

MONDAY 10TH AUGUST

FRONT END ISN'T AS LAME AS THOSE BACKEND DEVELOPERS SAY IT IS

Creative Front End Development

[What I Do](#) | [Possibilities](#) | [What Makes A Site Awesome](#) | [Frameworks & Libraries](#) | [Questions](#)

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WHAT I DO

I'm currently a front end web developer at Google Creative Labs.

WHAT I DO

A LITTLE ABOUT ME

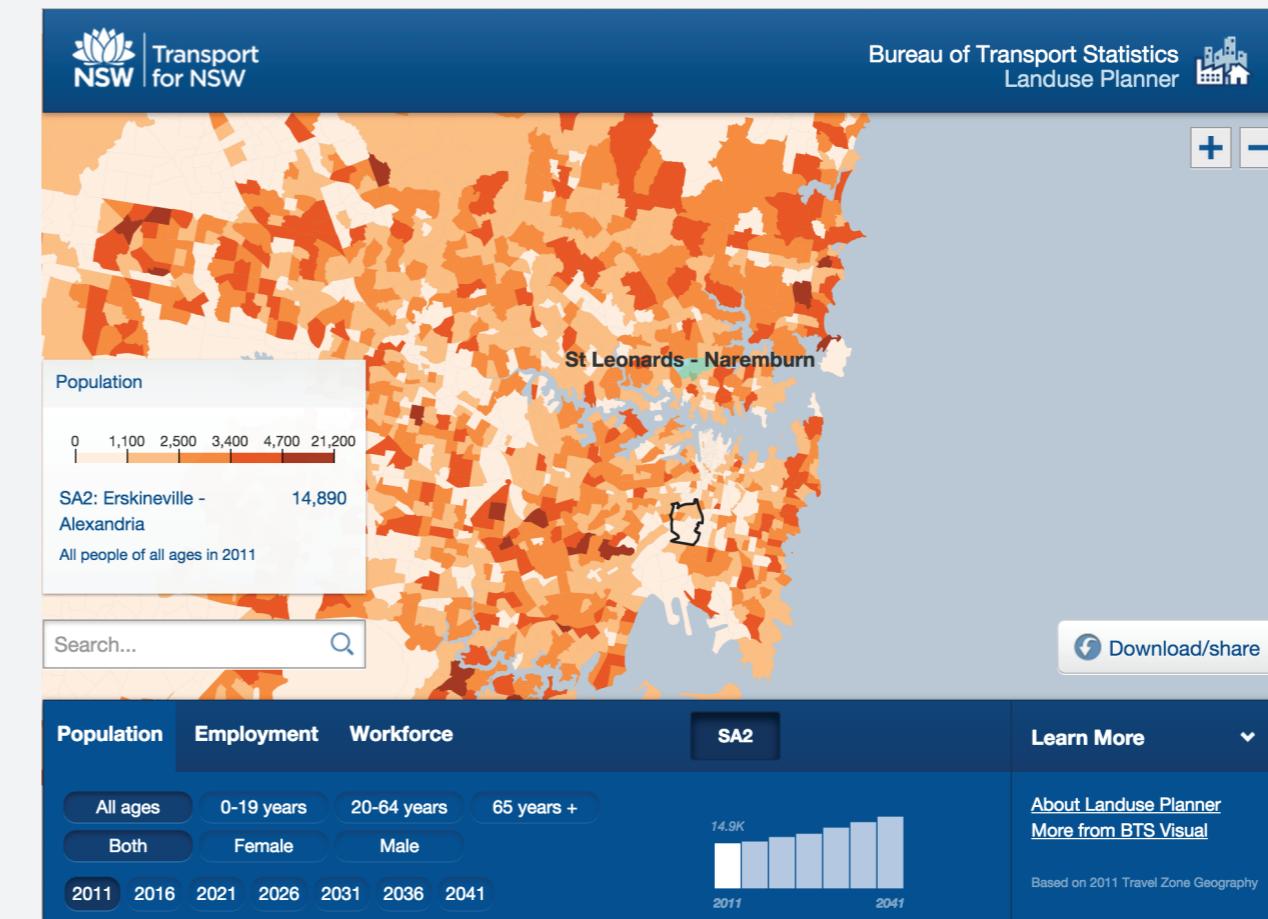
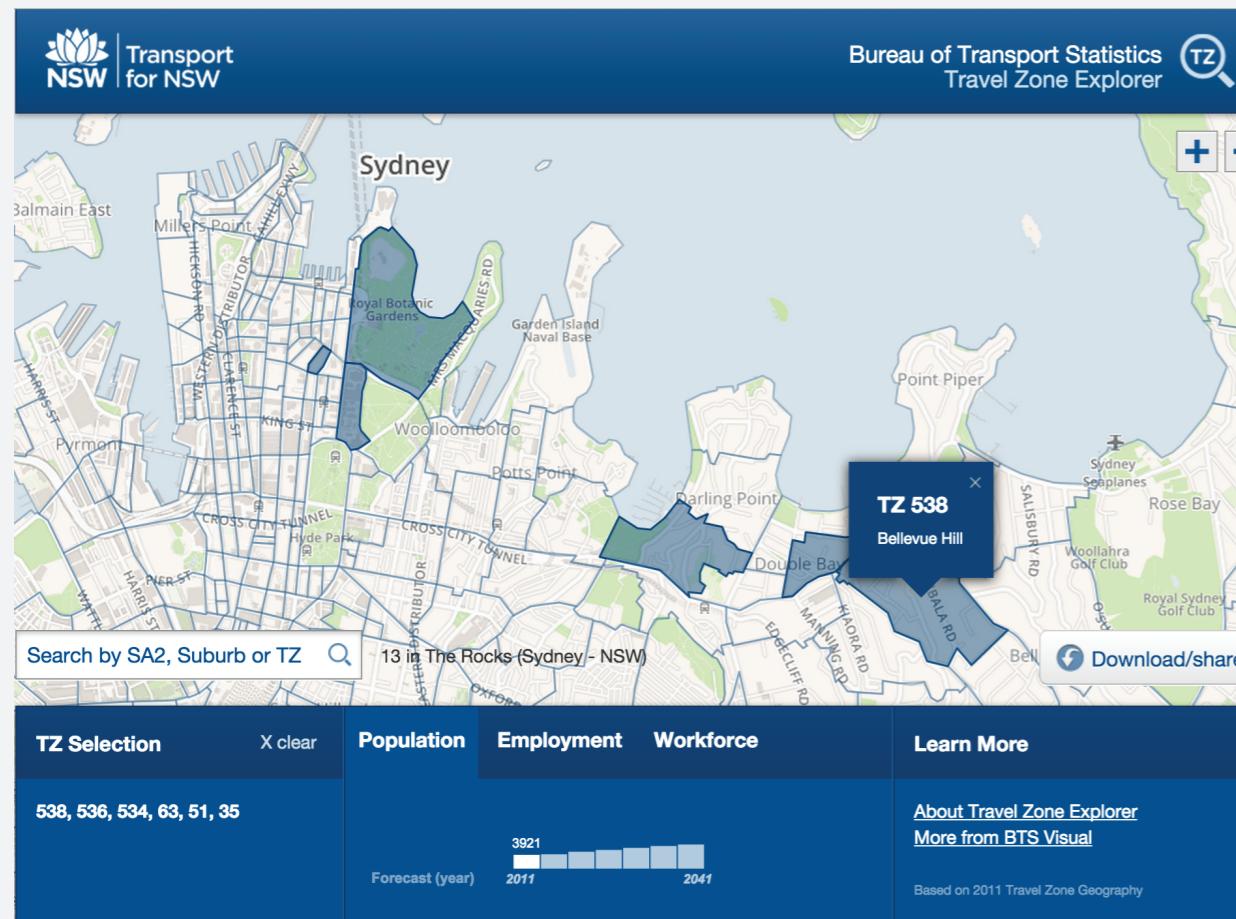
WDI 5

USED TO WORK AT ARUP AS A FULL STACK DEV
3D ANIMATION AND GRAPHIC DESIGN BACKGROUND
IM AN IDIOT.

WHAT I DO

STUFF IVE WORKED ON

Rails | React | Angular | Backbone | D3 | CSS Animations | Leap Motion | Golang



<http://visual.bts.nsw.gov.au/tz/> | <http://visual.bts.nsw.gov.au/landuse/>

**I struggled like a mother-fucker.
So don't give up.**

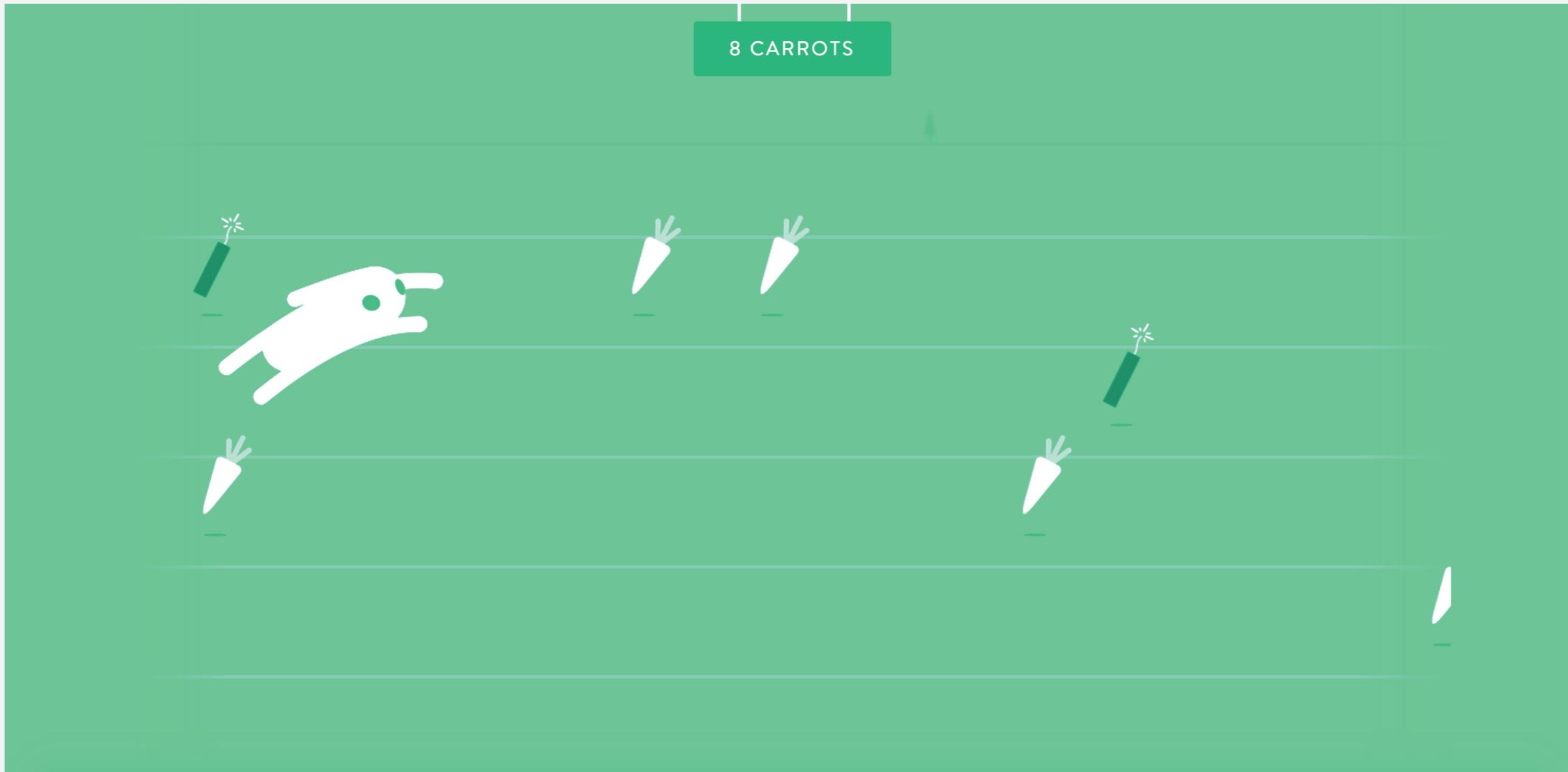
2

POSSIBILITIES

There are so many amazing possibilities with what you can create with front end. It's not all about aligning divs and making bootstrap layouts - it's much more fun than that.

POSSIBILITIES GAMES

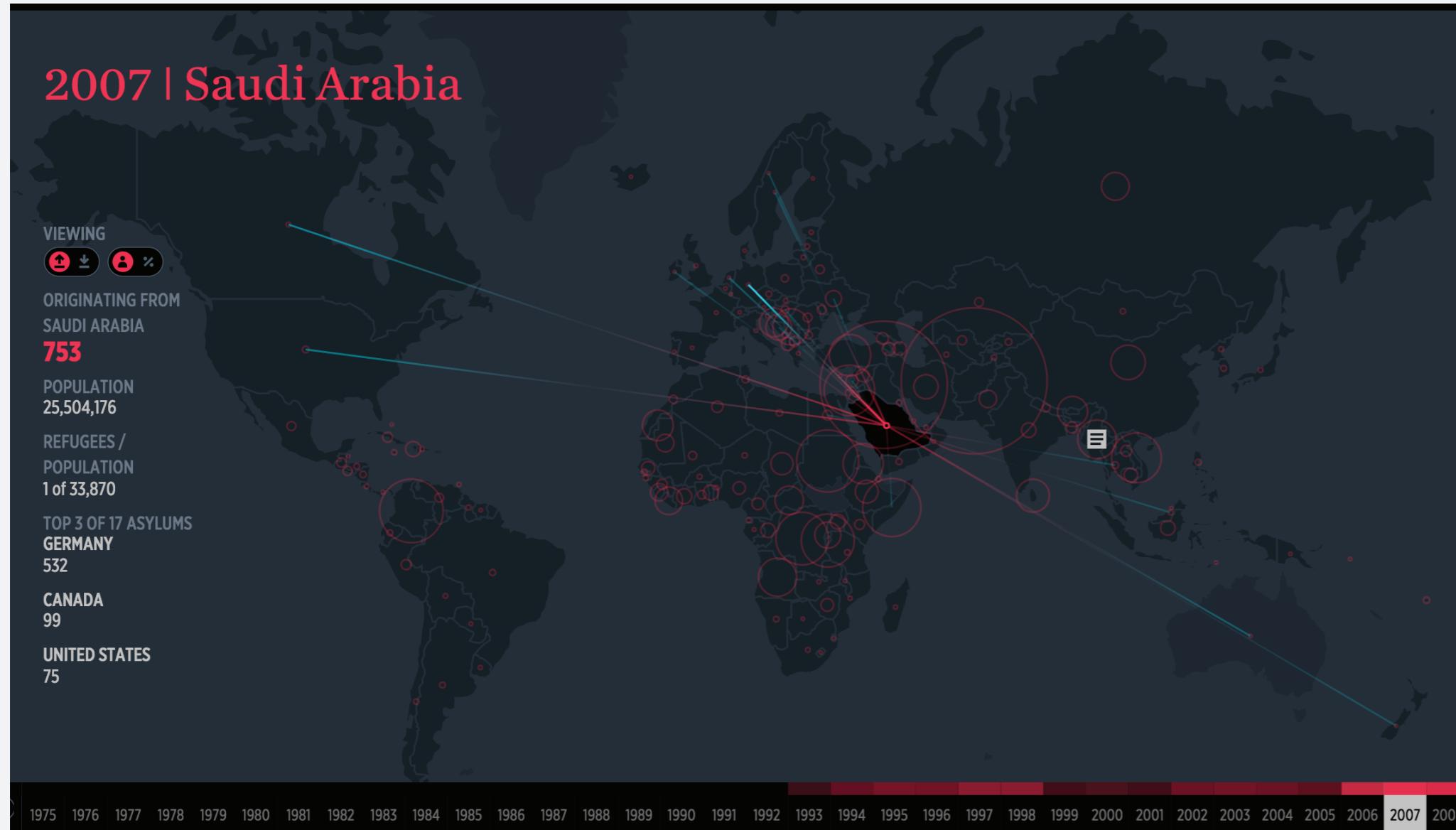
Pixi | Phaser | HTML5



POSSIBILITIES

DATA VISUALISATION

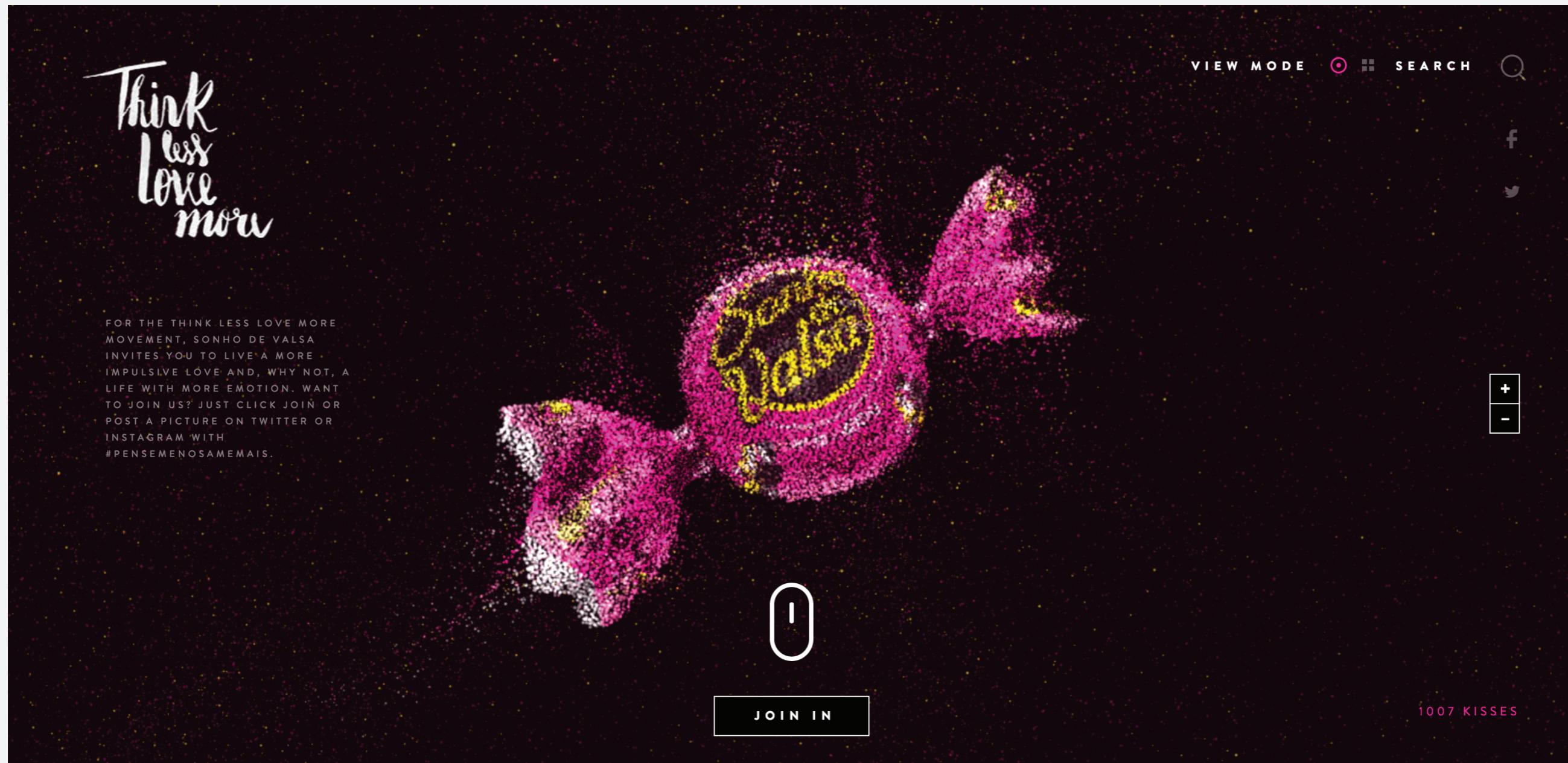
D3 | Raphael



POSSIBILITIES

3D IN THE BROWSER

webGL | ThreeJS | CSS3D



POSSIBILITIES

AWESOME ANIMATIONS

CSS | Javascript



**Break down sites & how you
think others built things. - it
helps when people ask how you
might build their idea**

3

WHAT MAKES A SITE AWESOME

The most amazing sites that people always remember or the ones everyone's talking about, almost always do something different and don't look or feel like a regular website.

WHAT MAKES A SITE AWESOME CREATIVITY

Creative ideas are what makes sites memorable.



<http://mystaticself.com>

<http://www.offpixel.co/>

WHAT MAKES A SITE AWESOME WAYS TO IMPROVE

PAIR WITH A DESIGNER OR SKETCH IDEAS
GET INSPIRATION FROM DESIGNS AND ILLUSTRATIONS YOU SEE
DON'T DO WHAT EVERYBODY ELSE IS DOING
LOOK AT WHAT OTHER SITES DO WITH THEIR LAYOUTS, NOTICE COLORS, FONTS, WHITESPACE ETC
IF YOU STRUGGLE WITH GETTING YOUR SITE LOOKING NICE, TRY THESE STEPS:

PICK A GOOD WEB FONT

MAYBE TRY ONE OF THESE

Thin 100 Use this style

Roboto

Thin 100

Lato

Light 300 Use this style

Roboto

Light 300

Lato

Normal 400 Use this style

Roboto

Normal 400

Lato

Medium 500 Use this style

Roboto

Medium 500

Lato

COLORS

TRY STICK TO MAXIMUM 3



KEEP IT SIMPLE

CLEAN, MINIMAL
LESS IS MORE!

**Don't take the easy route,
pick projects that challenge you.**

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FRAMEWORKS & LIBRARIES

It's good to familiarise yourself with the range of options available to you. Some are useless but some come in very handy when you need them.

FRAMEWORKS & LIBRARIES

HERES MY GOTO LIST

FRAMEWORKS

BACKBONE Phaser

REACT Pixi

ANGULAR

EMBER

LIBRARIES

THREEJS BLAST.JS

D3 CROSSFILTER

MOMENT.JS PAPER.JS

VELOCITY P5

**Some things are best kept
simple - know when & when
NOT to use libraries and
frameworks**

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QUESTIONS

You all better ask me a good question.

MONDAY 10TH AUGUST

FRONT END ISN'T AS LAME AS THOSE BACKEND DEVELOPERS SAY IT IS

**DON'T DROP OUT
IF I CAN DO IT, YOU CAN DO IT**

ADD ME ON THINGS:

@daisysmells - add me on twitter, i don't use it but i enjoy the notification when someone follows me
daisymarie128 - incase you wanna steal some shitty code
daisymarie128@gmail.com - if you have any questions email me or buy me a beer . i like option 2

COOL SITES

<http://void.hi-res.net/>

<http://cloudsovercuba.com/>

<http://gisele.underarmour.com/>

<http://dougaitkenthesource.com/>

<http://www.urwhatupost.com/>

<http://www.colonelsanders.com/#>

<http://www.akademiezubrowka.com/>

<http://www.stand4humanrights.com/>

<http://codedoodl.es/>

<http://nike.lidyana.com/>

<http://www.dennis.video/>

<http://labs.nikrowell.com/lightsandmotion/ultraviolet/>

<http://www.madeon.fr/adventuremachine/>

<https://concours-creacarte.societegenerale.com/oeuvre/creation>

<http://www.swag2014.fr/>

COOL SITES

<http://www.pixijs.com/projects/>

<https://www.chromeexperiments.com/>

<https://github.com/mbostock/d3/wiki/Gallery>

<http://threejs.org/>

<http://techslides.com/over-2000-d3-js-examples-and-demos>

<http://www.awwwards.com/>