TENSION
BALANCING ACT
the
DREAM CRUSHER
TIGHTROPES & SPRINGBOARDS
DISCLAIMER

THIS PRESENTATION CONTAINS OPINIONS
I’m a Web Hippy
I LOVE THE WEB
Dutch Digital Day
September, 2016
Phil Hawksworth

http://sub.domain.com/path?query=thing#hash
AITCH TEE TEE PEE
DOUBLE MEH

– Alex Sexton
BUILDING FOR THE WEB CAN BE HARD
TEAMS IN CONFLICT
CHALLENGES
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OMFG DEVICES
FORMALISED APPROACHES
PROGRESSIVE ENHANCEMENT
FLEXIBLE IMAGES

images are filling good spots; we’ve got a grid based layout, one that doesn’t sacrifice consistency for flexibility. Just to assert that the first time I figured out how to build a fluid grid, I was flabbergasted by its recall. But then, so often to grasp web design, designers not it. Generally, our page is static in words, and static site. Actually, nothing, our page is much livelier. Why is this problem? Well, our callers effectively within a flexible container would do the same thing. Nothing is holding them up. We can build those “images” to wrap around. Some of which we’ve transformed because of fluid grids.

BEYOND BACK, BACK TO MARKUP, NARROW

To find a moment, let’s do another quick experiment. Let’s drop an image directly inside our Fluid container, and see how our layout

Responsive Web Design by Ethan Marcotte

Responsive Web Design

A BOOK APART
MATERIAL DESIGN

Material is the metaphor

A material metaphor is the unifying theory of a rationalized space and a system of motion. The material is grounded in tactile reality, inspired by the study of touch and the human sense of touch.

Bold, graphic, intentional

The foundational elements of print-based design—typography, grids, space, scale, color, and use of negative space—mediate between the material and the user.

Motion provides meaning

Motion respects and reinforces the idea that the material is the metaphor.
These are not purely technical challenges.
CHALLENGES OF THE MEDIUM
DESIGN EXPERTISE
EVOLUTION
which one of the two possible websites are you currently designing?
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TECH

CREATIVE
who is CREATIVE?
VISUAL DESIGNERS
USER EXPERIENCE DESIGNERS
COPYRIGHTERS
CONTENT STRATEGISTS
PLANNERS & STRATEGISTS
INFORMATION ARCHITECTS
FRONT END DEVELOPERS
PLATFORM ARCHITECTS
we are all CREATIVE
MINDSET
APPRECIATION OF OUR CRAFTS
PURITANICAL
DIVERGING GOALS
That waterfall problem
THE AGILE SOLUTION?
A COMMON PERSPECTIVE
PICKING FIGHTS
PICKING YOUR BATTLES
Robin Williams had the greatest increase in search of any one person in 2014

Robin Williams

July 21, 1951 – August 11, 2014

Robin Williams left a huge legacy in movies, comedy and kindness. Searches for his most memorable character, Mrs. Doubtfire, came out on top. He won a Best Supporting Actor Oscar for Good Will Hunting, performed standup in front of over 100,000 US troops and raised millions of dollars for charity.

A new openness about depression...
Screen Greats

From adorable curls to sharp tongues, Hollywood lost some huge personalities this year. We searched in celebration of their lives.
TESTING TOOK LONGER THAN EXPECTED BECAUSE WE WERE SO DISTRACTED BY THE CONTENT

A CLIENT DURING UAT
TEAM ALIGNMENT

#SQUADGOALS
ONLY WHEN WE’VE IDENTIFIED THE RIGHT THING TO DO...

CAN WE FOCUS ON DOING THAT THING RIGHT

THE DREAMCRUSHER
DELIGHT CAN BE FOUND IN MANY PLACES
YOU JUST MAKE STUFF FOR BIG CYNICAL BRANDS
love
has
no
labels
WHAT WE MAKE MATTERS
IT’S BEST WHEN WE MAKE IT TOGETHER
DIVERGING GOALS
CONVERGING GOALS
Thank you @PhilHawksworth