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An Event Apart – Day 1 – 08/27/2007

Eric Meyer – "Secrets of a CSS Jedi" – www.meyerweb.com

You can add padding to an image or even background color.

CSS you can set outset for the border.

Setting your own border colors is easier.

Eric went over his [table based graph example](#). I need to finish my input form example. I should start with his new one since he is not using pixel now.

Use percentages for scaling. Percentages can have decimal points.

You have to be careful if you are using more than one table/graph per page.

Use negative <EM> to place ticks on page.

To go from vertical to horizontal all you have to do is change 'width' to 'height' and 'left' to 'top'.

To make accessibility easier for tables use scope, row, header, id, etc.

The graphs without images will make searching easier and better for people to find.

Use reset CSS items that work best for you or your group.

You can add space around the <HTML> tag.

The<HTML> tag is the only place a CSS element goes upward.

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Jeffrey Zeldman – "Writing the User Interface" – www.zeldman.com

"Content is King" – see boing boing before ads

Freshness matters – keep information up to date and do this often.

"Design helps people read less".

Design helps you find what you are looking for.

"When people read less every word counts".

Copy is the easiest and often the cheapest part of your website to fix.

Blogging Software

- Wordpress – geeks
- Movable Type – designers
- Blogger – your uncle Bob

Veer – photos, fonts, blog, ideas, etc.

Content should be AUDIENCE appropriate.

Copy should be BRAND appropriate.

Use simple language that everyone can understand.

http://www.leukemialetters.blogspot.com/– Dr. John Slaytin's blog about leukemia and his blindness.

Be very clear with your content or tagline what your website is about.

Steve Krug – tag line "Web Usability Consulting" – his book is "Don't Make Me Think".

www.lulu.com copy is not brand appropriate for their "about" page.

<label> tags are important.

See capgemini brand is a bit folksy (see navigation).

"Speaking" URLs help users connect to the content – URL contains article/blog post title.

Navigation links have folder names that match.

Education levels very with users and types of websites.

What about SEO when you get less word count.

Write naturally and use key word in the content.

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Jason Santa Maria – "Designing Your Way Out of a Paper Bag" – www.jasonsantamaria.com

The little details make up to the whole.

Use sketchbook to capture your ideas so you can go back to it later. Sometime your idea is not good at the time but it might come in helpful later for another project.

Buy old books and music for text and idea layout.

Use iPhoto to keep track of inspirational images, text, drawings, etc.
You need to do your research.

Use gray box comp.

Go through a few other comps first to work things out.

After first comps need to get into the details.

Branding

"The Brand Gap" – book by Marty Neumeier – slide show about "The Brand Gap"

"A logo derives its meaning from the quality of the thing it symbolizes not the other way around" - Paul Rand

Your logo has equity.

Colors and logos need to be close to what they are now so people do not get confused when you change them.

Layout

Grid work – helpful laying out websites.

Newspapers use grids all the time.

Plan for placement of images in grid in advance.

Whitespace – helps pages easier to read and view over congested pages.

Hierarchy and focal Point

"Left to right, top to bottom, big and small" - Winter Sorbeck

That is for the western world.

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Books

- "[Thinking with Type](#)" – Ellen Lupton

- "Grid Systems (Raster Systeme)" -

- "[Making and Breaking Grids](#)" - Timothy Samara

For editorial content use fixed width layouts.

Stop thinking of yourself and think of others when building websites.

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Lou Rosenfeld – "Search Analytics for Fun and Profit" – www.rosenfeldmedia.com or www.lourosenfeld.com

His book – "Information Architecture" – polar bear book

Anatomy of a Search Log (from Google Search Appliance)

The Zipf Curve:

Short Head, Middle Torso, Long Tail

Diagram goes here

A few searches can be the most used of your website.

You need to work on the short head.

You should work on the top 5% - 50% whatever really works.

Querying you Queries – Getting Started

1. Most frequent unique queries
2. Frequent queries retrieving quality results
3. Click through rates
4. Most frequently clicked results/query
5. Frequent queries with zero results
6. What are referrer pages for frequent queries

You need to check for miss spellings and synonyms.

Use best bet search results.

You might want to add advance search with your normal search if people are using it.

You might want to be able to sort results by date, etc.

Need to really think of what people really want to look at.

Create index of common keyword search results.

Look what types of META data people are searching on.

Long tail stuff is more esoteric.

Any tools – for external websites

Google Trends

Google Search – "site: jfciii.com" – to find information about that website

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Liz Danzico – "The Seven Lies of Information Architecture" – www.bobulate.com

Look at Chris Messina – Flickr Patterns

Navigation

Need → Interpret → Navigate → React

Navigations should be consistent give or take depending on the website.

Broad and shallow navigation is better than detailed and deep.

Users must get to all parts of the website all the time.

Users must know where they are at all times.

The website "DayLife" – purpose is to get users lost on their website.

The user experience must be seamless.

Shorter is better.

Miranda July - slide show about buying her book, slides are on the top of stove and frig.

Information Architects do Information Architecture.

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Dan Cederholm – "[Interface Design Juggling](#)" – [www.simplebits.com](#)

Start with color

- [Color Scheme Generator](#)

- [Color Jack](#)

- Boxes and Arrows – [pull colors from nature photos](#)

- Look for color [groups on Flickr](#) – [two colors or less](#)

- [www.drawn.ca](#)

- Article about [Art Lozzi](#) or [this one](#)

Texture – use noise filter

Open Photoshop and dump the paint can.

Stick to core palette.

Link color carries weight.

Article – "[Web Design is 95% Typography](#)"

You can use two fonts to help set the design apart from everything else.

Harmonize type set in graphics.

Get on mailing list for type foundries

- [Hoefler & Frere-Jones](#) - [blog](#)
- [Myfonts.com](#)
- [Veer.com](#)

Favicons – [wikipedia](#) and a [tutorial](#)

[Tanyamerone.com](#)

Three choices

1. Scale the mark down to 16 x 16
2. Choose a fragment of logo/brand to focus on
3. Using something unique

Dan uses iconographer, the older version

Delta, Tango, Bravo – has [collection of favicons](#) there are many more groups on the website.

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[Veerle Pieters](#) – uses one rounded corner on her website

Reuse and Recycle items you have already created.

Use Microformats

Use [hReview](#), [rel-tag](#), [hCard](#), [hCalendar](#), etc.

[SparQLer](#) – query results

[Scrugy](#) – scrapes Cork'd micorformats

[Can your website be your API](#) – Drew McLellan

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Jeremy Keith – "Be Pure. Be vigilant. Behave." www.adictio.com and www.clearleft.com

Slides – www.adictio.com/extras/aea07

Be Pure – with how you write code and do work.

You need – content, structure, presentation, behavior, HTML, CSS

You need a great structure

CSS – p {…}

DOM – document.getElementByTagName("p")

Using JavaScript is using the same mental model.

Sometime you should write down in English what you do before coding.
.
Be Vigilant – try to not put extra stuff in your code

Do NOT DO

<a href="javascript:…">

<a href="#" onClick="…"> - is ok in small amounts and only when really needed.

Search Google for star ratings CSS code.

You should use a <SELECT> statement to show 5 star rating.

Friends of ED – Advanced DOM Scripting – last chapter by Aaron Gustafson

You can use select and still display as stars by using CSS.

Use optgroup to associate groups with others

Like "country to states or providences" or "states and counties".

AJAX should have progressive enhancement.

To build AJAX website first build a plain website and once working correctly then and in AJAX.

Look for patterns.

Get things to work first then add AJAX.

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Request.open always use TRUE so page does not wait until done at server.

Ready state = 4 – which means server is done.

What's Happening

Show some sort of progress bar etc. to show something is happening.

What Happened

Show where things were updated. – use 37 Signals "Yellow Fade" technique. Another example

The "back" button only goes back to the previous page and not the last action. Make sure not to much is going on in the page.

Use testing. Test early and often.

Use JavaScript to improve page use.

Hover/mouseover is a behavior instead of presentation.

Terms

Get – getting resources from server. Not updating on server.

Post – doing things to server.

Also have – **Put** and **Delete** that are not used much.

Button element best from element.

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Luke Wroblewski – "Best Practices for From Design" – www.lukew.com – Yahoo!

Why Forms Matter

- Forms make money.
- Give access to communities.
- Re-doing forms saves money.

Design Principles

- Minimize the pain.
- Illuminate the path to completion.
- Consider context.
- Ensure consistent communication.
    - Errors, Help, Success
    - Single voice despite many stakeholders

Design Patterns

- Information – visual communication affordances
- Interaction – engagement disclosure
- Feedback

Label alignment depends on what type of information and what you are doing.

Top Alignment is better for familiar data (name, address, etc.).

Right Alignment is more difficult to scan.

Left Alignment is better for unfamiliar information.

With stretched labels it is harder to read and understand

Matteo Penzo –first article about Eye Tracking Data.

Top labels help reduce time of completing forms.

Required Form Fields – should be listed for only a few fields.

Use "Optional" if only a few fields are not required.

Field lengths – make it only as long as needed for fields like phone, zip code, name, etc.

Use field length as an affordance

Group information on forms to help organize their ability to be filled in quicker and easier.

Don't use to many visual aids if possible to group information.

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Actions

- Not all form actions are equal – reset, cancel, go back. etc.

- Make big actions bigger others smaller.

Check to see what works best.

[Submit]   [Cancel]

[Submit]   [Cancel]

        [Submit] [Cancel]

Illuminate a clear path to completion.

See Luke's current articles this week.

Helpful Tips

Use little help text to make things better.

Wishlistr – look at form

Show help text next to field for better use and understanding.

Minimize help text and put it next to field.

Get rid of information you don't need on form.

Take what they give you and format it yourself.

Phone number examples.

703-555-1212
7035551212
(703) 555-1212

Fix it later if still wrong tell them.

Please remove what is not needed.

Enable smart defaults for fields. Like dropdown lists, check boxes, radio buttons, etc.

When using long forms show progress.

Tab index

You don't have to use radio buttons just options.

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Jumpcut.com – video service that has good forms

Keep things consistent.

Feedback

Validate as you go for high error rate fields.

Use dual visual information – ex. Both red and bold to highlight information.

You can use bold borders for fields with errors.

Make sure you can't hit submit twice by disabling the button.

Communicate what is going on to users.

Tell what you might be asking for so others can get it.

www.lukew.com/ff/ - functioning form articles

Luke's new book – www.rosenfeldmedia.com/books/webforms - due out early 2008

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Derek Featherstone – "Accessibility Lost in Translation" – www.furtherahead.com or blog - http://boxofchocolates.ca/

Slides for An Event Apart – www.boxofchocolates.ca/presentations/aeachi07/ or www.icanhaz.com/accessibility

Search text in input field.

Make accessibility as user experience.

Derek created a 9-kilometer route to get ready for the Ironman in Lake Placid, NY and made it accessible - http://ironfeathers.ca/routes/9.kml

Remember keyboard/mouse interaction.

Change Google Map code from **<div onClick="…">** to **<button onClick="…">** made things much better.

Live Updates

- Require fewer page refreshes.
- In some cases more accessible.

Screen readers needs ALT text if three is any. Otherwise it reads source attributes, which can be very weird.

Use Error / Advisory information

Username [   ] must contain spaces. Helps people understand what is required in the field.

<LABEL>

```
<div>
        <label for="uname">
                Username
                <em>must not contain spaces</em>
        </label>
        <input id="uname" … />
</div>
```

Size forms and everything in EMs to make page scales - for even borders, padding, etc.

Use <strong> to show real error. This is helpful similar to using <EM> on the <LABEL>

Form Linearization

Submit button should be last in code order.

Use radio buttons before submit button.

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<label>
 …
</label>
<div class="group">
 …
</div>
<submit>

Use the following type code to send screen reader to the results from a search, so you will skip al the stuff you just did and give them the search results. This works for sighted people to not display search box etc. You can place a back to top / search button / link at the end so they can get back to search box.

<form method="POST" action="www.abc.com/results.html#123">

Find way to communicate best way to show navigation.

Use headers to tell which groups belong together.

You can use <OL> to help screen readers and cell phone people with access keys if you have defined them.

Derek made a crossword puzzle with

- Fieldset
- Legend
- Ordered list – each character was a field
- And a bunch of CSS

By keeping input field outside <label> you get more CSS hooks.

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Eric Meyer – "The State of CSS in an IE7 world"

Added for CSS in IE7

- Min-width, max-width, min-height, max-height
- Attribute selectors
- Child selector
- :First child
- Alpha channel for .PNG images
- They fixed - FIXED

www.positioniseverything.net

Be careful not to forget - body { padding-bottom: Xem;}

So last bit of text under the footer is not lost.

Put comments on right side so you could keep. Commenting as you go along.

Children of Elements

- body > div { border: 1px solid red;}
- body > div > div { border: 1px doted red;}
- ul > li to get first item in list.
- #ericmeyer: first-child {cuteness: 110%;}
- #ericmeyer: > *; first child { pedantics: xx-large;}
- td: first-child { background: yellow;} – first row of table that ahs a <td> that is not a <th> will be yellow.

Attribute Selectors

CSS 2.1

[attr]   [href]
[attr="val"]   [href="http;//w3.org/"]
[attr~="val"]   [class~="example"]
[attr |="val"]   [lang |="en"] – find all

CSS 3

[attr*="val"]
[attr^="val"] – begins width
[attr$="val"] – end width

Form Styling

```
input[type=”text”] {
        width: …;
        border: …;
        border-width: …;
}

input [value=”required”] [
        color: red;
        font-weight: bold;
}
```

Use borders in CSS to help show different type of images, JPG or GIF so you c make sure you he them in the correct type.

You can use this idea for user testing with ALT text too.

Dean Edward's IE7 script

Use conditional comments in your CSS to fix issues with IE.

```
<!—[if IE6>
        …
<! [endif]>
```

Jeffrey Zeldman – "Selling Design"

How-to – have a process. Be calm and methodical.

Remind client each time of what you talked about to them the week/meeting before.

Learn to translate.

Sell design, not pixels.

Book to read – "Communicating Design" by Dan M. Brown 2006

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Jim Coudal – "Dealing With the Both of You" – http://www.coudal.com/

You need a cool flash of inspiration now and again.
Learn quickly and be curious.

"Value taste over everything else" is a motto of Coudal Partners.

Rip stuff off so you can learn by doing something.

Work with others and have adult conversations

They have conference room "B", which is the bar down the street from the office.

Three things they do jobs by

1. Can we make money doing this.
2. Is this good work.
3. Are we going to learn something along the way.

Here are the three videos that Jim presented during his presentation

1. *Copy Goes Here*
2. Regrets I Have a Few - *Hobbies*
3. "Subway" - Ad Agency video

All the Regrets videos

Other videos they have done