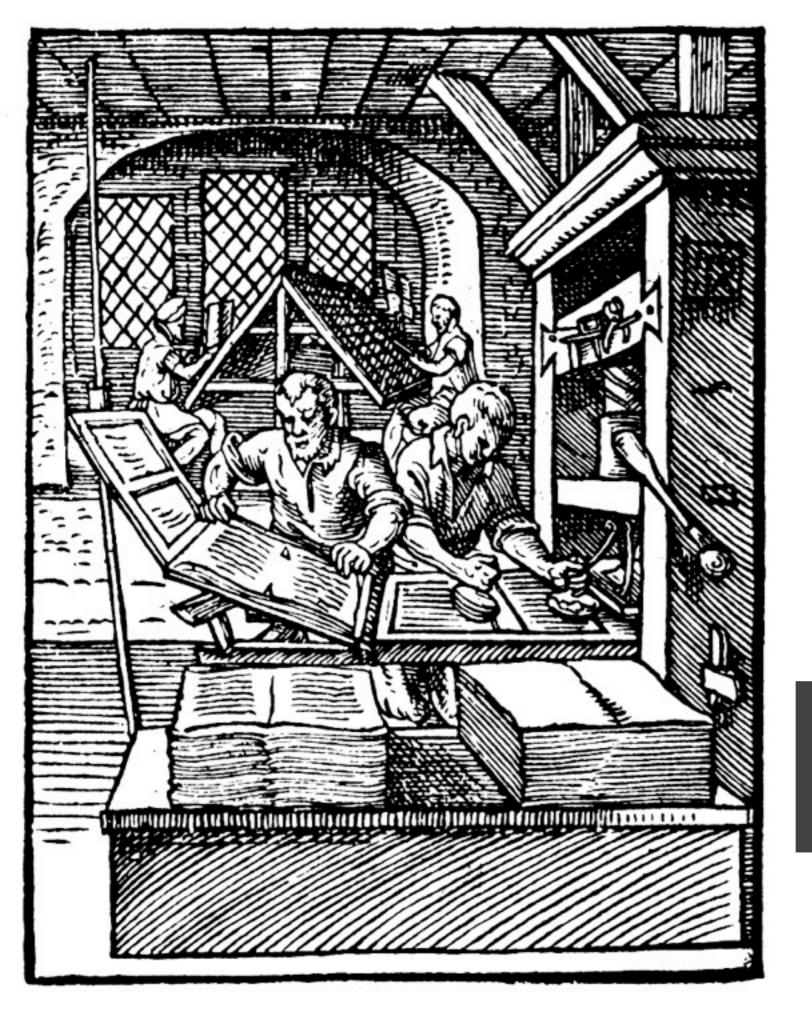
"The primary design principle underlying the Web's usefulness and growth is universality. The Web should be usable by people with disabilities. It must work with any form of information, be it a document or a point of data, and information of any quality—from a silly tweet to a scholarly paper. And it should be accessible from any kind of hardware that can connect to the Internet: stationary or mobile, small screen or large."

> —Tim Berners-Lee Long Live the Web





#### brint

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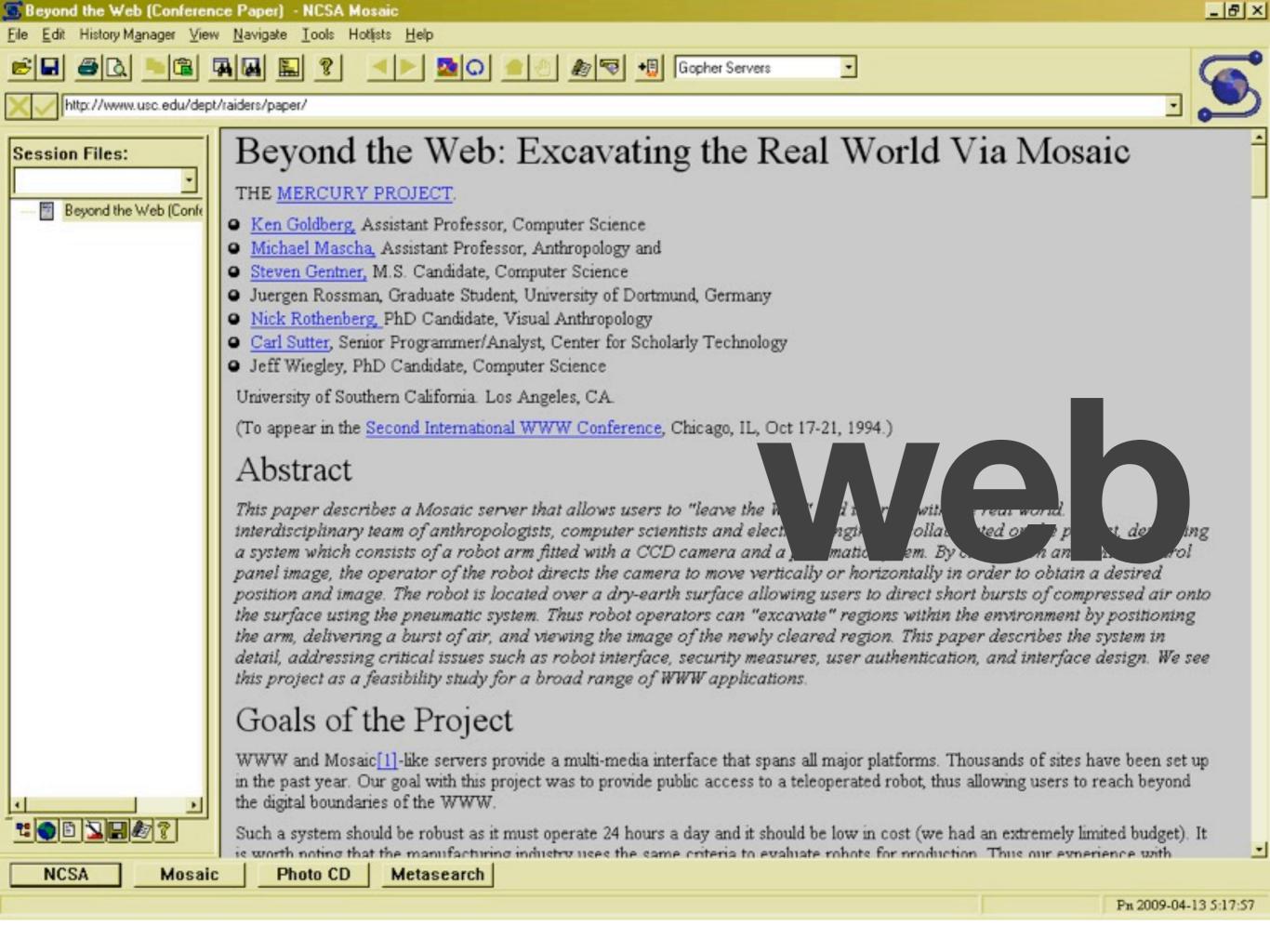
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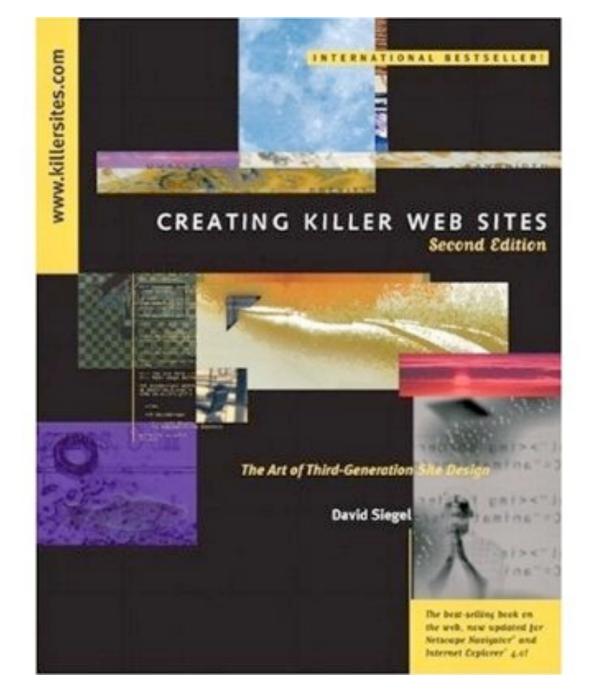
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#### Grid The System Page order constraint Control





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#### + The CSS Browser order constraint

#### Control

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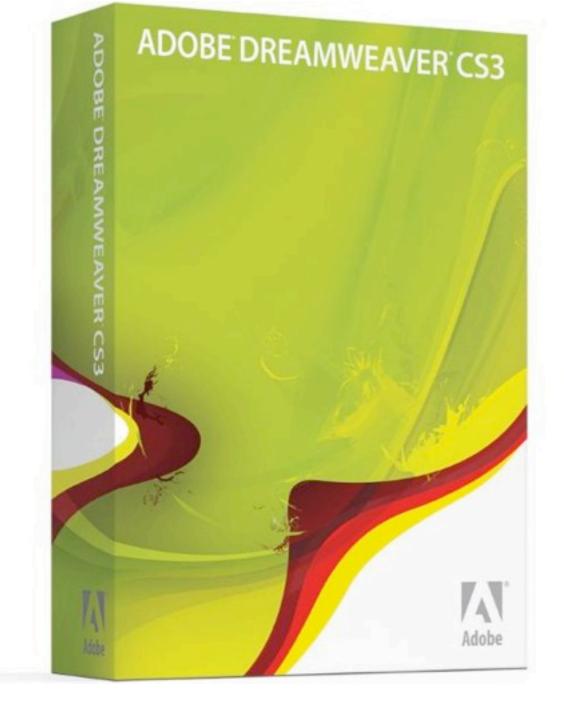
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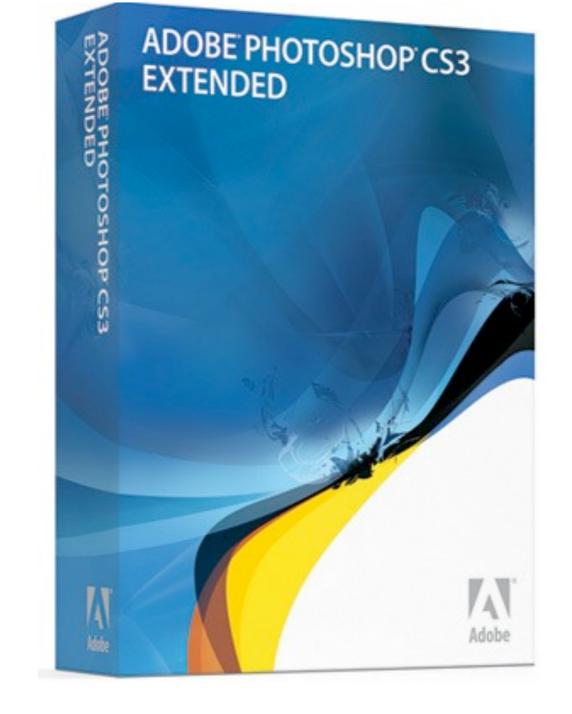
## 

#### flexible

"The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn't have the same constraints, and design for this flexibility."

—John Allsopp A Dao of Web Design





#### WYSIWIF

"One of the main reasons why many people cling to the expectation that a web design should look the same across every browser is that one of the first things that designers show them is a carefully crafted static design made in Photoshop or Fireworks."

—Andy Clarke

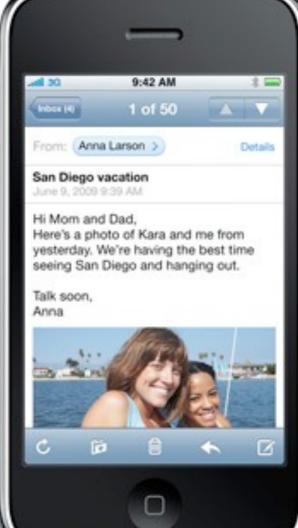
Time to stop showing clients static design visuals











#### speed capability SIZE unknown

### desktop mobile web tablet

## one web flexible

"Rather than tailoring disconnected designs to each of an ever-increasing number of web devices, we can treat them as facets of the same experience. We can design for an optimal viewing experience, but embed standards-based technologies into our designs to make them not only more flexible, but more adaptive to the media that renders them."

Ethan MarcotteResponsive Web Design

#### clarification



St Paul's is all about <u>the excitement of learning</u>. We care about <u>our pupils</u>, and <u>their parents</u>, and believe that <u>the boy who does the most achieves the most</u>. Inspired by our <u>brilliant history</u>, we are open to the future and, <u>in our founder's own words</u>, to boys of "all nacions and countres indifferently" — to boys from *all* backgrounds.

We have our own preparatory school, <u>Colet Court</u>, which shares our ethos, site and many facilities.

Learn more	
Admission at ages <u>7+ 8+ 11+ 13+ 16+</u>	>
Our vision for St Paul's	>
Tutor system	>
Exam results	>
Location	>

#### **Today's events**

Sport

News

The arts

Contact St Paul's



Milton Gallery: Jake and Dinos Chapman - My Latest news 🔕



20/09/2010





The arts

**Contact St** 

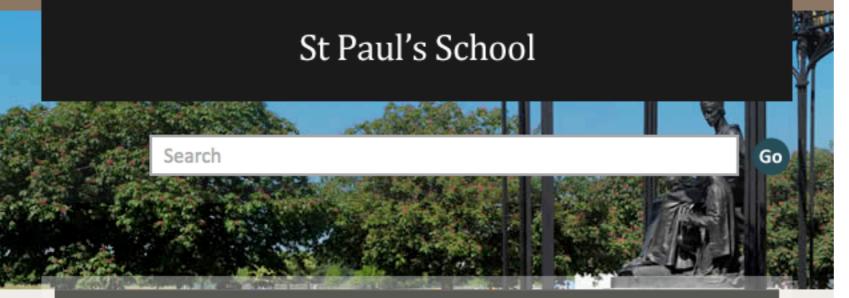
News

Paul's

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Learn more	
Admission at ages 7+ 8+ 11+ 13+ 16+	>
Our vision for St Paul's	>
Total control	



About St Paul's	<b>→</b>
Daily life	<b>+</b>
Academic	+
Admissions	<b>+</b>
Facilities	<b>+</b>
Sport	<b>+</b>
The arts	+
News	<b>+</b>
Contact St Paul's	<b>+</b>

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About St Paul's	<b>+</b>
Daily life	<b>+</b>
Academic	<b>+</b>
Admissions	<b>+</b>
Facilities	<b>+</b>
Sport	<b>+</b>
The arts	<b>+</b>
News	<b>+</b>
Contact St Paul's	<b>+</b>

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### mobile first

#### content first

# behaviour presentation content

```
BUTTON TEXT
 BUTTON TEXT
 BUTTON TEXT -
 BUTTON TEXT
 BUTTON TEXT
Level two heading
                                                                          POST >
   placeholder text
         Firstname Lastname Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do
         eiusmod tempor incididunt ut labore et dolore magna aliqua.
         DAY AT HH:MM
 « Previous
                                             Next »
« Previous
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                                             Next »
 « Previous
```

```
<button type="submit">Button
text</button>
<button type="submit">
<em>Button text</em></button>
<button type="submit">
<strong>Button text</strong>
</button>
class="action"><button
type="submit">Button text</button>

class="action"><button
type="submit">Button text</button>

class="action"><button
type="submit"><button
type="submit"><button
type="submit"><button</p>

<button</p>

<button>
```

#### button

```
<div class="inset wall">
<div class="gutter">
<h2>Level two heading</h2>
<form method="post"
action="/path">
<div class="gutter">
<div class="field">
<input class="message"
type="text" name=""
placeholder="placeholder text">
</div><!-- /.field -->
<button class="edit">
</div><!-- /.gutter --></div><!-- /.gutter -->
```

wall

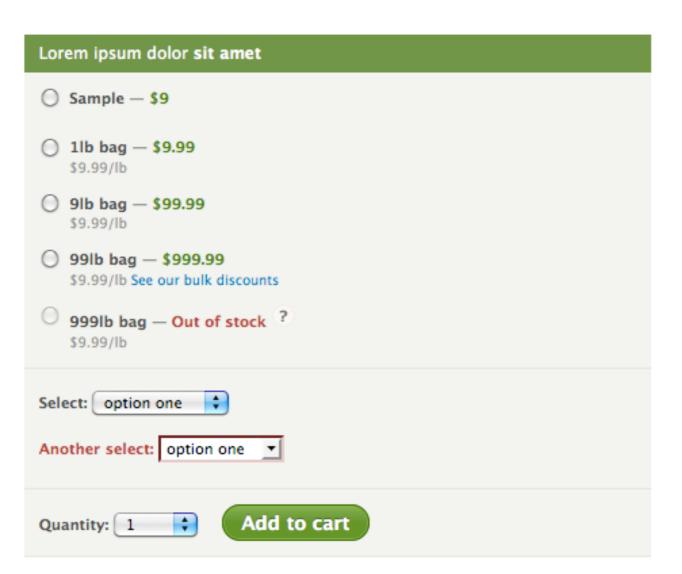
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- Firstname Lastname, Town or City, State

Lorem ipsum dolor

Lorem ipsum dolor	
Lorem ipsum dolor	



```
<blockquote class="divider">Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Maecenas vestibulum lorem non erat mollis molestie tristique elit
vulputate. Duis eget nunc eu lacus ornare malesuada.</blockquote>
— <cite class="vcard"><span class="fn">Firstname Lastname</span>, <span
class="adr"><span class="locality">Town or City</span>, <span</p>
```

#### blockquote

```
Lorem ipsum dolor

Lorem ipsum dolor
```

#### feedback

```
<div class="shopping">
<div class="intro">
<span class="longprimer">Lorem ipsum dolor <strong>sit amet</strong>
</span>
</div><!-- /.intro -->
<form method="nest" action="#" class="cart">
addtocart
```

k rel="stylesheet" href="global.css"
media="all">

```
k rel="stylesheet" href="global.css"
media="all">
```

k rel="stylesheet" href="layout.css"
media="all and (min-width: 30em)">

```
k rel="stylesheet" href="global.css"
media="all">
<link rel="stylesheet" href="layout.css"</pre>
media="all and (min-width: 30em)">
<!--[if It IE 9]>
k rel="stylesheet" href="layout.css"
media="all">
<![endif]-->
```

```
k rel="stylesheet" href="global.css"
media="all">
<link rel="stylesheet" href="layout.css"</pre>
media="all and (min-width: 30em)">
<!--[if (It IE 9) & (!IEMobile)]>
k rel="stylesheet" href="layout.css"
media="all">
<![endif]-->
```

```
<link rel="stylesheet" href="global.css"</pre>
media="all">
<link rel="stylesheet" href="layout.css"</pre>
media="all and (min-width: 30em)">
<!--[if (It IE 9) & (!IEMobile) & (gt IE 6)]>
k rel="stylesheet" href="layout.css"
media="all">
<![endif]-->
```

```
k rel="stylesheet" href="global.css"
media="all">
k rel="stylesheet" href="layout.css"
media="all and (min-width: 30em)">
<!--[if (It IE 9) & (!IEMobile) & (gt IE 6)]>
k rel="stylesheet" href="layout.css"
media="all">
<![endif]-->
<meta name="viewport" content=
"width=device-width">
```

```
k rel="stylesheet" href="global.css"
media="all">
<link rel="stylesheet" href="layout.css"</pre>
media="all and (min-width: 30em)">
<!--[if (It IE 9) & (!IEMobile) & (gt IE 6)]>
k rel="stylesheet" href="layout.css"
media="all">
<![endif]-->
```

<meta name="viewport" content=
"width=device-width, initial-scale=1.0">

```
[role="main"] {
  width: 61.8034%;
  float: left;
[role="complementary"] {
  width: 38.1966%;
  float: right;
@media all and (max-width: 60em) {
  [role="main"],
  [role="complementary"] {
    width: 50%;
```

SIGN UP

Log in

Search

history

GO!

# huffduffer



# adactio / Jeremy Keith



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An Irish web developer living in Brighton, England working with Clearleft.

I built Huffduffer. ))

There are sixteen people in adactio's collective.

#### Huffduffed (1109)

#### Edited version of the BOWIE2001

Fritz von Runte redesigns classic Bowie tracks and Kubrick's 2001 and join them together as ROWIE2001

SEARCH

science fiction



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Tagged with fritz von runte bowie2001 remix music:artist=david bowie film:title=2001 film:director=stanley kubrick

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http://www.bowie2001.com/



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film title - 2001 film dive ster-sterler

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```
if ($(document).width() > 640) {
    $.get('path/to/html', function(data) {
        $('[role="complementary"]').append(data);
    });
}
```

#### THIS YEAR'S SPEAKERS

**UX London** presenters represent the cream of user experience practitioners worldwide. By attending, you will gain the wisdom of years of experience from this amazing cast of engaging speakers and effective teachers.



Alan Cooper
Author, About Face & The
Inmates Are Running the
Asylum



Lou Rosenfeld

Author, Information

Architecture for the World Wide

Web



Kim Goodwin

Author, Designing for the

Digital Age



Matt Jones
Director of Design, BERG





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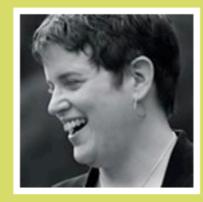


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Lou Rosenfeld

Author, Information Architecture
for the World Wide Web



Kim Goodwin

Author, Designing for the Digital

Age



Matt Jones
Director of Design, BERG



Todd Zaki Warfel
Author, Prototyping: A
Practitioner's Guide



Robert Fabricant
Creative Director, Frog Design

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Digital Age



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Director of Design,
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Author, Prototyping: A
Practitioner's Guide



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Creative Director, Frog
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#### WHY CHOOSE UX LONDON?



Ground-breaking pedigree

Previous UX London speakers include Peter Merholz, Dan Saffer, Jared Spool and Jeff Veen.

"I came. I listened. I stayed. Great event, great speakers, great crowd, great venue.

and the second of the second o



An extensive programme of evening events and activities

One day of expert presentations, two days of hands-on workshops and a week of knowledge sharing and socialising with peers and experts from across the European and global UX scene.



Located in the heart of London, Europe's most exciting city.

Minutes from the excitement of Central London and the calm of Hyde Park, the Cumberland Hotel offers an inspirational and comfortable venue for UX London 2011. "It's my belief that in order to embrace designing native layouts for the web – whatever the device – we need to shed the notion that we create layouts from a canvas in. We need to flip it on its head, and create layouts from the content out."

—Mark Boulton
A Richer Canvas

# web apps?

# it depends

# context first?

"Mind reading is no way to base fundamental content decisions."

—Mark Kirby
The Mobile context



"Mobile users want to see our menu, hours, and delivery number. Desktop users definitely want this 1mb png of someone smiling at a salad."



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#### **Book Is Inside Look at War** on Terror

By PETE YOST 09.07.07, 3:25 PM ET

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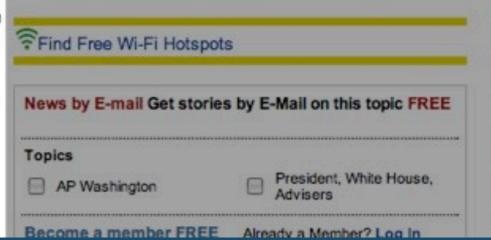
2007 Mutual Fund Survey

WASHINGTON -Vice President Dick Cheney and other Bush administration officials "blew through" legal constraints they didn't like and weakened the presidency with a go-it-alone approach in the war on terror, a former Justice Department official writes in a new book.

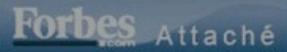
In "The Terror Presidency," former assistant attorney general Jack Goldsmith details what he calls "one of the underappreciated stories in the war on terrorism: the daily clash inside the Bush administration between fear of another attack - which drives officials into doing whatever they can to prevent it - and the countervailing fear of violating the law, which checks their urge toward prevention."

Goldsmith rescinded two legal memos written by attorneys who previously ran the Office of Local Councel which he





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"My love for responsive centers around the idea that my website will meet you wherever you are—from mobile to full-blown desktop and anywhere in between."

—Trent Walton
Fit To Scale



Now that term the "HTML5" has become completely meaningless—even according to the WC3—I think it's time to rip off the bandaid and flip that

# one web