

# Elements of web design

Get into the nitty gritty with Lateral Nord

**Lateral Nord.**



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**@jerryjappinen**



# **First things first**

# **What is the web?**

**The web is  
an open platform  
for everyone**

# Open platform

## Everything on the web...

- **is open and public (source code and assets)**
- **can be manipulated by end-users**
- **can be manipulated by browsers**
- **can be manipulated by extensions**
- **can be linked and embedded on other services**



**How designers  
see the user**



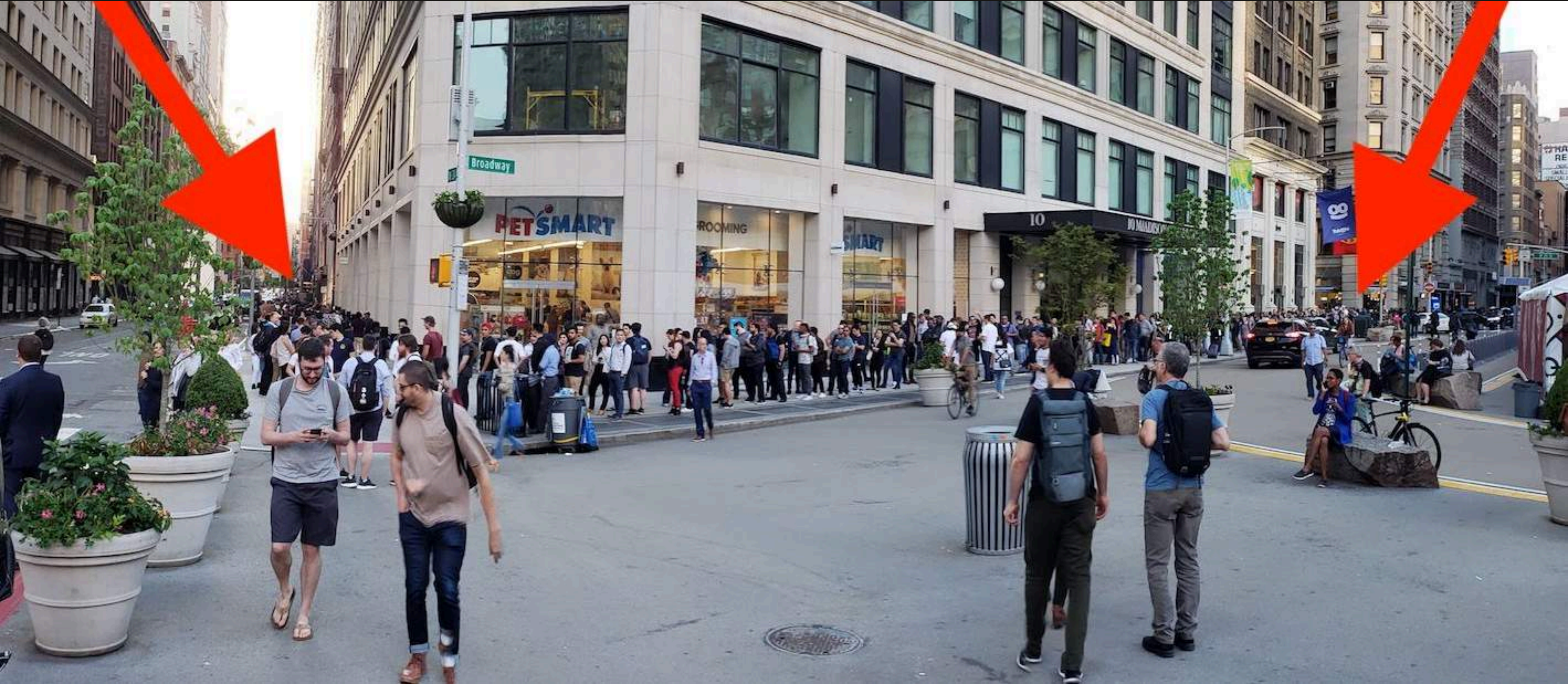


**How developers  
see the user**

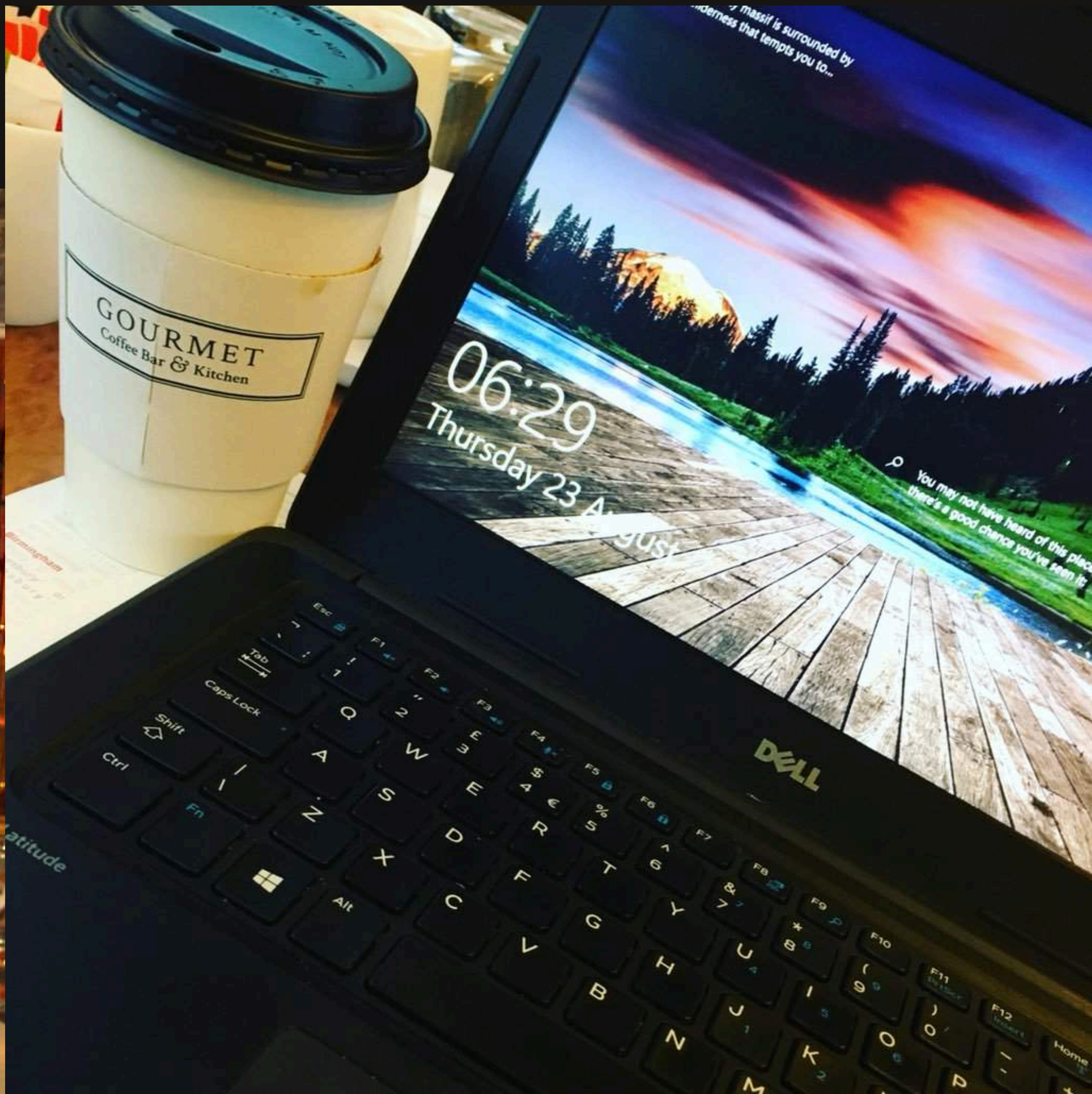




# How users actually are









- 1. Device interaction**
- 2. Layout model**
- 3. Visuals**
- 4. Elements**
- 5. Auditing**
- 6. Technical terminology**



**1. Device interaction**

2. Layout model

3. Visuals

4. Elements

5. Auditing

6. Technical terminology

# Devices

- **Phones**
- **Tablets**
- **Laptops**
- **Desktops**
- **Smart TVs**
- **Smart watches**
- **Screen readers**
- **Outdoor displays**
- **E-readers**
- **Printers**
- **Game consoles**
- **Smart fridges**

# Screens

- **Matte vs glossy**
- **High vs low-DPI**
- **OLED vs LCD**
- **E-ink**
- **SDR vs HDR**
- **Viewing angles**
- **Color reproduction**













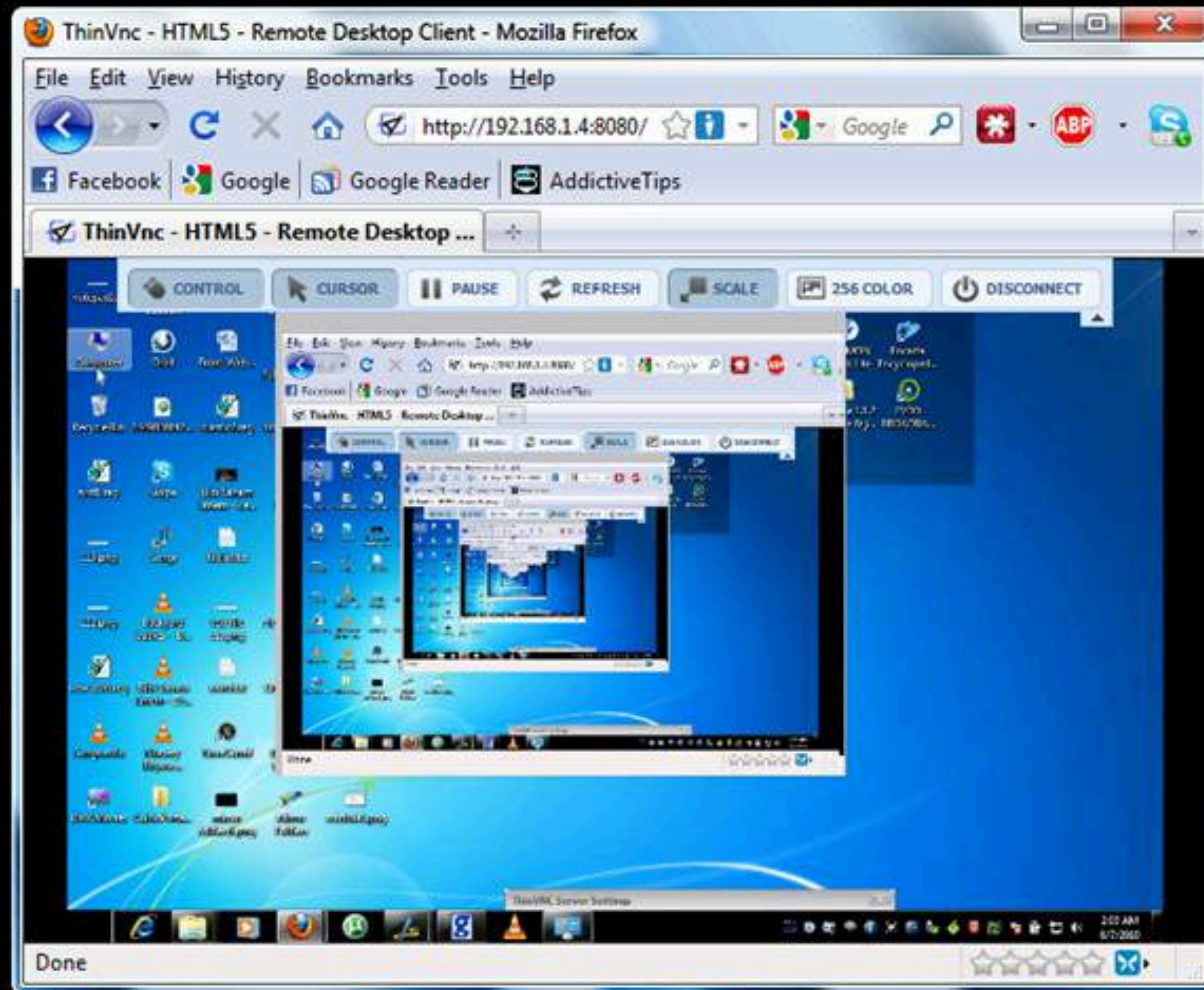




# Browser chrome

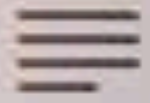
- **Pages are (typically) continuous and dynamically sized**
- **Elements within a page can scroll**
- **Horizontal vs. vertical**
- **Free scrolling vs. paginated vs. automatic**







3:26



en.wikipedia.org

WIKIPEDIA  
The Free Encyclopedia[Main page](#)  
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Search Wikipedia



## Prohodna

From Wikipedia, the free encyclopedia

Coordinates: 42°10′23″N 24°04′23″E﻿ / ﻿42.173°N 24.073°E﻿ / 42.173; 24.073

**Prohodna** (Bulgarian: Проходна) is a karst cave in north central Bulgaria, located in the Iskar Gorge near the village of Karlukovo in Lukovit Municipality, Lovech Province. The cave is known for the two eye-like holes in its ceiling, known as *Oknata* ( The windows ).

Prohodna is the best known attraction in the Karlukovo Gorge (part of the Geological Park Iskar-Panega), one of the largest karst regions in Bulgaria and a popular location for speleology.<sup>[1]</sup> Formed during the Quaternary, Prohodna is 262 metres (860 ft) long, which makes it the longest cave passage in Bulgaria. The cave has two entrances which lie opposite one another, known respectively as the Small Entrance and the Big Entrance. The former is 35 metres (115 ft) high and the latter reaches 42.5 or 45 metres (139 or 148 ft)<sup>[2]</sup> in height. The cave owes its name, which



The Big Entrance of Prohodna (Passage) cave with visitors for comparison of height



The Eyes of God formation in the Prohodna cave

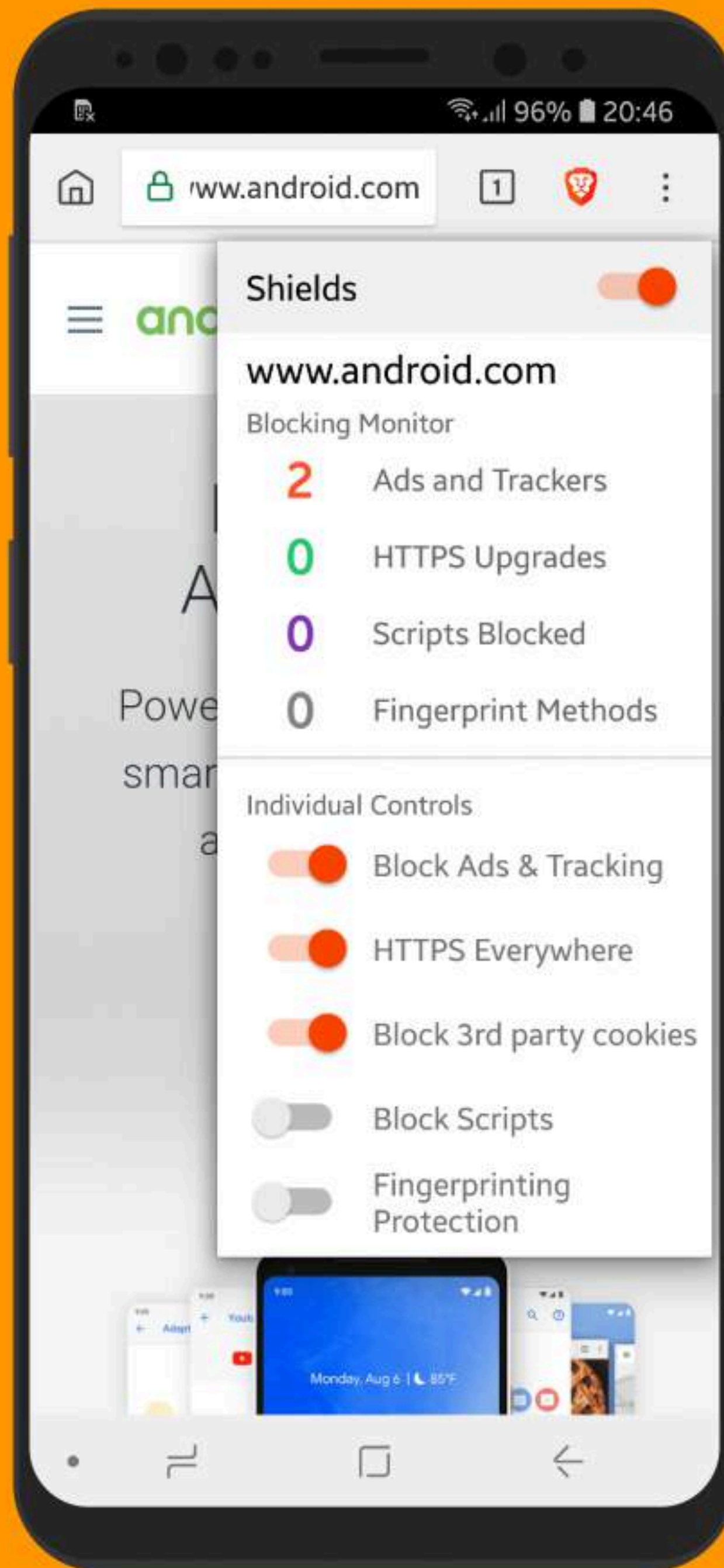


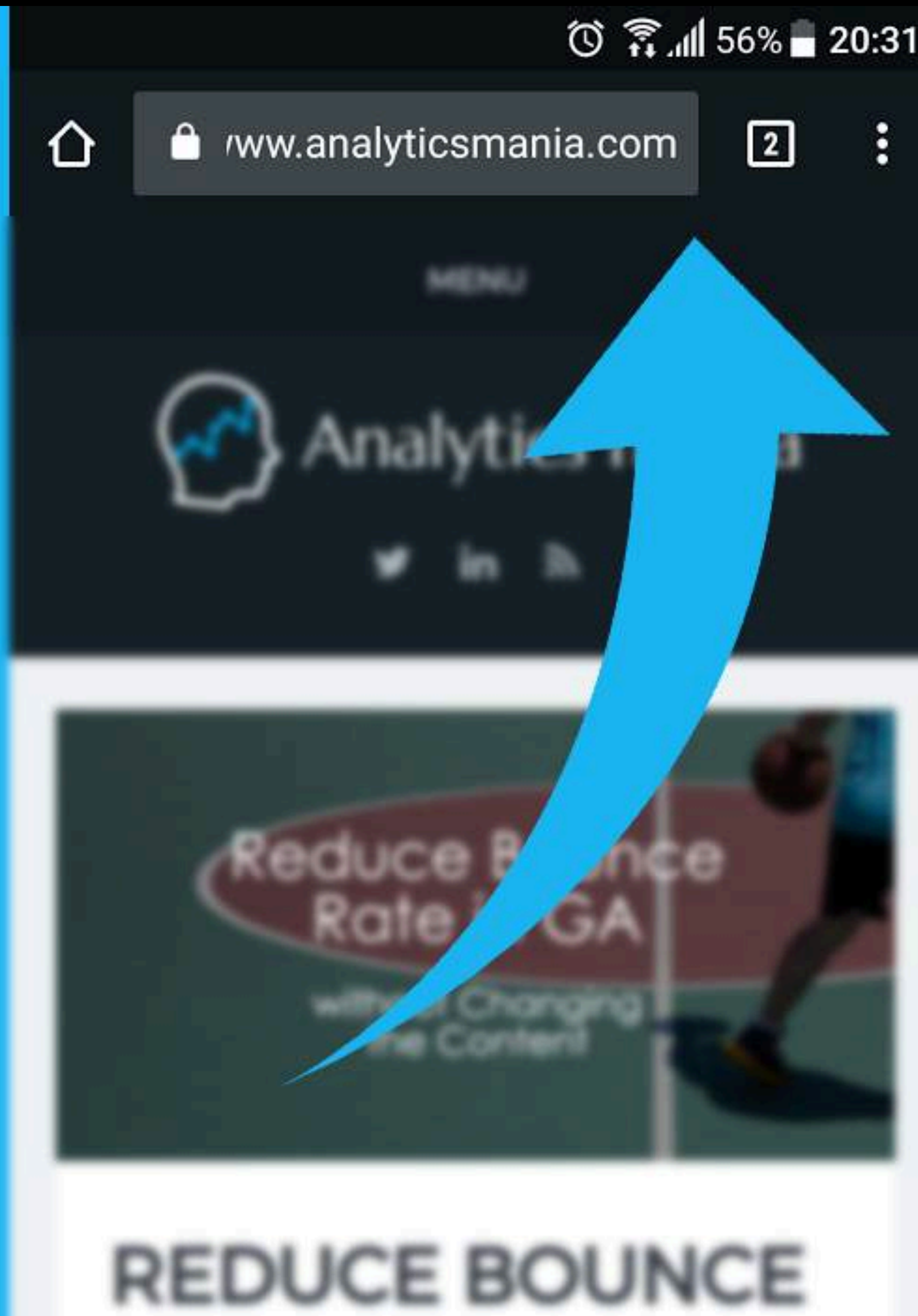
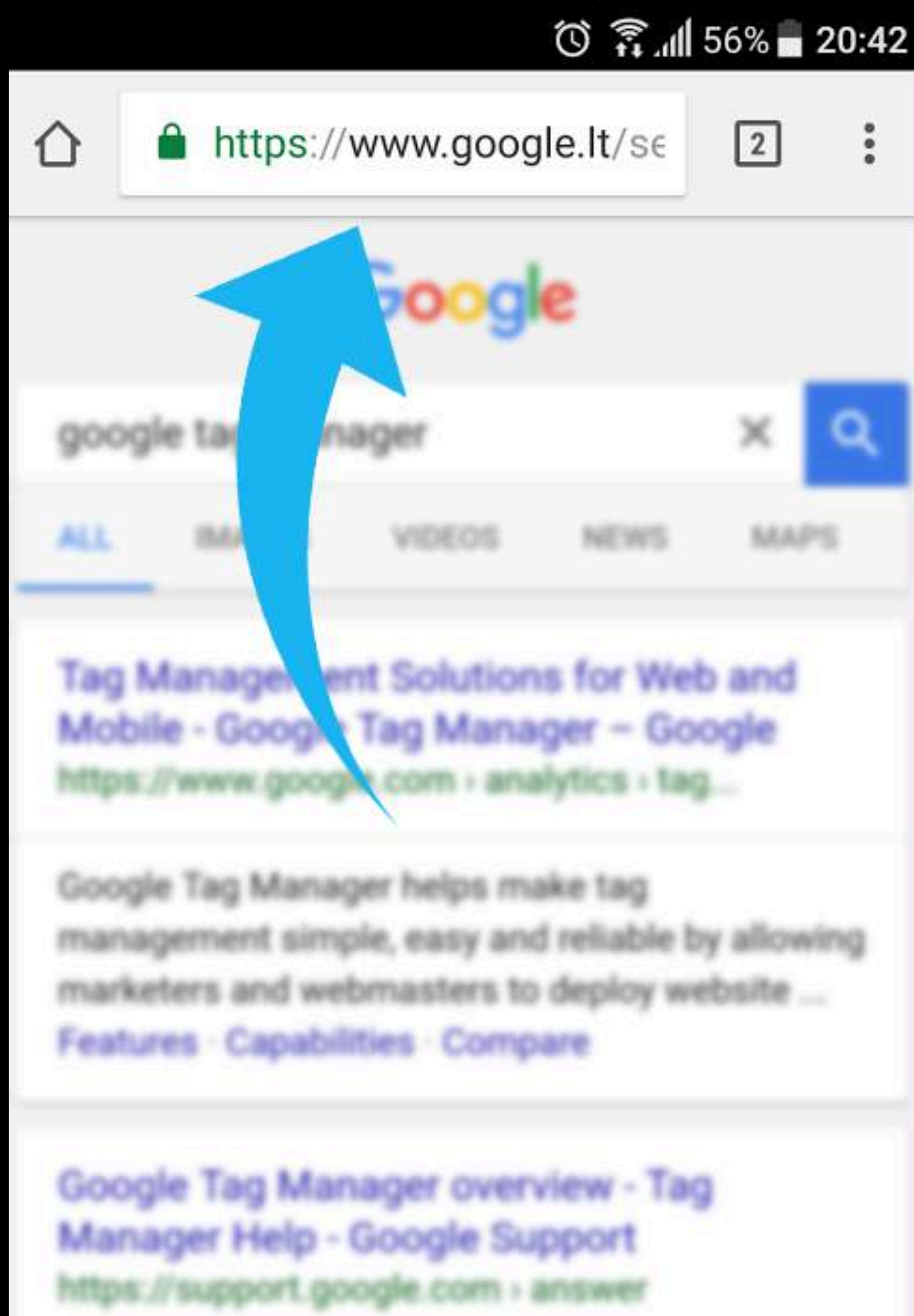
One of the cave's entrances

The Eyes of God formation in the

[Request Desktop Site](#)[Cancel](#)









# Using the prefers-color-scheme CSS media query

The release notes mention a new CSS media query for Dark Mode without saying how to use it. We can try to use a unit test from the WebKit repo as sample code instead.

In revision [r237156](#), a test named [prefers-color-scheme.html](#) looks promising. It shows that the new prefer-color-scheme media query can either be light or dark.

Let's assume our CSS already looks good in light mode. We can use the media query to add overrides for some rules in Dark Mode:

```

/* The CSS rules we had before. */
body {
  line-spacing: 1.2em;
  color: black;
  background: white;
}
@media (prefers-color-scheme: dark) {
  /* Overrides for Dark Mode. */
  body {
    color: white;
    background: black;
  }
}
    
```

We can even put CSS variables in the media query. Unfortunately, it's a pretty cutting edge feature: as of October 2018, only 91 percent of US web traffic supports it.<sup>1</sup> That's not enough for something as fundamental as setting the colors on a website.

Why don't we use the media query for light mode too? Most browsers don't know about prefers-color-scheme yet. If we had enclosed the light mode



macOS Beta  
2 TB, 1.66 TB free



macOS Mojave  
1.94 TB, 1.63 TB free





# Input devices

- **Cursor**
- **Touch**
- **Touch pad**
- **Scroll wheels**
- **Keyboard**
- **Game pads**

**Each have their own best practices and design considerations (hit area size, hover feedback, common errors etc.)**

# Operating systems

- **Dark vs light theme**
- **Native input elements**
- **Security controls and limitations**
- **Platform conventions**
- **Design and style**

# Interaction


- **Pointer movement**
- **Clicks**
- **Scrolls**
- **Touches**
- **Drags**
- **Key presses**



# Viewport size

- Screen and window sizes vary *between devices*
- Viewport size on *one device* varies
- User can change viewport size in *one session*
- Mobile first?

Galaxy S9, Note 8, S8 360x740

 **Firefox Browser**

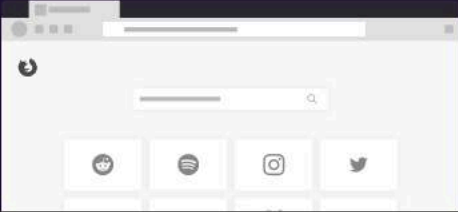
### Get the latest Firefox browser.

And start getting the respect you deserve with our family of privacy-first products.


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Galaxy S9 Plus, S8 Plus 412x846

 **Firefox Browser**

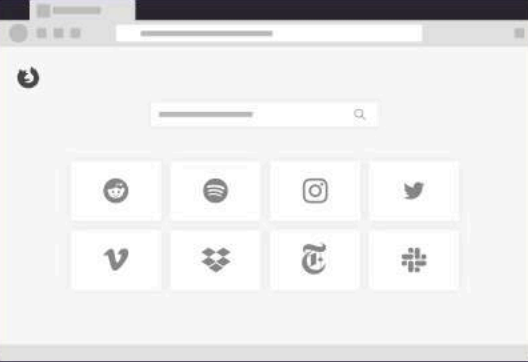
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Medium Screen 1024x800

 **Firefox Browser**


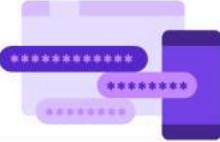

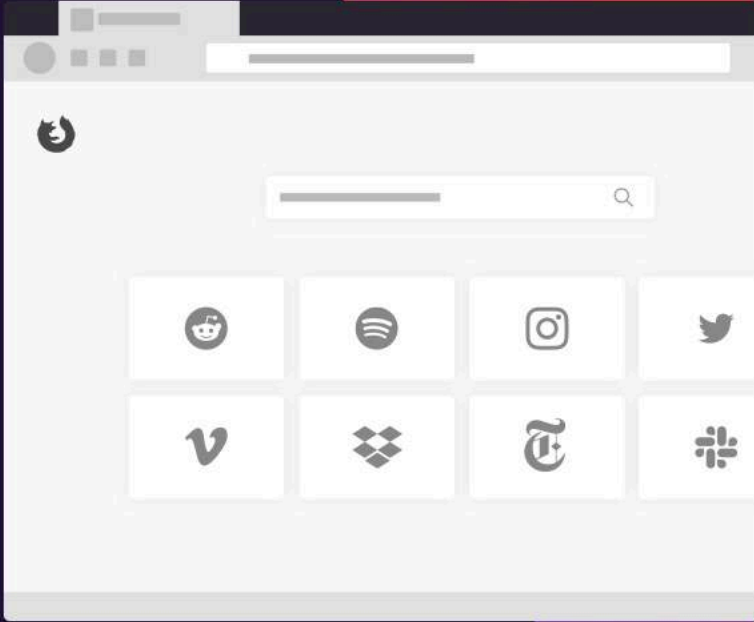
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Large Screen 1280x800

 **Firefox Browser**

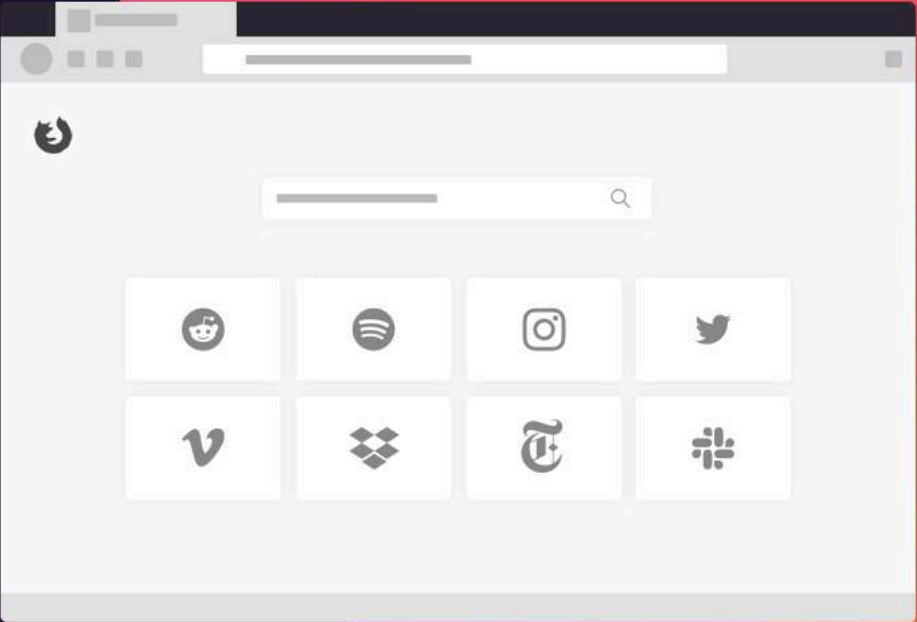
### Get the latest Firefox browser.

And start getting the respect you deserve with our family of privacy-first products.

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d.



# Scrolling

- **Pages are continuous and dynamically sized**
- **Elements within a page can scroll**
- **Horizontal vs. vertical**
- **Free scrolling vs. paginated vs. automatic**

1. Device interaction
- 2. Layout model**
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# Quick foreword



# **Native vs. non-native rendering**



Cases - Marketing Clinic

marketingclinic.fi/cases/

iPhone 6/7... 414 x 736 75%

Elements

Console

Sources

Network

Performance

Memory

Application

Security

Audits

Styles

Computed


Event Listeners

DOM Breakpoints

Properties

Cases

We're proud to showcase a few of our clients' successes. Read about how our clients made growth happen and reinvented their marketing and communications.



a

226.97 x 94

Color #02304F

Font 20px Muli, Arial, "Helvetica Neue", Helv...

Contrast Aa 13.65

Fazer – "Northern Magic. Made Real." Winning the hearts and minds of consumers

<!doctype html>

<html lang="en-US" prefix="og: http://ogp.me/ns#" class>

><head>...</head>

><body class="page-template page-template-pages page-template-template-cases page-template-pagestemplate-cases-php page page-id-67 header-fixed">

><div id="wrapper">

><div class="wrap">

><header id="header">...</header>

><main>

><div class="container-fluid inner-container cases-page">

><div class="row text-frame">...</div>

><div class="row item-holder cases-holder animation-block js-items-holder in-viewport">

><div class="col-sm-6 col-md-3">

><div class="image-block">...</div>

><h6>Fazer</h6>

><h4 class="first-letter">

><a href="https://marketingclinic.fi/case/fazer-northern-magic-made-real/">Fazer – "Northern Magic. Made Real." Winning the hearts and minds of consumers

></a> == \$0

><div class="col-sm-6 col-md-3">...</div>

><div class="col-sm-6 col-md-3">...</div>

><div class="col-sm-6 col-md-3">...</div>

><div class="button-block text-center button-cases">...</div>

><section class="filter-holder">...</section>

></main>

><div id="footer">...</div>

></div>

><!-- Google Tag Manager (noscript) -->

><noscript>...</noscript>

><!-- End Google Tag Manager (noscript) -->

><script type="text/javascript" src="https://cdnjs.cloudflare.com/ajax/libs/jquery-validate/1.17.0/jquery.validate.min.js?ver=5.1.3">

></script>

><script type="text/javascript" src="https://marketingclinic.fi/wp-content/themes/mc/js/jquery.main.js?ver=5.1.3"></script>

><script type="text/javascript" src="https://marketingclinic.fi/wp-content/themes/mc/js/theme.js?ver=5.1.3"></script>

><script type="text/javascript" src="https://marketingclinic.fi/wp-

Filter

:hov .cls +

element.style {

}

h1 a, h2 a, h3 a, h4 a, h5 a, h6 a, .h1 a, .h2 a, .h3 a, .h4 a, .h5 a, .h6 a {

color: #02304f;

}

a {

transition: color 0.3s;

}

a {

color: #d12b27;

text-decoration: none;

background-color: transparent;

webkit-text-decoration-skip: objects;

}

\* {

max-height: 1000000px;

}

\*, \*:before, \*:after {

box-sizing: inherit;

}

\*, \*:before, \*:after {

box-sizing: border-box;

}

a:-webkit-any-link {

color: -webkit-link;

cursor: pointer;

text-decoration: underline;

}

Inherited from h4.first-let...

@media (max-width: 639.98px)

.cases-holder h4 {

font-size: 20px;

margin: 0 0 15px;

}

@media (max-width: 767.98px)

.cases-holder h4 {

font-size: 26px;

margin: 0 11px 8px;

}

@media (max-width: 1023.98px)

.cases-holder h4 {

font-size: 20px;

}

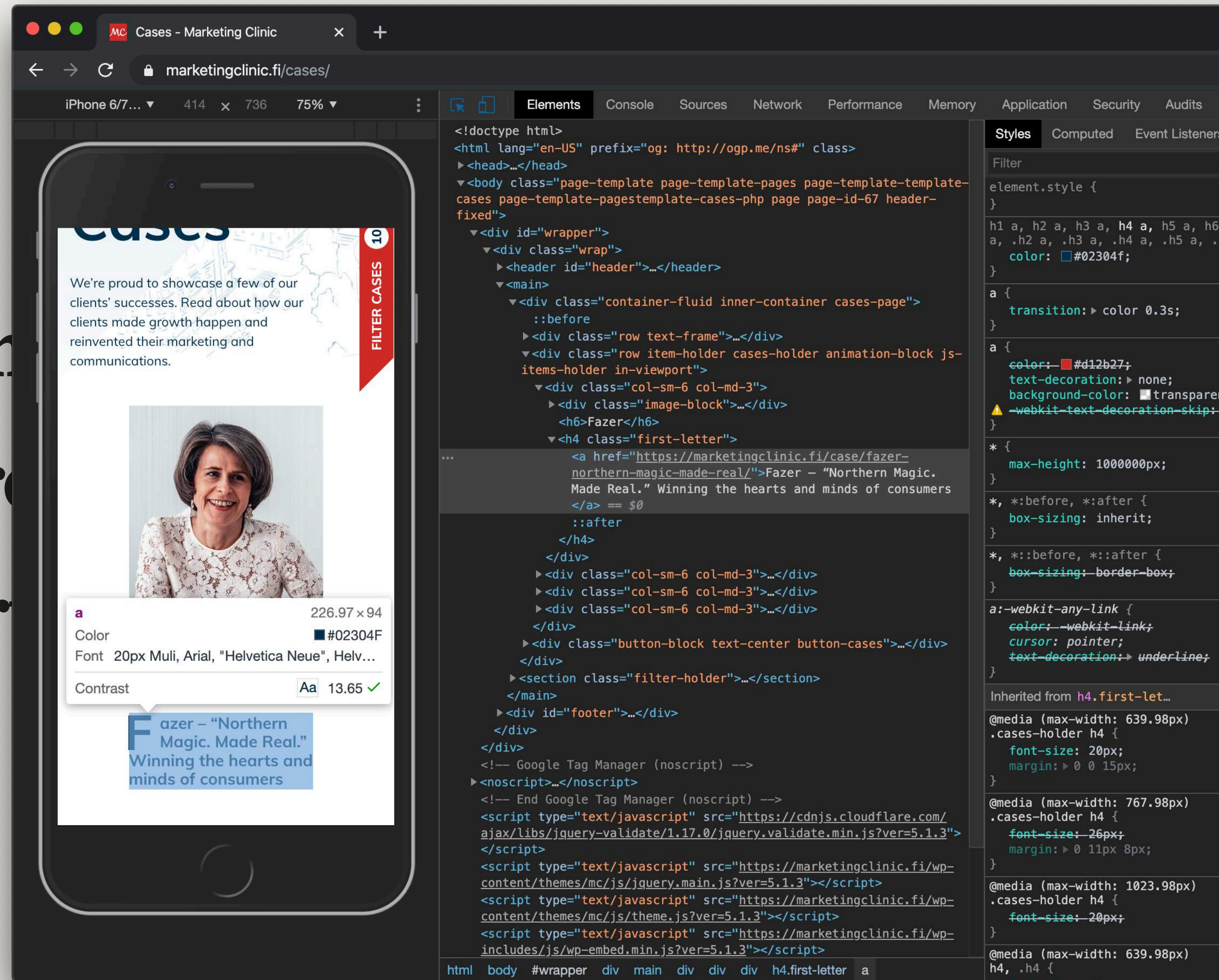


# Native rendering

A browser renders graph

Every object can have pro

Different objects support







**Every pixel is predefined**

**No run-time manipulation with user interaction**

Native

**Browser has data on individual elements, composing the final rendering**

**Design can be manipulated and tied to user interaction**





**It's a bit similar to bitmap vs.  
vector**

**Think of all the possibilities of  
this native rendering machine**



# **What design tools do you use?**

**Try to forget about them!**

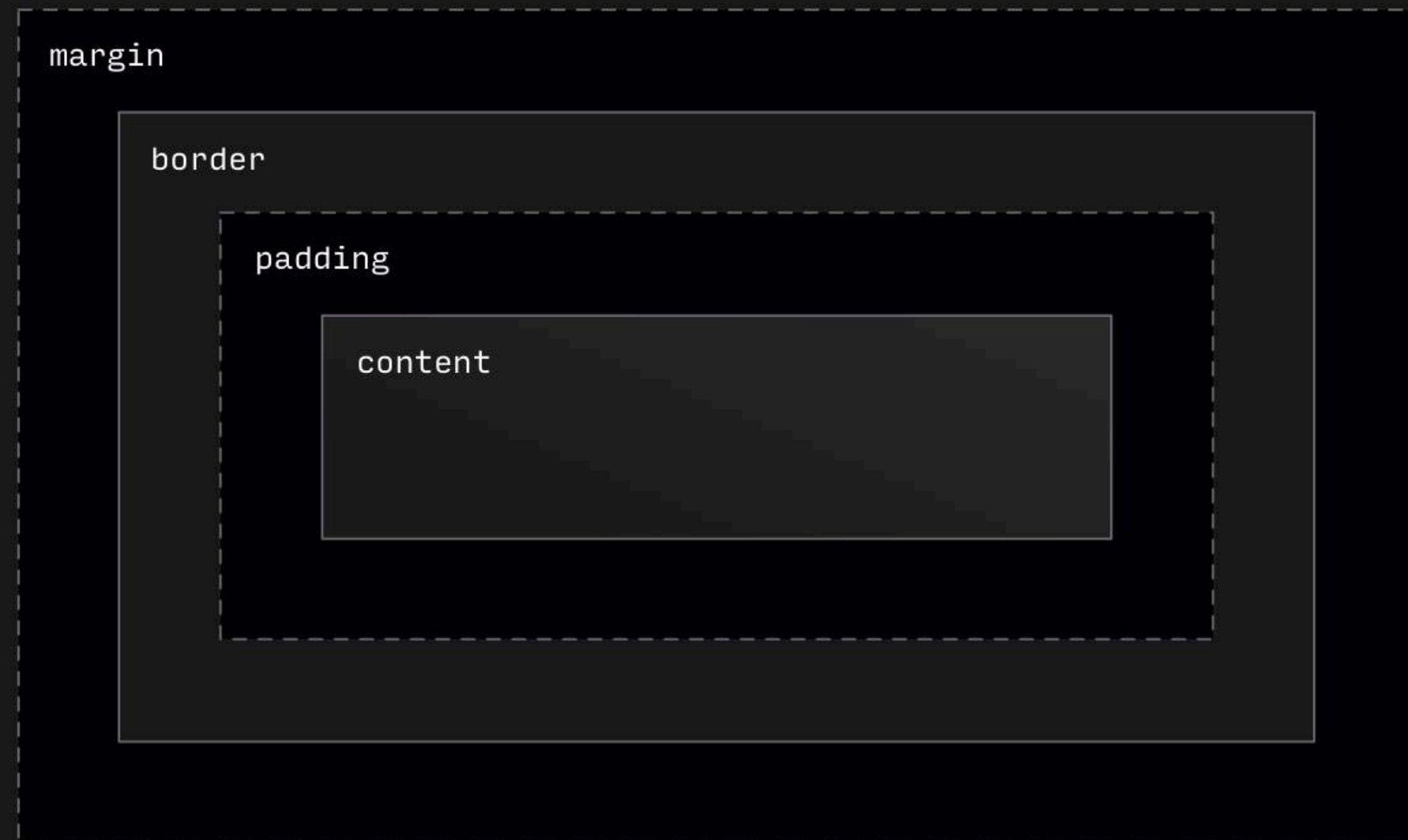


**Let's go through the building  
blocks**

1. Device interaction
- 2. Layout model**
3. Visuals
4. Elements
5. Auditing
6. Technical terminology



# The box model

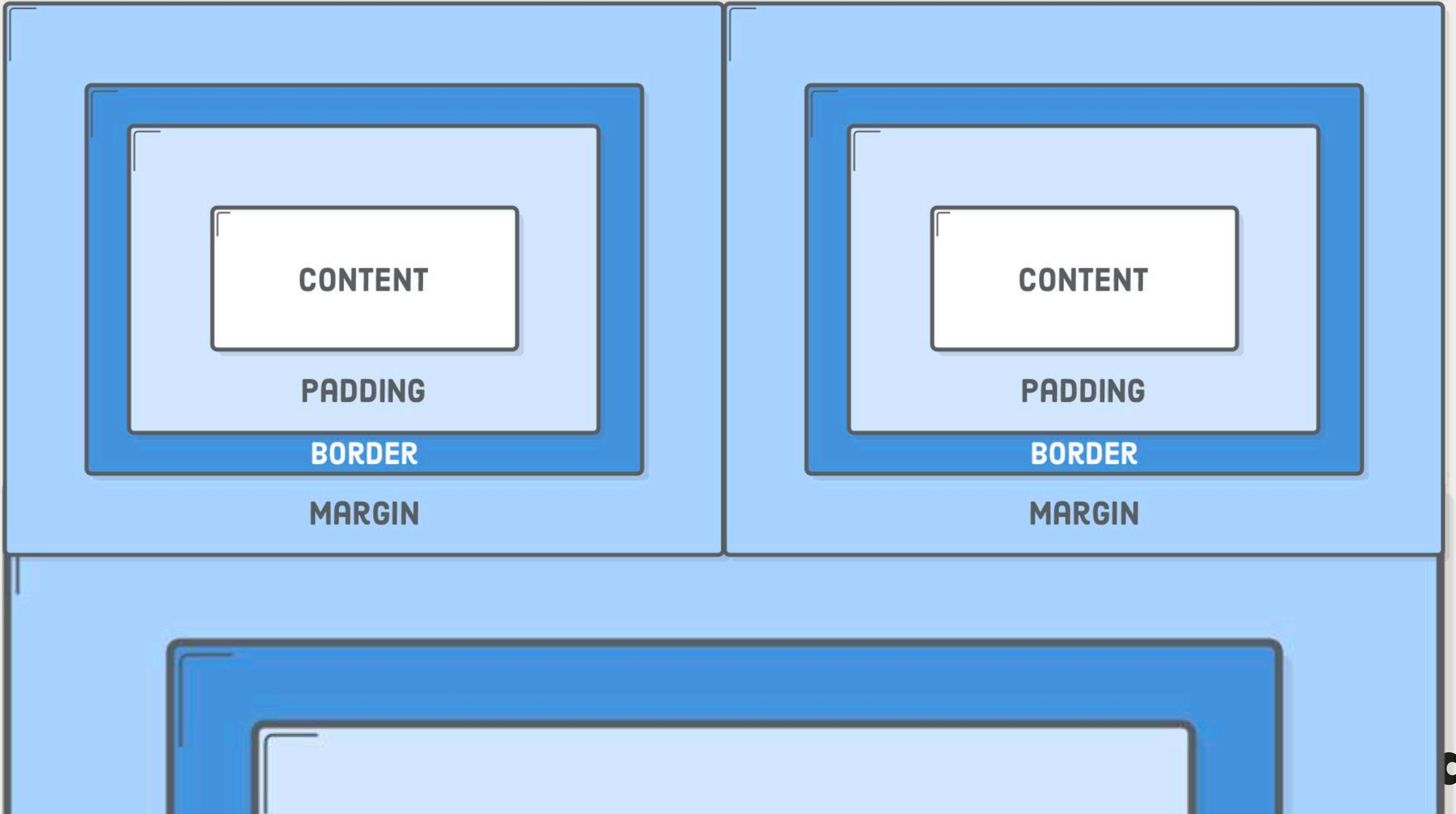


**This is a box**

**It has properties**

**Properties take up space**

**[framer.com/blog/posts/box-model](https://framer.com/blog/posts/box-model)**





About 5 970 000 000 results (0,45 seconds)

## SVG 2 support in Mozilla - SVG: Scalable Vector Graphics | MDN

[https://developer.mozilla.org/en-US/docs/Web/SVG/2\\_support\\_in\\_...](https://developer.mozilla.org/en-US/docs/Web/SVG/2_support_in_...)

Mar 23, 2019 - **SVG 2** is the next major version of the SVG standard, which is a complete rework of the SVG 1.2 draft.

[Basic Data Types and ...](#) · [Document Structure](#) · [Styling](#) · [Coordinate Systems ...](#)

## Scalable Vector Graphics (SVG) 2

<https://www.w3.org/SVG2>

Oct 4, 2018 - This document is the 04 October 2018 Candidate Recommendation of **SVG 2**. This version of SVG builds upon SVG 1.1 Second Edition by ...

[Document Structure](#) · [Styling](#) · [Text](#) · [Rendering Model](#)

## The SVG 2 Conundrum | CSS-Tricks

<https://css-tricks.com/svg-2-conundrum>

Nov 11, 2016 - The SVG we know and love today is "SVG 1.1 2nd edition". **SVG 2** is in Editor's Draft status at the W3C, and it's at serious risk of never getting ...

[SVG 2 new features](#) · [w3c/svgwg Wiki](#) · [GitHub](#)



svg 2 - Google Search

google.com/search?q=svg+2&oq=svg+2&aqs=chrome..69i57j0l6j69i60.783j0j1&sourceid=chrome&ie=UTF-8

Google

svg 2

All

Images

Videos

Maps

News

More

Settings

Tools

div#center\_col632 × 1867.255 970 000 000 results (0,45 seconds)

SVG 2 support in Mozilla - SVG: Scalable Vector Graphics | MDN

https://developer.mozilla.org › en-US › docs › Web › SVG\_2\_support\_in\_... ▾

Mar 23, 2019 - SVG 2 is the next major version of the SVG standard, which is a complete rework of the SVG 1.2 draft.

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https://www.w3.org › SVG2 ▾

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SVG 2 new features · w3c/svgwg Wiki · GitHub

https://github.com › svgwg › wiki › SVG-2-new-features ▾

SVG Working Group specifications. Contribute to w3c/svgwg development by creating an account on GitHub.

People also search for

svg 2 exampled3 text overflow

svg 3thunderbird svg

svg wrap textcaniuse

People also ask

What is SVG used for? ▾

How does SVG work? ▾

What can open SVG files? ▾

Elements

Console

Sources

Network

Performance

Memory

Application

Security

Audits

<script nonce="INE9ipJHHTx/QiYGmsmrQ==">...</script>

<div id="sfcnt">...</div>

<script nonce="INE9ipJHHTx/QiYGmsmrQ==">(function(){google.tick("load","sct");}).call(this);</script>

<div id="dc"></div>

<div id="subform\_ctrl"></div>

<style>...</style>

<div id="bst" style="display:none"></div>

<div id="top\_nav">...</div>

<div id="before-appbar"></div>

<div class="appbar" id="appbar">...</div>

<div class="mw" id="ucs"></div>

<div id="atvcap"></div>

<div class="mw">

<div id="rcnt" style="clear:both;position:relative;zoom:1">

<div id="bcenter">...</div>

<div class="col" style="width:0">

<div id="center\_col"> == \$0

<style>...</style>

<div id="taw">...</div>

<div class="med" id="res" role="main">...</div>

<div id="bottomads"></div>

<div id="extrares">...</div>

<div>...</div>

</div>

<div jscontroller="TxZWcc" class="rhscol col rhstc3" jsdata="MdeVKb;;CmxWiU" id="rhs" jsaction="rcuQ6b:npT2md">...</div>

<div style="clear:both"></div>

</div>

<div id="bfoot">...</div>

</div>

<style>...</style>

<div id="footcnt" data-ved="2ahUKEWjao9eyq4rmAhV15aYKHdqUC7AQppyp6BAGNEEM">...</div>

<!-- cctlcm 5 cctlcm -->

<script nonce="INE9ipJHHTx/QiYGmsmrQ==">...</script>

<style id="dstyle">...</style>

<div id="xfootw">...</div>

</div>

</body>

</html>

html

body#gsr.srp.tbo.vasq

div#main

div#cnt.big

div.mw

div#rcnt

div.col

div#center\_col

div#res.med

Styles

Computed

Event Listeners

>>

margin

-

border

-

padding

-

150

632 × 1867.250

264

Filter

Show all

align-content

normal

align-items

normal

align-self

auto

alignment-baseline

auto

all

animation-delay

0s

animation-direction

normal

animation-duration

0s

animation-fill-mode

none

animation-iteration-c...

1

animation-name

none

animation-play-state

running

animation-timing-func...

ease

backdrop-filter

none

backface-visibility

visible

background-attachment

scroll

background-blend-mode

normal

background-clip

border-box

background-color

rgba(0, 0, 0, ...

background-image

none

background-origin

padding-box

background-position-x

0%

background-position-y

0%

background-repeat-x

background-repeat-y

background-size

auto

baseline-shift

0px

block-size

1867.25px

border-block-end-colo...

rgb(34, 34, 34)

border-block-end-styl...

none

border-block-end-widt...

0px

border-block-start-co...

rgb(34, 34, 34)

border-block-start-st...

none

border-block-start-wi...

0px

border-bottom-color

rgb(34, 34, 34...

border-bottom-left-ra...

0px

border-bottom-right-r...

0px

border-bottom-style

none

border-bottom-width

0px

border-collapse

separate

border-image-outset

0px

border-image-repeat

stretch

border-image-slice

100%

border-image-source

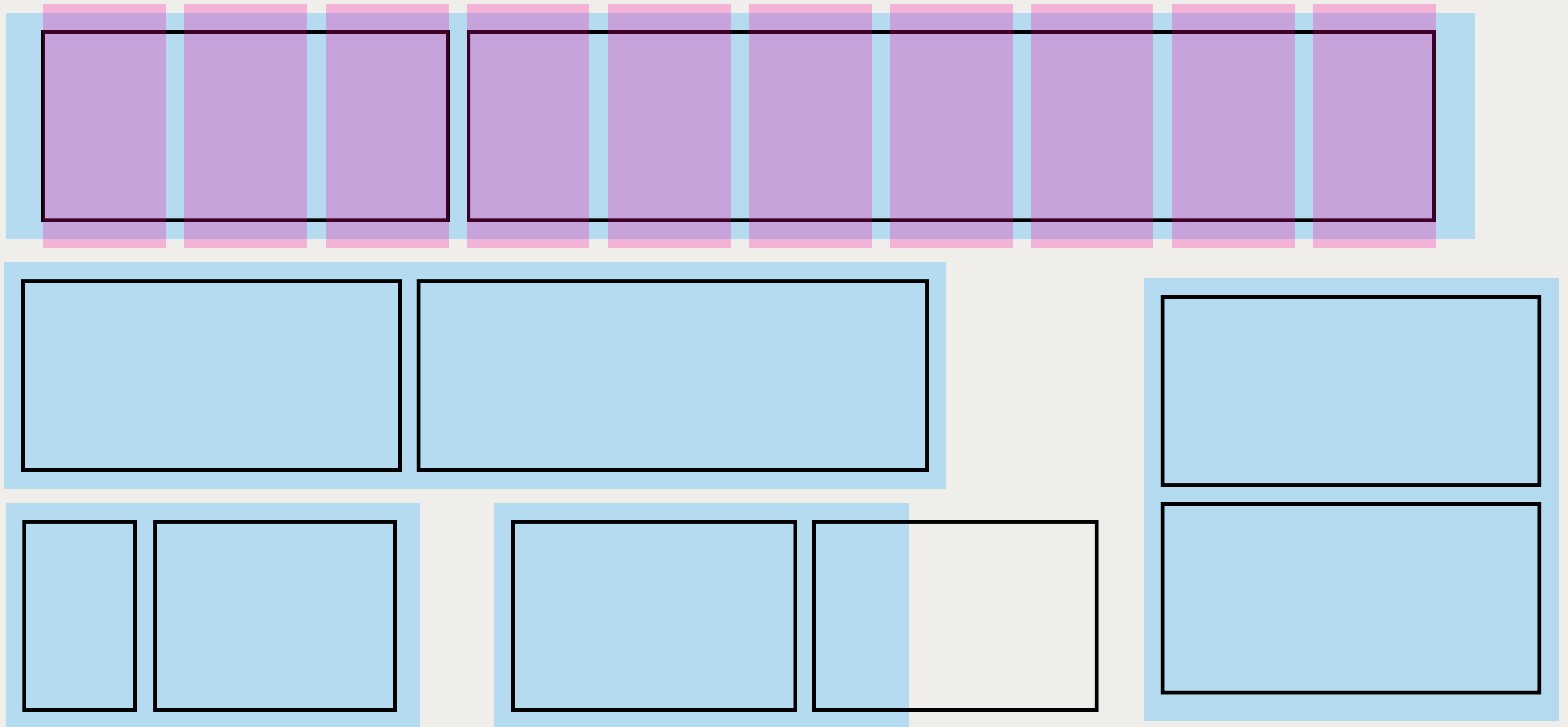
none



# Layout model

- **Inline**
- **Block**
- **Flex**
- **Grid**
- **Absolute**
- **Fixed**
- **Canvas \***
- **SVG \***
- **Usually elements don't "float"**
- **Columns and grids mean something different from print**
- **Baseline grids don't exist**
- **Everything is nested boxes**
  - **...except inline elements**
  - **\* Canvas/SVG**

# Layout with columns?





# Layout with columns?

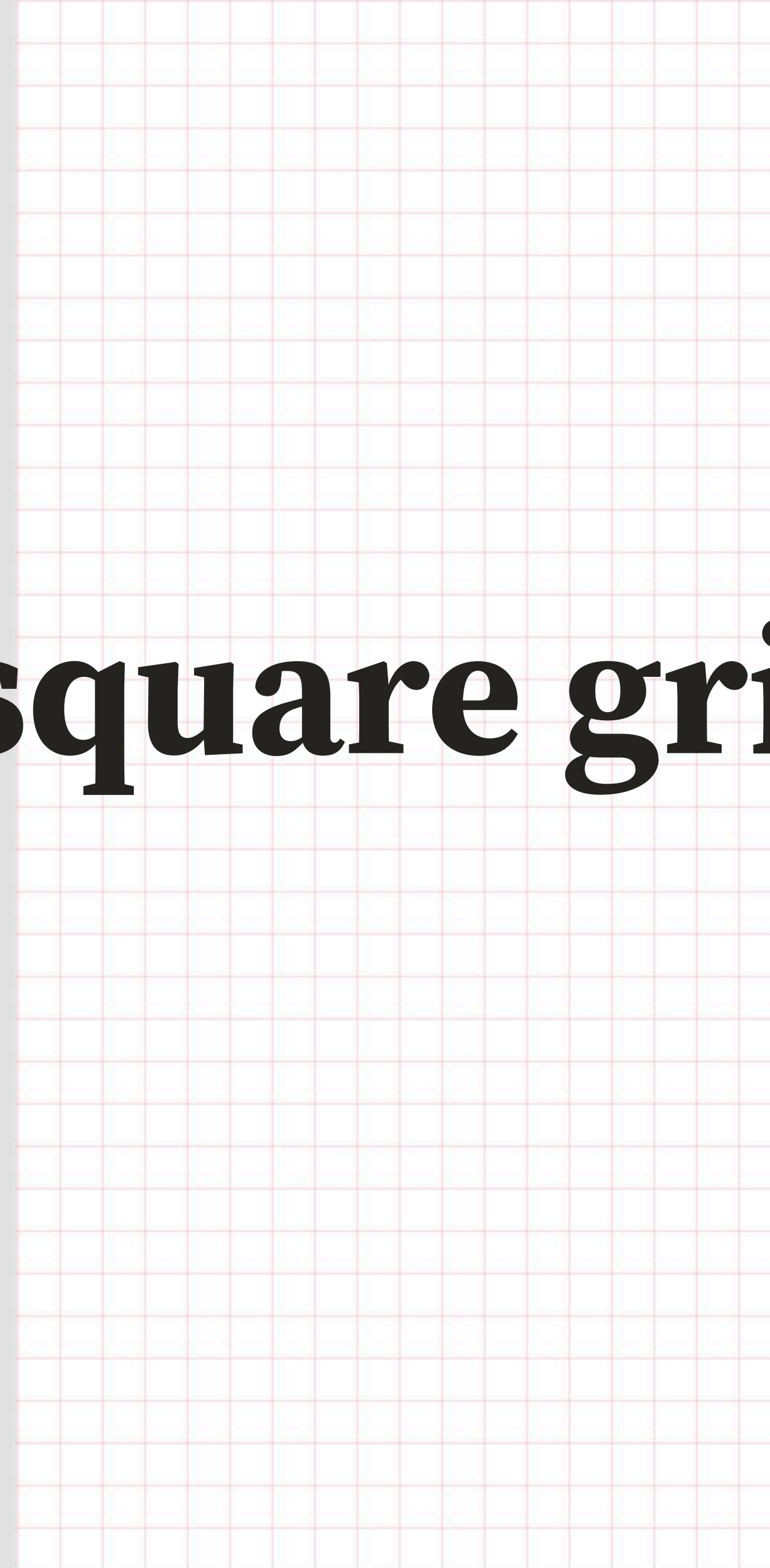


- **Traditional (e.g. 12-column) layout grids don't work well in web**
- **~~No native column grids, only hacks~~**
- **Web layouts are dynamic and responsive**
- **Design tool for web: <https://webflow.com/>**

Frame 5



Frame 4



# Consider square grids for design



1. Device interaction
2. Layout model
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# Element properties

- **Dimensions**
- **Position**
- **Background color**
- **Background image**
- **Font family**
- **Border**
- **Transformation**
- **Layout**
- **Overflow and scrolling**
- **Opacity**
- **Text indentation**
- **Shadows**
- **Border radius**
- **...**



# Colors

- **Hex**
- **RGB(A)**
- **HSL(A)**
- **Keywords**
- **Run-time variable support**
- **Gradients**

# Units

- **px**

- **vh**

- **vw**

- **vmin**

- **vmax**

- **pt**

- **pc**

- **cm**

- **mm**

- **in**

- **%**

- **em**

- **rem**

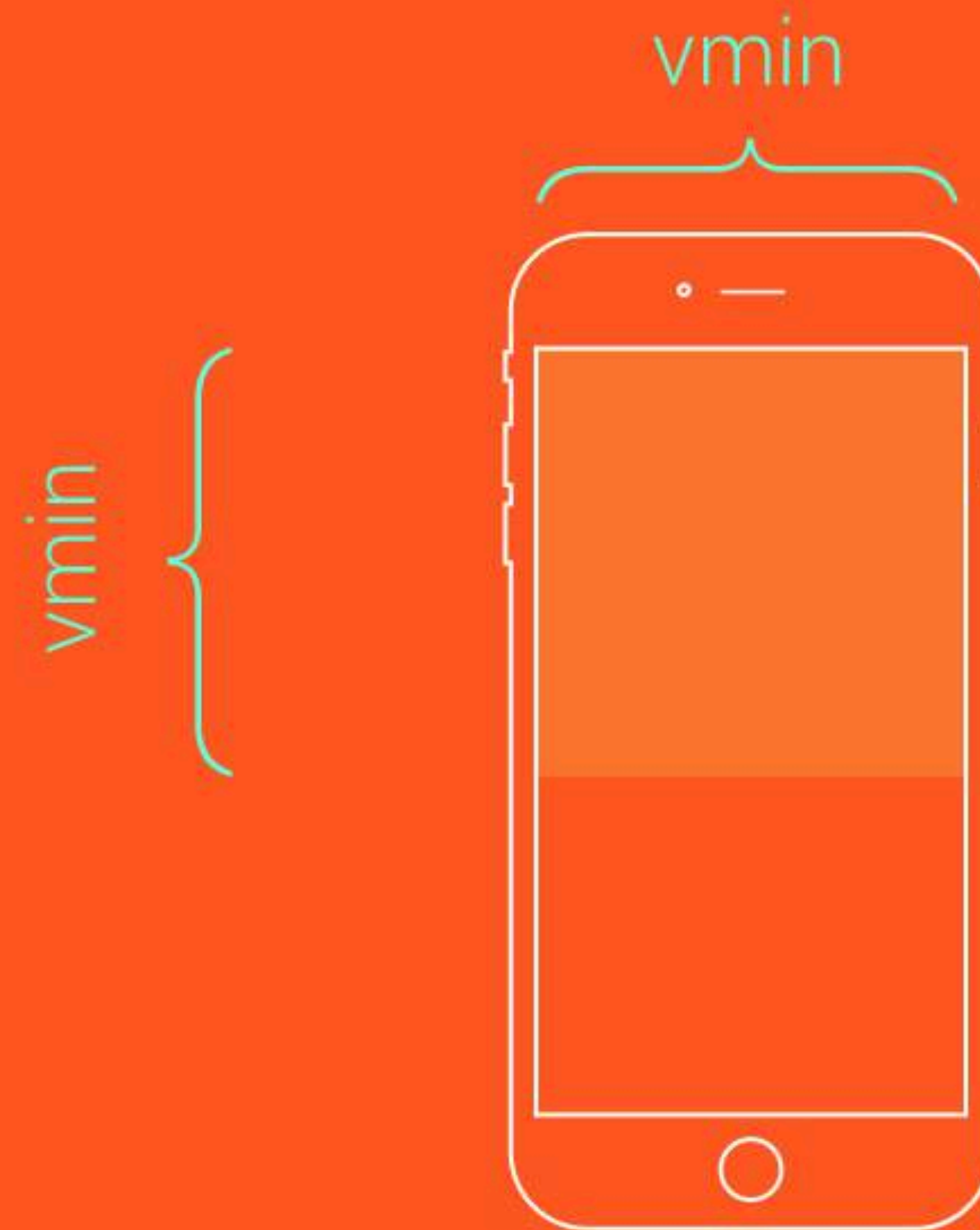
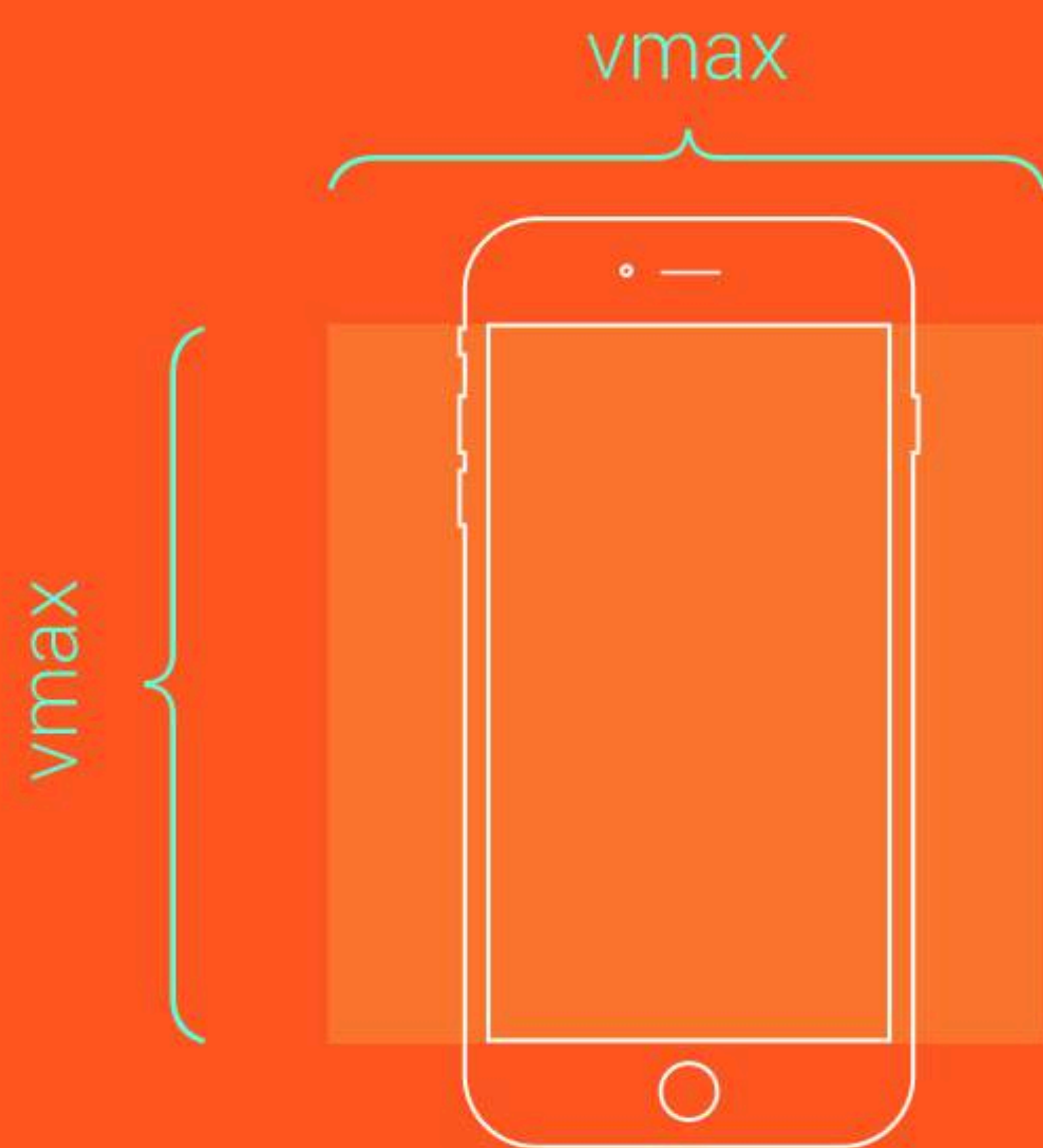
- **ex**

- **ch**



# Font sizing

- **Points or pixels are fixed units**
- **em and rem are context-sensitive and can be scaled**
- **vw and vh are dependent on viewport size**





# Type



<https://demofestival.com/>



# Typography

- **Text flow can't be totally manually controlled**
- **Ahead of mobile platforms**
- **Some great typographic controls, better than you think**
  - **Super/subscript**
  - **Text directions**
  - **See [ruby annotations](#)**

# Font sizing

- **You can use any unit to define font sizes**
- **Why is a piece of text the size it is?**
- **Is it relative to...**
  - **screen size?**
  - **parent element's font size?**
  - **our place in the universe?**



# Variable fonts

- **New!**
- **Completely dynamic font properties**
- **Can be smoothly adjusted run-time**
  - **→ animation**
  - **→ interaction**
- **<https://v-fonts.com/>**

# Moving image

- **Native animations**
- **Native transitions**
- **Native & streaming video**
- **JavaScript-powered anything**
- **WebGL**
- **<https://easings.net/en>**







# Bitmaps

- **Multiple bitmap formats supported**
- **Can be adjusted with filters (blur, greyscale...)**
- **Can be cropped and resized in client**
- **Servers can most things clients can't (reduce file size, apply more filters...)**
- **Can be analyzed with code**
  - **Find dominant colors, faces etc.**







# SVG

- **"Native" vector format**
- **SVG is XML is HTML**
- **Supports text**
- **Supports CSS and JavaScript and animations**
- **Many libraries build on top of SVG**
- **Flexible, highly optimised**



# Filters

**Rendering of elements  
can be changed with  
filters**

- **Blur**
- **Hue**
- **Saturation**
- **Color inversion**
- **Contrast**
- **Brightness**

# Canvas

**A frame within a page  
that can be used for  
"raw" drawing and  
rendering**

**Elements can be  
manipulated with code**

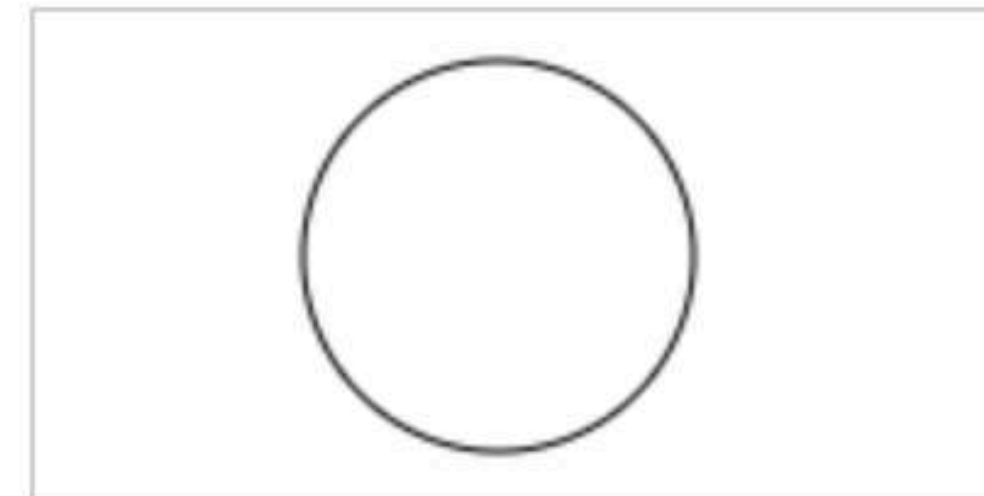
**Supports 2D and real 3D**

## Example

```
var c = document.getElementById("myCanvas");  
var ctx = c.getContext("2d");  
ctx.moveTo(0, 0);  
ctx.lineTo(200, 100);  
ctx.stroke();
```

[Try it Yourself »](#)

## Draw a Circle





# 3D

**Web elements are 2D**

**With stacking order  
(z-index)**

**With transformations**

**With perspective**

**Better 3D support can  
be achieved with**

- **JavaScript libraries**
- **SVG**
- **WebGL and shaders**

About 5 970 000 000 results (0,45 seconds)

## SVG 2 support in Mozilla - SVG: Scalable Vector Graphics | MDN

[https://developer.mozilla.org > en-US > docs > Web > SVG 2 support in ...](https://developer.mozilla.org/en-US/docs/Web/SVG/2_support_in_...)

Mar 23, 2019 - **SVG 2** is the next major version of the SVG standard, which is a complete rework of the SVG 1.2 draft.

[Basic Data Types and ...](#) · [Document Structure](#) · [Styling](#) · [Coordinate Systems ...](#)

## Scalable Vector Graphics (SVG) 2

[https://www.w3.org > SVG2](https://www.w3.org/SVG2)

Oct 4, 2018 - This document is the 04 October 2018 Candidate Recommendation of **SVG 2**. This version of SVG builds upon SVG 1.1 Second Edition by ...

[Document Structure](#) · [Styling](#) · [Text](#) · [Rendering Model](#)

## The SVG 2 Conundrum | CSS-Tricks

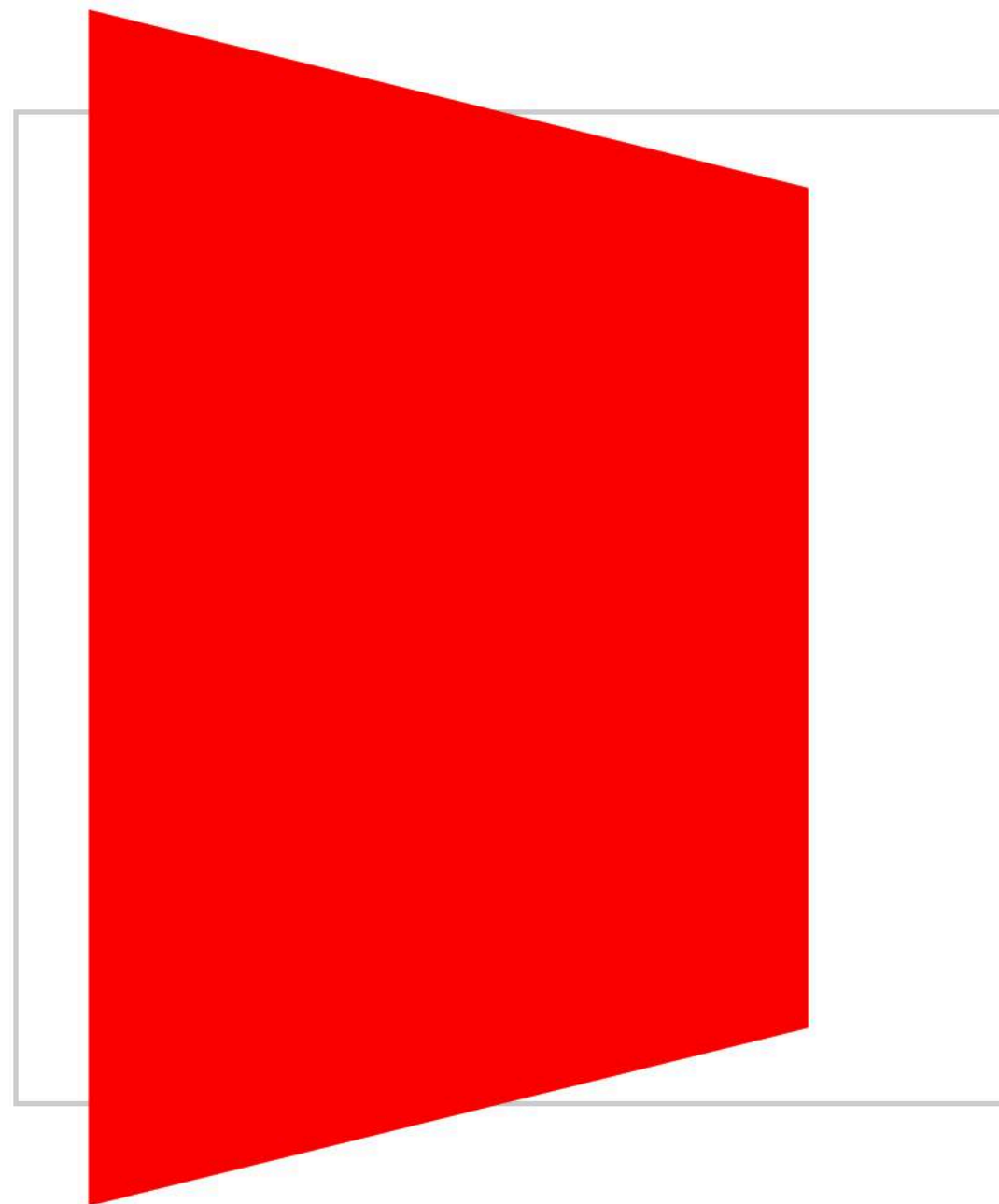
[https://css-tricks.com > svg-2-conundrum](https://css-tricks.com/svg-2-conundrum)

Nov 11, 2016 - The SVG we know and love today is "SVG 1.1 2nd edition". **SVG 2** is in Editor's Draft status at the W3C, and it's at serious risk of never getting ...

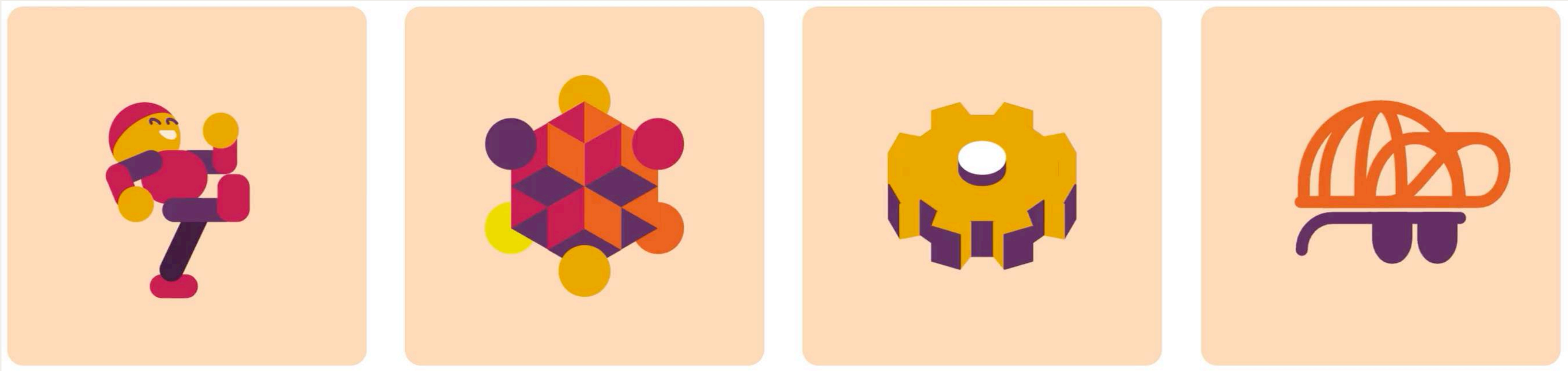
[SVG 2 new features · w3c/svgwg Wiki · GitHub](#)



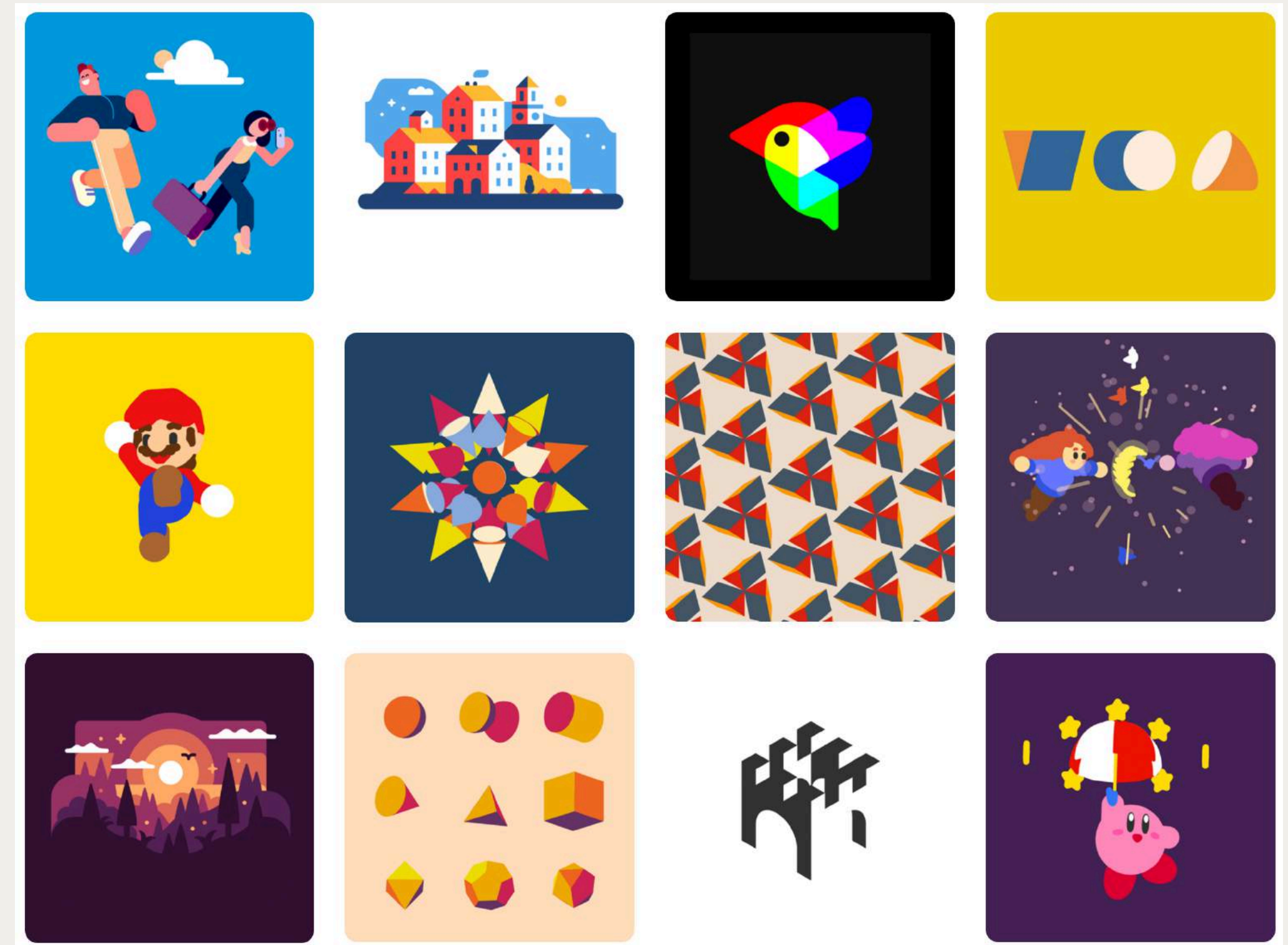
```
.panel--red {  
  /* perspective function in transform property */  
  transform: perspective(400px) rotateY(45deg);  
}
```



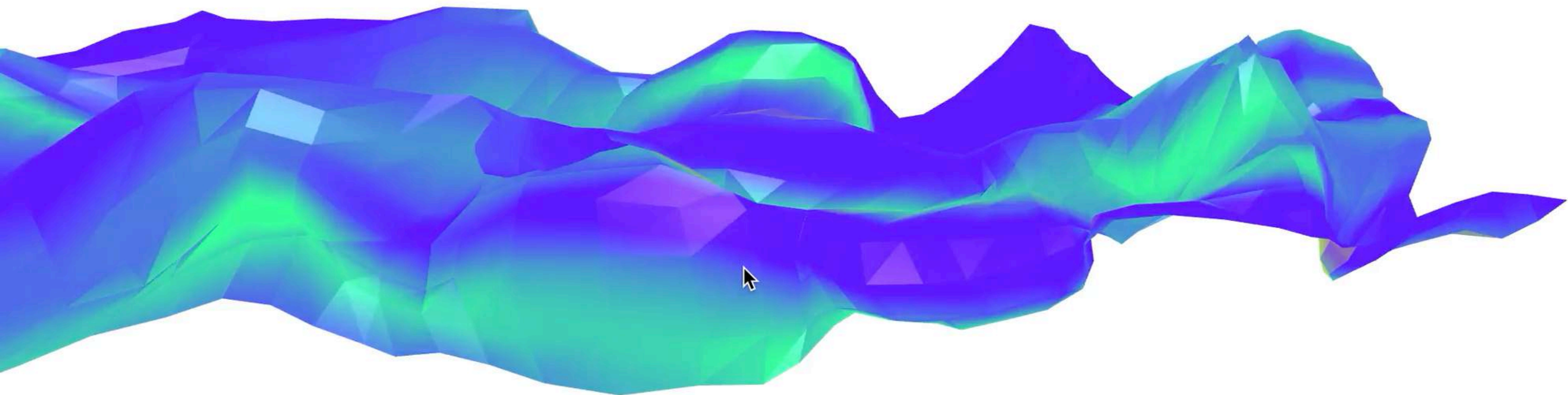
**<https://blog.logrocket.com/the-noobs-guide-to-3d-transforms-with-css-7370aafd9edf/>**



<https://zzz.dog/>







1. Device interaction
2. Layout model
3. Visuals
- 4. Elements**
5. Auditing
6. Technical terminology

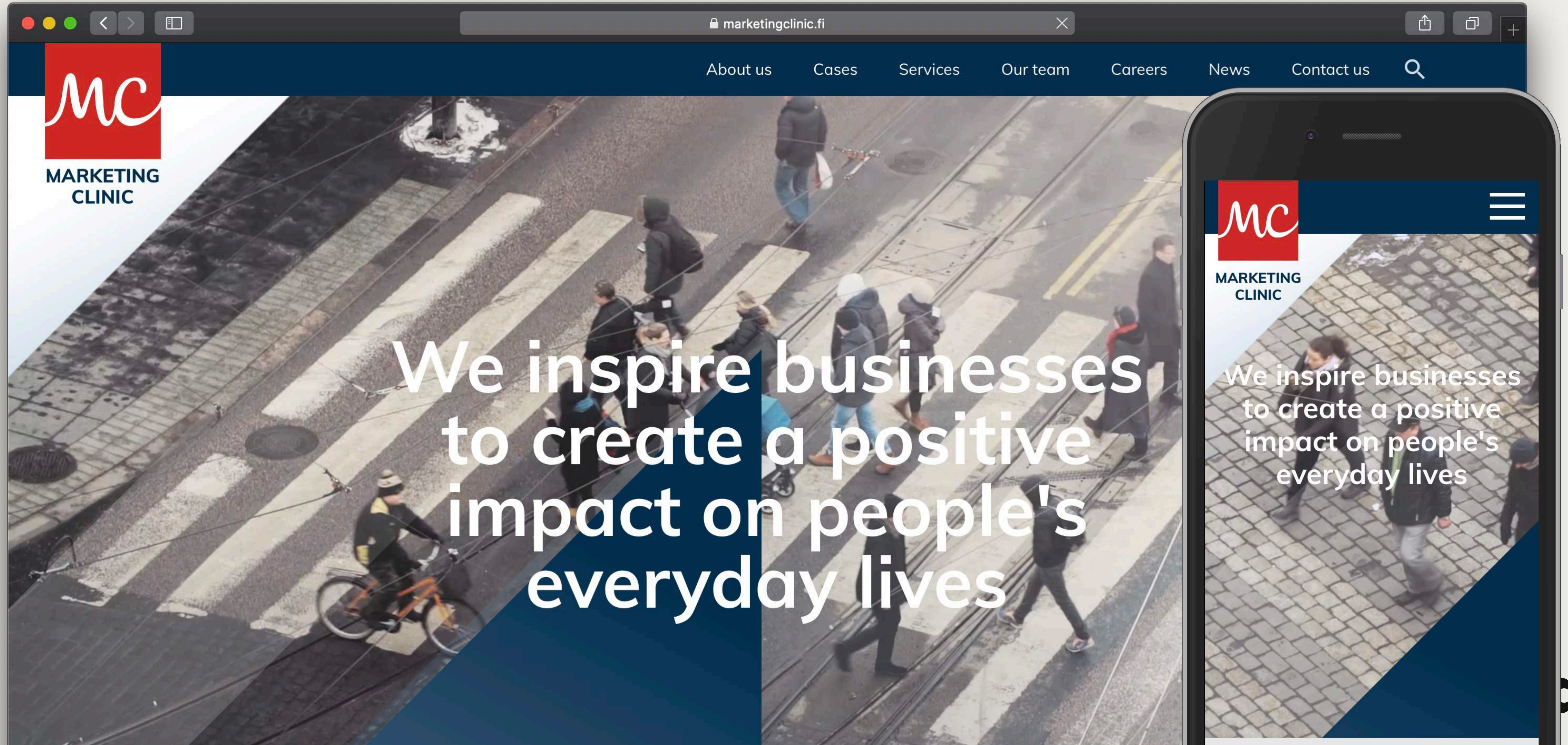


# Context matters

- **Web sites**
- **Emails**
- **Banners**
- **Rich app components**
- **Screen readers**
- **RSS and web readers**



# Web site





# Banners and embeds

The screenshot shows the Iltalehti website interface. At the top, the date and time are 'Torstai 7.11.2019 Taisto'. The main navigation bar includes links for 'ÄKKILÄHDÖT', 'E-KONTAKTI', 'TELKKU', 'KOTIKOKKI', 'BLOGIT', and 'UUTISKIRJE'. The location is 'Helsinki' with a weather icon and '-1°'. The Iltalehti logo is prominently displayed. Below the logo is a red navigation bar with links: 'Etusivu', 'Uutiset', 'Urheilu', 'Viihde', 'Sää', 'IL-TV', 'Raha', 'Terveys', 'Hyvä olo', 'Tyyli.com', 'Asuminen', 'Perhe', 'Pippuri.fi', 'Matkailu', 'Autot', and 'Digi & tekniikka'. Below this is a secondary navigation bar with 'Tuoreimmat', 'Luetuimmat', and 'Verokone'. The main content area features a large banner for a mobile phone promotion. The banner includes the text 'Etu voimassa 17.11. saakka.', an 'Ilmainen toimitus!' badge, images of three smartphones, the headline 'Kaikille puhelimille ilmainen toimitus pakettiautomaattiin!', and a 'OSTOKSILLE »' button. Below the banner, there are two article teasers. The first is titled 'Eduskunnasta putosi peräti 48 kansanedustajaa – vain 8 ei hakenut sopeutumisrahaa'. The second is an advertisement for a Renault Kadjar, showing the car and the text 'KADJAR automaatti shokkierä 24.990€'.

Torstai 7.11.2019 Taisto

ÄKKILÄHDÖT E-KONTAKTI TELKKU KOTIKOKKI BLOGIT UUTISKIRJE

**ILTALEHTI**

Helsinki -1°

Etusivu Uutiset Urheilu Viihde Sää IL-TV Raha Terveys Hyvä olo Tyyli.com Asuminen Perhe Pippuri.fi Matkailu Autot Digi & tekniikka

Tuoreimmat Luetuimmat Verokone

Etu voimassa 17.11. saakka.

Ilmainen toimitus!

Kaikille puhelimille ilmainen toimitus pakettiautomaattiin!

OSTOKSILLE »

**Eduskunnasta putosi peräti 48 kansanedustajaa – vain 8 ei hakenut sopeutumisrahaa**

**KADJAR** automaatti shokkierä 24.990€

RENAULT Passion for life

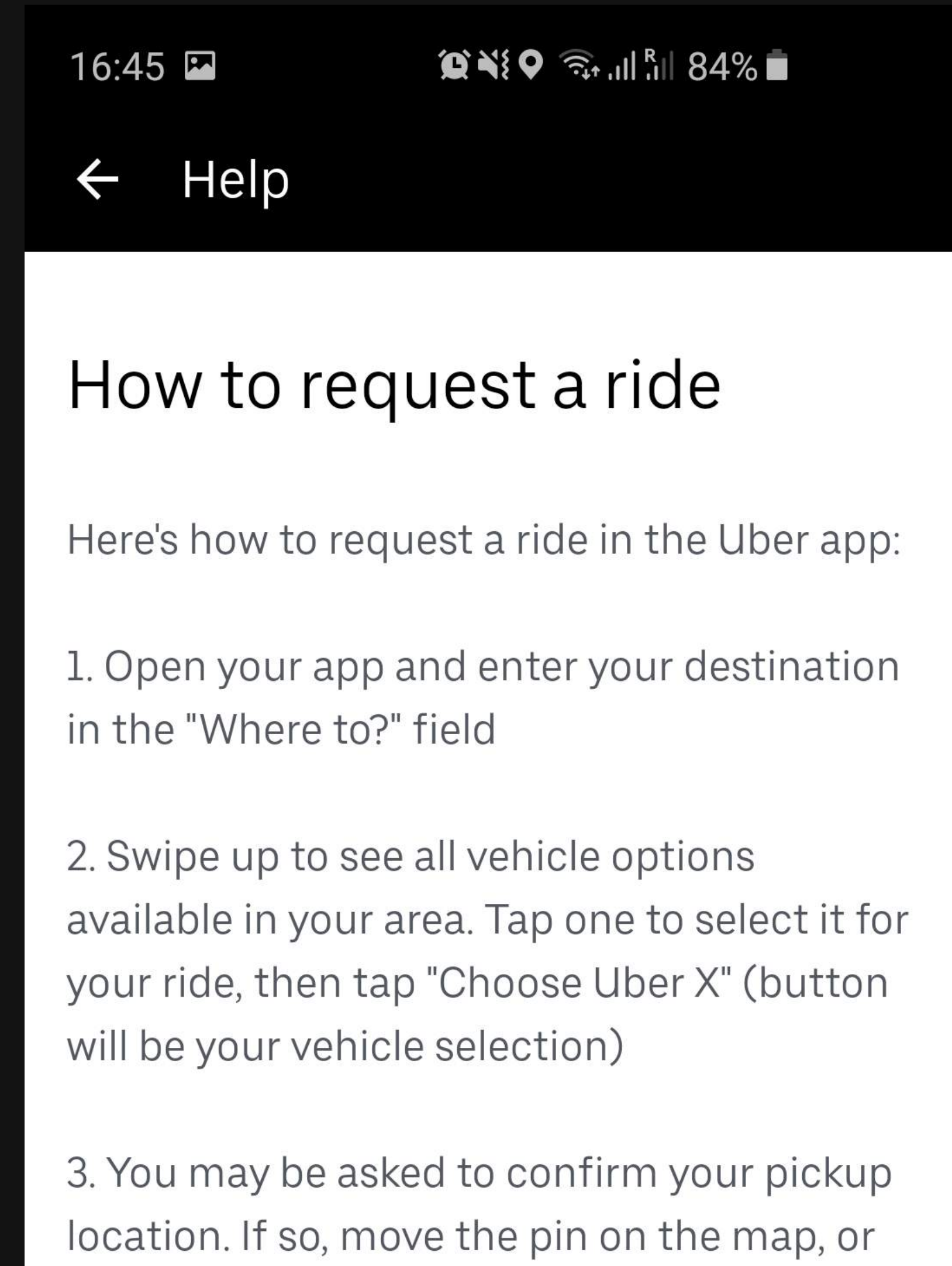
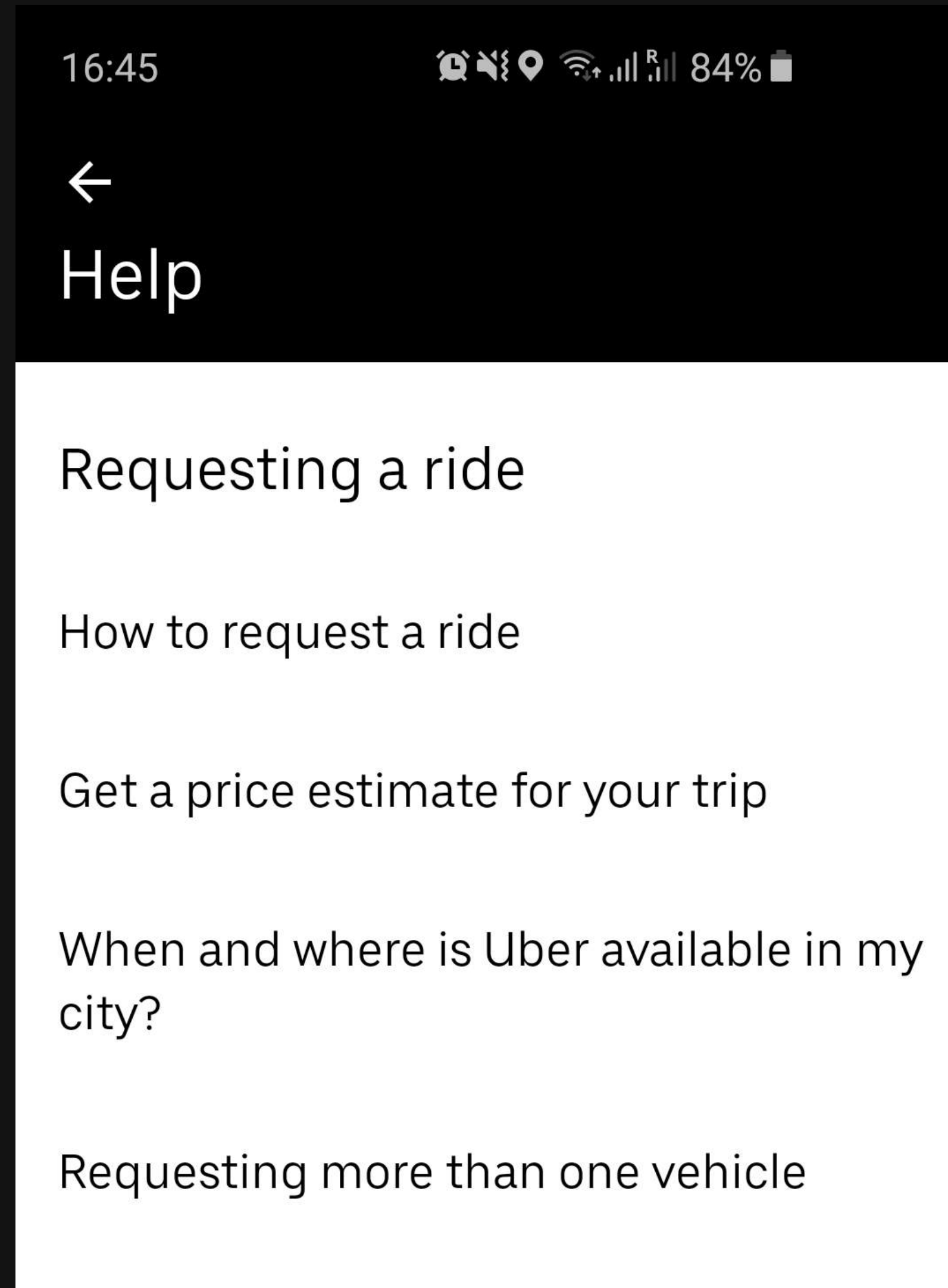
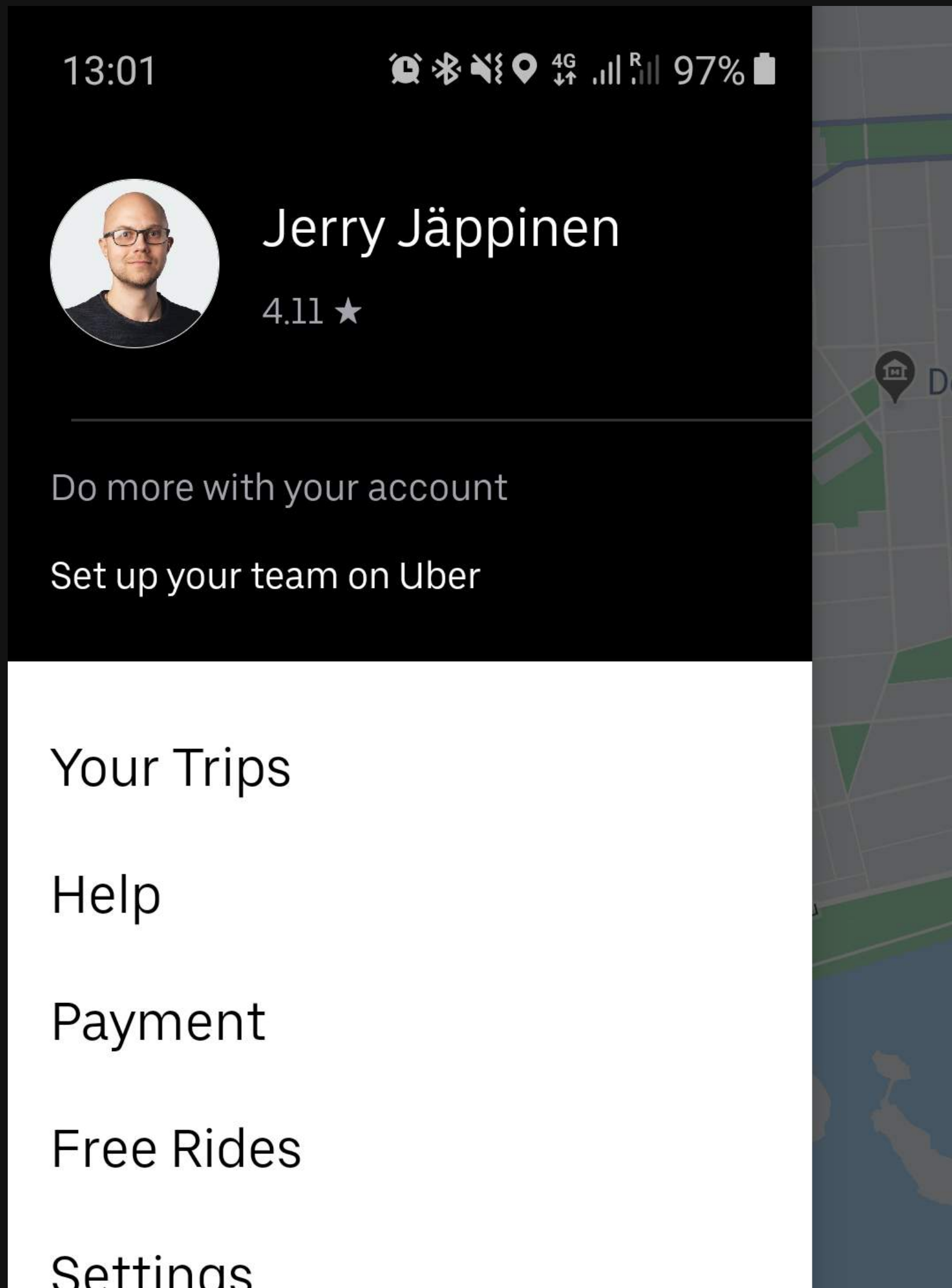


# E-readers





# Rich app components





# Read mode

marketingclinic.fi

## A new team for a new commercial reality – MC Impact

21.05.2019

This, in turn, requires breaking barriers between organizational silos, creating innovative ideas and harnessing the opportunities of new technologies. At Marketing Clinic, we decided to meet these customer needs by advancing our internal integration and forming a completely new team.

At **MC Impact**, we help our customers create meaningful and measurable connections with their own customers – not contribute to unnecessary noise, but help them create real impact. Our diverse team consists of marketing, communications and technology experts and video and visual designers. We focus on combining data-driven marketing and a deep, strategic understanding of digital channels with creative concepting and content production. Together with our other business unit, **MC Strategy**, we can help our customers connect their strategic goals to real market impact and communicate the value they offer to customers effectively.

For our customers, our new team means that a tightly knit group of talents can

13:23 28%

punainenristi.fi/nuoret/kotim

Verkkokauppa

Kontti-tavarat

Nuorten turvatalot

Ensiapukoulutus.fi

Yhteystiedot

OMA

Palautte

Piiritt ja osastot

REDNET

Suomi

Svenska

English

Punainen Risti

Lahjoita

Opi ensiapua

Tule mukaan

Hae tukea ja apua

Tutustu Punaiseen Ristiin

Ajankohtaista

@OtteriPerpo @KMittanen @snellman\_helena @Pakolaisapu Hei. Emme tiedä mihin väite tietojen salaamis... 1.11.2019 13:57

Avaa kartta

Nuorille

Kotimaan toiminta

Kansainvälinen nuorisotoiminta

Olet tässä: Etusivu > Nuorille > Nuorten kotimaan toiminta

### Nuorten kotimaan toiminta



Kuvaaja: Johannes Wiehn

Auttamisesta tulee hyvä mieli. Nuori voi osallistua Punaisen Ristin kotimaan toimintaan Reddie Kids -kerholaisena tai kerhon ohjaajana, nuorisoryhmissä tai nuorten leireillä. Vapaaehtoisena voi toimia säännöllisesti tai hetken kerrallaan monissa muissakin Punaisen Ristin toimintamuodoissa.

#### Reddie Kids -kerhot

Reddie Kids on Suomen Punaisen Ristin varhaisnuorten kerho joka on suunnattu 7-12-vuotiaille. Kerhotoiminnan tarkoituksena on tarjota nuorille hauska ja turvallinen ympäristö jossa voi tutustua Punaisen Ristin arvomaailmaan sekä esimerkiksi ensiaputaitoihin leikkien ja pelien avulla. Kerhoissa käsiteltäviä teemoja ohjaa yleensä valmiiksi suunniteltu vuosikello.

Reddie Kids -kerhon teemoja ovat käytännöllisten perus ensiaputaitojen ja turvallisuuden lisäksi muun muassa ystävyys, pakolaisuus, suvaitsevaisuus sekä vieraiden kulttuureiden ymmärtäminen ja arvostaminen. Kerho tarjoaa varhaisnuorelle loistavan mahdollisuuden tutustua Punaiseen Ristiin toimintaan ja periaatteisiin.

Lahjoita

Tulosta

Laheta

Show simplified view



# Loading times

- **A web page is a collection of files**
- **Each file must be delivered from server to browser**
- **Sometimes loading some or all assets fail**
- **Consider loading times in design decisions**
- **Design solutions can hide loading times or make them more tolerable**
- **Loading times impact conversion €€€**

# Offline

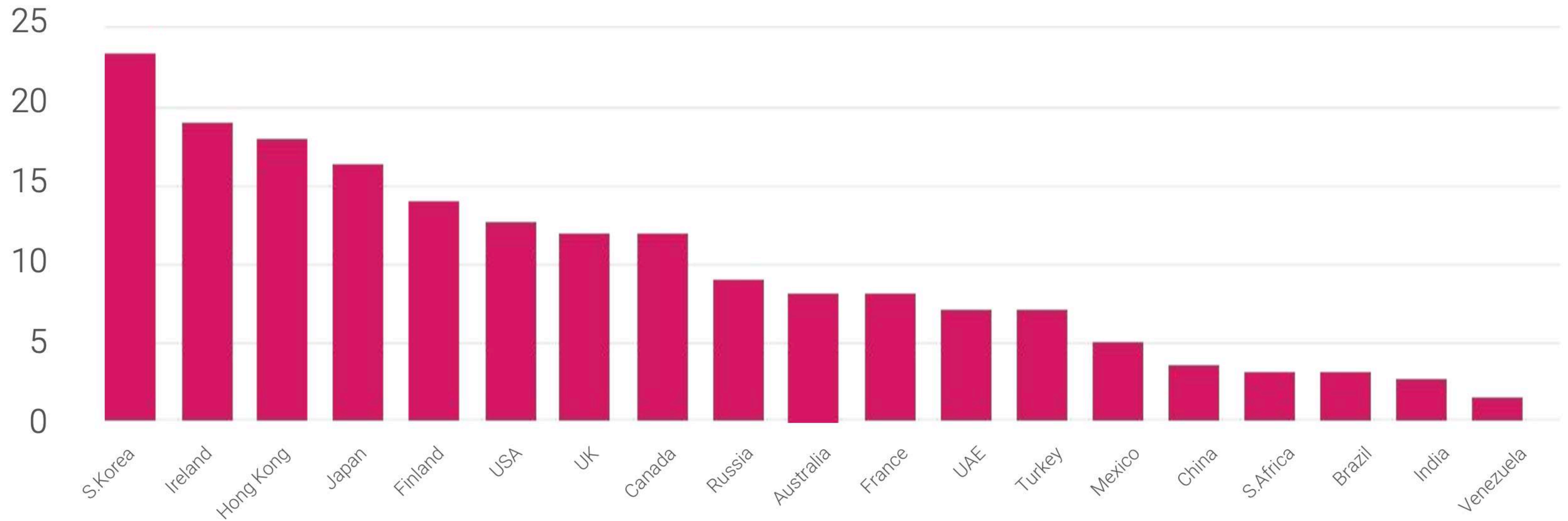
- **Network conditions are never stable**
- **Assets can be cached or explicitly stored for offline use**
- **Does the design rely on constant connectivity?**
- **What use cases work without a connection?**
- **Is initial loading fast enough for an unstable connection?**



# Localisation

- **Can't directly control date and time formatting**
- **Not all fonts support all languages**
- **OS language**
- **Text direction varies with language**
- **Input devices are different across countries**
- **User expectations and capabilities**

## Technology • Speed, data plans & coverage



Internet speed by country (mps)

[Source](#)



# Text • Language

For english readers Japanese websites appear to be more busy

Asian typography does seem denser than Latin scripts. There is no spacing between words.

Logographic characters convey more meaning - almost each character is a word

Layout style represent billboard culture with its tendency to place a maximum amount of content within a minimum space

Urban density in Asian cities is high. It finds its reflection in UI design





## **Text** • Length in different languages

<b>English</b>	Press home to open	<b>18</b>
<b>Greek</b>	Πατήστε το σπίτι για να ανοίξει	<b>31</b>
<b>Arabic</b>	يضغط لفتح	<b>9</b>
<b>Turkish</b>	Açmak için ana düğmeye basın	<b>28</b>
<b>Chinese</b>	按下按钮	<b>4</b>



# Sitemaps and navigation

- **Usability**
  - **Overall scope of the site**
  - **Navigation interactions**
  - **Current location within site**
- **Sitemap for search engines and other external services**
- **Structured data**
- **Layout structure within a page**

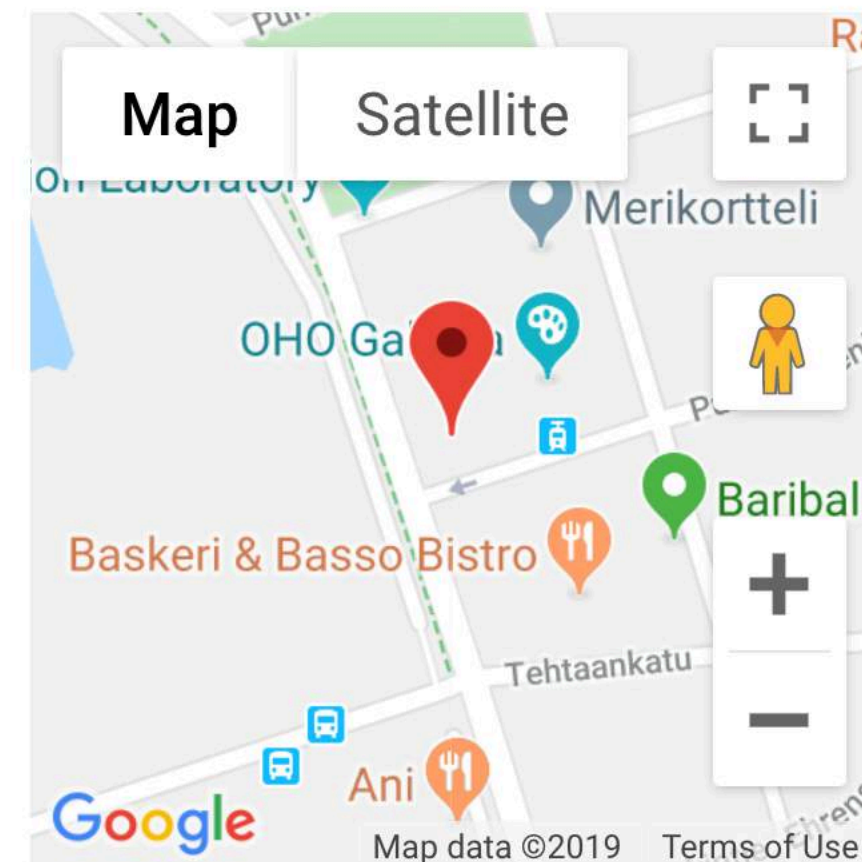
# Embedded documents



## Finland

Marketing Clinic Finland Oy  
Pursimiehenkatu 31 B 303  
00150 Helsinki  
FINLAND

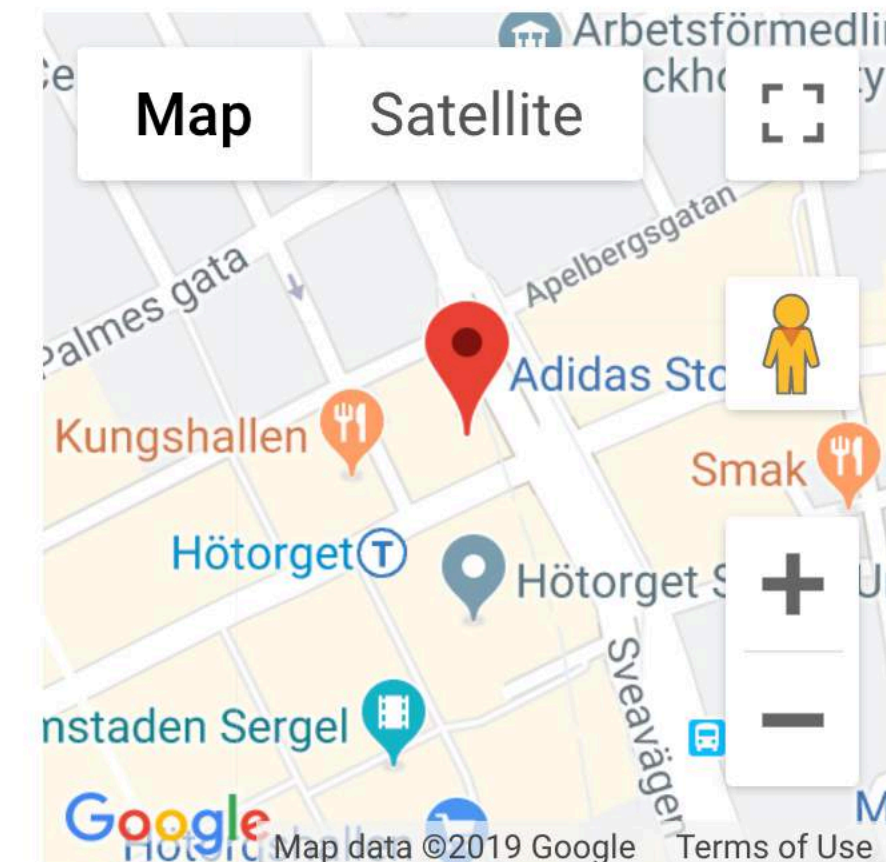
[See our people »](#)



## Sweden

Marketing Clinic Sweden AB  
Sveavägen 17, 13th floor  
111 57 STOCKHOLM  
SWEDEN

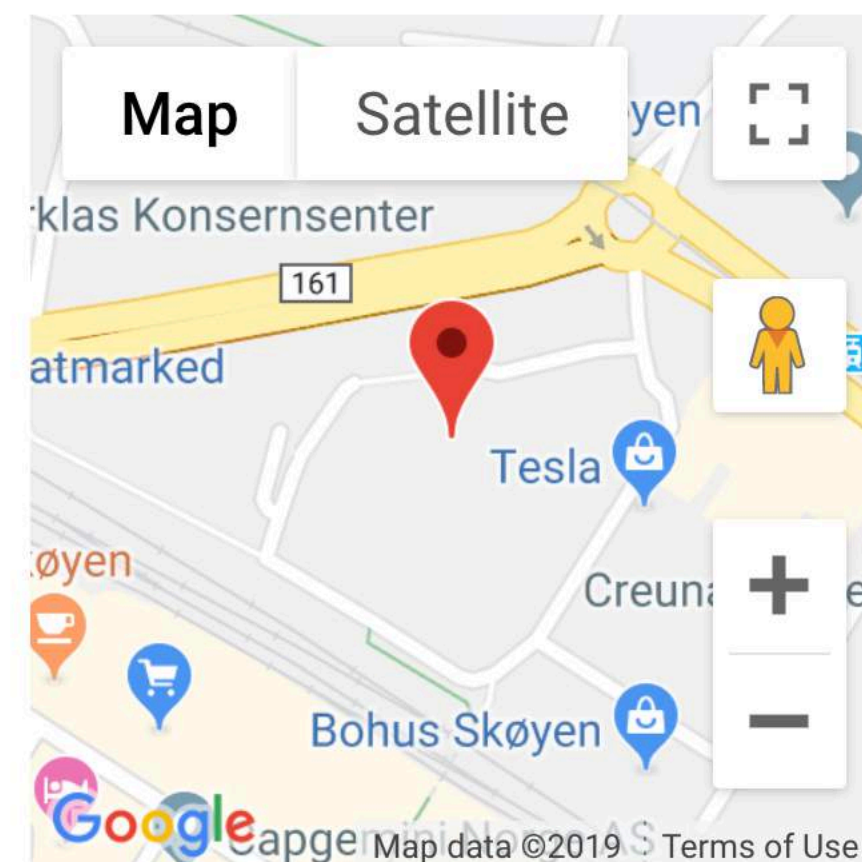
[See our people »](#)



## Norway

Marketing Clinic Norway As  
Drammensveien 161  
0277 Oslo  
NORWAY

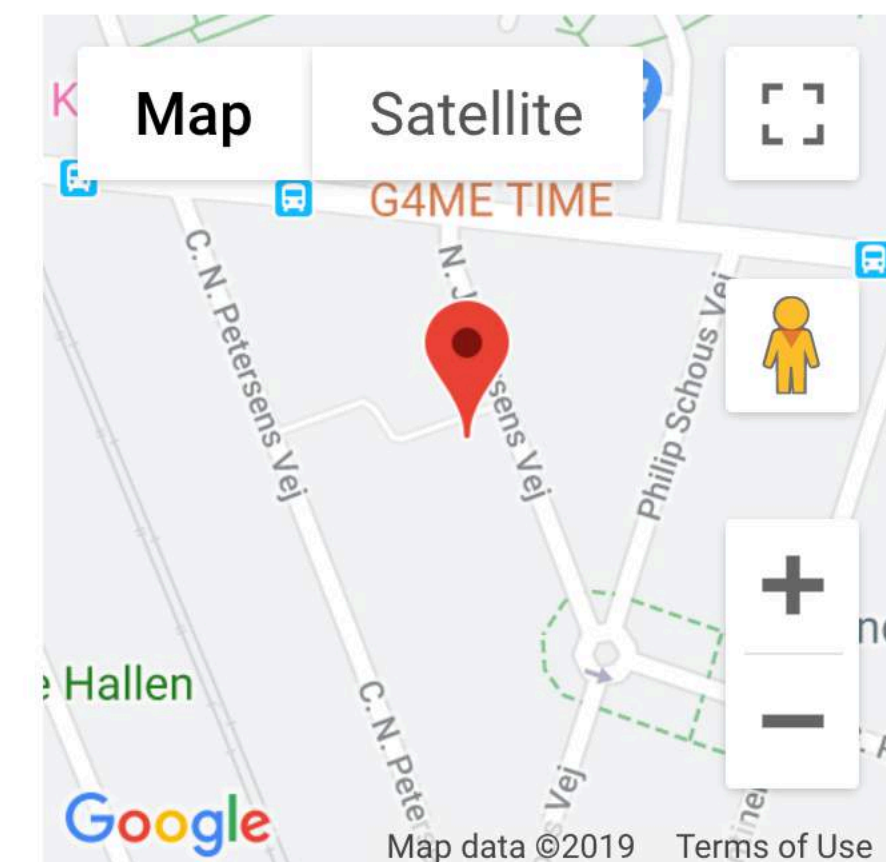
[See our people »](#)



## Denmark

Marketing Clinic Denmark A/S  
N. Jespersens Vej 13  
DK-2000 Fredriksberg  
DENMARK

[See our people »](#)



# Embedded documents

- **A web page is called a document**
- **A document can link to other documents**
- **A document can embed another document**
- **Mobile apps with web views**
- **HTML banners**
- **Streaming video players**
- **Contact forms**
- **Maps**
- **Social plugins**



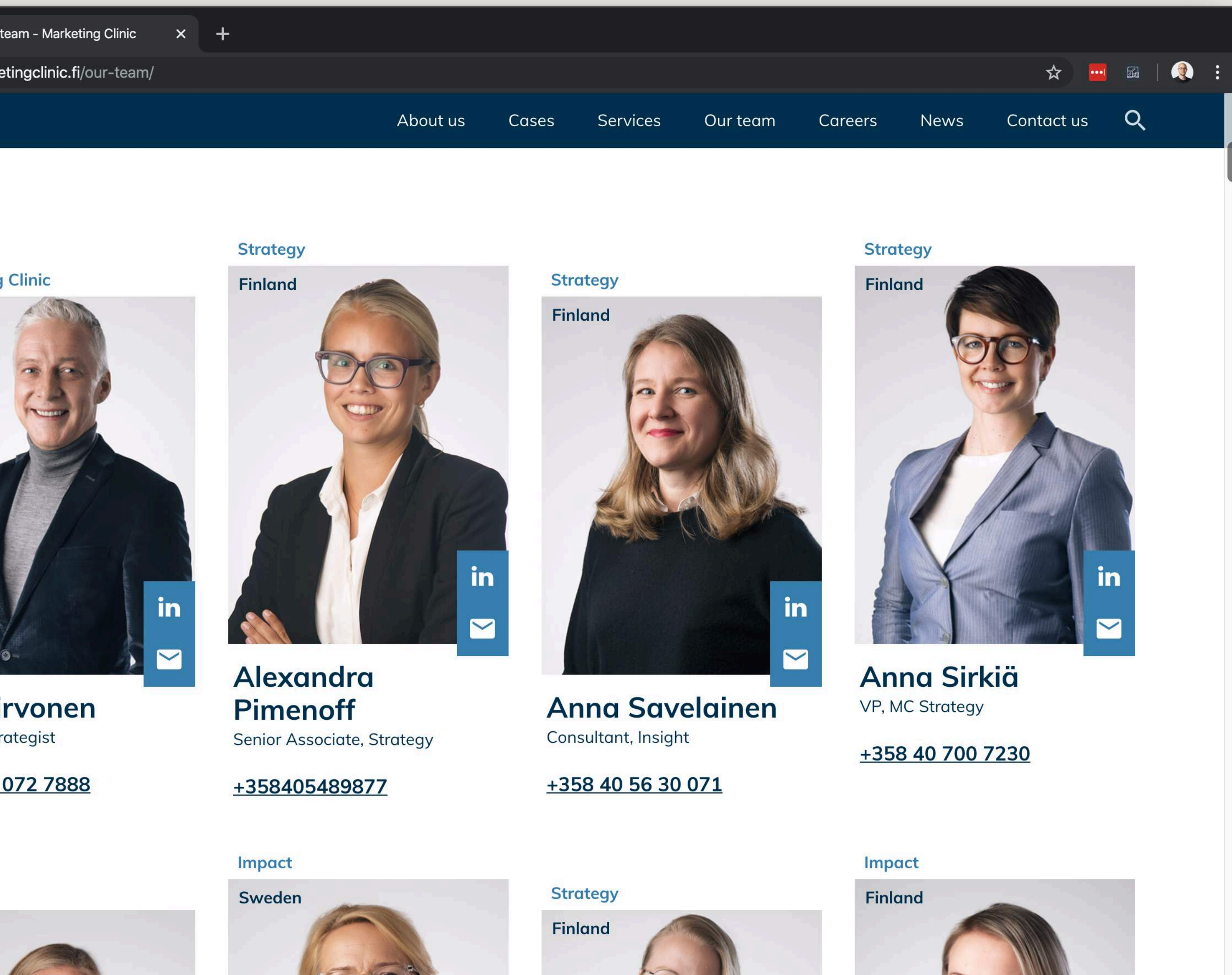
# Rich components

- **Web is almost on par with mobile apps**
  - **Barring specialised use cases (machine learning, camera, connectivity)**
- **Web experiences are not static**
- **A web page is not just a "canvas for painting"**
  - **Live components with life cycle, behavior, interaction**
- **Traditionally relied on native form elements**
- **Now completely custom-build components are commonplace**

# Dynamic content

- **Most web services are maintained for a long time**
- **CMSS manage updates and translations**
- **Designers usually work with draft content**
- **Content will be changed and added after release**
- **Designers set the rules and framing for dynamic content**
- **Structured content vs. layout management**





**Structured content**  
*People* are managed in CMS. How they are presented is up to design.

**Publishing system**  
*"Pages* are managed in CMS. What modules or components are available, is up to design."

# Audio

- **Supported quite well on the web**
- **Rarely used by convention**
- **Useful for specific use cases and explicit need**
- **Users might have audio channel reserved or disabled**





<https://ganharp.ctpt.co/>

# Progressive enhancement

- **Nothing works exactly the same everywhere**
- **High backwards compatibility**
- **Fallbacks for fancier features**
- **Progressive enhancement vs. graceful degradation**
- **Network quality (e.g. long loading times)**
- **Device performance (e.g. slow effects)**
- **Browser features and bugs (e.g. lazy loading)**
- **OS features (e.g. video autoplay)**



# Progressive enhancement

- What can I do right now?
  - <https://caniuse.com/>
- What can I expect in the near future?
  - <https://webkit.org/status/#?status=under%20consideration,in%20development,supported%20in%20preview>
  - E.g. real vertical grid control: <https://drafts.csswg.org/css-rhythm/>

# Connected services

- **Example**
  - **Web site shared on a social network**
  - **Web site saved to home screen**
- **Web is connected: web site is not just a web site**
- **Users and platforms have freedom**
  - **They determine how your web site is used**
- **Browsers and other services scrape web sites continuously**



# Meta info

- **Web sites use meta tags and manifest files**
- **Structure of content (web app, site, AMP, article...)**
- **Machine-readable content (event dates, blog authors...)**
- **How content should be presented (mobile status bar, dark mode...)**

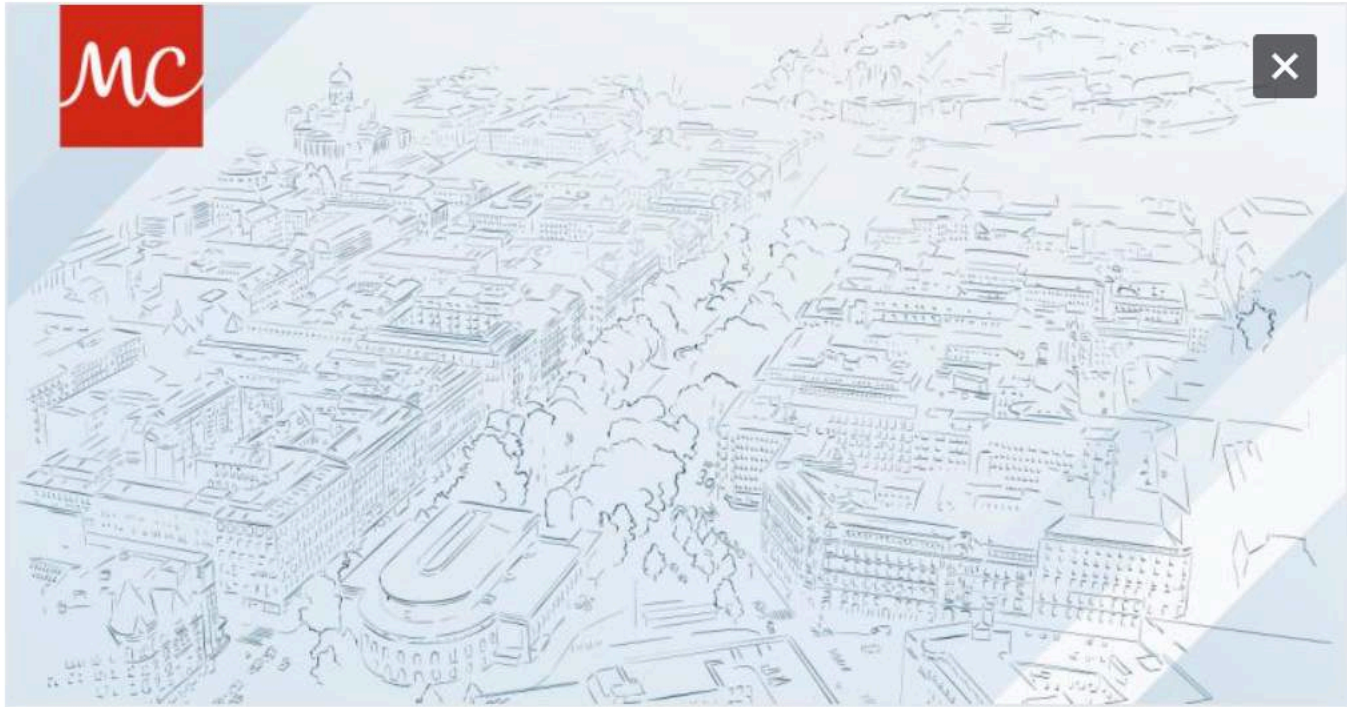
Create a post



Jerry Jäppinen

Anyone ▼

marketingclinic.fi



Home

marketingclinic.fi

Add hashtag Help the right people see your post



Post



```
1  {
2    "name": "ProductBeat",
3    "short_name": "ProductBeat",
4    "start_url": "./",
5    "display": "standalone",
6    "orientation": "portrait",
7    "lang": "en-US",
8    "background_color": "#ffffff",
9    "theme_color": "#ffffff",
10   "prefer_related_applications": false,
11   "icons": [
12     {
13       "src": "./img/icons/android-chrome-192x192.png",
14       "sizes": "192x192",
15       "type": "image/png"
16     },
17     {
18       "src": "./img/icons/android-chrome-512x512.png",
19       "sizes": "512x512",
20       "type": "image/png"
21     }
22   ]
23 }
```

# Accessibility

- **Web is an open, universal platform**
- **Most of us have two eyes and 10 fingers**
- **Most people.**
- **Some rely on aids to use digital services**
- **Some have impairments**
- **Some are not familiar with the target platform or conventions**
- **Some services are experienced in less traditional environments**



hasan &  
partners

[our work](#) [about us](#) [contact](#) [news](#)

We are  
28 years old  
Always curious  
Never satisfied  
100% independent



Sinebrychoff  
Red Classics

Campaign



@hasanpartners on Instagram:  
"Thank you. Good night!" #grandone  
#lastnight

 Instagram



hasan &  
partners

[our work](#) [about us](#) [contact](#) [news](#)

We are  
28 years old  
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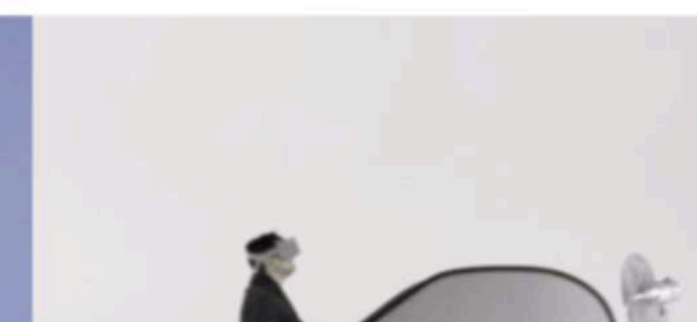
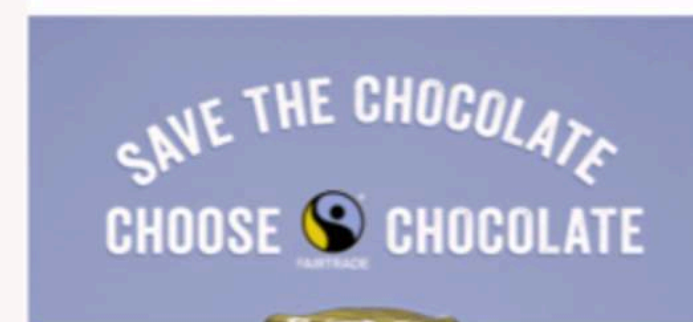
Sinebrychoff  
Red Classics

Campaign



@hasanpartners on Instagram:  
"Thank you. Good night!" #grandone  
#lastnight

 Instagram



# URLs

- **URLs need to be user friendly**
- **They should be canonical**
- **They shouldn't be too long**
- **They can encode information that's important**



# Persistence

**How can user's experience persist when they visit a web service multiple times?**

- **URLs**
- **Cookies**
- **LocalStorage**
- **Server-side storage**

1. Device interaction
2. Layout model
3. Visuals
4. Elements
- 5. Auditing**
6. Technical terminology



# Auditing

- **Always audit your work!**
- **For the user, end result matters - not the design on paper**
- **Be ready to make changes when it doesn't work in practice**

# Tools

- **Content analysis: <https://www.similarweb.com/>**
- **Google's Lighthouse: <https://developers.google.com/speed/pagespeed/insights/>**
- **Pingdom's speed test: <https://tools.pingdom.com/>**
- **Mobile test: <https://search.google.com/test/mobile-friendly>**
- **<https://www.thinkwithgoogle.com/feature/testmysite>**
- **<https://gtmetrix.com/>**
- **[https://app.neilpatel.com/en/seo\\_analyzer/](https://app.neilpatel.com/en/seo_analyzer/)**
- **<https://yellowlab.tools>**



URL

https://marketingclinic.fi/

Test from

North America - USA - San Francisco

START TEST

The internet is fragile. Be the first to know when your site is in danger.

START YOUR FREE 14-DAY TRIAL

Your Results:



Performance grade

D 65

Page size

11.5 MB

Load time

10.59 s

Requests

108

Improve page performance

GRADE	SUGGESTION
F 0	Make fewer HTTP requests
F 0	Use cookie-free domains
F 0	Add Expires headers
F 10	Reduce DNS lookups
F 23	Compress components with gzip
F 40	Avoid URL redirects
A 100	Avoid empty src or href

Response codes

RESPONSE CODE	RESPONSES
200 OK	98
204 No Content	1
206 Partial Content	1
301 Moved Permanently	2
302 Found	6

Content size by content type

CONTENT TYPE	PERCENT	SIZE
Image	58.14%	984.2 KB
Script	31.16%	527.5 KB
CSS	5.51%	93.3 KB
Font	3.32%	56.2 KB
HTML	1.32%	22.3 KB
Redirect	0.41%	6.9 KB
XHR	0.14%	2.3 KB
Total	100.00%	1.7 MB

Requests by content type

CONTENT TYPE	PERCENT	REQUESTS
Image	45.63%	47
Script	29.13%	30
CSS	8.74%	9
Redirect	6.80%	7
HTML	3.88%	4
Font	3.88%	4
XHR	1.94%	2
Total	100.00%	103

track.adform.net	0.28%	31.6 KB
other	0.69%	78.7 KB
Total	100.00%	11.4 MB

px.ads.linkedin.com	2.78%	3
other	24.07%	26
Total	100.00%	108

File requests

Sort by

Load Order

Rising

✓

Filter

\*

Legend

DNS SSL Connect Send Wait Receive Blocked

FILE	SIZE	0.0s	0.3s	0.6s	0.9s	1.2s
https://marketingclinic.fi/	11.2 KB	<div></div>				
https://fonts.googleapis.com/css?family=Muli%3A400...	1.6 KB	<div></div>				
https://apis.google.com/js/platform.js	20.6 KB	<div></div>				
https://marketingclinic.fi/wp-includes/css/dist/bl...	4.9 KB	<div></div>				
https://marketingclinic.fi/wp-includes/js/jquery/j...	4.6 KB	<div></div>				
https://marketingclinic.fi/wp-includes/js/jquery/j...	34.6 KB	<div></div>				
https://marketingclinic.fi/wp-content/plugins/yop-...	26.0 KB	<div></div>				
https://marketingclinic.fi/wp-content/themes/mc/bo...	25.1 KB	<div></div>				
https://marketingclinic.fi/wp-content/themes/mc/th...	1.9 KB	<div></div>				
https://marketingclinic.fi/wp-content/themes/mc/ad...	680.0 B	<div></div>				
108 requests		<div>&lt; 1/11 &gt;</div>				Entries per page: 10

# Nobody Likes a Slow Website

We built this Website Speed Test to help you analyze your website load speed.

The test is designed to help make your site faster by identifying what about a webpage is fast, slow, too big, and so on.

We have tried to make it useful both for experts and novices alike. In short, we wanted it to be an easy-to-use tool built to help webmasters and web developers everywhere optimize their website performance.

## About Pingdom

State Colors

The following colors are used in the chart bars to indicate the different stages of a request.

DNS

Web browser is looking up DNS information

SSL

Web browser is performing an SSL handshake

Connect

Web browser is connecting to the server

Send

Web browser is sending data to the server

Wait

Web browser is waiting for data from the server

Receive

Web browser is receiving data from the server

Blocked

Web browser is not ready to send

Your results for marketingclinic.fi ⓘ

Your mobile page speed is 4.2 seconds on a 4G connection.

RATING

Slow

Slow pages start to load in over 2.5 seconds.



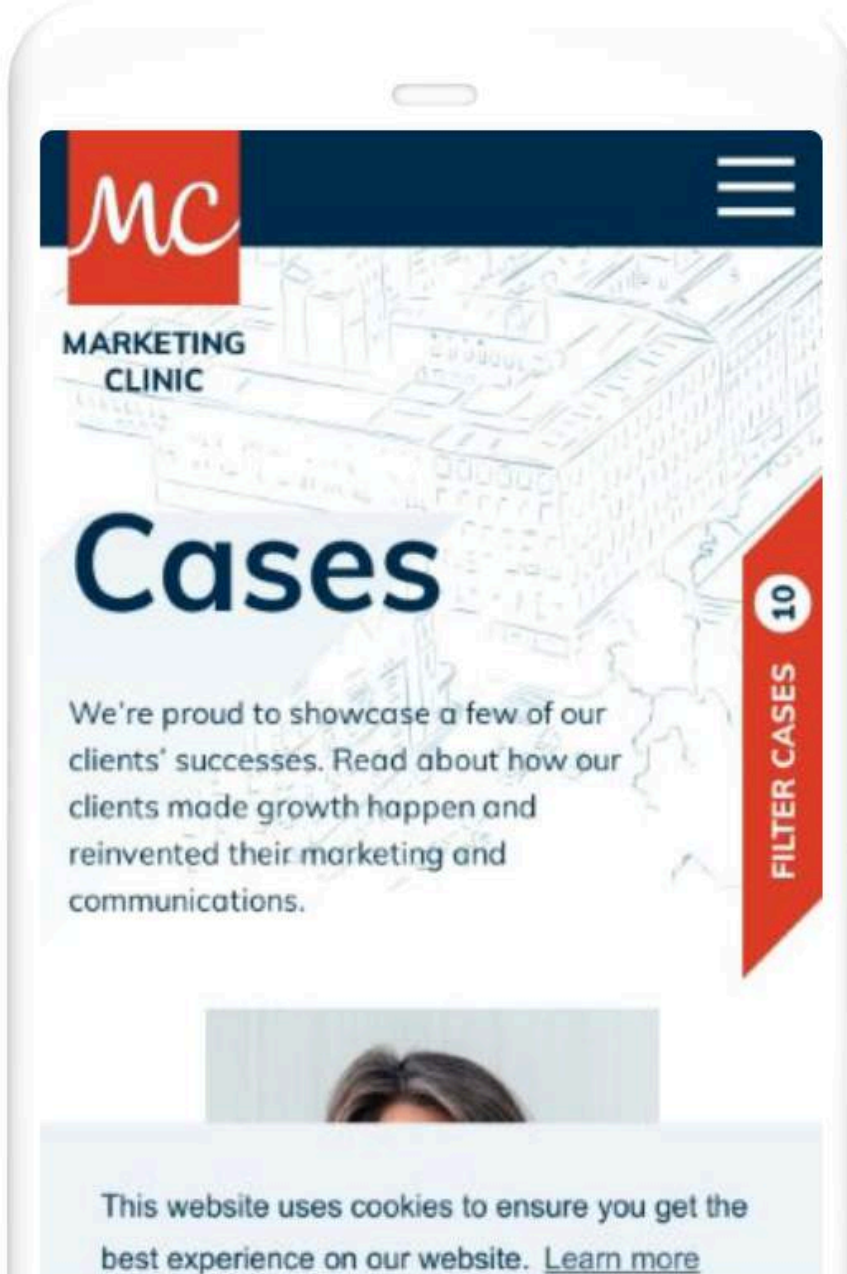


# Optimize your page speed

1. Get custom fixes to make each page on your site faster. ⓘ

Enter another page on your site

marketingclinic.fi    /our-team    ×    /cases/    ×



PAGE SPEED

**3.3 seconds**

Your current page speed on 4G networks is **slow**.

RECOMMENDED FIXES

**Reduce JavaScript Execution Time**

Inefficient javascript can slow down your page. Reduce the time spent parsing, compiling, and executing your code.

◀ ▶

● ● ● ● ●

1. Device interaction
2. Layout model
3. Visuals
4. Elements
5. Auditing
6. Technical terminology



# HTML

- **HTML is structured content**
- **CSS determines how HTML elements should be rendered by a browser**
- **HTML and CSS are declarative languages**
- **<https://html.spec.whatwg.org/#toc-semantic>**

# Server



# Client

# Window



# Document

# CSS



# HTML

# JavaScript



# React

# Vue



# PHP

# Amazon



# Deployment

# SEO



**That's it!**



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