Details Make the Difference
@media London, 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
This is not:

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

6, 12, 18px

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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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We Report. You Decide.

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

Thursday, September 13, 2007

FOX NEWS

WASHINGTON — President Bush

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POLITICS

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Thursday, September 13, 2007

FOX NEWS

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

WASHINGTON — President Bush
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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
Range kerning
aka “tracking” or “letter-spacing”
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Grids
Using *grids* removes the guesswork.
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The Guardian website is shown with various news articles and sections. The headline mentions 'Hospital surgery death rates to be made public' which discusses the government's belief that publication of figures will drive up standards and improve patient choice. It also mentions the possibility that freedom of information may have saved lives.

Crisis could bankrupt Labour leaders is another article which discusses party officials potentially becoming liable for millions of pounds worth of debt unless new donors can be found. It includes a timeline of Labour's funding travails.

US cluster bombs to be banned in UK talks about the government's decision to ask the US to get rid of its cluster bombs. Articles are also available for Q&A: Cluster bombs and John Wilton: Our terrible legacy.

C4 launches live television adverts for Sky's the limit, as car campaign makes history as parachute team have three minutes to grab viewers.

Global food crisis is also highlighted, discussing price rises across a range of food staples starting to hurt.
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Affairs Report: Divided we stand - United Nations

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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 - Tschin
Heineken and Carlsberg have been changing the Swiss beer market by

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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

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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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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.
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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[Frieze Magazine](#)

[Andrew Rae](#)

**Clients**

**News**
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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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writing

What's the Difference?

PUBLISHED IN JOURNAL, LIFE & NOTEWORTHY.

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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 app to enter data right away, or send a Twitter SMS.

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The simple way to your mileage and f...
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The simple way to your mileage and f

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Lines & Gradients
Details Make the Difference @media London, 2008
Details Make the Difference @media London, 2008
Details Make the Difference @media London, 2008
Layer Styles
Details Make the Difference @media London, 2008
Details Make the Difference @media London, 2008

Text size A A A

Switch to high-contrast »

Site search

GO »

make this site better! Let's get started! »
Tactile
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MINT A Fresh Look at Your Site

Preferences

Configurations:
- 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

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):
  - del.icio.us
  - bloglines.com
  - newsgator.com

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Pane Order

- Enabled
- Visits
- Feeds
- Seeds
- Referrers
Depth
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
Multiply
Luminosity
Putting it to use
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Fox News: Bush to Order 5,700 Troops Home from Iraq by End of Year

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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
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(the slides will be here later)
Q&A