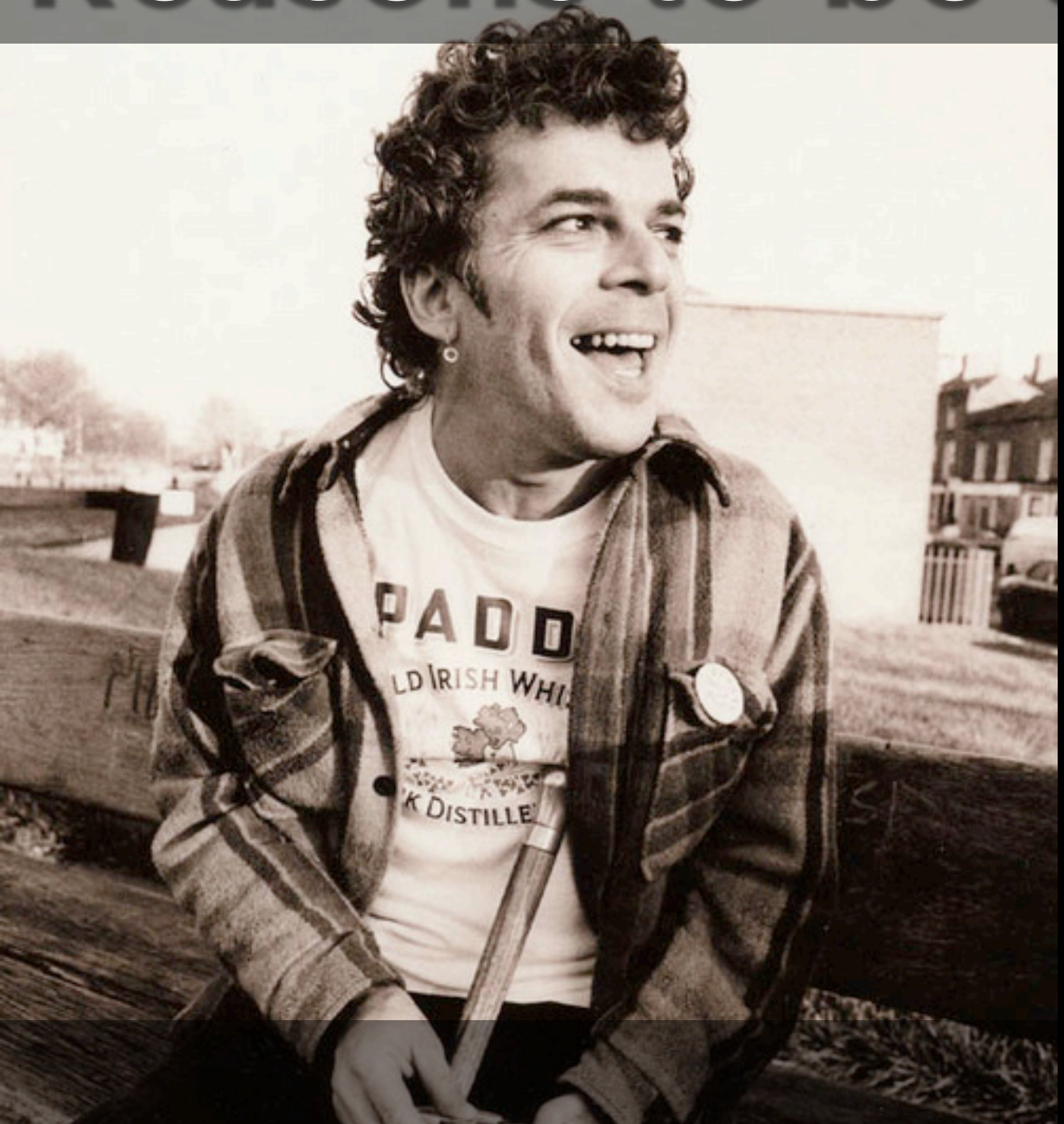
# Reasons to be cheerful



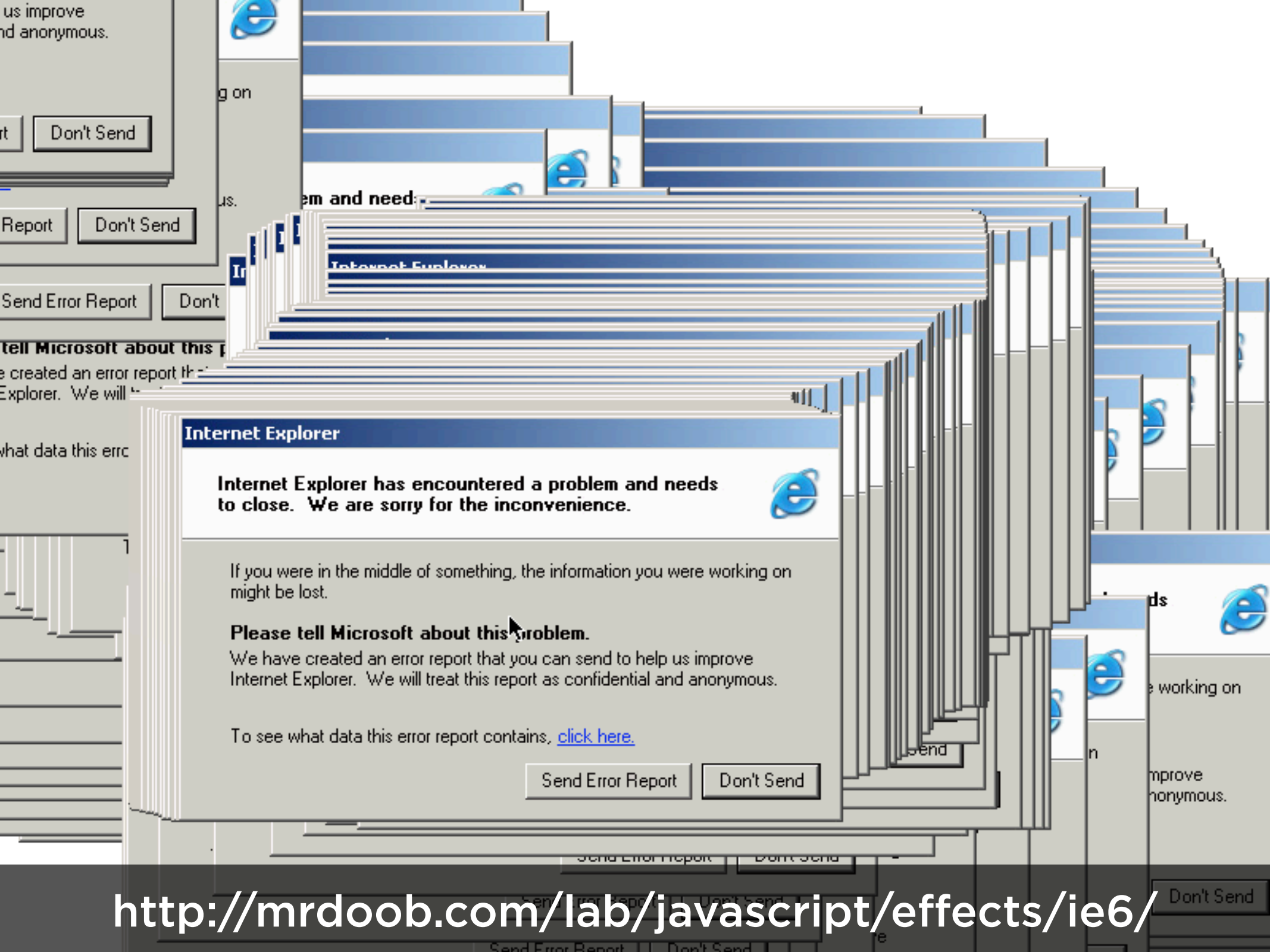

**Christian Heilmann**
**Fronteers, Amsterdam, October 2010**

**Dammit, I'm mad!**
**is**
**Dammit, I'm mad!**
**spelled**
**backwards.**

# Being someone who builds for the web is awesome!

Sure, we got things to complain about.

**And we harp on and on about them.**




http://mrdoob.com/lab/javascript/effects/ie6/

**But if we really look at it a lot of our grief is home-made.**

# The web is an amazing platform to work for.

# We can work cross-platform without building different binaries!

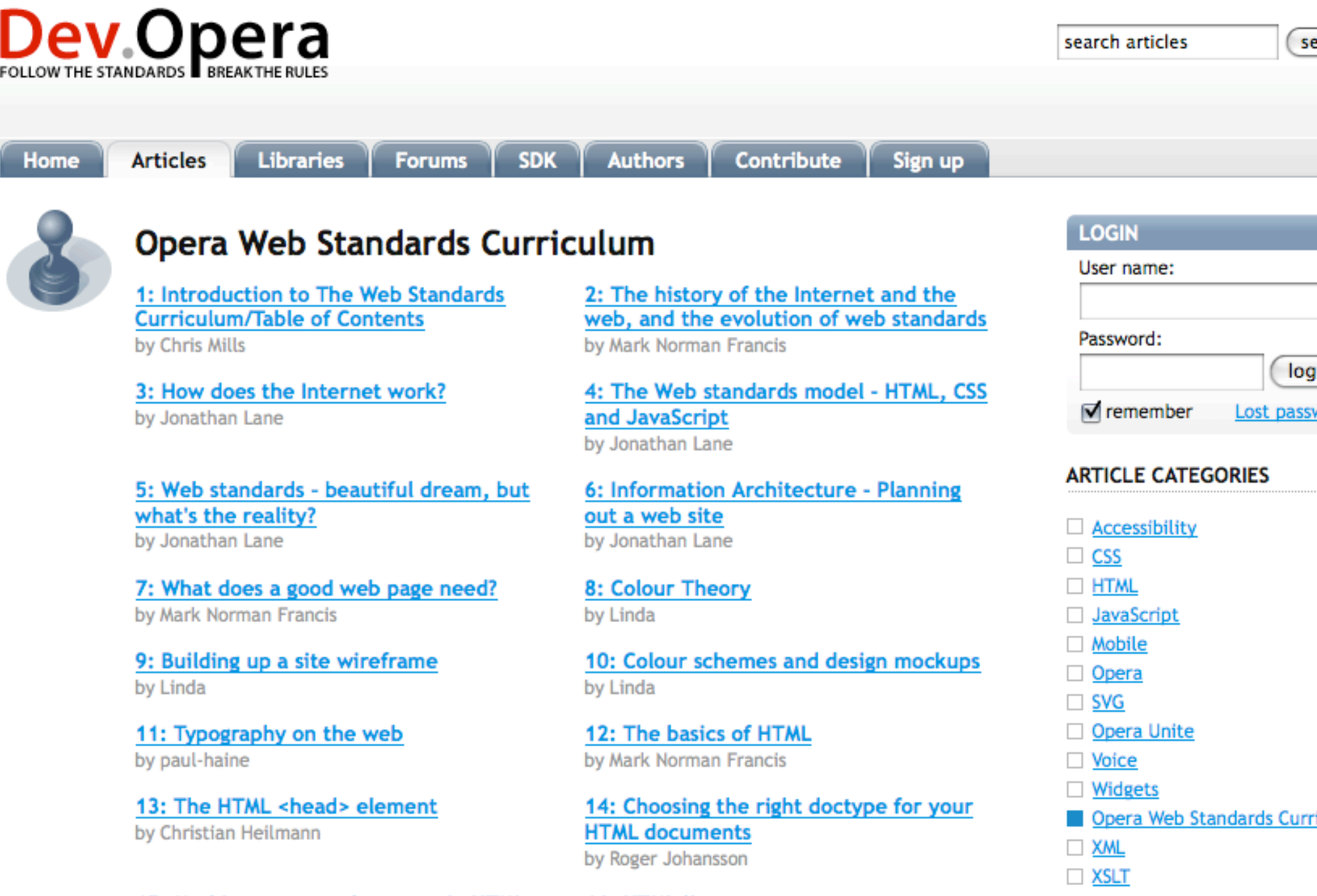
Linux

Windows

Mac

The technologies to build stuff with are pretty easy to learn.

# And massively documented!




http://dev.opera.com/articles/wsc/

WaSP
INTERact
Curriculum
Integration Guide
Testimonials
Where
Inspiratio
connecting
EDUCATION & INDUSTRY
Why standards matter
Explore the curriculum
NEWS ABOUT INTERACT
From our Twitter feed
GET INVOLVED
WaSP InterACT is a living, open curriculum based upon web standards and best practices,
of the web professional. Adapt and
The Book
The new InterACT curriculum
companion book InterACT With
Standards guides students and
independent learners through w
http://interact.webstandards.org/

# DIVE INTO HTML5

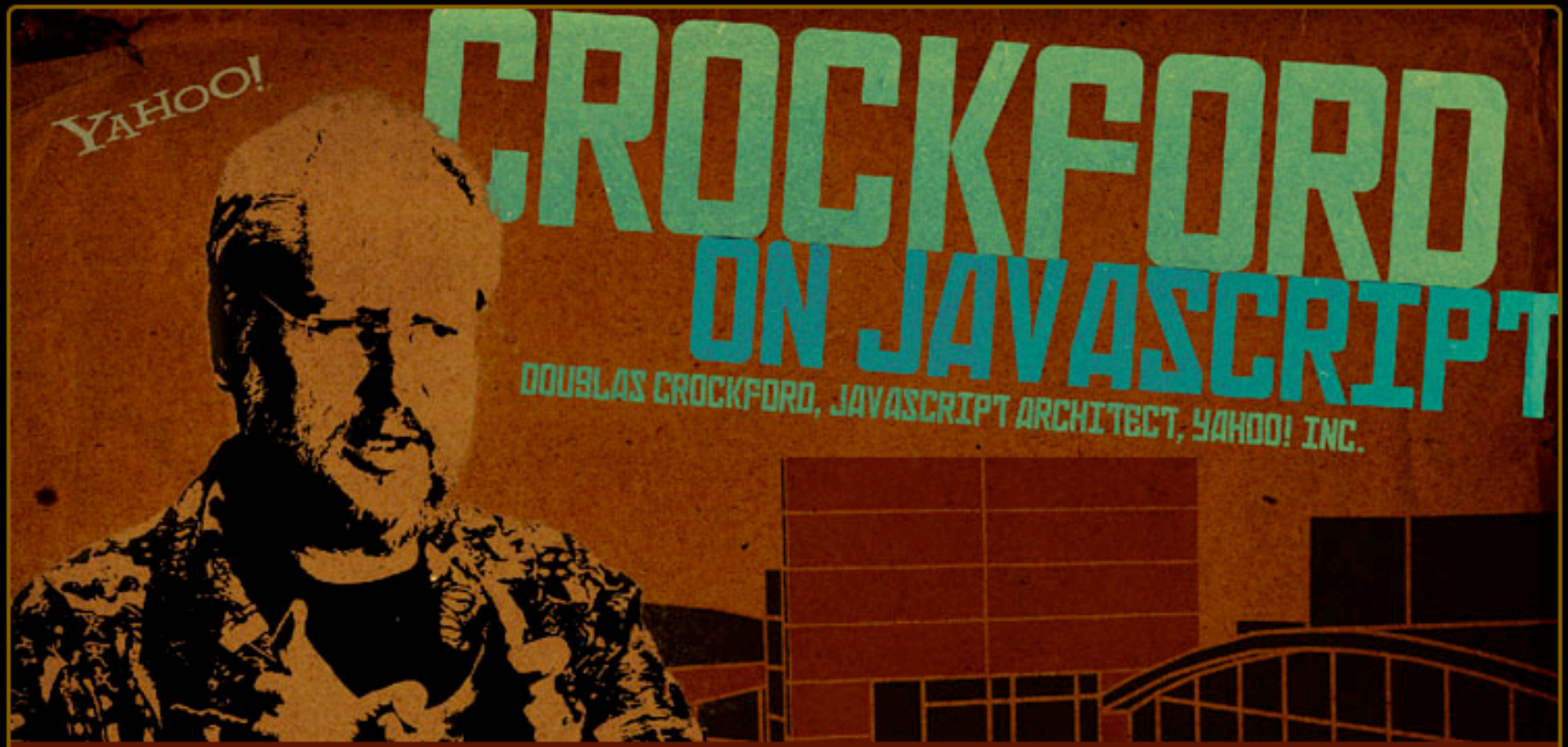
BY

MARK PILGRIM

WITH ILLUSTRATIONS FROM THE PUBLIC DOMAIN

http://diveintohtml5.org/

http://developer.mozilla.org




Douglas Crockford is Yahoo!'s JavaScript architect and a member of the committee designing future versions of the world's most popular programming language. Over first three months of 2010, Douglas delivered his acclaimed series of lectures on the history of JavaScript, its features, and its use. Links to video, transcripts, and photos from each of the events follows:

1. **Volume One: The Early Years** (Monday, January 25, 2010)

   - Photos
   - high-resolution (480p) video download ~700MB
   - .m4v video download (320x240)
   - Full transcript + high-resolution Flash video

2. **Chapter 2: And Then There Was JavaScript** (Friday, February 5, 2010)

   - Photos
   - high-resolution (480p) video download ~660MB
   - .m4v video download (320x240)
   - Full transcript + high-resolution Flash video

http://yuiblog.com/crockford/

# Developer Evangelism



Developer Evangelism is a new kind of role in IT companies.

## A developer evangelist is a spokesperson, mediator and translator between a company and both its technical staff and outside developers.

If you think this would be a good role for you, here's the developer evangelist handbook which gives you some great tips on how to do this job.

The handbook is now also available as a print copy from Lulu.com.

**Using the handbook you'll learn how to:**

- Find great web content and promote it.
- Write for the web and create engaging code examples.
- Use the web and the social web to your advantage to reach, research and promote.
- Prepare and deliver great presentations.

For details check the table of contents also available on this page.

### The Developer Evangelist Handbook

**Jump directly to a chapter**


- The developer evangelism handbook
- Defining developer evangelism
- Start with the right mindset
- Find your role and play to your strengths
- Remove the brand
- Work with the competition
- Work with your own company
- Prepare for outreach
- Get speaking opportunities
- Deliver a talk or workshop
- Write great posts and articles
- Write excellent code examples
- Prepare great slide decks for presentations **New!**
- Record your output
- Know and use the (social) web
- Work with the conference buzz
- [illegible]entation tips
- Thanks!


http://developer-evangelism.com

Seriously, if you spend a few hours online you can learn the lot!

**And you have up-to-date knowledge instead of a certificate.**

Back when I started this was different.

The main source of knowledge was view-source.

**This is not needed any more!**

**The main skill over the years was to know how browsers failed and how to work around that.**

You can still work that way, but actually not even this is needed any longer.

# Libraries fix browsers!

**CSS libraries help you create predictable layouts.**

Detection libraries allow you to build with progressive enhancement.

**The whole market is shifting.**

Browser vendors listen to standards bodies and grassroots movements.

# Our standards bodies can be influenced

Try to find another market where that is possible...

Which leads me to working environments.

# We have good work environments.

**This is partly because of outside help.**

transmission, the front-wheel-
drive Fiesta sedan comes as a
sedan or hatchback. Sedan
trims comprise the S, SE or
SEL; the hatchback comes as
an SE or SES. Click here to
compare them.
Kinetic Styling
wertiser
ser.com
ed every
Another automaker, another
buzzword. It's
its
fluidic sculp-
ture." Ford makes a big deal
Mainstream media
recognises us.

Facebook users are roaming the streets in tears, shoving photos of themselves in people's faces and screaming 'DO YOU LIKE THIS? DO YOU??'

10:37 PM Sep 23rd via web
Retweeted by 100+ people

TheDollSays
Dolly

# The Internet is part of daily life.

**For years we've suffered from not having a real place in HR policies and in job hierarchies.**

# It is time not to care what people call us

- ➡ Screen Designer
- ➡ Web Designer
- ➡ HTML Programmer
- ➡ HTML Monkey
- ➡ Web Developer
- ➡ Lead Web Developer
- ➡ Head of Web Development
- ➡ Web Developer
- ➡ Interaction Architect
- ➡ Front End Architect
- ➡ Lead Developer Evangelist (International)

= I build stuff for the internet!

Companies have no clue what web development is.

# No need to fight internal red tape.

If you don’t like your job - leave it.

**If you want to talk about your job situation and your boss doesn't have time for you...**

# Wear a suit for the day and leave on time for a change.

You will soon get an email invite or call or visit from your boss after that.

As “web developers” we need to get our kicks in other ways than through our companies.

Here’s three of them.

**Way #1:** Improving the things we care about on the sly.

Don’t waste your time fighting pointless battles.

# It something looks it, people think it is the real thing.

"Can we use the company font on our site?"

# Sure!

```
body{
  “company font”,helvetica,arial,sans-serif;
}
```

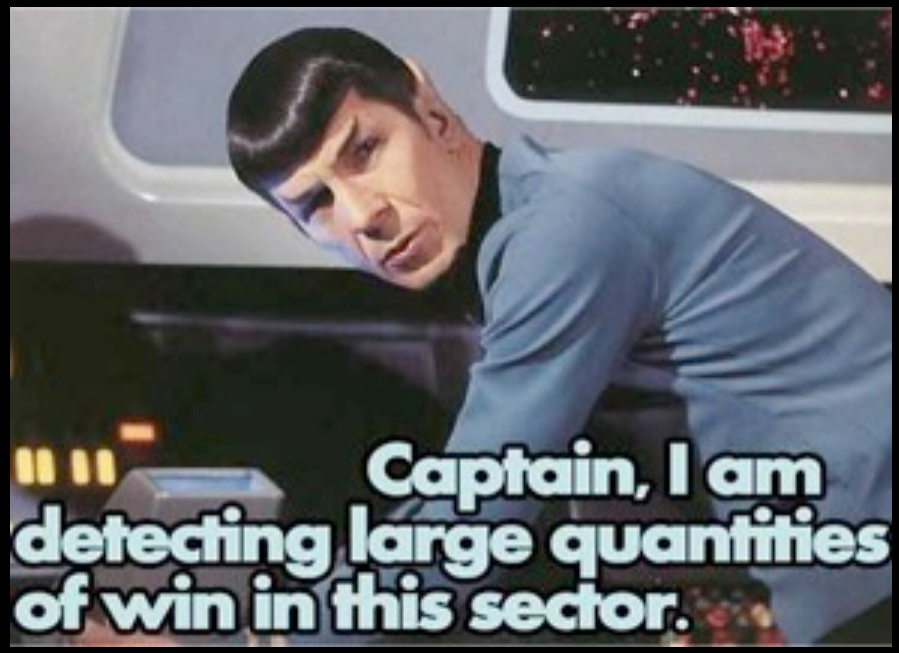
Use newest technologies and extras without asking for support of them.

Add them with progressive enhancement and nobody needs to know.

When they hit the mainstream and your boss asks about them, show them you already thought of that!

I am very sure that most of innovation on the web is put in without requests from above.

# You can show them to others and make them appear magically as a viral!



# Way #2: Innovating from the outside in.

**If you can’t shine in your company, shine outside of it!**

Our communication channels are easy and our community is big.

Barcamps, *camps, meetups, opencoffee...

**All this stuff is free and a chance to network and get known.**

# Having own ideas and tastes is welcome!

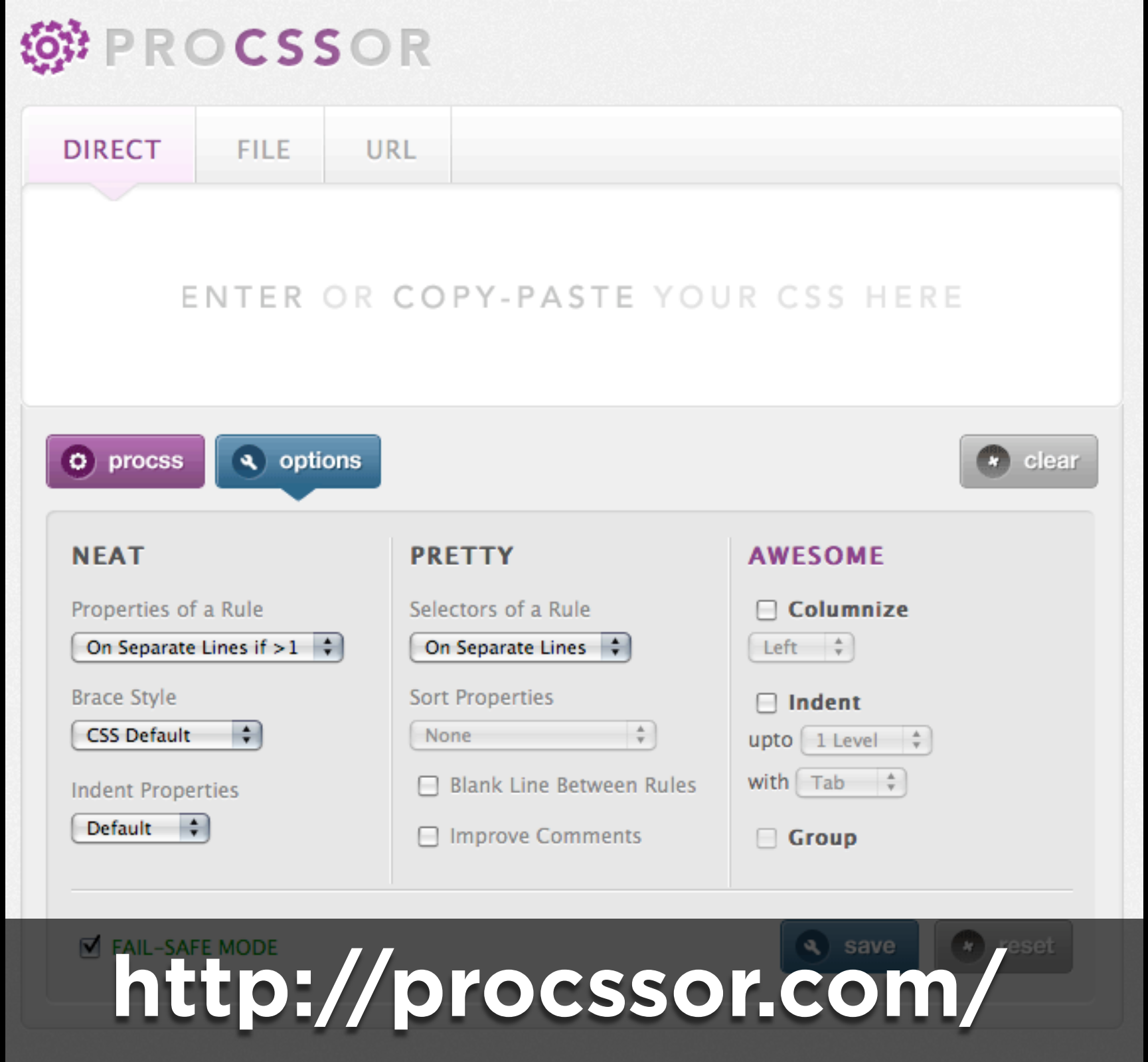
**@Malarkey**
Andy Clarke

~@codepo8 Indented code looks like it's been vomited up by a dog. (But I guess you developer types don't care about that :p)

17 hours ago via web ★ Unfavorite ↻ Retweet ↩ Reply

**codepo8** Christian Heilmann
@Malarkey not to worry though - good editors and tools can beautify even your code.
17 hours ago

**codepo8** Christian Heilmann
@Malarkey @seeitdesign http://procssor.com/ works :)
17 hours ago


PROCSSOR
DIRECT
FILE
URL
ENTER OR COPY-PASTE YOUR CSS HERE
procss
options
clear
NEAT
Properties of a Rule
On Separate Lines if >1
Brace Style
CSS Default
Indent Properties
Default
PRETTY
Selectors of a Rule
On Separate Lines
Sort Properties
None
Blank Line Between Rules
Improve Comments
AWESOME
Columnize
Left
Indent
upto
1 Level
with
Tab
Group
FAIL-SAFE MODE
save
reset
http://procssor.com/

# There can be misunderstandings.

**anna_debenham** Anna Debenham

Ewww, back end developers are weird… "Have you finished that dump?" "No, it was taking a while. I'll just zip it up and send it to you now."

18 Aug

# !important

NOVEMBER 21, 2003

# JavaScript Image Replacement

*by* **CHRISTIAN HEILMANN**

Published in: CSS, HTML and XHTML, Scripting, User Interface Design

Discuss this article » | Share this article »

As discussed previously on A List Apart, Fahrner Image Replacement (FIR), a techniqu
developed to allow designers to use image-based typesetting while meeting accessibili
requirements, only serves its intended purpose when screen readers misbehave.

The premise of FIR is simple: set the text-containing image as the background of an X
element and hide the corresponding plain text by nesting it in a span and setting the s
`visibility` to `hidden`, or `display` to none.

Most screen readers, however, are clever enough to realize that text set to `visibilit`
`hidden` or `display:none` should not be read

http://www.alistapart.com/articles/
javascriptreplacement/

## 11 | THIS ARTICLE SUCKS

I rarely use strong wording, but this article sucks. Christian Heilmann butchers my ideas. It hurts, so I struck back.

Why ALA's "JavaScript Image Replacement" Sucks

http://www.quirksmode.org/oddsandends/again_fir.html

*posted at 01:06 pm on November 22, 2003 by ppk*

- I published a first version of this script on the mailinglist, CCing PPK. – I didn't hear any complaints beforehand – noone stopped him from submitting an article here either, promoting the brilliant quirksmode.org (and that is not sarcasm) even further, rather than assuming people would just find it there. – PPK had the same idea, not the same script (else it would be a lot better) – There are many ways to achieve an effect (I Loved Anne claiming XHTML1.1 and CSS2 can do the same – but where are the users whose browsers support it?).

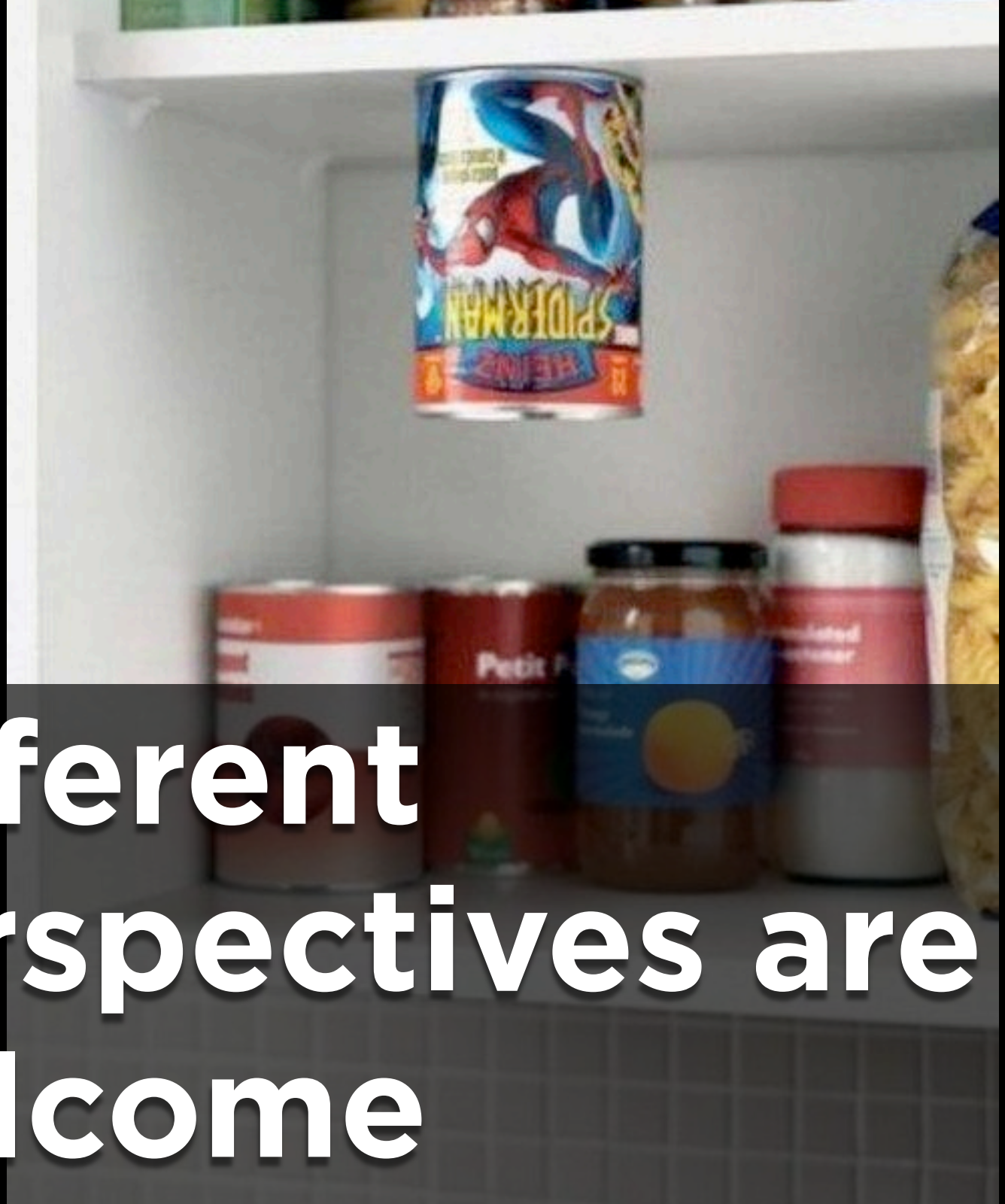
*posted at 02:45 am on November 24, 2003 by **Christian Heilmann***

27 | UNHELPFUL

I am astounded by Peter-Paul Koch's aggressive response to this article and have responded to his article in turn at http://www.htmldog.com/ptg/archives/000006.php . I don't think this attitude is helpful to anyone and it doesn't do any favours to readers of ALA OR PPK.

*posted at 03:36 am on November 24, 2003 by Patrick Griffiths*

# The rest is history!




# Different perspectives are welcome

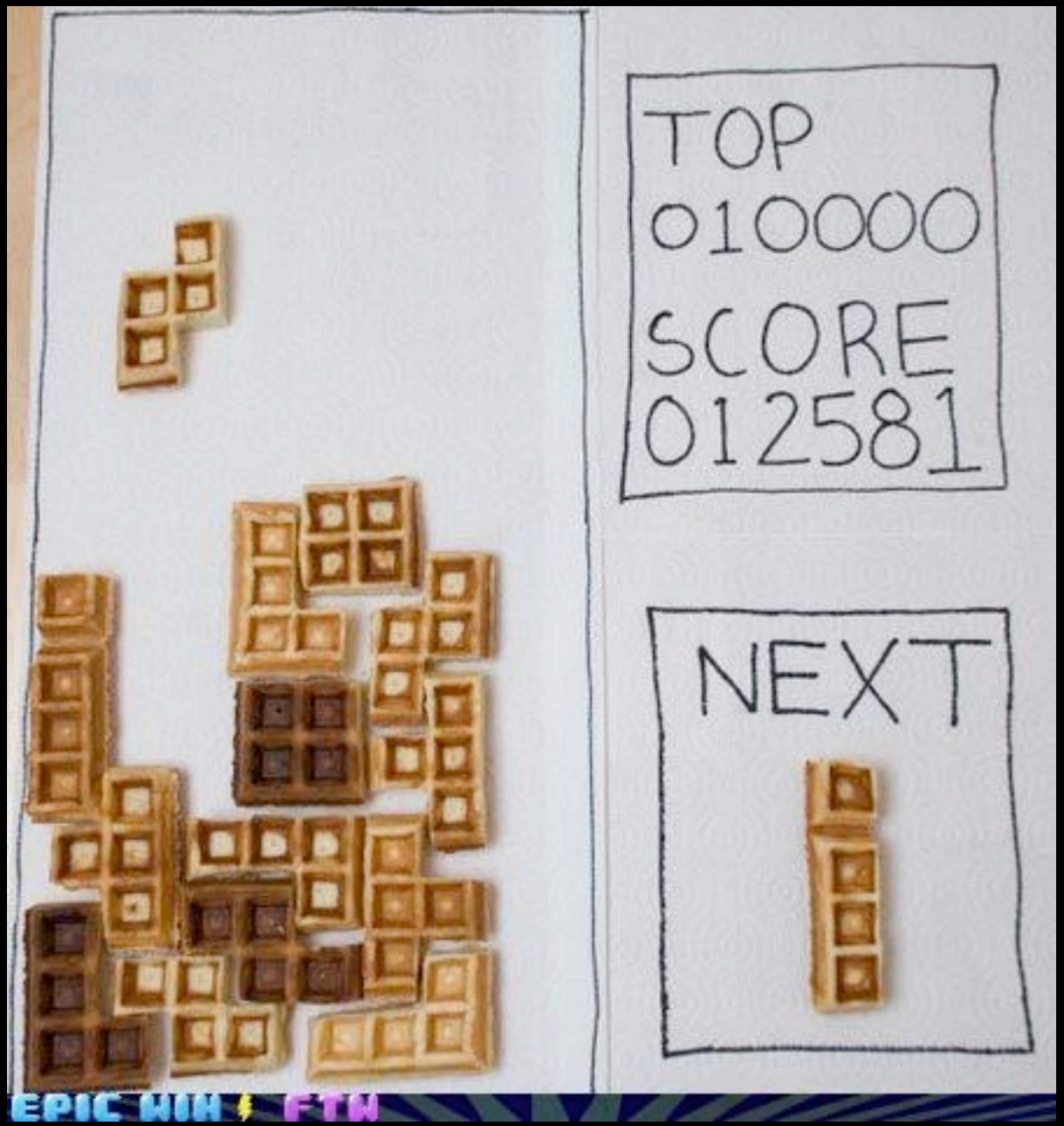
Releasing and allowing people to change things is awesome.

# Creative Commons and Open Source are your ticket to fame!

# Sharing is common in our market.

# Take cool stuff and build on it!

# You could be the one to add the piece to make it tasty!



http://icant.co.uk/articles/seven-rules-of-unobtrusive-javascript/

http://www.zhuoqun.net/html/y2008/1103.html

You want to write cool stuff - not fix it for all edge cases.

**What you can’t fix, someone else will.**

**Things you don’t want to add - other people can.**

# Code is not a fixed physical state.

# And this is why my message with my code is...

If you don't like my code, fork off!

GitHub, Google Code and all the other source repositories is where your code should live.

**In live products is where it functions and delivers.**

**Way #3:** Go improve the stuff that brings us a benefit in the future!

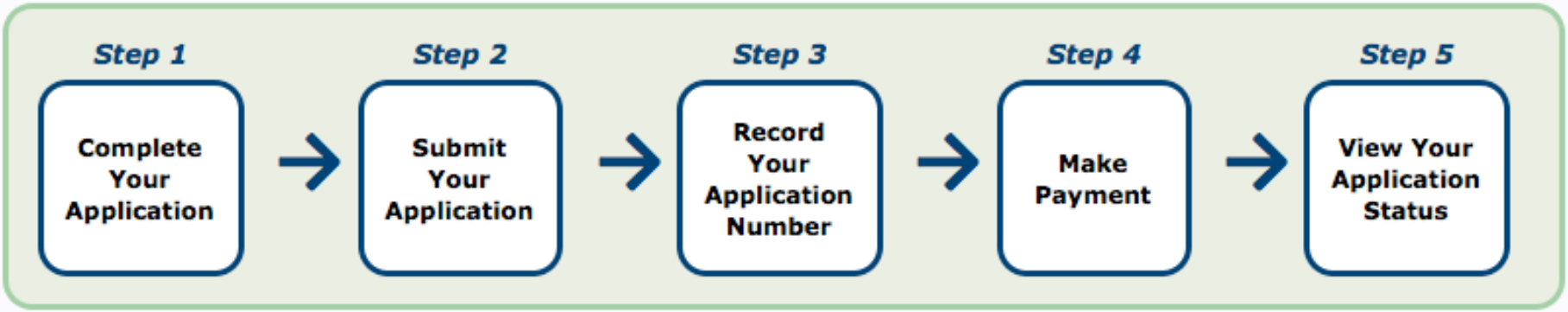
# Motivation is not a problem!

ESTA Electronic System for Travel Authorization
U.S. Department of Homeland Security



# Welcome to the Electronic System for Travel Authorization Web Site.

International travelers who are seeking to travel to the United States under the Visa Waiver Program (VWP) are now subject to enhanced security requirements and will be required to pay an administrative fee. All eligible travelers who wish to travel to the U.S. under the Visa Waiver Program must apply for authorization and then pay the fee using the following process:




Please refer to the Help link at the top of each Web page if you have questions.

Before you begin this application, make sure that you have a valid passport and credit card available. This application will only accept the following credit cards: MasterCard, VISA, American Express, and Discover.

Please provide all responses in English. Mandatory fields are indicated by a red asterisk *

Please provide all responses in English. Mandatory fields are indicated by a red asterisk *.

## Apply for an Authorization to Travel to the United States

Which countries participate in the Visa Waiver Program?

What information do I need to complete the application?

What are the passport requirements for travel under the Visa Waiver Program?

### Select this option if:

- You are a citizen or eligible national of a Visa Waiver Program country.
- You are currently not in possession of a visitor's visa.
- Your travel is for 90 days or less.
- You plan to travel to the United States for business or pleasure.

## Update or Check the Status of a Previously Submitted Authorization to Travel to the United States

What information can I update?

### Select this option if:

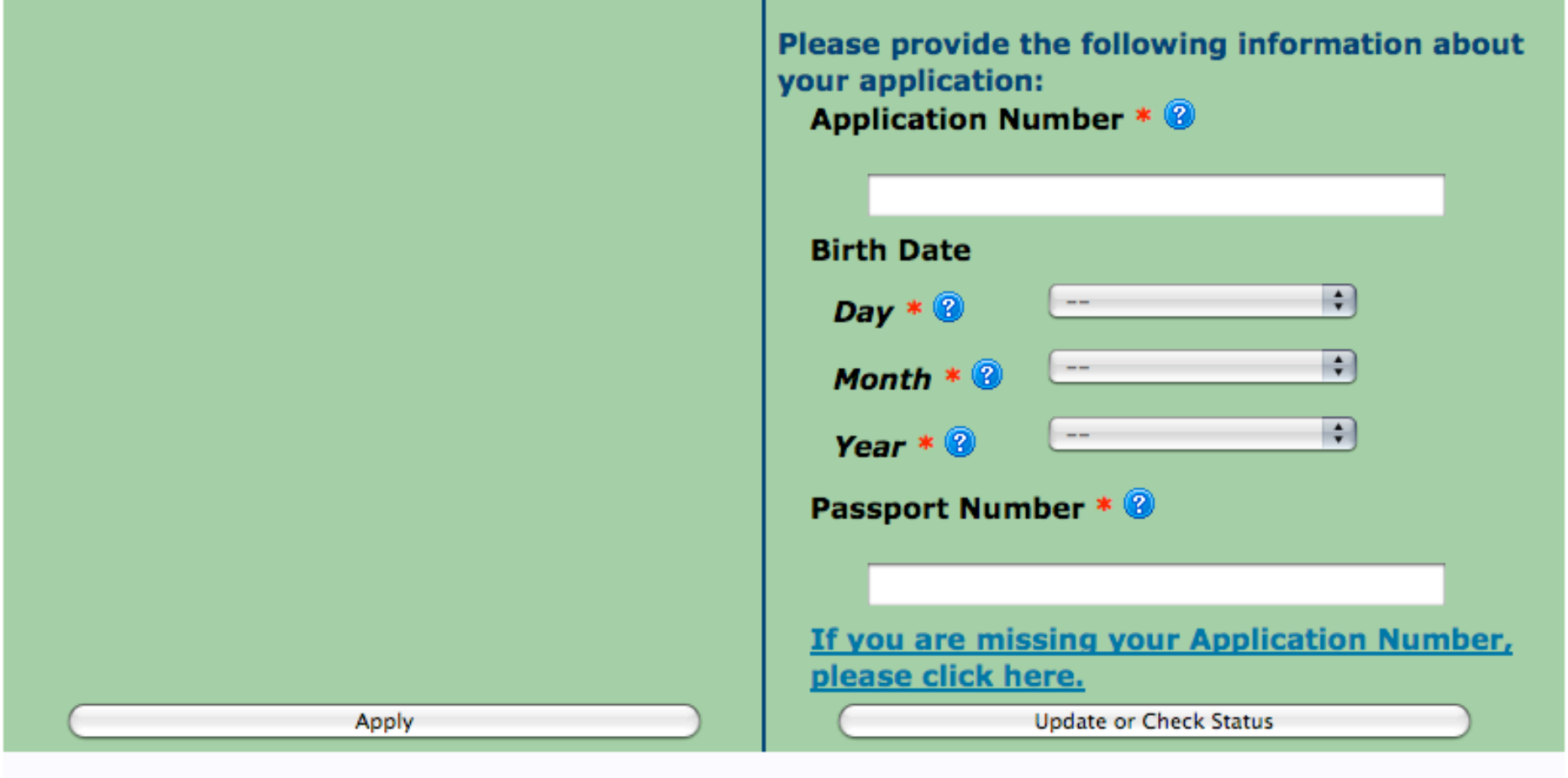
- You previously submitted an application for an electronic travel authorization and you want to perform one of the following:
  - Determine the status of your travel authorization application.
  - Update your travel authorization application.
  - You saved your application information and want to return to it to pay the fee.

### Please provide the following information about your application:

**Application Number** *

**Birth Date**

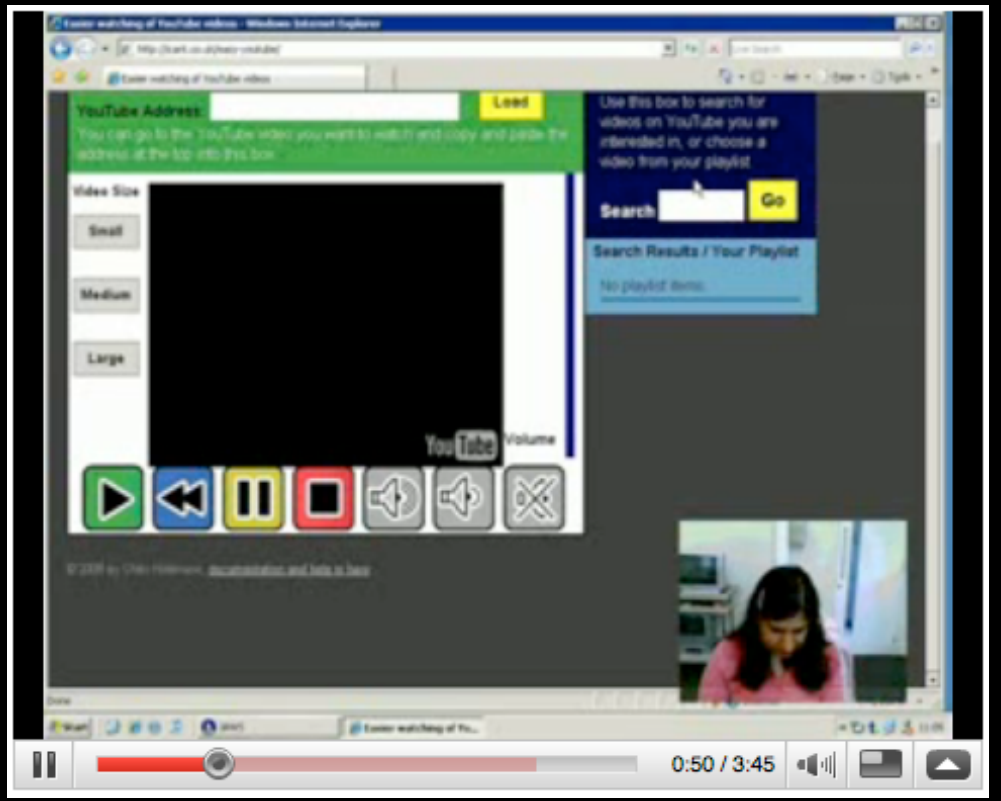
***Day*** * -- 




https://esta.cbp.dhs.gov/

Accessibility is a hot topic - think silver surfers and touch interfaces.

# Easy YouTube



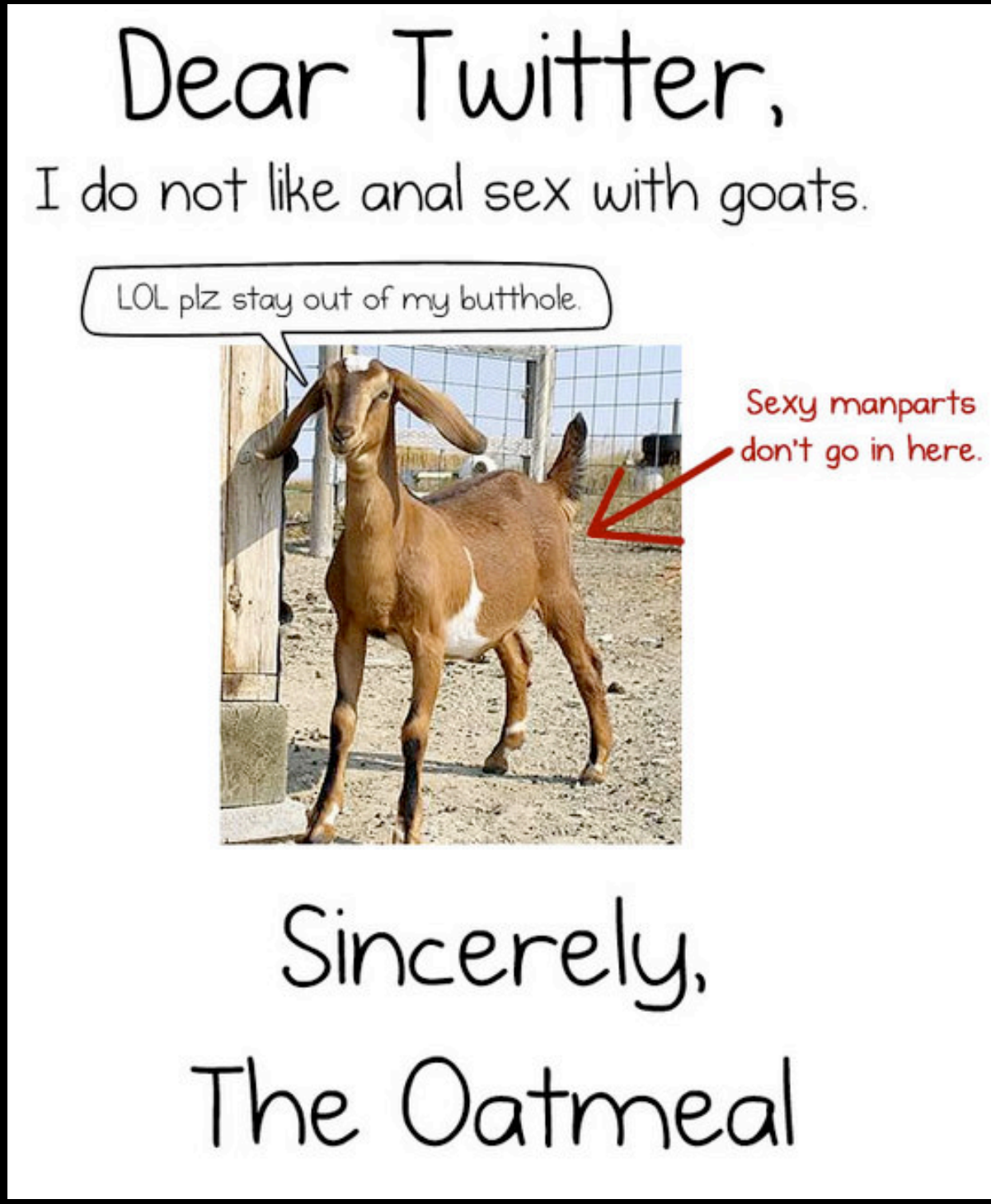

http://www.youtube.com/watch?v=CwsDKaaIgq8&

http://www.youtube.com/watch?v=QiuT0y0KR6I

"You can leave now - I don't need you any longer to watch my videos!"

Security is getting more and more important for web developers.

# CSRF vs. simple update buttons



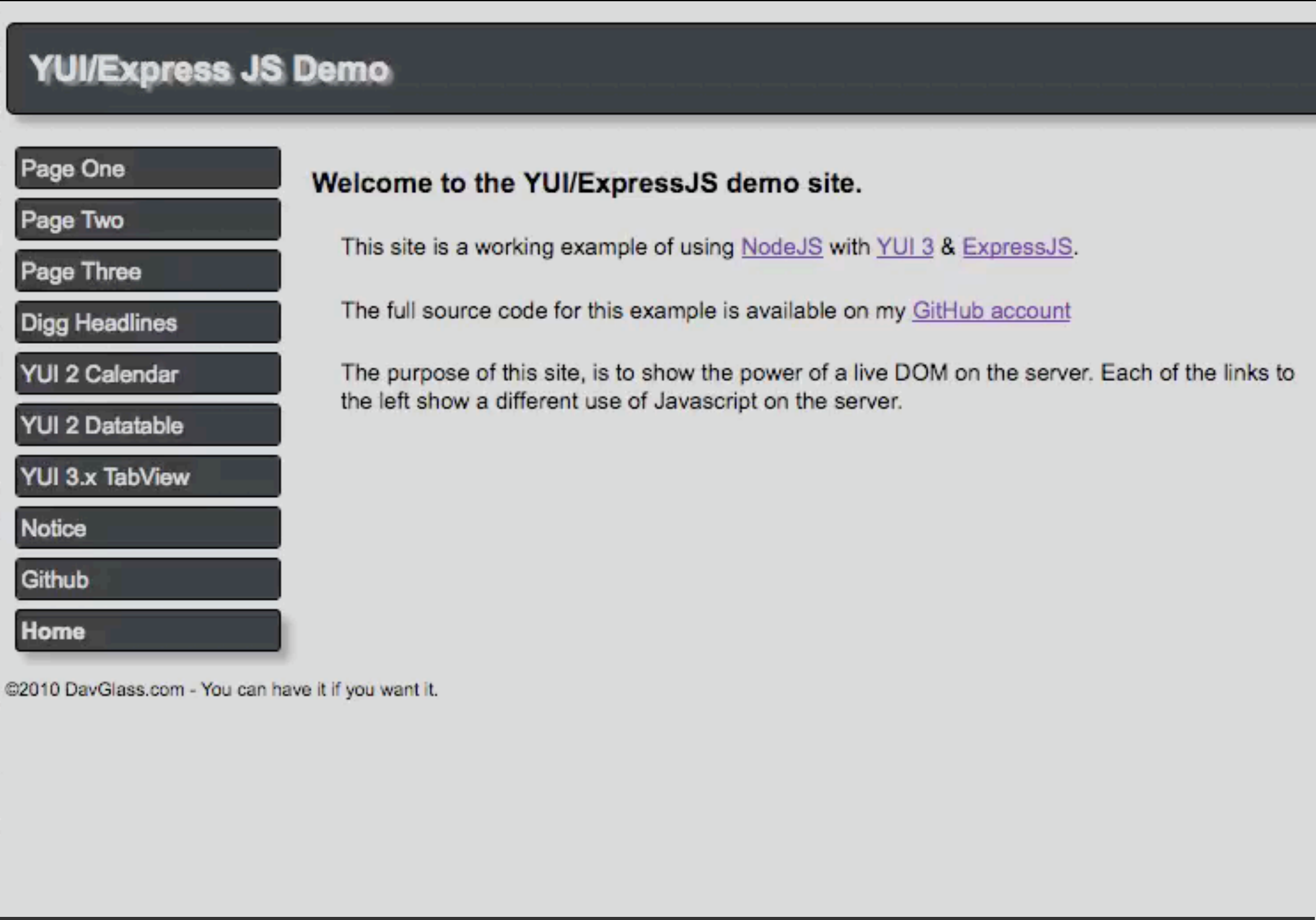
# Evercookie is a wake-up call.

http://samy.pl/evercookie/

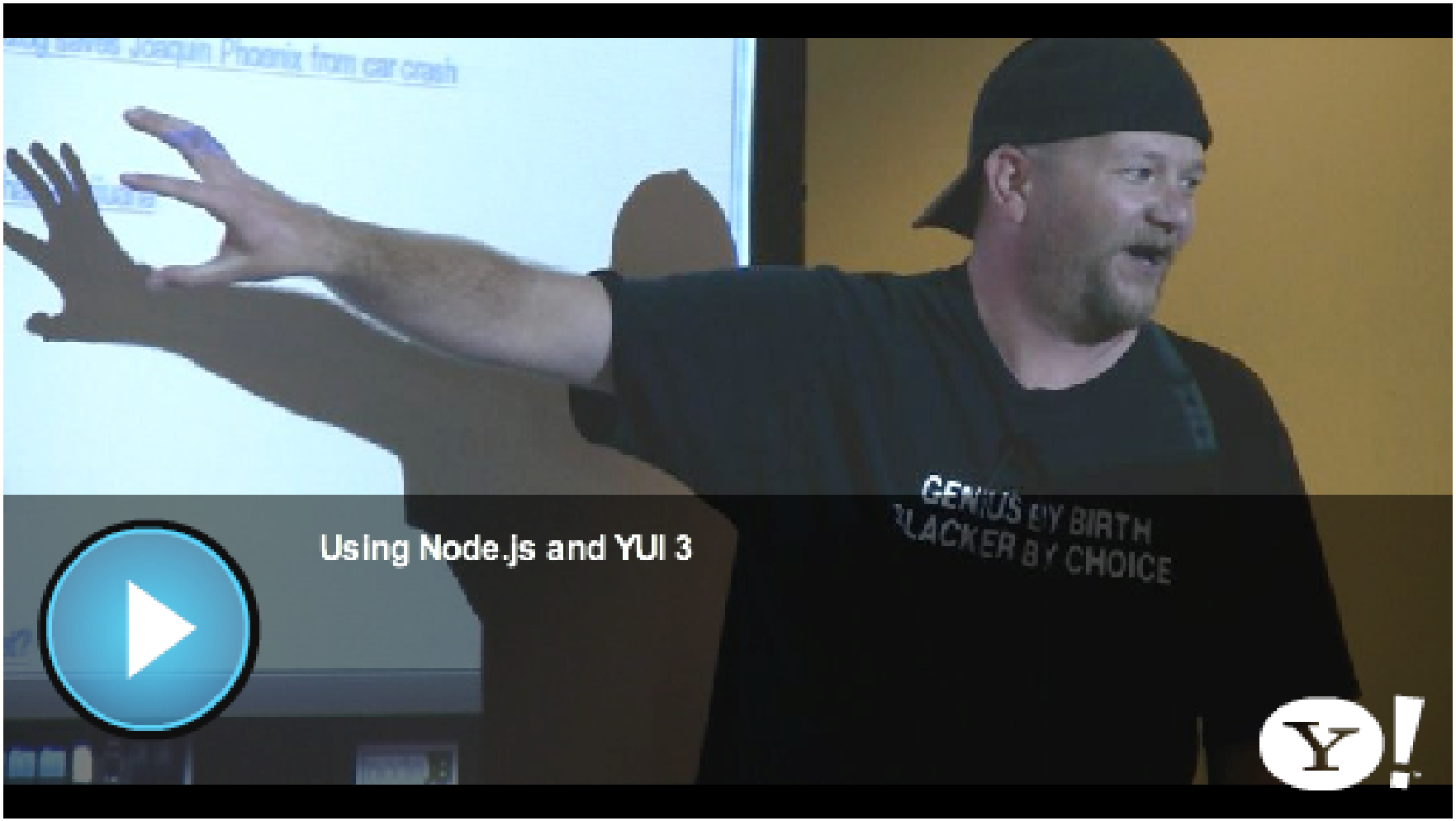
HTML5 and CSS3 are open to feedback and need our testing and reporting.

# Build cool, rich interfaces with HTML5 - outside of walled of environments or in Flash.

**Be part of breaking old and outdated conventions.**




http://express.davglass.com/




- Download HD video (480p ~271MB)
- Download video (m4v)
- A high-resolution, transcripted version of this talk is available on the YUI Theater site

http://www.yuiblog.com/blog/2010/09/29/video-glass-node/

# node.js + YUI3 = Progressive Enhancement win!

NoSQL environments instead of bottleneck DB servers.

# Local Storage

```
if(('localStorage' in window) && window['localStorage'] !== null){

  var f = document.getElementById('mainform');

  <?php if(isset($_POST['sent'])){?>

      localStorage.setItem('state',f.innerHTML);

  <?php }else{ ?>

    if('state' in localStorage){
      f.innerHTML = localStorage.getItem('state');
    }

  <?php } ?>
}
```

# GeoLocation, Web Workers, Web Sockets, SVG and inline SVG...

# But... but... but... I am only a designer!

"I am not qualified to make a decision on that. The onus is on you to educate me deeply about this thing that I am not even interested in (...) nobody can win that argument!"

Douglas Crockford, Loopage

Yes, there are unknown dangers to be aware of.

# But together we can tackle them and clean this mess up!

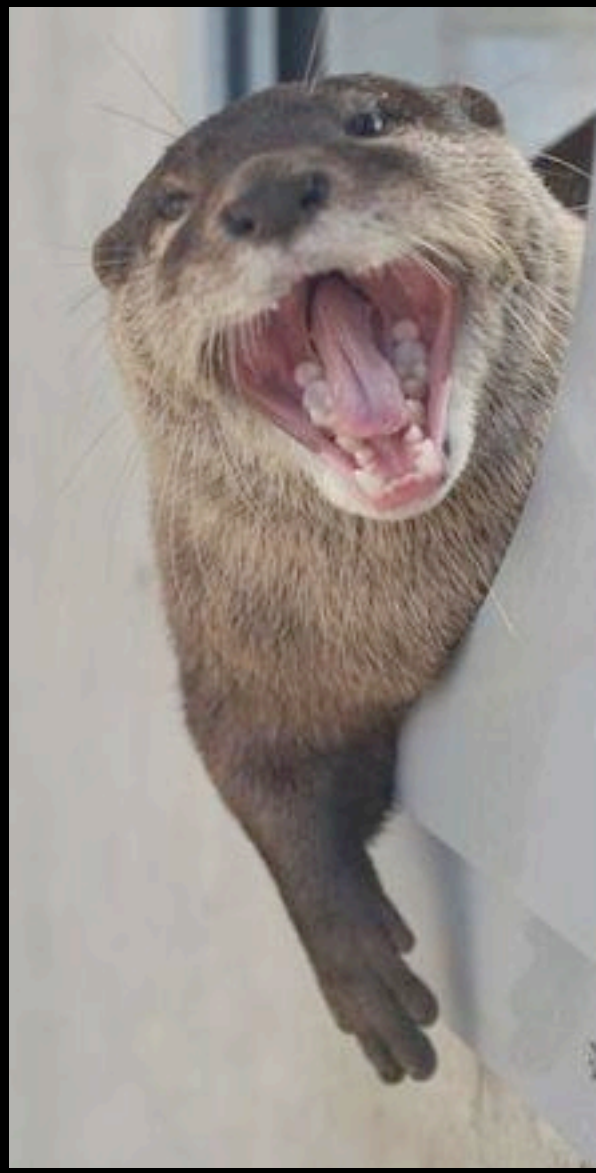
# Let’s get down to business.

# Release your stuff to the web!

# Build with the web!

# Get stuff from the web to build your stuff with!

# Spread the news about cool stuff as far as you can!



# Understand that you don’t need to convince everybody.

# Don’t be a loner.

# Say thanks and give feedback

# Understand that we are on the move!

# Don’t stick with your pet technology from the past.

# It gets easier and easier for every new generation.

"(It seems) we have to wait for a generation to die off before we get critical mass on the next good idea..."

Douglas Crockford, Loopage

# Don’t make the next generation guess what we did.

# Show the way with simple pointers.

# It is up to us to let stupid habits die out and embrace the future.

# Concentrate on handovers - not on being the delivery guy.

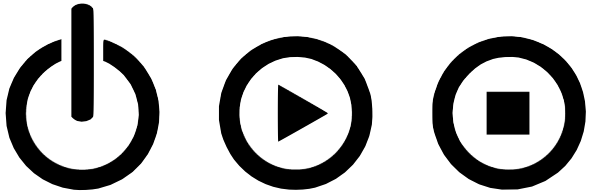
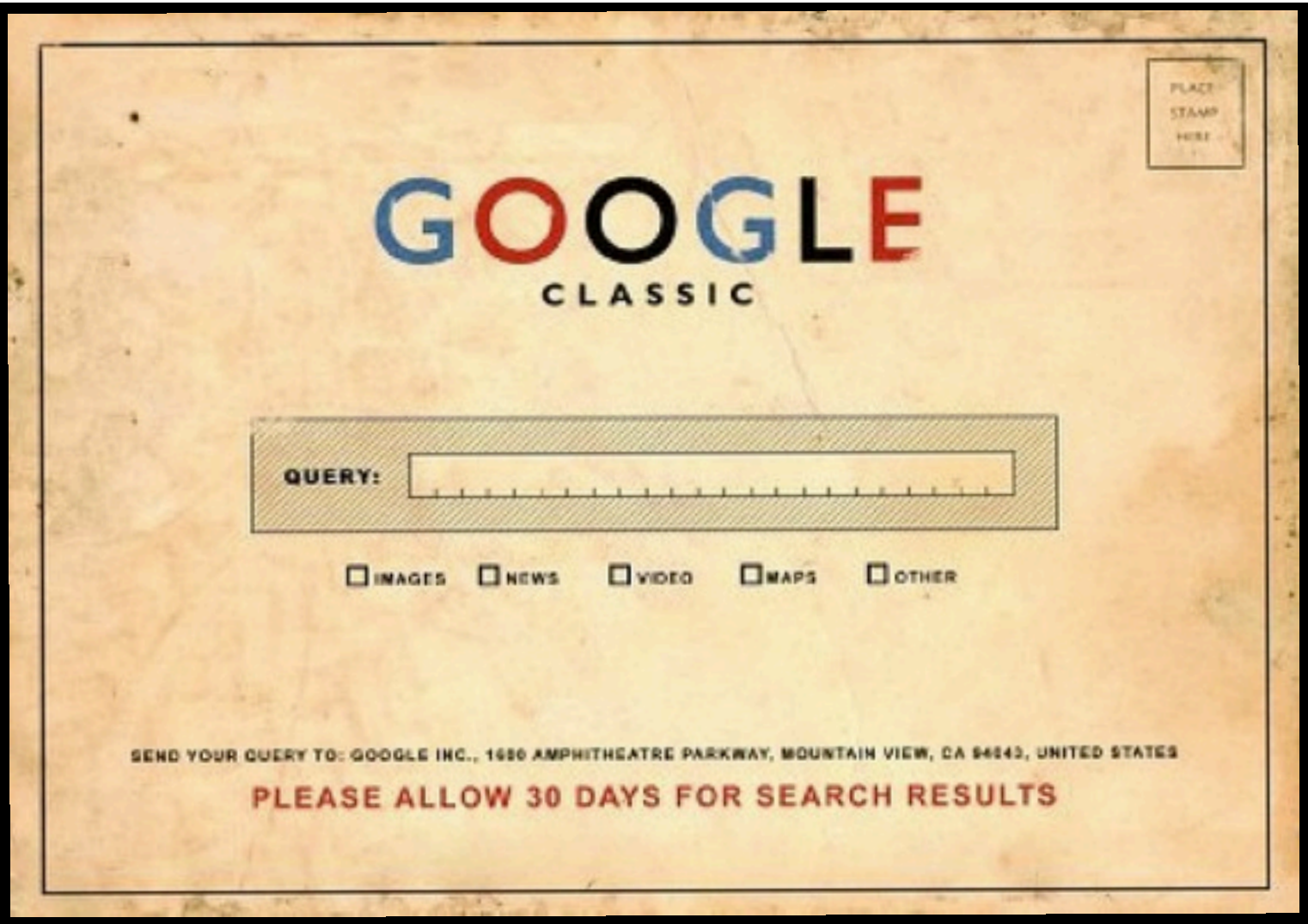
# Show pride in your work!

**With the right passion and interest you can be anything you want in our market.**

FUCK YOU
I'M A BUTTERFLY

# Push yourself to join the fun!

Playing dead will get you nowhere.

Christian Heilmann
http://wait-till-i.com
http://developer-evangelism.com
http://twitter.com/codepo8

# Thanks!