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art direc'

Presenting "Real Art Direction on the Web" at An Event Apart Seattle

by  Jen Simmons a year ago 69 Views ▾

Slides are at: [speakerdeck.com/jensimmons/...](https://speakerdeck.com/jensimmons/)

Demos are at: labs.jensimmons.com.



Anne Gibson
@perpendicularme

 Follow

Next up is [@jensimmons](#) on Real Art Direction on the Web
[#AEASEA](#)

2:25 PM - 4 Apr 2016



 
@folktrash

 Follow

Yay, [@jensimmons](#) time! [#aeasea](#)
2:32 PM - 4 Apr 2016 · Belltown, Seattle



Bryan Robinson
@brob

 Follow

The start of my “I want to be [@jensimmons](#) when I grow up”
Tour. twitter.com/memphisww/stat...

1:26 PM - 4 Apr 2016



Jessica Tate
@missjessicatate

 Follow

I kind of feel like [#aeasea](#) is the Ted Talk of Web Design &
Development.

2:31 PM - 4 Apr 2016





Anne Gibson
@perpendicularme

 Follow

What is art direction? "Directing the art?" "Being in charge of making things look good?" "Wearing a suit?" "Jeans & cool clothes?" #AEASEA

2:33 PM - 4 Apr 2016



1



1



Anne Gibson
@perpendicularme

 Follow

What is brand? Someone stomping on my creativity? #AEASEA

2:33 PM - 4 Apr 2016



Christa Dickson
@IowaCodeNinja

 Follow

"Art is supposed to be in Helvetica." @jensimmons #aeasea

2:35 PM - 4 Apr 2016





#aeasea @ Bell Harbor International Conference Center [instagram.com/p/BDyd8Vak6uA/](https://www.instagram.com/p/BDyd8Vak6uA/)

 SCOTT MOFFAT @RSMOFFAT · A YEAR AGO



Anne Gibson

@perpendicularme

 Follow

Art direction is being part of a conversation with an audience through nonverbal attributes, making deliberate choices

[#AEASEA](#)

2:34 PM - 4 Apr 2016

  1 



Anne Gibson

@perpendicularme

 Follow

"This look is more me about these slides, but it doesn't tell the story I need to tell you" [#AEASEA](#)

2:35 PM - 4 Apr 2016



Nicki Rios

@nicki_rios

 Follow

It's a surreal experience seeing the people I've only ever heard in podcasts. [#aeasea](#)

2:36 PM - 4 Apr 2016

   1



Anne Gibson

@perpendicularme

 Follow

the  Watch logo isn't for a tech company, it's to set up with Gucci and Armani and Hugo boss. the art direction was specific [#AEASEA](#)

2:37 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Editorial design is a good phrase to learn about if you want to get out of the web design world and learn about design [#AEASEA](#)

2:38 PM - 4 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

"At the heart [of design] is the idea of communicating an idea of story." What is the story? How do you communicate it? [@jensimmons](#) [#aeasea](#)

2:38 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

What's the story? How are we communicating that story through our visuals (display and body text)? [#AEASEA](#)

2:38 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

We've got like five layouts on the web. Boring. And they're failing to do what we need them to do [#AEASEA](#)

2:40 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

In part this happened because IE decided to calculate box model the opposite of everyone else, and 960.gs fixed it [#AEASEA](#)

2:41 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Box-sizing: border-box solves the box model problem so everything calculates the same way. [#AEASEA](#)

2:42 PM - 4 Apr 2016





Christa Dickson

@IowaCodeNinja

 Follow

html{ box-sizing: border-box; } FTW! @jensimmons #aeasea

2:42 PM - 4 Apr 2016



@folktrash

 Follow

"I don't want that legacy crazy." @jensimmons #aeasea

2:42 PM - 4 Apr 2016 · Belltown, Seattle



Anne Gibson

@perpendicularme

 Follow

RWD led to replacing 960.gs with responsive grids, not new design. Or bootstrap which had a grid system. #AEASEA

2:43 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Layout shouldn't be a multiple choice question. We need to separate the tooling needs from the design process. #AEASEA

2:43 PM - 4 Apr 2016





Zeldman 
@zeldman

 Follow

“Layout shouldn’t be a multiple choice question.” @jensimmons
[#artdirection](#) [#web](#) [#design](#) [#aeasea](#)

2:43 PM - 4 Apr 2016

  13  19



Ronald Farber
@ronald_farber

 Follow

“Layout shouldn’t be a multiple choice question.” -
[@jensimmons](#) [#aeasea](#)

2:44 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

Using flexbox that allows you to make a 12-column grid system
kind of defeats the point [#AEASEA](#)

2:44 PM - 4 Apr 2016



Christa Dickson
@IowaCodeNinja

 Follow

So what are people doing with flexbox? Making 12-column grid
systems out of it. [@jensimmons](#) [#aeasea](#)

2:44 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

There are tons of books for graphic designers on doing layouts that aren't one of our top 5 favorite layouts [#AEASEA](#)

2:45 PM - 4 Apr 2016



Christa Dickson
@IowaCodeNinja

 Follow

Tell a story with the negative space. Whitespace is free on the web! [@jensimmons](#) [#aeasea](#)

2:45 PM - 4 Apr 2016



Will Ogles
@WillOgles

 Follow

"Whitespace is free on the web!" [@jensimmons](#) [#aeasea](#)

2:46 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

White space is free on the web. In print you had to justify buying paper and not putting anything on it. [#AEASEA](#)

2:46 PM - 4 Apr 2016





@folktrash

 Follow

“White space is free on the web.” @jensimmons #aeasea

2:46 PM - 4 Apr 2016 · Belltown, Seattle



1



1



Mike Finch

@mkfnch

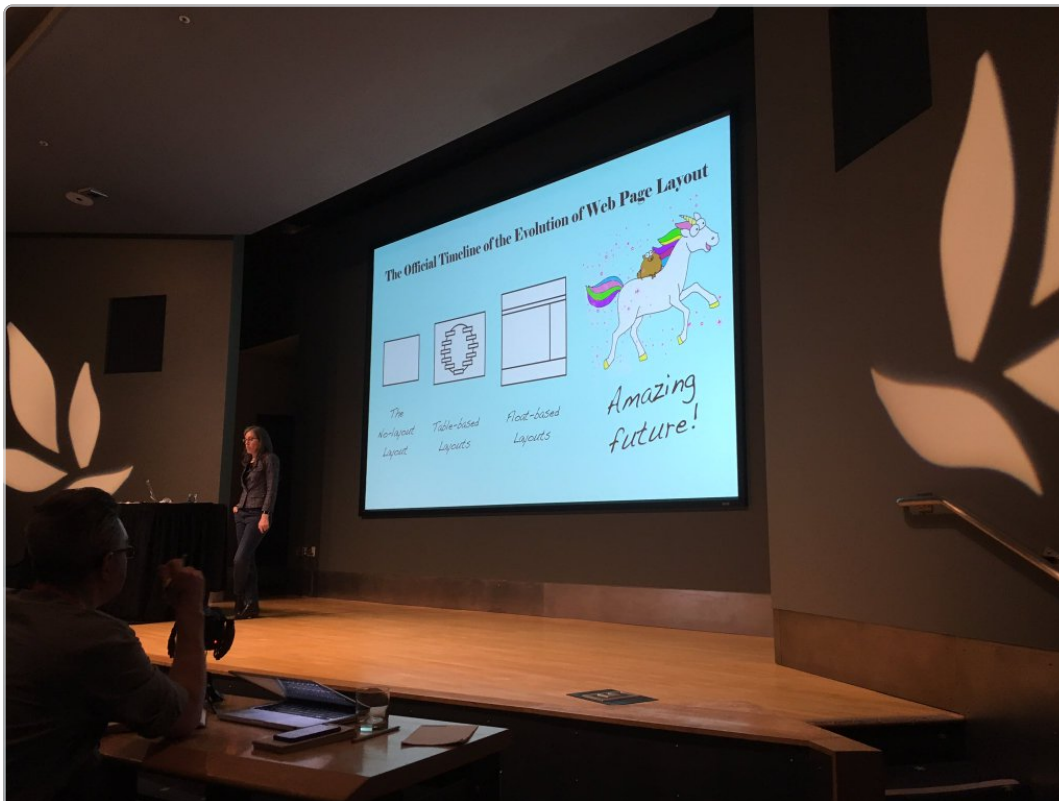
 Follow

"Layout shouldn't be a multiple choice question." @jensimmons is absolutely killing it discussing art direction at #aeasea.

2:46 PM - 4 Apr 2016



2



Amaya

@theamaya



Follow

Official timeline of the evolution web page layout [#aeasea](#)

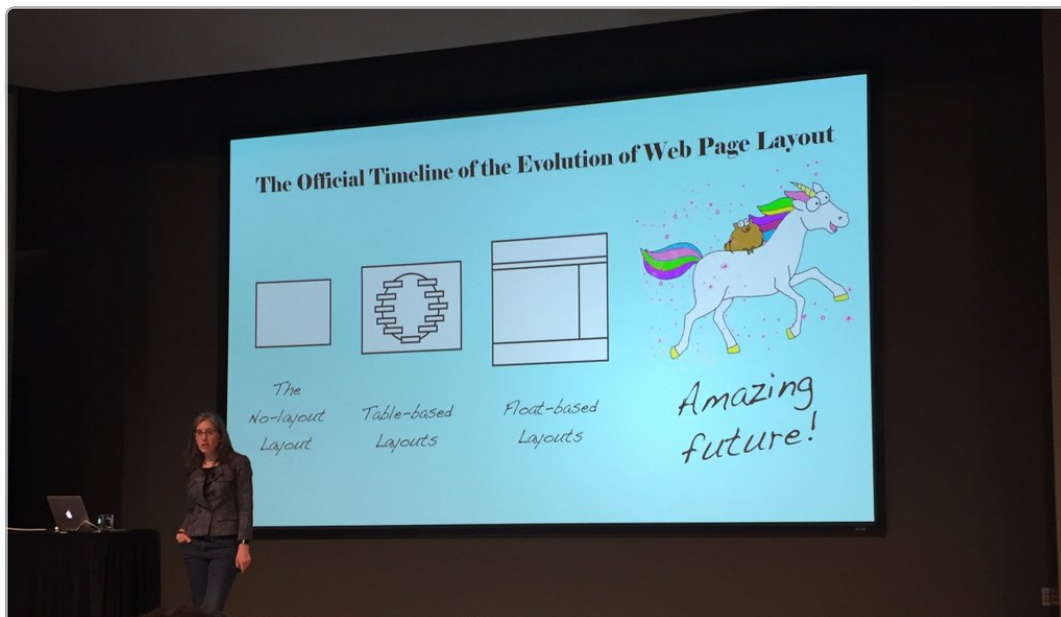
2:47 PM - 4 Apr 2016



2



1



James Cliburn
@JCFGD

 Follow

.@jensimmons's vision of the future where web layouts are amazing and also unicorns #aeasea #aea16

2:49 PM - 4 Apr 2016

  1  1



Anne Gibson
@perpendicularme

 Follow

labs.jensimmons.com have a bunch of layouts and ideas to explore - still a work in progress #AEASEA

2:47 PM - 4 Apr 2016

   1



Anne Gibson
@perpendicularme

 Follow

Browsers don't render type the same way, so today dropcaps are harder to do. It's getting better #AEASEA

2:47 PM - 4 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

CSS drop-caps: `p::first-letter{ initial-letter: 4; }` @jensimmons
#aeasea

2:48 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Initial-letter will be coming. It's the only browser that uses it, but it'll be coming to others. #AEASEA
-webkit-initial-letter: 4

2:49 PM - 4 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

CSS feature queries OMG whut @supports (initial-letter: 4){ /*
add this style */ } @jensimmons #aeasea

2:49 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Use @supports to test for initial-letter and then ship to
production so Safari gets it and everyone else will join in later
#AEASEA

2:49 PM - 4 Apr 2016





Ronald Farber

@ronald_farber

Follow

White space in print was very hard to justify because you actually had to buy the paper and then not put anything on it.

[@jensimmons](#) [#aeasea](#)

2:50 PM - 4 Apr 2016

1



mike

@mandrewnz

Follow

[labs.jensimmons.com](#) is a great resource! Thanks

[@jensimmons](#) [#aeasea](#)

2:50 PM - 4 Apr 2016

10 35



Christa Dickson

@IowaCodeNinja

Follow

CSS feature queries are a game changer. Holy crap.

[@jensimmons](#) [#aeasea](#)

2:50 PM - 4 Apr 2016

6 12



Anne Gibson
@perpendicularme

 Follow

@supports (property: value) {

// a bunch of CSS

}

Feature queries! #AEASEA

2:50 PM - 4 Apr 2016

   1



""-(ಠ_ಠ)""
@whozzawuzza

 Follow

Feature queries are my next best friend. Viewports are my current best friend. #aeasea @jensimmons

2:51 PM - 4 Apr 2016

  1  2



Anne Gibson
@perpendicularme

 Follow

Viewport height, width, min, and max open up the ability to design panes of content #AEASEA

2:51 PM - 4 Apr 2016

  1  1



Christa Dickson

@IowaCodeNinja

 Follow

viewport height/width/min/max opens up all kinds of possibilities for responsive layouts. @jensimmons #aeasea

2:51 PM - 4 Apr 2016



1



1



Anne Gibson

@perpendicularme

 Follow

Object fit. Fixed folders, then fluid photos, now object fit. Photo will crop as the window size changes. #AEASEA

2:52 PM - 4 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

Smart scaling images. `img { object-fit: cover; }`
labs.jensimmons.com/examples/objec... @jensimmons #aeasea

2:53 PM - 4 Apr 2016



""-(ಠ_ಠ)""

@whozzawuzza

 Follow

Object fit crops the photo to the available space. ``img { width: 50%; height: 400px; object-fit: cover }`` #aeasea @jensimmons

2:53 PM - 4 Apr 2016



1



Christa Dickson

@IowaCodeNinja

 Follow

Clip paths on images: labs.jensimmons.com/examples/clip-...
[@jensimmons](#) [#aeasea](#)

2:54 PM - 4 Apr 2016

  2  8



Andrea 🦄🎨 & 🐕🖼️

@amcvittie

 Follow

CSS has added a lot of fun toys since I was doing web dev....
[#AEASEA](#)

2:54 PM - 4 Apr 2016

   1



Jessica Tate

@missjessicatate

 Follow

The CSS property Object-Fit just blew my mind. [#aeasea](#)

2:55 PM - 4 Apr 2016

   2



Christa Dickson

@IowaCodeNinja

 Follow

[@Stonehippo](#) It's always amazing. This year is no exception.
[#aeasea](#)

2:56 PM - 4 Apr 2016

   1



Anne Gibson
@perpendicularme

 Follow

Clip path allows you to clip the edges of the boxes, turn them or cut them to trapezoids. [#AEASEA](#)

2:55 PM - 4 Apr 2016



""-(๖_๖)""
@whozzawuzza

 Follow

Clip-path - the math is crazy but the effect... wow.
chrome.google.com/webstore/detail... [#aeasea](#) @jensimmons

2:57 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

CSS shapes allows us to put an image and flow image around it.
CSS shapes editor for Chrome helps define the [#AEASEA](#)

2:57 PM - 4 Apr 2016





Christa Dickson

@IowaCodeNinja

 Follow

"The math is crazy, but the effect is really beautiful." CSS Shapes editor Chrome plugin.

chrome.google.com/webstore/detail... @jensimmons #aeasea

2:57 PM - 4 Apr 2016



CSS Shapes Editor

Interactive editor for CSS Shapes.

chrome.google.com



5



16



Andrea 🦄🎨 & 🐕🏡

@amcvittie

 Follow

0.0 THAT CLIP PATH EDITOR #AEASEA #ooohSparkly

2:57 PM - 4 Apr 2016



1



Will Ogles

@WillOgles

 Follow

Mapping image shapes with a Chrome plugin - how cool!

chrome.google.com/webstore/detail... @jensimmons #aeasea

2:57 PM - 4 Apr 2016



CSS Shapes Editor

Interactive editor for CSS Shapes.

chrome.google.com



1



1



terryfritsch

@terryfritsch

 Follow

Need help with css clip paths and wrapping text?

<chrome.google.com/webstore/detail...> #aeasea

2:58 PM - 4 Apr 2016



CSS Shapes Editor

Interactive editor for CSS Shapes.

<chrome.google.com>



Ronald Farber

@ronald_farber

 Follow

Viewport Height, Object Fit, Clip Paths – all ways we can start using custom and unique layouts to break free of Bootstrap sites. #aeasea

2:58 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

<chrome.google.com/webstore/detail...> for the CSS Shapes tool for chrome #AEASEA

2:58 PM - 4 Apr 2016



CSS Shapes Editor

Interactive editor for CSS Shapes.

<chrome.google.com>





Anne Gibson
@perpendicularme

 Follow

Flexbox is more supported than border-radius, so you should learn and use it [#AEASEA](#)

2:58 PM - 4 Apr 2016



Christa Dickson
@IowaCodeNinja

 Follow

Flexbox is already here. It's in 95% of current browsers. It's more supported than border-radius. [@jensimmons](#) [#aeasea](#)

2:58 PM - 4 Apr 2016



""-(๖๖)-""
@whozzawuzza

 Follow

Flexbox - available in 95% of browsers globally. More supported than border-radius. [#aeasea](#) [@jensimmons](#)

2:58 PM - 4 Apr 2016



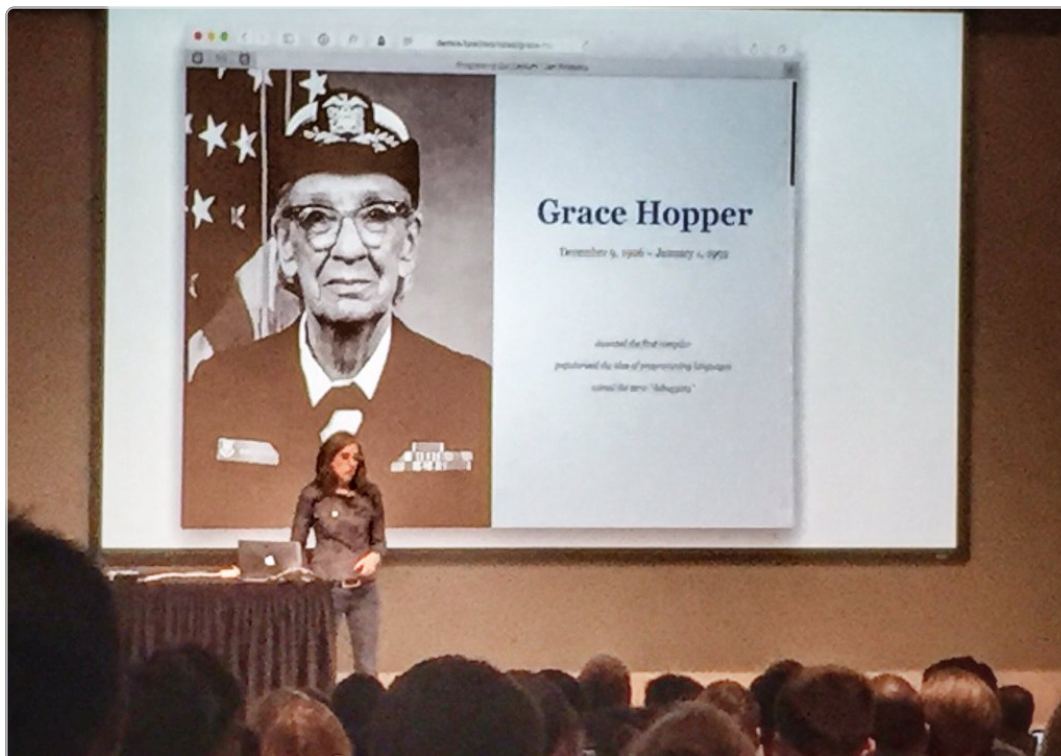
mike
@mandrewnz

 Follow

CSS Shapes Editor, a great browser plugin to start making text fit around odd shaped images [#aeasea](#)

2:58 PM - 4 Apr 2016





Mike Finch
@mkfnch

 [Follow](#)

Watching [@jensimmons](#) demo "object-fit" is full of the same magic as [@beep](#)'s [#RWD](#) introduction years ago. [#aeasea](#)

2:58 PM - 4 Apr 2016

  8  18



James 🍌 Cliburn
@JCFGD

 [Follow](#)

.[@jensimmons](#) is answering how to introduce an avant-garde aesthetic to web layouts + you can this with a structure-first methodology [#aeasea](#)

2:59 PM - 4 Apr 2016

   1



Anne Gibson
@perpendicularme

 Follow

Alignment spec is the alignment and justifying that used to be in Flexbox but they pulled it into its own spec [#AEASEA](#)

2:59 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

When you float a ton of different size things you get lots of white space holes [#AEASEA](#)

3:00 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

We make everything a square to solve the problem but now it's boring :/ [#AEASEA](#)

3:00 PM - 4 Apr 2016





Zeldman ✓

@zeldman

 Follow

Jen Simmons on real art direction for the web at
[@AnEventApart](#) Seattle. [#aeasea](#) [@jensimmons](#) [#artdirection](#)
[#design](#)

3:01 PM - 4 Apr 2016 · Seattle, WA

  3  15



Anne Gibson

@perpendicularme

 Follow

Flexbox + object fit = no holes, no JavaScript, everything aligns
either in rows or columns [#AEASEA](#)

3:01 PM - 4 Apr 2016

   1



Anne Gibson
@perpendicularme

 Follow

Grid layouts are “this one, that one, and this one, you’re the width of 2 cells”. Photos swap order to fit [#AEASEA](#)

3:02 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

Grid is being built right now (Firefox nightly has the most complete implementation) so it’s a bit buggy [#AEASEA](#)

3:03 PM - 4 Apr 2016



James 🐙 Cliburn
@JCFGD

 Follow

And now we've come back to: Do we use Flexbox because of availability, or get ready to use Grid now and wait for it? [#aeasea](#)
[#aea16](#)

3:04 PM - 4 Apr 2016



Christa Dickson
@IowaCodeNinja

 Follow

CSS grid layout is still in development, and when it lands it'll be fully baked, unlike early flexbox. [@jensimmons](#) [#aeasea](#)

3:04 PM - 4 Apr 2016





Anne Gibson
@perpendicularme

 Follow

Grid is in all the major browser simultaneously, and when it does get shipped it'll be fully baked, no prefixes [#AEASEA](#)

3:04 PM - 4 Apr 2016

   1



""-(๖_๖)~""
@whozzawuzza

 Follow

caniuse... object-fit? caniuse.com/#search=object... [#aeasea](#)
[@jensimmons](#)

3:05 PM - 4 Apr 2016

  1  1



Anne Gibson
@perpendicularme

 Follow

Flexbox vs grid

Grid isn't a rejection of Flexbox. The same people made both specs. They have different use cases. [#AEASEA](#)

3:05 PM - 4 Apr 2016

  1 



Zeldman 
@zeldman

 Follow

Flexbox v. Grid: Both designed by the same 3 people. Both have different use cases. [@jensimmons](#) [#AEASEA](#) [#design](#)

3:06 PM - 4 Apr 2016 · Seattle, WA

  6  17



Anne Gibson
@perpendicularme

 Follow

Grid is about designating lines on the page. Flexbox is about designing a row or column that flows. #AEASEA

3:06 PM - 4 Apr 2016

   1



Anne Gibson
@perpendicularme

 Follow

Grid: 4 items with same amount of space between them.
(Display:grid is how you fire it off)#AEASEA

3:07 PM - 4 Apr 2016



Zeldman 
@zeldman

 Follow

Grid Layout does *rows*. First time we've had rows in CSS. @jensimmons #AEASEA #design

3:07 PM - 4 Apr 2016 · Seattle, WA

  6  23



_lovedHArt
@_lovedHArt

I ❤️ #aeasea



A YEAR AGO



Anne Gibson
@perpendicularme

 Follow

(Lots of code in this talk so trying to catch concepts, go to labs.jensimmons.com for more details)

3:08 PM - 4 Apr 2016



Ben Brignell
@benbrignell

 Follow

@zeldman @jensimmons I've seen plenty of developers rowing over css... oh rows

3:08 PM - 4 Apr 2016



Christa Dickson
@IowaCodeNinja

 Follow

Seems like: Grid layout is a little more precise. Flexbox is a little more fluid. @jensimmons #aeasea

3:08 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

A lot of album covers as examples of more unique layouts, pretty cool :) #AEASEA

3:09 PM - 4 Apr 2016





Christa Dickson

@IowaCodeNinja

 Follow

[CSS] grid is so much more powerful than anything we've had before. It's kind of crazy. [@jensimmons](#) [#aeasea](#)

3:09 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Grids have explicit grid and implicit grids, negative numbers (for counting from the bottom), and amazing other things [#AEASEA](#)

3:10 PM - 4 Apr 2016



Nicholas Cloud

@nicholascloud

 Follow

[#aeasea](#) CSS Grid is like table layouts 2.0 [#colspan](#)

3:10 PM - 4 Apr 2016



Eric Meyer

@meyerweb

 Follow

[@nicholascloud](#) It can be, but it can be a whole lot more. I think of table layout as a small subset of grid layout. [#aeasea](#)

3:13 PM - 4 Apr 2016





Christa Dickson

@IowaCodeNinja

 Follow

If people start making 960-esque grid layouts out of CSS grid layouts, that's basically throwing its power away. @jensimmons #aeasea

3:11 PM - 4 Apr 2016

  1 



Anne Gibson

@perpendicularme

 Follow

Grid is not something you can learn in an afternoon so you're going to want to take the time out to start learning it now #AEASEA

3:11 PM - 4 Apr 2016

   1



""-(ಠ_ಠ)-""

@whozzawuzza

 Follow

Start learning grid now... it's not something you can learn in an afternoon. #aeasea

3:11 PM - 4 Apr 2016

   1



Christa Dickson

@IowaCodeNinja

 Follow

Start learning CSS grid now, because the learning curve is steep. @jensimmons #aeasea

3:11 PM - 4 Apr 2016



Jessica Tate

@missjessicatate

 Follow

Display: grid; is about to give designers and developers the flexibility of print design again. Hello, rows. [#aeasea](#)

3:12 PM - 4 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

Start looking at things that aren't websites for design inspiration. [@jensimmons](#) [#aeasea](#)

3:12 PM - 4 Apr 2016



José Luis Antúnez

@jlantunez

 Follow

[@chavalina](#) object-fit del que hablamos hace unas semanas [labs.jensimmons.com](#) [twitter.com/mkfnch/status/...](#)

3:12 PM - 4 Apr 2016



Will Ogles

@WillOgles

 Follow

"I thought that poster would look cool as a website... so I built it." [labs.jensimmons.com/examples/grid-...](#) [@jensimmons](#) [#aeasea](#)

3:12 PM - 4 Apr 2016





Anne Gibson
@perpendicularme

 Follow

So refreshing to have the title not be the very top thing on the page. "Ah, look at that!" #AEASEA

3:12 PM - 4 Apr 2016



One Angry Momma
@RubyGrrl42

 Follow

I know I'm late to the party, but I just fell in love with
[@jensimmons](#) #AEASea

3:13 PM - 4 Apr 2016 · Bell Harbor International Conference Center



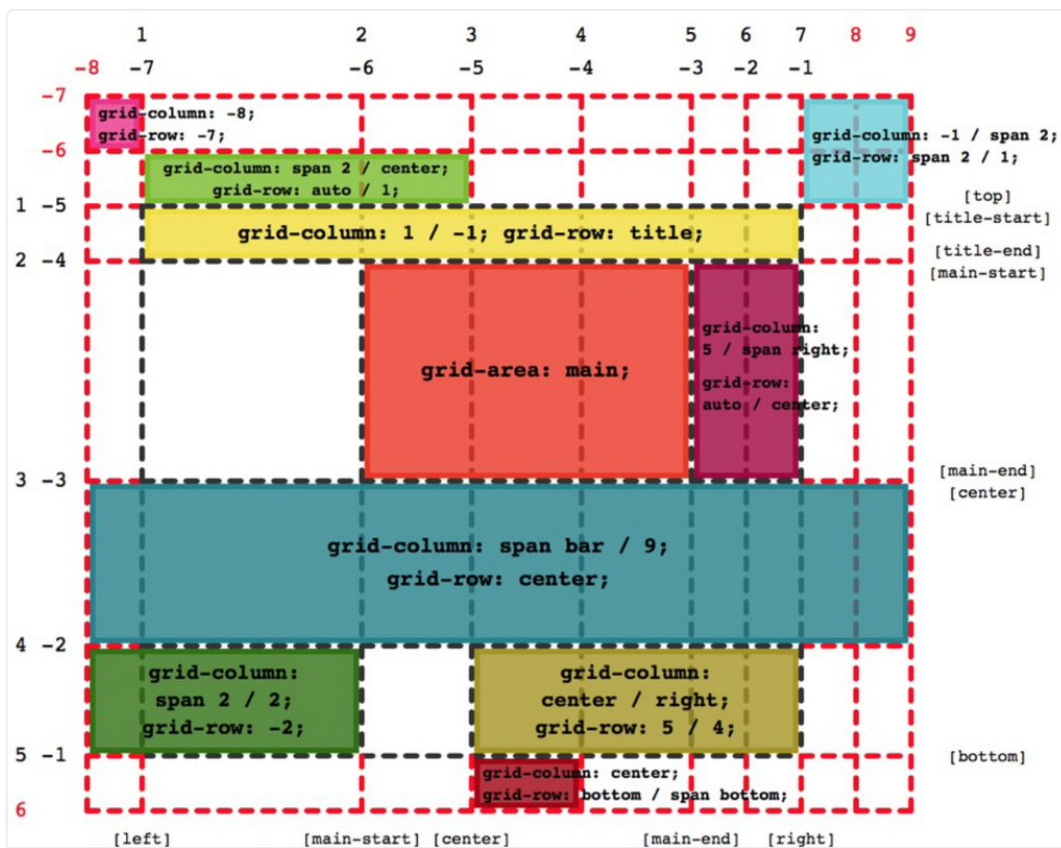
Anne Gibson
@perpendicularme

 Follow

Still possible to have a fallback of floats and boxes for sites that aren't using Grid yet. #AEASEA

3:14 PM - 4 Apr 2016





Nicholas Cloud

@nicholascloud



Follow

@meyerweb @jensimmons It looks sweet, I just had a good chuckle when I saw this:

3:14 PM - 4 Apr 2016



Anne Gibson

@perpendicularme



Follow

Source order of the document makes sense, but the grid allows us to visually layout differently. (Source order matters!)

#AEASEA

3:14 PM - 4 Apr 2016



1





Christa Dickson

@IowaCodeNinja

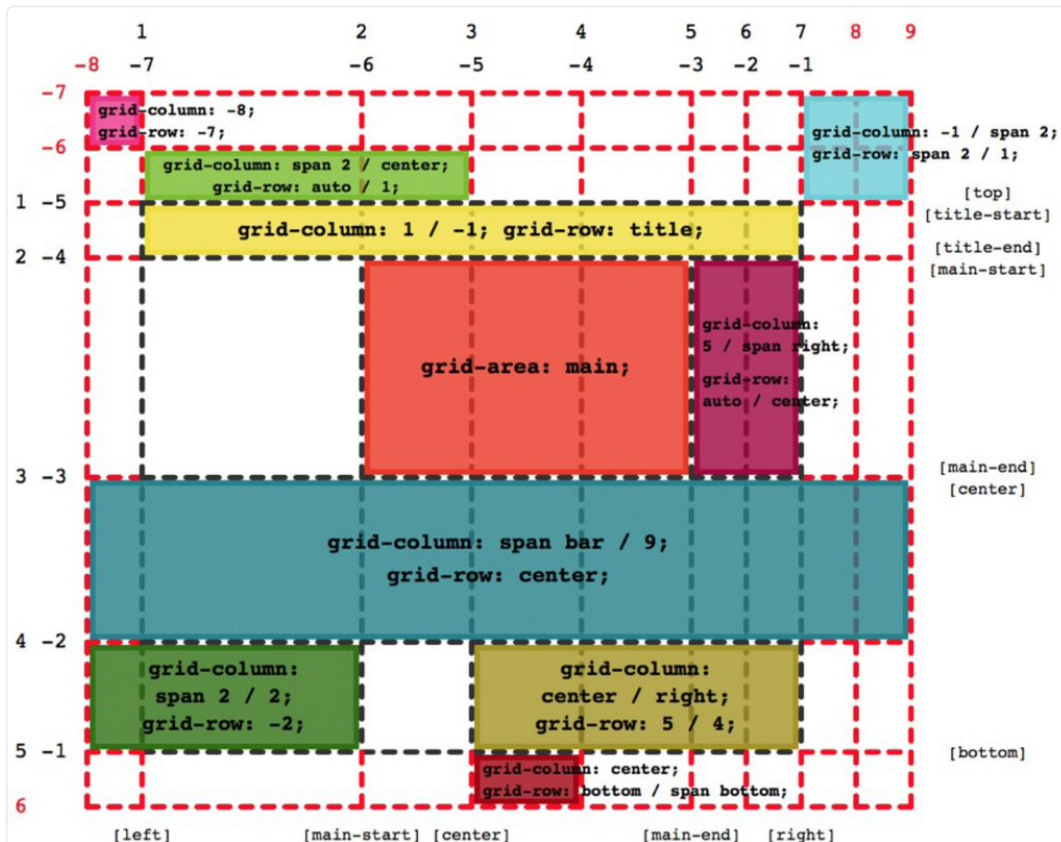
Follow

Make sure that the source order of your document really, really makes sense for alternate reading modes (eg Instapaper).

[@jensimmons](#) [#aeasea](#)

3:15 PM - 4 Apr 2016

1



Nicholas Cloud

@nicholascloud

Follow

[@meyerweb](#) [@jensimmons](#) It looks sweet, I just had to chuckle at this:

3:15 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

Instapaper, Readability, etc., screen readers, bots, all need source order to be semantic and readable. Matters deeply [#AEASEA](#) [#a11y](#)

3:15 PM - 4 Apr 2016

  12  14



mike
@mandrewnz

 Follow

Start learning and playing around with Grid using Print design. Know the difference between Grid and Flexbox, also when to use them [#aeasea](#)

3:16 PM - 4 Apr 2016



Anne Gibson
@perpendicularme

 Follow

Make sure your HTML is solid first. Then grid layout to put it wherever you want [#AEASEA](#)

3:16 PM - 4 Apr 2016

   1



Christa Dickson
@IowaCodeNinja

 Follow

CSS round is way off in the distant future: LG is developing it for watches. Has polar positioning. [@jensimmons](#) [#aeasea](#)

3:16 PM - 4 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

CSS round is way off in the distant future: LG is developing it for watches. Has polar positioning. [@jensimmons](#) [#aeasea](#)

3:16 PM - 4 Apr 2016



""-(ಠ_ಠ)""

@whozzawuzza

 Follow

[@jensimmons](#) i want a poo halo emoji!! [#aeasea](#)

3:17 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Round - way off in the distant future, will have polar positioning for positioning circles around other circles [#AEASEA](#)

3:17 PM - 4 Apr 2016



James 🐱 Cliburn

@JCFGD

 Follow

INSPIRED by [@jensimmons](#): Let's make an Expressive Web! [#aeasea](#) [#aea16](#)

3:18 PM - 4 Apr 2016





Jay Greasley

@JayGreasley

 Follow

@StuRobson @benbrignell @zeldman @jensimmons I love rowing out on the open sea ss

3:18 PM - 4 Apr 2016

   1



Christa Dickson

@IowaCodeNinja

 Follow

I feel like @aneventapart is the Council of Nicea for web developers. #aeasea #ReligiousHistoryNerdsHolla

3:18 PM - 4 Apr 2016

  1  4



Nicki Rios

@nicki_rios

 Follow

I'm not the only one who cares about the source order! #aeasea

3:18 PM - 4 Apr 2016

   2



Eric Meyer

@meyerweb

 Follow

@nicholascloud @jensimmons Yeah, that's... yeah.

3:19 PM - 4 Apr 2016



Nicki Rios

@nicki_rios

 Follow

"You can't design a page if you don't have content." -

[@jensimmons](#) [#aeasea](#)

3:19 PM - 4 Apr 2016

  11  14



@folktrash

 Follow

"Get content. Mark it up. Go nuts." [@jensimmons](#) [#aeasea](#)
paraphrasing.

3:19 PM - 4 Apr 2016 · Belltown, Seattle

  2  4



Anne Gibson

@perpendicularme

 Follow

Process: 1. Organize content. 2. Create HTML, set source order.
3. Sketch ideas for layout. 4. Design a custom grid [#AEASEA](#)

3:19 PM - 4 Apr 2016

  2  2



Christa Dickson

@IowaCodeNinja

 Follow

This talk is making me feel so much better about our custom 9-column grid for the 2012 [Parents.com](#) redesign. [@jensimmons](#) [#aeasea](#)

3:21 PM - 4 Apr 2016



Parents - Pregnancy, Birth, Babies, Parenting

Expert advice about pregnancy, your life, and family time from the editors of Parents magazine.

[parents.com](#)



4



mike

@mandrewnz

 Follow

The detail makes the difference [#aeasea](#)

3:21 PM - 4 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Breaking away from your 12-column grid gives a lot more unique and interesting flavors to the page [#AEASEA](#)

3:21 PM - 4 Apr 2016



1



Anne Gibson
@perpendicularme

 Follow

5. Apply CSS. Write your layout. Prototype before you get sign-off! Easier to do a little code than draw 47 photoshop drawings
[#AEASEA](#)

3:22 PM - 4 Apr 2016

  2  1



Anne Gibson
@perpendicularme

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We have this idea that CSS either works or doesn't work, and we can choose to use it or not to use it. This isn't reality.
[#AEASEA](#)

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Anne Gibson
@perpendicularme

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It works and it doesn't work at the same time. You can use it and not use it at the same time. This is the nature of CSS. [#AEASEA](#)

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Christa Dickson
@IowaCodeNinja

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But it doesn't work everywhere != don't use it. Progressive enhancement to the rescue! [@jensimmons](#) [#aeasea](#)

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  1  2



Anne Gibson
@perpendicularme

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Don't get clients to sign off on a photoshop document, get them to sign off on a prototype, where they can see the differences
[#AEASEA](#)

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  1  1



 
@folktrash

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"Get sign-off on a prototype, not a photoshop file. It's 2016."
[@jensimmons](#) [#aeasea](#)

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  16  28



Christa Dickson
@IowaCodeNinja

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It's really interesting to me that progressive enhancement still needs to be hammered so hard. How quickly we forget. [#aeasea](#)

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  1  1



Anne Gibson
@perpendicularme

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Give the users in newer browsers a better experience, and make sure it works for the older browsers. [#AEASEA](#)

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Anne Gibson
@perpendicularme

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Good use of fallbacks mean you never have to go back to fix things later. No JavaScript, all CSS, works when the user gets there [#AEASEA](#)

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James 🐼 Cliburn
@JCFGD

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.@jensimmons in 2016, is getting sign off from a Photoshop/Sketch comp for a website is getting them to sign off within the uncanny valley?

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Rohit Prabhakar
@rohitprabhakar

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great learnings from @jensimmons at #aeasea

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Andrea 🦄🎨 & 🐕🖼️
@amcvittie

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<3 The ideas @jensimmons just presented about non-boring web layouts

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Josh Pratt

@josh_pratt1

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@jensimmons just dropped the mic at #aeasea. Wow.

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1 5



sean → hösley

@sfhosley

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‘Real Art Direction on the Web’ talk by @jensimmons: 🥰👏
#aeasea

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1 1



Steve Karsch

@karschsp

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@josh_pratt1 @jensimmons @aneventapart I don't know what she said, but I am sure that it was awesome! She rocks!

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1



Ariela

@akrevat

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Best part of #aeasea so far? Two fantastic sessions led by women before we even broke for lunch. Shout-out @yeseniaa and @jensimmons 💪

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4 9



kellydrodofsky
@KellyDrodofsky

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So excited everyone enjoyed [@jensimmons](#)' talk at [#aeasea](#)!
She's so great!

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@alvvvvvin

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[twitter.com/jensimmons/sta...](https://twitter.com/jensimmons/status/720444444444444444)

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Andrew
@andrewpalfenier

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[@jensimmons](#) I'm a new dev. Just watched your modern layout talk. So inspiring! Using CSS to actually DESIGN things isn't so scary now.

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