

**My name is**  
**Ben Shown.**

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**This is**

**Get Yourself an  
Online Portfolio\***

\*and other useful things

But first,  
Free Stuff!

Name three

The Hello Poster

Show themes.





POISED BETWEEN  
DISSOLUTION &  
AT THE PRES



Name three  
UW graduates  
that work  
at Facebook.





# Microsoft Envisioning

DIGITAL  
CIRC

PROJECT  
ARGOS

PEOPLE

CERU—  
GAN  
88  
AUG 22,  
OFFICE  
/ ADIX

MUSIC  
MOVIES

Related Resea  
TRANSPARENT DISPLAYS

READER

88  
AUG 22,  
OFFICE  
/ ADIX  
23

88  
AUG 22,  
OFFICE  
/ ADIX

OFFICE

The Canvas Grid tool can also  
be collapsed or expanded. Grid  
resolves to a Low highest level.

M

project argos  
| winter bicycle headset  
summer schedule  
company source book  
anniversary getaway

project argos  
| winter bicycle headset  
summer schedule  
company source book  
anniversary getaway

project argos  
| winter bicycle headset  
summer schedule

+



23

2-30 FESSLINGER MEETING

88  
AUG 22  
OFFICE  
/ ADIX

23

9:00 ARMENIAN TYPE

2-30 DOMTAR / COUGAR 9

1-00 PROJECT MACRO 45

2-30 FESSLINGER MEETING

Vertical Columns in a  
Canvas Grid can scroll  
indefinitely.

The Canvas Grid itself  
can also be collapsed or  
expanded. resolves to a  
Live highest level.

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/ ADIX

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OFFICE

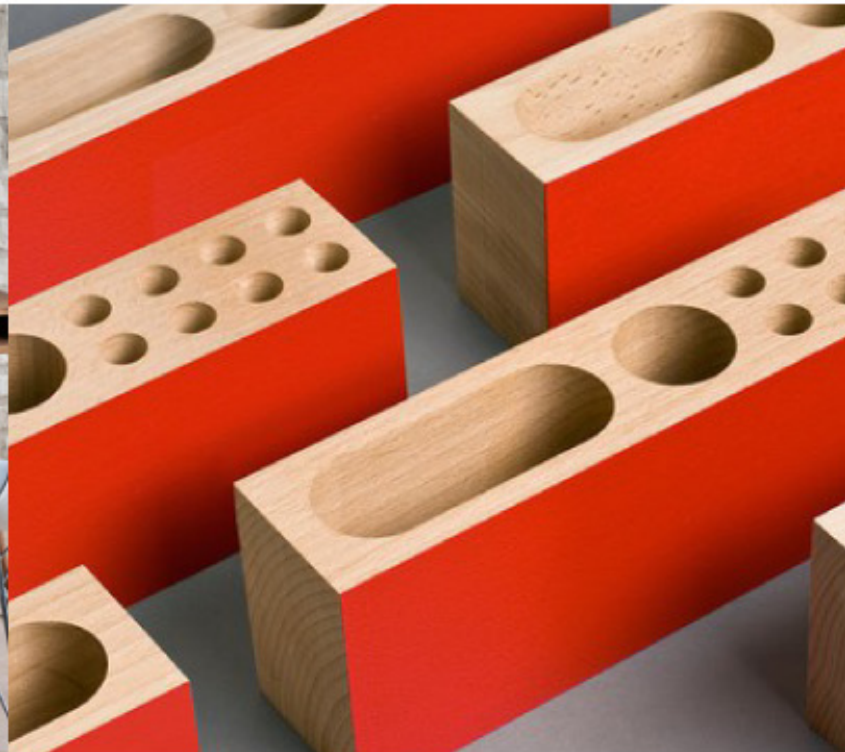
Vertical Columns in a Canvas  
Grid can scroll indefinitely.

The Canvas Grid itself can  
also be collapsed or  
expanded. resolves to a Live  
highest level.

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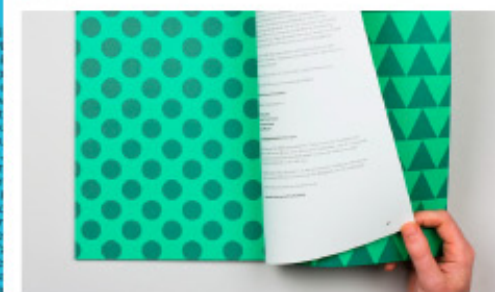
109 SEPC 1  
COLLAB  
/ RRT OMN

79





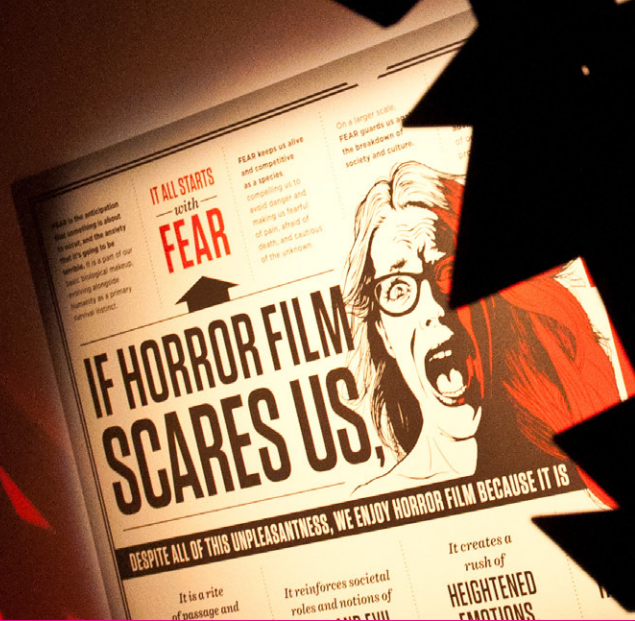
## Physical Architecture



# The Future of Reading



# EMP Museum



## CAN'T LOOK AWAY

### THE LURE OF HORROR FILM

FOR MORE THAN A CENTURY, HORROR FILMS HAVE THRILLED AND FRIGHTENED AUDIENCES, PROVIDING HEART-POUNDING TERROR AND SLEEPLESS NIGHTS.

But horror films offer more than just entertainment. They express the primal emotions of the human experience by tapping into the anxieties of contemporary culture and visualizing the unspeakable fears and forbidden desires that lie just beneath the polite face of society.

In this exhibition, three iconic horror directors - ROGER CORMAN, JOHN LANDIS, and ELI ROTH - have curated a selection of their favorite horror films that illustrate the power of the genre, providing a foundation for exploring the spectrum of horror cinema, from its inception at the turn of the 20th century to the present.

...make-believe. Isn't it?



**CAN'T LOOK AWAY**

**THE LURE OF HORROR FILM**





CAN'T LOOK AWAY

THE LURE OF HORROR FILM





Nº 1



# ZOMBIE

## DESCRIPTION of GENUS

The walking dead are ubiquitous these days. Rotted flesh, shuffling gait, and a penchant for brains – not a pretty sight. The zombie has come to reflect modern societal concerns like rising consumerism, the aggressive expansion of suburbia, and the potential hazards of accelerated scientific advancements. They are a reminder that complacency has the power to take down a fragile society.

## ORIGINS and INFLUENCE

The zombie has roots in West African and Haitian folklore and became popular in North America and Europe starting in the late 19<sup>th</sup> century. It was George A. Romero's 1968 film, *Night of the Living Dead*, a subversive critique of American society, which gave zombies contemporary relevance. Today's zombie films reflect our anxieties over sweeping plagues, biological experimentation, and loss of individuality.

## KEY FILMS

|                                       |      |
|---------------------------------------|------|
| <i>Night of the Living Dead</i> ..... | 1968 |
| <i>Dawn of the Dead</i> .....         | 1978 |
| <i>Zombi 2</i> .....                  | 1979 |
| <i>28 Days Later</i> .....            | 2002 |
| <i>Shaun of the Dead</i> .....        | 2004 |

Nº 9



# PSYCHO

## DESCRIPTION of GENUS

The psycho is especially dangerous, because this monster is all too human. We fear the psycho and its close cousin, the serial killer, because they live among us, all but invisible, biding time until their killing spree makes the evening news.

## ORIGINS and INFLUENCE

While murder has occurred for as long as humans have existed, it was the rise of urban populations and the anonymity among citizens that allowed for the psycho to become a larger threat. Historical figures such as Jack the Ripper kept the cultural power of the psychopath alive, but it wasn't until the 20<sup>th</sup> century that our anxiety reached fever pitch, spilling over into the world of film. Cannibalistic killer Ed Gein, for example, provided inspiration for *Psycho*, as well as *The Texas Chain Saw Massacre* and *The Silence of the Lambs*. The psycho, in reality and in film, continues to rise in popularity, a hidden predator within our midst.

## KEY FILMS

|  |      |
|--|------|
| <i>Psycho</i> .....                    | 1960 |
| <i>Peeping Tom</i> .....               | 1960 |
| <i>Spoorloos (The Vanishing)</i> ..... | 1988 |
| <i>The Silence of the Lambs</i> .....  | 1991 |
| <i>American Psycho</i> .....           | 2000 |

Nº 12

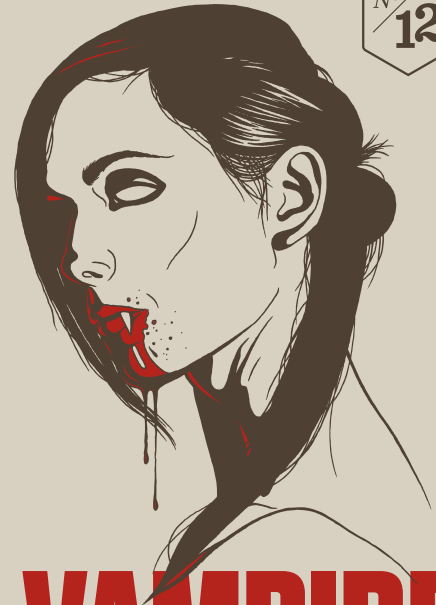
#### DESCRIPTION of GENUS

The vampire can be quite similar to humans, save for its unfortunate penchant for our blood. The creature's immortality and power are in stark contrast to our own relatively short-lived and anemic human existences. Vampires amplify modern fears of biological infection, while their bloodsucking suggests an intimacy that can be both erotic and deadly.

#### ORIGINS and INFLUENCE

Every culture has legends about creatures that drink blood. The modern vampire evolved in the 19<sup>th</sup> century from tales such as John Polidori's *The Vampyre* (1821), James Malcolm Rhymer's *Varney the Vampire* (1847), and J. Sheridan Le Fanu's *Carmilla* (1872).

When Bram Stoker drew upon these antecedents in his 1897 novel *Dracula*, he was creating the archetype of the vampire. F.W. Murnau's 1931 film, *Dracula*, cemented the archetype.



# VAMPIRE

..... 1922  
..... 1931  
..... 1958  
..... 2008  
..... 2008

#### DESCRIPTION of GENUS

Demons are malevolent supernatural creatures originating from a hell or netherworld. They work their infernal designs by possession or by manipulating us to evil ends. Their power over humanity is dependent upon a belief in the afterlife, where the good are infinitely rewarded and the wicked are eternally punished.

#### ORIGINS and INFLUENCE

Demons exist in every culture and era, but their conception in Western thought became well defined in Hellenistic and early Christian writings, and has changed very little since. In 1215, the Fourth Council of the Lateran distinguished demons from their leader, the Devil. In 1314, Dante Alighieri wrote *Inferno* and helped nail down the physical appearance of demons and the location of Hell. John Milton's *Paradise Lost* of 1667 included widely influential characterizations of demons and the Devil. With these antecedents, demons in literature and film have prospered, and continue to plague the soul of all humanity.

#### KEY FILMS

*The Exorcist* ..... 1973  
*The Amityville Horror* ..... 1979  
*The Evil Dead* ..... 1981  
*Hellraiser* ..... 1987  
*Frailty* ..... 2002

Nº 4



# DEMON



# THE LURE OF HORROR FILM

100

A close-up photograph of a movie poster for the 1940 film 'King Kong'. The title 'KING KONG' is written in large, bold, black capital letters. A small white rectangular tag with the year '1940' in black text is placed over the letter 'O' in 'KONG'. Below the title, the words 'IS A DEPT' are partially visible in a smaller font. The background of the poster is a light, textured color.

**IS A PERFECT MONSTER MOVIE**

because you see nothing for 50% of the film.  
And then the last half doesn't stop, it does not stop, it's massive.

— John Landis, *An American Werewolf in London*

**"THE BIRDS"**  
MY FAVORITE

"BEFORE NIGHT OF  
THE LIVING DEAD

**"MY FAVORITE FILMS GROWING UP  
WERE THE LOW BUDGET ROGER GORMAN MOVIES"**

THE LIVING DEAD

**CAMPUS ITAD AS A TRICK**





### PET SEMATARY

1989  
UNITED STATES  
Dir. Mary Lambert



### THE SILENCE OF THE LAMBS

1991  
UNITED STATES  
Dir. Jonathan Demme



### THE STAND

1994  
UNITED STATES  
Dir. Mick Garris



### SCREAM

1996  
UNITED STATES  
Dir. Wes Craven



### THE BLAIR WITCH PROJECT

1999  
UNITED STATES  
Dir. Daniel Myrick,  
Eduardo Sanchez



### EL ESPINAZO DEL DIABLO THE DEVIL'S BACKBONE

2001  
SPAIN/MEXICO  
Dir. Guillermo del Toro



### MISERY

1990  
UNITED STATES  
Dir. Rob Reiner



### CANDYMAN

1992  
UNITED STATES  
Dir. Bernard Rose



### INTERVIEW WITH THE VAMPIRE: THE VAMPIRE CHRONICLES

1994  
UNITED STATES  
Dir. Neil Jordan



### ŌDISHON AUDITION

1999  
JAPAN  
Dir. Takashi Miike



### BRAINDEAD DEAD ALIVE

1992  
NEW ZEALAND  
Dir. Peter Jackson



### RINGU THE RING

1998  
JAPAN  
Dir. Hideo Nakata



### 28 DAYS

2002  
UNITED STATES  
Dir. Danny



### IRRÉVERSIBLES

2002  
FRANCE  
Dir. Gaspa

# YOU ULTIMATELY ARE AS A TRIBE

even if it's a bunch of strangers. The way those films  
overtook an entire room was fantastic.” — Guillermo del Toro, *The Devil's Backbone*

1992

1996

2001







**RECKLESS TEENS**



**DISEASE**



**BODY HORROR**





**COUNTRY FOLK**



**MADNESS**



**SUSPENSE**





**PSYCHOLOGICAL**



**SCIENCE EXPERIMENTS**



**SERIAL KILLER**

FEAR is the anticipation that something is about to occur, and the anxiety that it's going to be terrible. It is a part of our basic biological makeup, evolving alongside humanity as a primary survival instinct.

IT ALL STARTS  
—with—  
**FEAR**



FEAR keeps us alive and competitive as a species, compelling us to avoid danger and making us fearful of pain, afraid of death, and cautious of the unknown.

On a larger scale, FEAR guards us against the breakdown of society and culture.

FEAR protects us by reinforcing behaviors that are biologically advantageous: wariness of outside threats and prohibitions against socially deviant acts such as murder and incest.

When

H

H  
r

# IF HORROR FILM SCARES US,



WE  
L

DESPITE ALL OF THIS UNPLEASANTNESS, WE ENJOY HORROR FILM BECAUSE IT IS

EQUAL

*It is a rite  
of passage and*  
**TEST OF  
COURAGE.**

*It reinforces societal  
roles and notions of*  
**GOOD AND EVIL.**

*It creates a  
rush of*  
**HEIGHTENED  
EMOTIONS.**

*It allows us to  
safely experience*  
**TABOO SUBJECT**



**DAS KABINET DES  
DR. CALIGARI**

1920

DIRECTED BY  
ROBERT WEINE

**BRIDE OF  
FRANKENSTEIN**

1935

DIRECTED BY  
JAMES WHALE

**INTERMISSION!**

**HURRY FOR  
POPCORN**

FRESH  
& HOT

CRISPY &  
CRUNCHY

INTERMISSION

*Delicious  
Refreshments*

AWAIT AT OUR  
CONCESSION STAND

**THE TEXAS CHAIN SAW  
MASSACRE**

1974

DIRECTED BY  
TOBE HOOPER

**EVIL DEAD II**

1987

DIRECTED BY  
SAM RAIMI

*IT'S INTERMISSION.  
RISE & STRETCH TIME!*





**CAN'T LOOK AWAY**

**THE LURE OF HORROR FILM**



What do you need  
for a website?

# What do you need for a website?

## **DOMAIN NAME**

.com .co .cc .net .biz .ly

## **HOSTING**

where your files live

## **FTP ACCESS**

Fetch, Cyberduck, CSSEdit, Dreamweaver,  
Contribute, Coda

# What do you need for a website? Hosting

fatcow.com \$56/yr, Unlimited disk space

icdsoft.com \$72/yr, 1000mb

**bluehost.com \$84/yr, Unlimited disk space**

mediatemple.net \$120/yr, high end / options

1and1.com \$60/yr, other options

godaddy.com \$60/yr, other options

Go Daddy backed

S.O.P.A.

Stop Online Piracy Act

# GoDaddy's Bob Parsons



# What do you need for a website? Domain

**\$10 Google Domain Registration**

Gmail

Google analytics

Google docs

other Google Apps

# Become knowledgeable!

**There's no substitute for competency  
in basic web language/code**

## **HTML**

HyperText Markup Language

## **CSS**

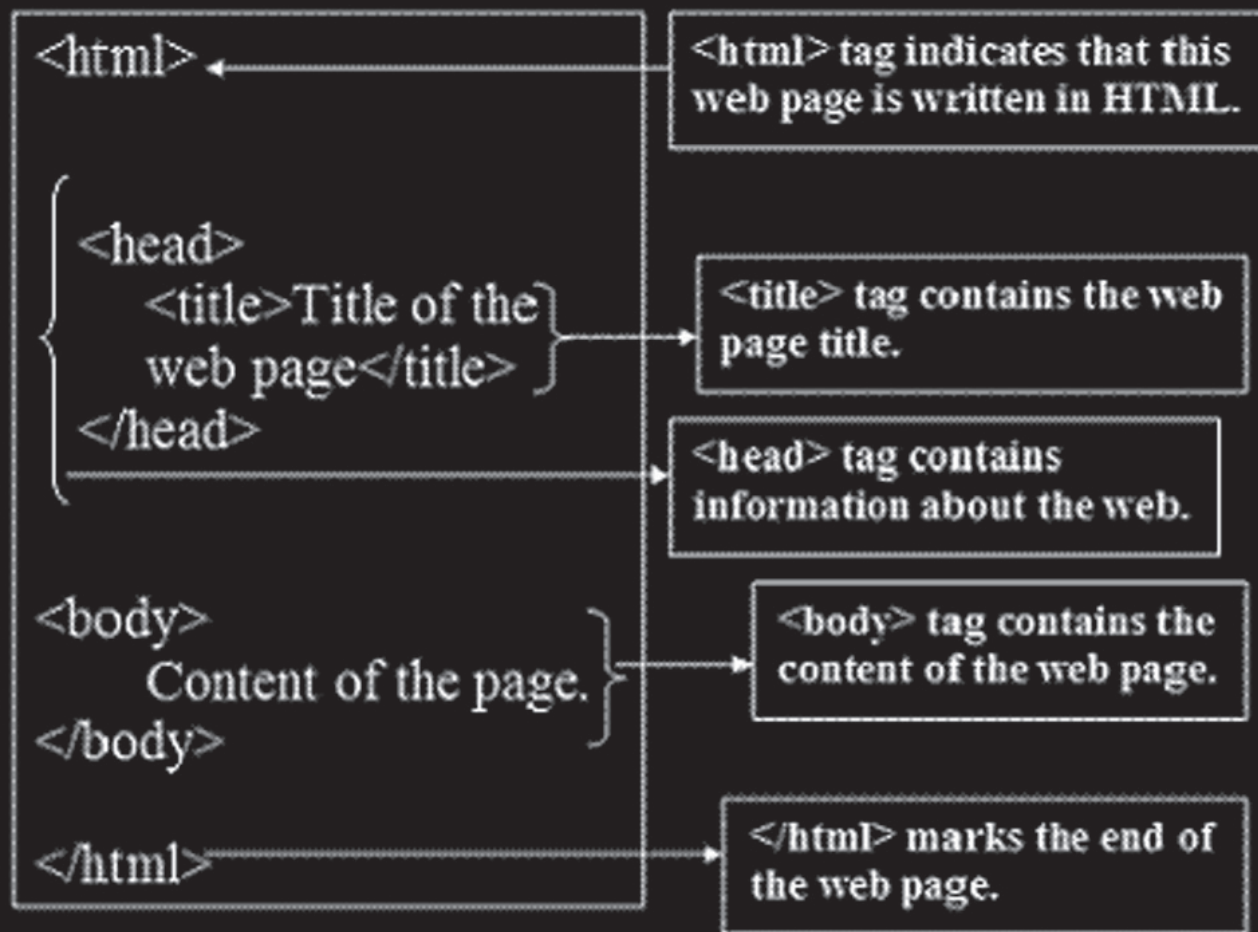
Cascading Style Sheets

**Wordpress, Drupal, Joomla!, Expression Engine**

open source blog publishing applications

# Learn basic html tags

**<p> <a href> <b> <i> <br> <h1>**



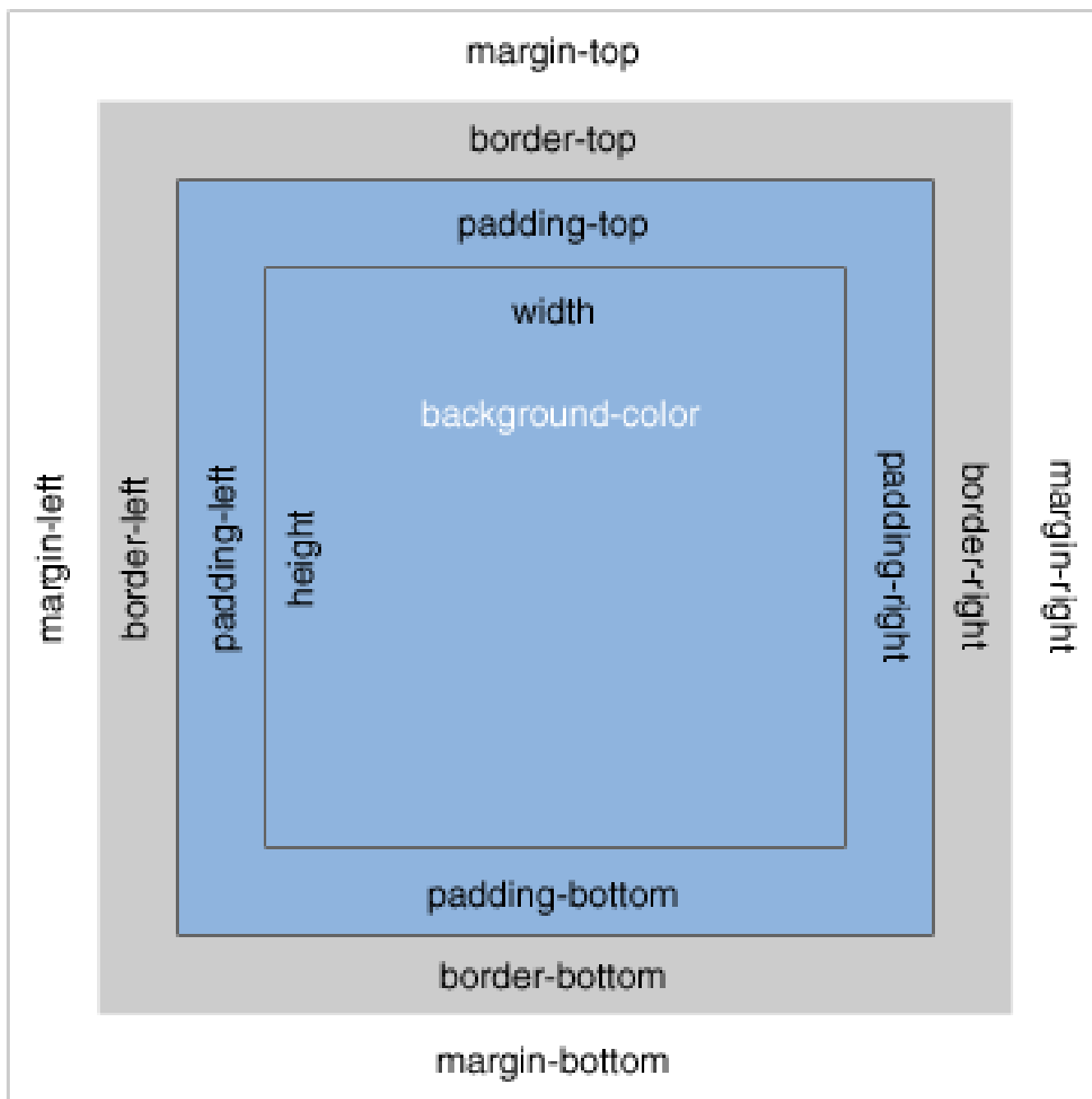


# Cascading Style Sheets

## Learn basic CSS code

```
a:hover {  
    text-decoration: underline;  
    color: #FF0000;  
}
```

```
p {  
    padding: 0px 5px 10px 3px;  
    font-family: sans-serif;  
}
```





Web design is  
95% typography.

—Oliver Reichenstein

# Web Typography

Don't let defaults define you

```
body {  
    font-family: "Helvetica Neue", Arial, sans-serif;
```

– safe list -----

Arial  
Arial Black  
Comic Sans MS  
Courier New  
Georgia  
Impact  
Times New Roman  
Trebuchet MS

– Win default -----

Arial  
Arial Black  
Comic Sans MS  
Courier New  
Georgia  
Impact  
Lucida Console  
Lucida Sans Unicode

– Mac default -----

American Typewriter  
Andale Mono  
Arial  
Arial Black  
Arial Narrow  
Brush Script MT  
Capitals  
Apple Chancery  
Baskerville  
Big Caslon

[WWW.TYPETESTER.ORG](http://WWW.TYPETESTER.ORG)



# Web Typography

## Web Font Embedding Services

**TYPEKIT BY ADOBE**

**WEBTYPE**

**FONTDECK**

**GOOGLE FONTS**

# @font-face

FFFO.GRAHAMBIRD.CO.UK



You: Woe is me — the array of font delivery services is devilishly confounding.  
FFFO: Peruse the table below and be on your way!

|               | fonts.com      | FontSpring       | Font Bundles    | Font Bundles    | Font Bundles  | <Webtype>     | KERNES           | WebInk         |
|---------------|----------------|------------------|-----------------|-----------------|---------------|---------------|------------------|----------------|
| Fonts         | 7,701          | 1,860            | 499             | 398             | 2,000         | 91            | 1,264            | 3,957          |
| Foundries     | 10             | 65               | 6               | 20              | 68            | 4             | 169              | 13             |
| Hosted on CDN | ✓              | ✗                | ✓               | ✓               | ✓             | ✓             | ✓                | ✓              |
| Self Hosted   | ✗              | ✓                | ✓               | ✗               | ✓             | ✓             | ✓                | ✗              |
| No Javascript | ✓              | ✓                | ✓               | ✓               | ✗             | ✓             | ✓                | ✓              |
| Desktop Use   | ✓              | ✓                | ✓               | ✗               | ✗             | ✗             | ✓                | ✗              |
| Free Trial    | ✓              | ✓                | ✓               | ✓               | ✓             | ✓             | ✓                | ✓              |
| Payment Model | Tiered Monthly | One-off per font | Per font annual | Per font annual | Tiered Annual | Tiered Annual | One-off per font | Tiered Monthly |
|               | fonts.com      | FontSpring       | Font Bundles    | Font Bundles    | Font Bundles  | <Webtype>     | KERNES           | WebInk         |

# Your Design Portfolio Online. CMS Platforms

INDEXHIBIT.ORG

INDXR.NET

STACEYAPP.COM

SQUARESPACE.COM

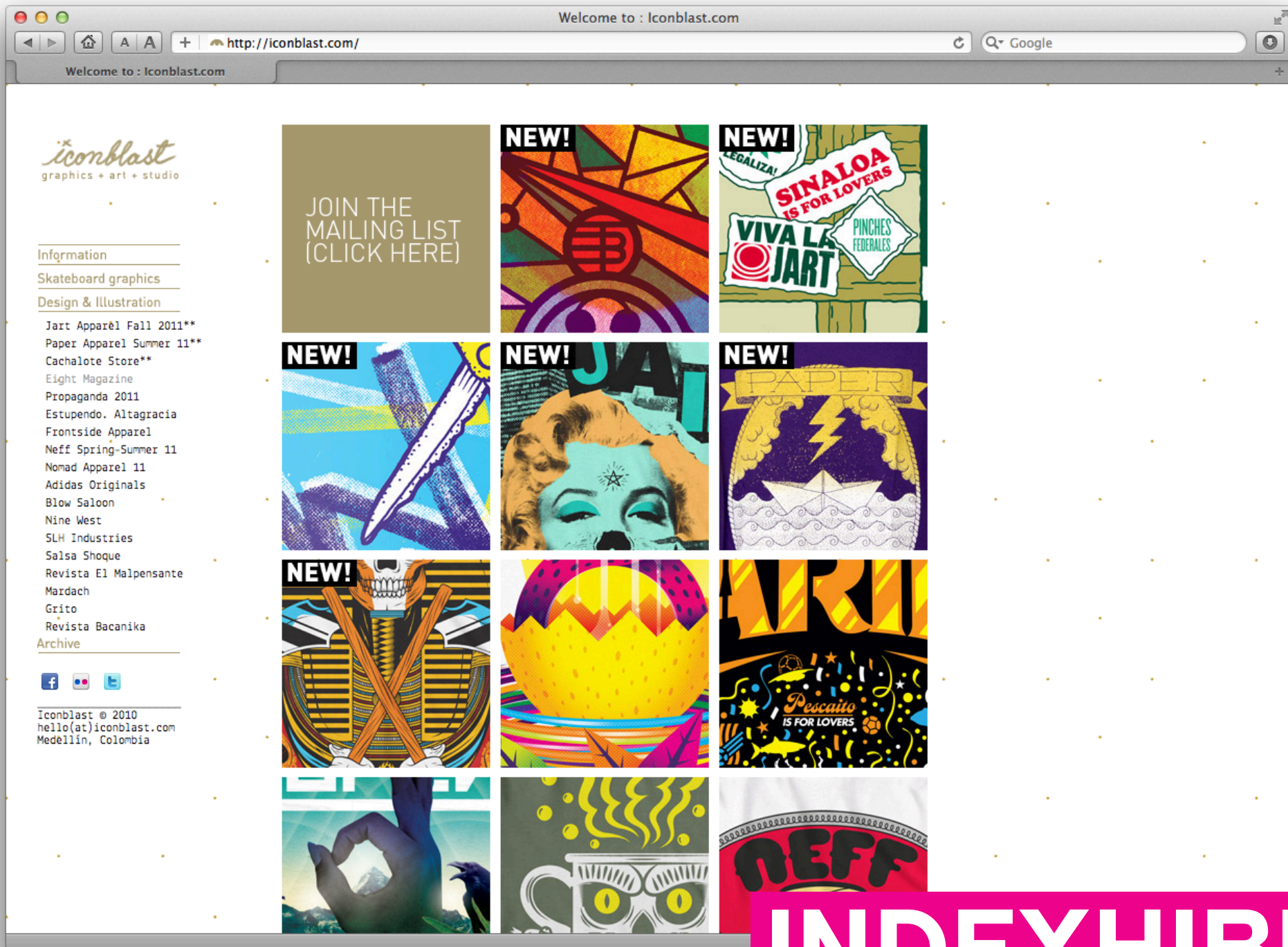
JOOMLA

EXPRESSION ENGINE

DRUPAL

WORDPRESS/CMS  
PORTFOLIO THEMES

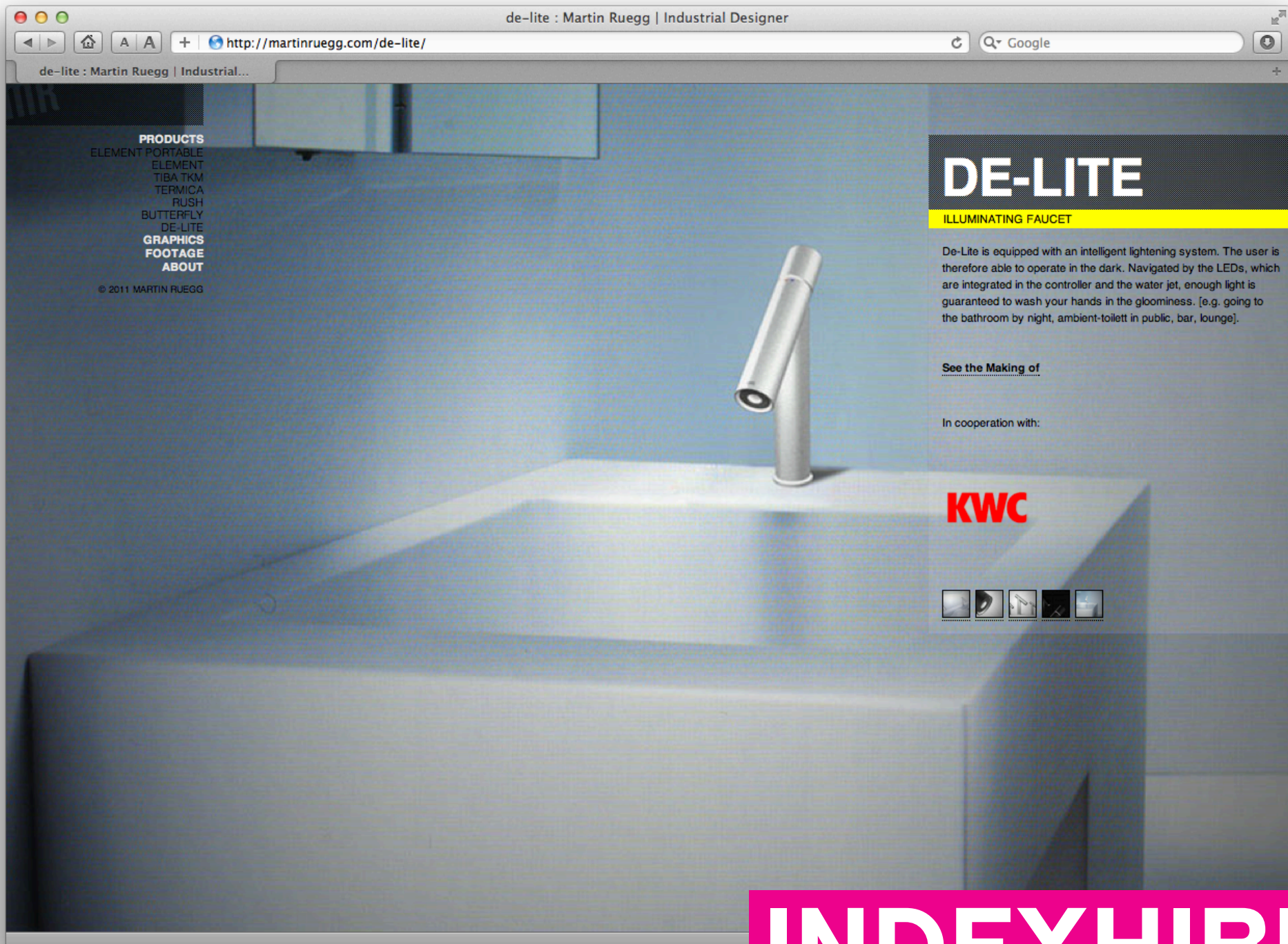
WEIGHTSHIFT'S  
THE PERSONAL PAGE



INDEXHIBIT

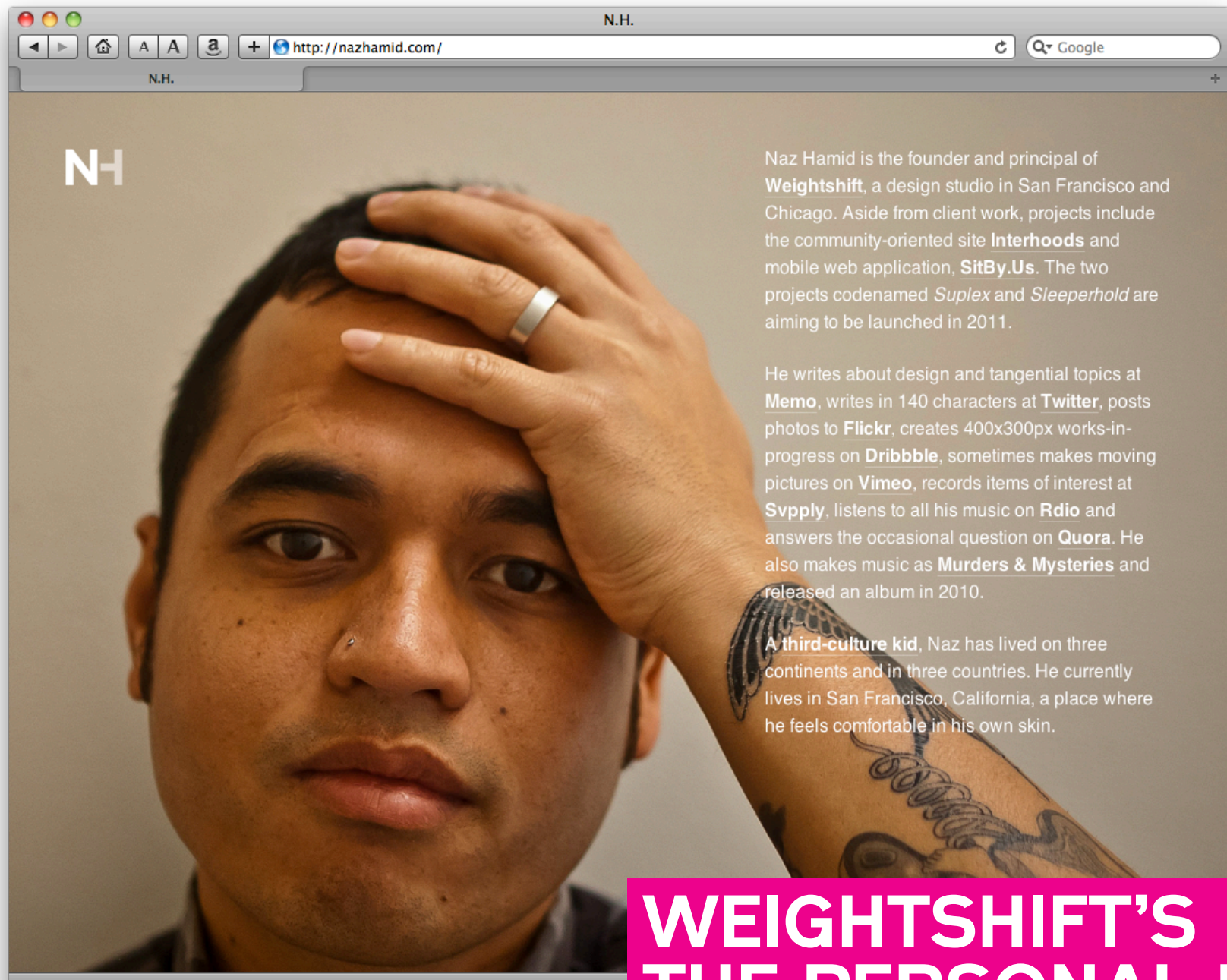




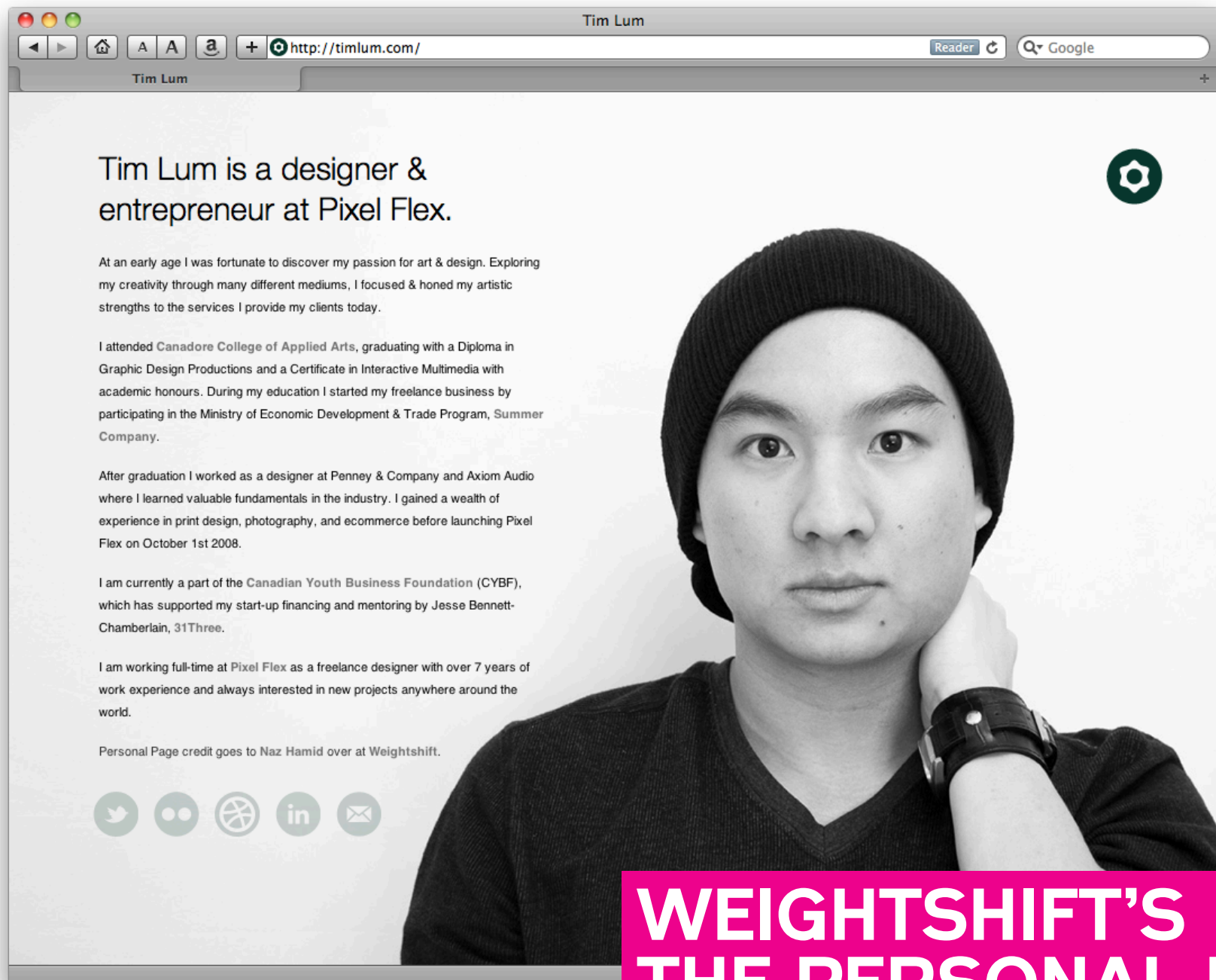


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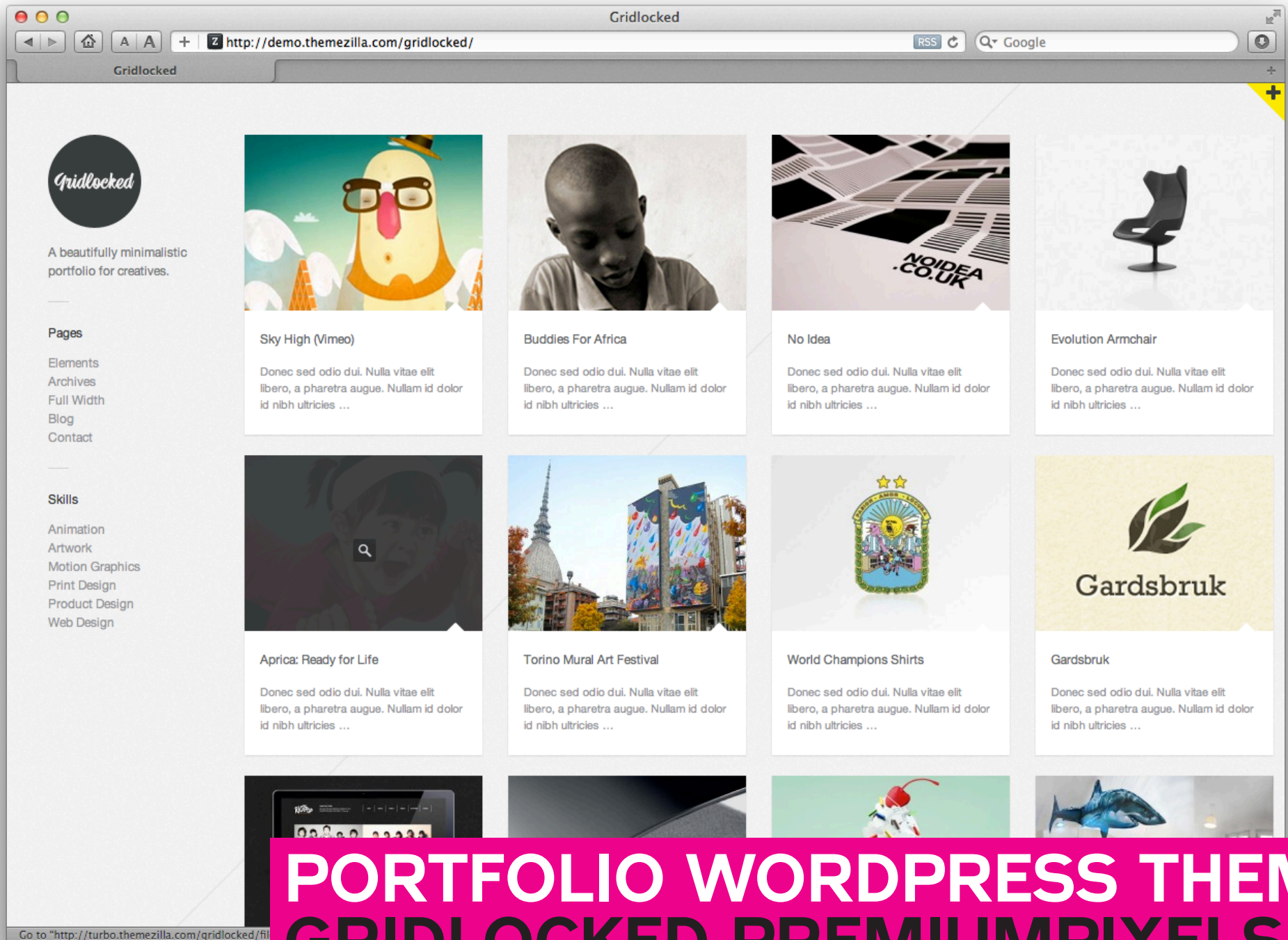


**WEIGHTSHIFT'S  
THE PERSONAL PAGE**

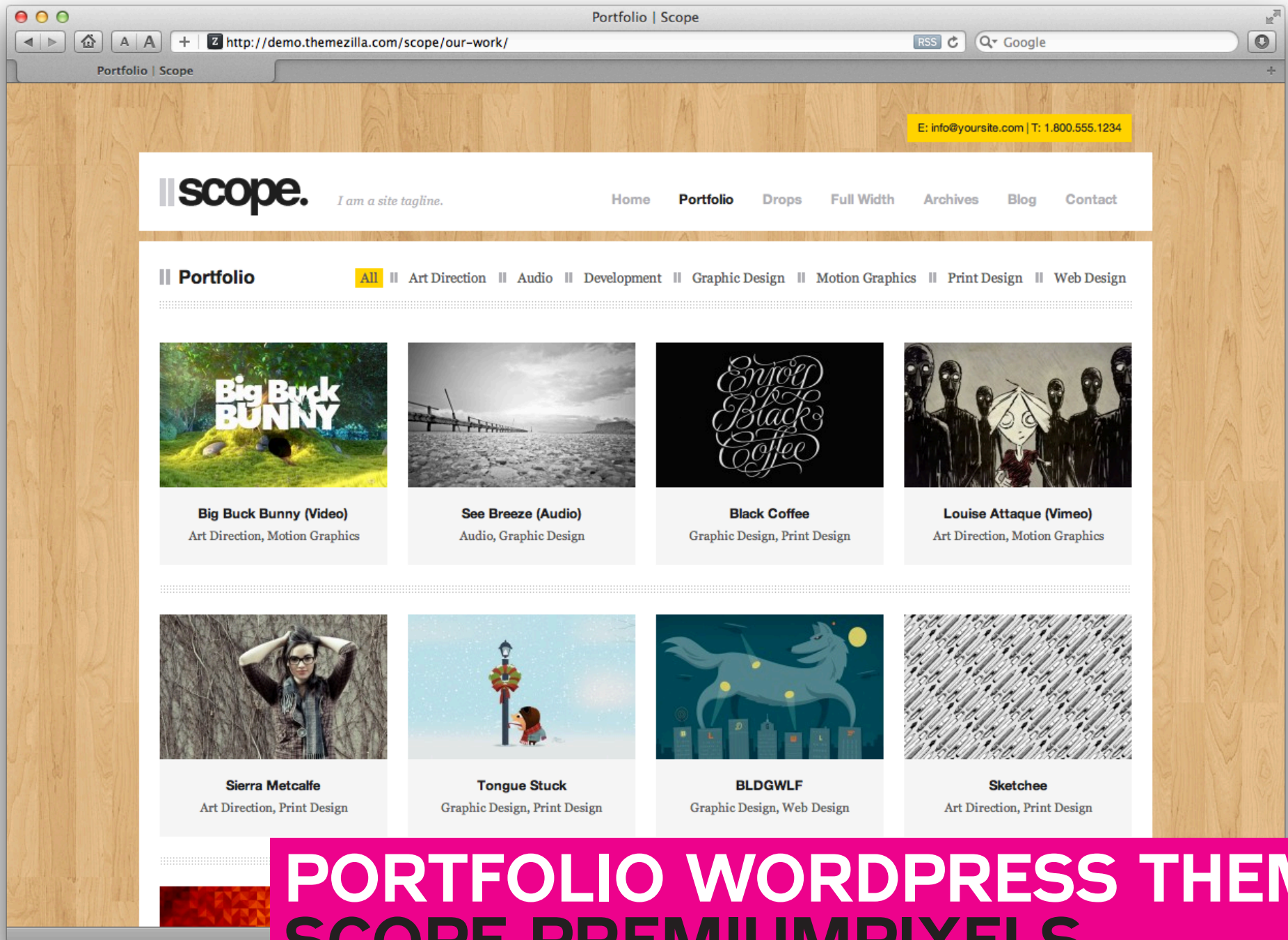


**WEIGHTSHIFT'S  
THE PERSONAL PAGE**





PORTFOLIO WORDPRESS THEME  
GRIDLOCKED PREMIUMPIXELS



PORTFOLIO WORDPRESS THEME  
SCOPE PREMIUMPIXELS







The Hello  
Poster Show

Hello

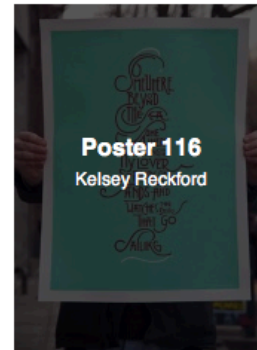
News

Gallery

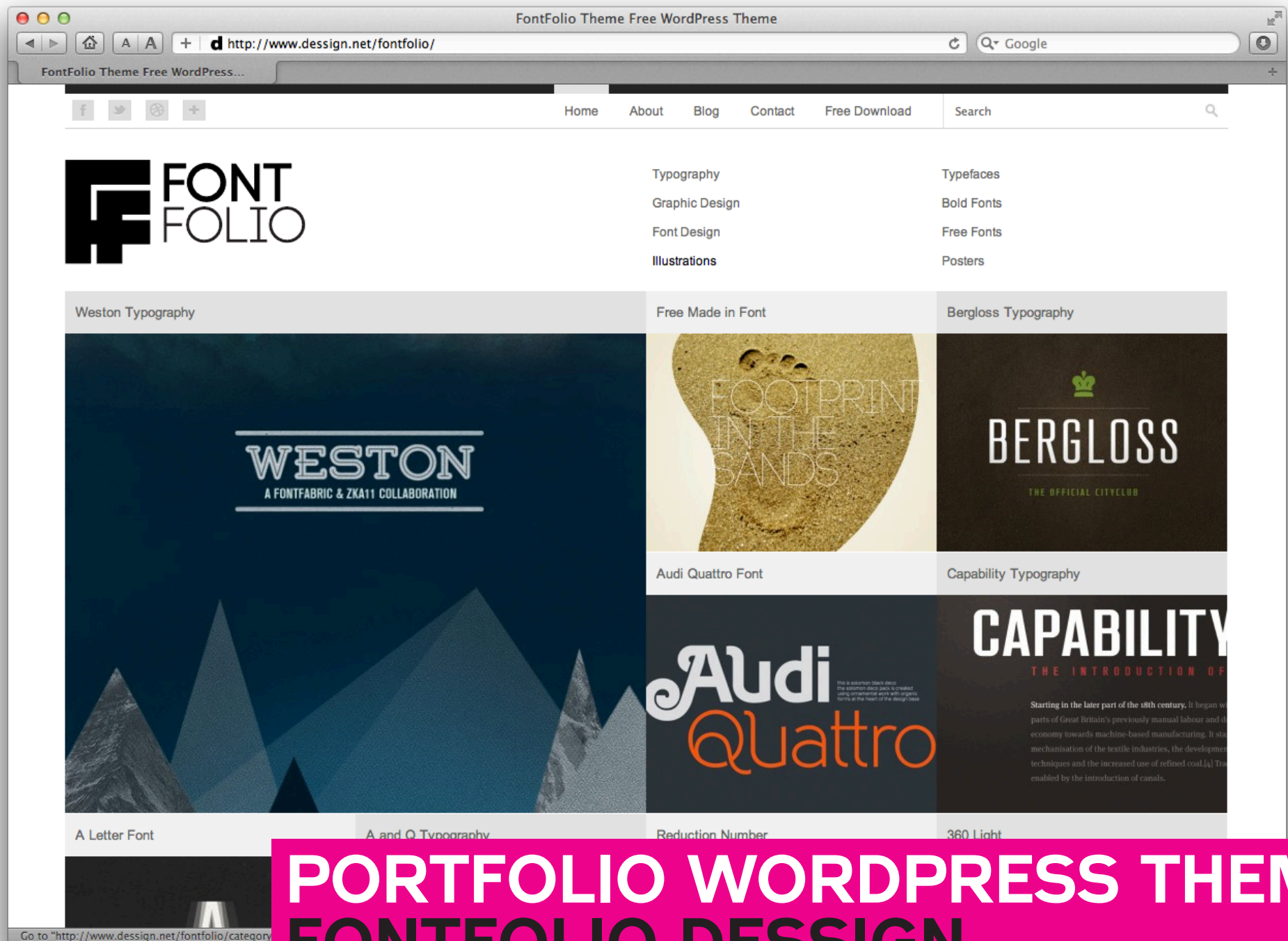
Buy

Contact

Call For Entries



PORTFOLIO WORDPRESS THEME  
PORTFOLIUM WPSHOWER

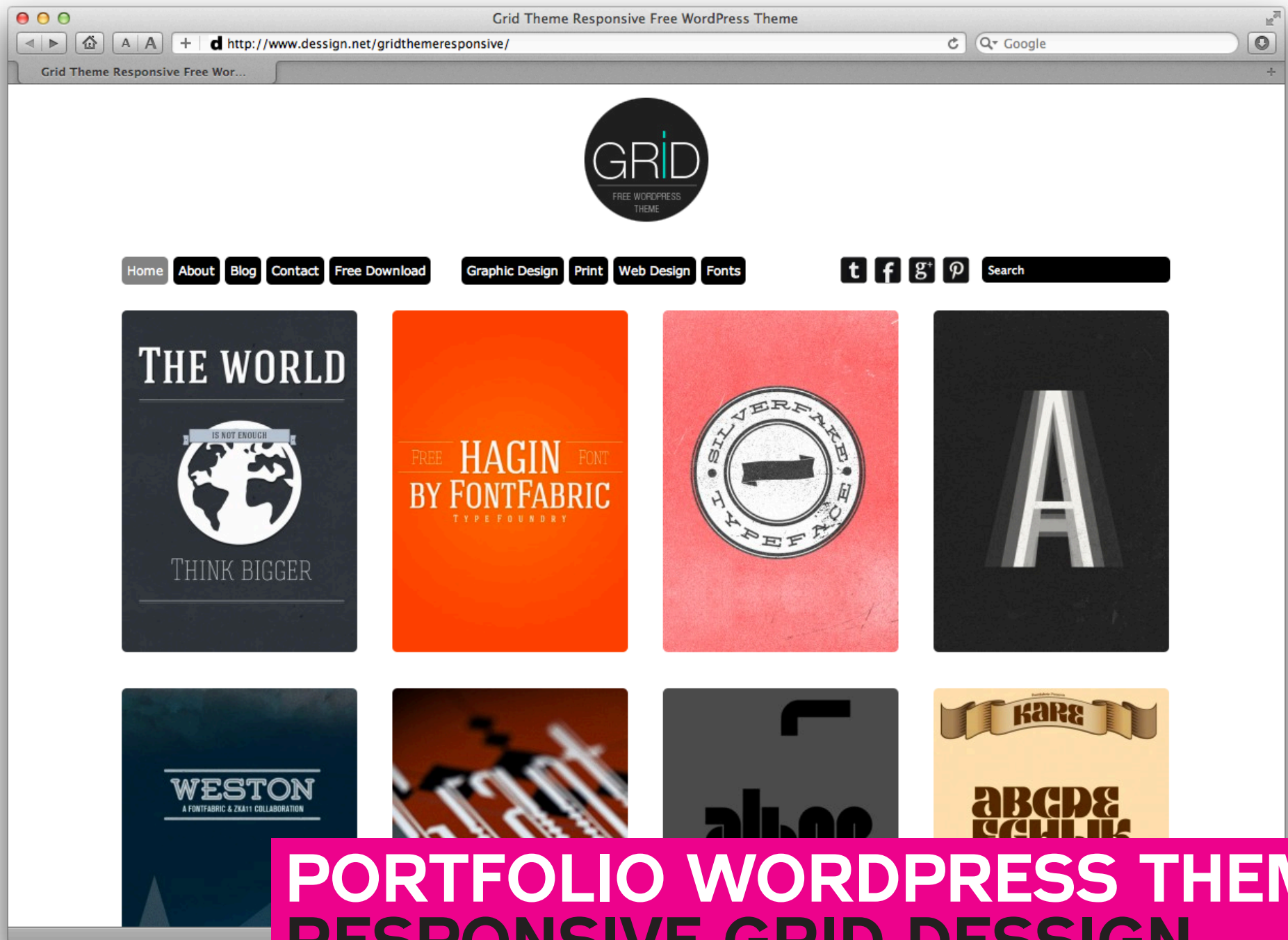


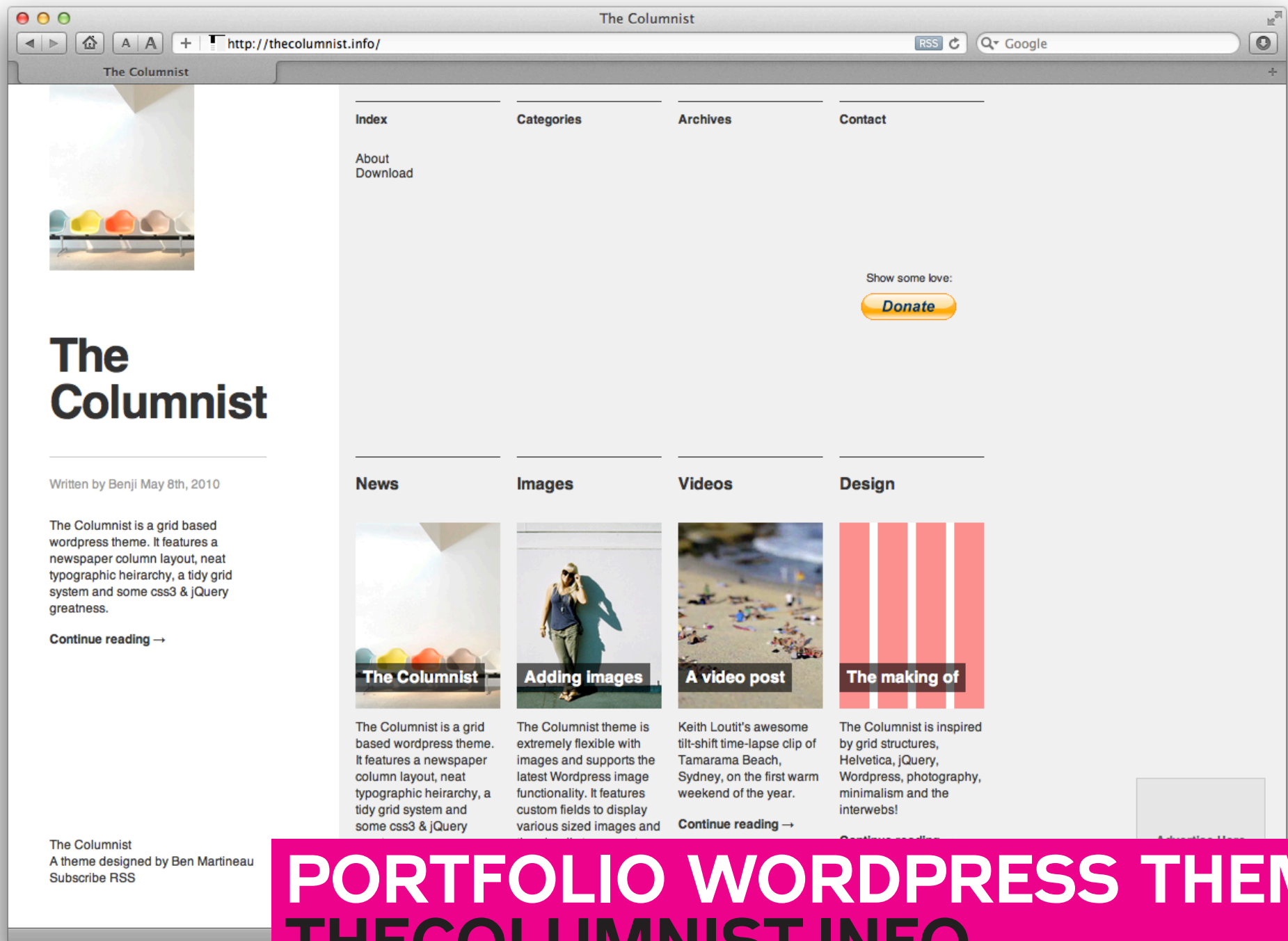
PORTFOLIO WORDPRESS THEME  
FONTFOLIO DESSIGN



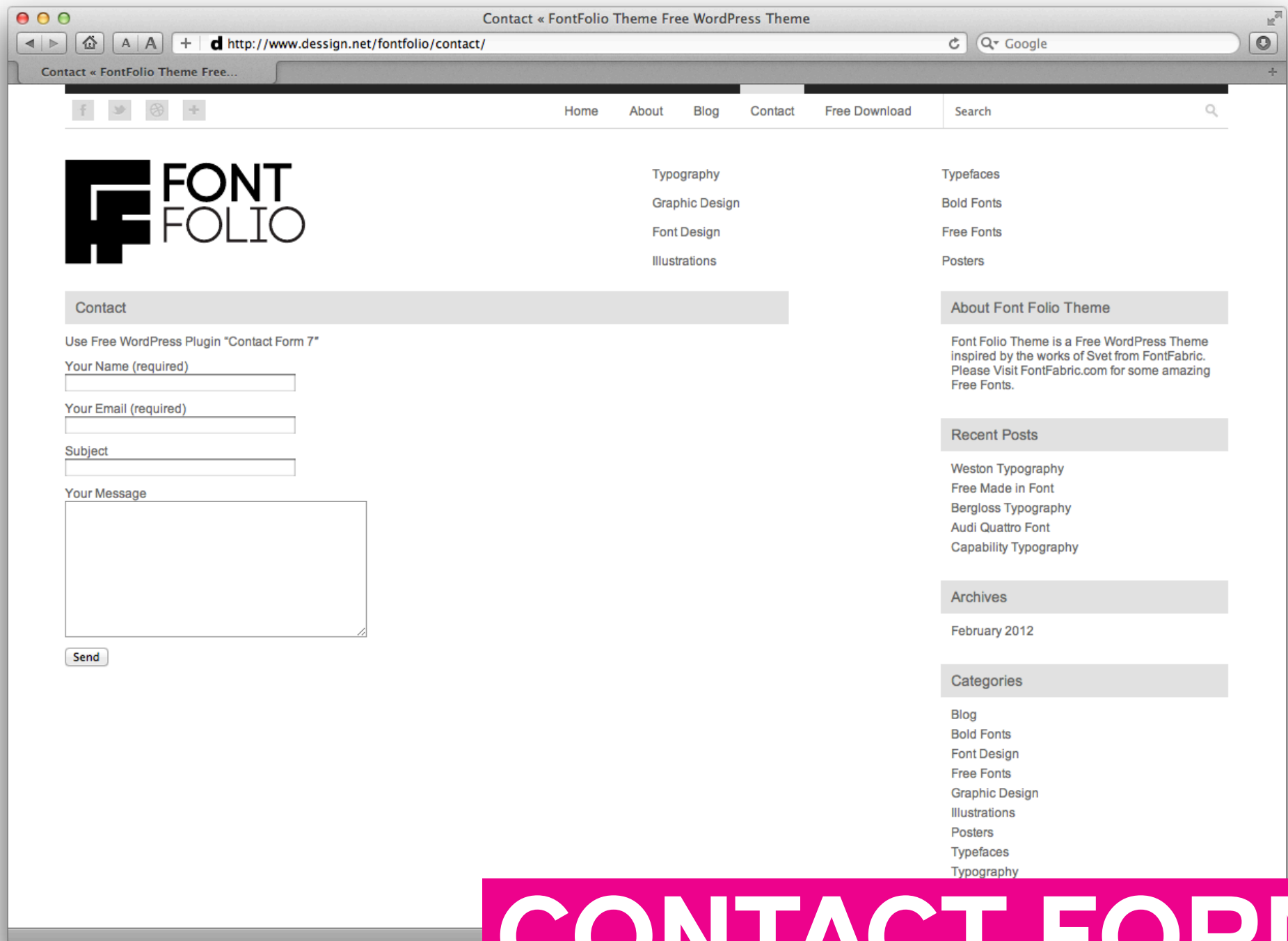
**PORTFOLIO WORDPRESS THEME  
IDEOGRAPH DESSIGN**







**PORTFOLIO WORDPRESS THEME**  
**THECOLUMNIST.INFO**





# Your Design Portfolio Online. Portals

**BEHANCE.NET**

portfolios.aiga.org

Behance's Prosite

**CARGO COLLECTIVE**

**COROFLOT.COM**

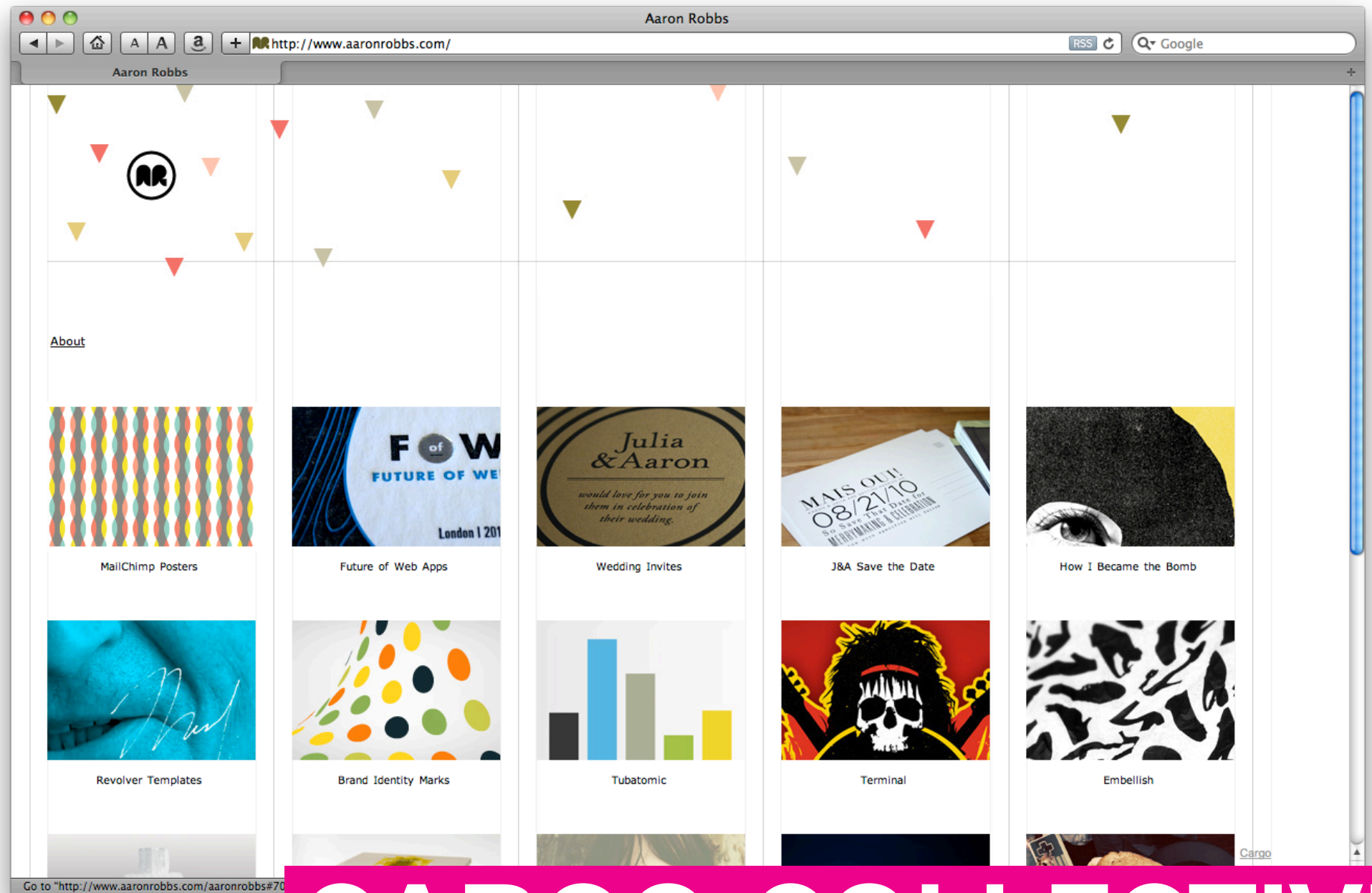
core77.com

creativehotlist.com

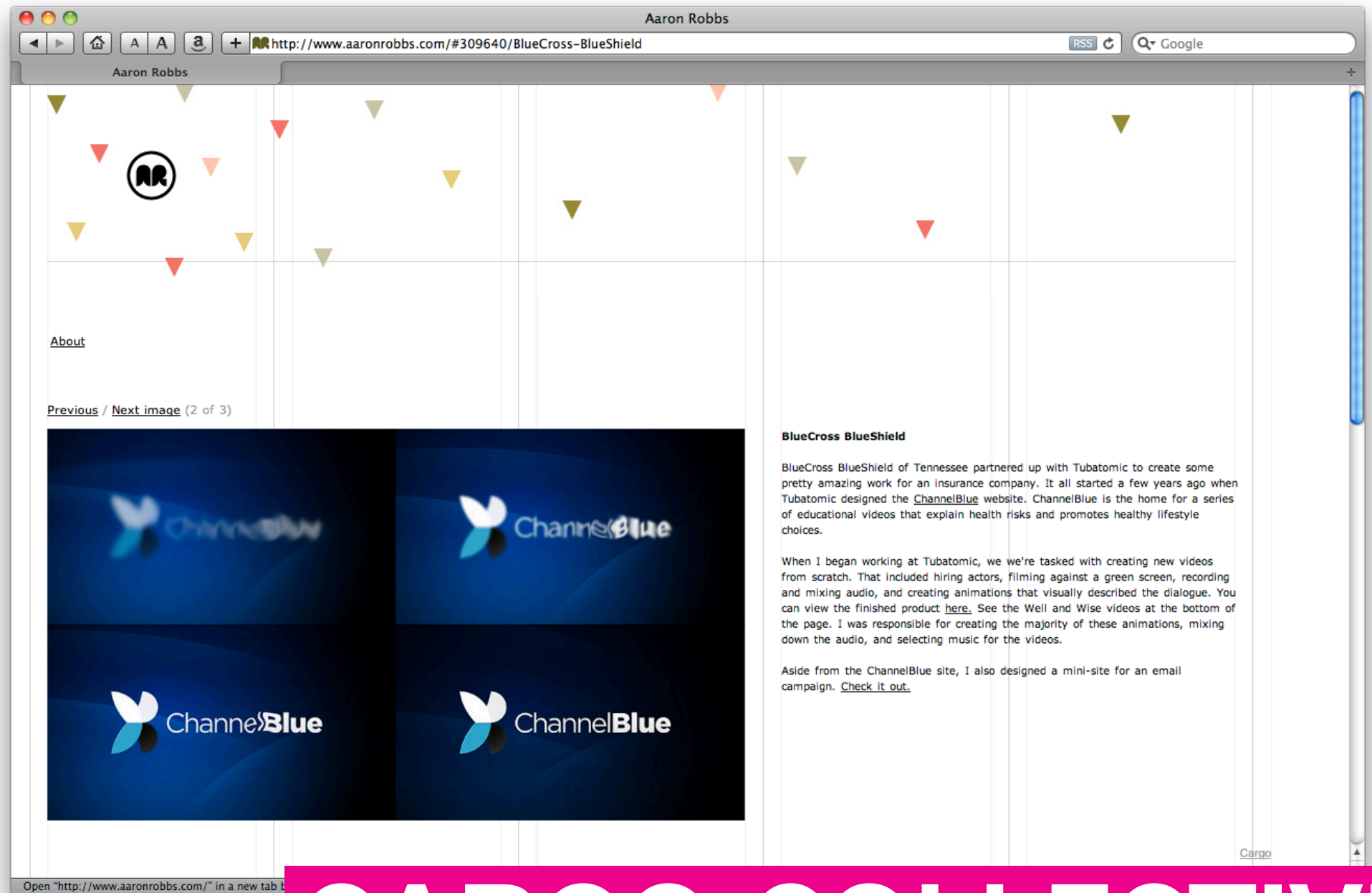
krop.com

carbonmade.com

viewbook.com

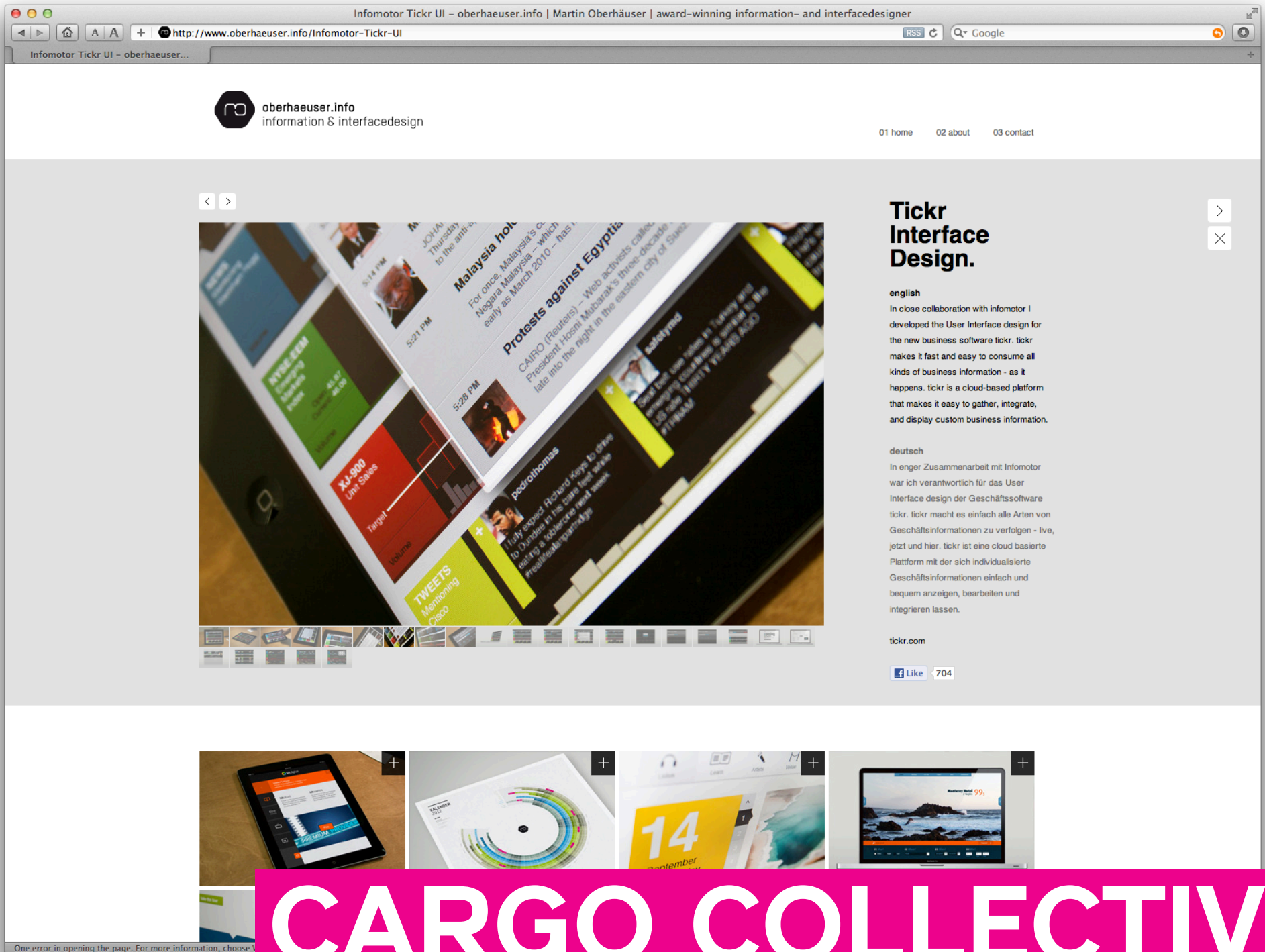


CARGO COLLECTIVE



CARGO COLLECTIVE





Dicie Carlson – Environmental/Retail Graphic Designer – New York, New York

http://www.coroflot.com/dicedesign?specialty=11&msa=270&

Google

Dicie Carlson – Environmental/Re...

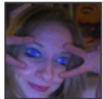
THE CREATIVE WORLD AT WORK™

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## Dicie Carlson

15 of 777 Profiles




→ **OVERVIEW**  
PORTFOLIO  
PROFILE  
ACTIVITY

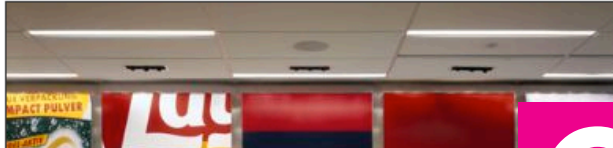
Contact Dicie  
Share

follow

Last Login: 30 Jan 2011



**National Basketball Association Headquarters, NY**



**Portfolio**  
6 Files

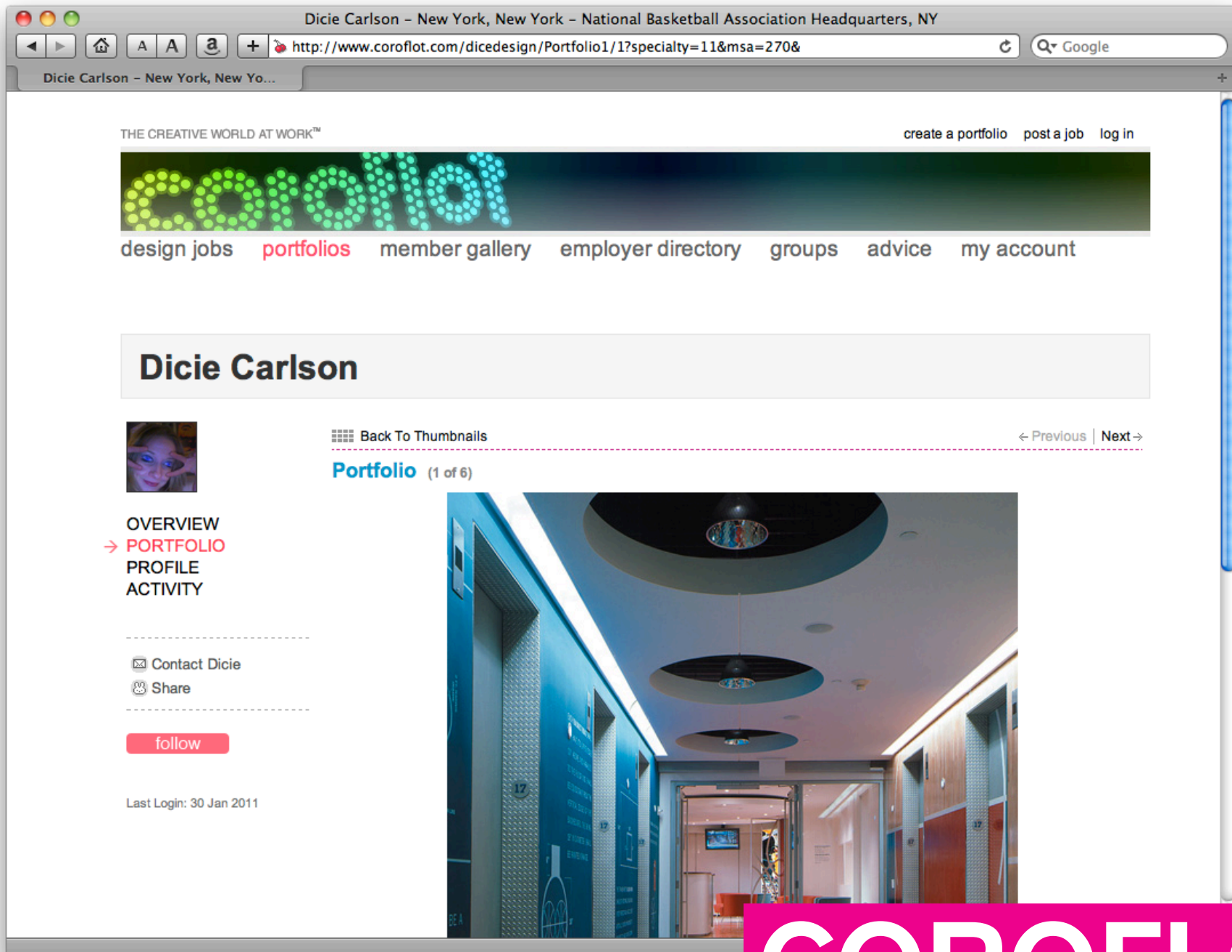
**Environmental/Retail Graphic Designer**

Passionate, experienced and versatile environmental graphic/exhibit designer seeking a challenging designer/design director position in New York. Currently consulting with Strategen Creative Partners, I am designing a variety of theming, branding and exhibit graphics for retail clients. My skills range is very broad, as I have done industrial design, branding and graphics, apparel and accessories, retail fixtures and interior design for retail and tradeshow exhibitions.

**Location**  
New York, NY

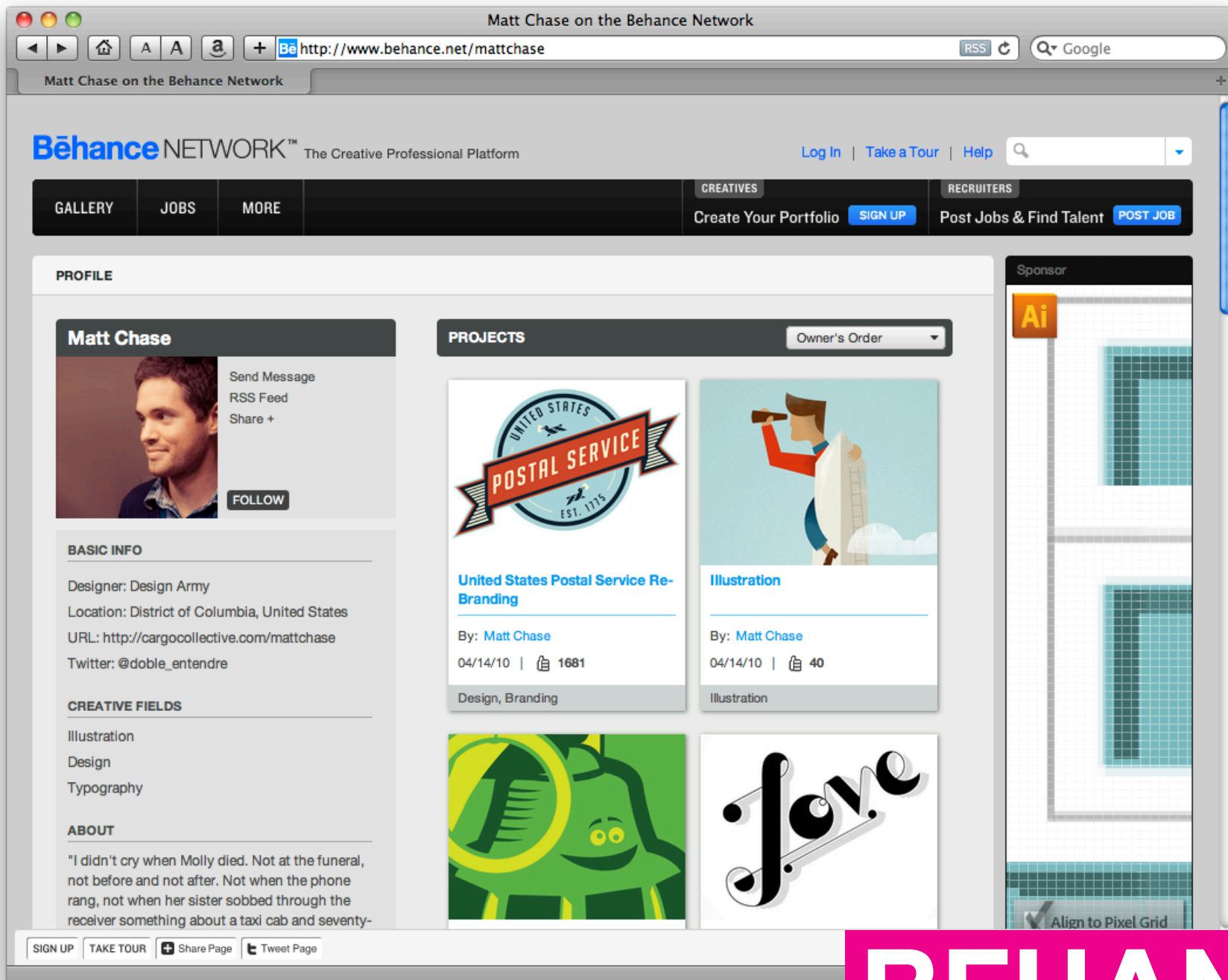
**Specialties**  
Environmental Graphics  
Industrial Design  
Exhibition Design

# COROFLOT



COROFLOT





BEHANCE

**BEHANCE NETWORK**

**WEB DESIGN SERVED**

**INDUSTRIAL DESIGN SERVED**

**TYPOGRAPHY SERVED**

**LINKEDIN**

**AIGA MEMBER GALLERY**

# DOs + DON'Ts DOs

## **OPTIMIZE FILES FOR THE WEB**

save for web / 72dpi / rgb

## **GET A GOOD, SIMPLE URL**

don't use the word 'design' or 'online'  
get a .com, preferably

## **FIND A NERDY TECH BUDDY OR GET TECHY YOURSELF**



# DOs + DON'Ts DOs

TEST SITE ON A PC / OTHER BROWSERS

LESS IS MORE

INCLUDE SKETCHES IT SHOWS PROCESS

SHOW ONE DEEP PASSION PROJECT

# DOs + DON'Ts DOs

AIGA SEATTLE's  
Reality Check 2012  
Portfolio Review  
Saturday, April 28th  
Get Registered SOON!

# DOs + DON'Ts DON'Ts

**DON'T MISSPELL**

**DON'T USE FLASH**

**DON'T SKIMP ON THOUGHTFUL WRITING**

**DON'T DESIGN A SITE THAT IS TOUGH TO  
UPDATE / HARD TO NAVIGATE**



# Thank You!

get this pdf presentation at:  
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THIS TYPEFACE IS **READER**

COLOPHON-FOUNDRY.ORG