



Simple Primate is the online home of James Williamson, web crafter and lynda.com Senior Author. Here you'll find info about my courses, thoughts on all things web, and resources that I find helpful.

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## Featured Article

# Moving from print to the web

FOR MOST DESIGNERS, making the transition from print design to web design can be a frustrating process. At first it seems easy. You're a visual designer, so design is design regardless of medium...right?! Undaunted, you jump right in and the next thing you know you are confronted with the most dizzying array of acronyms this side of the military. Suddenly you find yourself surrounded by terms like CSS, XHTML, PHP, AJAX, XSLT and countless other shorthand terms for technologies you never wanted to learn. It can be more than a little intimidating.

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## Responsive Images Community Group

Keep up with the latest developments in responsive images by following this W3C community group. [Visit their site](#) to learn more about them.

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## Responsive Design Fundamentals

In this course I tackle the fundamental concepts and techniques of Responsive Web Design. [Come find out](#) what all the cool kids are talking about.

## Latest Review



## The Truth About HTML5

This book by Luke Stevens tries to cut through the hype and find out what's really going on with HTML5. Sound interesting? [Read my review.](#)





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## Moving from print to the web

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I consider myself fortunate to have made the transition in the mid 90's, when the web had fewer moving parts than it does now. There was less to learn, and consequently I was allowed to grow along with the industry. For a print designer interested in adding web design to his or her skill set today, there is a much steeper hill to climb. I've heard more than one web designer say to their print design friends, "hire somebody, just not me, I'm really busy," when the discussion turns to what they need to do to start designing web pages. I've often been asked that question myself, and my Dreamweaver and CSS courses are filled with print designers who are making that leap and want a clearer path from point A to point B.

Recently this question was put to me during an interview with Deke McClelland during his Martini Hour show, and during my discussion with Deke I decided to write a more thought-out response here, detailing what I've learned over the years about web design and how a new designer might go about making the transition. So here goes it (and Deke, here's that more detailed answer...), seven tips from me to you on how to successfully design for both the print and the web.

### Learn your craft

Are any of your friends web developers, stock brokers, or fast food employees? Imagine them purchasing a copy of InDesign and then taking on a Fortune 500 company's annual report as their first project. Sound funny? Well, I've seen plenty of print designers do just that. They'll snag a copy of Dreamweaver and fumble about, cursing the fact that it doesn't work like InDesign as they try to put together a web site for their largest in-house client. Web design is not a subset of print design; it is not subordinate to it





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## A little about me...

Hi! I'm so glad you've stopped by! I'm James Williamson, a Senior Author at lynda.com. I'm passionate about standards-driven web design and teaching folks how to become better web designers.

While you're here take a look at my courses section, which gives information and resources on my lynda.com courses, and check out the articles, news, and resources I've written as well.

Feel free to drop me a line below!

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