

it's more than just
markup

Mike Girouard Refresh06

(web)

why are you
here?

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to learn?

why are you
here?

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vacation?

to learn?

why are you
here?

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vacation?

to learn?

why are you
here?

comrades?

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(web)

the web
problem with people

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the web
problem with people

(tunnel vision)

the problem with
the web

(it's divergent)

(it's complex)

(it's volatile)

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design

the problem with
the web

(it's divergent)

(it's complex)

(it's volatile)

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client-side code
design

the problem with
the web

(it's divergent)

(it's complex)

(it's volatile)

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client-side code
design

server-side code

the problem with
the web

(it's divergent)

(it's complex)

(it's volatile)

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client-side code
design

accessibility

server-side code

the problem with
the web

(it's divergent)

(it's complex)

(it's volatile)

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client-side code
design

usability

accessibility

server-side code

the problem with
the web

(it's divergent)

(it's complex)

(it's volatile)

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client-side code
design SEO usability

accessibility

server-side code

the problem with
the web

(it's divergent)

(it's complex)

(it's volatile)

Mike Girouard Refresh06

client-side code
design

SEO usability

SEM accessibility

server-side code

the problem with
the web

(it's divergent)

(it's complex)

(it's volatile)

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client-side code
design
SEO usability
SEM accessibility
content editors
server-side code

the problem with
the web

(it's divergent)
(it's complex)
(it's volatile)

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client-side code
design system administration
SEO usability
SEM accessibility
content editors server-side code

the problem with
the web

(it's divergent)
(it's complex)
(it's volatile)

Mike Girouard Refresh06

the
past

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“best viewed with”

the
past

Mike Girouard Refresh06

“best viewed with”

<marquee>

<blink>

the
past

“best viewed with”

the collapse <marquee>
 <blink>

the
past

the
present

Mike Girouard Refresh06

XML

the
present

Mike Girouard Refresh06

XML

the platform

the
present

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device independence
XML

the platform
the
present

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device independence
XML

User-centric design

the platform

the
present

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device independence

web services

XML

User-centric design

the platform

the
present

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“2.0” device independence
web services XML
the platform User-centric design
the
present

“2.0” device independence
web services XML
the platform User-centric design
the
present
standards

the
future

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?

the
future

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“defining,
the web”

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is it a...
technology?

is it a...
technology?
★ XHTML

is it a...
technology?

★ XHTML

★ CSS

is it a...
technology?

- ★ XHTML
- ★ CSS
- ★ JavaScript

is it a...
technology?

- ★ XHTML
- ★ CSS
- ★ JavaScript
- ★ Flash

is it a...
technology?

★ XHTML ★ PHP

★ CSS

★ JavaScript

★ Flash

is it a...
technology?

★ XHTML

★ PHP

★ CSS

★ ASP

★ JavaScript

★ Flash

is it a... technology?

- ★ XHTML
- ★ CSS
- ★ JavaScript
- ★ Flash
- ★ PHP
- ★ ASP
- ★ Cold Fusion

is it a... technology?

★ XHTML

★ PHP

★ CSS

★ ASP

★ JavaScript

★ Cold Fusion

★ Flash

★ PERL

is it a...
network?

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is it a...
network?



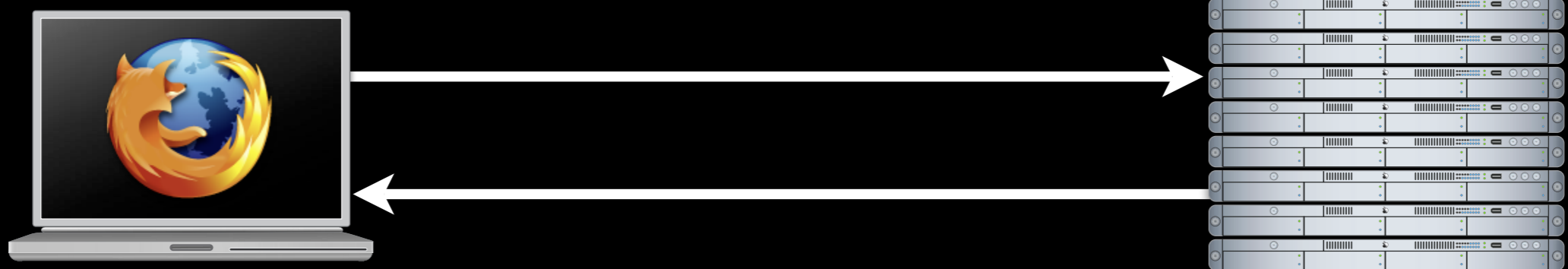
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is it a...
network?



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is it a...
network?



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is it a...
network?



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is it a...
collaborative?
project!

is it a...

collaborative? project!



is it a...
collaborative?
project?



web noun

“ [a] computer network consisting of a collection of internet sites that offer text and graphics and sound and animation resources through the hypertext transfer protocol ”

—Google

“ *web* noun
an intricate network suggesting
something that was formed by
weaving or interweaving ”

—Google

“ *web* *noun* ,
an intricate trap that entangles or
ensnares its victim

—Google

web noun

“ A massive network in which designers and developers provide a gateway to information, that users choose to add to or take from at their discretion. ”

—DJ Irvin, Lab Specialist, Full Sail

web noun

“ “ One HUGE community of ideas... ” ”

...a collection is stagnant. a
community evolves.

—Aaron van Kaam, Web Programmer

web noun
“Porn”

—Dennis Hart, Print Designer

web *noun*
“Porn”

—Dennis Hart, Print Designer

BTW: The web is only 1% Porn

web *noun*
“Porn”

—Dennis Hart, Print Designer

BTW: The web is only 1% Porn

<http://slashdot.org/article.pl?sid=06/11/15/1325202>

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closing
thoughts

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