



TABLE OF CONTENTS



IN DEPTH

Facebook 12
Our round table panel discusses the joys and woes of using Facebook

Being “Unfollowed” 20
A designer’s take on Twitter and what being unfollowed actually means

THE BIG DREAM

Pete Harrison 22
An interview with one of the UK’s youngest aspiring designers.

THE TASK LIST

Designing A Blog, Part 1 27
Kristopher Louie explains the fundamentals of blog design

Promoting Yourself Online 34
How to make yourself stand out from the rest of the crowd using what’s available online

Getting a job with LinkedIn 40
How to set up a LinkedIn profile that will get you a job

Big Cartel 44
How to sell your crafts online using Big Cartel

INSPIRATIONAL PROJECTS

What Makes You Smile 48
An organization that’s guaranteed to make you smile

People & Things 54
A community of photographers and their perspectives of the world

Depthcore 60
A collaborative gallery created by a group of creatives

ESSENTIALS

Contributors 4
Talking back 6
US subscriptions 47
International subs 59
Next issue 72

ART NOUVEAU
The Forgotten Collection

Nobeless Gallery

November 23rd, 2010 to
February 12th, 2011

CONTRIBUTORS

2 W 13th Street, 802, New York, NY 10003
Phone 19176868770
Email mail@boredmagazine.com
Web www.boredmagazine.com

EDITORIAL



Kristopher Louie
kris.louie@boredmagazine.com



Briana Fahey
briana.fahey@boredmagazine.com



Leslie Shapiro
leslie.shapiro@boredmagazine.com

CONTRIBUTORS

Eva Bochem, Natan Daskal,
Michael Tully, Mollie Ableman,
Chelsea Baken, Phillip Campion,
John Carl, Na Ri Shin, Hyun
Kim, Diandra Muley

Paper Graphcote 80gsm,
Lumiart 250gsm cover
Typeface Knockout, Archer

PARSONS PUBLICATIONS

Camille Bugden Instructor

Subscriptions
19176868770
www.boredmagazine.com/subscribe
Next issue on sale April 2011



Images for all

With our Subscription, they're cheaper than ever, starting from just 7p! Download up to 250 high-res images a day. Choose a Subscription from 1, 3, 6 or 12 months. Single downloads are also available. Call 020 8816 7284 or visit:*

www.fotalia.co.uk

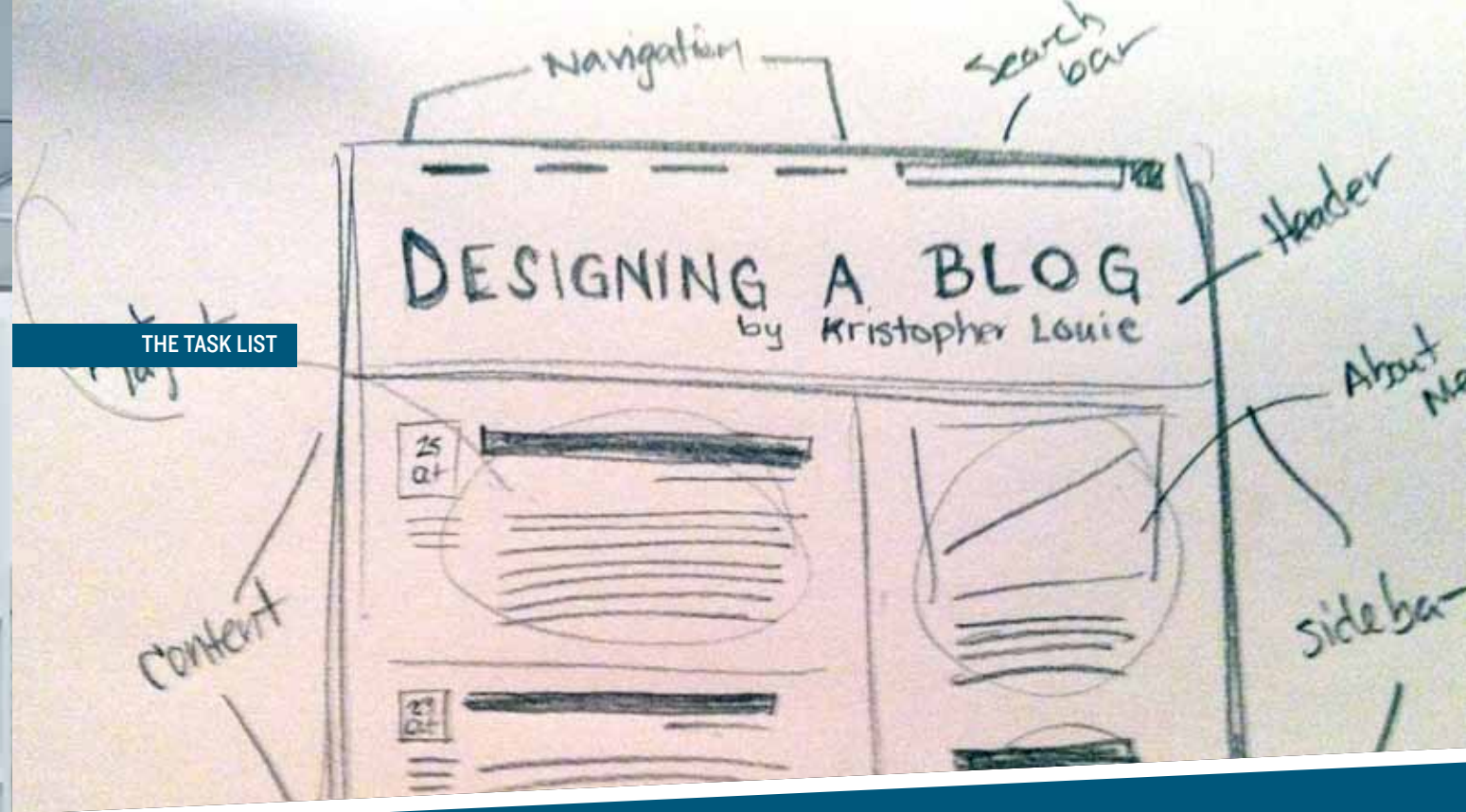
 **fotalia**

*The Subscription can be shared with an unlimited number of accounts. Maximum downloads per day can be set for each user. All this can be managed from one account.



our clean room

THE TASK LIST



The first time I designed a blog was back during the Xanga and LiveJournal era. Now there are various Content Management Systems (CMS) that can act as a blogging platform, ie. Wordpress, Expression Engine, Drupal. Out of the bunch I decided to go with Wordpress because of its opensource and user friendliness. As I started to design my own blog, I encountered a lot of questions and issues that required a lot of research in order to solve. Since I wanted to have a complete grasp of a concept before I started it took time before I fleshed out a finished design. I'm glad it took as long as it did because I learned a lot and in the end improved on some essential skills.

With this article, I want to share with you the resources I discovered and hopefully provide a better understanding of the blog design principles through a series of articles which will eventually form into a solid guide from start to finish.

Making microprocessors is a tricky business.
The tiniest speck of dust is the equivalent to a two-ton boulder around our microscopic transistors. This is why our clean rooms are 10,000 times cleaner than a hospital operating room. It's also why our workers must wear those silly-looking outfits. Learn more at sponsorsoftomorrow.com.



Sponsors of Tomorrow.™

DESIGN STANDARDS AND VALIDATION

Before designing a blog, you should have a grasp of the current web standards. Although there are a lot of blogs that aren't completely up to date with these standards, and a lot of bloggers would say it's something very minor, following web standards will help you learn the proper way of coding, leading to a validated blog.

Why is validation so important? Having a validated web site will: increase your search engine ranking, allow your blog to be cross-browser compatible and be less likely to "break".

Don't believe me? Well here's a list of web sites and articles discussing web standards:

Validating a Web site

http://codex.wordpress.org/Validating_a_Website

Wikipedia: Web Standards

http://en.wikipedia.org/wiki/Web_standards

Web Standards Group

<http://webstandardsgroup.org>

The Web Standards Project

<http://www.webstandards.org>

W3Schools

<http://www.w3schools.com>

As you begin to design and develop using the current standards it's important to validate your code. The easiest and most efficient validator is W3Schools' Validator (<http://validator.w3.org>). If your code is valid you'll be prompt with a congratulations page, if it isn't it will list all the lines which are believed to be at fault.

THE HEADER

The first layout element that I suggest designing is the header. As one of the most important parts of your blog, other than the content itself, this is the area of your blog that readers will see first. So you might want to make it stand out from all the other blogs. As with all designs, the key to making your header, let alone anything, memorable relies on several basics: Color, Contrast, Shape, Size, Space and Texture. By utilizing these elements of design, you can achieve phenomenal results.

What should you incorporate in your header? Many web sites, some of which you will see throughout the article feature two essential parts: the logo and the main navigation. The logo is essential so that the viewer is aware of the web site. The primary navigation is a standard that most viewers today have grown accustomed to. It's not to say that the primary navigation is always in the header but it is normally within close range of the header.

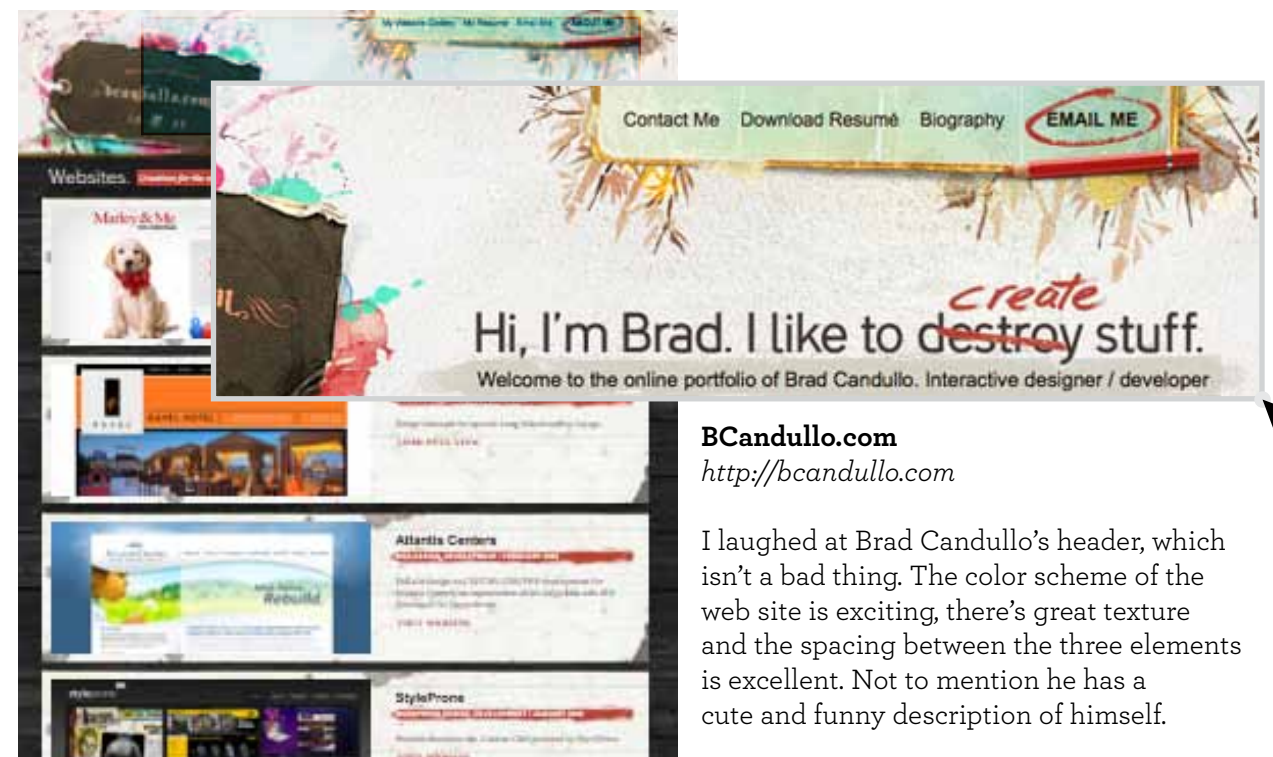
Are you wondering what a good header looks like? Let's take a look at some examples...



Viget Inspire

<http://www.viget.com/inspire>

Viget Inspire has a beautifully edited photograph with very subtle shades of color which gives a very nice aesthetic. The logo is large and at the top, receiving the most focus in the header.



BCandullo.com

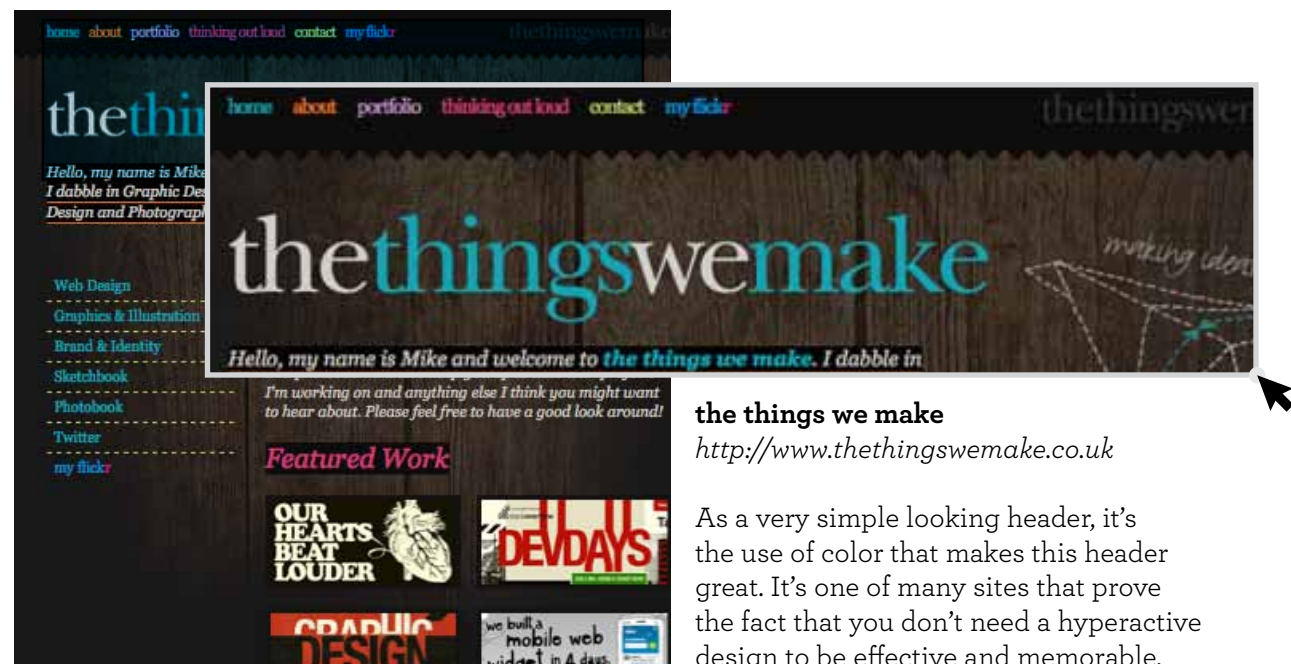
<http://bcandullo.com>

I laughed at Brad Candullo's header, which isn't a bad thing. The color scheme of the web site is exciting, there's great texture and the spacing between the three elements is excellent. Not to mention he has a cute and funny description of himself.



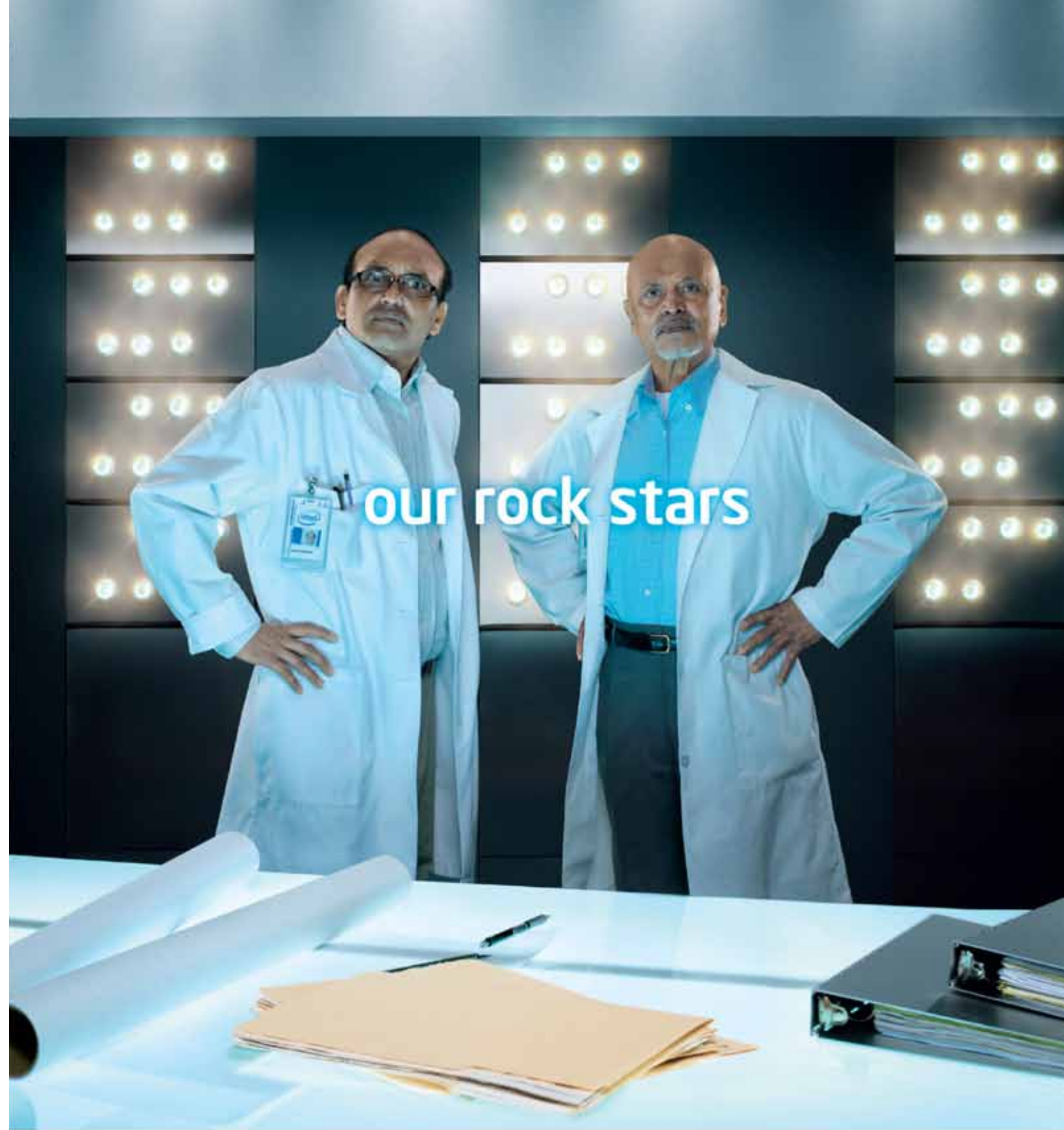
Web Designer Wall
<http://webdesignerwall.com>

One of the most memorable headers I've seen is WebDesignerWall's. There are so many hand-drawn elements with a lot of vibrant colors that make certain elements pop out. Also the flow of the shapes move the eye from left to right and back again. It's definitely one of a few headers that stick out in my mind.



the things we make
<http://www.thethingswemake.co.uk>

As a very simple looking header, it's the use of color that makes this header great. It's one of many sites that prove the fact that you don't need a hyperactive design to be effective and memorable.



our rock stars

Our hallways are filled with plenty of high-profile thinkers. But only a handful of them can completely stop a room, including men like Dr. Ted Hoff, one of the inventors of Intel's very first microprocessor. Back in 1969 their Intel® 4004 microprocessor blew people's minds wide open – a tradition that's still very much alive. Learn more at sponsorsoftomorrow.com.



Sponsors of Tomorrow.™