





Hello, Guest | Login | Register

Contact Us

Site Map

Home

Overview

Showcase

Blog &amp; News

Downloads

Support

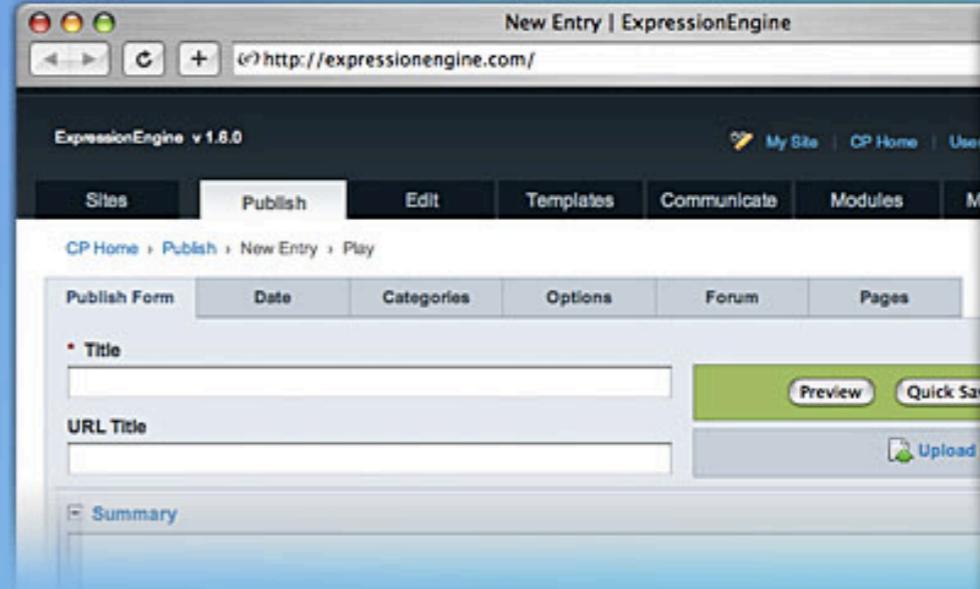
Services

Buy Now!



## Say hello to the most flexible web publishing system you'll ever meet

ExpressionEngine is a flexible, feature-rich content management system that empowers thousands of individuals, organizations, and companies around the world to easily manage their website. If you're tired of the limitations of your current CMS then take ExpressionEngine for a spin...

[Try ExpressionEngine](#)[Download Free Core Version](#)

Introduction &amp; Overview



Extremely Flexible



Add-on Architecture



Excellent Support



Professional User-Base

## We're Running ExpressionEngine!



All of the websites in the EllisLab Network run on a single ExpressionEngine installation thanks to the elegant [Multiple Site Manager](#) and the flexibility of the core system. ExpressionEngine manages our membership, runs our [blogs](#), powers our [community forums](#), our [knowledge-base](#), our [wiki](#), our [contact forms](#), our search engine, our... everything!.

We think ExpressionEngine is the world's most flexible and feature-rich publishing system.

# frieze

**frieze Magazine, Simon Collison - Web developer, Author**

"There's no reason not to choose ExpressionEngine. Its been the starting point for all web-based projects I've been involved in for the last four years... Its great to just install that base level of functionality and security and start attacking the client's wish list."

<http://expressionengine.com/>



# SimpleBits

[HOME](#)   [NOTEBOOK](#)   [WORK](#)   [PUBLICATIONS](#)   [T-SHIRTS](#)   [ABOUT](#)   [CONTACT](#)

## Hand-crafted pixels & text.

SimpleBits is a **tiny web design studio** founded by designer and author **Dan Cederholm**. We create simple, readable interfaces balanced with a standards-based methodology, and we're based in **Massachusetts, USA**. [Learn more ▾](#)



### RECENT NOTEBOOK ENTRIES + QUICKBITS

28  
DEC

#### Feet First floor mats

Reproductions of popular city manhole covers. Made from 100% recycled truck tires.  
Wants (I have an odd obsession with floor mats). [GO](#)

20  
DEC

#### Because coffee can be Foamee, too

Non beer drinkers and caffeine fans rejoice: [Foamee](#) now has support for [coffee](#). Just follow [@ioucoffee](#) on Twitter and follow [the same steps](#) that 1600 beer aficionados have followed over the past few weeks.



Send someone an I.O.U. for coffee like so:

**@ioucoffee @twitterscreenname** for being an amazing human being.

Then keep track of those I.O.U.s (for beer and coffee!) on your people page ([here's mine](#)). Send beer. Send coffee. Send good vibes to all the interweb's citizens.

### LATEST FEATURED WORK



### OUR PROJECTS



[IconShoppe](#)

Simple little icons to go.



[Foamee](#)

Do you owe someone a beer?

### UPCOMING SPEAKING EVENTS

#### Webstock

[GO](#) February 11-15, 2008 ~ New Zealand

### RECOMMENDED

⊕ [DreamHost](#) ~ Where we host our bits

⊕ [Veer](#) ~ Visual Elements for Creatives

### MY CORK'D JOURNAL

⊕ [The Spanish Quarter 2006 Cabernet Sauvignon-Tempranillo](#)

⊕ [Wall 2005 Cabernet Sauvignon](#)

⊕ [Four Vines 2004 Old Vine Cuvee](#)

<http://www.simplebits.com/>



December 3, 2007

### **Carfreaks goes hybrid**

Cruising around with the electric/fuel-powered luxury Lexus. Have to doubt if people view it as an enviroment-friendly option!



December 1, 2007

### **Helsinki Motorshow 2007**

Helsinki Motor Show held in the Helsinki Fair Centre 30.11-2.12 2007

December 4, 2007

### **Learning the car**

Speedou's M Coupe

October 28, 2007

### **Every weather super cars**

Drives

September 23, 2007

### **Nürburgring September 2007 - been there. done that. will be back**

December 3, 2007

### **Carfreaks goes hybrid ?**

Filmography

October 7, 2007

### **Mixing it up with the Three's.**

Moogie's BMW E46 M3

August 28, 2007

### **Here we go again - Nürburgring September 2007!**



## Two Sides To A Story

In Noteworthy

Taking advantage of the end-of-the-year slow news cycle, I have been catching up on my reading. The Good Shepherd (Widescreen Edition) got me interested in origins of CIA, and I ended up buying two books. The Company: A Novel of the CIA and Legacy of Ashes: The History of the CIA are two diametrically opposing [...]

[Read the rest of this entry »](#)

 Posted on December 26th, 2007 — 3 Comments »

Paul Boutin will realize that he is no good at predictions and get back to serious stuff.

[Read more](#) | [Comment \(0\)](#)

Barry Ritholtz deconstructs The New York Times op-ed about the Mitchell Report and impact of steroids.

[Read more](#) | [Comment \(0\)](#)

It is a season to be jolly. And it is also a season for redesigns. Our friends at All Things D, Read Write Web and Judi Sohn (editor of WebWorkerDaily) all rolled out their new designs. Kara caught me on video looking very very tired at Ron Conway's party. By the

<http://daily.gigaom.com/>





# Cloud Computing

Brought to you with the power of the  
Joyent Accelerator™

[find out more »](#)

Free Accelerator  
for **facebook** developers

[Sign Up Now](#)

We have partnered with  
**DELL** to provide scalable,  
on-demand infrastructure  
to **facebook** developers.

## Looking for Managed Hosting?

Discover the advantages of  
Joyent's shared  
Accelerators.



## Team Collaboration Software

Joyent Connector is our  
award-winning team col-  
laboration suite offering  
email, calendar, contacts,  
files, bookmarks, and lists.  
It's free to use and open-  
sourced.

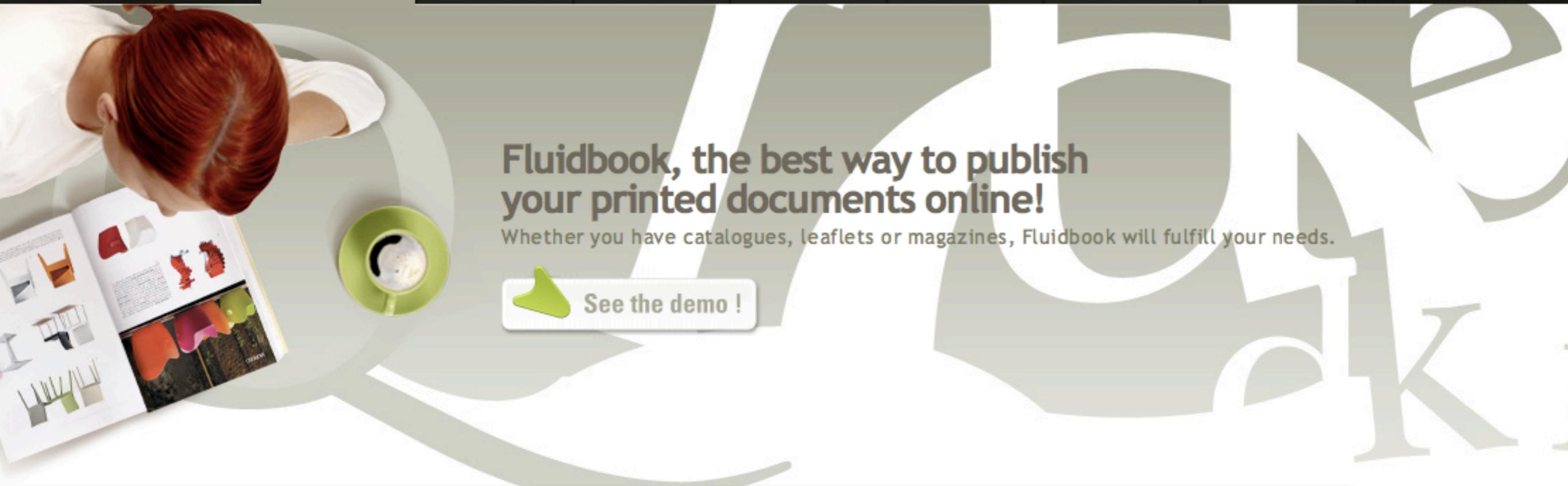


## December Accelerator Sale

Small, Medium and Large  
Accelerators are on sale.  
Get two years for the price  
of one, or five years  
for the price of  
two.

Ho Ho Ho!





## Fluidbook, the best way to publish your printed documents online!

Whether you have catalogues, leaflets or magazines, Fluidbook will fulfill your needs.



### THEY ALREADY USE FLUIDBOOK

Whether it's a catalogue, a brochure, a magazine or an instruction manual, Fluidbook replies to all your needs. People are already using them, so have a look at what Fluidbook could do for you...

[SEE THE REFERENCES](#)

### WHAT'S FLUIDBOOK ?

With Fluidbook, publish your printed documents online and ensure a low cost worldwide diffusion of your documents ... Not to mention offering Internet users an incomparable reading experience !

[SEE THE PRESENTATION](#)

# technologies

usability

technologies

look

usability

technologies

look

*does it look like it'll do what I want?*

usability

technologies

look

*does it look like it'll do what I want?*

usability

*can I figure out how to use it?*

technologies

look

*does it look like it'll do what I want?*

usability

*can I figure out how to use it?*

technologies

*does it actually do what I want  
efficiently? accurately? etc.*

**people perceive more-aesthetic designs  
as easier to use than less-aesthetic designs**

Kurosu & Kashimura.  
Apparent Usability vs. Inherent Usability: Experimental Analysis  
on the Determinants of the Apparent Usability.  
CHI'95 Conference Companion, 1995, pp. 292-293.

The Art of

# VISUAL DESIGN

David Huynh

The ~~Art~~ Engineering  
of

# VISUAL DESIGN

David Huynh

# engineering perspective

- messages to get across
  - “this class 6.470 is going to be a blast”
  - “our search engine is fast and accurate”
  - “the social networking experience on our site is fun”
  - “our hotels are luxurious”
- use visual design to optimize communication
- get the message across
  - with minimal loss of meaning
  - in minimal amount of time

- you'll see a small screenshot in 5 seconds
- try not to read its text
- tell me the words that came to your mind



**Tuscany**  
LUXURY RESORTS

## Lavish Luxury, Unsurpassed Comfort

Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

Each resort is a haven of serenity and an incomparable alternative for those seeking a higher standard. From lavish amenities to localized cuisine, Tuscany Resorts are thoughtfully designed and carefully located in some of the world's most attractive destinations.

Rich in Italian history, Tuscany Resorts present a luxurious experience that transcends cultures, while staying true to the legacy of its founders. Since its founding in 1891, Tuscany's management has welcomed innovation, while tempering any deviation from the course that has fueled Tuscany's success.

Guests at each Tuscany Luxury Resorts location may enroll in the award-winning Preferred Guest Program, avoiding availability restrictions and blackout dates, while accumulating bonus frequent flyer miles on the world's more prestigious airlines. Further, a representative is assigned to your account, making every reservation an effortless one.

Ready to enjoy Tuscany at its finest? Make a reservation online. If you prefer to phone in your reservation, please call (800) 555-6739.

TUSCANY • NEW YORK • LONDON

WEDNESDAY, 26 DEC

HOME .....	I
RESERVATIONS .....	II
AMENITIES .....	III
PREFERRED GUESTS .....	IV
TUSCANY HISTORY .....	V
CUSTOMER CARE .....	VI
CONTACT US .....	VII

*"Undeniably exquisite in every facet of this resort's experience."*

Affluent Living Magazine

### Sublime Retreat



Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.

### Incomparable Amenities



If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.

### Indulgent Wellness



Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.

<http://tuscany.cssmastery.com/>  
by Cameron Moll

- you'll see a small screenshot in 5 seconds
- try not to read its text
- tell me the words that came to your mind

# how to optimize communication

- lower barrier to digesting information
  - streamline presentation
    - by not overloading the user's vision
    - by providing hints to the user's vision
    - ...
  - conform / meet expectation
    - to cultural conventions
    - to latest trends (Web 2.0)
- heighten interest / pique curiosity
  - differentiate / surprise
    - by breaking rules and conventions
    - by setting your own trends

more  
science

more  
art

# what's covered

- **rules / guidelines / principles**
  - e.g., make sure things are aligned
- **techniques / tips and tricks**
  - e.g., how to make 3D buttons
- **strategies**
  - e.g., how to start a design

# what's covered

- **rules / guidelines / principles**
  - e.g., make sure things are aligned
- **techniques / tips and tricks**
  - e.g., how to make 3D buttons
- **strategies**
  - e.g., how to start a design

Grab File Edit Capture Window Help 6:22 pm (2:28) David Huynh

Huynh: Exhibit: lightweight structured data publishing – Google Scholar

http://scholar.google.ca/scholar?hl=en&lr=&cites=15952262763216304715 A graduate school survival guide: "So long, and thanks for the Ph.D!"

http://www.cs.unc.edu/~azuma/hitch4.html

docs dev potluck toronto apt http://logoff.hotspot... Interactive Design T... iswc2007-demo timelines exhibits rison - json for uris >freestyle<

**Academia is a business**

*"Remember the Golden Rule: Those who have the gold make the rules."*

Academia is a business, and "graduate student" is a job title. This is especially true at private universities. Academia is very peculiar type of business. It is certainly not the Real World and does not work in the same way that the ordinary corporate world does. However, it is a business nonetheless and as a graduate student, you must treat it that way. Graduate school made a lot more sense and became much easier for me after I realized this. If you think of graduate school as an "Ivy Tower" free of politics, money problems, and real-world concerns, you are going to be severely disappointed. If you don't believe me, read *The Idea Factory* by Pepper White (listed in the references) for one account of graduate life at MIT.

A few graduate students are independently wealthy or have fellowship and scholarship money that cover all their expenses for their total stay in graduate school. Such students are rare, however. Most of us needed financial support, in the form of Teaching Assistantships or Research Assistantships (RA's). In general, RA's are more desirable to students since those can directly fund the research you need to finish.

Where does the money come from to fund RA's? Your professors have to raise funds from external organizations. These include government agencies such as the National Science Foundation (NSF), Defense Advanced Research Projects Agency (DARPA), the Office of Naval Research (ONR), and others. Private companies also fund some university research, although this tends to be less common, in smaller amounts, and in the form of equipment donations. These organizations don't just give money away as charity. They expect their money to accomplish something. Increasingly these days, this takes the form of a contract for a working demonstration that must be shown at the end. That means once the money is delivered, your professors must come through with the working demonstration. It is rare that they do this by themselves. Instead, they find some very capable, young, self-motivated people who are willing to work long hours for small amounts of pay. In other words, they fund RA's.

The RA job is crucial to the academic business. If the RA's cannot successfully conduct the research, then the demonstration will not work in the end and the funding agencies may not be happy. They may choose not to fund your professor in the future, which will bring his or her research program to a halt. And there are many professors and other researchers chasing too few research dollars these days; it is a competitive market. Thus, each professor wants the best students available. These students are the most capable ones who can get the research done required to fulfill the funding contracts.

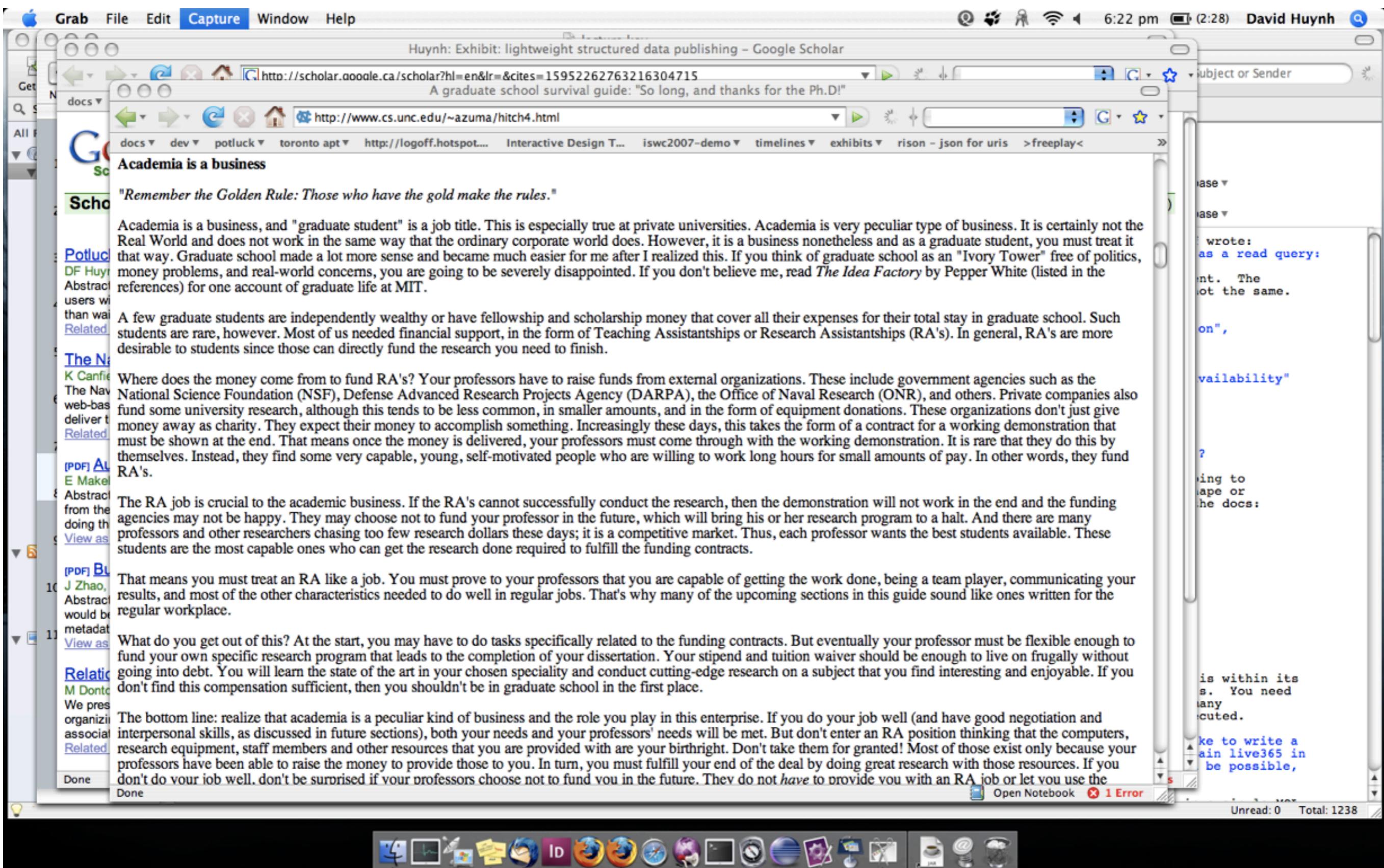
That means you must treat an RA like a job. You must prove to your professors that you are capable of getting the work done, being a team player, communicating your results, and most of the other characteristics needed to do well in regular jobs. That's why many of the upcoming sections in this guide sound like ones written for the regular workplace.

What do you get out of this? At the start, you may have to do tasks specifically related to the funding contracts. But eventually your professor must be flexible enough to fund your own specific research program that leads to the completion of your dissertation. Your stipend and tuition waiver should be enough to live on frugally without going into debt. You will learn the state of the art in your chosen speciality and conduct cutting-edge research on a subject that you find interesting and enjoyable. If you don't find this compensation sufficient, then you shouldn't be in graduate school in the first place.

The bottom line: realize that academia is a peculiar kind of business and the role you play in this enterprise. If you do your job well (and have good negotiation and interpersonal skills, as discussed in future sections), both your needs and your professors' needs will be met. But don't enter an RA position thinking that the computers, research equipment, staff members and other resources that you are provided with are your birthright. Don't take them for granted! Most of those exist only because your professors have been able to raise the money to provide those to you. In turn, you must fulfill your end of the deal by doing great research with those resources. If you don't do your job well, don't be surprised if your professors choose not to fund you in the future. They do not have to provide you with an RA job or let you use the

Open Notebook 1 Error

Unread: 0 Total: 1238



## **Academia is a business**

*"Remember the Golden Rule: Those who have the gold make the rules."*

Academia is a business, and "graduate student" is a job title. This is especially true at private universities. Academia is very peculiar type of business. It is certainly not the Real World and does not work in the same way that the ordinary corporate world does. However, it is a business nonetheless and as a graduate student, you must treat it that way. Graduate school made a lot more sense and became much easier for me after I realized this. If you think of graduate school as an "Ivy Tower" free of politics, money problems, and real-world concerns, you are going to be severely disappointed. If you don't believe me, read *The Idea Factory* by Pepper White (listed in the references) for one account of graduate life at MIT.

A few graduate students are independently wealthy or have fellowship and scholarship money that cover all their expenses for their total stay in graduate school. Such students are rare, however. Most of us needed financial support, in the form of Teaching Assistantships or Research Assistantships (RA's). In general, RA's are more desirable to students since those can directly fund the research you need to finish.

Where does the money come from to fund RA's? Your professors have to raise funds from external organizations. These include government agencies such as the National Science Foundation (NSF), Defense Advanced Research Projects Agency (DARPA), the Office of Naval Research (ONR), and others. Private companies also fund some university research, although this tends to be less common, in smaller amounts, and in the form of equipment donations. These organizations don't just give money away as charity. They expect their money to accomplish something. Increasingly these days, this takes the form of a contract for a working demonstration that must be shown at the end. That means once the money is delivered, your professors must come through with the working demonstration. It is rare that they do this by themselves. Instead, they find some very capable, young, self-motivated people who are willing to work long hours for small amounts of pay. In other words, they fund RA's.

The RA job is crucial to the academic business. If the RA's cannot successfully conduct the research, then the demonstration will not work in the end and the funding agencies may not be happy. They may choose not to fund your professor in the future, which will bring his or her research program to a halt. And there are many professors and other researchers chasing too few research dollars these days; it is a competitive market. Thus, each professor wants the best students available. These students are the most capable ones who can get the research done required to fulfill the funding contracts.

That means you must treat an RA like a job. You must prove to your professors that you are capable of getting the work done, being a team player, communicating your results, and most of the other characteristics needed to do well in regular jobs. That's why many of the upcoming sections in this guide sound like ones written for the regular workplace.

What do you get out of this? At the start, you may have to do tasks specifically related to the funding contracts. But eventually your professor must be flexible enough to fund your own specific research program that leads to the completion of your dissertation. Your stipend and tuition waiver should be enough to live on frugally without going into debt. You will learn the state of the art in your chosen speciality and conduct cutting-edge research on a subject that you find interesting and enjoyable. If you don't find this compensation sufficient, then you shouldn't be in graduate school in the first place.

The bottom line: realize that academia is a peculiar kind of business and the role you play in this enterprise. If you do your job well (and have good negotiation and interpersonal skills, as discussed in future sections), both your needs and your professors' needs will be met. But don't enter an RA position thinking that the computers, research equipment, staff members and other resources that you are provided with are your birthright. Don't take them for granted! Most of those exist only because your professors have been able to raise the money to provide those to you. In turn, you must fulfill your end of the deal by doing great research with those resources. If you don't do your job well, don't be surprised if your professors choose not to fund you in the future. They do not *have* to provide you with an RA job or let you use the

Grab File Edit Capture Window Help 6:22 pm (2:28) David Huynh

Huynh: Exhibit: lightweight structured data publishing – Google Scholar

http://scholar.google.ca/scholar?hl=en&lr=&cites=15952262763216304715 A graduate school survival guide: "So long, and thanks for the Ph.D!"

http://www.cs.unc.edu/~azuma/hitch4.html

docs dev potluck toronto apt http://logoff.hotspot... Interactive Design T... iswc2007-demo timelines exhibits rison - json for uris >freestyle<

**Academia is a business**

*"Remember the Golden Rule: Those who have the gold make the rules."*

Academia is a business, and "graduate student" is a job title. This is especially true at private universities. Academia is very peculiar type of business. It is certainly not the Real World and does not work in the same way that the ordinary corporate world does. However, it is a business nonetheless and as a graduate student, you must treat it that way. Graduate school made a lot more sense and became much easier for me after I realized this. If you think of graduate school as an "Ivy Tower" free of politics, money problems, and real-world concerns, you are going to be severely disappointed. If you don't believe me, read *The Idea Factory* by Pepper White (listed in the references) for one account of graduate life at MIT.

A few graduate students are independently wealthy or have fellowship and scholarship money that cover all their expenses for their total stay in graduate school. Such students are rare, however. Most of us needed financial support, in the form of Teaching Assistantships or Research Assistantships (RA's). In general, RA's are more desirable to students since those can directly fund the research you need to finish.

Where does the money come from to fund RA's? Your professors have to raise funds from external organizations. These include government agencies such as the National Science Foundation (NSF), Defense Advanced Research Projects Agency (DARPA), the Office of Naval Research (ONR), and others. Private companies also fund some university research, although this tends to be less common, in smaller amounts, and in the form of equipment donations. These organizations don't just give money away as charity. They expect their money to accomplish something. Increasingly these days, this takes the form of a contract for a working demonstration that must be shown at the end. That means once the money is delivered, your professors must come through with the working demonstration. It is rare that they do this by themselves. Instead, they find some very capable, young, self-motivated people who are willing to work long hours for small amounts of pay. In other words, they fund RA's.

The RA job is crucial to the academic business. If the RA's cannot successfully conduct the research, then the demonstration will not work in the end and the funding agencies may not be happy. They may choose not to fund your professor in the future, which will bring his or her research program to a halt. And there are many professors and other researchers chasing too few research dollars these days; it is a competitive market. Thus, each professor wants the best students available. These students are the most capable ones who can get the research done required to fulfill the funding contracts.

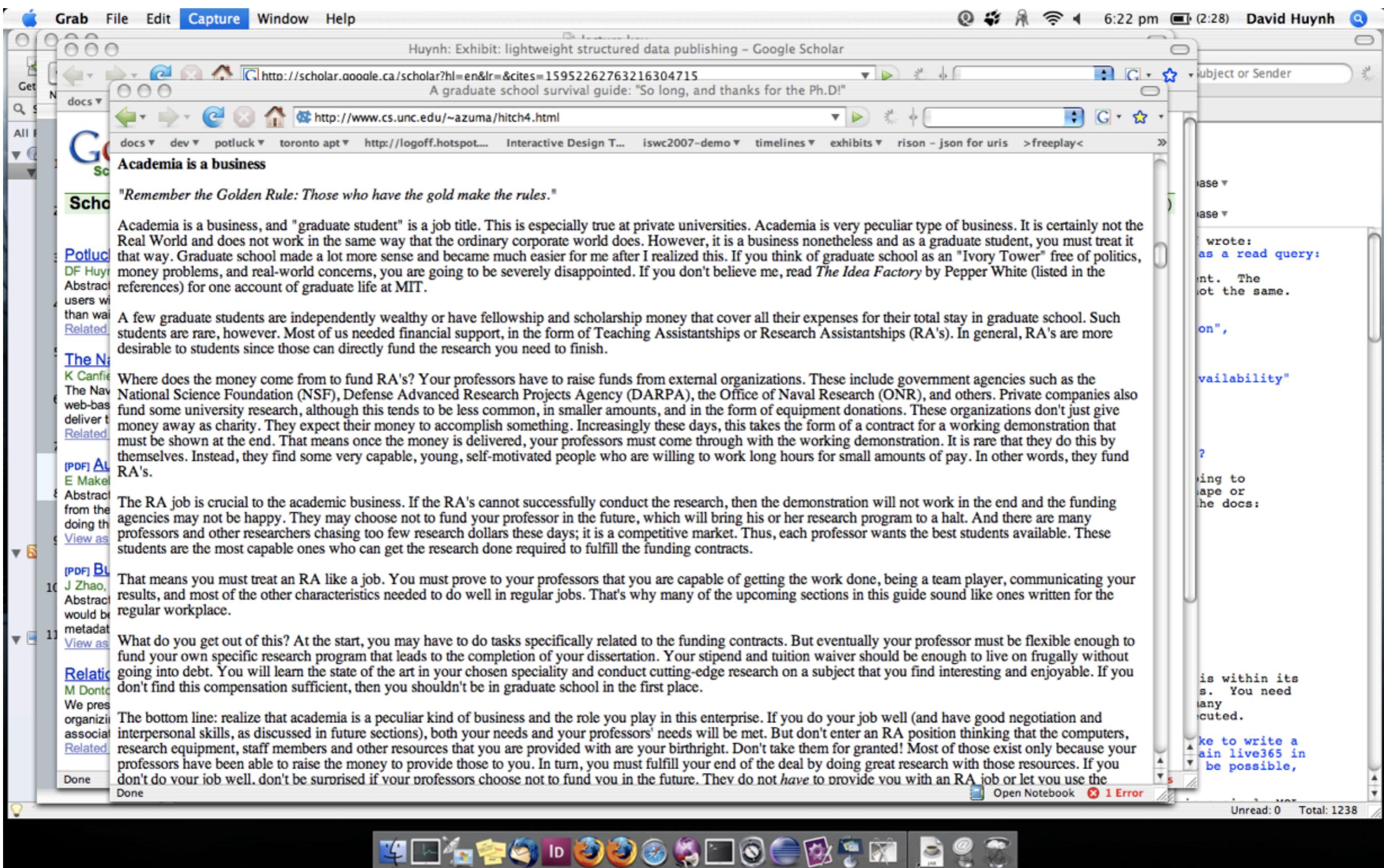
That means you must treat an RA like a job. You must prove to your professors that you are capable of getting the work done, being a team player, communicating your results, and most of the other characteristics needed to do well in regular jobs. That's why many of the upcoming sections in this guide sound like ones written for the regular workplace.

What do you get out of this? At the start, you may have to do tasks specifically related to the funding contracts. But eventually your professor must be flexible enough to fund your own specific research program that leads to the completion of your dissertation. Your stipend and tuition waiver should be enough to live on frugally without going into debt. You will learn the state of the art in your chosen speciality and conduct cutting-edge research on a subject that you find interesting and enjoyable. If you don't find this compensation sufficient, then you shouldn't be in graduate school in the first place.

The bottom line: realize that academia is a peculiar kind of business and the role you play in this enterprise. If you do your job well (and have good negotiation and interpersonal skills, as discussed in future sections), both your needs and your professors' needs will be met. But don't enter an RA position thinking that the computers, research equipment, staff members and other resources that you are provided with are your birthright. Don't take them for granted! Most of those exist only because your professors have been able to raise the money to provide those to you. In turn, you must fulfill your end of the deal by doing great research with those resources. If you don't do your job well, don't be surprised if your professors choose not to fund you in the future. They do not have to provide you with an RA job or let you use the

Open Notebook 1 Error

Unread: 0 Total: 1238



Grab File Edit Capture Window Help 6:17 pm (2:37) David Huynh

Huynh: Exhibit: lightweight structured data publishing – Google Scholar

http://scholar.google.ca/scholar?hl=en&lr=&cites=15952262763216304715 A graduate school survival guide: "So long, and thanks for the Ph.D!"

http://www.cs.unc.edu/~azuma/hitch4.html

docs dev potluck toronto apt http://logoff.hotspot... Interactive Design T... iswc2007-demo timelines exhibits rison - json for uris >freestyle

Academia is a business

"Remember the Golden Rule: Those who have the gold make the rules."

Academia is a business, and "graduate student" is a job title. This is especially true at private universities. Academia is very peculiar type of business. It is certainly not the Real World and does not work in the same way that the ordinary corporate world does. However, it is a business nonetheless and as a graduate student, you must treat it that way. Graduate school made a lot more sense and became much easier for me after I realized this. If you think of graduate school as an "Ivory Tower" free of politics, money problems, and real-world concerns, you are going to be severely disappointed. If you don't believe me, read *The Idea Factory* by Pepper White (listed in the references) for one account of graduate life at MIT.

A few graduate students are independently wealthy or have fellowship and scholarship money that cover all their expenses for their total stay in graduate school. Such students are rare, however. Most of us needed financial support, in the form of Teaching Assistantships or Research Assistantships (RA's). In general, RA's are more desirable to students since those can directly fund the research you need to finish.

Where does the money come from to fund RA's? Your professors have to raise funds from external organizations. These include government agencies such as the National Science Foundation (NSF), Defense Advanced Research Projects Agency (DARPA), the Office of Naval Research (ONR), and others. Private companies also fund some university research, although this tends to be less common, in smaller amounts, and in the form of equipment donations. These organizations don't just give money away as charity. They expect their money to accomplish something. Increasingly these days, this takes the form of a contract for a working demonstration that must be shown at the end. That means once the money is delivered, your professors must come through with the working demonstration. It is rare that they do this by themselves. Instead, they find some very capable, young, self-motivated people who are willing to work long hours for small amounts of pay. In other words, they fund RA's.

[PDF] BL J Zhao, Abstract would be metadata View as [PDF] BL J Zhao, Abstract would be metadata View as

The RA job is crucial to the academic business. If the RA's cannot successfully conduct the research, then the demonstration will not work in the end and the funding agencies may not be happy. They may choose not to fund your professor in the future, which will bring his or her research program to a halt. And there are many professors and other researchers chasing too few research dollars these days; it is a competitive market. Thus, each professor wants the best students available. These students are the most capable ones who can get the research done required to fulfill the funding contracts.

That means you must treat an RA like a job. You must prove to your professors that you are capable of getting the work done, being a team player, communicating your results, and most of the other characteristics needed to do well in regular jobs. That's why many of the upcoming sections in this guide sound like ones written for the regular workplace.

What do you get out of this? At the start, you may have to do tasks specifically related to the funding contracts. But eventually your professor must be flexible enough to fund your own specific research program that leads to the completion of your dissertation. Your stipend and tuition waiver should be enough to live on frugally without going into debt. You will learn the state of the art in your chosen field.

Open Notebook 1 Error

Unread: 0 Total: 1238

Grab File Edit Capture Window Help 6:18 pm (2:43) David Huynh

Huynh: Exhibit: lightweight structured data publishing – Google Scholar

http://scholar.google.ca/scholar?hl=en&lr=&cites=15952262763216304715 A graduate school survival guide: "So long, and thanks for the Ph.D!"

http://www.cs.unc.edu/~azuma/hitch4.html

docs dev potluck toronto apt http://logoff.hotspot... Interactive Design T... iswc2007-demo timelines exhibits rison - json for uris >freestyle<

Academia is a business

"Remember the Golden Rule: Those who have the gold make the rules."

Academia is a business, and "graduate student" is a job title. This is especially true at private universities. Academia is very peculiar type of business. It is certainly not the Real World and does not work in the same way that the ordinary corporate world does. However, it is a business nonetheless and as a graduate student, you must treat it that way. Graduate school made a lot more sense and became much easier for me after I realized this. If you think of graduate school as an "Ivory Tower" free of politics, money problems, and real-world concerns, you are going to be severely disappointed. If you don't believe me, read *The Idea Factory* by Pepper White (listed in the references) for one account of graduate life at MIT.

A few graduate students are independently wealthy or have fellowship and scholarship money that cover all their expenses for their total stay in graduate school. Such students are rare, however. Most of us need financial support, in the form of Teaching Assistantships or Research Assistantships (RA's). In general, RA's are more desirable to students since those can directly fund the research you need to finish.

Where does the money come from to fund RA's? Your professors have to raise funds from external organizations. These include government agencies such as the National Science Foundation (NSF), Defense Advanced Research Projects Agency (DARPA), the Office of Naval Research (ONR), and others. Private companies also fund some university research, although this tends to be less common, in smaller amounts, and in the form of equipment donations. These organizations don't just give money away as charity. They expect their money to accomplish something. Increasingly these days, this takes the form of a contract for a working demonstration that must be shown at the end. That means once the money is delivered, your professors must come through with the working demonstration. It is rare that they do this by themselves. Instead, they find some very capable, young, self-motivated people who are willing to work long hours for small amounts of pay. In other words, they fund RA's.

The RA job is crucial to the academic business. If the RA's cannot successfully conduct the research, then the demonstration will not work in the end and the funding agencies may not be happy. They may choose not to fund your professor in the future, which will bring his or her research program to a halt. And there are many professors and other researchers chasing too few research dollars these days; it is a competitive market. Thus,

Open Notebook 1 Error

Unread: 0 Total: 1238

Done Done

is within its s. You need many executed. ke to write a ain live365 in be possible,

Grab File Edit Capture Window Help 6:19 pm (2:46) David Huynh

Huynh: Exhibit: lightweight structured data publishing – Google Scholar

http://scholar.google.ca/scholar?hl=en&lr=&cites=15952262763216304715 A graduate school survival guide: "So long, and thanks for the Ph.D!"

http://www.cs.unc.edu/~azuma/hitch4.html

docs dev potluck toronto apt http://logoff.hotspot... Interactive Design T... iswc2007-demo timelines exhibits rison - json for uris >freestyle >

Academia is a business

"Remember the Golden Rule: Those who have the gold make the rules."

Academia is a business, and "graduate student" is a job title. This is especially true at private universities. Academia is very peculiar type of business. It is certainly not the Real World and does not work in the same way that the ordinary corporate world does. However, it is a business nonetheless and as a graduate student, you must treat it that way. Graduate school made a lot more sense and became much easier for me after I realized this. If you think of graduate school as an "Ivory Tower" free of politics, money problems, and real-world concerns, you are going to be severely disappointed. If you don't believe me, read *The Idea Factory* by Pepper White (listed in the references) for one account of graduate life at MIT.

A few graduate students are independently wealthy or have fellowship and scholarship money that cover all their expenses for their total stay in graduate school. Such students are rare, however. Most of us needed financial support, in the form of Teaching Assistantships or Research Assistantships (RA's). In general, RA's are more desirable to students since those can directly fund the research you need to finish.

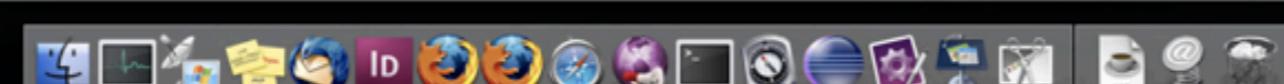
Where does the money come from to fund RA's? Your professors have to raise funds from external organizations. These include government agencies such as the National Science Foundation (NSF), Defense Advanced Research Projects Agency (DARPA), the Office of Naval Research (ONR), and others. Private companies also fund some university research, although this tends to be less common, in smaller amounts, and in the form of equipment donations. These organizations don't just give money away as charity. They expect their money to accomplish something. Increasingly these days, this takes the form of a contract for a working demonstration that must be shown at the end. That means once the money is delivered, your professors must come through with the working demonstration. It is rare that they do this by themselves. Instead, they find some very capable, young, self-motivated people who are willing to work long hours for small amounts of pay. In other words, they fund RA's.



Open Notebook 1 Error

Unread: 0 Total: 1238

Done Done



# rules: making text easier to read

- use whitespace (a.k.a. negative space)
  - defn: space left unmarked
  - to give room to breathe
  - CSS: margin: 50px; or padding: 50px;
- make sure text lines are not overcrowded
  - i.e., increase line height if necessary
  - CSS: line-height: 120%;
- keep text paragraphs narrow
  - about 12 - 15 words across
  - CSS: width: 30em;
- (more on text later)

# rules

- don't rely on lengthy text to convey message
  - a picture is worth 1000 words



**Tuscany**  
LUXURY RESORTS

## Lavish Luxury, Unsurpassed Comfort

Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

Each resort is a haven of serenity and an incomparable alternative for those seeking a higher standard. From lavish amenities to localized cuisine, Tuscany Resorts are thoughtfully designed and carefully located in some of the world's most attractive destinations.

Rich in Italian history, Tuscany Resorts present a luxurious experience that transcends cultures, while staying true to the legacy of its founders. Since its founding in 1891, Tuscany's management has welcomed innovation, while tempering any deviation from the course that has fueled Tuscany's success.

Guests at each Tuscany Luxury Resorts location may enroll in the award-winning Preferred Guest Program, avoiding availability restrictions and blackout dates, while accumulating bonus frequent flyer miles on the world's more prestigious airlines. Further, a representative is assigned to your account, making every reservation an effortless one.

Ready to enjoy Tuscany at its finest? Make a reservation online. If you prefer to phone in your reservation, please call (800) 555-6739.

TUSCANY • NEW YORK • LONDON

WEDNESDAY, 26 DEC

HOME ..... I  
RESERVATIONS ..... II  
AMENITIES ..... III  
PREFERRED GUESTS ..... IV  
TUSCANY HISTORY ..... V  
CUSTOMER CARE ..... VI  
CONTACT US ..... VII

*"Indeniably exquisite in every facet of this resort's experience."*

Affluent Living Magazine

### Sublime Retreat



Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.

### Incomparable Amenities



If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.

### Indulgent Wellness



Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.

<http://tuscany.cssmastery.com/>  
by Cameron Moll

# visual analysis

<http://tuscany.cssmastery.com/>

# visual details

background colors

The screenshot shows the homepage of the Tuscany Luxury Resorts website. At the top left is a large banner featuring a woman lying down with a white cloth over her head. To the right of the banner is a navigation menu with links: HOME (I), RESERVATIONS (II), AMENITIES (III), PREFERRED GUESTS (IV), TUSCANY HISTORY (V), CUSTOMER CARE (VI), and CONTACT US (VII). Above the menu, it says "TUSCANY • NEW YORK • LONDON". To the right of the menu, it says "WEDNESDAY, 26 DEC". Below the menu, there is a quote from "Affluent Living Magazine": "*Undeniably exquisite in every facet of this resort's experience.*" Below the quote are three sections: "Sublime Retreat" (with a picture of a rolled-up towel), "Incomparable Amenities" (with a picture of a person in a shower), and "Indulgent Wellness" (with a picture of fruit and juice glasses).

**Tuscany LUXURY RESORTS**

**Lavish Luxury, Unsurpassed Comfort**

Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

Each resort is a haven of serenity and an incomparable alternative for those seeking a higher standard. From lavish amenities to localized cuisine, Tuscany Resorts are thoughtfully designed and carefully located in some of the world's most attractive destinations.

Rich in Italian history, Tuscany Resorts present a luxurious experience that transcends cultures, while staying true to the legacy of its founders. Since its founding in 1891, Tuscany's management has welcomed innovation, while tempering any deviation from the course that has fueled Tuscany's success.

Guests at each Tuscany Luxury Resorts location may enroll in the award-winning Preferred Guest Program, avoiding availability restrictions and blackout dates, while accumulating bonus frequent flyer miles on the world's more prestigious airlines. Further, a representative is assigned to your account, making every reservation an effortless one.

Ready to enjoy Tuscany at its finest? [Make a reservation online](#). If you prefer to phone in your reservation, please call (800) 555-6739.

**TUSCANY • NEW YORK • LONDON**

WEDNESDAY, 26 DEC

*"Undeniably exquisite in every facet of this resort's experience."*

Affluent Living Magazine

**Sublime Retreat**

Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.

**Incomparable Amenities**

If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.

**Indulgent Wellness**

Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.

# visual details



**Tuscany**  
LUXURY RESORTS

TUSCANY • NEW YORK • LONDON

WEDNESDAY, 26 DEC

HOME ..... I  
RESERVATIONS ..... II  
AMENITIES ..... III  
PREFERRED GUESTS ..... IV  
TUSCANY HISTORY ..... V  
CUSTOMER CARE ..... VI  
CONTACT US ..... VII

*"Undeniably exquisite in every facet of this resort's experience."*

Affluent Living Magazine

## Lavish Luxury, Unsurpassed Comfort

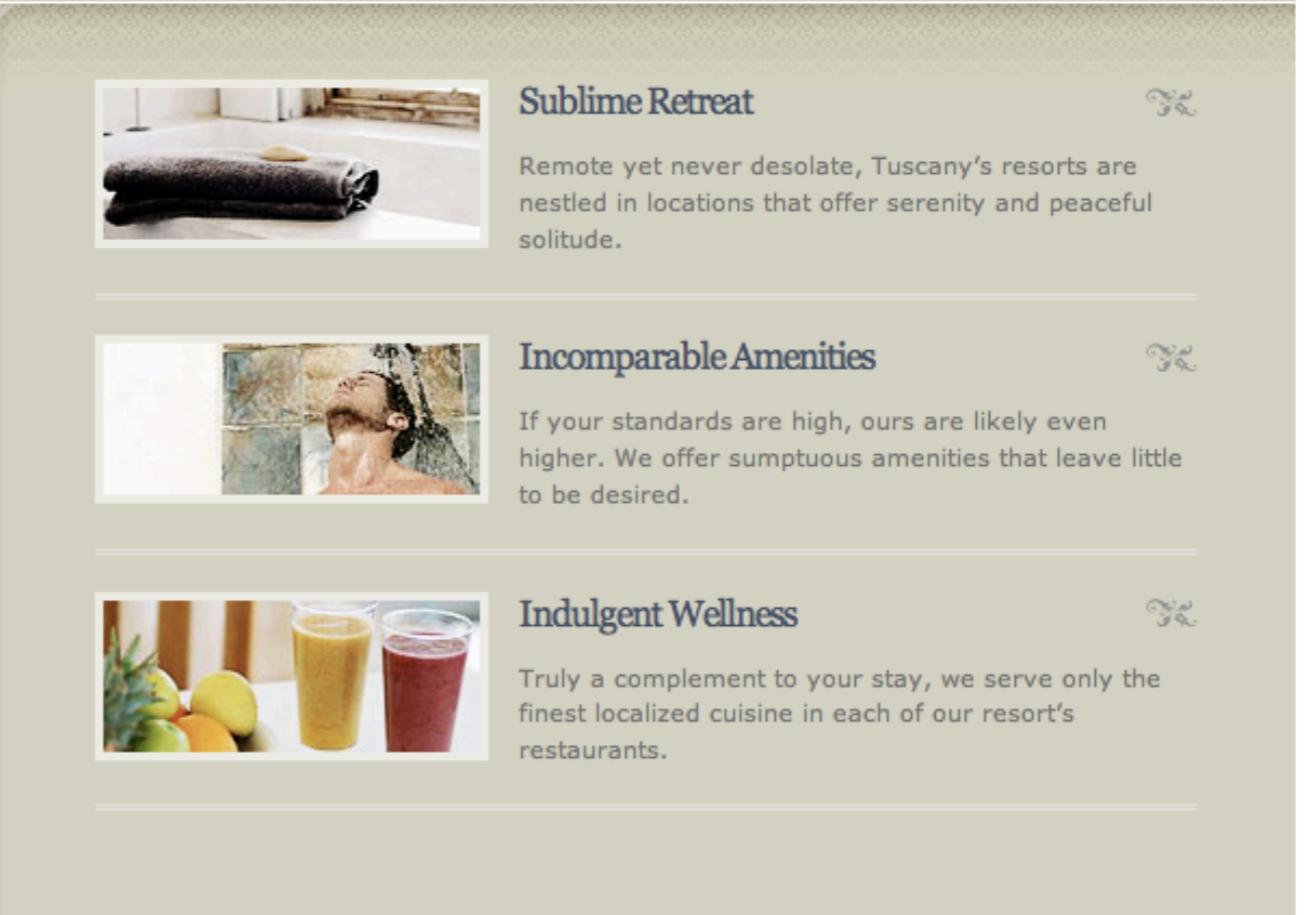
Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

Each resort is a haven of serenity and an incomparable alternative for those seeking a higher standard. From lavish amenities to localized cuisine, Tuscany Resorts are thoughtfully designed and carefully located in some of the world's most attractive destinations.

Rich in Italian history, Tuscany Resorts present a luxurious experience that transcends cultures, while staying true to the legacy of its founders. Since its founding in 1891, Tuscany's management has welcomed innovation, while tempering any deviation from the course that has fueled Tuscany's success.

Guests at each Tuscany Luxury Resorts location may enroll in the award-winning Preferred Guest Program, avoiding availability restrictions and blackout dates, while accumulating bonus frequent flyer miles on the world's more prestigious airlines. Further, a representative is assigned to your account, making every reservation an effortless one.

Ready to enjoy Tuscany at its finest? Make a reservation online. If you prefer to phone in your reservation, please call (800) 555-6739.



**Sublime Retreat**



Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.

**Incomparable Amenities**



If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.

**Indulgent Wellness**



Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.

# visual details



Tuscany  
LUXURY RESORTS

TUSCANY • NEW YORK • LONDON

WEDNESDAY, 26 DEC

HOME I  
RESERVATIONS II  
AMENITIES III  
PREFERRED GUESTS IV  
TUSCANY HISTORY V  
CUSTOMER CARE VI  
CONTACT US VII

*"Undeniably exquisite in every facet of this resort's experience."*  
Affluent Living Magazine

## Lavish Luxury, Unsurpassed Comfort

Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

Each resort is a haven of serenity and an incomparable alternative for those seeking a higher standard. From lavish amenities to localized cuisine, Tuscany Resorts are thoughtfully designed and carefully located in some of the world's most attractive destinations.

Rich in Italian history, Tuscany Resorts present a luxurious experience that transcends cultures, while staying true to the legacy of its founders. Since its founding in 1891, Tuscany's management has welcomed innovation, while tempering any deviation from the course that has fueled Tuscany's success.

Guests at each Tuscany Luxury Resorts location may enroll in the award-winning Preferred Guest Program, avoiding availability restrictions and blackout dates, while accumulating bonus frequent flyer miles on the world's more prestigious airlines. Further, a representative is assigned to your account, making every reservation an effortless one.

Ready to enjoy Tuscany at its finest? Make a reservation online. If you prefer to phone in your reservation, please call (800) 555-6739.



### Sublime Retreat

Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.



### Incomparable Amenities

If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.



### Indulgent Wellness

Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.

# visual details



**Tuscany**  
LUXURY RESORTS

## Lavish Luxury, Unsurpassed Comfort

Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

Each resort is a haven of serenity and an incomparable alternative for those seeking a higher standard. From lavish amenities to localized cuisine, Tuscany Resorts are thoughtfully designed and carefully located in some of the world's most attractive destinations.

Rich in Italian history, Tuscany Resorts present a luxurious experience that transcends cultures, while staying true to the legacy of its founders. Since its founding in 1891, Tuscany's management has welcomed innovation, while tempering any deviation from the course that has fueled Tuscany's success.

Guests at each Tuscany Luxury Resorts location may enroll in the award-winning Preferred Guest Program, avoiding availability restrictions and blackout dates, while accumulating bonus frequent flyer miles on the world's more prestigious airlines. Further, a representative is assigned to your account, making every reservation an effortless one.

Ready to enjoy Tuscany at its finest? Make a reservation online. If you prefer to phone in your reservation, please call (800) 555-6739.

TUSCANY • NEW YORK • LONDON

TUESDAY, 15 JAN

HOME .....	I
RESERVATIONS .....	II
AMENITIES .....	III
PREFERRED GUESTS .....	IV
TUSCANY HISTORY .....	V
CUSTOMER CARE .....	VI
CONTACT US .....	VII

*"Undeniably exquisite in every facet of this resort's experience."*

Affluent Living Magazine

### Sublime Retreat



Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.

### Incomparable Amenities



If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.

### Indulgent Wellness



Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.



## Lavish Luxury, Unsurpassed Comfort

Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

Each resort is a haven of serenity and an incomparable alternative for those seeking a higher standard. From lavish amenities to localized cuisine, Tuscany Resorts are thoughtfully designed and carefully located in some of the world's most attractive destinations.

Rich in Italian history, Tuscany Resorts present a luxurious experience that transcends cultures, while staying true to the legacy of its founders. Since its founding in 1891, Tuscany's management has welcomed innovation, while tempering any deviation from the course that has fueled Tuscany's success.

Guests at each Tuscany Luxury Resorts location may enroll in the award-winning Preferred Guest Program, avoiding availability restrictions and blackout dates, while accumulating bonus frequent flyer miles on the world's more prestigious airlines. Further, a representative is assigned to your account, making every reservation an effortless one.



## Lavish Luxury, Unsurpassed Comfort

Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

Each resort is a haven of serenity and an incomparable alternative for those seeking a higher standard. From lavish amenities to localized cuisine, Tuscany Resorts are thoughtfully designed and carefully located in some of the world's most attractive destinations.

Rich in Italian history, Tuscany Resorts present a luxurious experience that transcends cultures, while staying true to the legacy of its founders. Since its founding in 1891, Tuscany's management has welcomed innovation, while tempering any deviation from the course that has fueled Tuscany's success.

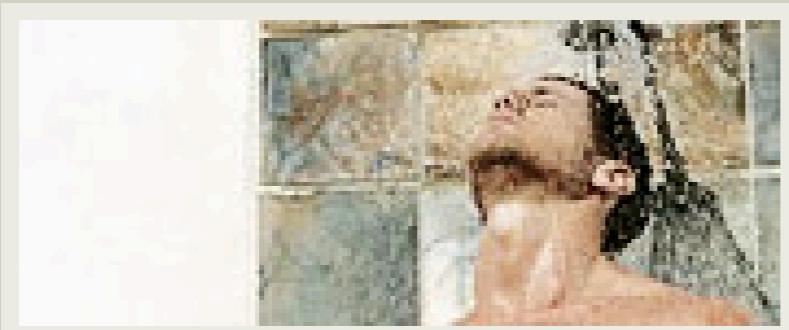
Guests at each Tuscany Luxury Resorts location may enroll in the award-winning Preferred Guest Program, avoiding availability restrictions and blackout dates, while accumulating bonus frequent flyer miles on the world's more prestigious airlines. Further, a representative is assigned to your account, making every reservation an effortless one.



## Sublime Retreat



Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.



## Incomparable Amenities



If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.



## Indulgent Wellness



Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.



## Sublime Retreat



Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.



## Incomparable Amenities



If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.



## Indulgent Wellness



Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.



## Sublime Retreat



Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.



## Incomparable Amenities



If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.



## Indulgent Wellness



Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.



## Sublime Retreat



Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.



## Incomparable Amenities



If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.



## Indulgent Wellness



Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.

TUSCANY • NEW YORK • LONDON

WEDNESDAY, 26 DEC

HOME .....	I
RESERVATIONS .....	II
AMENITIES .....	III
PREFERRED GUESTS .....	IV
TUSCANY HISTORY .....	V
CUSTOMER CARE .....	VI
CONTACT US .....	VII

*"Undeniably exquisite  
in every facet of this  
resort's experience."*

Affluent Living Magazine



## Sublime Retreat

Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.



HOME .....	I
RESERVATIONS .....	II
AMENITIES .....	III
PREFERRED GUESTS .....	IV
TUSCANY HISTORY .....	V
CUSTOMER CARE .....	VI
CONTACT US .....	VII

*"Undeniably exquisite  
in every facet of this  
resort's experience."*

Affluent Living Magazine



## Sublime Retreat

Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.



**RESERVATIONS** II

**AMENITIES** III

**PREFERRED GUESTS** IV

**TUSCANY HISTORY** V

**CUSTOMER CARE** VI

**CONTACT US** VII

**drop shadows**

**edge graphics**

# Comfort

Tuscany Luxury Resorts® offer exceptional produce a truly unforgettable experience. ut never routine.

incomparable alternative for those seeking o localized cuisine, Tuscany Resorts are in some of the world's most attractive

ts present a luxurious experience that legacy of its founders. Since its founding in innovation, while tempering any deviation cess.

**Sublim**

Remote nestled in solitude.

**Incomp**

If your s higher. W to be des

**Indulge**

S  
TESTS  
ORY  
RE

I  
II  
III  
IV  
V  
VI  
VII

gradient

*"Undeniably exquisite  
in every facet of this  
resort's experience."*

Affluent Living Magazine

gradient



## Sublime Retreat

Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.



# rules: layout

- use background colors
  - for mood setting
  - for high-level layout
  - for highlighting
  - but don't use too many
- use whitespace
  - also for high-level layout
  - for hinting hierarchy of low-level visual groupings
- mastery of whitespace yields (culture-dependent)
  - appearance of confidence
  - classy look

# rules: layout cont'd

- use alignments (left, right, center)
  - for low-level visual groupings (in clusters of adjacent elements)
- use drop shadows, edge graphics, gradients
  - cheap means for making boundaries stronger, but still subtle
  - but don't overuse!
- possible to use several ways to hint at layout

# realistic photos

**Tuscany**  
LUXURY RESORTS

## Lavish Luxury, Unsurpassed Comfort

Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

Each resort is a haven of serenity and an incomparable alternative for those seeking a higher standard. From lavish amenities to localized cuisine, Tuscany Resorts are thoughtfully designed and carefully located in some of the world's most attractive destinations.

Rich in Italian history, Tuscany Resorts present a luxurious experience that transcends cultures, while staying true to the legacy of its founders. Since its founding in 1891, Tuscany's management has welcomed innovation, while tempering any deviation from the course that has fueled Tuscany's success.

Guests at each Tuscany Luxury Resorts location may enroll in the award-winning Preferred Guest Program, avoiding availability restrictions and blackout dates, while accumulating bonus frequent flyer miles on the world's more prestigious airlines. Further, a representative is assigned to your account, making every reservation an effortless one.

Ready to enjoy Tuscany at its finest? Make a reservation online. If you prefer to phone in your reservation, please call (800) 555-6739.

TUSCANY • NEW YORK • LONDON

WEDNESDAY, 26 DEC

HOME ..... I  
RESERVATIONS ..... II  
AMENITIES ..... III  
PREFERRED GUESTS ..... IV  
TUSCANY HISTORY ..... V  
CUSTOMER CARE ..... VI  
CONTACT US ..... VII

**Sublime Retreat**

Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.

**Incomparable Amenities**

If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.

**Indulgent Wellness**

Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.

# human faces



## Lavish Luxury, Unsurpassed Comfort

Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

Each resort is a haven of serenity and an incomparable alternative for those seeking a higher standard. From lavish amenities to localized cuisine, Tuscany Resorts are thoughtfully designed and carefully located in some of the world's most attractive destinations.

Rich in Italian history, Tuscany Resorts present a luxurious experience that transcends cultures, while staying true to the legacy of its founders. Since its founding in 1891, Tuscany's management has welcomed innovation, while tempering any deviation from the course that has fueled Tuscany's success.

Guests at each Tuscany Luxury Resorts location may enroll in the award-winning Preferred Guest Program, avoiding availability restrictions and blackout dates, while accumulating bonus frequent flyer miles on the world's more prestigious airlines. Further, a representative is assigned to your account, making every reservation an effortless one.

Ready to enjoy Tuscany at its finest? Make a reservation online. If you prefer to phone in your reservation, please call (800) 555-6739.

TUSCANY • NEW YORK • LONDON

WEDNESDAY, 26 DEC

HOME	I
RESERVATIONS	II
AMENITIES	III
PREFERRED GUESTS	IV
TUSCANY HISTORY	V
CUSTOMER CARE	VI
CONTACT US	VII

*"Undeniably exquisite in every facet of this resort's experience."*

Affluent Living Magazine



### Sublime Retreat

Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.



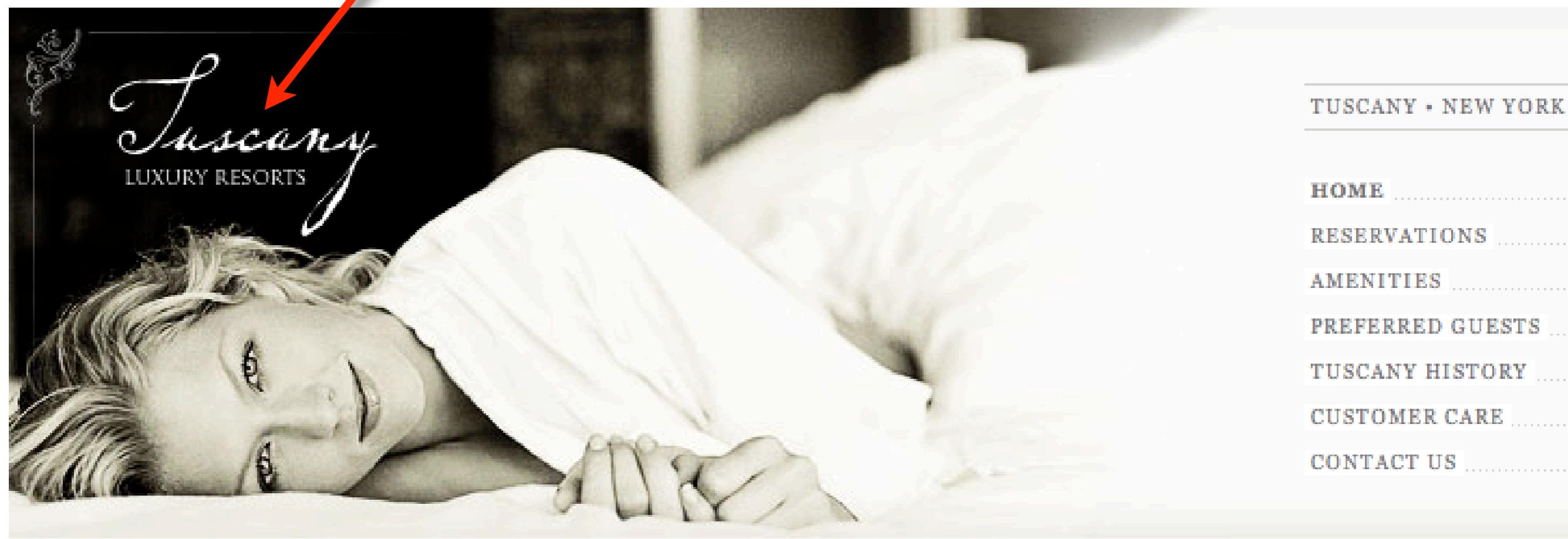
### Incomparable Amenities

If your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little to be desired.



### Indulgent Wellness

Truly a complement to your stay, we serve only the finest localized cuisine in each of our resort's restaurants.



logo

## Lavish Luxury, Unsurpassed Comfort

Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

TUSCANY • NEW YORK

[HOME](#) .....

[RESERVATIONS](#) .....

[AMENITIES](#) .....

[PREFERRED GUESTS](#) .....

[TUSCANY HISTORY](#) .....

[CUSTOMER CARE](#) .....

[CONTACT US](#) .....



same typeface, a.k.a. font family

Georgia, 2em, #48546A

Georgia, 0.6em, all caps, #48546A

The screenshot shows the homepage of Tuscany Luxury Resorts. At the top left is the logo 'Tuscany LUXURY RESORTS' with a woman lying down. To the right is a navigation menu with a yellow border containing links: HOME, RESERVATIONS, AMENITIES, PREFERRED GUESTS, TUSCANY HISTORY, CUSTOMER CARE, and CONTACT US. Below the header is a large image of a smiling woman in bed. A yellow box highlights the text 'lavish Luxury, Unsurpassed Comfort'. A yellow circle highlights the word 'lavish'. A yellow box at the bottom contains the text: 'Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.' A yellow arrow points from the text 'same typeface, a.k.a. font family' to the two instances of 'Georgia' in the logo and menu. Another yellow arrow points from the text 'Verdana, #444' to the word 'lavish'.

TUSCANY • NEW YORK

HOME .....

RESERVATIONS .....

AMENITIES .....

PREFERRED GUESTS .....

TUSCANY HISTORY .....

CUSTOMER CARE .....

CONTACT US .....

Verdana, #444

lavish Luxury, Unsurpassed Comfort

Among the finest resorts of the world, Tuscany Luxury Resorts® offer exceptional service and distinctive styling that combine to produce a truly unforgettable experience. Fashionable but never extravagant. Sensible but never routine.

# rules: content

- use photos, illustrations, sketches, ...
- ... especially realistic photos
  - even small photos
  - even of inanimate objects
- use photos with people
  - ... who convey good feelings (happiness, friendship, hope)

# rules: content cont'd

- use 2 ~ 3 typefaces (a.k.a. font families)
  - for mood setting (e.g., calligraphic type → solemnity)
  - but watch out for legibility
- use 4 ~ 5 fonts (typeface + size + style combos)
  - in Web medium: also include colors, capitalization
  - to hint at hierarchy of content (title, heading, body text)
- don't use too many font variations
- mastery of whitespace and typography can carry a whole design

# beautiful, simple design

Mark Boulton Design is a small design studio. We have a knack for producing beautiful, simple solutions for today's web. Be it a website, a brand, a product or application, we have the expertise to provide you with a solution that will stand out in the marketplace.

'Working with Mark Boulton Design on the design of nature.com's publishing tools was a great pleasure. They have a very modern fresh style and are extremely responsive and easy to work with. Their designs have definitely transformed a complex and opaque system into a pleasant user experience.'

— Glennis McGregor, Web Design Manager, Nature.com

[Read more testimonials](#)

---

work

---

services

---

news

---

contact

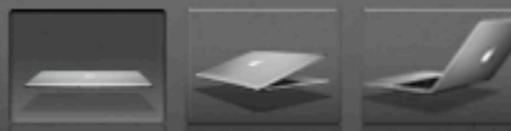
<http://www.markboultondesign.com/>

[Store](#)[Mac](#)[iPod + iTunes](#)[iPhone](#)[Downloads](#)[Support](#) [Search](#)

# MacBook Air

[Overview](#)[Design](#)[Features](#)[Wireless](#)[Mac OS X + iLife](#)[Tech Specs](#)[Pre-order Now](#)

# Thinnovation.

[Watch the ad](#)

Introducing **MacBook Air**.  
The world's thinnest notebook.

MacBook Air is ultrathin, ultraportable, and ultra unlike anything else. But you don't lose inches.



<http://www.apple.com/>

NDON

WEDNESDAY, 26 DEC

I

II

III

IV

V

VI

VII

*"Undeniably exquisite  
in every facet of this  
resort's experience."*

Affluent Living Magazine

decoration

## Sublime Retreat

Remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.

## Incomparable Amenities

- I
- II
- III
- IV
- V
- VI
- VII

*"Undeniably exquisite  
in every facet of this  
resort's experience."*

Affluent Living Magazine

## Sublime Retreat

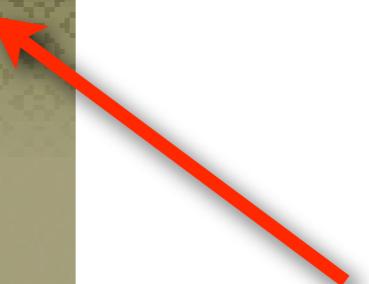
remote yet never desolate, Tuscany's resorts are nestled in locations that offer serenity and peaceful solitude.

## Incomparable Amenities

your standards are high, ours are likely even higher. We offer sumptuous amenities that leave little



decoration



# rules: decoration

- use decorative details
  - background patterns ~ fabric textures on quality clothing
  - dingbat characters ~ jewelries
- decorative details accentuate content and must not draw attention to themselves
- repeating or similar decorative details in different parts of the design help tie the whole design together
- decorative details usually have low ROI
  - lots of efforts, subtle effects
  - they should be worked on last, if at all

# most important rules

- use and pay attention to whitespace
- pay attention to alignment
- be in control of all details
  - don't just let them “happen”
- don't over-do, don't over-use
  - fonts, colors, decorative details

# what's covered

- **rules / guidelines / principles**
  - e.g., make sure things are aligned
- **techniques / tips and tricks**
  - e.g., how to make 3D buttons
- **strategies**
  - e.g., how to start a design

# what's covered

- rules / guidelines / principles
  - e.g., make sure things are aligned

- techniques / tips and tricks
  - e.g., how to make 3D buttons

- strategies
  - e.g., how to start a design

# techniques

- photoshop: buttons / tabs / reflections
- photography tips
- choosing colors
- choosing fonts

# photoshop

- for banners, buttons, tabs, background graphics, photo touchups, etc.
- alternatives
  - paint shop pro (for Windows, \$100)
  - pixelmator (for Mac OSX, \$60)
  - GIMP
- enough “photoshop tutorials” online
  - [www.good-tutorials.com](http://www.good-tutorials.com)
- don’t go overboard

# photoshop exercises

- button
- reflection
- flexible borders
- selection

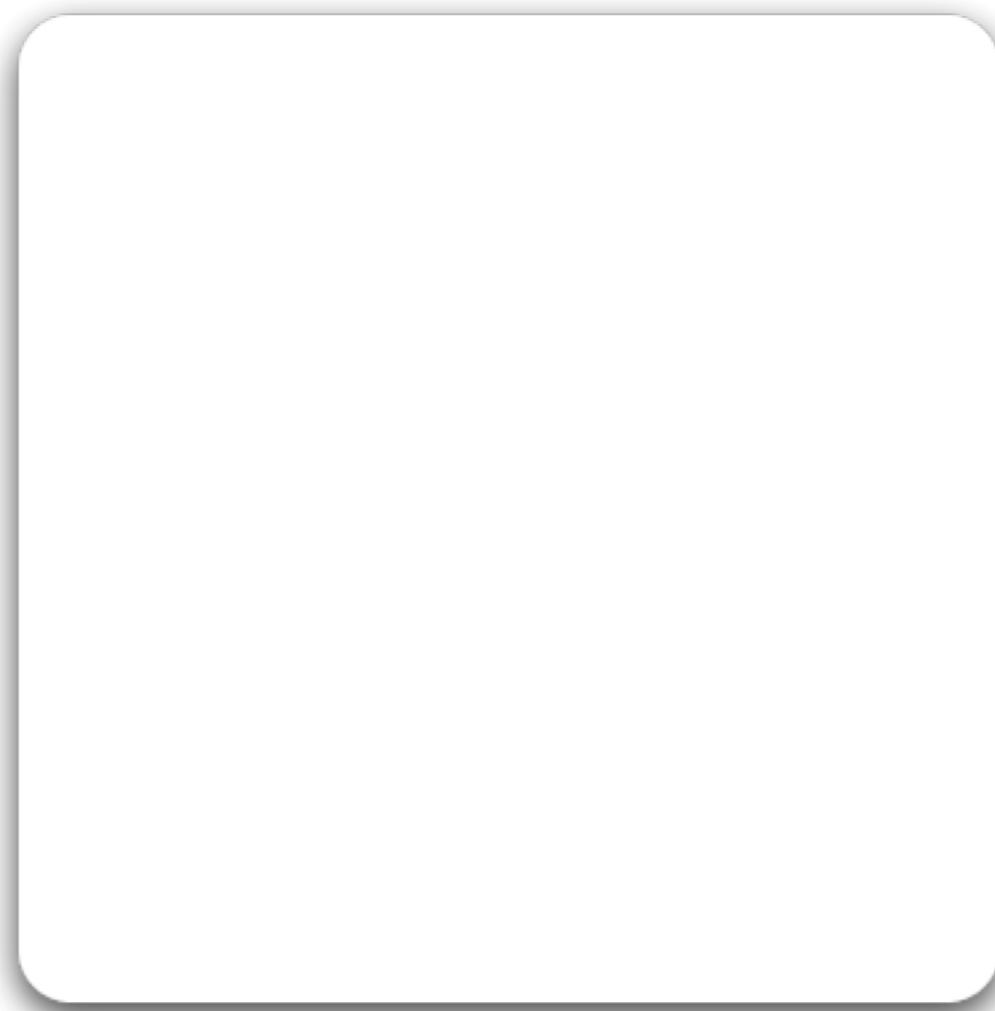
New User



Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

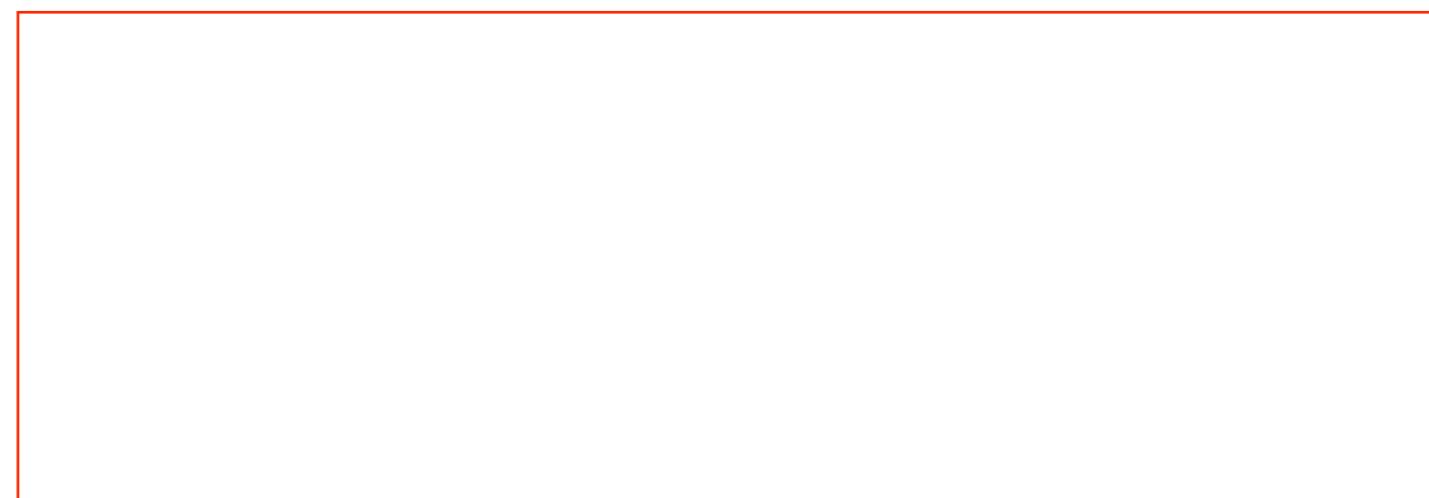
# photoshop exercises: flexible borders



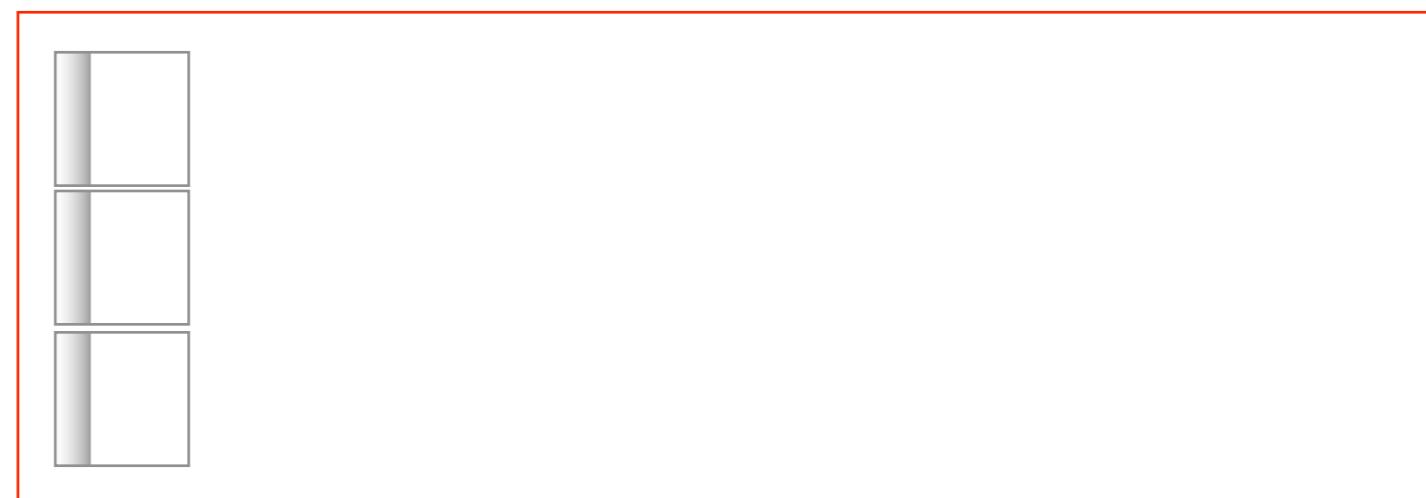
# photoshop exercises: flexible borders



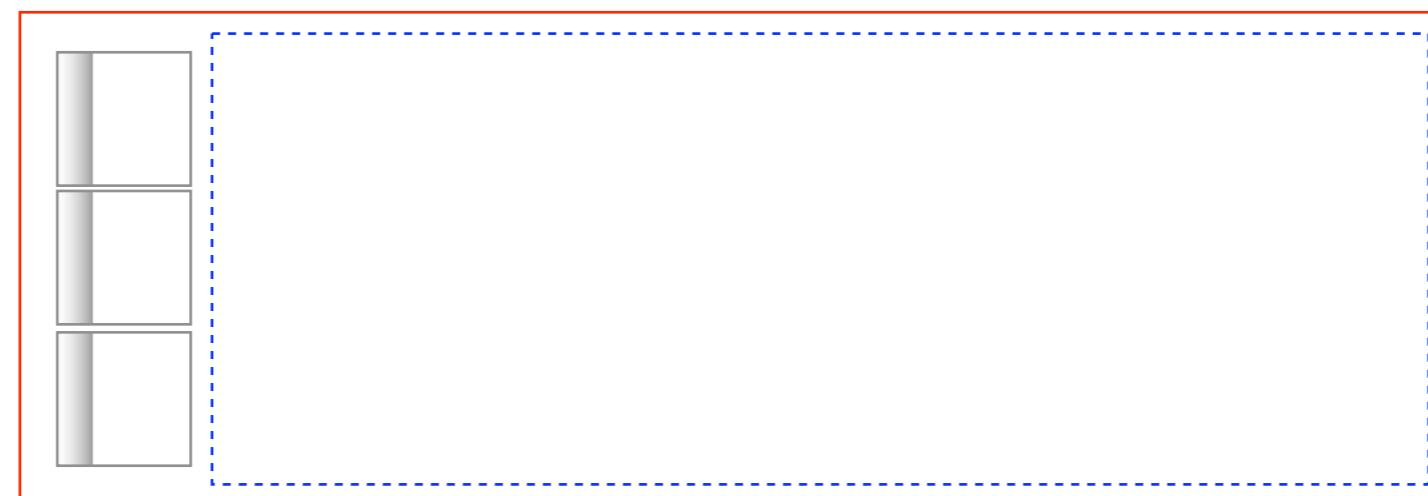
# photoshop exercises: flexible borders



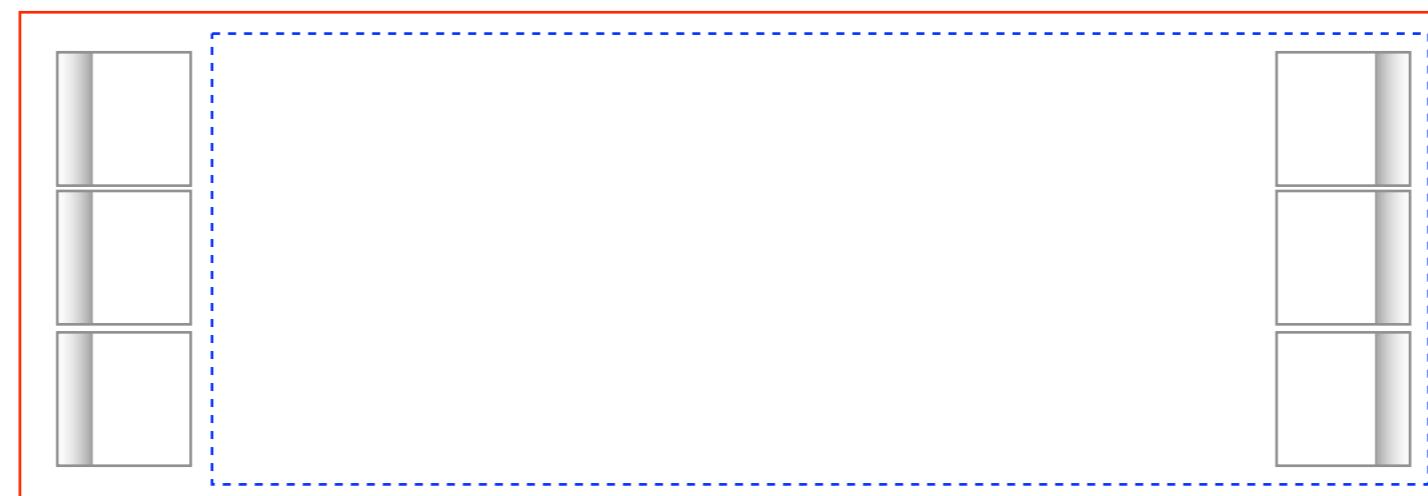
# photoshop exercises: flexible borders



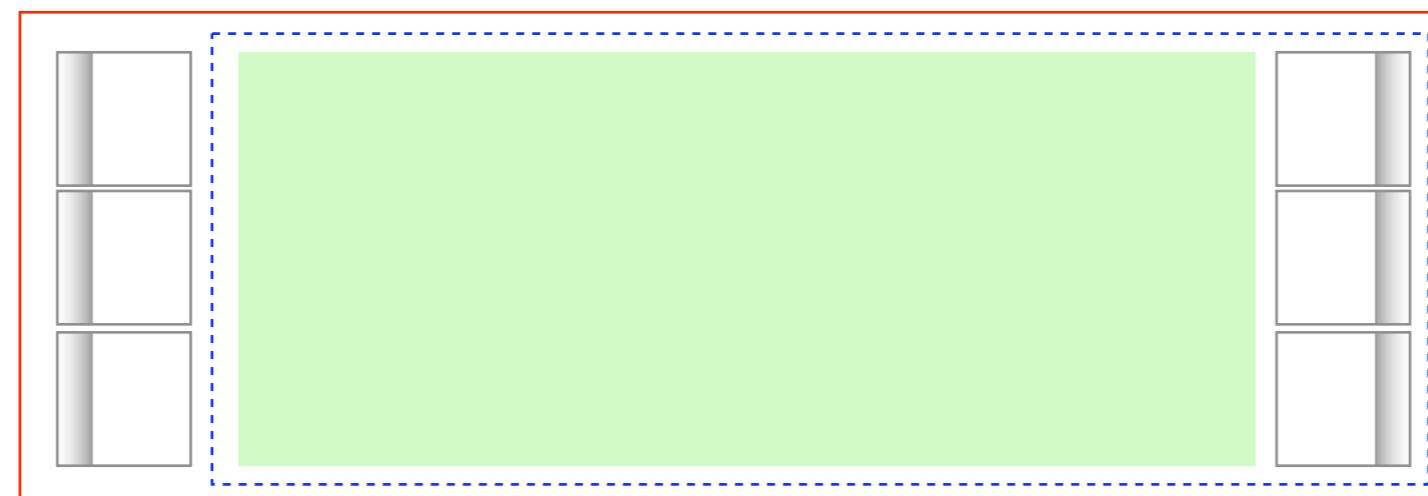
# photoshop exercises: flexible borders



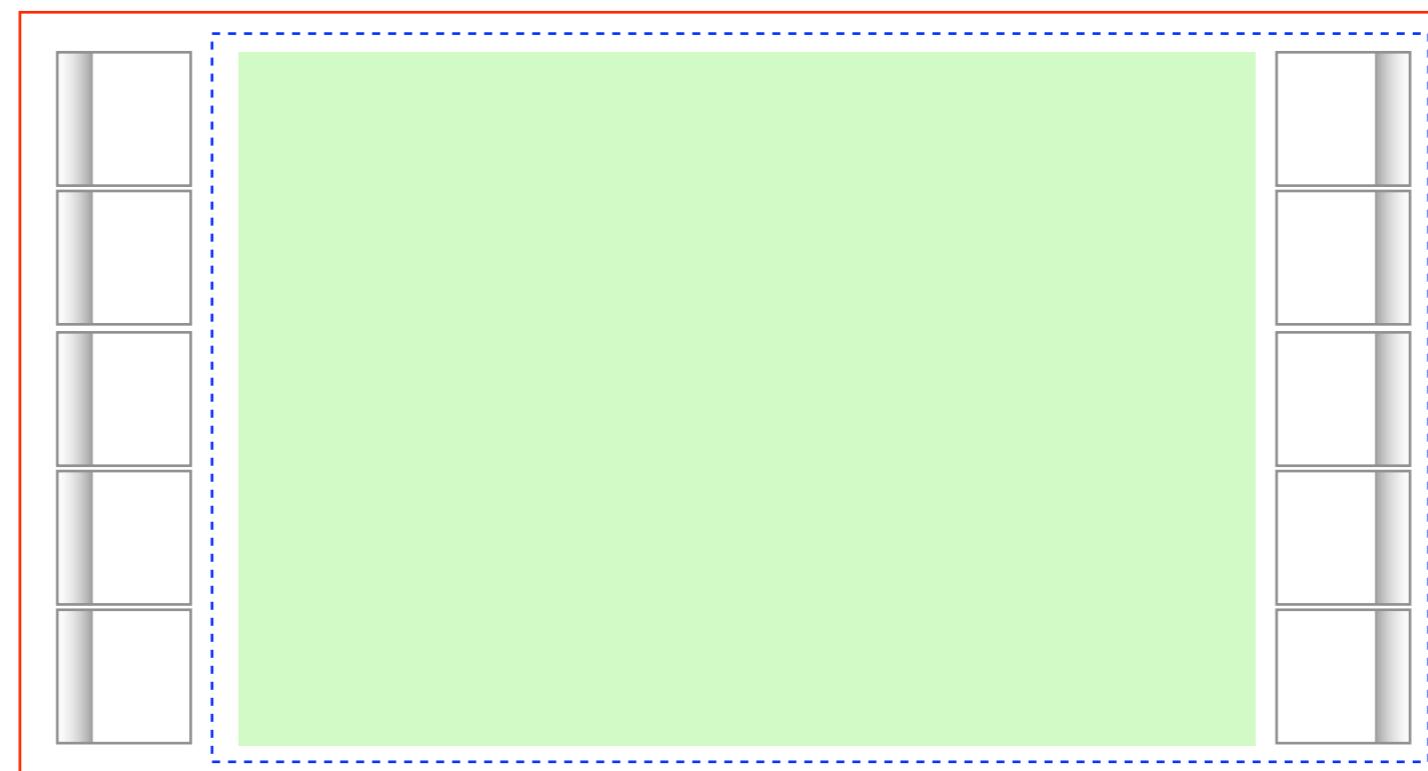
# photoshop exercises: flexible borders



# photoshop exercises: flexible borders



# photoshop exercises: flexible borders



# photography

- good point-and-shoot cameras are enough in some cases
- choose cameras with some manual settings
  - no flash
  - 2 second timer
  - white balance



# photography: 2 second timer



# photography: white balance

auto white balanced (AWB)



(custom) white balanced

# photography cont'd

- settings:
  - as much natural (sun) light as possible
  - for indoor shooting, use a tripod
  - uncluttered background  
(so you can easily erase it in Photoshop)
  - background far away  
(so you'll get the blurry distance effect)



# choosing colors

- don't pick colors yourself from a color palette
- copy colors from other sites
  - FireBug: inspect, show computed style
  - EclipsePalette (Windows, free)
  - DigitalColor Meter (Mac OS X, comes with the OS)
- pick colors out of a photograph with natural colors
  - a heuristic
  - if it's a dominant photo used in your design, repeating its colors helps tie the design together

# choosing colors, cont'd

- if you really must pick colors yourself:
  - pick one color and then several shades of gray (safe choice)
  - pick two colors that seem coordinated  
(your discretion, but ask other people for opinions)
  - avoid saturated colors
  - repeat colors in your logo



- use color tools
  - <http://www.colourlovers.com/>
  - <http://colorusage.arc.nasa.gov/ColorTool.php>
- avoid dark background

# choosing fonts

- copy from other sites
  - use FireBug
  - <http://www.identifont.com/>
- sans serif fonts are more legible than serif fonts
- sans serif fonts:
  - Trebuchet MS
  - Gill Sans
  - Helvetica, Verdana, Arial, Tahoma
- serif fonts:
  - Times, Georgia, Garamond
  - default fonts (Arial, Times) look cheap

A B g

A B g

# choosing fonts

- copy from other sites
  - use FireBug
  - <http://www.identifont.com/>
- sans serif fonts are more legible than serif fonts
- sans serif fonts:
  - Trebuchet MS
  - Gill Sans
  - Helvetica, Verdana, Arial, Tahoma
- serif fonts:
  - Times, Georgia, Garamond
  - default fonts (Arial, Times) look cheap

The image displays two sets of letters side-by-side for comparison. On the left, the letters 'A', 'B', and 'g' are shown in a sans-serif font (Trebuchet MS). On the right, the same letters are shown in a serif font (Times New Roman). Red dots are placed at the top of the 'A' and 'B' stems and at the bottom of the 'g' stem, highlighting the structural differences between the two font families.

# what's covered

- **rules / guidelines / principles**
  - e.g., make sure things are aligned
- **techniques / tips and tricks**
  - e.g., how to make 3D buttons
- **strategies**
  - e.g., how to start a design

# what's covered

- rules / guidelines / principles
  - e.g., make sure things are aligned
- techniques / tips and tricks
  - e.g., how to make 3D buttons
- strategies
  - e.g., how to start a design

# how to get started

- copy and adapt
  - Picasso: “Good artists copy, great artists steal”
  - look at sites that serve similar needs (advertising products, offering online services, displaying information, etc.)
- for the front page, start from a punch line
  - slogan
  - logo
  - artifact (your products)
  - photo / picture / illustration
- ... and design around it
  - language, colors, icons, decorations work together to reinforce the punch line

# beautiful, simple design

Mark Boulton Design is a small design studio. We have a knack for producing beautiful, simple solutions for today's web. Be it a website, a brand, a product or application, we have the expertise to provide you with a solution that will stand out in the marketplace.

'Working with Mark Boulton Design on the design of nature.com's publishing tools was a great pleasure. They have a very modern fresh style and are extremely responsive and easy to work with. Their designs have definitely transformed a complex and opaque system into a pleasant user experience.'

— Glennis McGregor, Web Design Manager, Nature.com

[Read more testimonials](#)

---

work

---

services

---

news

---

contact

<http://www.markboultondesign.com/>



[Home](#)  
[About Us](#)  
[Services](#)  
[Our Work](#)  
[Contact](#)  
[Blog](#)

## Fresh Ideas. Innovative Concepts. Clean, Solid Design



### Services

- [Web Design](#)
- [Logo Design](#)
- [Graphic Design](#)
- [Website Maintenance](#)

### Introduction

Mind Four Design is a full service, Professional Web & Graphic Design Company, specializing in Website Design & Development, Logo & Identity Development, and Flash Animation. We work with everyone from individuals and small businesses to large corporations.

Browse through the site to discover how Mind Four Design can help you stand out from the crowd and differentiate yourself from your competition.

#### Recent Work



#### Site Maintenance

- Reasonable Rates
- Weekly or Monthly
- Everything Included

#### Contact Info

p: (404) 441-5723  
1 (800) 279-1458  
f: (320) 451-5723  
[info@mindfour.com](mailto:info@mindfour.com)



GET A QUOTE

<http://www.mindfour.com/>

# WIKIPEDIA

English

The Free Encyclopedia  
2 151 000+ articles

Deutsch

Die freie Enzyklopädie  
688 000+ Artikel

Français

L'encyclopédie libre  
601 000+ articles

Polski

Wolna encyklopedia  
455 000+ haset

日本語

フリー百科事典  
451 000+ 記事

Nederlands

De vrije encyclopedie  
391 000+ artikelen

Italiano

L'enciclopedia libera  
390 000+ voci

Português

A encyclopédia livre  
350 000+ artigos

Español

La encyclopédie libre  
315 000+ artículos

Svenska

Den fria encyklopedin  
266 000+ artiklar



search · suche · rechercher · szukaj · 檢索 · zoeken  
ricerca · busca · buscar · sök · поиск · 搜索 · søk · haku · suk

 English 

100 000+

Deutsch · English · Español · Français · Italiano · Nederlands · 日本語 · Norsk (bokmål) · Polski · Português · Русский · Suomi · Svenska · Volapük · 中文

10 000+

العربية · Asturianu · Azərbaycan · ????? · ?????????? · ????? · Bosanski · Brezhoneg · Български · Català · Česky · Cymraeg · Dansk · Eesti · Ελληνικά · Simple English · Esperanto · Euskara · فارسی · Galego · 한국어 · ????? · Hrvatski · Ido · Bahasa Indonesia · Íslenska · עברית · Basa Jawa · ????? · Kurdi · Latina · Lumbaart · Latviešu · Lëtzebuergesch · Lietuvių · Maorvar · Македонски · ????? · Bahasa Melayu · ????? · Norsk

<http://www.wikipedia.org/>

[CONTACT US](#)[• COMPANY](#)[• PLATFORM](#)[• SMARTPEN](#)[• SNEAK PEEK](#)[• PRESS CENTER](#)[• JOBS](#)**THE PEN IS SMARTER IN**

## Ever Miss a Word?



We know the feeling.

In lectures, meetings, or wherever you are, the smartpen records and syncs audio with whatever you write. Tap directly on notes to replay recorded audio from the time you were writing.

Transfer your notes and drawings to your PC to backup, replay, and even share them online. You can also search for words within your notes to find exactly what you need in seconds.

## Never Miss a Word.

SEE THE SMARTPEN >

### Preorder Your Smartpen

The Livescribe smartpen will retail for under \$200. Limited quantities are available.

full name   Send me updates

email   
zip  promo code\*  qty

\* Promotional code not required to preorder.  
Valid for US Residents only.

### ▼ Give a smart gift...

If you've pre-ordered a smartpen and plan on giving it as a gift, you can download and print out a gift certificate for that lucky someone. Just click on the image below.



<http://www.livescribe.com/>

[Store](#)[Mac](#)[iPod + iTunes](#)[iPhone](#)[Downloads](#)[Support](#) Search

# The new Mac Pro.

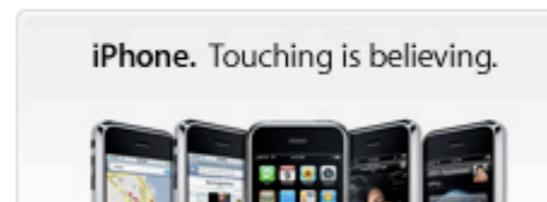
## Tower of 8-core power.

[Hot News Headlines](#)

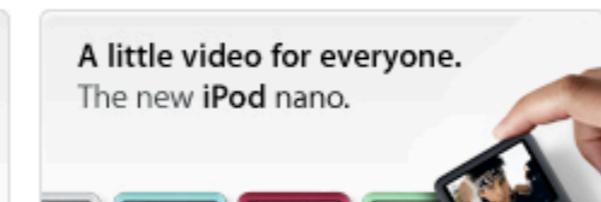
Registration now open for 7th Annual Final Cut Pro Supermeet



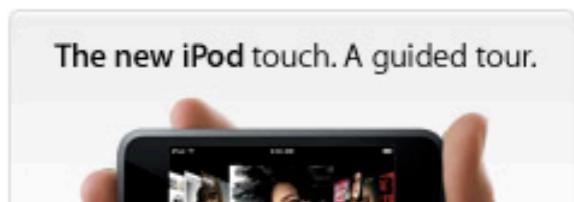
**Mac OS X Leopard.**  
The biggest Mac OS X upgrade ever.



**iPhone.** Touching is believing.



**A little video for everyone.**  
The new **iPod nano**.



**The new iPod touch.** A guided tour.

<http://www.apple.com/>

[Sign in](#)

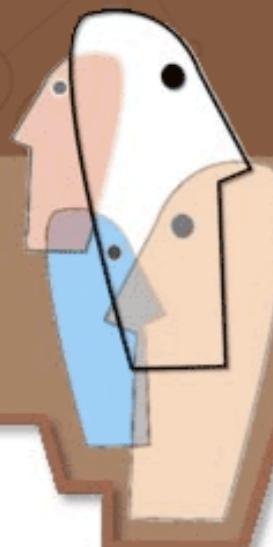
data sets

search

**explore**  
visualizations  
data sets  
comments  
topic hubs

**participate**  
register  
create visualization  
upload data set  
create topic hub

**learn more**  
quick start  
visualization types  
about Many Eyes



# many eyes beta

for shared visualization and discovery

## Try Our Featured Visualizations

**Time Spent Commuting, by State**



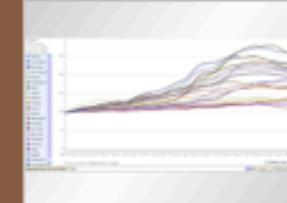
Who has the fastest average time to get to work?  
by Ted Lawless

**Law, according to Martin Luther King**



A word tree of "Letter from Birmingham Jail"  
by Gendo

**Home prices by metro region**



Case Shiller indices: was that a bubble bursting?  
by morgandev

**Privacy around the world**



Are you being watched?  
by Belarius

## Featured Topic Hubs



**Food Safety**  
Illness statistics,  
food recalls and  
alerts, etc.



**Transportation**  
Planes, trains, and  
automobiles!



**OECD Factbook  
2007**  
Official statistics.

**Embed**  
live visualizations  
on your site



brought to you by **IBM**.

<http://services.alphaworks.ibm.com/maneyes/home>



e.g., "10 market st, san francisco" or "hotels near lax"

[Search Maps](#)[Search the map](#)[Find businesses](#)[Get directions](#)[Search Results](#)[My Maps](#)[Print](#) [Send](#) [Link to this page](#)Live! Results from the [New Hampshire primaries](#).

## Welcome to Google Maps

You can drag the map with your mouse, and double-click to zoom. [Take a tour »](#)

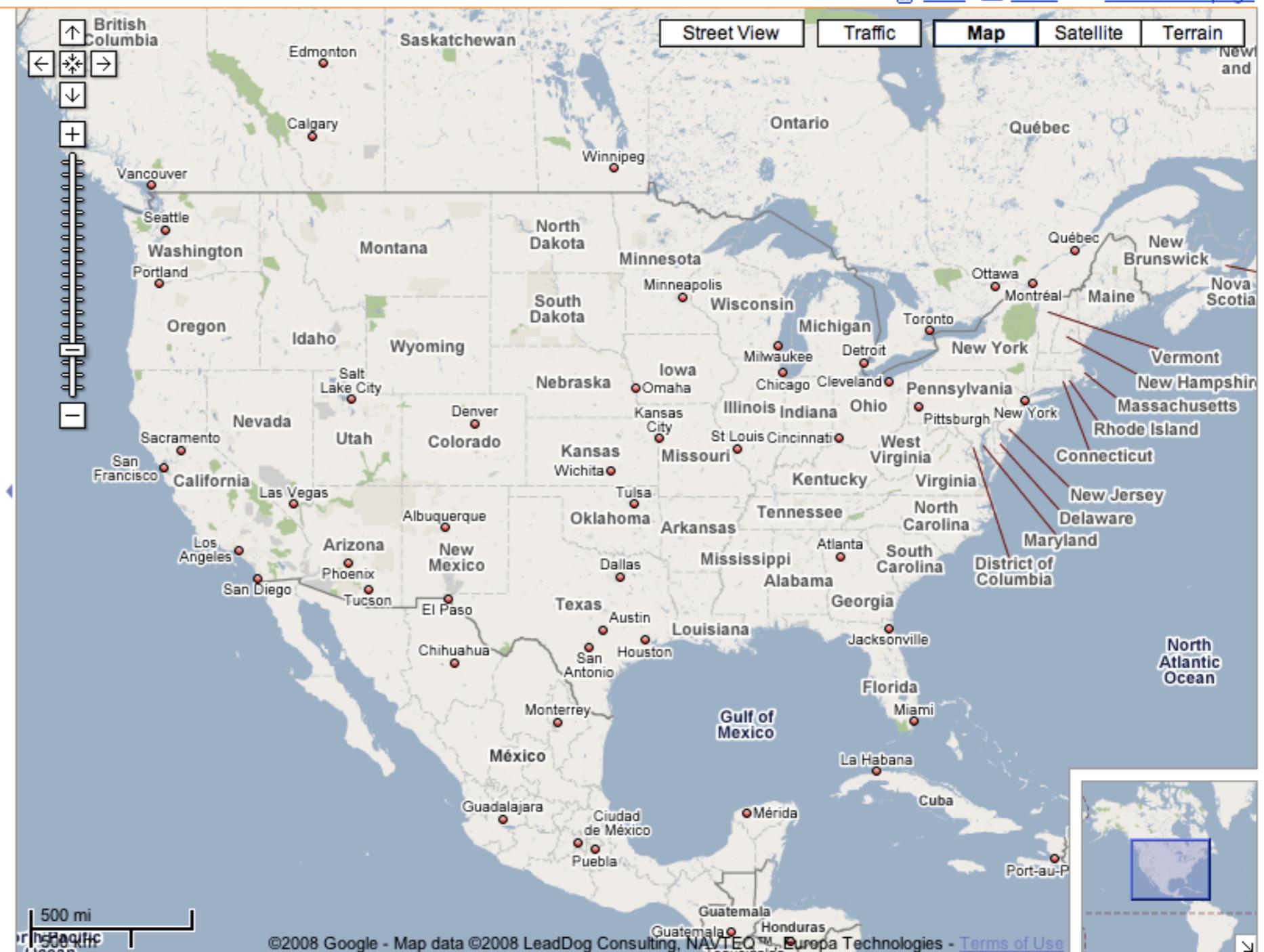
Search the map, e.g.

[kansas city](#)[10 market st, san francisco](#)

Find businesses, e.g.

[hotels near lax](#)[pizza](#)

Get directions, e.g.

[jfk to 350 5th ave, new york](#)[seattle to 98109](#) Use Google Maps on your phone: [Learn more »](#) Add or Edit your business: [Learn more »](#) Advertise with Google Maps: [Learn more »](#) Add Google Maps to your website: [Learn more »](#) Get free local info. 800-GOOG-411: [Learn more »](#)<http://maps.google.com/>



## Professional Web Design

Providing high quality web design and development

New Era is a small creative design studio situated in Timisoara, Romania. Officially launched in early 2005 we are already putting together a portfolio to rival even the most established agencies, whilst helping a collection of well known interna

### We provide high quality web design and development

"True interactivity is not about clicking on icons or downloading files.  
it's about encouraging communication."

Ed Scholssberg, 2002

### Recent Project

**Group Gift Book Website**



### Professional Web Design

**Providing high quality web design and development**

New Era is a small creative design studio situated in Timisoara, Romania. Officially launched in early 2005, we are already putting together a portfolio to rival even the most established agencies, whilst helping a collection of well known international brands deliver their required message. Combining a fresh approach with an established team, the principal partners all have established reputations within the industry and have worked together for

<http://www.neweradesignstudio.com/>

AN INCONVENIENT TRUTH NOW AVAILABLE ON DVD

[+ BUY THE DVD](#)

[+ SEND TO A FRIEND](#)



**"...INTELLECTUALLY EXHILARATING. 'An Inconvenient Truth' is a necessary film."**

A.O. Scott, THE NEW YORK TIMES

## an inconvenient truth

NOW AVAILABLE [ON DVD](#)

[DOWNLOAD THE FREE COMPANION EDUCATIONAL GUIDE](#)

[ABOUT THE FILM](#)

[ABOUT THE DVD](#)

[THE SCIENCE](#)

[TAKE ACTION](#)

[DOWNLOADS](#)

[REVIEWS](#)

[NEWS & BLOG](#)

[INTERNATIONAL RELEASE DATES](#)

[WATCH THE TRAILER](#)



[BUY THE DVD](#)

[+ RSS HEADLINES:](#) Climate change expected to boost parks tourism.

**PG** PARENTAL GUIDANCE SUGGESTED   
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN  
MILD THEMATIC ELEMENTS

TM AND © 2006 PARAMOUNT CLASSICS, A DIVISION OF PARAMOUNT PICTURES, ALL RIGHTS RESERVED.  
TERMS OF USE PRIVACY POLICY CONTACT US  
MPAA.ORG FILMRATINGS.COM PARENTALGUIDE.ORG

PARTICIPANT  
PRODUCTIONS

<http://www.climatecrisis.net/>

# how to get started cont'd

- for web services (e.g., Google Maps)
  - give your users value as early as possible
  - don't require the user to register until there is value
- for data-centric web services (e.g., Many Eyes)
  - inform and intrigue, e.g., "On this day" in Wikipedia
  - "Elizabeth Taylor married 7 times."

# sketching the design

- use pencil and paper
  - think 2D instead of 1D
  - think beyond borders, think non-rectangular
  - focus on high-level layout and photos (if any)
- design the front page and then the other pages
  - sign up page
  - search result page
- try about 3 different designs

# sketching the design cont'd

- web pages tend to be parsed from top left corner
- for the front page:
  - show all the important information without scrolling
  - test on 1024 x 768 screens
- for sites that show dynamic content
  - allocate space that can grow for the content
  - use colors that can accommodate arbitrary dynamic content (e.g., album covers)
- for sites that embed external APIs (e.g., Google Maps)
  - watch out for color conflicts

# prototyping the design

- work out the HTML structures
  - which elements to use? <table>? <div>?
  - which graphics? dimensions?
  - which parts are static? which parts repeat?
  - which parts left-align? which parts right-align?
- pick the colors
- make and insert the graphics
- use some fake data in place of dynamic content (e.g., album cover)
  - but use a variety to simulate real operation
- pick the fonts

# refining the design

- get feedback from other people
- rephrase the text
  - make it concise
- use conventions to “reduce ink,” e.g.,

59°F 47°F 52°F

59°F 47°F 52°F

- make elements serve double duties
  - e.g., showing information and letting you make changes

# links

- good design examples
  - <http://tutorialblog.org/30-great-website-designs-part1/>
  - part1 to part5
  - <http://vandelaydesign.com/blog/design/minimalistic-web-design/>
  - <http://wpgarden.com/>
- tools
  - [http://www.tlbox.com/web\\_designers/](http://www.tlbox.com/web_designers/)
  - <http://stockicons.com/>