

Outward Bound

Teaching Students
to Navigate the Modern
Web Design Industry

Samantha Warren

Instructor at CDIA Boston University
Senior Web Designer at Phase2 Technology

Survival

"Graphic designers are expected to face keen competition for available positions. Many talented individuals are attracted to careers as graphic designers. Individuals with Web site design and animation experience will have the best opportunities."

http://www.bls.gov/oco/ocos090.htm#projections_data

"Keen" meaning there will be fewer job openings than job seekers

My Realization

...

2 traditional schools

"Graphic Design"

Print design
Identity Design
Advertising
Interactive Design



"Digital Media"

Adobe Cert
Computer Science
Software Dev
Video Editing



The Modern Hybrid

Web Designer"

HTML & CSS

User Experience/ IA

Online Brand/Marketing

CMS understanding



*Ideal
But not practical*

Challenges

Curriculum

Bureaucracy

Ever-Changing
Technology

*Organizations
are trying to help*

WaSP Interact

<http://interact.webstandards.org>

Opera

[http://www.opera.com/company/education/
curriculum](http://www.opera.com/company/education/curriculum)

*Focus on
Goals*

*Student Goal:
Get a Job*

Goal Oriented Concepts

- ⚓ Design Thinking & Process
- ⚓ Environmental Adaptation
- ⚓ Staying Ahead of the Curve

Design Thinking

*"Give a man a fish; you have fed
him for today. Teach a man to
fish; and you have fed him
for a lifetime"*

Concepts

Elements & Principles

Design History

Brainstorming

Critiquing

Moodboarding

User Experience

Teach without computers

As often as humanly possible.
I know... it's crazy, right?



Elements & Principles

The building blocks and guidelines of
successful design.

GRAPHIC DESIGN THE NEW BASICS

ELLEN LUPTON AND JENNIFER COLE PHILLIPS

History

It doesn't have to be boring
and it helps students to not repeat mistakes
(or at least recognize when those mistakes are being made)

Lecture Topics 2009

After MODERNISM



1. The International Style

In Switzerland, just after World War II, elements of Futurism, Constructivism and the Bauhaus were distilled into a utopian system of grids, sans serif type and neutrality known as the International Style. The visual system was based upon the belief that the typography should be totally clear allowing no distraction from the content.

This visual order had no links to historical traditions and eschewed any references to culture or geography. Its adaptability to any place and application — architecture, furniture, product and graphic design—allowed it to become a world-wide style, or international style.

Below: Modernism must be on everything!--a wine label by Massimo Vignelli



2. Reactions to Modernism: Pop Art

A movement that blurred the lines between art, commerce and popular culture. After the large-scale pop art exhibition at the Sidney Janis Gallery in New York in 1962, Pop Art established itself as a serious, recognized form of art. This exhibition became a turning point for Modernism when a series of critics foresaw **the end of modernism and the beginning of the postmodern era**. Although Pop was treated more as entertainment, it had a serious impact on the period. Leading American artists of the Pop Art movement were **Andy Warhol** (above), **Roy Lichtenstein** (below).



Punk

The punk phenomenon (London, c. 1976) expressed a rejection of prevailing values in ways that extended beyond the music. British punk fashion deliberately outraged propriety with the highly theatrical use of cosmetics and hairstyles, clothing typically adapted or mutilated existing objects for artistic effect: pants and shirts were cut, torn, or wrapped with tape, and written on with marker or defaced with paint; safety pins and razor blades were used as jewelry.

Punk included elements of irony, absurdist humor and genuine suspicion of mainstream culture and values. The **DIY (Do it Yourself)** aesthetic of punk created a thriving underground press.



Post Modern Architecture

The term Postmodernism designates an International architectural movement that emerged in the 1960's. The movement largely has been a reaction to the orthodoxy, austerity, and formal absolutism of the International Style.

The practitioners of postmodern architecture tended to reemphasize elements of metaphor, symbol, and content in their credos and their work. They share an interest in mass, surface colors, and textures and frequently use unorthodox building materials.

Robert Venturi and Denise Scott Brown realized the first post-modern structure in suburban Philadelphia in 1961. (above) They used the vernacular elements of chimney and arched doorway to signify a traditional home environment.

"In addition to the immediacy of its unique form, the house is also different because it is

Make History Fun

thinkingforaliving.org/archives/147

designhistory.org

design.sva.edu/site/series/show/2



AVANT GARDE

July 13th, 2009

A Brief History of Avant Garde

By Duane King

As a fan of typography, the work of Herb Lubalin and Avant Garde magazine I wanted to share what I had learned about the colorful past of the magazine's namesake font. Many of the people associated in the tale are personal heroes of mine, but if you are a bit of a design geek, I think you'll find it's quite an amazing story.

In 1964, Lubalin formed his own design consultation firm named Herb Lubalin, Inc. It was during these years that he collaborated with Ralph Ginzburg on Eros, Fact and Avant Garde where he served as creative director and designer for these publications. Five years later Herb Lubalin, Inc. became LSC, Inc., incorporating the talents of Ernie Smith, Tom Carnase, and Roger Ferriter. A year after that, several subsidiaries were added: Lubalin, Delpire & Cie, Paris, Lubalin, Maxwell Ltd., London, Good Book Inc. ("a highly unsuccessful publishing venture"), and Lubalin, Burns & Co., with its highly successful typographic offspring, International Typeface Corporation.

Brainstorming

Coming up with ideas is a learned process.

Techniques

Listing

Mind Mapping

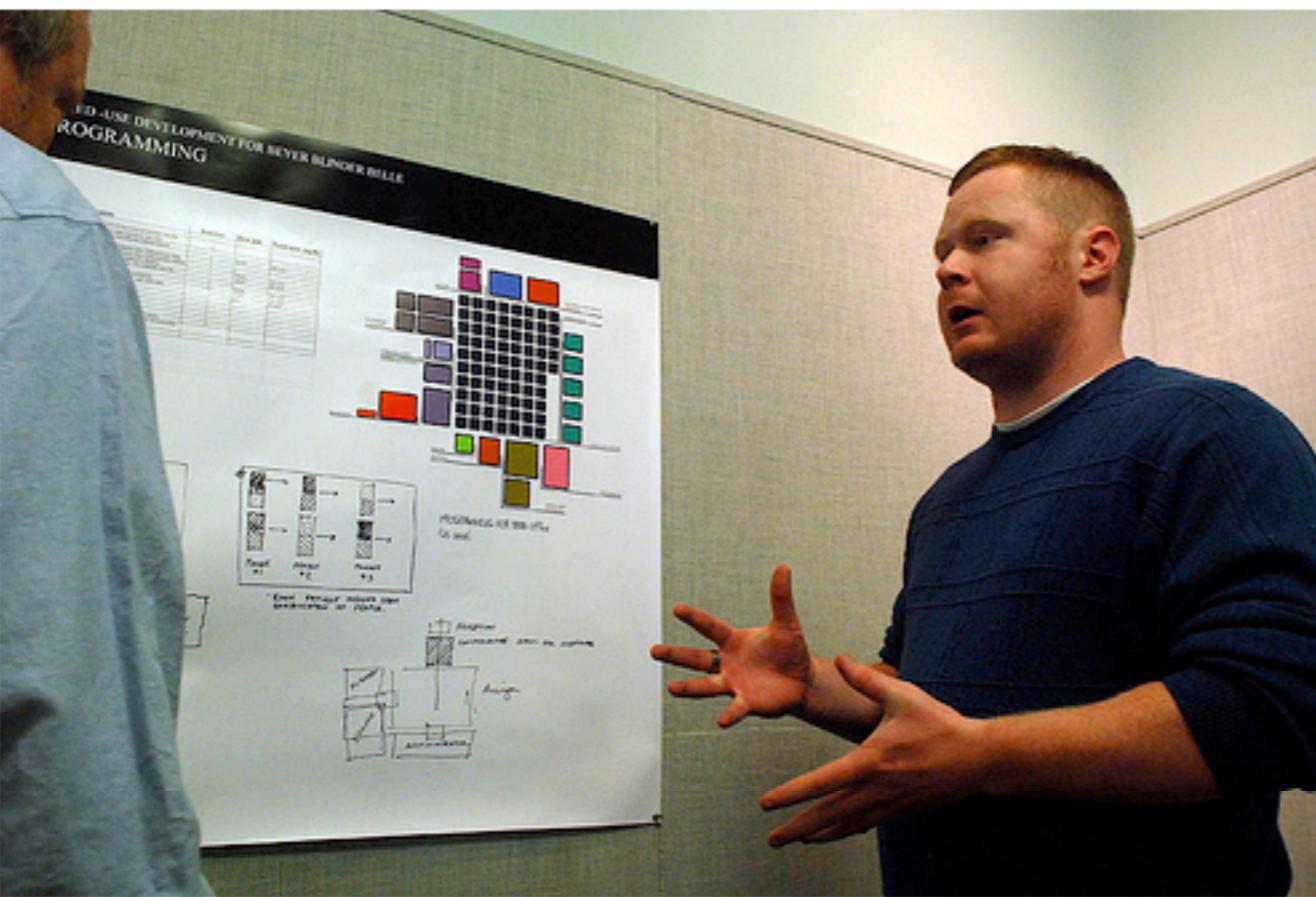
Metaphors and Similes

Sketching

Critiquing

A student's ability to verbally express their thought process is one of the most overlooked but important points to focus on before entering the design workforce.

Formal Design Reviews = Fun? Maybe not. Educational? Heck, Yeah.



[Image source](#)

Those reviews weren't fun. They were difficult and demanding and required quite a bit of effort. However, they were also meant to yield the best possible design work through careful evaluation and constructive criticism. They weren't inherently negative, but they did focus on what was wrong with a design and what could be improved, rather than what was working—which, to some degree, makes sense. The goal was to improve the quality of work.

Many days I left those reviews feeling like a failure, and some days I felt unnecessarily beat up. But I was often reminded that these reviews weren't personal and were tough for a reason. In hindsight, I'm glad I had them. They improved the quality of my work immensely and taught me quite a bit about how to evaluate my own work as well as the work of others. Still, I look back and can't help but pick out problems—not with the process or intent, but with the specific things we used to evaluate our design work.

Describe:

What am I looking at?

Analyze:

How are the elements &
Principles of Design being used?
(print a cheat sheet)

Interpret:

What are the goals?

Judge:

Are those goals being met?

Moodboarding

Introducing to students the concept of
collaborating with clients



No results for wintersleep.

Moodboard by jaynawallace.com

Combine
videos, a
to crea
multimed

1

2

3

GRAB
all of yo
them fr

CREAT
by mixi
creati

SHARE
and frie
your fa

STUDENT REPORTING LABS

THIS IS A STATIC HEADER

Font: Avenir

This is an Example of a Sub Head

Font: Helvetica Neue > Arial

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Font: Helvetica Neue > Arial

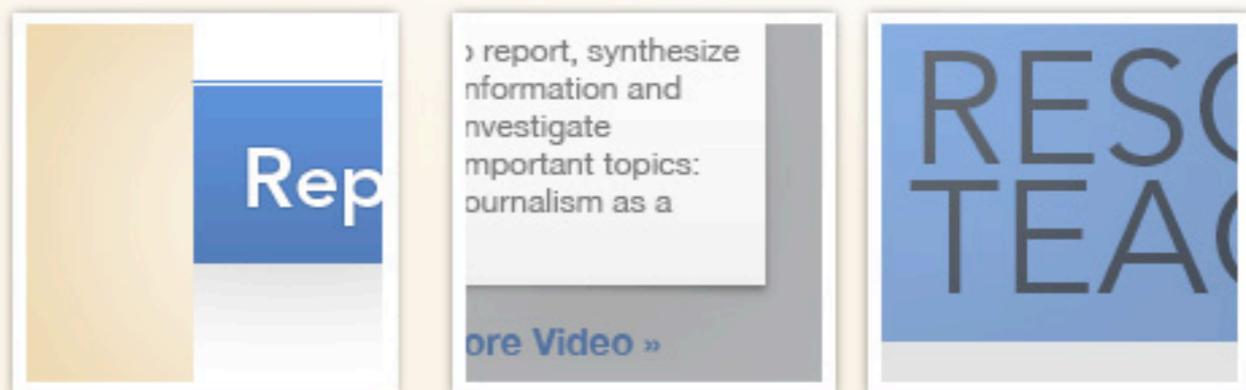
[Button Example](#)

[Submit](#)

Possible Colors



Possible Patterns & Textures



IMPORTANT Respectful
Sleek USEFUL Cool Colors NEW



PBS NEWSHOUR EXTRA

Student
Reporting Labs

Style Tile
version:1

This is a Static Header

Font: Dobra Slab Light

This is an Example of a Sub Head

Font: Helvetica Neue > Arial

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Font: Helvetica Neue > Arial

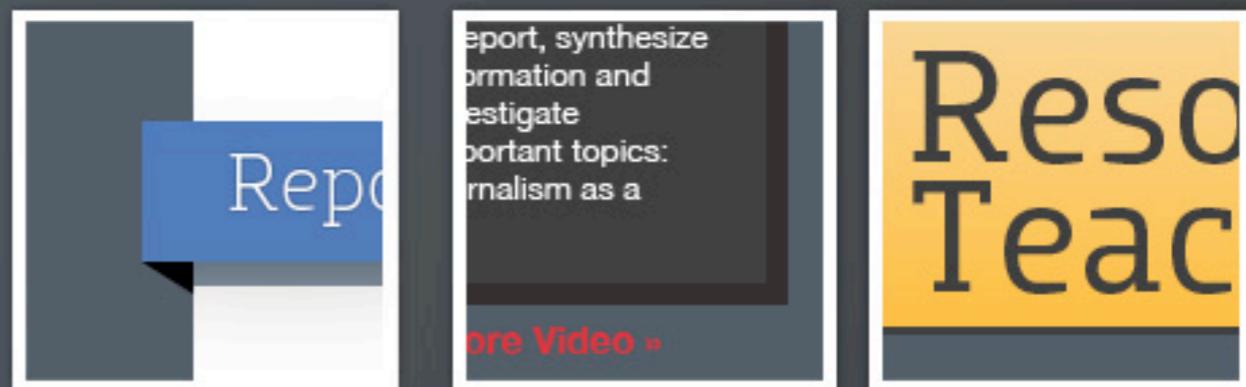
Button Example

Submit ▶

Possible Colors



Possible Patterns & Textures



FUN Engaging
Vibrant Inspirational **Compelling**

Contact: swarren@phase2technology.com

phase://technology
* open source. open minds.



STUDENT REPORTING LABS

Inspiring Future Journalists

[TWITTER](#) [FACEBOOK](#)
[ABOUT THE LABS](#)
[STUDENT REPORTS](#)
[NEWS](#)
[CURRICULUM](#)
[PBS NEWSHOUR EXTRA](#)


Baby Sea Turtles Find Safe Shores on Marco Island Florida

FEATURED REPORTS



Short Descriptionn diam faucibus dignissim. Utrhoncus convallis leo, eu venenatis ligula vulpuLorem ipsum dolnenatis ligula vulpuLorem ipsudiam faucibus dignissim. Utrhoncus convallis leo, eu venenatis ligula vulpuLorem ipsum dolnenatis ligula vulpuLorem ipsum dolor sit amet, consectetur...

[View Report »](#)

Resources for Teachers

Short introduction to a list of resources for Teachers Lorem ipsum dolor sit amet, conseque...

More from the Reporting Labs



REPORTING LAB REPORT

The Headline for Another Lab Report

Short teaser por odio quis dolor egestas

About the Reporting Labs

The PBS NewsHour Extra Student Reporting Labs are a Lorem ipsum dolor sit amet, consectetur adipiscing erisque dui. Fussed. Pellentesque habitant morbi tristique senectus et netus.

[MORE ABOUT THE LABS »](#)

FEATURED LAB



Headline for a Feature about Reporting Lab

Short Descriptionn diam faucibus dignissim. Ut rhoncusconvallis leo, eu venenatis ligula vulpu Lorem ipsum dolor sit amet, consectetur...

[READ FULL ARTICLE »](#)

User Experience

Introducing students to the concept of “users”.



designing for interaction

Creating Smart Applications
and Clever Devices



New
Riders

Digital Media

VOICES THAT MATTER™

Environmental Adaptation







*"In school we had 3 weeks to
do what I am being asked to do
in just 3 hours."*

*"I was taught to do this in
Fireworks, not Photoshop."*

Fish out of water

Timelines

“Industry Standards”

Working with clients

Deadlines

Talk about time-saving techniques.

Adobe® Photoshop® CS4 Keyboard Shortcuts

Tools	
Add mode (Shape tools)	+
Subtract mode (Shape tools)	-
Lock transparency pixels (on / off)	/
Decrease brush size	[
Increase brush size]
Decrease brush hardness by 25%	Shift+ [
Increase brush hardness by 25%	Shift+]
Previous brush	'
Next brush	'
First brush	Shift+,
Last brush	Shift+. ,
Tool opacity 10% → 100%	1 → 0
Flow 10% → 100%	Shift+1 → 0
Path / Direct Selection tools	A
Brush / Pencil / Color Replacement tools	B
Crop / Slice / Slice Selection tools	C
Default Foreground and Background Colors	D
Eraser / Background Eraser / Magic Eraser	E
Gradient / Paint Bucket tools	G
Hand tool (bird's eye view)	H
Eyedropper / Sampler / Ruler / Note / Count	I
Spot Healing / Healing / Patch / Red Eye	J
3D Rotate / Roll / Pan / Slide / Scale tools	K
Lasso / Polygonal Lasso / Magnetic Lasso	L
Rectangular / Elliptical Marquee tools	M
3D Orbit tools (Roll View / Pan View / etc.)	N
Dodge / Burn / Sponge tools	O
Pen / Freeform Pen tools	P
Edit in Quick Mask Mode (on / off)	Q
Rotate View tool	R
Clone / Pattern Stamp tools	S
Type tools (Horiz / Vert / Horiz Mask / Vert Mask)	T
Shape tools (Rect / Round Rect / Ellipse / etc.)	U
Move tool	V
Quick Selection / Magic Wand tools	W
Switch Foreground and Background Colors	X
History / Art History Brush tools	Y
Zoom tool	Z
Hand tool (toggle)	Space

File	
Browse (launch Adobe Bridge)	Cmd+Opt+O
Close	Cmd+W
Close All	Cmd+Opt+W
Close and Go To Bridge	Cmd+Shift+W
Exit	Cmd+Q
File Info	Cmd+Opt+Shift+ I
New Document	Cmd+N
New Document (last settings)	Cmd+Opt+N
Open	Cmd+O
Open As	Cmd+Opt+Shift+O
Page Setup	Cmd+Shift+P
Place	Cmd+Shift+O
Print	Cmd+P
Print One Copy	Cmd+Opt+Shift+P
Revert	F12
Save	Cmd+S
Save As	Cmd+Shift+S
Save As Copy	Cmd+Opt+S
Save for Web & Devices	Cmd+Opt+Shift+S
Select	
All	Cmd+A
All Layers	Cmd+Opt+A
Contract	Cmd+Opt+[
Deselect	Cmd+D
Edit in Quick Mask Mode (on / off)	Q
Expand	Cmd+Opt+]
Feather	Cmd+Opt+D
Inverse	Cmd+Shift+ I
Move duplicate of selection 1 px	Cmd+Opt+ ←, ↑, →, ↓
Move duplicate of selection 10 px	Cmd+Opt+Shift+ ←, ↑, →, ↓
Move selection 1 px	Cmd+ ←, ↑, →, ↓
Move selection 10 px	Cmd+Shift+ ←, ↑, →, ↓
Nudge selection outline 1 px	←, ↑, →, ↓
Nudge selection outline 10 px	Shift+ ←, ↑, →, ↓
Refine Edge	Cmd+Opt+R
Reposition selection outline	Space-drag
Reselect	Cmd+Shift+D
Edit	
Assign Profile	Cmd+Opt+Shift+ [
Convert to Profile	Cmd+Opt+Shift+]
Clear (selection)	Delete
Color Settings	Cmd+Shift+K
Copy	Cmd+C
Copy Merged	Cmd+Shift+C
Cut	Cmd+X
Fade (last filter / adjustment)	Cmd+Shift+F
Fill (show dialog)	Shift+Delete
Fill from history	Cmd+Opt+Delete
Fill from history & preserve trans.	Cmd+Opt+Shift+Delete
Fill w/ background & preserve trans.	Cmd+Shift+Delete
Fill w/ foreground & preserve trans.	Opt+Shift+Delete
Fill with background color	Cmd+Delete
Fill with foreground color	Opt+Delete
Free Transform	Cmd+T
Free Transform with duplicate	Cmd+Opt+T
Keyboard Shortcuts	Opt+Shift+Cmd+K
Menus	Cmd+Opt+Shift+M
Paste	Cmd+V
Paste Into (selection)	Cmd+Shift+V
Paste Outside (selection)	Cmd+Opt+Shift+V
Preferences (General)	Cmd+K
Preferences (last used)	Cmd+Opt+K
Purge All	Cmd+Shift+ '
Purge All (no dialog)	Cmd+Opt+Shift+ '
Step Backward (history)	Cmd+Opt+Z
Step Forward (history)	Cmd+Shift+Z
Transform Again	Cmd+Shift+T
Transform Again with duplicate	Cmd+Opt+Shift+T
Undo / Redo	Cmd+Z
Layer	
Add-select layers to bottom layer	Opt+Shift+ ,
Add-select layers to top layer	Opt+Shift+ .
Add-select next layer	Opt+Shift+]
Add-select previous layer	Opt+Shift+ [
Blending Options	Cmd+Opt+ /
Bring Forward	Cmd+]

Best Practices

The importance of know what is standard in the industry vs what is standard at a company.

designing with web standards

second edition

jeffrey zeldman



AIGA

New
Riders

VOICES THAT MATTER™

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

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.

Search ALA

GO

Include discussions

Topics

- + [Code](#)
- + [Content](#)
- + [Culture](#)
- + [Design](#)
- + [Mobile](#)
- + [Process](#)
- + [User Science](#)



Choose a New Path in 2011. Prepare yourself with a focused degree from an Art Institutes school.

Ad via The Deck

JOB BOARD

[We Also Walk Dogs](#) is looking for a Experienced Systems Administrator.

More on the [Job Board](#).

A Book Apart



Clients

Without clients there would be no design work... preparing students for the level of impact they will have on their work is crucial.

Logic Based Design - Design is 50% Selling

Published August 15th, 2007 at 12:32 am by Martin Ringlein

• Sketchbook Archives

Imagine a world were design wasn't subjective; imagine a world were design intentions were in-sync with design executions. A design's worst enemy is not the input of a non-designer – a design's worst enemy is when its designer can't sell it. Design is only half the process, being able to sell that design is where the real work gets done. Without being able to sell your design to its audience; your design intentions will never match its execution.

Lets make one thing very clear up-front, there needs be a distinction between design and art (the details of that are for another post). We are not talking about self-expression or creative freedom – we are talking about design for the sake of an objective. Far too often have I sat among fellow "designers" to hear them bitch and complain about clients and colleagues who don't "get it". I say to you, you elitist designer, don't blame them for "not getting it" – in fact, blame yourself for not "giving it to them". I've always coined myself a "business-oriented-designer" and perhaps it is my degree in advertising & graphic design that fuels this fire – but the simple truth is that very rarely are you in that perfect situation of ideal client and simplistic project that your design will sell itself. Just as it is your job to create the design, it is your job and responsibility to sell that design. So, how do you sell your design?

Since the first time my worked had been critiqued, I've been touting the use of what I call "logic-based-design". It is a term that we at nclud use religiously both internally and with our clients. It is a simple thought – every element of your design must have logic associated with it. If you can't explain why an element exists the way it is – it shouldn't exist. From the size of your canvas and margins to your color and font choices – everything should have rhyme and reason. If you choose purple for a heading, it must be for a reason beyond the fact that you, the artist, are in a "purple mood".



January 2011

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Go

*Shoot
ahead*

Staying Current

Online Resources

Networking

Community Involvement

Conferences

Collaboration

Online Resources

Make students aware that there are constantly discussions about where the industry is headed and resourceful articles about techniques everywhere online. Assign blogs for extra reading.

In my page

Important Internet Research



Google Search

General

Just type

Designy People Edit

Designy-Looking

Design Looking #2

Design Thinking (479) sort

Uber Popular blogs

CSS Galleries

Advertising & Social Media

Design Studios

wedding blogs (695)

New Tab

(18) Pressing Letters

- Best Made Company: Map Printing Video 2 months ago
- Levi's Photo Workshop 2 months ago
- Luke Bott: Submarine Letterpress Print 2 months ago
- Physical Fiction: Lego Letterpress 2 months ago
- Cranky Pressman: The Coasters 2 months ago
- Genghis Kern: Letterpress & Design Shop Video 3 months ago
- Nick Sherman: Wood Type in the Digital Age 3 months ago

[older ▶](#)
(80) swissmiss

- Apartment Therapy Offline Event 15 hours ago
- Pentagram (new website) 15 hours ago
- AIGA/NY Data Visualization Event yesterday
- Filip Dujardin – Fictions yesterday
- relativity yesterday
- AirBnB yesterday
- Architectural Range Hood yesterday

[older ▶](#)
(63) The Post Family

- Federico Saenz-Rocio 2 days ago
- How Would You Like Your Graphic Design? 2 days ago
- Astro Nautico 2 days ago
- New Chicago Comics @ the MCA 3 days ago
- The Resolve Project 4 days ago
- Gypse Eyes 4 days ago
- My Gold Mask 4 days ago

[older ▶](#)
(81) Heart Fish

- Typography Soap yesterday
- Heartfish Press Has a Facebook Page! 2 days ago
- Today's Bridge 1.3.11 2 days ago
- 2011 Buy Local Calendar 3 days ago
- New Year's Resolutions 3 days ago
- Happy New Year 2011! 3 days ago
- Wishing You a Happy New Year... 1 week ago

[older ▶](#)
(23) Brand New

- Introducing The B-Side of Brand New 6 hours ago
- All right Mr. Schultz, I'm Ready for my Close-up yesterday
- Finnair, now with more Fin 2 days ago
- Vul het zelf maar in (Fill in the blank) 3 days ago
- Holding Hands in Rio 4 days ago
- The Best and Worst Identities of 2010, Part II: The Best 1 week ago
- The Best and Worst Identities of 2010, Part I: The Worst 2 weeks ago

[older ▶](#)
(4) Hip.Young.Thing.

- Kellerhouse 3 months ago
- Demons and Diamonds 3 months ago
- Emily Malan 3 months ago

[older ▶](#)
(98) Design Observer: Main Posts

- Julie Lasky: Index Names Design Challenge Finalists 4 hours ago
- Rick Poynor: How to Chew Gum while Walking 7 hours ago
- Photo by Jason Orton: Doomed historic housing development in London yesterday
- Gail Anderson: Gail Anderson shares her collection of Salt and Pepper Shakers yesterday
- Phil Patton: Comparing two new electric-car chargers: Blink and WattStation yesterday
- John Thackara: Afghan Culture Museum 2 days ago
- Jim Williamson: What Passes for Beauty: a tale of architecture, art, death and Texas. 3 days ago

[older ▶](#)
(86) Smashing Magazine

- Creating And Distributing Presentations On The Web 4 hours ago
- Creative Use Of Video in Web Design: Background Videos yesterday
- New Year, New Book: Smashing Book 2 Is Coming: Pre-Order Now! 2 days ago
- Desktop Wallpaper Calendar: January 2011 1 week ago
- How to Maintain Your Personal Brand as a Corporate Employee 1 week ago

[older ▶](#)
(7) AIGA Design Forum: Home

- Out of this World: Dan Goods, Visual Strategist for NASA 2 days ago
- Case Study: Bardahl product re-staging 1 week ago
- Help improve election design in Washington State: Apply to become a fellow 1 week ago
- Rights, Wrongs and the Law: An Interview with Frank Martinez, Esq. 2 weeks ago
- Has Sharing Gone Out of Bounds? 3 weeks ago
- Thought-provoking videos from the "Gain: AIGA Design and

[older ▶](#)
(19) black . white . bliss

- The Geometry of Pasta 3 months ago
- Bags 7 months ago
- Dogs as Typefaces 8 months ago
- Paco & Lola Wine 8 months ago
- Willow Baus Sailboats 8 months ago
- Studio Yra | Typographic Candle Holders 8 months ago
- Dalls Shaw :: Prada Shades 9 months ago

Networking

(Online & Offline)

Building network isn't just important for getting a job, its important for doing a good job. Have students create an account on a network or attend an event.



Edit Profile View Profile

Samantha Warren

Senior Designer at Phase2 Technology

Washington D.C. Metro Area | Design



Current

- Senior Designer at Phase2 Technology
- Part-time Web & Typography Instructor at Center for Digital Imaging Arts at Boston University
- Board of Directors- Website Chair at The Art Directors Club of Metro Washington DC

Past

- Web Designer at Viget Labs
- Interactive Designer at Ogilvy Public Relations Worldwide
- Web Designer at SYColeman/ L-3 Communications

Education

- James Madison University

Recommendations

10 people have recommended Samantha

Connections

355 connections

Websites

- Blog
- Company Website
- Speaking History via Lanyrd

Twitter

SamanthaToy

Public Profile

<http://www.linkedin.com/in/samanthawarren>

Summary

Samantha Warren loves big concepts as much as she loves badass typography and thrives on telling interesting stories through usable interfaces. Currently a Senior Designer at Phase2 Technology in Alexandria Virginia, Samantha focuses on crafting beautiful, usable web experiences for online publishers, non-profits, government and online communities. She has written articles for .net Magazine, regularly speaks at industry conferences like SXSWInteractive and is on the Board of the Art Directors Club of Washington DC. When she is not designing, Samantha enjoys running, reading, traveling, and spending time with her dog.

→ Forward this profile to a connection



Samantha's Connections (355)

Aimee Rose

Executive Producer, Moving Media Digital Broadcast at Ogilvy Public Relations Worldwide

Mae Coughlan

Independent Designer and Art Director

Sean McCormick

Owner, Sean McCormick Photography. Location, travel, and portrait photographer.

[See all Connections »](#)

Groups you share with Samantha:



Art Directors Club of Metropolitan Washington (ADCMW)



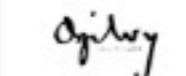
Boston University Center for Digital Imaging Arts (CDIA) students and alumni



Interaction Design Association



JMU Alumni Association



Ogilvy: Past, Present & Future



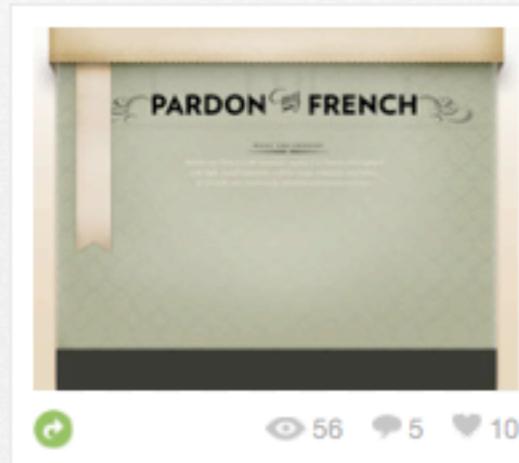
Phase2 Technology



Refresh - Promoting design, technology, and culture

Hi, Samantha Warren. Here's what the players you follow are working on.

FOLLOWING POPULAR HIGHLIGHTS EVERYONE DEBUTS PLAYOFFS



Sarah Mick

Card Number:

Exp. Date: Select Month Select Year

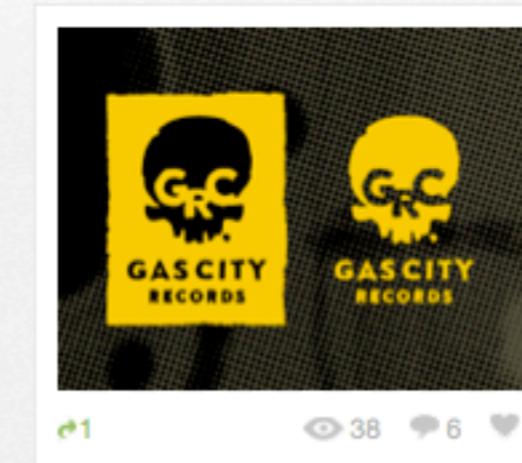
Postal Code:

Remember Account:

[Continue To Step 4](#) or return to [Step 2: Contribution Type & J](#)

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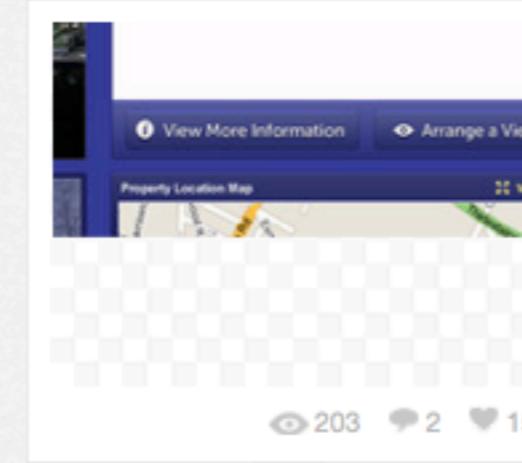
Ismael Burciaga



Michael Mesker



Rob Soulé



Lukes Beard



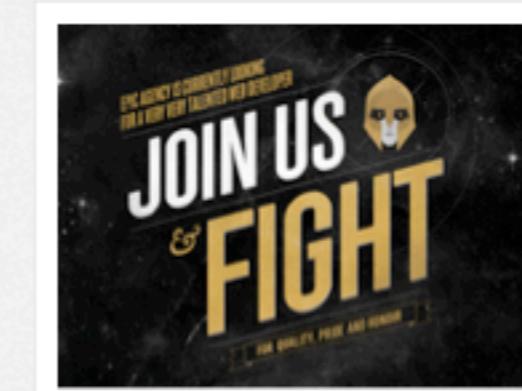
Erica Schoonmaker



113 4 10



73 0 0



77 3 14

(mt) Media Temple (ve) Server
Simple, fast VPS hosting

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Michael Aguiar liked [Compass rose](#)
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ADS BY DRIBBBLE



Wireframe and prototype fast with Keynote (PowerPoint, too!).
[Keynotekungfu.com](#)

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Jessica Phan
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113 4 10



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Branding

[VW Winter Motion](#)By: [Thorbjørn Ruud, Thomas Bråten,](#)

Featured | 172

Art Direction, Motion Graphics...

[www.aquascutum.co.uk](#)By: [Jason Bocchi](#)

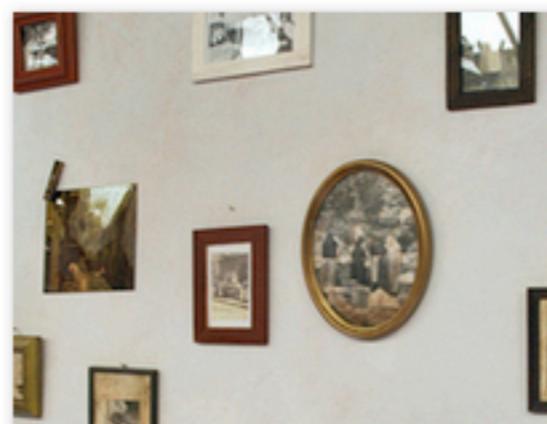
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Advertising, Fashion

[Deconstruction](#)By: [Johann Skierka](#)

Featured | 215

Editorial Design, Typography

[LA CORDE À LINGE - V.1](#)By: [Drach P. Claude](#)

Featured | 160

Art Direction, Set Design

[Andrea Klarin- Figaro Aug 07](#)By: [edsonwilliams , Andrea Klarin](#)

Featured | 239

Photography, edsonwilliams

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× FRESH WORKS FROM LEADING CREATIVE PROFESSIONALS

WORK BY: SEBASTIAN SZWAJCAK

Community

(Online & Offline)

The design industry is an ecosystem, those who give will also get. Have students comment on blogs for extra credit or post assignments to wikis.

COMMENTS

[Report an inappropriate comment](#)

✉ by [David Airey](#)

Wed Dec 15, 2010

Hi Steve,

I think it's fine to share a work-in-progress, providing your client knows you'll be using what you create in a self-promotional capacity, and that you've confirmed there's no pre-defined "launch date."

These are two points worth discussing with potential clients before agreeing to work together. The former can be a deal-breaker for me.

✉ by [Aaron Schneider](#)

Wed Dec 15, 2010

Reason #6. The most important one.

If you work for an agency, firm, or company, you are contractually bound to NOT share any work in progress, or any completed work until it is publicly released.

✉ by [Will](#)

Wed Dec 15, 2010

Wow. What a powerful post. Thank you. I completely agree. I'm very cautious myself about who I allow to see my works in progress. Especially if it's a high profile client who is trying to carefully and smoothly update their image without putting their audience in shock. Allowing that type of info to leak out could be disastrous and could ruin their timeline. Like said, you must preserve their trust.

✉ by [Evan Stremke](#)

Wed Dec 15, 2010

While I agree with AIGA on most issues regarding the industry, I have to say that this particular article is fairly misinformed.

While I agree disclosing work in progress can be a breach of trust, you should understand that there aren't a whole lot of firms or agencies posting client work on Dribbble. Dribbble is mostly freelance artists and designers that post self-directed work. Yes, client work is sometimes posted, but responsible and trustworthy designers understand how to properly highlight elements of a design without giving too much away.

The matter of feedback is really a non-issue. You can accept the opinions of other designer, or reject them. It's entirely up to you. Nobody said you need to provide this feedback to the client. Dribbble has evolved into less of a feedback machine, and more of a showcase of beautiful design elements. There's nothing inherently wrong with that, but nobody says you need to listen to the masses if the former still holds water. And if you take the time to survey the comments, you'll see that the Dribbble community is incredibly

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Hoefer Text

Roman

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You need [JavaScript enabled](#) and the latest version of [Flash Player](#) to see this type sample.

Credits

Designer(s) [Jonathan Hoefer](#)

Foundry(ies) [Hoefer & Frere-Jones](#)

Release Year [1991](#)

Country of Origin [United States](#)

Classification [Serif, Old Style](#)

Original Format [Digital](#)

Distributor(s) [Apple, Hoefer & Frere-Jones](#)

Tags [antiqua](#), [apple](#), [contemporary](#), [ligatures](#), [mac](#), [modern](#), [old-style](#), [serif](#)

Background

"Steeped in the virtues of classical typography, Hoefer Text is a comprehensive family of typefaces from the dawn of the digital age." [Read More](#)

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Background Source

- * [Hoefer Text | Hoefer & Frere-Jones](#)

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In the Wild

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Other Resources

Similar Typefaces



[Moraine](#)

Updated on December 11, 2010



[Photina MT](#)

Updated on December 12, 2010



[Cruz Stencil](#)

Updated on December 10, 2010



[Monroe](#)

Updated on December 6, 2010

Conferences

(& Events)

Organize a field trip or keep a running list on a blog of upcoming conferences to attend. Students get discounts to most, take advantage!

An EVENT *apart*

FOR PEOPLE WHO
MAKE WEBSITES

SEATTLE

March 28–30, 2011

Bell Harbor Conference Center

REGISTER | **VENUE** ▶



ATLANTA

June 13–15, 2011

InterContinental Atlanta



MINNEAPOLIS

August 8–10, 2011

Hilton Minneapolis



Washington DC

October 24–26, 2011

Westin Alexandria



SAN FRANCISCO

December 12–14, 2011

The Palace Hotel



Liz Danzico rocks the mic at An Event Apart. Photo: [foltzwerk](#). Used with permission.

Join our mailing list.

An Event Apart News

12.15.10

An Event Apart Seattle 2011 Schedule Posted

The schedule for An Event Apart Seattle's three-day blitz of cutting-edge techniques and ahead-of-the-curve design and standards thinking has now been posted.

"This is an incredible conference. It's **like my RSS feed come to life!** All the great names were there. And the conference wasn't cluttered with marketing, or "business". This was just about the nuts and bolts of what we do, and that was refreshing." Aaron Burrows

The design conference for

Collaboration

(With Industry Professionals)

Bring in or teleconference an industry professional
to just say “ hey, this is what’s new”!



Jason Santa Maria

A PIECE OF ADVICE

Jason Santa Maria is one of today's leaders for art direction and typography for the web. From running his own studio to teaching at SVA, Jason has had plenty of experiences that helps him share his advice about riding the momentum.

Hear [Jason Santa Maria's advice](#).

See [all of the contributed tips](#).

Humbly delivered on February 28th, 2010.

MORE TIPS, MORE LOVE...

Advice given from other contributors. Curious? [See them all](#).



[Carlos Segura](#)



[Justin Ahrens](#)



[Jason Santa Maria](#)



[Amit Gupta](#)

2008 Guest Speaker Line Up

September 05, 2008

Advanced Web Tools and Digital Media is the second course students are eligible to take after successfully completing Website Development. Topics for this course include XHTML, CSS, JavaScript, AJAX, PHP, MySQL, XML, RSS, and advanced graphics. For this class I do the best I can to get local professionals from the industry in front of my students as I know its important for them to hear from others. If you are interested in speaking to my students please contact me [mrbrown at teachmetheweb dot org]. Our schedule thus far:

Friday, September 26th - [Kevin Hoffman ↗](#) of [Happy Cog ↗](#) Open

Friday, October 3rd - LuAnne Bell, VP of Business Development at [Blue Atlas Interactive ↗](#)

Friday, October 10th - [M. Jackson Wilkinson ↗](#), Strategist at [Viget Labs ↗](#)

Thursday, October 24th - The Entire [Nclud ↗ Team ↗](#)

Friday, October 31st - Ali Felski, a Flash Developer

Friday, November 14th - Paul Boag, Web Designer/Podcaster, of [Boagworld ↗](#)

Friday, November 21st - [Samantha Warren ↗](#), Designer, of [Viget Labs ↗](#)

Friday, December 5th - [Jason Leveille ↗](#), Web Developer, of [Blue Atlas Interactive ↗](#)

There are several others whom I am waiting to finalize dates with. This includes people like:

✓ [Zac Gordon ↗](#), Web Design Teacher of [Springbrook HS ↗](#)

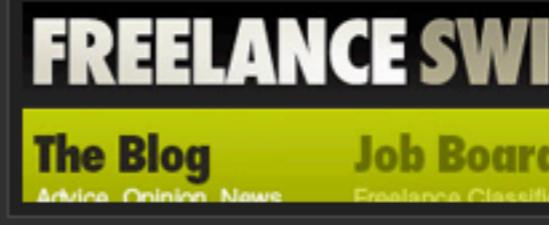
✓ [Brian Williams ↗](#), CEO and Co-Founder of [Viget Labs](#)

Search for it

Go!

RSS

Recommended Sites



Goal Oriented Concepts

- ⚓ Design Thinking & Process
- ⚓ Environmental Adaptation
- ⚓ Staying Ahead of the Curve

Additional Resources

<http://teachtheweb.com>

<http://teachmetheweb.org>

<http://aaronwalter.com>

Thank you

badassideas.com
badassideas.com/resources

Phase2Technology.com