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Elsewhere
IG @thisisdisplay



We are private dealers of Russian & Soviet art, design and photo related books, journals, magazines, posters, publications and ephemera from before the revolution, through the constructivist period and socialist realism. [Sign up](#) to our mailing list for updates and catalogues.



Posters

Extensive stock of significant Russian 1920s-30s political, commercial and performing arts posters. Click below to see a small sample of our inventory.

[SELECT POSTERS ▶](#)



productivearts.com

NATIONAL GEOGRAPHIC

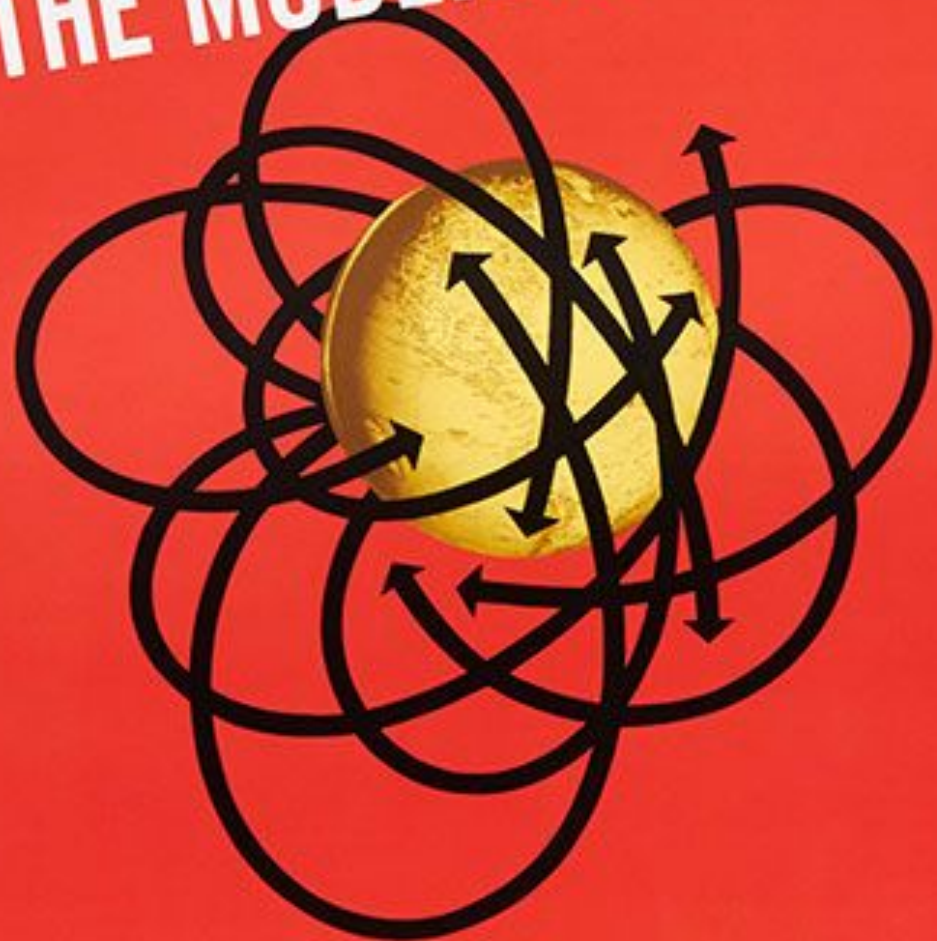
Falling In Love



goodstoryfilmsnyc.com

THE MODERNS

MIDCENTURY AMERICAN GRAPHIC DESIGN



STEVEN HELLER
GREG D'ONOFRIO

Richard Donne
b. 1934



Donne at his Dallas studio, 1963.
Photo: Don Newman

In 1975, Richard Donne and Bruce Blackburn of Donne & Blackburn introduced an expensive and coordinated design system for the National Aeronautics and Space Administration. It included a futuristic-looking logo, nicknamed the "worm," an interpenetrated serpentine word mark that radically modernized the agency's famous, illustrative "meatball" insignia. This major project propelled the emerging new firm, but it was not Donne's first design success. Years earlier, he had built a solo design career not only as a graphic communicator but as a leader of a new design discipline, a change maker in the corporate design world. Born in Oklahoma during the Dust Bowl and Great Depression, he attended Oklahoma State University as an engineering major—and then, to the dismay of his parents, switched to art. "You'll need to eat!" they told him. So, during his college years, Donne played jazz trumpet to bring in extra money. In 1956, Donne set the trumpet aside and enrolled at the University of California, Los Angeles (UCLA) Graduate School of Design. Two years later, with a bank loan co-signed by his father, he packed up his 1956 Chevy convertible and headed for Dallas to begin his career. "Dallas was good to me, both professionally and personally," he recalled. "It was very fortunate to be in on the ground floor of an emerging design industry."

In 1959, he met Richard Coyne, the cofounder with Robert Blackford of the California-based CBI. The Journal of Commercial Art. Coyne invited Donne to design an April 1960 cover that was a transparent blend of oversize and outlined type and hand-drawn letters set in multiple colors in a linear arrangement against black. The type-only concept was one of the magazine's first modern compositions, and it earned Donne early recognition. Soon after, he was encouraged to join the design coalition Portfolio, where freelance designers shared space, expertise, ideas, and contacts. His clients included Fox & Boudle, Ling-Simon-Vaughan, Dresser Industries, and Austin College, and he executed an intricate project for the theme park Six Flags Over Texas. He also met Barbara Wood, who eventually became his wife and business partner.

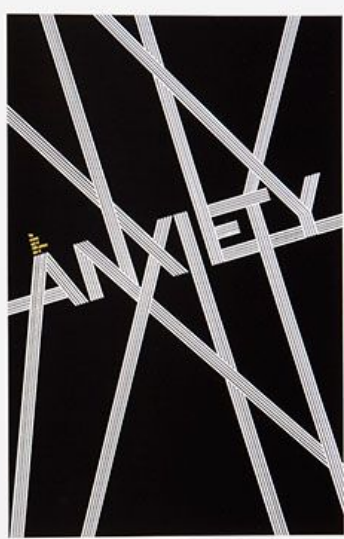
A pivotal moment in Donne's career occurred in 1961 when, as an officer in the newly founded Dallas Fort Worth Art Directors Club, he organized a jury that brought design icons Saul Bass, Herb Lubalin, and Sam Scoll, as well as evaluator Bob Peak, to Dallas. "Talking with judges at breaks and at evening dinners began to confirm my feelings that I wanted to be part of the larger picture," Donne recalled. In 1962 he left Dallas. After a series of exploratory meetings in Los Angeles and San Francisco with Boss, Jim Green, Lou Danziger, Margaret Caron, and Robert Miles Runyan, among other West Coast luminaries, he headed to New York, where he met Lucien Kravitzky, Lou Dorfman, Milton Glaser, and Herb Lubalin. "One thing about New York in the early sixties, the graphic design community was a most welcoming bunch," he said. The Donnes moved there in early 1963. He suited office space from the design partners Phil Gips and Lou Kline on East Forty-Fourth Street, and in short order, commissions came from Hopper

& Row, Random House, Bantam Books, Harvard Business School, and Time. Robert Leide of the Compositing Team invited Donne to participate in its annual "Young Graphic Designers" exhibition, which launched a lasting friendship with Arnold Shapiro. When Klein left for London in 1964, Gips became partner with Donne, and their anonymous firm was launched. It lasted five years and included work for the State University of New York, the Ford Foundation, General Dynamics, Air India, Paramount Pictures, Bellman Downtown Hospital, and Westinghouse Broadcasting. In 1969, Donne was in a solo practice as Richard Donne—New Center, and he expanded his offerings to include film, television, and environmental graphics.

Increasingly dedicated to design education, Donne taught at the School of Visual Arts and became a leader of the American Institute of Graphic Arts (AIGA) during the mid- to late seventies, a period when the institute was on a downward slide. As president of AIGA, he proclaimed that "a business-as-usual attitude will no longer suffice." This meant that fiscal responsibility was critical to the institute's success, he coiled successfully for an expanded national approach and a focus on business and publishing opportunities. "It's not always a disadvantage to take over an enterprise when it's in trouble and in decline. 'Change' is possible when things are not right, when an organization is floundering," Donne said. Soon after, he organized and was founding president of the New York chapter (AIGA/NY).

This willingness to change was necessary for his design business too, as corporate design was quickly evolving into a highly competitive field. "Smaller firms and individuals were having a difficult time against the likes of Uppincott & Margulies, Anspach Grossman Runyon, Walter Landor, Saul Bass & Associates, and others," he recalled. That explains why in 1973 he joined forces with Blackburn to form Donne & Blackburn. Within ten months, they were awarded the NASA assignment, initiated through the National Endowment for the Arts (NEA) Federal Design Improvement Program.

The team (including designer Stephen Loggia) worked laboriously to produce the NASA Graphics Standards Manual, which presented the new visual identity and described how the design program should be applied throughout the NASA network. Though detailed examples, it organized and communicated a system of design techniques and principles including logotype, color, typography, stationery, forms, publications, signage, vehicles, and more. For Donne, the nearly ten-year project with "a singular professional experience, loaded with struggle and success." A who's who of elite accounts soon followed: RCA, Brand Myers, Dow Jones, MasterCard, IBM, Memorial Sloan-Kettering Cancer Center, Seagram Company, and the New York Power Authority, among others. Donne has continued the modern ethic by making functional, elegant and timeless work. His independent journey "from Dust Bowl to Gotham" is best described by the word "Oneword"—his guiding principle.

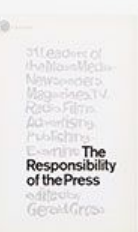
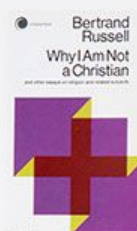


1977 Quarterly magazine cover (University Review), Richard Donne, "State University of New York, Summer 1967." Design: Donne & Donne

1978 Poster, The Natural Risk of 20th Century Man, Richard Donne, "State University of New York, Summer 1967." Design: Donne & Donne

1979 Poster, The Natural Risk of 20th Century Man, Richard Donne, "State University of New York, Summer 1967." Design: Donne & Donne

1980 Poster, The Natural Risk of 20th Century Man, Richard Donne, "State University of New York, Summer 1967." Design: Donne & Donne





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

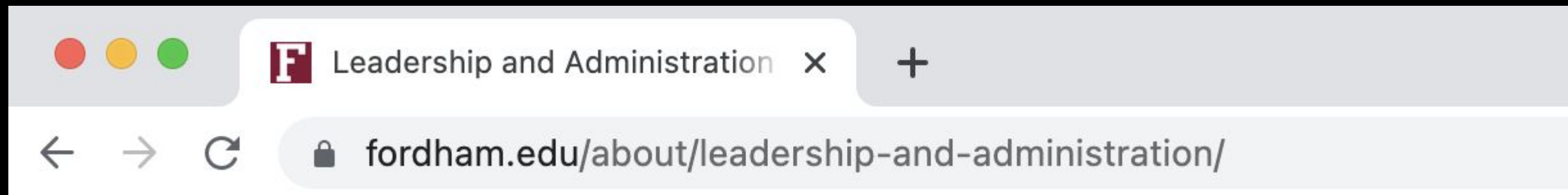
youtube.com

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="#"></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

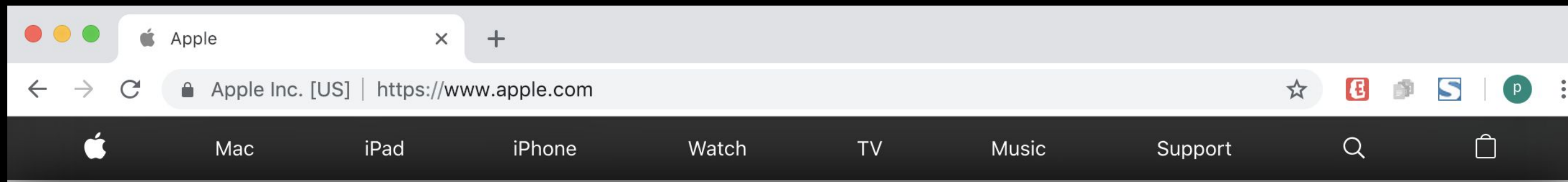
- cascading style sheets
- Style sheet language
- A set of rules that control the look and formatting of HTML

```
1 nav ul {
2   —background-color: PaleVioletRed;
3   —list-style: none;
4   —padding: 0;
5   —width: 200px;
6   —border: 1px solid MediumVioletRed;
7 }
8
9 nav ul li {
10  —border-bottom: 1px solid MediumVioletRed;
11  —padding: 5px;
12 }
13
14 nav ul li:last-child {
15  —border-bottom: 0;
16 }
17
18 nav ul li a {
19  —color: white;
20  —text-decoration: none;
21 }
22
23 nav ul li a:hover {
24  —text-decoration: underline;
25 }
```

```
1 .site-nav {
2   —background-color: PaleVioletRed;
3   —list-style: none;
4   —padding: 0;
5   —width: 200px;
6   —border: 1px solid MediumVioletRed;
7 }
8
9 .site-nav .site-nav-item {
10  —border-bottom: 1px solid MediumVioletRed;
11  —padding: 5px;
12 }
13
14 .site-nav .site-nav-item:last-child {
15  —border-bottom: 0;
16 }
17
18 .site-nav .site-nav-item a {
19  —color: white;
20  —text-decoration: none;
21 }
22
23 .site-nav .site-nav-item a:hover {
24  —text-decoration: underline;
25 }
```

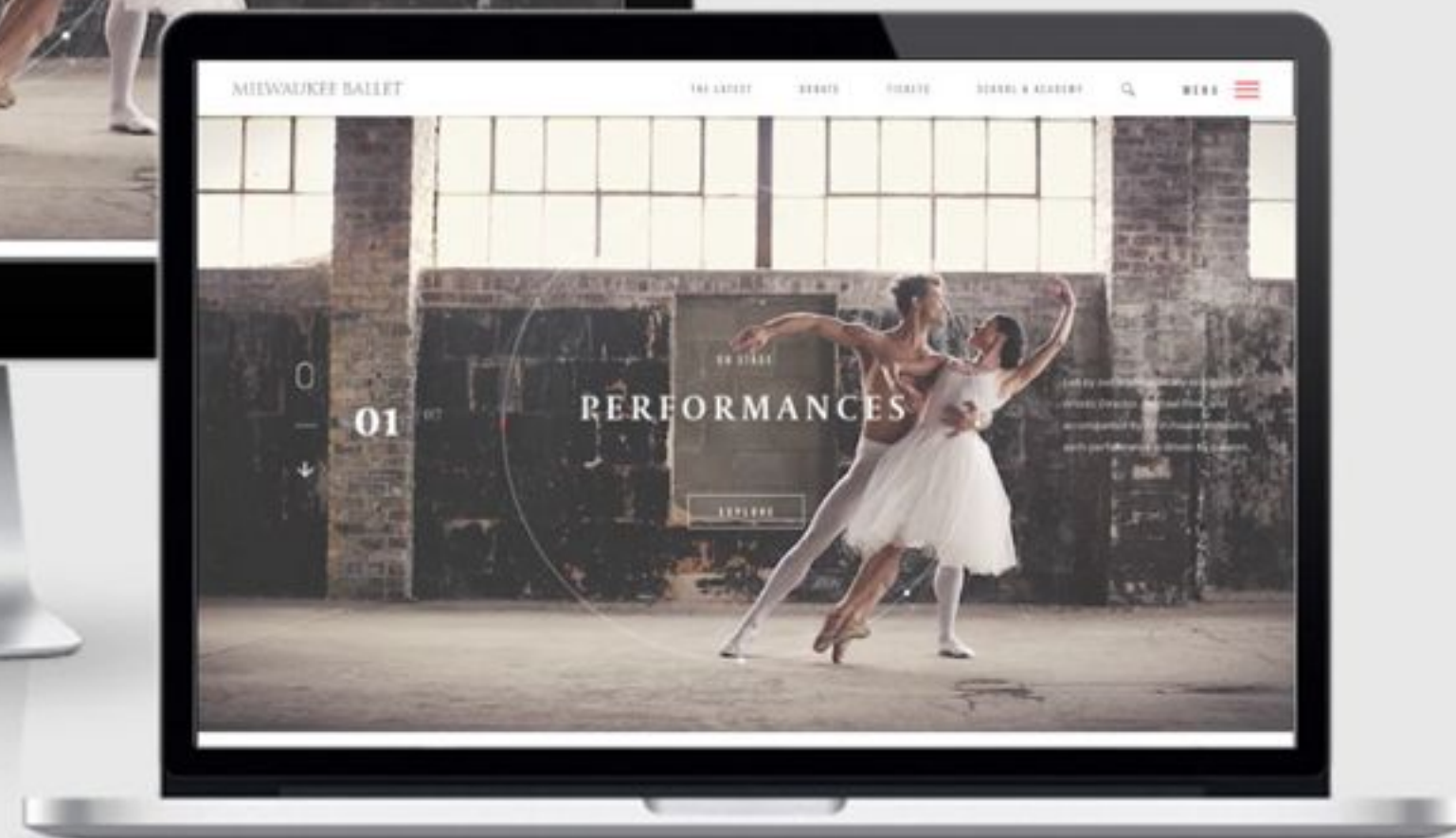
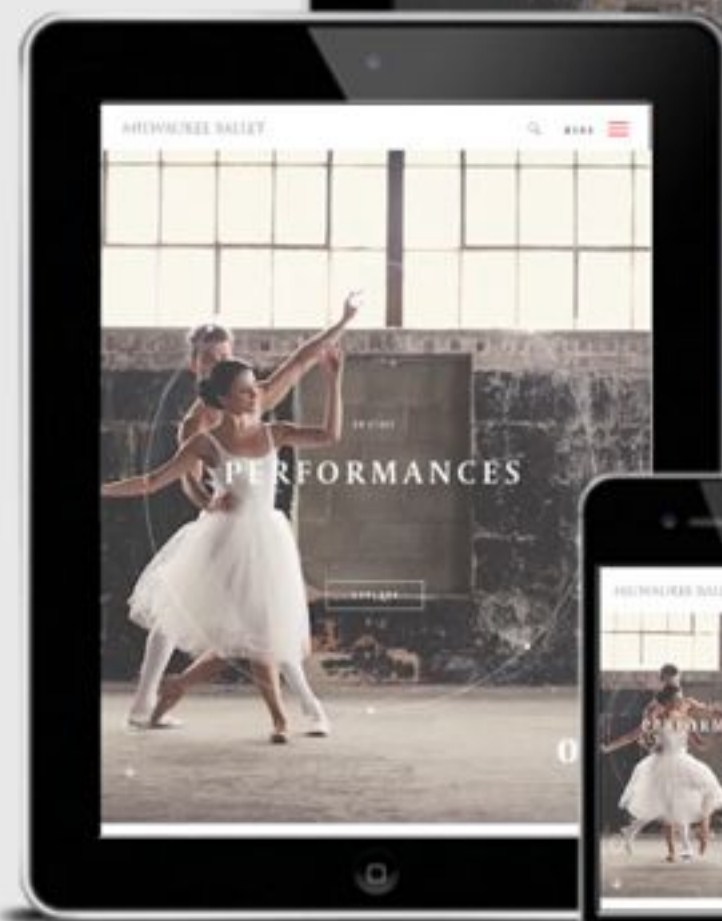
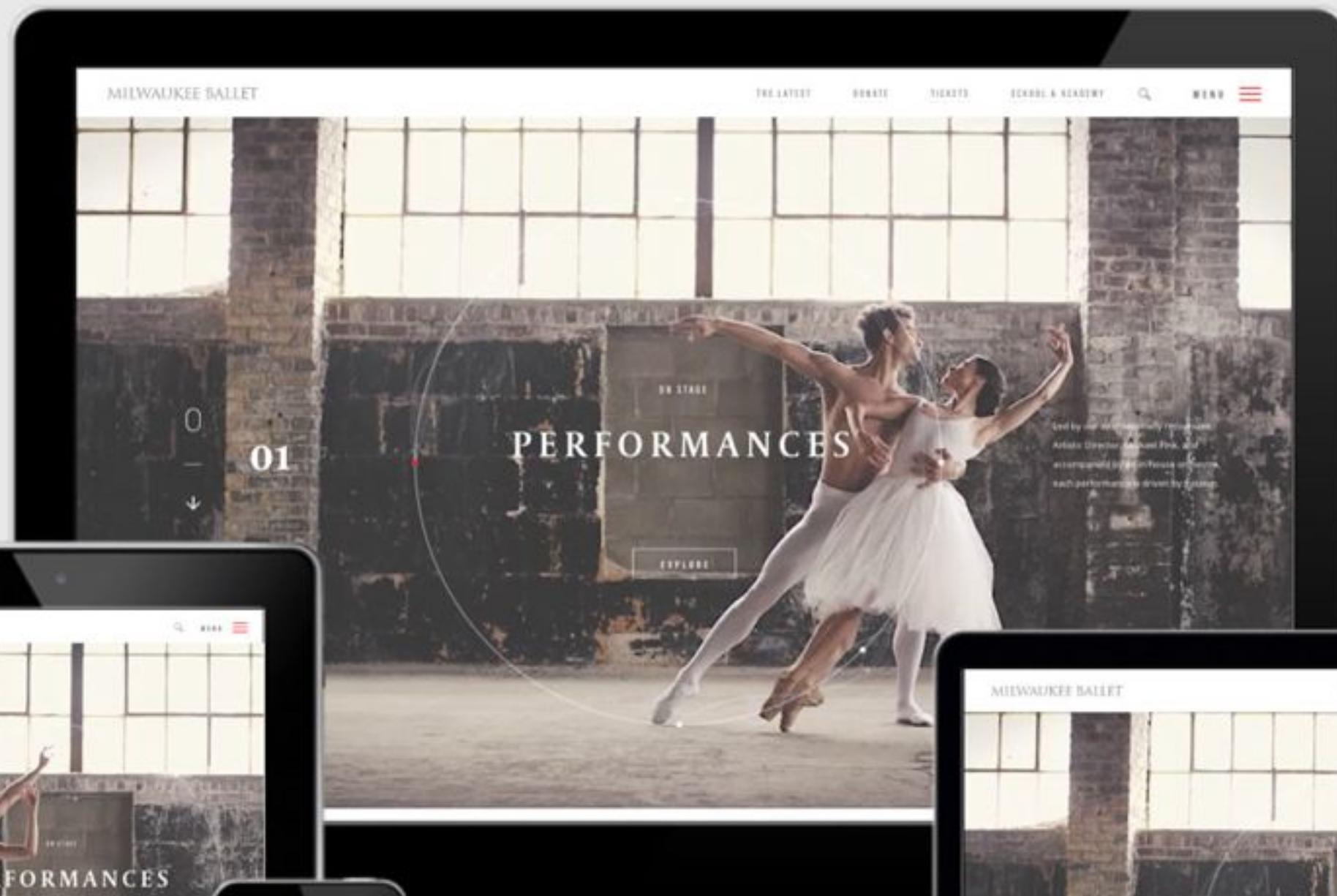
Navigation

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).



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

<p>

OPENING TAG

</p>

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>`

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

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, Serv-
ices 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 to-
night, the War Manpower Com-
mission announced, enabling em-
ployers 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 approach-
ing the Pacific Fleet off Tokyo
and are being shot down, Ad-
miral Chester W. Nimitz an-
nounced 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 Jap-
anese that American defense
measures require the Third
Fleet to destroy any Japanese
planes approaching United States
warships.

GUAM, Wednesday, Aug. 15
(UPI)—When Admiral Halsey re-
ceived word of Japan's capitula-
tion 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 'LET'S 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-
ished in the text of a note to the Four Powers accepting the

BARCELONA: A VICTIM OF ITS OWN SUCCESS?

Greg Richards

58

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).

Dr Greg Richards is Professor of Planning and Design at the University of Bath, and Professor of Urban Studies at the University of Bath, and is also a visiting professor at the University of Barcelona.

The research showed that residents were overwhelmingly concerned of the economic and social benefits of tourism (over 90% agreeing), although there was less unanimity about whether tourism should be allowed to grow in the future. Most saw 'cultural tourism' as a good thing, but were less happy with the growth of low cost, low quality tourism. Interestingly, the fairly positive attitudes of residents did not agree with the political stance of the time, and the first report was quite negative. I can't say a second report was commissioned the following year (Richards, 2006), which again showed similar positive results. Unable to ignore the results as a one-off, the Municipality began to establish a regular monitor of citizens' attitudes to tourism.

Over the years the monitor has continued to show continued support for the economic benefits of tourism, but growing concern about the social and cultural impacts. One interesting feature has been the division of opinion within the city itself. In general, the higher social classes are more negative about tourism than the lower ones, and those in the city centre are more negative than those on the periphery. Regularly this shows that the anti-tourism sentiment is to some extent an intellectual debate, and exists in the press, but less so on the street. There is also an interesting micro-geography of reactions to tourism. Those on the periphery of the city centre are also in general positive, would actually like to see more tourism in their area, whereas in the centre of the city there is a big divide between those whose jobs are related to tourism and other generally wealthier residents.

New problems tend to arise at a fairly local level. For example the most recent public demonstration of anti-tourism feeling took place in the beach area of Barceloneta, when a group of tourists wandered around a residential area for three hours – completely naked. Local residents took to the streets to complain and staged three days of protests. This form of protest happened because it took place in a local residential area. If it had happened on the beach itself, there probably would have been a more muted reaction. As it was, the Mayor acted swiftly to close 55 tourist apartments in Barceloneta that were operating illegally. He said that he hoped it was not too late to address the problems caused by a 'low cost' model of tourism, and that the city would prefer to attract cultural tourists, families and business travellers. Protest movements such as *Guanyem Barcelona* (Let's win back Barcelona) have also criticised the fact that most of the economic benefits of tourism accrue to a very few companies, while the social costs are borne by the many (Burgin, 2014).

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

The policy reaction from the Municipality has been twofold. On the one hand they have progressively tightened regulations. In fact it used to be perfectly legal to be scantily dressed or even naked in public places, but now a municipal ordinance has introduced fines for inappropriate dress and 'indecent' behaviour. There has also been a clamp-down on illegal tourist accommodation, although the growth of websites such as Airbnb has effectively rendered this ineffective. At the same time, the city has moved to try and include the tourist as part of the local community. They now refer to visitors as 'temporary citizens', implying that they have certain rights as well as certain obligations. But perhaps the most telling clue as to why residents of Barcelona may be so tolerant towards tourists, in spite of rising touristic pressure on the city, is to be found in the high level of contact that most residents have with tourists. Almost two thirds of residents indicated that they had been in contact with tourists in 2010, and 77% said those contacts were positive. Residents are also responsible for accommodating a large number of tourists themselves. Almost half of those surveyed said they had been visited by friends or family during the past year, and had been visited by an average of 4.6 people. In many ways, the residents of Bar-

celona have become an extension of the tourist industry themselves – an effect that is probably strengthened by the recent growth of Airbnb and Couchsurfing in the city.

Richards, G. (2005) Barcelona tourism: a case study in tourism planning. *Journal of Tourism Planning*, 18(1), 1-10.
Richards, G. (2006) Barcelona: the city of tourism. In: *Barcelona: the city of tourism*. *Journal of Tourism Planning*, 19(1), 1-10.

<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>
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    <title>Page Title</title>
```

```
  </head>
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```
  <body>
```

```
    <h1>A Heading</h1>
```

```
    <p>A paragraph!</p>
```

```
  </body>
```

```
</html>
```

type of document


```
<!DOCTYPE html>
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<html>
```

```
  <head>
```

```
    <title>Page Title</title>
```

```
  </head>
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```
  <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

