

Pro HTML5 Performance



Jay Bryant
Mike Jones

Apress®

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Foreword

I've written thousands of pages of technical documentation. For all that, I've never written anything I think is more important than this book. Mike and I have described a paradigm of web development that has the potential to revolutionize the profession. As we say repeatedly throughout the book, if all web developers were to adopt the methodology we describe, they would get more done in less time. If even a significant portion of web developers adopted it, together we and they could accelerate the creation of content across the entire World Wide Web. A lot of content still hasn't hit the Web, and a lot of applications haven't even been imagined because the data to drive them aren't there yet. If we web developers can just speed up the process of getting content onto the Web, we can speed up the creation of life-changing applications for people all over the world.

Mike and I don't claim that the methodology we present is new. In fact, we give the source where Mike first found the idea. Also, we suspect that it's been independently discovered a number of times. However, until now, no one has documented it with explicit examples accompanying it. We wanted to change that—and I think we've done so successfully. Again, we hope to see wide adoption of the paradigm, less to sell books (writing a book doesn't pay all that well, in fact) than to empower our fellow web developers and thereby ultimately make things better for people who visit web sites—in other words, everyone. Is it arrogant to think we could have that kind of impact? You be the judge. *We* felt we ought to try.

Jay Bryant

About the Authors



■ **Jay Bryant** occupies a space between two distinct fields: writing and programming. For more than two decades, he has been trying to help software developers better their game in writing for General Electric, Motorola, Dell, and other companies and programming for the New York Times Group and MorningStar, among other firms, as well as for various state agencies. If you're curious about his career, look him up on LinkedIn.



■ **Michael Garrett Jones** has over 15 years of web development experience. He has worked in leadership development positions for Microsoft, Dell, Johnson & Johnson, Citi, and other companies. Michael has created distinctive patterns to implement high-performing, intuitive front-end APIs, and he's done work that's upheld design intentions to pixel perfection across an e-commerce site second only to Amazon.

During his freelance career, Michael's created over 60 sites. His work ranges from logo creation through company branding to a fully realized web presence.

Having a graphic design background, Michael was reluctant to tailor his output to fit the clunky layout options available in the early web days. Spending professional and personal time learning how the Web works has allowed him to be uncompromising in implementing his design aspirations.

With an out-of-the-ordinary perspective that comes from having been on both sides of the web development world of design and coding, Michael's been able to develop very efficient patterns, patterns that offer visitors and developers alike a great experience.

About the Technical Reviewer



■ **Jeff Johnson** has been working on the web for more than a decade and currently heads Studio and a Half, a web design company based in Midland, TX. He holds a B.S. in Computer Science from the University of Texas of the Permian Basin and can recite the script of the first *Back to the Future* movie in its entirety.

Jeff, who launched his first computer-related business while still in high school, calls technology and entrepreneurship his truest loves—after his employee-wife, Veronica, of course. When not crafting code, Jeff can be found mentoring high school boys who share his affinity for *Stargate* and his aversion to sports. The highlight of his year is spending several weeks in Russia, where he works with teenaged orphans at a summer camp.

Acknowledgments

We thank the members of the UIF Team for their expertise, from which we learned so much, and for their trust and support in implementing our unusual patterns. From the leadership down, all the team members really worked at getting along with us and with each other; together they acted as one to meet the many interesting challenges we threw at them.

The following people on the UIF team should be singled out for special thanks:

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Won Lee
Matt Hinze
Jason Cavaliere
Raj Kaimal

Finally, of the folks at Dell, we especially thank Thom Phipps, who led the team that created the underpinnings of the UIF.

On the book side, we thank Jeff Johnson, our technical reviewer. In addition to doing the testing to ensure that our assertions were correct, Jeff had a number of good ideas that we incorporated into the book. Ewan Buckingham, our Development Editor, also deserves a shout-out for steering us clear of several minefields and for pointing out how to fix the train wreck that was the first draft of one particular chapter. Finally, we thank Mark Powers, our Coordinating Editor, for all his help with managing the huge number of document files and image files that go back and forth between all the players and through several versions before a book emerges at the end of the process. All of them are thorough, pleasant, and professional people, and we appreciate their work.