

Details Make the Difference

WebDesign World Seattle, 2008

» Dan Rubin
Sidebar Creative

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

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Web Standards Creativity

by Dan Rubin
(and 9 other
guys)



What you'll learn:

- ✓ Proportional design
- ✓ Borders, lines and layer modes
- ✓ Texture tricks (and other tactile things)
- ✓ a bunch of other interesting stuff

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This is not:

- ✗ an introduction to design
- ✗ a grid tutorial
- ✗ a typography primer
- ✗ a travel guide to Cairo's nightlife

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Why are we here?

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How a design *feels*.

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It's all about **balance.**

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Proportion

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Create *patterns* for
margins and *padding*.

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CNN.com /politics

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Weather Forecast International Edition

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


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.



Recommended Force Reductions/Mission Shift

Gen. David Petraeus testifies before the Senate Foreign Relations Committee on Capitol Hill on 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

6, 12, 18px

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- Administration
- Petraeus has
- Withdrawal
- President to

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The screenshot shows the CNN.com website's politics section. The header includes the CNN logo and the URL /politics. A navigation bar contains links for HOME, WORLD, U.S., POLITICS (highlighted), ENTERTAINMENT, HEALTH, TECH, TRAVEL, LIVING, BUSINESS, SPORTS, and TIME.COM. Below the navigation bar is a "Hot Topics" section with links to Hurricanes, Earthquakes, Steve Fossett, CNN Heroes, and More Topics. A timestamp indicates the page was updated at 6:39 p.m. EDT on Tuesday, September 11, 2007. The main headline reads "Bush to announce withdrawal of troops, official says". To the right of the headline is a "STORY HIGHLIGHTS" section with a bulleted list: "Administrati...", "Petraeus ha...", "Withdrawal...", and "President to...". Below the headline is a "WASHINGTON (CNN)" text block stating that President Bush is expected to announce plans for cutting back U.S. troop numbers in Iraq. To the right of this text is a "TEXT SIZE" control. Below the text block is a small image of a document titled "Recommended Force Reductions/Mission Shift" with a table and a "Primary Branch Mission" box. To the right of the image is a text block mentioning Gen. David Petraeus and his statement to Congress about reducing troop numbers by 30,000.

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

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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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 8 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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- Bush to address the nation on Iraq
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 **WASHINGTON —** President Bush

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The screenshot shows the FOX News website interface. At the top left is the FOX NEWS.com logo with the tagline 'We Report. You Decide.' To the right is a search bar with a 'GO' button and two radio button options: 'Search FOXNews.com' (selected) and 'Search the Web with Live Search'. Further right is a sign-up prompt: 'Sign Up Now! Get e-mail alerts when news brea'. Below this is a horizontal navigation bar with links: HOME | U.S. | WORLD | POLITICS | BUSINESS | HEALTH | SCIENCE | TECH | ENTERTAINMENT | VIDEO | RADIO | MOBILE | FOX & Friends | Studio B | Your World | Big Story | Special Report | FOX Report | O'Reilly Factor | Hannity. A large red circular watermark with 'DISH NETWORK' and 'IS TV' is overlaid on the right side of the page. The main content area features the word 'POLITICS' in large blue letters. Below it, a sidebar on the left contains links: POLITICS HOME, FOX POLLS, YOU DECIDE 2008 (with a sub-link 'EYE ON THE ISSUES'), SPECIAL REPORT, FOX NEWS SUNDAY, and BUZZTRACKER. The main headline reads 'Bush to Order 5,700 Troops Home from Iraq by End of Year' with a sub-headline 'FOX NEWS'. Below the headline is the date 'Thursday, September 13, 2007'. At the bottom of the article section are links for 'E-MAIL STORY', 'RESPOND TO EDITOR', and 'PRINTER FRIENDLY VERSION'. The bottom of the page shows the start of an article with the text 'WASHINGTON — President Bush'.

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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

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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

24

Relative text sizes create balance

36

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Range kerning

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aka *“tracking”* or
“letter-spacing”

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**WASHINGTON —** President Bush plans to reduce troop levels in Iraq

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The image is a screenshot of the CNN.com website's politics section. At the top left is the CNN.com /politics logo. To the right, it says "POWERED BY Google" with a search bar. Below the logo is a navigation bar with links: 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 to Hurricanes, Earthquakes, Steve Fossett, CNN Heroes, and More Topics. The main content area shows a timestamp "updated 6:39 p.m. EDT, Tue September 11, 2007" and a large headline "Bush to announce withdrawal of troops, official says" in a white box. To the right of the headline is a "STORY HIGHLIGHTS" section with a list of bullet points: "Administrati...", "Petraeus ha...", "Withdrawal...", and "President to...". Below the headline is a "Next Article" link. At the bottom of the page, there is a "TEXT SIZE" control. The main text of the article 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 this text is a small image of a document titled "Recommended Force Reductions/Mission Shift" with a table and a "Primary Branch Mission" box. To the right of the image, 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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Pretty Type

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Don't be afraid
to *experiment.*

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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.

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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



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



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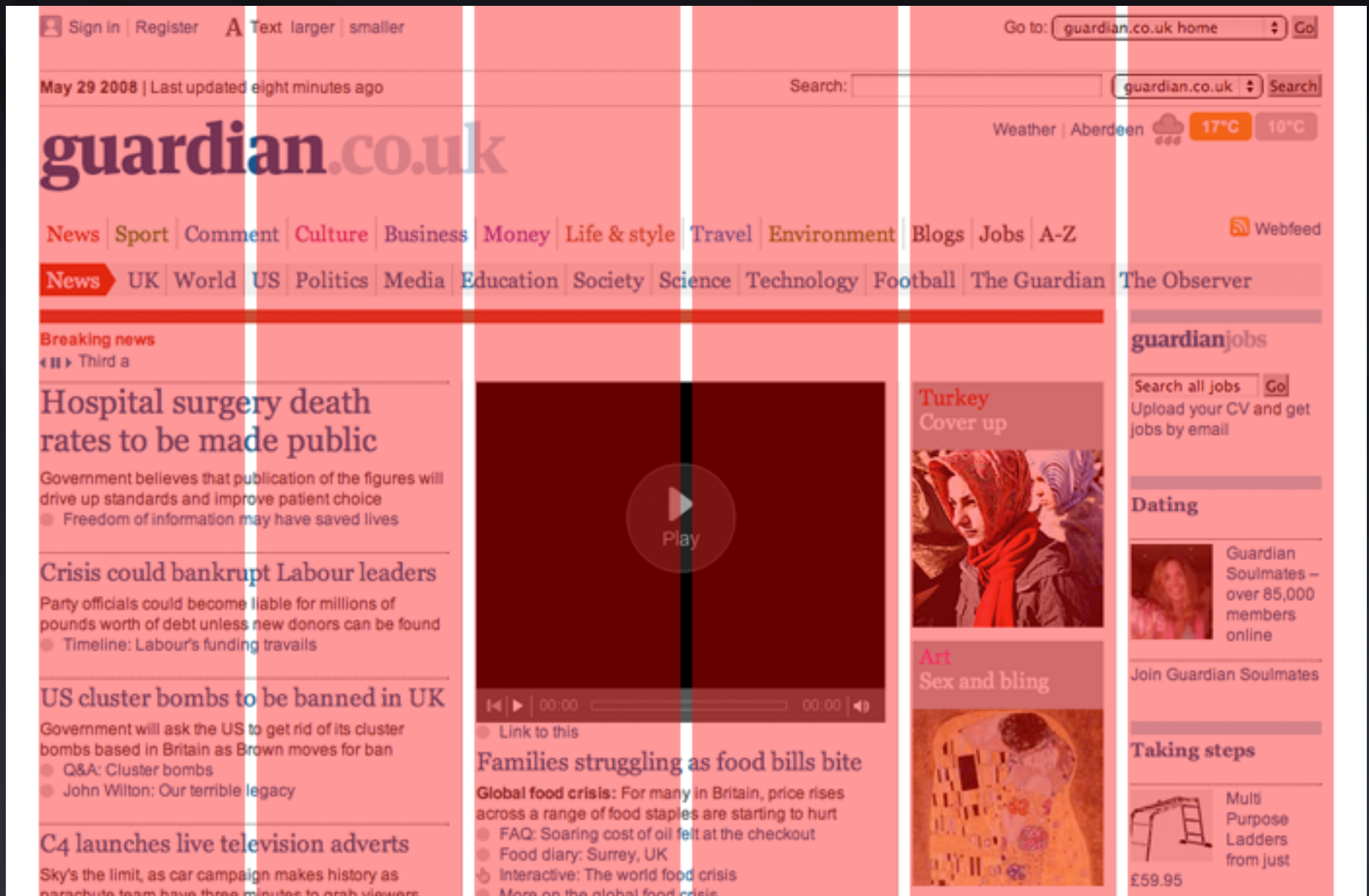
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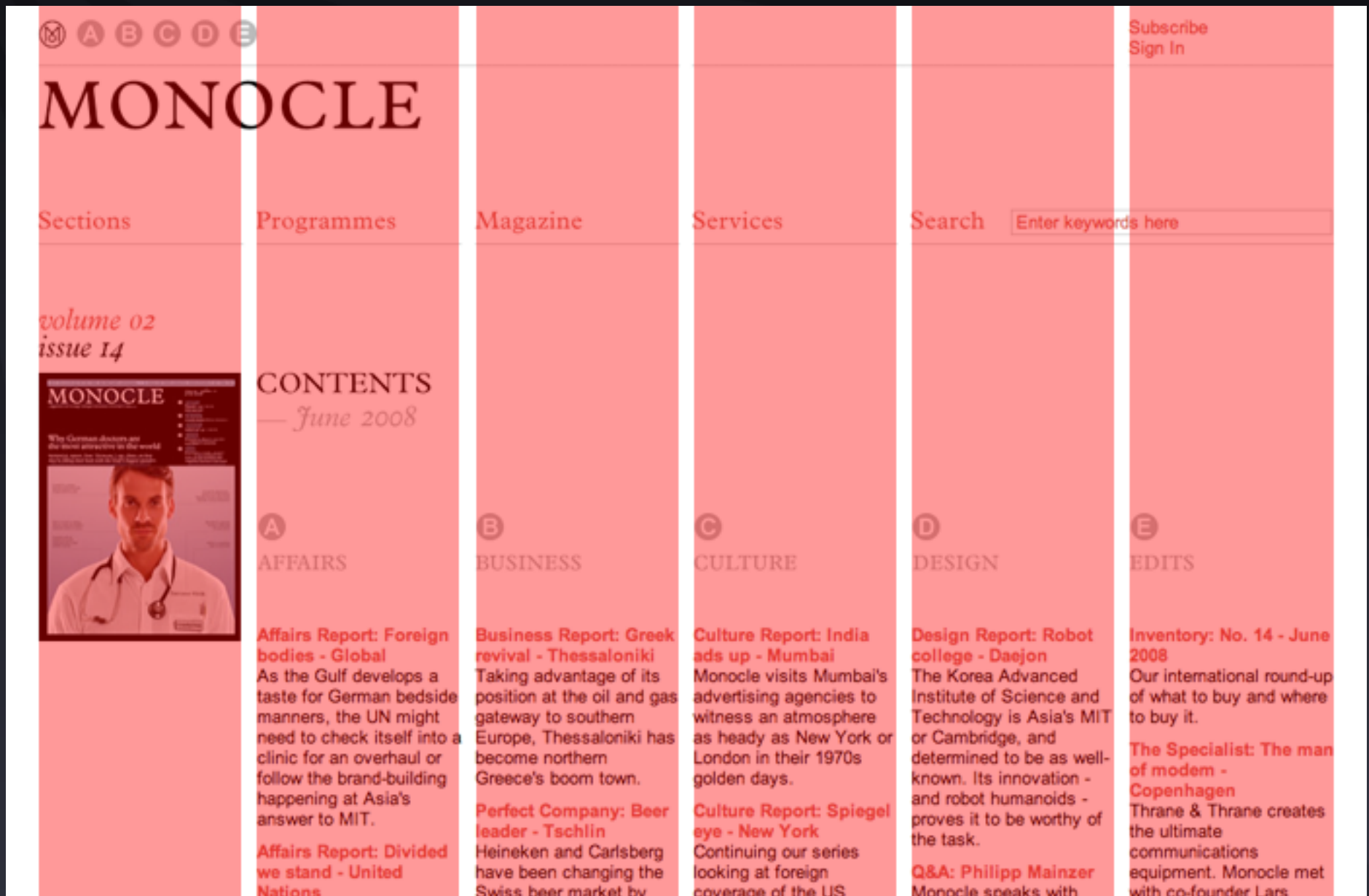


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<p>Affairs Report: Foreign bodies - Global As the Gulf develops a taste for German bedside manners, the UN might need to check itself into a clinic for an overhaul or follow the brand-building happening at Asia's answer to MIT.</p> <p>Affairs Report: Divided we stand - United Nations</p>	<p>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.</p> <p>Perfect Company: Beer leader - Tschlin Heineken and Carlsberg have been changing the Swiss beer market by</p>	<p>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.</p> <p>Culture Report: Spiegel eye - New York Continuing our series looking at foreign coverage of the US</p>	<p>Design Report: Robot college - Daejeon 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.</p> <p>Q&A: Philipp Mainzer Monocle speaks with</p>	<p>Inventory: No. 14 - June 2008 Our international round-up of what to buy and where to buy it.</p> <p>The Specialist: The man of modern - Copenhagen Thrane & Thrane creates the ultimate communications equipment. Monocle met with co-founder Lars</p>

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Grid = Box
break out of it.

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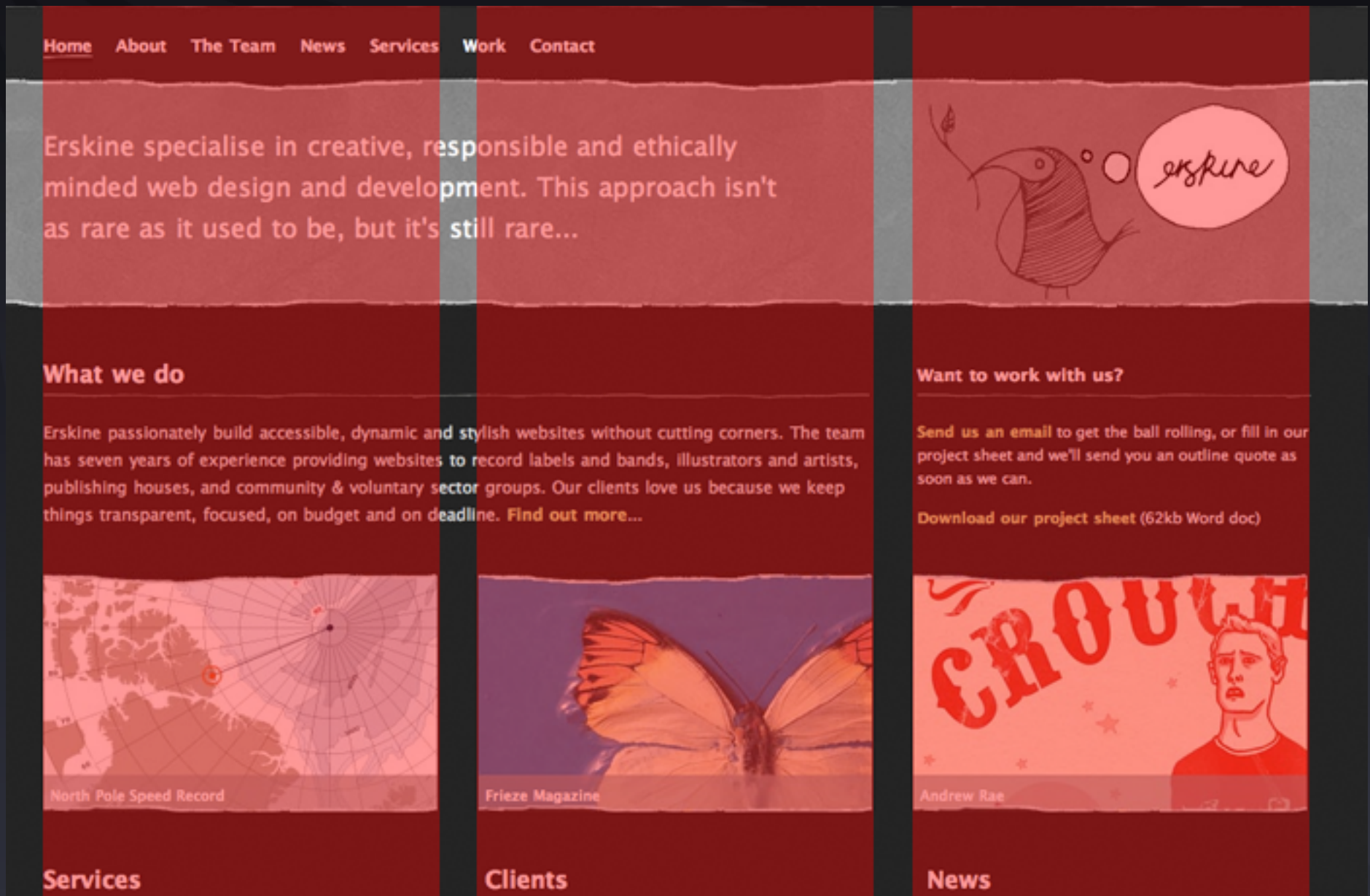


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- [Unlimited Custom Fields plugin](#) for Textpattern
- [Unlimited Categories plugin](#) for Textpattern
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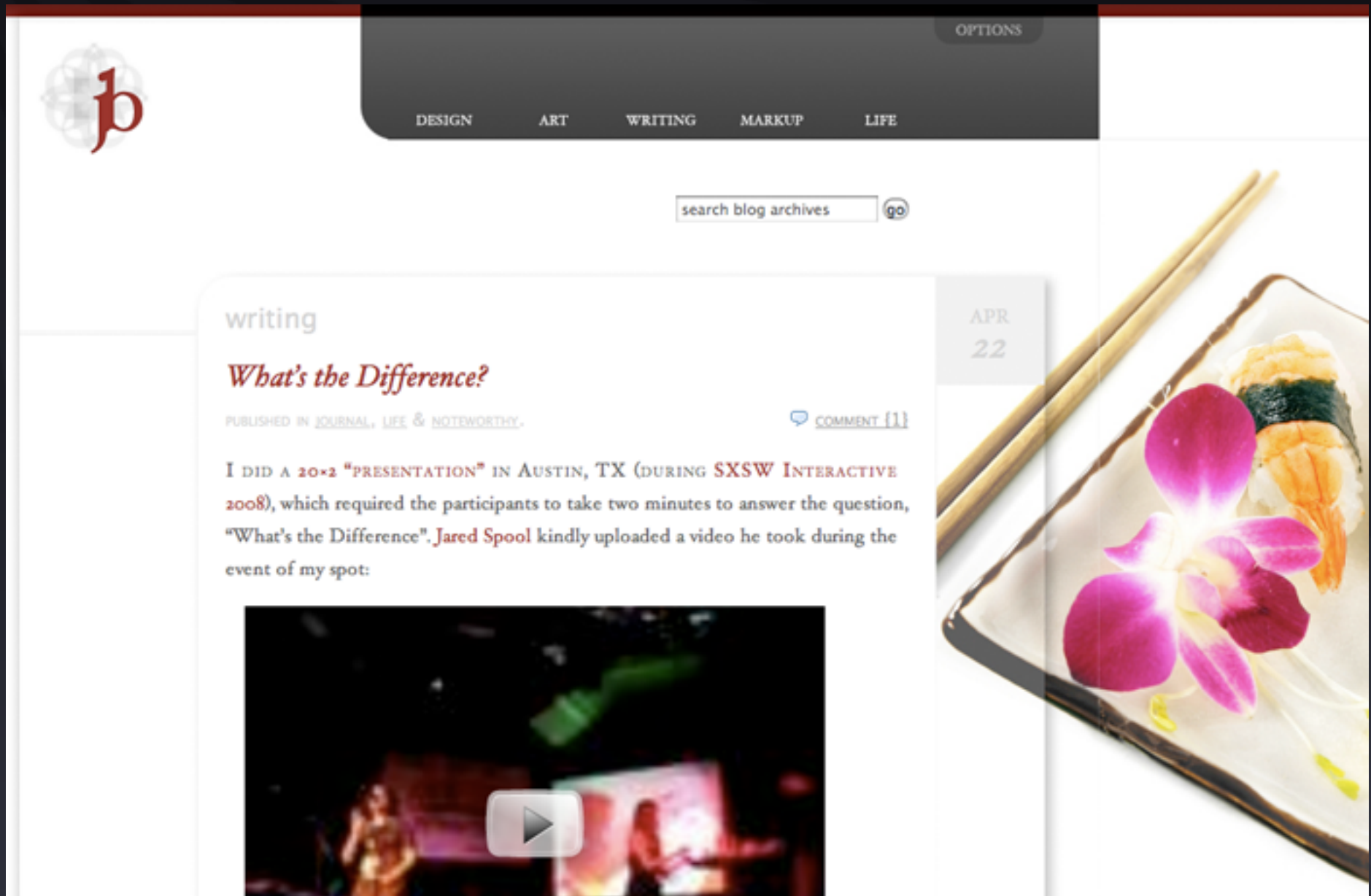
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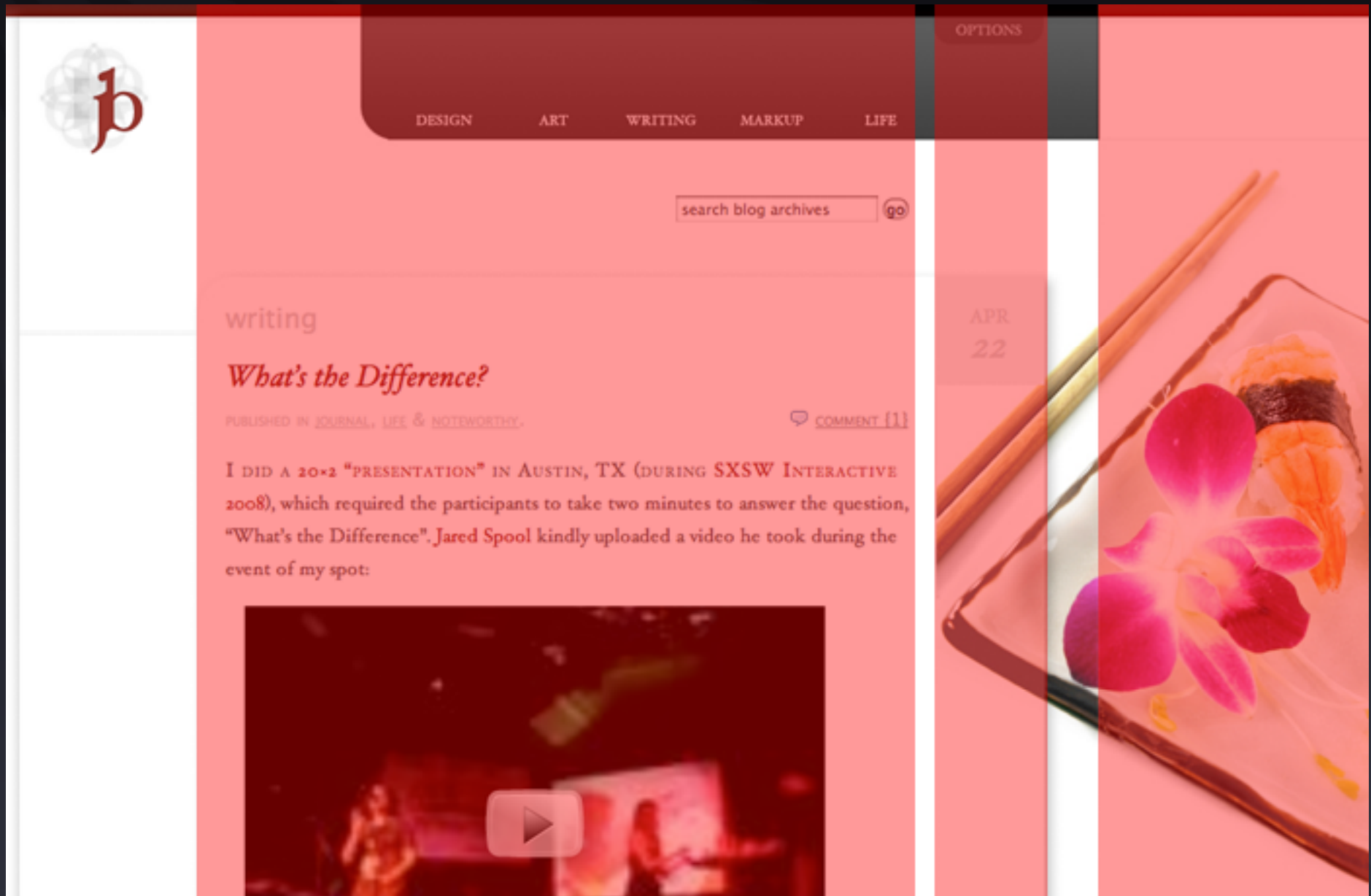
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Texture

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Reality is rarely
smooth.

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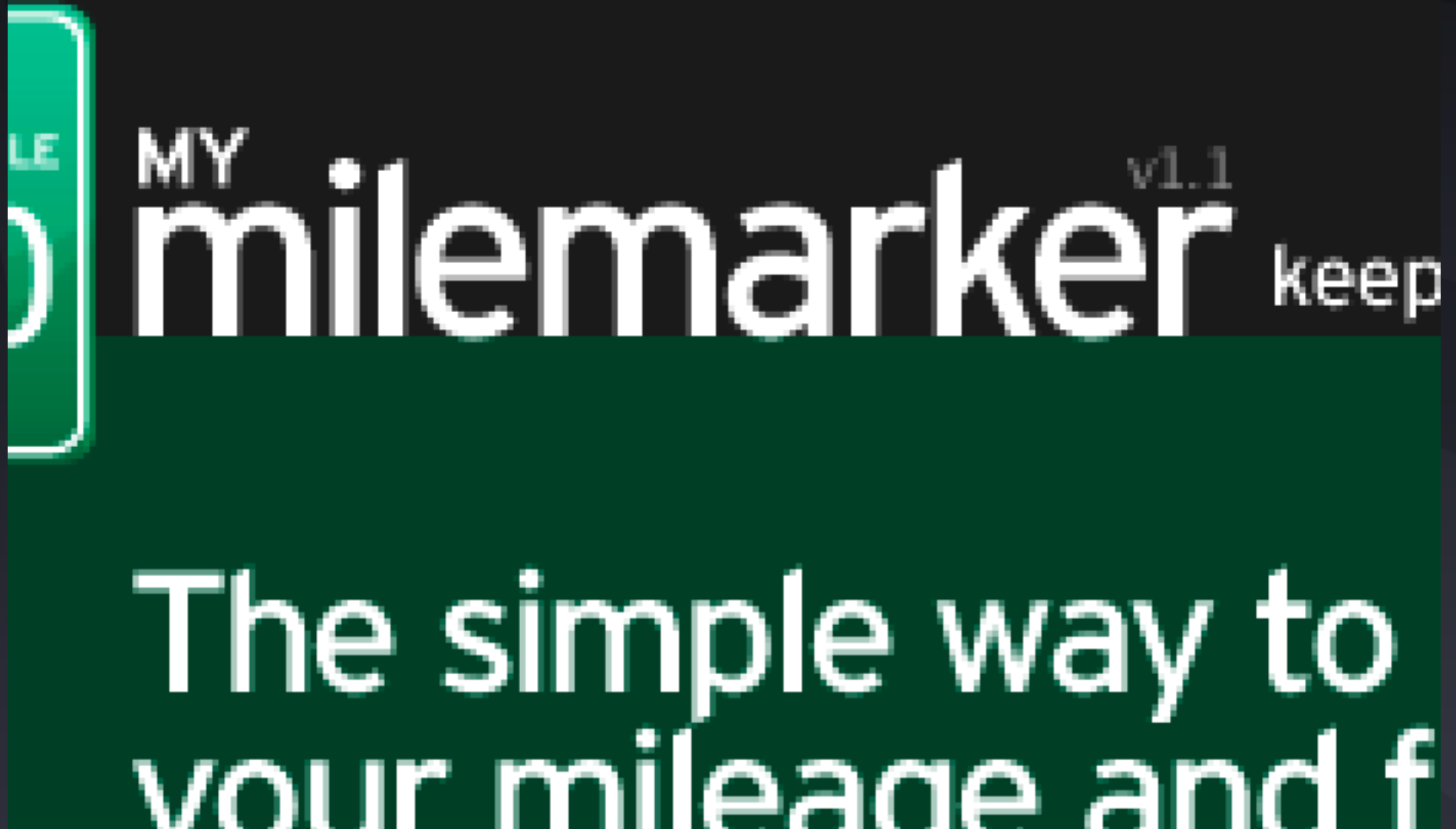
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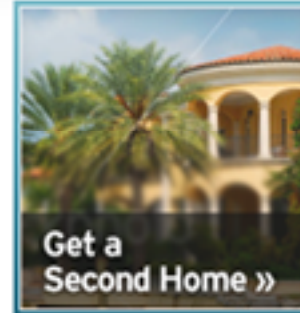
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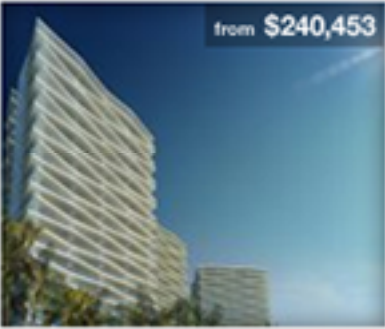








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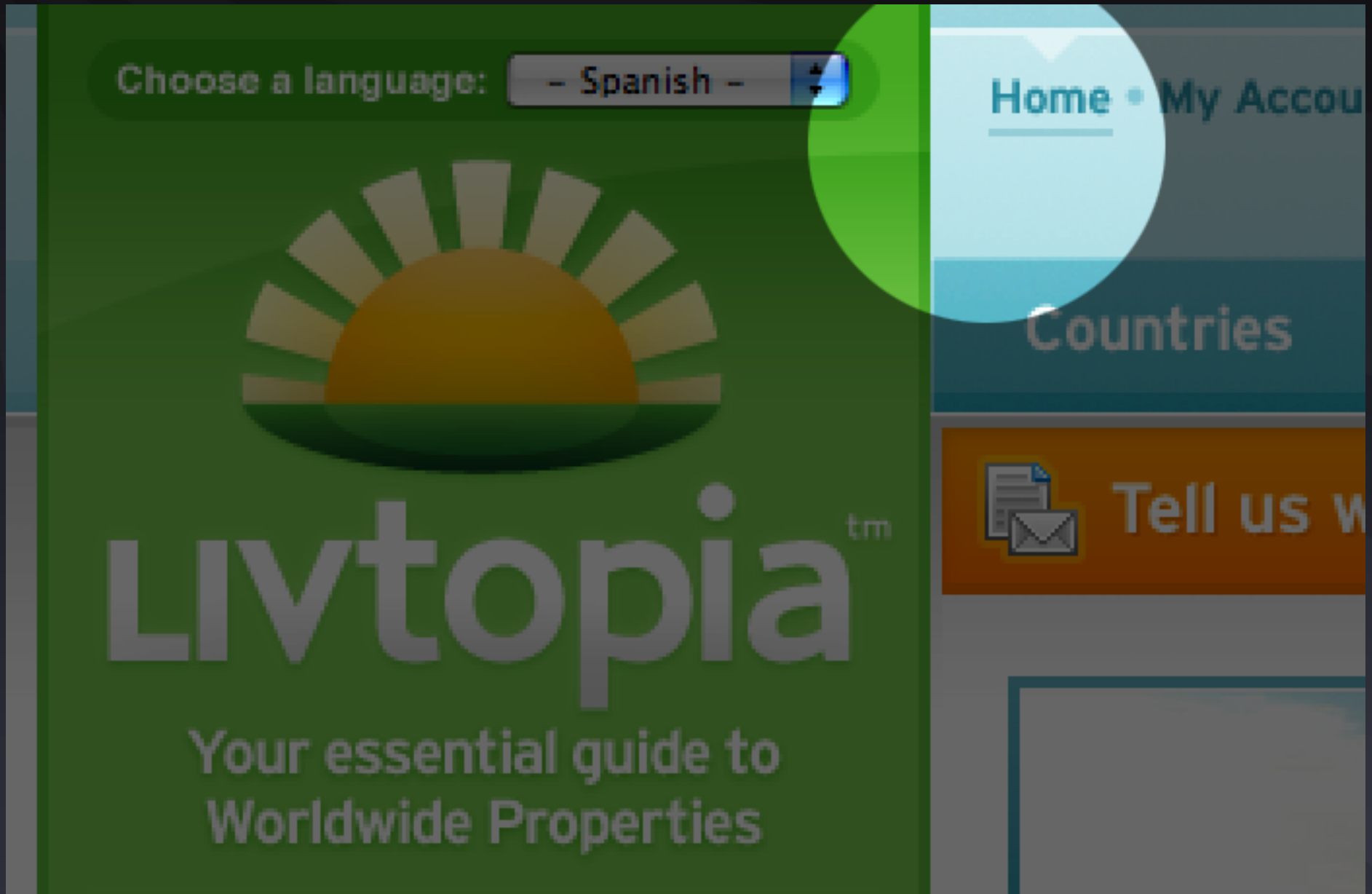
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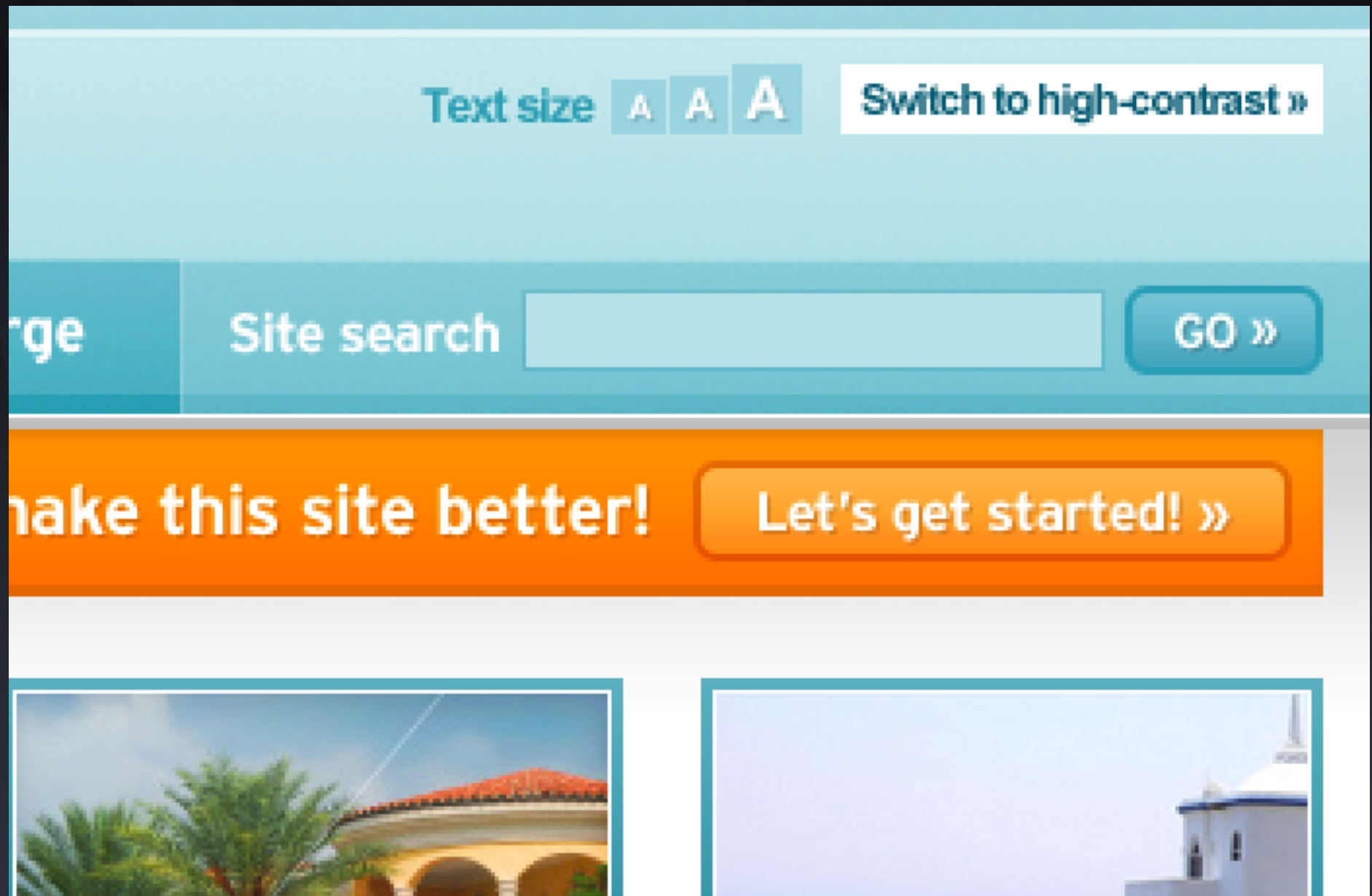
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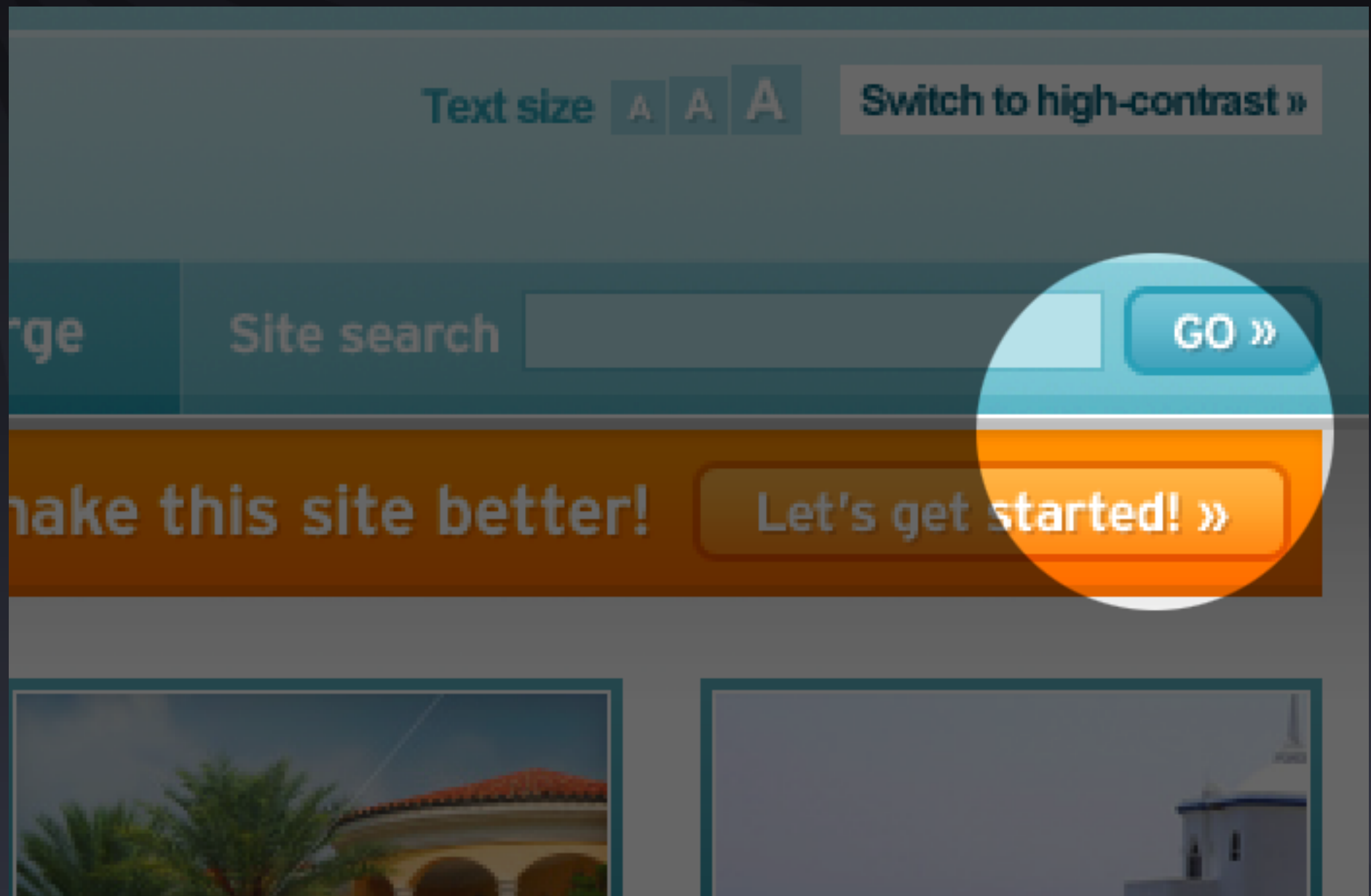
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Configuration

Site Name

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Mint Location
Eg. <http://www.site.com/mint>

Local Time

Display

Style

Maximum of 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 px

Login

Pane Order

Enabled

Visits

Feeds

Seeds

Referrers

Pages

Crushes

User Agents

Local Searches

Searches

Real Estate

Disabled (Drag panes below to disable)

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.

Pepper

Default Backup/Restore Local Searches

User Agent 007 Secret Crush Bird Feeder

Real Estate Install

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):

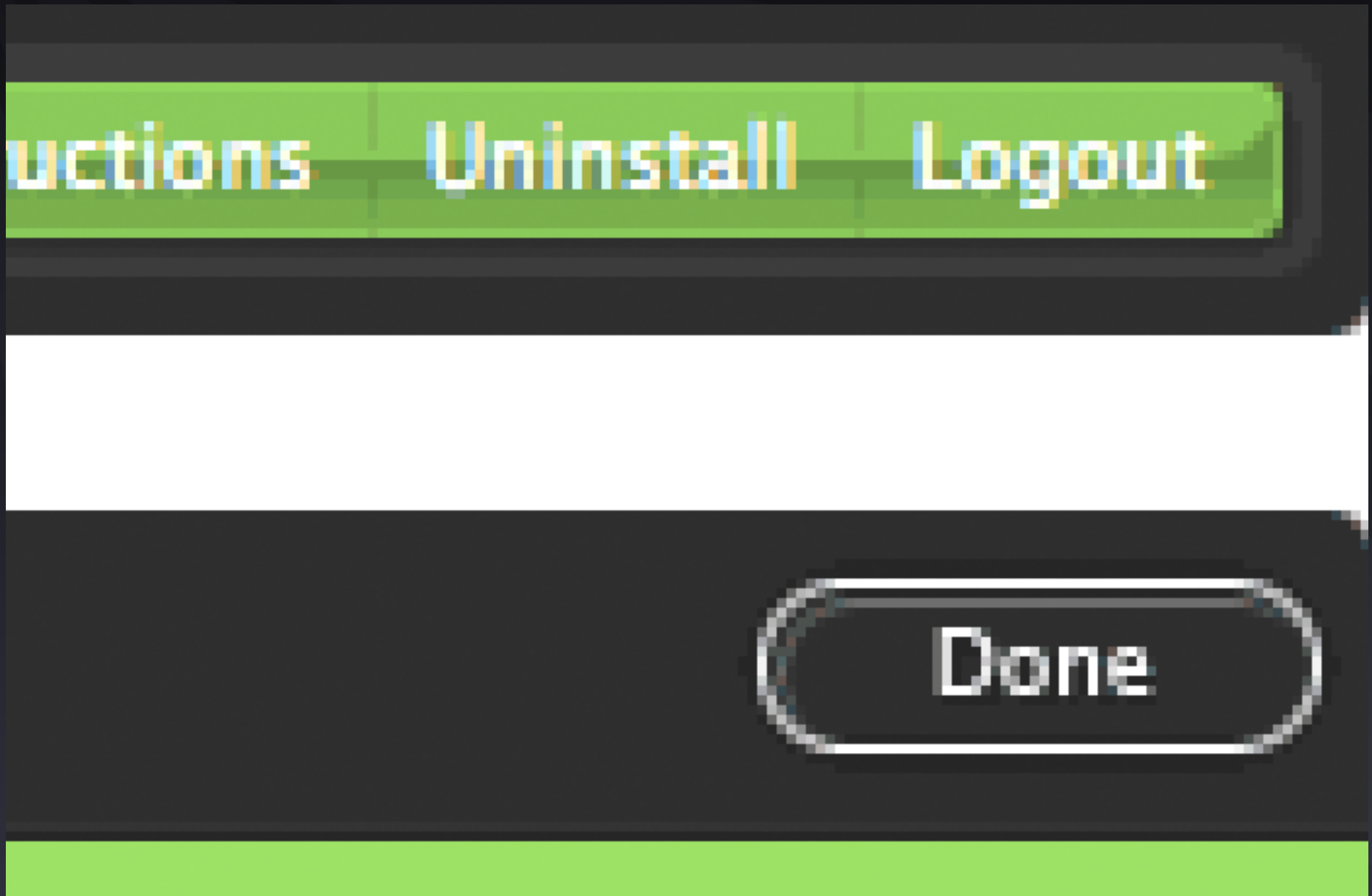
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Pane Order		Pe
Enabled		D
Visits		U
Feeds		R
Seeds		C
Referrers		Ve
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Depth

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Light Effects

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THE ARIES PROJECT

|

Almost *any image*
can create an effect.

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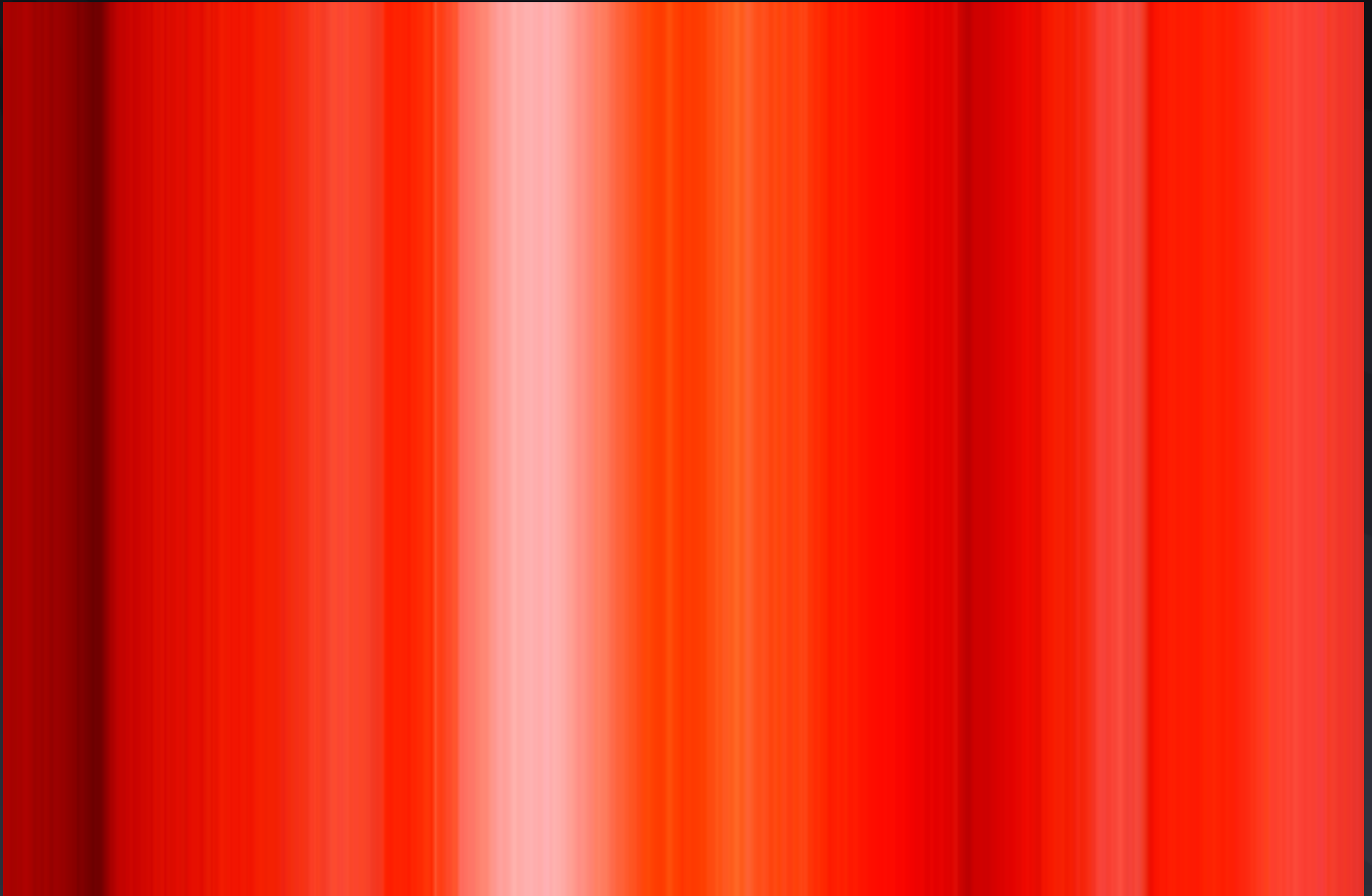


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Bush to Order 5,700 Troops Home from Iraq by End of Year

Thursday, September 13, 2007
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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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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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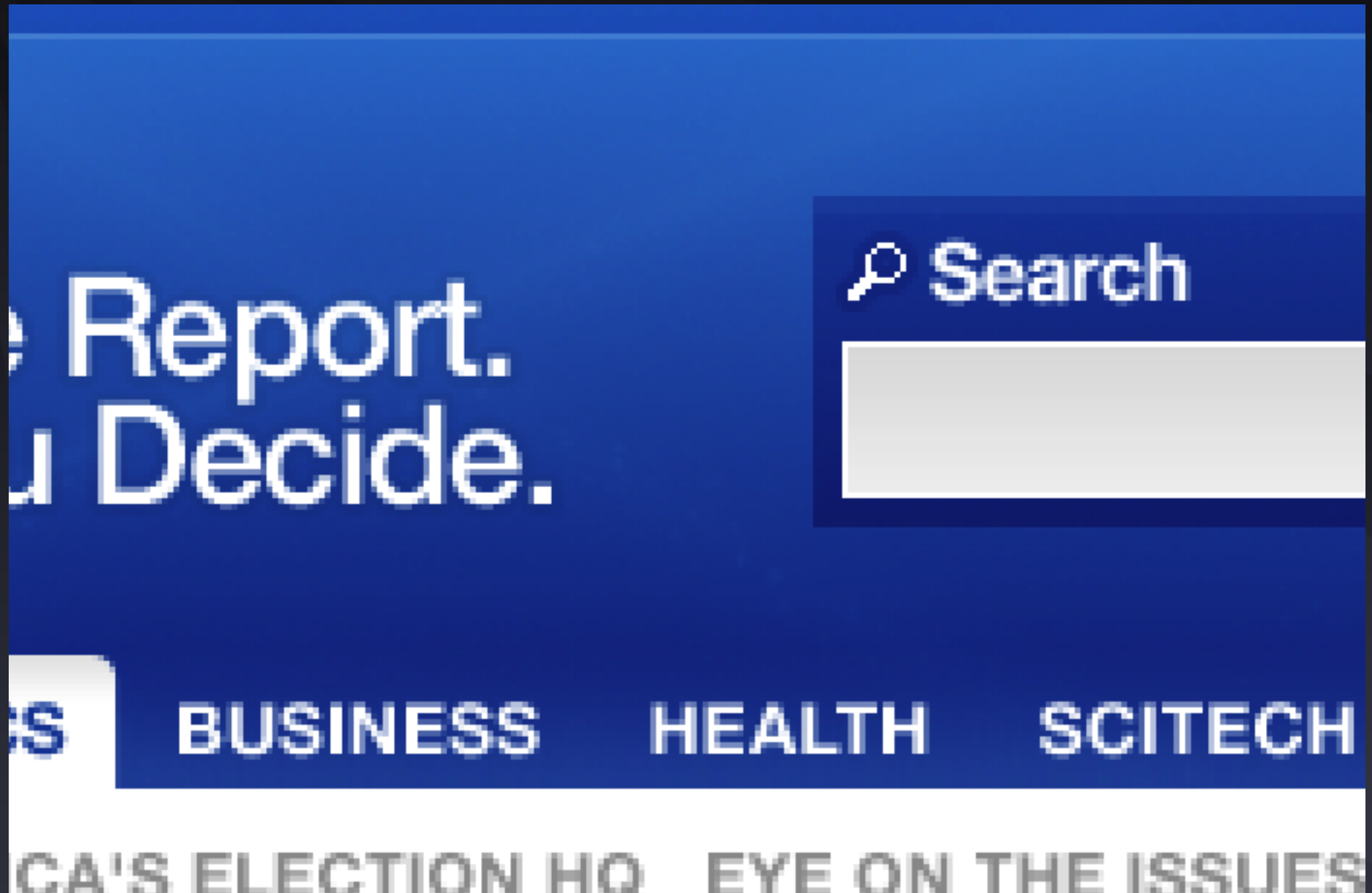
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