MAGNETIC INTERACTIVITY
Creating charming interfaces
The plan
The plan

- Introductions
The plan

- Introductions
- About Users
The plan

- Introductions
- About Users
- Break
The plan

- Introductions
- About Users
- Break
- Stereotypes and Things You Should Know
The plan

- Introductions
- About Users
- Break
- Stereotypes and Things You Should Know
- Break
The plan

- Introductions
- About Users
- Break
- Stereotypes and Things You Should Know
- Break
- Interactivity Training
The plan

- Introductions
- About Users
- Break
- Stereotypes and Things You Should Know
- Break
- Interactivity Training
- Celebrate
Dan Mall

Philly representin’

Interactive Director at Happy Cog and tech editor for *A List Apart*

Married for 7 months

Love Flash work

Designer, art director, teacher, singer, coder, husband, author, speaker, wrestler, son, writer, blogger, brother...

Sunkist addict
What do users want?
Users want to love.
THE DESIGN OF EVERYDAY THINGS

DONALD A. NORMAN
Our emotions change the way we think, and serve as constant guides to appropriate behavior, steering us away from the bad, guiding us towards the good.

—Don Norman, Emotional Design
What do users expect?
DEFAULT ELEMENTS
1 Introduction

1.1 Purpose of the Document

This document sets out a series of recommendations designed to improve the user experience of the Web on mobile devices.

The recommendations are offered to creators, maintainers and operators of Web sites and are intended as the basis for assessing conformance to the mobileOK trustmark, which is described in the Mobile Web Best Practices Working Group Charter and is not developed in this document. At the time of writing of this document, documents describing mobileOK and techniques for implementing the Best Practice recommendations are being worked on.

1.2 How the Best Practices are Organized

The document is organized as follows:

1. Introduction. Describes the audience, purpose and scope of the document.

2. Requirements. An illustration of the type of problems that the Best Practices are intended to ameliorate.

3. Delivery Context. Discusses the environment within which mobile access to the Web is realized, with particular reference to adaptation.

4. Overview of Best Practices. A discussion of the organization of the Best Practices, and sources from which they were derived.

5. Best Practices. The statements themselves.

6. Conformance and mobileOK. A brief conformance statement and reference to the mobileOK documentation.

7. Appendices
Users want to know what's going on.
STRENGTHS & WEAKNESSES
STEREOTYPING: DESIGN
TYPOGRAPHY

What makes readers respond
TYPOGRAPHY

What makes readers respond

• Inherently interesting content
TYPOGRAPHY

What makes readers respond

• Inherently interesting content
• Multilevel readership that encourages scanning
TYPOGRAPHY

What makes readers respond

• Inherently interesting content
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• Headlines that make me want to know more
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- Headlines that make me want to know more
- Subheads that complete the story
TYPOGRAPHY

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- Intriguing captions
TYPOGRAPHY

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- Intriguing captions
- Well-built text
TYPOGRAPHY

What makes readers respond

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- Intriguing captions
- Well-built text

—Alex White, *Thinking in Type*
We are hiring

Senior Graphic Designer/AD(web)

Company: Apt  > Location: Oslo, Norway

Apt is an award winning interactive agency based in Oslo and Copenhagen. We are looking for a highly skilled senior designer/AD to join our creative team in our Oslo office. The position requires excellent design, strategic and conceptual skills as well as significant experience and a positive attitude.

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Apt is a leading, integrated interactive agency delivering high impact solutions to a broad client base. We are currently 30 people in our Oslo office.

You are a highly motivated senior graphic designer/AD with at least 3 years of experience.

Skills and qualifications

We are currently looking for candidates with significant hands-on experience. Most projects will require a high level of independence and self motivation.

You must be able to handle tight deadlines, while still delivering professional, highly creative work.

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Applicants should provide a full resumé, and a link to an online portfolio and/or 3-5 work samples clearly stating your roles and responsibilities for each project.

The application deadline is November 7, 2006.
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CONTACT US

SCRAPBOOK
SAY CHEEEEEEESE!

SEE WHAT HAPPENED

HUDS
LIMELIGHT: OUR STAFF

MEET OUR STAFF

TAKING OUT THE TRANS FATS

Trans fats (found extensively in processed foods) raise the bad and lower the good cholesterol. Baked goods are a prime source for them—so we’re serving only trans-fat free goods, from local bakers Carberry’s and Iggy’s.

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• DINNER
• BREAKS
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The School of Life

Saul Taylor reports from the heart of Bloomsbury on the enterprise that gives new meaning to the phrase 'retail therapy'. 03.09.08

Latest Programme Articles

**NEWS REPORT**
Hotel Nimb
Recently reopened in Copenhagen's Tivoli gardens, Nimb has provided the city with a badly needed asset - an outstanding hotel. 09.07.08

**NEWS REPORT**
The Bookseller of Beirut
As anywhere, Lebanon's independent bookstores have slowly been eaten up by big, bland chains. But Esquire, set in the once thriving district of Hamra, stands out as a slightly dusty, but proud, pillar of independence. 18.06.08

**BUSINESS BRIEFING**
Down time - San Pedro
Hotel de Larache, part of the Explora hotel group's three luxury hotels in Chile, has had a makeover.

**BUSINESS BRIEFING**
Address book - Buenos Aires
Rue de Bagnolet is not the Paris of most people's imagination.

**BUSINESS BRIEFING**
Give me shelter - Paris
Rue de Bagnolet is not the Paris of most people's imagination.
LAYOUT AND GRID

The purpose of a grid

“Information presented with clear and logically set out titles, subtitles, texts, illustrations, and captions will not only be read more quickly and easily but the information will also be better understood and retained in memory. This is a scientifically proved fact and the designer should bear it in mind constantly.”

—Josef Müller-Brockman, *Grid systems in graphic design*
Latest News:

**Ringtone Contest: Win a Cell Phone**

Ringtone provider Ringster is running a contest to win a new Motorola v710 phone with camera, video, and music playback, plus music from N.E.R.D. Check out ringtones from N.E.R.D. and other Neptunes productions! [Check it out HERE](#)

Aug 23

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**The Band Wins Oven Fresh**

"Maybe" won Fuse's Oven Fresh! Now you can watch the video on Oven Fresh Keepers on Friday afternoon, June 18 at 4 p.m. ET and Friday night at 2 a.m. (just after midnight).

Jul 17

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**Pharrell "People" Mags Most Eligible Bachelors List**

Check out Pharrell in People Magazine on stands now as he is listed as one of the fifty most eligible bachelors!

Jul 16

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**The Band on Leno Tonight**

Don't miss the band tonight, June 15 on NBC's "The Tonight Show with Jay Leno" at 11:35 p.m. ET. Check your local listings [HERE](#) For more information visit: [Leno](#)

Jul 15
INFORMATION DESIGN
ZOPE BASED CONTENT MANAGEMENT

Infosion™ ist eine Multimedia Agentur mit Sitz im Zentrum von Köln.

Die Schwerpunkte unserer Arbeit sind Design und Produktion von Internetauftritten, bei denen wir vornehmlich auf der Basis von Content Management Systemen Frontend und Backend mit einander verknüpfen. Im Multimedia-Bereich produzieren wir Infotainment-Titel, Unternehmenspräsentationen, Animationen und Videotrailer auf CD-ROM oder auf Terminalsystemen.

Mit Crashdebug haben wir uns auf barrierefreies Internet und Lösungen für das Gesundheitswesen spezialisiert. Zusammen mit unseren Netzwerkpartnern garantieren wir unseren Kunden die sichere Durchführung aller Projekte und schaffen somit eine zusätzliche Investitionssicherheit.
WAS WIR IHNEN BIETEN
EINE DURCHDACHTE UND MASSGESCHNEIDerte LöSUNG
MIT ALLEN KOMPONENTEN AUS EINER HAND.

Der Erfolg eines Projekts wird durch die eingesetzten Mittel bestimmt. Unsere Vorgehensweise stellt eine Struktur bereit, in die alle Beteiligten ihr spezielles Fachwissen einbringen können und die Entwicklung erfolgreich voran treiben.

Information Design
GUI-Design, User Centered Design

Content & CMS
Produktion von Internetseiten

ZMS Clinical
Content Management im Gesundheitswesen

RichMedia
DVD, CD-Rom und Animation
NEGATIVE SPACE

Grouping and order

“Shape and composition have a direct impact on viewer perception. When elements are not grouped and each is surrounded by white space, the surrounding spaces are many and the composition appears chaotic and unorganized. As elements are grouped, the white spaces become fewer and larger, and a simplified more cohesive perception of the composition is created.”

—Kimberly Elam, Grid Systems
the POINT OF CONTACT

Are you inspired? Let’s talk about where we can go from here.

GET STARTED
Submit a request for proposal online and receive a prompt response.

P 216 241 0777
F 216 241 0779
E info@traitstudio.com

2570 Superior Ave., Suite 301
Cleveland, Ohio 44114

From the SOUTH
Drive North on 77 or 71
Continue onto I-90 E
Follow the Interbelt around Downtown
Take the Superior Ave. Exit
Turn Left onto Superior Ave.
Our building is across from BP
Use the East entrance
Parking is available in the front

From the EAST
Drive West on I-90
Follow the 77S, 90E leg
Take the Superior Ave. Exit
Our building is across from BP
Use the East entrance
Parking is available in the front

From the WEST
Drive East on I-90
I-90 will take you all the way to our exit
Follow the Interbelt around Downtown
Take the Superior Ave. Exit
MOVEMENT

Movement is very attractive, so it should be used carefully.

“Movement should help you understand the interrelatedness or sequence of information you’re presenting. The audience should be able to process the information in the order that the movement presents it.”

—Nancy Duarte, slide:ology

- Movement softens transitions
- No snapping
- “Something is happening” vs. “Something happened”
ANIMATION

Animation should be natural and alive

“The word animation is derived from the Latin word *anima*, which loosely means ‘the breath of life.’ Most presentation animation sucks the life out of the audience instead of breathing life into it.”

—Nancy Duarte, *slide:ology*

“Control timing to capture the audience. Timing conveys a character’s thought process and emotions, and strengthens story points.”

—John Lasseter, *Timing for Animation*
STEREOTYPING: TECHNOLOGY
HTML

A structural markup language

“All web pages are written with HTML. [It] lets you format text, add graphics, sound, and video... [It] has 2 essential features—hypertext and universality. Hypertext means you can create a link in a Web page or to practically anything else on the Internet. Universality means that virtually any computer can read a Web page. The Web is open to all.”

—Elizabeth Castro, *HTML 4 for the World Wide Web*
CSS

A presentational language, used for styling

“With CSS, it became possible to control how a page looked externally and to separate the presentational aspect of a document from its content. Presentational tags could be ditched, and layout could be controlled using CSS instead of tables. Markup could be made simple again, and people began to develop a newfound interest in underlying code.”

—Andy Budd, Cameron Moll & Simon Collison, CSS Mastery
“JavaScript is used to add dynamic behavior to your website. The things that happen when you interact with the page—by clicking a button, dragging an image, or moving the mouse—are defined in JavaScript. It works with the Document Object Model to attach actions to different events (mouseovers, drags, and clicks).”

—Stuart Langridge, *DHTML Utopia: Modern Web Design Using JavaScript & DOM*
FLASH

A feature-rich application with a long history

“Flash has a powerful programming language, a bucket full of filter and blending tools, and cross-product integration with tools like Illustrator, Photoshop, and Flex to help you make great animation, applications, or motion design. It’s an incredible tool for expressing your creativity, style, and unique ideas.”

—Jen deHaan, How to Cheat in Adobe Flash CS3
AJAX

Desktop-like experience on the web

Ajax isn’t a technology. It’s really several technologies, each flourishing in its own right, coming together in powerful new ways. Ajax incorporates:

—Jesse James-Garrett, Ajax: A New Approach to Web Applications
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- standards-based presentation using XHTML and CSS;

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• standards-based presentation using XHTML and CSS;
• dynamic display and interaction using the Document Object Model;
• data interchange and manipulation using XML and XSLT;
• asynchronous data retrieval using XMLHttpRequest;
• and JavaScript binding everything together.

—Jesse James-Garrett, Ajax: A New Approach to Web Applications
WEB STANDARDS

Separation of content, style, and behavior

“Web standards are the tools with which all of us can design and build sophisticated, beautiful sites that will work as well tomorrow as they do today.”

—Jeffrey Zeldman, Designing With Web Standards
PROGRESSIVE ENHANCEMENT

Web design strategy that focuses on content

“Begin with the basic version, then add enhancements for those who can handle them.”


• http://www.alistapart.com/articles/understandingprogressiveenhancement
• http://www.hesketh.com/publications/inclusive_web_design_for_the_future/
• http://en.wikipedia.org/wiki/Progressive_enhancement
Three in one

15.10.2008

SPAN, a leader in the croatian ICT sector, has recently launched an excellent online backup service called Digitalni Trezor (The Digital Vault) and has contracted us to come up with a solution that will sell the service in the regional market. What we did was build the site digitalnitrezor.net. It’s all us – the idea, visual design, renders in After Effects, programming, coding, even the copy on the site... really the whole shebang! And, obviously, we too are using the service and would recommend it to anyone and everyone. If the site language is no barrier, go claim your free trial.

So... are you into Big Brother? We’ve done this years’ site as well, as RTL television continued their vote of confidence in us. We’re glad that this year we could use bigger videos that are also of better quality. The most prominent feature this year is the gallery, but there’s a twist: the classic categories were
LINKS & BUTTONS
DESIGNING A LINK
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John Coltrane’s ‘A Love Supreme’ is on sale at iTunes for $7.99.
SOME THINGS TO REMEMBER
CONSISTENCY

Users demand it. There's no way around that.
Lucky Rabbit Reel
from Ryan Scheer

02:57
vimeo

RECENT PROJECTS

Shout Out
Client: Honey Claws
Category: Music Videos
Watch Video

Fighting Cocaine
Client: The Come Latelys
Category: Music Videos
Watch Video

Who We Are Now Is Who We’ve...
Client: Deadman
Category: Documentaries
Watch Video

View All Projects

BLOG HEADLINES

Artist Profile
You always hear about all the gory details of pop musicians, movie stars and reality stars (although they are anything but stars)... but what about the other guys??? We figured it was about time to cover some real artists that live an everyday life like the rest of us. Come on in and check out a sneak preview of our new Artist Profile series.

Read More

Making the Feature
We recently visited Henderson, Kentucky to visit our new friend and author of our newly optioned book Joey Goebel.

Read More

Shout Out...
The Honey Claws “Shout Out” video was a fun one (to say the least). Two days in a 100+ degree heat was hard enough for us shooting the video, but even harder for the Honey Claws guys who were running around in Mascot outfits the whole time! We have, for some time now, wanted a music video that would test our concept and shooting style...this was the one!

Read More

Welcome To The New Website!!
Well we have officially been in business...
Artist Profile
You always hear about all the gory details of pop musicians, movie stars and reality stars (although they are anything but stars)...but what about the other guys???
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Well we have officially been in business...
Høst og hygge

Hei alle dere der hjemme! Takk for utrolig hyggelige øyeblikk, måltider, turer og gjensyn - turen hjem var flott på alle måter og har bare gjort meg enda mer glad i dere! (Nøe som også gjør at jeg synes dere enda mer...).
Jeg vil allikevel at dere skal vite at vi har det bra her nede også - både Ole Martin og jeg har nye prosjekter på gang, vi har leiligheten full av store ullskjerf og -jakker som holder oss varme i høstmørket og i dag har vi spist pannkaker med blåbærssyltetøy til frokost!
THOROUGHNESS

Plan for everything.
APPROPRIATENESS

Effects should exist for a very specific reason.
CHOOSING TECHNOLOGIES

Should you use...
HTML?
HTML?

Yes.
HTML?

Yes.

As long as it’s web content.
CSS?
CSS?

Maybe, depending on the average user agents for the intended audience.
CSS?

Maybe, depending on the average user agents for the intended audience.

Most of the time, you’ll want to use this.
JAVASCRIPT?
JAVASCRIPT?

Only if you’re looking to modify the existing page structure.
JAVASCRIPT vs. AJAX
JAVASCRIPT vs. AJAX

JavaScript is a client-side scripting language that allows you to manipulate the structure of the page.
JAVASCRIPT vs. AJAX

JavaScript is a client-side scripting language that allows you to manipulate the structure of the page.

Ajax uses JavaScript to edit the structure of the page, without being constrained to the data already loaded.
JavaScript vs. AJAX

AJAX OR NO AJAX?

JavaScript is a client-side scripting language that allows you to manipulate the structure of the page.

Ajax uses JavaScript to edit the structure of the page, without being constrained to the data already loaded.
AJAX vs. FLASH
AJAX vs. FLASH

JAVASCRIPT OR FLASH?
AJAX vs. FLASH

JAVASCRIPT OR FLASH?

JavaScript is good for manipulating structure.
AJAX vs. FLASH

JAVASCRIPT OR FLASH?

JavaScript is good for manipulating structure.

Flash is good for enhancing structure.
AJAX vs. FLASH

JAVASCRIPT OR FLASH?

JAVASCRIPT + FLASH
AJAX vs. FLASH

JAVASCRIPT OR FLASH?

JAVASCRIPT + FLASH

• SWFObject
AJAX vs. FLASH

JAVASCRIPT OR FLASH?

JAVASCRIPT + FLASH

- SWFObject
- Variables
AJAX vs. FLASH

JAVASCRIPT OR FLASH?

JAVASCRIPT + FLASH

- SWFObject
- Variables
- Dynamic data, driven by HTML
IS THIS JUST A CRASH COURSE OF EVERYTHING WE ALREADY KNOW?
“It took 34 years for me to draw that logo in 4 seconds.”

—Paula Scher
Use real life as your guide.
SOME GUIDELINES

Tips for Brainstorming
SOME GUIDELINES

Tips for Brainstorming

- Every idea is good
SOME GUIDELINES

Tips for Brainstorming

• Every idea is good
• What if...?
SOME GUIDELINES

Tips for Brainstorming

• Every idea is good
• What if...?
• Techniques, not technology
SPLITTING UP
THE BRIEF

Catering to a specific user

Imagine that Carsonified approached your team to design next year’s Future of Web Design site.
THANKS
Hope you enjoyed it!