

# Web Design World

Boston Seaport Hotel

December 6-8, 2004

Register by October 27

Save up to **\$200**

Call 800-848-5523

(or 650-378-7100)

[www.webdesignworld.com](http://www.webdesignworld.com)

## Where Beauty and Brains Come Together

### Design

Take your design skills —  
and your sites — to the next level

### Coding

Create sites that are fast, reliable,  
compatible, and gorgeous

### Strategy

Leverage the latest Web technologies  
and trends to improve your site

### Usability

Fix crisis points and learn how to enhance  
your site with JavaScript and CSS

**Plus...**

**Full-Day  
Workshops on  
Dreamweaver,  
and Photoshop  
and Web Graphics**



### Dear Web Design Professional,



Please join us as we bring Thunder Lizard's Web Design World back to Boston December 6-8. You'll hear the same great speakers that have made Thunder Lizard events the place to learn how to get the most from design tools from Photoshop to Flash to Dreamweaver.

The theme of Web Design World is "Where beauty and brains come together." Successful Web design should be a marriage of technology and creative design, and this conference will bring together some of the foremost experts in Web design to share their insights on how to achieve this union. Check out this brochure and you'll find sessions and workshops that will help every design professional, from Mike Ninness on Photoshop, to Molly Holszschag on global Web design, to Joe Marini on maximizing XML.

Web Design World Boston is divided into four tracks - design, coding, strategy, and usability - that will help you create efficient, yet compelling sites for your business and clients. 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 two full-day, hands-on workshops.

We look forward to seeing you in Boston.

Sincerely,

Jim Fawcette Technical Publications Founder, CEO & President, Fawcette Technical Publications, Inc. Including Thunder Lizard Productions

P.S. We have negotiated a special rate with the Boston Seaport Hotel to help keep your travel costs down. See page 12 for details.

### Save with the Gold Passport!



Two-Day Conference	\$995
Workshop	\$595
<hr/>	
Total Value	\$1,590
Early Bird Gold Passport	\$1,295
<hr/>	
<b>You Save</b>	<b>\$295</b>

Sign up for the Gold Passport before October 27 and get unlimited access to all Web Design World has to offer — informative keynotes, hands-on breakout sessions, and in-depth workshops — and save money while you're at it.

### Why our attendees come back year after year

“ This has by far been the best and most useful conference I have EVER attended across several industries. Well organized, on time, and packed chock-full of truly useful information! ”

“ I can always count on Thunder Lizard to carefully select the most current and pertinent issues, find the most qualified presenters, and balance the realities of today with the vision and expectations of the future. ”

## Conference Agenda

Dec. 6	DESIGN	CODING
9 a.m.	Keynote <b>Web Design: A Decade Under the Influence</b>	
10:15 a.m.	General Session The Marriage of Presentation and Structure	
11:30 a.m.	Open for Hot Topic	Creating Beautiful Interfaces with CSS
12:30 p.m.	Lunch	
2 p.m.	Color and Design for a Global Web	No More Tables: CSS Layout Techniques
3:15 p.m.	Pushing the Limits of Accessibility	A Designer's Introduction XML
4:30 p.m.	Interface Design Insights: the Building of Basecamp	From HTML to XHTML
Dec. 7	STRATEGY	USABILITY
9 a.m.	Keynote <b>Web Redesign: Workflow Redefined</b>	
10:15 a.m.	Why Flash? Creating Rich Web Applications	How Users Surf: What User Tests Reveal
11:30 a.m.	Rich Media Accessibility	Defensive Design for the Web
12:30 p.m.	Lunch	
2 p.m.	Web Writing: Seven Steps for Success	Improving Usability with JavaScript and CSS
3:15 p.m.	The How and Why of Blogging	Personas: Making Your Users Real
4:30 p.m.	General Session Deconstructing... You!	
Dec. 8	ALL DAY WORKSHOPS	
9 a.m.- 6 p.m.	Dreamweaver MX Focus Day <ul style="list-style-type: none"> <li>• Studio MX's Greatest Hits</li> <li>• Customizing, Automating &amp; Expanding Dreamweaver MX</li> <li>• Combining Flash &amp; HTML</li> <li>• Standards-Based Design and Browser Compatibility</li> <li>• Adding Interactivity with Dreamweaver MX</li> </ul>	Photoshop & Web Graphics Focus Day <ul style="list-style-type: none"> <li>• Photoshop Power Shortcuts</li> <li>• The Digital Darkroom</li> <li>• Blend Mode Magic</li> <li>• Size Matters: Power Optimization Techniques</li> <li>• Photoshop &amp; Flash: Optimizing Pixels and Workflow</li> </ul>

The speakers listed in this brochure are leading professionals in their respective fields. Should a speaker be unable to attend the conference, or should a session change while we are finalizing details immediately before the event, all efforts will be made to replace that faculty member/session with one of comparable experience, qualifications and value.

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## Sessions

On December 6 and 7, take part in in-depth breakout sessions on design, coding, strategy, and usability — delivered by some of the foremost experts in the field of Web design.

## Day One • December 6

Where beauty and brains come together. Successful Web design is a marriage of design and technology, a combination of aesthetic vision and well-crafted code. On opening day of Web Design World, you'll explore both. Begin your day with Jeffrey Zeldman, one of the great minds in Web design. Then, master cutting-edge markup techniques and Web-centric design philosophies.

### Keynote — Web Design: A Decade Under the Influence

*Jeffrey Zeldman, 9:00 a.m.*

After nearly ten years designing commercial websites and publishing independent content, you're bound to learn something about how to connect your content to real people. Jeffrey Zeldman has. He's the author of *Designing With Web Standards*, publisher of *A List Apart* and *Zeldman's Daily Report*, and founder of design studio *Happy Cog*, and he kicks off Web Design World by sharing what he has learned over the years — including *Ten Things You Can Do To Improve Your Site*.

### General Session — The Marriage of Presentation and Structure

*Douglas Bowman and Molly E. Holzschlag, 10:15 a.m.*

You hear it all the time in the world of HTML and CSS: separate structure from presentation. That's true in theory, but in the real world, presentation and structure are often strongly related. Without understanding the relationship of a document's structure to the style sheets that enable you to create beautiful designs, you're at a disadvantage when attempting to resolve conflicts, use advanced CSS selectors effectively, and gain better control over every aspect of your work. Learn the right way to marry presentation and structure — and get the power you need to move your CSS designs forward in creative, compelling ways.

## Design Track

Inspiration and insight. In the Web world, design isn't just about making pages that look good. You also need to create effective, intuitive user interfaces. You need to take global cultural differences into account. And you need to consider the growing number of Web users who have physical challenges. In the Design track, our expert speakers share insights and techniques for interface design, accessibility, global design challenges, and more. Take your design skills — and your sites — to the next level.

### The New Usability

*Kelly Goto, 11:30 a.m.*

These days, it isn't enough to determine if a site is easy to use. A site must be useful, likeable, and entice return traffic. Learn new techniques for an integrated and iterative approach to usability testing, including quick-turn testing, remote testing tricks, and café testing. Review effective online tools for surveys and feedback, and receive a comprehensive overview of one-on-one testing and customer interviews.

### Color and Design for a Global Web

*Molly E. Holzschlag, 2 p.m.*

The colors you use are as important an element of persuasion as the images and words your sites contain. What's more, the response to certain colors can be dramatically different from one culture to another. Learn the sociology of color, learn how to use color effectively when designing sites for international audiences, and get the big picture of how Web design is influenced by both our local and global cultural identities.

### Pushing the Limits of Accessibility

*Andrew Kirkpatrick, 3:15 p.m.*

When it comes to improving Web site accessibility, most designers know the basics. That's great, but it isn't enough. A growing number of sites employ complex forms, Web applications, dynamically updating pages, and JavaScript enhancements — and each of these elements brings its own set of accessibility challenges. See where today's accessibility bottlenecks are, learn about development decisions you'll need to make when addressing them, and weigh the pros and cons of automatic page transcoding tools.

## Interface Design Insights: The Building of Basecamp

*Jason Fried, 4:30 p.m.*

Your visitors and customers don't care about back-end technologies, server platforms, "scalability," or "robustness" — they care about the interface and what it allows them to do. They want something that's easy to use, useful, quick, flexible, and respectful of their busy lives and hurried tasks. In this session, you'll journey inside the mind of one of the lead interface designers of the popular Basecamp Web-based project management tool. Learn practical interface-design tips and techniques, and get an inside look at the design philosophies behind a product that's been called "astonishingly elegant."

## Coding Track

Coding the next-generation Web. If you're like most Web designers, you're already using Cascading Style Sheets (CSS) to specify typographic attributes. It's time to take the next step. It's now practical to use CSS to create menus and other interface elements, and to replace awkward tables for page layout. In the Coding track, you'll learn modern markup techniques from designers and CSS gurus who have helped to blaze the trail. Say goodbye to awkward workarounds, and learn how to create sites that are fast, reliable, compatible, and gorgeous.

## Delivering Beautiful Interfaces with CSS

*Douglas Bowman, 11:30 a.m.*

Drop-down menus and sophisticated interface elements have traditionally been implemented using JavaScript and kludgy coding workarounds that often don't work. It's increasingly practical to deliver rich, beautiful, functional interfaces using semantic markup and CSS. Learn how modern markup can deliver great Web interfaces that are fast and reliable.

## No More Tables: CSS Layout Techniques

*Douglas Bowman, 2 p.m.*

Creating complex multi-column layouts used to mean having to nest multiple HTML tables — a technique that's cumbersome and introduces accessibility and compatibility problems. You've heard it's possible to eliminate those layout tables by using Cascading Style Sheets, but you haven't made the jump yet. In this session, CSS guru Doug Bowman will walk you through the steps of a

real-world conversion. Learn the advantages of doing away with tables, and see how to avoid common pitfalls.

## A Designer's Introduction to XML

*Joe Marini, 3:15 p.m.*

XML is becoming more common in mainstream Web development every day. 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.

## HTML to XHTML in 60 Minutes

*Molly E. Holzschlag, 4:30 p.m.*

XHTML is, according to the World Wide Web Consortium, "the next step in the evolution of the Internet." By migrating to XHTML, you can gain XML's benefits while retaining strong backward and future compatibility. Whether you're ready to make the move to XHTML or you're just curious about the differences between HTML and XHTML, this session is for you. Learn the rationale behind XHTML, how to author it properly, how well it's supported across today's software, and how to get started using it today.

## Day Two • December 7

Strategy and usability. Should you use Flash on your site? Will a blog increase your traffic? How can you error-proof your site? And how can you tailor your site to your visitors' preferences? Web designers ask themselves these and similar questions every day, and our experts are here to answer them. They'll help you make the strategic decisions that will maximize your Web budget, and answer the critical usability questions that will make for satisfied visitors and customers.

## Keynote — Web Redesign: Workflow Redefined

*Kelly Goto, 9 a.m.*

Streamlined budgets and reduced timelines have created a need for a more flexible, results-oriented workflow. With increased audience expectations, focusing on the user experience is mandatory. Learn how to integrate an iterative development strategy

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into your existing workflow, and see how to create a strategic roadmap and utilize online tools to assist in measuring success. No one knows or teaches workflow and Web project management like Kelly Goto, author of the best-selling book *Web Redesign: Workflow that Works*, now in its second edition.

## General Session — Deconstructing... You!

*Kelly Goto, Jeffrey Zeldman, and Jim Heid, 4:30 p.m.*  
Top Web designers join Conference Chair Jim Heid in critically evaluating several of our attendees sites. Bring your pencil! Your site may be among the ones we examine in this lively wrap-up session.

## Strategy Track

Strategy is money. Web budgets are stretched thin, but the expectations of users, bosses, and clients haven't changed. See how to best leverage the latest Web technologies and trends, and learn easy, low-cost ways to improve your site.

## Why Flash? Creating Rich Media Web Applications

*Phillip Kerman, 10:15 a.m.*  
Mention Macromedia Flash, and many people think of animated navigation buttons and annoying intro screens. Think again. Flash can be a superb tool for developing Web applications. Flash lacks many of drawbacks of HTML's client-server approach, and as such, allows for a greater degree of interactivity and for intuitive interfaces that more closely resemble desktop application software. Find out if a Flash application makes sense for your site, and learn the best ways to implement and deploy it.

## Rich Media Accessibility

*Andrew Kirkpatrick, 11:30 a.m.*  
While access to basic Web content has improved dramatically, ever-increasing amounts of rich media online present significant barriers for people with disabilities. This session will provide examples and practical advice for incorporating rich media such as QuickTime, Real/SMIL, Flash, Shockwave, and others into Web sites while addressing accessibility concerns.

## Web Writing: Seven Steps for Success

*Kelly Goto, 2 p.m.*  
Writing for the Web is different from copywriting. Veteran Kelly Goto takes you through the tried and true practices of content development, from outline to integration. Learn how to integrate best practices for web writing including the development of a communication brief, audience profiles and a realistic workflow.

## The How and Why of Blogging

*Molly E. Holzschlag, 3:15 p.m.*  
Web logs, or "blogs," aren't just for personal sites — not by a long shot. Sites of all kinds can employ blogs and blog-creation tools to keep visitors informed and up to date. Learn what blogs can do for your site and for your business, and see the best tools for creating and maintaining them.

## Usability Track

Designing for users. In the Usability track, top designers and usability experts share their secrets. Learn how to identify and fix "crisis points" that can trip up your site's users. Find out how users really surf by examining the results of actual user-testing studies. And get practical tips for enhancing your site's usability with JavaScript and CSS.

## How Users Surf: What Usability Tests Reveal

*Steve Mulder, 10:15 a.m.*  
How do real people use websites? Are there patterns in user behavior that we can learn from and design for? Yes and yes. We'll cover how users move around a site, how they scan pages, what they see and don't see, and much more. You'll get the findings of hundreds of usability tests — without having to sit through them.

## Defensive Design for the Web

*Jason Fried, 11:30 a.m.*

Let's admit it: things go wrong online. No matter how carefully you design a site, people will still encounter errors or make mistakes. How you handle these breakdowns is critical to the overall user experience. Learn how to use defensive design to prevent errors and help get your visitors back on track if problems do occur.

## Improving Usability with JavaScript and CSS

*Joe Marini, 2 p.m.*

Today's modern, standards-compliant browsers provide new ways of improving your site's usability and accessibility. In this session, we'll explore ways of using CSS and JavaScript to create pages that are responsive, intuitive, and user-customizable. You'll see how these technologies can allow users to control display properties such as fonts and colors; create forms with better navigation and validation; and build pages with automatic features like table formatting and sorting. Best of all, you'll see how to make use of these technologies so that even if the user disables them, the page still functions well.

## Personas: Making Your Users Real

*Steve Mulder, 3:15 p.m.*

Personas are an effective tool for focusing decision making and design process on the goals and behaviors of real users. We'll discuss why personas are valuable and how to create them, including research techniques, user segmentation, and the details that make these fictional characters come to life. Then we'll look at how personas can be useful throughout the site creation process, from prioritizing features through information architecture and visual design.

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Workshop	\$595
<hr/>	
Total Value	\$1,590
Early Bird Gold Passport	\$1,295
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You Save	\$295

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## Workshops • December 8

On December 8, Web Design World is offering all-day workshop focus days on two of the most pertinent technologies in Web design — Dreamweaver MX and Photoshop and Web Graphics.

### Dreamweaver MX Focus Day

**Real-world design and site management.**

Macromedia Dreamweaver dominates the Web design scene, thanks to its excellent layout controls, its versatility, and its vast community of enthusiastic users and extensions developers. The Dreamweaver MX Focus Day addresses every aspect of this powerful program as well as its companions in the Studio MX 2004 family. Your lead instructor is Joe Marini, one of the original Dreamweaver engineers and one of our most popular speakers. Learn how to apply the concepts from the previous days to your work in Dreamweaver, and take your designs and your productivity to new heights. It's a dream day for Dreamweaver users of all kinds.

### Studio MX 2004's Greatest Hits

*Joe Marini, 9 a.m.*

If you're like many Dreamweaver users, you aren't taking advantage of everything this program can do. It's time to master those features you haven't had time to explore. Learn the best production practices with Dreamweaver MX, Fireworks MX, and Flash MX. Learn why they share the MX moniker and what that means to you. You'll also learn how to fully exploit the features of each product for the best end results.

### Customizing, Automating and Expanding Dreamweaver MX

*Joe Marini, 10:15 a.m.*

Dreamweaver has always been a malleable program that you can mold to fit your needs. But extensibility takes a big leap forward in the latest releases of Dreamweaver MX. Learn about Dreamweaver's customizing features and how to write your own Dreamweaver extensions. Even if you've never written an extension before, you'll learn how to customize Dreamweaver and turbocharge your productivity.

### Combining Flash and HTML

*Phillip Kerman, 11:30 p.m.*

It isn't surprising that Flash MX and Dreamweaver MX work well together. But what's the best way to employ Flash on a site that's primarily based in HTML? Learn where to use Flash — and where not to — and find out the best ways to combine Flash MX and Dreamweaver MX.

### Standards-Based Design and Browser Compatibility

*Joe Marini, 2 p.m.*

Learn how to make your Web pages come alive with Dreamweaver MX! Make image rollover buttons, use Dreamweaver's built-in support for Fireworks and Flash content, use pre-built JavaScript behaviors to validate form input, and build interactive drop-down menus.

### Adding Interactivity with Dreamweaver MX

*Joe Marini, 3:15 p.m.*

Web standards advocates (including our speakers) are strongly urging the adoption of table-free, CSS-based designs, and for a lot of good reasons. The good news is that it's easier than ever to create this modern markup using Dreamweaver. Learn how to apply the concepts of standards-based design to your Dreamweaver-based sites. Find out where browser-compatibility pitfalls still exist, and see how Dreamweaver can help you avoid them.

### Photoshop & Web Graphics Focus Day

**Capture. Enhance. Manage. Deliver.** This workshop, specifically developed for any Web developer or designer who has to incorporate graphics into their Web sites, is designed to teach you everything you need to know to produce quality images at the right file size. This all-day Photoshop deep-dive class will begin with a flurry of interface tips to make every Photoshop user faster and more efficient, then move on to specific image correction techniques to make your Web graphics look their best. In the later portion of the day, we'll cover production tips for reducing file size, automating repetitive production tasks and best practices for incorporating images into Flash-based content.

## Photoshop Power Shortcuts

*Michael Ninness, 9 a.m.*

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 kick off the conference and 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

*Michael Ninness, 10:15 a.m.*

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

*Michael Ninness, 11:30 p.m.*

“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

*Michael Ninness, 2 p.m.*

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

*Michael Ninness, 3:15 p.m.*

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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## Conference Chair

### Jim Heid



Conference Chair 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. Since 1998, Jim has served as Conference Chair for more than 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.

## Keynote Speakers

### Kelly Goto



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 more than 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.

### Jeffrey Zeldman



Jeffrey Zeldman is an internationally known Web designer and book author, a chief architect of the Web standards movement, and the creator of some of the Web's best-known brands. His personal site ([www.zeldman.com](http://www.zeldman.com)) has welcomed more than 24 million visitors and is a daily industry read. For nearly a decade, he has helped shape the medium's zeitgeist in the areas of content, design, publishing, and technology. Jeffrey is the publisher and creative director of *A List Apart*, an influential magazine for Web designers, and the founder of Happy Cog Studios. He's also the author of two books: *Designing With Web Standards* and *Taking Your Talent to the Web*, as well as numerous articles for *A List Apart*, *Adobe.com*, *Creativity Magazine*, *Digital Web Magazine*, *Macworld*, *PDN-Pix*, and other publications.

## Conference Speakers

### Douglas Bowman



Douglas Bowman's highly publicized and hugely successful redesigns of sites like Wired News and Adaptive Path have pushed him to the forefront of standards-compliant Web design. Doug's consulting firm, Stopdesign, proves that beautiful, easily maintainable design can exist alongside simple, standards-compliant code. Prior to founding Stopdesign, Doug led the creation and implementation of design process and standards for an international network of sites under Terra Lycos and Wired Digital. He has written articles for *A List Apart*, and publishes design rants and CSS tricks at [Stopdesign.com](http://Stopdesign.com).

## Jason Fried



Jason Fried, President of 37signals, is a passionate leader in the field of simple, clear, and elegant Web-based user interface design. Jason has spoken internationally, completed projects for every-sized client, co-authored *Defensive Design for the Web* (New Riders, 2004), and leads the design of Basecamp, a popular Web-based project management tool for creative services firms.

## Molly E. Holzschlag



An author, instructor, and Web designer, Molly E. Holzschlag has authored more than 27 books related to Web design and development. As a steering committee member for the Web Standards Project (WaSP), Molly works along with a group of other dedicated Web developers and designers to promote W3C recommendations. She also teaches Webmaster courses for the University of Arizona, University of Phoenix, and Pima Community College. She wrote the very popular "Integrated Design" column for *Web Techniques Magazine* and spent a year as Executive Editor of WebReview.com.

## Phillip Kerman



Phillip Kerman is a teacher, writer, and programmer with a decade of professional experience using Macromedia tools. He's written for Macromedia's DevNet site, their Developer Resource Kits, and the Central documentation. He has three Flash books in print, including *Flash MX 2004 for Rich Internet Applications* plus a fourth book due for release by the end of the year. For proof that he can also program, check out the real-time cattle auction for [www.stampedecattle.com](http://www.stampedecattle.com), which consistently sells millions of dollars of cattle during a single auction.

## Andrew Kirkpatrick

Andrew Kirkpatrick is Project Manager for National Center for Accessible Media (NCAM) at WGBH in Boston. He is focused on Web accessibility, with emphasis on streaming and interactive media accessibility.

## Joe Marini



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 Quark XPress, 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.

## Steve Mulder



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



Michael Ninness grew up in the redwoods of Arcata in Northern California. In 1989 he moved to Seattle to study for a Graphic Design BFA at the University of Washington and fell in love with the Pacific Northwest.. His design career took a permanent turn when he accepted a job at Extensis Corp. in 1997 as the group product manager for digital imaging solutions. After Extensis, he spent three years at Adobe as the LiveMotion group product manager, then nearly two years as a program manager and UI designer at Microsoft, designing new tools for professional UI designers. He is the author of *Photoshop 7 Power Shortcuts* and is a contributor to *Photoshop User* and *Design Graphics* magazines, and he dreams in keyboard shortcuts. Send your Adobe UI gripes and likes to him at [myke@adobe.com](mailto:myke@adobe.com).

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## Get Great Rates and Maximum Convenience

*Stay On-Site at the Boston Seaport Hotel, the Official Hotel for Web Design World*

Web Design World Boston attendees seeking flexible, convenient accommodation can take advantage of our special room rate: stay onsite at the Boston Seaport Hotel for just \$159 single/double. Rooms are available from December 3, 2004 through December 8, 2004 (all reservations are subject to availability). To receive your discounted rate you must make your reservations by November 19, 2004.

Book online or calling the hotel directly at 1-877-SEAPORT or 617-385-4000, and be sure to identify yourself as an attendee of Web Design World presented by Thunder Lizard and Fawcette Technical Publications, Inc.

## About the Hotel

Enjoy the additional convenient and complimentary services while staying at the Seaport:

### Seaport Hotel

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or 617-385-4000



- Use of Wave Health & Fitness, a full service health and wellness center with 50' lap pool, piped-in underwater music, juice bar, and water aerobics classes
- High-speed Internet access, caller ID, and conference-call capabilities
- Business Center providing a "virtual office" environment
- On-site auto services including oil changes, professional washes, and detailing; free services include battery jump-starts, tire inflation, and windshield cleaning
- Shuttle service to North and South stations, and to State Street, for access to trains and subways, and a 4-minute drive to Logan Airport.

## Airline

*Fly with United & Save!*



Web Design World attendees qualify for discounts on 5% to 15% off fares for United Airlines. Some restrictions will apply.

For United opportunities, call United's Specialized Meeting Reservations at 800-521-4041 and reference ID number 515GA.

## Automobile

*Special Discounts at Hertz*



Hertz is also offering special discount rates on rental cars to all Web Design World attendees. Please call 800-654-2240 for details and reference number 022L1003.

## Discover Boston

*Enjoy all Boston has to offer.*

Visit [Yahoo Boston Travel](#) to plan your leisure time around Web Design World. Enjoy your stay!

If you'd like to learn more about Boston—where to go, what to do, how to get around, or about the weather—visit [Boston CitySearch](#) or [The Weather Network Boston](#) and start planning your trip today.

**P:** 800-848-5523 (or 650-378-7100)  
**W:** www.webdesignworld.com  
**E:** conferences@fawcette.com  
**F:** 650-570-6310

## Get More with the Gold Passport

### December 6-8

As a Gold Passport holder you'll receive maximum benefits and savings. In addition to two-days of conference keynotes and breakout sessions you'll get an additional full day of post-conference workshops.

Early Bird Rate (valid until Oct. 27)	Standard Rate
<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,495

Or select a package that better fits your time and budget

### Two-Day Conference Only • December 6-7

Early Bird Rate (valid until Oct. 27)	Standard Rate
<input type="checkbox"/> \$895	<input type="checkbox"/> \$995

### One-Day Workshop Only • December 8

Early Bird Rate (valid until Oct. 27)	Standard Rate
<input type="checkbox"/> \$495	<input type="checkbox"/> \$595

## Alumni Discount

Yes! I qualify for an additional \$50 savings. To qualify, registrations must be paid in full by October 27, 2004. Attendee must be an alumnus of a past FTP conference to qualify for the alumni discount. Please use your alumni priority code when registering.

## Corporate Discount

Please call 800-848-5523 (or 650-378-7100) to register and receive a significant discount off the Standard Rate per each additional attendee. All attendees must be paid for on the same transaction with a corporate check or corporate credit card. Corporate groups must register by calling customer service at 800-848-5523 or 650-378-7100.

## Gold Passport Discount!



**Register by October 27 and you can save almost \$300 in combined Early Bird and Passport discounts!**  
**Get the Gold Passport. Get the Best Value.**

Two-Day Conference	\$995
Workshop	\$595
<hr/>	
Total Value	\$1,590
Early Bird Gold Passport	\$1,295
<hr/>	

**You Save \$295**

## Attendee Details

Please fill out completely and print or type information as you wish it to appear on your badge. Photocopy this form for additional registrations.

**Enter your Alumni 5 digit priority code if applicable** \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## Payment Options

Spaces cannot be confirmed until payment is received in the form of check, credit card or money order. Invoices are available for a \$25 processing fee.

Total amount: \$ \_\_\_\_\_

Check Enclosed (Make checks payable to Fawcette Technical Publications, Inc.)

Charge my  VISA  MasterCard  American Express

Card no. \_\_\_\_\_ Exp. \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

Cancellation Policy. You may transfer your conference registration to another person within your organization at any time. If you must cancel, notify the conference registrar in writing by October 27, 2004 to receive a refund, less a \$150 cancellation fee. Cancellations made after October 27, as well as "no-shows" are liable for the full registration fee.

In the event Web Design World is cancelled by FTP, registration fees only will be refunded. Cancellations of travel and hotel reservations are the responsibility of the attendee.