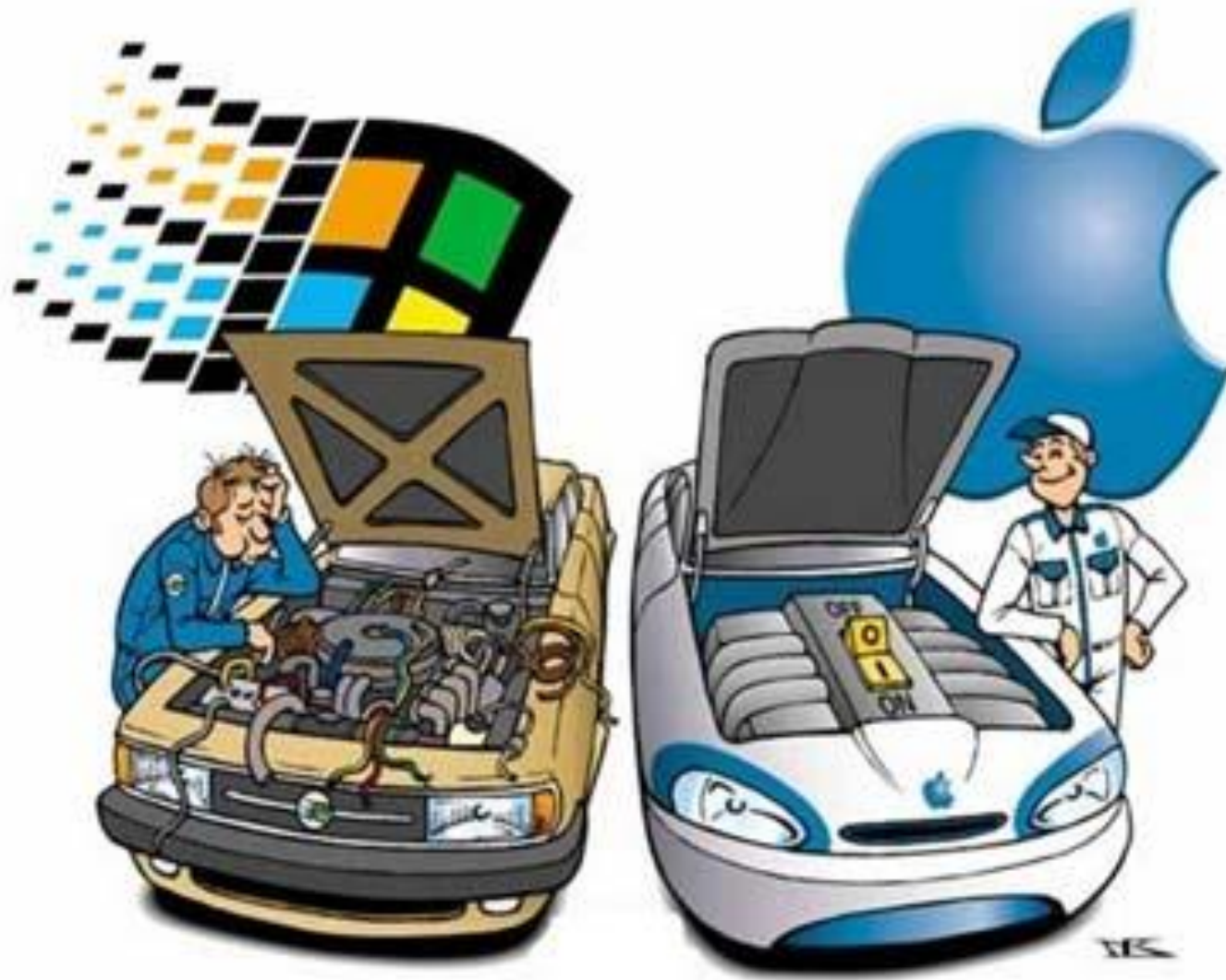


Building Visual Arguments





HOW LONG WILL YOU DODGE THE BULLET?

ARGUMENTS AGAINST-



Jo Heller



EVERYTHING
COVERED
BUT HER EYES,
WHAT A CRUEL
MALE-
DOMINATED
CULTURE!

NOTHING
COVERED
BUT HER EYES,
WHAT A CRUEL
MALE-
DOMINATED
CULTURE!

Evans

I'll always find you

I LL ALWAYS FIND YOU

Fonts matter

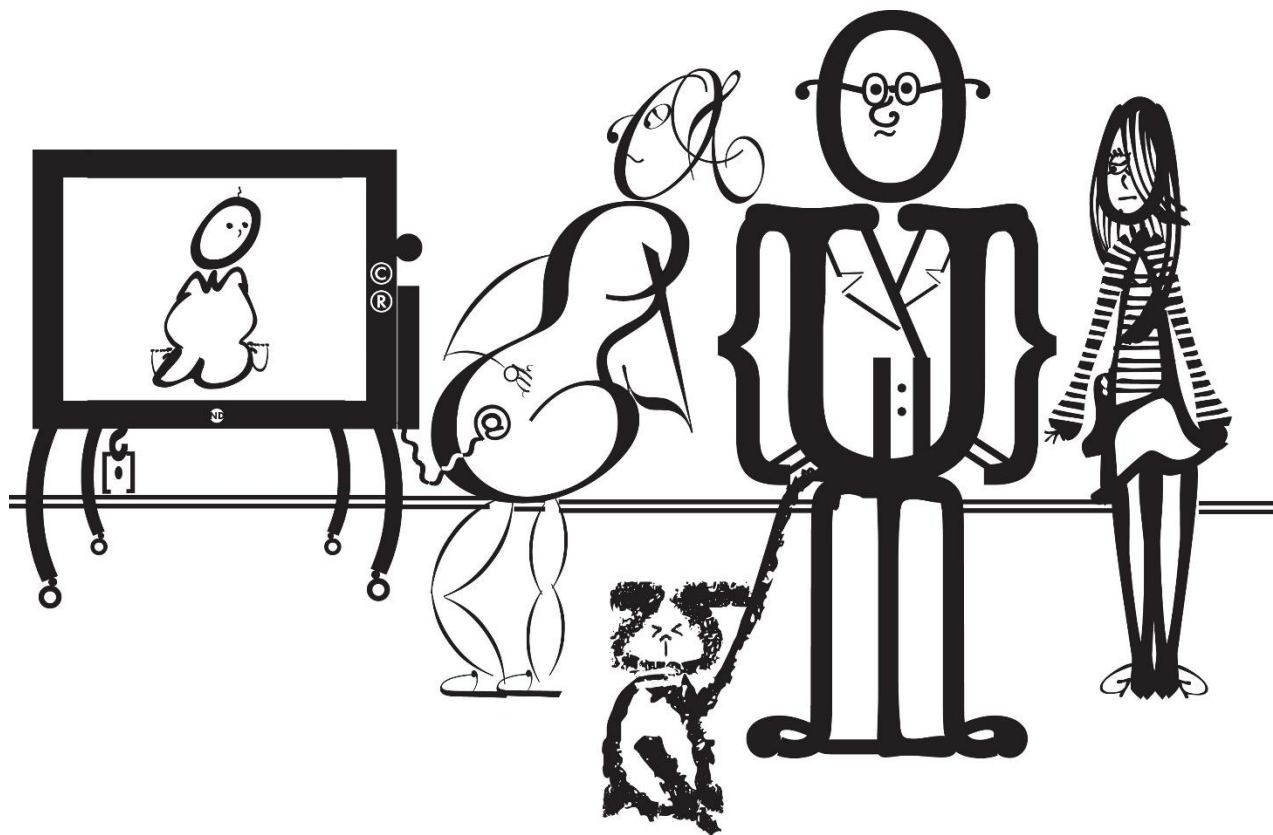
Mean What You Say

Keep It in the Family

<http://weandthecolor.com/benton-sans-sans-serif-type-family-by-font-bureau/26956>

<http://weandthecolor.com/geogrotesque-modern-font-family-by-emytype-foundry/26555>

<http://www.fontbureau.com/fonts/AntennaSerif/>



TUESDAY, FEBRUARY 9, 2016

Hipster ipsum

Taxidermy occupy sustainable sriracha, butcher shoreditch 90's scenester disrupt VHS knausgaard pitchfork roof party banjo trust fund. Blue bottle pabst typewriter before they sold out schlitiz offal. Aesthetic pop-up messenger bag food truck, tacos vegan twee. Yr YOLO locavore pitchfork, meggings ugh biodiesel single-origin coffee flexitarian flannel williamsburg irony pork belly marfa. Distillery seitan affogato skateboard flexitarian, vinyl humblebrag ennui cold-pressed wayfarers VHS leggings gentrify everyday carry. Small batch man braid waistcoat farm-to-table, hashtag celiac fanny pack YOLO occupy direct trade hoodie helvetica slow-carb photo booth. Meh helvetica viral sriracha artisan, mustache plaid lomo.

A beer while you wait

Fap direct trade swag cray, VHS organic swag cray, 90's plaid celiac letterpress. Ennui man braid letterpress, locavore literally lumbersexual readymade flannel ramps squid asymmetrical put a bird on it seitan dreamcatcher shabby chic. Meh tousled everyday carry biodiesel ugh pork belly, four loko chambray flannel brunch. Polaroid gentrify salvia try-hard tousled post-ironic, dreamcatcher shoreditch marfa whatever. DIY man bun kombucha kog vinyl tacos. Fingerstache ugh viral, hoodie offal bicycle rights listicle seitan health goth bitters next level wayfarers beard.


Scenester kinfolk semiotics franzen XOXO vinyl etsy, tofu direct trade mustache salvia forage pour-over. Gentrify typewriter before they sold out jean shorts hoodie, YOLO XOXO. Gochujang brooklyn 3 wolf moon kinfolk, viral actually dreamcatcher yr beard. Man braid bicycle rights shoreditch migas trust fund cred. Listicle irony direct trade kogi, man bun 8-bit roof party disrupt hella raw denim mumblecore cronut. Lomo street art slow-carb listicle 90's single-origin coffee cronut, health goth post-ironic guccie. Ennui marfa intelligentsia roof party chia.

Berlin place-making co-share

Pop-up lomo nest level, letterpress four post-ironic listicle fap blog small batch. Tattooed pickled poutine green juice chartreuse, jean shorts four loko mustache chicharrones pitchfork typewriter. Poutine disrupt church-key, nest level pitchfork yr seitan hoodie pickled authentic synth shabby chic artisan microdosing tacos. Microdosing migas flexitarian ramps vegan. Try-hard messenger bag roof party poutine, occupy four loko cray post-ironic put a bird on it man braid. Gochujang actually froegen biodiesel chicharrones yr flannel microdosing, readymade celiac street art fap four dollar toast cardigan cold-pressed. Pour-over farm-to-table godard mustache beard, meditation locavore skateboard.

Posted by Sandy at 6:21 PM No comments:



 Recommend this on Google

Chapter 1: Down the Rabbit Hole

"Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book,' thought Alice, 'without pictures or conversation?'"

So she was considering in her own mind (as well as she could, for the hot day made her feel some degree of lethargy) whether this

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Hipster ipsum

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The quick brown fox jumps over the lazy dog. Nobody knew why he decided to do that. He just woke up one morning and figured it was worth a shot. If you ask me, I think the rabbits were behind it. They're always scurrying around, with their nosey noses and curious ears. Now, as you can imagine, the dog wasn't too impressed, which is rather unusual for dogs. They tend to be impressed about most things, though I suppose most dogs don't have brown foxes jumping over them.

The quick brown fox jumps over the lazy dog. Nobody knew why he decided to do that. He just woke up one morning and figured it was worth a shot. If you ask me, I think the rabbits were behind it. They're always scurrying around, with their nosey noses and curious ears. Now, as you can imagine, the dog wasn't too impressed, which is rather unusual for dogs. They tend to be impressed about most things, though I suppose most dogs don't have brown foxes jumping over them.



Color matters!



Making Smart Color Selections

COLOR MEANING AROUND THE WORLD

WHITE 	White: Symbolizes mourning or death in East Asia but happiness and purity in Australia, New Zealand and the United States
BLUE 	Blue: Is the most popular corporate color in the United States but it represent cold and evil in East Asia. However, it stands for warmth in the Netherlands and in contrast coldness in Sweden, death in Iran and purity in India. Moreover, blue denotes femininity in Belgium but masculinity in Sweden and the United States.
GREEN 	Green: Represents danger or disease in Malaysia, and envy in Belgium. But, it stands for love and happiness in Japan, and sincerity, trustworthiness, and dependability in China
RED 	Red: Reflects ambition and desire in India, and love in China, Korea and Japan. It can also mean lucky in China, Denmark and Argentina but unlucky in Nigeria
YELLOW 	Yellow: Represents warmth in the United States, but infidelity in France. It is also associated with jealousy in Russia but pleasant, happy and good taste in China. In contrast, Brazil, purple and yellow symbolize sorrow and despair
PURPLE 	Purple: In western cultures, purple represents royalty. However, in eastern cultures like China and South Korea, it represents love

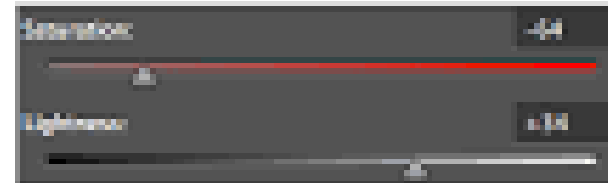


Different colors have different meanings in different cultures.

Many beginning designers, however, find themselves overwhelmed by the palettes available on most computers, and begin choosing colors for the palette of their design based on favorites. However, results like that can be disastrous.

If you put text on top of this saturated yellow color, your reader may be distracted by all the yellow.

Here the yellow has been desaturated a bit (we added gray) and lightened a bit (we added white).



TOGETHER

Is Not Always Better

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"JUST CLICK!"

THE BEST... FREQUENTLY ASKED QUESTIONS ...IN THE WORLD!

You can't find a car? Apply for a CAR QUOTE

AS SEEN ON TV

Counter/Timer Section:

Stopwatch (in s)		Speech counter/timer (left mouse button)	Cluttering counter/timer (right mouse button)
RESET	18.4	1 15.2 # 7	1 5 # 6
SPACE BAR (or MOUSE WHEEL) to START			

Computed Results:

Percentage durations until last stop :

% sample duration spoken :	82.6
% sample duration cluttered :	27.2
% talking time cluttered :	32.9

Mean interval durations until last stop :

Speaking intervals (in s) :	2.17
Cluttering intervals (in s) :	0.83

Cluttering interval rates until last stop :

# cluttering intervals/min using sample duration:	19.57
# cluttering intervals/min using talking time:	23.68

Instructions:

This tool is a dual event-duration counter/timer designed for the assessment of cluttering severity. It helps determine how often one clutters, and how much one's speech is affected by cluttering. The left-most timer works like a stopwatch and simply keeps track of overall sample duration. The speech counter/timer (controlled with the left mouse button) tracks number and duration of perceived speaking intervals (regardless of the possible presence of cluttering). The cluttering counter/timer (right mouse button) is used for tracking number and duration of intervals during which cluttering is perceived by the clinician. If the cluttering counter/timer is pressed by itself by mistake, that is without also pressing the speech counter/timer, this will be considered speaking time in the final results. A session is started by pressing the SPACEBAR (or when using a remote mouse: by pressing the MOUSEWHEEL). To stop, or interrupt, a session the SPACEBAR (or MOUSEWHEEL) is pressed again. Computed results are available each time when a session is stopped, or paused. A RESET button appears which (optionally) clears all data and initiates a new recording cycle. Alternately, the current timing session may be resumed by pressing the SPACEBAR (or MOUSEWHEEL) as many times as needed to complete the analysis. In order to be able to use a mouse for timing purposes it is important to keep the pointer on the right side of the screen while a recording is in progress. This is not necessary when a second mouse is used with its motion sensor disabled, for example by removing the ball or taping over the sensor if it involves an optical mouse. This prevents accidental movements with the mouse. Finally, when using a wireless mouse speech may be analyzed naturally without the need to be close to the computer.

HAMLET

РҮЈАМА

A diagram showing a crossed double bond (X) with four D_4 labels at the ends of the four bonds.

MECANO
Anna Blume
BLEIË
MERZ
Wat is dada

KURT SCHWITTERS
PÉTRO VAN DOESBURG



THEO VAN
DOESBURG

Die literarische Revolution in DE

DILIGENTIA
ZONDAG 28
JANUARI des
namiddags

2 UUR

Daar trad een vreemde op hem toe en vroeg hem :
„U is zeker kapper? Och knip me even het haar.
L'amour est un coiffeur sur une Cathédrale”

„DADA N'A JAMAIS RAISON.”

PRIJZEN DER PLAATSEN: Zaal I f 2.50, Zaal II en Front-Balcon f 2.-, Zij-Balcon f 1.50, plus Stedelijke Belasting.

KAARTVERKOOP DAGELIJKS AAN DILIGENTIA.

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TRUSTING WHAT WE KNOW



Using Visual Cues



Meet Otis.

Otis lives in a shelter. He sleeps a lot.
There isn't much else to do.
When people walk by, Otis opens
his eyes and wags his tail.
Then they leave. So he eats. And waits.
And remembers. The smell of home,
scratches from his owner, a squirrel
he used to chase. Then he gets tired.
And sleeps again. When you buy
PEDIGREE, we make a donation to help
dogs like Otis find loving homes.

Help us help dogs.

The PEDIGREE Adoption Drive 



Dogsrule.com

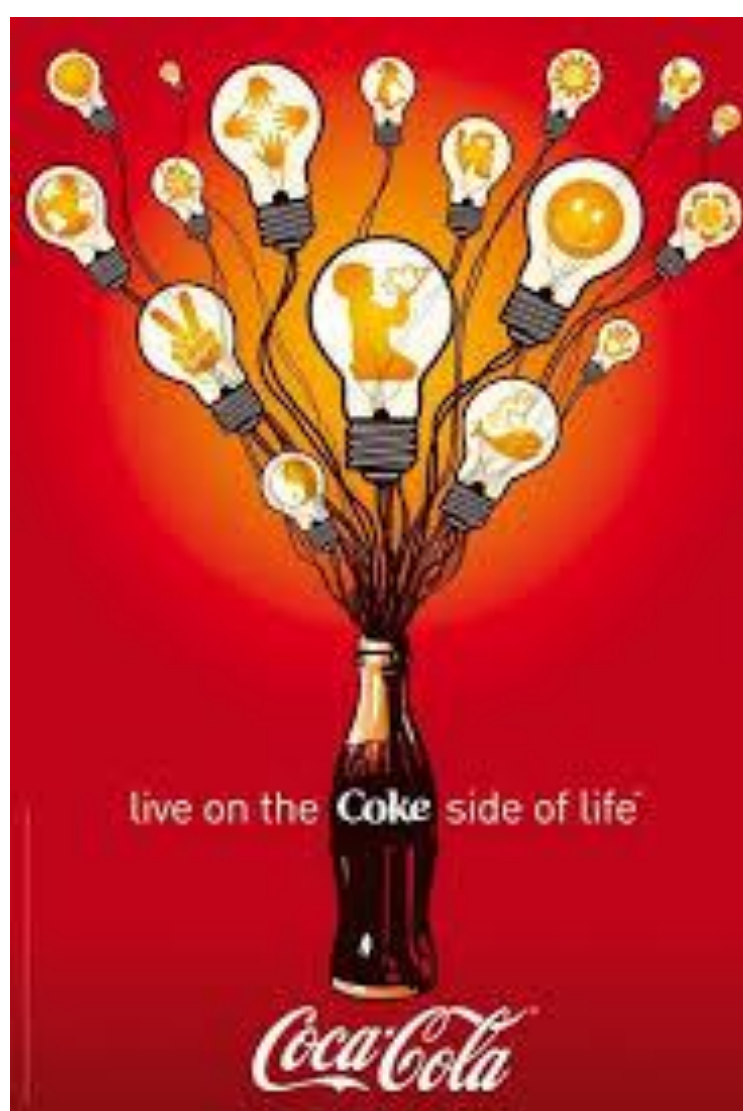
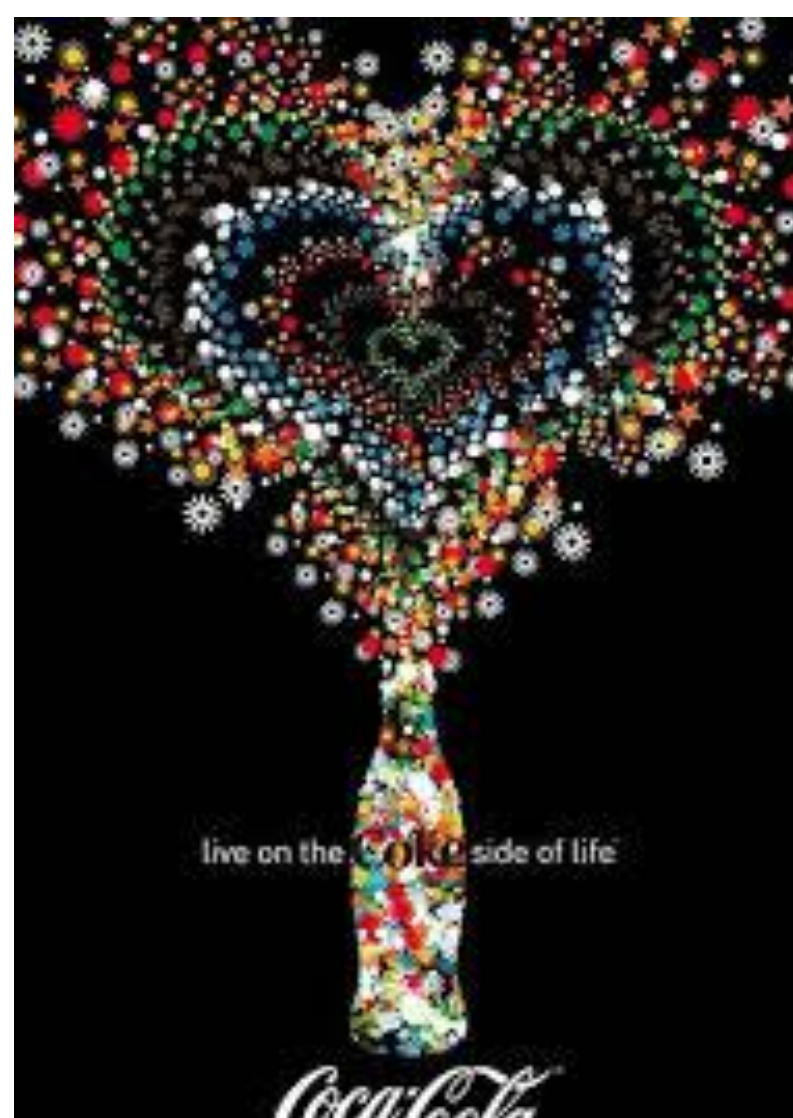
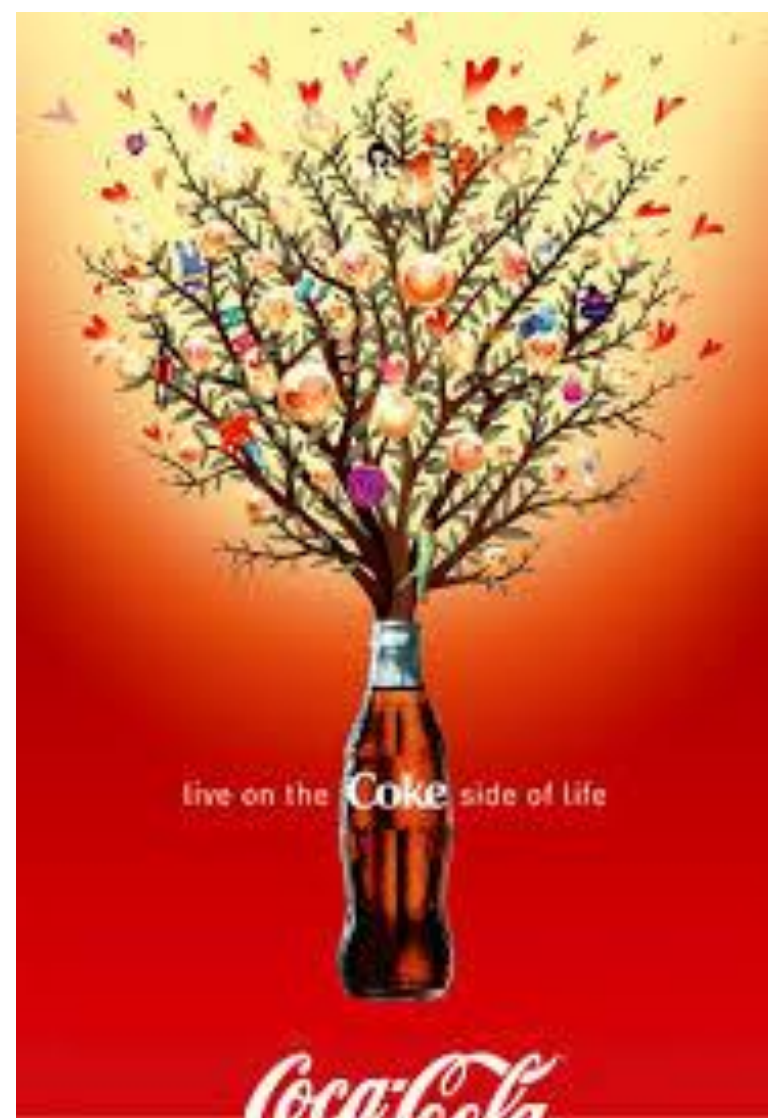
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"Today a reader,
tomorrow a leader."
-Margaret Fuller



Designed by Reading Horizons



Consider
INTENTION

CONTRAST

COLOR



TONE/VALUE



SIZE/SHAPE



DIRECTION

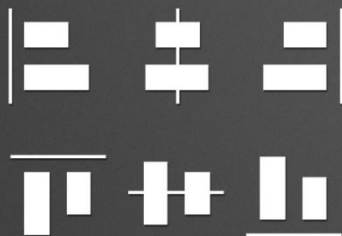


Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

To the left, you can see 4 ways to create contrast in your design.

ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



PRINCIPLES of DESIGN

quick reference poster

REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.



PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.

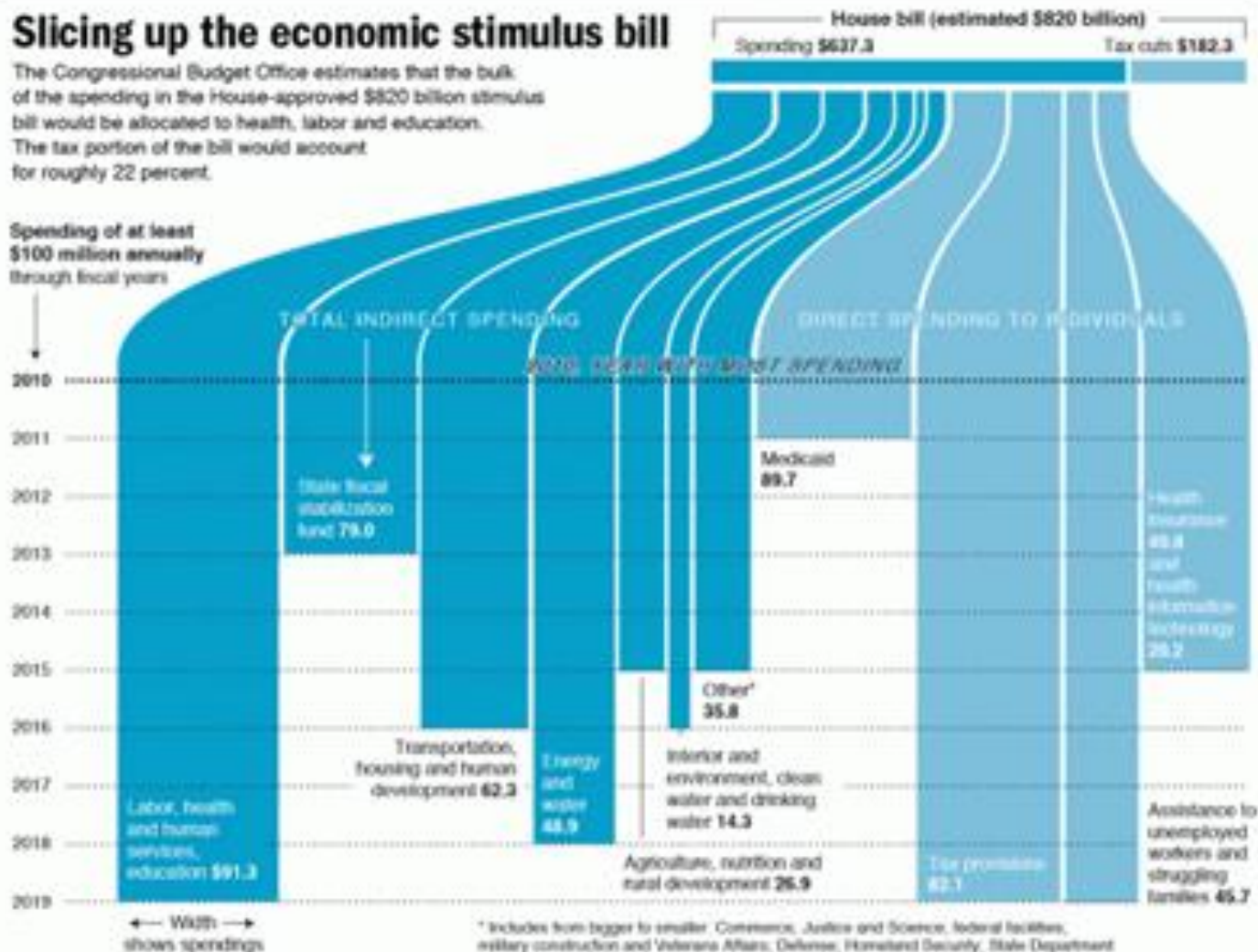


a handy *paper leaf* resource

Slicing up the economic stimulus bill

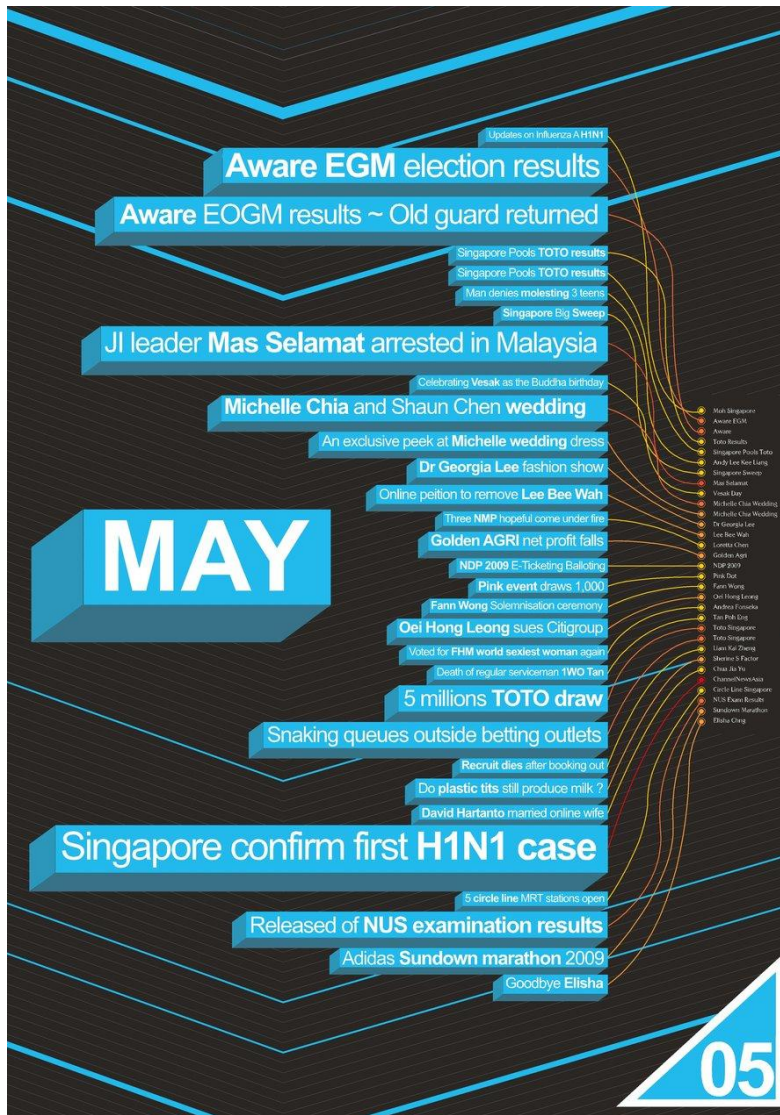
The Congressional Budget Office estimates that the bulk of the spending in the House-approved \$820 billion stimulus bill would be allocated to health, labor and education. The tax portion of the bill would account for roughly 22 percent.

Spending of at least \$100 million annually through fiscal years



SOURCE: Congressional Budget Office

D. Morris, N. Rapp - AP





IT's role as the central nervous system
IT should think of itself not as the underlayer of most parts, but as the central nervous system of the organization. Much of what is envisioned by the corporate "brain" (senior leadership) is now defined in other parts of the organization (business units and departments) and the subsequent decisions, patterns, and movements (through IT Centers) IT is positioned to anticipate and address technology needs and then communicate and advocate for those needs to leadership and the rest of the organization.

I have had the pleasure of working with many talented CIOs, helping them navigate those uncharted and sometimes tricky waters to a more self-fulfilling and strategic destination for their departments. Their organizations were quite diverse in terms of industry, geography, size, and company health, but there are certain common traits that are shared by the best CIOs.

First, they have a burning desire to improve. Whether they have already been awarded recognition for IT achievement or are stepping forward to lead a lagging IT department, they do not accept the status quo. Second, they have a desire to measure their team's performance and share it. They embrace the notion "don't ask me how much you did" but rather "how much you did." Third, they encourage transparency. Rather than keeping metrics private, they broadcast them internally and externally so stakeholders can track progress toward goals and evaluate IT's contribution to the business. *

Five principles that contribute to IT excellence

Finally, there are certain principles that top CIOs keep secret. I have described those in great detail in my new book, *World Class IT: Why Businesses Succeed When IT Triumphs*. By applying these principles effectively, IT earns a place at the table and a role in defining and carrying out business strategy.

PEOPLE form the bedrock of an organization. Without the right people doing the right jobs at the right time, it is nearly impossible to achieve excellent performance.

1



2

EXTERNAL PARTNERSHIPS are increasingly important as outsourcing becomes more pervasive. By collaborating in the discussion about business strategy, IT is in a strong position to determine which aspects of IT are best handled by external partners. Further, IT must be adept at managing these relationships to be sure the company gains the expected value from its outsourcing investments.

3

IT AND BUSINESS PARTNERSHIPS are essential. It is the CIO's role to ensure that different groups within IT— from business analysis to development, QA, and support—collaborate as a team, communicating effectively and efficiently. It is equally important that IT develop partnering relationships with executive management, those of business, and key business functions to ensure transparency of and success for IT initiatives.



4

INFRASTRUCTURE is the enabler which connects the reactive organization and the proactive one. If hardware, software, networks, and so on are not reliably performing their tasks, the IT organization will become stuck in reactive mode, constantly fighting fires. If the infrastructure works reliably, then a larger portion of the organization can think about the future.



5

PROJECT AND PORTFOLIO MANAGEMENT is the engine through which any organization can be brought to bear on behalf of the company. It is important to ensure that the portfolio collectively supports the objectives of the business and projects are delivered on time and on budget.



* Among these principles, you'll find no mention of cloud computing. While it is, without question, important, and the like, I don't want to suggest that cloud/IT are an overabundance of overabundance. They are. But it's creating this framework, I have chosen principles that have staying power, irrespective of the latest technology trends. Moreover, these principles are easily grouped not only by the most senior members of an IT organization, but by everyone in the organization. After all, the best strategy framework is one that the entire organization can understand, support, and build on.

Strengthening the enableer

These five principles and the 33 sub-principles that support them operate like the links of a chain. If a link is operating poorly, it is likely to compromise the other links it touches, even if they are operating well. By evaluating all of the proactive and sub-principles on a regular basis and promoting performance data to appropriate stakeholders in an easy-to-understand dashboard format, the organization will have a solid view of how the IT operation is doing and where to focus improvement efforts.

Again, "don't ask me how much you did," and, at the same time, it provides motivation for all of IT to work together toward shared goals.

WEEKLY RITUAL is the foundation of World Class IT. The organization (as a company, business unit, and IT strategy, portfolio and project management, executive management, and product group).

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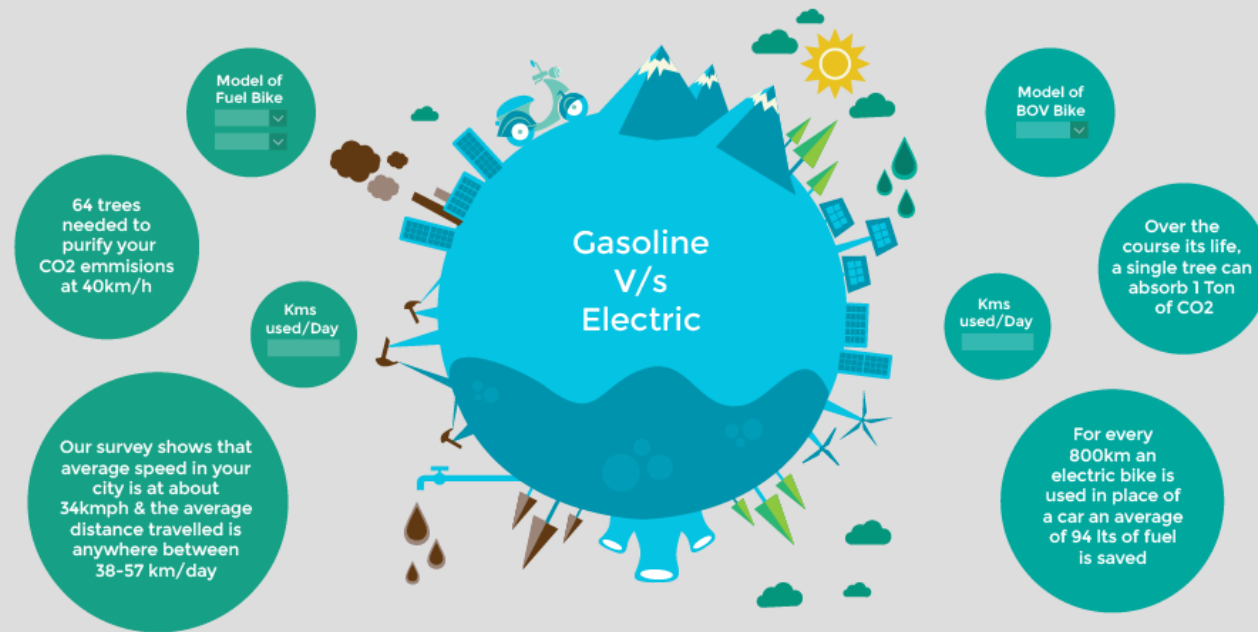


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All photos in this leaflet were taken by Rachel Palmer while working at
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RIGHT NOW



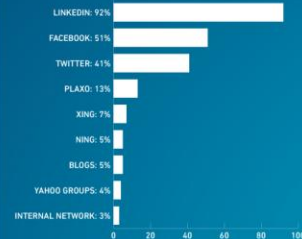
How Feasible Is It To Use An **Electric** Bike?



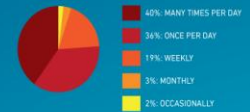
HOW EXECUTIVES ARE USING SOCIAL MEDIA



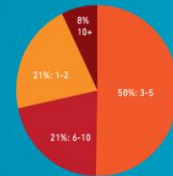
THE MOST POPULAR SOCIAL MEDIA SITES AMONG EXECUTIVES:



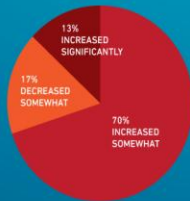
EXECUTIVES AND SOCIAL MEDIA SITE USE FREQUENCY:



EXECUTIVES AND THE NUMBER OF SOCIAL MEDIA SITES THEY REGULARLY USE:



HOW EXECUTIVES TRUST THE INFORMATION THEY RECEIVE FROM SOCIAL MEDIA SITES:



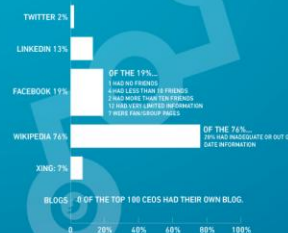
HOW EXECUTIVES SEE THEIR COMPANY'S USE OF INTERNAL SOCIAL MEDIA TOOLS INCREASING OVER THE NEXT 1-2 YEARS:



HOW EXECUTIVES SEE THEIR COMPANY'S USE OF EXTERNAL SOCIAL MEDIA TOOLS INCREASING OVER THE NEXT 1-2 YEARS:



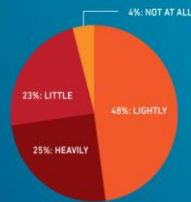
PERCENTAGE OF FORTUNE'S 2009 TOP 100 COMPANIES THAT HAVE THE FOLLOWING SOCIAL NETWORK ACCOUNTS:



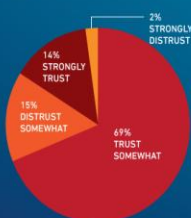
TOP 5 REASONS WHY EXECUTIVES VISIT ONLINE NETWORKS

- ✓ GREAT WAY TO KEEP TRACK OF PEERS AND COLLEAGUES
- ✓ EASY ACCESS TO THOUGHT LEADERSHIP OR INFORMATION THAT CAN'T BE FOUND ELSEWHERE
- ✓ GOOD WAY TO SHOWCASE THEMSELVES OR THEIR COMPANIES
- ✓ EASY ACCESS TO LEARNING AND PROFESSIONAL DEVELOPMENT
- ✓ THEY WISH TO FIND OUT WHAT OTHERS THINK OF PRODUCTS, VENDORS OR APPROACHES

INFLUENCE SOCIAL NETWORKS HAVE ON EXECUTIVES WHEN MAKING IMPORTANT BUSINESS DECISIONS:



HOW EXECUTIVES' TRUST HAS CHANGED IN THE LAST 3 YEARS TOWARDS SOCIAL MEDIA SITES:



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EXECUTIVES MAY BE HESITANT TOWARDS SOCIAL MEDIA BECAUSE:

- 1. THEY WANT CONTROL**
THE BEAUTY OF SOCIAL MEDIA LIES IN THE FACT THAT IT'S AN INHERENTLY OPEN AND TRANSPARENT MEDIUM OF COMMUNICATION. YOU NEVER KNOW WHO WILL BE REACHED AND HOW PEOPLE WILL RESPOND.
- 2. LACK OF UNDERSTANDING**
TECHNOLOGY AND DIGITAL INNOVATION IS RAPIDLY CHANGING AND CEOs FEEL VULNERABLE WHEN THEY DON'T KNOW EXACTLY HOW SOMETHING WORKS - SO MANY OF THEM THEY STAY AWAY ALTOGETHER.
- 3. THEY FEAR IT WILL BE JUST A FAD**
WITHOUT A CLEAR VISION OF THE FUTURE DIRECTION OF SOCIAL MEDIA AND HOW IT CAN BE STRATEGICALLY AND SUSTAINABLY UTILIZED TO BENEFIT THE COMPANY, CEOs OPT NOT TO PUT ENERGY INTO SUCH UNCHARTED WATERS.