



Embracing the ebb and flow

Simon Collison

Frontend, Oslo, October 2011

@colly colly.com

Inspiration



Part one

The individual

changer
les idées

↳ to change one's
ideas

Strengths & values

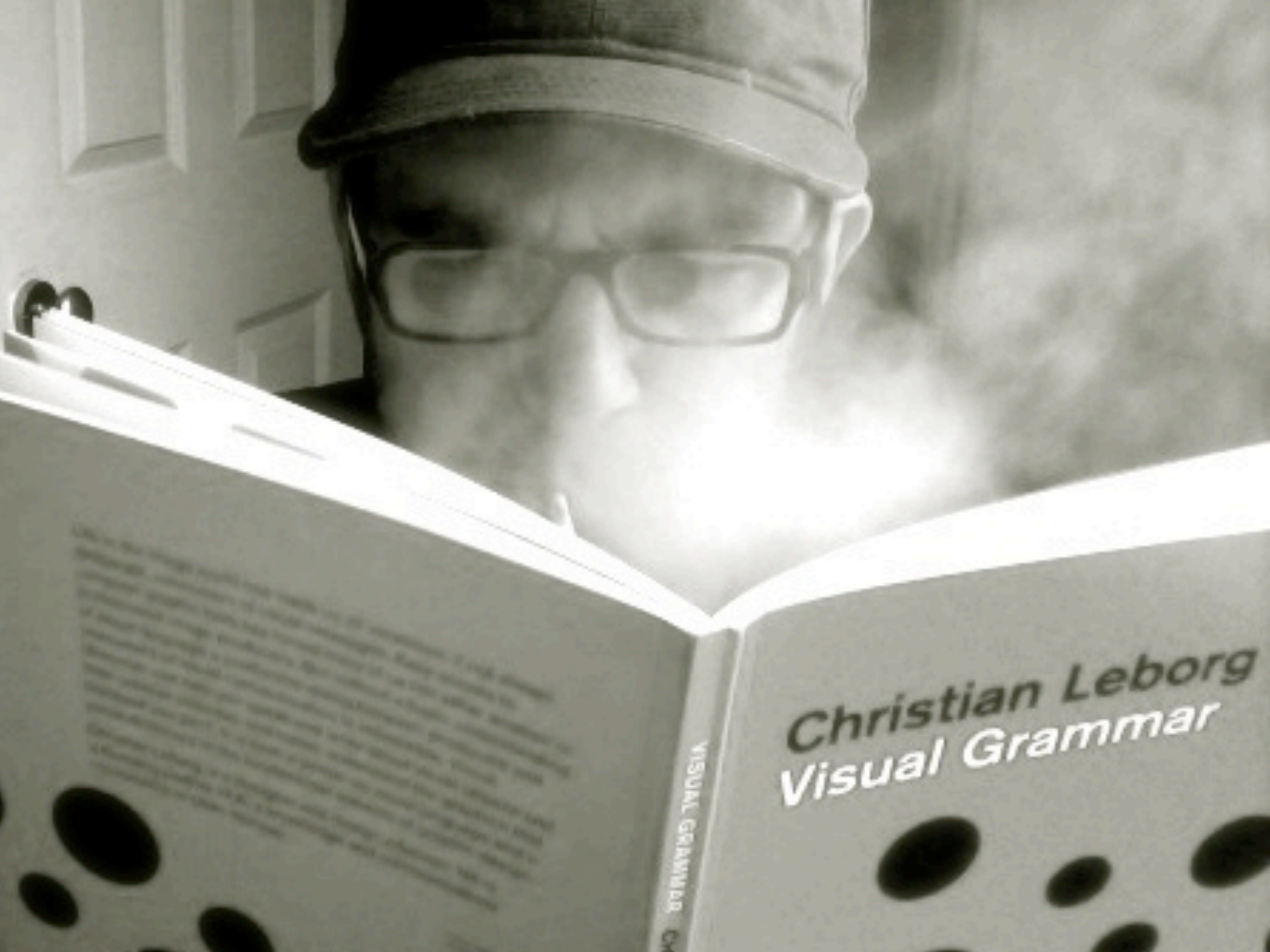
To progress and to create work of substance or even greatness, we each must start by knowing our values, our strengths, and the level of expertise we seek

Strengths and values

Learning

The sad, beautiful fact that
we're all going to miss almost
everything.

Linda Holmes



Christian Leborg
Visual Grammar

VISUAL GRAMMAR, CH

COMICS

THE INVISIBLE ART

AND DESIGN

ELEMENTS OF COLOR

A TREATISE ON THE COLOR SYSTEM OF JOHANNES ITTEN
BASED ON HIS BOOK THE ART OF COLOR

A BOOK APART
Brief books for people who make websites

A BOOK APART
Brief books for people who make websites

No. 4

CODEX
The Journal of Typography

ISSUE 01 / SPRING 2011

A BOOK APART
Brief books for people who make websites

Ethan Marcotte

Erin Kissel

RESPONSE

THE CON

Dan Cederholm

CHANGING YOU

JASON FRIED

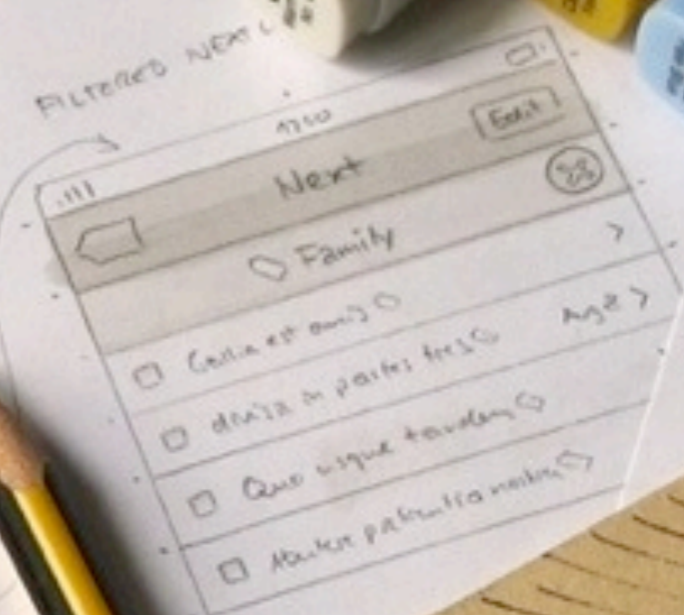
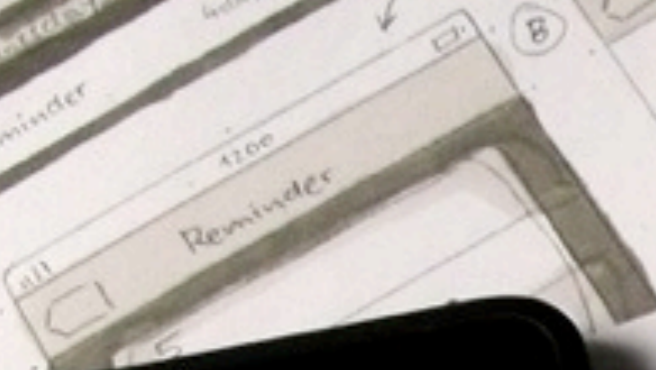
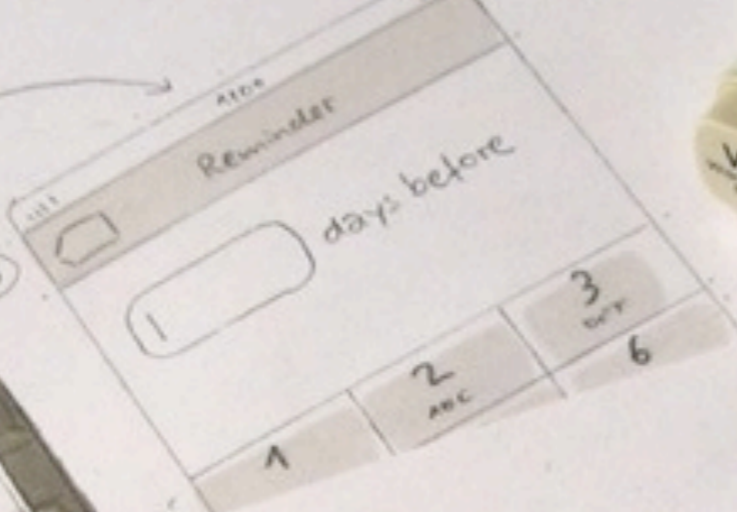
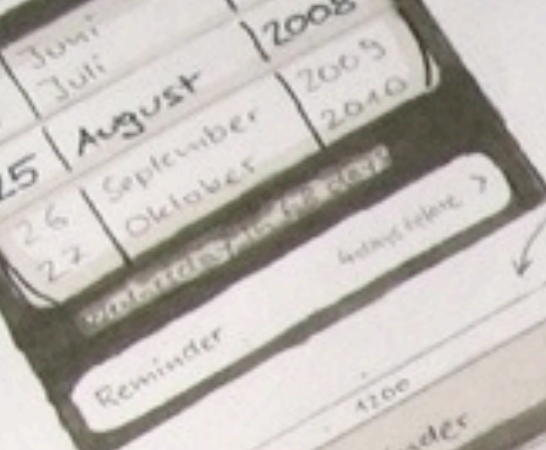
EVERYDAY THINGS

DESIGN

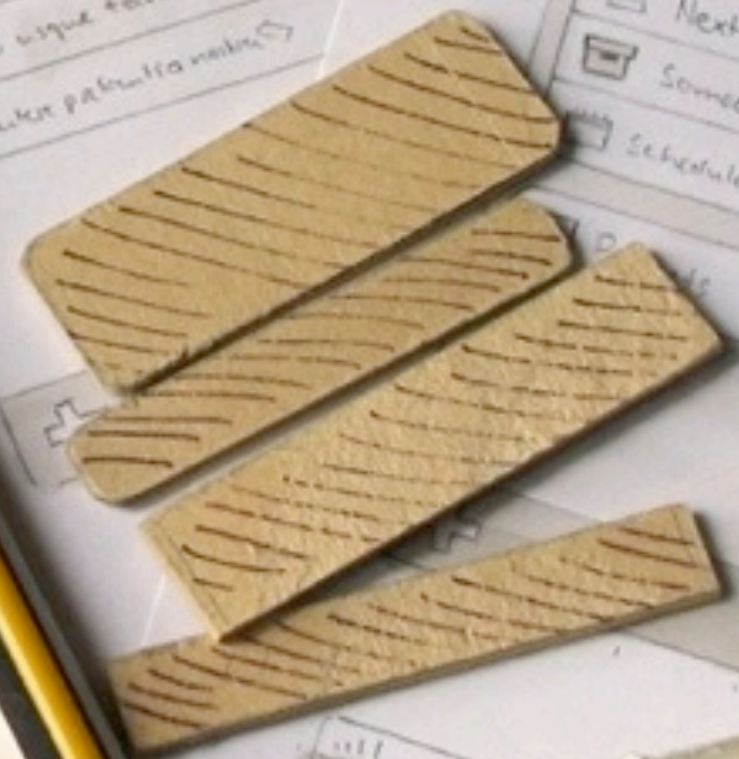
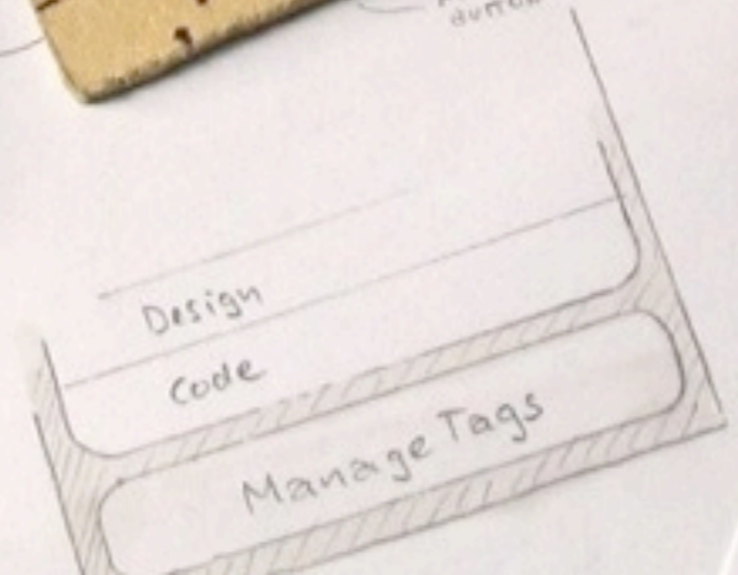
Craftsmanship

Craftsmanship is a basic human impulse: the desire to do a job well for its own sake.

Craftsmanship



MANAGE TAGS
BUTTON



Our tools

Tools are the scaffold for what we produce, the enablers, they help us bring our ideas to fruition.

Our tools



Inquiry

Inquiring beyond the “necessary”
to explore other areas, look at
things differently, and bring these
findings back into our work.

Inquiry



Ceci n'est pas une pipe.

Think smarter

Individual lines of inquiry are what will, more than anything else, drive us to develop greater maturity of the discipline of web design.

Think smarter

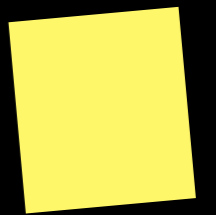
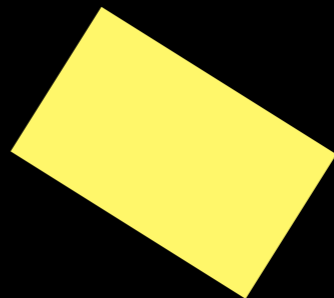
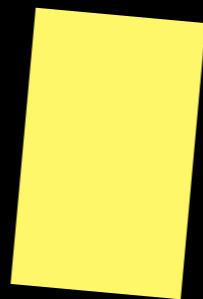
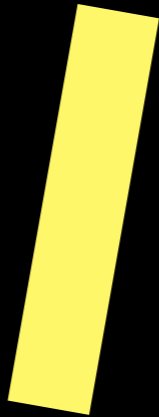
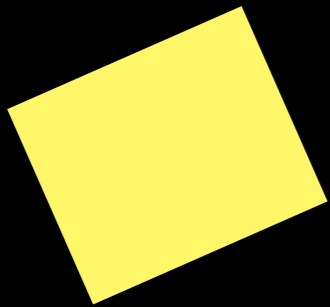
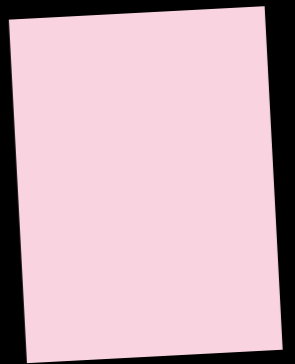
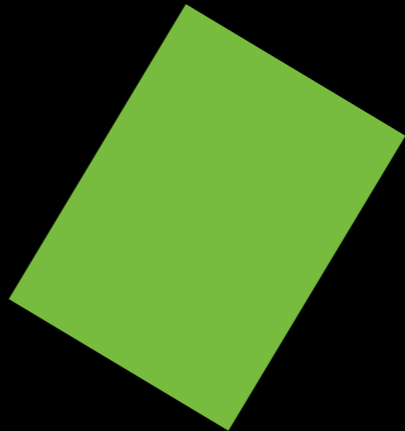
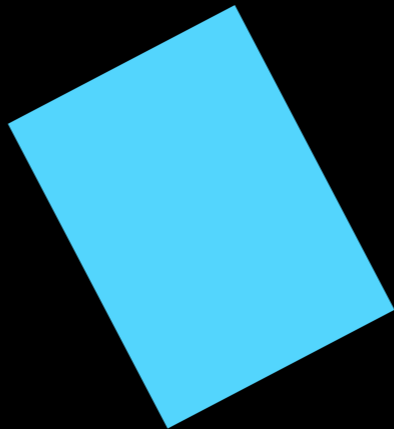
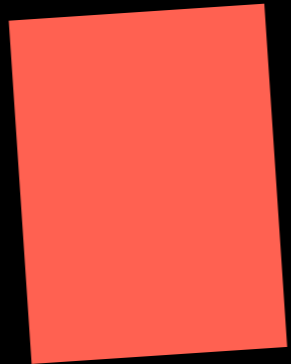
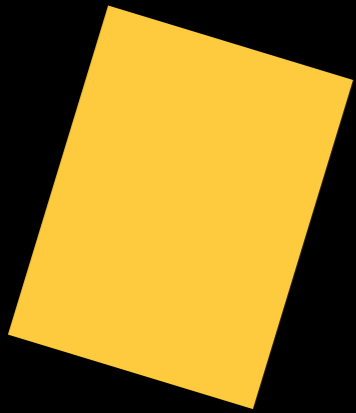
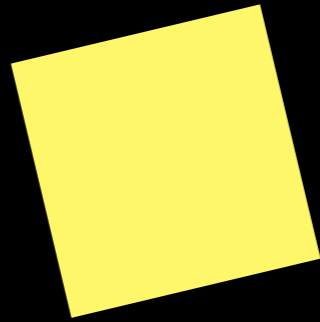
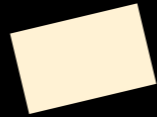
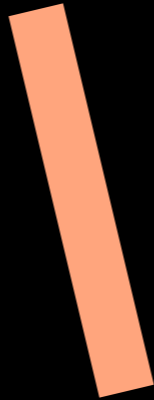
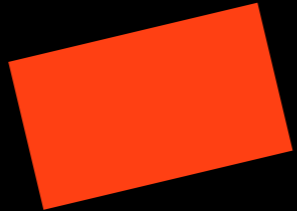
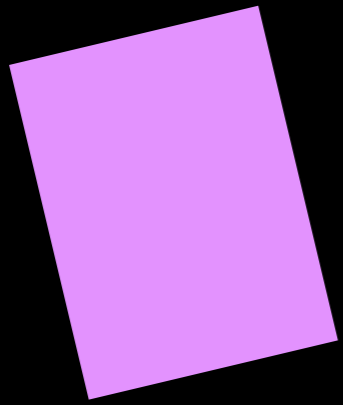
Part two

The wider web

Visual grammar

A rich alphabet of components such as line and point, structure, color, shapes, rhythm, and movement, which we use to shape our messages

Visual grammar



Mistakes

Those who never made mistakes
never made anything.

Proverb



Patterns & interactions

The screen brings with it different kinds of challenges for visual design, some of which occur exclusively in interactive media.

Jason Santa Maria

The frame

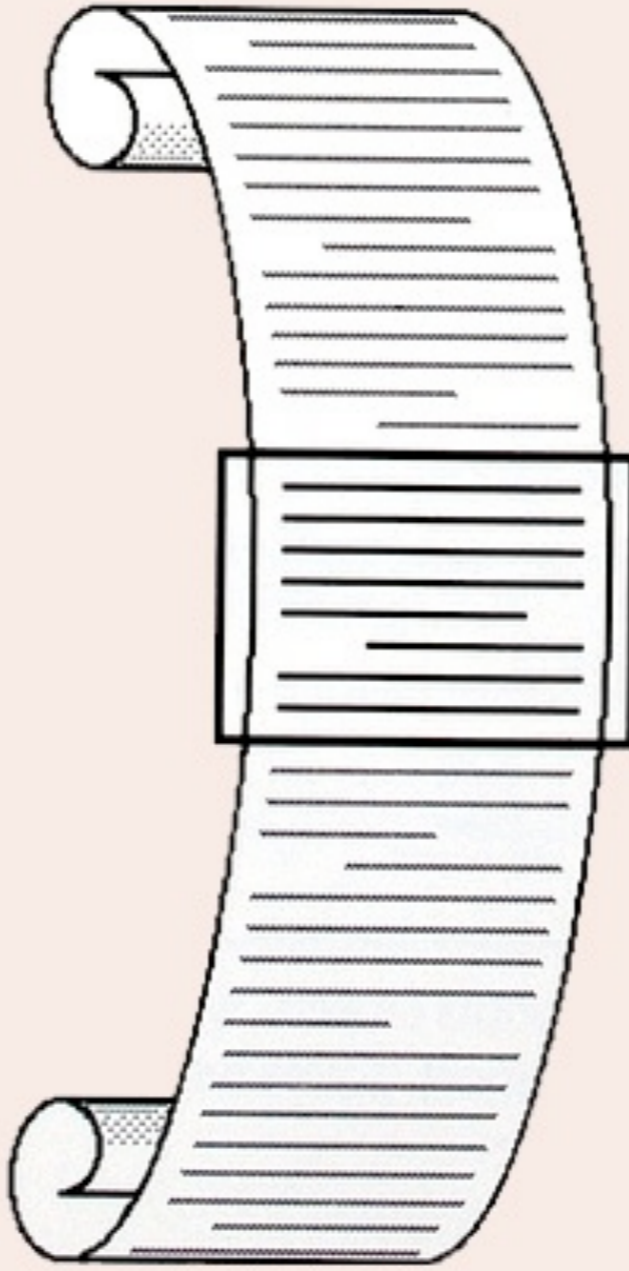
The frame of reference marks the outer limits of a design and defines an area within which the created elements and left-over blank space, if any, all work together.

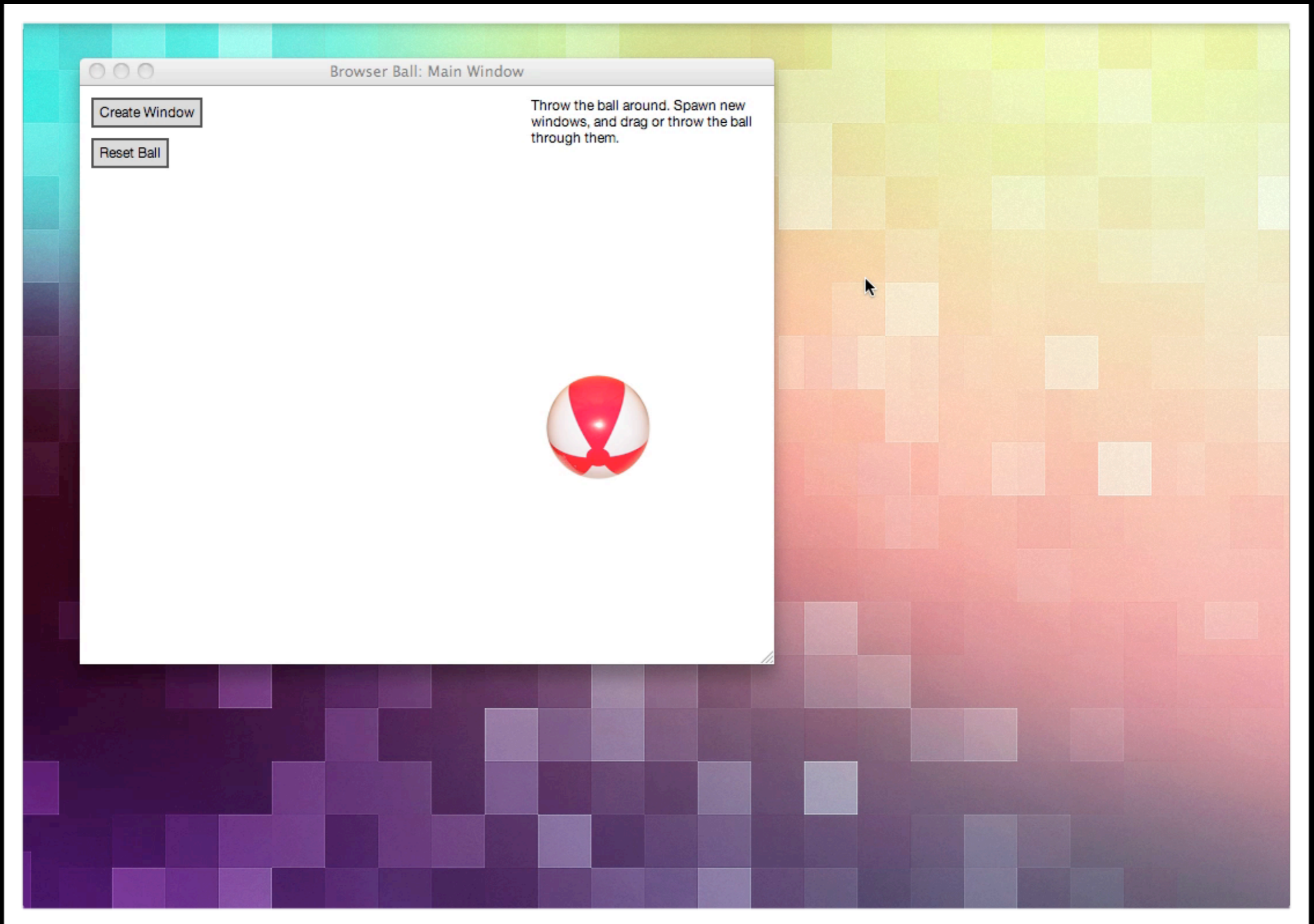
The frame











WALL Swaps

Want an erskine birdie badge and your stuff on our wall?

Send your things to:
ERSKINE DESIGN
4 Stoney Street,
Lace Market,
Nottingham,
NG1 1LG

READ THE WALLSWAPS RSS FEED



This is our favourite so far, a strange egg whisk and a funny card from Alexandra in Germany, accompanied with a nice message in both English and German.

Jan Lindhauer-Johnson sent in a few random bits. An alien badge attached to a flying pig mass card, a company card and a quality piece of paper. Yeh.

Jason Cole eats out too much and couldn't afford the postage for his WallSwap, an awesome bog-side book of rhyming slang, so he gave us it in person at the POWD conference. Good times.



Hey Simon,
I ordered the 2 free bottles of coffee and 2 free bottles of coffee and 2 free bottles of coffee...
I hope this justifies for a badge if not, keep me in mind for the next one!
English
Sam



Collison absolutely loves the beetles, so this t-shirt from the guys at TCD DESIGN is more likely to go on his back than on the wall, but here it is.

Ben Ward sent some memo-based Mac stickers and one of his own personal badges.



Clearist sent us a load of moo cards, moo stickers, badges and t-shirts in exchange for one meagre badge, loving your work guys!



A few moo cards and a nice letter from José Carlos, from Portugal.



Tim Van Damme from Belgium sent us some of his very red stationary in the form of a sticker, business card, and moo card.

Sam Hardacre (aka Nocturnal Monkey) gave us some nice hand-made business cards with a nice letter.

Sam also wanted hand with the Royal Mail to get some extra badges to us, cheers!



Our office pal Jon Burgerman gave us a nice little pin badge and an awesome original doodle - surely one for eBay if this all goes tits up.



Andy Clark gave us one of his shiny badges in exchange for one of our not-so-shiny (but packaged) ones.

Nader/LaDuke
www.votensidea.org

Both Catherine and I, from Massachusetts US, sent this sticker from the 2000 US presidential election - apparently highly sought after!



Leslie Camacho from EllisLab sent us this Mrs Camacho-made ExpressionEngine t-shirt, which apparently is the first ever in the world. Nice.

Dan Cederholm from SimpleBits sent us a host of nice stuff: A cool pouch holding a fuzzer beer mat and a pen, some stickers and a lovely business card.

Sam Hardy from Steve Bonny Edinburgh sent (and gave) us these moo cards and badges.



Fellow EE fan Vanderhove from Kent sent a t-shirt and some bumper stickers for their product MapMyTracks.

Stephanie Hobson from BCIT sent this lovely package of things all the way from Canada. She even threw in some delicious Belgian choc, which as you can see our Phil took a particular liking to.



Peacock Carter, a web agency based around Newcastle sent us a pen and a cool polystyrene plane, which has already racked up fourteen hours of flighttime around the office.

Storage-man Patrick Haney sent one of his own little branded badges and some rather strange stickers.



Greg Spradlin sent us a couple of his subtle illustrations. "It's homepage for you walls". Thanks mate.

The esteemed Mr Simon Clayson sent us a couple of his lovely photographic postcards, which in typical Erskine (read: Coby) fashion, sat forgotten in a drawer for months before being remembered and put up on this here wall.

JAMES MCDONNELL sent us some of his own badges and a nice business card in exchange for his Erskine badge. We like numbers here too.

A smashing christmas note and some lovely cards from photographer NATHAN SMITH. Nice one.

Banter-man and half-brit (we can only assume the better half) Dan Rubin posted a load of badges, cards, and plectrums-on-cards to us. Nice one Dan.



IMPORTANT INSTRUCTIONS!
1. hold your card key on your keyboard
2. use your mouse to direct the traffic

WALL Swaps

Want an **erskine birdie badge** and your stuff on our wall?



Send your things to:

ERSKINE DESIGN
4 Stoney Street,
Lace Market,
Nottingham,
NG1 1LG



NEW! GRAB THE WALLSWAPS RSS FEED

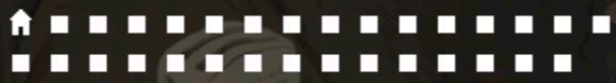


This is our
favourite
far, a str
egg whis
and a fu
card fro
Alexend
German
accomp
with a n
message
both En
and Ger

IMPORTANT INSTRUCTIONS!!!

1. hold your ctrl key on your keyboard
2. use your mouse to direct the traffic

OR

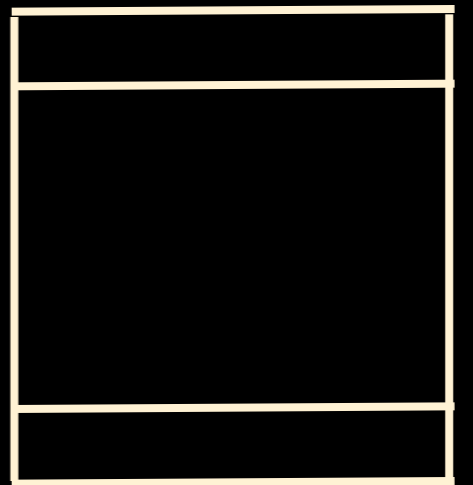
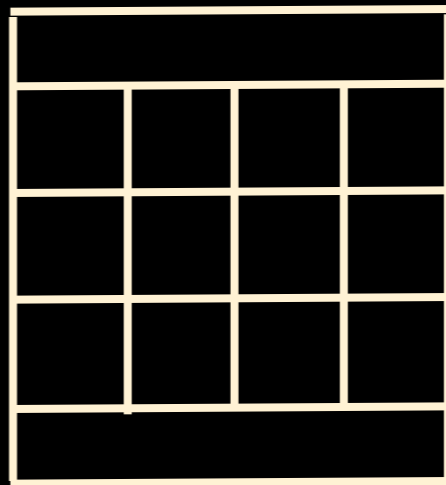
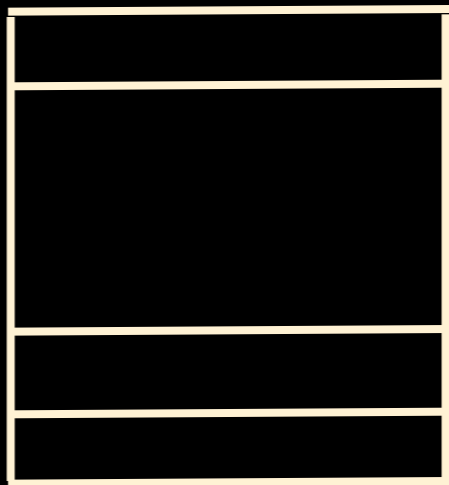
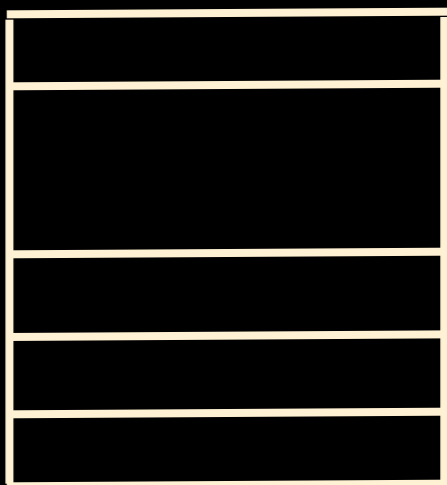
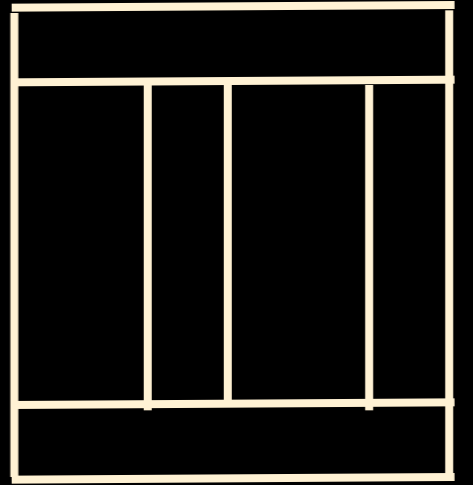
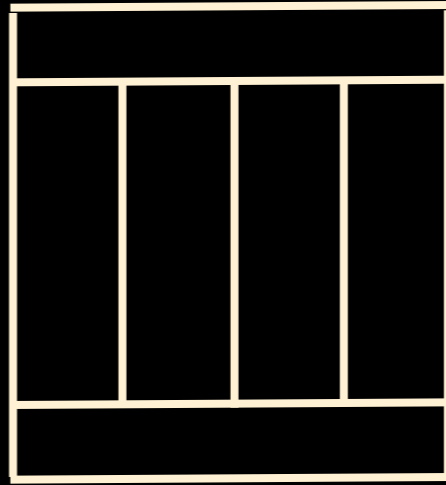
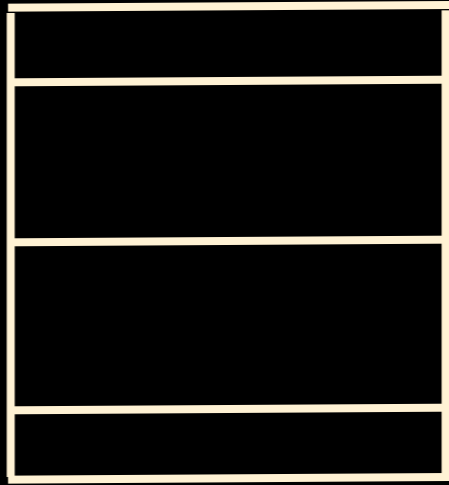
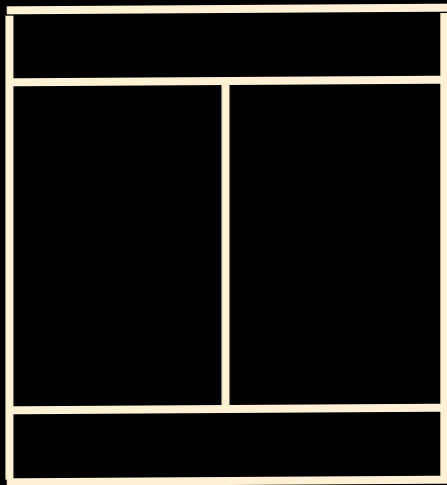
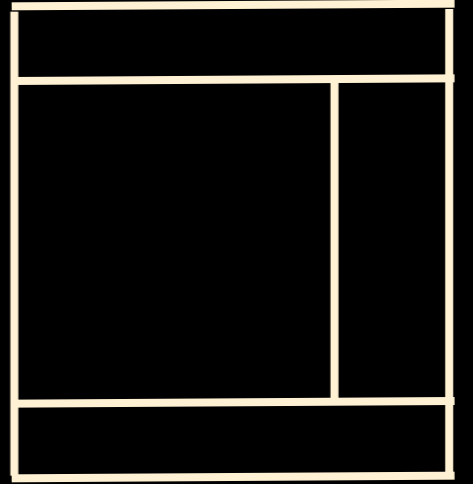
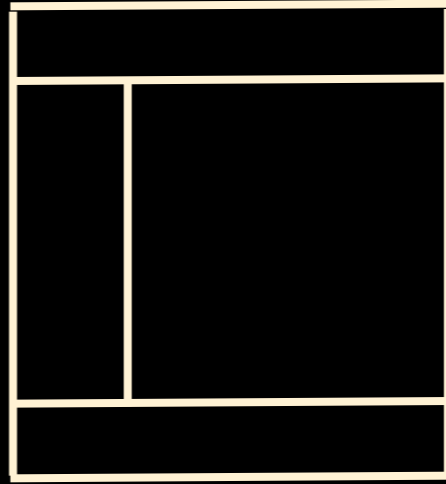
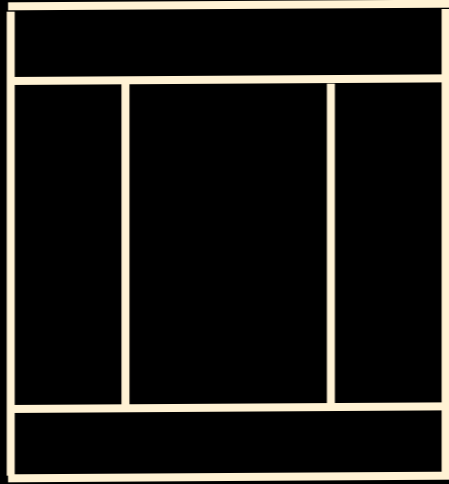
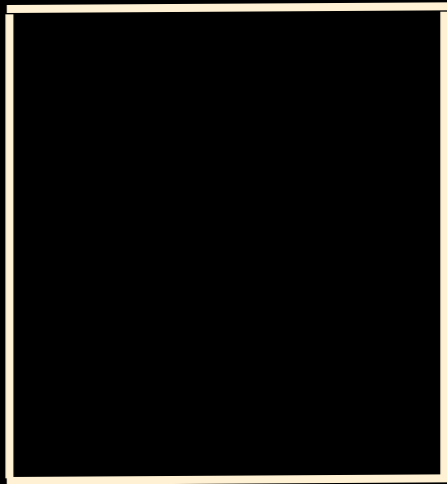


Clearlef
us a load of
ENJOY!

Systems

We don't design web pages.
We design systems.

Systems



TOP 5

REASONS TO LEARN to DIVE

So then, my second Top 5 post. Just before I **broke my leg**, I spent a week on the Isle of Man learning to Scuba dive, and it was great. If any of you reading this have been contemplating learning, please let this article persuade you to actually get started. I can tell you for certain that it's one of the greatest things you will ever do. *Enjoy.*



Reason #1

IT'S FUCKING AWESOME

Yeah, I know, obvious reason, but I couldn't think of a better way to sum the whole sport up.

I've always been a fan of the sea and what's under it, but to be able to immerse and envelop yourself fully in it, to put yourself and your safety in the hands of such an elemental force is *truly* awesome (for want of a better word).

And there's the exploratory angle. I have an active imagination, and when I was 15-20 meters below the surface it was very easy for me to imagine that no other human had ever been to the places I was finning around. When all you can see is your buddy and a whole host of sea life in 10 meters of visibility it's very easy to convince yourself of this.

But add to that the knowledge that during your diving career, you probably will do exactly this, no imagination required. The sea is a pretty big place, and when you start diving deep to areas that no human actually hasn't been before, you are an explorer, in the best sense of the word.

Reason #2

EQUIPMENT

I love stuff. Stuff that you can take apart, change bits, put back together. I also like building up a collection of bits that suit me and my way of doing things. It's this love of stuff and parts that certainly contributes to my love of bikes, computers, and now diving.



I frankly can't wait to start building my own kit up, having everything working how I want it. I'm going to love browsing catalogues and online shops for ages, searching for the perfect part of equipment that I need. For me, the satisfaction you get from buying and learning to maintain your own kit is immense.

Reason #3

SHARKS



PRETTY SKETCHY

2009
Apr 22COMMENTS
73PUBLISHED IN
Design, Thinking

- PREV

NEXT -

I SEEM TO BE GETTING INTO MANY CONVERSATIONS LATELY ON THE MERITS OF KEEPING A SKETCHBOOK. ALMOST EVERYONE AGREES THEY ARE A GOOD IDEA, BUT SURPRISINGLY FEW ACTUALLY DO IT. THE EXCUSE I HEAR MOST OFTEN FROM NON-SKETCHERS IS "I CAN'T DRAW." AND NOW I'LL TELL YOU WHAT I TOLD THEM:

★ SKETCHBOOKS ARE NOT ABOUT BEING A GOOD ARTIST, THEY'RE ABOUT BEING A GOOD THINKER.

OBVIOUSLY, SOME PEOPLE DO BRING THE PRACTICE OF SKETCHING TO A HIGHER ART FORM, BUT TO ME IT'S ALWAYS BEEN ABOUT VISUAL BRAINSTORMING AND RECORD-KEEPING IN A FORMAT WITH A RIDICULOUSLY LOW BARRIER TO ENTRY. MY DRAWINGS LOOK LIKE SHIT, BUT FIDELITY DOESN'T MATTER AS LONG AS I CAN CONVEY MY IDEAS TO OTHERS OR TO MY FUTURE SELF.

WE SHOULD REVEL IN NOT CARING HOW GOOD OR BAD WE ARE, AND BY KNOWING THAT WE HONE OUR CREATIVITY WITH EACH STROKE OF THE PENCIL. THE POINT IS TO KEEP DOING, IT'S HOW YOU GET STUFF DONE. AND MOST CERTAINLY HOW YOU GET BETTER.

I'M TRYING TO GET MYSELF INTO THE HABIT OF FILLING UP A PAGE OR SO A DAY. SOMETIMES THIS MIGHT JUST BE A LIST OF THOUGHTS, OTHER TIMES IT'S A DRAWING OR A BUNCH OF THUMBNAILS. I DON'T CARE IF PRACTICE MAKES PERFECT, I'M HAPPY IF PRACTICE KEEPS ME COMPETANT.

IN THE SPIRIT OF AWARENESS, I'VE SET UP A ^{FACEBOOK} ~~FACEBOOK~~ GROUP FOR THIS VERY PURPOSE. POST ONE, AND ONLY ONE, SPREAD/PAGE FROM YOUR SKETCHBOOK. IT'S ALWAYS FUN TO SEE HOW EVERYONE ELSE'S MIND WORKS.

Vocabulary

Our community has a shared responsibility to expand this visual language as it applies to the ebb and flow of the web, and in turn evolve our written and verbal vocabulary.

Vocabulary

Responsive

Web Design

The terms responsive and adaptive are distinct yet related, and have evolved naturally from outdated web-based layout terminology

Responsive web design

Established Nottingham 2003

THE CELEBRATED NEW MISCELLANY OF

MR. SIMON COLLISON

* A.K.A COLLY

Bottled for your pleasure
POTTED AUTOBIOGRAPHY



Hello. I'm a freelance designer, speaker, and author based in Nottingham, England. I've written a few **books**, and I love doing **presentations** and workshops, plus occasional **interviews**. Read **More** →

Dropping science like it's hot
THE SPLENDID JOURNAL



§ **Campaign Monitor templates**
The folks down under at Campaign Monitor approached me and a number of other designers earlier this year with a special project in mind.... **More** →

Catalogued nocturnal matter
EXHAUSTIVE ARCHIVES



813—Brilliant Brooklyn Beta
812—Hardboiled Web Design
811—dConstruct workshop
810—New Adventures
809—Carry On Responsively

Mr. Collison is currently
AVAILABLE FOR HIRE



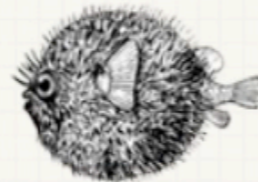
Opinions & queries this way
Drop me a line if you wish. I'm currently considering all new projects, including design and development, writing, presentations, workshops, and consultation. →

EXTERNAL REFERENCES { VIEW ALL }

Conference and speaking history
LANYRD PROFILE



Mr. Collison is organising some
NEW ADVENTURES



Images from the field
FLICKR PHOTOGRAPHS



The tweets of @colly
TWITTER HAPPIER



Playing on the gramophone
LAST.FM SCROBBLES



Notable items from other folk
DELICIOUS BOOKMARKS



Sneak-peaks at my work
DRIBBLE SHOTS



I've been, therefore I am
GOWALLA PASSPORT





PORTFOLIO
SELECTED WORKS
ON DISPLAY

JOURNAL
THOUGHTS, LINKS,
INSPIRATION &
MISCELLANY

RESPECT
THOSE WHO HAVE
& CONTINUE TO
INSPIRE

CONTACT
EMAIL & SOCIAL
NETWORKING

LUCK IS PROBABILITY TAKEN PERSONALLY†

PORTFOLIO

Selected works
on Display

JOURNAL

Thoughts, links,
inspiration, &
Miscellany

RESPECT

Those who have
& continue to
inspire

CONTACT

Email & Social
Networking

FILE .032

VITALS

001

FILE PHOTO



002

GIVEN NAME

STEPHEN

003

SURNAME

CAVER

004

BIRTHDATE

8 DECEMBER

005

RESIDENCE

CALIFORNIA

FILE .042

INTEL

Designer-developer Stephen Caver has been interested in the inner workings of the web since he was a kid. His attention to detail is evident in his site designs, which emphasize clean displays of content while facilitating great user experience. Stephen has experience in information architecture, interaction design, HTML and CSS. He has worked with clients such as the World Wide Web Consortium, Change.org and the Mozilla Creative Collective.

When he's not designing beautiful websites, Stephen can be found passionately following the Los Angeles Dodgers, killing things on Xbox, and spending time watching history and science-based reality

What next?

**BROOKLYN SUPERHERO
SUPPLY CO.**

ITEM NO.
512287



MADE IN
U.S.A.

INTELLIGENCE

PRODIGIOUS INTELLECT ENRICHER

NET WT. 5 OZ. (.5 LB. 2 OZ.)

We are the web. We are the makers,
the explorers, the end users.

What next?

Finally



The
extraordinary
in the
ordinary



Thank **you**

Simon Collison

@colly

<http://colly.com>

