ONE SIZE FITS NONE

MARTA ARMADA

@MARTUISHERE
¡HOLA!
Hello there!

We are Swwwweet.

We are a small web design studio based in Barcelona, Spain, and we are rebranding ourselves. In the meantime, you can check our old portfolio or see some of our latest projects below. You can contact us on hola@swwweet.com.

Latest work:

Recently  Checksec  JustinMind  TuManitas  Factoria Digital  Transiq
items used to achieve a

GOAL
RIGHT
TOOLS
WRONG
TOOLS
WE ALL USE TOOLS
Cockoo.Event = {
    bind: function(ev, callback) {
        var calls = this._callbacks || (this._callbacks = {});
        var list = this._callbacks[ev] || (this._callbacks[ev] = []);
        list.push(callback);
        return this;
    },

    unbind: function(ev, callback) {
        var calls;
        if (ev) {
            this._callbacks = {};
        } else if (calls === this._callbacks) {
            if (!callback) {
                calls[ev] = [];
            } else if (calls[ev]) {
                var list = calls[ev];
                if (!list) return this;
                for (var i = 0, len = list.length; i < len; i++) {
                    if (callback === list[i]) {
                        list[i] = null;
                        break;
                    }
                }
            }
        }
        return this;
    },

    fire: function(ev) {
        var calls = this._callbacks[ev];
        var args = Array.prototype.slice.call(arguments, 1);
        var i, len;

        for (i = 0, len = calls.length; i < len; i++) {
            calls[i].apply(this, args);
        }
        return this;
    }
};

Cockoo.Model = Class.extend(
    { storageKey: null,
they allow us to design faster
but they can take control
it’s what I’ve always used
I don’t have time to learn new things

it’s what I’ve always used
I don’t have time to learn new things

it’s what I’ve always used

all the cool kids are using it!
TRENDS
AGE FAST
what CMS do you use?
what **COLOR** do you use?
what **FONT** do you use?
how often is it going to be updated?
how often is it going to be updated?

is the client willing to learn new things?
how often is it going to be updated?

is the client willing to learn new things?

how much control do they really need?
I'm on a privacy diet

August 3rd, 2013

Life post PRISM is scary. The fact that the main IT giants (Google, Apple, Microsoft and Facebook among others) have a back door to allow the US security agency to check my personal data whenever they want is a difficult pill to swallow. There are several articles about this issue, and it's easy to figure the problems we can face in a personal level (identity theft, invasion of privacy, stalking...) and in a social level (political control, discrimination...).

This reality made me start a "privacy diet": making small changes in my digital life to get more privacy. It's been long since I stopped using my Facebook account, but there are a lot of other places where my privacy can be improved.

I'm a web designer and I rely on several tools to do my job: my operating system of choice is Mac OS and Chrome is my main developer browser. I'm not planning to abandon them because, right now, my work would suffer because of it; but I can choose different tools for my personal life, and that's what the diet is about: change some habits to protect your online presence. Privacy is not a boolean value, that you have it or not; you can choose to have more or less privacy, and gain more as your habits change in certain ways.

Step 1
The friendliest CMS you'll ever meet.

Powered by flat files, your favorite content parsers, and the raw power of nature.

Learn More  Buy Now

STATAMIC = STATIC + DYNAMIC

Static Content
Write in Markdown, Textile, HTML, or even plain text. Use your favorite editor or Statamic’s responsive control panel. Version control your content. Take advantage of Dropbox. Start publishing.

Dynamic Templates
Combine our powerful template tags with your own HTML to create blogs, news, events, photo galleries, maps... you name it and you can build it. You’ll never believe you’re not using a
USE THE RIGHT TOOL
### Dashboard

**Right Now**

- **Content**
  - 1 Post
  - 1 Page
  - 1 Category
  - 0 Tags
- **Discussion**
  - 1 Comment
  - Approved
  - 0 Pending
  - 0 Spam

**Theme** Twenty Eleven with 6 Widgets

Search Engines Blocked

You are using WordPress 3.3.

**Recent Comments**

*From Mr WordPress on Hello world! #*

Hi, this is a comment. To delete a comment, just log in and view the post’s comments. There you will have ...

**Incoming Links**

silver linked here saying, "Jest raus! Du nur noch http://localhost:8888/nep-1 ..."

schler1 linked here saying, "R0 - HRLMSoftware/MicrosoftInternet Explorer/Mai ...

**QuickPress**

**Title**

Upload/insert

**Content**

...:

**Tags**

Save Draft  Reset

**Publish**

**Recent Drafts**

There are no drafts at the moment.

**WordPress Blog**

**WordPress 3.3 “Sonny” December 12, 2011**

The latest and greatest version of the WordPress software — 3.3, named “Sonny” in honor of the great jazz saxophonist Sonny Stitt — is immediately available for download or update inside your WordPress dashboard. WordPress has had over 55 million downloads since version 3.0 was released, and in this third major iteration we’ve added significant […]

**WordPress 3.3 Release Candidate 3 December 11, 2011**

The third (and hopefully final) release candidate for WordPress 3.3 is now available. Since RC2, we’ve done a handful of last-minute tweaks and bugfixes that we felt were necessary. Our goal is to release version 3.3 early next week. So plug-in and theme authors, this is your last pre-release chance to test your plugins and themes to find any […]

**Other WordPress News**

**Matt: Improving Tech Journalism**

Weblog Tools Collection: WordPress 3.3: 1 Million Downloads

WP Tavern: Master List Of Issues With WordPress 3.3

WP Tavern: BuddyPress 2.5.0 Released

Weblog Tools Collection: WordPress Theme Releases for 12/15
Perch is a small, lightweight yet powerful CMS. It's great for web designers looking for a simple way to make site content editable by their clients.
it’s not only CMSs...
The 3 Step process to marketing on Twitter

I tweet a lot and thanks to TweetDeck I am kept up to date with what the people I follow are doing. By watching them I have tried to pick up as many good aspects of their habits and tried to combine it to market our blogs.

I believe that these methods are working well and would like to share them with you:

**Step 1: Gaining followers with the power of the retweet**

By now we should all understand the power of a retweet. If someone with 10,000 followers retweets your post then there is the potential for massive impact. The problem is that many of us don’t have someone like that.

So the key is to get 10 people with 1000 followers to like you. How do you do that?

Well first you have to be genuine, if you are fake and cuddly people will pick it up almost straight away and you are more likely to lose followers instead of gaining any... you have to find 5 or 10 popular tweeters who you can genuinely have a conversation with.

You can start off by retweeting their new blog posts. You must also be able to answer some of their questions and cries for help that they put out.

By doing so you make a mark on them and there is a good chance that, by consistently being in contact with them, you can gain followers.
The 3 Step process to marketing on Twitter

May 6, 2013 by Marcin Business, Feature

I tweet a lot and thanks to TweetDeck I am kept up to date with what the people I follow are doing. By watching them I have tried to pick up as many good aspects of their habits and tried to combine it to market our blogs.

I believe that these methods are working well and would like to share them with you.

Step 1: Gaining followers with the power of the retweet

By now we should all understand the power of a retweet. If someone with 10,000 followers retweets your post then there is the potential for massive impact. The problem is that many of us don’t have someone like that.

So the key is to get 10 people with 1,000 followers to like you. How do you do that?

Well first you have to be genuine, if you are fake and cuddly people will pick it up almost straight away and you are more likely to lose followers instead of gaining any... you have to find 5 or 10 popular tweeters who you can genuinely have a conversation with.

You can start off by retweeting their new blog posts. You must also be able to answer some of their questions and cries for help that they put out.

By doing so you make a mark on them and there is a good chance they will retweet you. This is a win-win situation and who doesn't want to win?
Trends

A silver of land in disuse becomes an urban park. Kai-Uwe Bergmann, AIA, shares how involving residents in the design process led to a park where everyone has a part that speaks to them.

2014 FAIA nominations are due by October 18. Begin your submission today.

New at The AIA

Keep the future in focus.
The AIA Foresight Report contains valuable information essential to the changing business of architecture.

The AIA Foresight Report
Discover the latest research on the impacts of key trends in the architecture marketplace including sustainability, advances in building performance, changes in project delivery, and the evolution of technology.

AIA News

Working Abroad Workshop: Sept. 18
Posted Aug 30, 2013 by AIA National
Attend this workshop to learn about business opportunities for architects and firms in India and other emerging international markets.

AIA: Positive Trend Continues for Firm Billings
Posted Aug 23, 2013 by AIA National
Firms in every region of the country are seeing positive billings. But construction spending and housing starts have slowed. Read the full report.

Value of an AIA Architect

Hiring an AIA architect could be the best decision you’ll make. We’ll show you why.

- How Design Works for You
- Find an Architect
- Questions to Ask Your Architect
“Applying a pre-existing grid framework for a new project seems kind of like applying a pre-existing colour palette.”

JEREMY KEITH
Margallo cita a Felipe González en el Congreso para reclamar un Gibraltar español

El ministro de Asuntos Exteriores, José Manuel García-Margallo, ha comparecido en el Congreso donde ha calificado de "prioridad nacional" el conflicto existente en estos momentos con Gibraltar.

En su intervención, Margallo ha citado al expresidente Felipe González para defender la soberanía del peñón con unas palabras en las que defiende que "la solución al conflicto de Gibraltar" es la devolución a España "de un territorio español".

Apelando a la "amistad" que debe prevalecer entre España y el Reino Unido, ha calificado de "incendio importante" el último contencioso abierto con este país a cuenta de Gibraltar.

Sin embargo, el ministro ha asegurado que "no es este el momento de hablar de soberanía" un tema que llegado el momento requerirá "conversaciones a nivel de confidencialidad" y no "con luz y sombras".

En su comparecencia para informar sobre el conflicto con el Reino Unido a raíz de las últimas acciones desarrolladas por las autoridades de Gibraltar, García-Margallo ha
La industria de los videojuegos es una de las industrias más boyantes y que cuenta con más presencia social en la actualidad. Muchos de los actuales adultos de la sociedad han visto el nacimiento de los videojuegos y han crecido con la explosión de esta industria. Videojuegos en videoconsolas, videojuegos en smartphones y tablets, videojuegos en las redes sociales, en cualquier parte… ¡vivimos en contacto con juegos a diario!

¿Cómo funciona la gamificación?

Por tanto, un juego bien diseñado proporciona una motivación intrínseca, la satisfacción por el hecho de jugarlo, no exclusivamente extrínseca (obtener más puntos y badges que mis amigos). Si diseñamos un mecanismo de gamificación atendiendo tan sólo a las motivaciones extrínsecas, podemos encontrarnos con que hemos desarrollado sin descargo un Progress Wars.
design

AROUND

the

CONTENT
we look for perfect recipes
THE ANATOMY OF A PERFECT LANDING PAGE
HOW DESIGN TRANSLATES TO USERS

TEN KEY LANDING PAGE FEATURES THAT DRAW IN USERS

1. A NICE LOOKING HEADLINE
2. A SECONDARY HEADLINE
3. DO IT NOW! click here!
4. A TESTIMONIAL!
5. secure
6. MORE INFORMATION
7. LINK
8. LINK
9. LINK
10. LINK
BEFORE

PROBLEM

SOLUTION

FOR
The Messaging Platform Experts
Messaging solutions for ISP's, Enterprise and Small Business.

Try Now  Features

Lightweight & rock-solid Linux based email, calendar, contacts and unified communication server.

Reduce your costs
Premium features, at low operational costs. Atmail goes beyond being an Exchange replacement - it's a complete messaging platform. The licensing structure and pricing is highly competitive and affordable.

Remove the clutter
Atmail's user-friendly webmail interface enables intuitive access to advanced messaging and collaboration features. The browser-based admin portal is fast, clean, and comprehensive.

Sync all devices
One-click provisioning for iPhones, iPads, and iPods. IMAP, CalDAV, CardDAV and ActiveSync (Push). Enter a new contact on your phone and have it appear instantly in Outlook and your webmail as well.

Deploy your way

Rock-solid software

Professional support
Delight your customers with awesome Customer Support

TRY IT FOR FREE TODAY  No credit card required.

GET STARTED  REQUEST A DEMO

"It was a revolution in our service and support culture."

BONOBOS

Connect with your customers wherever they are.

Desk.com lets you see all your customers in one place and engage them across all your support channels (Twitter, Facebook, phone, email, chat and discussion boards) in one easy-to-use desktop. Be there for your customers — anytime, anywhere.

UNIVERSAL INBOX
Fast, visual front-end development.
As simple as a mockup tool. As powerful as a text editor.

Why you’ll love using Divshot
THE BOOTSTRAP 3 BUILDER

Not just a mock-up tool, Jetstrap is the premier interface-building tool for Bootstrap 3.

GET STARTED NOW

What is Jetstrap?
Jetstrap is a 100% web-based interface building tool for Twitter Bootstrap. No software to download, just log in and build. Your work is accessible from anywhere.

Who is it for?
Built for developers, designers, and idea-people alike, Jetstrap helps you get awesome websites up and running fast, with less work and digging through docs.

Why you'll love it
Life is too short to dig through docs when you just want to build. Grab snippets of clean markup and quickly use complicated components. Take off faster!
Con eleventa® aumenta tus ventas, administra mejor tu negocio y compite con las grandes cadenas nacionales

Usando tu computadora y eleventa® atiende más rápido a tus clientes, maneja varias cuentas a la vez, imprime los tickets de tus ventas, maneja los créditos de tu negocio y controla tu inventario.

La forma más fácil de administrar tu negocio

Maneja todos tus productos, inventarios y obtén tu ganancia diaria al instante.
Hello,

We monetize messaging apps through contextual advertisements.

Join us!

Sign up  Why Ferevo?

How does Ferevo work?
Buy and sell your stocks at the right time!
Real time trading signals based on the stock market mood

Try It Now: eg. Apple Inc. or Google Inc.

By the way, it is 100% free!

Sign Up Now For Full Access
Human Insight at Machine Scale™

Our patented technology quickly communicates the meaningful information that you need.

SEE HOW QUILL WORKS

HOW QUILL WORKS

Let Quill Do the Writing for You
Become a master of your fleet
Fleetio makes it easy to manage vehicles and equipment from anywhere.

Fleet Management Software
Streamline fleet operations from anywhere with web-based software.

Fuel Tracking
Quickly log fuel records and see automatic MPG calculations.

Powerful Reporting
Measure and analyze fleet operations with easy-to-use reports.

Online Maintenance Log
Store detailed service records and upload repair documents.

Maintenance Scheduling
Ensure service activities are always on track with email reminders.

Mobile Ready
Access records and enter data on the go with Fleetio.
Act now.
The analytics you need to improve your website faster.

Try the live demo

"The only question I have is... Why couldn't I have heard of this sooner?"

- Joe Preston, Atricraft.co
10 DESIGNERS
10 DESIGNERS
10 PROBLEMS
10 DESIGNERS
10 PROBLEMS
1 SOLUTION
Twitter Bootstrap now powers 1% of the web
Proud to be part of the 99% #occupybootstrap
this is not how we are supposed
to build websites...
...this is us being LAZY
libraries and frameworks help us build things faster
it comes at a PRICE
<table>
<thead>
<tr>
<th>NamePath</th>
<th>Method</th>
<th>Status Text</th>
<th>Type</th>
<th>Initiator</th>
<th>Size Content</th>
<th>Time Latency</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>narrativescience.com</td>
<td>GET</td>
<td>200 OK</td>
<td>text/html</td>
<td>Other</td>
<td>22.1 KB</td>
<td>1.02 s</td>
<td></td>
</tr>
<tr>
<td>bootstrap.css</td>
<td>GET</td>
<td>200 OK</td>
<td>text/css</td>
<td>narrativescience.com/25</td>
<td>101 KB</td>
<td>484 ms</td>
<td></td>
</tr>
<tr>
<td>flexslider.css</td>
<td>GET</td>
<td>200 OK</td>
<td>text/css</td>
<td>narrativescience.com/26</td>
<td>4.0 KB</td>
<td>364 ms</td>
<td></td>
</tr>
<tr>
<td>style.css</td>
<td>GET</td>
<td>200 OK</td>
<td>text/css</td>
<td>narrativescience.com/27</td>
<td>121 KB</td>
<td>1.08 s</td>
<td></td>
</tr>
<tr>
<td>jquery-1.8.3.min.js</td>
<td>GET</td>
<td>200 OK</td>
<td>application/x-</td>
<td>narrativescience.com/28</td>
<td>91.7 KB</td>
<td>962 ms</td>
<td></td>
</tr>
<tr>
<td>modernizr-2.6.2.min.js</td>
<td>GET</td>
<td>200 OK</td>
<td>application/x-</td>
<td>narrativescience.com/29</td>
<td>15.1 KB</td>
<td>622 ms</td>
<td></td>
</tr>
<tr>
<td>kun4zovw.js</td>
<td>GET</td>
<td>200 OK</td>
<td>text/javascript</td>
<td>narrativescience.com/32</td>
<td>9.9 KB</td>
<td>130 ms</td>
<td></td>
</tr>
</tbody>
</table>
ALL-PURPOSE TOOLS
libraries and frameworks make a lot of decisions for us
Responsive utilities

For faster mobile-friendly development, use these utility classes for showing and hiding content by device via media query. Also included are utility classes for toggling content when printed.

Try to use these on a limited basis and avoid creating entirely different versions of the same site. Instead, use them to complement each device’s presentation. Responsive utilities are currently only available for block and table toggling. Use with inline and table elements is currently not supported.

Available classes

Use a single or combination of the available classes for toggling content across viewport breakpoints.

<table>
<thead>
<tr>
<th>Extra small devices</th>
<th>Small devices</th>
<th>Medium devices</th>
<th>Large devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>.visible-xs</td>
<td>Visible</td>
<td>Hidden</td>
<td>Hidden</td>
</tr>
<tr>
<td>.visible-sm</td>
<td>Hidden</td>
<td>Visible</td>
<td>Hidden</td>
</tr>
<tr>
<td>.visible-md</td>
<td>Hidden</td>
<td>Hidden</td>
<td>Visible</td>
</tr>
<tr>
<td>.visible-lg</td>
<td>Hidden</td>
<td>Hidden</td>
<td>Visible</td>
</tr>
<tr>
<td>.hidden-xs</td>
<td>Hidden</td>
<td>Visible</td>
<td>Visible</td>
</tr>
<tr>
<td>.hidden-sm</td>
<td>Hidden</td>
<td>Visible</td>
<td>Visible</td>
</tr>
<tr>
<td>.hidden-md</td>
<td>Visible</td>
<td>Visible</td>
<td>Hidden</td>
</tr>
<tr>
<td>.hidden-lg</td>
<td>Visible</td>
<td>Visible</td>
<td>Hidden</td>
</tr>
</tbody>
</table>

Print classes

Similar to the regular responsive classes, use these for toggling content for print.
but I want to use frameworks!
internal tools
internal tools

prototyping
internal tools

prototyping

learning purposes
we shouldn’t sacrifice PERFORMANCE
just for the sake of PROFITABILITY
don’t sell it as CUSTOM web design
ONE SIZE
FITS ALL

@martuishere
TOOLS ARE JUST TOOLS
AUTOMATION is not the goal
it all boils down to HONESTY
pick your tools for the
RIGHT REASON
to build GREAT WEBSITES
THANKS!

@MARTUISHERE

MARTA@SWWWEEET.COM