



A portrait of John Berger, an elderly man with dark, wavy hair, looking slightly to his right. He is wearing a light-colored shirt with a pattern of small, stylized figures. The background is a clear blue sky.

you receive images and meanings  
which are arranged.

*Ways of Seeing* - John Berger, 1972

A Web Page **WAS**:

### **HTML - Hyper Text Mark Up**

is a grammar for structuring web pages. It defines paragraphs, headings, data tables + media elements. HTML describes the content of the page - not how it looks.

### **CSS - Cascading Style Sheet**

rules for styling a web page. Setting colors, positioning, typeface, layout and even timing. It can be used to consider the design of your page across different platforms and screen sizes.

**( Web. 1.0 )**

```
<!DOCTYPE html>
<html>
  <head>
    <title> 🖥 Inro to CSS</title>
  </head>
  <body>
    <h1>
      This Webpage though....
    </h1>
    <p>
      here is a page of text. here is a page of text. here...
    </p>
    <img src = "https://media.giphy.com/media/
IYf4uAJEWVo1FffnVD/giphy.gif">
  </body>
</html>
```

# This Webpage though....

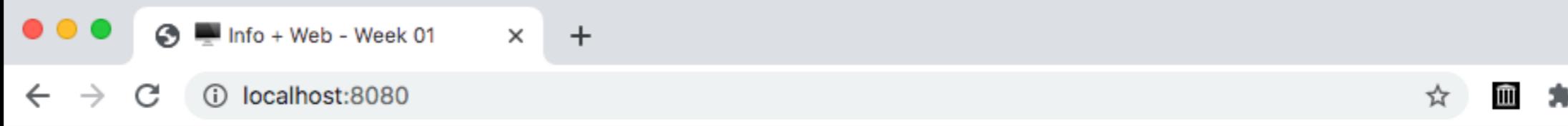
here is a page of text. here is a page of text. here...



html looks like this:

## CSS - Cascading Style Sheet

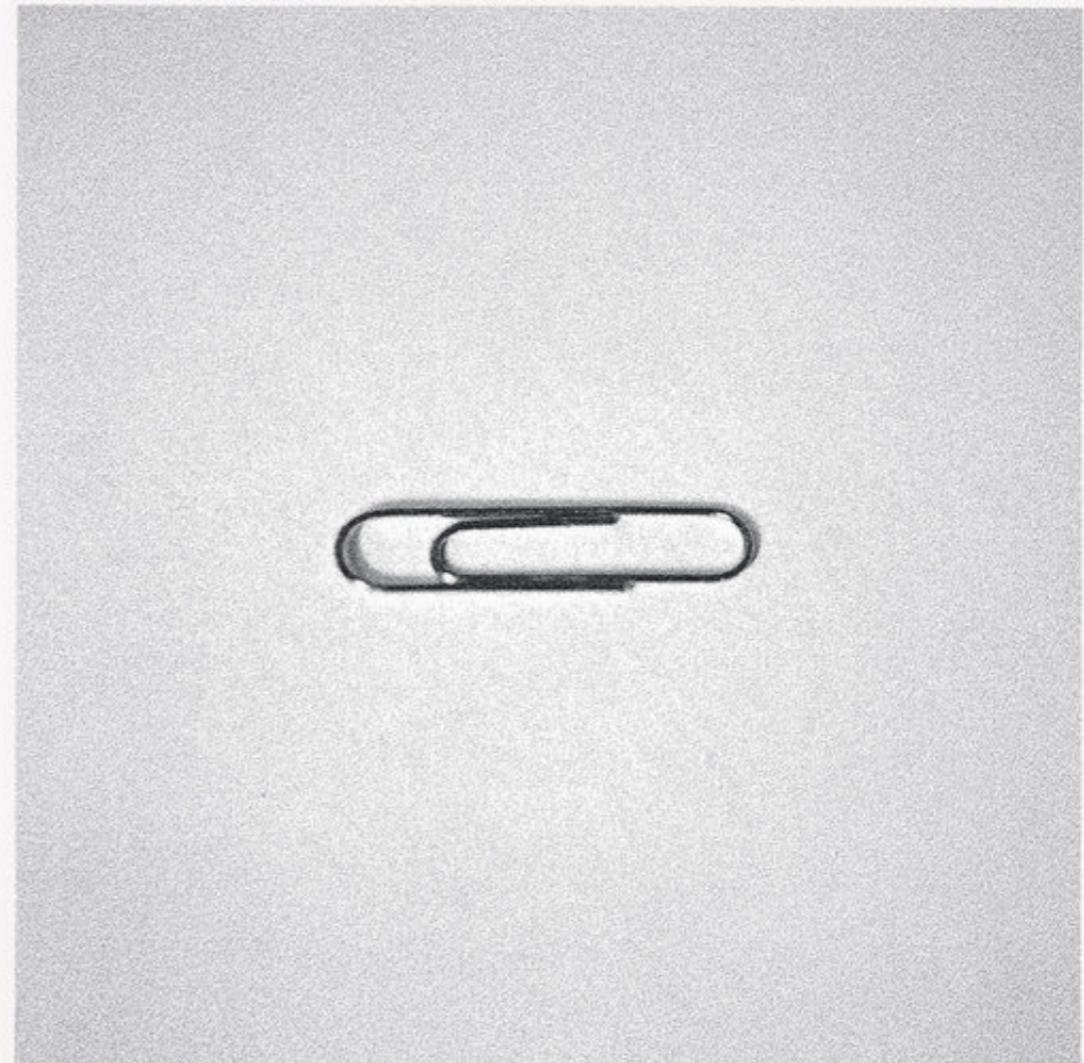
```
h1 {  
    color: #FF4500  
}  
  
body {  
    background: #000080;  
    font-family: sans-serif;  
    color: rgb(255,255,255);  
}  
  
body p {  
    font-family: 'Courier New';  
}
```



html + css:

txt + 

*Goya Series - And* 1997  
Acrylic on canvas, 68 x 57in



AND



**WRONG**

*Wrong*, 1966-68

Photoemulsion with acrylic on canvas

Barbara Kruger  
*Untitled (We have received orders not to move)*, 1982  
photographic silkscreen  
on vinyl  
112 x 112 inches



**We have received orders  
not to move**

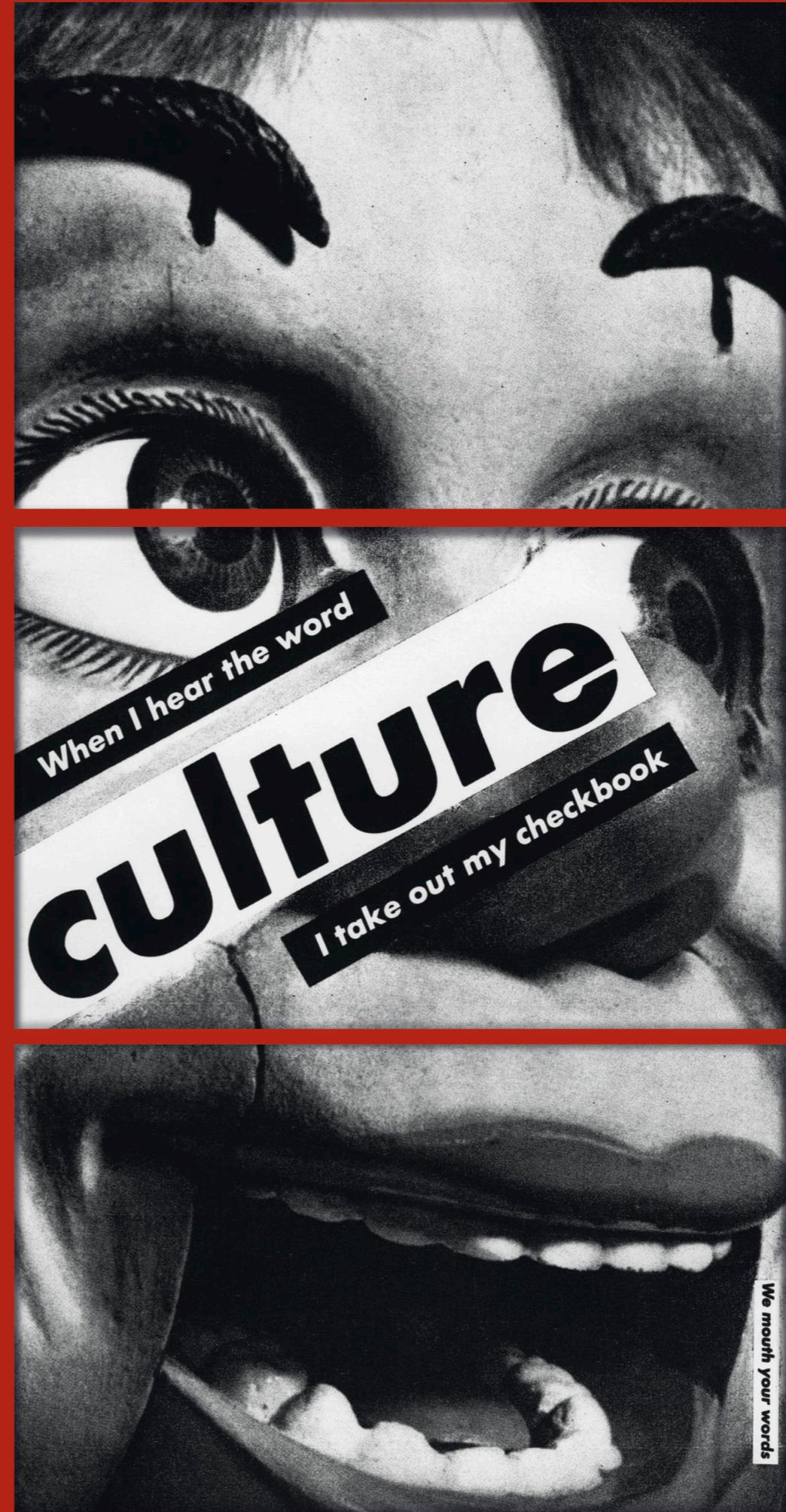
*I shop  
therefore  
I am*

Barbara Kruger

*Untitled (I shop therefore I am)*, 1987

photographic silkscreen  
on vinyl  
112 x 112 inches

Barbara Kruger  
*Untitled (When I had the  
word culture I take out  
my checkbook)*, 1985  
photographic silkscreen  
on vinyl  
112 x 112 inches



Barbara Kruger

*Untitled (Who Is Free To  
Choose?), 1990*

photographic silkscreen  
on vinyl  
112 x 112 inches



Op-Art

BARBARA KRUGER

For Sale

YOU WANT IT  
YOU BUY IT  
YOU FORGET IT

Barbara Kruger

*FOR SALE*, 2012,  
"OP- ART" PIECE FOR  
OP-ED PAGE OF THE  
NEW YORK TIMES

TWENTY QUESTIONS  
(A SAMPLER)



IS SHE AS  
PRETTY AS A  
PICTURE



OR  
CLEAR AS  
CRYSTAL



OR  
PURE  
AS A LILY



OR  
BLACK  
AS COAL

OR  
SHARP  
AS A RAZOR

Lorna Simpson  
*Twenty Questions (A Sampler)*, 1986



SHE SAW HIM DISAPPEAR BY THE RIVER,  
THEY ASKED HER TO TELL WHAT HAPPENED,  
ONLY TO DISCOUNT HER MEMORY.

Lorna Simpson  
*Waterbearer*, 1986



Daring   Sensible   Severe   Long & Silky   Boyish   Ageless   Silly   Magnetic   Country Fresh   Sweet



Lorna Simpson  
*Stereo Styles*, 1988