

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

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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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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.



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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6, 12, 18px

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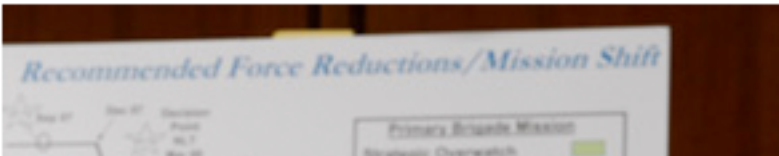
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- Administration
- Petraeus has
- Withdrawal
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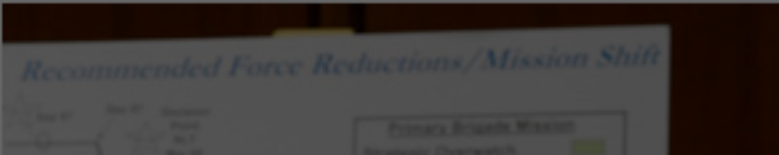
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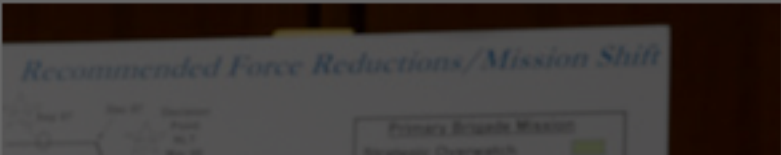
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Recommended Force Reductions/Mission Shift			
Area A	Area B	Area C	Area D
100,000	50,000	25,000	12,500
200,000	100,000	50,000	25,000
300,000	150,000	75,000	37,500
400,000	200,000	100,000	50,000
500,000	250,000	125,000	62,500

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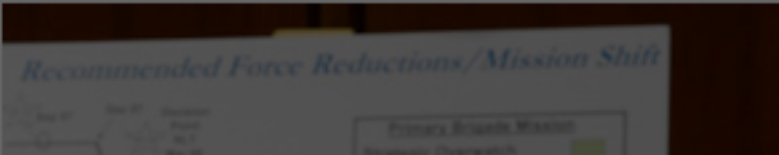
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*p.s. their body copy
defaults to 12px*

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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

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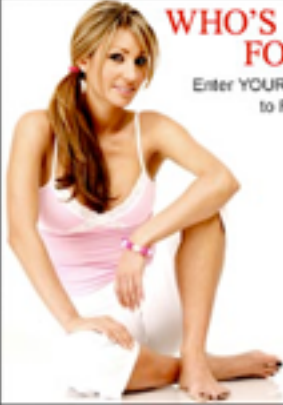
'Work in Progress'
Louisiana Sen. Mary Landrieu says there is still confusion when working with FEMA on approaching hurricane

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

Thursday, September 13, 2007
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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 watermark 'DISH NETWORK IS TV' is overlaid on the right side of the page. The main content area is titled 'POLITICS' and features the headline 'Bush to Order 5,700 Troops Home from Iraq by End of Year' dated 'Thursday, September 13, 2007' under the 'FOX NEWS' logo. A left sidebar contains links: POLITICS HOME, FOX POLLS, YOU DECIDE 2008 (with a sub-link 'EYE ON THE ISSUES'), SPECIAL REPORT, FOX NEWS SUNDAY, and BUZZTRACKER. At the bottom of the main article area are links for 'E-MAIL STORY', 'RESPOND TO EDITOR', and 'PRINTER FRIENDLY VERSION'. The bottom right corner shows the start of an article: 'WASHINGTON — President Bush'.

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WASHINGTON — President Bush

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Typography

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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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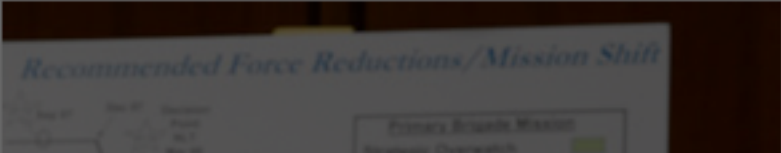
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A large red watermark "DISH NETWORK IS TV" is visible across the center of the page. Below the navigation bar, the "POLITICS" section is highlighted. The main headline reads: "Bush to Order 5,700 Troops Home from Iraq by End of Year". Below the headline is the date "Thursday, September 13, 2007" and the "FOX NEWS" logo. To the left of the main content is a sidebar with links: POLITICS HOME, FOX POLLS, YOU DECIDE 2008 (with a sub-link "EYE ON THE ISSUES"), SPECIAL REPORT, FOX NEWS SUNDAY, and BUZZTRACKER. Below the headline, there are links for "E-MAIL STORY", "RESPOND TO EDITOR", and "PRINTER FRIENDLY VERSION". At the bottom, a partial image of President Bush is visible next to the text: "WASHINGTON — President Bush plans to reduce troop levels in Iraq".

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Grids

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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

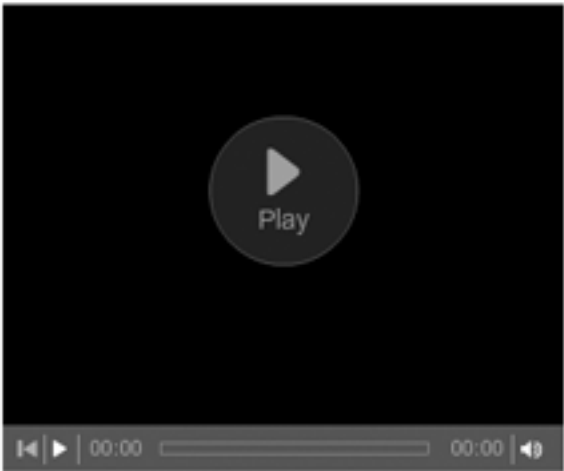
US cluster bombs to be banned in UK

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
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Turkey Cover up



Art Sex and bling



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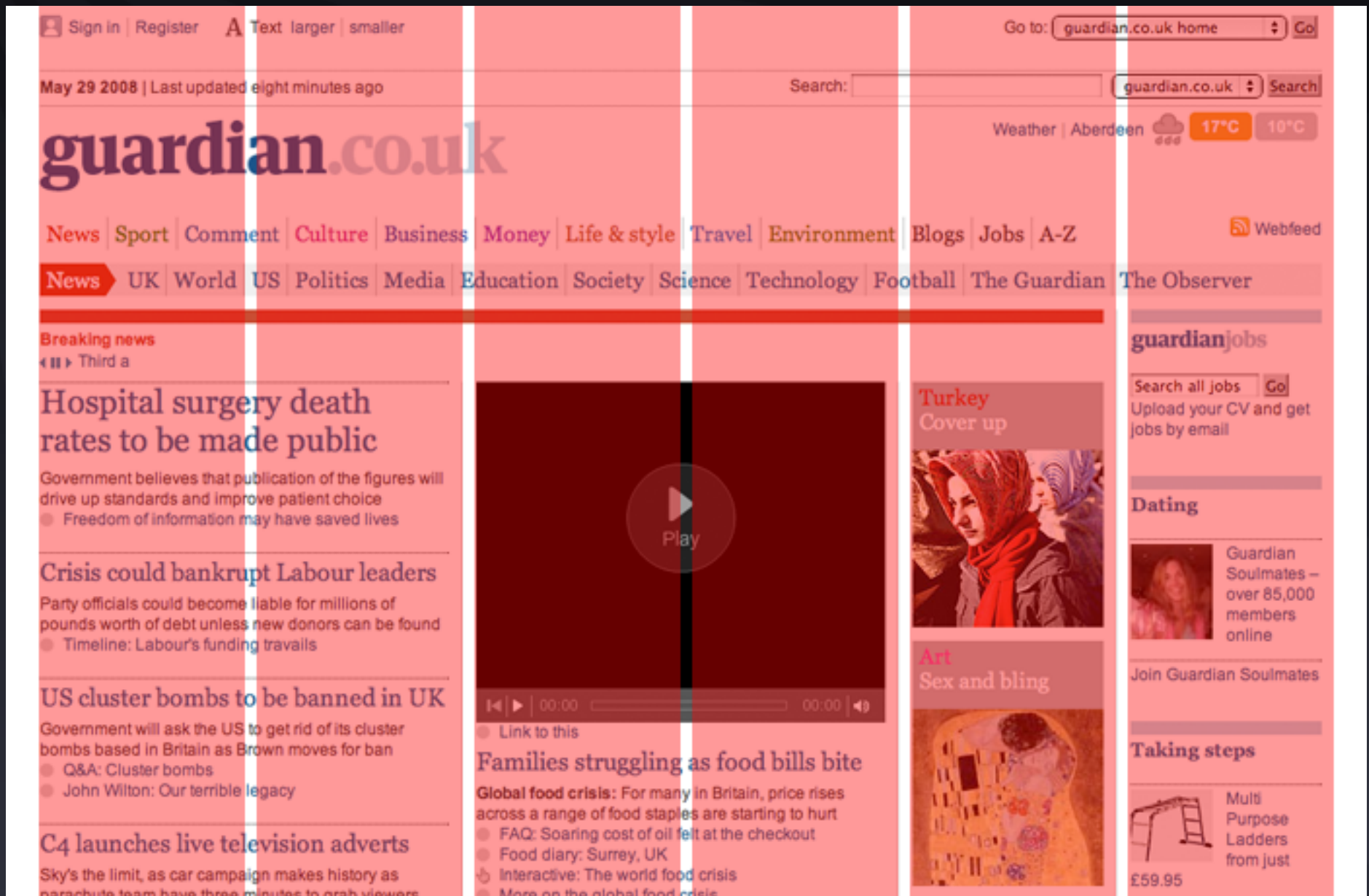
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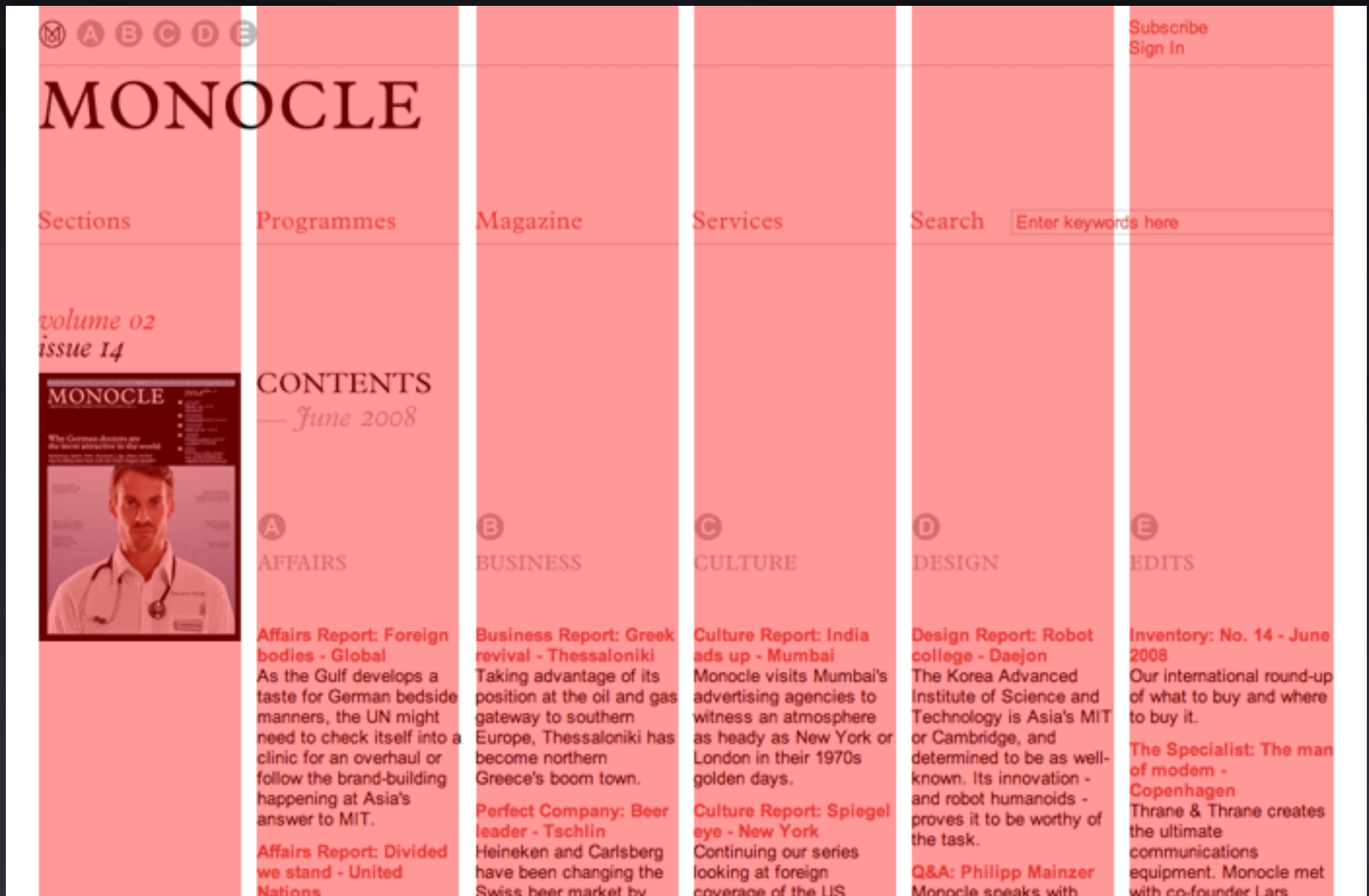
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Grid = Box
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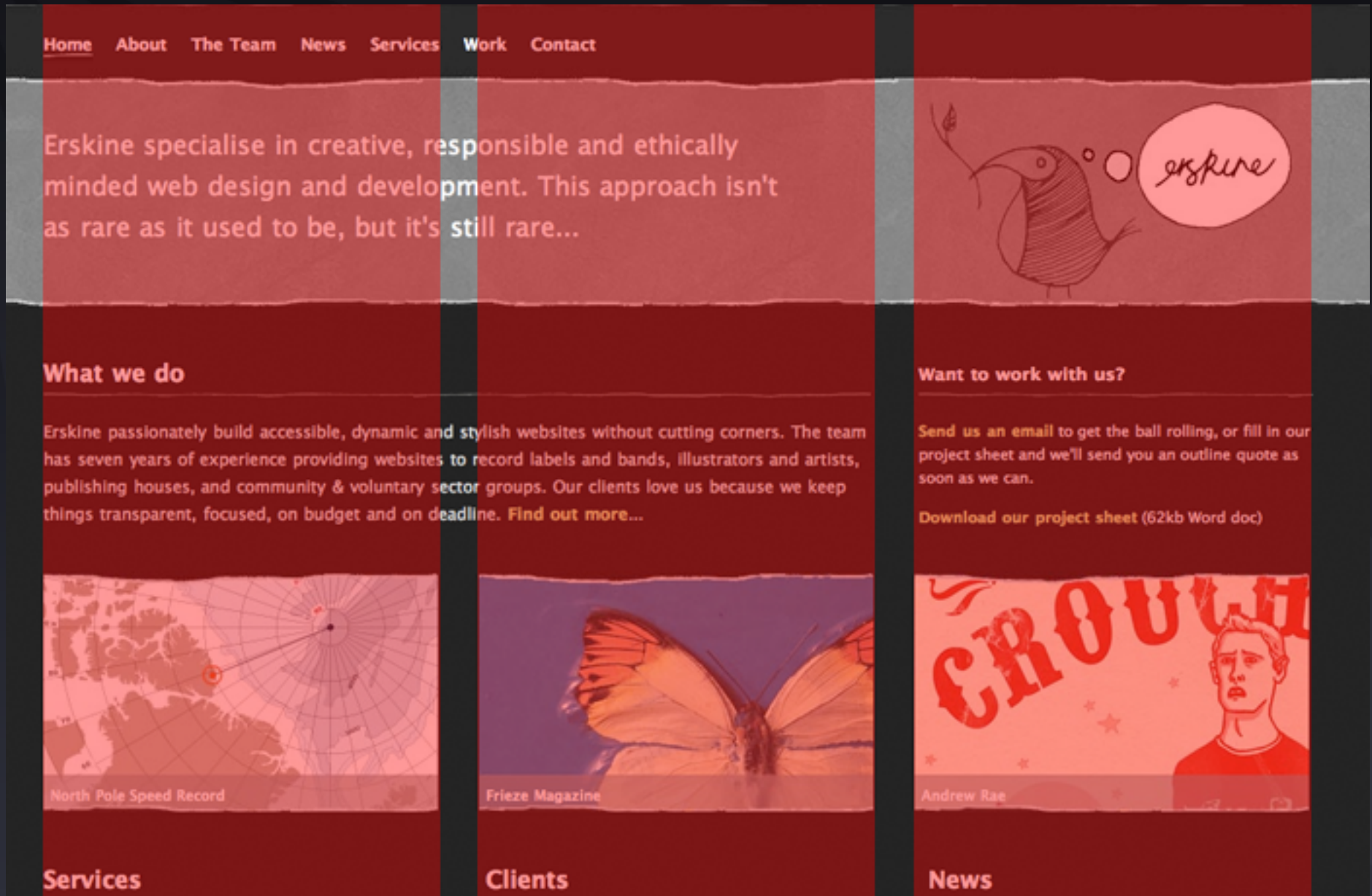


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The image shows a screenshot of the 'The Rissington Podcast' website. The background is a light blue sky with stylized yellow and white clouds. At the top center is a crown icon above the text 'THE RISSINGTON PODCAST' in a large, white, serif font. Below this is the tagline 'Gardeners Question Time for the web' in a smaller, white, sans-serif font. To the right of the title is a large, stylized illustration of a hand holding a paintbrush, painting a blue and white target with a red bullseye. A small, dark silhouette of a biplane is flying towards the target. On the left side, there is a 'SUBSCRIBE' button with an RSS icon, followed by links for 'm4a', 'mp3', and 'via iTunes'. Below this is a 'WALLPAPER' section featuring a small thumbnail image of the podcast's artwork and a link to download it for 'Desktop' or 'iPhone'. In the center, there is a section for 'THE LATEST EPISODE:' titled 'EPISODE ELEVEN | 21/05/2008'. Below this is a play button icon and a short description of the episode. To the right of the play button is a section titled 'ABOUT THE PODCAST' which describes the podcast as a web-geek version of 'Gardeners Question Time' and lists the hosts, John Oxtan and Jon Hicks. Below this is a section titled 'THIS EPISODE'S LINKY-POOS:' which lists various links and plugins related to the episode, including 'Bite Size Standards', 'Elbow', 'Textpattern', 'Hicksmade.com', 'Unlimited Custom Fields plugin', 'Unlimited Categories plugin', 'TextCommerce', 'Trading Eye', 'Fontstuct', and 'Fontforge'.


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PODCAST
"Gardeners Question Time for the web"

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



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

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[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

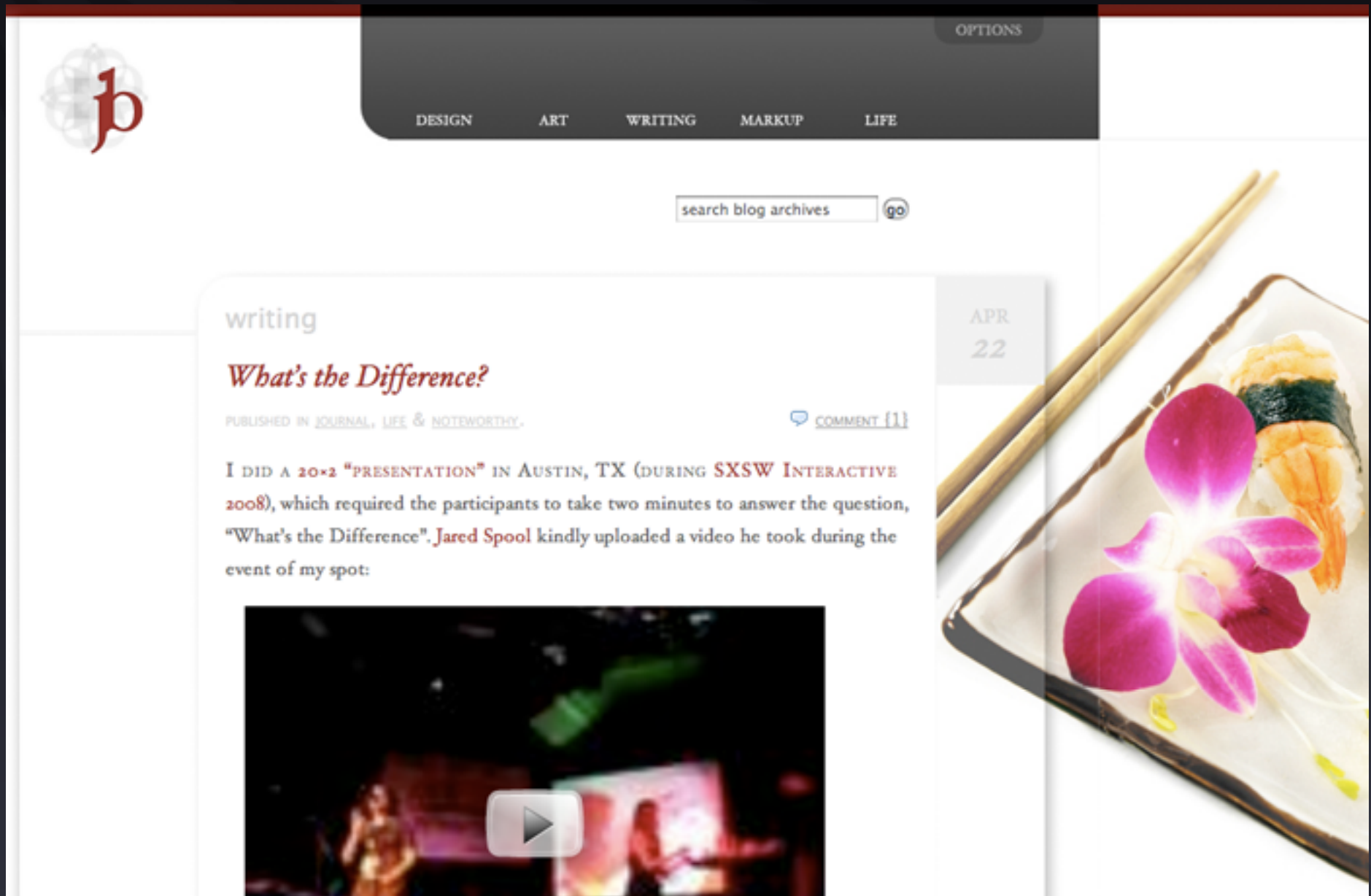
ABOUT THE PODCAST
[John Oxtan](#) and [Jon Hicks](#), broadcasting from their ex-RAF base office in Upper Rissington. Think of it as a web-geek version of Gardeners Question Time! We also have regular(ish) spots – jokes from an 1940's RAF magazine, typeface of the 'week', and any geek/technology thing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

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

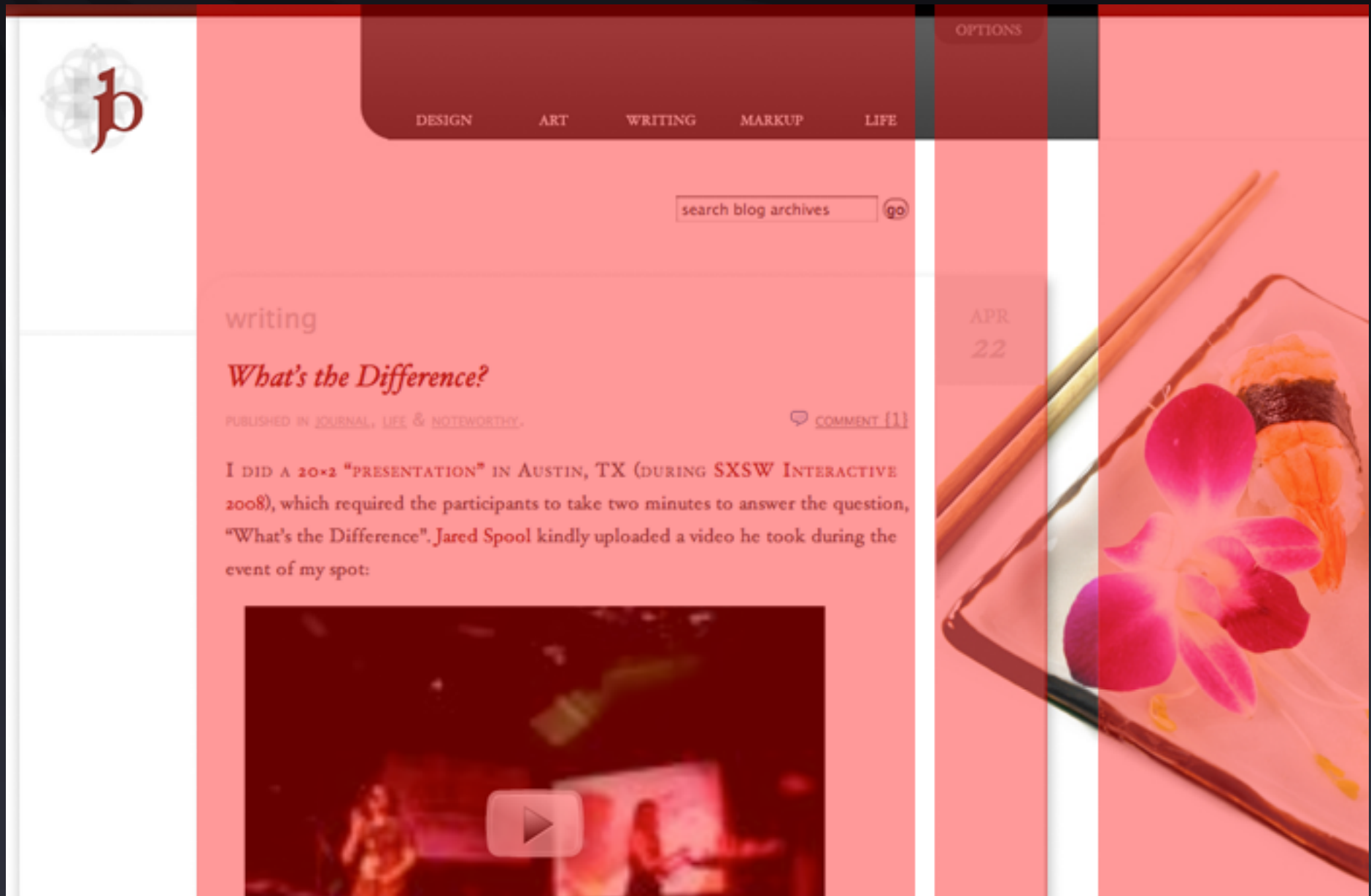
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Texture

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Reality is rarely
smooth.

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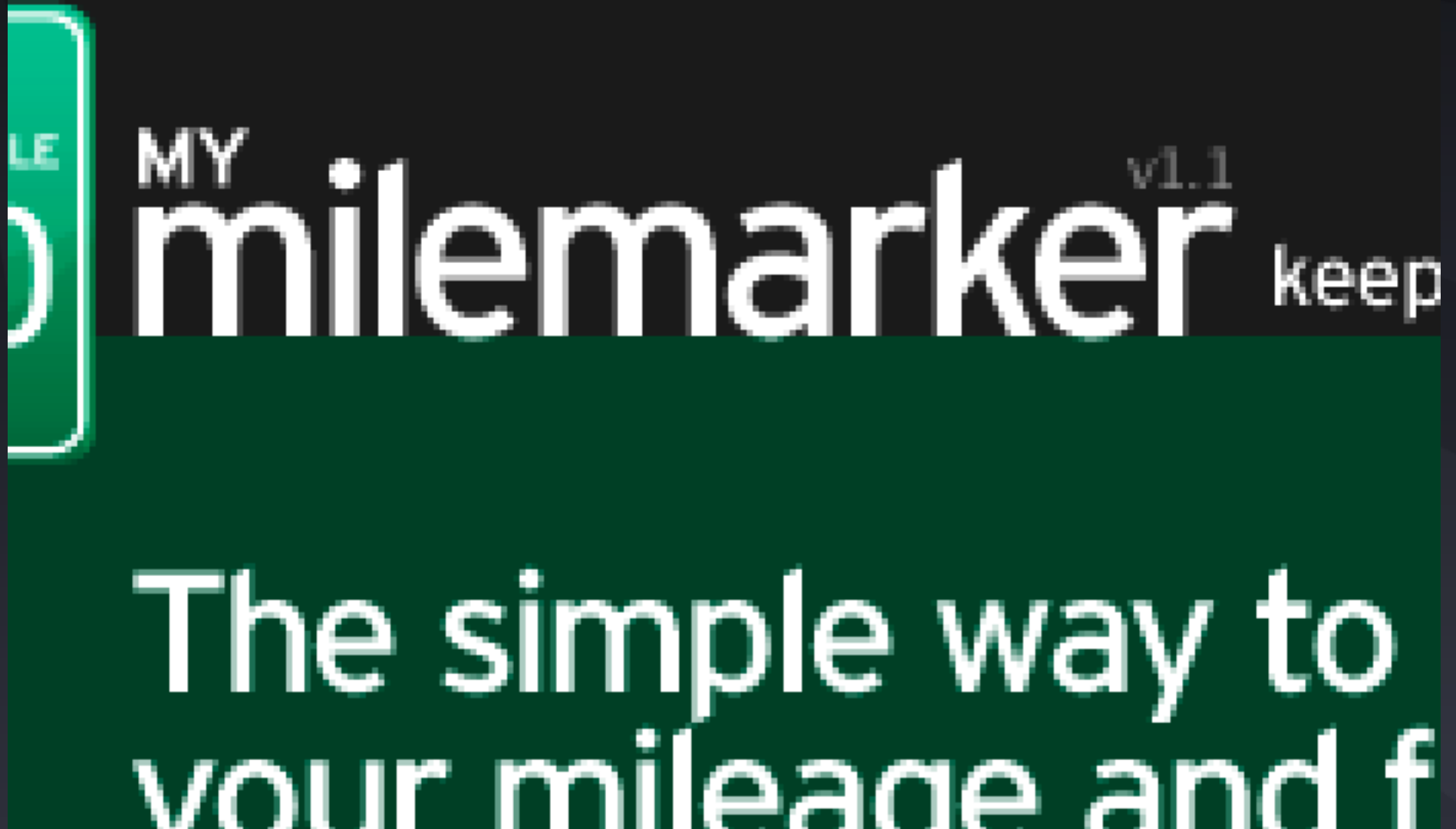


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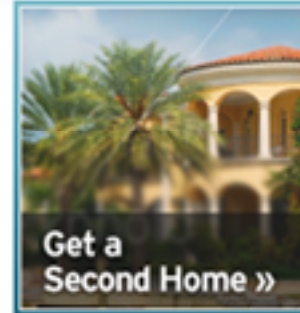
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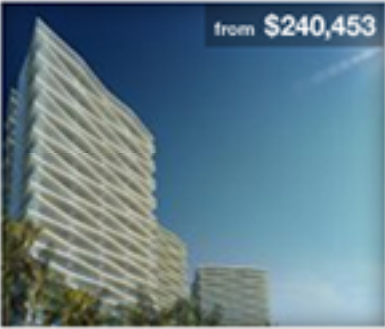
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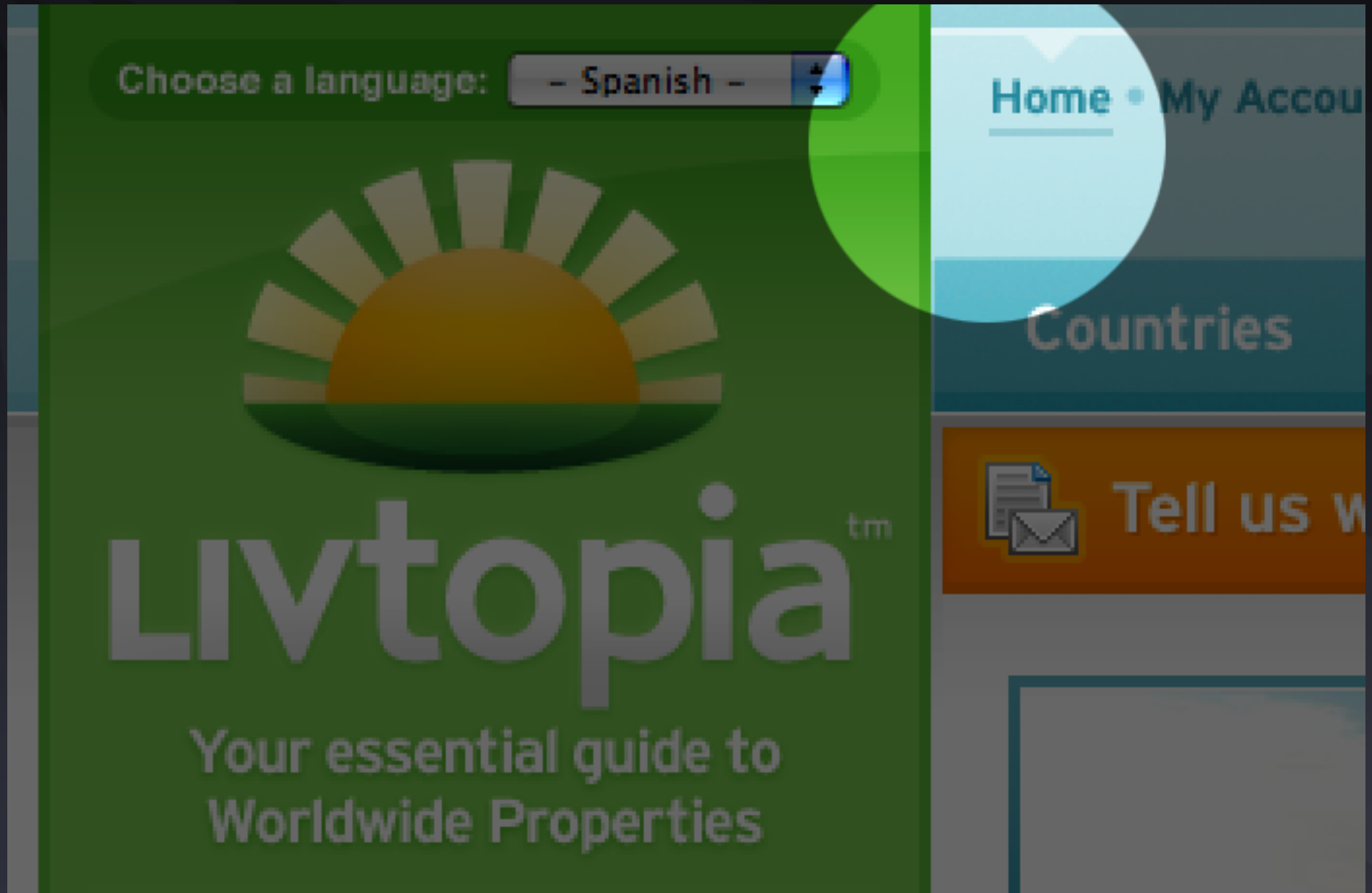
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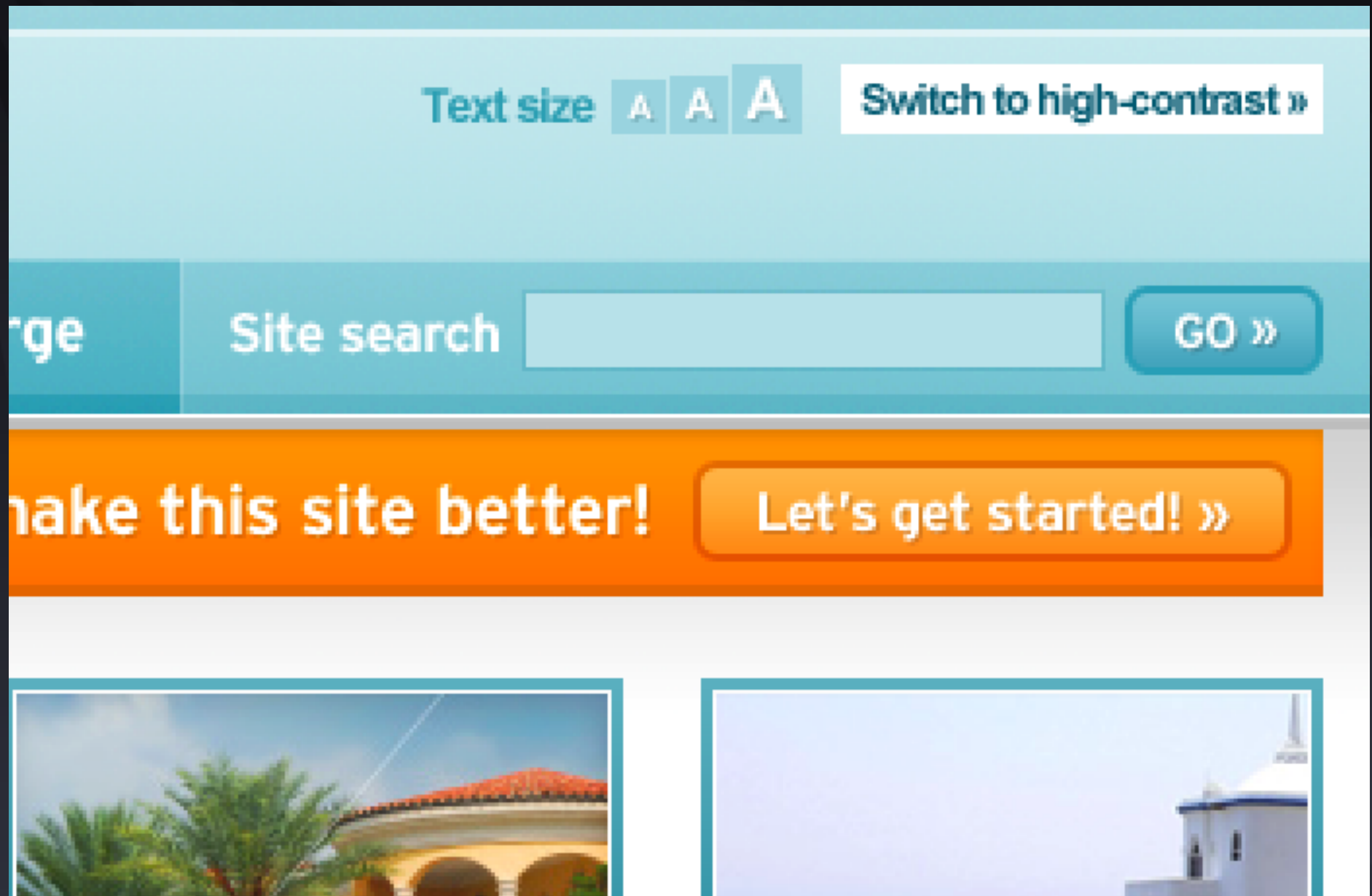
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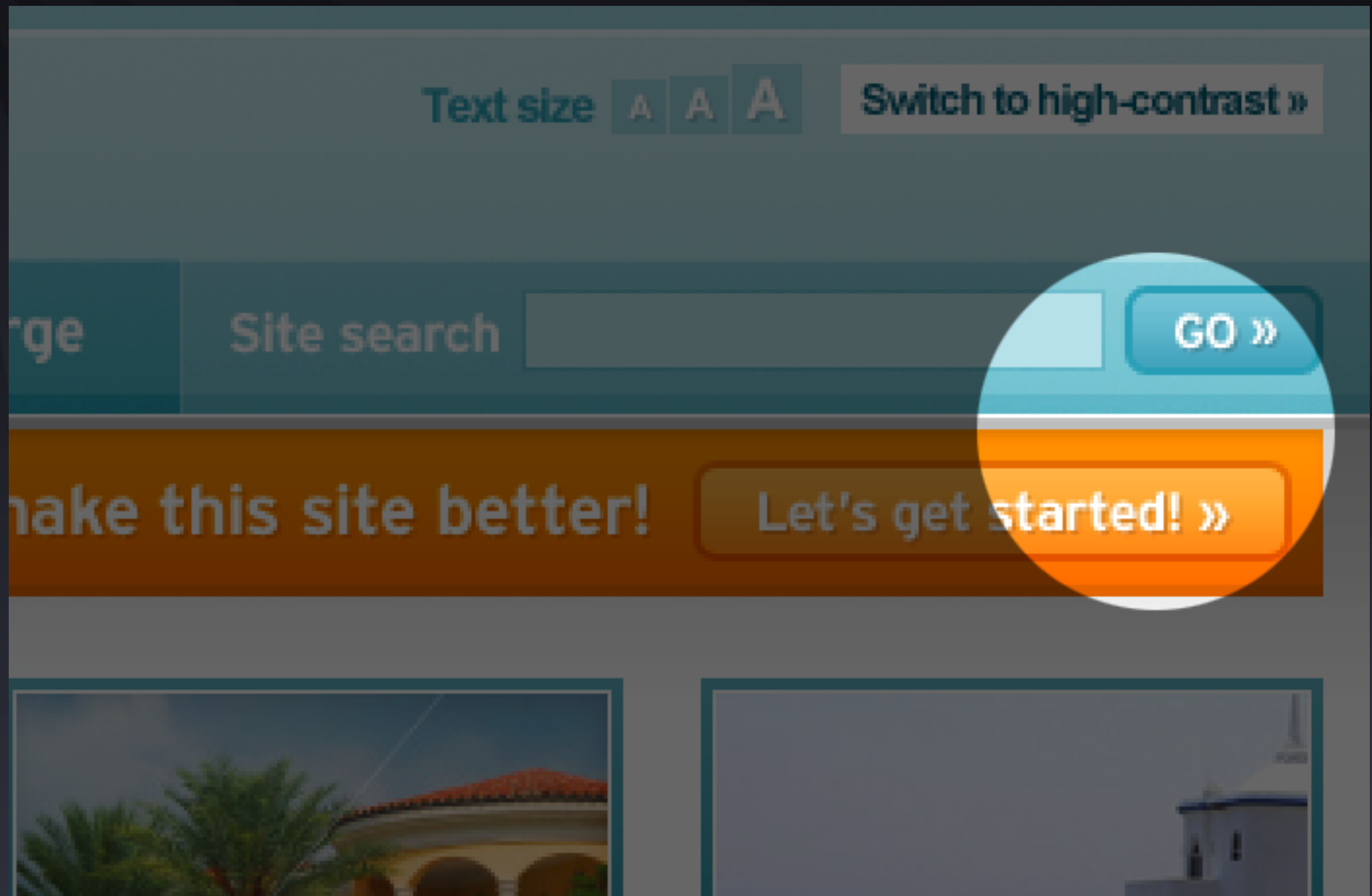
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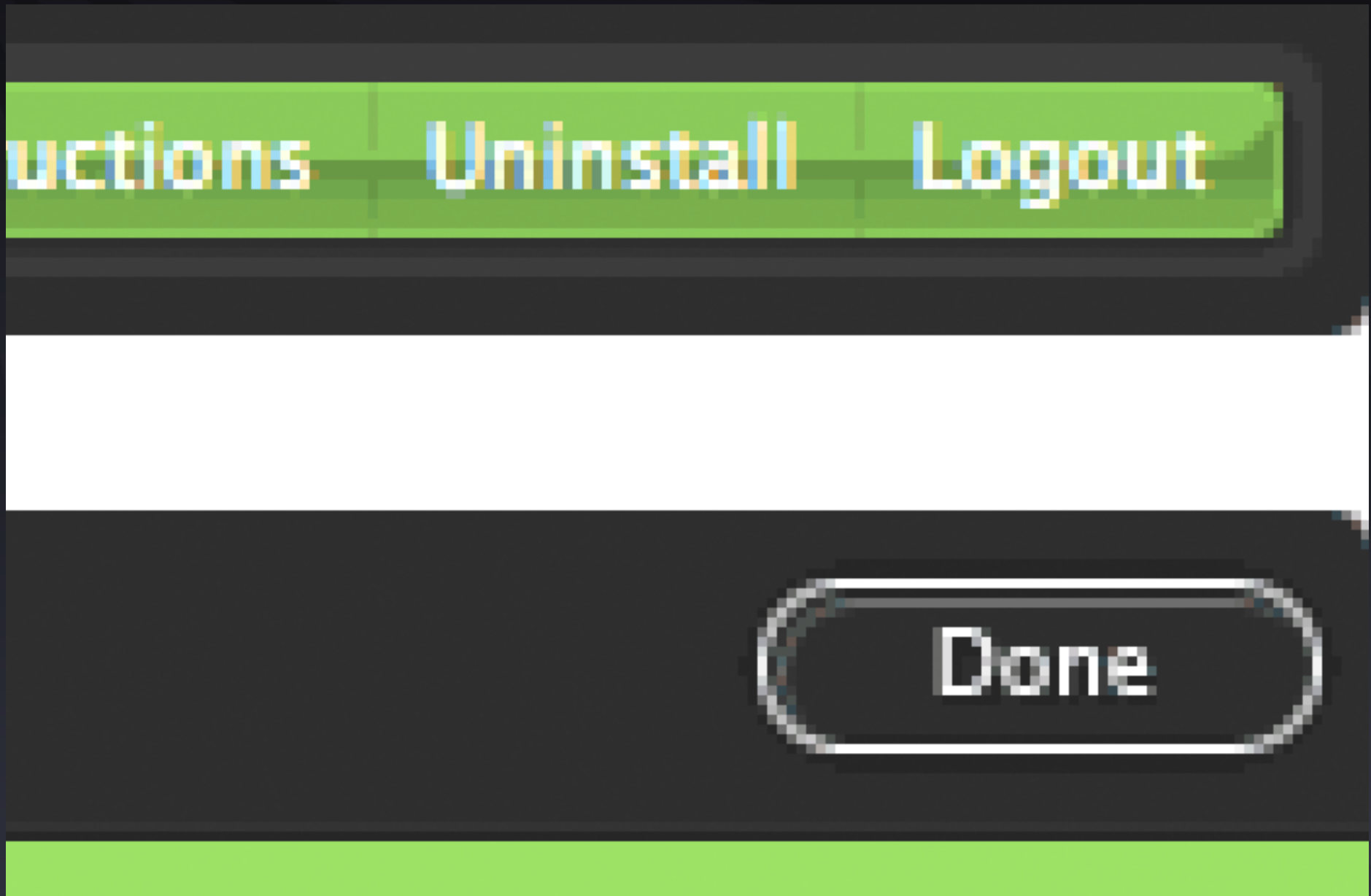
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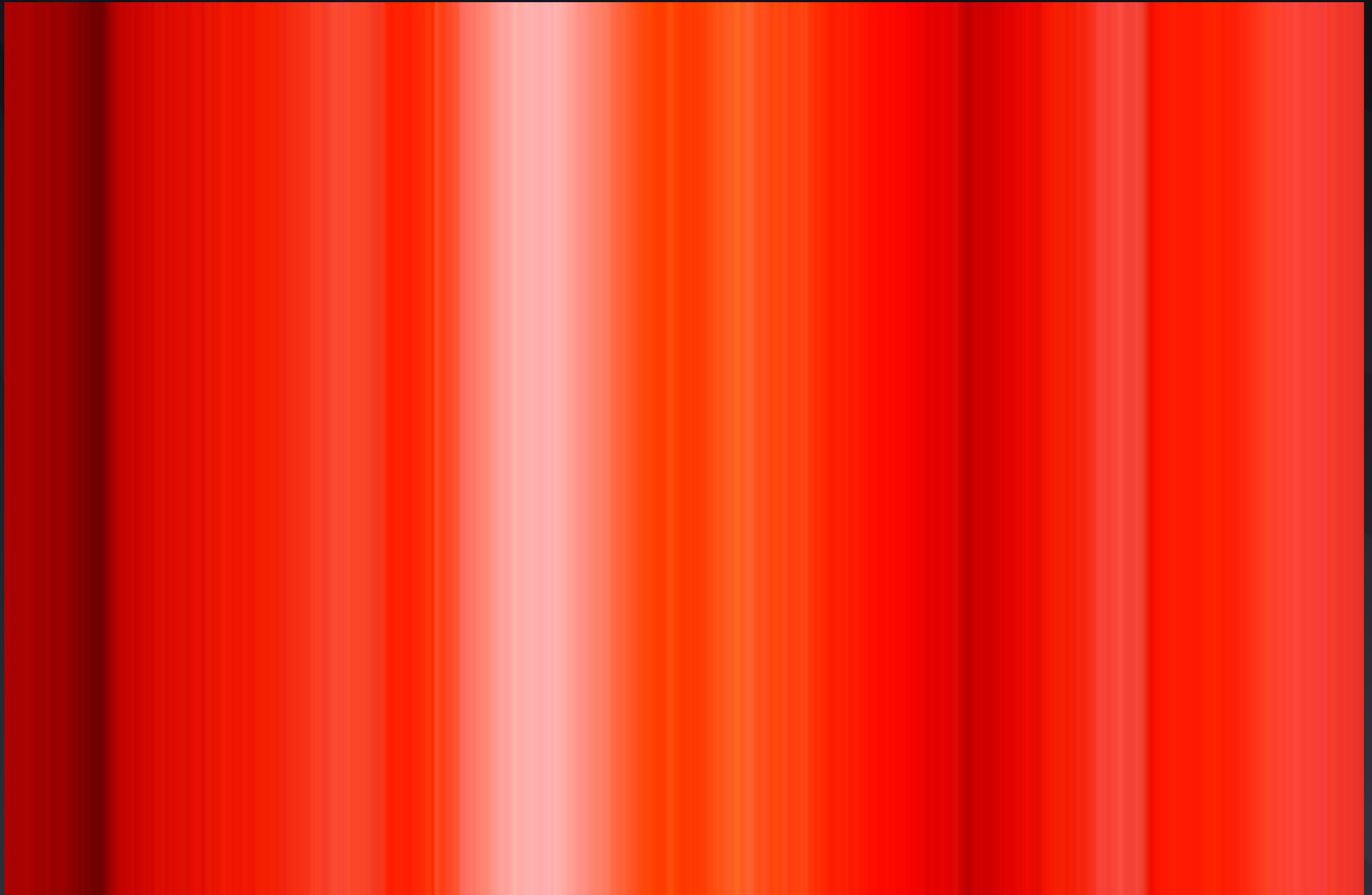


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Bush to Order 5,700 Troops Home from Iraq by End of Year

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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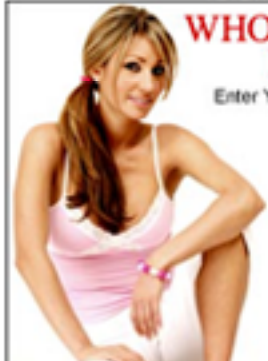
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Wednesday, May 21, 2008 • ASSOCIATED PRESS 

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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The main content area features a large red banner for a "BANNER SALES EVENT" with an image of several cars. Below this, the date "Wednesday, May 21, 2008" and the source "ASSOCIATED PRESS" are displayed. The headline reads "Senate Reaches Deal on War Funding, Set for Vote". A sub-headline in a red box states: "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 article text begins: "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."

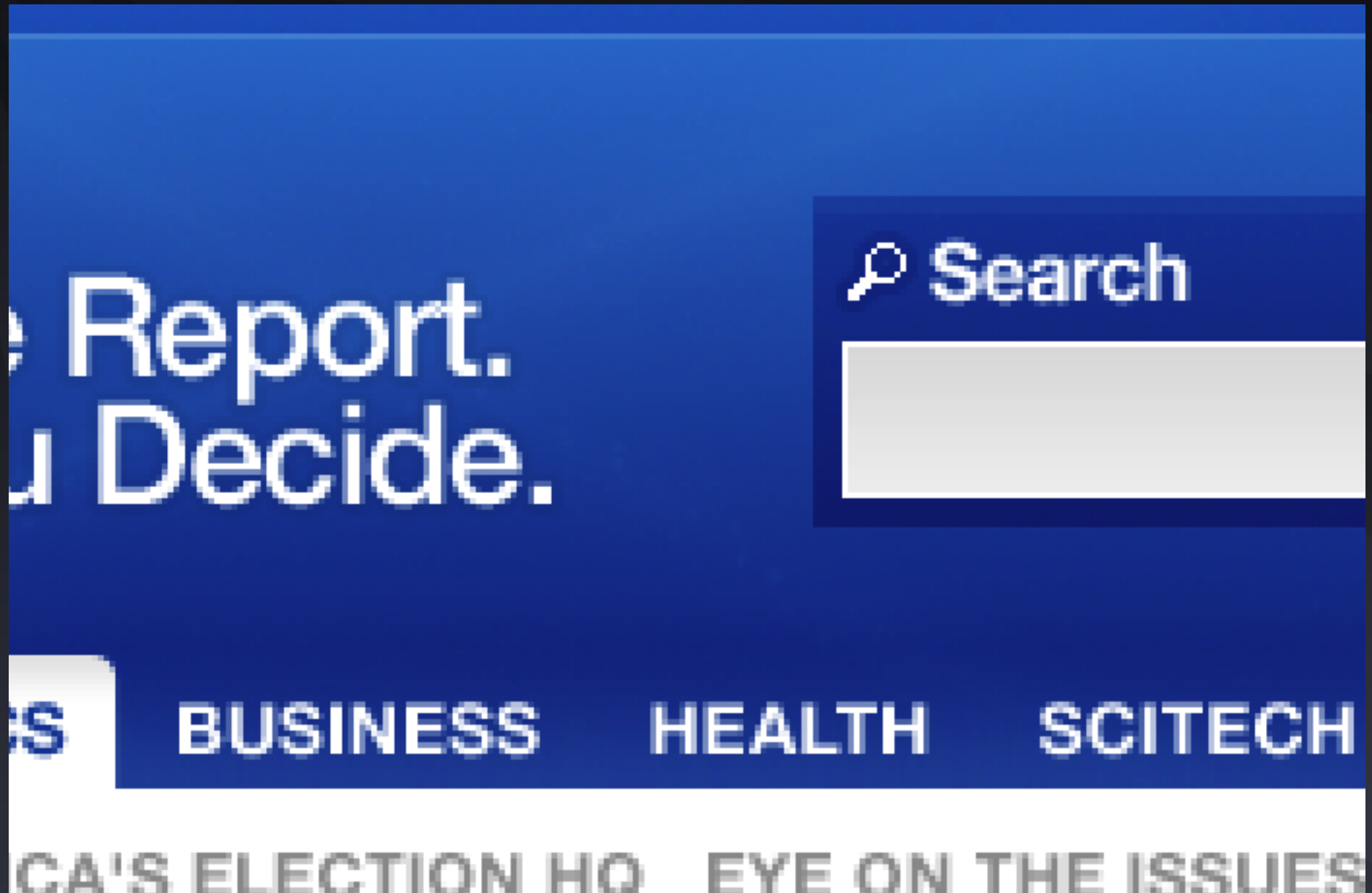
A second paragraph states: "The plan announced Wednesday night by Senate Majority Leader Harry Reid, D-Nev., would probably scuttle efforts to provide 13 more weeks of unemployment benefits as well as money for heating subsidies, fighting Western wildfires and aid to rural schools. Such spending had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

On the right side, there is a "FOX NEWS VIDEO" section with a "more videos" link. It displays a video player with a thumbnail showing two men in suits. Below the player is a list of video titles with expandable arrows: "Civil War in Iraq?", "Clinton Just Won't Give Up", "Worst President in History?", "GOP in 'the trash can'", and "Obama's 50-point Lead".

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