

# **Beyond Web Standards:** *Crafting Design & Development Standards*

**Kimberly Blessing**

Web Developer, Manager, & Standards Evangelist

J. Boye Philadelphia 2010

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# designing with web standards third edition

jeffrey zeldman  
with ethan marcotte



New  
Riders

Copyrighted Material

VOICES THAT MATTER™

▶ Section 1

▶ Section 2

▶ Section 3

▶ Section 4

▼ Section 1

Mauris mauris ante, blandit et, ultrices a, suscipit eget, quam. Integer ut neque. Vivamus nisi metus, molestie vel, gravida in, condimentum sit amet, nunc. Nam a nibh. Donec suscipit eros. Nam mi. Proin viverra leo ut odio. Curabitur malesuada. Vestibulum a velit eu ante scelerisque vulputate.

▶ Section 2

▶ Section 3

▶ Section 4

Web standards establish a level playing field, so designers and developers can expect consistency amongst browsers.

**It's up to us to establish our own design and development standards.**

REVISED AND EXPANDED EDITION

The New York Times

MANUAL  
OF  
Style  
and  
Usage

THE OFFICIAL STYLE GUIDE  
USED BY THE WRITERS AND EDITORS OF  
WORLD'S MOST AUTHORITATIVE NEWSPAPER

ALLAN M. SIEGAL and WILLIAM G. CONNORS

NEW  
EDITION

WILLIAM  
STRUNK JR.  
AND  
E.B. WHITE

"...still a little book, small enough and important enough  
to carry in your pocket, as I carry mine."  
— Charles Osgood

The  
ELEMENTS  
of  
STYLE

FOURTH EDITION

FOREWORD BY ROGER ANGELO

THE  
CHICAGO  
MANUAL  
OF STYLE

The Essential Guide for  
Writers, Editors, and  
Publishers

15th edition

AP Associated Press

The Associated Press  
Stylebook

FULLY REVISED AND UPDATED  
WITH MORE THAN 50 NEW ENTRIES,  
THE INDUSTRY'S BEST-SELLING REFERENCE FOR 27 YEARS,  
ESSENTIAL FOR JOURNALISTS, STUDENTS, EDITORS AND  
WRITERS IN ALL PROFESSIONS

MORE THAN  
2 MILLION  
COPIES SOLD

# AOL Style Guidelines

Updated: [9/30/02](#)

- AOL Screens
- AOL Logos & Icons
- Branding & Partner Co-branding
- Typography
- Writing Guidelines
- Selection & Input Widgets
- Navigation & Clickables
- Dialogs & Wizards
- Photo Usage
- Performance Guidelines
- Advertising & Sponsorships
- Art Production & Optimization

## ***Other Resources:***

- [Design Review Process](#)
- [Product Specific Guidelines](#)
- [Designing for Accessibility](#)



## **[Styleguide updates for AOL 8.0!](#)**

Get the information you need to design for 8.0 here.

## **Design Guidelines for the America Online Product and Services**

A great member experience is critical to member acquisition and retention and to further the AOL corporate mission. With so many people worldwide working on different aspects of the evolving AOL service, it's crucial for our members that we keep the experience consistent, while allowing room for creativity and innovation. Where there is flexibility in these guidelines, it will be highlighted. AOL's identity is an important and priceless asset, and these guidelines will help maintain the high standards of service and product design.

- **AOL Designer Certification Program Information**
- **Send your comments and questions**
- **Sign up for Styleguide e-mail updates!**
- **Recent Styleguide changes**

AOL Keyword: Style Guidelines

Design standards focus on **information architecture** practices, aspects of the **user interface**, such as grids and layouts, **graphic design** elements, such as color and typography, and **branding**.

Any design standards should be paired with details related to the **coding** and **technical implementation** of a site, plus any additional development standards.



# ROI of Design & Development Standards

## Efficiency

Reduces time to market for further changes

## Sharing

Supports easy knowledge transfer and eliminates mistakes/guesswork

## Predictability

Eliminates need to reinvent the wheel

## Consensus

No one can override an established pattern or convention

## Professionalism

Documentation of your decisions and work leaves others with potential direction for future needs.

# Frequent Complaints

## Relevance

The standards are out of date or aren't followed consistently.

## Detail

The standards aren't thorough enough – or are too specific to be applied broadly.

## Autonomy

Standards prevent individuals from being creative problem-solvers.

## Communication

Lack of training or documentation is causing confusion.

## Consensus

[Group X] isn't committed to standards.



# The Circle of Standards



# Standards Creation and Documentation

- Start with the fundamentals
- Investigate the live site and work in progress
- Think ahead to future needs
- Review regularly
- Monitor projects for efforts that require standardization



# Training and Communication

- Make training mandatory for everyone
- Offer training regularly
- Communicate on a regular basis
- Make information available in a convenient format



# Project Review and Approval Process

- Make adherence to standards part of the project requirements and acceptance or launch criteria
- Formal design and technical/code reviews look for standards-related issues
- New work gets fed back into the Standards Creation phase



# The Standards Manager

- Champion for standards
- May run a team dedicated to standards
- Must understand the related disciplines and work to be effective





**Got standards?**



# **Beyond Web Standards:** *Crafting Design & Development Standards*

**Kimberly Blessing**

[www.obiwankimberly.com](http://www.obiwankimberly.com)  
[www.thecircleofstandards.com](http://www.thecircleofstandards.com)

# What makes a good standard?

- Precise language
- Problem statement and context
- Use cases, including edge cases
- Examples
- Supporting files
- Cross-discipline buy-in

# Sample Table of Contents

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Introduction

Branding and Co-branding

User-Centered Design Principles

User Interface Guidelines

Graphic Design Guidelines

Technical Guidelines

Writing Guidelines

References and Checklists

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Introduction

**Branding and Co-branding**

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## 2.1. Diagram of Amnesty International Canada Brandmark with key elements identified

### 2.1.1 Overall Brandmark



amnesty international

### 2.1.2 Standard Amnesty International “Candle and Barbed Wire” symbol



### 2.1.3 Logotype: Amnesty International

amnesty international

1.1. The overall “Brandmark” is the most visible element of Amnesty International’s brand identity. It consists of a Symbol (the Amnesty International candle and barbed wire) and a Logotype (Amnesty International’s name).

1.2. This represents the standard form of the Amnesty International Canada Symbol.

1.3. This represents the standard form (typeface and case-sensitive lettering) of the Amnesty International Canada Logotype.

1.4.1 “Taglines” are texts that sit beneath the Logotype (Amnesty International’s name) and indicate what Amnesty International stands for. Amnesty International Canada has two taglines.

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## (1) On all pages, titles should be used to accurately portray the page content so that page identification is possible.

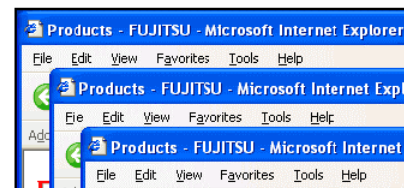
### Explanation

Audio browsers identify page content using the text in the <title> tag.

When the <title> text is insufficient, the page content is determined by the voiceover for the main body of the page, which takes a lot of time.

### Example and Implementation

- Page title is specified in the <title> within the <head> tag.
- Maximum number of characters should be less than 64.
- Page title should read “page name - site name (e.g. Accessibility Part 1 - Fujitsu)”, etc.



**Bad example:** when the <title> on all pages is the same



**Good example:** when the <title> is different, page identification is easier



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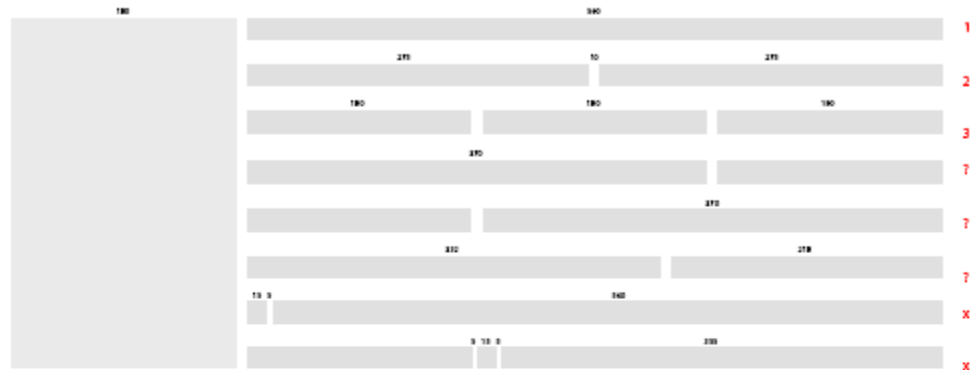
---



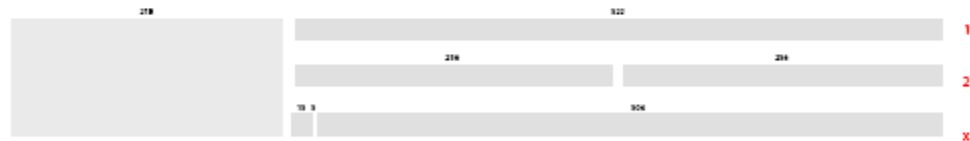
The Master Grid

Main with Left Sidebar

Use when design pages with:  
 Left hand page level navigation  
 Two panel selectors  
 Second level landing pages

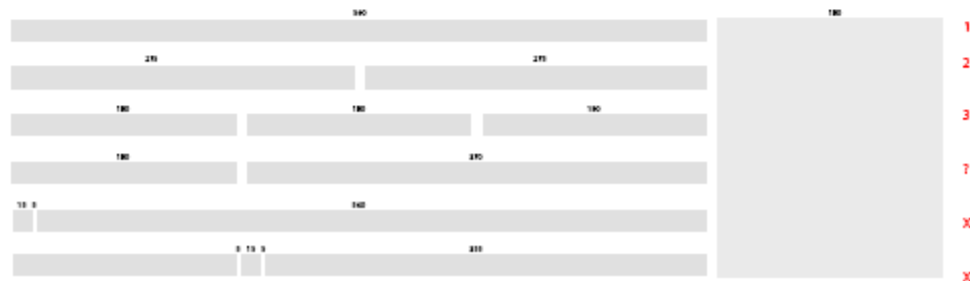


Main with Expanded Left Sidebar



Main with Right Sidebar

Use when laying out:  
 Informational pages  
 Form pages



## ***Input Fields***

Input fields should contain a label and white input field.

Recommended format:

**Instructional copy goes here:**

Don't do this:

http:

Enter info here:

- Labeling is placed above the input field, left-justified. If space and/or design does not allow for this, place the label to the left of the input field.
- Field should be white.
- Input field length is flexible, but height should be 21 pixels.
- Use Verdana, 12pt (in Photoshop) system text for label, unless label is conforming to channel style.

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- [Download Style Guide](#)
- [Vanity URL Guidelines](#)
- [Vanity URL Process](#)
- [URL Mapping](#)
- [Buttons English](#)
- [Buttons Spanish](#)

- Editorial Style Guides**
- [Spelling Guide](#)
  - [Grammar Guide](#)
  - [Writing Guide](#)

- Alerts: Version 1.4**
- [Introduction](#)
  - [Re-brand Comparisons](#)
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    - [Contact Us](#)
    - [Legal Information](#)

## Design Fundamentals: Color

### Online Palette

The color palette is divided into two categories, primary and secondary. Primary colors consist of AT&T's core brand colors and are used for important page elements such as global navigation, key messaging and links. The secondary palette is used for elements such as general typography, module borders and divider lines.

#### Primary Palette



#### Examples



### The Entertainment Package

Load up on tunes, games and more.

- Sony w300i Camera phone
- 512-MB Memory Stick



**Note:** Buttons can be retrieved from Media Bin. New button requests must be directed to the [Creative Services Team](#).

#### Secondary Palette



#### Examples

## Phones & Devices



Lorem ipsum dolor sit amet, consectetur adipiscing elit  
 incididunt ut labore et dolore magna aliqua erat volup

- Quad-band world phone (GSM/GPRS) and Bluetooth
- Camera and video phone with 4x zoom
- New MEdia Net Live Ticker functionality



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## Tabs and Spacing

Your code should always have tabs and spacing to promote readability for you and other web developers.

### Tabs

All block level nesting needs to be indented with *one* tab. DO NOT indent with spaces because it will use more characters than a single tab character. Since most modern IDEs can set a custom tab width, using tabs will let everyone customize the indentation look they like in their IDE.

#### Example of proper tab structure:

```
function iLikeTabs(num) {  
    var str = "";  
    for(var i = 0; i < num; i++){  
        str += "\t";  
    }  
}
```

### Spaces

Spaces should always appear around assignment, logical and concatenations symbols.

#### Bad:

```
var value=0.85;  
for(var i=0;i<10;i++){  
    if(i>5){  
        value*=2;  
    }else{  
        value="Error"+errStr;  
    }  
}
```

#### Good:

```
var value = 0.85;  
for(var i = 0; i < 10; i++){  
    if(i > 5){  
        value *= 2;  
    }else{  
        value = "Error" + errStr;  
    }  
}
```

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## Design Pattern Library

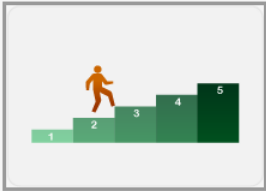
Yahoo! Developer Network > Design Pattern Library > Reputation > Numbered Levels

### Numbered Levels

#### Problem Summary

Participants in a community need some way to gauge their own personal development within that community: how far they've progressed; how deeply they've interacted with the community or its offerings. Additionally, these same measures can be used to *compare* members, to understand who has more or less experience in the community.

EXAMPLE:



#### Use When

- You want to enable your users to track their *individual growth* in the community.
- A large (or open-ended) number of levels are desirable. For example, World of Warcraft currently allows users to [advance to Level 70](#).
- You want to enable easy comparisons between users. (At a glance, 'Level 1' is more junior than 'Level 5')
- You're trying to encourage a more-competitive community spirit.

#### Solution

Establish a family of reputations on a progressive continuum. Each level achieved is higher than the one before it. Levels are referred to by their *number*, which makes comparisons between levels very straightforward and easy to do. (Numbered levels, however, can be perceived as cold and impersonal)

#### Recommendations

- In most cases, Numbered Level systems should go no higher than 10 or so.
- A strong-point of Numbered Level systems is that they can be *added to* at a later date with minimal fuss.
  - If, for example, too great a percentage of your community starts to achieve the upper limits of system (see [Exclusivity](#), below) then consider 'opening up' new higher levels for top achievers to attain.

#### QUICK JUMP

- [Solution](#)
- [Examples](#)

#### RELATED PATTERNS

- [Collectible Achievements](#)
- [The Competitive Spectrum](#)
- [Identifying Labels](#)
- [Leaderboard](#)
- [Named Levels](#)
- [Points](#)
- [Ranking](#)
- [Top X](#)

#### OTHER EXAMPLES

- [World of Warcraft](#)

#### BLOG

- [Blog Article](#)

[Show with revisions](#)



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### Yahoo! UI Library: Slider

- Home
- YUI Blog
- YUI Discussion Forum
- YUI on Sourceforge
- API Documentation
- YUI Examples Gallery
- Powered by YUI
- YUI Theater
- YUI License
- YUI Components
- Animation
- AutoComplete
- Browser History Manager
- Button
- Calendar
- Charts (experimental)
- Color Picker
- Connection Manager
- Cookie
- Container
- DataSource
- DataTable
- Dom
- Drag & Drop
- Element
- Event
- Get
- ImageCropper
- ImageLoader
- JSON
- Layout Manager
- Logger
- Menu
- Profiler
- ProfilerViewer
- Resize
- Rich Text Editor
- Selector
- Slider**
- TabView

#### Yahoo! UI Library: Slider

The Slider component is a UI control that enables the user to adjust values in a finite range along one or two axes. Typically, the Slider control is used in a web application as a rich, visual replacement for an input box that takes a number as input. The Slider control can also easily accommodate a second dimension, providing x,y output for a selection point chosen from a rectangular region.

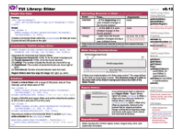
#### On This Page:

- [Getting Started](#)
- [Using Slider](#)
- [Known Issues](#)
- [Support & Community](#)
- [Filing Bugs and Feature Requests](#)

#### Quick Links:

- [Examples](#): Explore examples of the Slider Control in action.
- [API Documentation](#): View the full API documentation for the Slider Control.
- [Release Notes](#): Detailed change log for the Slider Control.
- [License](#): The YUI Library is issued under a BSD license.
- [Download](#): Download the Slider Control as part of the full YUI Library on SourceForge.

#### Slider Control Cheat Sheet:



[Download full set of cheat sheets.](#)

#### Slider Control Examples:

- [Basic Vertical Slider](#)
- [Horizontal Slider with Tick Marks](#)
- [RGB Slider Control](#)
- [Bottom to Top Vertical Slider](#)
- [Horizontal Slider with two thumbs](#)
- [Dual-thumb Slider with range highlight](#)

Other YUI Examples That Make Use of the Slider Control:

- [Slider Button](#) (included with examples for the [Button Control](#))
- [Complex Application](#) (included with examples for the [Layout Manager \(beta\)](#))

#### YUI Slider on del.icio.us:

[Bookmark on del.icio.us](#)

tags: yui javascript library web ajax development slider DHTML documentation yahoo

saved by [80](#) people

#### Getting Started

To use the Slider control, include the following source files in your web page with the script tag:

```
view plain | print ?
1 <!-- Dependencies -->
2 <script src = "http://yui.yahooapis.com/2.5.2/build/yahoo-dom-event/yahoo-dom-event.js">
3 <script src = "http://yui.yahooapis.com/2.5.2/build/dragdrop/dragdrop-min.js">
4
5 <!-- Slider source file -->
6 <script src = "http://yui.yahooapis.com/2.5.2/build/slider/slider-min.js"></script>
```

#### YUI Dependency Configurator:

Instead of copying and pasting the filepaths above, try letting the [YUI dependency Configurator](#) determine the [optimal file list for your desired components](#); the Configurator uses YUI Loader write out the full HTML for including the precise files you need for your implementation.

**Note:** If you wish to include this component via the [YUI Loader](#), its module name is **slider**. ([Click here for the full list of module names for YUI Loader.](#))

**Where these files come from:** The files included using the text above will be served from Yahoo! servers; see ["Serving YUI Files from Yahoo!"](#) for important information about this service. JavaScript files are minified, meaning that comments and white space have been removed to make them more efficient to download. To use the full, commented versions or the [unobscured](#) versions of YUI JavaScript files, please [download the library distribution](#) and host the files on your own server.

**Order matters:** As is the case generally with JavaScript and CSS, order matters; these files should be included in the order specified above. If you include files in the wrong order, errors may result.

The Slider component is defined by YAHOO.widget.Slider.

# **Beyond Web Standards:** *Crafting Design & Development Standards*

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