

REST IN

СОВРЕМЕННЫЙ ПОДХОД К ВЕБ-ДИЗАЙНУ

Илья Пухальский



Илья Пухальский,

EPAM 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





- select -

Post your

e.g. web design, new york

UI Developer/Designer

Lonely Planet (Nashville, TN)

Oct 16, 2013

Fulltime Job

Recommend 0

Share

+1 0

Tweet

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

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

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 Telecommunications Canada Inc. - Toronto, Canada Area - Job | LinkedIn

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

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

primus.

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:

Preset:

Size:

Width:

Height:

Resolution:

Color Mode:

Background Contents:

Advanced

Color Profile:

Pixel Aspect Ratio:

OK

Cancel

Save Preset...

Delete Preset...

Image Size:

2.25M

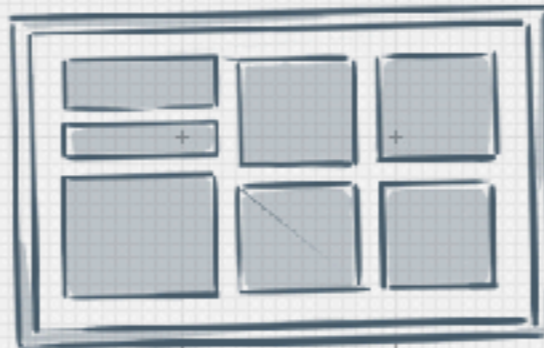
Style TILES

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 ①

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

Style Tiles

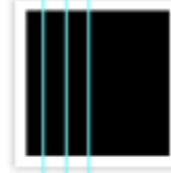
Style_Tile_Template.psd @ 100% (Designers Notes & adjectives, RGB/8#)

Logo Here

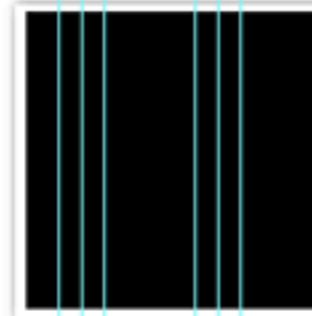
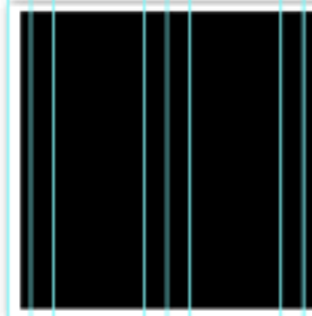
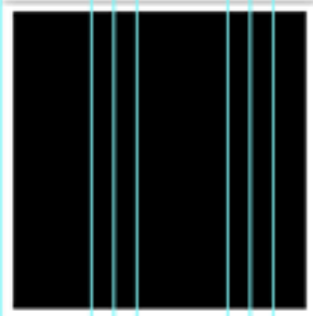
Project Name

Style Tile
version:1

Possible Colors



Textures



This is an example of a Button

Submit Button Example Here

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, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation 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
Sit

Ipsum
Amet

Dolor
Magna

<http://www.styletil.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



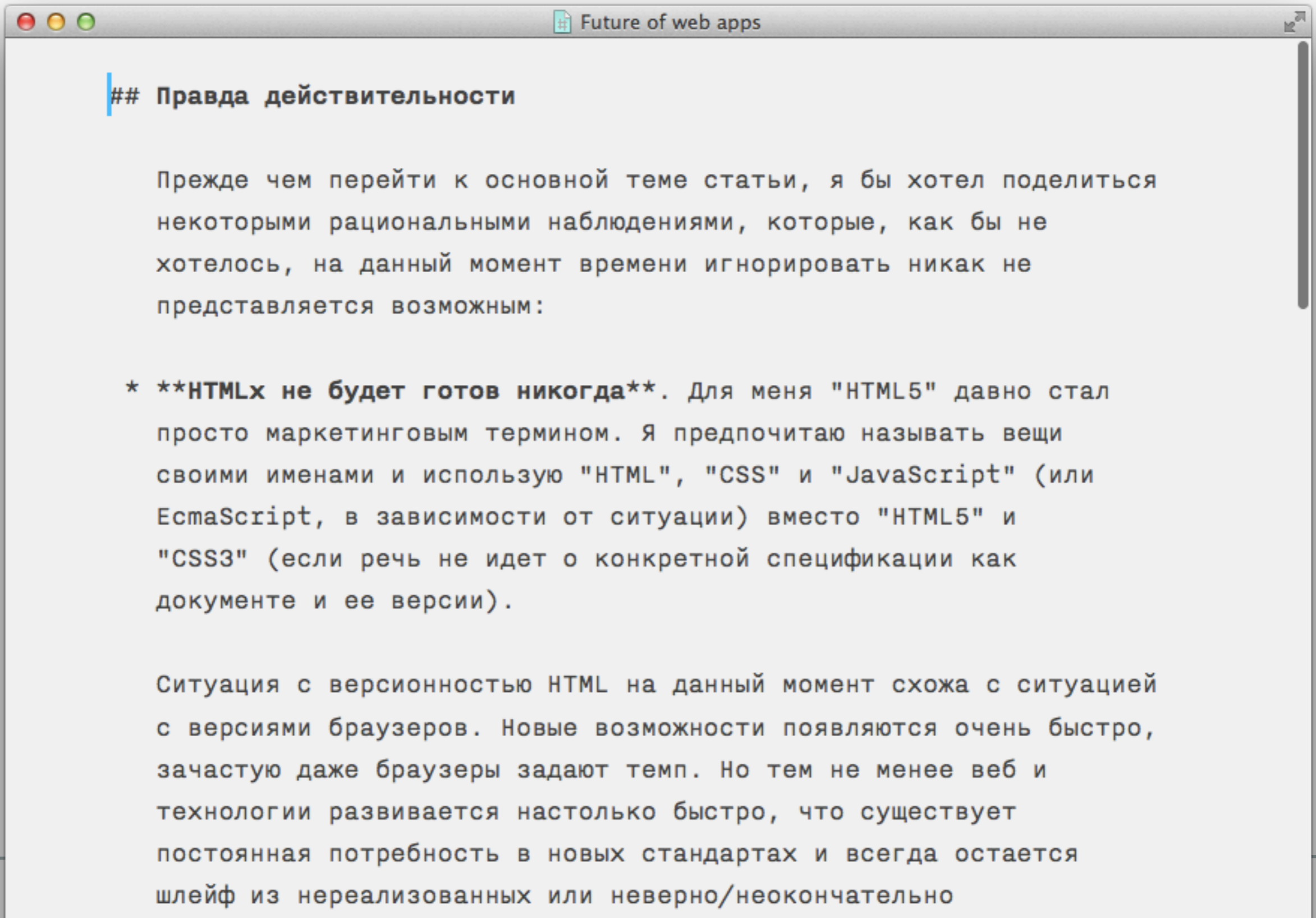
КОНТЕНТ



Markdown



iA Writer



```
Future of web apps

## 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
```

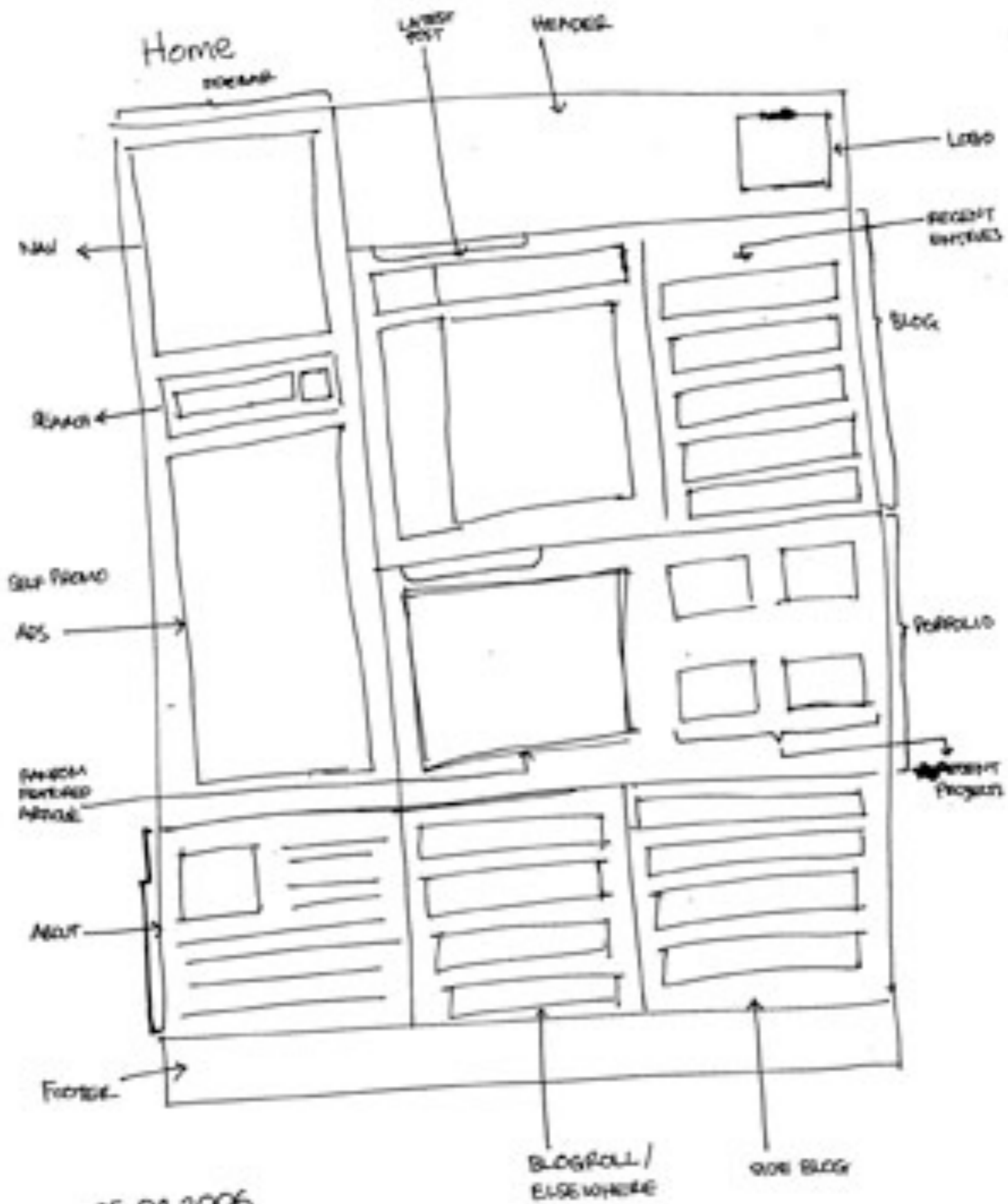
MD

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



СКЕТЧИ





25.04.2006



appsketchbook.com/products/responsive-design-sketchbook

CODING

- CSS
- HTML
- JavaScript
- Techniques

DESIGN

- Web Design
- Typography
- Inspiration
- Business

MOBILE

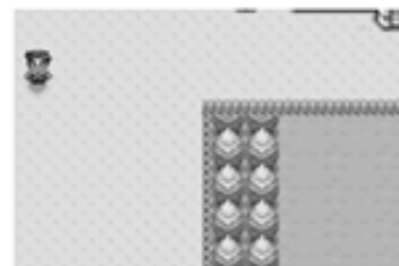
- Responsive
- iPhone & iPad
- Android
- Design Patterns



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

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



Selection Mode Zoom 100%

Prototype Specification Generators Group Ungroup Front Back Align Distribute Left Right

Default

Sitemap

- Home
- My team
- My profile**
- Stuff and widgets

Widgets

Wireframe

- Image
- Text Panel
- Hyperlink
- Rectangle
- Placeholder
- Button

Masters

Page Notes Page Interactions Page Formatting

Default Manage Notes...

http://

Dashboard > Main > Home

Wiki

Page Operations

Browse Space

Add Content

Main

Welcome to Our

Added by Peldi, last edited by

Welcome to our awesome

You can add images like



And other text lorem ipsum dolor sit amet, consectetur adipiscing 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...

The image shows a web development IDE interface. At the top, there's a tab for 'Index.html' with 'Save' and 'Revert' buttons. Below the tab is a 'Project name' field. The main area is split into two parts: a live preview and a code editor.

Live Preview: Displays a page with the heading 'Hello, world!' and a paragraph: '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.' Below the text is a blue button labeled 'Learn more »'.

Code Editor: Shows the HTML code for the page:

```
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/boot
/css/bootstrap.min.css">
9   <script type="text/javascript" src="https://ajax.googleapis.com/c
/jquery/2.0.3/jquery.min.js"></script>
10  <script type="text/javascript" src="https://netdna.bootstrapcdn.com
```

RATCHET





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. ×

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';  
}
```

unicode-table.com



Character search



Example: [hammer and sickle](#)

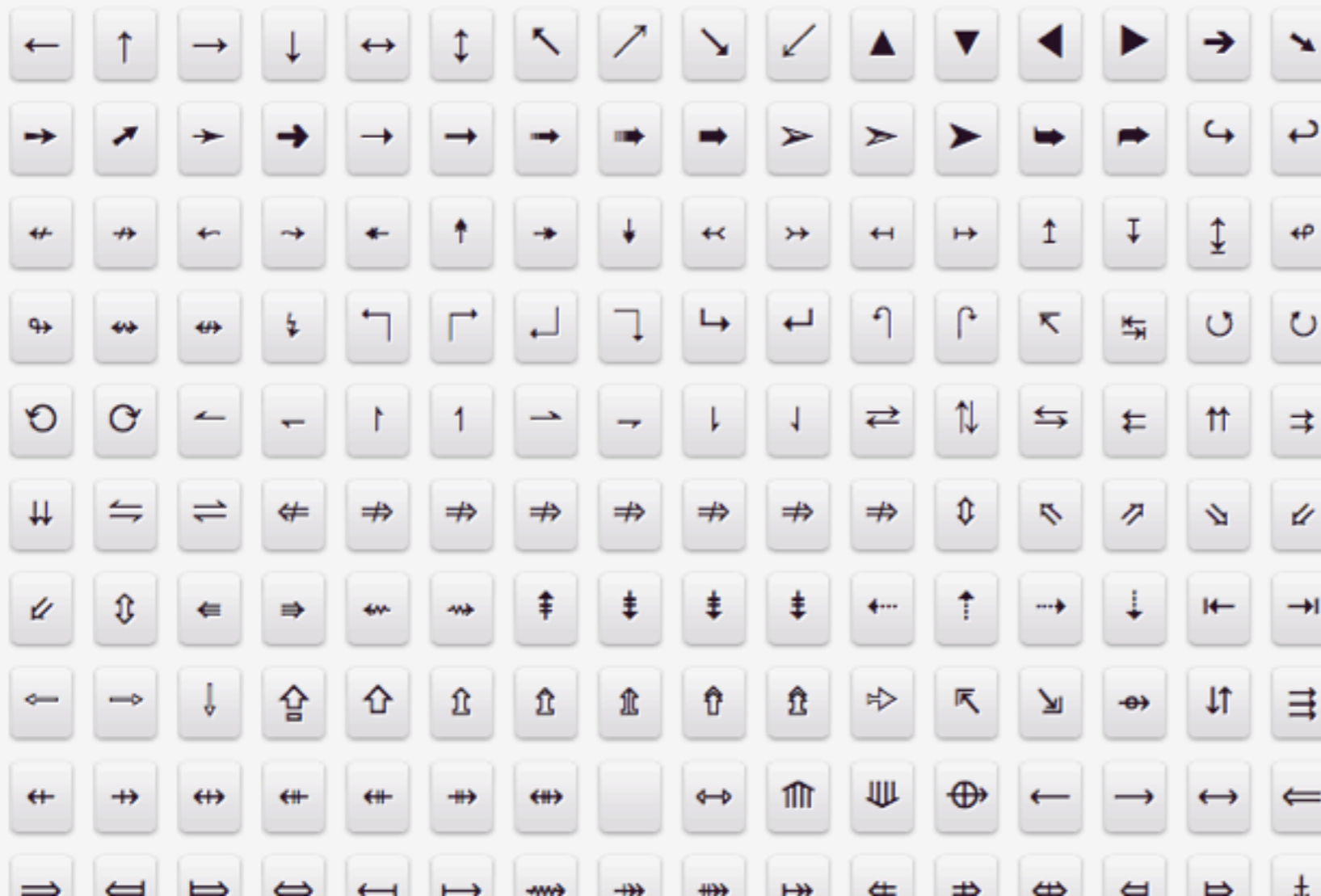
[About](#)

[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](#)

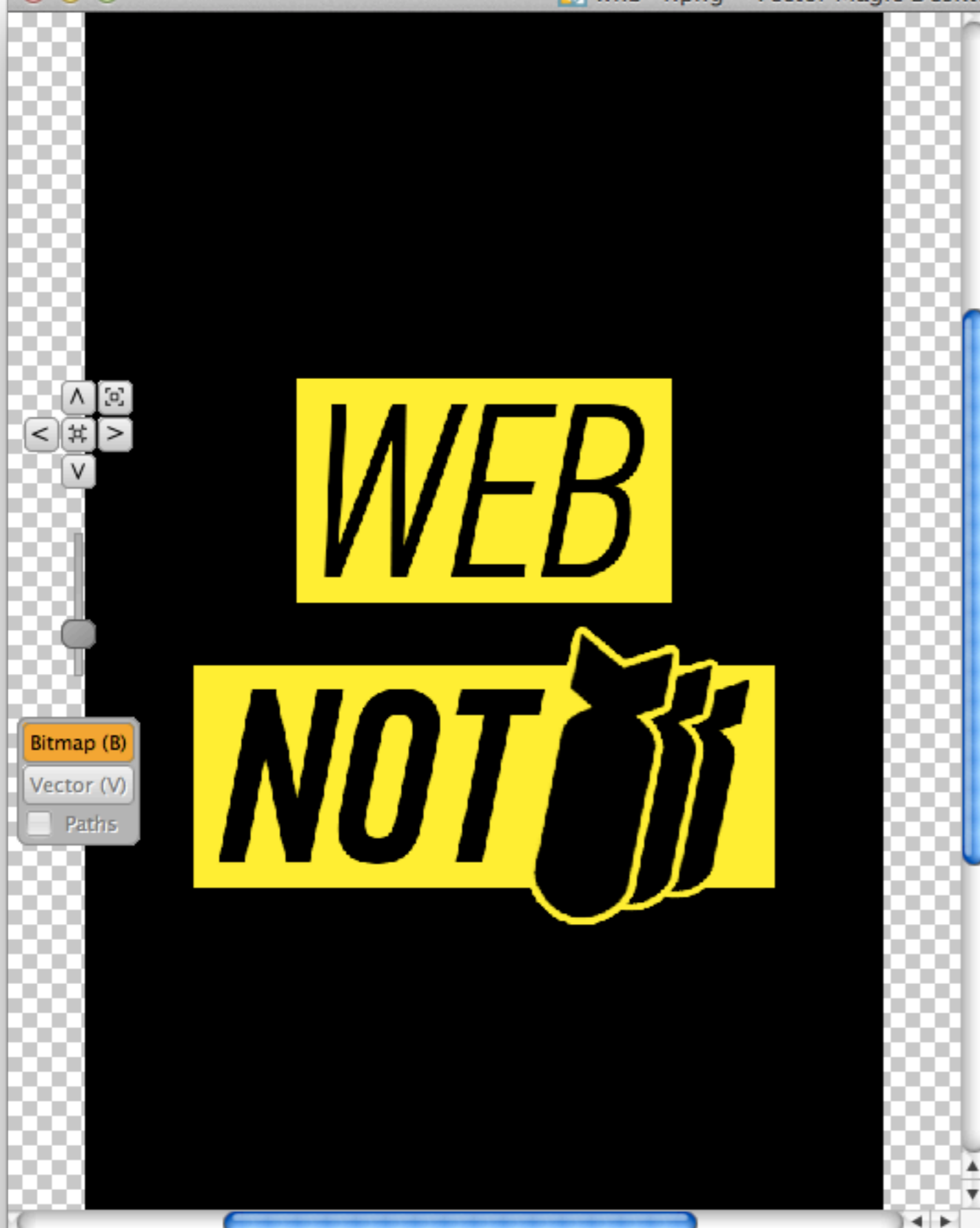
[Flowers symbols](#)

[Greek symbols](#)

[Symbols for Facebook](#)

Быстрый SVG





Wizard Mode Help



Fully Automatic
• Single-click vectorization.



Basic
• Simple multiple choice questions.
• Very similar to the web tool.



Advanced
• Fine-tuned control.
• More complicated choices.

Selected

▶ Recent Basic Settings

▶ Saved Advanced Settings

Start Page

Back

Next

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 Харитоновича с #wstdays в Минске
<http://t.co/ti3DPbt5Fb>
 (3,1 Мб)



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

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



Line-height: 18

Offset: 0

Color:



Remove the Grid ✖

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) { }
```

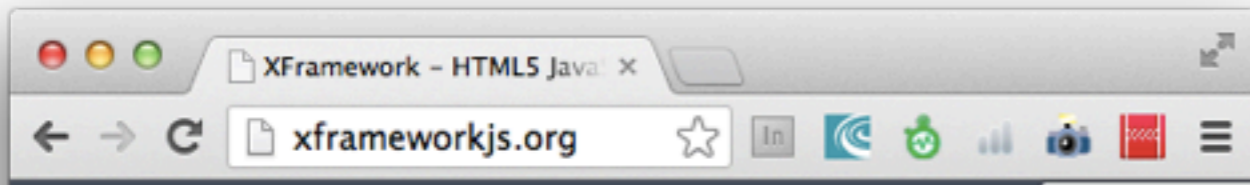
```
@media only screen and (min-width: 740px) { }
```

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

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

Тестирование на устройствах





GETTING STARTED

FORK US



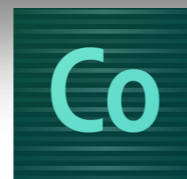
**Cross-platform
responsive web apps.**

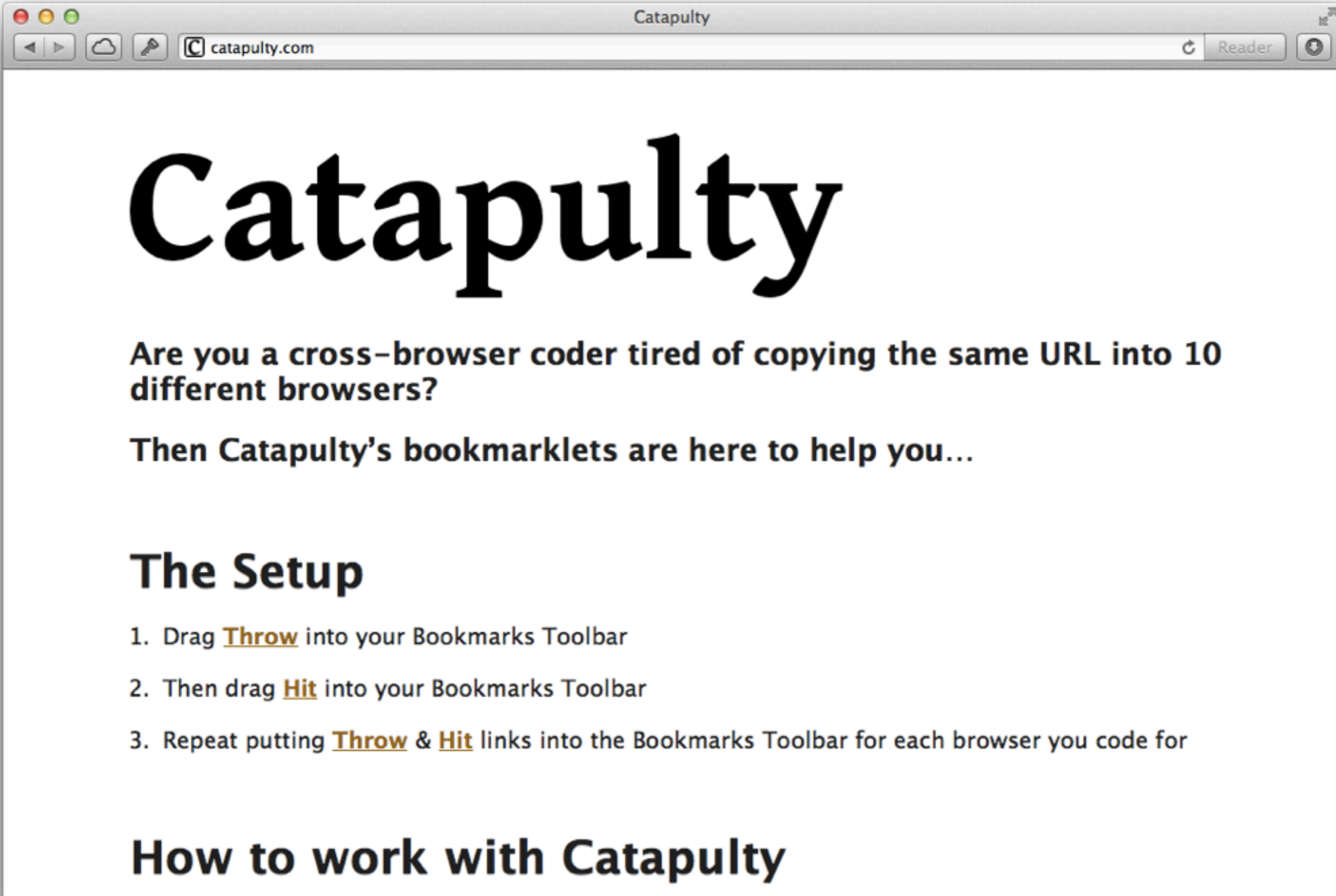


```
index.html — Adobe Edge Code CC (Preview)
Working Files
index.html
main.css
Main.js
x-framework-promo2
  CSS
  bootstrap-responsive.css
  bootstrap.css
  main.css
  normalize.css
  img
  index.html
  js
  jquery.waypoints.min.js
  main.js
89      <a data-text="@xframeworkjs - HTML5 JavaScript
framework that helps easily to build cross-platform responsive web
apps" href="https://twitter.com/share" class="twitter-share-button"
data-size="large">Tweet</a>
90
91
92
93      <div class="g-plusone
94
95      <div class="fb-like"
layout="button_count" data-width="450" da
96      </div>
97      </div>
98      </div>
99
100     <div class="container-fluid faq">
101       <div class="wrapper">
102         <h2>What's XF?</h2>
103         <p>
104           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.
105         </p>
106         <p class="last">
107           It's built to deliver the best user experience
considering the user context and device capabilities keeping the single
codebase.
108         </p>
Line 166, Column 21
★ 236 Lines HTML Spaces 4
```

Edge Inspect CC OFF

Please start the Edge Inspect CC Application...
[Get Edge Inspect CC.](#)





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

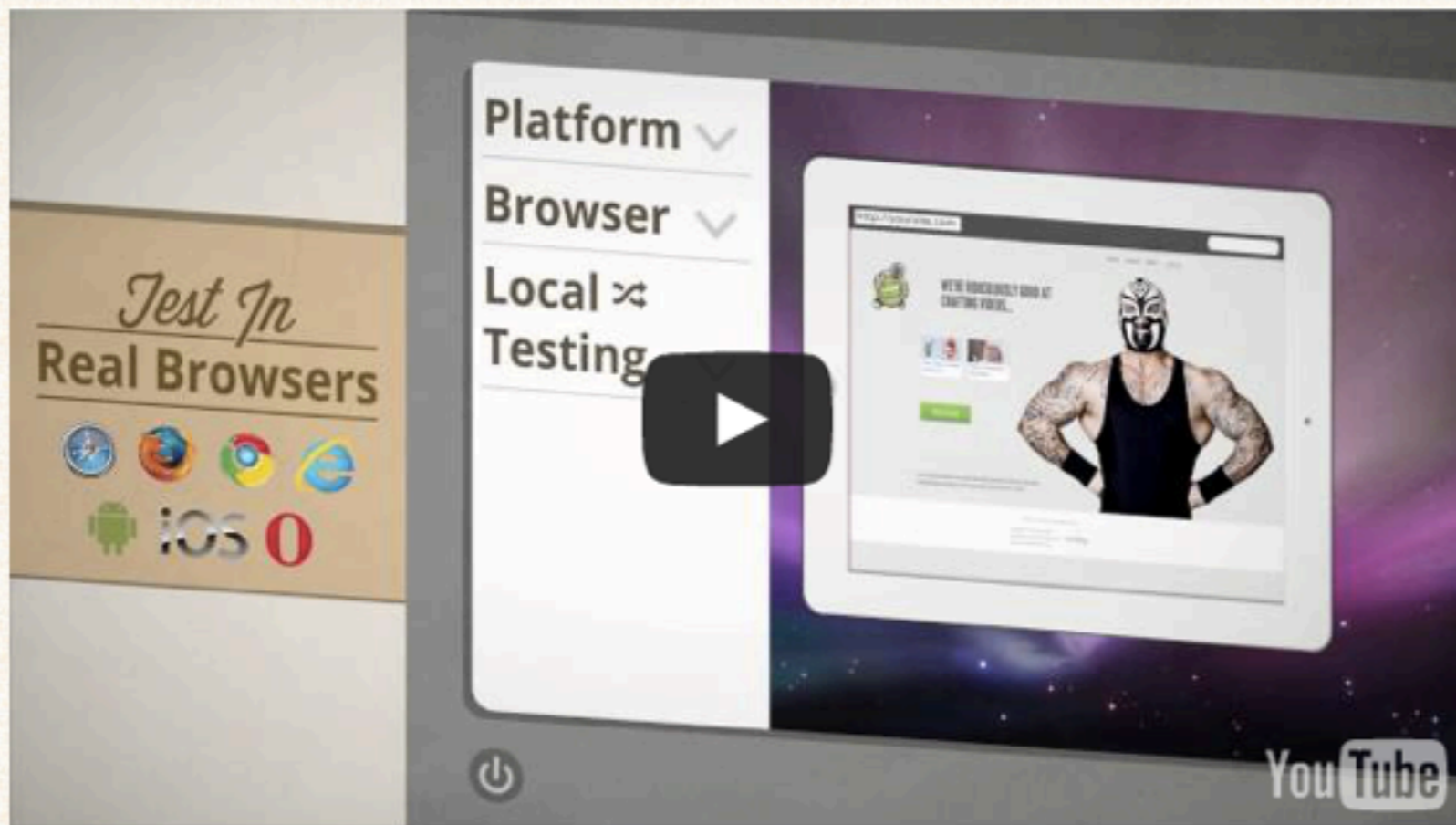
1. Drag [Throw](#) into your Bookmarks Toolbar
2. Then drag [Hit](#) into your Bookmarks Toolbar
3. Repeat putting [Throw](#) & [Hit](#) links into the Bookmarks Toolbar for each browser you code for

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.

Sign up for free

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

Трюки



Постоянная поставка

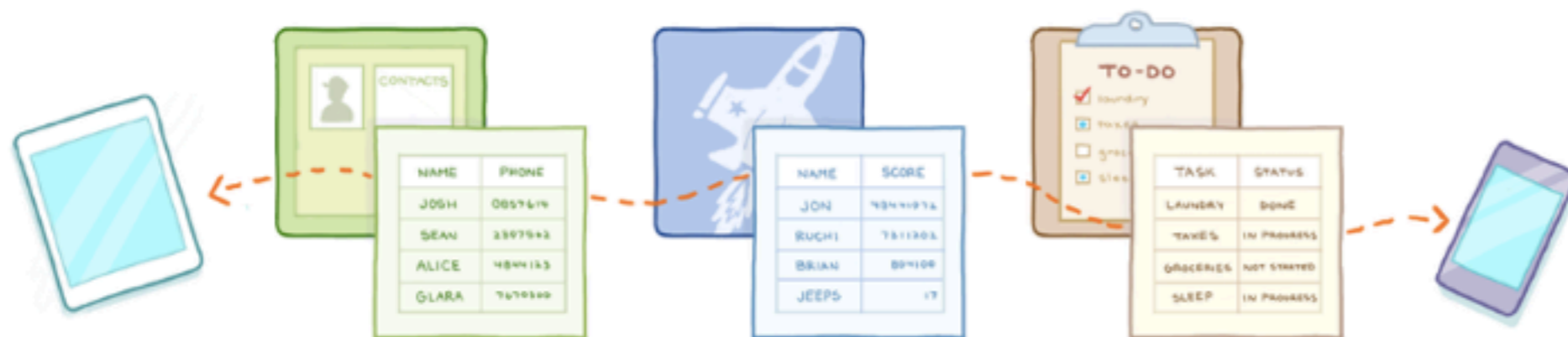


```
git checkout --orphan gh-pages  
git add .  
git commit -a -m "Pages: init"  
git push origin gh-pages
```



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;
}

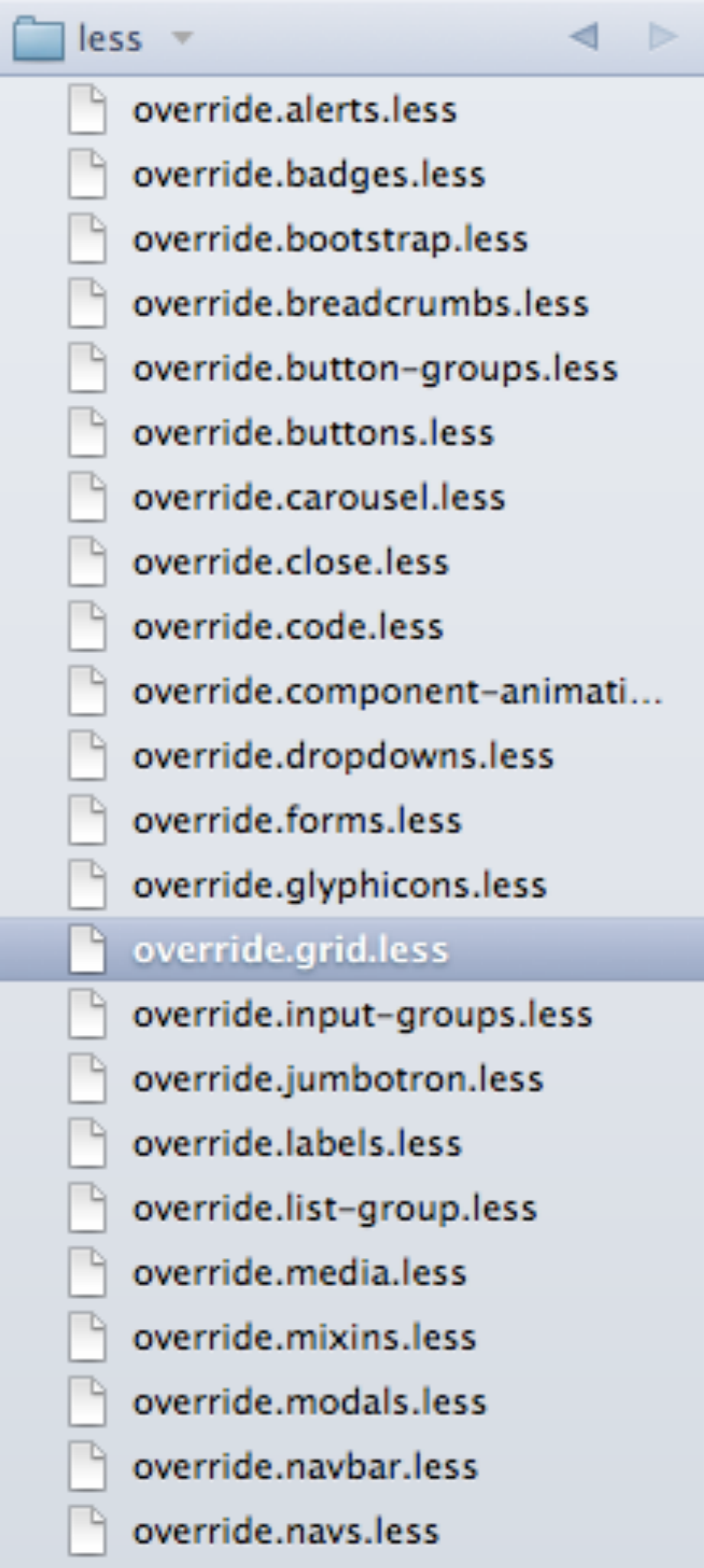
.navbar-header {
  width: 100%;
  text-align: center;
  float: none;
}

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

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

Модульный `override.css`

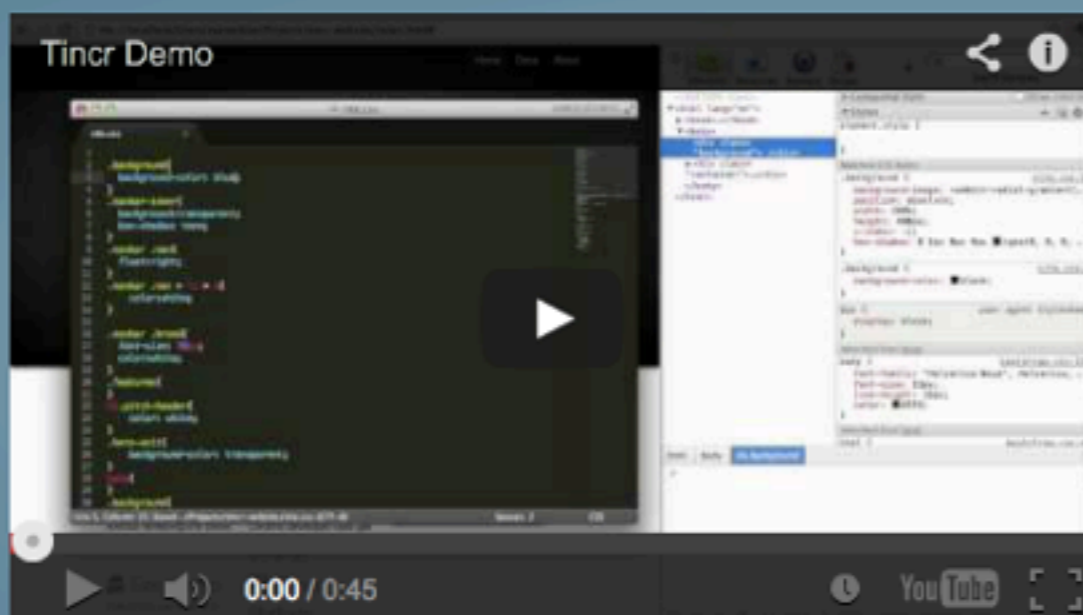




override.*.less

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

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](#) 0
- [Pull Requests](#) 0
- [Wiki](#)
- [Pulse](#)
- [Graphs](#)
- [Network](#)

HTTPS clone URL



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 #dcfeff



HEX #ffffff



HEX #000000



HEX #2becc6



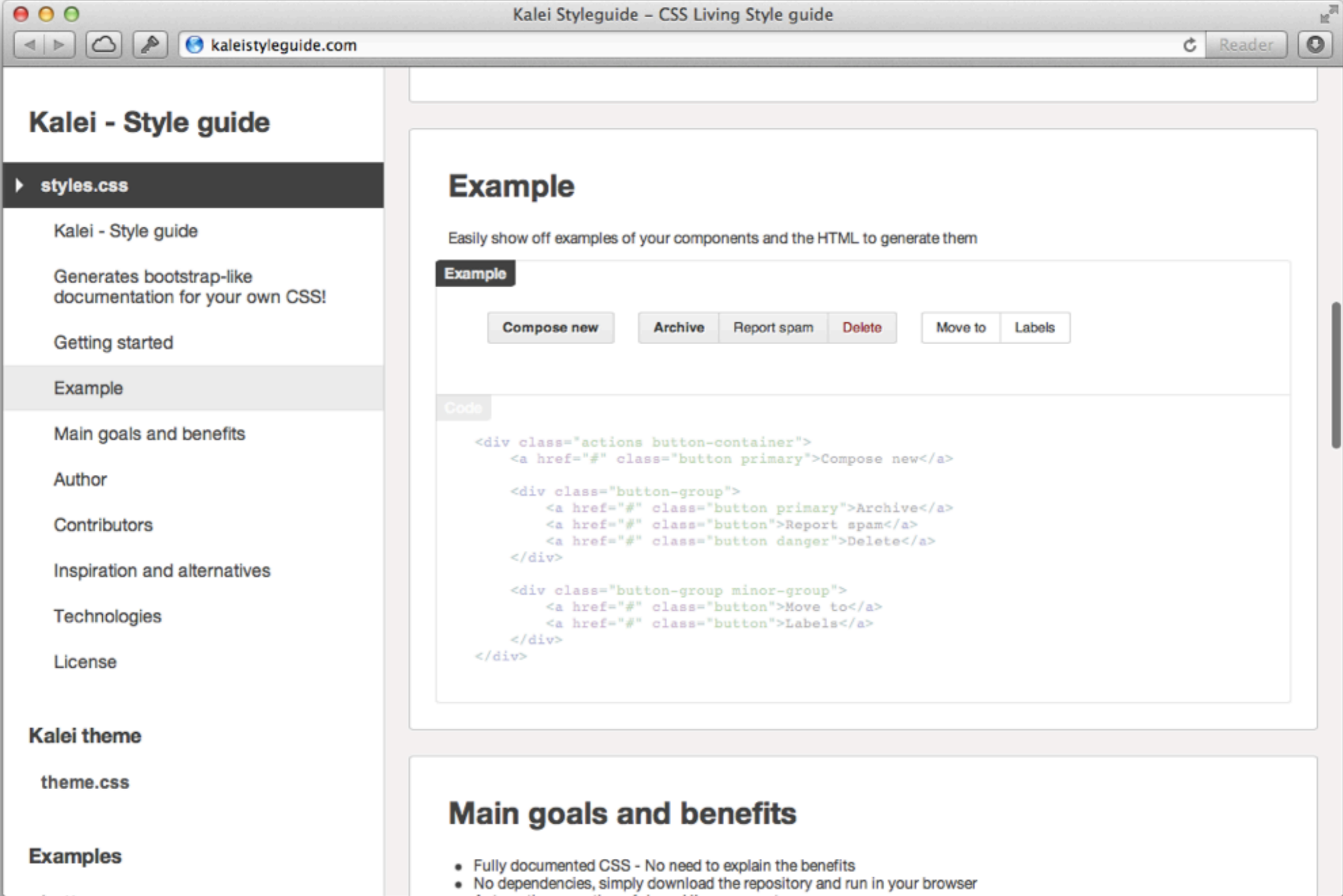
HEX #1abc9c



HEX #474e5d

Typography

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



kaleistyleguide.com

Части





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

START TODAY



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?



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

START TODAY

 Tweet 0

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?

Контент



Скетчи



Прототип



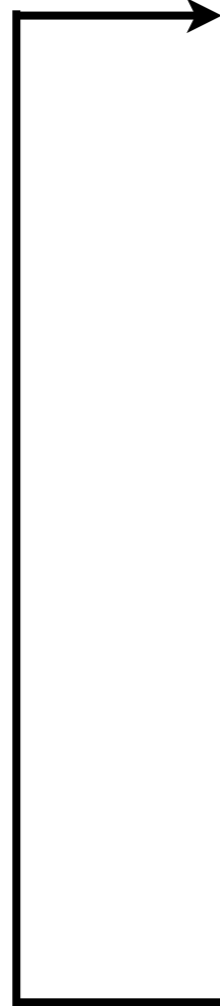
Адаптация

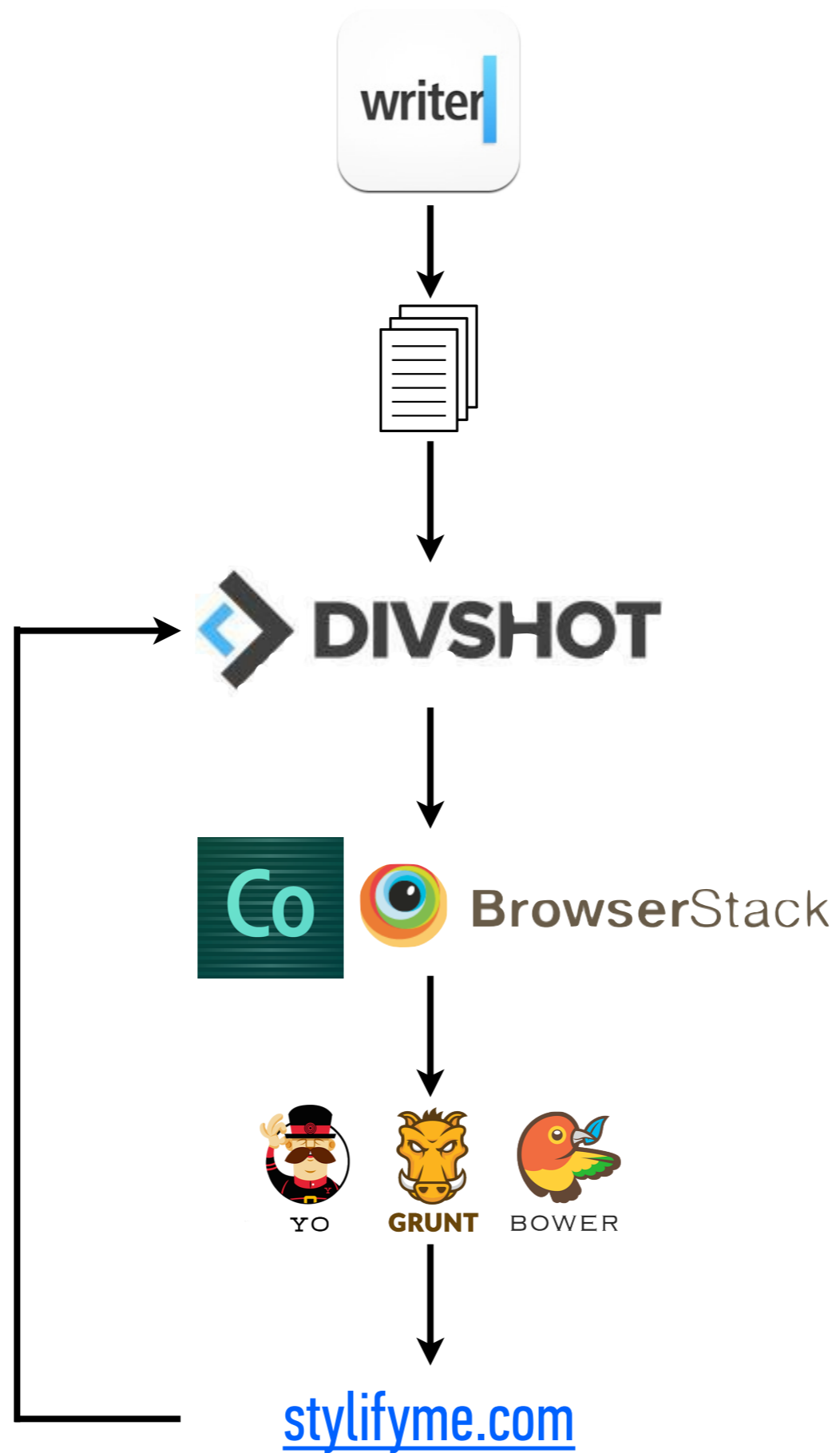


Полировка



Поставка





SO WO00T?



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



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Imgur

Imgur is used to share photos with social networks and online communities. No signup needed.

📁 image, hosting, upload, gallery

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WhatFont Tool

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

📁 web typography, webfonts, chrome extension

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Thesis

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

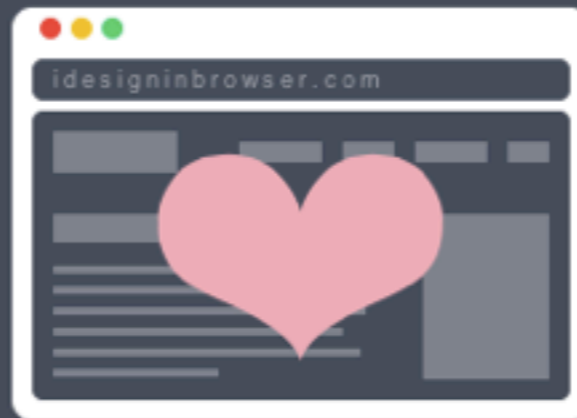
Примеры

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



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