

Traditional Design & New Technology

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Draft Agenda 1.1

Introductions

Liz Danzico

- I'm the moderator
- AIGA
- Bobulate.com
- More interesting facts about me...

Mark Boulton

- This is all my idea/fault
- MarkBoulton.co.uk
- More interesting facts about me...

Toni Greaves

- ToniGreaves.com
- More interesting facts about me...

Jason Santa Maria

- JasonSantaMaria.com
- Happy Cog Studios
- Alistapart.com
- More interesting facts about me...

Khoi Vinh

- [NYTimes.com](https://www.nytimes.com)
- Ex-Behavior
- [Subtraction.com](https://www.subtraction.com)
- More interesting facts about me...

**What Are We Talking
About?**

Our central hypothesis

- We might want to frame things in terms of an idea that we can prove/disprove.
- E.g., Traditional design values do not translate to the Web. True or False?
- How do we define it?

What is 'traditional design'?

- Well?

What we mean when we say 'new technology'

- We're talking about *Web design*
- Right? We're not talking about CD-ROM design or kiosk design or anything else, right?

Things not covered here

- This slide to narrow the scope of our discussion
- CSS in-depth
- Web standards
- How to make money with graphic design

Personal v. commercial design

- Is it a useful conversation if we include the vast amounts of design work that's done as means of personal expression?
- I prefer to focus our discussion on design for commercial purposes, as including personal projects opens up the debate too much — but I can be dissuaded

A Brief History of Graphic Design Online

From markup to layout

- HTML started as a markup language for scientists
- This is the story of how it evolved into a design language
- Several slides follow...

The evolution of control

- Discuss how our tools have gradually allowed designers to gain more control online
- Charts the use of tables, Flash, CSS etc.
- Perhaps a visual diagram that charts control on one axis versus the various markup innovations on the other

Art Direction v. Design

Two distinct modes of our craft

- Expand on my rambling at <http://www.lesslink.com/ad/v/d/>

These guys were art directors...

- Brodovitch, Beale, Golden etc.
- ...and we're all *designers*

Is it even appropriate to art direct?

- Does it make sense to apply principles normally associated with advertising and publication design to software design?
- Draw a distinction between user interfaces for content (e.g., online magazines) and software (e.g., online productivity applications)

Narrative in design

- Storytelling as a binding agent for design elements
- Today's user interfaces have incrementally more narrative than 10 years ago, and those have incrementally more than 10 years before that...
 - E.g., WordPerfect 1.0 v. Microsoft Word 5 v. Writely
- We still have a long way to go

Traditional Design Goes Online

Methods of incorporating traditional design values on the Web

- This section outlines ways in which we try to make the Web more like offline design

Emulation

- The “analog” look
- Textures
- Metaphorical accuracy
- Making a Web page look like the printed page

Grid Systems

- The “uptight” look
- Subdividing an ‘infinite’ page with rules devised for finite pages

Typography

- Graphics v. ASCII
- CSS
- sIFR
- How much do typographers think about the Web?
 - I know some do, but how much?

Illustration

- Still M.I.A.
- If used, used primarily for illuminating a site's 'platform,' rather than its content
- Any illustrators in the audience? Thought so.

Photography

- The preferred method for dressing up a user interface
- The proliferation of digital imaging (digital SLRs and cheap scanners) has played a big role in getting images online
- Sub-\$100 scanners
- Sub-\$1,000 digital SLRs

Discussion

Bibliography

- Graphic Design: A Concise History
- Graphic Design in America: A Visual Language History
- History of Graphic Design
- Add your favorite bathroom reading here...