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
Overcoming Inspiration Overload

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 DESIGN beautiful websites, PUBLISH our best ideas, and SPEAK to a worldwide community. Find out more ABOUT us.

NEWS | CONTACT | CLIENTS

PORTFOLIO

Housing Works
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

* A ONE-DAY CONFERENCE on DESIGN, ENTREPRENEURSHIP and INSPIRATION *

On Friday, June the 6th 2008 in Chicago
Learn about taking control of your own work by seeking out methods to inspire new thinking and adopt unconventional ideas about collaboration and business via six presentations and discussions led by 37signals, Segura Inc., Couda Partners and Friends

The 3rd SEED CONFERENCE

WILL FILL YOUR HEAD WITH KNOWLEDGE YOU CAN USE. THIS ISN'T ABOUT THEORY, IT'S ABOUT PRACTICE
You should attend if you're a designer (print, web or video) or a business-minded soul who is looking to take creative ideas and turn them into something SATISFYING & BANKABLE. Anyone creative with an open mind will take away something useful. This is a day of active learning, not just idle listening. Only 270 seats available. REGISTER NOW

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 INVITIED 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

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?