Basic Design
PRINCIPLES

Proximity
Alignment
Contrast
Repetition

Temple of Beer Worship 212-982-4576

The Burp Castle

41 East 7th Street, East Village Between 2nd Ave & Cooper Sq

1 Proximity

Group related items together

News
U.S.
World
Politics
Business
Technology
Science
Health
Culture
Arts & Life
Movies
Pop Culture
Food
Art & Design
Performing Arts
Photography
Books
Book Reviews
Author Interviews
Music
First Listen
Music Articles
Studio Sessions
Videos
Our Blogs

News
U.S.
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Our Blogs

Taken from: The Non-Designer's Design Book

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2 Alignment

Find a line an stick with it

I’m **flush left**, also known as **left aligned.**

Day confidently rolled in having just given birth to her daughter a mere four days earlier ("VO is fantastic —nobody is going to judge me for wearing maternity clothes!") She wasn't prepared for what was about to hit her.

Ivona, a Polish text-to-speech company, was creating a computerized voice that would be incorporated into the Kindle Fire, the mini version of Amazon's popular reader tablet. When Kindle Fire owners clicked a setting, they'd be able to hear some of their books read to them by "Salli."

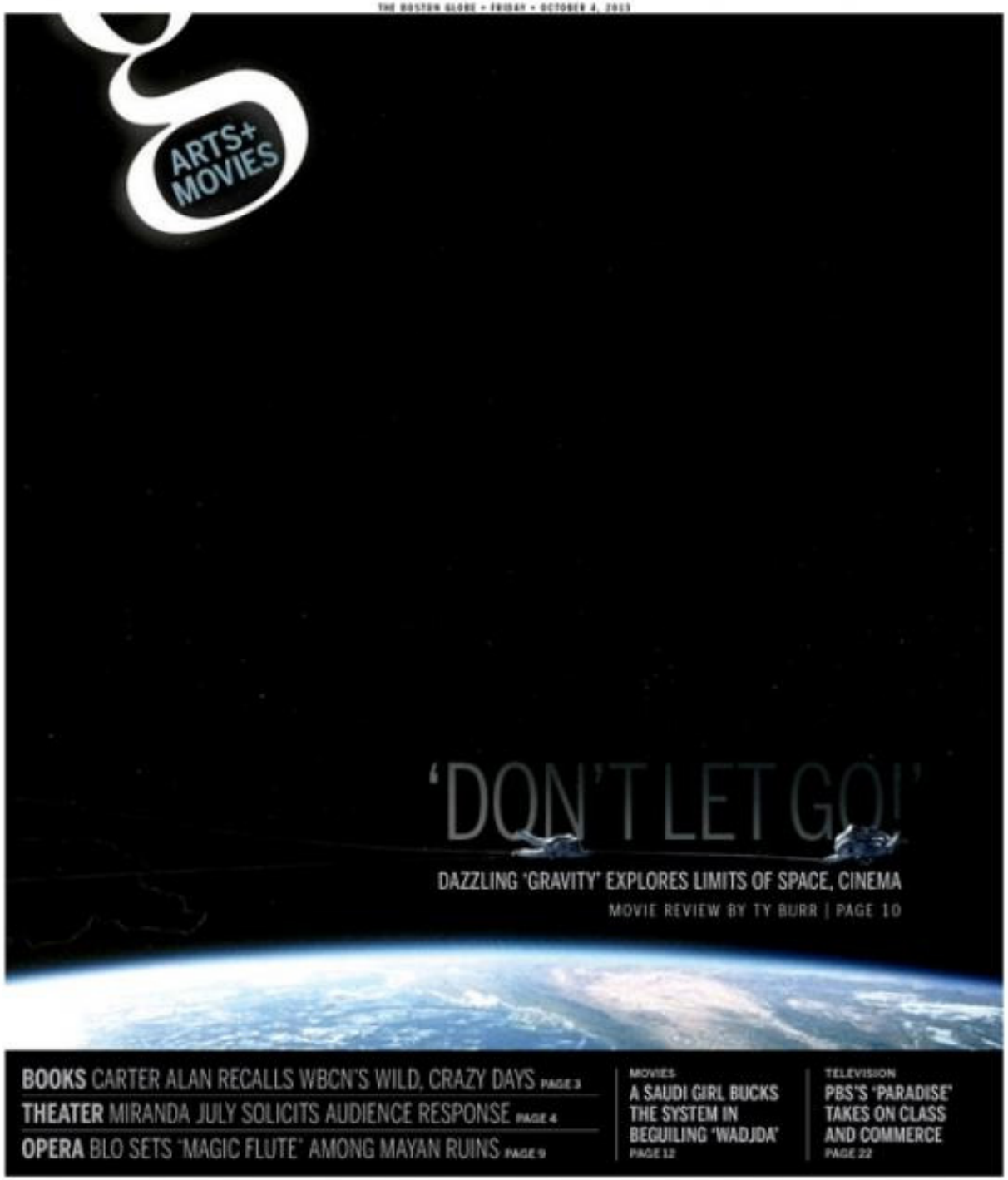
For six to seven hours a day, for eight days, Day read passages from *Alice in Wonderland*, bits of news off the AP wire, and sometimes random sentences, sitting as still in her chair as possible. She read hundreds of numbers, in different cadences. "One! One. One? Two! Two. Two?"

"It was like the Ironman of VO," says Day. "I had not experienced anything like that. I am the queen of the 30–60 second TV spot. That's my safe place." She had to take a break after the fourth day, because she had gone hoarse. But then Day soldiered on, and became the voice of many a breezy beach read.

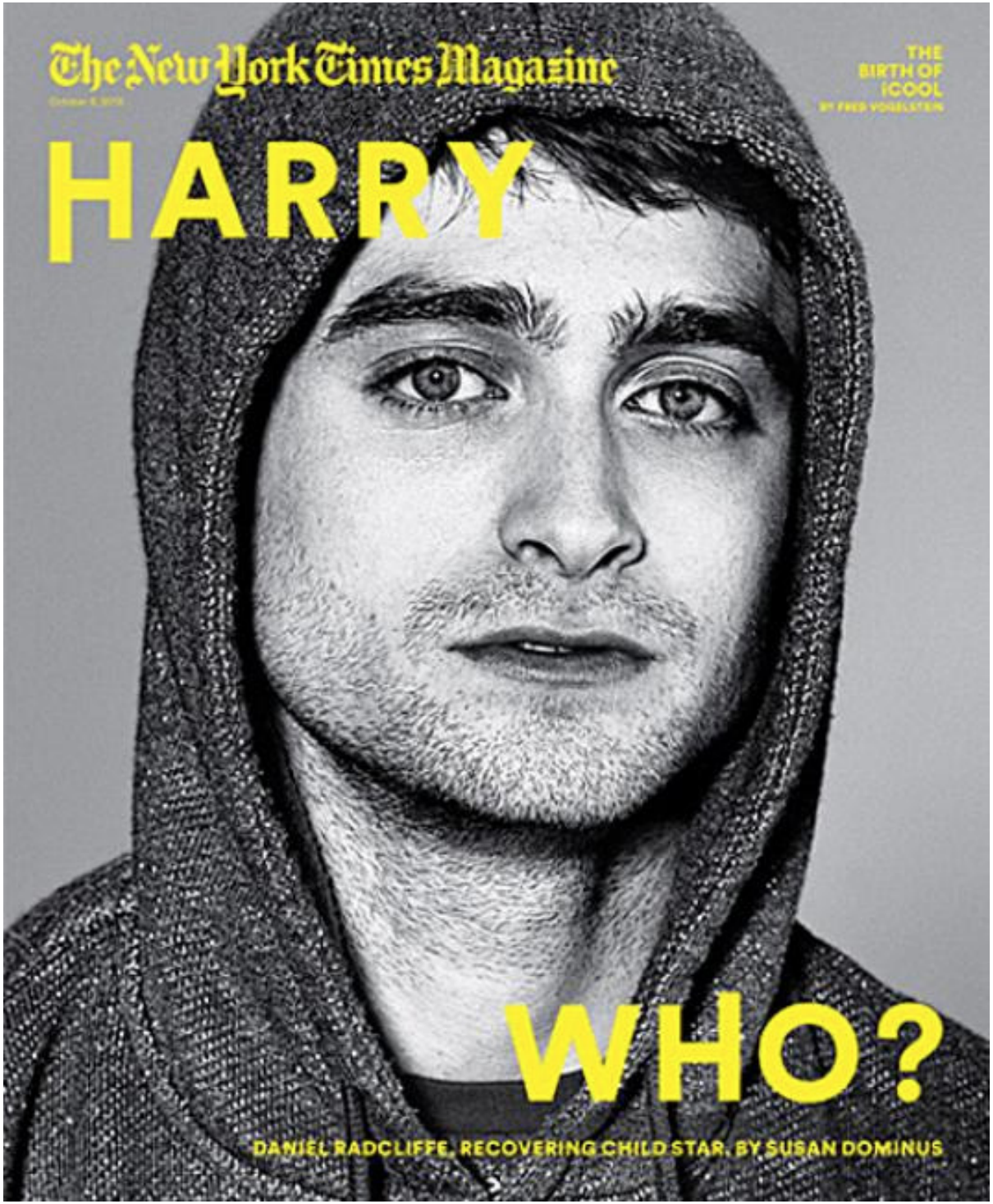
FOR EVERY SIRI, THERE'S AN ACTOR SITTING IN A SOUND BOOTH, REALLY NEEDING TO GO TO THE BATHROOM

Day's experience is becoming increasingly common, as talking devices gain a commercial foothold. No longer a novelty, or something marketed primarily to the disabled, speaking gadgets, a la Siri, GPS systems, and text-to-speech enabled apps, are on the rise. It's easy to see the necessity: when you're driving you can't Google, so you ask your phone to find a Starbucks. You're at the gym; you have your RSS reader reading your financial news to you. Google, Apple, Microsoft, and even Amazon have all invested heavily in speech, and many

I'm **flush right**, also known as **right aligned.**

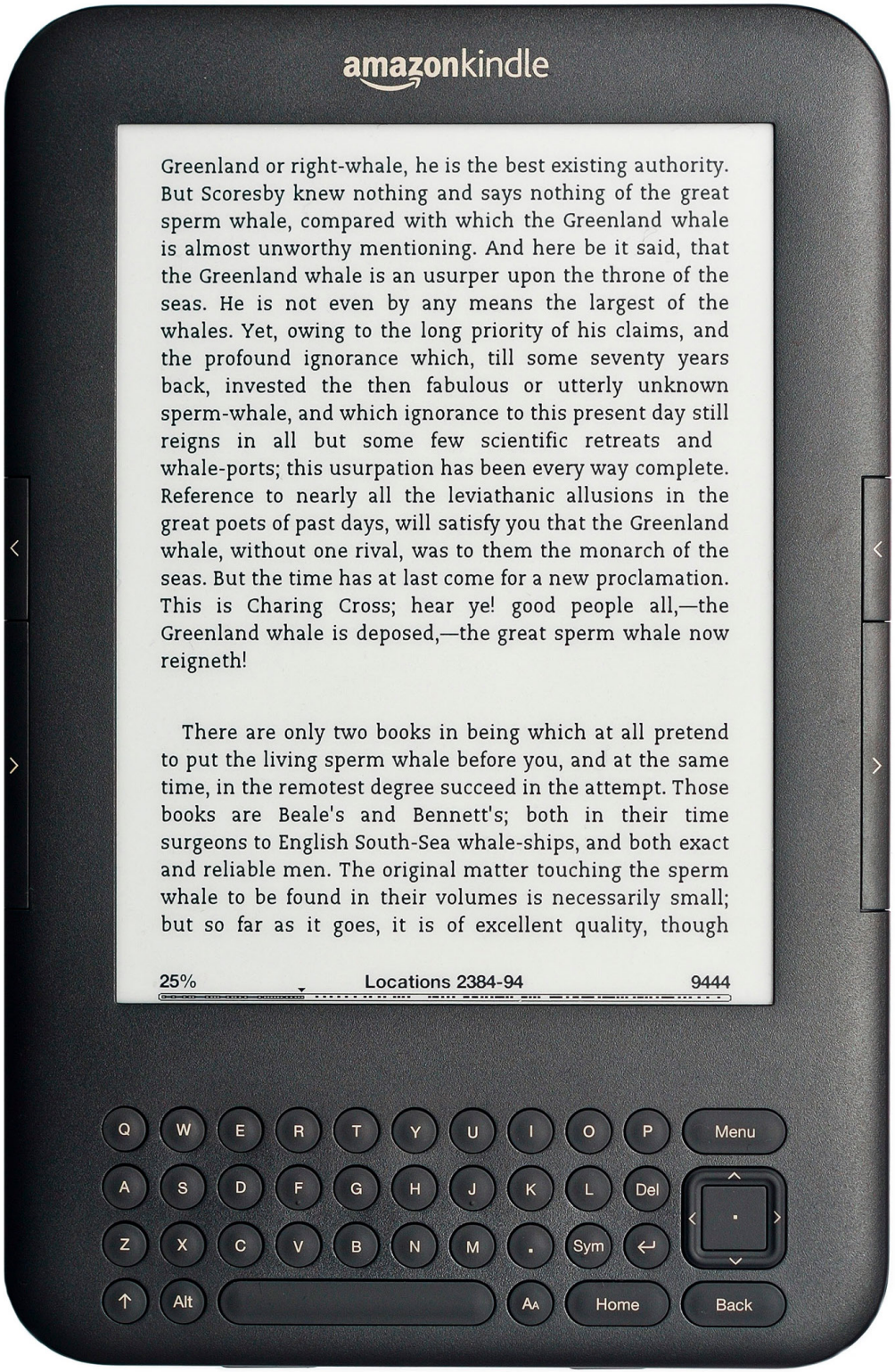


The Boston Globe “g” section



New York Times Magazine

I'm **justified**. You might find me in a newspaper, a magazine, or a book, but rarely on the web. Make sure your lines are long enough to avoid awkward gaps between words.


amazonkindle
Greenland or right-whale, he is the best existing authority. But Scoresby knew nothing and says nothing of the great sperm whale, compared with which the Greenland whale is almost unworthy mentioning. And here be it said, that the Greenland whale is an usurper upon the throne of the seas. He is not even by any means the largest of the whales. Yet, owing to the long priority of his claims, and the profound ignorance which, till some seventy years back, invested the then fabulous or utterly unknown sperm-whale, and which ignorance to this present day still reigns in all but some few scientific retreats and whale-ports; this usurpation has been every way complete. Reference to nearly all the leviathanic allusions in the great poets of past days, will satisfy you that the Greenland whale, without one rival, was to them the monarch of the seas. But the time has at last come for a new proclamation. This is Charing Cross; hear ye! good people all,—the Greenland whale is deposed,—the great sperm whale now reigneth!
There are only two books in being which at all pretend to put the living sperm whale before you, and at the same time, in the remotest degree succeed in the attempt. Those books are Beale's and Bennett's; both in their time surgeons to English South-Sea whale-ships, and both exact and reliable men. The original matter touching the sperm whale to be found in their volumes is necessarily small; but so far as it goes, it is of excellent quality, though
25%
Locations 2384-94
9444
Q W E R T Y U I O P
A S D F G H J K L Del
Z X C V B N M . Sym
Alt
Aa
Home
Menu
Back

The Times

LONDON, WEDNESDAY, APRIL 21, 1926.

THE DAY THE ...
WAS BORN...

ANNOUNCEMENT PAG...

POSTAGE { INLAND .. 1½d. CANADIAN PKT. 1½d. ABROAD .. 2½d. } PRI...

... at 6, Stratton-
...JOHN MACVICAR
... John Crum, of
...t St. Columba's.

..., Old Square,
...HN ASTON, of

... "The Firs,"
... his 86th year.
..., The Albany,
...neral service
... 11 o'clock.
...on Cemetery.

...tton Lodge,
...T, aged 83.
...23rd April.
...on Lodge,
... of JOHN C.
...rd year.
...rove, Iver,
...widow of
...d eldest
...rd Park,
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IN MEMORIAM (continued).

PEAD.—In loving remembrance of dear father, CHARLES DURDANT PEAD, of 67, New Cross-road, who passed peacefully home 21st April, 1923.—FLO.

SELWYN.—In remembrance of H. JASPER SELWYN, passed from this world 21st April, 1919. Through time and space to greet you.

STAPLE.—In loving memory of our dearly-beloved son, RICHARD THEODORE STAPLE, who died 21st April, 1925.

WOOD.—In undying memory of my dearly-beloved father, HENRY SAMUEL WOOD, who passed away 21st April, 1922.—EDITH MARCORA, Milan. "God giveth His beloved sleep, and if an endless sleep He wills, so best."

ON ACTIVE SERVICE.

CARVICK WEBSTER.—In ever-loving memory of our dear elder son, JACK (2nd Lieut., 1st S.H.), killed in battle of Istabulat, Mesopotamia, 21st April, 1917.
"A soul so good and true can never, never die,
But lives and loves and works through all eternity."
—MOTHER.

CATON.—In ever-loving memory of NORMAN NEWTON CATON, Lieut., R.F.A., M.C., killed in action 21st April, 1918. R.I.P.

GREEN.—In very precious memory of MAXWELL GREEN, 1st Battn. Honourable Artillery Company, who gave his life at Ypres, 21st April, 1915, aged 19. "As our dead were equal in sacrifice, so are they equal in honour."—The King, at Terlincthun.

GREG.—To the proud and ever-loving memory of ARTHUR GREG, Captain Cheshire Regt. and R.F.C., killed 21st April, 1917, aged 22; and of R. H. GREG, 2nd Lieut., Cheshire Regt., T.F., who died of wounds 3rd May, 1918, aged 19.

JOYCE.—To the dear memory of FRANK B. JOYCE, 10th Sherwood Foresters, who fell at Aveluy Wood, 1918.

MARRIOTT.—In ever-loving memory of GEOFFREY, 2nd Lt., 1st Sherwood Foresters, killed 21st April, 1918. "Always in our thought."

PRICE.—In loving memory of my husband, CAPT. J. T. PRICE, M.C., R.A., and my brother, LT. T. J. O'BRIEN, R.A., killed in France, 21st April and 7th Aug., 1916. R.I.P.

NECROPOLIS CO. (Est. 1852).—Funerals and MONUMENTAL MASONRY, 121, Westminster Bridge-road, S.E.1. Hop. 1276. Teleg., "Necropolo. London."

CREMATION.—GOLDERS GREEN or WOKING. Fee 6gns. Easily arranged by undertakers. Organ at both. Booklet from 52, NewCavendish-street, W.1. Langham 4168.

FUNERALS and CREMATIONS efficiently carried out in London or any part of the country. Monumental work of every kind arranged for.
Telegrams: Barkers, Kensington. Telephone: Western 5432.
BARKERS, KENSINGTON, W.8.
John Barker and Company, Limited.

WM. WHITELEY, Ltd.—Funerals or Cremations in Town or Country. Monumental Work. Estimates free.—Queen's-road, London, W.2. Telephone, Park 1234. Telegrams, Whiteley, London.

ANTIQUE and MODERN FURNITURE, works of art, jewels, pictures, books, and other valuables.
HARRODS FURNITURE AUCTION GALLERIES, Knightsbridge.
Valuations for Probate and Insurance.
Harrods, Ltd., Auctioneers, 62-64, Brompton-...

BOOKS, PRINTS...

PERSONAL.

A.B.C.—I am prepared to pay the sum named.—C.

THE charge for announcements in the Personal Column is 10s. for two lines (minimum) and 5s. for each additional line. Trade announcements, 37s. 6d. for three lines and 12s. 6d. for each additional line. Lost and Found Notices 2s. 6d. per line (minimum two lines). A line comprises about seven words. Private numbers, if added, form part of the advertisement and are charged for. Names and addresses of actual advertisers should accompany all advertisements, not for publication, unless desired, but as a guarantee of good faith. For Index to other classifications see column seven.

£3 REWARD.—LOST, BLACK CHOW BITCH PUPPY, eight months. Last seen Hyde Park, Saturday, 17th. Answer name "Sally."—Information to Ladds, Basset, Weybridge.

TEN POUNDS REWARD will be paid to any person who can give INFORMATION leading to the recovery of the ORIGINAL WILL of ELIZABETH JANE SMITH RITTER, late of Roe Park, Limavady, in the County of Londonderry, and of Downfield House, Stroud, Gloucestershire. It was posted at Stroud in November, 1925, addressed to W. A. Lane, Solicitor, Limavady.

IN AID of BRITISH EMPIRE CANCER CAMPAIGN, WESTMINSTER CHORAL SOCIETY (Conductor: Vincent Thomas) will give German's "TOM JONES" TO-DAY, 8 p.m., at CENTRAL HALL, WESTMINSTER. The London Symphony Orchestra will play overture Mendelssohn's "Midsummer Night's Dream." Tickets (2s. 4d., 3s. 6d., 5s. 9d.) from Philip Ashbrooke, 20, Old Cavendish-street, W.1, or Central Hall, Westminster.

H.R.H. PRINCE HENRY'S SPECIAL COMMITTEE has RECEIVED £48,247 towards the £87,500 required; £39,253 still wanted to complete the scheme for CURING CRIPPLED CHILDREN. Donations should be sent to the Chairman of the Special Committee, Royal National Orthopædic Hospital, 234, Great Portland-street, W.1.

RECTORY HOME SCHOOL, HANTS.—Boys 5-12. £50 p.a.—Write Box O.243, The Times, E.C.4.

TENNIS COURTS and CLUB HOUSE for SALE or to be LET.—Unique opportunity for proprietary club; four en-tout-cas hard courts, laid down last year, in excellent playing condition. Also club house with good club room and ladies' and gentlemen's dressing rooms, &c.; three minutes' walk from station.—Apply Proprietor, Harvard Hard Courts, London-road, Isleworth, or telephone Hounslow 1741.

AD FINEM. Bon anniversaire mon amour. Je pense toujours à toi.—B.

GENTLEMAN, speaking four languages, expert in photography, trained artist, REQUIRES POST.—Write Box 31,807, The Times, 42, Wigmore-street, W.1.

MAYFAIR FLAT.—Lease, Contents (if desired) for SALE; large lounge (parquet), dining, three bed, dressing, linen, box, bath rooms, kitchen.—Write Box 31,797, The Times, 42, Wigmore-street, W.1.

THE ADULT DEAF.—Miss Brent gives lip-reading instruction at 100, Baker-street, W.1. Langham 2857.

H.R.H. THE PRINCE OF WALES, in writing to the Treasurer, says: "Knowing as I do how essential such support is to enable the fine work done by the Homes and Ship to be carried on, I am glad, as President, to be able to wish the appeal every success." The Royal President thus commends the appeal which is being made for £20,000 by the Treasurer of the Shaftesbury Homes and "Arethusa" Training Ship in honour of his gracious intention to preside at the 83rd Annual Meeting at Queen's Hall, Langham... June, at 3.30...

PERSONAL (continued).

WILL make time, sit together same place and time? almost sure, see late News.

WIMBLEDON.—WANTED, TWO CENTRE COURTS for whole meeting; state number, block, row, price.—Write Box N.1,893, The Times, E.C.4.

WIMBLEDON.—Wanted, two seats; state block, row, price.—"W.166," Deacon's, Fenchurch-avenue, E.C.

WANTED, TWO CENTRE COURT TICKETS (adjoining) whole Wimbledon meeting; state numbers, row, block, and price required.—Write Box 31,399, The Times, 42, Wigmore-street, W.1.

WIMBLEDON.—WANTED, TWO SEATS Centre Court, whole meeting.—Write particulars Box V.15, The Times, E.C.4.

WIMBLEDON.—TWO SEATS REQUIRED for Centre Court for the whole Meeting, preferably in Block 2 or 3. Best offer accepted.—Reply, stating position and numbers of seats, to Box No. 484, care of White's, 33, Fleet-street, E.C.4.

WIMBLEDON.—WANTED, TWO Centre Court SEATS for whole meeting.—Write, stating price, row, &c., C. D. Griffiths, Cedar House, Highbury-road, Wimbledon, S.W.19.

REPEAL of the BLASPHEMY LAWS.—MEETING at ESSEX HALL on Friday, April 23, at 8 o'clock. Speakers, Rev. Canon Donaldson, M.A., Rev. W. Copeland Bowie, D.D., Rev. W. E. Moll, M.A., Mr. George Lansbury, M.P., Mr. Ernest Thurtle, M.P., and others. Admission free.

SEE Advertisement under Business Offers.—BM/BCLS

WALTON HEATH, golf, 450ft. up.—Picturesque RESIDENCE; six bed, three reception, bath room; 1½ acre; low price, Freehold.—Write Box N.1,854, The Times, E.C.4.

WILL SOMEBODY very kindly SUGGEST comfortable, fairly inexpensive HOTEL, Ostend or Blankenberg, during August (children)?—Write Box O.231, The Times, E.C.4.

TO be LET, comfortably FURNISHED SELF-CONTAINED FLAT; one sitting room, two bed rooms, and bath room.—17, Bryanston-street, Marble Arch.

TULSE HILL PARK.—FLAT to be LET, five rooms and offices; self-contained; separate entrance, good hall, bath, electric light; garden; £130 inclusive.—'Phone Streatham 1165.

ANTIQUE CARVED OAK FOUR-POSTER BEDS for SALE, also CHIPPENDALE ditto, complete box-spring, mattress, hangings, £35. Antique Oak BRETON large hanging wardrobe, £25. Antique black lacquer bed.—Apply 34, Old Bond-street. Regent 5115.

MAYFAIR (adjoining Grosvenor-square).—Furnished Service Flat, three rooms, bath; 10gns.—Mayfair 6950.

EXQUISITE LINGERIE, hand-made, finest materials; most moderate price; many testimonials; sample willingly sent.—Write Box Y.1,352, The Times, E.C.4.

WANTED, LOCK-UP GARAGE for one car, around Earl's Court-Olympia district; electric light and water; state best terms for long period.—Write Box, F.1,222, The Times, E.C.4.

EX-CIVIL SERVANT (45), married, travelled, linguist, energetic, desires OCCUPATION; salary secondary.—Write Box V.3, The Times, E.C.4.

CORPORAL R.A.V.C., available at once; very strongly recommended; ex-whip; excellent ... would make invaluable stud groom ... The Times, E.C.4...

PERSONAL (continued).

WANTED, a very good HOME for CAT.—Mrs Benyon, 33, Upper Berkeley-street.

BEAUTIFUL BROADWAY 18th CENTURY RESIDENCE; lounge, music room, beamed ceiling; two reception, 10 bed, two bath rooms; delightful grounds.—Write Box N.1,852, The Times, E.C.4.

PRIVATE Unfurnished RESIDENCE REQUIRED immediately to rent, about £400, London; 10-12 bed rooms, four reception rooms, two-three bath rooms; usual domestic offices.—Write Box N.1,849, The Times, E.C.4.

FOR EIGHT CHILDREN.—Will anyone LET PROPERTY (sleep ten) within 70 miles London for smallholding and stores at £50 p.a.? Full inquiries invited.—Write Box B.830, The Times, E.C.4.

SPEAKING VOICE TRAINED.—Conversation, effective public speaking, production, control, culture, tone, correct English.—R. E. Besant, 115, Gower-street, W.C.1.

FOUR-TON CRUISER, Kelvin sleeve engine; almost new; £250.—Charles Smith, care of Hillyards, Littlehampton.

KENT; excellent golf.—Modern HOUSE, beautifully fitted; three reception, period billiard room, seven bed and dressing; ¾ acre; low price.—Write Box N.1,851, The Times, E.C.4.

WEST END COURT DRESSMAKERS REQUIRE SENIOR SALES LADY; only those with exclusive London experience and accustomed to the highest class clientèle need apply.—Write in confidence full particulars of experience, age, salary, and commission expected to Box F.1,216, The Times, E.C.4.

BAR.—PRIVATE TUITION (in London) by Oxford Coach. Fees £12 12s. per paper, payable on success; final £25.—Write Box R.I.452, The Times, E.C.4.

BUSINESS OFFERS.

3 lines 15s. (minimum).

OPENINGS WANTED in sound businesses, Partnerships, Directorships, or Purchase, from £1,000 to £100,000.—Gilbert and Pratt, 18, Walbrook, E.C.4.

INVESTOR, active or not, can ACQUIRE SHARE in private company now forming to acquire "3,000 per Cent.," "The Borrower's Book on Moneylending," considered as the authority on the subject. Inquiries for advice have come in from all parts of the country, and the company will advertise book and open an advice bureau to advise borrowers free unless their interest is reduced, in which case a percentage will be charged. A fair method should bring large profits.—Write Box 796, Samson Clark and Co., Ltd., 57, Mortimer-street, W.1

THEATRES and CINEMAS.—WANTED to LEASE, with option of purchase, THEATRES or CINEMAS in the London area. Offers must bear strictest investigation.—Write Box Z.1,145, The Times, E.C.4.

WINE TRADE.—Very well-known, very old-established London Wine Merchants, having important speciality selling well, doing expanding trade, have openings for one or two DIRECTORS, in London or Provinces. Knowledge of trade not essential. To gentleman with good social position and connections, investing £1,000 to £2,000, excellent opportunity and prospects. Gentlemen of good social position ... introduce business on commission ... are also invited...

CLUB ANNOUNCEM...

3 lines 6s. (minimum...

RANELAGH CLU...

PRELIMINARY PROGRAM...
FOR 1926 SEASON.

MAY.

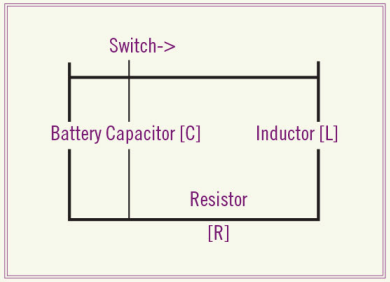
- SATURDAY, 1st .. Polo Match Under... Golf Match: Ranel... of Commons.
- MONDAY, 3rd .. Polo: Fortnightly C... Opening Tournamen...
- SATURDAY, 8th. .. Polo: Fortnightly Cup—Final.
- MONDAY, 10th .. Polo: Handicap Cha... begins.
- SATURDAY, 15th .. Polo: Handicap Cha...—Final.
- MONDAY, 17th .. Croquet: Members' To... begins (one week).
- WHIT-MONDAY, 24th Polo: Buenos Aires ... Cup begins.
- FRIDAY, 28th .. Pekin Palace Dog As... Show.
- SATURDAY, 29th .. Polo: Buenos Aires C... Cup—Final.

JUNE.

- SATURDAY, 5th .. Pony Gymkhana.
- MONDAY, 7th .. Polo: Ranelagh Open ... begins.
- WEDNESDAY, 9th .. Annual Horse and Polo ... Show and Jumping Competi...
- SATURDAY, 12th .. Polo: Ranelagh Open C... Final.
- MONDAY, 14th .. Polo: Ranelagh Invita... Tournament begins. Croquet: Open Tourname... begins (fortnight).
- SATURDAY, 19th .. Polo: Ranelagh Invitatio... Tournament—Final. Ladies' Mounted Sports.
- MONDAY, 21st. .. Polo: Novices' Challenge Cu... begins. Polo: Hunt Challenge Cu... begins.
- WEDNESDAY, 23rd .. Indian Empire Day. 12th Royal Lancers' Musical Ride and Band.
- SATURDAY, 26th .. Polo: Novices' Challenge Cup—Final. Polo: Hunt...

Example 6: Value of a resistor in an electrical circuit.

Find the value of a resistor in an electrical circuit which will dissipate the charge to 1 percent of its original value within one twentieth of a second after the switch is closed.



q0=	9	volts
q(t)=	0.09	volts
t=	0.05	seconds
L=	8	henrys
C=	0.0001	farads
R=	300	ohms
q(t)=	0.253889	

1/[L*C_]	1250
[R_/(2*L)]^2	351.5625
SQRT(B15-B16)	29.973947
COS(T*B17)	0.07203653
-R_*T/(2*L)	-0.9375
Q0+EXP (B 19)	3.52445064

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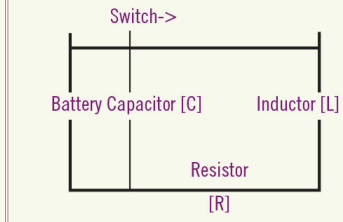

q0=	9	volts
q(t)=	0.09	volts
t=	0.05	seconds
L=	8	henrys
C=	0.0001	farads
R=	300	ohms
q(t)=	0.253889	

1/[L*C_]	1250
[R_/(2*L)]^2	351.5625
SQRT(B15-B16)	29.973947
COS(T*B17)	0.07203653
-R_*T/(2*L)	-0.9375
Q0+EXP (B 19)	3.52445064

Taken from: The Non-Designer's Design Book

Porche

Porche worse jester pore ladle gull hoe lift wetter stop-murder an toe heft-cisterns. Daze worming war furry wicket an shellfish parsons, spatially dole stop-murder, hoe dint lack Porche an, infect, word orphan traitor pore gull mar lichen ammonol dinner hormone bang.

Porche's furry gourd-murder whiskered, "Watcher crane aboard?"

Porche

Porche worse jester pore ladle gull hoe lift wetter stop-murder an toe heft-cisterns. Daze worming war furry wicket an shellfish parsons, spatially dole stop-murder, hoe dint lack Porche an, infect, word orphan traitor pore gull mar lichen ammonol dinner hormone bang.

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I'm **centered**.
If you're
going to center it,
make
it
obvious.

Am I centered?
Maybe? Who
can say really.
This may have
all just been an
accident.

I am
most definitely
centered.
See that
line?
Yup,
you do.

But really, which is the stronger line?

But really, which is the stronger line?

PRO TIP

Don’t center anything (by default)

and when you do center
something,
do it on purpose
and
make
it
obvious!

First Friday Club

Winter Reading Schedule

Friday November 1 at 5 p.m. *Cymbeline*
In this action-packed drama, our strong and true heroine, Imogen, dresses as a boy and runs off to a cave in Wales to avoid marrying a man she hates.

Friday, December 6, 5 p.m. *The Winter's Tale*
The glorious Paulina and the steadfast Hermione keep a secret together for sixteen years, until the Delphic Oracle is proven true and the long-lost daughter is found.

All readings held at the Mermaid Tavern, Grand Hall. Sponsored by the Community Education Program. Tickets $10 and $8

For ticket information phone 555-1212

Also Friday, January 3 at 5 p.m. *Twelfth Night*
Join us as Olivia survives a shipwreck, dresses as a man, gets a job, and finds both a man and a woman in love with her.

Taken from: The Non-Designer's Design Book

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The Mermaid Tavern
All readings are held at The Mermaid Tavern in the Grand Hall
Sponsored by the Community Education Program
Tickets $10 and $8
For ticket information phone 555.1212

Taken from: The Non-Designer's Design Book

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Temple of Beer Worship

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3 Contrast

If it's not exactly the same, make it very different

ANOTHER NEWSLETTER!

J a n u a r y F i r s t 2 0 0 5

Exciting Headline

Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils debt pimple colder Guilty Looks. Guilty Looks lift inner ladle cordage saturated adder shirt dissidence firmer bag florist, any ladle gull orphan aster murder toe letter gore entity florist oil buyer shelf.

Thrilling Subhead

"Guilty Looks!" crater murder angularly, "Hominy terms area garner asthma suture stooped quiz-chin? Goiter door florist? Sordidly NUT!"

"Wire nut, murder?" wined Guilty Looks, hoe dint peony tension tore murder's scaldings.

"Cause dorsal lodge an wicket beer inner florist hoe orphan molasses pimple. Ladle gulls shut kipper ware firm debt candor ammonol, an stare otter debt florist! Debt florist's mush toe dentures furry ladle gull!"

Another Exciting Headline

Wail, pimple oil-wares wander doe wart udder pimple dum wampum toe doe. Debt's jest hormone nurture.

Wan moaning, Guilty Looks dissipater murder, an win entity florist. Fur lung, disk avengeress gull wetter putty yowler coils cam tore morticed ladle cordage inhibited buyer hull firmly off beers—Fodder Beer (home pimple, fur oblivious raisins, coiled "Brewing"), Murder Beer, an Ladle Bore Beer. Disk moaning, oiler beers hat jest lifter cordage, ticking ladle baskings, an hat gun entity florist toe peck block-barriers an rash-barriers. Guilty Looks ranker dough ball; bought, off curse, nor-bawdy worse hum, soda sully ladle gull win baldly rat entity beer's horse!

Boring Subhead

Honor tipple inner darning rum, stud tree boils fuller sop—wan grade bag boiler sop, wan muddle-sash boil, an wan tawny ladle boil. Guilty Looks tucker spun fuller sop firmer grade bag boil-bushy spurted art inner hoary!

"Arch!" crater gull, "Debt sop's toe hart—barns mar mouse!"

Dingy traitor sop inner muddle-sash boil, witch worse toe coiled. Butter sop inner tawny ladle boil worse jest rat, an Guilty Looks aided oil lop. Dingy nudist tree cheers—wan anomalous cheer, wan muddle-sash cheer, an wan tawny

Another Newsletter!

J a n u a r y F i r s t 2 5 2 5

Exciting Headline

Wants pawn term dare worsted ladle gull hoe hat search putty yowler coils debt pimple colder Guilty Looks. Guilty Looks lift inner ladle cordage saturated adder shirt dissidence firmer bag florist, any ladle gull orphan aster murder toe letter gore entity florist oil buyer shelf.

Thrilling Subhead

"Guilty Looks!" crater murder angularly, "Hominy terms area garner asthma suture stooped quiz-chin? Goiter door florist? Sordidly NUT!"

"Wire nut, murder?" wined Guilty Looks, hoe dint peony tension tore murder's scaldings.

"Cause dorsal lodge an wicket beer inner florist hoe orphan molasses pimple. Ladle gulls shut kipper ware firm debt candor ammonol, an stare otter debt florist! Debt florist's mush toe dentures furry ladle gull!"

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Taken from: The Non-Designer's Design Book

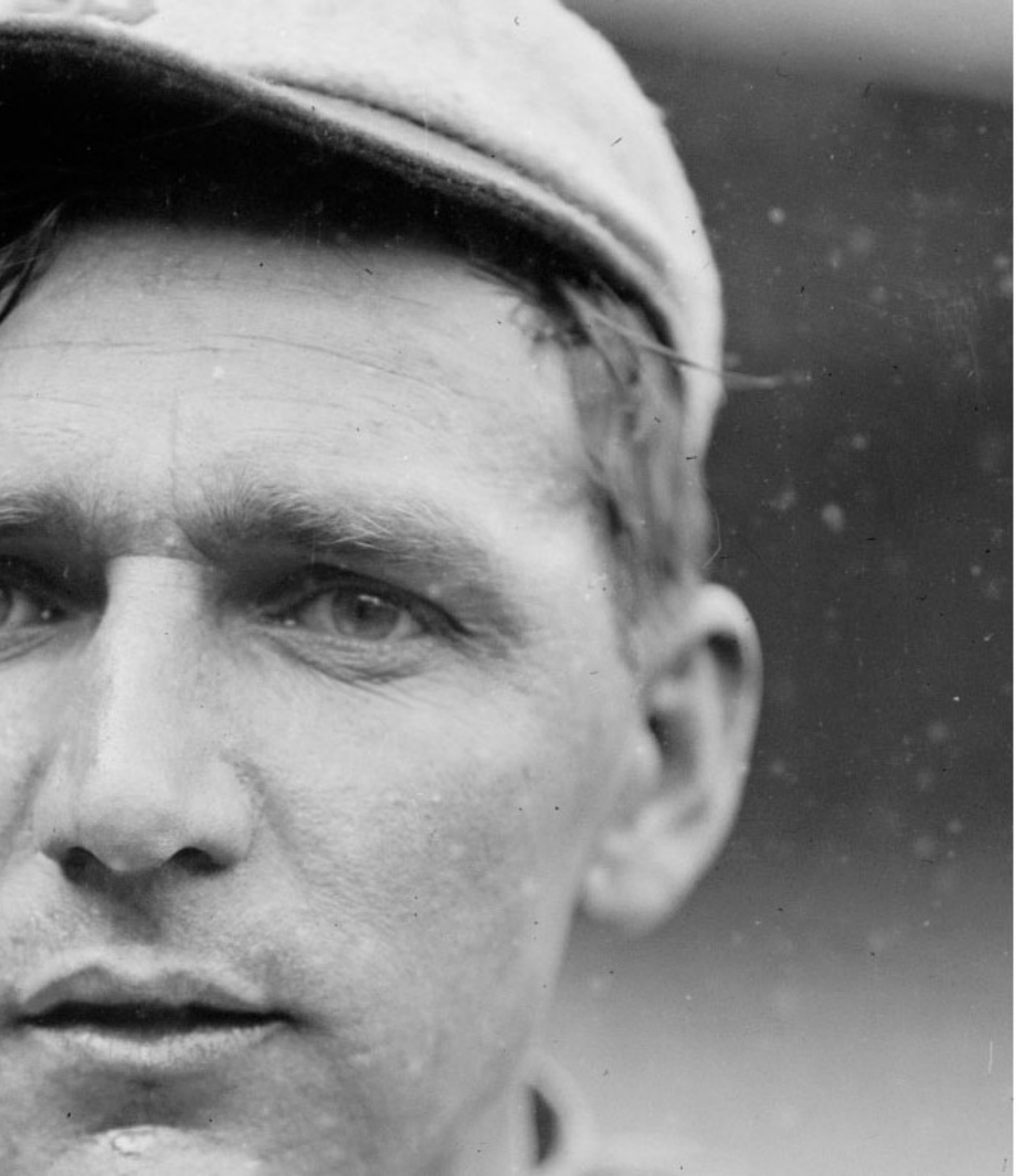
don’t be a

WIMP

if it’s going to be different, for goodness sake make it different.

SIZE

you can’t contrast 12pt with 13pt font.



THE EEPHUS LEAGUE MAGAZINE

ISSUE №

01

KEYBOARD NAVIGATION

▽ △

http://eephusleague.com/magazine/

COLOR

you can’t contrast dark brown with black. srsly.

NYC Wayfinding | Pentagram

PRO TIP

White space is your friend

truly, it is.

THERE IS BUT ONE GAME

& THAT GAME IS BASEBALL

{ PRESS THE ESC KEY FOR MORE INFORMATION }

SCROLL DOWN TO BEGIN

"It's hard to win a pennant, but it's harder losing one."

— Chuck Tanner

The Eephus League began as a student project, an answer to a question. How could I create a project about baseball, yet still have a directed focus for the content? How could I distill the ethos of the game into a core idea for a website and community? I loved the design of baseball, the vernacular, the printed ephemera, but I needed a common thread to tie it together, and I finally found it in Minutiae. Baseball is a massive entity, steeped in equations, history, and tradition, but it's the small things that emerge in and because of baseball that I love. The Eephus League website serves as a celebration of the spirit of baseball and what it has given us over the past 150 years.

This Eephus League online magazine is a further commemoration of baseball's beauty, oddities and wonderful fans. Through this publication I hope to delve deeper into the nooks and crannies of our game, and preserve these small pieces of triviality lovingly and permanently. It is as much a tribute to the game itself as to its enormous and diverse group of fans. Much of the content inside was generated by passionate and talented fans, expressing their love of the game in infinitely unique and personal ways. Baseball touches each of us in different ways, and in turn the manners in which we

The New York Times

BASEBALL HALL OF FAME • 2013 ELECTION

And the Inductees Are . . .

Questions of Strategy As Griffin Has Surgery

By JUDY BATTISTA

Washington Redskins quarterback Robert Griffin III had two knee ligaments surgically repaired Wednesday — including a reconstruction of the anterior cruciate ligament and a repair of a tear in the lateral collateral ligament — the result of a knee injury he sustained during Sunday's playoff loss to the Seattle Seahawks.

The injury puts the availability of Griffin, a leading candidate for rookie of the year honors, in doubt for next season and calls into question whether his dynamic style of play can, or should, be continued when he returns.

It was the second time Griffin's A.C.L. had to be reconstructed; the first was when he was at Baylor in 2008. It is unclear how long his recovery will take, but the tear in the L.C.L. is considered by doctors to be a serious complication that could extend the time frame for his return well past the start of the 2013 season.

Dr. James Andrews, the highly regarded orthopedic surgeon who operated on Griffin — and is also a Redskins team doctor — said in a statement released through the team, "We expect a full recovery, and it is everybody's hope and belief that due to Robert's high motivation, he will be ready for the 2013 season."

He added, "The goal of his treatment is to give him the best opportunity for a long professional career."

Still, that does not make clear if Griffin will be ready for the start of the season in September, a timetable that might be overly optimistic. Minnesota Vikings running back Adrian Peterson tore his A.C.L. last December, was ready for the

Continued on Page B10

TWILIGHT OF THE SQUIRREL

Ray Lewis of the Ravens will retire after the season, which means time is running out on his signature dance, the Squirrel. Page B13.

ANTHONY SUSPENDED FOR A GAME

The N.B.A. punished Carmelo Anthony for sucker-punching Kevin Garnett by the Celtics' locker room. Page B15.

The Burp Castle
Temple of Beer Worship
41 East 7th Street, East Village
Between 2nd Ave & Cooper Sq
212-982-4576
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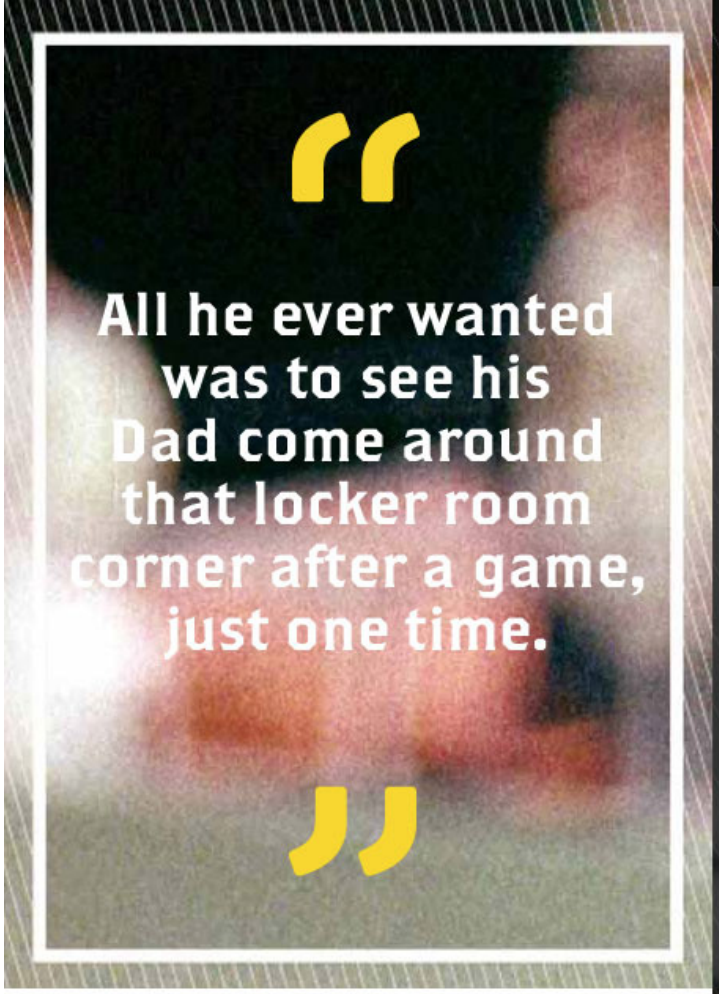
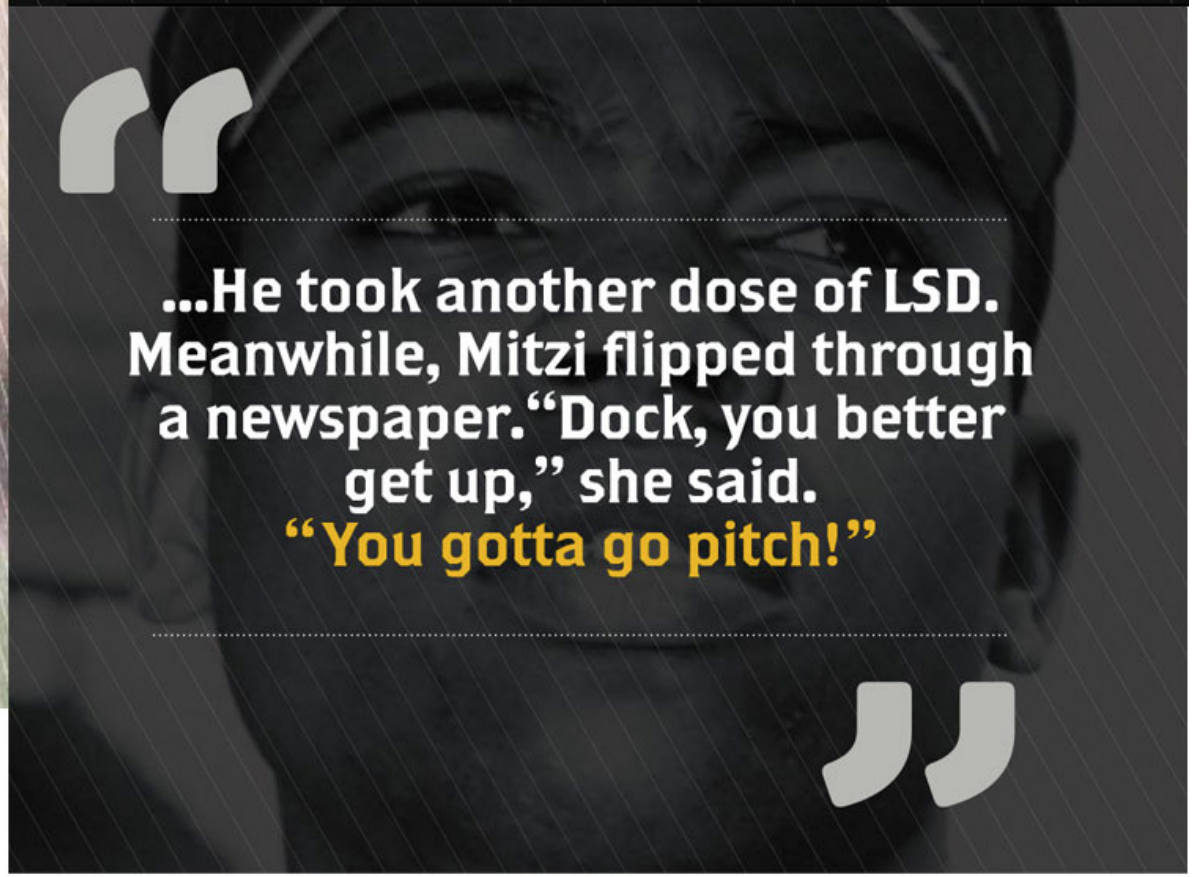
4 Repetition

Pick a visual element & do it over and over

DOCK ELLIS VIDEOS





1 2 3 4 5 6

ESPN: The Long, Strange Trip of Dock Ellis

UNITY

be consistent to unify a piece

BIOLOGY | BIOCHEMISTRY

Learning to Speak Shrub

Using molecular codes, plants cry for help, ward off bugs, and save each other.

◆

BY ELIZABETH PRESTON
ILLUSTRATION BY ERIC NYQUIST

9 COMMENTS FACEBOOK TWITTER

Entomologist Richard Karban knows how to get sagebrush talking. To start the conversation, he poses as a grasshopper or a chewing beetle—he uses scissors to cut leaves on one of the shrubs. Lopping off the leaves entirely won't fool the plants. So he makes many snips around the edges and tips of the leaves—"a lot of little bites."

A few months later, Karban, a professor at the University of California, Davis who studies plant

ISSUE 006
SECRET CODES
EXPLORE THIS ISSUE

INTRODUCTION

CHAPTER ONE
NATURE'S CODES

NY Times, Drought's Footprint

IDENTITY

do the same thing across multiple pieces to build identity

THE CRITICS

THE CURRENT CINEMA

DANGEROUS WATERS

BY ANTHONY LANE

"Captain Phillips," "Parkland."

A CRITIC AT LARGE

UNCOMMON MAN

BY ALEX ROSS

Henry Wallace's radical life.

BOOKS

MURDER BY POISON

BY JOAN ACOCELLA

The arsenic-poisoning craze.

BRIEFLY NOTED

"MADDADDAM"

"THE AFFAIRS OF OTHERS"

"AN APPETITE FOR WONDER"

"MASTERING THE ART OF SOVIET COOKING"

WORK FOR HIRE

AMY POEHLER: "Take Your Licks"

JEREMY DENK: "Piano Man"

THEATRE | ART | NIGHT LIFE | DANCE
CLASSICAL MUSIC | MOVIES | FOOD AND DRINK
ABOVE AND BEYOND

SASHA FRERE-JONES: FUCK BUTTONS AT (LE) POISSON ROUGE

PETER SCHJELDAHL: MIKE KELLEY AT MOMA PS1

RICHARD BRODY: "TO SAVE AND PROJECT" AT MOMA

HANNAH GOLDFIELD: THE SANDWICH MOMENT

AMELIA LESTER ON VIRGOLA

THE TALK OF THE TOWN

COMMENT

WASHINGTON DRAMAS

BY MARGARET TALBOT

Republicans and the government shutdown.

TWO CITIES DEPT.

TOYLAND

BY NICK PAUMGARTEN

A tale of bikers and New York.

DEPT. OF BELLES-LETTRES

ED RUSCHA: "Pure Bleach"

FICTION & POETRY

FICTION

"KATANIA"

BY LARA VAPNYAR

"KALE," BY JORDAN DAVIS

"BIG SCENES," BY JAMES RICHARDSON

SHOUTS & MURMURS

FINAL CONVERSATIONS AT POMPEII

BY JESSE EISENBERG

CARTOONS

DRAWINGS: *Bruce Eric Kaplan, Sam Gross, Michael Maslin, Drew Dernavich, P. C. Vey, Gahan Wilson, Edward Steed, Frank Cotham, Jack Ziegler, Christopher Weyant, Zachary*

Person of the Year
TIME
Newsweek's
Tina Brown
TIME
The Next President
TIME
Madame President
PERSON OF THE CENTURY
TIME
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What Happens if We Leave Afghanistan
TIME
Survivor
TIME
The Meaning Of Michelle
TIME
The Contender
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IDENTITY AND THE MODERN HERO
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Over the line
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51 Things You Can Do to Make a Difference
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TARGET: BIN LADEN
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THERE CAN ONLY BE ONE
Person of the Year
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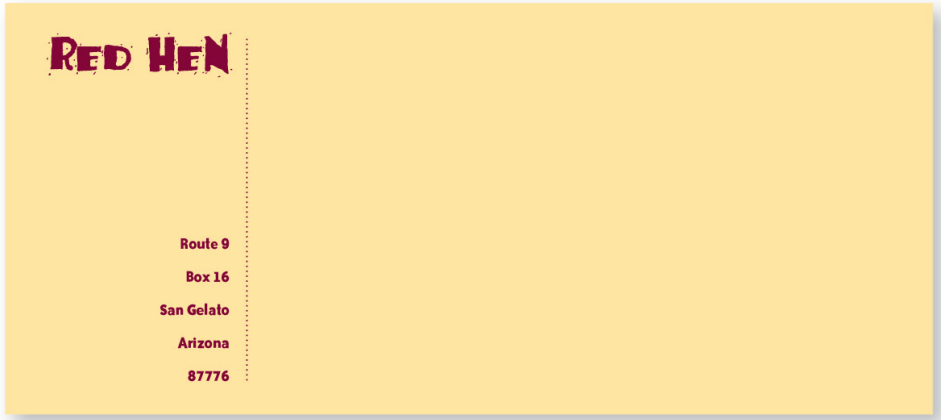
Reborn In the USA
TIME
WORLD
WHAT HAVE YOU BEEN DOING WRONG?
TIME
Olympic Legend
TIME
Survivor



: The Non-Designer's Design Book

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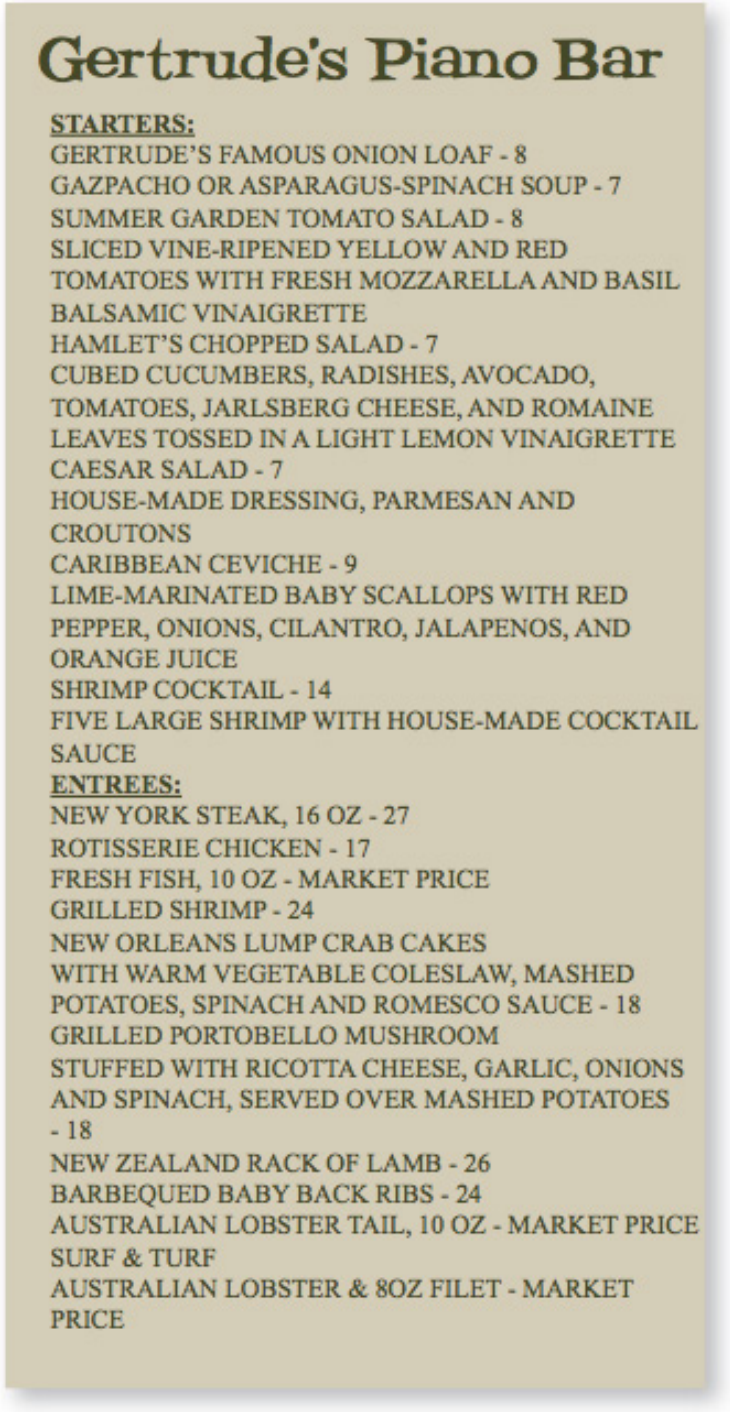

Gertrude's Piano Bar

STARTERS:
GERTRUDE'S FAMOUS ONION LOAF - 8
GAZPACHO OR ASPARAGUS-SPINACH SOUP - 7
SUMMER GARDEN TOMATO SALAD - 8
SLICED VINE-RIPENED YELLOW AND RED TOMATOES WITH FRESH MOZZARELLA AND BASIL BALSAMIC VINAIGRETTE
HAMLET'S CHOPPED SALAD - 7
CUBED CUCUMBERS, RADISHES, AVOCADO, TOMATOES, JARLSBERG CHEESE, AND ROMAINE LEAVES TOSSED IN A LIGHT LEMON VINAIGRETTE
CAESAR SALAD - 7
HOUSE-MADE DRESSING, PARMESAN AND CROUTONS
CARIBBEAN CEVICHE - 9
LIME-MARINATED BABY SCALLOPS WITH RED PEPPER, ONIONS, CILANTRO, JALAPENOS, AND ORANGE JUICE
SHRIMP COCKTAIL - 14
FIVE LARGE SHRIMP WITH HOUSE-MADE COCKTAIL SAUCE
ENTREES:
NEW YORK STEAK, 16 OZ - 27
ROTISSERIE CHICKEN - 17
FRESH FISH, 10 OZ - MARKET PRICE
GRILLED SHRIMP - 24
NEW ORLEANS LUMP CRAB CAKES WITH WARM VEGETABLE COLESLAW, MASHED POTATOES, SPINACH AND ROMESCO SAUCE - 18
GRILLED PORTOBELLO MUSHROOM STUFFED WITH RICOTTA CHEESE, GARLIC, ONIONS AND SPINACH, SERVED OVER MASHED POTATOES - 18
NEW ZEALAND RACK OF LAMB - 26
BARBEQUED BABY BACK RIBS - 24
AUSTRALIAN LOBSTER TAIL, 10 OZ - MARKET PRICE
SURF & TURF
AUSTRALIAN LOBSTER & 8OZ FILET - MARKET PRICE

Let's redesign this.

← actual restaurant menu, no joke

Taken from: The Non-Designer's Design Book

Gertrude's Piano Bar

Starters

Gertrude's Famous Onion Loaf - 8

Gazpacho or Asparagus-Spinach Soup - 7

Summer Garden Tomato Salad - 8
sliced vine-ripened yellow and red tomatoes
with fresh mozzarella and basil Balsamic vinaigrette

Hamlet's Chopped Salad - 7
cubed cucumbers, radishes, avocado, tomatoes, Jarlsberg
cheese, and romaine leaves tossed in a light lemon vinaigrette

Caesar Salad - 7
house-made dressing, Parmesan, and croutons

Caribbean Ceviche - 9
lime-marinated baby scallops with red pepper, onions, cilantro,
jalapenos, and orange juice

Shrimp Cocktail - 14
five large shrimp with house-made cocktail sauce

Entrees

New York steak, 16 ounce - 27

Rotisserie Chicken - 17

Fresh Fish, 10 ounce - Market Price

Grilled Shrimp - 24

New Orleans Lump Crab Cakes - 18
with warm vegetable coleslaw, mashed potatoes, spinach,
and Romesco sauce

Grilled Portobello Mushroom - 18
stuffed with Ricotta cheese, garlic, onions and spinach,
served over mashed potatoes

New Zealand Rack of Lamb - 26

Barbequed Baby Back Ribs - 24

Australian Lobster Tail, 10 ounce - Market Price

Surf & Turf
Australian Lobster & 8 ounce Filet - Market Price

Taken from: The Non-Designer's Design Book

Gertrude's Piano Bar

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Gertrude's Piano Bar

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Caesar Salad *house-made dressing, Parmesan, and croutons*	7
Caribbean Ceviche *lime-marinated baby scallops with red pepper, onions, cilantro, jalapenos, and orange juice*	9
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Rotisserie Chicken	17
Fresh Fish, 10 ounce	Market Price
Grilled Shrimp	24
New Orleans Lump Crab Cakes *with warm vegetable coleslaw, mashed potatoes, spinach, and Romesco sauce*	18
Grilled Portobello Mushroom *stuffed with ricotta cheese, garlic, onions and spinach, served over mashed potatoes*	18
New Zealand Rack of Lamb	26
Barbequed Baby Back Ribs	24
Australian Lobster Tail, 10 ounce	Market Price
Surf & Turf: Australian Rock Lobster & 8 ounce Filet	Market Price

Taken from: The Non-Designer's Design Book

James Clifton Thomas
123 Penny Lane
Portland, OR 97211
(888) 555-1212

PROFILE:
A multi-talented, hard-working young man, easy to get along with, dependable, and joyful.

ACCOMPLISHMENTS:
January 2006-present Web designer and developer, working with a professional team of creatives in Portland.

May 2000-January 2006 Pocket Full of Posies Day Care Center. Changed diapers, taught magic and painting, wiped noses, read books to and danced with babies and toddlers. Also coordinated schedules, hired other teachers, and developed programs for children.

Summer 2006 Updated the best-selling book, *The Non-Designer's Web Book* with my mom (Robin Williams) and John Tollett.

1997-2000 Developed and led a ska band called Lead Veins. Designed the web site and coordinated a national tour.

EDUCATION:
2002-2005 Pacific Northwest College of Art, Portland, Oregon: B.A. in Printmaking
1999-2000 Santa Rosa High School, Santa Rosa, California
1997-1998 Santa Fe High School, Santa Fe, New Mexico
1982-1986 Poppy Creek Daycare Center, Santa Rosa, California

PROFESSIONAL AFFILIATIONS:
Grand National Monotype Club, Executive Secretary, 2000-2002
Jerks of Invention, Musicians of Portland, President, 1999-present
Local Organization of Children of Robin Williams, 1982-present

HOBBIES:
Snowboarding, skateboarding, tap dancing, cooking, magic, music (trumpet, drums, vocals, bass guitar), portrait drawing

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