J202

WEEK 11

ONLINE, SOCIAL & P

How the | The NCA | A Tech- | How muc | College C | 10 colou | Has Hash | [Data Viz] | Is 'clickti | Some Th | How we t | Sitting is | 13 ways | George

C 🔒 www.georgehutchins.com

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GEORGE HUTCHINS
U.S. Marine Corps
1996-2000

1991 IRAQ - Kuwait War
1991 GULF WAR-
George Hutchins
U.S. ARMY
Operation Desert Storm

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

NORTH CAROLINA
REPUBLICAN
CONSERVATIVE

George HUTCHINS For U.S. Congress
www.georgehutchins.com

NORTH CAROLINA
REPUBLICAN
CONSERVATIVE

TEA PARTY
RALEIGH, NORTH CAROLINA
APRIL 15, 2010
GEORGE HUTCHINS

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.}

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

VFW
VETERANS OF FOREIGN WARS
MEMBER
RALEIGH, NORTH CAROLINA

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 !!

NRA
NATIONAL RIFLE ASSOCIATION
MEMBER
RALEIGH, NORTH CAROLINA

JESSE HELMS
REPUBLICAN
JESSE HELMS Republican

SUPPORTS ISRAEL

Member TEA Party
DONT TREAD ON ME

- SUPPORTS -
FOX NEWS

REAGAN REPUBLICAN

VFW Member
Veterans of Foreign Wars

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

AMERICANS FOR PROSPER
MEMBER

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.

VIEW LINKS AND VIDEOS BELOW !!!

VIEW LINKS AND VIDEOS BEL
!

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 WLHC - FM} !!!
PLEASE VIEW THE BELOW APRIL 15, 2010 RALEIGH, NORTH CAROLINA, GEORGE HUTCHINS TEA PARTY SPEECH ALSO !!!

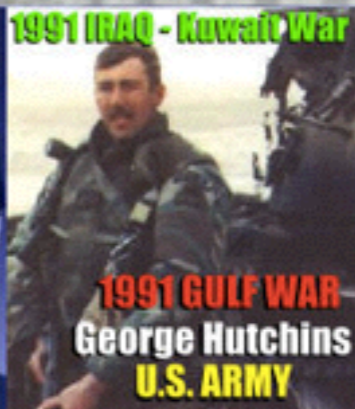**JOIN HUTCHINS U.S. CONGRESS**
Join THE HUTCHINS U.S. CONGRESS CAMPAIGN
DONATE - VOLUNTEER
CONTACT US - JOIN US - DONATE: CHECKS, CASH OR ONLINE
HUTCHINS RECENT EVENTS
Statewide - National - International Travels = VIDEOS
FIGHT OBAMA - NATION
IMPEACHMENT - STOP MASS VOTING FRAUD
BETTER ECONOMIC PLAN
DEREGULATION - MORE BETTER JOBS - OFFSHORE OIL WELLS
FIGHT CRIME

1991 IRAQ - Kuwait War
1991 GULF WAR
George Hutchins
U.S. ARMY

USMC
GEORGE HUTCHINS
U.S. Marine Corps

THE WEB AS A MEDIUM

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 »

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
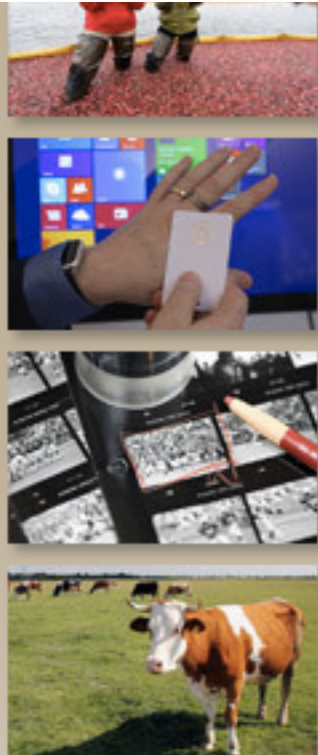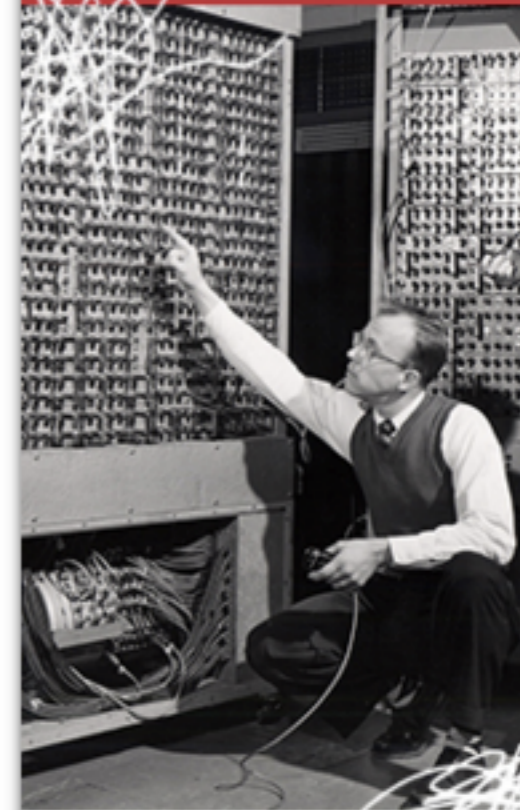
FORWARD.

BOUNDLESS TOGETHER
Watch the full series of UW commercials

NEWS   **VIDEO**   **EVENTS**

CAMPUS NEWS

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

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

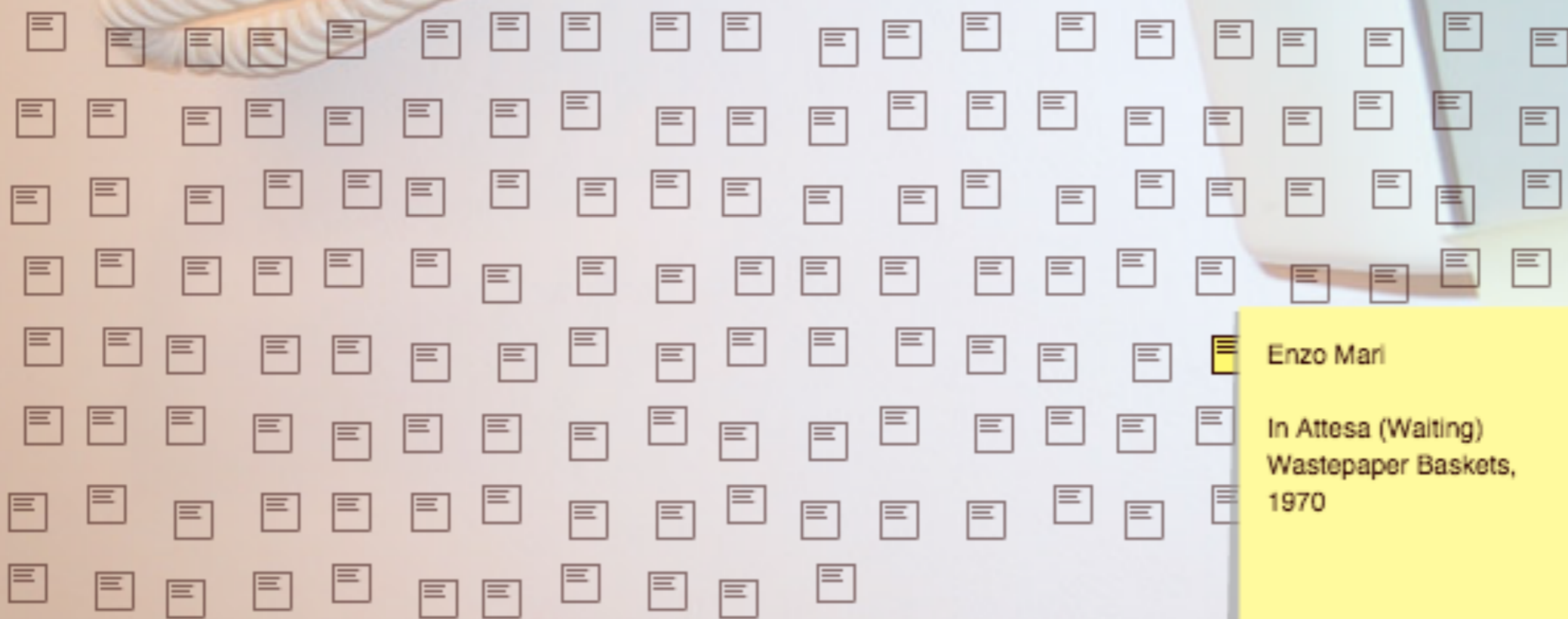 - e.g. <u>breadcrumb trail</u>

- <u>text-based and graphic-based</u>

highlight

official
nomadic
domestic

hand-held items
stations
desktops
furniture

Enzo Mari

In Attesa (Waiting)
Wastepaper Baskets,
1970

MoMA

biographies
credits
bibliography
publication

education programs
visitor info
exhibition info

STEP 3: CONTENT

- text

- images

- audio

- video

- interactivity

  - content-rich

- aggregation vs. curation

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

Watering Hole

me too!swimming in Mexico old swimmer
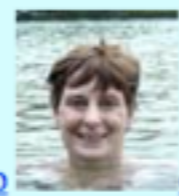
JudyWith_Diamonds COWBIRD

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!)

1.0

1.1

"Lorem ipsum dolor sit amet consectateur nonummy lorenzino." ~ Sam Jones

| Home | About Us | Blog | Membership | Dive Maps | Contact |

2.0

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc facilisis ultrices interdum. Phasellus id ante diam. Phasellus sollicitudin metus quis dui viverra malesuada.

- Proin non magna non felis
- Venenatis ultricies at at diam
- Maecenas metus justo

Join us today!

3.0

Learn more about the benefits of join our dive club or get started by filling out the form below.

Free T-Shirt

Name *

Email *

Sign Up

◀ ● ● ● ▶

LATEST BLOG POSTS

Article Title   Posted April 21st, 2010 by Chris | Comments (3)

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean... read more >>

Article Title   Posted April 21st, 2010 by Chris | Comments (3)

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean... read more >>

view all news >>   **4.0**

DIVE MAPS

5.0

6.0

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12 Malabar Crt, Mountain Creek, QLD, 4557
Email: info@xploredive.com   Mobile: 0412 510045

More photos on Flickr >>

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T Follow us on Twitter

6.1

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

f | ▶ CONTACT US | RECRUITER | LIVE CHAT | Search 🔍

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 visit

- **<Home>**
- **FAQ**
- **Flash**
- **Pricing**
- **Services**
- **Showcase**
- **Customers**
- **Glossary**
- **Contact**

Certified
Web Designer

SOUTHERN CALIFORNIA DIRECTORY

Looking for a Web Designer?

cyberwriting
domain name registration
graphics creation
site promotion
search engine optimization

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

STEP 4: DESIGN (TEXT)

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
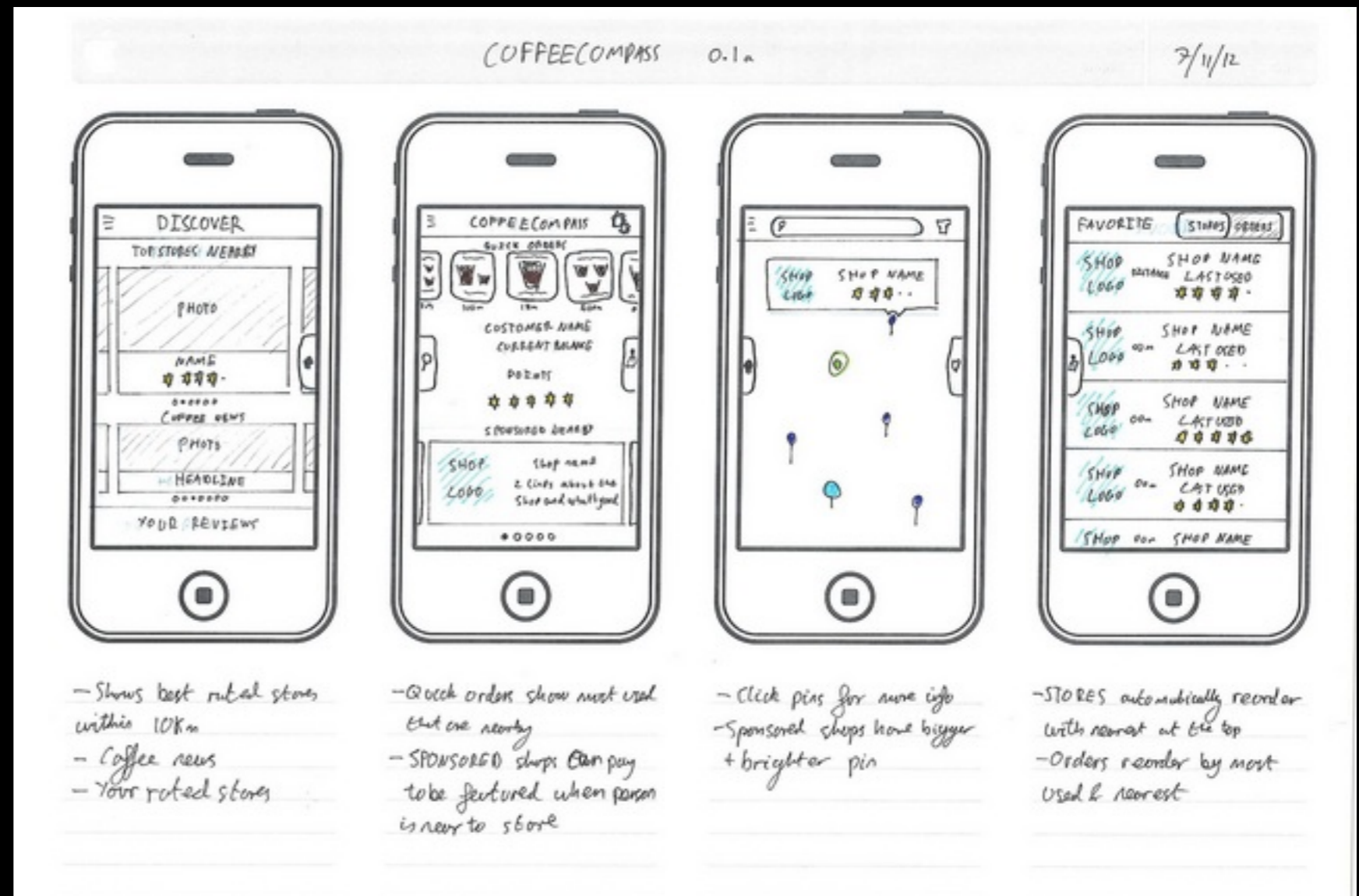
- instagram

- vine

- facebook

THE FUTURE IS ALSO ...

data

INTERNET OF THINGS

- devices

- apps

- privacy

- security

- innovation

- design

J202
WEEK 11
ONLINE, SOCIAL & MOBILE