



# dsg> elementos num campo visual

elementos gráficos e grid  
diagramação  
**códigos+público alvo**

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Ao criar, um bom designer sublinha as passagens do briefing com potencial para o design. Um exercício interessante é escrever um breve parágrafo sobre o objetivo do projeto. **O processo de desenhar uma história em uma página deve, sempre que possível, imitar como a contamos oralmente e sugerir o que acontece paralelamente.**

**os projetos de maior sucesso são aqueles que o conteúdo precedeu a tecnologia.**

Por exemplo: se estamos contando a história de um filme, muitas vezes saímos do argumento central e pegamos um desvio para uma história secundária (que, às vezes, é melhor do que a principal).

No design também precisamos oferecer desvios visuais.

# Chega mais, Mona Lisa!

Os títulos são os faróis que nos guiam.

MUSEUS

MUSEUS

## Chega mais, Mona Lisa!

Ficou fácil estar virtualmente cara a cara com a musa de Leonardo da Vinci. Ou com a Vênus de Milo. Ou com as mulheres de Picasso. Os museus online desfilam para os navegantes um mundo de obras de arte. De graça! Sem fila! A qualquer hora! Com nosso guia, você dispensa as buscas e vai direto aos melhores. Bom, né?

Por Tetê Martinho

**A**inda tem quem se assuste com a ideia de ir a um museu? Não se preocupe, a tecnologia já fez com que isso seja muito mais fácil. Agora, basta clicar no mouse para acessar um mundo de obras de arte. De graça! Sem fila! A qualquer hora! Com nosso guia, você dispensa as buscas e vai direto aos melhores. Bom, né?

Para isso, basta clicar no mouse para acessar um mundo de obras de arte. De graça! Sem fila! A qualquer hora! Com nosso guia, você dispensa as buscas e vai direto aos melhores. Bom, né?



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Nosso destino é sempre uma massa de texto, pequenos faróis como sub-títulos e olhos ajudam a entrar na história.



A função das imagens não é ilustrar, é complementar e acrescentar + informação ao conteúdo textual






**dirigindo a visão.**

**A estrutura de uma página é baseada em três elementos.**

O **título** abre o apetite, o **subtítulo** mostra o que a história tem a oferecer e os **olhos** nos levam pela mão, ou pelo pescoço, para dentro do texto.






**Somos bombardeados por mais informação  
do que podemos processar.**

O que podemos fazer para tornar esta experiência mais eficiente?





**A hierarquia é importante.** A missão do designer é **organizar os espaços (...) editar as melhores imagens**, não importando a cor, e colocá-las na página hierarquicamente, **indicando o caminho que o olho deve seguir.**

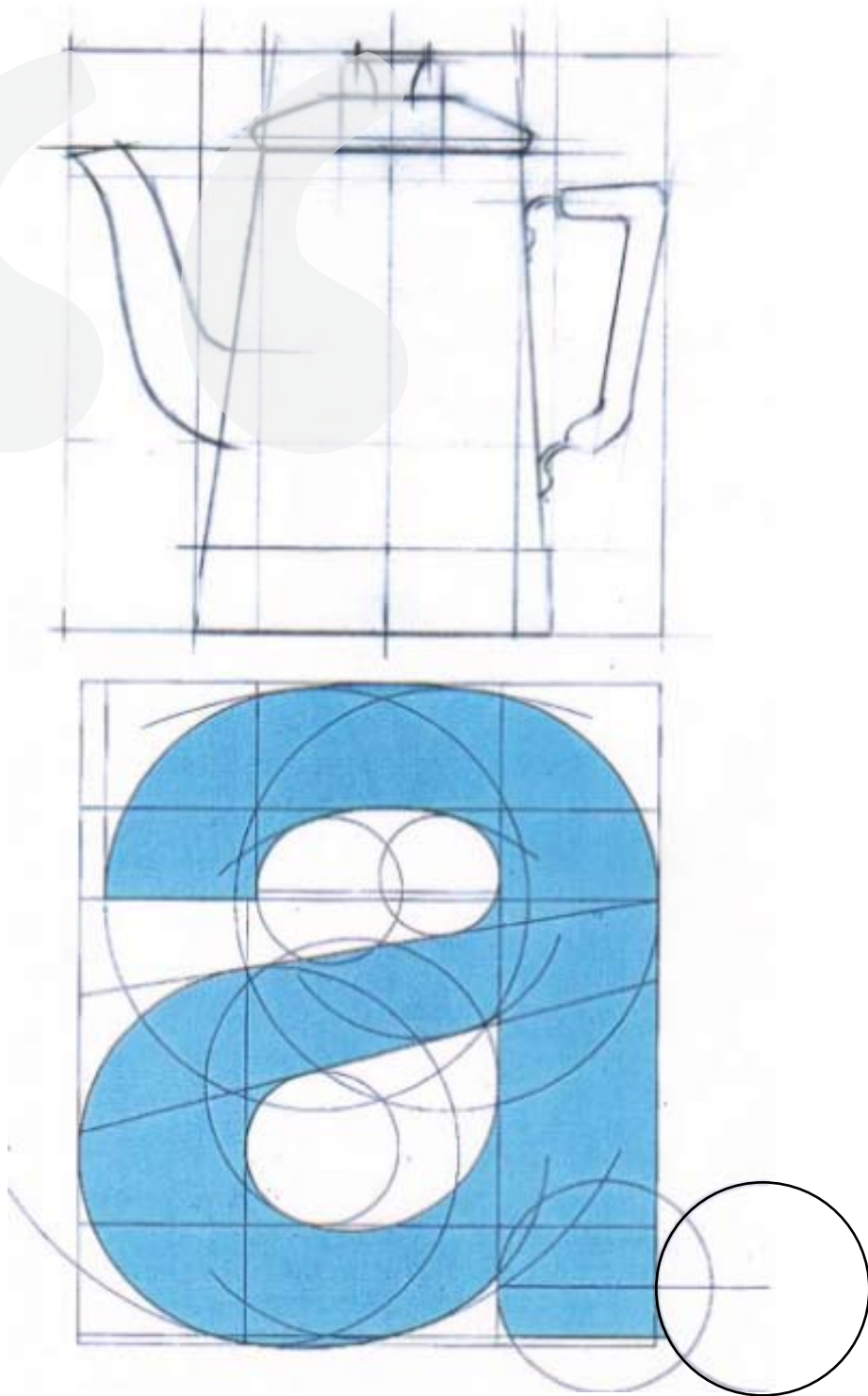
A relação Cor x PB é secundário em relação ao **conteúdo e à posição.**





O grid tipográfico é um princípio organizador que oferece precisão, ordem e clareza.

**Traduz um pensamento estrutural mesmo antes de sua codificação pelo modernismo internacional, ele caracteriza as culturas em desenvolvimento civilizatório.**

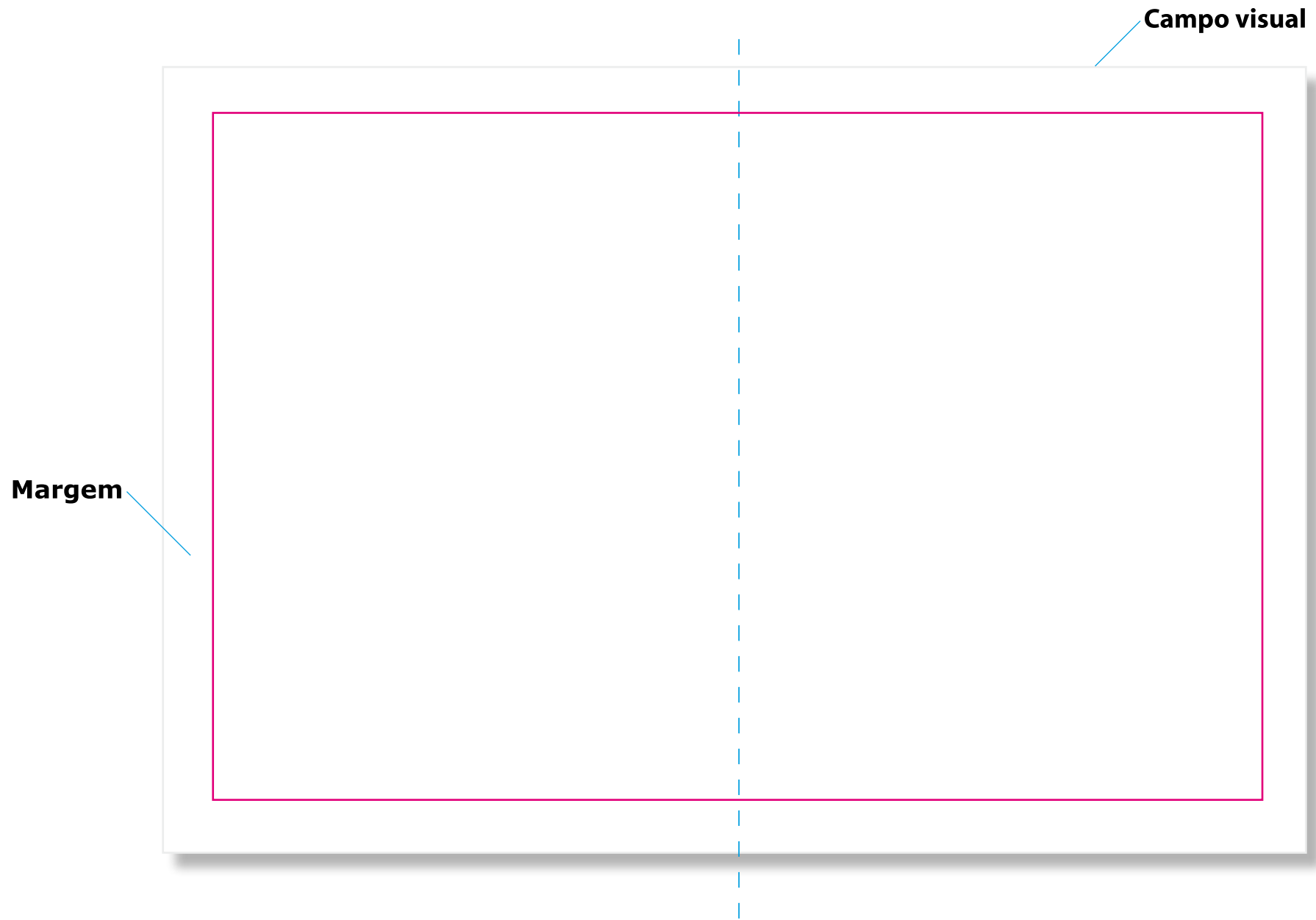


Guias ou tramas, malhas modulares ou wireframes **servem como base para criação** e construção de diagramas.

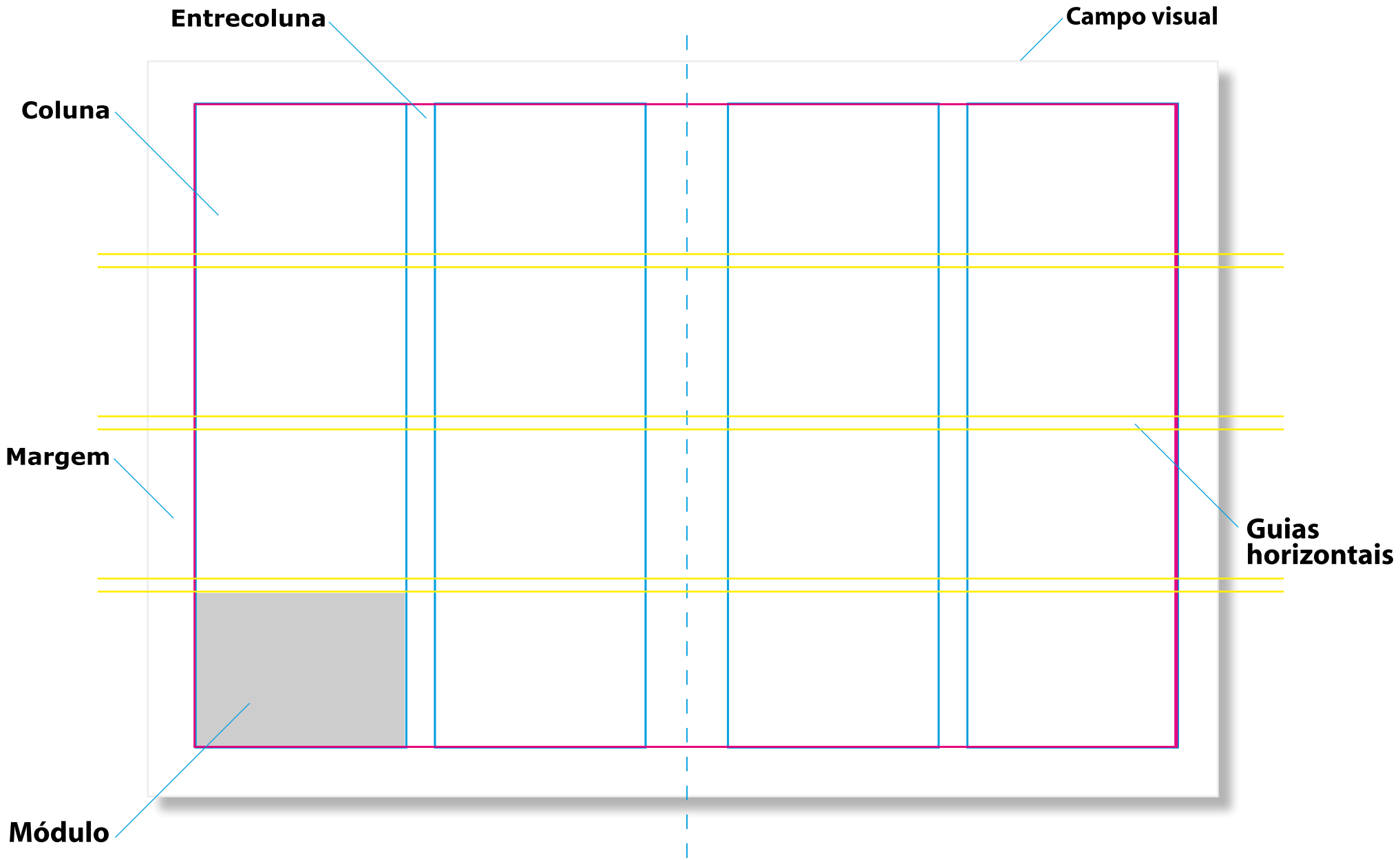
**Podem ser aplicados em relação a um desenho, uma diagramação ou uma estrutura.**



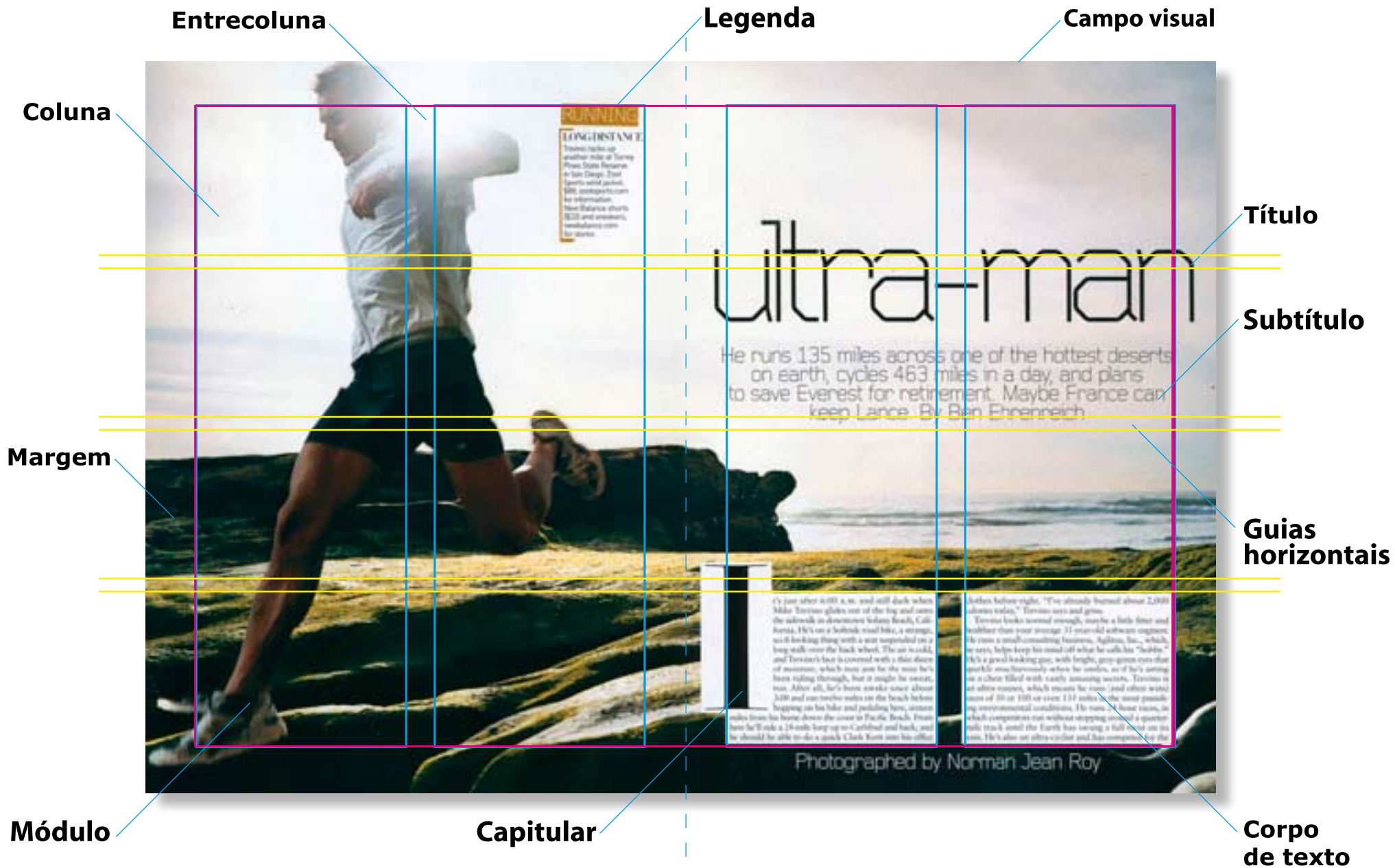
# Grid



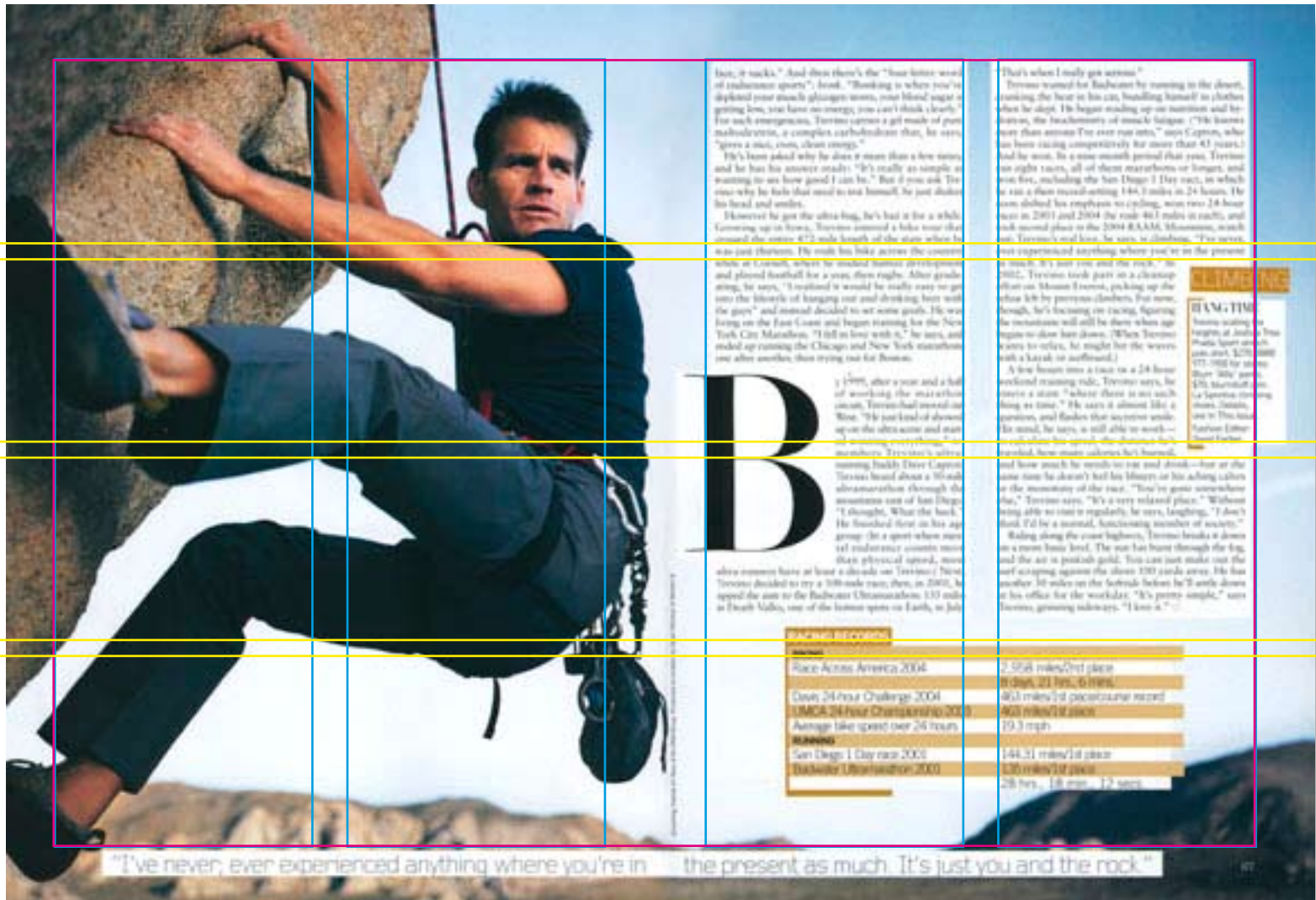
# Grid



# Elementos



# Variações



But, it sucks." And then there's the "four-letter word of endurance sports," lead. "Thinking is when you've depleted your muscle glycogen stores, your blood sugar is getting low, you have no energy, you can't think clearly." For such emergencies, Torres carries a gel made of pure maltodextrin, a complex carbohydrate that, he says, "gives a nice, even, clean energy."

He's been asked why he does it more than a few times and he has his answer ready: "It's really as simple as wanting to see how good I can be." But if you ask Torres why he feels that need to test himself, he just shakes his head and smiles.

However he got the ultra bug, he's had it for a while. Growing up in Iowa, Torres crossed a lake near that town on the same 470-mile length of the state when he was just thirteen. The route he took across the country took an hour, when he studied business development and played football for a year, then eight. After graduating, he says, "I realized it would be really easy to get into the lifestyle of hanging out and drinking beer with the guys" and instead decided to set some goals. He was living on the East Coast and began training for the New York City Marathon. "I fell in love with it," he says, and ended up running the Chicago and New York marathons one after another, then trying out for Boston.

By 1999, after a year and a half of working the marathon circuit, Torres had moved on. "We just kind of showed up on the ultra scene and started training with the elite members. This race's ultra running buddy Dave Capron, Torres heard about a 10-mile ultramarathon through the mountains east of San Diego. "I thought, What the heck." He finished third in his age group (in a sport where most elite endurance events exceed physical speed, most ultra runners have at least a decade on Torres). That's when Torres decided to try a 100-mile race; then, in 2002, he speeded the pace to the Badwater Ultramarathon, 135 miles in Death Valley, one of the hottest spots on Earth, in July.

That's when I really got serious." Torres wanted to Badwater by training in the desert, running the race to his car, bundling himself in clothes when he slept. He began making up his nutrition and hydration, the biochemistry of muscle fatigue. ("The losses were three times the water you take in," says Capron, who has been racing competitively for more than 40 years.) led he went, in a nine-month period that year, Torres ran eight races, all of them marathons or longer, and ran five, including the San Diego 1 Day race, in which he ran a three-marathon-long 144.5 miles in 24 hours. He soon shifted his emphasis to cycling, won two 24-hour races in 2001 and 2004 (he rode 461 miles in each), and took second place in the 2004 IRONMAN, triathlon, triathlon, Torres's real love. He says, in climbing, "You never ever experienced anything where you're in the present as much. It's just you and the rock."

**RACING RECORDS**

Race	Time
Race Across America 2004	2,508 miles/2nd place
10 Days, 21 hrs., 6 mins.	
Osprey 24-hour Challenge 2004	463 miles/1st place/course record
UMCA 24-hour Championship 2003	463 miles/1st place
Average bike speed over 24 hours	19.3 mph
<b>Running</b>	
San Diego 1 Day race 2005	144.51 miles/1st place
Badwater Ultramarathon 2002	135 miles/1st place
	28 hrs., 18 min., 12 sec.

It's not you and the rock." In 2002, Torres took part in a cleanup effort on Mount Everest, picking up the extra left by previous climbers. For now, though, he's focusing on racing, figuring the mechanics will still be there when age begins to slow him down. (When Torres wants to relax, he might be the waves with a kayak or surfboard.)

A few hours into a race on a 24-hour weekend training ride, Torres says, he starts a state "where there is no such thing as time." He says it almost like a mantra, and finishes that sentence while he reads, he says, is still able to work—

...and how much he needs to eat and drink—but at the same time he doesn't feel his limbs or his aching calves or the momentum of the race. "You're gone somewhere else," Torres says. "It's very relaxed place." Without being able to race regularly, he says, laughing, "I don't think I'd be a normal, functioning member of society."

Racing along the coast highways, Torres breaks it down to a more basic level. The race has been through the fog and the air is pinkish gold. You can just make out the surf crashing against the shore 100 yards away. He has another 30 miles on the left and before he'll walk down to his office for the workday. "It's pretty simple," says Torres, grinning sideways. "I love it."

"I've never, ever experienced anything where you're in the present as much. It's just you and the rock."



Letra capitular

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**Alinhamento à esquerda.**  
Blocos de texto.  
Excelente legibilidade

**Alinhamento centralizado.**  
Textos soltos, comentários e citações.  
Boa legibilidade.

**Alinhamento justificado.**  
Blocos de texto. Atenção à uniformidade visual. Excelente legibilidade.

**Alinhamento à direita.**  
Blocos de texto, comentários e citações.  
Boa legibilidade.

Letra capitular

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palavra ou sílaba que sobra na última linha do parágrafo. **Evite-a.**

**Alinhamento à esquerda.**  
Blocos de texto.  
Excelente legibilidade

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**Alinhamento justificado.**  
Blocos de texto. Atenção à uniformidade visual. Excelente legibilidade.

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✓ É necessário alterar os espaços excedentes entre letras e palavras para garantir uma uniformidade visual em uma diagramação.

**Alinhamento à direita.**  
Blocos de texto, comentários e citações.  
Boa legibilidade.



O texto **alinhado à esquerda** muda o ritmo da página. Seu uso incorpora o espaço em branco, que é sempre necessário.

Pesquisas afirmam que o texto **justificado** dá seriedade à composição e o alinhado à esquerda acelera a leitura.





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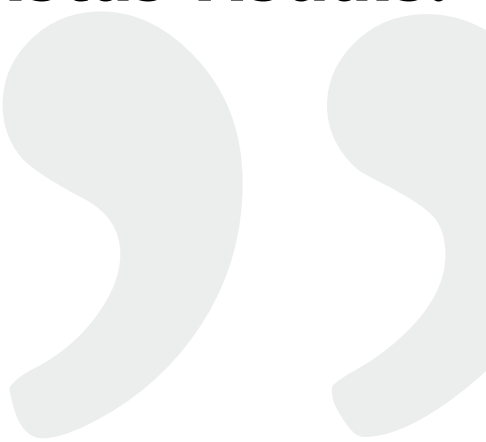
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**As palavras são a chave para nossos sentidos, elas são lembradas muito depois que **nossos olhos saem em busca de novas sensações.** Não importa o que você esteja criando, inicie seu estudo de design com as palavras, **elas dão pistas visuais.****



# Tipologia

comicker **Aabc** **AABC** ROSEWOOD

giddyuo std *Aabc* **AABC** SYNCHRO

*Aabc* **AABC** ultramar

PRINCETOWN **AABC** *Aabc* Virgo

remedy *Aabc* **AABC** viva std

*Aabc* *Aabc* papyrus  
apple  
chancery

*Aabc* *Aabc* party  
bickham script

*Aabc* *Aabc* school  
house  
cursive  
brush script

**Aabc** *Aabc* santa fe  
comic sans

**Aabc** *Aabc* rafino  
marker felt

arial **Aabc** **Aabc** lucida  
grande

bell gothic **Aabc** **Aabc** myriad

futura **Aabc** **Aabc** optima

geneva **Aabc** **Aabc** trebuchet

helvética **Aabc** **Aabc** verdana

american  
typewriter **Aabc** *Aabc* didot

baskerville **Aabc** **Aabc** garamond

bodoni **Aabc** **Aabc** georgia

caslon **Aabc** **Aabc** jenson

courier **Aabc** **Aabc** times



The New York Times Magazine | OCTOBER 16, 1999

# TRICKLE-DOWN CIVIL RIGHTS

WITH HIS WALL STREET PROJECT, JESSE JACKSON IS FINDING THAT BIG BUSINESS IS EASIER TO MOVE THAN THE DEMOCRATIC PARTY, SOUTHERN SHERIFFS OR EVEN THE DECATUR, ILL., SCHOOL BOARD. BUT CAN HE REALLY HELP THE WORKING POOR BY RUBBING ELBOWS WITH C.E.O.'S?

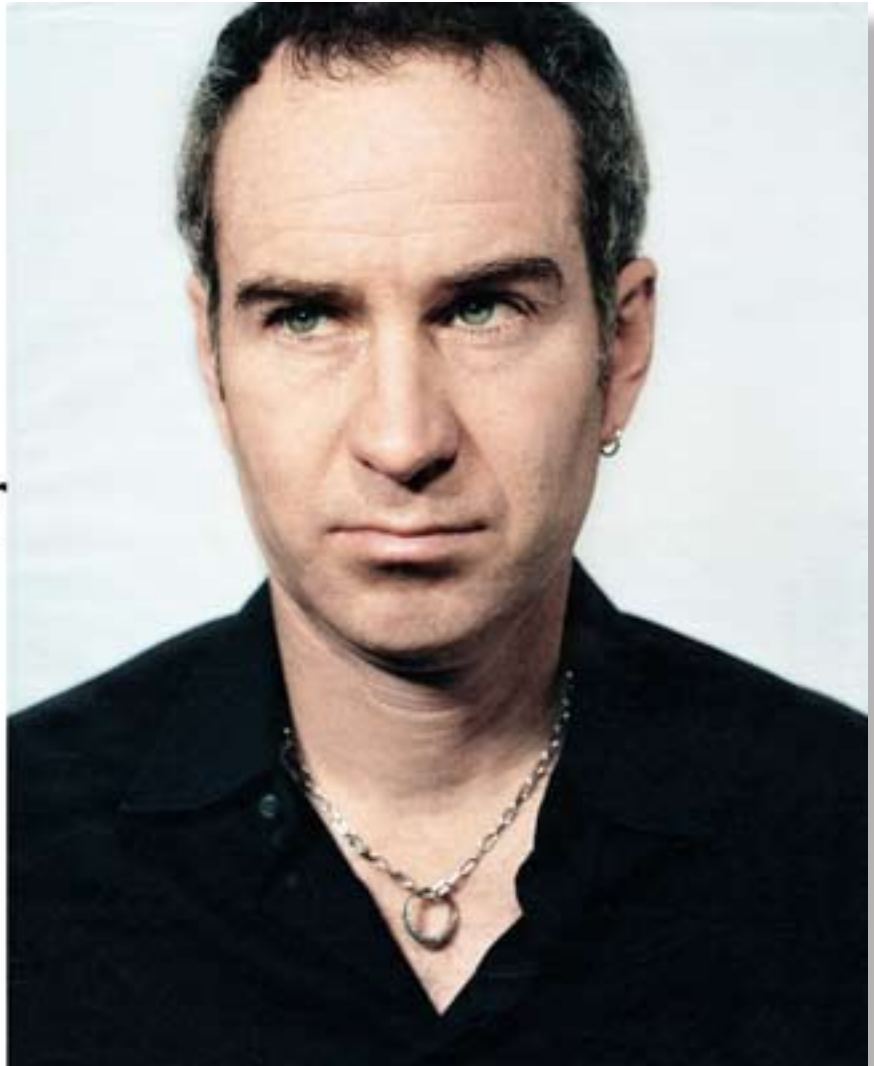
BY GEORGE PACKER

PHOTOGRAPH BY DONALD ULLMANN

The New York Times Magazine

'Johnny Mac,'  
Jack Nicholson said,  
'don't ever  
change.' He hasn't. By Julian Rubinfeld

Photograph by Roman Janzig

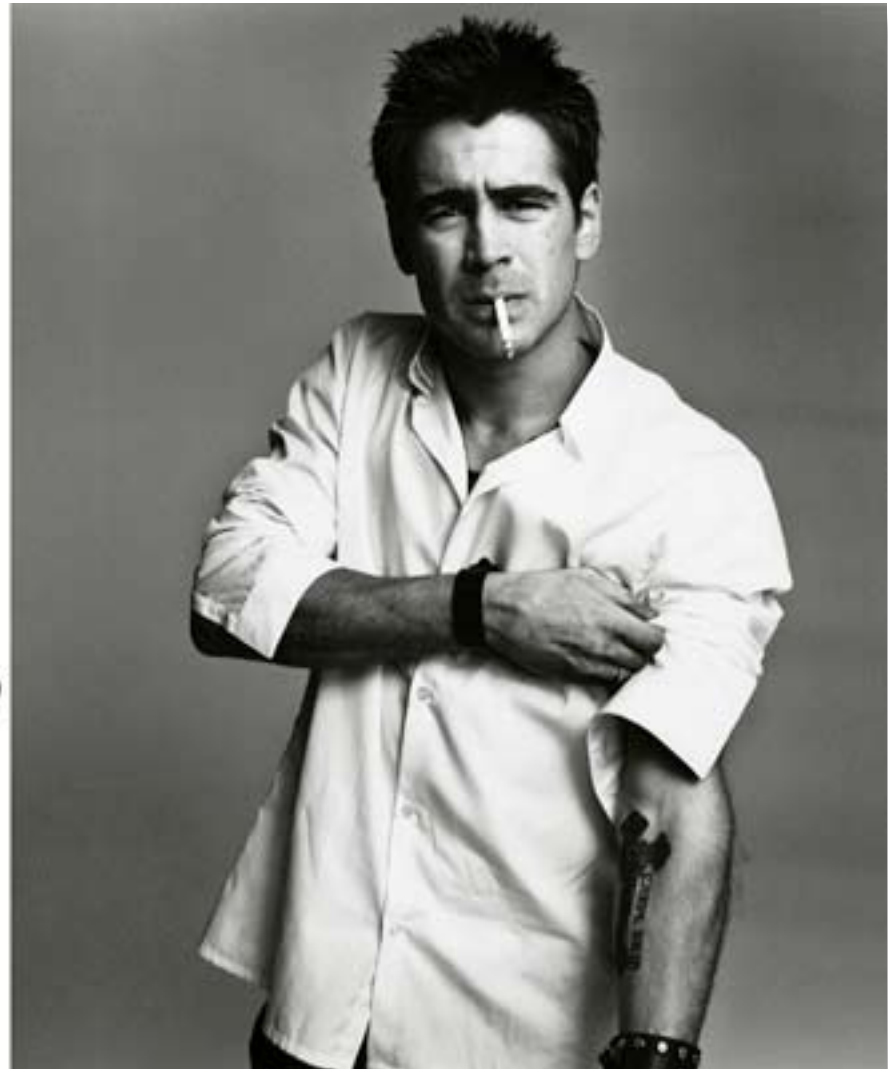


# “I’m the luckiest f\*\*ker in the world”

Ten years ago, Colin Farrell was failing his audition for *Boyz n the Band*. Now he’s being paid \$10m a movie, dating Britney Spears and drinking Hollywood’s leading men under the table. Over three days of hell-raising in LA, he shows us exactly why it’s great being the Next Big Thing

By Tim Lewis

*[Photograph by Norman Jean Roy]*



**BREKING...**  
George Clooney and  
Sandra Bullock  
photographed by a  
1950s studio hand  
in Los Angeles  
on August 4, 2010.

The perennial bachelor prankster is also Hollywood's silver-haired statesman, making movies and speaking out for a basic American decency. Yet, open as George Clooney may seem, he remains as elusive as Cary Grant, Gregory Peck, and other classic stars he calls to mind. That's not unintentional, learns RICH O'BRIEN, who visits Clooney for a chat about the producer-actor-director's latest film, *The Good German*, his plan to cause a New York media meltdown, and what his Aunt Rosemary (the Britney Spears of her day) taught him about keeping fame on a leash.

**Already a Classic**

PHOTOGRAPH BY NIGELMAN JEAN BOY • STYLING BY MICHAEL ROBERTS



07  
Interesting  
Things  
About  
Pierce  
Brosnan

You know  
he's the best  
007 since  
the first 007.  
But did you  
know that ...

As told to  
Brendan Vaughan  
Photographs by  
Norman Kaminsky










## **Facilite a experiência/leitura de modo simples.**

Evite a tentação de usar muitos elementos gráficos e correr o risco de não acrescentar nada. Deixe **a importância da informação ser responsável** por fazer o público interagir livremente.





# STAR TURN

*Hollywood beauty Cate Blanchett has dazzled filmmakers with her roles as queen, terrorist and gunslinger. Award-winning author and long-term fan ANDREA ASHWORTH talks to the enigmatic 21st-century screen goddess as she adds animal trainer and high-wire artiste to her remarkable repertoire. Photographs by NORMAN JEAN ROY. Styled by ALISON EDMOND*

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## She has lift-off

*Actress Kate Winslet has already appeared on the big screen alongside Scarlett Johansson and Iain Glen, but now her fame is set to soar - her latest role is Lois Lane in 'Superman Returns'.*

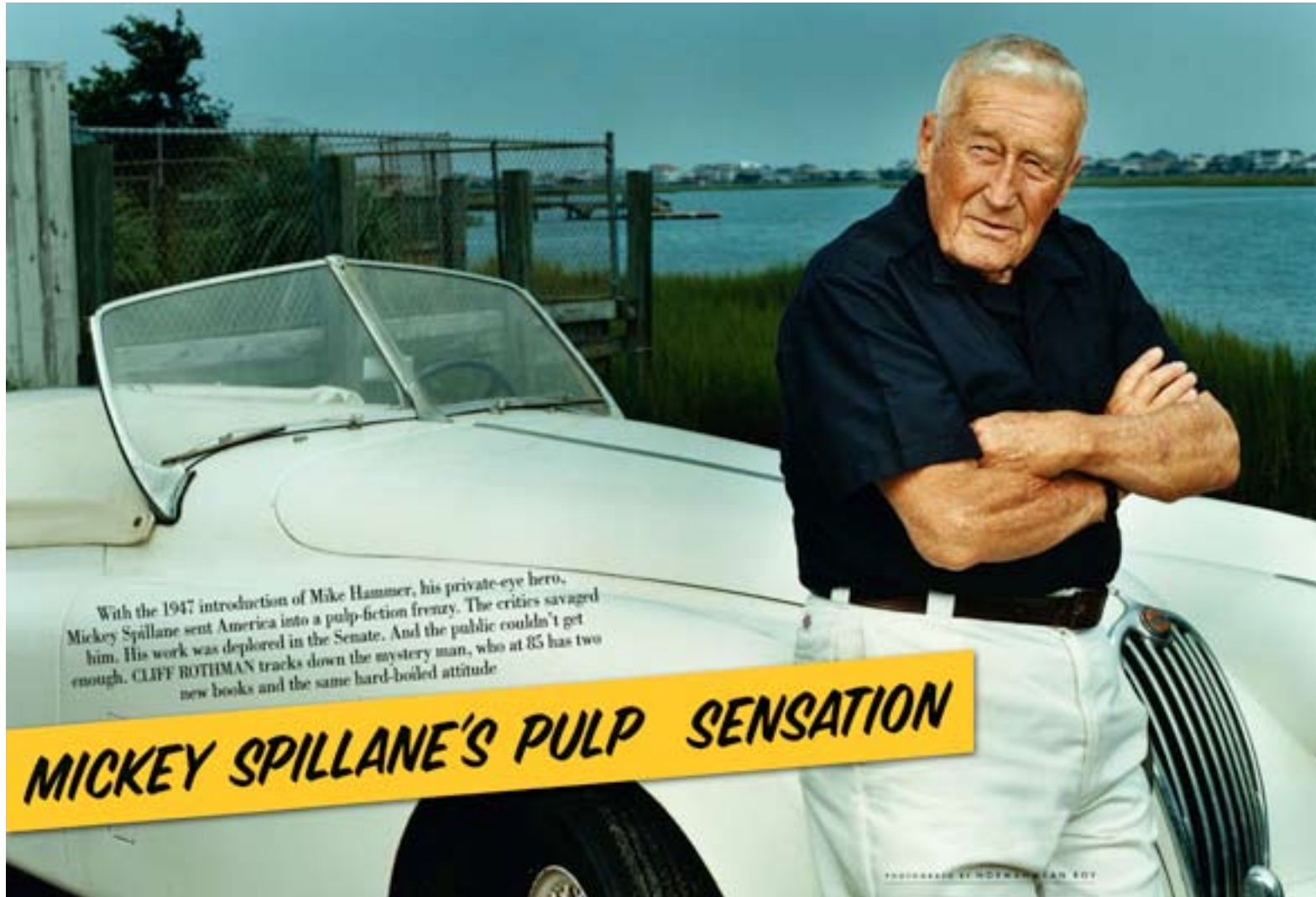
*FRANCESCA MARTIN meets the fledgling film producer and girlfriend of Orlando Bloom to talk about heartbreak, Katharine Hepburn, and believing a girl can fly.*

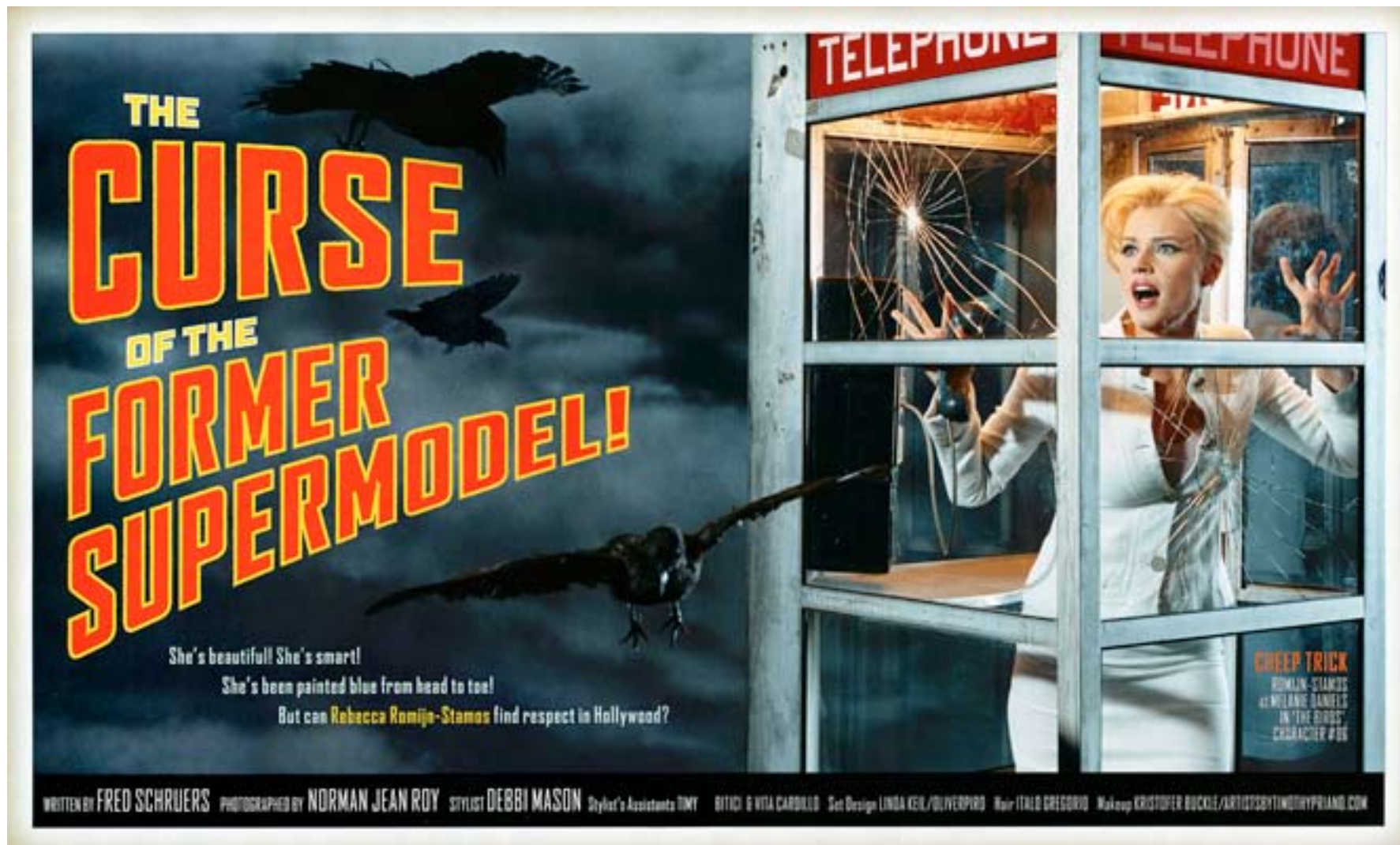
*Photographs by NORMAN JEAN ROU  
Styled by ALISON EDWARDS*

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ENTERTAINMENT WEEKLY August 2006









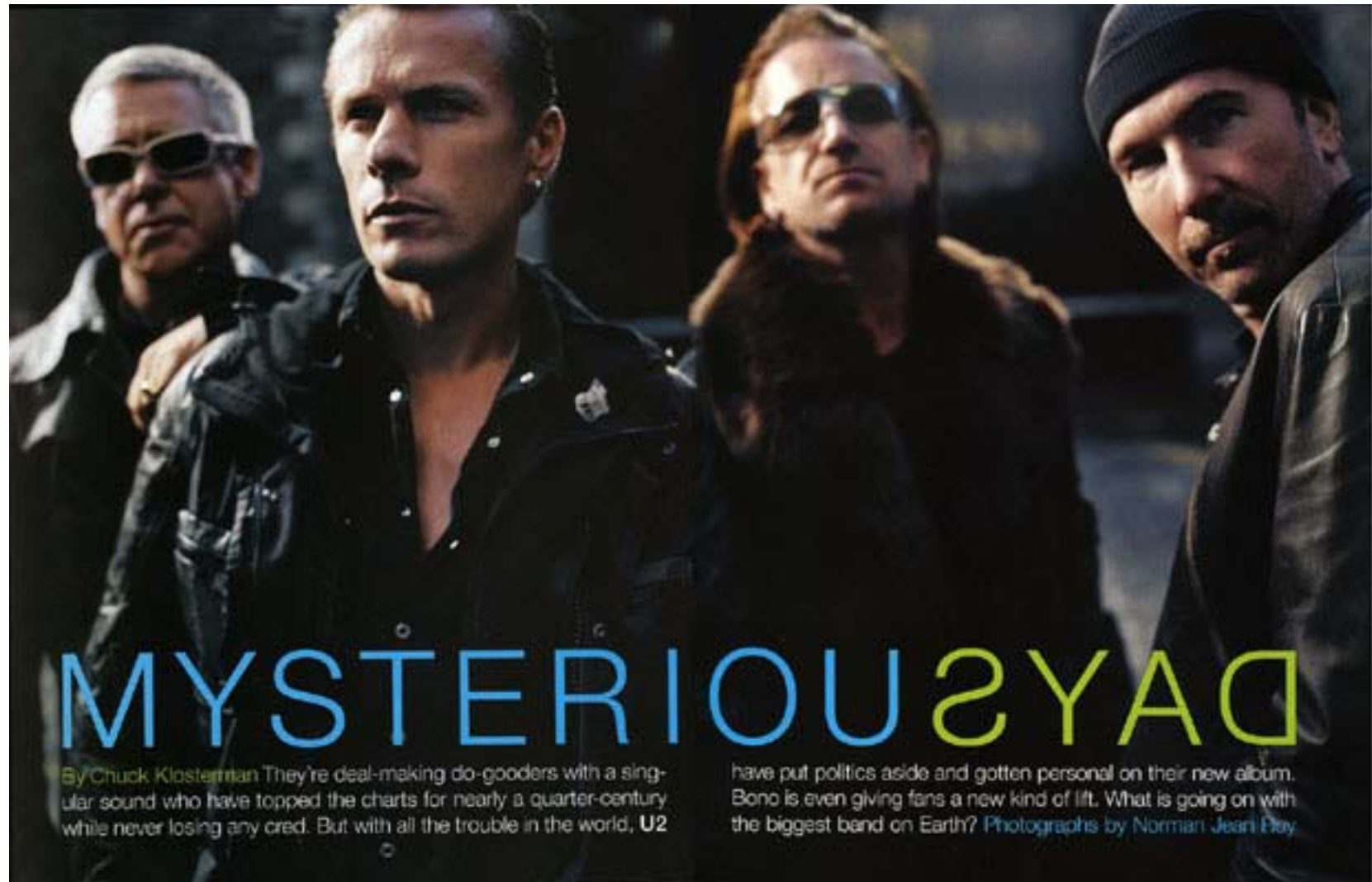
# dsg> estruturas

grids, elementos e informação

prof.nelson\_urssi







## MYSTERIOUS YAD

By Chuck Klosterman They're deal-making do-gooders with a singular sound who have topped the charts for nearly a quarter-century while never losing any cred. But with all the trouble in the world, U2

have put politics aside and gotten personal on their new album. Bono is even giving fans a new kind of lift. What is going on with the biggest band on Earth? Photographs by Norman Jean Roy



## **a influência da web**

**As melhores publicações incluem guias para a internet assim como achamos bibliografias no fim de um livro.**

Leitores modernos adoram uma boa lista de sites onde podem se aprofundar sobre um assunto abordado.






## webdesign? Pense em livros


Os livros separam os textos das fotos. e mantêm o nosso interesse por toda a narrativa.

Sites não são como jornais, revistas ou televisão, **as pessoas têm interesse em um tópico específico.**




As pesquisas mostram que **raramente os leitores lêem uma matéria**, e que apenas *escanear* os outros elementos da página (incluindo as legendas) já **satisfaz seu apetite**.

**Esta nova geração de leitores está acostumada a *escanear* e rolar o texto para cima e para baixo, buscando resumos das histórias que lhes interessam.** Quando eles estão na mídia impressa, a expectativa é a mesma.



Um jornal e uma revista têm começo e fim, uma primeira e uma última página, enquanto **os web sites são 'represas sem fim' de informação. A maior influência da web nos impressos são os índices, as ferramentas para navegação e o uso funcional da cor.**



# GREAT MODERN BUILDINGS



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# the guardian

## Britain to claim more than 1m sq km of Antarctica



The Ross ice shelf in Antarctica. Britain is planning to claim vast areas of seabed around the continent for oil, gas and mineral exploitation Photograph: Doug Allen

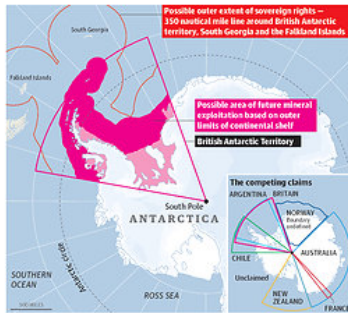
### Move would extend UK oil, gas and mineral rights

Owen Bowcott

The United Kingdom is planning to claim sovereign rights over a vast area of the remote seabed off Antarctica, the Guardian has learned. The submission to the United Nations covers more than 1m sq km (396,000 sq miles) of seabed, and is likely to signal a quickening of the race for territory around the south pole in the world's least explored continent.

The claim would be in defiance of the spirit of the 1959 Antarctic treaty, to which the UK is a signatory. It specifically states that no new claims shall be asserted on the continent. The treaty was drawn up to prevent territorial disputes.

The Foreign Office, however, has told



the Guardian that data is being gathered and processed for a submission to the UN which could extend British oil, gas and mineral exploitation rights up to 350 miles offshore into the Southern Ocean.

Much of the seabed there is at such a depth that extraction of gas, oil or minerals is not yet technically feasible, but the claim may still anger neighbouring South American countries who believe they have more entitlement to the potentially valuable territory.

The Antarctic submission reflects the UK's efforts to secure resources for the future as oil and natural gas reserves dwindle over the coming decades.

Last month the Guardian revealed the UK is working on three other sub-sea claims in the Atlantic, around South Georgia and the Falkland Islands, surrounding Ascension Island and in the Hutton/Rockall basin, west of Scotland. Britain has already lodged a joint claim at the UN — with France, Ireland and Spain — for a large area of seabed in the Bay of Biscay.

The Foreign Office confirmed yesterday that the UK was working to extend sovereign territory into new areas. "There are

Continued on page 2 >

## Migrants are a boon to UK economy, says study

Alan Travis  
Home affairs editor

Migrants are more skilled and often more reliable and hardworking than British workers, and are fueling the country's economic growth to the tune of £5bn a year, according to the first official study of their impact published yesterday.

The report for the government's Migration Impact Forum also concludes that migrants on average earn more and so pay more tax than UK workers.

The joint Treasury, Home Office and Work and Pensions study says that the arrival of hundreds of thousands of Polish and other east European workers has had "no discernible" impact on unemployment and has led to only a "modest dampening of wage growth" for British workers at the bottom end of the earnings league.

The economic study says 574,400 migrants came to live in Britain for the long term in the 12 months to June 2006; in the same period 355,000 left, giving a net inflow figure of 19,400 — down 20% compared with the previous year's net inflow of 24,200.

The forum meets today to discuss the findings and whether the restrictions on Romanian and Bulgarian workers coming to Britain should be lifted.

The first "regional" soundings by the government also published today show that in seven out of eight regions, except difficulties on crime and education.

However, the overwhelmingly positive official verdict of the economic and fiscal impact of the largest wave of migration to Britain in recent years is bound to prove highly controversial.

The shadow home secretary, David Davis, reacted to that verdict last night by accusing Labour ministers of ignoring the fact that relying on immigration to boost the economy was only a short-term answer.

The immigration minister, Liam Byrne, insisted, however, that the report demonstrated that Britain was better off with immigration than without it.

But he admitted that the pace of change, particularly in communities that do not have a history of absorbing large numbers of migrants, has been unsettling and has created challenges for public services and said it was time for a "new balance" in immigration policy.

### National



Irish author Anne Enright was named last night as winner of the Man Booker prize for her novel *The Gathering*

### National

#### Campbell says he quit out of irritation

The former Liberal Democrat leader Sir Menzies Campbell said yesterday he resigned out of frustration that he could not lead the party into a general election, and irritation with the media's obsession with trivia and his age. Speaking publicly for the first time since he quit, Sir Menzies said he feared he could not escape the "doying blanket of speculation" over his position. Chris Huhne, Lib Dem environment spokesman, is expected to announce his candidacy for the leadership today. Nick Clegg, the party's home affairs spokesman, and Steve Webb, manifesto coordinator, are expected to join the race by the end of the week.

### International

#### US award to Dalai Lama angers China

America is to award the Dalai Lama its highest civilian honour today, a move which could seriously damage relations with Beijing. George Bush will defy decades of White House tradition by standing beside the Tibetan spiritual leader as he receives the Congressional Gold Medal of Honour — the first time a serving US president has appeared with the Dalai Lama. China's foreign minister, Yang Jiechi, called on Mr Bush to stay away from the ceremony, warning that the award "seriously wounded the feelings of the Chinese people". China has pulled out of an international strategy session on Iran scheduled for today in protest.

### Sport

#### Captain Terry ruled out of Russia clash

England will be without John Terry when they face Russia in the pivotal group E fixture in Moscow today. The captain missed last Saturday's win over Estonia because of a knee injury and the problem returned in training last night. "John is almost certainly ruled out," said the manager, Steve McClaren. "His knee locked towards the end of training and he could not complete the session." England will turn to Sol Campbell, who warmed his 70th cap at Wembley on Saturday when deputising for Terry but has not made two appearances in so short a space of time since January.

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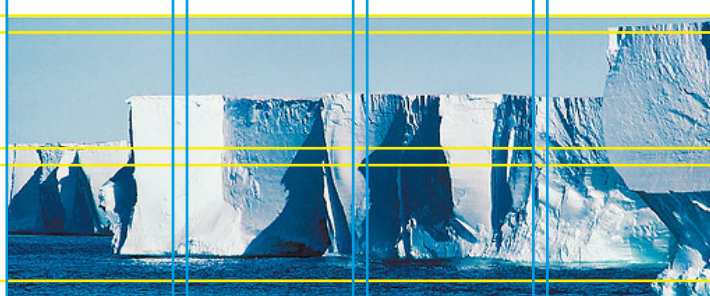
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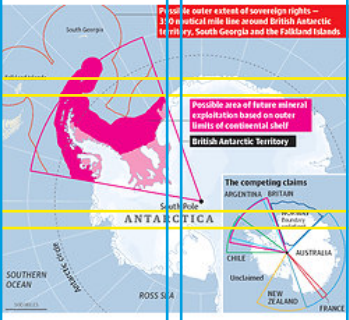
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The Ross ice shelf in Antarctica. Britain is planning to claim vast areas of seabed around the continent for oil, gas and mineral exploitation. Photograph: Doug Allen

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Home affairs editor

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The forum meets today to discuss the findings and whether the restriction on Romanian and Bulgarian coming to Britain should be lifted.

The first "regional" soundings by the government also published today show that in seven out of eight regions in England migration has caused pressure on housing as firms in eight regions report difficulties on crime and education.

However, in seven of nine regions positive official verdict of the economic and fiscal impact of the largest wave of migration to Britain in recent years is bound to prove highly controversial.

The shadow home secretary, David Davis, reacted to that verdict last night by accusing Labour ministers of ignoring the fact that relying on immigration to boost the economy was only a short-term answer.

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Continued on page 23





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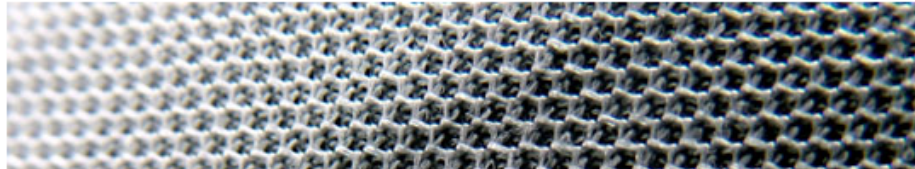
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02/05/2008: **ADC YOUNG GUNS LIVE: DESIGNING MINDS - DIY**

ADC Young Guns Live: The Backstory  
"Designing Minds - DIY"  
Recorded 2007

This special episode of Designing Minds, part of the ADC Young Guns series, features presentations from two New York City based designers, Chris Rubino and James Victore.

Rubino is a young, individualistic and principled designer whose work has been commissioned by an impressive list of national clients including Guinness, ESPN, Miramax, Condé Nast and the Banana Republic. Victore is a design establishment whose passionate and message-infused work has won an array of national and international awards and is permanently archived in the Library of Congress.

The two discuss what remaining true to themselves means, both in client initiated and self-inspired projects, and how to learn the trade so it becomes a fulfilling lifelong career, not a means to a paycheck. Their stories of bootstrap budgets, self-exploration and visionary design are inspiration to aspiring artists everywhere. Sponsored by **Adobe**.

Click on the link below to view the Videocast.  
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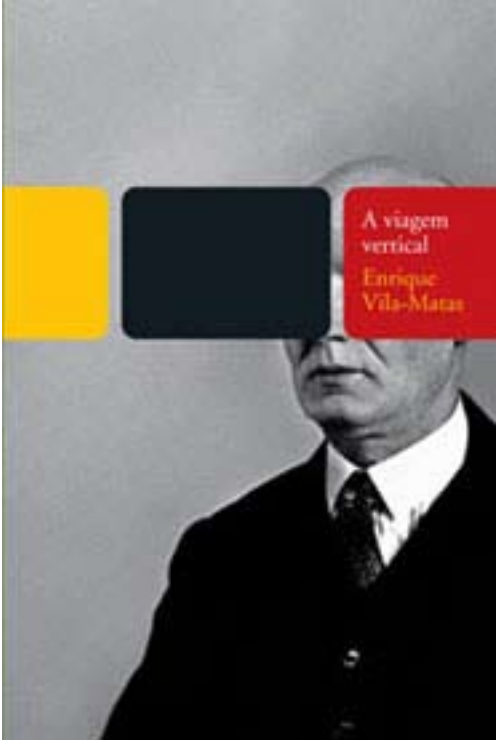






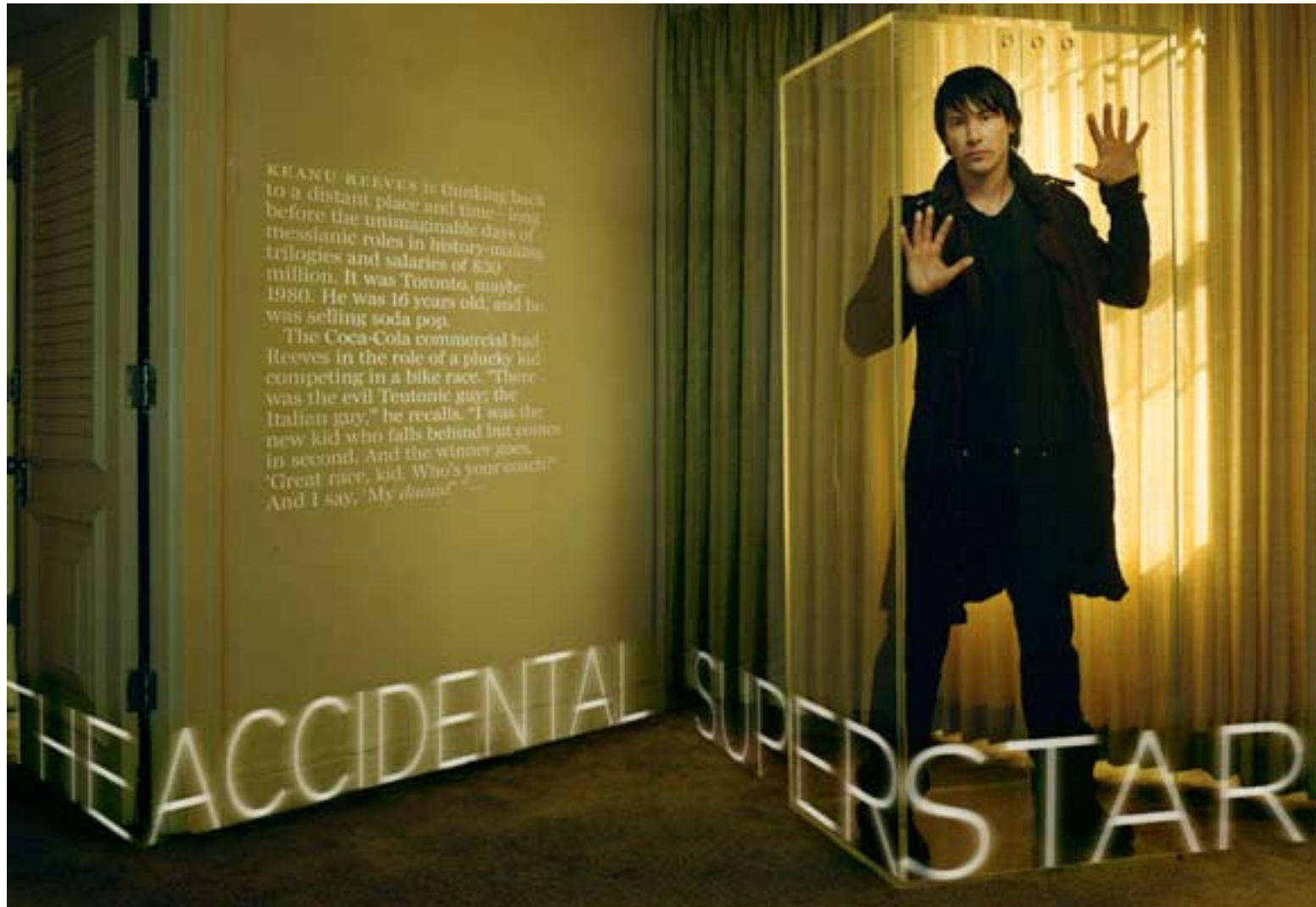


# Geométrico





# Geométrico | dimensional

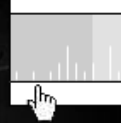


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bbc.co.uk/history  
British History Timeline



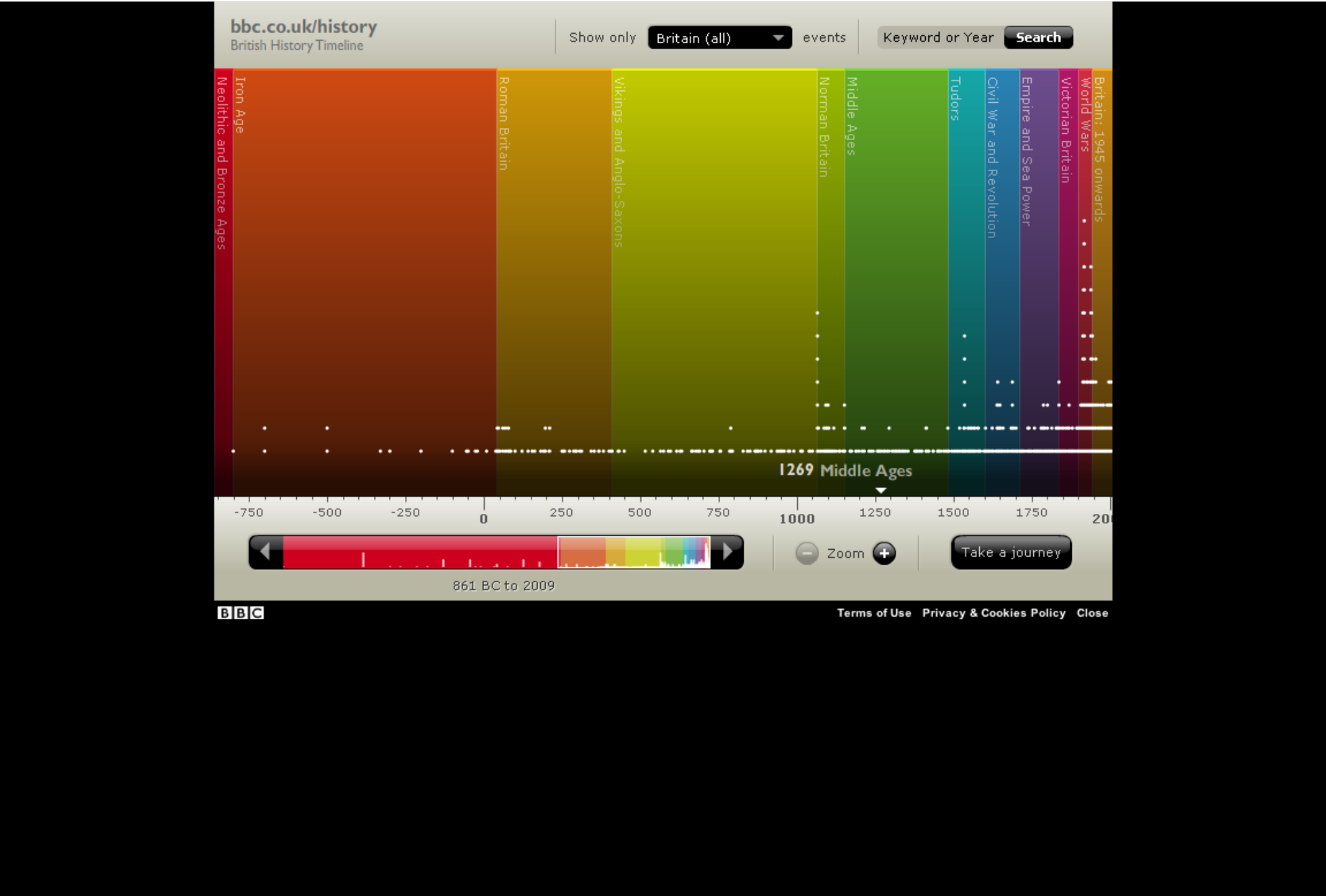
Click and drag the timeline to move left or right



Click the timeline to zoom in to any period

Explore the timeline...

# Retangular | dimensional



# Retangular | dimensional

bbc.co.uk/history  
British History Timeline

Show only **Britain (all)** events    Keyword or Year **Search**

## Middle Ages

1154 - 1485

**07 Jul 1348** - 'Black Death' enters Britain

**26 Aug 1346** - English defeat the French at the Battle of Crécy

**19 Sep 1356** - Edward the 'Black Prince' defeats and captures John II, King of France

1340    1345    1350    1355    1360    1365    1370    1375

1338 to 1378

Zoom    Take a journey

**BBC**    Terms of Use    Privacy & Cookies Policy    Close

# Retangular | dimensional

The image shows a screenshot of the BBC.co.uk/history website's British History Timeline. The page is titled "Victorian Britain 1837 - 1901". A search bar at the top right allows filtering by "Britain (all)" and "events". A specific event is highlighted on a timeline: "24 Nov 1859 Charles Darwin's 'On the Origin of Species' is published". The event description states: "Charles Darwin's masterwork, which argued that all species evolved on the basis of natural selection, resulted from more than 20 years' research following a five-year journey around Cape Horn in HMS 'Beagle'. The book created an immediate stir, since Darwin's theory appeared to contradict the bible's creation story and call into question ideas of divine providence. Despite the influence of Darwin's work, very few Victorian scientists took up an atheistic position as a result of reading it." The timeline below the event shows years from 1840 to 1875, with a zoomed-in view of the period 1838 to 1878. The BBC logo is visible in the bottom left corner, and links for "Terms of Use", "Privacy & Cookies Policy", and "Close" are in the bottom right.

bbc.co.uk/history  
British History Timeline

Show only **Britain (all)** events

Keyword or Year **Search**

## Victorian Britain

1837 - 1901

**24 Nov 1859**

### Charles Darwin's 'On the Origin of Species' is published

Charles Darwin's masterwork, which argued that all species evolved on the basis of natural selection, resulted from more than 20 years' research following a five-year journey around Cape Horn in HMS 'Beagle'. The book created an immediate stir, since Darwin's theory appeared to contradict the bible's creation story and call into question ideas of divine providence. Despite the influence of Darwin's work, very few Victorian scientists took up an atheistic position as a result of reading it.

1840 1845 1850 1855 1860 1865 1870 1875

1838 to 1878

Zoom + Take a journey

BBC

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bbc.co.uk/history  
British History Timeline

Show only **Britain (all)** events  **Search**

## Britain: 1945 onwards

1945 - 2008

### Take a journey

Choose a journey from the menu below.

- Slavery**  
Find out how Britain traded in human beings, and how abolitionists and slave rebellions accomplished the abolition of the trade.
- Women's rights**  
Chart the development of the women's suffrage movement from the end of the Victorian era to the 1928 elections, when all women over the age of 21 were allowed to vote for the first time.
- Technology**  
Follow Britain's technological development from the advent of the factory age in the 18th century to the invention of the World Wide Web.
- Kings and Queens**

1970 1975 1980 1985 1990 1995 2000 2005

1969 to 2009

Zoom **Take a journey**

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bbc.co.uk/history  
British History Timeline

Show only **Britain (all)** events

Keyword or Year **Search**

## Empire and Sea Power 1714 - 1837

### Technology

**1771** - 'Factory Age' begins with the opening of Britain's first cotton mill

**1811** - Luddite protesters attack industrial machinery in protest against unemployment

**27 Sep 1825** - World's first steam locomotive passenger service begins

**17 Sep 1838** - London-Birmingham line opens and the railway boom starts

1771

### 'Factory Age' begins with the opening of Britain's first cotton mill

The weaving of cotton cloth had become a major industry by the 1760s, with most of the labour being done by people in their homes. In 1771, inventor Richard Arkwright opened the first cotton mill at Cromford, Derbyshire. The spinning of yarn was carried out by his own patented machine, known as a water frame. This was a significant step towards the automation of labour-intensive industries and heralded the beginning of the 'Factory Age' in Britain.

1740 1745 1750 1755 1760 1765 1770 1775



Zoom +

Take a journey

1736 to 1776

BBC

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# The Record

TUESDAY STOCKTON LODI www.thercord.com OCTOBER 16, 2007 \$04



**DO YOU DARE TO TANGLE WITH THIS BURRITO?**  
 From eggs, beans, sausage, cheddar, beef, cheddar cheese, both brown and kidney beans. Harbor's new burrito wrapped in a tortilla may be the first burrito to be wrapped in a tortilla. **PAGE B9**



**EYE ON SAFETY: HOW TO SURVIVE A HOUSE FIRE**  
 When fire strikes, there's little time to think. So always choose a strategy to get you and your family out of the house safely. But with a plan already in place, you give everyone the best chance at a happy ending. **PAGE B1**

**NEWS**  
**Suspect in child sex tape arrested**  
 A man who was the subject of a nationwide manhunt for his alleged involvement in the videotaped assault of a 7-year-old girl is arrested by police late Monday. **PAGE A4**

**FORECAST**  
  
 Increasing clouds  
 Stockton: High 66, low 53  
 Lodi: High 66, low 49  
 Coastal weather: **PAGE A2**

**INSIDE**

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- Opinion 60
- TV 60



## Military official worried Marines' mobility hampered by war in Iraq

**By Anne Eberhart**  
 The Associated Press

WASHINGTON — Communist Gen. James Conway said Monday he is concerned about the Marines' ability to respond to counterattacks around the world on short notice because of the demands put on the troops.

In recent years, the Marine Corps has operated as a "hot and cold Army" tasked with everything from Iraq to peacekeeping, including a fleet of 3,500 mine-resistant vehicles, no protest in personnel dress outside Seattle, Conway said.

"This is a little bit concerned about us having our equipment down... We are much heavier than our bodies," he said at a lunch organized by the Center for New American Security.

Conway's comments came amid discussion at the Pentagon that the Marine Corps is being asked to take the lead in Afghanistan, instead of the Army. Conway said he is not sure the Marines are ready to take the lead because he said he had not seen the equipment Secretary Robert Gates.

Gates recently told reporters that he was aware of the suggestion that had not seen a plan "for understanding" in that it's, at this point, extremely preliminary thinking on the part of getting the staff in the Marine Corps," Gates said. "I don't think at this point I have any opinion."

In a separate issue, Conway said he would be glad to accept any assignment that is long-term and significantly supported by the U.S. effort, but he said the current situation has been previously an "ongoing" effort.

"Are they equipped?" he said. "Are they still damaged?"

## OH BABY!

First 'Boomer' applies for Social Security



Kathleen Conroy Kirschling, the nation's first baby boomer, files for her Social Security retirement benefits over the Internet at the National Press Club in Washington on Monday.

## Stockton agent offering foreclosure bus tours



Prospective home buyers board the Ripa Home Tour bus Saturday for a look at foreclosed properties in Stockton.

## Repossession riding

**By Bruce Speiser**  
 The Associated Press

STOCKTON — It's not a major bus, just a vintage modified one — BUT IT'S THE TOUR — that real estate agent Cesar Ripa says will make some heads turn. It's a black beetle with a roof rack, a black leather radio, and a set of four at approved Financial & Real Estate Center, 1440 N. 22 Street, in Stockton.

San Joaquin County home sales

Median selling prices of existing homes throughout San Joaquin County have steadily declined since a downturn began in late 2005.

	Sep. '05	Aug. '07	Sep. '07	% change year-over-year
All County	\$242,000	\$204,000	\$208,000	-13.2%
Stockton	\$225,000	\$204,000	\$208,000	-9.3%
Hayward	\$258,000	\$228,000	\$230,000	-10.5%
W. Valley	\$243,000	\$203,000	\$205,000	-15.6%
East	\$243,000	\$203,000	\$205,000	-15.6%

\*Based on a 100-unit sample.  
 Source: California Association of Realtors

weekly Saturday bus tour to try to get buyers interested in looking at some of the county's growing number of foreclosed properties.

The bus actually is just a modified city bus, but, because anybody can go look at foreclosed homes with any agent.

But between a dozen and 20 people a week have taken the tour of 10 to 12 bank-repossessed homes the past two weeks.

## HIGH DEMAND

An estimated 40,000 people a day will become eligible for Social Security benefits over the next two decades. The Social Security trust fund, if left alone, is expected to go broke in 2034.

IRA Advisor said, "We're looking the way for the baby generation," he said.

Conroy-Kirschling will be eligible for benefits after she turns 62 next year. She said she might enroll in a private pension at a school near Lodi, N.J., before retiring and contributing to the Red Cross in Gulf Coast area after Hurricane Katrina.

She said her husband has also moved to the eastern shore of Maryland near the Chesapeake Bay. **PAGE A1**

## SUSD shelve speaker program

**By Michelle Mackay**  
 The Associated Press

STOCKTON — Stockton Unified School District Superintendent Jack McLaughlin has postponed a controversial controversial speaker program until federal investigators decide if allegations that a former official planned to use taxpayer money for the program in conjunction with a political party fundraiser have any merit.

"There's no time frame," McLaughlin said of when the Board of Trustees might approve revised program details and elect high school students could expect to hear the first speaker.

The postponement comes after Stockton Teachers Association Executive Director Elizabeth Rubin asked the San Joaquin County district attorney to investigate an alleged exchange between district Executive of Athletics Joe Martin and former San Joaquin County Republican Party Chairwoman Sara Blackwell.

Blackwell's spokeswoman said that he was inviting former Defense Secretary Donald Rumsfeld and former House Speaker Tom DeLay to speak to students. Rubin suggested a reply that the county could be shared with the Republican Party.

Rubin also is a subsequent letter to Chief Investigator Larry Foster of the district. **SEE B9B, PAGE A8**

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# Composto | columnas e módulos

### ELASTIC LISTS DEMO

#### NOBEL PRIZE WINNERS

This is a demonstration of the "elastic list" principle for browsing multi-facetted data structures. Click any number of list entries to query the database for a combination of the selected attributes. If you create an "impossible" configuration, your selection will be reduced until a match is possible.

Elastic lists enhance traditional facet browsing approaches by

- visualizing relative proportions (weights) of metadata values by size
- visualizing characteristicness of a metadata weight by brightness
- and animated filtering transitions.

In filtered views, a brighter background indicates a higher weight of the metadata value compared to the overall distribution. In unfiltered view, the brightness shows a trend measure, indicating a rising number of prices of the last years.

The example data is based on the Noble prize winners dataset used in the Flamenco facet browser.

Additionally, little sparkline charts can be used to visualize the temporal dynamics of each metadata value:

### PRIZE

	all	filter	lock
medicine	182		
physics	167		
chemistry	139		
peace	111		
literature	101		
economics	55		

### GENDER

	all	filter	lock
male	701		
female	34		

### COUNTRY

	all	filter	lock
United States of America	281		
United Kingdom	105		
France	49		
Germany	44		
Federal Republic of Germ	31		
Switzerland	30		
Sweden	30		
the Netherlands	15		
USSR	14		
Italy	14		
Denmark	13		
Austria	12		
Belgium	11		

### DECADE

	all	filter	lock
2000s	56		
1990s	98		
1980s	97		
1970s	103		
1960s	79		
1950s	72		
1940s	43		
1930s	56		
1920s	54		
1910s	40		
1900s	57		

### YEAR

	all	filter	lock
2004	12		
2003	9		
2002	10		
2001	15		
2000	10		
1999	7		
1998	12		
1997	12		
1996	13		
1995	10		
1994	10		
1993	9		
1992	7		
1991	7		
1990	11		

PLEASE MAKE A SELECTION ABOVE.

### SPARKLINES

HIDE

SHOW

# Composto | columnas e módulos

## ELASTIC LISTS DEMO NOBEL PRIZE WINNERS

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## SPARKLINES

HIDE

SHOW

**PRIZE** all filter lock

chemistry 1

peace 119

**GENDER** all filter lock

male 80

female 12

**COUNTRY** all filter lock

United States of America 26

United Kingdom 14

France 9

Germany 3

Federal Republic of Germany 1

Switzerland 20

Sweden 5

the Netherlands 1

USSR 2

Italy 1

Denmark 1

Austria 2

Belgium 5

**DECADE** all filter lock

2000s 6

1990s 7

1980s 12

1970s 12

1960s 11

1950s 10

1940s 9

1930s 9

1920s 11

1910s 9

1900s 14

**YEAR** all filter lock

2004 1

2003 1

2002 1

2001 2

2000 1

1999 1

1998 2

1997 2

1996 2

1995 2

1994 3

1993 2

1992 1

1991 1

1990 1

**PEACE** | 1900 | 1910 | 1920 | 1930 | 1940 | 1950 | 1960 | 1970 | 1980 | 1990 | 2000

 <b>2004 PEACE</b> Wangari Maathai	 <b>2003 PEACE</b> Shirin Ebadi	 <b>2002 PEACE</b> Jimmy Carter	 <b>2001 PEACE</b> United Nations
 <b>2001 PEACE</b> Kofi Annan	 <b>2000 PEACE</b> Kim Dae-jung	 <b>1999 PEACE</b> Mcins Sans Frontis	 <b>1998 PEACE</b> John Hume
 <b>1998 PEACE</b> David Trimble	 <b>1997 PEACE</b> International Campaign to Ban Landmines	 <b>1997 PEACE</b> Jody Williams	 <b>1996 PEACE</b> Carlos Filipe Ximenes Belo

# Composto | columnas e módulos

### ELASTIC LISTS DEMO

#### NOBEL PRIZE WINNERS

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The example data is based on the Noble prize winners dataset used in the Flamenco facet browser.

Additionally, little sparkline charts can be used to visualize the temporal dynamics of each metadata value:

#### PRIZE

medicine	182
physics	167
chemistry	139
peace	111
literature	101
economics	55

#### GENDER

male	51
female	

#### COUNTRY

United States of America	32
United Kingdom	8
France	1
Federal Republic of Germany	1
Sweden	1
Austria	1
Japan	3
Norway	1
Israel	3
South Africa	1
Russia	2
Hungary	1













#### DECADE

2000s	56
-------	----

#### YEAR

2004	12
2003	9
2002	10
2001	15
2000	10

### 2000S

 <b>2004 CHEMISTRY</b> Avram Hershko	 <b>2004 CHEMISTRY</b> Irwin Rose	 <b>2004 ECONOMICS</b> Finn E. Kydland	 <b>2004 ECONOMICS</b> Edward C. Prescott
 <b>2004 LITERATURE</b> Elfriede Jelinek	 <b>2004 MEDICINE</b> Richard Axel	 <b>2004 MEDICINE</b> Linda B. Buck	 <b>2004 PEACE</b> Wangari Maathai
 <b>2004 PHYSICS</b> David J. Gross	 <b>2004 PHYSICS</b> H. David Politzer	 <b>2004 PHYSICS</b> Frank Wilczek	 <b>2004 CHEMISTRY</b> Aaron Ciechanover

# Orgânico | espontâneo

musiccovery

my ♥'s Classics Discovery

<< 50s 60s 70s 80s 90s 00s all >>

<1950

Mood Dance Me

Energetic

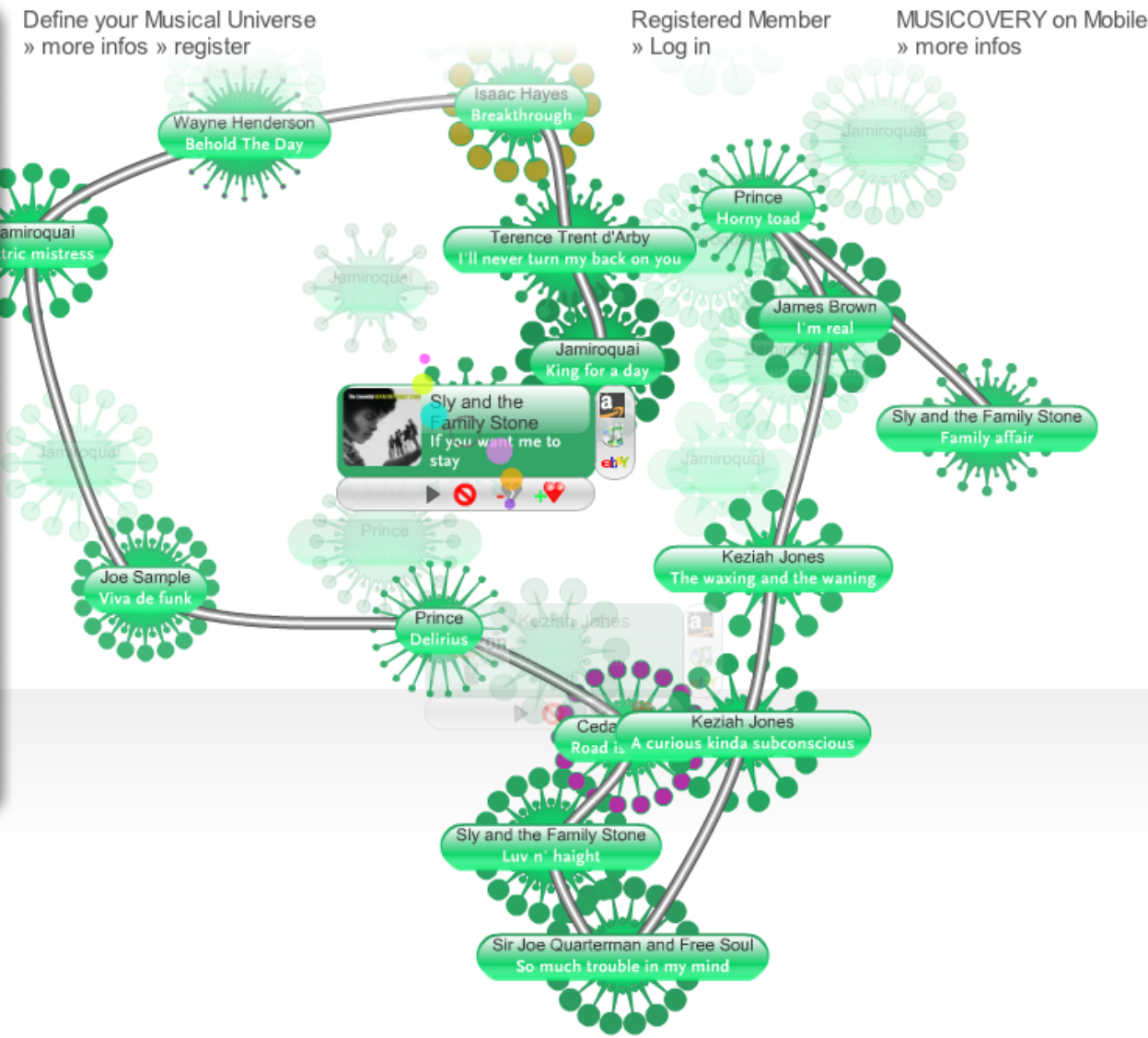
Dark Positive

Com

✓ All Genres

<input type="checkbox"/> jazz	<input type="checkbox"/> R & B
<input type="checkbox"/> gospel	<input type="checkbox"/> rap
<input type="checkbox"/> blues	<input type="checkbox"/> electro
<input type="checkbox"/> metal	<input type="checkbox"/> latino
<input type="checkbox"/> rock	<input type="checkbox"/> classical
<input type="checkbox"/> vocal pop	<input type="checkbox"/> soundtrack
<input type="checkbox"/> pop	<input type="checkbox"/> world
<input type="checkbox"/> disco	<input type="checkbox"/> reggae
<input checked="" type="checkbox"/> funk	<input type="checkbox"/> soul

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Mensagem urgente

# Orgânico | espontâneo

musiccovery

my ♥'s Classics Discovery

<< 50s 60s 70s 80s 90s 00s all

2002

Mood: Dance Me

Dark Energetic Positive

Calm

✓ All Genres

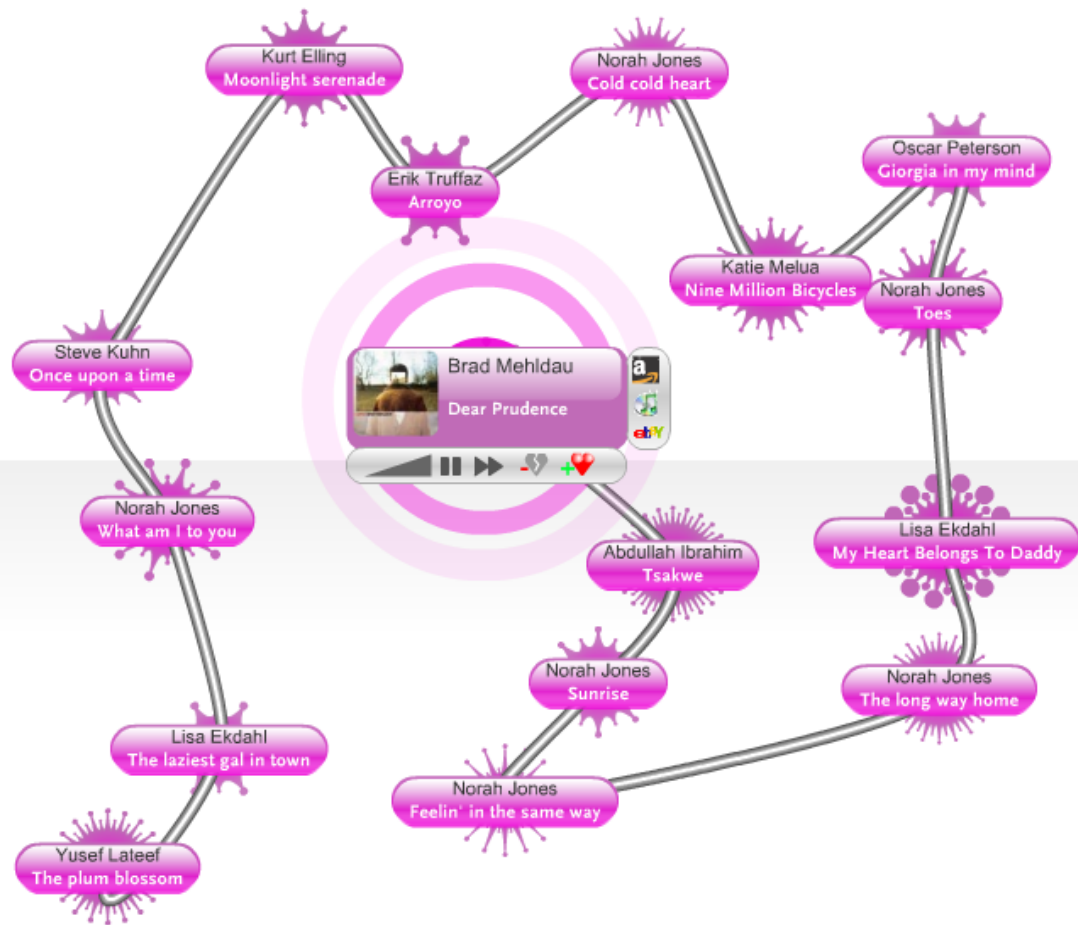
- jazz  R & B
- gospel  rap
- blues  electro
- metal  latino
- rock  classical
- vocal pop  soundtrack
- pop  world
- disco  reggae
- funk  soul

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Ganador

Felicitaciones

Usted ha

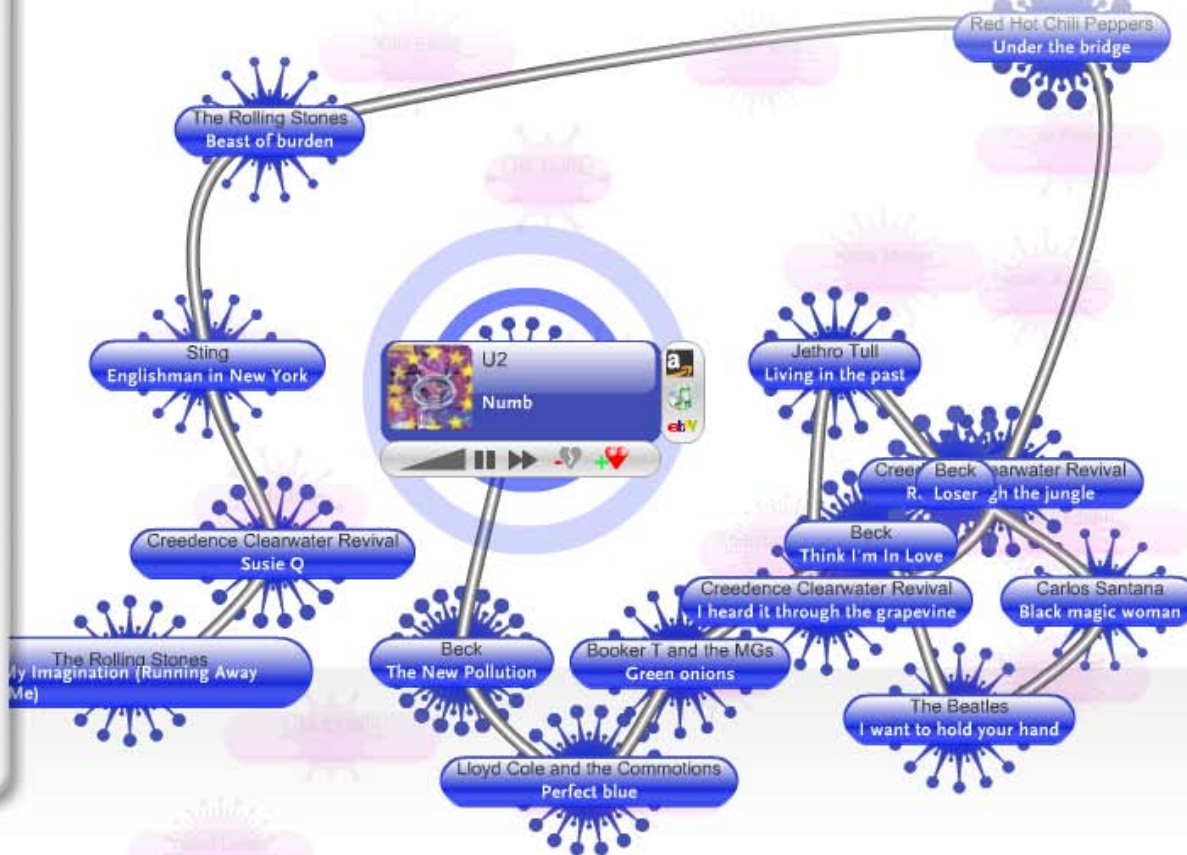
# Orgânico | espontâneo

The screenshot shows the Musiccovery website interface. At the top, it says "musiccovery" with a logo. Below that, there are navigation tabs for "my ♥'s", "Classics", and "Discovery". A decade selector shows "1993" selected. There are mood sliders for "Dance", "Me", "Energetic", "Dark", "Calm", and "Positive". A genre selection area includes "All Genres" and a list of genres: jazz, R & B, gospel, rap, blues, electro, metal, latino, rock, classical, vocal pop, soundtrack, pop, world, disco, reggae, funk, and soul. At the bottom, it says "Legal information ©2007 contact@musiccovery.com".

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A sobrevivência das revistas e jornais depende da capacidade do editor em incorporar novas mídias.

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# obrigado

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