Details Make the Difference
WebBuilder 2.0 Las Vegas, 2008

Dan Rubin
Sidebar Creative
Hi!

Me, according to nGen works @ http://happywebbies.com/
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
Why are we here?
Details define how a design feels.
It’s all about balance.
Proportion
Create *patterns* for *margins* and *padding*.
Bush to announce withdrawal of troops, official says

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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CNN.com *margins, padding, borders:*

6, 12, 18px
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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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Details Make the Difference  WebBuilder 2.0 Las Vegas, 2008
Typography
Use *relative text sizes* to create balance.
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Relative text sizes create balance
Relative text sizes create balance
Relative text sizes create balance
Relative text sizes create balance
Relative text sizes create balance
Relative text sizes create balance
Relative text sizes create balance
Range kerning
aka “tracking” or “letter-spacing”
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Bush to Order 5,700 Troops Home from Iraq by End of Year

Thursday, September 13, 2007
FOX NEWS

E-MAIL STORY | RESPOND TO EDITOR | PRINTER FRIENDLY VERSION

WASHINGTON — President Bush plans to reduce troop levels in Iraq

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Pretty Type
Don’t be afraid to experiment.
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Gradient Overlay: White to Black, 20% Opacity
Stroke: White, 5px, 20% Opacity
Inner Glow: White, Screen, 5px, 60% Opacity
Grids
Using *grids* removes the guesswork.
Grids are just another simple pattern.
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Hospital surgery death rates to be made public

Crisis could bankrupt Labour leaders

US cluster bombs to be banned in UK

C4 launches live television adverts
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volume 02
issue 14

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— June 2008

A  AFFAIRS

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

B  BUSINESS

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

C  CULTURE

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

D  DESIGN

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.

Inventory: No. 14 - June 2008
Our international round-up of what to buy and where to buy it.

The Specialist: The man of modem - Copenhagen
Throne & Throne creates the ultimate communications equipment. Monocle met with co-founder Lars

E  EDITS

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Preface
Taking advantage of its position at the oil and gas gateway to southern Europe, Thessaloniki has become northern Greece's boom town. With €6bn in business investment and an infrastructure upgrade, it is now the key player in a resurgent Balkan region.

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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...

Want to work with us?
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.

Download our project sheet (62kb Word doc)
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THE RISSINGTON PODCAST
“Gardeners Question Time for the web”

The Texpattern appreciation episode or, if you prefer, the diss Paul Boag episode.

THIS EPISODE’S LINKY-POOS:

Bite Size Standards
Elbow
Texpattern
Hicksmade.com
Unlimited Custom Fields plugin for Texpattern
Unlimited Categories plugin for Texpattern
TextCommerce ecommerce for Texpattern, currently in Alpha
Trading Eye ecommerce solution
Fontstuct online font creator.
Fontforge open source font editor

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THE LATEST EPISODE:

EPISODE ELEVEN  |  21/05/2008

ABOUT THE PODCAST

John Oxton 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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WebBuilder 2.0 Las Vegas, 2008

I did a 20-2 “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:

[Video]

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Texture
Reality is rarely smooth.
Add *subtle texture* to your designs.
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**My Mile Marker**  
V1.1  
keep track of all your miles

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

---

**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 mess with your Twitter SMS.

*View screens* »
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Details Make the Difference  WebBuilder 2.0 Las Vegas, 2008

The simple way to your mileage and f...
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Details Make the Difference WebBuilder 2.0 Las Vegas, 2008

Lines & Gradients

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![Image of a website interface](image-url)
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Choose a language: Spanish

Livtopia™
Your essential guide to Worldwide Properties
Details Make the Difference  

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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

Preferences

Configuration
- Site Name: ShaunInman.com
- Site Domain(s): shauninman.com
- Mint Location: http://www.shauninman.com/mint
- Local Time: 04:54pm on Dec 29, 2006

Display
- Style: Vanilla Mint
- Maximum of 18 rows per pane
- Show secondary info
- Stagger pane loading
- Fix pane height and use scrollbars
- Collapse vertical whitespace between panes (approximates pane order)
- Alternate rows on all panes
- Enable single-column mode
- Single-column width: 480 px

Default Pepper
Version 2.0 by Shaun Inman

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.

Global
- Trim www and index,* from urls (This will logically collapse two different urls that point to the same file. May break some urls.)

Referrers
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):
- del.icio.us
- bloglines.com
- newsator.com

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Pane Order

- Enabled
- Visits
- Feeds
- Seeds
- Referrers
Depth
Add *dimension* to improve recognition.
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Light Effects
Details Make the Difference WebBuilder 2.0 Las Vegas, 2008

THE ARIES PROJECT
Almost *any image* can create an effect.
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Darken
Multiply
Luminosity
Putting it to use
Fixing Fox.
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Bush to Order 5,700 Troops Home from Iraq by End of Year

Thursday, September 13, 2007

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.

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But wait, 

*there’s more...*
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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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Invisible High Five
http://superfluousbanter.org/presentations/2008/

download the slides here
Q&A