

REST IN Ps

СОВРЕМЕННЫЙ ПОДХОД К ВЕБ-ДИЗАЙНУ

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Илья Пухальский,
ЕРАМ Mobile Competency Center

@pukhalski

ВЕБ-ДИЗАЙНЕР



"The different areas of web design include web graphic design; interface design; authoring, including **standardized code** and **proprietary software**; user experience design; and search engine optimization."

Wikipedia, October 2011



A screenshot of a web browser window displaying a job listing. The title bar shows the URL: jobs.smashingmagazine.com/j/UI-Developer. The page header includes the Smashing Jobs logo, a search bar with placeholder text "e.g. web design, new york", and a "Post your job" button. The main content features a large heading "UI Developer/Designer" and "Lonely Planet (Nashville, TN)". Below this are details like the posting date (Oct 16, 2013), job type (Fulltime Job), and social sharing buttons for Facebook, LinkedIn, Google+, and Twitter. A sidebar on the right lists requirements for the role.

You:

- have mastered HTML & CSS
- know a bit of JavaScript and maybe some other scripting languages (primarily Ruby for us)
- love working with clients to design funky web pages
- have mad Photoshop skills

About the role:

The Lonely Planet Online team is responsible for delivering lonelyplanet.com, a place that inspires, connects and helps travellers. We are challenged with bringing over 40 years of authored travel content to life on the web in a way that is engaging for our community and relevant for individual travellers.

We're passionate about our products and the evolving technologies we use to build them. We want engineers that want to build stuff quickly, probably break things along

work experience

- 5+ years web creative experience (with 2+ years related to e-commerce)
- A Minimum of 2 years of Web/Graphic experience with demonstrated knowledge of HTML, HTML5, CSS3, JavaScript and PHP.
- Working experience building and customizing websites with Drupal, Joomla or Wordpress
- Demonstrated knowledge and experience with cross-browser and cross-platform requirements.
- Strong knowledge of Adobe Dreamweaver, Photoshop and Illustrator
- Technically savvy and demonstrated knowledge of best practices in SEM and SEO including tracking and

Web Designer at Primus Telecommunicati...Toronto, Canada Area – Job | LinkedIn

www.linkedin.com/jobs2/view/7016132?trk=vsrp_jobs_r

Reader

Search for people, jobs, companies, and more...

in

Web Designer

Primus Telecommunications Canada Inc. - Etobicoke

Posted 17 hours ago

Apply on company website

Save

Other Details

About this job

@jolieodell perhaps just encouragement
that the best designer is a programmer
and the best programmer is a designer.

about 2 hours ago via TweetDeck in reply to jolieodell

Reply Retweet



unclEricson

Ericson



New

Name: Untitled-1

Preset: Custom

Size:

Width: 1024 Pixels

Height: 768 Pixels

Resolution: 72 Pixels/Inch

Color Mode: RGB Color 8 bit

Background Contents: White

Advanced

Color Profile: Display

Pixel Aspect Ratio: Square Pixels

OK Cancel Save Preset... Delete Preset...

Image Size:

2.25M

Submit your website

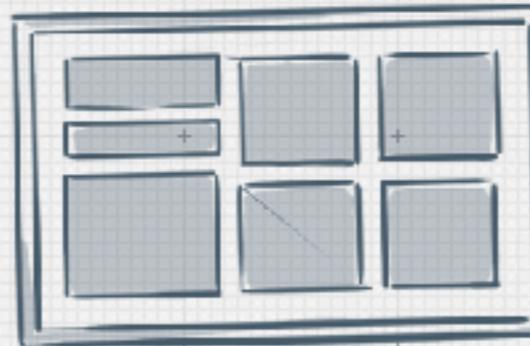
Style TILES

A Visual Web Design Process *for Clients & the Responsive Web*

■ WHAT ARE STYLE TILES? ■

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



[DOWNLOAD TEMPLATE](#) 

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

Present clients with interface choices without making the investment in multiple

Fonts from 



Style_Tile_Template.psd @ 100% (Designers Notes & adjectives, RGB/8#)

Project Name
Logo Here

Style Tile
version:1

Possible Colors

Textures

This is an Example of a Header
Font: Name #hexcode

This is an Example of a Sub Head
Font: Name #hexcode

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name #hexcode

This is an example of a Text link »

Adjectives

Lorem Ipsum Dolor
 Sit Amet Magna

<http://www.styletile.es>
Template by @Samanthatoy

Be creative, don't just use this template as-is!

Styleguide должен описывать
не только статику,
но и динамику



ЧТО ПЛОХОГО В  ?



Фотошопить или не фотошопить?

- Жесткие рамки ограниченные размером рабочей области
- PSD статичен
- Контент уходит на второй план
- Проблемы со шрифтами
- Не учитывает возможности браузера
- Увеличение объема работы



"Time is a key factor
in productivity"

Melanie Lang



Контент



Скетчи



Прототип



Адаптация



Полировка



Поставка



КОНТЕНТ



Markdown



iA Writer

Правда действительности

Прежде чем перейти к основной теме статьи, я бы хотел поделиться некоторыми рациональными наблюдениями, которые, как бы не хотелось, на данный момент времени игнорировать никак не представляется возможным:

- * **HTMLx не будет готов никогда**. Для меня "HTML5" давно стал просто маркетинговым термином. Я предпочитаю называть вещи своими именами и использую "HTML", "CSS" и "JavaScript" (или EcmaScript, в зависимости от ситуации) вместо "HTML5" и "CSS3" (если речь не идет о конкретной спецификации как документе и ее версии).

Ситуация с версионностью HTML на данный момент схожа с ситуацией с версиями браузеров. Новые возможности появляются очень быстро, зачастую даже браузеры задают темп. Но тем не менее веб и технологии развивается настолько быстро, что существует постоянная потребность в новых стандартах и всегда остается шлейф из нереализованных или неверно/неокончательно

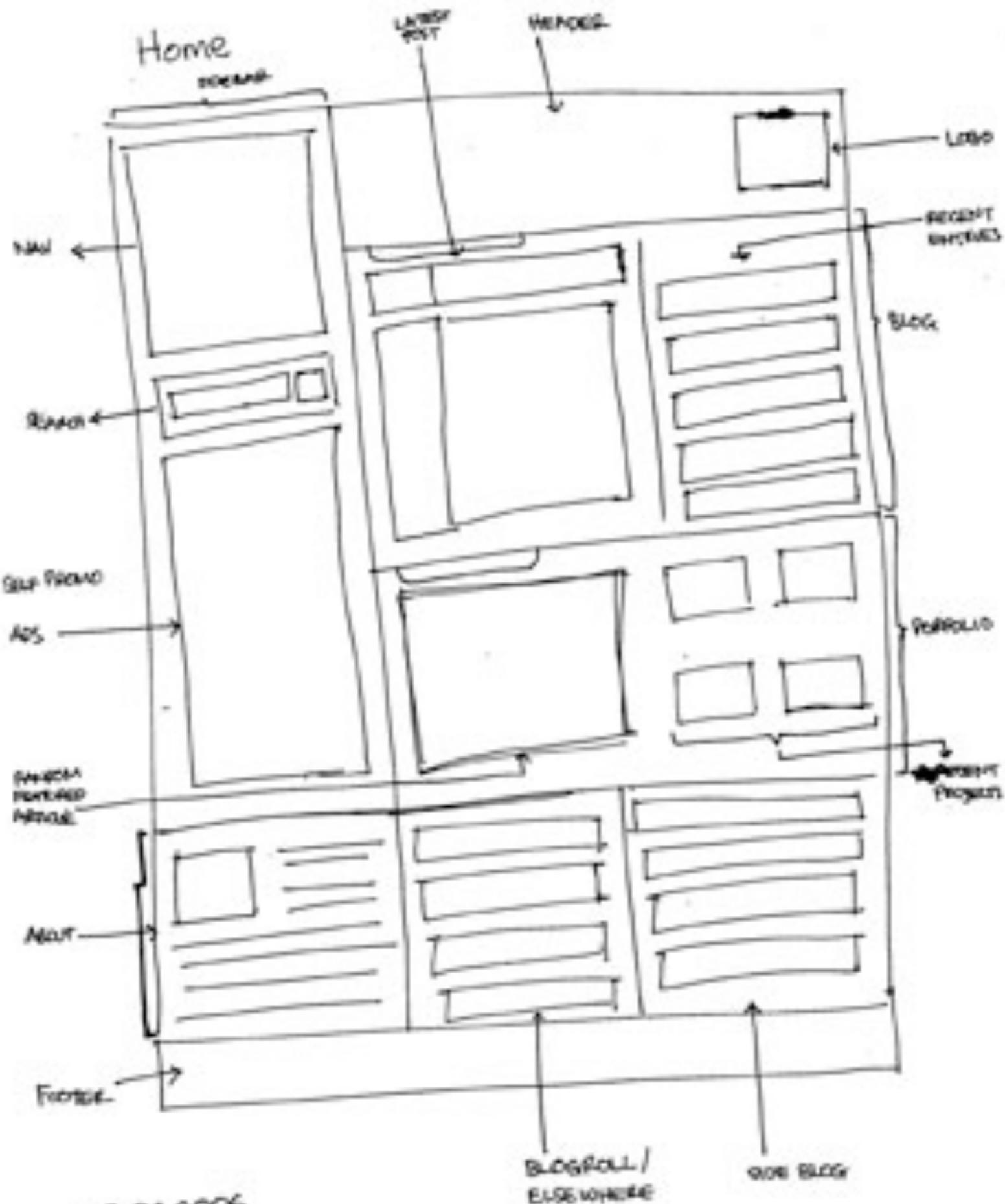
MD

- Простой синтаксис
- Переносимый
- Легко конвертируемый в HTML/PDF/Word/...
- Встроен во многие сервисы



СКЕТЧИ







appsketchbook.com/products/responsive-design-sketchbook

CODING

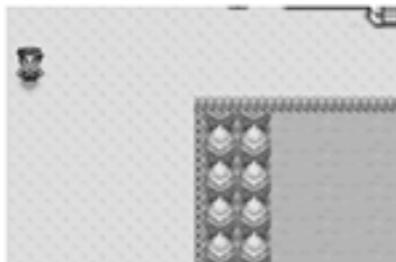
CSS
HTML
JavaScript
Techniques



Showcase of Case Studies in Design Portfolios



Best Practices For Effective Design Of "About me"-Pages



Develop A One-Of-A-Kind CSS/JS-Based Game Portfolio



Best Practices For Effective Design Of "About me"-Pages

DESIGN

Web Design
Typography
Inspiration
Business

MOBILE

Responsive
iPhone & iPad
Android
Design Patterns

AlterED is proudly independant

We are not supported or funded from any source, all equipment is team investment built with DIY ethics.

Project started with support of UNDP Croatia and transformed into do-it-yourself initiative we named AlterED. We have no ties to any political organisation or government funds.

All team members are active on a local level of alternative movements in Croatia: supporting and working on various projects involving free education, street music, volunteering, civil rights, NGO's, festivals, arts, hackathons...

What we can do for you.



Have an Idea?

Your idea solves a need in a clever way, but you need help turning it into a product. We understand ideas and products and can shape them into great experiences.



Have a Product?

You have an existing product but know there's a better, more elegant design that can improve your product. We take complex products and make them simple.

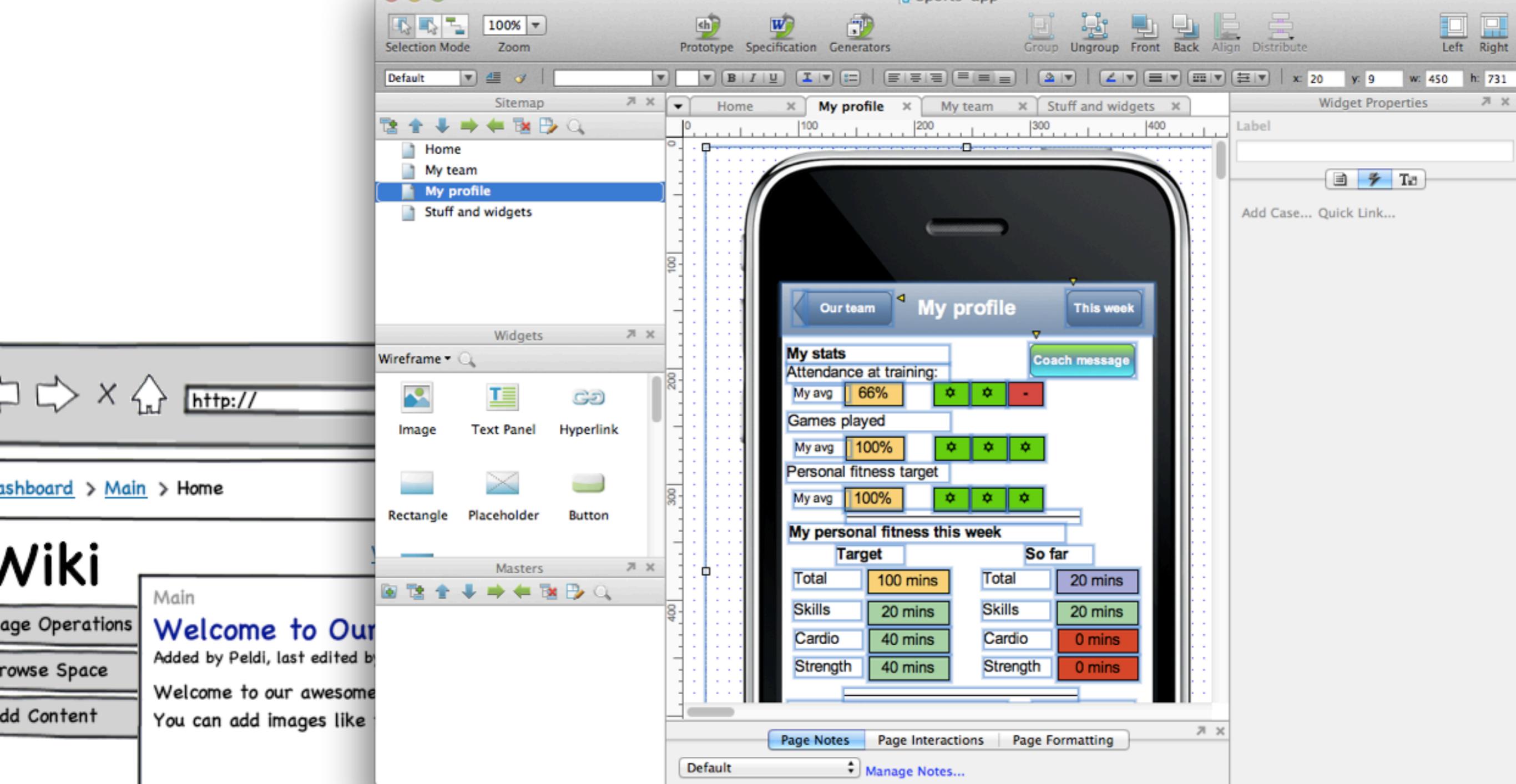


Need a Designer?

You need an outsourced design partner to complement your inhouse skills. We offer a broad range of services to assist marketing teams to ensure quality output.

ПРОТОТИПИРОВАНИЕ





And other text lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip...

1

Index.html x

Save Revert ▾

Project name

Hello, world!

This is a template for a simple marketing or informational website. It includes a large callout called the hero unit and three supporting pieces of content. Use it as a starting point to create something more unique.

Learn more »

...

1 <!doctype html>

2

3 <html>

4

5 <head>

6 <title>Jumbotron</title>

7 <meta name="viewport" content="width=device-width">

8 <link rel="stylesheet" href="https://netdna.bootstrapcdn.com/bootstrap/3.3.7/css/bootstrap.min.css">

9 <script type="text/javascript" src="https://ajax.googleapis.com/ajax/libs/jquery/2.0.3/jquery.min.js"></script>

10 <script type="text/javascript" src="https://netdna.bootstrapcdn.com/bootstrap/3.3.7/js/bootstrap.min.js"></script>

NAVIGATOR

Search Files C ⌂ ⌄ +

Index.html

INSPECTOR

CONFIGURATION

No options available.

STRUCTURE

No options available.

COMPONENTS

Warning! Alerts are cool. X

Entire Library 🔍

Search Components

- Alert
- Aside Element
- Badge
- Breadcrumbs 1
- Button 4
- Container
- Definition List
- Footer Element
- Form 8
- Grid Row 1
- Header Element
- Heading
- Horizontal Rule



RATCHET



Divshot

https://builder.divshot.com/#/projects/witchfinderx/1/share

Reader

Organizations and Projects

swedenxpower@gmail.com

+ Create Organization

Share Project

Get feedback fast with project previews. Click the "Generate Preview" button and a link will automatically be generated. Share the link however you'd like — via email, chat, tweet, etc.

Heads Up! This preview does not change as you continue working.
To share further changes, generate another preview as-needed.

<http://previews.divshot.com/8150af34cedb97d4a5ebbb05425ff082/witchfinderx/1>

Copy Link

Generate Preview

Project link was copied to the clipboard. x

Трюки



Быстрые иконки





☭

```
.icon {  
    display: inline-block;  
    color: inherit;  
    border: 0;  
    background: none;  
    font-weight: normal;  
    font-style: normal;  
    font-family: 'serif';  
}  
  
.
```

```
.icon:before {  
    display: block;  
    margin: 0 auto;  
}  
  
.
```

```
.icon-heart:before {  
    content: '\2665';  
}
```

Arrows symbols — Unicode character table

unicode-table.com/en/sets/arrows-symbols/ Reader

Unicode character table beta

Character search Example: hammer and sickle

About Character sets Tools EN ▾

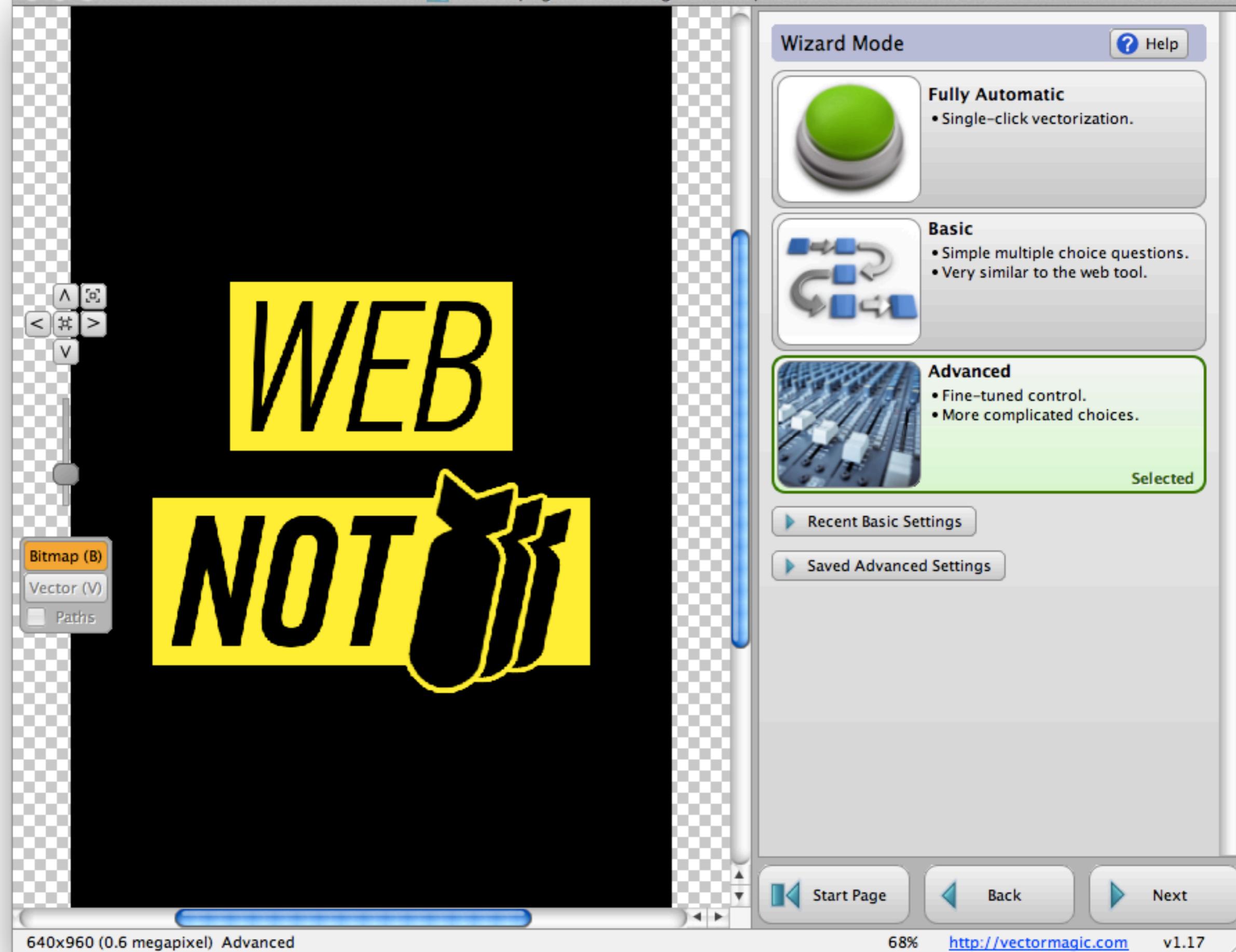
Arrows symbols

Most popular characters Christmas and New Year symbols Chess symbols Hearts symbols Signs of the zodiac Suits of the cards Currency symbols Office accessory symbols Arrows symbols Special symbols Sea theme symbols Music symbols Flowers symbols Greek symbols Symbols for Facebook

The page displays a large grid of 22 rows and 15 columns of various arrow symbols from the Unicode character set. The symbols include: left, right, up, down, diagonal, curved, and more complex directional indicators like the hammer and sickle, and the right-to-left arrow.

Быстрый SVG





A screenshot of a web browser window displaying a landing page template. The browser has standard OS X-style controls (red, yellow, green buttons) and a toolbar with icons for back, forward, search, and refresh. The address bar shows the URL: previews.divshot.com/8150af34cedb97d4a5ebbb05425ff082/witchfinderx/1/. The page itself has a dark header with a "Project name" input field, a "Home" button, and a "Sign in" button. The main content area features a large "Hello, world!" heading, a descriptive paragraph, and a blue "Learn more »" button.

Jumbotron

Project name Home About Contact Dropdown Email Password Sign in

Hello, world!

This is a template for a simple marketing or informational website. It includes a large callout called the hero unit and three supporting pieces of content. Use it as a starting point to create something more unique.

[Learn more »](#)

Heading

Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Etiam porta sem malesuada magna mollis euismod. Donec sed odio dui.

[View details »](#)

Heading

Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Etiam porta sem malesuada magna mollis euismod. Donec sed odio dui.

АДАПТАЦИЯ



Сетки



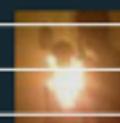
Web Standards Days



@haritowa не только у тебя #wstdays



Презентация Роберта Харитонова с #wstdays в Минске
<http://t.co/tl3DPbt5Fb>
(3,1 Мб)



У меня скрипят стул
#wstdays (via @st_filer)
А у меня скрипят сосед своим кашлем.

Теги: #webstandardsdays

Темы: #webstandardsdays



Line-height: 18

Offset: 0

Color: █ █ █ █ █ █ █ █ █

Remove the Grid *

Календарь событий

Наши докладчики

Видео со встреч

Объединение разработчиков «Веб-стандарты»
представляет новый формат мероприятий под названием
Web Standards Days. Главной целью этих встреч
является качественное образование и обмен опытом
в области веб-разработки. Подобный формат
не подразумевает продвижение каких-либо отдельных
коммерческих интересов и технологий — нас объединяет
идея построения единого открытого веба.

Участие во всех наших встречах бесплатное,
но вы всегда можете поддержать проект.

Отчёты о проведённых событиях, видео докладов

Breakpoints



Ориентированы на устройство



```
/* Mobile styles go first, without media queries. */

@media only screen and (min-width: 321px) {
    /* Larger mobile styles (wider than 320 pixels) */
}

@media only screen and (min-width: 600px) {
    /* Tablet styles (wider than 600 pixels) */
}

@media only screen and (min-width: 1024px) {
    /* Large laptop styles (wider than 1024 pixels) */
}

@media only screen and (min-width: 1140px) {
    /* Desktop styles (wider than 1140 pixels) */
}
```

Ориентированы на дизайн



```
@media only screen and (min-width: 1200px) { }
```

```
@media only screen and (min-width: 960px) { }
```

```
@media only screen and (min-width: 860px) { }
```

```
@media only screen and (min-width: 740px) { }
```

```
@media only screen and (min-width: 600px) { }
```

```
@media only screen and (min-width: 340px) { }
```

Тестирование на устройствах



The screenshot shows a web browser window for 'XFramework - HTML5 Java' at 'xframeworkjs.org'. The main content features a smartphone icon with a wrench, a 'GETTING STARTED' button, and a 'FORK US' button. Below the phone icon is the text 'Cross-platform responsive web apps.' In the top right corner, there is a 'Responsive Inspector' panel with a grid of colored arrows and a horizontal scale from 0px to 1000px.

Responsive Inspector

Width	Color	Max Value
0px - 250px	Orange	MAX 379px
250px - 500px	Orange/Yellow	MAX 480px
500px - 750px	Yellow	MAX 500px
750px - 1000px	Yellow/Green	MAX 525px
0px - 649px	Yellow	MAX 649px
649px - 767px	Yellow	MAX 767px
767px - 769px	Yellow	MAX 769px
769px - 1000px	Green	MAX 839px

Working Files

index.html

main.css

Main.js

x-framework-promo2

 CSS

 bootstrap-responsive.css

 bootstrap.css

 main.css

 normalize.css

 img

 index.html

 js

 jquery.waypoints.min.js

 main.js

index.html — Adobe Edge Code CC (Preview)

89 [Tweet](https://twitter.com/share)

90

91

92

93

94

95

96

97

98

99

100

What's XF?

XFramework, or XF, is a small but powerful HTML5 JavaScript framework for building truly cross-platform web applications that will work on mobile phones, tablets, desktop computers, and even Smart TVs.

It's built to deliver the best user experience considering the user context and device capabilities keeping the single codebase.

101

102

103

104

105

106

107

108

Please start the Edge Inspect CC Application...
Get Edge Inspect CC.

In Edge Inspect CC - OFF

Line 166, Column 21

★ 236 Lines HTML Spaces 4





Catapulty

Are you a cross-browser coder tired of copying the same URL into 10 different browsers?

Then Catapulty's bookmarklets are here to help you...

The Setup

1. Drag [Throw](#) into your Bookmarks Toolbar
2. Then drag [Hit](#) into your Bookmarks Toolbar
3. Repeat putting [Throw](#) & [Hit](#) links into the Bookmarks Toolbar for each browser you code for

How to work with Catapulty

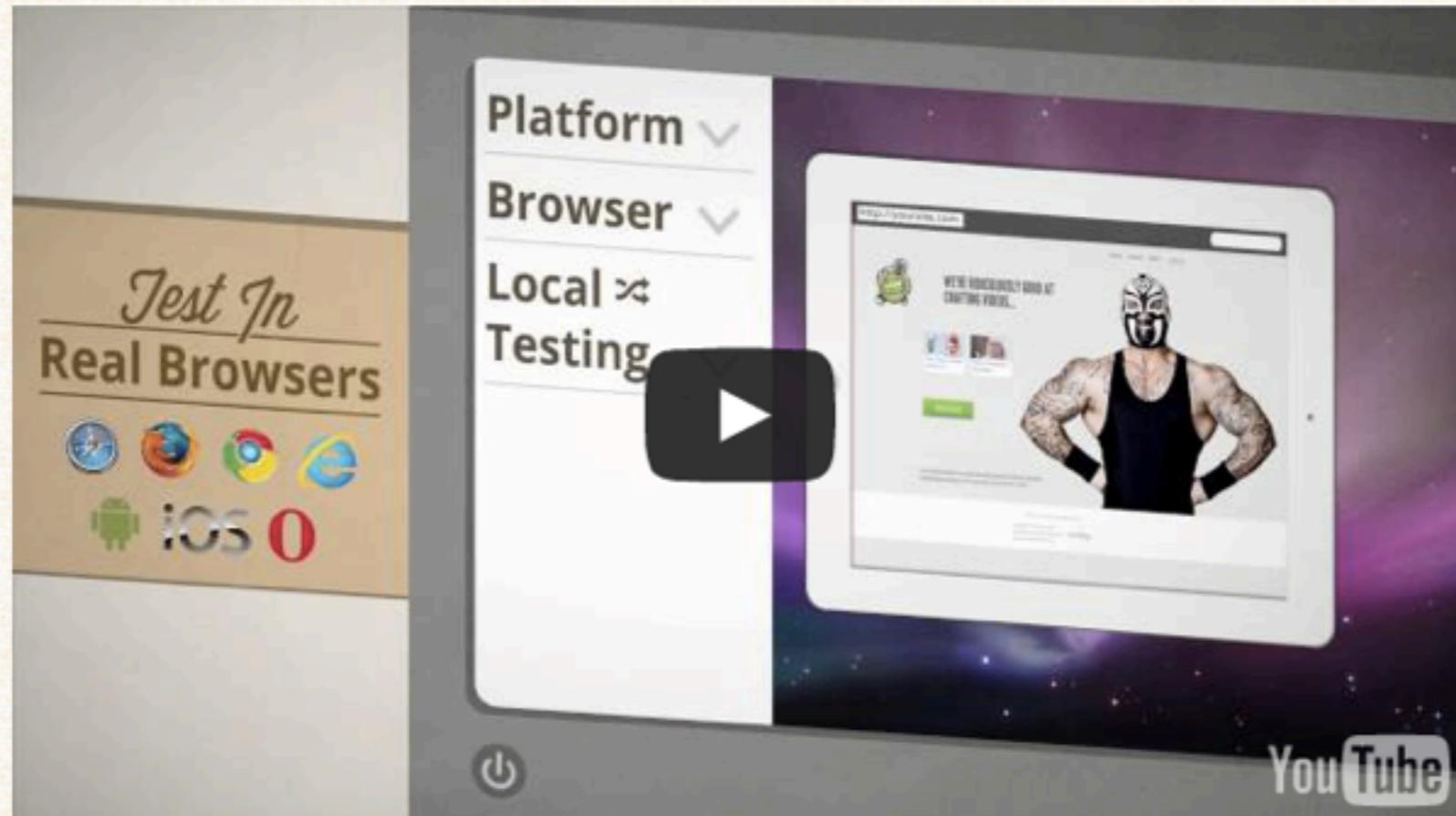
catapulty.com



Live, Web-Based Browser Testing

Instant access to all desktop and mobile browsers.

Say goodbye to your setup of virtual machines and devices.



[View our full feature overview](#)

Free Trial

No credit card required. We promise.

Full Name

Email

Password

Sign up for free

Get Instant access to 200+ desktop and mobile browsers on different Windows, Mac & mobile OS flavors.

browserstack.com

Трюки



Постоянная поставка

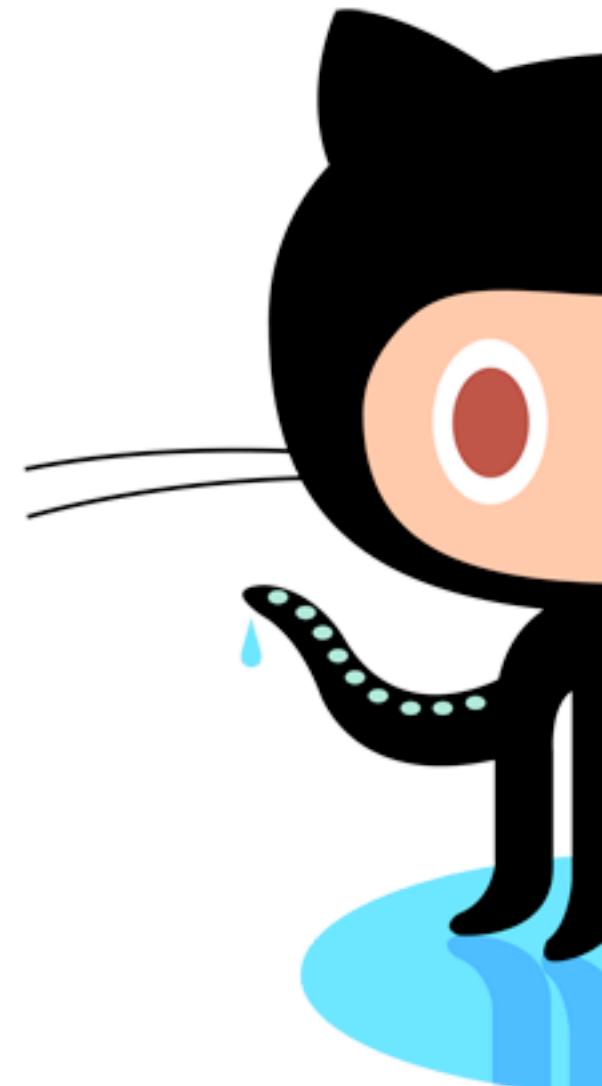


```
git checkout --orphan gh-pages
```

```
git add .
```

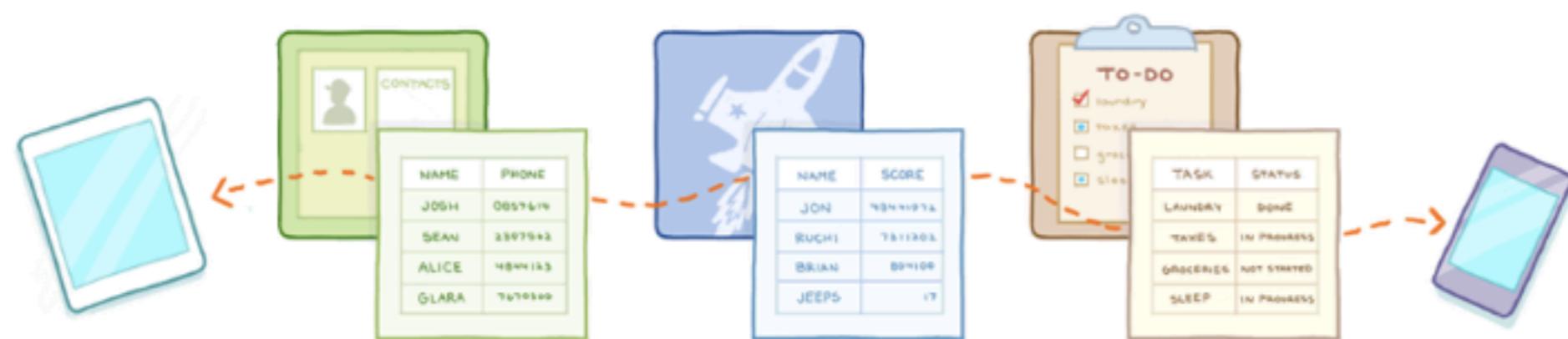
```
git commit -a -m "Pages: init"
```

```
git push origin gh-pages
```



Datastore API

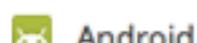
Keep your app's structured data in sync with Dropbox



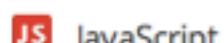
These days, your app needs to store and sync more than just files. With the Datastore API, structured data like contacts, to-do items, and game state can be synced effortlessly. Datastores support multiple platforms, offline access, and automatic conflict resolution.



iOS

[Install SDK](#)[Tutorial](#)[Documentation](#)

Android

[Install SDK](#)[Tutorial](#)[Documentation](#)

JavaScript

[Install SDK](#)[Tutorial](#)[Documentation](#)

override.css



```
header {  
    text-align: center;  
}
```

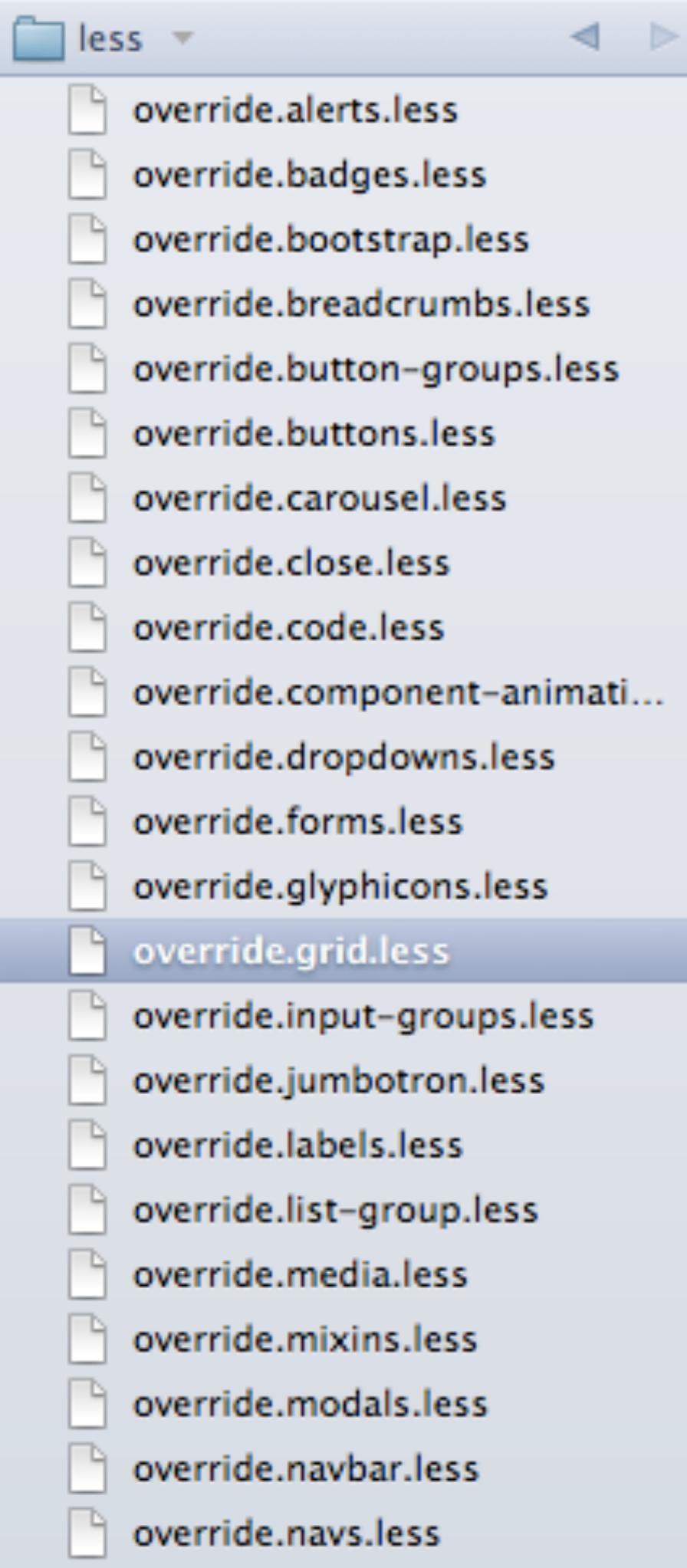
```
.navbar-header {  
    width: 100%;  
    text-align: center;  
    float: none;  
}
```

```
.navbar-nav, .navbar-nav>li {  
    float: none;  
}
```

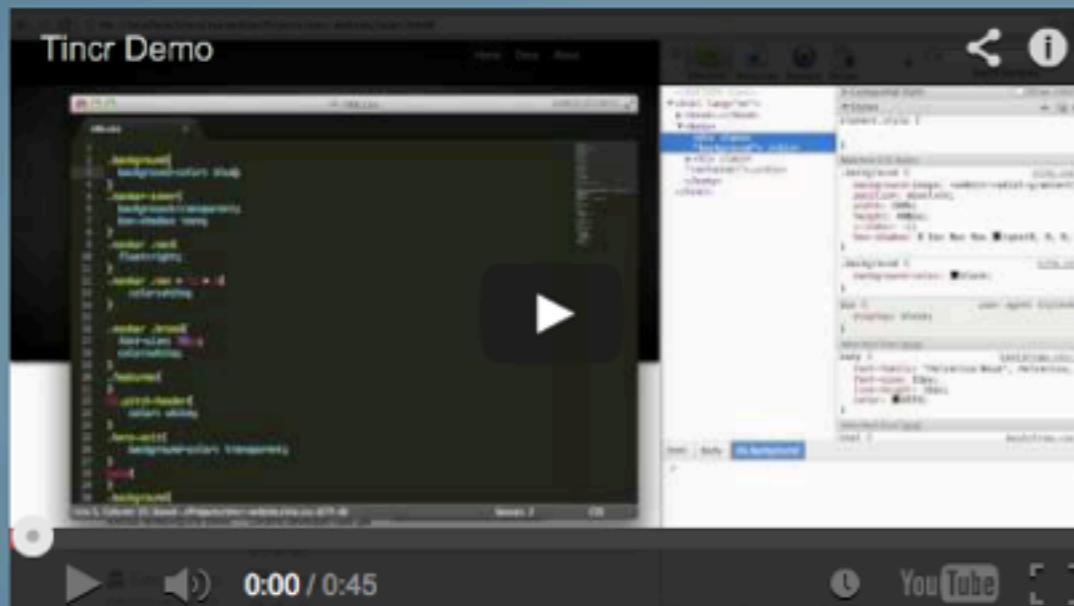
```
.navbar-nav>li {  
    display: inline-block;  
}
```

Модульный override.css





override.*.less

[Home](#) [Docs](#)

Tincr

Edit and save files
from Chrome
Developer tools. Live
reload for Chrome.

Live Reload

Any CSS or JavaScript changes you make in any editor reloads in Chrome without refreshing the whole page

Easy Setup

Everything you need is in the Chrome Extension. No proxies or

Save from Chrome

Any changes you make in Chrome Developer tools get saved to the right file automatically

Cross Platform

Mac OS X, Windows, Linux

[Download Tincr](#)[View Project on Bitbucket](#)

ПОЛИРОВКА





YO



GRUNT



BOWER

joshje/grunt-svg

GitHub, Inc. github.com/joshje/grunt-svg

CITYBOX ▾ INSTAPAPER ▾ TRANSLATE ▾ Slave Ship ▾ Sources ▾ PERF ▾ Pin It dcovery editor TMP ▾ TODAY ▾ WANT ▾ Interest ▾ > +

Grunt SVG Compression

4 commits 2 branches 0 releases 1 contributor

branch: master / [grunt-svg](#) / [+](#)

Remove converted SVG

joshje authored 5 months ago latest commit [9470bc4f5a](#)

svg	Remove converted SVG	5 months ago
.gitignore	Remove unnecessary files	5 months ago
Gruntfile.js	Init repo	5 months ago
index.html	Init repo	5 months ago
package.json	Init repo	5 months ago
readme.md	Init repo	5 months ago

readme.md

Grunt SVG Compression

Quickly and easily compress your SVG files using Grunt and the following grunt plugins:

Code Issues Pull Requests Wiki Pulse Graphs Network

HTTPS clone URL <https://github.com/joshje/grunt-svg>

You can clone with [HTTPS](#), [SSH](#), or [Subversion](#).

Clone in Desktop Download ZIP

Тестирование на retina без retina

- about:config
- layout.css.devPixelsPerPx
- изменить на 2, 4, 1.5 и т.д.



ПОСТАВКА



Стайлгайд



<http://xframeworkjs.org>[Stylify Me](#)[About Stylify Me »](#) [Download](#)

Background Colours



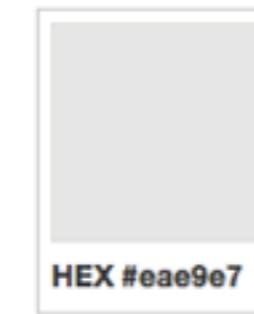
HEX #1abc9c



HEX #ffffff



HEX #474e5d



HEX #eae9e7

Text Colours



HEX #515151



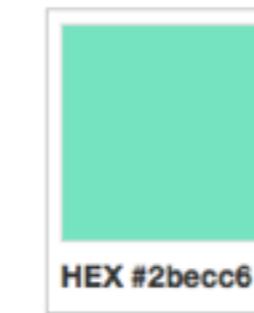
HEX #dcfaff



HEX #ffffff



HEX #000000



HEX #2becc6



HEX #1abc9c



HEX #474e5d

Typography

Lato. sans-serif. normal. 52px. 67px. #515151

stylifyme.com



Kalei - Style guide

► styles.css

Kalei - Style guide

Generates bootstrap-like
documentation for your own CSS!

Getting started

Example

Main goals and benefits

Author

Contributors

Inspiration and alternatives

Technologies

License

Kalei theme

theme.css

Examples

Example

Easily show off examples of your components and the HTML to generate them

Example

[Compose new](#)

[Archive](#)

[Report spam](#)

[Delete](#)

[Move to](#)

[Labels](#)

Code

```
<div class="actions button-container">
    <a href="#" class="button primary">Compose new</a>

    <div class="button-group">
        <a href="#" class="button primary">Archive</a>
        <a href="#" class="button">Report spam</a>
        <a href="#" class="button danger">Delete</a>
    </div>

    <div class="button-group minor-group">
        <a href="#" class="button">Move to</a>
        <a href="#" class="button">Labels</a>
    </div>
</div>
```

Main goals and benefits

- Fully documented CSS - No need to explain the benefits
- No dependencies, simply download the repository and run in your browser

Части





**Cross-platform responsive web apps.
Built easily.**

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What's XF?

XFramework, or XF, is a small but powerful HTML5 JavaScript framework for building truly cross-platform web applications that will work on mobile phones, tablets, desktop computers, and even Smart TVs.

It's built to deliver the best user experience considering the user context and device capabilities keeping the single codebase.

Yet another JavaScript framework?



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Контент



Скетчи



Прототип



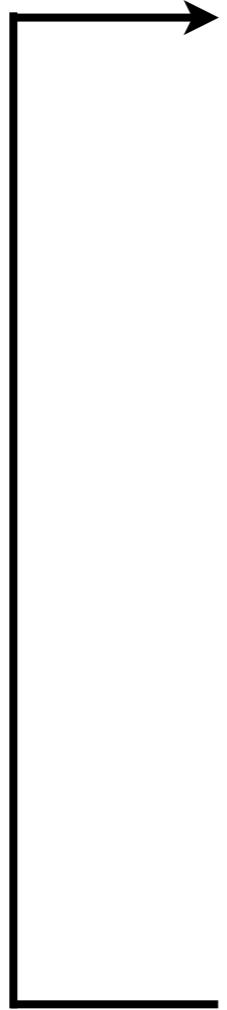
Адаптация

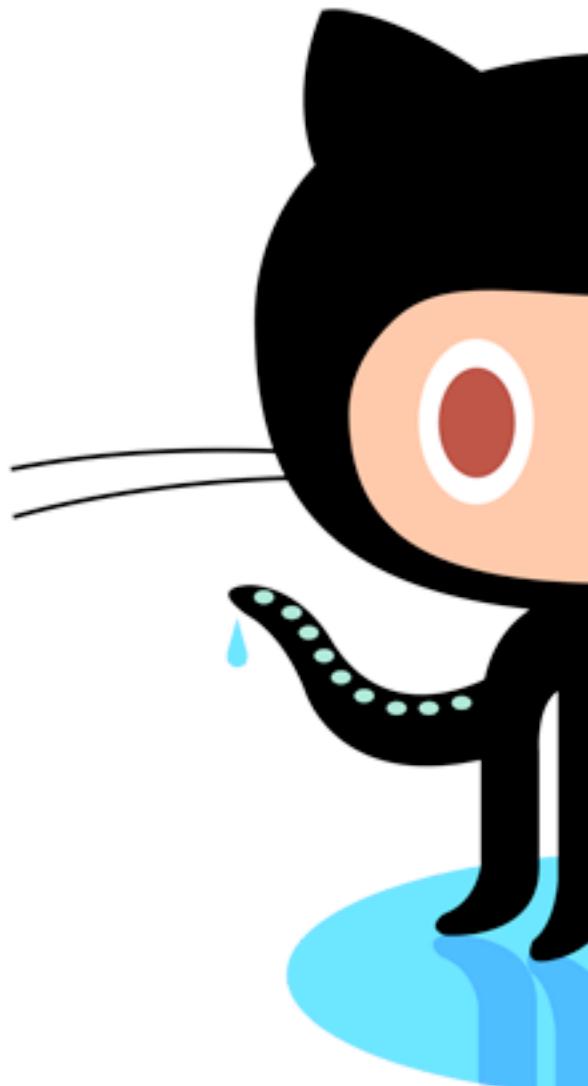
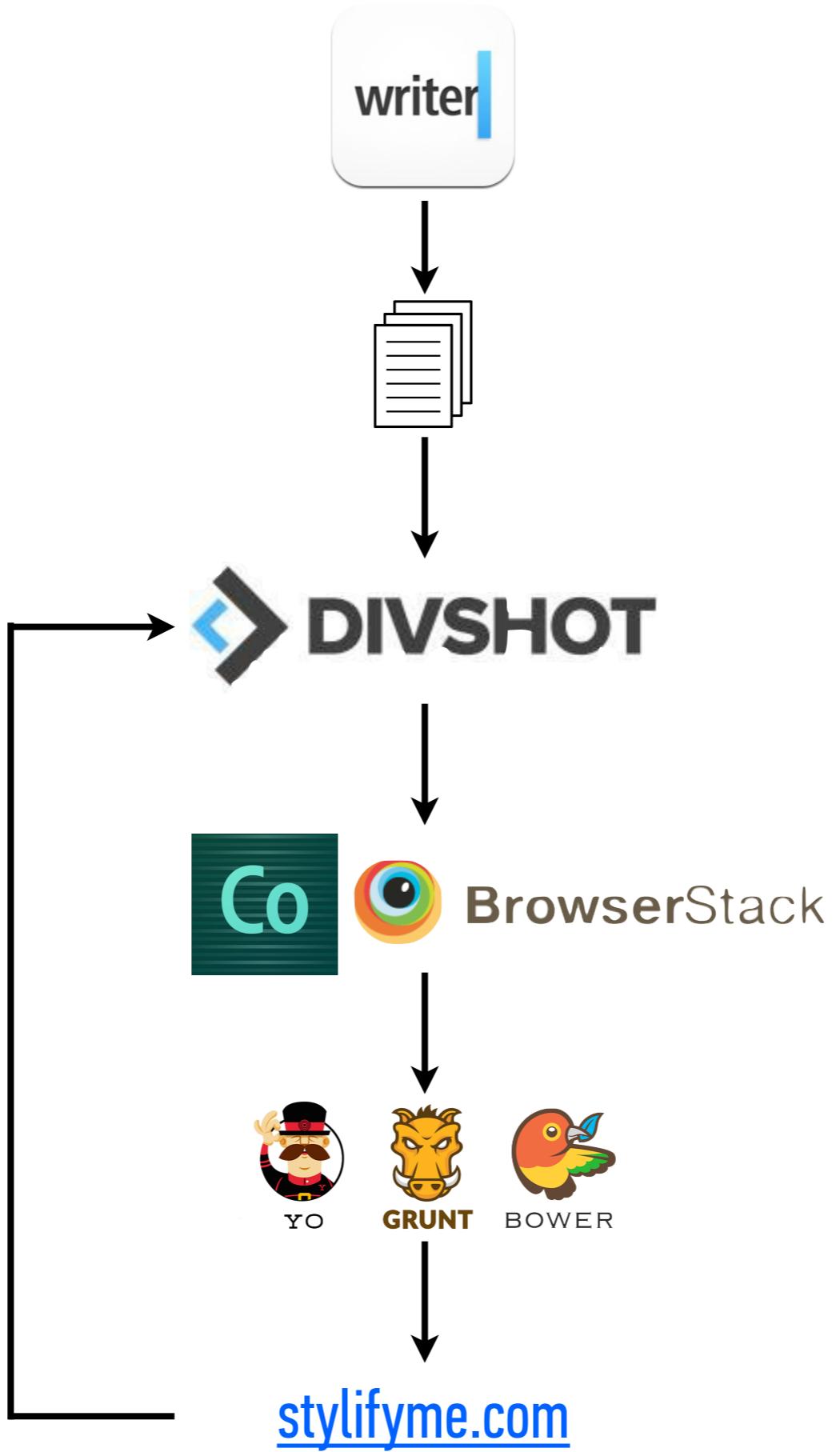


Полировка



Поставка



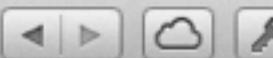


SO WOOOT?



Пробуйте новое,
находите то, что вам подходит,
совершенствуйте свой процесс





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imgur

Imgur

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image, hosting, upload, gallery

THE DEPTHS
hellenic-wide-1
IMAGINATION

Proxima Nova Extra Condensed - Regular ×
Font Family proxima-nova-extra-condensed-1, proxima-nova-extra-condensed-2, sans-serif;
Font Size 45px Line Height 45px
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP
Font Served by Typekit
#ffffff

WhatFont Tool

WhatFont Tool - The easiest way to inspect fonts in webpages « Chengyin Liu.

web typography, webfonts, chrome extension

Thesis

We can be more productive through
**sleep, meditation, and healthy
habits** than through editor
shortcuts.



Примеры

- xframeworkjs.org
- alignedcode.com
- tap2help.org
- designedinbrowser.com
- ...



designedinbrowser.com

