

# Websites that Work

## Building Your Success

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@\_crankin\_

# About Me

I'm Chris Rankin. I've been a web designer / developer / interactive designer / webmaster going on 17 years. I've worked on web sites and interactive projects for organizations like the Austin Museum of Art, TCA, UT School of Architecture, Whole Foods, KLRU, and others.

# What is a Web Developer?



**Not a wizard**



**Not a magician**



**Not a ninja**



**More like a plumber**

# State of the Web 2015

**Mobile**

# Some Numbers

Page views coming from mobile phones was **14%** in May 2013

In May 2014 it was **25%**

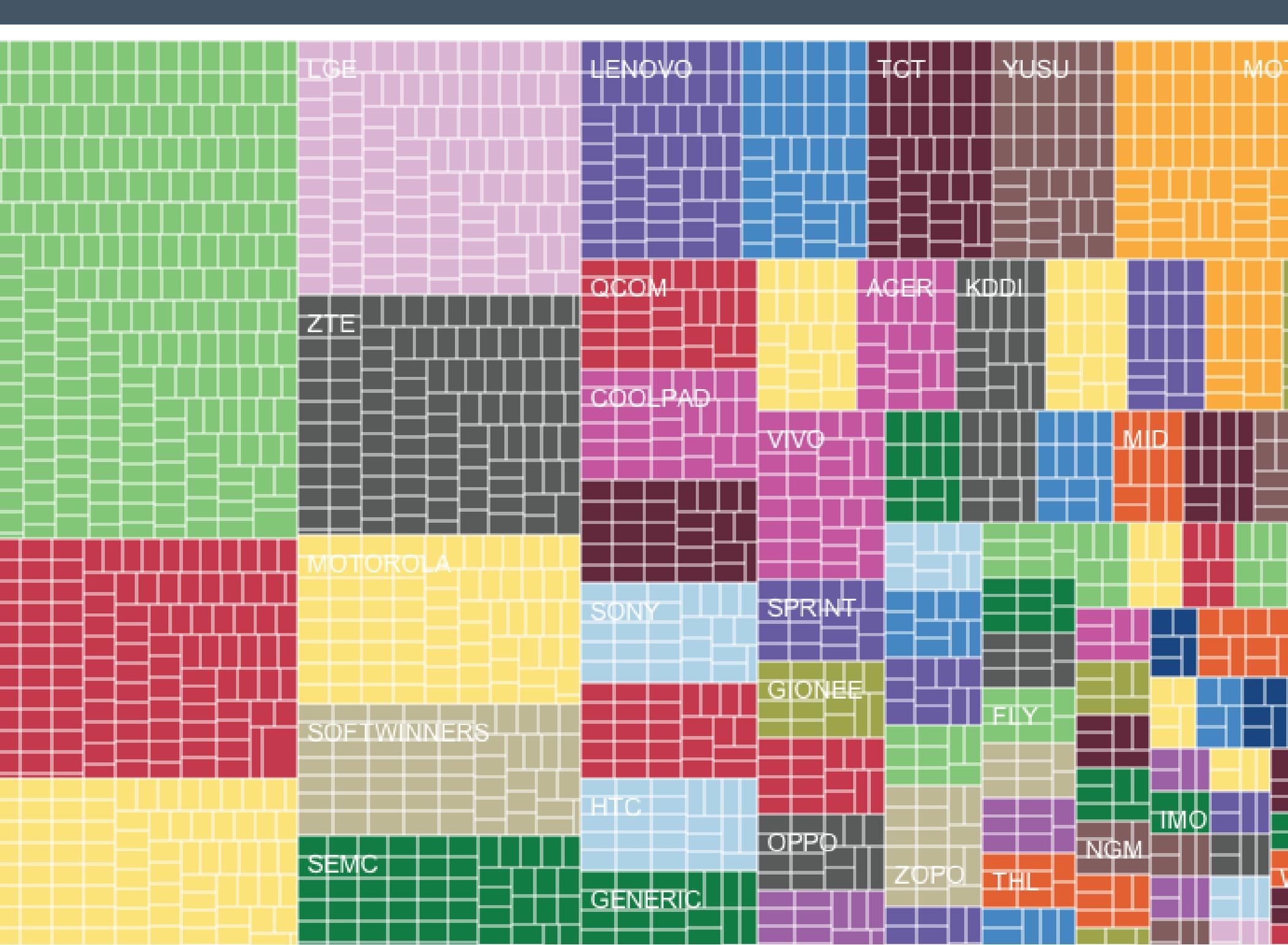
In August 2014, it rose to **52%** — exceeded desktop traffic for the first time

Population of mobile-only users of the web continues to grow quickly

Mobile purchasing is at **30%** — far ahead of expectations — and should hit **50%** sooner than expected

**So What?**

# **New (and More) Screen Sizes**



# New Interactions

Touch

Voice

Wearables



**Performance**

## Load times

Image quality/size is problem -- too big, too many

Page sizes are continuing to increase (1.4mb)

Users don't want to wait for the page to be useable

Mobile users expect to see page within 0.7 seconds

When I'm using my phone, do I want your mission statement or list of board members to be the first thing I see on my screen? A list of your board members? A slideshow of your current opening?

**Content**

**&**

**Context**

# **3 Approaches to Mobile Web Design**

# Responsive Web Design

1. **Fluid grid:** page element sizing to be in relative units
2. **Flexible images:** also sized in relative units
3. **Media queries:** allow the page to use different CSS style rules based on the device

# WHITNEY

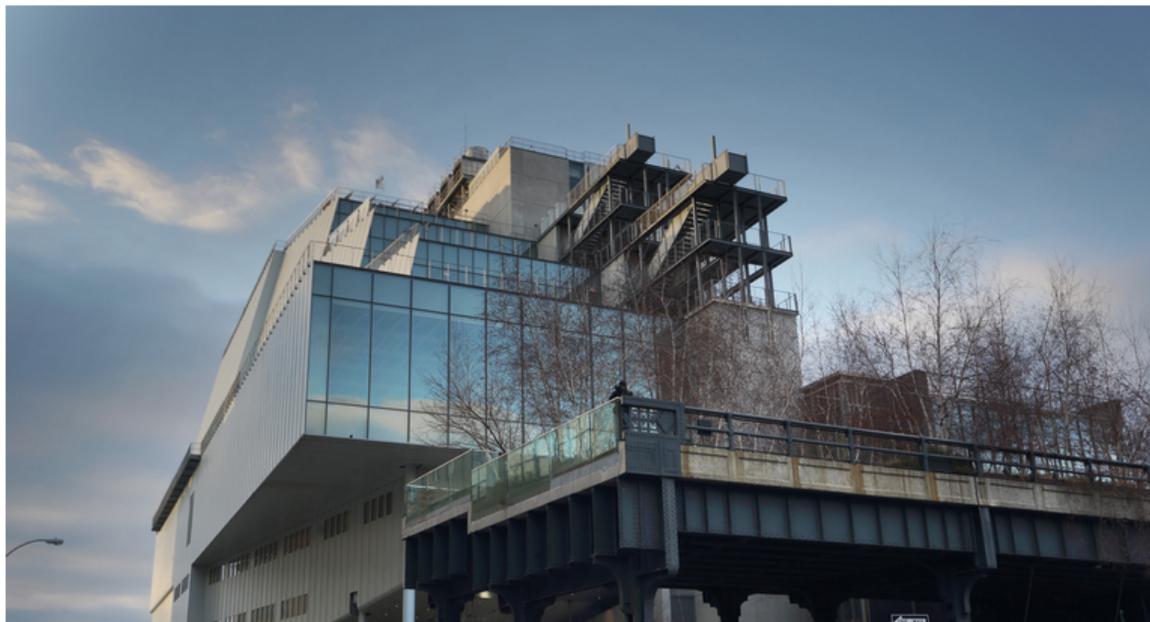
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**Whitney Museum  
of American Art**  
99 Gansevoort Street  
New York, NY 10014  
(212) 570-3600

**The Whitney is closed in preparation for the opening of our new building downtown on May 1, 2015.**

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## THE NEW WHITNEY OPENS MAY 1, 2015

Situated between the High Line and the Hudson River in Manhattan's Meatpacking District, the new building will vastly increase the Whitney's exhibition and programming space, offering the most expansive display ever of its unsurpassed collection of modern and contemporary American art.

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Whitney Museum of American Art, December 2014. Photograph by Ed Lederman

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**THE WHITNEY IS CLOSED  
IN PREPARATION FOR THE  
OPENING OF OUR NEW  
BUILDING IN SPRING 2015**

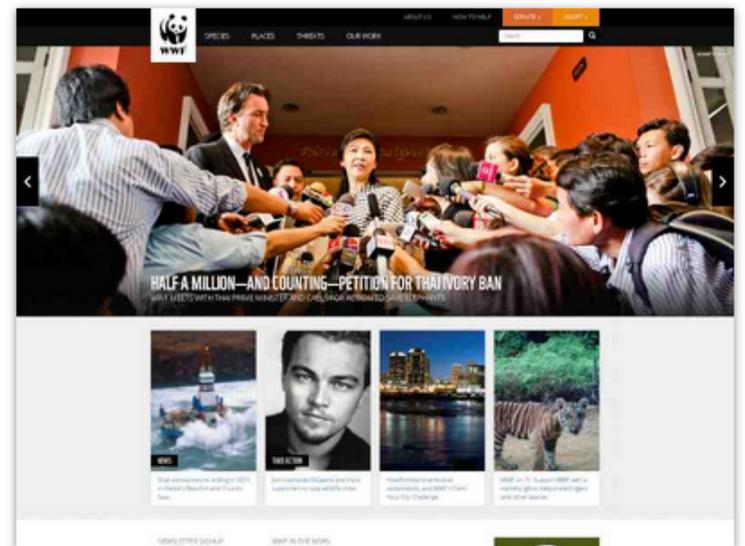
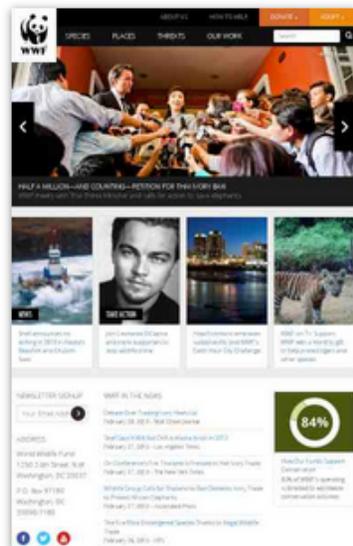
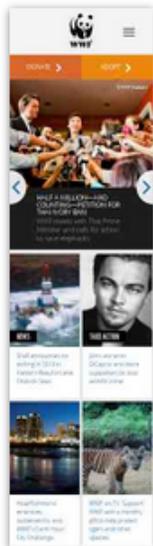
# Lucio Piunti

16



# World Wildlife Fund

42



# Mobile First

Start web development with mobile design

Add more elements as screen size increases

Unobtrusive JavaScript should degrade gracefully -- all content should be available without the JavaScript running successfully

# Progressive Enhancement

New functionality is added to site based on browser-, device-, or feature-detection

Progressive enhancement uses web technologies in a layered fashion that allows everyone access to basic content and functionality, while also providing an enhanced version of the page to those with more advanced browsers

**Is Your Website Working for  
You?**

**Your audience is online.**

**Do they know (or care) that you are?**

# 411 is Not a Joke

Your site should be based on useable, accessible, relevant information.

Your site should answer questions.

All the other stuff should be there still too.

The site should not just be a list of press releases.

# Make sure all of these are on your website:

Staff Contact List (real names if possible)

Hours

Calendar / Events

Directions / Parking

Location

Costs / Fees

Ticket Purchases / Donations

**If they are not, get them on there soon.**

Yale University School of Art  
1156 Chapel Street, POB 208339  
New Haven, Connecticut, 06520-8339  
(203) 432-2600

- About this site
- Admissions
- Alums
- Calendars
- Courses
- Current students
- Facilities
- Faculty and staff
- Financial aid
- Gallery
- Recent changes
- Study areas
- Summer programs
- Undergraduate
- Visiting
- Everything else
- Home

- Visitor: Log in
- Edit this page
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- Page last changed by:  
Loide Marwanga
- Background changed by:  
Laurel Schwulst
- Page editable by:  
Everyone

**TUESDAY 02/03/15**

**12:30 pm**

**Jane Dickson lecture.**

**353 Crown Street, 353 Crown St., New Haven, CT, 06511.**

Visiting Artist in Painting/Printmaking. [Map](#). [Wiki page](#).

**404**

ALL SCHOOL CALENDAR

[RSS](#)  [Subscribe](#) [Download](#) Questions: [Linda Sandrey](#)

**THIS WEEK** ◀ ▶  
01/29 – 02/04

**TUESDAY**

**WEDNESDAY** ◀

Rachel Mason visiting artist lecture.  
In Conversation with Angela Strassheim  
Film Screening: The Lives of Hamilton Fish



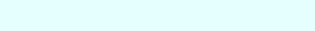
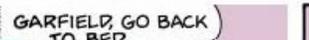
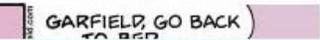
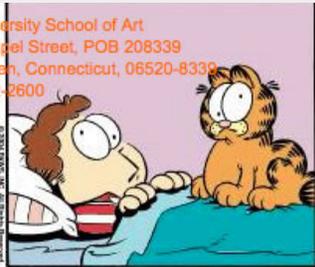
**FRIDAY JANUARY 30TH, 2015**



- About this site
- Admissions
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- Calendars
- Courses
- Current students
- Facilities
- Faculty and staff
- Financial aid
- Gallery
- Recent changes
- Study areas
- Summer programs
- Undergraduate
- Visiting
- Everything else
- Home

Visitor: Log in  
 Edit this page  
 Page history

Page last changed by:  
 Cole Kelley  
 Background changed by:  
 Cole Kelley  
 Page editable by:  
 Everyone



**COURSE DESCRIPTIONS**

In the following listings, courses numbered 110 through 499 are studio electives offered to students from Yale College and the graduate and professional schools. Permission of the instructor is required for enrollment in all courses. Graduate students of the School of Art who wish to broaden their experience outside their area of concentration have priority in enrollment.

Courses numbered 500 and above are offered only to graduate students of the School of Art. In exceptional cases qualified Yale College students may enroll in a graduate course, with the permission of both the instructor and the director of undergraduate studies. Please refer to the section on Academic Regulations for further pertinent details. It should be noted that, as a matter of policy, all faculty members teach on both the graduate and undergraduate levels, although the degree and the nature of contact may vary.

Tutorials, which are special courses that cannot be obtained through regular class content, require a proposal written by the student and the faculty member concerned, defining both content and requirements. Proposals must be presented to the Academic Subcommittee for approval.

*Remember fall term courses have an 'a' suffix and spring term courses are indicated by a 'b' suffix.*

**SCHOOL OF ART FALL 2014 COURSE SCHEDULE:** [Click Here to Download](#)

**SCHOOL OF ART SPRING 2015 COURSE SCHEDULE:** [Click Here to Download](#)

**FOR ALL-UNIVERSITY COURSE INFORMATION, PLEASE VISIT:** [Yale University online course information](#)

Last edited by: Johannes DeYoung  
 Edit access: Sysop



**COURSES WITH AN "A" SUFFIX MEET IN THE FALL;**  
**COURSES WITH A "B" SUFFIX MEET IN THE**

Yale University School of Art  
 1156 Chapel Street, POB 208339  
 New Haven, Connecticut, 06520-8339  
 203-432-2600

**How do you manage and  
update your site?**

**You and your staff's experiences are just as  
important as your users' experiences**

# Content Management System (CMS)

100s of ways to manage a website

Don't fall for anyone's extreme passion about a particular CMS

Does your CMS work for you and your staff?

Don't worry, no CMS is a perfect fit

Find something that you're comfortable using

**Define Clear Goals**

# Why do you have a website?

What do you want your audience to do?

What do you want your site to do that it's not doing?

Donations / Memberships / Sales

Think modular

Website development is an incremental process

# Know Your Audience

Think about both current and potential audiences

Are these groups the same online and IRL

Listen to your community — let them lead the way

**Use the Analytics**

# Case Studies & User Profiles

# Content Review

Are people seeing the info you want them to see?

Is there info you can remove?

Site review should happen regularly — date pages/posts

# Moving Forward

Having specific goals and requirements will help you evaluate your options and keep everything in perspective

**Do It Yourself**

# Basic Needs for a Website

Domain Name (URL)

Hosting

CMS

Donation/Ticket/\$\$\$ Service

Email

**Ask your peers what they use**

# Use a Template

Your content is more important than the design

Templates don't always make cookie cutter sites

Can provide starting point and guidelines

# Host Your Own Site

*You're the boss*

Wordpress

Drupal

Joomla, SilverStripe, others

# Software as Service

*Let someone else deal with the server at 2am*

SquareSpace

Wix

SpaceCraft

Shopify

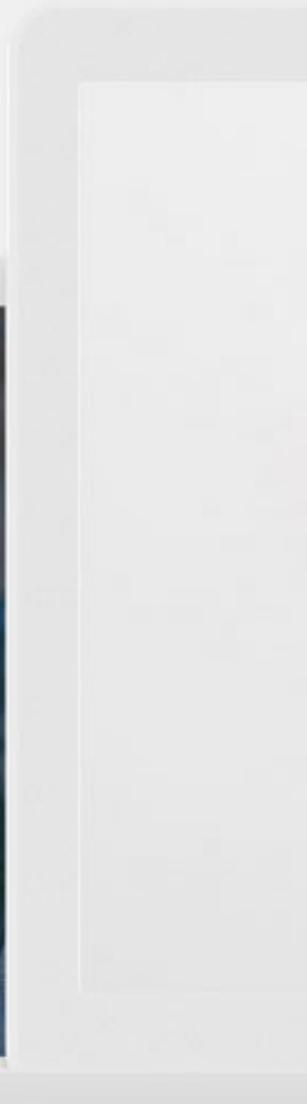
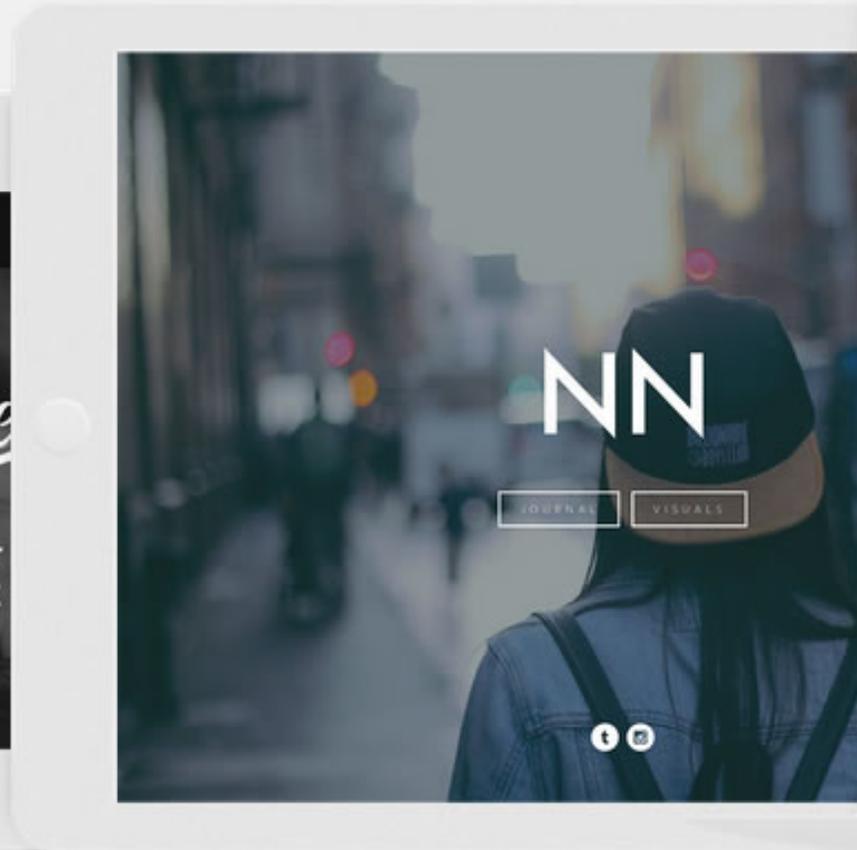
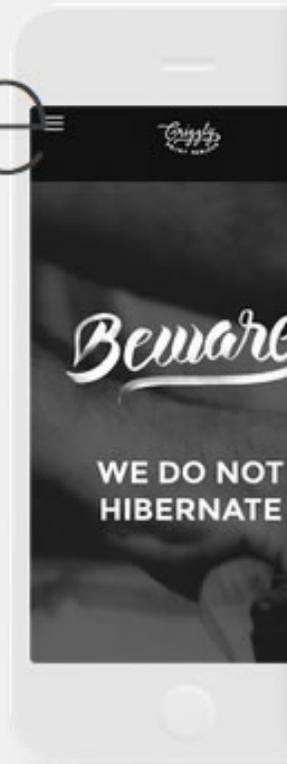
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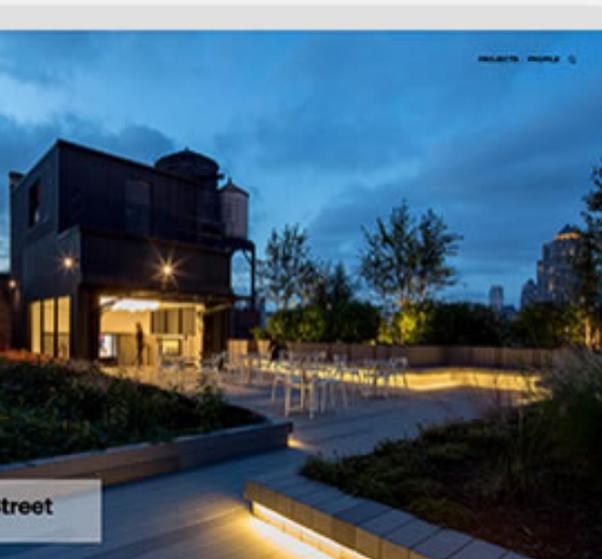
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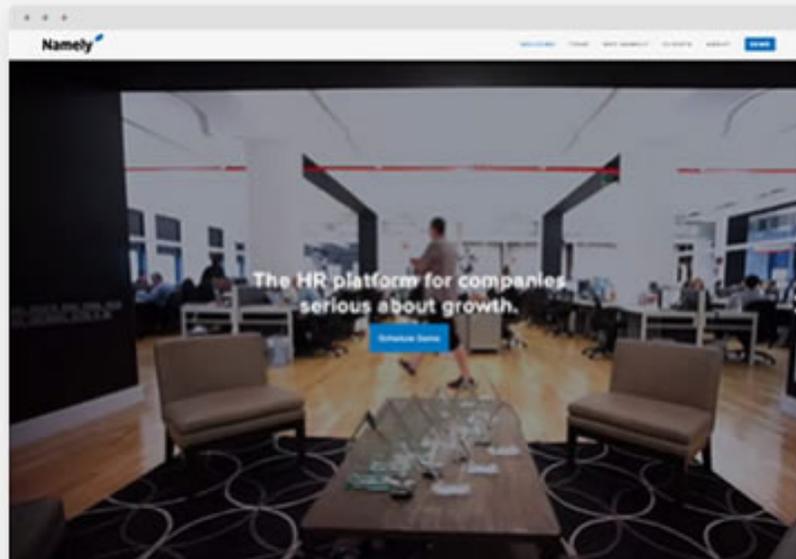
STARTED

[LEARN MORE](#)

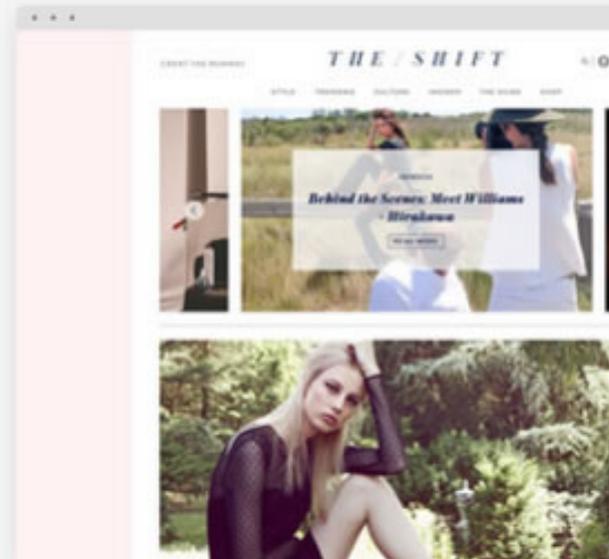




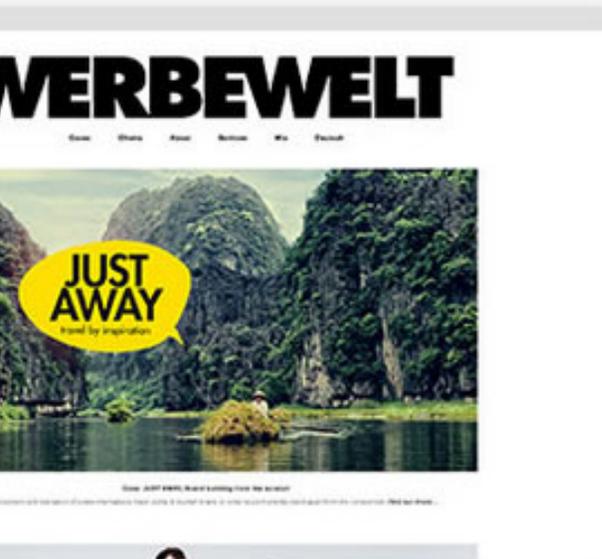
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Architecture



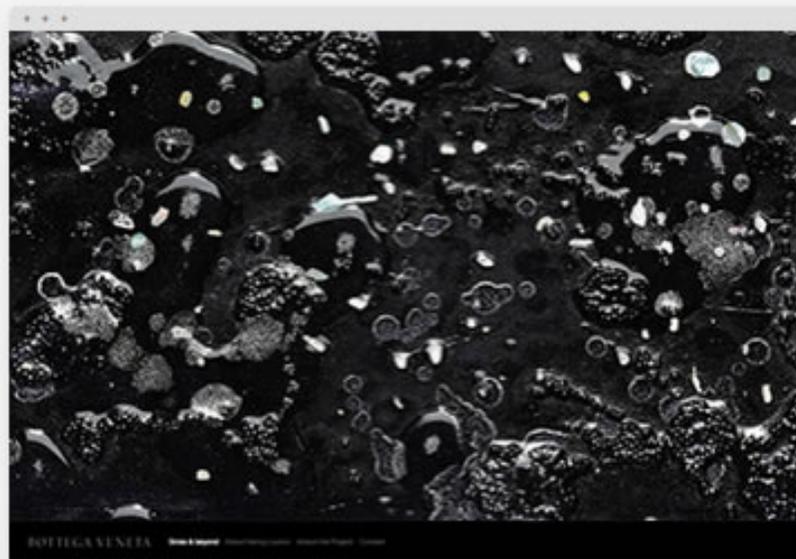
NAMELY  
Business



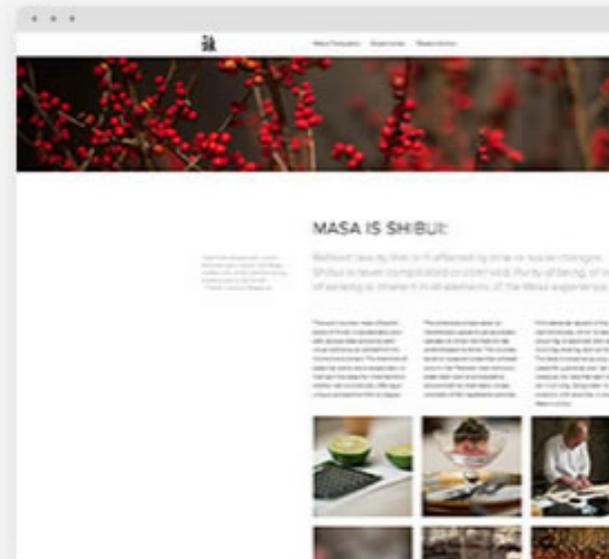
THE SHIFT  
Fashion Blog



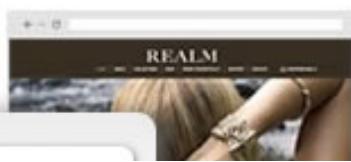
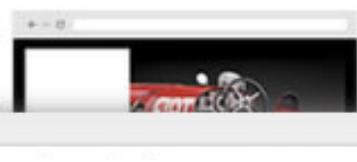
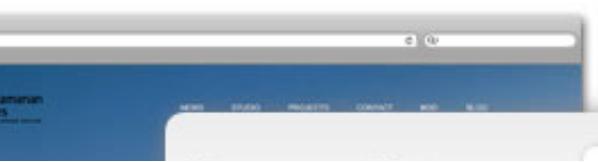
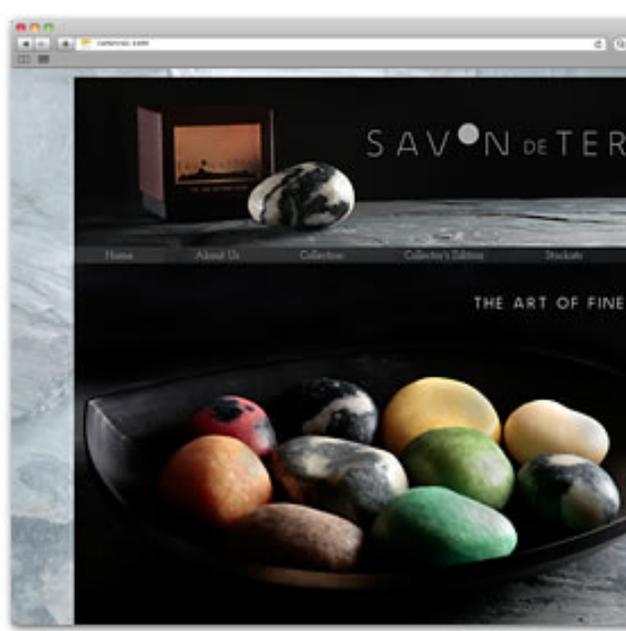
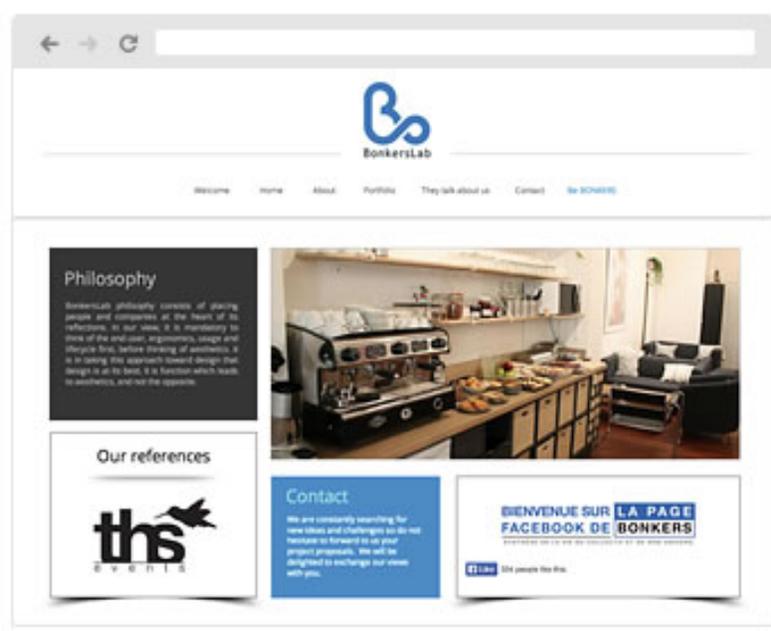
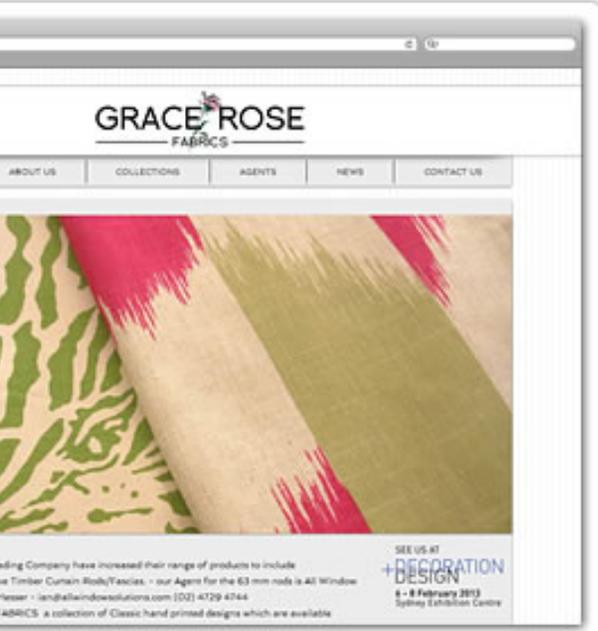
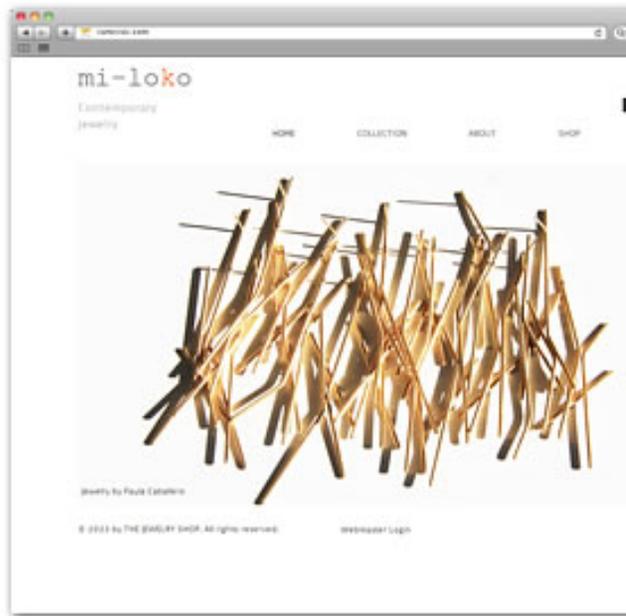
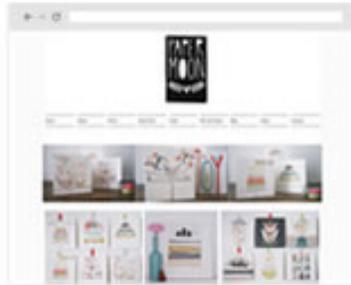
WERBEWELT  
Creative Agency



BOTTEGA VENETA  
Fashion



MASA NYC  
Restaurant



# love sushies



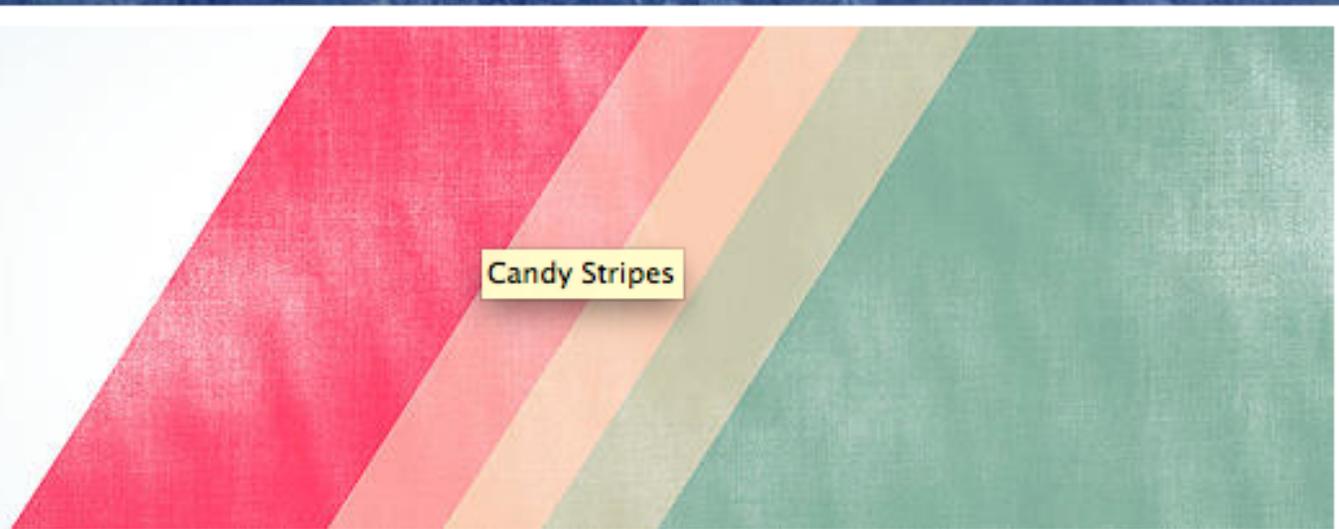
sushi 4 ducks

## Mini Rolls

sushi. NOT what you were thinking it was. (Unless you thought it was sushi). ;)

!?

WE ARE



## 4 REASONS TO BOOK WITH US



Expert Travel Know

Tailor-Made Holi

Global Reach

a title. Click to edit me.

Paragraph. Click here to add your own text and edit me. It's easy. Just "Edit Text" or double click me to add your own content and make changes to the font. I'm a great place for you to tell a story and let your visitors know a little more about you.

Paragraph. Click here to add your own text and edit me. It's easy. Just "Edit Text" or double click me to add your own content and make

# Try Something Different

*Rolling the Dice*

Tumblr

Github

Dropbox

Instagram

INSTAGRAM WEBSITE. Нажмите на изображение, чтобы увидеть ссылки. Tap the photo to see the links. [http://bit.ly/IKEA\\_PS\\_2014](http://bit.ly/IKEA_PS_2014)

View more in Instagram

# Nonprofit-focused services

*More Money, More Problems?*

Blackbaud

I'm sure there are others

# All Your Online Stuff Doesn't Have to be Integrated

One Site Doesn't Rule Them All

# Benefits of DIY

Lots of options out there

Inexpensive solutions

Templates can take care of basic design and code issues

Seamless - you might never have to see code

Easy integration with other services and sites you may already use

# When to Get Help

**Don't have Time or Staff or  
Comfort Level**

# One-Off Project

benefit, exhibition, performance

If it doesn't work, you won't be stuck with it

*Hosted By Rhizome*

Greg Pass, Chair

Heather Corcoran, Executive Director

Michael Connor, Artistic Director

&

*2015 Honorary Committee*

Lauren Cornell, Sima Familant, Foxy Production, Greene Naftali Gallery, Lindsay

Howard, Bettina Korek, Megan Newcome, Phillips, Lisa Roumell, Stefan

Simchowitz

*Editions By*

Lynn Hershman Leeson & Joel Holmberg

Tickets are now sold out. For more information, please write to  
[benefit15.rhizome.org](mailto:benefit15.rhizome.org)  
[zachary.kaplan@rhizome.org](mailto:zachary.kaplan@rhizome.org)

[zachary.kaplan@rhizome.org](mailto:zachary.kaplan@rhizome.org)

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Simchowitz

Howard, Bettina Korek, Megan Newcome, Phillips, Lisa Roumell, Stefan

Lauren Cornell, Sima Familant, Foxy Production, Greene Naftali Gallery, Lindsay

2015 Honorary Committee

# Super Script

democratized media—when curation, and DIY criticism combine and collide the role of the professional art critic? Is virality creating new audiences for the arts? How is the web helping artists tell their stories or expand their reach? How do we think about art? Copresented by the Walker Art Center and Mn Artists, the Superscript event features a diverse array of writers, editors, artists, and theorists to address questions around online art criticism and possible futures. ...

→  
Early bird tickets are \$150 (limited quantity). Tickets go on sale January 27, 2015.

Information →

Schedule & Speakers →

**Credibility, Criticism, Collusion** Rya

itchfork Orit Gat Rhizome Christopher

Angeles Times Isaac Fitzgerald Buzzfeed

**Sustainability, Growth & Ethics** Veken

yperallergic Eugenia Bell Design Obs

ina Miranda Los Angeles Times James

emporary Art Review **Keynote: Ben**

net News **Connectivity and C**

Claudia La Rocco The Performance Cl

ddiqi The New Inquiry Alexander Prova

# Big Update/Redesign

Let someone else manage the process and keep it on track

Big projects have lots of pieces

# Initial Set-up

Use a professional for the dirty work but manage it yourself

# When Working with an Outside Studio, Be Prepared

**You'll get asked all these questions:**

Who's involved in this project?

Who has a vote?

What's your budget?

What is your comfort level with technology?

Do you have the content? If not, when will you start developing it?

What are your goals for this project?

How will you measure success?

# Do Your Homework

Do you like their previous work?

Is their site filled with nerdy jargon?

Are they too proud of their process or their dedication to a particular solution?

Will you feel more comfortable with a big agency or a small studio?

Is local better for you?

Don't let anyone tell you they know the answers before you hire them.

# Benefits of Working with Consultant or Studio

You don't have to worry about tech if you don't want to

Customization

Knowledge of best practices

Knowledge of most effective tools and software and how to use them

Professional approach to code and design

Service contracts for taking care of site after launch

# Care and Feeding of Your Web Site

**Try something ->**  
**evaluate it ->**  
**try something else**

**Web site management is an iterative process**  
**It's OK to fail as long as you learn something**



**Remember your goals**  
**Remember your audience**  
**It's not magic**  
**You can do it!**



# Thank You

Please feel free to get in touch

[getcrank.in](http://getcrank.in) /  
[crankin@getcrank.in](mailto:crankin@getcrank.in) /  
[@\\_crankin\\_](#)