From Print to Web:
It's easier than you think

Dan Rubin
Sidebar Creative

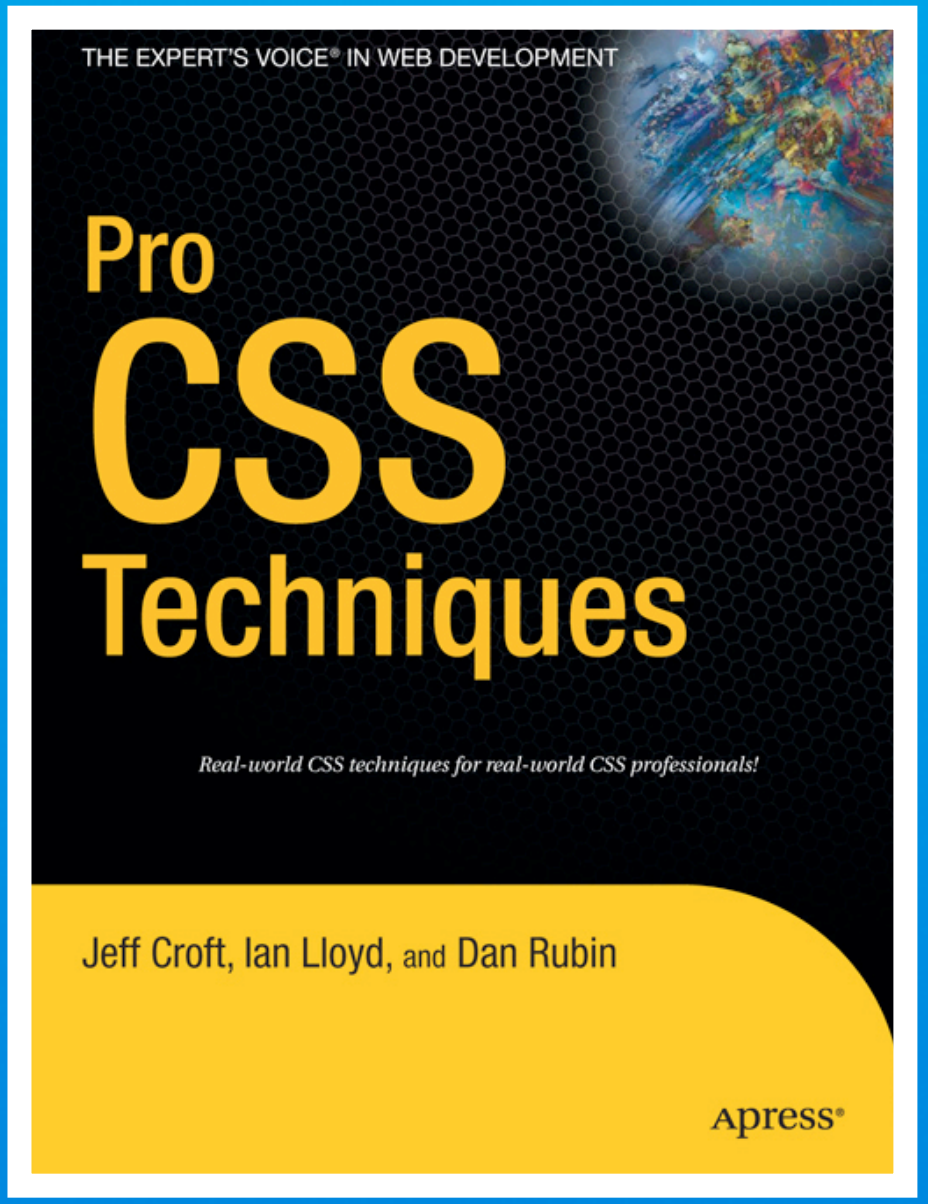
Hi.

Web Standards Creativity

by Dan Rubin *(and 9 other guys)*

Pro CSS Techniques

by Jeff Croft
Ian Lloyd
Dan Rubin



Microsoft

Google

Yahoo!

Geffen

IDEO

Garcia Media

WSJ
Miami Herald
Paris Match

Problems

Print *vs.* Web?

Fear

Lack of education

Misinformation

Myths

"I'll have to learn how to program!"

"It's hard to work with color on the web."

"There's no typographic control."

"Web design is for geeks."

Similarities

Reference materials

PMS Colors

Papers

Materials

Binding

Technical requirements

Press types

Dot Gain

Finishing

Die Cutting

Solutions

Embrace constraints.

Don't change your style.

Use *all* the colors.

Design is problem solving...

Don't focus on the wrong problems.

Examples

THE BLOG BLOG ARCHIVES ABOUT PORTFOLIO CAREERS

VIGET INSPIRE

THE LABS AT VIGET

Overcoming Inspiration Overload

NOV 03 21

MINDY WAGNER, ON THE TOPIC OF GENERAL

We've all heard of information overload, and most of us recognize that too much data overwhelms rather than educates. It kills our efficiency and distracts us from important tasks. With so much information at our fingertips, even small decisions become difficult. I can lose hours of time on Good Reads sifting through reviews trying to decide what book I should read next. It's fun and interesting, and my choice is well-informed, but I used to visit the library and choose something off the shelf in 5-10 minutes. Is the trade-off really worth it?

Lately I've been noticing a similar phenomenon while designing. The explosion of great CSS galleries and design blogs out there has made it impossible to feel "caught up". There are so many cool things out there to discover... and the possibility of missing something eats at me.

Continue reading "Overcoming Inspiration Overload"

Leave a comment (21)

WE'RE THE DESIGNERS

at Viget Labs. We write about design news, trends, techniques, buildout, inspiration, CSS, and our projects.

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RECENT COMMENTS

I love the glass-as-whiteboard idea. Wouldn't that make a cool room divider? With safety glass, of course.... oak, I'm pretty sure Inspire is the best design blog on the entire planet,...

happy cog

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PORTFOLIO

HOUSING WORKS
HOUSING PREVENTS AIDS. HOUSING SAVES LIVES.

Fighting homelessness and AIDS, Housing Works empowers its clients to share their stories.

PUBLICATIONS

designing with web standards

Our founder's opus hits 2.0. Meet the second edition of the book that changed how sites are designed.

EVENTS

Not your father's web conference: Kelly Goto mesmerizes the crowd at An Event Apart Seattle 2006.

RECENT NEWS

November 4, 2008

ALA No. 271: write right

The fundamental things apply in Issue no. 271 of A List Apart, for people who make websites. Erin Kissane tells how non-writers (i.e. the people who write most of the

PRESS

"Happy Cog's reputation for being the best in the industry is well-deserved. They took a complex site structure, and developed an information architecture and design that make it beautifully simple—and semantic to

SIGN UP FOR NEWS ABOUT FUTURE SEED CONFERENCES

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THE VENUE WILL INFORM THE DISCUSSION TOO, SEED WILL BE HELD IN THE "CATHEDRAL OF MODERNISM"

CROWN HALL *by* Mies van der Rohe

Painstakingly renovated in 2005, Crown Hall stands as one of the most important buildings of the modern age and it was also held in the highest regard by Mies himself who said it best represented his "architecture of almost nothing."

* THE DAY'S SCHEDULE *and* INVITED GUESTS *

CARLOS SEGURA is the founder of Segura, Inc. an internationally recognized visual communications company and the creator of T.26 the web's original digital type foundry as well as the 5" retail brand and the

JASON FRIED is the founder of 37signals, influential creators of web-based communication and collaboration tools Basecamp, Highrise, Backpack & Campfire and authors of the book *Getting Real* and the popular weblog

JAKE NICKELL is the Founder and **JEFFREY KALMIKOFF** is the Creative Director of skinnyCorp, the force behind the unstoppable community-based tee shirt design concept Threadless and a steady stream of other

Resources

Layout

Grids Are Good

http://www.subtraction.com/archives/2007/0318_oh_yeeaahh.php

5 Simple Steps to Designing Grid Systems

http://markboulton.co.uk/journal/comments/simple_steps_to_designing_grids/

Thinking Outside the Grid

http://www.alistapart.com/articles/outsidethegrid

Typography

Web Typography Sucks

http://webtypography.net/sxsw2007/

Setting Type on the Web to a Baseline Grid

http://www.alistapart.com/articles/settingtypeontheweb

5 Simple Steps to Better Typography

http://markboulton.co.uk/articles/detail/five_simple_steps_to_better_typography/

Color

Colour Contrast Check

http://www.snook.ca/technical/colour_contrast/colour.html

5 Simple Steps to Designing with Color

http://markboulton.co.uk/articles/detail/five_simple_steps_to_designing_with_colour/

Vischeck

http://www.vischeck.com/

Invisible High Five

Questions?

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