

Try the change of color or let a title for the section separate a new topic. Think, how is a magazine or newspaper laid out.

- I have been mentioning color throughout and it is also one of the downfalls of the early 1996 web site. When you design your site try to stay to only a few main colors. Two or three work great. Many times when people don't consider their colors first, you get a web site that clashes. Or the text can't be read against the background.

Remember, plan ahead. Sketch your site out on paper first. Make a flow chart (like an outline for an essay). Organize your site to be understandable and friendly. You will have a site that will work for your business and not against it by reflecting the professionalism of your business.

*A site I strongly recommend if you want to build a well designed magic web site is Web Page Design for Designers. [www.wpdfd.com/index.htm](http://www.wpdfd.com/index.htm) This site is written for the graphic designer and not the techi. The information is easy to understand, if you are going to design a page anyway.*

*This Previous information and much more detail is available on this site.*

## Quote:

“Art is what happens when a person encounters a mystery and feels compelled to make something of it”

*Michael Demkowicz, The Crossing.*

## IBM National Closeup Contest in Orlando

Ring 9 members Paul Sponaule and Joe Turner competed at the national level at the recent IBM Convention in Orlando, Fla. Neither advanced to the Gold Cup Finals, but both were winners in my book. Often one sees acts compete at the national level that shouldn't be there. Both Paul and Joe deserved to be there with excellent routines, and they did Ring 9 proud!

Joe Turner performed his “Lifetime Network” routine which was previewed at the June Ring meeting. It featured a smooth handling of the Jennings “visitor” plot. Paul Sponaule performed his very commercial closeup routine featuring his excellent coin work, safety pin routine and hanky mouse (batteries included!). Both got enthusiastic reactions from the audiences. I hope both magicians continue to hone their contest acts. Who knows, perhaps one of them will win the Gold Cups in the future!

*Dan Garrett*

Scott Horn • Secretary/ Treasurer  
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**August 20, 2001**

• *Magic from Linking Ring (Jan 2000 to present day)*

**Dunwoody Library**

*Next meeting: September 17*

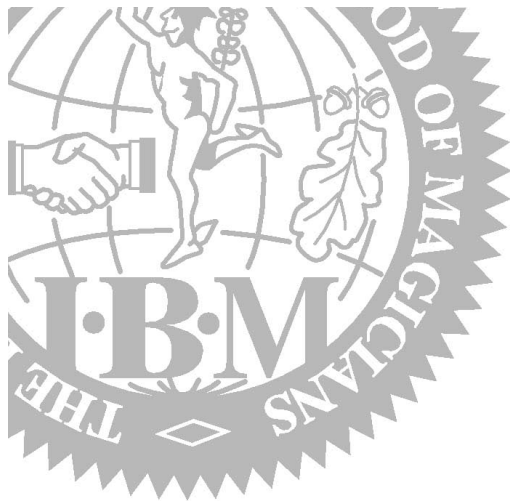
*Theme: Lee Earl*

Homer R. Hulse/Harold R. Martin Ring

THE  
**EQUINOX**  
August 2001

Ring 9  
I.B.M.

Georgia Magic Club



# Making Magic with the Web

## Part 2 by David Oglesby

### 3. Quality

Now we come to Quality. It is what makes your site stand out from the rest of the sites that have a fast download and easy to navigate.

Quality is a well designed sight as opposed to a site that has the information and just works. A well designed sight is like a well laid out magazine. It makes the experience one you want to continue and not put down. In the case of the web that means a hit on your site were people actually stay for a long period of time after the page opens.

One of the first ways to give your site a quality feel is to pay attention to typography on your site.

- A downfall on many do it yourself sites is that the center ALL the text or all text is bold. When you do one of these two things it leaves no sense of importance because it is all the same.

- Another problem is lines lengths get too long when the browser flows text. If the line is too long, and the leading too tight, it is difficult to read-lines will be read twice or skipped.

With regular HTML it is hard to control spaces between lines, but you can be sure they don't get too long.

There are a few ways to do this but a good way is with the use of tables to split text into narrower columns.

- HTML allows one to specify a hierarchy of headline sizes. These sizes are relative rather than absolute and are in a bold typeface. This is the first thing you learn about laying type out in HTML but it is not the best. It tends to be ugly and overstated.

You can set up a hierarchy in your type through other methods. One is through color. Set one paragraph apart from the rest with a different color. Another way is by specifying a separate font (Make sure it is one most people will have on their computer).

- If you want to space your type or an object try a small graphic that is invisible but will add space where needed. There is also a way to simulate a tab. *Refer to web site at end of article.*

- The divider bars that are all over web site are another element from the early 1996 web page. Besides that they look ugly (especially the flashing ones), they show that you can't find a better way to organize your text. Now that Cascading Style Sheets (CSS) are common there are better ways to control type.

## Magic Lectures

### Lee Earle

**Location:** TBD

**When:** September 17th

**Time:** Starts at 7:30 PM

**Cost:** \$10 members, \$15 non-members

## Who's Where

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



**Rick Silverstein** is performing at US Border Cantina in Alpharetta Wednesdays 6:30-8:30.

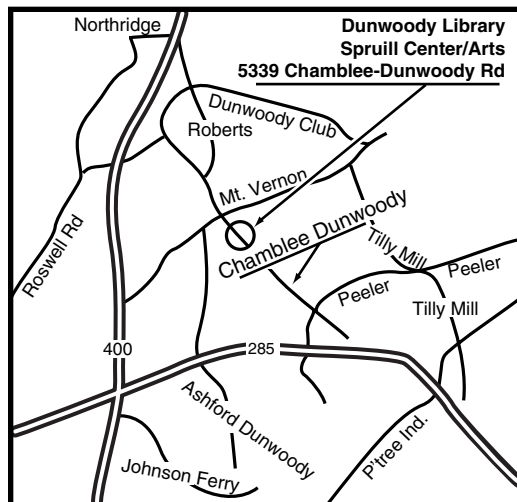
**Ken Scott** is performing from 9:30 till 1:30 brunch at Shadows Restaurant in Peachtree City.

## What's Happening This Month?

This month's meeting will be at the Dunwoody Library on August 20th at 7:30.

The August meeting's theme will be "Magic from Linking Ring (Jan 2000 to present day)". Now is when we discover what treasures we have in the Linking Rings.

There will be Teach a Trick on "Bill Transpositions" before the meeting. The wisdom will start at 7:00 p.m.



*On back panel*

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