



MBI

Molecular Biomedical Informatics

分子生醫資訊實驗室

W e b P r o g r a m m i n g

網 際 網 路 程 式 設 計

Layout 排版

Progressive Enhancement / 漸進增強

- Start from trivial techniques, then complicate it
- Release early, release often
 - such as the god damn philosophy of the Facebook upgrade
- A simple stratification
 1. clean and reasonable HTML that focuses on content
 2. CSS that focuses on visual candies
 3. JavaScript that focuses on usability
- More complicated stratification could include color scheme, internationalization, ...



Release early vs. release perfect

Some useful concepts

- Product-Market Fit (PMF)
 - 請問：我的 App 做出來了，接下來要怎麼「行銷」？
 - 你該問：我已經知道誰會買了，現在要怎麼把產品做好？
- Minimum Viable Product (MVP, from Lean Startup)
 - Dropbox 和 Xobni 在兩年內突破百萬會員的七個關鍵
 - Segway、Dropbox
- Pivot (from Lean Startup)
 - Pivot — 創業家最重要的本領
 - 這一切都是瞎貓碰上死耗子，真的！
 - 一個好的 Business Model 是「測」出來、「改」出來的，但幾乎很少是「想」出來的

An example

Progressive Enhancement: What It Is, And How To Use It?

The first layer

- Use `<ol>`, since this is used for setting order
- Use `<input>` with suitable `name` attribute
- Use `<label>` with suitable `for` attribute to connect with `<input>`
- Use `<fieldset>` for segmentation
- Use `<form>` to wrap all materials

Order of Navigation

1. Homepage Change the order for Homepage
2. Contact Us Change the order for Contact Us
3. About Us Change the order for About Us
4. Latest News Change the order for Latest News

The second layer

- Use `position` attribute to remove `<label>` from normal flow
- Use negative `margin-left` to make `<label>` invisible while preserving the syntax, which is very important in accessibility
 - such as screen reading for blind users
- Remove numbers of `<ol>` to prevent confusion
- Adjust the widely used attributes, `background`, `color`, `margin` and `padding`, to make the page look more beautiful
- Use `:hover` to achieve some basic dynamic effects

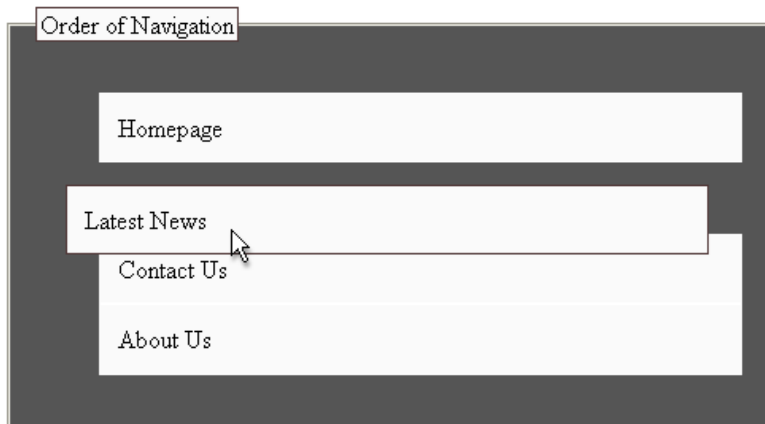
Order of Navigation

Homepage	1
Contact Us	2
About Us	3
Latest News	4

Save new order

The third layer

- Hide `<input>` since we have a completely different user experience
- Change `value` attributes whenever the order is changed



Fixed vs. fluid

固定與流動

Fixed vs. fluid

- Fixed layout usually depends on a wrapper element with an absolute width
- In a fluid (or liquid) layout, all element widths are relative (using %, em or rem)
 - 網頁設計該用哪種字級單位：px、em或rem？
- Fixed vs. Fluid vs. Elastic Layout: What's The Right One For You?

960px

The diagram illustrates a fixed-width layout of 960px. It is divided into three vertical columns. The leftmost column is 520px wide. The middle and right columns are each 200px wide. There are 20px gaps between the columns. A dashed line at the top indicates the total width of 960px.

520px

200px

200px

20px

90%

50%

20%

20%

5%

Web design with fixed width

■ Pros

- easy to design
- guarantee identical in different browsers
- no need to consider `min-width`, `max-width`, ... attributes

■ Cons

- usually leave a large empty space, which violate some balance/design principles such as “divine proportion” and “Rule of Thirds”
- the hateful horizontal scroll bar in small screens
 - a new trend is the `Media Queries` technology in CSS3
 - [The Wall is Redesigned](#)
- watch out the background image repeats in big screens

Le
BLœ.com

showcase for graphic designer
gustavo rodriguez

let it fly,
high as a kite...
[read more](#)

Welcome!!

Hello! and welcome to my online portfolio... take a look around!



Alizee



A Swan



Fantasy Island



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Tags

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shapes swan tree vector weapon website weed



it's all
about
colours
& pixels.

COLOURPIXEL.

here&there.

01 October'08

Folks, After a long hiatus, we have bloomed again...

This version is fresh and ethnic, colorful and chic. Drop by and get drenched in color!

Your feedback is always appreciated...

hello, I am Nag, a Designer
from Hyderabad, India
good in web, print,
identity, branding &
user interface design.

contact.

I have a holistic approach to
creativity. My designs are analytical,
expressive, curious and oft sensual.

Hyderabad, India is my Shangri-la
and available for exciting work....

email :
nag@colourpixel.com
colourpixel@gmail.com

offerings.

Web / Interactive Design & Development

Online Marketing Materials

Corporate Identity / Logo Design

Branding & Advertising Solutions

Print Communications (Fliers, Posters, Brochures,
Collaterals, Environmental & Stalls)

User Interface (UI) Design & Clickable Prototypes

Corporate Presentations

Trend of fixed width design

- Screens are bigger
 - Browser Display Statistics
 - NetMarketShare
- Centralized
 - `margin: 0 auto;`

February 2006	800×600	1024×768
www.Apple.com	✓	✗
www.Microsoft.com	✓	✗
www.Yahoo.com	✓	✗
www.YouTube.com	✓	✗
February 2007	800×600	1024×768
www.Apple.com	✓	✗
www.Microsoft.com	✗	✓
www.Yahoo.com	✓	✗
www.YouTube.com	✗	✓
February 2008	800×600	1024×768
www.Apple.com	✗	✓
www.Microsoft.com	✗	✓
www.Yahoo.com	✗	✓
www.YouTube.com	✗	✓

Web design with fluid width

■ Pros

- users somehow have the control on the width
- the percentage of empty space is relatively correct, which means more beautiful
- prevent horizontal scroll bar

■ Cons

- designers cannot 100% control what users see
- need to provide multiple dimensions for materials such as images and videos
 - again, use the [Media Queries](#) technology in CSS3
 - [The Wall is Redesigned](#)
- if your web site has poor content but your users have big screens...



SIMPLEBITS IS A TINY DESIGN STUDIO.

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Handcrafted pixels & text from Salem, Massachusetts.

LATEST FROM THE NOTEBOOK

APRIL 17

«0 Tweetie for Mac

I've been loving atebits' Twitter iPhone client, Tweetie, for a few weeks now (late adopter). On Monday they're releasing a desktop version, and from the preview video it certainly looks excellent (and unique).

«0 Twitshirt

Wearable tweets, from the fine folks at **Airbag Industries**. Photo of my beta-tested shirt coming soon.

APRIL 13

«0 What's Coming in Firefox 3.5

Turns out, Firefox 3.1 is being renamed 3.0 due to all the new stuff that's being added. I'm particularly excited about this release for further progressive

RECENT WORK



Wikiraak
Visual Design



Kogge Amoeba
Redesign

OUR PROJECTS



IconShopper
Icons to go



Foamee
Who do you owe?



Large Resolution



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[Twitshirt](#)

Wearable tweets, from the fine folks at Airban Industries. Photo Programming 網際網路程式設計 soon.

RECENT WORK



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Web Design

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Smaller Resolution

Web Design Checklist

Web Design Process

Business Cards

Web Programming 網際網路程式設計

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Trend in fluid width design

- Simplify the design, since it is too hard to control
- Use `min-width` and `max-width` for the smallest control
- Responsive design
- Special Interest Group on Molecular Biomedical Informatics

Simple three-column layout

■ Float

- `<div id="left">Left</div>`
`<div id="mid">Middle</div>`
`<div id="right">Right</div>`
`<div class="clear"></div>`
- `#left, #mid, #right { float: left; }`
`.clear { clear: both; }`

■ The main column is not floating

- `<div id="left">Left</div>`
`<div id="right">Right</div>`
`<div id="mid">Middle</div>`
- `#left { float: left; }`
`#right { float: right; }`
`#mid { padding-left: 200px; width: 760px; }`

Grid/網格

- The beautify of alignment, rhythm
- 960 Grid System
 - Four Kitchens's Presentations on SlideShare
- There are many other frameworks
 - Semantic UI
 - Bootstrap, from Twitter
 - Responsive CSS Framework Comparison: Bootstrap, Foundation, Skeleton
 - 10 Promising CSS Framework That Worth A Look
- The vertical rhythm, even harder
 - Compose to a Vertical Rhythm
 - line-height (行距), margin and padding (留白), font-size 字體大小) and border (邊框)
 - Web Programming

Framework/框架

- A web page usually comprises of several elements such as header (頁首), content and footer (頁尾). A header may contain logo and navigation bar; while content may contain sidebar.
- Building every web site usually spends a considerable time on these fundamental structures. Thus, here comes framework, which provides commonly used template to prevent starting from scratch
- Cons
 - for large flexibility, some class of id are not semantic where, for example, header could become `container_16`
 - a disciplinal environment may throttle ideas

Use graphics software to layout

- Create a Fantastic Landing Page for Your Next Product Using Photoshop
- Actually, there are many people do this
 - 45 Step-by-Step Tutorials on Web Design with Photoshop
- But this requires one more step
 - Convert Your Product Landing Page From PSD to HTML [Very Detailed]
 - it is the meal ticket of many people



Re-align rather than re-design

Good Designers Redesign, Great Designers Realign

Process of Redesigning N.Design

The Wall is Redesigned



Today's assignment

今天的任務

Re-design (re-align) your site

- Re-think the use of border, font-size, line-height, margin and padding and consider frameworks. Finish all pages of your site.
- Reference
 - [Good Designers Redesign, Great Designers Realign](#)
 - [960 Grid System](#)
 - [Bootstrap, from Twitter](#)
 - [Semantic UI](#)
- Your web site (<http://merry.ee.ncku.edu.tw/~xxx/cur/>, ex6) will be checked not before 23:59 11/13 (Tue). You may send a report (such as some important modifications) to [me](#) in case I did not notice your features.