

33  
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ADD GOOGLE  
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Speech API to  
interact with  
webpages

### STICKY CSS HEADERS

Grab a user's attention with  
persistent section titles

### HOW TO

- Use LESS to power up CSS
- Make mobile sliders with Swiper
- Create subtle jQuery scrolling effects
- Add visual impact with slide-in text titles



HTML5  
ANIMATION

Fire up the TweenJS library  
to create Canvas-based tweens



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ISSUE 213

## APACHE MASTERCLASS

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# Welcome to the issue

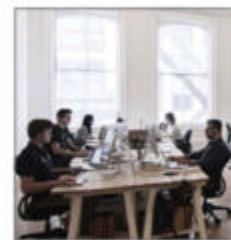
## THE WEB DESIGNER MISSION

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



Steve Jenkins

## Highlight



Not focusing on the tools we use allows us to get back to telling stories in a visually rich way

Web Designer meets up with Danish digital masters of the visual universe Hello Monday  
Page 34

## From HTML mockup to WordPress theme



WordPress is the world's most popular web publishing platform for a very good reason. In fact, several reasons. It's free, open source, easy to install and boasts thousands of beautiful themes. But, designers don't always want other designers' themes - what they want is their very own custom creation.

This issue we have called upon the talents of WordPress author and expert Thord Daniel Hedengren. He reveals the processes and practices needed to transform a HTML template into a working WordPress theme on page 42.

The trend of flat UI has brought the user interface back into focus, and it's one of the key components of any site or

app. Get it right and users will come back for more, but get it wrong and users will simply move on. Designers need to consider the user more than ever and our Build Brilliant Interfaces feature on page 72 is here to help. Find out why UI is so important and discover in our step-by-step guides how to create a custom collection of UI components.

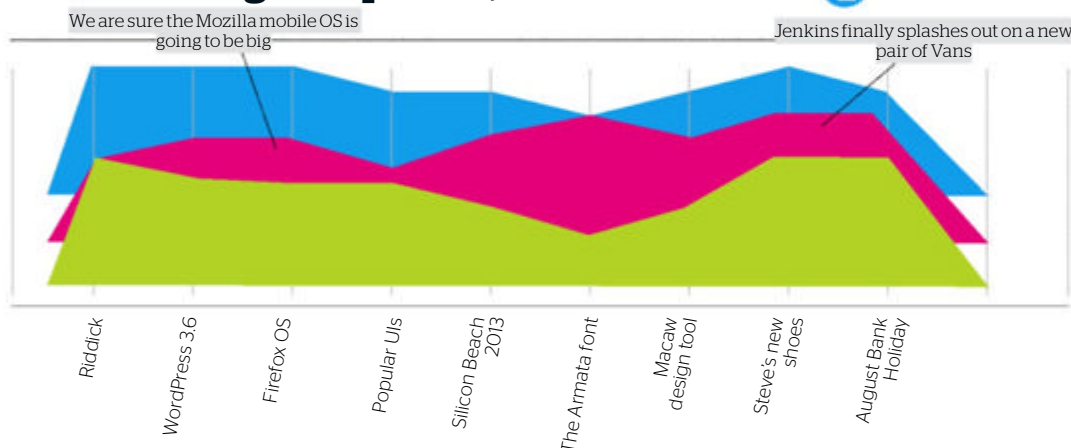
The premise of building your own web server can be a frightening prospect. However, our Apache masterclass on page 80 should go a long way in helping to remove the fear factor. Discover how to install and configure the popular web server software and make it work for you.

Finally, don't forget to check out our new look Lightbox pages offering inspiration and associated techniques. As always, look forward to seeing you again next issue.

To kick off a project, get a design idea, some sketches, and then a quick HTML mockup

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## Excitograph

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

Steve Jenkins, Deputy Editor  
Rachel Shemilt, Designer  
Victoria Richards, 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...

☞ Get your idea, your sketch, and a mockup, and then write the HTML and CSS to test everything out ☜



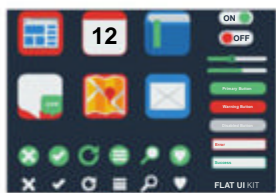
**Thord Daniel Hedengren**

Thord, often referred to as TDH, is an author, speaker, web designer and all-round WordPress expert. This issue he reveals the complete process behind taking a simple HTML mockup and turning it into a contemporary WordPress theme for desktop and mobile. **Page 42**

### Daniel Duke



Daniel Duke is a talented graphic designer and illustrator who loves to design. This issue he takes on the challenge of getting creative, while providing practical advice on building great-looking user interfaces. **Page 72**



### Richard Elliot



Richard is a keen web developer who likes to get his hands dirty with a variety of code. This issue he tackles the extremely popular web server software Apache. Find out how to install, configure and take full control of your own web server. **Page 80**



### Mark Shufflebottom



Mark is a motion and interactive designer, speaker and an Adobe Education leader. This issue he demonstrates the art of making smooth touchscreen mobile sliders using the Swiper framework. **Page 66**



### Sam Hampton-Smith



Sam is a graphic designer and web developer based in Scotland. He works with a host of clients across the UK. This issue he gets to grips with the TweenJS library and reveals how to create some great HTML5 animations. **Page 62**

### Jayson Winters



Jayson is the creative lead at Brace Design and is always looking to provide a better customer experience with great UI experiences. His remit for this issue was to demonstrate how to create sticky section headers using CSS. **Page 56**

### Tim Stone



Tim is a front-end developer who earned a first-class degree in Interactive Media Production at Bournemouth Uni. This issue he gets vocal about the Web Speech API pioneered by Google as he demonstrates how to add voice control. **Page 52**

### Mark Billen



Mark is a freelance technology journalist with a background in web design and development. This issue he tackles the new look Lightbox pages and reveals how to create a host of quick-fire techniques you need to know. **Page 16**

### Kieron Howard



Kieron is web developer who has a passion for PHP and runs his own blog where he imparts his impressive wisdom. This issue he employs the services of PhoneGap to turn a WordPress blog into a mobile app. **Page 86**

**Got web skills?**  
We're always looking for the hottest web-design talent. Email [webdesigner@imagine-publishing.co.uk](mailto:webdesigner@imagine-publishing.co.uk) with examples of your creative work

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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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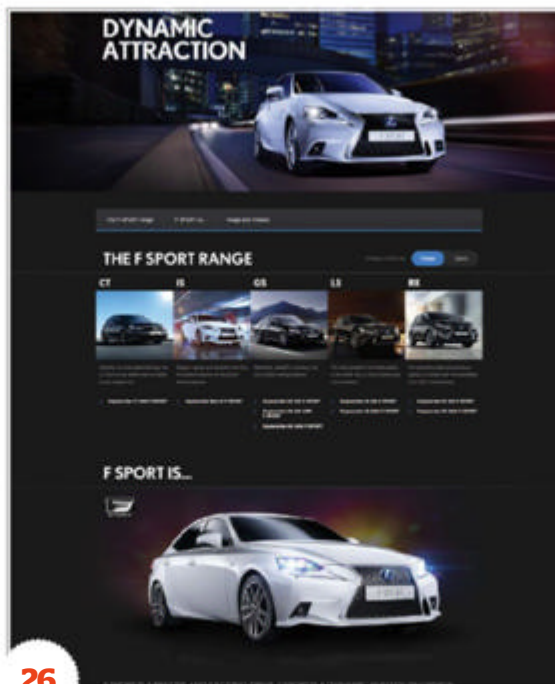
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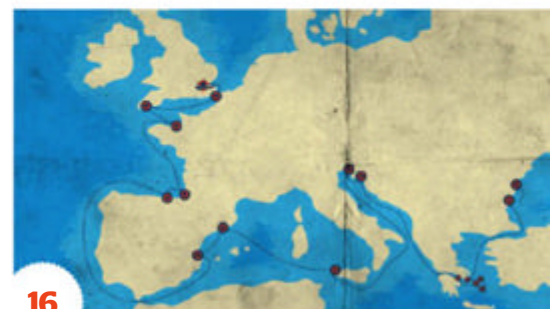
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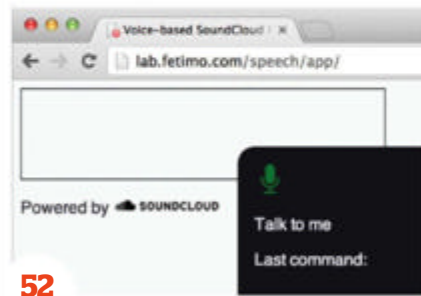


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If you have a creative project, new web product or great designer story, contact the editorial desk

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# Will Firefox OS change the way we design for mobile?

Could Mozilla's adoption of HTML, CSS and JavaScript for building apps redefine the small-screen landscape? We take a closer look

**B**ack in late 2004 the first incarnation of Firefox made tentative steps into the browser market looking to create a better web. Nearly ten years later, it has become a worldwide success.

Mozilla's mission to create a better web has evolved and has seen them branch out into the world of open-source operating systems with Firefox OS. The beauty of the platform is that it is built with web technologies at its heart, and for this very reason is an appealing proposition.

The OS has a strong connection with HTML, CSS and Javascript, the premise of a mobile OS built with these technologies makes development for the platform a must. It's free from proprietary technology, which makes it flexible and undoubtedly capable.

Its open-source nature effectively means that Firefox OS, or at least the UI, is effectively a web app. meaning it can be built for without the need to learn expansive new languages.

One of the issues that Firefox OS has encountered since its inception has

been the struggle to carve out a niche in a heavily populated market. With iOS, Android and Windows Phone staking a large slice of the market Mozilla needs to convince developers to build for the platform. The enticing potential of a free phone was one way that Mozilla tempted developers.

“ It's [Firefox OS] free from proprietary technology, which makes its flexible and undoubtedly capable ”

However, tempting developers was only part of the jigsaw, the other was to tempt the phone manufacturers. While the big players in the market are not keen to join forces with Firefox OS, lesser-known manufacturers are. Alcatel, ZTE, LG and Huawei may not have the market presence of Samsung or Apple, but combined their market share is close to Apple. In the future

there could be millions of phones on the market happily hosting Firefox OS.

The next big issue for adoption is apps. Currently, the Firefox Marketplace is at the early stages of development with less than 2,000 apps. To really compete, the OS needs to develop on both fronts. The

manufacturers' issue is beyond developers, but the option to create and develop apps for the OS is a different prospect. For those who want to start building apps, Mozilla has plenty of resources available. The resources do not focus solely on providing the developments tools, but instead cover the whole gamut from concept up to publishing.

The resources are split into three categories: Design, Build, Publish. The Design guidelines are sparse, but the UI Guidelines ([mzl.la/19xwOXD](https://mzl.la/19xwOXD)) do provide great pointers on responsive design and navigation patterns.

The Build category is more in-depth with an intro to Firefox OS, reference apps, requirements for developers ([mzl.la/13zF6WE](https://mzl.la/13zF6WE)) who have a site they wish to turn into an installable app. The Tools ([mzl.la/132ZL6s](https://mzl.la/132ZL6s)) section is a key area for developers. There are templates, a validator, a Firefox OS simulator and a default set of tools.

The final part is Publish, which offers essential information on review criteria, submission, deploying an app and how developers can get paid. This may prove to be a bone of contention as country support is currently limited.

There is an undoubtedly long and winding path for Firefox OS to tread before it reaches the heights of the Firefox browser. With its current development path it seems that the UK and the US could, for a change, be the last to fulfill the potential of Firefox OS.





## COMMENT

## Tristan Nitot

Principal evangelist and founder of Mozilla in Europe

“ Firefox OS marks a significant milestone for the mobile industry, enabling for the first time devices to be manufactured to totally open web standards. It creates a level playing field and provides an alternative to current, closed mobile ecosystems that lock developers and consumers in.

Mozilla's mission is to promote innovation on the web, and increasingly, the web is being accessed on mobile devices. The mobile landscape is fragmented, forcing consumers and developers to choose between proprietary ecosystems and stifling choice and control. Just as we opened up the desktop web, Mozilla seeks to open the mobile web by advancing dozens of standards that will make it the platform of choice for mobile development.

The web has always been a development platform and has millions of developers creating content for it. Apps powered by the open web solve the fragmentation issues and allow developers to have direct relationships with customers.

Firefox OS extends what developers can already do with the web. We don't want Firefox OS to lead to apps that only run atop Firefox OS or the Firefox browser. That's an important difference between what we're doing and proprietary mobile stacks today: we don't want a competitive advantage for Mozilla; we want a competitive advantage for the entire web. ”

## HOW FIREFOX OS CONNECTS HTML5 TO HARDWARE



Firefox OS combines key components that bring web standards to the platform, the 3 G's: Gaia, Gecko and Gonk. Gaia is the UI (effectively the HTML5 layer), written entirely in HTML, CSS and JavaScript, interfacing with the OS via open Web APIs implemented by Gecko. This is the open-source layout engine used in a host of apps developed by Mozilla, notably the Firefox web browser. Gonk is the backend that runs the system, a Linux distribution consisting of a hardware abstraction layer.

## Who makes Firefox OS phones?

The Mozilla platform has made its way onto a selection of lesser-known phone brands. Here are some examples of a couple of the Firefox OS small-screen companions.



Alcatel onetouch Fire  
[www.alcatelonetouch.com](http://www.alcatelonetouch.com)



ZTE Open  
[www.ztedevices.com](http://www.ztedevices.com)

Alcatel and ZTE are not the only manufacturers and suppliers to jump on board the Firefox OS bandwagon. Other brands such as LG, Sony and T-Mobile are also gearing up to release Firefox OS phones in the near future. However, UK and US users may have to wait a while to get involved as the current release line-up for 2013 only lists Mexico, Brazil, Columbia, Venezuela, Spain, Poland, Hungary and Montenegro.

## &lt;news cloud&gt;

Bite-sized coverage of the month's trending topics

## Microsoft reveals IE11 Developer preview

Owners of Windows 7, (Windows 8 owners can already get the preview) can now get their hands on a developer preview version of Internet Explorer 11. Download the preview from [bit.ly/10UEPmT](http://bit.ly/10UEPmT) to take a look at all the latest improvements and under-the-hood changes. Let us know what you think @WebDesignerMag

## IE11

## Responsive

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The competitively-priced Chromecast employs HTML5 and WebRTC

## Google

## TIFF

A simple tool for comparing fonts

## Adobe

## Adobe launches Kuler beta

Adobe has released a beta build of its colour-picker service for users to try out the latest changes. Included in the new-look service is a resurrected feature that allows users to extract colours from a photo. Also on offer is an improved colour wheel. Take the service for a test run at [adobe.ly/19xye40](http://adobe.ly/19xye40)

Google fixes 17 flaws in Chrome 28, paying out over \$30,000 to security researchers

## Chrome

# Are you ready for Web Animations?

A new working draft looks to bring together CSS and SVG to create the next generation of dynamic web-based animation

**H**TML5 and CSS3 have been touted as the saviour of the web as we know it - but even these revered elements are nowhere near the complete article. There are a host of groups working behind the scenes looking to fulfill the specs' promise and the designers' hopes.

Animating the web is part of the future and Web Animations is a solution described as a 'common model for animation that underlies CSS and SVG. It covers the common features of both, plus a few only found in one or the other.' Several options for animation exist, but all are at the early stages of development. Web Animations is looking to build on these and bring together CSS and SVG animation. Currently, both have a lack of all-round support, including Microsoft, who have yet to support SVG animation.

because they want to see a single model, hence the web animations proposal.

The Web Animation spec brings together its own selection of features (including speed control and custom effects), while integrating keyframe animation from CSS and event-based timing from SVG as well.

The specification is nowhere near the finished article, but it adds another exciting layer to the possibilities of what can be done with animation on the web. Who's using it? Very few that we know of, but being at the experimental stage, there are examples about. Check out web-animations-js on GitHub ([bit.ly/13xPIvF](http://bit.ly/13xPIvF)) for more. Alternatively, check out the links in our essential resources section. If you have something to say regarding web animations, do let us know at

@WebDesignerMag.



**COMMENT**  
**Mark Shufflebottom**  
New media designer and Adobe Education Leader

“The state of web animation at the moment has been slightly set back. There once was a time when very lean animations could be put together in Flash and published for all to see, but with the lack of support for Flash across all platforms that has become a redundant option. The one very good aspect to Flash as an IDE was that it was easy to create animation in a timeline, and this ease of use enabled its popularity.

As it stands, there are a number of different options available for animation currently. Some are using animated GIFs that still remain slightly bulky for producing anything intense. Adobe have produced Edge Animate, which allows for an easy-to-use timeline approach and has scripting ability that is based on DOM elements, so it can be seen across all devices. Using the CreateJS plug-in for Flash it's possible to export animation into a HTML5 Canvas element, so there is still some life left in the Flash IDE. As well as that, if you are inclined to play with code then of course there is jQuery, JavaScript and CSS, which can animate elements in the DOM, in the Canvas element, in WebGL or in an SVG. What is missing from these is a standard way to control animation, whether using JavaScript or CSS.

## Web Animations 1.0 essential resources

W3C FIRST PUBLIC WORKING DRAFT  
[www.w3.org/TR/web-animations](http://www.w3.org/TR/web-animations)

W3C EDITOR'S DRAFT  
[dev.w3.org/ftxf/web-animations](http://dev.w3.org/ftxf/web-animations)

W3C CSS ANIMATIONS WORKING DRAFT  
[www.w3.org/TR/css3-animations](http://www.w3.org/TR/css3-animations)

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# Website legislation

Daniel Foster co-founded **34SP.com** in 2001 after graduating from The University of Manchester. He predicts that 'the cloud' will have a huge impact on how businesses work in years to come.



**Daniel Foster**

## Does your site adhere to the latest online laws?

**M**aybe you own a web design company, or are a freelancer hoping to set up shop on your own. You may be concerned about potential pitfalls along the way – a strong competitor or an unfortunate economic crisis. These are undoubtedly real threats, but there could be a problem closer to home that you hadn't considered: your own website could be your downfall. Not many business owners know this but if you aren't complying with the latest in website and online legislation, the ramifications could be extremely damaging. It's not a lost irony that so many websites are important to so many businesses these days, yet we know so little about the rules that apply. So what are the most important pieces of legislation we need to know about?

It's pretty obvious that the Data Protection Act exists to protect how the sensitive personal information businesses hold is used and shared. Or else, you'd think it was obvious. Earlier this year, Brunel University commissioned a study concluding that 48 per cent of the UK's websites are in breach of EU data protection laws and are inadvertently sharing customer data.

Companies that are doing this could very well end up in deep water. For example, having failed to address a vulnerability in its website, potentially exposing sensitive data, tech giant Sony was fined £250,000 by the Information Commissioner's Office (ICO), the body in charge of website legislation.

But it's not just big businesses who ought to be worried about being caught out by the ICO. Internet estate agency, Virtual Property World, is currently being investigated by the ICO for publishing the details of customers on its website, including bank accounts, telephone numbers, addresses and house price purchase details. Not only could this result in a substantial fine, it could be seriously damaging to the brand as well as its users.

Think that's it? Think on! Your website must also comply with 2012's EU Cookie Law. In fact, companies trading within EU member states have had to comply with it since May 2012. So if you're not already, get your skates on. Cookies help websites tailor future site visits so that the user's experience is enhanced via relevant adverts, basket suggestions and other personalised content. EU cookie law requires that websites and the companies who own them seek their visitors' consent before placing a cookie on their computer. So this

means asking your site's visitors to check a box saying that they accept the cookies you have on your site. You'll almost certainly have experienced this for yourself. The thing is, not all websites have asked their visitors if they are happy to accept their cookies. To date, the ICO has been fairly lenient about this and has only sent out warning letters to non-compliant companies.

However, last year, the ICO's director of data protection, David Smith, stressed that not complying and hoping to get away scot-free is not an option. While the maximum fine for failing to adhere to the new cookie legislation (£500,000) is unlikely to be applied soon, the ICO has made signals that it will be more assertive in the future.

So, which other website legislation should you keep up to speed with to avoid potential penalties? Since 1 December 2012, it's been a requirement of UK law for even the smallest firms to meet the Payment Card Industry Data Security Standard (PCI DSS). Brought in by card companies such as Visa and MasterCard following a number of high-profile security breaches, the PCI DSS has been designed to bring greater standards to merchants who process card payments online. If this includes you, listen up: companies that don't comply with these regulations can receive extremely hefty fines. It's a somewhat extreme example, but Nationwide was last year fined £1 million by the Financial Services Authority for PCI DSS non-compliance; and with smaller companies facing fines of around £50,000, it's not a risk worth taking.

So, how do you avoid flouting this law? If you are accepting payments online, you need to check that the web hosting company you use is compliant and will keep users' payment details safe, along with any other personal or sensitive data they might share with you. A good host will offer a compliant hosting package that adheres to the PCI DSS, along with any updates.

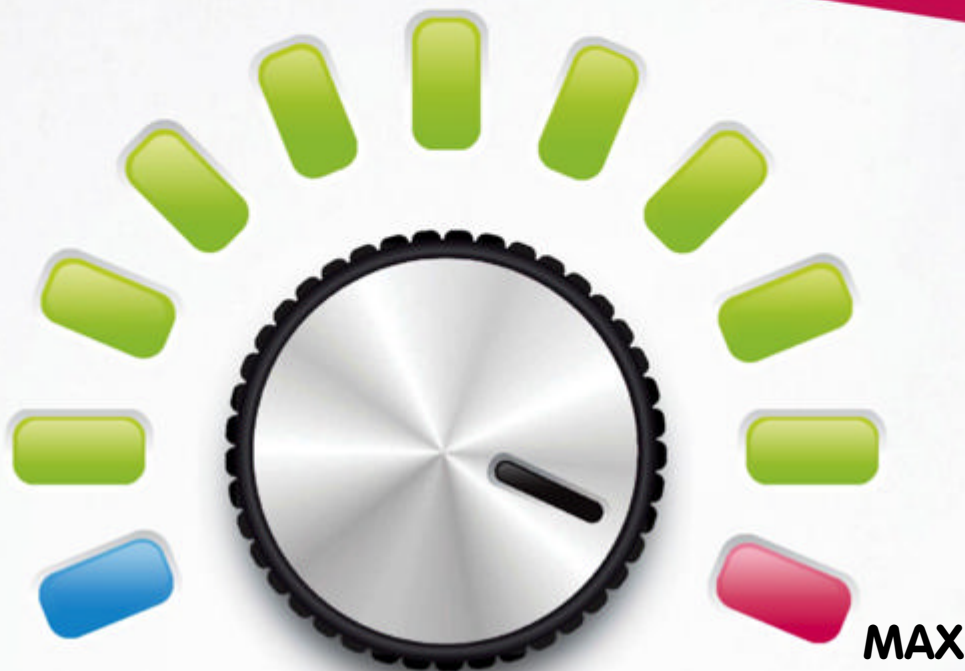
If you're worried that your site may be breaking the rules in some way then probably the best place to swot up is the ICO website, a comprehensive source of information for all website legislation that also alerts companies about any new changes. Likewise, for pieces of legislation such as the PCI DSS, speak to your web host. Any good web host will be up to speed with the requirements for businesses when it comes to online payments and transfers. If you don't know, just ask – there will always be someone who can help.



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# Monetise your site

James Woods is the Head of Affiliates for the international online betting and gaming group bet365. They have won a substantial number of awards for the programme over the last couple of years.



James Woods

## Join the affiliate revolution and start making some serious cash

**A**ffiliate marketing is one of the most popular forms of internet advertising. It is the process of a third party (the affiliate), promoting a particular brand or product that has an affiliate programme, in exchange for commissions which are dictated by the affiliate agreement. Traditionally, these commissions are for the most part performance based. For example, the preferred revenue share system, whereby affiliates receive a cut of the total net revenue apportioned to the customers they have referred. Taking a share of the ongoing revenue is a popular means of payment for online advertising, because it provides the affiliate with returns to scale. The level of commissions earned by an affiliate on a revenue share deal will be proportional to the level of traffic the affiliate sends to the advertiser.

Affiliate schemes are extremely easy to get involved in. So long as the affiliate's website is attractive and serves a function, in all likelihood it will be a welcome affiliation for the advertiser. Often there will be a dedicated team to support new affiliates, who will offer all manner of instructional materials and content in order to optimise the earning potential of a site as quickly as possible. Once the relationship has been established, affiliates may be passed on to a more specialised manager who will be able to build on the solid foundations of the relationship in order to maximise affiliate earnings for the longer term. Affiliate managers are well placed to advise on all aspects of attracting website traffic, such as SEO, PPC, social media and more specifically the best converting means of pushing the brands that they represent.

The beauty of these affiliate schemes is their open-endedness and flexibility. There are no limitations to how many programmes the affiliate can sign up to and most schemes offer creative means of integrating their affiliate brand into the advertiser's platform.

Most advertisers offer reams of creative content such as banners and editorials, which an affiliate can place within their site – and the advantages of this content are twofold. One, the affiliate website then has the opportunity to add with self-tracking, self-updating content which serves to promote an advertiser once the code is implemented. Most affiliates add true value by creating their own content using information readily available online for inspiration. Two, the presence of

a well-known brand within the affiliate's pages serves to enhance the affiliate's website by association; that is to say, as well as the tangible benefit of the commissions, affiliate schemes offer affiliates the opportunity to establish themselves and earn a reputation with their visitors in order to nurture a platform which will attract repeat custom from the site's visitors.

Some affiliate schemes offer the opportunity for deeper integration with resources for the more technically inclined, such as XML feeds and application programming interfaces (APIs). These tools allow for impressive features to be built into affiliate's sites that are capable of processing large amounts of valuable information in an engaging, interactive way tailored to individual users' preferences. For example, travel merchants offer API's pertaining to hotel and flight services, allowing the affiliate to integrate their sites into the travel offering, so that users can search flights and hotels from the affiliate's website.

Bet365, a worldwide online sports-betting and gaming platform, is another prime example of this deep level of integration, offering some of their affiliates added value with various feeds and schedules that allow for exciting integration possibilities for the affiliate. These add real value to the affiliate's business to consumer offering, through enhancing the user experience, and the objective here is to positively affect the affiliate commissions as a result of an increased click to new customer conversion rate.

Many affiliates programmes also offer a host of tools in their back-end to help webmasters monitor their progress in great detail with breakdowns of key performance indicators such as clicks, sign ups and net revenue across all verticals. Schemes with several verticals will often provide a single-wallet system, which means that affiliates will earn commissions across all products, regardless of which product they initially referred the lead to.

There is no doubt that affiliate marketing is a lucrative, scalable means of monetising advertising space on your portal. It gives you as webmasters a chance to establish additional revenue streams from your web development and design capabilities, while offering you the potential to develop your own customer-facing brands in exciting and fast-paced industries.



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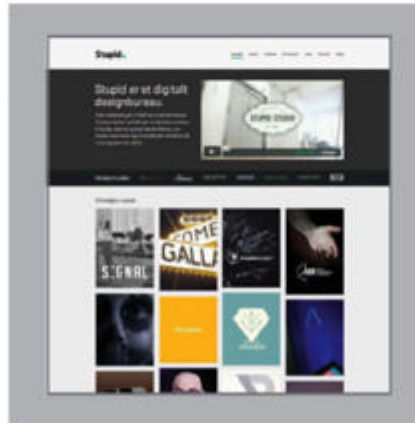
[www.livedrive.com/webdesigner](http://www.livedrive.com/webdesigner)

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## Myboat - Greenpeace

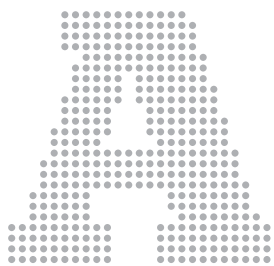
myboat.gp/en

Development technologies CSS3, HTML5, jQuery, WordPress



Designer/developer **Stupid Studio**  
stupid-studio.com

The crusade for ethical fishing has never looked better than this rich web experience for eco-warriors Greenpeace



As part of Greenpeace's admirable ecological efforts, increasing the support for sustainable fishing ranks pretty high on its agenda. In a bid to apply pressure on the EU fishery ministers to suppress destructive vessels, this Myboat initiative chronicles the journey of Greenpeace ship Arctic Sunrise and a flotilla of paper boats. Designed by the wholly inappropriately named Stupid Studio from Odense Denmark, the site itself is essentially a beautiful interactive scrapbook.

Harnessing HTML5 and jQuery technology to pull social media content into a giant rollover map, it also pulls

content from a WordPress backend. Simply click on a hotspot and you'll instantly be able to view photos and tweets from local supporters, while quick links to official Facebook, Twitter and Flickr accounts aims to generate wider debate across social networks.

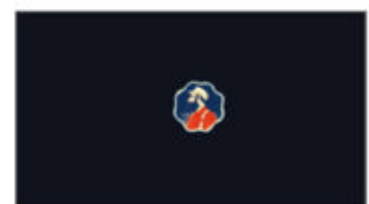
The more keen users are even encouraged to sign up and fold their own paper boat before sending out friend requests for following each new voyage. Thanks to such impressive graphic design and coding touches it all feels very much like a bespoke frontend for collating a record of an ongoing global concern. Aside from how pretty and slick it all is, Myboat above all provides a glowing reminder that the very best websites rely wholeheartedly on the support of its visitors.

Using HTML5 and jQuery to pull social media content into a rollover map, it also pulls content from a WordPress backend

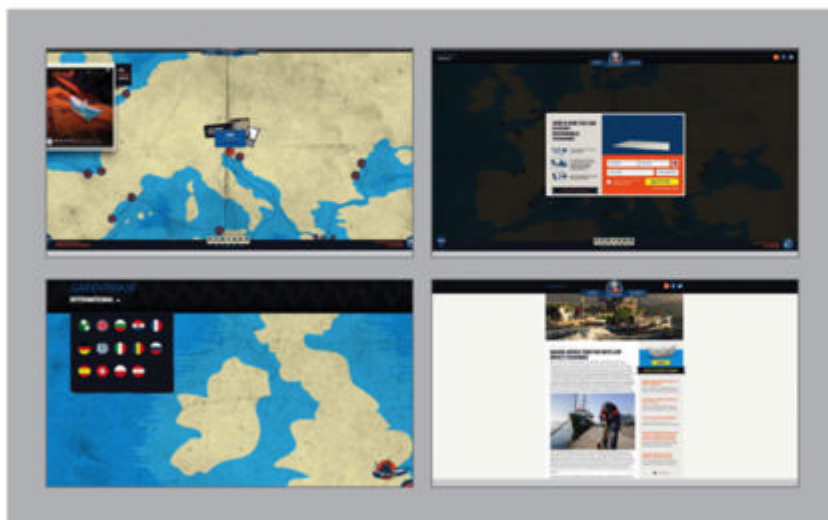


<Above>  
• After a quick pre-loader the main page is the large dynamic map, plotting key locations for the project

<Below>  
• A small but perfectly formed preloader animation can be spotted as you switch between the localised site versions





**<Top left, clockwise>**

- A box overlay loads info text, photo assets and quotes all relating to the currently selected map location
- Visitors can sign up for the cause and even virtually fold their own paper boats before inviting friends to follow the journey
- A very tidy blog page provides an invaluable explanation of what the site is all about
- Subtle touches like the popup widget in the top corner make the difference.



#008DC2

#35A7CC

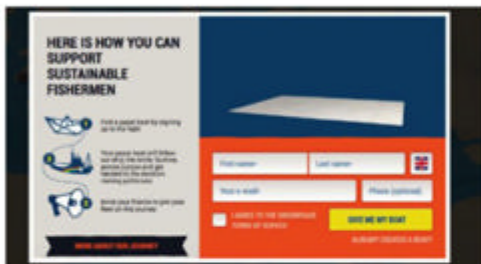
#F25C22

#D6CFAA

abcABC  
1234567890

**<Above>**

- Roboto is a Google Fonts typeface by Christian Robertson and appears across the site in Condensed and standard form



## Animated backgrounds with the Spritely plug-in

Quickly add moving pictures to your page elements with this clever coding extension by Artlogic Media Ltd

### 01 Download Spritely

The Spritely plug-in is basically an extension for animating background images within page elements, so you can create effective parallax tricks without much fuss. Download the latest version at [www.spritely.net](http://www.spritely.net) extract the zip, and place 'jquery.spritely.js' in the root of your HTML page. Link it with the latest jQuery library in the page <head>.



### 02 Image assets

We'll use four transparent PNG files as our image assets. To keep it simple, each has a width of 1000px and a height of 120, so set up a canvas in Photoshop with four transparent layers. On the first we've added some cloud shapes in random positions, with a subtle grey gradient to add a bit of texture.



### 03 Image assets 2

Across the last three we'll add some blue wave shapes with the Elliptical Shape tool and some white swell on our top layer. To keep the final effect seamless, you will need to ensure either ends of each wave graphic tally or meet up when repeated. Save the PNG files as clouds.png, waves1.png, waves2.png and swell.png in your page root.



### 04 Page elements

Next up we'll add a stack of <div> elements to our page, which will have our sprites assigned as backgrounds with CSS. Create one for each of our

image layers and name them the same for ease of reference. We'll also place them inside a container <div> to hold the whole scene at the page top.

```
001 <body>
002 <div class="scene">
003   <div id="clouds" class="scene"></div>
004   <div id="waves1" class="scene"></div>
005   <div id="waves2" class="scene"></div>
006   <div id="swell" class="scene"></div>
007 </div>
008 </body>
```

### 05 Layer styles

Apply basic CSS styles by setting your page colour, we set ours to beach yellow to fit the theme of the header. Under this we'll add our .scene class which ensures the <div> elements will be the same size and remain fixed to the very top of our HTML document with no overflow. The background is set to sky blue.

```
001 <style type="text/css">
002 body {
003   background:#FF66;
004 }
005 .scene {
006   top: 0;
007   left: 0;
008   height: 350px;
009   width: 100%;
010   position: absolute;
011   overflow: hidden;
012   background: #60e7e8;
013 }
```

### 06 Layer styles 2

Below these styles we'll add the selectors for each of our image <divs>, crucially making sure we set our PNG files as repeating backgrounds. The positioning coordinates can be tweaked until the images are situated according to your preferences.

```
001 #clouds {
002 background: url(clouds.png) 100px
003 60px repeat-x;
```

```
003 }
004 #waves1 {
005 background: url(waves1.png) 0px
006 182px repeat-x;
007 }
008 #waves2 {
009 background: url(waves2.png) 0px
010 234px repeat-x;
011 }
012 #swell {
013 background: url(swell.png) 0px
014 230px repeat-x;
015 }
016 </style>
```

### 07 Follow the script

The last bit of code is pretty simple and revolves around Spritely's .pan() method to animate each of our <div> elements. Inside this you can vary values relating to frames per second, the speed, the direction left or right and the depth, similar to z-index.

```
001 <script type="text/javascript">
002 $(document).ready(function() {
003   $('#clouds').pan({fps:40,
004     speed:0.2, dir:'right', depth:10});
005   $('#waves1').pan({fps:40,
006     speed:1.5, dir:'left', depth:20});
007   $('#waves2').pan({fps:40, speed:1,
008     dir:'right', depth:30});
009   $('#swell').pan({fps:40, speed:1,
010     dir:'left', depth:40});
011 });
012 </script>
```

### 08 Preview effect

Save the page and load into your chosen browser to check the final result. You should see each layer animate based on the previous parameters, but feel free to go back and experiment with different speeds and directions!





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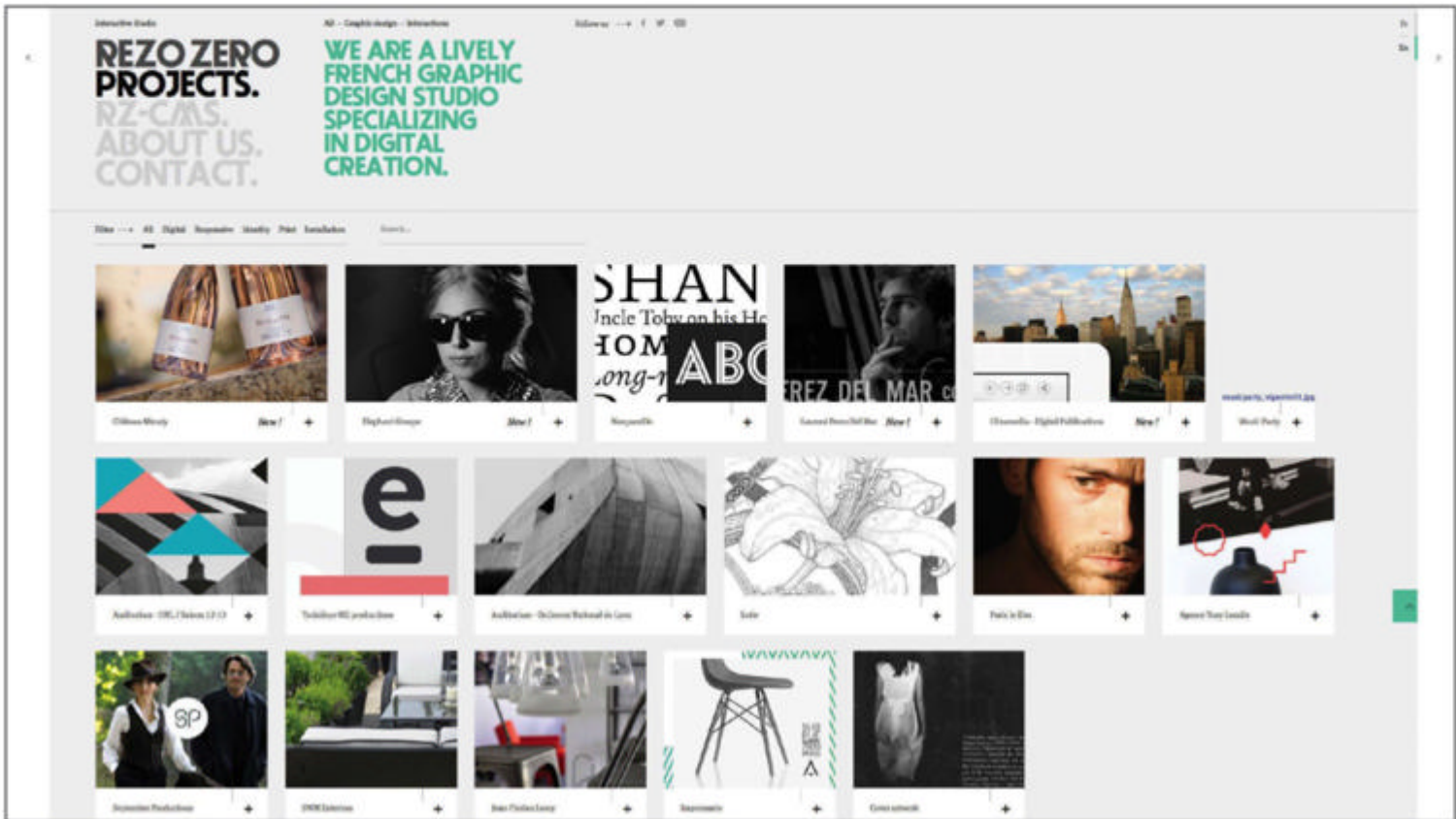


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Questions? Call our team on 020 3137 6446

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<Above>

- Project highlights are arranged in thumbnail previews that feature elegant rollover and preloader effects

# Rezo Zero

[www.rezo-zero.com/en](http://www.rezo-zero.com/en)

**Development technologies** CSS3, HTML5, RZ-CMS, JavaScript (LESS)

This French studio leaves nothing to chance with a portfolio site that expresses a unique personal identity and creative vision



Rezo Zero is a graphic design agency producing great work across digital and print platforms out of Lyon, France. This online home for showcasing the studio's talents is another great example of portfolio site design, using progressive web techniques to wear its individuality on

its sleeve. "First we had to think about the content while maintaining a unique identity," explains the team. "We wanted a clear website with effective animations in order to highlight our content. To present our projects with many details, we decided

to show full screenshots - so a vertical layout with a long scroll was the solution. In terms of UX, the vertical scrolling contrasts with the horizontal translation between menu pages and projects."

Aside from the memorable UX, one of the most immediately striking visual features from the site is its typography. Much of the look keys off from Rezo Zero's own custom font and was imported into the page via CSS3's @font-face rule and this is deemed integral to the studio's image: "To focus on our identity, we created a graphic design based on our own typeface. It is an essential part of the site since the visitor lands on the homepage. For content management, we have also developed our CMS which allows us to save development time and emphasise our global design vision."



Designer **Rezo Zero**  
[www.rezo-zero.com/en](http://www.rezo-zero.com/en)



<Below>

- The site uses its own custom font described as 'bb51a2a0' within the @font-face CSS and has a bold and modern angular style





## LESS is more: Defining versatile styles

The Rezo Zero developers describe how they deployed the dynamic CSS language LESS across the entire agency website

### 01 LESS mixins

In the style\_vars.less code some useful CSS methods are defined, to be used all over the Rezo Zero website. LESS is used in every website they create, and they could not be without it anymore. It's a powerful tool that can be used in real-time, developing code alongside the LESS JavaScript library that compiles the stylesheets. Rezo Zero use it to combine vendor CSS3 properties in only one line, which are called mixins. It's like a function for manipulating CSS properties:

```
001 // ----- style_vars.less
002 -----
003 .transition(@property) {
004     transition: @property;
005     -webkit-transition: @property;
006     -moz-transition: @property;
007     -o-transition: @property;
008     -ms-transition: @property;
009 }
010 .transform( @properties ) {
011     transform: @properties;
012     -webkit-transform: @properties;
013     -moz-transform: @properties;
014     -o-transform: @properties;
015     -ms-transform: @properties;
016 }
017 .transform-transition( @properties
018 ) {
019     -webkit-transition : -webkit-
020 transform @properties;
021 -ms-transition : -ms-transform @
022 properties;
023 -moz-transition : -moz-transform @
024 properties;
025 -o-transition : -o-transform @
026 properties;
027 transition : transform @properties;
028 }
```

### 02 Using CSS3 transitions

In specific stylesheets you just have to call the mixins. For example, to toggle the Rezo Zero site mini-header, a transition is used to display it when a visible class is added in like so:

```
001 // ----- style.less -----
002 -----
```

```
002 @import url('style_vars.less');
003 #miniheader {
004     top: -80px;
005     height: 80px;
006     opacity: 0;
007     .transition('~'opacity 350ms ease,
008 top 350ms ease');
009 &.visible {opacity: 1; top: 0px; }
```

As a comma is needed to separate opacity and height animations, this mixin parameter must be escaped with '~xxx', since a comma is used for separating mixin parameters such as a PHP or JavaScript function. Also seen here is that LESS enables nested selectors where &.visible selector will be parsed as header.visible.

### 03 Fallback or not?

The main problem with CSS3 is that you can't just use it anywhere, especially when your customer may require IE8 compatibility. In this instance, you have to use fallbacks to animate the mini-header with jQuery. You can bind the mini-header animation to everything you want and the following code is what you'll need to toggle it in the JavaScript file:

```
001 // ----- Show mini-header -----
002 // Use modernizer to detect browser
003 capabilities
004 if($('html').hasClass('-mod-
005 csstransitions')) {
006 // If css transitions are
007 available, simple!
008 $(''#miniheader').
009 addClass('visible');
010 } else {
011 $(''#miniheader').animate({
012     'top': '0px',
013     'opacity': '1'
014 }, 350);
```

### 04 Parse or compile?

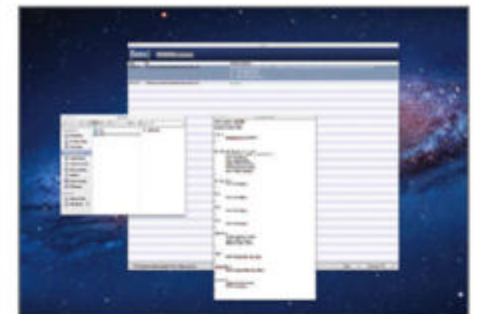
When it comes to testing the code, you'll need the LESS JavaScript available from [lesscss.org](http://lesscss.org). This real-time parser becomes especially important when you modify your stylesheets regularly. Then, when the time comes to push to the production servers, use the UNIX command line tool lessc to compile and minify the stylesheets making them lighter to load for visitors. In

your terminal (Mac or Linux) move to your site stylesheets folder and call the lessc command. The -x parameter is for minifying the CSS as follows:

```
001 <link rel="stylesheet/less"
002 type="text/css" href="styles.less" />
003 <script src="less.js" type="text/
004 javascript"></script>
005 cd templates/rezozero/css
006 lessc -x style.less > style.css
```

## Synch styles with LESS.app

Discover this useful visual compiler for client-side LESS development



For those unfamiliar with LESS, the most accessible introduction can simply be the use of variables to shortcut CSS properties. Defining values once at the head of your styles can pay huge dividends on workflow later when you need to make site-wide changes in an instant. Alongside this however you'll want to keep a track of the edits and maintain a standard CSS file as you work.

A perfect solution here is LESS.app, a development tool for synching edits, debugging and even minifying CSS code. Drag and drop your site folder onto the window and it automatically finds all .less files before creating equivalent CSS versions within neighboring folders. Built independently from LESS, this handy GUI compiler was created by Bryan DK Jones and is free to download for Mac OSX users. Visit [incident57.com/less](http://incident57.com/less) where you can also find a superb quick-start video for beginners.



**<Above>**

- The lengthy vertical page is made up of a series of coloured <div> panels showcasing each illustration



**<Above>**

- In terms of navigation you get a simple floating arrow link to the page header and a minimal footer for social services

**<Above>**

- An About panel anchored to a header link provides a pretty concise explanation of what the site represents

**<Above>**

- For ease of layout José keeps each PNG the same 700x700px in size and refrains from transparent backgrounds



# Windows of New York

[www.windowsofnewyork.com](http://www.windowsofnewyork.com)

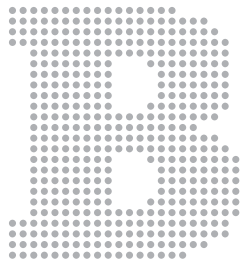
**Development technologies** HTML/CSS, JavaScript, Typekit fonts



Designer **José Guízar**

[www.joseguizar.com](http://www.joseguizar.com)

An affectionate visual love letter to the Big Apple's varied window designs delivers a lesson in minimalist web work



ack before Windows became the operating system that got us all peering profusely into PC screens instead, we used to look at the world through glass ones.

Of course we still do occasionally, but how often have you actually stopped to appreciate the form of a window in itself? That's really the purpose of this unique website, providing a visual roadmap of the

iconic and diverse windows that populate the buildings of New York City. Created as a personal project by Mexican graphic designer José Guízar, it really constitutes a stream of themed <div> panels containing small PNG

illustrations. With a new window illustration added every week, the site is structured to grow vertically, producing a relatively lengthy but beautifully colourful page.

The real creative highlights are of course the window images that exhibit a tangible Roy Lichtenstein art style, using his famous Ben-Day dot technique to great effect. By applying a slim but effective palette to the crisp vectors and then allowing that colour to spill out into the CSS, the site just exemplifies how elegant an HTML document can really become. Add to this the thoughtful location labels rendered tastefully in Typekit's Museo Slab and you have a pretty unique NYC sightseeing guide suited perfectly to your smartphone or tablet!

**The real creative highlights are of course the window images that exhibit a tangible Roy Lichtenstein art style, using his famous Ben-Day dot technique to great effect**

abcABC  
1234567890

**<Above>**

• Typekit's Chapparral Pro by Adobe is the other typeface chosen for the supplementary text across the page

**<Below>**

• Museo Slab by exljbris Font Foundry, served by Typekit is the serif style adopted for the address labels

abcABC  
1234567890



## Elegant anchor navigation with jQuery Scrollbar Slider

Rapidly add the same subtle scrolling effect to your document links as used within Windows of New York

### 01 Anchor slider

The Windows of New York website makes fantastic use of a jQuery plug-in known in the code as Anchor Slider but is in fact the jQuery Scrollbar Slider by Cedric Dugas. It is this very concise and yet still smart piece of JavaScript that gives the site that controlled, gliding page-scrolling effect when you click the About link. As in this case, this proves a particularly valuable technique when conveying navigation within a long single HTML document.



### 02 Download from Github

The jQuery Scrollbar Slider is freely available for use within your own projects and can be first obtained from Github. Point your browser at [github.com/posabsolute/jquery-scrollbar-slider](https://github.com/posabsolute/jquery-scrollbar-slider) and click the Download Zip button. Save the 'jquery-scrollbar-slider-master.zip' file and extract. Inside the folder you'll find a demo page named 'index.html' and a folder containing the code files we must copy into our page root.



### 03 Attach to the header

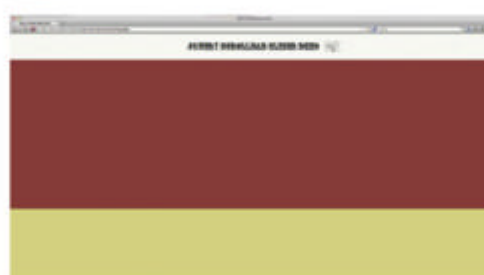
With a new HTML page set up and the 'jquery.anchor.js' placed within its root, we must first add the <head> definitions for both this file and indeed jQuery. Attach the latest jQuery library first using the normal <script> tag, although here we've opted to use the online CDN so you'll need to be connected. Below this we'll do the same again to attach our plug-in file.

```
001 <head>
002 ...
003 <script src="http://code.jquery.com/
jquery-1.10.1.min.js"></script>
004 <script src="jquery.anchor.js"
type="text/javascript"></script>
005
006 </head>
```

### 04 Top links

We will test the effect by setting up an anchor link, between the top header region and an area of text in the middle of our page. So at the page top just after the <body> tag we'll set an anchor as our 'home' destination, with a unique name and id. Next we've added an About link to an anchor we'll add further down the page - this must have a class property set to 'anchorLink' to work properly.

```
007 <a name="mypagetop"
id="mypagetop"></a>
008 <!-- HEADER ELEMENT HERE -->
<a href="#aboutmypage"
009 class="anchorLink">
010 <div id="myaboutlink">ABOUT</div>
011 </a>
```



### 05 Target links

Similarly, we need our target About anchor added to our chosen point in the page. Wherever you place this is precisely where the browser will stop scrolling after clicking the link we added in the last step. In addition, we've added a return link that invokes the plug-in effect to return back to our page's top anchor. Be sure to ensure the links match the anchor names and you add the 'anchorLink' class.

```
001 <a name="aboutmypage"
id="aboutmypage"></a>
```

```
002 <!-- ABOUT SECTION HERE -->
003 <a href="#mypagetop"
class="anchorLink">BACK TO TOP</a>
```



### 06 Variable speeds

You can vary the scrolling effect speed by editing the 'jquery.anchor.js' file directly and changing the speed parameter on line 22. Incrementing this value, which defaults to 1100, makes the effect appear slower, while reducing it speeds the scrolling up.

```
001 jQuery.fn.anchorAnimate =
function(settings) {
002
003     settings = jQuery.extend({
004
005     speed : 2000
006
007 }, settings);
```

### 07 Scroll test

Save all edited files and load the page in your browser. Click the first link and you should observe the scrolling effect before landing wherever the associated anchor was placed. You should also get the same effect when you click the return link to the page top.



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SELECT INTERIOR

DARK ROSE LEATHER

A new look for a driving dotcom



Project

Web

Agency

Web

Duration

People involved

Total hours

Project budget

## Lexus Europe

[www.lexus.eu/index.tmx](http://www.lexus.eu/index.tmx)

Amaze

[www.amaze.com](http://www.amaze.com)

4 months strategy

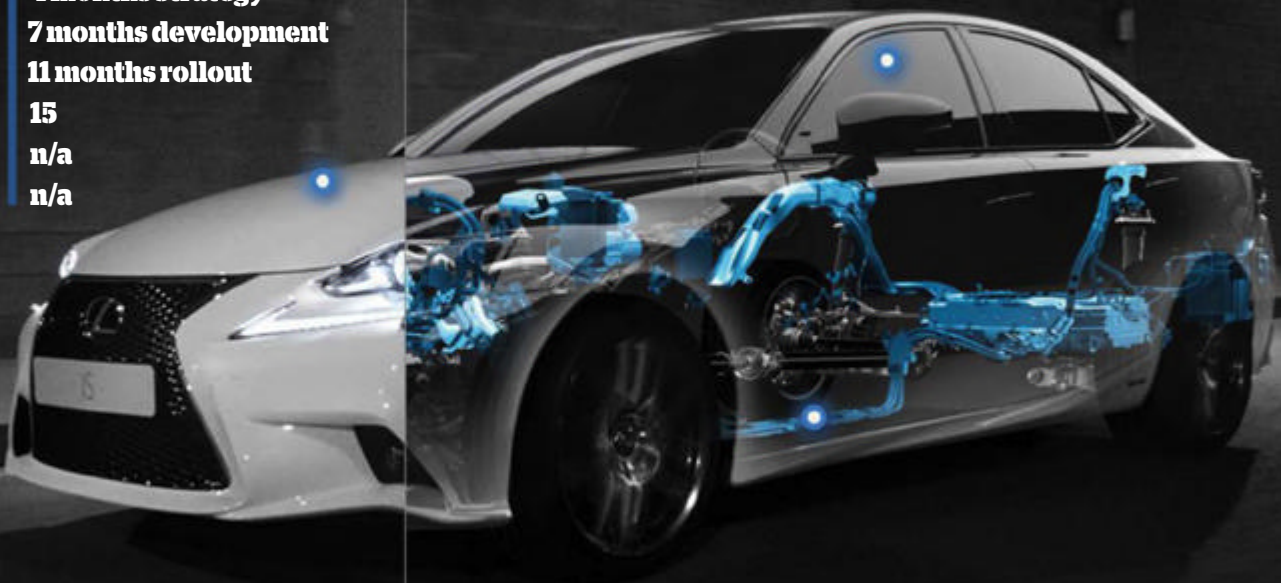
7 months development

11 months rollout

15

n/a

n/a



BACK TO THE FILM

WorldMags.net

EXTERIOR DESIGN

INTERIOR DESIGN

DRIVING DYNAMICS

F SPORT GRADE

HYBRID DRIVE EXPERIENCE

INTELLIGENT PACKAGING

11

12



# A new look for a driving dotcom

Discover how the team at UK digital agency Amaze grabbed the wheel, shifted through the creative gears and delivered Lexus Europe a full throttle dotcom

**S**ynonymous with executive luxury, Lexus now markets its premium cars to over 70 countries worldwide. Originating from Japan and under the umbrella of Toyota, its fleet of automobiles first arrived as exports to UK shores in the early Nineties having been launched first in the US. While some may unfortunately know it best as Alan Partridge's vehicle of choice, the brand encompasses genuine breadth from an ambition to move with driver trends.

Within this is of course good marketing and so when Lexus was commissioning a new European-wide website, it did it in style. Digital experts Amaze, with offices in London, Manchester, Liverpool and Brussels, were on hand to make the sprawling project a reality. With the studio enjoying a strategic digital partnership with Lexus Europe for over nine years now, the project really exists within a larger ongoing initiative. This is a client that places real emphasis on supporting local markets with an evolving online presence, maintaining consistency with brand and market requirements.

However, in spite of this already close and established professional relationship, Amaze were not about to be complacent. The total project phase included a whopping four months of strategy, research and planning whereby the team endeavored to redefine the fabric of automotive website design itself. "While automotive websites used to lead the way, that is no longer the case and we found that in general the automotive industry offers a homogeneous digital offering with no stand out players", explains Creative Director Ross Mawdsley. "Our challenge was to create a clear differentiation for Lexus from its competitors and showcase its products in ways that would make users want to consume the content."

When you're dealing with a car brand whose new commercial moniker is 'Creating Amazing', you know that the results need to be far better than average. So let's find out from the key drivers how the gleaming new design rolled out of the showroom...

The F SPORT range F SPORT is... Image and Video

## THE F SPORT RANGE

Change content on

Images Search



**CT** Dynamic, fun and exhilarating, the CT 200h is the world's first full hybrid supercar.

**IS** Elegant, sporty and dynamic, the IS is the perfect balance of luxury and driving pleasure.

**GS** Ultimate power, ultimate the GS is a true driving machine.

**LS** The world's most luxurious sedan, the LS is a masterpiece of a car.

**RX** The ultimate power and luxury, the RX is a true driving machine.

[Explore the CT 200h F SPORT](#) [Explore the New IS F SPORT](#) [Explore the GS 450 F SPORT](#) [Explore the LS 460 F SPORT](#) [Explore the RX 450 F SPORT](#)

[Explore the CT 200h F SPORT](#) [Explore the GS 450 440 F SPORT](#) [Explore the LS 460 F SPORT](#) [Explore the RX 450 F SPORT](#)

## F SPORT IS...



F SPORT IS A PRECISE AND EXCITING DRIVE. F SPORT IS A DYNAMIC AND STYLISH DESIGN. F SPORT IS UNIQUELY LEXUS. DEVELOPED BY THE TEAM THAT TUNED OUR LFA V10 SUPERCAR AND OUR IS F ULTRA-HIGH PERFORMANCE SEDAN, F SPORT CARRIES THE SPIRIT OF THOSE TWO AMAZING CARS.



**F SPORT 19" ALLOY WHEELS**

The exclusive F SPORT design 19" alloy wheels (2011) are clad with ultra-low profile tyres - 225/40R19 (front) and 225/45R19 (rear) - for exceptional handling and grip. 2011 alloy, 2012 alloy, 2013 alloy, 2014 alloy, 2015 alloy, 2016 alloy, 2017 alloy, 2018 alloy, 2019 alloy, 2020 alloy, 2021 alloy, 2022 alloy, 2023 alloy, 2024 alloy, 2025 alloy, 2026 alloy, 2027 alloy, 2028 alloy, 2029 alloy, 2030 alloy, 2031 alloy, 2032 alloy, 2033 alloy, 2034 alloy, 2035 alloy, 2036 alloy, 2037 alloy, 2038 alloy, 2039 alloy, 2040 alloy, 2041 alloy, 2042 alloy, 2043 alloy, 2044 alloy, 2045 alloy, 2046 alloy, 2047 alloy, 2048 alloy, 2049 alloy, 2050 alloy, 2051 alloy, 2052 alloy, 2053 alloy, 2054 alloy, 2055 alloy, 2056 alloy, 2057 alloy, 2058 alloy, 2059 alloy, 2060 alloy, 2061 alloy, 2062 alloy, 2063 alloy, 2064 alloy, 2065 alloy, 2066 alloy, 2067 alloy, 2068 alloy, 2069 alloy, 2070 alloy, 2071 alloy, 2072 alloy, 2073 alloy, 2074 alloy, 2075 alloy, 2076 alloy, 2077 alloy, 2078 alloy, 2079 alloy, 2080 alloy, 2081 alloy, 2082 alloy, 2083 alloy, 2084 alloy, 2085 alloy, 2086 alloy, 2087 alloy, 2088 alloy, 2089 alloy, 2090 alloy, 2091 alloy, 2092 alloy, 2093 alloy, 2094 alloy, 2095 alloy, 2096 alloy, 2097 alloy, 2098 alloy, 2099 alloy, 2100 alloy, 2101 alloy, 2102 alloy, 2103 alloy, 2104 alloy, 2105 alloy, 2106 alloy, 2107 alloy, 2108 alloy, 2109 alloy, 2110 alloy, 2111 alloy, 2112 alloy, 2113 alloy, 2114 alloy, 2115 alloy, 2116 alloy, 2117 alloy, 2118 alloy, 2119 alloy, 2120 alloy, 2121 alloy, 2122 alloy, 2123 alloy, 2124 alloy, 2125 alloy, 2126 alloy, 2127 alloy, 2128 alloy, 2129 alloy, 2130 alloy, 2131 alloy, 2132 alloy, 2133 alloy, 2134 alloy, 2135 alloy, 2136 alloy, 2137 alloy, 2138 alloy, 2139 alloy, 2140 alloy, 2141 alloy, 2142 alloy, 2143 alloy, 2144 alloy, 2145 alloy, 2146 alloy, 2147 alloy, 2148 alloy, 2149 alloy, 2150 alloy, 2151 alloy, 2152 alloy, 2153 alloy, 2154 alloy, 2155 alloy, 2156 alloy, 2157 alloy, 2158 alloy, 2159 alloy, 2160 alloy, 2161 alloy, 2162 alloy, 2163 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alloy, 2247 alloy, 2248 alloy, 2249 alloy, 2250 alloy, 2251 alloy, 2252 alloy, 2253 alloy, 2254 alloy, 2255 alloy, 2256 alloy, 2257 alloy, 2258 alloy, 2259 alloy, 2260 alloy, 2261 alloy, 2262 alloy, 2263 alloy, 2264 alloy, 2265 alloy, 2266 alloy, 2267 alloy, 2268 alloy, 2269 alloy, 2270 alloy, 2271 alloy, 2272 alloy, 2273 alloy, 2274 alloy, 2275 alloy, 2276 alloy, 2277 alloy, 2278 alloy, 2279 alloy, 2280 alloy, 2281 alloy, 2282 alloy, 2283 alloy, 2284 alloy, 2285 alloy, 2286 alloy, 2287 alloy, 2288 alloy, 2289 alloy, 2290 alloy, 2291 alloy, 2292 alloy, 2293 alloy, 2294 alloy, 2295 alloy, 2296 alloy, 2297 alloy, 2298 alloy, 2299 alloy, 2300 alloy, 2301 alloy, 2302 alloy, 2303 alloy, 2304 alloy, 2305 alloy, 2306 alloy, 2307 alloy, 2308 alloy, 2309 alloy, 2310 alloy, 2311 alloy, 2312 alloy, 2313 alloy, 2314 alloy, 2315 alloy, 2316 alloy, 2317 alloy, 2318 alloy, 2319 alloy, 2320 alloy, 2321 alloy, 2322 alloy, 2323 alloy, 2324 alloy, 2325 alloy, 2326 alloy, 2327 alloy, 2328 alloy, 2329 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alloy, 2413 alloy, 2414 alloy, 2415 alloy, 2416 alloy, 2417 alloy, 2418 alloy, 2419 alloy, 2420 alloy, 2421 alloy, 2422 alloy, 2423 alloy, 2424 alloy, 2425 alloy, 2426 alloy, 2427 alloy, 2428 alloy, 2429 alloy, 2430 alloy, 2431 alloy, 2432 alloy, 2433 alloy, 2434 alloy, 2435 alloy, 2436 alloy, 2437 alloy, 2438 alloy, 2439 alloy, 2440 alloy, 2441 alloy, 2442 alloy, 2443 alloy, 2444 alloy, 2445 alloy, 2446 alloy, 2447 alloy, 2448 alloy, 2449 alloy, 2450 alloy, 2451 alloy, 2452 alloy, 2453 alloy, 2454 alloy, 2455 alloy, 2456 alloy, 2457 alloy, 2458 alloy, 2459 alloy, 2460 alloy, 2461 alloy, 2462 alloy, 2463 alloy, 2464 alloy, 2465 alloy, 2466 alloy, 2467 alloy, 2468 alloy, 2469 alloy, 2470 alloy, 2471 alloy, 2472 alloy, 2473 alloy, 2474 alloy, 2475 alloy, 2476 alloy, 2477 alloy, 2478 alloy, 2479 alloy, 2480 alloy, 2481 alloy, 2482 alloy, 2483 alloy, 2484 alloy, 2485 alloy, 2486 alloy, 2487 alloy, 2488 alloy, 2489 alloy, 2490 alloy, 2491 alloy, 2492 alloy, 2493 alloy, 2494 alloy, 2495 alloy, 2496 alloy, 2497 alloy, 2498 alloy, 2499 alloy, 2500 alloy, 2501 alloy, 2502 alloy, 2503 alloy, 2504 alloy, 2505 alloy, 2506 alloy, 2507 alloy, 2508 alloy, 2509 alloy, 2510 alloy, 2511 alloy, 2512 alloy, 2513 alloy, 2514 alloy, 2515 alloy, 2516 alloy, 2517 alloy, 2518 alloy, 2519 alloy, 2520 alloy, 2521 alloy, 2522 alloy, 2523 alloy, 2524 alloy, 2525 alloy, 2526 alloy, 2527 alloy, 2528 alloy, 2529 alloy, 2530 alloy, 2531 alloy, 2532 alloy, 2533 alloy, 2534 alloy, 2535 alloy, 2536 alloy, 2537 alloy, 2538 alloy, 2539 alloy, 2540 alloy, 2541 alloy, 2542 alloy, 2543 alloy, 2544 alloy, 2545 alloy, 2546 alloy, 2547 alloy, 2548 alloy, 2549 alloy, 2550 alloy, 2551 alloy, 2552 alloy, 2553 alloy, 2554 alloy, 2555 alloy, 2556 alloy, 2557 alloy, 2558 alloy, 2559 alloy, 2560 alloy, 2561 alloy, 2562 alloy, 2563 alloy, 2564 alloy, 2565 alloy, 2566 alloy, 2567 alloy, 2568 alloy, 2569 alloy, 2570 alloy, 2571 alloy, 2572 alloy, 2573 alloy, 2574 alloy, 2575 alloy, 2576 alloy, 2577 alloy, 2578 alloy, 2579 alloy, 2580 alloy, 2581 alloy, 2582 alloy, 2583 alloy, 2584 alloy, 2585 alloy, 2586 alloy, 2587 alloy, 2588 alloy, 2589 alloy, 2590 alloy, 2591 alloy, 2592 alloy, 2593 alloy, 2594 alloy, 2595 alloy, 2596 alloy, 2597 alloy, 2598 alloy, 2599 alloy, 2600 alloy, 2601 alloy, 2602 alloy, 2603 alloy, 2604 alloy, 2605 alloy, 2606 alloy, 2607 alloy, 2608 alloy, 2609 alloy, 2610 alloy, 2611 alloy, 2612 alloy, 2613 alloy, 2614 alloy, 2615 alloy, 2616 alloy, 2617 alloy, 2618 alloy, 2619 alloy, 2620 alloy, 2621 alloy, 2622 alloy, 2623 alloy, 2624 alloy, 2625 alloy, 2626 alloy, 2627 alloy, 2628 alloy, 2629 alloy, 2630 alloy, 2631 alloy, 2632 alloy, 2633 alloy, 2634 alloy, 2635 alloy, 2636 alloy, 2637 alloy, 2638 alloy, 2639 alloy, 2640 alloy, 2641 alloy, 2642 alloy, 2643 alloy, 2644 alloy, 2645 alloy, 2646 alloy, 2647 alloy, 2648 alloy, 2649 alloy, 2650 alloy, 2651 alloy, 2652 alloy, 2653 alloy, 2654 alloy, 2655 alloy, 2656 alloy, 2657 alloy, 2658 alloy, 2659 alloy, 2660 alloy, 2661 alloy, 2662 alloy, 2663 alloy, 2664 alloy, 2665 alloy, 2666 alloy, 2667 alloy, 2668 alloy, 2669 alloy, 2670 alloy, 2671 alloy, 2672 alloy, 2673 alloy, 2674 alloy, 2675 alloy, 2676 alloy, 2677 alloy, 2678 alloy, 2679 alloy, 2680 alloy, 2681 alloy, 2682 alloy, 2683 alloy, 2684 alloy, 2685 alloy, 2686 alloy, 2687 alloy, 2688 alloy, 2689 alloy, 2690 alloy, 2691 alloy, 2692 alloy, 2693 alloy, 2694 alloy, 2695 alloy, 2696 alloy, 2697 alloy, 2698 alloy, 2699 alloy, 2700 alloy, 2701 alloy, 2702 alloy, 2703 alloy, 2704 alloy, 2705 alloy, 2706 alloy, 2707 alloy, 2708 alloy, 2709 alloy, 2710 alloy, 2711 alloy, 2712 alloy, 2713 alloy, 2714 alloy, 2715 alloy, 2716 alloy, 2717 alloy, 2718 alloy, 2719 alloy, 2720 alloy, 2721 alloy, 2722 alloy, 2723 alloy, 2724 alloy, 2725 alloy, 2726 alloy, 2727 alloy, 2728 alloy, 2729 alloy, 2730 alloy, 2731 alloy, 2732 alloy, 2733 alloy, 2734 alloy, 2735 alloy, 2736 alloy, 2737 alloy, 2738 alloy, 2739 alloy, 2740 alloy, 2741 alloy, 2742 alloy, 2743 alloy, 2744 alloy, 2745 alloy, 2746 alloy, 2747 alloy, 2748 alloy, 2749 alloy, 2750 alloy, 2751 alloy, 2752 alloy, 2753 alloy, 2754 alloy, 2755 alloy, 2756 alloy, 2757 alloy, 2758 alloy, 2759 alloy, 2760 alloy, 2761 alloy, 2762 alloy, 2763 alloy, 2764 alloy, 2765 alloy, 2766 alloy, 2767 alloy, 2768 alloy, 2769 alloy, 2770 alloy, 2771 alloy, 2772 alloy, 2773 alloy, 2774 alloy, 2775 alloy, 2776 alloy, 2777 alloy, 2778 alloy, 2779 alloy, 2780 alloy, 2781 alloy, 2782 alloy, 2783 alloy, 2784 alloy, 2785 alloy, 2786 alloy, 2787 alloy, 2788 alloy, 2789 alloy, 2790 alloy, 2791 alloy, 2792 alloy, 2793 alloy, 2794 alloy, 2795 alloy, 2796 alloy, 2797 alloy, 2798 alloy, 2799 alloy, 2800 alloy, 2801 alloy, 2802 alloy, 2803 alloy, 2804 alloy, 2805 alloy, 2806 alloy, 2807 alloy, 2808 alloy, 2809 alloy, 2810 alloy, 2811 alloy, 2812 alloy, 2813 alloy, 2814 alloy, 2815 alloy, 2816 alloy, 2817 alloy, 2818 alloy, 2819 alloy, 2820 alloy, 2821 alloy, 2822 alloy, 2823 alloy, 2824 alloy, 2825 alloy, 2826 alloy, 2827 alloy, 2828 alloy, 2829 alloy, 2830 alloy, 2831 alloy, 2832 alloy, 2833 alloy, 2834 alloy, 2835 alloy, 2836 alloy, 2837 alloy, 2838 alloy, 2839 alloy, 2840 alloy, 2841 alloy, 2842 alloy, 2843 alloy, 2844 alloy, 2845 alloy, 2846 alloy, 2847 alloy, 2848 alloy, 2849 alloy, 2850 alloy, 2851 alloy, 2852 alloy, 2853 alloy, 2854 alloy, 2855 alloy, 2856 alloy, 2857 alloy, 2858 alloy, 2859 alloy, 2860 alloy, 2861 alloy, 2862 alloy, 2863 alloy, 2864 alloy, 2865 alloy, 2866 alloy, 2867 alloy, 2868 alloy, 2869 alloy, 2870 alloy, 2871 alloy, 2872 alloy, 2873 alloy, 2874 alloy, 2875 alloy, 2876 alloy, 2877 alloy, 2878 alloy, 2879 alloy, 2880 alloy, 2881 alloy, 2882 alloy, 2883 alloy, 2884 alloy, 2885 alloy, 2886 alloy, 2887 alloy, 2888 alloy, 2889 alloy, 2890 alloy, 2891 alloy, 2892 alloy, 2893 alloy, 2894 alloy, 2895 alloy, 2896 alloy, 2897 alloy, 2898 alloy, 2899 alloy, 2900 alloy, 2901 alloy, 2902 alloy, 2903 alloy, 2904 alloy, 2905 alloy, 2906 alloy, 2907 alloy, 2908 alloy, 2909 alloy, 2910 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## A new look for a driving dotcom

"The first phase of this project was deciding upon the strategy", begins Amaze's Ross Mawdsley. "Undertaken by Rick Curtis, chief strategy officer, and his team, this phase helped to define the brief and determine what the site actually needed to do and how we could do it." When you consider how challenging the initial brief was, this level of thorough preparation seems non-negotiable. A digital project spanning 34 European countries, 26 languages and effectively encompassing 40 different websites all with unique requirements. It's no surprise then that the core team adopted a militant approach, decamping to a self-christened 'war room' where no creative stone would be left unturned.

However from this exile emerged a crucial tightly-integrated working relationship with the client, where an agile direction could be pursued. "On a project this big, it went beyond the traditional one client, one agency relationship", Mawdsley continues. "We had to take into account the expectations and opinions of our direct client, Lexus Europe, whilst making sure the website was positioning a new global brand direction for Lexus and

considering the needs of all of the 34 different countries, which were the recipients of the new website. Such a complex relationship required clear channels of communication and regular dialogue with the many different parties involved." So not for the first time, talking with the client on a regular basis in an open and frank way turned out to be invaluable.

Bringing Lexus into early concept brainstorming and 'ideation sessions' provided a more seamless segue into an initially tentative design phase. "Working as part of a multidisciplinary team that included creative, technology and strategy consultants, the initial ideation and concept work was led by myself (Ross), Bes Bujupi, our lead creative, and Andy O'Brien, our creative director of strategy. This core team locked itself away in a meeting room and set about deconstructing the brief, the strategy findings and the findings from the initial client meetings

and ideation sessions." They went back in that room again, but this time with certain conditions imposed on the approach. Reaching for Photoshop too soon was banned purposefully in order to encourage a refreshingly organic and traditional feel. "As the days passed, we started to formulate the seeds of the initial ideas", recalls Ross. "By drawing it out, we found that we were concentrating on the idea, rather than getting consumed and blinded by Photoshop. Once we had the initial idea, we moved on to developing the 'creative vision'. This is something I really believe works, and it is now something we try to do for all projects of a certain size. It is too risky to go into a concept presentation with a couple of designs and wish for the best."

This 'creative vision' became a 150-page document, detailing everything from fonts, layout grids, graphical inspiration, image or video usage and indeed site

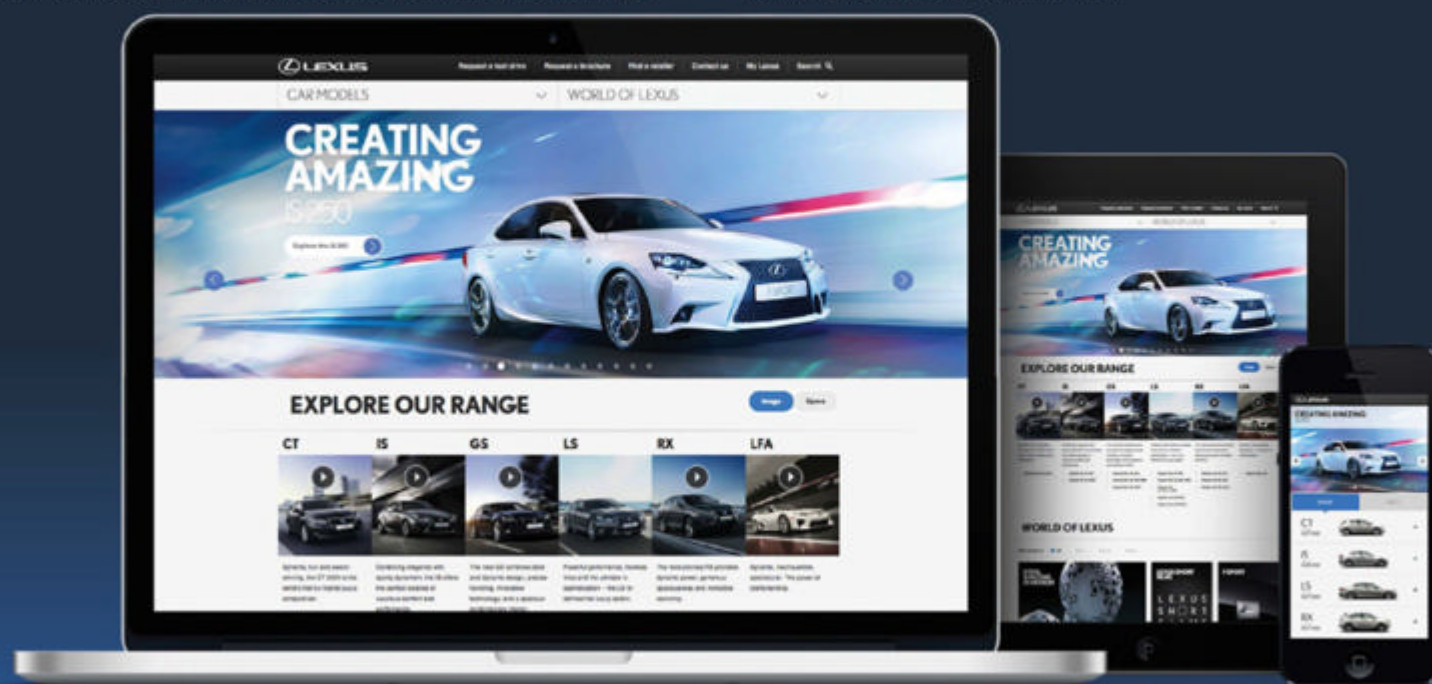
 We were concentrating on the idea rather than getting consumed by Photoshop 

### ALL SCREEN SUCCESS

## NO TO RESPONSIVE DESIGN

Quite possibly the two biggest topics in web design are the myriad of devices we access content on and indeed, how we find that content. As part of this project, both were key considerations that in their own way defined certain development paths. "Due to research pointing to the vastly different expectations of mobile users on automobile sites, we decided not to embrace responsive design here, so the mobile site is built on separate templates", explains Martin Paton. "However, both the desktop and mobile sites are still served from a single source of data. The biggest challenges from a technical perspective were dealing with the loading strategies and allowing deep linking into long-pages, whilst considering SEO requirements." So important to a

modern commercial website, SEO is almost the fulcrum of all the other work. With metrics of how content is accessed and when so finitely monitored, the Amaze developers were naturally keen to build this into the overall mechanics. "Each section comprising the long-page is an individual page with a distinct URL in its own right", Martin continues. "This gives benefits for search engines, that will only 'see' and index the individual page on its own, therefore maintaining high relevancy. The full page is built up from AJAX requests and if a user browses to a URL from an organic or targeted search, the technology in the site will translate that request into a deep link within the long-page and scroll the user into the correct position on the page."

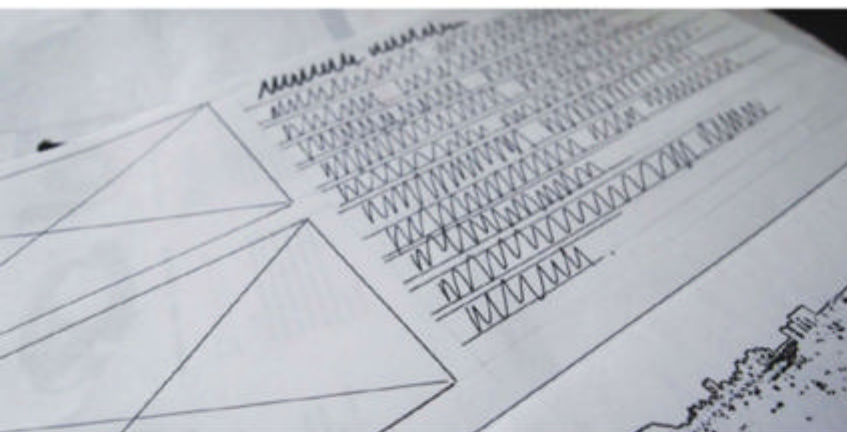


Amaze created separate templates to serve different devices





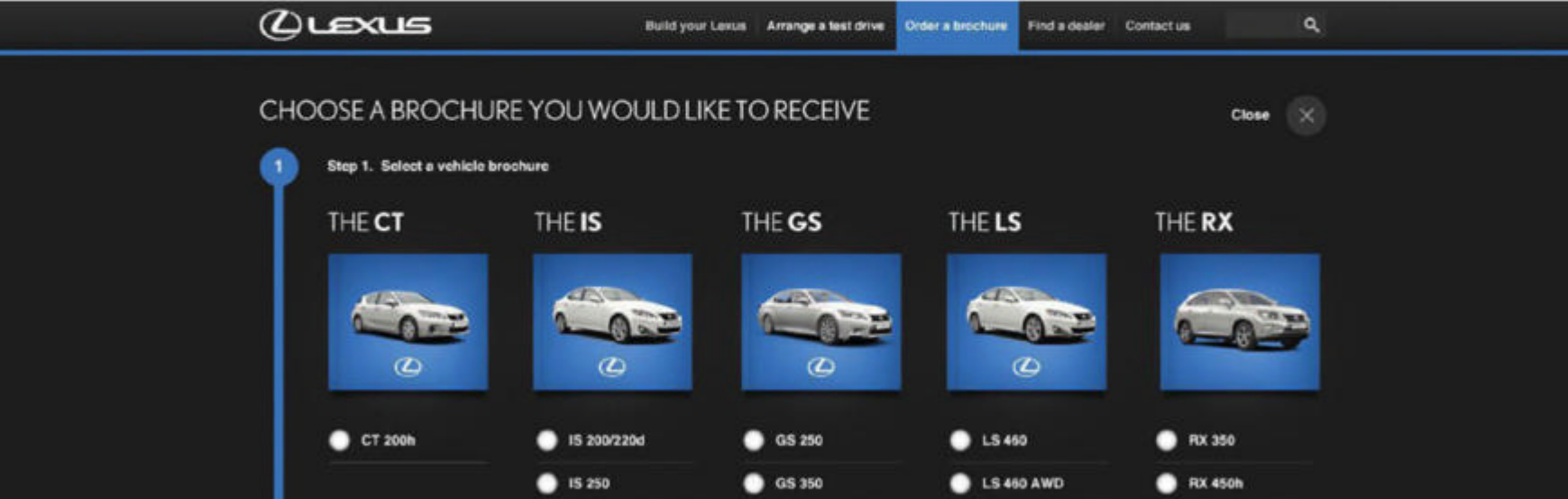
A new look for a driving dotcom



The team decided to sketch out the designs in detail before heading to Photoshop



Sketches helped the team concentrate on getting closer to the 'creative vision'



The 'creative vision' grew into a 150-page document that included details on fonts, layout grids and media usage

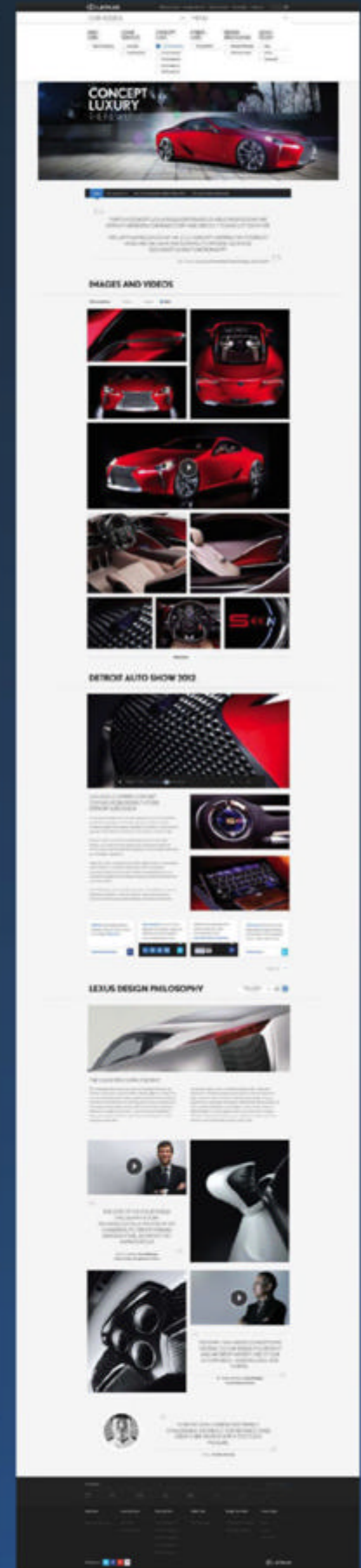
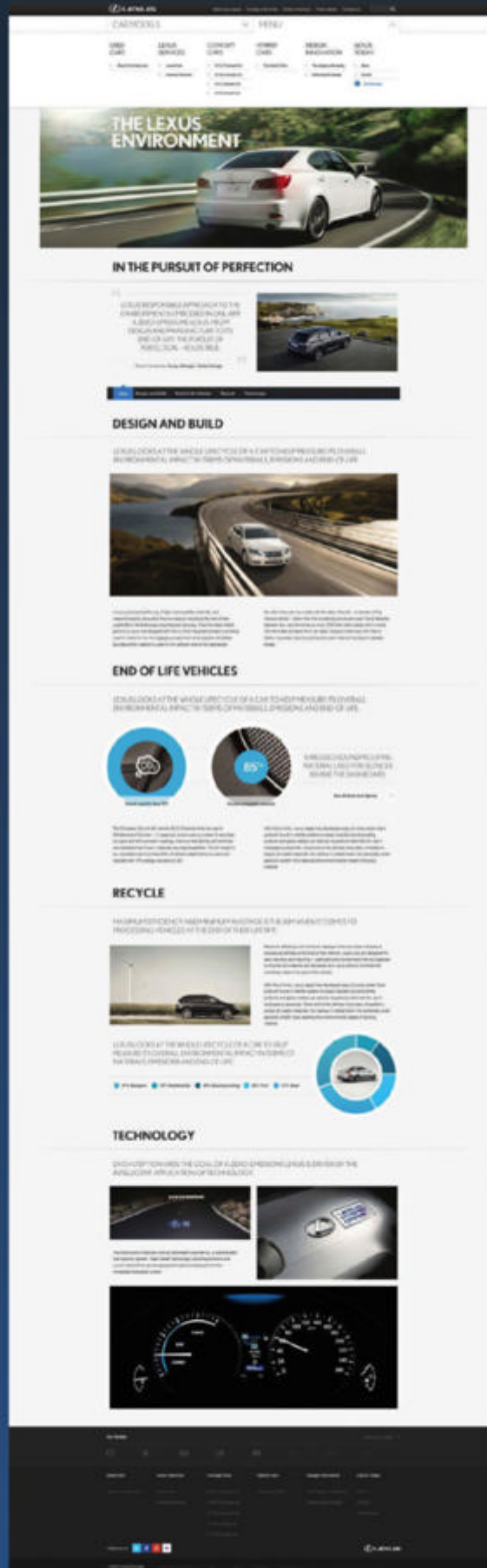
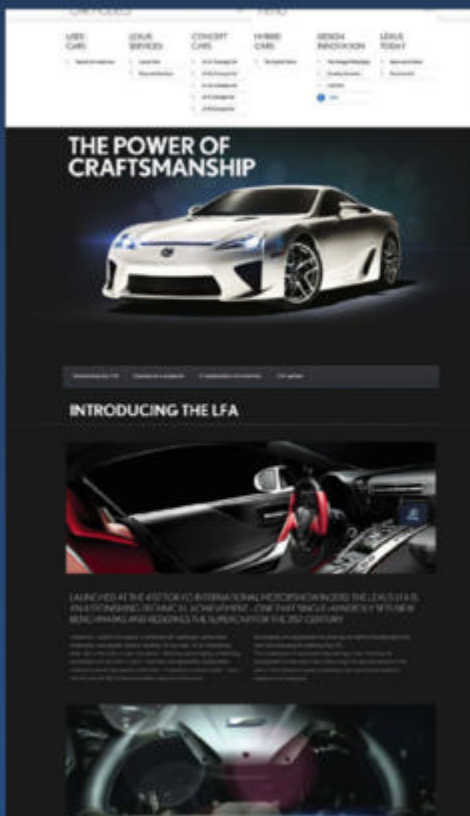


## HIGH STANDARDS

## LIVING UP TO LEXUS

So when all's said and done, does the site meet the 'Creating Amazing' standard of the Lexus brand? It was a big ask and quite possibly one of the most ambitious projects ever to go under the Design Diary spotlight. However after a lengthy rollout, this is a nice moment for the Amaze crew to reflect a little bit on the achievement. "In terms of success, all parties involved consider the site to be a real success", beams a proud Andy O'Brien. "As well as garnering recognition and awards from the digital community and the likes of the FWA, Google Creative Sandbox and Big Chip, our client has expressed delight with the site. In particular, they have highlighted its ability to underpin the launch of a new brand direction."

It sounds like the brief was fulfilled on a brand communication basis, but ultimately Lexus are in the business of selling cars. As new models are launched the site must continue to assist buyers and showrooms alike, at the frontline of commercial success. "The site's role as a brand platform and sales tool is also demonstrating great results. We have found that users spend more time on the site than they did previously. They are finding the information they need and performing more key calls to action. The site is also guiding potential purchasers into dealerships armed with a greater understanding of the Lexus brand and its vehicles."



navigation. Culminating with a 'creative DNA', the document ensured Lexus knew what was on the table. "This DNA ties all of the pieces together and shows how the creative idea or vision is built up from the sum of all its parts, meaning that there is no ambiguity and no surprises for the client. Once the client signed off the 'creative vision', we then moved on to producing the initial design, which was signed off in principle in round one."

So when it came to producing tangible assets, the group could leverage this approval more confidently. A mixture of methods allowed the designers to convey frontend ideas without necessarily going to town on early builds the client was yet to see. "Initially, we started by sketching everything and prototyping at almost wireframe level", begins lead creative Bes Bujupi. "The prototyping was a mixture of video demonstrations and HTML proof of concepts. We found this process helped us in prototyping ideas, which were conceived based on our 'creative vision'. Once we had sign-off from the client on the overall idea, we went into a detailed design phase. Working with two designers and the creative director meant we had to keep track of over 55GB of design files. This was only made possible by using the application, Cornerstone, as version control." It's a good point well made, a reminder of how much the internal coordination of a big project can rapidly prove a job in itself.

Tracking the progress made would of course be essential for not just each team within the design phase, but critical for keeping the client in the loop. "Working with front-end developers within the project helped us make the most efficient design decisions, still retaining the core of what we wanted to achieve in our vision", Bes

explains. "The synergy between design and development meant that we were validating ideas and keeping track of the build at all times. After setting the visual style of the site, we divided the pages into modules and UI components. This allowed us to work simultaneously in sprints with the developers to build and test as we were designing. Some of the modules required animation, which was done in Adobe After Effects and then implemented as iPad-friendly video or image sequences. By combining cleverly outputted sequences, we managed to integrate animation in the key modules and pages for high visual impact."

As this look and feel developed, the team soon encountered the inherent difficulties lying ahead.

small number of server-side technology constraints that we had to take into consideration. We share a common proprietary platform with the Toyota pan-European website developments, in terms of CMS and the supporting data services to achieve cross-brand cost efficiencies, so we had to be mindful of this."

If this wasn't enough, when development obstacles were overcome there was still the prospect of such a massive launch. Large-scale public promotion was swerved due to the expected surge in traffic surrounding an imminent new car launch. "Although the European site attracts a significant amount of traffic, the real power lies within each individual country", admits creative director Andy O'Brien. "This is where users can also book

## ■ The DNA ties all of the pieces together and shows how the creative vision is built up ■

Typically, ambitions for the solution would be tempered by a desire to keep the site nimble and platform-friendly. "A 'Greenfield' approach to front-end developments was adopted and this was where our primary challenges lay", says technical manager Martin Paton. "Our UX and IA pointed to a long-page approach and with the complex creative on top, we were approximating page weights of 5-7MB. With a multitude of devices to support, we had to make sure the experience was satisfactory in terms of loading times and performance." This factor of site speed was indeed tied into the larger infrastructure it would eventually co-habit. With Lexus itself a division of Toyota, Amaze were aware of where it needed to 'live' within the brand's existing website hierarchy. "The project also had a

test-drives, contact dealers and engage in activities that lead to the sale of a vehicle. We had to launch the site in each country, in its own language and ensure that local content was integrated into each site. This part of the project was delivered through our global implementation and support team and took 11 months to complete!"

As strategic digital partner, Amaze has its work cut out keeping content fresh. "Recent examples have included the development of a sophisticated interactive movie to support the launch of Lexus' new generation IS, with the launch collateral being turned into an app. This latest phase of work allows consumers to fully explore the interior/exterior features of the latest addition to Lexus' hybrid line, before they even set foot in a showroom."

### THE BIG QUESTION

## FROM YOUR EXPERIENCE ON THE PROJECT, IF YOU HAD TO PICK ANY ONE CAR FROM THE SUPERB LEXUS RANGE WHICH WOULD YOU LIKE TO DRIVE?

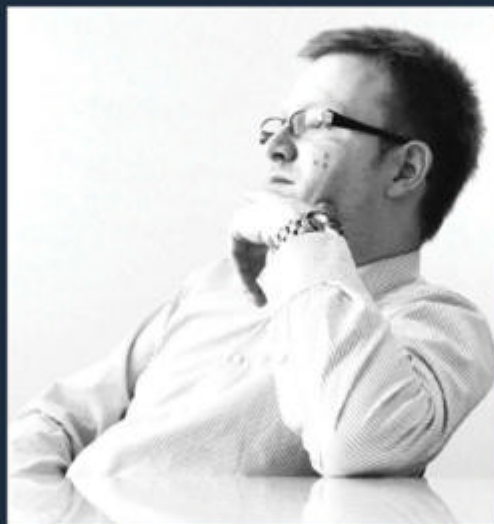
### Bes Bujupi

favours the hybrid luxury of the *Lexus RX450h*



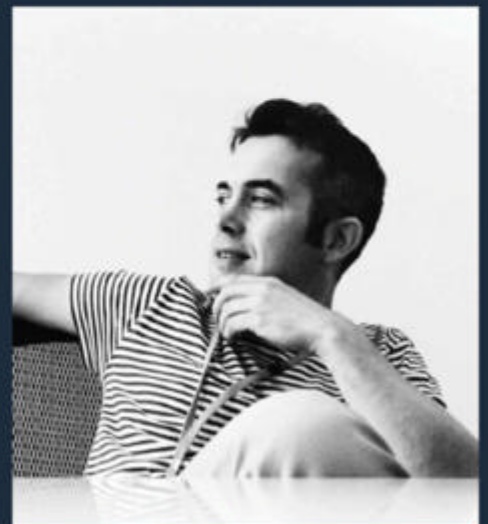
### Martin Paton

is a performance saloon fan, he likes the *Lexus LS460*



### Ross Mawdsley

would happily take the *Lexus IS300h*





**INSPIRING  
BETTER  
BUSINESS**



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WEB HOSTING • RESELLER HOSTING • DOMAIN NAMES



**who** Hello Monday

**what** Creators of a 'visual universe' across digital and analogue platforms.

**where** Aarhus and Copenhagen, Denmark and New York, USA

**web** [www.hellomondays.com](http://www.hellomondays.com)



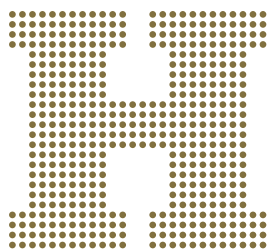
**Key clients**

Google, MoMA, Reebok, Bang & Olufsen, Greenpeace

# Uncompromising visual design

With a passion to do original cutting-edge work, Hello Monday has built a reputation for producing digital design that speaks volumes about their philosophy and approach to each new commission





**ello Monday is based on a different approach to business and design.** Founded back in 2006 by Anders Jessen, Jeppe Aaen and Johanne Bruun Rasmussen the agency has grown with a reputation for

uncompromising design to the point where it now has offices in Denmark as well as New York.

All of the founders had previously worked in other large design agencies in Denmark but quickly became disillusioned with the work that they were doing, with much of this work becoming monotonous and repetitive. Each of the founders had a strong design sense but more importantly, the

confidence that they could be working on more interesting projects. Starting their own agency quickly became the obvious next step.

Initially based in one of the founders' apartments, the other members of the team would let themselves in at the beginning of the working day and continue with their current project. Like many other early Flash developers, all night coding sessions were not uncommon. This allowed the founders to live and work with few overheads, but they were working with some high-profile brands that allowed them to create the kind of work they felt inspired by and that the industry was waiting for.

In the early years of Hello Monday this was executed through traditional graphic design such as poster design and t-shirts. The founders also knew some smaller fashion brands, and it wasn't long before they asked whether Hello Monday could build websites for them, which is how the agency made the move into digital design.

As for skills, the founders had backgrounds in graphic design, but when it was clear that digital design was going to be massive, the team set about teaching themselves the skills they needed, always treating digital with the same care as graphic design.

Jakob Kahlen, partner and creative director explained the inception of Hello Monday: "The idea really came about because we were all working at larger agencies and we could see that they would eventually become limited to what we could do creatively. Working at larger agencies can mean a lot of repetitive work, which can mean a lot of processes with often little room to express yourself in the work you are doing. These kinds of agencies can feel more like a factory than a creative business.

"So we all wanted to get away from that process-heavy way of working and start an agency that could give us the freedom to do what we wanted in the digital creative space, and create an agency that was more of a playground than a factory."





## Browser timeline

Established 2006  
Founders **Anders Jessen, Jeppe Aaen**  
and **Johanne Bruun Rasmussen**

hello  
monday

Hello Monday get their first clients in the US - renowned photographers Lyndon and Lindsey Wade.

Number of employees

3

Hello Monday open an office in Copenhagen.



2006

2008

2009

2010

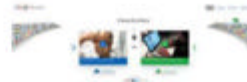
Number of employees

0

Hello Monday is founded in October in Aarhus, Denmark.



Hello Monday open an office in New York and land their first project for Google.



Number of employees

6

## industry insight

Jakob Kahlen, partner and creative director



“Not focusing on the tools we use allows us to get back to telling stories in a visually rich way, which is really what our agency is about. We try to create amazing homes for a brand's amazing products”

This idea of a playground as opposed to a factory was also expressed as one of the core drivers behind Hello Monday by partner and account director Andreas Anderskou who commented: “It all started with a question: Is it possible to create a playground rather than a production facility? We decided that it was by opening Hello Monday. In the beginning, we had small clients and big ambitions, but in 2009 things changed when we decided to open an office in New York. Like most decisions at Hello Monday this was not a strategic one. I had met a girl in New York, now my wife, so I convinced my partners to allow me to move there and open an office. Having a presence in the US opened new, exciting doors, and a year later we got our first job for Google. That changed everything.”

Andreas gave an outline as to how their agency found its name: “Our thought was that if we could turn the worst day of the week into the best day, we were doing something right. We want employees that are excited to come to work and feel inspired - even on Mondays. We could not get hellomondays.com in 2006, so we bought hellomondays.net. Two

years later, we managed to convince a man in London to sell the dotcom to us for \$2,000.”

Today of course, the website of a digital design agency is the calling card for potential clients. “We’re actually smack in the middle of a redesign,” Andreas explained. “We really want the new site to reflect our ideals, our talents, our humour, our tech prowess, our employee personalities, etc. It needs to be something we’re all proud of and the result needs to meet our (admittedly very high) standards - which is why we’ll be working on it for a lot longer than we had initially planned.”

Hello Monday quickly became known as an agency that could create digital environments that stood out from the crowd. Jakob continued: “We were known as an agency that could do interesting things with digital assets. We built a number of well-received portfolio sites that used some innovative - at the time - transitions that got the agency noticed. The amount of work that went into the sites for the fashion brands and photographers the founders knew was massive - and for some of them I think we got paid in product and not cash!”



Number of employees

9

2012

NASA and Diesel are added to Hello Monday's client list.

2013

Time to upgrade: New York and Copenhagen move into new offices. Hello Monday enters the FWA Hall of Fame.



Number of employees

15

Number of employees

31

"What also happens when you win awards is that you get contacted by similar brands that want a site just like the one you have just won the awards for. We have never been interested in doing that, because that kind of cookie-cutter design is what we wanted to get away from when the agency was founded. So we say to these clients we can do something for them that is equally as good as the site we won the award for, but that is different and unique for them. We try and learn something new ourselves with every project we take on.

"If you look at our agency before and after the Google commission we received, you can clearly see this event as a transition within the company. We felt that before Google gave us a chance, we had to always prove that we could deliver the work on time and on budget. After we had completed the work for Google, clients started to see Hello Monday in a completely different light. So people were then thinking if we can work for Google - and the work was well received and won awards - other clients were more confident that Hello Monday could then do something for them as well."

How each commission is constructed was outlined by Andreas: "All projects are different of course, but a team normally consists of one digital producer, one creative director, two or three designers or illustrators, depending on the design needs, one lead developer and one or two support developers. An account director or managing director also oversees the entire process.

"A project runs in phases, so we spend one to two weeks in the briefing and discovery process, two to three weeks wireframing and concepting, four to six weeks in design and production and six to eight weeks in development. These phases all start to overlap as the process continues, so for example, the development team can start setting up the shell or framework of an approved concept while the design team continues to work through the bulk of the site design."

Hello Monday's designs are also not governed by the tools they use. Adobe's application is part of their toolset with Photoshop and Illustrator being the focus for them. A variety of other software also sees a lot of use, including; Aptana Studio,

## B&O PLAY

### beoplay.com

"We've been working with B&O PLAY since the Bang & Olufsen sub brand was launched in January 2012. The B&O PLAY product line is digital at heart. Each product is different, so we have made a digital experience to match. It is designed for a new generation of global digital consumers and there are three major objectives for the sites.

"Our first objective was bringing the products as close to the consumers as possible via interactive features and illustrations that provide context.

"The second objective is letting prime content market the products. Content in all its forms - copy that speaks to the DNA of the products. Videos, illustrations and images that present the products in aspirational settings, and playlists and recommendations that give users a lasting present.

"The third is to give people a great experience purchasing products online and leave them a reason to come back to the site."



**<Above>**  
Bringing digital to the forefront, with user experience at the heart of the project



## MoMA - Century of the Child exhibition

[www.moma.org/interactives/exhibitions/2012/centuryofthechild](http://www.moma.org/interactives/exhibitions/2012/centuryofthechild)

"Our goosebumps had to pinch themselves when Museum of Modern Art in New York asked Hello Monday to create a website for an upcoming exhibition called 'Century of the Child - Growing by Design, 1900-2000,' MoMA's first ever large-scale overview of 20th century design for children. The site would have to support and promote the full floor MoMA exhibition and allow visitors unable to visit the museum in person to still be able to experience the exhibition digitally and get a great sense of all the amazing content to view.

"One of the biggest challenges upfront was figuring out how to get over 250 objects and images into the site without creating an overwhelming (and slow-running) user experience. We developed an easy-to-use framework that could house hundreds of objects, pieces of art, and related media while still ensuring that users of the site could explore on their own and navigate seamlessly between all of these different objects and areas.

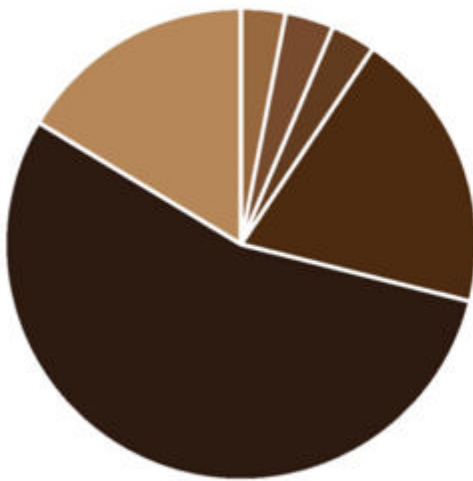
"Rather than being a show for kids, the exhibition itself is an overview of how children and the concept of childhood itself have influenced modern design and progressive design thinking. We were challenged to retain a certain amount of whimsy and playfulness while featuring content that was at times dark, political and on the 'heavy' side."

<Right>

Amaze created an interface that was both beautiful and easy to navigate, with an added charm



## AGENCY BREAKDOWN



Sublime Text, Transmit, Google Docs, Basecamp, Yammer, Skype, Dropbox and Github.

"Overall great things are happening to HTML5/ CSS3 and JavaScript, making browsers more and more powerful as different vendors push to make new technology available", said Andreas. "It reminds me of the old Netscape versus Internet Explorer days - only a lot more fast-paced. Browsers like Chrome and Firefox are pushing out new versions and features very rapidly. HTML5 will also become an even bigger player when it comes to doing projects that need to work across multiple browsers/systems (UNIX, Windows and Mac). I think one of the biggest changes for HTML will be that it will be used much more often for mobile apps and also classical desktop apps."

The agency of course also pays close attention to the changing landscape of technology and how these can be utilised in their designs. Andreas continued: "Some of the most interesting new technologies are new browser capabilities that are slowly rolling out across the different browsers.

WebRTC, Web Audio API and of course the Canvas and WebGL. WebRTC opens up a lot of possibility for making browser-to-browser applications, webcam sharing and more - without the use of plug-ins. Web Audio API gives new possibilities in terms of manipulating sounds and dynamically creating new sounds as well. A great project for using canvas/ WebGL is Three.js ([github.com/mrdoob/three.js](https://github.com/mrdoob/three.js)) - that seems to be evolving rapidly and getting a bigger and bigger user base. TweenMax for JavaScript ([www.greensock.com](http://www.greensock.com)) should be a natural part of any JavaScript programmer's toolkit when making anything animate."

Jakob also commented: "When it comes to the tools we use, there are not any set rules. We try not to be constrained by what a particular tool can do, but ask how we can deliver the vision we have for the client with the tools that are available. Today that means mobile, and with the continued integration of platforms it means the work we are doing has to be multiplatform to reach all of the brand's customers. Not focusing on the tools we use allows us to get

back to telling stories in a visually rich way, which is really what our agency is about. We try to create amazing homes for a brand's amazing products."

Andreas also commented: "There is never one solution that absolutely works for all websites. However, there has been a lot of focus on doing responsive or adaptive websites, which is a great idea but this often means people start thinking only in terms of 'Where does this box go if we are on X device?'. They often forget what the actual content is, and if it's even meaningful to a user on that device. Since we usually do heavily customised sites - we tend to do one version for desktop/tablets (with one type of content/animation) and then another one for mobile. Even when we do create responsive sites, we make sure that we optimise them enough to be interesting on all devices."

Of course, social media plays its part as Andreas continued: "They are of very high importance in all the projects that we do, if used correctly they can be a great driver for spreading the word about a campaign and then turning that campaign into a

conversation. With that being said, just because you have a share or like button on a site doesn't mean that people will actually use it. But if the campaign has a meaningful message and can give the user a new experience, the hope is that these users will be much more inclined to share."

"It also comes down to quality content and interesting stories. When done properly a quality 'pool' of content - such as great photography, video vignettes or smart editorial - will do the heavy lifting for you because users will hopefully want to take these pieces and help you keep your 'digital ecosystem' alive and thriving."

Hello Monday have been lucky to have the ability to work for clients they choose based on how interesting their commission is to the team. Hello Monday of course have to evaluate each client that they work with. Onlookers could be forgiven for thinking this is a hard business decision which is only limited to a financial component. In reality, Hello Monday is much more anti-business in this respect; instead using a very different set of metrics to

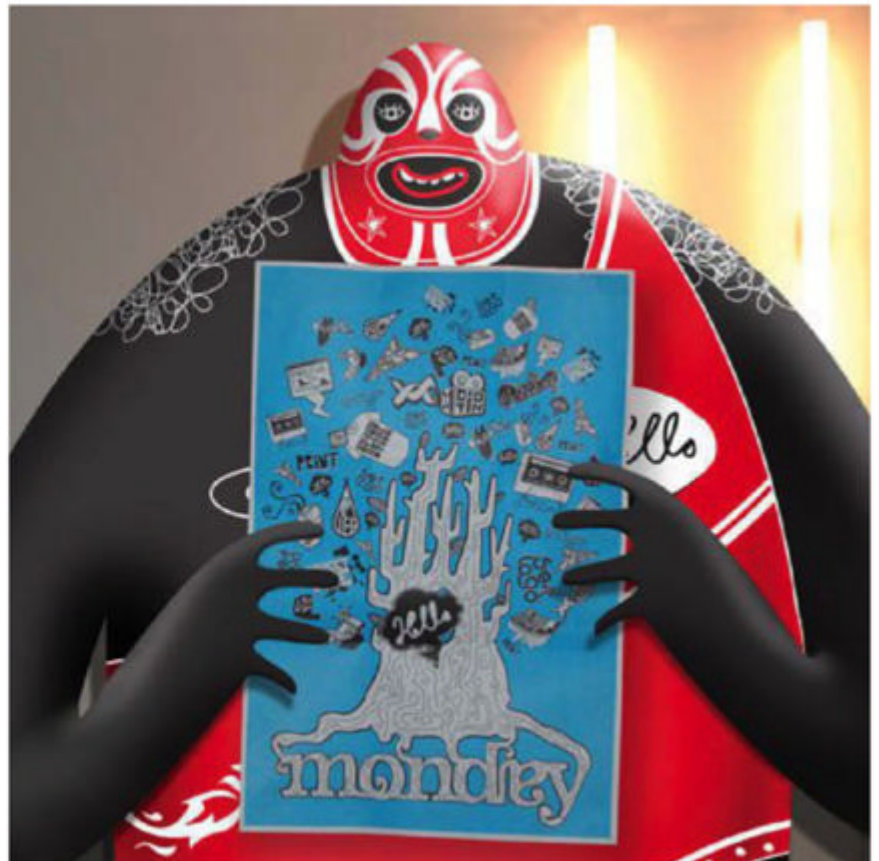
### industry insight

Andreas Anderskou, account director



"We are very fortunate in that we don't have to chase or pitch work as aggressively as other agencies might have to. We got lucky in that we got to collaborate with some great clients and win awards. That early recognition and the evolution of our work since then have helped attract interesting projects"

☞ We try not to be constrained by what a tool can do but ask how we can deliver our vision for the client with the tools available ☞



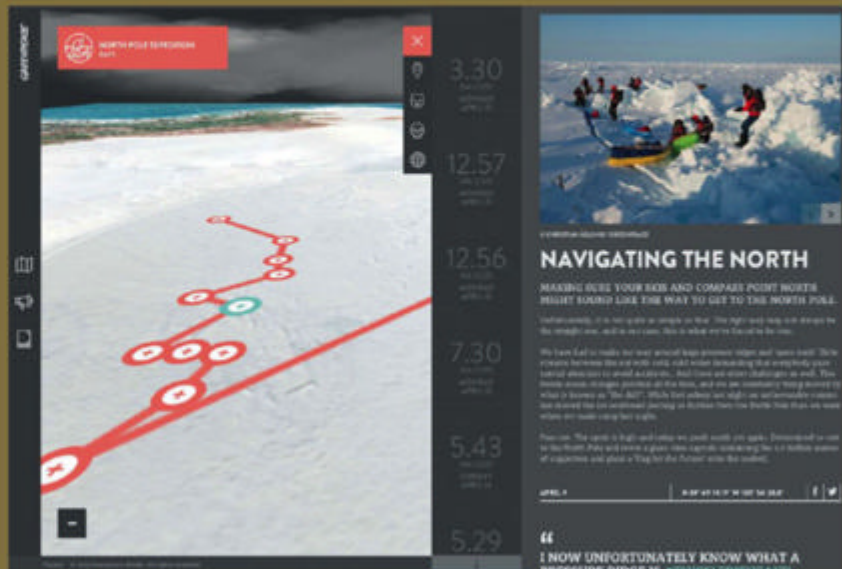


## Greenpeace - Into the Arctic

"Multinational oil companies are destroying the Arctic for profit and Greenpeace is working hard to change this. The mission is simple: send four young people to the North Pole to plant flags and declare it protected sanctuaries on behalf of all life on Earth. We did not want to do a standalone campaign, which would work for a few weeks and then wither. Instead we collaborated with Greenpeace to build a platform for documenting activities in the Arctic.

"It's a balancing act between a lasting effort and the impact of a traditional campaign; mixed with the real-time updates and the massive reach of social media. We used the cross-platform possibilities inherent in HTML to let the Greenpeace team log their findings directly on the map and let the world follow their journey.

"The project itself is a win when users spread the message that carries it... but the project is also a win when it brings an educational experience to the digital platform, moves an organisation from doing campaigns to building platforms that embrace the entirety of their digital ecosystem, and enlightens a generation that still has a chance to change environmental history."



decide which clients they would like to work with to develop a creative partnership that leads to innovative work. After all, Hello Monday's mantra is 'have a passion and not a business plan'.

The agency has a great deal of freedom, as they don't have the usual financial constraints that would perhaps push them into more lucrative - but creatively uninteresting work. They have stuck to their philosophy of putting interesting design first and financial gain second. But if you have a talent, passion and work hard, it is possible to take those skills into the marketplace and do some astonishing work, and Hello Monday has been lucky enough to work with brands that are not just appreciated, but loved. Hello Monday has demonstrated they would rather stay small and potentially forego high levels of income to be able to work with iconic brands.

project has the potential to be innovative enough to win fame for our clients. Fortune is the financial side. It takes time to do innovative work, so we want to make sure that the budget can support the time that we put into the project. Forward is essentially learning that enables us to grow as an agency and push all of our skills forward."

With each new job that comes along Hello Monday assess each commission against these guidelines. However, this doesn't mean that these criteria are set in stone - far from it. For example, working with Greenpeace would score higher on the fun, fame and forward measures, but a little lower in terms of financial measures. Andreas commented: "We are very fortunate in that we don't have to chase or pitch work as aggressively as other agencies might have to. We got lucky in that we

Hello Monday is an agency that has the skills and passion that brands want for their campaigns. The agency has to do little pitching for new clients, as their work speaks for itself and has not gone unnoticed by the world's big name brands.

Creating a playground and not a factory within their agency may seem utopian in a world that seems to be driven solely by the profit motive, but Hello Monday has shown again and again that good design does not have to be fuelled by the ROI that a company is looking for with their investment. Hello Monday has managed to re-educate brands that innovative design is possible with their anti-business approach. Clearly with a portfolio of clients that reads like a who's who of leading brands, Hello Monday must be doing something right.

🌐 We do work for some big brands, but for us it's more about the work that is on offer 🌐

As Jakob explained: "The size of the clients we work for has never been that important. We do work for some big brands, but for us it's more about the work that is on offer. We often work for clients because the work they are offering is of interest to us. We really have to believe in the brand or product for us to take on the commission."

This belief in the brands that Hello Monday work with and what they as creative specialists can bring to the commission is encapsulated in the philosophy that drives the agency forward. Dubbed the four 'Fs': Fun, Fame, Fortune, Forward.

"Fun is when a project speaks to us and looks like it will be both fun to do and to experience once it is done. Fame is determined by whether or not a

have been able to collaborate with some great clients and win awards. That early recognition and the evolution of our work since then has helped attract interesting projects."

Hello Monday is clearly an agency that many designers and developers would like to work for. Jakob often speaks at different design schools where he comes into contact with the next generation of digital designers. "The bulk of the recruiting we do is for designers", says Jakob. "I do a lot of travelling and talking to design students. Often they will approach us and if they have a talent we are looking for, we'll hire them for a paid internship."

With a design philosophy and approach to business that is envied by many in the industry,

## hello monday

WEB.....www.hellomondays.com

PARTNERS.....Anders Jessen, Jeppe Aaen,  
.....Johanne Bruun Rasmussen, Andreas  
.....Anderskou and Jakob Kahlen

YEAR FOUNDED.....2006

CURRENT EMPLOYEES.....31

LOCATION.....Aarhus and Copenhagen,  
Denmark. New York, USA.

### SERVICES

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- > Digital products
- > Websites
- > Brand identities

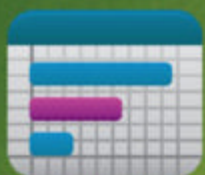
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# TRANSFORM **HTML** TO **WORDPRESS**

We show you how to avoid the potential pitfalls when transforming a HTML mockup into a custom WordPress theme

**T**here are many ways to go about designing a website in general, and a WordPress theme in particular. A design idea can spark from something you've seen, or perhaps come together in your mind based on your client's specifications. Either way, you'll get an idea, you'll draw it out – in your mind or using some sort of tool – you'll probably do a mockup or three, and then start developing. Of course it usually isn't that simple. All those pesky clients have their own ideas and want input, even though you know that you know best.

Some people think you should design in the browser, and while perhaps that might not be a universal truth to subscribe to, it can be useful to employ it at times – perhaps completely avoiding Photoshop all together. Even among all the technology we have these days, it can be incredibly useful to do sketches on paper before moving on to doing elements in something like Sketch. After that you can start cranking out the markup to see how well it works in a web browser.

That's what this is all about. You've got an idea, a sketch, possibly a mockup, and then you write the HTML and CSS to test everything out. Perhaps you'll even use your HTML version as the client mockup, making sure that the client actually sees what they'll get, or you do it as a part of your process. No matter what the methods used are, should you employ the HTML mockup technique rather than just jumping directly into coding a theme based on any PSD files, you'll find that there is a lot of time to be saved – and several wins to be gained as well.

Considering this, this feature will show how to create a WordPress theme. There's an idea, there are sketches, there are thoughts and suggestions regarding mockups, traditional as well as HTML based. Then there's taking an HTML mockup and creating a WordPress theme out of it. Perhaps you've never done this before or you're a seasoned veteran who used to and sell themes based on your PSD mockups. Either way, there might be something in this methodology to help you improve your process.



## STAGE 1: THE PLANNING

# FAILING TO PLAN IS PLANNING TO FAIL

To kick off a project, get a design idea, some sketches, and then a quick mockup. This will have all the first phase bases covered

## GET SOME IDEAS

Today's publishing landscape looks very different to how it did before blogs entered the market. Blogs are more than personal diaries, and the concept is used on just about every modern publication. With this, the possibility of doing a professional publication powered by the best of the blogs has opened a lot of doors, and has given us great sites such as The Loop ([www.loopinsight.com](http://www.loopinsight.com)) and SplatF ([www.splatf.com](http://www.splatf.com)). These are modern publications using the best of the blogs, in a modern way.

This project will borrow heavily from this approach, but not forget about the publishing landscape's past. In other words, the WordPress theme that you'll end up with will rely on typography and content first, but it won't be limited to personal nor professional blogging as such. Not that any theme truly is of course, but themes can surely be more or less suitable for one or the other.

## START SKETCHING

This project started with some freehand sketches on paper, as it can be more suited to small and straightforward projects as this one. The absence of eraser tools and layers can be a nuisance, but it can also be an asset since everything you do is committed to paper. That fact might help you focus, but as always your mileage will vary.

The design is simple. There will be a strong yet thin frame that connects to the various headings by underlining them. The typography is the visual element that carries this design, but since WordPress supports custom backgrounds, and there is the outer frame to part the content area with whatever background is chosen, we'll take that into account as well. This means that we're being limited to near black border

colours, since we won't know what sort of background image that'll be used, but that's a fair compromise. It does limit the use of colours on the site, especially concerning links, but the idea is to keep it muted and classy anyway. Besides, changing colours with CSS in a child theme is simple enough, so it's almost a moot point.

## DESIGN MOCKUPS

For a client project it would be prudent to not only show off (and clear) sketches like these, but also design mockups. The beauty of doing an HTML version first is that it can be your mockup, and as a result, a lot more true than any Photoshop image you might be presenting to your clients. With HTML, you can get the correct font rendering, transitional effects work as intended, the mockup will be viewed in a web browser, and viewing it on mobile is a breeze.

Larger projects with a lot of different templates and design elements might benefit from having a mixture of traditional mockups, as well as ones done in HTML. You could benefit from using software that supports exporting to HTML, which might mean you'll get a near-finished HTML mockup to work with. Do remember however, that exported HTML from software can feature some truly awful markup, so don't always count on using that code. It is often best to simply write the HTML mockup code yourself, making sure that, should the design be cleared, you'll have proper markup that you can use for when the real development gets going.

### THE RIGHT MOCKUP

Be sure to clear the type of mockups you'll deliver to your client beforehand. Some clients expect a certain type of delivery, and you don't want to get off on the wrong foot. Besides, suggesting mockups that'll work in the browser has a certain zing to it for some.

## THE BENEFITS OF PLANNING AHEAD

### ● Clear for the client

Sometimes the client has a hard time visualising how a design will turn out. HTML mockups put this to rest by inviting the client to click around in the web browser.

### ● Get a head start

When the client approves the mockup, you'll have a head start on the development since a considerable bulk of markup and the stylesheet is ready. That is, if you write the code yourself and don't rely on exports from mockup software.

### ● Mobile makes sense

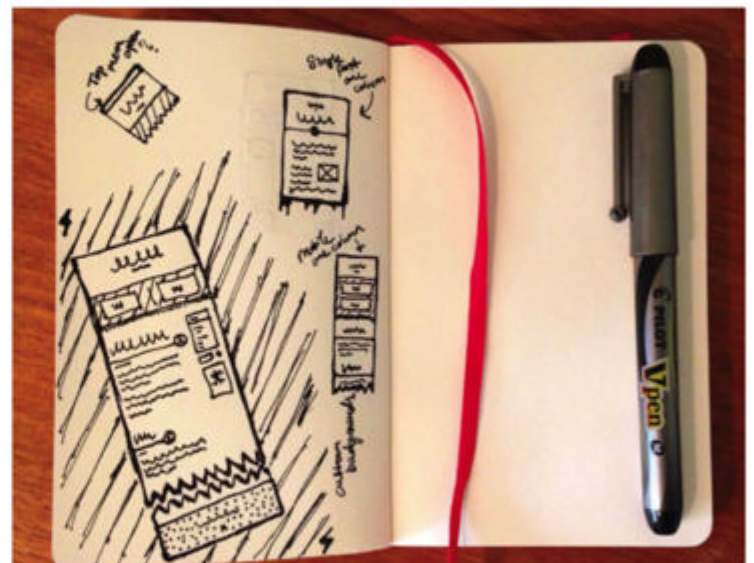
Looking at a traditional mockup and trying to understand how the design will work on a mobile device is hard for most clients. Mobile design is driven by actual interaction, so that's what you'll want to show off. With a HTML mockup, you can.

### ● HTML conveys visual effects

If your design employs any kind of effect, transition, or something flashy that makes it pop just like the client wanted, there's no way to convey that in an image.

### ● It's honest

Your client might love your Photoshop mockup, but when they look at it on their Windows XP laptop, everything just looks dirty and jagged. If you show them a HTML mockup, they'll see the real deal instead.



These simple sketches show the design in both a desktop and mobile state. This will be the first phase in the process. Remember to make some notes.



# MOBILE FIRST

Begin developing the bare bones of the project by exploring the mobile platform first

## CLEAR CONTENT

The content templates on mobile will actually share a lot of their desktop counterparts, which is one of the advantages of the cleaner, more content-focused design seen around the web today. The site title will be positioned up top, small but clear enough, and then we'll give the page title more room with large clear type, and centred. There'll be a line connecting to the sides, but we'll cut the avatar to save in http requests and space. The actual content is one column on the desktop site as well, and the only things that differ between these two are the size of the font and the various scaling of images. Floating an image on the right-hand side won't look particularly good on mobile if the image covers almost all the screen, so we'll size it down accordingly. Other than that, it's pretty straightforward.

The right-hand column is cut out altogether on the mobile version so we won't have to worry about that.

However, there might be a menu that needs to be handled, so add a specific mobile-only menu to the mobile version, right at the very top.

## WHITE SPACE

Archive pages (pages listing several pieces of content), have less in common with the desktop. Centre the titles, cut the avatar, and rely on a simple line across the page.

Providing ample white space between the posts will help avoid any confusion.

The front page's top widget area needs dealing with. We'll keep the background but the widgets will be stacked rather than side by side. This is something that needs considering for a lot of designs, and especially for the devices between smartphones and tablets/desktop - to stack, or to scale down? For our purposes, we'll stack them as it mingles well with the content.



### MEDIA QUERIES

Horizontal menus tend to scale poorly, so many sites rely on the hamburger menu - sometimes on tablet and desktop versions, a convenient albeit lazy solution. Having multiple menus is the easiest way, hiding them with media queries.



### Why go mobile first?

By designing the mobile version first, you'll get to the heart of things, and then you can add to the design as you scale up in screen size. This is also a good exercise to get to the gist of your project, as only the most important things will make sense on mobile.

## ON THE DESKTOP SCALING UP CONTENT

Scaling up from the mobile version is easy when you've decided to go with a single-column design. Creating a site where the content is easy to read and with ample room for images is more important than adding clutter with a right-hand column that won't add anything important on single pages. The side-column is of more use when you're searching for something, which is why it sticks around on archive pages.

The content page on desktop and tablet borrows all the features from the mobile version, but with some additional carefully chosen elements. There's an avatar for example, which adds a bit of personality to the site, and we're connecting with the 'line under title' concept by mingling the avatar with the line that connects to the outer frame. Aside from this, everything should be relatively straightforward.

The logo and site title are smaller on archives, which gives more room to the large strong page title. We'll use a desktop-only top menu here, should the site owner have such needs.

## ARCHIVE

The archive pages on desktop and tablets have an additional column on the right-hand side. This column is only present on archive pages, which hopefully means that the end user will employ it accordingly, by adding features that help the visitor find whatever it is that they are looking for. Search fields, latest posts, menus and whatnot are appropriate, Twitter and Facebook boxes might be okay, but the general rule still applies: Do not add clutter.

The post listings differ a bit as well. The titles are underlined and connected to the outer frame, and we'll implement the author avatar in listings too. For this site we'll let the site owner decide where the posts should be cut, by inserting a 'Read More' link using WordPress' built-in feature for this - but depending on your needs, an excerpt might just be a bit more prudent.

Finally, the front page has got a dedicated widget area position at the top, made with two widgets in mind.





# KEY WORDPRESS COMPONENTS

A WordPress theme is made up of individual parts that all have a place

## • The menu

WordPress has a handy built-in menu interface that we'll make good use of. As always, you should use the default features whenever possible because it makes the theme a lot more futureproof. Since horizontal menus are a nuisance on mobile, we'll have two menus: one for desktop and one for mobile, showing the appropriate one via CSS. In this case we won't do a hamburger or dropdown menu for mobile, but a site with a lot of sections would likely need something like that.

## • The site title

Some sites will find it perfectly reasonable to have a text-only title (and a tagline), but most will probably want to have a logo of some kind. To please both camps, do a check for a header image (a standard WordPress feature that can be activated in the theme) and if there is one it can be outputted with that, and no text title or tagline. If no header image is uploaded, then just display the site title and tagline as entered in the WordPress settings.

## • The post flow

While the HTML mockup depicts the front page, the method of displaying the river of posts will be the same in all archive pages, including categories, tags and search results. It's a pretty basic flow, chronological with the newest addition up top, which we'll output using a standard loop. For this design there is no support for post formats (such as asides, dedicated video posts, and so on), but it would be a small feat to add them and make them stand out, thanks to the strong titles for the standard posts.

## • Front page widgets

The front page features a widget area below the header, which of course can feature both text and a logo. This area is meant to host two widgets, but it can display more should the user require it. When viewing the site on the desktop, the widgets sit side by side, but on lower resolutions they'll stack up instead, taking up the full width. This is the only important thing worth remembering when populating this area with widgets. In the HTML mockup there are only two text blocks here, but the widgets could be used for anything – perhaps a cover and blurb pointing to your latest book?

Use the default features when possible to make themes futureproof

## • The side column

The side column on the right-hand side will only be present on archive pages. Much like the front-page widget area, this consists of widgets only. Unlike the front page widgets, the side column won't be visible on smaller devices, meaning that you shouldn't rely on it for important things. To keep things interesting, and possibly problematic due to floating issues, the sidebar is actually floating to the right, with the posts wrapping around it. You can fetch it using the standard `get_sidebar()` template tag.





# ESSENTIAL ELEMENTS

The stylesheet, functions file, header and footer are key inclusions

## ADDING STYLE

The stylesheet, or style.css, is one of the mandatory files in a WordPress theme. It's not so different from regular stylesheets but for the heading, which consists of every detail needed for WordPress to understand that this is in fact a theme, and not just some random collection of files. If you want, it is possible to have several stylesheets and load them as needed, but as always this should be carefully considered since it means additional requests and potentially longer loading times.

This theme is called Words Of Importance, because hopefully that's what it'll be used for when released

to the public. This means we've gotten started, with a folder called woi, and a copy of our style.css file, with the necessary theme declaration added up top.

```
001 /*
002 Theme Name: Words Of Importance
003 Theme URI: http://tdh.me/wordpress/
004 Description: A clean theme meant for
online publishing, what else?
005 Version: 1.0
006 Author: Thord Daniel Hedengren
007 Author URI: http://tdh.me
008 */
```

Get the full code from the website: [webdesignermag.co.uk/tutorial-files](http://webdesignermag.co.uk/tutorial-files)

## GET FUNCTIONAL

The functions.php file is the place where you add support for various things in your theme, as well as add any other theme-related functions you might want. Common things that functions.php should be used for include activating support for custom header images and backgrounds, registering menus, and of course declaring the widget areas. We need to do all that, and other than the widget areas we'll do it by adding the necessary code to a theme setup function.

```
001 function woi_setup() {
002 // Add RSS feed links to <head>
003 add_theme_support( 'automatic-feed-links'
004 );
005 // Add custom background support
006 add_custom_background();
007 add_theme_support( 'custom-header',
```

```
$args );
008 // Register menus
009 register_nav_menu( 'desktop-menu', __(
'Desktop Menu', 'woi' ) );
010 register_nav_menu( 'mobile-menu', __(
'Mobile Menu', 'woi' ) );
011 }
012 add_action( 'after_setup_theme', 'woi_
setup' );
```

Theme setup is added to the after\_setup\_theme action, whereas the same for our two widget areas (the front-page widgets and the side-column widgets) will be added to the widgets\_init action. Get the full code from the website.

```
001 function woi_widgets_init() {
002 // Front page widgets
003 register_sidebar( array(
```

## SIDE COLUMN

The sidebar.php file

There is a great template tag called get\_sidebar(), which also includes sidebar.php for you. This template tag will go into the archive templates (including search), which are the only ones displaying the side column.

The sidebar.php file consists only of the minimal markup needed for outputting the widgets in the side-column widget area, which was registered in functions.php. You can do that with dynamic\_sidebar(), and by passing the ID of the widget area wanted, which is side-column, again as registered in functions.php. This means that the sidebar.php is pretty straightforward to say the least. Note the ID for the section tag, which is hidden on smaller resolutions, and not displaying any sidebar no matter what.

```
001 <section id="sidebar">
002 <ul>
003 <?php dynamic_sidebar( 'side
-column' ); ?>
004 </ul>
005 </section><!-- #sidebar ends -->
```

## FUNCTIONS.PHP

The functions.php file is a powerful thing and you can do almost anything there. However, make sure that whatever feature you add using functions.php isn't crucial when switching themes. If your feature, such as custom post types for example, should carry across themes, then it should be in a plug-in instead.

# HEADER AND FOOTER

Including header.php and footer.php

Breaking out the header and footer from the HTML mockup is mostly a matter of simply copying and pasting it over. The only thing you absolutely must remember to have if you want your theme to function properly in all instances, is the wp\_head() template tag just before the closing head tag. There are some things that usually need to be swapped out, such as every place where the title of the page appears (be it the site title or just the page title) should be dynamic for example. Another aspect that is usually involved is the menu, including the one created in functions.php, as well as custom headers.

While there are a number of things you'll have to change (and should add) when creating the header.php file from the HTML mockup, two things stand out more than others. First, there's the title, as in the title tag title, which should change depending on where on the site you are.

Next, there's the site title/header image feature. A header image needs uploading, which means having to add it to the woi\_setup() function created in functions.php. The code will add the support for custom header images, allow them to be just about any size, and remove the site title output when used.

This only adds the support for custom headers, you'll need to actually output it in your header.php file as well. Since the site should work and look good without a header image as well, a check to see whether there is one or not needs to be done, and then act upon that.

Compared to all this, the footer.php template is almost ridiculously simple. The only thing you truly need, except your already present markup, is the wp\_footer() tag, that wraps up WordPress, much as wp\_head() kicked it off. Put the wp\_footer() template tag just before the closing body tag and you're done.

# POSTS AND PAGES

Displaying the actual content is a key element for most sites. With WordPress, this generally involves working across the various posts and pages

Posts and pages have a lot in common, and although most themes will have separate templates for these, they rarely differ all that much. First of all, as with every template that deals with the things between the header and footer, you need to include said header and footer. This is done with the `get_header()` and `get_footer()` template tags. Second, you need the loop to output the appropriate content. This would be different posts or pages – just one, depending on the situation. Here the templates for posts and pages are almost identical, consisting of the loop, and then an inclusion of another template using `get_template_part()`, and calling for `content-single.php` (for posts) and `content-page.php` (for pages). These templates consist the actual output of the content, but the loop is what's telling WordPress to go look for content.

The `page.php` template is used for pages, and `single.php` for posts. The former is reprinted here. Remember that there is no side column in single posts and pages in this design, so the `get_sidebar()` template tag is absent, and not including the sidebar.

The loop is used whenever content should be outputted, which means that you'll see this again when you get to the archives.

The actual output is in the `content-X.php` files. This is much like the HTML markup you wrote for your mockup, but with the dynamic parts swapped out for various template tags. This includes the post/page title, categories and tags if such are to be used and displayed, the author, and so on – as well as the actual content of course. Most important will be the `the_title()` and `the_content()`, for title and content, but adding `post_class()` to your wrapping element (an `article` tag in our case) is also important if you want some default CSS classes added. For reference, see the `content-single.php` code, which is an adaptation of the HTML mockup created.



A simple post consisting of the ever-important lorem ipsum copy – note how easily the text is lifted through imagery

```
001 <article id="post-<?php the_ID(); ?>" <?php post_class(); ?>>
002 <header class="entry-header">
003 <p class="postmeta postmeta-single">
004 <span class="postmeta-date"><?php the_date(); ?></span> &bull;
<span class="postmeta-section"><?php the_category( ' ' ); ?></span>
005 </p>
```

## WHAT'S THE DIFFERENCE BETWEEN POSTS AND PAGES?

Posts and pages aren't so different from each other. They are both post types, and you can add more of those yourself using code or a plug-in. The standard posts and pages differ from each other by the way that they can be used. Posts are meant to hold continued updates, sometimes sorted into categories

and/or tags (which in turn are taxonomies, and yes, you can add your own). Pages on the other hand, are meant as more static things that won't show up in any category archive. In short, posts are the updates and news on your site, while pages are the About Us and Contact information parts.

```
006 <h1 class="entry-title-single">
007 <?php the_title(); ?>
008 </h1>
009 <div class="avatar-single"><?php echo get_avatar( get_the_author_
meta( 'user_email' ), $size = '96' ); ?></div>
010 </header>
011 <section class="entry-content">
012 <?php the_content(); ?>
013 <?php wp_link_pages( array( 'before' => '<div class="page-
link">' . __( 'Pages:', 'woi' ), 'after' => '</div>' ) ); ?>
014 </section>
015 </article>
```

All of these tags that are used to output titles, dates and whatnot are integral to the site and at the heart of WordPress, because these are the ones that manage to actually deliver the all-important content to your site visitors. There's a template tag for just about anything you'll want to output, so if you're a bit uncertain, just have a quick search for it in the WordPress Codex ([codex.wordpress.org](http://codex.wordpress.org)).

Get the full code from the website: [webdesignermag.co.uk/tutorial-files](http://webdesignermag.co.uk/tutorial-files)

## MAKE A COMMENT

Comments are worthy of a specific mention. There used to be a time when every site should have a comment form, but today with the widespread popularity of social media, it's obviously not that clear. A lot of popular publications, mostly niche ones, are cutting the comment area all together in favour of communication solely through social media. However, there's nothing that says that you can't do both.

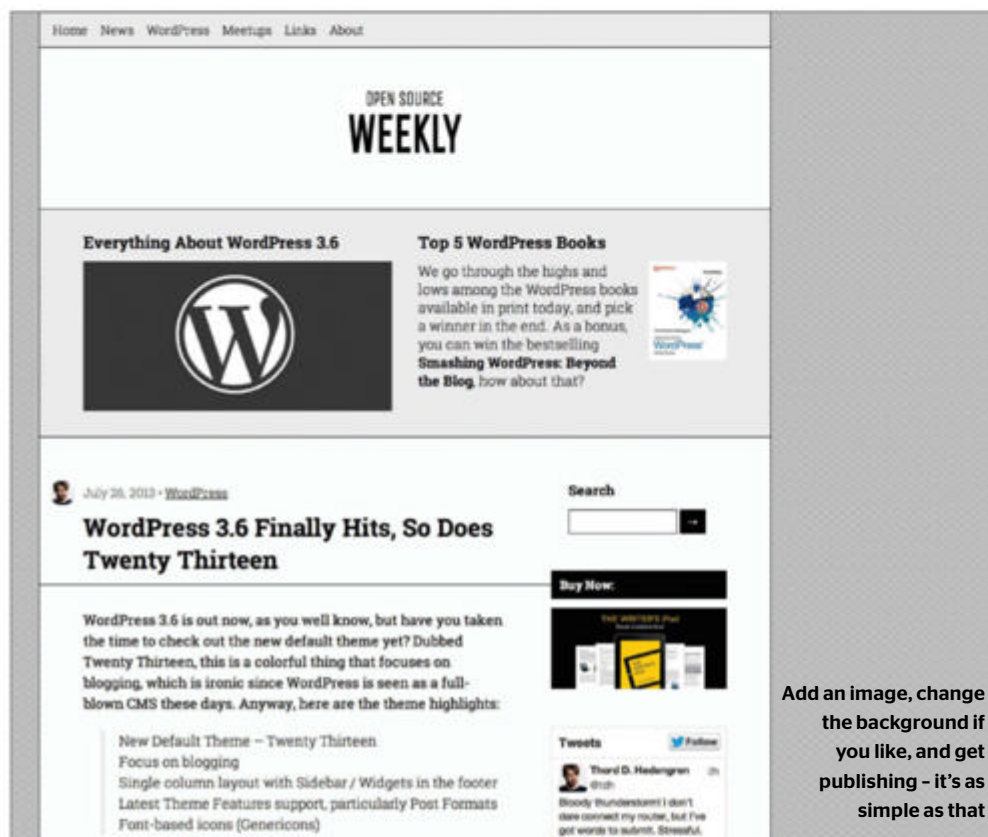
If that's not enough, fewer sites rely on the built-in comment functionality in WordPress, instead relying on external services such as Disqus and Facebook comments that provide great functionality and are easy to use. These are all easy to implement as well, especially if you include the `comments_template()` tag in your theme, because plug-ins can add something like Disqus through that.

Besides adding the `comments_template()` tag to your templates for single posts and possibly pages, you can either create a `comments.php` template file with the necessary markup for your comments, or just use a function in `functions.php`. For your copy-paste needs, and since you most likely will end up using Disqus anyway, the function for doing so can be found in the full code. Naturally, you'll need to add the appropriate stylings to your stylesheet to make this look any good, and you may want to consider queueing the stock comment JavaScript as well. You can find more information on the queueing scripts in the WordPress codex: [bit.ly/9seNB2](http://bit.ly/9seNB2)



# FRONT PAGE

Welcome to the site, with front page-only widgets, controlled by the home.php template file



Add an image, change the background if you like, and get publishing – it's as simple as that

Here the front page is basically the archive template, with an added widget area positioned at the top. Through CSS, the site title, assuming you stick with just the text version, is larger on the front page. This is thanks to that the `body_class()` tag, which gives body proper CSS classes – for example, the front page is conveniently named 'home'.

The final step for this theme would be to find out where all the kinks are and adjust them, add all the necessary classes for image alignment and such, as well as run it through the Theme Check plug-in ([wordpress.org/plugins/theme-check](http://wordpress.org/plugins/theme-check)). There are some things to

tweak and to take care of, but those are a bit outside the scope of taking a simple HTML mockup and converting it into a WordPress theme. One thing you should notice is that there are a lot of little details to take care of to make your WordPress theme complete, something that is easy to forget about. Remember to make sure you leave time to address these little touches as well, before leaving a quote to your client.

If after reading this feature you are interested in following the development for the Words Of Importance theme, then be sure to check in on [tdh.me/wordpress](http://tdh.me/wordpress) for links to the most recently updated version.

## WHERE NEXT?

The HTML mockup is now a WordPress theme, ready to use on just about any self-hosted WordPress install. Now what?

Like most themes, there are things to do. This particular theme would do well to receive a favicon and an Apple touch icon, and before you launch anything you should obviously have web analytics software in place. Then there's the obvious development points, such as featured images for the posts, individual styling for

plug-ins you use, some page templates for your specific needs, and so on. Maybe you just don't like some minor things, which could be sorted out with a child theme, or maybe you just want to fork the theme.

There's always things to do, change and develop with WordPress themes, for some mysterious reason. Enjoy.

Get the full code from the website: [webdesignermag.co.uk/tutorial-files](http://webdesignermag.co.uk/tutorial-files)

## ARCHIVES

Taking control of post listings pertaining to specific categories or tags

Archives in WordPress usually means category, tag, or even date-based archives. There are dedicated template files for all of these, should you want precise control over tag archives (`tag.php`) or category archives (`category.php`), but chances are you think all these should look and feel the same. Then you can use `archive.php` instead, which is the fallback for all kinds of archives.

Basically, the `archive.php` template file consists of a heading (the visitor needs to know where they are on the site after all), what kind of archive it is that they are viewing, and a loop that outputs the archive contents as defined in the read settings in WordPress.

### Search

The `search.php` template is pretty handy if you want to have a little more control of the search result. It's basically an archive when the search returns true, but when it's not, you need to tell the visitor something. The easiest way to do this is to add an 'if' clause to your loop, and then being able to complement it with an 'else' that's only true when there's nothing to output. Also, note the `echo get_search_query()` part, that will tell the visitor what they searched for.

### 404

The 404 template is one of the simplest, and hardest, ones to create. It's a template called `404.php`, and it's usually almost identical to a `page.php` template. The difference is, the message delivered when someone gets to a 404 Page Not Found page on the site is a static one, that (usually) resides in the `404.php` template file.

In the case of this theme, this file was created by merging `page.php` and `content-page.php` swapping out all the dynamic titles to a hard-coded message.

### Fallback

A required template file in WordPress themes is `index.php`. The idea is that this is the theme's last line of defence, the template file that'll be used if no other file fits. In other words, if the theme doesn't have a `category.php` file, and WordPress wants to render a category archive, then the system will look for others. First it'll check for `archive.php`, the fallback for archives, then it'll go back to `index.php`, the final fallback. Treat `index.php` that way, and make sure it returns something.



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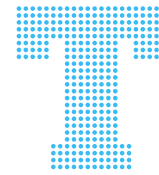
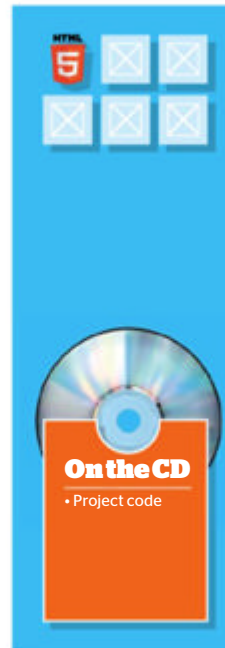
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# Learn how to add the Web Speech API to your site

Add a new level of interactivity to your site by letting the user control it with just their voice

**tools | tech | trends** HTML5, JavaScript **Expert** Tim Stone



here are three main ways to interact with the web: keyboard, mouse, and touch – but there is another. Communicating with your computer has always been a shaky affair but the good people at the W3C and Google are pushing for a unified

speech API for web developers. The possibilities of this are vast as it opens up new ways of interacting with sites and new interaction patterns if done correctly.

It's currently supported by Chrome, and Firefox has shown hints that it's working on it as well. While it's worth considering that speech input for sensitive information could be problematic, you shouldn't let that stop you when finding new ways to work with your site.

We're going to build a voice interface for a music player that will integrate with the SoundCloud API. The user will be able to speak commands such as play, skip, pause and stop to control the site. Let's get going!

## 01 Detecting support

First we're going to detect support for the speech recognition API. Currently only Chrome supports it but rather than browser sniff or only use `webkitSpeechRecognition`, we'll check for what future speech recognition could look like to try and be future-friendly. Browsers will probably have their own subtle differences so keep an eye out for them!

```
001 var speech = function () {
002   if (typeof speechRecognition !==
    'undefined') {
003     return new speechRecognition();
004   } else if (typeof msSpeechRecognition !==
    'undefined') {
005     return new msSpeechRecognition();
006   } else if (typeof mozSpeechRecognition !==
    'undefined') {
007     return new mozSpeechRecognition();
008   } else if (typeof webkitSpeechRecognition
    !== 'undefined') {
009     return new webkitSpeechRecognition();
010   }
011   throw new Error('No speech recognition API
    detected.');
```

## 02 Continuous recognition

Initiating a new speech recognition constructor won't cause it to start listening. First we can set some values – namely that we're only after one result, so no continuing to listen once a result is final. If continuous is set to true then it'll continue listening until it detects that we've stopped talking and deliver multiple final results – which is more useful for dictation.

```
001 var recognition = speech();
002 recognition.continuous = false;
```

## 03 Start listening

We want to show the user what we think they said. We can do so by setting interim results to true and our language to English (by default it is the language of the browser). Finally, we can programmatically start listening by calling `start()`. This will trigger the browser to ask the user if microphone access is allowed.

```
001 recognition.interimResults = true;
002 recognition.lang = 'en-GB';
003 recognition.start();
004
```

## 04 Speech event listeners

It would be good and likely very helpful to give some indication to the user about what our application is actually doing. They've been asked if we can have access but they don't know if what they are saying is working. `speechRecognition` has many events that we can listen to to remedy this. The start event is fired when recognition is started.

```
001 recognition.addEventListener('start',
    function () {
002   feedback.innerHTML = 'Talk to me';
003   button.style.display = 'none';
004   for (var i = 0, len = mic.length; i < len;
    i++) {
005     mic[i].style.fill = 'green';
006   }
007 }, false);
008
```

## 05 Voice feedback HTML

We'll create a small section that will be fixed to the bottom-right of the screen that will show the user when they're being listened to, any event feedback we may have, and what we last detected they said. The specification requires that the browser also shows when it's listening – in Chrome a pulsating record button is shown over the favicon.

```
001 <section class="voice-feedback">
002   
003   <p id="feedback"></p>
004   <p>Last command: <span id="last-command"></
    span></p>
005   <button id="listen">Start Listening</
    button>
006 </section>
```

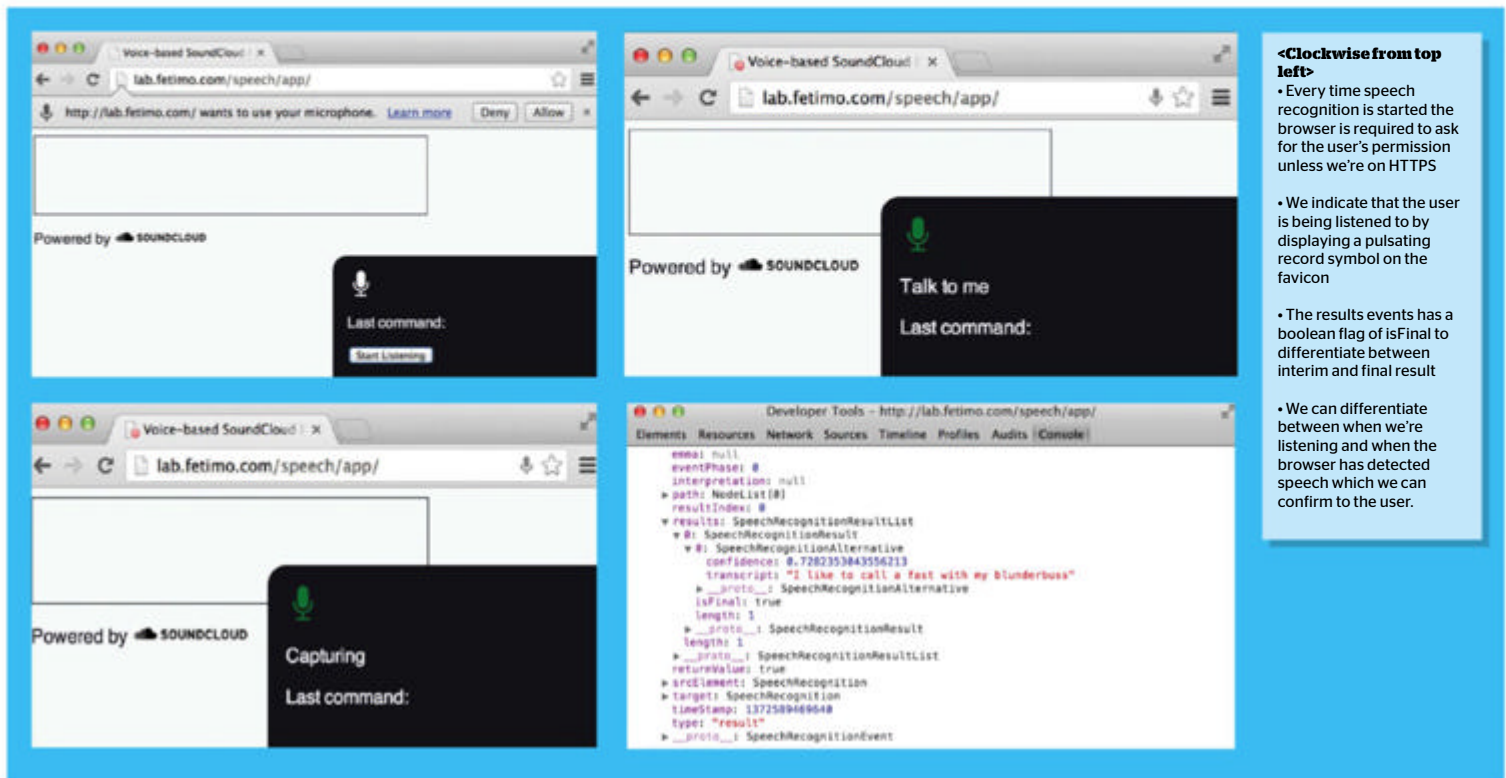
## 06 Speechstart event

There's also an event for when the browser first detects (what it thinks is) speech that it will then transcribe ('speechstart'). There is also 'audiostart' and 'audioend' which subtly differ from 'start'. 'Audiostart' is when it starts listening, 'start' is when it starts listening with the intent of transcribing it.

```
001 recognition.addEventListener('speechstart',
    function () {
002   feedback.innerHTML = 'Capturing';
003 }, false);
```

## 07 Speechend event

The sibling event of 'speechstart' is the aptly named 'speechend'. We'll update our voice feedback



pod by returning the mic to a white colour and update the text to notify the user that they aren't being listened to. Optionally, you can then reinitialise listening (this will trigger another notification).

```
001 recognition.addEventListener('speechend',
function (event) {
002   feedback.innerHTML = 'I\'m not listening';
003   button.style.display = 'block';
004   for (var i = 0, len = mic.length; i < len;
i++) {
005     mic[i].style.fill = '#fff';
006   }
007   init();
008 }, false);
```

## 08 Click to init

As well as trying to automatically relisten we'll give the user the option to click a button and speak another command with this simple click event listener. The `init` function is a wrapper for all of the snippets that we've written up until now, so it establishes new event listeners and a new speech-recognition constructor.

```
001 listenButton.addEventListener('click',
function () {
002   init();
003 }, false);
```

## 09 Initialise SoundCloud

The SoundCloud SDK requires that you sign up and create a new application - use its credentials to fill in

the blanks so that you can stream music on your website. You can optionally sign in as a user to get access to private tracks but for the purposes of this tutorial the basic app authentication is all that is required.

```
001 SC.initialize({
002   client_id: 'Your client ID',
003   redirect_uri: 'Publicly accessible URL'
004 });
```

## 10 Result event

That's just about all we need to do with SoundCloud for now, so let's look at how to actually use the results from the Speech API. The result event is triggered every time it detects a voice and because we set `interimResults` to true it'll provide a live preview of what it thinks the user has just said.

```
001 recognition.addEventListener('result',
function (event) {
002   for (var i = event.resultIndex, len =
event.results.length; i < len; i++) {
003     lastCommand.innerHTML = event.results[i]
[0].transcript;
004     lastCommand.style.color = 'gray';
005   }
006 }, false);
```

## 11 Final result

Now we have updated the `lastCommand` text and made it grey, if the result is final then we'll set its colour to white and write a function that will deal with

the command. The event can return multiple results and alternative transcripts. Each transcript has a confidence rating between 0 and 1.

```
001 if (event.results[i].isFinal) {
002   lastCommand.style.color = 'white';
003   processSpeech(event.results[i][0].
transcript);
004 }
005
```

## 12 Process speech

The transcript that the Speech API returns is simply a string and can be manipulated as you would any other string. We want to initiate various methods based on what the contents of the command are. `indexOf` is a way of asking 'Is this text in this other bit of text?'. It returns the substring's index if found or -1.

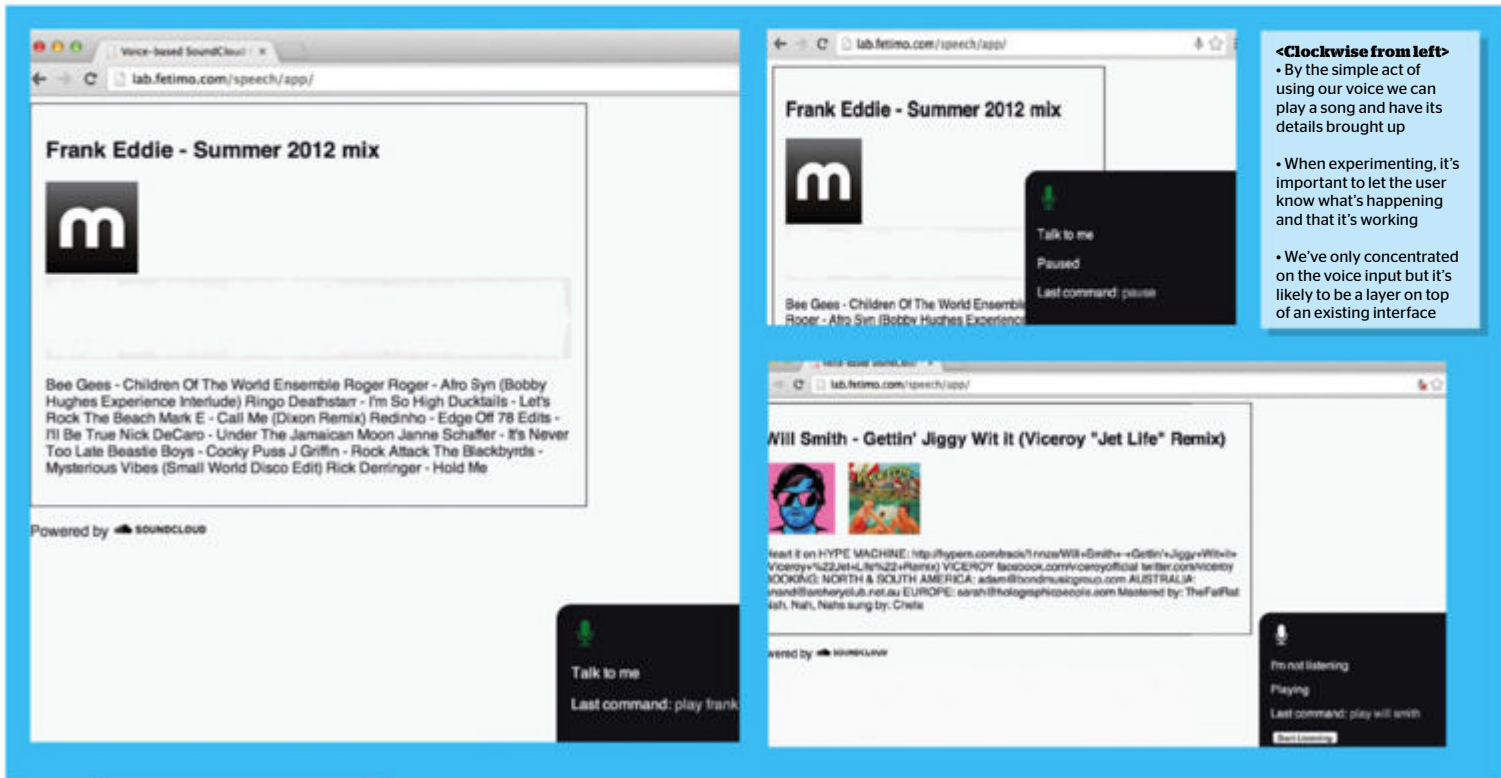
```
001 var processSpeech = function (command) {
002   if (query.indexOf('play') > -1) {
003     soundHandler.retrieveTracks(command.
replace('play', ''));
004   }
005 };
```

## 13 The sound handler

We referenced something called `soundHandler` which will deal with all of our SoundCloud related calls - so let's write that now. The `retrieveTracks` method will play the first track found by the SoundCloud search API for whatever term the user spoke, we'll then play it or tell



## Learn how to add the Web Speech API to your site



## Trusted sources

If you use HTTPS on your site then you will only have to ask the user for permission to access their microphone once per session

the user nothing was found.

```
001 var soundHandler = {
002   Sound: null, Tracks: null,
003   retrieveTracks: function (query) {
004     SC.get('/tracks', { q: query },
function (t) {
005     if (t.length) {
006       soundHandler.index = 0;
007       soundHandler.Tracks = t;
008       soundHandler.play(t[0]);
009     } else
010       heading.innerHTML = 'Could not find a matching song';
011   });};
```

## 14 Playing a track

The play function starts streaming the SoundCloud track, attaches an onfinish event that will call the next track, and sets the HTML elements to

display relevant information. Track provides metadata on the song (its title, album artwork, etc) and sound is the actual sound that has the play/pause methods.

```
001 play: function (track) {
002   SC.stream(track.id, {
003     autoPlay: true,
004     onfinish: function () {
005       soundHandler.next();
006     }
007   }, function (sound) {
008     soundHandler.Sound = sound;
009   });
010   heading.innerHTML = track.title;
011   image.src = track.artwork_url || track.
waveform_url;
012 },
```

## 15 Stop space return

The next few methods are simple wrapper functions for convenience and consistency. Writing it this way means we can add additional functionality to each method without affecting other parts of the application - such as updating text or the favicon - to reflect the playback state. In this case this refers to the parent object, soundHandler.

```
001 pause: function () {
002   this.Sound.pause();
003 },
004 resume: function () {
005   this.Sound.resume();
```

```
006 },
007 stop: function () {
008   this.Sound.stop();
009 },
```

## 16 Next method

The next() method combines a couple of the methods listed above, namely by stopping the current track, increasing the current index value and calling play() with the new track as the argument. Within processSpeech we can have multiple conditions that trigger this, such as skip and next - synonyms that sound very different but mean the same thing.

```
001 next: function () {
002   this.stop();
003   this.index++;
004   this.play(this.Tracks[this.index]);
005 }
```

## 17 Expanding processSpeech

Now that our soundHandler is complete we can expand our processSpeech function to include the range of new methods that it exposes. Sometimes the speech recognition isn't perfect and it was found that pause was consistently recognised as 'Paul' so used this as an alternative. Make sure that there is a sound to pause to avoid errors.

```
001 if ((query.indexOf('pause') > -1
&& soundHandler.Sound) || (query.
indexOf('paul') > -1 && soundHandler.Sound)) {
```

```

002 soundHandler.pause();
003 } else if (query.indexOf('stop') > -1 &&
soundHandler.Sound) {
004 soundHandler.stop();
005 }

```

## 18 Managing sounds

SoundCloud uses SoundManager 2 ([www.schillmania.com/projects/soundmanager2](http://www.schillmania.com/projects/soundmanager2)) to stream its tracks so all of the methods available via SoundManager are exposed. When we call retrieveTracks we also replace the word 'play' so it isn't included in the search term to SoundCloud – otherwise each result would have to have 'play' included!

## 19 Styling the page

Our app is fully functional but not very aesthetically pleasing. We'll add a few styles to spruce it up. By setting a max-width of 100% on the images we ensure that they'll be contained within their containers whether it's a big waveform image or 100x100 artwork. Also #16161d is the colour that the human eye sees in pitch-black darkness.

```

001 body {
002 background: #fafafa;
003 color: #16161d;
004 font-family: sans-serif;
005 }
006 img {
007 margin: 0 1em 0 0;
008 max-width: 100%;
009 }

```

## 20 Feedback pod

We'll dock the feedback area to the right-hand side and give it a fixed position, then colour it black and give it an old-school border radius. There are much better ways to display a listening status – a radiating microphone symbol is a common one – but the main thing is that the intent is clear.

## 21 Speech input element

If you're not so confident with JavaScript then you can also get voice input into a text box in WebKit browsers with a proprietary attribute. This could be POSTed back like a standard form and dealt with server-side or simply read with 'document.getElementById('voice-input').value;'. Unfortunately, until type="speech" becomes available to use universally, this only works with Chrome.

## 22 Sound off

The Speech API opens up lots of new opportunities for web developers. From traditional site navigation (users could simply say 'search for houses') to using your voice to send commands or add a new level of interactivity to a game. The possibility of this becoming more widespread is coming and with further browser and device support it will become a useful tool.

## Code library

# Working with speech input

Speech recognition can be a tricky thing to work with but the Speech API alleviates all the hard work for you.

Separating our logic from input (speaking) means that we could have multiple inputs calling the same functions without repeating code.

We can determine what the user said with simple string searching like indexOf or match. You could string together synonyms.

Recognition.continuous is set to false by default but until other browsers pick it up it's best to be explicit.

Sibling to the start method is stop and abort. Stop tries to deliver a final result whereas abort doesn't.

```

001 var processSpeech = function (query) {
002   if (query.indexOf('pause') > -1 && soundHandler.Sound) {
003     soundHandler.pause();
004   } else if (query.indexOf('stop') > -1 && soundHandler.
Sound) {
005     soundHandler.stop();
006   } else if (query.indexOf('play') > -1 && soundHandler.
Sound) {
007     soundHandler.resume();
008   } else if (query.indexOf('play') > -1) {
009     soundHandler.retrieveTracks(query.replace('play', ''));
010   } else if ((soundHandler.Sound && query.indexOf('next') >
-1) || (soundHandler.Sound && query.indexOf('skip') > -1)) {
011     soundHandler.next();
012   }
013 };
014 var init = function () {
015   var recognition = speech();
016   recognition.continuous = false;
017   recognition.interimResults = true;
018   recognition.lang = 'en-GB';
019   recognition.start();
020   recognition.addEventListener('result', function (event) {
021     for (var i = event.resultIndex, len = event.results.
length; i < len; i++) {
022       lastCommand.innerHTML = event.results[i][0].
transcript;
023       if (event.results[i].isFinal)
024         processSpeech(event.results[i][0].transcript);
025     }
026   }, false);
027   recognition.addEventListener('start', function () {
028     feedback.innerHTML = 'Talk to me';
029     button.style.display = 'none';
030   }, false);
031   recognition.addEventListener('speechstart', function () {
032     feedback.innerHTML = 'Capturing';
033   }, false);
034   recognition.addEventListener('speechend', function () {
035     feedback.innerHTML = "I'm not listening";
036     button.style.display = 'block';
037     init();
038   }, false);
039 };

```

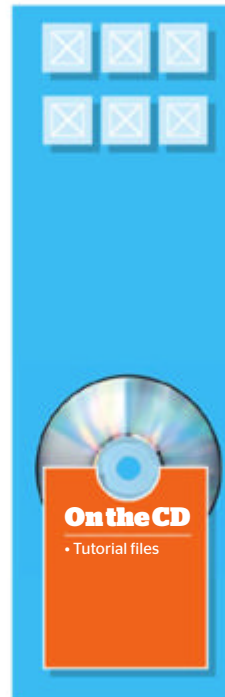
Speech API opens up lots of new opportunities for web developers



# Create persistent headers using CSS and jQuery

Make longer webpages easier to use by providing a visual cue to the viewed section

**tools|tech|trends** CSS, jQuery **expert** Jayson Winters



Do you sometimes find yourself reading a page and realise you have absolutely no idea what it is that you've been reading? Whether or not you agree that our attention spans are in collective decline, your site visitors may well appreciate the

visual cues you give to remind them what they are looking at. Page scrolling is the best solution we have to displaying content that is larger than the user's screen. However, unlike a magazine page where the reader can simply check the section they are reading with a flick of the eye, if a page section heading has been scrolled off the page, the on-screen reader needs to scroll back up to remind themselves where they are, then scroll back down, and then relocate the point they had reached. As well as being inconvenient, this break in the flow might act as a trigger for your site visitor to move on to another site. If the next thing they were going to do was order a product or service, you might also have lost a sale. Using persistent headers is one way of providing visual context for longer webpages and helping to ensure that the reader's flow is not unnecessarily interrupted.

## 01 Getting started

The persistent header part of this tutorial only requires jQuery and a small stylesheet. These are referenced in the first few lines of HTML below. This tutorial also uses the FancyBox gallery plug-in, which is richly featured and has its own stylesheet also loaded here.

```
001 <script src="lib/jquery-1.10.1.min.js"></script>
002 <script src="source/jquery.fancybox.js"></script>
003 <link rel="stylesheet" href="source/jquery.fancybox.css">
004 <link rel="stylesheet" href="css/style.css">
```

## 02 Running the script

The UpdateHeaders function looks for each of the sections identified as a 'portfolio-category' and gets the co-ordinates of the top of each, the position of the vertical scrollbar and the floating header class CSS.

```
001 function UpdateHeaders() {
002 $(".portfolio-category").each(function() {
003     var el = $(this),
004     offset = el.offset(),
005     scrollTop = $(window).scrollTop(),
006     floatingHeader = $(".floatingHeader", this)
```

## 03 Check for visibility

It then checks the position of each portfolio category and compares it to the scroll position of the page. By adding information about the el.height it is possible to establish whether any part of a portfolio category is visible at the top of the screen. If a portfolio category meets that criteria, its visibility is set to 'visible' otherwise it's 'hidden'.

```
001 if ((scrollTop > offset.top) && (scrollTop < offset.top + el.height())) {
002     floatingHeader.css({
003         "visibility": "visible"
004     });
005 } else {
006     floatingHeader.css({
007         "visibility": "hidden"
```

## 04 Cloned to go

The headers for the portfolios are cloned ready for when the user scrolls into an area that should have a persistent header, but the header would be hidden. The cloned header is then revealed in a fixed position.

```
001 $(function() {
002     var clonedHeaderRow;
003     $(".portfolio-category").each(function() {
004         clonedHeaderRow = $(".portfolio-header", this);
005         clonedHeaderRow
```

```
006     .before(clonedHeaderRow.clone())
007     .css("width", clonedHeaderRow.width())
008     .addClass("floatingHeader");
```

## 05 Check on scroll

Each time the page is scrolled, the UpdateHeaders function is re-run to determine which (if any) persistent headers now need to be displayed on the page.

```
001 $(window)
002     .scroll(UpdateHeaders)
003     .trigger("scroll");
```

## 06 Getting fancy

As this tutorial is intended to help show how persistent headers might be used on a one-page portfolio, some additional functionality has been included to make the images more 'fancy'. Just the tiniest amount of code is needed here to use the default FancyBox functionality.

```
001 $(document).ready(function() {
002     $('fancybox').fancybox();
003 });
```

## 07 Off with the head

That's the last of the jQuery required for this tutorial and the end of the head part of the HTML. Now the content needs to be marked up correctly for both the persistent header and FancyBox functionality to work.



## 08 Nothing fancy here

A simple `<div>` is used to contain the page content and centre it on-screen horizontally using 'auto' for the left, right and bottom margins. Basic styling is applied to the `h1` element. You can obviously customise all of these elements to suit the design of the page you are working on.

```
001 <div id="page-wrap">
002 <h1>PERSISTENT HEADERS</h1>
```

## 09 Persistence pays

Now it's just a simple job of identifying the elements of content that need the persistent treatment. The `.portfolio-category` is the whole area that needs to have its own persistent `.portfolio-header`.

```
001 <section class="portfolio-category">
002 <h2 class="portfolio-header">History</h2>
```

## 10 Portfolio grouping

The elements that follow the heading can be any type of content. In this tutorial FancyBox classes are used to create portfolio groups. Each group is identified as belonging to a 'data-fancybox-group' with its own unique name – in this case History, Tragedy and Comedy. Specifying groups enables FancyBox to know which images should be included when the user scrolls forward and backward between the images.

```
001 <a class="fancybox" href="images/h1b.jpg"
data-fancybox-group="history" title="This happy
breed of men"></a>
```

## 11 Persistence without limits

You can include a title for your image and should include a description of your images in the ALT attribute (if you want your HTML to validate). Each section simply needs to be closed with a `</section>`. You can have as many sections on your page as you desire, each with their own persistent header.

## 12 The CSS

The CSS starts off with a universal selector zeroing out padding and margins to achieve cross-browser consistency. Much has been written on the subject of resetting and there are now even CSS Reset comparison sites. Well-informed developers will know that they should avoid the Universal Selector CSS Reset. But, just as we should eat our five a day and drink plenty of water, it doesn't always mean it happens.

```
001 * {
002 margin: 0;
003 padding: 0;
004 }
005
```

## 13 Styling the persistent header

The `h2` tag is the heading that you'll want to pamper with as much attention as you can afford, as it's the star of the persistent header show. If you're new to styling content with CSS you can find a number of useful online resources complete with styled examples.

```
001 h2 {
002 background: black;
003 color: white;
004 padding: 10px;
005 font: 28px Georgia, Serif;
006 margin: 0 0 20px 0;
007 }
008
```

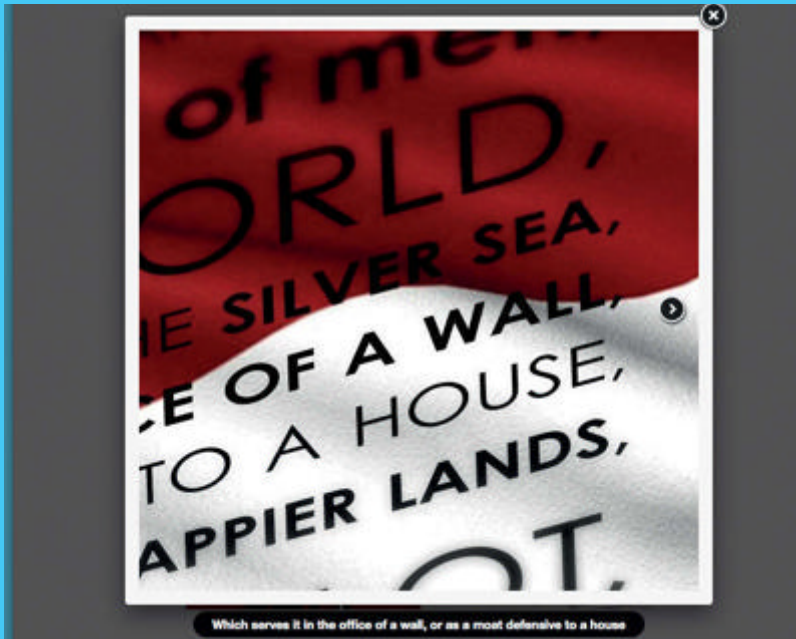
## 14 Portfolio category

It is important to understand exactly how the margin settings for this category will affect the look of the persistent header solution. When a section identified as a portfolio category reaches the top of the page, its persistent header is then made visible. You will need to adjust the top-margin value if the height of your header is different to this tutorial's header.

```
001 .portfolio-category {
002 margin: 50px 0 0 0;
003 }
```

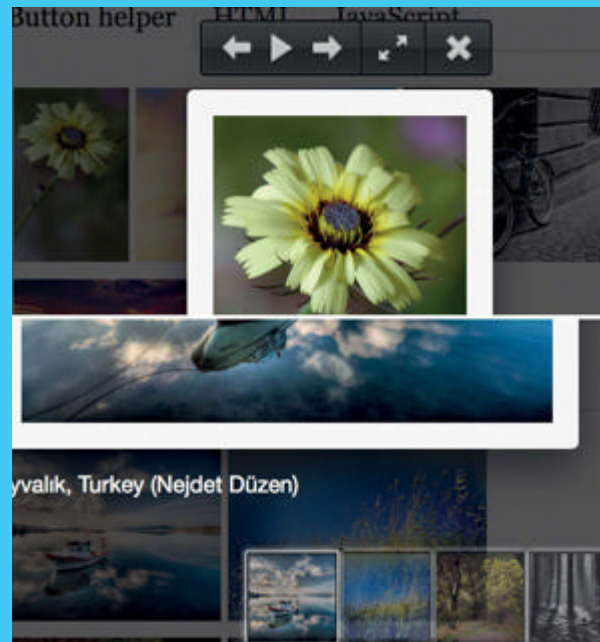


## Create persistent headers using CSS and jQuery



## &lt;Above&gt;

• FancyBox plays well with other site jQuery functionality, is well documented and all of the standard functions work out-of-the-box



## &lt;Above&gt;

• You can easily add button helpers and thumbnail helpers, the latter being well suited to design portfolio use

## Tricks are not for kids

Chris Coyier is the man behind [css-tricks.com](http://css-tricks.com) and this tutorial is based off his Persistent Articles header. It is well worth your time to check out more of Chris's work online.

## 15 Floating header

Hidden by default, this is the class that is added to the clones of the header rows. This is so that they can selectively be made visible when their section reaches the very top of the page.

```
001 .floatingHeader {
002   position: fixed;
003   top: 0;
004   visibility: hidden;
005 }
```

## 16 Alternatives

The tutorial uses Chris Coyier's elegant and code-light solution for persistent headers. However, there are other solutions you might want to take a look at. Craig McQueen's `htmlFloatingTableHeader`, for example, neatly scrolls away the persistent header along with the last part of the category it belongs to.

001 [bitbucket.org/cmcqueen1975/htmlfloatingtableheader](http://bitbucket.org/cmcqueen1975/htmlfloatingtableheader)

## 17 Do you scroll here often?

All of this scrolling up and down the page can become tiresome. Why not add a little automation to scroll users to the top of your page so they can enjoy your persistent header goodness again and again? jQuery provides the solution and you just need to add a new `<div>` anywhere inside the page-wrap `<div>`.

```
001 <div id="backtotop"> </div>
```

## 18 Styling the back to top

By setting the left-hand margin to 515px the button appears to the right-hand side of the content. The opacity of the button is set to 50% in its inactive stage. Check the tutorial files for the additional vendor prefixes needed for cross-browser compatibility.

```
001 #scrolltotop {
002   cursor : pointer;
003   display : none;
004   margin : 0px 0px 0px 515px;
005   position : fixed;
006   bottom : 10px;
007   padding : 10px;
008   width : 20px;
009   text-align : center;
010   background-color : #000;
```

```
011 opacity : 0.5;
012 color : #CCC;
013 font-size : 18px;
014 z-index : 9999;
015 }
```

## 19 Button hover state

To provide some visual feedback, the button opacity is increased to 80% when hovered over.

```
001 #scrolltotop:hover
002 {
003   opacity : 0.8;
004 }
```

## 20 Back to top jQuery

The script gets the value of the vertical scrollbar. If the page is scrolled up by more than 400 pixels the button is faded in using standard jQuery functionality. Where the page is 400 or less pixels from the top the button is faded out. You can change the pixel value to suit your own content and preferences and change the `fadeIn` and `fadeOut` duration by adding your required value in milliseconds between the brackets.

```
001 $(function() {
002   $(window).scroll(function() {
003     if($(this).scrollTop() != 0) {
004       $('#backtotop').fadeIn();
005     } else {
```

```

006     $('#backtotop').fadeOut();
007   }
008 });

```

## 21 Click and go

.click() is used to check for a mouse click-and-release occurring within the backtotop <div>. If this event does occur the page is scrolled to the top 'animatedly'. Remember, the duration of 1000ms can be changed to suit your own requirements.

## The devil is in the detail

If you're presenting your web skills within a portfolio, scrupulous attention to detail can make all the difference between winning and losing that next job. Demonstrate that you can go the extra mile!

```

function UpdateHeaders() {
    $(".portfolio-category").each(function () {
        var el = $(this),
            offset = el.offset(),
            scrollTop = $(window).scrollTop(),
            floatingHeader = $(".floatingHeader", this)

        if ((scrollTop > offset.top) && (scrollTop < offset.top + el.height())) {
            floatingHeader.css({
                "visibility": "visible"
            });
        } else {
            floatingHeader.css({
                "visibility": "hidden"
            });
        }
    });
}

```

## Have you tidied up your jQuery yet?

Not wanting to sound like your mum, but your jQuery won't tidy itself up. There are a number of benefits of keeping your code tidy and it makes sense to tidy up as you go along - and again when you've finished. There are several online tools (eg [www.jspretty.com](http://www.jspretty.com), [jsbeautifier.org](http://jsbeautifier.org)) that can help you with this. Some tools will also deminify code - but did you know that you can also do this within Chrome? Over the past few years browsers have become a great source of free development tools - right there in front of you, where you're trying to figure out why your webpage doesn't look right! If you're not using your browser to its full potential, why not take some time to find out more about the development tools it has available?



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# web workshop

## How to create slick animated transitions

inspiration [gunsmoke.fr](http://gunsmoke.fr)



One of the problems with portfolio sites is figuring out how to let your users drill down to the content without it being hidden beneath many layers. The GunSmoke Productions site does the opposite and brings the content to the user but hides it away until they want to see it. Clicking on small images causes them to fade out, while the container

expands to show the video content – perfect for GunSmoke, as video is its main trade. The video is delivered via Vimeo and fits the full width of the screen. These transitions are applied to the rollovers, which are faded between background and text colours. Because they wrap images, it has more prominence and provides a very slick interface to the site.

### Full-scale images

Presenting full-screen images is difficult since you don't know your users' screen sizes. One way around having your image appear pixelated when scaled up on large monitors is to put a tilable transparent pattern over the top of the image, as GunSmoke has done.

1

## INSPIRATION

### Homepage slideshow

The homepage for the GunSmoke Productions site is a full-screen slideshow that has very few navigation options – except for a circle towards the bottom-centre of the screen telling the user to scroll down. As the user scrolls, the main logo sticks to the top of the page and the navigation scrolls up to also stick to the top. This minimalist home screen lets the content stand out on the latest projects, while also presenting the company logo in the centre of the screen. As the user delves further into the site, the content becomes accessible with the navigation slowly revealed.

**1** Video reveal

Clicking on an image of content causes it to fade away. The container animates as it expands to the height of the video and the video is then presented from Vimeo.

**2** Navigation

The main navigation bar scrolls up the page as the user scrolls down; it then remains sticky at the top of the page joining the main logo, which has also been stuck to the top of the page.

**3** Rollovers

Content is presented to the user in full width, but only around 150 pixels high images. These are wrapped in a container that acts as a rollover button when the user moves the cursor over them.

**4** Animation

Any rollovers on the screen are handled with animation to make for a more polished interface.

**5** Links

The only part of the interface that exists on the home screen is the main logo and the two links either side of this – About Us and Contacts.



**<comment>**  
What our  
experts think  
of the site

## Striking content

"This personal website is perfect for showing off the main trade of GunSmoke Productions, which is video production. The content is based around video but has smaller images displayed until the user wants to actually view the video. Then the animation transitions to the video, providing a seamless and visually impressive experience for the user."

Mark Shufflebottom

3

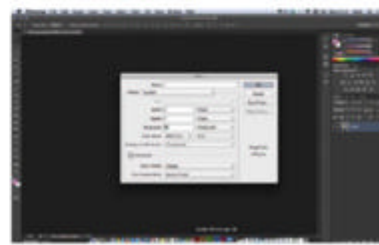
## TECHNIQUE

### Patterned overlay

The images that are stretched full screen have a slight pattern over the top of them, which is produced in a separate PNG tile that we will make here. This stops the user from being able to see that the image is stretched bigger than originally intended.

#### 01 A new document

Open Photoshop and create a new document. It's very small so the image will load quickly and tile over the top of any images. Make the document 4x4px and remember to make sure that the background is set to transparent.



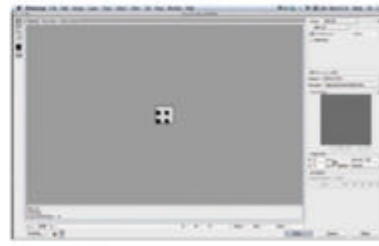
#### 02 Add the pattern

Zoom into your image as far as you can so you can see each pixel. Press D on the keyboard to reset the colour to black as the foreground and white as the background. Select the pencil tool and then click four times to create the pattern as shown.



#### 03 Save for Web

Go to the File menu and choose Save for Web. Make sure you select PNG and transparency is selected, then save. The file is now ready for use as a tile over background content, which you can do in CSS3 with the multiple background images.



2

## TECHNIQUE

### Fading content

#### 01 Setting up the document

We are going to make an image fade out and be replaced by a larger Vimeo video. To do that, we need to create a new HTML page in Dreamweaver and add the code to the head section. This links to the jQuery library and sets up the page document ready for us to input all the necessary content.

#### 02 Rollover animation

The GunSmoke website has a smooth fading rollover effect which we can achieve using CSS3. Here we set the block class for the link so that the background and text colour change as the user rolls their mouse over the links.

```
001 .block a{
002 display: block; text-align: center;
003 width: 94%; padding: 20px 3%;
004 background: #666; color: #fff;
005 text-decoration: none;
006 -webkit-transition-property:-
webkit- transform, color, background;
007 -webkit-transition-duration: 0.2s;
008 -webkit-transform:
translate3d(0px,0,0);
009 -webkit-transition-timing-
function:ease;
010 }
011 .block a:hover{
012 background: #fff; color: #333;
013 -webkit-transition-property:
color, background;
014 -webkit-transition-duration: 0.2s;
015 -webkit-transform:
translate3d(0px,0,0);
016 -webkit-transition-timing-function:
ease;
017 }
```

#### 03 Full-width video

The following lines of CSS ensure that the video remains at the full width of the browser. Initially, we set the video to be hidden. We'll use jQuery later on to achieve that nice effect of showing the video in the page, but only after the image has faded out when the user has clicked on the image.

```
001 .vid {
002 position: relative;
003 padding-bottom: 56.25%;
004 padding-top: 30px; height: 0;
005 overflow: hidden; display: none;
006 }
007 .vid iframe, .vid object, .vid embed
008 {
009 position: absolute;
010 top: 0; left: 0;
011 width: 100%; height: 100%;
012 }
013 </style>
```

#### 04 Page content

In the body section of the document, add the following code into the page. Instead of the comment, replace with embed code from a video on either YouTube or Vimeo. The 'still.jpg' would be an image taken from the video, but crop it so it's wide and thin.

```
001 <article class="block">
002 <a id="click" href="#">
003 
004 <div class="vid">
005 <!-- Embed code here -->
006 </div>
007 <p>Awesome Video</p>
008 </a>
009 </article>
```

#### 05 Show the right content

Add the final piece of jQuery at the bottom of the page. This makes the image fade out and then the video will fade in. Save the document and view it in the browser so that you can see the rollover effect working and the fade out of the image when you click on it.

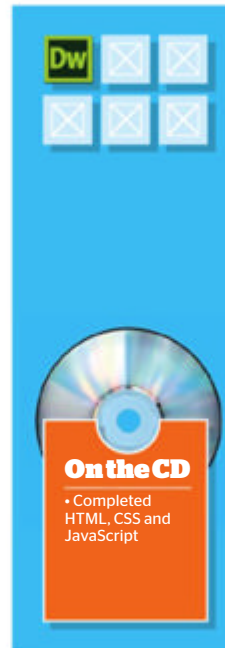
```
001 <script>
002 $(("#click").click(function () {
003   $(".full").fadeOut('fast',
function() {
004     $(".vid").fadeIn('slow');
005   });
006 });
007 </script>
```



# Create canvas-based tweens with TweenJS

TweenJS can make the process of drawing on canvas and handling animation a whole lot easier

**tools | tech | trends** Dreamweaver (or web editor of choice)  
**expert** Sam Hampton-Smith



rawing on canvas using just the API is tricky, requiring at least a working knowledge of the browser canvas API, as well as JavaScript itself.

While the process can be made easier by using a library or framework, doing so can have its drawbacks.

Sometimes the library that you haven chosen (often arbitrarily because you've previously heard of it, or a colleague recommended it) can provide just as many limitations to the task at hand as it offers solutions.

This tutorial is going to provide an introductory look at using TweenJS - a library designed to simplify the process of animating tweens on canvas elements. By focusing on this one potentially troublesome aspect of using <canvas>, and remaining compatible with the native canvas API, TweenJS offers a great lightweight solution to speeding up your workflow without imposing any real limitations.

## 01 A basic page

All of the vector graphics will be created using the EaselJS library, which abstracts the core canvas API to make it as easy as possible to get everything going. Not much is needed in the way of an HTML page to get started, so quickly create a blank document with a single <canvas> element. Give the <canvas> an id of mycanvas, add a width and height of 900px, then make sure to save the file as index.html.

```
001 <!DOCTYPE HTML>
002 <html lang="en">
003   <head>
004     <title>TweenJS Example</title>
005     <meta charset="utf-8">
006     <style type="text/css">
007       body {
008         margin: 0px;
009         background: #000;
010       }
011     /* Centre the <canvas> on the page */
012     #mycanvas {
013       width: 900px;
014       height: 900px;
015       position:         relative;
016       margin: auto;
017       display:          block;
018       border: 1px solid #333;
019     }
020   </style>
021 </head>
022 <body>
023   <canvas id="mycanvas" width="900"
height="900"></canvas>
```

```
024 </body>
025 </html>
```

## 02 Include TweenJS

Visit [www.createjs.com](http://www.createjs.com) and download the production scripts of both EaselJS and TweenJS for inclusion on your page. Once you've grabbed them, add the libraries to the page by using <script> tags in the <head> section of the page. You'll also need to include the EventDispatcher and Ease plug-ins. Create a blank JavaScript file and add a final <script> tag in your HTML to point to it. This will hold the canvas drawing code.

```
001 <!-- The main Easel Library -->
002 <script src="scripts/easel.js"></script>
003 <!-- Handle events -->
004 <script src="scripts/eventdispatcher.
js"></ script>
005 <!-- The main Tween Library -->
006 <script src="scripts/tween.js"></script>
007 <!-- Easing functions -->
008 <script src="scripts/ease.js"></script>
009 <!-- Our Script! -->
010 <script src="scripts/vector.js"></script>
```

## 03 Locate the canvas

Before being able to do any drawing, it is necessary to programmatically connect to the canvas on the page using JavaScript. This is done by first grabbing a reference to the <canvas> element using the getElementById method, then using this reference to create a drawing instance. Add the code shown to the 'vector.js' file, which will be the one you'll be working in for the remainder of the tutorial.

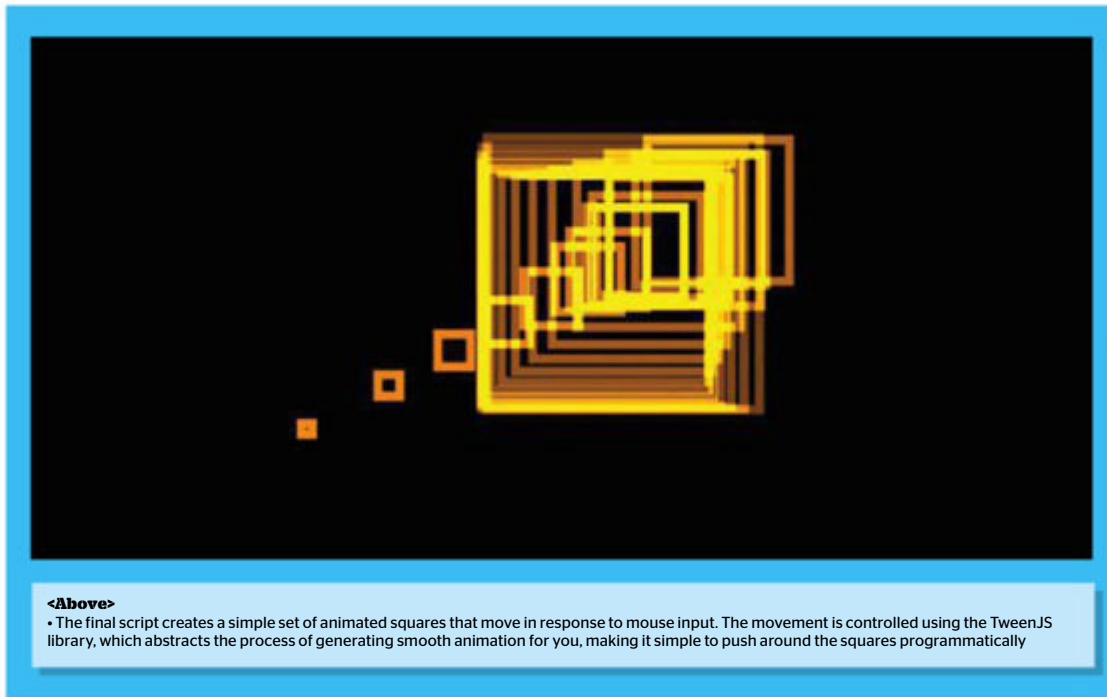
```
001 // This function will be called when the
page DOM is ready for manipulation
002 function init(){
003
004   // Set up the stage and draw an object
on it
005
006   // Create an EaselJS stage object
007   mycanvas = document.
getElementById("mycanvas");
008   stage = new createjs.Stage(mycanvas);
009
010   // The stage is now ready to be drawn
upon
011 }
012
```

## 04 Basic drawing with EaselJS

Now everything should be prepped and ready to do some basic drawing in the browser using the EaselJS library. With the created 900px square canvas, you can plot and draw lines, shapes and text anywhere you like within these confines. Keep in mind that the origin point (0,0) is in the top left corner of the canvas, rather than the bottom left as you might have expected.

## 05 Basic shapes

The EaselJS graphics library includes a series of methods for drawing shapes and lines. One of the best ways to understand how it works is to get stuck straight in, so create a simple square that you can later use as part of the animation routine. Add the following lines of code to draw a square now - you'll be able to see exactly what's going on in the next step.



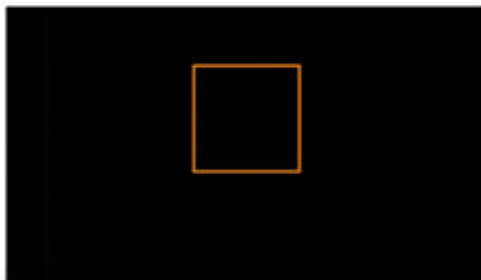
## Read the documentation

Only the basics of the TweenJS library have been covered here. Similar demonstrations can be found in the full download, or read the documentation in full to learn more.

```
001 var square = new createjs.Shape();
002
003 square.graphics.setStrokeStyle(5);
004
005 // a nice orange colour!
006 square.graphics.beginStroke("#ff9900");
007
008 square.graphics.
drawRect(100,100,200,200);
009 stage.addChild(square);
010
011 <body onload="init()">
```

### 06 What's happening?

You can get a full reference guide by looking in the documentation folder within the EaselJS folder, but briefly, a stroke (outline) style of 5px has been set, then a rectangle drawn starting at 100,100 and extending 200px on the X axis, and 200px on the Y axis. Then it is added to the canvas to make it display on screen.



### 07 Missing links

A square has been drawn in the previous steps, but at the moment there's no way of remembering it;

once the square is drawn, unless there is a reference kept to it, it's forgotten. In order to be able to manipulate its position, you need to store a note of it. Change the code to look like that shown below, which remembers the square for easy later access.

```
001 var tweens;
002
003 function init() {
004
005     tweens = [];
006
007     var square = new createjs.Shape();
008
009     square.graphics.setStrokeStyle(5);
010
011     // a nice orange colour!
012     square.graphics.beginStroke("#ff9900");
013
014     square.graphics.
drawRect(100,100,200,200);
015     tweens.push({ref:square});
016     stage.addChild(square);
017 }
018 }
019 }
```

### 08 Lots of squares!

Now you know how to create a square and store a reference to it, use this knowledge to create 25 squares instead of just one. While you're at it, position each one randomly on the canvas, and make each one slightly bigger than the last. Change the code to look like the following, then give it a try.

```
001 var tweens;
002 var squareCount = 25;
003 function init() {
004
005     tweens = [];
006     for (var i=0; i<squareCount; i++) {
007         // draw the square, and put it on
stage:
008         var square = new createjs.Shape();
009         square.graphics.setStrokeStyle(5);
010         square.graphics.
beginStroke("#ff9900");
011         square.graphics.
drawRect(0,0,(i+1)*6,(i+1)*6);
012         square.alpha = 1-i*0.02;
013         square.x = Math.random()*550;
014         square.y = Math.random()*400;
015         tweens.push({tween:tween,
ref:square});
016         stage.addChild(square);
017     }
018 }
```

### 09 Set the colour

At the moment, the squares block each other out as they overlap. It's easy to improve the way this looks by simply using a blending mode for the squares, allowing their colour to interact and making the entire canvas take on a bit of zing. Add the code shown below to the square creation loop.

```
001 var tweens;
002 var squareCount = 25;
003 function init() {
```



## Create canvas-based tweens with TweenJS

```

004  tweens = [];
005  for (var i=0; i<squareCount; i++) {
006    // draw the square, and put it on
stage:
007    var square = new createjs.Shape();
008    square.graphics.setStrokeStyle(5);
009    square.graphics.
beginStroke("#ff9900");
010    square.graphics.
drawRect(0,0,(i+1)*6,(i+1)*6);
011    square.alpha = 1-i*0.02;
012    square.x = Math.random()*550;
013    square.y = Math.random()*400;
014    square.compositeOperation = "lighter";
015    tweens.push({ref:square});
016    stage.addChild(square);
017  }
018 }
019

```



## 10 Animate positions

It's now possible to animate the squares using the TweenJS library. Start off by moving each square into the same position, so that you end up with a set of concentric squares. You'll animate to this position after the squares have been drawn in their random positions.

```

001  var tweens;
002  var squareCount = 25;
003  function init() {
004
005    tweens = [];
006    for (var i=0; i<squareCount; i++) {
007      // draw the square, and put it on
stage:
008      var square = new createjs.Shape();
009      square.graphics.setStrokeStyle(5);
010      square.graphics.
beginStroke("#ff9900");
011      square.graphics.
drawRect(0,0,(i+1)*6,(i+1)*6);
012      square.alpha = 1-i*0.02;
013      square.x = Math.random()*550;
014      square.y = Math.random()*400;
015      square.compositeOperation = "lighter";
016      var tween = createjs.Tween.
get(square).to({x:275-(i*3),y:200-(i*3)},

```

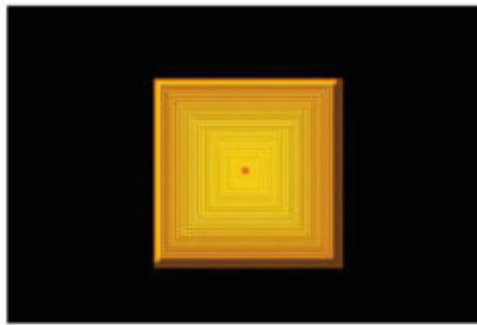
```

(0.5+i*0.04)*1500, createjs.Ease.bounceOut).
call(tweenComplete);
017    tweens.push({tween:tween,
ref:square});
018    stage.addChild(square);
019  }
020  createjs.Ticker.addEventListener("tick",
tick);
021 }
022
023 function tick(event) {
024   stage.update(event);
025 }

```

## 11 What's going on?

The TweenJS library is automatically handling the movement of the squares from their starting position to their final positions on the stage. All we had to do was pass in the final position we'd like the squares to arrive at, and the easing method we'd like to use.



## 12 The tweens array

You'll notice that the squares tween has been added to the tweens array at the end of the loop. This is an easy way to keep track of both the tween being applied, and the object it's applied to. These references will be used a little later on to animate the squares again in response to a mouse click.

```

001  var tween = createjs.Tween.get(square).
002  to({x:275-(i*3),y:200-(i*3)},
(0.5+i*0.04)*1500, createjs.Ease.bounceOut).
call(tweenComplete);
003  tweens.push({tween:tween, ref:square});

```

## 13 Easy does it

There are many different easing methods available to make use of. Each offers a different way of mathematically calculating which position the object being animated should occupy at a specific point in time. Experiment with the different options (check the documentation for details), and find one you like. The code below uses bounceOut.

```

001  var tween = createjs.Tween.get(square).
002  to({x:275-(i*3),y:200-(i*3)},
(0.5+i*0.04)*1500, createjs.Ease.bounceOut).
call(tweenComplete);

```



## Why use a ticker?

In the past the only way to create animations natively in the browser was through the `setInterval()` and `setTimeout()` methods. These allow you to program a function that will fire after a specified period of time. If you change the position of an element on screen using these functions frequently enough, you'll generate a sense of animation, a bit like a flipbook.

There's a downside, however. Different browsers render JavaScript at different speeds according to the computer's hardware, the rendering engine and even how much battery power is left. This means that although you might ask for the function to be called once every 25 milliseconds, it might actually take twice that time to fire, or worse! This leads to different speed of animation in different browsers.

A better option is `requestAnimationFrame`, which only renders when required, taking into account the visibility of the tab, and the rendering capabilities of the browser. The tick function that has been used in this tutorial accesses an abstracted version of `requestAnimationFrame`, making it really easy to use.

## Load from a server

Some browsers won't show your animations until you load them outside the local computer. Either run the examples through a local server, or upload them to your host to test.

## 14 Click to animate

Now you can start writing a function that will fire each time the mouse button is pressed. Aim for an effect where the squares animate to the position where the mouse was clicked, allowing the user to change the position of the squares as they like. Start off by adding the basic function shown below.

```

001  function clicked(event) {
002    // This function will be fired when the

```

```

mouse is clicked
003
004 // Loop through each of the squares and
provide a tween
005 }
006 stage.addEventListener("stagemouseup",
clicked);

```

## 15 Make it happen

Now a function has been set up, you can work through each of the squares and set it to animate into position in the same way you did for the opening animation, but this time using the mouse-click position instead of the hard-coded values for X and Y.

```

001 function clicked(event) {
002   for (var i=0; i<squaresCount; i++) {
003     var ref = tweens[i].ref;
004     var tween = tweens[i].tween;
005     createjs.Tween.get(ref, {override:true}).
to({x:stage.mouseX,y:stage.mouseY},
(0.5+i*0.04)*1500, createjs.Ease.bounceOut).
call(tweenComplete);
006   }
007   activeCount = squaresCount;
008 }

```

## 16 The ticker

You'll find that there's no need to worry about when to draw and update - it's all handled automatically by the tick() function. The tick function has been added as the target for the tick event. This is an internal object that provides abstracted access to the requestAnimationFrame() method - see the 'Why use a ticker?' section on the previous page for more details.

```

001 function tick(event) {
002   stage.update(event);
003 }
004

```

## 17 Test and perfect

There's no need to continually redraw the canvas if nothing is being animated, so each time a square finishes its tween, just make a note - and if no squares are being animated, you can prevent the redraw from happening at all. Doing this will save processor power and battery life for your users. Once completed, give it a quick test and review!

```

001 function tweenComplete() {
002   activeCount--;
003 }
004
005 function tick(event) {
006   if (activeCount) {
007     stage.update(event);
008   }
009 }
010

```

## Code library Breaking it down

This tween is a simple adaptation of an example available in the TweenJS download, but helps to illustrate the objectified power of the library to make tweens trivial to implement

Use EaselJS as a helper library to draw the elements on the canvas. This makes it easier to set up the canvas and create elements within it.

By default, the squares are positioned across the canvas randomly, then they are tweened into a single point of origin, creating a nice initial animation.

As the mouse clicks on the canvas, the origin point of the squares is being set to this new focal point...

...and the tween now moves all the squares into position over the new origin, dealing with all the squares without the need for you to calculate positions manually.

```

001 var stage;
002 var tweens;
003 var activeCount;
004 var squareCount = 25;
005 function init() {
006   mycanvas = document.getElementById("mycanvas");
007   stage = new createjs.Stage(mycanvas);
008   stage.enableDOMEvents(true);
009   tweens = [];
010   stage.enableMouseOver(10);
011   for (var i=0; i<squareCount; i++) {
012     // draw the square, and put it on stage:
013     var square = new createjs.Shape();
014     square.graphics.setStrokeStyle(5);
015     square.graphics.beginStroke("#ff9900");
016     square.graphics.drawRect(0,0,(i+1)*6,(i+1)*6);
017     square.alpha = 1-i*0.02;
018     square.x = Math.random()*550;
019     square.y = Math.random()*400;
020     square.compositeOperation = "lighter";
021     var tween = createjs.Tween.get(square).
to({x:275- (i*3),y:200-(i*3)}, (0.5+i*0.04)*1500, createjs.Ease.
bounceOut).call(tweenComplete);
022     tweens.push({tween:tween, ref:square});
023     stage.addChild(square);
024   }
025   activeCount = squareCount;
026   stage.addEventListener("stagemouseup", clicked);
027   createjs.Ticker.addEventListener("tick", tick);
028 }
029 function clicked(event) {
030   for (var i=0; i<squareCount; i++) {
031     var ref = tweens[i].ref;
032     var tween = tweens[i].tween;
033     createjs.Tween.get(ref, {override:true}).to({x:stage.
mouseX-(i*3),y:stage.mouseY-(i*3)}, (0.5+i*0.04)*1500, createjs.
Ease.bounceOut).call(tweenComplete);
034   }
035   activeCount = squareCount;
036 }
037 function tweenComplete() {
038   activeCount--;
039 }
040 function tick(event) {
041   if (activeCount) { stage.update(event); }
042 }

```

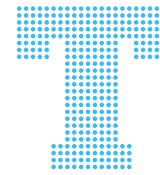
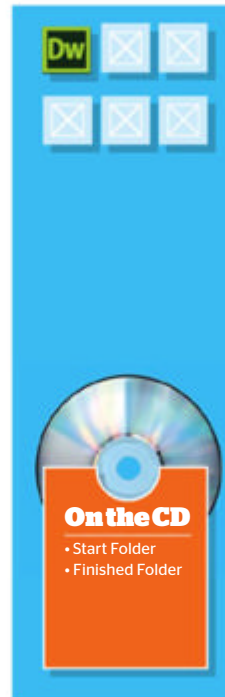
Prevent the redraw happening and save users processor power and battery life



# Use gestures for mobile galleries with Swiper

Use the Swiper framework to enable mobile and tablet users to get through galleries with a much more intuitive swipe gesture

**tools | tech | trends** Dreamweaver, jQuery, Swiper plug-in  
**expert** Mark Shufflebottom



The current largest-growing area of internet devices for browsing seems to be mobile, as many home computers become abandoned for the more flexible tablet. The rise has been triggered by the ease of which it integrates into people's lifestyle - it's

easier to do two things at once with a tablet. Of course, that means that the way we interact on the web is becoming ever more influenced by tablets. Gestures are now something we genuinely have to contemplate as web designers. Having an image gallery that only allows users to tap buttons seems a little strange when viewing on a tablet, as users in these situations are much more likely to try and swipe across the images to navigate.

Thankfully we can easily cater for this kind of interaction by using the Swiper plug-in for jQuery. This plug-in allows for easy swiping through galleries and does so with hardware acceleration using CSS3 animations.

In this tutorial we are going to build a swipe gallery that not only swipes through images, but slides with text and images. We will also nest a vertical-swipe gallery into one of our slides as well, showing just how versatile this can be.

## 01 Start the project

To begin, copy the Start Folder from the resource disc to your hard drive and open 'index.html' in a code editor such as Dreamweaver. The main area we are concerned with is the entire section with the comment 'start slider'. In the head section of the document we'll link to our libraries to power the Swiper, these can be found at [www.idangero.us/sliders/swiper](http://www.idangero.us/sliders/swiper)

```
001 <link rel="stylesheet" href="css/
idangerous.swiper.css">
002 <script src="js/libs/jquery-1.7.1.min.
js"></script>
003 <script src="js/idangerous.swiper-
1.9.1.min.js"></script>
```

## 02 Convert the elements

Immediately under the code you just added for the libraries, add the code shown below. These are going to power the swipe gallery and state which section of the HTML document will be used for the Swiper gallery. We're using the class 'swiper1' and we define which section is going to be used as pagination.

```
001 <script>
002 $(function(){
003 //Main Swiper
004 var swiper = new Swiper('.swiper1', {
005 pagination : '.pagination1',
006 loop:true,
```

```
007 grabCursor: true
008 });
```

## 03 Setting the pagination

Pagination helps users know how many slides there are in the gallery for them to swipe through. This next code sets up which of the slides we are currently on and allows for the switch to be updated to show where we move to. We then close off the document-ready jQuery function and close the script tag.

```
001 //Clickable pagination
002 $(' .pagination1 .swiper-pagination-
switch').click(function(){
003     swiper.swipeTo($(this).index())
004 });
005 });
006 </script>
```

## 04 Creating the look

We want the background of our slides to look a bit like a photo studio so add the CSS code shown below into the styles section in the document head section. This uses CSS3 to layer up background images. The first image is a lit section which is placed in the centre of the <div>, while the second is a repeating background image.

```
001 #home {
002 height: 350px; position: relative;
003 background: url(img/studio.jpg) center
```

```
bottom no-repeat, url(img/studio-bg.jpg) bottom
repeat-x;
004 }
```

## 05 Setting the main section

Now we add the following code to the CSS, which states how big our Swiper gallery will be. We are making it 320px tall with 100% width but never larger than 680px wide. In order to keep this in the centre we switch the margin to auto on the left and right sides.

```
001 .swiper-main {
002 margin:0 auto;
003 width: 100%; max-width: 680px;
004 height: 320px; position: relative;
005 }
```

## 06 First look

Next we need to set the width and height of the slides themselves. They are set to 100% wide, but will only ever be 680px from the previous step and we set the height here as well. Save the document and test in the browser to see the slides working initially, though some of the text isn't showing yet.

```
001 .swiper1 {
002 width: 100%;
003 height: 320px;
004 overflow: hidden;
005 }
```

**<Above>**

- The sliders are powered by the idangero.us, jQuery, Swiper plug-in. More examples of its use can be seen on their website

**<Left>**

- Now we can see the slides are working we can start fine-tuning the CSS to give us the results we need

**<Right>**

- Our image slide now has the image centred within the display so that it is formatted correctly

## 07 Format each slide

If you look at the HTML you will see that each slide is given the class of 'content-slide' so here we create what that will do. We set an inner padding on the slide of 20px and make any overflow content hidden. This means that when the screen gets smaller, any overflow text will fall off the bottom and be invisible.

```
001 .content-slide {
002   padding: 20px;
003   overflow: hidden;
004 }
```

## 08 Image in the centre

On the second slide (which is the image of the mobile device) we want to centre this image within the slide. The image has the class of 'cent' already applied so if we create the CSS for this we will be able to centre it. All we do here is tell it to display as a block, then we can add auto for the left and right margins.

```
001 .cent{
002   display: block;
003   margin: 0 auto;
004 }
```

## 09 Display pagination

One of the big problems if you look at the gallery in a browser is that the pagination doesn't seem to show up. It's there but it's not in the right place, so we can't see it. To solve this, simply add the following CSS, which positions the pagination in the centre of the browser and adds a little margin to the top of the element.

```
001 .pagination1 {
002   text-align: center;
003   margin-top: 5px;
004 }
```

## 10 Making them visible

The next block of code is a little bit larger but positions the elements for the pagination into an inline block. A corner radius is added to the elements and this displays them as circles with a light grey background and a white border around the edge. Be sure to save the page and view them in the browser.

```
001 .pagination1 .swiper-pagination-switch {
002   display: inline-block;
003   width: 10px; height: 10px;
004   border: 1px solid #FFFFFF;
```

```
005   border-radius: 10px;
006   background: #999;
007   margin: 0 3px; cursor: pointer;
008 }
```

## 11 Highlighting the slide

The pagination is showing up but the active element is not defined so we don't actually know which one we are on. Add the following CSS as this formats the pagination element, which is for the class that is active. The active state is set in the jQuery code from Step 3.

```
001 .pagination1 .swiper-active-switch {
002   background: #fff;
003 }
```

## 12 Text missing

The text that should be displaying next to the iMac image is missing because it is displaying below the image and is therefore hidden from view. The next CSS code positions this to the right by floating it that way. Save this and view in the browser, you will see the text now appears to the right of the image.

```
001 .cs-1 {
```



## Use gestures for mobile galleries with Swiper



```
002 margin: 10px 0;
003 float: right; color: #333;
004 width: 35%; text-align: right;
005 padding-right: 5%;
006 }
```

### 13 Creating vertical sliders

We are now going to turn our attention to adding some vertical sliders into our horizontal slide stack. In the body section of the document add the code shown below after the comment 'Start Nested Vertical Sliders'. This is our wrapper for a regular horizontal slide and inside of here is where all of our new slides will go.

```
001 <div class="swiper-slide">
002   <!-- Nested containers go here -->
003 </div>
```

### 14 Vertical wrappers

Now we add the code immediately after the 'Nested containers go here' section from the previous step. These create the nice vertical slide wrappers and pagination, as we'll also need to be able to navigate these slides. At this stage no slides have been added yet - we'll move on to that in our next step.

```
001 <div class="swiper-container swiper-
002   nested2 swiper-n2">
003   <div class="pagination-nested2
004     pagination-n2"></div>
005   <div class="swiper-wrapper">
006     <!-- Slides Go Here -->
007   </div>
```

## Regular controls

The Swiper jQuery plug-in can be controlled by regular 'next' and 'previous' buttons like regular sliders, so feel free to add these in if necessary.

### 15 Adding a slide

Now to add a slide. It's easy to see any slide because the <div> starts with the class 'swiper-slide'. Here we've added a heading and paragraph element. We are going to display two slides per panel for sliding up, so let's move on and create the next slide element.

```

001 <div class="swiper-slide">
002     <div class="content-slide cs-2"><h1>Our skillfull team consists of:</h2>
003         <p>swipe up to see them!</p>
004     </div>
005 </div>

```

## 16 More slides

We need to add a few more slides now. Add the code below and copy and paste it a number of times so that we have a few people in the list to scroll through. Just change the names so that you can actually test that it is sliding up and down properly.

```

001 <div class="swiper-slide">
002     <div class="content-slide cs-2">
003         <h2>Bob Andrews</h2>
005         <p>Creative Director</p>
006     </div>

```

## 17 Powering the pagination

Move back up to the script tag in the head section and before the last line, which is '});' add the following code which will power the sliders moving on the vertical axis. Save the project and view it in your browser now. It is working but we need to add some formatting in order to make it look better than it is.

```

001 var swiperN2 = $(''.swiper-n2').swiper({
002     pagination : '.pagination-n2',
003     slidesPerSlide : 2,
004     mode: 'vertical'
005 });

```

## 18 Format the slides

Because we are having two slides on top of each other we need to make the height of the slides slightly smaller. Set the height here ready for further formatting of the content and pagination to follow. Refreshing your browser after adding this has a nominal change.

```

001 .swiper-nested2, .swiper-nested2 .swiper-
002 slide {
003     width:100%; height:250px;
004 }

```

## 19 Pagination to the right

In order to see our next area of pagination we need to move them to the right-hand side, so here we position them absolutely and increase the z-index so that they appear above the existing slide content on our page. However, they still won't show up until we've added some further styling for the pagination.

```

001 .pagination-nested2 {
002     right: 5px; top: 30%;
003     position:absolute; z-index:20;
004 }

```



## Making custom applications

In our tutorial we have included a number of different slides to try and show off the versatility of the Swiper plug-in for jQuery. The slides we have created display an image and text, but if you just need an image slider then you'll see that Swiper is just as capable of handling just images. We also showed off that one of your slides can have a nested group of slides inside as well as including slides that moved in a smooth vertical motion. The slider is incredibly flexible as you can see from the tutorial - and there are even more demos that can be viewed on the main page of the Swiper site. Be sure to check some of them out as it's even possible to make miniature applications inside of Swiper!

## 20 Second pagination

Adding the code shown below will create each pagination element and they can now be viewed in the browser. Using a similar technique as previous we have set them slightly smaller with a darker background and a white round corner radius to make them appear as circles.

```

001 .pagination-nested2 .swiper-pagination-
002 switch {
003     background: none repeat scroll 0 0
004     #555555;
005     border: 1px solid #FFFFFF;
006     border-radius: 8px 8px 8px 8px;
007     display: block; opacity: 0.8;
008     height: 8px; width: 8px;
009     margin: 0 0px 5px;
010 }

```

## 21 Display active

Add the following CSS to display the active slides on the vertical pagination. Save your document and refresh your browser to see the slides and pagination in action - but the slides need a little formatting to improve the text.

## Tell your users

Make sure you include some text in your slides that inform users that they can actually swipe - instead they might just try and press the pagination!

```

001 .pagination-nested2 .swiper-active-switch
002 { background: none repeat scroll 0 0 #FFFFFF; }

```

## 22 Finishing off

In order to get the text fully displaying on the vertical slides, add the following code. This floats the text to the left and changes the paragraph tag colour to give some variation to the text. Save the page and refresh your browser to see the finished example working.

```

001 .left { float:left; margin-right: 20px; }
002 .cs-2 p { color: #674968; }

```



# web workshop

## Create animated introductory content

inspiration [www.mountainview.be](http://www.mountainview.be)

**N**obody would condone a return to the days of the dreaded Flash intro page, but there's no reason to be afraid of using some animated content when a visitor first arrives at your site. Digital agencies who develop dynamic content

for their clients particularly need to inject some pizzazz right from the beginning. The Belgian-based agency

Mountainview has developed its own site to effortlessly combine a range of web technologies and deliver a fresh and engaging user experience. The agency branding has been fully integrated into the site design and care has been taken at every stage of the design process to create a unique atmosphere for the visitor – and the result? C'est très chic!

### Moving mountains

Mountainview chose its name as a metaphor for taking a 'helicopter view' of its projects and to reference the digital innovation associated with Silicon Valley. The agency shared some work in progress to demonstrate its inspirations.

1

## INSPIRATION

### Everything starts from the colours

Cedric Cauderlier, co-founder of Mountainview, explains: "for the inspiration, everything starts from the logo and its colours" and they used Adobe's Kuler to define their colour palette. They then worked on the shape of the logo icon and shards from it are used throughout the site to lock the visuals together. Blurring the coloured shards helps create a dynamic explosive illusion while re-enforcing the brand elements. Jerome Tastenoy, who developed the design, created all of the icons and elements from scratch – their view as a digital agency was that this had to be done by them.

2

3

### Unique design

For the final version of the site, a dark background was chosen – creating a slightly other-worldly look and helping the colours 'pop'.

### Swatches

The Adobe Kuler swatches and faceted gem shapes provide a clear foundation for the branding and website's design.

### Logos

Multiple variations of potential graphical elements were produced during the logo development.

### Finishing touches

The gem element was refined and facets reduced until the perfect shape was found. This was combined with the graphical element.

### Meet the team

Forget those standard team biography boxes. With stunning photography, a sprinkling of Photoshop and a dramatic page layout, the Mountainview team get the Hollywood treatment.

### Alternative

A white alternative of the design was considered during the site development.



**<comment>**  
What our  
experts think  
of the site

## First impressions count

"You can tell as soon as you arrive that it's worth taking some time to explore this site. Animation in a website is a bit like humour in marketing copy. Get it right and you create genuine engagement with the audience, get it wrong and you've lost them. We think Mountainview has got it just right!"

Jayson Winters

2

## TECHNIQUE

### Animating the intro

#### 01 Setting the scene

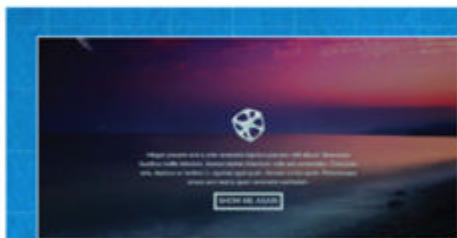
Using keyframes when creating CSS animations enables you to fine-tune each step of the animation. First of all, the stage needs to be set and a full-screen image is used. Vendor prefixes are omitted from the code here so remember to include them throughout for complete cross-browser support.

```
001 html {
002   background: url(background.jpg)
no-repeat center center fixed;
003   overflow: hidden;
004 }
```

#### 02 Defining the class

Content within the .logo class will be centred on the page. The fill-mode 'both' holds the animation in its 0% keyframe state before the animation and in its 100% keyframe state afterwards. The animation-name property is used to specify the name of the keyframes you want to bind to the selector.

```
001 .logo {
002   text-align: center;
003   margin-left: auto;
004   margin-right: auto;
005   animation-delay: 1.2s;
006   animation-duration: 4.8s;
007   animation-iteration-count: 1;
008   animation-fill-mode: both;
009   animation-name: logo;
010 }
```



#### Make an impression

The completed second animation. If this was a real site you would have hopefully impressed your visitor and encouraged further exploration!

#### 03 Shaping the animation

The logo starts off the bottom of the page and is animated up the page 30px past its loaded position to create a bounce effect. At 65% it continues and finishes with the logo 300px off the top of the page.

```
001 @keyframes logo {
002   0% {transform:
    translate(000px,1500px); }
003   20% {transform:
    translate(000px,235px); }
004   25% {transform:
    translate(000px,265px); }
005   65% {transform:
    translate(000px,265px); }
006   100% {transform:
    translate(000px,-300px); }
007 }
```

#### 04 The second animation

This animation lasts for just one second and its start is delayed by 5.5s whilst the first animation runs. It then travels down with a little bounce and is held in place using the animation-fill-mode: both; property.

```
001 animation-delay: 5.5s;
002 animation-iteration-count: 1;
003 animation-fill-mode: both;
004 animation-name: intro;
005 }
006 @keyframes intro {
007   0% {transform:
    translate(000px,-400px); }
008   65% {transform:
    translate(000px,165px); }
009   100% {transform:
    translate(000px,135px); }
010 }
```

#### 05 Link and hover

Once you've used some animation you can't just leave it there. A simple hover effect can be added to the link to make the text swell when the user hovers over it.

```
001 .intro a:hover {
002   font-size: 20px;
003   transition: .2s;
004 }
```

3

## TECHNIQUE

### CSS3 animation resources

A great resource for developing your animation skills is [daneden.me/animate](http://daneden.me/animate). Dan Eden has created a cross-browser-friendly smorgasbord of animation effects you can customise or just use off the shelf.

#### 01 Explore the options

First you can just take a look at how each of the effects animate a simple button. There are dozens of effects to choose from including attention seekers, flippers, fading, bouncing and rotating entrances and exits.

Animate.css

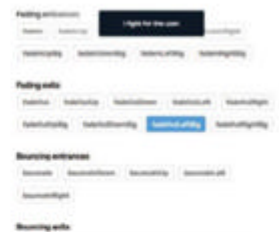
animate.css is a library of CSS3 animations that you can use to give your website a little extra oomph. It's free, open source, and easy to use.

Check out the full list of animations at [daneden.me/animate](http://daneden.me/animate)

Light for the user

#### 02 Choose your animations

Once you've found some animations you like, hit 'Create custom build' and make something unique, just as the page says: 'Don't want to download 2500 lines of code? ...make something that'll work just for you'.



#### 03 Check under the hood

Once you've downloaded your custom .css file you'll have a ready-to-go animation that you can use straight away. You can also examine the keyframes of the animations to see how they work, then you can set about making the code your own!







## Discover the recipe for what makes a great user interface and develop your own beautiful flat UI icons

**U**ser interface design is a hot topic these days.

High-profile redesigns, notably across all of Google's web and mobile interfaces, and in Apple's recent iOS facelift, have led to everyone wanting to get in on the conversation. Graphic user interfaces have come a long way since the days of being keyboard-controlled, green text on black backgrounds.

In recent years, mobile technology in particular has changed the way we see user interfaces. There's more pressure than ever on designers to make smartphones and tablets accessible and easy to use, even for the

most inexperienced user. At this stage, it probably won't come as a surprise to hear that this responsibility all boils down to the user interface (UI).

This feature aims to give you a guide to user interfaces; what they are, where you can find them and why they're important. There's a quick rundown of how to create a beautiful flat UI kit of your own for use on the web or mobile and some handy dos and don'ts for designing your interface. There are also some important tips worth remembering to make sure you always put the user first and make their experience as comfortable

as possible. You'll learn how to create icons, glyphs and other UI elements in Adobe Illustrator CS6 and take advantage of the flat design style that's currently in fashion, so you too can start creating a stunning and easy-to-use interface.

There's also a quick glance at the skeuomorphism versus flat design argument - they aren't as mutually exclusive as you might think. You'll be shown how they can be combined to create a UI that is both clean and simple but also allows the user to quickly get to grips with its functions and mechanics. So, let's get started.

# INTERFACE MEANS INTERACTION

## WHAT IS A USER INTERFACE?

User interfaces are everywhere, not just on our phones or computers but in almost every aspect of our lives. Your car dashboard, the controls on your coffee machine, a TV remote – even a door handle is a user interface. They've existed since long before we've had computers and software and have posed a challenge to all sorts of designers for centuries. The UI is the part of a computer, machine or software application that the user interacts with and should often be invisible, allowing the user to complete a task or process without distraction.

Although they exist in many different forms and in countless environments, the same principles always apply to UI design. The goal is to achieve as efficient and simple an interaction as possible for the user. They should be able to carry out the desired process with as little friction as possible and it's the designer's job to make this happen. For the purposes of this article we'll be talking about designing a user interface for web or mobile applications. For software such as this a combination of hierarchy, simple menus, good iconography and colour are used to create a streamlined experience that users will find easy to understand and get to grips with.

The number one rule in user interface design is understanding the user's needs. Once you know what it is they want to get from your system, what prior knowledge and experience they have and how they might use your software then you can design to meet their requirements. It's important to remember that when embarking on a full UI design project, proper research and testing should always be carried out to find out exactly what your users require from your interface, so you can make sure you tick all the boxes.

## WHY IS THE UI SO IMPORTANT?

User interface design is important because it defines how users will interact with your application and how they feel when using it. How the UI feels is called user experience (UX) and the quality of your UX will affect how comfortable and intuitive it is, which in turn will affect how often people use your app and in what ways they use it. All this will ultimately affect how successful your app or system is, whatever the platform, as users will always gravitate towards those apps that provide them with a more seamless and enjoyable experience.

Once you understand who your user is, you'll want to make your web or mobile app as easy to use for them as possible. What is the function of your application? What is the user trying to achieve? These are the questions you need to ask before you start creating your interface. There shouldn't be complicated, hard to master gestures, menus should be well thought out and easy to navigate, and the user should never feel lost. Warning and error messages should be helpful – not just a declaration that the user has done something wrong. If your audience doesn't like the experience of actually using your app they simply won't use it at all.

Achieving a good user experience depends on a number of factors. Function is important, it's not only how the UI works that matters but how it looks as well. Even if your app works perfectly, most people will not enjoy looking at ugly interfaces.

☞ The number one rule in user interface design is understanding the user's needs... then you can design to meet their requirements ☞



Flat UI is a popular and contemporary choice for creating user interface elements. We show how to make these icons



Figure is an app that looks and feels good – it's beautifully designed and enables the users to create great music



## THE RISE OF FLAT UI

Anyone working in the design industry couldn't have missed this year's biggest trend – flat UI. 'Flat' refers to the use of solid colours, little or no transparency, a lack of gradients and gloss and the often 2D feel of this style. Flat UI has become increasingly popular because it feels uncluttered and clean, often allowing for a more streamlined user experience.

The fact that a flat design style has been adopted across web and mobile interfaces at Apple, Google and Windows in the last 12 months, shows just how big this trend is. Most people have lauded the introduction of flat UI and welcomed an end to the supposedly cumbersome, photorealistic mobile interfaces that have been used over the past few years. At this year's iOS 7 announcement, Apple even mocked themselves for the overuse of green baize and wood textures in earlier iterations of their OS. Quite a U-turn, considering that they were one of the original instigators of realistic, skeuomorphic UI.

When the iPhone was first released, people were in awe of its rich, texture-filled UI, because there had never been anything like it. Since then, most people feel that

the style has become dated but the skeuomorphic elements of Apple's original interface were integral in helping users get to grips with iOS straight away. Those real-life elements were an instant reference and gave the user something they could relate to, at a time when this kind of mobile interface was brand new.

Just a few years later, though, designers are already finding that these skeuomorphic reference points are becoming less necessary as users become more familiar with how these types of interfaces work; and some of the real-life elements themselves actually become obsolete. A great example of this is the floppy disk icon that most software still uses to denote 'Save'. Computer and smartphone users of today may not have even seen a floppy disk, nevermind used one to save data. Because of this, most people won't make that same instant connection with this icon anymore.

As digital interfaces become a larger part of our day-to-day activities, the need to incorporate analogue throwbacks into icons and menus is often becoming unnecessary. However, even in flat design there is sometimes a need for skeuomorphism and the two are certainly not mutually exclusive.

## SKEUOMORPHIC DOESN'T MEAN REALISTIC

In the debate about UI design that's happening across the industry, one of the biggest sources of confusion is the flat vs skeuomorphic argument. In truth, it's not really an argument at all. Although there has been a shift towards flat UI, this doesn't mean that there are no skeuomorphs in interface design. The two can coexist and can be paired with great results. Beautiful looking flat design can still use skeuomorphic elements to give users a reference. Flat calendar icons and apps, often still look like real life calendars, and switches and buttons can be flat but still have the look and feel that a real version of the mechanism might have. It creates a level of comfort and understanding. The user knows that the switch will move to the right or flip down because it's reminiscent of something they've used before.

The real question is around skeuomorphism and realism. Realism is what leads to large, slow loading textures and horrible green baize backgrounds. Many apps are skeuomorphic without being photorealistic and this is often where people get confused. Remember, skeuomorphic does not mean realistic.



Poster AD

James' video - 20SC

Annika - cards and site

JoJo goes public

Flat ui

Classic cars illustration

Wedding poster

<Clockwise from top-left>

- Google Chrome Jam's clean interface help to guide users through the process of making music
- The flat colour progression of Clear does not overcomplicate the process of making simple to-do lists
- Tweetbot's icons clearly denote exactly what their functions are, making for an intuitive user experience
- Through the use of simple icons, users can quickly see images or view lodging, camping and dining options of National Parks

## TIPS FOR USER INTERFACE DESIGN

Every situation will call for different methods – but here are four handy tips that should keep you right no matter what the challenge

### • SIZE MATTERS

UI design is all about visual communication and hierarchy is one of the best ways in which you can make your user interface coherent and easy to use. Use the size, colour and placement of elements to ensure that the user is always looking at the most important thing on the screen. Create patterns in the UI that are easy to identify. For example, assigning specific colours and styles to elements that will be used again and again. These patterns will help a user learn how the app works and allow them to recognise sets of actions.

Make your most important elements the biggest. Size is a clear indicator of hierarchy and should be used to draw attention to important content.

Sometimes your system will require complex actions but using a well-thought-out hierarchy can simplify even the most difficult processes.

### • CONSISTENCY IS KEY

Make sure you maintain consistency throughout your interface. Particular actions should always have the same consequences. Styles should be indicative of what an element is going to do. Let your users learn how to do something once and then allow them to use that knowledge repeatedly. This will create a much more streamlined and efficient experience for the user.

The same concept applies to the look of your UI as well. Keep the style consistent. If you've gone for one-colour icons, for example, then continue that theme throughout. Keep fonts, colours and shapes consistent as well. A lack of consistency across the UI can lead to visual clutter and will only serve to confuse the user, slowing down their process.

### • COMMUNICATING WITH COLOUR

The human brain is hardwired to react in very specific ways to particular colours. Red and yellow usually denote a warning, while green means 'safe', 'go' or 'success'. When designing how your interface works, you can use colour to give your users instant information, without them having to read any text.

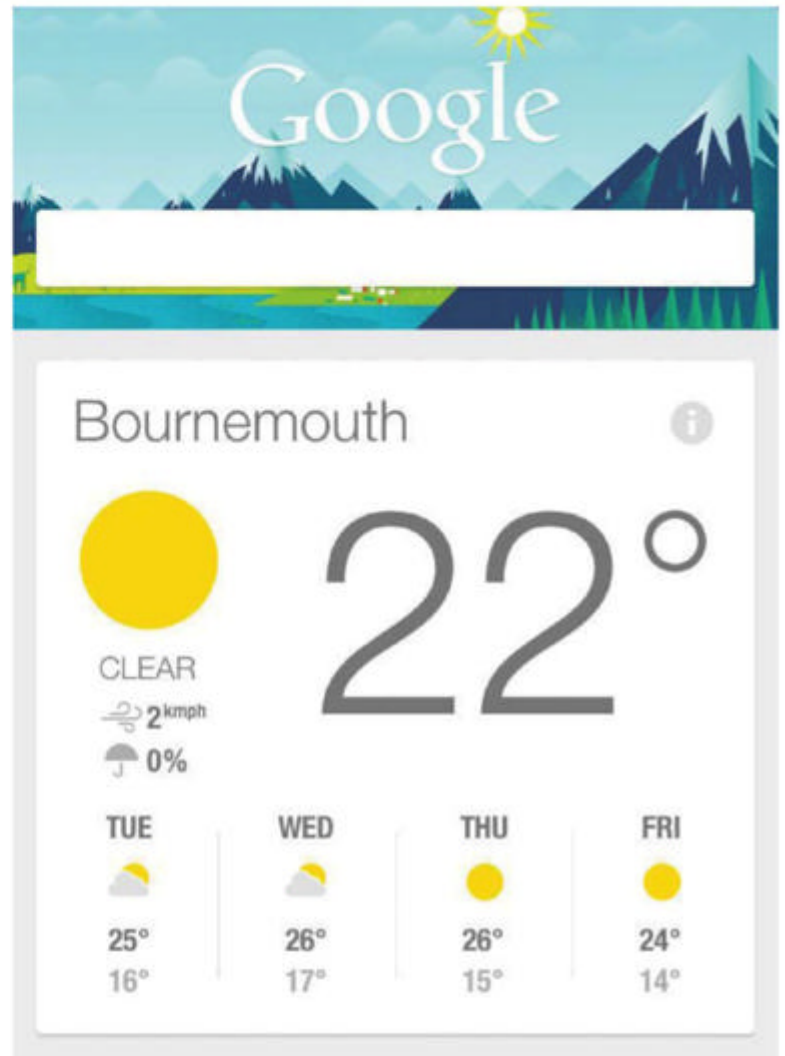
For example, if they miss out some necessary information in a form, a red 'x' or yellow triangle can quickly tell them something is wrong. Use an informative warning message on a red or yellow background to draw the eye to the directions the user needs to follow.

For positive responses, like a successful log-in notification, use a green colour scheme. The user will instantly know that their attempt was successful and there are no more actions to take. Colour is always important, but in flat design it's incredibly useful for creating contrast and hierarchy.

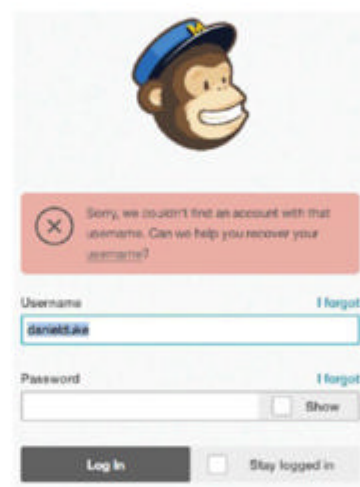
### • USER-CENTRED DESIGN

Know your user. Learn their needs and goals and then centre your UI around them. Who is your target audience? Are they experienced users or novices? These questions will allow you to choose how more complex actions are broken down and how much guidance your user will need.

Think about your demographic. An app aimed at kids is going to look very different from one aimed at businessmen. Your style should reflect and attract your audience and your interface should be built to meet their various needs. Children's apps need to be eye-catching and draw attention. A web analytics app, for example, should be clean and uncluttered and allow the user to gather information at a glance. If you are embarking on a UI project, sit down with your target user base and find out what interfaces they love using and why. Then follow the same rules as these systems. If there's one thing we've learned it's that users are creatures of habit and look for things they recognise.



Google Now uses hierarchy well in its cards feature, where relevant information is made large and pops up from the bottom of the screen for you to view



Mail Chimp perfectly executes the red warning message. The user knows they've typed their password wrong before they've even read the message



A simple UI and cartoony art style tells us that Wee Rockets is a game for kids





## CREATE A FLAT UI ICON SET

Use Adobe Illustrator CS6 to create a set of clean and appealing flat-design icons suitable for any mobile or webapp interface

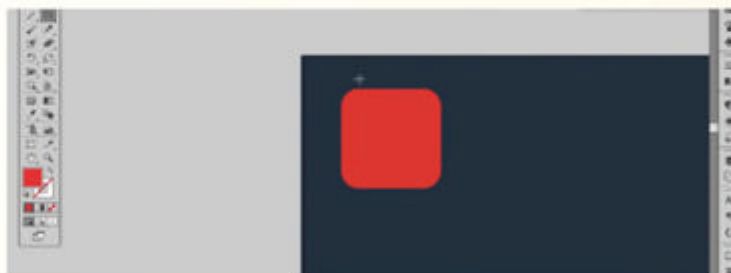
### 01 Getting started

Decide what you want your icon set to look like and what colours you will use. Check out [flatuicolors.com](http://flatuicolors.com) for some beautiful colour swatches that suit flat style. Open a new document in Illustrator and make it 1600px wide by 1200px tall.



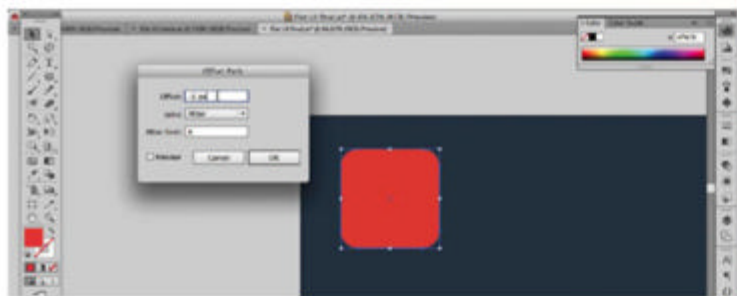
### 02 Make the base

Don't worry about sizes as you're working in vectors so everything can be resized. Add a dark background #2C3E50 and draw a rounded rectangle 260 x 260px with a corner radius of 45px. This will be the base for all the icons.



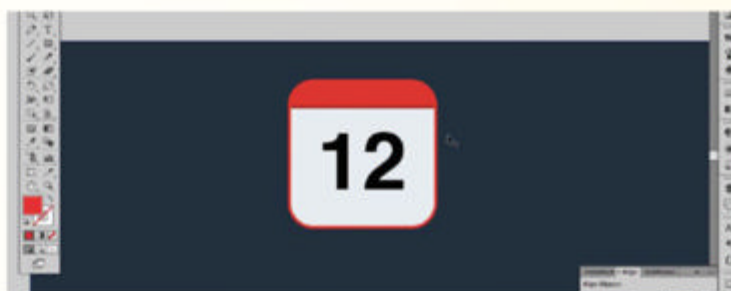
### 03 Make a calendar icon

Change the colour of the rectangle to #E74C3C. Select it and go to Object>Path>Offset path. Change the offset to -5px, then the colour of the smaller square to #ECF0F1. Select the red square and hit Cmd/Ctrl+C, Cmd/Ctrl+F.



### 04 The finished article

Using the Pathfinder tools create a red rectangle at the top of your icon. Draw a rectangle 250px wide and 5px high. Place between the red and white to create a shadow. Type '12' in 140pt Helvetica Bold and place in the middle.



## MAKE OTHER UI ELEMENTS

Use Illustrator to create sliders, toggles and status bars to populate all of your interfaces

### 01 Make the toggle switches

In Illustrator, open a new document 1600px wide by 1200px tall and fill it with #2C3E50. Create a rounded rectangle 200px by 80px and colour it #ECF0F1. Draw a circle 60 x 60px and place it on the right of the first shape. Change the colour of the circle to #57D68D.

### 02 Keep on toggling

Duplicate the green circle, place the new one behind the first one and colour it #CACFD2. Move it a little to the left to create a subtle shadow effect. Type the word 'ON' in Helvetica Bold and place it on the left on the toggle switch. Repeat this process with a red circle at the left-hand side for the off setting.



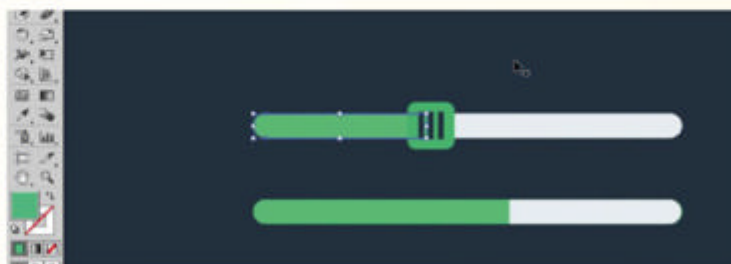
Creating the toggle switch

### 03 Creating a slider

Draw a rounded rectangle 350px wide and 20px high. Change the colour to #ECF0F1. Duplicate it and cut the top one in half, leaving it over the top of the first shape. Colour it #57D68D. Draw a rounded square of 40 x 40px and place it on the overlap. Make its colour #52BE7F and add three lines on top for a grip.

### 04 Boxes and buttons

For the buttons, draw a round rectangle 330px wide by 66px high. Colour them green, red and grey. For the input fields draw a rectangle of the same size, with a smaller corner radius. Use a green stroke for success and red for an error.



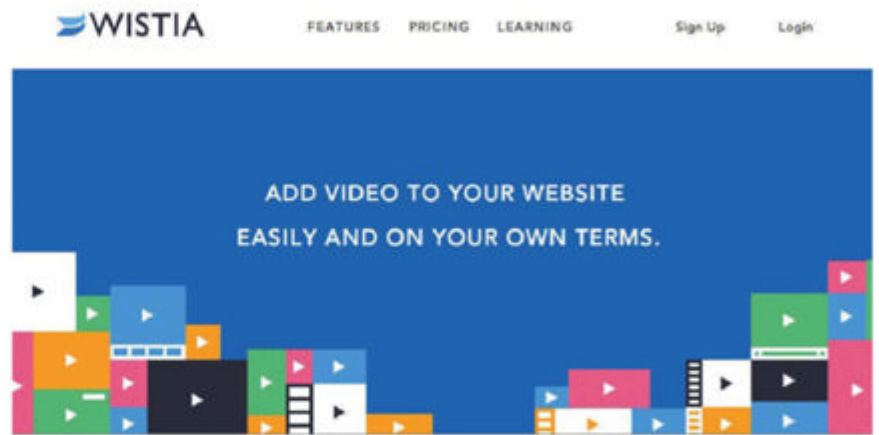
Making the slider with a grip

## USING CSS TO MAKE A FLAT UI FOR WEB

With CSS3 it's possible to create an entire flat UI kit for the web without drawing a single vector shape

Although so far you have been producing a flat UI kit as vector shapes in Illustrator, it is possible to achieve the same effect using only HTML and CSS. Because of the simple block colours and shapes that make up the flat style, it's that much easier to perfectly replicate any flat UI elements with code than it would be if you were perhaps working with some more realistic UI elements.

By creating shapes, text and blocks of colour purely in code, you can guarantee pixel-perfect web interfaces. If you're interested, be sure to have a look at [wistia.com](http://wistia.com) to see some coded flat UI in action.



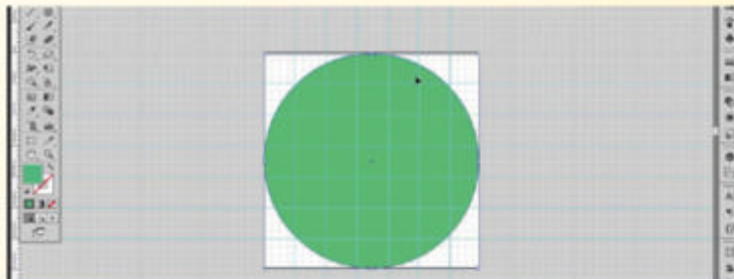
wistia.com uses CSS to produce its stunning flat and interactive homepage

## PRODUCE A SET OF GLYPHS

Use a grid system in Illustrator to produce a set of smaller, one-colour icons that will become the bread and butter of your user interface

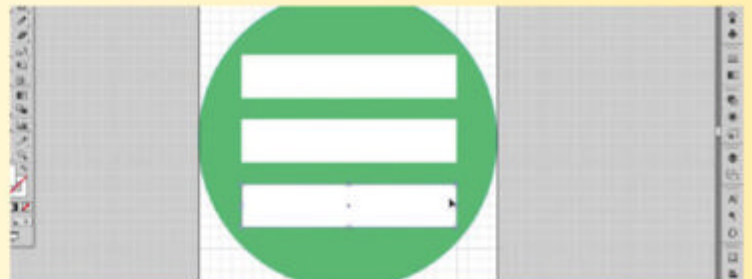
### 01 Create your grid

Open a new document that is 250px wide and 250px high. Set the grid view to 'show grid'. Draw guides in every four grid squares, vertical and horizontal. Draw a circle 250 x 250px and change the colour to #57D68D



### 02 Making hamburgers

Using the gridlines, draw three rectangles 180px wide by 36px high. Space them an equal distance apart, group and centre them in the circle. You've just created the classic 'menu' icon - also known as a hamburger.



### 03 X marks the exit

Now draw a rectangle 190px wide and 36px high. Hold Shift and rotate the rectangle until diagonal. Line the centre of the rectangle with the centre of the circle. Hit Cmd/Ctrl+C, Cmd/Ctrl+F and rotate the new rectangle 180 degrees.



### 04 I spy a search icon

Remove the green circle and create a circle 180 x 180px and then a smaller circle 130 x 130px. Place in the top-right of the canvas. Draw a rectangle 36px wide by 140px high and rotate until it becomes the magnifying glass handle.



## FINALLY, DON'T FORGET THE USER

By now you should be well on your way to creating your own flat UI kit, and you should be armed with the knowledge of how to successfully execute it in your next user interface build. Remember to always keep the

user in mind and consider their needs before adding unnecessary or pointless elements. Just because it looks good doesn't mean it adds anything.

Use apps and discover what works best. Become the user and you'll soon find out how difficult it can be to navigate an app that's been built without your needs in mind. Communication is paramount so make sure error messages and direction are simple and informative.

Make sure to test, test and test your interface again. There's always a small amount of trial and error involved and you will keep developing as you go along and find bugs in your systems - but this is a good thing. After that you can then start to develop methods by which advanced users can speed up their processes through customising the actions they use most frequently.

And don't forget, your UI should always be invisible.



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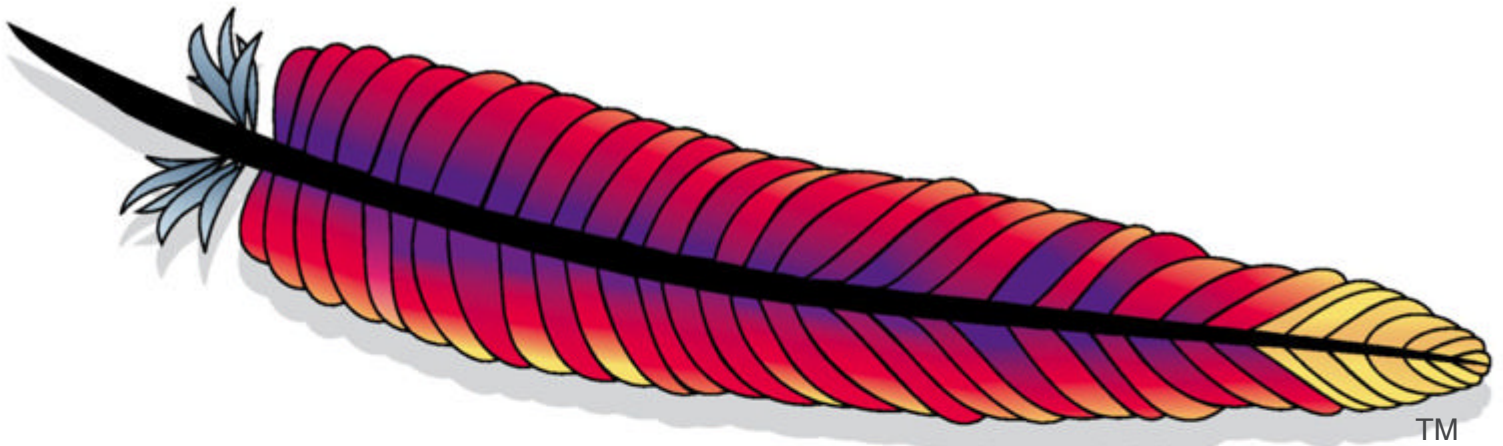
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# {web developer;

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# APACHE MASTERCLASS



Learn how to install, implement, use and secure this popular web server software **Page 80**

## Turn WordPress into an app

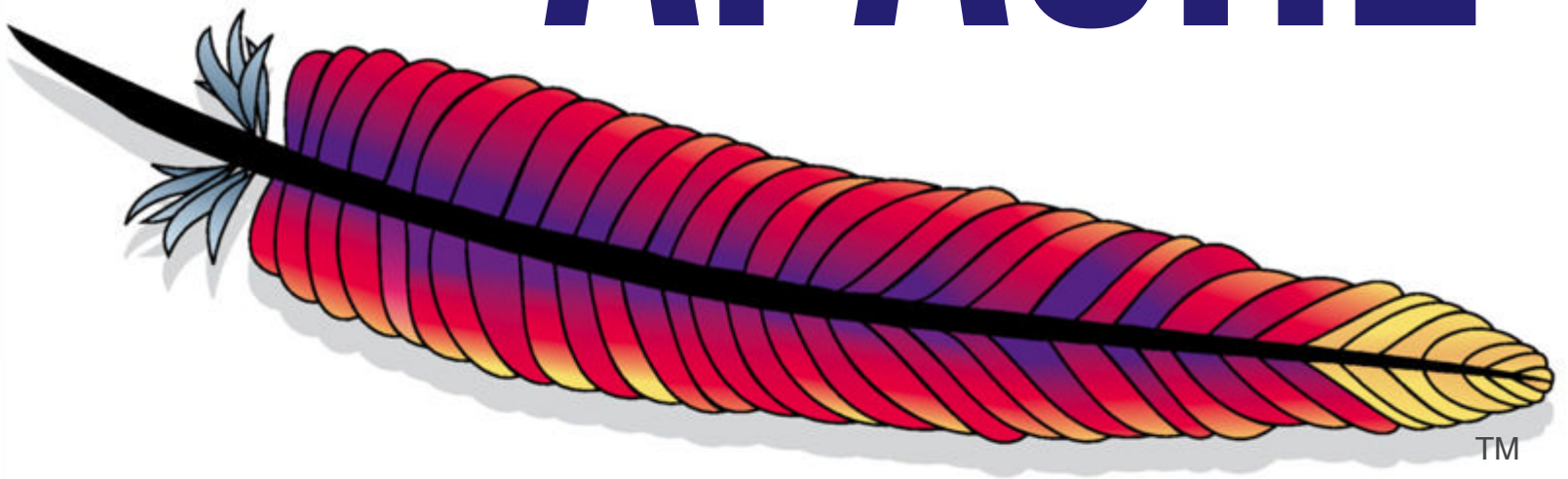
Create a cross-platform mobile app from your WordPress site **Page 86**

## Build a barcode scanner app

Use the PhoneGap framework to scan and store codes **Page 92**



# BUILD YOUR OWN WEB SERVER WITH APACHE



Everything you need to know about installing, configuring and taking full control of your own Apache web server

**T**here is no doubt that many people in the digital industry have heard of the Apache web server, but few actually fully understand what it does. Even fewer know how to actually install and configure it, so this feature aims to clarify some of these lesser-known points. Apache is a web hosting platform that usually works in conjunction with PHP, MySQL and Linux (which is often referred to as a LAMP stack). Although it was originally developed for Linux, it is now available for a wide range of operating systems including Windows, Solaris, AIX and many more, making it the most popular web server in the world today.

The reasons behind its popularity are simple; it's free to download and use, it's open source and most importantly it suits a wide range of needs, meaning that both small and large websites can use it. Once installed, Apache enables a server to listen for requests from external clients and deliver appropriate responses. Apache will read a URL sent from a client machine and then translate it to determine what the response will be. These responses are sent using the HTTP protocol and are typically webpages that are hosted on the server Apache is installed on. Apache can deliver very simple content by interpreting HTML code placed in webpages. More sophisticated websites can deliver

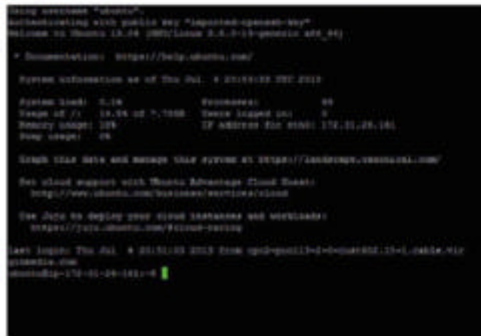
dynamic content through script handlers integrated with the web service. If you wanted to host many websites on a server then 'virtual hosting' is a method that allows one Apache installation to serve many different websites. For example, one server with one Apache installation could simultaneously serve [www.webdesignermag.co.uk](http://www.webdesignermag.co.uk) and [www.webdesignermag.com](http://www.webdesignermag.com). In fact, if given the right amount of computing horsepower, it could actually serve up to 64 different websites. Installing and configuring Apache will give you more control over the performance of your website(s) and more importantly the security of your server - let's have a closer look.

# INSTALLING APACHE

The first step is to install Apache on your host machine. This can be done in a variety of ways depending on your system setup. This example will use the Linux ‘apt-get’ feature.

## 01 Obtain Apache

There are many different ways to download and install Apache. Pre-compiled versions are available from software repositories depending on the operating system installation. The actual source code can be downloaded directly from the Apache Software Foundation here: [httpd.apache.org/download.cgi](http://httpd.apache.org/download.cgi). The latest stable release is currently 2.4.4.



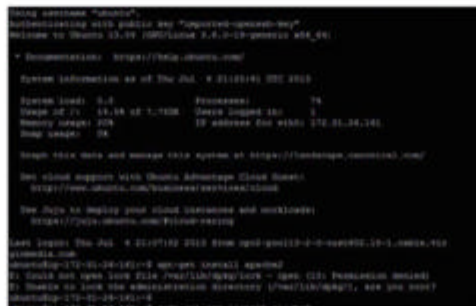
## 03 Access your server

In order to install Apache the user must log into the host system with the correct privileges. When logging into a Linux machine remotely this is usually done by a method called SSH. Secure Shell provides a protected way of identifying the client machine you are using and also allowing it to communicate with the server using an encrypted connection.



### 03 Use apt-get

One of the features of the Ubuntu operating system is its Advanced Packaging Tool (APT). This feature will allow a user to download and install software with ease by locating the required software from one of its core libraries. To install Apache, all that is required from the user is to simply type 'sudo apt-get install apache2', then hit Enter.



## 04 Install Apache

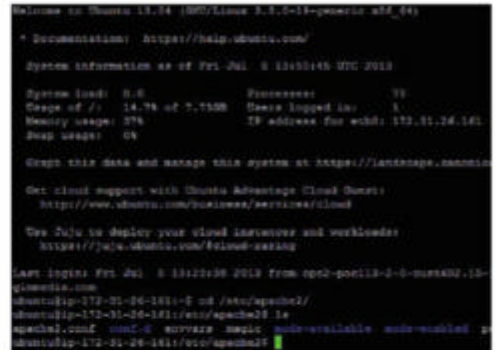
The installation process should be fairly quick and straightforward. The system will prompt the user to press the “Y” key to accept the amount of disk space that will be used. The standard Apache package only requires a small amount of disk space so this should never be an issue for most users.

## 05 Check the installation

Once the installation process has been completed, Apache will automatically start running. A simple check can be done to ensure everything is working so far, even if the user has not uploaded any web content yet. Simply enter the IP address of the server into a browser and Apache should then display its default 'It Works!' message.

## 06 Apache's server location

Using the apt-get method of installation is great but it can sometimes leave the user guessing, and wondering where exactly all of the installed files have been placed. Usually on a Linux server Apache's main file directory can be found in the `/etc/apache2` directory. From here the user can access Apache's main configuration file (`apache2.conf`) amongst other important configuration files and directories.



It's free to download and use, it's open source and it suits a wide range of needs – meaning both small and large websites can use it





# BASIC USAGE AND SECURITY

Remember that in order to control Apache, the user must be logged in with root privileges. Apache can be controlled from the command line very easily. Should the user want to restart Apache, which is necessary after configuration changes are made, this can be easily achieved by writing a simple command within the terminal window. The syntax can vary depending on the system it is installed on, but for an Ubuntu installation the user would simply type: 'sudo service apache2 restart'. This would stop and restart Apache, which should only take a matter of seconds, after which, the new configuration settings will be applied.

The main file responsible for the vast majority of configuration settings with Apache is the apache2.conf file. The Apache web server functionality is modularised, which enables more efficient memory usage and better performance. Apache offers a wide range of services for things like security, monitoring and performance. Each service is made available as a module. Every module can be easily configured by setting configuration options, which are implemented through sets of directives. These directives are parameters that enable users to customise and fine-tune the functionality that Apache offers.

The apache2.conf file will already contain some directives. Some of the more commonly used ones are: Listen, DocumentRoot, Group and Directory. Apache will have at least one Listen directive that will appear in apache.conf for incoming connections on port 80. Other port numbers can be specified here which will let

Apache know which ports to listen on. If a user wanted to run a secure website implementing SSL, then a Listen directive would need to be added for port 443. If multiple websites were to be hosted and identified by different port numbers then a Listen directive would need to be added for each port number to be used.

DocumentRoot defines the folder on the server which will contain your website files. Typically on an Ubuntu machine this will be /var/www but it may differ on other operating systems. The DocumentRoot can be configured to any existing folder on the server, although it is important to remember that the chosen folder has the correct permissions to enable the www-data user access. Otherwise your website will not be accessible to the outside world.

The <Directory /> directive is commonly used as a security measure to prevent access to specific areas within the file system. This could be used to prevent certain IP addresses (such as IPs not on your local network) from accessing private parts of your website. Another primary use of this directive is to prevent access to your server's root directory. When the need for access to any area on the server arises, a specific <Directory> directive will need to be added for it. If you are using phpMyAdmin for database administration then you can use the <directory /> directive to only allow access from your own IP address to increase security. This can be achieved by adding the following code to your apache.conf file:

```
001 <Directory "/usr/share/php5/phpmyadmin/">
002     Order deny,allow
003     Allow from 192.169.55.66
004 </Directory>
005
```

The 'order' option is telling Apache to deny every incoming IP address and then allow the IP addresses specified below it. The 'Allow from' option can be used multiple times to allow multiple IP address access.

All network servers can be subject to denial of service attacks that attempt to prevent responses to clients by tying up the resources of the server. This is achieved by an attacker using multiple clients to send many requests to a server simultaneously. There are certain Apache directives that can help defend against such attacks, one such example is the RequestReadTimeout directive, which allows the user to limit the time a client may take to send the request.

The Timeout directive should be lowered on sites that are subject to denial of service attacks. Setting this to as low as a few seconds may be appropriate. But since Timeout is currently used for several different operations, setting it to a low value can introduce problems with long-running CGI scripts.

The MaxRequestWorkers directive sets the limit on the number of simultaneous requests that will be served. Any connection attempts over the MaxRequestWorkers limit will normally be queued, up to a number based on the ListenBacklog directive. Once a child process is freed at the end of a different request, the connection will then be serviced.

```
# # Listen 80
Listen 80

<IfModule mod_ssl.c>
# If you want to use mod_ssl, you will also
# the VirtualHost statements in /etc/apache2/sites-enabled
# to <VirtualHost *:443>
# Server Name Indication for SSL named 'Virtual Hosts' is
# supported by SSL on Windows NT.
Listen 443
</IfModule>

<IfModule mod_gnutls.c>
Listen 443
</IfModule>
```

The Listen directives tell Apache to listen on specific ports for incoming requests. Port 80 for web traffic and 443 is a secure port for SSL requests

```
<Directory /usr/share/phpmyadmin>
Options FollowSymLinks
DirectoryIndex index.php

Order deny,allow
Allow from 192.169.55.66

<IfModule mod_php5.c>
AddType application/x-httpd-php .php

php_flag magic_quotes_gpc Off
php_flag track_vars On
php_flag register_globals Off
php_admin_flag allow_url_fopen Off
php_value include_path .
php_admin_value upload_tmp_dir /var/lib/phpmyadmin/tmp
php_admin_value open_basedir /usr/share/phpmyadmin/:/etc/p

</IfModule>

</Directory>

# Authorize for setup
```

A typical Apache configuration for the phpMyAdmin module - notice the <Directory /> directives denying access to certain folders

## DIRECTIVES

Apache's flexibility and versatile nature is down to the availability of the directives and modules in the Apache configuration file. Some are more important than others, and you should spend some time researching them. Details of all directives can be found at <http://apache.org/docs/current/mod/directives.html>

# SETTING UP A VIRTUAL HOST

Virtual hosting is a method used to enable a web server to host multiple websites using only one Apache installation. This can save overhead expense and allows control over every individual website.

## 01 The sites-available entry

When Apache was installed it created a number of configuration folders. The two folders used for 'named' virtual hosting are: sites-available and sites-enabled. The sites-available folder is where a configuration file is placed for each website domain to be configured. Once this file has been created a symlink can be added to the sites-enabled folder, which points to the newly created file and makes the website accessible to the outside world.

```

1 If you just change the port or add more ports here,
2 have to change the VirtualHost statement in
3 /etc/apache2/sites-enabled/000-default
4 This is also true if you have upgraded from before
5 Debian 6.0.1. See /usr/share/doc/apache2.2-common/
6 README.Debian.gz

NameVirtualHost *:80
Listen 80

<IfModule mod_ssl.c>
# If you add NameVirtualHost *+4 here, you will
# the VirtualHost statement in /etc/apache2/sites
# to <VirtualHost *+4>
# Server Name Indication for SSL named virtual host
# supported by SSL on Windows XP.

```

## 02 Create a sites-available file

Creating a named virtual host file is simple, and requires the use of the VirtualHost container directive. All other directives can be added inside this container later on to fully configure your website's domain. The ServerName option specifies the name by which the virtual host will be known - this is similar to ServerAlias, but this directive allows for us to use alternative names for the virtual host. The DocumentRoot is used as the location for the website's files.

```

001 <VirtualHost *:80>
002 ServerName webdesignermag.co.uk
003 DocumentRoot /var/www/webdesignermag.co.uk/
web/
004 ServerAlias *webdesignermag.co.uk
005
006 ErrorLog /var/log/apache2/
webdesignermag- error.log
007
008 LogLevel warn
009 CustomLog /var/log/apache2/access_
webdesignermag.log combined
00 </VirtualHost>

```

## 03 Log files

Each virtual host will write to its own log files. These log files are useful for de-bugging problems and usually include error logs and access logs. The ErrorLog directive tells Apache the location of the file to record errors to. The LogLevel directive controls exactly which types of error will get logged.

## 04 Create a site-enabled entry

Now that a virtual host entry exists in the sites-available folder, a symlink must now be placed in the site-enabled folder to activate it. This can be achieved by using the Linux command 'sudo ln -s' followed by the path to the virtual host file. To double check the symlink has been created, use the list command to view all files.

```

001 ubuntu@ip-172-31-26-161: cd /etc/apache2/
sites-enabled/
002
003 ubuntu@ip-172-31-26-161: ln -s ../sites-
available/webdesignermag.co.uk
004
005 ubuntu@ip-172-31-26-161: ls

```

## 05 Activate your virtual host

As with all configuration changes within Apache, none are activated until Apache is restarted. Care should be taken when restarting Apache as an error in a configuration setting can prevent Apache from starting, which will essentially bring your web server down.

```
001 sudo service apache2 restart
```

## 06 Updating the DNS record

Now that the server is configured to listen for requests from a specific domain, it is time to update the DNS record entry with the server's IP address. This will direct traffic to the correct server and, once the request comes in, Apache will read the data within the header. If the URL matches a virtual host ServerName directive, then those rules will be applied.

# USE APACHE FOR REDIRECTION, INDEXING AND MONITORING

Apache is capable of dealing with redirection in a number of ways. There will be times when a URL that Apache receives does not correspond directly to a resource on the server, or corresponds to a resource in another area of the file system. There are two primary ways of dealing with such requests. Firstly, Apache can

transparently reinterpret the URL using aliasing to deliver the correct resource. Secondly, Apache can simply send a redirection message to the client. These two scenarios can be managed using modules such as: mod\_alias and mod\_rewrite.

Mod\_alias allows for mapping different parts of the filesystem. This means that content that is not directly under the DocumentRoot can be served as part of the web document tree. Mod\_rewrite is a popular method of redirection that allows for a rule-based engine to be used to rewrite requested URLs on the fly.

In some circumstances a website may require a webpage that generates a list of files within a folder for a user to browse and download. It is possible to enable directory indexing using Apache to allow a client to view the content of a web directory. When the directory listing is viewed, Apache gives the option of presenting the folder contents as a simple filename listing or a more user-friendly listing which can include filename, icons and modification times. The latter can be achieved through a method called 'FancyIndexing'.

To enable FancyIndexing the IndexOptions directive must be set in the apache.conf file like so: 'IndexOptions FancyIndexing'. Once enabled and configured, a user can then browse to a directory which will then allow access to the files contained within it. The files and folders will be presented in a clear readable form and can be fully customised using the FancyIndexing directives.

Once an Apache installation is up and running it is important to keep an eye on its performance. This is especially true if virtual hosting is being used and multiple high traffic websites are being served. The first point of call that will help an administrator diagnose performance issues are the access and error logs. If a website appeared to be running slower than usual, it is likely that these logs could contain clues as to what may be causing the problems.

The error log will list all errors encountered by Apache while it is running. This log should be carefully monitored and any error that appears within it should be addressed. Typically, this log file will contain application errors such as PHP errors, which may be occurring when users are interacting with a website. The access log also holds valuable information about who is sending requests for resources on the web server. Denial of service attacks are very commonplace and there are many bots on the internet that will attempt to gain access to private areas of a website using brute-force attacks which will cause Apache to use up resources, resulting in sluggish behaviour.

Every server administrator should be aware of how to monitor and prevent such attacks. Tools such as 'iftop' and 'apachetop' can be very useful to analyse log files and see which clients are using too much bandwidth and which files they are attempting to access. Apachetop will allow an administrator to view in (almost) real-time which files are being requested and how often. These requests can also be analysed very



```

[Mon Jul 01 23:11:94 2013] [error] [client 81.149.42.173] PHP Warning:
file_get_contents(/script/cdnhtml.php) on line 469
[Mon Jul 01 23:11:94 2013] [error] [client 81.149.42.173] PHP Warning:
include(/script/cdnhtml.php) on line 200
[Mon Jul 01 23:11:44 2013] [error] [client 81.149.42.173] PHP Warning:
file_get_contents(/script/cdnhtml.php) on line 469
[Mon Jul 01 23:11:44 2013] [error] [client 81.149.42.173] PHP Warning:
include(/script/cdnhtml.php) on line 200
[Mon Jul 01 23:11:44 2013] [error] [client 81.149.42.173] PHP Warning:
file_get_contents(/script/cdnhtml.php) on line 469
[Mon Jul 01 23:11:44 2013] [error] [client 81.149.42.173] PHP Warning:
include(/script/cdnhtml.php) on line 200
[Mon Jul 01 23:11:44 2013] [error] [client 81.149.42.173] PHP Warning:
file_get_contents(/script/cdnhtml.php) on line 469
[Mon Jul 01 23:11:44 2013] [error] [client 81.149.42.173] PHP Warning:
include(/script/cdnhtml.php) on line 200
[Mon Jul 01 23:11:44 2013] [error] [client 81.149.42.173] PHP Warning:
file_get_contents(/script/cdnhtml.php) on line 469
[Mon Jul 01 23:11:44 2013] [error] [client 81.149.42.173] PHP Warning:
include(/script/cdnhtml.php) on line 200

```

[illegible]

# IMPROVE APACHE'S PERFORMANCE

## 01 Disable default features

Sometimes it is a good idea to disable some features that are enabled by default but not necessarily providing any performance benefits. For example, you can turn off `safe_mode` if you are using PHP – it takes about 50 per cent of script CPU time for no increased security if you are using `mod_jitk` or other per-user solutions. PHP scripts performing multiple file system

```
001 /etc/php5/apache2/php.ini
```

```
002 sudo service apache2 restart
```

Turn off unused Apache modules - e.g. `mod_python`, `mod_ruby`, and `mod_perl` - but obviously make sure your applications do not require them. If you use CGI or Passenger for these languages it makes no sense to spawn them with every new process. Apache resources are very valuable and this could be a huge waste of these resources.

```
001 sudo a2dismod mod_python
002 sudo a2dismod module_ruby
003 sudo a2dismod module_perl
004 sudo service apache2 restart
```

Be sure to monitor memory usage on the Apache processes. Memory usage can spike on graceful restarts or incorrectly set `MaxClients` settings. Tune the settings so that they suit your needs. Modules such as `'mod_status'` can be installed to watch the load average and memory usage of Apache and to detect when it may be exceeding limits.

← localhost/server-status

## Apache Server Status for localhost

Server Version: Apache/2.2.22 (Win32) PHP/5.4.0  
Server Built: Mar 19 2012 12:20:03

---

Current Time: Wednesday, 20-Jun-2012 09:15:59 Eastern Daylight Time  
Restart Time: Wednesday, 20-Jun-2012 08:32:34 Eastern Daylight Time  
Parent Server Generation: 0  
Server uptime: 43 minutes 25 seconds  
Total accesses: 110 - Total Traffic: 838 kB  
0.422 requests/sec - 329 B/second - 7.6 kB/request  
1 requests currently being processed, 63 idle workers

If a request is made for `index.html`, then Apache will attempt to open `./htaccess`, `/var/htaccess`, `/var/www/htaccess`, and `/var/www/html/htaccess`. All of this additional processing for every request will add to CPU usage and can increase latency. Setting `AllowOverride` to `'none'` in the directory directive can prevent this but if `htaccess` is required, then make sure you enable it only for the directory that requires it.

```
001 DocumentRoot /var/www/html
002 <Directory />
003 AllowOverride none
004 </Directory>
005
```

Now that the basics of installing and configuring Apache have been covered, it's time to get your hands dirty, so download the latest version and start exploring. As with most software, the best way to learn how it works, is to actually start using it. Installing Apache is a fairly easy task, and although this article has used an Ubuntu machine that can download and install a package as its example, users should not be put off if they have to go down the manual installation route because that is also quite straightforward.

The Apache web server is a very powerful tool with many different highly configurable features. This article has touched on some of its more popular features and offered some tips about getting it up and running but your reading should not stop here. There is a wealth of information on the Internet and the Apache Foundation have a website ([www.apache.org](http://www.apache.org)) which includes detailed documentation about every aspect of Apache.

Once installed, Apache can work well out of the box but like with most things in life a 'one size fits all' is not always the best option, especially if multiple high traffic websites are using a single Apache installation. This is when some technical knowledge can come in handy and some simple tweaks can make a huge difference to performance and security.

Taking full control of a web server can have its benefits as it enables a website owner to quickly diagnose problems, prevent malicious attacks and it offers transparency on how the web server is performing. There are many more Apache modules available which can help increase performance, security and health monitoring, so head over to the Apache Foundation website and start researching!



## READ LOGS

Webmasters can often find themselves spending hours optimising a website's performance. Remember, this work is ultimately fruitless if your web server were to get compromised. Give the logs a quick read regularly to see if there are any unusual accesses that could be malicious.

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# Create a mobile app from your WordPress site

Use your WordPress site as a data source for a cross-platform mobile app using the PhoneGap framework

**tools | tech | trends** HTML, Javascript, CSS, JSON  
**expert** Kieron Howard



One of the big challenges of native mobile application development is the requirement to learn multiple languages for each platform. iOS uses Objective C, Android apps are written in Java and Windows Phone needs .NET experience. Thankfully, there are a few ways in which you can simplify the process. One of the easiest is to use the PhoneGap framework. PhoneGap allows you to create native apps using web technologies such as HTML, JavaScript, jQuery, CSS and many more.

How does this work? Well, PhoneGap at its core uses Cordova, which is run by Apache. Cordova sits between the HTML and JavaScript you write and translates those into native API calls. The app is essentially an embedded website, made to act like a native app. It's then trivial to convert your app to work on any platform, and Cordova/PhoneGap handles the discrepancies between each operating system's API. This guide will teach you how to produce an Android app that pulls in posts from a WordPress blog.

## 01 Install JSON plug-in

First off you'll need to install a plug-in into Wordpress that gives you a JSON endpoint to access from within the app. On the New Plugin page search for 'JSON API' by Dan Phiffer, although there are others available. Install it, and once finished, activate the plug-in.

## 02 Make an API call

Now we can make RESTful calls on to our Wordpress site and get a JSON response with data from our blog. Performing the call is a simple case of entering the URL of your site, then appending the ?json query string. You can then make a variety of different calls to your site.

```
001 www.example.com/?json=get_recent_posts
002 www.example.org/api/get_post/?post_id=47
003 www.example.org/?json=get_post&post_id=47
```

## 03 Download PhoneGap

Next we need to download the latest version of PhoneGap and get our development environment setup. Go to [phonegap.com](http://phonegap.com) and grab the current release which will be in a zip file. Extract the zip into a new directory.

## 04 Set up Android SDK

We also need the relevant SDK for the platform we are targeting. In this case we are going to be developing an Android app, so head on over to [developer.android.com/sdk/index.html](http://developer.android.com/sdk/index.html) and download the ADT bundle. This contains all the things required to develop for Android including the Eclipse IDE, the main Android SDK and platform tools.

## 05 Windows PATH variables

So you don't need to keep typing in the full path for all the commands, we can set up PATH variables - this isn't necessary but it does make things easier. In Windows, right-click on My Computer and then Properties. Choose 'Advanced System Settings' and then Environment Variables. Select the PATH option in System variables and edit with the following:

```
001 Windows :
002
003 ;C:\Development\android-sdk-windows\platform-tools;C:\Development\android-sdk-windows\tools
```

## 06 PATH Variables OSX

In OSX, open up a new Terminal, edit your bash profile and add in the path using the steps below. Make sure that you edit the location of your Android SDK to the location that you installed it earlier.

```
001 touch ~/.bash_profile; open ~/.bash_profile
```

add the following

```
002 export PATH=${PATH}:/Development/android-sdk-macosx/platform-tools:/Development/android-sdk-macosx/tools
```

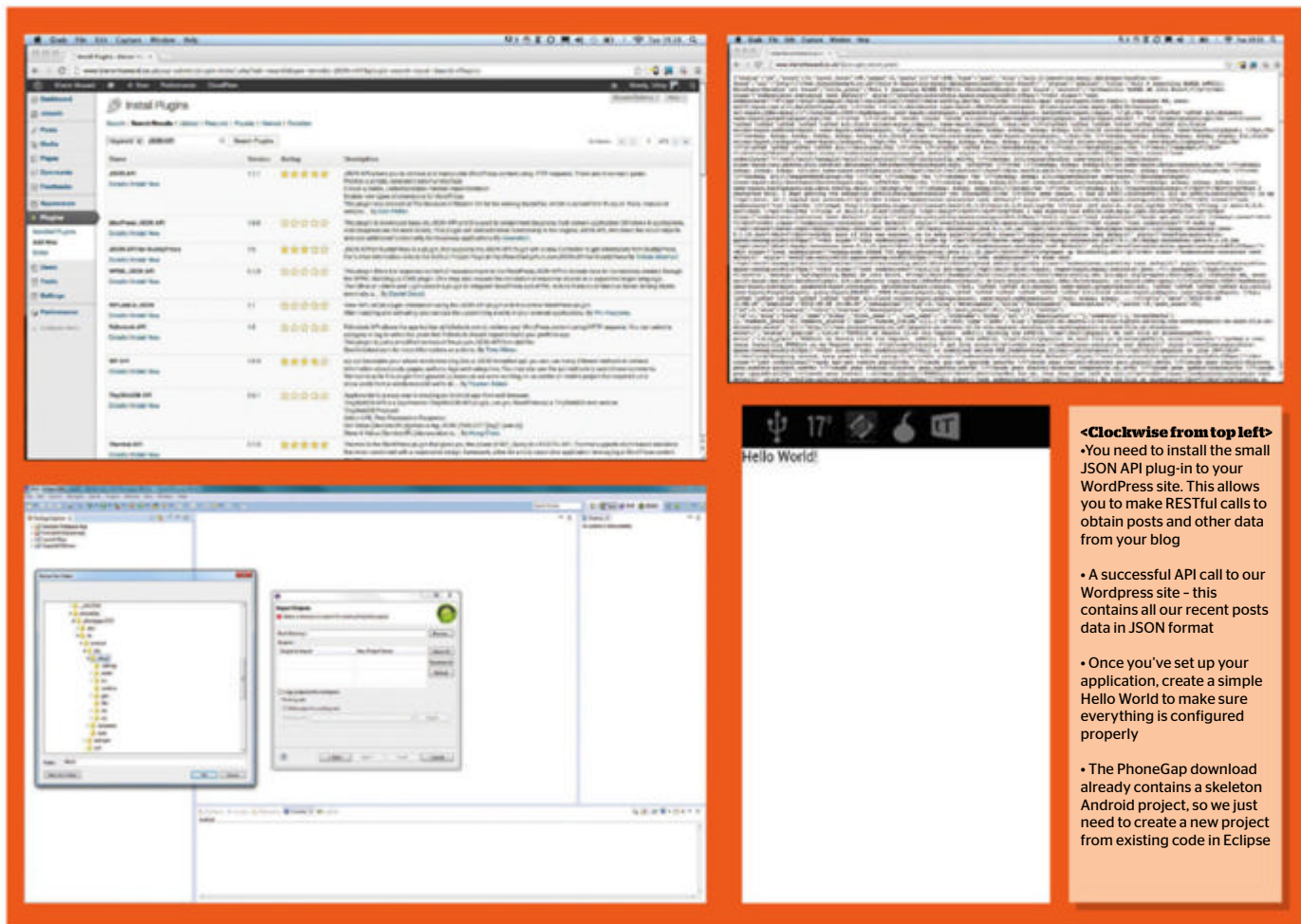
and then finally

```
003 source ~/.bash_profile
```

## 07 Create a new project

Now open up another terminal or command prompt and navigate to the bin directory of your PhoneGap download. From there we can run the Create command which will automatically create all the files that we need to start coding. The Create command has quite a few options; the first is the project directory, the second is the Android package name and last is the project name. For example:

```
001 cd E:\WordpressApp\phonegap-2.7.0\phoneGap\
002 phonegap-2.7.0\lib\android\bin
003 ./create wpapp com.kiksy.wpapp wpapp.
```



## 08 Open up IDE

Now you need to open up your editor, which is likely to be Eclipse in this case. Create a new project and choose 'From existing code' from the Android drop-down. From there, choose the app directory we just created in the last step. Click Next and you'll find the project will be all ready and set up in Eclipse, ready for you to begin coding.

## 09 Structure

There are a number of directories within our project folder: SRC, GEN, Bin, Cordova, etc. The only one we are really concerned with is assets/www. If you open this up you should see common web namings listed such as JS, IMG, CSS and so on. Outside of these is where our HTML files will go.

## 10 Create a test index.html

To make sure everything is working as we expect, let's create a basic index.html and then deploy that to our Android device or emulator. In your assets/www directory simply create a new index.html file and add some basic markup just to quickly test it all out.

```
001 <!DOCTYPE html>
002 <html>
003   <head>
004     <title>Hello</title>
005   </head>
```

```
006 <body>
007   Hello World!
008 </body>
009 </html>
```

## 11 Deploy

You will need to run the Android Virtual Device manager and set up a new VM if you don't currently have a device to hand. Otherwise, make sure 'USB Debugging' is enabled on the device and plug it in. Then, simply click on the green 'Run' arrow in the Eclipse menu, making sure your project is chosen.

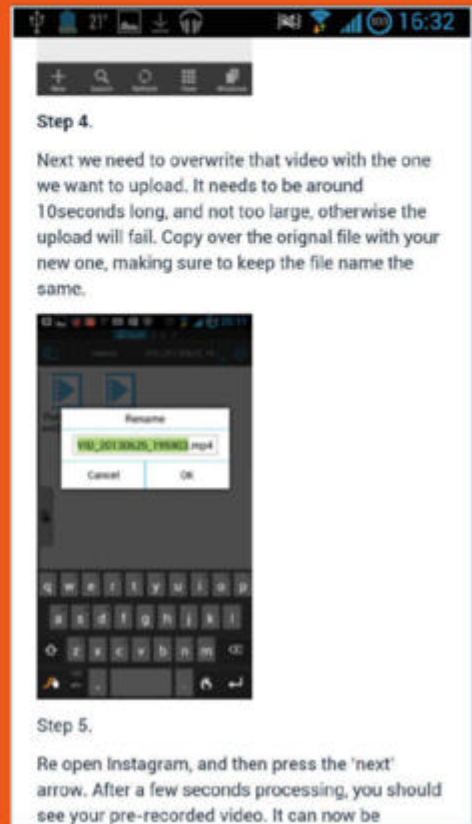
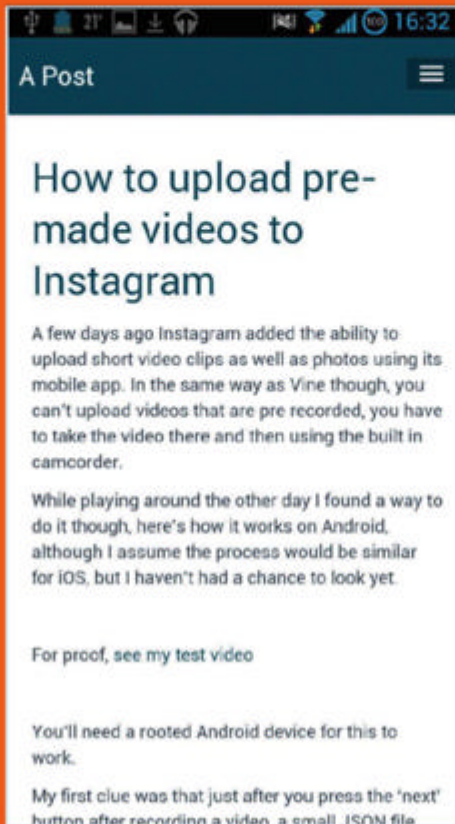
## 12 Add Zepto.js

Obviously that's quite cool, but some dynamic content is needed in there. For our interactive elements any web-based library we want can be used. jQuery mobile is a common choice, but there is a lighter solution to be found with Zepto.js. Zepto uses nearly identical syntax to jQuery so is easy to use and can be found at <http://zeptojs.com>. copy the file to assets/www/js/libs and then put it into the index.html

```
001 <script type="text/javascript" src="js/libs/zepto.min.
js"></script>
002 <script type="text/javascript" src="js/index.js"></
script>
003
```



## Create a mobile app from your WordPress site



## &lt;From left to right&gt;

- The post page is very similar in composition to the index page, but we just retrieve one post from our WordPress blog
- As you can see, adding some simple styling makes all the difference and really gives the application a more native feel
- You can format the posts as you see fit - here we are using the Twitstrap framework to speed up development

## Other frameworks

You could use jQuery mobile instead of Zepto, but it has a lot of redundant browser compatibility dependencies. Consider Intel's App Framework [app-framework-software.intel.com](http://app-framework-software.intel.com)

## 13 Make our AJAX API call

Now we want to call in some external content from our WordPress site. If you are familiar with making AJAX calls using jQuery then this will be similar to what you have already done. If not, then we shall go through the process step by step. Make sure to replace the URL with your own WordPress site. Create a new index.js in assets/www/js/.

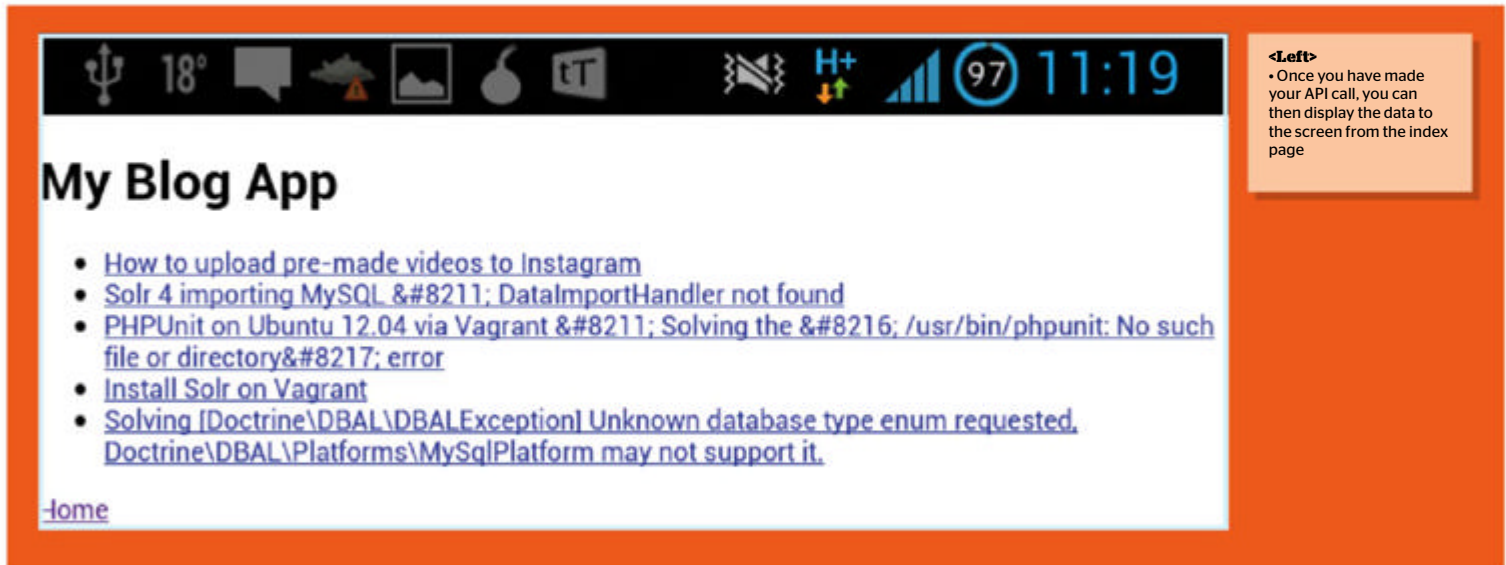
```
001 Zepto(function($){
002   $.ajax({
003     type: 'GET',
004     url: 'http://www.example.com/api/get_recent_posts/',
```

```
005     data: { callback: 'callback' },
006     dataType: 'jsonp',
007     timeout: 5000,
008     context: $('body'),
009
010   });
011 });
```

## 14 Handling API data

Note that we wrap our \$ with a Zepto function to help avoid conflicts down the line. Next we need to add a success and error handler for our AJAX call. Place this next line after the 'context: \$('body')' element. We will output our data to the screen if the call is successful, otherwise we will display an error.

```
001 success: function(data){
002     alert('success'+data);
003 },
004 error: function(xhr, type){
005     alert('Ajax error!')
006 }
007
```



## 15 Add in templating

In order to keep things nice and tidy we can use a JavaScript templating language. You can choose any you like, but for now let's go with Handlebars as its light and easy to use. Handlebars can be found at [handlebarsjs.com](http://handlebarsjs.com). Again, place the source file into assets/www/js/libs/ and then include it into our index.html file.

```
001 <script type="text/javascript" src="js/libs/
handlebars.js"></script>
```

## 16 Attach to template

We need to define our template from within the index.html. This is what we will loop over and populate with our data from the API call. Handlebars uses similar syntax to Hogan and Mustache, if you have experience with those. Variables are wrapped with the double 'mustache' {{ }}.

```
001 <div id="dataContainer"></div>
002
003 <script id="dataList" type="text/x-
handlebars- template">
004 <ul data-role="listview" data-inset="true"
id="all-posts">
005
006
007 </ul>
008 </script>
```

## 17 Loop over data

Now in our <ul> we can create our <li>, which will contain all of our posts that we requested from the API. We display the {{ title }} variable which is our WordPress post title. We then link to a new post.html file - but we will create that in just a second.

```
001 {{#each posts}}
002
003 <li><a data-transition="slide"
href="post.html? {{@index}}">{{title}}</a></li>
004
005 {{/each}}
```

## 18 Compile template

Back in our index.js we need to perform our template compiling. Comment out the alert for now and add in source, target and data variables that we populate with our JSON data and the dataContainer <div> we made.

```
001 //alert('success'+data);
002 var source = $("#dataList").html();
003 var template = Handlebars.compile(source);
004 var blogData = template(data);
005 $('#dataContainer').html(blogData);
006 $('#dataContainer').trigger('create');
```

## 19 Create post page

Now create a new post.html file in assets/www. This is where we will show our blog post in full. This time we can add in some more HTML elements.

```
001 <!DOCTYPE html>
002 <html>
003 <head>
004
005 </head>
006 <body>
007
008
009 <div id="dataContainer"></div>
010
011 //template goes here
012
013
014 <a data-role="button" data-transition="slide"
href="index.html">Home</a>
015
016 <script type="text/javascript" src="cordova-
2.7.0.js"></script>
017 <script type="text/javascript" src="js/libs/
zepto.min.js"></script>
018 <script type="text/javascript" src="js/libs/
handlebars.js"></script>
019 <script type="text/javascript" src="js/index.
```



```
js"></script>
020
021 </body>
022 </html>
```

## 20 Displaying the post

In a similar way to which we displayed our data before, we create a template that then has the data inserted into it. This time though, we have more elements such as title, post content and any images that are contained, so we need to make sure we include the markup for this too.

```
001 <script id="dataList" type="text/x-handlebars-
template">
002 <ul data-role="listview" data-inset="true"
id="all-posts">
003
004 <{{#each posts}}
005
006 <li><a data-transition="slide"
href="single.html?id={{id}}">{{title}}</a></li>
007
008 <{{/each}}
009 </ul>
010 </script>
```

## 21 Post.js

Next let's create another .js file which handles our post display. Obviously once your app becomes larger you would want to combine these into one method. First we need to grab the id from our 'id' query parameter. This is because JavaScript has no built-in way of doing this, so we now need to write our own function.

```
001 function getParameterByName(name)
002 {
003     name = name.replace(/[\/]/, "\\[\/]");
004     var regex = new RegExp("(\\?&)" + name +
"=([^\&#]*)"),
005
006     results = regex.exec(location.search);
    return results == null ? "" :
decodeURIComponent(results[1].replace(/\+/g, " "));
007 }
008
009 var id = getParameterByName('id');
```

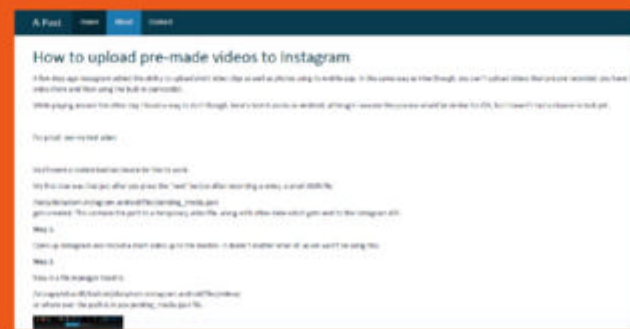
## 22 Post.js part 2

The final stage is to add in our post AJAX call. This is very similar to our index, except we change the API call to 'get\_post' rather than 'recent posts', and then pass in the id we just retrieved from the GET made from the homepage. Hopefully, this tutorial has given you the building blocks to help you on your way to creating your own unique native app!

```
001 Zepto(function($)
002 {
003     $.ajax({
004         type: 'GET',
005         url: 'http://www.example.com/api/get_post/?post_
id='+id,
006         data: { callback: 'callback' },
```

## Designing for mobile

When designing the CSS and markup for your app it's important to take into consideration the differences between desktop and mobile user interactions. Obviously with a mouse it's easy to target very small objects from within a webpage, but a finger is much larger. With the latest generation smartphones and tablets having near large monitor resolution screens it's easy to forget how small icons and buttons can appear on mobile. It's now customary to focus only on your web application's core functionality and leave all the extra bells and whistles that are found on the desktop version out. In the case of this application we have built, we want to make sure that the home and post links are easily clickable, and that the images scale correctly.



## Developing for other platforms

PhoneGap supports iOS, Android, Blackberry, WebOS, Windows Phone, Symbian and Bada. While the initial setup for each development environment is a little different, it's easy to reuse code you've made.

```
007     dataType: 'jsonp',
008     timeout: 5000,
009     context: $('body'),
010     success: function(data){
011
012         var source = $("#blog-template").html();
013         var template = Handlebars.compile(source);
014         var blogData = template(data);
015         $('#blog-data').html(blogData);
016
017
018
019     },
020     error: function(xhr, type){
021         alert('connection error');
022     }
023 });
024 });
025
```

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# Add a barcode scanner to a mobile app

Create a mobile app using the PhoneGap framework to scan and store codes

**tools | tech | trends** PhoneGap Build  
**expert** Matt Gifford



The PhoneGap/Cordova library has changed the face of mobile application development and opened it up to any developer with HTML, JavaScript and CSS skills. It has made developing cross-platform mobile applications a more simple task, but it also contains detailed functions that can enhance any application.

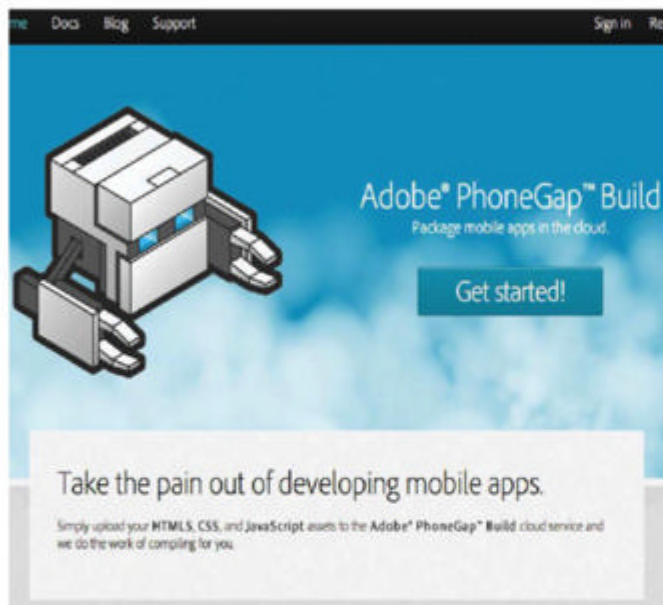
For any features that are not yet implemented into the library, the application and framework can be extended by using plug-ins that interact with the local JavaScript and the native device language.

Whilst there are a vast number of plug-ins available to use for building or compiling an application locally, at present the number is significantly lower if you use the PhoneGap Build cloud service to compile your applications. However, the plug-ins available are probably the most popular within the community and are incredibly easy to implement.

This tutorial shows how to create a PhoneGap application using the PhoneGap Build service to automatically compile and package the application. The application itself will instantiate and contain an SQL Lite database that will be used to insert records and query for stored information. Users can see how to extend the application and use plug-ins provided by the build service to add a barcode scanner.

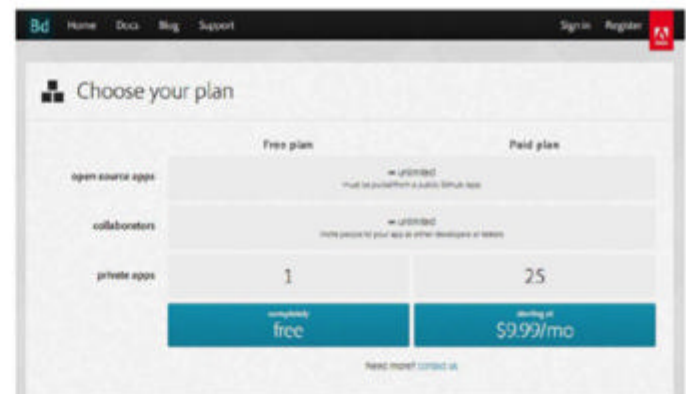
## 01 Getting started

This tutorial will be using the PhoneGap Build service to compile a mobile application. To use this service, you will first need to register for a free account. Simply head over to [build.phonegap.com](http://build.phonegap.com) and click on Register in the top-right menu. If you have already signed up and have an account, just sign in and get ready to set up a new project.



## 02 Build registration

If you haven't got an account yet there are two options available. To get started, register for the free account, which offers users one private application and unlimited public apps. To complete the registration process, sign in with either an Adobe ID or Github account details.



## 03 Open base files

A basic starter project has been created to get you up and running straight away. Simply grab the code from within the starter\_project directory on the accompanying resource disc and open the folder within your preferred development environment. This folder contains a skeleton PhoneGap application that will be built upon throughout this tutorial.



### 04 PhoneGap configuration

The PhoneGap Build service will compile and generate an application automatically for users, but first it needs to know some configuration details, such as which version of the PhoneGap library to compile against. To do this, create and amend a config.xml file, which will also be sent to the service. This file must live in the root of the project.



### 05 Defining features

Fill out the application id, version number, application name and description values in the config.xml file. The application id must be an individual value specific to this application – typically in reverse domain format. It is also possible to tell the build service which features you would like to access and integrate with on the mobile device.

```
001 <feature name="http://api.phonegap.com/1.0/battery"/>
002 <feature name="http://api.phonegap.com/1.0/camera"/>
003 <feature name="http://api.phonegap.com/1.0/contacts"/>
004 <feature name="http://api.phonegap.com/1.0/device"/>
005 <feature name="http://api.phonegap.com/1.0/file"/>
006 <feature name="http://api.phonegap.com/1.0/geolocation"/>
007 <feature name="http://api.phonegap.com/1.0/media"/>
008 <feature name="http://api.phonegap.com/1.0/network"/>
009 <feature name="http://api.phonegap.com/1.0/notification"/>
```

### 06 PhoneGap version

You can also select a number of preferences for the application, including device orientation, target device and Android SDK versions to target (among others), as well selecting which version of the PhoneGap/Cordova library to have the application compiled against. This tutorial uses the latest version, so make sure the phonegap-version value is set to 2.9.0.

```
001 <preference name="phonegap-version" value="2.9.0" />
```

### 07 ConfigAP tool

There are a lot of values and specific settings that can be altered and set within the config.xml document which can sometimes appear a little daunting. To help make things easier, instead of editing raw XML, simply download and use the free ConfigAP tool, an AIR application that will create the .xml file on their behalf based upon their input. The tool is available for download from [aj-software.com/configap](http://aj-software.com/configap)

### 08 Scanning button

Open index.html and add the following two elements above the script tags at the bottom of the document. The first will be the element used to act as a button to start the scanning process, and the second is the unordered list element, which will hold all scanned and stored barcode data.



```
001 <div id="scanButton" class="capture btn">Scan Code</div>
002 <div id="listItems"><ul id="list"></ul></div>
```

### 09 Missing JavaScript

The index.html file references a 'phonegap.js' file in the root of the project, which doesn't exist. This is intentional, as the build service will dynamically inject the script into the package based upon the version number that was provided earlier in the config.xml file. This means that it's possible to set a specific version to build against without changing the markup itself.

```
001 <script type="text/javascript" src="phonegap.js"></script>
```

### 10 Database connection

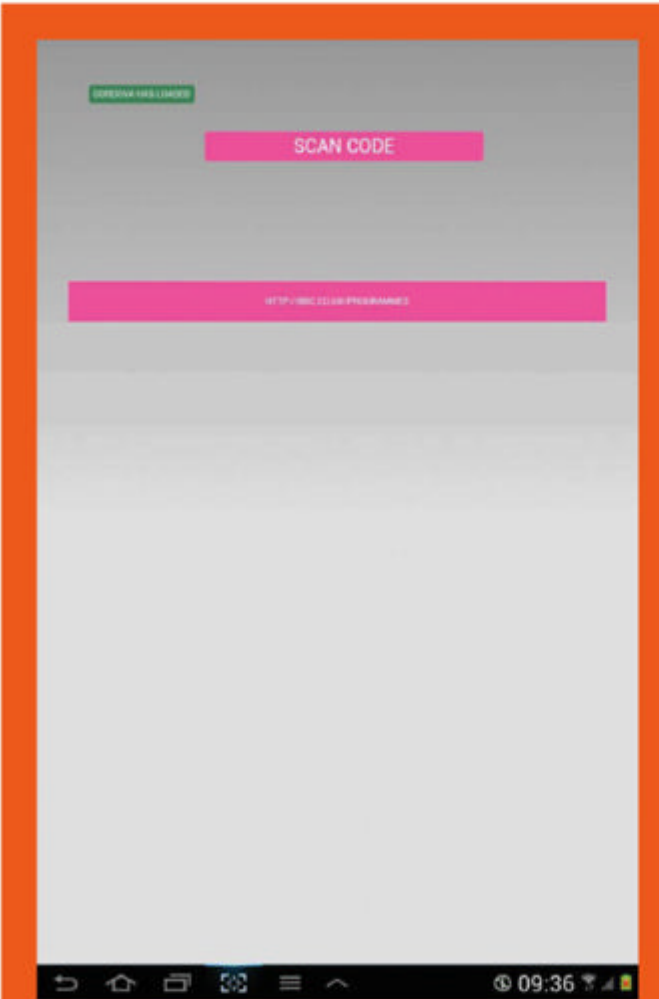
Open 'js/index.js' in the editor. After Cordova has loaded, you need to instantiate any PhoneGap specific code and functions. At the bottom of the receivedEvent() method add the following code in to create a new SQLite database. Also provide the first transaction call, which will populate the database with the required table if it doesn't exist. The database is then stored in a global variable, which can be used throughout the application code.

```
001 app.db = window.openDatabase("scannerDB", "1.0", "Scanner DB",
002 1000000);
003 app.db.transaction(
004     function (tx) {
005         tx.executeSql('CREATE TABLE IF NOT EXISTS CODES
(id INTEGER PRIMARY KEY AUTOINCREMENT, data, format)');
006     },
```

### Database connections

When setting up the database we pass in the name, version number, display name and size (in bytes) of the database. The version number value allows users to easily update the schema in future releases if it is required.





### Barcode scanning

Running the application on a device, users of the app will be able to start the barcode scanner and scan any code they find, which will be stored in the database and displayed in the list. Selecting a QR Code-formatted item from the list will then open the URL using the InAppBrowser.

### Available plug-ins

A list of plug-ins available to use with the PhoneGap Build service are available on the official documentation site at [build.phonegap.com/plugins](http://build.phonegap.com/plugins)

```
006         app.dberrorCB,
007         app.getCodeHistory
008     );
```

### 11 Scan action

Below the database code add the following lines to set a click handler to the scanButton element. Once clicked, this will run a method called performScan() which will load the barcode scanner and - you guessed it - perform the scan. You'll add that method into the code a little later though, for now you're all done with the receivedEvent() method.

```
001 var scanButton = document.getElementById("scanButton");
002     scanButton.onclick = function () {
003         app.performScan();
004     };
```

### 12 Querying database

To query the database, we have a separate function called getCodeHistory(). This performs another SQL transaction to select all data from the CODES table and return a resultset of information. A successful response will run the querySuccess() method, whereas if there are any issues it will call the dberrorCB() callback method.

```
001 getCodeHistory: function () {
002     app.db.transaction( function ( tx ) {
003         tx.executeSql(
004             'SELECT * FROM CODES',
005             [],
006             app.querySuccess,
007             app.dberrorCB
008         );
009     }, app.dberrorCB);
010 },
```

### 13 Displaying results

Following a successful response from the query, you then need to be able to iterate over the results from the database and add them into the list for visual display. The querySuccess() method is the success callback for the initial query request. Here the code loops over the returned items (if any) from the query and creates a new list item for each one.

```
001 querySuccess: function ( tx, results ) {
002     var listElement = document.getElementById('list');
003     var len = results.rows.length;
004     var output = '';
005     for ( var i = 0; i < len; i ++ ) {
006         var listItem = document.createElement('li');
007         listItem.id = results.rows.item(i).id;
008         listItem.innerHTML = results.rows.item(i).data;
009         listItem.class = 'listItem';
010         // add click handler here
011     };
012 };
013
014     listElement.appendChild(listItem);
015 },
016
```

### 14 List item click

Define a click-event handler for each list item with the loop. This function will obtain the ID of the list item within the database, assigning it to the variable thisID. Then, execute another SQL transaction against the database to select the specific record from the database using the id value. A successful response will then run the recordResults() method.

```
001 listItem.onclick = function () {
002   var thisID = this.getAttribute('id');
003   app.db.transaction( function ( tx ) {
004     tx.executeSql(
005       'SELECT * FROM CODES WHERE id = "' + thisID + "'",
006       [],
007       app.recordResults,
008       app.dberrorCB
009     );
010   }, app.dberrorCB);
011 };
```

## 15 Record handler

The success callback method recordResults() will determine if the type of stored barcode is a QR Code. If it is, it will assume that the data stored is a URL and will proceed to transfer the user of the application to that location using the PhoneGap InAppBrowser functions.

```
001 recordResults: function ( tx, results ) {
002   if (results.rows.item(0).format == 'QR_CODE') {
003     var ref = window.open(results.rows.item(0).data, '_blank',
004       'location=yes');
005   }
006 };
```

## 16 Database errors

Whenever dealing with any SQL database transactions in the application, you'll want to have set a success callback method (used to process or filter results) and an error callback method to handle any issues. Add this method in to the code now. This will simply display an alert to the user to inform them of the error message.

```
001 dberrorCB: function ( error ) {
002   alert("Error processing SQL: " + error.message);
003 };
```

## 17 Barcode plug-in

To apply the barcode scanner to the compiled application, you first need to tell the PhoneGap Build service that you want the plug-in included. This is simply a case of adding in a new node into the config.xml file to tell the service which plug-ins to load. The following line of code will load up the latest version of the plug-in as default.

```
001 <gap:plugin name="com.phonegap.plugins.barcodescanner" />
```

## 18 Barcode JavaScript

Now you need to include a reference to the 'barcode.js' file provided by the build service. Open up index.html and add the following script reference directly below the 'phonegap.js' reference. Once again, the file isn't within the project structure as PhoneGap Build will include it dynamically.

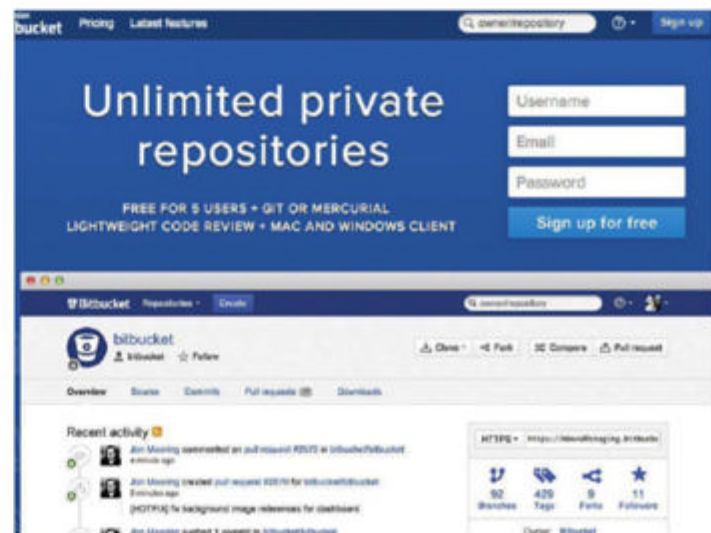
```
001 <script type="text/javascript" src="barcodescanner.js"></script>
```

## 19 Git Control

Although the project can be uploaded to the cloud service as a .zip file, it's better and easier to manage it through a Git repository. Create a local Git repository within the project directory on your development machine. Add a remote origin repository too, such as Bitbucket or Github. Create an account for these if you haven't got one already.

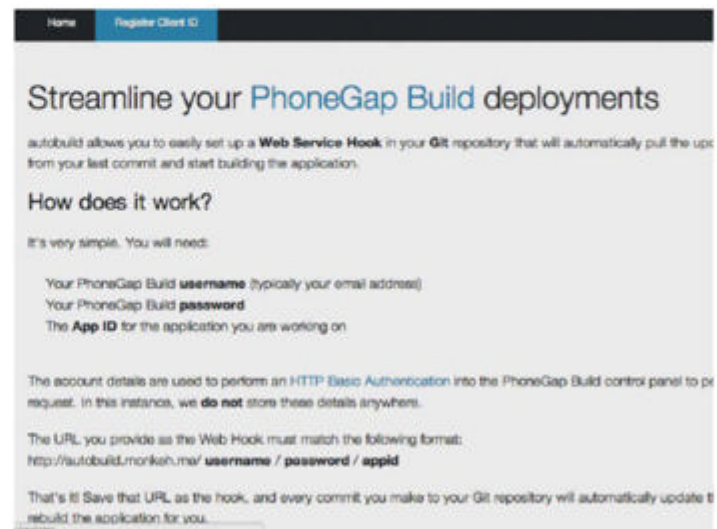
## Barcode formats

The barcode scanner has support for a wide number of barcode formats, which differ slightly between Android and iOS platforms. Full details can be found at [monkeh.me/ci/or](http://monkeh.me/ci/or)



## 20 Autobuild access

The benefit of using Git repositories means you have access to POST commit hooks within the remote repository. These can fire off a request to any remote URL after each commit of code. Head over to [autobuild.monkeh.me](http://autobuild.monkeh.me) and either create a free client ID or use the example code on the homepage to generate a URL using your PhoneGap Build log-in details.

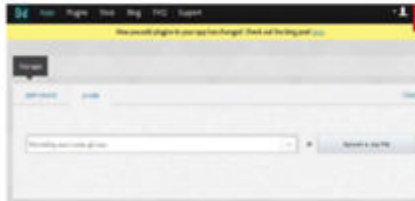




## Add a barcode scanner to a mobile app

**21 Commit and submit**

Commit the project code to the remote Git repository and head over to PhoneGap Build. To create the new project you'll need to provide the URL for the Git repository and the cloud service will fetch the code for you. Click to enable Hydration, which makes testing much quicker. Be sure to make a note of the specific ID number generated for the project.

**22 Add custom hook**

Go into the administration/settings area for the remote Git repository to add a custom POST commit hook. In Bitbucket it is under the Services link. Select POST from the service list and set the URL to the Autobuild service, making sure to add in the specific ID generated for the PhoneGap Build project.

**23 Automatic updates**

With the custom POST hook in place and Hydration enabled on the project, every commit you make to the remote repository will fire a request to generate a new build. This in turn will then be recognised by Hydra when the application is restarted and downloaded straight to your device! Only one commit and seconds later it is good to go and ready to test!



## Code library

### Tasks in detail

Let's have a closer look at the code for the performScan() method, which includes the barcode scan code and database transaction

To use the plug-in within the code, it is necessary to include a reference to the plug-in using the cordova.require() method.

```
001 performScan: function () {
002   var scanner = cordova.require(
003     "cordova/plugin/BarcodeScanner"
004   );
```

The result from a successful scan contains some really useful information about the barcode and its contents.

```
001   scanner.scan(
002     function (result) {
003
004       alert("We have a barcode\n"
005         + "Result: " + result.text + "\n"
006         + "Format: " + result.format + "\n"
007         + "Cancelled: " + result.cancelled
008     );
```

Following a successful scan, simply insert the returned information into the database table and then update the display list.

```
001   // Insert item into database
002   app.db.transaction(
003     function ( tx ) {
004       tx.executeSql(
005         'INSERT INTO CODES
006         (
007           data,
008           format
009         )
010         VALUES
011         (
012           "' + result.text + '",
013           "' + result.format + '"
014         )'
015       );
016     },
017     app.dberrorCB,
018     app.getCodeHistory
019   );
020 },
021
022   function (error) {
023     alert("Scanning failed: " + error);
024   }
025 );
026 },
```

Using Git repositories means you have access to POST commit hooks... These can fire off a request to any remote URL after each commit of code

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# Joseph Neville

web [www.nevildevil.com](http://www.nevildevil.com)



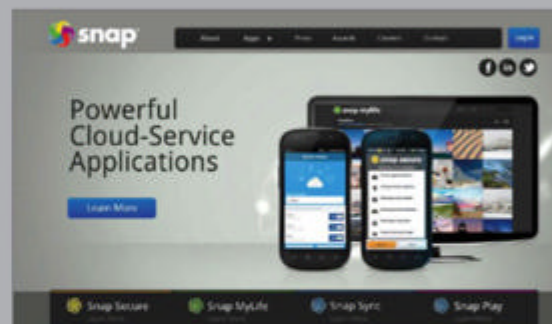
**Current role** Freelance web designer, art director and coder  
**Education** Associates Degree in Graphic Design  
**Expertise** Photoshop, Fireworks, HTML5/CSS3, responsive web design, jQuery, art direction, visual design, web design, graphic/branding/logo design  
**Clients** University of Pennsylvania, Snapone Inc, Philadelphia Beast Hockey, AMResorts  
**Twitter** @nevildevil

Joseph Neville is a dad, web designer, art director and front-end coder based in Philadelphia, PA. Joseph has always been inspired by art and technology so web design was a clear early career choice for him. He is a traditionally trained graphic designer with an artistic background that began at an early age when he started drawing his favourite comics. Over the years, Joseph has developed a strong passion for web and interactive design.

Joseph believes this is an exciting time to be a web designer. The industry has a helpful and collaborative community as well as an almost constant influx of new frameworks and techniques including advances in responsive/mobile design and CSS3 animation. All of this allows designers to create truly amazing web experiences for users everywhere.

Joseph strives to push the boundaries of what he knows and is always learning new things. He is a special blend of creativity and innovation and finds inspiration in all sorts of places, such as films, comics, video games, mobile apps, websites and new web technology. When he is not working, Joseph spends his time with his family, transforming into a jungle gym for his daughter or just acting silly. For him, his daughter will be his greatest creation.

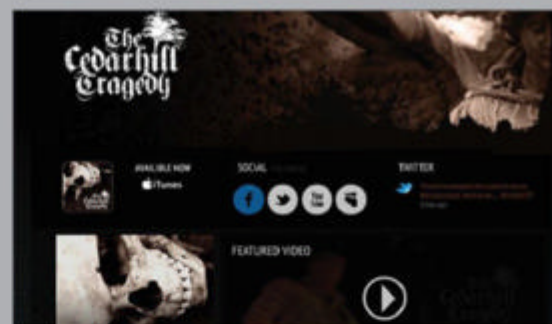
Joseph's passion is to create, conceptualise, and build really cool things. His skill set covers a wide range of services from art direction to front-end design including hand-coded HTML5 and CSS3. For Joseph his work is his personal brand and can be found across the web at [www.nevildevil.com](http://www.nevildevil.com), [twitter.com/nevildevil](https://twitter.com/nevildevil) and [dribbble.com/JosephNeville](https://dribbble.com/JosephNeville).



02 [www.nevildevil.com/work/snap.html](http://www.nevildevil.com/work/snap.html)



03 [www.med.upenn.edu/fitzgeraldlab](http://www.med.upenn.edu/fitzgeraldlab)



04 Mockup



05 Logo



01 [www.nevildevil.com/work/secure.html](http://www.nevildevil.com/work/secure.html)

## 01

Responsive website redesign concept for Snap Secure. Focusing on giving the site a softer, more family friendly look and feel that fits the brand.

## 02

Redesign concept for Snap MyLife, Inc. Focusing on giving the site a smart-tech look that fits the brand's current strategy and clearly showing the apps.

## 03

Design for the FitzGerald Lab at the University of Pennsylvania. The goal was to give the lab a modern web design to get the lab more exposure.

## 04

Branding and web design for a local band called The Cedarhill Tragedy. Unfortunately the band is no longer performing, so it never left the concept stage.

## 05

Branding/Logo for the Philadelphia Beast semi-pro hockey team. The team wanted to deviate from its demon-based logo into something more friendly and marketable.

# Susan C. Daniero

web cmsadgroup.com



**Current role** Founder and president, CMS Advertising Group  
**Education** University of Richmond | Project Management Courses, UC-Berkeley  
**Expertise** WordPress, Adobe Creative Suite, CSS3, HTML5, Basecamp, Bitbucket, Git Versioning, UXPin, Coda  
**Clients** Kepler Research Inc., VCU School of Engineering, Washington College of Law, Aspiration Software, Olender Reporting, American Press Institute  
**Twitter** #cmsadgroup

Susan is the founder and president for CMS Advertising Group, a full-service, interactive creative agency based in Arlington, Virginia. Susan is absolutely fascinated by design, especially its unique implications from project to project, and takes much inspiration from her surrounding Washington DC backdrop. Her preference is for clean, simple yet elegant designs that highlight elements in a function-first, professional way. She is currently focused on workflow best practices for responsive web design, implementing RWD in her agency's site and for her clients. A self-proclaimed Apple geek, Susan is also a passionate promoter of the WordPress CMS, attending WordCamps and WordPress meet-ups whenever her busy schedule permits and becoming a silver sponsor for Boston's 2013 WordCamp.

Susan leads a highly talented team of designers, developers, and web strategists, including accomplished designer and creative director Deven Cao, who deliver handcrafted custom solutions for the web. Her team excels at agile development and iterative web design, ensuring the client is involved throughout the process and each detail is executed perfectly. Susan loves new challenges, taking on clients from diverse industry domains and working hand in hand with them to create and strengthen their brand, relationships and operations. This is done through the use of high-quality, feature-rich websites and marketing technologies. Her studio's portfolio includes a wide range of clients, including government, education, non-profit, health, legal, and commercial business clients.



01 cmsadgroup.com



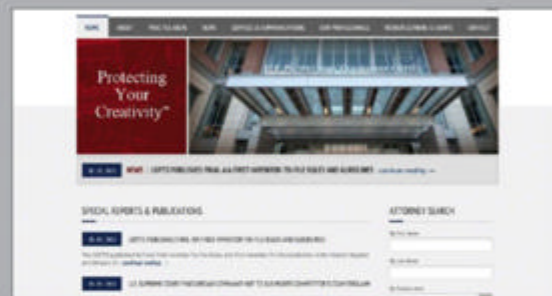
02 www.keplerresearch.com



03 www.aublr.org



04 www.phishme.com



05 www.oliff.com

## 01

Founded in 2009, CMS Advertising Group is a custom web and creative agency focused on delivering high-quality web solutions to businesses.

## 02

Kepler Research is a government management-consulting business specialising in program management and acquisition services, and analytic solutions.

## 03

Washington College of Law is a top law school in Washington, DC, offering J.D., Advocacy, International Legal Studies and Law & Government L.L.M.

## 04

PhishMe Inc. provides organisations with the ability to improve their employees' resilience towards spear phishing and malware.

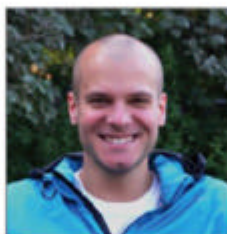
## 05

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# Dominik Rymsza

web [dominikrymsza.com](http://dominikrymsza.com)



**Current role** Freelance designer and developer  
**Education** Computer Science Degree – Algonquin College  
**Expertise** Web design, mobile Design, UI, UX, branding, front-end coding, responsive coding  
**Clients** Bank of Canada, Axiom Zen, Government of Canada, March Networks, Mercury Grove, StartupPlays  
**Twitter** N/A

Dominik Rymsza is a freelance designer and developer working and living in Ottawa, the beautiful capital of Canada.

After being introduced to computers and the internet at a young age, Dominik has spent the majority of his life since working with Photoshop and enjoying playing with code. Throughout his teen years and leading into college, he knew his passion for the internet would lead him into a happy career on the web.

With his roots in freelancing website designs he has never limited himself to using, developing, and learning in only one medium. Taking an interest in branding, responsive design, and mobile has greatly broadened his portfolio and understanding of technologies.

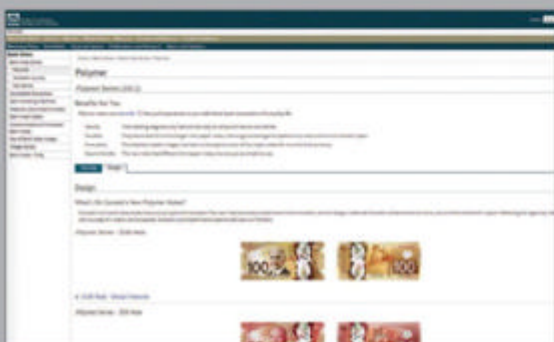
Dominik's unrelenting drive to improve his passion as a designer has, over the years,

pushed him to the forefront of the industry. As an advocate of clean design, he constantly strives to produce beautiful and, more importantly, user-friendly products. With his knowledge of all stages of the design process – from idea inception to the product lifecycle – Dominik has made himself a valuable asset to startups and smaller teams.

With the constant evolution of products and trends increasingly leading towards wearable technology (such as Google Glass) Dominik, as an avid triathlete, has become very interested in the development and future of this up-and-coming industry. With exciting new products opening up in the market like the Fitbit and the Jawbone UP he is eagerly waiting to see what will happen next within this incredible area of technology.



01 [www.unisong.ca](http://www.unisong.ca)



02 [www.bankofcanada.ca/banknotes](http://www.bankofcanada.ca/banknotes)



03 [www.marchnetworks.com](http://www.marchnetworks.com)



04 [marvelandsnap.com](http://marvelandsnap.com)



05 [mercurygrove.com](http://mercurygrove.com)

## 01

To pique interest of visitors to Unisong.ca, an intriguing banner was implemented, followed by key points that were used to encourage users to scroll.

## 02

The Bank of Canada's new line of bank notes website was launched and needed to cleanly and concisely introduce the public to the new features and design.

## 03

March Network's main page needed to overview its new product launches via a gif header, updates, and various frequently accessed links.

## 04

With use of animations controlled by CSS3 and jQuery, the offerings of Marvel and Snap were to be accented by paired graphics along with descriptions.

## 05

Mercury Grove needed an inviting website for interested parties to learn, engage, and possibly join. With a community-centric feel the website encourages participation.



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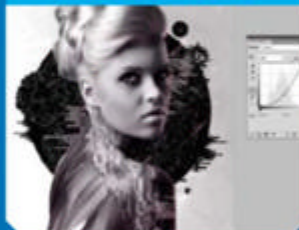
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This month we look at the alternatives to WordPress and up and coming platform Meteor

### Subject **Why Wordpress?**

From Mary Beckman



WordPress gets a lot of coverage in your magazine. Is this because it's the best CMS out there? Are there other similar types of platforms that could be used instead of WordPress?

WordPress powers millions of websites and has a massive community that is continuously pushing the web publishing platform forward. It also has an impressive selection of free and premium themes that in our opinion are the best available. Other platforms such as Tumblr, Joomla and Drupal simply cannot compare when it comes to themes.

Alternatives to WordPress have typically come in the form of the three mentioned previously. Tumblr is extremely easy to set up and use, ideal for first timers. Joomla and Drupal are more serious CMS's, typically used by business sites. New alternatives making their way into the market and definitely worth a try are

**Barley (getbarley.com), Anchor (anchorcms.com) and Siteleaf (www.siteleaf.com).**

**Are these better than WordPress? There's a matter of opinion and all depends on what you are looking for. We still think that WordPress is the best out there - and it's only getting better and better.**



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### Subject **Goodbye to Google?**

From Oliver Langdon



After reading the article 'Is there an alternative to Google's dominance?' in the jQuery 2.0 issue, I started wondering about the alternative browsers. I tried Baidu, and while it was okay, I still prefer Google. Again, I tried DuckDuckGo and found I liked this and have been using it ever since. This made me think, should I be trying any different techniques on my site to get it seen on other search engines?

Google is still the number one search engine - especially in the US and Europe - and is the best known worldwide. Around 80 per cent of the world's searches are performed via Google. So, when readying a site for maximum SEO impact, Google still needs to be your first consideration - but there are others worth a look. The

remaining 20 per cent of searches online are performed by other search engines. This equates to billions of searches, so we suggest that you look at competitors like Bing and Yahoo. Check their guidelines for getting prime position on their search engines.

### Subject **Meteor on the rise**

From Jonathan Horscroft



I've been looking at different ways to build apps and have discovered that there seems to be a lot of options. I have noticed that PhoneGap seems to be a popular choice thanks to its ability to use HTML, CSS and JavaScript as its base. Are there any other similar services that I should keep a look out for?

PhoneGap is a good choice for building apps that are suitable for all mobile platforms. It has wide support, is well

documented and has a thriving community. It undoubtedly takes the hard work out of building apps. However, while it is a great service it is not the only option available.

One that has caught our attention recently is Meteor. This is an open-source platform for building top-quality web apps in a fraction of the time. The platform is not currently in full flow, but it is definitely worth having a look. Check them out at **meteor.com**.

Other options worth a look include Sencha Touch (**www.sencha.com**), a HTML5 mobile app development framework. This is a well-documented service with plenty of products and support.

### Subject **Arsenal we love you**

From Henry Jones



I love web design, Web Designer and Arsenal FC, so you can imagine how happy I was when I

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## Readers' tweets



**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

@tomoakley125

Submitted my portfolio URLs ([tmkly.me/r2g7l](http://tmkly.me/r2g7l) and [tmkly.me/ssayo](http://tmkly.me/ssayo)) to @WebDesignerMag. They really liked my work [...]

@davidpottrell

@WebDesignerMag Sent an email to you - Thanks for the opportunity guys :D



@cecilyismyruca

@WebDesignerMag Your tutorial files are so practical! Thanks for the wonderful resources

@allthe\_rage

According to Net Applications in this months @WebDesignerMag Norway is #IE6 free. Dreams do come true.

AJO said:

 Parallax scrolling improves the overall experience but it also takes more loading time 

Michael Movsesov said:

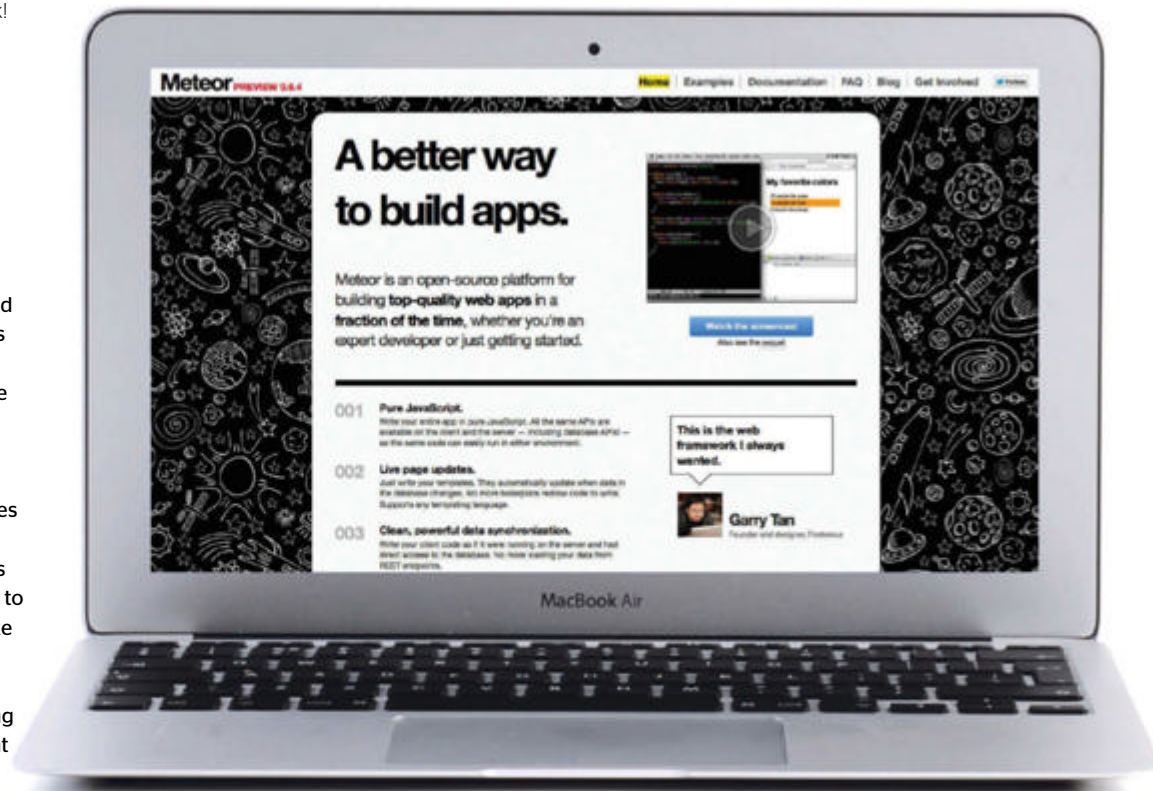
 Great tutorial and a really nice responsive framework (Reverie 4). 

opened up Issue 211 to find all three combined. Keep up the good work!

I have looked at a lot of football websites and I noticed it's only the Premier League that has individual sites. All the other leagues seem to be stuck with the same style. I reckon you should do a top 10 football websites feature - I would want to read it.

Glad that you liked the feature and you are right - Premiership teams have control over who they work with and for this very reason have some of the best sites. The Championship, League One and League Two teams are tied into a contract that means that their sites are made by the same provider, hence the same look and feel. It is only when a team gets promoted to the Premiership that they can take control of their own site.

The suggestion of a Top 10 Football Sites feature is a tempting one and something we will look at putting together for the website soon. Keep your eyes peeled on [www.webdesignermag.co.uk](http://www.webdesignermag.co.uk)!



Meteor is a new open-source platform for building apps quickly





- **Unlimited websites**
- **Unlimited bandwidth**
- **Unlimited web space**
- Use your own brand throughout
- 24/7 expert UK-based support
- No-risk trial - 3 months free

# Hosting listings

**Got a deal you think we should list?**

Whether you're a hosting firm keen to promote your products or a happy customer who wants a favourite provider to be listed, drop us a line with the details!

[webdesigner@imagine-publishing.co.uk](mailto:webdesigner@imagine-publishing.co.uk)

Keep an eye on the latest packages and deals with our comprehensive list of service providers

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
<b>1 &amp; 1 Internet Ltd</b> <a href="http://www.1and1.co.uk">www.1and1.co.uk</a>	1&1 Starter (Linux)	0844 335 12 11	£29.88	5GB	Unlimited	1,000	✓	✓	✓	✓	✓	✓	✓	X
	1&1 Standard (Linux)	0844 335 12 11	£59.88	50GB	Unlimited	3,000	✓	✓	✓	✓	✓	✓	✓	X
	1&1 Standard (Windows)	0844 335 12 11	£59.88	50GB	Unlimited	3,000	✓	X	✓	✓	✓	✓	✓	X
	1&1 Unlimited (Linux)	0844 335 12 11	£83.88	Unlimited	Unlimited	5,000	✓	✓	✓	✓	✓	✓	✓	X
	1&1 Unlimited (Windows)	0844 335 12 11	£83.88	Unlimited	Unlimited	5,000	✓	X	✓	✓	✓	✓	✓	X
	1&1 Business (Linux)	0844 335 12 11	£119.88	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	Free	✓	✓	X
	1&1 Business (Windows)	0844 335 12 11	£119.88	Unlimited	Unlimited	Unlimited	✓	X	✓	✓	Free	✓	✓	X
<b>111WebHost</b> <a href="http://www.111webhost.com">www.111webhost.com</a>	Unlimited Web Hosting Pack	N/A	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	X	✓	✓	X
	Starter Web Hosting Pack	N/A	£30	5GB	2GB	100	✓	✓	✓	✓	X	✓	✓	X
	Budget Web Hosting Pack	N/A	£12	1GB	1GB	5	✓	X	✓	✓	X	✓	✓	X
	WordPress Web Hosting Pack	N/A	£24	5GB	2GB	100	✓	✓	✓	✓	X	✓	✓	X
	Drupal Web Hosting Pack	N/A	£24	5GB	2GB	100	✓	✓	✓	✓	X	✓	✓	X
	Joomla! Web Hosting Pack	N/A	£24	5GB	2GB	100	✓	✓	✓	✓	X	✓	✓	X
	Reseller Hosting Pack	N/A	£300	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	X	✓	✓	X
	Budget VPS Hosting	N/A	£216	1GB	Unlimited	Unlimited	✓	✓	✓	✓	X	✓	✓	X
<b>123-reg</b> <a href="http://www.123-reg.co.uk">www.123-reg.co.uk</a>	Starter	0845 859 0018	£29.88	1GB	5GB	20	X	X	X	✓	✓	✓	✓	X
	Plus	0845 859 0018	£59.88	5GB	50GB	500	✓	X	X	✓	✓	✓	✓	X
	Pro	0845 859 0018	£107.88	10GB	100GB	750	✓	X	X	✓	✓	✓	✓	X
	Bus Pro	0845 859 0018	£179.88	20GB	Unlimited	1,000	✓	X	X	✓	✓	✓	✓	X
	Plus (MS)	0845 859 0018	£59.88	2GB	25GB	100	✓	X	X	✓	✓	✓	✓	X
	Pro (MS)	0845 859 0018	£107.88	5GB	50GB	500	✓	X	X	✓	✓	✓	✓	X
	Bus Pro (MS)	0845 859 0018	£179.88	10GB	150GB	1,000	✓	X	X	✓	✓	✓	✓	X
	Light User	0870 321 2020	£45	20MB	1GB	3	✓	✓	✓	✓	✓	✓	✓	X
	Everyday	0870 321 2020	£100	200MB	10GB	15	✓	✓	✓	✓	✓	✓	✓	X
	Business/Pro	0870 321 2020	£275	500MB	20GB	50	✓	✓	✓	✓	✓	✓	✓	X
<b>2020Media</b> <a href="http://www.2020media.com">www.2020media.com</a>	JAVA Tomcat	0870 321 2020	£300	100MB	3GB	15	✓	✓	✓	✓	✓	✓	✓	X
	ASP.Net	0870 321 2020	£275	100MB	3GB	15	✓	✓	✓	✓	✓	✓	✓	X
	Bronze Package	0845 166 8386	£40	10MB	500MB	2	✓	X	✓	✓	✓	✓	✓	X
	Silver Package	0845 166 8386	£64.99	20MB	2GB	10	✓	X	✓	✓	✓	✓	✓	X
	Gold Package	0845 166 8386	£79.99	50MB	2GB	50	✓	X	✓	✓	✓	✓	✓	X
	Titanium Package	0845 166 8386	£149.99	500MB	5GB	500	✓	X	✓	✓	✓	✓	✓	X
	Reseller Package	0845 166 8386	£299.99	1GB	10GB	1,000	✓	X	✓	✓	✓	✓	✓	X
	Home	N/A	£40	500MB	5GB	5	✓	✓	✓	✓	X	✓	✓	X
	Business	N/A	£50	1GB	20GB	100	✓	✓	✓	✓	X	✓	✓	X
	eCommerce	N/A	£100	2GB	40GB	200	✓	✓	✓	✓	X	✓	✓	X
<b>Blacknight</b> <a href="http://www.blacknight.com">www.blacknight.com</a>	Professional	N/A	£150	3GB	60GB	300	✓	✓	✓	✓	X	✓	✓	X
	Minimus Linux / Windows	0845 528 0242	£49.95	10GB	200GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	X
	Medius Linux / Windows	0845 528 0242	£89.95	20GB	400GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	X
	Maximus Linux / Windows	0845 528 0242	£149.95	30GB	600GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	X
	Starter Linux	N/A	£130	2,000MB	2,000MB	10	✓	✓	✓	✓	X	✓	✓	X
	Starter Windows	N/A	£20	2,000MB	2,000MB	10	✓	✓	✓	✓	X	✓	✓	X
	Business Linux	N/A	£45	4,000MB	4,000MB	4,000	✓	✓	✓	✓	X	✓	✓	X
	Business Windows	N/A	£45	4,000MB	4,000MB	4,000	✓	✓	✓	✓	X	✓	✓	X
	Ultimate Linux	N/A	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	X	✓	✓	X
	Ultimate Windows	N/A	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	X	✓	✓	X
<b>catalyst2</b> <a href="http://www.catalyst2.com/web-hosting">www.catalyst2.com/web-hosting</a>	Mega Deal	0800 107 79 79	11.99	250MB	2GB	1	✓	✓	✓	✓	✓	✓	✓	X
	Mega Plus	0800 107 79 79	29.99	400MB	10GB	10	✓	✓	✓	✓	✓	✓	✓	X
	Power	0800 107 79 79	49.99	750MB	20GB	50	✓	✓	✓	✓	✓	✓	✓	X
	Power Plus	0800 107 79 79	89.99	1000MB	40GB	100	✓	✓	✓	✓	✓	✓	✓	X
	Power Xtra	0800 107 79 79	129.99	1500MB	80GB	150	✓	✓	✓	✓	✓	✓	✓	X
	Starter	0844 372 9848	£30	3GB	20GB	1,000	✓	✓	X	✓	X	✓	✓	X
	Home	0844 372 9848	£40	10GB	50GB	10,000	✓	✓	X	✓	X	✓	✓	X
	Designwasp	0844 372 9848	£30	3GB	20GB	1,000	✓	✓	X	✓	X	✓	✓	X
	Home	0844 372 9848	£40	10GB	50GB	10,000	✓	✓	X	✓	X	✓	✓	X
	Designwasp	0844 372 9848	£40	10GB	50GB	10,000	✓	✓	X	✓	X	✓	✓	X

## Featured host of the month: **Netcetera** [www.netcetera.co.uk](http://www.netcetera.co.uk)



Getting more out of one of our quality listed hosting providers

**Netcetera is a long-established and experienced hosting provider which has been around since 1996.** It provides solutions with managed web hosting services, dedicated servers and cloud hosting services. The award-winning company boasts a 16,000-square-foot, ISO 27001-certified data centre facility located

in the Isle of Man. They offer a £1 Hosting trial for those who want to try before they buy. Developer packages are powered by the latest Microsoft ASP.NET 4.5 platform and include 1GB of web space for just £2.99 a month. Ideal for newbies, designers and developers who want a quick, simple and cheap hosting solution.

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 ( <a href="http://designwasp.com">http://designwasp.com</a> )	Business	0844 372 9848	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Designwasp ( <a href="http://designwasp.com">http://designwasp.com</a> )	Windows Unlimited	0844 372 9848	£60	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Designwasp ( <a href="http://designwasp.com">http://designwasp.com</a> )	Windows Home	0844 372 9848	£40	10GB	50GB	1,000	✓	✓	✓	✓	✓	✓	✓	✓
Designwasp ( <a href="http://designwasp.com">http://designwasp.com</a> )	CheapHost	0844 372 9848	£10	300MB	100MB	5	✓	✓	✓	✓	✓	✓	✓	✓
Digital Gibbon Ltd ( <a href="http://digitalgibbon.com">http://digitalgibbon.com</a> )	Personal	01865 589 990	£12	1GB	Unlimited	10	✓	✓	✓	✓	✓	✓	✓	✓
Digital Gibbon Ltd ( <a href="http://digitalgibbon.com">http://digitalgibbon.com</a> )	Personal Plus	01865 589 990	£48	Unlimited	Unlimited	50	✓	✓	✓	✓	✓	✓	✓	✓
Digital Gibbon Ltd ( <a href="http://digitalgibbon.com">http://digitalgibbon.com</a> )	Business	01865 589 990	£108	5GB	Unlimited	1000	✓	✓	✓	✓	✓	✓	✓	✓
Digital Gibbon Ltd ( <a href="http://digitalgibbon.com">http://digitalgibbon.com</a> )	Business Professional	01865 589 990	£132	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Domaincheck ( <a href="http://www.domaincheck.co.uk">www.domaincheck.co.uk</a> )	Bronze Linux	0191 261 2252	£30	100MB	1GB	5	✓	✓	✓	✓	✓	✓	✓	✓
Domaincheck ( <a href="http://www.domaincheck.co.uk">www.domaincheck.co.uk</a> )	Gold Linux	0191 261 2252	£100	500MB	5GB	25	✓	✓	✓	✓	✓	✓	✓	✓
Domaincheck ( <a href="http://www.domaincheck.co.uk">www.domaincheck.co.uk</a> )	Bronze Windows	0191 261 2252	£30	100MB	1GB	5	✓	✓	✓	✓	✓	✓	✓	✓
Domaincheck ( <a href="http://www.domaincheck.co.uk">www.domaincheck.co.uk</a> )	Gold Windows	0191 261 2252	£100	500MB	5GB	25	✓	✓	✓	✓	✓	✓	✓	✓
Donhost ( <a href="http://www.donhost.co.uk">www.donhost.co.uk</a> )	Reseller Unix	0845 226 5566	£399.99	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Donhost ( <a href="http://www.donhost.co.uk">www.donhost.co.uk</a> )	Reseller Windows	0845 226 5566	£499.99	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Donhost ( <a href="http://www.donhost.co.uk">www.donhost.co.uk</a> )	Enterprise	0845 226 5566	£89.99	1GB	2GB	250	✓	✓	✓	✓	✓	✓	✓	✓
Donhost ( <a href="http://www.donhost.co.uk">www.donhost.co.uk</a> )	Commerce	0845 226 5566	£179.99	2GB	5GB	500	✓	✓	✓	✓	✓	✓	✓	✓
Donhost ( <a href="http://www.donhost.co.uk">www.donhost.co.uk</a> )	Designer	0845 226 5566	£119.99	1GB	2GB	250	✓	✓	✓	✓	✓	✓	✓	✓
Donhost ( <a href="http://www.donhost.co.uk">www.donhost.co.uk</a> )	Developer	0845 226 5566	£259.99	2GB	5GB	500	✓	✓	✓	✓	✓	✓	✓	✓
eHosting ( <a href="http://www.ehosting.com">www.ehosting.com</a> )	Starter	0844 999 4100	£23.88	1GB	25GB	10	✓	✓	✓	✓	✓	✓	✓	✓
eHosting ( <a href="http://www.ehosting.com">www.ehosting.com</a> )	Personal	0844 999 4100	£59.88	2.5GB	Unlimited	50	✓	✓	✓	✓	✓	✓	✓	✓
eHosting ( <a href="http://www.ehosting.com">www.ehosting.com</a> )	Expert	0844 999 4100	£95.88	5GB	Unlimited	250	✓	✓	✓	✓	✓	✓	✓	✓
eHosting ( <a href="http://www.ehosting.com">www.ehosting.com</a> )	Virtual	0844 999 4100	£227.88	50GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Equipphase ( <a href="http://www.equipphase.net">www.equipphase.net</a> )	Bronze	0121 314 4865	£30	200MB	2GB	10	✓	✓	✓	✓	✓	✓	✓	✓
Equipphase ( <a href="http://www.equipphase.net">www.equipphase.net</a> )	Silver	0121 314 4865	£42	400MB	5GB	20	✓	✓	✓	✓	✓	✓	✓	✓
Equipphase ( <a href="http://www.equipphase.net">www.equipphase.net</a> )	Gold	0121 314 4865	£72	800MB	10GB	100	✓	✓	✓	✓	✓	✓	✓	✓
Equipphase ( <a href="http://www.equipphase.net">www.equipphase.net</a> )	Platinum	0121 314 4865	£114	1,200MB	40GB	200	✓	✓	✓	✓	✓	✓	✓	✓
Eurofasthost.com ( <a href="http://www.eurofasthost.com">www.eurofasthost.com</a> )	Email Only	02380 249 823	£40	1GB	2GB	10	✓	✓	✓	✓	✓	✓	✓	✓
Eurofasthost.com ( <a href="http://www.eurofasthost.com">www.eurofasthost.com</a> )	Essential	02380 249 823	£75	2GB	5GB	10	✓	✓	✓	✓	✓	✓	✓	✓
Eurofasthost.com ( <a href="http://www.eurofasthost.com">www.eurofasthost.com</a> )	Superior	02380 249 823	£140	5GB	10GB	25	✓	✓	✓	✓	✓	✓	✓	✓
Eurofasthost.com ( <a href="http://www.eurofasthost.com">www.eurofasthost.com</a> )	Premium	02380 249 823	£250	10GB	25GB	100	✓	✓	✓	✓	✓	✓	✓	✓
Evohosting ( <a href="http://www.evohosting.co.uk">www.evohosting.co.uk</a> )	Starter	N/A	£29.99	500MB	1GB	3	✓	✓	✓	✓	✓	✓	✓	✓
Evohosting ( <a href="http://www.evohosting.co.uk">www.evohosting.co.uk</a> )	Home	N/A	£54.99	2.5GB	30GB	50	✓	✓	✓	✓	✓	✓	✓	✓
Evohosting ( <a href="http://www.evohosting.co.uk">www.evohosting.co.uk</a> )	Business	N/A	£79.99	6.5GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Evohosting ( <a href="http://www.evohosting.co.uk">www.evohosting.co.uk</a> )	eCommerce	N/A	£159.99	30GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Giacom ( <a href="http://www.giacom.com">www.giacom.com</a> )	Business Pro	0800 542 7500	£199	100MB	2GB	100	✓	✓	✓	✓	✓	✓	✓	✓
Heart Internet ( <a href="http://www.heartinternet.co.uk">www.heartinternet.co.uk</a> )	Starter Professional	0845 644 7750	£29.80	2.5GB	10GB	1,000	✓	✓	✓	✓	✓	✓	✓	✓
Heart Internet ( <a href="http://www.heartinternet.co.uk">www.heartinternet.co.uk</a> )	Home Professional	0845 644 7750	£89.99	Unlimited	Unlimited	10,000	✓	✓	✓	✓	✓	✓	✓	✓
Heart Internet ( <a href="http://www.heartinternet.co.uk">www.heartinternet.co.uk</a> )	Business Professional	0845 644 7750	£129.99	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Heart Internet ( <a href="http://www.heartinternet.co.uk">www.heartinternet.co.uk</a> )	Reseller Professional	0845 644 7750	£349.99	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Hostway ( <a href="http://www.hostway.co.uk">www.hostway.co.uk</a> )	Silver	0808 180 1880	£79.50	150MB	3GB	5	✓	Option	✓	✓	✓	✓	✓	✓
Hostway ( <a href="http://www.hostway.co.uk">www.hostway.co.uk</a> )	Gold	0808 180 1880	£139.50	300MB	5GB	10	✓	Option	✓	✓	✓	✓	✓	✓
Hostway ( <a href="http://www.hostway.co.uk">www.hostway.co.uk</a> )	Gold Plus	0808 180 1880	£189.50	450MB	10GB	30	✓	Option	✓	✓	✓	✓	✓	✓
Hostway ( <a href="http://www.hostway.co.uk">www.hostway.co.uk</a> )	Platinum	0808 180 1880	£359.50	600MB	20GB	50	✓	Option	✓	✓	✓	✓	✓	✓
Hostway ( <a href="http://www.hostway.co.uk">www.hostway.co.uk</a> )	Platinum Plus	0808 180 1880	£599.50	1.2GB	40GB	10	✓	Option	✓	✓	✓	✓	✓	✓
Hostway ( <a href="http://www.hostway.co.uk">www.hostway.co.uk</a> )	Email Plus	0808 180 1880	£49.95	50MB	N/A	5	N/A	N/A	N/A	✓	✓	✓	✓	✓
ICUK <a href="http://www.icukhosting.co.uk">www.icukhosting.co.uk</a>	Professional	0845 009 9175	£30	250MB	1GB	50	✓	✓	option	✓	✓	✓	✓	✓
ICUK <a href="http://www.icukhosting.co.uk">www.icukhosting.co.uk</a>	Advanced	0845 009 9175	£50	2GB	2.5GB	150	✓	✓	option	✓	✓	✓	✓	✓
ICUK <a href="http://www.icukhosting.co.uk">www.icukhosting.co.uk</a>	Enterprise	0845 009 9175	£80	2GB	500MB	Unlimited	✓	✓	option	✓	✓	✓	✓	✓
ICUK <a href="http://www.icukhosting.co.uk">www.icukhosting.co.uk</a>	Professional Plus	0845 009 9175	£90	500MB	5GB	100	✓	✓	option	✓	✓	✓	✓	✓
ICUK <a href="http://www.icukhosting.co.uk">www.icukhosting.co.uk</a>	Premium Plus	0845 009 9175	£150	1GB	12.5GB	500	✓	✓	option	✓	✓	✓	✓	✓
ICUK <a href="http://www.icukhosting.co.uk">www.icukhosting.co.uk</a>	Enterprise Plus	0845 009 9175	£300	2GB	20GB	Unlimited	✓	✓	option	✓	✓	✓	✓	✓
ICUK <a href="http://www.icukhosting.co.uk">www.icukhosting.co.uk</a>	Reseller Windows	0845 009 9175	£200	Unlimited	Unlimited	Unlimited	✓	✓	option	✓	✓	✓	✓	✓
ICUK <a href="http://www.icukhosting.co.uk">www.icukhosting.co.uk</a>	Reseller Linux	0845 009 9175	£200	Unlimited	Unlimited	Unlimited	✓	✓	option	✓	✓	✓	✓	✓
ICUK <a href="http://www.icukhosting.co.uk">www.icukhosting.co.uk</a>	Reseller Enterprise	0845 009 9175	£500	Unlimited	Unlimited	Unlimited	✓	✓	option	✓	✓	✓	✓	✓
JAB Web Hosting ( <a href="http://www.jabwebhosting.com">www.jabwebhosting.com</a> )	Mail - M105	0800 043 0153	£15.17	256MB	3GB	50	✓	✓	✓	✓	✓	✓	✓	✓
JAB Web Hosting ( <a href="http://www.jabwebhosting.com">www.jabwebhosting.com</a> )	Home - H25	0800 043 0153	£24.47	1GB	8GB	50	✓	✓	✓	✓	✓	✓	✓	✓
JAB Web Hosting ( <a href="http://www.jabwebhosting.com">www.jabwebhosting.com</a> )	Professional - P55	0800 043 0153	£45	2GB	15GB	75	✓	✓	✓	✓	✓	✓	✓	✓





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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
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	✓	✓	✓	✓	✓	✓	✓	✓
Media Temple (http://mediatemple.net)	Shared-Server Advanced	+1 310 841 5500	£109	5GB	1.5TB	5,000	✓	✓	✓	✓	✓	✓	✓	✓
NameHog	Email Only	01604 212 904	£11.99	2.5GB	15GB	10	✓	✓	✓	✓	✓	✓	✓	✓
NameHog	Starter	01604 212 904	£36.99	10GB	150GB	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
NameHog	Home Pro	01604 212 904	£59.99	25GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
NameHog	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	✓	✓	✓	✓	✓	✓	✓	✓
<b>Netcetera</b> 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	✓	✓	✓	✓	✓	✓	✓	✓
	2600QC Server	0800 061 2801	£1,800	2x500GB	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
Netplan (www.netplan.co.uk)	Shared 100	0207 1000 424	£60	100MB	1GB	5	✓	✓	✓	✓	✓	✓	✓	✓
Netplan (www.netplan.co.uk)	VS100	0207 1000 424	£600	5GB	5GB	5	✓	✓	✓	✓	✓	✓	✓	✓
Netplan (www.netplan.co.uk)	VS200	0207 1000 424	£1,000	10GB	10GB	10	✓	✓	✓	✓	✓	✓	✓	✓
Netplan (www.netplan.co.uk)	VS300	0207 1000 424	£2,000	15GB	50GB	20	✓	✓	✓	✓	✓	✓	✓	✓
Netplan (www.netplan.co.uk)	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	✓	✓	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓	✓	✓	✓

# Can you recommend your host?

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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
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)	Basic5S	0845 641 0776	£24	100MB	1,500MB	25	✓	✓	✓	✓	✓	✓	✓
TwentyHost (www.twentyhost.co.uk)	Standard5S	0845 641 0776	£45	200MB	3,000MB	50	✓	✓	✓	✓	✓	✓	✓
TwentyHost (www.twentyhost.co.uk)	Business5S	0845 641 0776	£70	500MB	7,500MB	100	✓	✓	✓	✓	✓	✓	✓
TwentyHost (www.twentyhost.co.uk)	Advanced5S	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	✓	✓	✓	✓	✓	✓	✓
Web Wiz (www.webwiz.co.uk)	Windows Business Reseller	0844 358 1450	£499.95	20GB	200GB	5,000	✓	✓	✓	✓	✓	✓	✓
Zen Internet (www.zen.co.uk)	Bronze (Linux)	0845 058 9000	£47.88	2GB	10GB	10	✓	✓	✓	✓	✓	✓	✓
Zen Internet (www.zen.co.uk)	Silver (Linux)	0845 058 9000	£95.88	5GB	50GB	25	✓	✓	✓	✓	✓	✓	✓
Zen Internet (www.zen.co.uk)	Gold (Linux)	0845 058 9000	£143.88	10GB	100GB	50	✓	✓	✓	✓	✓	✓	✓
Zen Internet (www.zen.co.uk)	Platinum (Linux)	0845 058 9000	£239.88	50GB	250GB	100	✓	✓	✓	✓	✓	✓	✓
Zen Internet (www.zen.co.uk)	Reseller (Linux)	0845 058 9000	£479.88	150GB	500	250	✓	✓	✓	✓	✓	✓	✓
Zen Internet (www.zen.co.uk)	Designer (Windows)	0845 058 9000	£59.88	2GB	20GB	-	✓	✓	✓	✓	✓	✓	✓
Zen Internet (www.zen.co.uk)	Developer (Windows)	0845 058 9000	£179.88	10GB	100GB	-	✓	✓	✓	✓	✓	✓	✓



**Zyma Technologies** www.zyma.com

UNLIMITED	0208 123 2730	£21.48	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓
SEMI-DEDICATED	0208 123 2730	£95.40	Unlimited	Unlimited	Unlimited	✓	✓	✓	✓	✓	✓	✓	✓

## 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 aspects 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 do 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 your own peace of mind and factor good, comprehensive technical support against the price.



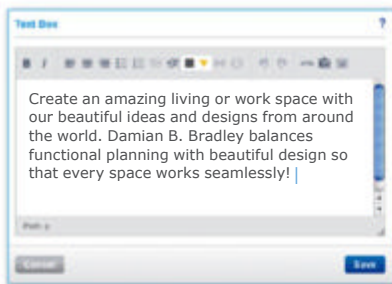
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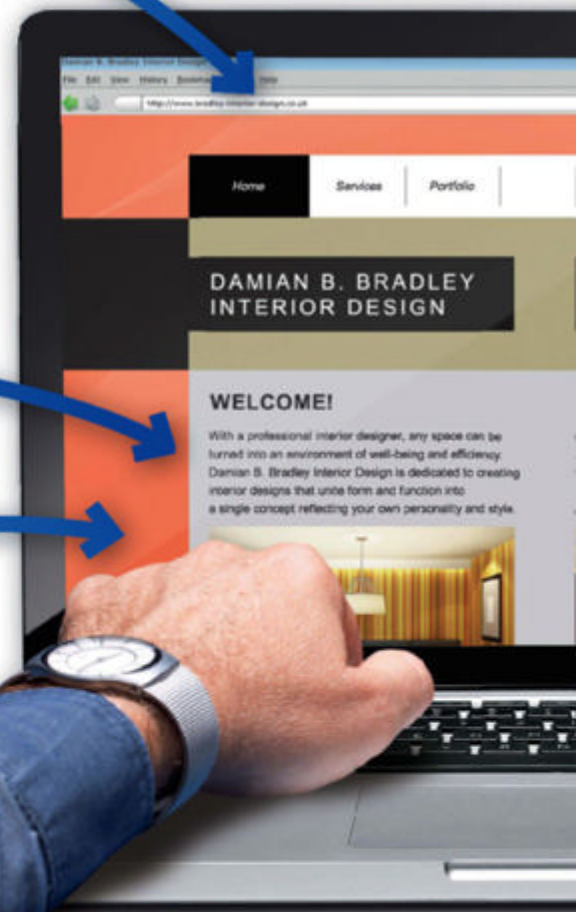
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Enhance the functionality of your website with these powerful applications!

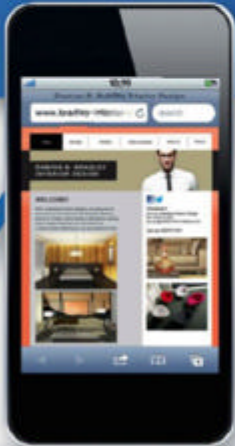


\*1&1 MyWebsite 30 day trial with 100% money back guarantee. From £9.99 per month excl. VAT. 12 month minimum contract term applies if 30 day trial is not cancelled before it expires. Calls are free from a BT landline, calls from other operators and mobiles may be higher. Visit [www.1and1.co.uk](http://www.1and1.co.uk) for full product details, terms and conditions.

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