Modernism in Web Design

WordCamp Berlin 13 May 2017

Walter Ebert @walterebert

MODERN?









Louis Sullivan

FORM FOLLOWS FUNCTION





Ludwig Mies van der Rohe
LESS
IS
MORE



Ludwig Mies van der Rohe, Barcelona Pavilion Gerrit Rietveld, Rietveld Schröder House Le Corbusier, Villa Savoye Eileen Gray, e.1027



Dieter Rams

GOOD DESIGN IS
AS LITTLE DESIGN
AS POSSIBLE

WORLD WIDE WEB

The WorldWideWeb (W3) is a wide-area hypermedia[1] information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary[2] of the project, Mailing lists[3], Policy[4], November's W3 news[5], Frequently Asked Questions[6].

What's out there?[7]Pointers to the world's online information, subjects[8], W3 servers[9], etc.

Help[10] on the browser you are using

Software A list of W3 project components and their current Products[11] state. (e.g. Line Mode[12] ,X11 Viola[13] ,

NeXTStep[14] , Servers[15] , Tools[16] , Mail robot[17] . Librarv[18])

Technical[19] Details of protocols, formats, program internals etc















Yahoo! Mail free from anywhere



new! Play free
Survivor Pick'em
Game

Search

advanced search

Y! Shopping - Apparel, Books, Computers, DVD/Video, Luxury, Electronics, Music, Sports and more

Shop Auctions Classifieds PayDirect Shopping Travel Yellow Pgs Maps Media Finance/Quotes News Sports Weather Connect Chat Clubs Experts GeoCities Greetings Invites Mail Members Messenger Mobile Personals People Search Personal Addr Book Briefcase Calendar My Yahoo! Photos Fun Games Kids Movies Music Radio TV more...

Yahoo! Auctions	-	Bid,	buy,	or sell	anything!
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Categories		Items	-
Antiques	Computers	PlayStation 2	Palm Pilots
Autos	Electronics	MP3 Players	Lincoln Pennies
Coins	Sports Cards	Hello Kitty	Cameras
Comic Books	Stamps	Kate Spade	Longaberger

Arts & Humanities

Literature, Photography...

Business & Economy

B2B, Finance, Shopping, Jobs ...

Computers & Internet

Internet, WWW, Software, Games...

Education

College and University, K-12...

Entertainment

Cool Links, Movies, Humor, Music...

Government

Elections, Military, Law, Taxes...

Health

Medicine, Diseases, Drugs, Fitness...

News & Media

Full Coverage, Newspapers, TV...

Recreation & Sports

Sports, Travel, Autos, Outdoors...

Reference

Libraries, Dictionaries, Quotations...

Regional

Countries, Regions, US States...

Science

Animals, Astronomy, Engineering...

Social Science

Archaeology, Economics, Languages...

Society & Culture

People, Environment, Religion...

In the News

Police find Texas escapees'
van
Bush sends education plan

to Congress
Israel suspends peace talks
Britain OKs human embryo

<u>cloning for stem cell</u> <u>research</u>

more...

Marketplace

Yahoo! PayDirect - send and receive money online Get your own Web domain Y! Travel - buy tickets, check arrival times

Broadcast Events

12pm ET : Sundance Film Festival

7pm: <u>Purdue</u> vs. <u>Indiana</u> 7:30pm: Syracuse vs.

Notre Dame

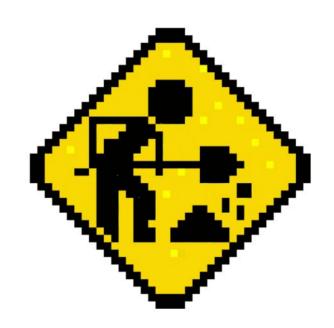
more...

Inside Yahoo!

Y! Movies - Snatch, The Pledge, The Gift, Last Dance, Traffic Y! Invites - plan your Bowl party

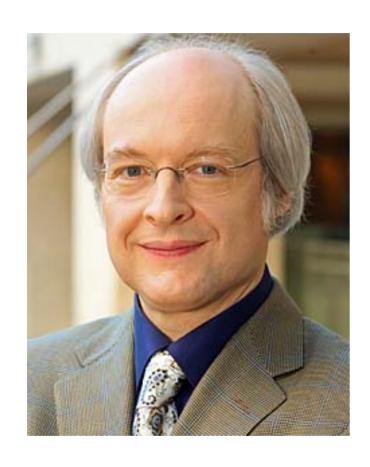








http://www.freenicetemplates.com/templates-preview/intro-306/index.htm



Jakob Nielsen

Flash: 99% Bad



jeffrey zeldman



VOICES THAT MATTER™

THE LAWS OF

DESIGN, TECHNOLOGY, BUSINESS, LIFE

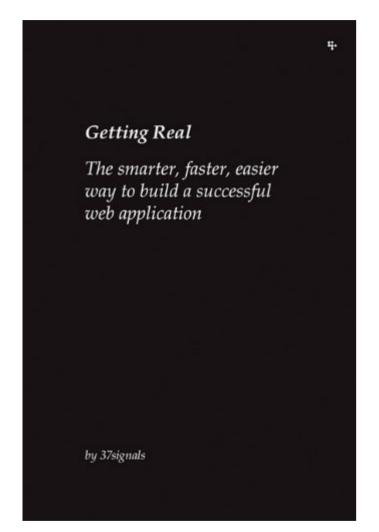


John Maeda

"Maeda is the Master of Simplicity."

-Andrea Ragnetti board of management, royal philips electronics

http://lawsofsimplicity.com/



Build Less

Less features

Less options/preferences

Less people and corporate structure

Less meetings and abstractions

Less promises



Work well.

Over 1 million people and businesses use our web-based applications to get things done the simple way.

We aim for the software sweet spot: Elegant, thoughtful products that do just what you need and nothing you don't.

"One of the Net's rising stars."





Basecamp™

Project management and collaborationCollaborate with your team and clients. Schedules, tasks, files, messages, and more.



Highrise

Track leads, clients, vendors, simple CRMKeep track of who your business talks to, what was said, and what to do next.



Campfire[®]

Real-time group chat

It's like instant messaging, but optimized for groups. Especially great for remote teams.



Backpack"

Information organizer and calendar
Gather your ideas, to-dos, notes, photos & files
online. Set email and mobile reminders.

Join the about-once-a-month 37 signals newsletter

Be the first to hear	about new products,	, new features,	special limited	time promotions,	discounts, and	d more. N	o spam

Email:	Subscribe
--------	-----------

Also from 37signals

<u>Ta-da List</u> (simple to-do lists), <u>Writeboard</u> (collaborative writing), <u>Ruby on Rails</u> (open-source web-app framework), <u>Getting Real</u> (a book about building web-apps), <u>Job/Gig Board</u> (design & programming jobs), and the <u>Signal vs. Noise blog</u> (read by over 50,000 a day)

EXECUTION IS EVERYTHING

We believe most software is too complex.

94% RECOMMENDED

In a recent random customer satisfaction

.....

As of February 4, 2014, 37 signals is now Basecamp!

.....



Looking for Basecamp or Campfire? Click here!

Basecamp 3 is all-new for 2016. And we've rolled Campfire chat into it! So now you get two products in one.



Looking for Highrise? Click here!

<u>Highrise</u> is really cooking. A whole new team, a massively improved product, and regular updates every month.



Google Search

I'm Feeling Lucky



Suggest to Friends

I'm trying to make the world a more open place by helping people connect and share.

Fans

6 of 432,798 fans See All



Oueslati Fati

Wisnu -Bagas Degawahy Anak Spensa-







MuhammacBudhie Dharma Taimoor Yudhie

Mark Zuckerberg



Wall

Info

Photos

Boxes

Video

Live

Mark Zuckerberg Just Fans



Mark Zuckerberg I'm in India this week for vacation. I'll be attending a good friend's wedding and checking out a few cities while I'm here.



31 December 2009 at 06:45 · View feedback (3,654) · Share



Mark Zuckerberg For those wondering, I set most of my content on my personal Facebook page to be open so people could see it. I set some of my content to be more private, but I didn't see a need to limit visibility of pics with my friends, family or my teddy bear:)

11 December 2009 at 21:25 · View feedback (2.310)



Mark Zuckerberg



An Open Letter from Facebook Founder Mark Zuckerberg blog.facebook.com

It has been a great year for making the world more open and connected. Thanks to your help, more than 350 million people around the world are using Facebook to share their lives online. To make this possible, we have focused on giving you the tools you need to share and control your information...

02 December 2009 at 03:26 · View feedback (2,202) · Share



Mark Zuckerberg



Happy Halloween from Facebook

Just a typical meeting at Facebook

Halloween is one of our most popular photo uploading days of the year. See how Facebook employees are celebrating in costume.

by: Facebook

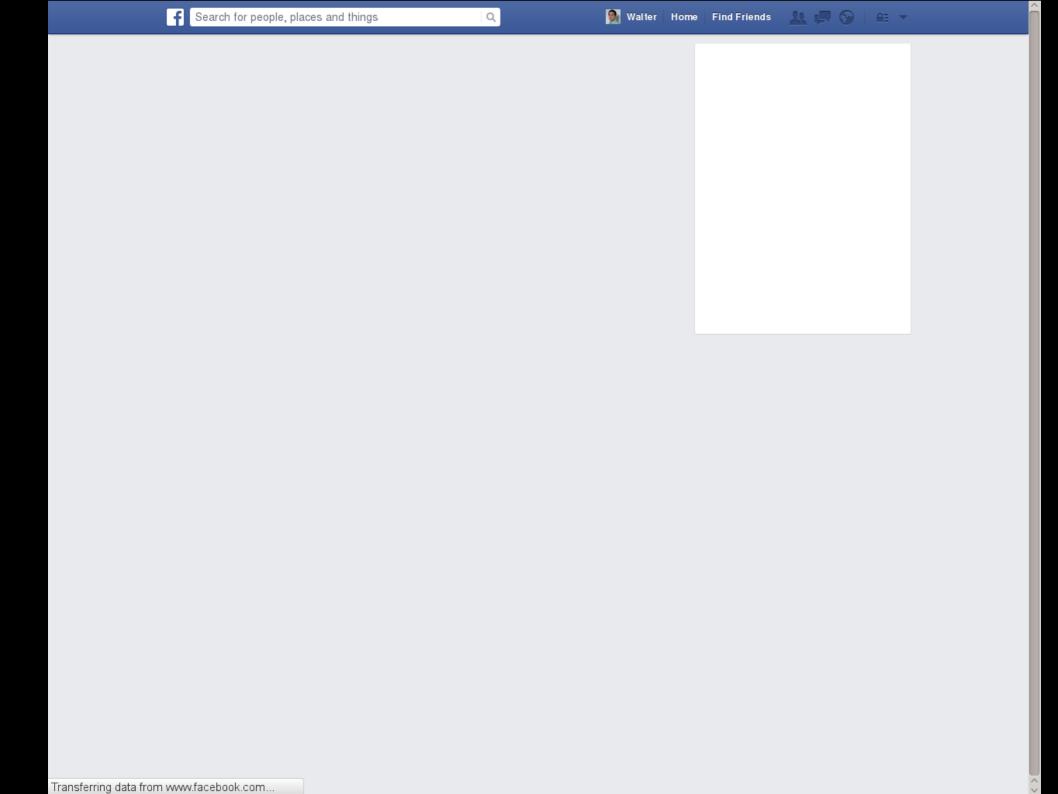
Create an Advert

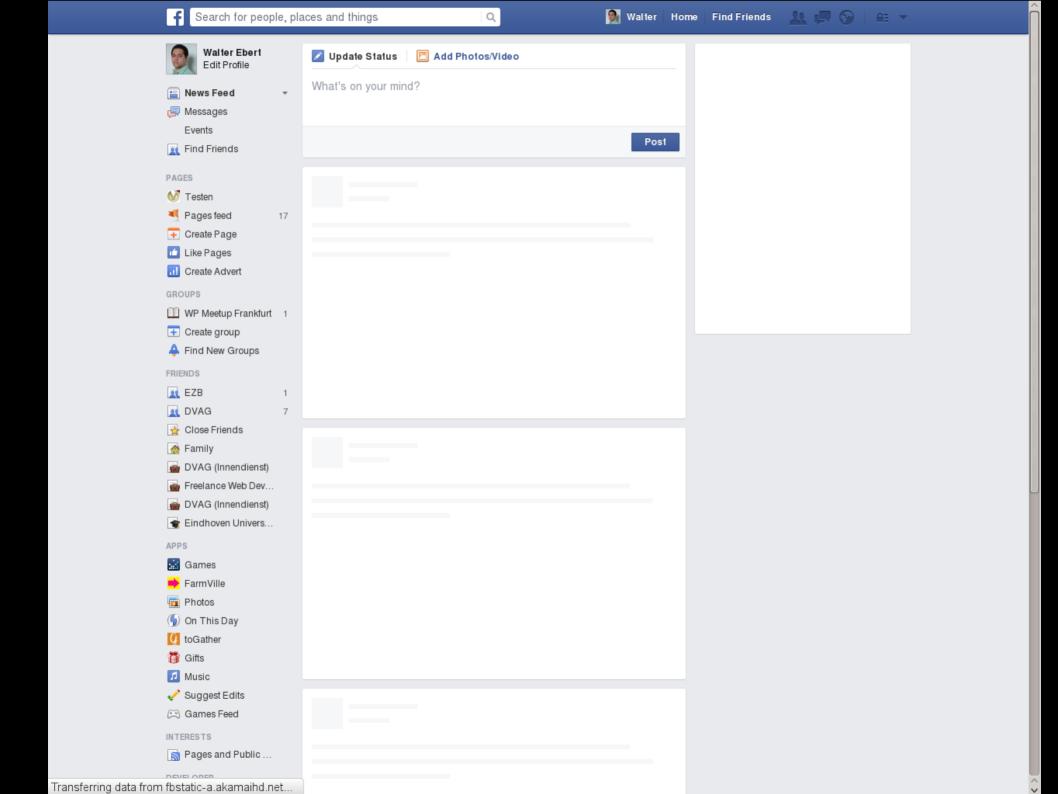
Connect with more friends

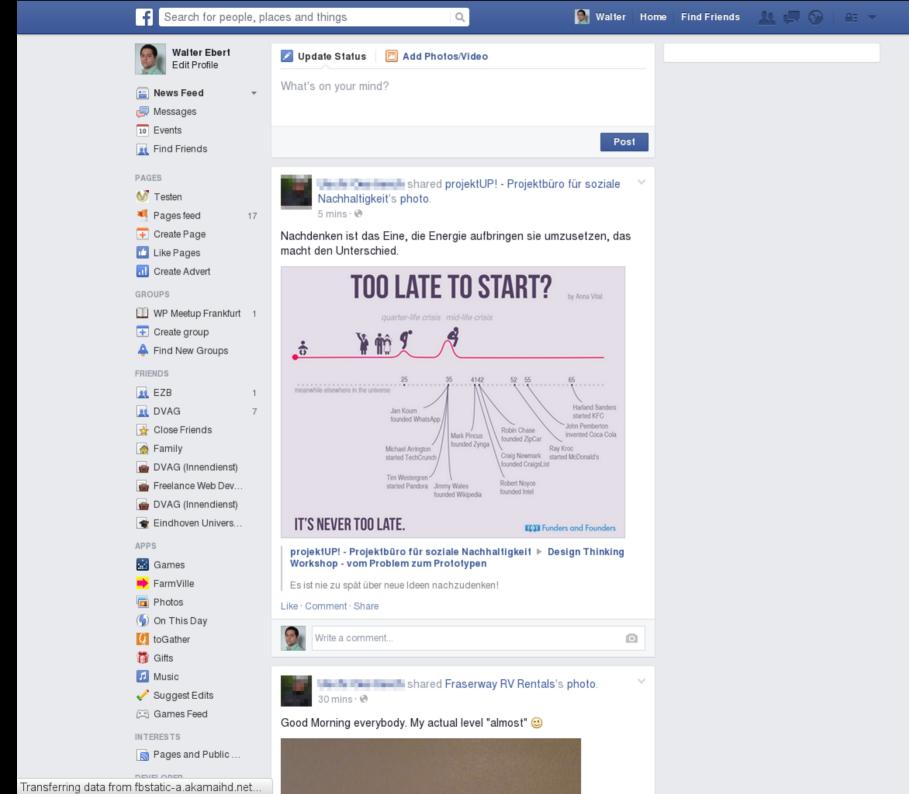


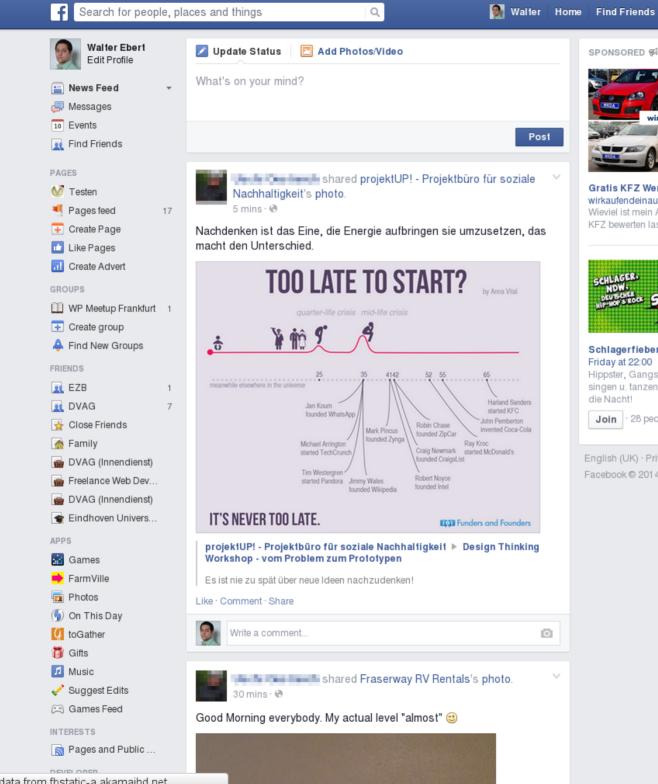
Share the Facebook experience with more of vour friends. Use our simple invitation tools to start connecting.

More Ads











wirkaufendeinauto.de

Wieviel ist mein Auto wert? Schnell & seriös KFZ bewerten lassen!



Schlagerfieber

Friday at 22:00

Hippster, Gangster, Rentner und Banker singen u. tanzen gemeinsam Atemlos durch die Nacht!

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English (UK) · Privacy · Terms · Cookies · More • Facebook @ 2014





"The location of visual elements in the UI has a huge impact on how the user interprets information." -Rick Oppedisan, 2002



15% off my book Mobile First. In the A Book Apart bundle.

ABOUT

PRESENTATIONS

Mobile First

by Luke Wroblewski November 3, 2009

More often than not, the mobile experience for a Web application or site is designed and built after the PC version is complete. Here's three reasons why Web applications should be designed for mobile first instead.

1. Mobile is exploding

Though the Web has been accessible on mobile devices for years, today's smart phones are driving huge use of networked applications and Web content. Consider that AT&T, the exclusive carrier for Apple's iPhone, has seen a 4,932% increase in mobile traffic data in the past three years. And that's just the start.

- Heavy mobile data users are projected to triple to one billion by 2013. (source)
- · Mobile internet adoption has outpaced desktop internet adoption by eight times. (source)
- Smartphone sales will surpass worldwide PC sales by the end of 2011 . (source)
- Over half of Android and iPhone users spend more than 30 minutes per day using mobile applications. (source)

Building mobile first ensures companies have an experience available to this extremely fast growing user base widely considered to be the next big computing platform.

2. Mobile forces you to focus

Mobile devices require software development teams to focus on only the most important data and actions in an application. There simply isn't room in a 320 by 480 pixel screen for extraneous, unnecessary elements. You have to prioritize.



https://www.microsoft.com/en-us/design

FEATURES

GUIDES

REFERENCE

SAMPLES

SUPPORT

PageSpeed Insights

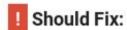
ANALYZE





Desktop





Optimize images

▶ Show how to fix

Enable compression

Show how to fix

Minify JavaScript

▶ Show how to fix

Eliminate render-blocking JavaScript and CSS in above-the-fold content

▶ Show how to fix



Total Declarations

Font Size

226

796

467

1,340 Background Color 1,502

192 Unique Colors

Aa#ff7302

Aa #ffa902

Aa

Aa

Aa

#fff

Aa

#FFF

#111111

Aa

Aa

Aa

Aa#5485b3

Aa#74b6d3

Aa#1c7aae

Aa#5ea846

Aa

Aa

Aa

Aargba(51, 51, 51, 0.7)

#FFFFFF

Aa#005B7D

#F2F5F7

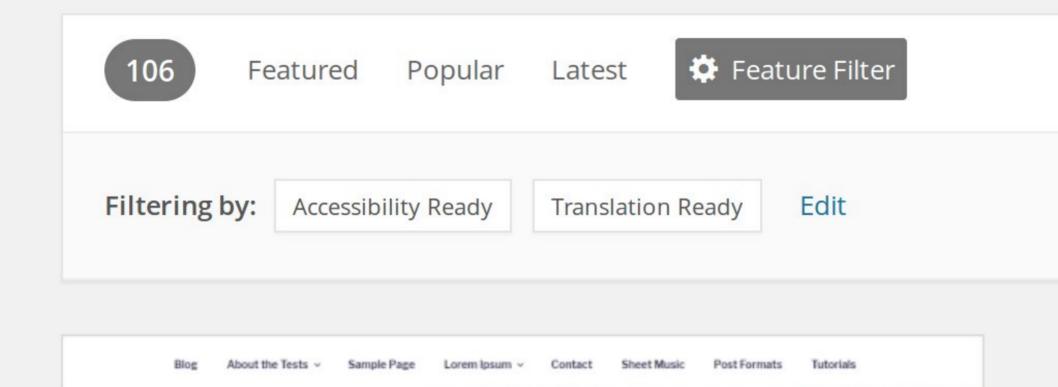
Aa

http://cssstats.com/

Showcase Themes Plugins Mobile Support Get Involved About

Theme Directory

Commercial Themes Upload Your Theme



```
/**
17
      * Remove web fonts
18
      */
19
     function searchffm_wp_dequeue_scripts() {
20
             wp_dequeue_style( 'twentysixteen-fonts' );
21
22
             wp_dequeue_style( 'genericons' );
23
     add_action( 'wp_enqueue_scripts', 'searchffm_wp_dequeue_scripts',
24
25
26
      * Clean theme setup
27
      */
28
     function searchffm_clean_setup() {
29
             remove_theme_support( 'automatic-feed-links' );
30
31
             remove_theme_support( 'post-thumbnails' );
             remove_theme_support( 'post-formats' );
32
             remove_theme_support( 'custom-background' );
33
             remove_theme_support( 'custom-header' );
34
35
```



Video Headers in 4.7

WordPress 4.7 extends the Custom Header feature to introduce support for video.

Video headers are considered decorative elements — like header images, but with motion. With that in mind, they play automatically, loop by default, and don't have sound. They work best when paired with an image, so they can progressively enhance the experience when video is supported.

Adding theme support

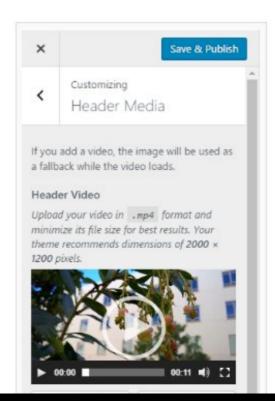
Adding support for video headers to a theme requires three basic steps:

Registering theme support

Support for video headers can be registered when adding support for custom headers in a theme.

```
add theme support ( 'custom-header', array (
'video' => true,
) );
```

Adding support this way does a few things:



Search ...

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Email Address

Subscribe

- Recent Updates
- Recent Comments
- No Replies

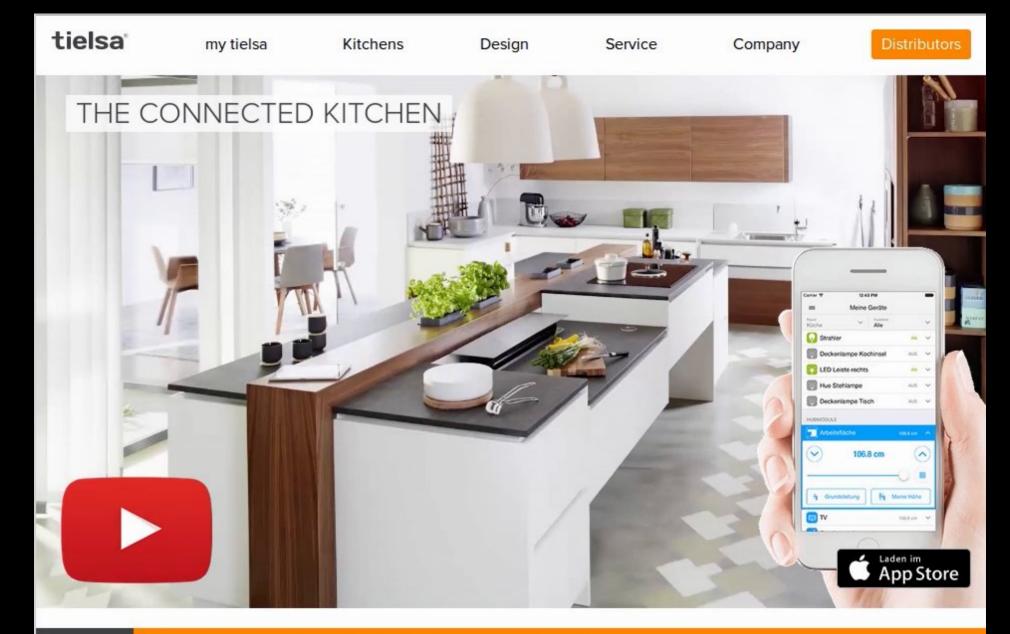
Regular Chats

Note: All chats happen on Slack.

Weekly Developer Meeting

Wednesday, April 26, 2017, 10:00 PM GMT+2 in #core

About the Dev Chat



Latest news

tielsa is the winner of the first annual Smart Kitchen Startup Cookoff



Welcome to GOV.UK

The best place to find government services and information **Simpler, clearer, faster**

Search GOV.UK

Q

Popular on GOV.UK

Universal Jobmatch job search

Renew vehicle tax

Log in to student finance

Book your theory test

Personal tax account

Benefits

Includes tax credits, eligibility and appeals

Births, deaths, marriages and care

Parenting, civil partnerships, divorce and Lasting Power of Attorney

Business and self-employed

Tools and guidance for businesses

Childcare and parenting

Includes giving birth, fostering, adopting, benefits for children, childcare and schools

Citizenship and living in the UK

Voting, community participation, life in the

Disabled people

Includes carers, your rights, benefits and the Equality Act

Driving and transport

Includes vehicle tax, MOT and driving licences

Education and learning

Includes student loans, admissions and apprenticeships

Employing people

Includes pay, contracts and hiring

Environment and countryside

Includes flooding, recycling and wildlife

Money and tax

Includes debt and Self Assessment

Passports, travel and living abroad

Includes renewing passports and travel advice by country

Visas and immigration

Visas, asylum and sponsorship

Working, jobs and pensions

Includes holidays and finding a job

https://www.gov.uk/



Leisa Reichelt @leisa



No tabs, no accordions, no carousels, no drop downs, no light boxes. Try harder to keep it simple.

RETWEETS

178

LIKES 323

















5:54 AM - 14 Feb 2017 from Canberra, Australian Capital Territory

15

178

323

Decisions, not Options

Clean, Lean, and Mean

Striving for Simplicity



Walter Ebert

@walterebert
walterebert.com
slideshare.net/walterebert