How will you use the power of the web?
solana crawford
founder, chief design officer
designers?
designers?
developers?
designers?
developers?
biz decision makers?
design = communication
almost every website is selling something
click-moment
the variable states of user action
know
know
goals
know
goals
audience
know
goals
audience
product / service
know
goals
audience
product / service
know them
pre click-moment
users get there
users get there by chance
users get there
by chance
by choice
powerful tools
layout position hierarchies
layout position hierarchies
fonts
layout position hierarchies
fonts
size
layout position hierarchies
fonts
size
shapes
layout position hierarchies
fonts
size
shapes
imagery
layout position hierarchies
fonts
size
shapes
imagery
movement / lines
layout position hierarchies
fonts
size
shapes
imagery
movement / lines
content
contrast
read this read this read this read this
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colour
colour

COLOUR
colour associations
elegance, wisdom, balance, neutrality, formality, dullness, pollution, urban sprawl
THEALIST.org
Changing the world...
One party at a time.

PHOTO GALLERY

CALENDAR
04/11 The 6th Annual Monte Carlo Night
04/18 BLISS - Bay Club Marin's 5th Anniversary Party
05/17 Croquet Invitational & Charity Auction

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light, air, innocence, purity, cleanliness, peace, simplicity, winter, surrender, hope

death (eastern cultures)
Your challenges are unique. So are our furniture solutions.
modernity, power, sophistication, elegance, style, wealth, mystery, fear, sadness

death (western cultures)
YOU CAN DO A WHOLE LOT WITH 35,000 PIXELS AND AN AUDIENCE OF MILLIONS OF CREATIVE PROFESSIONALS.

Who said banners had to be ugly? Based on the 16:9 aspect ratio, our new 250×140 ad unit gives your campaign all the space you need to make a beautiful impression. View Sample Ad.

The Vantageous Advertising Network targets an audience of professionals in design, and related creative industries.

REACHING TRENDSETTERS

Our audience is made up of young creative professionals with spending power; early adopters of both technology and fashion. Often referred to as the "creative class", they were the first to show up in jeans and t-shirts because they could. In their industry, they are where the rubber meets the road, where ideas are brought to life. Our ad network was built to connect this special audience through sites they know and trust.

DETAILS AND PRICING INFORMATION

Our network consists of 6 top daily destinations for working designers including Newsstand / QMN, K10K, Pixelsurgeon, Lounge 72, Surfstation, and Fecal Face.

Advertisers that have seen the value of our network include: Nike, MTV, Adobe, DC Shoes, Diesel, Rockstar Games, Red Bull, American Apparel, and Absolut Vodka

If you have any questions, or would like to reserve space please contact us at (310) 209-8969, or Email us.
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Learn more
passion, energy, love, sex, speed, heat, fire, leadership, power, aggression, danger, stop wealth (china), devil (western cultures)
Harvest Tour with Lionheart Wines @ Crushpad

by Wine on Oct. 16th, 2006

Last Tuesday my friend and day job manager, Walter and I had the privilege of a private harvest tour of a bustling Crushpad, courtesy of John Grove, owner and winemaker for the upstart Lionheart Wines. Leon and I have maintained a continued correspondence since my first tour and our subsequent wine testing at Pismo this past summer. He was gracious enough to extend an invitation for a harvest tour back in September, but I was swamped with other activities and it wasn’t until this latest surge in fruit that I was able to partake of his kind offer.

Walter and I finished our lab work and then headed out that evening towards the Dogpatch in SF and our meetup with Leon. We found him arms deep in a 1 ton fermenter of Tropp working through the 9am punchdowns. He greeted us with a sort of apologetic and newly sanitized air: flat bump and suggested that we cruise around and take our time while he finished the hour’s activities. After panning the hundreds of bottles of wines that have been viuted-on-site, we happened run into a former co-worker of mine that has since taken the leap and changed careers into winemaking Chris Nelson. He and I used to damage lab equipment, TOP’s and opposing pitchers in the nights. Both San Francisco Bocci Softball Leagues, while developing small molecule drugs for cancer indications at the original kinase inhibitor biotech company. 

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peace, unity, friendliness, loyalty, wisdom, strength, calmness, cleanliness, sadness, coldness, skies, water, technology
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It's free and anyone can join

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Your Email: 
New Password: 
I am: Select Sex: 
Birthday: Month: Day: Year: 

Why do I need to provide this?

Sign Up

By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy.
Solana is preparing her presentation for Web 2.0 in Berlin.

What are you doing right now?

Mario Chaves And the rain just keeps on coming...
7 minutes ago

Adri Tripoli LINDO DÍA para festejar el día de la Madre.
2 hours ago

Céline Lacombe is blogging on Kelzav.
10 hours ago

Tobin Poppenberg is listening to pandora.com radio, and formatting tons of new photos to be posted on tobinphotography.com!
16 hours ago

James Tucker is looking for singers.
19 hours ago

Mary Steben is christmas music and halloween care packages.
19 hours ago

Gabriela Vergara Castellini Llueve.... llueve... mucha lluvia...
20 hours ago

Roland Deal is at Cer Air in SF w/ addison watching the kids utterly defying gravity.
22 hours ago
life, nature, environment, fertility, growth, health, youth, inexperience, hope, balance, harmony, go, good luck, generosity, envy, coldness
The Green Collar Economy
How One Solution Can Fix Our Two Biggest Problems

Our country is facing serious times. Fires, floods, foreclosures and now a massive Wall Street financial bailout are the latest signs that we are caught in twin crises: economic downturn and environmental devastation.

Green For All founder, Van Jones has written a new book that proposes elegant solutions for our economic and environmental crises.

Respected leaders like Al Gore, Nancy Pelosi, Tom Daschle and Tom Friedman have praised it. Please help us use it to create a much-needed national discussion about the best solution to our two biggest problems.

As Al Gore says, "Van Jones demonstrates conclusively that the best solutions for the survivability of our planet are also the best solutions for everyday Americans."

Order The Green Collar Economy:

amazon.com  HarperCollins
Barnes & Noble  Borders

Why Green For All?
Green For All is dedicated to building an inclusive green economy strong enough to lift people out of poverty.

Fires, floods and foreclosures are the latest signs that we are caught in twin crises: economic downturn and environmental devastation. But a shift to green economic development — creating millions of jobs in the emerging “clean and green” economy — can lead the entire country to a safer, healthier future.

Such a shift would create countless new opportunities. Low-income communities and communities of color have borne the brunt of the failures of the poisonous, old, “grey” economy. We want to remedy that — and make sure they get equal access to the opportunity inherent in the new green one.

If we do this right, we could save the country from its own shortcomings and help it fulfill its long-awaited promise.

This is why we are here. We want you to join us.

Green For All.

Read our mission statement.

FEATURED STORIES FROM GREENFORALL.ORG
MISSION

Green for All has a simple but ambitious mission: to help build a green economy strong enough to lift people out of poverty.

By advocating for a national commitment to job training, employment and entrepreneurial opportunities in the emerging green economy - especially for people from disadvantaged communities - we fight both poverty and pollution at the same time. We are committed to securing one billion dollars by 2012 to create “green pathways out of poverty” for 250,000 people in the United States, by greatly expanding federal government and private sector commitments to “green-collar” jobs.

STRATEGIC PARTNERS
- Ella Baker Center
- 1 Sky
- Color of Change
- Apollo Alliance
- Center for American Progress
- Workforce Alliance

TOP NEWS

Green For All launches at the Clinton Global Initiative

Green For All, an important new campaign focused on bringing “green collar” jobs to urban areas, launched today at the Clinton Global Initiative in New York, NY. The group, created by Van Jones, co-founder of the Ella Baker Center for Human Rights, seeks to capitalize on the exploding green economy while ensuring that the coming green economic wave lifts all boats.

“It’s time the African American community had a part in the discussion on climate change,” said Jones. “We’re not going to solve global warming just with expensive consumer choices like buying hybrid cars and shopping for organic food. People need to realize that you don’t have to be white or wealthy to benefit from going green.”

The Green For All campaign is a bold effort to harness the growing power of the green economic revolution to the war on poverty. By securing job training for 250,000 workers from urban communities for the emerging green job market, the program will provide new avenues of opportunity for those who have traditionally been left behind by the nation’s economic growth. It will also give the crusade against global warming a broader social base, extending the green revolution to the neglected streets of cities like Oakland, Detroit, Baltimore and New Orleans.

TOP EVENT

“The Dream...Reborn”

Join us in Memphis, TN the weekend of April 4 – 6, 2008 for the 40th Anniversary of Dr. Martin Luther King, Jr.’s assassination. We’ll not only celebrate his extraordinary life, but also present positive solutions from today’s generation of visionary leaders. Special emphasis will be placed on ecological solutions that can heal the Earth while bringing jobs, justice, wealth and health to vulnerable people.

Event details
sunlight, summer, joy, earth, optimism, intelligence, wealth (gold), hope, sociability, friendship, hazards, dishonesty, deceit

mourning (egypt), courage (japan)
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envy, sensuality, bisexuality, wealth, royalty, pride, mystery, spirituality, creativity, wisdom, arrogance, exaggeration, confusion
happiness, energy, balance, heat, fire, enthusiasm, playfulness, aggression, arrogance, overemotion, warning, danger, autumn, desire
spring, gratitude, appreciation, admiration, joy, sympathy, femininity, health, love, sex, marriage
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Options Trades
$4.50/trade + 50¢/contract

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Next month.
Every month.

Open an Account
Learn more

10 free trades every month with $2,500. Only $4.50/trade otherwise. Options involve risk and are not suitable for all investors. Zecco Trading, Inc. Member FINRA/SIPC.
apple macbook pro core 2 duo

Results 1 - 10 of about 1,070,000 for apple macbook pro core 2 duo

Apple's New MacBook Pro
More powerful and durable, thinner than ever. Get fast, free shipping.
Apple MacBook Pro Core 2 Duo 2.5 GHz

Core 2 Duo 2.5 GHz - RAM 2 GB - HDD 250 GB - DVD±RW (±R DL) - GF 8600M GT - Gigabit Ethernet, Bluetooth 2.1 EDR - WLAN : 802.11 a/b/g/n (draft), Bluetooth 2.1 EDR - MacOS X 10.5 - 15.4" Widescreen TFT 1440 x 900 (WXGA+)

Product Description: Apple MacBook Pro Core 2 Duo 2.5 GHz - 15.4" TFT

Dimensions (WxDxH): 14.1 in x 9.6 in x 1 in

Weight: 5.5 lbs

System Type: Notebook

Built-in Devices: Stereo speakers, wireless LAN antenna, Bluetooth antenna

Processor: Intel Core 2 Duo 2.5 GHz (Dual-Core)

Cache Memory: 6 MB - L2 cache

RAM: 2 GB (installed) / 4 GB (max) - DDR II SDRAM - 667 MHz - PC2-5300 (2 x 1 GB)

Hard Drive: 250 GB - Serial ATA-150 - 5400 rpm

Optical Storage: DVD±RW (±R DL) - Integrated

Display: 15.4" TFT 1440 x 900 (WXGA+)

Graphics Controller: NVIDIA GeForce 8600M GT - 512 MB

Audio Output: Sound card

Networking: Network adapter - Ethernet, Fast Ethernet, Gigabit Ethernet, IEEE 802.11b, IEEE 802.11a, IEEE 802.11g, IEEE 802.11n (draft), Bluetooth 2.1 EDR

Notebook Camera: Integrated

Input Device: Trackpad, backlit keyboard

Power: AC 120/230 V (50/60 Hz)

Battery: Lithium polymer

Run Time (Up To): 5 hour(s)

Operating System: MacOS X 10.5

Manufacturer Warranty: 1 year warranty

Our Price: $2,189.00

Product Code: MB134LL/A

Extended Warranty

GE EXTENDED 3 YEAR ON SITE

Our Price: $229.00

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Calculate Shipping

Email to friend
during click moment
keep users engaged
the click-moment
the user shift
don’t disappoint the user
consistency
through the variable states of user action
post click moment
Iraq: The True Faces of Crisis

In Iraq, 60,000 people flee violence every month, mostly to neighboring Jordan and Syria.

Women, men, and their young children – fearing deportation - are living in hiding. They desperately need food, medicine, education, jobs and a safe place to live.

The IRC is on the ground providing lifesaving relief. You can help.

For each person who signs the IRC Iraq Emergency Pledge, $1 will be donated to provide lifesaving aid to Iraqis in need by one of our supporters.

Help us reach our 60,000-signature goal.
Thank you for signing our Iraq Emergency Pledge and helping donate $1 in additional support to provide lifesaving services to vulnerable Iraqis who have fled violence of war.

Here are two more things you can do to help us reach our 60,000 signature goal:

Tell your friends and family about our Iraq Emergency Pledge

Post this badge on your blog, social networking pages or website

Copy and paste this HTML to embed in your website:

```html
<a href="http://eff.org/bloggers"><img src="http://eff.org/bloggers/badges/bloggers-legal-148x120px.png" alt="Bloggers’ Rights at EFF" width="148" height="120" border="0"></a>
```
what makes the user take action?
what makes the user take action?
choice
what makes the user take action?

choice

trust
risk vs. accomplishment
love your audience
love your audience
love what you are selling/promoting
love your audience
love what you are selling/promoting
design for that
stand out!
the click-moment
the click-moment
user action
the click-moment
user action
business
the click-moment
user action
business
design
web 2.0 works
thank you
¿?