



The Web Reality Tour

Version 1.0

Grant Hutchinson
Interface Considerations & Toys
EyeWire, Inc.



Introduction.

- Some personal background.
- What this talk is all about.



What the web can do.

- It can excite & frustrate.
- It can break very easily.
- It can empower.
- It can be immediate.
- It can deliver nearly anything.



What the web can't do.

- It can't be everywhere.
- It can't do anything by itself.
- It can't fix bad design.



The reality of it all.

The web browser is not your friend.

- Pages display at different sizes.
 - Pages display using different fonts.
 - Pages use different color palettes.
 - Pages load at different speeds.
 - Same browser on different platforms.
- 🌐 Example www.wirednews.com

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Following years of hype, store shelves are finally stocked with digital TV sets, which have been widely touted as the single greatest technical innovation in television since the color picture tube. But what, exactly, is digital TV and is it worth its steep price?

The Starr Report*More Special Reports...***COMMENTARY****Rants & Raves**

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[Today](#)

[The Past 7 Days](#)

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Browser Without
Capability To Display
HTML Tables or
Font Attributes
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The reality of it all.

Wearing someone else's shoes.

- Scrunch your images.
- The gamma game.
- Screen size issues.
- Oh, those nutty fonts.
- Test remotely.
- Test cross platform.



The reality of it all.

Getting there is only half the fun.

- Navigation.
- Consistency.
- Redundancy.
- Contact information.
- User testing.
- 🌐 Example www.photodisc.com



The reality of it all.

Degrading gracefully.

- Lowest common denominator design.
- Creative compromises.
- Upfront requirements.
- Test. Test. Test.



The reality of it all.

Bell & whistles & toys, oh my.

- Extending functionality.
- Plug-ins are not standard equipment.
- Plug-ins can be “unplugged”.
- Plug-ins are memory hogs.
- Examples.



The reality of it all.

Dynamic HTML

- Makes static pages dynamic.
- Control of element layers.
- Animation.
- Interactivity.
- 🌐 Example www.panic.com



The reality of it all.

Cascading Style Sheets

- More robust typographic control.
- Paragraph & character level styles.
- Layering of elements.
- Some page layout abilities.
- 🌐 Example www.microsoft.com/typography/css/gallery/



The reality of it all.

JavaScript

- Animation.
- Interactivity.
- Automation and messaging.
- Validation of data.
- 🌐 Example www.beastieboys.com



The reality of it all.

Flash

- Interactivity.
- Sound synchronization.
- Vector based images.
- Fast and compact.
- 🌐 Example www.slaphappyart.com



The reality of it all.

QuickTime

- Easy video and audio.
- Interactive.
- Virtual virtual reality.
- Industry standard.
- 🌐 Example www.apple.com/imac/theater/



The reality of it all.

Acrobat PDF

- Graphically rich.
- Potentially interactive.
- Distribute, then print.
- Government approved.
- 🌐 Example www.octavo.com/collection/



The reality of it all.

Acronym Soup

- COM, DOM, DCOM, CORBA, HTTP, FTP, TCPIP, SMTP, DTD, APOP, POP3, LDAP, MIME, IMAP, CSS, CSS1, CSS2, CSSP, SSL, SGML, HTML, DHTML, HDML, XBDHTML, XML, XSL, PGML, PPP, UUCP, VBA, JAVA, SQL, PLSQL, ODBC, JDBC, DHCP, PDF, EPDF, SMIL, VRML, QTML, MPEG, MP3, PNG, AIFF, MIDI, URL, URI, DNS



The reality of it all.

The unweb.

- Push media, pull media.
- Hybrid media.
- Handheld devices.
- Connectables.
- Email.



In summary.

- You designed it. Someone else uses it.
- Remember it's a multiplatform world.
- Don't let the toys rule your site.
- Make friends with a geek.
- Test everything.
- Test everything again.
- Solicit and read feedback.
- Surf.



Contact information.

- Personal email grant@splorp.com
- 🌐 Personal web www.splorp.com
- Work email ghutchin@eyewire.com
- 🌐 Work web www.eyewire.com
- Slide notes will be posted shortly.
- 🌐 www.splorp.com/realitytour/



Q & A

→ Questions? Queries? Quandries?