

# DIE PHOTOSHOP, DIE!

*или*

СТОИТ ЛИ ПРОПУСКАТЬ   
В ПРОЦЕССЕ РАЗРАБОТКИ ДИЗАЙНА

*Илья Пухальский,  
ERAM Systems*



[@witchfinderx](https://twitter.com/witchfinderx)

О чем будет идти речь?

1. Мощь веба
2. Процесс разработки дизайна.
3. Проблемы старого подхода. Что же делать?
4. Достоинства и недостатки такого подхода.
5. И напоследок...

# FBI WARNING



Federal Law provides severe civil and criminal penalties for the unauthorized reproduction, distribution or exhibition of copyrighted motion pictures, video tapes, DVDs or video discs. Criminal copyright infringement is investigated by the FBI and may constitute a felony with a maximum penalty of up to five years in prison and/or a \$250,000 fine.

DO NOT COPY THIS TAPE!

# Мощь веба



# HTML5 and friends!





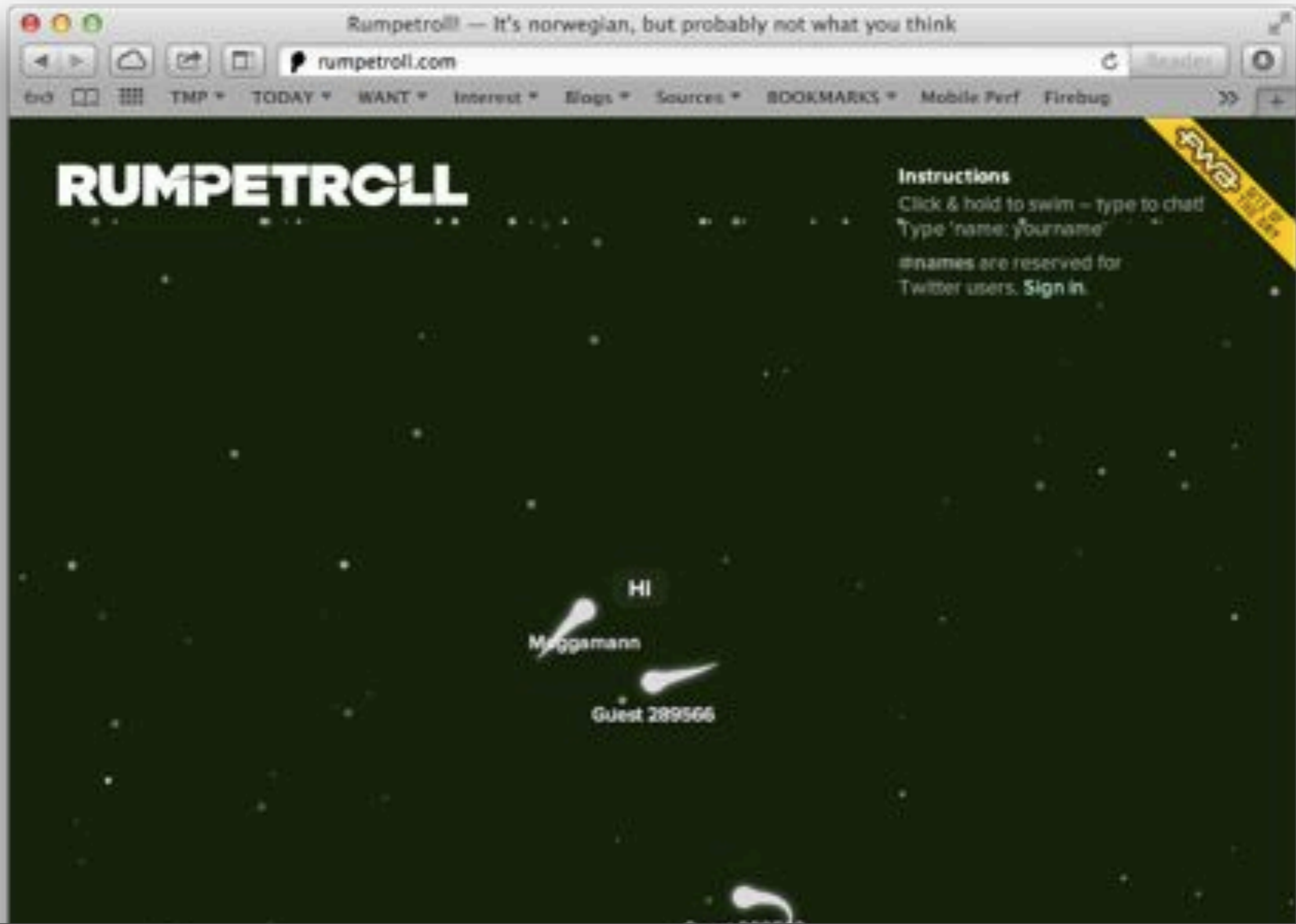
# MOZILLA POPCORN

<http://maker.mozillapopcorn.org/>



# RUMPETROLL GAME

<http://rumpetroll.com>



# FIREFOX OS

<http://www.mozilla.org/en-US/firefoxos/>



The image shows a screenshot of a web browser window displaying the Mozilla Firefox OS website. The browser's address bar shows the URL [www.mozilla.org/en-US/firefoxos/](http://www.mozilla.org/en-US/firefoxos/). The page features a navigation menu with links for [MARKETPLACE](#), [DEVELOPERS](#), and the [mozilla](#) logo. The main heading is **Firefox OS**, followed by the tagline "Bringing the Open Web to mobile devices". A dark grey box contains the text: "Welcome to a new, open and powerful mobile world!" and "Firefox OS enables the Open Web as a platform for mobile devices. We're making innovation possible by driving the development of new Web standards." To the right of this text is an illustration of a smartphone with the Firefox logo (a blue and orange globe) resting on its screen. At the bottom of the page, the text "New Web standards" is partially visible.

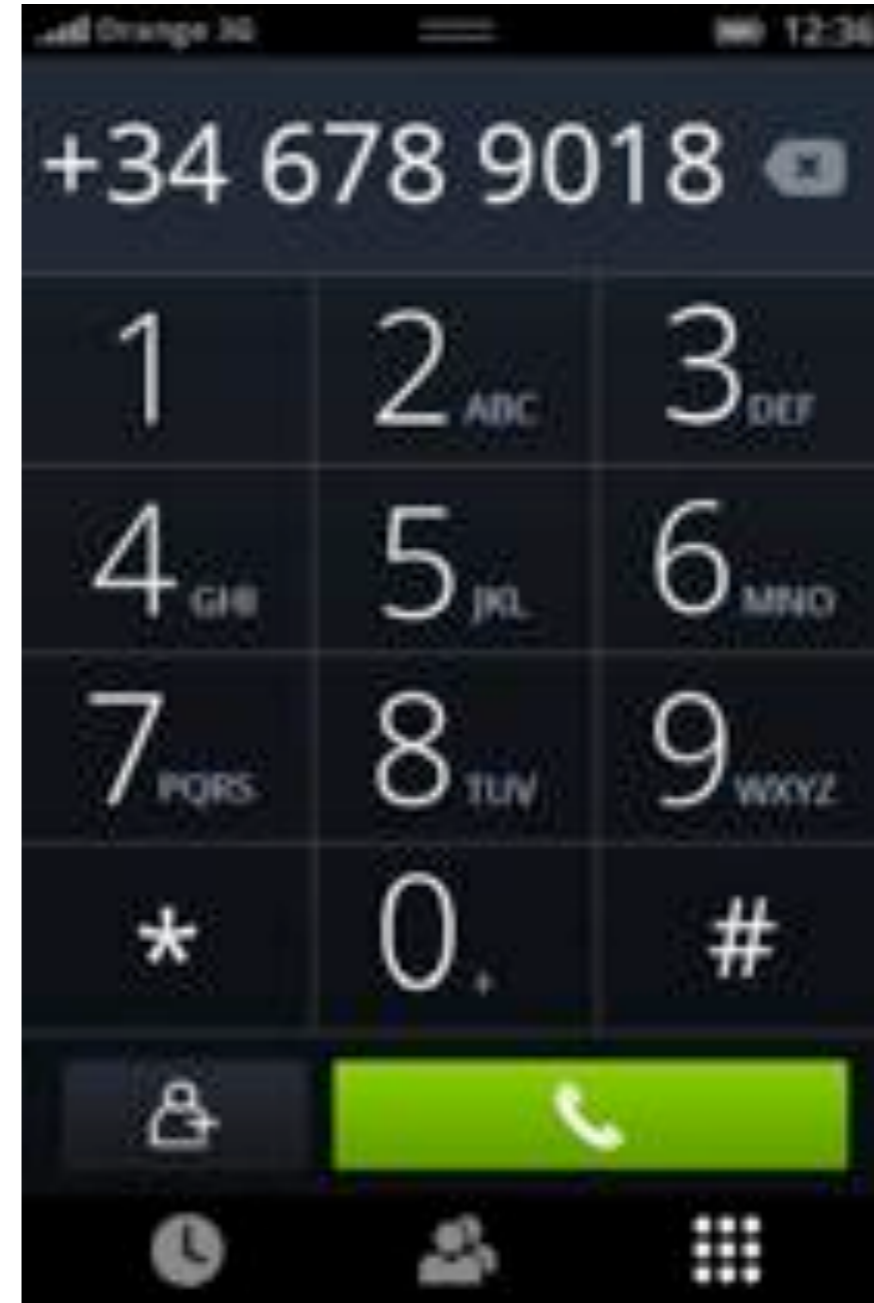
# FIREFOX OS

<http://www.mozilla.org/en-US/firefoxos/>



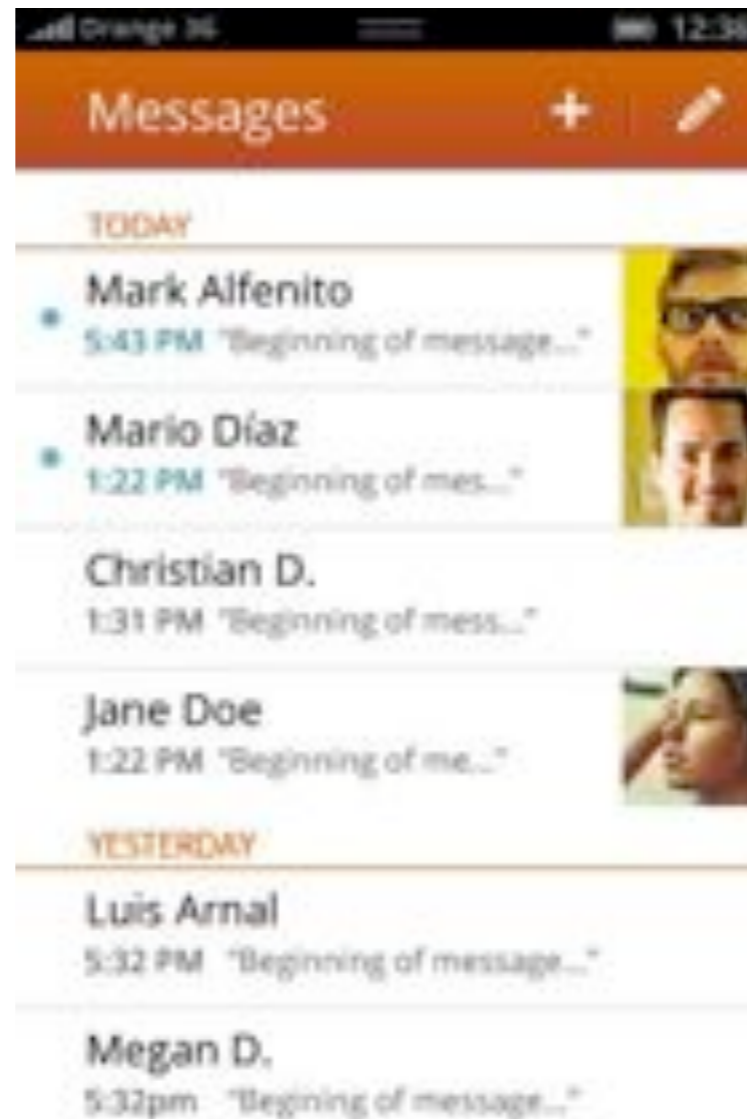
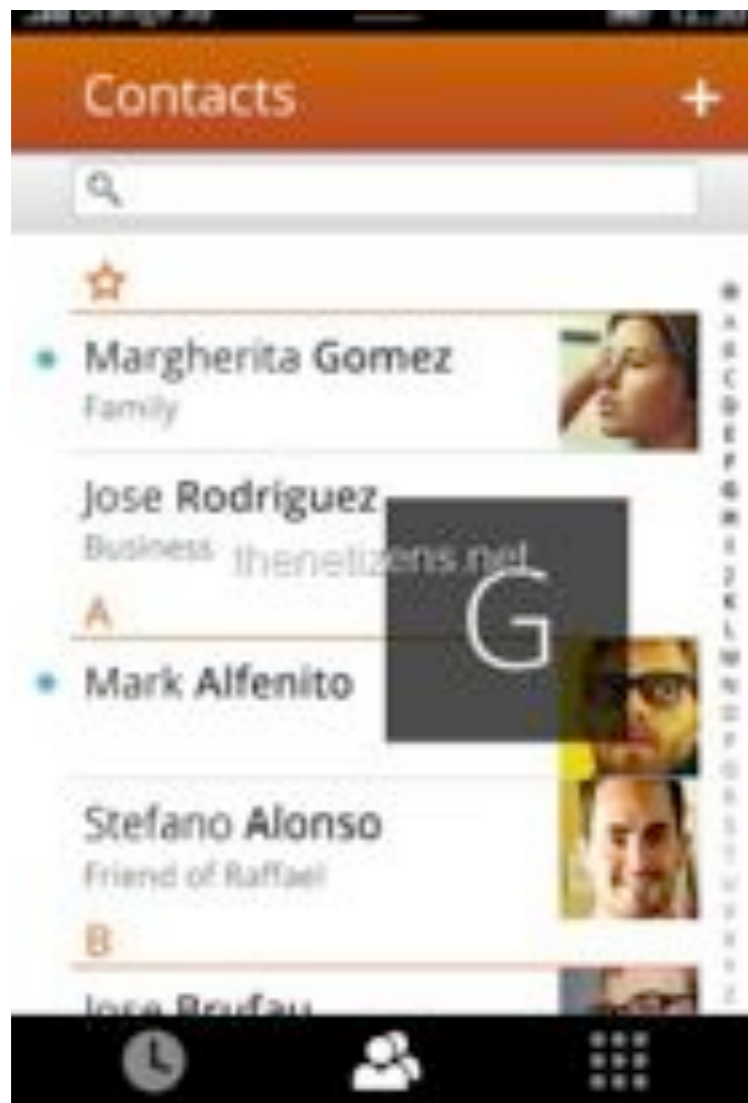
# FIREFOX OS: ЗВОHKИ

<http://www.mozilla.org/en-US/firefoxos/>



# FIREFOX OS: СООБЩЕНИЯ

<http://www.mozilla.org/en-US/firefoxos/>

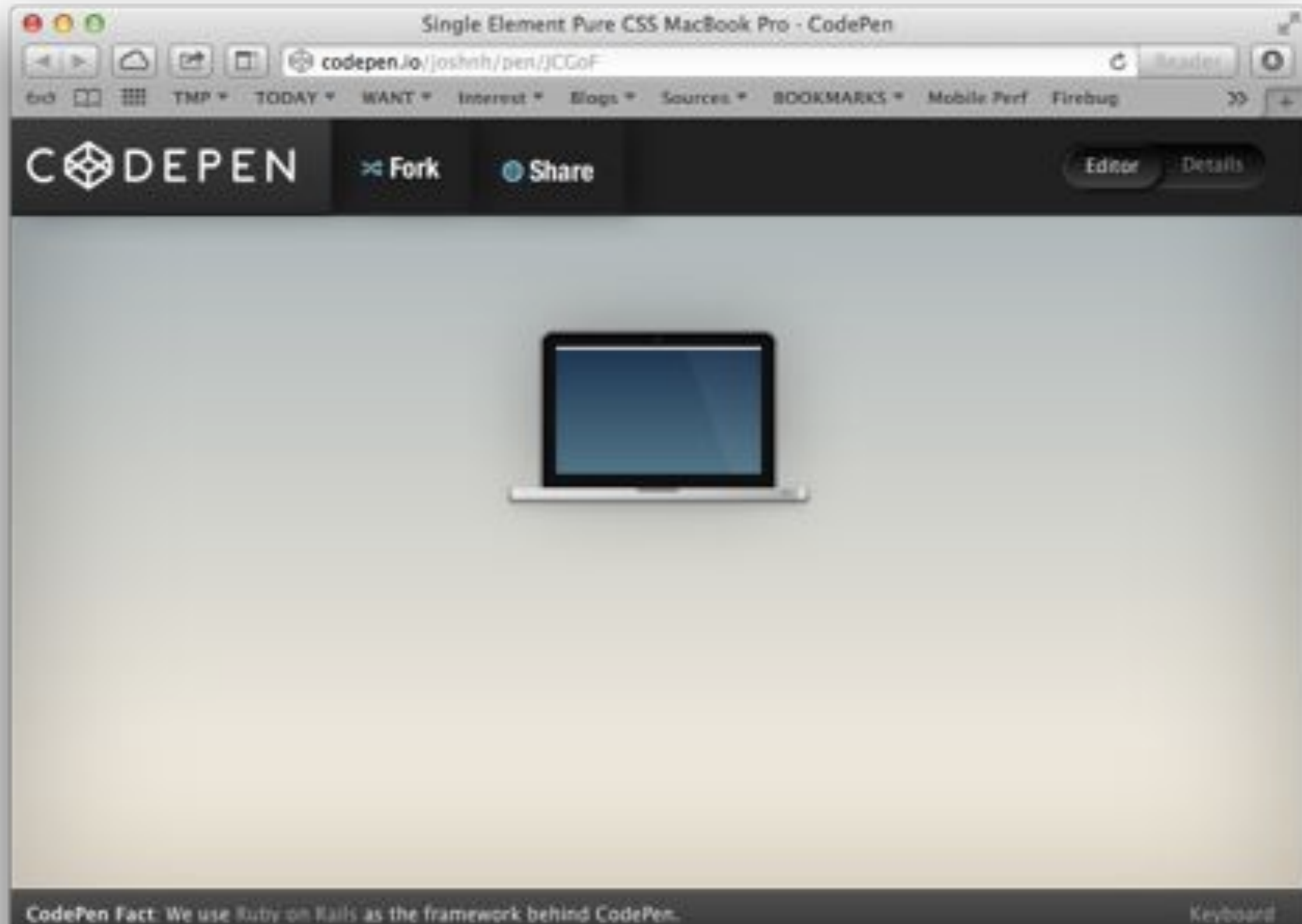


**CS5**



# SINGLE ELEMENT MACBOOK

<http://dribbble.com/shots/685851-Single-Element-CSS-Macbook-Pro>





# REVEAL.JS

<http://lab.hakim.se/reveal-js/>



# RISE OF MOBILE





# Google!

Search the web using Google!

10 results ▾ *Index contains ~25 million pages (soon to be much bigger)*

## About Google!

[Stanford Search](#) [Linux Search](#)

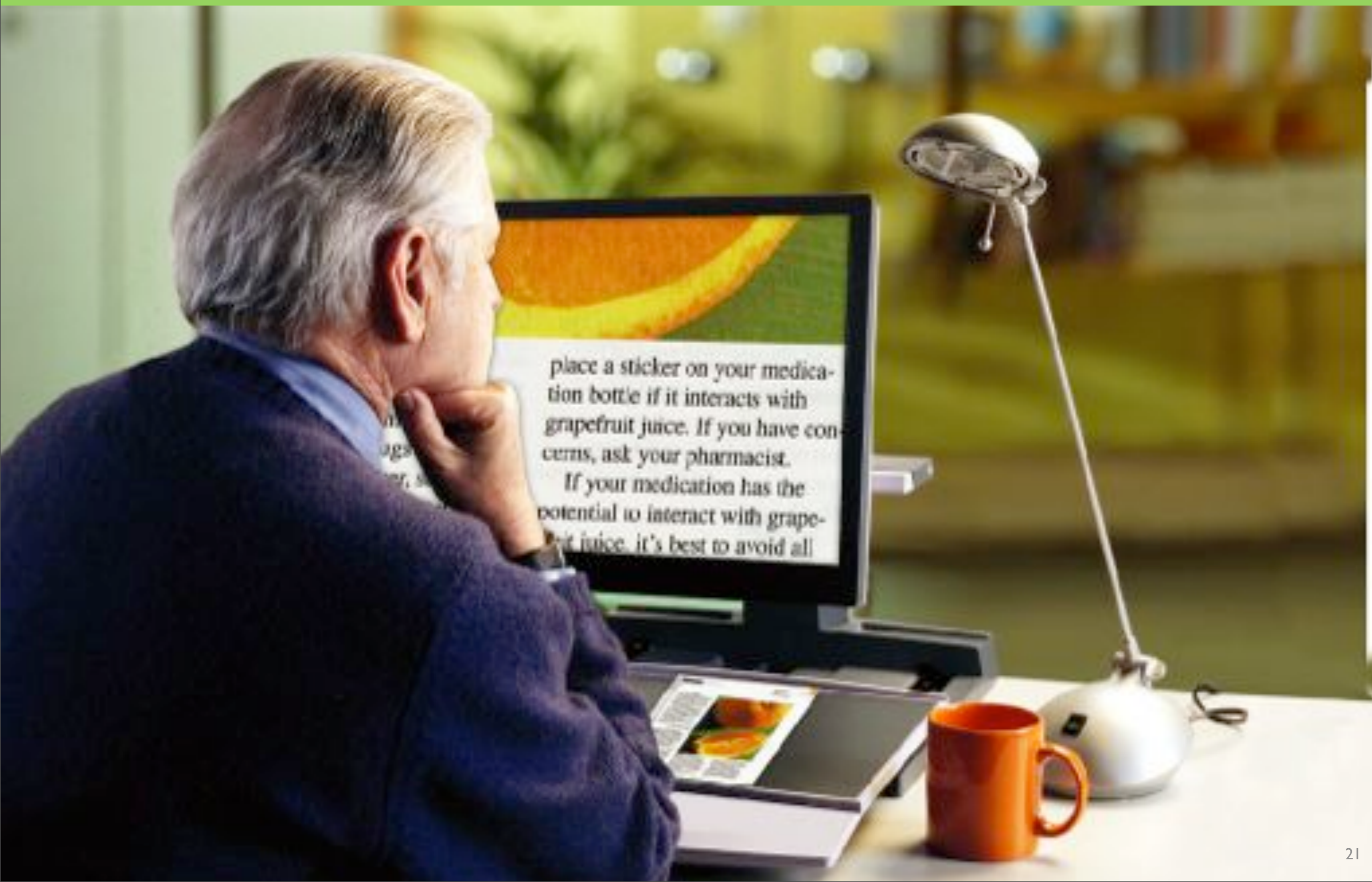
Get Google! updates monthly!

[Archive](#)

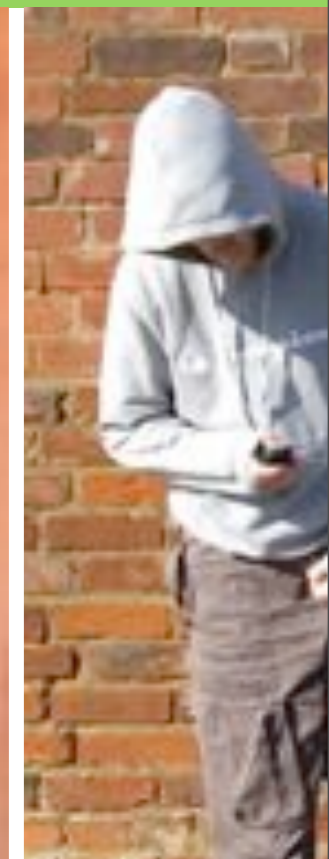
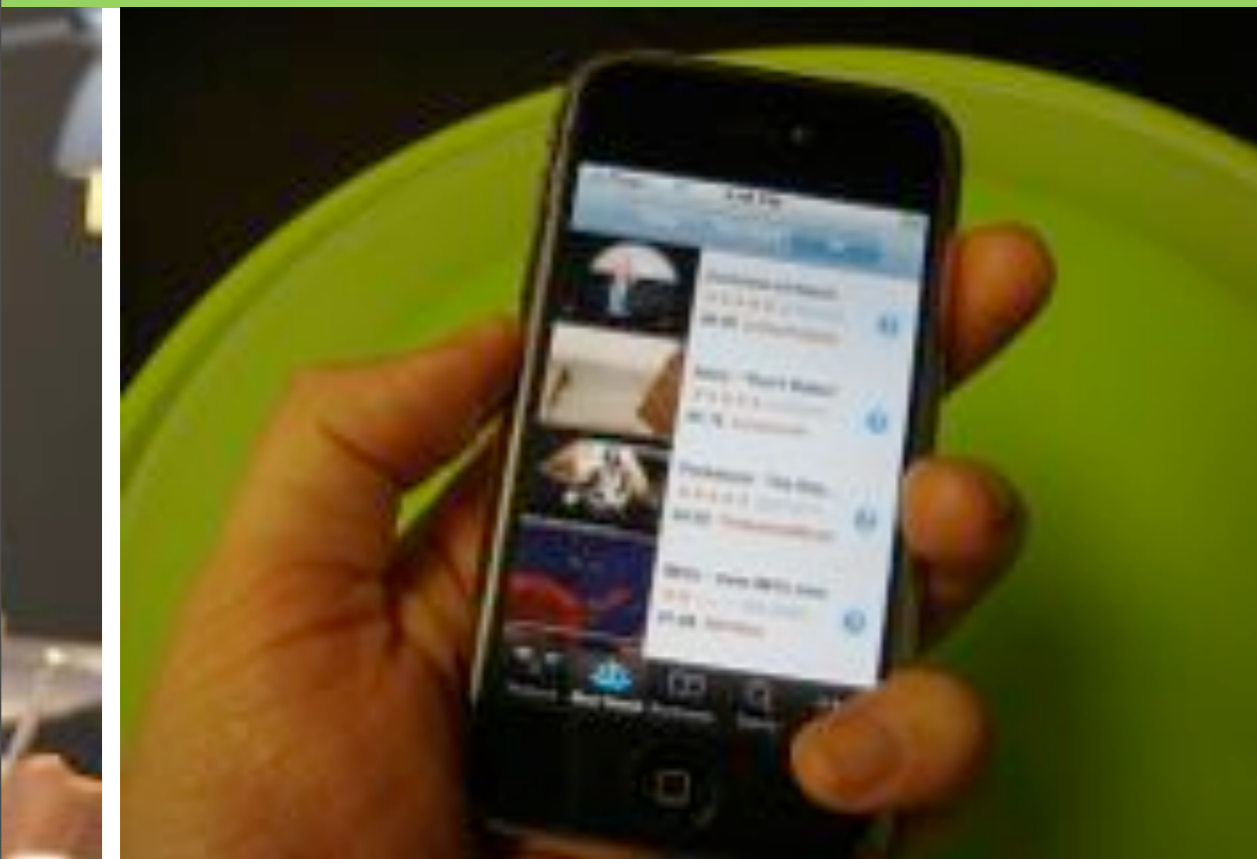
Copyright ©1997-8 Stanford University

800x600, 1024x768, ...

# КОНТЕКСТ ВЗАИМОДЕЙСТВИЯ



# КОНТЕКСТ ВЗАИМОДЕЙСТВИЯ СЕГОДНЯ

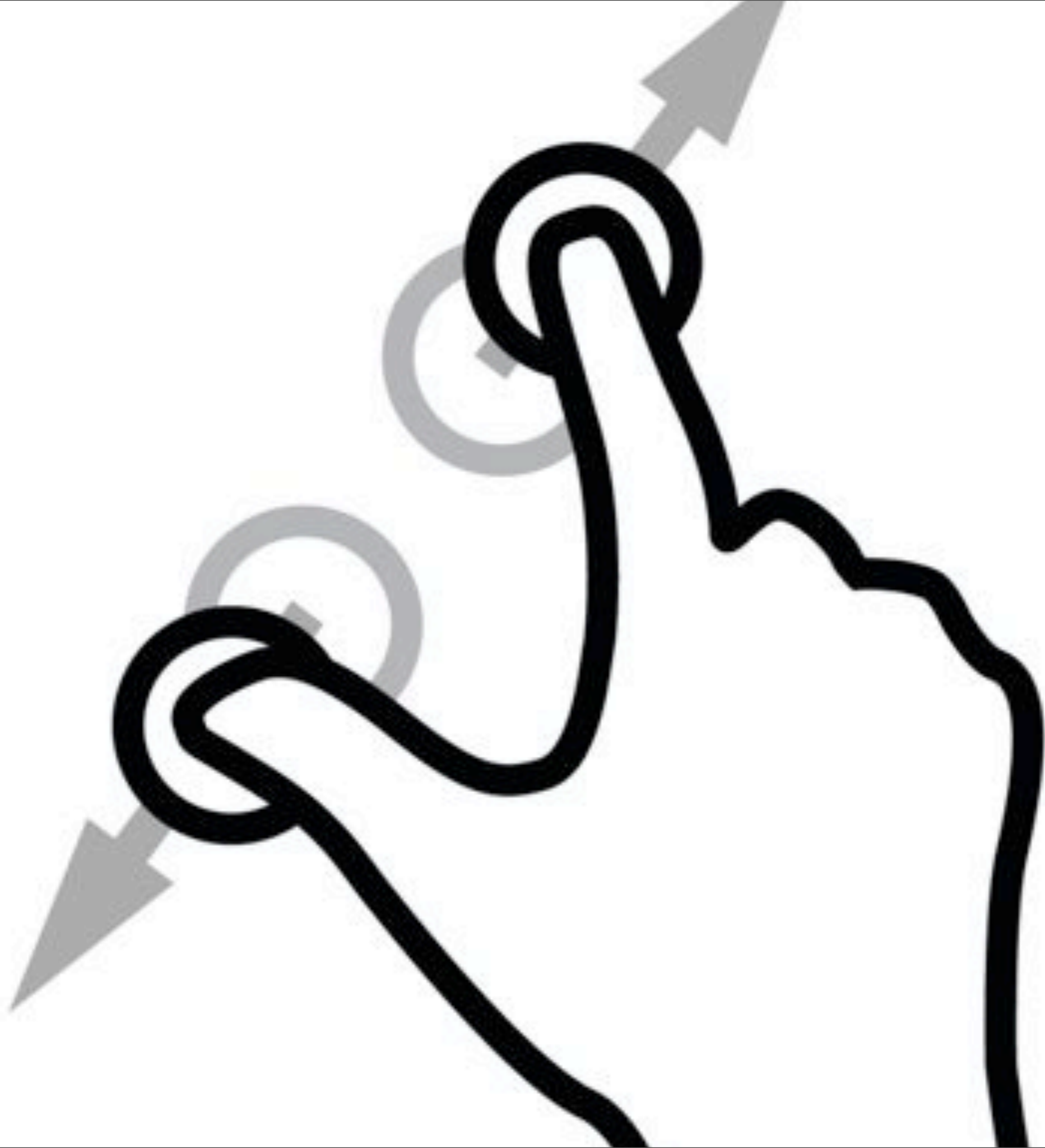






29 июня 2007







Nokia Lumia 800	Apple iPhone 4s	BlackBerry Bold 9000	Google Galaxy Nexus	Sony Ericsson Xperia X10	Apple iPhone 3G	Google Nexus One	Sony Ericsson Xperia Pro	Google Nexus S	BlackBerry Bold 9700/9750	Motorola 4G
--------------------	--------------------	-------------------------	------------------------	-----------------------------	-----------------	---------------------	-----------------------------	----------------	------------------------------	----------------

3.7" screen 800x800px ~252 ppi	3.5" screen 640x960px ~330 ppi	2.6" screen 320x480px ~222 ppi	4.65" screen 720x1280px ~316 ppi	4" screen 480x854px ~245 ppi	3.5" screen 320x480px ~285 ppi	3.7" screen 480x800px ~252 ppi	3.7" screen 480x854px ~285 ppi	4" screen 480x800px ~233 ppi	2.44" screen 480x340px ~248 ppi	4" screen 960x640px ~275 ppi
--------------------------------------	--------------------------------------	--------------------------------------	--	------------------------------------	--------------------------------------	--------------------------------------	--------------------------------------	------------------------------------	---------------------------------------	------------------------------------

К 2015-ому году количество  
пользователей мобильного интернета  
будет превышать количество  
пользователей с десктопа

<http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats>

THE NEW YORK TIMES BESTSELLER  
"A MUST-READ FOR EVERY LEADER"

4

Ethan Marcotte

# RESPONSIVE WEB DESIGN

FORWARD BY Jeremy Keith

# Процесс разработки



Анализ



Проектирование



Разработка



Внедрение



Анализ



Проектирование



Разработка



Внедрение



Анализ



Проектирование



Разработка



Внедрение



И в чем проблема?

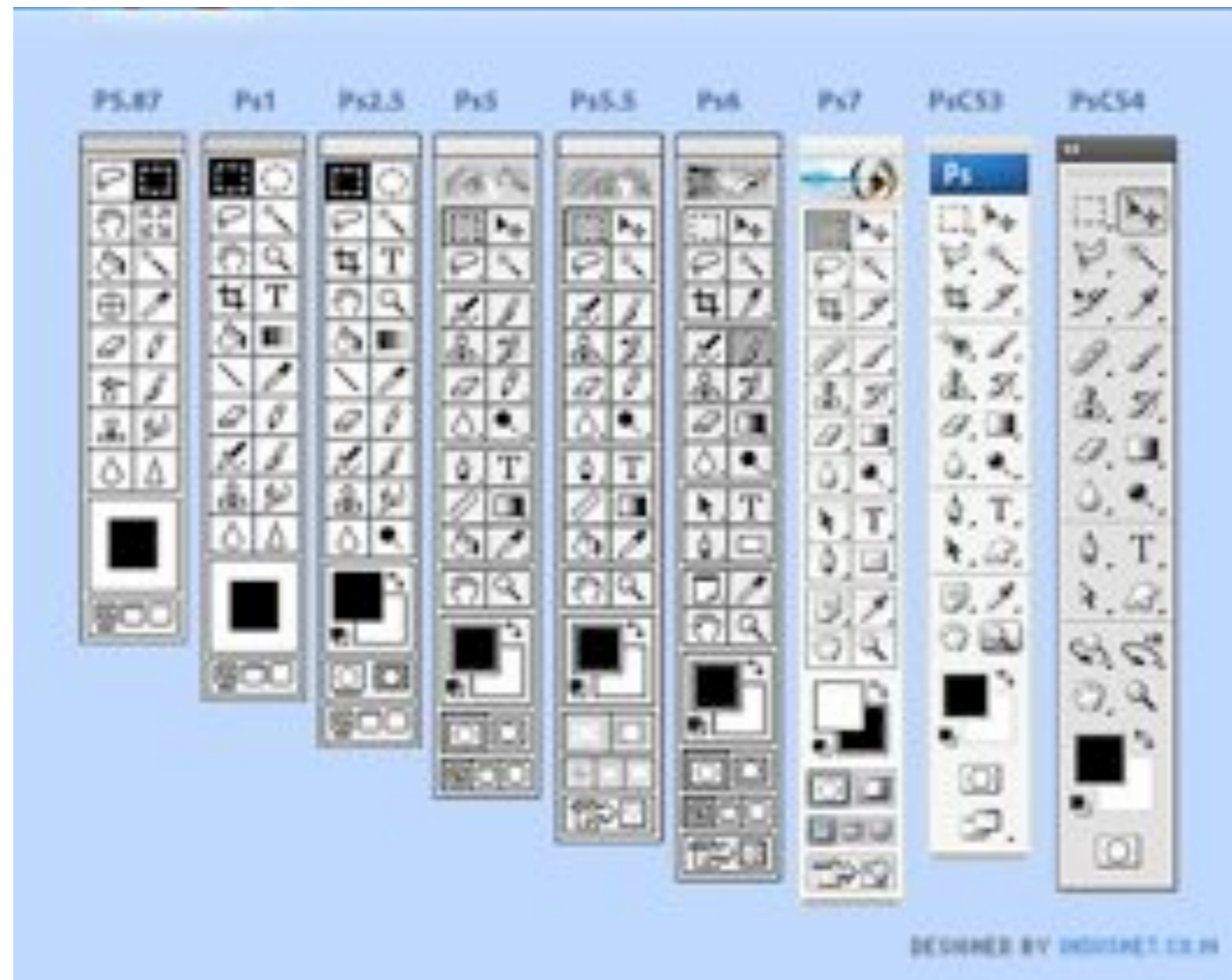




Холст имеет жесткие рамки



Резултат статичен



Photoshop сложен в освоении



## Find My Friends

⌂ Signing in...

Акцент на внешний вид  
и расфокусировка на детали

MobileMe

MobileMe

Проблемы со шрифтами



Двойная работа





PS не учитывает возможности браузеров



Над макетами сложно работать командой



— Ох уж этот «макаронник»! Взять нож на перестрелку...

И что же делать?

*Дизайн не работает, если он отделен  
от процесса разработки.*

— Энди Кларк



Анализ



Проектирование



Разработка



Внедрение

# УСКОРИТЕЛИ



*stylus*



# CSS-препроцессоры

*и библиотеки примесей*



# FOUNDATION

<http://foundation.zurb.com>

The image is a screenshot of a web browser displaying the Foundation website. The browser's address bar shows 'foundation.zurb.com'. The website's navigation bar includes links for 'Features', 'Add-ons', 'Case Studies', 'Docs', 'GitHub', and a 'Download' button. The main heading reads 'Foundation 3' with the tagline 'The most advanced responsive front-end framework in the world.' Below this, there are buttons for 'Download Foundation 3.2', 'Watch on GitHub', and 'Follow @foundationzurb'. The visual theme features a blue background with illustrations of a smartphone, a tablet, and a laptop, each displaying a responsive grid layout. A cartoon yeti character with glasses is positioned on the right side, appearing to peek over the devices.

# LESS FRAMEWORK

<http://lessframework.com>



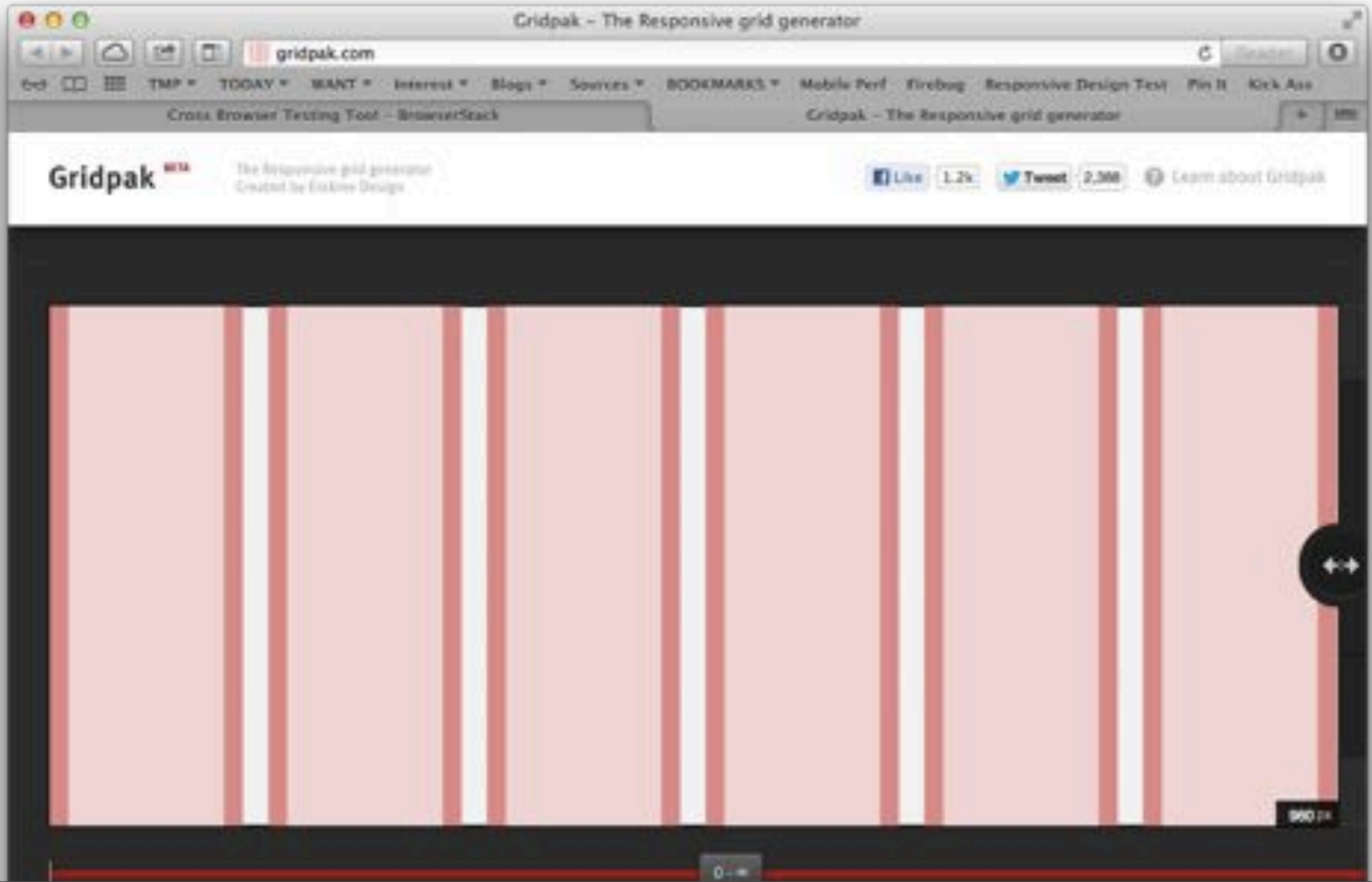
# TWITTER BOOTSTRAP

[twitter.github.com/bootstrap/](https://twitter.github.com/bootstrap/)



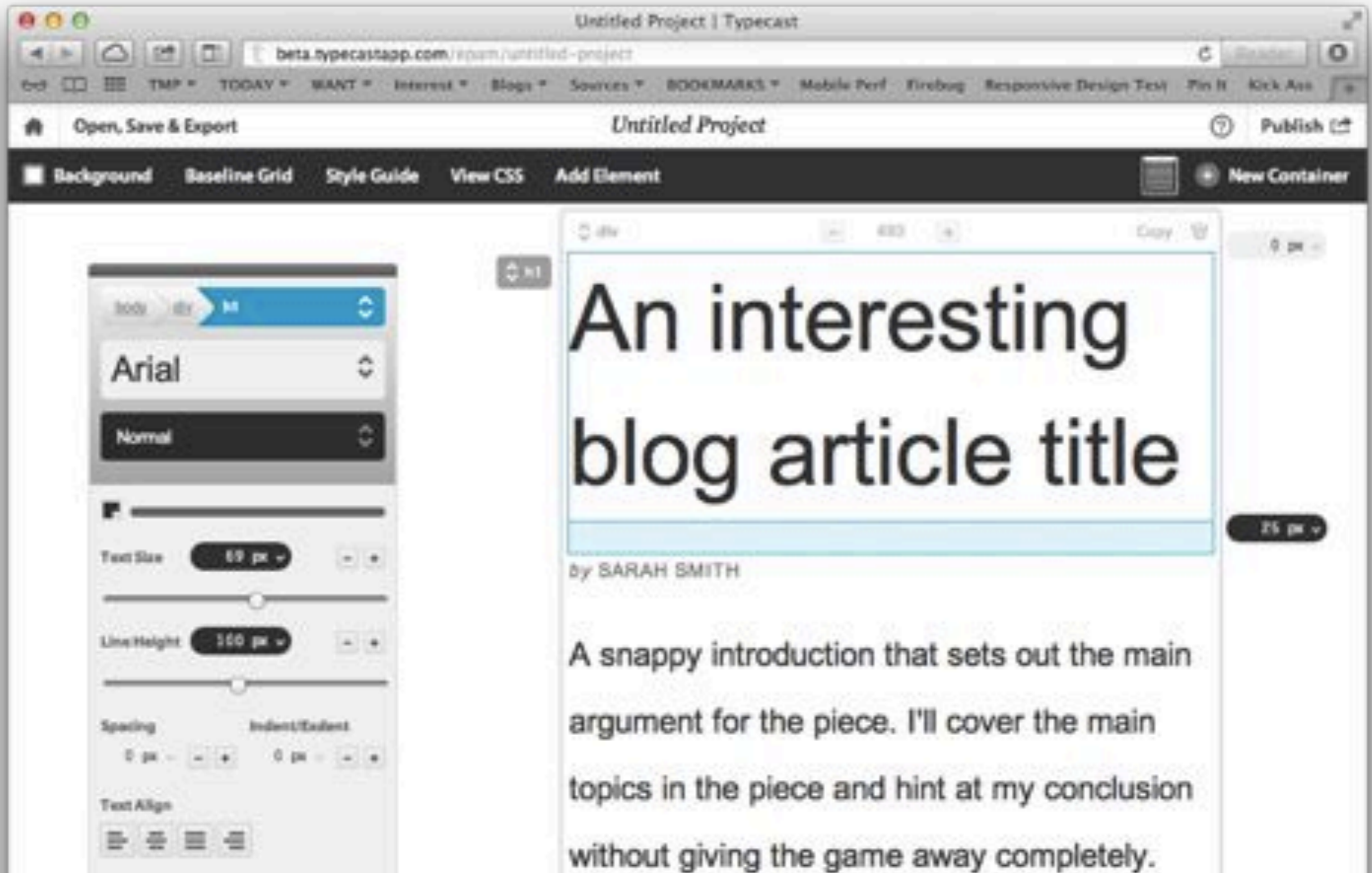
# GRIDPACK

[gridpak.com](http://gridpak.com)



# TYPECAST

[beta.typecastapp.com](http://beta.typecastapp.com)



# LETTERING.JS

[letteringjs.com](http://letteringjs.com)



The screenshot shows a browser window with the title "Lettering.js - A jQuery plugin for radical web typography." The address bar shows "letteringjs.com". The browser tabs include "Untitled Project | Typicast", "Lettering.js - A jQuery plugin for radical we...", and "11 jQuery Plugins That Can Enhance Your T...". The main content area features the "LETTERING.JS" logo in large, colorful, bold letters. Below the logo is the text "A jQuery plugin for radical web typography" and a "DOWNLOAD ON GITHUB" button. The "FEATURES + USES" section follows, with a paragraph explaining the plugin's purpose. Below this are four examples of typography: "A T" with a green background and white text, "H TYPE! KATYKAT Learner" on a yellow background, a code snippet on an orange background, and "EST 1979" on a blue background.

## LETTERING.JS

A jQuery plugin for radical web typography [DOWNLOAD ON GITHUB](#)

### FEATURES + USES

Web type is exploding all over the web but CSS currently doesn't offer complete down-to-the-letter control. So we created a jQuery plugin to give you that control. Here are a few examples of what can easily be done with Lettering.js:

-   
Kerning Time
-   
Editorial Declam
-   
Managable Code
-   
Complete Control

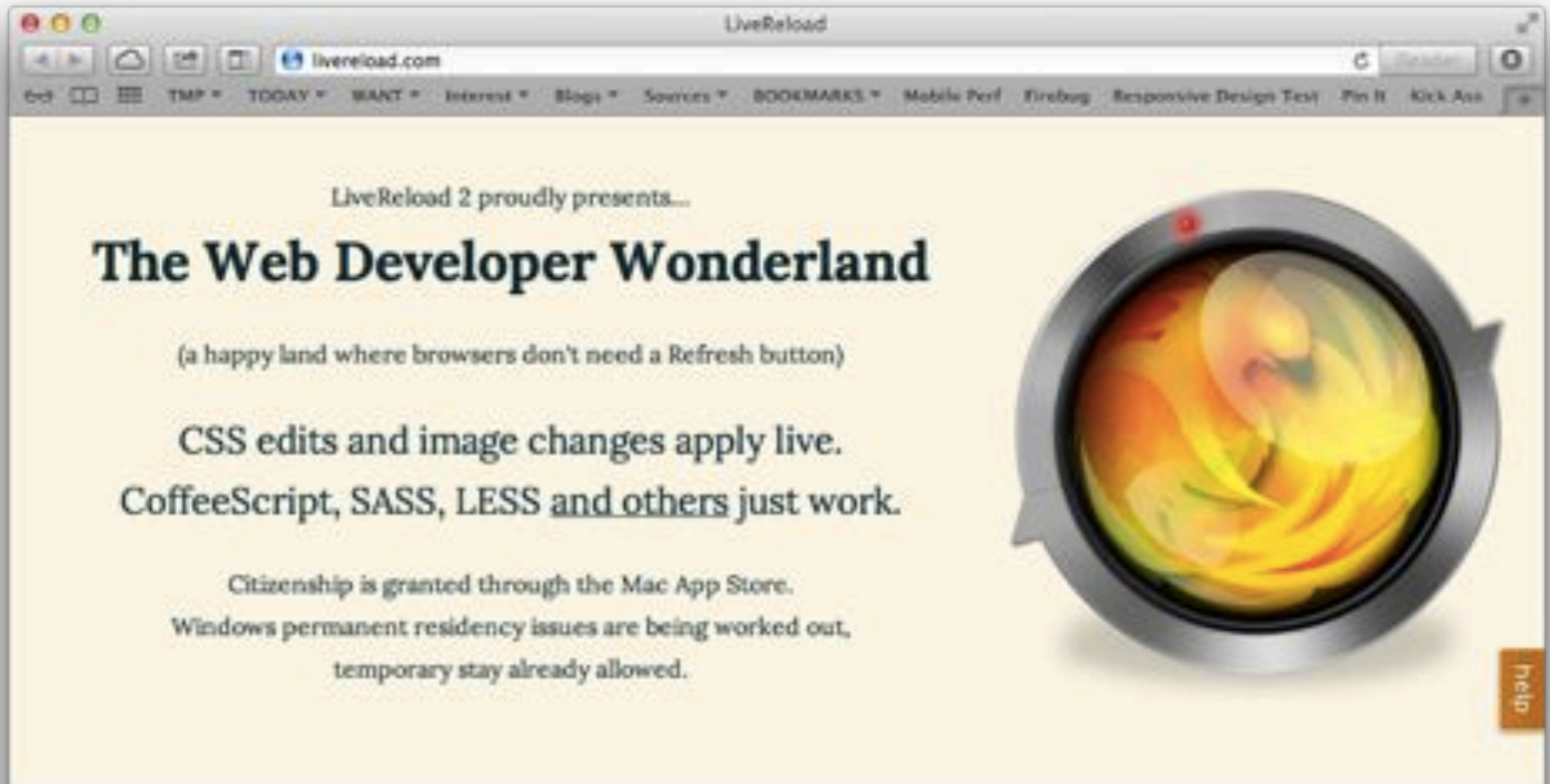
# FITTEXT.JS

[fittextjs.com](http://fittextjs.com)



# LIVERELOAD

<http://livereload.com>



The screenshot shows a browser window titled "LiveReload" with the address bar displaying "livereload.com". The page content includes the following text:


LiveReload 2 proudly presents...

## The Web Developer Wonderland

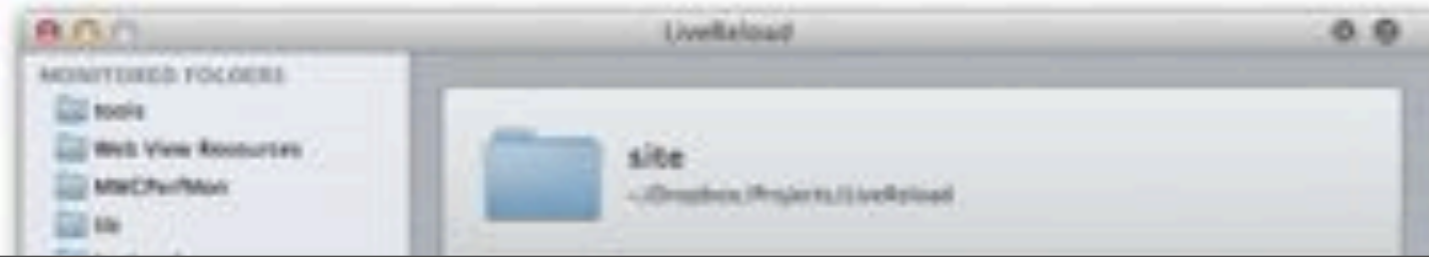
(a happy land where browsers don't need a Refresh button)

CSS edits and image changes apply live.  
CoffeeScript, SASS, LESS and others just work.

Citizenship is granted through the Mac App Store.  
Windows permanent residency issues are being worked out,  
temporary stay already allowed.



A small "help" button is visible in the bottom right corner of the page.



The screenshot shows a file explorer window titled "LiveReload". The left sidebar lists "MONITORED FOLDERS" with items: "tools", "Web View Resources", "MacCharm", and "site". The main area shows a folder named "site" located at ".../Desktop/Projects/LiveReload".

## What does LiveReload do?

LiveReload monitors changes in the file system. As soon as you save a file, it is



# CODEKIT

<http://incident57.com/codekit/>





# BROWSERSTACK

[browserstack.com](http://browserstack.com)

The image shows a screenshot of a web browser displaying the BrowserStack website. The browser's address bar shows [www.browserstack.com](http://www.browserstack.com). The website's navigation bar includes links for FEATURES, PRICING, RESOURCES, AUTOMATED TESTING, SUPPORT, and SIGN IN. The main heading is "Live Web-Based Cross Browser Testing", followed by the tagline "Instant access to all browsers across platforms. Forget clumsy virtual machine & mobile setup. Save time & money." A central diagram features the BrowserStack logo with arrows pointing to six key features: "Real Browsers (no testers & fake browsers)", "Official Mobile Emulators" (with Android and iOS icons), "Fast Web-Based Access", "Pre-installed Developer Tools", "Test Local Server & Web Designs", and "Multi Desktop OS" (with Windows and Apple icons). At the bottom, there is a "Sign up for free trial" section with the text "Loaded with 30 minutes of browser testing to use whenever you like." and a form with fields for "Full Name", "Email", "Company (optional)", and "Password", along with a "Start testing" button.

Cross Browser Testing Tool - BrowserStack

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

BrowserStack

FEATURES PRICING RESOURCES AUTOMATED TESTING SUPPORT SIGN IN

## Live Web-Based Cross Browser Testing

Instant access to all browsers across platforms. Forget clumsy virtual machine & mobile setup. Save time & money.

Real Browsers  
*(no testers & fake browsers)*

Official Mobile Emulators  
Android iOS

Multi Desktop OS  
Windows Apple

Fast Web-Based Access

Test Local Server & Web Designs

Pre-installed Developer Tools

# BrowserStack

Sign up for free trial

Loaded with 30 minutes of browser testing to use whenever you like.

Full Name Email Company (optional) Password Start testing



# Системы контроля версий и платформы

# Достоинства и недостатки подхода

Достоинства



Возможность решать проблемы перекомпоновки на лету

*А давайте использовать вместо  
"прототипировать в браузере" фразу  
"принимать решения в браузере"*

— Дэн Молл



Контент-ориентированность

*Контент предшествует дизайну. При  
отсутствии контента дизайн является  
всего лишь украшательством.*

— Джеффри Зельдман

Экономия времени

Простота кастомизации и изменений

Настоящее взаимодействие

Простота презентации клиенту

**Возможность поставки с самого начала**



Недостатки



Photoshop — очень старая привычка

```
8 meta http-equiv="Content-Type" content="text/html; charset=UTF-8"
9 <link rel="stylesheet" href="css/main.css"
10 </head>
11 <body bgcolor="#142855"
12 <table width="100%" border="0"
13 <tr bgcolor="#142855"
14 <td width="100%" height="100%">
```

Необходимо уметь программировать


Плохо работает для eye-sandy макетов

Подход может не работать для клиента

*Клиенты должны быть партнерами.  
Они не дополнение вашей команды,  
они и есть ваша команда.*

— Дэн Молл

И в заключение

Пропускать ли  в процессе  
разработки дизайна?

42.



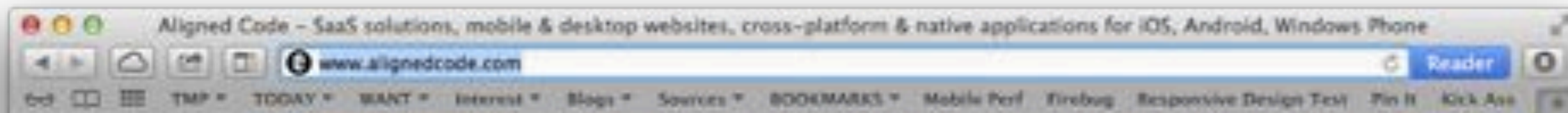
Зависит от контекста.

**ЛУЧШИЙ ПУТЬ:** *разработка дизайна в  
браузере и полировка в Photoshop\**

# Материалы



[readlists.com/8d4ee617](https://readlists.com/8d4ee617)



# ALIGNED CODE

*We are rocking awesome*





## WE LOVE WHAT WE DO

Aligned Code helps to achieve your goals by developing effective SaaS solutions, lean cross-platform or native applications and powerful mobile websites right tuned to iOS, Android, Windows Phone or whatever device.

We focus on building cutting edge products that challenge our developers and excite our customers. We love what we do. Therefore each project we take on is done with the same attention to detail as any project we'd do for ourselves.

## WE DO WHAT WE LOVE

 User Experience Design

 Mobile Solutions

компании

Продукты

SPLAT

Общие

Чем полезен  
Лакрачния?



## Очищающая пенка

Наши продукты / Серия EXPRESS

### Способ применения

Несколько раз нажмите на дозатор, чтобы получить пену во рту, затем сплюньте. Используйте каждый раз.

Не требует зубной щетки. Не содержит лаурилсульфат натрия, фтора.

### Ингредиенты



+



+



+



Высокомолекулярный компонент, обеспечивает растворение мягкого зубного налета, особенно в отношении налета от табака, чая, кофе.

компании

Продукты

SPLAT

Общие

Чем полезен  
Лакрачния?

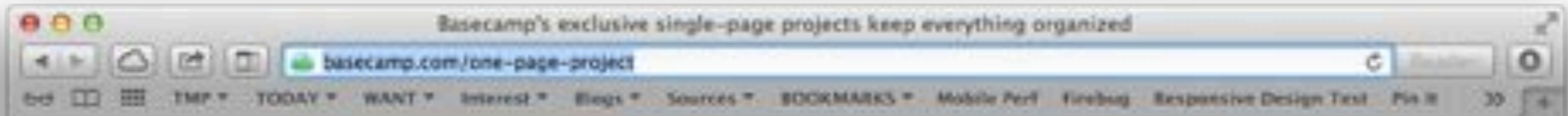


## Очищающая пенка для зубов и десен 2-в-1

Наши продукты / Серия EXPRESS

### Способ применения

Несколько раз нажмите на дозатор и в течение пары секунд подержите пену во



Basecamp

97%  
CUSTOMER  
RECOMMENDED

Pricing  
Starts at \$20/month

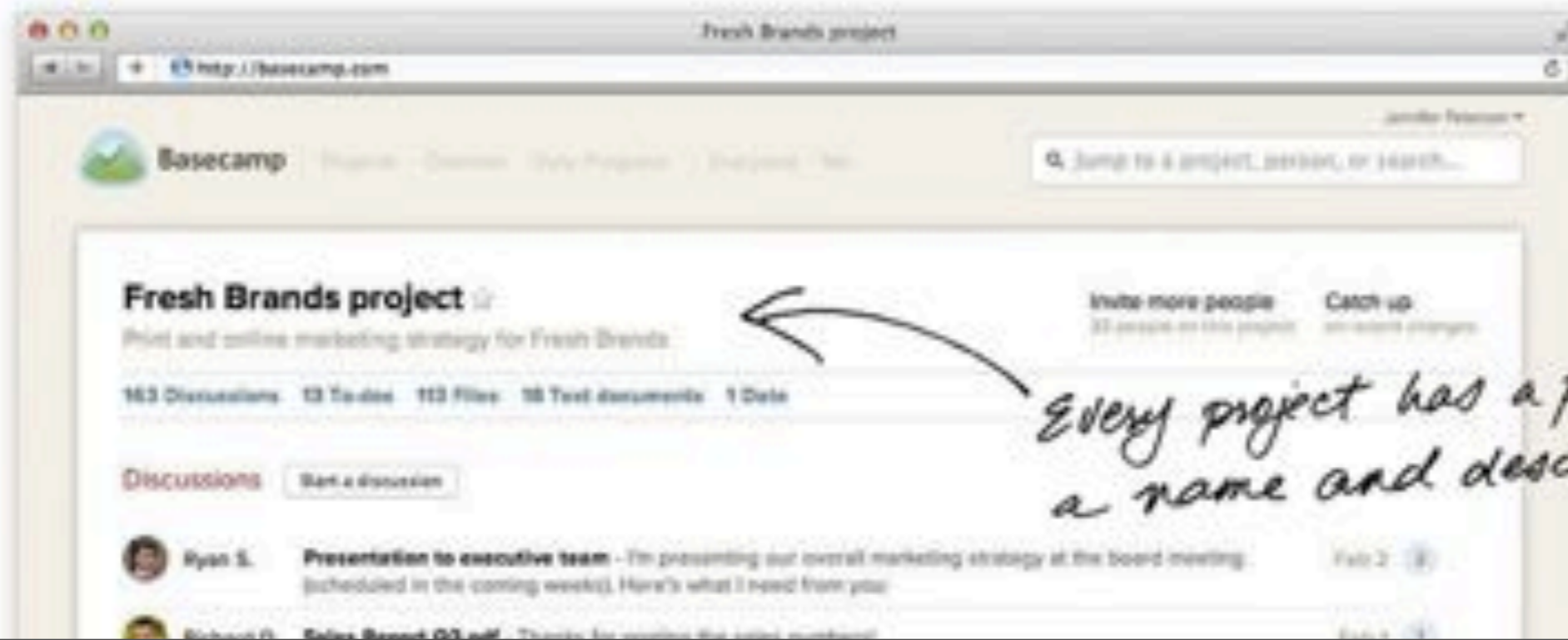
45-day free trial  
Start using Basecamp today

Log In

See another reason to use Basecamp

# Basecamp single-page projects keep everything together.

With an entire project on one page, nothing gets lost and your team always knows where things are. A Basecamp exclusive.



*Every project has a place for a name and description*



TV Shows

TV Guide

ITV Player

News

Sport

More from ITV

Search Britain's Got Talent



# BRITAIN'S GOT TALENT



Episodes

News

Live Performances

Auditions

Backstage

Finalists

Apply for 2013



**Simon Cowell wants YOU for Britain's Got Talent 2013! Send in your application form today**



**Pudsey gets his paws on a book deal**



**Watch the best moments from the 2012 Final**



**Ryan reflects on his BGT experience!**



ВОПРОСЫ? 88



 [@witchfinderx](#)



@witchfinderx