DESIGN FOR CHANGE
It Makes Cents
HELLO. I’M PATRICK.
and I’m @notasausage
CHANGE
DRUM LESSONS
Regency A

CIRCLE JERK
Regency B
WHAT IS CHANGE?
CHANGING THE WORLD IS ABOUT MORE THAN JUST BEING GREEN
“TO MAKE THE FORM, NATURE, CONTENT, FUTURE COURSE, ETC., OF (SOMETHING) DIFFERENT FROM WHAT IT IS OR FROM WHAT IT WOULD BE IF LEFT ALONE”

- dictionary.com
CHANGE
WE CAN BELIEVE IN

Obama’08
www.barackobama.com
THE 50 CENT POPE COIN

CHANGE WE CAN BELIEVE IN
WHY DO WE NEED IT?

Because bad design sucks.
<table>
<thead>
<tr>
<th>Kern this!</th>
<th>Consult a typographer</th>
<th>Comic Sans is illegal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kern this!</td>
<td>Consult a typographer</td>
<td>Comic Sans is illegal</td>
</tr>
<tr>
<td>Kern this!</td>
<td>Turn off hyphenation</td>
<td>Hierarchy required</td>
</tr>
<tr>
<td>Kern this!</td>
<td>Turn off hyphenation</td>
<td>Hierarchy required</td>
</tr>
<tr>
<td>Kern this!</td>
<td>Use a baseline grid</td>
<td>Legible from space</td>
</tr>
<tr>
<td>Kern this!</td>
<td>Do not use faux italic</td>
<td>Microscope required</td>
</tr>
<tr>
<td>Kern this!</td>
<td>Do not use faux bold</td>
<td>Clichéd type effect</td>
</tr>
<tr>
<td>Kern this!</td>
<td>Imitation small caps</td>
<td>Poorly cut typeface</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Please do not use Word Art™</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Warning: skewed typeface</td>
</tr>
<tr>
<td>ILLEGIBLE</td>
<td>ILLEGIBLE</td>
<td>This type has been bastardised</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reduce number of typefaces</td>
</tr>
</tbody>
</table>

Please ensure that these templates are used for legal and legitimate purposes. You are responsible for their use. The Design Police do not condone vandalism or criminal damage.
Follow me on Twitter

BOARDING PASS/FAIL

THE DESIGN OF BOARDING PASSES MAKES ME WANT TO SCRATCH MY EYES OUT.

DELTA
THOMPSON / TYLERN

BOARDING PASS

2 027 7460377622 0

FLIGHT
DL31

DATE
15DEC

CLASS
T

ORIGIN
NYC-KENNEDY

DEPARTS
510P

SEAT
26E

DESTINATION
SEATTLE

ZONE 4

DEPARTURE GATE 29 **SUBJECT TO CHANGE**

This is the actual boarding pass I got from Delta. It's a nightmare. Note all the random alignments and spacing issues.

HELLO THERE.

Thanks for flying Delta. I am sure you are no doubt trying to figure out what the fuck to do with the piece of paper you have in your hand right now. You’re confused, lost, and just want to get on your flight, it’s cool, we don’t really care, and we sure as hell don’t want to make this process easy and enjoyable for you. Instead we hired a small, blind, parakeet to layout your boarding pass, you know, just to keep you guessing. Have fun.
WHY CHANGE?
For our users. And for profit.
THE THING I HATE THE MOST ABOUT ADVERTISING IS THAT IT ATTRACTIONS ALL THE BRIGHT, CREATIVE AND AMBITIOUS YOUNG PEOPLE, LEAVING US MAINLY WITH THE SLOW AND SELF-OBSESSED TO BECOME OUR ARTISTS.

-Banksy
1. PEOPLE ARE LAZY

They just don’t “feel” like it.
**Home page revisions**

- Make the logo bigger
- Tweak the nav so "Customer Center" link fits

Enter a to-do item:

Add photos

Who's responsible?

Anyone

Add this item or I'm done adding items

- Jun 20 Check with web host re: server situation
- Jun 18 Rewrite intro paragraph
- Jun 15 Get legal agreement from lawyers

**Design review v1 TTD** [Private]

- Get client approval for font

Add an item

- Jun 14 Schedule conference call
- Jun 14 Buy stock photos from Getty
- Jun 12 Buy font from T-26
Welcome

Thank you so much for your interest in getting involved! The only way to change our country is through the efforts of people like you registering new voters, organizing your communities, and getting out the vote on Election Day.

Registration deadlines are quickly approaching, so we need everyone to work hard wherever and whenever they can. We have all the information you need to help on your state’s Voter Registration Action Center page, including deadlines, rules and tips on having good voter registration event. Together, we will change old Washington politics and make a promise for a new America.

Thanks again,

[Signature]
“USERS DON’T WANT TO USE YOUR FORM. THEY WANT WHAT’S ON THE OTHER SIDE.”

- Luke Wroblewski
Hunch helps you make decisions and gets smarter the more you use it.

Teach Hunch About You

Where is your home located?

- In the suburbs
- In a rural area
- In a major city

Skip this question
ladies and gentlemen, start your iPhone.
2. PEOPLE HAVE HABITS

And they’re used to them, good or not.
3. PEOPLE ARE WARY

They don’t trust your web form.
“I GET SO IMPRESSED WHEN I CLICK ‘UNSUBSCRIBE’ IN EMAILS AND IT WORKS THAT I ALMOST WANT TO RE-SUBSCRIBE.”

- Fred LeBlanc
   @fredleblanc
DON'T DECEIVE
They WILL find out.
Welcome to BrownBailout.com, the site that asks (and answers) the question:

Why is mega-corporation UPS trying to use its political clout to get a bailout from the U.S. Congress, leaving you to pay the tab?

The Videos

---

UPS Lobbies Congress for Bailout

United Parcel Service – the 100-year-old company that operated for decades as a parcel-delivery monopoly – is quietly seeking a Congressional bailout designed to limit competition for overnight deliveries, leaving Americans with a less reliable next-day delivery network for critical goods like medicines and essential inventory.

This is a bailout, plain and simple, and the American people won’t stand for it.

America Opposes the ‘Brown Bailout’

America agrees: UPS doesn’t need a Brown Bailout, according to a national public opinion poll released today.

- 80% say the federal government has already done enough to bail out companies that can’t manage their businesses
- 75% say the reliability of overnight package delivery – knowing that a package will be delivered, when promised – is extremely or very important to them
Clearleft presents

Silverback

Spontaneous, unobtrusive usability testing software for designers and developers.

- Capture screen activity
- Video the participant’s reactions
- Record the participant’s voice
- Add chapter markers on the fly
- Control recording with the remote
- Export to Quicktime

Download FREE FOR 30 DAYS

Purchase $49.95

10% OF ALL PROFITS GO TO SAVE THE GORILLAS

Silverback requires
Mac OS X (10.4 or 10.5)
How does a business join?

Simple. Just e-mail info@onepercentfortheplanet.org or call 802-496-5408. We’ll put a licensing agreement together for you to sign and return with your membership dues. Upon receiving it, you’ll have access to our 1% FTP member logos for use on your web site, marketing materials and products.

What’s a consumer to do?

As consumers, you can directly support the brands and businesses that have made this commitment.

What else do we need?

Funding. As a nonprofit ourselves, we need financial support to build the movement. Your support for us will leverage greater funding for the causes you care about.

Some more Q&A

Q: Does the money flow through 1% FTP?
A: No. Member donations are made directly to the environmental nonprofit(s) of their choice. 1% FTP does not serve as an intermediary in this process, however we are responsible for certifying that donations are made.

Q: Who decides where the money goes?
A: Ultimately, members decide which recipients get their contribution and how much those groups are given. If members require assistance in choosing, we’re always happy to help.
Modal is a Green Company

We are eco-friendly. By putting away our big, power hungry workstations and replacing them with some of the greenest laptops available today- Apple’s Macbook Pro we have dramatically decreased our burden on the power grid. We also make conscious efforts to identify and work with eco-friendly providers of services like our local printer- ColorCraft.

Additionally, Modal employees have decided to support a local farm by participating in a Community Supported Agriculture (CSA). This effort supports our green initiative but it also helps us lead healthier lifestyles. Read our blog post on supporting local agriculture.

You can be rest assured that when you work with Modal you get a company that is concerned about the environment and the carbon footprint that we leave behind.
4. PEOPLE GET DISTRACTED

Oooh! Something shiny!
We are a creative web design agency

We create unique, stylish and usable designs for the web. We are a Washington, DC based agency comprised of talented and experienced industry consultants.  

Our Most Recent Work

The Washington Post

Mashable

HitFix iPhone App

VentureBeat

What We Do

We create strategy and design solutions for the Web.

We design for best-practices in information design, usability & accessibility across browsers, users and mediums.

We are strong Web Standards advocates who believe that valid and extensible solutions are essential.

From The Sketchbook

Redesigning Earth Day!
When asked to redesign the Earth Day website in support of this global mission, we were thrilled to be a part of the initiative.

View Local Websites on Your iPhone or iPad
Brandon enlightened me with an easy fix that enables your iPhone or iPad to view local web pages

Work With Us

We're excited to hear about your upcoming project, please fill out our request for proposal form and we'll be in touch shortly.

Jen Fults, President
Art Directors Club

Read More

Get In Touch
We are a creative web design agency

Bringing the web together through unique, stylist and usable design. More About Us.
“BE THE CHANGE YOU SEEK IN THE WORLD.”

- Gandhi
CHANGE IS HARD.

Let’s go shopping!
1. CREATE CHANGE AT WORK

Even if you don’t have permission
About the School of Public Health


Upcoming Events and Announcements

New HSPH Website Launched

Open House for Incoming Students
WHAT IS REFRESH?

REFRESH IS A COMMUNITY OF DESIGNERS AND DEVELOPERS WORKING TO REFRESH THE CREATIVE, TECHNICAL, & PROFESSIONAL CULTURE OF NEW MEDIA ENDEAVORS IN THE BOSTON AREA WHILE PROMOTING DESIGN, TECHNOLOGY, USABILITY, AND STANDARDS.

REFRESH NEWS

Thanks to all who came out for last month's 4th Anniversary event, and to Microsoft's NERD Center for hosting us over the last year. We’re looking forward to future events, including this month’s gathering with the always entertaining Jared Spool.

OUR NEXT EVENT

Our June event features local designer and principal owner of Wurkit, Daniel Ritzenthaler, who will present Don't Trust a Wireframe.

What  Don't Trust a Wireframe
When  Monday, June 28th at 6:30PM
Where  Microsoft NERD Center
Who  Daniel Ritzenthaler

REFRESH BOSTON ELSEWHERE

Keep up to date with Refresh Boston and collaborate with other fellow Bostonians through our multiple channels, including:

- Frequent updates from Twitter
- Photos of events on Flickr
- Our event schedule on Upcoming
- Share news, photos, videos & more on Mixx
- Provide speaker feedback with SpeakerRate
- Check us out on Facebook
- View presentation slides on SlideShare

STAY IN THE LOOP

Sign up for our occasional newsletter with news about Refresh meetings and other Boston happenings.

Your name, so we know who you are

Your email address, so we can contact you

Sponsors

The NERD Center is Microsoft's research & innovation campus in Cambridge, and host to many groups & events, including Refresh Boston.

Refresh Boston members can save $150 off the current price of any Voices That Matter conference package by registering with Priority Code WDU3ERG. Register by May 14th for Early Bird pricing!
Do websites need to be experienced exactly the same in every browser?

Nope.
Nope.
How Many People Are In Space Right Now?

All on the ISS

*Goodbye Space Shuttle Atlantis. Thank you for 25 years, 32 missions and 120 Million miles. (NYT)
YES.
2. CHANGE YOUR TOOLS

Make them better for you and others.
HTML5

A vocabulary and associated APIs for HTML and XHTML

Editor's Draft 5 June 2010

Latest Published Version:
http://www.w3.org/TR/html5/

Latest Editor's Draft:
http://dev.w3.org/html5/spec/Overview.html

Previous Versions:
http://www.w3.org/TR/2009/WD-html5-20090825/
http://www.w3.org/TR/2009/WD-html5-20090423/
http://www.w3.org/TR/2009/WD-html5-20090212/
http://www.w3.org/TR/2008/WD-html5-20080610/
http://www.w3.org/TR/2008/WD-html5-20080122/

Editors:
Ian Hickson, Google, Inc.

This specification is available in the following formats: single page HTML, multipage HTML, author edition. This is revision 1.4098.

Copyright © 2010 W3C® (MIT, ERCIM, Keio). All Rights Reserved. W3C liability, trademark and document use rules apply.
The text of this specification is also available in the WHATWG Web Applications 1.0 specification, under a license that permits reuse of the specification text.

Abstract
Welcome to the website for the WebKit Open Source Project!
WebKit is an open source web browser engine. WebKit is also the name of the Mac OS X system framework version of the engine that's used by Safari, Dashboard, Mail, and many other OS X applications. WebKit's HTML and JavaScript code began as a branch of the KHTML and KJS libraries from KDE. This website is also the home of S60's S60 WebKit development.

Getting involved
There are many ways to get involved. You can:
- download the latest nightly build
- install developer tools and then check out and build the source code

Once you have either of these, you can help by:
- reporting bugs you find in the software
- providing reductions to bugs
- submitting patches for review

More info
More information about WebKit can be found on its wiki. You can help here too, by adding information that can help others learn about WebKit. If you have more questions, contact us.

Projects
There are many exciting (new) projects that you can contribute to:
- help us improve Website compatibility
- write documentation
- SVG
- MathML
- CSS
- DOM
IE6 needs YOUR help

These days we are inundated with bloated web browsers that overcomplicate our lives. However, there is one eminent exception: IE6. It has been around since 2001 and is still one of the most powerful and versatile browsers available.

This is why we want to achieve the following:

- Get everyone to use IE6
- Get IE6 ported to more platforms
- Get the W3C standard changed to fit IE6

SaveIE6.com was put together as an April Fool’s joke by the uptime monitoring service Pingdom. Due to the tremendous interest it has received we have decided to keep this site up and running. Thanks everyone for the great feedback and for enjoying the irony!

1,776 visitors have signed the petition to save IE6, help us!

Sign petition

About

IE6 has been the victim of false and misleading accusations all over the web, such as complaints about its compatibility with web standards. This is simply the confused ramblings of a vocal minority. After all, how can IE6 be violating standards when it has essentially BEEN the standard for years?

The SaveIE6 campaign is all about showing the world the benefits of using the web browser IE6. There are currently too many browsers with too many unnecessary features. They are hard to use and render web sites badly and inconsistently. Contrast this with IE6's proven technology and well-documented behavior.

Please support the SaveIE6 campaign and help make the internet a better place!

Toby Tablerow, SaveIE6 founder

"Without IE6, a 40 hour web design project might only be a 30 hour web design project. Please don't put me out of work in this economy."

Joel Davis, Yellow Button
3. MAKE CHANGE ON THE SIDE

*Personal projects are more personal.*
What if 300,000 people did the same act of kindness in a day?

Unite individual acts of kindness into a significant movement.

DoGood

365 collective acts of kindness
We may not be able to find the page, but perhaps you could help find one of these missing children:

**Catalina Serna**, Age: 1 from **HENDERSONVILLE, NC**
Contact: Henderson County Sheriff’s Office (North Carolina) at 1-828-697-4911

**Kyron Horman**, Age: 7 from **PORTLAND, OR**
Contact: Multnomah County Sheriff’s Office (Oregon) at 1-503-823-3333

**Mixarai Zumaya**, Age: 16 from **CHANDLER, AZ**
Contact: Chandler Police Department (Arizona) at 1-408-782-4130

**Rebecca Tribble**, Age: 4 from **PEMBROKE PINES, FL**
Contact: Pembroke Pines Police Department (Florida) at 1-954-438-4357

**Karen Anastacio**, Age: 13 from **AUSTIN, TX**
Contact: Austin Police Department (Texas) at 1-512-974-5000

**Jozlynn Martinez**, Age: 2 from **GRAND RAPIDS, MI**
Contact: Grand Rapids Police Department (Michigan) at 1-616-456-3400

**Jahir Martinez**, Age: 7 from **SARASOTA, FL**
Contact: Sarasota Police Department (Florida) at 1-941-366-8000

**Isabella Miller-jenkins**, Age: 8 from **BEDFORD, VA**
Contact: Bedford County Sheriff’s Office (Virginia) at 1-540-586-7827
Please enter this missing child's name and the security code to continue.

Code: 
Name: 

Go
4. CHANGE THE WORLD

One person at a time.
STOP DESTROYING OUR PLANET.
IT'S WHERE I KEEP ALL MY STUFF.
What We're All About

Ideas, products and best practices for creating environmentally and socially responsible events from ‘dinner for three’ to an olympic jamboree, and everything in between. Green your party with our awesome (free) resources and premium sustainable products. And join the list, because this party is just getting started!

What We're Saying via Twitter

congrats 2 @Makerbot & @Aviary. You awesome inspirational co’s & folks shall rock DIY revolution in Vegas @CES 2010! http://bit.ly/11cGVk

6 days ago

What People are Saying

Everytime we have a company meeting or function it feels good to know that our our plates, cups, forks, knives and spoons will biodegrade instead of becoming toxic landfill.

Miranda M.
Bloomcard™

I am a card made from recycled junk mail then laden with wildflower & perennial seeds. When you're done with me, cover me in soil, water me and watch me grow!

This Bloomcard is proudly brought to you by ecoCARD™
CONTXTS ENABLES PROFESSIONALS TO SHARE THEIR CONTACT INFORMATION AND MORE VIA SMS

FEATURES

Contxts is so much more than a professional social network. It's a way to make meaningful connections while out and about. Business cards are so 2007. What with the environment in shambles do you really want to be that guy who is handing out chopped up pieces of bleached trees? We here at Contxts.com think that our site will solve this problem and more. By using SMS, built into every mobile phone, you can easily and rapidly distribute your credentials.

- Exchange all of your professional information with a single text message
- Keep all of your professional contacts organized in one place
- It's eco-friendly (txt messages don't kill polar bears)
- Rid yourself of "old school" business cards
- Link with other professionals
text “notasausage” to 50500

Contxts is so much more than a professional social network. It's a way to make meaningful connections while out and about. Business cards are so 2007. What with the environment in shambles do you really want to be that guy who is handing out chopped up pieces of bleached trees? We here at Contxts.com think that our site will solve this problem and more. By using SMS, built into every mobile phone, you can easily and rapidly distribute your credentials.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patrick Bateman</td>
<td>Vice President</td>
<td>212 555 6342</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pierce &amp; Pierce</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mergers and Acquisitions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>358 Exchange Place, New York NY 10099</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fax 212 555 6390, Telex 10 4534</td>
</tr>
</tbody>
</table>
Green Web Hosting

Connect with your peers and customers! Join our network of green business entrepreneurs. Host your website at a socially responsible, green web hosting company.

- Servers are located in a green data center and we offset 100% of our energy usage with Certified Wind Power.
- One of the only green hosts to offer High Availability Failover Hosting.
- Also included (for free) – access to our library of sustainable and green marketing articles.

Do you know you can save big on web design and hosting services by utilizing free software? Find out about these easy-to-use systems that get it done.

Our web hosting systems save you time:

Our websites are based on open source online publishing systems, award-winning, free software that enables easy-to-set-up blogs, interactive, online communities and rapid development. You can install this software with the point-and-click installer, which is included with all accounts. The system’s features can include:

- Professionally-designed templates
- Blogging systems
- Online WYSIWYG editing of articles
- Shopping carts and product pages
Energy saving mode
Move your mouse to go back to the page.
<SCRIPT LANGUAGE="JAVASCRIPT" TYPE="TEXT/JAVASCRIPT"
SRC="HTTP://WWW.ONLINELEAF.COM/SAVETHEENVIRONMENT.JS"></SCRIPT>
Sustainable printing using the Ecofont software

The green font with holes

During printing Ecofont 'shoots' holes into the letters that you have typed! That is fascinating in itself, and all the more so when you realise that this has no effect on legibility.

But it only really becomes interesting when we tell you that it generally enables you to save up to 25% of ink or toner. Both your wallet and the environment will be grateful to you, because ink and toner are a particularly heavy burden on both.

You work with your customary font and print using its ink-saving Eco variant with a single press of the button. The Ecofont software is very easy to install and use.

You print sustainably with Ecofont and the software is suitable for both private and business use. Ecofont can play a central role in your CSR policy.

» Read why Ecofont is even more economical than Century Gothic

Ecofont Winner European Environmental Design Award 2010
OUR USERS

Are lazy, so make it easy.
Have habits, so take advantage.
Are wary, so earn their trust.
Get distracted, so keep them focused.
MAKE A CHANGE

Create change at work, even if it isn’t approved.
Help change the tools you use.
Use side projects to do good.
Be a “green” designer.
THANK YOU.

Patrick Haney
Designer/Developer at Hanerino
@notasausage
http://hanerino.com
QUESTIONS?
CHANGE THIS PRESENTATION

Give your feedback, and make it better
http://spkr8.com/t/3332