VERSUS

a <{(ffcmini)}> presentation
by ia lucero

pacquiao vs. cotto

coffee vs. tea

your vs. you're

mac vs. pc

edward vs. jacob

ateneo vs. la salle

facebook vs. friendster

So many decisions, so little time

blondes vs. brunettes

superman vs. batman

kapamilya vs. kapuso

email vs. im

mcdonald's vs. jollibee

kitties vs. puppies

beyonce vs. taylor swift

Some are easy; you can make them based on facts:

lossy, interlaced

JPG

GIF

1-bit transparency, animations, 256 colors, interlaced

PNG-8: 1-bit transparency, 256 colors
PNG-24: 24-bit color, alpha transparency

PNG

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but others are hard, and it's <u>not</u> just a matter of preference.

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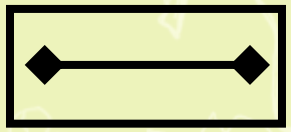
Layout

narrow

+ netbook-friendly
– cramped
* audience

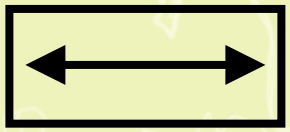
wide

+ roomy
– horizontal scrolling
* audience



fixed

+ easier to maintain
– limiting

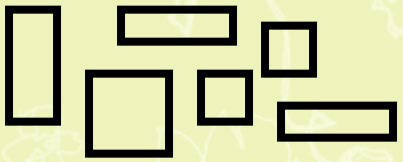


fluid

+ adaptable
– harder to maintain

grid

+ organized
– *can* look rigid & boxy
* print != web
* fluid grids

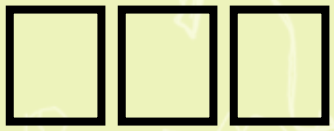


freeform

+ unrestricted
– harder to manage
* design principles still apply

1-page

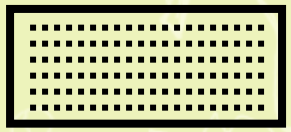
+ simple
+ in one place
– information overload
* small amt. of content



multi-

+ organized
– more clicks
– more to manage
* large amt. of content

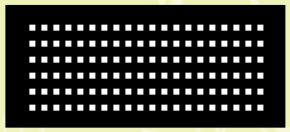
Typography



dark on light

+ mimics print

* readability is subjective
* check contrast ratio

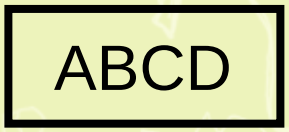


light on dark

+ higher contrast
  + accessibility
* readability is subjective
* check contrast ratio
* increase leading, tracking & decrease font weight

serif

* typically *heading* text
* screen reading fonts
* there's more to choosing a typeface!



sans serif

* typically *paragraph* text
* screen reading fonts
* there's more to choosing a typeface!

Technologies

<table>

tables

+ “easier”
– so 1999
* print != web

divs

+ semantic
– “harder”
* it’s not that hard

<html>

html

+ more accessible, seo-friendly
– “boring”
* can have both

Fl

flash

+ more interactive
– less acessible, seo-friendly
– “skip intro”
– plugin
* can have both
* also: silverlight

AaBbCc

html4 & css2

+ browser support
– old features

AaBbCc

html5 & css3

+ new features
– browser support
* progressive enhancement
* audience

ie6

+ supporting
– tons! (help)
* audience
* progressive enhancement

drop ie6

+ hallelujah!
– ignoring
* *not* the end

Remember:

Understand the differences and weigh the trade-offs.

You can try choosing both.

Take a stand. You can't make everyone happy.