

fly like a f-16 is graphic sizes. A good rule of thumb is no graphic over 30k. Smaller than that is highly preferred. I was on the linking page last week (a great site for navigation and quick download) and went to a link for a professional magician in Vegas. Their home page had these great photos of the performer. But are they really so great if I could go make a pot of coffee while I waited for this great photo. When the photo was done the coffee was even cold. Needless to say I left the site before I saw two pages.

Here are a few simple things to know about graphics. Illustration type graphics (logos line art etc.) should be in a GIF format. A photo with more colors should be in JPG format. When you use JPEGs remember to compress the size as small as possible. When you see it getting pixelated or too many colors are dropping out of the photo then you have gone too far.

The solution to showing promo photos you just have to show off full size. use a preview thumbnail. A smaller version of the final photo to be clicked on to take them to the page with the full size photo. This technique will let them know if it is worth their time to wait for the photo. I can't believe how many magic sites don't use this obvious obvious solution to a big problem.

*Continued next month*

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## A Personal Close-up Mat

We Have learned in past lectures to get our name in front of the client as much as possible. Here is another idea to do just that. To brand your business further go to the computer section of your local office supply store. They have post card stock T-shirt iron-ons and many other surprising products. One item that caught my eye the other day was a custom mouse pad kit. I have not bought it yet to see how thick the mouse pad is. If it is one of the thinner pads then it will make a great close-up pad. Use your computer to print your magic logo onto the pad or any other design. If you are doing trade shows and the client is handing out mouse pads then think about using their pad to perform on.

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Suwanee, GA 30024

**June 18, 2001**

• *Automatic Reset Magic*

**Dunwoody Library**

*Next meeting: July 16th*

*Theme: Closers*

*Homer R. Hulse/Harold R. Martin Ring*

**THE EQUINOX**  
*June 2001*

*Ring* **9** **I.B.M.**

**Georgia Magic Club**



# Making Magic with the Web

by David Oglesby

In the late 90's if you had a business then you had to have a web site, or you were getting left behind. The year 2000 brought the downfall of many of the dot com businesses. That doesn't mean it can not be a valuable marketing tool for the entertainer. Like bands getting their music heard by the masses for the first time, the web can do the same for the magician. Just a few of the things one can do with its power is posting your biography and those positive quotes you are getting. Also it lets people know where you are and when. Useful if someone wants to check out your show before hiring you. If you really want to go all the way with it, how about a 5 min. Quicktime video streamed to the potential clients computer.

This is fine and good you say but I don't know a thing about making a web page. That is why I am writing these series of articles. To give you a basic understanding of what makes an effective web page. Its amazing how many professional magicians' web sites are out there that are impossible to wade through. They look like they were designed for the web in 1996.

There are 3 basic ideas to keep in mind... Navigation, Bandwidth, and Quality

## 1. Navigation

This is one of the most important. Some one out there probably has the question to the ultimate answer to the universe of 42 on a web site were you cant find any thing. Now no one knows the question. An example of a hard to navigate site is thefish.com. Its for a new radio station in atlanta. One of the obvious things about a radio web site you would want to go to first as a listener is the Web Broadcast link; so one can listen while working on your computer. The web site had these, so called, cool names for their categories such as: the fish bowl, In the Tank etc. How is one to know what is in the Tank. How about something simpler that would let the viewer now if it was a new giveaway , concert or what. Just make sure if you use fancy titles for the navigation links that they let you know what you might find after one clicks. Also try not to bury things too deep (page within page etc.).

One more thing to remember make sure you can always get to the home page (or start page) easily. an even better idea is to make the main categories accessed from any page.

## 2. Bandwidth

Bandwidth is the rate at which the information is transferred, like a slow 28k modem or one of the new cable modems that can show a video. People often forget that even with a fast modem if the computer you are retrieving the page from in Michigan is slow than it doesn't matter how fast your PC runs.

Since you don't know if a computer user will be using a fast or slow modem, always design your magic web site with the guy who has the modem that came with his Quadra (or 286 for those PC users) in mind. The area to focus on to make your web site

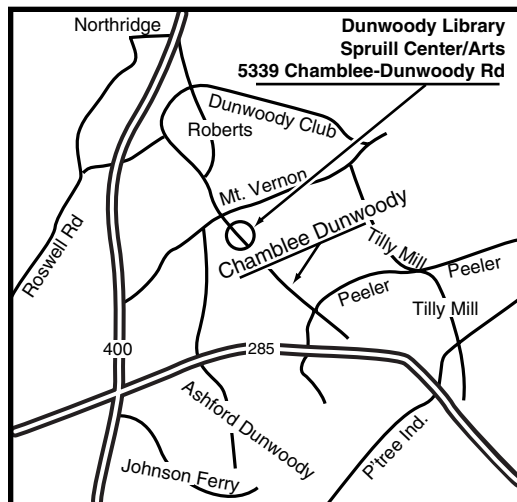
On back panel

## What's Happening This Month?

This month's meeting will be at the Dunwoody Library on June 18th at 7:30.

The June meeting's theme will be "Tricks that Automatically Reset". When we say do it again it will be no problem.

There will be Teach a Trick on "Spectator cuts to the Aces" by Christophe Fouquet before the meeting. The wisdom will start at 7:00 p.m.



## Martin Nash Farewell Tour

Location: East Roswell Park  
(community room)

9000 Fouts Road in Roswell, 30077

1-1/2 miles east of GA 400 off Holcomb Bridge Rd.

When: July 23, 2001

Time: Starts at 7:30PM

Cost: TBA

## Who's Where

Paul and Sherry Sponaugle are performing at Crabby Nick's Seafood House in Duluth, Tuesday through Saturday, from 6:00 to 9:00.

Ric Silver is performing at US Border Cantina in Alpharetta Wednesdays 6:30-8:00.

I am updating the list to be accurate. If you want to be listed please send me your information.

David Oglesby

## Is it good or Bad?

Borders Books now has a section labeled Magic. Its still with the card games and not the arts . Is this to much visibility?

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