

blogging

Building a Website 2018

now that you've made some websites,
today we're going to talk about **blogs**

the *background*

blog comes from the phrase “**web log**”

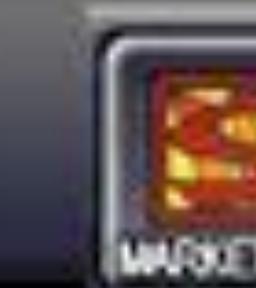
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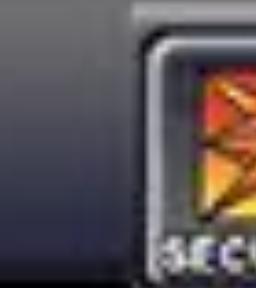
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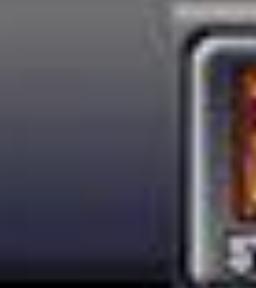
HUMANS



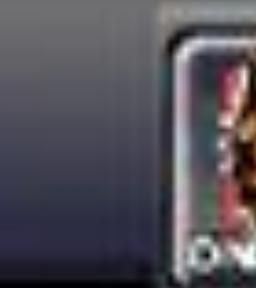
MARKETING



SECURITY



SYSTEMS



DINO-BOTS

Valid Identification...

Level One Clearance Granted...

Welcome to Security

a message from Jim Butcher

Security. What's that all about anyway? In my mind, it's a freedom from fear and anxiety.

When that Great Scientist in the Sky invented us humans, however, he managed to cross a couple of wires. Fear and anxiety aren't conditions most people can free themselves from. They're the two qualities that drive us to action. Why do you go to work every day? Why don't you cheat on your husband or wife? Why do you lighten the pressure on the accelerator every time you pass a cop?

Fear of pain. Fear of God. Fear of death. Without fear and anxiety, people wouldn't exist. They'd have no motivation, no will to action.

That would be fine and dandy if we were living in some kind of pinko utopia, but wake up brothers and sisters, that's not where we're at.

blogs have become a **key way** people
consume media



design blogs



All

News

Images

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Tools

About 926,000,000 results (0.53 seconds)

50 of the best graphic design blogs for inspiration

- Mirador. Mirador is brought to you by **Say What Studio**, a graphic design **duo** based in Paris. ...
- **FormFiftyFive**. ...
- **Abduzeedo**. ...
- **Design Week**. ...
- Create by **Adobe**. ...
- **Creative Review**. ...
- The Dieline. ...
- OMGLord.

More items...



50 of the best graphic design blogs for inspiration | Creative Boom

<https://www.creativeboom.com/.../50-of-the-best-blogs-for-graphic-design-inspiration/>

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50 of the best graphic design blogs for inspiration | Creative Boom

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Apr 3, 2018 - 50 of the best graphic design blogs for inspiration. Mirador. Mirador is brought to you by

JEZEBEL

TC TechCrunch

Mashable

HUFFPOST

boingboing

GAWKER

13. B2B marketers that use blogs get 67% more leads than those that do not. ([source](#))

The traditional methods of lead generation are simply not as time or cost-effective as blogging for B2B marketers.

and you!

the conceptual



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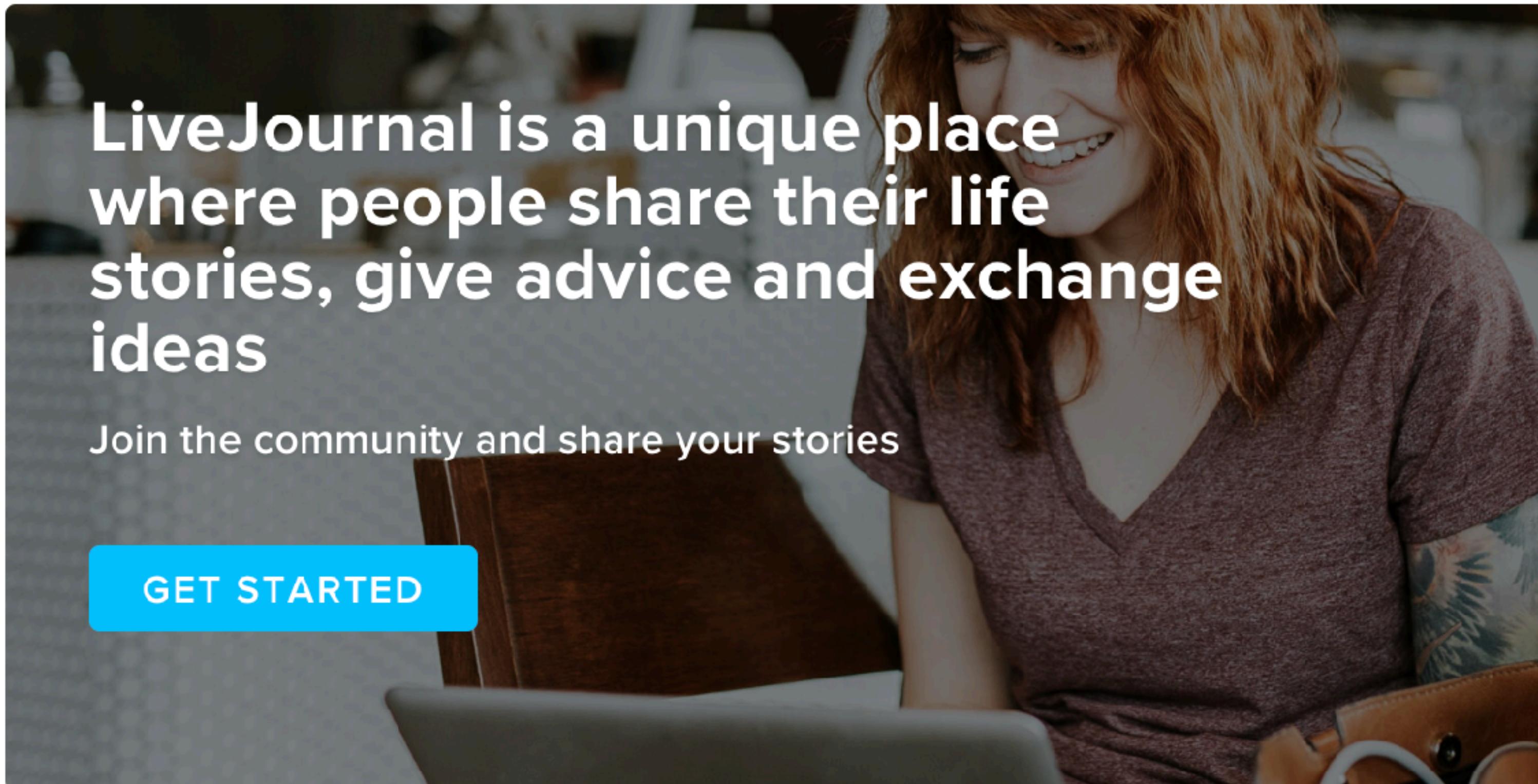
SHOP

HELP

LOGIN

JOIN

(EN) ▾



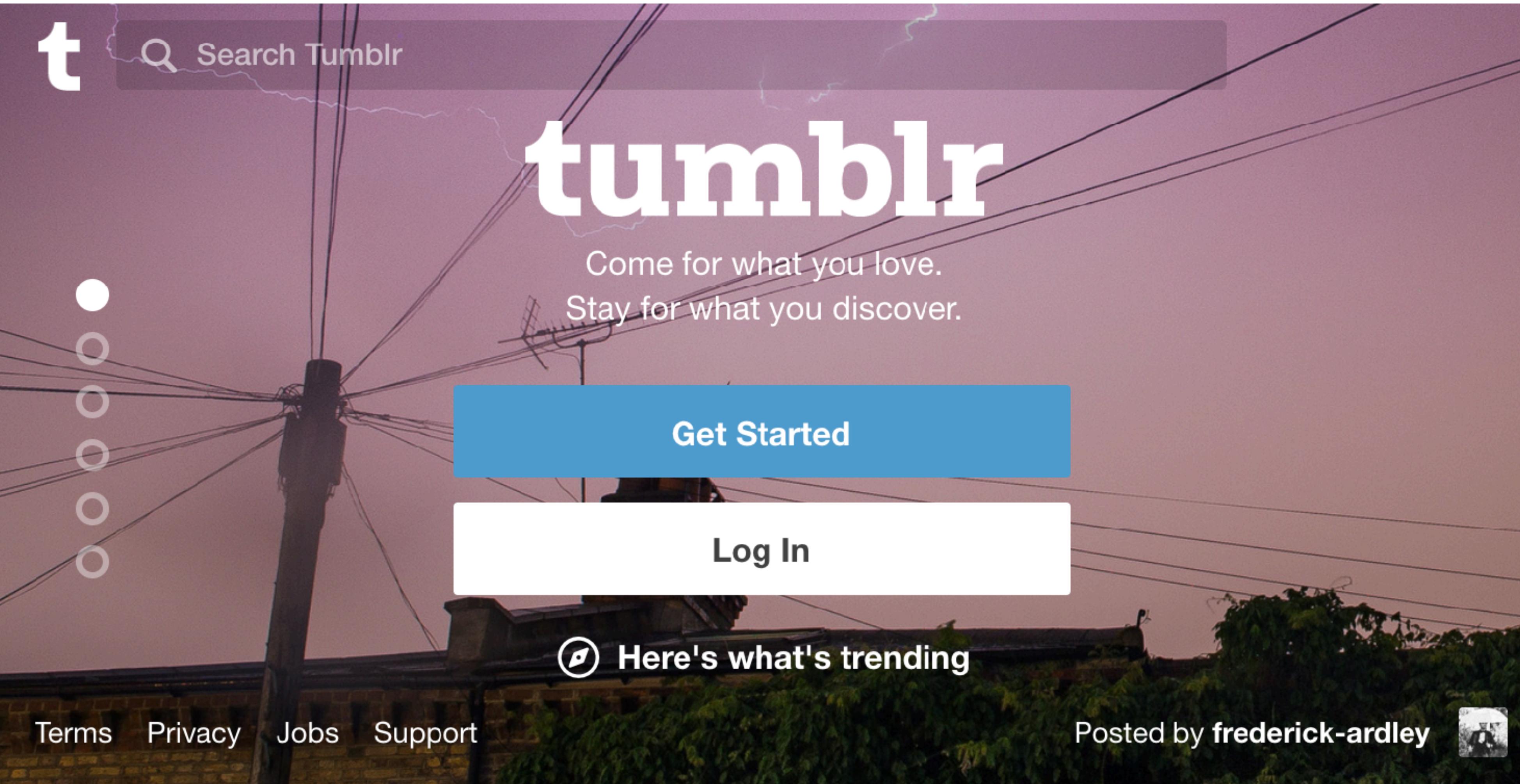
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where people share their life
stories, give advice and exchange
ideas**

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GET STARTED



personal diary



social network



COOKING &
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ENTERTAINING &
GIFTS

DECORATING &
STYLE

CLEANING &
ORGANIZATION

FAMILY &
PETS

JOIN OUR EMAIL LIST

SIGN UP FOR EMAIL AND FIRST-TIME SUBSCRIBERS RECEIVE 20% OFF ONE SINGLE ITEM IN-STORE SAVINGS CERTIFICATE

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Outdoor Living



Weird, Wacky, Wonderful:
Outdoor Games

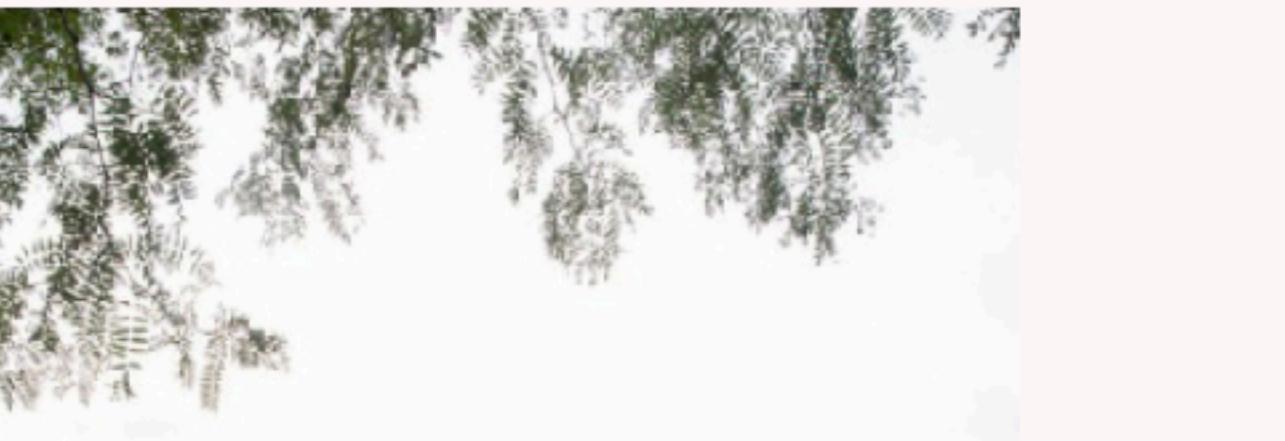
sales

A CUP OF JO

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How To Do Anything

By [Joanna Goddard](#)



lifestyle

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curation



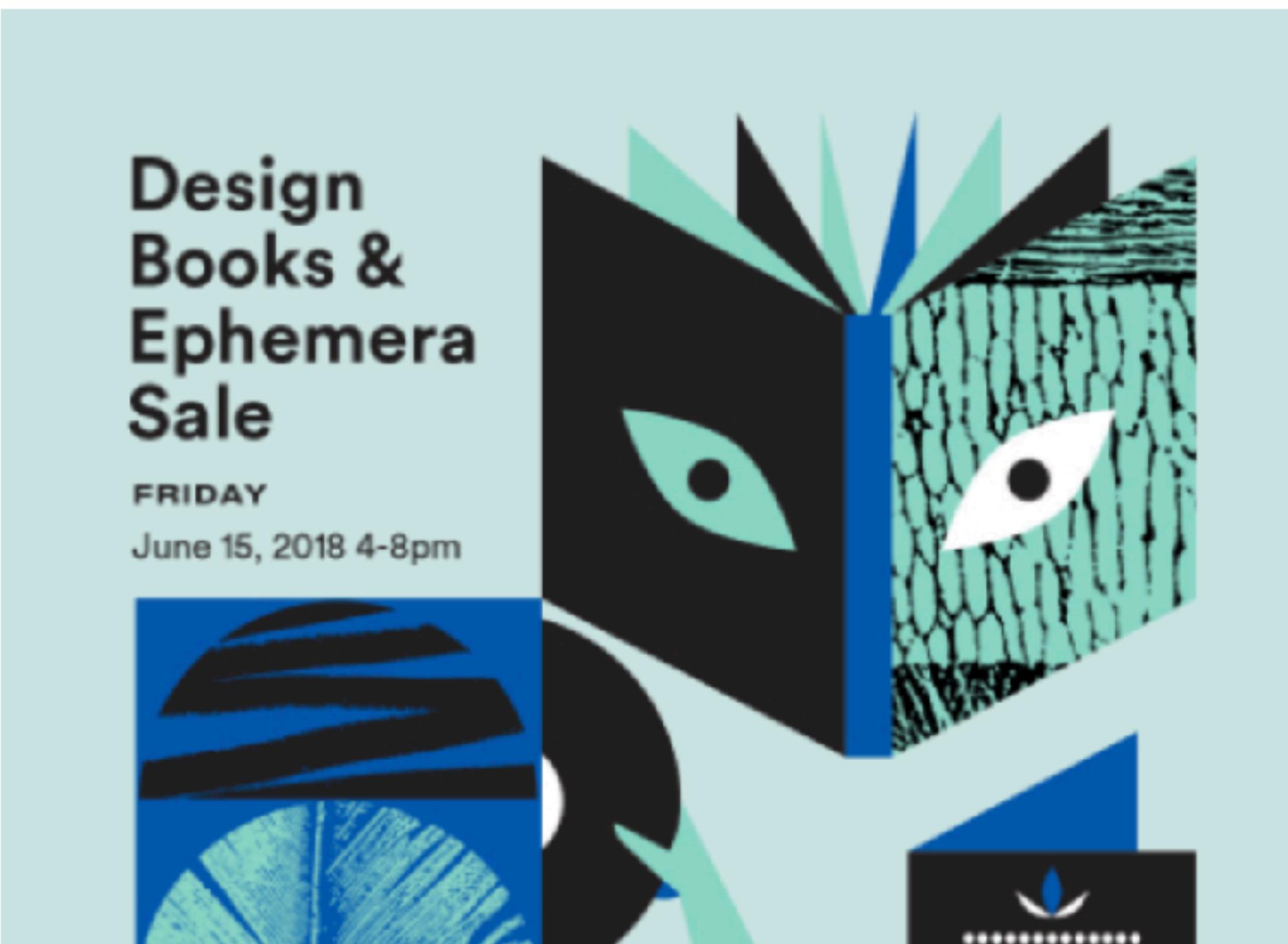
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**Design
Books &
Ephemera
Sale**

FRIDAY

June 15, 2018 4-8pm



FEATURES



Andrew Fairclough Interview



Kate Bingaman-Burt Interview



Chris DeLorenzo Interview

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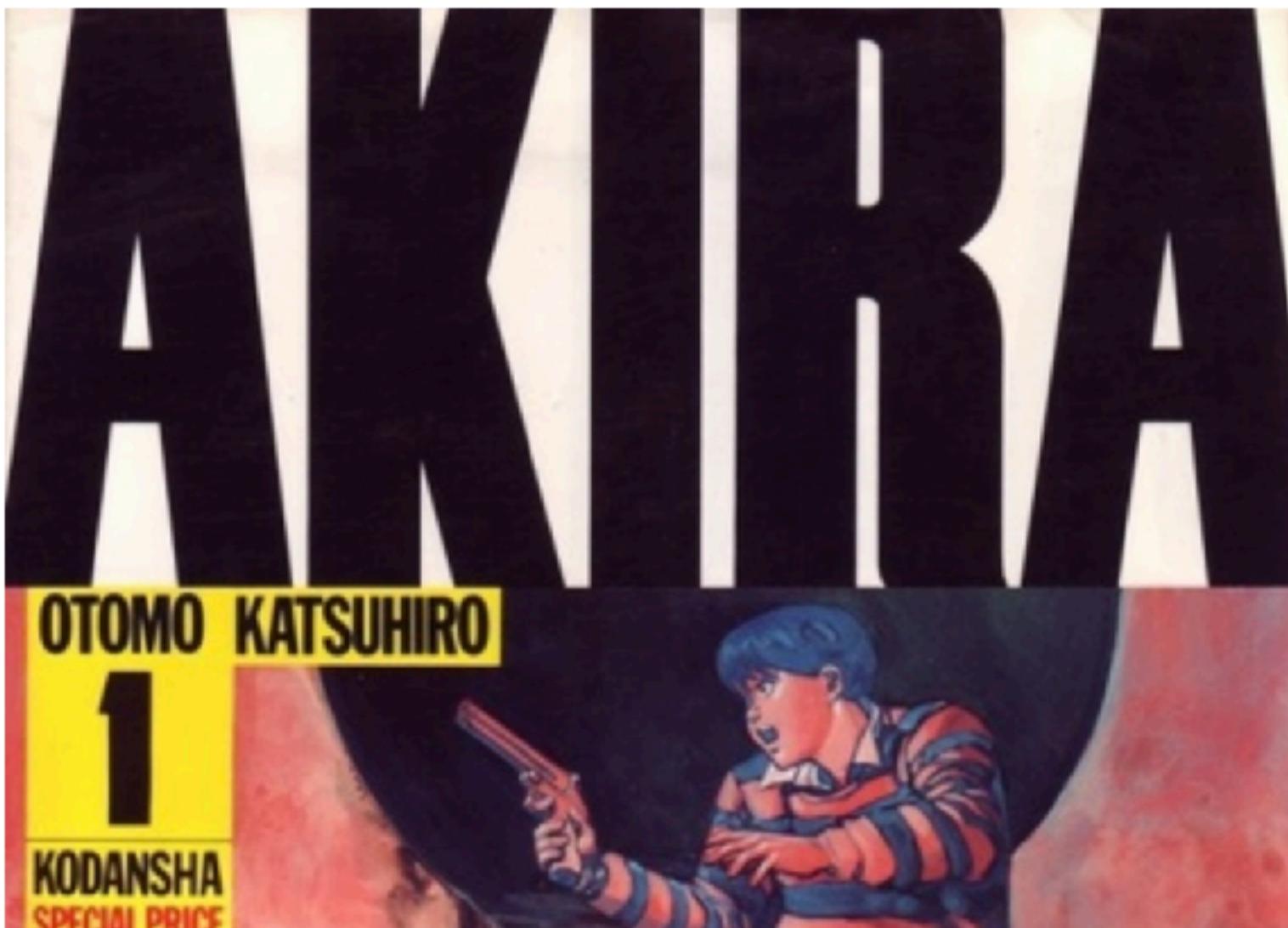
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Review by Quentin Schmerber
Apr 13th, 2018

Akira by Katsuhiro Otomo

A brief typographic history of the influential Japanese comic. [Read More...](#)



SCHMALFETTE GROTESK

Franklin Goth.

Dynamo

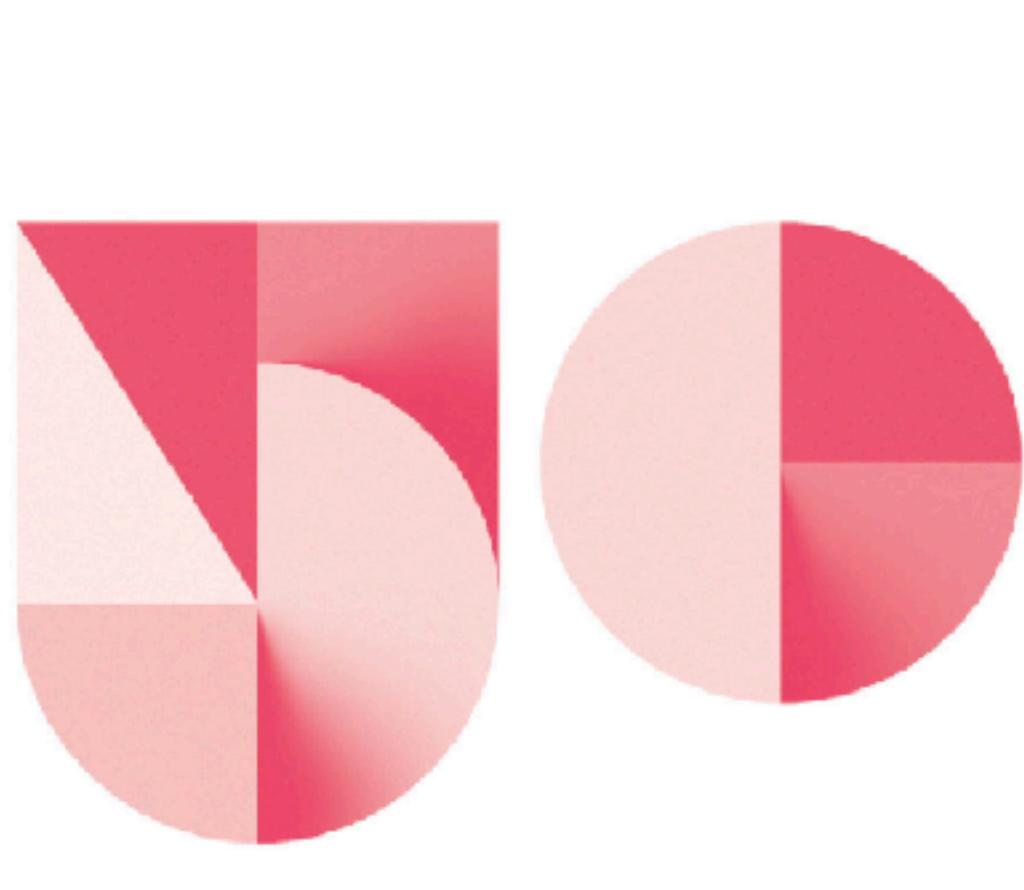
Helvetica Inserat

Checkmate

archive



Leadership coach Tanya Livesey offers advice on running a creative business

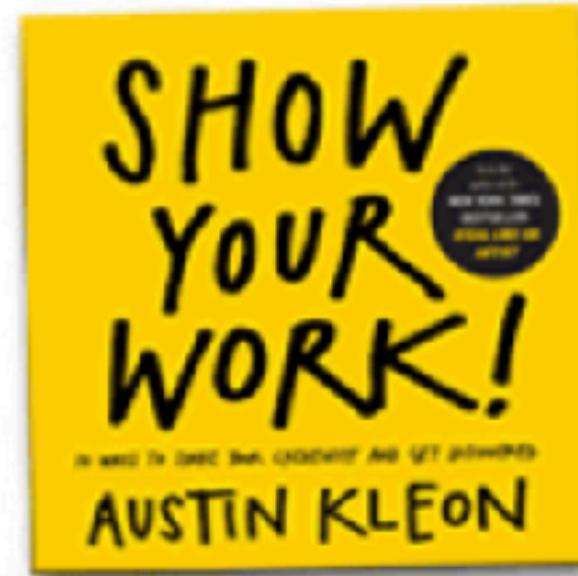
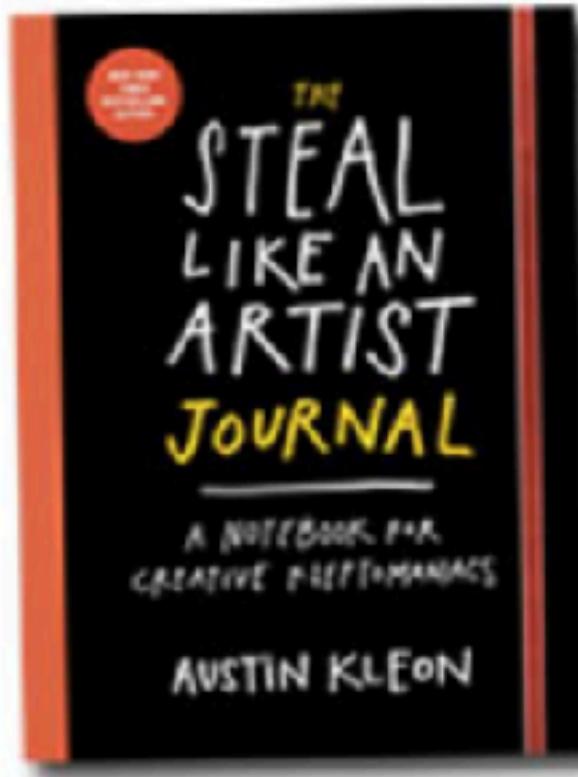


Creative Leaders 50: People driving change in the creative industry and world at large



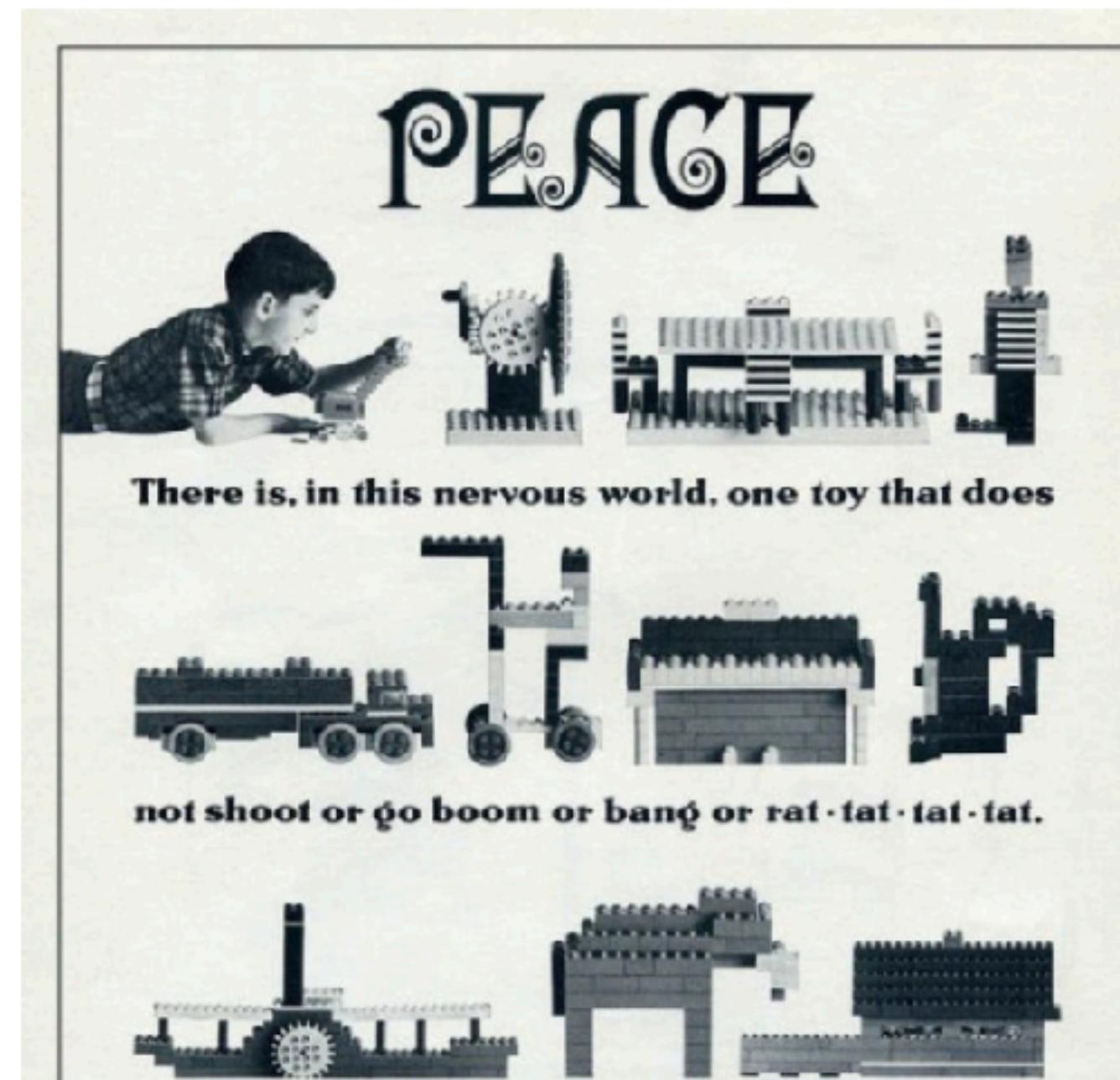
How I Got Here: Creatives look back on the highlights of their careers

advice

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Advertising play well

July 3, 2018

[ABOUT THE AUTHOR](#)

Austin Kleon (@austinkleon) is a writer and artist living in Austin, Texas. [Read more →](#)

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professional log

we're going to focus on blogs with a
professional goal

- share tools / tricks / learnings
- practice writing about your work
 - track your progress
 - review readings
 - collect inspiration
 - track research

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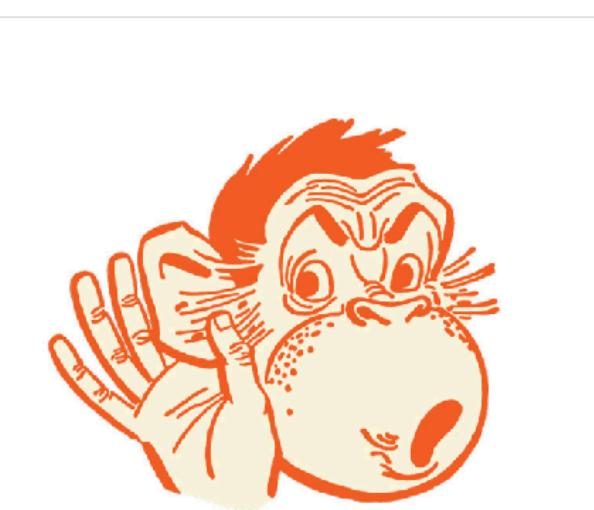
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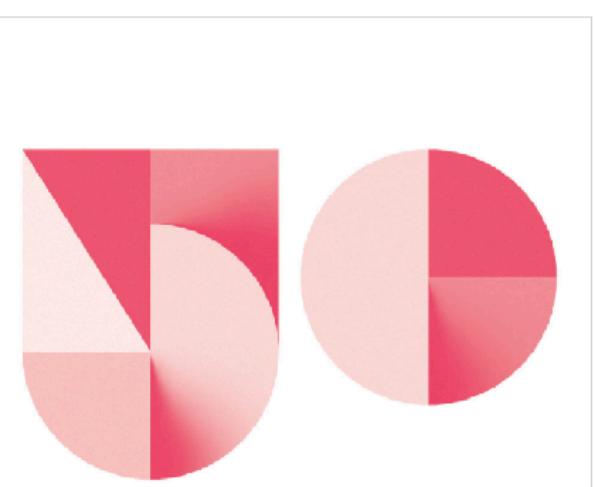


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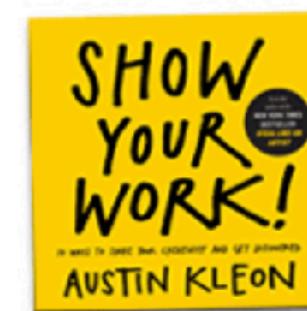
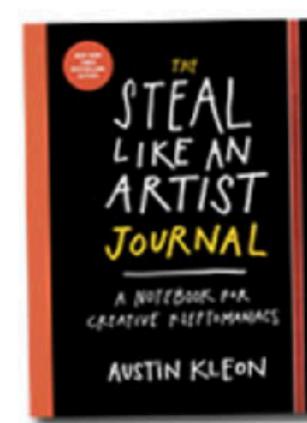


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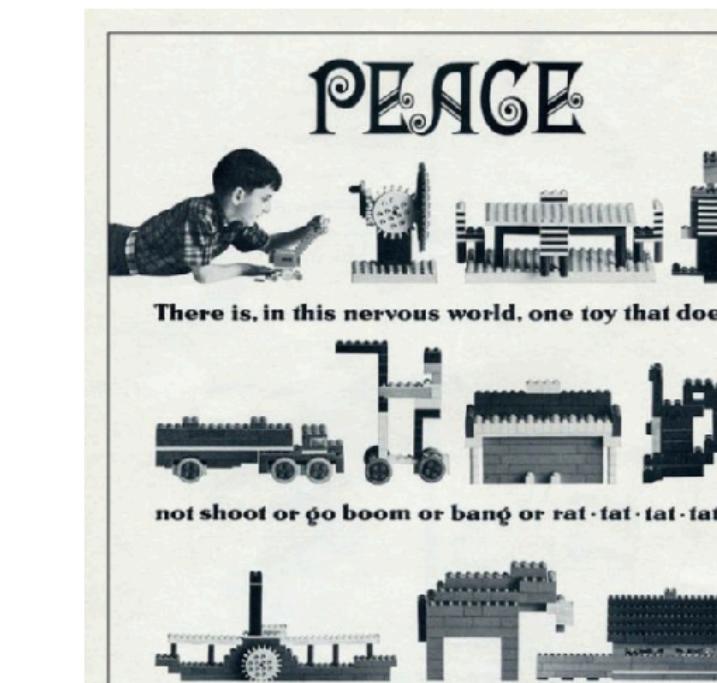
How I Got Here: Creatives look back on the highlights of their careers

AUSTIN KLEON

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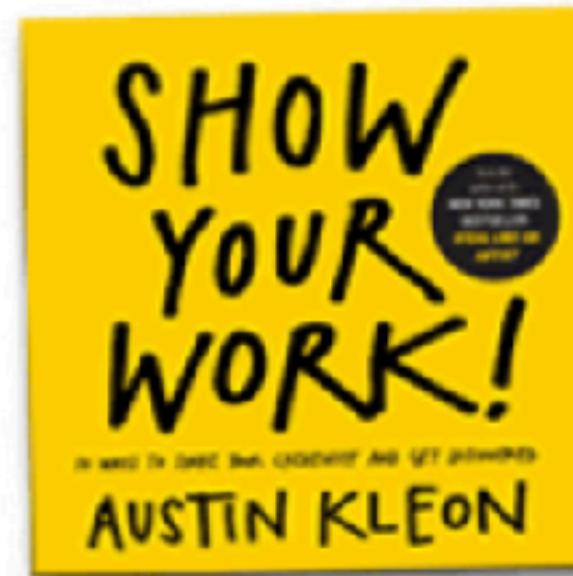
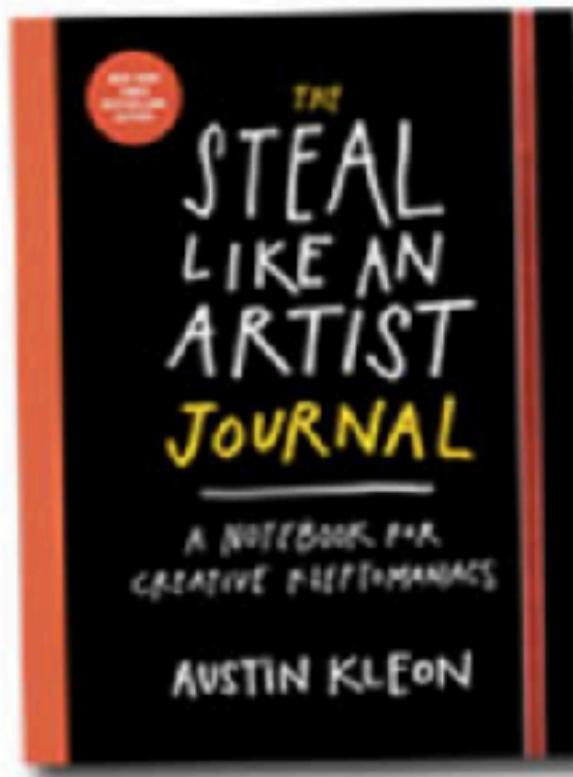
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July 3, 2018

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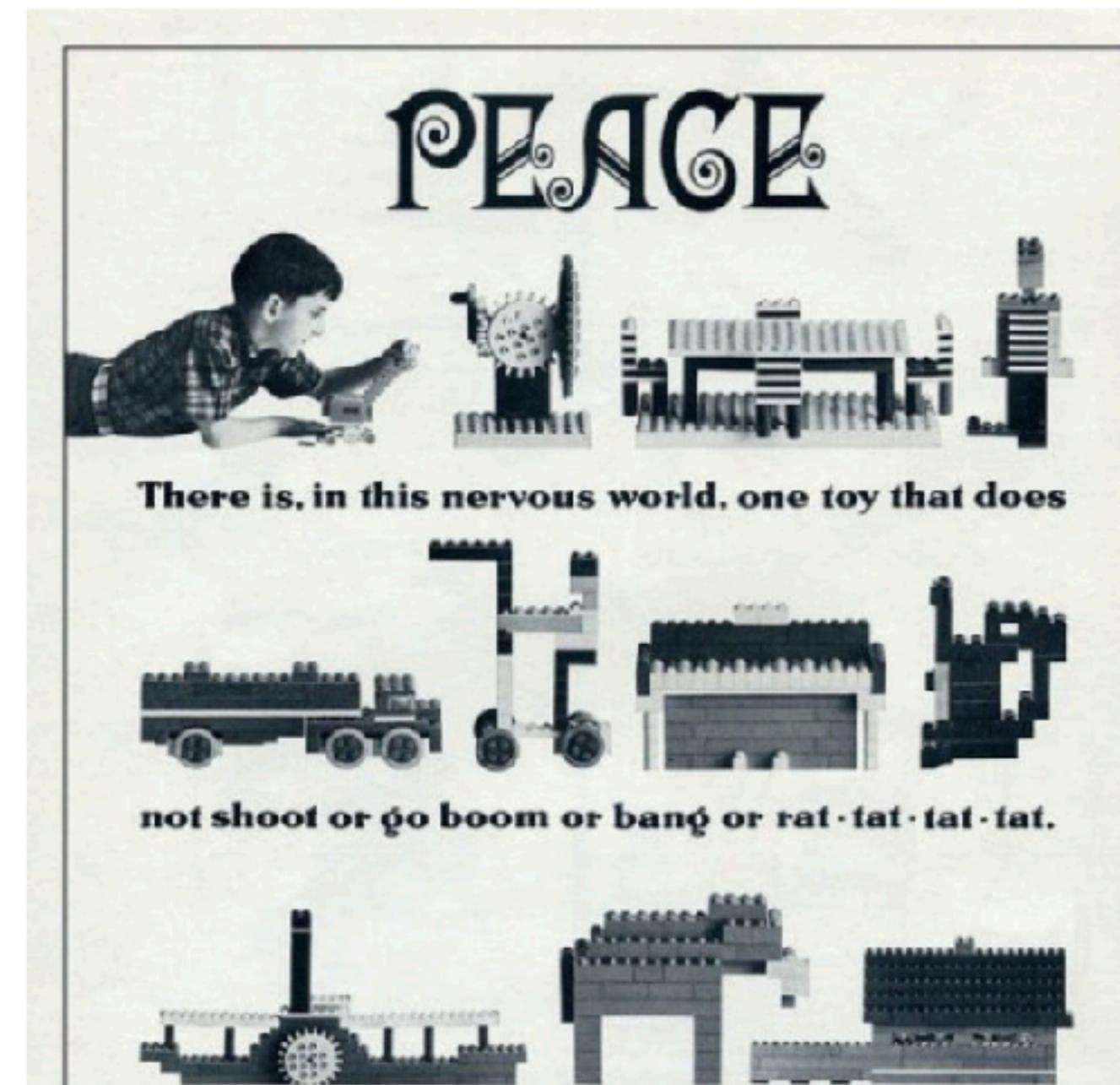
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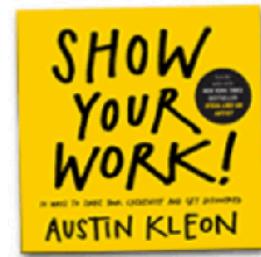
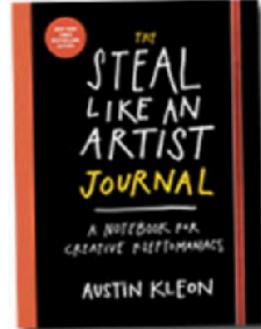
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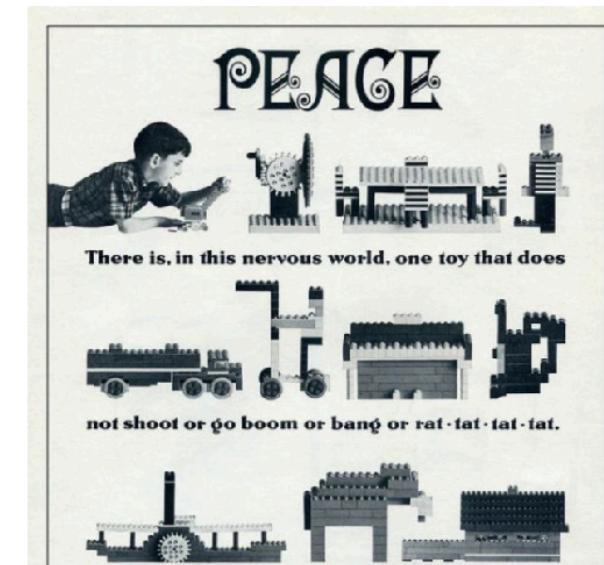
professional log

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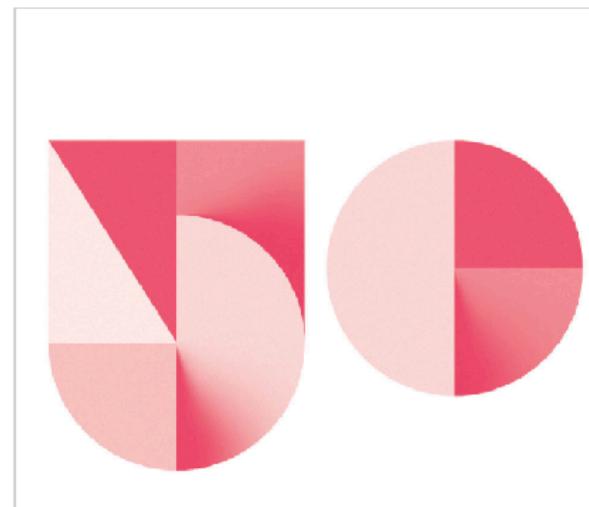
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professional log

- cover many topics within your profession
- try new things and log the experience
- explore how your job relates to things in the world

Image size [S](#) [L](#)

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How I Got Here: Creatives look back on the highlights of their careers

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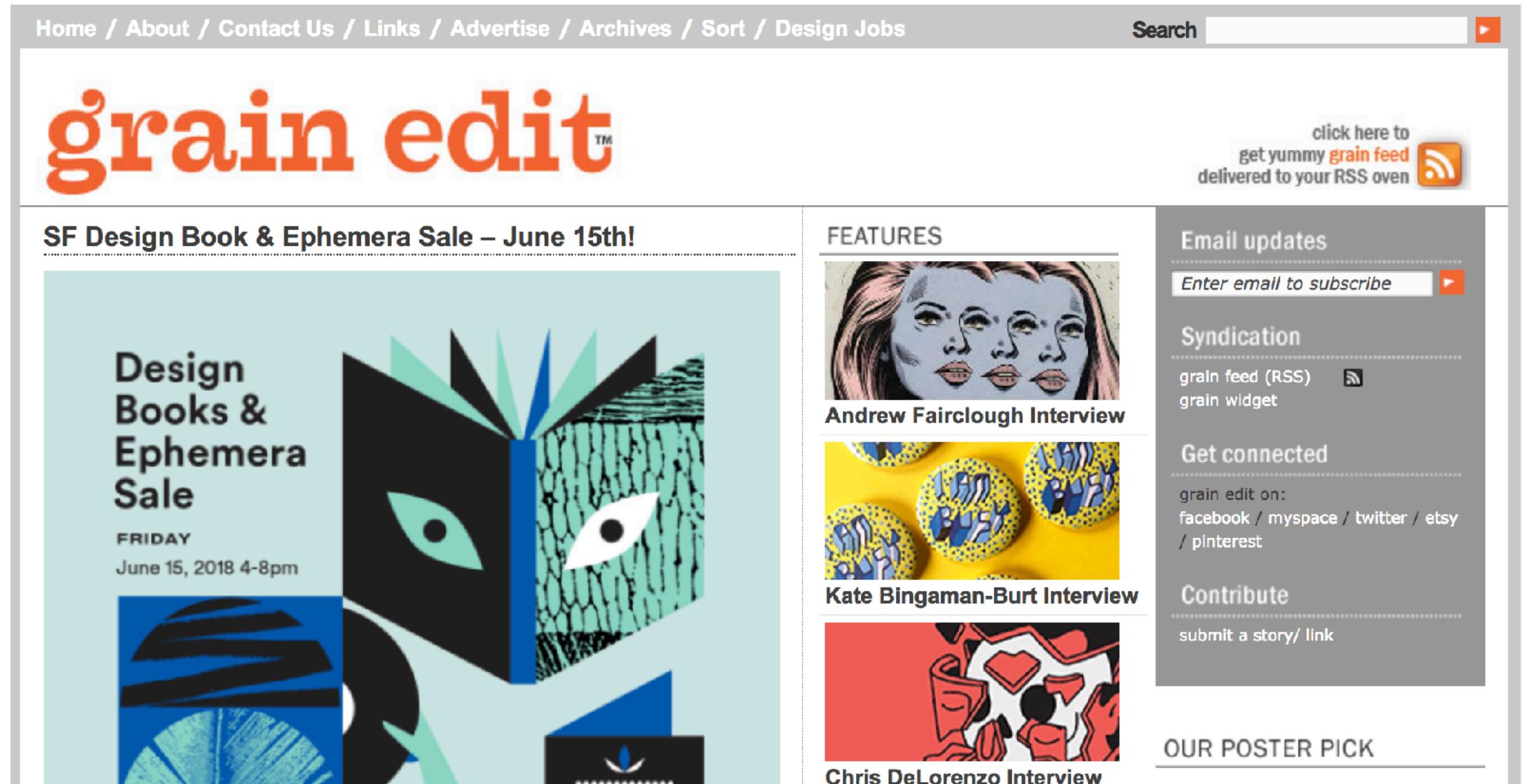
Contribute

submit a story/ link

OUR POSTER PICK

a blog is like an **addendum to every
job application you write**

*a good blog can
show your:*



- thought process
 - work ethic
 - influences
- professional values
- personal voice

*a bad blog
can show:*

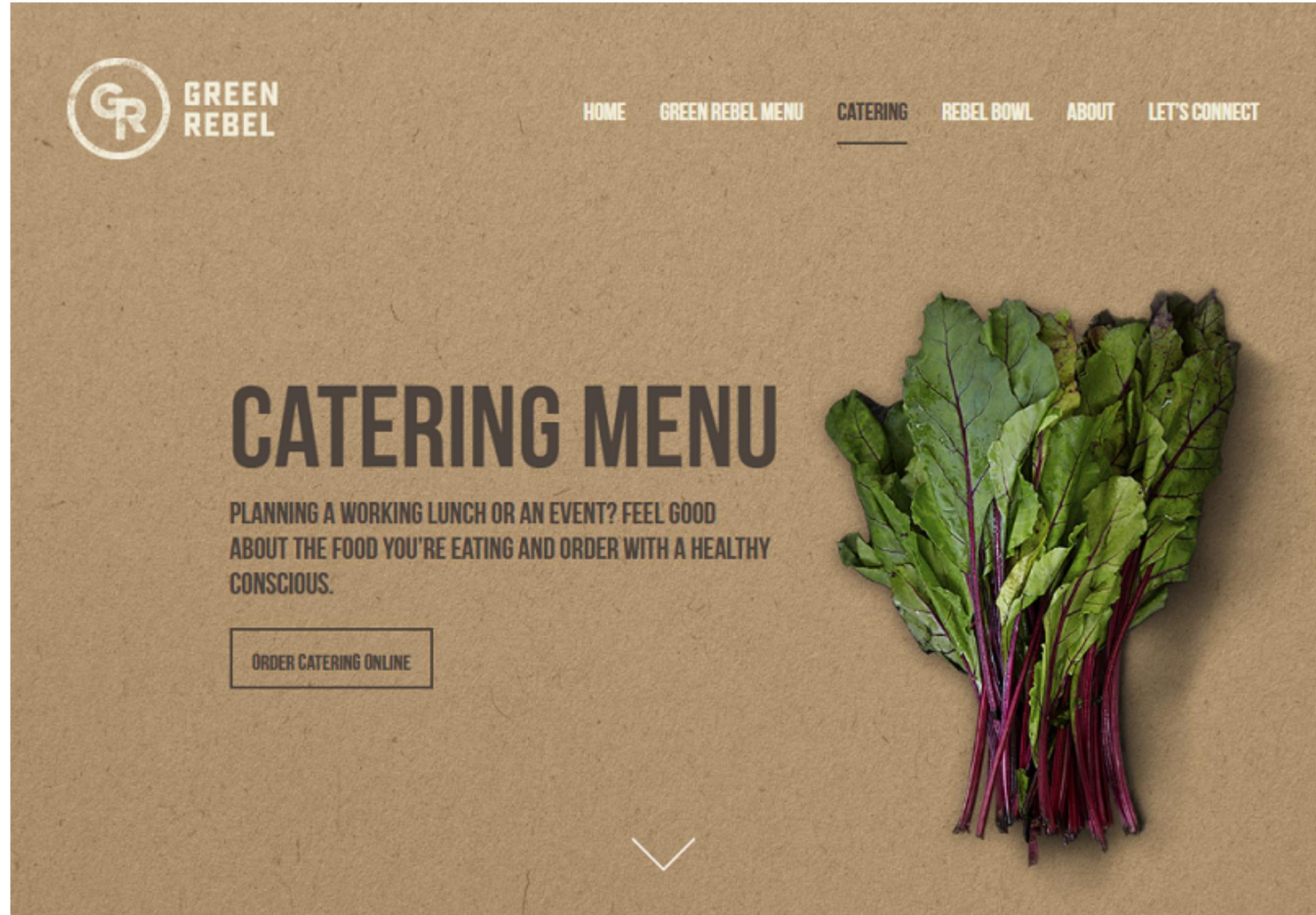


- no thoughtfulness
- no attention to detail
 - no research
 - dirty laundry
- pettiness

for this class, keep your personal life
out of your blog

(no lifestyle blogs)

GOOD



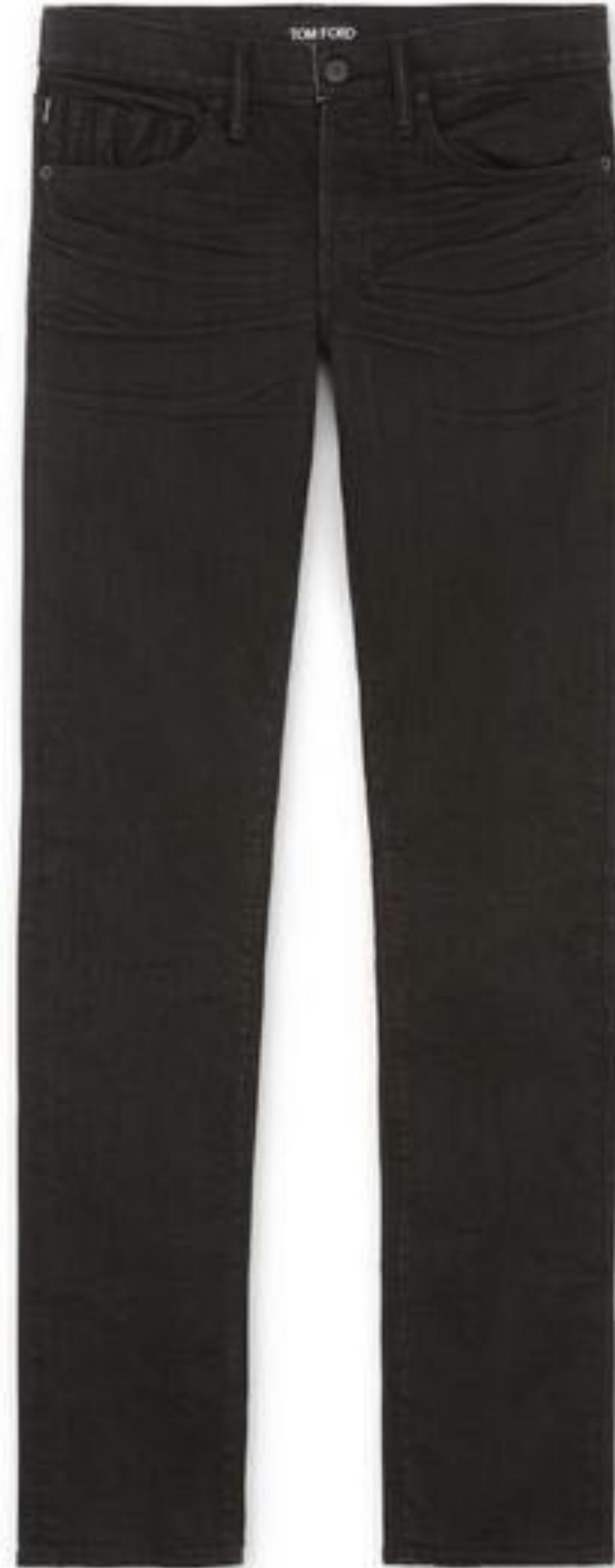
“The vegetarian place by my house has great branding! Here’s what I like about it.”

BAD



“I got food poisoning from the food truck last Friday, let me tell u about my weekend.”

use your own **voice**



we are designers, we can
wear black jeans as dress
pants



we still do not get to
wear ragged cut offs as
dress pants

the practical

okay but where do blogs come from?

In
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Exit



HUMANS



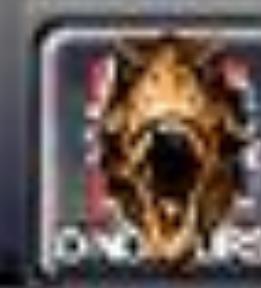
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SECURITY



SYSTEMS



DINO-BOTS

Valid Identification...

Level One Clearance Granted...

Welcome to Security

a message from Jim Butcher

Security. What's that all about anyway? In my mind, it's a freedom from fear and anxiety.

When that Great Scientist in the Sky invented us humans, however, he managed to cross a couple of wires. Fear and anxiety aren't conditions most people can free themselves from. They're the two qualities that drive us to action. Why do you go to work every day? Why don't you cheat on your husband or wife? Why do you lighten the pressure on the accelerator every time you pass a cop?

Fear of pain. Fear of God. Fear of death. Without fear and anxiety, people wouldn't exist. They'd have no motivation, no will to action.

That would be fine and dandy if we were living in some kind of pinko utopia, but wake up brothers and sisters, that's not where we're at.

content management systems

CMS

A system to manage the creation and modification of digital content

[wikipedia.org](https://en.wikipedia.org)



snazzy title

10

1&1 Assistant

+ New

Howdy, joycerice



Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Pages

1&1 Assistant

Appearance

Plugins 5

Posts

Add New

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Shariff Wrapper has been successfully updated to version 4.3.0. If you encounter any problems, please report them to the [Support Forum](#), so we can fix them! ×

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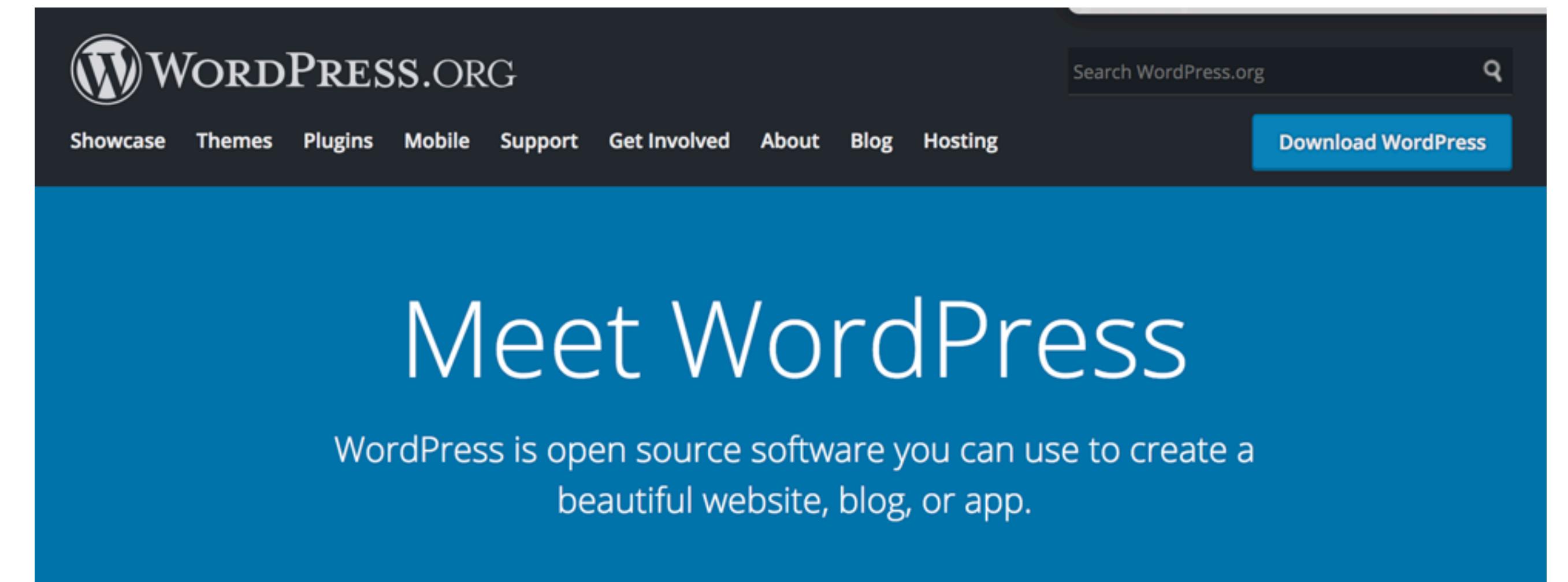
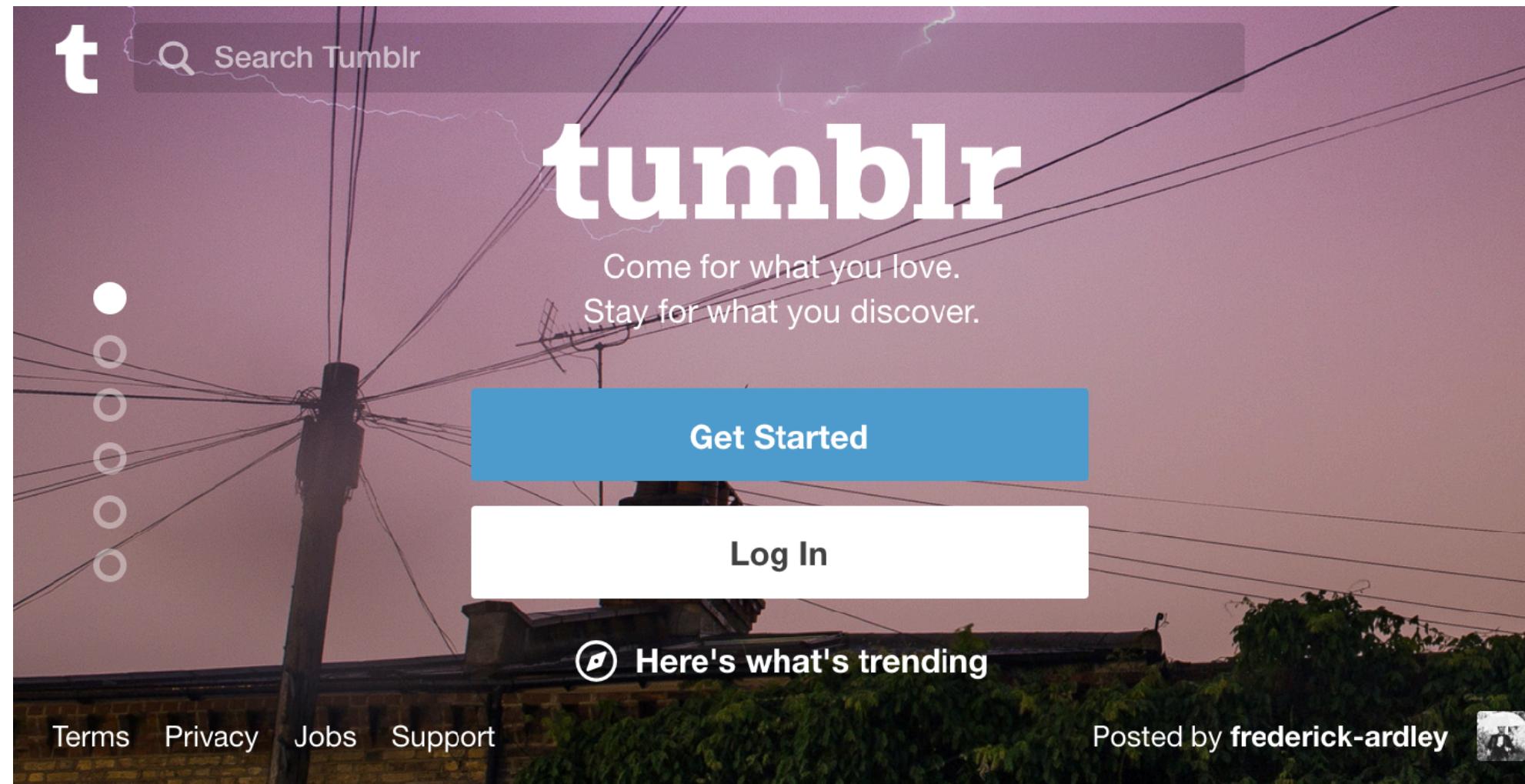
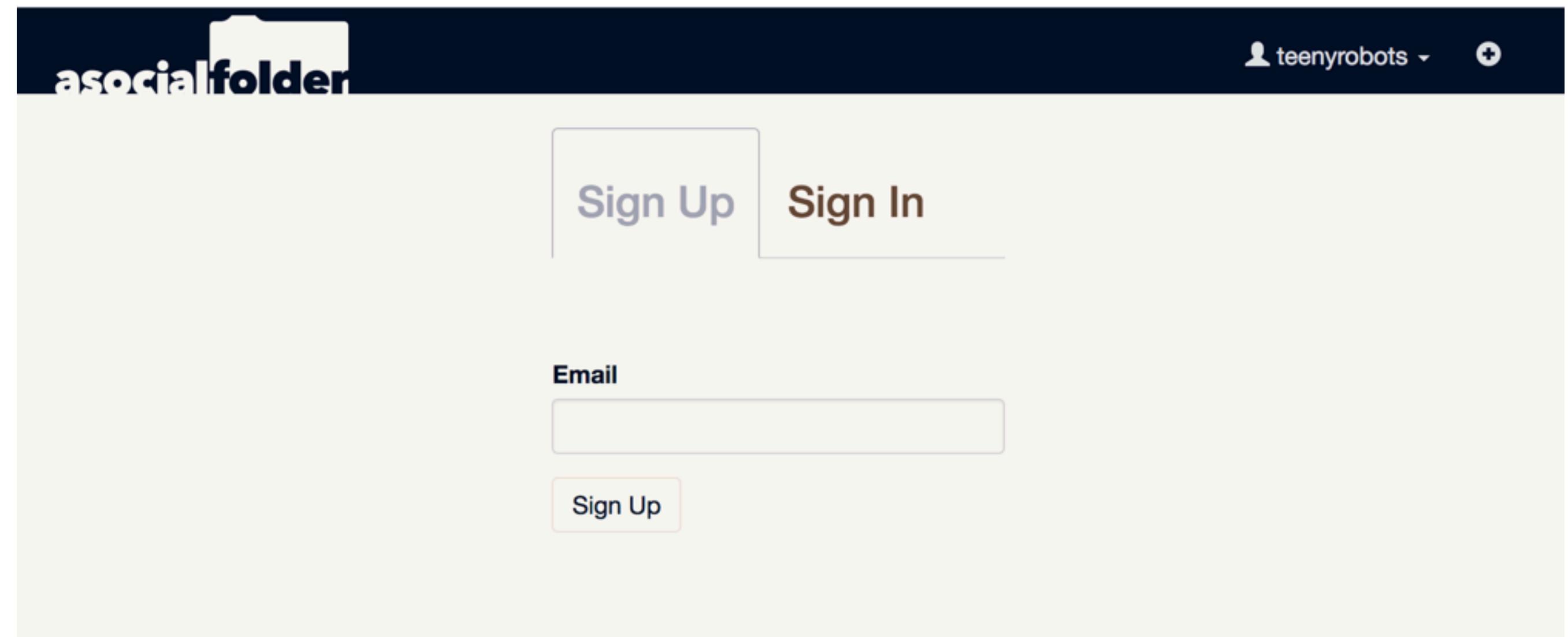
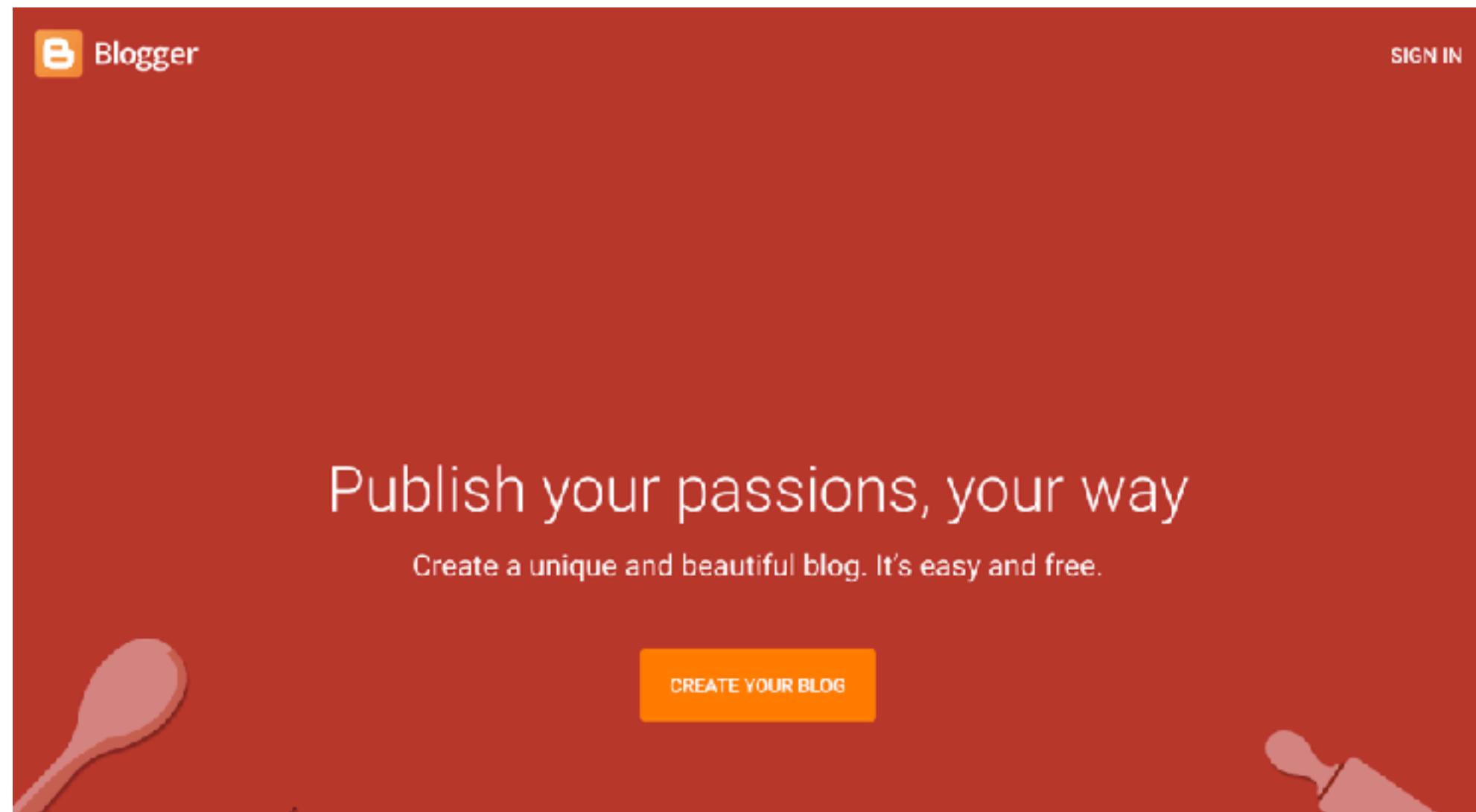
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1 item

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<input type="checkbox"/> Hello world!	joycerice	news	—	Published 2018/03/23
<input type="checkbox"/> Title	Author	Categories	Tags	Date

Bulk Actions Apply

1 item



things to consider when choosing a blogging platform

ownership

customizability

ease of use

reach

ownership

Who owns the content? Where is it stored? Who controls it?

customizability

Can you make your blog look and
behave the way you'd like?

ease of use

How easy is it to post? What kinds of media can you include?

reach

What networks see your content?

awesome!

WordPress



tumblr

WordPress



tumblr



tumblr



bummer

WordPress



ease of use

ownership

tumblr



custom

WordPress



reach

domain

Whose name is in the domain
address—just yours, or the
CMS's also?

WordPress



WordPress

Q's?

let's make our own!

homework

- Install your blog.
- Plan 4 blog posts, one for each week the rest of this semester.
- Write and publish your first post.

Due Monday.