

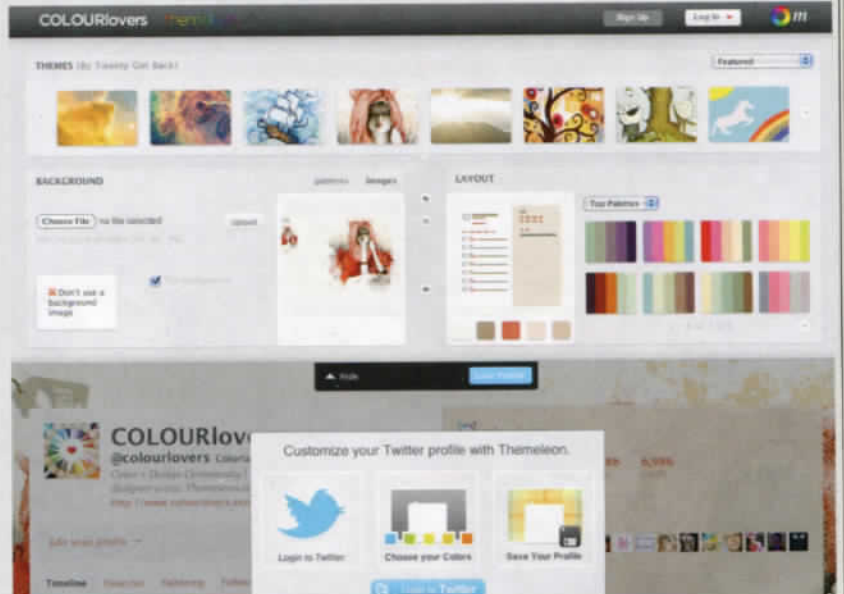
# /showcase

This month's selection of sublime design and creative opinion



(above) **Profile/LBi London** p72 Laura Jordan Bambach – "We run a lot of our projects agile, so we can rapidly respond to change"

(below) **Focus\_on/Web copywriting** p75 Matthew Smith – "Content on the web will be read differently than in print"



(above) **Gallery/JavaScript** p68 Remy Sharp – "Themeleon enables you to create a custom style for your Twitter background"



(left) **Gallery/HTML5** p67 Jeremy Frank – "HTML5 lays a solid foundation for potentially expanding the capabilities of the site"

## This month >

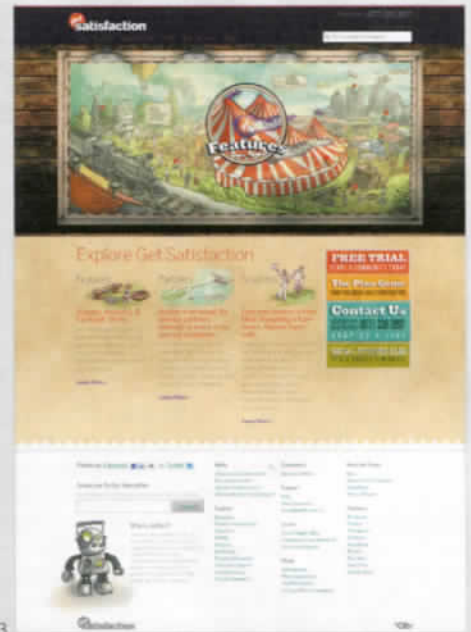
- 64 **Gallery**  
The best new websites in the following categories: CSS, HTML5, JavaScript, plug-ins, CMS and mobile
- 71 **Opinion/Emotion in design**  
Our creations need to be more human, says **Aarron Walter**, lead user experience designer at MailChimp
- 72 **Profile/LBi London**  
It's one of the UK's top agencies with a client list to die for. Tom May chats to **Laura Jordan Bambach** and **Simon Gill** to find out what makes it tick
- 75 **Focus\_on/Web copywriting**  
If you're designing without well-crafted content you're missing half the influence and power of your work, says **Matthew Smith**



(above) **Opinion/Emotion in design** p71 **Aarron Walter** – "Examples of emotional design abound"

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# /gallery/HTML5 Rich Clark



WTF is Rumpetroll?



Photo by Wahinger, French, Wikisource Commons

**Rumpetroll [rumpət'rɔl]**  
Norwegian for "tadpole". Having said that, the literal translation is "ass troll". Yes, seriously.

<http://no.wikipedia.org/wiki/Rumpetroll>  
<http://en.wikipedia.org/wiki/Tadpole>

## Rumpetroll

(1-2) "It started as a joke," explains interactive art director Hugo Ahlberg ([hugoahlberg.com](http://hugoahlberg.com)). "I'm Swedish and I always loved the word 'rumpetroll', which is Norwegian for tadpole." So he registered the domain, then teamed up with Daniel Mahal, Hans Peikemo and Simen Brekken to experiment. The result ([rumpetroll.com](http://rumpetroll.com)) is a combination of HTML5 canvas, WebSockets, JavaScript and CSS3 to produce an interactive chatroom application full of swimming tadpoles. "The app uses WebSockets to keep the connection between browser and server alive at all times," explains Ahlberg. "This makes it really fast. One tadpole sends at most five updates per second to the server, which in turn broadcasts it to every other tadpole." The 'pond' is created using the <canvas> element and associated 2D API.

The main challenge for the team has been keeping the server up and running, so the code had to be rewritten to cater for a large user base, for which they ended up using EventMachine. If you feel like getting involved, the code is available on Github ([github.com/danielmahal/Rumpetroll](https://github.com/danielmahal/Rumpetroll)) and the authors are actively encouraging contributions.

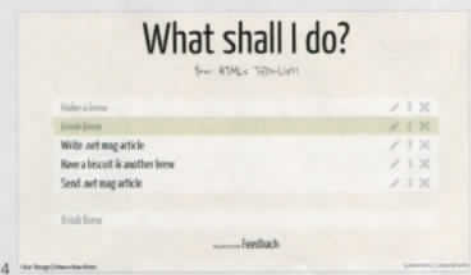
## Get Satisfaction

(3) Get Satisfaction is a tool that helps you build and manage communities online. Its marketing site has been redesigned and developed by andCulture ([andculture.com](http://andculture.com)), which made the decision to use HTML5. Web technologist Jeremy Frank explains that andCulture chose HTML5 "primarily to lay a solid foundation for potentially expanding the capabilities of the site in the future". The site uses new elements such as <header>, <section>, <footer> and <aside> while making use of Remy Sharp's shiv to allow these to be styled for IE.

The logos within the 'Wheel of Satisfaction' on the site's homepage have been created using SVG (Scalable Vector Graphics). SVG isn't part of the HTML5 specification; however, you can now place SVG inline with HTML5. Frank explains that they utilised the Raphaël JavaScript Library ([raphaeljs.com](http://dmitrybaranovskiy.github.io/raphael)) for the rotation and that "Raphaël embeds an image into an SVG canvas (VML for IE), which is essentially a DOM object that can be manipulated with JavaScript".

## What Shall I Do?

(4) Digital to-do list application What Shall I do? was built by German student Daniel Rauber in his spare time. The front end of the site ([todo.blackfruit.de](http://todo.blackfruit.de)) is built using new HTML5 elements such as <header>, <hgroup> and <footer>. Daniel then used the localStorage API to "save your data into your browser" and make sure your to-do list remains when you return to the site. With a keen interest in the development of the web, Daniel believes that "HTML5 with all its features is a great way to make the web more interactive and usable". Adding support for IE is on Daniel's to-do list along with incorporating the Drag and Drop API. We look forward to seeing the updated version.



**"HTML5 is a great way to make the web more interactive and usable"**

Daniel Rauber