

# WEB DEVELOPMENT

WHO WANTS TO BE A SOFTWARE ENGINEER FOR THE WEB?

# ABOUT WEB DEVELOPMENT

in Theory

in Practice

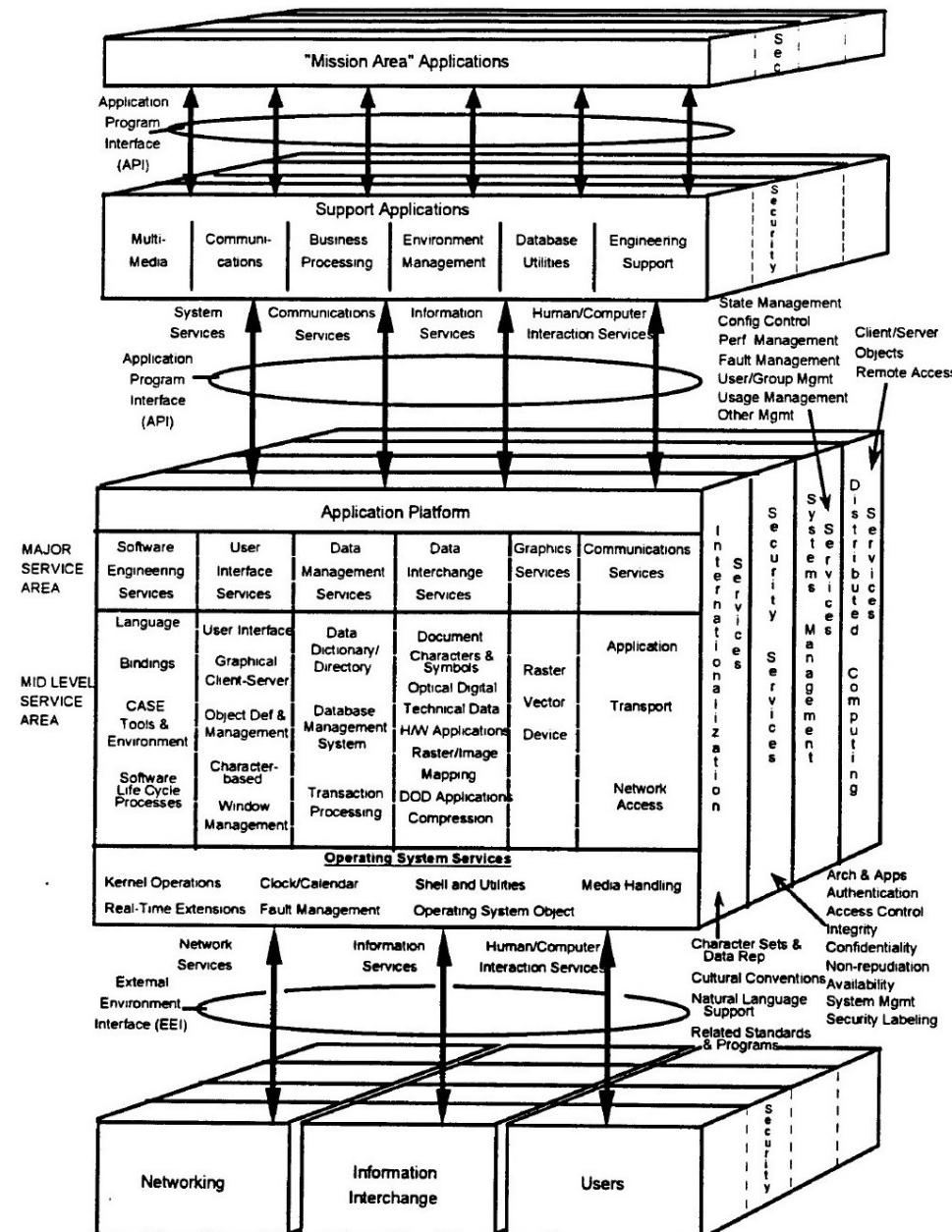
in Person

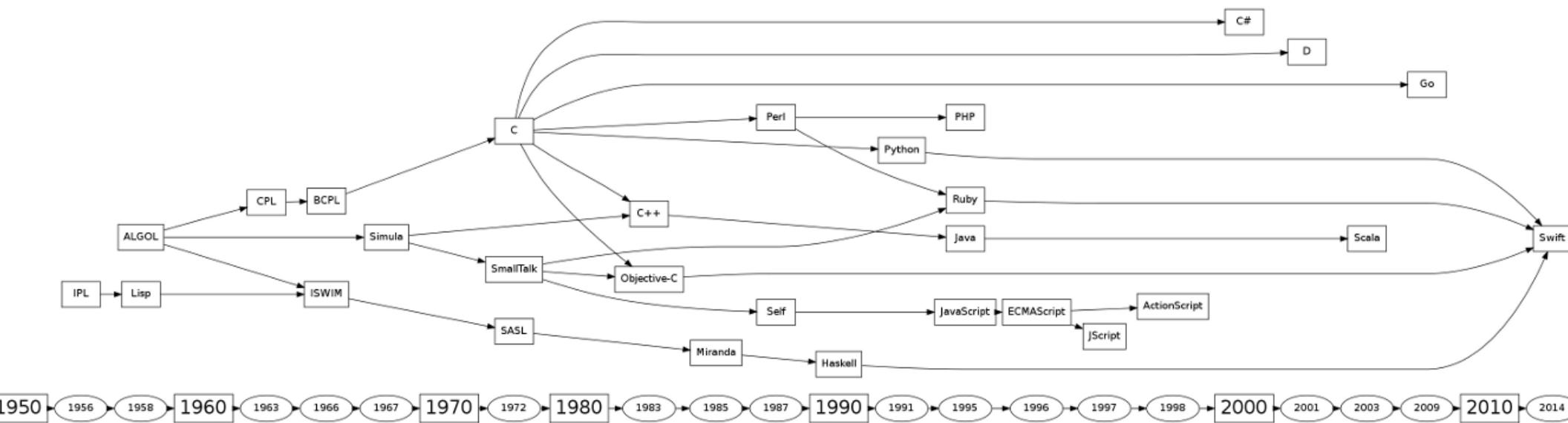
# ABOUT ME

- Ben Peachey
- Making Websites and Web Applications since 1997
- ~~Senior Software Developer~~ Kick-ass Webdeveloper  
@ The Bean Machine
- Contributor of Issues, Fixer of typos, Member of Usergroups



# THEORY





Specify

Design

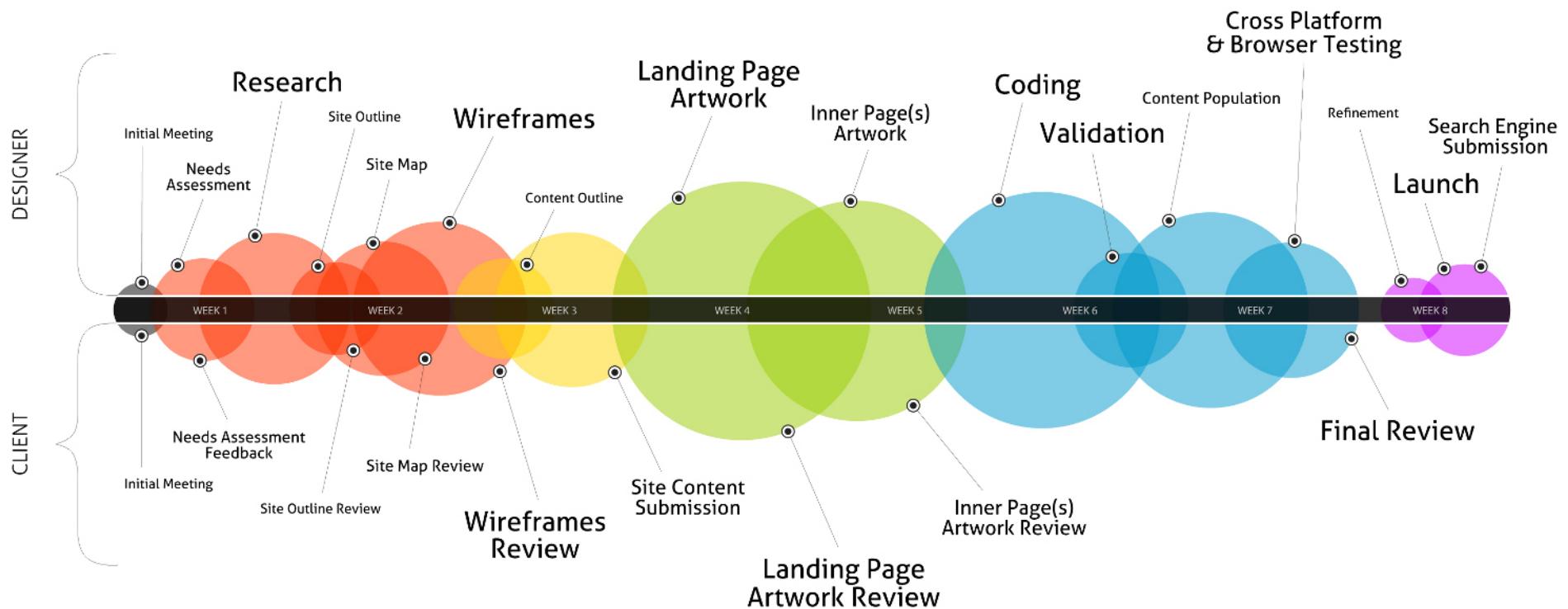
Build

Test

Deploy

# A Web Site Designed

MILESTONES, INVOLVEMENT, IMPORTANCE & TIMELINE



## MILESTONES



Milestone Occurrence

## INVOLVEMENT



Less

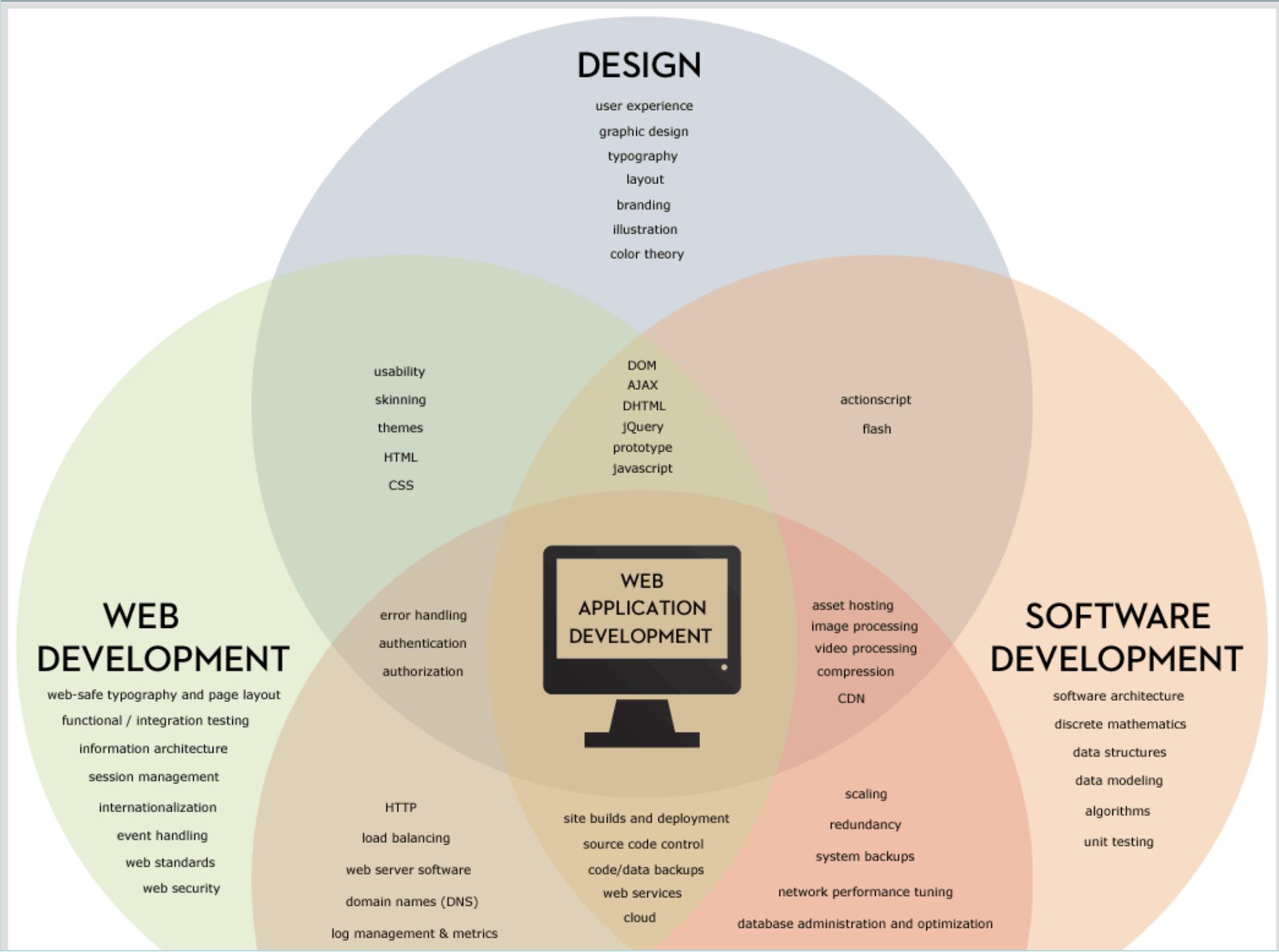
More

## IMPORTANCE

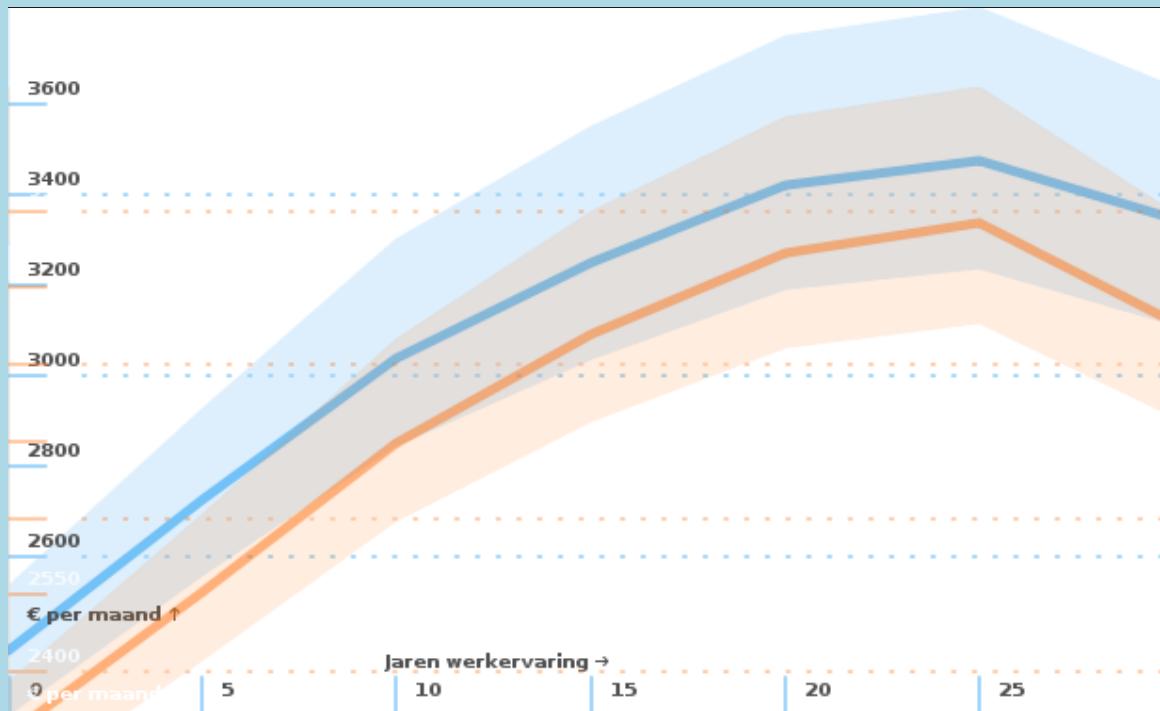
Average  
Greater

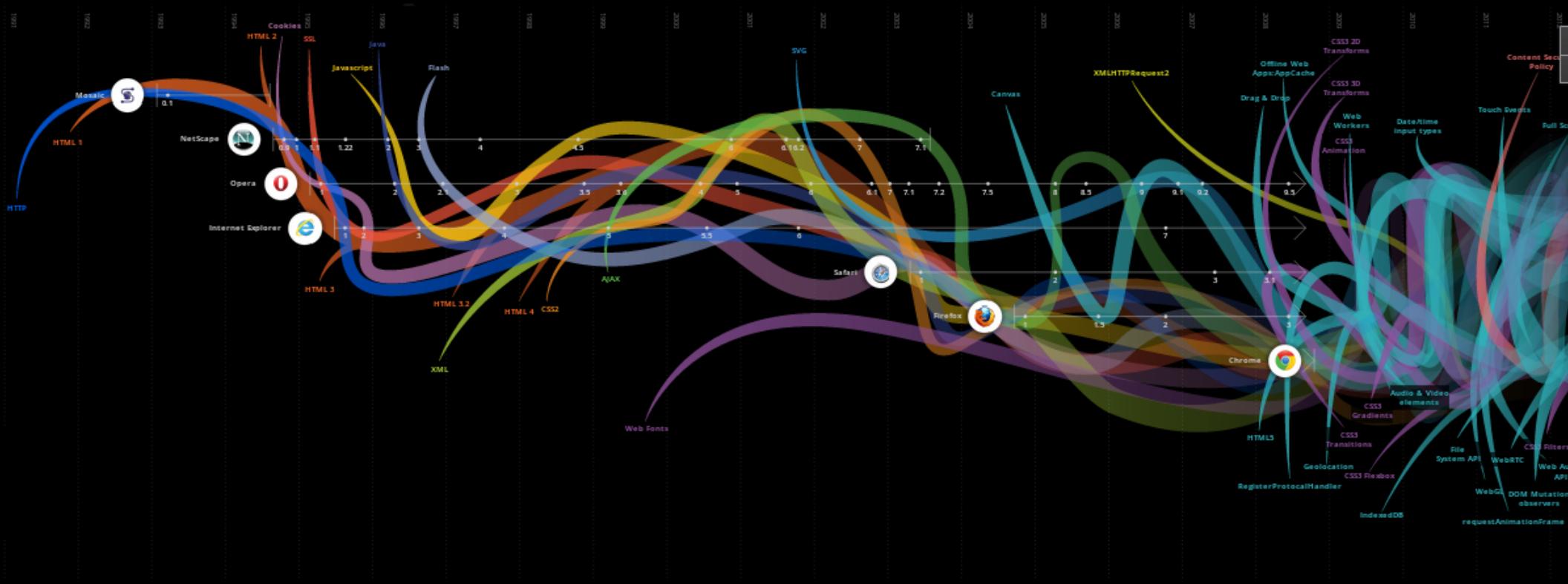
## PHASE





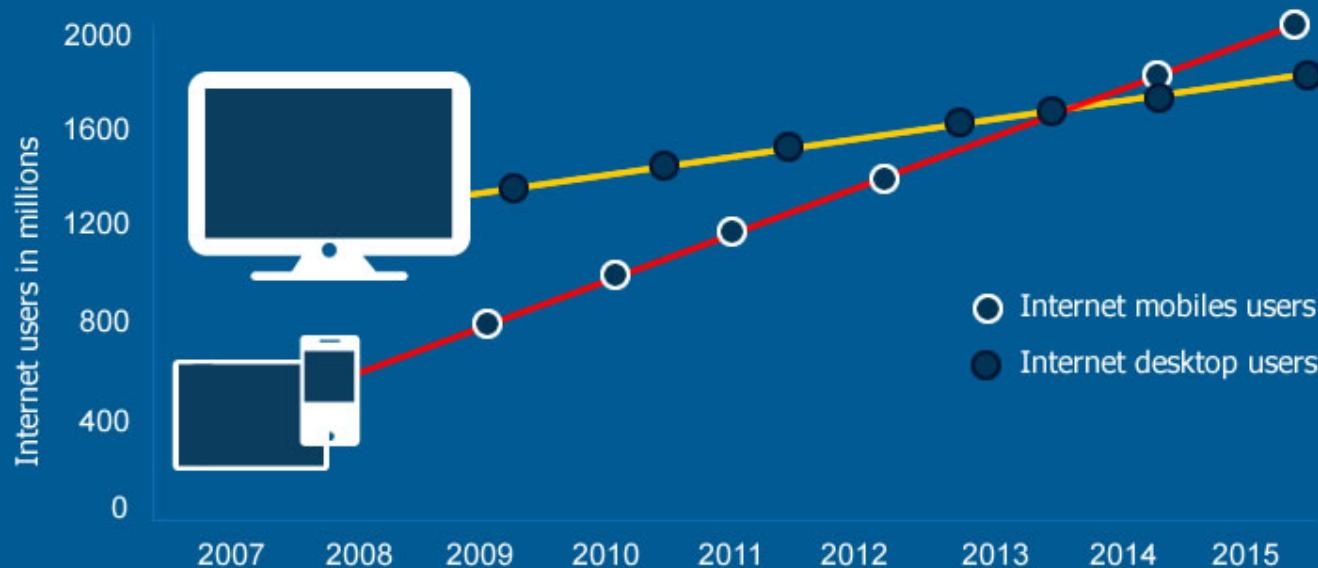
# A SPECIALIST YOU SAY? THAT MUST PAY WELL! LESS THAN YOU'D EXPECT...





## Internet usage - Mobiles VS. Ordinateurs

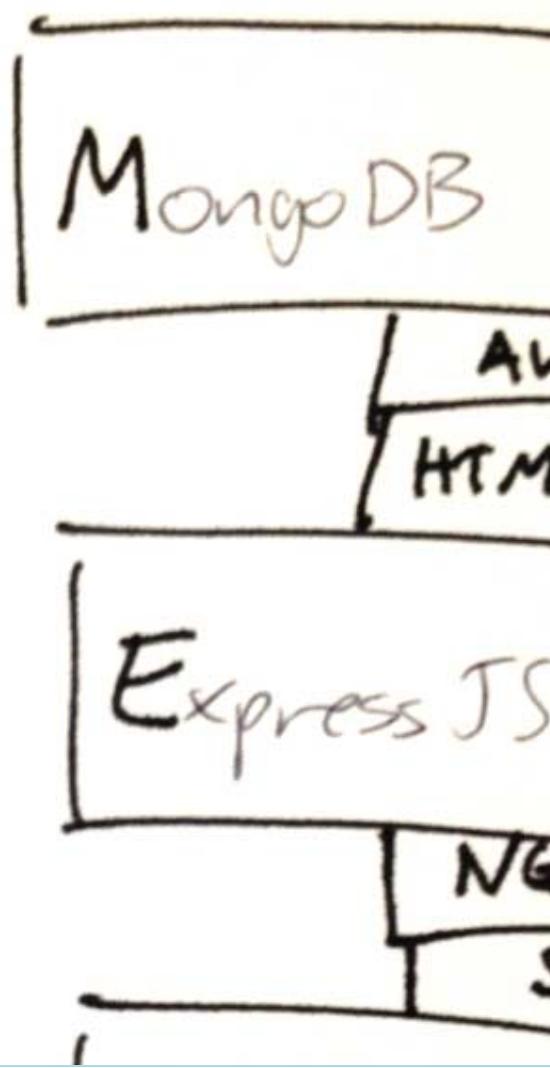
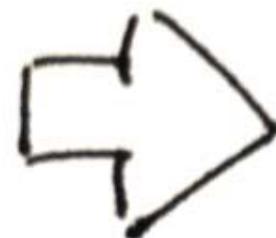
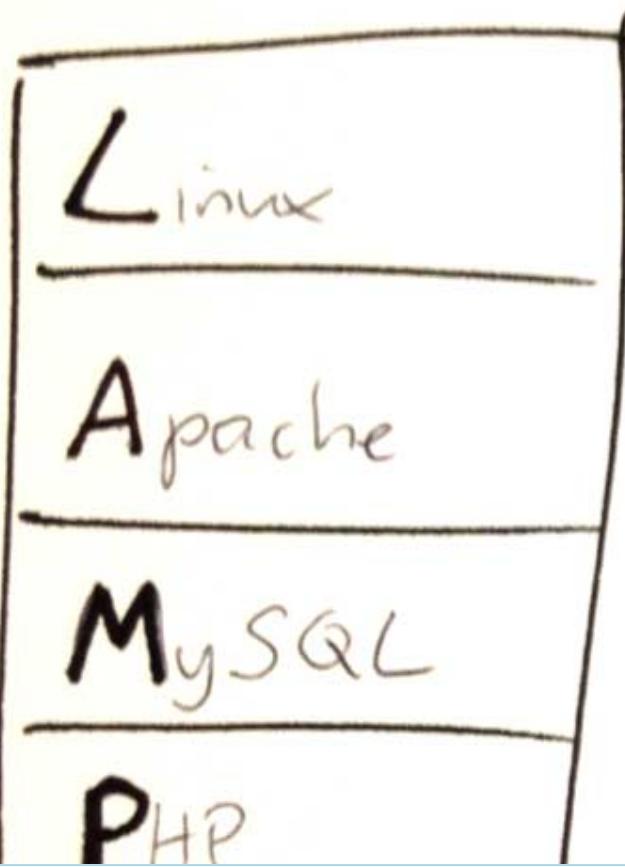
The projection of global internet users conducted by Morgan Stanley Research: Mobiles VS. Computers from 2007 to 2015.



# 'THE STACK'

2014

2010



- Learn it in school
- Learn it once then use it
- Learn it now, use it later

## Applications

### Interaction

XHTML

CSS    SVG

SMIL    CDF

XForms

MathML

InkML

### Mobile Web

XHTML Basic

Mobile SVG

SMIL Mobile

XForms Basic

CC/PP    DD

### Voice

VoiceXML

SRGS

SSML

CCXML

EMMA

### Web Services

SOAP

MTOM

WSDL

WS-CDL

Addressing

### Semantic Web

OWL

SKOS

### Privacy, Security

P3P

APPEL

XML Sig

XML Enc

XKMS

Web Accessibility / Internationalization / Device Independence / Quality Assurance

XML, Namespaces, Schemas, XQuery/XPath, XSLT, DOM, XML Base, XPointer, RDF/XML, SPARQL

XML Infoset, RDF Graph

Web Architectural Principles

URI/IRI, HTTP

The Web Advancing to its Full Potential

Internet

- Things are always changing
- Its hard to keep up
- There is always more you don't know

# ...AND THEN?

- Specialize
- Move up the chain
- Step Aside

Practice makes ~~perfect~~ you better at what you do.

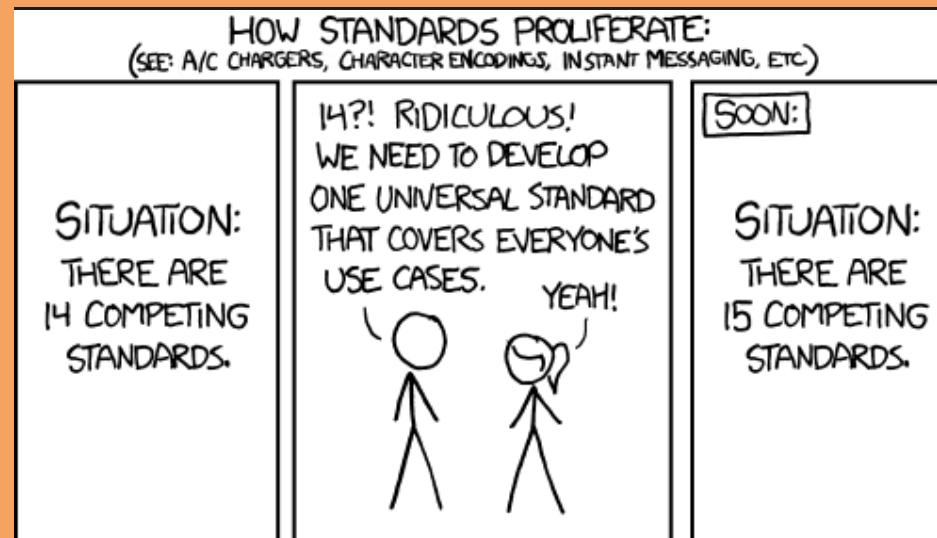
- Who here already programs?
- What languages?
- When did you start?

**EVERYTHING WORKS IN  
THEORY**

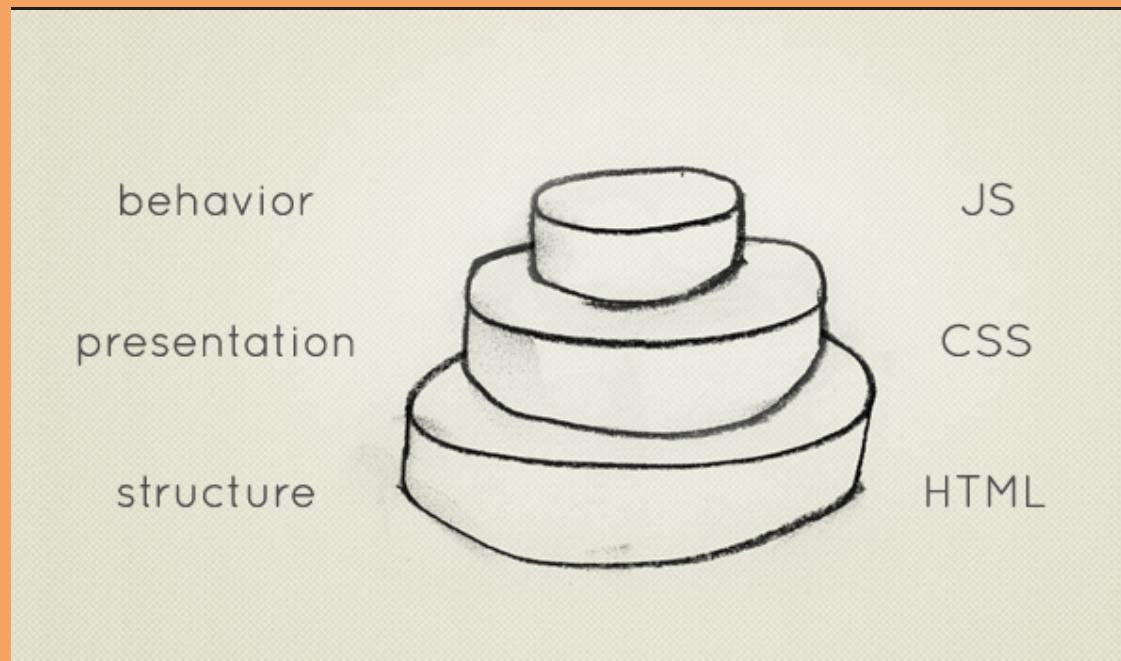
# WHAT COULD GO WRONG?

- Design by Comity
- Browsers
- Languages
- Your Code
- Other Peoples Code

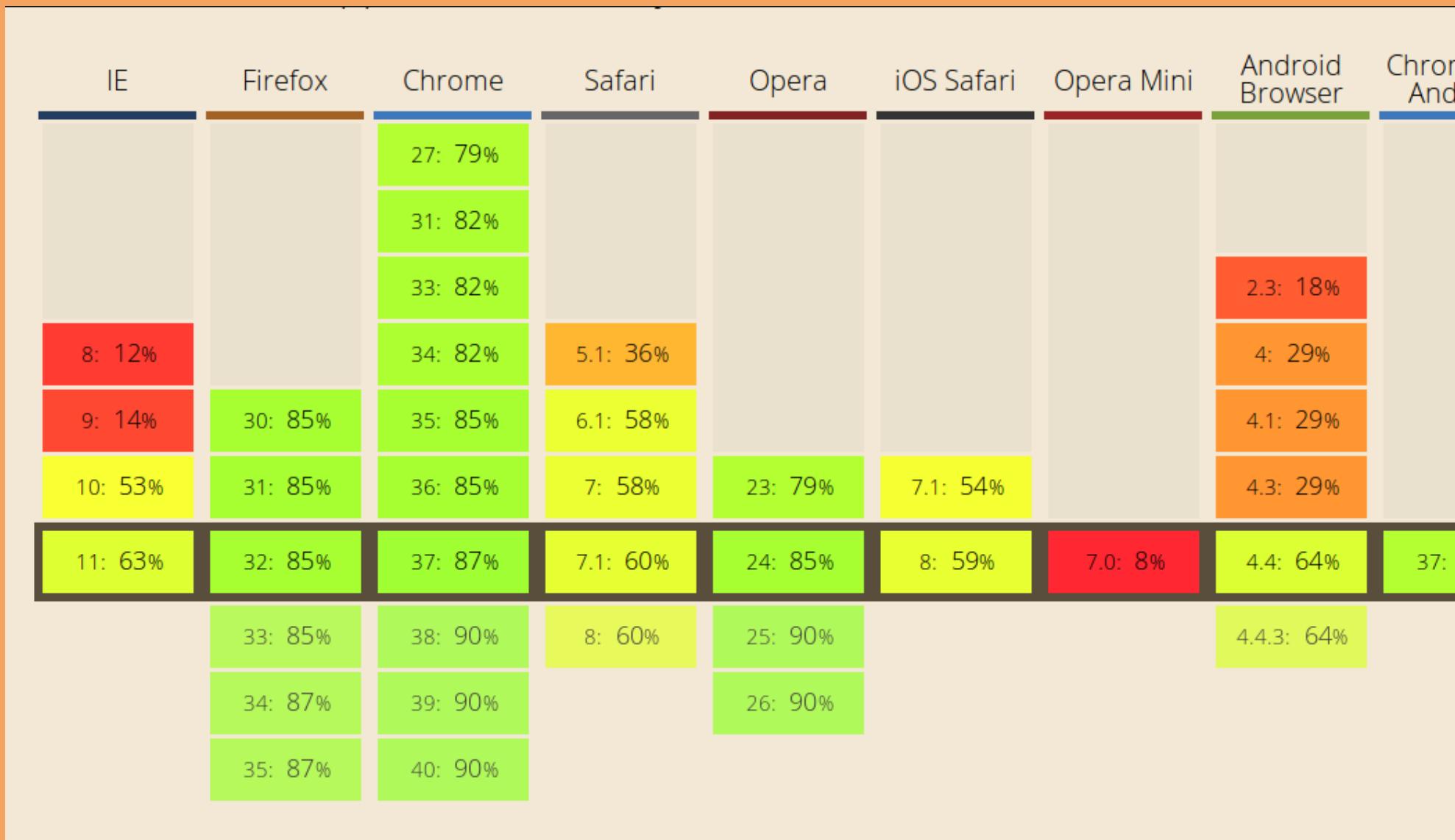
# STANDARDS



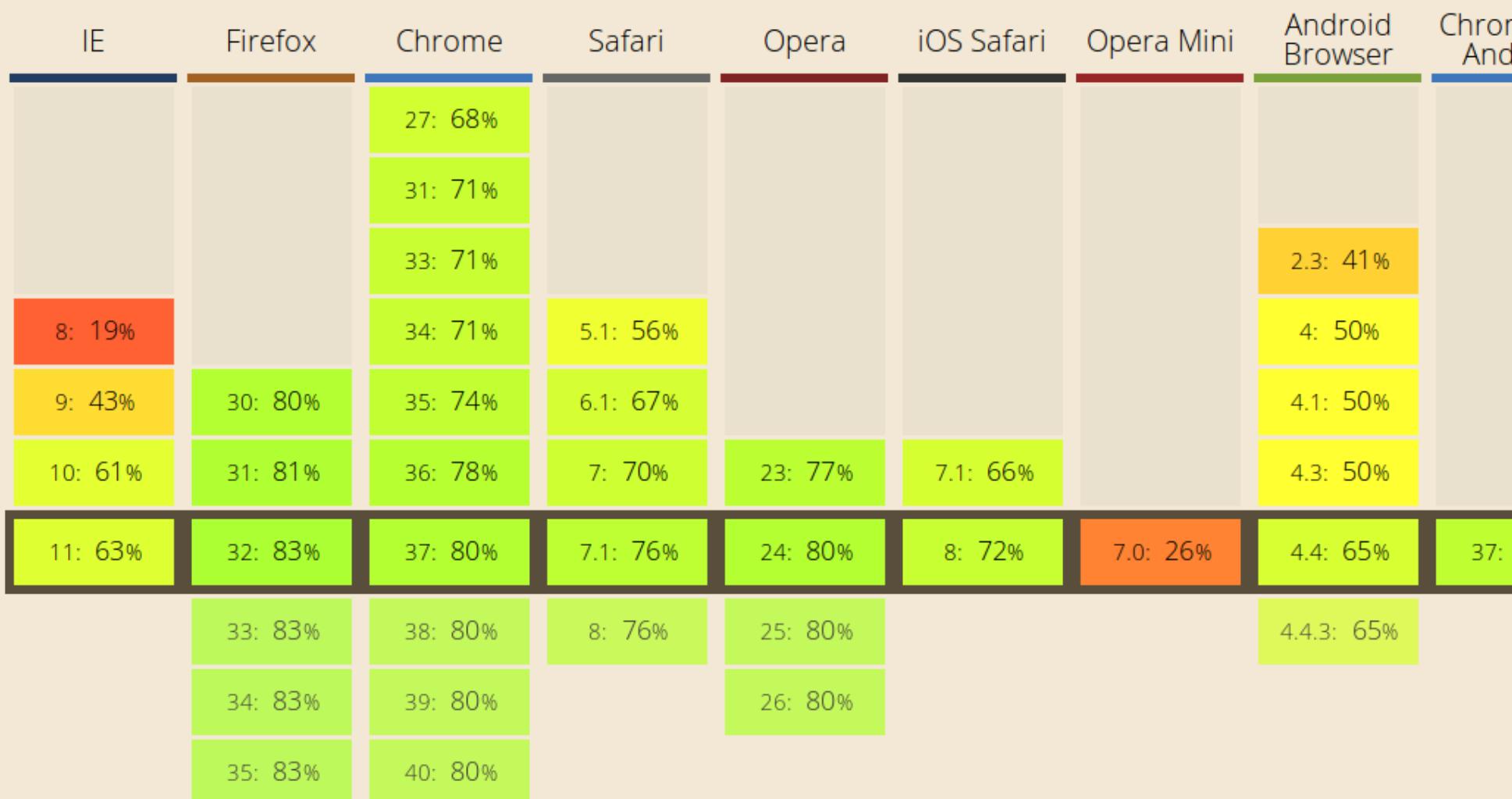
# BROWSERS



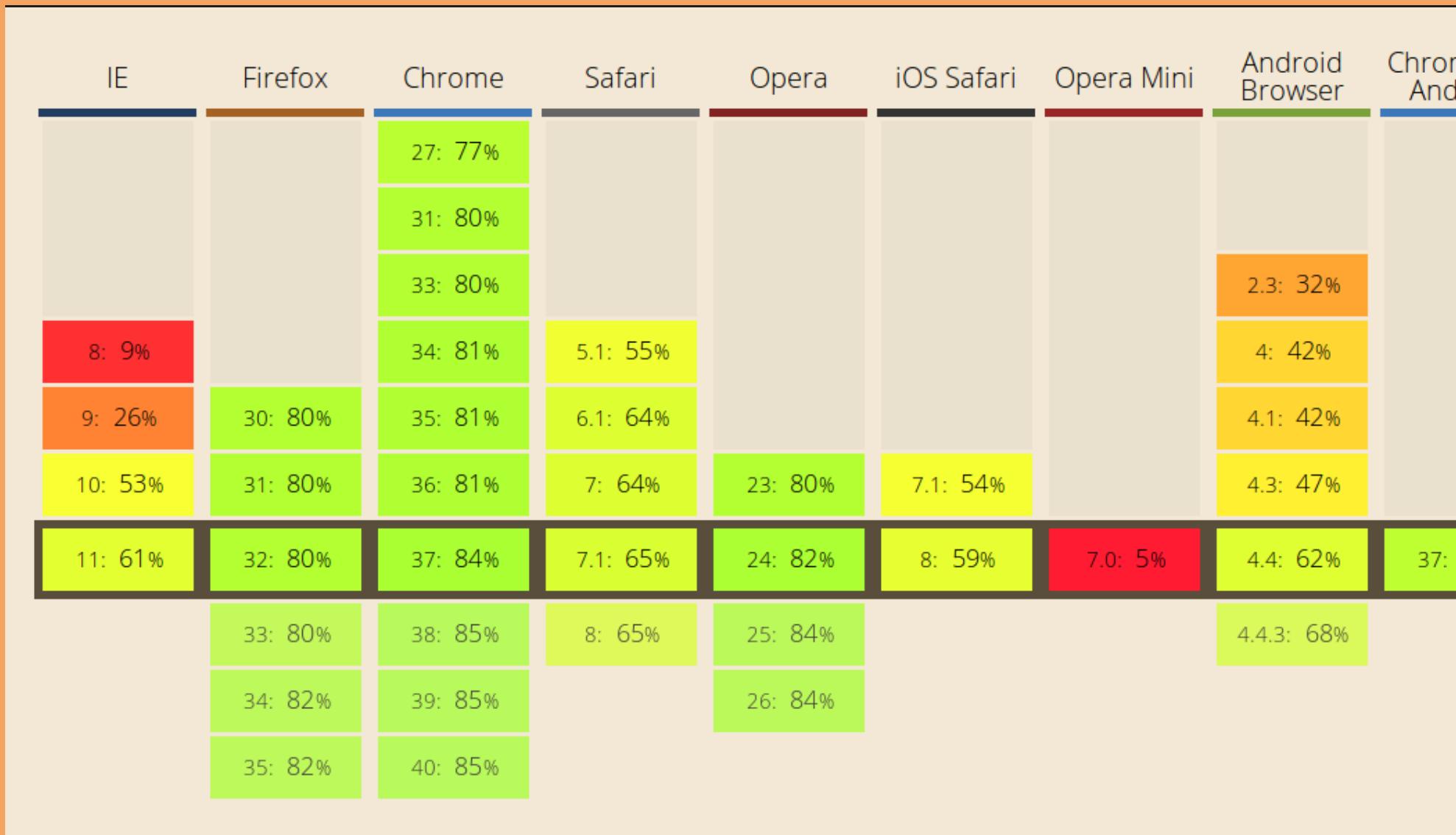
# JS

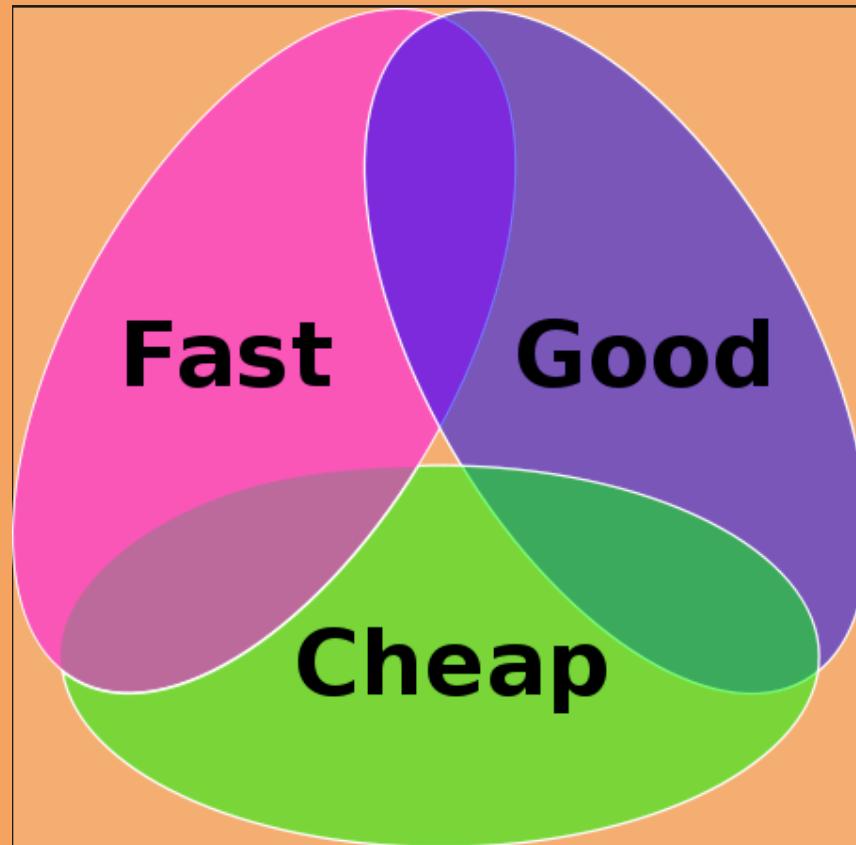


# CSS



# HTML5





**Old Code = Old Mistakes**

**New Code = New Mistakes**

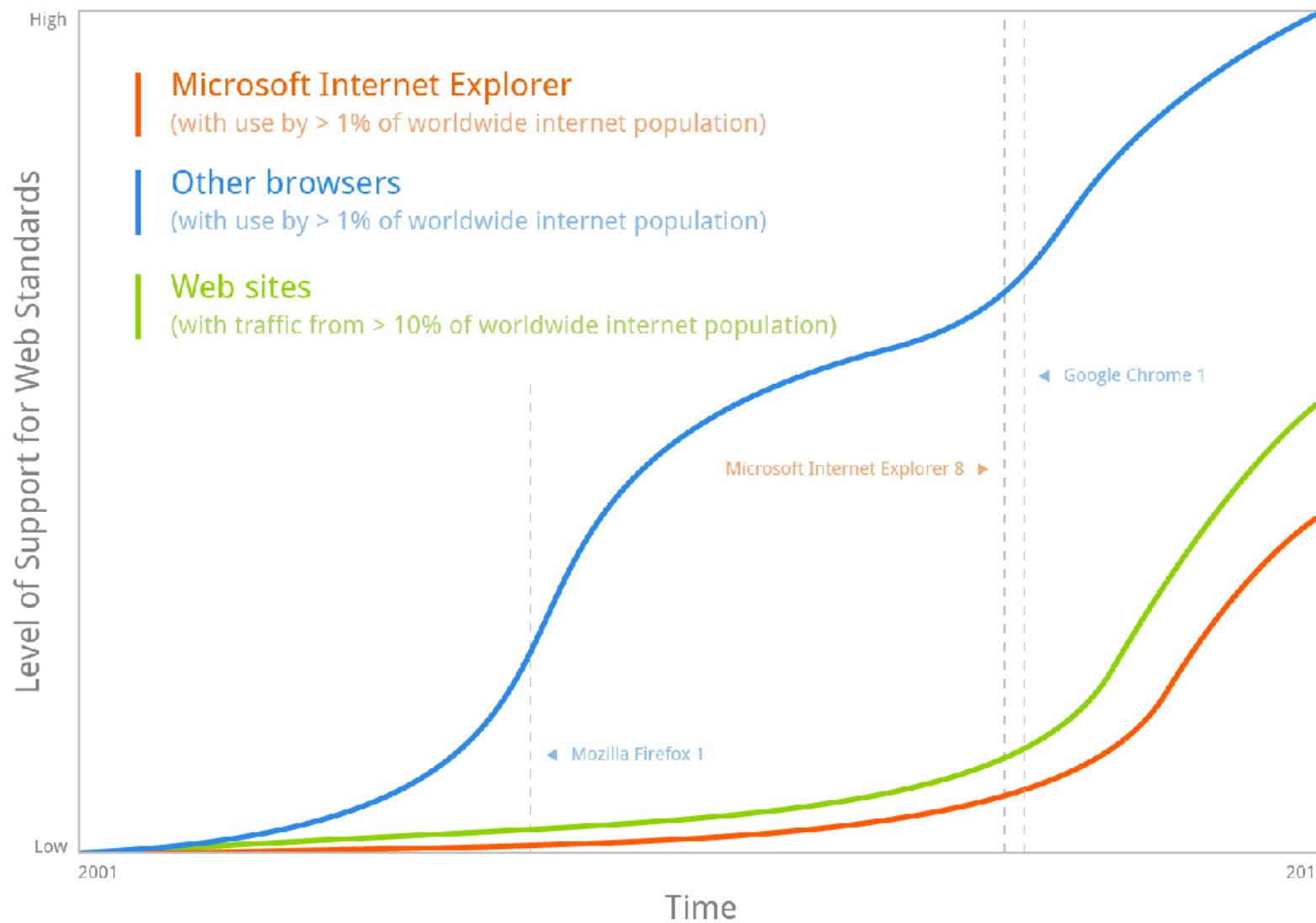
**New Code becomes Old Code**

**WORK != WORK**

AAAAAAAAAAAAAAAARGH!

Things are getting better

# Adoption Rate of Web Standards



**YOU ARE IMPROVING AS  
WELL**

- Critical Mass
- Solutions occur closer to the problem
- Libs, Frameworks, Tools, etc.
- Have the same problems
- No need to solve them yourself
- Use other peoples solutions

# BEING CREATIVE

Solve Problems

Many Possibilities

Find fun things to do

Sooner than you think

# NEW THINGS TO ...

Build

Invent

Experience

Don't loose that feeling of freedom and joy. Have Some Fun!

Even when work isn't fun



Find an environment that suits you as a person

**the innovators**

**thinkers and sharers**

**research and adapt**

**i do this for a hobby**

**“this is my day job”**

**copy & paste crew**

**“ the nephews”**

**SO... WHAT DID I DO THIS  
WEEK?**

**WHO WOULD LIKE A NERF  
GUN?**

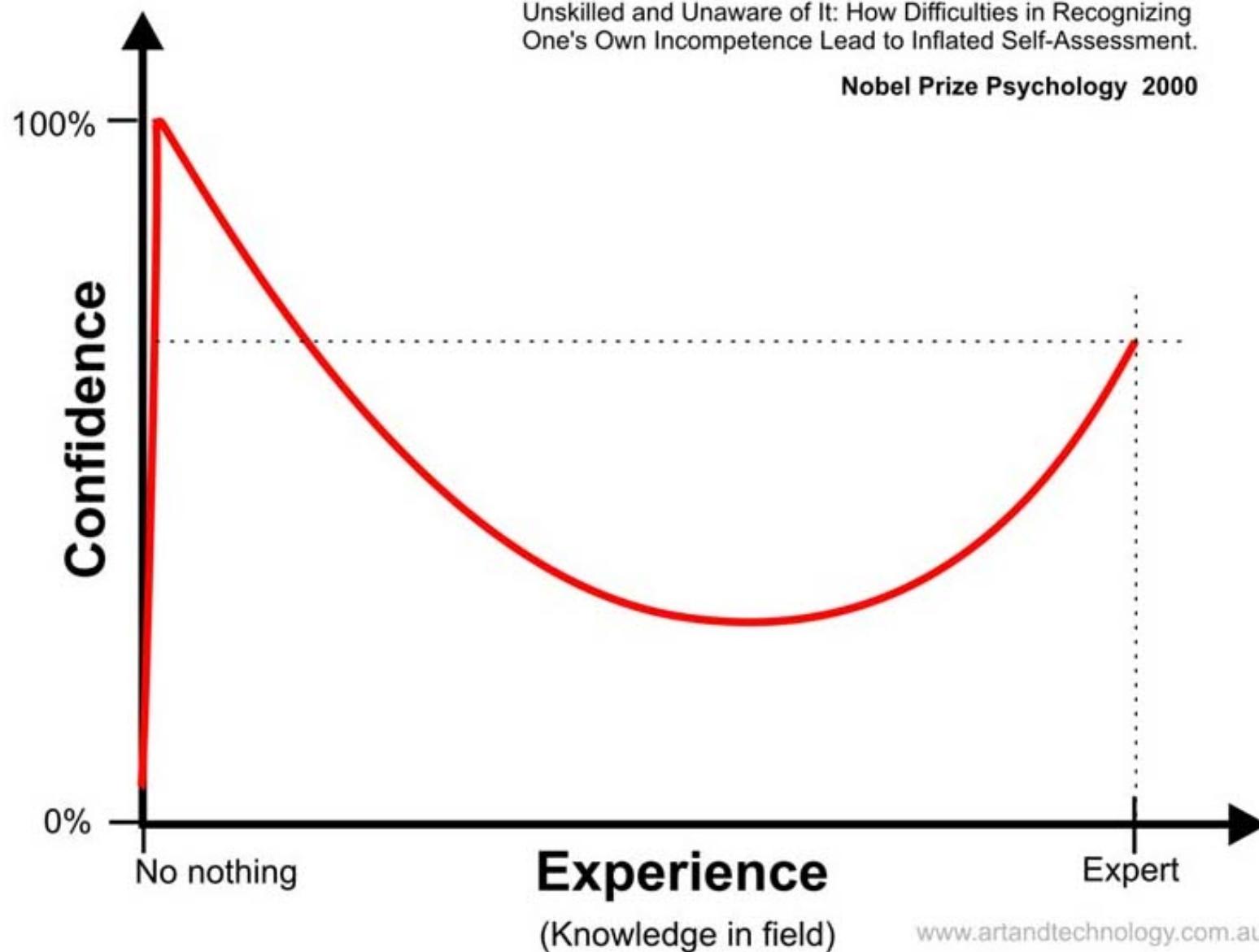
# DIFFERENT VIEWPOINTS

- Customers
- Co-Workers
- Managers
- Bosses
- Designers
- Sales/Marketing
- Testers

# Dunning-Kruger Effect

Unskilled and Unaware of It: How Difficulties in Recognizing  
One's Own Incompetence Lead to Inflated Self-Assessment.

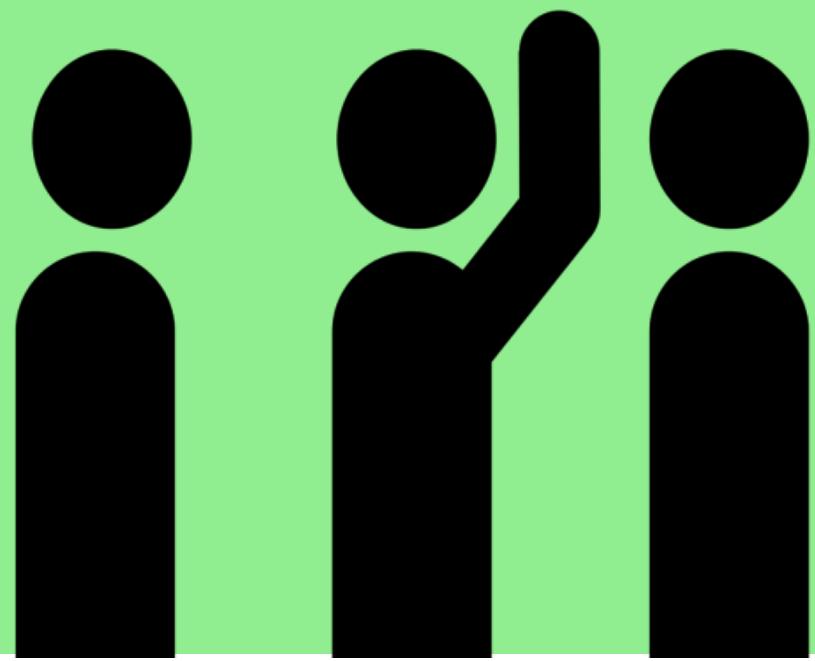
Nobel Prize Psychology 2000



# SOCIALISE

# SO MANY TALES TO TELL

- Usergroups
- Rebecca Purple
- Team Work
- Conferences
- General Incompetence



@POTHERCA

# SOURCES:

- Slideshow made with [reveal.js](#)
- [Question icon by Krisada from The Noun Project](#) licensed under Creative Commons Attribution
- Adoption rate of web standards by Trevor Parscal (2011) - <http://www.theoreticallogic.com/2011/08/adoption-rate-of-web-standards/>
- Broswer History -> [https://upload.wikimedia.org/wikipedia/commons/7/74/Timeline\\_of\\_web\\_browsers.svg](https://upload.wikimedia.org/wikipedia/commons/7/74/Timeline_of_web_browsers.svg)
- Broswer History -> Timeline of web browsers by ADeveria and Spinal83 (?) - [https://en.wikipedia.org/wiki/File:Timeline\\_of\\_web\\_browsers.svg](https://en.wikipedia.org/wiki/File:Timeline_of_web_browsers.svg)
- Competing standards by XKCD (a.k.a. Randall Munroe) (2011) - <http://xkcd.com/927/>
- Dunning Kruger Effect by ArtAndTechnology.com.au (?) - <http://www.artandtechnology.com.au/cartoons/index2.html>
- Having fun -> The Simpsons in pure CSS by Chris Pattle (2013-2014) - <http://pattle.github.io/simpsons-in-css/>
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- Salaris - <http://www.loonwijzer.nl/home/salaris/salarischeck>
- Software Engineering Model public domain - [http://simple.wikipedia.org/wiki/Software\\_engineering](http://simple.wikipedia.org/wiki/Software_engineering)
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- The stack -> The Myth of the Full-stack Developer by By Andy Shora (2014) - <http://andyshora.com/full-stack-developers.html>
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- Web Technologies -> Evolution of the Web by Hyperakt and Vizzuality (2010-2012) - <http://www.evolutionoftheweb.com/>

That's all Folks!