

# 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!**







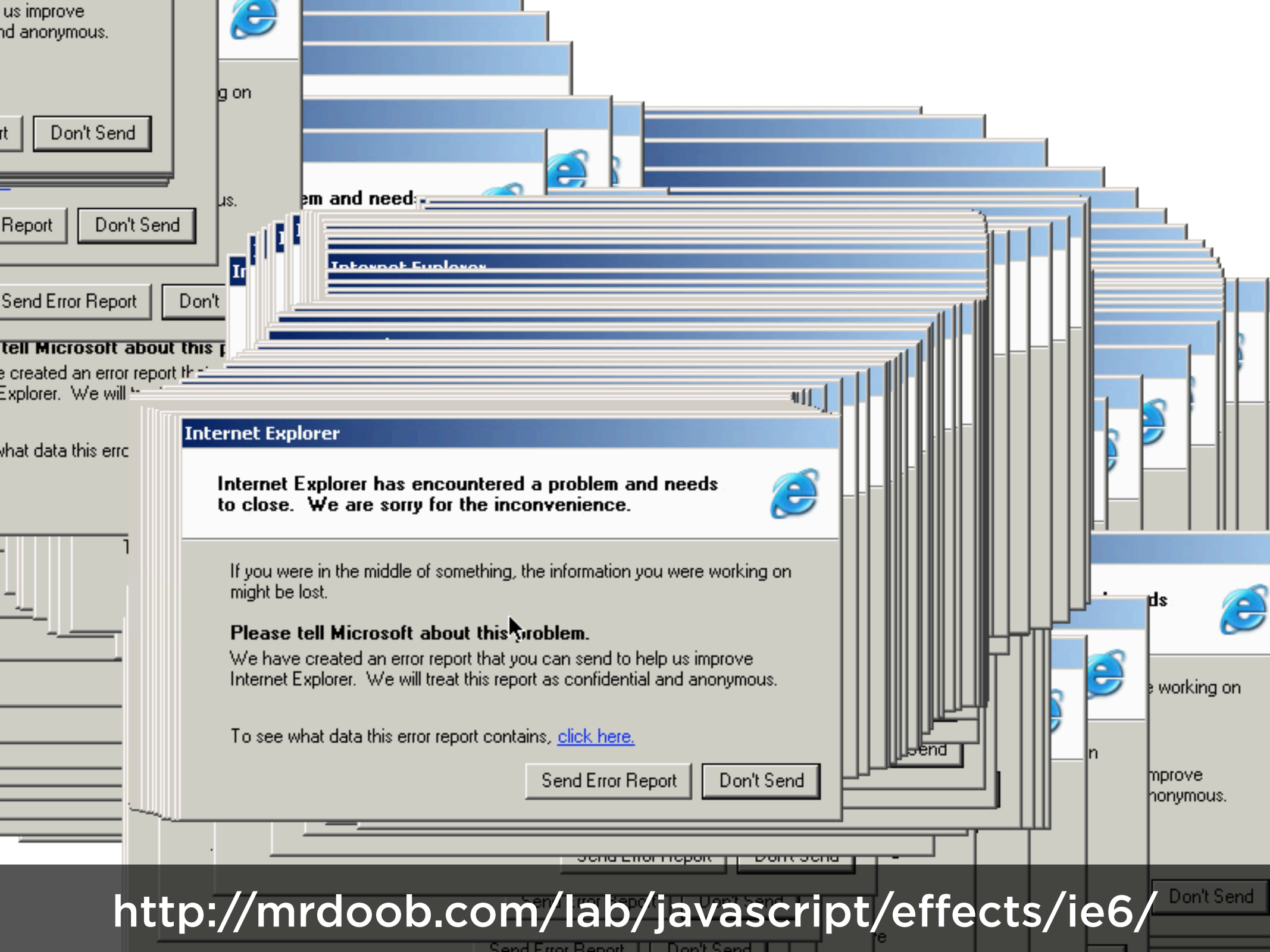


**Sure, we got things  
to complain about.**

A photograph of a street sign at night. The sign is rectangular and white with black text. It reads: "WHEN LIFE GIVES YOU LEMONS. SQUEEZE THEM IN PEOPLES EYES". The sign is mounted on a yellow pole. In the background, there is a building with a sign that says "FISH" and some other indistinct signs. The overall scene is dark, suggesting it is nighttime.

WHEN LIFE GIVES  
YOU LEMONS.  
SQUEEZE THEM  
IN PEOPLES EYES

**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!**



## Opera Web Standards Curriculum

### [1: Introduction to The Web Standards Curriculum/Table of Contents](#)

by Chris Mills

### [3: How does the Internet work?](#)

by Jonathan Lane

### [5: Web standards - beautiful dream, but what's the reality?](#)

by Jonathan Lane

### [7: What does a good web page need?](#)

by Mark Norman Francis

### [9: Building up a site wireframe](#)

by Linda

### [11: Typography on the web](#)

by paul-haine

### [13: The HTML <head> element](#)

by Christian Heilmann

### [2: The history of the Internet and the web, and the evolution of web standards](#)

by Mark Norman Francis

### [4: The Web standards model - HTML, CSS and JavaScript](#)

by Jonathan Lane

### [6: Information Architecture - Planning out a web site](#)

by Jonathan Lane

### [8: Colour Theory](#)

by Linda

### [10: Colour schemes and design mockups](#)

by Linda

### [12: The basics of HTML](#)

by Mark Norman Francis

### [14: Choosing the right doctype for your HTML documents](#)

by Roger Johansson

### LOGIN

User name:

Password:

remember [Lost password](#)

### ARTICLE CATEGORIES

- [Accessibility](#)
- [CSS](#)
- [HTML](#)
- [JavaScript](#)
- [Mobile](#)
- [Opera](#)
- [SVG](#)
- [Opera Unite](#)
- [Voice](#)
- [Widgets](#)
- [Opera Web Standards Curriculum](#)
- [XML](#)
- [XSLT](#)



# 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

<http://interact.webstandards.org/>

# DIVE INTO HTML5

BY

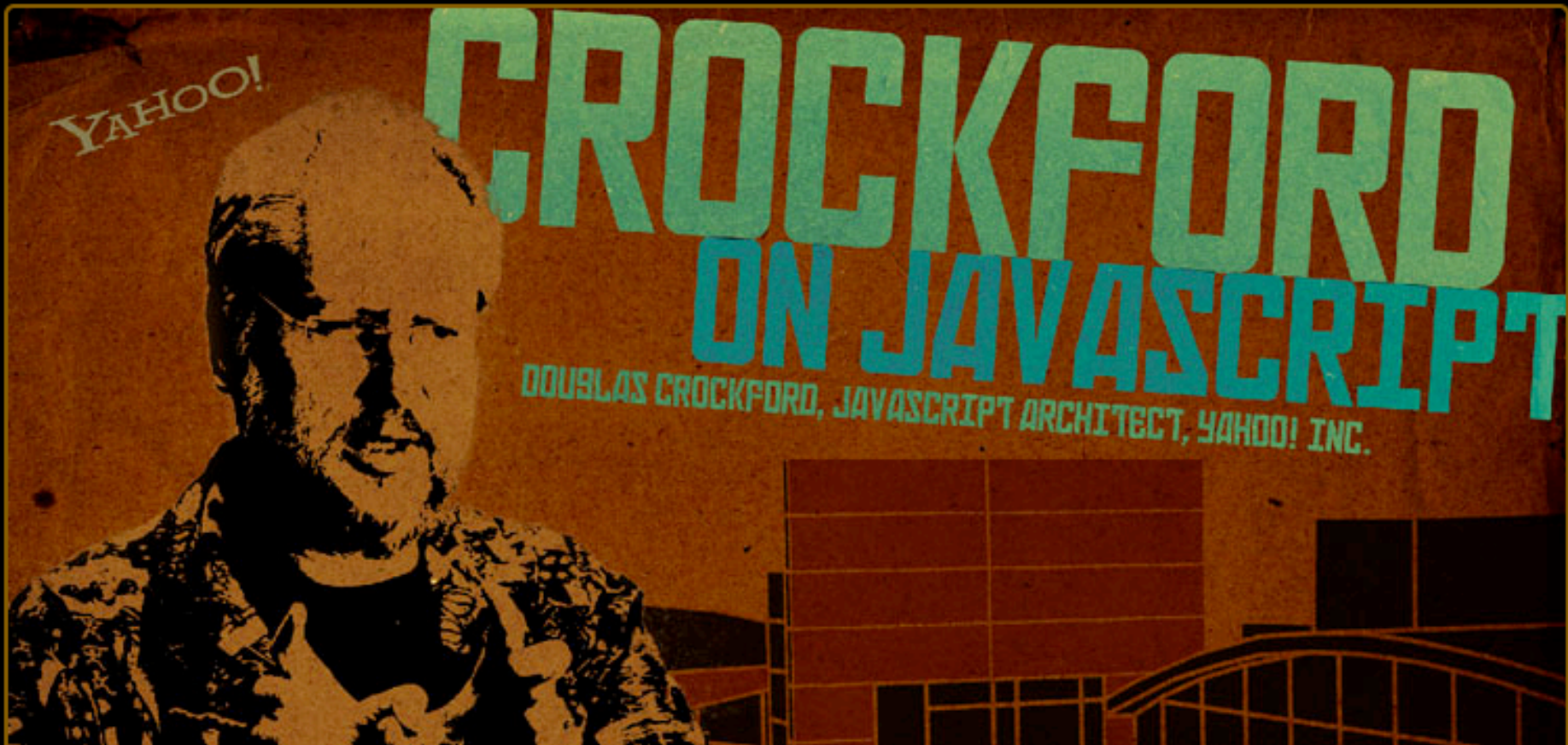
MARK PILGRIM

WITH ILLUSTRATIONS FROM THE PUBLIC DOMAIN

<http://diveintohtml5.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 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.

## 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
- Additional presentation tips
- Thanks!

<http://developer-evangelism.com>

For details check the [table of contents](#) also available on this page.

**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.**

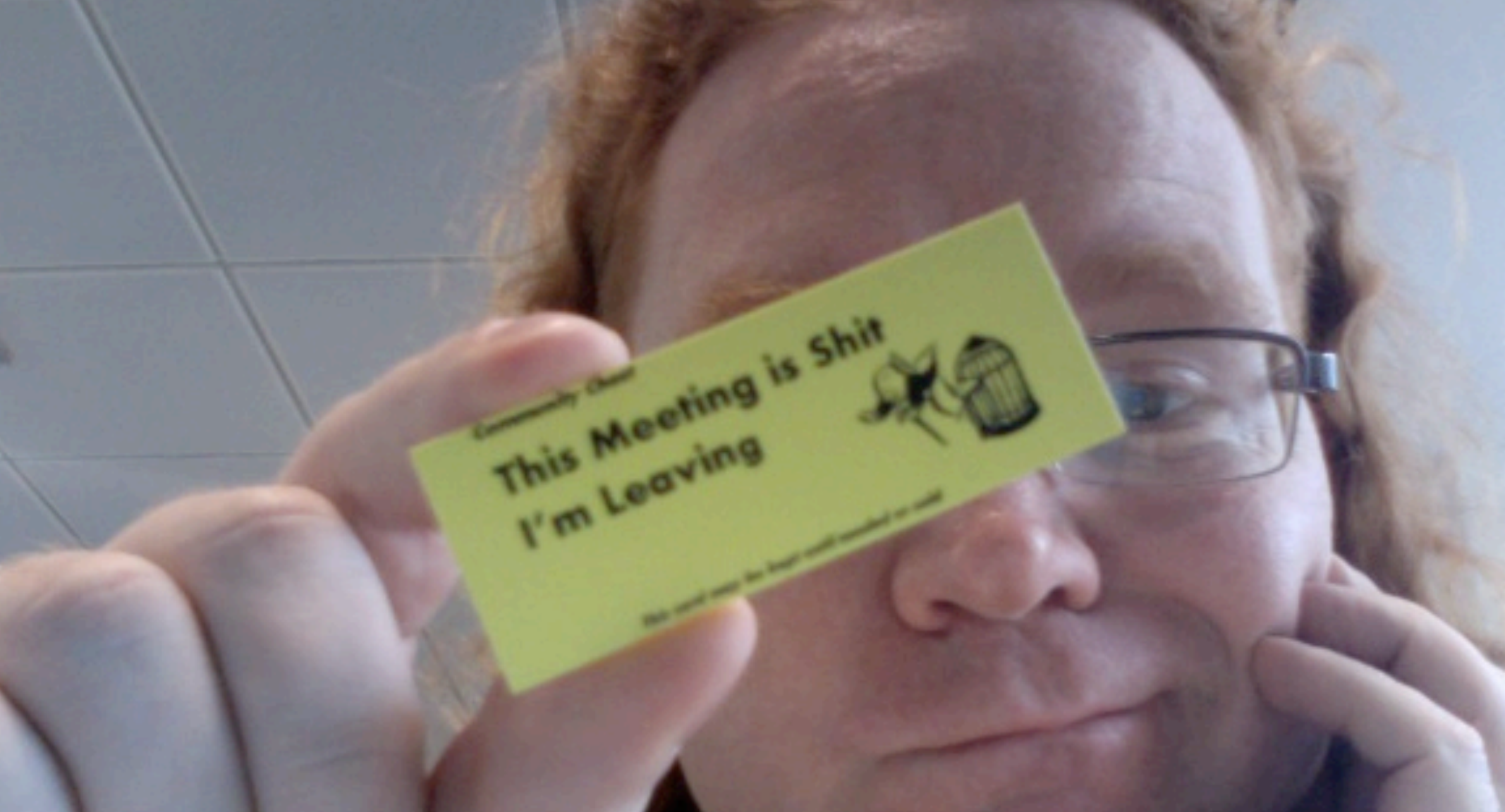
**Browser vendors  
listen to standards  
bodies and  
grassroots  
movements.**

**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

**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)

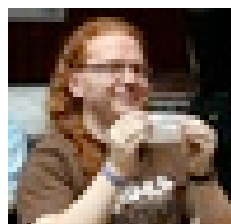
17 hours ago via web  Unfavorite  Retweet  Reply



**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

DIRECT

FILE

URL

ENTER OR COPY-PASTE YOUR CSS HERE

 **procss** **options** **clear****NEAT**

Properties of a Rule

On Separate Lines if &gt;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**

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# JavaScript Image Replacement

by **CHRISTIAN HEILMANN**

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



[Discuss this article »](#) | [Share this article »](#)

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As discussed [previously](#) on A List Apart, [Fahrner Image Replacement \(FIR\)](#), a technique developed to allow designers to use image-based typesetting while meeting accessibility 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 `visibility` to `hidden`, or `display` to `none`.

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

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

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](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!**

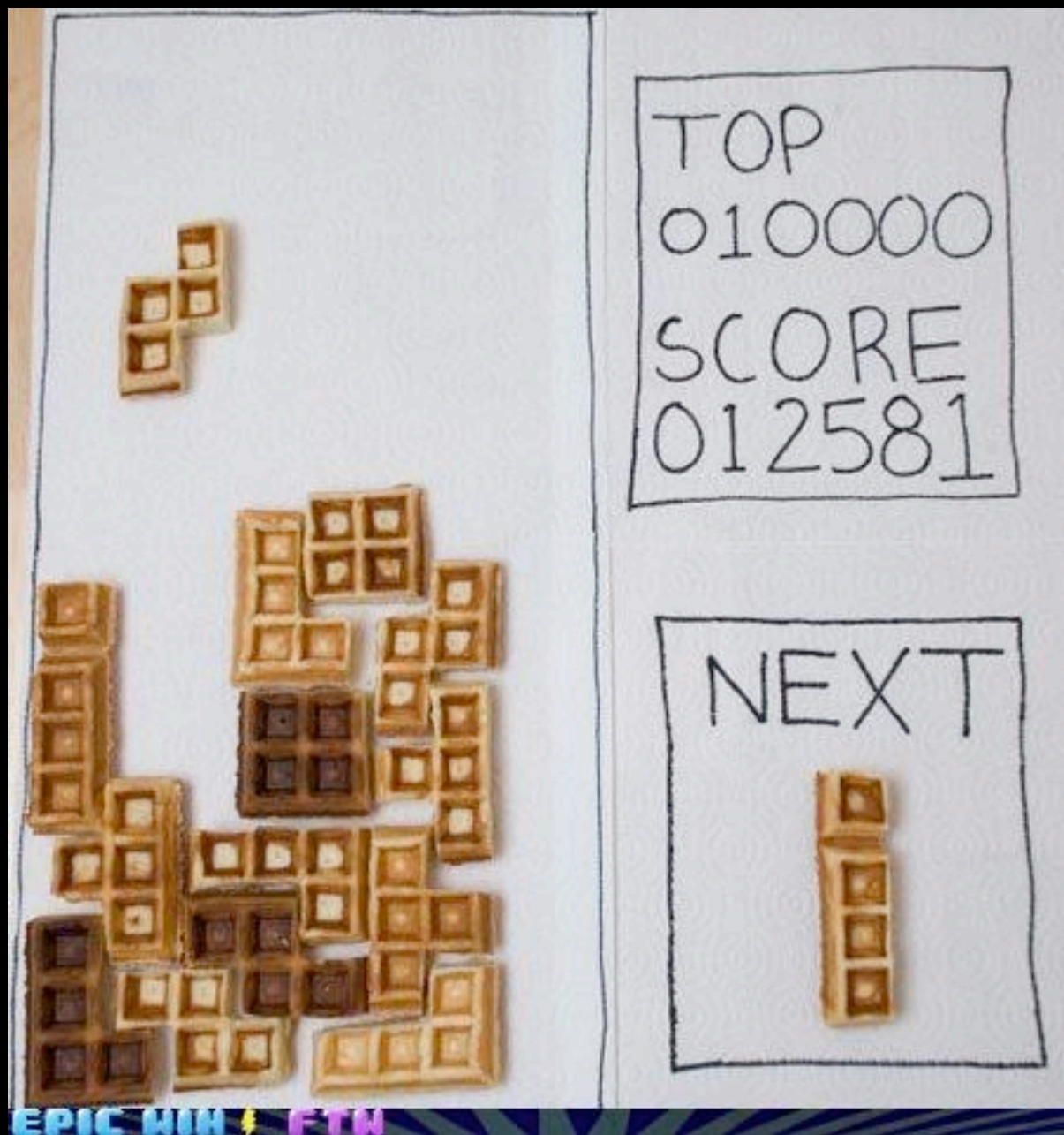


**Sharing is common  
in our market.**



**Take cool stuff and  
build on it!**

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



# The seven rules of Unobtrusive JavaScript

I've found the following rules over the years developing, teaching and implementing JavaScript in an unobtrusive manner. They have specifically been the outline of a workshop on unobtrusive JavaScript for the Paris Web conference 2007 in Paris, France.

I hope that they help you understand a bit why it is a good idea to plan and execute your JavaScript in this way. It has helped me deliver products faster, with much higher quality and a lot easier maintenance.

## 1. Do not make any assumptions

(JavaScript, the unreliable helper)

Probably the most important feature of unobtrusive JavaScript is that it does not assume anything about the browser or the user.

- You don't expect JavaScript to be available
- You don't expect browsers to support certain features before you access them
- You don't expect the correct HTML to be available
- You keep your functionality independent of the browser
- You expect other scripts to try to interfere with your code as secure as possible.

The first thing to consider before you even start writing JavaScript is to enhance the user experience with scripting and see what you can do to make it better.

## 2. Find your hooks and relationships

(HTML, the base to build on)

Before you start your script look at the base HTML and find the hooks and relationships that you can use to attach your JavaScript to.

- [Chinese version - 简体中文版](#)

### Quick Navigation

- Do not make any assumptions
- Find your hooks and relationships

## Dreamer's Blog

### 关于我

Dreamer, 中国 北京。目前是 雅虎 的一名 PHP 开发工程师。对前端开发技术有浓厚兴趣, 并努力成为这方面的专家。永远不被岁月磨灭的天真和梦想。欢迎一起交流, 我的邮件&Gtalk:

zhuoqunwang[AT]gmail.com

MSN:

zhuoqun[AT]live[DOT]com

04月 2009

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## [译文]The seven rules of Unobtrusive JavaScript

09月 28th, 2008 — Dreamer

英文原文: The seven rules of Unobtrusive JavaScript

原文地址: <http://icant.co.uk/articles/seven-rules-of-unobtrusive-javascript/>

原文作者: Chris Heilmann

写在前面: 前一段时间kejun给我们培训JavaScript的时候, 在幻灯片上推荐了很多特别经典的文章, 其中就有这一篇。读过之后感觉很不错, 不过我看文章往往理解不深入, 恰好这篇文章我没有发现中文版本, 所以就萌生了把这个东西翻译过来的想法, 这样既可以分享, 又可以加深自己的理解。本文的作者Chris Heilmann是Yahoo! 英国的一位工程师(据kejun说是“教父”级的人物), 本文的翻译也是征得了他本人的同意的。

这里多说一句, 以前我也翻译过不少东西, 不过那时候我更多是为了翻译而翻译, 很多技术文章都没领悟, 所以到现在还是个菜鸟。以后我还会继续翻译一些文章, 不过应该只会翻译那些需要仔细体会的经典文章。有时间还是要多写代码, 实践才是王道。

术语的翻译: 关于“Unobtrusive JavaScript”一词, 我现在也没想到一个特别贴切的译法。在网上搜了一下, 发现有翻译成“低调JavaScript”的, 也有翻译成“非侵入式JavaScript”的, 台湾那边有的翻译成“不乱入JavaScript”.....经过多方考证, 我决定采用“不唐突的JavaScript”这种译法(虽然这个还是不太合我心意), 具体请看这篇文章。其实“Unobtrusive JavaScript”包含了很多意思, 也很难用一个词来概括, 有兴趣的可以看一下维基百科上面对“Unobtrusive JavaScript”的解释。另外, 我觉得翻译就是要把作者的意思表达出来, 而不一定要逐字逐句翻译, 所以文章中我为了方便读者理解, 删减了一些, 增加了一些, 不过这些都是在不伤害原文意思的基础上进行的。

要说明的还有一点, 那就是我翻译水平很业余, 所以译文中难免有纰漏, 还请多多指正。

译者: Dreamer。转载请注明英文原文地址和译文地址, 谢谢。

### 不唐突的JavaScript的七条准则

经过多年的开发、教学和编写不唐突的JavaScript, 我发现了一些准则。我希望它们可以帮助你“为什么这样设计和执行JavaScript比较好”有更深入的理解。这些准则能帮助我更好地交付产品, 并且产品的质量更高, 也更容易维护。

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
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饭否

 <http://fanfou.com/dreamer>

<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!

Please Press  
Button to  
Motivate  
Toilet!



**Motivation is not a  
problem!**

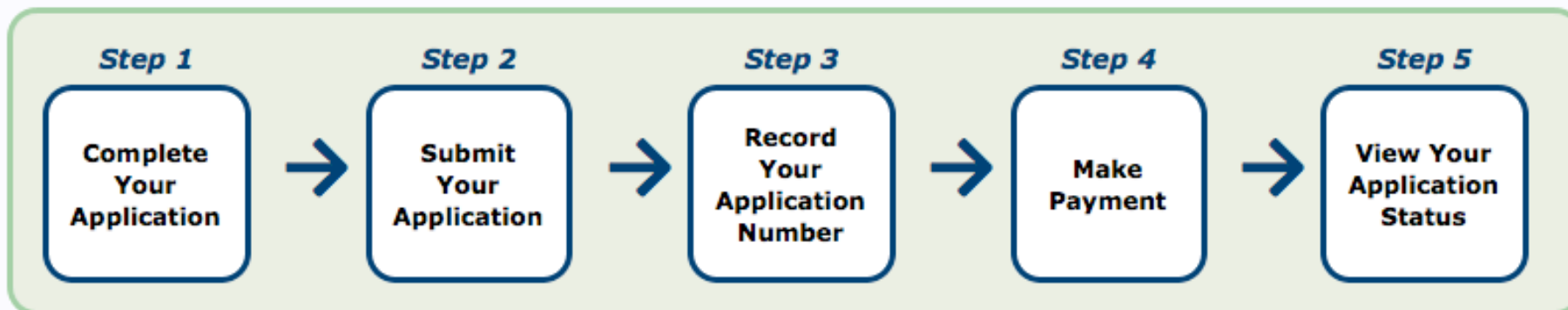


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[Help](#)

# 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 \*

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

### Select this option if:

[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?](#)

- 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

### Select this option if:

[What information can I update?](#)

- 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** \* ?

**Month** \* ?

Please provide the following information about your application:

Application Number \* ?

Birth Date

Day \* ?

Month \* ?

Year \* ?

Passport Number \* ?

[If you are missing your Application Number, please click here.](#)

Apply

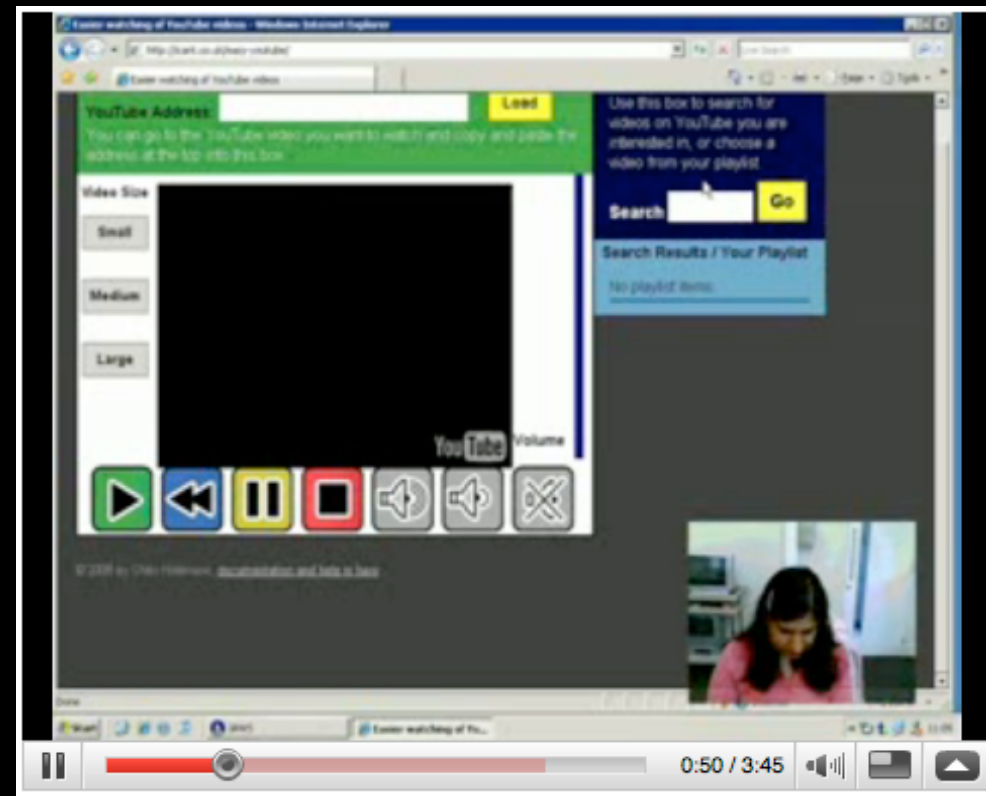
Update or Check Status

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



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

# Easy YouTube



<http://www.youtube.com/watch?v=CwsDKaalgq8&>

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

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

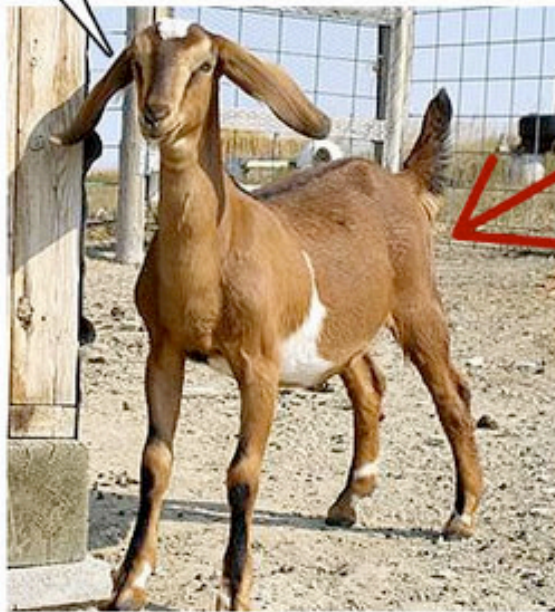
**Security is getting  
more and more  
important for web  
developers.**

# CSRF vs. simple update buttons

Dear Twitter,

I do not like anal sex with goats.

LOL plz stay out of my butthole.



Sexy manparts  
don't go in here.

Sincerely,

The Oatmeal

**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.**

Page One

Page Two

Page Three

Digg Headlines

YUI 2 Calendar

YUI 2 Datable

YUI 3.x TabView

Notice

Github

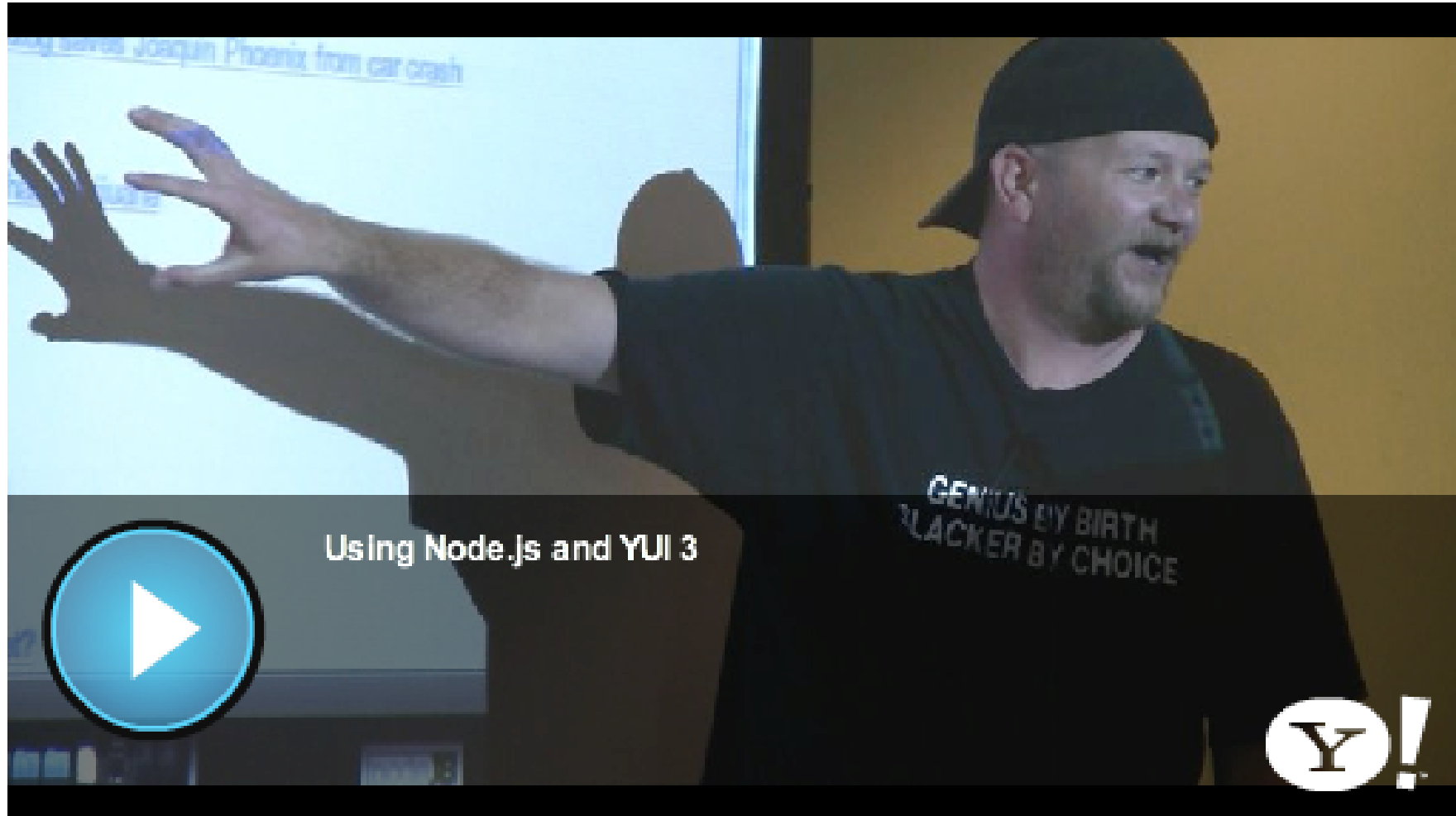
Home

## Welcome to the YUI/ExpressJS demo site.

This site is a working example of using [NodeJS](#) with [YUI 3](#) & [ExpressJS](#).

The full source code for this example is available on my [GitHub account](#)

The purpose of this site, is to show the power of a live DOM on the server. Each of the links to the left show a different use of Javascript on the server.



### Using Node.js and YUI 3

- [Download HD video \(480p -271MB\)](#)
- [Download video \(m4v\)](#)
- [A high-resolution, transcribed 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! "

**Yes, there are  
unknown  
dangers to be  
aware of.**



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





*GARY*  
Getting Down to Business



**Let's get down  
to business.**

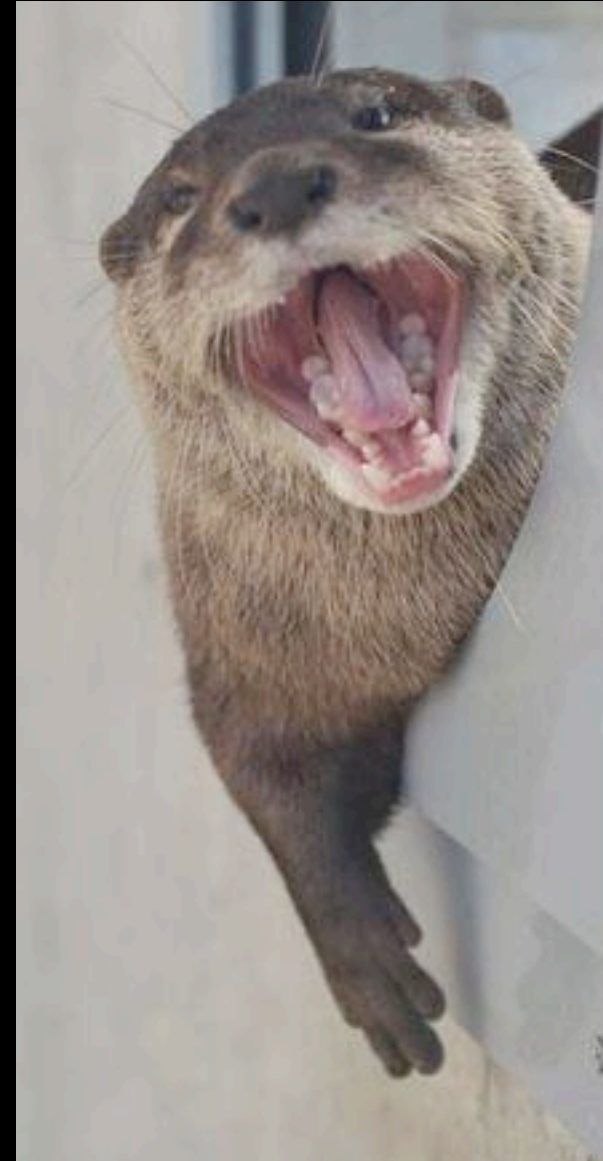
**Release your stuff  
to the web!**

**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.**



You know the  
feeling you get  
right before you  
get a tetris?



Yea— you make  
me feel like that.



**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!

