

Why Django?

IDAN GAZIT

a web developer at pixane.com

hosted by TIKAL



I COME FROM AMERICA
my Hebrew is not perfect

pixanedeign
pxd

WHY FRAMEWORKS?

ONCE UPON A TIME...

HTML

JavaScript

ONCE UPON A TIME...

HTML

JavaScript

CSS

PHP

WEB DEVELOPMENT

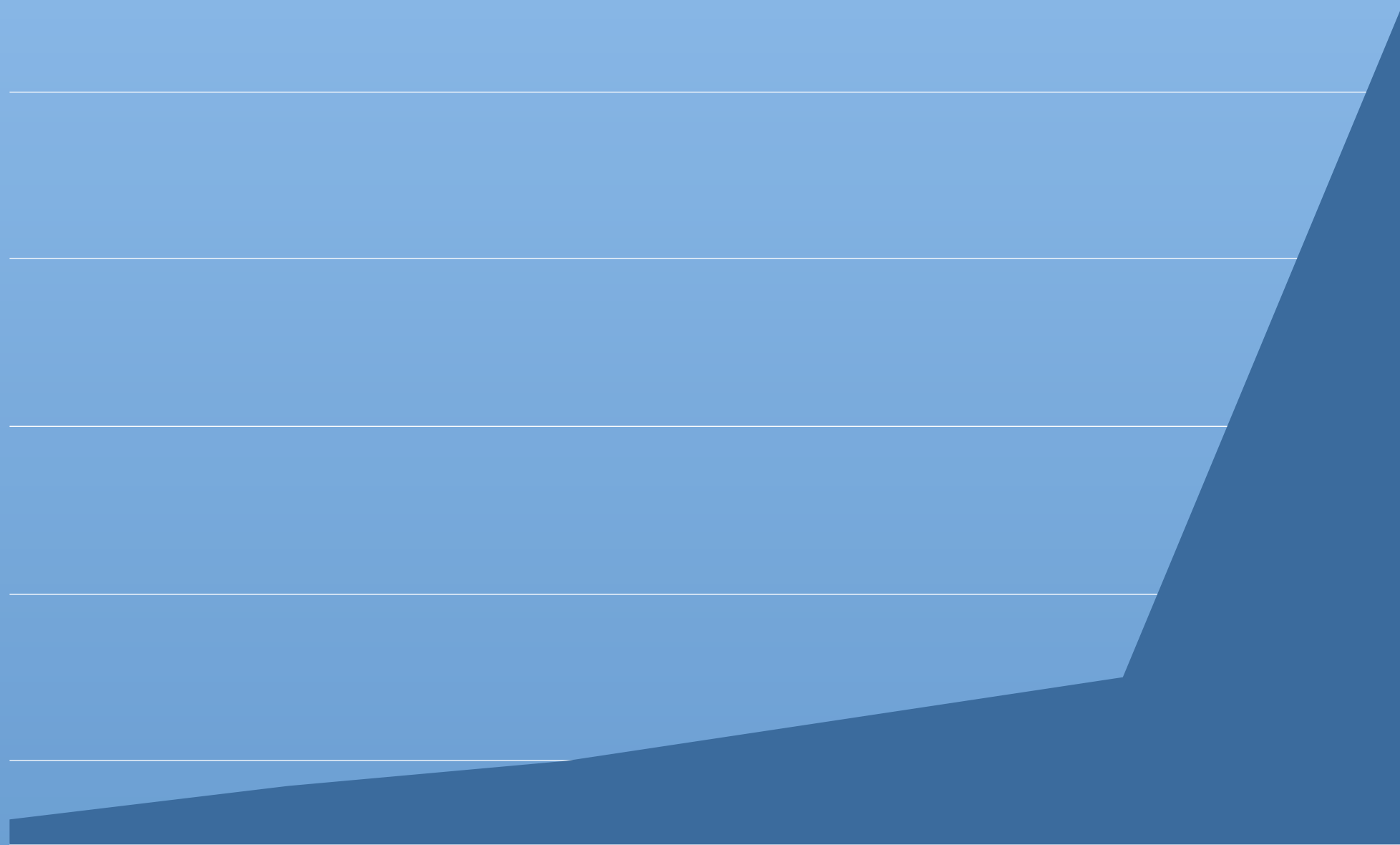
HTML
JavaScript
CSS
Caching
Testing
Deployment

Security
Monitoring
API
Search
SEO
Task Queues

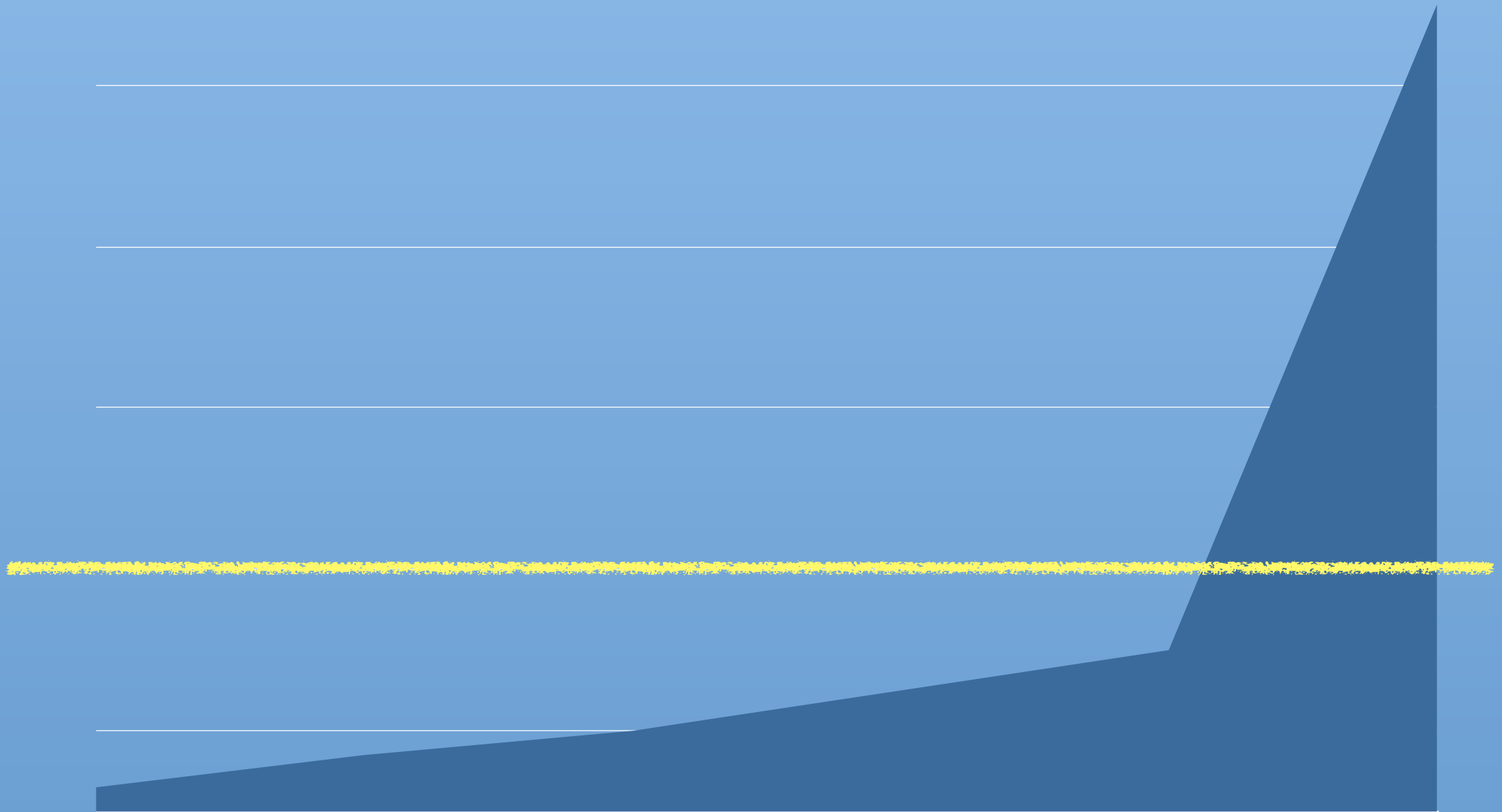


THE STACK GETS BIGGER
every year.

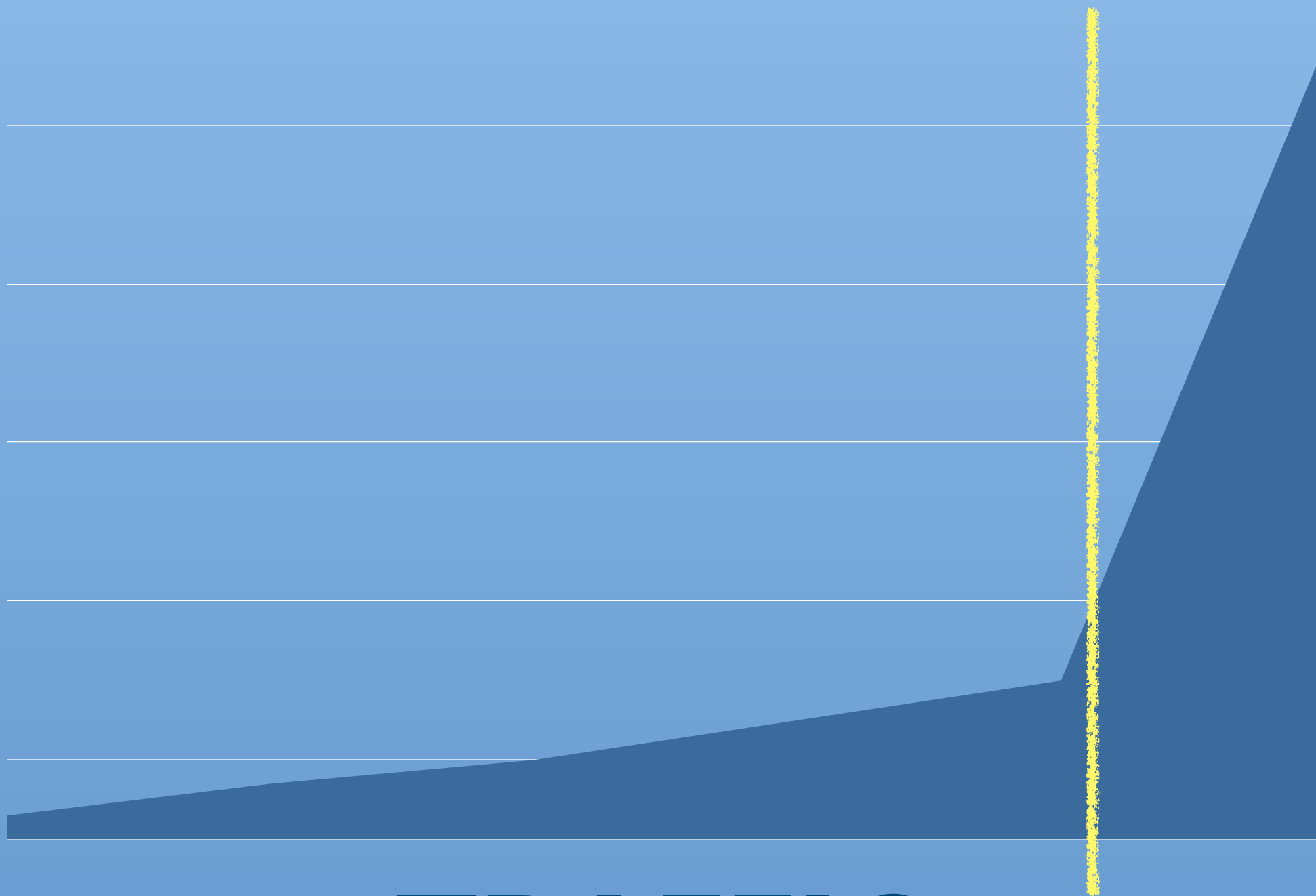
SCALE



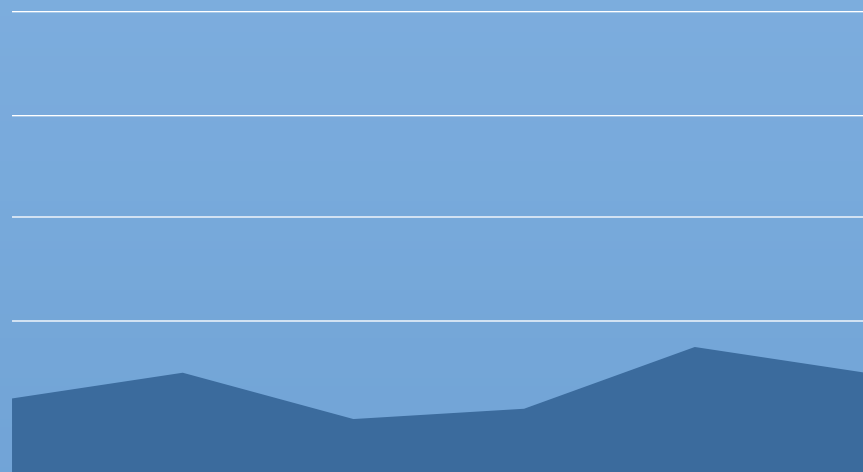
TRAFFIC



TRAFFIC



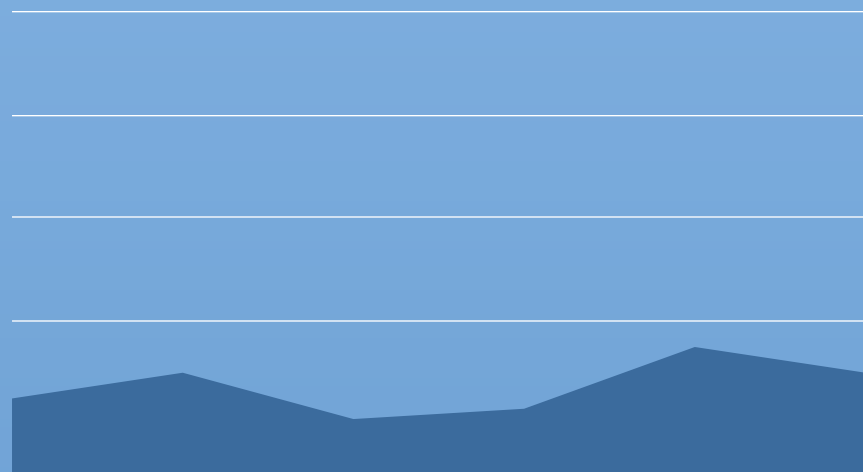
TRAFFIC



VS.



TRAFFIC



VS.



**TRAFFIC
COMPLEXITY**



DON'T REINVENT THE WHEEL

django



Django Reinhardt
three-fingered jazz guitarist



Lawrence Journal-World
a newspaper in Kansas, USA



Newsroom rapid-response

<http://www.flickr.com/photos/victoriapeckham/261126382/>

2003

Created

2005

Open-Sourced

2010

4.7 million hits/month
on djangoproject.com

source: http://bit.ly/django_community_2010

2010

16,000 registered users
on Google Groups

source: http://bit.ly/django_community_2010

PRODUCTION-READY?

MATURE

documentation, release process

MATURE

documentation, release process

CONSERVATIVE

committers and code change

MATURE

documentation, release process

CONSERVATIVE

committers and code change

STABLE

backwards-compatibility policy

Google™


six apart

The New York Times

 Discovery
COMMUNICATIONS™

the guardian

globo
.com

 PBS



 NATIONAL
GEOGRAPHIC

The Washington Post

michaelmoore.com

rebuilt in 5 weeks

studionow.com

sold to AOL
\$36.5 million

urbanairship.com

55 million push notifications served
to 9 million installed iPhone apps.

everyblock.com

hyperlocal news

acquired by msnbc.com in 2009

COULD I DO IT WITH _____?

YES!

CAKEPHP

ASP.NET MVC

RUBY ON RAILS

DJANGO

WHY DJANGO?

django

IS



pythonTM



pythonTM

IS

AWESOME



LIKE FUZZY SLIPPERS
(pedicure optional)

PYTHON FEATURES

- » Readable syntax
- » Dynamically typed
- » High-level OO (everything is an obj)
- » Introspection
- » Easy interop
- » Cross-platform

ATTRACT GREAT TALENT

smart, passionate developers

STANDARDS

a few constraints are good!

THOUSANDS OF LIBRARIES

“Batteries Included”

PyPI

INTEROP

Legacy systems
Existing code & services

GOOGLE APPENGINE

Python
(Django optional)

TESTING

baked into the standard library

django*

*** BATTERIES INCLUDED**

BATTERIES INCLUDED

ORM

User Authentication

Sessions

Syndication (RSS)

Templates

Admin

Forms

Caching

Internationalization

Testing

WEB SERVERS

A lot of options

Apache is a popular choice

JYTHON SUPPORT

Give your IT guys a .war

OBJECT-RELATIONAL MAPPER

Treat your DB rows like objects
Autogenerate SQL queries

SUPPORTED DATABASES

MySQL

PostgreSQL

Oracle

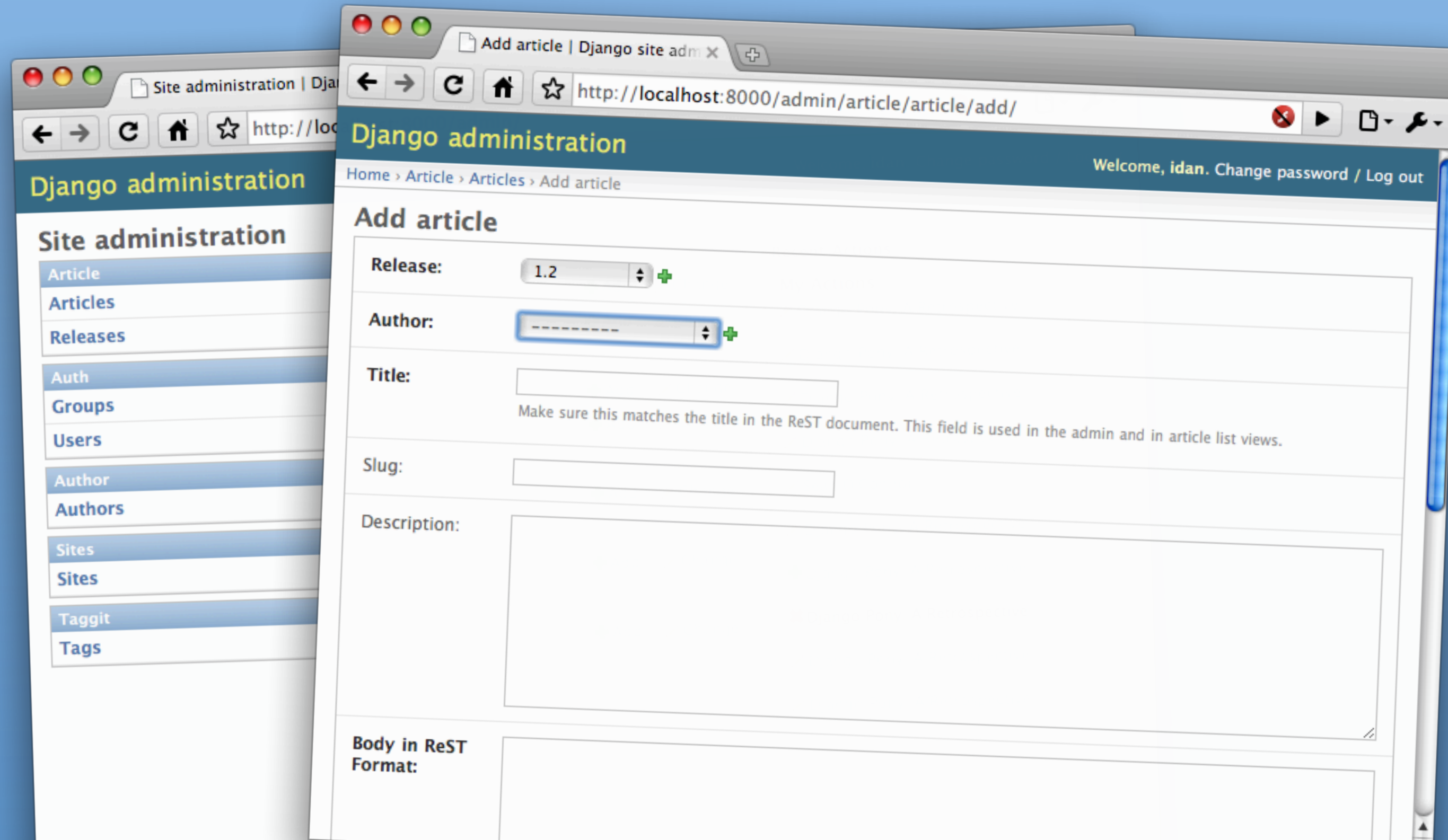
3rd Party backend for MSSQL

& more...

ADMIN

app for managing content

ADMIN



URL DISPATCHER

route requests to handlers using
regular expressions

VIEWS

1. receive request
2. MAGIC
3. return response

django

IS



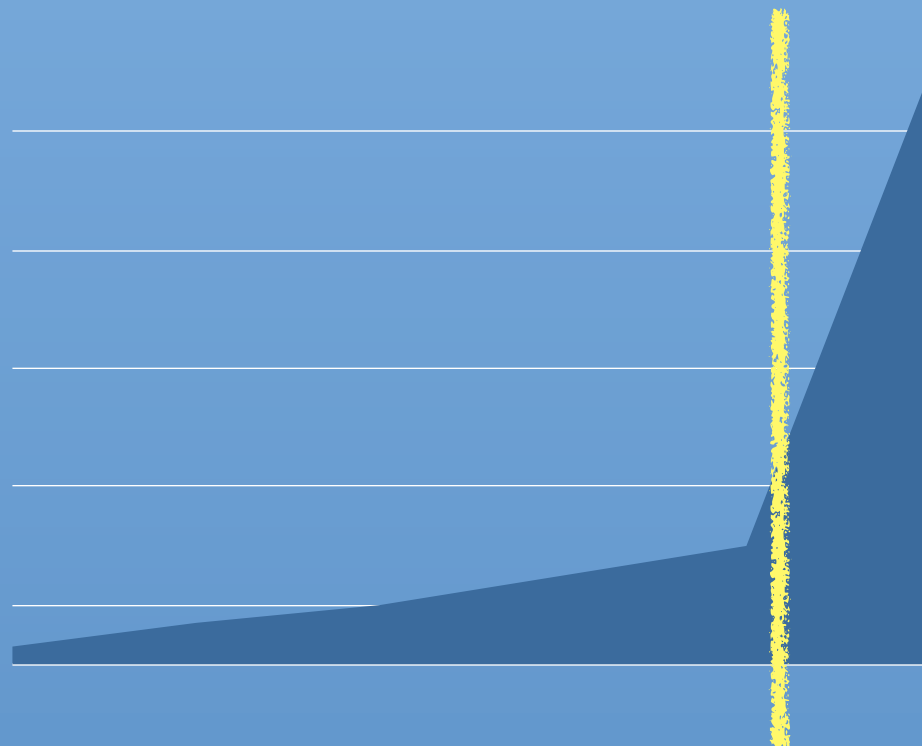
pythonTM

TEMPLATES

separate responsibility for
logic & presentation

GET OUT OF MY WAY

I'm big now.



MODULAR FRAMEWORK

Admin?

ORM?

Templates?

Sessions?

Auth?

ALL OPTIONAL

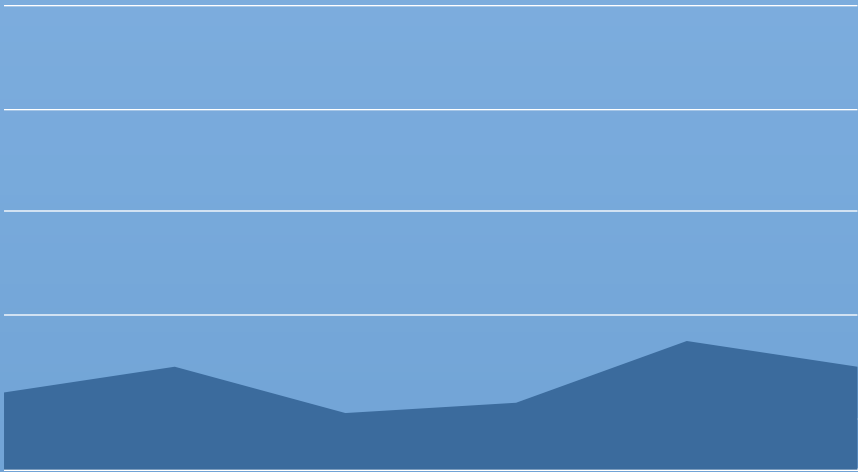
TEAR IT OUT

TEAR IT OUT

Extend.

END RESULT

Happy developers
writing better code
faster.



VS.



QUESTIONS

THANK YOU!

@idangazit
idan@pixane.com

hosted by TIKAL