

web 2.0

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Monday, 19 October 2009

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Recommended Reading for this lecture

Trancending CSS - the fine art of web design - by Andy Clarke

<http://www.transcendingcss.com/>

<http://www.stu!andnonsense.co.uk/>

The concepts discussed in this lecture are based on this book and is key to web 2.0 design and web standards

Wikis

Blogs

CSS

(cascading style sheets)

web 2.0

UGC

(user generated content)

CMS

(content management systems)

XHTML

(extensible hyper text markup language)

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What is web 2.0, it is a Marketing term and can mean as little or as much as you want, we will be talking about Web 2.0 in terms of using current web technologies not only for the web but for other types of design.

<http://oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

http://en.wikipedia.org/wiki/Web_2

web 2.0 has been adapting to change

web 2.0 v 1.0

" personal websites --> blogging

domain name speculation --> search engine optimisation

publishing-->participation

web 2.0 is a platform

Rich User experience

amazon knows what you want

music search

<http://amaznode.fladdict.net/#keywords=transcending%20css&locale=uk&searchIndex=Books&affiliate=vasanimatum-21>

The Machine is Us/ing Us Video

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This youtube video sums up some of the interesting political and social aspects to web 2.0 and shows that content is the master
http://www.youtube.com/watch?v=NLIgopyXT_g by Michael Wesch Assistant Professor of cultural Anthropology Kansas State University

Brief History

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the web we have today is because a bunch of scientists, academics, and government folks needed a way to share *static* documents — not set up identities or have a dynamic conversation in public. The net was decidedly antisocial and anti-serendipity, from the beginning.

what happened around 2003: masses of people started blogging, publicly. Services like Blogger and TypePad surged; LiveJournal and WordPress started to grow stubble and Drupal emerged from a college dorm. In the absence of innovation since the bubble burst, people started to realize that the web could be a place for personal expression and public conversation — and blogging became the “it” thing to do.

creative output

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Even if we do not plan to develop or design using web 2.0 we can still take advantage of the opportunities to collaborate and express our selves .

Free accounts to get your work seen

nothing worse than being the best designer no one has heard of !

on commenting about piracy and books

“I really feel like my problem isn’t piracy, It’s obscurity.” Cory Doctorow

Twitter see Iran Elections - mega social change- friend feed banned

creative output

delicious
twitter



share your findings

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**vimeo
flickr**



**express
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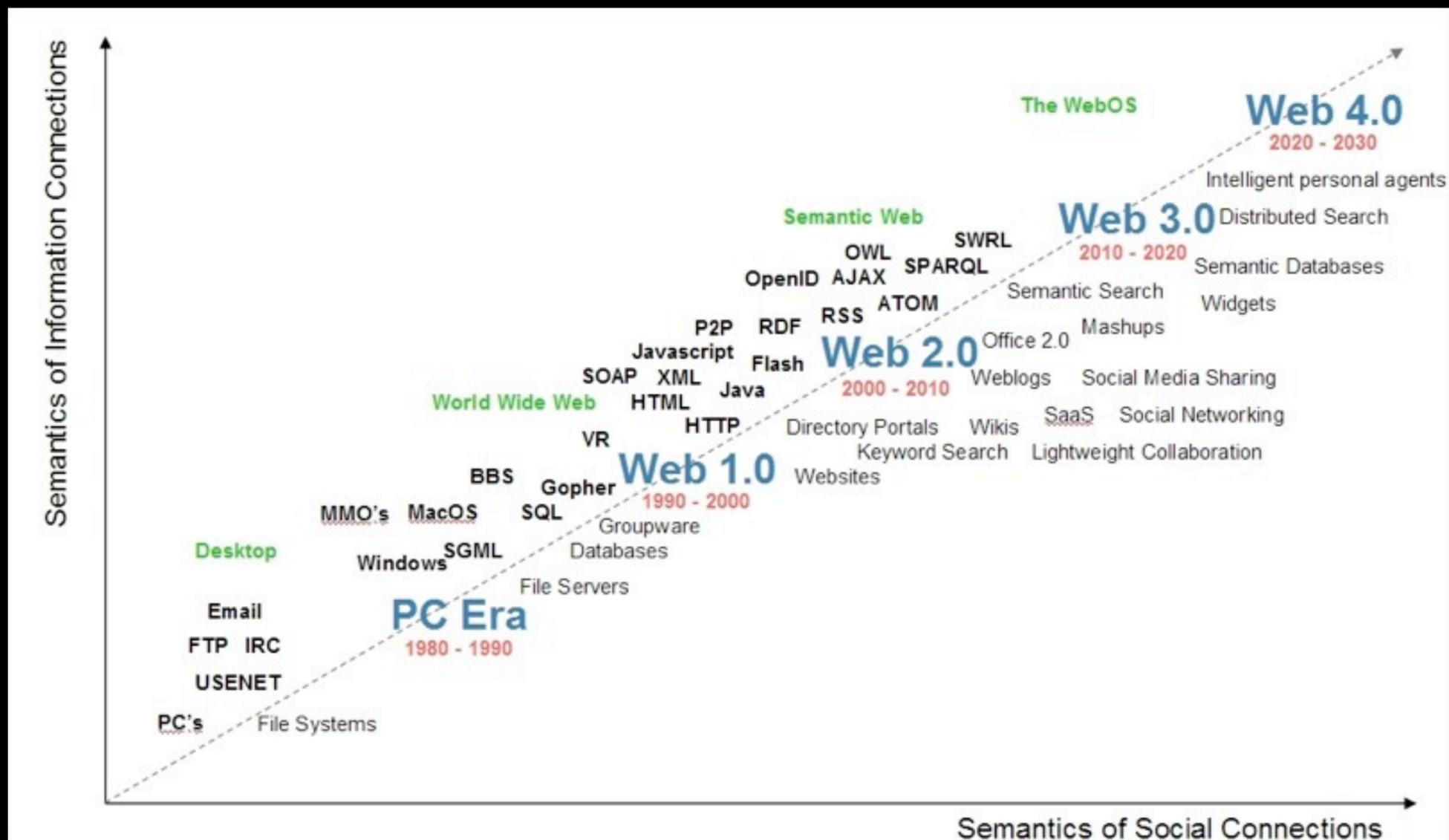
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Designing for the future



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If we are to design for the Web we need to think about designing for the future for possible changes??

We only really need to worry about content, no need to get concerned over technology just keep up with new content providers and take advantage of the global audience

See stats on TV versus internet etc

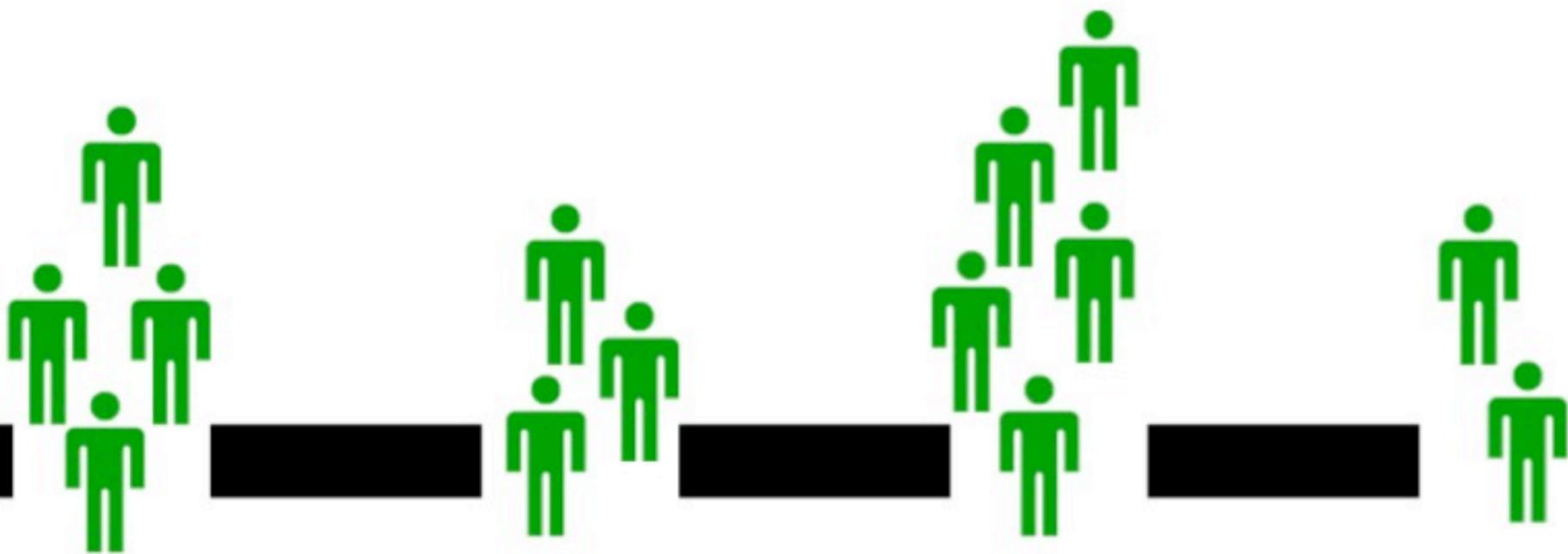


<http://themaninblue.com>

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Currently we could look at some of the web like this or we design the interface, the web app as one entrance to the same content (a limited entrance)

slide is part of a presentation about future of web interfaces <http://themaninblue.com/writing/perspective/2008/02/20/>



<http://themaninblue.com>

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The content should be accessible like this slide different entrances to the same content

Tv viewers using a HD TV get a far greater experience however it does not stop you from watching TV at Standard definition you just don't get the enhanced version

Not all browsers (devices) see the same design ! - thats ok

Rather than progressive enhancement that sets the benchmark on the lowest capable browser (probably IE)

Transcending CSS sets the benchmark at the top, using all available CSS features not to add too but to create the best possible design for the most

standards compliant browser

In practice some visitors will see a reduced design, how much is up to your preferences and the specific needs of the audience.

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Content & Design

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To design for the future we must ensure content and design are separated.
Design from the content out !

Content & Design

**Content and design
are separate**

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To design for the future we must ensure content and design are separated.
Design from the content out !

What do I mean ?

Blog demo

BBC demo

CSS Zen Garden demo

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By separating content and design even if we turn off the design we can still view the content (Make sure you install the firefox plug ins Web developer and firebug)

<https://addons.mozilla.org/en-US/firefox/addon/60>

<https://addons.mozilla.org/en-US/firefox/addon/1843>

Blog demo - go to <http://www.wordpress.com> and pick any blog - turn off Styles

Go to Joomla <http://www.joomla.org/content/blogcategory/35/69/> and select any of the sites and remember the content is coming from the same backend - compare two Joomla powered sites

Go to <http://www.cssbeauty.com/> and pick any site and turn off styles

go to bbc.co.uk and turn off styles

<http://www.csszengarden.com/> - change styles - same content completely different design

<http://www.43folders.com/> - blog

<http://www.nyxen.net>

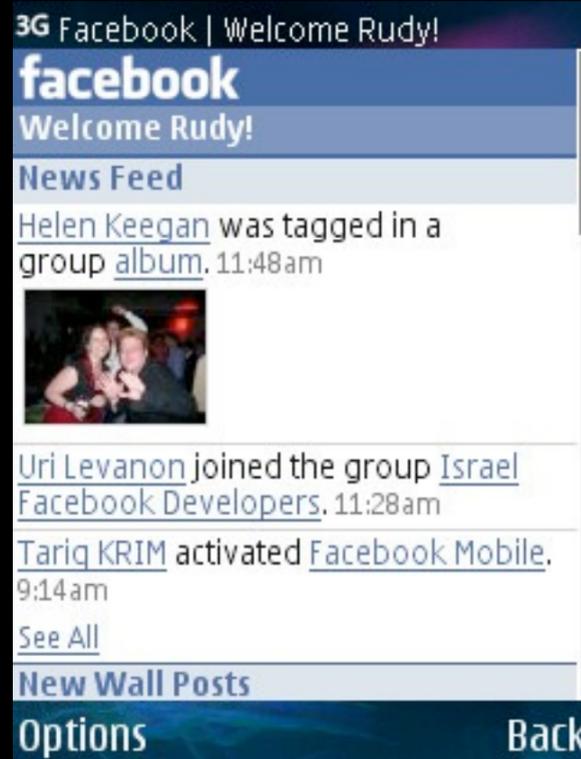
<http://www.webdesignerwall.com/trends/grid-and-column-designs/>

Facebook content

Browse



Mobile



iPhone



Same content different output

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Content output in different sources – each output still requires a design

Accessibility is not just about catering for people with disabilities, via good design you can remove many barriers to access for as many people as possible

“for the travelling businessman, whether he can successfully log on to his company’s intranet to check sales figures on a handheld computer is both

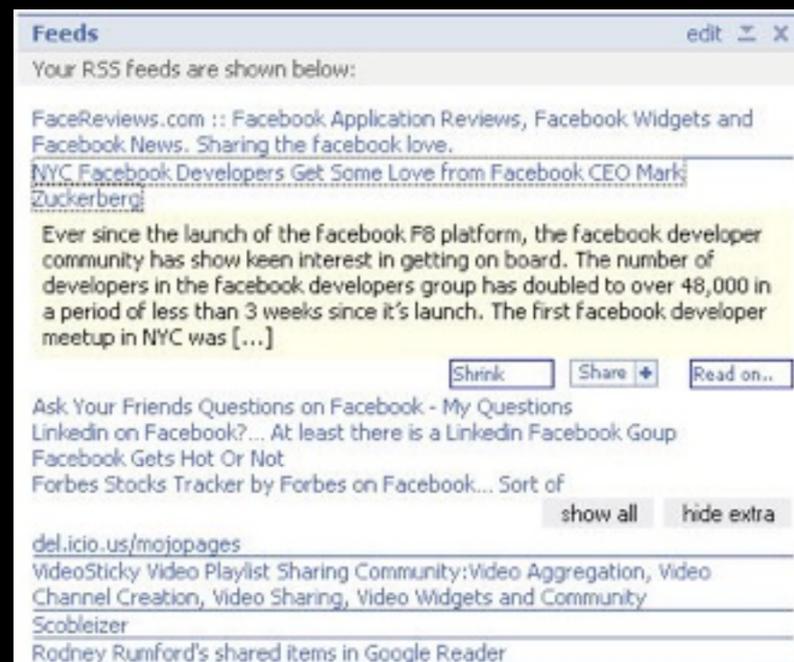
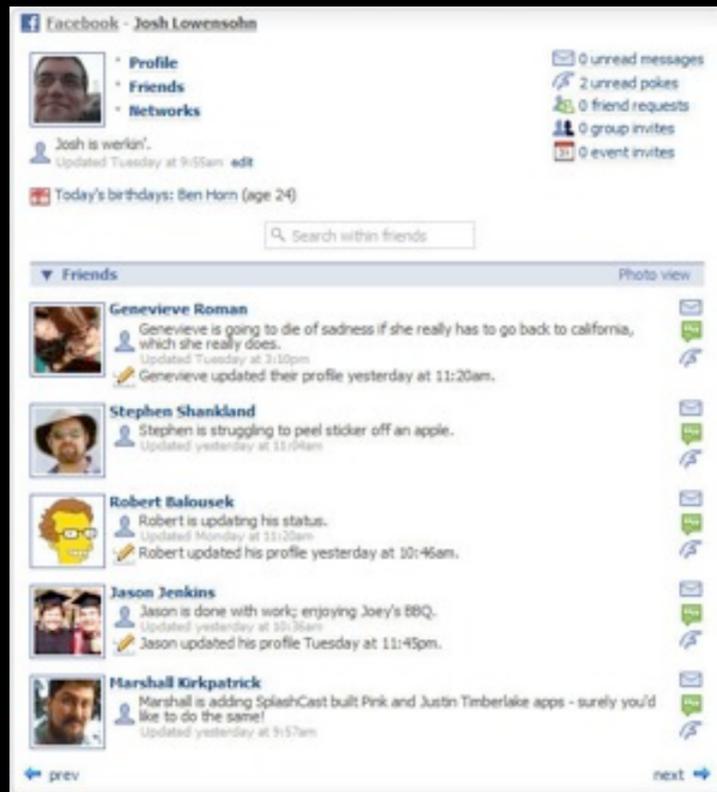
a usability and an accessibility issue, as it that money movie sites offer branded goodies for your mobile phone do not offer you the ability to access those pages using a mobile phone “ – transcending css

Facebook content

Netvibes

RSS Feed

Facebook Map



Same content different output

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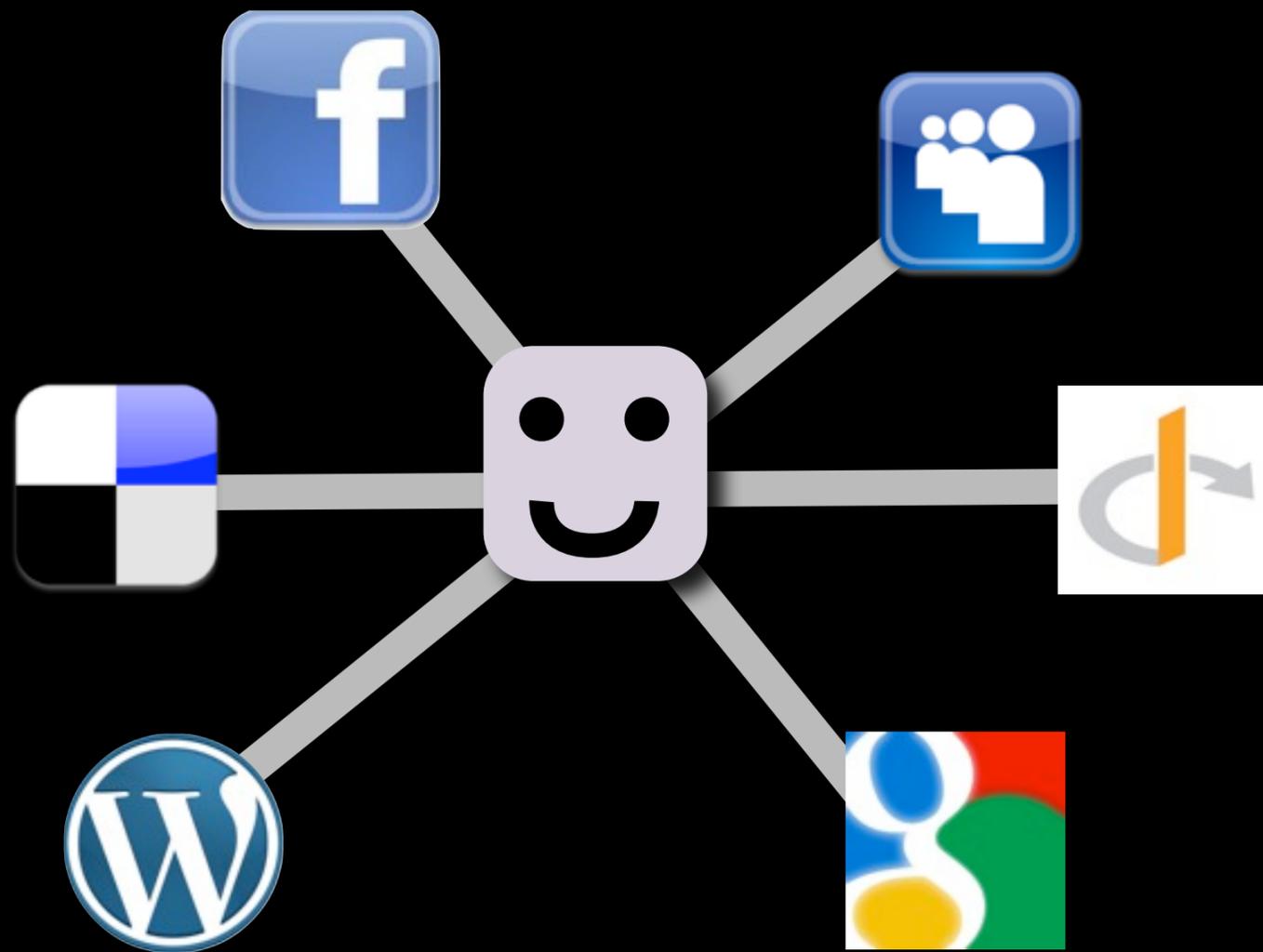
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Social web



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Enter: the real-time web. If 2003–2006 could be defined as the emergence of social media on infrastructure still dominated by the document-web, 2007 through the present will be defined as the transition to the “real-time” web, even if through a proprietary side-road.

TIME

PERSON OF THE YEAR



Yes, you.
You control the Information Age.
Welcome to your world.

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if the document-centric web was dominated by static pages, then the people-centric web is about placing *you* at the center

Clients



Tweetdeck



Socialite

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eventbox and tweetdeck – twitter (social media clients)



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maybe you should ?

WSA related creative resources :-

We think
video

