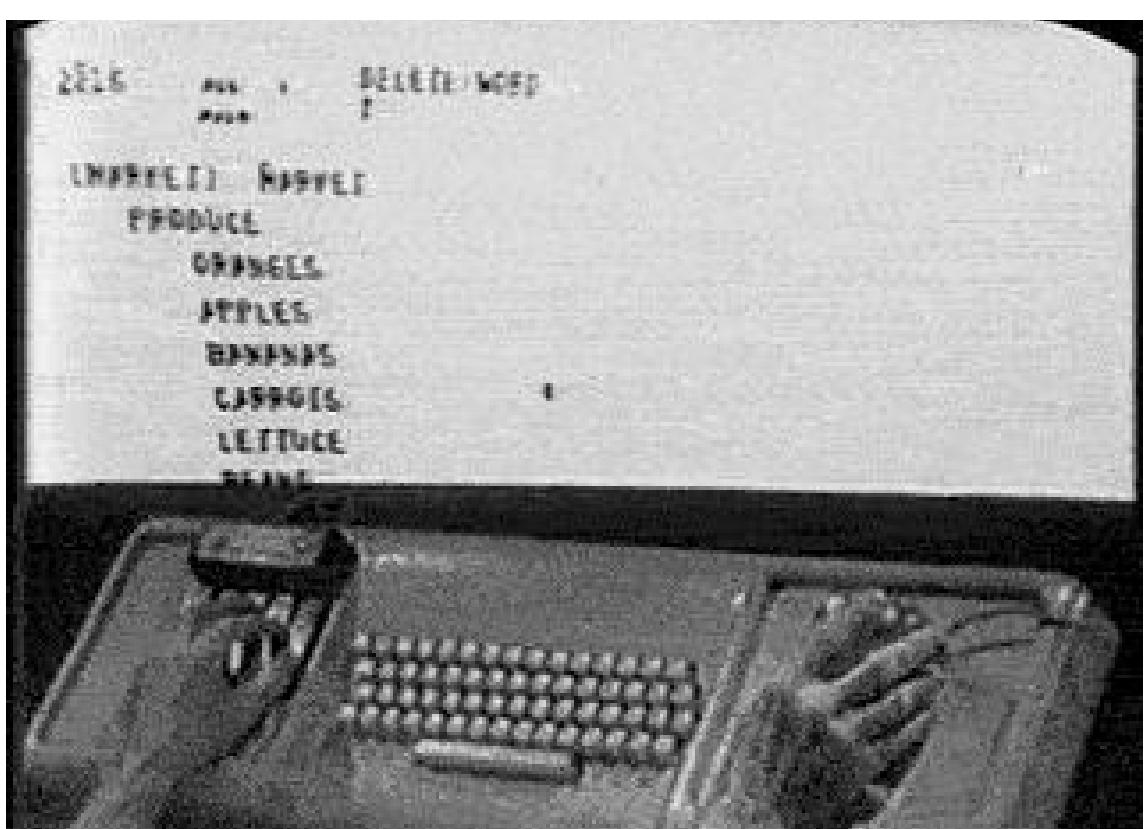
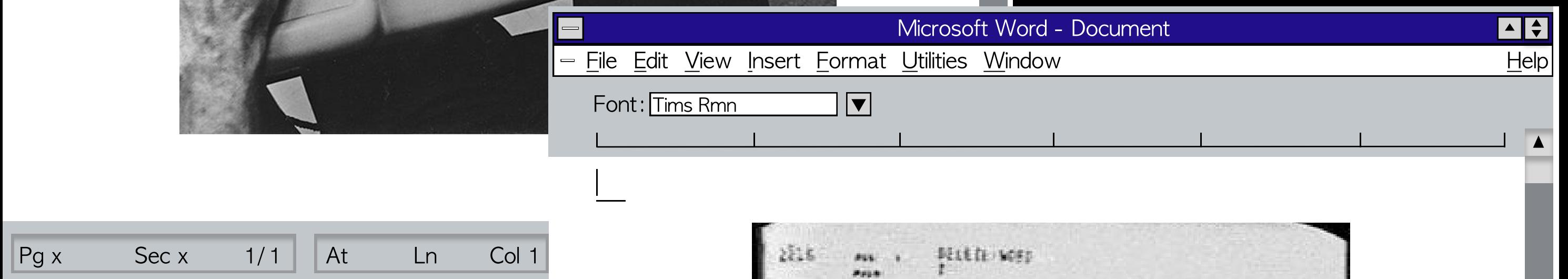
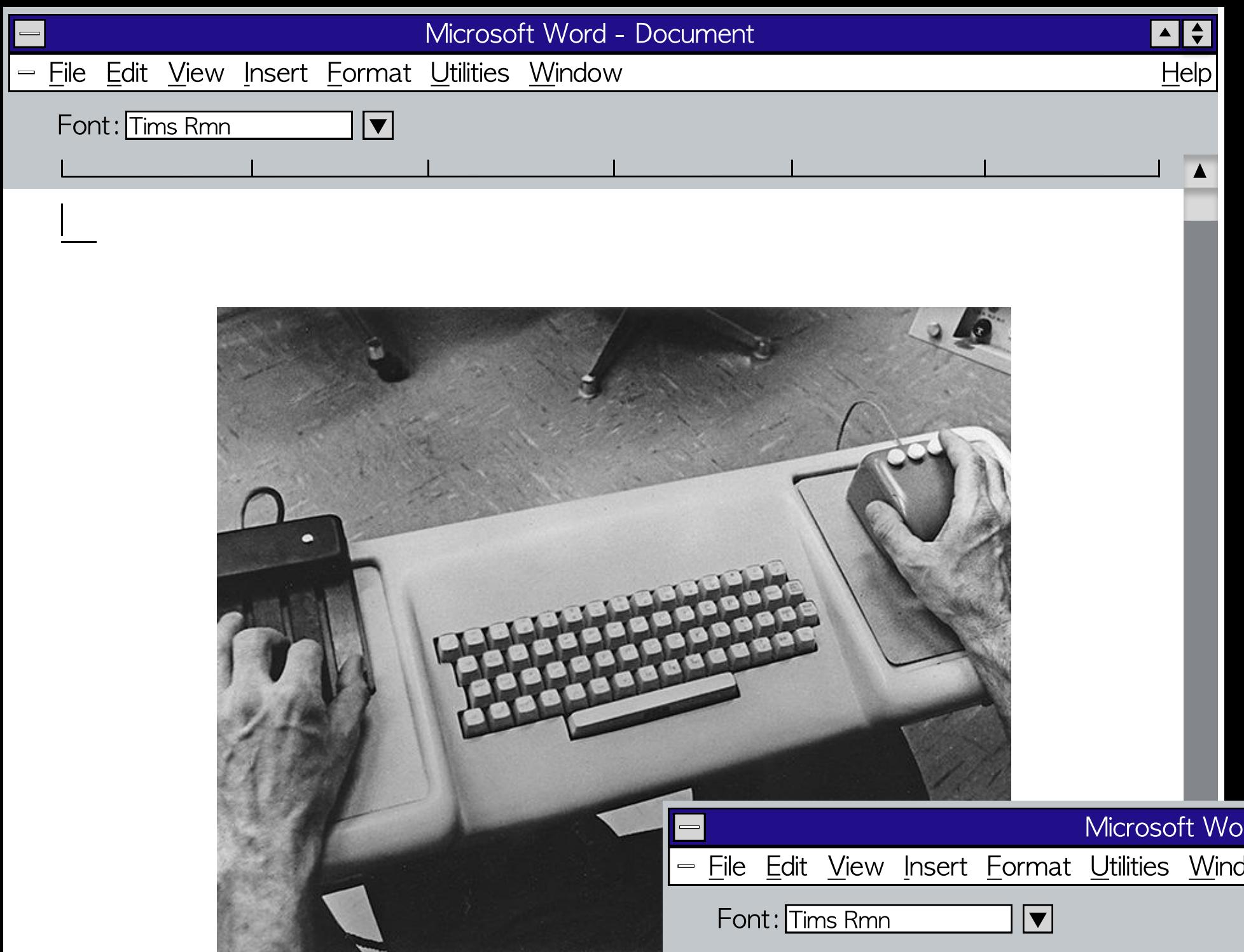


WYSIWYG

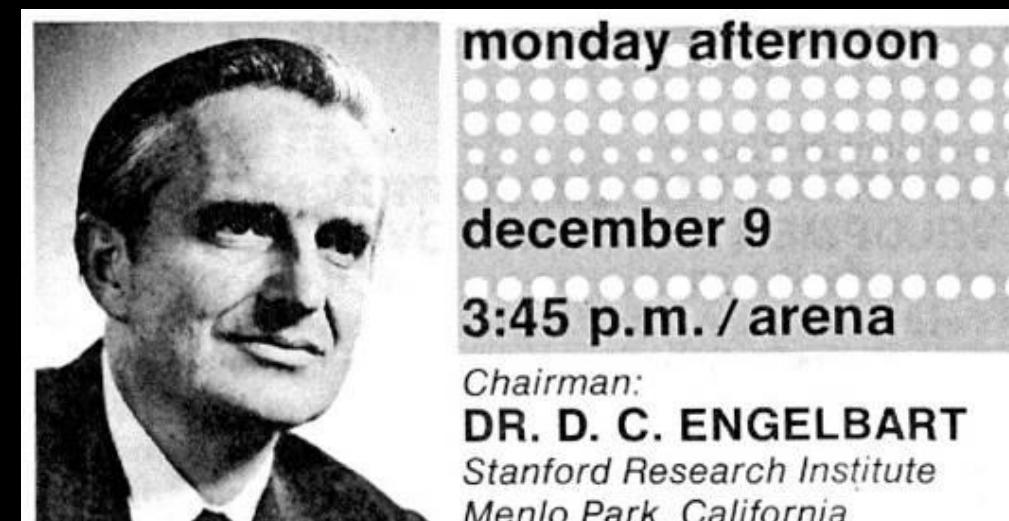
Alana, Karen, Malia.



for the white silicon valley man

1968: Douglas Engelbart and “the Mother of All Demos”

- hypertext
- mouse
- write/copy/paste/delete
- GUI
- real-time collaboration
- video conferencing



This session is entirely devoted to a presentation by Dr. Engelbart on a computer-based, interactive, multiconsole display system which is being developed at Stanford Research Institute under the sponsorship of ARPA, NASA and RADC. The system is being used as an experimental laboratory for investigating principles by which interactive computer aids can augment intellectual capability. The techniques which are being described will, themselves, be used to augment the presentation. The session will use an on-line, closed circuit television hook-up to the SRI computing system in Menlo Park. Following the presentation remote terminals to the system, in operation, may be viewed during the remainder of the conference in a special room set aside for that purpose.

The Origin of WYSIWYG (WIZ-ee-wig)

- Karen Thacker (1974): “You mean, what I see is what I get?”

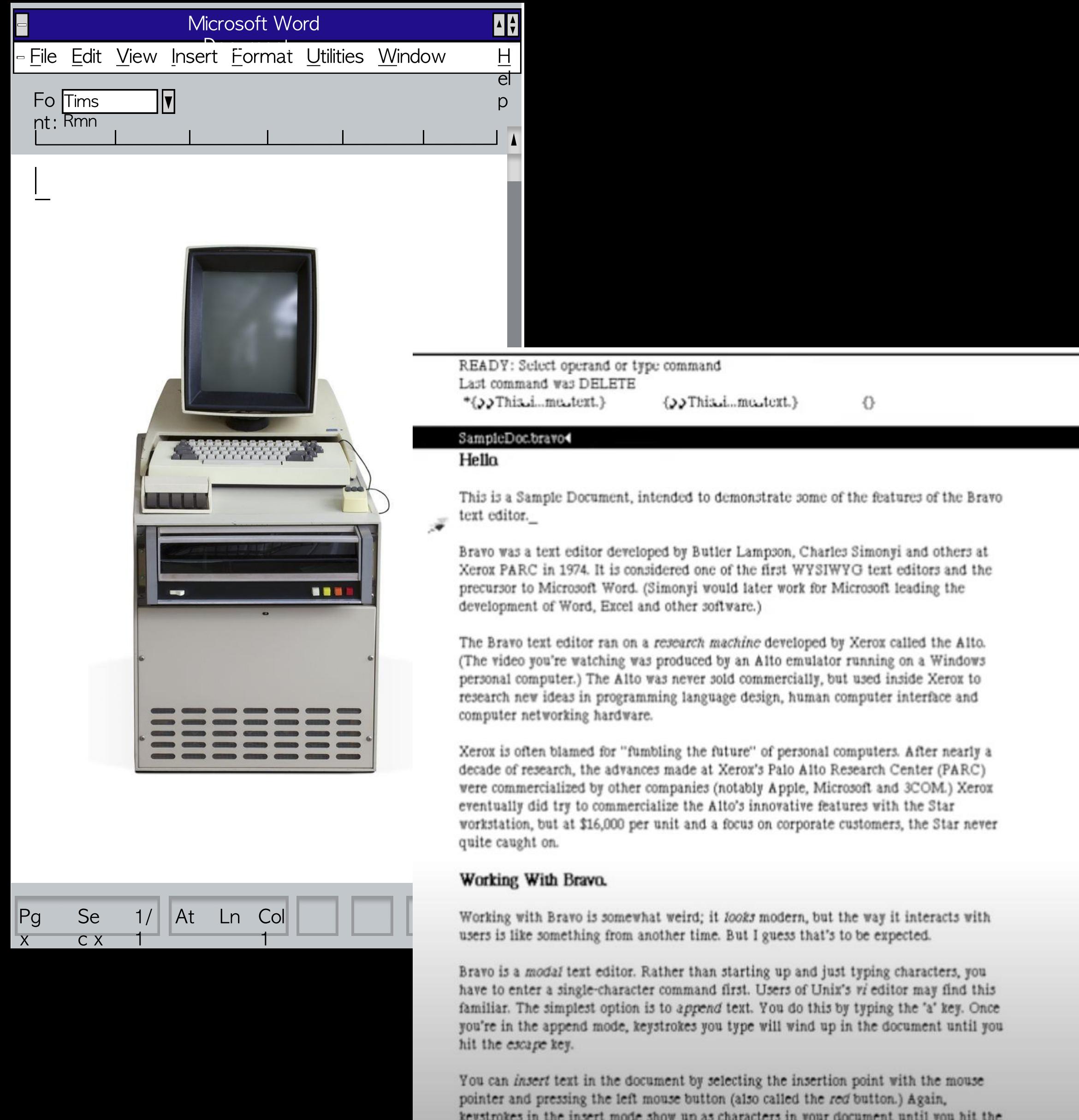
Questions to think about

What does it mean to be empowered as a user on the web?

What does it meant to be comfortable as a user on the web?

What elements of web design do we take for granted?

What does it mean to ‘get what you see’?

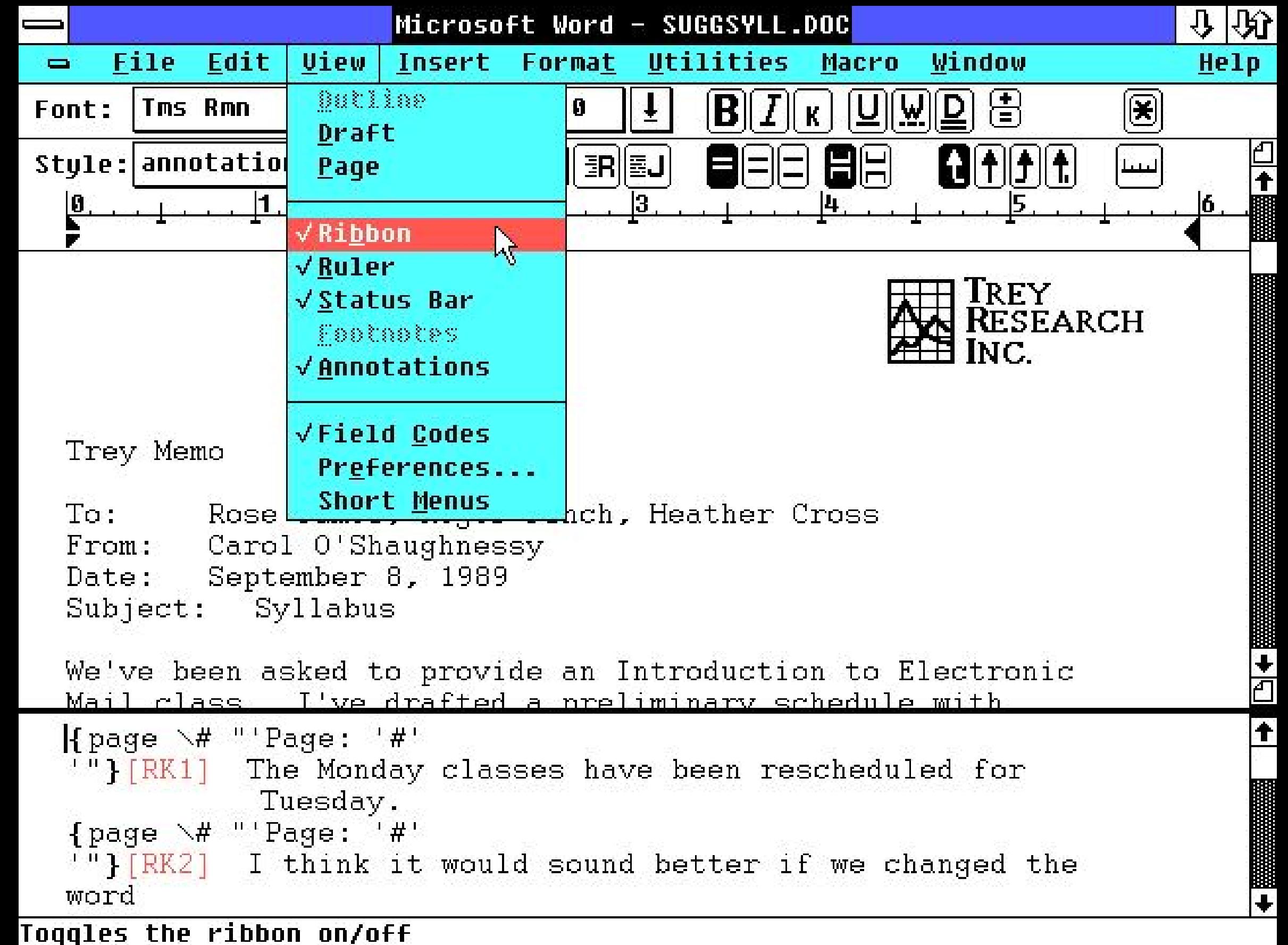


1974: Xerox PARC, Alto Bravo

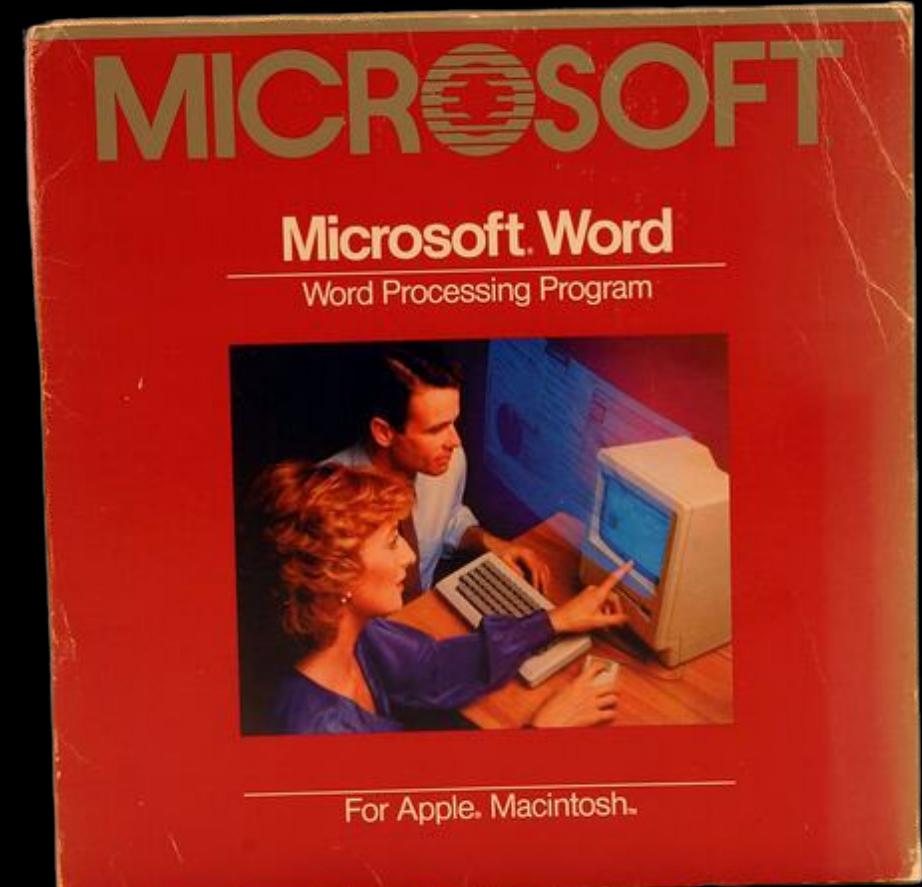
- Butler Lampson, Charles Simonyi
- modal editor, use of a mouse
- 1979: piece tables
- Higher learning curve

for the white silicon valley man

1983: Microsoft Word 1.0



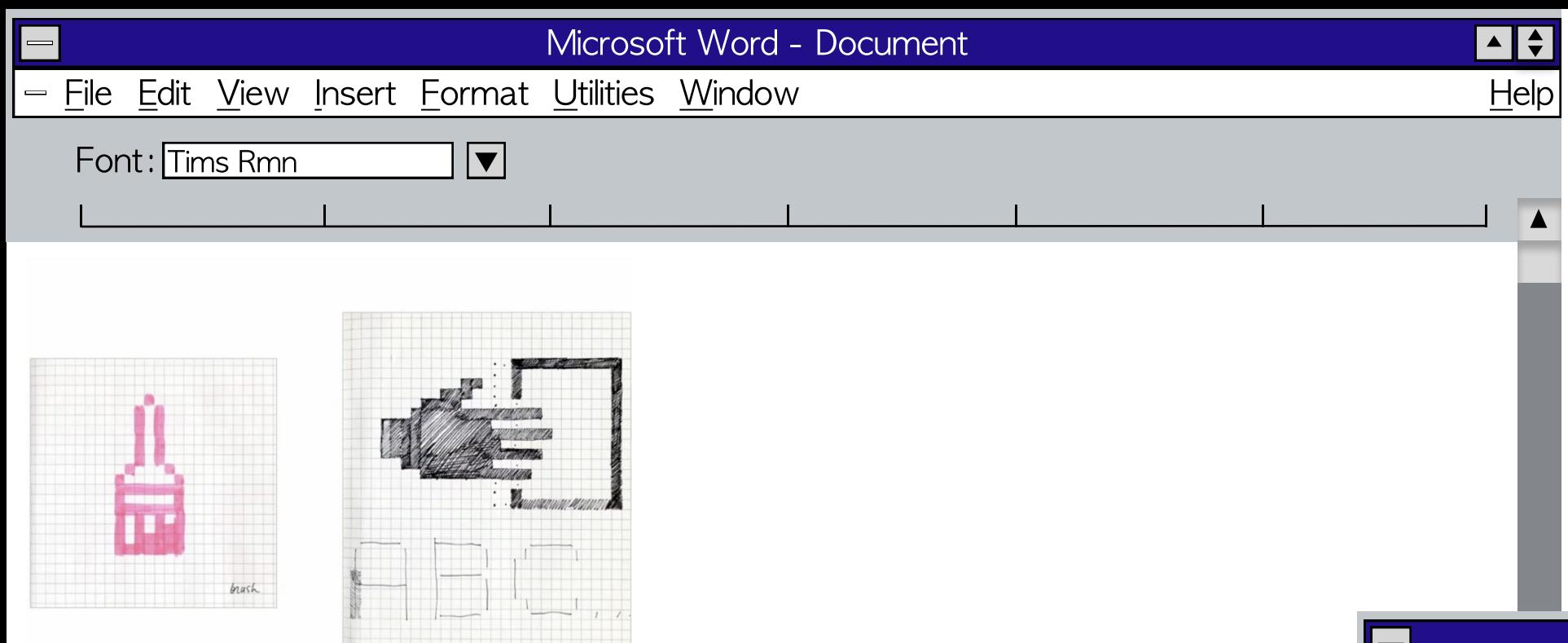
- screen -> print
- extensive use of the mouse
- on-screen styles (bold, italic, etc.)
- multiple windows for different documents
- line breaks



for the non-technologist

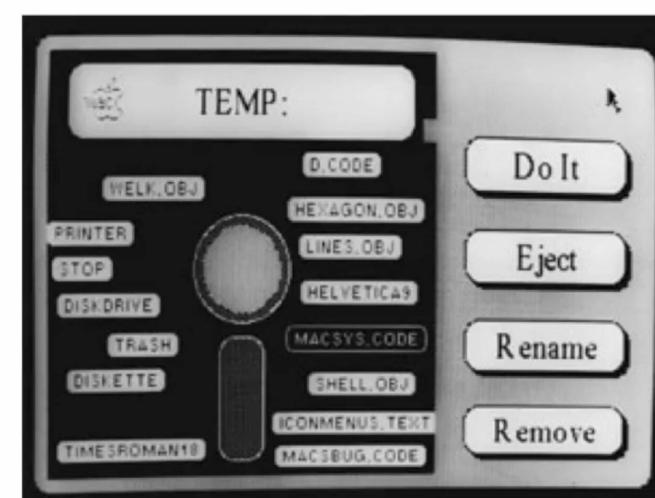
1982: Susan Kare

“when I got there, the goals were explained to me that it (the Macintosh) was a **computer for people who were not computer literate** so your mom could use it.”

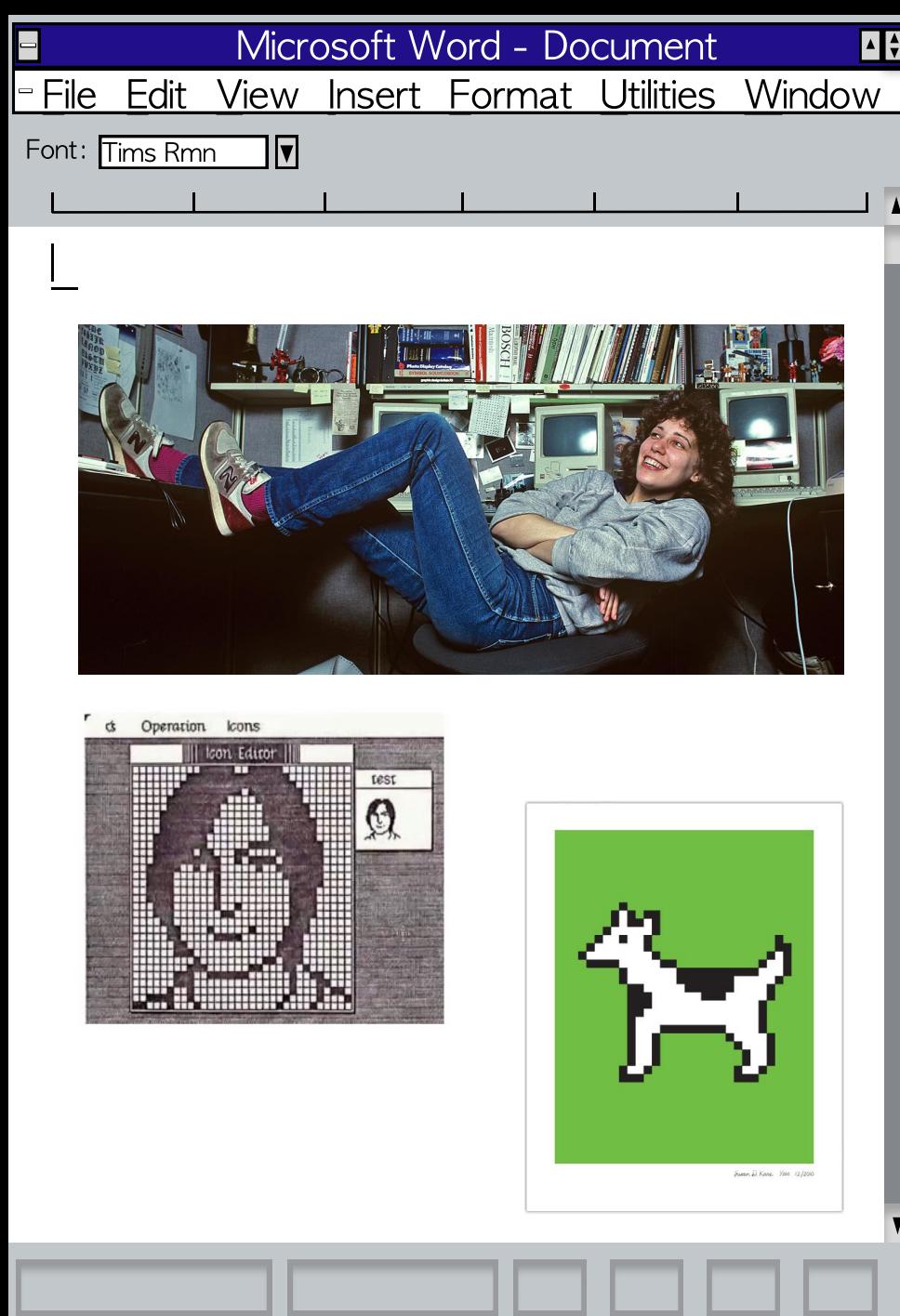
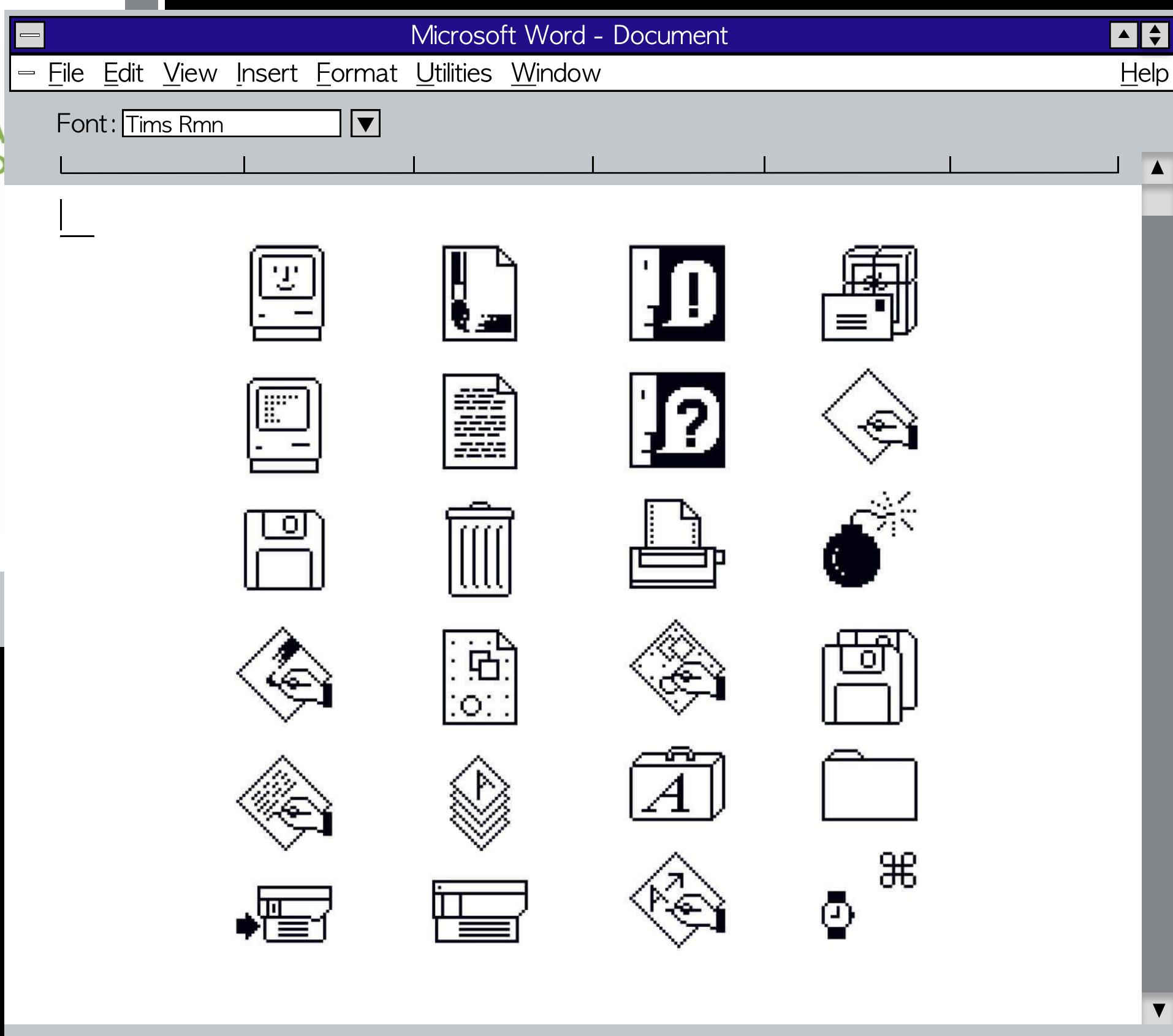


MAC GRAPHICS IN 1982

DESIGN PROBLEM: CREATE A SET OF TYPEFA
AND SYMBOLS TO IMPROVE THIS SCREEN D

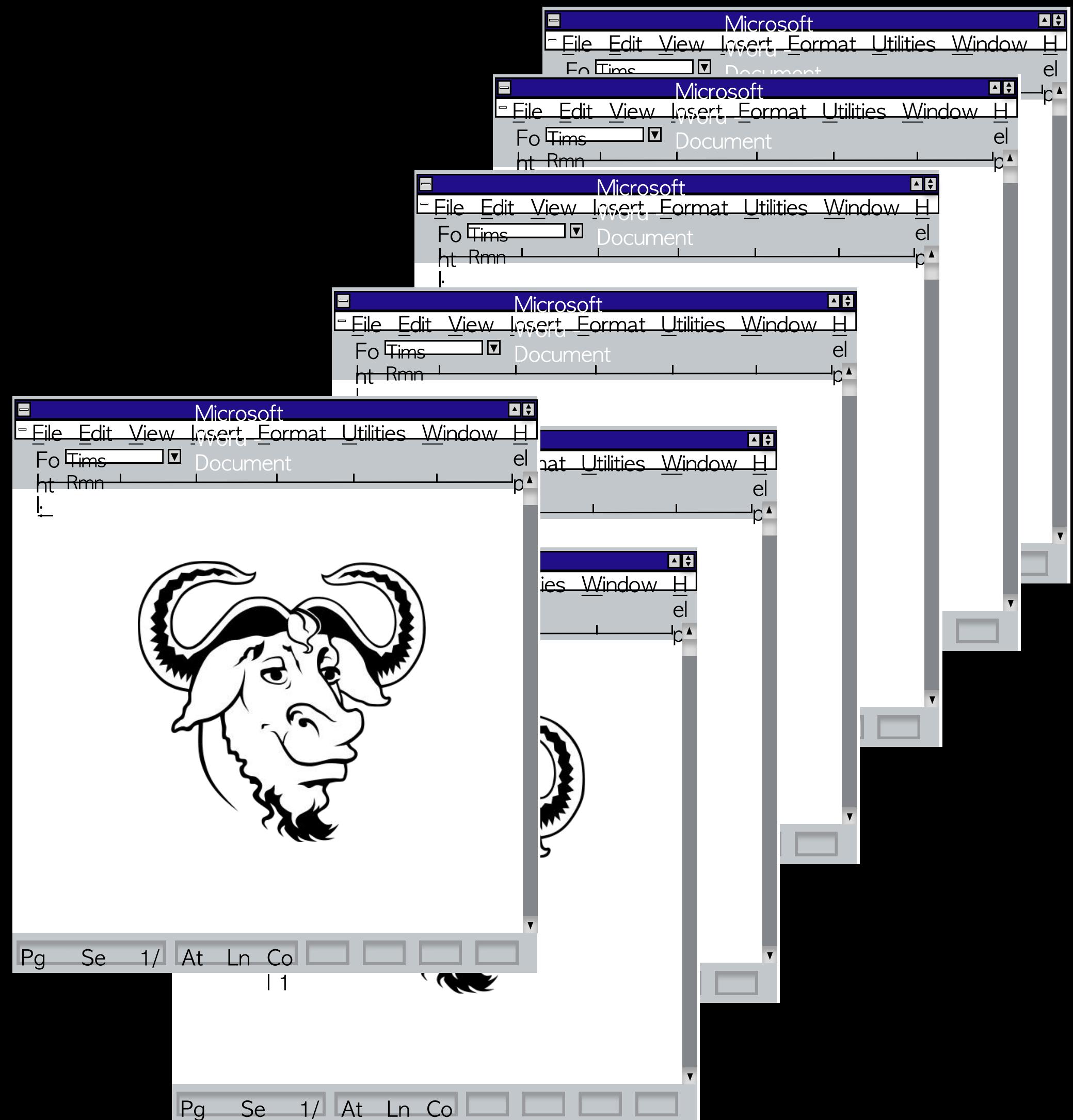


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for the non-technologist



1983 -: Open Source

- Free software foundation (Richard Stallman)
- GNU Project
- The “open source” label
- “Threat” to large companies
- Git (2005)



for the independent developer

2003: Myspace



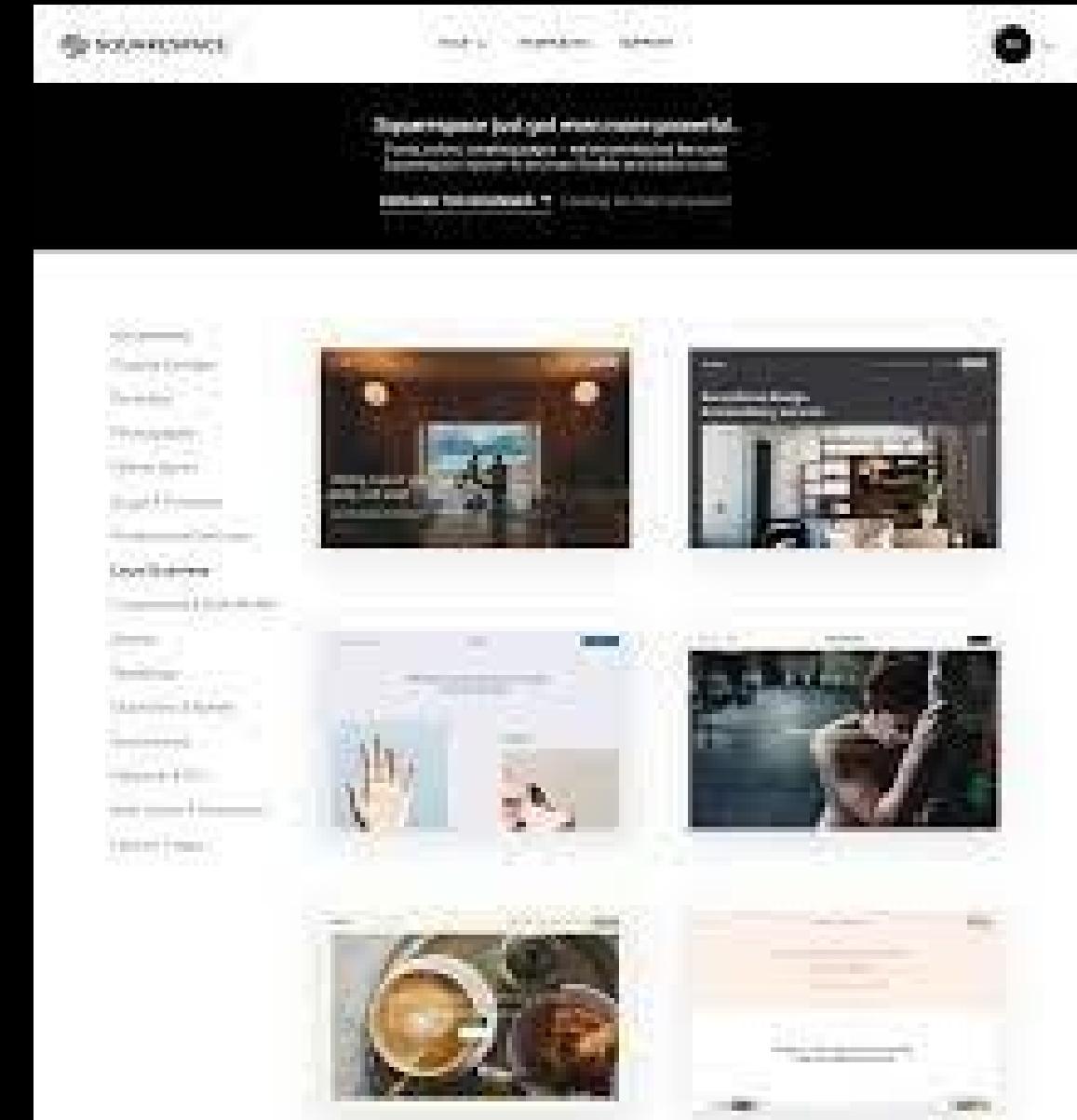
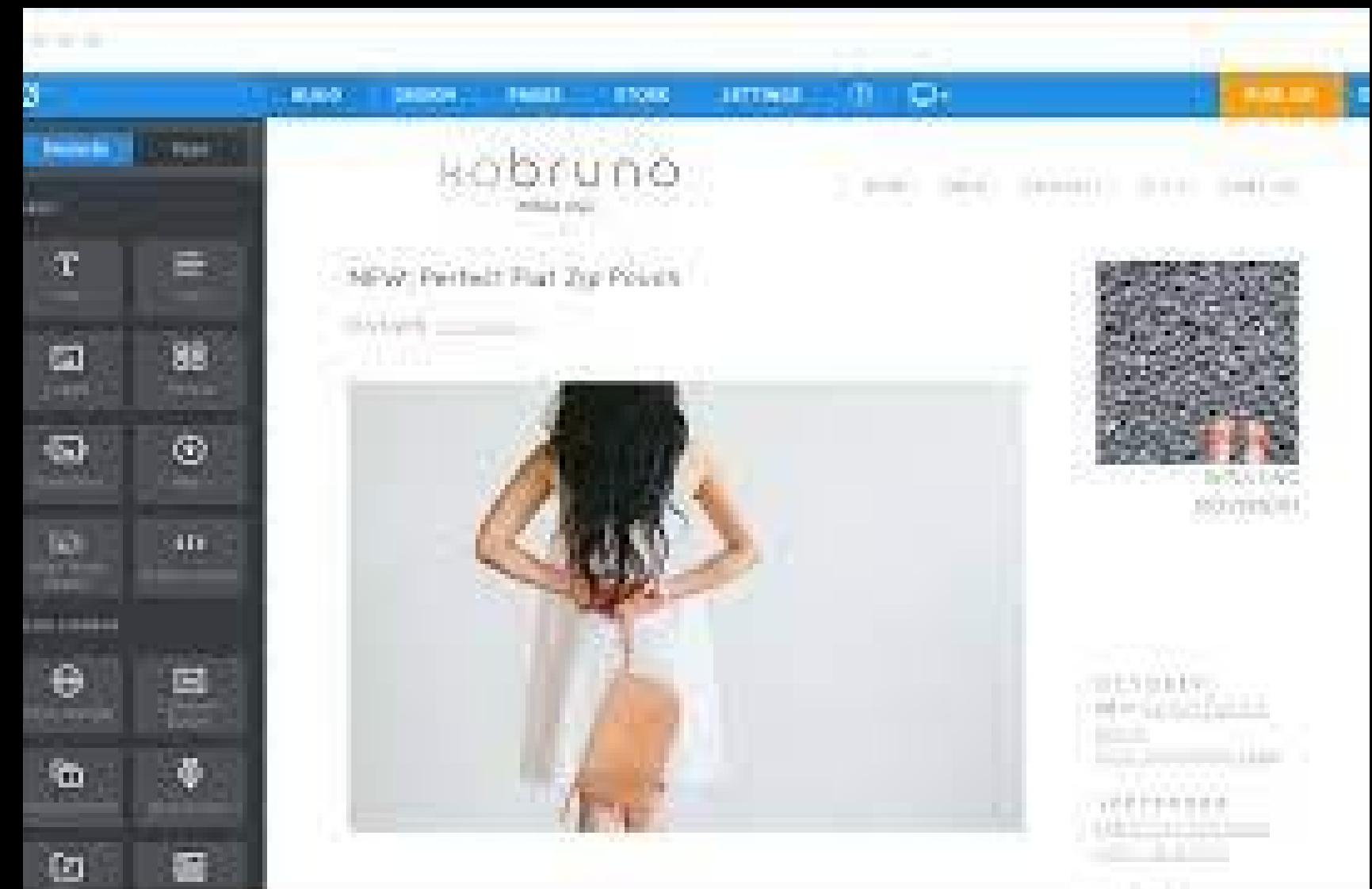
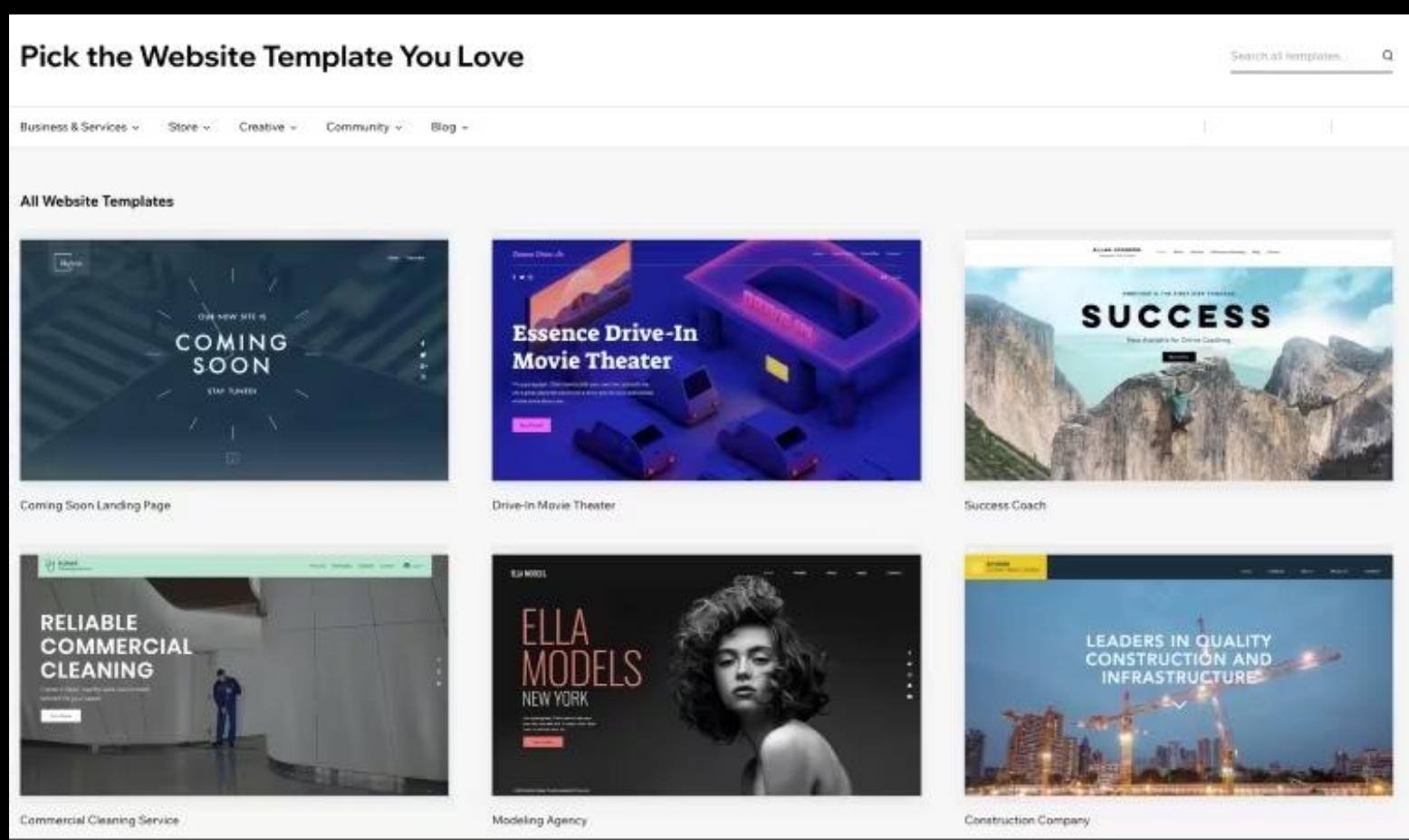
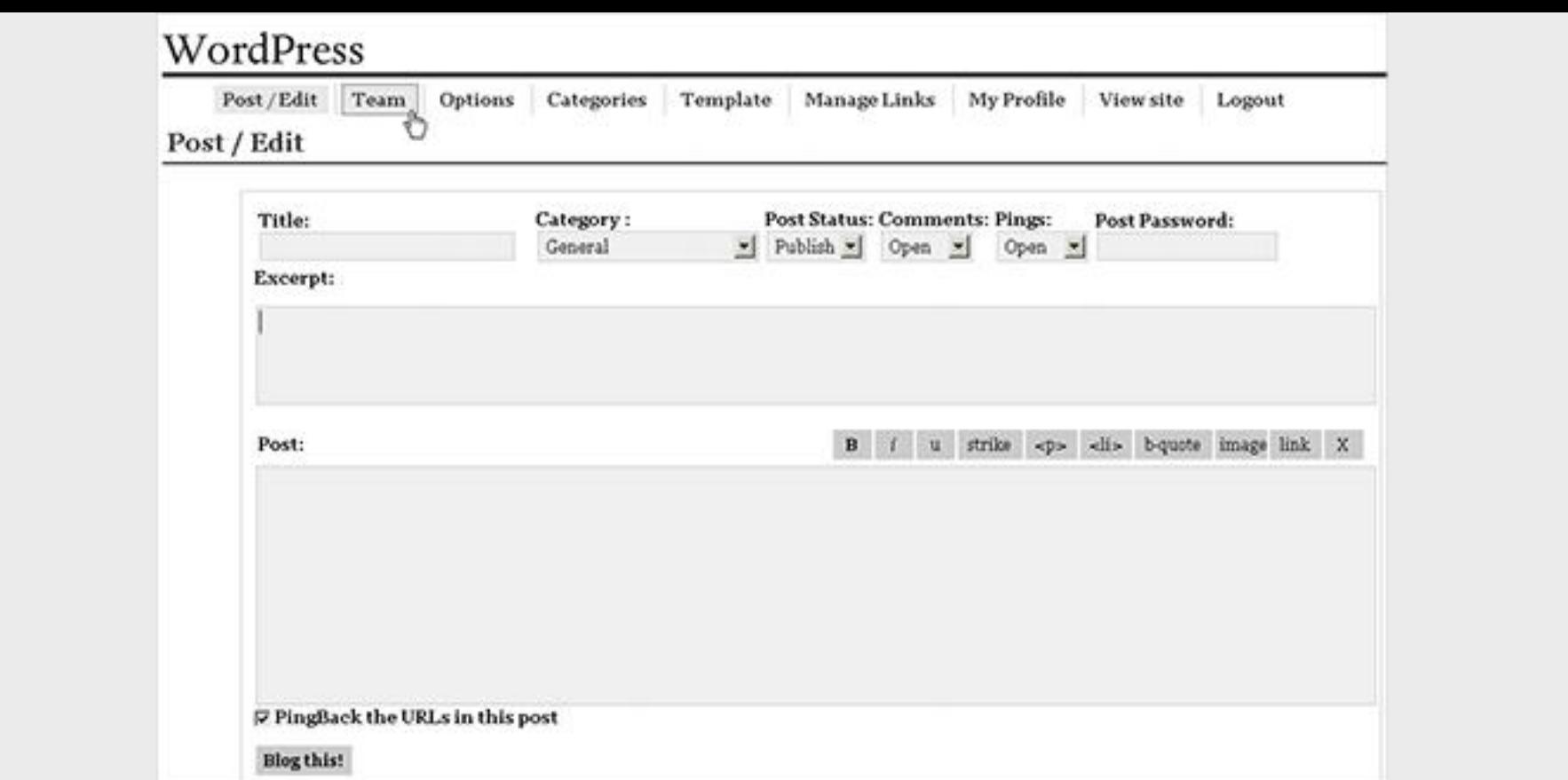
- users make custom webpages
- edit html - add images, change layout, video, music, etc.
- social networking



for the non-technologist

2003 -: Website Builders

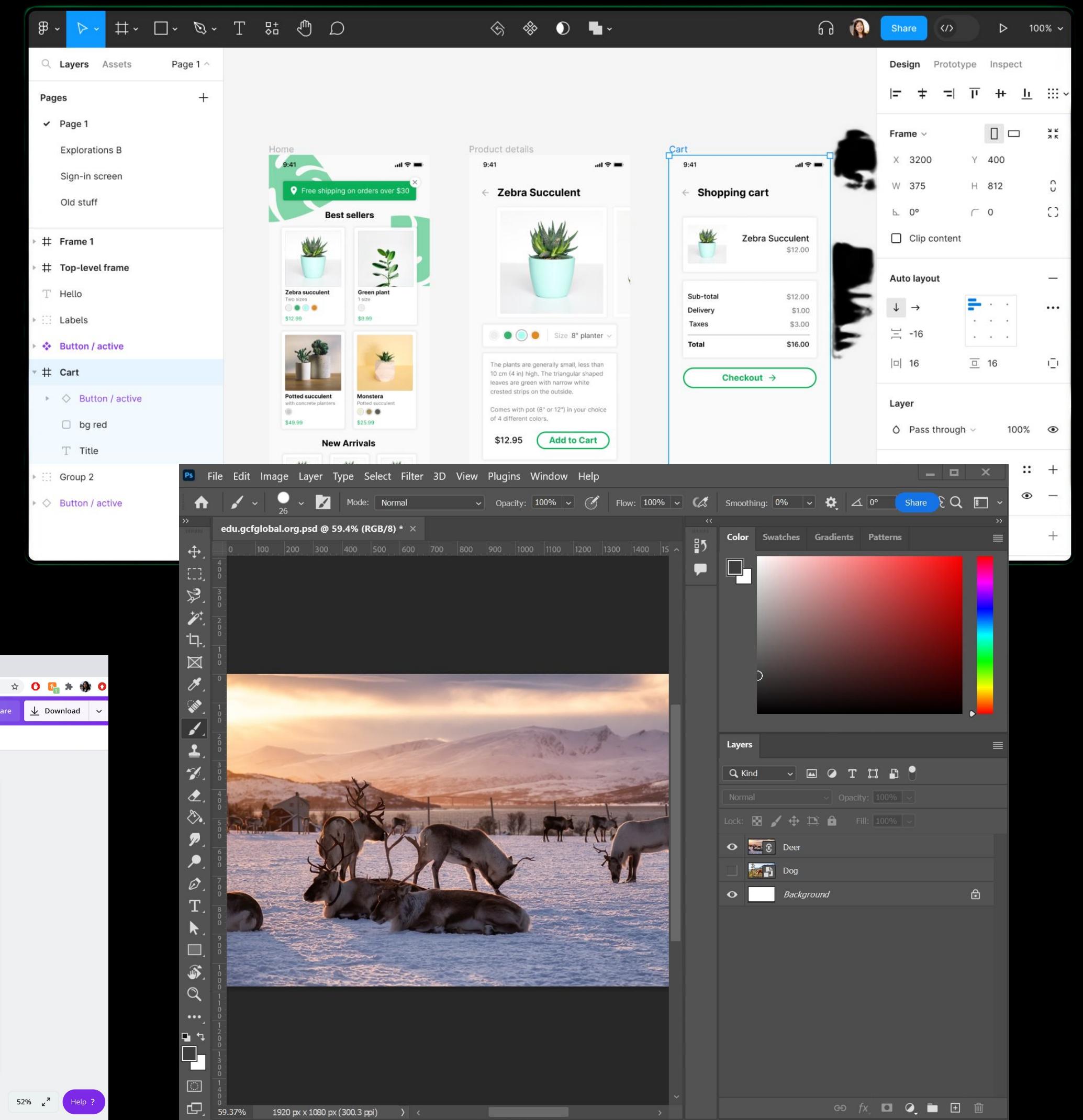
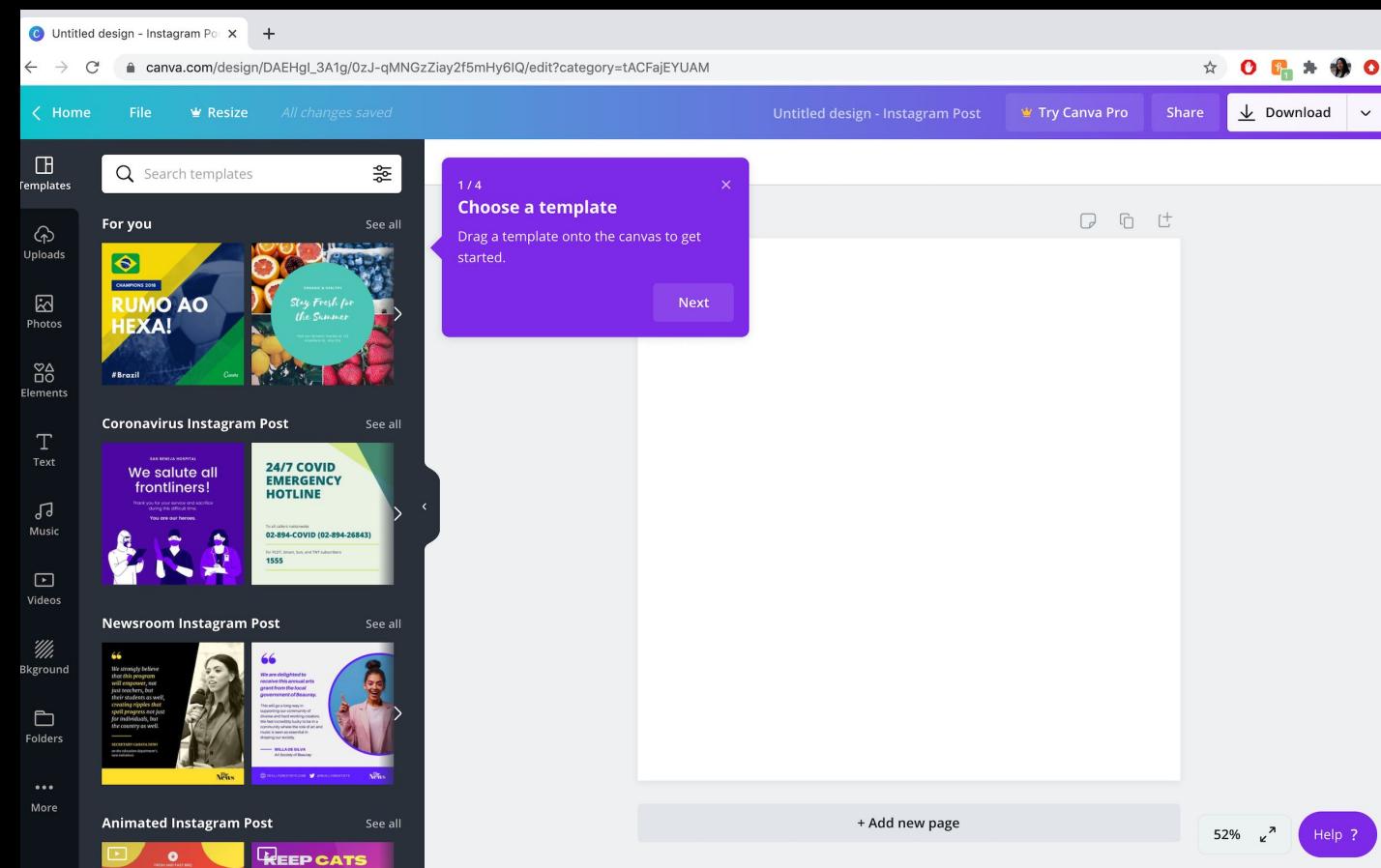
- Wordpress (2003)
- Squarespace (2003)
- Weebly (2006)
- Wix (2006)
- Small, low-cost websites
- Little to no HTML/CSS/JS knowledge needed



for the small business, entrepreneur, personal profit

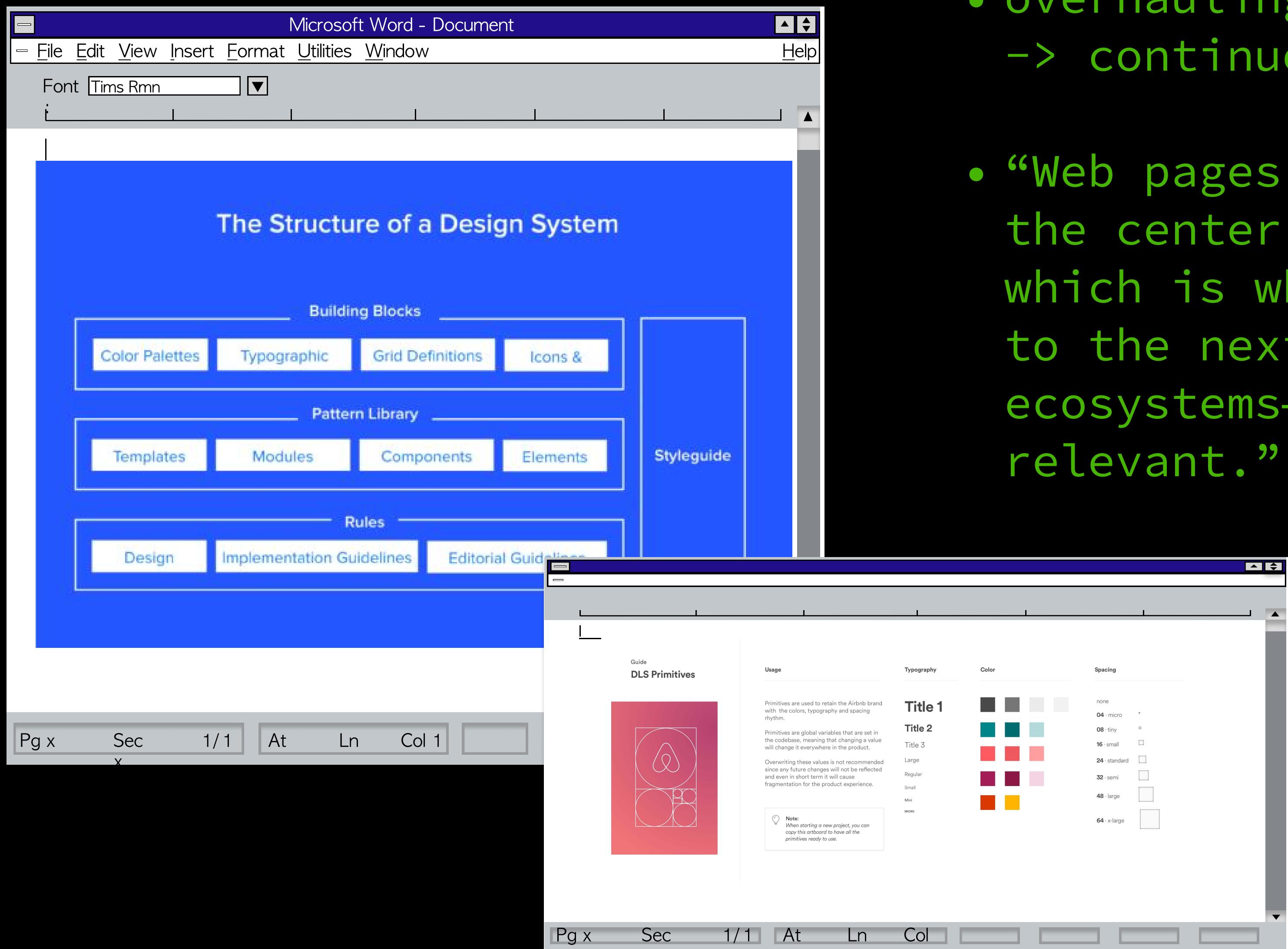
~2012 -: SaaS (Software as a Service)

- lifetime purchase vs. subscription model
- users can get SaaS CMS (content management systems) to output there stuff to the web
- seller takes on more risk
- will the makers of SaaS always make more money than the designer?

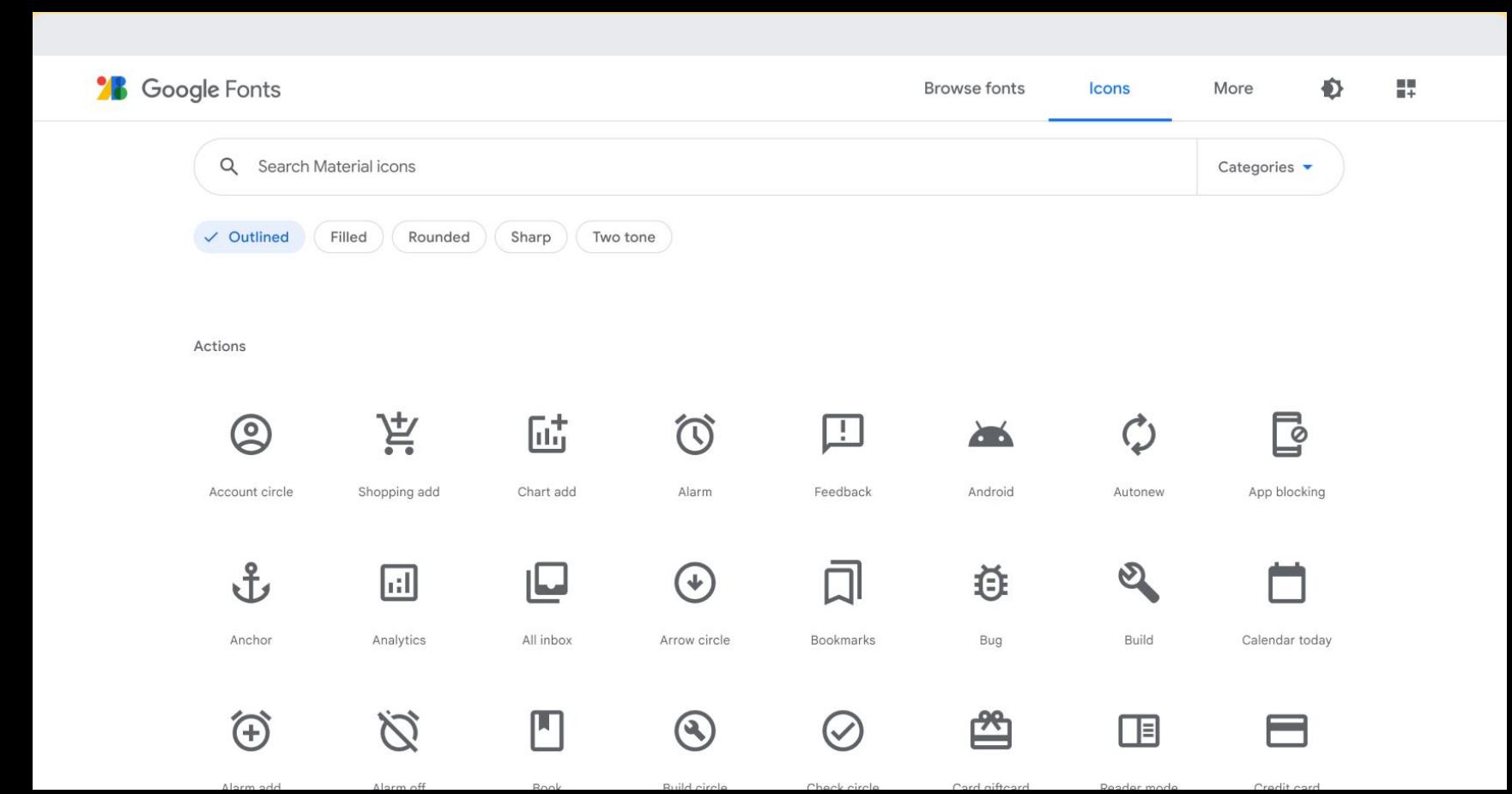


for the company, profit

2013 -: Design Systems



- overhauling a website every 3-5 years
-> continuous iterations and updates
- “Web pages themselves are no longer the center of the Internet experience, which is why designers need to move on to the next challenges—products and ecosystems—if they want to stay relevant.”



for the company, software built by teams