

Modernes Webdesign

Eric Eggert
yatil.de



WEB STANDARDS

WEBKRAUTS

Modernes Webdesign

1. POSH





1. POSH

Plain-Old-Semantic-HTML

„Semantic HTML is the subset of HTML 4.01 (or XHTML 1.0) elements and attributes that are semantic rather than presentational. The best way to learn and understand POSH is to do it. Pick a page on your web site to begin with, and apply the POSH Checklist to it.“

(microformats.org/wiki/posh)

POSH Checkliste

- Die erste POSH-Regel ist, dass dein POSH validieren (<http://validator.w3.org>) muss.
- Zweitens: Hör auf TABLEs für Präsentationszwecke zu benutzen, entferne 1px-GIFs und HTML-Elemente für Präsentation.
- Leere Anker eliminieren (<http://tantek.com/log/2002/11.html#L20021128t1352>).
- Benutze gute, semantische Klassennamen.

2. Persönliche Codebausteine

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“You can think of a personal markup pattern as a sort of microformat that solves a problem unique to your situation.” (Garrett Dimon, 23.04.2007)

2. Persönliche Codebausteine

Wiederverwendbare HTML-Bausteine

„Elemente, die sich – auch abgewandelt – auf
einer Webseite wiederholen“ (Eric Eggert, 25.04.2006)

<.teaser>

"Keine Hinweise" für USA

Struck nimmt BND in Schutz

Ex-Verteidigungsminister Peter Struck hat Berichte zurückgewiesen, nach denen der Bundesnachrichtendienst der US-Armee Angriffsziele im Irak genannt haben soll.

[weiter](#)



USA brauchen „keine Hinweise“

[BND im Irak](#) — Kontrollgremium sieht kein Problem

[Videonews](#) — Die fragwürdige Rolle des BND im Irak

[BND im Irak](#) — Experte vermutet US-Kampagne

[Steinmeier gibt zu](#) — BND-Leute im Irak eingesetzt

<.teaser>

Saddam-Prozess

Risgar Amin schmeißt offenbar hin



Der vorsitzende Richter im Prozess gegen Saddam Hussein soll aus Protest gegen den Druck der Regierung seinen Rücktritt eingereicht haben. [weiter](#)

[Ständig aktualisiert](#) — Saddam im Gerichtssaal

WIRTSCHAFT

<.teaser>



Gesetzliche KV

Versicherer bitten zur Kasse

36 der insgesamt 245 gesetzlichen Krankenkassen haben zum Jahresanfang ihren Beitragssatz erhöht. Millionen Versicherte sind betroffen. [weiter](#)

[ProSiebenSat.1](#) — Springer will aufgeben

[VW-Affäre](#) — Pischetsrieder früh informiert

[Odol](#) — Keine Spur des Lidl-Erpressers

[Gewerkschafts-Chef](#) — Skepsis gegenüber Kombilohn

[Aktienkurse & Charts](#)

► MEHR WIRTSCHAFT

aus: yatil.de/focusstandards/

3. Raster

Spalten



aus: Khoi Vinh: The Other Times

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U.S. airlines rescind latest round of fare hikes

Thousands of rare marine species discovered in Philippines

Coroner: USC kicker was drunk when he fell to his death

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aus: ALA, Wilson Miner: Setting Type on the Web to a Baseline Grid

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Baseline Grid

4. Typografie

Hand-crafted pixels & text.

SimpleBits is a **tiny web design studio** founded by designer and author Dan Cederholm. We create simple, readable interfaces balanced with a standards-based methodology. [Learn more](#) ▶



RECENT NOTEBOOK ARTICLES & QUICKBITS

★ [Halvorsen](#)

Recently found and purchased. Possibly for an upcoming project. #

★ [MTV.com](#)

MTV relaunches this week, swapping the previous all-Flash design with fast and clean HTML. I've been working with them for the past few months, consulting on template code and CSS guidance. High fives to the team. Read more [about the redesign](#), and also about the cool [new rotating "hats"](#) (logo/background art) produced by various artists. #

★ [Airbag fills up](#)

"Airbag Industries LLC, a California corporation and Vertua Studios of Cambridge, Massachusetts have merged operations effective April 1st, 2007. Ethan Marcotte, founder of Vertua Studios will lead all of Airbag's web standards development." Congrats, Airbaggers (an undecidedly endearing term)! #

★ [The Web Design Survey, 2007](#)

A List Apart asks: "People who make websites have been at it for more than a

LATEST FEATURED WORK



[MTV.com](#)

XHTML/CSS development



[AIGA](#)

XHTML/CSS development



[Cork'd](#)

Co-founder

OUR PRODUCTS



[IconShoppe](#)

Simple little icons to go.



[T-Shirts](#)

Hand-crafted threads.

SPEAKING EVENTS

[@media 2007 \(America\)](#)

May 24-25, 2007 ~ *San Francisco*

[@media 2007 \(Europe\)](#)

June 7-8, 2007 ~ *London*

RECOMMENDED

⊗ [DreamHost](#) ~ Where we host our bits

⊗ [Veer](#) ~ Visual Elements for Creatives

⊗ [Parducci 2005 Pinot Noir](#)

⊗ [Beckmen Vineyards 2004 Cuvee Le Bec](#)

aus: Dan Cederholm: SimpleBits.com

FROM AIGA DESIGN ARCHIVES

SamataMason, Inc. (Dundee, Illinois), 365: AIGA Year in Design 21, 2000 [NCR 1999 Annual Report](#)

Inspiration

Professional
Resources

Education

Design &
BusinessSociety &
Environment

Writing

 [RSS](#) ([What's this?](#))

Carnage for Kids

FROM [VOICE](#)by [David Barringer](#) | Apr 24, 2007 | [\(13\)](#)

What do you do when graphic design gets too graphic? Barringer covers his kids' eyes and riffs on the perils of picking out movies at Blockbuster.

[more »](#)FROM [VOICE](#)

Ephemeral Art's Lasting Impression: An Interview with Marc and Sara Schiller

by [Sue Apfelbaum](#)Apr 17, 2007 | [\(0\)](#)

The law that "what goes up must come down" doesn't just apply to gravity, but street art, too. Good thing that the Wooster Collective is around to document it.

FROM [GAIN: AIGA JOURNAL OF BUSINESS AND DESIGN](#)

Building Brand Value Through the Strategic Use of Sound

by [Noel Franus](#)Apr 26, 2007 | [\(0\)](#)

Every brand on earth has a visual identity. Franus explains how sound, much like good visual or industrial design, also conveys value and strengthens brand reputations.

FROM [VOICE](#)

Rebel Without a Caslon: An Interview with Cyrus Highsmith

by [Steven Heller](#)FROM [VOICE](#)

Playing for a Living: An Interview with Luke Hohmann

AIGA, the professional association for design, is the place design professionals turn to first to exchange ideas and information, participate in critical analysis and research and advance education and ethical practice.

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Established: 1994 | Members: 63

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Register for Intent/Content design educators conference; book a hotel room at the special rate by May 1

aus: [AIGA.com](#)

5. Unaufdringliches JavaScript

Unauffällig, doch genial

```
<a href="#"  
  onclick="toggle('div.hinweis');  
          return false;">  
  Hinweise einblenden  
</a>
```



```
<a href="#"  
  onclick="toggle('v.hinweis');  
  return false;">  
  Hinweise anzeigen  
</a>
```

```
<script type="text/javascript">  
  addEvent('hinwtoggle',  
    'click',  
    toggle('div.hinweis')  
  );  
</script>
```

```
<a id="hinwtoggle"  
  href="/hinweise.html">  
  Hinweise einblenden  
</a>
```


Weiterführende Links:

1. Posh

microformats.org/wiki/posh

2. Persönliche Codebausteine

[Garrett Dimon: Coding for Content](#)

[Eric Eggert: XHTML-Bausteine](#)

3. Raster

[Mark Boulton: Five Simple Steps to designing grid systems](#)

[Khoi Vinh: The Other Times](#)

Khoi Vinh: [Oh Yeeaahh!](#) & yeeaahh.subtraction.com &

[Grids Are Good@SXSW](#)

Weiterführende Links:

4. Typografie

R. Rutter & M. Boulton: Web Typography Sucks @SXSW

Mark Boulton: Five Simple Steps to better typography

Jon Hicks: Choosing typefaces for the web @Oxford Geek Night

Jeff Croft: Elegant Web Typography (PDF) @FOWD

5. Unaufdringliches JavaScript

Christian Heilmann: Barrierefreies JavaScript



Die Folien 16–19, 21, 22, 24, 25 sind Eigentum der jeweiligen Autoren. Sie werden zu Demonstrationszwecken hier gezeigt. Alle anderen Folien sind unter einer CC-Lizenz veröffentlicht.

Ende

Danke für's Zuhören :)

Eric Eggert, yatil.de