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Welcome to the issue

THE WEB DESIGNER MISSION

“To be the most accessible and inspiring voice for the industry, offering cutting-edge features and techniques vital to building future-proof online content”



Russell Barnes

Highlight



“Our first step was to stabilise the current website long enough for us to create a new one”

Station Four's Chris Olberding talks about the extra challenges some projects inevitably involve
Page 28

Perfect page chemistry - the science bit



elcome to the latest issue of **Web Designer magazine**. This issue we're trying to unravel the science of beautiful user interface design. jQuery was always going to be our number one choice thanks to the way it simplifies the coding of stunning and dynamic page elements allowing web

designers to spend more time doing what they do best – beautiful design. In our feature starting on page 40, Jeff Way and Steve Jenkins show us how elements like accordions, tabs and date pickers can easily be implemented without having to compromise on any of your design goals.

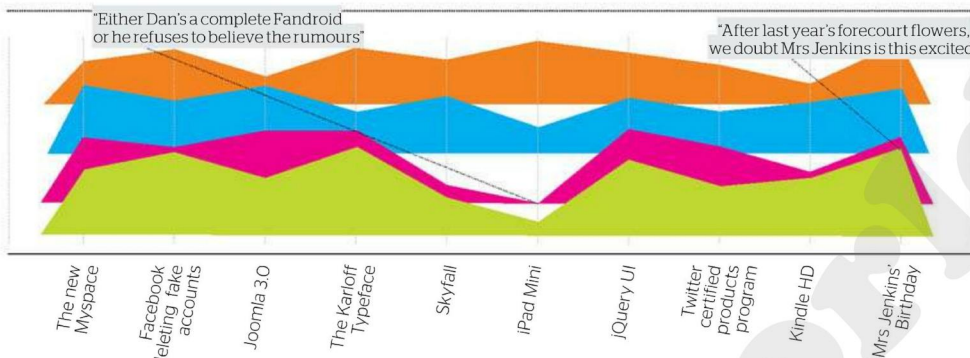
Continuing the theme, we've also gone all out to show you how you can inject interest and interaction into your image galleries using a star rating system over on page 64 and we take the science of design to the nth degree on page 48 where we construct imagery from pure code with PHP.

Elsewhere this issue we spend some time with underscores, a starter theme created by Automattic, the makers of WordPress. underscores is a great starting point for building a bespoke look for your blog and we hope the tutorial starting on page 58 whets your appetite for a special look at bespoke theme creation using WordPress next issue.

Russell Barnes

jQuery simplifies the coding of stunning and dynamic page elements

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Excitographic

Plotting the features that got us in a frenzy over the month...

- Steve Jenkins, Features Editor
- Russell Barnes, Editor
- Daniel Duke, Designer
- Ben Martin, Sub Editor

Turn over to the contents to discover what's going to get you excited this issue...

This issue's panel of experts

Welcome to that bit of the mag where we learn more about the featured writers and contributors...



Jeffrey Way

Jeffrey is a developer, evangelist, instructor and author who works for Envato (envato.com). This issue he tackles the web designer's JavaScript library of choice, jQuery. Find out how to create beautiful jQuery-powered elements and build a plug-in. **Page 40**

Find out how to create beautiful jQuery-powered elements



Mark Shufflebottom



Mark Shufflebottom is the programme leader of BA (Hons) Digital Media Design at Bournemouth University and an Adobe Education Leader. In this issue he demonstrates how to use swipe gestures to move between content. **Page 52**



Ben Frain



Ben Frain is a freelance front-end developer and technology writer. He is also the author of *Responsive web design with HTML5 & CSS3*. This issue he explains how to build a bespoke WordPress theme with Underscores. **Page 58**



Sam Hampton-Smith



A keen supporter of web standards, Sam loves getting the most out of HTML and CSS. This issue he reveals how to create a star rating system with jQuery and how to apply the rating system to an image gallery. **Page 64**

Pete Simmons



Pete is a Digital Marketing Manager for Lionhead Studios in Guildford. Pete also specialises in front-end development, PHP and social APIs. This month he tackles the art of creating and manipulating images using only PHP. **Page 48**

Shane Conder



Shane is a newcomer to the *Web Designer* stable, but he has long been an authority on Android development and has some extensive experience in the mobile arena. This issue he looks at the Google Maps API for mobile devices. **Page 84**

Kieron Howard



Kieron is a web developer that resides in the Imagine Publishing Interactive department and loves to work with the latest technologies. This issue we find him revealing the delights of deploying a live site with Git. **Page 92**

Louis Lazaris



Louis is an author and front-end developer living in Toronto, Canada. He writes regularly for his site www.impressivewebs.com. This issue he tackles CSS pseudo-elements and shows how to extend tags with before and after elements. **Page 70**

Matt Gifford



Matt Gifford is a lead RIA consultant developer and author who specialises in ColdFusion, Flash and AIR development. This issue he tells us how to build a simple Java webapp powered by Groovy and the Grails MVC framework. **Page 88**

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Cutting-edge features, techniques and inspiration for web creatives

Chat with the team and other readers and discuss the latest tech, trends and techniques. Here's how to stay in touch...

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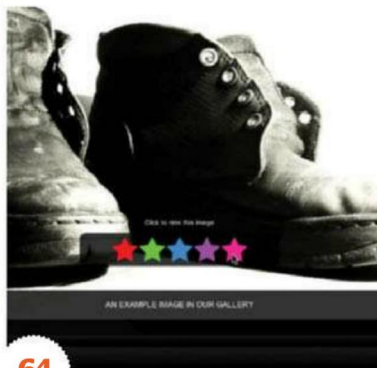
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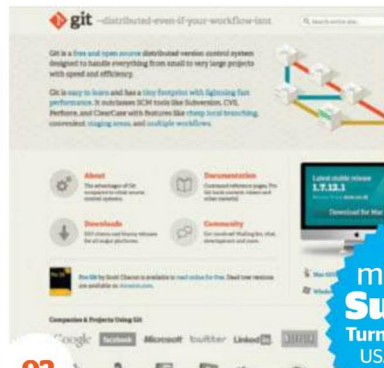
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Discussing the hottest topics in the web design world

If you have a creative project, new web product or great designer story, contact the editorial desk

webdesigner@imagine-publishing.co.uk @WebDesignerMag

Twitter updates cause a stir

The web's favourite microblogging platform adds upgrades and updates across the board. Here **Web Designer** takes a look at what's on offer and reveals some contrasting opinion



Everybody loves Twitter, but there's always room for improvement, and the latest series of updates and upgrades see the microblogging platform embrace a more meaningful experience. The problem is, this is not always strictly true. There is the simple adage that if it ain't broke don't fix it. However, if this same logic was applied to technology across the board everyone would still be using Windows XP on a desktop. By its very nature, technology moves forward, it doesn't matter how great a service is, it will eventually be superseded by an updated version of itself or a competitor will take over at the top.

While it's a necessity to move forward, its almost guaranteed that the reaction will provoke different responses from the current userbase. Some will love the new features, some will hate them, some will grow to love them and others will simply accept that for what they are.

So, before we dive in and analyse the new Twitter additions, what exactly have the boffins at the Twitter labs been up to? There have been a number of design updates and mobile upgrades. iPad users now have a new app to play with, while iPhone and Android users have a few new additions to try. Beyond the mobile arena, Twitter has tweaked its profile pages online.

The big news for the Twitter website is the introduction of a new header image. It instantly adds more credibility and panache to any Twitter account. For such a simple addition it is undoubtedly going to be embraced by designers as it's the perfect platform for creatives to display their talents. There is no doubt that there will be a whole host of beautifully designed headers occupying the profiles of Twitter. From the obvious, to the clever, to the unique, we at **Web Designer** cannot wait to see how the new feature evolves.

Sitting alongside the header image in Settings, Twitter has also tweaked its widgets. A new tabbed interface allows for pretty much the same widget creation, but they make the process far cleaner and quicker. The end results have also had a design tweak and the code now takes on a different form, hiding the actual code.

Moving away from the website there are updates for iOS and Android, with the iPad iteration getting the most attention. Check the iPad boxout on page 9 to read more details and opinion.

With millions of users tweeting on a daily basis, the company was always going to struggle to please everyone. However, while we at **Web Designer** are not completely overawed by all the new additions, we know they are heading in the right direction. And, as with Facebook updates, a few months down the line no-one but the most die-hard of fans is going to remember the old.



Above: some of our favourite Twitter headers. We especially love the effort from Damien Basile

The new Twitter iPad app

Apple's tablet gets a new, and not always welcomed, version of the Twitter app

The iPad app is another member of the Twitter family that has been updated. Upon announcing the new app, Twitter chief executive Dick Costolo said: "We've rebuilt the app from the ground up to make it fast, beautiful and easy to use. Twitter for iPad brings you closer to what's happening all over the world, and makes it easy to keep up with the news you need to read, the photos you want to see and the people you follow."

However, it would seem that its not to everyone's taste. For starters take a look at Pete Simmons' comment on the right, and he's not the only one. **Web Designer** follower Philip Martinez tweeted 'New @twitter #iPad app is nice but I did like having the side by side pages from the previous version'.

The reviews on the app store are far more scathing, with none of the reviewers giving it more than one star. Bertie the Bee said 'Just so confusing

and can't see my other accounts. Pointless. Deleted. Whoever sanctioned this should be ashamed'. Oliver Edis was just as disapproving saying 'This app was fine as it was, now they've gone and ruined it will [sic] silly buttons they don't need! This was a completely pointless update!'

This hardly a glowing report for the new app, but we at **Web Designer** do not have quite such strong opinions. We think the new iPad app is now much more reminiscent of the iPhone and the desktop apps, giving it a more complete brand outlook. And, let's be honest, most of the detractors will have to work with the new update, and will have forgotten after a week or two about the old version and grown to love the new one.

If you haven't already got the new Twitter iPad app, you get it from twitter.com/download/ipad and try out it for yourself.

COMMENT

Thord Daniel Hedengren
WordPress expert



“ There is no doubt that the Twitter redesign is all about tying everything closer together. The iOS apps

now join twitter.com in displaying content inside the stream. Add the redesigned profile pages online and the corresponding changes for header images in particular within the apps, and the design package wraps up nicely.

While I do like how more and more content is displayed within the stream, I can't say that the redesigned apps are a vast improvement. The one thing to take away from this redesign is that Twitter is set on delivering a more-or-less identical experience to its users. There are indeed some good things here; you can make pretty cool stuff with the header image, a background, and a bit of imagination (like [@ryanseacrest](http://ryanseacrest.com)), and that makes for a more personal touch. Add this to the fact that Twitter is limiting third-party apps, and I think we can mark this as the first visual step towards a closed media platform, rather than an open channel for communication and innovation.



COMMENT

Pete Simmons
Director at Terror Designs LTD

“ Twitter rolled out a new design of both their website and iPad app, both of which have had a massive

overhaul. The biggest thing to come out of the redesign is header image; users are now able to set a custom header image as well as their profile picture, akin to Facebook's cover images.

The iOS app sees a new layout and the removal of third-party image uploads such as yfrog and TwitPic. The company's focus seems to be around bringing consumers back into using official Twitter apps, especially with the recent changes to the way developers can interact with the Twitter API and the heavy limitations that have been placed on them.

Other changes to the iPad app include the removal of the tab design in favour of a timeline, and forcing users to 'open' tweets before viewing content such as images or links. This seems like a step backwards from a user experience perspective, and makes things feel slower. From a company whose whole ethos is based on quick, snappy user updates, putting a roadblock like this in the way could come back to bite them.

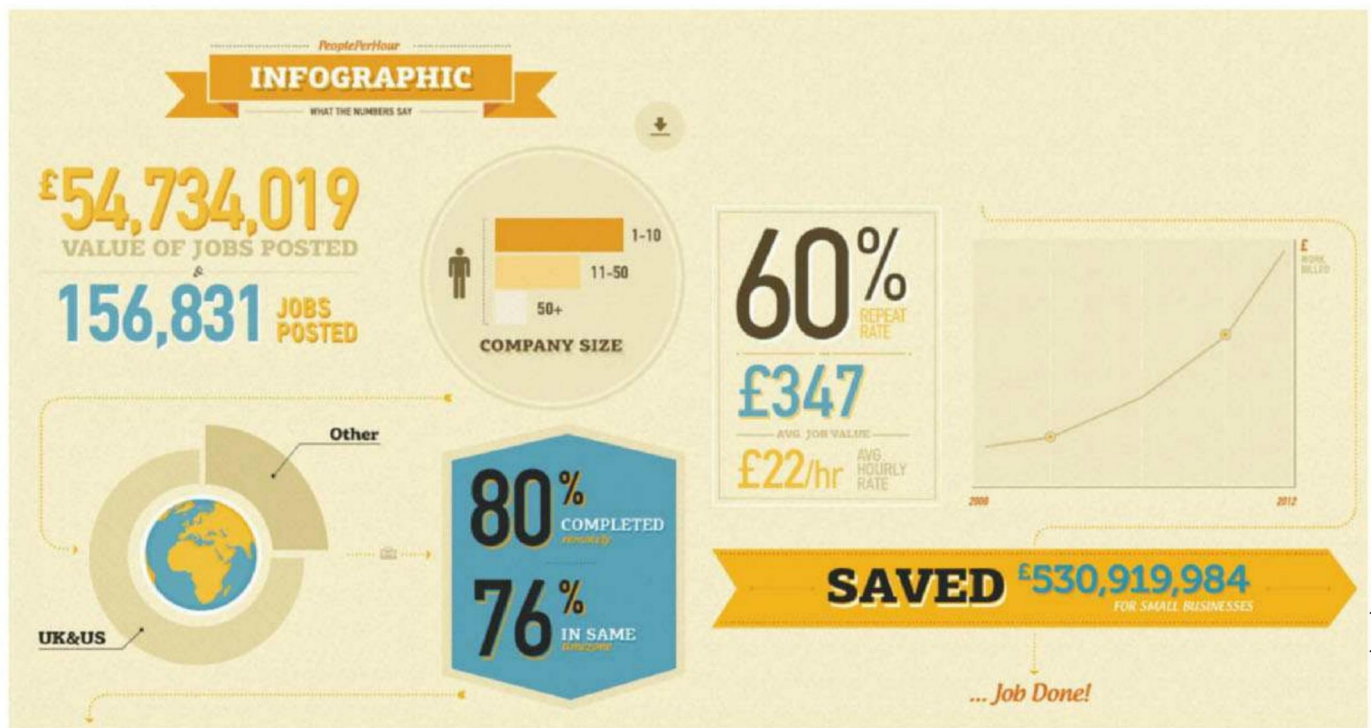
New header image

The new header image has been the big change in Twitter profiles, but how do you get yours?



There is nothing complicated or confusing here, but if you haven't tried the new header image feature, now is the time to give it a go. This new piece of profile design presents itself at the top of a profile page, and is a great opportunity to indulge in a little bit of shameless self-promotion. Choosing the right image can potentially grab hundreds - or even thousands - of new followers. A beautifully-crafted header will draw designers to your profile, with tweets just a secondary hit. As always there are a few

guidelines that need to be adhered to. These will ensure that any header gets closer to its full potential. Twitter's recommended dimensions are 1200 x 600px with a maximum file size of 5MB - which is more than enough to create a masterpiece. However, for a few tips on designing the perfect header, a visit to Design Shack (bit.ly/RBbelva) has to be on the cards. To start the process head to Settings>Design. Sitting under Customize your own is the Change header button, click, select image and Save changes.



Is it time to take on the freelance challenge?

Ready to take the plunge and strike out on your own? Now may be a great time to take the step into the world of freelance

The lure of going freelance can be a very tempting proposition. No travelling to the office, choosing your own hours, and an office designed specifically for you. On the flipside, there is the lack of job security, the possibility of even longer hours and a host of admin tasks that you didn't even know existed.

Taking to the decision to switch from the comfort zone into the unknown is a big step, but more and more of the design fraternity are taking the plunge. Now may be deemed the time to make the move, especially as more and more businesses are hiring freelancers, in particular small businesses. The prospect of hiring a freelancer for a short project boasts a host of advantages for a small business. According to figures provided by

peopleperhour.com the increase in the number of people who have registered as freelancers in the past year has gone up by 52%. The number of people who have registered as freelance web designers in the past year has risen by just over 42%. And, as an added bonus, the average rate for a web designer is £32.64. It seems that logo and web designers, illustrators and artists do particularly well due to the specialist and stylised nature of their work.

The facts and figures certainly look good, but as more and more designers enter the marketplace, the stiffer the competition becomes.

There are a host of sites that offer advice and the opportunity to get work. Freelance Advisor (www.freelanceadvisor.co.uk) offers a comprehensive guide to

becoming a freelancer, with stories and tips from those that have taken the plunge. Some simple snippets of advice include being motivated, without this you are almost destined to fail. Make sure you have a skill or skills that are in demand. Niche skills greatly narrow down the field of opportunity. Be organised and efficient; there will be a million jobs that needed doing yesterday. Finally, make sure that you can afford it; projects won't suddenly drop into your lap, do some careful budgeting. See boxout for more tips.

If the decision to go freelance is a starter be sure to check out the following websites. Peopleperhour.com and Elance (www.elance.com) bring together freelancers and business. Get online and start selling yourself now.

Tips for freelancers

• Publish a portfolio

Display the best examples from your portfolio for customers to see

• Make your first pieces count

Think carefully about the work you present and in which order

• Check out the competition

Look at online at other portfolios

• Network

Pick up the phone, go to networking events and meet clients in the flesh

• Don't spam

Tailor an email to suit, and follow up soon after with a friendly phone call

• Start small

A good project can lead to referrals

**COMMENT****Xenios Thrasyvoulou**
CEO of PeoplePerHour.com

With businesses looking to streamline costs while improving efficiency and productivity, specialist

roles, such as web design, are increasingly being outsourced.

Rather than going to larger firms with sizeable overheads, which will inevitably be passed onto the client in their pricing, we are seeing more businesses tapping into a remote marketplace of highly skilled freelancers to do the work.

Logo and web designers do particularly well on PeoplePerHour, due to the specialist nature of their work. We have seen the number of jobs commissioned through the marketplace increase by 58% in the last year, taking the number of roles available through the site to well over 8,000.

In a competitive market, the key is visibility. This is where PeoplePerHour can help by showcasing work, raising your profile and ultimately placing web designers before a pool of hungry-for-talent businesses.

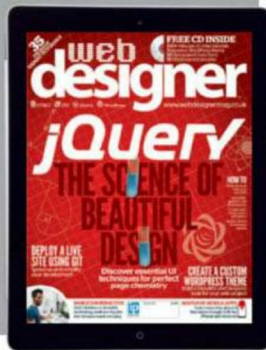
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**The Creative Cloud dilemma**

Is Adobe's Creative Cloud pricing policy going to attract or repel users?

Adobe recently reviewed Creative Cloud's current status and has made some amendments to its various plans. However, the pricing plans see a new strategy, which involves users adopting a single app strategy or a complete package strategy. This is the first issue that bothers us. The single app plan gives users full access to a single app. This is the cheapest option at £17 a month, but access to one app is limiting. Web designers are typically going to need at least two apps – Photoshop and Dreamweaver, would be one choice. But, this immediately doubles the monthly cost to £35. There is the option to go all out and take on the Complete package for nearly £47 a month. This may be a price point that sits well with business users but individuals may think twice. And, there is the issue of paying for a host of packages that will never be used. Admittedly, the Complete package is only £500 a year, cheap when compared with the boxed product, but then Adobe are not paying for any packaging or distribution. An interim option, say two or three packages at £20 a month is a far more attractive proposition.

Another mystery is why is the introductory offer only available for existing Creative Cloud customers. Surely, if Adobe is looking to attract new customers they should be making the offer available to everyone – or, does Adobe think that they have a monopoly, and if users want to use their product they will have to pay whatever Adobe choose?

There is no doubt for us at **Web Designer** that Creative Cloud is the type of forward-thinking that Adobe needs to adopt. However, we are not too sure about their current pricing strategy. It could be time for another rethink.

**<news cloud>**

Bite-sized coverage of the month's trending topics

Adobe teams up with FWA

The software vendor has teamed up with the leading showcase site The FWA to present the Cutting Edge award. Once a week Adobe presents an award to the project that best highlights the newest capabilities of the modern web. The sites chosen for the award will be using the latest browser features and technologies. Check them out at www.thefwa.com.

Adobe

Crumbs is a new open-source holding page that gently reminds clients to pay their invoices

Google

Google Play store hits 25 billion downloads. Watch out Apple

Twitter**Myspace**

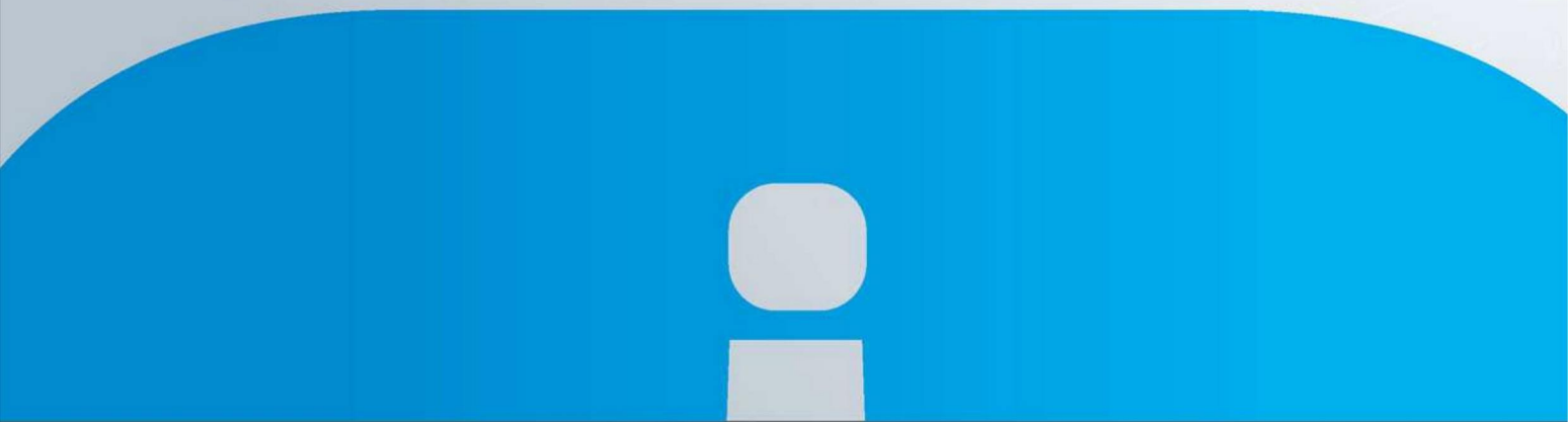
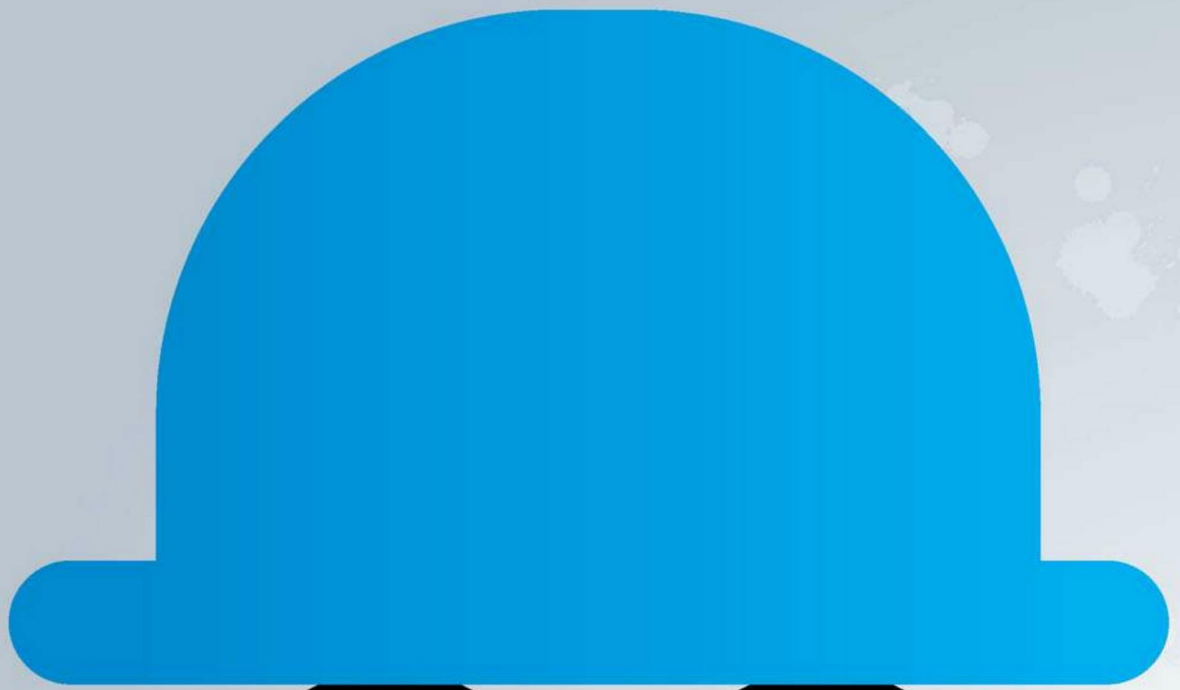
The social network is to make a comeback. Join the revolution

Nook

China is the most active country and access is blocked

Nook in time for Xmas

The quest for top spot in the tablet market is set to intensify as Barnes and Noble is introducing its two full tablets in the UK. The Nook HD is a 7", 8GB, £159 device that is in direct competition with the Kindle Fire HD and Nexus 7. A 16GB version is £189. The Nook HD+ is a 16GB, 9.5-inch screen being sold at £229. Both are available in November.



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This month we discuss getting caught out by copyright, and building a site from this very magazine

Subject Know your image rights

From 'Big' Mark



Having been forced to pay a supposed 'damages' claim for £900 by the ####s at Getty Images, for using an image that was part of a template I had used in total innocence - ie, being a victim of the extortion letter policy (www.extortionletterinfo.com) - I have a very important question that would be relevant to everyone using the **Web Designer** resource disc content. Is everything on the CD included with the magazine 'safe' in the respect that it's totally fine to use the WordPress templates and the like, without fear of Getty or iStock etc coming along at a later date and trying to sue everyone for copyright issue related to images? It's one of those things that until it happens to you, everyone ignores. Thank you for any advice.

Web Designer takes the responsibility of image rights very seriously indeed, and endeavours to ensure that any images on the

resource disc are freely available to use. However, when using assets such as WordPress themes, it is always worth reading the small print. Themes come with a readme file which stipulates usage of the theme, so ensure you read carefully before using them in a public domain. Typically, images within themes and other assets are included as a guide. They are not there to provide the base for a theme/page/post etc. Plus, using the same image that everyone else has access to can negate the originality and uniqueness of a design. To be on the safe side use your own images or seek permission from the owner. Check out Flickr's Creative Commons license (www.flickr.com/creativecommons) to see what images you can use from its site.

Web Kit

Discover the kit needed to help create inspirational and interactive web pages



Rich Snippets
developers.google.com/webmasters/richsnippets



Big Cartel
bigcartel.com



Price Table
wordpress.org/extend/plugins/pricetable

Subject Subscriptions in the USA

From Joel Myers



Do you offer subscriptions to USA addresses? I am a web design teacher in a tech school (grades 10-12) and like to have a variety of related magazines for the classroom. I came across **Web Designer** and was interested in it, as well as some of the photography magazines. So do you support subscribers in the US, and if so is there an additional shipping/handling fee added to the subscription.

Web Designer certainly does offer subscriptions to the USA. We are currently running a special promotion (see page 99). USA readers who purchase a subscription are effectively getting five issues for free

(when compared with the shop price of \$14.99). Head to imagine.subscribeonline.co.uk, select the **Web Designer** cover, and choose the appropriate subscription.

Subject I'm not a web designer but...

From Gavin McKay



Hi, thanks for producing such an informative magazine with excellent tutorials and examples. I'm not a web designer by trade, but started reading your magazine in 2011 to try and put a website together for my wife's business: www.panaceabeauty.com

My first ventures were in Flash, and after fiddling with HTML text I managed to get good rankings on Google etc. However, my latest reincarnation is purely HTML and jQuery/JavaScript and

to be honest (as I said I'm not a web designer!) I'm very pleased.

The site is not the cleanest code and certainly won't win any design awards, but it has increased the number of clients visiting the salon and gives an instant way to update information. I'm sure you are inundated with requests to look at websites, but could you take a look at my site (particularly the Treatments and Contact pages) and let me know what you think?

It's always good to see that **Web Designer** is helping readers realise their potential and putting their skills into practice. We strive to make sure that newcomers and experienced designers will take something away with every issue of the magazine. We did have a quick look at the site and only have one criticism. There is one

“ The WD website does include a tutorial files section where users can download assets ”

Join the conversation as it happens on Twitter  @WebDesignerMag
 Comment on the news and opinion  www.webdesignermag.co.uk
 Email the editorial team at  webdesigner@imagine-publishing.co.uk

obvious issue – no link back to the home page! Sort this and you'll have yourself a great little site.

Subject **Digital back issues** From Mark

Please can you advise me if you plan to offer a back issues payment plan for your iPad version of the magazine? I would like to purchase a 12-month subscription to current and future issues, with also the option to purchase either all or the last 12 releases at a discounted price.

There are currently no plans to offer a back issue payment plan for the iPad version of the magazine. However, it is quick and easy to buy single back issues at the same price via the app. With the app installed, users can choose which issue to view, and if they haven't already purchased an issue there is the option to Buy Now. All the user needs is to wait for the magazine issue to download.

Subject **Disc for digital subscribers**

From Shane

I usually buy **Web designer** in store and get a resource disc with each edition.

I recently bought an iPad, so I have been getting the digital edition.

Is there a way for 'online' customers to still receive the free content that would have been on a CD? Like a URL with the online edition that links to a page that verifies I have bought the online edition, and then redirects to a webpage where the files can be downloaded?

If we can still get this great content with the digital editions then that's great. But if not, I would like to offer this as feedback that online readers would most certainly still like to avail of the content.

Thanks for the feedback. Currently there is no way for digital subscribers to get the content from the disc found in the printed version of the magazine. The

suggestion you have made is a undoubtedly a viable and workable solution, and one that may well be implemented in the future. To ensure that you still get the basic tutorial files for each issue, they are available online and can be found at www.webdesignermag.co.uk/tutorial-files.



Comments from the Blog



Web Designer is always keen to hear from its readers, followers and visitors. Here we bring together a specially selected collection from the last month. It seems that Thord Daniel Hedengren's column 'Serious Dislike' in Issue 201 has divided opinion



@thejamiefraser

@WebDesignerMag Excellent comment by @tdh social buttons are a nightmare to work with, n evn worse for low share counts, negative impact



@no1_son

@WebDesignerMag "Serious dislike" article. Totally disagree with @tdh Most users are not like u and couldn't care less about tiny lags



@tdh

@no1_son I obviously disagree. That people aren't sensitive to loading times is a myth squashed by mobile data.

The fresh front-ends tutorial also sparked some admiration:



Raja said: Nice overview! I haven't used CS6 yet, hopefully I'll get it soon. I'm excited about the 3D features.



Mina said: It's seems really great features that I haven't used yet. Thanks for tutorial



Leah said: WoW ! This really looks amazing, thanks for the wonderful tutorial. Thanks a lot for sharing

Seize the dev

Ashraf is the director of product management at Brightcove, a global provider of cloud content services. His previous employers include Nokia and Motorola, where he worked on digital video solutions, security features and webapps.



Ashraf AlKarmi

Why there's never been a better time to be a developer

Never before have such a number of powerful tools and technologies been so accessible and affordable. With the growing importance of dynamic user experiences, the brands that are winning are those with a truly innovative approach, working with web designers to capitalise on consumer demand for rich, visual content. But how did we get here and what is the new role of the web developer in today's digital economy?

Since the birth of interactive webapps in the mid-Nineties, we've been on a path of convergence between content and software, an evolution which has continued to elevate the role of the developer in a rapidly evolving digital landscape. New labour markets have appeared as a result of this shift towards content-centric software, and we've seen the birth of new disciplines such as user-centred design, which have underscored the growing importance of content and design in the creation of good software.

A decade-and-a-half back, the web browser ushered in a document-centric view of software apps in response to end user preferences for content-centric experiences. What do I mean by 'content-centric'? Back then, it was the evolution of software from traditional desktop software apps with monolithic forms-based user interfaces, into document-based interfaces with richer, more content-based experiences.

Fostered by the rapid adoption of broadband and Wi-Fi, the media/software fusion powered through the early stages of web 2.0, giving rise to new programming languages and models that opened up software creation and spawned new online industries – everything from gaming to rich media advertising, user-generated media and the online video industry. And it parallels the rapid rise of software-as-a-service, with nearly every category of business software having been re-implemented in a rich, browser-based interface with a more content-rich UX.

The introduction of the iPhone – and the clone devices and software environments that have emerged in its wake – as well as the App Store model, has meant that software itself has become content, triggering an incredible range of content-rich and content centric software application experiences. As both new device platforms and SAAS models have grown, the race to bring richer forms of content experiences into the browser and onto these devices has also accelerated, and the industry has galvanised around HTML5 as the next-generation of content-centric application authoring and delivery.

The proliferation of cloud-based computing and application models has grown rapidly alongside the rise of the iPhone and SAAS. By taking advantage of accessible and affordable hosted computing resources, more and more functions are being made available as cloud services that developers can build on. The first component of this shift has taken the form of infrastructure-as-a-service offerings such as Amazon Web Services, Google App Engine and Windows Azure. These layers abstract the complexity of hardware, storage, networking, databases, and other fundamental infrastructure needed to operate online software.

We've also seen a wave of new platform-as-a-service offerings, designed to abstract a significant set of functions and data-models into collections of coherent APIs – enabling developers to easily and rapidly build rich apps. A great example are Facebook's Open Graph APIs for adding social features, as well as dozens more discrete functions from mapping and GeoData, to push messaging and search. What's more, we're seeing an increase in open platforms allowing developers to participate in the evolution of software through open source SDKs and open collaborative platforms – Google Code, for example, for software distribution, and the likes of Stack Overflow for knowledge sharing.

The explosion in new device platforms is driving organisations around the world to invest in software that takes advantage of these services. Organisations of every size are seeking to create webapps, phone and tablet apps, smart TV apps (shortly) and Facebook apps.

They're also having to rethink the entire model they use for publishing content and how they create rich, content-centric application experiences around that content. Legacy, home-grown and installed content models are giving way to SAAS and PAAS models, spawning new software categories such as video platforms, app platforms, and myriad standalone API services.

As the role of software in society continues its relentless expansion, it's an exciting time to be working in web development, and there's never been a better range of tools on offer. At the core of all of this is an ongoing revolution in the economics of software manufacturing, with richer and richer building blocks available as inexpensive pay-as-you-scale utilities for millions of developers all around the world.

As Internet software grows in importance to organisations globally, developers – as the technical leaders and contributors in this game – are undoubtedly becoming the decision-making elite of the digital economy.

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Mobile Marketing

Andy is the front-end developer at Cube³ - a team of award-winning strategic, creative, digital experts who believe in building exceptional brand concepts and profiles; creating engaging platforms and user experiences that seamlessly integrate into the market.



Andy Chubb

Don't let the mobile web pass your brand by

Mobile is quickly becoming the main way people are browsing the web. As of July 2012, approximately 10.5% of all web traffic occurs through mobile devices (rww.to/N2BS8Z). Recent hardware advancements in mobile devices such as smart phones, tablets and Ultrabooks, as well as improving network access, mean that people are now browsing the web from a variety of places. These trends are set to continue with the advent of more web centric operating systems (rww.to/Mw2XCF) and the continuing evolution of smartphone apps (bit.ly/PG6YnU). Taking your brand on to the mobile web means you are going head to head with your competitors in a unique marketplace, and you need to provide your users with the best experience you can offer regardless of mobile limitations.

It is becoming more important to carry brands on to this platform in new and exciting ways. For some user groups this may well be the first interaction they have with the brand, so first impressions are very important. But how does designing and developing on mobile platforms differ from traditional web development?

One of the key aspects that must be considered is how you are going to develop your site on the mobile web. Do you want to emulate the look and feel of a native mobile app? There are some excellent frameworks out there which can help you achieve this such as jQuery mobile (jquerymobile.com) and Sencha Touch (www.sencha.com/products/touch). The main advantage of working with these frameworks is that the site will be more intuitive as it blends well with the device's native touch gestures and exhibits similar behaviours. This can be particularly advantageous if you are required to build a site that acts like an app, or if you need to put together a mobile site in a short amount of time that you can be sure will be supported on major mobile devices. The disadvantages are the loss of some customisation and individuality that you may experience when building within a framework.

The alternative approach is to use a combination of HTML5, CSS3 and JavaScript to create a bespoke build. The main advantage here is that you are free to create the site how you envisage it. This is

undoubtedly more labour-intensive, however the end result can be engaging and a site created that stands out while offering a superior user experience. Sometimes the best option may be to try and find a balance between the two. Offering the right level of device support, coupled with a tailor-made visual experience.

It must be considered where and how the user will potentially be using the site. User scenarios (blog.usabilla.com/how-user-scenarios-help-to-improve-your-ux) are an important tool that can help identify these. In terms of design, many of the visual elements of a mobile site can be developed purely using advanced styling techniques available in CSS3. Things such as gradients, shadows and shapes can be combined to create the graphical elements of your site without the need to load in images. Another big advantage of this approach is that you can resize these elements easily which is important given the variety of screen sizes on the mobile web. When you do need to use an image, look at ways to use it that will keep the file size down, such as creating your own repeating textures based on a small graphic. Remember, in order to support a range of pixel densities you will need to create at least two versions of each image, so it is worth spending time optimising them right from the start. All this helps to create an extension to your existing branding without compromising speed or quality.

A lot of the individuality in mobile sites and apps is in the details, such as custom designed icons that can be changed and adapted to work on different displays. The creation of a good icon that looks crisp and clean and sits nicely within the device's native interface is another opportunity where you can use your branding to your advantage. As with images it may require the generation of multiple icons at varying sizes to support the range of mobile devices out there. Again, it is worth spending time creating these as a poorly rendered icon isn't going to do your brand any favours.

Overall, a brand presence on the mobile web can be created to match and enhance an existing on or offline brand, the design and behavioural subtleties should remain almost invisible to the user. Most importantly it needs to work - wherever it's being used.

🌱 A lot of the individuality in mobile sites and apps is in the details 🌱



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BOOKMARKS

This issue we engage with the practical and the sustainable. A host of experts including Andy Clarke and Paul Boag offer advice on redesigning a website, while Opera open standards evangelist Chris Mills tackles the practical implementations of CSS3. Sustainable user experience and how to create motion and voice-based interfaces with the Kinect API rounds us off.

REDESIGN THE WEB

\$39.90

bit.ly/IH1MzK

1 Smashing Magazine is one of the leading resources for web creatives, and its books follow in its footsteps. *Redesign the Web* is not about redesigning the web but the process, tools and techniques needed to redesign a site. The book's aesthetic is very much the Smashing brand, with plenty of code examples and colour images to assist the reader. It's broken down into 11 chapters, all written by well-known experts, including Paul Boag, Andy Clarke and Rachel Andrew to name a few. The separate chapters offer self-contained segments, which interrupt the flow of the book. On the other hand, readers can jump straight to the content they want.



PRACTICAL CSS3

\$35.99

www.peachpit.com

2 The author Chris Mills is an open standards evangelist who works for Opera and has a vast knowledge of the subject at hand. As the title suggests, this tasty tome is a practical guide to the styling language that all web designers need to know. The writing style is easy to follow and there are a host of practical code examples ably accompanied by captioned images. The subject matter covered includes web fonts and typography, the popular CSS effects, border-radius, box-shadow, multiple backgrounds, and the art of CSS animation. Beyond the more obvious, grids, layout modules, multi-column layouts and responsive design and media queries all get a look in.



LEARN THE KINECT API

\$34.99

www.microsoft.com/mspress

3 If you were to judge a book by its cover then this tome from Microsoft Press would get a good slating. However, the cover holds much less credence than the content. Motion-inspired interfaces are undoubtedly going to have a part to play in the web experience, and this book offers enough to start developing now. The book starts, as many do, with an introduction before introducing the Kinect sensor and a practical example of how to build an app. Past the basics, there is a whole chapter on how to create advanced user interfaces using movement and speech. If you want to develop with the Kinect API this is a good place to start.

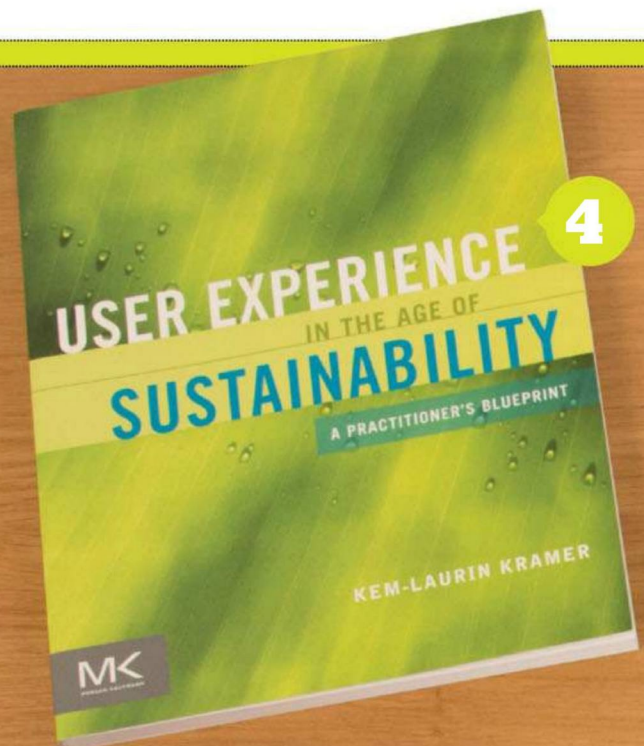


USER EXPERIENCE IN THE AGE OF SUSTAINABILITY

£18.99

www.mkp.com

4 A snappy title typically engages the reader - unfortunately this offering doesn't tell us much. It is about user experience, but from a different angle. The book concentrates on the role that UX has beyond its more obvious applications. The book is very much aimed at a niche audience, but the content and presentation are engaging and well presented. This is a practical take on the subject with case studies and personal stories. Readers will learn how to integrate sustainability into designs using user research methodology, techniques and purposeful metrics, and how working sustainably applies to mobile and digital products.



3

Playing a Recorded Sound

The original alarm program created an instance of the `SoundPlayer` class to play the alarm sound. Unfortunately the `SoundPlayer` class is not able to play `Wave` files in the format that the program creates. This is because the `SoundPlayer` class can be used to play back more standard audio files. Fortunately the `MediaElement` class can be used to play back more standard audio files. A number of other advantages that also help the program manage the sound playback. The `MediaElement` in the program is described in the XAML for the open windows form as follows:

```
<MediaElement Name="alarmPlayer" MediaSource="AlarmPlayer_MediaElement" />
```

This creates a `MediaElement` named `alarmPlayer`. It also attaches an event handler to the `MediaElement` event, this means that the `alarmPlayer` will run when the media from the alarm is created. This is very useful, as it provides a way for the program to stop the number of different sounds when the alarm is sounding. You will see how this works in the section "Sound Playback Management".

Triggering the Sound Playback

The `alarmPlayer` class plays the alarm sound and takes pictures when the number of differences between the current camera image and the previous one exceeds a given threshold.

```
if (differences > alarmThreshold)
{
    if (alarmSoundActive == false)
    {
        alarmPlayer.Source = new Uri(alarmSoundFile, UriKind.Relative);
        alarmPlayer.LoadedBehavior = MediaElement.Play;
        alarmPlayer.UnloadedBehavior = MediaElement.Stop;
        alarmSoundActive = true;
        alarmPlayer.Background = alarmSound;
        pictureTake = 1;
    }
    else
    {
        alarmPlayer.Source = null;
    }
}
```

This is the code that triggers the alarm. The alarm is only triggered if the sound is not being played and no audio capture is active. If the alarm is triggered, it sets a flag to indicate that the alarm is now playing. Note that the alarm now triggers the playback of the sound as well. It does this by setting properties on the `alarmPlayer` object that define the source of the sound and then sets the `LoadedBehavior` to begin the sound playback.

118 PART II Using the Kinect Sensor

Sound Playback Management

When the alarm sound playback completes, the `alarmPlayer` class is notified. The `MediaElement` class has an `AudioEnd` event that can be used to manage the sound playback.

```
private void alarmPlayer_AudioEnd(object sender, EventArgs e)
{
    alarmSoundActive = false;
    alarmPlayer.Source = null;
}
```

This code turns off the alarm sound and sets the `alarmSoundActive` flag to false. The program can then use this to manage the sound playback.

Figure 7-5 shows the user interface of the program. The `Record Sound` button is used to record a new sound. The `Play Sound` button is used to play back the sound that is stored by the program. The `Stop Sound` button is used to stop the program in a file (also shown).

Sample Code: Adjustable Sound
The sample code shows how to create an adjustable sound. The code is located in the `Introduction` folder of the sample code.



FIGURE 7-5 Recording

WEB SERVICES



MapBox

Free
mapbox.com

MapBox is a service that uses open-source tools and the cloud infrastructure to create beautiful custom maps. The premise is to make maps more social, offering compatibility across the web and mobile. Users create in the cloud and publish in minutes. The free MapBox plan includes 3000 map views a month, going up to 10000 for \$5 a month.



BRACKETS

Free
brackets.io

Brackets is a code editor built with HTML, CSS and JavaScript, and currently runs as a desktop application across operating systems. The editor isn't currently the complete article but for those with a sense of adventure it is worth trying out. Head to the website to find out more.

IOS APP

Adobe Shadow
Free
bit.ly/v6jLdp

If you haven't explored the potential of Adobe Shadow, then now is definitely the time to download the free app and try it out. The app is easy to use and allows users to wirelessly pair devices to test out a single site across different devices. A great app for tweaking HTML and CSS, and seeing updates in real-time.



2

Practical CSS3

DEVELOP AND DESIGN



Chris Mills

LIGHTBOX

Gallery of stunning web design

DESK

desk.cmiscm.com

Development technologies CMS using PHP, ActionScript, Objective-C, Object, Pooling and Bitmap Data technology, Photoshop for design, FDT and Xcode



Designer **Jongmin Kim**
cmiscm.com

A site that offers a window into what can often be the intimate creative spaces of the world's developers and designers



often overlooked, the humble desk still holds a fascination right across the creative environment. Even in a world where working on the move is possible, the desk remains a place where designers and developers can feel at home as they work.

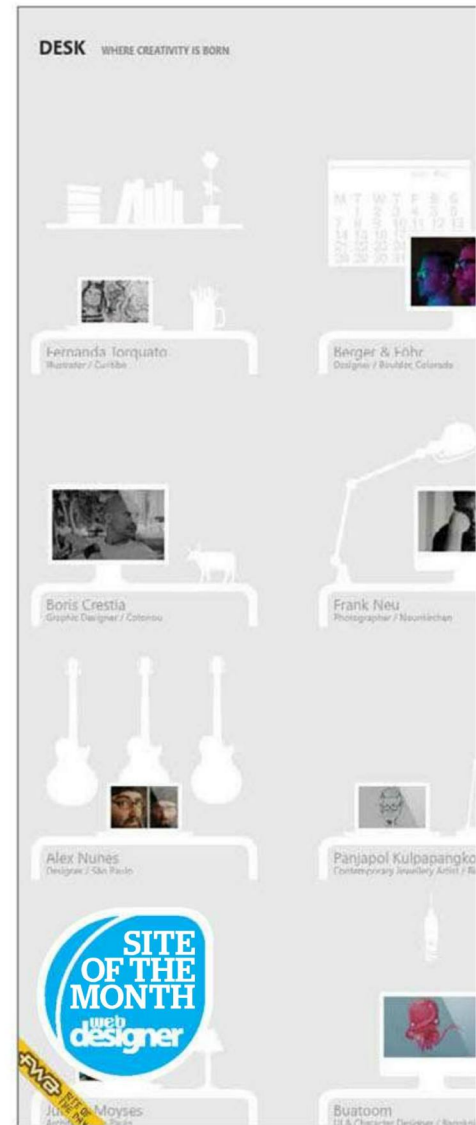
This site from Jongmin Kim gives a glimpse into the creative spaces of a wide range of designers, as Kim explains: "DESK is a platform for creators to share and find inspiration in the very places they create - their desks. It pays tribute to creative professionals' unsung, most personal work. Users can upload a gallery of their own desk and browse through a

gallery of others'. Previously unrecognised, the desk is often just as much a work of art as the projects they are used to create."

Each desk space is offered to the viewer as a photomontage with image transitions that always hold the viewer's interest. The site is addictive in that viewing just one desk is simply impossible. The designers' desks on the site have clearly been staged, but this just adds to the attraction.

Kim also ensured that the site itself is both easily accessible and works efficiently as you scroll through the available desks. If you find one you like, a variety of social media sharing is just a click away. This is a wonderfully realised site that is superbly executed. Be prepared to lose an hour or so as you enter this site for the first time.

DESK is a platform for creators to share and find inspiration where they create



<Above>

The homepage of the site offers myriad desks to choose from. Watch the screen scroll, or use your mouse to find a desk to view

abcABC 1234567890

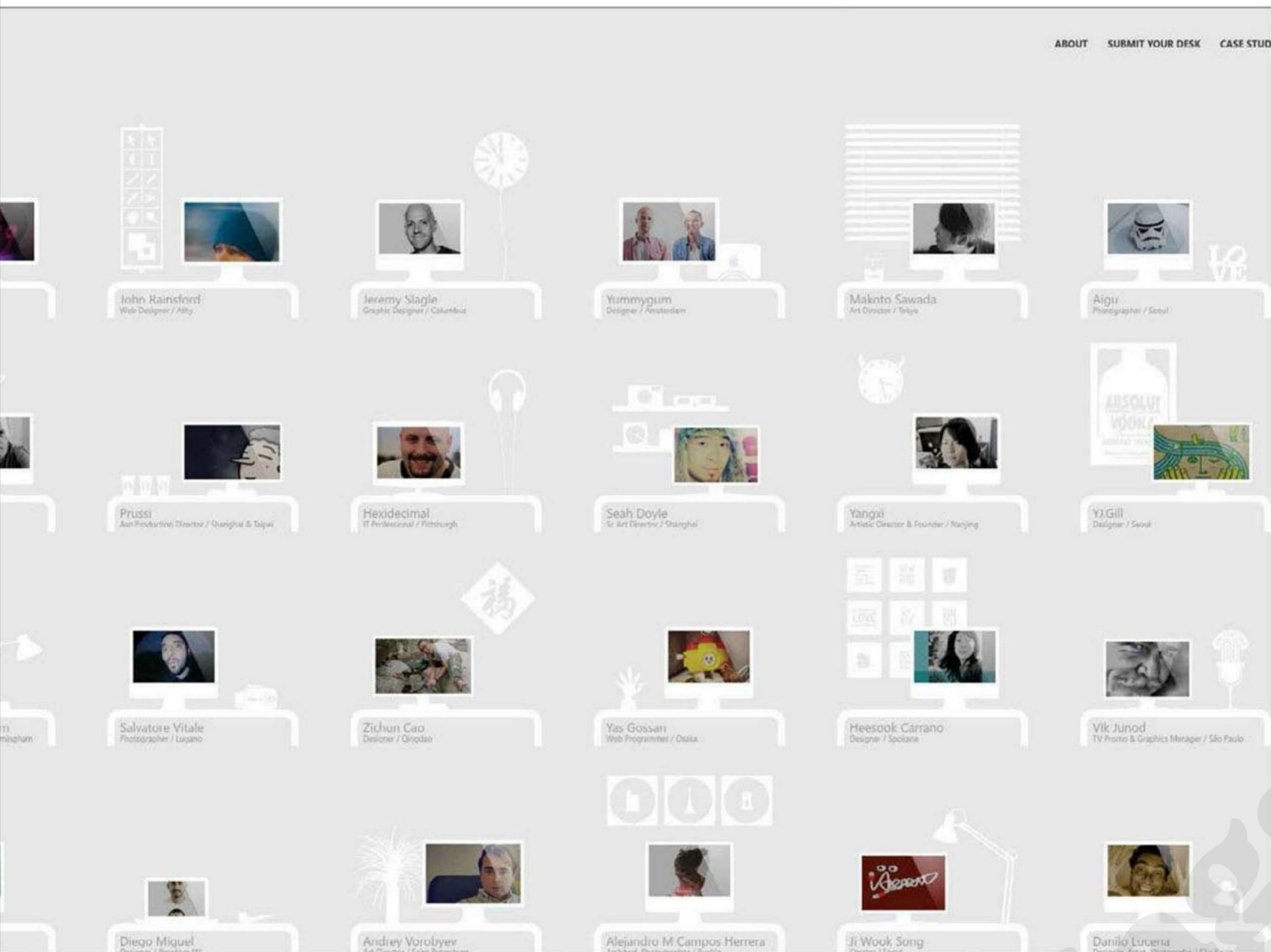
<Above>

Designed by the Swiss Adrian Frutiger, Univers has become a firm favourite for its clean lines. The font is available from a wide range of foundries including Linotype

<Below>

The world-famous Helvetica was designed in 1957 by Max Miedinger. The sans serif font can be found in many weights at the Linotype foundry

abcABC 1234567890



<Below>

- A superb scrolling archive of each desk on the site is easily accessible from whatever page you happen to be on



<Top left, clockwise>

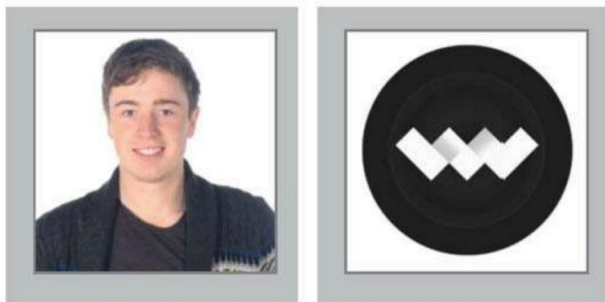
- Each desk is showcased on its own page, with large photomontages of each desk space. Scroll to see more images of the designer at work
- The page transitions when a desk is chosen are always smooth and well-executed. Bold colours provide solid and engaging backgrounds to each image
- Sharing desks that you find interesting is made easy, as social media buttons are available on each image within a desk's portfolio
- Viewing the site on an iPad is a pleasure. An app and a poster are available to allow you to celebrate the desk in all mediums



Rule of Three

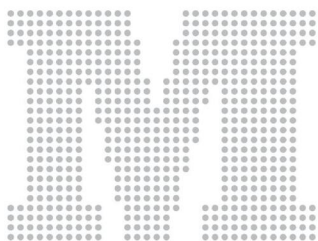
rule-of-three.co.uk

Development technologies CSS3, Parallax scrolling, jQuery plug-in, Superscrollorama



Designer **Will Viles**
www.willviles.com

Bold graphics and strong typography leads this site, which is fitting for a copywriting service



arrying a clean design statement with strong typographical skills makes this site stand out from the crowd, as Dan Ramirez, the senior copywriter at the copywriting wonder-company Rule of Three explains: "The concept for the site was simple,

yet ambitious: we wanted to create a site unlike any other copywriting site. Really, copywriting is an integral part of the creative industry. Yet, all too often, copywriting websites seem entirely divorced from the creative discipline, so we wanted to make a bold statement informed by both copy and design."

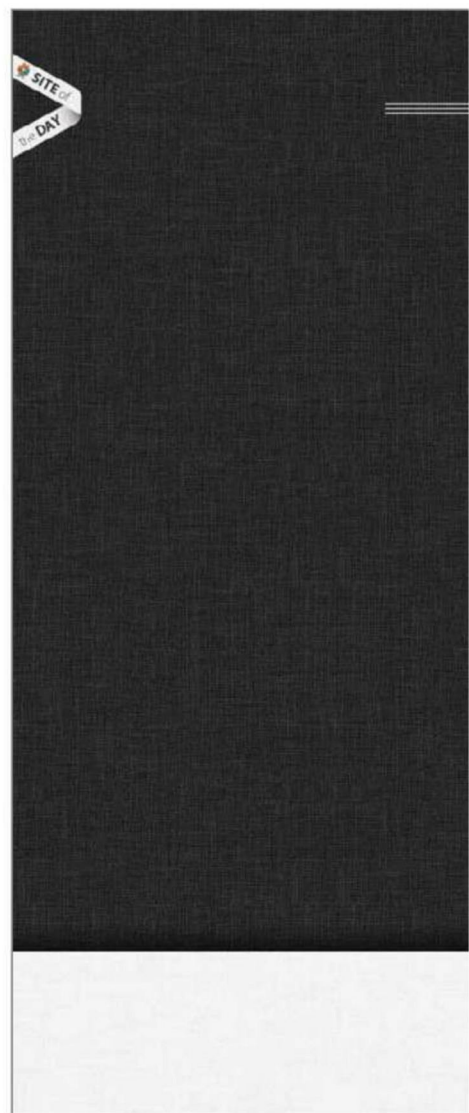
Few sites use text to its full advantage. That's not the case here, but handling the typographic components of the site was only part of the design

approach. "From our first brainstorming session, it was abundantly clear Dan wanted to make the text do all the work, with big, bold, defining statements a prominent feature," commented Will Viles, the site's designer and developer.

"Two things instantly came to mind. Firstly, this site was to be read like a book. Every sentence in Dan's copy is somewhat profound, so I felt each statement deserved its own line break. Creating the perfectly sized font hierarchy (using h1 all the way to h7) styled the system beautifully."

The strong monochrome approach to the design instantly shouts that this site is about the skills of the copywriter. Beautifully rendered fonts are placed meticulously on each page as they smoothly scroll by. If you're looking for a perfect example of minimalist design that effortlessly meets its design brief, look no further.

Creating the perfectly-sized font hierarchy (using h1 all the way to h7) styled the system beautifully



<Above>

The About page is a typical example of well-chosen fonts laid out with consummate spatial awareness



RULE OF THREE
THE COPYWRITING STUDIO

Words.

As with sunbeams, the more we condense
them, the deeper they burn.

Rule of Three Copywriters.

Think copywriting.
Think intelligent message design.
Think powerful results for your business.

<Above>

- From the homepage of this site it's clear that words and not pictures take centre stage



abcABC 1234567890
abcABC 1234567890

<Above, Top>

Part of the Google Font set, Sorts Mill Goudy by Barry Schwartz offered the perfect font in all weights

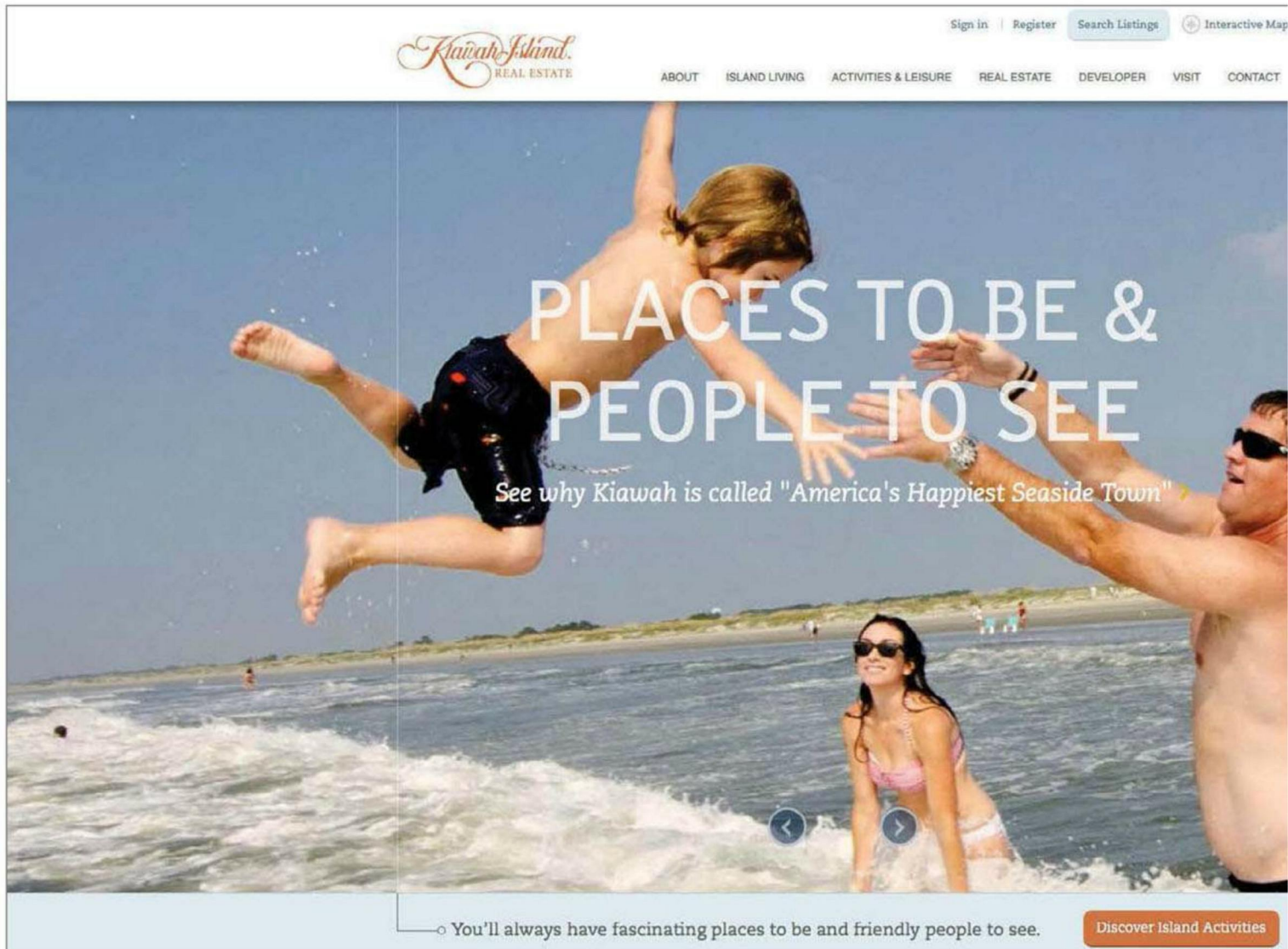
<Above, bottom>

The italic variety of the Sorts Mill Goudy from Google Fonts perfectly complements the full Roman set



<Top left, clockwise>

- Typography alone would not convey the central message of the site. Subtle graphics are also used to annotate the key textual messages
- The core brand values of the services are communicated with a minimal yet highly effective design
- Visitors can see the latest news and events from the site's blog, that of course follows the same typographic rules
- There is no doubt about what services this site offers. The uncluttered design is attractive and understated



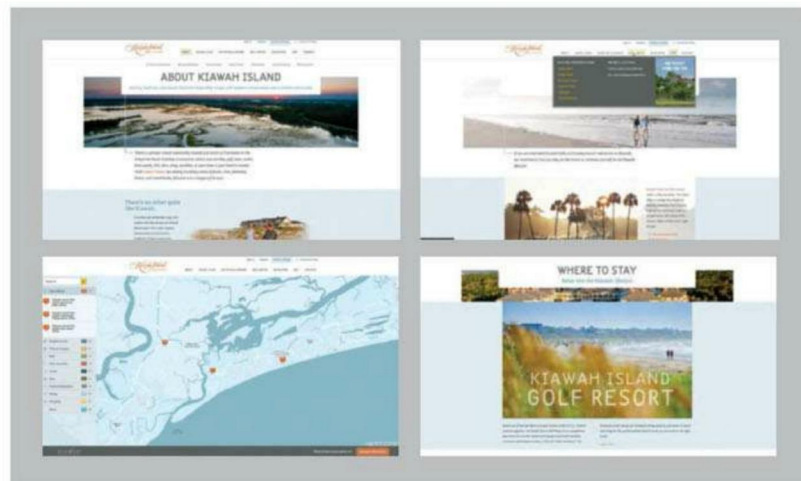
<Above>
• The site contains masses of information, but the navigation ensures you never get lost

<Below>
• Caecilia LT Standard is used throughout the site. Developed by Peter Matthias Noordzij, it is available from [fonts.com](#)

abcABC 1234567890

abcABC 1234567890

<Above>
• The ever classic Times font offers a sense of elegance, and is available in numerous weights from Linotype



<Top left, clockwise>

- A new life can be yours on Kiawah Island was the brief; it is amply met on each page showcasing a different aspect of island life
- The site is also a commercial space for real estate and potential developers. Both these requirements are designed seamlessly into the site
- Find your bearings on Kiawah with the interactive map that is fully integrated into the site's design
- Clearly leisure is one of the main components of living on the island. The site design places this front and centre on every page

Kiawah Island

www.kiawahisland.com

Development technologies Code Platforms, HTML5, CSS3, jQuery 1.7, EllisLab CodeIgniter



{e} house studio™

Designer **{e} house studio**

www.ehousestudio.com

A site design that perfectly communicates a lifestyle and a community that anyone would want to visit time and time again



<Above>

• Right from the homepage community and the quality of life that the island can offer is shown with bold images



scrolling and clicking through this site gives an attractive impression of Kiawah (meaning 'something different') Island, that has become an exclusive destination for many. The site had to reflect the values that this community offers, as Aaron Quinn explains: "We set out to create a site that tells the story of the unique Kiawah lifestyle and community, as well as the breadth

of amenities and activities, while showing the endless natural beauty. We wanted people to get a better idea of what life is like on Kiawah Island and how they can become a part of it."

Images, video and well-chosen typographic components make each page on this site

highly engaging, which is precisely what the clients wanted. "Strike a balance between enticing content and visuals that leaves prospective users wanting more and content that satisfies with substance," Quinn continued. "Focusing content in areas where people are especially interested in learning how Kiawah can satisfy their lifestyle needs and how the social infrastructure can make it easy to make friends and fit into the community."

Using actual content during the design phase allowed {e} house to clearly visualise how each page would communicate its content. As a site that had to offer multiple user groups the information and insight they need, the design developed here is precise, comprehensive and above all else speaks to the community values that the island stands for.

We set out to create a site that tells the story of the unique Kiawah lifestyle and community

Design diary

Ride the development cycle

Project | **Peterbrooke Chocolatier**

Web | www.peterbrooke.com

Company | **Station Four**

Web | www.stationfour.com

Background

Station Four is Florida-based agency that designs sites, builds brands and brings the art of selling online to the masses. It was brought in to revamp, and add consistency and functionality to the Peterbrooke Chocolatiers brand

Chris Olberding: "Earlier in 2012, another client of ours, Hickory Foods, completed the purchase of Peterbrooke Chocolatiers, and they brought us in to discuss the state of their new acquisition's web presence."

"The Peterbrooke website Hickory Foods inherited had inconsistent brand usage, confusing organisation, and a weak overall design. The site ran an old version of Magento Community Edition, which bloated the database so badly the host would shut the site down every few days."

"Peterbrooke was preparing to show a chocolate high-heel on Good Morning America to promote the Oscars afterparty, and came to us needing something fast."

"Our first step was to stabilise the current website long enough for us to create a new one. We wrote a script that cleaned up the database nightly, which at least ensured the website wouldn't regularly crash."

"The project posed a challenge, as we were working on a tight deadline with a recently acquired brand undergoing a transition in management. We were fortunate to have worked with Hickory Foods before. Their trust in our talent and ability to deliver a polished product allowed us to streamline our typical process."

"Given the constraints, we used Magento's hosted eCommerce solution, Magento Go, which would allow an easier migration of product data from the current site, making for a smooth transition for the admins, and simplify deployment. Given Peterbrooke's long term goals and Go's limitations, we understood this to be a temporary solution."



Sean Collins
UX engineer

Mac Grossman,
senior designer

Chris Lahey,
director of development



1 Concept

Ensuring that visitors understood the brand was critical to the ethos behind the site. Station Four decided to go 'big' on the brand's gourmet aspect

Olberding: "Peterbrooke has an ever-growing number of franchises and store locations, so in addition to increasing online sales, the website needed to establish and promote the Peterbrooke brand. Also, as you would expect, Peterbrooke's sales are highly seasonal. Early on, we knew we wanted to do something 'big' that would quickly convey the fun yet gourmet aspects of the Peterbrooke brand. High-quality chocolate is an emotional buy for individual customers. In most cases, it's being purchased for a loved one for a holiday, a birthday, or an anniversary. Our goal was to show the final presentation of the products and try to

get users to connect with the brand. In a lot of ways it's similar to marketing jewellery - the higher quality and price represented by the brand is sometimes as important as the gift itself."

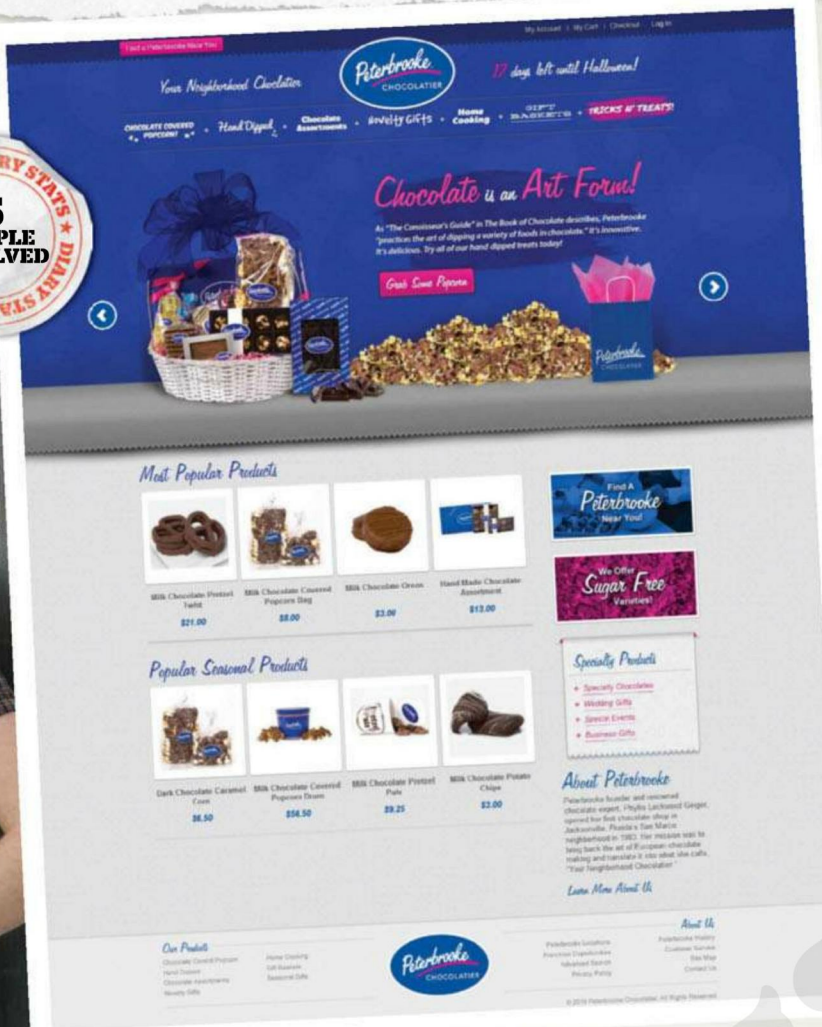
"Station Four took the lead on the strategic and creative direction for the new website. Mac and I brainstormed and sketched out some concepts, and eventually decided a large 3D shelf that the products would sit on would allow us to showcase a continually changing product line. We also liked the idea of changing colour in the type and navigation to fit with the background colour of each individual slide."





Chris Olberding
partner and CEO

Katharine Berry,
Production Manager



2 Design

The core focus had to be the product, and a host of assets from a catalogue photoshoot accompanied by targeted promotions, ensured a well-presented products

Mac Grossman: "Our first design step, as it is on most of our web projects, was to create a set of wireframes that would help us envision both the layout and tone of the new website. Right from the start, we knew we'd want to put the focus on the products, so we structured the homepage to feature a large banner that would rotate through seasonal chocolate and promotions. We were provided with a ton of assets from their catalogue photoshoot, and we put them to good use by developing a cache of holiday banners so we can drop in a new one when the seasons change. After we nailed down the overall look of the design with the

homepage, we worked on translating that aesthetic across the board. Since this was an eCommerce project, there was special attention paid to both the category and product pages. We put a particular importance on the selection of chocolate type (ie milk chocolate, dark chocolate, etc) at the category level and developed a selectable filter that allowed a user to search for just the right product. We organised the product detail page to be as user-friendly as possible, by featuring a big product image as well as an easy 'add to cart' process. This light product detail approach we believe helps to convert users in to sales."



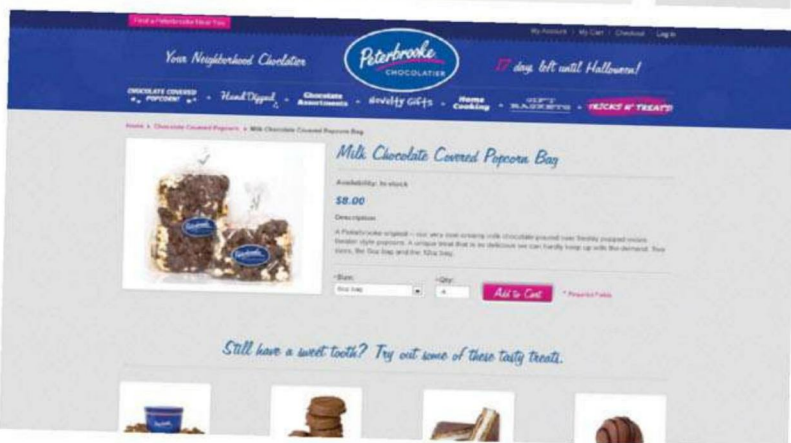
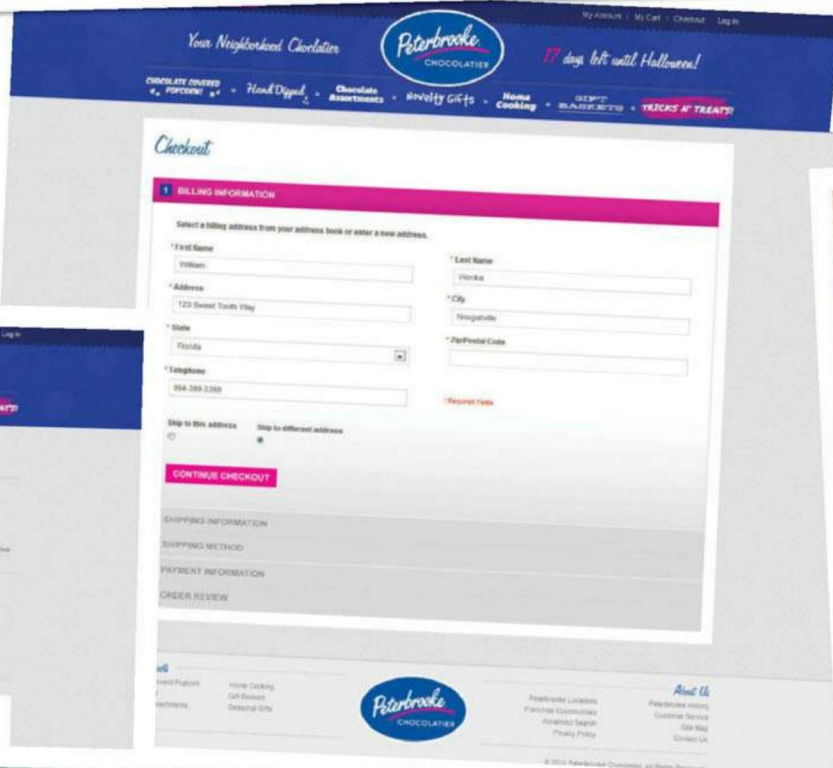
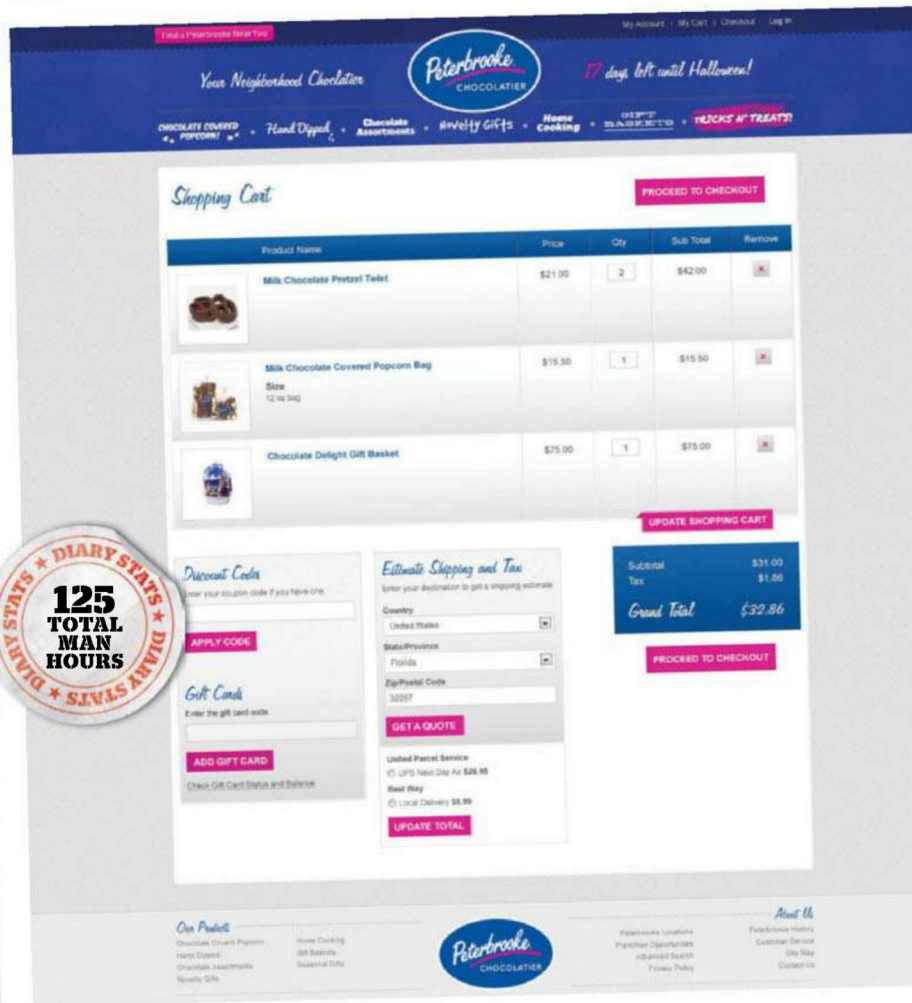
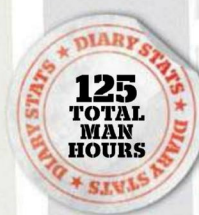
3 Build

The Peterbrooke Chocolatier eCommerce presence was built with the Magento Go platform. A separate HTML/CSS standalone site provided an easy option for dropping in styles and markup

Grossman: "Due to our established project constraints, we knew we would be working within the structure of a hosted environment. So to make sure we could integrate the details we outlined in our designs, we quickly coded an HTML/CSS standalone site. This would aid us later by giving us the ability to drop in existing styles and markup within the Magento Go platform to achieve a spot-on design integration. In addition, many hosted eCommerce solutions don't offer great support in terms of development environments. Having the standalone website allows us to tweak and perfect the skeleton of the website before we start mucking around with the extra code generated by Magento Go.

"Magento Go being a hosted solution meant we didn't have access to as many files and folders that were necessary in making changes to the core functionality. This was both beneficial and difficult in a few ways. We took our standalone HTML pages and implemented them through their themes editor rather quickly; however, working with the WYSIWYG and CSS editor can be a pain, because it isn't as easy to save and view changes as it is when you are using your local machine. Some other complications we ran into regarding the hosted environment were dealing with additional functionality such as cross platform @font-face and custom jQuery. These took some extra time to implement and debug because we were working with a server that we didn't have full access to, as well as dealing with issues regarding the HTTP and HTTPS portions of the secure checkout.

"Furthermore, required custom development wasn't possible out of the box, but we were able to modify and work with the solutions offered through the Magento Go extension library to achieve the project's initial requirements. Overall, we are happy with the outcome. We were able to successfully transplant our design and the backend of the site runs perfectly, allowing Peterbrooke to have full control over the multitude of eCommerce resources provided by Magento."



The launch

Olberding: "The launch of the store was fairly painless, which is one of the reasons we went with a hosted platform. When we use the off-the-shelf version of Magento to redesign an existing eCommerce website, we insist on weeks, if not months, of testing to ensure a seamless transition to avoid any hiccups.

"Hickory Foods has been cross-marketing Peterbrooke with their other brands at events around the country, distributing coupons that are redeemable on the new website. Combined with increased sales through the website and higher brand recognition Peterbrooke is planning to expand their stores and franchises nationally. We have received a lot of positive feedback from

administrators of the website and the management at Hickory Foods, as well as customers using the new site. Over the next year we plan on working with Peterbrooke to migrate the website to a more sophisticated platform that will allow for better integration with their order management process and social marketing efforts."



The transparent image slider works with the fixed background, which changes colour to fit the theme of the product on display.

The colour palette for each product background is expertly chosen. Here, a range of fuchsia colours are used to signify romance.

Key clients

Bagigia, Curtiriso, Bossini,
Brixia Expo, Dobidos





The sweet smell of success

This issue northern Italian-city Brescia is the destination where we get talkative with Basilico interactive. They happily call themselves digital geeks, adhere to the ethos that technology should be invisible, and tell of how they like to blur the line between work and play

who Basilico interactive **what** Italian digital specialists providing 360 digital solutions
where Vicolo Quadra 13, 25086 Rezzato (BS) **web** www.basilico.it



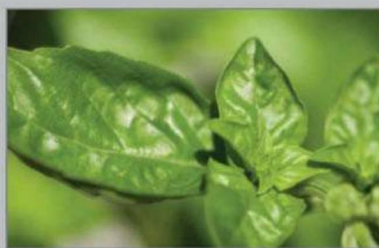
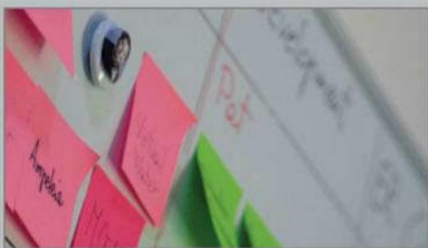
asilico is a digital agency based in Brescia, Italy, and its speciality is rich-media interactive experiences across a host of platforms, with extra care for web marketing and 360 digital media campaigns.

The studio helps to maximize brands, engaging people to interact with amazing web tools. On the Basilico menu is user experience, web design, web development, content editing, SEO, SEM, and social media marketing.

The agency opened only two years ago, and has won numerous awards for the quality and creativity of its online creations. Basilico's prized recipe is simple: stir

together three medium-seasoned digital geeks, pour in some wild graphics and a bunch of fresh designers, whisk vigorously to avoid plenty of accounts people or excess overheads to complicate your intent, set aside for a little while, et voila! Your web gizmo is served on time and on budget. Simply sprinkle with fresh basil to get the perfect blend.

Basilico interactive is a relative newcomer to the digital arena, but it has evolved and expanded quickly as project leader Michele Gallina explains: "The studio started off as a classic three man band, Dharma the web designer, Patrizio the developer, and myself as project and art director, each with ten years experience on our own fields. The main goal was building fresh and engaging projects focusing on UX and interaction design, with particular care for details, which is the



Basilico timeline

Established 2010

Founders **Michele Gallina, Dharma Ferrari, Patrizio Begni**



In March, two more employees joined and Basilico developed its first mobile app. In November it gained recognition from CSSdesignawards for **brixaexpo.it**.



In the same period it digitised Angela Morelli's infographic about Virtual Water, and in September a new front-end developer and a web marketing expert joined.

2010

Number of employees

4

December. Basilico was founded by Michele Gallina, Dharma Ferrari, Patrizio Begni, and in the beginning it was joined by Romina (graphic designer and front-end developer).

2011



2012

In the beginning of 2012 an SEO marketing figure joined Basilico. In March it was awarded Site of the Day by Awwwards for the project **bagigia.com**.



Number of employees

7

studio mantra to this day. Well rooted in Italian design heritage, the agency offered a crisp approach to effective website design from day one, receiving awards for its online creations from some of the most prestigious institutions in the field. The team was quickly challenged with projects for national brands, moving fast towards international assignments – the first in London for the International Student Film Festival. At present the studio has eight residents, with projects for European, American and Indian market."

The name and associated branding of an agency needs to be consistent and easy to remember. Gallina believes that it doesn't have to be obvious, but does

need to hint at what an agency is involved in. "The main goal for an agency name is being easily remembered. We don't believe it is mandatory to have a name that states what you do; we chose a name that rather gives a hint of how we do whatever we do. We were looking for a name that could be immediately visualised suggesting a flavour arousing a pleasant memory and a bit of curiosity. Basilico is the Italian word for basil – one of the most popular herbs used in Italian recipes. The name came about as a joke among friends and we liked it straight away: it is familiar yet essential, fresh with a strong personality, and was perfect for a playful URL: **www.basili.co**"

A memorable name and brand is undoubtedly a key element in the success of an agency. However, the product needs to match up to the hype to avoid a lack of trust. Gallina explains how important the agency's website is, "The website it is the essential tool for our online presence; for a web agency is the first chance to show its orientation. We want our website to be as clear as possible and easy to consult. The portfolio is king, with a comprehensive range of styles to help the visitor to orient at a glance. We released three versions of our website in two years and are currently working on a fourth one, in which we'd like to show more of the creative process. The aim is to make technology invisible."

There is no doubt that clients are the lifeblood of any agency, and attracting business is critical to continued success. Gallina reveals how Basilico attracts new clients: "Word of mouth was our first strategy; each of the founders brought a solid client

[Basilico] is familiar yet essential, fresh with a strong personality, and is perfect for a playful URL



portfolio to begin with, and the team immediately set about pursuing excellence, at first working over budget, focusing on design interaction and UX without many compromises. Thanks to this initial effort the studio gained quickly in credibility and reputation, starting partnerships with well established agencies in a sort of virtuous cycle. These days we can count on an incessant demand that gives the studio a nice and stimulating prospective to focus on."

As more work comes an agency's way, there is the option to be more selective. Gallina explains that Basilico does not look at project size, but rather how the agency and the client can work together. "Every project is potentially creative and interesting. Basilico maximises how brands engage people to interact with amazing web tools. The agency is in the position of selecting projects, but the team direction is about establishing a shared goal with the client to proceed with maximum transparency ensuring the project

✦✦ Basilico isn't particularly Adobe-centric, with the exception of Creative Suite for graphic design ✦✦

reaches its creative potential. This way the creative process is as fluid as a conversation; eventually, selection of ideas to move forward with comes natural for both parties."

Every project needs a team of experts to make it work. Gallina gives an insight to how Basilico approaches a new brief and how the various roles are typically assigned to a new project. "The agency builds websites, apps, content and other charming gadgets for the web, but we approach each project as a whole. We create well crafted tools to communicate on the web, and the process is very simple. We start with a web brand analysis to develop a web strategy

(10 per cent of time). This way we and the client have a clear vision when choosing tools, content and a creative direction suitable for the project (10 per cent of time). Once the goals are set by the project manager and the creative director, the project enters conception, involving the creative director and UX designer; art direction and graphic production (30 per cent of time); HTML integration (30 per cent of time with web designers and HTML integrators); and last of all, development and final testing (20 per cent of time with interaction designers and developers).

The agency takes advantage in the practice of Agile, a method that promotes adaptive planning and

A website is a medium for content on the web, which today can be reached by many devices

evolutionary development through a conceptual framework that promotes foreseen interactions throughout the development cycle, encouraging rapid and flexible response to change."

Experts need the right project creation tools for the job. Development director Dharma Ferrari reveals that Basilico are not slaves to the Adobe suite, but like to mix and match a combination of tools from the Creative Suite with other pieces of open-source software. "Basilico isn't particularly Adobe-centric, with the exception of Creative Suite for graphic design. Balsamiq (www.balsamiq.com) is the trusted software to produce wireframes. The dev desk has seen a variety of tools, some of which are open source: NetBeans, TextMate, Sublime Text, Versions, and Transmit are just a few."

There is a point where all projects eventually come to an end. Once a project is complete it is time to hand it over to client and let them take control. Cofounder and back-end developer Patrizio Begni explains the handover process and the aftercare provided by Basilico. "We are very keen on SEM (search engine marketing) – a project never ends with the online launch, the website is the starting point of a web and social presence. We have a three-month period of after sales with strong monitoring and updating providing the essential tools for a complete web campaign. Clients will be constantly aware of

innovative solutions and marketing strategies related to their product. The agency is the main channel to keep up with the ever changing trends on the web."

Certain tools are seen as the technologies that will build the web over the coming years. Ferrari explains which, and how important they are to Basilico, but also how time-consuming achieving browser compatibility is. "HTML5, CSS3 and jQuery are the backbone of our creativity. These amazing technologies allow an incredible variety of possibilities and solutions to develop and integrate content and informations, enhancing the user experience to be the best it can be. Thanks to these relatively new languages, websites are really cross-platform. Testing compatibility is an essential task that is often underestimated by clients: the most time-consuming part is HTML integration, as achieving cross-browser compatibility and consistency across devices is the toughest part, especially if you produce responsive design. Nonetheless, browser compatibility is mandatory, neglecting this detail would be like publishing a book without proofreading. People would not only miss the point of the story, but potentially trust a misleading version of it."

No digital campaign is complete without a liberal dose of social media. Gallina explains how important it is, but also the need to tailor the use of social media platforms such as Twitter and Facebook.

"Twitter and Facebook are essential tools for a social media presence – an integral part of any digital campaign. Social platforms in general are places for web conversations, which is the most open and engaging interaction a brand can start with its target nowadays. However, social media presence is almost taken for granted lately, but starting a conversation isn't necessary the priority in a brand development. It's essential to tailor the right tools for the client one step at a time. For instance, a restaurant could find Foodspotting more useful than Twitter, and a new product would need more urgently a dedicated mini-site than a massive social presence that would start a conversation beforehand."

Mobile devices are a key consideration when building a site. Responsive design is the current golden boy of web design, but this is not always considered the ideal solution. Ferrari explains that it is the nature of the project that determines which is the best option rather than the popular choice. "A website is a medium for content on the web, which today can be reached by many devices. This is a powerful and amazing way of spreading information, so mobile is a key component of the web experience. Basilico designs and develops every website with consistency

industry insight Dharma Ferrari, development director



"Testing compatibility is an essential task that is often underestimated by clients. The most time-consuming part is HTML integration, as achieving cross-browser compatibility and consistency across devices is the toughest part"

across devices. Responsive design is a viable solution, but ultimately the nature of the project defines the criteria for the appropriate answer, and sometimes a more custom option could be the best way."

It's common knowledge that an agency is only as good as the people it employs. Without the right team the end product will not be as good as it can possibly be. Gallina reveals the type of personnel that drive Basilico forward. "Basilico is made by passionate and smart people who are very engaged in their field. Finding solutions is only a way to unlock new solutions in a process of constant analysis towards better developments. Great creativity comes from discipline. The team isn't afraid to say that keeping an eye out for new and creative formulas is part of its strategy, they put content on the web, but don't forget to listen, read and keep updated through the most powerful channel of information the present has to offer."

Gallina goes on to explain what traits they look for in prospective employees. "Great creativity comes from fun too! Basilico is a human-sized studio, with a cat, a couch, a shared kitchen, and obviously a basil plant on the table, the team shares more than laptop screens and is encouraged to take breaks and alternate focus time to playful activity. We look for passionate and smart people with a strong disposition to self-improvement. Our team is a group of close friends, we like to blur the line between work and play."

basilico
 interactive

WEB www.basilico
FOUNDERS Michele Gallina, Dharma Ferrari,
 Patrizio Begni
YEAR FOUNDED 2010
CURRENT EMPLOYEES 7
LOCATIONS Brescia, Italy

SERVICES

- > User interface design
- > Websites
- > Mobile apps
- > Web marketing
- > Social media marketing

KEY PROJECT

Bagigia www.bagigia.com

Bagigia is a cutting-edge Italian brand that produces bags with classic Italian styling. The site reflects the brand across its pages using an array of gorgeous textures and contemporary fonts.

The challenge for Basilico Interactive was to demonstrate the outstanding quality and style of the product online. The agency needed to try and let people experience the bag in the same way they would in the shop across the street, so it was faced with a particularly engaging challenge.

Their solution: a landing page with a 360° overview. The rotation is controlled by the user interacting with downwards-scrolls, so they can rotate the bag, and are able to linger on each angle to appreciate its charm.

Then the details are shown through a more traditional and simple navigation: the designer, the manufacture of the product and the packaging is shown, and then the user can discover the collection.



Personal creative blogs

Designers know they have to produce imaginative, engaging and functional



The post date and comments really help set the individual posts apart. The texture, detail, colour and font combine gracefully to add style.



The Jan Mense logo in the top-left corner hides a neat animation effect. Place the cursor on the logo and watch it go square.



MRCTHMS

mrcthms.com/journal

Development platform WordPress

This site is the online home of Marc Thomas and provides an insight into himself, his work and his style. The glasses logo creates a focal point, but it's the colours and use of fonts that make it memorable. The layout is a simple one-column affair, with a big image/video to embellish the post. The neat cloth texture used for date and comments is a real touch of class.

Jan Mense

www.janmense.de/blog

Development platform WordPress

The bright yellow background instantly gives the site impact; it's hard to miss. To complement the eye-catching background the site uses an old favourite, black and white, to produce the post style. A script style headline font adds a touch of impudent style and engaging images ensure that a reader's attention is held for as long as possible.

A Super Creative Blog

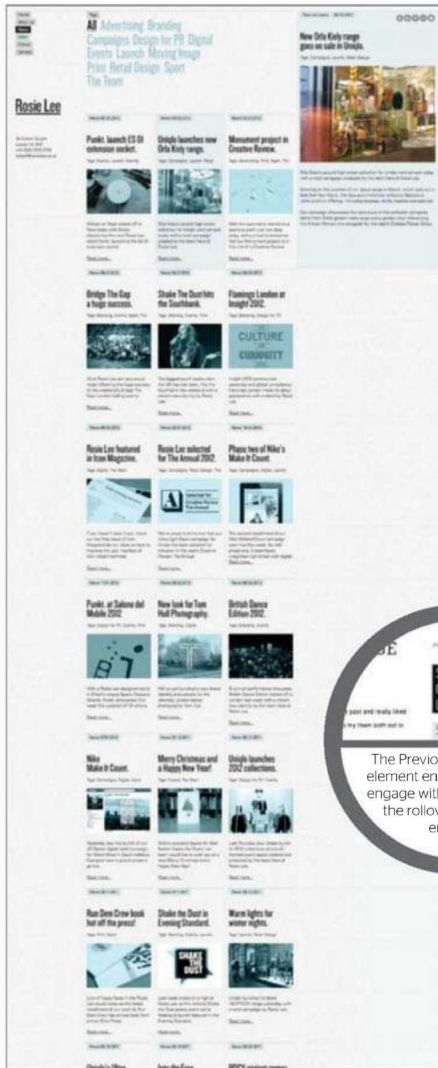
scriblinmind.wordpress.com

Development platform WordPress

If you needed a blog to define the term blog this would be a great place to start. It has all the elements typically associated with a blog, but without any of the thrills and spills. It is the simplicity that makes the site engaging and enthralling. A white background with black text is hardly original, but the mixture of fonts, font-weight and colours make this a classic.

Get your site seen, or suggest a theme **Tweet a 140 with your blog's address directly to @WebDesignerMag**
Email your suggestions to **webdesigner@imagine-publishing.co.uk**

sites to enhance their reputation. Here are six blogs that do exactly that



◆◆ The incredibly simple logo, font and font shadow bring the blog to life ◆◆

Rosie Lee

rosielee.co.uk/news

Development platform HTML, CSS, JavaScript

This blog is very much a one-stop-shop where all the necessary components make their presence felt. There is no need to click through to another page, the post will happily appear to the right. The layout instantly engages the user and keeps them rooted. The colour combinations are gentle, and having a full-colour image in a post anchors the focal point.

Adam.co

adam.co/blog

Development platform HTML, CSS, JavaScript

At first glance this site seems a very simple affair, but on closer inspection it combines clever little nuances along with general design elements to create a great-looking blog. The headline font is a standout feature and its combination with the body font make great viewing. The use of light grey and a very subtle background texture help establish a solid and readable layout.

Greg Thompson

thegregthompson.com/journal

Development platform WordPress

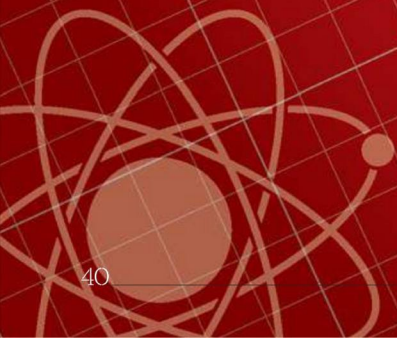
A classic blog layout that is spruced with a number of elements to take it beyond the average. The simple background texture creates a canvas from which to build. However, it is the incredibly simple logo, font and font shadow that are the standout elements and bring the blog to life - and with a complementary image to boot, this a great example of the art.

jQuery THE SCIENCE OF BEAUTIFUL DESIGN

Two test tubes with blue liquid are positioned vertically, one behind the other, partially obscuring the text 'SCIENCE' and 'DESIGN'.

Download the
code from:
[webdesigner-
mag.co.uk/tutori-
al-files](http://webdesigner-mag.co.uk/tutorial-files)

Discover the art of
interactive page design
with a collection of
essential UI techniques
for perfect page
chemistry





JavaScript is the language that provides the platform for a host of siblings, including the web designer's library of choice, jQuery. This wasn't always the case - it was inconsistent and unwieldy - but the introduction of jQuery took the language to a new level.

The library simplified the art of coding and brought it closer to web designers who wanted to create attractive and dynamic page elements without the need for an extensive knowledge of the language, or the use of Flash. The beauty of jQuery lies in its simplicity and flexibility. The language may still seem like a maze of unfathomable code for many. But without it, the task of creating interactive UI elements that populate the best sites on the web would be a far harder task.

jQuery can bring design to life, but still ensure that its associated elements are functional and effective. Accordions, tabs and date pickers can all be powered to add dynamism to simple blocks of code. With the code in place designers simply need to bring their core CSS skills into the equation to start styling the functional to match a chosen design. jQuery provides the base, while CSS and imagination provide the beauty.

What is it that helps simplify the process? What is the secret power behind the language web designers and developers love? Plug-ins. These are effectively self-contained blocks of code that perform a specific task. And, the best bit is there are thousands of them waiting to help you create desired UI effects in double-quick time. To fully embrace jQuery, discovering how to develop a plug-in really is the icing on the cake.

There is no doubt that jQuery has levelled the playing field by tucking workarounds for the various browser quirks that still exist into its API. Launch Trigger and \$.ajax, and let jQuery do the hard part.

Creating beautiful interactive interfaces and page elements has never been easier thanks to the jQuery library. Now is the time to delve into the mysteries of jQuery and discover how to start turning the science into beautiful design.

DON'T USE JQUERY

Much like Ruby on Rails, many developers' first introduction to JavaScript was through jQuery. This led to a common cycle: learn jQuery, fall in love, dig into vanilla JavaScript and level up. While there's certainly nothing wrong with this cycle, it did pave the way for countless articles, which recommended that users do not use jQuery in various situations, due to 'performance issues'.

It wouldn't be uncommon to read that it's better to use vanilla for loops over \$.each. Or, at some point or another, you might have read that it's best practice to use document.getElementsByClassName over jQuery's Sizzle engine, because it's faster. The problem with tips like this is that they take the idea of pre-optimisation to an extreme, and don't account for various browser inconsistencies - the things that jQuery fixed for us! Running a test and observing a saving of a few milliseconds over thousands of repetitions is not a reason to abandon jQuery and its elegant syntax. Your time is much better invested in tweaking parts of your application that will actually make a difference, such as the size of your images, for instance.

MULTIPLE JQUERY OBJECTS

This second anti-pattern, again, was the result of the community (including yours truly at one point) not fully understanding what was taking place under the jQuery hood. As such, you likely came across (or wrote yourself) code, which wrapped an element in the jQuery object countless times within a function.

```
001 $('button.confirm').on('click', function() {
002 // Do it once
003 $('modal').modal();
004 // And once more
005 $('modal').addClass('active');
006 // And again for good measure
007 $('modal').css(...);
008 });
```

While this code might, at first, appear to be harmless (and truthfully is, in the grand scheme of things), we're following the bad practice of creating multiple instances of the jQuery object. Every time that we refer to \$('modal'), a new jQuery object is being generated. Is that smart? Think of the DOM as a pool: every time you call \$('modal'), jQuery is diving into the pool, and hunting down the associated coins (or elements).

When you repeatedly query the DOM for the same selector, you're essentially throwing those coins back into the water, only to jump in and find them all over again!

Always chain selectors if you intend to use them more than once. The previous code snippet can be refactored to:

```
001 $('button.confirm').on('click', function()
002 {
003 $('modal')
004 .modal()
005 .addClass('active')
006 .css(...);
007 });
008 Alternatively, use "caching."
009 $('button.confirm').on('click', function()
010 {
011 // Do it ONLY once
012 var modal = $('modal');
013 modal.modal();
014 modal.addClass('active');
015 modal.css(...);
016 });
```

With this technique, jQuery jumps into the DOM pool once, rather than three times.

SELECTOR PERFORMANCE

While not as ubiquitous these days, not too long ago the web was bombarded by countless articles on optimising selector performance in jQuery. For example, is it better to use `$(div p)` or `$(div).find(p)`?

Ready for the truth? It doesn't really matter. It's certainly a good idea to have a basic understanding of the way that jQuery's Sizzle engine parses your selector queries from right to left (meaning that it's better to be more specific at the end of your selector, rather than the very beginning).

And of course, the more specific you can be, the better. Clearly, `$(a.button)` is better for performance than `$(button)`, due to the fact that, with the former, jQuery is able to limit the search to only the anchor elements on the page, rather than all elements.

Beyond that, however, too much attention is paid to selector performance. When in doubt, put your trust in the fact that the jQuery team is comprised of the finest JavaScript developers in the industry. If there is a performance boost to be achieved in the library, they will have discovered it.

And if not them, one of the thousands of community members that make up this great online hub of design and development will submit a pull request.

With this in mind, be aware of your selectors, but don't concern yourself too much with performance implications, unless you yourself can verbalise why doing so is necessary.

CALLBACK HELL

jQuery has encouraged widespread use of callback functions, which can certainly provide a nice convenience. Rather than declaring a function, simply use a callback function. For example:



jQuery UI provides abstractions for low-level interactions and animations.

```
001 $('a.external').on('click', function() {
002 // this callback function is triggered
003 // when .external is clicked
004 });
005
```

You've certainly written plenty of code that looks just like this; I know I have! When used sparingly, anonymous callback functions serve as helpful conveniences. The rub occurs down the line, when we enter (trigger thunderbolt sound...) callback hell! Callback hell is when your code indents itself numerous times, as you continue nesting callback functions.

Consider the following, quite common, code below:

```
001 $('a.data').on('click', function() {
002 var anchor = $(this);
003 $(this).fadeOut(400, function() {
004 $.ajax({
005 // ...
006 success: function(data) {
007 anchor.fadeIn(400, function() {
008 // you've just entered callback hell
009 });
010 }
011 });
012 });
013 });
014
```

PLUG-IN DEVELOPMENT

Find out how to create a relatively simple **MessageBox** plug-in with this demo.

01 Attach a method

The first step is to activate `$.message`. Rather than extending jQuery's prototype, for this plug-in's requirements, we only need to attach a simple method to the jQuery

```
001 namespace.
002 (function($) {
003 $.message = function(text) {
004 console.log(text);
005 };
006 })(jQuery);
007
```

It's as easy as that! When you call `$.message('Here is my message')`, that string should be logged to the browser's console (Shift+Cmd+I in Chrome).

02 Test code

There's not enough room to cover the process of testing the plug-in, but try using jQuery's test suite, QUnit. Test-drive the code from Step 1 by writing:

```
001 module('jQuery.message', {
002 test('is available on the jQuery
namespace', 1, function() {
003 ok($.message, 'message method should
exist');
004 }); });
005
```

The `ok` function, available through QUnit, simply asserts that the first argument is a true value. If the `message` method does not exist then `false` will be returned. Following the test-driven development pattern, this code would be the first step. Once you've observed the test fail, the next step would be to add the `message` method. Visit the GitHub repo for this project to review all the tests for the plug-in: [bit.ly/QrESIZ](https://github.com/olivercotton/jquery-message).

03 Display message

Let's take the provided message and display it to the user. However, rather than embedding a huge glob of code into the `$.message` method, simply use the function to instantiate and initialize a `Message` object.

```
001 (function($) {
002 "use strict";
003 var Message = {
004 initialize: function(text) {
005 this.text = text;
006 return this;
007 }
008 };
009 $.message = function(text) {
010 // Needs polyfill for IE8--
011 return Object.create(Message).
initialize(text);
012 };
013 })(jQuery);
014
```



EasyJet's site has a date picker built in to an accordion menu

As a basic rule of thumb, the more indented your code is, the more likely there's a code smell. Or better yet, ask yourself, does my code look like the Mighty Ducks' Flying V?

When refactoring code such as this, the key is to ask yourself, 'how could this be tested?' Within this seemingly simple bit of code, an event listener is bound to a link, the element fades out, an AJAX call is being performed - upon success, the element fades back in, and presumably, the resulting data will be appended somewhere. That sure is a lot to test!

Wouldn't it be better to split this code into more manageable and testable pieces? Certainly. Though the following can be optimised further, a first step to improving this code might be:

```

001 var updatePage = function(el, data) {
002 // append fetched data to DOM
003 };
004 var fetch = function(ajaxOptions) {
005 ajaxOptions = ajaxOptions || {
006 // url: ...
007 // dataType: ...
008 success: updatePage
009 };
010 return $.ajax(ajaxOptions);
011 };
012 $('a.data').on('click', function() {
013 $(this).fadeOut(400, fetch);
014 });
015

```

Even better, if you have a variety of actions to trigger, contain the relevant methods within an object.

Think about how in a fast-food restaurant, such as McDonalds, each worker is responsible for one task. Joe does the fries, Karen registers customers, and Mike grills burgers. If all three members of staff did everything - not just their own jobs - this would introduce a variety of maintainability problems.

When changes need to be implemented, we have to meet with each person to discuss them. However, if we, for example, keep Joe exclusively focused on the fries, should we need to adjust the instructions for preparing fries, we only need to speak with Joe and no one else. You should take a similar approach to your code; each function is responsible for one task.

Not only does this approach, again, make the Message object more testable, but it's also a cleaner technique. Think of this Message object as the representation of a single message box.

04 Add a <div>

If Message represents a single message box, what will be the HTML for one? Let's create a div with a class of message-box and make it available to the Message instance, via an el property.

```

001 var Message = {
002 initialize: function(text) {
003 this.el = $('div', {
004 'class': 'message-box',
005 'style': 'display: none'
006 });
007 this.text = text;
008 return this;
009 }
010 };

```

The object has an immediate reference to the wrapping div for the message box. To gain access...

```

001 var msg = Object.create(Message).
initialize();
002 // [div class="message-box" style="
display: none"]
003 console.log(msg.el);

```

Remember, we now have an HTML fragment, but it hasn't yet been inserted into the DOM. This means that we don't have to worry about any unnecessary reflows when appending content to the div.

05 Insert message

```

001 initialize: function(text) {
002 // ...
003 this.el.html(this.text);
004 }

```

```

005 // [div class="message-box" style="
display: none"] Here is an important message
</div> ]

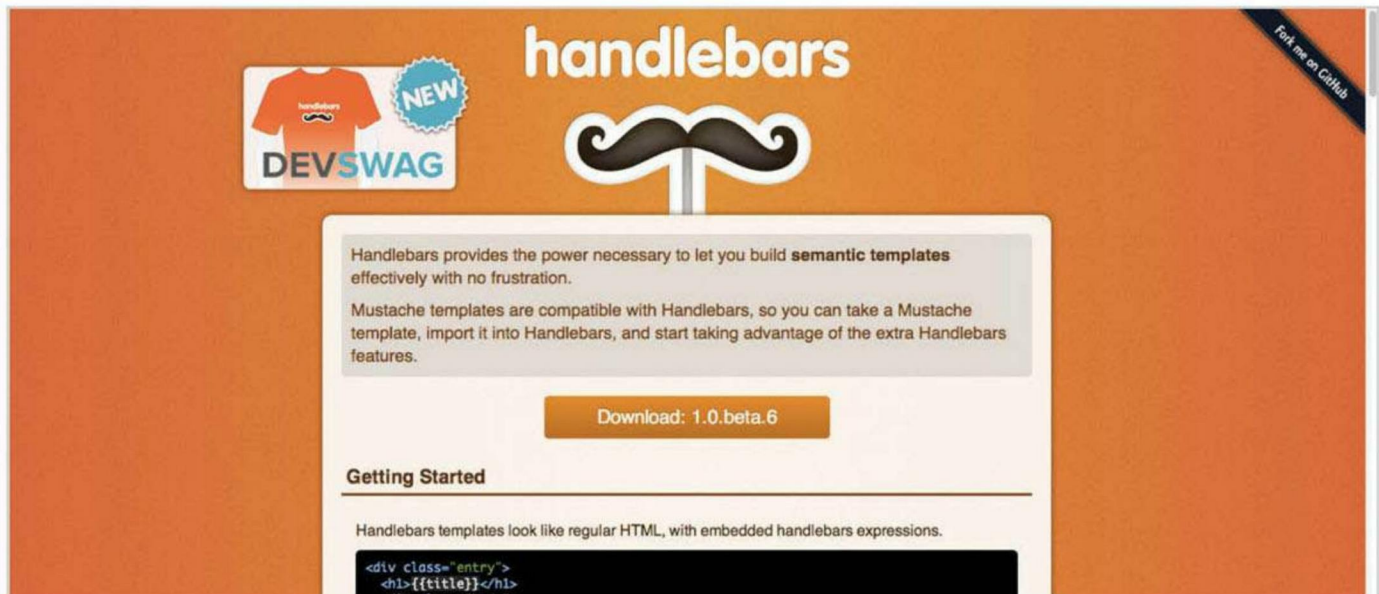
```

It's unlikely we'd want to insert the text directly into the div. More realistically, the message box will have a template. While we could let the user of the plug-in create a template and reference it, let's keep things simple and confine the template to the Message object.

```

001 var Message = {
002 template: function(text, buttons) {
003 return [
004 'p class="message-box-text">' + text +
'</p>',
005 'div class="message-box-buttons">',
006 buttons,
007 '</div>'
008 ].join('');
009 // ... };

```



Handlebars is a fantastic templating engine that's easy to use

In the code above, the fetch function merely triggers an AJAX call to the specified URL. The updatePage function accepts some data, and appends it to the DOM. Now, if we want to test one of these functions to ensure it's working, eg the updatePage method, we can mock the data object, and send it through to the function.

REINVENTING THE WHEEL

It's important to remember that the jQuery ecosystem has matured greatly over the last several years. Chances are, if you have a need for a particular component, then

someone else has already built it. Certainly, continue building plug-ins to increase your understanding of the jQuery library (in fact, we'll write one in this article), but, for real-world usage, refer to any potential existing plug-ins before reinventing the wheel. As an example, need a date picker for a form? Save yourself the leg-work, and instead take advantage of the community-driven - and highly tested - jQuery UI library.

Once you reference the necessary jQuery UI library and associated stylesheet, the process of adding a date picker to an input is as easy as doing:

```
001 <input id="myDateInput" type="text">
002 <script>
003 $("#myDateInput").datepicker({
004   dateFormat: 'yy-mm-dd'
005 });
006 // Demo: http://jsbin.com/ayijig/2/
007 </script>
008
```

Or what about an accordion? Sure, you could write that functionality yourself, or instead, once again, take advantage of jQuery UI. Simply create the necessary markup for your project.

In situations where you have absolutely no choice but to nest HTML into your JavaScript, a popular approach is to store the HTML fragments as items within an array, and then join them into one HTML string. Update the initialize method to:

```
001 initialize: function(text) {
002   // ...
003   this.el.html(this.template(text, buttons));
004 }
```

On Trigger we build the message box's structure:

```
001 <div class="message-box" style="display:
none;">
002 <p class="message-box-text">Here is an
important message.</p>
003 <div class="message-box-buttons"></div>
004 </div>
```

For more complex projects, consider Handlebars.

06 Button options

For the message box to be flexible, the plug-in user needs to have the ability to optionally specify, among other things, which buttons should be presented to the user. We should be able to add the following...

```
001 $.message('Are you sure?', {
002   buttons: ['Yes', 'Cancel']
003 });
```

...and generate a message box that has two buttons. To implement this functionality, first we are going to need to update the \$.message definition.

```
004 $.message = function(text, settings) {
005   var msg = Object.create(Message);
006   msg.initialize(text, settings);
007   return msg; };
```

Now, the settings object will be passed through to the initialize method. Let's update it.

```
008 initialize: function(text, settings) {
009   this.el = $('<div>', {'class': 'message-box',
010     'style': 'display: none'});
011   this.text = text;
012   this.settings = settings
013   this.el.html(this.template(text, buttons));
014 }
```

07 Default buttons

We assume that the plug-in user will describe which buttons to present; if not, provide defaults.

```
001 $.message = function(text, settings) {
002   var msg = Object.create(Message);
003   msg.initialize(text, settings);
004   return msg;
005 };
006 $.message.defaults = {
007   icon: 'info',
008   buttons: ['Okay'],
009   callback: null;
010 }
```



```

001 <div id="accordion">
002 <h3><a href="#">Chapter 1</a></h3>
003 <div><p>Some text.</p></div>
004 <h3><a href="#">Chapter 2</a></h3>
005 <div><p>Some text.</p></div>
006 <h3><a href="#">Chapter 3</a></h3>
007 <div><p>Some text.</p></div>
008 <h3><a href="#">Section 4</a></h3>
009 <div><p>Some text.</p></div>
010 </div>

```

Then, automatically turn it into an accordion.

```

011 $(function() {
012 $("#accordion").accordion(); });

```

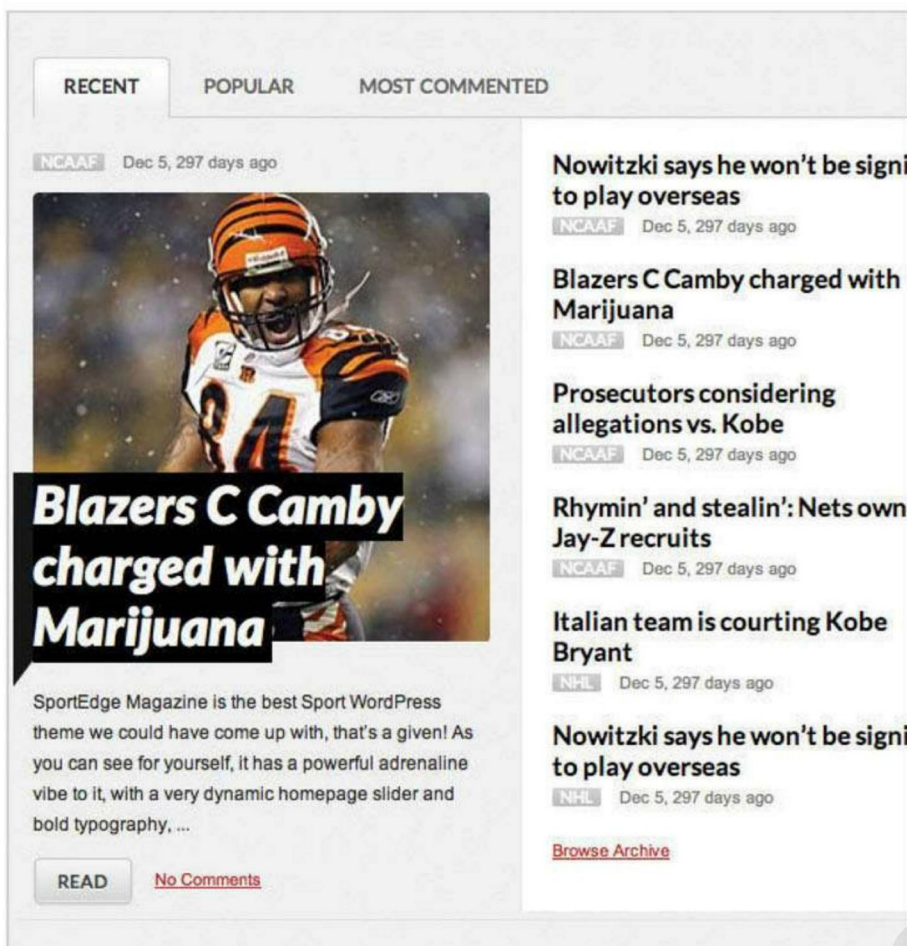
What if you could create tabs in thirty seconds?

```

013 <div id="tabs">
014 <ul>
015 <li><a href="#tabs-1">About Us</a></li>
016 <li><a href="#tabs-2">Our Mission</a></li>
017 <li><a href="#tabs-3">Get in Touch</a></li>
018 </ul>
019 <div id="tabs-1">
020 <p>About us text.</p>
021 </div>
022 <div id="tabs-2">
023 <p>Our mission text.</p>
024 </div>
025 <div id="tabs-3">
026 <p>Get in touch text.</p>
027 </div>
028 </div>

```

And activate the plug-in.



SportEdge WordPress theme is a great example of tabbed content

With this approach, should the plug-in user need to modify the defaults, he only needs to update \$.message.defaults. Remember: never hide the defaults from the user. Make them available to 'the outside.' Here, we've set a few defaults: the icon, buttons, and a callback function which should be triggered when the user clicks a button in the message box. jQuery has a way to override the default options for a plug-in via its extend method.

```

001 initialize: function(text, buttons) {
002 // ...
003 this.settings = $.extend({}, $.message.
defaults, settings);}

```

With this modification, this.settings will now be equal to a new object. If the plug-in user specifies any settings, they will override the plug-in's defaults object.

08 CSS class

If we intend to add a custom icon to the message box, dependent upon the action, it'll be

necessary to add a CSS class to the element, and allow the user to apply a background image accordingly. Within the initialize method, add:

```

001 this.el.addClass('message-
box-' + this.settings.icon);

```

If no icon is specified in the settings object the default - info - is used. .message-box-info. Now we offer CSS classes, containing various icons for the message box.

```

001 .message-box-info {
002 background: url(path/to/info/
icon.png) no-repeat;
003 }
004 .message-box-warning {
005 background: url(path/to/
warning/icon.png) no-repeat;}

```

Ideally, as part of your MessageBox plug-in, you'd want to include an external stylesheet that contains

basic styling for the message box, these classes, and a handful of icons.

09 HTML inputs

The plug-in now accepts an array of buttons to be applied to the template, but we haven't yet written the functionality to make that information usable. The first step is to take an array of button values, and translate that to the necessary HTML inputs. Create a new method on the Message object to handle this task. createButtons: function(buttons) {} jQuery.map is a helpful method that applies a function to each item within an array, and returns a new array with the modifications applied. For each item in the buttons array, such as ['Yes', 'No'], replace the text with an HTML input, with the value set.

```

001 createButtons: function(buttons) {
002 return $.map(buttons,
function(button) {
003 return '<input type="submit"

```

```
029 $(function() {  
030 $("#tabs").tabs();  
031 });
```

Done! It doesn't even require any notable understanding of JavaScript.

THE THREE KEYS TO GREAT CODE

Over the course of building the sample MessageBox plug-in, a variety of best practices have emerged, such as avoiding callback hell, writing testable code, making the default options available to the plug-in user, and ensuring that each method is responsible for exactly one task, and one task alone.

While one could certainly achieve the same effect by embedding countless callback functions within \$.message, doing so is rarely a good idea, and is even considered an anti-pattern. Remember the three keys to maintainable code and flexible plug-ins and scripts:



30 Days to Learn jQuery provides a step-by-step guide to learning jQuery, in screencast form: tutsp.com/course/30-days-to-learn-jquery

1. Could I test this? If not, you must refactor and split the code into chunks.
2. Have I, at any point, offered the ability to override my default settings?

3. Am I following any practices that are generally accepted to be bad, or making assumptions?
To learn more about jQuery development, refer to the free screencast course, '30 Days to Learn jQuery'.

```
value="" + button + ">";  
004 }).join(''); }
```

Next, update the initialize method to call this new method.

```
005 initialize:  
function(text, settings) {  
006 this.el = $('<div>',  
{ 'class': 'message-box',  
'style': 'display: none'});  
007 this.text = text;  
008 this.settings =  
$.extend({}, $.message.  
defaults, settings);  
009 var buttons = this.  
createButtons(this.settings.  
buttons);  
010 this.el.html(this.  
template(text, buttons));  
011 return this;}
```

10 Click action

A good place to store all event listeners for a view is within a special events method on the associated object, just like this:

```
001 initialize: function() {  
002 // ...  
003 this.el.html(this.  
template(text, buttons));  
004 this.events();  
005 },  
006 events: function() {  
007 var self = this;  
008 this.el.find('input').
```

```
on('click', function() {  
009 self.close();  
010 if ( typeof self.  
settings.callback ===  
'function' ) {  
011 self.settings.callback.  
call(self, $(this).val());  
012 }  
013 }};
```

This code is slightly more complex, due to the fact the user of the plug-in needs to have the ability to trigger their own callback function, when a button is clicked on the message box. The code determines whether a callback function was registered, triggers it, and sends through the selected button's value. Notice where we call self.close()? That method, which has yet to be created, is responsible for one thing: closing and removing the message box from DOM.

```
014 close: function() {  
015 this.el.animate({  
016 top: 0,  
017 opacity: 'hide'  
018 }, 150, function() {  
019 $(this).remove();  
020 }};
```

Over 150 milliseconds, we fade out the box, and transition it upwards.

11 Position message

With functionality implemented, the final step is to present the message

box to the user. Add one last show method on the Message object, which will insert the message box into the DOM, and position it.

```
001 show: function() {  
002 this.el.appendTo('body').  
animate({  
003 top: $(window).height()  
/ 2 - this.el.outerHeight()  
/ 2,  
004 opacity: 'show'  
005 }, 300);}
```

A simple calculation positions the box vertically in the centre of the window.

```
001 $.message =  
function(text, settings) {  
002 var msg = Object.  
create(Message).  
initialize(text, settings);  
003 msg.show();  
004 return msg; }
```

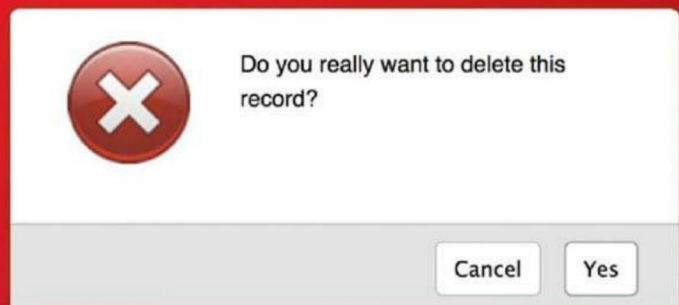
12 Use plug-in

To use your new plug-in, simply call \$.message() and pass through a message and any applicable settings.

```
001 $.message('The row has  
been updated.');
```

Or, request confirmation to destruct.

```
001 $.message('Do you really  
want to delete this record?',  
{  
002 buttons: ['Yes',  
'Cancel'],  
003 icon: 'alert',  
004 callback:  
function(buttonText) {  
005 if ( buttonText === 'Yes'  
) {  
006 // proceed and delete  
record  
007 }  
008 }  
009 });}
```





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Create images with code using GD and PHP

This month we take a look into creating and manipulating images purely using code, and creating thumbnails on the fly

tools | tech | trends GD, PHP, Dreamweaver
expert Pete Simmons



reating graphics purely from code is a practice that dates back to the dawn of gaming. Developers would be able to create basic geometric shapes with a few lines of code (anyone remember Battlezone?)

Although this process has come a long way, the creation of geometries with code is still common practice in game creation and serves as a way of

freeing up vast amounts of memory; we also see this technique port over to web development.

GD library is a framework that once was separate from PHP, but since PHP 4.3 it comes bundled as part of most PHP setups. This tutorial will assume that you have a working GD framework in place. If you don't, see the set-up instructions on the PHP manual website at uk.php.net/manual/en/image.installation.php. Alternatively you can download the latest version of XAMPP which comes bundled with a working up-to-date version of the GD image framework.

It is important to think about the order in which you do things in a PHP script with GD elements. It is important that you remember to free up memory at the end of your script, if you have large numbers of users it can quickly overload your server if you don't.



01 Verify your setup

It's worth checking your PHP configuration to ensure that you are able to modify images using the GD library. Create a new PHP document and add the following line only. Save it as 'phpInfo.php' and run it via a browser. Do a search on this page for GD to ensure everything is enabled in your GD setup.

```
001 <?php phpinfo(); ?>
```

02 Setting a header

We'll be outputting just an image without any HTML surrounding it. This means we'll be able to call our PHP script from within an IMG tag and pass variables over to it, from a separate file. Create a new PHP document and add the following code, this tells PHP to only output a PNG image.

```
001 <?php  
002 header('content-type: image/png');  
003 ?>
```

03 Create a square

Now that we have our output set, we can create some basic shapes using code alone. The following line of code will set up an image that measures 256 x 256px. Using the `imagecreate` function, the code will then attempt to render out a PNG file using the `imagepng` function. Running this code now will give you the broken image icon.

```
001 $image = imagecreate(256, 256);  
002  
003 imagepng($image);
```

04 Adding some colour

In order for us to get any kind of usable output image from our PHP, we need to add some colour to our square. Adding the following line of code calls up the `imagecolorallocate` function, and assigns an RGB value to our square. The RGB value takes in each colour value as a numerical value. Render in your browser to see the results.

```
001 $image = imagecreate(256, 256);  
002 imagecolorallocate($image, 255,  
003 255, 0);  
003 imagepng($image);
```


05 Getting RGB values

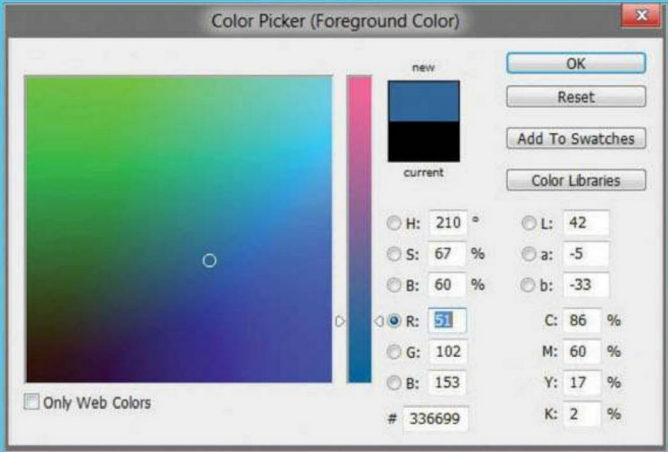
There are several free tools online that will be able to give you a set of RGB numerical colour values. Alternatively, you can get these numbers by using the colour picker tool in Photoshop and making a note of the R, G and B numbers in the dialogue box.

```
001 <li>  
002 <a href="<?php the_permalink();  
003 ?>" title="<?php the_title_attribute();  
004 ?>">  
005 <?php the_title(); ?>
```

GD Support	enabled
GD Version	bundled (2.0.34 compatible)
FreeType Support	enabled
FreeType Linkage	with freetype
FreeType Version	2.4.3
Git Head Support	enabled
GIF Create Support	enabled
JPEG Support	enabled
libJPEG Version	6b
PNG Support	enabled
libPNG Version	1.2.46
WBMP Support	enabled
XBM Support	enabled

Directive	Local Value	Master Value
gd.jpeg_ignore_warning	0	0





<Clockwise from top left>

- The phpinfo() function provides information about our hosting setup and ensures we can use the GD functions
- We have set up our 256 x 256px PNG image, but there are no other attributes assigned to it yet
- The Color Picker tool in Photoshop is an easy way to obtain an RGB colour value
- By assigning an RGB value to our square, we are now able to output a PNG image using only code

```
004 </a>
005 </li>
```

06 Using fonts

The next logical step would be for us to add some text to this image. In order to do so we must add a font file to our server directory. Grab a TrueType font and upload it to the same directory as your PHP files. You can then call it using the following code.

```
001 $font = 'Origin-Bold.ttf';
```

07 Assigning text colour

Before we can use our recently added font, we need to assign a colour to a variable, this will then allow us to assign the variable to the font element that we will add later on. Use the imagecolorallocate function as before, adding the following code. We can now make anything white by using \$white.

```
001 $white = imagecolorallocate($image, 255,
255, 255);
```

08 Adding a string

We can now add our text to our image – we'll do this using the function imagettftext. This function takes in a total of eight variables. In order they are; the image we are modifying, the font size, font angle, text X position, text Y position, text colour, font file and the text string we are adding.

```
001 $string = 'Hello World!';
002
003 imagettftext($image, 25, 0, 12, 140,
$white, $font, $string);
```

09 Destroying an image

The final and probably most important step when creating an image using the GD library is to destroy the resources at the end of the code. This will free up memory on your server, very important if you have a high number of users using your code. Add this single line before the closing PHP tags.

```
001 imagedestroy($image);
```

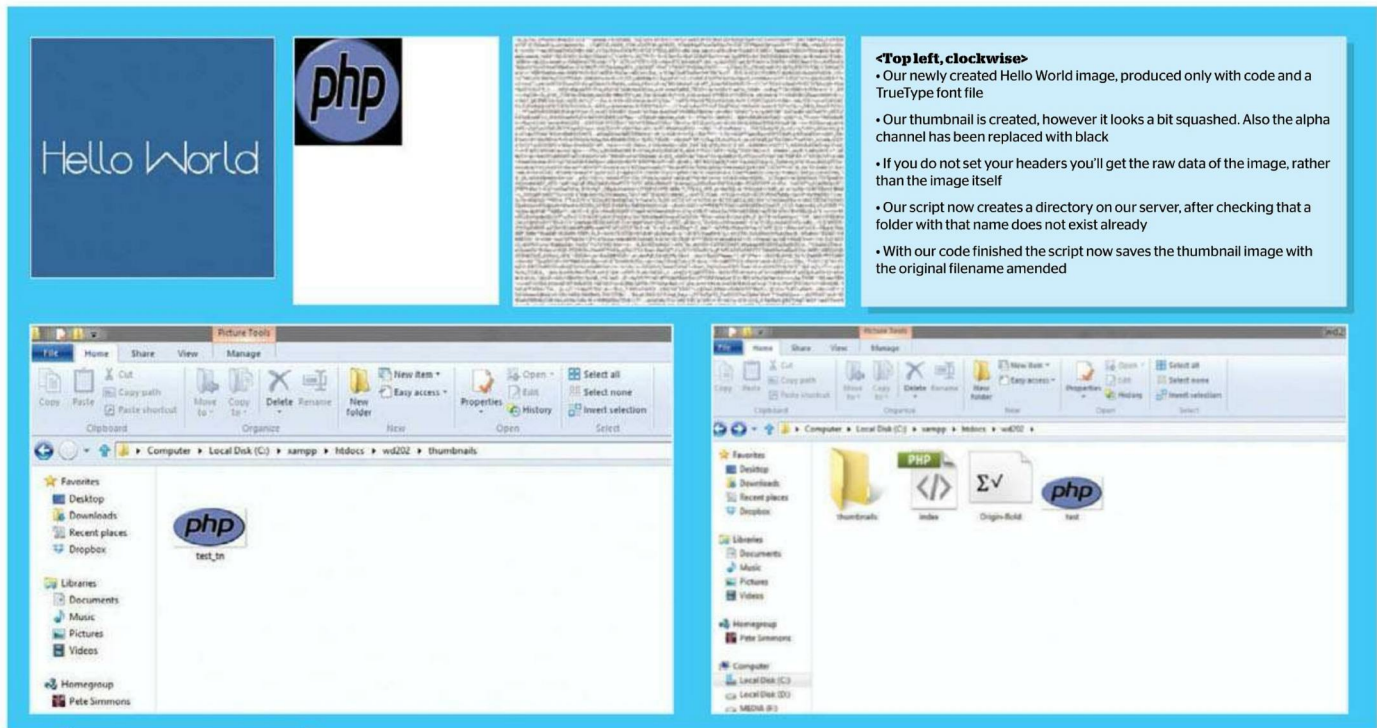
10 Image resize script

One of the most common uses for the GD library is creating thumbnails from images. Over the next few steps we'll use some of the previous techniques to create a PHP function to do that. Create a new PHP document and add the following. This will create our function and allow us to pass variables into it.

```
001 <?php
002
003 function createThumbnail($image, $width,
$height) {
004
005 }
006 ?>
```

11 Get image dimensions

In order to resize our image into a thumbnail, we need to get the size of the original file. To do this we can use a GD function called getimagesize, combined with a PHP list function. The list function will assign the width and height to a new variable. Add the following code within your function.



<Top left, clockwise>

- Our newly created Hello World image, produced only with code and a TrueType font file
- Our thumbnail is created, however it looks a bit squashed. Also the alpha channel has been replaced with black
- If you do not set your headers you'll get the raw data of the image, rather than the image itself
- Our script now creates a directory on our server, after checking that a folder with that name does not exist already
- With our code finished the script now saves the thumbnail image with the original filename amended

Why so many IFs?

You may notice a lot of repeated IF statements; this is because functions need to be completed in a very specific order with the GD library.

```
001 list($originalWidth,
$originalHeight) = getimagesize($image);
```

12 Checking file types

At this point, we need to know if the file being passed to our function is a JPG or PNG. We can establish this by evaluating the filename past the last full stop. Note that GIFs are no longer supported by GD. Add this PHP search command within your function.

```
001 $filetype = explode('.', $image);
002 if (preg_match('/jpg|jpeg/', $filetype[1])){
003     $originalImage =
imagecreatefromjpeg($image);
004 }
005 if (preg_match('/png/', $filetype[1])){
006     $originalImage =
imagecreatefrompng($image);
007 }
```

13 Creating square thumbnails

By adding the following code, we are able to create a perfectly square thumbnail 100 x 100px wide. This does mean that the original image will be squashed, rather than retaining its original proportions. Add the following code at the createThumbnail function - this will create a resampled version of our image, but will not output it yet.

```
001 $image_tn = imagecreatetruecolor($width,
$height);
002 imagecopyresampled($image_tn,
$originalImage,
0, 0, 0, $width, $height, $originalWidth,
$originalHeight);
```

14 One more IF

We need to add one more IF statement to our function in order to output our thumbnail. As before, this code will check the extension of the file and create a thumbnail in either a PNG or JPG format. The create image functions take in quality values - 1-100 for JPG and 1-9 for PNG, these have been set to maximum.

```
001 if (preg_match('/jpg|jpeg/', $filetype[1])){
002     imagejpeg($image_tn, null, 100);
003 }
004 if (preg_match('/png/', $filetype[1])){
```

```
005     imagepng($image_tn, null, 9);
006 }
007 imagedestroy($image_tn);
```

15 Outputting our thumbnail

It's finally time to output our thumbnail. Adding this code outside of our function will check the input image's extension, set the correct header and then output a thumbnail 100 x 100px. Add a test image to your working folder and then run your script in a browser to see the results.

```
001 $input_file = 'test.jpg';
002 $extension = explode('.', $input_file);
003 if (preg_match('/jpg|jpeg/', $extension[1])){
004     header('Content-Type: image/jpg');
005 }
006 if (preg_match('/png/', $extension[1])){
007     header('Content-Type: image/png');
008 }
009
010 createThumbnail($input_file, 100, 100);
```

16 Proportioned thumbnails

While we've been able to create a square thumbnail, if we're honest, it doesn't look all that great. What we really want is a thumbnail that is still in the same resolution as the original. We can achieve this by

modifying our function slightly. First of all remove the \$width and \$height variables from the start of our function, the only variable we need to execute this command is our image.

```
001 function createThumbnail($image) {
```

17 Maximum values

The next step we need to take is to add a maximum value for both height and width to our code, we'll then take the longest length of our image and scale our thumbnail so that it retains its resolution. The following code contains three IF statements. One is to deal with the height being the longest length, one is there to handle the width, and the third is for a square image (so the sides are equal).

```
001 $max_width = 200;
002 $max_height = 200;
003
004 if ($originalWidth > $originalHeight) {
005     $width = $max_width;
006     $height = $originalHeight*($max_
height/$originalWidth);
007 }
008 if ($originalWidth < $originalHeight) {
009     $width = $originalWidth*($max_
width/$originalHeight);
010     $height = $max_height;
011 }
012 if ($originalWidth == $originalHeight) {
013     $width = $max_width;
014     $height = $max_height;
015 }
```

18 Retain transparency

If you test your script with a PNG that features PNG transparency, you will notice that the alpha channel is replaced with black. In order to fix this little problem, we need to add three lines of code within our function to save the alpha channel. Add this after our \$image_tn variable declaration.

```
001 $image_tn = imagecreatetruecolor($width,
$height);
002 imagealphablending($image_tn, false);
003 imagesavealpha($image_tn, true);
004 imagealphablending($originalImage, true);
005 imagecopyresampled($image_tn,
$originalImage, 0, 0, 0, 0, $width, $height,
$originalWidth, $originalHeight);
```

19 Creating directories

It's all well and good creating a thumbnail on a temporary basis, but we need to save our thumbnails to make them more permanent. The first thing to do is create a directory that will hold our newly created thumbnail image. This IF statement will check to see if a folder called thumbnails already exists on our server; if it doesn't find one, it creates it.

```
001 if(!is_dir('thumbnails')) {
002     mkdir('thumbnails');
003 }
```

20 Setting a filename

This next section of code will create a file name for our newly created thumbnail, and pair it to our thumbnail directory. We are going to take the original filename, add an _tn to the end of it, then save it so it has the correct extension. Add this variable after our create directory code.

```
001 $TN_filename =
'thumbnails/'.$filetype[0].'_tn.'.$filetype[1];
```

21 Saving our thumbnail

Now our thumbnail folder is set up and is writable, we can save our thumbnail to this directory. Our function can now act as a batch thumbnail tool if multiple images are passed to it via a foreach loop. Add

the following code to the end of our function before the image is destroyed.

```
001 imagejpeg($image_tn, $TN_filename, 100);
```

22 Handling PNGs

Run the code; you'll see our thumbnail has been created in the new thumbnail folder. We just need to wrap the last step in a final IF statement; this means we will be able to save our PNG thumbnail files, including the alpha channel. Replace the last step with this code.

```
001 if (preg_match('/jpg|jpeg/', $filetype[1]))
{
002     imagejpeg($image_tn, $TN_filename, 100);
003 }
004 if (preg_match('/png/', $filetype[1])){
005     imagepng($image_tn, $TN_filename, 9);
006 }
```

Code library

Exploring the GD functions

Use this section to find out a bit more about various GD functions that we have covered in this tutorial.

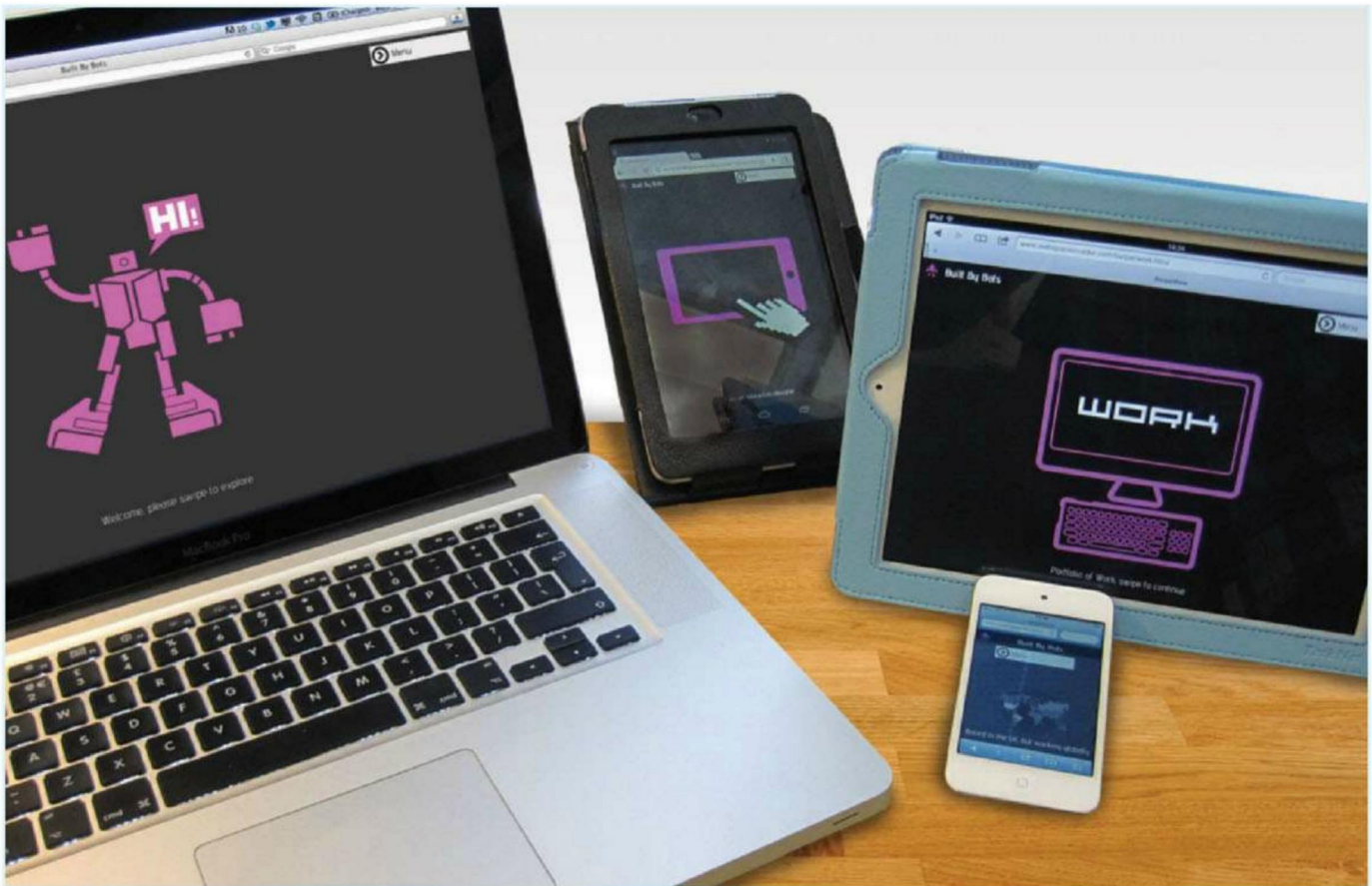
This is the base of all image creation - it creates a black work area, which we can then modify.

This function allows us to carry over alpha channel data; it can also create blends.

Creates a clearer version of our thumbnail than the alternative imagecopyresized, though both take in similar variables.

Used to both create and save images in JPG and PNG format. Saving is achieved by passing a filename into the function.

```
001 $image_tn = imagecreatetruecolor($width, $height);
002 imagealphablending($image_tn, false);
003 imagesavealpha($image_tn, true);
004 imagealphablending($originalImage, true);
005 imagecopyresampled($image_tn, $originalImage, 0, 0, 0, 0,
$width, $height, $originalWidth, $originalHeight);
006
007 $filetype = explode('.', $image);
008 if (preg_match('/jpg|jpeg/', $filetype[1])){
009     imagejpeg($image_tn, null, 100);
010 }
011 if (preg_match('/png/', $filetype[1])){
012     imagepng($image_tn, null, 9);
013 }
014
015 if(!is_dir('thumbnails')) {
016     mkdir('thumbnails');
017 }
018
019 $TN_filename = 'thumbnails/'.$filetype[0].'_
tn.'.$filetype[1];
020
021 if (preg_match('/jpg|jpeg/', $filetype[1])){
022     imagejpeg($image_tn, $TN_filename, 100);
023 }
024 if (preg_match('/png/', $filetype[1])){
025     imagepng($image_tn, $TN_filename, 9);
026 }
027
028 imagedestroy($image_tn);
```



Creating swipe-gesture content for webpages

Use swipe gestures in your websites to move between content, giving your users bite-sized pieces of information

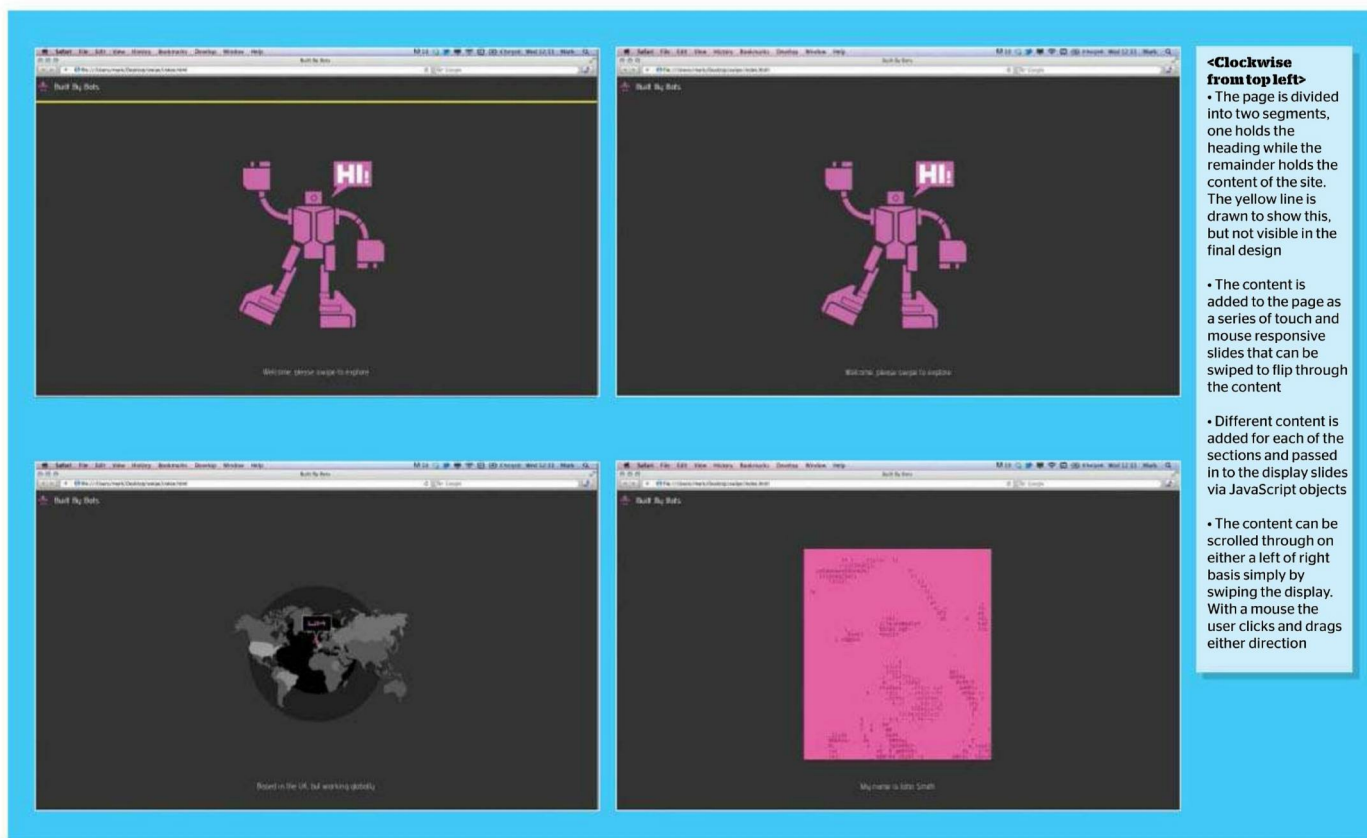
tools | tech | trends Dreamweaver
expert Mark Shufflebottom



As users now access our work on different devices, we are going to create a website based on swipe gestures for moving through page content. This might not be that useful for text-heavy sites, but will definitely work for visual sites such as portfolios. Given that

we are going to be swiping through our content by dragging a finger left or right, that could pose a problem for the desktop. For this solution we could have used buttons, but instead we've opted to go for swiping with the mouse clicking and dragging left or right. To achieve this we're using Matteo Spinelli's SwipeView open-source project as a starting point, which is available from cubiq.org/swipeview. This solves the important issue of loading up content on lower spec devices, and the project weighs in at a lightweight 1.5KB. We're going to custom format this and add in a menu for site functionality. We're also going to make the images responsive so they scale up slightly on larger-screened devices and the desktop, but scale down for lower sized screens to give optimal viewing to our users.

Creating swipe-gesture content for webpages



01 Getting started

From the resource disc copy the start folder to your computer and open index.html in Dreamweaver. Now add the code shown below to the head section of the page. This tells the device not to scale the content, because we're going to produce a responsive design that will work across different screens.

```
001 <meta name="viewport"
content="width=device-width, initial-scale=1.0,
user-scalable=no, minimum-scale=1.0, maximum-
scale=1.0">
002 <meta name="apple-mobile-web-app-capable"
content="yes">
003 <meta name="apple-mobile-web-app-status-
bar-style" content="black">
```

02 Create the links

Staying in the head section of the page, we then add a link to the typeface we are going to use. We also link up with our stylesheet, which is going to control the look of the page. Finally we add links to our two JavaScript libraries. The first is a self-contained link that handles the swiping, and the second one is jQuery for the drop menu.

```
001 <link href='http://fonts.googleapis.
com/css?family=Advent+Pro' rel='stylesheet'
type='text/css'>
002 <link href='style.css' rel='stylesheet'
type='text/css'>
003 <script type="text/JavaScript"
src="swipeview.js">
</script>
004 <script type="text/JavaScript" src="http://
ajax.googleapis.com/ajax/libs/jquery/1.7/
jquery.min.js">
</script>
```

03 Page structure

Moving into the body section of the document we add the tags for the page structure. As you can see the header section just contains a page title and the wrapper will hold the swipe content. You will also notice that there is a sizable chunk of JavaScript code in the body section, which powers the swiping.

```
001 <div id="header"><h1>Built By Bots</h1></div>
002 <div id="wrapper"></div>
```

04 Swipe content

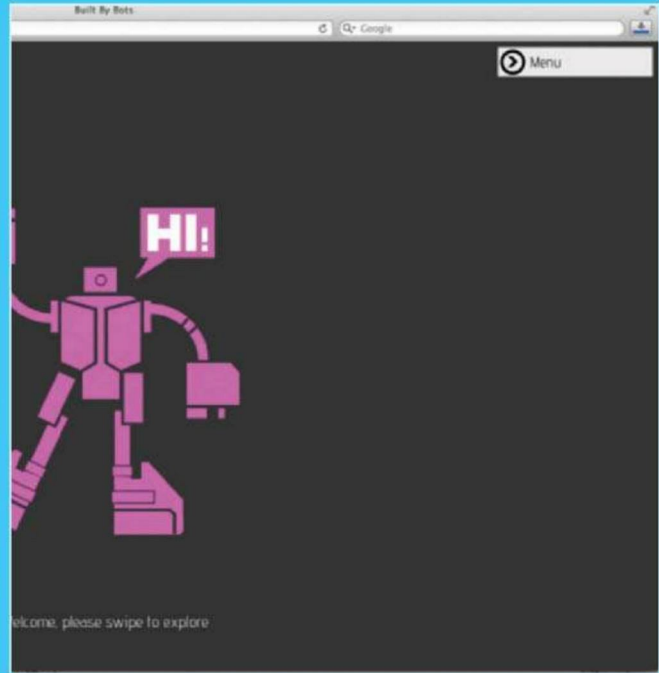
Inside the JavaScript code in the body section, find the fifth line down, which should be empty, the previous line will end slides [and the next line will have]; This is where we will add the content for each of the swipeable slide contents in the code below. The square brackets denote that this is an array with JavaScript objects being placed inside.

```
001 { img: 'images/bot1.gif',
002 width: 420, height: 420, desc: 'Welcome,
please swipe to explore'},
003 { img: 'images/john.gif',
004 width: 420, height: 472, desc: 'My name is
John Smith'},
```

05 Remaining slides

Add the next section of code which adds the next slides in the array. You can see that each slide contains a link to the image with the width and height properties being passed in. We also add the description in here - but we're not adding a huge description because of the different screen sizes that this could potentially be displayed upon.

Creating swipe-gesture content for webpages



<Clockwise from top left>

- The slides are responsive to the page width and snap into place so that a single swipe moves forward or back by one image
- The menu is added to the display and, through CSS, positioned in the top-right corner. The menu remains hidden until clicked or tapped rather than rolled over
- Here we can see the site running across a number of display sizes and devices with the swipe gestures working on all of them

Designing areas of content

Think of design for differing devices as trying to create areas of content rather than pixel-perfect designs, as with all the current screen ratios you will never succeed in pixel perfection.

```
001 html, body { height:100%; }
002 body {
003 padding:0; margin:0; background:#333;
004 -webkit-user-select:none; -webkit-text-
005 size-adjust:none;
006 color:#eee; font-family: 'Advent Pro',
    sans-serif;
007 font-size:100%; }
```

06 Style up the page

Save the page and then open styles.css. Add the CSS for the HTML and body sections into the page here. Notice that we are preventing being able to select the page and adjusting the size, which is important for tablet devices. We also change to our custom typeface Advent Pro here for the whole page.

```
001 html, body { height:100%; }
002 body {
```

```
003 padding:0; margin:0; background:#333;
004 -webkit-user-select:none; -webkit-text-
005 size-adjust:none;
006 color:#eee; font-family: 'Advent Pro',
    sans-serif;
007 font-size:100%; }
```

07 Change the heading

Next we change the heading to float over to the left of the page, the reason will become clear later on. We also add a small logo next to this as a background

image. We therefore move the text across slightly so that we have some padding to the left of the text. The font size is also scaled down slightly so it isn't too big.

```
001 h1{
002 margin-left: 10px; padding-left: 40px;
003 float: left; font-size: 1.3em;
004 text-shadow: 0 1px 0 #000;
005 background-image: url(images/mini-bot.gif);
006 background-repeat: no-repeat;
007 }
```

08 Dividing the display

Now we give our header the full width of the page, but ensure it has at least a minimum width and height to display its content. The wrapper is again set to have a width of 100% of the browser and a height of 90%. The wrapper is the section where the page content is going to appear, so for that reason it is given the majority of the space.

```
001 #header {width: 100%; min-width:320px; min-
height:100%;
002 overflow:visible;}
003 #wrapper {
004 width:100%; min-width:320px;
005 height:90%;}
```

09 Setting the image width

Now scroll to the selector '#swipeview-slider img' and add the following code into the curly brackets. This allows the image to scale with the display but stop scaling up when it reaches a maximum width of 480 pixels. When it scales down below this, it will match the browser window.

```
001 width:100%;
002 max-width:480px;
003 height: auto;
```

10 Test the page

If you save the CSS and test it in the browser, you will see that it is fully working, but we have no way of navigating to other pages, so let's build a space-saving drop menu. In index.html, add the following code into the div tag with the header id before its closing tag.

```
001 <nav id="nav-wrap">
002     <div id="menu-icon">Menu</div>
003     <ul id="nav">
```

11 Menu content

In the previous step we've added an unordered list, so we continue that with the list items as our links for the menu. The menu will display the menu text and the list will be hidden, but drop down as the user clicks the menu. This is useful in keeping a condensed layout for small screen devices.

```
001 <li><a href="index.html">Home</a></li>
002 <li><a href="work.html">Work</a></li>
003 <li><a href="#">Facilities</a></li>
004 <li><a href="#">Contact</a></li>
005 </ul>
006 </nav>
```

12 Document ready?

In the head section at the top of the document add the following code in. This will check to see if the document is loaded and when it is, it will add a click event to the menu text. When this is clicked on it will use the slide-toggle jQuery function to drop the navigation menu into place.

```
001 <script type="text/JavaScript">
002 jQuery(document).ready(function($){
003 $("#menu-icon").on("click", function(){
004     $("#nav").slideToggle();
005     $(this).toggleClass("active");
006 });
007 });</script>
```

13 Style the menu

Save the document and move to the style.css document. Add the CSS to the bottom of the document. This positions the entire navigation to the right, placing the logo on the left. The text is increased slightly in size to make it more visible in the menu.

```
001 #nav-wrap {
002 position:absolute;
003 top: 7px; right: 7px;
004 font-size:1.2em;}
```

14 Position the heading

The menu heading is moved over slightly so that an icon can be placed in the background of the div tag. The width and height of the blocks are set here, and when the cursor moves over this on a desktop device it changes to a pointer so the user knows that this element has navigational functionality.

```
001 #menu-icon {
002 color: #000; width: 150px; height: 30px;
003 background: #e6ebef url(images/menu-icon.
png) no-repeat 2px center;
004 padding: 8px 10px 0 42px;
005 cursor: pointer; display: block;}
```

15 Change colour on rollover

We want the menu to change its colour on rollover so that again it aids the user in thinking that this is a navigational part of the page. Here we set the hover and the active state so there are changes in colour to the background of the block element. The active state is when the menu is dropped down.

```
001 #menu-icon:hover {background-color:
#f8f8f8;}
002 #menu-icon.active {background-color: #bbb;}
```

16 Removing the menu items

This positions the navigation absolutely so that it is exactly below the menu. The z-index is placed above other content on the page. The display is set to none because this is made visible when the user clicks or taps on the menu button. jQuery makes this visible by scrolling it out from under the menu.

```
001 #nav {
002 position: absolute;
003 width: 192px; z-index: 10000; padding: 5px;
004 background: #f8f8f8;
005 display: none; }
```

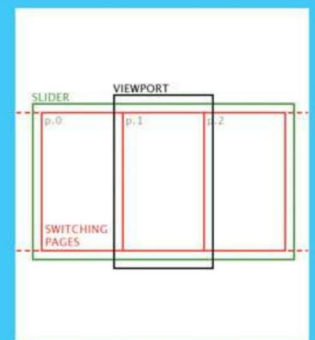
17 Style the list

In the next block of code we set the list elements to have no bullets and to have a margin around each one. The text is set to have no underline as typically found on webpage links. The colour of each text element is also set at this point but will change on desktop computers that can rollover.

```
001 #nav li {
002 list-style-type: none; clear: both;
003 float: none; margin: 5px 0 5px 10px;}
004 #nav a, #nav ul a {
005 font: inherit; text-decoration: none;
006 background: none; display: inline;
007 padding: 0; color: #666;
008 border: none;}
```

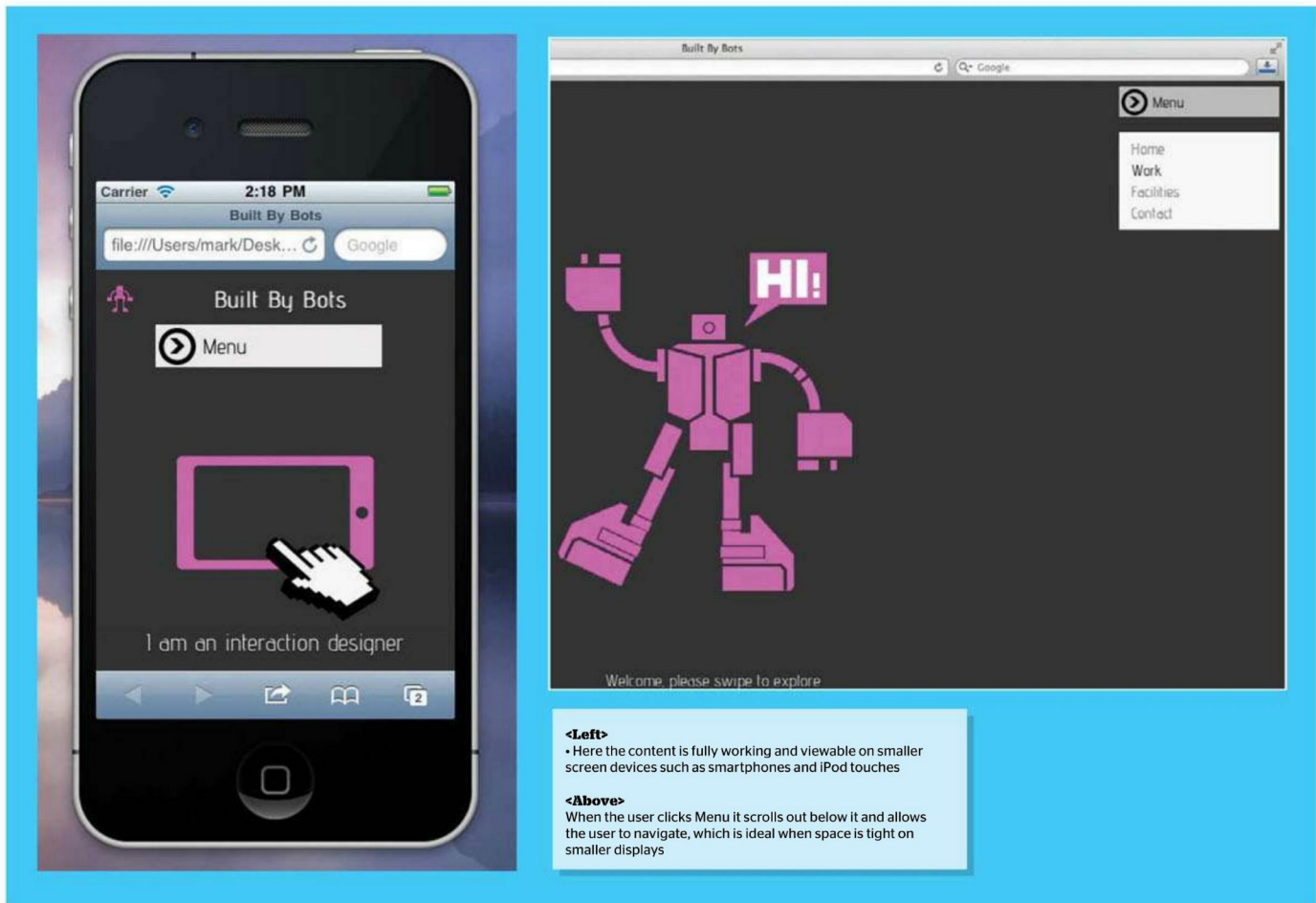
Cross-device testing

To test a lot of devices, you need Adobe Shadow (labs. adobe.com/technologies/shadow). It syncs devices to your desktop so you can see how sites perform across a variety of screens.



Sliders on small screen devices

There is a variety of differing sized devices that our users are accessing our content with. Each of these have different processing capabilities, from cheap Android tablets to expensive iPads. As this project uses Matteo Spinelli's SwipeView, he has solved the issue of loading the images on low capability devices. Some image galleries and slide show's stack up the images in one long container, or even just holding them off the screen. Spinelli's solution is to use one image on the screen and two either side so that they can be pulled in when swiped. Not only that but new content only loads once the movement has finished, so the download doesn't interfere with the animation. There are never more than three images in memory and this makes it super responsive on smaller spec devices.



18 Change of states

We next add the hover states for desktop computers so that the text changes colour as the mouse rolls over the link in the menu list. A generic set of instructions are added for the unordered list element in the display. Save this document and test the design in your browser. You should be able to jump to the work page which is already completed.

```
001 #nav a:hover, #nav ul a:hover {
002 background: none; color: #000;}
003 #nav ul {
004 padding: 0; margin: 0;
005 width: auto; position: static;
006 display: block; border: none;
007 background: inherit;}
```

19 A small problem

When viewing on tablet devices the display is good, because these have a reasonably large viewing area and we're shrinking the image slightly. The

problem is that on phone displays, the menu overlaps the heading, so let's change that by adding a media selector in the bottom of the CSS document.

```
001 @media only screen and (max-device-width:
360px) {
002 h1{
003 padding-left: 0;
004 float: none;
005 text-align:center;}
```

20 Scale down the content

In the previous step we set the h1 tag to align in the center. Now we position the navigation below that and also scale the width of the image down to 60% – allowing it to fully display on the very small screen of mobile devices. Without doing too much, we have a responsive display.

```
001 #nav-wrap {
002 position:relative; float:none;
```

```
003 margin-left: 60px; margin-top: -10px;
004 font-size:1.2em;}
005 #swipeview-slider img { width:60%;}
```

21 Change the position

Because some mobile devices have a navigation bar at the bottom of the display we are going to move the caption text of the image up the screen slightly to make it much easier to view. It shouldn't make too much difference on other small screen devices.

```
001 #swipeview-slider span {bottom:35px;}
002 }
```

22 Save and finish

We are now finished with the CSS so save this and reload it in the browser to see it in action. If you have access to a tablet device it is well worth taking a look, because the swipe action really does enhance the experience of browsing through visual content that you would find in a portfolio site.

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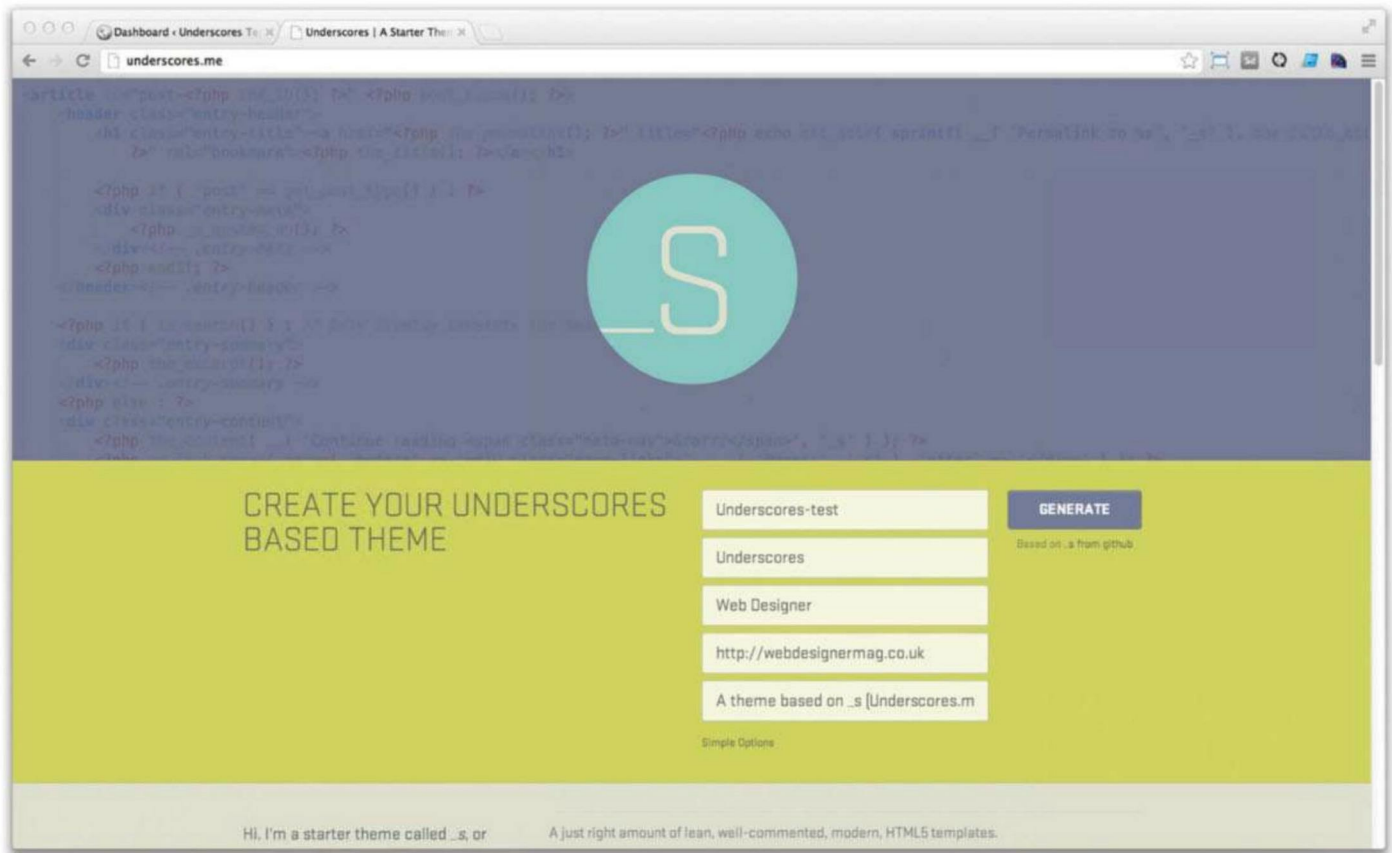


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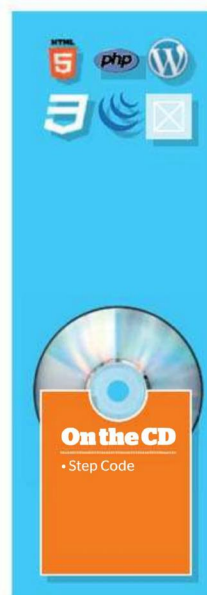
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Create a WordPress theme with underscores

underscores, from WordPress's parent company Automattic, is a great starting point to create a bespoke theme

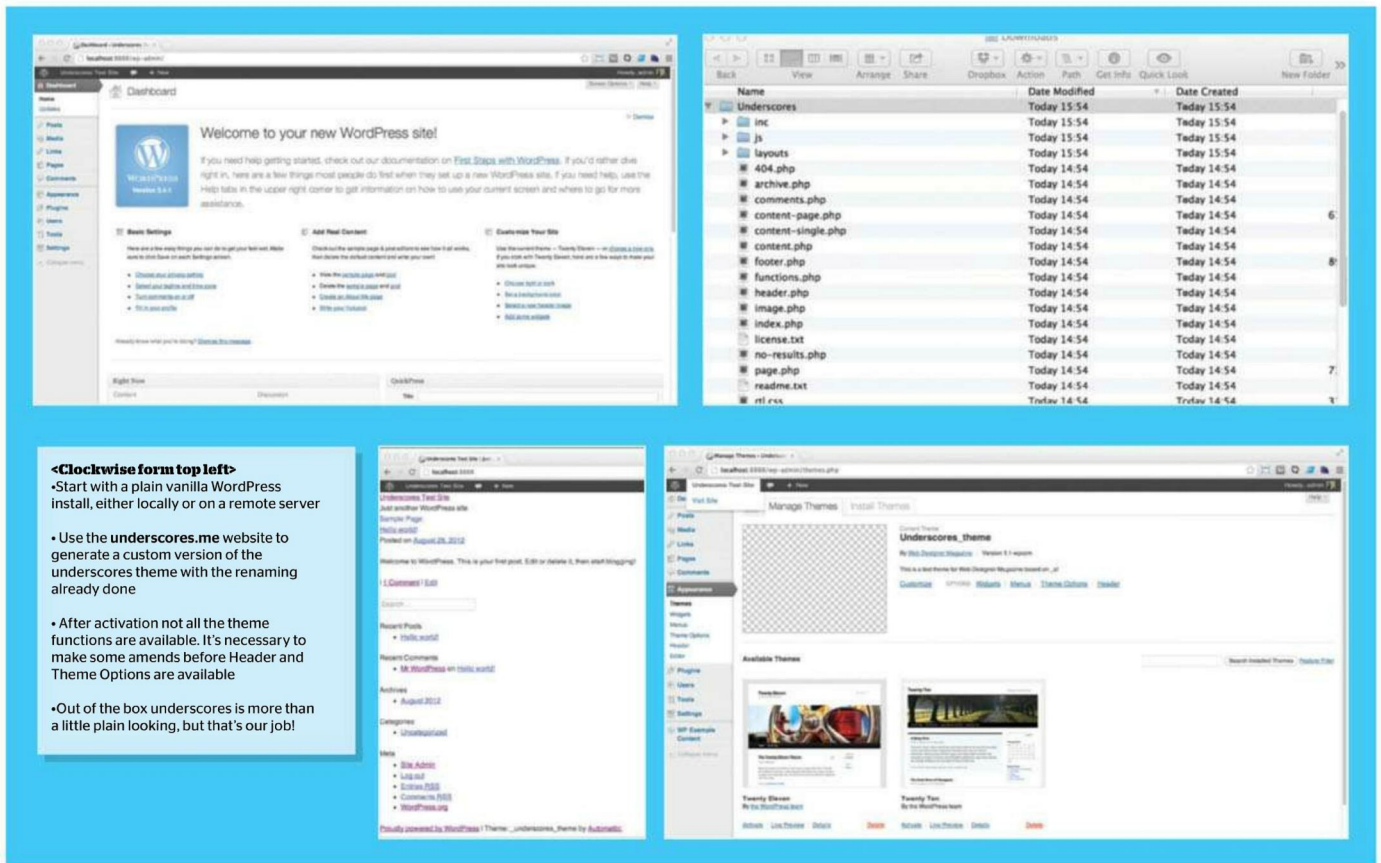
tools | tech | trends Text editor, PHP, HTML, CSS, jQuery
expert Ben FRAIN



underscores (or merely `_s` as it is also known) is a theme made by Automattic, the company behind WordPress itself. It's not intended to be a parent theme with which to base any number of child themes on. Instead, the whole point is to hack the code of underscores around to do your exact bidding.

When you're building sites for a client in WordPress, part of the initial labour is in stripping out all the functionality you don't need from an existing theme. underscores aims to provide the mere essentials, so you can get on with what makes your site unique. Back in issue 197 we looked at using the Roots WordPress theme (rootstheme.com), and underscores (underscores.me) follows a similar vein. The whole point is to give you what you do want and none of the niceties that aren't necessary and end up being stripped away.

In this tutorial we'll grab the underscores theme, see what goodies it has, and how we can use them to potentially streamline your next WordPress build.



01 Install WordPress

If your hosting platform has a one-click install for WordPress, that's usually the fastest and easiest option. Alternatively, upload the latest WordPress files manually, create a database and follow the five-minute install. If you are developing locally, create a new WordPress environment in your local LAMP/MAMP/WAMP stack. A quick shortcut if you have Shell (SSH) access is to download and unzip WordPress directly.

```
001 mkdir underscores
002 cd underscores
003 wget http://wordpress.org/latest.tar.gz
004 tar xzf latest.tar.gz
```

02 Move WordPress into the root

When WordPress is downloaded, after extraction from the ZIP file it's usually in its own WordPress folder. Let's move the WordPress files into the root of our site's folder (eg underscores). Either drag and drop through the Desktop or use the command line to move the WordPress files and then delete the empty WordPress folder and source ZIP file. Assuming you are currently in the underscores folder:

```
001 cd wordpress
002 mv * ../
003 cd ..
004 rm -rf wordpress
005 rm latest.tar.gz
```

03 The easy way

While it's no use if you are cloning underscores direct to a server, when developing locally, the simplest way to create your own personalised version of the WordPress underscores theme is via underscores.me. Just enter your preferred theme naming parameters and it will create a custom ZIP file of underscores with all the files and functions correctly referenced for you.

04 Download underscores (GitHub)

The quickest way of using the theme on a server is by cloning everything directly from the GitHub repo. Open your command line environment, browse to the site folder and run the following commands. What we are doing is simply moving into the WordPress themes folder, and then copying the underscores theme from GitHub into our themes folder. Once this is all done, we will see a folder called `_s` in the themes folder.

```
001 cd wp-content/themes
002 git clone git://github.com/Automattic/_s.git
```

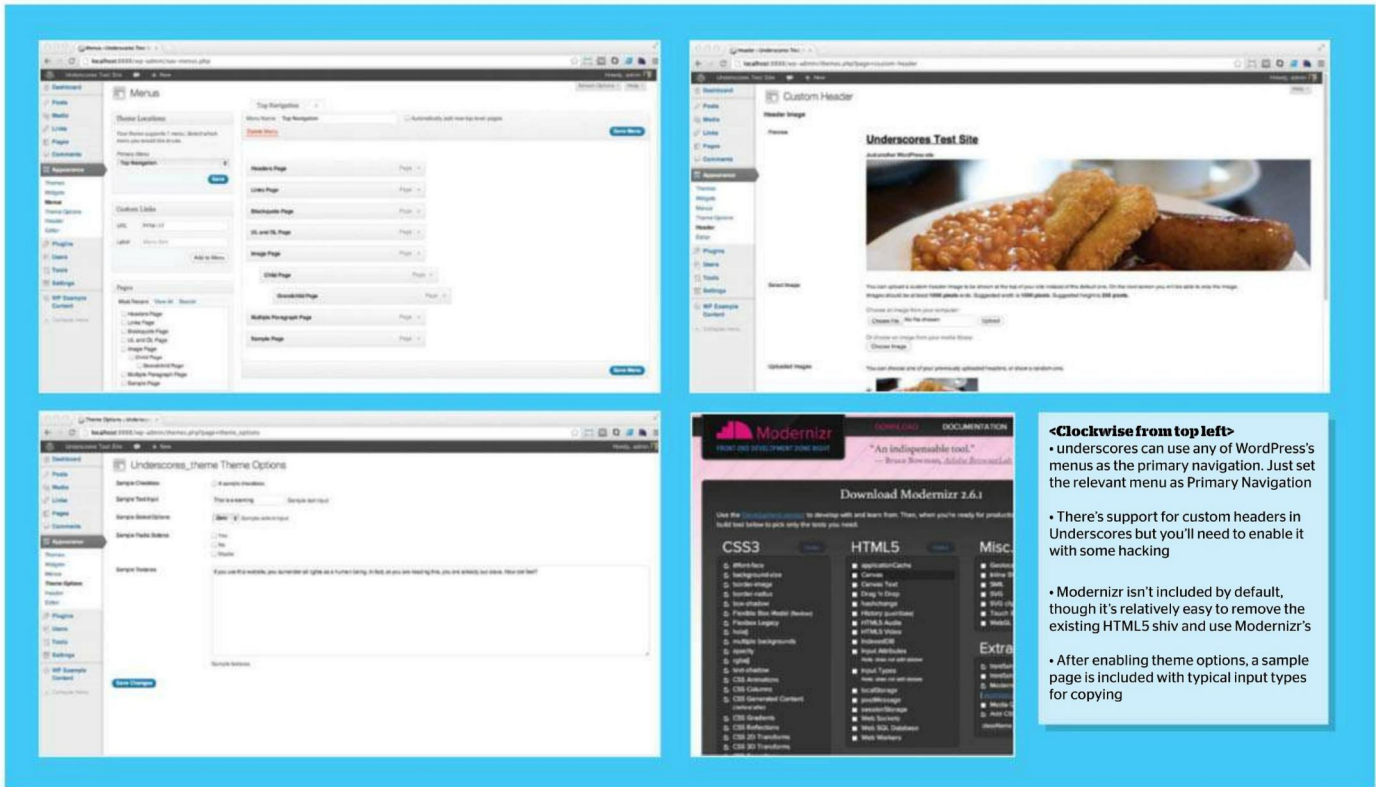
05 Essential changes

If using GitHub to get underscores, it's necessary before you move on to do a little renaming of the theme. First of all, copy or rename the `_s` theme folder to something more suitable (we're using `underscores_theme`). If you are still at the command line, you can use the command below. Once done, you'll need to do a theme-wide find and replace. Find `_s` and replace with: `'underscores_theme'`. Find: `_s` and replace with: `underscores_theme_`. Find: `_s` (notice the space before the underscore) Replace with: `underscores_theme` (again with a space before). Be sure to use a name that won't upset PHP functions (eg no hyphens).

```
001 mv _s underscores_theme
```

06 Find and replace

A decent text editor should have a search and replace function that will let the scope be limited to the theme folder. However, if you are happy to use the



<Clockwise from top left>

- underscores can use any of WordPress's menus as the primary navigation. Just set the relevant menu as Primary Navigation
- There's support for custom headers in Underscores but you'll need to enable it with some hacking
- Modernizr isn't included by default, though it's relatively easy to remove the existing HTML5 shiv and use Modernizr's
- After enabling theme options, a sample page is included with typical input types for copying

command line you can also use find and replace there. Here are examples of find and replace commands for renaming references to `_s` from the OS X command line (substitute references to `underscores_theme` with your own theme name).

```
001 find . -type f -print0 | xargs -0 perl -pi
-e "s/'_s'/'underscores_theme'/'g;"
002 find . -type f -print0 | xargs -0 perl -pi
-e "s/_s/_underscores_theme/_g;"
003 find . -type f -print0 | xargs -0 perl -pi
-e "s/_s\b/Underscores_theme/g;"
```

07 Activate Underscores

In the WordPress Admin area, browse to Appearance>Themes and then click Activate under your theme name. Now take a look at the theme in the browser. Spartan indeed! First of all, you might want to amend the reference to the underscores theme in the footer. Open up footer.php in your editor of choice and amend or remove the code to suit.



```
001 <?php printf( __( 'Theme: %1$s by
%2$s.', '_underscores_theme' ), '_underscores_
theme', '<a href="http://automattic.com/"
rel="designer">Automattic</a>' ); ?>
```

08 Amending style.css

You might also want to amend the text in style.css to suit the needs of your customised theme design. Besides the WordPress theme information up at the top there, it's organised with some reset and normalize styles first, and then a few essential styles for things like the navigation, images, entry metadata and the like. Remember that you have to alter the style.css info to suit your new theme.

```
001 Theme Name: Underscores_theme
002 Theme URI: https://github.com/Automattic/_s
003 Author: Web Designer Magazine
004 Author URI: http://webdesignermag.co.uk/
005 Description: This is a test theme for Web
Designer Magazine based on _s!
```

09 Basic layouts

underscores has some very basic layout styles stored in the layouts folder. They are named according to their display. For example, content-sidebar.css should put the main content to the left and the sidebar on the

right. For a quick structure, copy and paste the layout that best suits your needs into the bottom of the theme's style.css file. Keep the comments in so you know where they came from.

```
001 /*
002 Theme Name: Underscores_theme
003 Layout: Sidebar-Sidebar-Content
004 */
005
006 .site-content {
007 float: right;
008 margin: 0 0 40%;
009 width: 100%;
010 }
011 #content {
012 margin: 0 0 40%;
013 }
014 #main .widget-area {
015 float: left;
016 overflow: hidden;
017 width: 20%;
018 }
019 .site-footer {
020 clear: both;
021 width: 100%;
022 }
```

10 Add example content

If you don't have existing content, it can help to have some example content when building up the basic layout. There are a few WordPress plug-ins that do the job; we are adding WP Example Content. From the Admin screen, go to Plugins>Add New and search for WP Example Content. Install and activate the plug-in, then select the WP Example Content menu on the left and choose Add Bundle of Sample Posts.

11 Create a menu

underscores supports menus, so add one from the WordPress Admin (Appearance>Menus). Name it accordingly (we'd suggest 'Menu') and add in links from the left-side. In this instance we have selected all the pages made by the sample content, and nested them accordingly. By default this creates a basic drop-down menu from the nested ul elements, with lots of classes by default to aid styling:

```
001 <ul class="sub-menu">
002 <li id="menu-item-29" class="menu-item menu-item-type-post_type menu-item-object-page menu-item-29"><a href="http://localhost:8888/?page_id=20">Grandchild Page</a></li>
003 </ul>
```

12 Responsive friendly

By default, underscores only adds the width attribute (at 100%) to an image; perfect for responsive designs. Furthermore, the primary menu (that we set in step 11) converts to a menu button below a certain viewport width. By default, this is set to 600px. Amend the js/small-menu.js file in these two places.

```
001 // Check viewport width on first load.
002 if ( $( window ).width() < 450 )
003     $.fn.smallMenu();
004 // and:
005 if ( browserWidth < 450 )
```

13 Template tags

One set of helpers in the underscores theme is the custom template tags. The file for these can be found at inc/template-tags.php, and it includes functions for adding classes to things like post metadata, post navigation links, comments, and the like. Just edit the file to suit adding classes where needed for styling purposes. Here, we're adding a class of article-feedback to comments:

```
001 <article id="comment-<?php comment_ID();
    ?>" class="comment article-feedback">
```

14 Custom headers

Although not enabled by default, underscores provides a custom header implementation. To enable it, first open the functions.php file and at the bottom of the file is a commented section. Uncomment the

following section, save the file and then open inc/custom-header.php.

```
001 /**
002 * Implement the Custom Header feature
003 */
004 require( get_template_directory() . '/inc/custom-header.php' );
```

15 Amending header.php

At the top of the inc/custom-header.php file is a code snippet (starting around line 8). It begins `<?php $header_image = get_header_image();`. Copy this snippet and open header.php in the root of the theme folder, then copy in that snippet. We added it just after the opening `<header id="masthead" class="site-header" role="banner">` tag.

```
001 <?php $header_image = get_header_image();
002 if ( ! empty( $header_image ) ) { ?>
003     <a href="<?php echo esc_url( home_url( '/' ) ); ?>" title="<?php echo esc_attr( get_bloginfo( 'name', 'display' ) ); ?>" rel="home">
004         width; ?>" height="<?php echo get_custom_header()->height; ?>" alt="" />
005     </a>
006 <?php } // if ( ! empty( $header_image ) )
    ?>
```

16 Including Modernizr

As underscores uses HTML5 markup, it includes the ubiquitous HTML5 shiv for Internet Explorer 9 and below (referenced in the header.php file). However, if you need to provide fallbacks for different browser features you may prefer to include the HTML5 shiv with Modernizr (modernizr.com) instead. Save a version of Modernizr (including the shiv option) to the JS folder and strip this line from header.php:

```
001 <!--[if lt IE 9]>
002 <script src="<?php echo get_template_directory_uri(); ?>/js/html5.js" type="text/javascript"></script>
003 <![endif]>-->
```

17 Enqueue Modernizr

Open the functions.php file and look for the section commented as Enqueue scripts and styles. Under the existing small-menu section, insert the following code. This loads Modernizr.js and provides a version of 2.6.1 for Modernizr (amend this to suit the version you are using). Note: if supporting IE8 you may want Modernizr to load in the head instead of the footer.

```
001 wp_enqueue_script( 'modernizr', get_template_directory_uri() . '/js/modernizr.js', array( 'jquery' ), '2.6.1', true );
```

18 Register the sidebar

Now we have the code to display the output of the sidebar, we need to register it with WordPress. Adding the following code under the previous step will add the sidebar into the Widgets section of the WordPress admin. You can now drag the widget onto a sidebar and see the results.

```
001 wp_register_sidebar_widget(
002     'author_box_widget',
003     'Author Box',
004     'your_widget_display',
005     array(
006         'description' => 'Display information about the blog author in your sidebar'
007     )
008 );
```

19 Enable theme options

There are sample theme options to play with in underscores. Open the functions.php file, browse to the section commented as Custom Theme Options, uncomment the file load section as below and then open the Admin panel and head to Appearance>Theme Options. You'll see that it ships with a few types (checkbox, text input, select options, radio buttons and a text area).

```
001 /**
002 * Custom Theme Options
003 */
    require( get_template_directory() . '/inc/theme-options/theme-options.php' );
```

20 Amend Theme Options

To use the theme options, open inc/theme-options/theme-options.php and amend the code to suit the options you want to provide. In this instance, we have amended the text input field to say Disclaimer Title (line 44) and the label (line 186).

```
001 // line 44
002 add_settings_field( 'sample_text_input', __('Disclaimer Title', '_underscores_theme'), 'underscores_theme_settings_field_sample_text_input', 'theme_options', 'general' );
```

```
001 // line 186
002 <label class="description" for="sample_text_input"><?php _e( 'Disclaimer text input', '_underscores_theme' ); ?></label>
```

21 Amend the text area

We also want to amend the text area field, so amend that to suit (lines 47 and 243 respectively). If you don't want the other options to appear in the Admin

panel, simply comment out the relevant lines (around line 44 onwards). For example:

```
001 /* add_settings_field( 'sample_select_
options', __( 'Sample Select Options',
'_underscores_theme' ), 'underscores_theme_
settings_field_sample_select_options', 'theme_
options', 'general' );

002 add_settings_field( 'sample_radio_buttons',
__( 'Sample Radio Buttons', '_underscores_
theme' ), 'underscores_theme_settings_field_
sample_radio_buttons', 'theme_options',
'general' );*/
```

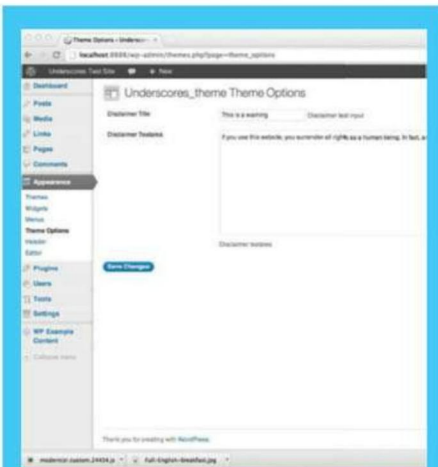
22 Using theme options

Now we have set the theme options we need to display the content in our templates. Either create a new template or open an existing one (we are adding it in page.php). Then create the wrapping tags for your fields and insert them in the following manner, substituting the names for your own option fields:

```
001 <?php
002 $options = get_option('underscores_theme_
theme_options');
003 echo $options['sample_text_input'];
004 ?>
```

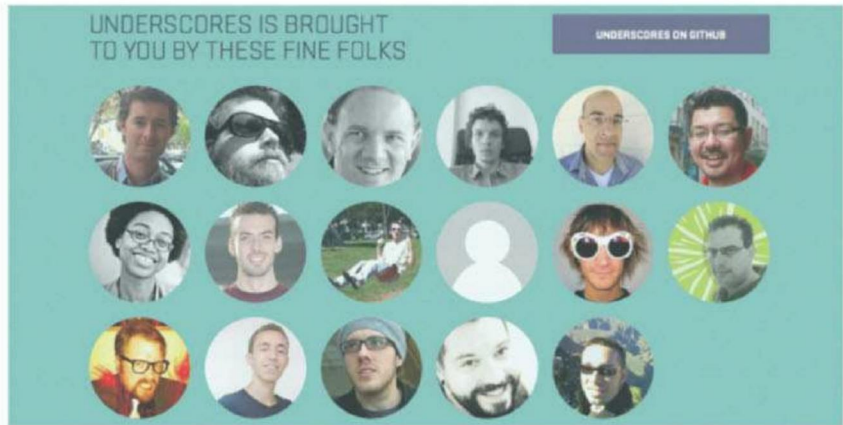
Don't be shy

There's no right or wrong when it comes to what you want to include in your underscore-based theme. The whole point is to rip out parts you don't need, and add those you do.



<Above>

- After tweaking the inc/theme-options/theme-options.php file we have our own theme options ready



Code library

Adding your own body classes

Out of the box, underscores provides lots of styling hooks. However, it's easy to add additional classes

Here, as in step 18, we've added a class to the body for when viewing a page.

```
001 function underscores_theme_body_classes( $classes ) {
002 // Adds a class of group-blog to blogs with more than 1
published author
003 if ( is_multi_author() ) {
004 $classes[] = 'group-blog';
005 }
006 // Adds a class if a page
007 if ( is_page() ) {
008 $classes[] = 'this-is-a-page';
009 }
010 return $classes;
011 }
012 add_filter( 'body_class', 'underscores_theme_body_classes' );
```

Perhaps you want to add a class if the post received comments.

```
001 if ( get_comments_number() != 0 ) {
002 $classes[] = 'yep-i-have-comments';
003 }
```

Or maybe if a post belongs to a certain category? Add them one after another.

```
001 function underscores_theme_body_classes( $classes ) {
002 // Adds a class of group-blog to blogs with more than 1
published author
003 if ( is_multi_author() ) {
004 $classes[] = 'group-blog';
005 }
006 // Adds a class if a page
007 if ( is_page() ) {
008 $classes[] = 'this-is-a-page';
009 }
010 if ( get_comments_number() != 0 ) {
011 $classes[] = 'yep-i-have-comments';
012 }
013 if ( in_category( 'design' ) ) {
014 $classes[] = 'a-design-post';
015 }
016 return $classes;
017 }
018 add_filter( 'body_class', 'underscores_theme_body_classes' );
```

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Create a star-rating gallery system with jQuery

Image galleries don't have to be formulaic – with a smattering of jQuery you can make them more interesting

tools | tech | trends Dreamweaver, Photoshop
expert Sam Hampton-Smith



here are countless free image gallery scripts available on the web, whether it's using the Flickr photostream, or downloading and installing a script directly on to your web server.

These solutions are great for basic implementations, but they tend to look very similar once they've been deployed to your site.

Instead of following the crowd and going for an off-the-shelf solution, why not use the power of jQuery to create your own unique image gallery? This tutorial shows you exactly how to do this, and although you'll need an understanding of how JavaScript works, it's surprisingly easy to achieve a polished result that will help make your website stand out from the identikit galleries that populate the world wide web.

We're going for a tablet-inspired theme to position our gallery on the page, but as you follow along you'll get the skills necessary to theme your own gallery to suit your site.

01 Sketch it out

The first step when embarking on a project like this is to sketch out your ideas, getting a grip on what functionality you'd like to incorporate, how the user will interact with your gallery, and at least an idea of the visual approach you'd like to take. Spend five minutes with your sketch pad or a scrap of paper to work out the basics first!

02 Create an XML file

As we are already at the command line, we might as well set up our initial project while we are here. After entering the following command, a skeleton ZURB project will be set up. Ensure you are at the folder you store your local site builds (eg I use -/Sites) and run the following command where foundation3 is the name of the project/folder you want creating:

```
001 <gallery>
002 <image>
003 <url>http://www.yoursite.com/image1.
jpg</url>
004 <caption>Text to be shown alongside
image</caption>
005 <rating>3.0</rating>
006 <numvotes>4</numvotes>
007 <hasvoted>false</hasvoted>
008 </image>
009 </gallery>
```

03 Add gallery HTML

Now we've got our gallery source materials, it's time to create the basic HTML document that will display our images. We've provided a simple start

document on the resource disc you can use as a basis for this. Add the code to create the HTML elements we'll need to display our gallery and star ratings.

```
001 <div id="gallery">
002   <div id="imageplaceholder">
003
004   </div>
005   <div id="imagelabel">
006     Rate our images!
007   </div>
008   <div id="instructions">
009     Images loading
010   </div>
011   <div id="rating">
012     <div id="starbg">
013       <div id="stars">
014
015       </div>
016     </div>
017   </div>
018 </div>
```

04 Only include what you need

Before we can show the images, we need to load our XML file using jQuery. If you don't have it, grab jQuery from www.jquery.com and insert it at the top of your page, then create a script to hold your own jQuery and add the code shown to load the XML, ready for use by JavaScript.

```
001 $(document).ready(function(){
002
003   // Variables required by script
```

```
004
005   var currentimage;
006   var score = 0;
007
008   var numvotes = 0;
009   var starwidth = 0;
010
011   // Load Gallery XML file
012
013   $.ajax({
014
015     url: 'gallery.xml',
016     type: 'GET',
017
018     dataType: 'xml',
019
020     error: function(){
021
022       alert('Error loading XML document');
023     },
024
025     success: function(xmlData){
026
027       // do something with xml
028
029       setupImages(xmlData);
030
031     }
032   });
033
034
035
036   // Remainder of code will go here
037 });
```



<Left>

- The final gallery script uses a tablet metaphor to display the images. As the user moves their mouse over the image, a star rating widget is shown which allows them to place a vote for the image between one and five stars. The script only allows one vote per image, and animates the images in and out of view

Animate in Photoshop

Photoshop CS5 Extended and above includes a handy timeline feature that allows you to create movie-timelines directly inside Photoshop. This is handy for building loading animations amongst other things!

05 Grab the first image

We've got a div in our design ready to hold our images, and we'll display them as background images to ensure they fit in to the design (they'll be cropped if they're too big). We've also set aside an area for the image caption. Add the code below to grab the first image from the XML document and use it to display the image and caption in our placeholder divs.

```
001 // Display images
002
003 function setupImages(xmlData) {
004     // read xml and use it to populate page
005     // Get first image
006
007     currentimage = $(xmlData).
find("image:first");
008     // Fade in image after countdown
009     showNewImage();
010
011
012
013
014
015 }
016
017
018 // Display the image, caption, rating and
label
019
```

```
020 function showNewImage() {
021
022     var image = $(currentimage).find("path").
text();
023     var caption = $(currentimage).
find("caption").text();
024
025     // Fade out current image and fade in new
image
026
027     $("#imageplaceholder").animate({opacity:0},
500,function(){$(this).css({"backgroundImage":"
url("+image+")"}).animate({opacity:1},500)});
028     // Add caption
029
030     $("#imagelabel").text(caption);
031     // Check to see if voting has happened on
this image
032
033     if ($(currentimage).find("hasvoted").
text()=="false") {
034
```

```
035     $("#instructions").html("Click to rate
this image");
036 } else {
037
038     $("#instructions").html("You previously
rated this image");
039 }
040 }
```

06 Add paging buttons

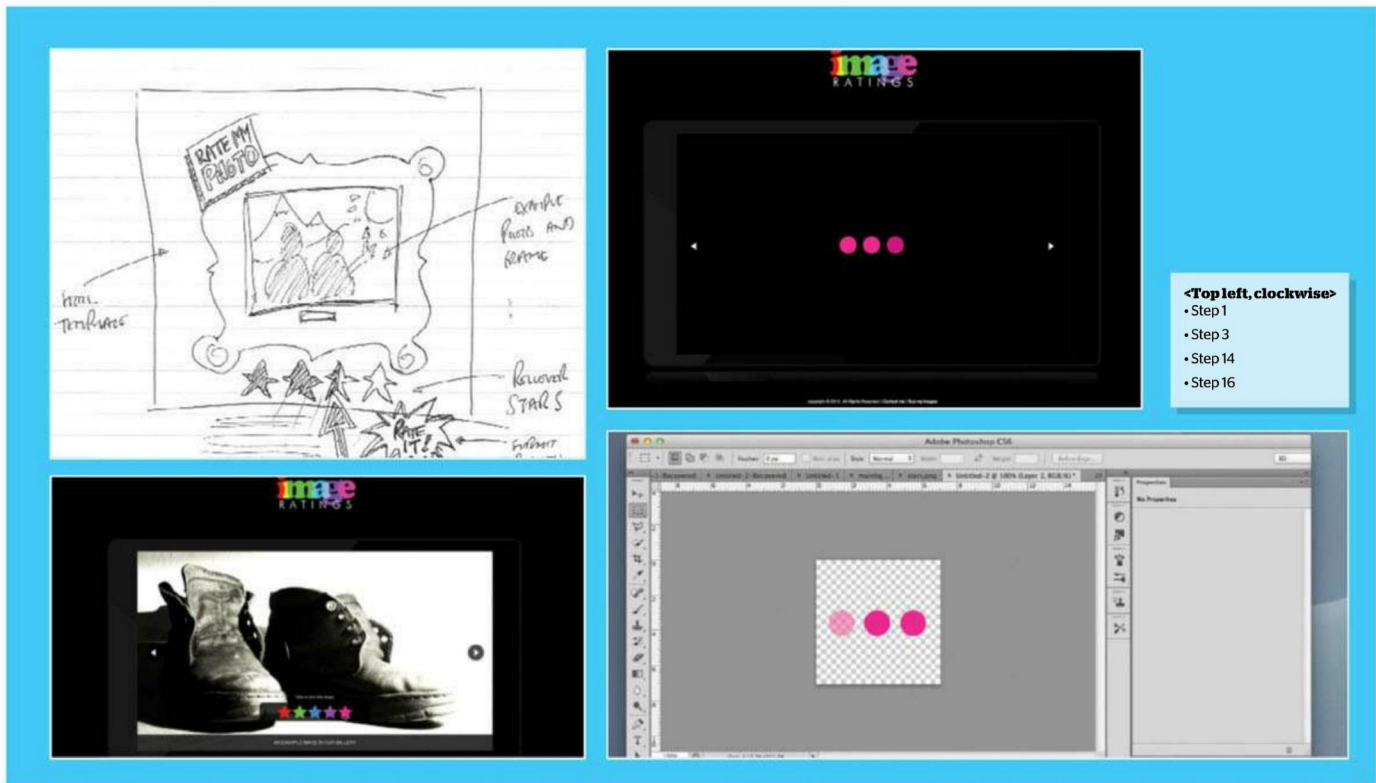
Our XML document has multiple images, so add the code below inside the setupImages() function to create two anchors that will allow movement through the gallery to the previous and next image. We've already set up the CSS styles for these anchors, so the script will just add them to the page.

```
001 // Add forward/prev buttons
002
003 var newhtml = "<a title='move to previous
image' id='prev'></a><a title='move to next
image' id='next'></a>";
004
005 $("#containerinner").append(newhtml);
```

07 Make 'em work

When we click on the previous button the script needs to look at the XML document and grab the details for the previous image. It will then show this in place of the existing image. If there is no previous

Create a star-rating gallery system with jQuery



<Top left, clockwise>

- Step 1
- Step 3
- Step 14
- Step 16

image, it will show the last image, allowing the user to move through the gallery in a loop. The next button will work in the same way but in reverse. Add the code below to give this behaviour to the buttons.

```
001 // Add click events to prev and next
002 buttons
003 $("#prev").click(function(){
004
005 var tmp = $(currentimage).prev();
006
007 if ($(tmp).find("path").text()=="") {
008
009     currentimage = $(xmlData).
010     find("image:last");
011 } else {
012     currentimage = tmp;
013 }
014 }
015
016 showNewImage();
017 });
018
019 $("#next").click(function(){
020
021 var tmp = $(currentimage).next();
```

```
022 if ($(tmp).find("path").text()=="") {
023
024     currentimage = $(xmlData).
025     find("image:first");
026 } else {
027     currentimage = tmp;
028 }
029 }
030
031 showNewImage();
032
033 };
```

08 Rating scores

Each image has a rating score. We could have used separate graphics for each star in the score, but for ease we've created two graphics - one with empty stars and one with full stars. We'll overlay them so they match perfectly and adjust the width of the full stars div to only show a certain score. This is easiest to understand by looking at the diagram!

09 Display the score

Add the code below to convert the score from the XML sheet using the overlaid stars. The first star starts at 50px in from the left, and each star occupies 40px of width, so we multiply the score by 40px and

add 50px, then set the width of the stars' overlay to the result - hey presto, we have our score.

```
001 // Display the image, caption, rating and
002 label
003
004 function showNewImage() {
005
006     var image = $(currentimage).find("path").
007     text();
008     var caption = $(currentimage).
009     find("caption").text();
010
011     score = parseFloat($(currentimage).
012     find("rating").text());
013
014     numvotes = parseInt($(currentimage).
015     find("numvotes").text());
016
017     starwidth = parseInt(score*40)+50;
018
019     $("#stars").css({width:starwidth});
020
021     // Fade out current image and fade in new
022     image
023
024     $("#imageplaceholder").animate({opacity:0},
025     500, function(){$(this).css({"backgroundImage":"
026     url("+image+"")}).animate({opacity:1},500);});
```

```
017 // Add caption
018
019 $("#imagelabel").text(caption);
020 // Check to see if voting has happened on
this image
021
022 if ($(currentimage).find("hasvoted").
text()=="false") {
023
024     $("#instructions").html("Click to rate
this image");
025 } else {
026
027     $("#instructions").html("You previously
rated this image");
028 }
029 }
```

10 User scoring

We can allow the user to submit their rating by clicking on the stars. As the user moves their mouse over the stars we want to illuminate the stars to indicate the score that will be submitted, so add the code below to do this. As we only want to allow whole numbers in the submitted score, we'll check where the mouse is and use that to illuminate whole stars.

```
001 $("#starbg").mousemove(function(e){
002 // limit stars to move in whole stars
003 // Get offset of element on page
004 var offset = $(this).offset();
005 // get mouse position relative to stars
006 var position = e.pageX - parseInt(offset.
left);
007
008 var starwidth = (parseInt((positi
on-50)/40)+1)*40+50;
009     $("#stars").css({width:starwidth});
010
011 }).mouseout(function(){
012
013 // reset stars to current voting score
014
015     $("#stars").css({width:starwidth});
016
017 }).click(function(){
018     newscore = parseInt($("#stars").
css("width"));
019
020     var tmpscore =
(parseInt((newscore-50)/40));
021
022     $("#instructions").html("Thanks for your
rating!");
023     });
```

11 Calculate the submitted score

We need to use the same criteria to calculate the submitted score as we used to limit the display to whole

stars. Add the code below to your script to check the width of the stars element and use that to calculate the score submitted by the user.

```
001 $totalColumns: 24;
002 $mobileTotalColumns: 8;
```

12 Do the math

The score is the sum of all submitted votes divided by the number of votes. For ease, we'll round the score to 2 decimal places which prevents silly scores such as 3.1415926536! Add the code shown to calculate the new score and update the stars so they show it on screen.

```
001 totalscore = score*numvotes;
002
003 totalscore = totalscore+tmpscore;
004
005 numvotes = numvotes + 1;
006
007 score = parseInt((totalscore/
numvotes)*100)/100;
008 $(currentimage).find("rating").
text(score);
009
010 starwidth = parseInt(score*40)+50;
011
012 $("#stars").css({width:starwidth});
```

13 Prevent repeat voting

We need to prevent the same user repeatedly voting for the same image. There are many sophisticated ways of achieving this, but for our purposes we're just going to keep a note of whether they've already voted during this session. Add the code shown to update the XML being held by JavaScript to indicate a vote has been cast.

```
001 // deal with voting
002 $("#starbg").mousemove(function(e){
003 // limit stars to move in whole stars
004 // Get offset of element on page
005 var offset = $(this).offset();
006 // get mouse position relative to stars
007 var position = e.pageX - parseInt(offset.
left);
008
009 var starwidth = (parseInt((positi
on-50)/40)+1)*40+50;
010
```

```
011 if ($(currentimage).find("hasvoted").
text()=="false") {
012     $("#stars").css({width:starwidth});
013
014 }
015 }).mouseout(function(){
016
017 // reset stars to current voting score
018
019     $("#stars").css({width:starwidth});
020
021 }).click(function(){
022 // if not previously voted, record vote
023 if ($(currentimage).find("hasvoted").
text()=="false") {
024
025     $(currentimage).find("hasvoted").
text("true");
026 }
```



Post the star score

When a user has scored an image, we've updated our XML to reflect the updated count for votes and score. This only affects the locally loaded instance of XML that's sitting in our JavaScript sandbox however, so once we've established that the score is valid and have added the result to the stars displayed, we need to update the original XML on the server to reflect the new score. We can do this by posting a message to a PHP script on the server that will update the XML. This is easily achieved using jQuery's \$.post() function:

```
001 $.post("updatexml.php",
{ image: $(currentimage).
find("path").text(), rating:
tmpscore } );
```

On the server you'll need a PHP script that can take the posted data and update the server version of the XML file based on the submitted values. We've included an example script on the resource disc for you.

Animation with jQuery
Animation in jQuery is queued. This means that you can assign many animations, but they will only happen once the previous animation has completed. This allows you to chain together effects easily.

Create a star-rating gallery system with jQuery

```
027 newscore = parseInt($("#stars").
css("width"));
028
029 var tmpscore =
(parseInt((newscore-50)/40));
030
031 totalscore = score*numvotes;
032
033 totalscore = totalscore+tmpscore;
034
035 numvotes = numvotes + 1;
036
037 score = parseInt((totalscore/
numvotes)*100)/100;
038 $(currentimage).find("rating").text(score);
039
040 starwidth = parseInt(score*40)+50;
041
042 $("#stars").css({width:starwidth});
043
044 $("#instructions").html("Thanks for your
rating!");
045
046 } else {
047
048 $("#instructions").html("You've already
rated this image!");
049 }
050 };
```

14 Add some finesse

We can add some final flourishes to our script and the visual effect by animating a few properties. Let's start off by designing an animation to be shown while the images first load. Open up Photoshop and use the timeline to animate three discs from 0% to 100% Opacity. Save this as an animated GIF and add to your placeholder div as the background.

15 Slide up text

As well as the animation during loading, after each image has been shown we could animate the caption into place instead of simply allowing it to sit on top of the image. Add the code shown to do this for WebKit-based browsers, and apply the same approach for other browsers if desired. The code for this step can be found on the resource disc.

16 Activate the animation

The final thing we need to do is to add the active class to the image label once the new image has been shown. This will trigger the animation once. To make it trigger again, we need to also remove the class when switching between images. Add the code shown to complete the effect and the script.

```
001 // Display the image, caption, rating and
label
002 function showNewImage() {
003 var image = $(currentimage).find("path").
```

```
text();
004 var caption = $(currentimage).
find("caption").text();
005 score = parseFloat($(currentimage).
find("rating").text());
006 numvotes = parseInt($(currentimage).
find("numvotes").text());
007 starwidth = parseInt(score*40)+50;
008 $("#stars").css({width:starwidth});
009 $("#imagelabel").removeClass("active");
010 // Fade out current image and fade in
new image
011 $("#imageplaceholder").
animate({opacity:0},500, function(){
012 $(this).css({"backgroundImage":"url("+ima
get+"")}).animate({opacity:1},500, function(){
013     $("#imagelabel").addClass("active");
014 });
015 });
016 // Add caption
```

```
017 $("#imagelabel").text(caption);
018 // Check to see if voting has happened
on this image
019 if ($(currentimage).find("hasvoted").
text()=="false") {
020     $("#instructions").html("Click to rate
this image");
021 } else {
022     $("#instructions").html("You
previously rated this image");
023 }
024 }
```

17 Test and review

The final step is perhaps the most important of all - testing and reviewing your script obsessively. You need to make sure that the PHP is updating your XML correctly, that images are loading and displaying as they should, and that all browsers render your gallery in the correct manner.

Code library

Make the ratings count

The most complicated piece of the puzzle is how to get ratings to be recorded, and show the updated score for each image!

As the mouse moves across the stars, we show the potential vote by animating the width of the stars div.

```
001 $("#starbg").mousemove(function(e){
002 // limit stars to move in whole stars
003 var offset = $(this).offset();
004 var position = e.pageX - parseInt(offset.left);
005 var starwidth = (parseInt((position-50)/40)+1)*40+50;
006 if ($(currentimage).find("hasvoted").text()=="false") {
007     $("#stars").css({width:starwidth});
008 }
009 }).mouseout(function(){
010 // reset stars to current voting score
011 $("#stars").css({width:starwidth});
012 }).click(function(){
013 // if not previously voted, record vote
014 if ($(currentimage).find("hasvoted").text()=="false") {
015     $(currentimage).find("hasvoted").text("true");
016     newscore = parseInt($("#stars").css("width"));
017     var tmpscore = (parseInt((newscore-50)/40));
018     totalscore = score*numvotes;
019     totalscore = totalscore+tmpscore;
020     numvotes = numvotes + 1;
021     score = parseInt((totalscore/numvotes)*100)/100;
022     $(currentimage).find("rating").text(score);
023     starwidth = parseInt(score*40)+50;
024     $("#stars").css({width:starwidth});
025     tmppath = $(currentimage).find("path").text();
026     $.get("updatexml.php", { image: tmppath, rating:
tmpscore } );
027     $("#instructions").html("Thanks for your rating!");
028 } else {
029     $("#instructions").html("You've already rated this
image!");
```

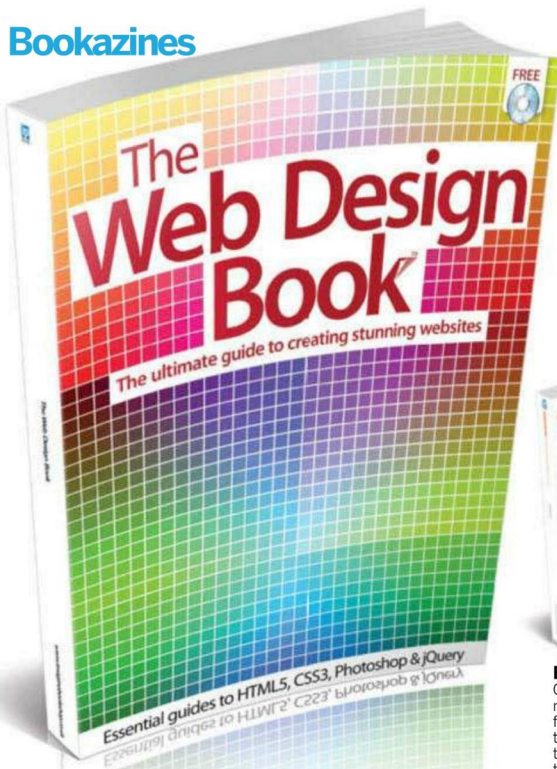
When the mouse moves away from the stars, we reset the width of the stars div to show the current rating.

When a click is recorded we work out the new score based on the number of votes and average score, then submit the vote to the server for a PHP script to update the XML file.

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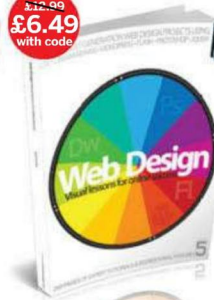


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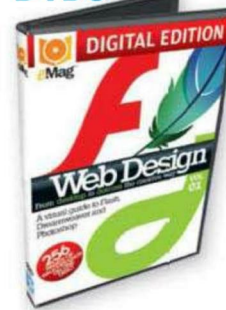
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Extend tags with CSS pseudo-elements

Use CSS pseudo-elements to create individual styles within selected HTML tags

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What do modern web developers care about?
Some of the most important things on the list of many developers today are performance, maintainability, and practicality. Any time you can utilise a coding technique that ranks highly in all those areas, you'd do

extremely well to take full advantage of it.

Due to the promotional efforts of some well-known blogger-developers, CSS pseudo-elements have taken the development world by storm. And the reason for this is that this particular CSS feature passes all the tests: It's fast, it's easy to code and maintain, and it's super-practical.

Once you understand the potential of pseudo-elements, you'll find that they will become a staple in your CSS toolbox, and you'll constantly be thinking of new ways to put them to use in your designs.

If you haven't seen pseudo-elements in action or have only briefly considered them for use in your projects, read on. This step-by-step tutorial is all about how we can use this unusual but useful CSS feature in our everyday work.

01 The syntax

Although there are other pseudo-elements, and there may very well be more added to the spec, this tutorial will focus on the two most commonly used ones, `:before` and `:after`. The code for a pseudo-element might look like this:

```
001 .example:before {
002   content: "";
003   display: block;
004   position: absolute;
005   top: 10px;
006   left: 20px;
007   width: 50px;
008   height: 50px;
009   background: blue;
010 }
```

02 Content property

The first thing you should notice about the code block in the previous step is the `content` property. That's what explicitly defines the pseudo-content that's inserted. The rest of the CSS in that declaration block helps to shape the element (dimensions, background colour, etc).

03 Before and after

The `content` property could include one or more characters, an image reference, or even a data URI. Any of those content choices could then be styled and would appear inside the targeted element - before any existing content. Conversely, if you used the `:after`

pseudo-element, the inserted pseudo-element would appear after the element's content.

04 Print only

If your website's content includes print-only styles (defined using the `@media` rule), you can easily add pseudo-elements to help enhance the appearance of links in those stylesheets. For example, if someone prints a page that contains links, normally, the links will simply appear in print with a different colour, or as underlined text.

```
001 a[href]:after {
002   content: " (" attr(href) ") ";
003 }
```

05 attr() function

The previous example introduces the `attr()` function, used here in combination with quoted strings (in this case the set of parentheses). The `attr()` function tells the browser to insert the content of the `href` attribute of the targeted element. Any attribute can be targeted this way. Here's an example link, as it would appear in the HTML:

```
001 <a href="http://www.webdesignermag.
002 co.uk/">Web Designer Mag</a>
```

06 Print styles

This link would normally appear like this when displayed on the webpage, as hyperlinked text with no code showing at all:



But with our print styles applied, it would look like this:



Now every link that's printed will have its URL printed right next to it, all thanks to pseudo-element.

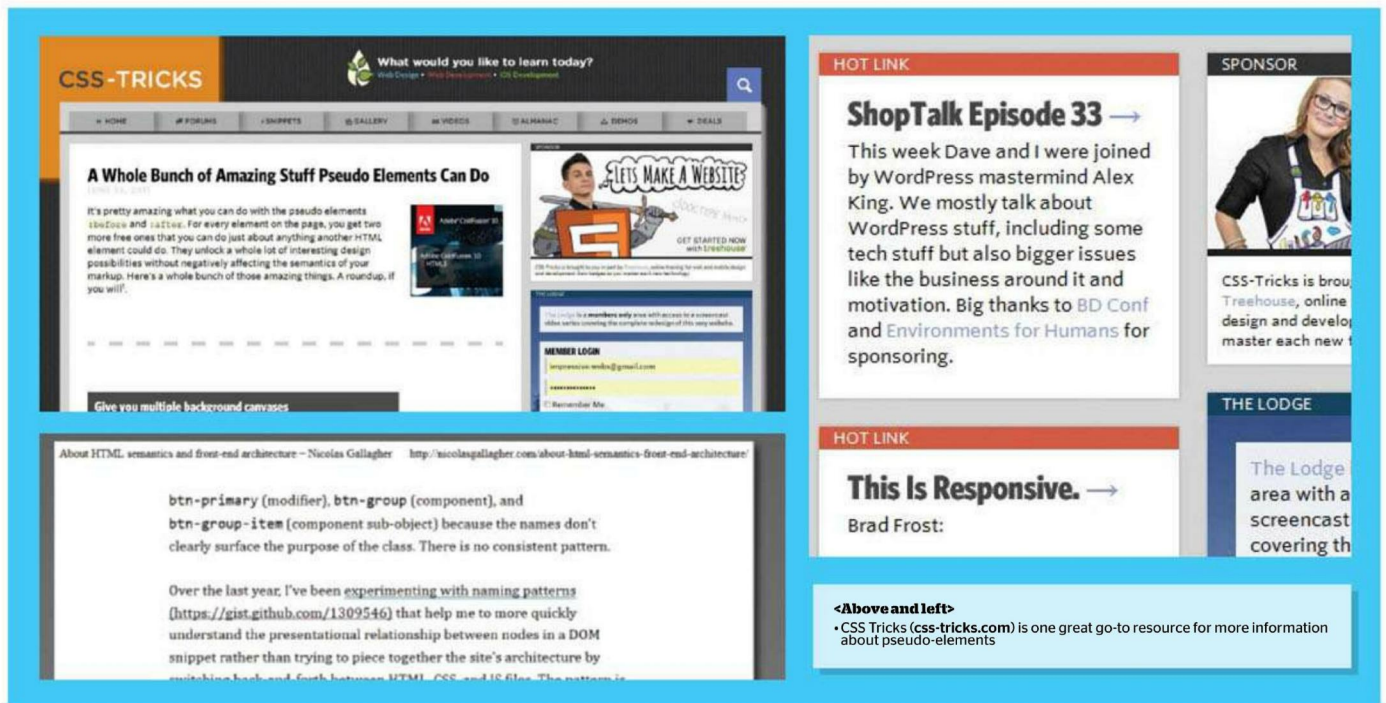
07 Insert an Image Icon

Pseudo-elements allow you to easily insert an icon to identify a particular element visually in some way. For example, many users find it irritating to click a link that points to a PDF document if there is no warning that it is in fact a PDF document. Using a pseudo-element, you can easily add a PDF icon to any PDF links, like this:

```
001 a[href$=".pdf"]:before {
002   content: url(images/pdf-icon.png);
003   margin-right: 5px;
004   vertical-align: middle; }
```

08 Attribute Selector

This example in the previous step uses the ends with substring-matching attribute selector, which,



<Above and left>

• CSS Tricks (css-tricks.com) is one great go-to resource for more information about pseudo-elements

although being part of CSS3, has excellent browser support going back to IE7. This selector tells the browser to place a PDF icon before all <a> elements whose href attribute ends with the string .pdf.



09 Word, text and email

Simple, effective, and very easy to maintain. If you ever need to change the look of the icon, just update the image and all links will now include the new graphic. The CSS includes a few other properties to help with alignment and spacing. You can use the same technique to identify a Word document, a text file, an email link, or any other unorthodox URL.

```
001 $mainColor: #944954 ;
002 $secondaryColor: complement($mainColor);
003 $alertColor: invert($mainColor);
```

10 Highlight code

Developers who blog will often need to highlight their code to indicate whether it's PHP, CSS, JavaScript, etc. If you're styling code on your own, or if you're using a code highlighter, you can add a pseudo-element that

will visually identify the code block's language without adding any extra markup.

```
001 <pre data-code="css">
002 example {
003     width: 200px;
004     height: 200px;
005 }
006 </pre>
```

11 Data attributes

Notice the use of the data-code attribute in the HTML. This is not a predefined attribute in the HTML spec, but rather, it's a customisable attribute called a data-* attribute. This attribute can be pretty much whatever you want it to be, as long as it begins with "data-". According to the spec, these custom attributes are intended to 'store custom data private to the page or application, for which there are no more appropriate attributes or elements'. Check this link for an in-depth insight: ejohn.org/blog/html-5-data-attributes.



12 Insert data code

Now that our HTML <pre> element has a custom attribute with a value of css, we are going to want to do something with that. Let's grab that custom data using the :before pseudo-element along with the aforementioned attr() function:

```
001 pre:before {
002     content: attr(data-code);
003     display: block;
004     background: hotpink;
005     color: white;
006     padding: 5px 10px;
007     margin: 0 -10px 10px -10px;
008     font-family: Arial;
009     border-bottom: solid 1px #666;
010 }
```

13 Style <pre>

The code in the previous step styles the pseudo-element itself, adding a coloured background, padding, a bottom border, etc. Now we want to style the <pre> element.

```
001 pre {
002     padding: 0 10px 20px 10px;
003     border: solid 1px #666;
004     width: 400px;
005     overflow: auto;
006 }
```

Progressive Icons

Fusce eget tellus magna. Suspendisse luctus erat vitae nunc varius tempus. Mauris lobortis ornare faucibus? Vivamus lectus leo, feugiat et dictum tempus, suscipit vitae tortor. Suspendisse porttitor porttitor aliquet. Aliquam erat volutpat. Sed in metus ligula, sit amet luctus ante? Maecenas orci mauris, elementum eu luctus nec, fringilla sed libero. Mauris nisi ipsum, lacinia vel pharetra sit amet, scelerisque nec nulla. Etiam dictum rutrum egestas. Nulla interdum, arcu pulvinar luctus placerat, ipsum eros pulvinar odio, vel luctus tellus orci eget nisi? Etiam nec nisi eros. Praesent mollis felis ut metus posuere eget ullamcorper tortor euismod!

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<Above>

- The after element allows for the addition of images including icons
- **<Right>**
- Why not visit the WhenCanIUse.com website to check for browser compatibility?

1 result found

Index Tables

Compatibility tables Browser comparison

Show options

Legend: ■ = Supported ■ = Not supported ■ = Partially supported ■ = Support unknown

Usage stats: Global Support

Method of displaying text or images before or after the given element's contents using the :before and :after pseudo-elements

Show all versions

	IE	Firefox	Chrome	Safari	Opera	iOS Safari	Opera Mini	Android Browser	Global
Current	9.0	15.0	21.0	6.0	12.0	5.0-5.1	5.0-7.0	4.0	7.0
Near future	10.0	16.0	22.0		12.1	6.0			10
Farther future	17.0	23.0			12.5				

Notes Known issues (?) Resources (?) Feedback

No notes

14 Code block

In step 13 we added a border, plus a set width and an automatic overflow value just in case the code lines are too long horizontally. The image below shows how our code block will look when it is viewed in the browser:



15 Content blocks

With the CSS for the pseudo-element in place, all we have to do is include a data-code attribute in our HTML on any <pre> element, and the code will be visually marked using the text value of the attribute.

This technique could be used to style all sorts of content blocks. But, keep in mind that this should not be a replacement for content that would normally appear in a heading tag (h1, h2, etc); this is purely for decorative purposes. So make sure your use of pseudo-elements doesn't affect the accessibility or keyword density of the page's content.

16 Use an Icon Font

This next technique is similar to what did earlier when we inserted an image icon, but this time we're using a technique to insert a font-based icon. Let's say

we had a list of folders and documents in a web application, and we wanted to identify folder names using a folder icon, and document names using a document icon.

```
001 <ul>
002   <li>Folder Number One
003   <ul>
004     <li>Document number one</li>
005     <li>Document number two</li>
006   </ul>
007 </li>
008 <li>Folder Number Two</li>
009 <li>Folder Number Three</li>
010 <li>Folder Number Four</li>
011 <li>Folder Number Five</li>
012 </ul>
```

17 Style list

With that HTML in place, which consists of an unordered list along with a nested unordered list, we can add our CSS:

```
001 ul li:before {
002   content: "1";
003   font-family: Wingdings;
004   margin-right: 5px;
005 }
006
007 ul ul li {
008   margin-left: 30px;
```

```
009 }
010
011 ul ul li:before {
012   content: "2";
013   font-family: Wingdings;
014 }
```

18 Licensed fonts

Notice a couple of things, first, we're using the Wingdings font for the two different pseudo-elements. Although many Windows machines come installed with this font, there's no guarantee the users will have it on their systems. So before you choose such a font, make sure you use one with proper licensing, and preferably one that allows for @font-face embedding, so you're guaranteed that it will show as you expect.

```
001 <script type="text/javascript">
002 $(window).load(function() {
003   $('#featured').orbit({
004     animation: 'horizontal-slide',
005     directionalNav: true,
006     captions: false,
007     pauseOnHover: false
008   });
009 });
010 </script>
```

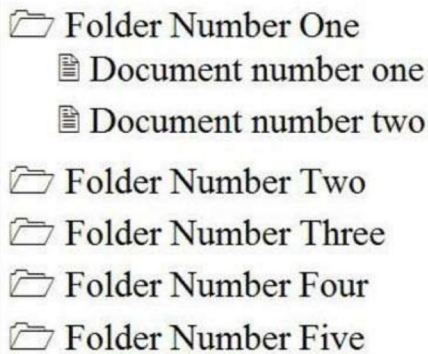
19 Wingding font

Next, notice that the content of the pseudo-elements is a character on the keyboard that matches

the particular Wingding icon we're targeting. We've also added some margins to indent the list items.

With this technique, we have a simple and easy way to maintain our decorative icons without adding any extra markup or messy background images.

Another huge benefit to using fonts as icons is the fact that they can scale just like text and remain crisp without pixelating like image icons do. Here's how our folder list will display if the Wingdings font is available:



20 Single colon

You may have seen pseudo-elements expressed in two different ways: Using double-colon syntax, or the more common single-colon syntax. All other things being equal, there is no difference between the two styles. The only significant difference is that older browsers don't support the double-colon syntax.

```
001 .example:before {
002 /* single-colon example, which has good
support */
003 }
```

21 Double colon

The double-colon syntax was introduced to help differentiate between pseudo-classes and pseudo-elements. So, if any new pseudo-elements are added to the spec, they will only be supported using the double-colon syntax. For more on this, see the following article on my website: www.impressivewebs.com/before-after-css3.

```
001 .example::before {
002 /* double-colon example,
supported by newer browsers */
003 }
```

Style the first line of text

The first-line element allows the first line of a paragraph to be styled independently. Add CSS styles to `p:first-line {}` to get the desired styling.

Older browsers don't support the double-colon syntax

Code library

CSS from our examples

Our tutorial has demonstrated a number of ways to use pseudo-elements. Here's the complete code from the different steps

Inserting a URL in a print stylesheet.

```
001 a[href]:after {
002   content: " (" attr(href) ") ";
003 }
004
```

Adding a PDF icon to PDF links.

```
001 a[href$=".pdf"]:before {
002   content: url(images/pdf-icon.png);
003   margin-right: 5px;
004   vertical-align: middle;
005 }
```

Highlighting code using `data-*` attributes.

```
001 pre:before {
002   content: attr(data-code);
003   display: block;
004   background: hotpink;
005   color: white;
006   padding: 5px 10px;
007   margin: 0 -10px 10px -10px;
008   font-family: Arial;
009   border-bottom: solid 1px #666;
010 }
011
012 pre {
013   padding: 0 10px 20px 10px;
014   border: solid 1px #666;
015   width: 400px;
016   overflow: auto;
017 }
```

Using icon fonts.

```
001 ul li:before {
002   content: "1";
003   font-family: Wingdings;
004   margin-right: 5px;
005 }
006
007 ul ul li {
008   margin-left: 30px;
009 }
010
011 ul ul li:before {
012   content: "2";
013   font-family: Wingdings;
014 }
```



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about any application, regardless of its type, with some sort of location awareness and mapping. The simplest case might be mapping up the 'About the Developer' content so users can learn more about your company. Apps that promote major brands might want to use maps to point users in the right direction to purchase their products (think Find Me Starbucks). Augmented reality (AR) apps use overlays on maps to show where nearby stuff is, be it geocaches or public conveniences. Games might even use real-world maps, as the game environment (Parallel Kingdom is a household favourite for this type of mapping scenario).

There are a number of different Google Maps APIs available to mobile developers. The services you will want to use depend upon several factors, most important of which are the mobile platforms you wish to support, the mapping features your application needs in order to function, and whether or not your applications or products are freely available or for purchase.

Google provides native APIs for both the Android and iOS platforms, as well as a fully-featured JavaScript API that allows developers to create lightweight, cross-platform mapping solutions that

84



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Creating a vibrant eCommerce site

inspiration www.shoplocket.com



Shoplocket is a beautifully-designed site for a new service that aims to simplify selling online. The site itself is a showcase for what the Shoplocket service can do, and as such its primary focus is communication, letting the

user know what they do and why it is important for them. If you are planning on selling online, then it is quite a lot of hassle getting secure servers in place and handling the credit card

transactions – not to mention the issues with online security. By embedding an iframe shop in your page you can sell anything you want – a genius idea. The site itself uses a multicoloured homepage with striking bands of colour that communicate different parts of the concept. The design style is clean with strong use of icons, and a subtle texture used throughout the backgrounds to give contrast to the icons and typography.

1 TECHNOLOGY

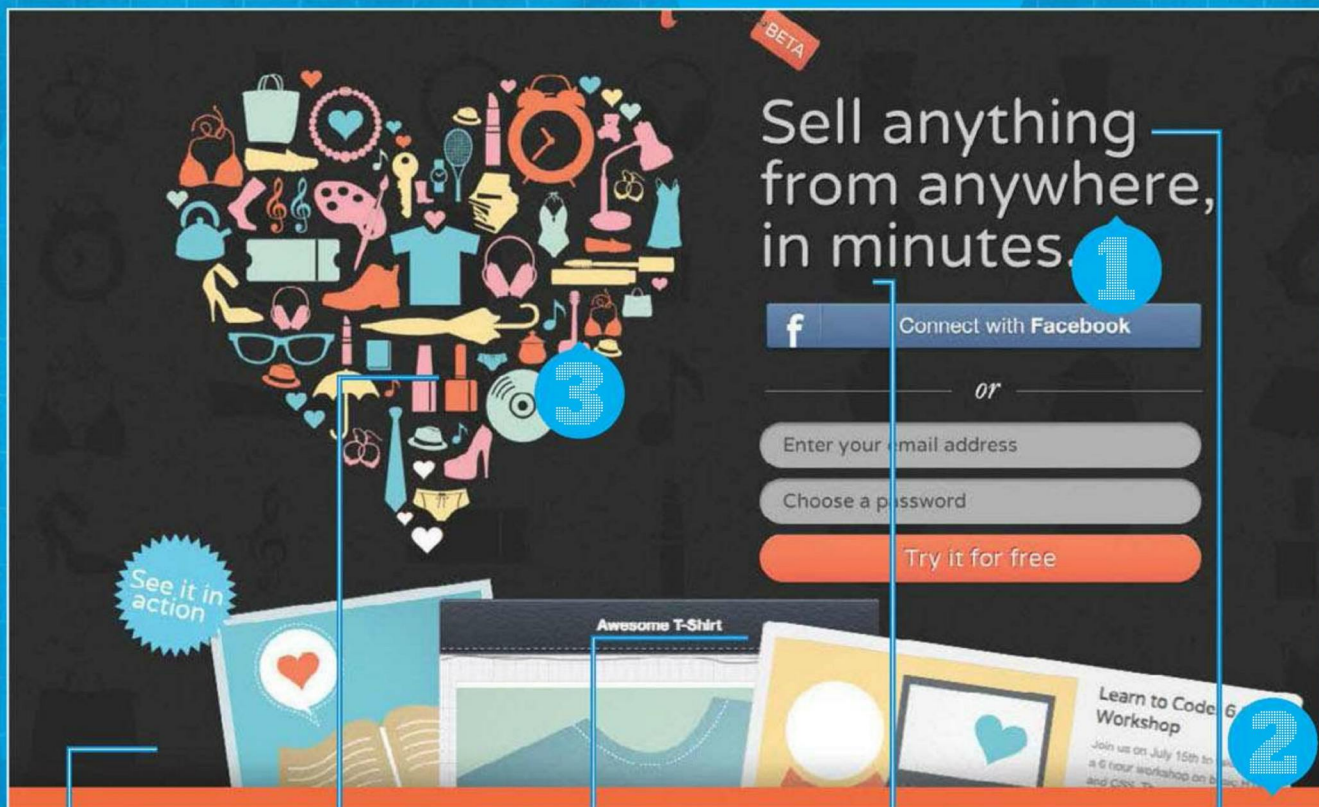
Sell stuff, your way

Shoplocket's clever use of technology isn't really visible from visiting the website. Instead you have to use its product to understand what is so clever about its technology. We've all become used to using YouTube and we've all spotted YouTube content on other sites. The power of YouTube was that you didn't have to visit its site to take advantage of its power. That same philosophy is applied to selling online with Shoplocket. They use an iframe

to embed a mini shop in anything you like, be it a blog, website or Facebook. The power is in its ability to enable anything to be sold in any place on the web.

Social integration

If you are launching a new product or service online, take the lead from Shoplocket. Make sure you integrate social networking features and ease of integration into existing online content. This takes advantage of other familiar services and makes adoption to your service simple for the end user.



Don't leave the user hanging

As the user scrolls down the page the last section gives a call to action so they are not left hanging at the bottom, with no further course but to scroll back up.

Bold use of colour

If you change the colour of your background for any reason on your site you are telling your visitor that this information is new and different to what has gone before. The site splits each section up to make it easy for people to process.

Visual statements

Notice how little text is on the entire page. The site is using simple messages broken down into sections with visual styling that enhances that message.

Subtle patterns

In the background of each section of the site is a very subtle noise pattern that just adds a touch of texture to the clean layout and design of the site. In some sections of colour this is mixed with a gradient to give subtle shadows.

Immediate information

When creating a website, particularly a new service, it's important you tell your visitors exactly what you do in a nutshell. This will define exactly how long they stay on your site.



<comment>

What our experts think of the site

A strong use of colour

"The bold use of colour on the homepage is important, because a change of colour is a change in meaning, so colour should always be changed when the message is changed. It can be difficult to use a lot of colour well, and most sites tend to use neutrals such as black, grey or white with a few complementary colours. It's impressive to see the range of colour used so effectively."

Mark Shufflebottom

3

INSPIRATION

Using shapes in your design

Some of the images used on the site have been placed within circles. This is hardly ever done on the web because images are rectangular. However, using other geometric shapes as a frame can really add a unique and dynamic look to your design. This is also becoming much easier thanks to the use of transparent PNG images and their increasingly widespread support across contemporary browsers.



2

TECHNIQUE Creating the coloured bars

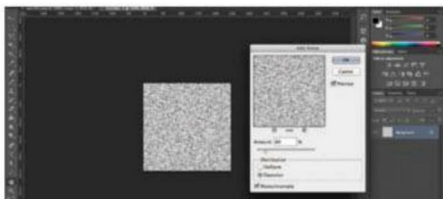
01 Tiled image

In Photoshop create a new document and make it 256 pixels in both width and height. We're going to create a noise pattern, but you can't do this on a transparent layer so make sure you create the document with a white background, then click OK to create the document.



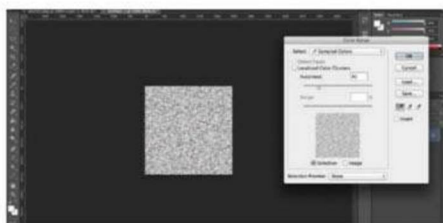
02 Style the content

Go to the Filter menu and choose Noise>Add Noise. In the dialogue pop-up window add 60% as the amount and choose Gaussian and Monochromatic, then click OK to accept. This will fill the image with a random noise pattern. Now we have to make the white areas transparent.



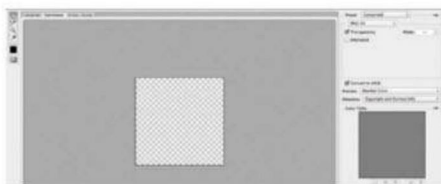
03 Select the black areas

Go to the Select menu and choose Color Range. Click on one of the black spots of noise and set the Noise level to 45%, then click OK. Copy and paste this selection to a brand new layer and delete the lower layer. Now set the Transparency of the new layer to be 10% in the layer panel.



04 Save as PNG

Go to File>Save for Web and choose PNG-24 from the drop menu, making sure you've ticked the Transparency check box. Save the image out with the name 'noise.png' to your site folder, and save the image in Photoshop in case you want to edit the opacity of the layer later on.



05 Add to your CSS

Create a div tag on the screen with the id bg, and then in the CSS part of your page add the CSS code shown below. The width and height are straightforward enough but the background image uses a combination of the tiled pattern placed on top of a CSS3 gradient, placing the shadow at the top of the coloured band.

```
001 #bg {
002
003 width: 100%;
004
005 height: 400px;
006
007 background-image: url(noise.png),
008 -webkit-linear-gradient(top, #f06d4b
009 0%, #ff916f 200px);
010 }
```

06 Test in the browser

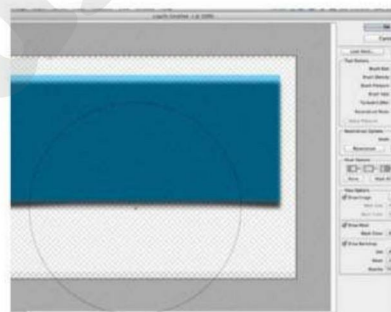
Save the page and test it in the browser. With the background-image CSS3 property the first image listed is always placed on top, and then subsequent listings are placed in order behind this. Using this we can combine the transparent image on top of the gradient. We've only shown the WebKit code for brevity.



Tech tip

Curved shadows

Some of the images used on the site have a curved drop shadow below them, which gives the impression that the edges are bending off the page. To get this effect, create a rectangle in Photoshop and duplicate the layer, filling it with black. Make this layer 50% Opacity and add a Gaussian Blur to it. Add a Liquify filter and in the window that opens check the Show Backdrop option. Now make your brush really large, 600px or similar. Push the bottom middle of the shadow upwards with the brush so that the shadow appears to bend. In the screenshot we are using a blue square as a guide.



web workshop

Single-page navigation with HTML5 and JavaScript

inspiration nationallygbtmuseum.org



ne of the methods that designers have at times employed for a Flash-like user experience - without actually using Flash - over the past couple of years has been the simple single-page

navigation approach. All the content of a website is loaded into one page, and rather than load new

content when a button is clicked, the visible content area scrolls to the requested information in a linear fashion.

This can be a great technique for achieving zero load times and a polished transition between different content elements, although it does require some forethought to avoid a slow-loading page, and overly simple design. Just because you opt for a single page layout, it doesn't mean that you need to play it safe design-wise.



<comment>
What our experts think of the site

Bold shape and colour brings design together

"One of the striking features of the National LGBT Museum's website is the bold use of colour and repeating patterns. Although each element of the design is distinct and different, it all feels like the same site as instead of picking a single colour the designers have used form to tie the different areas together."

Sam Hampton-Smith

1 TECHNIQUE

Create a single-page layout

01 Arrange your content

Create your HTML document with multiple content areas. Position with absolute positioning, keeping all but the homepage outside the visible area of the page. Wrap a container <div> around all your content to act as a dolly for moving it around to become visible. Style each area to suit your design. The code for this step is on the resource disc.

02 Create the navigation

Add a navigation bar outside the container. Create a link to each different content area using the syntax Content Name. Each link should use the id name of the content area it points to - eg #homepage,

#about-us, #contact-us etc. Arrange and style your navigation bar to suit, using fixed positioning and/or JavaScript to show and hide it if required.

```
001 <nav>
002 <ul>
003   <a href="#homepage">Home</a>
004   <a href="#about-us">About Us</a>
005   <a href="#contact-us">Contact Us</a>
006 </ul>
007 </nav>
```

03 Create your script

The basic approach to moving the visible content area around is to intercept a click on the navigation bar, read the content area that needs to be displayed and apply an animation to move the container into a position where the correct content is visible. Start off by

Create a theme

The National LGBT Museum's website feels like a single design because the designers have used strong colours and geometric shapes throughout. Although each section has a different character, each reflects the overall design aesthetic, making it feel connected and coherent.

downloading jQuery and including it in your page. Add a normal document.ready() function.

```
001 $(document).ready(function(){
002 // when the document is ready
003 to run code, this function will
004 execute
005 });
```

04 Add a click handler

When a navigation button is clicked, we'll get the target of the link and use it to work out how to position the container to show this content. We need to grab the href attribute of the clicked link,

Right and left

The left and right sides of the design move independently of each other as you navigate across the different pages within the website.

Pre-loaded

All the content is loaded into this single page, with different content areas appearing off-screen. As you click on the navigation, the relevant content area scrolls into view.

then use the value of this to find the offset of the content area in question. The code for this step is on the resource disc.

05 Animate into position

We've now got the offset values, so we'll adjust the left and top margins for the container to animate the position of the visible portion of the container such that the requested content is pulled into the visible area of the page. As long as your content area is the same size as the visible area, this will be automatic.

```
001 // Animate the container into
002 position
003 $($("#container").animate({marginLeft:contentleft, marginTop:contenttop},1000);
```

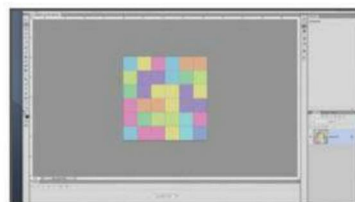


3

TECHNIQUE

Design a repeating pattern

The repeating geometric patterns used in the website are striking for their simplicity and bold use of colour. Creating your own repeating geometric patterns is simple with Photoshop.



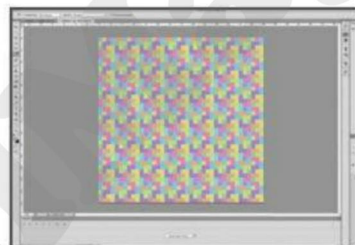
01 Design your pattern

Create a new document 120 x 120px in Photoshop. In order to make your pattern repeat seamlessly, you need to ensure that any elements bleeding over the right hand edge wrap to the left edge, top to bottom, and so on. Use the Grids and Guides feature to help ensure everything aligns.



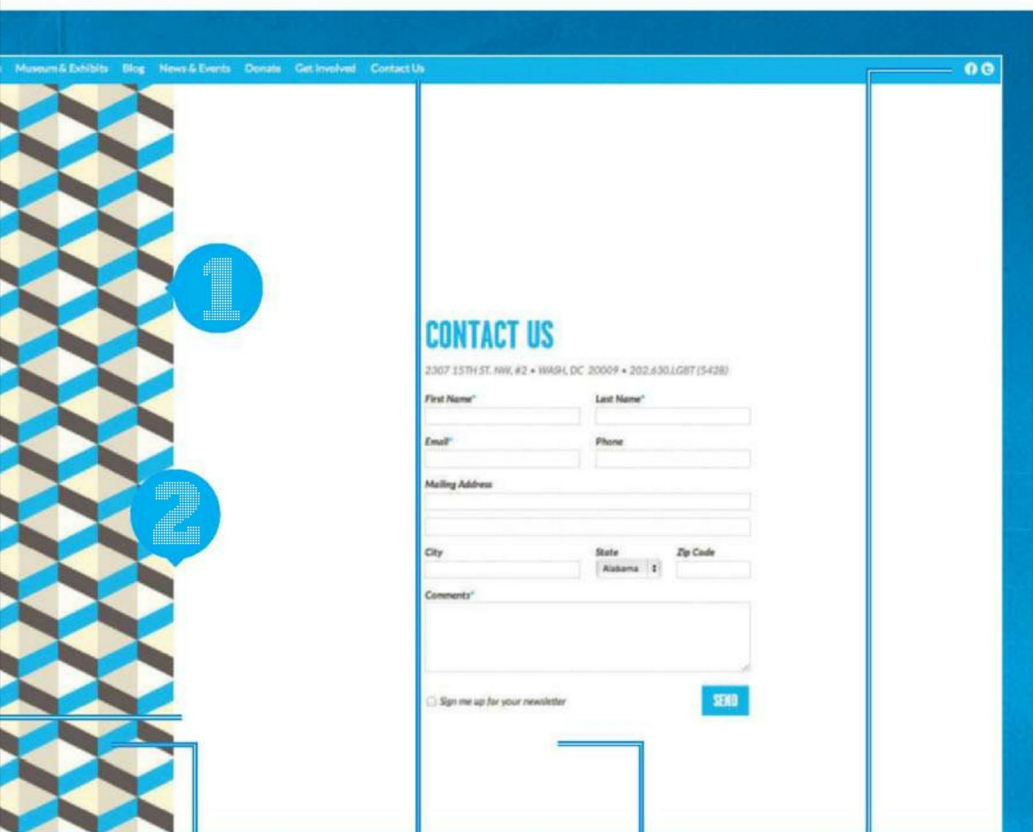
02 Define your pattern

Once you've completed your pattern, select your entire canvas by choosing Select>All or pressing Cmd/Ctrl+A. Choose Edit>Define Pattern. Give it a name and click OK to save it as a pattern in Photoshop.



03 Test your pattern

Create a new canvas inside Photoshop and use the Edit>Fill command to check that your pattern repeats successfully. Choose Pattern for fill type and select the pattern you created in step 2. If it isn't seamless, return to step 2 and adjust to suit before testing again.



Shapes and colour

The site uses geometric shapes and flat colour to create a unique feel for each content area, and signpost which part of the site you're currently browsing.

Navigation

The navigation is persistent across all content areas, hiding itself behind a disclosure arrow for easy access while allowing it to get out the way when not needed.

Scrolling

Scrolling with a mouse-wheel works, and a JavaScript function makes this elastic to ensure the two parts of each page align perfectly.

Integration

Social media and compliance links are gracefully incorporated into the header and footer of the page, keeping them accessible but out the way of the main content area.

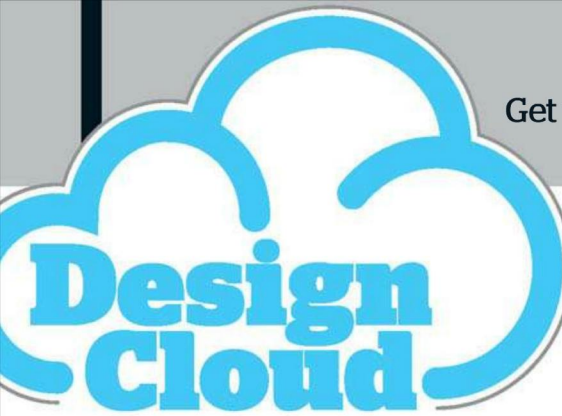
2


INSPIRATION

National LGBT Museum

The website uses the single-page technique to create a flowing feel. The page is split vertically, so as you navigate between sections the sides move independently of each other. The motion between pages is quick enough to lend a sense of urgency that is refreshing; designers often spend a great deal of time concerning themselves with user interaction, and lose sight of the goal to allow users to access the information on the page in the process! As well as the movement between content areas, the designers have employed beautiful geometric shapes and simple flat colour to create a unique feel for each content area, making it easy to identify which section of the website you're in.

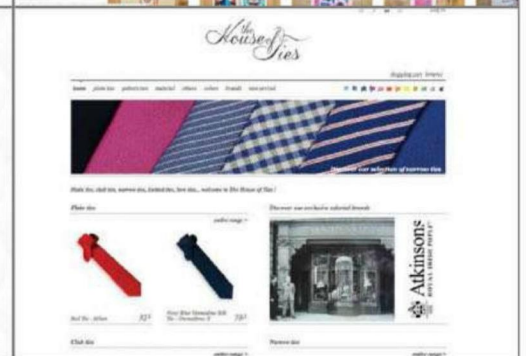
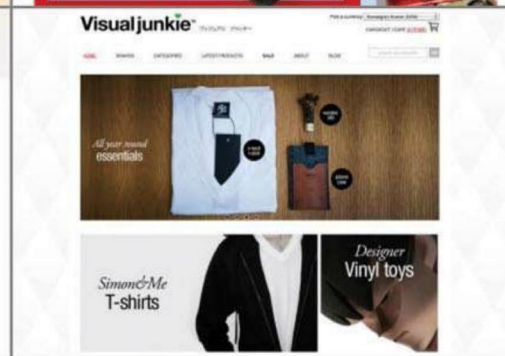
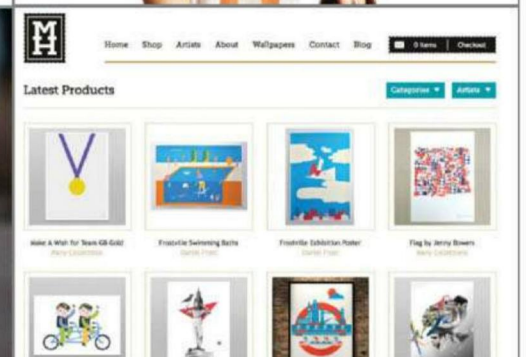
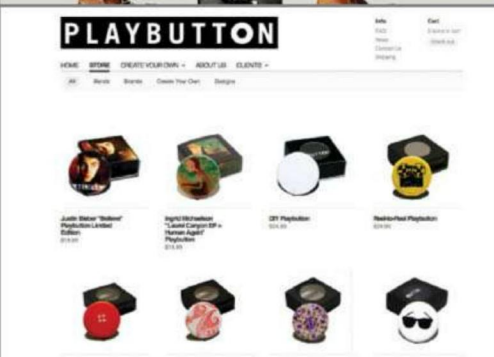
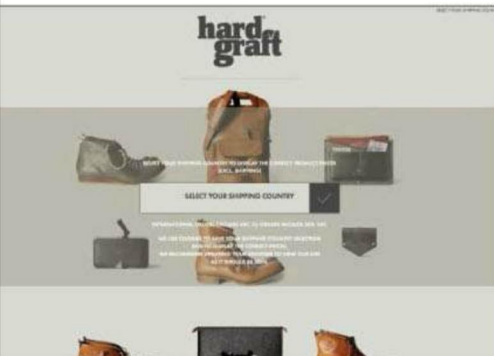




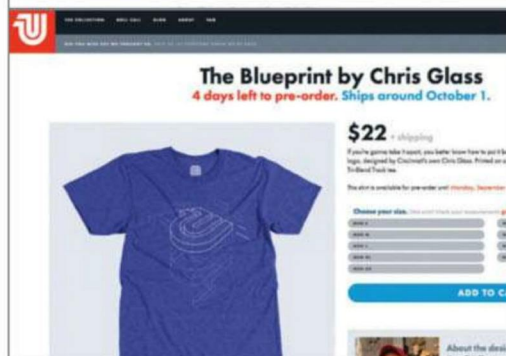
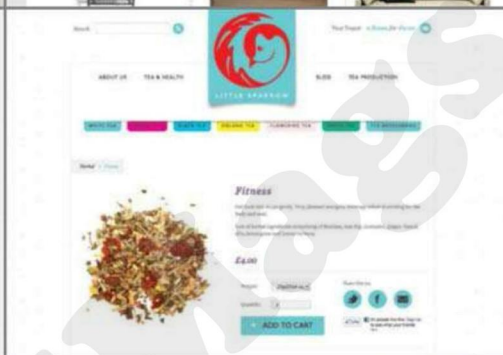
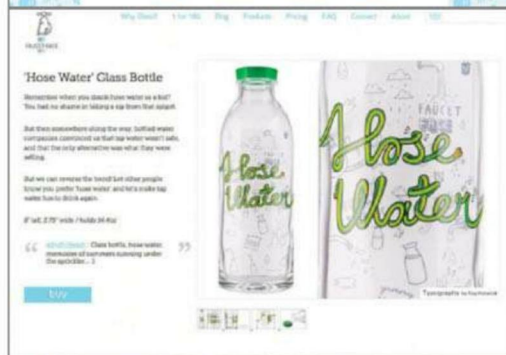
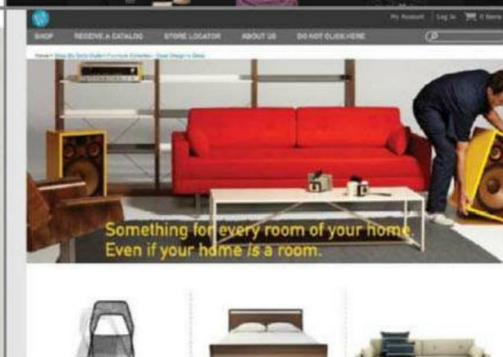
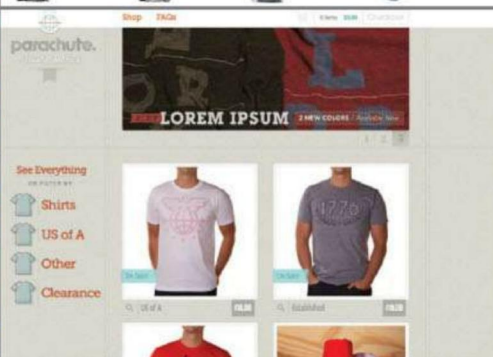
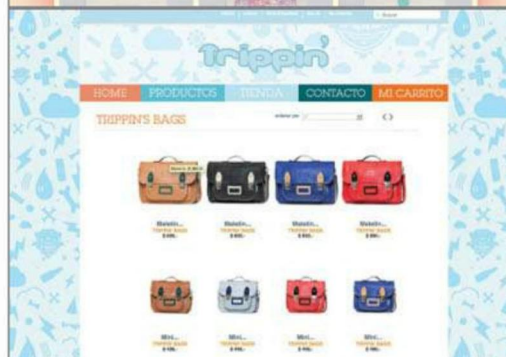
Get your site seen, or suggest a theme
Tweet us with the URL or topic  @WebDesignerMag

Elegant eCommerce

An online storefront can look as attractive as any inspirational site. Here we choose a selection of elegant and engaging eCommerce solutions.

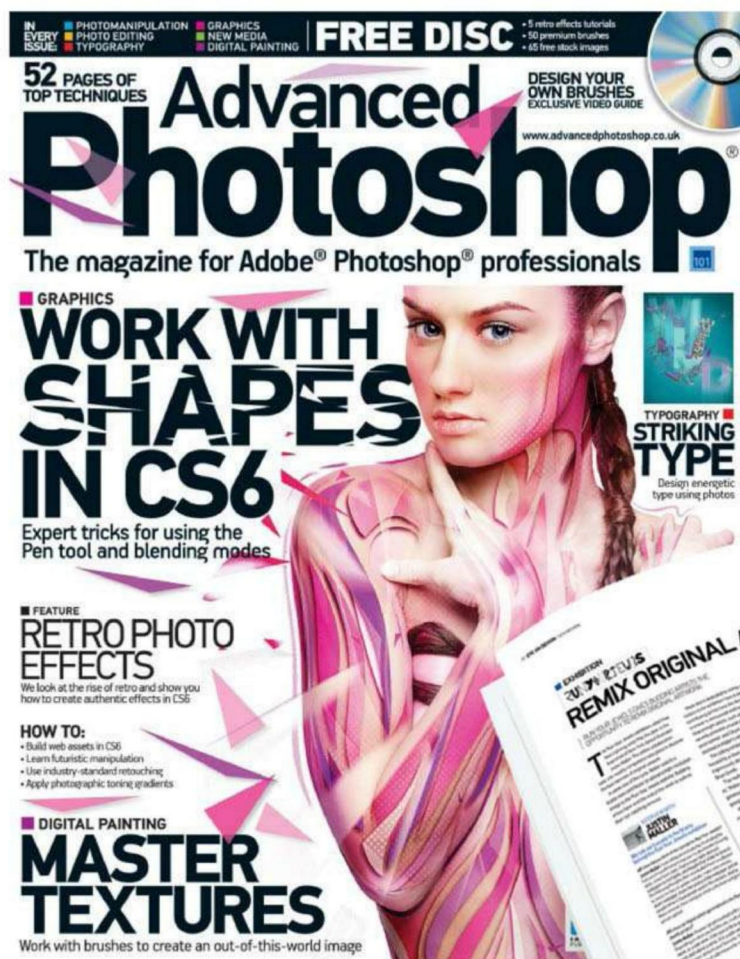


01	02	03	Left-hand page				13	14	15	Right-hand page			
04	05	06	1. www.hardgraft.com		7. www.manoush.com		16	17	18	13. wkstudio.bigcartel.com		19. faucetface.com	
			2. www.fontable.it		8. www.radioflyer.com					14. www.brevilleusa.com		20. www.omgjeans.com	
07	08	09	3. www.kookai.co.uk		9. banditodesignco.bigcartel.com		19	20	21	15. shop.ugmonk.com		21. littlesparrowtea.com	
			4. playbutton.com		10. www.archiduchesse.com					16. www.trippin.com.ar		22. www.unitedpixelworkers.com	
10	11	12	5. www.49thparallelroasters.com		11. shop.visualjunkie.no		22	23	24	17. www.madebyparachute.com		23. www.crumbs.com	
			6. www.many-hands.co		12. www.thehouseofties.com					18. www.bludot.com		24. shop.boompa.ca	



PHOTOMANIPULATION GRAPHICS NEW MEDIA PHOTO EDITING DIGITAL PAINTING TYPOGRAPHY

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guides

Make a web app with Groovy and Grails

Build a simple Java web app using Groovy and the Grails MVC framework

Page 88

Mobile maps for mobile apps

Get to grips with the Google Maps API for mobile devices

Page 84



MOBILE MAPS FOR MOBILE APPS

Get to grips
with the Google
Maps API for
mobile devices



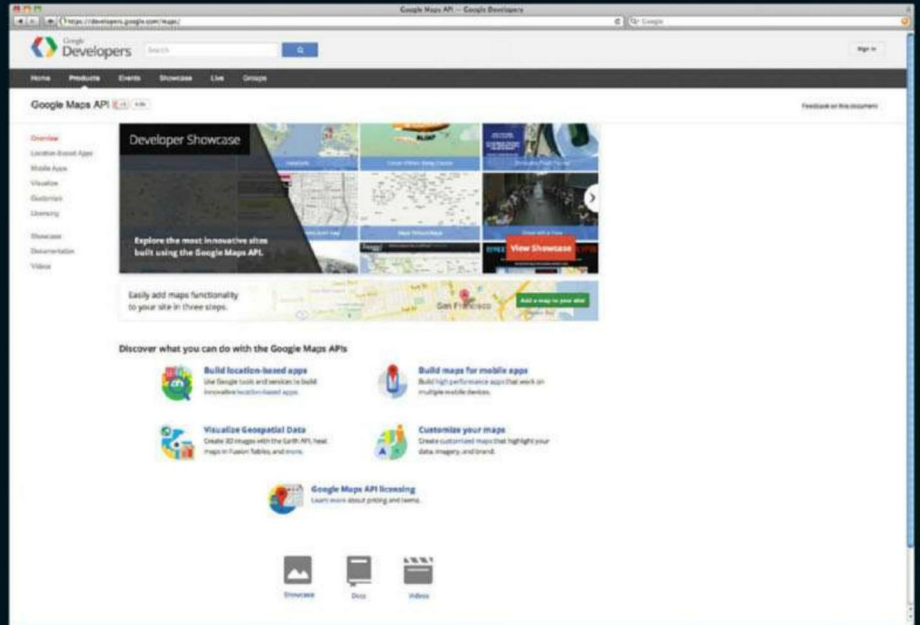


Mapping and location-based services have, and continue to be, some of the most important features used on mobile devices today, be they smartphones or tablets. One of Google's primary focuses is its wildly popular Google Maps services, which include

everything from static maps to popular features like Street View and Google Places - which even taps into the social networking side of things. App developers can use the wide variety of Google Maps APIs to add mapping and location-based features to their mobile products easily since Google has created native libraries for use with Android and iOS, as well as JavaScript APIs that can be used to implement lightweight, cross-platform solutions.

So let's take a look at some of the most popular Google Maps APIs that mobile developers should consider leveraging within their apps.

When it comes to leveraging mapping features within mobile apps, it pays to think beyond displaying a pin as a location on a map. Mapping features can benefit mobile apps far beyond that 'X marks the spot' mentality. Adding location awareness to your



applications gives them something vital: it gives them context. The user doesn't want to know about every restaurant with a presence on the internet, they are much more interested in those shops in their immediate vicinity. The same is true for news or politics - even having app awareness of the seasonal differences between the Northern and Southern hemispheres can be used to provide an enriched user experience in your applications.

So what kinds of apps can use mapping features? We would argue that there are ways to enhance just about any application, regardless of its type, with some sort of location awareness and mapping. The simplest case might be mapping up the 'About the Developer' content so users can learn more about your company. Apps that promote major brands might want to use maps to point users in the right direction to purchase their products (think Find Me Starbucks). Augmented reality (AR) apps use overlays on maps to show where nearby stuff is, be it geocaches or public conveniences. Games might even use real-world maps as the game environment (Parallel Kingdom is a household favourite for this type of mapping scenario).

There are a number of different Google Maps APIs available to mobile developers. The services you will want to use depend upon several factors, most important of which are the mobile platforms you wish to support, the mapping features your application needs in order to function, and whether or not your applications or products are freely available or for purchase.

Google provides native APIs for both the Android and iOS platforms, as well as a fully-featured JavaScript API that allows developers to create lightweight, cross-platform mapping solutions that

work on a variety of mobile and non-mobile devices. In addition to the mapping features found in these core mapping APIs, Google provides special APIs for developers that want to access Google Places and Street View, for example.

LEVERAGING GOOGLE'S NATIVE MAPPING APIS

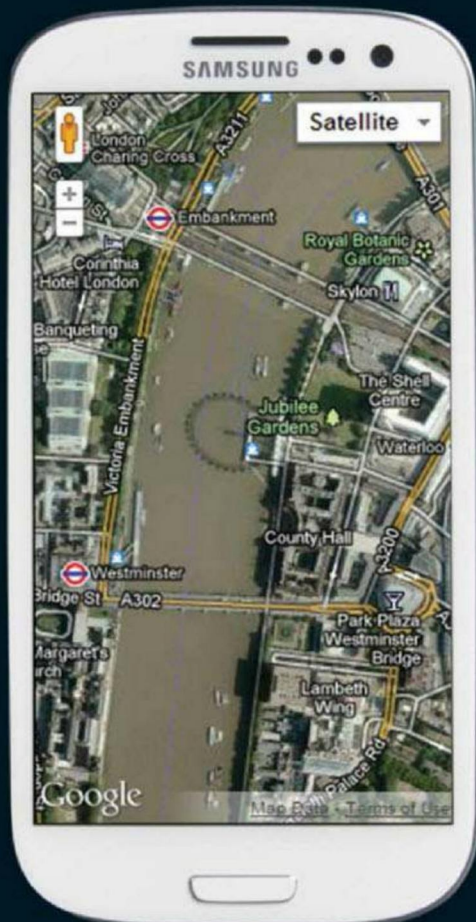
Native libraries are beneficial for developers that want to integrate mapping and location-based

MAPPING AND PRIVACY

USER PRIVACY IS AN ONGOING HOT TOPIC, ESPECIALLY IN THE MOBILE SPACE

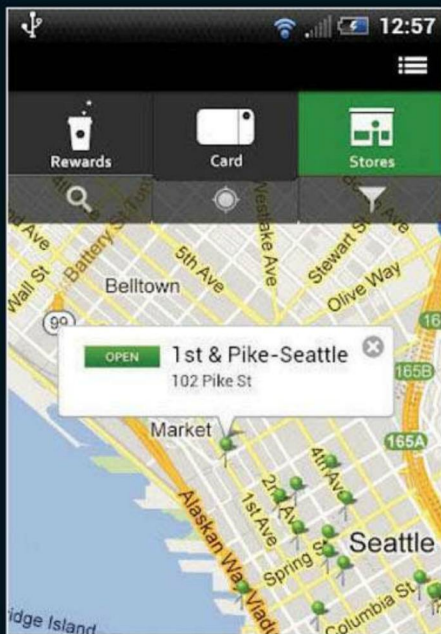


Whenever your application collects or transmits information about the user, whether it's location information or otherwise, it is up to you, the developer, to ensure that you are doing your utmost to protect that information. If your application collects or compiles user information itself, these practices should be clearly explained to the user. At minimum, your application should state its policies clearly in its end-user license agreement (EULA). When developers use the Google Maps APIs, they must agree to additional terms of service themselves, so you and your company should read these carefully to ensure applications use the services in ways allowed by Google.

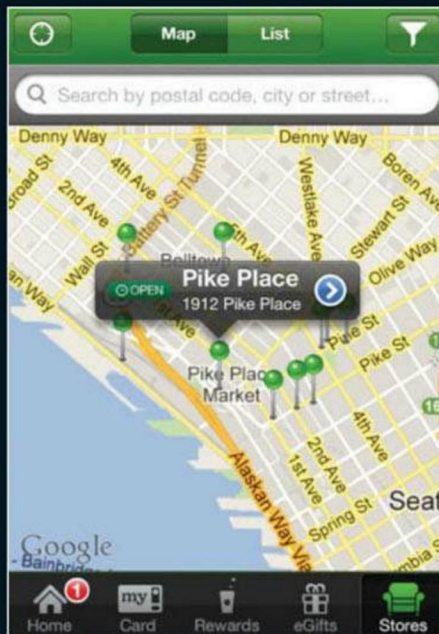


Source: Google, Inc

MOBILE MAPS FOR MOBILE APPS



The Starbucks mobile app for Android and iOS helps you find your local barista and much more



features into their native mobile applications, without having to set up web-based user interface controls within your apps or work with web technologies. Native APIs tend to be faster and more efficient when implemented correctly. They also may include other, platform-specific features that are not available in the generic APIs, often for security reasons. The downside of working with native APIs is that they are platform-specific, and so developers who need to target multiple device

operating systems have more custom code to create and maintain compared to a generic cross-platform implementation or shared library solutions. If you're developing apps for Android or iOS devices, Google has native SDKs for both of these popular platforms.

On the Android side, there is the Google Maps Android API. This API is available as an external library add-on that you can download through the Android SDK Manager and use within your applications. To use the native API, you will need to register as a Google

Maps API developer and get a special API key for use within your application. Once you've downloaded the add-on and obtained your API key, you can link up the library to your Android project and start using the mapping classes. Core to this library is a special user interface component called MapView, which encapsulates many important mapping features and handles most of the interaction with the Google mapping services for you. You can find out more about the Google Maps Android API at developers.google.com/maps/documentation/android.

For iOS, Apple provides the Map Kit Framework, currently backed by Google data (see Map Kit Framework in iOS 6). Much like the native Android APIs, developers can embed maps in their applications in addition to other fun mapping features like overlays and annotation. You can find out more about the Map Kit Framework for iOS at developer.apple.com/library/ios/#documentation/MapKit/Reference/MapKit_Framework_Reference/index.html.

If you're developing apps for multiple platforms, or mobile platforms other than Android and iOS, Google has a robust set of JavaScript APIs available for use. Google's JavaScript libraries can be leveraged by many different operating systems, including mobile platforms. The web-based approach is often preferred for developers who want to create and maintain code that is compatible with multiple platforms. In this case, much of the application code is defined using the JavaScript APIs within a web control or browser on the device. There may or may not be a native application installed on the device. Developers can simply add web controls to their existing native applications or take the mobile web application approach and exist entirely within the mobile browser. You can still use JavaScript APIs in a

Parallel Kingdom is a game that uses the real-world map for its game space



COMPETING MAPPING SERVICES

GOOGLE ISN'T THE ONLY COMPANY THAT PROVIDES MAPPING APIS FOR USE BY MOBILE DEVELOPERS

Google has provided the most complete mapping solution with native APIs for the most popular platforms like Android and iOS. However, mapping is a very competitive space, and while Google has led the pack, other companies have entered the fray as well.

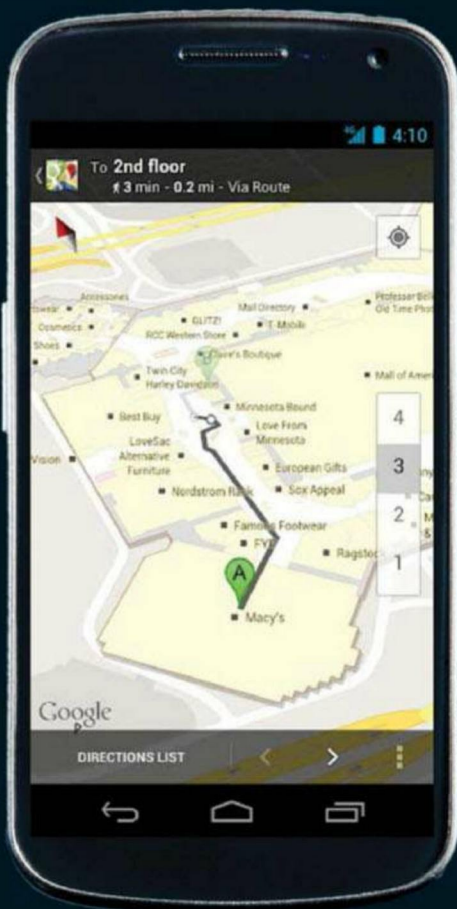
One thing that's common across the various mapping technologies is that they are generally free under certain conditions, but when used commercially,



there are usually limits and fees. Mobile usage in terms of free vs paid apps are often exempted from the business fees, but read the fine print to be sure.

Microsoft has SDKs available for its Bing mapping service for iOS and Android, as well as Windows Phone 7. See api.maps.nokia.com/en/mobile for more information.

Mapping the great indoors. A newer feature of Google Maps brings the technology inside malls and other spaces satellites cannot penetrate. Source: Google, Inc



native application by using a web control and enabling JavaScript for it. This allows the leveraging of some cross-platform mapping code while still having the great benefits of a native application.

Either way, the Google Maps JavaScript API is a great way to embed Google Maps content in your own webpages and serve them up for users. The latest version of this API (Version 3), has been tailored in such a way that it suits both mobile devices and desktop computers. Again, developers must register and obtain an API Key from Google in order to use these APIs.

Another important thing to note is that the JavaScript APIs have usage limits attached to them (currently 25,000 map loads per day). If your application(s) generate more loads than this on a regular basis you will need to purchase a quota upgrade or switch to the Google Maps API for Business, which is a paid-for service. You can find out more about the Google Maps JavaScript API v3 at developers.google.com/maps/documentation/business/guide.



The Historypin app uses Google Maps and historical data to give historical context to a location. Source: historypin.com

OTHER MAPPING GOODIES FOR MOBILE MAPPING DEVELOPERS

In addition to the core mapping features provided in the Android, iOS and JavaScript APIs, Google has created a number of speciality APIs that can greatly enhance certain types of mobile applications. The Google Places API enables developers to add proximity searches for business listings and other points of interest. For example, a car mileage tracking app could include a feature for finding a nearby petrol station or service centre. Developers can query the Google Places service for nearby places or events by category, display loads of information about a specific place (address, phone number, hours, user reviews, etc). There's even a Google Developer Challenge going on right now until October 31 2012, for app developers who want to leverage the Google Places API in new and exciting ways. Find out more at developers.google.com/places/challenge.

Similarly, you can use the Google Street View API to display and manipulate the panoramic street-level images that represent locations on the map in your apps as well. Street View coverage varies throughout the world, depending on the local take on privacy concerns. We've seen the Street View APIs used for



MAP KIT FRAMEWORK IN iOS 6

I'VE HEARD THAT APPLE IS REPLACING THE MAPPING SOURCE IN iOS 6. HOW WILL THIS IMPACT MY APPS THAT USE THE MAP KIT FRAMEWORK? I LIKE THE GOOGLE DATA, WHAT CAN I DO?

Unfortunately, the short and long answer to the first question is that you'll need to read up on any mapping API changes using your Apple developer account. Until the details of the changes are released to the public, any changes are under nondisclosure agreements every registered Apple developer agrees to. Also, prerelease technologies are not set in stone; they are subject to change.

An alternate solution to embedding maps using the iOS Map Kit framework is to embed an HTML view and use Google's JavaScript APIs instead. The change would also be a lot of work for existing applications. You'll need to test your applications on iOS 6 to make sure the data is acceptable, and the differences in what maps look like between platforms don't negatively impact the user experience you're trying to provide.

everything from real estate research to marathon running route scouting to silly games like Streetview Zombie Apocalypse (wonder-tonic.com/zombie), where you can run around your own neighbourhood and try to avoid zombies.

LOCATION, LOCATION, LOCATION

Simply by their definition, mobile apps, regardless of their purpose, are often sensitive to the user's location. Some applications may only want to consider very lightweight integration with mapping services, while others will leverage mapping and the user's location data in a much deeper, more integrated fashion. Google's mapping APIs are still the most sophisticated and fully-featured services available to mobile developers, regardless of which mobile platforms they target.

Build a web app with Groovy and Grails

Build a simple Java web application powered by Groovy and the Grails Model View Controller framework

tools | tech | trends Grails, Groovy/Grails Tool Suite
experts Matt Gifford



Grails is an open-source framework that uses the MVC (Model View Controller) approach to create dynamic webapps on a Java platform using Groovy. It's easy to learn and offers many tools and features to assist you. If you are new to Groovy or Grails, be not afraid.

After following this guide you will be well on your way to creating powerful, dynamic Java webapps with minimal fuss. In this tutorial we will ease into the world of Grails by building a very simple application that will allow users to add, edit, and delete entries in a task list. We will look at creating the domain classes, controllers and view pages; as well as using constraints to enforce data validation on our database model objects. We'll also use Grails' powerful tools to generate the database schema and a portion of the application for us, which helps to streamline how we work and achieve results much faster than with other languages.

01 Install Grails IDE

You could code our complete Grails app using a command line interface and any text editor. However, dedicated tools like the Groovy/Grails Tool Suite IDE, based on the Eclipse framework, offers built-in Grails helper tools as well as server management and debugging. Download the open-source application and install. It will also install the latest version of Grails for you. www.springsource.org/downloads/sts-ggts.

02 Create new application

Select File>New>Grails Project from the main menu in the IDE. This will open up the new project wizard. Enter a memorable name for your application. In this example we'll use TaskManager as the name. Accept all defaults you are shown and click Finish to proceed. The project structure will be created for you.

03 Amend config

Open up conf/Config.groovy in the IDE. This is one of a number of configuration files. Here we will change the value of the first property, named grails.project.groupId. By default this will use the project name that already exists, but we'll define a custom package name for use with our objects, domain packages and controllers.

```
001 grails.project.groupId = "org.example.taskmanager"
```

04 Run application

Start up the server and make sure we can reach the Grails implementation. Right-click the project and select Run As>Grails Command (run-app). By default, the application will run in the development environment. Once complete, visit the URL shown in the console panel view to see the default Grails landing page.

```
001 http://localhost:8080/TaskManager/
```

05 Create Controller

Let's get cracking and create our first controller. Right-click on the project in the left-hand pane within the IDE. Select New>Controller from the context menu. Ensure the application name listed is correct, and enter 'Home'

as the controller name. This will generate the controller for you with a default action called index.

```
001 package org.example.taskmanager
002 class HomeController {
003
004     def index() { }
005 }
```

06 Create index page

Grails uses naming conventions to define the transactions and processes around the MVC framework. With the default index action, we now need to create a view page with the same name. Right-click the views/home directory and select New>File from the menu. Call the file 'index.gsp' and click Finish to complete the process.

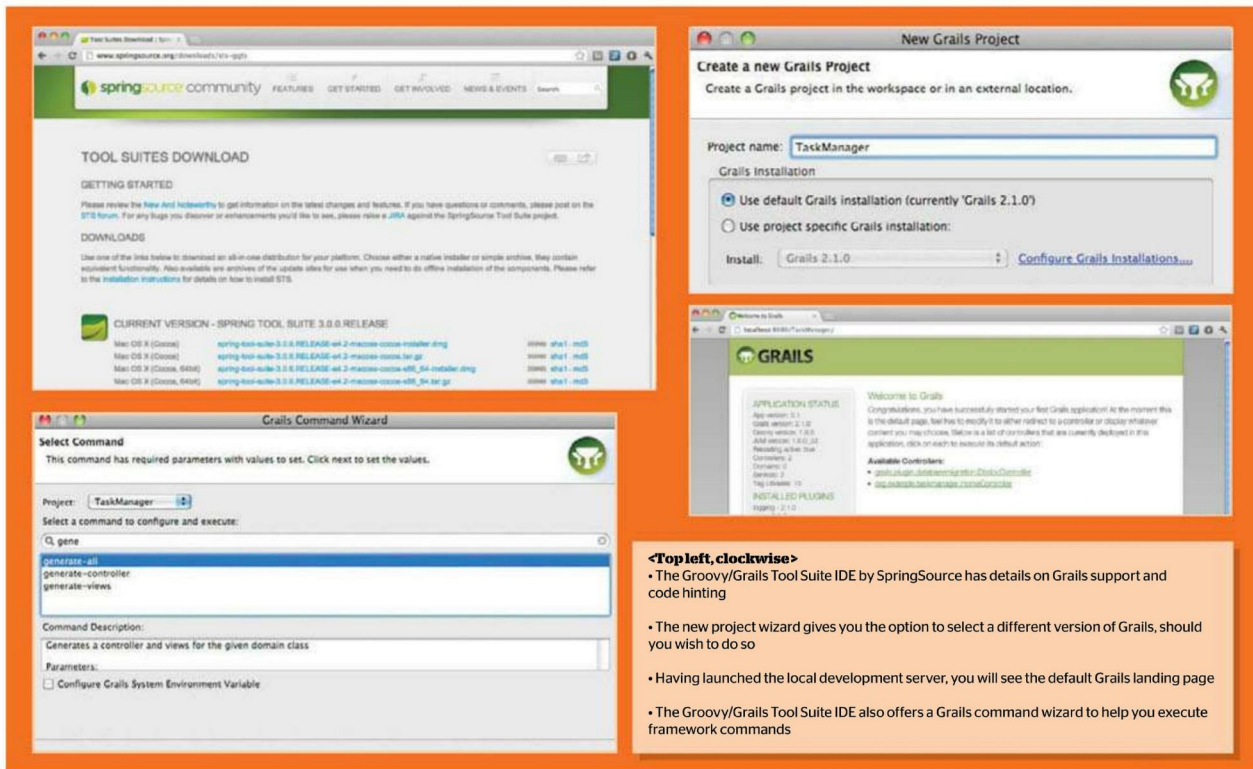
07 Passing data

We'll send some basic data from the controller for display in the view. Open HomeController.groovy, and within the index action define two variables. The first is a String, while the second is a Date object. Send the value of these variables as a mapped object with key/value pairs.

```
001 def index() {
002
003     def String header = 'Welcome to the Grails introduction app'
004     def Date date = new Date()
005
006     ["header": header, "date": date]
007
008 }
```

08 Output variables

Open home/index.gsp, into which we'll add the code to display the variables sent from the controller. Grails variables are wrapped in curly brackets and are prepended with a dollar sign. To format the date object into a string, we'll use one of the many tags included in the Grails library, g:formatDate, and define the format for the date.



<Top left, clockwise>

- The Groovy/Grails Tool Suite IDE by SpringSource has details on Grails support and code hinting
- The new project wizard gives you the option to select a different version of Grails, should you wish to do so
- Having launched the local development server, you will see the default Grails landing page
- The Groovy/Grails Tool Suite IDE also offers a Grails command wizard to help you execute framework commands

```
001 <h1>${header}</h1>
002
003 <p>The current date is <g:formatDate format="dd MMMM, yyyy"
date="${date}"/></p>
```

09 Create domain/model

Grails uses the Model View Controller paradigm. Domain classes are the models in this scenario, and they represent a persistent entity that is mapped onto an underlying database table. Right-click the project and select New>Domain Class from the context menu. Set the name of the new model as 'Task' and click Finish to generate the skeleton object.

```
001 package org.example.taskmanager
002
003 class Task {
004
005     static constraints = {
006     }
007 }
```

10 Set properties

As the domain class we created in the last step represents a database table, we now need to define the columns within that table, which we can do by setting the property names and data types within the class itself. We don't have to worry about the creation of the database tables, as Grails will handle those for us. We'll create two String variables and one Date property object for our tasks.

```
001 import java.util.Date;
002
003 class Task {
004
005     String title
006     String description
007     Date dueDate
```

11 Constraints

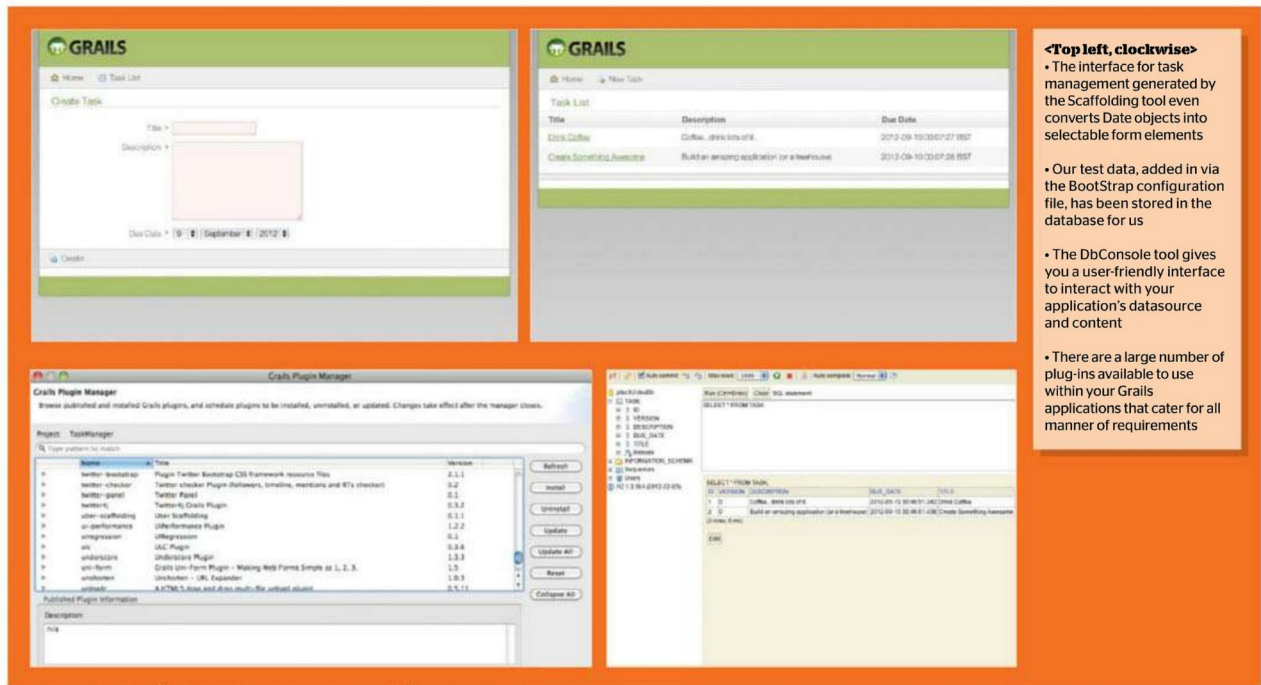
With the properties defined, we can add constraints to the domain class to help validate the values being passed into the class and stored in the database, as well as to help Grails define the correct column properties when generating the database schema. Here we want to ensure both string values are provided, and that the title will have a minimum of three characters.

```
001 static constraints = {
002     title size: 3..100, blank: false
003     description maxSize: 1000, blank: false
004 }
```

12 Generate all

Grails can really enhance the development process with some fantastic built-in tools. We'll use a feature known as Scaffolding to automatically create the controller, associated unit tests and the view pages that will interact with our Task domain class. To do so, right-click and select Grails Tools>Open Grails Command Prompt and enter the following command.

```
001 grails> generate-all org.example.taskmanager.Task
```



<Top left, clockwise>

• The interface for task management generated by the Scaffolding tool even converts Date objects into selectable form elements

• Our test data, added in via the Bootstrap configuration file, has been stored in the database for us

• The DbConsole tool gives you a user-friendly interface to interact with your application's datasource and content

• There are a large number of plug-ins available to use within your Grails applications that cater for all manner of requirements

Use Scaffolding

The Scaffolding tool is a great way to create features to manage the full database interaction. The generated code also acts as a good resource on how to create pages manually.

13 Generated pages

Following the generate-all command, visit to the root of your application in the browser (localhost:8080/TaskManager) and click through to the TaskController. You will see that Grails has generated all of the views required to list, add, edit and delete items from the database. It has done a lot of work for you in seconds.

14 Homeward bound

We can change routes and URL mappings in Grails to point towards specific controllers and actions. We want to view the home/index.gsp page whenever we view the root URL instead of the default Grails page. To do so, open up config/UrlMappings.groovy and change the root mapping to point to the home controller and the index action.

```
001 class UrlMappings {
002
003 static mappings = {
004     "/$controller/$action?/$id?"{
005         constraints {
006             // apply constraints here
007         }
008     }
009 }
```

```
008 }
009
010 "/"(controller: "home", action: "index")
011 "500"(view: 'error')
012 }
013 }
```

15 Test data

To save entering test data every time we run the application, we can set default data that will automatically populate the database whenever we start the server. Open conf/Bootstrap.groovy and set the values for the default records for testing purposes within the init() block. We first check to make sure the test data does not already exist using the count() method.

```
001 def init = { servletContext ->
002 // Check whether the test data already exists.
003 if (!Task.count()) {
004     new Task(title: "Drink Coffee", description: "Coffee..
drink lots of it.", dueDate: new Date()).save(failOnError: true)
005     new Task(title: "Create Something Awesome", description:
"Build an amazing application (or a treehouse)", dueDate: new
Date()).save(failOnError: true)
006 }
007 }
```

16 Home controller

We want to be able to view a list of all Task entities from the homepage. While we could set another URL Mapping to point the root of the application to the Task controller index action, we'll instead revise controllers/HomeController.groovy and set the relevant variables to read from the database and pass them through to the view.

```
001 def index(Integer max) {
002
003     params.max = Math.min(max ?: 10, 100)
004
005     def String header = 'Welcome to the Grails introduction app'
006     def Date date = new Date()
007
008     [taskInstanceList: Task.list(params), taskInstanceTotal: Task.
count(), "header": header, "date": date]
009
010 }
```

17 Loop over data

Open `views/home/index.gsp`. Beneath the existing code we'll add a conditional statement to check for the existence of records returned to us. If we have data, we'll use another built-in tag, `g:each`, to loop over the collection and create a list item for each. We'll also define a link to allow the user to edit the task and generate pagination links. The code for this step can be found on the resource disc.

18 Create link

From the homepage, we also want to give our users a link to allow them to add new tasks to the database. We'll use the `g:link` tag once more to generate the full HTML anchor tag. This will send them to the create action in the task controller. Place this at the bottom of the `index.gsp` file outside of the closing `g:if` tag.

```
001 <p>
002 <g:link controller="task" action="create">Create new task</
g:link>
003 </p>
```

19 Persistent database

By default, the Grails development environment uses a database that is persisted in memory and is recreated with every server restart. We can alter this behavior by changing a configuration property. Open `conf/DataSource.groovy` and change the development datasource url, removing the `mem:` string from the value and changing the `dbCreate` property to `'update'`.

```
001 environments {
002     development {
003         dataSource {
004             dbCreate = "update" // one of 'create', 'create-
drop', 'update', 'validate', ''
005             url = "jdbc:h2:devDb;MVCC=TRUE;LOCK_TIMEOUT=10000"
006         }
007     }
```

20 DbConsole tool

Grails provides you with an incredibly easy way to interact with the databases. Log in to the DbConsole tool, making sure the JDBC URL value matches that set in the `DataSource.groovy` configuration file. The console is available via the URL on the local server, and you can query, view, amend and manage the database content directly from here. `localhost:8080/TaskManager/DbConsole`.

```
001 initialize: function() {
002     this.model.on('remove', this.unrender, this);
003     // ...
004 },
```

```
005 // ...
006 unrender: function() {
007     this.$el.remove();
008 }
```

21 Change port

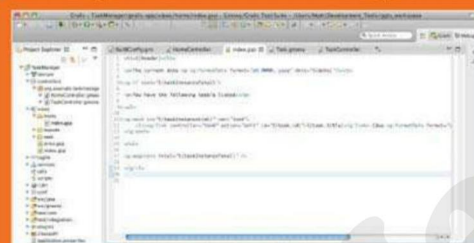
By default, the development environment server will run on port 8080. If for any reason you have something else running on that port or want to change it to something more memorable, you can set a permanent property in `conf/BuildConfig.groovy`, specifying the preferred port number to use. Add this line to the top of that configuration file. The code for this step can be found on the resource disc.

22 Highly extensible

Grails can be extended and enhanced using plug-ins. You can create your own, but have a look at the list of those available to use via the Grails Plugin Manager, accessible from the Grails Tools context menu. URL Shortening, Social Networks and framework tools are just some of those available to download and implement into your applications.

ORM and Hibernate

Grails has an Object Relational Mapping layer built on top of Hibernate, which makes the tasks of managing database access and persistent objects an incredibly simple process.



A powerful IDE to assist your workflow

An IDE can be an incredibly personal tool, as we spend a lot of time using it. We want it to do everything we need with minimal fuss and as quickly, cleanly and easily as possible. The more streamlined we can make our development process, the easier it makes building an application and the simpler our working lives can be.

The GGTS IDE provides us with a clean, simple layout packed full of features and functions to interact with the Grails framework at a command level. For anyone not fully comfortable with command line development, GGTS will handle this communication for you, as everything you need is available from a menu option. The tool also includes detailed (and very useful) step debugging tools to watch and debug the application as it is running.

Deploy a live site using Git

Learn how to deploy sites using the Git version control system, allowing for easy branching and rollbacks

tools | tech | trends Git, GitHub.com, Terminal, SSH access to the live/dev/staging server **expert** Kieron Howard



There are many version control systems, such as SVN, Aegis and Mercurial. One of the newer, but very popular choices, is Git. Git was developed by Linus Torvalds who created the Linux kernel. While it's possible to use Git purely locally, or over a LAN, it's also great for deploying changes to a live or development website. This tutorial will assume a basic knowledge of how Git works, but will take you through all the steps needed to set up a local GitHub to server workflow allowing multiple users to collaborate, track changes and make branches as they see fit. Git also makes it very easy to roll back any changes you have made, in case any mistakes are made. Using GitHub you can easily see what changes each collaborator has made, and when, which is incredibly helpful when bug fixing. Git recently introduced a new GUI interface for OS X and Windows, which makes using Git even easier to designers and developers, although this tutorial will focus on using the command line, as it's more powerful.

01 Sign up for Git

The first thing you will need is a Git account. Signing up for public repositories is free. If you want to keep them private you'll need a paid account, but the rates are very reasonable. Go to: github.com/plans.



02 Install Git

To install Git on Linux enter 'sudo apt-get install git'. For OS X you can download binaries from: bit.ly/xCCrm, and Windows from here: bit.ly/P3owfw - double-click on the EXE or DMG to install.

03 Complete install

Depending on your operating system, the install process may be a little different, but shouldn't take too long. There is a GUI for GitHub available, but we'll be using the command line mostly. To test the install, in OS X or Linux open Terminal/Console, on Windows CMD, and enter 'git'. You should see the help messages.

04 SSH Keys

We need to make sure that our server is secure and that only we can make changes to it. For that we use a special file - an SSH key. SSH stands for Secure Shell, and using a key file is more secure than a simple password.

05 Create Git key

In Terminal enter the command below, obviously replacing the email with the one you used to sign up for your Git account. You will be prompted on a location for the key; hit Enter to use default, and an optional passphrase. Once done, the key will be made, along with a fingerprint.

```
001 ssh-keygen -t rsa -C "kieron@kieron.com"
```

06 Copy the keyfile

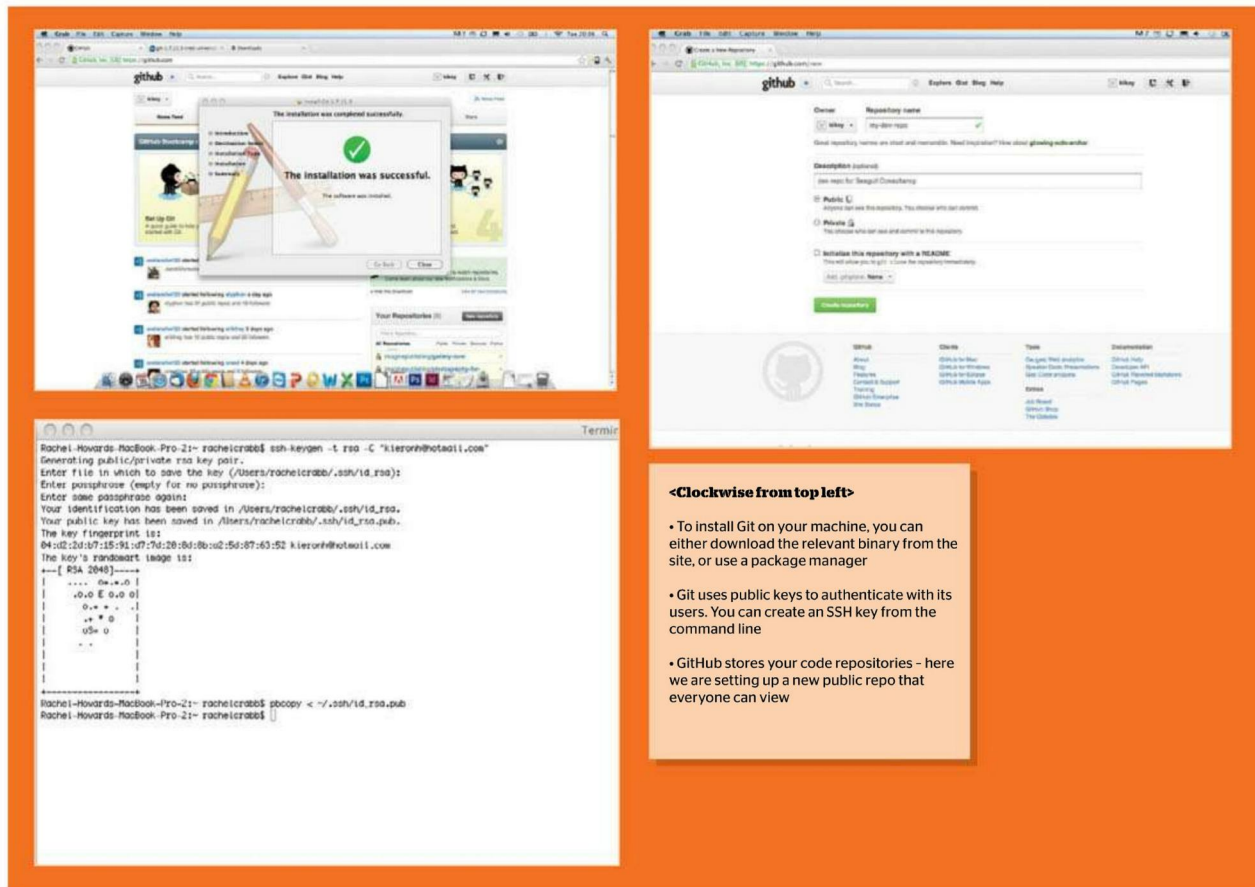
We then need to copy the keyfile to our clipboard. You can do this manually if you want, or just enter the following into Terminal. If you put your key elsewhere, replace the `~/ssh/id_rsa.pub` part with its location. Once you've run that, you're ready to add it to GitHub.

```
001 pbcopy < ~/.ssh/id_rsa.pub
```

07 Git account settings

In your browser go to github.com, and then click on Account Settings in the top-right corner. Then in the left-hand column click on the SSH Key tab. Click Add SSH Key and give it a name, then paste the key into the key area. Then add the key.





08 Test out SSH access

Now we can test out our SSH access. In Terminal enter the code below, and then press Y and Enter to add the RSA key to your known hosts. You should then see a message similar to Hi kiksyl! You've successfully authenticated, but GitHub does not provide shell access.

```
001 ssh -T git@GitHub.com
```

09 Create a repository

Back on github.com click on New Repository to make a new repo. Enter in a name and description and choose whether to make it public or private. For commercial development it might be wise to keep it private, but for personal projects or ones you wish for others to collaborate on, choosing to go public is a great option.

10 Clone repo to local

Now we want to clone that empty repo to our local machine, which can be done by entering the command below. Replace the kiksyl part with your own username, and then the my-dev-repo with the name of the repo we just made, not forgetting to add the .git.

```
001 git clone git@GitHub.com:kiksyl/ HYPERLINK "https://GitHub.com/kiksyl/my-dev-repo"my-dev-repo.git
```

11 Create project

You should then see the repo copied to your home directory, ready to be worked on. By default it will only contain a readme, and a gitignore if you choose to add that. Create a simple index.html page to test out the deployment process. We will then add this to our Git stage.

12 Initial commit

Once we have created our first file, we can add it to version control with the commands below. You will need to cd into the directory first - eg cd home/my-dev-repo. The add command adds everything in, then the commit -m command makes our commitment with a message. Finally git push origin master means we push the changes back to where they came on the master branch.

```
001 git add .
002 git commit -m "Initial commit"
003 git push origin master
```

13 View changes

Head back to GitHub: github.com/kiksyl/my-dev-repo, and you should see the new index.html file we just created appear in the main window. Next to it you should see the commit message that we just made in the command line. Clicking on the file will show you its contents.

<Clockwise from top left>

- Cloning the repository copies all the files from GitHub to your local machine ready for you to work on
- Using the git push command sends the local changes you have made to the live or development server
- Before you push changes, you can commit and sync them with GitHub. This can be done using the GitHub GUI or command line
- The post-receive hook is a small script that runs whenever the repo receives new code. This then pushes it to the working directory

14 Live server setup

Now let's set up our live server ready to receive changes (you'll need to have SSH access already set up). SSH into it, and enter the commands below, replacing the my-dev-repo with your own repo. This folder will be where we push to, but the actual files will be linked using a hook.

15 Create a bare repo

Now we need to create a bare repo. This will contain a special post-receive file, which we will use to trigger the copying of files once we push to it from our local setup. Enter the code below to see a success message.

16 Add remote

A remote is a place where you can push or pull files or changes from another Git repository. Run the following commands, replacing the my-

Branching on live

Running a dev and live branch on a server can be a handy way of quickly testing changes to a live site, allowing for a swift change back if anything does go happen to go wrong. Use git branch dev and git checkout dev commands.

development-site.com part with your own site's URL, and the my-dev-repo with your own repo. The command adds a remote called live, which can then be pushed or pulled from.

17 Create working directory

Now, it is time for us to create the actual location on the server where the files will be placed. Note there is no need to add a new directory, the git

clone will automatically make one for us. Once this has completed we are ready to edit our hooks files.

```
001 cd ~/www/my-dev-site.com/web
002 git clone /home/Repos/my-dev-repo.git
```

18 Edit hooks

From the Repos directory, change into the relevant Git repo ie my-dev-repo and then cd into the hidden hooks directory. We then need to create a new file called post-recv, which will run everytime we push to the live server. Here we are using the nano text editor to create it, but you can use Vi or whichever is your favourite.

```
001 nano post-recv
```

[then copy the following to the file]

```
002 #!/bin/bash
003 export GIT_DIR=/var/www/test/testdev/.git/
004 export GIT_WORK_TREE=/var/www/test/testdev/
005 cd /var/www/test/testdev/
006
007 git fetch
008 git merge origin/master
009 git submodule update --init --recursive
```

19 Change permissions

It's very important to make sure that every file and directory has the correct permissions so that the code executes properly. We need to change the permissions on the post-recv file that we just created, but also make sure the working directory and Git repos are writable by your user.

```
001 sudo chmod a-x post-recv
```

20 Adding the user

Adding the user to our group ensures that we can push the files, and the post-recv hook runs, and then the files can successfully be moved and copied by the server user. Here we are changing the group and permissions for the ubuntu user, but you would change this to whichever you log in as.

```
001 sudo chgrp -R ubuntu *
002 sudo chmod -R g+ws *
003 git config core.sharedRepository true
```

21 Push to live

Now you can make some changes to your local site, and then push them up to live. Add some new lines to our index.html and then commit them with a message. Git push to the remote, and then the branch (by default master). You should then see the progress of the push.

```
001 git commit -a -m "some new changes"
002
003 git push live master
```

22 View results!

Now you can open your site and view the changes. You can use the git log command to view a list of commits, and then roll back to them if you want to undo any changes that you or other people have made.

```
001 git log
```

```
kieron-howard:testtest kieronhoward$ git push newdev master
Counting objects: 16, done.
Delta compression using up to 2 threads.
Compressing objects: 100% (11/11), done.
Writing objects: 100% (13/13), 114.30 KiB, done.
Total 13 (delta 1), reused 0 (delta 0)
remote: From /var/Repos/testdev
remote: 3c86975..aa93fcb master -> origin/master
remote: Updating 3c86975..aa93fcb
remote: Pack-forward
remote: .OS_Store | Bin 6148 -> 6148 bytes
remote: .buildpath | 5 +
remote: .project | 28 +
remote: .settings/.jsdtscope | 16 +
remote: .settings/org.eclipse.php.core.prefs | 2 +
remote: ../org.eclipse.wst.jsdt.ui.superType.container | 1 +
remote: .settings/org.eclipse.wst.jsdt.ui.superType.name | 1 +
remote: SismoFinder | 1 +
remote: go-pear.php | 2720 ++++++
remote: index.php | 18 +-
remote: sismo.php | 460 ++++
remote: 11 files changed, 3250 insertions(+), 2 deletions(-)
remote: create mode 100644 .buildpath
remote: create mode 100644 .project
remote: create mode 100644 .settings/.jsdtscope
remote: create mode 100644 .settings/org.eclipse.php.core.prefs
remote: create mode 100644 .settings/org.eclipse.wst.jsdt.ui.superType.container
remote: create mode 100644 .settings/org.eclipse.wst.jsdt.ui.superType.name
remote: create mode 100000 SismoFinder
remote: create mode 100644 go-pear.php
remote: create mode 100644 sismo.php
remote: No submodule mapping found in .gitmodules for path 'SismoFinder'
To imaginedev:/var/Repos/testdev.git
3c86975..aa93fcb master -> master
kieron-howard:testtest kieronhoward$
```

Resolving conflicts and other issues

It's important to make sure that you keep each stage of the deployment process in sync. Manually copying files to the live server through FTP or other methods can cause issues. To resolve such issues, from within the live server run:

```
001 git checkout -f origin/master
```

and then:

```
002 merge origin/master
```

This command will pull back from the origin (usually GitHub) and then merge the changes back in to master. If there are still issues to resolve, you may need to use a merge tool such as WinMerge or the git-mergetool. Once the issues are resolved, you can commit again to mark that everything is okay, then run the merge command a final time.

Michael Western

web www.freerangedesigns.ca

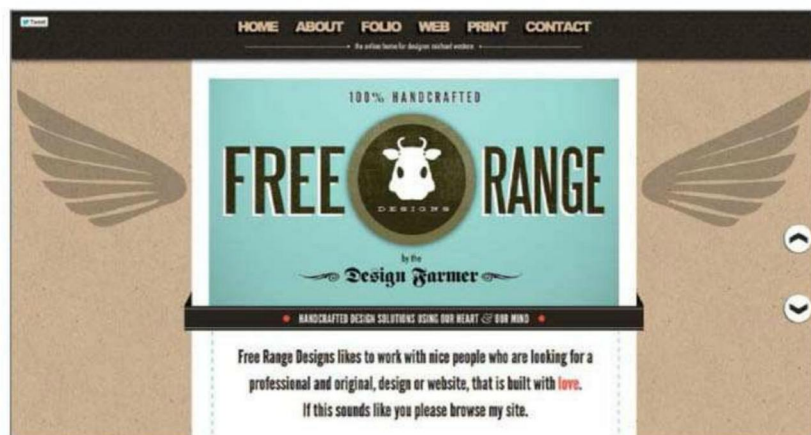


Current role Freelance designer/creative director
Education Bachelor of Commerce, University of Guelph; Design at Sessions School of Design
Expertise Photoshop, Illustrator, Information Architecture, Logo Design, Visual Identity, HTML5, CSS3, jQuery
Clients PoKu Design Build, In-Dey-Go Fundraising, Canmore Family Eyecare, Droptest, Rocky Mountain Bagel Co.
Twitter @theDesignFarmer

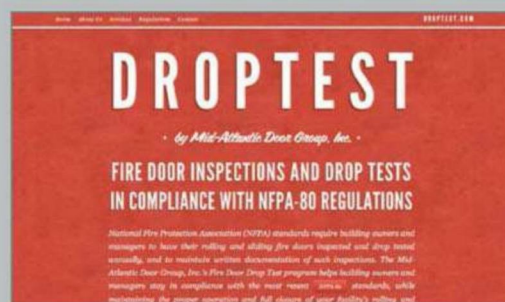
With a modern but approachable style, Michael combines his love for typography with bold colours, soft textures and clever design concepts. Upon entering the world of the web, he paid special attention to techniques and elements used in his favourite designs, which over time he has morphed into his own unique style that has been featured in many galleries across the internet. "The key," he says, "is to use these techniques like spices. A sprinkle here and there to enhance the interest and usability of a site, but watch how much you use because a site can quickly become over seasoned and unfocused." Michael is quick to point out that he is not an artist, but "a designer who solves problems. The whole point of design is to convey a message. Good design conveys a message quickly and effectively".

With a Bachelor of Commerce Degree and minor in Marketing, Michael offers a unique skill set ideal for his work. He has both the ability to evaluate a business and truly understand their goals and priorities, along with the skills to execute creative solutions through outside-the-box design strategies.

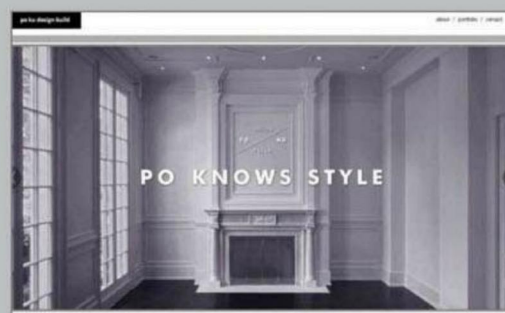
Free Range Designs, Michael's business and personal brand, was born from a general dislike of boundaries, both creatively and geographically. Neither of these seem to be posing a problem, however, as he is currently working with clients in England, Denmark, Australia, Canada and the US. Michael both enjoys and is very much open to collaborating with like minded programmers to create projects that push the limits of creativity both visually and functionally.



01 www.freerangedesigns.ca



02 www.droptest.com



03 www.pkdb.ca



04 www.thebagel.ca



05 www.indeygo.com

01

The cornerstone of Michael's portfolio. Using a vertical scroll the site sets out to make a warm and sincere connection with the visitor using language and imagery.

02

Armed with the impressive Curtain.js plug-in and a vintage style, the site boosts a rather unexciting service with contemporary design.

03

The client dictated that he wanted his massive portfolio to be featured while instantly creating a level of interest with the visitor as soon as they arrive.

04

A small business needs a site that oozes character and steps a little outside the norm to get noticed. The colours, fonts and imagery add character and personality.

05

A memorable colour scheme and approachable style blends to create a friendly design that showcases the product and helps set it apart from the competition.

Romain Limacher

web roma-artwork.com



Current role Freelance web designer and graphic designer
Education Self taught
Expertise HTML, CSS, JavaScript, PHP, Photoshop
Clients Humanist records, Ibex Sarl, Green Cat editions, Privilege Ski school
Twitter @greencatedot

Blake is an art director with a focus on web design, front-end development and project management. Starting his career as an application developer he noticed a clear lack of usability in the government-level projects being delivered. After a few internal meetings he was offered his own creative department and started injecting usability and modern design trends into every project. From that point forward, Blake went on to work at multiple advertising agencies; from designing websites for local businesses to managing interactive campaigns for some of the world's most recognisable brands.

Being able to construct something that's pixel-perfect and as accessible or impactful as possible is his main driving force in web design. He also understands that the website or user interface is one part of a larger story. To that

end he gets a great deal of inspiration from Alex Bogusky's Baked In and Jason Fried's Rework. From a purely visual perspective he's consistently admired Jonathan Hickman, Scott Hansen and Dieter Rams. App designs that have recently caught his attention include Partly Cloudy, Flight Card and Oink.

Overall, his main concern is simply to communicate a message in the most effective way possible. To that degree his true focus is the larger picture of how a brand is perceived and each marketing piece that plays into that. In the future Blake hopes to help brands shape how they communicate and which avenues they choose to channel their voice.

Currently Blake is focusing on responsive design for mobile platforms, pitching concepts for emerging trends and relocating to the San Francisco Bay Area.



01 www.bieresdesavoie.com

01

The graphic identity of BAS inspires the dark fancy design. The association of the Kraft texture and gothic elements creates authenticity.

02

The company needs a clear website for its products. This has been achieved by choosing a single page and avoiding unnecessary graphic elements.

03

Displaying a work station on a single-page site appeared to be the best way to show the diversity of the designers' work and emphasise their projects.

04

As the art dealer JUICE is targeting high-end clients, a modern design and deco style has been chosen to exhibit their high level products.

05

The grunge-style eCommerce site refers to the underground rock 'n' roll culture that brings to mind old school goodies, like stickers and posters from rock bands.



02 www.greencateditions.com



03 www.ibex-savoie.com



04 www.juice-iconography.com



05 www.styleanddecadence.com

Logique

web www.logique.com.br



Current role Digital designer and developer
Education Rio de Janeiro State University, Brazil
Expertise Design, coding, plug-ins, WordPress, SEO, HTML5, CSS, JavaScript
Clients Chevrolet, Nestle, Canal Rural, LG, Peugeot
Twitter @lotwique

For Gabriella, and the rest of the internet, it all started back in 1992 with a 386 pc Dx266 – since then the world has never stopped! Not to forget, it was dial-up for web access, and the floppy disk with its 1.44MB of storage was the choice for backups.

She remembers DOS being the king OS, along with programming behemoths Clipper, Cobol, Mumps, dBase and Pascal. HTML was just a mere baby and CSS was not even on the radar. Looking forward 20 years, technology has changed beyond recognition – and Gabriella's career is rooted in these changes.

The experience, knowledge and creativity encountered along the way has brought us, and her, to the web as it is today. Proud of the knowledge acquired over the years, she believes that ethics, respect and education are the

commitment she demonstrates to customers and web users alike. Working armed with plenty of content (which is king), it is her great ideas and the created aesthetic of sites that enable her to establish a visual identity for brands.

Gabriella believes the beauty of new websites is the opportunity to produce new ideas. Redesigning a site provides a different challenge for her, but the satisfaction is almost as great when finished. To achieve great web design there are certain elements to believe in.

Gabriella's maxims could be described thusly. Ethics – always do what is right in business relationships. Focus – be competent and innovative in proposals, maximizing quality. People – have respect for people and their diversity. Obstacles, – know your limits; and Social – contribute to a better world.



01 www.tartarugas.net



02 www.floripajobs.com.br



03 www.gedaleventos.com.br



04 www.carolinecerutti.com.br

01

Built for a tourism operator, the site is created with WordPress and uses a host of plug-ins including QTranslator, WP eCommerce and two payment gateways, PagSeguro Brazil and PayPal Global.

02

A site displaying job listings needs legibility as its core function – ease of use is tantamount for this kind of webpage. It was built using open-source software and then translated in to Portuguese.

03

An event site designed and developed using the WordPress platform. The site uses emotive central images displayed on an automatic slider to emphasise the company's core purpose.

04

A simple brochure site built to display the photographic talents of Caroline Cerutti. A woven background texture adds an air of the home-made, reinforcing that it's a home business.

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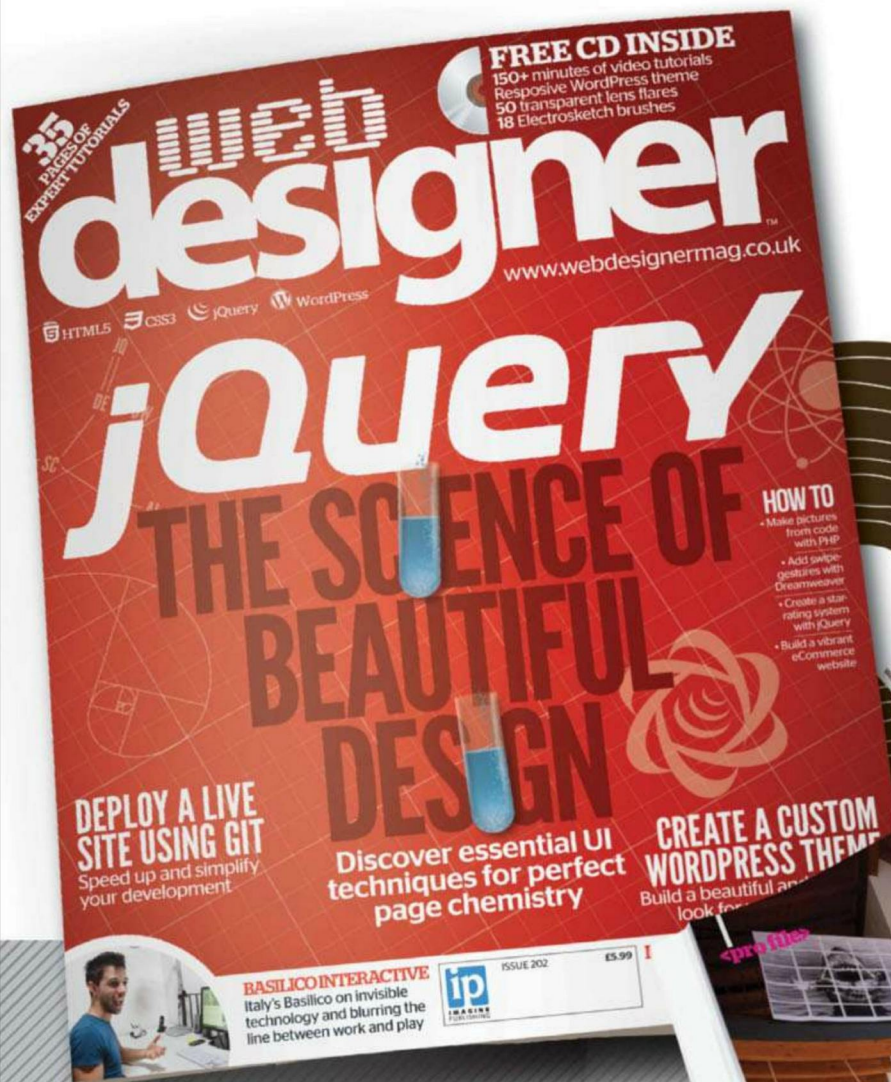
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This offer expires 31 January 2013.



TREND MAP

Hotbeds of worldwide web design

Cardiff

Hunting for design excellence in the city of parks



1 Sequence

www.sequence.co.uk

Sequence is a full-service digital agency with around 60 staff based in Cardiff and London. It believes in producing beautiful and clever digital work for clients, that will delight audiences. The agency's core strengths are in creative, technical and strategic, and it has been delivering award-winning work over 15 years for clients that include BBC, Disney Storm Models, the Cabinet Office, the Royal Mint, Donmar Warehouse, Fuller's, Rachel's Organic, the Welsh Government, and many others.



Cardiff is the capital city of Wales, located about two hours' drive from London. The city boasts an extensive range of talent in the creative industries, and Doctor Who and Torchwood are both produced here. Cardiff is also the home to a large number of design and digital production indies.

Cardiff has a thriving design scene, with a number of regular events geared towards digital creatives such as Cardiff Design Festival, Ignition, TEDxCardiff and a whole host of other events taking place on a regular basis all over the city.

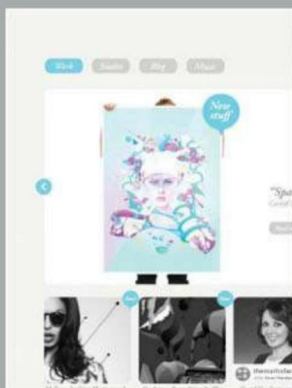
As well as the various festivals and events that pump life into the vibrant city scene, Cardiff has a larger-than-average TV production and design agency presence, which continues to thrive and produce shows for prime time TV and content for global brands. This activity is also actively supported at a political level, with the Welsh Government having recently set up a Creative Industries team that has a full focus on supporting the development of local talents and creative work across TV and digital.

Looking back at events, the Cardiff Design Festival is currently in its eighth year and has grown from strength-to-strength under the leadership of Olwen Moseley. It has huge support from local agencies and institutions who contribute bags of time and talent to the festival. TEDxCardiff is a relatively new feature on the calendar, but has been really well received with organisers Claire Scantlebury and Neil Cocker consistently pulling together inspirational speaker line-ups that sell out tickets in hours.

 The market has grown to realise the need for cutting-edge services 

2 Carbon Studio www.carbonstudio.co.uk

Carbon Studio has been creating award-winning interactive brand experiences for clients and its customers since 2007. The studio believes that working collaboratively is key to creating an outstanding product, and it forms a close partnership with their clients so that it can gain a deeper understanding of their needs.



3 Roughcollie www.roughcollie.tv

Roughcollie, established in 2002, has a long and successful heritage in motion, graphic and interactive design. It brands, designs and animates titles, ads and promos for television and cinema, as well as producing dynamic websites, and creating visual effects and music promos. They have a healthy working relationship with the Welsh-language channel, S4C.



4 Mark Boulton Design www.markboultondesign.co.uk

Mark Boulton Design is a creative agency working with global organisations big and small, such as ESPN, Warner Bros, BBC, British energy and Drupal. It has an obsession with simplicity and a knack for fusing user experience design with traditional design practice. In essence, this studio makes smart, simple stuff beautifully.



5 Departures www.departuresdesign.com

Departures is a specialist branding and communication studio. It is passionate about what it does; passionate about the excellence, creativity, and power of ideas to move things on. Brand identity, print, digital communication, and art direction come together in the work that shows just how much Departures enjoys working with its clients.



Cardiff is home to the world's oldest record store, Spillers Records, which opened in 1894

Recommended hotspots



Mark Johnson,
Creative director
Chapter Arts Centre
www.chapter.org

The Chapter is an integral part of creativity in Cardiff. Recently refurbished, it's become more relevant than ever and has a bar, restaurant, gallery and cinemas that serve up some great events and atmosphere for the creative quarter.



Claire Scantlebury,
Production manager
10 Feet Tall
www.10feettallcardiff.com

A great bar and venue spread over three floors in Cardiff city centre. The venue is great for just hanging out with friends on a night out, or catching bands and talks that are hosted for free all year round. Love it.



Paul Thomas
Sales director
Buffalo Bar
www.buffalocardiff.com

In Cardiff city centre (and just round the corner from the Sequence offices), Buffalo is great as an extra meeting or chill out space for the agency, plus the music and atmosphere is relaxed and vibey at the same time.

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1&1 Internet Ltd. www.1and1.co.uk	1&1 Starter (Linux)	0844 335 12 11	£29.88	5GB	Unlimited	1,000	✓	✓	✓	✓	✓	✓	✓	✓
	1&1 Standard (Linux)	0844 335 12 11	£59.88	50GB	Unlimited	3,000	✓	✓	✓	✓	✓	✓	✓	✓
	1&1 Standard (MS)	0844 335 12 11	£71.88	50GB	Unlimited	3,000	✓	✓	✓	✓	✓	✓	✓	✓
	1&1 Unlimited (Linux)	0844 335 12 11	£83.88	Unlimited	Unlimited	5,000	✓	✓	✓	✓	✓	✓	✓	✓
	1&1 Unlimited (MS)	0844 335 12 11	£107.88	Unlimited	Unlimited	5,000	✓	✓	✓	✓	✓	✓	✓	✓
	1&1 Business (Linux)	0844 335 12 11	£119.88	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
	1&1 Business (MS)	0844 335 12 11	£155.88	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
11WebHost.com http://11webhost.com	Unlimited Web Hosting Pack	N/A	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
	Starter Web Hosting Pack	N/A	£30	5GB	2GB	100	✓	✓	✓	✓	✓	✓	✓	✓
	Budget Web Hosting Pack	N/A	£12	1GB	1GB	5	✓	✓	✓	✓	✓	✓	✓	✓
	WordPress Web Hosting Pack	N/A	£24	5GB	2GB	100	✓	✓	✓	✓	✓	✓	✓	✓
	Drupal Web Hosting Pack	N/A	£24	5GB	2GB	100	✓	✓	✓	✓	✓	✓	✓	✓
	Joomla! Web Hosting Pack	N/A	£24	5GB	2GB	100	✓	✓	✓	✓	✓	✓	✓	✓
	osCommerce Web Hosting Pack	N/A	£24	5GB	2GB	100	✓	✓	✓	✓	✓	✓	✓	✓
	ZenCart Web Hosting Pack	N/A	£24	5GB	2GB	100	✓	✓	✓	✓	✓	✓	✓	✓
	PrestaShop Web Hosting Pack	N/A	£24	5GB	2GB	100	✓	✓	✓	✓	✓	✓	✓	✓
123-reg (www.123-reg.co.uk)	Starter	0845 859 0018	£29.88	1GB	5GB	20	✓	✓	✓	✓	✓	✓	✓	✓
123-reg (www.123-reg.co.uk)	Plus	0845 859 0018	£59.88	5GB	50GB	500	✓	✓	✓	✓	✓	✓	✓	✓
123-reg (www.123-reg.co.uk)	Pro	0845 859 0018	£107.88	10GB	100GB	750	✓	✓	✓	✓	✓	✓	✓	✓
123-reg (www.123-reg.co.uk)	Bus Pro	0845 859 0018	£179.88	20GB	Unlimited	1,000	✓	✓	✓	✓	✓	✓	✓	✓
123-reg (www.123-reg.co.uk)	Plus (MS)	0845 859 0018	£59.88	2GB	25GB	100	✓	✓	✓	✓	✓	✓	✓	✓
123-reg (www.123-reg.co.uk)	Pro (MS)	0845 859 0018	£107.88	5GB	50GB	500	✓	✓	✓	✓	✓	✓	✓	✓
123-reg (www.123-reg.co.uk)	Bus Pro (MS)	0845 859 0018	£179.88	10GB	150GB	1,000	✓	✓	✓	✓	✓	✓	✓	✓
2020Media (www.2020media.com)	Light User	0870 321 2020	£45	20MB	1GB	3	✓	✓	✓	✓	✓	✓	✓	✓
2020Media (www.2020media.com)	Everyday	0870 321 2020	£100	200MB	10GB	15	✓	✓	✓	✓	✓	✓	✓	✓
2020Media (www.2020media.com)	Business/Pro	0870 321 2020	£275	500MB	20GB	50	✓	✓	✓	✓	✓	✓	✓	✓
2020Media (www.2020media.com)	JAVA Tomcat	0870 321 2020	£300	100MB	3GB	15	✓	✓	✓	✓	✓	✓	✓	✓
2020Media (www.2020media.com)	ASP.Net	0870 321 2020	£275	100MB	3GB	15	✓	✓	✓	✓	✓	✓	✓	✓
4D Data Centres (www.4dhosting.com)	Bronze Package	0845 166 8386	£40	10MB	500MB	2	✓	✓	✓	✓	✓	✓	✓	✓
4D Data Centres (www.4dhosting.com)	Silver Package	0845 166 8386	£64.99	20MB	2GB	10	✓	✓	✓	✓	✓	✓	✓	✓
4D Data Centres (www.4dhosting.com)	Gold Package	0845 166 8386	£79.99	50MB	2GB	50	✓	✓	✓	✓	✓	✓	✓	✓
4D Data Centres (www.4dhosting.com)	Titanium Package	0845 166 8386	£149.99	500MB	5GB	500	✓	✓	✓	✓	✓	✓	✓	✓
4D Data Centres (www.4dhosting.com)	Reseller Package	0845 166 8386	£299.99	1GB	10GB	1,000	✓	✓	✓	✓	✓	✓	✓	✓
Blackfoot Hosting Ltd (www.blackfoot.co.uk)	Home	N/A	£40	500MB	5GB	5	✓	✓	✓	✓	✓	✓	✓	✓
Blackfoot Hosting Ltd (www.blackfoot.co.uk)	Business	N/A	£50	1GB	20GB	100	✓	✓	✓	✓	✓	✓	✓	✓
Blackfoot Hosting Ltd (www.blackfoot.co.uk)	eCommerce	N/A	£100	2GB	40GB	200	✓	✓	✓	✓	✓	✓	✓	✓
Blackfoot Hosting Ltd (www.blackfoot.co.uk)	Professional	N/A	£150	3GB	60GB	300	✓	✓	✓	✓	✓	✓	✓	✓
Blacknight (www.blacknight.com)	Minimus	35359 918 3072	£45	10GB	200GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Blacknight (www.blacknight.com)	Medius	35359 918 3072	£79	20GB	400GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Blacknight (www.blacknight.com)	Maximus	35359 918 3072	£45	30GB	600GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Bravo14 (http://bravo14.co.uk)	Starter Linux	N/A	£130	2,000MB	2,000MB	10	✓	✓	✓	✓	✓	✓	✓	✓
Bravo14 (http://bravo14.co.uk)	Starter Windows	N/A	£20	2,000MB	2,000MB	10	✓	✓	✓	✓	✓	✓	✓	✓
Bravo14 (http://bravo14.co.uk)	Business Linux	N/A	£45	4,000MB	4,000MB	4,000	✓	✓	✓	✓	✓	✓	✓	✓
Bravo14 (http://bravo14.co.uk)	Business Windows	N/A	£45	4,000MB	4,000MB	4,000	✓	✓	✓	✓	✓	✓	✓	✓
Bravo14 (http://bravo14.co.uk)	Ultimate Linux	N/A	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Bravo14 (http://bravo14.co.uk)	Ultimate Windows	N/A	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Daily Internet (www.daily.co.uk)	Entry	0845 466 2100	£19.28	500MB	5GB	75	✓	✓	✓	✓	✓	✓	✓	✓
Daily Internet (www.daily.co.uk)	Home	0845 466 2100	£50.90	3GB	30GB	30	✓	✓	✓	✓	✓	✓	✓	✓
Daily Internet (www.daily.co.uk)	Business	0845 466 2100	£53.94	12GB	150GB	600	✓	✓	✓	✓	✓	✓	✓	✓
Daily Internet (www.daily.co.uk)	Business Plus	0845 466 2100	£77.94	24GB	250GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Designwasp (http://designwasp.com)	Starter	0844 372 9848	£30	3GB	20GB	1,000	✓	✓	✓	✓	✓	✓	✓	✓
Designwasp (http://designwasp.com)	Home	0844 372 9848	£40	10GB	50GB	10,000	✓	✓	✓	✓	✓	✓	✓	✓
Designwasp (http://designwasp.com)	Business	0844 372 9848	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓


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Offering more reasons for choosing one of the listed providers

Blackfoot is an experienced UK-based web-hosting provider with a proven pedigree in offering hosting and domain name registration services since 1999. Specialising in Linux-based servers, housed across three London data centres, Blackfoot promises 24/7 monitoring and a dedicated support team to guarantee uptime

and first-class delivery. Hosting options are available in five flavours ranging from the entry-level Home solution for £40 per year, up to the powerful eCommerce, Professional and Partner packages priced between £100-200. All come with access to the feature-packed cPanel control panel for intuitive maintenance.

NAME AND URL	PACKAGE	PHONE NUMBER	COST PER YEAR	WEB SPACE	MONTHLY BANDWIDTH	POP3 ACCOUNTS	DATABASE SUPPORT	SHOPPING CART	VIRUS FILTER	FIREWALL	PHONE SUPPORT	EMAIL SUPPORT	WEB CONTROL PANEL	SERVICE LEVEL AGREEMENT
Designwasp (http://designwasp.com)	Windows Unlimited	0844 372 9848	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Designwasp (http://designwasp.com)	Windows Home	0844 372 9848	£40	10GB	50GB	1,000	✓	✓	✓	✓	✓	✓	✓	✓
Designwasp (http://designwasp.com)	CheapHost	0844 372 9848	£10	300MB	100MB	5	✓	✓	✓	✓	✓	✓	✓	✓
Digital Gibbon Ltd (http://digitalgibbon.com)	Personal	01865 589 990	£12	1GB	Unlimited	10	✓	✓	✓	✓	✓	✓	✓	✓
Digital Gibbon Ltd (http://digitalgibbon.com)	Personal Plus	01865 589 990	£48	Unlimited	Unlimited	50	✓	✓	✓	✓	✓	✓	✓	✓
Digital Gibbon Ltd (http://digitalgibbon.com)	Business	01865 589 990	£108	5GB	Unlimited	1000	✓	✓	✓	✓	✓	✓	✓	✓
Digital Gibbon Ltd (http://digitalgibbon.com)	Business Professional	01865 589 990	£132	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Domaincheck (www.domaincheck.co.uk)	Bronze Linux	0191 261 2252	£30	100MB	1GB	5	✓	✓	✓	✓	✓	✓	✓	✓
Domaincheck (www.domaincheck.co.uk)	Gold Linux	0191 261 2252	£100	500MB	5GB	25	✓	✓	✓	✓	✓	✓	✓	✓
Domaincheck (www.domaincheck.co.uk)	Bronze Windows	0191 261 2252	£30	100MB	1GB	5	✓	✓	✓	✓	✓	✓	✓	✓
Domaincheck (www.domaincheck.co.uk)	Gold Windows	0191 261 2252	£100	500MB	5GB	25	✓	✓	✓	✓	✓	✓	✓	✓
Donhost (www.donhost.co.uk)	Reseller Unix	0845 226 5566	£399.99	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Donhost (www.donhost.co.uk)	Reseller Windows	0845 226 5566	£499.99	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Donhost (www.donhost.co.uk)	Enterprise	0845 226 5566	£89.99	1GB	2GB	250	✓	✓	✓	✓	✓	✓	✓	✓
Donhost (www.donhost.co.uk)	Commerce	0845 226 5566	£179.99	2GB	5GB	500	✓	✓	✓	✓	✓	✓	✓	✓
Donhost (www.donhost.co.uk)	Designer	0845 226 5566	£119.99	1GB	2GB	250	✓	✓	✓	✓	✓	✓	✓	✓
Donhost (www.donhost.co.uk)	Developer	0845 226 5566	£259.99	2GB	5GB	500	✓	✓	✓	✓	✓	✓	✓	✓
eHosting (www.ehosting.com)	Starter	0844 999 4100	£23.88	1GB	25GB	10	✓	✓	✓	✓	✓	✓	✓	✓
eHosting (www.ehosting.com)	Personal	0844 999 4100	£59.88	2.5GB	Unlimited	50	✓	✓	✓	✓	✓	✓	✓	✓
eHosting (www.ehosting.com)	Expert	0844 999 4100	£95.88	5GB	Unlimited	250	✓	✓	✓	✓	✓	✓	✓	✓
eHosting (www.ehosting.com)	Virtual	0844 999 4100	£227.88	50GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Equipphase (www.equipphase.net)	Bronze	0121 314 4865	£30	200MB	2GB	10	✓	✓	✓	✓	✓	✓	✓	✓
Equipphase (www.equipphase.net)	Silver	0121 314 4865	£42	400MB	5GB	20	✓	✓	✓	✓	✓	✓	✓	✓
Equipphase (www.equipphase.net)	Gold	0121 314 4865	£72	800MB	10GB	100	✓	✓	✓	✓	✓	✓	✓	✓
Equipphase (www.equipphase.net)	Platinum	0121 314 4865	£114	1,200MB	40GB	200	✓	✓	✓	✓	✓	✓	✓	✓
Eurofasthost.com (www.eurofasthost.com)	Email Only	02380 249 823	£40	1GB	2GB	10	✓	✓	✓	✓	✓	✓	✓	✓
Eurofasthost.com (www.eurofasthost.com)	Essential	02380 249 823	£75	2GB	5GB	10	✓	✓	✓	✓	✓	✓	✓	✓
Eurofasthost.com (www.eurofasthost.com)	Superior	02380 249 823	£140	5GB	10GB	25	✓	✓	✓	✓	✓	✓	✓	✓
Eurofasthost.com (www.eurofasthost.com)	Premium	02380 249 823	£250	10GB	25GB	100	✓	✓	✓	✓	✓	✓	✓	✓
Evohosting (www.evohosting.co.uk)	Starter	N/A	£29.99	500MB	1GB	3	✓	✓	✓	✓	✓	✓	✓	✓
Evohosting (www.evohosting.co.uk)	Home	N/A	£54.99	2.5GB	30GB	50	✓	✓	✓	✓	✓	✓	✓	✓
Evohosting (www.evohosting.co.uk)	Business	N/A	£79.99	6.5GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Evohosting (www.evohosting.co.uk)	eCommerce	N/A	£159.99	30GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Giacom (www.giacom.com)	Business Pro	0800 542 7500	£199	100MB	2GB	100	✓	✓	✓	✓	✓	✓	✓	✓
 Fasthosts www.fasthosts.co.uk	Personal	0808 168 6777	£32.87	5GB	Unlimited	50	✓	✓	✓	✓	✓	✓	✓	✓
	Business Bronze	0808 168 6777	£58.38	50GB	Unlimited	500	✓	Option	✓	✓	✓	✓	✓	✓
	Business Silver	0808 168 6777	£76.39	Unlimited	Unlimited	Unlimited	✓	Option	✓	✓	✓	✓	✓	✓
	Business Gold	0808 168 6777	£101.89	Unlimited	Unlimited	Unlimited	✓	Option	Option	Option	✓	✓	✓	✓
	WD Starter	0808 168 6777	£149.99	20GB	Unlimited	Unlimited	✓	Option	Option	Option	✓	✓	✓	✓
	WD Advanced	0808 168 6777	£199.99	Unlimited	Unlimited	Unlimited	✓	Option	Option	Option	✓	✓	✓	✓
Heart Internet (www.heartinternet.co.uk)	Starter Professional	0845 644 7750	£29.80	2.5GB	10GB	1,000	✓	✓	✓	✓	✓	✓	✓	✓
Heart Internet (www.heartinternet.co.uk)	Home Professional	0845 644 7750	£89.99	10GB	50GB	10,000	✓	✓	✓	✓	✓	✓	✓	✓
Heart Internet (www.heartinternet.co.uk)	Business Professional	0845 644 7750	£129.99	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Heart Internet (www.heartinternet.co.uk)	Reseller Professional	0845 644 7750	£299.99	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Hostway (www.hostway.co.uk)	Silver	0808 180 1880	£79.50	150MB	3GB	5	✓	Option	✓	✓	✓	✓	✓	✓
Hostway (www.hostway.co.uk)	Gold	0808 180 1880	£139.50	300MB	5GB	10	✓	Option	✓	✓	✓	✓	✓	✓
Hostway (www.hostway.co.uk)	Gold Plus	0808 180 1880	£189.50	450MB	10GB	30	✓	Option	✓	✓	✓	✓	✓	✓
Hostway (www.hostway.co.uk)	Platinum	0808 180 1880	£359.50	600MB	20GB	50	✓	Option	✓	✓	✓	✓	✓	✓
Hostway (www.hostway.co.uk)	Platinum Plus	0808 180 1880	£599.50	1.2GB	40GB	10	✓	Option	✓	✓	✓	✓	✓	✓
Hostway (www.hostway.co.uk)	Email Plus	0808 180 1880	£49.95	50MB	N/A	5	N/A	N/A	N/A	✓	✓	✓	✓	✓
ICUK (www.icukhosting.co.uk)	Professional	0845 009 9175	£30	250MB	1GB	50	✓	✓	option	✓	✓	✓	✓	✓
ICUK (www.icukhosting.co.uk)	Advanced	0845 009 9175	£50	2GB	2.5GB	150	✓	✓	option	✓	✓	✓	✓	✓
ICUK (www.icukhosting.co.uk)	Enterprise	0845 009 9175	£80	2GB	500MB	Unlimited	✓	✓	option	✓	✓	✓	✓	✓
ICUK (www.icukhosting.co.uk)	Professional Plus	0845 009 9175	£90	500MB	5GB	100	✓	✓	option	✓	✓	✓	✓	✓
ICUK (www.icukhosting.co.uk)	Premium Plus	0845 009 9175	£150	1GB	12.5GB	500	✓	✓	option	✓	✓	✓	✓	✓



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Continued...

NAME AND URL	PACKAGE	PHONE NUMBER	COST PER YEAR	WEB SPACE	MONTHLY BANDWIDTH	POP3 ACCOUNTS	DATABASE SUPPORT	SHOPPING CART	VIRUS FILTER	FIREWALL	PHONE SUPPORT	EMAIL SUPPORT	WEB CONTROL PANEL	SERVICE LEVEL AGREEMENT
ICUK www.icukhosting.co.uk	Enterprise Plus	0845 009 9175	£300	2GB	20GB	Unlimited	✓	✓	option	✓	✓	✓	✓	✓
ICUK www.icukhosting.co.uk	Reseller Windows	0845 009 9175	£200	Unlimited	Unlimited	Unlimited	✓	✓	option	✓	✓	✓	✓	✓
ICUK www.icukhosting.co.uk	Reseller Linux	0845 009 9175	£200	Unlimited	Unlimited	Unlimited	✓	✓	option	✓	✓	✓	✓	✓
ICUK www.icukhosting.co.uk	Reseller Enterprise	0845 009 9175	£500	Unlimited	Unlimited	Unlimited	✓	✓	option	✓	✓	✓	✓	✓
JAB Web Hosting (www.jabwebhosting.com)	Mail - M105	0800 043 0153	£15.17	256MB	3GB	50	✓	✓	✓	✓	✓	✓	✓	✓
JAB Web Hosting (www.jabwebhosting.com)	Home - H25	0800 043 0153	£24.47	1GB	8GB	50	✓	✓	✓	✓	✓	✓	✓	✓
JAB Web Hosting (www.jabwebhosting.com)	Professional - P55	0800 043 0153	£45	2GB	15GB	75	✓	✓	✓	✓	✓	✓	✓	✓
JAB Web Hosting (www.jabwebhosting.com)	Reseller - R25	0800 043 0153	£97.88	2GB	30GB	250	✓	✓	✓	✓	✓	✓	✓	✓
JAB Web Hosting (www.jabwebhosting.com)	Reseller - R105	0800 043 0153	£271.60	4GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
LCN (www.lcn.com)	Blog	01438 342 490	£20	100MB	1GB	5	✓	✓	✓	✓	✓	✓	✓	✓
LCN (www.lcn.com)	Starter	01438 342 490	£30	1GB	1GB	10	✓	✓	✓	✓	✓	✓	✓	✓
LCN (www.lcn.com)	Starter	01438 342 490	£30	1GB	1GB	10	✓	✓	✓	✓	✓	✓	✓	✓
LCN (www.lcn.com)	Dynamic	01438 342 490	£50	2GB	2GB	20	✓	✓	✓	✓	✓	✓	✓	✓
LCN (www.lcn.com)	Premium	01438 342 490	£80	5GB	5GB	50	✓	✓	✓	✓	✓	✓	✓	✓
LCN (www.lcn.com)	Unlimited	01438 342 490	£120	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
LD Hosts (http://ldhosts.co.uk)	LD Budget (Linux)	07891 235858	£11.88	1GB	1GB	500	✓	✓	✓	✓	✓	✓	✓	✓
LD Hosts (http://ldhosts.co.uk)	LD Home (Linux)	07891 235858	£23.88	10GB	10GB	5,000	✓	✓	✓	✓	✓	✓	✓	✓
LD Hosts (http://ldhosts.co.uk)	LD Pro (Linux)	07891 235858	£41.88	50GB	50GB	20,000	✓	✓	✓	✓	✓	✓	✓	✓
LD Hosts (http://ldhosts.co.uk)	LD Unlimited (Linux)	07891 235858	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
LD Hosts (http://ldhosts.co.uk)	Windows Home	07891 235858	£17.88	2GB	2GB	1,000	✓	✓	✓	✓	✓	✓	✓	✓
LD Hosts (http://ldhosts.co.uk)	Windows Unlimited	07891 235858	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Media Temple (http://mediatemple.net)	Shared-Server Pro	+1 310 841 5500	£64	2GB	1TB	1,000	✓	✓	✓	✓	✓	✓	✓	✓
NameHOG www.namehog.net Affordable Internet Solutions	EMAIL ONLY	01604 212 904	£11.99	2.5GB	15GB	10	✓	✓	✓	✓	✓	✓	✓	✓
	STARTER	01604 212 904	£36.99	10GB	150GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
	HOME PRO	01604 212 904	£59.99	25GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
	BUSINESS	01604 212 904	£109.99	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Namesco (www.names.co.uk)	StartUp Plus	0845 363 3632	£89.99	500MB	5GB	10	✓	✓	✓	✓	✓	✓	✓	✓
Namesco (www.names.co.uk)	Business	0845 363 3632	£149.99	2,000MB	20GB	100	✓	✓	✓	✓	✓	✓	✓	✓
Namesco (www.names.co.uk)	Business Plus	0845 363 3632	£89.99	3,000MB	30GB	200	✓	✓	✓	✓	✓	✓	✓	✓
Namesco (www.names.co.uk)	Designer	0845 363 3632	£239.88	1GB	20GB	200	✓	✓	✓	✓	✓	✓	✓	✓
Namesco (www.names.co.uk)	Designer Plus	0845 363 3632	£479.88	Unlimited	30GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Netcetera www.netcetera.co.uk	DEVELOPER	0800 061 2801	£32.89	1GB	Unlimited	500	✓	✓	✓	✓	✓	✓	✓	✓
	ONE	0800 061 2801	£109.99	5GB	Unlimited	1000	✓	✓	✓	✓	✓	✓	✓	✓
	RESELLER	0800 061 2801	£274.89	Unlimited	Unlimited	1000	✓	✓	✓	✓	✓	✓	✓	✓
	VM500 Server	0800 061 2801	£300	20GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
	2200DC Server	0800 061 2801	£720	160GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
	3000DC Server	0800 061 2801	£1,200	2x500GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Netplan (www.netplan.co.uk)	2600QC Server	0800 061 2801	£1,800	2x500GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
	Shared 100	0207 1000 424	£60	100MB	1GB	5	✓	✓	✓	✓	✓	✓	✓	✓
	VS100	0207 1000 424	£600	5GB	5GB	5	✓	✓	✓	✓	✓	✓	✓	✓
	VS200	0207 1000 424	£1,000	10GB	10GB	10	✓	✓	✓	✓	✓	✓	✓	✓
	VS300	0207 1000 424	£2,000	15GB	50GB	20	✓	✓	✓	✓	✓	✓	✓	✓
	Dedicated Servers	0207 1000 424	£3,000+	73GB+	1,500GB	100+	✓	✓	✓	✓	✓	✓	✓	✓
PurplePaw (www.purplepaw.co.uk)	Email	N/A	£25	100MB	1GB	10	✓	✓	✓	✓	✓	✓	✓	✓
PurplePaw (www.purplepaw.co.uk)	Play	N/A	£40	100MB	1GB	10	✓	✓	✓	✓	✓	✓	✓	✓
PurplePaw (www.purplepaw.co.uk)	Plus	N/A	£65	750MB	5GB	25	✓	✓	✓	✓	✓	✓	✓	✓
PurplePaw (www.purplepaw.co.uk)	Power	N/A	£95	2GB	10GB	100	✓	✓	✓	✓	✓	✓	✓	✓
PurplePaw (www.purplepaw.co.uk)	R3 Reseller	N/A	£660	10GB	50GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Reddex UK (www.reddexuk.com)	Reddex Design Starter	0843 289 4625	£18	1GB	Unlimited	10	✓	✓	✓	✓	✓	✓	✓	✓
Reddex UK (www.reddexuk.com)	Reddex Design Business	0843 289 4625	£59.88	10GB	Unlimited	100	✓	✓	✓	✓	✓	✓	✓	✓
Reddex UK (www.reddexuk.com)	Reddex Design Premium	0843 289 4625	£107.88	100GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Skymarket (www.skymarket.co.uk)	Standard 1	0800 321 7788	£49	10MB	2GB	1	✓	✓	✓	✓	✓	✓	✓	✓
Skymarket (www.skymarket.co.uk)	Standard 2	0800 321 7788	£69	20MB	2GB	1	✓	✓	✓	✓	✓	✓	✓	✓

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NAME AND URL	PACKAGE	PHONE NUMBER	COST PER YEAR	WEB SPACE	MONTHLY BANDWIDTH	POP3 ACCOUNTS	DATABASE SUPPORT	SHOPPING CART	VIRUS FILTER	FIREWALL	PHONE SUPPORT	EMAIL SUPPORT	WEB CONTROL PANEL	SERVICE LEVEL AGREEMENT
Skymarket (www.skymarket.co.uk)	Premium 1	0800 321 7788	£99	25MB	2GB	1	✓	✓	✓	✓	✓	✓	✓	✓
Skymarket (www.skymarket.co.uk)	Premium 2	0800 321 7788	£149	50MB	2GB	1	✓	✓	✓	✓	✓	✓	✓	✓
STRATO Hosting (www.strato-hosting.co.uk)	STRATO BasicWeb	00800 8007 0070	£48	2GB	Unlimited	1,000	✓	✓	✓	✓	✓	✓	✓	✓
STRATO Hosting (www.strato-hosting.co.uk)	STRATO PowerWeb	00800 8007 0070	£72	6GB	Unlimited	2,000	✓	✓	✓	✓	✓	✓	✓	✓
STRATO Hosting (www.strato-hosting.co.uk)	STRATO AdvancedWeb	00800 8007 0070	£120	20GB	Unlimited	4,000	✓	✓	✓	✓	✓	✓	✓	✓
STRATO Hosting (www.strato-hosting.co.uk)	STRATO EnterpriseWeb	00800 8007 0070	£180	50GB	Unlimited	6,000	✓	✓	✓	✓	✓	✓	✓	✓
Streamline.net (www.streamline.net)	Trial (3 month)	0844 941 1000	N/A	10GB	Unlimited	1,000	✓	Option	✓	✓	✓	✓	✓	✓
Streamline.net (www.streamline.net)	Starter	0844 941 1000	£23.88	500MB	Unlimited	20	✓	Option	✓	✓	✓	✓	✓	✓
Streamline.net (www.streamline.net)	Personal	0844 941 1000	£41.88	3GB	Unlimited	500	✓	Option	✓	✓	✓	✓	✓	✓
Streamline.net (www.streamline.net)	Plus	0844 941 1000	£71.88	10GB	Unlimited	1,000	✓	Option	✓	✓	✓	✓	✓	✓
Streamline.net (www.streamline.net)	Multisite	0844 941 1000	£137.88	20GB	Unlimited	Unlimited	✓	Option	✓	✓	✓	✓	✓	✓
Swish Hosting (www.swishhosting.co.uk)	Email	08445 67 69 71	£18	-	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Swish Hosting (www.swishhosting.co.uk)	Windows Hosting	08445 67 69 71	£66	-	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Swish Hosting (www.swishhosting.co.uk)	Linux Hosting	08445 67 69 71	£66	-	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Swish Hosting (www.swishhosting.co.uk)	eCommerce	08445 67 69 71	£90	-	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Swish Hosting (www.swishhosting.co.uk)	SiteBuilder	08445 67 69 71	£12	-	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Switch Media (www.switchmedia.com)	Switch Standard	0151 236 9111	£159	1GB	50GB	500	✓	✓	✓	✓	✓	✓	✓	✓
Switch Media (www.switchmedia.com)	Switch Business	0151 236 9111	£249	10GB	150GB	1500	✓	✓	✓	✓	✓	✓	✓	✓
Switch Media (www.switchmedia.com)	Business Pro	0151 236 9111	£348.96	20GB	300GB	5000	✓	✓	✓	✓	✓	✓	✓	✓
thename.co.uk (www.thename.co.uk)	Parking	0870 765 6364	£52.88	25MB	500MB	15	✓	✓	✓	✓	✓	✓	✓	✓
thename.co.uk (www.thename.co.uk)	Forwarding	0870 765 6364	From £15	N/A	500MB	N/A	✓	✓	✓	✓	✓	✓	✓	✓
thename.co.uk (www.thename.co.uk)	Hosting	0870 765 6364	From £7.50	N/A	N/A	N/A	✓	✓	✓	✓	✓	✓	✓	✓
Tidy Web Hosting (www.tidywebhosting.co.uk)	Entry	0844 884 9100	£25	100MB	1GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Tidy Web Hosting (www.tidywebhosting.co.uk)	Home	0844 884 9100	£50	500MB	5GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Tidy Web Hosting (www.tidywebhosting.co.uk)	HomePro	0844 884 9100	£100	1GB	10GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Tidy Web Hosting (www.tidywebhosting.co.uk)	Business	0844 884 9100	£150	2GB	20GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Tidy Web Hosting (www.tidywebhosting.co.uk)	BusinessPro	0844 884 9100	£250	5GB	50GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
TwentyHost (www.twentyhost.co.uk)	Basic55	0845 641 0776	£24	100MB	1,500MB	25	✓	✓	✓	✓	✓	✓	✓	✓
TwentyHost (www.twentyhost.co.uk)	Standard55	0845 641 0776	£45	200MB	3,000MB	50	✓	✓	✓	✓	✓	✓	✓	✓
TwentyHost (www.twentyhost.co.uk)	Business55	0845 641 0776	£70	500MB	7,500MB	100	✓	✓	✓	✓	✓	✓	✓	✓
TwentyHost (www.twentyhost.co.uk)	Advanced55	0845 641 0776	£110	1,000MB	15,000MB	200	✓	✓	✓	✓	✓	✓	✓	✓
VARIHOST (www.varihost.net)	WordPress Basic	0208 144 7057	£47.88	2GB	10GB	10	✓	✓	✓	✓	✓	✓	✓	✓
VARIHOST (www.varihost.net)	WordPress Plus	0208 144 7057	£71.88	4GB	100GB	100	✓	✓	✓	✓	✓	✓	✓	✓
VARIHOST (www.varihost.net)	WordPress Extra	0208 144 7057	£119.88	unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
WebFusion (www.webfusion.co.uk)	Fusion Professional	0845 130 1602	£107.40	5GB	50GB	1,000	✓	✓	✓	✓	✓	✓	✓	✓
WebFusion (www.webfusion.co.uk)	Fusion Business	0845 130 1602	£179.40	10GB	150GB	1,500	✓	✓	✓	✓	✓	✓	✓	✓
WebFusion (www.webfusion.co.uk)	Fusion Developer	0845 130 1602	£227.40	20GB	300GB	5,000	✓	✓	✓	✓	✓	✓	✓	✓
WebFusion (www.webfusion.co.uk)	Fusion Reseller	0845 130 1602	£329.99	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Web Wiz (www.webwiz.co.uk)	Windows Starter	0844 358 1450	£69.95	1GB	25GB	100	✓	✓	✓	✓	✓	✓	✓	✓
Web Wiz (www.webwiz.co.uk)	Windows Professional	0844 358 1450	£149.95	4GB	100GB	500	✓	✓	✓	✓	✓	✓	✓	✓
Web Wiz (www.webwiz.co.uk)	Windows Starter Reseller	0844 358 1450	£199.95	5GB	25GB	500	✓	✓	✓	✓	✓	✓	✓	✓
 Zen Internet www.zen.co.uk	Bronze (Linux)	0845 058 9000	£47.88	2GB	20GB	10	✓	✓	✓	✓	✓	✓	✓	✓
	Silver (Linux)	0845 058 9000	£95.88	5GB	50GB	25	✓	✓	✓	✓	✓	✓	✓	✓
	Gold (Linux)	0845 058 9000	£143.88	10GB	100GB	50	✓	✓	✓	✓	✓	✓	✓	✓
	Platinum (Linux)	0845 058 9000	£239.88	50GB	250GB	100	✓	✓	✓	✓	✓	✓	✓	✓
	Reseller (Linux)	0845 058 9000	£479.88	150GB	500GB	250	✓	✓	✓	✓	✓	✓	✓	✓
	Designer (Windows)	0845 058 9000	£59.88	2GB	20GB	-	✓	✓	✓	✓	✓	✓	✓	✓
	Developer (Windows)	0845 058 9000	£179.88	10GB	100GB	-	✓	✓	✓	✓	✓	✓	✓	✓

Golden rules to top hosting

We identify and explain the key criteria for success...

1

The best resources for you

Selecting your ideal package is largely determined by the kinds of resources and quantity of features you require from your hosting solution. Key criteria like web space and monthly bandwidth are important for those services likely to be subjected to heavy amounts of traffic, which is why package solutions for enterprise applications are typically much more expensive. The general rule of thumb is not to buy more than you need or underestimate potential requirements...

2

Competitive and reliable

The hosting market is big business and hosting providers do try to drive prices down in a bid to entice your custom. Use our chart to compare costs, but be sure to visit the vendor websites to keep track of the latest deals, as they change. Remember that low price should not always be a deciding factor and that paying a premium for a more reliable, trusted and experienced vendor can offer you much better value for money in the long term.

3

Putting you in control

Modern hosting is all about giving customers the power to set up, monitor and maintain their web space with minimal fuss. Most commercial vendors offer access to award-winning and intuitive control panels that enable you to log in remotely and intuitively tweak your account, without the need to relay complicated instructions down the phone. Be sure to find out from your potential host as much as you can about the control panel and request a demo.

4

Fantastic customer support

If all else fails and you need some extra help to get your hosting back online, then a commitment to future customer support is key. Many vendors offer a service-level agreement which outlines what you can expect here, however most will be more explicit about whether phone support is included or email contact is preferred. Think about what you need for peace of mind and factor good, comprehensive technical support against the price.



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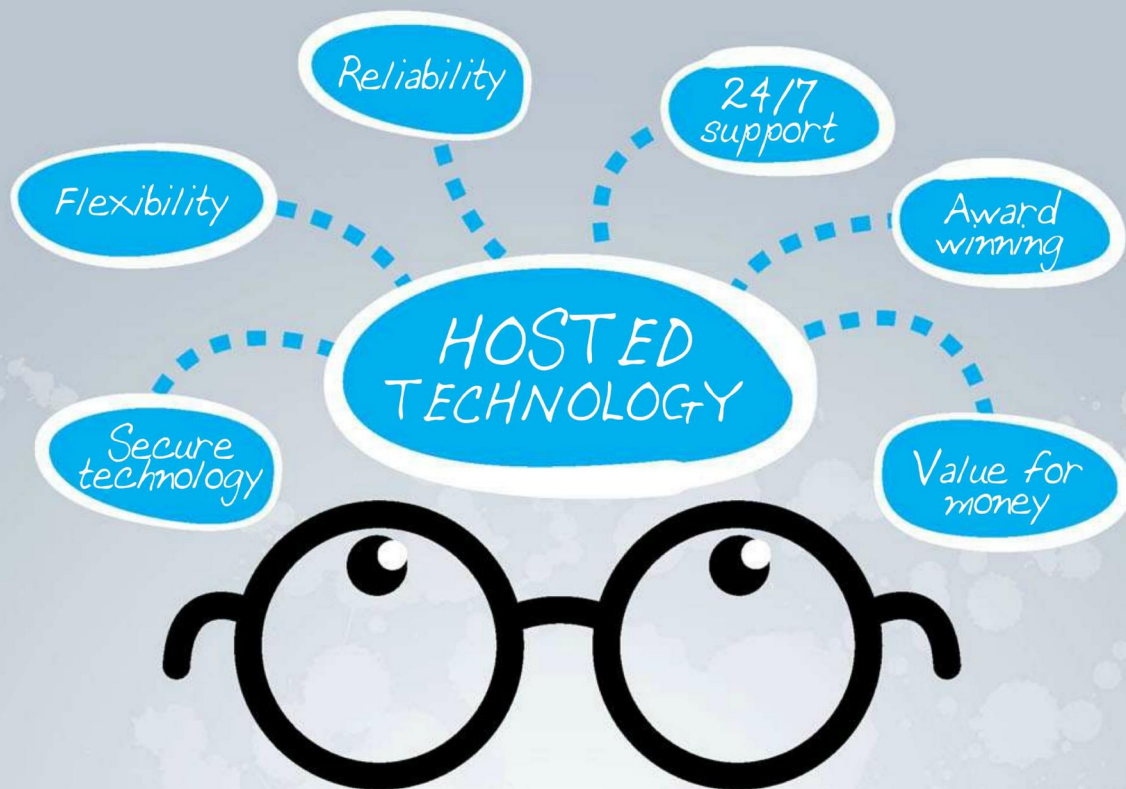
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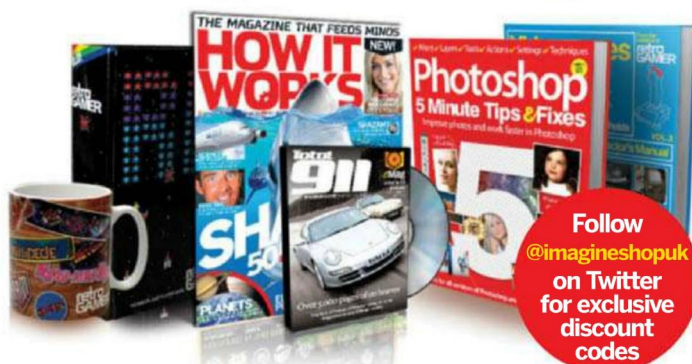
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Spacing

While padding and margins are now used to create visual spacing between elements, empty tables were often employed to create the necessary placing of page elements.

Background image

The footer uses the ever-popular background image technique to create a canvas for the element.



Single image

A single image, and multicoloured text link provided the gateway to the main website, which was simply a small image and links to the main components of the site.



2005

Web design relic

Tables

The vast majority of the National Geographic website was still using tables for the site layout. However, there were early signs of the introduction of div tags.

1996

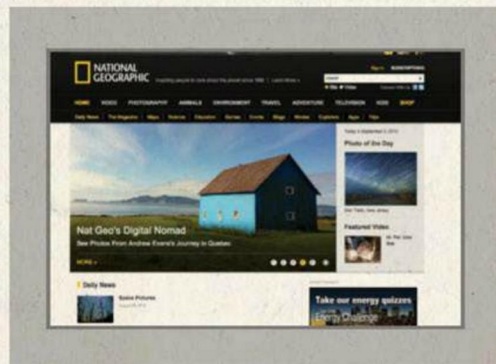
National Geographic www.nationalgeographic.com

National Geographic is an organisation with a long and illustrious heritage; a set of ingredients that make its website what it is today

National Geographic is synonymous with nature, history and science. It has been around since 1888 and is one of the largest nonprofit scientific and educational institutions in the world. It has been in print longer than the web has been in existence, and has a vast wealth of experience and content to draw from. The National

Geographic website first made an appearance back in 1996, and was just a gateway image to a simple site. However, it wasn't until around 1999 that the site started to adopt the company branding. The distinctive yellow border became a focal point that helped shape the current web presence and its predecessors.

🌀 The National Geographic website first made an appearance back in 1996, and was just a gateway image 🌀





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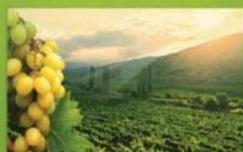
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