scalable and Modular Architecture for CSS

A flexible guide to developing sites small and large.



"SMACSS is becoming one of the most useful contributions to front-end discussions in years" *

I've been analyzing my process (and the process of those around me) and figuring out how best to structure code for projects on a larger scale. What I've found is a process that works equally well for sites small and large.

Learn how to structure your CSS to allow for flexibility and maintainability as your project and your team grows.

Get smacked!

What is it?

SMACSS (pronounced "smacks") is more style guide than rigid framework. There is no library within here for you to download or install. SMACSS is a way to examine your design process and as a way to fit those rigid frameworks into a flexible thought process. It is an attempt to document a consistent approach to site development when using CSS. And really, who isn't building a site with CSS these days?!

What's in SMACSS?

Preface

1. About the Author
2. Introduction

Core

3. Categorizing CSS Rules
4. Base Rules
5. Layout Rules
6. Module Rules
7. State Rules

Get to know Scalable and Modular Architecture for CSS:

http://smacss.com

Get the Book

```
<div class="block">
<h3>Hedgehogs</h3>
<p>This is all about hedgehogs.
<a href="paras.html">Read more about
hedgehogs</a>.</p>
</div>
```

```
.block h3 {
  targeted heading styles
}

.block p {
  targeted paragraph styles
}

.block p a:link {
  targeted link styles
}
```

```
<div class="block">
<h3 class="block_heading">Hedgehogs</h3>
<p class="block_intro">This is all about
hedgehogs. <a href="paras.html"
class="block_link">Read more about
hedgehogs</a>.</p>
</div>
```

```
.block_heading {
  targeted heading styles
}

.block_intro {
  targeted paragraph styles
}

.block_link {
  targeted link styles
}
```

Systems

Deliver Modules

Responsive Deliverables

In a world of growing front-end complexity, what are we handing off to clients?

April 02, 2013 • Reading Time: 05:40

During the era of Print Design, companies would approach agencies for a brand identity system. Don Draper would then hire one of two people: either Paul Rand or Saul Bass. Paul Rand's work with Westinghouse makes a great case study for building a design system.

http://daverupert.com/2013/04/responsive-deliverables

```
// haven / styles

@import '_base';
@import '_modules';
@import '_theme';
@import '_custom';
```

```
.box {
    border: 1px solid;
    padding: 10px;
}
```

```
.box {
  @include border-radius(3px);
  @include box-shadow(inset 0 0 7px 2px rgba($black,0.03));
  border-color: $gray;
  font-size: 0.9em;
  padding: 15px;
}
```

AdvisorNet
Sign Up
Log In
Home
Questions
Articles
Directory
We connect veterans with business leaders
Find an Advisor
Topics
Education
Management
Advertising
Mentorship
Networking
Startups
Interviewing
Job Openings
Funding
Job Search
Resume
Websites
View more topics
Articles
Going back to school: what you need to know
Completing online degrees with traditional degrees: the employer perspective
Ten tips for getting recruited into the aerospace industry
Is life less extraordinary: your transition to the workplace
Online versus classroom: what you need to know about post-military education options
Popular Questions
When should I start looking for jobs if I am moving to a new city?
Retiring from the Air Force, any advisors that can assist?
Seeking Expert Advice on my Resume
View more popular questions
Meet our veterans
Meet our advisors
Meet more veterans in our Directory
Meet more advisors in our Directory

Components

Flexible grid
Typography
Navigation
Accessible form controls
Carousels
Tabbed navigation
Responsive tables
Accordions
Media lists
Dropdowns
Pagination
Data tables
Buttons
Icon fonts

Strategy

Responsive images
Responsive typography
Accessibility architecture
Legacy browser support
Performance budget
Interaction/Animations
Responsive advertising

Layouts

Homepage layout
Subpage layout
Article index layout
Article layout
Product index layout
Product detail layout
Sign up flow
Checkout flow

http://daverupert.com/2013/04/responsive-deliverables

filament group

Grade components, not browsers

Posted by Scott on 11/07/2013

Topics: progressive enhancement

Throughout the short history of the web, declarations of browser support have gone through a number of popular phases. Early approaches were often defined by exclusion, a la "best viewed in Netscape 4." Thankfully, more inclusive ways to define browser support (like Yahoo's Graded Browser Support, detailed below) helped move the web beyond a focus on individual browsers towards a broader cross-browser system. However, given how much has changed in browsers and devices in recent years, do the ways we talk about support today still accurately reflect the ways in which we build for the cross-device web?

Graded Browser Support

http://filamentgroup.com/lab/grade_components/

In 2006, Yahoo released their revolutionary Graded Browser Support (GBS)

Patterns

About Atomic Design

Atomic design is a methodology used to construct web design systems.

There are five distinct stages in atomic design:

- Atoms
- Molecules
- Organisms
- Templates
- Pages

Language

My processes

I am a module

Two core systems

Skeletor (internal project)

- Simplify the process of getting a new social application up and running.

- Standardize the assorted, non-core pages that are a part of each app (signup, login, settings).

- Treat the non-core pages like a core product and give them the attention they deserve.

- Create an implicit link between all Fictive Kin products by virtue of a shared user experience.

- Signup
- Login
- Settings
- Logout
- Purpose
- People
  - Following
  - Followers
  - Find friends
  - Invite friends
- Profile

- Fully tested
- Responsive
- Browser tested
- Monitored
- Accessible
- Optimised

```
@import 'modules/_modules_functions';
@import 'modules/_modules_mixins';
@import 'modules/_base';
@import 'modules/_core';
@import 'modules/_forms';
@import ‘modules/_buttons';
```

```scss
@mixin img-block ($url, $width, $height) {
  background: url(#{$url}) 0 0 no-repeat transparent;
  display: block;
  height: $height;
  overflow: hidden;
  text-indent: -9999px;
  vertical-align: top;
  white-space: nowrap;
  width: $width;
}
```

```
.app-logo {
  @include img-block("img/bootstrap/app_logo.png", 214px, 23px);
}
```

Grayskull (internal project)

- Flask
- Flask-Script
- Blinker/Signals
- Boto
- Pyes
- Python-Dateutil
- Requests-OAuthlib
- Raven

Templating

```
<ul class="sidebar-nav">
<li class="sn-item" ng-repeat="(name, service) in services" ng-
class="isAccountActive(name)">
<a href="/backups/[[name]]" class="sn-link"><span class="ss-
social-regular ss-[[name]]">
</span>[[service.display_name]]</a>
</li>
</ul>
```

Data layers

```
"twitter": {
   "name": "Twitter",
      "filters": {
         "collections": {
            "all": {
               "label": "All Tweets",
               "symbolset": "inbox"
               },
             "tweets": {
               "label": "Your Tweets",
               "symbolset": "user"
             },
           "favorites": {
               "label": "Your Favorites",
               "symbolset": "star"
               }
         }
      }
   }
```

Modular everything

1:1

2:1

1:2

4:3

16:9

```
<div class='asset'>
  <div class='content'>Asset goes here</div>
</div>
```

```
.asset {
  position: relative;
  width: 25%; /* (row of four assets) */
}
```

```
/* Aspect ratios:

1:1 = 100%,
2:1 = 50%,
1:2 = 200%,
4:3 = 75%,
16:9 = 56.25% */

.ar-1-1 .asset:before {
    content: "";
    display: block;
    padding-top: 100%;
}
```

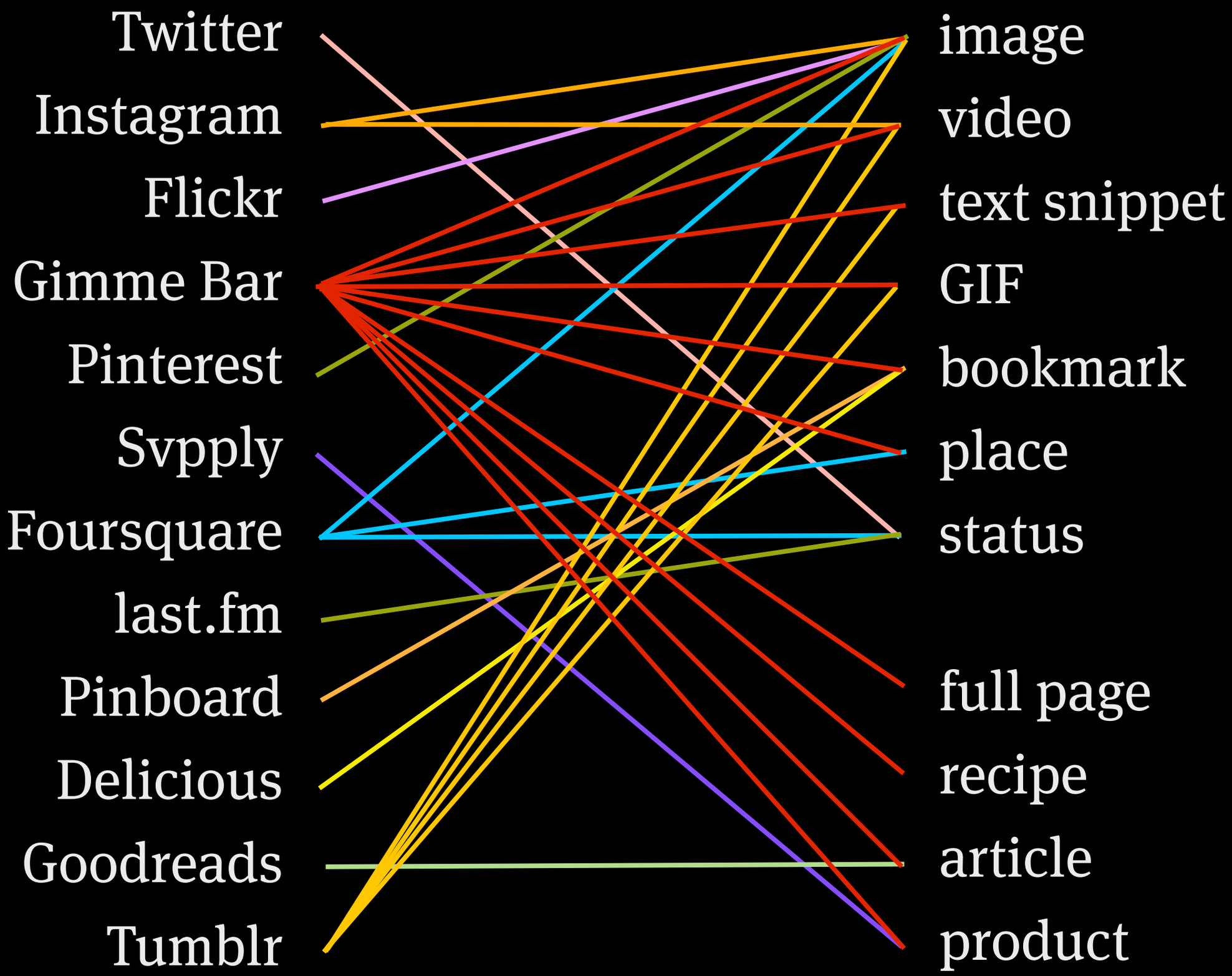
```
/* Aspect ratios:

1:1 = 100%,
2:1 = 50%,
1:2 = 200%,
4:3 = 75%,
16:9 = 56.25% */

.ar-2-1 .asset:before {
    content: "";
    display: block;
    padding-top: 50%;
}
```

```
/* Aspect ratios:

1:1 = 100%,
2:1 = 50%,
1:2 = 200%,
4:3 = 75%,
16:9 = 56.25% */

.ar-1-2 .asset:before {
    content: "";
    display: block;
    padding-top: 200%;
}
```

```
/* Aspect ratios:

1:1 = 100%,
2:1 = 50%,
1:2 = 200%,
4:3 = 75%,
16:9 = 56.25% */

.ar-4-3 .asset:before {
    content: "";
    display: block;
    padding-top: 75%;
}
```

```
/* Aspect ratios:

1:1 = 100%,
2:1 = 50%,
1:2 = 200%,
4:3 = 75%,
16:9 = 56.25% */

.ar-16-9 .asset:before {
    content: "";
    display: block;
    padding-top: 56.25%;
}
```

```css
.content {
  position: absolute;
  top: 0;
  left: 0;
  bottom: 0;
  right: 0;
}
```


Twitter
Instagram
Flickr
Gimme Bar
Pinterest
Svpply
Foursquare
last.fm
Pinboard
Delicious
Goodreads
Tumblr
image
video
text snippet
GIF
bookmark
place
status
full page
recipe
article
product

To conclude

Thanks :)

@colly
colly.com
fictivekin.com

Thanks!

@colly