



Manifesto of the New Web Architecture: The „Wide Pictures” (WiP) Standard

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The modern web has been forced into a single, universal bucket known as *Responsive Web Design* (RWD). Attempting to build a single layout for everyone—from Smart TVs to smartphones—has resulted in massive code bloat, degraded multimedia quality, and excessive server CPU load.

This concept rejects that compromise. It proposes **separating web architecture based on end-users and functional objectives**, drawing directly from the principles of classical, utilitarian structural architecture.

1. Fixed Visual Module: The „Wide Pictures” Standard

- **Fixed Container Dimensions:** Exactly **1900 x 1050 px** (optimized for Full HD, 4K, and Smart TV screens while maintaining a safe margin for browser viewports).
- **Layout:** Horizontal alignment of vertical images, grouping 2–3 per row using lightweight **CSS Flexbox** code.
- **Quality Control:** Rejection of automated server-side compression algorithms. The creator manually selects individual compression thresholds for each .jpg file. Server capacity is utilized to preserve absolute sharpness and texture details where necessary.
- **Minimalist Interface:** Extended, literary descriptions of artwork and objects are stored natively within alt attributes for search engine crawlers (SEO) and screen readers.

2. Hybrid Server Structure (CPU Optimization)

Instead of straining server processors with continuous database rendering, the system is separated into independent functional zones:

- **Dynamic Zone (PHP):** Exclusively dedicated to content that changes over time (announcement boards, current events, timetables). This is the only area where the server exerts processing power.
- **Static Zone (Pure HTML):** For permanent and historical content (biographies, technical descriptions, institutional history). Instant loading with virtually 0% server CPU consumption.

- **Publication Zone (PDF):** Utilizing the PDF format to distribute textbooks, catalogs, and art portfolios. This guarantees perfect graphic layouts across all devices and offloads the rendering process from the server directly to the user's phone.

3. Isolated Ultra HD Vault & Clean SEO Hygiene

- **The /no-index/big-picture/ Directory:** A dedicated, clean space on the server where giant, uncompressed copies of images (e.g., in 4K resolution) are stored.
- **Robots.txt Shield:** Complete blocking of this folder from search engine crawlers using the Disallow: /no-index/ directive in the root robots.txt file. This protects the domain from duplicate content penalties and preserves search engine crawl budgets.
- **Active Linking (E-Cross-Publishing):** Embedding direct hyperlinks to this isolated folder within the lightweight PDFs. The reader downloads a light document and, by clicking a specific detail, opens a clean, massive, uncompressed file in a separate window (reminiscent of the 2000s web standard).

4. Second-Screen Ecosystem (Phone as a Remote Control)

Rejecting vertical RWD in favor of deliberate, intentional usability. The user turns their smartphone horizontally, connecting it wirelessly (via Chromecast, AirPlay, or Miracast) to a large TV or monitor screen:

- **Large Screen:** Displays the clean, undistorted artwork in the native *Wide Pictures* standard.
- **Small Screen (Phone):** Using the native *Presentation API*, it becomes an intelligent remote control with a viewport preview, voice synthesis (Web Speech API), and a control panel for ambient background music on demand.

This architecture restores craftsmanship to the web—it is highly durable, immune to CMS platform failures, respects code privacy, and prioritizes the quality of presentation over mass compromise.

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