# Web Designers Code of Conduct

Guiding Principles for a Professional Web Designer & Developer

> "Every man must have a code."
> *- Omar Little (The Wire)*

## We write our own code.

There are many drag-and-drop website makers, visual WYSIWYG editors, and PSD to HTML website generators on the market, but they all have one thing in common: they create bloated, ugly, hard to maintain, and invalid code. By writing code yourself, you can create succinct and elegant solutions tailored for the problem at hand; code that you can be proud to call your own.

## We write as little code as possible.

Less code means fewer bugs. More code means there is more work for the processor to do, which makes it slower. As a professional web designer, part of your job is to find the fastest, cleanest, and most efficient way to accomplish something. Often this means finding ways to reduce or remove unnecessary code without sacrificing clarity or usability.

## We design for speed and efficiency.

You can design the most beautiful whiz-bang website in the world but the fact is that visitors will not put up with waiting for large images to load. Fast load times are the first step to a great user experience!

## We know that simple solutions work best.

It's been proven time and time again that people like simple, intuitive solutions to a problem. Multi-tiered, animated, spinning navigations systems may wow your audience at first, but they will quickly become tedious. Take pride in finding a simple way of doing something. Innovate with simplicity, not complexity.

## We separate content from presentation.

We mark up content using HTML and we present it in style using CSS. Mixing presentation into your markup creates bloated and hard to maintain code, and also forces you to write more code than is necessary.

## We adhere to the W3C web standards.

The industrial revolution brought the world the concept of interchangeable parts, greatly improving maintainability of equipment and machines. Along with that came standards to help improve this practice. In the past few years, browser vendors began to apply this concept to promote consistency in development using the World Wide Web Consortium's (W3C) HTML, CSS, and JavaScript specifications as a rule book. Now that all major browser vendors are starting to play along, we're starting to see the effects of standardization as the web becomes more modular and portable.

## We rigorously indent our code.

As a codebase grows it inevitably becomes harder to maintain. It can be easy to lose track of open HTML elements or code blocks in CSS or JavaScript. By maintaining and implementing consistent rules of indentation, we can reduce these types of errors and keep our code as readable as possible.

## We verify our solutions.

We find ways to confirm that our solutions work as intended. This might involve manual visual inspection in various platforms and browser combinations to make sure our HTML and CSS renders the way we think it does, or by using automated testing tools. We don't send our work into the world without confirming that it does what we say it does.

## We learn, experiment, and play – constantly.

The web is changing. Quickly. Accepting this fact is only the start in becoming a professional web designer, we also need to be proactive in our approach to learning, experimentation, and play. Only through these methods can we hope to be as progressive as the web itself is. When it comes to the web, progression is the status quo, if we fall behind we find that it's quick and easy to become irrelevant.