

# Before & After

## THIS IS THE TECHNOLOGY AGE. LAB COATS FOR SALE.

You could also use a t-shirt that tells your clients the Internet facts of life. And coffees blended specifically for web surfers.

You'll need matching mugs for the coffee and most likely you'll want original RatPadz<sup>®</sup> to replace those clunky old mouse pads you have just lying around the office.

Did we mention polo shirts, caps, gift boxes, and do-rags? Prepare yourself for the Technology Age: visit Url's Internet Cafe for great gift ideas and a cafe full of educational, fun stuff.



[www.UrlInternetCafe.com](http://www.UrlInternetCafe.com)

## This is the Technology Age.

### You need a lab coat.

You could also use a t-shirt that tells your clients the Internet facts of life (exhibit A). And coffees blended specifically for web surfers. You'll need matching mugs for the coffee and most likely you'll want original RatPadz<sup>®</sup> to replace those clunky old mouse pads you have just lying around the office. Did we mention polo shirts, caps, gift boxes, and do-rags? Prepare yourself for the Technology Age: visit Url's Internet Cafe for great gift ideas and a cafe full of educational, fun stuff.



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## WOULD YOU BUY A LAB COAT FROM AN UGLY RAT?

You may not think so now, but just wait 'til you see the lab coats, t-shirts, caps, polo shirts, special coffees, teas, mugs, RatPadz<sup>®</sup>, and other great gift ideas at Url's Internet Cafe.

But people don't come here just to shop. It's a cafe where just hangin' out is an art form. And when that sudden impulse to buy a lab coat hits, we've got 'em right here. So, if you think he's a sleazy, ugly rat, you're right. But come on, how many handsome lab coat salesmen do you know?



[www.UrlInternetCafe.com](http://www.UrlInternetCafe.com)  
P.O. Box 23465  
Santa Fe, NM 87505  
(505) 424-1115



## Would you buy a lab coat from an ugly rat?

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65 Ratznest Way  
Santa Fe, New Mexico  
[www.UrlInternetCafe.com](http://www.UrlInternetCafe.com)

# Before & After

*Booth #317 is the rattiest booth in this whole show. And we're proud of it.*

Stop by booth #317 to see what the deal is with the sleazy rat and why the show organizers haven't called in security or at least the exterminators.



Or go to [www.UrlInternetCafe.com](http://www.UrlInternetCafe.com) if you don't have time to visit the booth.



**ATTENTION CONFERENCE ATTENDEES:**

- Never before has this conference allowed booth space for such a disgusting character as Url Ratz.
- Stop by booth #317 to see what possible redeeming traits he could possibly have that would allow someone like him into this exhibit hall.
- While you're there, get some free stuff before they call in the exterminators.
- Or stop by his web site: [www.UrlInternetCafe.com](http://www.UrlInternetCafe.com)

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**There's a Rat in Booth #317**

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# Before & After


**Uri Ratz©, to be specific.**

I'm Uri. I'm a rat. As Head-Rodent-In-Charge (HRIC) of Uri's Internet Cafe, it's my job to keep the cafe stocked with stuff that most computer users need... like lab coats and RatPadz© with my picture on them.

I feel confident that you won't find anything **uglier** more useful anywhere.



**Uri's Internet Cafe**




[www.UriInternetCafe.com](http://www.UriInternetCafe.com)

**Get on the Internet and do stuff.©**

Visit Uri's Internet Cafe on the World Wide Web and meet all the cafe regulars: Browser, the full-blooded Net-Hound; Lilac, Uri's neo-Luddite girlfriend; Dimm Simm, the humorless landlady; Gig Megaflop, a has-been thespian; Amanda Reckonwith, advice columnist; also special columns by Robin Williams, author and speaker, plus sports commentary by Uri Ratz. There's more, but, unlike the web site, we're out of space.

**Uri's Internet Cafe**



**If you use the Internet, we've got one thing to say to you: Ratz.**

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**If you use the Internet, we've got one thing to say to you...**

**Ratz!**



**Uri's Shirts and Lab Coats**

Uri's t-shirts, sweatshirts, and polo shirts (and, yes, lab coats) are designed specially for those of us who don't mind using fashionwear as a desperate cry for help. If you've ever designed a web site, you know what we mean.

Every garment is top quality, just as you would expect from any operation whose spokesperson is a rodent. You can see the entire collection, including Browser the full-blooded Net-Hound, on the World Wide Web.

**Uri's Coffee Mugs**

Sure, you can drink coffee from any old mug. But wouldn't it be nice to have a mug that tells the world just how deep into this web stuff you really are? These mugs make great gifts for clients, business associates, relatives, or friends. Give a client a mug and he'll understand why his project hasn't been finished. Or just buy one for yourself!



Drink our coffee in one of our mugs!

**Uri's Coffee**

If you've noticed you're spending lots more time at the old computer than you used to, welcome to the club. For what it's worth, here's our best advice from hardcore computer users: stock up on good coffee, preferably coffee created by a team of computer professionals and a small, fabulous coffee company in Santa Fe, New Mexico. Uri's Internet Cafe offers three different blends that fit this description. Buy them at [www.UriInternetCafe.com](http://www.UriInternetCafe.com).



**Uri's**  
MEX. ©15

**Uri's RatPadz©**

Why be half-ratty? Live the dream. Express your Internet-bias with Uri's RatPadz©.

These are just some of the items available in the Rat Cache. And Uri, pack-Rat that he is, keeps dreaming up new stuff to add to the collection.

When you go online to visit Uri's Internet Cafe, you'll find more than great gift ideas. You'll discover a whole RatzNest of information and entertainment.

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# Readability Guidelines

## Upper and lowercase letters

- Lowercase words have a recognizable word shape, all caps do not

recognizable coastline  
NO COASTLINE

## Type Styles

- Small amounts of bold, italic, CAPS, no underline. Type style changes disrupt the text color causing the reader's eye to jump around.

### Business Philosophy

Ag Processing Inc promotes the economic well-being of farmer-producers and enriches the lives of people throughout the community, the nation and the world as a partner in food processing.

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# Readability Guidelines

## Leading

- Linespacing (leading) guides the reader's eye from one line of text to the next.
- Too little space makes it harder to find the next line, too much space and the reader may wander away!
- Type with a larger x-height needs more leading than type with a smaller x-height

Arial  
Times

Both are 24 pt type!

History of Richmond  
Historical Sites  
Regional Parks  
East Brother Light Station

History of Richmond  
Historical Sites  
Regional Parks  
East Brother Light Station

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# Readability Guidelines

## Spacing

- Paragraph space or indents, not both.
- A subhead should be closer to the text that follows it than to the text that precedes it.
- The first paragraph following a subhead does not need an indent

### Business Philosophy

Trapped white space

Ag Processing Inc promotes the economic well-being of farmer-producers and enriches the lives of people throughout the community, the nation and the world as a partner in food processing.

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# Readability Guidelines

## Color

- Strong contrast with background
- Type color: affects readability, on the web: easily confused as link.

The less contrast there is, the harder the text is to read

### Business Philosophy

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# Readability Guidelines

## Break the rules!

- If you break the rules, compensate for it. For example, if you set type over a background, use a larger point size on a shorter line length.

### Business Philosophy

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# Web Readability

- Be brief, use shorter sentences than in print
- Be consistent from page to page: heads, subs, text
- Page length  
Generally: one topic per page.
- **One long page:**  
Accommodates slow modems  
Easier web maintenance
- Harder to find info  
Perpetual scrolling
- **Short pages:**  
Topic specific  
Easier to find info w/i page  
Page can be read quicker
- Multiple pg, download time  
Perpetual clicking

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# Proofing Issues

- Accurate information: short and concise  
Pages can link to more detailed info when necessary.
- Print and proof: its to easy to overlook typos on screen. not that i ever make mistakes, but sum poeple do.
- Consistency: type, colors, layout, spacing, navigation, etc.

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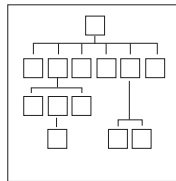
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# Proofing Issues

- Proper file formats and extensions
- Page titles and page identification
- Descriptive Alt tags
- Dead end pages, broken links, links that provide useless info.



Site Organization

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# Beautiful Punctuation

"It's not true! I didn't do it, nobody saw me, you can't prove anything!"  
inch & foot marks

"It's not true! I didn't do it, nobody saw me, you can't prove anything!"  
smart punctuation

"It's not true! I didn't do it, nobody saw me, you can't prove anything!"

Hanging punctuation is for pull quotes and other large type settings. Not for body text.

- Real quotes and apostrophes (often found in Preferences)

**HTML code**  
Opening quote `&#147`  
Close quote `&#148`

- Hanging punctuation

**"Your attitude is your life."**  
—Robin Williams

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## Design Goals

- Accurate, interesting content
- Meeting project's needs: adhering to the topic and purpose
- Appealing to the target audience
- Visual interest and clarity
- Web: Everything in working order (navigation, interface, links)

## Design Principles

- **Hierarchy**  
Present the information in an organized fashion with the most important info first.
- **Focal Point**  
Give the page a vibrant, interesting focal point. One focal point is perfect!
- **Eye flow**  
Organize the page so that the reader is directed through it. For example: focal point leads to title which leads into text.
- **White space/balance**  
Don't overcrowd the page. Organize the information so that there is space between items, reduce text to its minimum amount of copy where possible.
- **Simplicity**  
KISS. Simple is elegant and strong.
- **Balance & Page gestalt**  
Squint at the page to see it for its graphic impact. Is it a pleasing interaction of positive and negative shapes?
- **Unity**  
Assess the page to see if it comes together as a whole. Check focal point, proximity, repetition, and alignment.

## Design Techniques

- **Contrast**  
Use contrasting fonts, and/or contrast in size, color, weight, form, direction. Use color contrast effectively.
- **Repetition**  
Repeat (existing) elements as a way to unify the page/site.

- **Alignment**  
Stick to one alignment. Make the most of existing alignments: text, photos, etc.
- **Proximity**  
Group information that belongs together and pay attention to the alignment of info that is separate but still related.

## Typographic Principles

- **Legibility & Readability**  
Choose a legible typeface, handle it in a manner that enhances its readability: point size, line length, background, etc.
- **Selecting & Mixing**  
Select a typeface that feels appropriate to the content and mood of the topic! If you use two typefaces, be sure they contrast well: serif and sans serif, old style and modern, etc.
- **Typographic refinements**  
Use beautiful punctuation! Use en and em dashes! Kern large type!
- **Proofread**  
Print and proof! Proof until your eyeballs burn! Read backwards, check for one type of error at a time, check your copy against the original copy, have someone else proof your work too.

## Proof Issues

- Typos, grammatical errors
- Inaccurate information
- Consistency: type, color, layout, spacing, etc

## Web:

- Alt tags
- Proper file formats and extensions
- Page titles
- Dead end pages
- Broken links
- Ease of use
- Page identification
- Printability



*Thank you!*

*Questions or comments  
please email  
ohbarb@sonic.net*