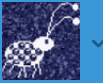




My Stories

Browse

New Story



Search Stories...




by Jeffrey Zeldman

Embed



# AEASEA 2016 - Designing with Web Standards in 2016

Notes from Jeffrey Zeldman's opening talk at An Event Apart Seattle 2016

by  Anne Gibson a year ago 36 Views ▾



**Anne Gibson**  
@perpendicularme

Follow

Back in my happy place conference at [#AEASEA](#) for lots of brainy goodness :)

11:51 AM - 4 Apr 2016

2



**Anne Gibson**  
@perpendicularme

Follow

And [@meyerweb](#) starts the conference with a mic drop, literally ;) [#AEASEA](#)

11:55 AM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Now [@zeldman](#) starts us off with design standards for 2016

12:03 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

18,000 standard android layouts. Watches. Mobile devices galore. [#AEASEA](#)

12:05 PM - 4 Apr 2016

1



**Anne Gibson**  
@perpendicularme

 Follow

Did we ever have a standard form factor? Newtons, extremely old laptops, the 10th anniversary Mac [#AEASEA](#)

12:08 PM - 4 Apr 2016

  1  1



**Anne Gibson**  
@perpendicularme

 Follow

We've had browsers setting their own standards, their own box models, etc. before [#AEASEA](#)

12:09 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

 Follow

“but we’ve never had to deal with speed and performance before!” Well except that someone on the back end was doing it  
[#AEASEA](#)

12:10 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

 Follow

The entire room is trying to do a 14.4 modem impersonation  
[#AEASEA](#)

12:11 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

 Follow

“The code is a real challenge now” - people feel like frauds because they can’t keep up with the new tools [#AEASEA](#)

12:13 PM - 4 Apr 2016



**Christa Dickson**  
@IowaCodeNinja

 Follow

"We are living in a material world, and we are material designers. (Or something like that.)" [@zeldman](#) [#aeasea](#)

12:13 PM - 4 Apr 2016





**Anne Gibson**

@perpendicularme

 Follow

HTML email is still using the old table layout “standards” that we used 10 years ago [#AEASEA](#)

12:15 PM - 4 Apr 2016

   1



**Anne Gibson**

@perpendicularme

 Follow

There is an email standards project [email-standards.org](http://email-standards.org) But it's not really been updated in a long time [#AEASEA](#)

12:16 PM - 4 Apr 2016

   1



**Anne Gibson**

@perpendicularme

 Follow

If you're afraid of new things, switch to being the person writing HTML mail. Nobody will try to take your job ;) [#AEASEA](#)

12:17 PM - 4 Apr 2016

  1 



**Anne Gibson**  
@perpendicularme

Follow

[24ways.org](http://24ways.org) is our homework - read it [#AEASEA](#)

12:18 PM - 4 Apr 2016



**Web design and development articles and t...**

24 ways is the advent calendar for web geeks. Each day throughout December we publish a daily dose of web design and development

[24ways.org](http://24ways.org)

1 2



**Anne Gibson**  
@perpendicularme

Follow

Grid layout: we've made all these layout frameworks. We'll be able to get rid of `<div class="row">` in a few years we hope [#AEASEA](#)

12:20 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Table layouts had no separation of content from presentation, so we went to CSS. [#AEASEA](#)

12:22 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

“We’ve standardized on Flash”. It could have been a standard if they had played it differently. [#AEASEA](#)

12:22 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Now we’re having the same argument. Why do we need CSS when we have React.js [#AEASEA](#) (Terrifying.) “Let’s just do everything in JS!”

12:23 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Using JavaScript for layout = using CSS for content = using tables for display. Separation of layers are a good thing! [#AEASEA](#)

12:24 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

We used to think that Dreamweaver added a lot of bloat to our pages. It’s got nothing on today’s frameworks. [#AEASEA](#) (Bootstrap!)

12:25 PM - 4 Apr 2016





**Anne Gibson**

@perpendicularme

 Follow

Tools like bootstrap really help us build agilely, but it's a problem when we release that stuff to production. #AEASEA

12:26 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

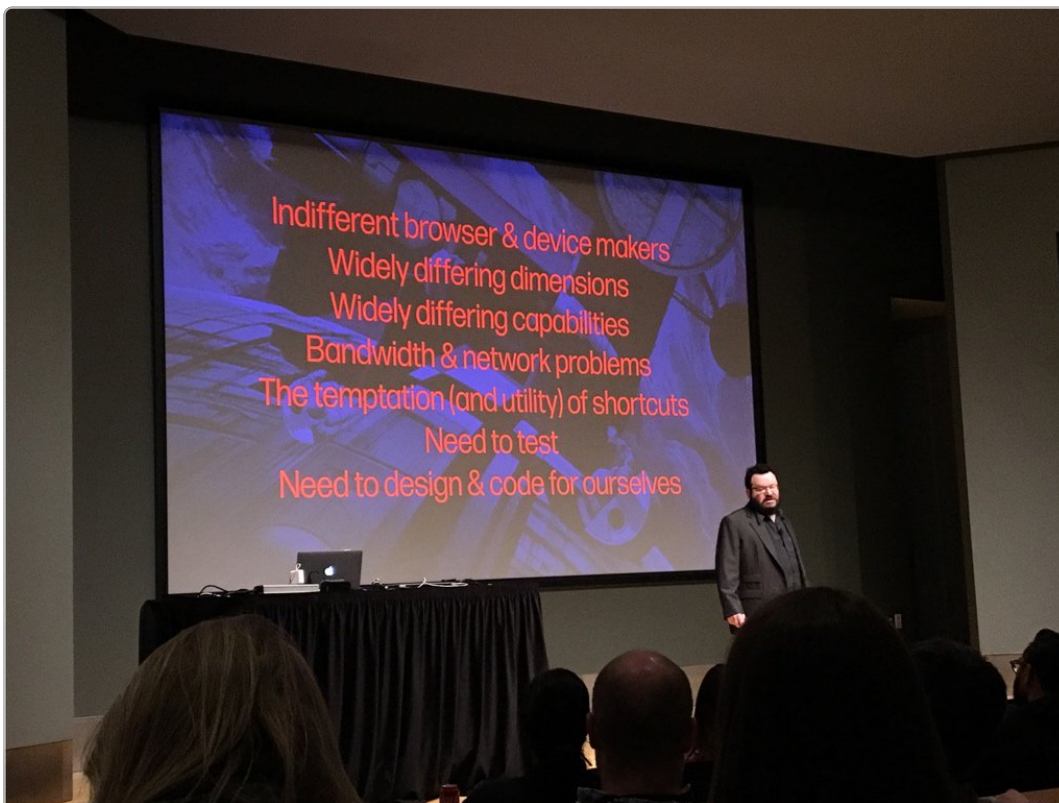
 Follow

The stuff you (re)write for yourself is always going to be leaner, more effective. #AEASEA

12:26 PM - 4 Apr 2016







**Anne Gibson**

@perpendicularme

 Follow

These have always been our problems (bonus @zeldman pic)  
[#AEASEA](#)

12:28 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

99.9% of websites were obsolete in the first version of Designing with Web Standards. Forward-compatibility, future friendly is key  
[#AEASEA](#)

12:30 PM - 4 Apr 2016





**Anne Gibson**

@perpendicularme

 Follow

Do people want your app or do they want the answer to their question and move on with their lives? #AEASEA

12:32 PM - 4 Apr 2016

   2



**Anne Gibson**

@perpendicularme

 Follow

Screen size detection to serve a custom layout to decide if something is touch sensitive?! All kinds of perils #AEASEA

12:32 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

We might have fantastic connections at work but we're on our phones half the time anyway, where speed is iffy #AEASEA

12:33 PM - 4 Apr 2016

  1  1



**Christa Dickson**

@IowaCodeNinja

 Follow

"We didn't have device labs back then. We had friends."

@zeldman #aeasea

12:35 PM - 4 Apr 2016

  1 

### Forward Compatibility Ingredients

- Full separation of structure from presentation and behavior
- Valid CSS used for layout. Tables used only for their true and original purpose: the presentation of tabular data such as that found in spreadsheets, address books, stock quotes, event listings, and so on
- Valid XHTML 1.0 Strict or Transitional (or HTML 4.01 or 5) used for markup
- Emphasis on structure. No presentational hacks in markup (Strict) or as few as possible presentational hacks in markup (Transitional)
- Structural labeling/abstraction of design elements—"Menu" rather than "Green Box"
- DOM-based scripting for behavior: if you need to fork your code, then sniff for object support, not browser versions
- Accessibility attributes and testing



**Anne Gibson**

@perpendicularme

 Follow

The forward compatibility ingredients have not changed. Change XHTML 1.0 to HTML 5 and good to go

12:37 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

"The best way to be future friendly is to be backwards compatible" ~ @adactio #AEASEA

12:37 PM - 4 Apr 2016





**Anne Gibson**  
@perpendicularme

 Follow

“We’re standardized on Bootstrap”. “That’s a great way to prototype.” (That’s how I feel about Angular.) #AEASEA

12:38 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

 Follow

“The web isn’t part of our strategy. We’re an app-focused play”. Who talks like that?! #AEASEA

12:40 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

 Follow

Apps that don’t connect to the web are dead. Instagram, for example, valuable \*because\* it’s a photo app \*connected to the web\* #AEASEA

12:41 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

 Follow

(I’ve been ignoring Instagram for years and I think @zeldman just sold me on trying it)

12:43 PM - 4 Apr 2016





**Anne Gibson**  
@perpendicularme

Follow

Your brand happens between devices. I start shopping at Amazon at the office and later check it on my phone. #AEASEA

12:44 PM - 4 Apr 2016

2



**Anne Gibson**  
@perpendicularme

Follow

How friendly is your brand, and how available are its features, no matter what device I use? That determines your brand #AEASEA

12:44 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

The mobile moment: people do more on their device than they do on a desktop. You sit at your desk and pull your phone out #AEASEA

12:46 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

“Family time” watching the same show and laughing together, while also surfing two other different devices #AEASEA

12:47 PM - 4 Apr 2016

2



**Christa Dickson**

@IowaCodeNinja

 Follow

Semantic markup, separating content from presentation. Which is now even easier with flexbox/grid layout. @zeldman #aeasea

12:48 PM - 4 Apr 2016

  1  1



**Anne Gibson**

@perpendicularme

 Follow

We're still designing pages. We just have more different kinds to design. We're also designing systems. #AEASEA

12:49 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

Start with a structural content hierarchy that's different from the visual hierarchy. Don't think about look. #AEASEA

12:51 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

When you structure by semantics, it becomes more visible to search engines as well as more semantically sound #AEASEA

12:51 PM - 4 Apr 2016

   1



**Anne Gibson**  
@perpendicularme

Follow

Once you have a semantic structure, CSS and Flexbox allow you separate structure from presentation [#aeasea](#)

12:53 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Future-friendly: we're not sure if it'll work forever but we think it'll hold up. [#AEASEA](#)

12:54 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

HTML 5 is basically about structure. It's custom made for atomic design. HTML5 anticipated atomic design [#AEASEA](#)

12:55 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Use a div to mark a semantic area if you can't define it any other way. Use the HTML tags first. [#AEASEA](#)

12:57 PM - 4 Apr 2016





**Anne Gibson**  
@perpendicularme

Follow

IDs have a bad rep because of Object Oriented CSS (OOCSS) cleaned up a real problem with descendent selectors [#AEASEA](#)

12:58 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

If you always use class names you can clean up a lot of problems, but that doesn't mean IDs are bad [#AEASEA](#)

12:59 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Someone needs to be in charge of the design of CSS code the same way you need to be in charge of the visual design.  
[#AEASEA](#)

1:00 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Make a CSS style guide. Hire a code design director. That director can keep the code clean [#AEASEA](#)

1:01 PM - 4 Apr 2016







**Anne Gibson**

@perpendicularme

 Follow

IDs work everywhere, lead to tight code, allow you to reference a particular element. Don't abuse it, coordinate teams [#AEASEA](#)

1:02 PM - 4 Apr 2016

  1  1



**Anne Gibson**

@perpendicularme

 Follow

Let people work directly with content. 90% of design is typography and the other 90% is white space [#AEASEA](#)

1:03 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

Design systems that support content, not the other way around. [#AEASEA](#)

1:03 PM - 4 Apr 2016



**Anne Gibson**

@perpendicularme

 Follow

Design responsively because mobile is today's first screen [#AEASEA](#)

1:03 PM - 4 Apr 2016

   1



**Anne Gibson**  
@perpendicularme

Follow

Style is the servant of brand and content. Remove each detail from your design until it breaks. #AEASEA

1:03 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Speed is part of your design process. #AEASEA

1:04 PM - 4 Apr 2016



**Anne Gibson**  
@perpendicularme

Follow

Don't design to prove you are clever. Design to make the user think she is. #AEASEA

1:04 PM - 4 Apr 2016



Like

Share

### Related stories

