



Web Design World 2006

Seattle

Washington State Convention & Trade Center • July 10-12, 2006

Web 2.0

Combine Strategy &
Compelling Design

Discuss the Future Web with the Top Minds in Design

- Design Manager, Google
- Founding Partner, Adaptive Path
- President, Molly.com
- Principal, gotomedia, inc.
- Senior Consultant, Molecular

Plus, Two Full-Day
Workshops on
User Experience & Photoshop



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» Register for the Gold Passport by June 7 & Save \$200
Plus WIN an Apple Cinema Display

See page 6
for details





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Dear Web Design Professional,



Please join us to share insights from a tremendous set of speakers as Thunder Lizard's Web Design World returns to Seattle, July 10-12.

For years, Web Design World has helped designers keep pace with the best approaches to usability, interface design and emerging technologies such as Ajax, Mash-ups, XML and CSS. This year's Seattle event continues our tradition, bringing you top name speakers such as Jeffrey Veen, Design Manager of Google, Myke Ninness, a Photoshop expert now with Lynda.com, Kelly Goto, principal of gotomedia, inc. and more.

Web Design World Seattle is divided into four tracks — Interface Design, Design & CSS, Coding & Developing, and Strategy Meets Technology. Sign-up for two days of intensive learning in our keynotes and breakout sessions, or for your best value, sign up for the Gold Passport and gain complete access to all sessions and keynotes, plus your choice of two full-day workshops.

We look forward to seeing you in Seattle.

Sincerely,

James E. Fawcette

President, Fawcette Technical Publications, Inc., Including Thunder Lizard Productions

P.S. For your best value, sign up for the Gold Passport by June 7th. Click here to register, or call customer service at 800-848-5523 or 650-378-7100.

**Why our attendees
come back year after year**

“ Nicely run, as usual.
I like the mix of technical (Ajax)
and theory (usability). ”

“ You continually do a great job of
attracting speakers who are the
top in their field. ”

Save with the Gold Passport !

The Gold Passport is your best value at Web Design World, offering unlimited access to informative keynotes, breakout sessions and two in-depth workshops.

Register for a Gold Passport by the Early Bird deadline of June 7, 2006 to save \$200 and enter to win a 23" Apple Cinema Display, or an LCD monitor of equal or lesser value.

Turn to page 6 for full sweepstakes details.



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Conference Agenda

July 10	INTERFACE DESIGN	DESIGN & CSS
9:00 a.m.	KEYNOTE: Designing the Next Generation of Web Apps	
10:15 a.m.	General Session: About Interface	
11:30 a.m.	General Session: Designing for Real User Behavior	
12:30 p.m.	Lunch	
2:00 p.m.	Finding Things My Way: Faceted Navigation	Design Strategies for Web 2.0: From Markup to Microformats, from Semantics to Ajax
3:15 p.m.	Accessibility in a Web 2.0 World	Unifying Web Design and Development with CSS
4:30 p.m.	General Session: Transcending CSS: Designing the Progressive Web	
July 11	CODING & DEVELOPING	STRATEGY MEETS TECHNOLOGY
9:00 a.m.	KEYNOTE: Creating Rich User Experiences with Microsoft's Web Platform	
10:15 a.m.	General Session: The Iterative App: From Discord to Design	
11:30 a.m.	XML for Designers: From Syndication to Web Services	Publish & Prosper: Blogging for Your Business
12:30 p.m.	Lunch	
2:00 p.m.	Better Interfaces with CSS, JavaScript, and the DOM	Designing for Conversion
3:15 p.m.	Developing Ajax Applications	Accessibility: Better, Faster & Cheaper
4:30 p.m.	General Session: Deconstructing...You!	
July 12	POST CONFERENCE WORKSHOPS	
9:00 a.m. - 5:30 p.m.	USER EXPERIENCE WORKSHOP: Putting Web 2.0 into Practice	Adobe Photoshop

Should a speaker be unable to attend, all efforts will be made to replace the speaker/session with one of comparable value.



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Keynotes

Keynote: Designing the New Web

Jeffrey Veen, Design Manager, Google

Monday, July 10 at 9 a.m.

As the buzz and excitement around Web 2.0 continues to increase, much is already changing in how we design and develop online. In this keynote address, Jeffrey Veen will look at how new thinking is being infused into design practices in the following trends: new technology integration with Ajax and syndication; design trends in tagging, progressive enhancement and anticipatory interaction; and philosophical shifts in business towards openness, generosity and collaboration with your users. You'll see detailed case studies of Web sites that are making the shift – and gain insight into how the latest Web trends relate to you.



Jeffrey Veen is an internationally sought-after speaker, author and user experience consultant. A founding partner of San Francisco's legendary Adaptive Path, he is now a Design Manager at Google. As a consultant, Jeffrey has been involved in designing the leading blog and social media applications on the Web, including Blogger, TypePad, Flickr and more. Previously, Jeffrey served as the Executive Director of Interface Design for Wired Digital and Lycos Inc., where he managed the look and feel of HotWired, the HotBot search engine, Lycos.com and others.

Keynote: Creating Rich User Experiences with Microsoft's Web Platforms

Brad Abrams, Group Program Manager for the UI Framework and Services Team, Microsoft

Tuesday, July 11 at 9 a.m.

In this keynote address, Microsoft will share its vision for the Web with designers and developers. You will walk away from the presentation with a better understanding of Atlas, a framework for quickly building cross-browser, Ajax-style Web applications; Windows Presentation Foundation Everywhere, a cross-platform, cross-browser runtime; and Expression Web Designer, a tool for creating CSS-based, standards-compliant Web sites. These three technologies will enable you to build rich user experiences for the Web.



Brian Abrams was a founding member of both the Common Language Runtime and .NET Framework teams at Microsoft Corporation. He is currently the Group Program Manager for the UI Framework and Services team, which is responsible for delivering the developer platform that spans both client and web-based applications, as well as the common services that are available to all applications. Specific technologies owned by this team include ASP.NET, Atlas and Windows Forms. Brad has been designing parts of the .NET Framework since 1998 when he started his framework design career building the BCL (Base Class Library) that ships as a core part of the .NET Framework. Brad was also the lead editor of the Common Language Specification (CLS), the .NET Framework Design Guidelines and the libraries in the ECMA/ISO CLI Standard. Brad has been deeply involved with the WinFX and Windows Vista efforts from their beginning. Brad co-authored *Programming in the .NET Environment* and was editor on *.NET Framework Standard Library Annotated Reference Vol1 and Vol2* and the *Framework Design Guidelines*. Brad graduated from North Carolina State University in 1997 with a BS in Computer Science. Find recent musings from Brad on his blog at: <http://blogs.msdn.com/BradA/>.

Web Design World Conference Chair



Jim Heid is one of the most experienced technology writers and instructors in the world. His 24-year career began at the dawn of the personal computer revolution, when he quit his job as a typographer to become technical editor of Kilobaud, one of the first computer magazines. He's been online since 1980, when he fired up a 300-baud modem and logged onto The Source, an early online service.

Since 1998, Jim has served as Conference Chair for over a dozen Thunder Lizard conferences, and has spoken to thousands of Web professionals on subjects

ranging from typography to streaming media. As Conference Chair, he is responsible for planning the editorial scope of each event, recruiting speakers, and planning session content.

Jim has been a Contributing Editor and columnist for *Macworld* magazine since 1984, specializing in digital media topics ranging from Web design to DVD authoring. He has also written for the *Los Angeles Times*, *Newsweek*, *PC World*, and *Internet World*, and has taught at the University of Hawaii, the Center for Creative Imaging in Camden, Maine, and at dozens of conferences and industry events in between.



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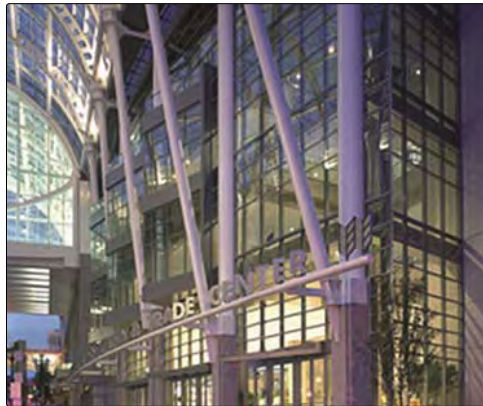
Venue, Hotel and Travel

The Washington State Convention & Trade Center— Our Conference Headquarters

All sessions, workshops and activities will take place at the downtown Convention Center. The site also features a variety of restaurants and shops, a free public art gallery and a Massage Bar offering 15 and 30 minute massages.

Washington State Convention & Trade Center

800 Convention Place
Seattle, WA 98101-2350
206-694-5000
206-694-5399 FAX



The Sheraton Seattle Hotel

The Sheraton Seattle will be our official Web Design World hotel. Located in downtown Seattle, blocks from the convention center, the Sheraton features high-speed Internet room access and a heated indoor pool. Call the Sheraton directly at 800-325-3535 to reserve a room at our special rate of **\$185 per night**. Rooms are subject to availability and must be booked **by June 12, 2006**.

Sheraton Seattle Hotel

1400 6th Avenue
Seattle, Washington 98101
206-621-9000 or 800-325-3535
206-621-8441 FAX



Airline



Web Design World attendees qualify for United Airlines discounts of 5% to 15% off fares. Some restrictions will apply. Please call United's Specialized Meeting Reservations at 800-521-4041 and reference ID number **563DX**.

Automobile



Hertz is also offering discounted rates on rental cars to all Web Design World attendees. Please call 800-654-2240 for details and reference number **CV 03N10001**.

Visiting Seattle

Discover all that Seattle has to offer. From shopping at Pike Place Market to touring the Experience Music Project, from discovering the breathtaking views at the top of the Space Needle, to taking a romantic ferry ride, Seattle has something for everyone – especially Starbucks regulars. Visit Seattle's Convention & Visitors Bureau website at www.seeseattle.org to start planning your trip today!



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Much More than Sessions

More Reasons To Attend!

In addition to the top-notch speakers and informative sessions you'll enjoy at Web Design World, check out these other perks:

- Opportunity to network with speakers and attendees
- Detailed conference proceedings book
- Excellent food provided by chefs at the Convention Center
- Web Design World conference bag and t-shirt
- Location, location, location—Web Design World is taking place in downtown Seattle, blocks from city attractions.

Virtual Conference

Continue the experience well after the last session with our "Virtual Conference" Online Community—your Web-based Thunder Lizard resource good for one year after the conference. This attendee-only site hosts all the slides, rich media and learning tools that the speakers deliver to you live in the classroom.

Plus, you'll also get access to materials from upcoming Web Design World events in both Boston and San Francisco. It's all yours to use until we return to Seattle.

» WIN an Apple Cinema Display

Register for a Gold Passport by the Early Bird Deadline of June 7 and you will be automatically entered into the Web Design World sweepstakes.

One lucky winner will walk away with a 23" Apple Cinema Display, or an LCD monitor of equal or lesser value. The state-of-the-art Apple Cinema Display retails for \$1,299, features an anodized aluminum enclosure and provides the exact resolution for displaying widescreen HD materials. The format and resolution are optimized for viewing high resolution images.



Sweepstakes rules

Everyone who registers for the **Gold Passport by June 7, 2006** is automatically entered into the Web Design World sweepstakes ("Sweepstakes"). The Sweepstakes is open to U.S. residents 18 years or older. Employees of Fawcette Technical Publications Inc. (FTP) and Apple Corporation, their affiliates, subsidiaries, and the immediate family members of each are not eligible.

Void where prohibited by law. The Sweepstakes ends June 7, 2006. One winner will be announced onsite at Web Design World Seattle (July 10-12, 2006). The 23" Apple Cinema Display or LCD monitor of equal or lesser value will be shipped via ground within 30 days of the end of the conference.



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Day One, Monday, July 10

Keynotes & General Sessions

World-class designers look at the evolution of the Web and beyond.

Keynote: Designing the New Web

Jeffrey Veen, Design Manager, Google
9 a.m.

As the buzz and excitement around Web 2.0 continues to increase, much is already changing in how we design and develop online. In this keynote address, Jeffrey Veen will look at how new thinking is being infused into design practices in the following trends: new technology integration with Ajax and syndication; design trends in tagging, progressive enhancement and anticipatory interaction; and philosophical shifts in business towards openness, generosity and collaboration with your users. You'll see detailed case studies of Web sites that are making the shift – and gain insight into how the latest Web trends relate to you.

About Interface

Kelly Goto, Principal, gotomedia, inc.
10:15 a.m.

Interaction design is no longer limited to the Web. As design migrates from the Web to mobile devices we carry and interact with on a daily basis, our approach to design and development must also shift past our somewhat limited U.S.-based

thinking and into a global perspective. In this enlightening session, design ethnographer and Web veteran Kelly Goto discusses the evolution of Web, handheld and product interfaces and their cultural impact. Learn how companies are utilizing ethnographic-based research to conduct rapid, immersive studies of people and their lifestyles to inform the usefulness and viability of interfaces both online and offline.

Designing for Real User Behavior

Steve Mulder, Senior Consultant, Molecular
11:30 a.m.

What if we knew how people actually scan and read Web pages? Or what types of page elements people are more likely to notice? Or when they really scroll or use search features? Thanks to recent research and a ridiculous number of usability tests, we know a lot more than we used to. Find out about key user behavior patterns that will make a difference in how you design Web pages. When you design for real user behavior, your site feels more intuitive – and your end result is more successful.

Transcending CSS: Designing the Progressive Web

Andy Clarke, Creative Director, Stuff and Nonsense and Molly E. Holzschlag, President, Molly.com, Inc.
4:30 p.m.

While many Web designers have had some experience working in other media, many have only produced work for the Web. Whatever your background, Andy and Molly will inspire and

challenge you by exploring sources of creative inspiration beyond the Web. The goal? To encourage new ideas that will help you create fresh, engaging designs and user interfaces. See how to find design inspiration in unusual places. Learn to see through the visual design to the underlying code. And find out how to bridge the gap between what is perceived to be design and what is thought to be development.

Interface Design Track

Learn the latest strategies for making Web sites usable, beautiful and accessible.

Finding Things My Way: Faceted Navigation

Steve Mulder, Senior Consultant, Molecular
2 p.m.

Web navigation is evolving. Instead of forcing users into a rigid site structure we define, faceted navigation design enables users to create their own structure and their own paths through a site. Creating a more flexible navigation system puts more control in the user's hands, which results in improved findability and better business results. Discover why facets are taking over the Web, what it means for Web site navigation, and how to make a faceted interface that's intuitive and usable.



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Interface Design Track Continued

Accessibility in a Web 2.0 World

Shawn Henry, World Wide Web Consortium
3:15 p.m.

Web 2.0, Ajax, rich Web applications, blogs, wikis – the Web continues to develop. What are the accessibility issues in this next-generation Web? Scripting, once a no-no for accessibility, is a key aspect. Join us to get the latest on how the W3C's new Web Content Accessibility Guidelines and Authoring Tools Accessibility Guidelines address these Web developments. Learn how to take advantage of current and developing strategies to make dynamic Web content and applications accessible.

Design & CSS Track Go beyond the hype and to the heart of practicalities of working with Web 2.0.

Design Strategies for Web 2.0: From Markup to Microformats, from Semantics to Ajax

Andy Clarke, Creative Director, Stuff and
Nonsense and Molly E. Holzschlag, President,
Molly.com, Inc.
2 p.m.

When it comes to Web 2.0, designers and developers need a roadmap to help sort out what's hype and what's real. Andy and Molly will provide that map, guiding you with sensible advice and

abundant resources to help you in the practicalities of designing and developing today's Web sites with these technologies. Learn the meaning of semantics and why semantics are so important to successful, backward-compatible and future-proof site design. See best practices in HTML and XHTML. Learn what microformats are and how they are helping the Web evolve. And see how JavaScript and Ajax are best used in client-side design.

Unifying Web Design and Development with CSS

Andy Clarke, Creative Director, Stuff and
Nonsense and Molly E. Holzschlag, President,
Molly.com, Inc.
3:15 p.m.

You already know that CSS provides many benefits to designers, developers and ultimately, your site's visitors. But CSS can also be used as a rapid prototyping tool, to manage large amounts of documents with ease, and to reduce wear and tear on server load and page load time. In this session, you'll learn how to use CSS for wireframing and how to use CSS to manage sites from 10 to 10 million pages. You'll also see which CSS practices you should avoid and why, and you'll learn how to optimize and organize your CSS documents.

Day Two, Tuesday, July 11

Keynotes & General Sessions

Discover crucial development techniques from
the top minds in Web design.

Keynote: Creating Rich User Experiences with Microsoft's Web Platform

Brad Abrams, Group Program Manager for the UI
Framework and Services Team, Microsoft
In this keynote address, Microsoft will share its vision for the Web with designers and developers. You will walk away from the presentation with a better understanding of Atlas, a framework for quickly building cross-browser, Ajax-style Web applications; Windows Presentation Foundation Everywhere, a cross-platform, cross-browser runtime; and Expression Web Designer, a tool for creating CSS-based, standards-compliant Web sites. These three technologies will enable you to build rich user experiences for the Web.

The Iterative App: From Discord to Design

Kelly Goto, Principal, gotomedia, inc.
10:15 a.m.

Between the diverse demands of clients, bosses, engineers and designers, Web application design has reached a new level of frenzy and discord. In this session, Kelly Goto takes you through the application development process. Learn behind-the-scenes techniques behind rapid prototyping, and see how to enhance your current process to



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Keynotes & General Sessions Continued

include iterative usability testing cycles. You'll also discover how to verify development requirements before you code by employing PDF prototypes and HTML click-throughs. With a collaborative mindset and the proper process in place, design and engineering teams can work together and launch the "iterative app" successfully.

Deconstructing...You!

Panel

4:30 p.m.

Top Web designers join Conference Chair Jim Heid in critically evaluating our attendees' sites. Bring your pencil! Your site may be among the ones we examine in this always popular wrap-up session.

Coding and Developing Track

Learn techniques for integrating XML, JavaScript and Ajax into your Web sites.

XML for Designers: From Syndication to Web Services

Joe Marini, Group Product Manager for VSIP, Microsoft

11:30 a.m.

XML has become a common technology in everyday Web development. In this session, you'll learn how XML works, what it's good for (and not good for), and what you need to know about it as a

designer to put it to good use. You'll see how XML can be used to separate content from layout, drive dynamic interfaces and be transformed for display in different ways, and how it enables modern Web services to function.

Better Interfaces with CSS, JavaScript and the DOM

Joe Marini, Group Product Manager for VSIP, Microsoft

2 p.m.

Today's modern, standards-compliant browsers provide designers with vastly improved capabilities for creating rich user interfaces. We'll examine ways of using CSS and JavaScript together to create pages that are responsive, intuitive and more usable. See how these technologies allow users to control display properties like fonts and colors, create forms with better navigation and validation, and build pages with features like in-place editing, table formatting and data sorting and filtering – and that don't need to round-trip back to the server. We will also examine ways to make use of these technologies so that even if the user disables them, the page content remains accessible.

Developing Ajax Applications

Joe Marini, Group Product Manager for VSIP, Microsoft

3:15 p.m.

Ajax has become a hot topic in the Web design community, and for good reason: Ajax enables you to create Web applications that have nearly the look, feel and responsiveness of desktop applications. However, there's also a fair amount of

confusion to accompany the buzz. In this session, you'll learn about the origins of Ajax and its main technical underpinnings – and you'll find out how to build your own pages that take advantage of the power of this development methodology.

Strategy Meets Technology Track

Hear best practices for your design and business decisions.

Publish & Prosper: Blogging for Your Business

DL Byron, Principal, Textura Design, Inc.

11:30 a.m.

What do Boeing, General Motors and a small bag-clip company have in common? They are all blogging about their business. The fact is a conversation with your market is stronger and more meaningful with a blog. You'll learn about the types of business blogs, how companies use blogs, how to sell blogs to management and IT, effective blog design, content and conversation, pitfalls to avoid, how to develop Web presence, and more.

Designing for Conversion

Lance Loveday, CEO, Closed Loop Marketing

2 p.m.

Designers have always known how powerful simple design changes can be. Now learn how minor design and page layout changes can yield big results for your company's bottom line. The secret? Designs that convert more traffic into leads and customers, increasing your return on investment.



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Strategy Meets Technology Track Continued

This session will explain how placement, visual flow, emphasis and even color can affect your site's conversion rate. We'll discuss key landing page design tips, review before/after case studies on how specific design changes impacted business metrics, and view some insightful user testing videos to see how users surf – and how they think. If you're interested in improving the conversion effectiveness of your site, email campaign, PPC campaign or other online marketing effort, you won't want to miss this session.

Accessibility: Better, Faster, and Cheaper

Shawn Henry, World Wide Web Consortium
3:15 p.m.

Accessibility is now a requirement in many Web development projects. Unfortunately, many designers are struggling and see accessibility as a heavy burden. This session will help you turn that around. Join us for tips on optimizing your accessibility efforts, such as focusing on the black and white areas of accessibility to avoid getting bogged down in the gray murk. Get specific guidance on demonstrating the business case for accessibility, and putting accessibility on a higher level within your organization. Learn how to collaborate with people with disabilities in order to better understand accessibility issues and be more efficient in implementing effective accessibility solutions.

Day Three, Wednesday, July 12

Post-Conference Workshops

Sign up for a Gold Passport and choose from two intensive, full-day workshops.

- 1 Join the legendary Adaptive Path for secrets to the success of Flickr, Wikipedia and Craigslist.
- 2 Or, have the ultimate Photoshop day with Michael Ninness.

User Experience Workshop: Putting Web 2.0 into Practice



Peter Merholz, Director of Practice Development, Adaptive Path and Brandon Schauer, Design Strategist, Adaptive Path



As the buzz and excitement around Web 2.0 continues to increase, much is already changing in how we plan, design and develop online. In this full-day workshop, Peter Merholz and Brandon Schauer look at how new thinking is being infused into design practices.

Merholz and Shauer have authored some seminal essays on Web 2.0 philosophy and opportunities (available at www.adaptivepath.com). In this workshop, they expand on those themes of openness, trust and relinquishing control, and discuss how these traits are not threats to business, but genuine opportunities to be explored.

Next, they'll roll up their sleeves and dig into the details behind designing for the next generation of Web applications. You'll benefit from their experience working on such problems for a variety of clients – experience that, among other things, led their colleague Jesse James Jarrett to coin the term Ajax. They'll also draw from the design and development of Adaptive Path's first product, Measure Map, acquired by Google last February.

Just some of the topics you'll learn include:

- Successful frameworks for planning next generation Web development
- Design strategies for rich Internet applications using Ajax and Flash, including new methods of documentation
- How to take advantage of trends such as tagging, wikis, syndication (RSS) and user-generated content
- When to Get Real and when to Get Realistic
- Secrets to the success of such products as Flickr, Wikipedia and Craigslist



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Photoshop Workshop

Michael Ninness, Executive Director,
Lynda.com

The Photoshop workshop was specifically developed for any Web developer or designer who needs to incorporate graphics into his Web site. Learn everything you need to know to produce quality images at the right file size.



Photoshop Power Shortcuts

Shortcuts, shortcuts, shortcuts! Do you dream in keyboard shortcuts? When you drop your keys, do you think (Ctrl + Z) or [Cmd + Z]? There are so many keyboard shortcuts in Photoshop (over 650!) that someone actually wrote a book just on Photoshop keyboard shortcuts. Crazy, but true. This always popular session will teach you the Photoshop shortcuts you can implement into your workflow to immediately improve your productivity. They may not all be flashy, but they are sure to make you smile as you realize how much time and effort they'll save you.

- Mmm... Scrubby Sliders!
- Changes to window management and the Full Screen Mode
- Interface and navigation tips
- Keyboard shortcuts and more!

The Digital Darkroom

When working with digital images, you often have to deal with the same four problems – the images are the wrong resolution, too dark, too soft or have a color cast. The session will show you how to make the most of your pixels, whether you started

with a traditional scan or captured an image with a digital camera. Whether you are going to print or the Web, you will learn how to put your best image forward.

- Perform tonal corrections without sacrificing details
- Instant color cast removal
- Sharpening 101

Blend Mode Magic

"Was it Multiply? No. Was it Difference? No. Was it Color Dodge...?" Admit it – The layer blending modes in Photoshop are a big mystery, right? Unless you're a geek, no one really knows what the heck these things actually do. If you are one of those designers that cycle through the different blend modes in the pop-up menu until the image looks the way you want it, then this session is for you. You'll learn which blending modes you must memorize, and more importantly, how to incorporate them into your daily workflow in ways you've probably never thought of.

- Instant image correction
- Painting with light
- Special Effects
- The Advanced Blending options

Size Matters – Power Optimization Techniques

Learn the essential parameters of designing Web graphics that look great, load fast, and encourage return visitors. See how Photoshop and ImageReady combine to combat the evils of bloated graphics. This session will reveal the

hidden optimization tools and techniques to squeeze out every extra byte while retaining image quality.

- Resizing vs. Resampling and Crop tool tips
- Channel-based (selective) optimization
- Preserving crisp type edges when saving to JPEG
- Controlling color when saving to GIF
- Automating production with ImageReady Droplets

Photoshop & Flash: Optimizing Pixels and Workflow

Getting a layered Photoshop document into Flash used to be a time consuming and labor intensive process of saving out each layer in the Photoshop document as a separate .PNG file, importing each .PNG into Flash independently, converting it into a Symbol, creating a layer, placing each Symbol on its own layer, and then repositioning all the elements to match the original layered layout as it was in Photoshop. With the Export to Flash (.SWF) feature in the new ImageReady CS, this headache finally goes away. This session will also cover how Flash handles embedded bitmap files and how you can control the optimization of each bitmap independently.

- New Export to Flash (SWF) feature in ImageReady CS
- Using Illustrator to prepare Photoshop files for import into Flash
- Using the PSD2FLA Photoshop plug-in
- How to control Flash's optimization settings for embedded bitmaps
- How to load external JPEGs into a SWF file at runtime

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Keynote Speakers

Jeffrey Veen

Design Manager, Google



Jeffrey is an internationally sought-after speaker, author and user experience consultant. A founding partner of San Francisco's legendary Adaptive Path, he is now a Design Manager at Google. As a consultant, Jeffrey has been involved in designing the leading blog and social media applications on the Web, including Blogger, TypePad, Flickr and more. Previously, Jeffrey served as the Executive Director of Interface Design for Wired Digital and Lycos Inc., where he managed the look and feel of HotWired, the HotBot search engine, Lycos.com and others.

Brian Adams

Group Program Manager for the UI Framework and Services Team, Microsoft



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Framework Design Guidelines and the libraries in the ECMA/ISO CLI Standard. Brad has been deeply involved with the WinFX and Windows Vista efforts from their beginning. Brad co-authored Programming in the .NET Environment and was editor on .NET Framework Standard Library Annotated Reference Vol1 and Vol2 and the Framework Design Guidelines. Brad graduated from North Carolina State University in 1997 with a BS in Computer Science. Find recent musings from Brad on his blog at: <http://blogs.msdn.com/BradA/>.

Conference Speakers

Jim Heid

Web Design World Conference Chair



Your host at Web Design World, Jim Heid is one of the most experienced technology writers and instructors in the world. His 24-year career began at the dawn of the personal computer revolution, when he quit his job as a typographer to become technical editor of Kilobaud, one of the first computer magazines. He's been online since 1980, when he fired up a 300-baud modem and logged onto The Source, an early online service.

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Web design to DVD authoring. He has also written for the *Los Angeles Times*, *Newsweek*, *PC World*, and *Internet World*, and has taught at the University of Hawaii, the Center for Creative Imaging in Camden, Maine, and at dozens of conferences and industry events in between.

DL Byron

Principal, Textura Design, Inc.



Byron is the Principal of Textura Design, Inc. He first stole Zeldman's code in 1997, then lived dotcoms, dotcom crashes, Clip-n-Seal, and now he is evangelizing Standards-based design, writing a New Riders book about blogging, and speaking at conferences. With more than eleven years of experience, Byron is an expert blogger, web designer and developer. An entrepreneur and an inventor, he also consults with clients, co-founded the *Blog Business Summit*, and publishes a network of successful blogs, including one of the first business blogs.

Andy Clarke

Creative Director, Stuff and Nonsense



Andy Clarke has a background in advertising and started Stuff and Nonsense in 1998. He is a passionate advocate of creative, accessible design. Outside of the studio, Andy also writes a designers' journal, *And All That Malarkey* and is on the Web Standards Awards judging panel.

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Kelly Goto

Principal, *gotomedia, inc.*



Kelly Goto is a principal at gotomedia, inc., a San Francisco-based consultancy specializing in merging the disciplines of strategy, branding, and research into compelling user experiences. Kelly has consulted with many high profile clients including Adobe Corporation, Macromedia, and the FDIC. With over 16 years of experience in the design community, Kelly bridges the gap between utility and aesthetics. She is the co-author of the highly acclaimed book *Web Redesign: Workflow that Works*, now in its second edition.

Molly Holzschlag

President, *Molly.com, Inc.*



Molly E. Holzschlag is a well-known Web standards advocate, instructor, and author. She is Group Lead for the Web Standards Project (WaSP) and an invited expert to the HTML and GEO working groups at the World Wide Web Consortium (W3C). Via each of these roles, Molly works to educate designers and developers on using Web technologies in practical ways to create highly sustainable, maintainable, accessible, interactive and beautiful Web sites for the global community. Among her thirty-plus books is *The Zen of CSS Design*, co-authored with Dave Shea. The book artfully showcases the most progressive csszengarden.com designs. A popular and colorful individual, Molly has a particular passion for people, blogs, and the use of technology for social progress.

Shawn Lawton Henry

World Wide Web Consortium



Shawn leads the World Wide Web Consortium's (W3C) worldwide education and outreach activities, promoting Web accessibility for people with disabilities. She develops online resources to help Web developers understand and implement Web accessibility guidelines, and provides presentations and training on accessible Web design and development with the Web Accessibility Initiative (WAI). Before joining the W3C, Shawn consulted with international standards bodies, research centers, government agencies, non-profit organizations, education providers and Fortune 500 companies to develop and implement strategies to optimize design for usability and accessibility. She developed UIAccess.com to share information on universal user interface design and "usable accessibility." Shawn holds a research appointment at the Massachusetts Institute of Technology's Computer Science and Artificial Intelligence Laboratory.

Lance Loveday

CEO, *Closed Loop Marketing*



Lance Loveday is the CEO and Founder of Closed Loop Marketing. Lance has been helping companies make the most of their online marketing efforts for the past 9 years. His areas of specialty include online marketing strategy, increasing online conversion, search engine marketing, usability consulting, online lead/sales generation campaigns, information

architecture, and ROI analysis (closed loop marketing). His clients value his ability to integrate various disciplines — user psychology, economics, usability, design, etc. — to craft end-to-end marketing campaigns and systems that result in measurable ROI. He is a regular speaker at industry conferences and has delivered numerous custom seminars to his clients on a wide range of topics. His current clients include Hewlett-Packard, InsWeb and Quicken Loan.

Joe Marini

Group Product Manager for VSIP, *Microsoft*



Joe Marini has been active in the Web and graphics industry for more than 15 years. He was an original member of the Dreamweaver engineering team at Macromedia, and has also held prominent roles in creating products such as QuarkXPress, mFactory's mTropolis, and Extensis QX-Tools. He is a regularly featured speaker at industry conferences and has authored or co-authored several books on Web development. His book *The Document Object Model* is widely regarded as the definitive resource for working with the DOM.

Peter Merholz

Director of Practice Development, *Adaptive Path*



Peter Merholz is the Director of Practice Development and a founding partner of Adaptive Path. He is an experienced information architect, writer, speaker and leader in the field of user-experience design. Clients include Cathay Pacific, Yamaha, Socialtext and



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the California Health Care Foundation. On his (in)famous blog, peterme.com, Peter writes on issues of design and user experience, challenging orthodoxy and assumptions. Peter speaks at design and information architecture conferences, such as ASIS&T's Information Architecture Summit and the Webvisions conference. He keynoted both the Institute of Design's 2003 About With and For conference, and 2004 SIGCHI.NL, the premiere Dutch HCI conference. Peter is currently the president of the IA Institute, where he seeks to broaden the scope of information architecture, and its impact on people's lives.

Steve Mulder

Senior Consultant, Molecular

Steve Mulder is a Senior Consultant in the User Experience group at Molecular, an Internet consulting firm in Boston.

He has delivered successful user experiences for clients such as Morgan Stanley, PC Connection, Estee Lauder, 3M, and Lycos. Through his expertise in information architecture, he translates knowledge about customers into effective features, site structure, navigation, and search systems. Through his expertise in usability, he applies testing techniques and best practices to ensure that the end product actually works.



Michael Ninness

Executive Director, Lynda.com



Michael moved to Seattle in 1989 to study for a Graphic Design BFA at the University of Washington and fell in love with the Pacific Northwest. He paid his way through design school by teaching professional designers and photographers digital imaging tools and techniques. Michael now has over seven years experience in the graphics software industry as a product manager and user interface designer of products for creative professionals at Extensis, Microsoft and Adobe. In early 2005, Michael returned to his training roots and joined the team at Lynda.com, an award-winning education provider of self-paced online video training, CD-ROMs, books and events for designers, photographers, developers, instructors, students and hobbyists.

Brandon Schauer

Design Strategist, Adaptive Path



Brandon Schauer is a design strategist for Adaptive Path, a leading user experience company. He has nearly a decade of experience developing new products, services and user experiences on the Web, handhelds and beyond. His passion for finding and understanding the unmet needs of customers has led him to diverse environments, from the homes of cancer patients to tunnels beneath Walt Disney World. Through this insight into customers' needs, a solid grounding in business analysis and mastery of methods for design and innovation, Brandon

has helped organizations such as Morgan Stanley and Motorola craft better experiences for their users. Prior to joining Adaptive Path, he was a Manager of User Experience at Sapient, a business consulting and technology services company. Brandon holds two master-level degrees from schools with the Illinois Institute of Technology. He received a Master of Design from the Institute of Design in Chicago, where he studied the planning, development and management of innovation. Concurrently, he graduated with an MBA from the Stuart School of Business. Brandon is the editor for the Institute of Design's Perspectives on Design and Strategy, allowing him to interact with leaders in the fields of innovation, design and strategy.

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