writing for the web

Writing for the Web is completely different than writing for print.

All of the text on your site needs to be quickly **scannable** and easily digestible!

I can't thank you enough for taking on this project. Before things get started, could you show me a concept on paper for how the site will look?

The Hipster Intelligencer

IT'S NEWS TO HE

Building a Fixie

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ODDITIES - DEGRALLS

Read this Article

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Processing more public one



Editor-in-Chief of the Hipster Intelligencer

 The site must have three columns to facilitate a large amount of content and retain a "newspapery" look and feel.

All markup (both HTML and CSS) must properly
 validate with the W3C validation tools.

There must be an area on the home page to place an image that will serve as the visual element for the featured article.

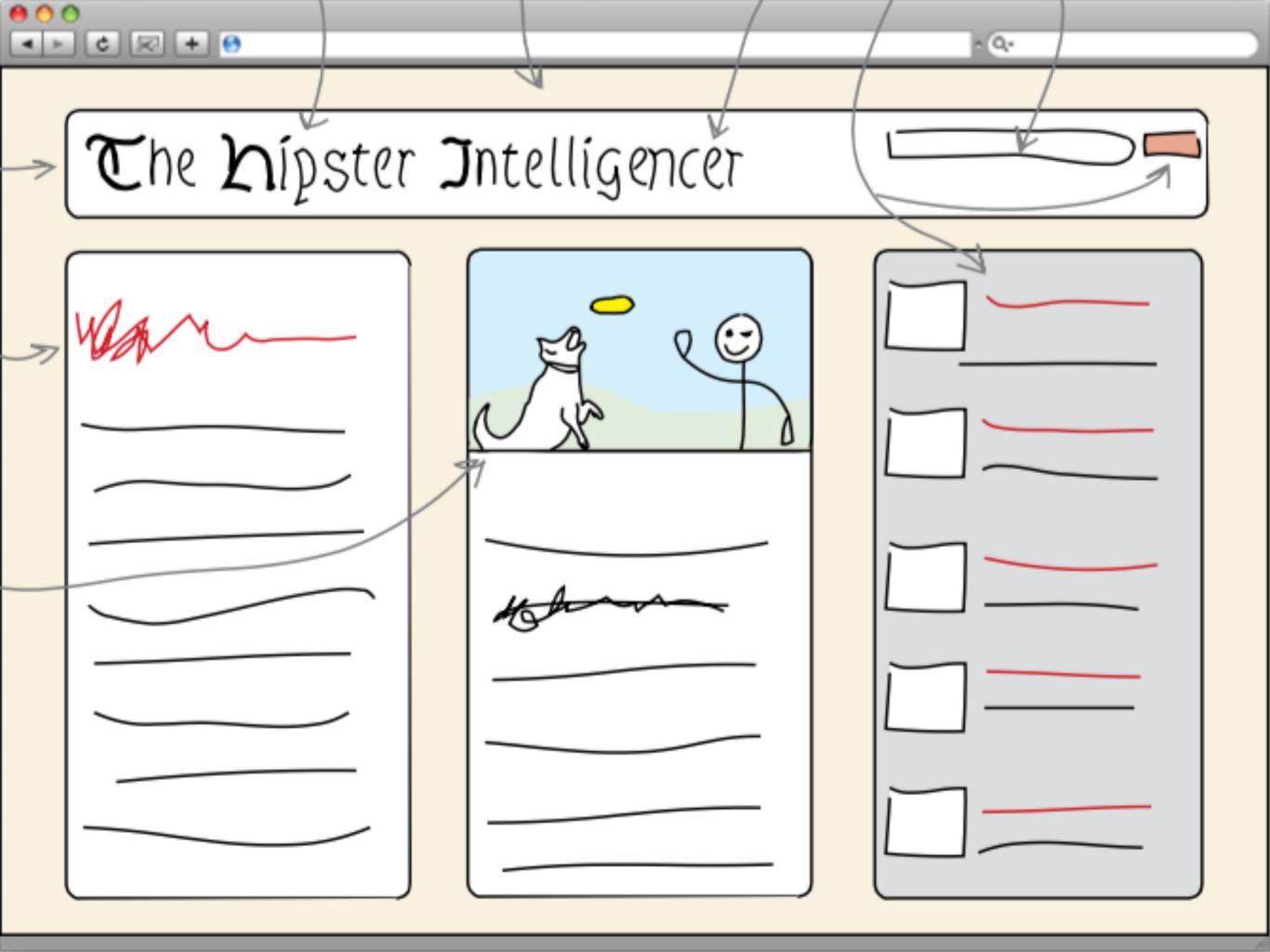
 The title The Hipster Intelligencer must appear in the upper third (top fold) of the site.

Use at least a three-color scheme in the final design. We can size the columns using the Golden Ratio.

Chapter 6 of Head First HTML covers this in detail.

This is no big deal...

We talked a lot about color in Chapter 5. This one shouldn't be a problem.



Initially, TSR Hobbies, Inc. experienced phenomenal success in both the United States and abroad. Unfortunately, despite the fact that the Dungeons & Dragons brand was becoming more popular and widely recognized, the Blume's began to greatly overextend the company's reach. They not only moved into domains such as boardgames and toys, but they began to diversify in remarkably unrelated areas. Perhaps the best evidence of this was the unapproved acquisition of Greenfield Needlewomen, a needlepoint business owned by one of the Blume's relatives. In addition, TSR Hobbies, Inc was remarkably overstaffed (the result of the Blume's nepotism). Further, Kevin Blume had grossly overprinted millions of copies of the previously successful multi-path Dungeons & Dragons adventure books, all of which could not be sold. In an effort to mitigate the mounting financial problems, TSR Hobbies, Inc was restructured into four companies: TSR, Inc., TSR Ventures, TSR International, and TSR Entertainment. TST Inc. continued to manufacture the company's core Dungeons & Dragons role playing products. TSR Ventures focused on the production of plastics and toys in Asia. TSR International was out to manufacture the company's core Dungeons & Dragons Entertainment Corporation, was

Wow. That online version's long and wordy. There's got to be something we can do to make this easier to read...

e money as a result of mismanagement. Eventually, both Kevin and ors after being accused of misusing corporate funds and accumulating mate acquisitions. In the wake of the Blume's departure from the board gained partial control of the company. However, unbeknownst to

tertainment markets, such as movie and television. Unfortunately, TSR

as keeping foreign income away from US taxation.

Dungeons & Dragons cartoon. Upon multiple occasions, Gygax had said

brought into the controlling stake in the company, Gygax attempted to have the sale declared illegal. Unfortunately, the attempt failed, and Gygax sold his remaining stock to Williams and used the capital to form a new company entitled New Infinity Productions.

The departure of Gygax from TSR irreparably changed the face of the company. TSR successfully expanded into areas such as magazines, paperback fiction, and comic books. In addition, the company released popular new role-playing settings including Dragonlance, Ravenloft, Forgotten Realms, and Greyhawk, all of which have had an enduring impact on the tabletop roleplaying landscape.

However, the company was unable to adapt to the continued fragmentation of the tabletop RPG community as new products were released by other companies. In addition, in an effort to compete in the emergent collectible card game market, TSR released a series of products, such as Dragon Dice and Spellfire, which simply did not sell. The downward financial spiral was aggravated by the fact that, as their products continued to perform poorly in the marketplace, TSR began to legally attack those who it believed infringed on its intellectual property. The targets of these legal actions included not only other corporations and businesses, but individuals fans involved in authoring fan fiction and D&D fan modules. The result of these actions was that TSR was widely perceived as directly attacking its customers.

In 1997, as TSR approached receivership, the company and all of its intellectual property were acquired by Wizards of the Coast. Ironically, Wizards of the Coast, which was now widely considered to be the preeminent tabletop role playing game company had been responsible for publishing Magic: The Gathering, the game whose remarkable success had been responsible for TSR's failure in the collectible card game market. After the sale to Wizards of the Coast, which continues to publish Dungeons & Dragons to this day, TSR was slowly dismantled. In 2003 the final TSR trademarks were allowed to expire by Wizards of the Coast.

Despite its almost constant legal and financial troubles, TSR had a lasting impact on both digital and non-digital games. One might easily argue that TSR has had more impact on the entertainment game industry (digital or non-digital) than any other company in the history of games. Not only are many computer role playing games based on the archetypes and mechanics first introduced in Dungeons & Dragons, but many of the luminaries in the history of digital games were greatly influenced by TSR and its various products. TSR's products have long since passed into the realm of popular culture.

Founded in 1973 by Gary Gygax and Don Kaye as an eventual means to publish, sell, and distribute the rules of Dungeons & Dragons, TSR went on to become one of the most noteworthy companies in the entertainment game industry. While Dungeons & Dragons went on to have a significant lasting impact on both digital and non-digital games, TSR, as a corporate entity, is perhaps best known for its financial woes and the bitter conflict that arose over ownership of the



The Inverted Pyramid

Put the most important stuff at the top of your text. Users should be able to read your first paragraph and get the idea of the whole piece.

Main Heading

A little body text to give the user some context and a brief introduction to the page content.

- Then maybe a few bullet points
 - · that contain the highlights
 - of the page content.

Another heading

Some more body text that gives the user more detail about the content of the page.

And so on...

Content that's progressively less important, even though it's still well-written. Stuff that's not essential to the user's understanding of the article can go down here.

Compress the copy

Before

In 1979, Gury Gygax, a game designer from Lake Geneva, Wiscomin, and Don Kaye founded Tactical Studies Railes in order to publish the rates for Cavaliens and Roundbeads, a ministers war game based in the English Civil War. While Cavaliens and Roundbeads was the initial fixes of Tactical Studies Rules, Gygax and Kaye also without to publish the rates for Dangeons & Dingons, a famout minister game developed by Gygax and left Perent in 1971. As Cavaliens and Roundbeads began generating exvertors for Tactical Studies, the partnership was capacided to include Dave Armono and Brane Shime.

While Dave Armono was brought less the partnership was capacided to include Dave Armono and Brane Shime.

While Dave Armono was brought less the partnership as a game designer, and left shortly thoruster, Inten Blume emend as a funder. Blume believed that Cavaliers and Roundbeads was not generating enough revenue, and encouraged Gygax and Kaye to focus their effects on releasing Dangeons & Dangeons.

There is considerable debate as to the contributions that Dave Ameson made to the initial development of Dangoon & Dengoon. While Ameson has labeled himself The Father of Roin-playing, and has said that he was responsible for writing the game in its entirery, Gygax consends that he himself was primary responsible for the development of Dangoons & Drugous, and Ameson's involvement, while important, was contributory. After Taxical Stades Railes was dissolved, and TSR Hobbies, Inc. was formed, Ameson continued to meetive credit for his involvement in the development of Dangoons & Drugous, as well as notwhere per his contract.

In 1975, after the highly successful release of Dungeron & Dungeron, Don Kaye died of a streke. The immediate result was that Blance and Gryget dissolved Tactical Studies Rules and founded a new company narrest TSR Hobbies, Inc. The board of discolves for TSR Hobbies, Inc. consisted of Bules Blanc (Oggat, and Kevin Blance, Belan Blance) younger brother who has received shares from Molvin Blance, Brian and Kevin's father, who had purchased shares in the company. Brian Blance company is CBO and President. Unlike the optal partnership of Tactical Studies Rules, Brian Blance owned a majority of the new company's Where.

Initially, TSR Hobbies, Inc. experienced phenomental success in both the United States and abroad. Unfortunately, despite the fact that the Dangeron & Deagons brand was becoming more popular and widely exceptioned, the Ritera's began to greatly overesteind the company's couch. They not only encoded into domains such as boardgames and toys, but they began to diversity is semantably unrelated areas. Puthage the best evidence of this was the snapperved acquisition of Generalized Needlewomen, a nondispoint business owned by one of the Blanch's special relatives. In addition, TSR Hobbies, he was semantably oversaided (the souls of the Blanch's suppose & Deagons adventure books, all of which could not be sold, in an office or emigrate the mounting financial portions, TSR Hobbies, he was estimated into four companies TSR, Inc., TSR. Venuma, TSR Incompany and TSR Enconsistences. TST Inc. construed to manage or the company's core Dangerons & Dragons rule playing products. TSR Venuma fixured on the production of plantics and toys in Asia. TSR Incompanies was stabilished to manage ownress business, discribution and sales them, incoming and production. TSR Enconsistences was the short for plantics and tolevision. Unfortunately, TSR Enconsistences only success was the short lived Dangerons & Dragons action. Upon multiple occasions, Gygax had said that the separate or oppositions were Blasser's stempt as keeping foreign income away from US auxions.

Despite the restructuring, TSR, line, continued to lose money as a result of miamanagement. Eventually, both Kevin and Botan Bitarte were removed from the board of directors after being accused of miscoing corporate funds and accumulating large debt in the parents of anapyreved and inappropriate acquisitions. In the wake of the Blazze's department from the board of directors, Oygan assumed the role of CSO and regarded partial control of the company. However, unbeknowned to Gygan, Kevin and Brian Blazze were in secret regentations with Lorentne Williams, a populated investor who Gygan had brought into the company previously as an officer, to acquire their majority stock. When Williams finally acquired a controlling stake in the company, Gygan attempted to have the sale declared Begal. Unfortunately, the attempt failed, and Gygan sold his remaining stock to Williams and used the capital to there a new company certified New Inflates Productions.

The departure of Gygas from TSR impuribly changed the face of the company. TSR successfully expanded into areas such as magazines, paperbock factor, and comic books. In addition, the company released popular new rule playing settings including Desponience, Ravenkeft, Pergotten Resims, and Greyhawk, all of which have had an enduring impact on the tabletop releptaying landscape.

However, the company was unable to adapt to the continued fragmentation of the tabletop RPG community as new products were released by other companies. In addition, is an efficit to companie in the companie collectible until game market, TSR released a series of products, such as Dragon Due and Spelline, which simply did not sell. The downward frameial spiral was aggaranted by the fact that, as their products continued to perform peoply in the marketplace. TSR began to legally attack those who is believed infringed on its intellectual property. The targets of these legal actions included not only other corporations and businesses, but individuals fame involved in authoring familiation and DAD fan modules. The result of these actions was that TSR, was widely preserved as directly attacking its continuers.

In 1997, as TSR approached receivership, the company and all of its intellectual property were acquired by Warards of the Coast, which was now widely considered to be the procedurer to birtop sets of paying garanteempury had been responsible for publishing highlight: The Garbering, the garant whose several-sable assesses had been responsible for TSR's failure in the collectible card game market. After the sale to Warards of the Coast, which continues to publish Dungsons & Dungsons to this day, TSR was slowly distracted. In 2001 the final TSR trademarks were allowed to expire by Warards of the Coast.

Despite its almost constant legal and financial troubles, TSR had a lasting impact on both digital and non-digital games. One might easily argue that TSR has had more impact on the ententiatement game industry (digital or non-digital) than any other company in the history of games. Not only are many computer role playing games based on the archetypes and exchanics fine introduced in Dangeons & Dangeons, but many of the laminaries in the history of digital games were greatly inflammed by TSR and its various produces. TSR's produces have long since passed into the realm of pegular culture.

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After

out yet, it just has a line through it.

In 1973, Gary Gygas or gover designer from Louis Green, a second of Don Kaye Bounded Tactical Studies Rules (TSR) or order to publish the rules for Cavallers and Roundbeads, a second order and gare based in the English Croil War. White Cavallers and Roundbeads was the initial focus of Taction Studies Rules (Ed., but Gygas and Kaye also wished to publish the rules for Dangeron & Dengons, a former more rule playing gares for eleged by Gygas whose rules were based on Chairman's under the more rule were based on Chairman's under the more rule were based on Chairman's under the rules of the Cavallers and Roundbeads began garanting revenue for Taction Studies Rules TSR, the partnership was exposed to include Dance America and Brian Blame. White Danc America was brought into the patterning as a game designer, and has soon left destroy describes, in the Brian Blame emport as a fairline. Blame believed that Cavallers and Roundbeads was not garanting coverft revenue, and coveraged Gygan and Kaye to form their effects on releasing Dangeron & Dangeron.

Pare in consolemble debare as to the contributions than Divice Antesion made to the initial development of Employee & Imagents. White Antesion has labeled himself The Fisher of Rickey leving, and has said that he was responsible for medium by game in its emission Grype contents than be himself over primary responsible for the development of Damporns & Imagens, and Antesiot his closurem, while important, was considering. After Tactical Status Bules one discriming and TSS. Hobbits, Inc., was formed, America continued to marine and fit for line his producers in the day degrees of Damporns & Imagens, as replicate to early per his community.

In 1975, where the highly recomble release of Gragorous & Dempore, Doet Kaye died of a stocke. The immediate result was that Blame and Grygor, dissolved Toman Studies Brisis TSR and fisculated a new company named TSR Holbbies, Inc. The bound of discouns for TSR Holbbies, Inc. One of Blame Blame, Grygor, and Kevin Blame. In the bound of the company to the last results of the company of the last results of the President of Crossiste Affairs, Kevin Blame actions to a President of Operations, and Grygor, and on the company's CRO and President Crossiste Affairs, Kevin Blame actions to a President of Operations, and Grygor, and on the design of the company's CRO and President, Unified the equal partnership of Taxated Souther Affairs ISR, but then Brian and Kevin owned a majority of the new company's shares.

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In an effort to mitigate the recording financial problems, TSR Hobbies, Its was restructured into four companies: TSR, Its., TSR Ventures, TSR International and TSR International, TSR in command to manufacture the company's core. Disaports & Deagons rule playing products. TSR Ventures Record on the production of placeties and toy un. Asia. TSR International was established to manage eventures becomes, distribution and subjection and becoming, and production. TSR International was established to reason becomes, distribution and subjection and internation. TSR International was responsible to leveraging TSR's IP in other establishment standards, such as more and television. Understanding TSR Entertainment's only success was the short lived Duagnoss & Diagnos carriors. Upon more described to the standard of the standard of the separate competitions were Blance's attempt at Receing foreign income away from US transform.

Despite the restricturing. TSR, free continued to lose money as a result of mismanagement. Eventually, both Kevin and Brian Ethers were record in the control of an accountation of the control of the co

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Despite its almost a section legal and financial troubles, TSR had a lieting impact on both digital and non-digital games, where many excels. You avoid argue that TSR has had more impact on the existenament game industry objects on mon-digital games where it is not company to the history of games. Not only are many company me his playing games haved on the archetypes and mechanics first introduced in Dungeron & Dragons, but many of the history of digital games were greatly influenced by TSR and its various products have influenced many of the history of digital games of digital games of digital games. TSRS products have less since no assed into the realist of provide existence.

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In 1975 Don Kaye died of a stroke. The immediate result was that Blume and Gygax dissolved TSR and founded a new company named TSR Hobbies, Inc. The board of directors for TSR Hobbies, Inc. consisted of Brian Blume, Gygax, and Kevin Blume. Brian was President of Creative Affairs, Kevin was President of Operations, and Gygax was the company's CEO and President. Unlike the equal partnership of TSR, brothers Brian and Kevin owned a majority of the new company's shares.

TSR Hobbies, Inc. experienced phenomenal success in both the United States and abroad. But the Blumes began to overextend the company's reach. They moved into domains such as boardgames and toys, and began to diversify into unrelated areas. The best evidence of this was the unapproved acquisition of Greenfield Needlewomen, a needlepoint business owned by one of the Blumes' relatives. Also, Kevin Blume had printed millions of copies of the previously successful multi-path Dungeons & Dragons adventure books, which couldn't be sold.

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Despite the restructuring, TSR, Inc. continued to lose money as a result of mismanagement. Eventually, both Kevin and Brian Blume were accused of misusing corporate funds and accumulating large debt in the pursuit of unapproved and inappropriate acquisitions and removed from the board of directors. After the Blumes' departure from the board of directors, Gygax assumed the role of CEO and regained partial control of the company. But Kevin and Brian Blume were in secret negotiations with Lorraine Williams—a potential investor who Gygax had brought into the company previously as an officer—to acquire the majority stock. When Williams finally acquired the controlling stake in the company, Gygax tried to have the sale declared illegal. The attempt failed, and so Gygax sold his remaining stock to Williams and used the capital to form a new company called New Infinity Productions.

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Despite its almost constant legal and financial troubles, TSR had entertainment game industry than any other company in the hist introduced in Dungeons & Dragons, but TSR and its various popular culture.

That's much better, but it still looks like way too much in my browser. All that text on screen's a little overwhelming.

could argue that TSR had more impact on the ed on the archetypes and mechanics first have long since passed into the realm of

Use lists...

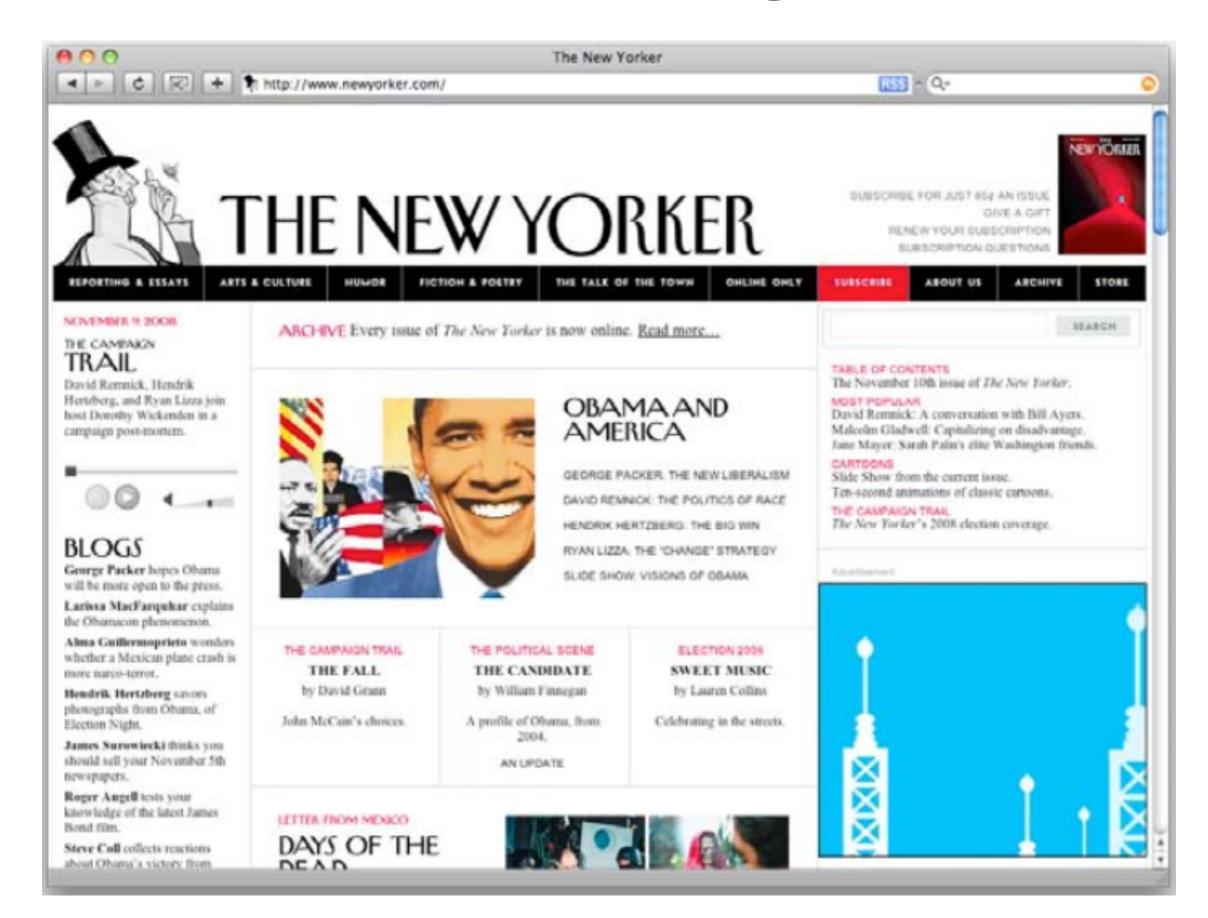
Use a list when:

- You need to make your text scannable
- Paragraphs or sentences have "listable" elements
- Large blocks of text can be broken into 1 or 2 sentence chunks

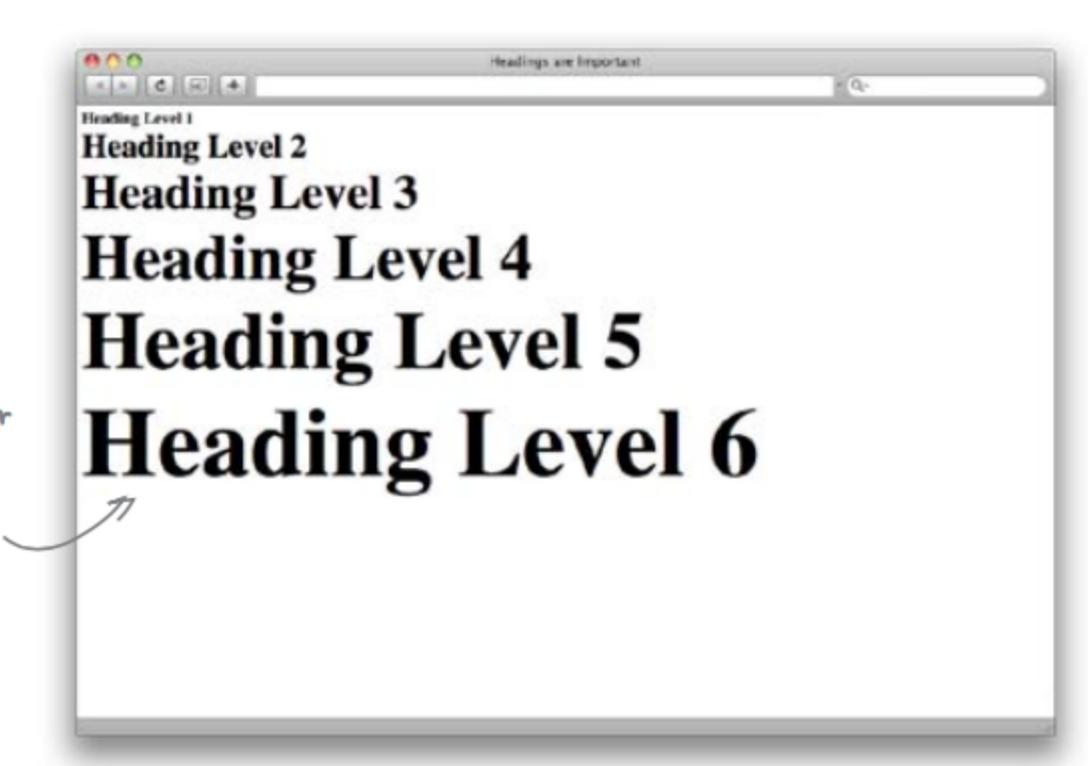
Lists can be used in different ways all over your site. Try them in:

- Your main content
- Sidebars
- Navigation and Headers

...and headings



The level, not the size!

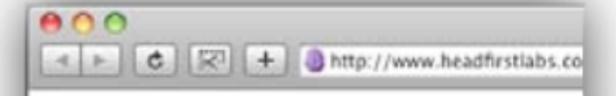


Using CSS, an <hb>
tag can display larger
than an <hl>. Always
remember that
the heading number
is a function of
importance, not size.

Mix fonts to emphasize headings and other text

Serif fonts used as large headings can create nice contrast from body content.

Because sans—serif
fonts are easier to
read at smaller sizes,
they work well for
main content sections.



The Birth of Dung

In 1973, Gary Gygax and Don Kaye founded Tac Roundheads, a game based in the English Civil and Kaye also wished to publish the rules for Du and Roundheads began generating revenue for Blume. Dave was brought into the partnership as Blume believed that Cavaliers and Roundheads focus their efforts on releasing Dungeons & Drag

A New Beginning

In 1975 Don Kaye died of a stroke. The immediat company named TSR Hobbies, Inc. The board of Kevin Blume.

Roles were assigned as follows:

- Brian was President of Creative Affairs
- Kevin was President of Operations
- Gygax was the new company's CEO and P