

What is front-end development? *And why is it broken?*

by **Daniel Fischer**



DFischer



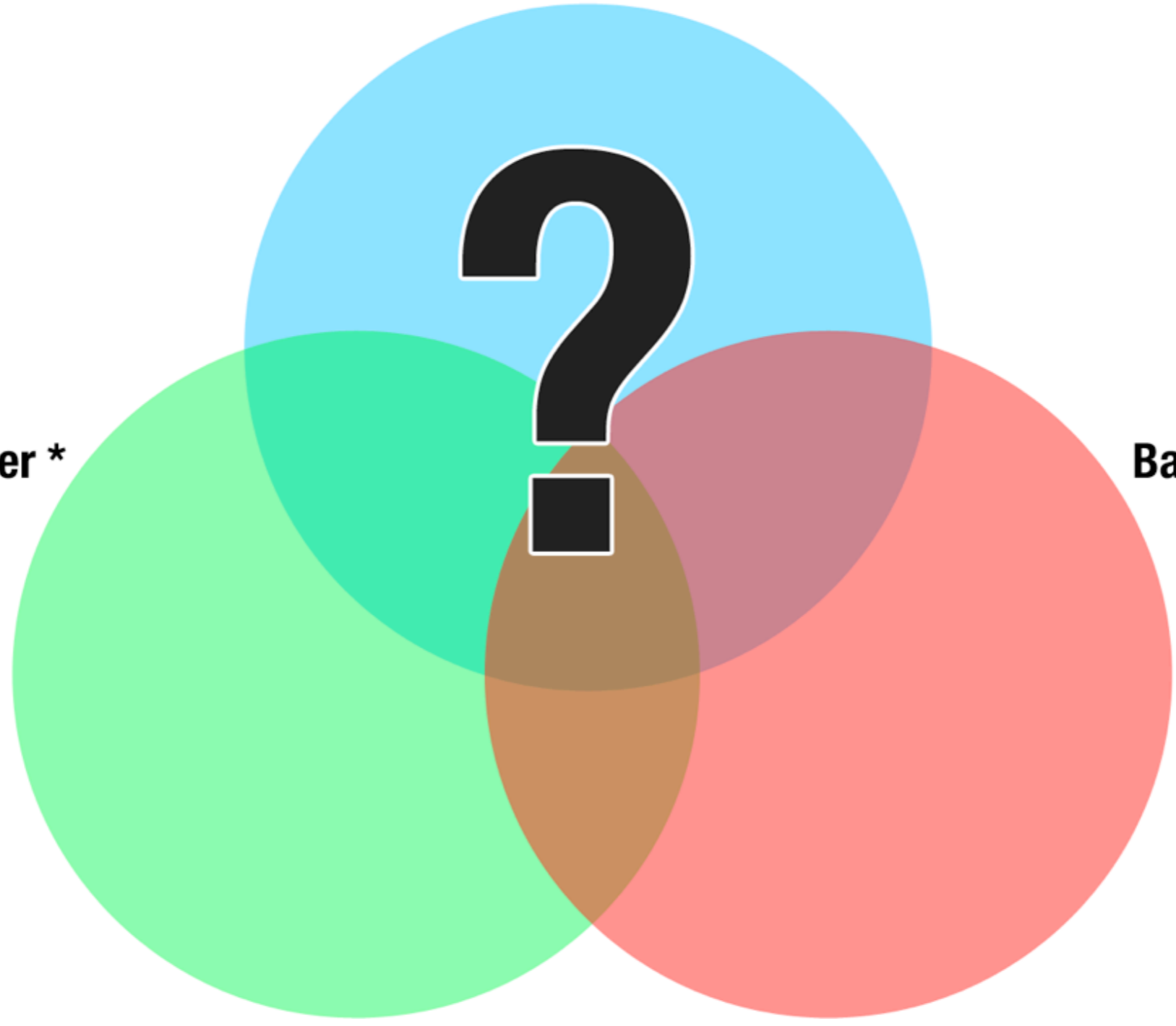
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thehybridgroup 

Front-End Dev

Web-Designer *

Back-End Dev



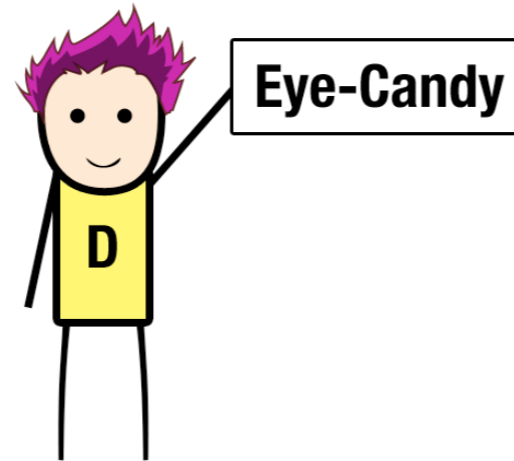
1. Designer

2. Back-end developer

3. Front-end developer



1. Designer

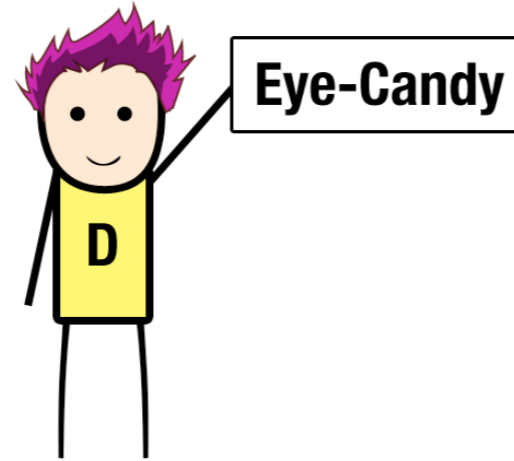


2. Back-end developer

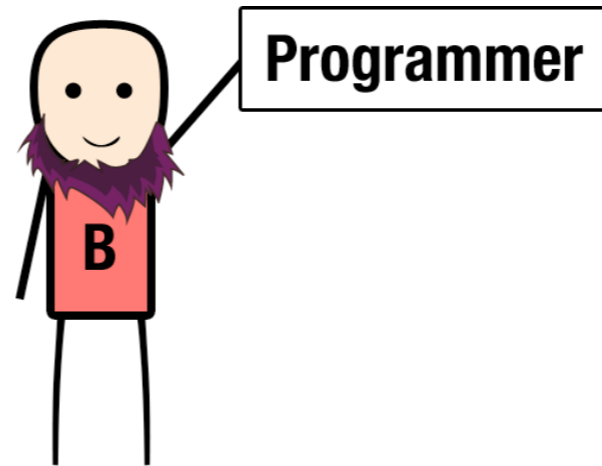
3. Front-end developer



1. Designer



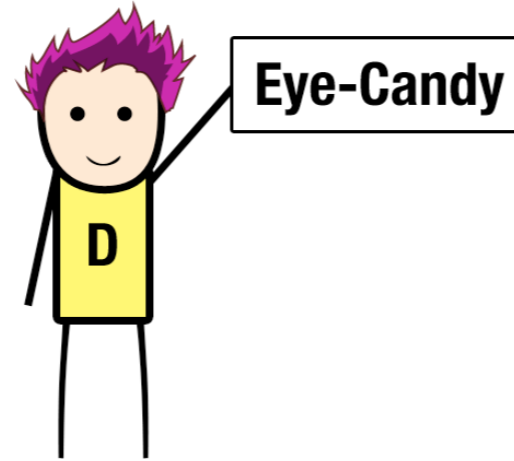
2. Back-end developer



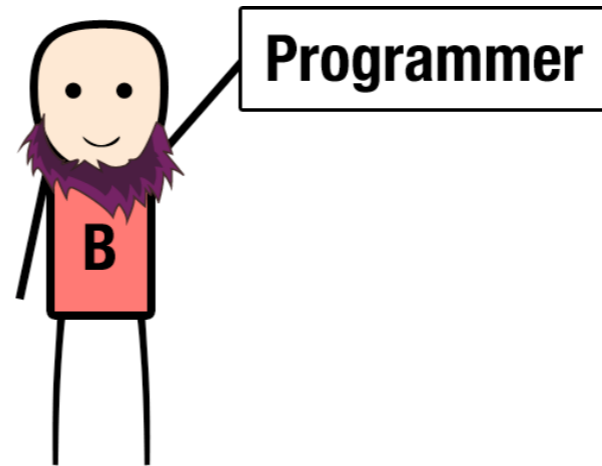
3. Front-end developer



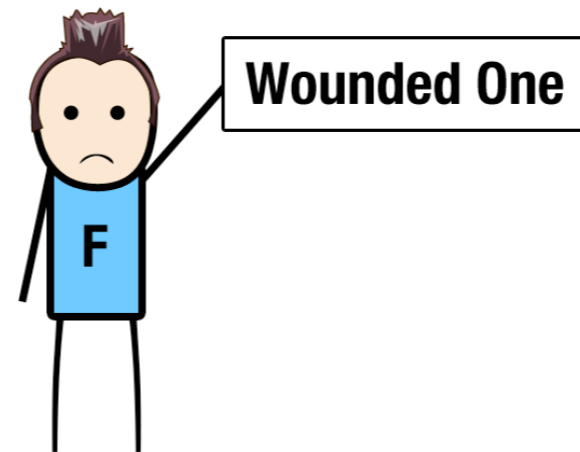
1. Designer

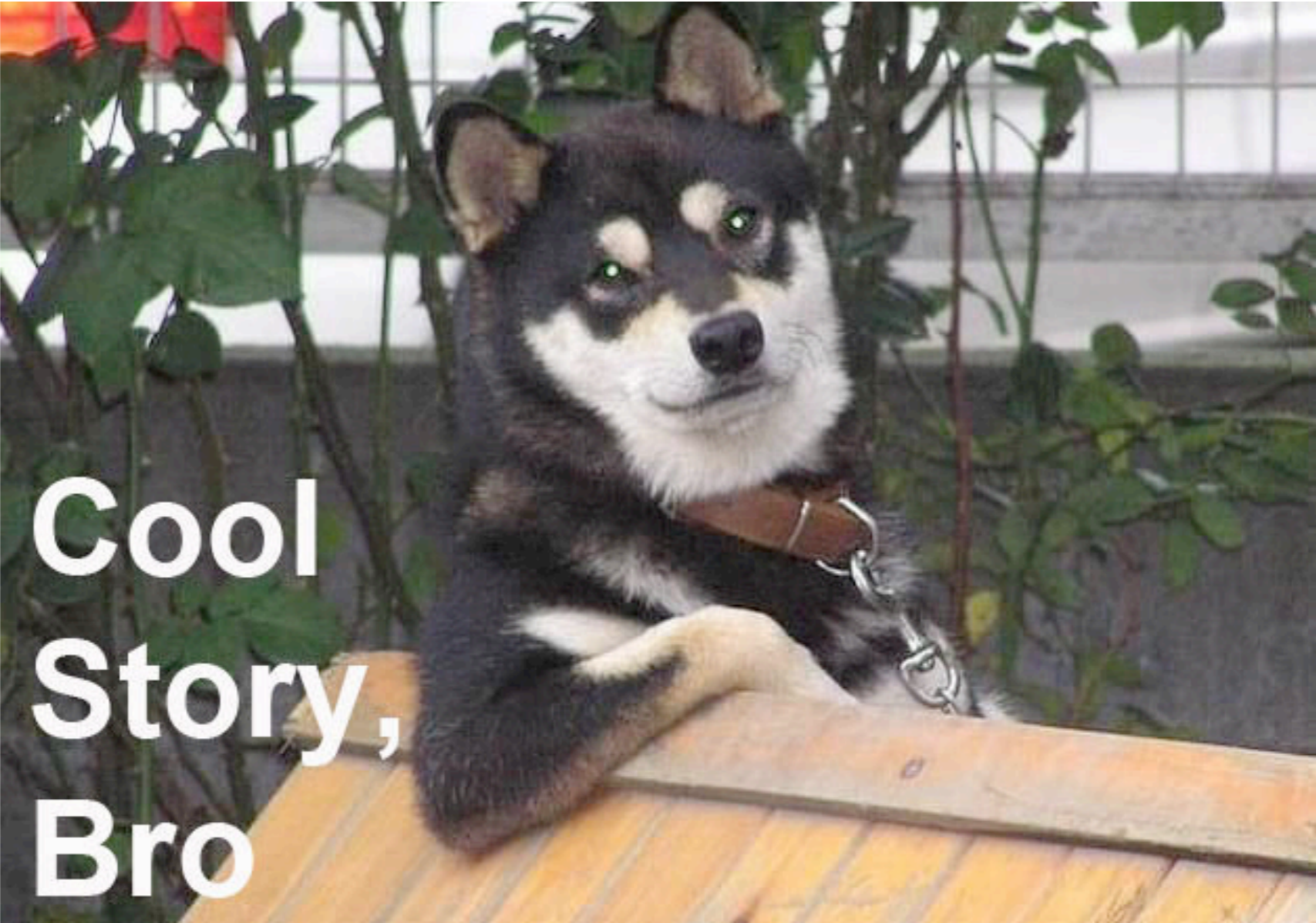


2. Back-end developer



3. Front-end developer





Cool Story, Bro BLO

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Dire.



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I. It's hard to find talent for the job.



1. It's hard to find talent for the job.
2. The people who are doing it, probably aren't doing it very well.



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1. It's hard to find talent for the job.
2. The people who are doing it, probably aren't doing it very well.
3. There are no consistent best practices.
4. It has an extremely large learning curve.
- 5. There is very little material available to study.**



Nope.



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LOL, *HTML* & *CSS* is
easy.



Complex.



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CSS & HTML's simplicity
creates complexity
through constraints.



CSS & HTML

difficulty

depends on context

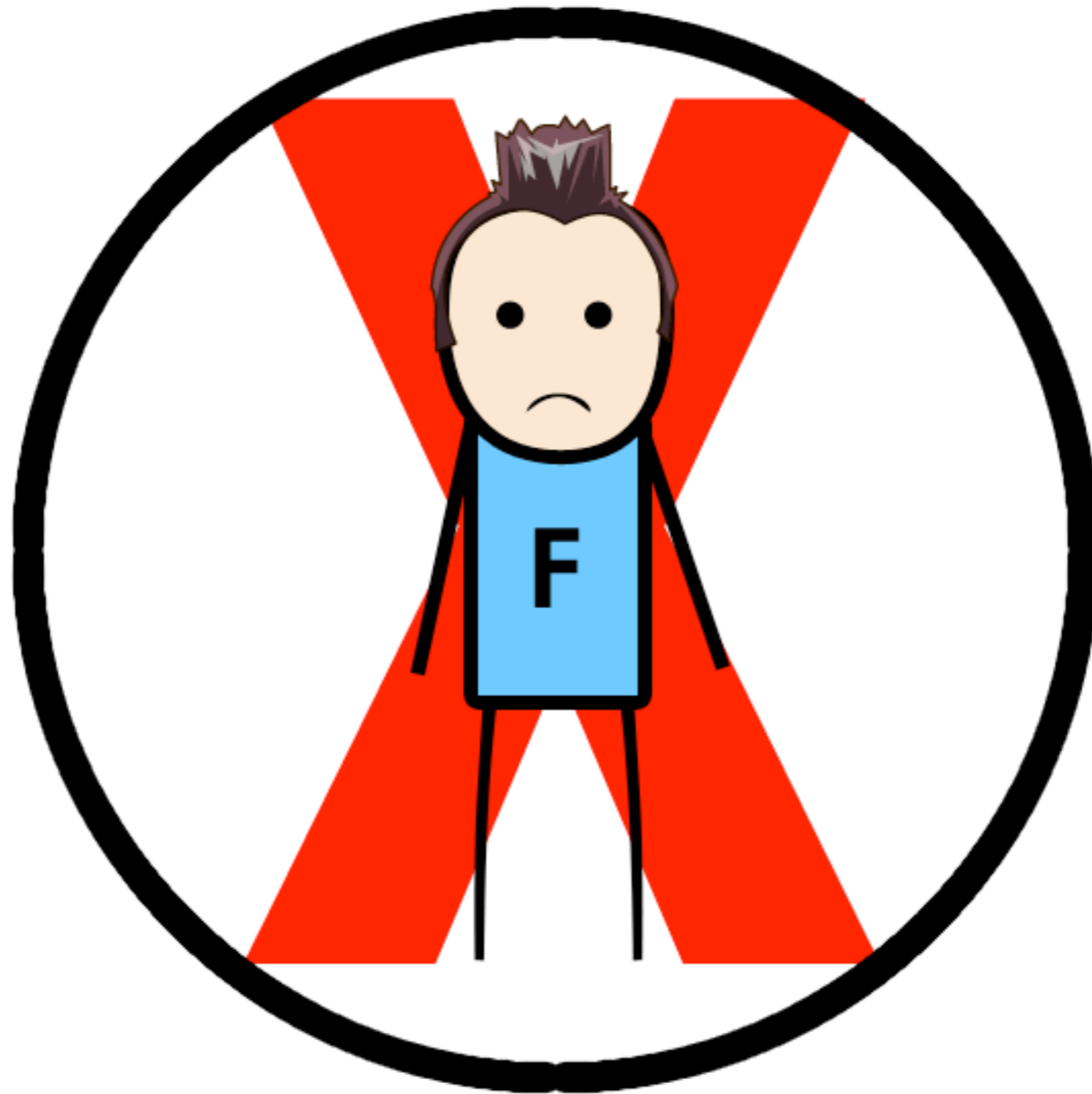
“Basic” Web-Site

Easy

Web-Application

Hard





No guides. No people.



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Back-end

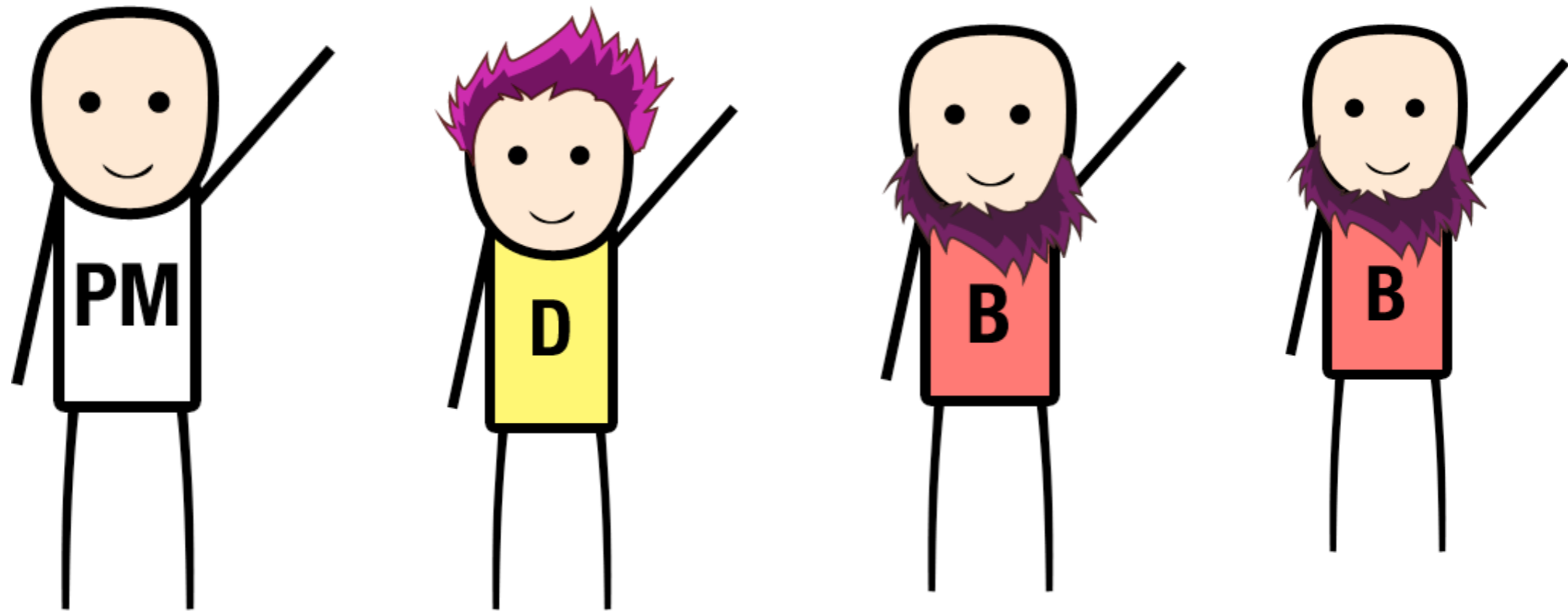
- Consistency? ✓
- Best-practices? ✓
- Material to study? ✓

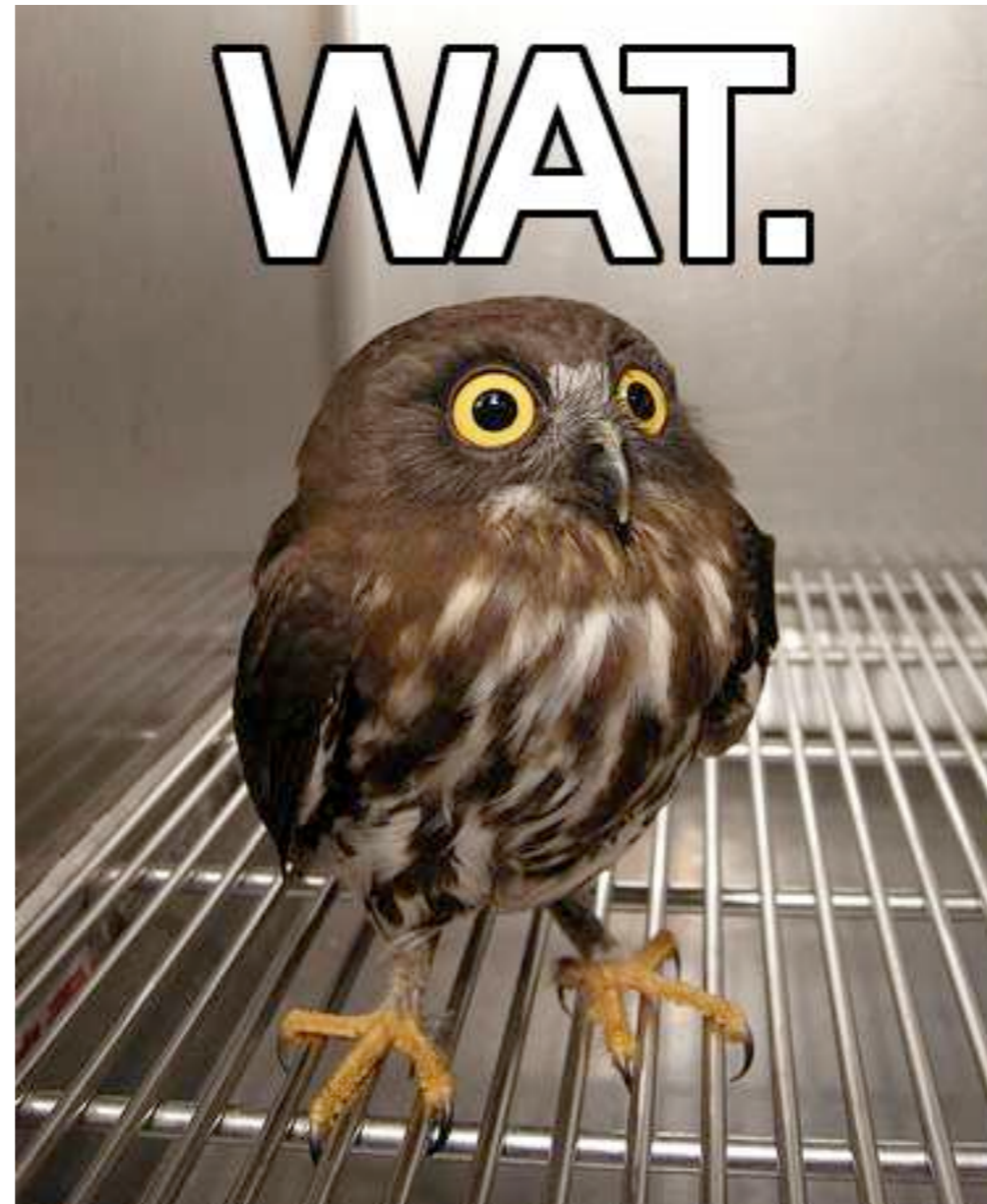
Front-end

- Consistency? ✗
- Best-practices? ✗
- Material to study? ✗



Awesome Rails startup





Please don't make me.



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- If by chance one of the back-end developers does have photoshop. Slap together what you can as quickly as possible. ✘
- Hire a PSD to HTML service and copy and paste their work into your .erb or .haml files. ✘





Brittle foundation



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Dedicated & Skillful.

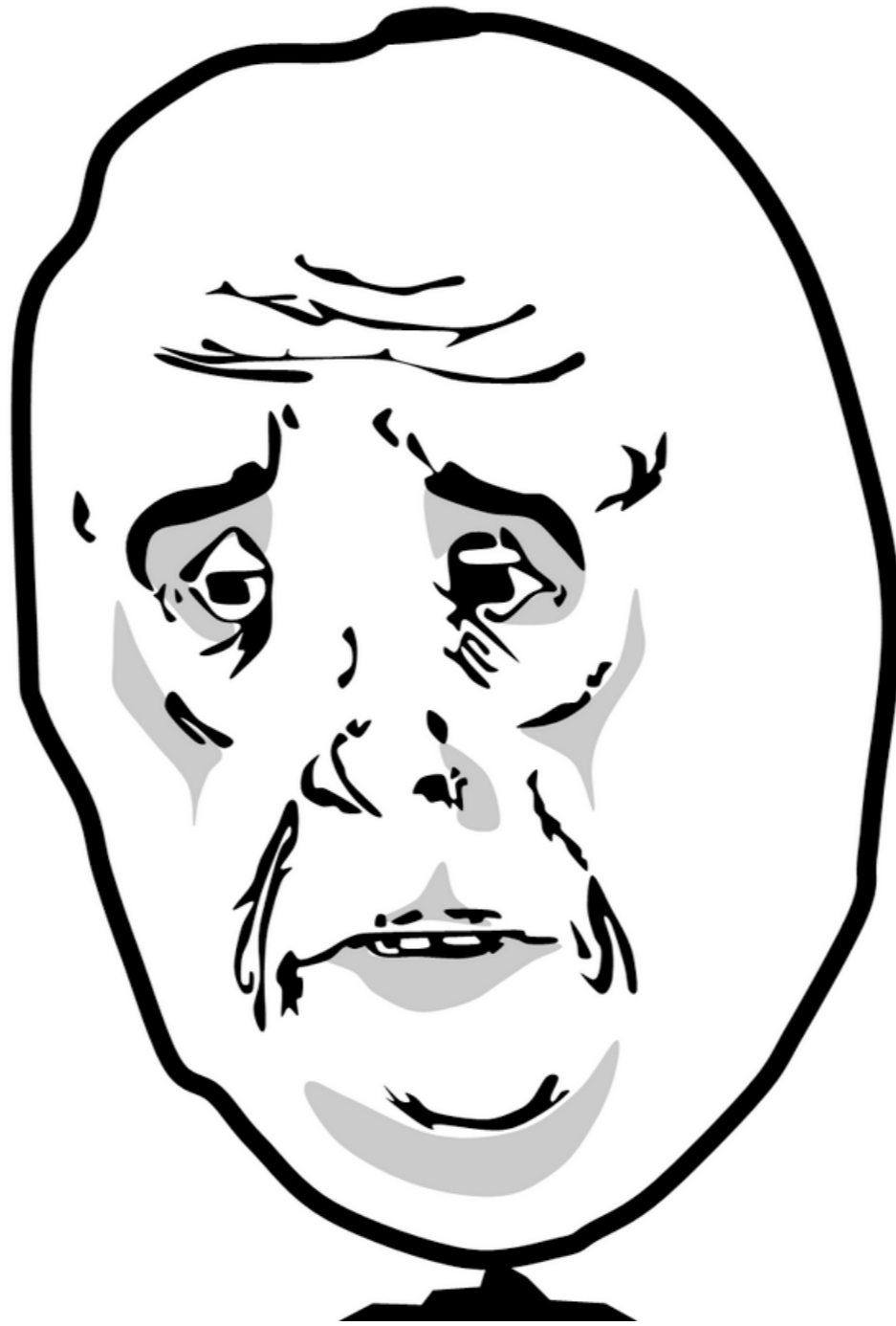


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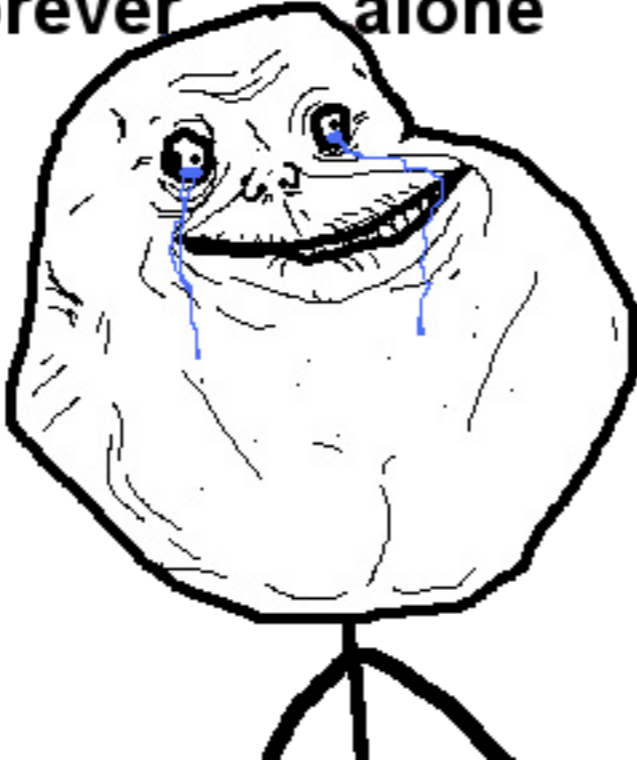
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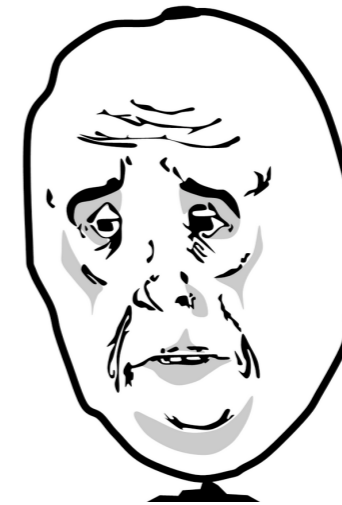
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- Have a dedicated front-end developer handle the integration and maintain the entire front-end layer with love and care. ✓❤

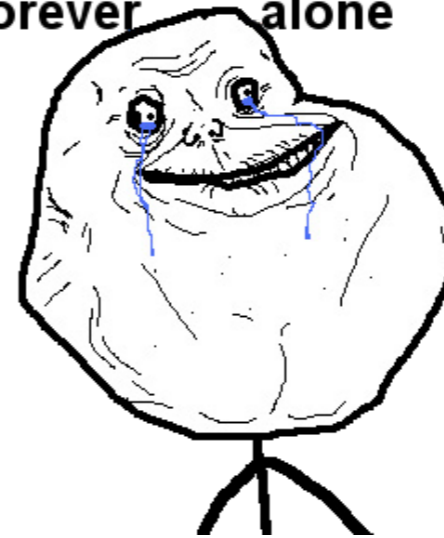


forever alone





forever alone







I'll start.



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**What should I
always think of?**

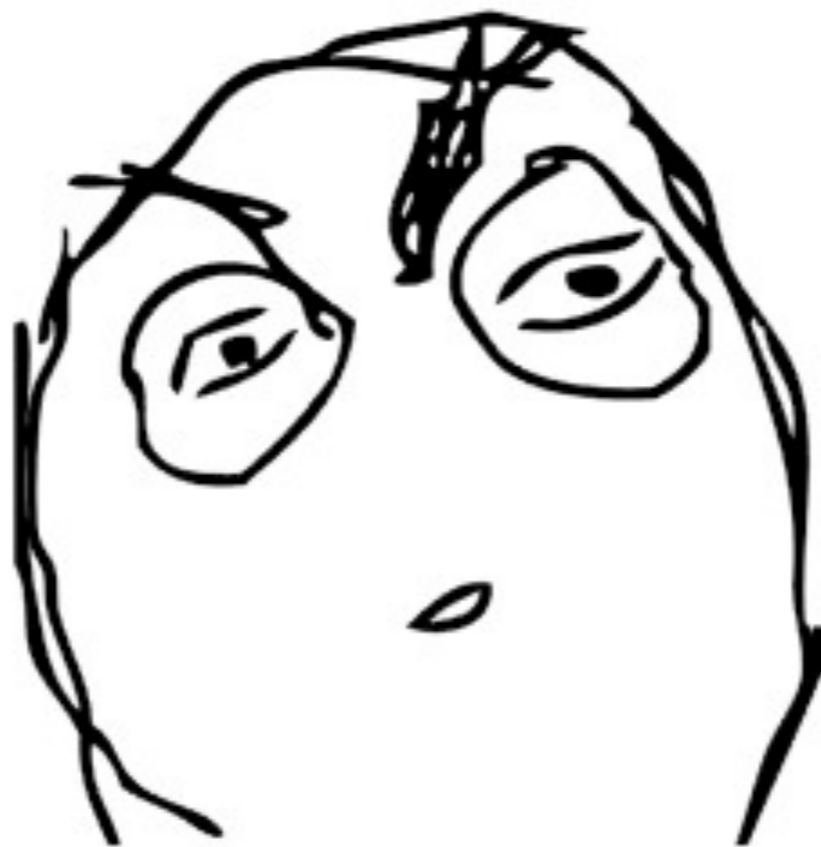


1. Architecture

2. Abstraction

3. Foresight





What?

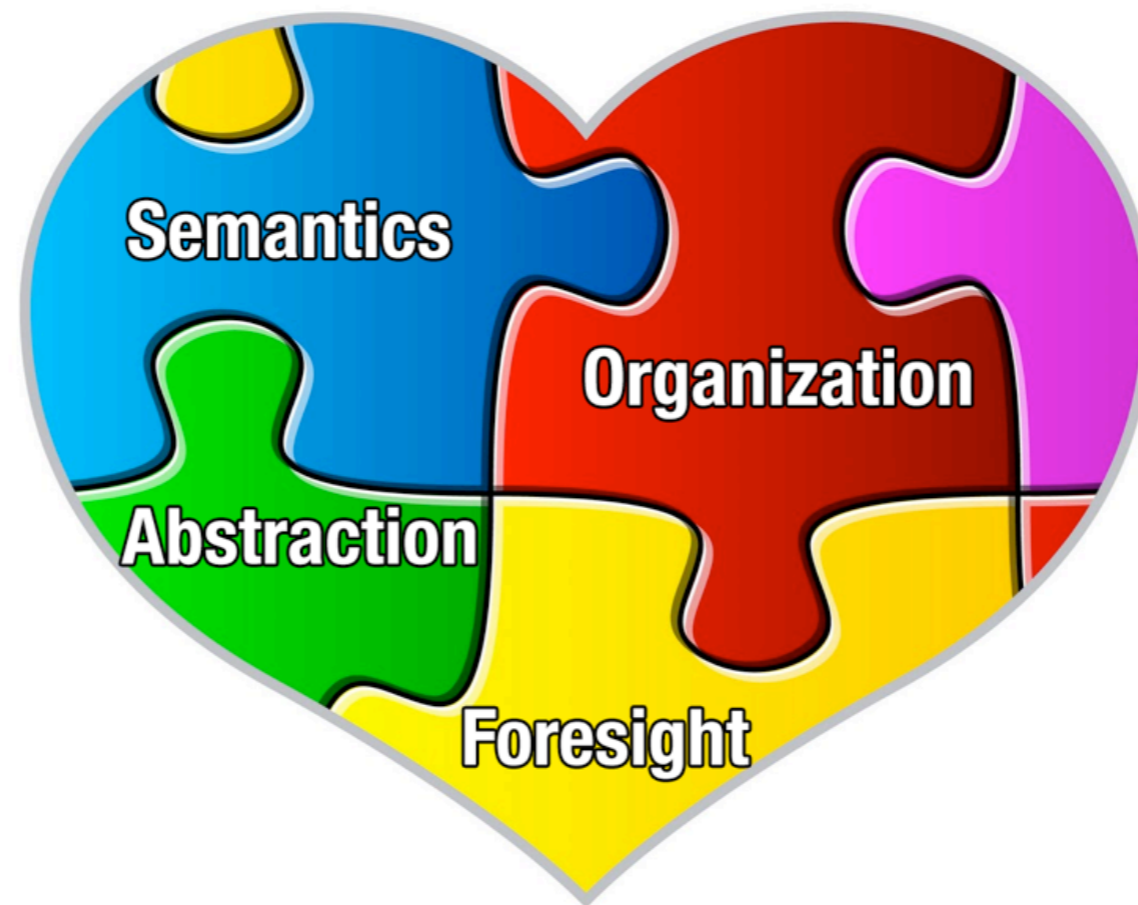


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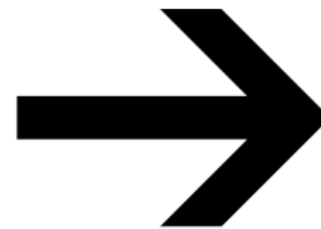
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Architecture



```
.arbitrary {  
  width: 0px;  
  height: 0px;  
  border-right: 60px solid transparent;  
  border-top: 60px solid blue;  
  border-left: 60px solid blue;  
  border-bottom: 60px solid blue;  
  border-top-left-radius: 60px;  
  border-top-right-radius: 60px;  
  border-bottom-left-radius: 60px;  
  border-bottom-right-radius: 60px;  
}
```



```
.pacman {  
  
}
```



*This is a simple level of abstraction.

Abstraction





Foresight



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Picture Time!





Chaotic Battleground



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Unexpected change.



Typical for Rails.



- Lack of care. Let's just *slap* code together as quickly as possible.
- Don't really know how to do it any better. There's a lack of resources.



Architecture, Abstraction, and Foresight.



Wait, there's one more
thing, and it's *magical*.



Scss

The future of stylesheets





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3. Reuse a lot of code.
4. Ability to be more semantic.
5. Work faster.
6. Have more control over your domain.



That sounds nice.



Seriously.



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You.



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“Hello”



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Agree.



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Tweet:

#betterfrontend

*“@DFischer and I agree that Scss is essential for front-end development.
#betterfrontend”*



Questions?

Daniel Fischer

@DFischer

#betterfrontend



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