

We are The logo consists of a red square with a white border, tilted slightly to the right. Inside the square, the lowercase letters 'lhm' are written in a bold, red, sans-serif font.

Replace this page with your company branding

Improving your project

by using HTML 5 and CSS 3

The old way of developing websites is longwinded and out of date, The idea of a user viewing a site on any browser and seeing (to the closest pixel) an identical visual experience originated from Print methodology. Developing this way takes more time than is needed. The cost of your project is based on time, which if developed for pixel perfection would double the cost of your job.

What you need to remember is that the web, as we used to know it has changed. We are no longer in 2004 developing for Internet explorer 6 based on a PC. In this day and age the world of web stretches across a broader range of devices from mobile phones, TV's, hand held pc's/macs and even Fridges. Taking this into account there are an endless number of ways the website we create can be 'visually' rendered.

Around 40% of our time is dedicated to making your website look pixel perfect across all browsers.



SIMPLY RUB SOME OF THIS ONTO A SITE TO PREVENT UNSIGHTLY NON-COMPLIANCE!

BROWSER COMPATIBILITY BALM

BORDER RADIUS • WEB FONTS • TRANSITIONS • HSLA/RGBA COLOR

How it used to work

We used to make a site visually display the same as a flat design across all browsers (or as close to as possible). This doesn't guarantee that the site will work on all devices/phones.

This method is out dated and doesn't future proof your project and also makes your project less accessible. Also developing this way is very time consuming due to visual differences between then flat design & the developed project being pointing out as visual errors.

Image to the right is a flat visual, this project would be built to display as close to this visual as possible for all browsers taking more time and make the cost higher.



X-RAY SPECS FOR CLEARING UP YOUR CODE

VALIDATION SPECS

DON'T AIM FOR THE HIGHEST SCORE, ONLY USE VALIDATION TO CHECK YOUR CODE



Validation W3C

Just because a website validates doesn't mean it is accessible to users, or that it functions well on browsers. We must not mistake validation for accessibility (WAI) and usability (DDA).

Google state that 'Validation' has no effect on the way their ranking system works. They actually partly rank websites on how accessible and useable they are across a variety of browsers/devices. View their reply to a users question on why their site doesn't validate <http://youtu.be/FPBACTS-tyg>

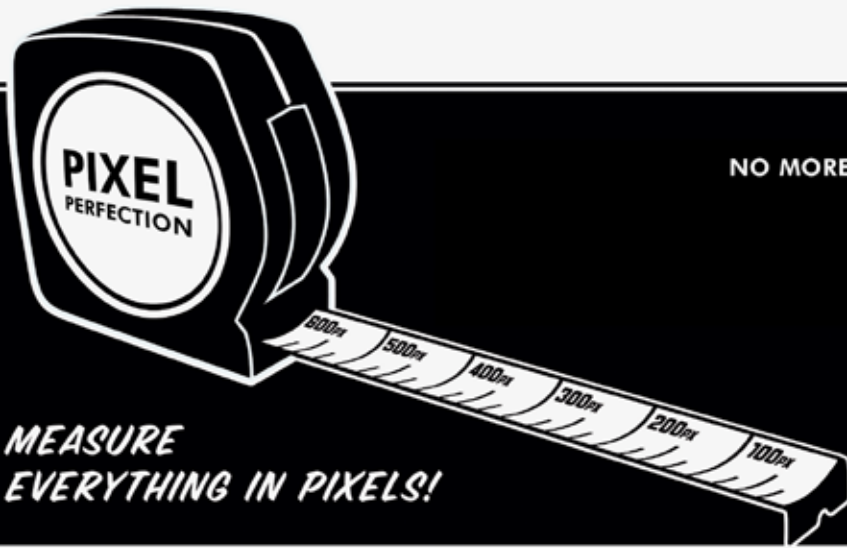
Validation is a tool
to help guide us,
not a religion we
should follow
without question.

How we develop

by using HTML 5 and CSS 3

- We use HTML 5 & CSS 3 is more computer friendly, accessibility and useability. This Method allows your site to be accessed by a much wider audience than just browsers on a PC/MAC.
- Development speed is increased which helps us to complete projects faster and to a higher standard.
- Small amends are not as time consuming, therefore reducing development time and saving the client money.
- Future proofing the website by designing and developing to the capabilities of the best browsers.

This speeds up the
build time and
decrease costs on
your project.



NO MORE FIREFOX VS INTERNET EXPLORER - NOR "IT DOESN'T LOOK THE SAME" FROM CLIENTS

CONTENT IS KING

USER EXPERIENCE OVER PIXEL PERFECTION

ALL PRODUCTS
BROUGHT TO YOU BY



The priority is the content

The most important points you need to remember when having a website are:

1. Accessibility

Every website should be developed with clean html that can be read by any device, This allows your content to be available to all browsers/devices.

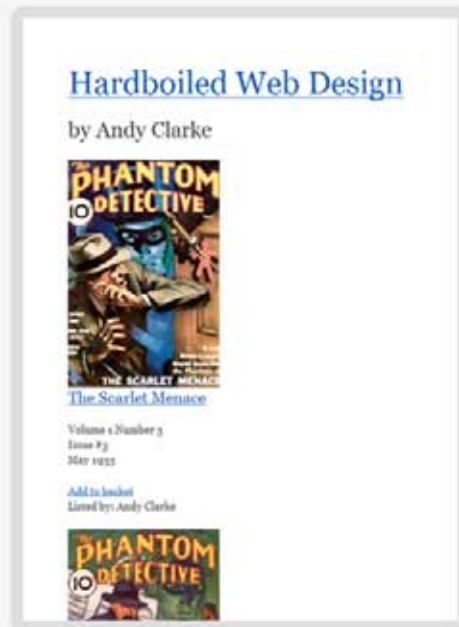
2. Usability

Making the information usable is also a high requirement. If the site has been accessed and is not useable on browsers/devices, the website serves no purpose (this will effect your ranking with Google)

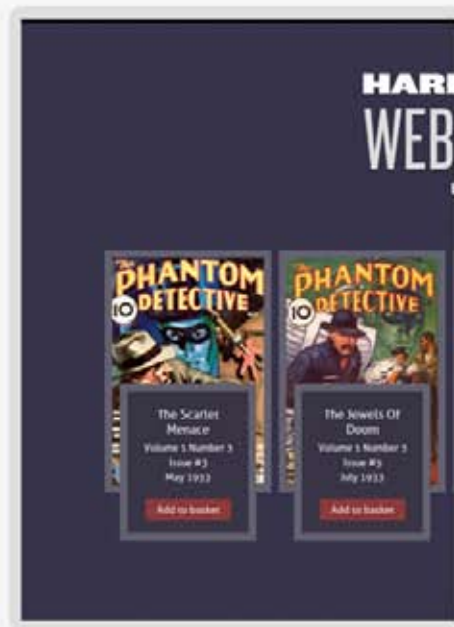
The user experience should be determined by the capabilities of the browser they are using.

The differences between browsers

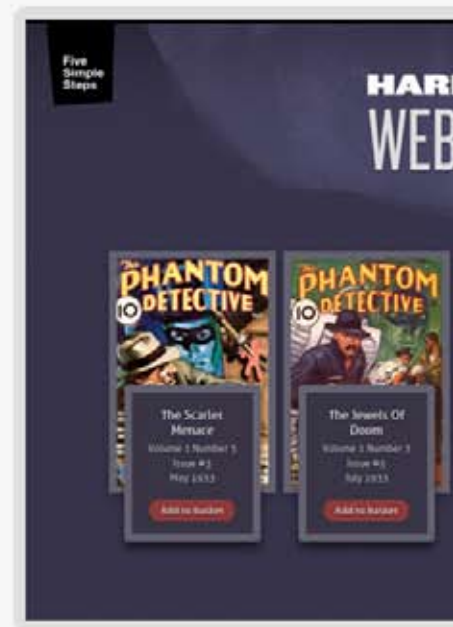
An example of how the user experience may differ between more advanced & less capable browsers/devices



Internet Explorer 6, Screen readers, browsers/devices with no CSS support.



Older versions of browsers such as Internet explorer 7/8, Firefox 2, Chrome, Opera and Safari.



All current modern browsers such as Firefox 3.6, Chrome, Opera and Safari.



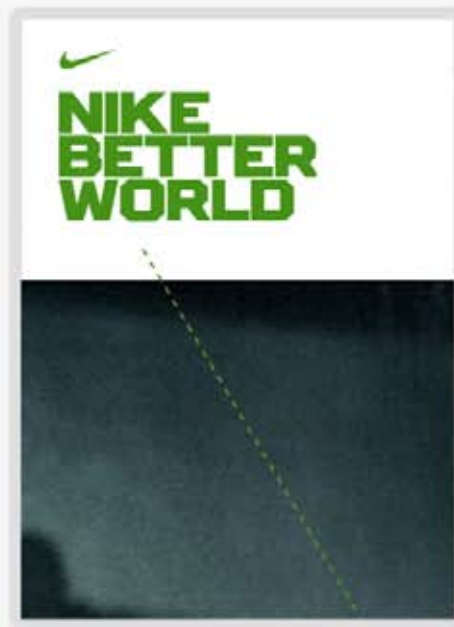
CSS 3D animation is only supported by Safari at the moment but will be in the newer versions of Firefox and Chrome due for release in 2011.

Sites already using html5

Here are some examples of sites that have started to use elements of both HTML5 and CSS3. YouTube currently have a BETA version of their site developed in HTML5 and CSS3.



Apple
www.apple.com



Nike
www.nikebetterworld.com



Google
www.google.com



vtech
www.vtech.trefl.com

Adaptive design

Adaptive design would mean building your project slightly different and would increase the build time. Your project would be built with fluid widths so that the user experience is different depending on the screen size of the user. This way of developing is specialist and aimed at designing an individual look for each screen size from smart phone and tablet users to PC/MAC users with wide screen monitors.



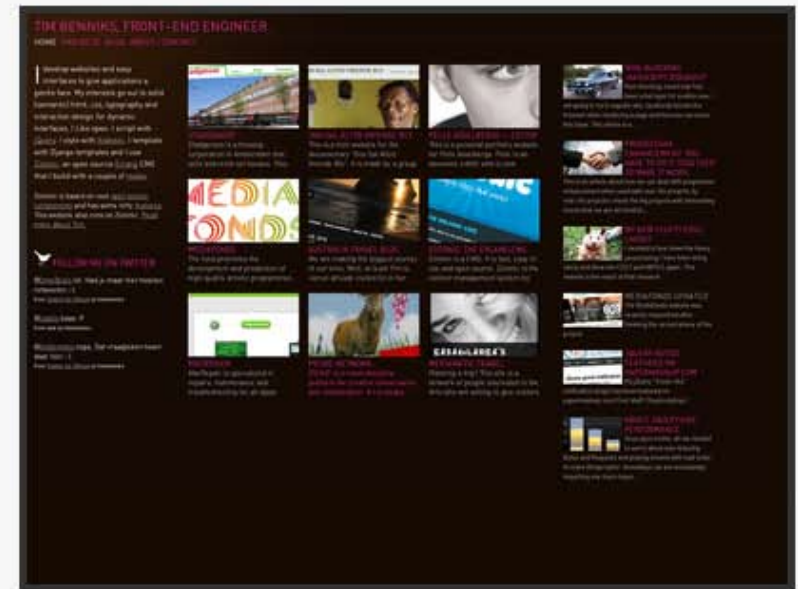
Smart Phones



ipad portrait, other tablet technology and small screen computers



ipad landscape and PC/MACs with the average display setting of 1024px width



Computers with wide screen displays

Summing it up

So to put it simply we work this way to make your content available to all and to future proof your site for the future. Here are some statistics that show W3C's view of browser usage across the board.

Computer Browser Statistics for December 2010:

Firefox	IE	Chrome	Safari	Opera
43.5%	27.5%	22.4%	3.8%	2.2%

Mobile Statistics for June 2010:

Opera	iPhone	Nokia	iPod Touch	Blackberry	Android
26.35%	18.05%	15.84%	8.69%	14.41%	6.69%

IE stats have dropped from 36.2 % in January 2010 to 27.5% in December 2010. Also the stats for IE6 as of December 2010 are 4.4 %

This shows that there is a steady decline of IE users and a growing market of other browsers/devices.

The figures speak for themselves.