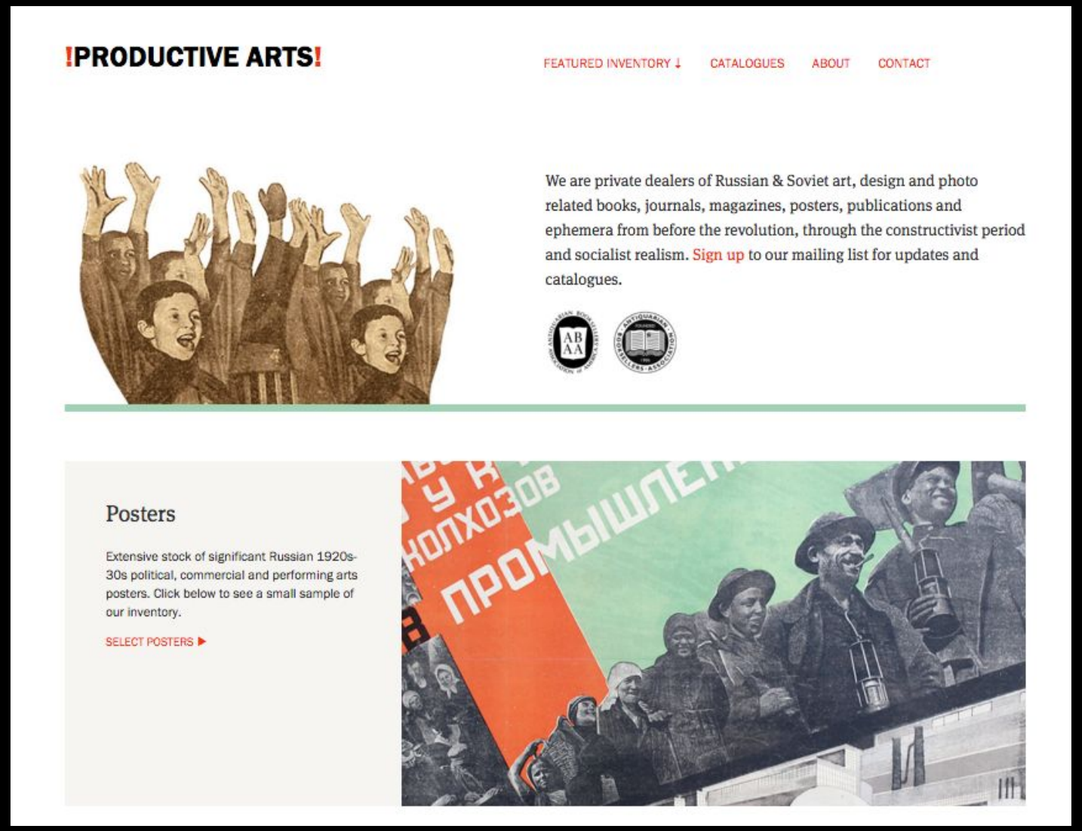
bit.ly/fordhamweb

Hello

Professional Work
patriciabelen.com

Elsewhere
IG @thisisdisplay

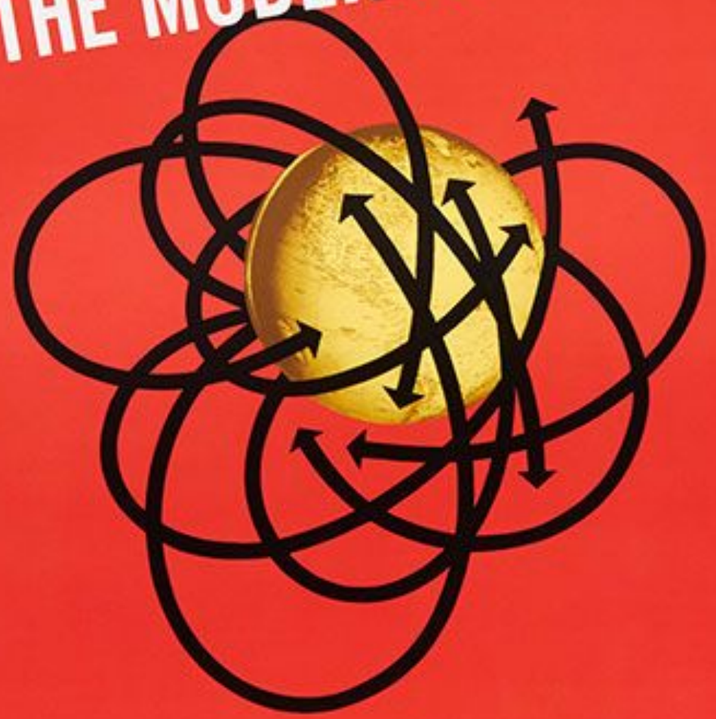


productivearts.com

goodstoryfilmsnyc.com

THE MODERNS

MIDCENTURY AMERICAN GRAPHIC DESIGN



STEVEN HELLER
GREG D'ONOFRIO

Collecting
History
Selections from
Display, Graphic Design
Collection.
Collecting
Design
Exhibition:
Sept 09–Nov 26, 2011
Collecting
History
A collection of over
150 works of graphic
design history.
Collecting
Design
The experimental,
the playful,
and the rational.
Collecting
History

Design + Code + Experimentation +
UX + Art + Visual +Conceptual +
Navigation + Interactivity + Internet +
Storytelling + Handcrafted +
Creativity + Typography + Layout +
Animation + Publishing + ...

Internet

A global system of interconnected computers whose main purpose is to share information.

Web Server

A physical or virtual computer constantly connected to the web that “hosts” website files.

Web Browser

Software (Chrome, Safari, IE, Firefox, etc.) that enables you to access a website. Web browsers receive and interpret code to display a webpage.

Domain

The name of a website:

google.com

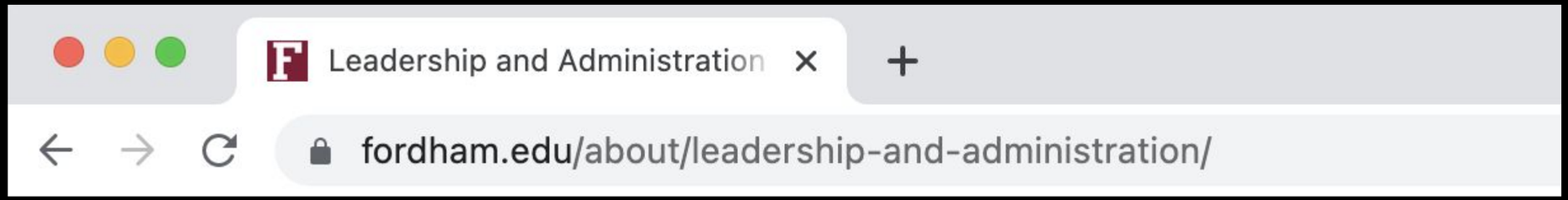
fordham.edu

patriciabelen.com

youtube.com

URL

“Uniform Resource Locator” is the complete address of a particular page:
https://www.google.com
https://www.fordham.edu/about/leadership-and-administration/



HTML

- hypertext markup language
- The markup language used to create websites.
- The basic structure of the webpage.

```
<div class="page" id="page">
    <!-- Begin .header -->
    <header class="header cf" role="banner">
    <a href="#"><img src="../../images/logo.png" class="logo" alt="Logo Alt Text" /></a>        <a href="#search-form" class="nav-toggle nav-
        <a href="#nav" class="nav-toggle nav-toggle-menu icon-menu"><span class="is-vishidden">Menu</span></a>
    <nav id="nav" class="nav">
        <ul>
            <li><a href="#">Home</a></li>
            <li><a href="#">About</a></li>
            <li><a href="#">Blog</a></li>
            <li><a href="#">Contact</a></li>
        </ul>
    </nav><!--end .nav-->
    <form action="#" method="post" class="inline-form search-form">
        <fieldset>
            <legend class="is-vishidden">Search</legend>
            <label for="search-field" class="is-vishidden">Search</label>
            <input type="search" placeholder="Search" id="search-field" class="search-field" />
            <button class="search-submit">
                <span class="icon-search" aria-hidden="true"></span>
                <span class="is-vishidden">Search</span>
            </button>
        </fieldset>
    </form> </header>
    <!-- End .header -->    <div role="main">
        <div class="block block-hero">
            <a href="http://www.fillerati.com" class="inner">
```

CSS

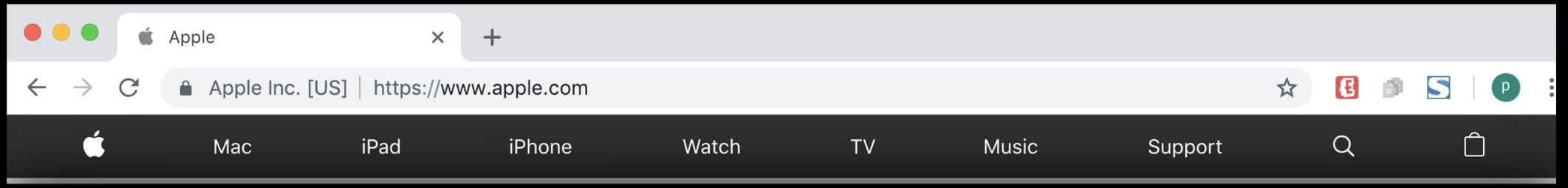
- cascading style sheets
- Style sheet language
- A set of rules that control the look and formatting of HTML

```css
nav ul {
  background-color: PaleVioletRed;
  list-style: none;
  padding: 0;
  width: 200px;
  border: 1px solid MediumVioletRed;
}

nav ul li {
  border-bottom: 1px solid MediumVioletRed;
  padding: 5px;
}

nav ul li:last-child {
  border-bottom: 0;
}

nav ul li a {
  color: white;
  text-decoration: none;
}

nav ul li a:hover {
  text-decoration: underline;
}
```

```css
.site-nav {
  background-color: PaleVioletRed;
  list-style: none;
  padding: 0;
  width: 200px;
  border: 1px solid MediumVioletRed;
}

.site-nav .site-nav-item {
  border-bottom: 1px solid MediumVioletRed;
  padding: 5px;
}

.site-nav .site-nav-item:last-child {
  border-bottom: 0;
}

.site-nav .site-nav-item a {
  color: white;
  text-decoration: none;
}

.site-nav .site-nav-item a:hover {
  text-decoration: underline;
}
```

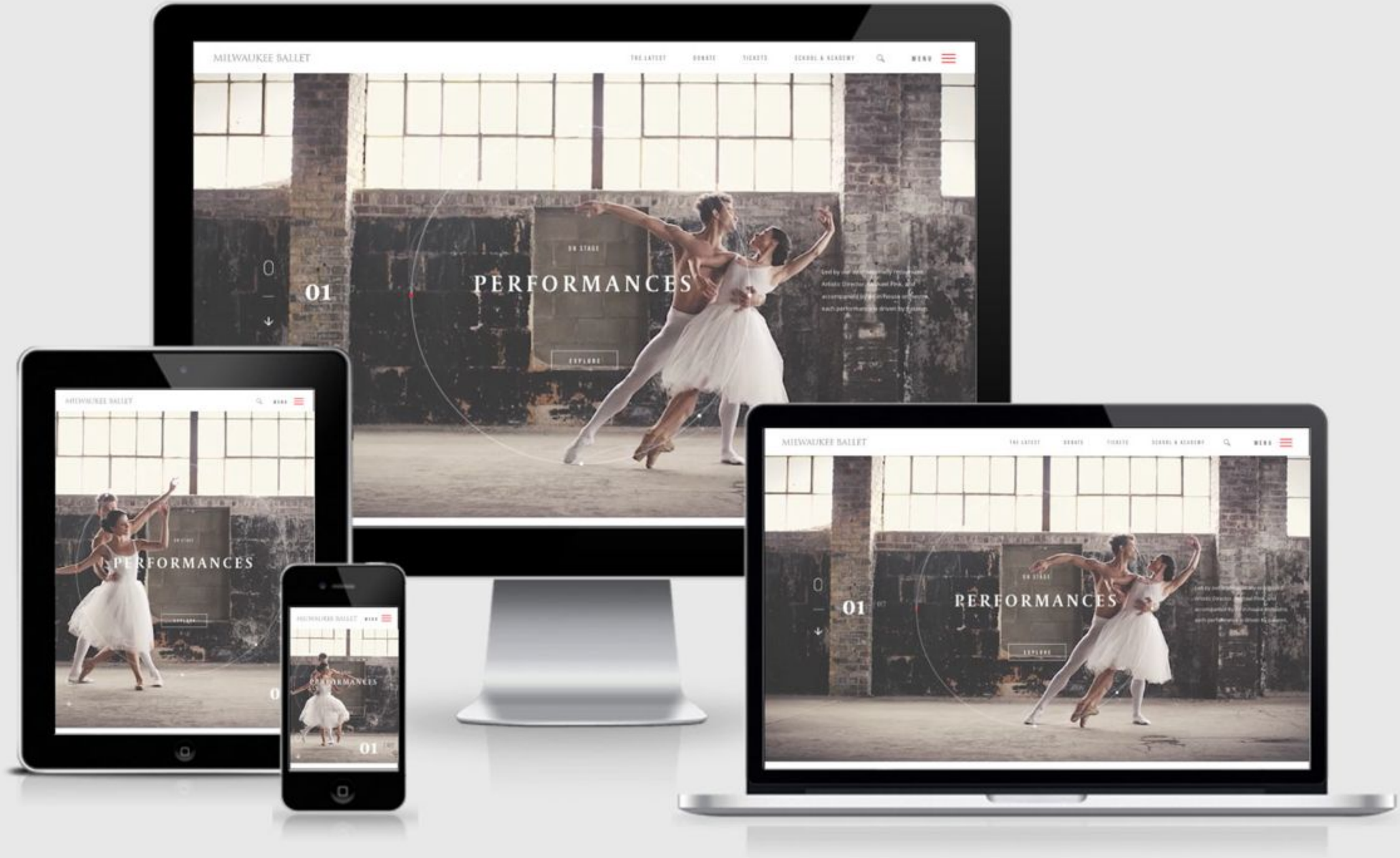
Navigation

Helps users understand how your website is organized and where you want them to go.



Responsive Design

An optimal website experience across a wide range of devices (from mobile phones to tablets to desktop computer monitors).


MILWAUKEE BALLET
THE LATEST
DONATE
TICKETS
SCHOOL & ACADEMY
MENU
01
PERFORMANCES
EXPLORE

Content Management Systems (cms)

squarespace.com
wordpress.org
shopify.com
wix.com
readymag.com
many more...

HYPERTEXT
MARKUP
LANGUAGE

HTML Elements

```
<p>This is a sentence.</p>
```

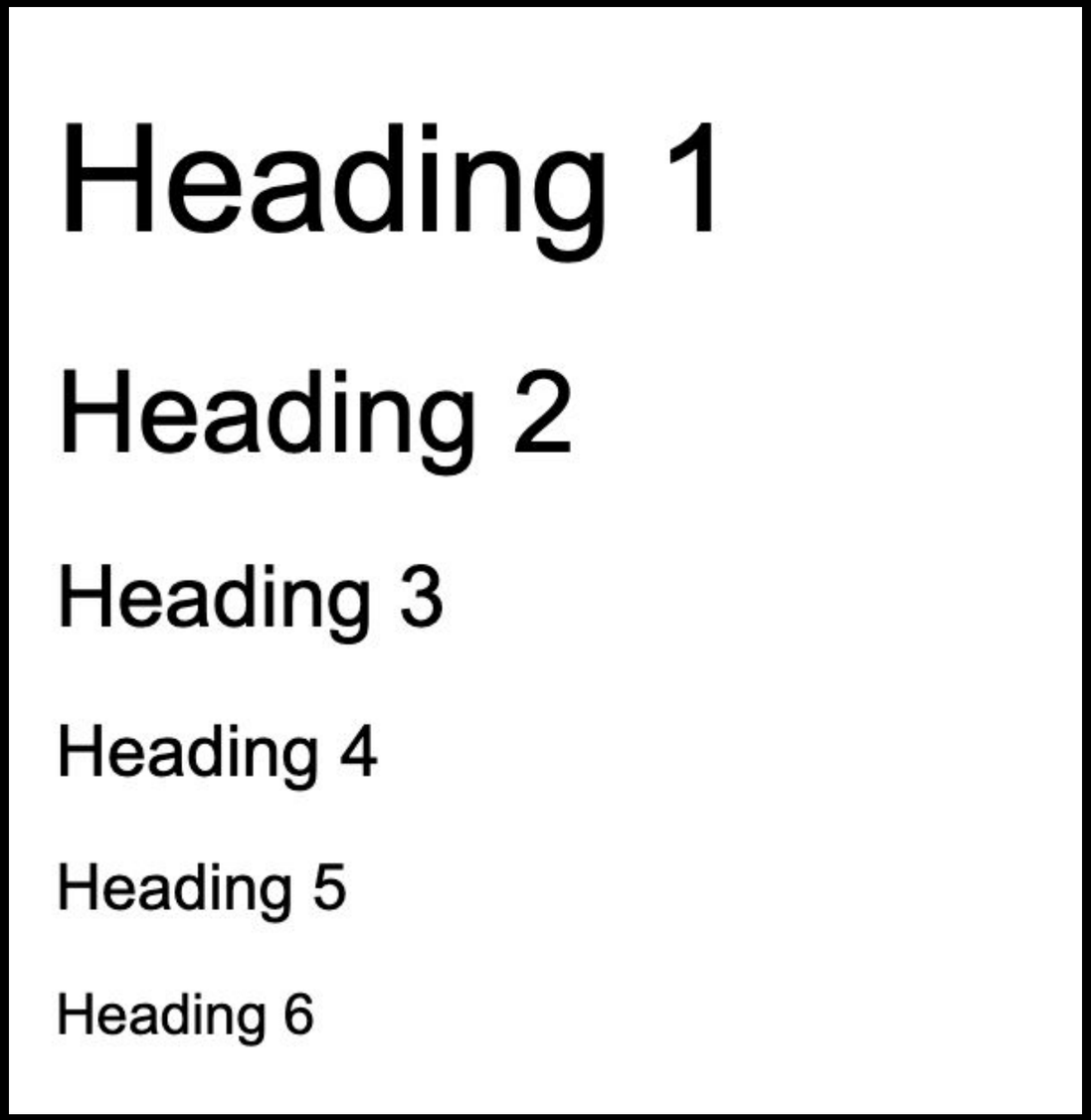
Paragraph Tag

OPENING TAG

CLOSING TAG

Heading Tags

```
<h1>Heading 1</h1>
<h2>Heading 2</h2>
<h3>Heading 3</h3>
<h4>Heading 4</h4>
<h5>Heading 5</h5>
<h6>Heading 6</h6>
```



Typographic Hierarchy

Typographic Hierarchy

Typographic Hierarchy

Typographic Hierarchy

Typographic Hierarchy

Typographic Hierarchy

"All the News That's Fit to Print"

The New York Times.

LATE CITY EDITION
Thunderstorms, warm, humid; clear and cooler tonight. Fair tomorrow.
Temperatures Yesterday—Max., 84; Min., 71
Sunrise today, 6:06 A. M.; Sunset, 7:35 P. M.

Copyright, 1945, by The New York Times Company.

VOL. XCIV..No. 31,980. Entered as Second-Class Matter, Postoffice, New York, N. Y. NEW YORK, WEDNESDAY, AUGUST 15, 1945. THREE CENTS IN NEW YORK CITY

JAPAN SURRENDERS, END OF WAR! EMPEROR ACCEPTS ALLIED RULE; M'ARTHUR SUPREME COMMANDER; OUR MANPOWER CURBS VOIDED

HIRING MADE LOCAL

Communities, Labor and Management Will Unite Efforts

6,000,000 AFFECTED

Draft Quotas Cut, Services to Drop 5,500,000 in 18 Months

By LEWIS WOOD
Special to THE NEW YORK TIMES.

WASHINGTON, Aug. 14—All manpower controls over employers and workers were abolished tonight, the War Manpower Commission announced, enabling employers to hire men where and when they pleased.

The end of the war threw on the Government the difficult task of trying to readjust perhaps 6,000,000 war workers into new employment. Nevertheless, the

Third Fleet Fells 5 Planes Since End

By The Associated Press.

GUAM, Wednesday, Aug. 15—Japanese aircraft are approaching the Pacific Fleet off Tokyo and are being shot down, Admiral Chester W. Nimitz announced today.

Five enemy planes have been destroyed since noon today, Japanese time, or 11 P. M. EWT.

Gen. Douglas MacArthur has been requested to tell the Japanese that American defense measures require the Third Fleet to destroy any Japanese planes approaching United States warships.

GUAM, Wednesday, Aug. 15 (U.P.)—When Admiral Halsey received word of Japan's capitulation today ,he sent this message to his fliers:

"It looks like the war is over, but if any enemy planes appear shoot them down in friendly fashion."

SECRETS OF RADAR GIVEN TO WORLD

ALL CITY 'LETS GO'

Hundreds of Thousands Roar Joy After Victory Flash Is Received

TIMES SQ. IS JAMMED

Police Estimate Crowd in Area at 2,000,000—Din Overwhelming

By ALEXANDER FEINBERG

Five days of waiting, of rumor, intimation, fact, distortion—five agonizing days following the first indication of a Japanese surrender, days of alternately rising hopes and fears—came to an end for New York, as for the nation and the world, a moment or two after seven o'clock last night. And the metropolis exploded its emotions, harnessed for the most part during the day, with atomic force.

"Official — Truman announces

PRESIDENT ANNOUNCING SURRENDER OF JAPAN

Mr. Truman reading the message in the White House. Seated are Admiral William D. Leahy, Secretary of State James F. Byrnes and former Secretary of State Cordell Hull. Standing (left to right) are Maj. Gen. Philip Fleming, head of the Federal Works Administration; William H.

YIELDING UNQUALIFIED, TRUMAN SAYS

Japan Is Told to Order End of Hostilities, Notify Allied Supreme Commander and Send Emissaries to Him

MACARTHUR TO RECEIVE SURRENDER

Formal Proclamation of V-J Day Awaits Signing of Those Articles—Cease-Fire Order Given to the Allied Forces

By ARTHUR KROCK
Special to THE NEW YORK TIMES.

WASHINGTON, Aug. 14—Japan today unconditionally surrendered the hemispheric empire taken by force and held almost intact for more than two years against the rising power of the United States and its Allies in the Pacific war.

The bloody dream of the Japanese military caste van-

BARCELONA: A VICTIM OF ITS OWN SUCCESS?

Greg Richards

In 2012 Barcelona welcomed 7.5 million tourists, who stayed a total of almost 16 million nights. This compares with the 1.7 million tourists who visited Barcelona in 1990, staying 3.8 million nights in total. In other words, the total number of tourists has increased by 440% in just over 20 years, and the number of overnights by 420%. Relative to the population of the city (1.62 million), there are now almost five tourists and ten tourist overnights per inhabitant per year. However, most of the tourists are concentrated in the centre of the city, which has a total population of around 370'000, giving a tourist density of 20 tourists a year to every inhabitant in the centre of the city. For Amsterdam, the comparable figure for the Centrum district would be 70 tourist arrivals for every inhabitant.

In spite of this pressure, attitudes to tourism in Barcelona have remained fairly positive over the years. Concerned by growing criticism of the city's policy of stimulating tourism growth, the municipality began to undertake research into the attitudes of residents towards tourism in 2005 (Richards, 2005).

ATTITUDES TO TOURISM IN BARCELONA HAVE REMAINED FAIRLY POSITIVE OVER THE YEARS.

CELEBRATE
CREATIVE
BELGIUM
TICKETS NOW AVAILABLE ON
CREATIVEBELGIUM.BE
EARLY BIRD ENDS 24 APRIL 2016
AWARDS
& PARTY
27 MAY 2016
CASINO
KNOKKE
BE
CREATIVE
LGIUM

MIKE MONTEIRO(US)
OLIVIERO TOSCANI(IT)
NADYA TOLOKONNIKOVA(PUSSY RIOT)(RU)
FORMES VIVES(FR)
METAHAVEN(NL)
LUCIENNE ROBERTS(UK)
PAUL SAHRE(US)
LAUREN GRUSENMEYER(BE)
ANJA GROTEN(DE)
JANNEKE DE ROOIJ(NL)
PASCAL GIELEN(BE)
RECETAS URBANAS(ESP)
TEXTGAIN(BE)
FELICITAS ROHDEN(DE)
MICHAEL DILISSEN(BE)
WILLIAM LUDWIG LUTGENS(BE)
ELIZA PEPERMANS(BE)
AN ONGHENA(BE)
CHRISTOPHE CLARIJS(BE)
PUCK VONK(NL)
ELIAS CAFMEYER(BE)
VINCENT EGON VERSCHUEREN(BE)
STEF VAN LOOVEREN(BE)
TUNING PEOPLE(BE)
PHILIPPE VAN CAUTEREN(BE)
ROBBERT & FRANK(BE)
INTEGRATED 2017
14 & 15 NOVEMBER
BIENNIAL
INTERNATIONAL
ART & DESIGN
CONFERENCE
DESINGEL
ANTWERPEN
#INTEGRATEDCONF17
INTEGRATEDCONF.ORG
BETWEEN
CREATIVITY AND
CRIMINALITY:
THE ART AND
DESIGN OF THE
CIVIL DOMAIN
CONFERENCE
VENUE
TICKETS
PRESENTED
BY SINT LUCAS
ANTWERPEN

https://mattcolangelo.com/
https://www.thenation.com/
https://thegreatdiscontent.com/
https://www.wired.com/
http://which-countries-signed-paris-agreement.com/

```
<!DOCTYPE html>
<html>
  <head>
    <title>Page Title</title>
  </head>
  <body>
    <h1>A Heading</h1>
    <p>A paragraph!</p>
  </body>
</html>
```

```
<!DOCTYPE html>
<html>
  <head>
    <title>Page Title</title>
  </head>
  <body>
    <h1>A Heading</h1>
    <p>A paragraph!</p>
  </body>
</html>
```

type of document

```
<!DOCTYPE html>
<html>
  <head>
    <title>Page Title</title>
  </head>
  <body>
    <h1>A Heading</h1>
    <p>A paragraph!</p>
  </body>
</html>
```

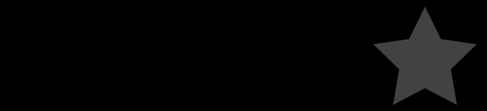
all the html

```
<!DOCTYPE html>
<html>
  <head>
    <title>Page Title</title>
  </head>
  <body>
    <h1>A Heading</h1>
    <p>A paragraph!</p>
  </body>
</html>
```

meta-data

```
<!DOCTYPE html>
<html>
  <head>
    <title>Page Title</title>
  </head>
  <body>
    <h1>A Heading</h1>
    <p>A paragraph!</p>
  </body>
</html>
```

the content

```
<!DOCTYPE html>
<html>
  <head>
    <title>Page Title</title>
  </head>
  <body>
    <h1>A Heading</h1>
    <p>A paragraph!</p>
  </body>
</html>
```

tags inside
other tags