



THE PAGE

IS

DEAD

Jacob
Surber

Jacob Surber

Product Manager HTML Design
@jacobsurber



History of the Page

Early Mesopotamia

Stamping



~2275 BC

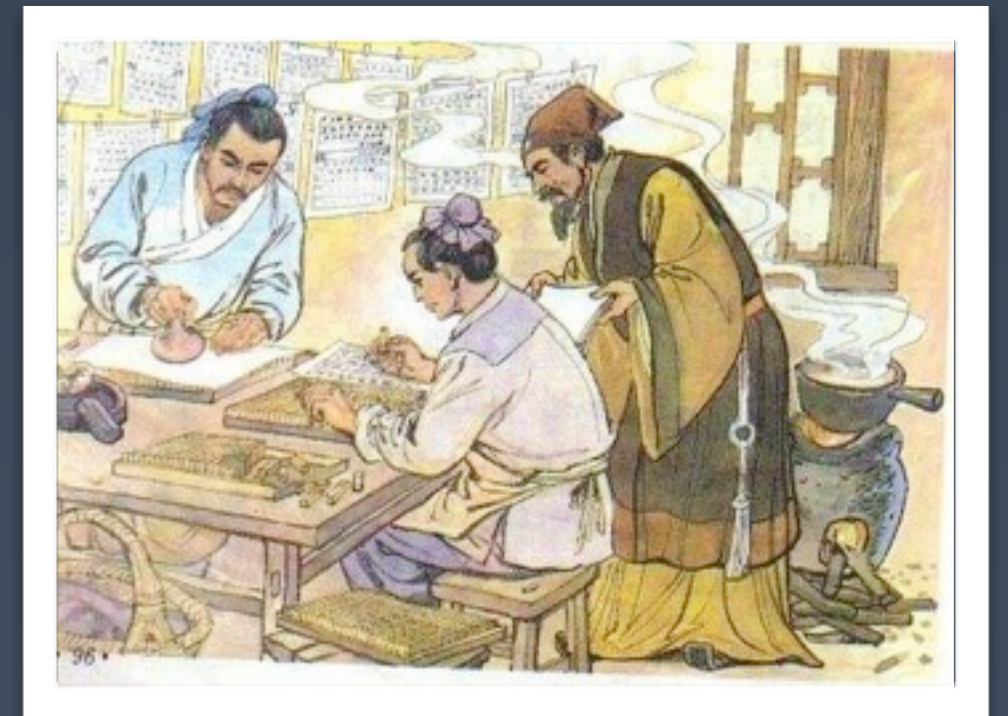
Cylinder Seals



~1700 BC

Made in China

Movable type is invented



~625 AD

Johannes Gutenberg

1439





PROTESTS!

May 1472:
Scribes in Italy attempt
to block competition

“strangers who print volumes”



Information Overload 1755

It will be almost as convenient to search for some bit of truth concealed in nature as it will be to find it hidden away in an immense multitude of bound volumes."

Denis Diderot

CONGRESS, JULY 4, 1776.
DECLARATION
OF THE REPRESENTATIVES OF THE
UNITED STATES OF AMERICA,
IN CONGRESS ASSEMBLED.

man Events, it becomes necessary for one People to dissolve the Political Bands which have connected them among the Powers of the Earth, the separate and equal Station to which the Laws of Nature and of a decent Respect to the Opinions of Mankind requires that they should declare the causes which impel them

to be self-evident, that all Men are created equal, that they are endowed by their Creator with certain inalienable Rights, that among these are Life, Liberty, and the Pursuit of Happiness—That to secure these Rights, Governments are instituted among Men, deriving their just Powers from the Consent of the Governed, that whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its Foundation on such Principles, and organizing such Forms of Government, as shall seem to them most likely to effect their Safety and Happiness. Prudence, indeed, will dictate that Governments long established should not be changed for light and transient Causes; and accordingly all Experience hath shewn, that Mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the Forms to which they are accustomed. But when a long Train of Abuses and Usurpations, pursuing the same Object, shall have brought the Representation of the People to such a State of Oppression, that a redress may be obtained only by a complete Change of Government, it is their Right, it is their Duty, to throw off such Government, and to institute new Government, laying its Foundation on such Principles, and organizing such Forms of Government, as shall seem to them most likely to effect their Safety and Happiness. Such has been the patient Sufferance of these Colonies; and such is now the Necessity which constrains them to alter their former System of Government. The History of the present King of Great-Britain is a History of repeated Injuries and Usurpations, all tending to the same End, and to the same Tyranny over these States. To prove this, let Facts be submitted to a candid World.

immediate and pressing Importance, unless suspended in their Operation till his Assent should be obtained, attend to them.

es unusual, uncomfortable, and distant from the Depository of their public Records, for the sole Purpose of

ly, for opposing with manly Firmness his Invasions on the Rights of the People.
 tutions, to cause others to be elected; whereby the Legislative Powers, incapable of Annihilation, have re-
 State remaining in the mean time exposed to all the Dangers of Invasion from without, and Convulsions within.
 these States; for that Purpose obstructing the Laws for Naturalization of Foreigners; refusing to pass others
 e Conditions of new Appropriations of Lands.

by refusing his Assent to Laws for establishing Judiciary Powers.
e, for the Tenure of their Offices, and the Amount and Payment of their Salaries.

sent hither Swarms of Officers to harass our People, and eat out their Substance. Standing Armies, without the consent of our Legislatures.

ent of and superior to the Civil Power.

jurisdiction foreign to our Constitution, and unacknowledged by our Laws; giving his Assent to their Acts of

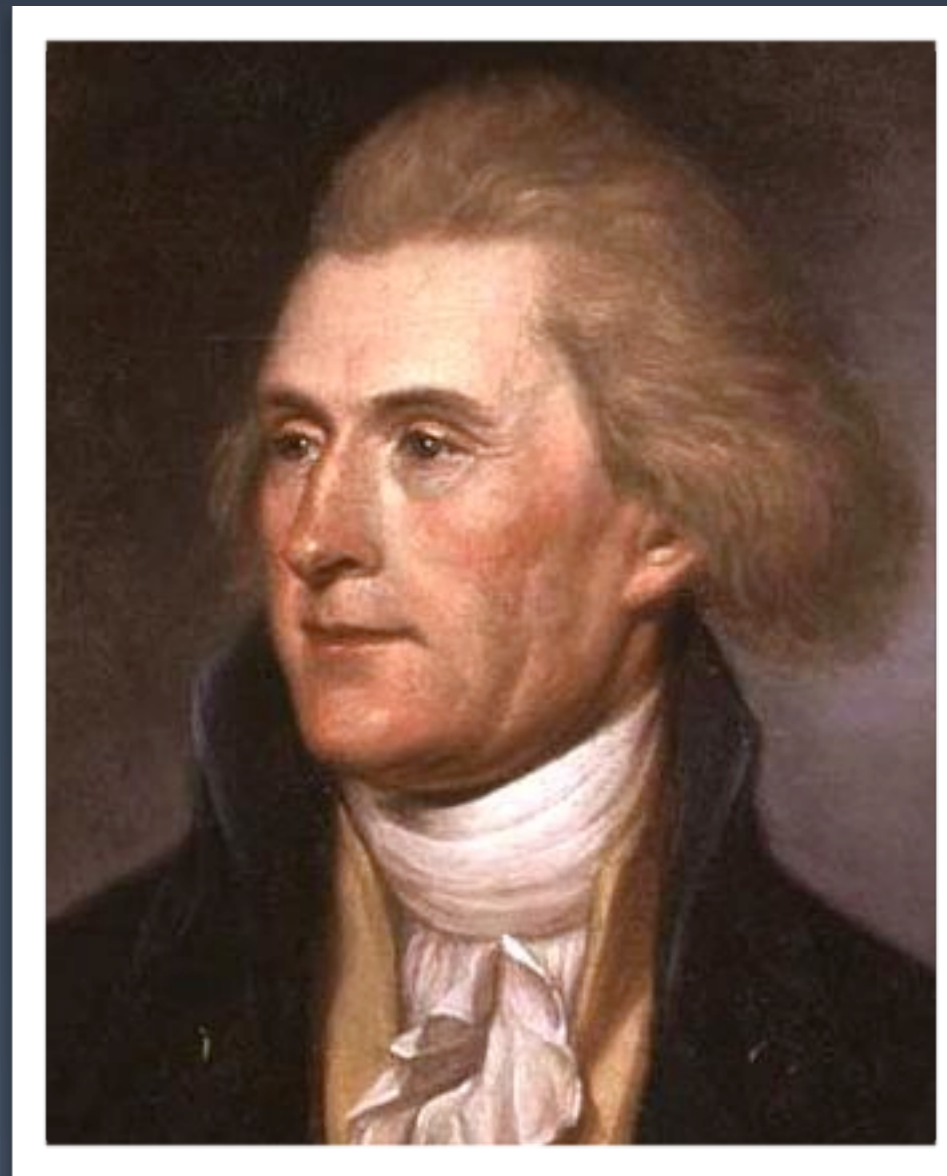
penalment for any Murders which they should commit on the Inhabitants of these States :

World :

ts of Trial by Jury :

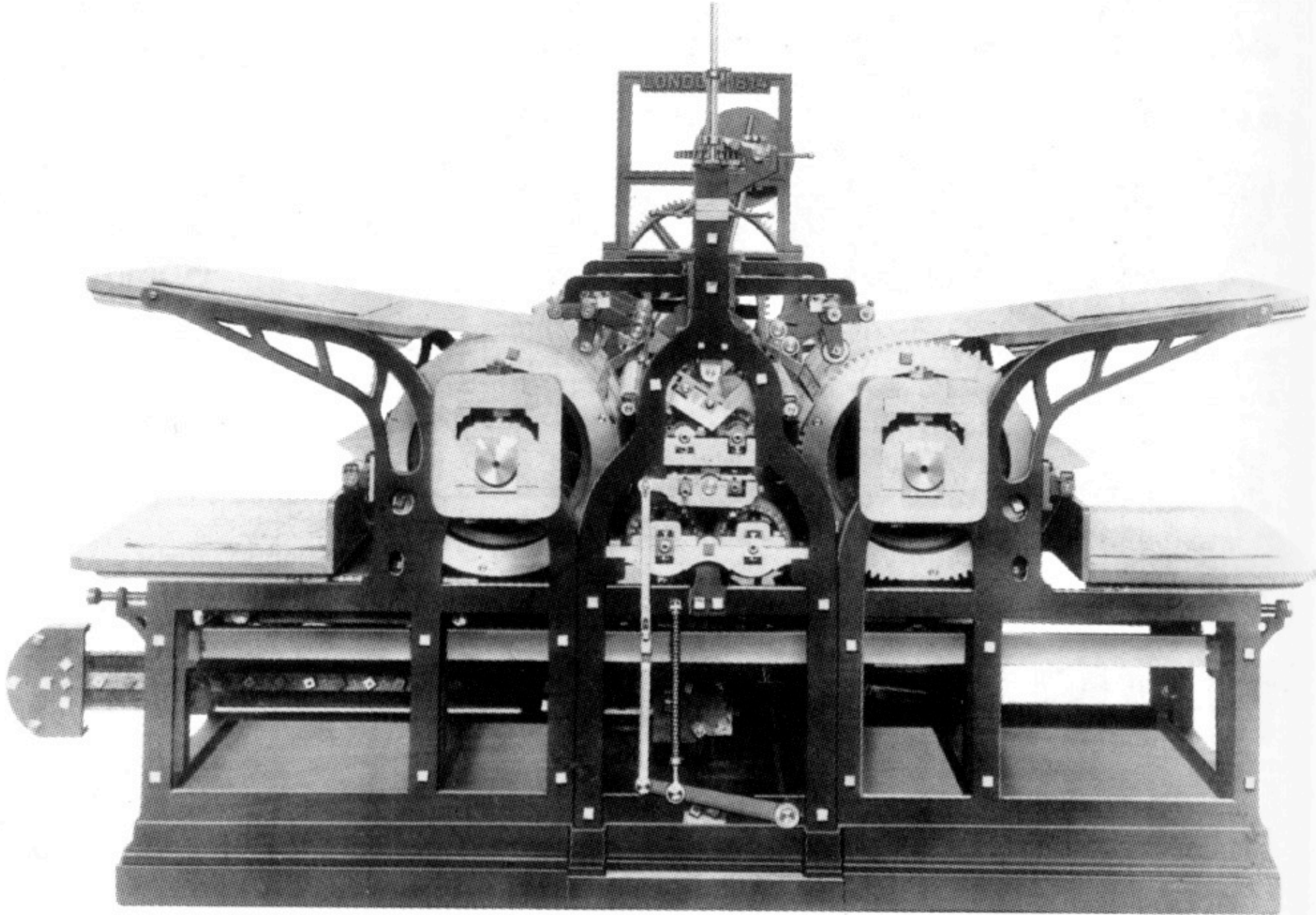
pretended Offences :

"... let us save what remains: not by vaults and locks which fence them from the public eye and use in consigning them to the waste of time, but by such a multiplication of copies, as shall place them beyond the reach of accident."



Thomas Jefferson

Feb 1791



April
1811

1932

8 Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times New Ro
10 Times New Roman Times New Roman Times New Roman Times New Roman Times New Roman Times N
12 Times New Roman Times New Roman Times New Roman Times New Roman Times New
16 Times New Roman Times New Roman Times New Roman Times Ne
24 Times New Roman Times New Roman Times
36 Times New Roman Times New Roman Times
48 Times New Roman Times New Roman Times
60 Times New Roman Times New Roman Times
72 Times New Roman Times New Roman Times

Courier
Aa
Aa

1955

Courier

Aa Ee Qq

Aa Ee Qq

Think.

abcdefghijklm

nopqrstuvwxyz

Helvetica Light + *Oblique*

Helvetica Roman + *Oblique*

Helvetica Bold + *Oblique*

Helvetica Black + Oblique

Helvetica Light Condensed + *Oblique*

Helvetica Condensed + *Oblique*

Helvetica Bold Condensed + *Oblique*

Helvetica Black Condensed + *Oblique*

Uppercase Narrow Roman + Oblique

tica Narrow Bold + Oblique

ica Compressed, Extra Compressed, Ultra Compressed

etica Rounded Bold + Oblique

Helvetica Rounded Black + Oblique

atica Rounded Bold Condensed + Oblique

etica Textbook Roman + Oblique

etica Textbook Bold + *Oblique*

1957



1984

Apple
introduces
the
Mac



SPECIAL EDITION

Desktop publishing: it's here 1
 A case of less is more 2
 The medium is the message 3
 Desktop publishing is a snap 5
 and more

IN

a culture like ours, long accustomed to splitting and dividing all things as a means of control, it is sometimes a bit of a shock to be reminded that, in operational and practical fact, the medium is the message.

Marshall McLuhan



PUBLISHING TAKES A GIANT STEP FROM THE PRINT SHOP TO THE DESKTOP

The computer revolution has reached the publishing industry — right down to the "publishing" that is done everyday in your office and mine.

You're not in the publishing business? Think again. In your normal business day, you probably write a couple of letters, a memo or two, prepare a presentation, and write a report. The production of written communication is publishing.

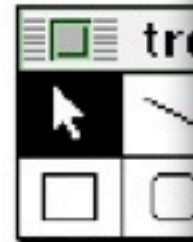
Newsletters definitely fall into the publishing category. So do many of the other documents that businesses produce — annual reports, price lists, brochures, manuals, and proposals.

For years, we've had few tools to help us publish office communications. The typewriter was a big improvement over quill and ink. That was followed by the electric typewriter and, just about 10 years ago, by word processing. Now we're entering the age of desktop publishing, using microcomputers to write, design, and print documents that look typeset without ever leaving your office.

This special issue of Tomorrow's Office takes a quick look at publishing yesterday and today — its beginning and its future.

YESTERDAY...

By the 16th century, the press had — as one historian has noted — "lost the sheen of novelty without acquiring the lustre of respectability." A scholar named Aldus Manutius changed



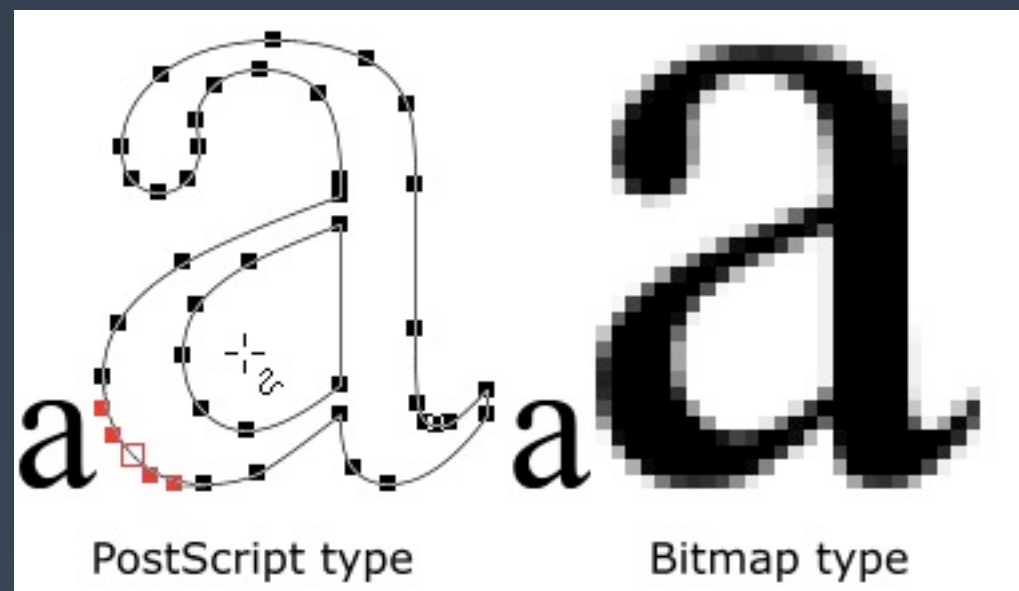
PageMaker® by Aldus Corporation

© 1985, 1987, Aldus Corporation.
 Ranked Hyphenator System ©1986,
 1987 Houghton Mifflin Company. All
 rights reserved.

U.S. Version 2.0a

Rise of the MACHINE

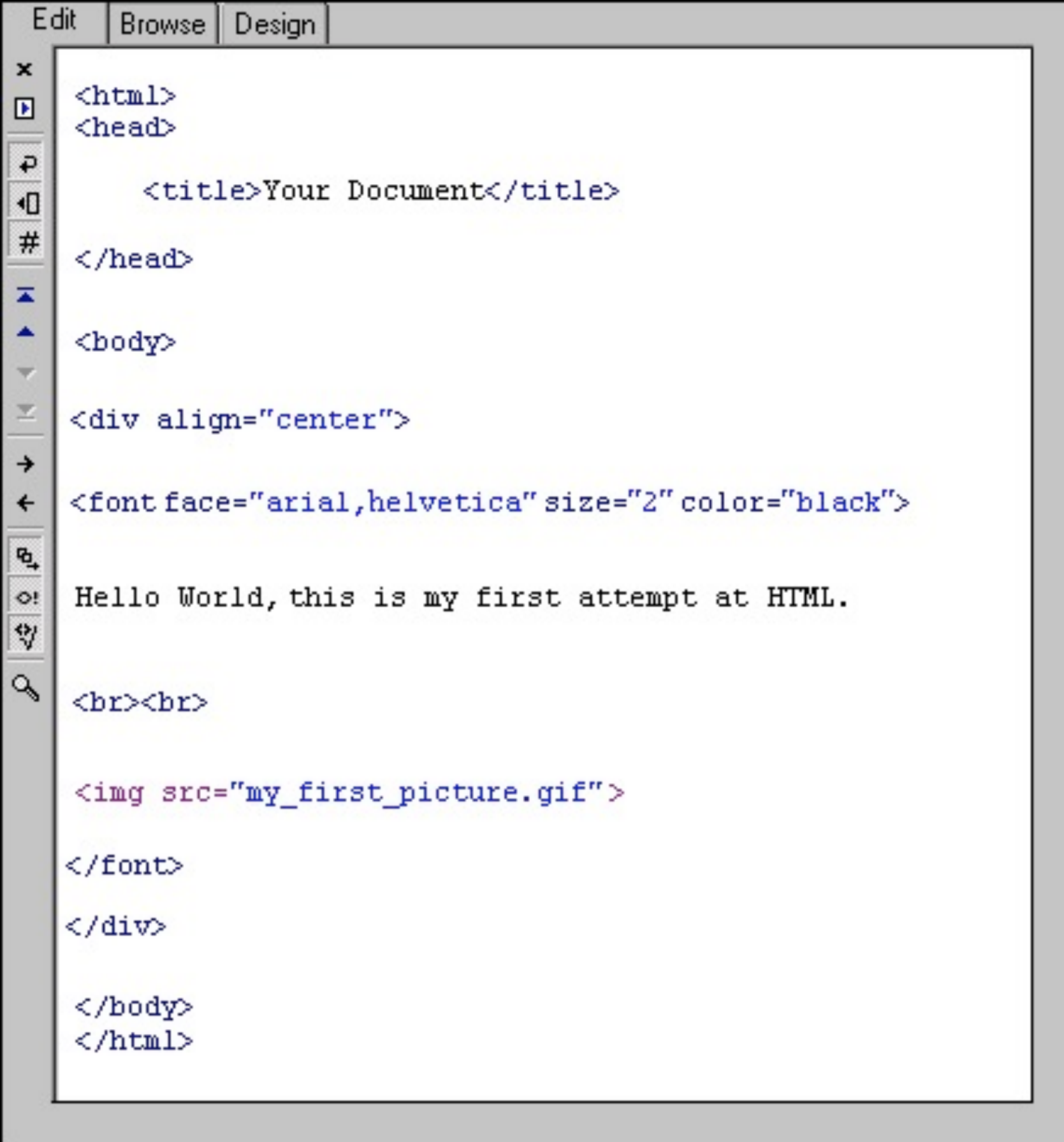




1982



1991

A screenshot of a web browser's source code view. The browser has three tabs: 'Edit', 'Browse', and 'Design'. The 'Edit' tab is active. On the left side, there is a vertical toolbar with icons for file operations (close, save, open, print, copy, paste, find) and editing (undo, redo, delete, insert). The main area displays the HTML source code of a document. The code starts with the standard HTML boilerplate, including a title 'Your Document'. The body contains a centered div with a font face of 'arial, helvetica', size '2', and color 'black'. The text 'Hello World, this is my first attempt at HTML.' is followed by two line breaks and an image tag with a placeholder source 'my_first_picture.gif'. The code ends with the closing tags for the body and the html document.

```
<html>
<head>
  <title>Your Document</title>
</head>

<body>
  <div align="center">
    <font face="arial, helvetica" size="2" color="black">
      Hello World, this is my first attempt at HTML.
    <br><br>
    
  </font>
</div>

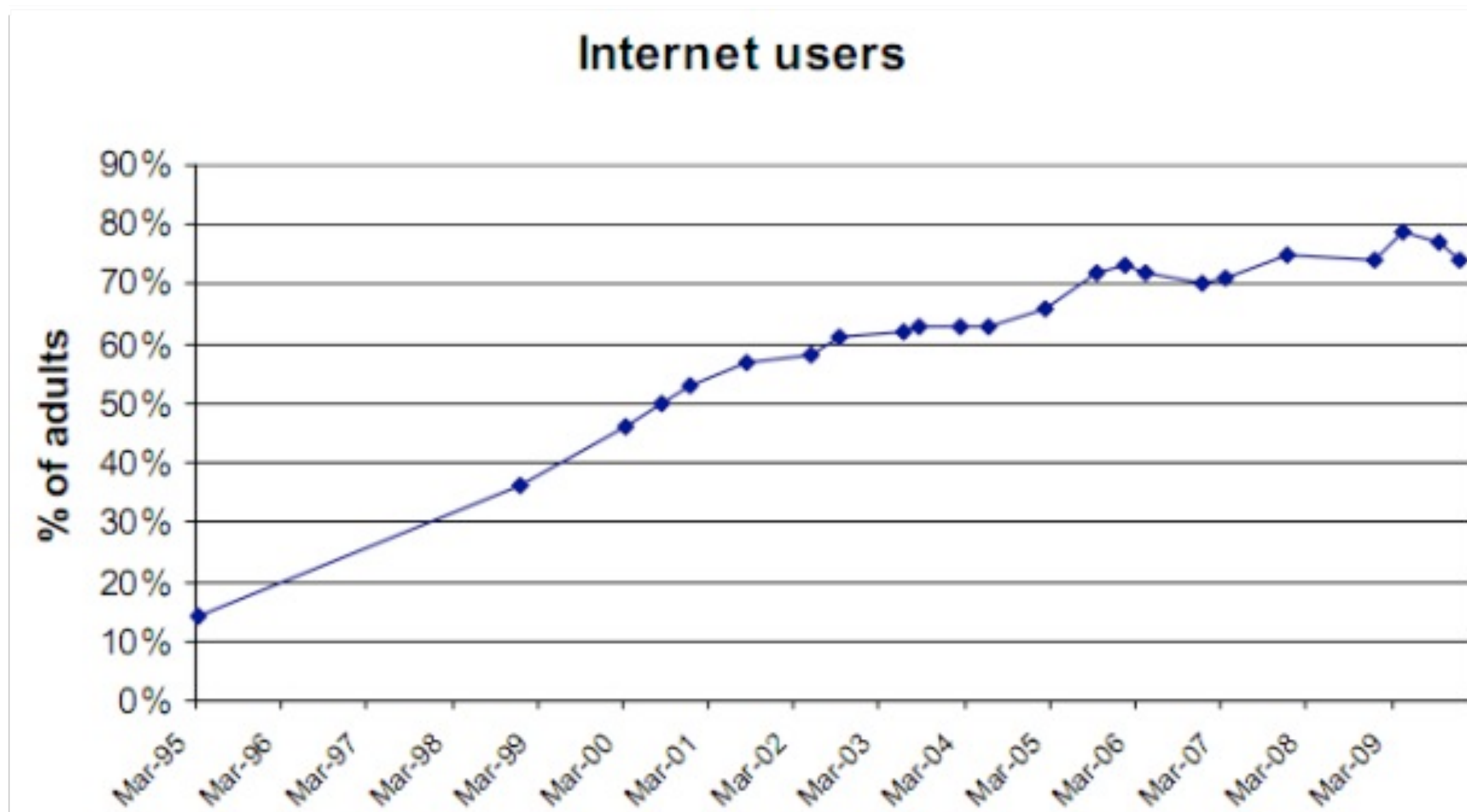
</body>
</html>
```

<HTML>

December 1997

HTML 4.0 was published as a
W3C Recommendation

People use the Internet



Growth of the gadget

Device shipments
Units, m



Desktop PCs



Smartphones

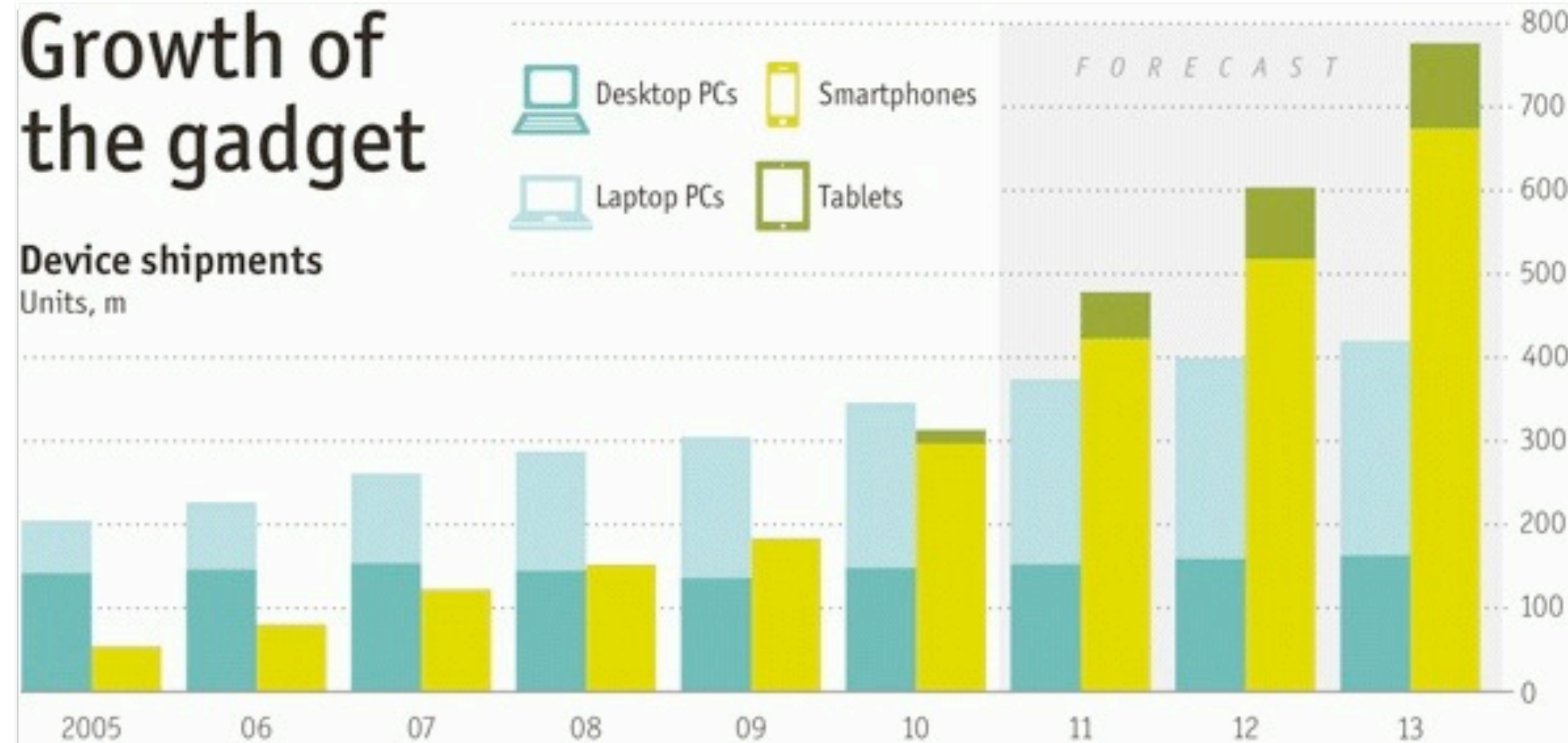


Laptop PCs



Tablets

F O R E C A S T



Devices in use:



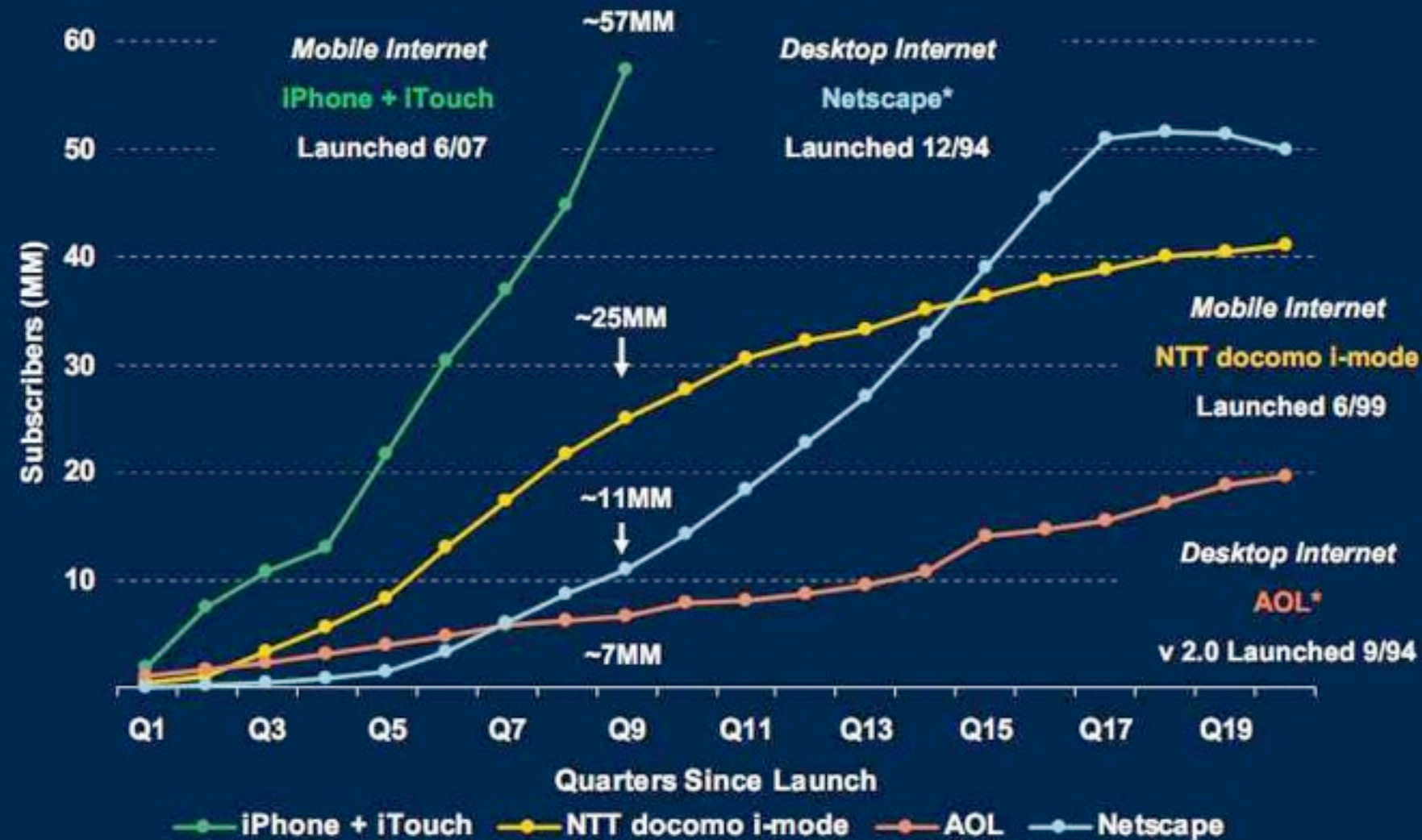
Mobile device explosion

Consuming
data at an
unprecedented
rate

Mobile Internet Outpaces Desktop Internet Adoption

iPhone + iTouch Users = 8x AOL Users 8 Quarters After Launch

iPhone + iTouch vs. NTT docomo i-mode vs. Netscape vs. AOL Users
First 20 Quarters Since Launch



Morgan Stanley

Note: *AOL subscribers data not available before Q3:94; Netscape users limited to US only.
Source: Company Reports, Morgan Stanley Research.

33

So many screens So little time



Source: www.seesparkbox.com

Option 1

m.website.com

ipad.website.com

ipad.landscape.website.com

iphone.4s.website.com



I'm a lazy panda

Option 2

Build a
responsive
site



Source: vi3x.deviantart.com/art/One-Ring-v3-53651274

m.youDomain.com





Jeffrey Zeldman

@zeldman

Content precedes design. Design in the absence of content is not design, it's decoration.

1:48 PM - 5 May 08 via web · Embed this Tweet

← Reply ↻ Retweet ★ Favorite

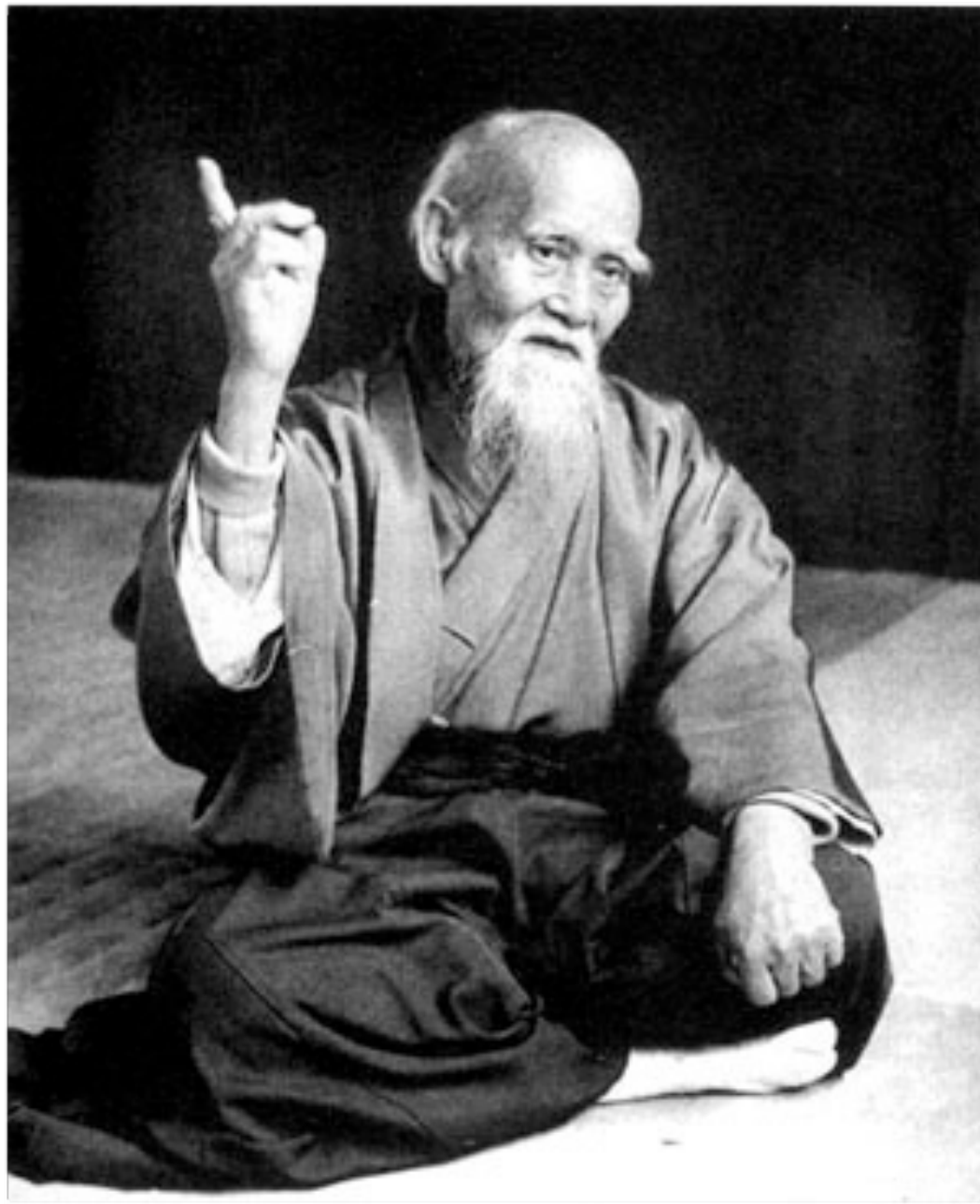
Source: <http://www.flickr.com/photos/zeldman/4009817823/>

Responsive Web Design

defines control differently

Aikido

Defines a firm center
and a soft, adaptable
periphery



The New York Times

Tuesday, March 6, 2012 Last Update: 5:42 PM ET



Goldman Sachs is helping 10,000 World Bank owners worldwide

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CAMPAIGN 2012



Evan McGinn for NYT; Ozier Muhammad/NYT; Nick Oxford for NYT

OPINION »

CHURCH AND STATE

Stanley Fish

Rick Santorum's opinion is not beyond the pale.

Campaign Stops

Kennedy's speech looked different to an altar boy than it does to Santorum.

• Super Tuesday, Live

• Brooks: Character

• Bruni: Political

• Nocera: College

• Emanuel: Health

• Editorial: Iran

• The Loyal Opponent

Holder on Terror

• Borderlines: Sa

MARKETS »

At close 03/06/2012

S.&P. 500	Dow	Nasdaq
1,343.36	12,759.15	2,910.32
-20.97	-203.66	-40.16
-1.54%	-1.57%	-1.36%

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Stock, ETFs, Funds

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INTERACTIVE: Super Tuesday Portraits

The Times checked in with voters in the 10 states casting their ballots on Super Tuesday.

• FiveThirtyEight: A Guide to Super Tuesday Possibilities 3:15 PM ET

• G.O.P. Voters United, at Least, on Defeating Obama 1:59 PM ET

• Slide Show: Primaries from Alaska to Georgia

LIVE COVERAGE

Updates on Super Tuesday Races

By THE NEW YORK TIMES

An all-inclusive dashboard with live video, interactive maps and reports from around the country.

Election 2012 App

Get live Super Tuesday

updates, results, maps and more on your smartphone.

• Download: iPhone | Android



SUPER TUESDAY ON TWITTER



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The Boston Globe

NEWS

METRO

ARTS

BUSINESS

SPORTS

OPINION

LIFESTYLE

MAGAZINE

Campaign2012

ates weigh in on GOP field on Tuesday

ed contests are in Ohio, where Mitt Romney and Rick Santorum are in
d Tennessee, where Newt Gingrich hopes for a strong showing.



CARLOS ZAPATA STUDIOS

Court ruling allows Fenway Center to move forward

A judge dismissed a zoning challenge that had stalled the \$500 million complex of apartments, stores, and offices for more than a year. 54 minutes ago

Dow falls more than 200 points; biggest loss in 3 months

The Dow Jones industrial average lost more than a quarter of its 745-point advance since Jan. 1, which had been the best start to a year since 1998. 59 minutes ago



Obama: Still time for diplomacy on Iran

In his first news conference of the year, President Obama responded to Republican criticism that he's been weak on



JUSTIN SULLIVAN/GETTY IMAGES

SLIDE 1 OF 15

Mitt Romney and his wife, Ann, were aboard his campaign plane in Columbus, Ohio, Tuesday before heading to Boston.



The New York Times

Tuesday, March 6, 2012 Last Update: 6:52 PM ET

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BREAKING NEWS 7:01 PM ET




Gingrich Takes Georgia, Exit Polls Say



CAMPAIGN
2012

LEAD
WIN

7:06 PM ET
1:23

CANDIDATE	Alaska	Ga.	Idaho	Mass.	N.D.	Ohio	Okla.	Tenn.	Vt.	Va.	Wyo.
 Romney	—	0%	—	—	0%	—	—	—	0%	0%	0%
 Santorum	—	0%	—	—	0%	—	—	—	0%	—	0%
 Gingrich	—	✓ 0%	—	—	0%	—	—	—	0%	—	0%
 Paul	—	0%	—	—	0%	—	—	—	0%	0%	0%
Percent reporting	8 PM ET	0%	9 PM ET	8 PM ET	0%	7:30 PM ET	8 PM ET	8 PM ET	0%	0%	0%

WORLD
U.S.
POLITICS
NEW YORK
BUSINESS
DEALBOOK
TECHNOLOGY
SPORTS
SCIENCE
HEALTH
ARTS
STYLE
OPINION

Autos
Blogs
Books
Cartoons
Classifieds

10 States Help Frame Campaign



Yana Paskova for The New York Times

OPINION »

CHURCH AND STATE

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• Super Tuesday, Live

• Brooks: Character Counts

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• Editorial: Iran and Israel

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MARKETS » At close 03/06/2012

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The New York Times

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The Boston Globe

Search

NEWS METRO ARTS BUSINESS SPORTS OPINION LIFESTYLE MAGAZINE TODAY'S PAPER MY SAVED

Breaking News Newt Gingrich projected to win Georgia 9 minutes ago

Campaign2012

Polls begin closing on Super Tuesday

The latest high-stakes round in the grueling, sometimes nasty, battle for the Republican nod could determine whether former Massachusetts governor Mitt Romney solidifies his frontrunner status or faces bitterly contested primaries for weeks to come.

- Photos: Scenes from Super Tuesday
- Super Tuesday fact sheet

Super Tuesday results



Newt
Gingrich



Ron Paul



Mitt Romney



Rick
Santorum

Alaska 0% reporting	0%	0%	0%	0%
Georgia 0% reporting	0%	0%	0%	0%
Idaho 0% reporting	0%	0%	0%	0%
Mass. 0% reporting	0%	0%	0%	0%
N.D. 0% reporting	0%	0%	0%	0%

LIVE UPDATES

Coverage of Super Tuesday

The Globe is providing updates on all 10 contests tonight in the Republican race. 43 minutes ago



GERALD HERBERT/AP

The new 2012 Tiguan AdChoices

\$22,840 STARTING MSRP / **26** MPG HWY

Das Auto.

Quality Safety Performance

Discover More Build & Price

“

“Those folks don’t have a lot of responsibilities. They are not commander in chief.”

President Obama, on GOP criticism of his Iran policy

Globe Insiders →



Ethan Marcotte

Source: <http://www.flickr.com/photos/superpope/4835938176/>

June 2011

Ethan Marcotte

RESPONSIVE WEB DESIGN

FOREWORD BY Jeremy Keith

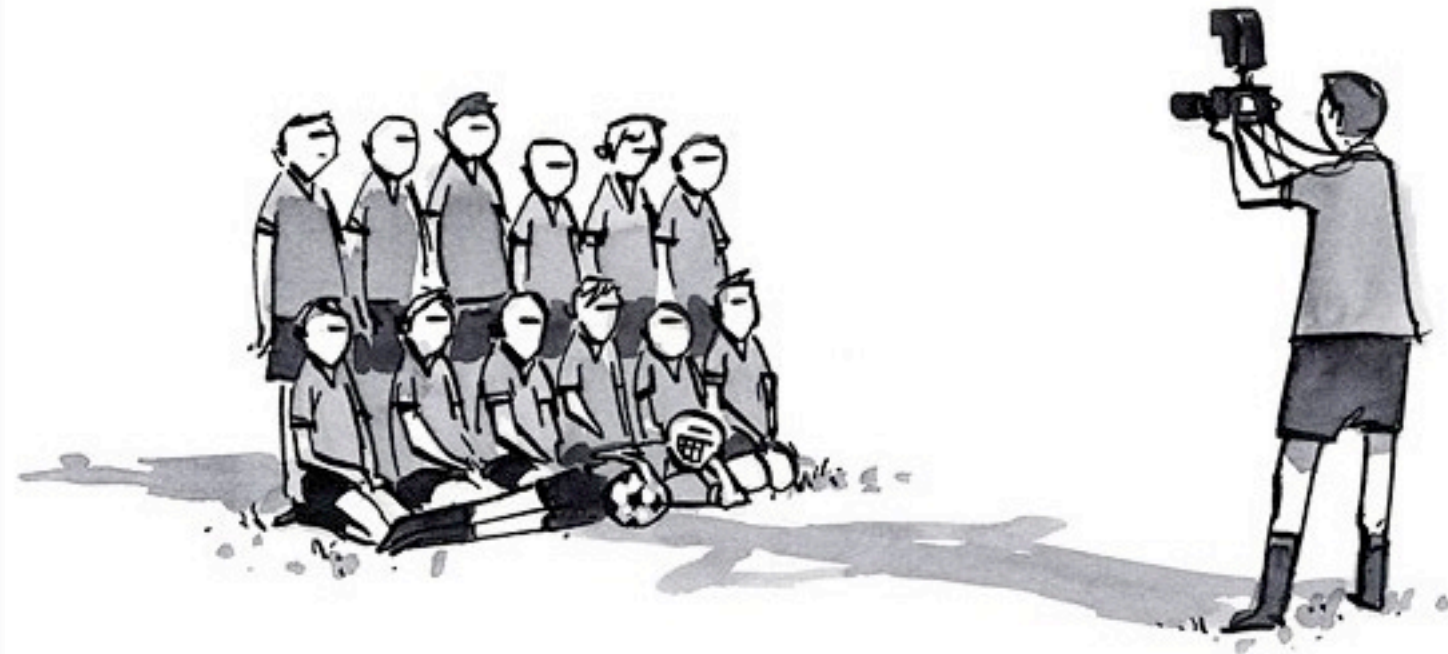
May 2010

Responsive Web Design

by **ETHAN MARCOTTE**

Published in: [CSS](#), [Layout](#), [User Interface Design](#), [Mobile](#), [Mobile Design](#), [Mobile Development](#)

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“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. But first, we must “accept the ebb and flow of things.”

John Allsopp, [“A Dao of Web Design”](#)

How to Approach a Responsive Design

By Tito Bottitta

January 26, 2012

Tagged:

Boston Globe, CSS, How-To, Mobile, Responsive Design

Share:



← PREV

NEXT →

So I've got a confession to make: When we started working on the new Boston Globe website, we had never designed a responsive site before.

This shouldn't come as some huge shock. I mean, raise your hand if you'd built a full responsive site back in November 2010. (You can put your hand down now, Mr. Marcotte, that was rhetorical.) Since so few had done it — and certainly not on this scale — we kind've made things up as we went along. In fact, the entire Boston Globe team worked in a laboratory environment. ¹

Here at Upstatement, we experimented with how to solve design and layout problems within a responsive framework. We learned a helluva lot as we went, like how to choose the right design software, strategies for thinking through breakpoints, and some best practices for designing in the browser.

Ready? Good. Cos here we go ...

Choose Your Weapon

Before laying down a single pixel, there was an important decision

Upstatement

<http://upstatement.com/blog/2012/01/how-to-approach-a-responsive-design/>

Media queries

Flexible images & media

Flexible or fluid grid

38° Sunny
WEATHER | TRAFFIC

The Boston Globe

Search



NEWS

METRO

ARTS

BUSINESS

SPORTS

OPINION

LIFESTYLE

MAGAZINE

TODAY'S PAPER



MY SAVED

Campaign2012

Ten states weigh in on GOP field on Super Tuesday

The most-watched contests are in Ohio, where Mitt Romney and Rick Santorum are in a close battle, and Tennessee, where Newt Gingrich hopes for a strong showing.

12:51 pm



JUSTIN SULLIVAN/GETTY IMAGES

SLIDE 1 OF 15

Mitt Romney and his wife, Ann, were aboard his campaign plane in Columbus, Ohio, Tuesday before heading to Boston.



CARLOS ZAPATA STUDIOS

Court ruling allows Fenway Center to move forward

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Obama: Still time for diplomacy on Iran

In his first news conference of the year, President Obama responded to Republican criticism that he's been weak on

WATCH PREVIEW

BRUINS AT LEAFS

TONIGHT 6:30p ET

xfinity CHANNEL 851 NESN

“

“Those folks don't have a lot of responsibilities. They are not commander in chief.”

President Obama, on GOP criticism of his Iran policy

Globe Insiders →


GLOBE TALK | MARCH 21, 6 P.M.



Boston, a Comedy Capital

Join Dave Russo, Anthony Scibelli, Tony V, Jimmy Tingle, and Lenny Clarke for a talk about the city's comedy scene. Laughs guaranteed.

MORE COVERAGE



How do you
build a *modern*
news paper?

One piece of type at a time

Flexible Grid

Fixed
Grid

vs

Fluid
Grid

vs

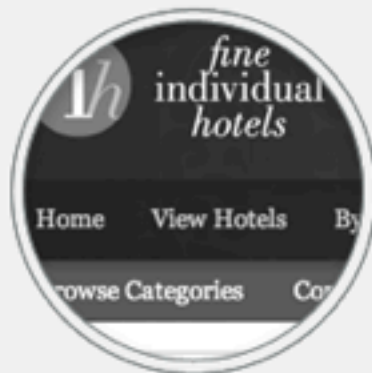
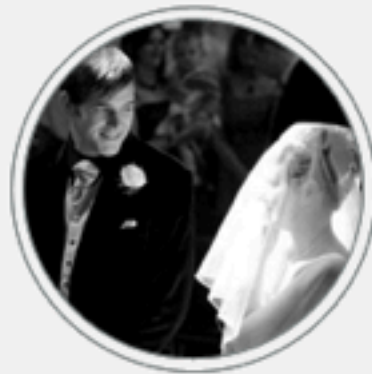
Golden
Grid

Pelicanfly

THE ONLINE REAL-ESTATE OF SAM QUAYLE

'11

G oood morning sports fans! My name is Sam and I'm a Designer / all-round Web aficionado living in *the lace city*, Nottingham UK. I spend most of my days playing attacking web design for the mighty *Erskine*, whether it's hand-coding my designs, copy-writing or general web-related strategy I'm involved. I strive to produce well optimised, relevant, usable websites and memorable brand identities. My full skillset can be viewed [here](#)



Outside of the office I'm a dabbling musician, *Gunnerman* and have recently been writing for some *primo* web-design *blogs*. Pelican Fly is my first personal site and the ingredients that keep it alive can

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Fixed Grid

Latest Article

15 SURE FIRE WAYS TO SPEED UP YOUR SITE

Sam Quayle considers new developments, tools and, most importantly, the techniques you can use to improve page loading times and grasp your users's diminishing attention

Two seconds. According to a study undertaken by Google and Bing in 2009,

Today we find ourselves catering for users accustomed to even faster connection speeds, real-time data delivery and instant searches.

As is essential to solving any problem, we must first identify the root cause of the events. Luckily there are many tools available that will help you carefully analyse the speed of your site, most notably Yahoo's Firefox add-on 'ySlow' and Google's Chrome and Firefox extension 'Page Speed'. Both are free, easy to install and will provide a similar level of detail in their analysis. [Read Full Article](#)

Resize →

Source: www.pelicanfly.co.uk/

Pelicanfly

THE ONLINE REAL-ESTATE OF SAM QUAYLE

'11

G G oood morning sports fans! My name is
↑ Sam and I'm a Designer / all-round Web
afficionado living in *the lace city*, Nottingham
UK. I spend most of my days playing attacking web
design for the mighty *Erskine*, whether it's hand-
coding my designs, copy-writing or general web-
related strategy I'm involved. I strive to produce well
optimised, relevant, usable websites and memorable
brand identities. My full skillset can be viewed [here](#)

Outside of the office I'm a dabbling musician,
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Latest Article

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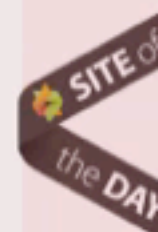
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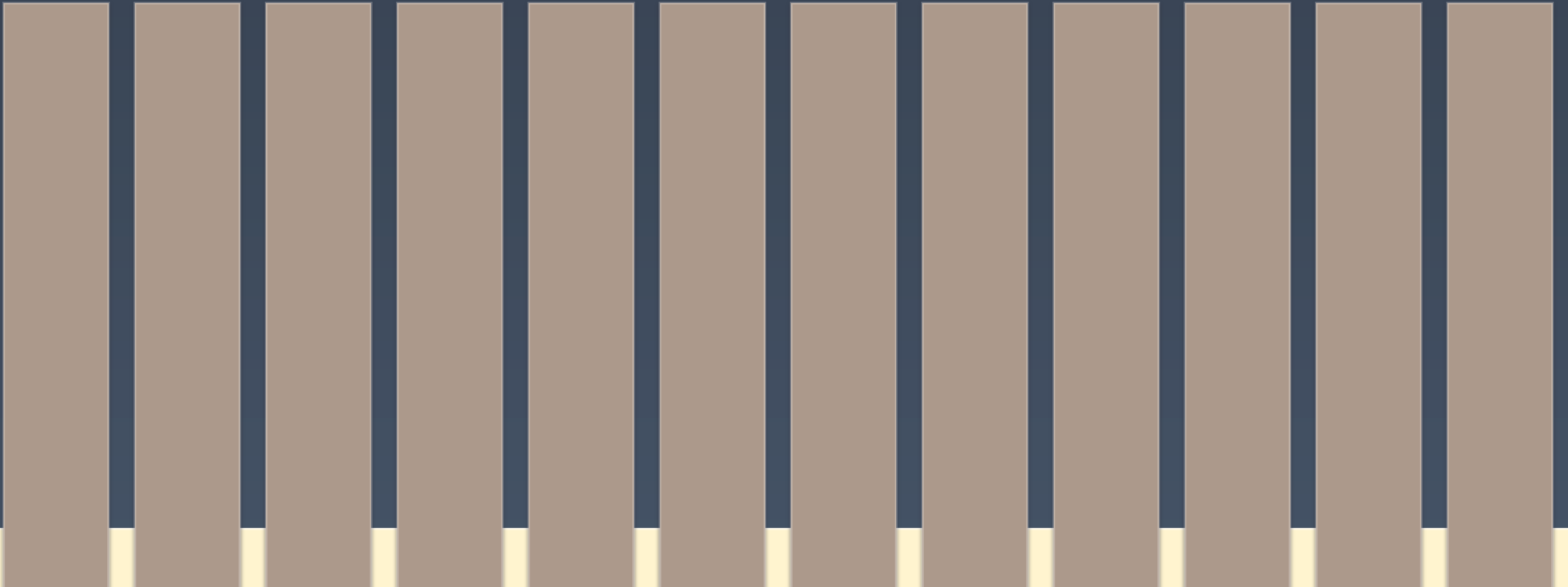
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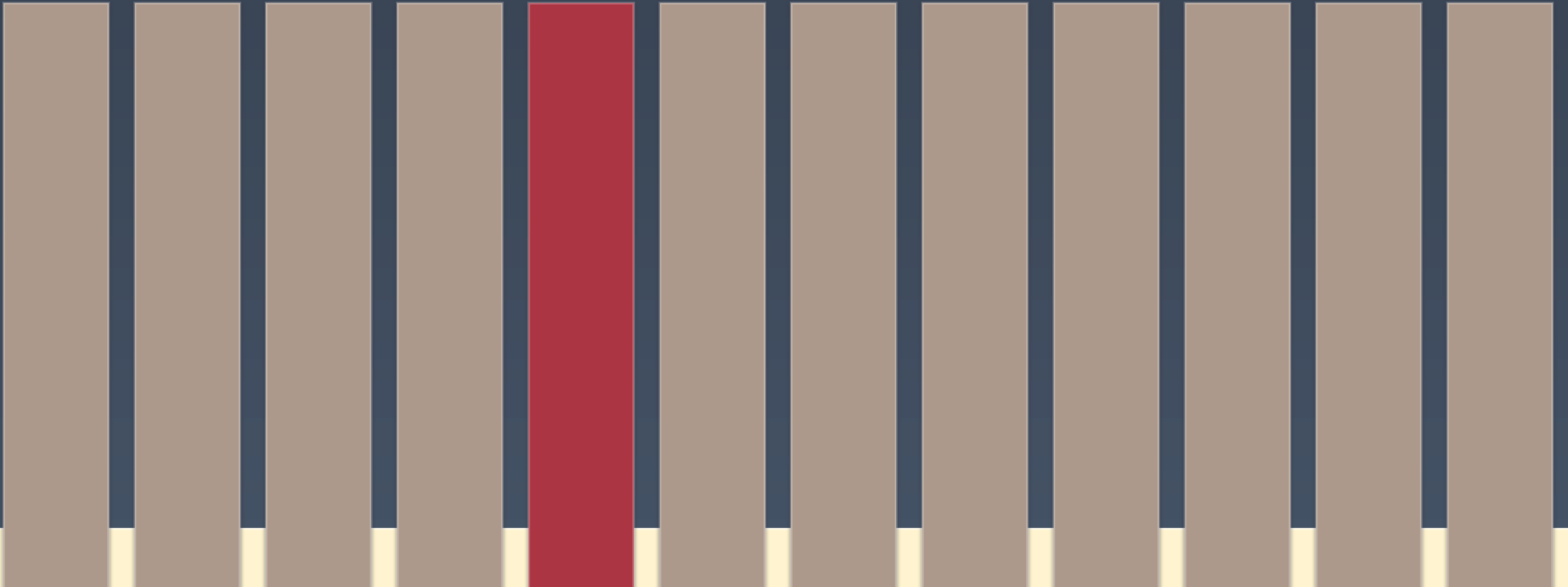
Fluid
Grid

target / context = result

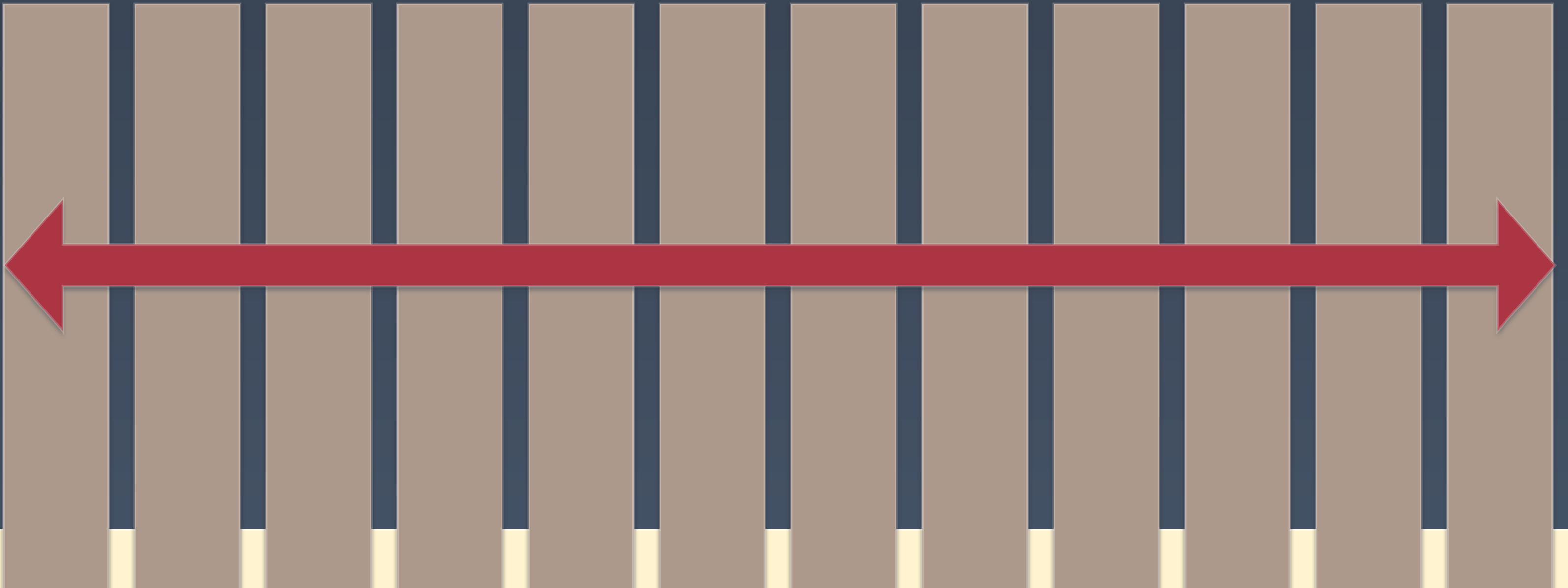
target / context = result



target / context = result



target / context = result



target / context = result

%

A diagram consisting of a horizontal row of 12 vertical rectangular blocks. The 5th block from the left is colored red and contains a white percentage symbol (%). The other 11 blocks are a light tan color. A thick red double-headed arrow is positioned horizontally below the row of blocks, spanning the entire width of the 12 blocks.

1024 px



960 px



The image features a dark blue background with a light blue grid of 12 columns and 3 rows. The grid is composed of light blue squares. In the center of the grid, the text "12 columns" and "60 px" is displayed in a light blue, sans-serif font. The text is centered horizontally and vertically within the grid.

12 columns
60 px



230 px

The diagram shows a horizontal container divided into three equal-width columns. The left and right columns are narrower, while the middle column is wider. The widths are labeled as 230 px, 472 px, and 230 px respectively. The container has a dark blue background and a light beige border. The columns are filled with a light beige color.

472 px

230 px

target / context = result

target / context = result

target / context = result

$$230 / 960 = 23.958333\%$$

$$472 / 960 = 49.166666\%$$

$$230 / 960 = 23.958333\%$$

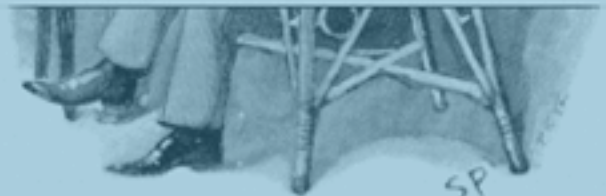
23.958333%

49.166666%

23.958333%



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31.388%

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“Give me problems, give me *work*.”

In the year 1878 I took my degree of Doctor of Medicine of the University of London, and proceeded to Netley to go through the course prescribed for surgeons in the army. Having completed my studies there, I was duly attached to the Fifth Northumberland Fusiliers as Assistant Surgeon. The regiment was stationed in India at the time, and before I could join it, the second Afghan war had broken out. On landing at Bombay, I learned that my corps had advanced through the passes, and was already deep in the enemy's country.

victors & villains



SHERLOCK
HOLMES



DR JOHN HEMISH
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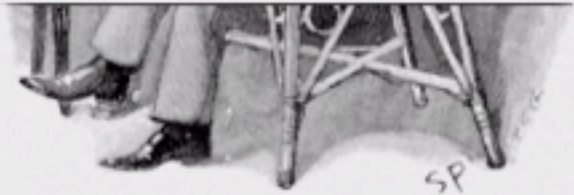
MYCROFT
HOLMES



Source: <http://www.alistapart.com/d/responsive-web-design/ex/ex-site-flexible.html>



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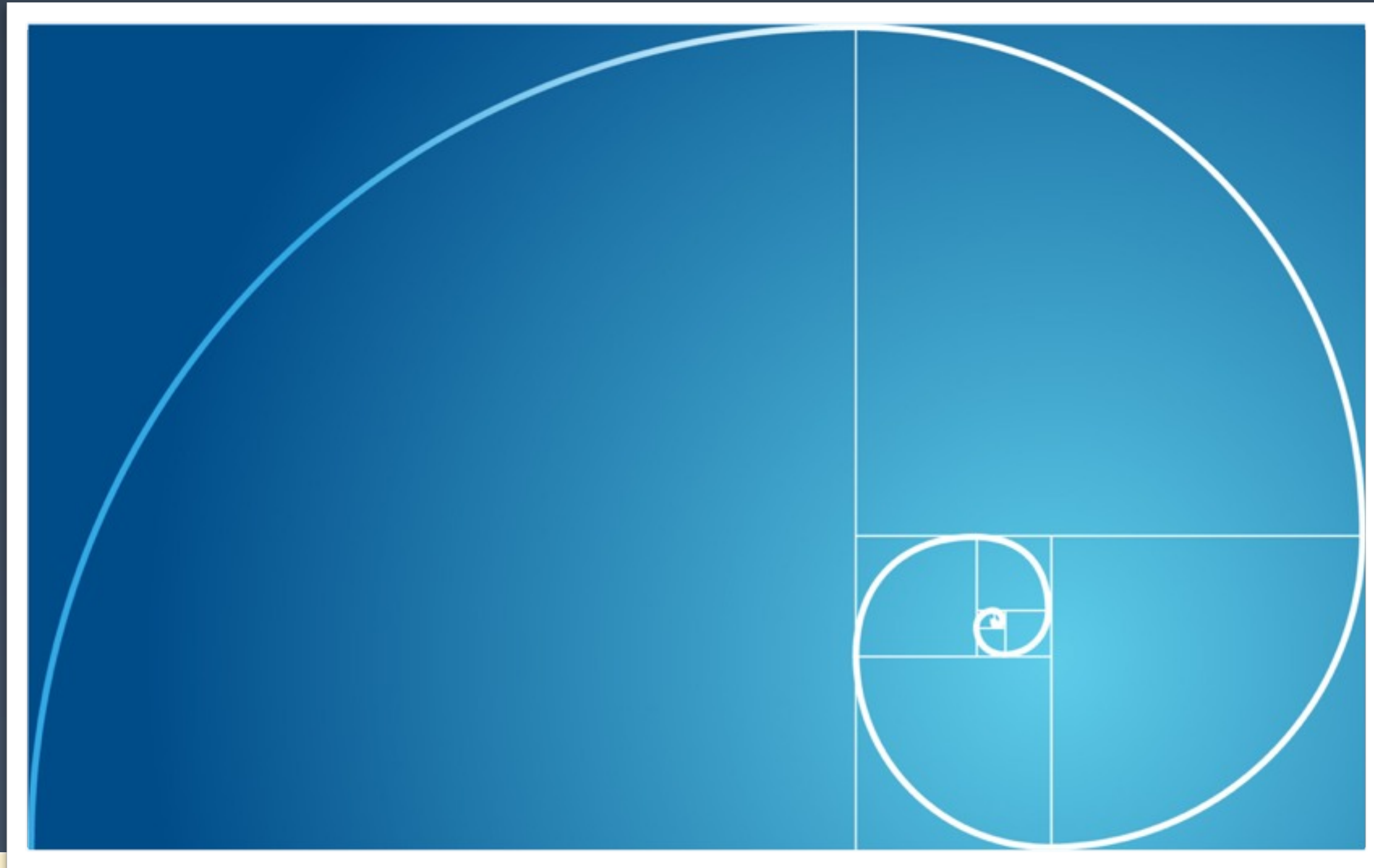


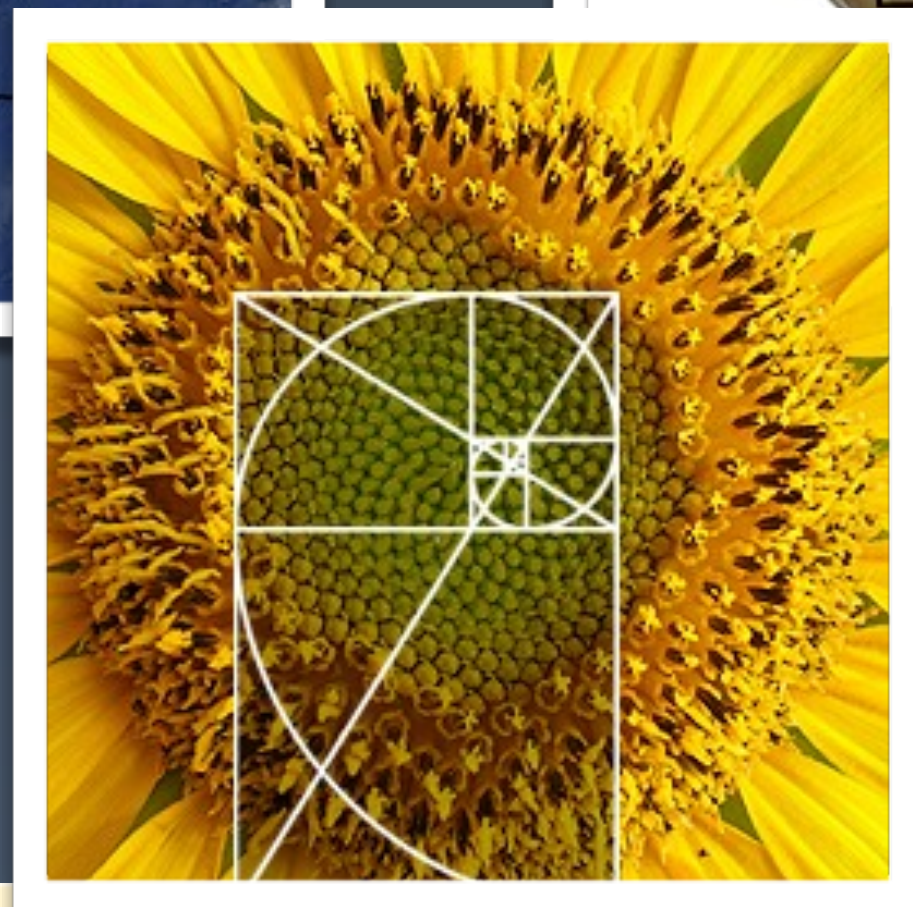
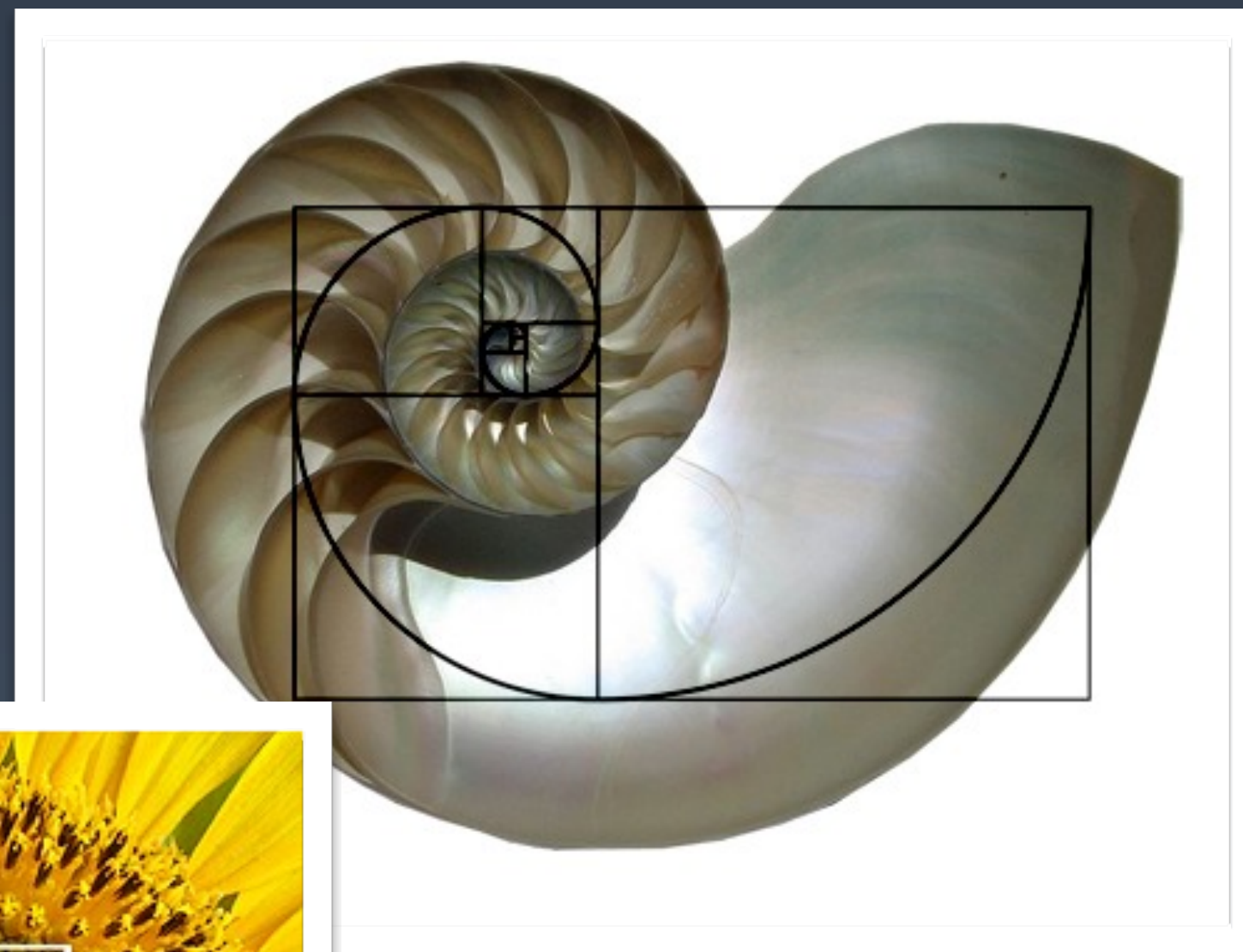
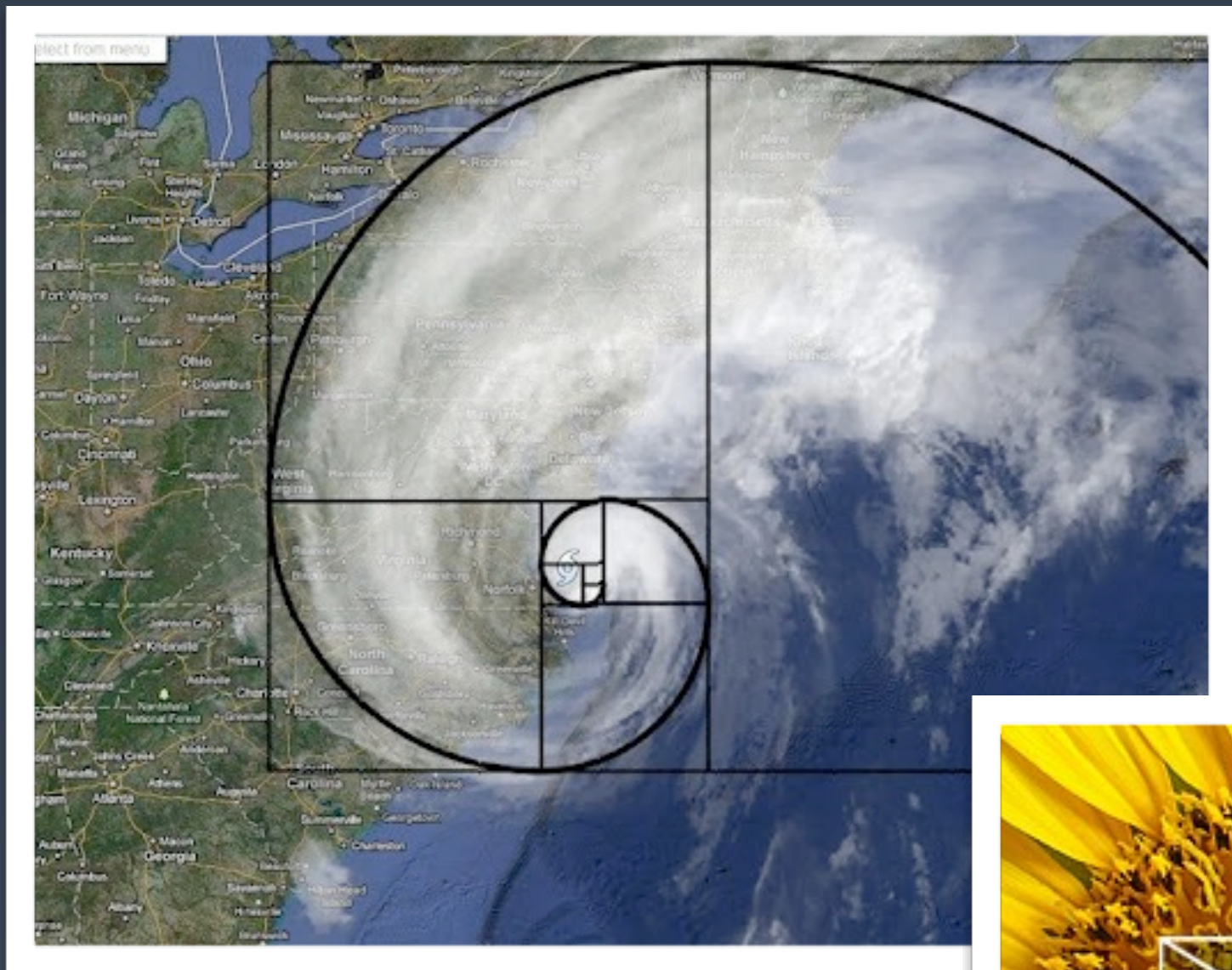
MYCROFT
HOLMES

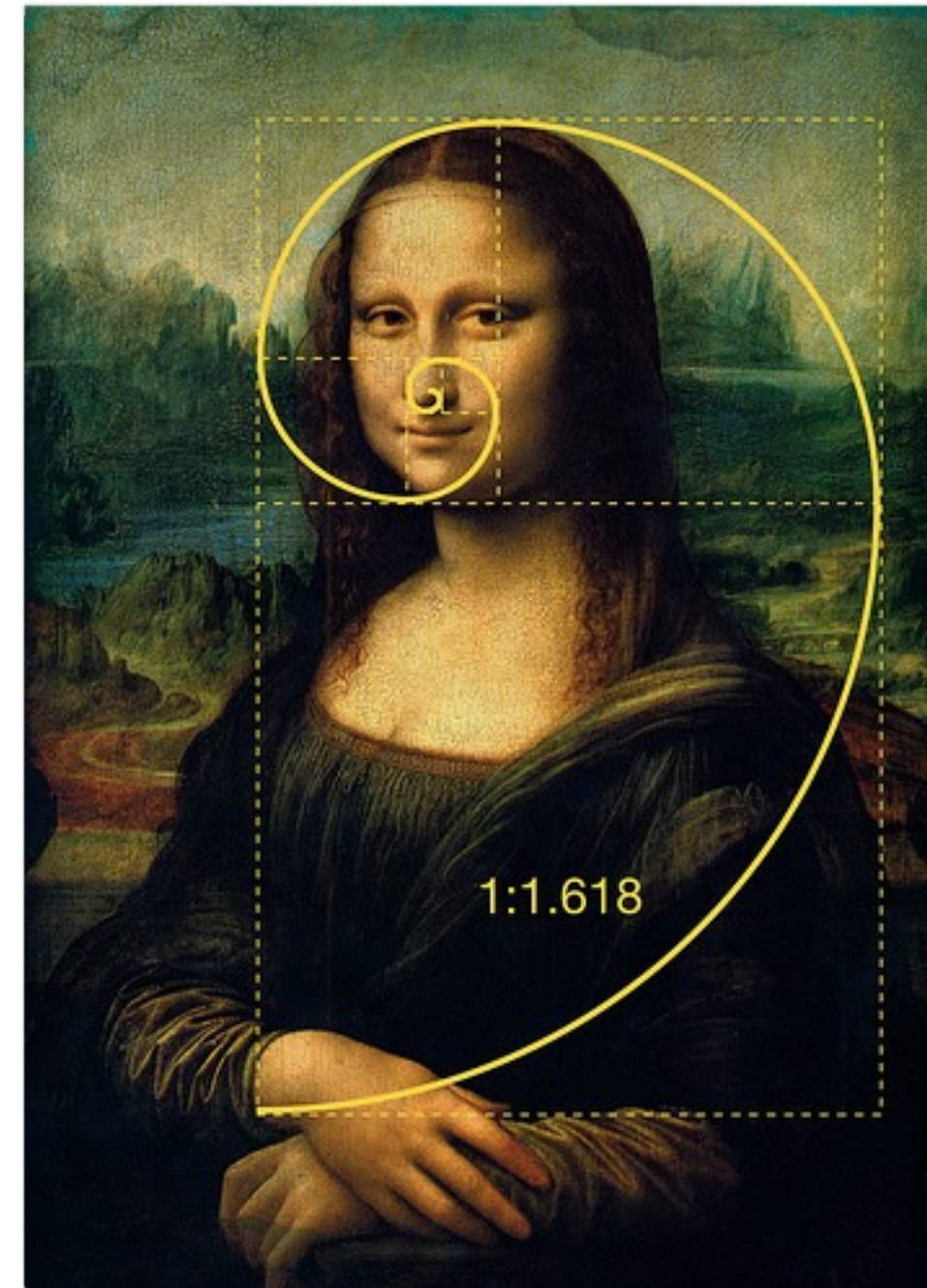
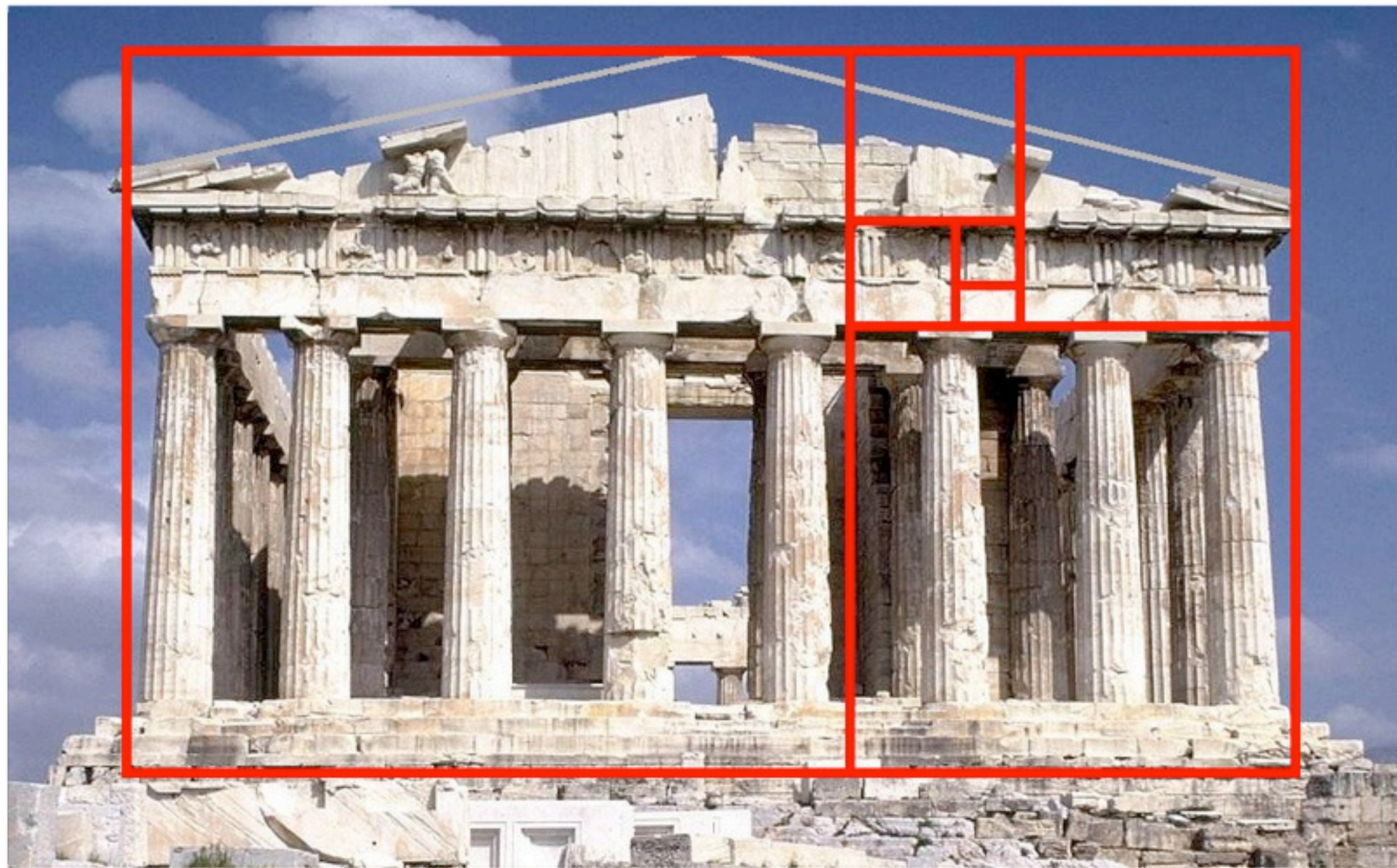


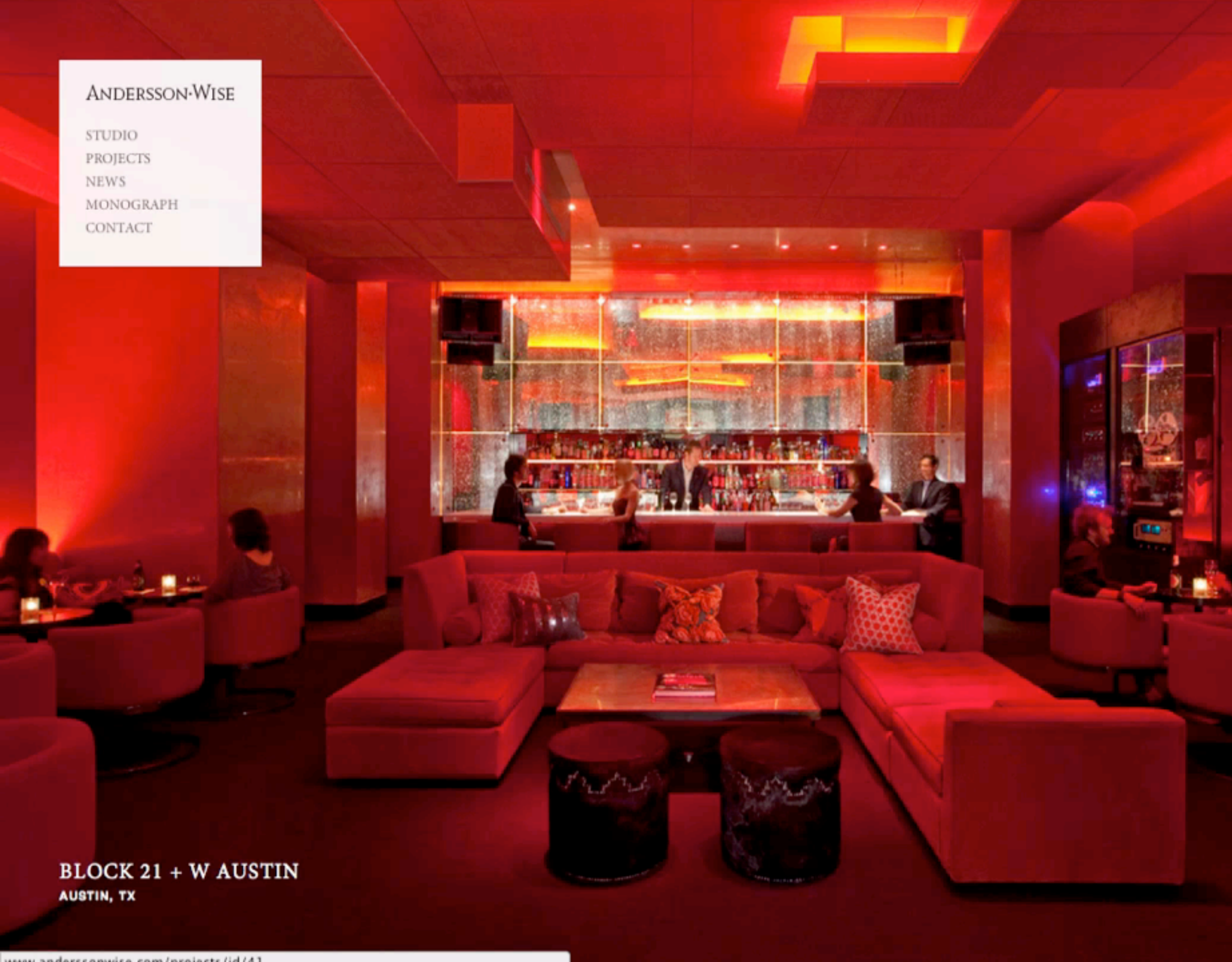
1:1.61803399

Golden Grid









ANDERSSON-WISE

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AUSTIN AMERICAN-STATESMAN

W AUSTIN, LEED SILVER

"One of downtown Austin's newest, most high-profile high-rises is now ranked among the world's most eco-friendly buildings."



Andersson-Wise is an architecture & design studio based in Austin, Texas. Our collaborative approach to residential, institutional, and hospitality architecture results in precise solutions carefully attuned to their purpose.

BLOCK 21 + W AUSTIN
AUSTIN, TX

Media Queries

PageLines Framework
Build pro sites; faster & better, than ever before.



via Ad Packs

United Pixelworkers



Pancho Pistolas



Source



Layout

is an

enhancement

width

height

device width

device height

orientation

aspect-ratio

device aspect ratio

color

color-index

monochrome

resolution

scan

grid

Media Query Spec

width

orientation

-webkit-device-pixel-ratio

Media Queries

[Defaults, your most common styles define first]

@media **screen** (min-width: **1024px**) and (max-width: **1220px**) { ... }

@media **screen** (min-width: **768px**) and (max-width: **1023px**) { ... }

@media **screen** (min-width: **480px**) and (max-width: **767px**) { ... }

@media **screen** (min-width: **320px**) and (max-width: **479px**) { ... }

Know your audience





“the iPad”

2048 x 1536 px

9.7 inches

265 PPI

OH
HOW
I WANT
TO
BREAK
FREE



from
pixels

"If we use these techniques right [HTML and CSS3], we can get rid of half of the images on the web, because they're used for styling."

-- Håkon Wium Lie, Opera

“Best practices”

Start with low res graphics first

Be resolution independent

- CSS
- SVG
- @font-face

Menacing Cloud

Optimising for High Pixel Density Displays.

Recent mobile device releases have raised the bar in terms of display pixel density. The iPhone4 326PPI 'Retina display' is getting a lot of (deserved) attention in this respect.

This trend and the concurrent surge in tablet popularity means we're now designing for an extremely wide range of display specifications. High pixel density tablets can't be far away...

In this article we'll discuss a maximum quality, minimum effort CSS and JavaScript approach to web sites/apps that cater for high density pixel displays.

The Pixel Conundrum

With the advent of high pixel density displays the pixel itself is now a relative unit.

According to the [CSS 2.1 Specification](#):

Pixel units are relative to the resolution of the viewing device, i.e., most often a computer display. If the pixel density of the output device is very different from that of a typical computer display, the user agent should rescale pixel values.

So, a 'CSS pixel' indicates one point on the virtual pixel grid to which our CSS design aligns. This either directly

Edward Cant
@OpticSwerve

Source: <http://menacingcloud.com/>

Hierarchy

How you convey importance

How you structure your DOM

It's important



The New York Times

Tuesday, March 6, 2012 Last Update: 5:42 PM ET



Goldman Sachs is committed to helping 10,000 Women business owners worldwide

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Home & Garden

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Music

Obituaries

Real Estate

Sunday

Magazine

T Magazine

Television

Theater

Obama Tells G.O.P. Critics War With Iran Is 'Not a Game'

By HELENE COOPER

Responding to critics that his Iran policy is too weak, President Obama Tuesday challenged opponents to make a bet to voters for a military

Post a Comment

World Powers Agree to Resume Nuclear Talks With Iran

By JAMES KANTER and NICHOLAS KULISH

The move could help relieve

to use military force against Tehran.

Post a Comment | Read (162)

On Iran, 2 Central Questions Divide U.S. and Israel 12:34 PM ET

Dire Poverty Falls Despite Global Slump, Report Finds

By ANNIE LOWREY

46 minutes ago

A World Bank report shows

**CAMPAIGN 2012**

INTERVIEW: Super Tuesday Traits

The Times checked in with voters in the 10 states casting ballots on Super Tuesday.

FiveThirtyEight: A Guide to Super Tuesday Possibilities 3:15 PM ET

G.O.P. Voters United, at Least, on Defeating Obama 1:59 PM ET

Slide Show: Primaries from Alaska to Georgia

LIVE COVERAGE Updates on Super Tuesday Races

By THE NEW YORK TIMES

An all-inclusive dashboard with live video, interactive maps and reports from around the country.

SUPER TUESDAY ON TWITTER

Election 2012 App

Get live Super Tuesday

updates, results, maps and more on your smartphone.

Download: iPhone | Android

OPINION »**CHURCH AND STATE****Stanley Fish**

Rick Santorum's opinion is not beyond the pale.

Campaign Stops

Kennedy speech looked different than an altar boy than it does to Santorum.

Super Tuesday, Live

MARKETS » At close 03/06/2012

S.&P.	Dow	Nasdaq
1,340.00	2,759.15	2,910.32
-20.00	-203.66	-40.16
-1.5%	-1.57%	-1.36%

GET CLOSING My Portfolios »

Stocks, Bonds, Funds, Go

Brooks: Character Counts

Bruni: Political Fortunes

Nocera: College Athletes

Emanuel: Healthy Labels

Editorial: Iran and Israel

The Loyal Opposition:

Holder on Terrorism

Borderlines: Saudi Border

The New York Times

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Don't die by the grid

Think about

“modules”

of information

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WEATHER | TRAFFIC

The Boston Globe

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TODAY'S PAPER

MY SAVED

Breaking News Newt Gingrich projected to win Georgia 9 minutes ago





Campaign2012

Polls begin closing on Super Tuesday

The latest high-stakes round in the grueling, sometimes nasty, battle for the Republican nod could determine whether former Massachusetts governor Mitt Romney solidifies his frontrunner status or faces bitterly contested primaries for weeks to come.

- Photos: Scenes from Super Tuesday
- Super Tuesday fact sheet

Super Tuesday results

				
	Newt Gingrich	Ron Paul	Mitt Romney	Rick Santorum
Alaska 0% reporting	0%	0%	0%	0%
Georgia 0% reporting	✓ 0%	0%	0%	0%
Idaho 0% reporting	0%	0%	0%	0%
Mass. 0% reporting	0%	0%	0%	0%
N.D. 0% reporting	0%	0%	0%	0%
Ohio 0% reporting	0%	0%	0%	0%
Oklahoma 0% reporting	0%	0%	0%	0%
Tennessee	0%	0%	0%	0%

LIVE UPDATES

Coverage of Super Tuesday

The Globe is providing updates on all 10 contests tonight in the Republican race.

43 minutes ago



GERALD HERBERT/AP

SLIDE 1 OF 8

Mitt Romney and wife Ann voted in Belmont.



“

*“Those folks don’t have a lot of responsibilities.
They are not commander in chief.”*

President Obama, on GOP criticism of his Iran policy

Globe Insiders →

GLOBE TALK | MARCH 21, 6 P.M.



Boston, a Comedy Capital

Join Dave Russo, Anthony Scibelli, Tony V, Jimmy Tingle, and Lenny Clarke for a talk about the city’s comedy scene. Laughs guaranteed.



The Boston Globe

SECTIONS

TODAY'S PAPER

0 MY SAVED

Search

**Breaking News****Newt Gingrich projected to win Georgia**

9 minutes ago

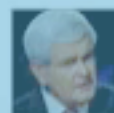
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- **Super Tuesday fact sheet**

Super Tuesday results



Newt Gingrich



Ron Paul



Mitt Romney



Rick Santorum

Alaska
0% reporting

0%

0%

0%

0%

Georgia
0% reporting

0%

0%

0%

0%

Idaho
0% reporting

0%

0%

0%

0%

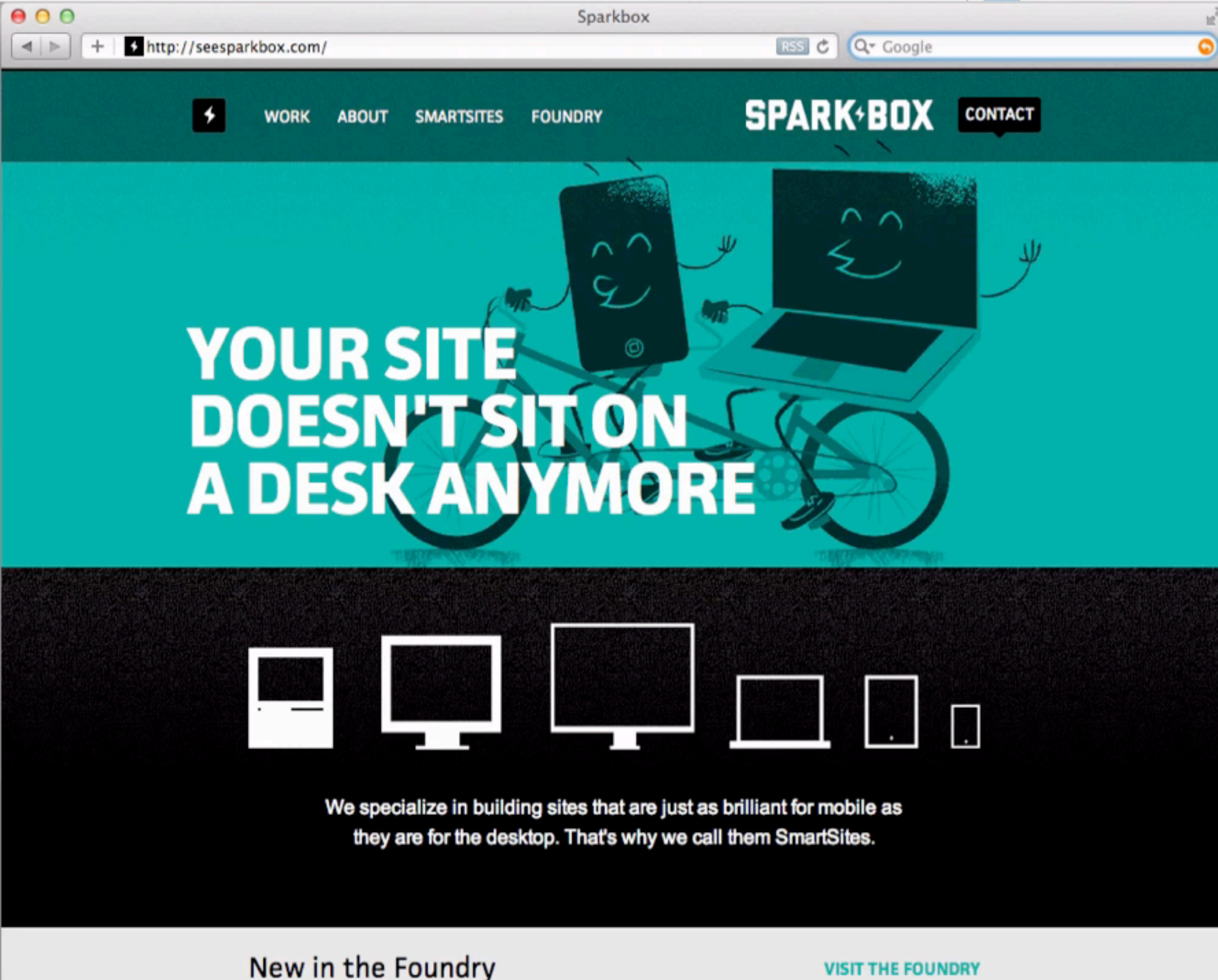
Mass.
0% reporting

0%

0%

0%

0%



DOM
order

Source: www.seesparkbox.com



the
**pure
pleasure**
of illy coffee...
to go.

Interaction
on mobile
screens

illy issimo flavors

From the Master of espresso, illy coffee to go adds an intense, refreshing, & pleasurable moment to your day. illy issimo is made from illy's unique blend of 100% Arabica Coffee and natural ingredients without artificial colors, aromas, flavors or preservatives. This gives you the pure pleasure of true

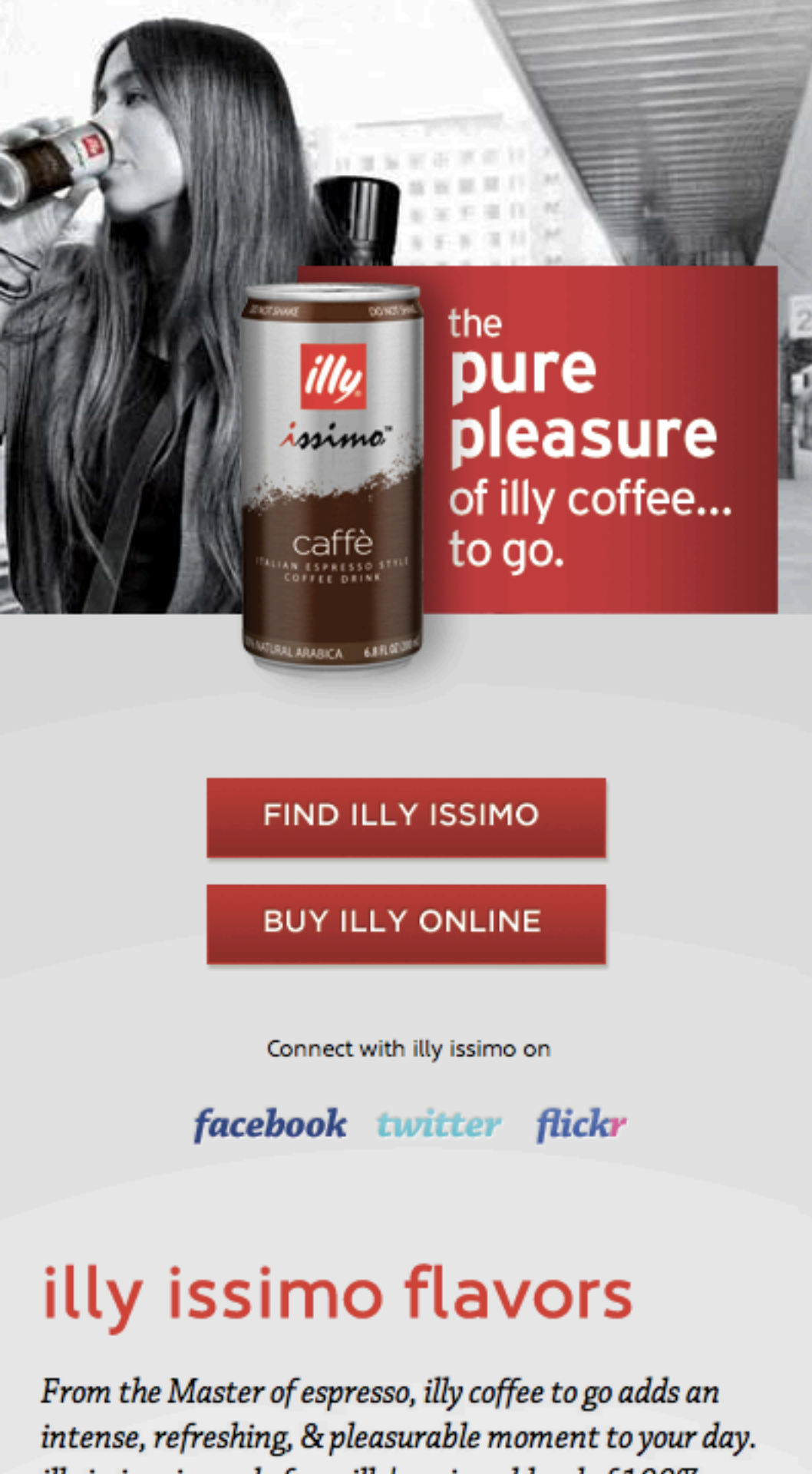


LATTE MACCHIATO

Smooth espresso-style coffee drink blended with a hint of milk and sugar.

110 calories per can

NUTRITION FACTS



Be task oriented

What do you hope your use to do?

How long will users spend?

Where are they going to be?



PORTFOLIO
SELECTED WORKS
ON DISPLAY

JOURNAL
THOUGHTS, LINKS,
INSPIRATION &
MISCELLANY

RESPECT
THOSE WHO HAVE
& CONTINUE TO
INSPIRE

CONTACT
EMAIL & SOCIAL
NETWORKING

LUCK IS PROBABILITY TAKEN PERSONALLY

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Selected works
on Display

JOURNAL

Thoughts, links,
inspiration, &
Miscellany

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Those who have
& continue to
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PORTFOLIO

JOURNAL

RESPECT

CONTACT

LUCK IS PROBABILITY TAKEN PERSONALLY

FILE.042

INTEL

Designer-developer Stephen Caver has been interested in the inner workings of the web since he was a kid. His attention to detail is evident in his site designs, which emphasize clean displays of content while facilitating great user experience. Stephen has experience in information architecture, interaction design, HTML and CSS. He has worked with clients such as the World Wide Web Consortium, Change.org and the Mozilla Creative Collective.

When he's not designing beautiful websites, Stephen can be found passionately following the Los Angeles Dodgers, killing things on Xbox, and spending time watching history and science-based reality shows.

Flexible images and content

```
img {  
    max-width: 100%;  
}
```

<https://github.com/filamentgroup/Responsive-Images>

<http://www.w3.org/community/respimg/>

CSS Regions and Exclusions

Demo

The **Flexible** Box Model

`box-orient`

`box-pack`

`box-align`

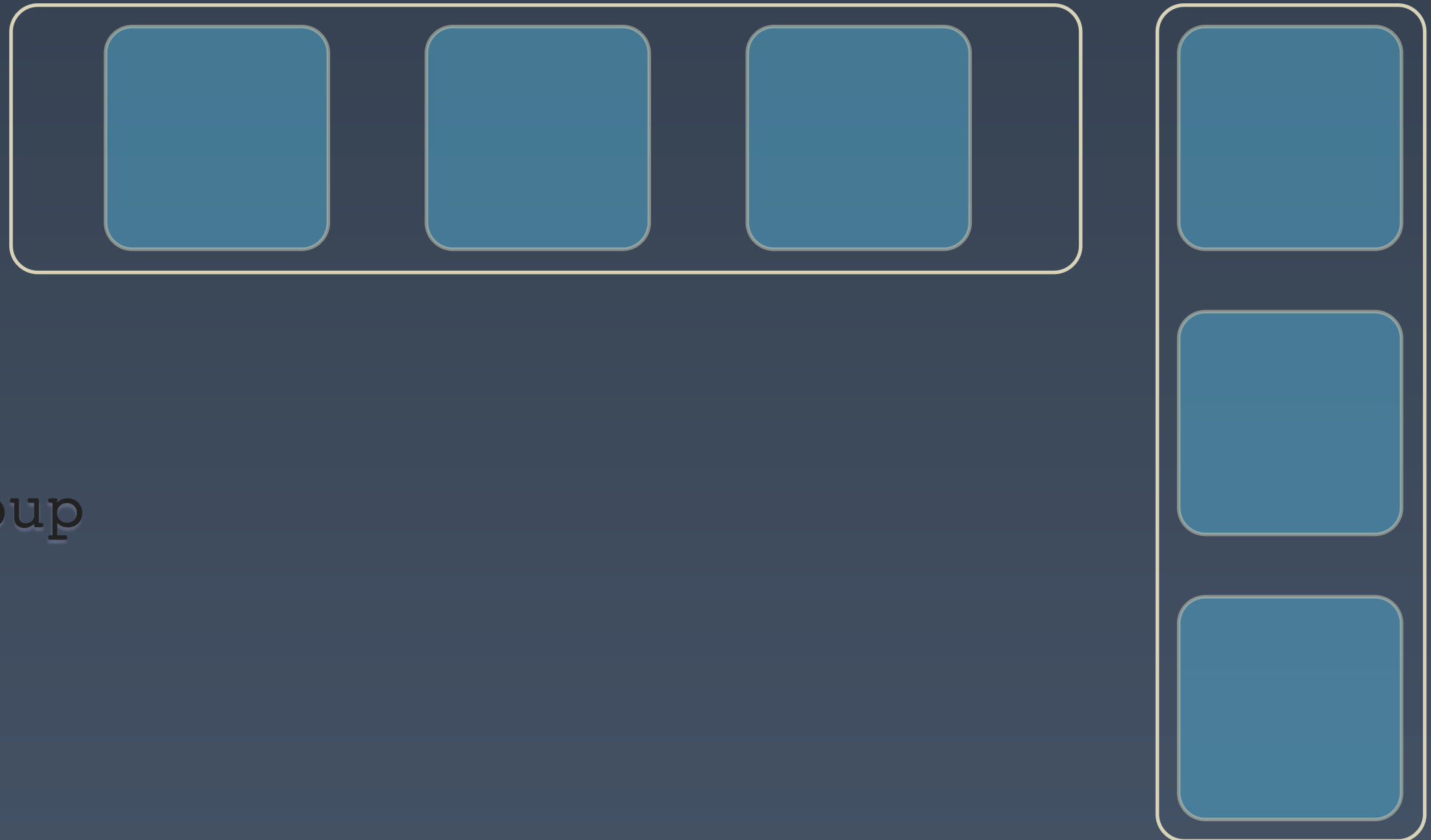
`box-flex`

`box-flex-group`

`box-ordinal-group`

`box-direction`

`box-lines`



Block Skins

Contour

Extends mod

grab

Body

simpleExt

Body

simple

Body

noted

Body

talk

Body

me

Body

basic

Must be combined with a background color or content, adds rounded corners.

Extends complex

excerpt

Body

Foot

flow

Body



Extends pop

sommers

Body

Object oriented CSS

Next

15

Minutes

Frameworks

HTML5 Boilerplate - html5boilerplate.com

Skeleton Grid - getskeleton.com

Twitter Bootstrap - twitter.github.com/bootstrap

HTML5 Please - html5please.com

Stuff to read

- Responsive Web Design - Ethan Marcotte
- <http://coding.smashingmagazine.com/2011/01/12/guidelines-for-responsive-web-design/>
- www.alistapart.com
- <http://www.stuffandnonsense.co.uk/>



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