Web Typography HIERARCHY & Multiple Points of Entry

these days — especially when you factor in mobile — pixelperfect layouts may not be possible across every platform. That's okay, but do test in as many as you can. Your design should work in at least IE9+ and the latest Chrome, Firefox, iOS and Android browsers (run by over 90% of the population).



We ask that you submit original artwork. Please respect copyright laws. Please keep objectionable material to a minimum, and try to incorporate unique and interesting visual themes to your work. We're well past the point of needing another garden-related design.

This is a learning exercise as well as a demonstration. You retain full copyright on your graphics (with limited exceptions, see submission guidelines), but we ask you release your <u>css</u> under a Creative Commons license identical to the <u>one on this site</u> so that others may learn from your work.

By Dave Shea. Bandwidth graciously donated by mediatemple. Now available: Zen Garden, the book.

Allied landings [edit]

The battle of Morotai began at 6:30 on the morning of 15 September. Allied warships conducted a two-hour-long bombardment of the landing area to suppress any Japanese forces there. This bombardment set several native villages on fire, but caused few Japanese casualties as they did not have many troops in the area.^[21]

The first wave of American troops landed on Morotai at 8:30 and did not encounter any opposition. The 155th and 167th RCTs landed at Red Beach and the 124th RCT at White Beach. Once ashore, the assault troops assembled into their tactical units and rapidly advanced inland. By the end of the day the 31st Division had secured all of its D-Day objectives and held a perimeter 2,000 yards (1,800 m) inland. There was little fighting and casualties were very low on both sides.^[22] The Japanese 2nd Provisional Raiding Unit was unable to offer any resistance to the overwhelming Allied force, and withdrew inland in good order. Japanese 7th Air Division aircraft based at Ceram and the Celebes began a series of nightly air raids on Morotai on 15 September, but these had little effect on the Allied force. [23]

The lack of resistance was fortunate for the Allies due to unexpectedly poor beach conditions.^[24] While the limited pre-invasion intelligence suggested that Red and White beaches were capable of supporting an amphibious landing, they were in fact highly unsuitable for this purpose. Both beaches were muddy and difficult for landing craft to approach owing to rocky ridges and coral reefs. As a result, soldiers and equipment had to be landed through deep surf. This delayed the operation and caused a large quantity of equipment to be damaged.^[25] Like many of his soldiers, General MacArthur was forced to wade through chest-high surf when he came ashore.^[26] On the morning of D-Day a survey party determined that a beach on the south coast of Morotai was much better suited to LSTs. This beach, which was designated Blue Beach, became the primary Allied landing point from 16 September.^[27]

The 31st Division continued its advance inland on 16 September. The division met little opposition and secured the planned perimeter line around the airfield area that afternoon.[28] From 17 September, the 126th Infantry Regiment landed at several points on Morotai's coastline and offshore islands to establish radar stations and observation posts. These operations were generally unopposed, though patrols landed in northern Morotai made numerous contacts with small Japanese parties.^[28] The 2nd Provisional Raiding Unit attempted to infiltrate into the Allied perimeter on the night of 18 September but was not successful.^[23]

A detachment from the Netherlands Indies Civil Administration (NICA) was responsible for civil affairs on Morotai. This detachment came ashore on 15 September, and reestablished Dutch sovereignty over Morotai's civilian population. Many natives subsequently provided NICA with intelligence on Japanese dispositions on Morotai and Halmahera and others acted as guides for American patrols.^[29]

On 20 September, the 31st Division advanced further inland to secure an expanded perimeter. This was necessary to provide room for additional bivouacs and supply installations after General MacArthur's headquarters decided to expand airfield construction on the island. The advance met little resistance and was completed in one day.^[28] On 22 September, a Japanese force attacked the headquarters of the 1st Battalion, 167th Infantry Regiment but was easily repulsed. The following day, a company from the 126th Infantry Regiment unsuccessfully attacked a fortified Japanese unit near Wajaboeta on the island's west coast. The 126th resumed its attack on 24 September and secured the position. US forces continued intensive patrolling until 4 October when the island was declared secure.^[30] U.S. casualties during the initial occupation of Morotai numbered 30 dead, 85 wounded, and one missing. Japanese casualties were much higher, numbering over 300 dead and 13 captured.^[31]

The American ground troops did not require the heavy air support which was available to them, and the fast carrier group was released for other duties on 17 September. The six escort carriers remained in support, but their aircraft saw little action. Four of the CVEs were released on 25 September, and the remaining two departed on 4 October. [32] The destroyer escort USS Shelton (DE-407) was sunk by Japanese submarine RO-41 on 3 October while escorting the CVE group.^{[33[34]} Several hours later a TBF Avenger from the escort carrier USS Midway attacked USS Seawolf (SS-197) 20 miles (32 km) north of where Shelton had been torpedoed, in the mistaken belief that she was the submarine responsible. After dropping two bombs, the TBF guided USS Richard M, Rowell (DE-403) to the area and the destrover escort sank Seawolf after five attempts, killing all the submarine's crew. It was later determined that while Seawolf was traveling in a designated "submarine safety lane", the CVE pilots had not been properly briefed on the lane's existence and location, and that the submarine's position had not been provided to USS Richard M. Rowell.[35]

The U.S. Navy established a PT boat base at Morotai on 16 September when the tenders USS Mobjack (AGP-7) and USS Oyster Bay (AGP-6) arrived with motor torpedo boat squadrons 9, 10, 18 and 33 and their 41 boats. The PT boats' primary mission was to prevent the Japanese from moving troops from Halmahera to Morotai by establishing a blockade of the 12-mile (19 km)-wide strait between the two islands.^[36]

Elements of the 31st Division embarked from Morotai in November to capture several islands off New Guinea from which Japanese outposts could observe Allied movements. On 15 November 1,200 troops from the 2nd Battalion, 167th Infantry Regiment and attached units were landed at Pegun Island in the Mapia islands; the next day, Bras Island was attacked. The Mapia Islands were declared secure on 18 November after resistance from 172 Japanese troops of the 36th Infantry Division was overcome. On 19 November, a force of 400 US troops built around F Company, 124th Infantry Regiment occupied the undefended Asia Islands.^[37] These were the first offensive operations overseen by the Eighth United States Army, and the naval commander for both operations was Captain Lord Ashbourne of the Royal Navy on board HMS Ariadne. Radar and LORAN stations were subsequently established on the islands.[38]

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THE VENUE WILL INFORM THE DISCUSSION TOO, SEED WILL BE HELD IN THE "CATHEDRAL OF MODERNISM" CROWN HALL by Mies van der Rohe

Painstakingly renovated in 2005, Crown Hall stands as one of the most important buildings of the modern age and it was also held in the highest regard by Mies himself who said it best represented his "architecture of almost nothing."

* THE DAY'S SCHEDULE and INVITED GUESTS * IASON FRIED is the founder of

37signals, influential creators of

CARLOS SEGURA is the founder of Segura, Inc. an internationally recognized visual communications company and the creator of T.26 the web's original digital type foundry as well as the 5" retail brand and the Cartype weblog.

EDWARD LIFSON is a National Public Radio correspondent, architecture critic, consultancy that has created numerous ologger and Loeb Fellow at the Graduate School of Design at Harvard. He'll talk brands and concepts such as The Deck during lunch about the Crown Hall, the Advertising Network, Jewelboxing, IIT Campus and Mies. Layer Tennis and Field Notes.

web-based communication and collaboration tools Basecamp, Highrise the unstoppable community-based tee Backpack & Campfire and authors of the shirt design concept Threadless and a book Getting Real and the popular steady stream of other great ideas. weblog Signal vs. Noise. IIM COUDAL is the founder of Coudal Partners, a design and advertising

GARY VAYNERCHUK is the proprietor of Wine Library TV and a perfect example of someone who has used the web and his own ingenuity to harness the power of his passion. Check him on Conan, Nightline and Ellen

IAKE NICKELL is the Founder and

JEFFREY KALMIKOFF is the Creative

Director of skinnyCorp, the force behind

An OPEN PANEL DISCUSSION will follow the presentations and the day will conclude with a RECEPTION on the LAWN of CROWN HALL featuring wines selected by Mr. Vaynerchuk.

* SIX CONCISE INTENSE PRESENTATIONS and AN OPEN PANEL to ALLOW FOR * Much DISCUSSION and INTERACTION

An amazing setting, great food all day catered by Big Delicious Planet and a reception on the lawn afterwards. SEED promises to be an amazing Friday, which will leave you with an entire summer weekend in Chicago & take our word for it, a summer weekend in Chicago is pretty tough to beat, Regarding SEED, you can take other people's word for it

Hierarchy

The Temptations & The Four Tops Wednesday, June 26, 2013 8:00 pm When The Temptations took the stage over 40 years ago their stunning harmonies and tight choreography combined with excellent leads created a legend. The Temptations made musical history with their string of fabulous pop and funk hits in the sixties and seventies, and they managed to weather a steady stream of changes in personnel and consumer tastes to be able to continue the history.

Steve Martin and the Steep Canyon Rangers Sunday, July 28, 2013 7:30 pm Steve Martin and the Steep Canyon Rangers, featuring Edie Brickell will perform songs from their album *Love Has Come for* You as well as songs from *Rare Bird Alert* and other new tunes. The new collaboration, *Love Has Come for* You, is set for release on April 23 on Rounder Records.

The Avett Brothers Friday, August 16, 2013, 8:00 PM

The Avett Brothers will perform their smash hit *I* and Love and You along with the rest of their latest album. In the wake of the album's release, the Avett Brothers made the rounds on late-night TV, including appearances on the Late Show with David Letterman, The Late Late Show with Craig Ferguson, and Late Night with Jimmy Fallon.

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Styling Techniques

There are a few basic methods for establishing a visual typographic hierarchy:

- Size
- Weight
- Color
- Position
- Font
- Capitalization
- Spacing

Usually a few of these methods are used in combination with each other:

BAND HISTORY

Although they have played music together since childhood, the brothers Scott and Seth Avett truly began their partnership in the late 1990s with the merger of Seth's high school rock band, Margo, and Scott's college group, Nemo. After releasing three albums under the "Nemo" moniker, the Avetts started experimenting with acoustic music with some friends at night.

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Ray Guns, Force Fields, Tractor Beams and Other Fun Toys

Our mad scientists have developed a system called Progressive Design to consistently

bring these realizations to the surface and harness their full potential for maximum

impact.

Our Tools

RECENT FROM THE BLOG

JAN 29

So, You'd Like to Start an Open Source Project

Regular readers of this blog are no strangers to free and open source software. From Firefox to Brave, Node.js to OpenSSL, and jQuery to React (finally), today's web developer can't get very far at all without relying on "FOSS." However, there is a huge difference between consuming FOSS and maintaining FOSS. The latter task is [...]

 $\operatorname{Continue}\operatorname{Reading}\to$

NOV 20 2017

l Slipped on JavaScript's Banana Peel

Think of the last time you goofed up on the job. Maybe you forgot to clean out the microwave in the break room. Maybe you hit "Reply All" when you really meant "Reply." Or maybe you nodded off during an all-hands meeting. Probably your mistake was a little less banal than any of that, but [...]

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SEP 14 2017

Ergonomic Testing with Webpack, Part One, File Resolving

This is part one in a series on the intersection of module bundlers and testing frameworks. Our focus will be webpack and jest but the techniques explored here can be reused with other tools as well. Modern websites and applications are routinely built by combining hundreds of small JavaScript modules. In order to increase the [...]

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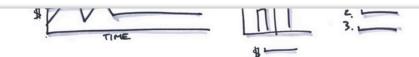
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Visual Points of Entry



Accounts have a confident pulse on their business and customer needs, and need to be nimble to adjust to new trends. After interviewing several Accounts, we were able to surface this Design Insight:

* Because wine consumption is heavily influenced by trends, smaller restaurants prefer to carry less stock to be able to move inventory more quickly.

We were surprised to learn just how much trends affect the wine industry. A wine can be hot one month and a total dud the next, requiring Account to be able to switch out their stock quickly or make orders on short notice. Traditionally, they are often forced by to buy several wines by wine brokers and salespeople just to gain access to the in demand wines, leaving them stuck with crates of wine that just don't move.



With a strong entrepreneurial mindset we partner with businesses and new ventures to help them become relevant, efficient and more profitable.

Through strategic planning, design thinking and suited technology we create immersive brand experiences and digital products with a clear purpose – to make every day better for its audience.

 We're specialists - nourishing a cross disciplinary culture, and thrive on challenges that call for smart thinking. Our aim is to speak a clean, clear and meaningful message.

Unfold are minds and makers that value getting things done.

We believe in focused research, indepth knowledge of your business challenges and rapid prototyping rather than ponderous and bulky documentation deliverables.

So let's join forces – we want you truly involved in the process as you are



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DESIGNERS OF WEB LOVERS OF TYPE KICKERS OF ASS

So you know we design for the web, love typography, and kick bottom, but what do we actually do? Our studio focuses mainly (but not solely) on designing for US based Tech-Startups. Most of our work focuses on building stunning, effective marketing sites, blogs and incredibly refined user experiences for web applications. We even develop them ourselves. We are in love with Ruby on Rails, WordPress and also love to illustrate. We are a team of five extremely passionate and creative individuals who love what we do; and we would totally love to help you kick your competitors ass.

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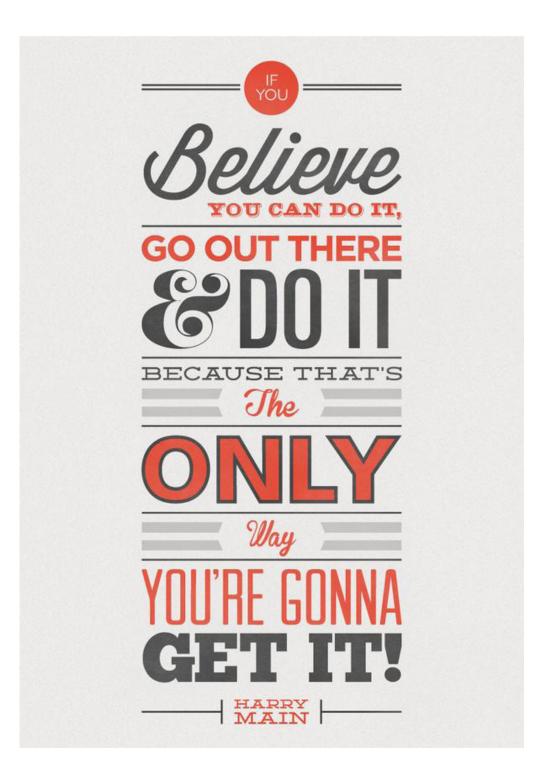
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Research Report How Advertising Performs in a Social Media World









Michael Scott

-Scranton Branch Manager of Dunder Mifflin-

About

Michael Scott is the somewhat ignorant former Scranton Branch Manager of Dunder Mifflin Paper Company in Pennsylvania. Although his position as Branch Manager gives him authority on overall branch operations, he often places those responsibilities secondary to his desire to be friends with his employees. When it comes to leaving his personal life out of work, he does not seem to understand the very simple concept. Michael continuously makes awkward or innapropriate comments in everyday conversations around the office, despite the reactions from his coworkers. He often refers to his coworkers as family and has a constant desire to be the center of attention, expecting everyone to tend to his needs.

"Would I rather be feared or loved? Easy. Both. I want people to be afraid of how much they love me."

Coworkers

Michael's colleague's are the constant victims of his jokes on a daily basis.

Dwight	Kevin	Phyllis
• Jim	Oscar	 Kelly
• Pam	 Meredith 	• Toby
• Angela	 Stanley 	Andy

"That's what she said!"

Where Is He Now?

When Michael's workplace love of his life. Michael and enemy, Toby, the HR Representative, left the office for a couple months, move to Colorado to take Holly Flax took his place. Michael had a hatred for her before she even started, This causes him to leave because of his strong hatred for Toby. After only years. He was lucky to her, he claims she is the

Distribution for the Holly become inseperable Department of Natural and eventually she has to Resources. Michael and Holly get married there and care of her parents and he have two children. He wants to go along with her. finally scored his dream family! His coworkers, Dunder Mifflin after many Dwight and Angela, get married and he pays a visit a couple hours of knowing score a job in Colorado as back to Scranton, PA for the new Director of Paper their wedding.

"I feel like all my kids grew up and then they married each other. It's every parent's dream."

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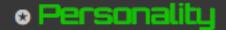
Tobu

- Dwight • Jim • Pam Angela
- Oscar Meredith Stanley

SPACE RANGER OF STAR COMMAND

Buzz Lightyear is a fictional character in the **Toy Story** franchise. He is a toy space ranger hero according to the movies and action figure in the Toy Story franchise. Along with Woody, he is one of the two lead characters in all three Toy Story movies. He also appeared in the movie Buzz Lightyear of Star Command: The Adventure Begins and the television series spin-off Buzz Lightyear of Star Command, as well as the two film sequels. Tim Allen voiced the character in the Toy Story film series and the Buzz Lightyear movie, while Patrick Warburton provided Buzz's voice for the TV series, and Pat Fraley voiced him for the video games and the attractions in Disney Parks.

"TO INFINITY ... AND BEYOND!"



Buzz, like many characters, in Toy Story is a complicated one. He feels genuine emotions

I AM **PUSHEEN** THE CAT

.. about ..

PUSHEEN was created by artists Claire Belton and Andrew Duff as a character in their webcomic *Everyday Cute*. The comics revolved around the lives of the characters modeled after Belton, Duff, and Pusheen, a cat based on Belton's childhood cat.

fun facts

- ᆉ Fierce Female
- 🐈 Chubby grey tabby
- ᆉ Birthday: Feb 18
- ᆉ Hobbies: blogging, sleeping

Pusheen's name stems from the Irish word "puisin" which means "kitten" in English. Claire and Andrew gave Pusheen her name after she was adopted from a shelter. Her unique name stands up to her unique personality. Not only is Pusheen known for her comical personality, she is also known for her tiny toe beans. She loves all types of food, and her dream is to make friends all over the world.

"If I were tiny I would sleep on a marshmallow."

Linda Belcher

Wife, Mother, Wine Enthusiast

Linda supports her husband Bob's dream through thick and thin. She has a **joyful** enthusiasm for whatever she undertakes, from dinner theater to synchronized swimming to road rage.

"It's rated R for really boozy, starring me."

Linda's Family Members Include:

- Bob Belcher (Husband)
- Tina Belcher (Daughter)
- Gene Belcher (Son)
- Louise Belcher (Daughter)

"Mommy doesn't get drunk, she just has fun."

She's always on the lookout for a **surprise birthday** party or unexpected anniversary present, and her faith in Bob is unwavering. She's prone to **bursting into song** after a visit to her beloved musical dinner theater, and though she thinks she's an excellent hostess, her **blood boils** when quests aren't willing to make small talk.

"Like three out of five of my sexy parts after I had kids. Destroyed."

Linda Belcher Fun Facts:

- She might be an alcoholic, but more likely she just likes drinking.
- Her favorite toilet is at The Royal Oyster Hotel.
- Linda told Bob that she was pregnant with Louise at Wonder Wharf.
- It is implied that Linda wore braces when she was growing up.

Singer, Dancer, Tom Selleck Fan

Linda Belcher Wife, Mother, Wine Enthusiast

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