As Graphic Designer at Data Access, I have helped many developers making well-running applications look great. I'll show you what great results can be achieved by using some of the latest techniques that are available on today's web to make your web application stand out from the rest.

Are you ready to take your web application to the next level?
User Experience (UX)

Creating successful business solutions today requires visual design and positive user experience!
About DataFlex

• The DataFlex software development platform is used by independent software vendors and corporate development teams.

• DataFlex solutions are known for being reliable and offering high security and scalability.

• The development framework is designed to provide robust and adaptable solutions quickly.

• It is the choice of tool in a result-driven IT management environment, providing a quick return of investment.
We think it matters how things look in software development.

Data Access provides services in the field of graphic design, web development and video productions.

play video
Multimedia is the most powerful tool of communication - it brings the story to life.

90% of information transmitted to the brain is visual and 40% will respond better to visual information rather than Plain Text.
Why not make your highly functional applications look great?

create a brand position | sense of trust | professional look and feel | stand out | create impact
3 years, 8 months and 5 days since the first DataFlex theme was created.
Windows
Like
Web Creme
# Order Entry

<table>
<thead>
<tr>
<th>Item ID</th>
<th>Description</th>
<th>Unit Price</th>
<th>Price</th>
<th>Quantity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>The Gold Hunter's Prospect Kit</td>
<td>€77.90</td>
<td>€77.90</td>
<td>3</td>
<td>€233.70</td>
</tr>
<tr>
<td>CASE</td>
<td>Understanding Case Technology</td>
<td>€39.00</td>
<td>€39.00</td>
<td>3</td>
<td>€117.00</td>
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<tr>
<td>CITIES</td>
<td>Cities I've Enjoyed - Photo Essays</td>
<td>€49.00</td>
<td>€49.00</td>
<td>4</td>
<td>€196.00</td>
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<tr>
<td>PICTURE</td>
<td>Pictures the World Loves</td>
<td>€29.00</td>
<td>€29.00</td>
<td>3</td>
<td>€87.00</td>
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</tbody>
</table>

**Order Total**: €2,965.00
We’ve improved the current themes and updated them with font-icons for better performance and customization.

And a new theme has been added – Flat Touch.

Currently available in DataFlex 18.1 Alpha 2
Where to start

It all starts with these four ‘easy’ steps...

1. **Set the scope and create a project plan**
   e.g. client requests, deadlines, budget, approach, goals

2. **Understand how the Framework works**
   e.g. controls are the building blocks, column layout system

3. **Setup workspace and run the tools**
   e.g. localhost or test server, developer tool

4. **Be inspired and get creative!**
   become a graphic designer
...but what happens if you don’t have a plan?
BAD IDEA!
Find the right approach
There are various ways of approaching the styling process

1st option
Build > Design
- Use an existing theme or modify a theme
- Use the functionality the framework offers
- The easiest approach to get quick results but nothing spectacular

2nd option
Design > Build
- Create your own UI/theme
- Most likely you’ll need custom controls
- You’ll need a graphic designer (become one, hire one or call us)
- Time consuming but the best approach to get spectacular results
Quantaris
(before)
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<th>Last wash</th>
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</tbody>
</table>
Before and After

Quantaris (before)

Berendsen Service Online (before)

Clip Consultancy (before)
Before and After

Quantaris
Berendsen Service Online (before)

Quantaris
Berendsen Service Online (after)

Clip Consultancy (before)

Clip Consultancy (after)
Before and After

Quantaris

Berendsen Service Online

Clip Consultancy

POS

—

ORDER #45231

Open drawer

Receipt

Customer information panel

Item | Quantity | Price
---|---|---
Break Fast | 1 | 5.95
Coffee | 2 | 7.60
Extra sugar | 0 | 0.00
Extra milk | 0 | 0.00
Coffee Shot Large | 1 | 4.40
Cookie biscuits | 4 | 9.99

Surcharge | 0.00
Total | 27.94
Tendered | 50.00
Change | 22.06
Understand how the framework works

Things you should know before you start styling your web application

- Controls are the building blocks
  - Forms
  - Buttons
  - Lists

- Controls are wrapped in containers
  - Views
  - Panels
  - Tab pages
  - Groups
Column Layout CSS

- Uses percentages
- Sets inline styles on controls

CSS Properties
- float
- clear
- margin-left
- width

Be cautious when adding margins, paddings and borders

![Image of column layout with examples of CSS properties applied]
Inline CSS by DataFlex Properties

- pbVisible -> visibility: hidden
- pbRender -> display: none
- piHeight -> height: 200px
- psTextColor -> color: #003300;
- psBackgroundColor -> background: #CCCCDD;
- pbFillHeight -> height: 345px
CSS Selectors

- Start with the control classname (e.g. WebCommandBar, WebControl, WebForm)
- Never use ID’s within themes (Okay for custom controls)
- It’s best to start with an existing theme
- Avoid inline styles

Use inspector tool to determine selectors

Remember precedence
- ID’s are stronger than classnames
- Classnames are stronger than tagnames

ID’s must be unique where a CLASS can be applied to many things
CSS Structure (The Cascade)

**System CSS** (framework)
- CSS required for functioning of controls
- `AppHtml\DfEngine\System.css` (external style sheet)

**Theme CSS** (designer)
- Global styles for the controls defined in CSS file
- Switch using `psTheme` property on `oWebApp`
- `AppHtml\CssThemes\<psTheme>\Theme.css` (external style sheet)

**Custom CSS Classes** (developer & designer)
- Application specific CSS declarations
- Assigned using `psCSSClass` or `psHtmlId`
- `AppHtml\CssStyle\Application.css` (external style sheet)

**DataFlex Properties** (developer)
- Properties on DataFlex classes
- *Inline styles* set by JavaScript engine (inline styles)
You’ve set the scope, you have your project plan, and you understand how the framework works.

What’s next?
Become a designer

Things you’ll need to create or modify your own theme

Setup your workspace and set psTheme
C:\....\DataFlex 18.1 Examples\WebOrder\AppHTML\CssThemes

Color chart or create your own color scheme using color.adobe.com or colorschemedesigner.com

Take one primary color, one secondary color, one contrast color, one fill color

Use the right tools and (online) resources

Developer tool (Chrome or Firefox)
CSS3 generator

CSS skills, practice and patience
Developer tool
Why the developer tool is such a great tool

- Inspect elements
- Preview images and colors
- Changing padding/margins/borders
- Cycle trough CSS properties
- CSS pseudo-classes
- Disabled styles temporarily
- See changes (events) highlighted
- Edit your styles instantly
Modern CSS3 properties

Use these CSS techniques to get great results

Text selection
::selection { color: #FFFFFF; background: #0072C6; }

RGBa
{ background: rgba(200, 54, 54, 0.5); }

Box shadows
{ box-shadow: 0 0 5px 0 rgba(0,114,198,50); }

Box shadow inset
{ box-shadow: inset 0 1px 0 0 #272525; }

Text shadows
{ text-shadow: 1px 1px 0 #005899; }

Rounded corners
{ border-radius: 1px; }

Transitions
{ transition: all 0.5s ease; }

Font Face / Font icons
@font-face { font-family: 'roboto_condensedbold'; }
content: 'y';
It’s okay to have **different experiences** in different browsers, just make sure you have a fall back.

Develop using **modern web-browsers** that follow standards first, then tweak for buggy versions of Internet Explorer, not the other way around.
@font-face for typography

Use the @font-face selector to make your application look awesome

✅ Custom fonts and no more web safe fonts like Arial, Times New Roman, etc.

✅ Customizable
  - Render in different colors
  - Apply font- and text-related CSS properties

❌ Loading time increases with the amount of fonts
@font-face for typography

Use the @font-face selector to make your application **look awesome**

**HTML**

```html
<h1 class="title">My Title</h1>
```

**CSS**

```css
.title{
  font-family: 'roboto-condensed-bold', Arial, Helvetica, sans-serif;
}

@font-face {
  font-family: 'roboto-condensed-bold';
  src: url('Fonts/RobotoCondensed-Bold-webfont.eot');
  src: url('Fonts/RobotoCondensed-Bold-webfont.eot?#iefix') format('embedded-opentype'),
       url('Fonts/RobotoCondensed-Bold-webfont.woff') format('woff'),
       url('Fonts/RobotoCondensed-Bold-webfont.ttf') format('truetype'),
       url('Fonts/RobotoCondensed-Bold-webfont.svg#roboto-condensed-bold') format('svg');
  font-weight: normal;
  font-style: normal;
}
```
@font-face typography generators

Use the @font-face selector to make your application **look awesome**

- **Font Squirrel**
  (free fonts for commercial use and font-face generator)

- **Google Font**
  (free fonts for commercial use, @import use)

- **Fonts.com**
  (huge selection, free fonts but site badge required or paid subscription)

- **MyFonts**
  (huge selection, paid fonts or paid subscription)
@font-face for font-icons

Use the @font-face selector to make your application look awesome

- Scalable
- Customizable
  - Render in different colors
  - Apply font- and text-related CSS properties
  - Make changes without opening Photoshop
- Single color
  - But you can add a `<div>` around your icon to set a background-color or border
@font-face for font-icons

Use the @font-face selector to make your application look awesome

HTML
<span href="#" class="WebItm_Icon">My Link</span>

CSS
.WebSaveMenuItm > div > span.WebItm_Icon:before {
  font-family: 'weborder-171' !important;
  content: 'd';
  font-style: normal !important;
  font-weight: normal !important;
  font-variant: normal !important;
  text-transform: none !important;
  speak: none;
  line-height: 1;
  -webkit-font-smoothing: antialiased;
  -moz-osx-font-smoothing: grayscale;
  display: inline-block;
}

@font-face {
  font-family: 'weborder-171';
  src:url('fonts/weborder-171.eot');
  src:url('fonts/weborder-171.eot?#iefix')
  format('embedded-opentype'),
  url('fonts/weborder-171.ttf')
  format('truetype'),
  url('fonts/weborder-171.svg#weborder-171')
  format('svg'),
  url('fonts/weborder-171.woff') format('woff');
  font-weight: normal;
  font-style: normal;
}

The ::before pseudo-element - can be used to insert content before the content of an element.
The ::after pseudo-element - can be used to insert content after the content of an element.
@font-face icon generators

Some resources to generate your own font icons

- IcoMoon
- Fontastic (the application we use)
- Fontello
Thank you for your time!

We’re looking forward seeing great designs from you!

Need a professional theme, web application or video?

Contact Data Access Europe info@dataaccess.eu