Hybrids rule everything around ME

A talk given with ❤ by Bryan Veloso

BlendConf 2013

For the benefit of people who sit in the back, nothing important will appear here.
For the benefit of people who sit in the back, nothing important will appear here.

Specialization is dead.
For the benefit of people who sit in the back, nothing important will appear here.

No, not really.
Specialization is not in style.

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So what is in style?
For the benefit of people who sit in the back, nothing important will appear here.

For the benefit of people who sit in the back, nothing important will appear here.

[Image]

of all trades?

... but master of none?
a generalist?

eh, tiny bit boring... sorry bermon. <3
Yo *jack-of-all-trades*, I’m really happy for you and Imma let you finish but *hybrid* is the best title of all time.

For the benefit of people who sit in the back, nothing important will appear here.
But “unicorn” is pretty cool too...

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For the benefit of people who sit in the back, nothing important will appear here.

Unicorns rule everything around ME
For the benefit of people who sit in the back, nothing important will appear here.
For the benefit of people who sit in the back, nothing important will appear here.
Good morning.
(respond if you’re awake)

For the benefit of people who sit in the back, nothing important will appear here.
I’m @bryanvelososo.
i live in downtown los angeles.
with my wife @iceymoon.
For the benefit of people who sit in the back,
nothing important will appear here.
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5 cats
I co-founded @revyver.

Current Motto: In **fandom** we trust.
Website: Under construction, lol.
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Shiver

The perfect Twitch companion for your Mac. Never miss your favorite streamers again.

Your Follows

LIVE: Alienware Cup - GRAND FINALS - Na’Vi vs LGD.cn (BO5) with LD, Lumi...

Watch

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Group E - Season 2 - Premier League - WCS Europe

WCS Europe StarCraft II: Heart of the Swarm

5 live streams Updated now

Available in the Mac App Store for $2.99

Current Version v1.0 — Mountain Lion (10.8) Only

Stay connected to your favorite gamers

Twitch connects gamers around the world by allowing them to broadcast, watch and chat from everywhere they game. Shiver lives in your menu bar and lets you know how many of your favorite streamers are currently broadcasting.

- Lives in your menu bar and stays out of your way, showing a count next to the icon if you’d like.
- Utilizes Mountain Lion’s Notification Center to let you know when streams go live and gives you one-click access to them.
- Configurable refresh times put you in control of when you receive notifications, or turn them off altogether.
WE MAKE THE AWESOME EPIC.

We're currently changing course. We'll be back soon.
For the benefit of people who sit in the back, nothing important will appear here.

I HAVE DONE IT AGAIN

I HAVE RUSTLED MY OWN JIMMIES
For the benefit of people who sit in the back, nothing important will appear here.
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For the benefit of people who sit in the back, nothing important will appear here.
hybridism has no barriers.
hybridism *has no barriers.*
hybridism has no barriers.

1999
Photoshop

2006
Django (Python)
hybridism has no barriers.
hybridism has no barriers.

- **1999**: Photoshop
- **2006**: Django (Python)
- **2011**: Objective-C
- **2013**: On the Mac App Store!

For the benefit of people who sit in the back, nothing important will appear here.
hybridism has no barriers.

PRO

CON

1999
Photoshop

2006
Django (Python)

2011
Objective-C

2013
On the Mac App Store!
hybridism *is* dynamic.

*This month:* I feel like creating a web app.
*Next month:* I feel like creating a native app.
*Spoiler alert:* I can do both!
hybridism requires a change in principles as you grow.

“Should I really strive for pixel perfection if that perfection sacrifices performance?”
hybridism brings awareness to restrictions.

This is illustrated by the entire "designers should code" movement.

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hybridism *defeats ignorance.*

A hybrid can’t afford to be ignorant of anything they work with. They *desire to know all.*
hybridism invites ignorance.

When you’re on that journey to know all, remember empathy.
hybridism == control.

For the control freak in all of us: Decide to design it in Sketch AND host it on Heroku. Come at me.
specialization == safety.

There will always be a need for them. Specialists focus on vertical movement and perfection.

For the benefit of people who sit in the back, nothing important will appear here.
hybridism $==$ vulnerability.

**PRO**

**CON**

"hybridism cannibalizes specialization."

Without proper practice, abilities are lost. Attempts come with **significant** time requirements.

For the benefit of people who sit in the back, nothing important will appear here.
hybridism cannibalizes specialization.

Without proper practice, abilities are lost.
Attempts come with significant time requirements.
For the benefit of people who sit in the back, nothing important will appear here.
My brain can no longer comprehend how I did this. On a good day, it would probably take 2x as long to do.
For the benefit of people who sit in the back, nothing important will appear here.
For the benefit of people who sit in the back, nothing important will appear here.
For the benefit of people who sit in the back, nothing important will appear here.
For the benefit of people who sit in the back, nothing important will appear here.
For the benefit of people who sit in the back, nothing important will appear here.

how. did. i.
For the benefit of people who sit in the back, nothing important will appear here.

**how. did. i. even.**
For the benefit of people who sit in the back, nothing important will appear here.
So, let me tell you a story.
I’ve been designing in some capacity since I was 13.

My first website was a Final Fantasy 7 fansite. Avalonstar was also a thing at one point.
In 2005, I turned that hobby into a career.

Graduated college with a degree in business, joined Facebook. Still kinda sorta in college.

For the benefit of people who sit in the back, nothing important will appear here.
“I will never get into programming.”

Said around 2006. PHP was icky and I couldn’t understand it. I wanted to be a pure designer.
Let me really tell you a story.
Don’t panic! There’s a **pony**.

This is the **Django Pony** from the Python web framework of the same name. I am its *father*. o_o;

For the benefit of people who sit in the back, nothing important will appear here.
This is the story of **Hello! Ranking**.

A story of how my wife and Japanese Pop music made me a hybrid and changed my life.
This is the story of Hello! Ranking.

This is a story told in 5 parts.

**J-pop Idols**

**Motivations**

**Struggles**

**Lessons**

**Shipping**

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This is a story told in 5 parts.

J-pop Idols

Motivations

Struggles

Lessons

Shipping

DISCOVERING FANDOM.

THE DESIRE TO FULFILL A DREAM.

SHORTCOMINGS AND STACK OVERFLOW.

STOP BEING THE ROADBLOCK.

... OR FEAR THEREOF.

For the benefit of people who sit in the back, nothing important will appear here.
Idols?
You mean this?
For the benefit of people who sit in the back, nothing important will appear here.

J-pop Idols

Discovering Fandom.

J-pop Idols

Discovering Fandom.
While I have *always* been a fan of Japanese culture...
I got into J-pop idols through Jen’s “influence” in 2005 and I never looked back.
In Japanese culture, **idols** are (usually female) media personalities in their **teens and early twenties** who are considered particularly **attractive or cute** and who will, for a period ranging from several months to a few years, regularly appear in the mass media, e.g. as **singers for J-pop groups**, actors, TV personalities (tarento), models in photo spreads published in magazines, advertisements, etc.

— Wikipedia
Talent is a factor, but not as effective as personality & charm.
For the benefit of people who sit in the back, nothing important will appear here.

J-pop Idols
discovering fandom.

https://speakerdeck.com/bryan/music-morning-musume

Morning Musume — Wagamama Ki no Mama Ai no Joke
モーニング娘。『わがまま 気のまま 愛のジョーク』
2,340,653 views

J-pop Idols

DISCOVERING FANDOM.

HTTPS://SPEAKERDECK.COM/BRYAN/MUSIC-MORNING-MUSUME
The very nature of idols: their personality, talent & look **encourage favoritism.**
For the benefit of people who sit in the back, nothing important will appear here.

J-pop Idols

Idols.

J-pop Idols

DISCOVERING FANDOM.
For the benefit of people who sit in the back, nothing important will appear here.

J-pop Idols

Are.

J-pop Idols

DISCOVERING FANDOM.
J-pop Idols

Interesting.

DISCOVERING FANDOM.
But the idols are only part of the equation. **Fandom** is about *fans*.
J-pop Idols

DISCOVERING FANDOM.

HTTPS://SPEAKERDECK.COM/BRYAN/MUSIC-MORNING-MUSUME
For the benefit of people who sit in the back, nothing important will appear here.

J-pop Idols discovering fandom.

https://speakerdeck.com/bryan/music-morning-musume

Recognition.

J-pop Idols

DISCOVERING FANDOM.
Hello! Team.

J-pop Idols

DISCOVERING FANDOM.

HTTPS://SPEAKERDECK.COM/BRYAN/MUSIC-MORNING-MUSUME
This is the story of Hello! Ranking.

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J-pop Idols

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DISCOVERING FANDOM.

THE DESIRE TO FULFILL A DREAM.

SHORTCOMINGS AND STACK OVERFLOW.

STOP BEING THE ROADBLOCK.

... OR FEAR THEREOF.

For the benefit of people who sit in the back, nothing important will appear here.
We wanted to build for the community we loved.

We felt we could give them something better than forums and wikis.
Motivations

The desire to fulfill a dream.
For the benefit of people who sit in the back, nothing important will appear here.

Motivations

THE DESIRE TO FULFILL A DREAM.
For the benefit of people who sit in the back, nothing important will appear here.

Motivations

THE DESIRE TO FULFILL A DREAM.
We wanted to build for the community we loved.

We felt we could give them something better than forums and wikis.
We were genuinely interested in trends around ranking.

Favorites change on a daily, monthly and yearly basis. “Who was your number one?” was our prime question.
I wanted to fulfill my wife's dream.

Love is truly the greatest motivator.

*cue awwwwwwwws*
This is the story of **Hello! Ranking**.

This is a story told in *5 parts*.

- **J-pop Idols**
  - Discovering fandom.
- **Motivations**
  - The desire to fulfill a dream.
- **Struggles**
  - Shortcomings and stack overflow.
- **Lessons**
  - Stop being the roadblock.
- **Shipping**
  - ... or fear thereof.

For the benefit of people who sit in the back, nothing important will appear here.
I realized I was a horrible communicator.
“That can’t be done,” because I didn’t know how.

Self-taught is self-taught. The pride of wanting to learn yourself hinders the need to ask for help.
There’s little worse than the pain of **cluelessness**.

Cue staring at the screen for 8 hours or the feeling of uselessness for **not having the right answer**.
For the benefit of people who sit in the back, nothing important will appear here.

Struggles

Forgot a comma. Damnit. D:

bryanveloso authored 4 years ago

Forgot a damn comma.

bryanveloso authored 4 years ago

Forgot a comma. :( 

bryanveloso authored 4 years ago

---

SHORTCOMINGS AND STACK OVERFLOW.

Struggles
For the benefit of people who sit in the back, nothing important will appear here.

Struggles, shortcomings, and stack overflow.
Stack Overflow became my savior, *when I asked the right question.*
For the benefit of people who sit in the back, nothing important will appear here.

Struggles

shortcomings and stack overflow.
Positional Rankings and Dealing with Ties in Python

(I apologize that previous versions of this question displayed the wrong function that I need to fix, this has been remedied and I hope the question makes a little more sense now.)

I have a list of objects with scores, and I'm attempting to assign rank to them based on those scores. Below is basically how I output my data.

```python
sorted_scores = [
    ('Apolo Ohno', 0),
    ('Shanie Davis', -1),
    ('Bodie Miller', -2),
    ('Lindsay Vohn', -3),
    ('Shawn White', -3),
    ('Bryan Veloso', -4)
]
```

I have a tie. Now, the function that assigns positions to the objects above right now is a simple for loop that just assigns the value of i as the object's final position.

```python
positions = {}

i = 1
for key, value in sorted_list:
    # Since in my codebase the strings are IDs, I use the key to fetch the obj
    if value is not None:
        positions[key] = i
    i += 1
```
Preventing O(n) Queries with Intermediary Models

I have the following models:

```python
class Artist(models.Model):
    name = models.CharField()

    def primary_group(self):
        return self.memberships.select_related('group').get(is_primary=True)

class Group(models.Model):  
    name = models.CharField()  
    members = models.ManyToManyField(Artist, through='Membership')

class Membership(models.Model):
    artist = models.ForeignKey(Artist, related_name='memberships')
    group = models.ForeignKey(Group)
    is_primary = models.BooleanField()
```

Artist and Group are linked via an intermediary model, Membership. Artists can only have one primary group, which is marked via the `is_primary` field, validated, etc.

In a template where I list artists, I list basic artist information in addition to their primary group, called by the method above. However, that's an O(n) operation and I have around 160 artists to do this to. The SQL that the django-debug-toolbar provides is as follows:

```
SELECT ... FROM "people_membership"
    LEFT OUTER JOIN "people_group" ON ("people_membership"."group_id" = "people_group"."id")
    WHERE ("people_membership"."artist_id" = xx AND "people_membership"
```
Metamorphosis is **painful**.

*Endless refactoring,* I know that feel now.
For the benefit of people who sit in the back, nothing important will appear here.

Struggles, shortcomings and Stack Overflow.

September 2008 – May 2011 (Codebase 1.0)

bryanveloso
3,098 commits / 702,847 ++ / 519,316 --

#1

Struggles

SHORTCOMINGS AND STACK OVERFLOW.
October 2011 – May 2013 (Codebase 2.0)
The hardest part of this entire project? **Design.**

This was the ultimate personal project. Not finding a design? **The ultimate humiliation.**
jumping from style...
jumping from style, to style...
For the benefit of people who sit in the back, nothing important will appear here.

Struggles

shortcomings and stack overflow.

jumping from style, to style, to style...
I struggled to **cross my own principles** for the good of the project. It suffered.
This is the story of Hello! Ranking. This is a story told in 5 parts.

- J-pop Idols: Discovering fandom.
- Motivations: The desire to fulfill a dream.
- Struggles: Shortcomings and stack overflow.
- Lessons: Stop being the roadblock.
- Shipping: ... or fear thereof.

For the benefit of people who sit in the back, nothing important will appear here.
Ship? What ship? ... OR FEAR THEREOF.
5 years later, **we haven’t fully shipped.** It’s now an urban legend in some circles.
Just because you don’t, doesn’t mean you don’t learn.

I can put Django on my résumé now, and I continue to learn and grow despite not shipping.
For the benefit of people who sit in the back, nothing important will appear here.

Shipping... or fear thereof.
Ok, so we did ship **something**.

... OR FEAR THEREOF.
For the benefit of people who sit in the back, nothing important will appear here.

Shipping... or fear thereof.

Hooray!
This is the story of Hello! Ranking.

Discovering fandom.
The desire to fulfill a dream.
Shortcomings and stack overflow.
Stop being the roadblock.
... or fear thereof.

For the benefit of people who sit in the back, nothing important will appear here.
So what have I **learned**?

Wait for it...
Wait for iiitt...

*Lessons*

STOP BEING THE ROADBLOCK.
For the benefit of people who sit in the back, nothing important will appear here.

Lessons stop being the roadblock.
Lessons

STOP BEING THE ROADBLOCK.
Turn discouragement into motivation.

Can’t even name the number of times I was this close to giving up. Cheer up emo kid, it gets better.
Indirect help is best. Direct is better, if you learn from it.

Special thanks to Greg Newman, Marty Alchin and Donald Stufft for being that direct help for me.
Help can appear where you least expect it.
March 2013 – Present (Hello! Base 1.0)

bryanveloso
206 commits / 24,689 ++ / 5,867 --
March 2013 – Present (Hello! Base 1.0)

Lessons

iceymoon
38 commits / 1,366 ++ / 264 --

STOP BEING THE ROADBLOCK.
This process is as much about *betering you* as it is about *betering your skill*...
...so Bryan, *get over yourself.*

You want to ship this right? Stop being the roadblock.
Everything is a challenge.

You know what I have to say to that?
COME AT ME, BRO
Failure makes success an **even sweeter** feeling.

Now I know why companies have launch parties. When I launch, I know I’m throwing one.
“Just ship it.” is not easy, but it is necessary.

For self-proclaimed perfectionists, shipping early is borderline nightmarish. **Work to get over it.**
“They all want you to win.”

— Tim Berglund, trainer and all-around dapper gentleman @ GitHub
This is the story of **Hello! Base.**

This is a story told in **5 parts.**

**J-pop Idols**

**Motivations**

**Struggles**

**Lessons**

**Shipping**

**DISCOVERING FANDOM.**

**THE DESIRE TO FULFILL A DREAM.**

**SHORTCOMINGS AND STACK OVERFLOW.**

**STOP BEING THE ROADBLOCK.**

**... OR FEAR THEREOF.**

For the benefit of people who sit in the back, nothing important will appear here.
This is the story of *Hello! Base.*

This is a story told in *5 parts.*

**Coming soon!**

(Hopefully! :D)

For the benefit of people who sit in the back, nothing important will appear here.
It’s dangerous to go alone. **Take this.**
The **first step** is the toughest.

Make that first step today. When you get your devices back, look up something you’ve **always been meaning to learn**.
Scratch your own itches.

No, you’re not trying to build the next Facebook. **Solve your problems.** The point is to keep your motivation and excitement high.
Build. Force yourself to build.

Remember when CSS was foreign to you? But you really wanted to build that fan site, so you learned and you built.
Don’t simply ask questions. **Craft questions.**

You get out what you put in. The more specific the question, the more specific the answer.

For the benefit of people who sit in the back, nothing important will appear here.
Knowledge exchange through pairing.

Trade design for development or vice versa. Even better, build things together and learn.

For the benefit of people who sit in the back, nothing important will appear here.
Listen.

I can’t learn anything from hearing myself talk. Learning first comes through the ears, then out the mouth.

For the benefit of people who sit in the back, nothing important will appear here.
Be a **babelfish**.

**Gain understanding.** A designer asking “**yo, I need these variables available in the template**” is certainly more than most devs hear normally.

For the benefit of people who sit in the back, nothing important will appear here.
Never, ever *give up*.

If you ever find yourself in a place where the new is just too hard to take, **just remember a 30-something Asian kid still hasn't released his social web application yet**.

For the benefit of people who sit in the back, nothing important will appear here.
Questions? Concerns?

Contact me anytime for anything!
@bryanveloso or bryan@avalonstar.com

For the benefit of people who sit in the back, nothing important will appear here.
Thanks for listening to my talk! ❤

For the benefit of people who sit in the back, nothing important will appear here.