

REST IN

СОВРЕМЕННЫЙ ПОДХОД К ВЕБ-ДИЗАЙНУ

Илья Пухальский



Илья Пухальский,

EPAM Mobile Competency Center



@pukhalski

ВЕБ-ДИЗАЙНЕР



"The different areas of web design include web graphic design; interface design; authoring, including **standardized code and proprietary software**; user experience design; and search engine optimization."

Wikipedia, October 2011





- select -

Post your

e.g. web design, new york

UI Developer/Designer

Lonely Planet (Nashville, TN)

Oct 16, 2013

Fulltime Job

Recommend 0

Share

+1 0

Tweet

About the role:

The Lonely Planet Online team is responsible for delivering lonelyplanet.com, a place that inspires, connects and helps travellers. We are challenged with bringing over 40 years of authored travel content to life on the web in a way that is engaging for our community and relevant for individual travellers.

We're passionate about our products and the evolving technologies we use to build them. We want engineers that want to build stuff quickly, probably break things along

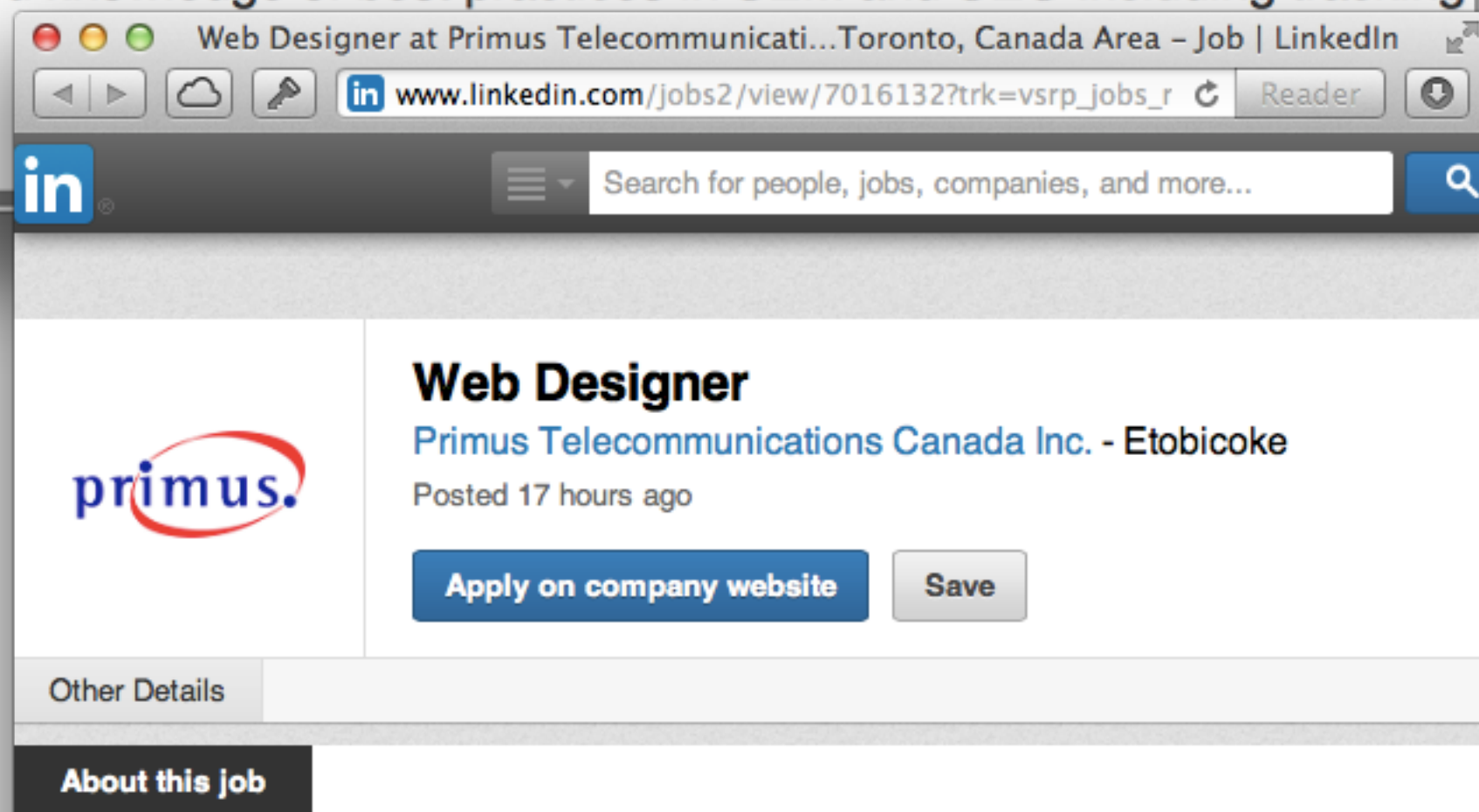
You:

- have mastered HTML & CSS
- know a bit of JavaScript and maybe some other scripting languages (primarily Ruby for us)
- love working with clients to design funky web pages
- have mad Photoshop skills

work experience

- 5+ years web creative experience (with 2+ years related to e-commerce)
- A Minimum of 2 years of Web/Graphic experience with demonstrated knowledge of HTML, HTML5, CSS3, JavaScript and PHP.
- Working experience building and customizing websites with Drupal, Joomla or Wordpress
- Demonstrated knowledge and experience with cross-browser and cross-platform requirements.
- Strong knowledge of Adobe Dreamweaver, Photoshop and Illustrator
- Technically savvy and demonstrated knowledge of best practices in SEM and SEO including tracking

and



The screenshot shows a web browser window displaying a LinkedIn job posting. The browser's address bar shows the URL: www.linkedin.com/jobs2/view/7016132?trk=vsrp_jobs_r. The LinkedIn logo is visible in the top left of the page. The job title is "Web Designer" and the company is "Primus Telecommunications Canada Inc. - Etobicoke". The posting was made "17 hours ago". There are two buttons: "Apply on company website" and "Save". Below the job details, there is a tab labeled "Other Details" and a button labeled "About this job".

Web Designer at Primus Telecommunications Canada Inc. - Etobicoke - Job | LinkedIn

www.linkedin.com/jobs2/view/7016132?trk=vsrp_jobs_r Reader

Search for people, jobs, companies, and more...

Web Designer
Primus Telecommunications Canada Inc. - Etobicoke
Posted 17 hours ago

[Apply on company website](#) [Save](#)

Other Details

About this job

@jolieodell perhaps just encouragement ☆
that the best designer is a programmer
and the best programmer is a designer.

about 2 hours ago via TweetDeck in reply to jolieodell

Reply Retweet



unclEricson

Ericson

New

Name:

Preset:

Size:

Width:

Height:

Resolution:

Color Mode:

Background Contents:

☐ Advanced

Color Profile:

Pixel Aspect Ratio:

OK

Cancel

Save Preset...

Delete Preset...

Image Size:
2.25M

Submit your website

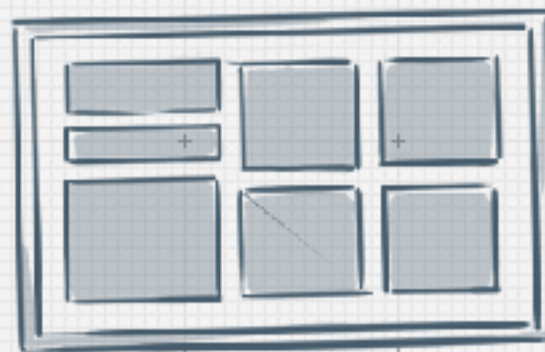
StyleTILES

A Visual Web Design Process *for* Clients & the Responsive Web

■ WHAT ARE STYLE TILES? ■

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



DOWNLOAD TEMPLATE ⓘ

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

Present clients with interface choices without making the investment in multiple

Style Tiles

Style_Tile_Template.psd @ 100% (Designers Notes & adjectives, RGB/8#)

Project Name

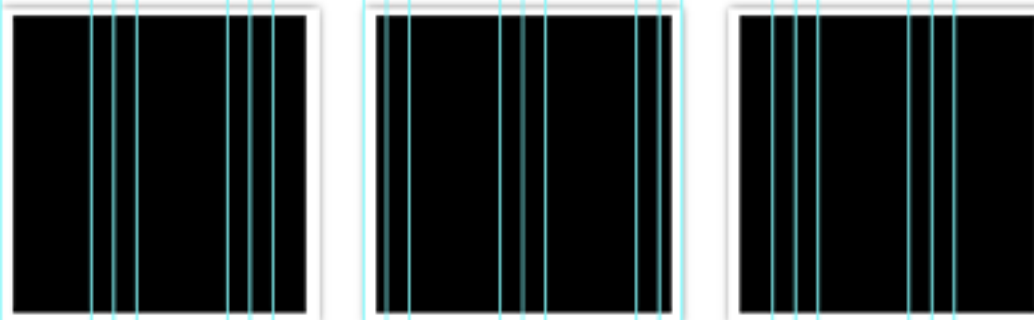
Logo Here

Style Tile
version:1

Possible Colors



Textures



This is an example of a Button

Submit Button Example Here

This is an Example of a Header

Font: Name #hexcode

This is an Example of a Sub Head

Font: Name #hexcode

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name #hexcode

This is an example of a Text link »

Adjectives

Lorem
Sit

Ipsam
Amet

Dolor
Magna

<http://www.styletiles.es>
Template by @Samanthatoy

Be creative, don't just use this template as-is!

Styleguide должен описывать
не только статику,
но и динамику



ЧТО ПЛОХОГО В



?



Фотошопить или не фотошопить?

- Жесткие рамки ограниченные размером рабочей области
- PSD статичен
- Контент уходит на второй план
- Проблемы со шрифтами
- Не учитывает возможности браузера
- Увеличение объема работы



**"Time is a key factor
in productivity"**

Melanie Lang



Контент



Скетчи



Прототип



Адаптация



Полировка



Поставка



КОНТЕНТ



Markdown



iA Writer

Правда действительности

Прежде чем перейти к основной теме статьи, я бы хотел поделиться некоторыми рациональными наблюдениями, которые, как бы не хотелось, на данный момент времени игнорировать никак не представляется возможным:

- * ****HTMLx не будет готов никогда****. Для меня "HTML5" давно стал просто маркетинговым термином. Я предпочитаю называть вещи своими именами и использую "HTML", "CSS" и "JavaScript" (или EcmaScript, в зависимости от ситуации) вместо "HTML5" и "CSS3" (если речь не идет о конкретной спецификации как документе и ее версии).

Ситуация с версионностью HTML на данный момент схожа с ситуацией с версиями браузеров. Новые возможности появляются очень быстро, зачастую даже браузеры задают темп. Но тем не менее веб и технологии развивается настолько быстро, что существует постоянная потребность в новых стандартах и всегда остается шлейф из нереализованных или неверно/неокончательно

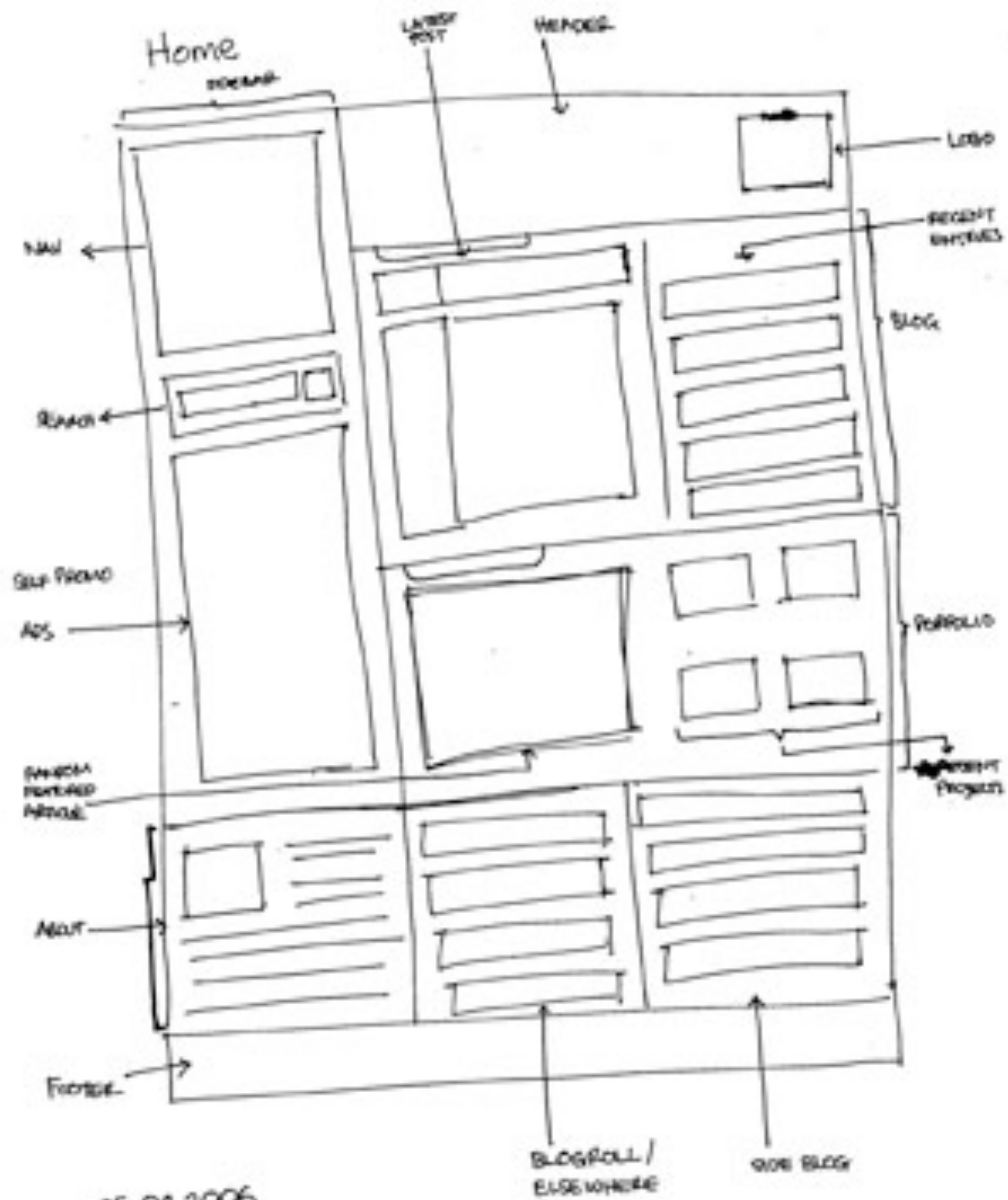
MD

- Простой синтаксис
- Переносимый
- Легко конвертируемый в HTML/PDF/Word/...
- Встроен во многие сервисы



СКЕТЧИ





25.04.2006



appsketchbook.com/products/responsive-design-sketchbook

CODING

[CSS](#)
[HTML](#)
[JavaScript](#)
[Techniques](#)

DESIGN

[Web Design](#)
[Typography](#)
[Inspiration](#)
[Business](#)

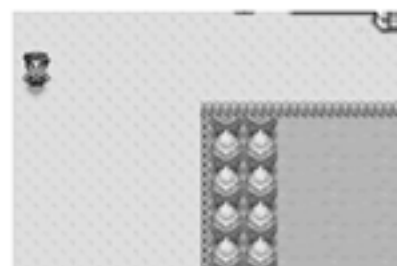
MOBILE

[Responsive](#)
[iPhone & iPad](#)
[Android](#)
[Design Patterns](#)


Showcase of Case Studies in Design Portfolios



Best Practices For Effective Design Of "About me"-Pages



Develop A One-Of-A-Kind CSS/JS-Based Game Portfolio



Best Practices For Effective Design Of "About me"-Pages

AlterED is proudly independant

We are not supported or funded from any source, all equipment is team investment built with DIY ethics.

Project started with support of [UNDP.Croatia](#) and transformed into do-it-yourself initiative we named AlterED. We have no ties to any political organisation or government funds.

All team members are active on a local level of alternative movements in Croatia: supporting and working on various projects involving free education, street music, volunteering, civil rights, NGO's, festivals, arts, hackathons...

What we can do for you.



Have an Idea?

Your idea solves a need in a clever way, but you need help turning it into a product. We understand ideas and products and can shape them into great experiences.



Have a Product?

You have an existing product but know there's a better, more elegant design that can improve your product. We take complex products and make them simple.

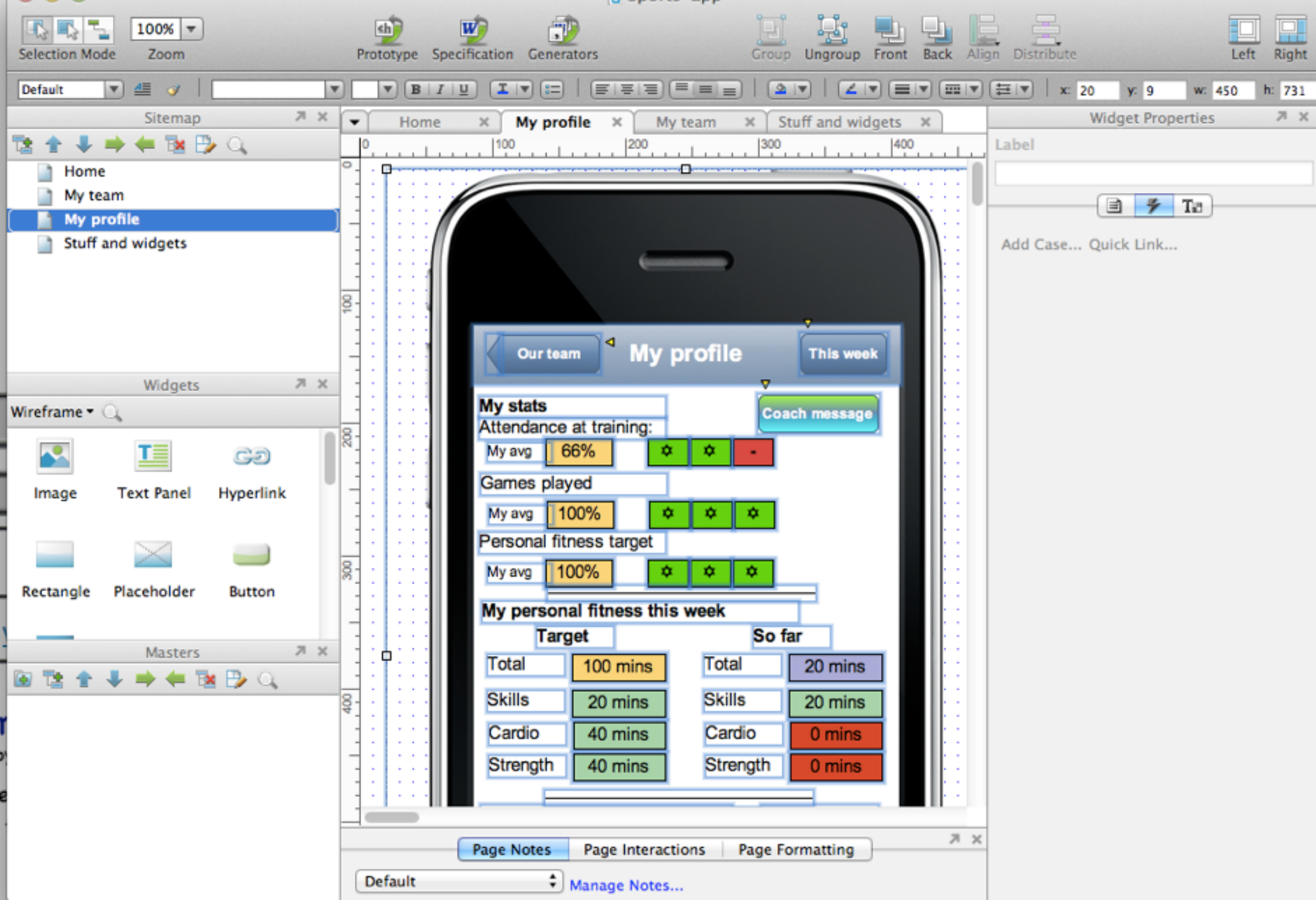
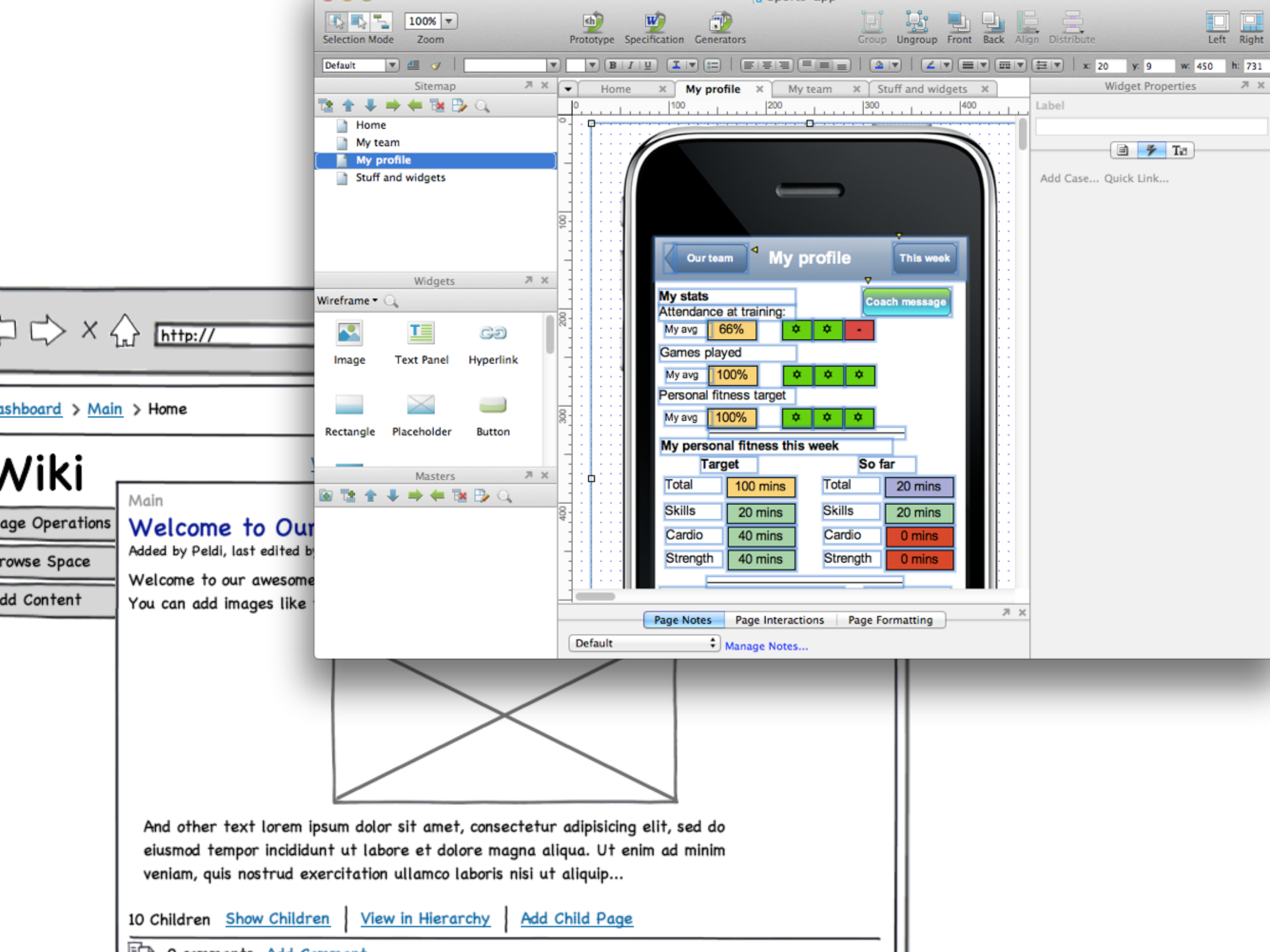


Need a Designer?

You need an outsourced design partner to complement your inhouse skills. We offer a broad range of services to assist marketing teams to ensure quality output.

ПРОТОТИПИРОВАНИЕ





And other text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip...

10 Children [Show Children](#) | [View in Hierarchy](#) | [Add Child Page](#)

1

Index.html

Save

Revert

swedenxpower@gmail....

NAVIGATOR

Search Files

Index.html

Project name

«

Hello, world!

This is a template for a simple marketing or informational website. It includes a large callout called the hero unit and three supporting pieces of content. Use it as a starting point to create something more unique.

Learn more »

»

INSPECTOR

CONFIGURATION

No options available.

STRUCTURE

No options available.

COMPONENTS

Warning! Alerts are cool.

Entire Library

Search Components

Alert

Aside Element

Badge

Breadcrumbs1

Button4

Container

Definition List

Footer Element

Form8

Grid Row1

Header Element

Heading

Horizontal Rule

1

2

3

4

5

6

7

8

9

10

<!doctype html>

<html>

<head>

<title>Jumbotron</title>

<meta name="viewport" content="width=device-width">

<link rel="stylesheet" href="https://netdna.bootstrapcdn.com/boot

/css/bootstrap.min.css">

<script type="text/javascript" src="https://ajax.googleapis.com/c

/jquery/2.0.3/jquery.min.js"></script>

<script type="text/javascript" src="https://netdna.bootstrapcdn

divshot.com

RATCHET





Organizations and Projects



swedenxpower@gmail.com

+ Create Organization

Share Project

Get feedback fast with project previews. Click the "Generate Preview" button and a link will automatically be generated. Share the link however you'd like — via email, chat, tweet, etc.

Heads Up! This preview does not change as you continue working.
To share further changes, generate another preview as-needed.

<http://previews.divshot.com/8150af34cedb97d4a5ebbb05425ff082/witchfinderx/1>

Copy Link

Generate Preview



Project link was copied to the clipboard.



Трюки



Быстрые иконки





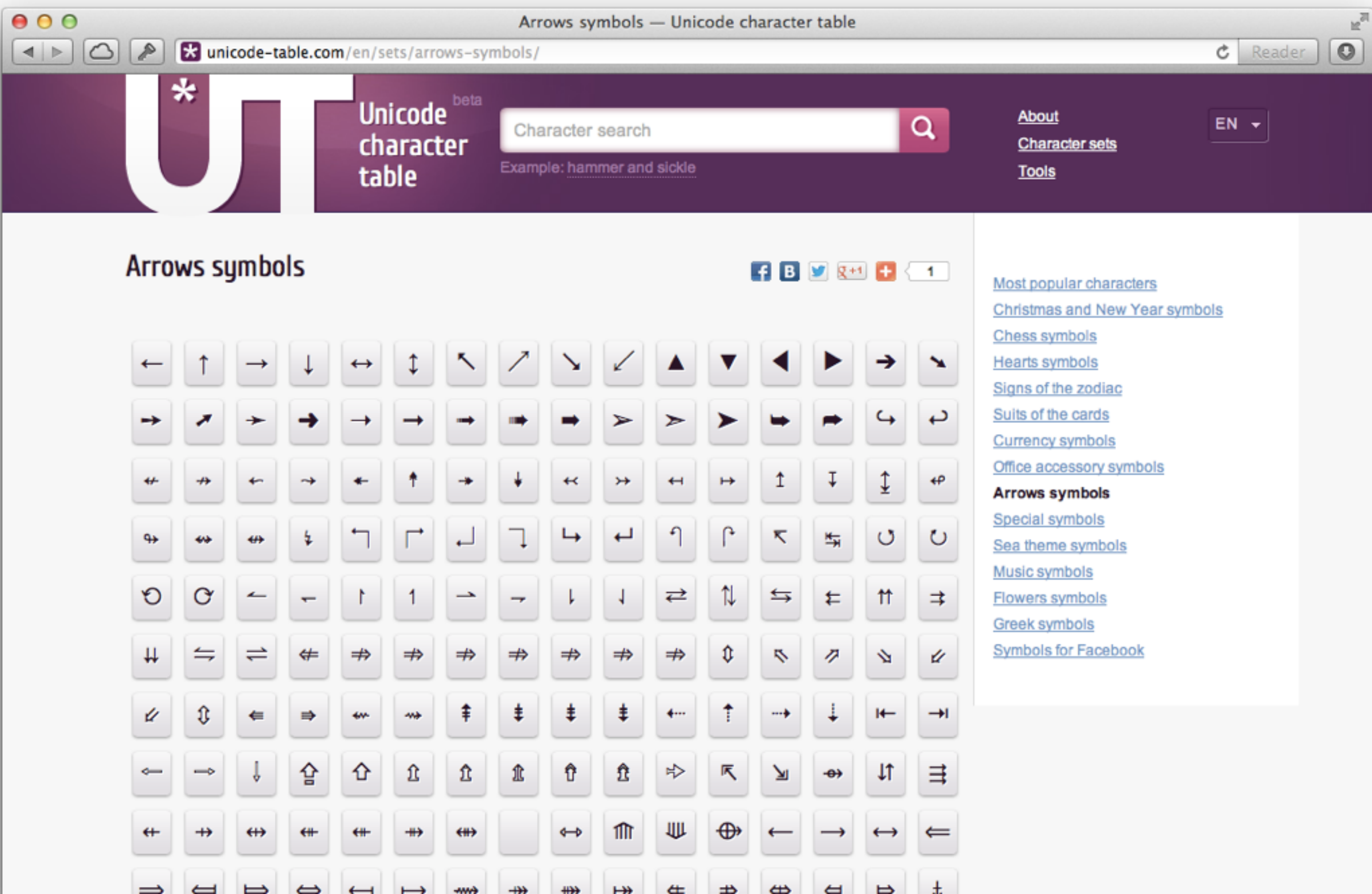
☭

```
.icon {  
    display: inline-block;  
    color: inherit;  
    border: 0;  
    background: none;  
    font-weight: normal;  
    font-style: normal;  
    font-family: 'serif';  
}
```

```
.icon:before {  
    display: block;  
    margin: 0 auto;  
}
```

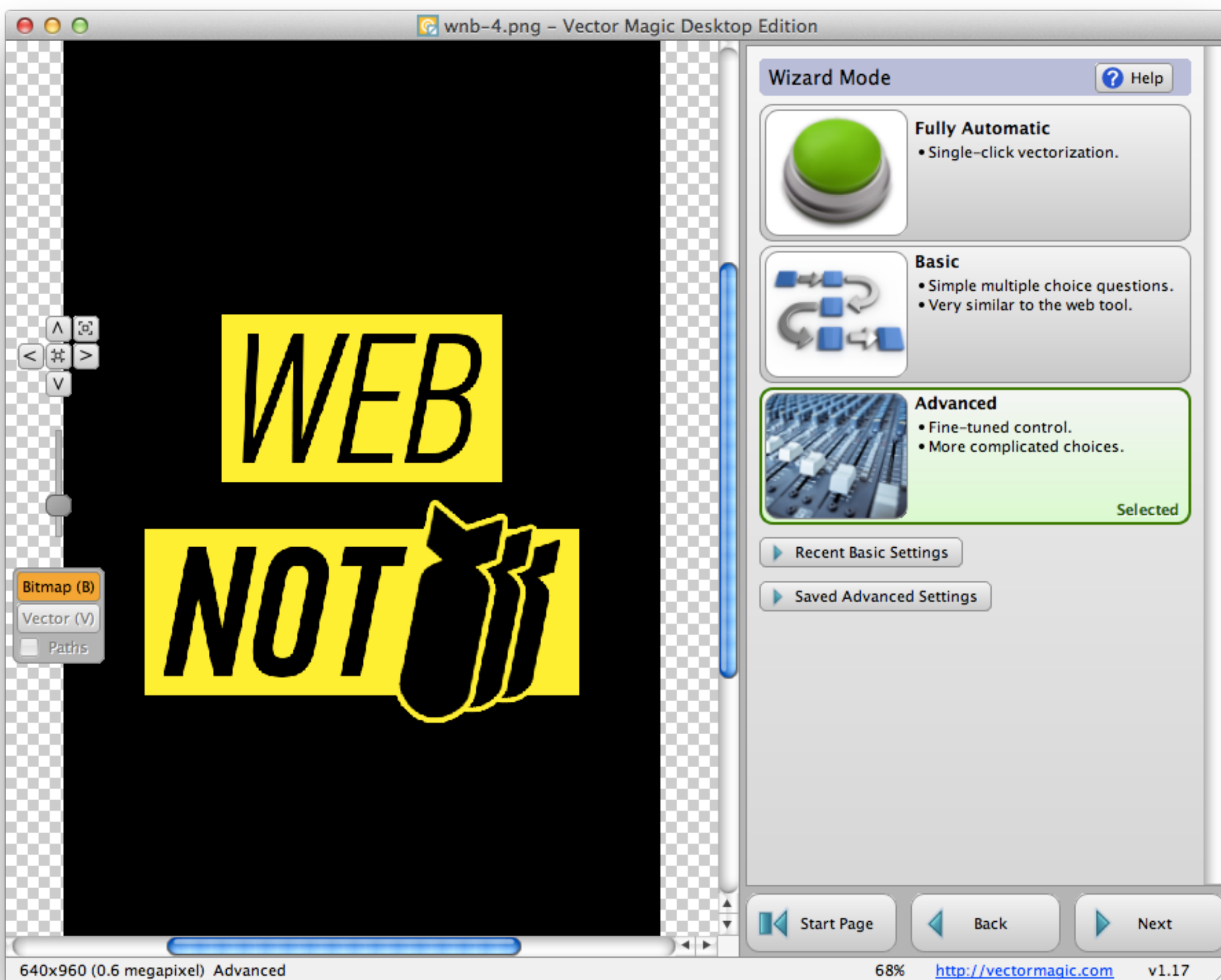
```
.icon-heart:before {  
    content: '\2665';  
}
```

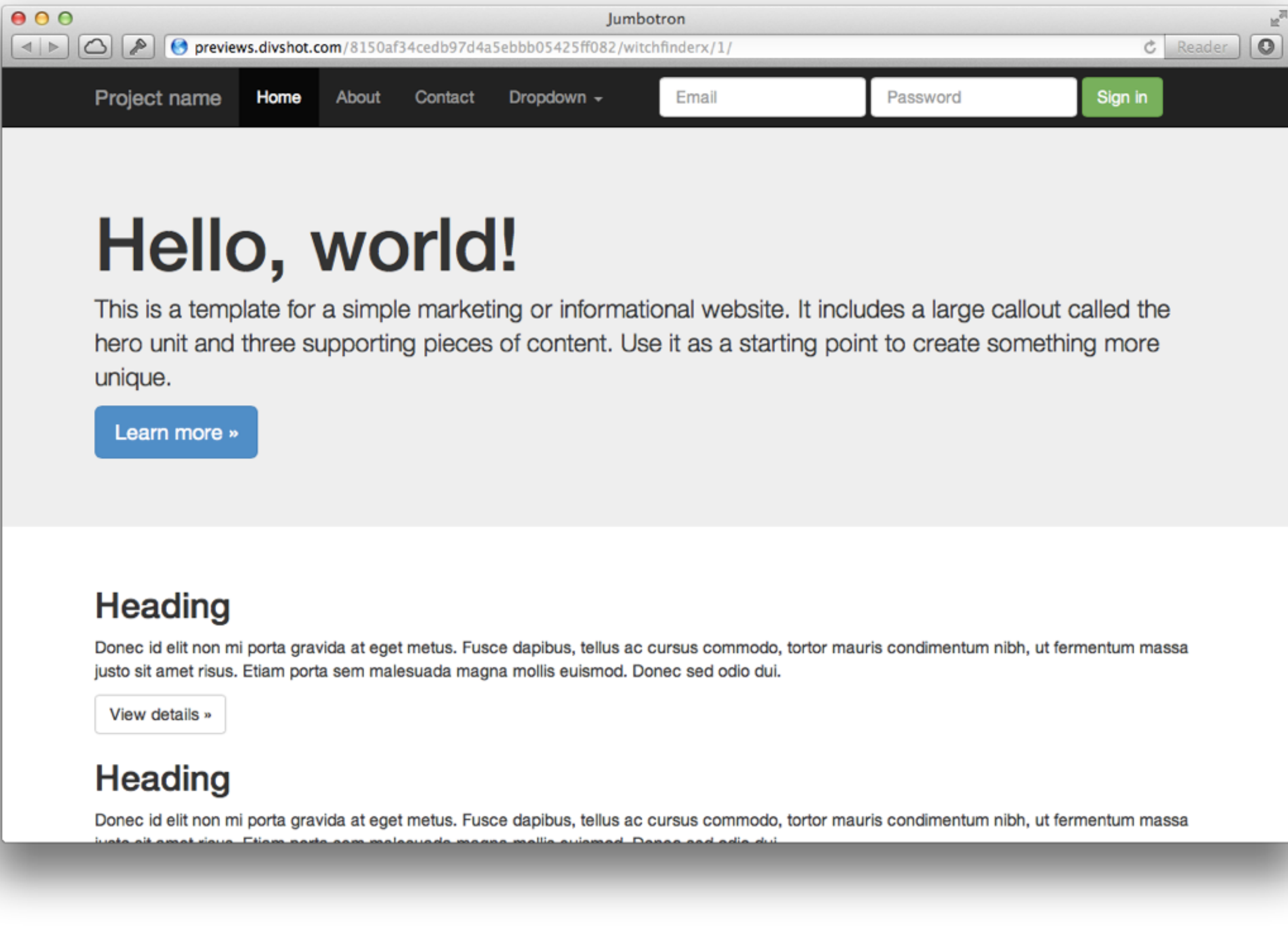
unicode-table.com



Быстрый SVG







Project name

Home

About

Contact

Dropdown ▾

Email

Password

Sign in

Hello, world!

This is a template for a simple marketing or informational website. It includes a large callout called the hero unit and three supporting pieces of content. Use it as a starting point to create something more unique.

[Learn more »](#)

Heading

Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Etiam porta sem malesuada magna mollis euismod. Donec sed odio dui.

[View details »](#)

Heading

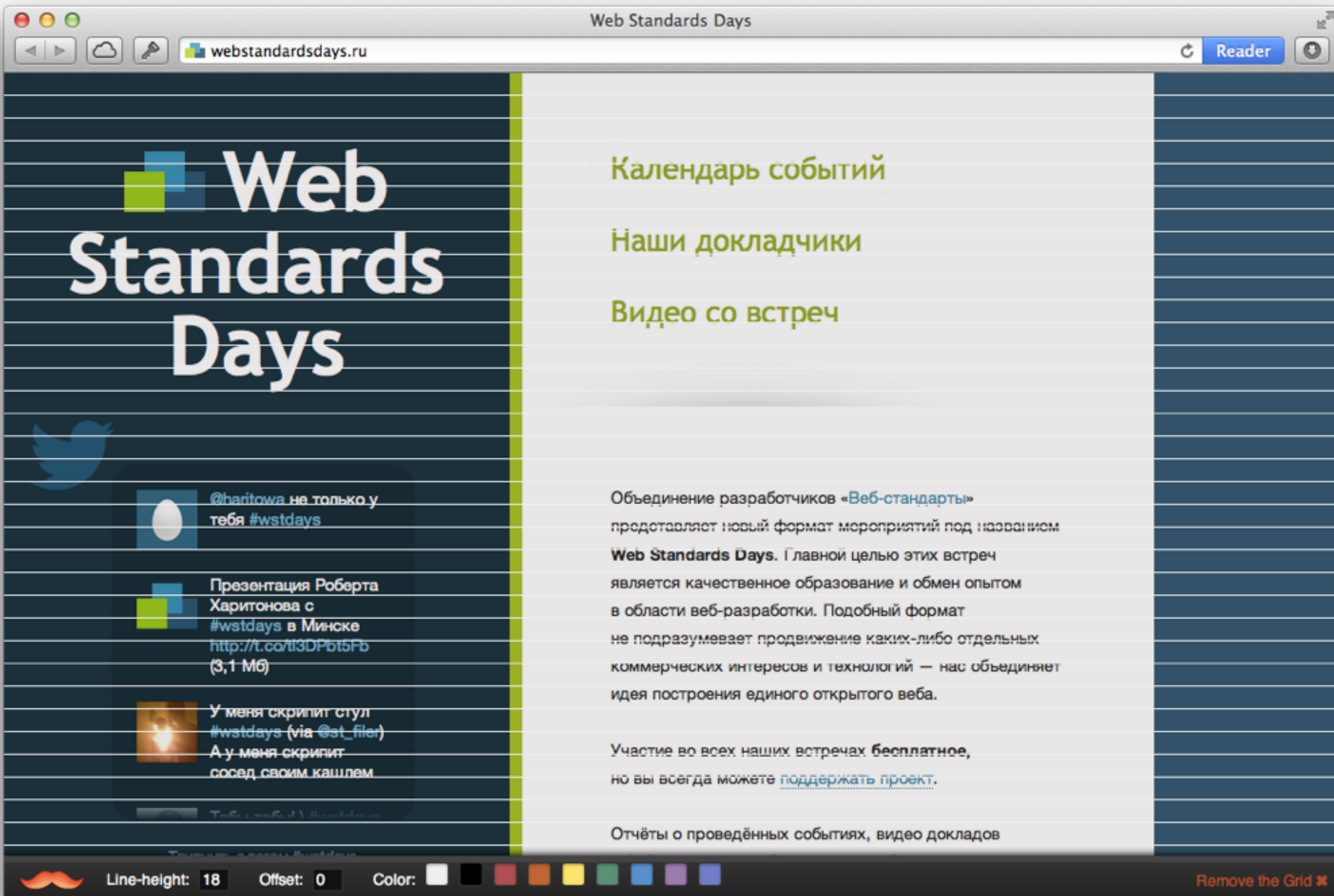
Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Etiam porta sem malesuada magna mollis euismod. Donec sed odio dui.

АДАПТАЦИЯ



Сетки





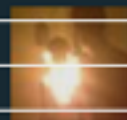
Web Standards Days



@haritowa не только у
тебя #wstdays



Презентация Роберта
Харитонов с
#wstdays в Минске
<http://t.co/ti3DPbt5Fb>
(3,1 Мб)



У меня скрипит стул
#wstdays (via @st_filer)
А у меня скрипит
сосед своим кашлем

Календарь событий

Наши докладчики

Видео со встреч

Объединение разработчиков «**Веб-стандарты**» представляет новый формат мероприятий под названием **Web Standards Days**. Главной целью этих встреч является качественное образование и обмен опытом в области веб-разработки. Подобный формат не подразумевает продвижение каких-либо отдельных коммерческих интересов и технологий — нас объединяет идея построения единого открытого веба.

Участие во всех наших встречах **бесплатное**, но вы всегда можете [поддержать проект](#).

Отчёты о проведённых событиях, видео докладов



Line-height: 18

Offset: 0

Color:



Remove the Grid *

Breakpoints



Ориентированы на устройство



```
/* Mobile styles go first, without media  
queries. */
```

```
@media only screen and (min-width: 321px) {  
    /* Larger mobile styles (wider than 320  
pixels) */  
}
```

```
@media only screen and (min-width: 600px) {  
    /* Tablet styles (wider than 600 pixels)  
*/  
}
```

```
@media only screen and (min-width: 1024px) {  
    /* Large laptop styles (wider than 1024  
pixels) */  
}
```

```
@media only screen and (min-width: 1140px) {  
    /* Desktop styles (wider than 1140  
pixels) */  
}
```

Ориентированы на дизайн



@media only screen and (min-width: 1200px) { }

@media only screen and (min-width: 960px) { }

@media only screen and (min-width: 860px) { }

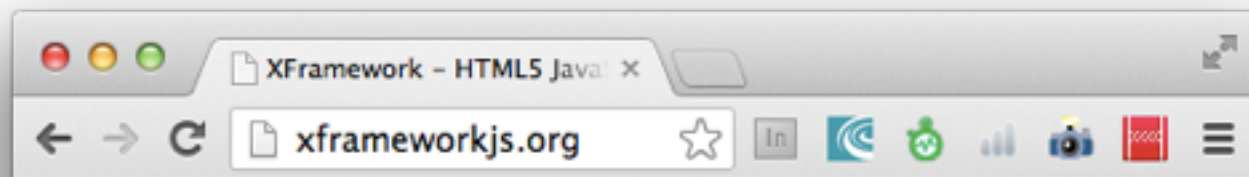
@media only screen and (min-width: 740px) { }

@media only screen and (min-width: 600px) { }

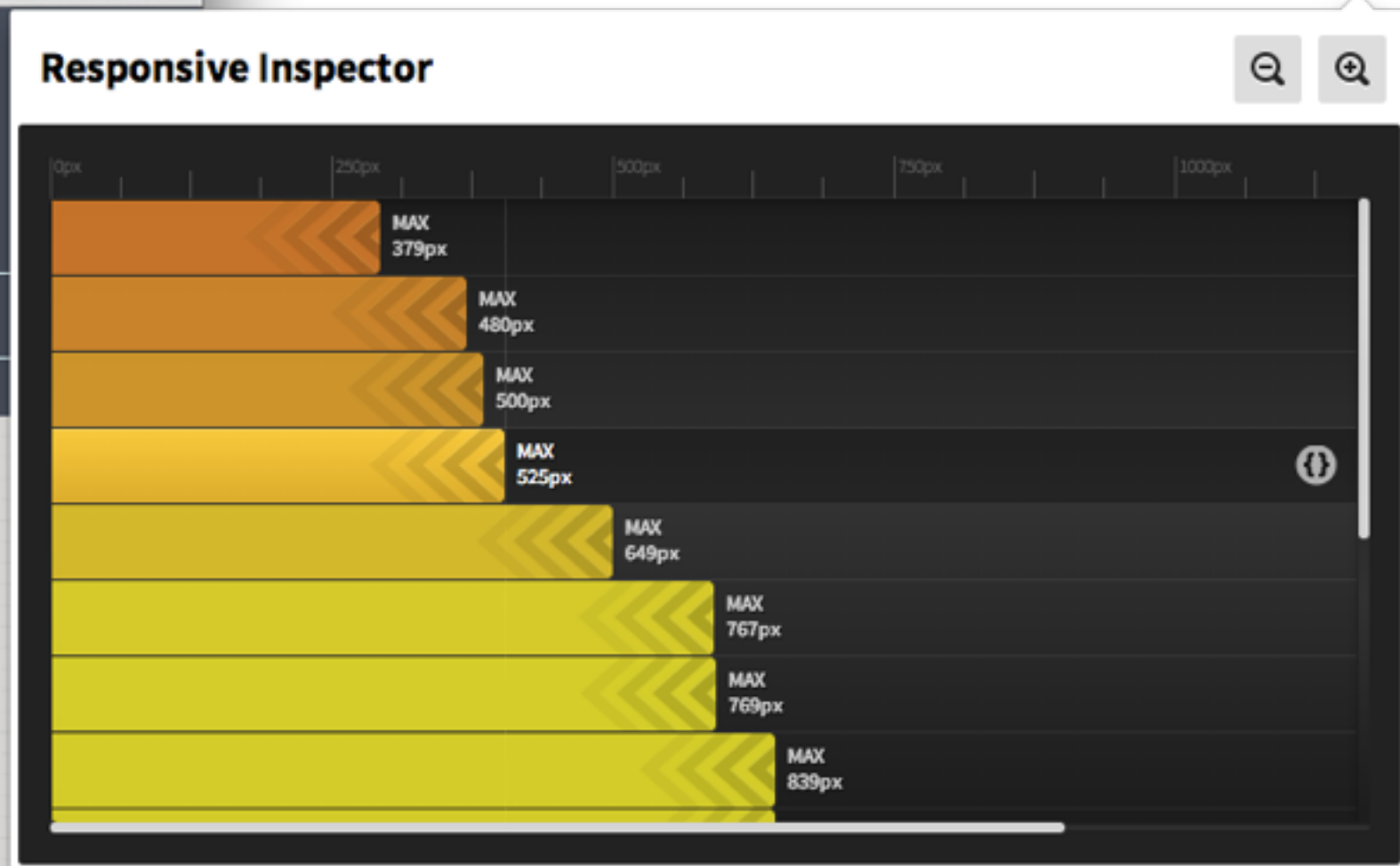
@media only screen and (min-width: 340px) { }

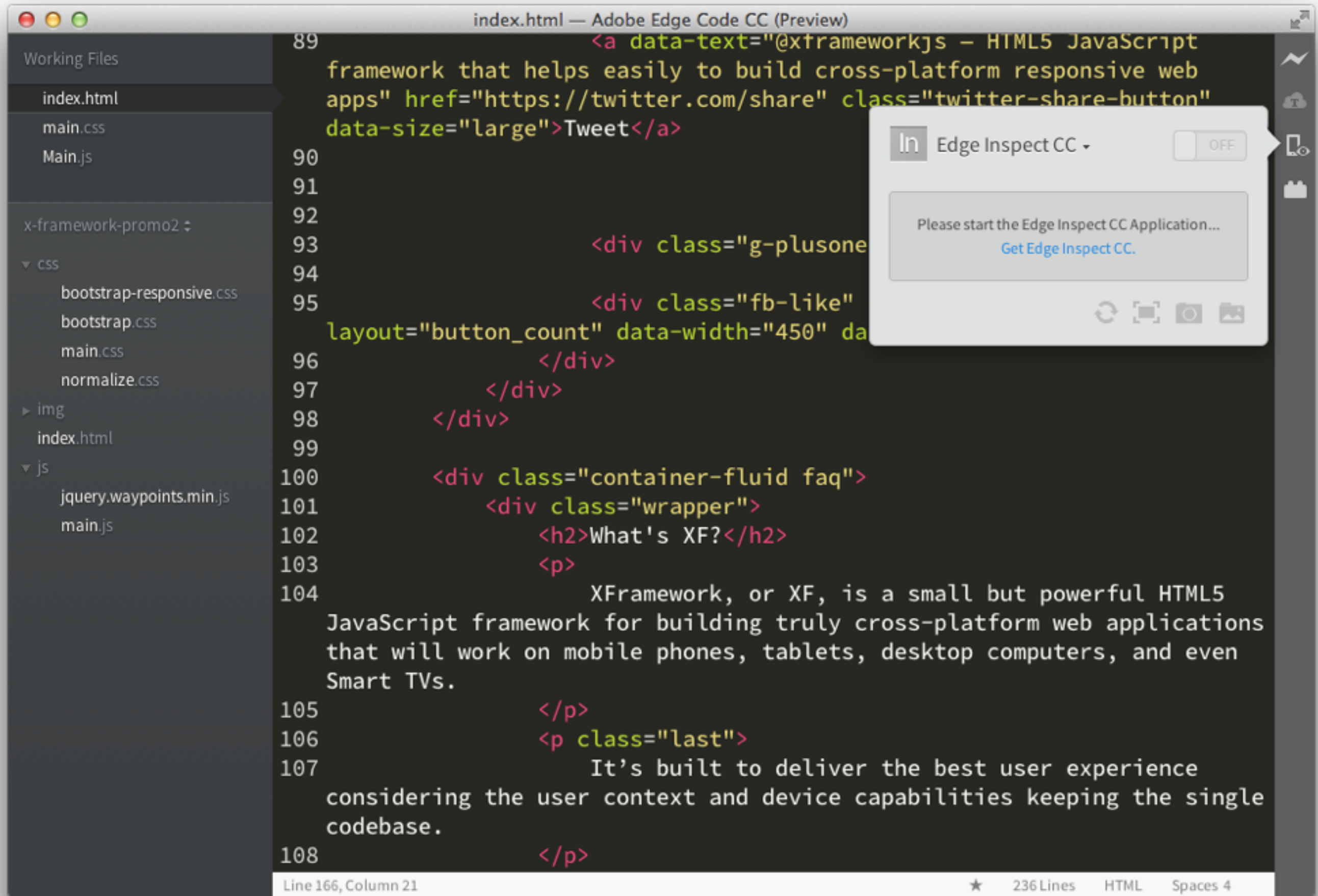
Тестирование на устройствах

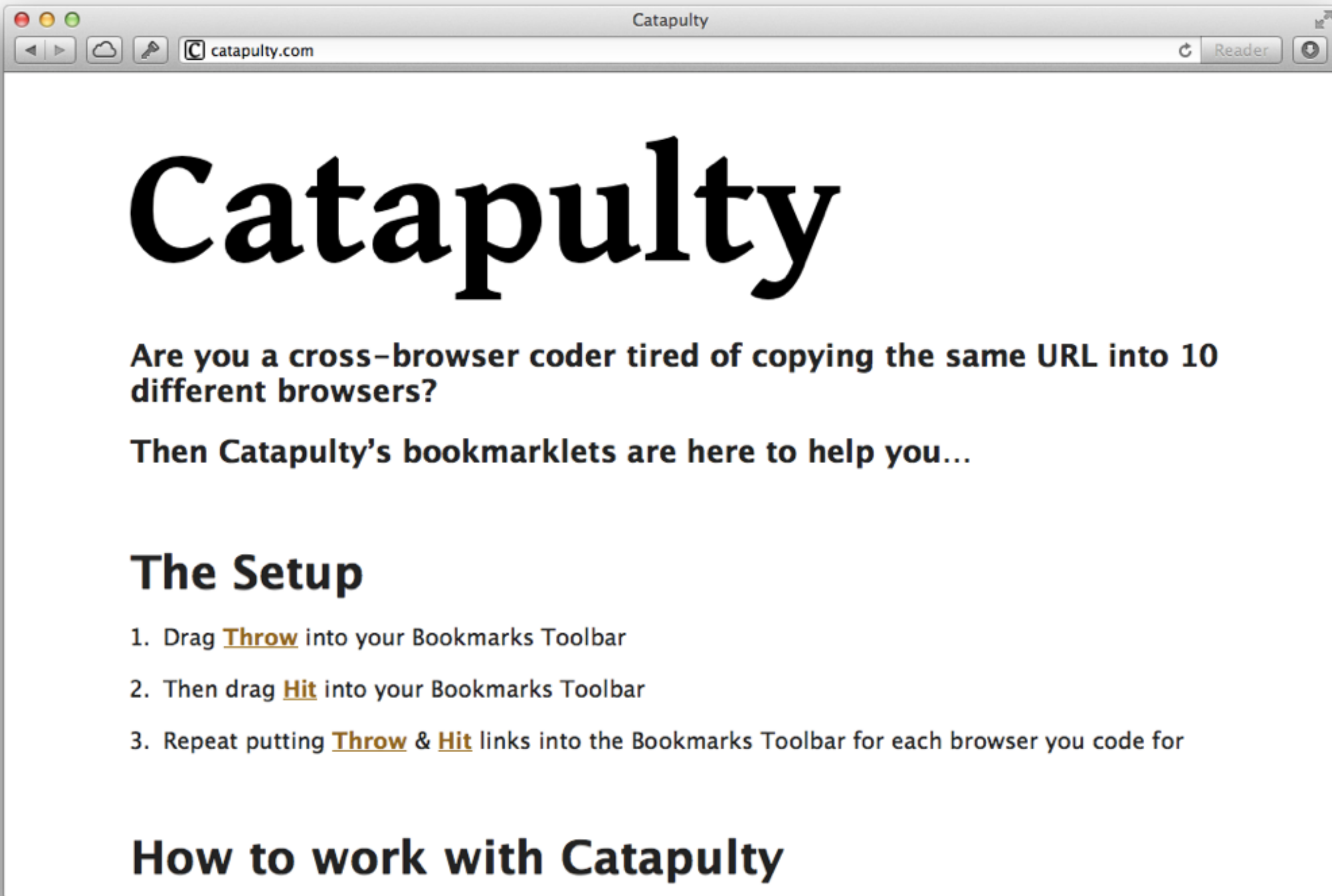




**Cross-platform
responsive web apps.**







Catapulty

Are you a cross-browser coder tired of copying the same URL into 10 different browsers?

Then Catapulty's bookmarklets are here to help you...

The Setup

1. Drag **Throw** into your Bookmarks Toolbar
2. Then drag **Hit** into your Bookmarks Toolbar
3. Repeat putting **Throw** & **Hit** links into the Bookmarks Toolbar for each browser you code for

How to work with Catapulty

catapulty.com

Cross Browser Testing Tool. 200+ Browsers, Mobile, Real IE.

www.browserstack.com

Reader

 **BrowserStack**

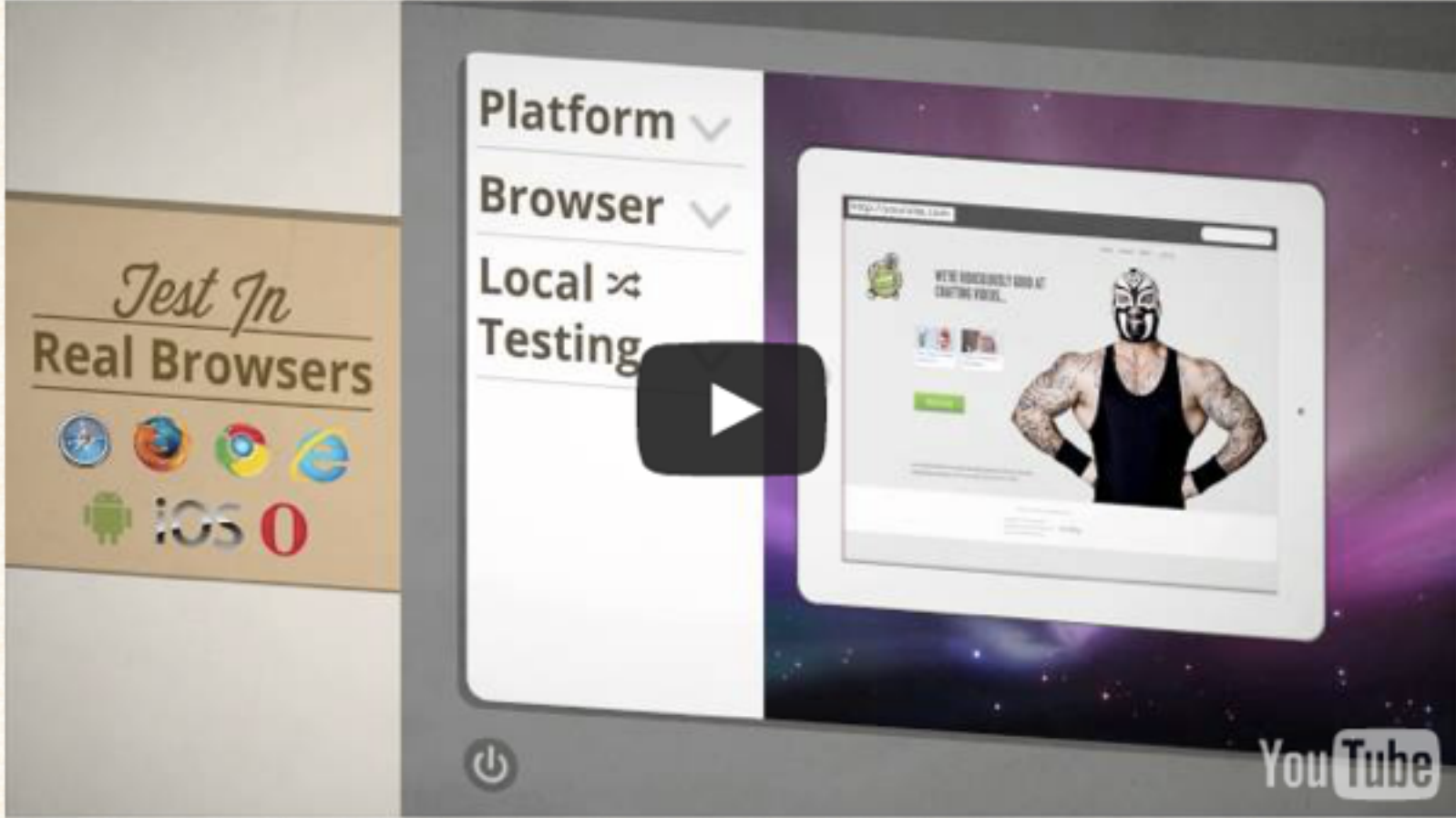
[LIVE](#) [AUTOMATE](#) [SCREENSHOTS](#) [RESPONSIVE](#)

[PRICING](#) [DOCS](#) [HELP](#) [SIGN IN](#)

[FREE TRIAL](#)

Live, Web-Based Browser Testing

Instant access to all desktop and mobile browsers.
Say goodbye to your setup of virtual machines and devices.



Test In Real Browsers

Platform
Browser
Local Testing

YouTube

Free Trial

No credit card required. We promise.

 Full Name

 Email

 Password

[Sign up for free](#)

Get Instant access to 200+ desktop and mobile browsers on different Windows, Mac & mobile OS flavors.

[View our full feature overview](#)

[browserstack.com](https://www.browserstack.com)

Трюки



Постоянная поставка



```
git checkout --orphan gh-pages  
git add .  
git commit -a -m "Pages: init"  
git push origin gh-pages
```



Datastore API - Dropbox

www.dropbox.com/developers/datastore

Reader

Ilya Pukhalski

Datastore API

Keep your app's structured data in sync with Dropbox

These days, your app needs to store and sync more than just files. With the Datastore API, structured data like contacts, to-do items, and game state can be synced effortlessly. Datastores support multiple platforms, offline access, and automatic conflict resolution.

| | | | |
|------------|-----------------------------|--------------------------|-------------------------------|
| iOS | Install SDK | Tutorial | Documentation |
| Android | Install SDK | Tutorial | Documentation |
| JavaScript | Install SDK | Tutorial | Documentation |



override.css



```
header {  
    text-align: center;  
}
```

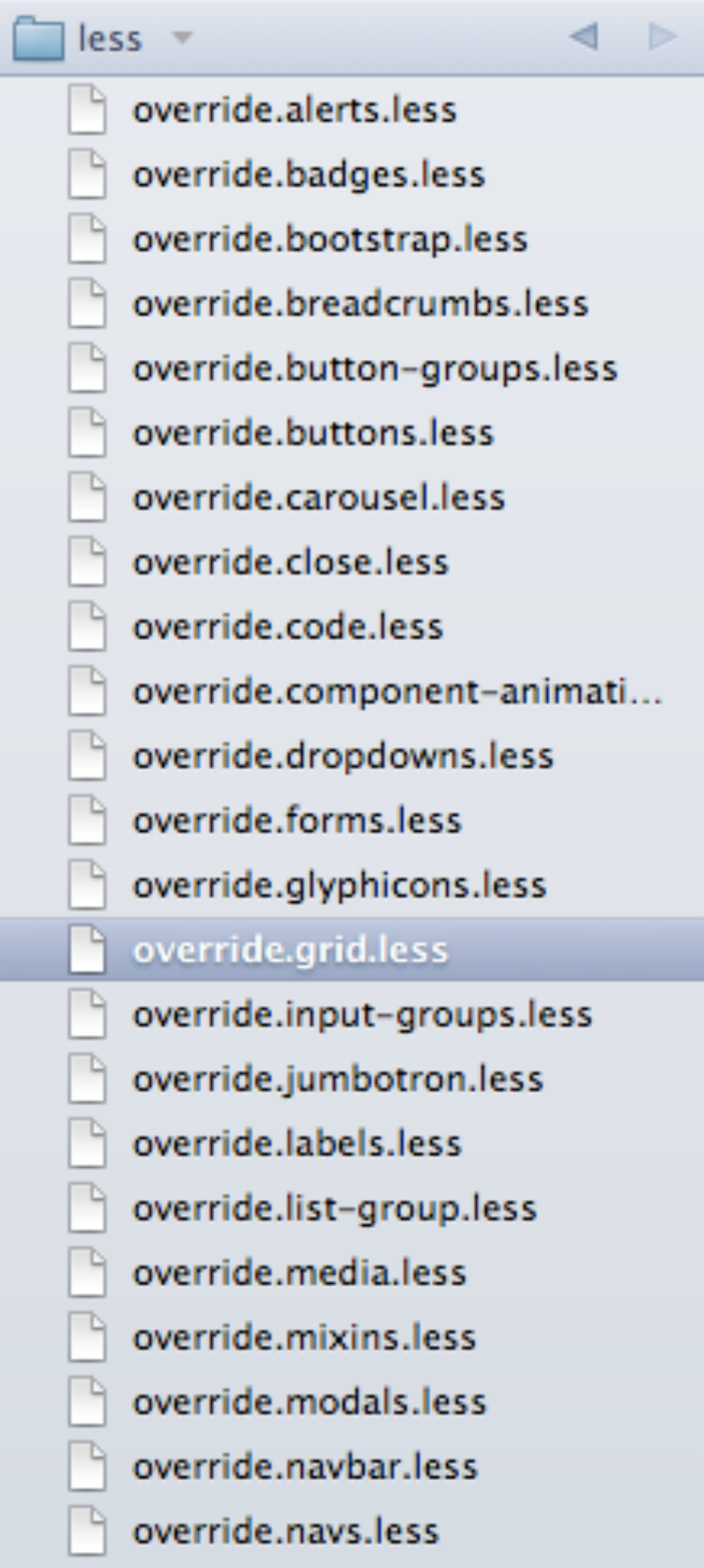
```
.navbar-header {  
    width: 100%;  
    text-align: center;  
    float: none;  
}
```

```
.navbar-nav, .navbar-nav>li {  
    float: none;  
}
```

```
.navbar-nav>li {  
    display: inline-block;  
}
```

Модульный override.css

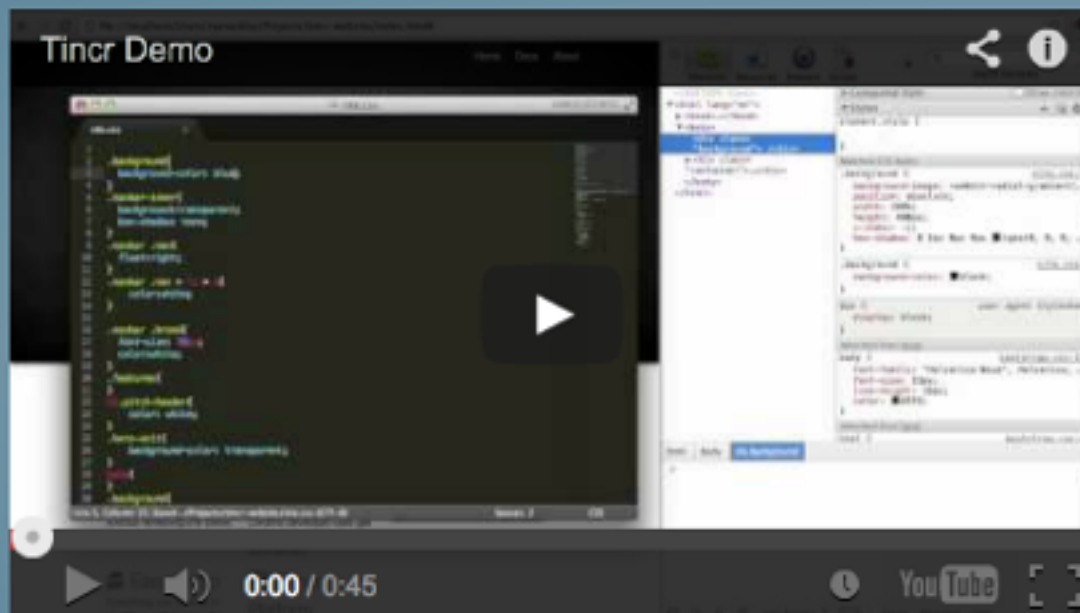




override.*.less

Home

Docs



Tincr

Edit and save files
from Chrome
Developer tools. Live
reload for Chrome.

Live Reload

Any CSS or JavaScript changes
you make in any editor reloads in
Chrome without refreshing the
whole page

Easy Setup

Everything you need is in the
Chrome Extension. No proxies or

Save from Chrome

Any changes you make in Chrome
Developer tools get saved to the
right file automatically

Cross Platform

Mac OS X, Windows, Linux

Download Tincr

View Project on Bitbucket

tin.cr

ПОЛИРОВКА





YO



GRUNT



BOWER

joshje/grunt-svg

github.com/joshje/grunt-svg

Reader

CITYBOX

INSTAPAPER

TRANSLATE

Slave Ship

Sources

PERF

Pin It

dcovery

editor

TMP

TODAY

WANT

Interest

>>

+

Grunt SVG Compression

4 commits

2 branches

0 releases

1 contributor

branch: master

grunt-svg

Remove converted SVG

joshje

 authored 5 months ago

latest commit 9470bc4f5a

| | | |
|--------------|--------------------------|--------------|
| svg | Remove converted SVG | 5 months ago |
| .gitignore | Remove unnecessary files | 5 months ago |
| Gruntfile.js | Init repo | 5 months ago |
| index.html | Init repo | 5 months ago |
| package.json | Init repo | 5 months ago |
| readme.md | Init repo | 5 months ago |

readme.md

Grunt SVG Compression

Quickly and easily compress your SVG files using Grunt and the following grunt plugins:

<> Code

Issues

0

Pull Requests

0

Wiki

Pulse

Graphs

Network

HTTPS clone URL

https://github.com

You can clone with HTTPS, SSH, or Subversion.

Clone in Desktop

Download ZIP

Тестирование на retina без retina

- `about:config`
- `layout.css.devPixelsPerPx`
- изменить на 2, 4, 1.5 и т.д.

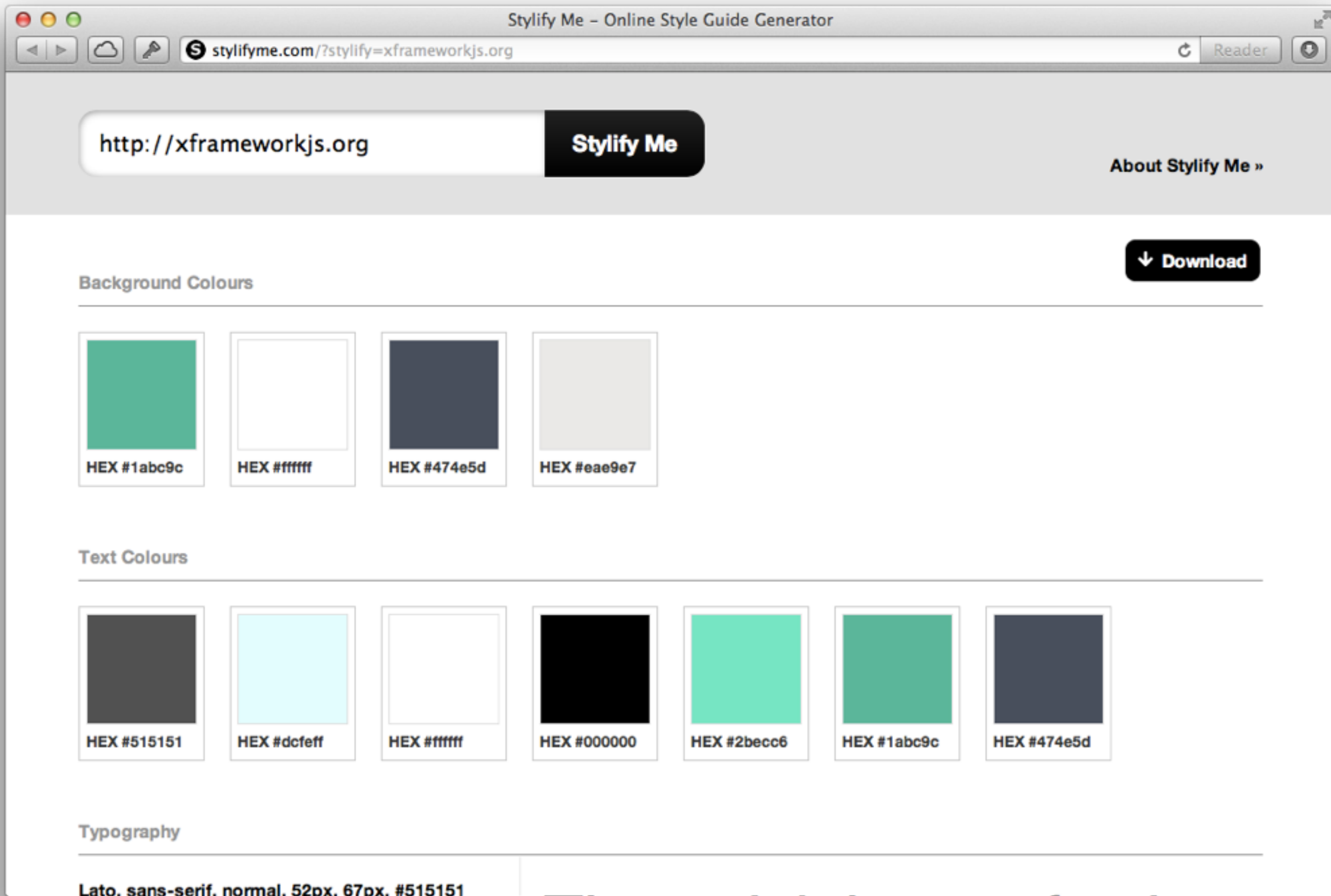


ПОСТАВКА

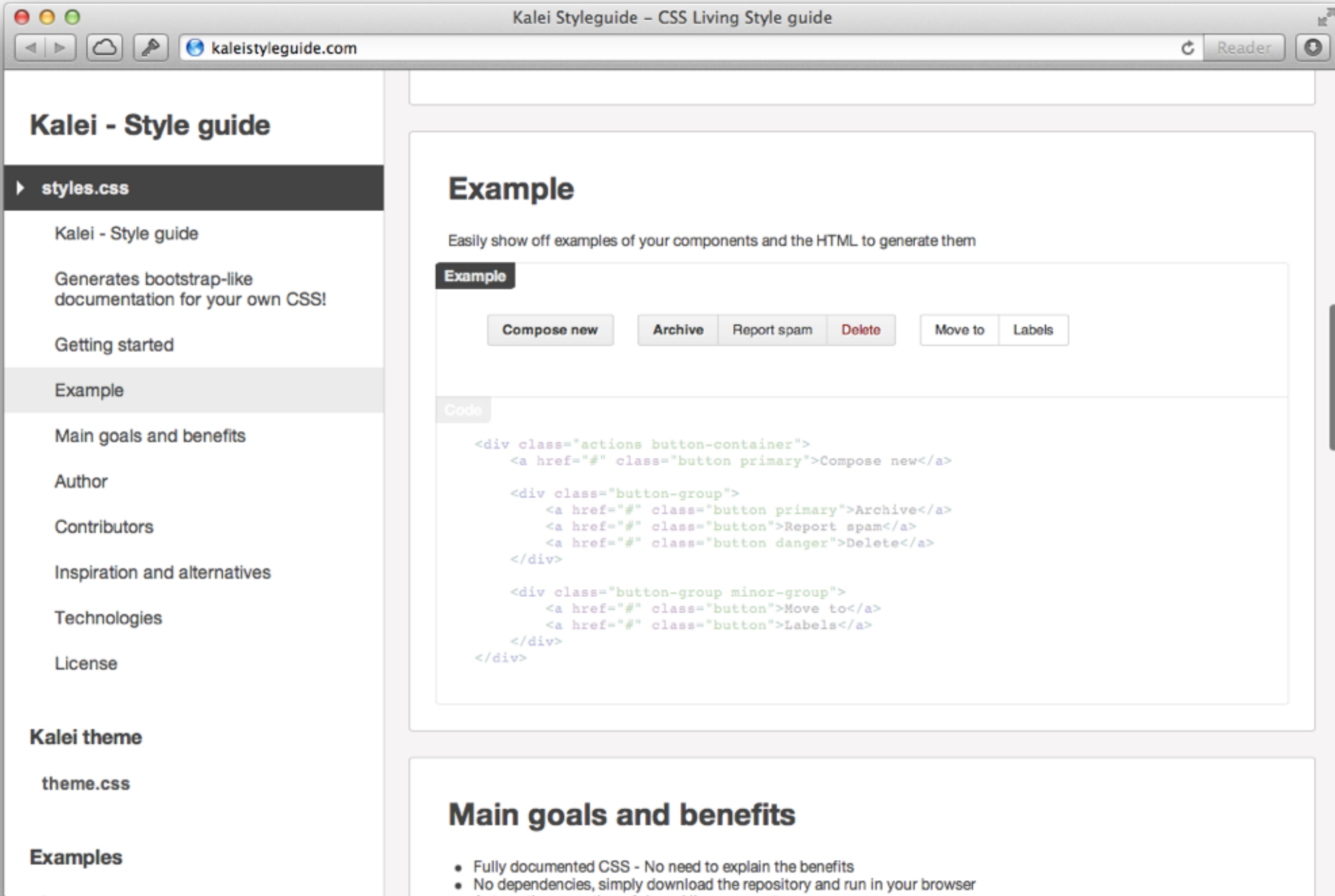


Стайлгайд





stylifyme.com



kaleistyleguide.com

Части





**Cross-platform responsive web apps.
Built easily.**

START TODAY



What's XF?

XFramework, or XF, is a small but powerful HTML5 JavaScript framework for building truly cross-platform web applications that will work on mobile phones, tablets, desktop computers, and even Smart TVs.

It's built to deliver the best user experience considering the user context and device capabilities keeping the single codebase.

Yet another JavaScript framework?



**Cross-platform responsive web apps.
Built easily.**

START TODAY



What's XF?

XFramework, or XF, is a small but powerful HTML5 JavaScript framework for building truly cross-platform web applications that will work on mobile phones, tablets, desktop computers, and even Smart TVs.

It's built to deliver the best user experience considering the user context and device capabilities keeping the single codebase.

Yet another JavaScript framework?

Контент



Скетчи



Прототип



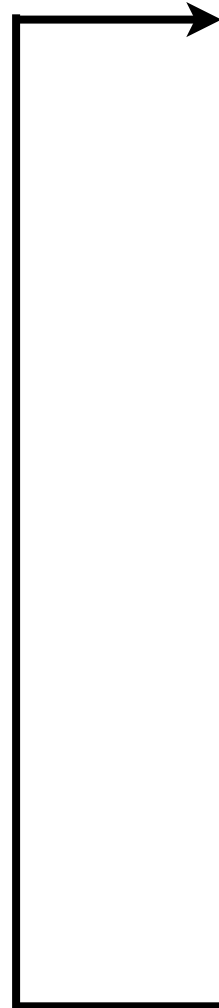
Адаптация

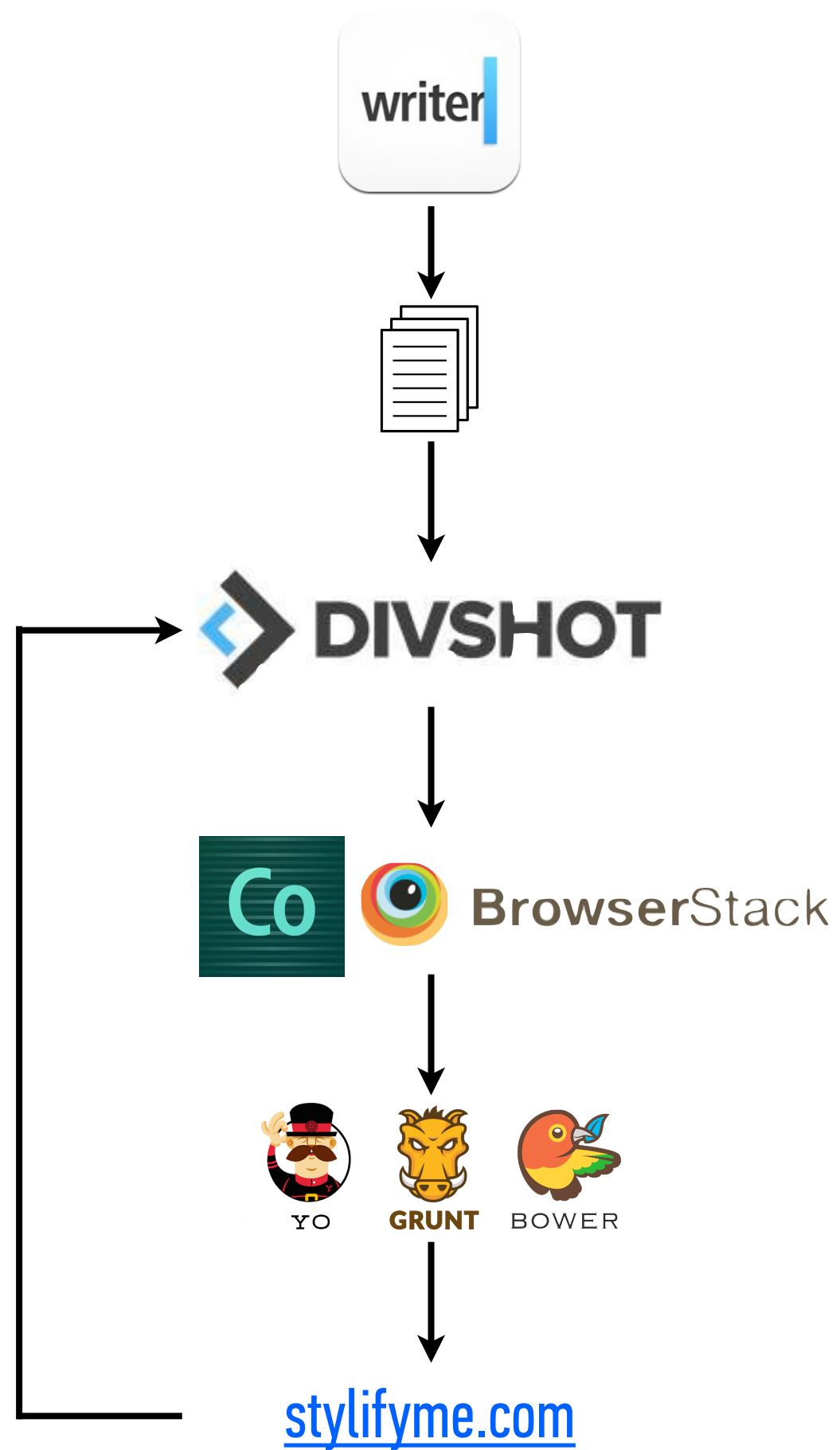


Полировка



Поставка





SO WO00T?



Пробуйте новое,
находите то, что вам подходит,
совершенствуйте свой процесс





WebPlatformTools.org

★ Featured20

🌿 New0

Client Support5

Browser Tools7

▶ Image Tools45

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the simple image sharer
imgur

Imgur

Imgur is used to share photos with social networks and online communities. No signup needed.

 image, hosting, upload, gallery

★
Feat.



THE DEPTHS
hellenic-wide-1
IMAGINATION

Proxima Nova Extra Condensed - Regular x

Font Family
proxima-nova-extra-condensed-1,
proxima-nova-extra-condensed-2,
sans-serif;

Font Size45pxLine Height45px

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoP

Font Served by Typekit

📄 #ffffff 🐦 Tweet

WhatFont Tool

WhatFont Tool - The easiest way to inspect fonts in webpages « Chengyin Liu.

 web typography, webfonts, chrome extension

webplatformtools.org

Thesis

We can be more productive through **sleep, meditation, and healthy habits** than through editor shortcuts.

Примеры

- xframeworkjs.org
- alignedcode.com
- tap2help.org
- designedinbrowser.com
- ...



designed**in**browser.com

