



Fundamental notions of concept and color

(420-NCC-ID)

Class 03

Page layout

**The positioning of formal elements
tells a lot about a document.**

**The organization of formal elements
gives the reader some sort of instructions**

**This is called
«Cognitive ergonomic»**

Page layout: novel

AVOGADRO CORP

hardwood desk and leather chairs. It was more than a small step up from the plastic and fabric in the normal conference rooms.

David took some comfort in the ritual of getting coffee. He poured two raw sugars into a steaming mug and smiled at the lavishly-stocked buffet containing everything from tea and juice to breakfast pastries and lunch foods. Avogadro was an egalitarian, geek-culture company, but top executives had their perks.

Still no one had arrived, so he wandered around the room admiring the view. The dominant feature was the Fremont Bridge over the Willamette River. In the foreground, loft buildings dotted the Pearl District and, to the right, taller structures marked Portland's downtown. Directly to the east, close to where the upper slopes of Mount Hood lost themselves in dense cloud, the early morning sun broke through a rent in the overcast, sending shafts of light to paint the city orange and rose. He was just wondering if he could see his own house in northeast Portland when he heard a welcoming "Hello David."

Sean Leonov entered alongside a tall, dark-haired man, whom David at once recognized from photos and articles: Kenneth Harrison, Avogadro's other cofounder, respected throughout the company. Sean shook David's hand and introduced them.

Other senior vice presidents started to file in, and Sean briefly introduced each in turn. David shook hands or gave nods as appropriate, his head swimming with names and roles.

For a few minutes, a cocktail party atmosphere reigned as people grabbed food and coffee and socialized. They gradually took seats, arranging themselves in something resembling a pecking order around Sean and Kenneth. One seat at the head of the table was conspicuously empty.

When the bustle of arriving attendees died down, Sean stood. "I've already introduced you to David Ryan, the lead for the ELOPe

WILLIAM HERTLING

project. I hired David two years ago to prove the feasibility of a radical new feature for AvoMail. He's done an incredible job, and I invited him here to give you a look at what he's developed. Prepare to be amazed."

"Thank you, Sean," David said, walking to the front of the room. "Thanks, everyone, for coming."

He thumbed his phone to project his first slide, a black and white of a secretary leaning over a typewriter. "One of the early corrective technologies was Liquid Paper," he said, to chuckles from the audience. "Highly innovative in its own time, it allowed typists to reduce the rework associated with correcting an error. But correction fluid was nothing compared to the spellchecker, a tool that both detected and corrected errors automatically." In the background, the slide changed to a photo of a man using a first-generation personal computer.

"Years later, as processing power increased, grammar checkers were invented. First generation software detected only trivial mistakes, but later versions evolved to both detect and fix a wide range of problems including purely context-dependent issues. These corrective technologies started out in word processors and gradually worked their way throughout the whole suite of communication tools from presentation editors to email." He paused, enjoying the storytelling.

David focused his attention on one executive at a time, making eye contact with them before he moved to the next. "Today, the standards of business communication have changed. It's not enough to have a grammatically checked, correctly spelled email to be an effective communicator. You must intimately know what your recipients care about and how they think in order to be persuasive, using the right mix of compelling logic, data, and emotion to build your case."

Page layout: poetry

the sun and her flowers

wish pure love and soft peace
upon the ones
who've been unkind to you
and keep moving forward

—this will free you both

rupi kaur

yes
it is possible
to hate and love someone
at the same time
i do it to myself
every day

Page layout: magazine

INTERVIEW

THE. changing woman

The gossip girl you
love to hate

Leighton Meester
has an upcoming
album and a
hot boyfriend. Here
at Marie Claire we
prove that she is so
not a bitch - Molly
Fahner

IT'S HARD NOT TO GET antsy when you're waiting for Leighton Meester to show up. After all, on Gossip Girl, she plays wealthy Manhattan-socialite Blair Waldorf, who's so convincingly evil, scheming, and selfish, you'd have to think that she pours a lot of herself into the character.

By the time she walks into La Bottega Caffe, near New York City's Meatpacking District, and settles in to the booth, we're braced for a throw-down. But that's not what happens. For starters, there's not a headband or haughty set of pearls in sight. Leighton shows up makeup-free in retro Nike sneakers, skinny jeans, a black tank top, and...horn-rimmed glasses (are you picturing this?). Clearly, she's not going out of her way to project an intimidating image on us or the customers doing double-takes as they walk by. "I never wear makeup when I'm not at work," she explains. "It can make you forget what you look like, and I've grown to really love the way I look without it." Sound surprisingly unsnotty? She

gossip columns for "downing tequila shots" and making out with abandon at nightclubs. "The evil side of Blair is somewhere in me," she muses, "but acting her out is like therapy. I get to do things nobody would ever say or do in real life."

Leighton, 23, says the nonstop scrutiny doesn't bother her. That seems impossible, but after watching her closely, we believe her. "In this world, everyone wants to know everything about you, and I think that's funny," she says, propping one elbow on the table and waving off the rumors with a raised hand. "I can't be annoyed. People speculate a lot about me, saying there's something else that's really the truth..." She trails off, looks kind of sad, and bows her head. We barely hear her mutter "Maybe I'm just too boring." Uh-oh. Have we made Leighton go all ►



Page layout: newspaper

Majority of Americans view China as an economic threat D8

Daily Times

TUESDAY,
NOVEMBER 16, 2009

LATE
EDITION

Obama and Jintao working on a variety of issues



Photo provided by Agence France Presse
U.S. President Barack Obama, right, with Chinese President Hu Jintao, referring to support for UN goals on climate control. Obama says relations with Jintao will be beneficial in solving a variety of issues worldwide

Associated Press

BEIJING — Seeking help with an array of global troubles, President Barack Obama said on Tuesday his closely watched first trip to his Chinese counterpart was vital not just for their nations but the world.

Marking 30 years of relations between the U.S. and China, Obama said: "I think it's fair to say our two governments have moved forward in a way that can bring even greater cooperation."

Obama spoke after private talks with Chinese President Hu Jintao over Tuesday last night. In U.S. time, as the two leaders began a larger round of conversations with members of their delegations. Both men were expected to issue statements.

In China for the first time, Obama joined Hu in sending a cooperative signal. Their focus centered on nuclear proliferation, hurling economies, climate change and rights.

The pair sought to strike a balance between trading partners and competitors during Obama's weeklong trip to Asia.

"We believe strong dialogue is important not only for the U.S. and China, but for the rest of the world," Obama said, flanked by his national security team as the summit began with a grand ceremony.

Hu reciprocated with kind words in public: "I look forward to having an in-depth relationship."

The presidents met at the Great Hall of the People, located on the edge of Tiananmen Square.

The buildup to the meetings in China brought a cautious balance to the first-term U.S. leader.

A day before, Obama before prodded China about Internet controls and speech during a forum with students in Shanghai. His message was not widely heard in the country, where it was officially limited online and shown on just one regional television channel.

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United Nations questions Iran's use of Uranium at enrichment sites

Associated Press

VIENNA — The United Nations says Iran is preparing to start up a uranium-enrichment site that was revealed only recently and which scientists suggest is a smokescreen for nuclear power purposes but suitable for making nuclear bombs.

In a report Monday, the International Atomic Energy Agency (IAEA) said the site hidden in a mountainside in Qom appears designed to produce a ton of enriched uranium a year.

A senior Iranian official familiar with IAEA's work in Iran said that amount would be too little to fuel a nuclear power plant. The agency's report on condition of anonymity because the information he was citing was confidential.

Others agreed.

"It won't (even) be able to produce a reactor's worth of fuel in a year, but it will be able to produce one bomb a year," said Ivan Oelrich, vice president of the Strategic Program of the Federation of American Scientists.

Iranian construction of the secret site is at an advanced stage, with high-tech equipment under ready in place at the fortified facility ahead of its 2011 start-up, according to the IAEA report.

Kelly said the report "undermines Iran's claim to releases to comply fully with its international nuclear obligations."

The IAEA has accused Iran of possibly violating an international treaty it signed regarding nuclear programs by trying to move the U.N. of its site in Qom, which was obtained by Associated Press, also noted that "for well over a year," Iran had stonewalled IAEA efforts to provide credible assurances about the absence of undeclared nuclear material and activities.

Photo provided by IAEA
Satellite photograph of Iran's nuclear facility near Qom, Iran. Sept. 2009

The report stated that efforts at Marvazin had stagnated. The official suggested that experts previously working at Natanz could be now occupied with finishing touches on the Qom site, known as Fordo.

The restricted document, which was obtained by Associated Press, also noted that "for well over a year," Iran had stonewalled IAEA efforts to provide credible assurances about the absence of undeclared nuclear material and activities.

cont. on page 2

General Motors will repay debt earlier than expected due to less quarterly losses

**By TOM KRISHER and DEE-ANN DURBIN
Associated Press**

DETROIT — General Motors' financial woes, stemming by a fire through bankruptcy court, reported a sharp improvement and said it would start repaying billions of dollars in government loans to help keep it alive.

GM lost \$1.2 billion for the third quarter, down from the \$8 billion it lost in the first three months of the year before GM was transformed by a stay in Chapter 11. The company credited a sharp drop in costs and sales of new models.

In what may be a sign of progress, GM announced it would start paying back \$8.7 billion in U.S. loans. But the money is part of a contingency account full of growing losses forcing critics to question just how healthy the automaker really is.

In one sign GM is indeed on firmer footing, it took in

\$3.3 billion more in cash than it spent in the third quarter, the automaker, the last one for which it reported results, GM faced other costs that will bring its total quarterly loss to nearly \$10 billion, according to its filing.

GM warned it will face restructuring in Europe and North America and turn to shutter dealers. And there are still questions about the future of the auto market and the economy.

"We're seeing signs of, I won't call it a recovery, but certainly stability," CEO Rick Wagoner said.

The repayment of government loans will begin in a \$2 billion payment in December. GM said it plans to repay the rest over the next few years as needed.

In one sign GM is indeed on firmer footing, it took in

seemingly circular payments that was already making headlines in Congress. What is the logic in repaying government loans with interest? GM spokesman Brodie Buchanan, a spokesman for Sen. Jim McCrory, R-Ark., said.

Bruce Coulter, director of O'Keefe and Associates, a consulting firm based near Detroit, said using government money to pay off the loans is a good idea, party a public relations move. But it also indicates that GM is in trouble, which may feel it won't need all the contingency money.

And GM did hedge its bets, opting not to repay the whole \$8.7 billion in December. Instead, GM will project not to repay the whole amount until January.

The new GM makes a public stock offering, perhaps as early as next year.

In "Going Rogue," which will be released today, Palin

cont. on page 3

Sarah Palin's book "Going Rogue" reveals private information about her life and family.

SARAH PALIN

Sarah Palin's book "Going Rogue: An American Life" distributed by Harper Books.

Photo provided by Harper Books

NEW YORK — Sarah Palin's new memoir describes heart-breaking details of her life, including her daughter's pregnancy playing out before a national audience. Her decision to leave the White House project doesn't contain a single reference to the father of her daughter, former *Playboy* model Levi Johnston.

In "Going Rogue," which

contains 68 color photos by her husband, Alaska Gov. Sean Parnell, and forced to wear fancy clothes she couldn't afford — preferring to wear cheaper gifts. But it's an Iowean who was prepped to give no answers during her debate with Obama.

The book, which has a first printing of 1.5 million copies, is available on or near the top of Amazon.com and other best-seller lists for weeks. Harper Books, under HaperCollins announced it had been completed ahead of schedule and will release date up from next spring. The Associated Press has a copy Thursday.

"As you probably have heard, I recently received a copy of my memoir, *Going Rogue*, before its Tuesday release date. I posted a Friday post on my Facebook site. 'And as is expected, the book has been a hit. Subsequent media outlets are continuously referencing the content of the book. Keep your powder dry, read the book, and enjoy it!'

cont. on page 4

Page layout: Importance of hiarchization of contents

Grocery list IGA Vegetables : Carrots Onions Lettuce
Green pepper Celery Garlic Fruits : Apples Oranges
Grapes Bananas Metro Meat : Ham Steaks Sausages
Salami Varia : Orange juice Apple Juice Mustard

Grocery list

IGA

VEGETABLES :

- Carrots
- Onions
- Lettuce
- Green pepper
- Celery
- Garlic

FRUITS :

- Apples
- Oranges
- Grapes
- Bananas

METRO

MEAT :

- Ham
- Steaks
- Sausages
- Salami

VARIA :

- Orange juice
- Apple Juice
- Mustard

Page layout: Hiarchization of contents

BEFORE

Elizabeth Marie Carroll

LEED Accredited Professional

123 Address Here

e-mail address here | phone number here

Experience

September 2010 – Current

The Trail Foundation, Austin, TX – Landscape Designer & Project Manager

- Coordinates Teams of Volunteers
- Manages Existing Landscape Architecture Projects
- Provides Planting Design

July 2006 – June 2009

TBG Partners, Inc., Austin, TX – Landscape Designer

- Provided Hill Country Native Landscape Design
- AutoCAD Technician
- Created Construction Documents and Details
- Created Hand and Computer Graphic Renderings
- Created Presentation Layouts
- Provided Organizational Techniques for Company File Structures

August 2005 – December 2005

TBG Partners, Inc., Dallas, TX – Intern

- Provided Hand Graphics and Renderings
- Created Photoshop Layouts and Renderings
- AutoCAD Technician
- Provided Landscape Design

Education

2006 Texas A&M University, College Station, TX

- Bachelor's in Landscape Architecture, Magna Cum Laude (May 2006)
- 3.714 Cumulative GPR
- Recipient of the ASLA Student Honor Award (Spring 2006)
- Active Place Design Competition: 2nd Place Cumulative, 1st Place EDRA Leaders, 2nd Place EDRA Members Award – Harvard School of Public Health (Spring 2005)
- Who's Who Among Students in American Universities & Colleges (Fall 2005)
- Department Head Award (Fall 2005)
- Distinguished Student Honor Roll for the College of Architecture (Fall 2003)

Skills

- Adobe Suite: Photoshop, Illustrator, InDesign; AutoCAD LT-2009, HTML, Macromedia Dreamweaver, Macromedia Freehand, SketchUp, Microsoft Office, ArcGIS

Activities

- Big Brothers, Big Sisters Volunteer

Interests

- Sewing, Crafting, Drawing, Painting, Sketching, Yoga, Computers, Piano, Guitar, Singing, Reading, Cooking, Blogging

References

- Available on Request

AFTER

Elizabeth Carroll

profile

Detailed, highly-skilled, sustainably-minded landscape designer seeking to have a positive and lasting impact on anyone and anything within my sphere of influence.

education

Bachelor's in Landscape Architecture

Texas A&M University | May 2006

Magna Cum Laude | 3.714 Cumulative GPR

- Recipient of the ASLA Student Honor Award (Spring 2006)
- Who's Who Among Students in American Universities & Colleges (Fall 2005)
- Department Head Award (Fall 2005)
- Distinguished Student Honor Roll for the College of Architecture (Fall 2003)

experience

The Trail Foundation, Austin, TX | September 2010 - Current

Landscape Designer and Project Manager

- Coordinates Teams of Volunteers
- Manages Existing Landscape Architecture Projects
- Provides Sustainable Landscape Design
- Provides Graphic Design
- Helps Manage Social Media Presence

TBG Partners, Inc., Austin, TX | July 2006 - June 2009

Landscape Designer and LEED AP

- Provided Hill Country Native Landscape Design
- AutoCAD Technician
- Created Construction Documents and Details
- Created Hand and Computer Graphic Renderings
- Created Presentation Layouts
- Provided Organizational Techniques for Company File Structures

TBG Partners, Inc., Dallas, TX | August 2005 – December 2005

Summer and Fall Intern

- Provided Hand Graphics and Renderings
- Created Photoshop Layouts and Renderings
- AutoCAD Technician
- Provided Landscape Design

skills

Proficient in the following software:

- Adobe Suite: Photoshop, Illustrator, InDesign;
- AutoCAD LT-2009, HTML, Wordpress
- Macromedia Dreamweaver, SketchUp,
- Microsoft Office Suite, ArcGIS, Aperture,

Strengths Finder 2.0 Top 5 Themes:

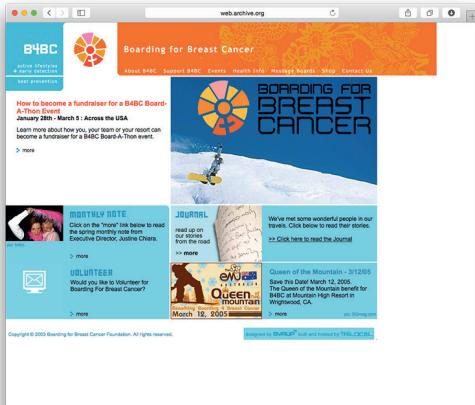
- Input, Learner, Intellect, Belief, Achiever

activities

Big Brothers, Big Sisters Mentor

- Sewing, Knitting, Crocheting, Drawing, Painting,
- Sketching, Yoga, Computers, Piano, Guitar, Singing,
- Reading, Cooking, Blogging

Page layout: Hiarchization of contents

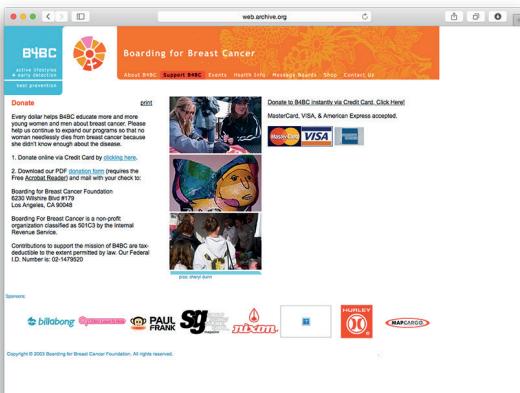


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