

Bright Corner @ RLC

04 06 05

WHERE THE WEB IS HEADING

and other odds and ends from SXSW Interactive 05

Presented by Stephen P. Anderson and Jeremy Johnson from **Bright Corner**

Presented by:

Stephen Anderson & Jeremy Johnson
Bright Corner Creative Team

Get the scoop on what's up with the Web and where things are headed. From CSS to RSS, and "Does design matter on the Web?" Jeremy and Stephen will recap what they're seeing on the frontlines—and what they saw at SxSW Interactive (Hint: **The Web is exciting again**). It's all the things you'll need to know/use/do to be competitive—in one hour. AJAX. Flickr. Flash for web-based applications. Behind on your Bloglines? **This is your chance to catch up!**



THINGS YOU:

» Need to Learn

- » CSS (aka: Table-less web development)
- » Ajax (Bringing interactivity and excitement back to the web)
- » Flash (Not always the best tool for the job)

» Need to Know About:

- » Does Design Matter? (You know it!)
- » What the cool kids are talking about (Where to hangout on the web)
- » Open Source (Sharing is cool again)

» Need to Use:

- » Firefox (aka: Better Browsing)
- » RSS (Push is dead, long live RSS)
- » BitTorrent (aka: Distribution for the masses)

» Need to Do:

- » Blog (aka: Publishing for the masses)
- » Create, Create, Create (Design and build for yourself!)
- » Keep up! (Living on the Fringe)

 **NEED TO LEARN**

CSS

 / web standards

Why Web Standards?

“Right Thing To Do”

- » WC3 Compliance
- » Forward Compatibility
- » Separates style from content
- » Tables for layouts = bad hack
- » Plays better with XML, other technologies

Accessibility

- » Screen Readers
- » Usability
- » Degrades nicely on older browser

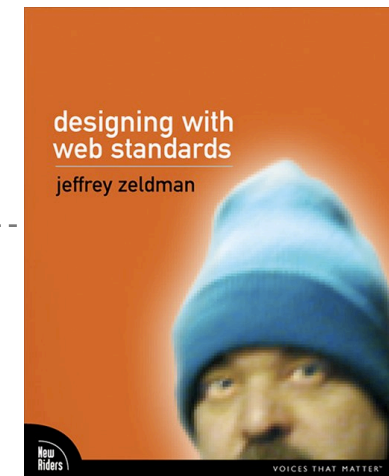
Portability to different media types (PSP, Phones, PDAs)

Social Reasons – support standards (vs MS monopoly)

Design now, pay later?

There was a time not long ago when many drivers thought nothing of tossing empty bottles out the windows of their cars. Years later, these same citizens came to realize that littering was not an acceptable way to dispose of their trash. The web design community is now undergoing a similar shift in attitude, and web standards are key to this transformation

Zeldman



NEED TO LEARN

CSS / web standards

Sample CSS Links:

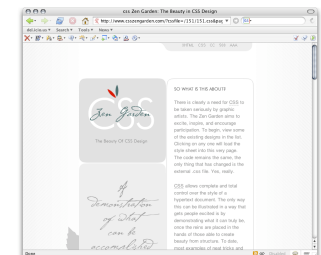
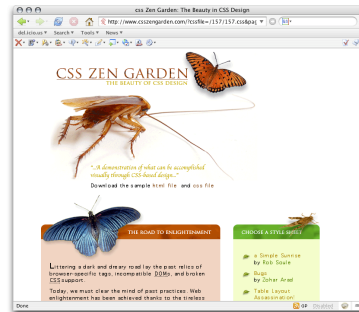
- » <http://www.csszengarden.com/>
- » <http://espn.go.com/>
- » <http://www.sprint.com/>

Resources:

- » <http://cssvault.com/>
- » <http://www.cssbeauty.com/>

Read More:

- » <http://www.andybudd.com/sxsw05/>



➔ NEED TO LEARN

Ajax

/ Asynchronous JavaScript + XML

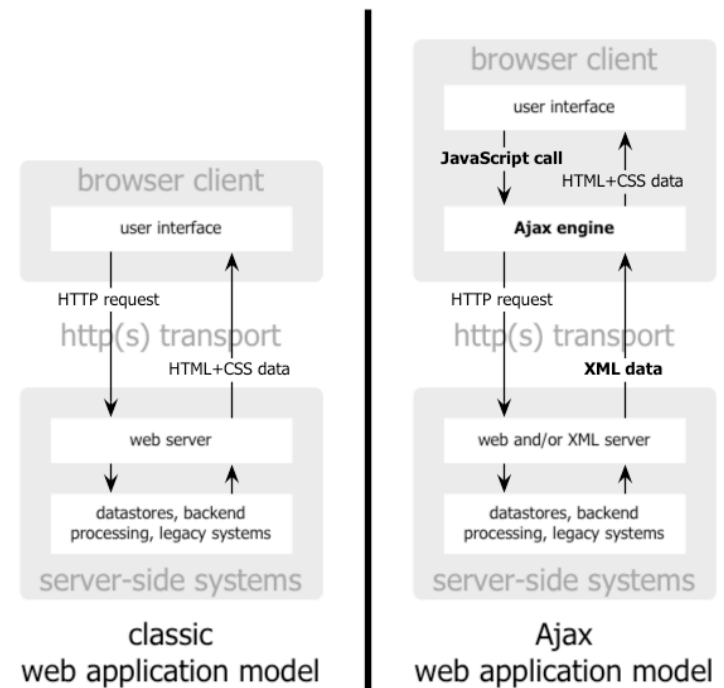
In a nutshell, Ajax is XML + Javascript working together to accomplish tasks without reloading the page. Ajax has been implemented on many web applications such as Basecamp, Ta-Da Lists, Flickr, and Gmail.

(via <http://www.thebignoob.com>)

Ajax isn't a technology. It's really several technologies, each flourishing in its own right, coming together in powerful new ways. Ajax incorporates:

- » standards-based presentation using XHTML and CSS;
- » dynamic display and interaction using the Document Object Model;
- » data interchange and manipulation using XML and XSLT;
- » asynchronous data retrieval using XMLHttpRequest;
- » and JavaScript binding everything together.

(via <http://www.adaptivepath.com>)



NEED TO LEARN

Ajax / Asynchronous JavaScript + XML

See Ajax in Action:

- » <http://maps.google.com/>
- » <http://1976design.com/blog/>
- » <http://www.clagnut.com/sandbox/browser-stickers.html>
- » <https://www.panic.com/goods/>
- » <http://www.google.com/webhp?complete=1&hl=en>

Learn More:

- » <http://www.adaptivepath.com/publications/essays/archives/000385.php>
- » <http://www.37signals.com/svn/archives/001070.php>
- » <http://www.xml.com/pub/a/2005/02/09/xml-http-request.html>
- » <http://www.fiftyfoureleven.com/resources/programming/xmlhttprequest>
- » <http://www.molly.com/2005/03/14/the-return-of-javascript/>



 **NEED TO LEARN**

Flash

 / macromedia

Where does flash fit in?

Modern uses of Flash are used as accents, rather than full websites (unless it enhances the experience!)

Flash is also becoming a strong development environment for applications.

Modern Examples of Flash:

- » http://www.airtightinteractive.com/projects/flickr_postcard_browser/app/
- » <http://www.marumushi.com/apps/newsmap/newsmap.cfm>
- » <http://www.laszlosystems.com/demos/>
- » <http://www.flickr.com/photos/tags/sxswinteractive/show/>
- » <http://www.macromedia.com/>

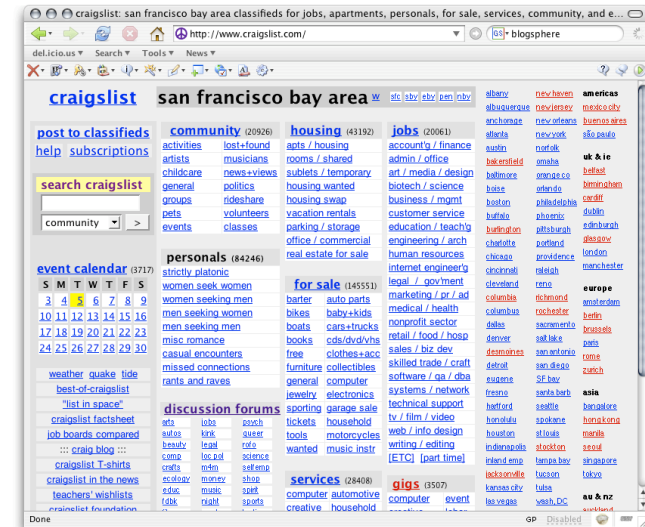


 NEED TO KNOW ABOUT

Does Design Matter?

- » craigslist.com
- » google.com
- » ebay.com
- » southwest.com

These are all great examples of sites that are not beautiful (visual) design, but they are perfect because they are functional and effective.



 **NEED TO KNOW ABOUT**

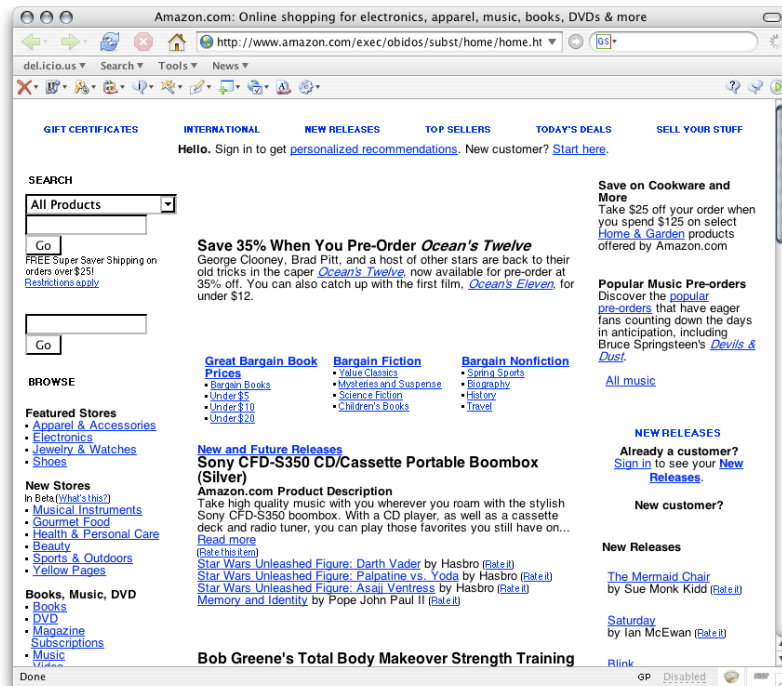
Does Design Matter?

“Designers get excited about design they like. This is bad. You must bust out of your design zone to meet the requirements of the customers/clients. Design is much more than just look and feel. Design for web is speed, look, experience, functionality, etc. **It is not just the look!**” (via <http://www.terrystorch.com/>)

NEED TO KNOW ABOUT

Does Design Matter?

with all that being said...



where would you want to shop?

NEED TO KNOW ABOUT

What the cool kids are talking about

- » Who's bookmarking to what? <http://del.icio.us/>
- » Tried digging? <http://digg.com/>
- » Search the Blogosphere: <http://www.technorati.com/>
& check out the top 100 - <http://www.technorati.com/live/top100.html>
- » Bloglines most popular feeds: <http://www.bloglines.com/topblogs>
Check out Jeremy's RSS feeds (via Bloglines):
<http://www.bloglines.com/public/jeremyjohnson>
Check out Stephen's RSS feeds (via Bloglines):
<http://www.bloglines.com/public/stephenpanderson>



➔ NEED TO KNOW ABOUT

Open Source

info:

- » Learn how to Protect (and Share) your Work (www.creativecommons.org)
- » Share code, images, music - you'll get back 2x what you share!
- » Give Open Source (or freeware) software a chance!

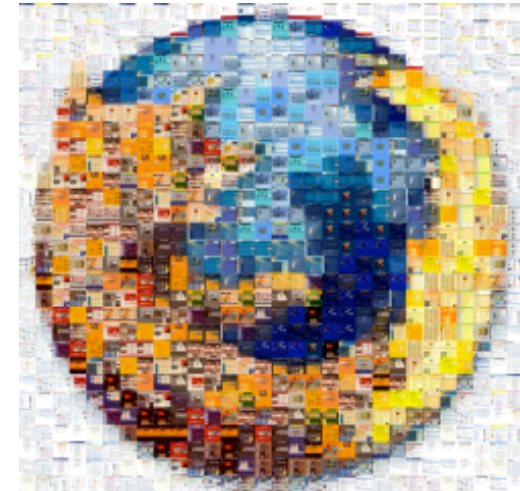


 **NEED TO USE**

Firefox

Why is Firefox better?

- » Supports Web Standards
- » Better Security & Privacy (less Adware/Spyware intrusion)
- » Pop-up blocking
- » Built in features, (like the search bar)
- » Expand with plug-ins
- » Tabbed browsing
- » Customize with Themes
- » Faster page loads
- » Requires less system resources
- » Live bookmarks
- » It belongs to the community, and it's growing!!!
- » Download from www.getfirefox.com



Firefox
rediscover the web



<http://www.switch2firefox.com/whyswitch/>

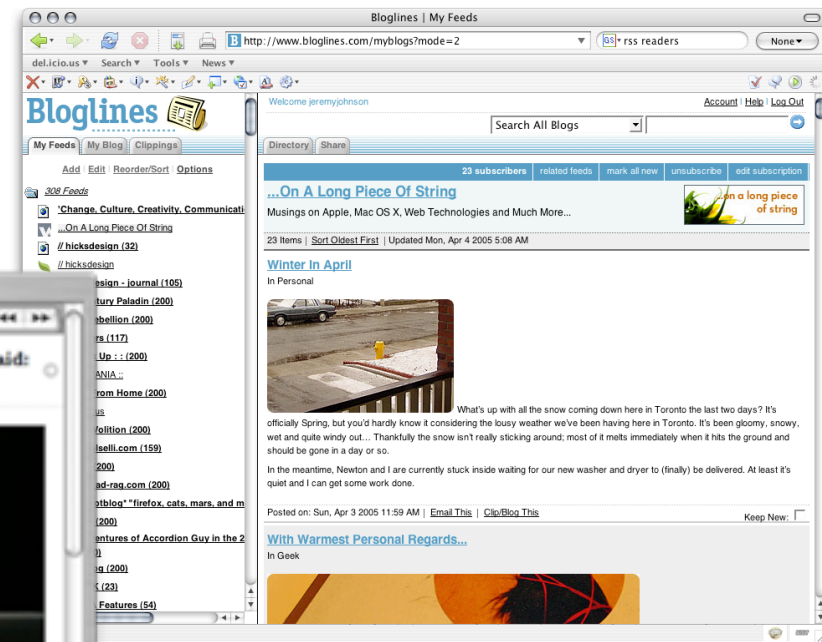
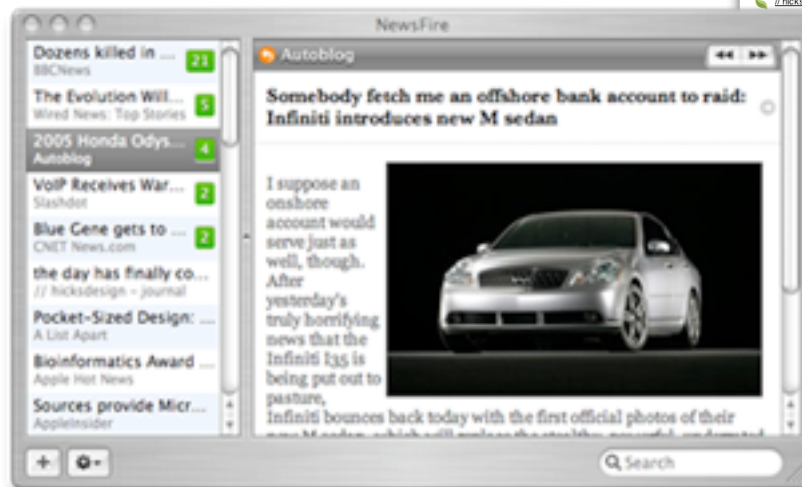
 **NEED TO USE**

RSS

 / Atom / XML / Pod Casting

info:

- » Best Online RSS Reader: Bloglines (www.bloglines.com)
- » All your news in one location
- » Stay up-to-date
- » Have a iPod? Try PodCasting!

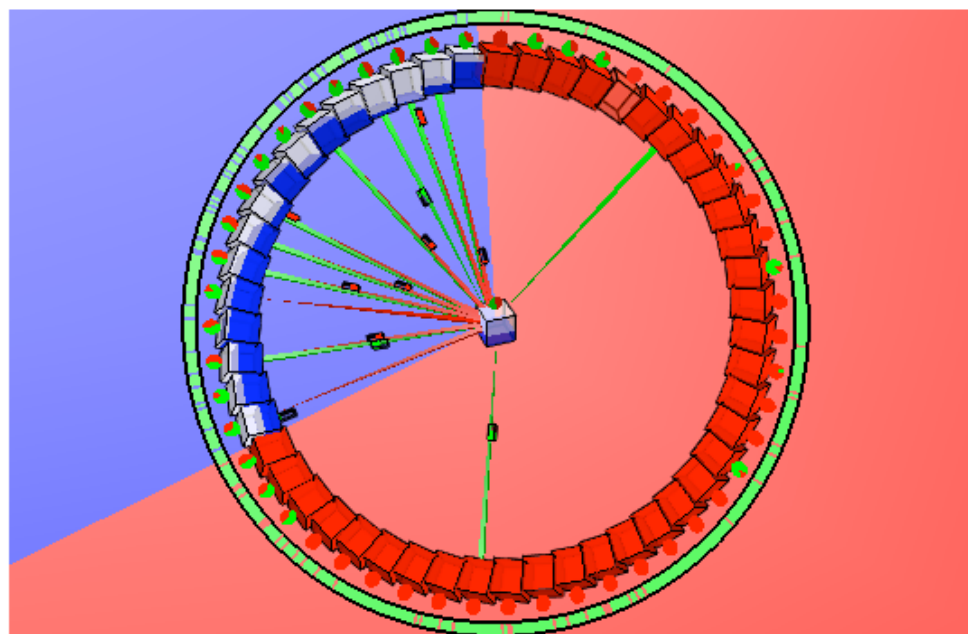


 NEED TO USE

BitTorrent

info:

- » Download from www.bittorrent.com
- » Group Sharing and Downloading
- » Low Cost Distribution



NEED TO DO

Blog

info:

- » Get started with Blogger (www.blogger.com)
- » Blog your way to fame! (or at least a job)
- » Wordpress, B2Evo, TextPattern, Movable Type, and more!



im blogging this! Oh, and I'm blogging that too! And that! And that! And, oh wait, yeah, that too! And this as well! And that! Yeah, and that! And this! And that, and that, and that! Oh, and this! And that! Sorry, did you say something? Cool. Have you blogged it yet?

cigapingvoid.com



➔ NEED TO DO

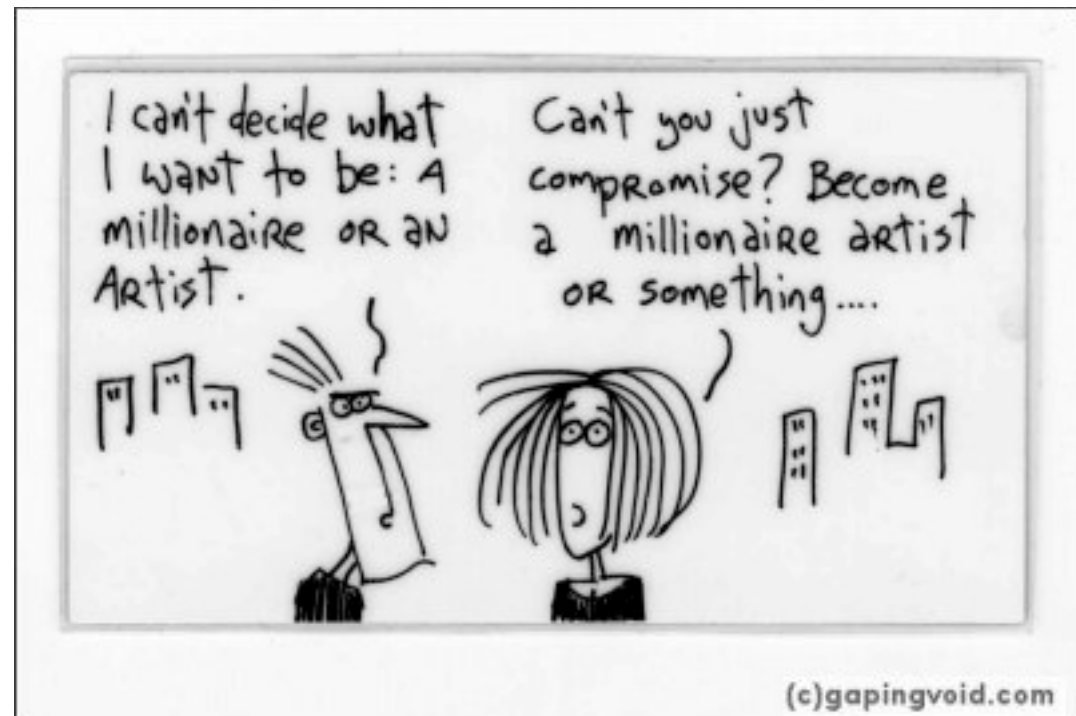
Create, Create, Create

Doing anything worthwhile takes forever. 90% of what separates successful people and failed people is time, effort, and stamina.

I get asked a lot, "Your business card format is very simple. Aren't you worried about somebody ripping it off?"

Standard Answer: Only if they can draw more of them than me, better than me.

(via <http://www.gapingvoid.com/>)



 **NEED TO DO**

Keep Up!

Finally - this document is officially old as of now. Things are constantly changing from day to day, new technologies and new ways to create, design, and build online and offline.

Technology to watch out for:

- » Zammel
- » XForms
- » SVG
- » CSS3
- » XHTML2
- » Ruby on Rails
- » Processing

Things to do:

- » Live & breathe feeds
- » Read, listen, and watch
- » Become one with the Blogosphere



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Thanks!!

Questions?