



# zooming out from the trenches

Douglas Bowman | Web Essentials 2005 | Sydney



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beauty in nature







structure



nature as a system





routine





**CHANGE IS GOOD**  
**YOU GO FIRST!**









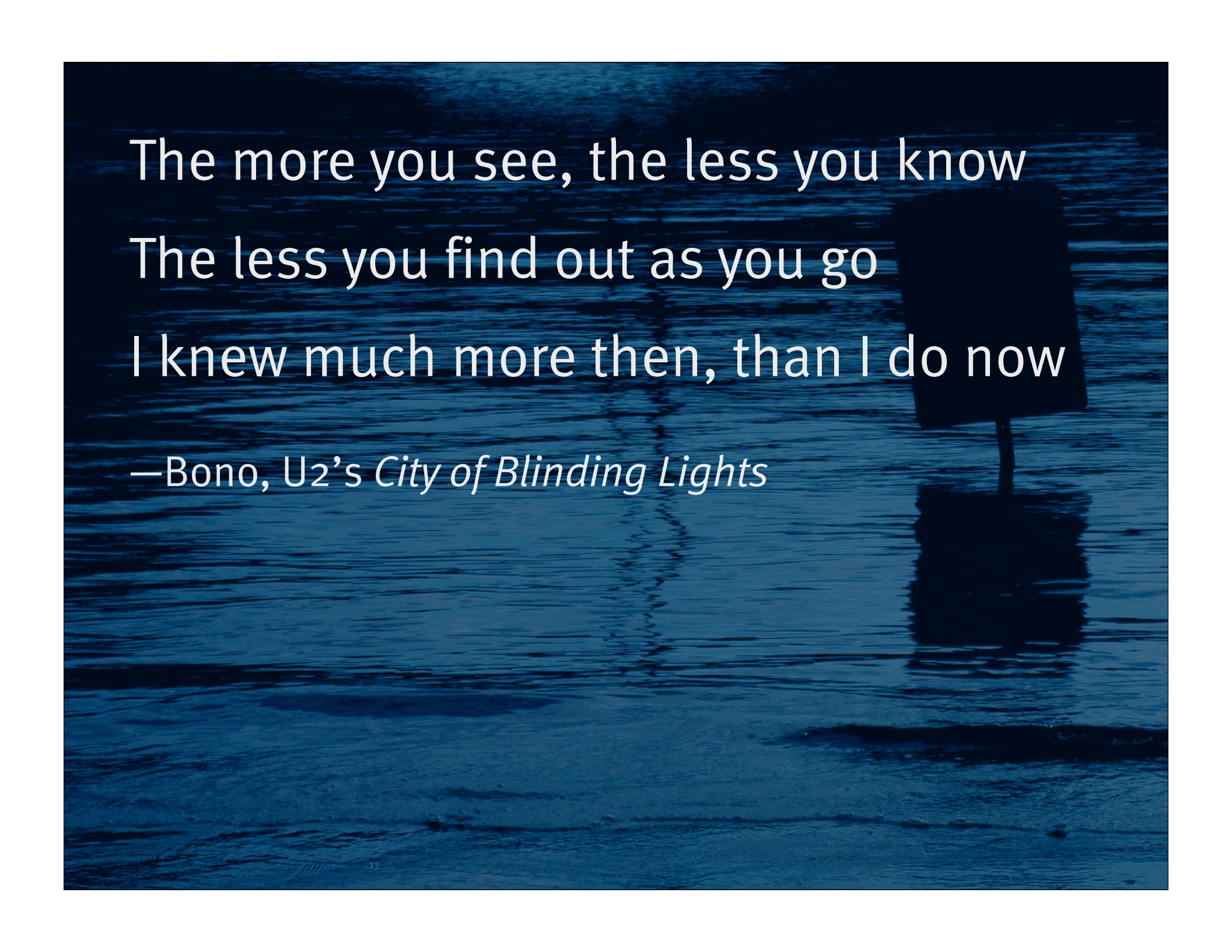




# Web 1.0?





The background is a dark blue, textured surface, possibly water or a similar material, with a silhouette of a signpost on the right side. The signpost has a rectangular sign on top and a vertical post. The text is overlaid on the left side of the image.

The more you see, the less you know  
The less you find out as you go  
I knew much more then, than I do now

—Bono, U2's *City of Blinding Lights*





# What would change?



designer

developer



manager



“... as a result of ignoring what the Web really is, we are likely to miss what it will grow into over the next 10 years.”

—Kevin Kelly, *Wired*, August 2005



1995

“[The Internet] was not designed for doing commerce...”

—Philip Elmer-DeWitt,  
*TIME*, July 1994





# Newsweek

“The Internet? Bah!”

—Christopher Stoll, *Newsweek*, February 1995

# 1995 brought us



Netscape IPO



Amazon begins  
selling books



# 1995 brought us



Yahoo!  
incorporates



Microsoft launches  
Win95, IE 1.0, WebTV

# 1995 brought us



Sun creates  
Java



RealAudio introduces  
streaming audio



2005

“... if we have learned anything in  
the past decade, it is the  
plausibility of the impossible.”

—Kevin Kelly, *Wired*, August 2005



"Gleick melds science and cultural journalism into literary artistry." —*Minneapolis Star-Tribune*

# FSTR

**FASTER** THE ACCELERATION  
OF JUST ABOUT EVERYTHING

# JMS

**JAMES GLEICK** author of CHAOS

# GLCK









Wired → Wireless

Dial-up → Broadband

Limited  
storage → Limitless  
storage

Top-down → Bottom-up

# Pair FTP hosting account

	THEN	NOW	%
Traffic	50MB/day	170MB/day	340%
Storage	5MB	250MB	5,000%



# On the Web

THEN	NOW
11 million pages	600 billion pages
rate?	20 exabytes/year

gigabyte » terabyte » petabyte » exabyte

20 exabytes = 20,000,000,000 gigabytes

standards?



# State of hacks

```
voice-family: "\"}\";
```

```
* html
```

```
_color: red
```

# Rounded corners now



```
<div class="module"><div class="m">  
  <div class="m"><div class="m">  
    text goes here  
  </div></div>  
</div></div>
```



# Rounded corners in CSS3

border-radius

```
<div class="module">  
  text goes here  
</div>
```

# Media queries

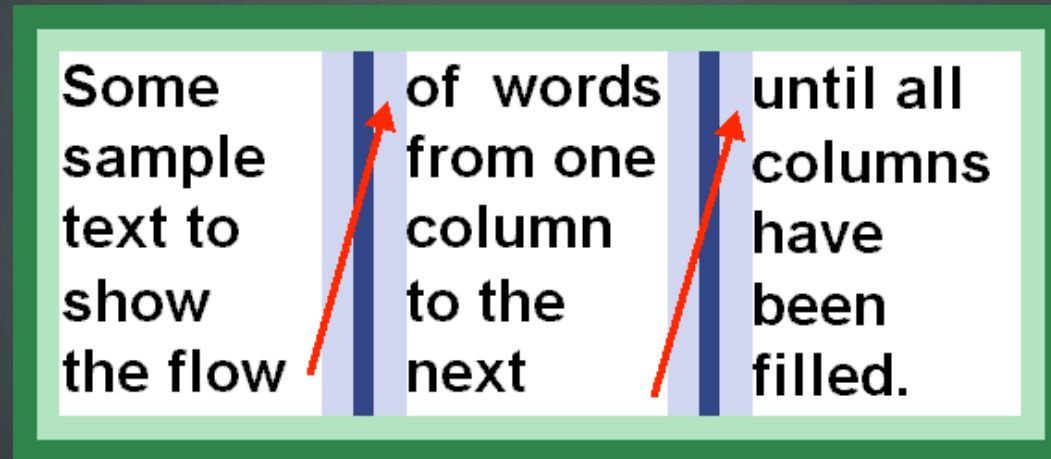
`media="screen AND (min-device-width:800px)"`

`media="NOT handheld"`





# COLUMN model



TODAY IN AMERICAS

- Iraq whistle-blower critical of army probe
- Obituary: M. Scott Peck, self-help pioneer
- Brown says he warned of disaster early on

LANGUAGE TOOLS

Language Tools   
Powered by Ultralingua

ARTICLE TOOLS

- > CHANGE FORMAT
- > PRINT PAGE
- > EMAIL ARTICLE

(+) FONT (-) FONT

PAGE 1 : 2

## No. 2 Republican in House indicted

By David Stout The New York Times

THURSDAY, SEPTEMBER 29, 2005

**WASHINGTON** Representative Tom DeLay of Texas, the powerful House Republican majority leader, was accused by a Texas grand jury Wednesday of criminal conspiracy in a campaign fund-raising scheme.

DeLay, the No. 2 leader in the House, was indicted on one count charging that he violated state election laws in 2002. Two political associates, John Colyandro and James Ellis, were indicted with him.

Because he was indicted, DeLay stepped down as majority leader, as he was required to do under House Republican rules. The Republicans then selected Representative Roy Blunt of Missouri, the current Republican whip - No. 3 in the leadership ranks - to fill the vacancy

temporarily, The Associated Press reported.

A conviction on the felony charge against DeLay carries a maximum sentence of two years in prison. The lawmaker has consistently maintained his innocence and on Wednesday asserted that the indictment resulted from a "purely political investigation" by the Travis County district attorney, Ronnie Earle, a Democrat.

"I have done nothing wrong," DeLay said, adding that he had violated "no law, no regulation, no rule of the House."

Speaking on Capitol Hill, DeLay described Earle, a longtime antagonist, as "a partisan fanatic" and a "rogue district attorney."

DeLay said the charge lodged against him Wednesday was "one of the weakest, most baseless indictments in American history," one that is "a sham, and Earle knows it."

Earle, in a separate news conference, disputed DeLay's contentions and said that it was his duty to go after "abuses of power." In fact, he said, he has prosecuted more Democrats than Republicans.

At the White House, the president's chief spokesman, Scott McClellan, expressed support for DeLay, telling reporters, "Mr. DeLay is a good ally and a leader who we have worked closely with for the good of the American people."

< PREV PAGE

> NEXT PAGE

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International  
Herald Tribune

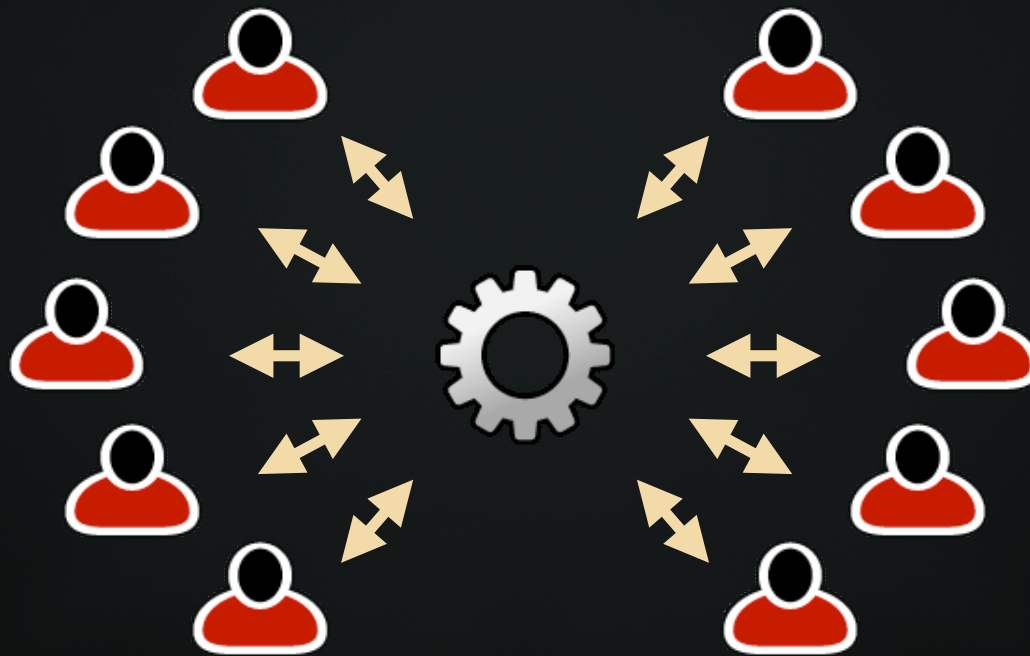
Get It Now



# CSS3 viability?

- ◉ Modularization: some will, some won't
- ◉ Specification delays
- ◉ Software vendor implementation
- ◉ User adoption
- ◉ Learning curve

# New distribution model





browsers?

# What about IE?

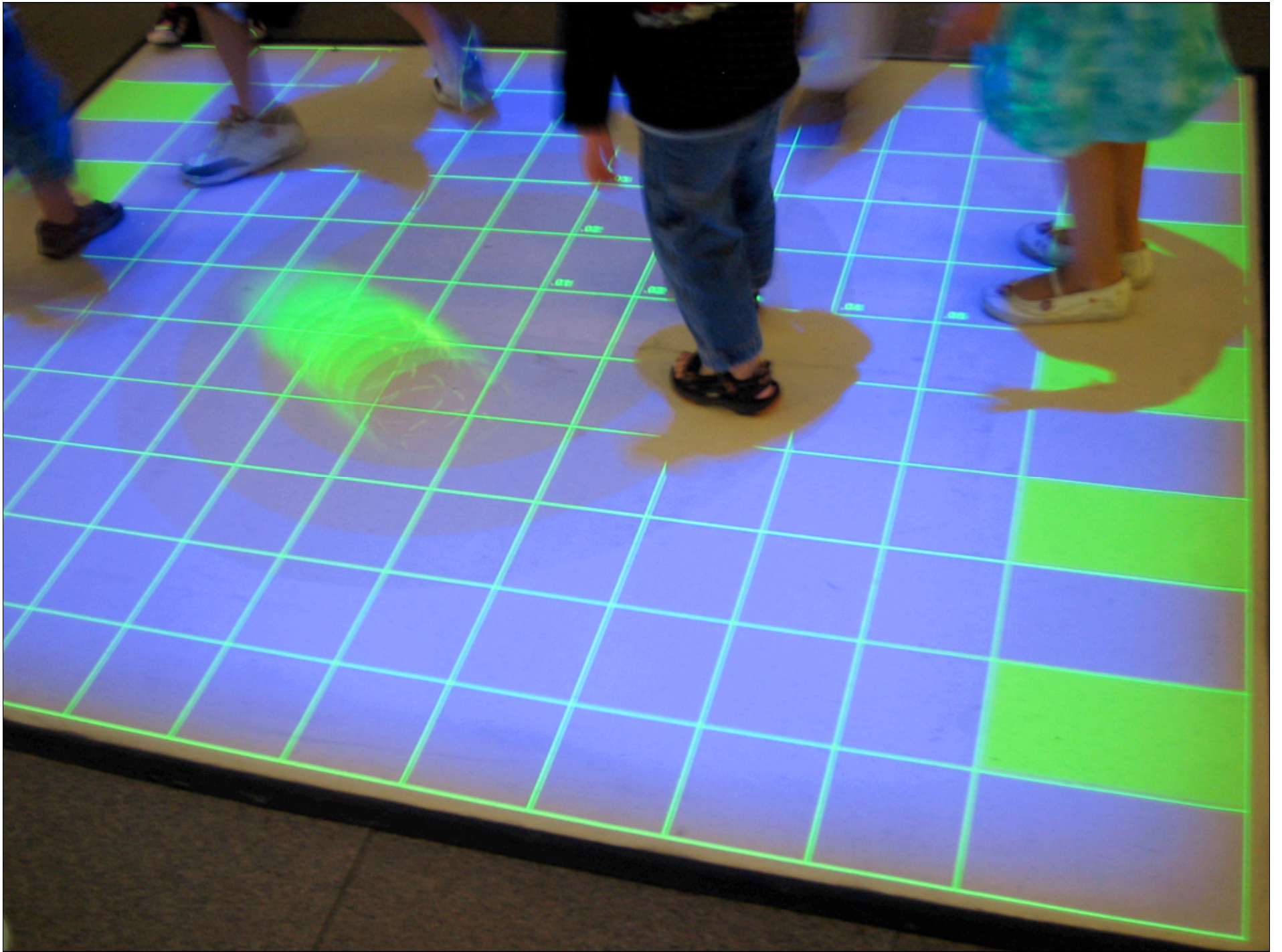






projection?











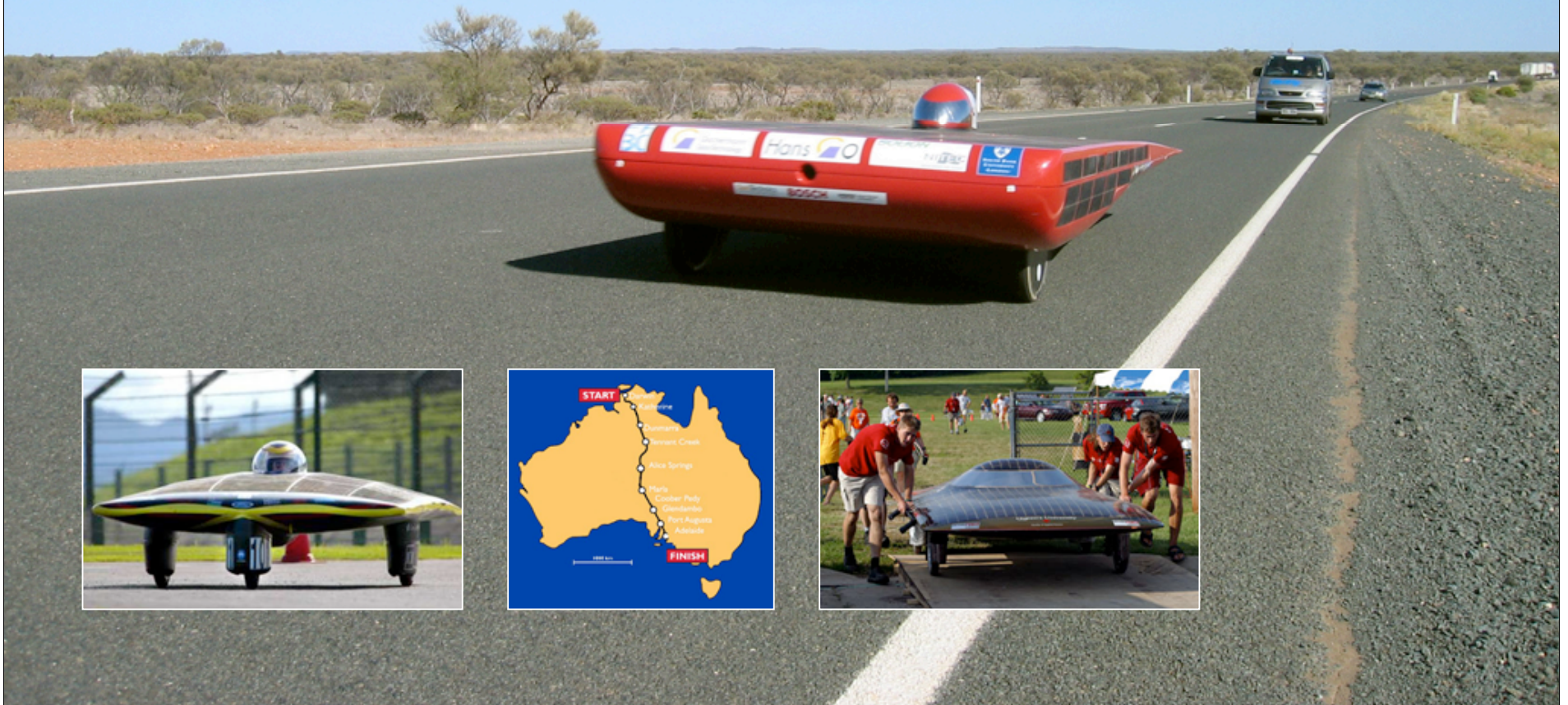
wireless?





# 2005 world solar challenge

Darwin > Adelaide  
25 September – 2 October 2005





location?





PEOPLE RADAR

local time: 15:16:00 EST  
you're here: [Mercure on Broadway](#)  
179 users are currently online

PEOPLE ANYWHERE



show only friends

AT YOUR PLAZE

- [veen](#)
- [dbowman](#)
- [Tantek](#)

ANYWHERE ELSE

- [mcgee](#) [plazeless](#)
- [Ludwik](#) [plazeless](#)
- [seanbonn](#) [HomeBase](#)
- [keko](#) [keko's Off](#)
- [cheesebi](#) [PlaceSite](#)
- [strata](#) [not set](#)
- [matthewt](#) [not set](#)



YOUR PLAZE



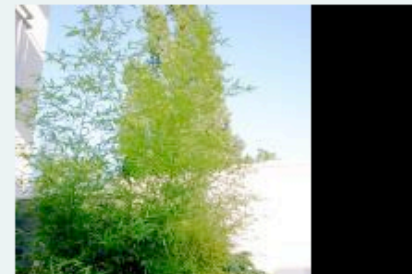
[Mercure on Broadway](#)  
Sydney/ NSW/ Australia/ Planet Earth

last comment on this plaze:  
"" from

[> find plazes in your vicinity](#)



DISCOVER...



[10785 plazes in 99 countries discovered so far!](#)

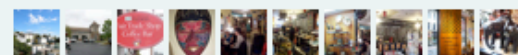
- [> top discoverer](#)
- [> new plazes](#)
- [> newest plazes in my area](#)

LATEST EDITS



- [> Quality Inn](#) (edited 2005/09/27 at 07:08)
- [> Vadim Zaliva...](#) (edited 2005/09/27 at 05:28)
- [> Pacheco Home](#) (edited 2005/09/27 at 05:00)

flickr



[more plazes pictures on flickr...](#)  
[What's this?](#)

QUESTION OF THE DAY

How does Plazes integrate with flickr?

[Flickr](#) is our favorite photosharing service and since most people will want to store their





accessibility?







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640 million children      no shelter

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500 million children      no sanitation

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400 million children      no safe water

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**300 million children      no information**

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270 million children      no health care

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—UNICEF, The State of the World's Children 2005, December 2004



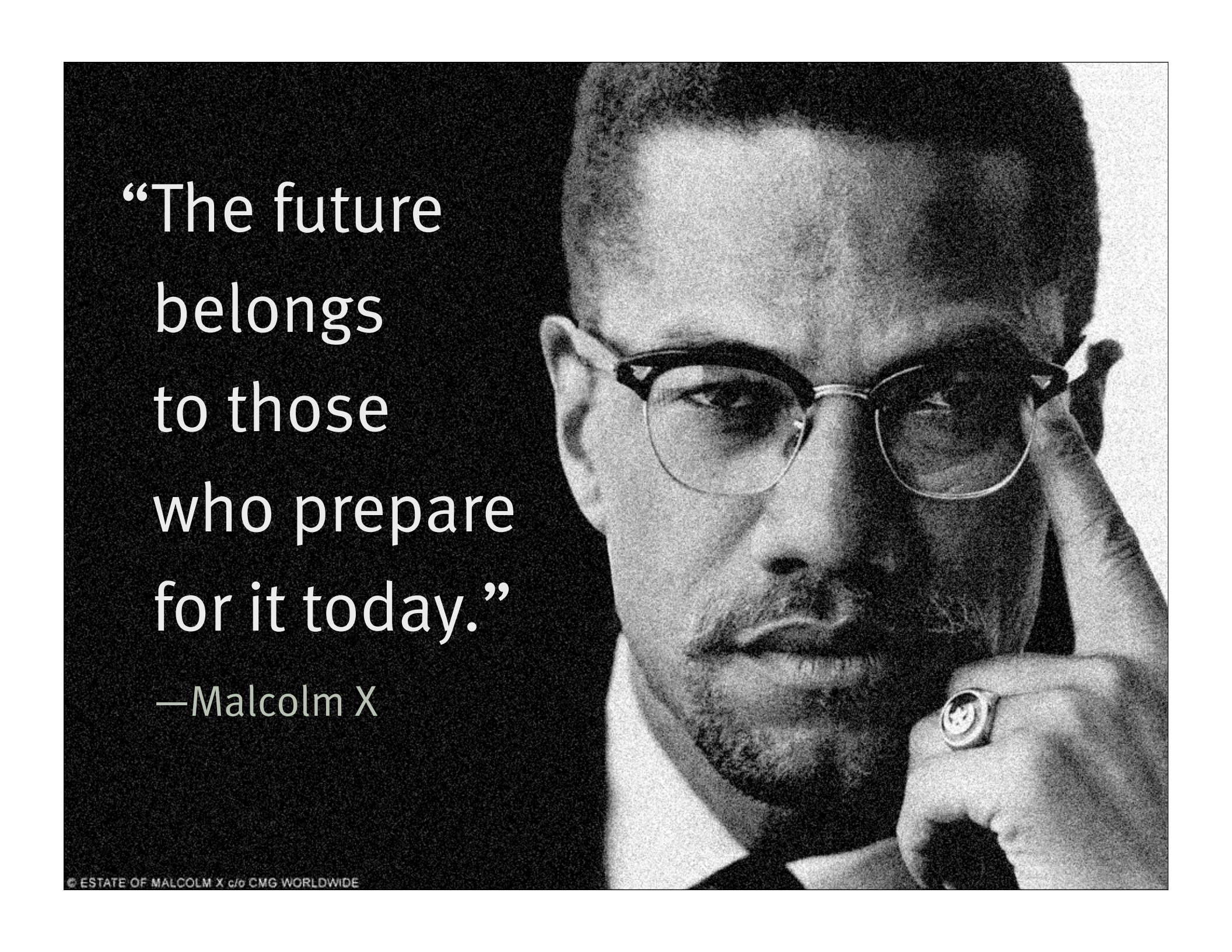




putting it together?





A black and white portrait of Malcolm X. He is wearing glasses and has a mustache. He is resting his chin on his hand, which has a ring on the ring finger. The background is dark on the left and lighter on the right.

“The future  
belongs  
to those  
who prepare  
for it today.”

—Malcolm X