**LINK TO ARTICLE:**

<http://www.creativebloq.com/netmag/complete-web-design-toolkit-part-1-81412541>

Posted: August 5, 2014 @ 11:00 am

**First impressions:**

1. ***What sort of site is this?*** 
   1. NET MAGAZINE (www.netmagazine.com) is an industry news blog website.
2. ***What is the issue being discussed?***
   1. The issue (255) is a two-part series exploring tools used for front-end website development.
3. ***Who or what is the industry pro(s)/company/product in this piece?*** 
   1. Neil Renicker and Adam Simpson are two industry experts wrote the article “The Complete Web Design Toolkit, Part1”. Each work as front-end developers for hearsparkbox that specializes in responsive front-end web development. Although hearsparkbox or Sparkbox.com creates responsive websites, it is actually choose to position itself as a service company, stating, "The only real thing we have to over is us. It’s not what we do – it’s how we do it.”
   2. **Creative Blog** is a product of NET MAGAZINE claims to be “the number one choice for the professional web designer and developer.” It is copyrighted under Future Publishing Limited, Quay House, The Ambury, Bath BA1 1UA. England and Wales company 2008885. The company trades under LSE and claims to reach more thatn 49 million international consumers with its product offering of “leading positions in Technology, Photography, Creative & Design, Games, Film, Music, Auto.”
   3. **Industry products** mentioned in the article are listed here. Text editors: Sublime Text, Vim, Coda, Espresso, Atom and TextMate2 (used editing code). Version control systems: Git, Mercurial and Subversion (a system that allows files to be worked on by multiple developers – much like a Google Doc). Source controls: Bitbucket and GitHub (create pull requests from a group of work; this is used in workflow in order to make project management easier while protecting the code). Other workflow software mentioned was Sketch (a vector based software tool that adds rounded corners and drop shadows). New applications: Froont, Macaw and Adobe Edge Reflow (help designers layout with graphic/code). Coding: HTML, CSS and JavaScript (all languages used to connect a website to the internet). Preprocessors (allow static code to become dynamic with features) each code has its own preprocessor. For CSS there is: Less, Stylus, Sass also CodePen or jsBin add “flavors.” For JavaScript there is : CoffeeScript. Preprocess applications are cross platform and include: CodeKit or Prepros (which make processing simple). Open source task runners: Grunt, Gulp and gist.github/toolmaintium/6200029 and algorithms.rdio.com/post/make (which are programs that run local servers, minify/concat/lint code, condense images and refresh browsers). “Static site generators are intended to help developers automate the management of sites without the overhead of database:” WordPress, Drupal and ExpressionEngine (allow you to save a code inside it’s program for multiple use), generators include: Hammer and Cactus (Mac based ap), or Jekll, Middleman or Assemble (each help facilitate decisions to structure projects; ex. layout, data and partials).
4. ***How is the industry pro/s introduced?*** 
   1. They introduce themselves and immediately start talking as industry experts.
5. ***Are they so well known they need no introduction to other industry pros?***
   1. I have never heard of them before, but I am very new to this portion of the industry, so I am really unable to answer this question with any authority. It appears by their followers, in five days that they must have some level of presence with professionals.

**Content:**

1. ***Does the writer seem competent in discussing this subject?*** 
   1. The writers have explained industry tools for front-end web development. They were able to describe the process of front-end web development by describing each web tool and how it worked into the process. They used web industry language in terms of process and tools, but try to keep it in a general open conversation style. They also include hyperlinks to most of the technologies mentioned in their article for convenience and legitimacy to the reader. I researched some of the software tools mentioned and verified that the authors knowledge. For someone new to this industry (which is why I am going back to college) the process in which the tools needed to be applied is not for a general audience. I had and still have to do a lot of research on these tools in order to be able to have a better understanding of their complex nature.
2. ***Consider assumed knowledge. Is the level of knowledge that the creators of this piece assume the reader to have surprising?*** 
   1. The authors do assume that if you are reading this article that you have some knowledge of web design and development because it does not explain what front-end web development is, but rather explains tools that can make it easier, applying that you have some form of understanding. I think, perhaps that they also assume that if you are reading a trade publication that you are a big fan who studies, an armature who is trying to learn or a professional looking for new innovations. The authors tell us to explore what’s right for us, but that it is crucial to keep abreast of the latest tools designed for accuracy, efficiencies and standards. I believe the purpose of the way they structured the article is like handholding because they started with basic front-end web tools and progressively explained how more advanced tools could help manage development throughout complex process. For fans and armatures this was a great article, I would say even for professionals given that this type of technology advances so quickly.
3. ***How much background info is given?***
   1. There was no background information given about the article or the authors. I had to look them up and research them on my own through their hyperlinked names at the bottom of the article.
4. ***What is the potential impact of this story to your industry?*** 
   1. The comments written on the article show that the cognitive readership level is high. Most commented positively, and were able to discuss how they applied the knowledge that they gained from the article.
   2. I will use all of the information starting with my vocabulary assignment since I was only aware of two software programs mentioned out of twenty or so.
   3. I feel very intimidated on one hand and extremely excited on the other after reading through the tools needed.

**Comments/Feedback:**

1. ***What is the level of discussion in the comments/feedback section?*** 
   1. The article is only five days old, but has received five comments. Four positive, one negative. It was obvious that fans, amateurs and professionals read the article. There was a professional tone, but one negative person seems to have an authoritative and opinionated viewpoint, and left an impression of being defensive. Over all the tone from feedback was received positively and readers seemed grateful. The article is being shared on social media; there are 133 tweets, 351 Facebook likes and 15 LinkIn shares.

**Final Thoughts:**

I learned a lot from this article, mostly about how much I do not know or understand about the field that I am studying. Recently I got a taste of that when I started looking to get back into web design. So much had changed since I took a class in the very first version of Dreamweaver nearly thirteen years ago. I was actually surprised how the article was written, but probably not how you would expect. I just came from Corporate America, so I was expecting the article to be so much more technical; almost to the point that I would think they were speaking a whole new language. While the application of web design is technical I was pleasantly surprised how easy the authors made it read. I guess that is why this was a blog and not a fortune 100 company white paper. Personally I learn more from people who can take complex subject matter and make it easy to understand. I think they did a very good job writing “The complete Web Design Toolkit, Part 1” to professionals who really understand the complexity of web development. Part 2 will speak to more of the back-end of web development and will be much more complex as it deals with all of the peripherals of the Internet.

Gulp. As mentioned earlier, it is intimidating to someone like myself who has to learn all of these programs on one hand, but it is also exciting to learn something so challenging and useful. I can remember learning to drive a standard car. Find it or grind it my step-dad use to say about the car, but I could tell he really meant his teeth. Typing on an old typewriter, notice I did not say “electric.” I never thought I would ever get the hang of that monster machine. I love learning and being challenged, especially when I can see the practical side which for me is the pay off. I really enjoyed this article and will be using nearly all of it for my vocabulary.

Resource:

Simpson, A., & Renicker, N. (2014, August 5). The complete web design toolkit, plant 1. Retrieved August 10, 2014.