

Common Mistakes Print Designers Make on the Web

Stephanie Sullivan



Stephanie Sullivan

- ▶ W3Conversions.com
Web Standards and Accessibility development
- ▶ Corporate Trainer
- ▶ Consultant & sub-contractor for XHTML/CSS development
- ▶ Author - Mastering CSS with Dreamweaver CS3 with Greg Rewis
[New Riders - Voices that Matter]
- ▶ Co-lead Adobe Task Force for Web Standards Project (WaSP)
- ▶ Partner - CommunityMX.com - Adobe-based tutorial site
- ▶ Adobe Community Expert
- ▶ List Mom for WebWeavers & moderator for SEM 2.0
- ▶ stef@w3conversions.com

10. Putting the Design Before the Content

Creating visual design first

- ▶ Content, when developed, must then be “fit into” the design
- ▶ The user, and his expected actions with the site are not considered
- ▶ More thought goes into “matching the logo” and “cool graphics” than about function

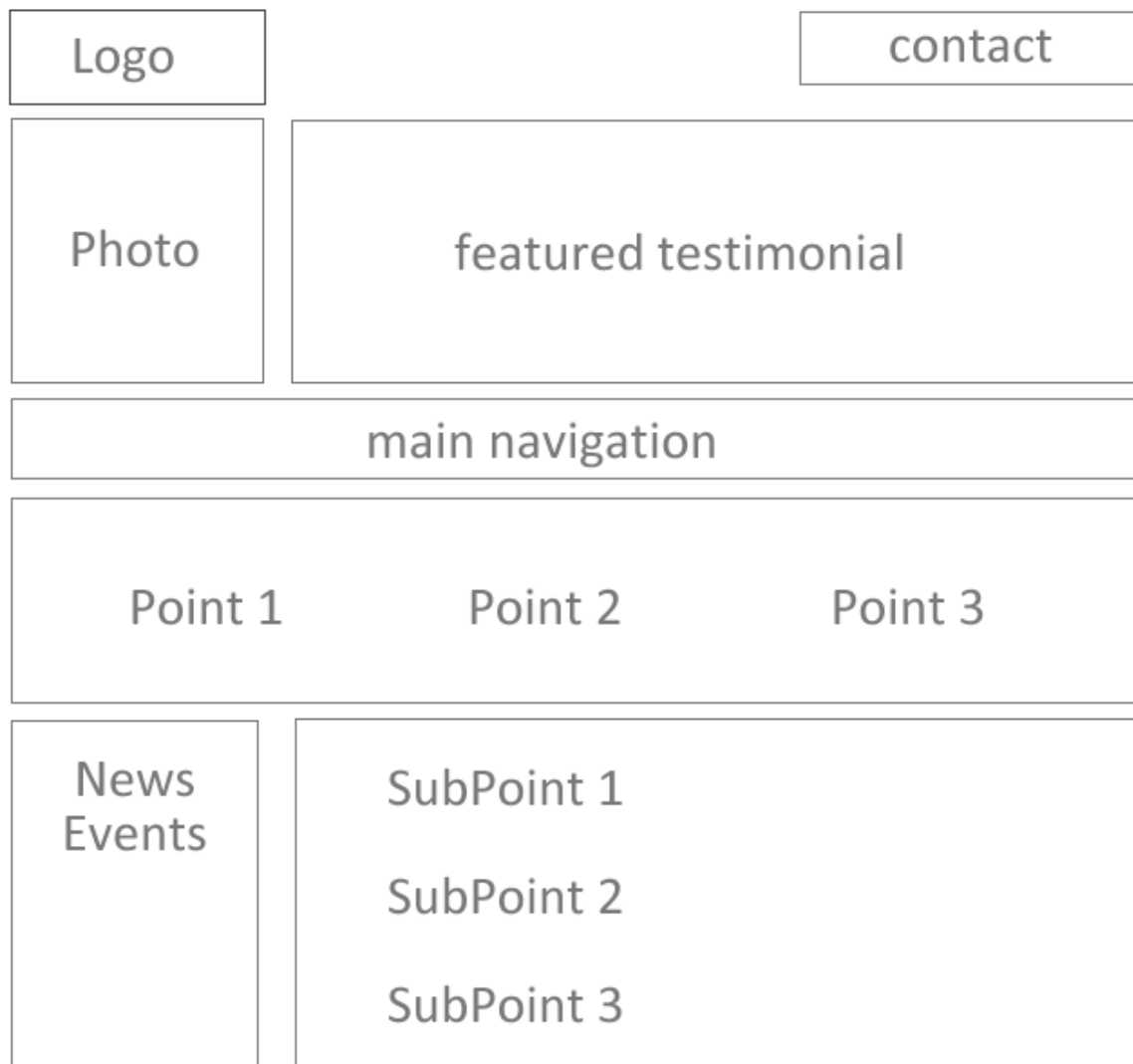
Content is the core

- ▶ Your web site **is** content
 - ▶ information
 - ▶ sales
 - ▶ marketing
- ▶ How do you best present this content?
- ▶ How do you want your user to interact with this content?

Ask yourself...

- ▶ What portions of the content should be plain old semantic html (POSH)?
- ▶ Where could Ajax techniques add value to the site (don't just use it because "it's Web 2.0")?
- ▶ Is there a use for Flash or Flash video?
- ▶ What portions will be printed?
- ▶ Would a pdf be useful?
- ▶ How can we optimize our organic SEO?

WireFrame the Content



Structure, Presentation & Behavior

- ▶ Three document layers for your content
 - ▶ Structure
 - the X/HTML layer used to define the semantic meaning of your content
 - how content is seen with no CSS or JS
 - ▶ Presentation
 - the CSS layer used to reorganize and style your structured content
 - how content is seen with no JS
 - ▶ Behavior
 - the javascript layer used to enhance your styled, structured content

9. Designing for a Specific Browser

Working with the most common browser

- ▶ Makes Firefox and Safari appear to be buggy
- ▶ Leaves out consideration for other user agents
 - ▶ mobile devices
 - ▶ assistive technology
 - ▶ large text/low vision users
 - ▶ keyboard navigators due to carpal tunnel or motor impairments

Search engine spiders - another user agent

- ▶ Spiders view the web much like assistive technology
- ▶ Spiders are looking for words (not images - they place little weight on alt attributes)
- ▶ Spiders think <title> and heading elements (h1, h2, h3...) are yummy
- ▶ Freshbots will dine more often if your content is fresh and updated often

How to design to Web Standards

- ▶ Create the page to Web standards
- ▶ Preview in a standards-compliant browser
- ▶ Fix “other” browsers when site is complete
- ▶ Use CSS with media types to give other user agents a good experience (print style sheet)

8. Naming & Styling Elements Based on Appearance

X/HTML Semantics

- ▶ Don't style content that should be a header to **look** like a header using P elements or spans. Use the appropriate heading tag (h1, h2, h3)
- ▶ Don't use blockquote to indent your text. Use it for quotations along with the cite element.
- ▶ Text should be in P elements
- ▶ Lists should be utilized (ordered, unordered and definition)
- ▶ This is called semantic markup. It's simply the logical meaning of the element itself.

CSS Semantics

- ▶ Don't name your CSS selectors based on what they do. Name them based on their inherent function.
 - ▶ **.important**, **.alert** - **not** **.red_bold**
 - ▶ **#sidebar1**, **#sidebar2** - **not** **#rightSidebar**
 - ▶ **a**, **li a** - **not** **.green_link** or **.blue_button**
- ▶ Avoid classitis - be succinct
 - ▶ define common **element** selectors
 - ▶ use **ID** for page divisions
 - ▶ use **descendent selectors** to target specific elements
 - ▶ only **class** what needs to be reused

7. Believing the Tool is Smart

WYSI-NOT-WYG

- ▶ The tool does not have a brain, you do. Learn how to use it properly (the tool, I mean)
- ▶ Leaving the tool unattended to write the code, is dangerous
 - ▶ “Drawing” in design view takes YOU out of the decision loop
 - ▶ Most tools “instant CSS” is overly verbose and non-specific
 - .style1, .style2, .style56, .style389
 - .ds1, .ds28, .dsR530, .dsR543
- ▶ Most tools still have deprecated code creation easily accessible
 - ▶ attributes placed directly on elements (align=”right”)
- ▶ Some still have proprietary code

The tamed beast is a time-saver

- ▶ Code completion, hinting and coloring
- ▶ Quick start CSS layouts
- ▶ Built-in javascript widgets and functions
- ▶ Accessibility prompts
- ▶ Built-in scanning for most common bugs
- ▶ Layout tools to visualize problems
- ▶ CSS panel (tool tips on specificity, cascade)
- ▶ Working in split view lets you see under the hood
- ▶ Know how to properly use your tool

6. Misunderstanding Linking, Naming and server codes

That confusing server stuff

- ▶ Linking to your hard drive
 - `file:///users/myUsername/Desktop/restofpath/MyPage.html`
 - `../../Desktop/css/basic.css`
- ▶ Must link relative to the root of the site
 - `/directory/myfile.html` (root relative)
 - `../directory/myfile.html` (document relative)
- ▶ Creating assets, and not uploading all files to the remote server

Confusing server codes

- ▶ Apache capitalization - name using lowercase
 - ▶ `www.yoursite.com/MyPage.html` - must be typed in with the same capitalization - otherwise you will get a 404 - not found
- ▶ When redesigning and changing page names, use a 301 redirect to keep search engine goodness
- ▶ Keep an eye on your stats - they will tell you if problems are occurring
 - ▶ Did Google index an earlier development version of your page?
 - ▶ Have you linked to a missing file?
 - ▶ Use Google's webmaster tools to monitor as well

5. A Picture is Worth a Thousand Words - isn't it?

CSS vs Images

- ▶ A typical print mistake is to rely too heavily on images
- ▶ A number of page elements can be created using CSS instead of images
- ▶ What to look for...
 - ▶ Areas of flat color
 - ▶ Simple borders
 - ▶ Commonly used fonts
 - ▶ Repeating elements

Confusion over file types for the web

- ▶ gifs - should be used for areas of flat color that can't be pure CSS
- ▶ jpgs - should be used for photos, gradients and drop shadows or glows
- ▶ transparent pngs - can also be used for “jpg-type” images with transparency (finally supported in IE7 - requires JS for IE6 compatibility)

Combining images and CSS

- ▶ Using images when you can use text
 - ▶ menus can be text with a background image
- ▶ Repeating images
 - ▶ Images can be sliced, placed in the background and set to repeat vertically (y axis) or horizontally (x axis)
- ▶ Image replacement
 - ▶ background image on a span within a heading - given a height and negative text-indent

```
<h1><span>This contains keywords</span></h1>
```
 - ▶ SEO benefits (h1, h2, h3)

sIFR - the other image replacement

- ▶ sIFR 3.0 beta
 - ▶ Flash swf - contains dynamic alphabet in your font
 - ▶ CSS - styles the text used for the heading
 - ▶ Javascript - replaces the CSS styling with Flash
 - ▶ (now with available Flash effects)

4. Putting all the Images Directly in the Page

Images have choices

- ▶ CSS gives us more options than the old table paradigm. Ask yourself?
 - ▶ What images are important to understand the content?
 - Those should be in the foreground (with alt attributes)
 - ▶ What images are purely decorative?
 - Those should be in the background. They're hidden from assistive technology and easy to maintain.

3. Being a Control Freak

The Web is NOT Print

- ▶ Colors vary from monitor to monitor
 - ▶ No true color matching possible
- ▶ Gluing elements into place using AP positioning
- ▶ Headers with `
` to control the line break
- ▶ Can be problematic if text size is increased
 - ▶ double breaking
 - ▶ overlapping

Send me a postcard

- ▶ Pages designed “postcard style” (heights, overflow)
 - ▶ heights and overflow
 - ▶ background images made to be a specific size or that don't repeat

Backgrounds with unique edges



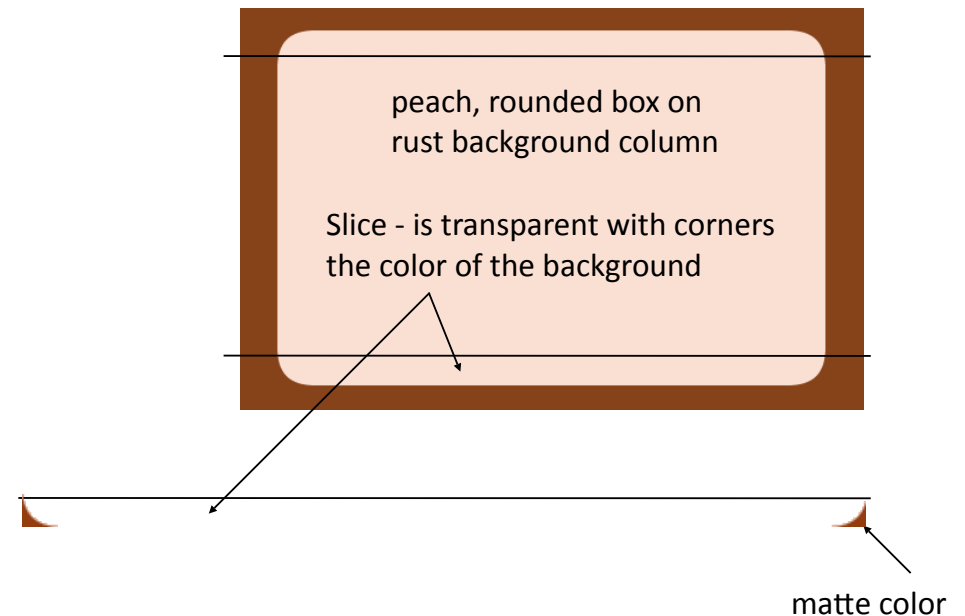
2. Thinking Inside the Box

Free your mind

- ▶ Too many divs - keep it succinct
 - ▶ A menu in a list doesn't have to have a wrapper
 - ▶ Adjoining elements can contain parts of images to make them appear to extend past boundaries
- ▶ Don't have to cut everything into little squares
 - ▶ We're 3-dimensional baby! (the z-index)
- ▶ Faux techniques
 - ▶ Columns that go to the footer when content doesn't
 - ▶ Can more of the image appear if the page is fluid?

Transparent Backgrounds

- ▶ Look for areas where the image can be exported as a transparent gif with corners the color it will be positioned on to create the curve
- ▶ Use CSS for the background color of the div below it

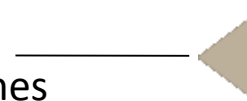


Use Negative Space

- ▶ Making a div or navigational device appear to have a creative shape



Background image centered on right side of button - matches color of the column below. Matted to button background



Images and text boxes

Why let
Chronic
Constipation
slow you
down?



AMITIZA can give
predictable relief*
from Chronic
Constipation.



AMITIZA (ah-ma-TEE-zah) is a prescription medicine approved to treat Chronic Idiopathic Constipation in adults including those over 65. "Idiopathic" means the cause of the constipation is unknown and not due to an underlying illness or medication.



What can you expect when you move to AMITIZA?

- AMITIZA can give ongoing relief* from the symptoms of Chronic Constipation, such as abdominal discomfort and bloating
- On the first day of taking AMITIZA, a majority of people had a bowel movement*
- In studies, as people continued on treatment, they averaged 5 to 6 bowel movements per week*
- AMITIZA is an oral gelcap that you take twice a day with food



**Ask your doctor
if you should move
to AMITIZA.**
To save up to \$20*
and learn more,
call 1-866-752-7102
or visit AMITIZA.com.

Important Safety Information: AMITIZA is not for everyone. If you know you have a bowel obstruction, do not take AMITIZA. If you are unsure, your doctor should evaluate your condition before starting AMITIZA. You should not take AMITIZA if you have severe diarrhea.

AMITIZA has not been studied in pregnant women and should only be used during a pregnancy if the potential benefits justify the potential risk to the fetus. Women should have a negative pregnancy test before beginning treatment with AMITIZA and need to practice effective birth control measures. If you are pregnant or become pregnant while being treated with AMITIZA, talk to your doctor to evaluate the risks.

The most common side effects were nausea, diarrhea, and headache. If nausea occurs, take AMITIZA with food. If your diarrhea or nausea becomes severe, tell your doctor. These are not all the side effects associated with AMITIZA.

Please see Brief Summary of Prescribing Information following this ad.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

 Partnership for Prescription Assistance
If you or someone you know needs help paying for medicine, call 1-888-4PPA-NOW. Or go to www.pparx.org.

* In clinical studies, 57% to 63% of patients experienced a bowel movement within 24 hours after taking AMITIZA. Individual results may vary.
* AMITIZA gives symptom relief for 6 to 12 months as demonstrated in clinical safety studies.
* In clinical studies, patients taking placebo had an average of 3 to 4 bowel movements per week.
* You must meet Eligibility Requirements.

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The anti-aging power of RoC®RETINOL



“ So many products claim to make your skin look younger, it's refreshing when you find one that actually does. ”

2004 2nd Runner-up, MORE/Wilhelmina 60+ Model Search, Steffi Jo Chapin, Terra Ceia, Florida, Age 42

When you're young, your skin cells continuously renew themselves, which keeps your skin looking smooth. As time passes, however, your skin's ability to renew itself gradually slows down. Skin loses its elasticity and wrinkles become more evident. RoC®RETINOL reverses these signs of aging by stimulating your skin's renewal process to help keep it looking younger and healthier.

RoC® was the first to formulate stabilized Retinol — a pure, active form of Vitamin A and the #1 dermatologist recommended age-fighting ingredient. RoC®RETINOL stimulates cell renewal to help skin rebuild it's own collagen. In just 12 weeks, wrinkles are actually filled from within. The result — new, younger-looking, more beautiful skin.

RoC® RETINOL CORREXION® Deep Wrinkle Night Cream is the ONLY moisturizer clinically proven to give 10 years back to the look of your skin*. Formulated to work through the night when your skin is most receptive to repair and renewal, it diminishes even deep wrinkles in just 12 weeks.



RoC® RETINOL CORREXION® Deep Wrinkle Serum is a breakthrough treatment clinically proven to give 10 years back to the look of your skin*. It stimulates skin's renewal process and visibly reduces fine lines and deep wrinkles.



 RoC® products are developed through strong partnerships with dermatologists, contain pure, active ingredients and are clinically proven to deliver visible and lasting results for healthier, younger-looking skin. With over 50 years of dedication to breakthrough skin care, RoC® ensures that the promises it makes are kept.

* On average, skin appeared 10 years younger based on the diminished appearance of wrinkles after 12 weeks of use in clinical testing of either RoC® RETINOL CORREXION® Deep Wrinkle Night Cream or Deep Wrinkle Serum. Results may vary.

1. You Don't HAVE to wear all the Hats

- ▶ outsource
- ▶ sub-contract
- ▶ network
- ▶ You may LIKE to wear all the hats - join a list where you can talk to other people
- ▶ Continue to read, study, fine tune your skills
- ▶ The web is a fluid medium - web skills are constantly changing

Q&A

Resources

- ▶ W3Conversions
<http://www.w3conversions.com>
- ▶ stef@w3conversions.com
- ▶ Mastering CSS with Dreamweaver CS3
New Riders - Voices that Matter
Stephanie Sullivan & Greg Rewis
- ▶ Community MX
<http://www.communitymx.com>

Thank You
Danke schön
Dank u wel
Merci beaucoup