webdesignworld

Thunder Lizard Productions

SEATTLE
JULY 20-22, 2009

DESIGNING FOR THE HERE AND NOW

No fluff, no filler, just what you need to get your work done better and faster.

PERSONALIZE YOUR EXPERIENCE

Use the Session Checklist inside to mark off not-to-be-missed sessions that will take your coding, design, and production techniques to new levels.

View the complete agenda and session details at
webdesignworld.com

A MESSAGE FROM JIM HEID

Conference Chair, Web Design World

This is a great time to be a Web designer and developer. Budgets are overflowing, workloads are lighter than ever, browsers are perfect, and clients and bosses are whistling Mister Rogers songs as they hopscotch down the sidewalk.

That was a fun little fantasy, wasn't it?

Truth is, these are days of suckage. If you're working, you're overworked. If you're spending, you're pinching pennies. As for clients and bosses? No comment.
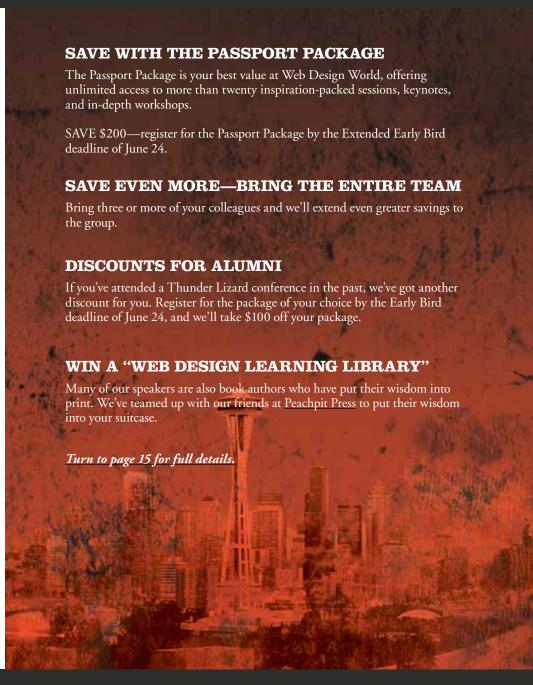
But amid dark clouds, the Web shines. CSS is evolving. New typographic technologies are here. Streaming video is everywhere. Audiences are growing. Mobile has arrived. And Oprah is tweeting.

This year's Web Design World conference is aimed directly at this mix of clouds and sun. We've focused our sessions to make them more practical and tip-packed than ever. Sure, we've got "roadmap" sessions that show you what's on the horizon. But our focus is on the here and now: on making sure you know today's best thinking in design and development. So you can do your job smarter and more efficiently; create beautiful, eminently usable Web sites; and get home from work a bit earlier.

Preview our session lineup inside, then take out your Sharpie and mark the sessions you want to attend—on a print-out, not your screen.

See you in Seattle!

Jim Heid

SAVE WITH THE PASSPORT PACKAGE

The Passport Package is your best value at Web Design World, offering unlimited access to more than twenty inspiration-packed sessions, keynotes, and in-depth workshops.

SAVE $200—register for the Passport Package by the Extended Early Bird deadline of June 24.

SAVE EVEN MORE—BRING THE ENTIRE TEAM

Bring three or more of your colleagues and we'll extend even greater savings to the group.

DISCOUNTS FOR ALUMNI

If you've attended a Thunder Lizard conference in the past, we've got another discount for you. Register for the package of your choice by the Early Bird deadline of June 24, and we'll take $100 off your package.

WIN A "WEB DESIGN LEARNING LIBRARY"

Many of our speakers are also book authors who have put their wisdom into print. We've teamed up with our friends at Peachpit Press to put their wisdom into your suitcase.

AGENDA AT A GLANCE

Conference Day 1 — July 20

Time		
9:00 - 10:00 a.m.	**Keynote: The Making of a User Experience Vision** *Jared Spool*	
10:15 - 11:15 a.m.	**Accessibility: It's for Everyone and Everything** *Shawn Henry*	
	STRATEGY MEETS TECHNOLOGY	**DESIGN & CSS**
11:30 a.m. - 12:30 p.m.	**Your Users Trust Each Other, Not You: Why and How to Implement Ratings and Reviews** *Steve Mulder*	**Pushing the Limits of CSS** *Dan Rubin*
12:30 - 2:00 p.m.	**Birds-of-a-Feather Lunch**	
2:00 - 3:00 p.m.	**Designing for Discoverability** *Steve Mulder*	**Good vs Great Design** *Cameron Moll*
3:15 - 4:15 p.m.	**Twittering Your Business** *DL Byron*	**Mobile Web Design** *Cameron Moll*
4:30 - 5:30 p.m.	**Web Standards: Fueling Innovation** *Aaron Gustafson*	
5:30 - 7:00 p.m.	**Welcome Reception**	

Conference Day 2 — July 21

Time		
9:00 - 10:00 a.m.	**Mastering the Details in Interface Design** *Dan Rubin*	
10:15 - 11:15 a.m.	**Compatability 2009: What Designers Need to Know** *Joe Marini*	
	DEVELOP & DELIVER	**USER EXPERIENCE**
11:30 a.m. - 12:30 p.m.	**Effective JavaScript Programming** *Joe Marini*	**Accessibility in a Web 2.0 World** *Shawn Henry*
12:30 - 2:00 p.m.	**Lunch**	
12:45 - 1:45 p.m.	**Lunch Session: Windows Internet Explorer 8: Great Standards Support and More!** *Pete LePage*	
2:00 - 3:00 p.m.	**Fundamental Progressive Enhancement** *Aaron Gustafson*	**Galleries: The Hardest-Working Pages on Your Site** *Jared Spool*
3:15 - 4:15 p.m.	**Encoding and Delivering Video with Flash** *Greg Rewis*	**What to Do and When: Informing Design at Every Phase** *Dana Chisnell*
4:30 - 5:30 p.m.	**Deconstructing You!** *Jim Heid, Shawn Henry, Steve Mulder, and Jared Spool*	
6:00 - 7:30 p.m.	**WDW MIX(er) – Sponsored by MIX Online** Tap House Grill	

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

Workshop Day — July 22

9:00 a.m - 12:30 p.m..	**Web Design for ROI: How Design Impacts Effectiveness** *Lance Loveday*	**From CSS to sIFR to Cufon: Best Practices in Typography** *Dan Rubin*
12:30 - 2:00 p.m.	**Lunch**	
2:00 - 5:00 p.m.	**Getting to Insights: A Radical Approach to Usability Testing** *Jared Spool and Dana Chisnell*	**Adobe CS4 Tools Workshop** *Greg Rewis and Stephanie Sullivan*

SPONSORS

Internet Explorer 8
The evolution of the Web has introduced a new set of opportunities, immersive experiences, online services and standards. Internet Explorer 8 puts the power of the web at your service. IE8 takes the web experience beyond the page and introduces a new way to seamlessly experience the best of the web whether you are a web developer writing to standards or an end-user discovering a new online service integrated into the browser—all with the peace of mind that you are using the safest, most compatible, and reliable browser.
http://go.microsoft.com/?linkid=9668055

Lynda.com
Lynda.com offers comprehensive online training in professional software tools including Photoshop, Flash, Illustrator and Office. Over 600 courses include instruction and inspiration in digital photography, Web design, motion graphics, and many other topics, taught by industry experts. Watch in HD video that allows you to stop, play, rewind, and replay to easily learn at your own pace, 24/7. *www.lynda.com*

MIX Online
MIX Online provides a place for designers and developers to learn about and discuss relevant Web trends and innovations with immediately usable, practical prototypes. Visit MIX Online and explore options like Glimmer

(which allows you to easily create interactive elements on your web pages by harnessing the power of the jQuery library) and Oomph (a toolkit for web developers, designers and users, making it easier to create, consume, and style Microformatted content). *http://visitmix.com*

New Riders
New Riders' Voices That Matter is a series of books and videos that capture and disseminate influential ideas and revolutionary techniques from leading-edge web designers. Voices That Matter authors and presenters are passionate storytellers and their books and videos teach, challenge, and force us to seek new solutions. Whether you're looking for foundational information or desire to move your skills beyond the ordinary, New Riders' Voices That Matter series is a powerful learning companion. *http://www.peachpit.com*

EXHIBITORS

Dynamic Language
For nearly 25 years, Dynamic Language has been providing top quality, reliable language translation and interpreting services for customers around the world.

As a certified woman-owned and minority-owned business, we started out as a small language service company with a solid reputation for delivering high quality. Over the years we've grown to become one of the largest language service providers in the United States.

Through it all, we've stayed true to our guiding principles of integrity, reliability, and personalized attention for every customer and every project. We provide exceptional language services by staying focused on customer needs and delivering timely and accurate results.
http://www.dynamiclanguage.com

SeaGreen Software
Web Designers! Want an easy, wizard-like way of creating web-based forms? Try SeaGreen™. After just 5 steps, you'll have a form, a MySQL® database (tables are created automatically), and an administration module for searching the database—all without programming a single line of code. No outsourcing! No monthly fees! No programming! SeaGreen is a desktop application available for both PC and Mac. Stop by our table and enter to win a FREE copy of SeaGreen™. Show attendees get a special discount on purchases. *http://www.seagreensoftware.com*

Here's your shopping list.
Use this session list to check off those must-attend sessions.

CONFERENCE DAY 1 Monday, July 20

☐ **Keynote: The Making of a User Experience Vision**

Jared Spool, Founder, User Interface Engineering

Quick: Describe the experience people will have when they use your design five years from now. Can everyone on your design team describe the same vision?

A clear vision is like a stake on the horizon. Everyone can see it and can easily tell if each baby step is getting them closer or farther away. Having a single vision gives the team a convergence point, even if everyone starts from a different place.

User Interface Engineering's recent research on design excellence shows that the best teams have a unified vision of user experience, a vision that everyone understands and can clearly describe. Struggling teams, on the other hand, don't have a single vision—if they have any at all. The results show in the quality of the design each type of team produces.

In this keynote address, Jared Spool shows the secrets behind creating a unified user experience vision. He'll share techniques employed by Apple, Adaptive Path, Nokia, and Microsoft. Learn who the key participants are in the vision-creation process and how to keep them engaged. You'll get a step-by-step process for identifying the "aspirational experience" to contrast against the "current experience."

You'll see various options for describing your user-experience vision, from highly produced video to stop-motion animation to stick-figure comics. And you'll walk away with a complete plan for how to get your team on the same page, with a unified vision that will drive your design and development process for years to come.

☐ **Accessibility: It's for Everyone and Everything**

Shawn Henry, Web Accessibility Initiative, W3C

Accessibility is a key aspect of high-quality web sites, yet the benefits of accessibility for web designers and for web users are not widely understood. Yes, accessibility is critically important for users with vision, hearing, physical, and cognitive disabilities. But the fundamental design practices behind accessibility also streamline the site-development process and open the doors to key markets, such as mobile phones and other alternative browsing devices.

Accessibility is also on the forefront of cutting-edge technical development—with the W3C's standards draft for Accessible Rich Internet Applications (WAI-ARIA), for example.

The bottom line: following today's best practices for accessibility is a great way to make your web site shine for users on the front end, and for developers on the back end. Learn how the latest specifications and development practices can expand your audience, streamline your development, and make your sites available to everyone and everything.

☐ **Web Standards: Fueling Innovation**

Aaron Gustafson, Founder and Principal Consultant, Easy! Designs, LLC

Web standards are all about rules and structure, formalities that many people find restrictive and stifling. From another perspective, however, the rigid structure of web standards can be seen as a boon to creativity on the web. In this session, Aaron Gustafson will teach you how to use smart JavaScript to leverage the extensibility of XHTML and CSS and push the boundaries of web design and development, all while still adhering to the best practices of web standards.

STRATEGY MEETS TECHNOLOGY

Building community and credibility through user reviews. Designing with the eye in mind: where to place the stuff that matters most. Tweeting your way into the hearts of your audience. These topics live at the intersection of business and design.

☐ **Your Users Trust Each Other, Not You:**
Why and How to Implement Ratings and Reviews

Steve Mulder, Director of Emerging Interactions, Molecular

Ratings and reviews have been a staple of good online experiences for years, yet many organizations still resist the onslaught of user opinions on their own sites. Are ratings and reviews right for my business? How much do my users want them? What's the ROI? How do I deal with negative reviews? And if I go ahead with ratings and reviews, what are best practices for designing and implementing them? How do I make them useful and usable? Learn the answers in a session jam-packed with strategies and data for the business folk and practical tips and examples for the design folk.

Designing for Discoverability

Steve Mulder, Director of Emerging Interactions, Molecular

When it comes to creating successful sites, half the battle is making things discoverable. If users don't notice what we want them to notice, they'll never be satisfied (and neither will we). How do people scan web pages? What makes some things on a page more visible than others? How do we make sure critical content and functionality are actually seen? Come discover practical tips and tricks for taking advantage of what we know about the human eye to make your site more effective.

Twittering Your Business

DL Byron, Principal, Textura Design

Twitter was originally created to be an internal collaboration tool. Since then, the micro-blogging service has grown into an important medium for businesses, government agencies, educational institutions, and organizations of all kinds.

In this session, you'll learn how Twitter got to where it is today—and more important, you'll see how to use it effectively. You'll learn how organizations use Twitter internally, publicly, and in ways you probably didn't think about. See how to use Twitter to keep in touch with your audience and employees during the day, at events, and for collaborative projects. You'll see examples of how to use Twitter as a back channel to your organization, and you'll learn how to integrate Twitter into a broader social publishing strategy.

DESIGN & CSS

CSS: it's for type, for page geometry, for accessibility, for mobile devices—for starters. Learn the best CSS authoring practices, see how they relate to the larger issues of mobile development, then step back for a critical look at the differences between good and great design.

Pushing the Limits of CSS

Dan Rubin, Founder and Principal, Sidebar Creative

CSS just keeps getting better. CSS3 is winding its way through the W3C and already enjoying limited support in some browsers. With it comes the promise of more creative options, from backgrounds and borders to greater typographic control. What's new? More important, what can we use today?

Understanding CSS3 and how to use it—as well as dealing with older browsers—are some of the topics Dan Rubin will address in this practical but forward-looking session. You'll learn tips for all your CSS endeavor and get insights on making your stylesheets easier to create and maintain. Ready to take your CSS skills to the next level?

Good vs Great Design

Cameron Moll, Principal Interaction Designer, LDS Church

It's easy to poke fun at bad design, but it's a lot more challenging—and rewarding—to discern differences between good design and great design. This session will teach you practical design techniques for tipping the scales of greatness in your favor, using a blend of graphic design theory, human computing principles, and a communication-centric approach. Learn the difference between solution-focused and problem focused-approach, influence versus inspiration, homogeneity versus hierarchy, machine efficiency versus user efficiency, and more.

Mobile Web Design

Cameron Moll, Principal Interaction Designer, LDS Church

Does the mobile web finally have legs? Or is it not ready for prime time? You're welcome to take sides, but you can't dispute that mobile design is a topic most of us will face now or in the near future. After all, three billion devices are pretty hard to ignore. In this session, Cameron Moll, author of *Mobile Web Design*, takes a detailed conceptual and tactical look at the mobile web. See how to best to mobilize an existing or planned site, and learn the standards-based markup techniques that work today.

It was an excellent opportunity to talk with important creators and companies in the internet market.
—Renata Targa, Webmaster Sr., UOL

The speakers were entertaining, informative, and open to discussion.
—Joey Vargas, web developer, ESRI

CONFERENCE DAY 2 Tuesday, July 21

GENERAL SESSIONS

☐ **Mastering the Details in Interface Design**

Dan Rubin, Founder and Principal, Sidebar Creative

Typography, grids, colors, borders, textures, gradients, and drop shadows: using these basic elements of visual design properly—and knowing when not to use them—can challenge even seasoned interface designers. Yet these foundations upon which we craft our designs are often ignored—or worse, they're cast about the canvas with reckless abandon.

Attention to these details can help make a design beautiful—and make an interface more usable and enjoyable. This session combines the science of CSS and markup with the art of layout, typography, and graphics. Learn how to pay attention to the details that matter, and watch as Dan Rubin shows examples of how the little things can make a big difference in the quality of a design.

☐ **Compatibility 2009: What Designers Need to Know**

Joe Marini, Development Tools Ecosystem team, Microsoft

How do I make my pages and scripts compatible across browsers? Is it ever okay to detect a particular version of a browser and then use that information in my pages? What about all the new portable devices that are now widely available that have Internet access? In this session, Joe Marini addresses these and many other issues related to making your pages work across devices, platforms, and browser versions, and investigates how and when it makes sense to target pages to particular browsers.

☐ **Windows Internet Explorer 8: Great Standards Support and More!**

Pete LePage, Senior Product Manager, Internet Explorer Team

With Internet Explorer 8 we usher in a new wave of browser innovation from Microsoft—all while maintaining compatibility with the today's Web standards. We'll take a whirl wind tour of the new developer tools and features, then dive into the technical aspects of Web Slices, Accelerators and Visual Search. By the end of this session, you'll know how to implement them on your site in a matter of minutes!

☐ **Deconstructing…You!**

Jim Heid, Shawn Henry, Steve Mulder and Jared Spool

It's a Web Design World tradition, and always one of our most popular sessions. Top designers join Conference Chair Jim Heid in critically evaluating several of our attendees' sites. Bring your pencil! Your site may be among those we examine in this wrap-up session.

DEVELOP & DELIVER

Learn how to write spectacular JavaScript. See how to use CSS and JavaScript to develop in ways that deliver the best experience to every visitor. Then tune in to the latest thinking in Flash video.

☐ **Effective JavaScript Programming**

Joe Marini, Development Tools Ecosystem team, Microsoft

Still not sure how to use Object-Oriented JavaScript? Confused by the modern event model available in the latest browsers? Confounded by modern programming techniques, such as exception handling? Looking for ways to make your JavaScript code efficient, readable, and extensible? This session unravels these and other mysteries of the JavaScript language. Come join Joe Marini and learn how to make the most effective use of your coding skills—and pick up a few new ones along the way.

☐ **Fundamental Progressive Enhancement**

Aaron Gustafson, Founder and Principal Consultant, Easy! Designs, LLC

"Progressive enhancement" involves designing sites in a way that allows everyone to access the basic content of a web page while also providing enhanced versions to visitors with faster bandwidth or more advanced browsers. In this session, Aaron Gustafson covers the current best practice in this critical aspect of web standards development. Staring with an introduction to the topic, Aaron will walk you through the best ways to apply style and behavior to your pages, providing concrete examples and implementations that you can start using right away.

☐ **Encoding and Delivering Video with Flash**

Greg Rewis, Worldwide Senior Evangelist for Web Tools, Adobe Systems

Adobe Flash is far and away the dominant platform for delivering streaming video. In this session, you'll learn how to create and deliver interactive content featuring seamlessly integrated video. Create customized players that fit the look and feel of your project. Discover new components, including closed-captioning capabilities. Whether you're new to Flash or are a Flash expert who's newly interested in video, you'll learn the best ways to deliver the best-looking video possible.

USER EXPERIENCE

The experience your site's visitors have is kind of important. Improving it means paying attention to accessibility, testing your designs, and removing obstacles that trip up visitors and cost you traffic (and money).

☐ **Accessibility in a Web 2.0 World**

Shawn Henry, Web Accessibility Initiative, W3C

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 (WCAG 2.0), Authoring Tools Accessibility Guidelines (ATAG), and Accessible Rich Internet Applications Suite (WAI-ARIA) address these web developments. Learn how to take advantage of current and developing strategies to make dynamic web content and applications accessible.

☐ **Galleries: The Hardest-Working Pages on Your Site**

Jared Spool, Founder, User Interface Engineering

Gallery pages are lists of links to more detailed pages—for example, a list of cell phone models that links to detailed descriptions of each model. An effective gallery page will drive users to success. A vague, information-poor gallery leads to "pogosticking"— people jumping up and down in the hierarchy of the site, hoping they'll eventually hit the content they desire. It leads to frustration more often than success.

In this session, you'll see examples of poorly designed gallery pages and of ones that work. See how adding critical pieces of information to your gallery pages can make them far more effective, and learn the best ways to create gallery pages that work for you, rather than against you.

☐ **What to Do, and When: Informing Design at Every Phase**

Dana Chisnell, Founder, UsabilityWorks

Cutting-edge CSS and fancy Ajax widgets are great when their design serves users' needs. When it doesn't, they get in the way and cause frustration. How do you know when a certain design approach really helps? It doesn't happen by accident, and it doesn't happen through guessing or intuition.

To design excellent experiences, it's essential to observe and listen to your users constantly, regularly, and habitually. In this session, you'll learn a dozen effective techniques and tools that will help you get feedback from target users. You'll learn how the best design teams interpret the results of this feedback, and you'll see how to apply each technique to the sweet spots in the life of a design.

WORKSHOP DAY   Wednesday, July 22

It's deep-dive day: four intensive, three-hour workshops that drill into topics ranging from ROI to CSS, from usability to Photoshop. All presented in a relaxed, distraction-free environment where you can concentrate and learn. Just like in your office, right?

☐ **Web Design for ROI: How Design Impacts Effectiveness**

Lance Loveday, CEO, Closed Loop Marketing

Today more than ever before, maximizing your return on investment is critical. But it's a sad fact: most web sites don't achieve their potential. What's even more disturbing is that most site owners seem to be okay with that. Why? Why is it okay, for example, that shopping carts are abandoned 60 percent of the time? The answer: Because in order to make your sites effective, you need to treat them as seriously as a business, and understand how design can help them achieve your objectives.

In this eye-opening, three-hour workshop, Lance Loveday explores the dysfunction behind most web site projects, and highlights the astonishing impact that design can have when it supports business goals and is held accountable with metrics.

You'll see the most common errors organizations—and designers—make when thinking about their web sites. You'll get specific design guidelines that increase web site effectiveness, illustrated with case studies from various types of organizations, including e-commerce, lead generation, non-profit, government, and education sites. See how to prioritize your design efforts in the areas and elements that really matter, and learn about tools and resources you can use to test and measure your site's effectiveness. Whether you're running an e-commerce storefront or a university site, you'll come away with new perspectives on how your design decisions impact a site's effectiveness.

☐ From CSS to sIFR to Cufon: Best Practices in Web Typography

Dan Rubin,Founder and Principal, Webgraph

Last time we checked, text played an important role on most web pages. Yet, too many web sites are difficult to read, with typography that violates practices that date back to Gutenberg's day.

And when your type is hard to read, your message is hard to convey.

It's time to give type the attention it demands and deserves. In this half-day workshop, Dan Rubin lays out the best practices in both the art and the science of Web typography. You'll learn the design aesthetics that maximize the legibility and clarity of your site's text—concepts such as the relationship between type size, margins, and line spacing.

Equally important, you'll learn the implementation techniques necessary to turn those aesthetic concepts into reality. See the best CSS markup techniques for creating type that's legible, works across browsers, and maximizes accessibility.

You'll also learn about up-and-coming typographic options such as sIFR, which lets you use your favorite font by combining Flash, JavaScript and CSS; and Cufón, which comprises a font generator and a rendering engine written in JavaScript. When are these schemes viable options? What works best *today*?

Get the aesthetic foundation you need to appreciate and manage the issues behind great web typography, and take your CSS and development skills to new level. It's a win-win workshop—for you and for everyone who uses your sites.

☐ Getting to Insights: A Radical Approach to Usability Testing

Dana Chisnell, Founder, UsabilityWorks;
Jared Spool, Founder, User Interface Engineering

For many designers, usability testing has become a staple activity in the design process. Grab some prospective users, sit them down in front of the design, and gain the insights about what to improve. Sounds simple, right?

Yet there are still many organizations that aren't conducting regular usability tests. Is this because they "don't get it?" Is it because they feel that testing is flawed?

No. It's because creating an effective usability testing program isn't as simple as it seems. To integrate testing into their process, today's teams have to think beyond lab coats and fancy one-way mirrors. Instead, they need to focus on the insights that will help them choose the best direction for their designs.

In this workshop, usability author Dana Chisnell joins forces with user experience researcher Jared Spool to break usability testing down to its bare essentials, showing you how to you can integrate testing into even the most financially tight and chaotic development environments.

Like most activities, 80 percent of the value from usability testing comes from less than 20 percent of the effort. In Part 1, "Where's the Magic?," Dana deconstructs the testing process, drawing out those pieces that get the biggest return. You'll see how easy testing becomes when you have the right recruitment process, an effective moderator, and a solid planning technique. Even if you're already conducting regular tests, you'll learn ways to quickly extract key insights by optimizing your techniques.

Quickly distilling testing data into actionable design enhancements is what user research is all about. In Part 2, "Mining the Data for Gold," Jared walks you through proven techniques for digging the most important elements out of your testing data. You'll learn how to combine qualitative and quantitative information, giving you the best of both worlds. You'll learn tricks for comparing multiple design alternatives, how to quickly build robust personas, and a 45-minute trick to bring a team to consensus on the most important design issues.

If it's important that every design decision you make be infused with up-to-date information about who your users are and what they need from your design, then this workshop is a must-attend. It will change how you think about usability testing forever.

☐ Adobe CS4 Tools Workshop

Greg Rewis, Worldwide Senior Evangelist for Web Tools, Adobe Systems
Stephanie Sullivan, Founder/Principal, W3Conversions

Photoshop, Dreamweaver, Flash, Fireworks: chances are you don't spend a day without using at least one of these Adobe tools. That's why we've assembled a workshop packed with practical tips and how-to insights on the Adobe Creative Suite, with a special emphasis on Dreamweaver and Flash.

See how the new features in Dreamweaver CS4 make it easier than ever to develop and troubleshoot CSS, create Flash buttons, and streamline your development workflow. Discover how to maximize the time-saving new features in Adobe Flash CS4, including object-oriented animation, motion presets, the motion editor, and more. And learn the best ways to dovetail both Dreamweaver and Flash with their companions in the CS4 suite, Photoshop and Fireworks.

It's simple: If you use anything Adobe, you can't afford to miss this tip-packed, full-day workshop.

I liked meeting other designers, learning design techniques, seeing what peers are doing, networking, and staying abreast of industry trends.
—Mark Abrams, Advance Media Webs

Real world examples from enthusiastic presenters.
—Gail Johnson, web designer, Grant County PUD

Great information and fantastic speakers!
—Guy Schein, Deputy Director of Communications, U.S. Navy Bureau of Medicine and Surgery

SPEAKERS

Our speakers know their stuff and have that rare gift of being able to teach. Many of them have been speaking for us for a decade. You won't get self-promoting marketing hype from Thunder Lizard. Except maybe in this brochure. But really: our speakers are the best in the business.

CONFERENCE CHAIR

Jim Heid

Senior Contributor, Macworld

Your host at Web Design World, Jim Heid is one of the most experienced technology writers and instructors in the world. His 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 thirty 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 senior contributor of *Macworld* magazine since 1984, specializing in digital media topics. He's the author of *The Macintosh iLife* series of books, the world's top selling books on Apple's iLife suite. 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 SPEAKER

Jared Spool
Founding Partner, User Interface Engineering

If you've ever seen Jared speak about usability, you know that he's one of the most effective, knowledgeable communicators on the subject today. What you probably don't know is that he has guided the research agenda and built User Interface Engineering into the largest research organization of its kind in the world. He's been working in the field of usability and design since 1978, before the term "usability" was ever associated with computers.

Jared spends his time working with the research teams at the company, helps clients understand how to solve their design problems, explains to reporters and industry analysts what the current state of design is all about, and is a top-rated speaker at more than 20 conferences every year. He is also the conference chair and keynote speaker at the annual User Interface Conference, is on the faculty of the Tufts University Gordon Institute, and manages to squeeze in a fair amount of writing time.

DL Byron
Principal, Textura Design

Byron is the Principal of Textura Design. He lived the dotcoms and the dotcom crashes, invented Clip-n-Seal, and speaks at conferences. He is the co-author of *Publish & Prosper: Blogging for Your Business* (New Riders), and is currently working on a book about the business applications of Twitter.

With more than thirteen years of experience, Byron is an expert blogger, designer, and developer. An entrepreneur and an inventor, he consults with Textura Design's clients, develops blogging strategies, and publishes Bike Hugger, a blog about bike culture. Byron lives in Seattle with his wife Pam, two children, and a pug named Cap'n. When he's not blogging, he races his bicycle with the Union Bay Cycling Club.

Dana Chisnell
Usability and User Research Consultant, UsabilityWorks

Dana is an independent researcher and consultant who founded UsabilityWorks in San Francisco, CA. She has been helping teams develop effective designs and stay focused on their customers' experiences through creative user research and clear communication since 1982.

She has worked with hundreds of study participants for dozens of clients to learn about design issues in software, hardware, web sites, online services, games, and ballots (and probably other things that are better forgotten about). She has helped companies like Yahoo!, Intuit, AARP, Wells Fargo, E*TRADE, Sun Microsystems, and RLG (now OCLC) perform usability tests and other user research to inform and improve the designs of their products and services.

Dana's colleagues consider her an expert in design for older adults and plain language. (She says she's still learning.) Lately, she has been working on issues related to ballot design and usability and accessibility in voting.

Aaron Gustafson
Founder and Principal Consultant, Easy! Designs, LLC

After getting hooked on the web in 1996 and spending several years pushing pixels and bits for the likes of IBM and Konica Minolta, Aaron Gustafson founded his own web consultancy: Easy! Designs LLC. Aaron is a Group Manager of the Web Standards Project (WaSP) and is a member of the Guild of Accessible Web Designers (GAWDS). He serves as technical editor for A List Apart and has built a small library of writing and editing credits in both the print and web worlds. Aaron has graced the stage at numerous conferences and is frequently called on to provide web standards training in both the public and private sector.

Shawn Henry
Web Accessibility Initiative, World Wide Web Consortium

Shawn Henry leads worldwide education and outreach promoting web accessibility for people with disabilities at the World Wide Web Consortium (W3C). Before joining the W3C Web Accessibility Initiative (WAI), she developed and implemented strategies to optimize user interface design for usability and accessibility with Fortune 500 companies, nonprofit organizations, education providers, and research centers. Shawn focuses her personal passion for accessibility on bringing together the needs of individuals and the goals of organizations in designing human-computer interfaces. Her most recent book, *Just Ask: Integrating Accessibility Throughout Design*, offers an approach for developing products that are more usable for everyone.

Pete LePage

Senior Product Manager, Internet Explorer Team, Microsoft

Pete LePage works on the Internet Explorer team as a Senior Product Manager, helping developers take advantage of the Internet Explorer web platform. Pete has been designing websites since his early days in high school, evolving from overlapping and tags on GeoCities to properly styled CSS, managed hosted websites. Prior to joining the product management team, LePage was a tester on Microsoft's Visual Web Developer where he tested much of the web design experience.

In addition to his career at Microsoft, LePage enjoys travelling and is an avid film photographer; he teaches and studies at the prestigious Photographic Center Northwest in Seattle where he has recently completed his Thesis in Fine Art Photography. LePage keeps a regular blog at http://blogs.msdn.com/petel

Joe Marini

Director, Development Tools Ecosystem Team, 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.

Cameron Moll

Interaction Design Manager, LDS Church

Recognized as one of the web's most balanced designers, Cameron Moll is proficient in functional web design, clean markup, and CSS. Cameron has been involved in the design and redesign of scores of sites, and his influential techniques have found favor in circles across the web.

Cameron's work has been recognized by respected organizations such as National Public Radio, *Communication Arts*, and Veer. He is the author of *Mobile Web Design* and was a contributing writer to *CSS Mastery*. His personal site, CameronMoll.com, delivers design how-to in the form of engaging conversation, on-topic banter, and downloadable artwork source files.

Steve Mulder

Director of Emerging Interactions, Molecular

Steve Mulder helps organizations innovate on customer relationships using social media, social networking, rich interfaces, and emerging digital interactions. He is also the author of *The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web* and a regular speaker at web conferences. With over 14 years of experience in user research, information architecture, interaction design, and usability, Steve practices what he preaches by delivering successful user experiences that drive business results. He has brought his expertise to a wide range of companies, including Adidas, TD Waterhouse, TripAdvisor, HumanaOne, Talbots, PC Connection, 3M, CVS, and Estee Lauder.

Lance Loveday

CEO, Closed Loop Marketing

Lance Loveday is the Founder and CEO of Closed Loop Marketing, an online marketing company dedicated to helping clients understand and maximize the return on their web investments. Drawing on more than 10 years of experience in user psychology, economics, usability testing, and design, Lance works directly with companies like Hewlett-Packard, InsWeb, SalesForce.com, and Quicken Loans to create end-to-end marketing campaigns with measurable ROI. Lance is a regular speaker at industry conferences and produces custom training seminars on the topics of online marketing strategy, increasing online conversion, search engine marketing, usability consulting, online lead generation, information architecture, and ROI analysis (closed loop marketing). With a knack (and a passion) for making online marketing exciting and engaging for novice and expert alike, Lance is the author of *Web Design for ROI* (New Riders, 2007).

Greg Rewis

Group Manager, Web Evangelists, Adobe Systems

With nearly 20 years of computer industry experience, Greg spends up to 200 days of the year on the road, talking with customers, giving product demonstrations at trade shows and seminars, speaking at industry conferences, and leading specialized advanced training sessions featuring Adobe's Web Tools product line.

Dan Rubin
Founder and Principal, Webgraph

Dan Rubin is a highly accomplished user interface designer and usability consultant, with over ten years of experience as a leader in the fields of web standards and usability, specifically focusing on the use of (X)HTML and CSS to streamline development and increase flexibility and accessibility. His passion for all things creative and artistic isn't a solely selfish endeavor either—you'll frequently find him waxing educational about a cappella jazz and barbershop harmony, interface design, usability, web standards, typography, and graphic design in general.

In addition to his contributions to sites including Blogger, the CSS Zen Garden, Yahoo! Small Business, and Microsoft's ASP.net portal, Dan is a contributing author of *Cascading Style Sheets: Separating Content from Presentation* (2nd Edition, friends of ED, 2003), a technical reviewer for *Beginning CSS Web Development* (Apress, 2006) and *The Art & Science of CSS* (SitePoint, 2007), coauthor of *Pro CSS Techniques* (Apress, 2006) and *Web Standards Creativity* (friends of ED, 2007), writes about web standards, design and life in general on his blog, SuperfluousBanter.org, and spends his professional time on a variety of online and offline projects for Sidebar Creative and Black Seagull.

Stephanie Sullivan
Founder/Principal, W3Conversions

Founder and principal of web standards redesign company W3Conversions, Stephanie Sullivan is a Dreamweaver, accessibility, CSS, and XHTML expert, whose services are in demand by top firms across the United States. She's a top gun that companies go to for troubleshooting problems, training their web team, or to work behind-the-scenes transforming their in-house designs into functioning standard-based websites.

She wrote the CSS Layouts included in Dreamweaver CS3, serves as co-lead of the influential Web Standards Project (WaSP) Adobe Task Force and is a partner at Community MX, a site offering over 2,300 tutorials to web developers seeking to increase their skills. Though an admitted workaholic, she escapes from the little people inside her computer to play beach volleyball. Her guilty pleasure? 80's music.

MUCH MORE THAN SESSIONS

Virtual Conference
Continue the experience well after the last session with our "Virtual Conference" Online Community—your Web-based Thunder Lizard resource is 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.

Thunder Lizard Receptions
Web Design World Seattle offers two opportunities for "after hours" fun.

Welcome Reception – Monday, July 20, 5:30 p.m. – 7:00 p.m.
On Monday, July 20, join us for an evening of networking, refreshments and more starting at 5:30 p.m. on the Red Lion's expansive Terrace Garden rooftop patio. Enjoy beverages and food while you network with fellow attendees and conference speakers

MIX(er) Reception, Sponsored by MIX Online – Tuesday, July 21, 6:00 p.m. – 7:30 p.m.
Head over to Seattle's Tap House Grill after the last session on Tuesday, July 21 to meet with attendees, speakers and the MIX Online team for an informal evening of food, beverages and lively discussion.

Birds-of-a-Feather Lunch
Join your peers on Monday, July 20 from 12:30 p.m. – 2:00 p.m. for WDW Seattle's Birds-of-a-Feather (BOF) Lunch. Network with speakers and fellow conference attendees who share your professional interests. Choose a topic table and take part in a lively lunchtime discussion. BOFs give you face-to-face time with others working on the same projects and concepts.

Choose from the following BOF tables planned for Web Design World Seattle:

Educational Institutions (.edu)	Interface Design
Nonprofits (.org)	Usability and Accessibility
E-commerce	Social Networking and Community
Photoshop	User Testing
Dreamweaver	Mobile Design
CSS	Flash
JavaScript and AJAX	

Sponsored by:

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VENUE AND TRAVEL

Explore the Emerald City While Attending WDW Seattle

All Web Design World activities will take place at the Red Lion Hotel on Fifth Avenue, Seattle.

The Red Lion Hotel on Fifth Avenue is steps away from everything you need to see and do in downtown Seattle—fish-throwing at Pike Place Market, the Underground Tour in Pioneer Square, The Space Needle and EMP, the Seattle Art Museum, and shopping and dining options galore! The Red Lion is your perfect downtown Seattle accommodation.

All attendees of Web Design World are invited to stay at the Red Lion Hotel. Enjoy all the comfort and quality you expect, and be conveniently close to all Web Design World activities. Attendees will receive the special room rate of $172 per night (plus applicable taxes) if you book your room before June 29, 2009.

THE RED LION HOTEL
1415 Fifth Avenue
Seattle, WA 98101
Phone: 206-971-8000
Reservations: 1-800-733-5466
www.redlion5thavenue.com

To reserve your room, please register **online** using promotion code: **09071105ME**; or call the hotel directly at 1-800-733-5466 and mention that you are an attendee of Web Design World. Rooms are subject to availability.

GETTING AROUND

Special Airline Discounts
Web Design World attendees qualify for discounts of 5 percent off JetBlue flights from any city to Seattle. Book your flight at jetblue.com/promo and use the promotion code WDW2009.

Shuttle Service, Taxi & Parking
The distance from Seattle-Tacoma International Airport (SEA) to the Red Lion Hotel is 15 miles and will take approximately 20 minutes by taxi or rental car.

Arranging Transportation from the Airport to the Red Lion Hotel
There are many different transportation options in Seattle, including shuttle buses, taxis, and limousine services. If you would like to pre-arrange transportation to the Red Lion Hotel, contact the hotel's Concierge Services at 206-971-8000.

The Downtown Airporter is the least-expensive transportation between the downtown Seattle hotels and the Seattle-Tacoma (SeaTac) International Airport, with prices starting at $11 one way. You will need to exit the Downtown Airporter shuttle at the Seattle Sheraton (6th Avenue and Pike Street), one block from the Red Lion Hotel.

Taxi service to the Red Lion Hotel from the airport costs approximately $35 to $45 one-way.

Parking at the Red Lion Hotel
Self-parking is available at the Red Lion Hotel and prices range from $25 for eight hours to $30 for all day/night parking.

EXPLORE SEATTLE FOR YOURSELF

Seattle is a city where the extraordinary is commonplace and commonplace is anything but. And if you look closely, you just might discover that in Seattle there are amazing things happening all around you.

From a jet engine to an espresso machine to grunge rock, Seattle's world-changing events have all had a distinct sound. But the symphony doesn't end there. Your visit to Seattle may bring you the sound of an orca blowing as it surfaces, the roar of the crowd at Safeco Field or the near silence of the Olympic rainforest. Come to Seattle and hear for yourself.

Find out more about what Seattle has to offer at www.visitseattle.org.

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PASSPORT PACKAGE

Get it all: the three-day WDW Passport:
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Early Bird Price by June 24 • $1,195 • Save $200
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All-access Passport pass includes:
• All WDW Keynotes, breakouts & panel sessions
• Post-conference workshops
• Networking Events
• Welcome Reception
• Breakfast and Lunch
• WDW Attendee proceedings CD with session slides and handouts, sample code, and more

CONFERENCE PACKAGE

Two out of three ain't bad: attend two days of
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Bring three or more of your colleagues and
we'll extend even greater savings to the group.
*Multi-registration discount is as follows:

Standard Conference Group Pricing
Register 3+ colleagues
$800 per person

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$950 per person* = **$445 off** the standard rate

For more details or to register your group
call 800-280-6218 (or 541-346-3537).
*Alumni discounts do not apply to group pricing.

WORKSHOP-ONLY PASS

The deep-dive only: attend Web Design World's
in-depth workshops on July 22, 2009 only.

Early Bird Price by June 24 • $395 • Save $100.
Standard Price $495.

Workshop-only pass includes:
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• WDW workshop proceedings book with session slides and handouts, sample code, and more

PEACHPIT PRESS BOOK OFFER

When you register for Web Design World Seattle,
you'll be entered into a drawing for the chance to win
one of 20 Web Design Learning Library collections—
a set of outstanding books about Web design written
by our speakers and other experts. If you win, you'll
have the pleasure of shoehorning five fantastic titles
into the overhead bin on your flight home. Visit
webdesignworld.com for complete details.

DISCOUNTS FOR FREQUENT LIZARDS & ALUMNI

Been here before? We love our alumni. If you've
attended a Thunder Lizard conference in the past,
we've got another discount for you. Register for the
package of your choice by the Early Bird deadline of
June 3, and we'll take $100 off your package.

CONFERENCE PROCEEDINGS $25

WDW Conference Proceedings Book includes:
Conference agenda, session descriptions, session slides,
and space for taking notes.

Transfers & Cancellation
Your conference registration may be transferred to another person within your organization at any time
by notifying us in writing. If you must cancel, please notify the conference registrar in writing by the
Extended Early Bird deadline: June 24, 2009. You will receive a refund for the package you chose, less a
$250 cancellation fee. Cancellations made after the Early Bird deadline, as well as "no-shows," are liable
for the full registration fee.
In the event that the conference is cancelled by Thunder Lizard Productions, registration fees only will be
refunded. Cancellations of travel reservations and hotel reservations made directly with the hotel are the
responsibility of the attendee.

Payment Options
Spaces cannot be confirmed until payment is received in the form of check, credit card, or money order.