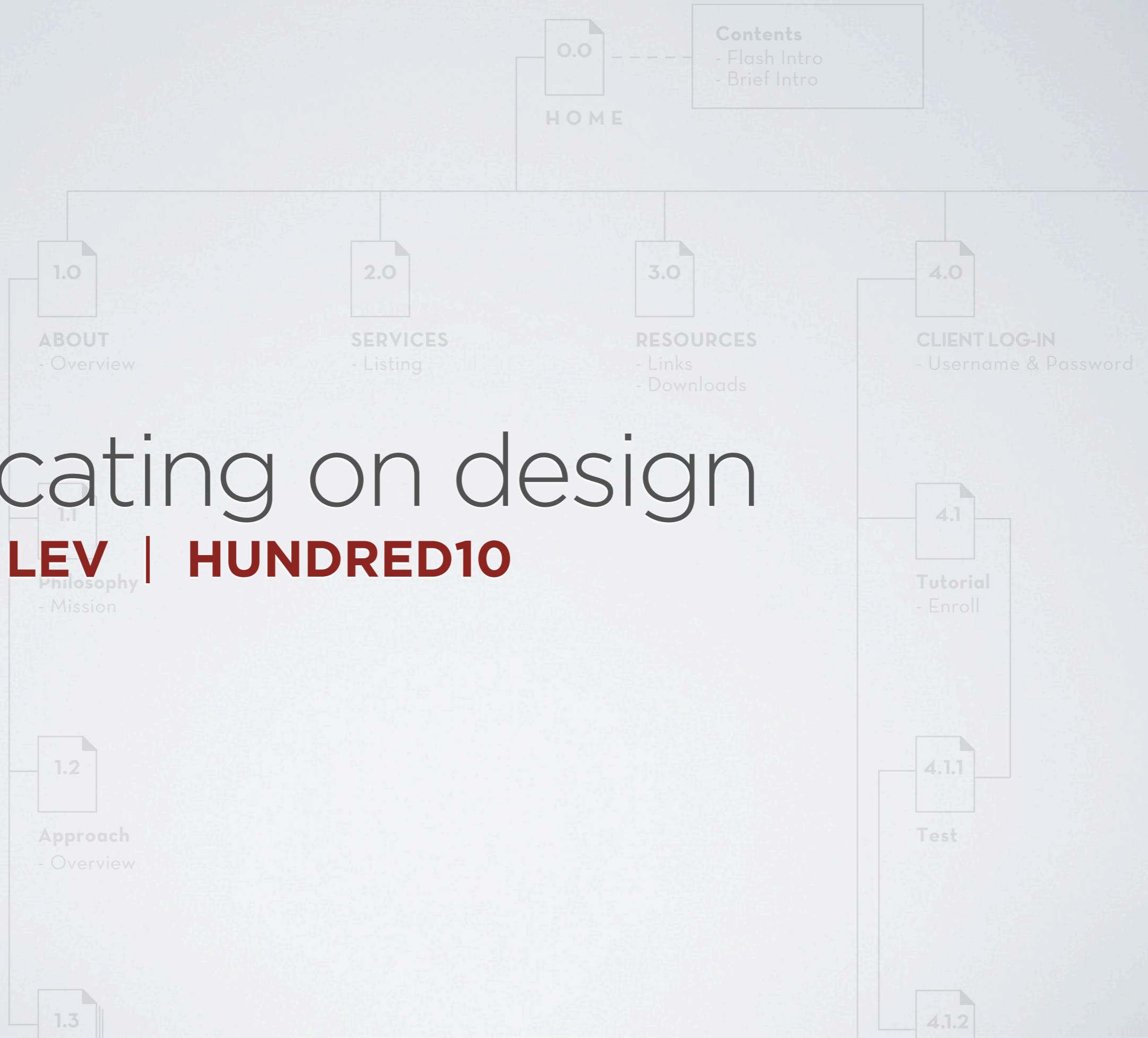


educating on design

LAYNE LEV | HUNDRED10





stuff i've learned

stuff i've done



what is web design?

http://

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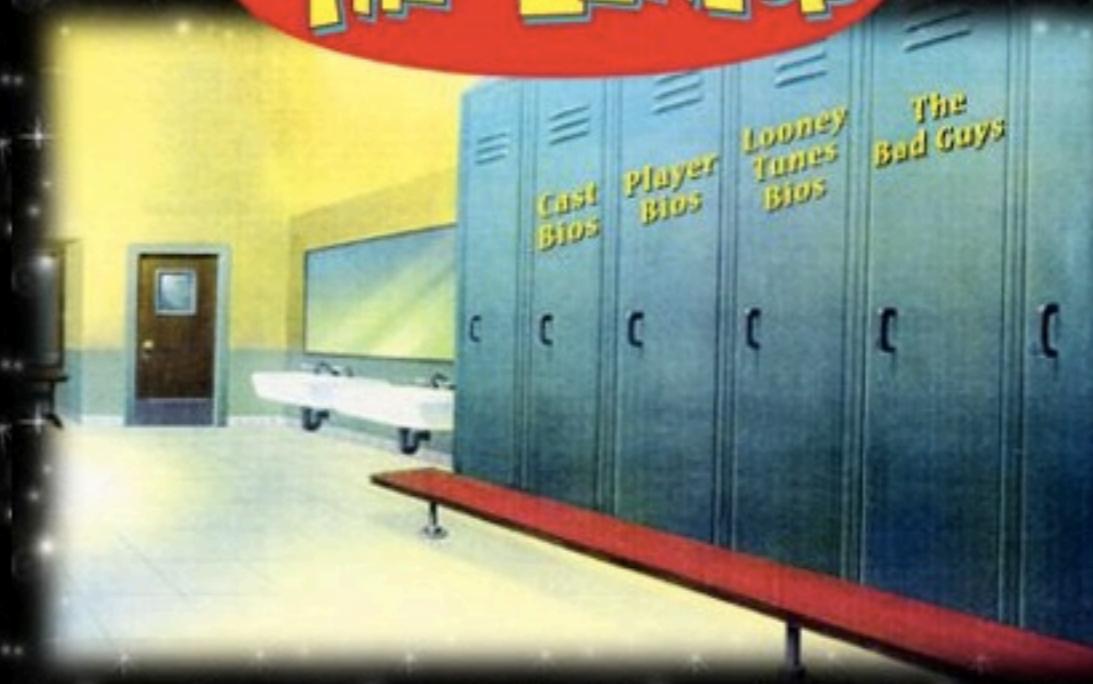


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THE LINEUP



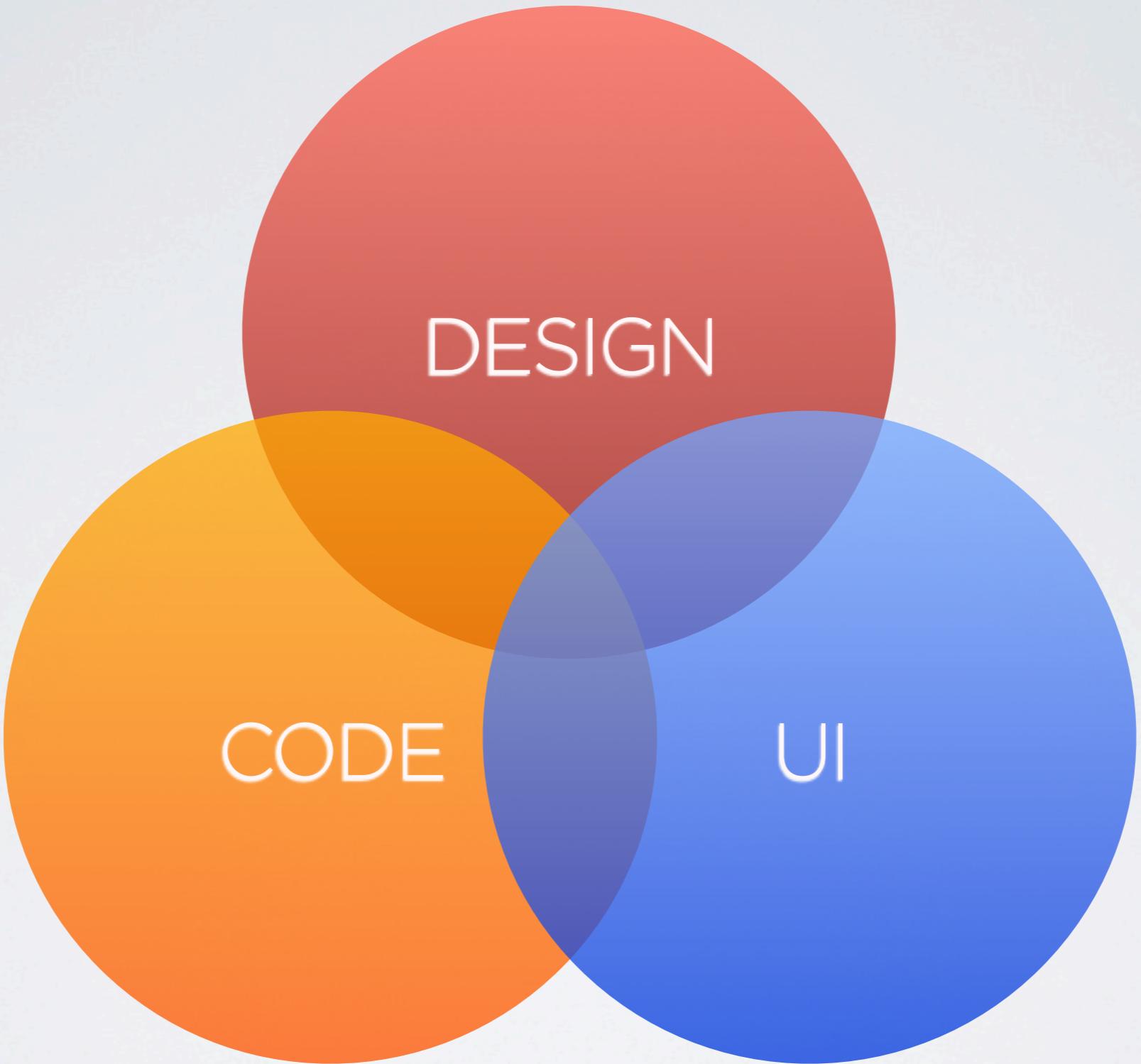
The cast, the characters, the players, the 'Tunes! When did Michael Jordan get into acting? Who are the Monstars, and how could they possibly make the Tazmanian Devil faint? How long has Bugs been driving Daffy crazy? Read on, and test your knowledge with our Trivia Quiz by hitting the Games button.

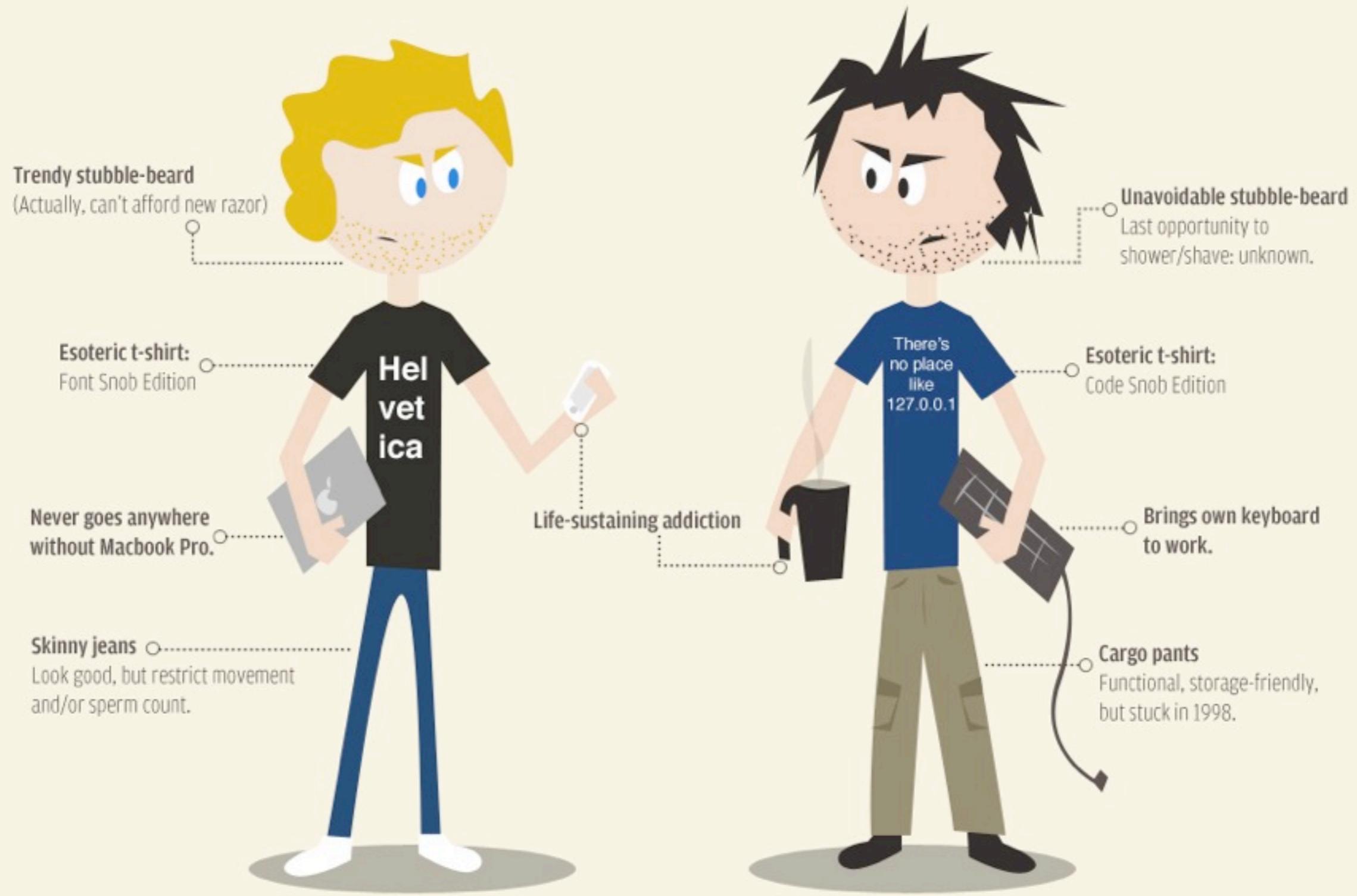


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56 To be a successful web professional today, it requires that one understand three components of user experience: graphic design, human computing, and communication. 99

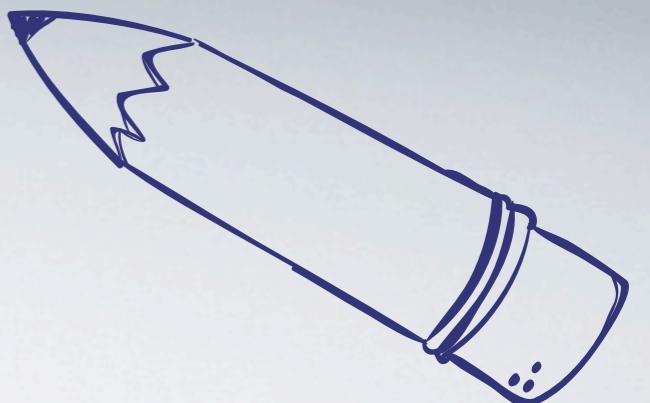
- CAMERON MOLL





web designer vs. web developer

designers: desired skills



designers: desired skills

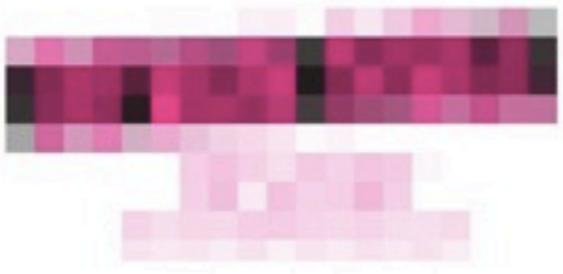
GRAPHIC DESIGN

COLOR THEORY

TYPOGRAPHY

VISUAL HIERARCHY

ORIGINALITY



SUMMARY

Creative, fast-learning, energetic graphic design graduate with the following strengths:

- Computer literate in: Adobe Illustrator, Photoshop, InDesign and Flash
- Microsoft Word, Excel, and PowerPoint
- Macintosh/PC proficiency
- Logo and symbol design
- Conceptual thinking
- Strong typography and design skills
- Package design
- Publication design

EDUCATION

Associate of Arts Degree

Graphic Design

Graduation Date: 06/10

- Typography
- Publication Design
- Website Design
- Color and Design Theory

- Applied Branding
- Graphics and Licensing
- Logo Design

EXPERIENCE

Los Angeles, CA

11/2009-Present

- Establish client base
- Greet customers as they enter
- Sustain inventory of many different products
- Create strong bonds with frequent customers

ADDITIONAL INFORMATION

FIDM Honor Roll

REFERENCES/PORTFOLIO

Available upon request

designers: desired skills

WEB TECHNOLOGIES

HTML/CSS

BEST PRACTICES

INTERACTIVE ELEMENTS



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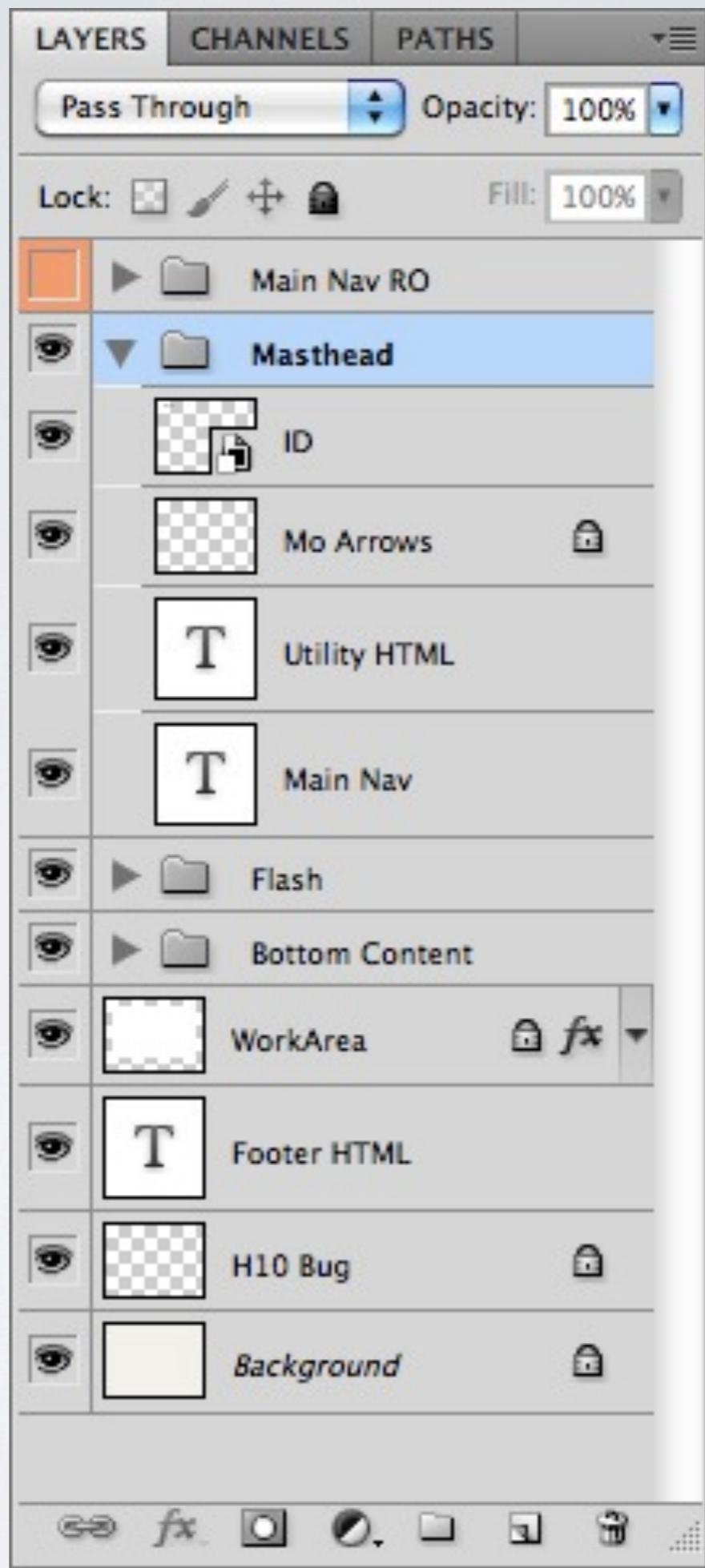
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designers: desired skills

ORGANIZATION

SITE PLANNING
INFORMATION ARCHITECTURE
FILE PREP





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developers: desired skills

MODERN CODE

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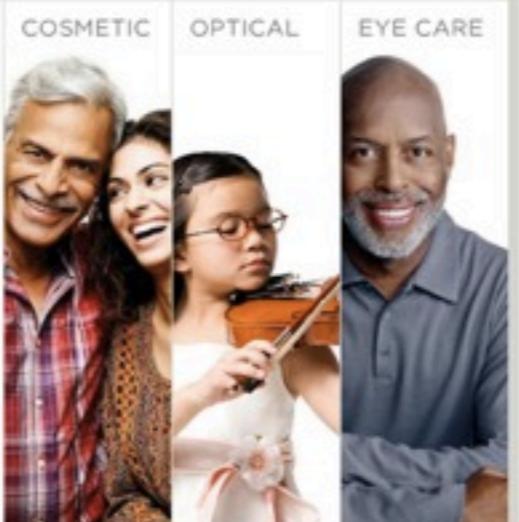


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developers: desired skills

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ADAPTING TECHNIQUES
PRODUCTION DESIGN

making better designers

making better designers
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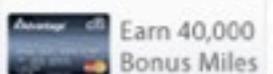
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PLACES

Burning Man and the Metropolis



By Nate Berg

"It's not exactly the ideal place to build a city. No water, little vegetation, limited animal life. August temperatures climb to over 100 degrees Fahrenheit and drop close to freezing at night. High winds kick up powder-fine dust into blinding storms.... But year after year in late summer, a small city rises in the Black Rock Desert in Nevada. It's the annual event — or festival, or party — known as Burning Man, an eight-day experiment in self-expression and self-reliance that is now one of the most notorious cultural events in North America." So starts Nate Berg's narrative on his experience at Burning Man — and on how a San Francisco beach party mushroomed over the past quarter-century into a week-long temporary city of 50,000.

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THE WEEK IN TYPE

Two thousand and ten has been something of a blur, but it's been a good year. It's been another good year for type design and typography, with some great new work, and some wonderful new type designs. So, to ease you into 2011, and the wonders that await, I present to you *the week in type*.

New Type

Ardoise from Jean François Porchez. Wonderful:

A
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ÉTAT D'URGENCE
A distinguished elegance

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Analogue color photos for your iPhone. Available in iTunes.

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What are you working on? Dribbble is show and tell for creatives.



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and I want to be your friend.

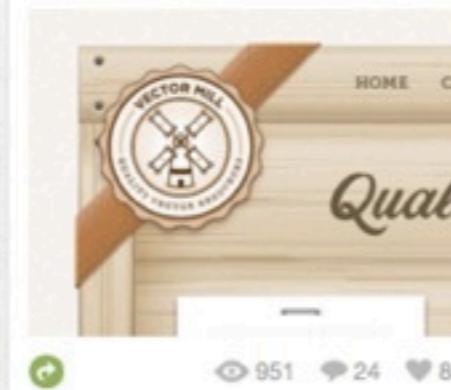
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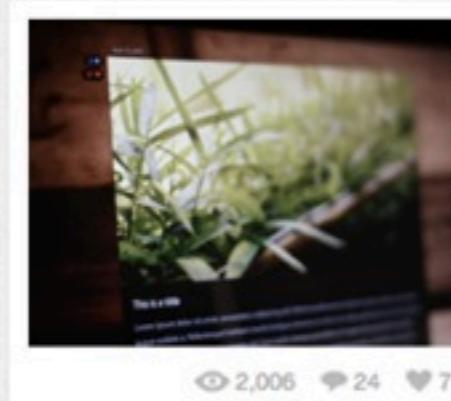
Ryan Putnam



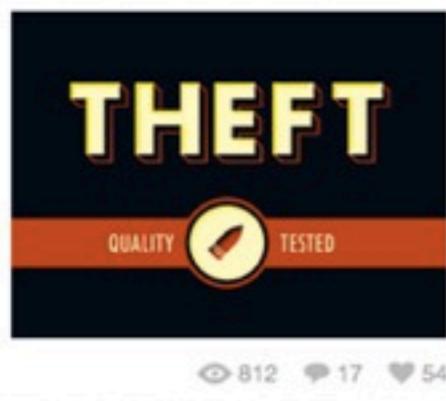
Mac Tyler



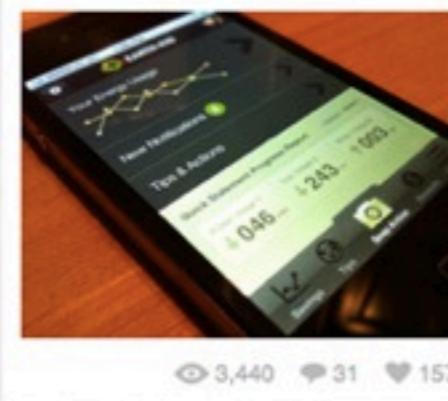
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DECEMBER 14, 2010

Testing 1, 2. Test your site's content to improve usability, and design a mobile test bed to be sure your site works in more than just iPhone and Android.

Testing Content

by ANGELA COLTER

Whether the purpose of your site is to convince people to do something, to buy something, or simply to inform, testing only whether they can find information or complete transactions is a missed opportunity: Is the content appropriate for the audience? Can they read and understand what you've written? Angela Colter shows how to predict whether your content will work (without users) and test whether it does work (with users). While you can't test every sentence on your site, you don't need to. Focus on tasks that are critical to your users and your business. Learn how to test the content to find out if and where your site falls short.

Smartphone Browser Landscape

by PETER-PAUL KOCH

Users expect websites to work on their mobile phones. In two to three years, mobile support will become standard for any site. Web developers must add mobile web development to their skill set or risk losing clients. How do you make websites mobile compatible? The simple answer is to test on all mobile devices and fix any problems you encounter. But with at least ten operating systems and fifteen browsers out there, it is impossible to do that. Nor can we test only in iPhone and Android and expect to serve our market. PPK surveys the mobile web market, as well as phone platforms and their browsers.

AN EVENT APART
coming to a city near you

EDITOR'S CHOICE
originally ran: October 24, 2005

Attack of the Zombie Copy

by ERIN KISSANE

You've seen them around the web, these zombie sentences. They're not hard to recognize: syntax slack and drooling, clauses empty of everything but a terrible hunger for human brains. Here's how to fight back.

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A Book Apart



Dan Cederholm presents real CSS3 for real



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Free HTML 4.01/HTML5 WordPress Theme: Spectacular

By [Smashing Editorial](#) | January 10th, 2011 | [Freebies](#) | [38 Comments](#) | [Publishing Policy](#)

Today we release *Spectacular*, a free WordPress theme that aims to provide a warm and pleasurable atmosphere for personal musings and ramblings. The theme comes in two flavors: HTML 4.01 and HTML5. Also, both German and English versions of the theme are included in the download package. The theme is cross-browser compatible and supports Opera, Safari, Chrome, IE7+, and FF. Support for IE6 is not available, though the theme works in IE6, too.

The screenshot shows the homepage of the Spectacular theme. At the top, there's a large orange circle containing the word "SPECTACULAR" in white, with "FOR THE DESIGN INSPIRED" below it. To the left of the circle is a small "AUG 20" badge. The main content area features a large image of a person sitting at a desk. Overlaid on the image is a dark box containing text about poster design psychology. Below this, there's a section titled "SLIGHTLY OLDER MUSINGS & RAMBLINGS" with two small thumbnail images and their respective dates: "Her sister, Miss Watson 08-21-2010" and "Working from Home 08-20-2010".

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4 Ways to Improve Your Customer Service



By [Ryan Carson](#)

10 January 2011 | Category: [Web Apps](#)

Here are a couple simple tricks to improve your support and keep your customers even happier. Great customer support isn't just the right thing to do, it also has the karmic effect of making you more money in the long run.

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Around the Web: Typographic Pleasure, Noun Project, Notforest, & the 24 Hr

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where we go from here

thank you

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