/develop/discover/design
/issue 235/december 2012/www.netmagazine.com

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issue 235

*Retina: optimise your site
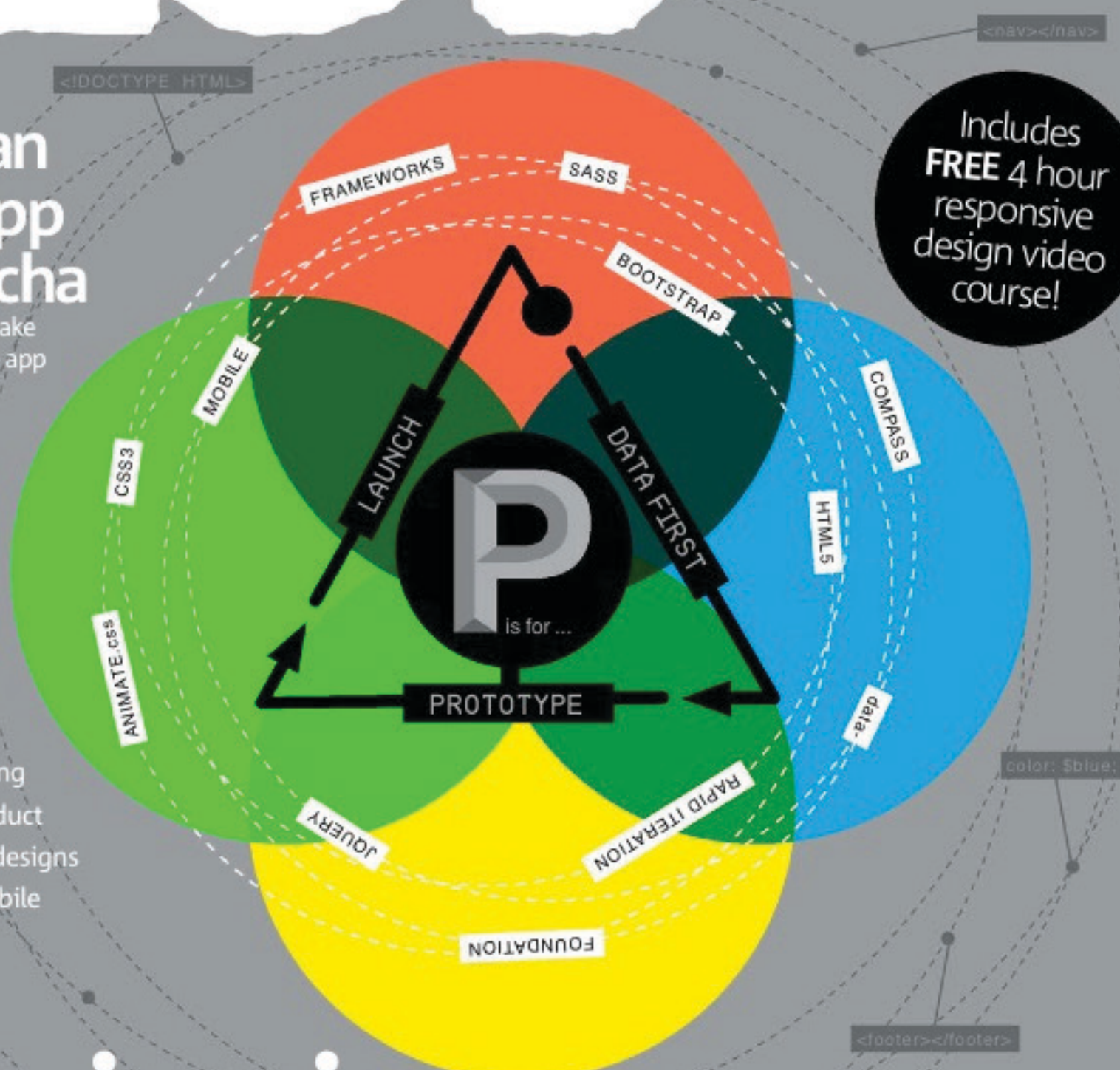
Leading experts explain how to update for hi-res displays

>Create an HTML5 app with Sencha

Use web standards to make a location-based mobile app

Plus

- Responsive retrofitting
- Plan the perfect product
- Create harmonious designs
- Test your site for mobile
- Build your own API

FRAMEWORKS · SASS · BOOTSTRAP · COMPASS · HTML5 · data- · MOBILE · CSS3 · ANIMATE.css · LAUNCH · DATA FIRST · JQUERY · RAPID ITERATION · FOUNDATION · PROTOTYPE · P is for ...

`<!DOCTYPE HTML>` `<nav></nav>` `<input type="email">` `color: $blue;` `<footer></footer>`

> # Design in the browser

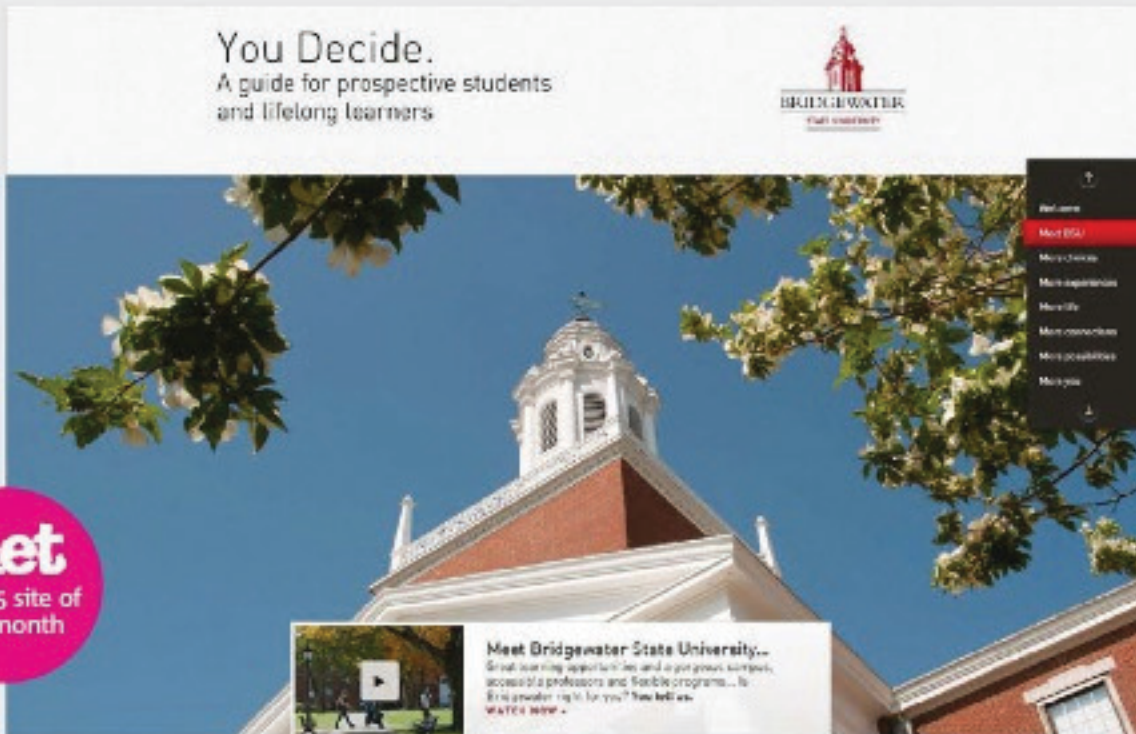Prototype like a pro with HTML5, CSS3, jQuery, Sass and frameworks like Foundation and Bootstrap

Exclusive interview

"Good art direction elicits emotional responses. I don't think good design necessarily does that."

Dan Mall

Future
MEDIA WITH PASSION

/gallery/HTML5

Rich Clark

.net
HTML5 site of the month

"We try to find a balance between the semantics and productivity"

Matt Amyot

You Decide

(1-2) You Decide (http://youdecide.bridgew. edu) was designed and produced by Boston and San Francisco-based Weymouth Design (www. weymouthdesign.com) for Bridgewater State University, to encourage new students to join the school. Weymouth art director Matt Amyot explains the agency "used HTML5 markup because it's progressive and more expressive." Several new elements are used, along with **data-*** attributes to control the speed of moving elements on the site. "Getting semantics right is important," notes Amyot, "but worrying about getting them right 100 per cent can compromise on productivity. We do our best to find the right balance between the semantics and productivity."

HTML5 video is also used with the help of Projekktor (www.projekktor.com), a wrapping library that does the hard work for you. Weymouth also found using HTML5 helped when prototyping. "With the semantics and relaxed nature of HTML5 (compared with XHTML), we find our design team can more easily approach rapid prototyping of concepts and frontend development, once the initial learning curve is tackled," Amyot explains.

The Mustache Game

(3-4) The brainchild of Dan Nelson, Steve Dolan and John Dierks, The Mustache Game (www. themustachegame.tv) is an online version of a popular drinking game. The team built a JavaScript bookmarklet to enable users to play the game with video platforms such as Hulu and YouTube.

The site is built with HTML5, and Nelson comments that "learning the semantics and basic rules was actually refreshing". New elements are used, and Nelson explains that using the **<video>** element the team could "easily embed a movie, use fallbacks for each browser, overlay jQuery and give visitors a chance to try out the game without leaving our site". Nelson also believes HTML will "force developers to help build better standards, grow the platform and showcase what HTML5 is capable of – a challenge that should produce some exciting new features and web experiences in the months to come".

The Fella

(5) The Fella (www.thefella.com) is the personal website of developer/photographer Conor MacNeill. It focuses on his photography, and each

post's mood fits with that of the image it features. The sites uses a number of HTML5 elements such as **<time>** as well as "techniques like prefetch and prerender to make the site super-fast", MacNeill reveals. Microformats and microdata are also included throughout, and MacNeill remarks that simply "by adding a few extra classes, you can enhance the user's experience no matter how they choose to read your content".

MacNeill had hoped to use AppCache, but at the time of writing it only supports using resources on the same domain – so in the end using a CDN was preferable. But MacNeill hopes to get around this in future by using localStorage. He also feels "even more useful features will appear [down the line] and some capabilities [of browsers] will be refined".