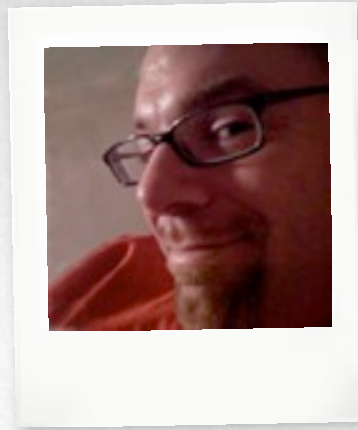


# Death, Taxes & Viewport Chrome

the only thing certain is uncertainty itself

*Future of Web Design (#FOWD)  
8 November 2011*

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# About Me

- ✿ Jason Pamental  
Web Strategist, Designer, Technologist
- ✿ Have been a strategist, designer, developer & cat-pixel-wrangler since roughly the launch of Netscape 1
- ✿ Can be found @jpamental in most places
- ✿ Post thoughts, work & pics from Instagr.am @ thinkinginpencil.com





# How'd We Get Here

- ✿ Spoke last year about Web Strategy: the smarts between design, technology and your client
- ✿ A Content Management System is the perfect glue
- ✿ After 17 years working on the web, it's still new every day

**(pause, for reflection)**



# Few Things Are Certain

- ✿ We'll all die eventually
- ✿ Usually after paying a lot of taxes
- ✿ We have no idea how someone is going to view our design – none
- ✿ Really. Think about that last one

# You Don't Know Jack

- ✿ Where we admit we know nothing
- ✿ I kid, I kid... sorta
- ✿ HTML5, CSS3 & Web Fonts: game has changed in the past year or 2
- ✿ Device/Platform multiplier mayhem  
no way to keep up with all of them
- ✿ At a bigger inflection point than any before – but let's review



# History of The World (Part I)

- ❖ 1993: Mosaic graphical browser
- ❖ 1995: HTML 2.0 – Rise of the Table Tag
- ❖ 1997: Introduction of CSS 1  
(‘Blink’ tag formally dropped)
- ❖ 1998: ASP / Tango / Cold Fusion / PERL – early CMS’s become common (it’s all about the database)
- ❖ 2001: Drupal introduced
- ❖ 2003: Wordpress introduced
- ❖ 2009: HTML5, CSS3, Web Font services introduced (and are still evolving)

# Now the Good Stuff

- ✿ Evolution of tools: better, cheaper, easier, more open
- ✿ Platforms as service have grown (Wordpress.com, DrupalGardens.com, LightCMS.com, Squarespace.com)
- ✿ More power at less cost and easier to create than ever before
- ✿ What cost \$500,000 to develop 10yrs ago is now free & can be managed from your phone (that's real data)



**But one more little  
challenge...**

# You Don't Know Your User, Either

- ❖ Impossible to know how your design will be consumed
- ❖ Desktop/Laptop/Tablet/eReader/Phone/Console/TV/Car
- ❖ Adapt, respond, react: make your designs more capable
- ❖ Accessibility: more than just 'alt' text
- ❖ You can't do everything. Use tools to help do that voodoo you do so well – only more better(er?)



# We're Not Designing Pages

- ✦ Good design has structure – but that structure must be fluid
- ✦ We're designing systems of relationships & hierarchy to infer meaning & importance
- ✦ **960 pixels is a copout.** More often than ever our work will be viewed on phones, tablets, tv's – more than on computers as we know them

# We've Come a Long Way, Baby

- ✿ CMS' are more common than ever
- ✿ More supported in more environments
- ✿ Many are free, more still are cheap
- ✿ Some hosted services  
(LightCMS, Squarespace, Shopify)
- ✿ Some hosted versions of Open Source platforms  
(WordPress.com, DrupalGardens.com)



# Hosted Services

- ✿ LightCMS.com & Squarespace.com  
*Gateway drugs to the CMS world*
- ✿ Interesting, kinda
- ✿ Useful, sorta
- ✿ Only goes so far and you can't take it with you (not really)

# Hosted Open Source

- ✿ WordPress.com & DrupalGardens.com  
*Designer gateway drugs*
- ✿ You CAN take it with you
- ✿ Powers hundreds of thousands of sites on the web
- ✿ Learn one system & have countless opportunities for work



# Since We *Know* Real Designers Code...

- ✿ Why not stretch a bit & learn to theme a CMS site?
- ✿ You could even crack a book (or at least watch a video)
- ✿ For every designer there's a CMS you could use – **today**  
(*even for designers who don't code*)

# Getting Started is Getting Better

- ✿ Packages like MAMP/WAMP make setting up locally a one-click affair
- ✿ Many hosting providers have one-click installs of the same platforms
- ✿ Lots of free/very inexpensive options for web fonts, too
- ✿ Step up your game & level up (you're @FOWD, so that's a good start)



# Why Harp on This?

- ❖ Because editing HTML pages is **dumb**
- ❖ Even worse: designing in Photoshop & not knowing how the design will truly be used
- ❖ Even prototyping in static HTML only tells part of the story

# You Just Never Know

- ❖ A few hundred thousand web professionals might be on to something
- ❖ Over 12% of the web is powered by just 3 platforms: WordPress, Drupal & Joomla!
- ❖ Hundreds of Camps around the world – most of them free
- ❖ Makes the bar for entry pretty low
- ❖ No shortage of work – over 600 jobs on Monster.com for those 3 keywords alone



# Now You're Cooking

- ✦ Once you learn a platform, you've begun designing in a system
- ✦ Explore, enhance, extend
- ✦ Try HTML5
- ✦ Heck, throw in a real font
- ✦ Explore Responsive Design
- ✦ CMS as rapid prototyping platform

# What's That Viewport Bit, Then?

- ❖ A tiny Catholic school in Ft. Worth, TX has **over 15%** mobile traffic
- ❖ Ford, Toyota including app-like interfaces in 2012
- ❖ 10% of all mobile subscribers are using an iPhone
- ❖ Kindle Fire: **7" color tablet for \$199**, Webkit-based browser
- ❖ **The revolution WILL be televised:** Samsung has put apps on your TV



# You Gotta Know What You Don't Know

- ✦ Responsive & Adaptive Design is about anticipating the unknown
- ✦ This has the benefit of being MUCH more flexible and fault-tolerant
- ✦ It's WAY easier to do when you're only editing a couple files – not a couple hundred

# Feature Forward

- ✿ Know what else you don't know?
- ✿ What feature comes next
- ✿ WordPress & Drupal each have over 10,000 plugins/modules available
- ✿ There's an app for that
- ✿ Often little-to-no extra work as the theme will carry design through



# So Where Do I Fit In?

# The Bit in the Middle

- ✦ That's you
- ✦ You know **design**
- ✦ You know your **client** (or you should)
- ✦ You know the **web** & what can be done on it
- ✦ Learn a **CMS** to help you do it



# Tools in Your Toolbox

- ✦ HTML5, CSS3, Web Fonts
- ✦ Responsive/Adaptive design approaches and methods
- ✦ Don't forget CSS systems like LESS, SASS, etc (seriously – go learn one)
- ✦ Pick a CMS & get to know it
- ✦ Buddy up if you need to

# What's Next?



# Declare the Pennies on Your Eyes

- ❖ *(You need a Beatles reference. Just because.)*
- ❖ Platforms are getting smarter: leaner, more semantic markup & more reliable device detection
- ❖ Plethora of syndication options
- ❖ Enables use of CMS as content hub
- ❖ Use one platform & multiply your reach as a designer

**Now Get Out & Go  
Make Something  
Awesome**



# Thank You!

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