

Details Make the Difference
WebBuilder 2.0 Las Vegas, 2008

» **Dan Rubin**
Sidebar Creative

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Hi!



Me, according to nGen works @ <http://happywebbies.com/>

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Web Standards Creativity

by Dan Rubin
(and 9 other
guys)



What we're talking about:

- ✓ Proportional design
- ✓ Borders, lines and layer modes
- ✓ Texture, Depth and Light Effects
- ✓ a bunch of other interesting stuff

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Why are we here?

Details define how
a design *feels*.

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It's all about **balance.**

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Proportion

Create *patterns* for
margins and *padding*.

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CNN.com /politics POWERED BY Google **SEARCH**

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updated 6:39 p.m. EDT, Tue September 11, 2007 [EMAIL](#) [SAVE](#) [PRINT](#)

Bush to announce withdrawal of troops, official says

STORY HIGHLIGHTS

- Administration official: Challenges remain, but progress is sufficient to cut troops
- Petraeus has talked of 30,000-troop cut; Bush hasn't specified a number
- Withdrawal of 30,000 troops would bring number of GIs in Iraq to about 130,000
- President to make short address to nation on TV at 9:01 p.m. ET Thursday

[Next Article in Politics >](#)

WASHINGTON (CNN) — President Bush is expected this week to announce his plans for cutting back U.S. troop numbers in Iraq, a senior administration official said Tuesday.



Gen. David Petraeus, the top U.S. commander in the country, told Congress this week he could see troop numbers sliding by 30,000 — which would reduce the number of troops to pre-surge levels — by July 2008.

Administration officials did not specifically say the president would use the 30,000 figure — but one said he would “make clear there are challenges ahead in Iraq, but also enough progress” to reduce troop levels.

The announcement could come when Bush addresses the nation on television Thursday at 9:01 p.m. ET. The address is expected to last 10 to 15 minutes. The White House on Tuesday requested air time for the remarks.

Bush ordered nearly 30,000 additional troops to Iraq in January — a move known as “the surge” — in an effort to pacify Baghdad and its surrounding provinces amid rampant sectarian and insurgent warfare.

Petraeus told Congress this week that the first of those units could be sent home in late September, with the rest returning home by mid-July 2008.

Petraeus said the “surge” campaign has met its military goals of



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\$500,000 Policy
(monthly premiums)

age male
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CNN.com *margins,*
padding, borders:
6, 12, 18px

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The image shows a screenshot of the CNN.com website's politics section. At the top left is the CNN.com logo with "/politics" in red. To the right, it says "POWERED BY Google" with a search box. Below the logo is a navigation bar with links for HOME, WORLD, U.S., POLITICS (highlighted in red), ENTERTAINMENT, HEALTH, TECH, TRAVEL, LIVING, BUSINESS, SPORTS, and TIME.COM. Underneath the navigation bar is a "Hot Topics" section with links for Hurricanes, Earthquakes, Steve Fossett, CNN Heroes, and More Topics. The main content area features a news article titled "Bush to announce withdrawal of troops, official says" with a sub-headline "STORY HIGHLIGHTS" listing: Administration, Petraeus has, Withdrawal, and President to. Below the title is a "TEXT SIZE" control. The article text begins with "WASHINGTON (CNN) – President Bush is expected this week to announce his plans for cutting back U.S. troop numbers in Iraq, a senior administration official said Tuesday." Below the text is a photograph of a presentation slide titled "Recommended Force Reductions/Mission Shift" with a sub-section "Primary Branches Mission Strategy Oversight". To the right of the photo, the text continues: "Gen. David Petraeus, the top U.S. commander in the country, told Congress this week he could see troop numbers sliding by 30,000 – which would reduce the number of troops to pre-surge levels –"

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updated 6:39 p.m. EDT, Tue September 11, 2007

Bush to announce withdrawal of troops, official says

STORY HIG

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- Petraeus ha
- Withdrawal
- President to

Next Article i

TEXT SIZE

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CNN.com /politics

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updated 6:39 p.m. EDT, Tue September 11, 2007

Bush to announce withdrawal of troops, official says

STORY HIGHLIGHTS

- Administration
- Petraeus has
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[Next Article](#)

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Recommended Force Reductions/Mission Shift

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*p.s. their body copy
defaults to 12px*

Why should we love patterns?

Patterns make it easier
to *do the right thing.*

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Bush to Order 5,700 Troops Home from Iraq by End of Year

Thursday, September 13, 2007
FOX NEWS

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AP

WASHINGTON — President Bush plans to reduce troop levels in Iraq by 5,700 by the end of December, and wants to draw down from 20 combat brigades there now to 15 brigades there by next summer, Bush said in a preview of his speech with network anchors Thursday.

Bush will address the nation in a speech from the Oval Office, and he is expected to say the surge he ordered in January has helped protect the Iraqi people from vicious attacks and is tamping down the worst of the sectarian violence seeking to tear the country apart.

Watch Bush's speech live on FOX News Channel or FOXNews.com at 9 p.m. ET and watch the

FOX NEWS VIDEO

TOP VIDEO



'Work in Progress'
Louisiana Sen. Mary Landrieu says there is still confusion when working with FEMA on approaching hurricane

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- Petraeus attack ad got discount
- Bush to address the nation on Iraq
- Gen. Tommy Franks on Iraq

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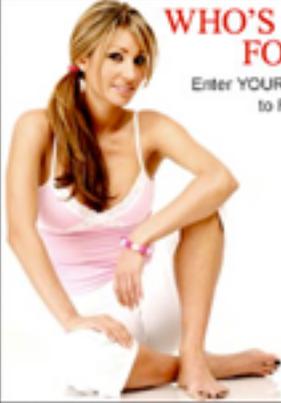
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WASHINGTON — President Bush

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Typography

Use *relative text sizes*
to create balance.

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9

12

Relative text sizes create balance

15

Relative text sizes create balance

Relative text sizes create balance

18

Relative text sizes create balance

Relative text sizes create balance

21

Relative text sizes create balance

Relative text sizes create balance

24

36

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Range kerning

aka “*tracking*” or
“*letter-spacing*”

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Pretty Type

Don't be afraid
to *experiment.*

Gotham
Gotham

Gradient Overlay: White to Black, 20% Opacity

Stroke: White, 5px, 20% Opacity

Inner Glow: White, Screen, 5px, 60% Opacity

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Grids

Using *grids* removes
the guesswork.

Grids are just another
simple *pattern.*

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Sign in | Register | Text larger | smaller | Go to: guardian.co.uk home | Go

May 29 2008 | Last updated eight minutes ago | Search: guardian.co.uk | Search

guardian.co.uk

Weather | Aberdeen ☁️ 17°C 10°C

News | Sport | Comment | Culture | Business | Money | Life & style | Travel | Environment | Blogs | Jobs | A-Z | Webfeed

News | UK | World | US | Politics | Media | Education | Society | Science | Technology | Football | The Guardian | The Observer

Breaking news
◀▶▶ Third a

Hospital surgery death rates to be made public

Government believes that publication of the figures will drive up standards and improve patient choice

- Freedom of information may have saved lives

Crisis could bankrupt Labour leaders

Party officials could become liable for millions of pounds worth of debt unless new donors can be found

- Timeline: Labour's funding travails

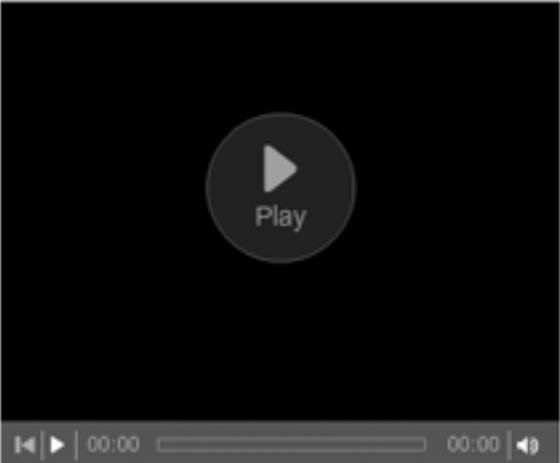
US cluster bombs to be banned in UK

Government will ask the US to get rid of its cluster bombs based in Britain as Brown moves for ban

- Q&A: Cluster bombs
- John Wilton: Our terrible legacy

C4 launches live television adverts

Sky's the limit, as car campaign makes history as parachute team have three minutes to grab viewers



▶ Play

◀▶ 00:00 00:00 ▶

- Link to this

Families struggling as food bills bite

Global food crisis: For many in Britain, price rises across a range of food staples are starting to hurt

- FAQ: Soaring cost of oil felt at the checkout
- Food diary: Surrey, UK
- Interactive: The world food crisis
- More on the global food crisis

Turkey Cover up



Art Sex and bling



guardianjobs

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Dating



Guardian Soulmates – over 85,000 members online

Join Guardian Soulmates

Taking steps



Multi Purpose Ladders from just £59.95

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The screenshot displays the Guardian website's homepage with a clear grid layout. At the top, there are navigation links for 'Sign in', 'Register', and text size options. A search bar is positioned in the upper right, along with a 'Go to' dropdown menu. The main header features the 'guardian.co.uk' logo and a secondary navigation bar with categories like 'News', 'Sport', 'Comment', 'Culture', 'Business', 'Money', 'Life & style', 'Travel', 'Environment', 'Blogs', 'Jobs', and 'A-Z'. Below this is a third navigation bar with sub-categories such as 'UK', 'World', 'US', 'Politics', 'Media', 'Education', 'Society', 'Science', 'Technology', 'Football', 'The Guardian', and 'The Observer'. The main content area is divided into several columns. On the left, there is a 'Breaking news' section with a 'Third a' indicator. The first article is titled 'Hospital surgery death rates to be made public', followed by 'Crisis could bankrupt Labour leaders' and 'US cluster bombs to be banned in UK'. The central column features a large video player with a 'Play' button and a progress bar. Below the video is an article titled 'Families struggling as food bills bite'. The right sidebar contains several widgets: 'guardianjobs' with a search bar and 'Upload your CV' link; 'Dating' with a photo and 'Guardian Soulmates - over 85,000 members online'; and 'Taking steps' with a photo of a ladder and 'Multi Purpose Ladders from just £59.95'. The overall design is clean and organized, emphasizing readability and navigation.

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*volume 02
issue 14*



CONTENTS — June 2008

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AFFAIRS	BUSINESS	CULTURE	DESIGN	EDITS
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The screenshot shows the Monocle website homepage with a grid layout. At the top, there are navigation links: M, A, B, C, D, E. The main title "MONOCLE" is prominently displayed. Below it, there are sections for "Sections", "Programmes", "Magazine", "Services", "Search" (with a search box), "Subscribe", and "Sign In". The main content area is divided into six columns, each representing a different section of the magazine. Each column has a lettered header (A-E) and a brief description of the content. The "Contents" section is highlighted in a darker color.

MONOCLE

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issue 14

MONOCLE
— June 2008

A AFFAIRS
B BUSINESS
C CULTURE
D DESIGN
E EDITS

Affairs Report: Foreign bodies - Global
As the Gulf develops a taste for German bedside manners, the UN might need to check itself into a clinic for an overhaul or follow the brand-building happening at Asia's answer to MIT.

Affairs Report: Divided we stand - United Nations

Business Report: Greek revival - Thessaloniki
Taking advantage of its position at the oil and gas gateway to southern Europe, Thessaloniki has become northern Greece's boom town.

Perfect Company: Beer leader - Tschlin
Heineken and Carlsberg have been changing the Swiss beer market by

Culture Report: India ads up - Mumbai
Monocle visits Mumbai's advertising agencies to witness an atmosphere as heady as New York or London in their 1970s golden days.

Culture Report: Spiegel eye - New York
Continuing our series looking at foreign coverage of the US

Design Report: Robot college - Daejon
The Korea Advanced Institute of Science and Technology is Asia's MIT or Cambridge, and determined to be as well-known. Its innovation - and robot humanoids - proves it to be worthy of the task.

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Thrane & Thrane creates the ultimate communications equipment. Monocle met with co-founder Lars

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The screenshot displays the MONOCLE website interface, which is organized into a grid of columns and rows. At the top left, there are navigation icons labeled M, A, B, C, D, and E. The main header area features the word "MONOCLE" in a large, serif font. Below the header, a row of navigation links includes "Sections", "Programmes", "Magazine", "Services", and "Search". The "Search" link is accompanied by a text input field with the placeholder text "Enter keywords here". In the top right corner, there are links for "Subscribe" and "Sign In".

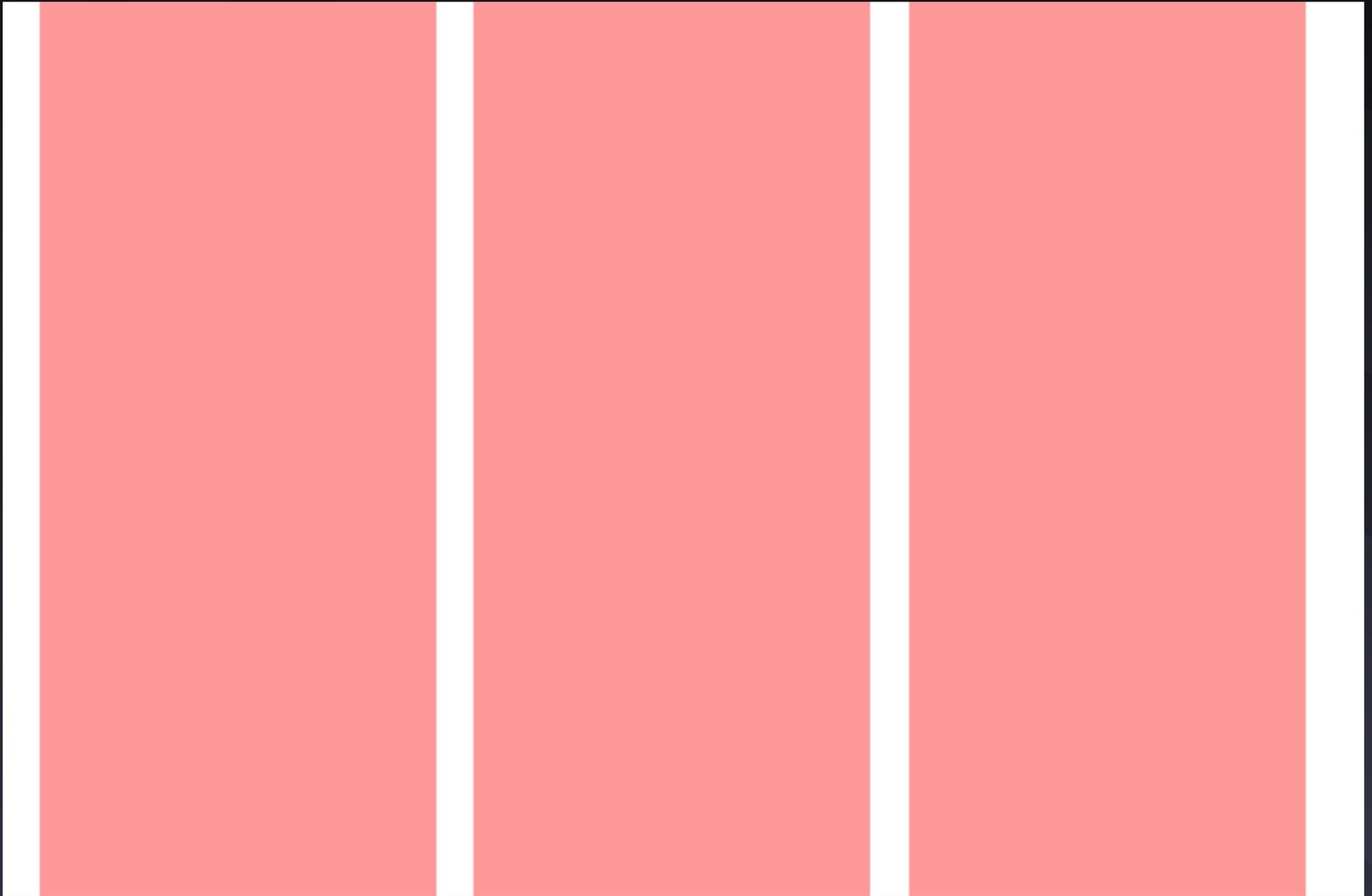
The main content area is divided into several sections. A large "Premiere" section is visible, featuring a large image of a crowd of people. To the right of this image, the text reads: "PREMIERE e-Sports" followed by a paragraph: "One of the most curious by-products of South Korea's broadband boom has been the creation of an online gaming culture unlike anything seen anywhere in the world. The footage we're presenting here comes from Ongamenet, a dedicated TV-channel that sees gamers doing battle in epic, stadium-style settings." Below this text is the date "12.07.07".

Below the "Premiere" section, there is a "Latest Programmes" section. It features a small image of a limousine and the text: "PREMIERE Tokyo Limousine Bus Lady" followed by a short description: "Listen to Kaoru Kubo, the voice of the Airport Limousine buses that ferry passengers to and from".

Grid = Box
break out of it.

Remember, grids are
just helpful *guides*.

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Erskine specialise in creative, responsible and ethically minded web design and development. This approach isn't as rare as it used to be, but it's still rare...



What we do

Erskine passionately build accessible, dynamic and stylish websites without cutting corners. The team has seven years of experience providing websites to record labels and bands, illustrators and artists, publishing houses, and community & voluntary sector groups. Our clients love us because we keep things transparent, focused, on budget and on deadline. [Find out more...](#)

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Send us an email to get the ball rolling, or fill in our project sheet and we'll send you an outline quote as soon as we can.

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North Pole Speed Record

Clients



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North Pole Speed Record



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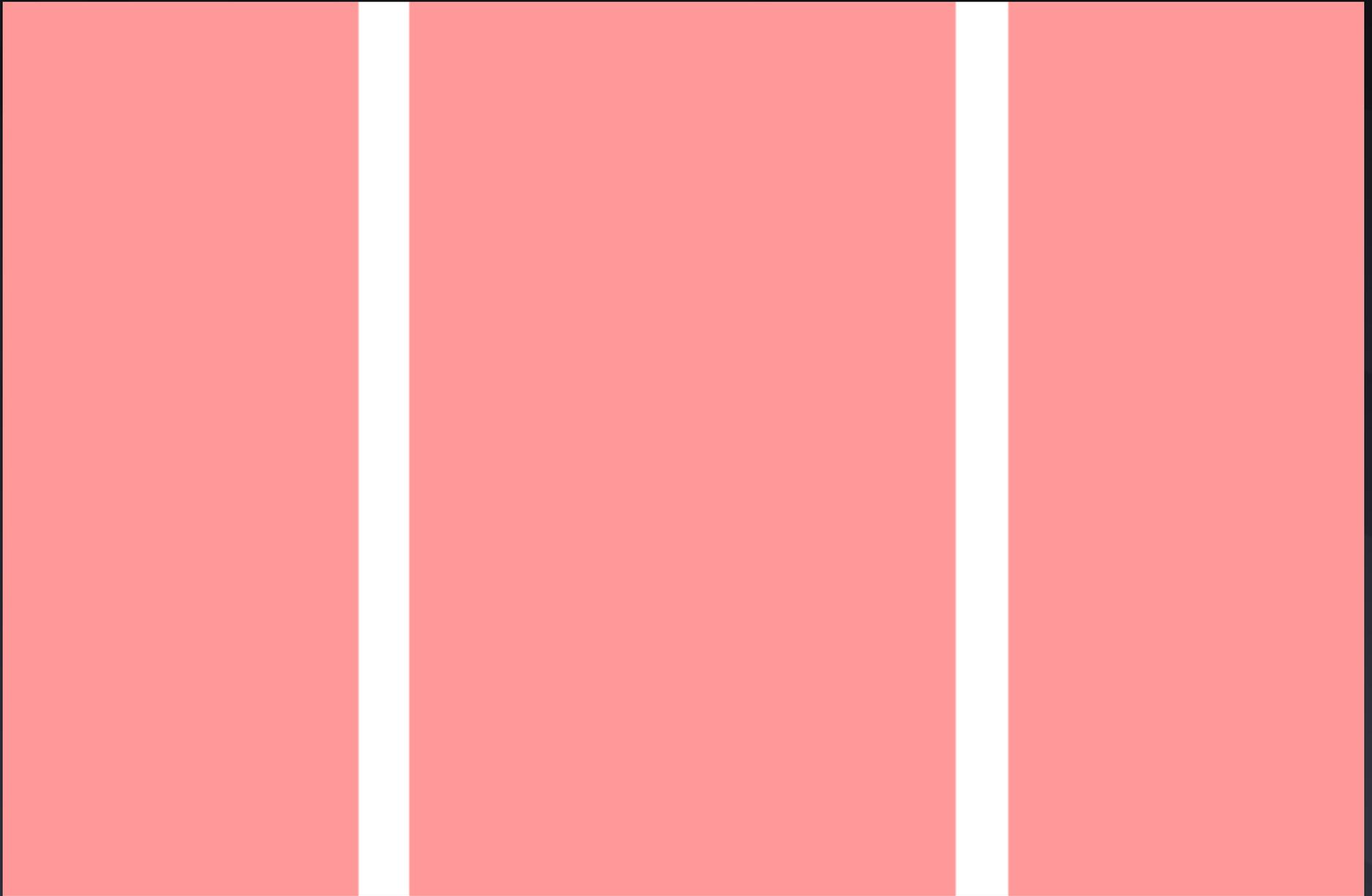
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Details Make the Difference WebBuilder 2.0 Las Vegas, 2008


THE
RISSINGTON
PODCAST
"Gardeners Question Time for the web"

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THE LATEST EPISODE:
EPISODE ELEVEN | 21/05/2008



The [Textpattern](#) appreciation episode or, if you prefer, the diss Paul Boag episode.

THIS EPISODE'S LINKY-POOS:

- [Bite Size Standards](#)
- [Elbow](#)
- [Textpattern](#)
- [Hicksmade.com](#)
- [Unlimited Custom Fields plugin](#) for Textpattern
- [Unlimited Categories plugin](#) for Textpattern
- [TextCommerce](#) ecommerce for Textpattern, currently in Alpha
- [Trading Eye](#) ecommerce solution
- [Fontstuct](#) online font creator.
- [Fontforge](#) open source font editor

ABOUT THE PODCAST

[John Oxtan](#) and [Jon Hicks](#), broadcasting from their ex-RAF base office in Upper Rissington. Think of it as a web-geek version of Gardeners Question Time! We also have regular(ish) spots - jokes from an 1940's RAF magazine, typeface of the 'week', and any geek/technology thing we care to talk about.

We are your expert panellists, agony aunts and general life-gurus, so [email us your questions!](#)

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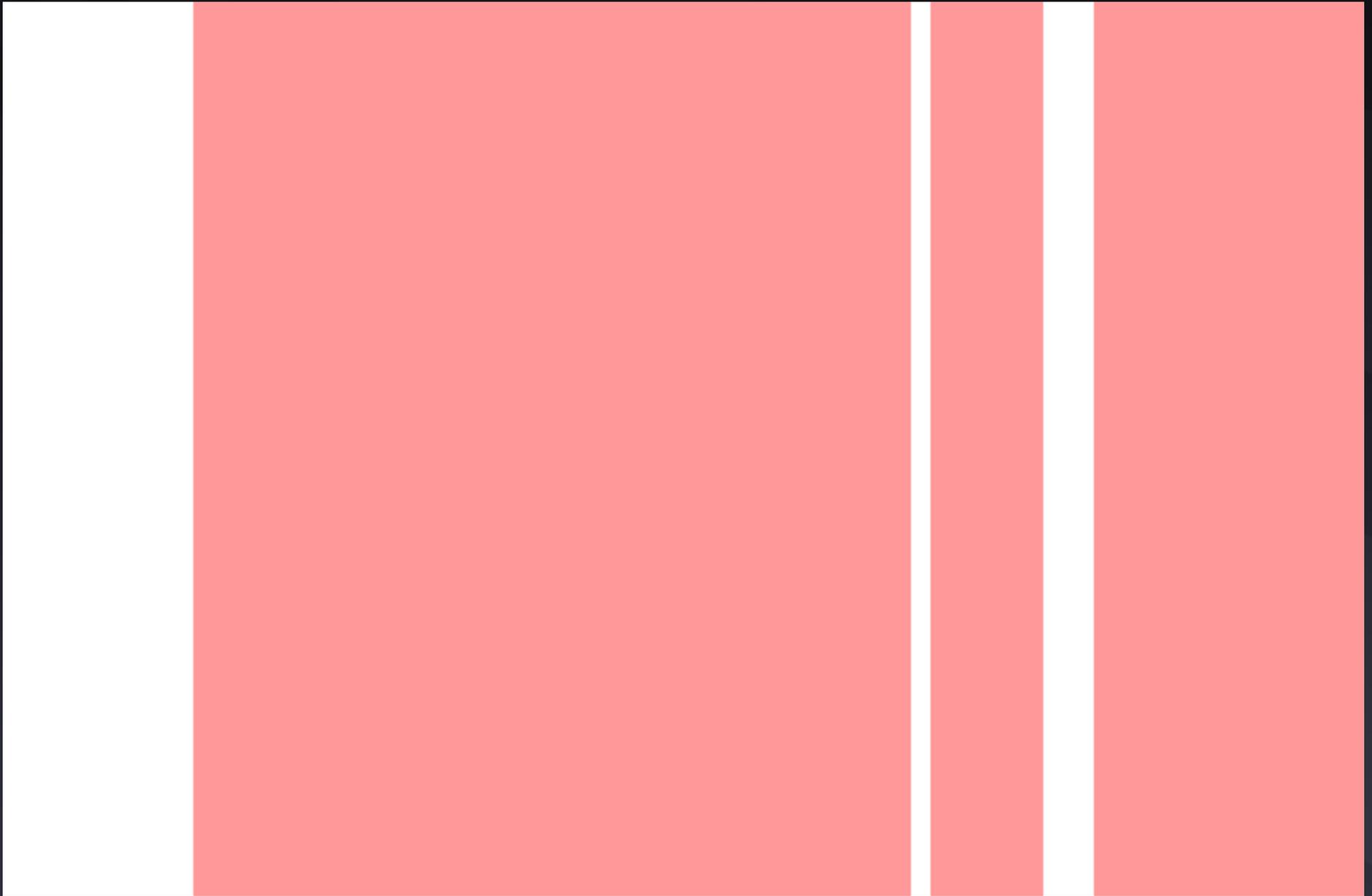
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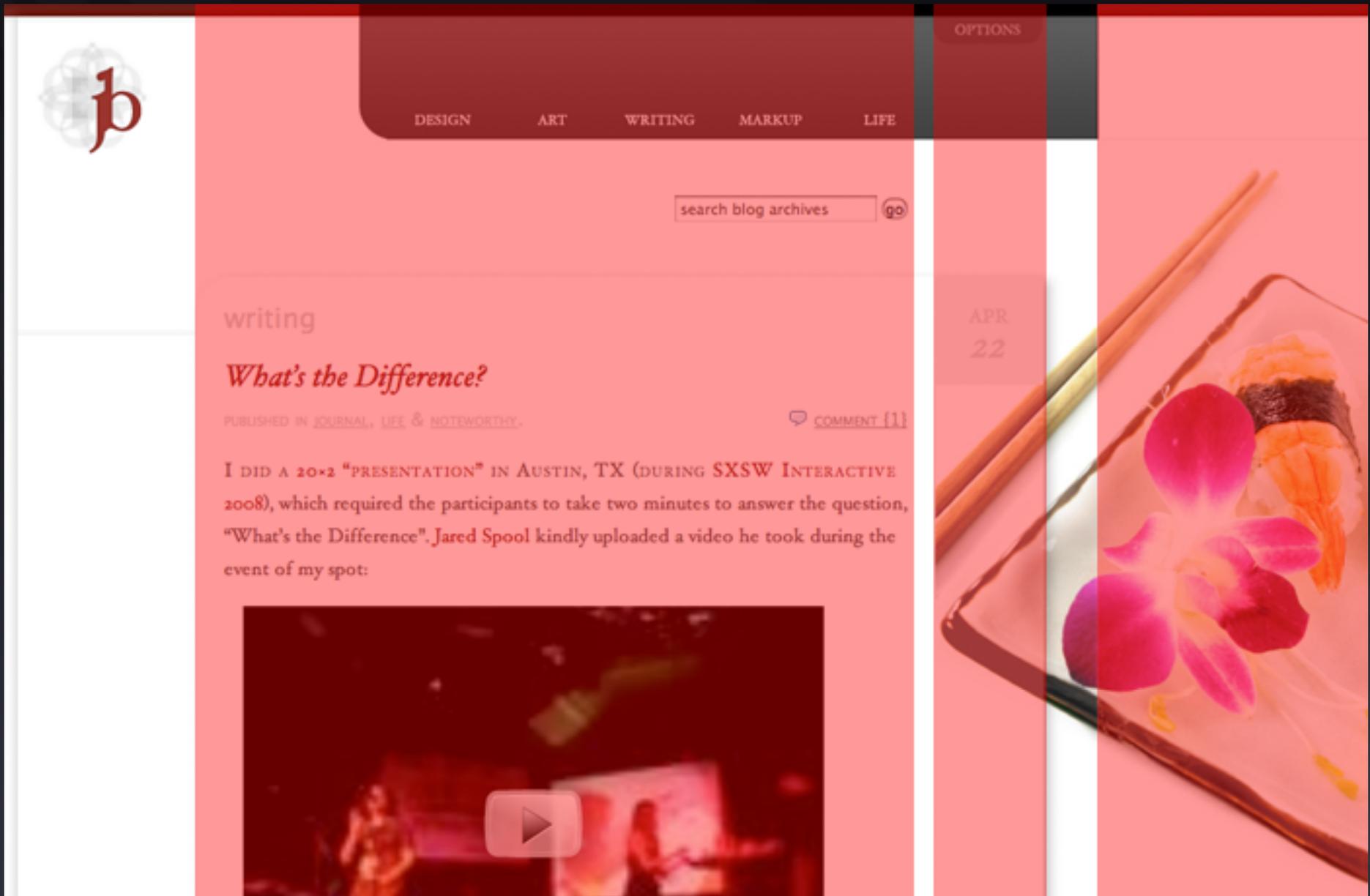
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The image shows a screenshot of a web browser displaying a blog post. At the top left is a logo with a stylized 'b' inside a globe. A dark navigation bar contains the word 'OPTIONS' and a list of categories: DESIGN, ART, WRITING, MARKUP, and LIFE. Below the navigation bar is a search bar with the text 'search blog archives' and a 'go' button. The main content area features a post in the 'writing' category, dated 'APR 22'. The post title is 'What's the Difference?' and it is published in 'JOURNAL, LIFE & NOTEWORTHY'. The text of the post reads: 'I DID A 20x2 "PRESENTATION" IN AUSTIN, TX (DURING SXSW INTERACTIVE 2008), which required the participants to take two minutes to answer the question, "What's the Difference". Jared Spool kindly uploaded a video he took during the event of my spot:'. Below the text is a video player with a play button. To the right of the post is a large image of a plate of sushi with a pink orchid garnish and chopsticks.

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Texture

Reality is rarely
smooth.

Add *subtle texture*
to your designs.

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MY **milemarker** v1.1 keep track of all your miles

The simple way to record, track and share your mileage and fuel consumption.

Start

Record your miles...

Tell us whenever you fill up your vehicle with fuel, and answer a few simple questions. We'll take care of the rest.

[Watch the 2 hour video »](#)



Create reports...

See charts of your distance traveled over time, and compare it to your fuel economy. All in a nice, easy-to-read format.

[See an example »](#)



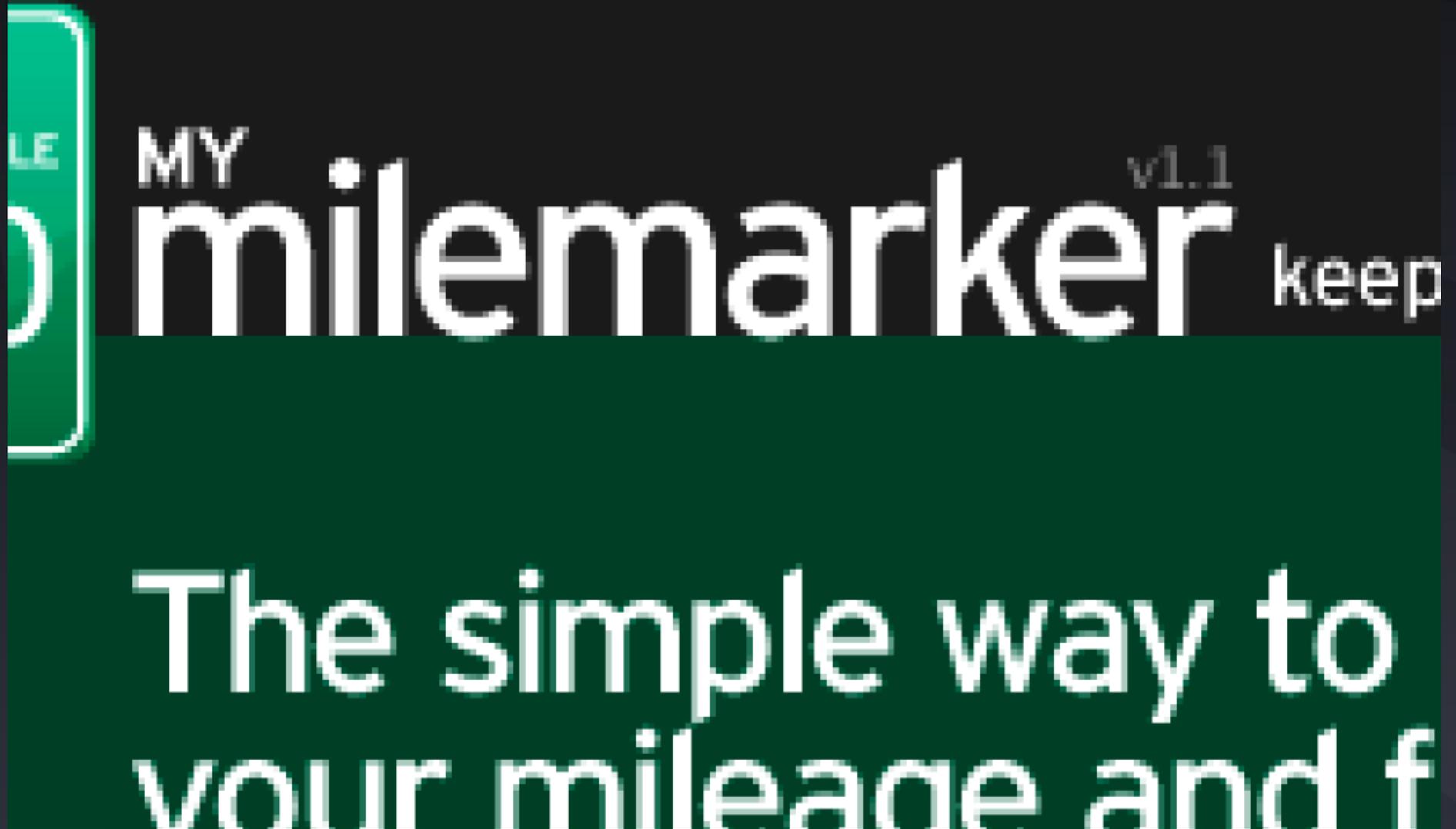
On the road

Use our mobile **mymilemarker** to enter data right from your phone, or message us via Twitter SMS.

[View screenshots](#)



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Lines & Gradients

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Choose a language: - Spanish -

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Text size A A A [Switch to high-contrast](#) »

[Countries](#) [List Your Property](#) [Concierge](#) Site search [GO](#) »

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Your essential guide to
Worldwide Properties

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Property type Estate Agent

[Latest Hot Properties](#)

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What people are saying:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed do

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 from \$240,453	Listing Title [Location, 4/2/2, \$149,899, Available 09/2007]
	Listing Title [Location, 4/2/2, \$149,899, Available 09/2007]
	Listing Title [Location, 4/2/2, \$149,899, Available 09/2007]
	Listing Title [Location, 4/2/2, \$149,899, Available 09/2007]
	Listing Title [Location, 4/2/2, \$149,899, Available 09/2007]
	Listing Title [Location, 4/2/2, \$149,899, Available 09/2007]
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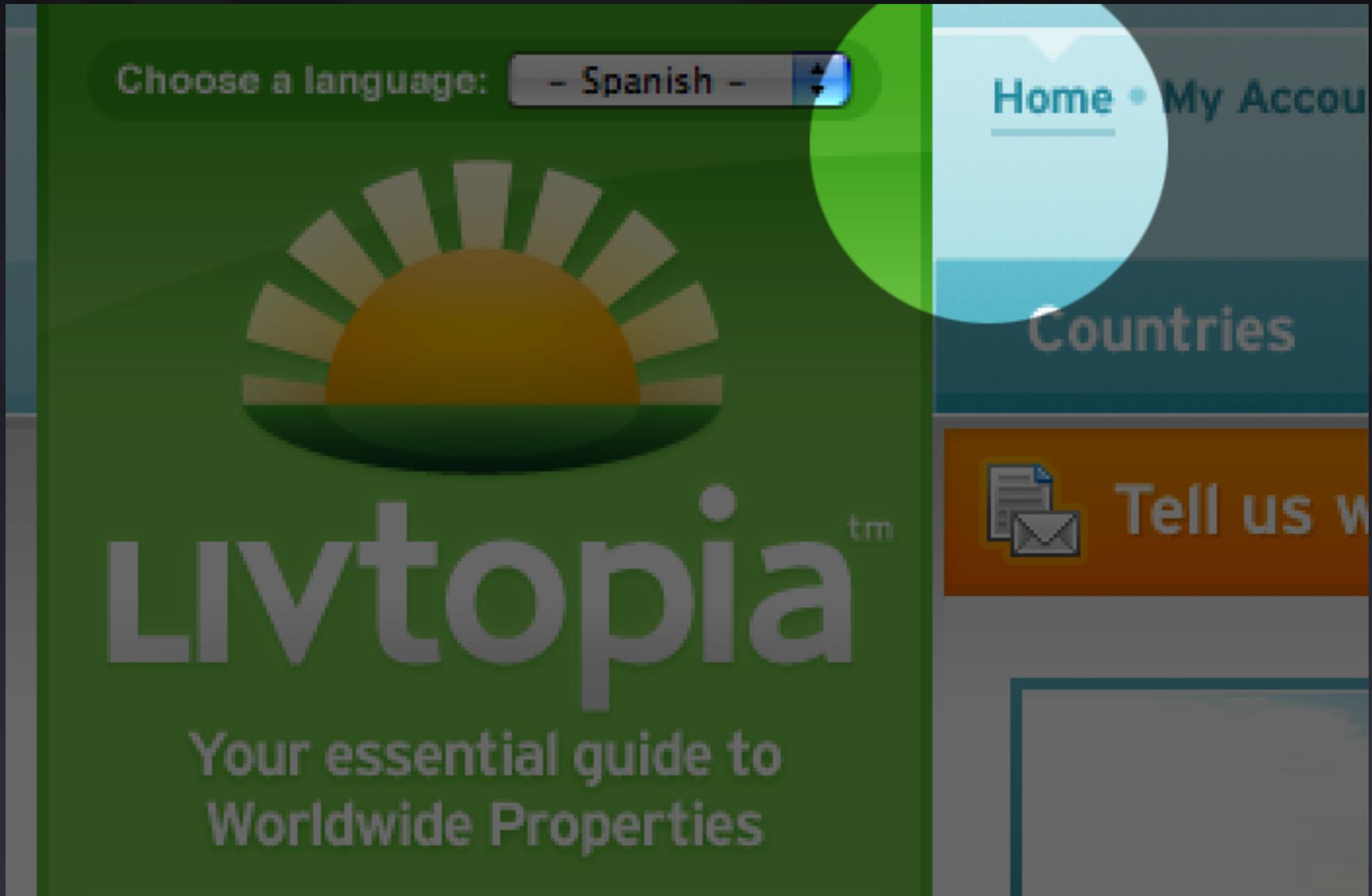
ICON PUERTO VALLARTA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed do

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The screenshot displays the Livtopia website interface. On the left, a green sidebar contains a language selection dropdown menu with the text "Choose a language:" and a button showing "- Spanish -". Below this is a logo of a sun rising over a horizon. The main text in the sidebar reads "LIVtopia™" in a large, white, sans-serif font, followed by the tagline "Your essential guide to Worldwide Properties" in a smaller white font. On the right side of the page, a light blue header contains navigation links for "Home" and "My Account". Below the header, a teal section is labeled "Countries". Further down, an orange button with a document and envelope icon is labeled "Tell us w". At the bottom right, there is a white rectangular area with a blue border.

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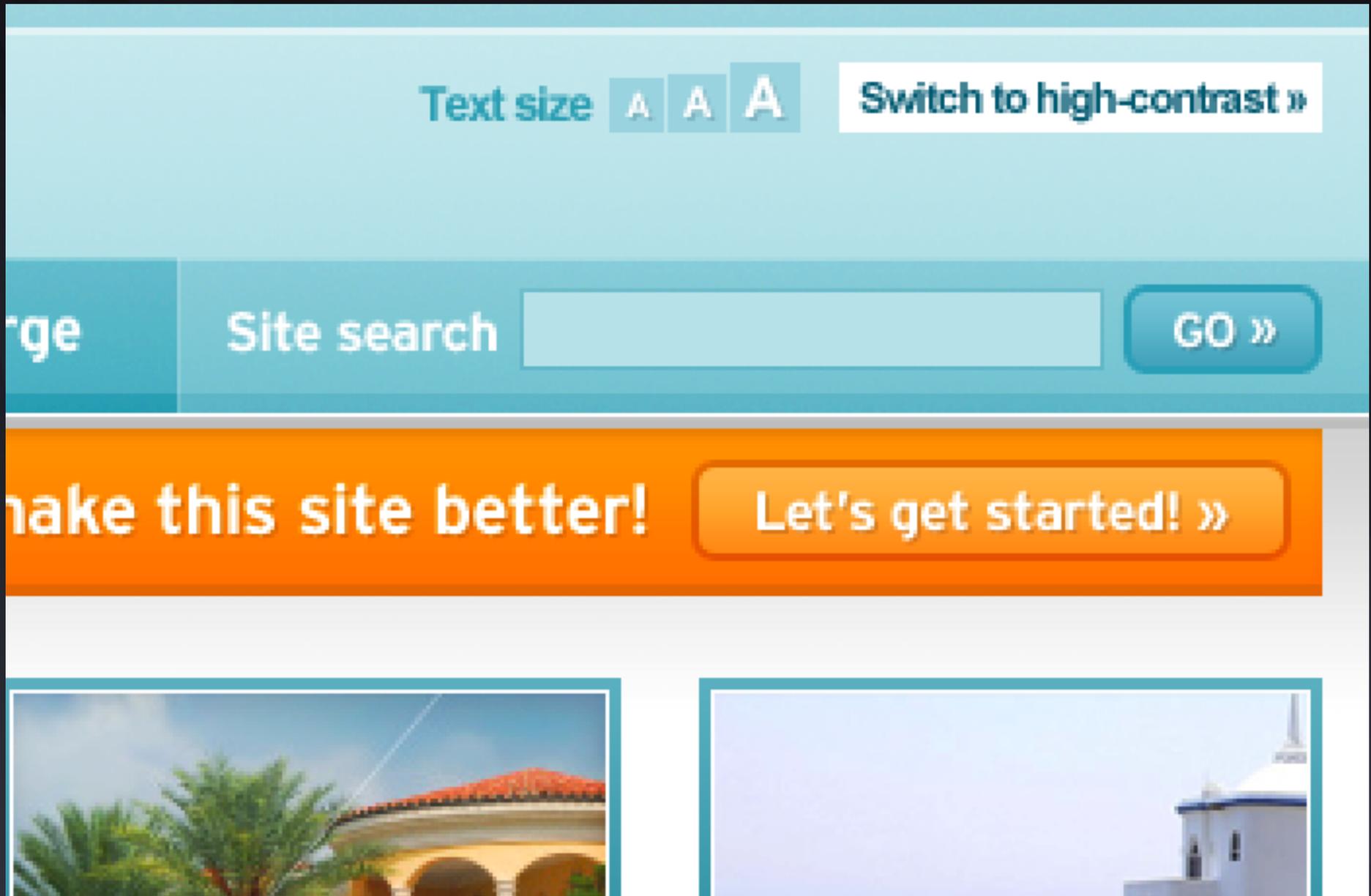
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Layer Styles

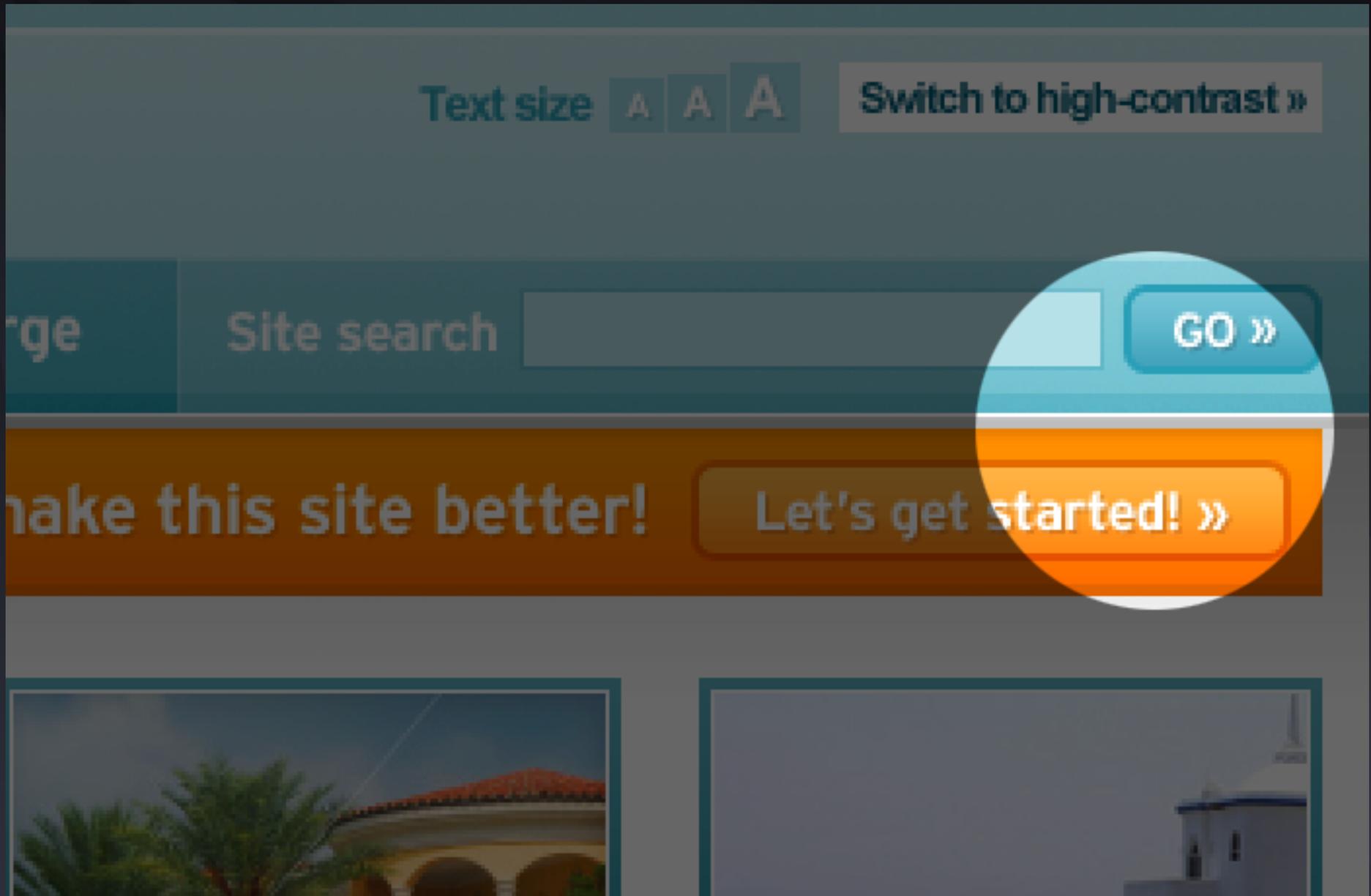
Layer Styles

(patterns strike again)

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Tactile

Invite people
to *touch* your GUI.

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MINT A Fresh Look at Your Site View Mint Instructions Uninstall Logout

Preferences Done

Mint	Pane Order	Pepper
<p>Configuration</p> <p>Site Name <input type="text" value="ShaunInman.com"/></p> <p>Site Domain(s) <input type="text" value="shauninman.com"/></p> <p>Mint Location <input type="text" value="http://www.shauninman.com/mint"/> Eg. http://www.site.com/mint</p> <p>Local Time <input type="text" value="04:54pm on Dec 29, 2006"/></p> <p>Display</p> <p>Style <input type="text" value="Vanilla Mint"/></p> <p>Maximum of <input type="text" value="18"/> rows per pane</p> <p><input checked="" type="checkbox"/> Show secondary info</p> <p><input checked="" type="checkbox"/> Stagger pane loading</p> <p><input type="checkbox"/> Fix pane height and use scrollbars</p> <p><input checked="" type="checkbox"/> Collapse vertical whitespace between panes (approximates pane order)</p> <p><input type="checkbox"/> Alternate rows on all panes</p> <p><input type="checkbox"/> Enable single-column mode</p> <p>Single-column width <input type="text" value="480"/> px</p> <p>Login</p>	<p>Enabled</p> <p>Visits</p> <p>Feeds</p> <p>Seeds</p> <p>Referrers</p> <p>Pages</p> <p>Crushes</p> <p>User Agents</p> <p>Local Searches</p> <p>Searches</p> <p>Real Estate</p> <p>Disabled (Drag panes below to disable)</p> <p>Disabling a pane is not a troubleshooting measure. If you suspect a particular Pepper is causing a problem you should uninstall the Pepper using its Uninstall button.</p>	<p>Default Backup/Restore Local Searches</p> <p>User Agent 007 Secret Crush Bird Feeder</p> <p>Real Estate Install</p> <h3>Default Pepper</h3> <p>Version 2.0 by Shaun Inman</p> <p>The Default Pepper covers the basics. It is responsible for tracking the number of page views and unique visitors, where they are coming from and what they are looking at, as well as which search terms led them to your site.</p> <p>Global</p> <p><input checked="" type="checkbox"/> Trim <code>www</code> and <code>index.*</code> from urls (This will logically collapse two different urls that point to the same file. May break some urls.)</p> <p>Referrers</p> <p>Don't show referrals from the following domains in the Newest Unique Referrers and Watched Pages tabs and RSS feed (Search engines recognized by the Searches pane are ignored automatically):</p> <p><input type="text" value="del.icio.us"/> <input type="text" value="bloglines.com"/> <input type="text" value="newsator.com"/></p>

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Pane Order	Pe
Enabled	D
Visits	U
Feeds	R
Seeds	C
Referrers	Ve
	TI

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Depth

Add *dimension* to
improve recognition.

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Actions

Uninstall

Logout

Done

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Light Effects

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THE ARIES PROJECT

Almost *any image*
can create an effect.

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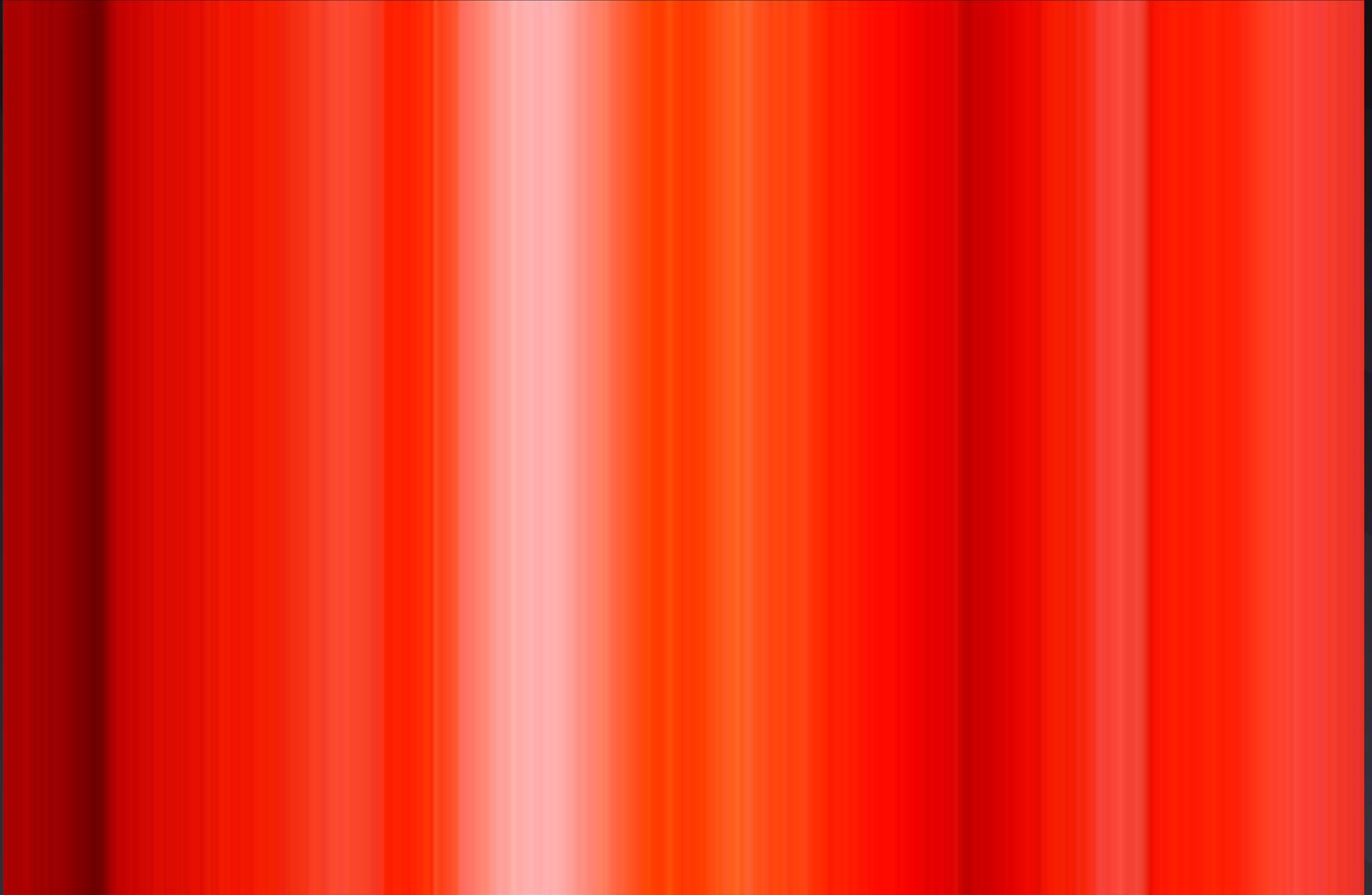


Photo: sxc.hu #1005399

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Darken

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Multiply

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Luminosity

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Putting it to use

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Fixing *Fox*.

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Bush to Order 5,700 Troops Home from Iraq by End of Year

Thursday, September 13, 2007
FOX NEWS

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WASHINGTON — President Bush plans to reduce troop levels in Iraq by 5,700 by the end of December, and wants to draw down from 20 combat brigades there now to 15 brigades there by next summer, Bush said in a preview of his speech with network anchors Thursday.

Bush will address the nation in a speech from the Oval Office, and he is expected to say the surge he ordered in January has helped protect the Iraqi people from vicious attacks and is tamping down the worst of the sectarian violence seeking to tear the country apart.

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'Work in Progress'
Louisiana Sen. Mary Landrieu says there is still confusion when working with FEMA on approaching hurricane

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BANNER SALES EVENT

Wednesday, May 21, 2008 • ASSOCIATED PRESS **AP**

Senate Reaches Deal on War Funding, Set for Vote

WASHINGTON — *In a move likely to doom billions of dollars that Democrats had sought for domestic programs, Senate leaders agreed Wednesday night to focus a funding bill on Pentagon operations in Iraq and Afghanistan but allow a vote on a huge expansion of veterans' education benefits.*

The Senate was slated to vote Thursday to provide \$165 billion for the wars, funding those operations until the new administration takes over next year. GOP leaders were expected to try to block the amendment aimed at the GI Bill — authored by Sen. Jim Webb, D-Va. — to send a "clean" war funding bill back to the House. Democrats expressed cautious confidence that they would win the 60 votes needed to adopt it.

The plan announced Wednesday night by Senate Majority Leader Harry Reid, D-Nev., would probably scuttle efforts to provide 13 more weeks of unemployment benefits as well as money for heating subsidies, fighting Western wildfires and aid to rural schools. Such spending had been backed by senators in both parties but had drawn a veto

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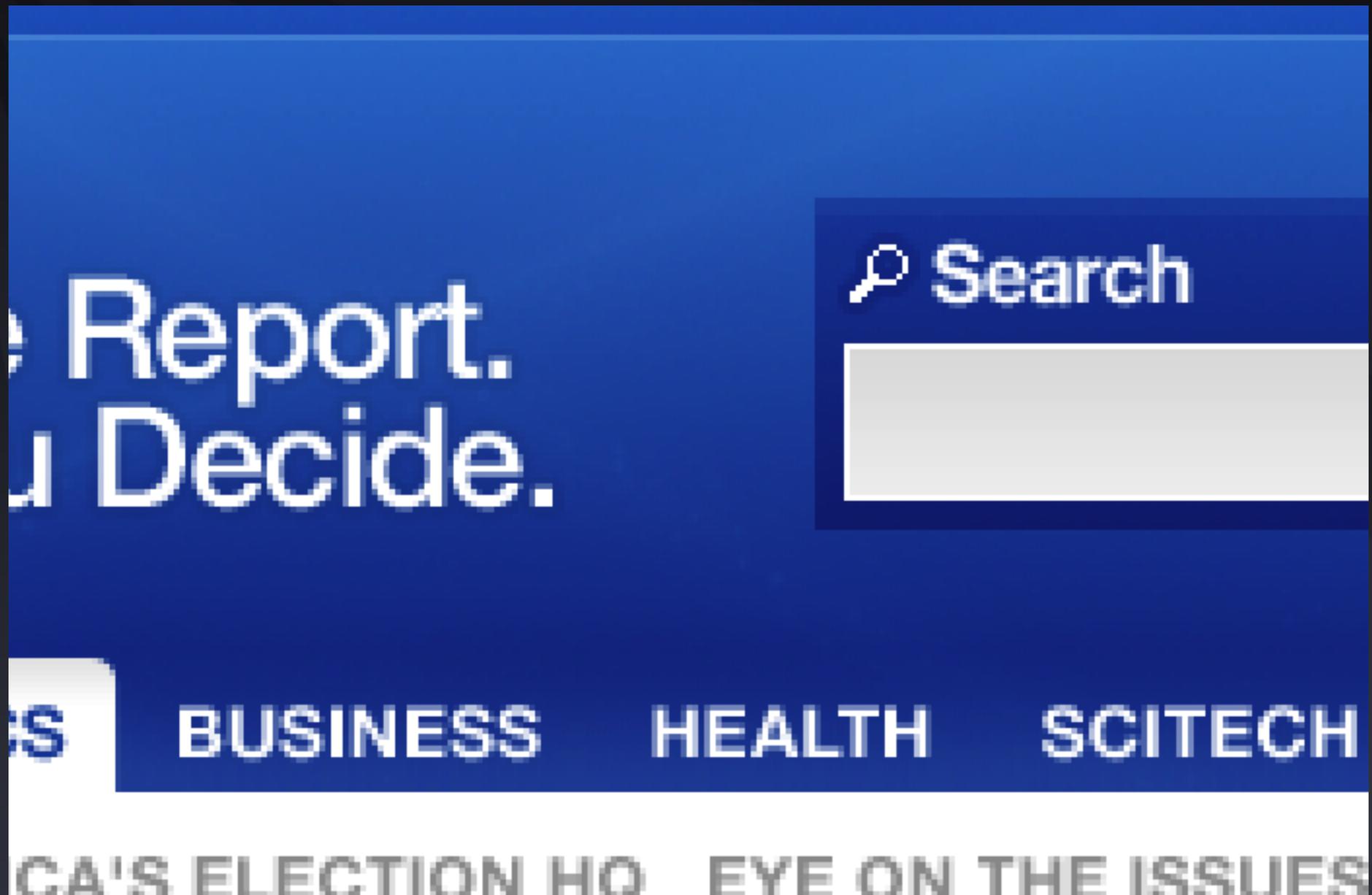
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Q&A