BECOMING A
DESIGNER + DEVELOPER
ON THE WEB

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INTRODUCTION

One of my favorite things about the web industry is how wildly different everyone's histories are. Some web builders have backgrounds in computer science or fine arts, and some have arrived by means of culinary school, economics, or accounting. Whatever your path, you're attracted by the web's ability to quickly turn an idea into reality, but you've realized that building a successful site/app/widget/doohickey requires a broad range of skills.

Whether you're interested in learning about design, development, or both, this book will teach you the fundamentals while also showing you where to look for more. Never stop learning, especially in a fast-paced environment like the Internet, and share your knowledge with as many as you can.

SECTION I: DESIGN

Chapter 1
INTRO TO DESIGN

The word "design" has quite a lot of meanings, and it changes depending on the context of the conversation. You've heard of Graphic Design, User Interface Design, User Experience Design, Interaction Design, and more. So which ones are we talking about here? What's exciting—and sometimes daunting—about designing on the web is that it's actually a mix of a lot of fields. *The key thing to remember is that when this book talks about web design we're focusing on the presentation of content in the browser and how users will ultimately interact with that content.*

Dieter Rams, one of the most celebrated designers of the past century, constantly asked himself "Is my design good design?" In order to answer that question, he came up with ten categories by which to grade his work. While these aren't always directly applicable to work on the web, they're fascinating to consider when you design anything:

Good design:
- *Is innovative*
- *Makes a product useful*
- *Is aesthetic*
- *Makes a product understandable*
- *Is unobtrusive*
- *Is honest*
- *Is long-lasting*
- *Is thorough down to the last detail*
- *Is environmentally friendly*

- *Is as little design as possible*

The key takeaway is that design isn't just about making something pretty. It's about helping the user USE: read content, fill out a form, carry out a task, etc.