

ARE YOUR IS
LAYOUTS &
AUDIO STORIES
PROPERLY
SUBMITTED?

THIS WEEK IN LAB

Meet with your TA

Work on your website

Get feedback from your labmates

Learn about the final project (!)

J202

WEEK 11

ONLINE, SOCIAL & MOBILE



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
REPUBLICAN CONSERVATIVE

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](#)



2 MEDIUM PIZZAS
\$6.99 EACH
ANY DEAL
ANY TOPPINGS
ANY CRUST
ANY SPECIALTY
ANY SAUCE
ANY CRUST FLAVOR

[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

5 IMPLICATIONS FOR ALL

- net neutrality
- **intellectual property**

5 IMPLICATIONS FOR ALL

- net neutrality
- intellectual property
- **privacy**

5 IMPLICATIONS FOR ALL

- net neutrality
- intellectual property
- privacy
- **info credibility**

5 IMPLICATIONS FOR ALL

- net neutrality
- intellectual property
- privacy
- info credibility
- **attention economy**

HOW TO BUILD A SITE

- discovery & research
- architecture
- navigation
- content
- design
- usability

STEP 1: DISCOVERY & RESEARCH

- who is your intended audience?
- who is actually viewing your site?
- what does your audience want or need to know?
- inventory of existing web presence
- what is working and what is not?

STEP 2: WEB ARCHITECTURE

MyUW ▾

LIBRARIES

MAP

NEWS

ABOUT UW

VISIT

APPLY

JOBS

GIVE



ACADEMICS

ADMISSIONS

CAMPUS LIFE

RESEARCH

PUBLIC SERVICE

ATHLETICS



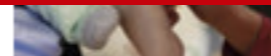
CENTERED ON THE EDGE



BE A BADGER

Live blog: Newton misses TD pass; Panthers add field goal

Follow our live blog as QB Aaron Rodgers and the Green Bay Packers (6-1) visit QB Cam Newton and the Carolina Panthers (7-0) this afternoon in Charlotte. Join the discussion and get perspectives from Tom Silverstein, who will be providing live updates of the game. [View more](#)



newborn screening. Summary data will be made public, but the performance of specific states will not. [\(7\)](#)

WISCONSIN VOTER

Debates already becoming game-changers

FOLLOW YOUR TEAM ALL YEAR WITH



Packer Plus

[CLICK HERE TO SUBSCRIBE](#)

Advertisement

STEP 3: NAVIGATION


- clarity
- consistency
- lead user
 - e.g. [breadcrumb trail](#)
- [text-based and graphic-based](#)




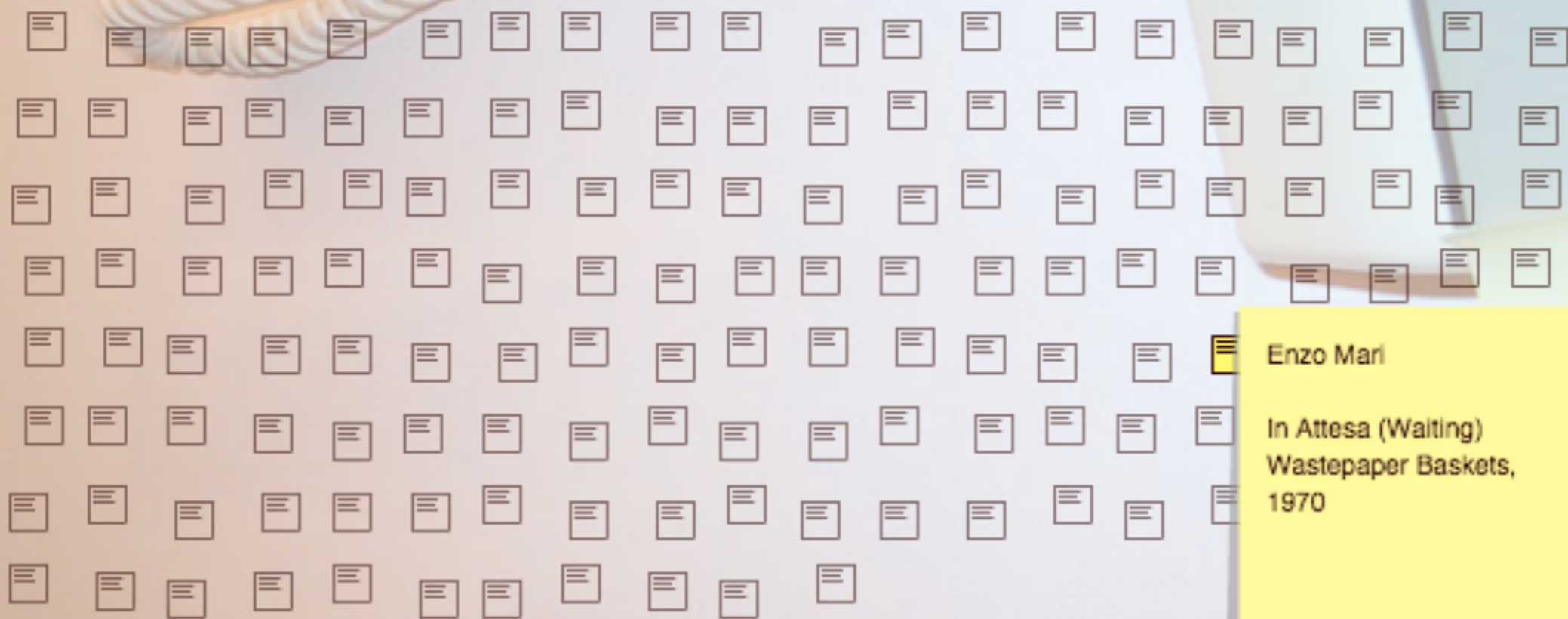
The screenshot shows a website's 'HEADLINES' section. On the left, a vertical navigation menu is partially visible with letters J, I, A, J, e, s, O, T, C, W, s, w. The main content area has a light yellow background and a dark red header bar. The 'HEADLINES' title is in dark red. Three news items are listed, each with a small square image on the left and text on the right. The first item features a building image and a headline about PhD candidates winning funding. The second item features the same building image and a headline about a journalism conference. The third item features a portrait of a woman and a headline about a researcher receiving a grant. Each item ends with a 'More →' link.

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 4: 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 **JOB** 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"/> Cut foreign aid in half 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"/> Eliminate earmarks Earmarks are lawmaker-directed spending items, often to finance local projects favored by a member of Congress.	\$14 billion	\$14 billion



Mac

iPad

iPhone

Watch

TV

Music

Support



[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](#)

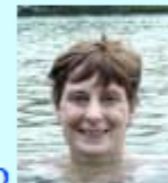


e-mail at: [VAL](#)

[futbol en Mexico](#)



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



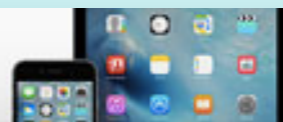
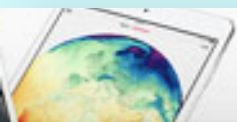
[old](#)

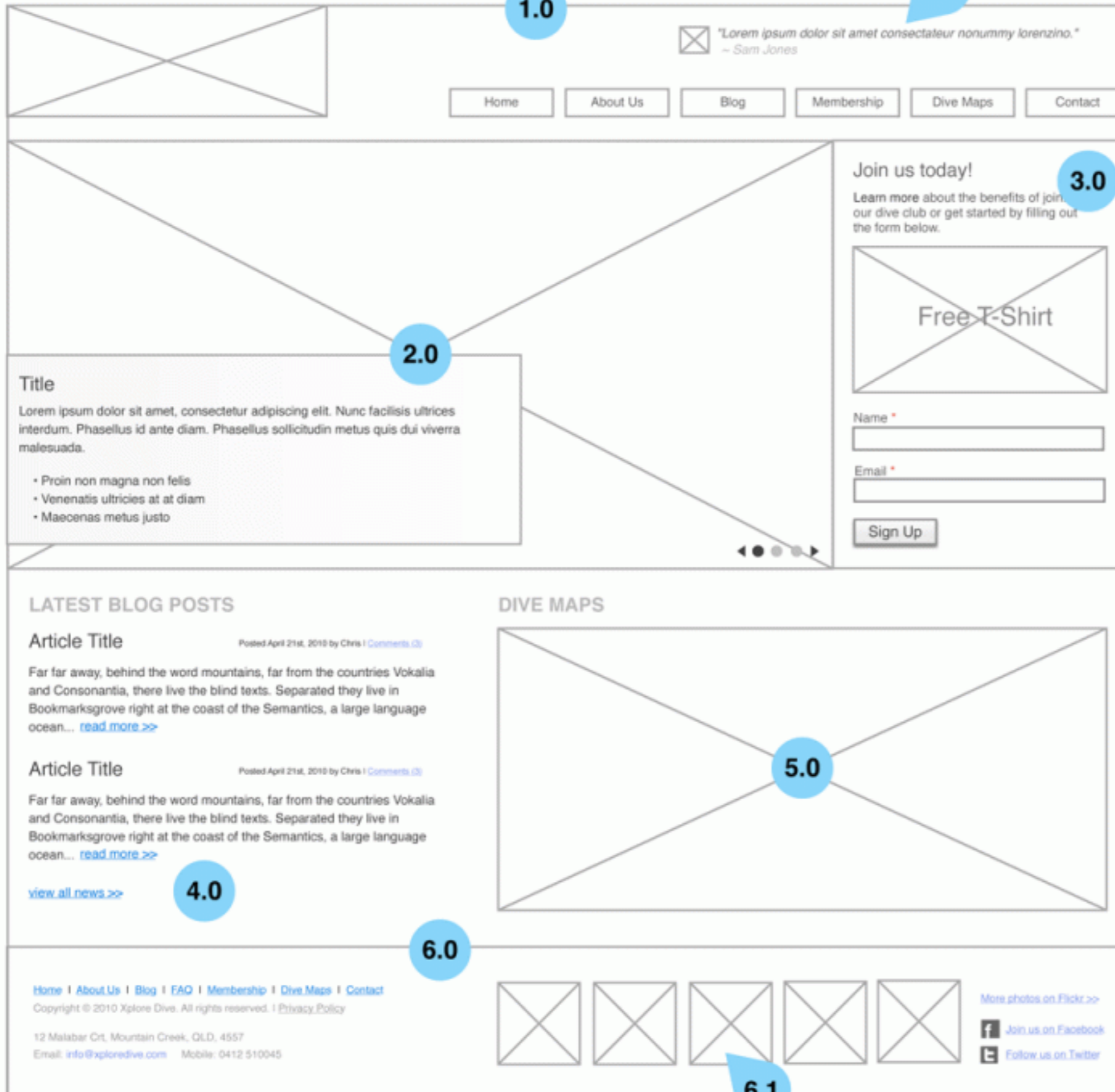
[JudyWith Diamonds COWBIRD](#)



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 restoredonly to discover a bank was coming! (Across the street from another bank!)





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 5: DESIGN (NON)CRAP



SARAH



PIANIST PIANOPLAYER MUSICIAN PIANO MUSIC ENTERTAINER



KEYBOARDIST/PIANIST



PLEASE SCROLL DOWN

PLEASE SCROLL DOWN

I AM AVAILABLE FOR YOUR COCKTAIL HOUR (01) 227 5229

EMAIL ME



U.S. AIR FORCE

- 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.

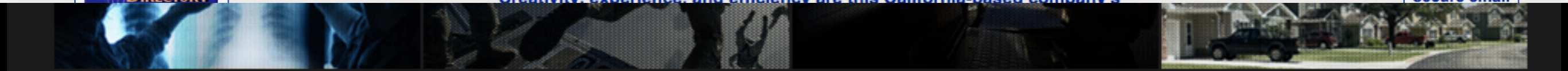
Web graphics design and other services

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



STEP 5: DESIGN (TEXT)

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

Yvette's Fashion Models!!, click here ~*

Yvette's has Gorgeous Gowns full figure!! click here

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

visit our friend Michael @ **ASYNCRITUS**

Miss Sunshine Pageant Welcome to **Yvette's !!!**

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

Мы любим Россия.

Yvette's sells Kitty Chen Couture, click here ~* **Sensational !!** ~*
Fashion Label ~*

Nous aimons la France.

Tuxedo rentals starting @ \$65.00 ~*

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

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

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

BRIDAL FORMAL PAGEANT PROM HOMECOMING CRUISE HOLIDAY CELEBRATE

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

Apple Pie, please click here ~*

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

Yvette's habla poquito espanol !!

Invitations !!
please click here ~*

우리는 한국을 사랑한다.
我們愛中國。
私達は日本を愛する。

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

prom aress
prom dress

Q&A
Movies & More

And yes, it's good to get along with your teacher because, in general, it's smart to learn how to relate to the different types of people you'll meet throughout your life.

STEP 6: USABILITY

- fast loading
- lists of 9 or less
- multiple platforms,
multiple browsers
- png vs. gif vs. jpeg
- HTML5

STEP 6: USABILITY

- use alternate tags for images
- avoid forced returns
- flowing medium
- interactivity
- accessibility

THE FUTURE OF DIGITAL IS ...

visual

WHY?

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

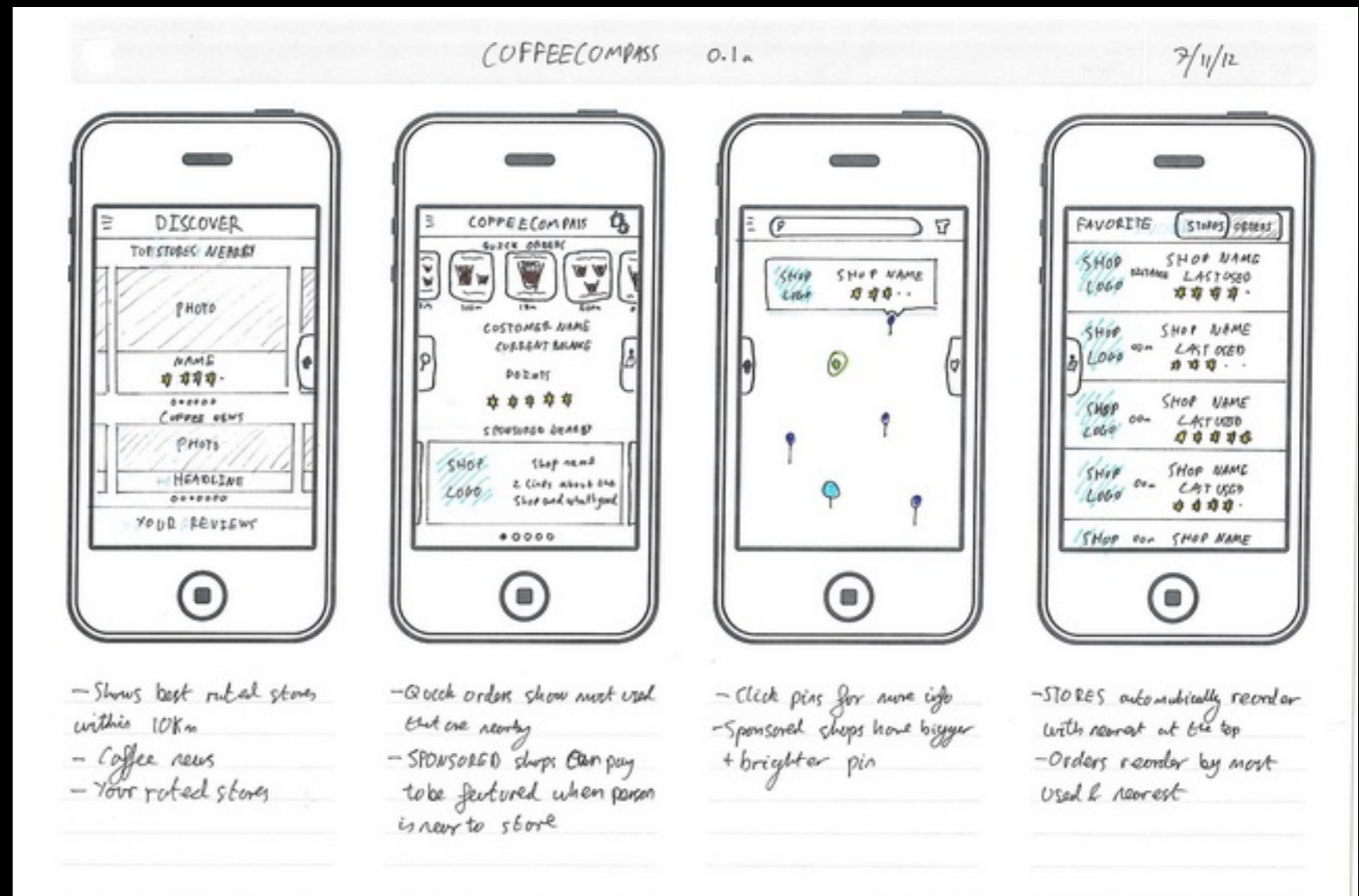


THE FUTURE IS ALSO ...

data

INTERNET OF THINGS

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



BRANDING SOCIAL MEDIA VOICE



Newcastle Brown Ale ✓

@Newcastle



Newcastle is the official drink of Spring. Forget what we said about being the official drink of Winter.

1:00 PM - Mar 22, 2014

2 25 39



rob delaney ✓ @robdelaney

Aug 3, 2012

.@Charmin my daughter was killed by a bear yesterday when she tried to offer it toilet paper you son of a bitch



Charmin ✓

@Charmin



@robdelaney Um, Charmin Bears are animated. We do not advise offering real bears toilet paper. Leave the wild animal wrangling to @OldSpice

9:36 AM - Aug 3, 2012

85 2,175 2,182



MLB Stat of the Day ✓

@MLBStatoftheDay



.@RedSox averaged 10.4 runs/game during homestand – 3rd-best mark by any team on a homestand of 7+ games since 1900.

1:32 PM - May 16, 2016

7 467 877

JOURNALISTS' SOCIAL MEDIA VOICE

Ta-Nehisi Coates @tanehisicoates · Nov 10
Viggo killed it but #Facts

Adam Kotlarczyk @TheKayCheck
Replying to @tanehisicoates
I've long thought Denzel Washington would make a hell of an Aragorn.

16 22 361

Ida Bae Wells @nhannahjones · Nov 3
This is a racial slur. Period.

Donald J. Trump @realDonaldTrump
Pocahontas just stated that the Democrats, lead by the legendary Crooked Hillary Clinton, rigged the Primaries! Lets go FBI & Justice Dept.

27 302 1.1K

Maggie Haberman @maggieNYT · 2h
Christie warned Trump against Flynn in transition documents suggesting he should get limited role



How Flynn — and the Russia scandal — landed in the West Wing
Christie mounted a campaign against Flynn for the national security adviser job. He lost — with major consequences.
politico.com

Matthew Yglesias @mattyglesias · 13h
Striking that even the average member of the top 1% doesn't inherit enough to benefit from estate tax repeal.
It's a win for a tiny, super-rich minority.



Matt Bruenig [what people love is open enrollment] @M
Replying to @MattBruenig
For a more updated version of the stats: The Wealthiest 1% Inherited An Average Of \$4.8 Million
peopleopolio.com/2017/10/10/the...

Jessie Opoien @jessieopie · 7m
Well folks today is the first day of my juice cleanse so it's about to get real cranky in here

1 2

Jessie Opoien Retweeted

Kyle Griffin @kylegriffin1 · 42m
Tammy Baldwin says that she believes Roy Moore's accusers: "It seems to be a very carefully researched story, and I sometimes wonder: how much does it take for people to believe women in these instances?"

CNN



NEW DEVELOPMENTS
MOORE: WASHINGTON POST STORY IS FALSE & I PLAN TO SUE
Sen. Tammy Baldwin | (D) Wisconsin
RIGHT NOW MIAMI 77° ORLANDO 70° TAMPA 71°
1:57 NEW DAY

BE CAREFUL



Justine Sacco

@JustineSacco



Follow

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

Reply Retweet Favorite More

2,678

RETWEETS

1,206

FAVORITES



10:19 AM - 20 Dec 13 from Hillingdon, London



DiGiorno Pizza

@DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM



Keosha Varela @K_J_Writes

1h

So many courageous ppl sharing their stories re: #whyistayed and #whyileft. Domestic violence is often a hidden issue, bring it to light!



Federal Student Aid

@FAFSA



1h

If this is you, then you better fill out your FAFSA: fafsa.gov



6/24/14, 9:00 PM

Oprah

Tweet

Follow



Oprah Winfrey



@Oprah

Gotta say love that SURFACE! Have bought 12 already for Christmas gifts. #FavoriteThings

18 hours ago via Twitter for iPad



J202

WEEK 11

ONLINE, SOCIAL & MOBILE