A philosophy of restraint
OFFICIAL:
SCOTS ARE
HAPPIER
THAN THE
ENGLISH
THE SCOTSMAN
Why call it a philosophy?
Design is messy
We design to communicate, and we seek emotive responses.
To delight someone is to give them a small lesson in seeing the world as something good.

Frank Chimero, designer
A design aesthetic?
Minimal, lots of white space... and clean. Right?
Share your Food Sense

Submit your favorite recipes, become a contributor, or get interviewed.

Sign up for our newsletter to receive a handpicked selection of the best stories, recipes, and news, delivered weekly to your inbox.

LET’S BE FRIENDS!

For weekly finds, community recommendations, and more, like us on Facebook.

www.foodsense.is
**The Simpler CSS Grid**

Last week [it](https://www.webdesignerwall.com) talked about 960 Grid System is Getting Old. Surprisingly a lot of comments have been made. It seems like people are using 960gs because of the "golden ratio"—all numbers are even. I'm a designer, not a grid scientist. Why restrict your layout so that it can fit into this 960gs? A grid is supposed to help you in design, not to limit your creativity. The 978 grid, that I mentioned before, is not just about increasing the page width, but to loosen the gutter space so users can read it more comfortably. Today, I would like to write a follow up post to further elaborate on some of the points I brought up initially.

**960 Grid System is Getting Old**

For several years now the 960px grid system (960.gs) has been designers' favorite pick to help structure and design web layouts. As screens and resolutions have gotten bigger, I've found that the 960 grid system does not always fit my needs. 20px gutters and only a
Systems
We don’t design web pages.
We design systems.
Building a Global Experience Language for the BBC

We are evolving a global experience language for the BBC’s digital services. The GEL guidelines are a reference point for designing BBC services across Web, Mobile, iPTV and Tablet.

Featured Pattern

Carousel
Links should comply with existing standards and guidelines. They should be easily distinguishable from body copy using a combination of bold type and colour, along with underline or underline on hover. **On rollover links should change colour (and underline if under 24px).**

---

**Header 36px**

Subheader 20px

TIME STAMPS 11px CAPITALS

---


- Link Suspendisse porta commodo leo, 13px
- Link Pellentesque mollis nisi eget purus 13px

---

COMMENTS 11px CAPITAL
EMAIL 11px CAPITAL
PRINT 11px CAPITAL
### Form heading

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category select</td>
<td>Select One</td>
</tr>
<tr>
<td>Disabled field</td>
<td>Placeholder text</td>
</tr>
<tr>
<td>Disabled field 2</td>
<td>Placeholder text</td>
</tr>
<tr>
<td>Text field #1</td>
<td>Placeholder text</td>
</tr>
<tr>
<td>Text field with a really long label</td>
<td>Editing a field</td>
</tr>
<tr>
<td>Text field with a really long label</td>
<td></td>
</tr>
<tr>
<td>Text field with note</td>
<td>colly</td>
</tr>
<tr>
<td>Your public prttmofile:</td>
<td><a href="http://eq.fm/fan/colly">http://eq.fm/fan/colly</a></td>
</tr>
<tr>
<td>Years active</td>
<td>From 2001 to Present</td>
</tr>
<tr>
<td>Image upload step 1</td>
<td>Choose File, no file selected</td>
</tr>
<tr>
<td>Image upload step 2</td>
<td>UPLOADING IMAGE</td>
</tr>
<tr>
<td>Image upload step 3</td>
<td>[Image] of THE VACCINES</td>
</tr>
<tr>
<td>Radio buttons field</td>
<td>Option 1, Another option innit, yo, This is a band, This is a solo artist</td>
</tr>
</tbody>
</table>
• Build a foundation for complexity
• Devise a holistic approach for all projects
• Devise a detailed project-specific system
• Invest time in flexible pattern libraries
• Prepare for all eventualities
Embrace
constraints
Having complete freedom is possibly the worst way to start any project.
Constraint is key to understanding complexity. Increase constraint and you create an ordered system; do that inappropriately and you create the conditions for catastrophic failure; remove constraint and the system is chaotic.

Dave Snowden, The 5 C's of Complexity
• Make sense of the constraints you’re given
• Look for constraints you yourself can apply
• Make constraints a feature or selling point
Exercising restraint
Responding to the problem in the simplest way possible.
jQuery is a new kind of JavaScript Library.

jQuery is a fast and concise JavaScript Library that simplifies HTML document traversing, event handling, animating, and Ajax interactions for rapid web development. jQuery is designed to change the way that you write JavaScript.

- Lightweight Footprint
- CSS3 Compliant
- Cross-browser

GRAB THE LATEST VERSION!

Choose your compression level:

- PRODUCTION (14kb, Compressed Code)
- DEVELOPMENT (94kb, Uncompressed Code)

Download (jQuery);

Current Release: v.1.2.6
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Immerse yourself in the subject</td>
<td></td>
</tr>
<tr>
<td>• Design responses first, not a website</td>
<td></td>
</tr>
<tr>
<td>• Discover what can be put to one side</td>
<td></td>
</tr>
<tr>
<td>• Avoid misplaced vernacular and cliché</td>
<td></td>
</tr>
</tbody>
</table>
Simplicity and complexity
Less is more. Simple is better. Right?
NEWS & UPDATES
Plus artist profile claims

FAN RADAR
People you may know
Fanship and contributions by friends for artists I don’t follow

RELEASES
Slower timeline
Released today
Next week
This month
Recently added?

SHOWS & TOURS
Today’s shows
Tomorrow and this week’s shows also
Future listings too
Unleash complexity in orchestrated phases, and increase power gradually.
• Good systems bear the weight of complexity
• Embrace new methods for organising data
• Find simplicity in the data flows
• Don’t be afraid of obvious approaches
• Release power gradually
Between the lines
Don’t underestimate humans. They can fill in the blanks.
• Anticipate mental models
• Reveal only what is necessary
• Let users find their own stories
• Embrace serendipity
• Trust users to make sense of things
Affordance & typography
An affordance is a quality of an object, or an environment, that allows an individual to perform an action.
THE EASIEST WAY TO USE Real Fonts ON YOUR WEBSITE

This will change the way you design websites.
Add a line of code to your pages and choose from hundreds of web fonts. Simple, bulletproof, standards compliant, accessible, and totally legal.

Feature Tour  Try it for Free

Rosewood and Chaparral by Adobe

Typekit Enterprise
Unlimited users, unlimited usage, CDN integration, and more.

A snap to set up
We've worked hard to make Typekit easy to use. Add and use web fonts the way you want to.

Fast and reliable
Your fonts will be served from a robust network built with hundreds of servers worldwide.

Read more

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LOOKING FOR The right words?

I plan, write & review:

Websites & Apps
Content strategy for your website or web app—from discovery & audience research to messaging, site structure & writing content.

Blogs & Articles
Editorial strategy for your blog or online publication. I’ll address voice & tone, article topics, scheduling and style.

Newsletters & Print
Strategy & writing to make sure the content that lives outside your website is on-brand, consistent and written well.

www.secondandpark.com/
• Understand the power of attractiveness
• Create obvious opportunities for interaction
• Avoid unnecessary fakery and over-texturing
• Don’t “iCal” the skeuomorphics
• Use web type responsibly
Distraction
ROOM. WITH A VIEW.
The most legroom in coach and free DIRECTV.*

$419 per person
Fort Lauderdale
4-day/3-night package from New York
Restrictions apply

$67 one way
From New York, NY (JFK) To Boston, MA (BOS)
Restrictions apply

$75 one way
From New York, NY (JFK) To Rochester, NY (ROC)
Restrictions apply

*Based on average seat-width pitch of U.S. airlines. DIRECTV® service is not available on flights outside the continental U.S.
• Use a clear hierarchy
• Look for obvious clashes or fussy extras
• Remove or lessen the impact of distractions
• Avoid dozens of competing patterns
• Don’t disguise calls to action
Focus & context
Put the extraneous to one side. Focus on the task in hand, or add greater emphasis to stories.
YOUR BASKET

CHOOSE SHIPPING REGION

Please choose country

1 ITEM IN YOUR BASKET

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Price</th>
<th>Quantity</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORLD MAP</td>
<td>£55.00</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>HAND-PULLED SCREEN PRINT</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

UPDATE YOUR BASKET

COSTS BREAKDOWN
### Choose Shipping Region

Please choose country

### 1 Item in Your Basket

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Quantity</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>World Map</strong></td>
<td>£55.00</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Hand-Pulled Screen Print</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Update Your Basket

### Costs Breakdown

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subtotal</td>
<td>£55.00</td>
</tr>
<tr>
<td>Discount</td>
<td>£11.00</td>
</tr>
<tr>
<td>Discounted Subtotal</td>
<td>£44.00</td>
</tr>
<tr>
<td>Shipping</td>
<td>£20.00</td>
</tr>
</tbody>
</table>

**Total**: £64.00

Enter a discount coupon?  

**Billing & Shipping →**
LOCAL TOURIST

Aaron Britt takes the road less traveled around San Francisco

As part of California's great unwashed masses (not here that's pronounced "Cah-lose"), I rarely even use public transportation. My monthly transit pass is my ticket to every nook within the town and I'm happy to make use of it. But this is only part of the picture of how I get around town. For those trips that require too many bus transfers, too much walking, and having a few too many martini's, I hop a cab. And Skype fills the rest.

But going from cab to cab, or cab to bus, or Skype to bar, or whatever combination of these means that I really stop, let alone smell the roses. And that's a shame. I decided to expand my notion of San Francisco transit to include things like Segways, kayaks, and all the things on the sip line. And instead of focusing over the quickest way to get from Golden Gate Park to Union Square, I took the form of transit that would give me the best experience. I suppose my aim was to see the city in a different way, to travel like that wide-eyed optimist and perpetual butt of jokes—a tourist.

EMPHATICALLY LOCAL

The Bold Italic equips you with unique local intel, hardships, and adventures that define San Francisco. Use them to get out and be a better local. Learn more. Sign up and you'll give you new ways to organize your local savvy.

AARON'S FINDS

- GoCar
- Fort Point
- Golden Gate Park
- City Kayak

REASONS TO LEARN TO DIVE

So then, my second Top 5 list. Just before I wrote this, I spent a week on the Isle of Man learning to Scuba dive, and it was great. If any of you reading this have been contemplating learning, please let this article persuade you to actually get started. I can tell you for certain that it's one of the greatest things you will ever do. Enjoy.

REASON #1

IT'S F***ING AWESOME

Yeah, I know, obvious reason, but I couldn't think of a better way to sum the whole sport up.

I've always been a fan of the sea and what's under it, but to be able to immerse and envelop yourself fully in it, to put yourself and your safety in the hands of such an elemental force is awesomely awesome (for want of a better word).

And there's the exploratory angle. I have an active imagination, and when I was 15-20 meters below the surface it was very easy for me to imagine that no other human had ever been to the places I was finning around. When all you can see is your buddy and a whole host of sea life in 10 meters of visibility it's very easy to convince yourself of this.

But add to that the knowledge that during your diving career, you probably will do exactly this, imagination required. The sea is a pretty big place, and when you start diving deep to areas that no human actually hasn't been before, you are an explorer, in the best sense of the word.

REASON #2

EQUIPMENT

- Cylinders
- Mask
- Wetsuit

I frankly can't wait to start building my own kit, having everything working how I want it. I'm going to love browsing catalogs and online shops for ages, searching for the perfect part of equipment that I need. For me, the satisfaction you get from buying and learning to maintain your own kit is immense.

SHARKS

www.thebolditalic.com/

www.gregorywood.co.uk/
Fabrice Muamba shows 'small signs of improvement'

Fabrice Muamba’s heart condition is "showing small signs of improvement" following his cardiac arrest.

A Bolton statement said: "His heart is now beating without the help of medication and he is also moving his arms and legs.

"However, his long-term prognosis will remain unclear for some time.

"He is still critically ill and will continue to be closely monitored and treated by staff in The London Chest Hospital's intensive care unit."

The midfielder, 23, has been at the hospital's heart attack centre after suffering the cardiac arrest during Saturday's FA Cup tie at

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19 March 2012 | Tottenham

FA Cup talk irrelevant - Davies
19 March 2012 | Bolton

Featured in this story

Football on the BBC
BBC Manchester sport
Bolton weather
BBC Sport Premier League

This story around the web

Muamba 'stable but critical' - hospital
Yahoo! UK and Ireland 48 mins ago

Fiancee calls for prayers as Fabrice Muamba remains critically ill in hospital
Irish Independent 1 hr ago

Prayers for Muamba after cardiac arrest
Christian Today UK 1 hr ago
However, his long-term prognosis will remain unclear for some time.

"He is still critically ill and will continue to be closely monitored and treated by staff in The London Chest Hospital's intensive care unit."

The midfielder, 23, has been at the hospital's heart attack centre after suffering the cardiac arrest during Saturday's FA Cup tie at Tottenham.

Bolton chairman Phil Gartside and manager Owen Coyle visited the player on Monday morning.

In a statement on the club's website, Gartside said: "The staff at the London Chest Hospital have been nothing short of exceptional and I would like to thank them all at this ongoing critical time."

"The support we had from Tottenham and our own fans was fantastic - the staff, the fans, the players and the officials at the game - it was unbelievable."

Muamba's fiancee Shauna Magunda, the mother of his son Joshua, has thanked well-wishers for their support.

"Where there is life there is hope," she tweeted on Monday.

Bolton manager Owen Coyle said: "From our end, and on behalf of the family, we certainly want to say thanks to everybody.

"Everybody is praying for Fabrice which is very important and that has been a real source of strength to the family."

Bolton's Premier League game at Aston Villa on Tuesday has been postponed.

Medics spent six minutes trying to resuscitate the former England Under-21 international on the pitch after he fell to the ground with no other players around him.

The score was 1-1 when the quarter-final was abandoned after 41 minutes.

Patients in the hospital have been moved to the intensive care unit to monitor Fabrice Muamba.
• Design with context and tell the story
• Allow users to focus
• Split complex tasks into manageable chunks
• Don’t compromise primary areas
• Remove distractions at key times
• Forms can always be simplified
Audit
A timely audit can prevent catastrophic failures, and shine new light on what you’ve learned.
I’m not yet sure if or how these colour keys translate to areas of the Fan and Artist profiles, and this needs more investigation.

That said, I want to look at carrying this approach throughout, again marrying the keys to data types, e.g: Green for Release, Blue for Shows etc.

As Greg is so close to the Artist screens, he can have a huge impact here by translating my rough ideas.
History student, writer, and part time music teacher.

ARTISTS FRIENDS FOLLOWERS
93 246 389

You and David

You’re compatibility is 87%

You’re both fans of The National, Burial, Massive Attack, Fleetwood Mac, The Beatles, Elbow, British Sea Power and 23 more artists.

FOLLOW DAVID

Charts

TOP ARTISTS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>124</td>
<td>The Beatles</td>
</tr>
<tr>
<td>102</td>
<td>Tennis</td>
</tr>
<tr>
<td>95</td>
<td>Sharon Van Etten</td>
</tr>
<tr>
<td>73</td>
<td>Fleetwood Mac</td>
</tr>
<tr>
<td>49</td>
<td>Gus Gus</td>
</tr>
</tbody>
</table>

TOP ALBUMS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Album</th>
</tr>
</thead>
<tbody>
<tr>
<td>102</td>
<td>Young and Old</td>
</tr>
<tr>
<td>88</td>
<td>1967-1970</td>
</tr>
<tr>
<td>77</td>
<td>Tramp</td>
</tr>
<tr>
<td>53</td>
<td>Rumours</td>
</tr>
<tr>
<td>29</td>
<td>T-World</td>
</tr>
</tbody>
</table>

Bands by country

22

87

104

3
David Hargreaves

History student, writer, and part time music teacher.

Fan of 1246 artists, including...

The Weakerthans

Elbow

The XX

Fleetwood Mac

Burial

The Phoenix Foundation

Massive Attack

The Beatles

You and David

You’re compatibility is 87%

You’re both fans of The National, Burial, Massive Attack, Fleetwood Mac, The Beatles, Elbow, British Sea Power and 23 more artists.

FOLLOW DAVID
• Add breathing space to your schedule
• Make regular audits a part of your process
• Be honest about shortcomings or failures
• Never be afraid to rethink and rework
A final pause
Don’t launch. Instead, sit with your work, think about it. Sieve it down and give it space.
Established in Nottingham in the year 2003

THIS IS THE FAMOUS JOURNAL OF
MR. SIMON COLLISON
KNOWN INTERNATIONALLY AS COLLY

The founder of Erskine Design, author, lover
MR. COLLISON’S ABOUT PAGE

Dropping superb observations like they’re hot
THE LATEST JOURNAL ENTRY

Procrastinate to your heart’s content and do
BROWSE THE VAST ARCHIVES

Please note that Mister Collison is currently
ACCEPTING COMMUNICATIONS

THE CONTENT WITHIN IS AT TIMES
MAD & DERANGED
BUT ALWAYS TRUSTWORTHY AND BONAFIDE
Simon Collison is a highly intelligent and experienced gentleman from Nottingham. Web designer, author, fighter, and love fool, and creative director at Erskine Design. More →

Five Years of Quiet Revolution
Nice people sometimes ask where the videos of my talks are. Well, most of my presentations have not been recorded, were screwed up during recording,... More →

Mon. Collison is currently
Considering Emails
Drop me a line. I'll do my best to reply—although I don't always manage to do so. Please note that I always struggle to deal with questions that require War And Peace by return.

Mr. Collison's design agency
Erskine Design

Abundant professional musings
Erskine Laboratory

Elocuently presented orations
Public Engagements

The tweets of @collylogic
Twitter Happier
Established in Nottingham in the year 2003

THE MOST CELEBRATED MISCELLANY OF

MR. SIMON COLLISON

- A.K.A Colly

Bottled for your pleasure
POTTED AUTOBIOGRAPHY

Dropping science like it’s hot
THE SPLENDID JOURNAL

Catalogued bipolar outpourings
EXHAUSTIVE ARCHIVES

Mr. Collison is currently
CONSIDERING EMAILS

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Nice people sometimes ask where the videos of my talks are. Well, most of my presentations have not been recorded, were screwed up during recording. More →

789—EEC2009 round-up
788—CSS Mastery Second Edition
787—Geek In The Park
786—The Process Toolbox
785—Starting from the beginning...

Drop me a line. I’ll do my best to reply—although I don’t always manage to do so. Please note that I always struggle to deal with questions that require War And Peace by return.

ALTERNATIVE REFERENCES (VIEW ALL)

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ERKSINE LABORATORY

Eloquently presented orations
PUBLIC ENGAGEMENTS

The tweets of @collylogic
TWITTER HAPPIER

Published works about design
BOOKS & ARTICLES

Images from the field
Flickr Photographs

Playing on the gramophone
LAST.FM SCRIBBLES

Notable items from other folk
DELICIOUS BOOKMARKS
Hello. I'm Simon Collison (a.k.a Colly)—a designer, speaker, and occasional author, spending my days trying my best at Erskine. Welcome to my celebrated new miscellany. More →

Redesigning the undesigned
For two years—and with much embarrassment, I have been apologising for my undesigned blog. Well, no more shall I blush. To mark this fourth redesign… More →

Opinions & queries this way
Drop me a line if you wish, or maybe just download my business card for future reference. I'll do my best to send a reply—although I don't always manage to do so. →

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Erskine Design

Abundant professional musings
Erskine Laboratory

Images from the field
Flickr Photographs

The tweets of @simoncollison
Twitter Happier
• Sit with your ‘finished’ work for some time
• Stand back from it, find new perspectives
• Seek valued opinion and feedback
• Find things to throw away or reduce
• Launch only when you are ready
This is my philosophy
delight / emotion / surprise
systems / constraint / restraint
simplicity / complexity / focus
context / reduction
Thanks

Simon Collison

@colly