

Keep up!

Paul Robert Lloyd

Aquent Gymnasium Launch Event

31 July - London, England

- Hello
- Want to give you some insight into what it means to be a web designer in 2013.
- But first of all, let me tell you a little about me...



Clearleft

2009 -

- Currently a designer at a user-experience company Clearleft, based in Brighton.
- We're a small agency, working with big clients like NBC, WWF, Mozilla, UNICEF and more.



Ning
2006 - 2007

- Prior to Clearleft, I was lead designer at Ning, a small start-up based in Palo Alto, co-founded by Marc Andreessen.
- Amazing experience, life-changing in fact.
- Made life-long friends, and got to see Silicon Valley close-up.
- Worked during a period in which a lot of the companies we know today were just getting started.



Orange Vision

2004 - 2006

- I began my career almost ten years ago, at a small web design agency in Lichfield, called Orange Vision.
- I joined in the summer of 2004, just as support for web standards were gaining traction.
- One of the key ideas of this movement was the idea of separating presentation from content
- Developing highly semantic HTML pages, styled separately with CSS.



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- This book was my bible.
- Joined Orange Vision because their website used CSS for layout.
- Soon after joining learnt that they had ripped-off the site from an agency in the US, and still used table layouts!
- First tasks were updating exiting sites, swearing under my breath as I has to use out-modded practices such as table layouts, inline style declarations and spacer.gifs



- When it came round to building a brand new site from scratch, I jumped at the chance of doing it the right way.
- Built an entire site using latest techniques and looked forward to launching my first commercial website, built using modern coding practices.
- Yet the weekend before it was launched, my boss noticed that it wasn't built using tables
- Rebuilt the entire site using the techniques he knew and understood.



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- When I came in on Monday morning, I was horrified! As there was no version control, everything I had done had gone!
- Needed to convince company to adopt web standards, using evidence and facts to back up my argument.
- Eventually I convinced the company, staff retrained, and we attended the first @media conference in London in 2005.

A valuable lesson

- There is a lesson here. At the very start of my career, I discovered how easy it is to fall behind.
- What may have been considered best practice yesterday, is an ill-judged methodology today.
- This is such a fast-moving, ever-changing environment.
- Keeping up-to-date with technical developments, practices and approaches is an essential part of our job.

HTML, CSS, JavaScript, Sublime Text, PHP, Python, Ruby, Rails, Django, bash, Grunt, Git, Photoshop, Fabric, XPath, GPU, CPU, URLs, pen and paper, BDD, Sharpies, Textmate, IE, Composer, jank, Ice Cream Sandwich, Node, XP, Marionette, Cake, npm, Transmit, e-mail, flexbox, Firefox, a11y, Yeoman, Brunch, zsh, MVC, angular, Ghostlab, Illustrator, Backbone, dotfiles, Express, A/B testing, Chrome, stand-ups, semver, bizdev, Fireworks, .gitkeep, TDD, Silex, HTTP, rebase, jQuery, Jekyll, Travis, Charles, JSON, Hammer, i10n, Bower, Capybara, Capistrano, Watir, Buster, Mocha, Puppet, Chef, Virtualbox, CoffeeScript, Firefox, Adobe Edge, Jellybean, Webdriver, LightTable, Cucumber, Batman, ARIA, Web Components, Flight, AdWords, SPDY, Agile, shadow DOM, uglify, svn, clojure, RWD, blink and you will have missed something.

Drowning

thatemil.com/blog/2013/05/22/drowning/

- Of course, so much to learn, doing so can seem overwhelming.
- No one person can learn all this.
- BUT, a lot of the things listed here are just buzzwords.
- Often distracted by the new shiny, ignorant of tools and protocols that have served us well, and will continue to do so.

HTML, CSS, JavaScript, Sublime Text, PHP, Python, Ruby, Rails, Django, bash, Grunt, Git, Photoshop, Fabric, XPath, GPU, CPU, **URLs**, pen and paper, BDD, Sharpies, Textmate, IE, Composer, jank, Ice Cream Sandwich, Node, XP, Marionette, Cake, npm, Transmit, e-mail, flexbox, Firefox, a11y, Yeoman, Brunch, zsh, MVC, angular, Ghostlab, Illustrator, Backbone, dotfiles, Express, A/B testing, Chrome, stand-ups, semver, bizdev, Fireworks, .gitkeep, TDD, Silex, **HTTP**, rebase, jQuery, Jekyll, Travis, Charles, JSON, Hammer, i10n, Bower, Capybara, Capistrano, Watir, Buster, Mocha, Puppet, Chef, Virtualbox, CoffeeScript, Firefox, Adobe Edge, Jellybean, Webdriver, LightTable, Cucumber, Batman, ARIA, Web Components, Flight, AdWords, SPDY, Agile, shadow DOM, uglify, svn, clojure, RWD, blink and you will have missed something.

Drowning

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- Instead, take time to properly understand the foundational aspects of the platform.
- Learn how to markup content in a way that conveys meaning devoid of any design.
- Learn how to construct human readable—and hackable—URLs.
- Learn the difference between GET and POST request methods.
- This will allow you to make better judgements of what new technologies to adopt.
- Be able to spot those that will stick around, and those that are merely short-lived trends.



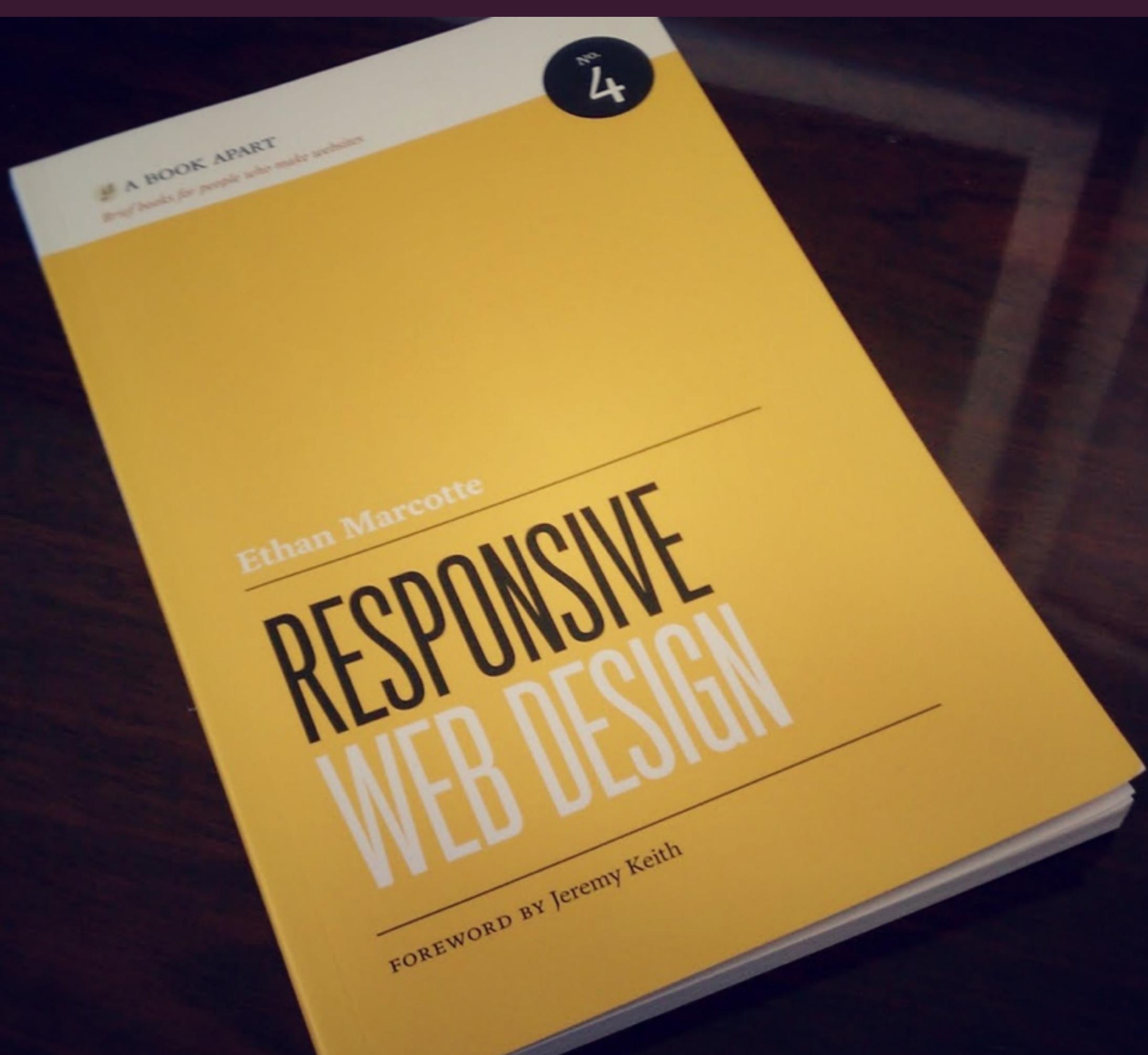
flickr.com/photos/brad_frost/7387823392/

- We also need to deal with this.
- Before had to think about supporting a few different browsers.
- Today, we have to support a phenomenal range of devices with different features and capabilities.
- It's senseless trying to target any particular subset of these devices, as user habits are changing rapidly.
- Terms like mobile, tablet and desktop are becoming increasingly meaningless.



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- Given this diversity, you'd do well to understand the principle of progressive enhancement.
- Often seen as making sure website work when JavaScript is disabled.
- Its about building robustness into our products, ensuring they work given the unreliable nature of the network.
- Most popular techniques—those that stick around—are usually a flavour of progressive enhancement.



- RWD, especially when coupled with a mobile-first approach, is basically progressive enhancement for layout.
- RWD seems like a trend, but people are taking it seriously because it aligns with the underlying principles of the web.
- In fact, it's already being talked of as simply best-practice web design.



*It is the nature of the web to be flexible,
and it should be our role as designers and
developers to embrace this flexibility.*

– JOHN ALLSOPP

A Dao of Web Design
alistapart.com/article/dao

- This is something John Allsopp wrote in an article for A List Apart, thirteen years ago.
- If you take one link away from my presentation tonight, make it this one.

alistapart.com/article/dao

- Seriously, go read this.

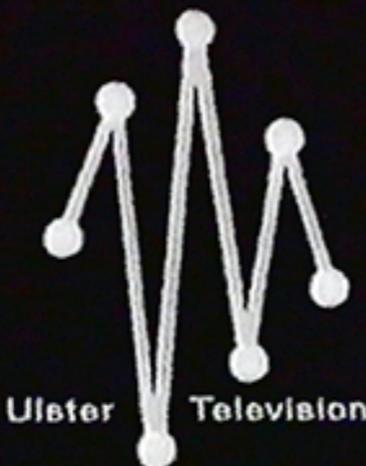


- I think we may be entering a period of renaissance, enlightenment even.
- Recognising the unique characteristics, strengths and opportunities the web provides
- Solving problems nobody else has encountered before.
- I mean, how on earth do you design something that can be infinitely adaptable?

THE
MAN WITH
THE GOLDEN
ARM



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BBC



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TELEVISION


SOUTHERN



- I've drawn comparisons with where we are as web designers to television designers in the mid-sixties.
- Television designs arrived at an aesthetic that was appropriate to the medium they were designing for
- High contrasting, low detailed, optical/pop art.
- Need to think about the web in a similar way; what aesthetic approach is suited to the medium we are working in?

The New York Times

Late Edition
New York: Today, sunny and warm, with low humidity, high 68. Tonight, clear, calm, low 68. Tomorrow, warmer and mostly sunny, high 76. Wednesday, high 80, low 61. Details, Page D6.

ONE DOLLAR

Advisers Fault Harsh Methods In Interrogation

Intelligence Techniques Called Amateurish

By SCOTT SHANE and MARK MAZZUCCHELLI
WASHINGTON, May 29 — As the Bush administration completes its secret new rules governing interrogations, a group of experts advising the intelligence agencies are arguing that the harsh techniques used since the 9/11 terrorist attacks are outdated, amateurish and unreliable.

The psychologists and other specialists, commissioned by the Intelligence Science Board, make the case that more than five years after the Sept. 11 attacks, the Bush administration has yet to create an elite corps of interrogators trained to glean secrets from terrorism suspects.

While interrogations are spent each year to upgrade sanctions and other high-level spy machinery, the experts say, interrogation methods — possibly the most important source of information on groups like Al Qaeda — are a hodgepodge that dates from the 1990s, or are modeled on old Soviet practices.

Some of the study participants argue that interrogation should be approached using lessons from many fields, including the tricks of veteran homicide detectives, the persuasive techniques of sophisticated marketing and models from American history.

The science board critique comes as ethical concerns about harsh interrogations are being voiced by congressional and former government officials. Gen. David H. Petraeus, sent a letter to Congress this month warning that "expedited methods" using force violated American values.

In a blistering lecture delivered last month, a former adviser to Secretary of State Condoleezza Rice called "interrogation" an "interrogation tactics word" and the Central Intelligence Agency and the Pentagon.

In meetings with intelligence officials and in a 220-page annual report completed in December, the researchers have proposed a more practical outcome: there is little evidence, they say, that harsh methods produce the best intelligence.

"There's an assumption that often passes for common sense that the more pain inflicted on someone, the more likely they are to comply," said Randy Borum, a psychologist at the University of South Florida who, like several of the study's contributors, is

Overbooking, Bumped Fliers And No Plan B

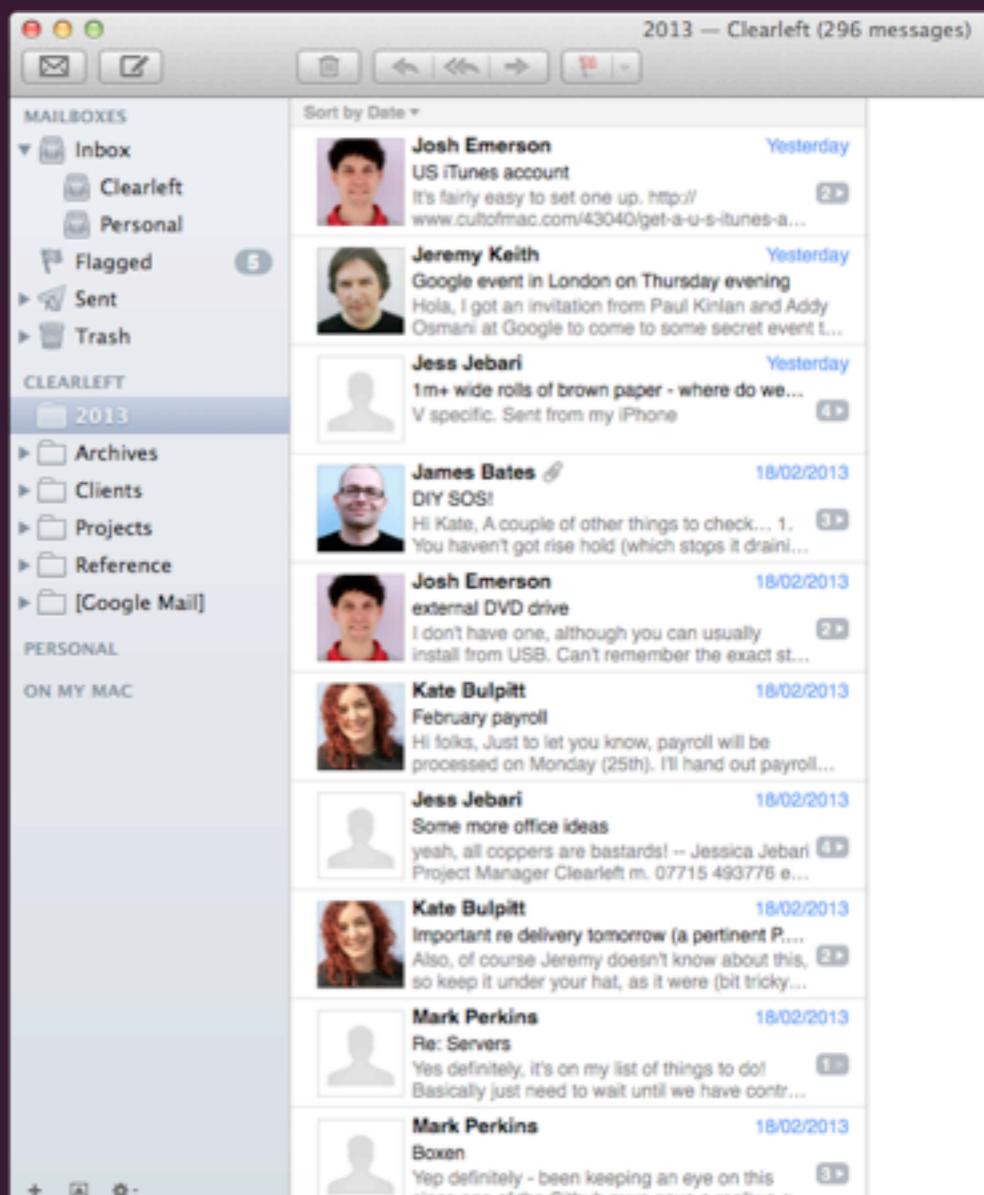
By JEFF BAILEY
PHOENIX — The summer travel season is under way, and so many planes are expected in the fall that, if you are bumped, you could end up

Sectarian Strife Grips North Iraq As Sunnis Drive Out Kurds

By EDWARD WONG
MOSSUL, Iraq — The bitter battle between Sunnis and Shiites has driven 70,000 Kurds from the city.

BRITISH KIDNAPPED IN BAGHDAD
In a photograph released by the British Foreign Office, a man identified as Abu Bakr Muhammad is seen in police uniforms abducting five British civilians from a Finance Ministry complex. Page A2B.

Continued on Page A17



The Web Aesthetic

alistapart.com/article/the-web-aesthetic

- No longer replicating print, instead looking to software applications and other digital software for inspiration.
- Our work may no longer be constrained by the dimensions of the page.
- Constrained by the capabilities of the network; porous and unreliable as that can often be.
- Websites need to be responsive beyond layout; responsive in the truest sense of the word.

15 minutes

- I've been asked to speak to you tonight as someone working at the bleeding edge.
- In 15 minutes, I can only begin to scratch the surface.
- Not enough time to adequately explain all the challenges we face.
- I will be around the rest of the evening if you would like to chat to me in more detail.
- Before I finish, there is one thing you should know...

I don't know how to design a website

- I don't know if there is a right way, or if there ever will be.
- I'm comfortable being in a state of unknowing, open to new approaches, the constant reinvention of what I do.
- Because, when you think you know how it is done, chances are you really don't.

Thank you!

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 @paulrobertlloyd

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