Digital
Week

Digital Week

MORNING WORKSHOP

TIME TRAVELLER'S GUIDE TO DIGITAL DESIGN

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THREE DIGITAL TEAM

Digital Week

(PART 1)

PAST TO PRESENT

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The very Beginning…

1989
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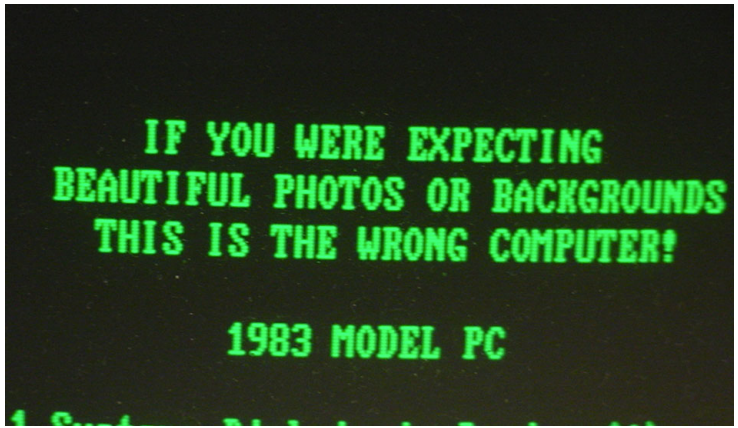
- Black Screens, monochrome pixels
- Design made by symbols and tabulation (Tab Ikey).



(1989) Birth of the Web

- **Tim Berners-Lee**, a British scientist at CERN, invents the World Wide Web **(WWW).**
- The web was originally conceived and developed to meet the demand for automatic information-sharing between scientists in universities and institutes around the world.
- First version of **HTML** (HyperText Markup Language) a simple, text-based page with a few links
- Only allowed for very basic content structure: headings (<h l>, <h2>t etc),, paragraphs (<p>), ,and links (<a>).

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(1991) First Web Page

- 1989
- **1991**
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- 2017

World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary of the project, Mailing lists , Policy , November's W3 news , Frequently Asked Questions .

What's out there?
Pointers to the world's online information, subjects , W3 servers, etc.
Help
on the browser you are using
Software Products
A list of W3 project components and their current state. (e.g. Line Mode ,X11 Viola , NeXTStep , Servers , Tools , Mail robot , Library)
Technical
Details of protocols, formats, program internals etc
Bibliography
Paper documentation on W3 and references.
People
A list of some people involved in the project.
History
A summary of the history of the project.
How can I help ?
If you would like to support the web..
Getting code
Getting the code by anonymous FTP , etc.

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(1994) W3C & HTML2. First Browsers

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- World Wide Web Consortium (W3C) was established, and they set HTML as the standard for marking up web pages. Their mission js developing protocols and guidelines for web designers.
- Still Berners-Lee improving his HTML to HTML2
- Netscape v.0.9 Was released October 1994

  It went on to become the 1st one portal to the web in early 1995, and later that year came Explorer & Opera.

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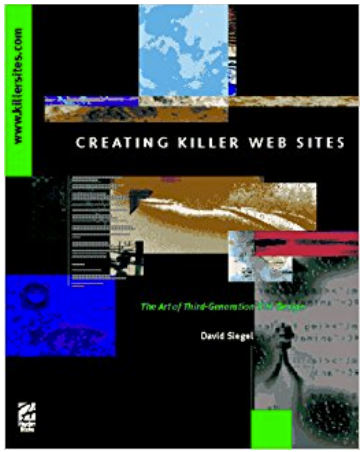
(1995) Designing with Tables

- The birth of browsers that could display images was the first step into web design as we know it.
- So putting tables within tables, figuring out clever ways to mix static cells was the thing.
- Started by **David Siegel**



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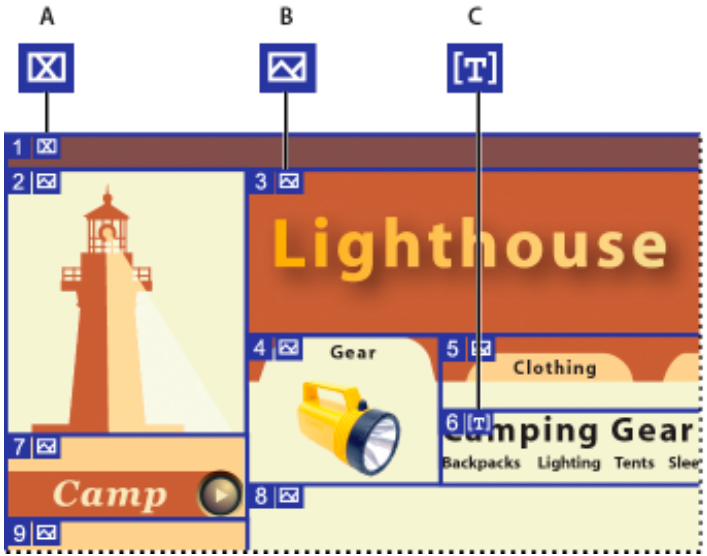
(1995) Designing with Tables

- This were fragile structures
- The term **SLICING DESIGNS** became popular. Designers would make a fancy layout, but it was up to developers to break it into small pieces and figure out the best way to make that design work.
- Javascript comes to the rescue! (Interactions)



(1996) Search Engines

- First Web Directories (Yahoo & Google)
- Apple

(1996) Flash: Golden Era for Creativity

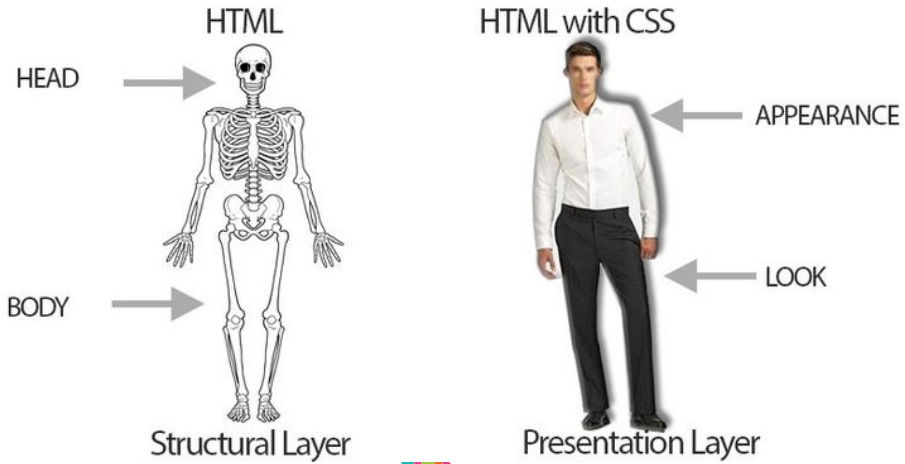
- To break the limitations of existing web design, a technology was born that promised a freedom never seen before.
- The designer could design any shapes, layouts, animations, interactions, use any font and all this in one tool

starts to decay when Apple releases their first iPhone (2007)

http://www.sensisoft.com/
http://www.2advanced.com/
http://techno.org/electronic-music-guide/

(1998) HTML4 and Style Sheets

- In addition to the text, multimedia, and hyperlink features of the previous versions, HTML 4 supports more multimedia options, scripting languages and cascading stylesheets (CSS).
- CSS separates content from presentation.



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(2002) Skeuomorphism

- Realistic looking design: emulates real looking objects.

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(2007) Mobile Uprising. Grids & Frameworks

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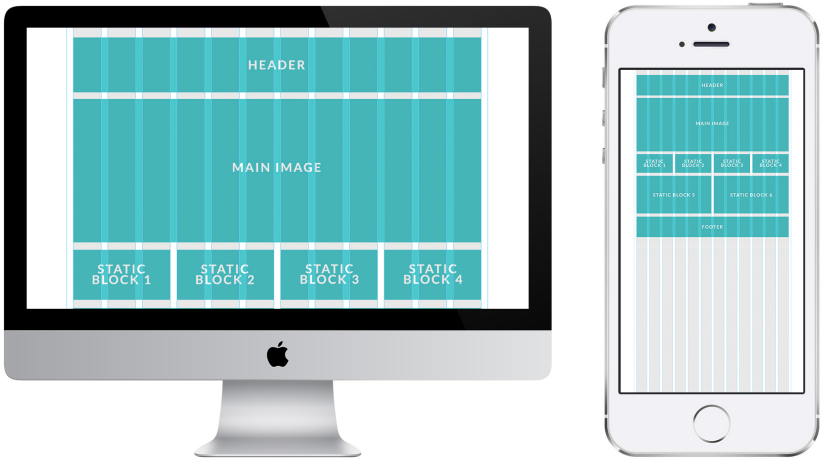
- Challenge, browsing mobile phones. Should design be the same on tiny screen, or stripped down?
- Different designs for devices
- First approach to improvement: Column Grids



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(2010) Responsive Web Design

- E**than Marcotte** redefines the actual approach. Proposes same content but different layout for design. Coins the term Responsive Design.

- It works on the phone!

- For devs: how images are served, download speeds, sematics, mobile fist… and more

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(2010) Flat design

- Simplify visual elements, typography and use flat colors.
- Evolves later on into Material Design (Google) in 2014.

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(2015) HTML 5

- New elements which make easy the integration of multimedia and graphical content to web, without using flash and third party plugins

Examples:
http://mrdoob.com/projects/chromeexperiments/ball-pool/
http://alteredqualia.com/cubeout/

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2017

(PART 2)

10 Trends to Shape PRESENT & FUTURE

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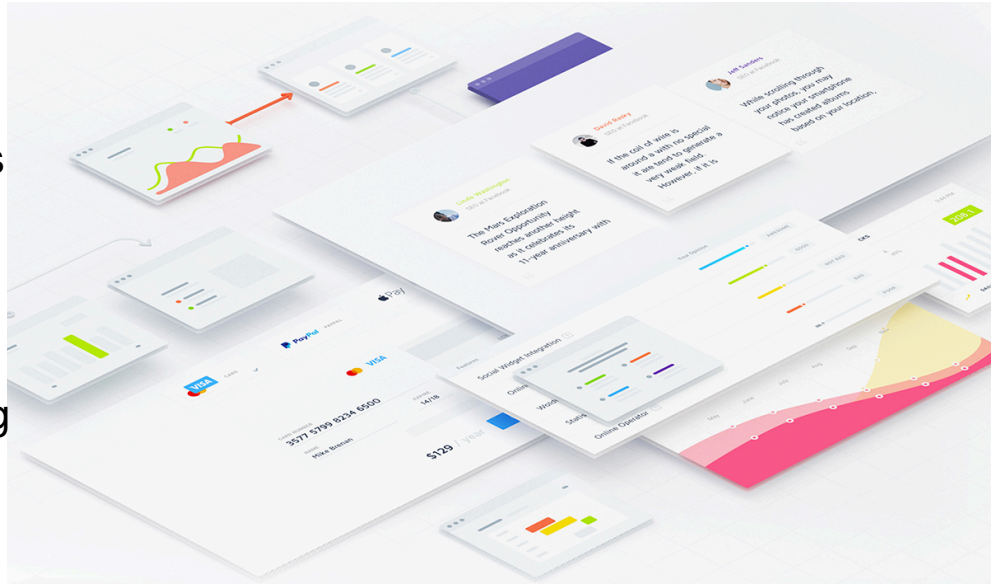
01 Semi Flat Design (Flat 2.0)

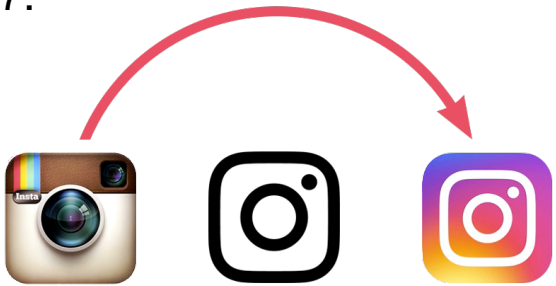
Influenced by Material Design, Flat Design becomes more dimensional. This transition begins with some light shadows, making it a semi flat design.

The evolution of flat design from a minimalist style suits the new developing technologies. Flat design is still in, but it has undergone some improvements.

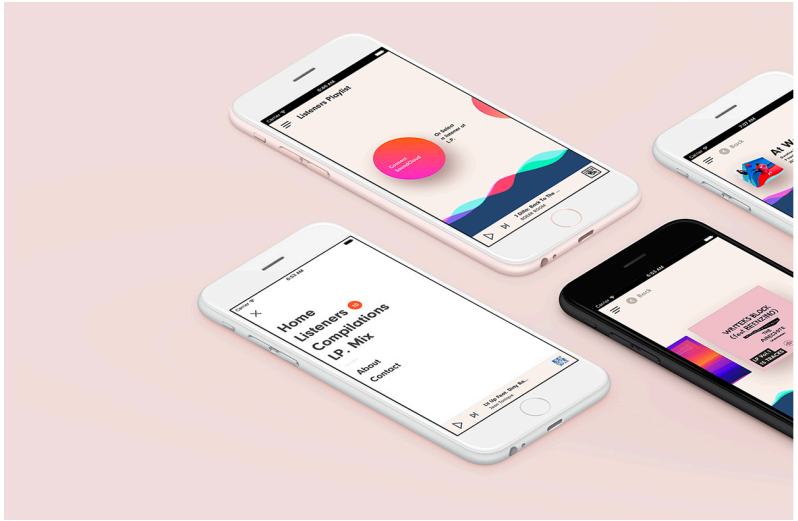


01 Semi Flat Design (Flat 2.0)

The smooth shading adds a depth and complexity without destroying the flat design feeling. This is a new feature added to the flat trend and will continue to evolve in 2017.



Skeuomorphism Flat Design ?



02 Cinemagraphs

Cinemagraphs aren't the regular gifs we see all around the web. Cinemagraphs are still images with minor elements moving in them. This technique makes a simple photo more realistic by bringing it to life.

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02 Cinemagraphs

03 3D

3D is definitely heading our way and we are going to see its influence in all design fields.

With the Virtual Reality /Augmented Reality revolution rapidly building momentum, this domain is evolving pretty fast.

04 Landing Pages

We will see a rise in landing pages due to their potential for marketing purposes and their ability to better target visitors.

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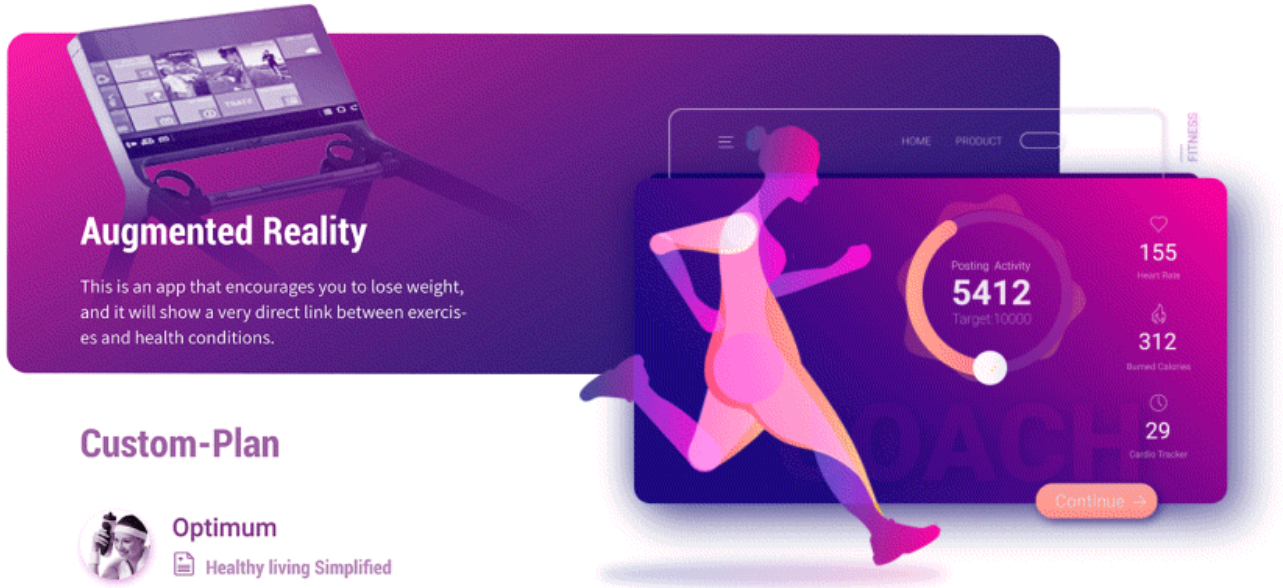
05 Animations

Animations are more and more present in web design and they can be gifs, SVG, WebGL CSS or videos.

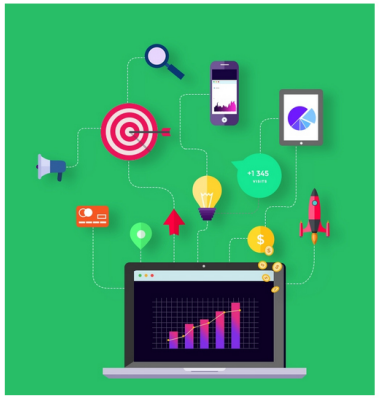


05 Animations

06 Custom Graphics & Illustrations

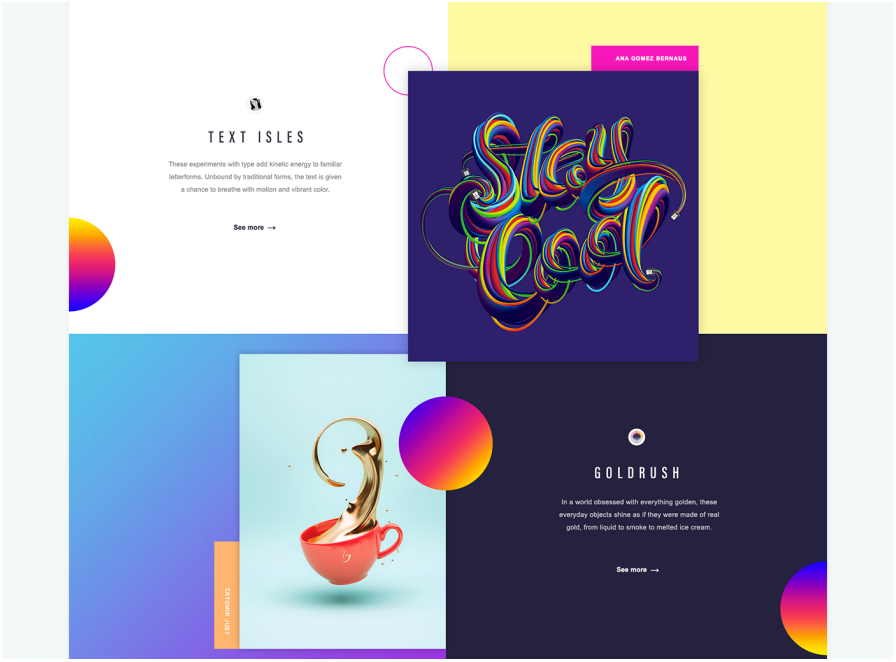
Growing trend on the use of custom made graphics and illustrations.

Less stock and more original, unique images.



07 Corageous Colors

Use bold colors to make a statement. Material design and flat design go perfectly with bold colors.



08 Parallax / innovative Scrolling

This visual idea is great to add a unique element to any website. From horizontal scrolling to a multi layered or video parallax, anything is possible.

09 Color Transitions

Color transitions are one of the biggest trends right now. Beginning in 2016 and growing quickly after, big names like Instagram decided to change their logos and images from a flat color to a multi-colored transitions. From logos to buttons or picture overlays, this trend is everywhere.

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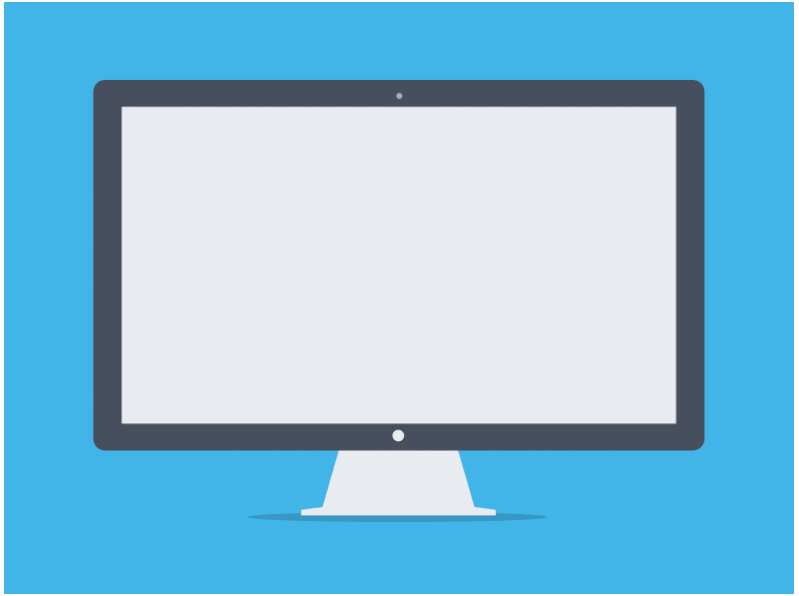
10 Responsive is King

Tablets and smartphones are now the first choice when it comes to browsing websites surpassing desktops, laptops and tablets.



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Q&A

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Thank you.

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