

J202

WEEK 11

ONLINE, SOCIAL & P





**JUST SAY: "NOBAMA !!!"**  
**MITT ROMNEY FOR U.S. PRESIDENT.**



**VIEW LINKS AND VIDEOS BELOW !!!**

**George HUTCHINS For U.S. Congress**  
**REPUBLICAN CONSERVATIVE**  
[www.georgehutchins.com](http://www.georgehutchins.com)

**GEORGE HUTCHINS FOR U.S. CONGRESS 2012 CAMPAIGN. REPUBLICAN - NORTH CAROLINA**  
**NORTH CAROLINA REPUBLICAN 4TH U.S. CONGRESS DISTRICT - 2012 -**  
{Raleigh, Durham, Apex, Cary, Morrisville, Chapel Hill, Hillsboro, Carrboro, ETC.}

**SO-CALLED NORTH CAROLINA REPUBLICAN PARTY IS "FIRED,"**  
**BY THE 2012 GEORGE HUTCHINS CAMPAIGN !!!**

**GEORGE HUTCHINS Wishes To Thank '1,099' May 4TH, 2010, NC 4TH U.S. CONGRESS DISTRICT GOP Voters.**

**GEORGE HUTCHINS, SUPPORTS 100% VOTER IDENTIFICATION, TO VOTE IN ALL U.S. STATES !!**

**SUPPORTS ISRAEL** **Member TEA Party** **SUPPORTS FOX NEWS** **REAGAN REPUBLICAN** **VFW Member**

**STOP OBAMA-NATION IN 2012. LEGALLY NULLIFY THE OBAMA U.S. PRESIDENCY BY U.S. LAW, AFTER 2012.**

**RESTORE PRE-1964 U.S. RIGHTS, TO DECIDE BUSINESS-CUSTOMER ACCOMMODATION, BY EACH BUSINESS !!!**  
**NOT HARSH DISCRIMINATION: DECIDE WHO YOUR CUSTOMERS ARE, WITHOUT DISCRIMINATION PENALTIES.**



**North Carolina 4th District HUTCHINS For U.S. Congress - 2012 -**



**JESSE HELMS Republican**

**AMERICANS FOR PROSPERITY MEMBER**

**VIEW LINKS AND VIDEOS BELOW !!!**

**PLEASE VIEW THE OFFICIAL GEORGE HUTCHINS TELEVISION COMMERCIAL BELOW; PREVIOUSLY, ON CABLE TV !!!!**  
**VIEW ALL FOUR HUTCHINS -FM- RADIO COMMERCIALS BELOW PREVIOUSLY ON: {100.7 THE RIVER}, {106.1 RUSH LIMBAUGH}, {102.9 ROCK CLASSICS}, {103.1 WLNC - FM} !!!**  
**PLEASE VIEW THE BELOW APRIL 15, 2010 RALEIGH, NORTH CAROLINA, GEORGE HUTCHINS TEA PARTY SPEECH ALSO !!!**

**JOIN HUTCHINS U.S. CONGRESS**  
Join THE HUTCHINS U.S. CONGRESS CAMPAIGN

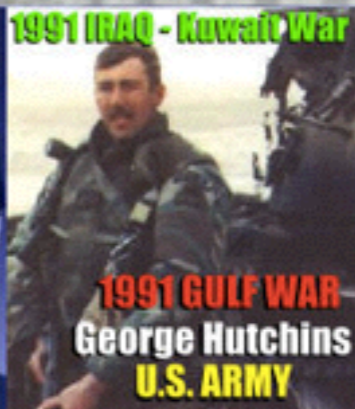
**DONATE - VOLUNTEER**  
CONTACT US - JOIN US - DONATE: CHECKS, CASH OR ONLINE

**HUTCHINS RECENT EVENTS**  
Statewide - National - International Travels = VIDEOS

**FIGHT OBAMA - NATION**  
IMPEACHMENT - STOP MASS VOTING FRAUD

**BETTER ECONOMIC PLAN**  
DEREGULATION - MORE BETTER JOBS - OFFSHORE OIL WELLS

**FIGHT CRIME**





# THE WEB AS A MEDIUM

## Top stories

- Mom, son found dead in hospital
- L.A. freaks out over mystery lights 4 h
- Trump hits Carson on stabbing story 1 h
- Rand Paul: Clinton is a 'neocon' 2 h
- What Rubio charged to GOP card
- 'Chainsaw Massacre' villain dies 6 m
- Texas judge shot outside home
- See Navy test heavy-duty landing ship
- No sign of life in space anomaly
- Sexting scandal jolts high school
- College football players to boycott

## News and buzz

- College football top 25 poll
- Daredevils' incredible stunt goes viral
- Box office: Bond beats Snoopy
- This happens after 10 days without sugar



## Could it happen in the West?

Belief that Russian flight was bombed raises fears for air travel

[ISIS intercepts indicate bomb, U.S. says](#) | [Feds have message for fliers](#) | [What's at stake for Putin](#)

## 'Live from New York ...'



2 MEDIUM PIZZAS

**\$6.99** EACH

**ANY DEAL**

ANY TOPPINGS  
ANY CRUST  
ANY SPECIALTY  
ANY SAUCE

[ORDER NOW](#)

# 5 IMPLICATIONS FOR NEWS

- content at a cost
- new forms of storytelling
- power of crowds
- dialogue vs. monologue
- objectivity vs.  
transparency



# 5 IMPLICATIONS FOR MARKETING

- ad mix puzzle
- consumers talking back
- social engagement
- content marketing
- paid “free media”



# 5 IMPLICATIONS FOR ALL

- net neutrality
- intellectual property
- privacy
- info credibility
- metrics and analytics



# HOW TO BUILD A SITE

- architecture
- navigation
- content
- design
- usability



[See more social content »](#)

See also:

[Campus safety](#)

[Accessibility resources](#)

**Contact us »**

608-263-2400  
Madison, WI 53706

**Information for**

- Alumni
- Business and entrepreneurs
- Current students
- Faculty and staff
- Future students
- K-12 educators
- Media
- Nontraditional learners
- Parents
- Visitors

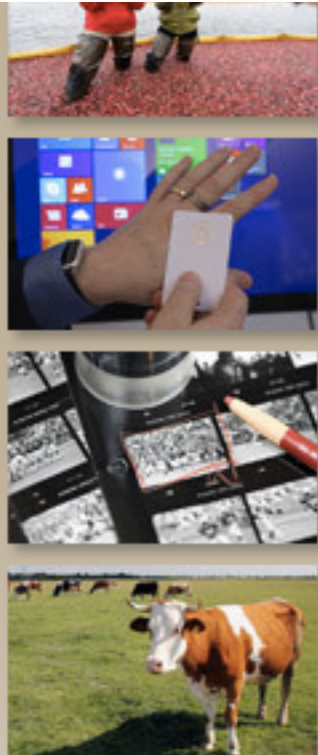
 **GREAT PEOPLE SCHOLARSHIP**

[Make a gift »](#)  
to support students

[Learn more »](#)  
at [uwgreatpeople.org](http://uwgreatpeople.org)

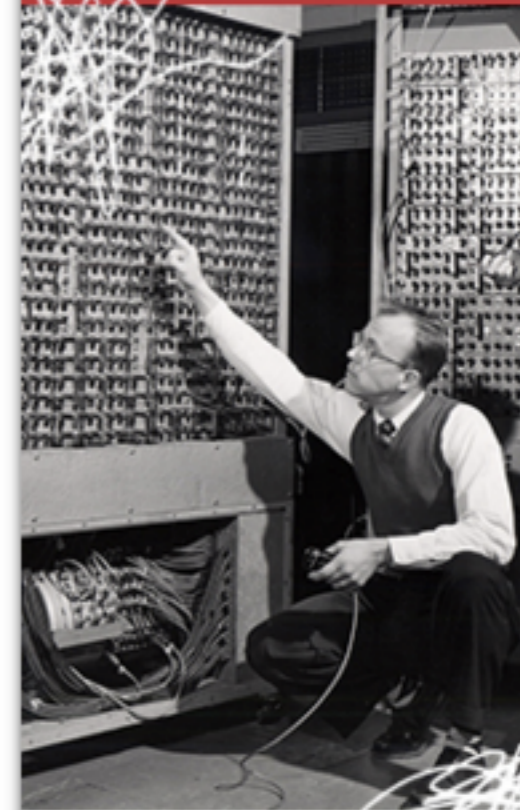


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**BOUNDLESS TOGETHER**  
Watch the full series of UW commercials

**FORWARD.**



**NEWS**

**CAMPUS NEWS**

Drug protects fertility and may prolong life in chemo-treated mice Nov. 6

[UW-Madison spinoff handles](#)

**VIDEO**

**UW IN THE NEWS**

Venture capitalists nod to Epic, UW-Madison for Madison's burgeoning startup scene  
*Capital Times*

**BADGER ATHLETICS**



and get perspectives from Tom Silverstein, who will be

Debates already becoming game-changers

Advertisement

# STEP 2: NAVIGATION

- clarity
- consistency
- lead user
  - e.g. breadcrumb trail
- text-based and graphic-based



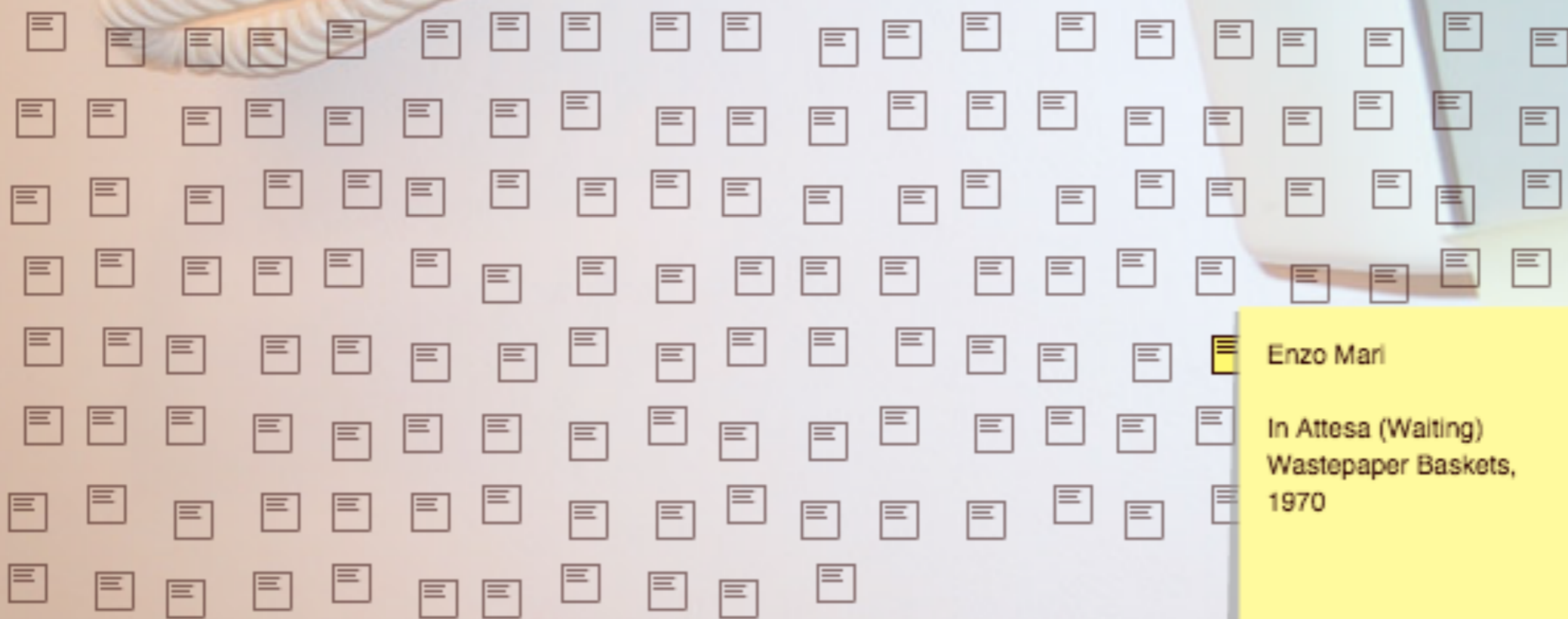
**HEADLINES**

 **Two PhD candidates win Election Research Center funding competition**  
Megan Duncan and David Coppini, Ph.D. candidates in SJMC, were awarded funding in the inaugural Research Project Funding Competition by UW-Madison's Election Research Center. The competition was open to graduate students from all ... [More ->](#)

 **Graduate Students Take Home Top Paper Awards at Annual Journalism Conference**  
Journalism and Mass Communication faculty members and graduate students showcased their latest research at the annual conference for the Association for Education in Journalism and Mass Communication. Among the department's 15 peer-reviewed ... [More ->](#)

 **SJMC researcher will create tool for tracking election ads**  
Young Mie Kim, an associate professor in the School of Journalism and Mass Communication, has been awarded a Knight Foundation grant for media innovation promoting election communications and civic engagement during 2016 ... [More ->](#)





**highlight**

official  
nomadic  
domestic

hand-held items  
stations  
desktops  
furniture  
concepts

Enzo Mari

In Attesa (Waiting)  
Wastepaper Baskets,  
1970

visions

essay

**MoMA**

biographies  
credits  
bibliography  
publication

education programs  
visitor info  
exhibition info



# STEP 3: CONTENT

- text
- images
- audio
- video
- interactivity
  - content-rich
- aggregation vs. curation

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR U.S. Edition

TRY TIMES INSIDER kbculver Help

The New York Times Week in Review

Search All NYTimes.com

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE AUTOS

Is Big Data your core strategic strategy? It should be. Get Economist Intelligence Unit report

Published: November 13, 2010

FACEBOOK TWITTER GOOGLE+ EMAIL SHARE

## Budget Puzzle: You Fix the Budget

Today, you're in charge of the nation's finances. Some of your options have more short-term savings and some have more long-term savings. When you have closed the budget gaps for both 2015 and 2030, you are done. Make your own plan, then share it online.

Related Article | Behind The Times's Deficit Project | Printable PDF Version | Follow-Up: 7,000 Ways to Fix the Deficit | Room for Debate

Projected 2015 shortfall: \$418 billion      Projected 2030 shortfall: \$1,345 billion      Each box represents \$1 billion

0% Savings from tax increases  
0% Savings from spending cuts

DOMESTIC PROGRAMS AND FOREIGN AID		Projected Savings to Deficit in:	
		2015	2030
<input checked="" type="checkbox"/>	<b>Cut foreign aid in half</b> At a time when the United States is facing large deficits, some budget analysts argue that the country should significantly reduce the money it spends helping other countries. Others say that foreign aid already represents a smaller share of the budget here than in other rich countries and that it expands American influence.	\$17 billion	\$17 billion
<input checked="" type="checkbox"/>	<b>Eliminate earmarks</b> Earmarks are lawmaker-directed spending items, often to finance local projects favored by a member of Congress.	\$14 billion	\$14 billion



- [Artists](#) | [Mission](#) | [New Newsletter](#) | [Old Newsletter](#) | [News Articles & Videos](#) | [What's Art?](#) | [Past Shows](#) | [Bumper to Bumper](#) | [PipeDreams](#) | [TRAINS](#) | [Floating Art](#) | [Art Yard](#) | [Daisy Pipe](#) | [Town Cleaners](#) | [Cool Schools](#) | [Kids Hubs with Magnets](#) | [Plastique Ocean Show](#) | [East Brunswick Municipal Building Past Art Shows](#) | [VAL](#) | [Virtual Doll House](#) | [FishBricks](#) | [Rubber Hand Pipe](#) | [3 Americas](#) | [France Show'01](#) | [France '03](#) | [TRAINS Past Shows](#) | [Five Years-no images](#) | [Past Invitations](#)
- [99 BOTTLES](#)
- [Pipedreams on Cowbird.com](#)

VAL Projects: a little help from Robert Genn

Arts and Healing Network

VAL videos on Youtube

More Flying Beetle Videos

Follow Us on Facebook

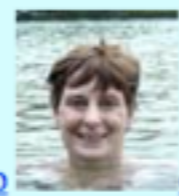


e-mail at: [VAL](#)

[futbol en Mexico](#)



me too![swimming in Mexico swimmer](#)



[old](#)

JudyWith Diamonds COWBIRD



Rt. 18 S, & Arthur St. East Brunswick, NJ

**More Disappearing Art in EB ?** The art work on the walls of American Harvest Specialty Foods was restored ....only to discover a bank was coming! (Across the street from another bank! )



The wireframe shows a homepage layout with several sections and callouts:

- 1.0 Header:** Contains a logo placeholder, a testimonial quote by Sam Jones, and a navigation menu with links for Home, About Us, Blog, Membership, Dive Maps, and Contact.
- 1.1 Testimonial Text:** A quote from Sam Jones: "Lorem ipsum dolor sit amet consectetur nonummy lorezino."
- 2.0 Slideshow:** A large area for a slideshow with a title, placeholder text, and a list of bullet points.
- 3.0 Sign up form:** A form titled "Join us today!" with fields for Name and Email, and a "Sign Up" button.
- 4.0 Latest Blog Posts:** Two blog post previews, each with a title, date, author, and a "read more" link.
- 5.0 Dive Maps:** A large placeholder for a promotional preview of a dive map.
- 6.0 Footer:** Contains a secondary navigation menu, copyright information, contact details, and social media links for Facebook and Twitter.
- 6.1 Photos:** A row of five placeholder boxes for photos, with a "More photos on Flickr" link.

### Notes

**1.0 Header** - The header contains the branding/logo and navigation menu. It will be consistent across the site.

**1.1 Testimonial Text** - A random member testimonial will be displayed each time a new page is loaded.

**2.0 Slideshow** - Contains several slides each with a large photo, title, and text. Will automatically change slides every 8 seconds, but navigation will allow the user to change slides when they like.

**3.0 Sign up form** - Allows the user to initiate the sign up process by entering their name and email address. When submitted, they will be taken to the full sign up form with their name and email prefilled.

**4.0 Latest Blog Posts** - The latest two posts from the blog.

**5.0 Dive Maps** - Large promotional preview of a dive map and with a short sales blurb and link to the dive maps page.

**6.0 Footer** - Contains full navigation, copyright message, contact details, and social media features.

**6.1 Photos** - Displays the latest photos from Flickr.



# STEP 4: DESIGN (NON)CRAP



# SARAH



PIANIST PIANOPLAYER MUSICIAN PIANO MUSIC ENTERTAINER



# KEYBOARDIST/PIANIST



PLEASE SCROLL DOWN

PLEASE SCROLL DOWN

I AM AVAILABLE FOR VOICE, COCKTAIL HOUR (201) 227-5229

EMAIL ME

[CONTACT US](#)[RECRUITER](#)[LIVE CHAT](#)[CAREERS](#)[JOINING THE AIR FORCE](#)[BENEFITS](#)[LIFE IN THE AIR FORCE](#)[ABOUT THE AIR FORCE](#)[VIDEOS & MORE](#)[PARENTS & FAMILY](#)[PADRES Y FAMILIARES](#)

# 24 Carat Design

Web Development | Writing | Search Engine Optimization

*improve your visibility*[<Home>](#)[FAQ](#)[Flash](#)[Pricing](#)[Services](#)[Showcase](#)[Customers](#)[Glossary](#)[Contact](#)

For those seeking a fast-loading, browser compliant, and aesthetically pleasing web site to effectively convey information, we would like you to consider **24 Carat Design's** web services.

### Web design, content development, search engine optimization

A one-stop resource for web design, content development, and search engine optimization, **24 Carat Design** provides web development solutions for small- to medium- sized businesses, non-profit organizations, and individuals seeking to establish, redesign, and/or have their web site maintained.

### Web graphics design and other services

**24 Carat Design** provides certified web design personnel who will design your site, create graphics for it, include dynamic elements to enhance it, if recommended, and maintain it. **Web services** include writing and editing text, search engine optimization, site promotion, and help for those seeking to register a domain name, find a host, and submit their site to search engines.

*Creativity, experience, and efficiency are this California-based company's*

[Resources](#)[Virus Updates](#)[Free online virus scan](#)[Download FTPPro](#)[Search Webopedia](#)[Search Google](#)[Get a Google toolbar for your IE browser](#)

Use [Vote.com's](#) ballot box to express your point of view.

[Spam Filters & Email Security - ePrism](#)

ePrism is an email filter / spam filters appliance that provides organizations with a total secure email

Certified Web Designer





# STEP 4: DESIGN (TEXT)

**CLICK HERE TO SIGN YVETTE'S GUEST-BOOK !!**

**Yvette's Fashion Models!!**

**Yvette's has Gorgeous Gowns full figure!!**

**Jewelry, Pearls, Swarovski Crystals, Necklaces, Earrings, Bracelets, Aurora Borealis Stones,**

**visit our friend Michael @ ASYNCRITUS**

**Miss Sunshine Pageant Pageants**

**Welcome to Yvette's !!!**

**Yvette's moved to a NEW LOCATION!, please click here !!**

**Мы любим Россия.**

**Yvette's sells Kitty Chen Couture,**

**Nous aimons la France.**

**Tuxedo rentals starting @ \$65.00**

**Yvette's phone number: (850)~871~3000 Monday thru Saturday 10:00 a.m. ~ 6:00 p.m.**

**ENTER YVETTE'S**

**\*~Pink Links to Your DESIGNERS~\***

**Follow the Pink Links to Yvette's !!**

**Yvette's sells tuxedos !!**

**850-871-3000**

**Yvette's**

**Established 1980**

**Sensational !!**

**BRIDAL FORMAL PAGEANT PROM HOMECOMING CRUISE HOLIDAY CELEBRATE**

**Yvette's Bridal Gowns**

**Yvette's is here for YOU !!! let's Celebrate! it's Prom 2010 !!!**

**Apple Pie , please click here**

**Psychological Thriller !! please click here !!**

**Yvette's habla poquito espanol !!**

**Yvette's Paintings for sale !!, please click here !!**

**Call to Artists !! please click here !!**

**Lauren, Brooke & Brittany trying on Gowns @ Yvette's, click here**

**Invitations !! please click here**

**우리는 한국을 사랑한다.**

**我們愛中國。**

**私達は日本を愛する。**

**gown Panama City gown panama city gown panama city gowns panama city**

**general, it's smart to learn how to relate to the different types of people you'll meet throughout your life.**

**Movies & More**





# STEP 5: USABILITY

- fast loading
- lists of 9 or less
- multiple platforms,  
multiple browsers

# STEP 5: USABILITY

- use alternate tags for images
- add text-based navigation
- avoid forced returns
- flowing medium
- interactivity
- accessibility

THE FUTURE OF DIGITAL IS ...

visual



# WHY?

- “the dawn of the imagesphere”
- snapchat
- instagram
- vine
- facebook

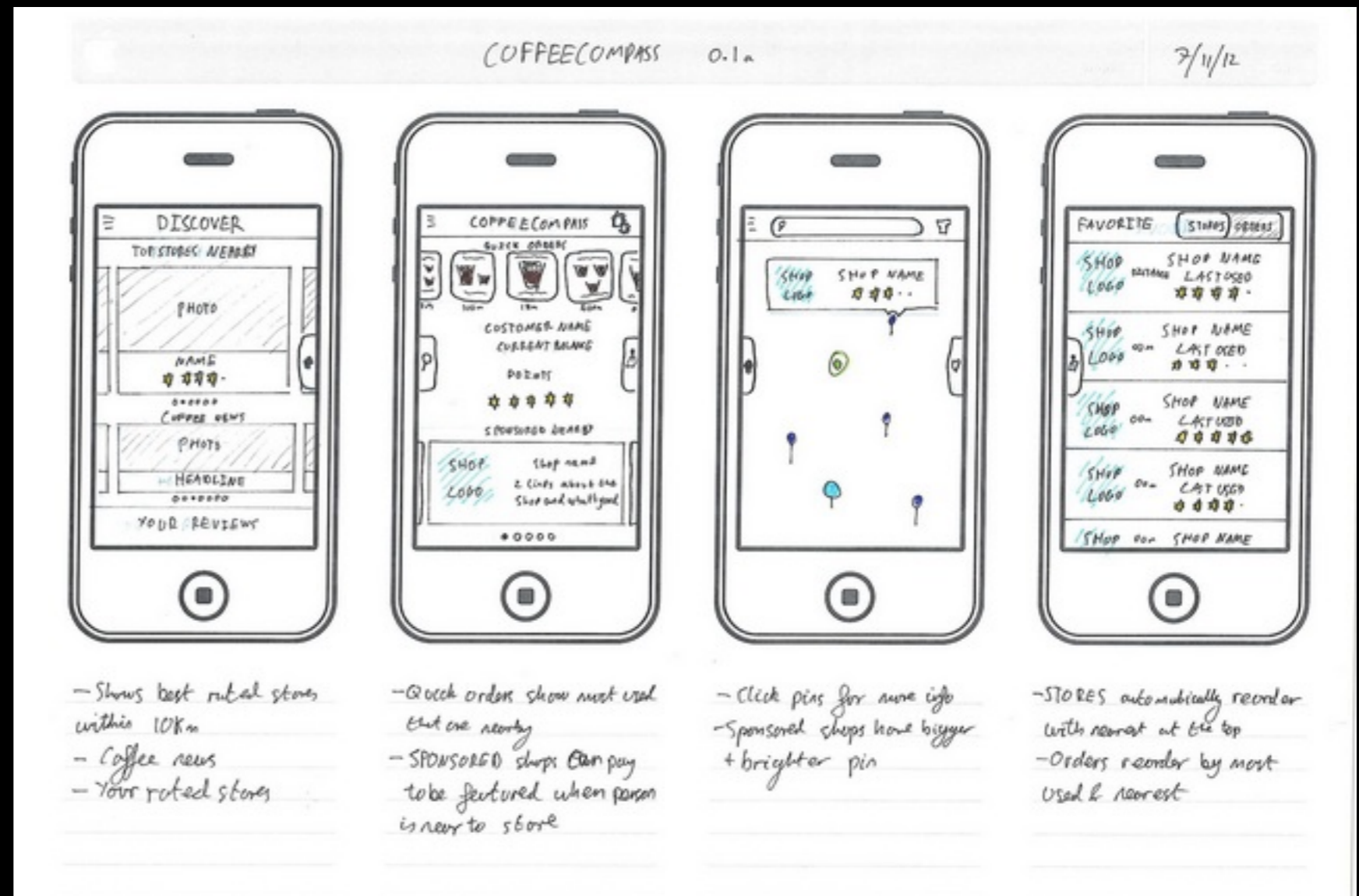


THE FUTURE IS ALSO ...

data

# INTERNET OF THINGS

- devices
- apps
- privacy
- security
- innovation
- design





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WEEK 11

ONLINE, SOCIAL & MOBILE