Details Make the Difference
WebDesign World Seattle, 2008

Dan Rubin
Sidebar Creative
Details Make the Difference WDW Seattle, 2008

Me, according to nGen works @ http://happywebbies.com/
Details Make the Difference  

**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
This is not:

✗ an introduction to design
✗ a grid tutorial
✗ a typography primer
✗ a travel guide to Cairo’s nightlife
Why are we here?
It’s all about balance.
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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

6, 12, 18px
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CNN.com /politics

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

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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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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

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Range kerning
aka “tracking” or “letter-spacing”
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**Politics**

**Fox News**

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.
Bush to announce withdrawal of troops, official says

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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.
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**MONOCLE**

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*volume 02*  
*issue 14*

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- Affairs Report: Divided we stand - United Nations

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- The Specialist: The man of modern - Copenhagen

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

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Monocle

Premiere

e-Sports

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 Ongamerel, a dedicated TV-channel that sees gamers doing battle in epic, stadium-style settings.

12.07.07

Latest Programmes

PREMIERE

Tokyo Limousine Bus Lady

Listen to Kaoru Kubo, the voice of the Airport Limousine buses that ferry passengers to and from...
Grid = Box

break out of it.
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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**WDW Seattle, 2008**
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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:

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Details Make the Difference **WDW Seattle, 2008**

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![Video Preview](https://superfluousbanter.org/presentations/2008/)

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Texture
Reality is rarely smooth.
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My Milemarker

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.

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.

On the road

Use our mobile mymilemarker to enter data right phone, or mess Twitter SMS.

View screens

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The simple way to your mileage and f
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Lines & Gradients
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Layer Styles
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Details Make the Difference WDW Seattle, 2008
Tactile
Details Make the Difference WDW Seattle, 2008

MINT A Fresh Look at Your Site

Preferences

Mint

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

Pane Order
- Enabled
- Visits
- Feeds
- Seeds
- Referrers
- Pages
- Crushes
- User Agents
- Local Searches
- Searches
- Real Estate
- Default Pepper
- 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):
- del.icio.us
- bloglines.com
- newsgator.com

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Pane Order

- Enabled
- Visits
- Feeds
- Seeds
- Referrers
Depth
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Light Effects
Details Make the Difference WDW Seattle, 2008
Almost *any image* can create an effect.
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Photo: sxc.hu #1005399
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Darken
Details Make the Difference WDW Seattle, 2008

Multiply
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Luminosity
Putting it to use
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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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(download the slides here)
Q&A