

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 Intelligence

IT'S NEWS TO ME

Building a Fixie

Chicago, IL – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent varius sollicitudin velit. Suspendisse varius, urna id pharetra bibendum, est erat elemeentum neque, ut bibendum nisi ipsum ac nibh. Nunc ultricies egetas dolor. Nam facilisis neque et est. Pellentesque lacrima ardu ut nisl mattis blandit. Etiam facilisis erat non mauris. Praesent non pede vel ipsum trucidum ornare. Cras nibh. Duis adipiscing venenatis urna. Pellentesque posuere. Mauris dolor est, portitor in, convallis sit amet, auctor sit amet, nisl. Etiam neque dolor, ultrices nec, trucidum euismod, mollis ac, nisl. Praesent sed nisi. Nulla justo nisi, auctor in, porta a, lobortis ac, justo. Cras pharetra. Nunc non odio. Suspendisse ut mi sit amet mauris semper auctor. Nulla commodo viverra odio.

Aenean molestie pretium nisi. Donec ac nisl vitae ligula pharetra facilisis. Aenean accumsan ipsum nec velit. Donec at sapien. Suspendisse ut mi sit amet mauris semper auctor. Nulla commodo viverra odio. Nulla justo nisi, auctor in, porta a, lobortis ac, justo. Cras pharetra. Nunc non odio. Suspendisse ut mi sit amet mauris semper auctor. Nulla commodo viverra odio.



PHOTOGRAPHY + DESIGN

Read this Article

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This One's Not Bad

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Editor-in-Chief of the Hipster Intelligence

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

We can size the columns using the Golden Ratio.

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

Chapter 6 of Head First HTML covers this in detail.

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

This is no big deal...

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

5. Use at least a three-color scheme in the final design.

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



The Hipster Intelligencer



A vertical panel containing a red scribble at the top and several horizontal black lines below it, representing a list of items.

A vertical panel featuring an illustration of a white dog jumping for a yellow ball thrown by a stick figure. Below the illustration are several horizontal black lines, with a black scribble on the second line from the bottom.

A vertical panel with a grey background, containing a column of white square checkboxes on the left and a column of horizontal lines on the right. Some lines are red, and some are black.



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

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. TSR 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 established to manage overseas business, distribution and sales there, licensing and production. TSR Entertainment, which later changed its name to Dungeons & Dragons Entertainment Corporation, was focused on the entertainment markets, such as movie and television. Unfortunately, TSR's expansion into the Dungeons & Dragons cartoon. Upon multiple occasions, Gygax had said that the primary reason for the move was keeping foreign income away from US taxation.

The company lost a significant amount of money as a result of mismanagement. Eventually, both Kevin and Gary Blume were forced to leave the company after being accused of misusing corporate funds and accumulating massive personal debts. In the wake of the Blume's departure from the board, Gygax was able to make appropriate acquisitions. In the wake of the Blume's departure from the board, Gygax regained partial control of the company. However, unbeknownst to Gygax, he was involved in secret negotiations with Lorraine Williams, a potential investor who Gygax had brought into the company previously as an officer, to acquire their majority stock. When Williams finally acquired a 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.

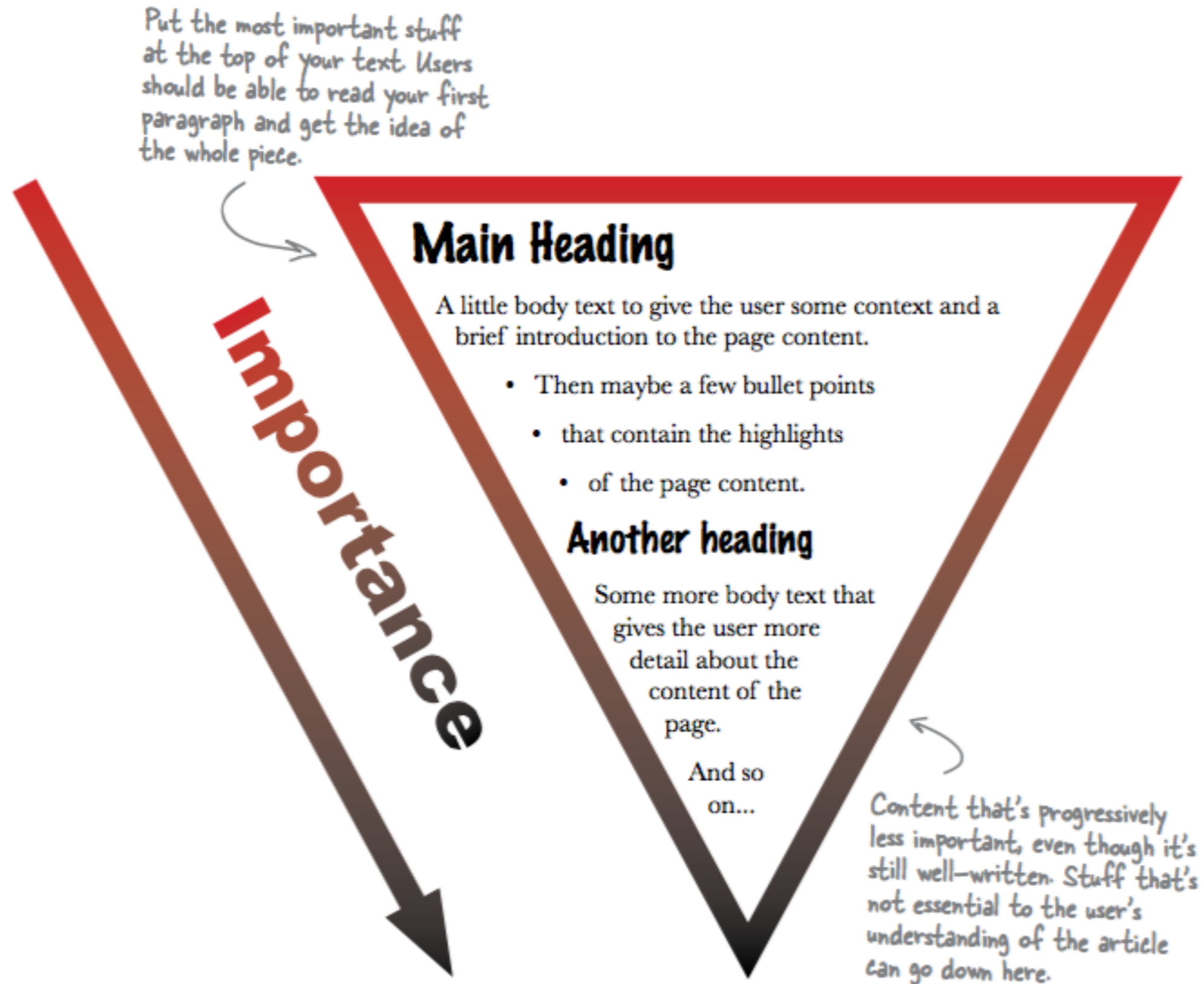
However, the company was unable to adapt to the continued fragmentation of the tabletop RPG community as new products were released by other companies. In addition, in an effort to compete in the emergent collectible card game market, TSR released a series of products, such as Dragon Dice and Spellfire, 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 company and its intellectual property.

The Inverted Pyramid



Compress the copy

Before

In 1973, Gary Gygax, a game designer from Lake Geneva, Wisconsin, and Don Kaye founded Tactical Studies Rules in order to publish the rules for Cavaliers and Roundheads, a miniature war game based in the English Civil War. While Cavaliers and Roundheads was the initial focus of Tactical Studies Rules, Gygax and Kaye also wished to publish the rules for Dungeons & Dragons, a fantasy miniature role playing game developed by Gygax whose rules were based on Chainmail, a medieval miniature game developed by Gygax and Jeff Perren in 1971. As Cavaliers and Roundheads began generating revenue for Tactical Studies Rules, the partnership was expanded to include Dave Arneson and Brian Blume. While Dave Arneson was brought into the partnership as a game designer, and left shortly thereafter, Brian Blume acted as a funder. Blume believed that Cavaliers and Roundheads was not generating enough revenue, and encouraged Gygax and Kaye to focus their efforts on releasing Dungeons & Dragons.

There is considerable debate as to the contributions that Dave Arneson made to the initial development of Dungeons & Dragons. While Arneson has labeled himself *The Father of Role-playing*, and has said that he was responsible for writing the game in its entirety, Gygax contends that he himself was primary responsible for the development of Dungeons & Dragons, and Arneson's involvement, while important, was contributory. After Tactical Studies Rules was dissolved, and TSR Hobbies, Inc. was formed, Arneson continued to receive credit for his involvement in the development of Dungeons & Dragons, as well as royalties per his contract.

In 1975, after the highly successful release of Dungeons & Dragons, Don Kaye died of a stroke. The immediate result was that Blume and Gygax dissolved Tactical Studies Rules 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 Blume's younger brother who has received shares from Melvin Blume, Brian and Kevin's father, who had purchased shares in the company. Brian Blume acted as President of Creative Affairs, while Kevin Blume acted as President of Operations, and Gygax acted as the company's CEO and President. Unlike the equal partnership of Tactical Studies Rules, Brian Blume & Kevin Blume owned a majority of the new company's shares.

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After ^{out yet, it just has a line through it.}

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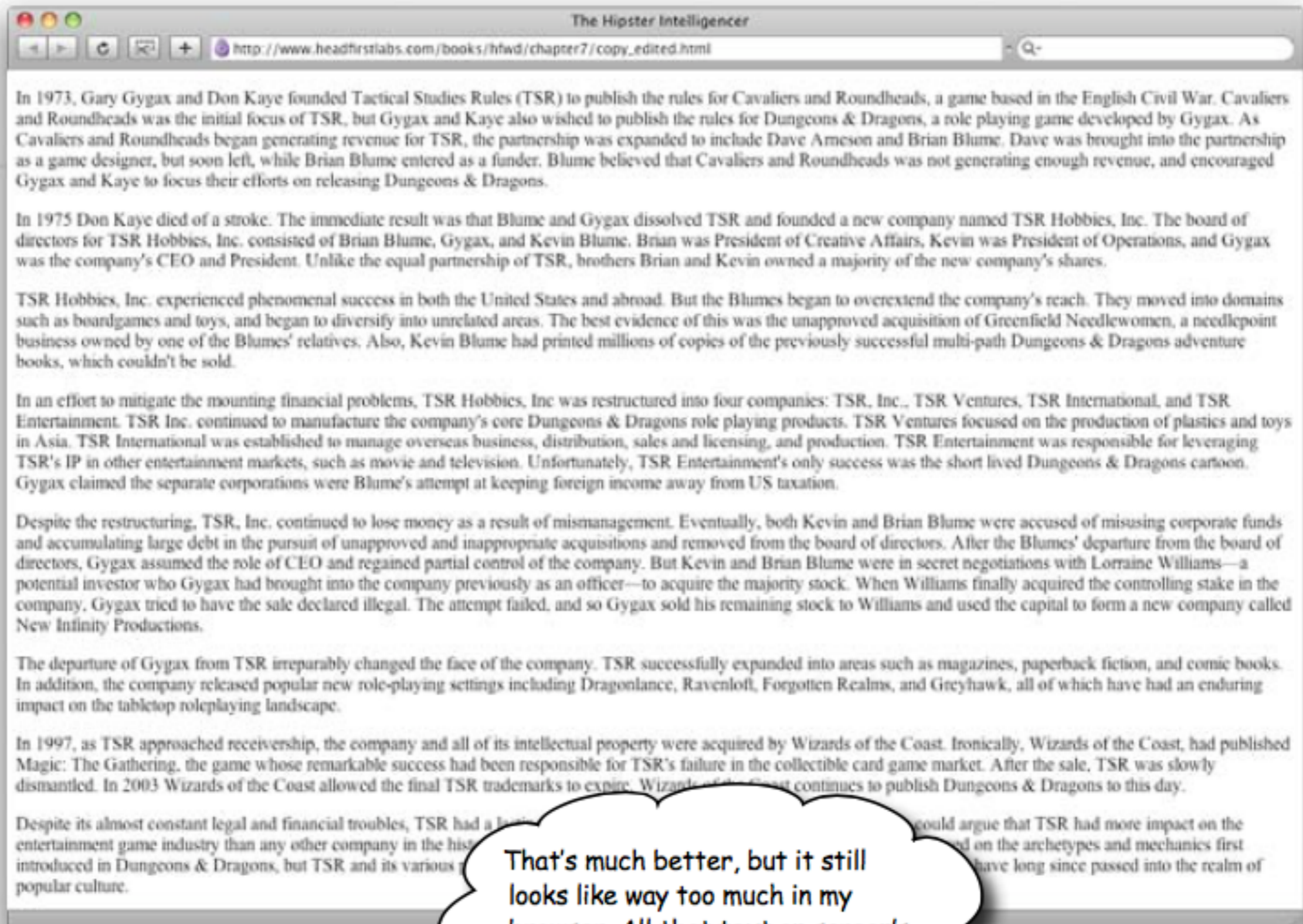
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Still not scannable



The Hipster Intelligencer

http://www.headfirstlabs.com/books/hfwd/chapter7/copy_edited.html

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Despite its almost constant legal and financial troubles, TSR had a lasting impact on the entertainment game industry. One could argue that TSR had more impact on the industry than any other company in the history of the industry. The archetypes and mechanics first introduced in Dungeons & Dragons, but TSR and its various products have long since passed into the realm of 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.

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 screenshot shows the homepage of The New Yorker website. At the top left is the iconic cartoon of a man in a top hat. The main title "THE NEW YORKER" is prominently displayed in the center. To the right, there are subscription links and a small image of the magazine cover. Below the title is a navigation bar with categories like "REPORTING & ESSAYS", "ARTS & CULTURE", "HUMOR", "FICTION & POETRY", "THE TALK OF THE TOWN", "ONLINE ONLY", "SUBSCRIBE", "ABOUT US", "ARCHIVE", and "STORE".

The main content area features a large article titled "OBAMA AND AMERICA" with a photo of Barack Obama. To the left, there is a "BLOGS" section with several short entries. To the right, there is a "TABLE OF CONTENTS" section. At the bottom, there are three smaller article teasers: "THE CAMPAIGN TRAIL THE FALL", "THE POLITICAL SCENE THE CANDIDATE", and "ELECTION 2008 SWEET MUSIC".

NOVEMBER 9, 2008
THE CAMPAIGN TRAIL
David Remnick, Hendrik Hertzberg, and Ryan Lizza join host Dorothy Wickenden in a campaign post-mortem.

BLOGS
George Packer hopes Obama will be more open to the press.
Larissa MacFarquhar explains the Obamacon phenomenon.
Alma Guillermoprieto wonders whether a Mexican plane crash is more narco-terror.
Hendrik Hertzberg savors photographs from Obama, of Election Night.
James Surowiecki thinks you should sell your November 5th newspapers.
Roger Angell tests your knowledge of the latest James Bond film.
Steve Coll collects reactions about Obama's victory from

ARCHIVE Every issue of *The New Yorker* is now online. [Read more...](#)

OBAMA AND AMERICA
GEORGE PACKER: THE NEW LIBERALISM
DAVID REMNICK: THE POLITICS OF RACE
HENDRIK HERTZBERG: THE BIG WIN
RYAN LIZZA: THE 'CHANGE' STRATEGY
SLIDE SHOW: VISIONS OF OBAMA

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The November 10th issue of *The New Yorker*.
MOST POPULAR
David Remnick: A conversation with Bill Ayers.
Malcolm Gladwell: Capitalizing on disadvantage.
Jane Mayer: Sarah Palin's elite Washington friends.
CARTOONS
Slide Show from the current issue.
Ten-second animations of classic cartoons.
THE CAMPAIGN TRAIL
The *New Yorker's* 2008 election coverage.

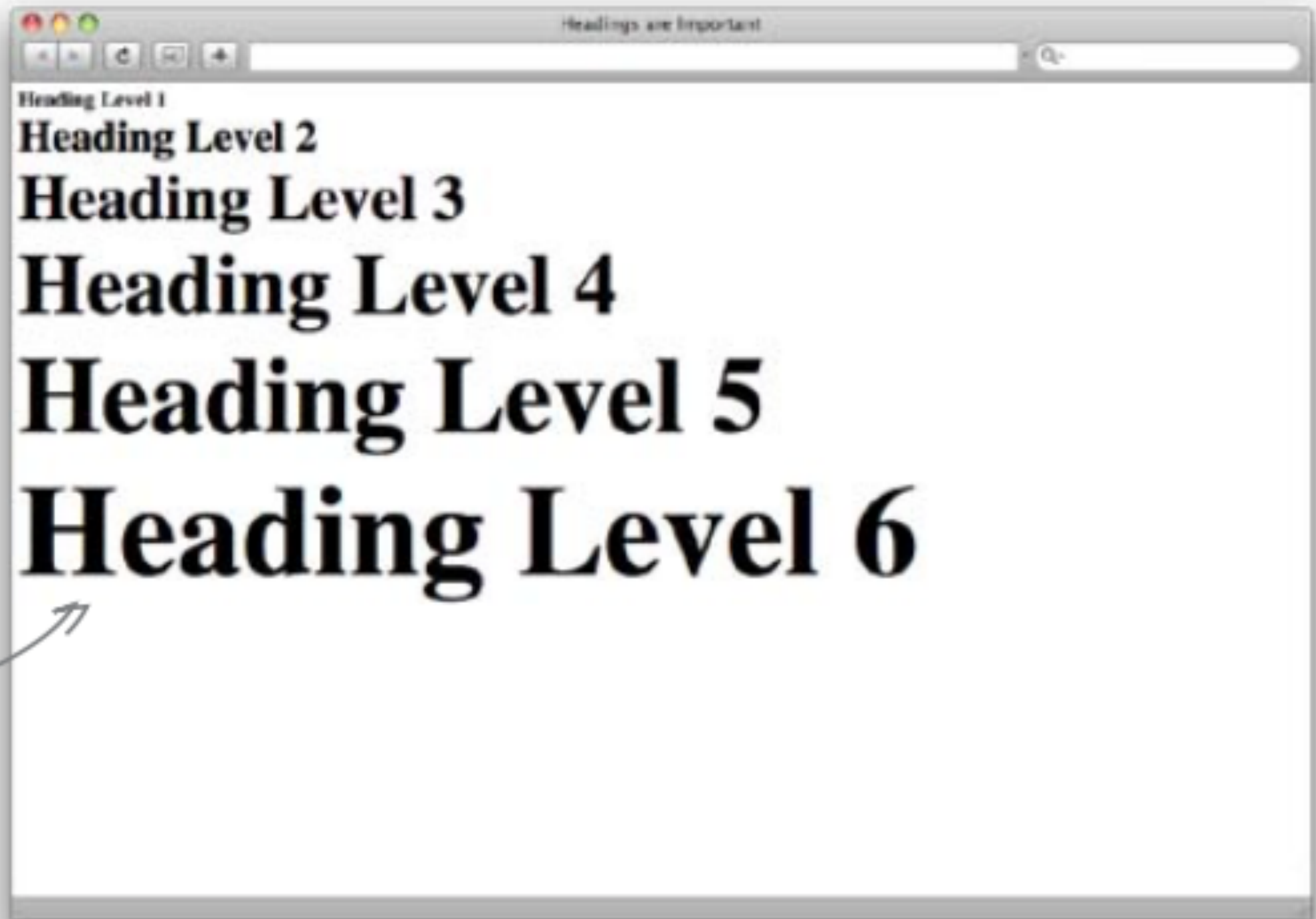
THE CAMPAIGN TRAIL
THE FALL
by David Grann
John McCain's choices.

THE POLITICAL SCENE
THE CANDIDATE
by William Finnegan
A profile of Obama, from 2004.
AN UPDATE

ELECTION 2008
SWEET MUSIC
by Lauren Collins
Celebrating in the streets.

LETTER FROM MEXICO
DAYS OF THE DEAD

The level, not the size!



Using CSS, an `<h6>` tag can display larger than an `<h1>`. 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.*

