

# BUILDING



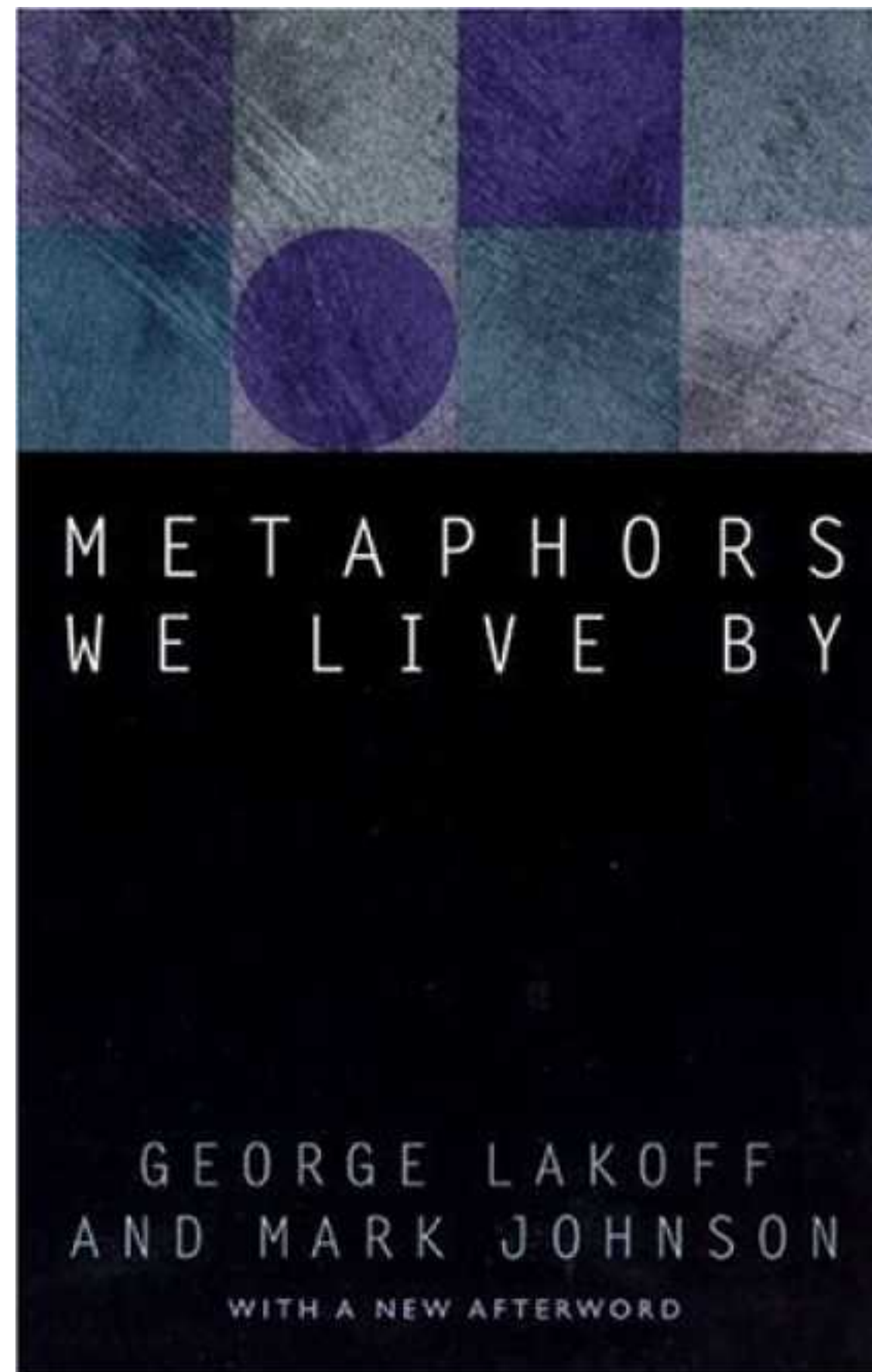
LANGUAGE



# CHICKEN GAME

**DON'T LOOK AT  
THIS CHICKEN**

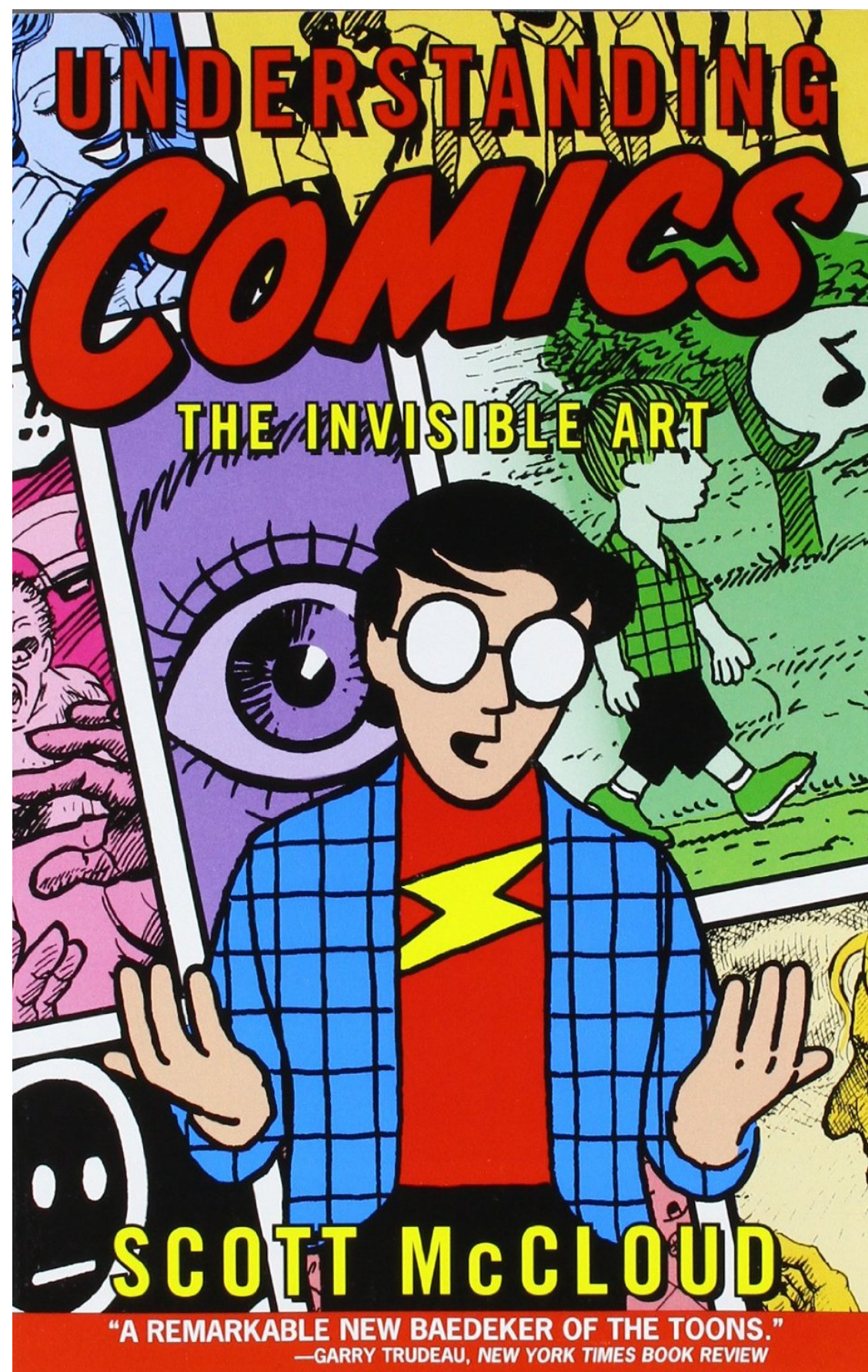




# Metaphors We Live By

George Lakoff



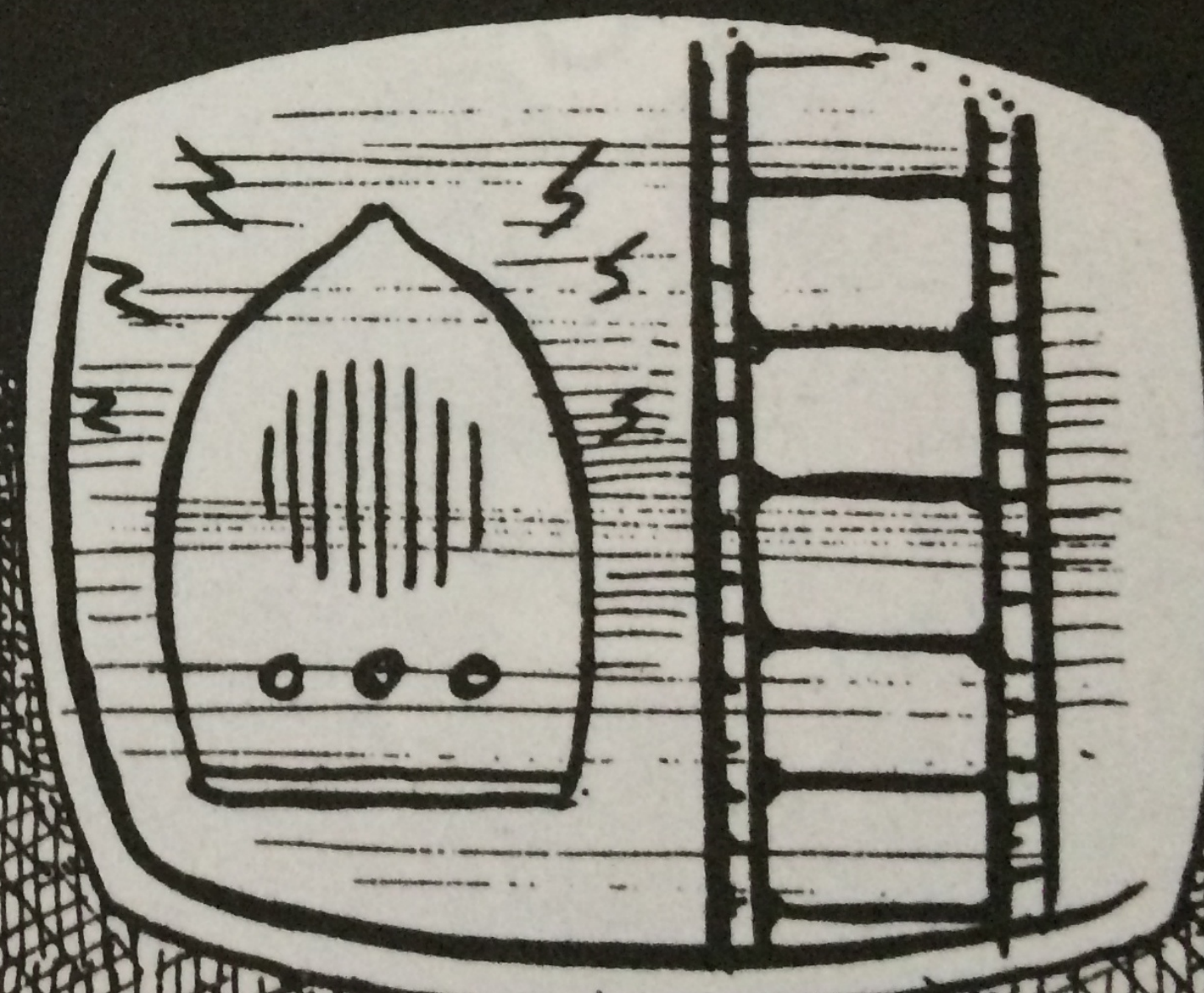
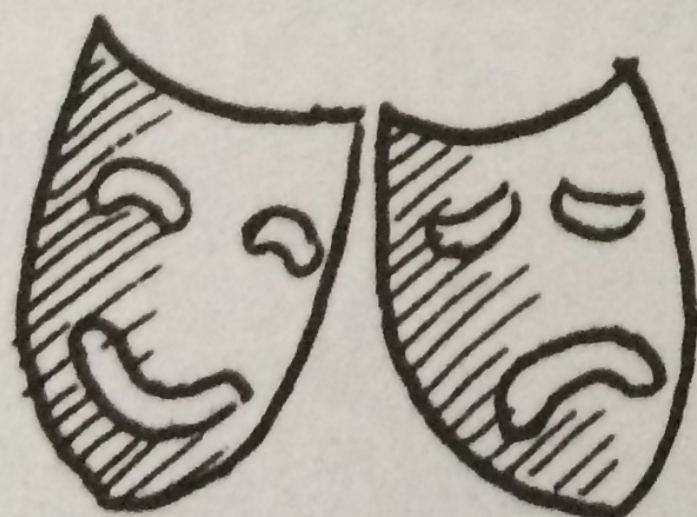
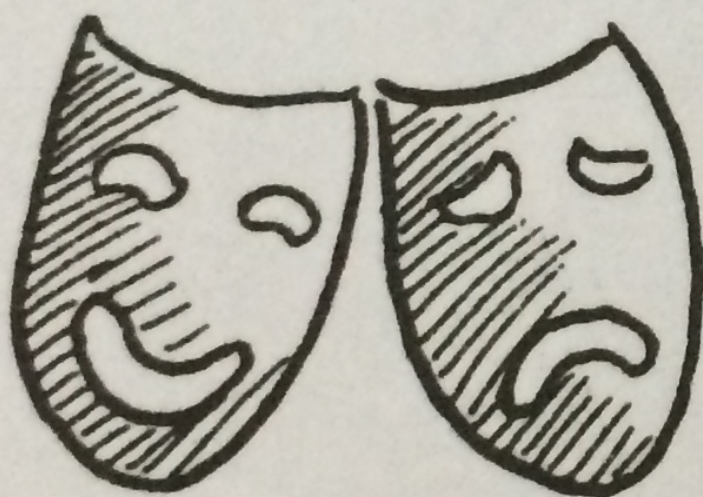
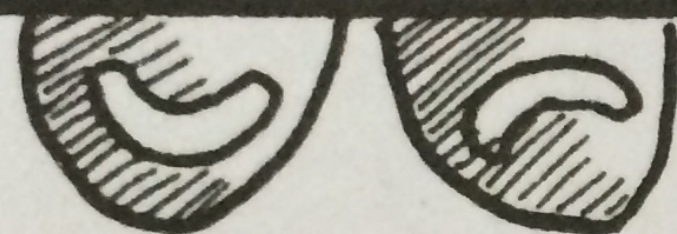


# Understanding Comics

Scott McCloud



EACH NEW MEDIUM BEGINS ITS LIFE  
BY IMITATING ITS *PREDECESSORS*.  
MANY EARLY MOVIES WERE LIKE  
FILMED *STAGE PLAYS*, MUCH EARLY  
*TELEVISION* WAS LIKE *RADIO WITH*  
*PICTURES* OR *REDUCED MOVIES*.





APRIL 7, 2000

# A Dao of Web Design

by JOHN ALLSOPP

Published in: CSS, Layout, Typography, Accessibility

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What Zen was to the 70's (most famously with motorcycle maintenance), the Tao Te Ching was to the 90's. From Piglet and Pooh to Physics and back, many have sought sense in applying the Tao Te Ching to something (the Tao of Physics), or something to the Tao Te Ching (the Tao of Pooh). It can be a cheap trick, but lately it has struck me that there is more than a little to be understood about web design by looking through the prism of the Tao.

Daoism is a philosophy, like Buddhism, a way of living, of being in the world, which stems from a text of great antiquity, the Tao Te Ching, whose 81 "chapters" enigmatically sweep across human experience, but with a strong common theme, that of harmony.

Search ALA

GO

☐ include discussions

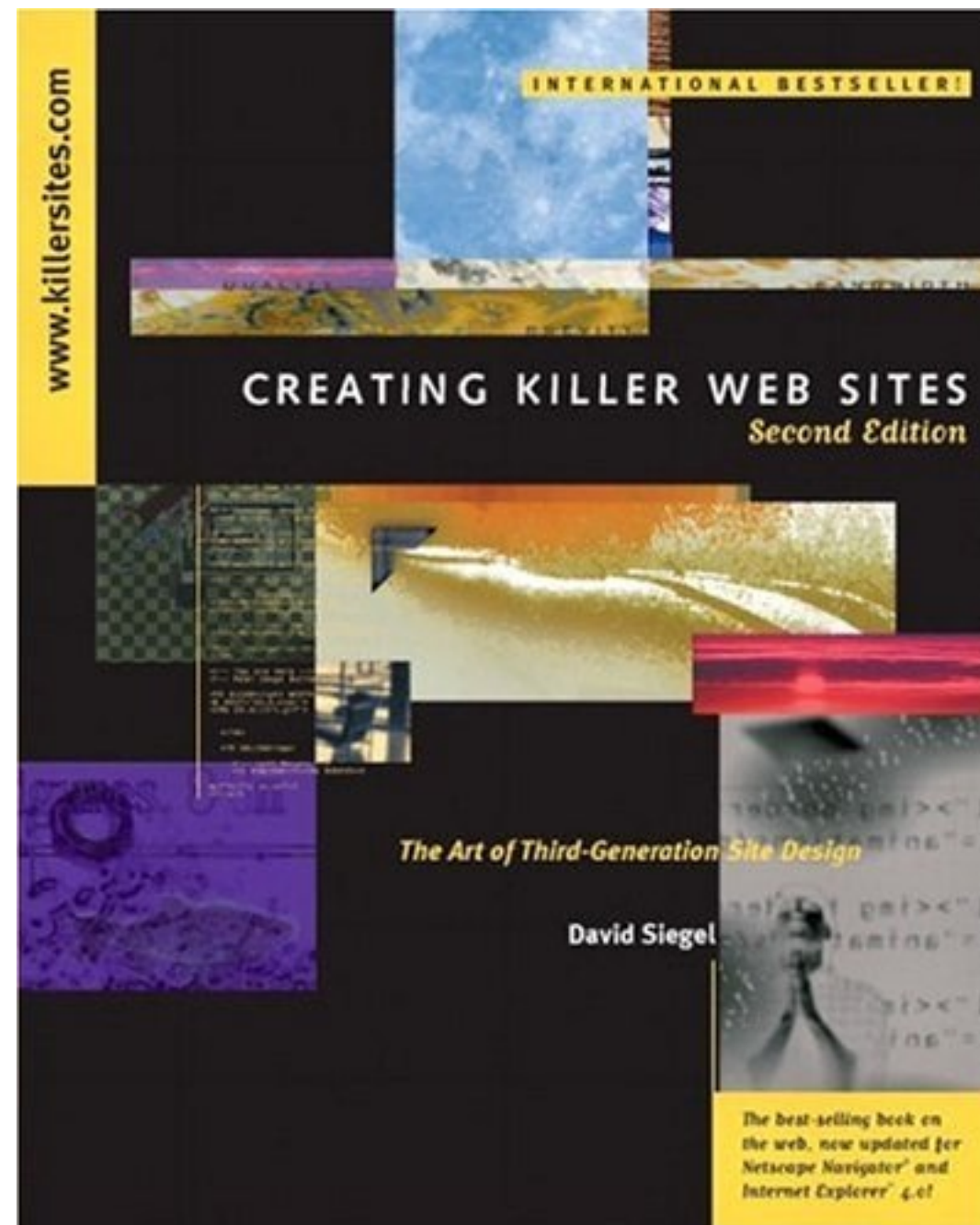
Topics

[Code >](#)[Content >](#)[Culture >](#)[Design >](#)[Mobile >](#)[Process >](#)[User Science >](#)

Snapshot

Web designers often bemoan the malleable nature of the web, which seems to defy our efforts at strict control over layout and typography. But maybe the problem is not the web. Maybe the problem

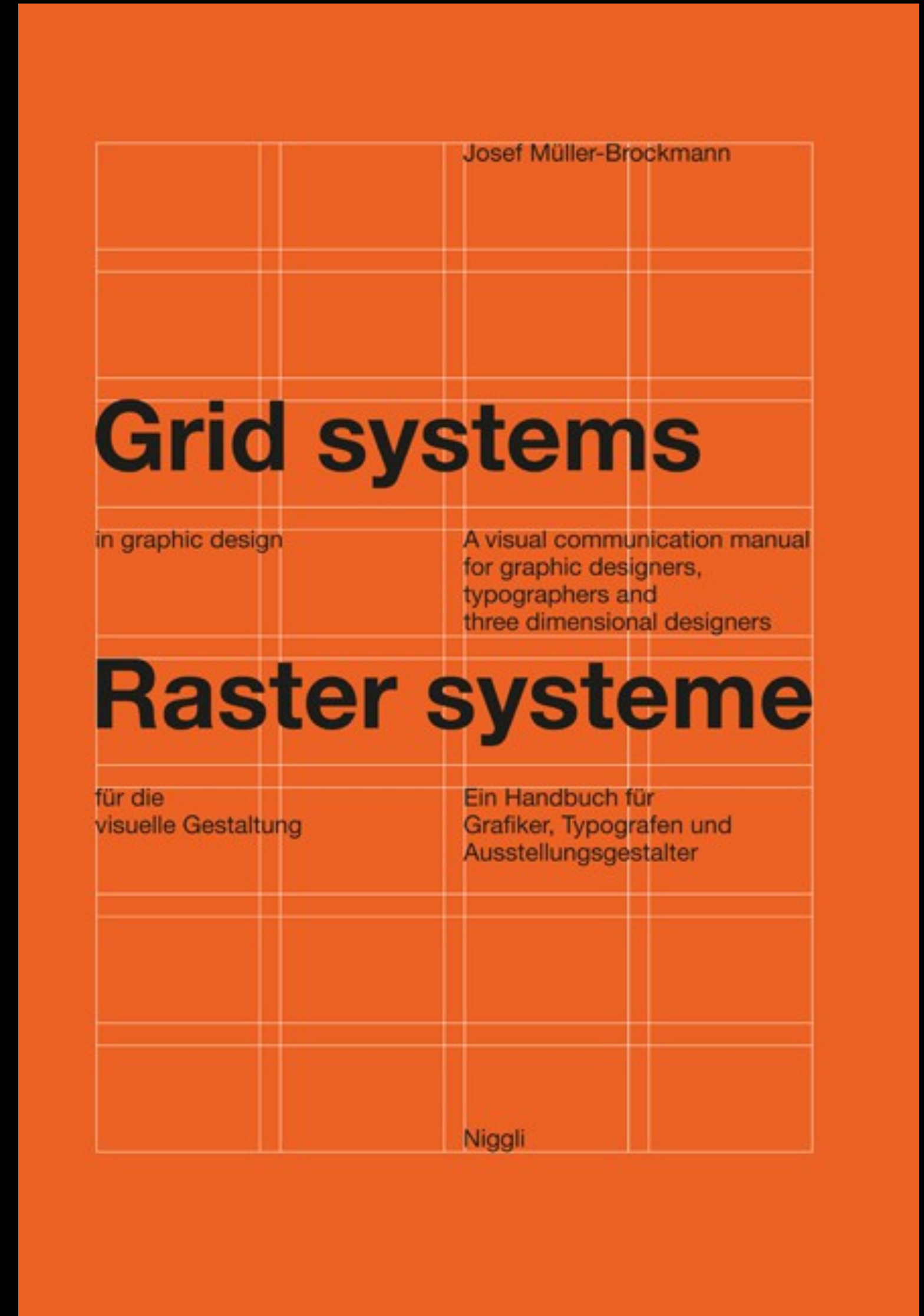
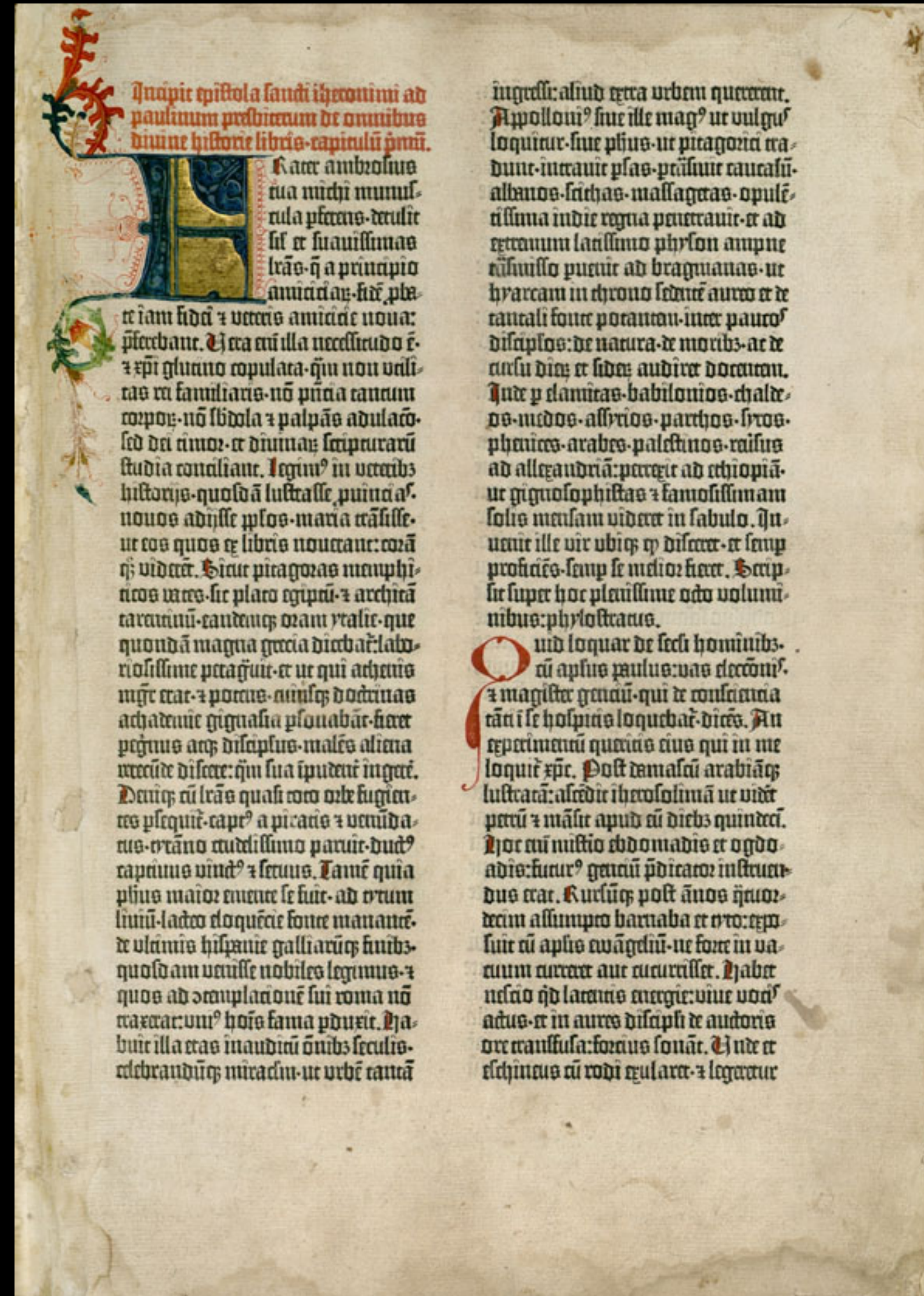




# Creating Killer Web Sites

David Siegel







web sites







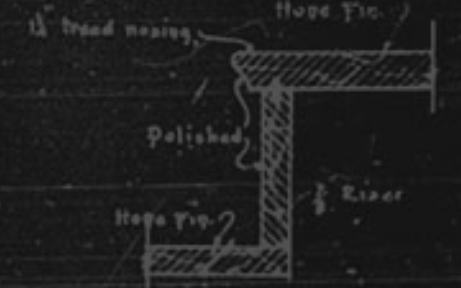
# ARCHITECTS







NOTE:-  
See sheet #9 for dimensions.  
Contractor to verify all dimensions  
of building.



3 DETAIL OF RISER

DETAIL OF TILE FLOOR  
IN CHURCH VESTIBULE  
Scale: 1/4" = 1'-0"

NOTE:-  
All openings shown thus  
Height shown figured to center of  
at 2 1/2" for brick and joint.

Division Line Between  
CHURCH & RECTORY.

Tile Roof

ALTAR

CTUARY

OF LOURDES  
CTOR  
TSECT

EAST ELEVATION  
Scale: 1/4" = 1'-0"





# 101 Things I Learned in Architecture School

Matthew Frederick



# A Pattern Language

Towns · Buildings · Construction

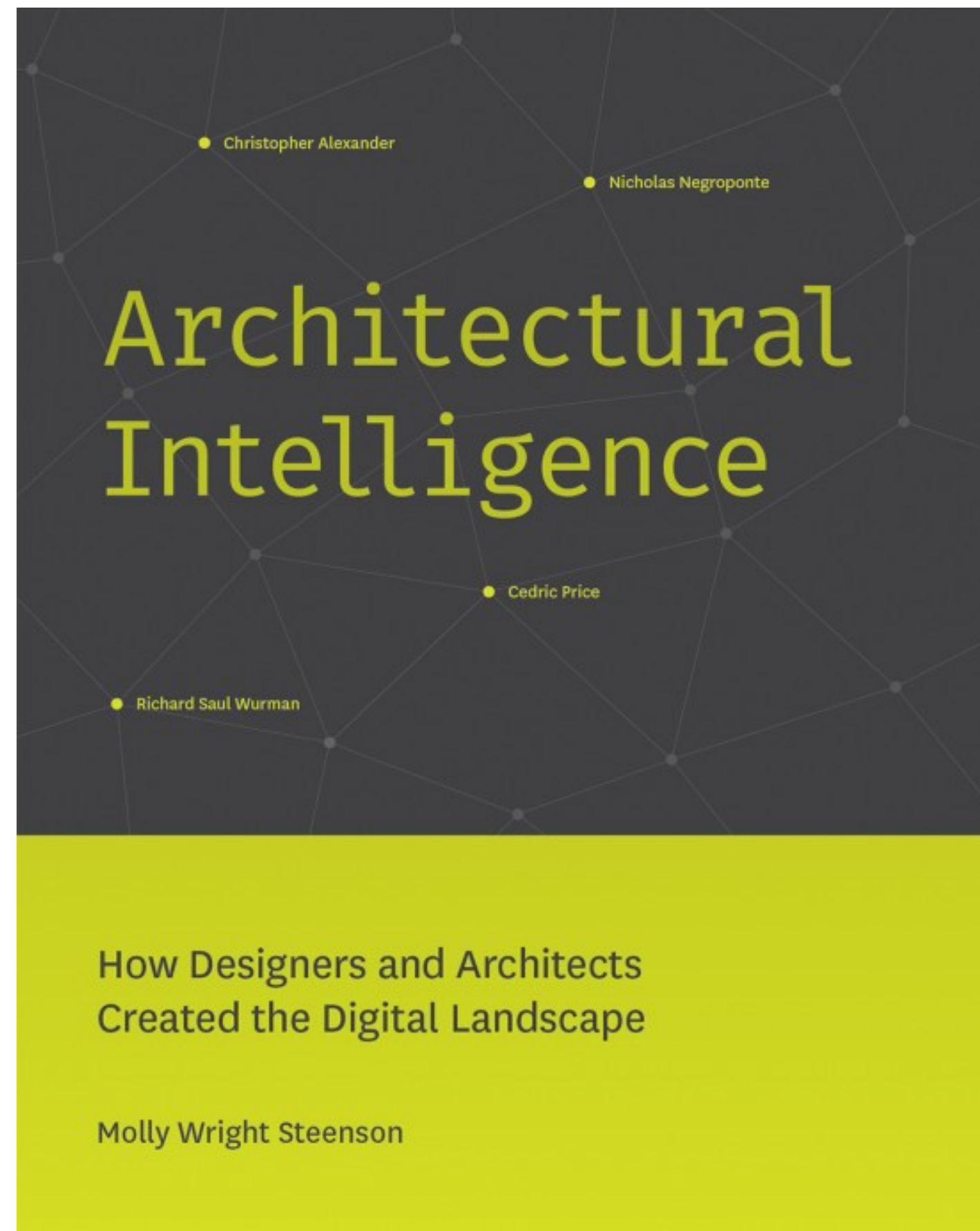


Christopher Alexander  
Sara Ishikawa · Murray Silverstein

# A Pattern Language

Christopher Alexander





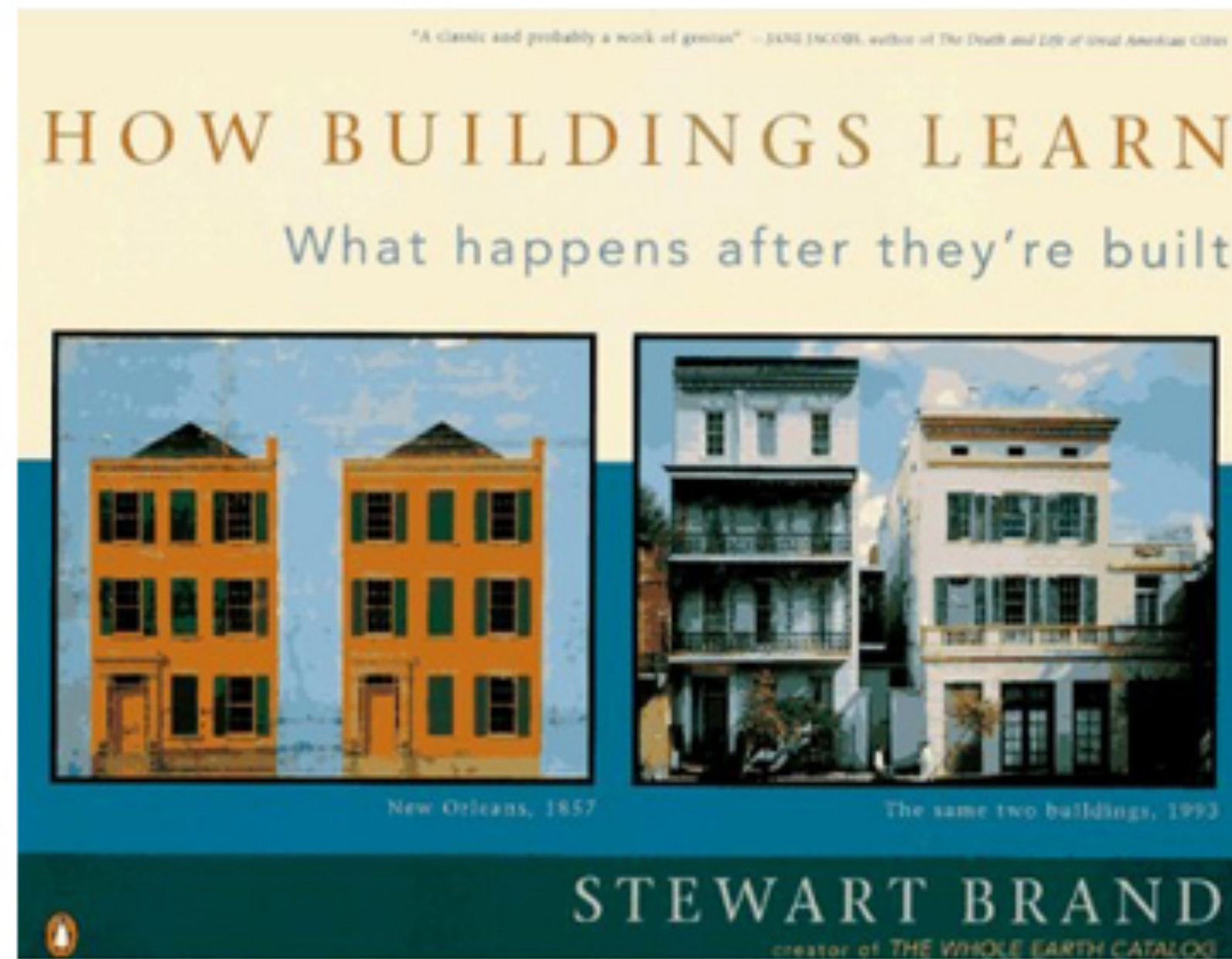
# Architectural Intelligence

Molly Wright Steenson









# How Buildings Learn

Stewart Brand



# shearing layers

stuff

space plan

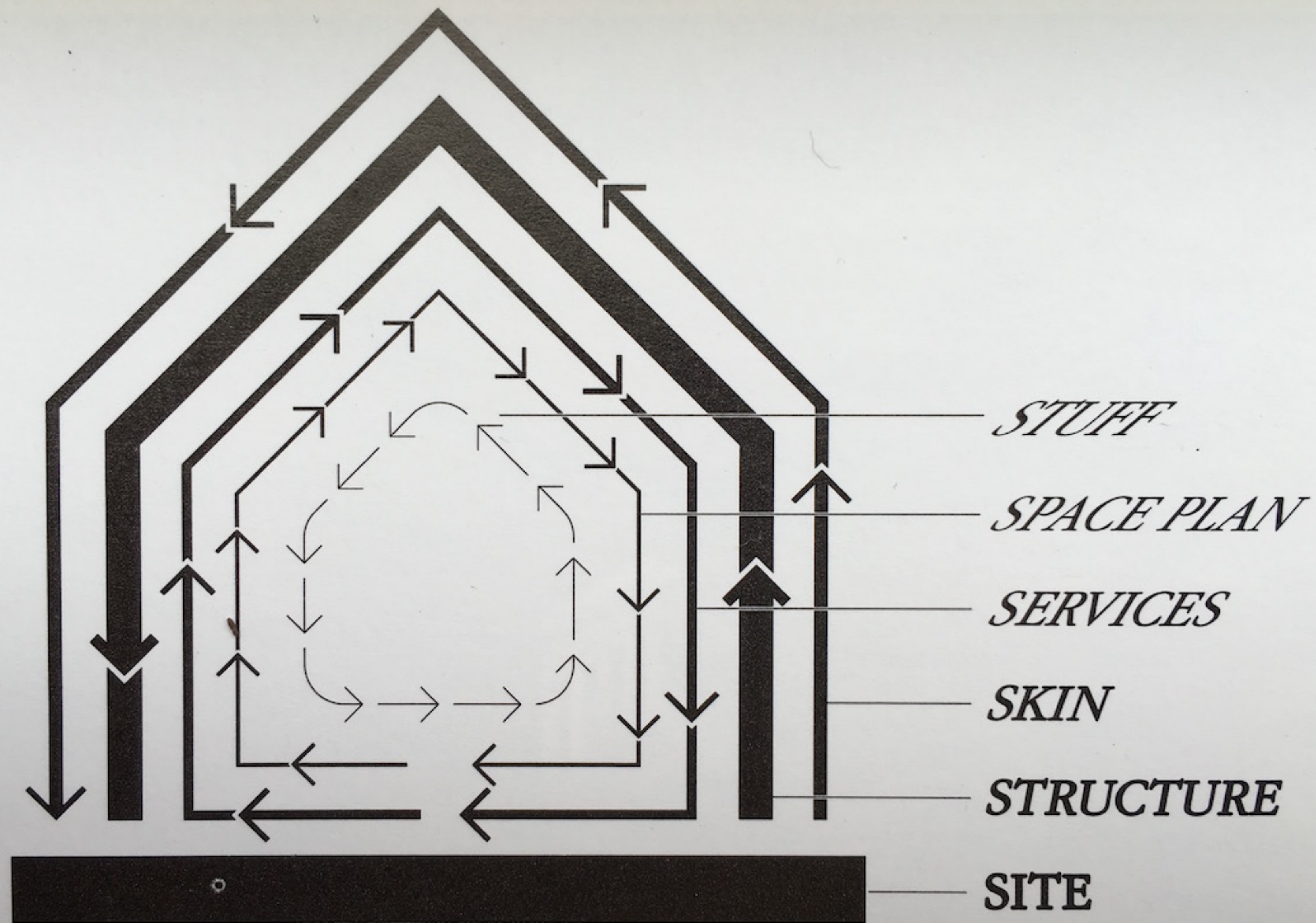
services

skin

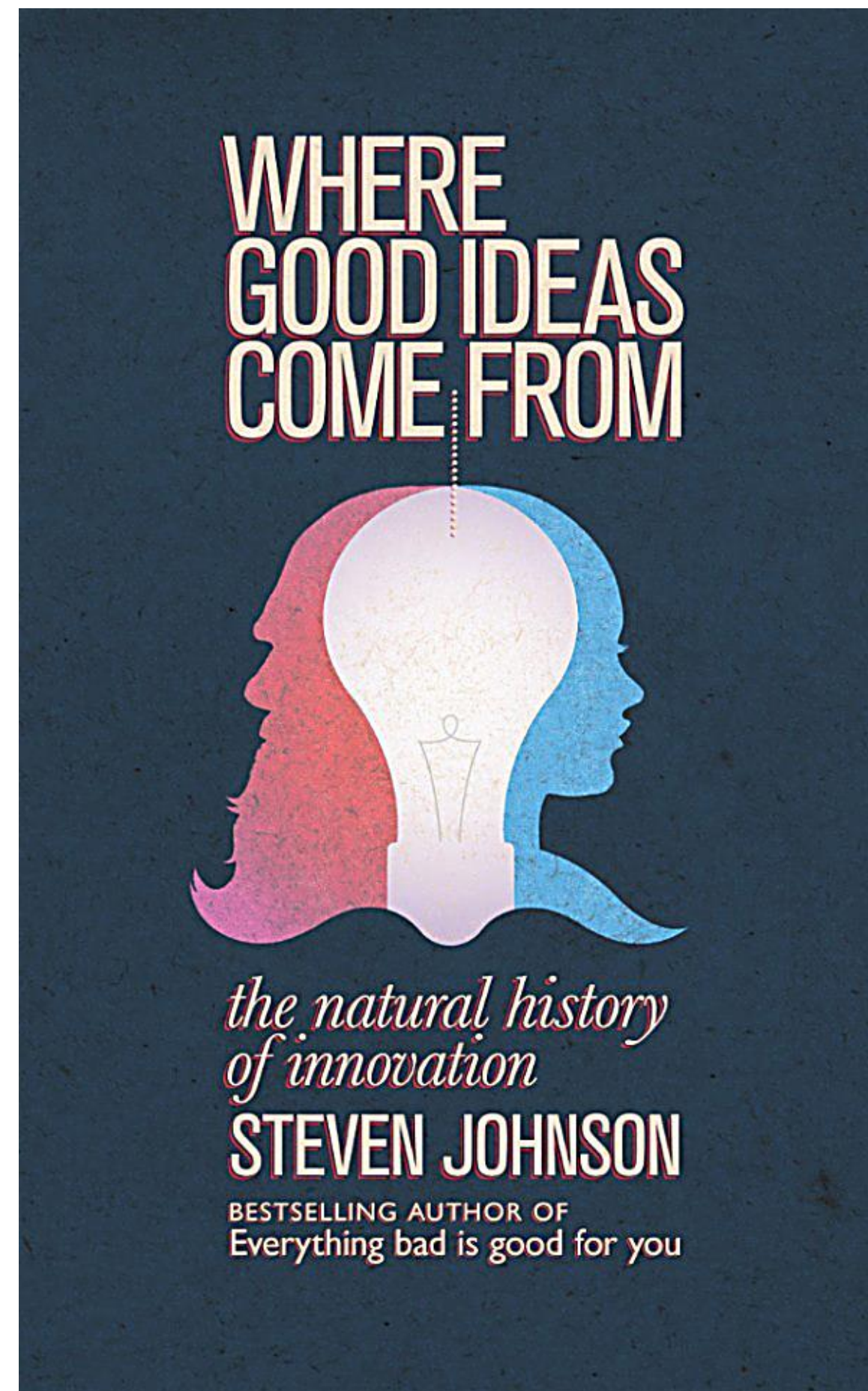
structure

•  
site









# Where Good Ideas Come From

Steven Johnson



adjacent possible

www

internet

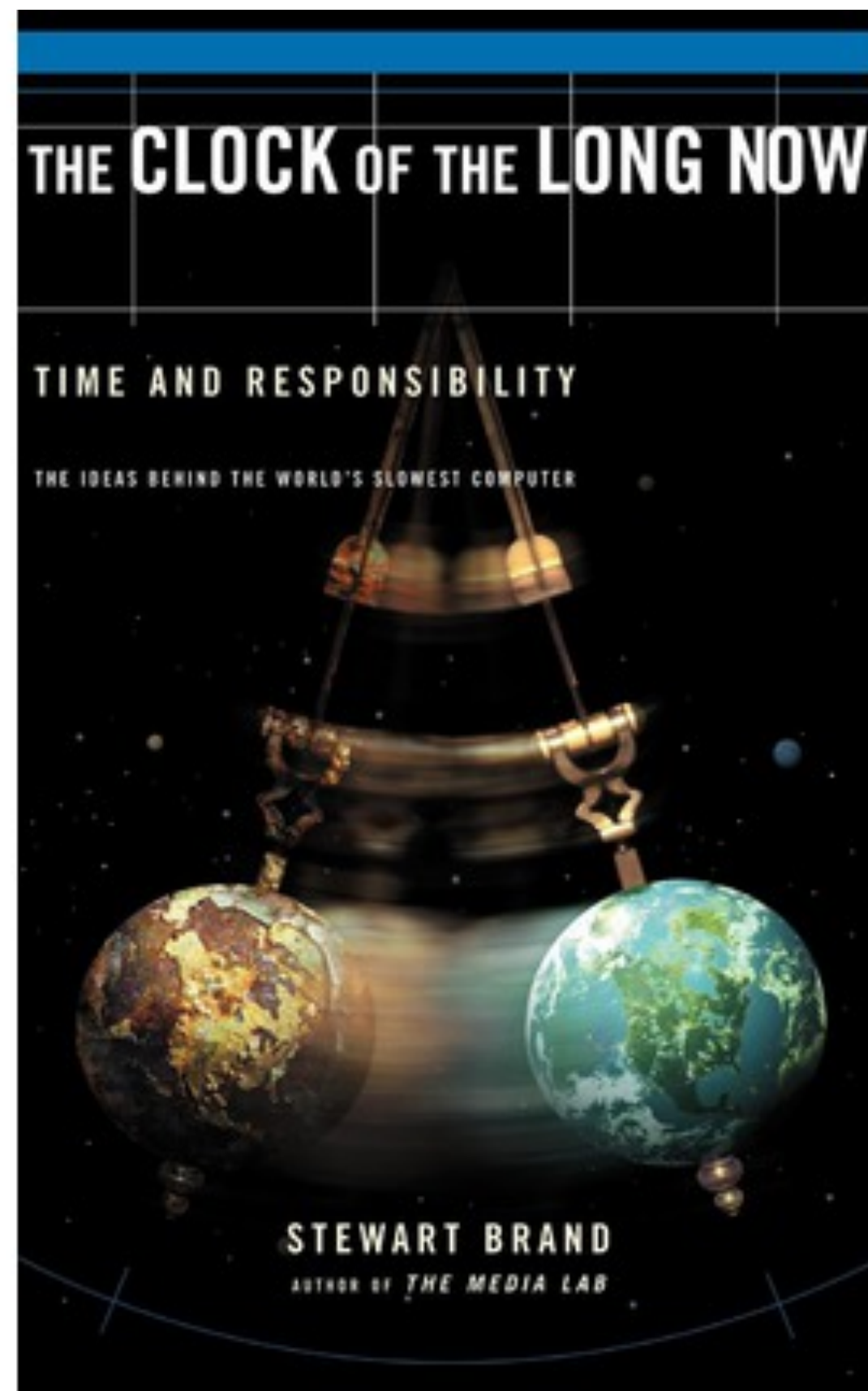
computers

circuitry

electricity

industrialisation





# The Clock Of The Long Now

Stewart Brand



# pace layers

fashion

commerce


infrastructure

governance

culture

nature



*FASHION* 

*COMMERCE* 

*INFRASTRUCTURE* 

*GOVERNANCE* 

*CULTURE* 

*NATURE* 



**FedEx**





SWISS MILK CHOCOLATE WITH HONEY AND ALMOND NOUGAT

**TOBLERONE**

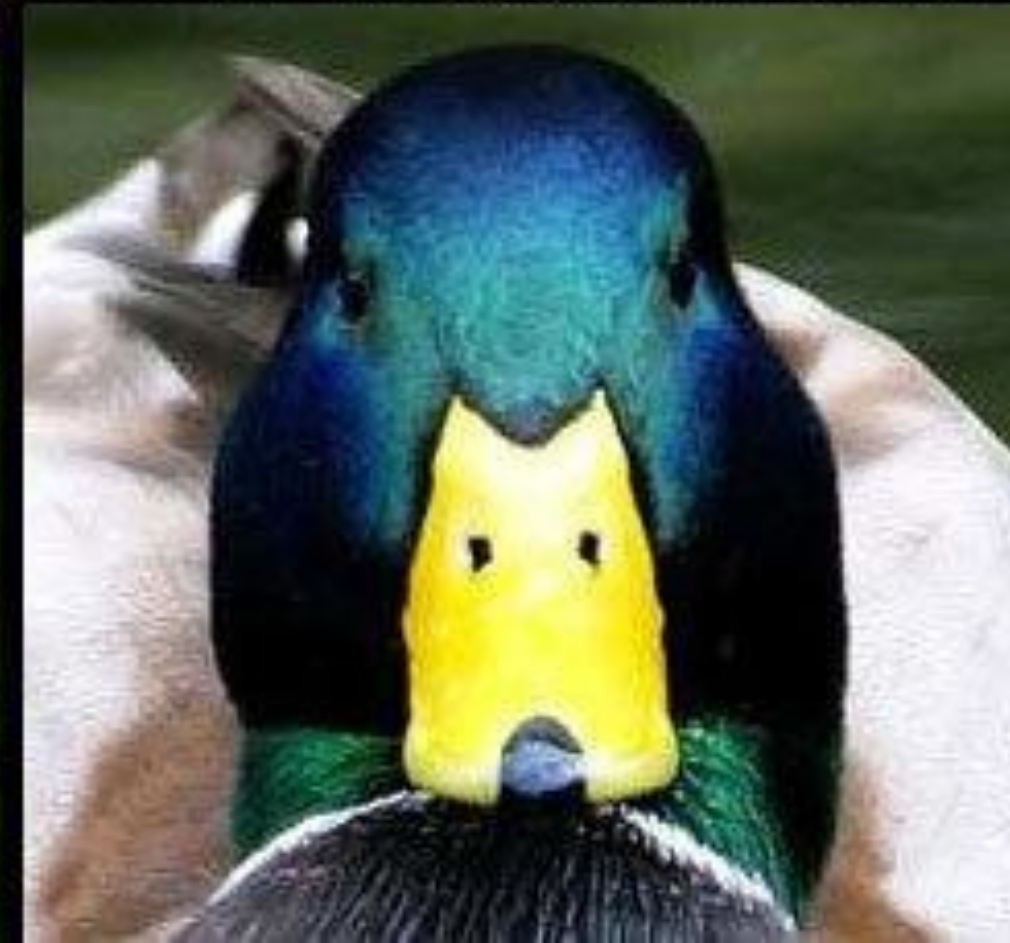
OF SWITZERLAND








You just  
realized that  
all ducks are  
actually  
wearing  
dog masks.









*FASHION* 

*COMMERCE* 

*INFRASTRUCTURE* 

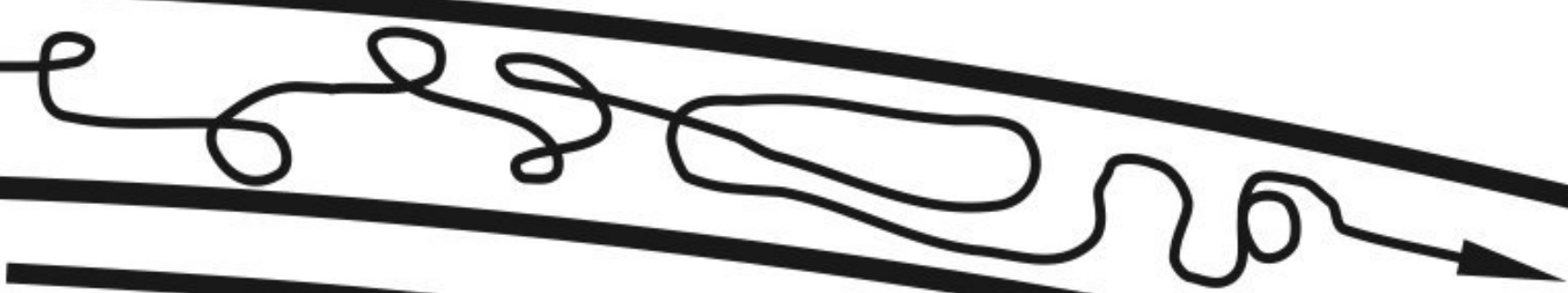
*GOVERNANCE* 

*CULTURE* 

*NATURE* 



**JS+  
CSS**



**HTML**



**URLs**



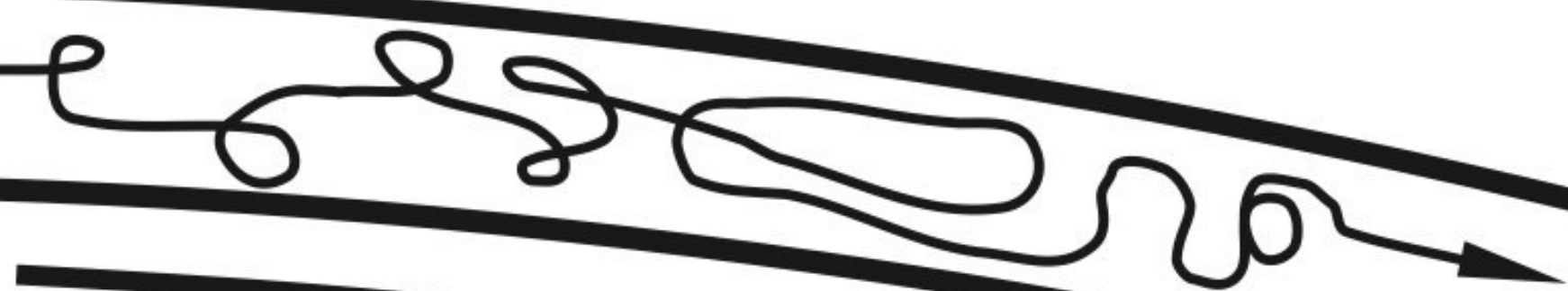
**HTTP**



**TCP/IP**





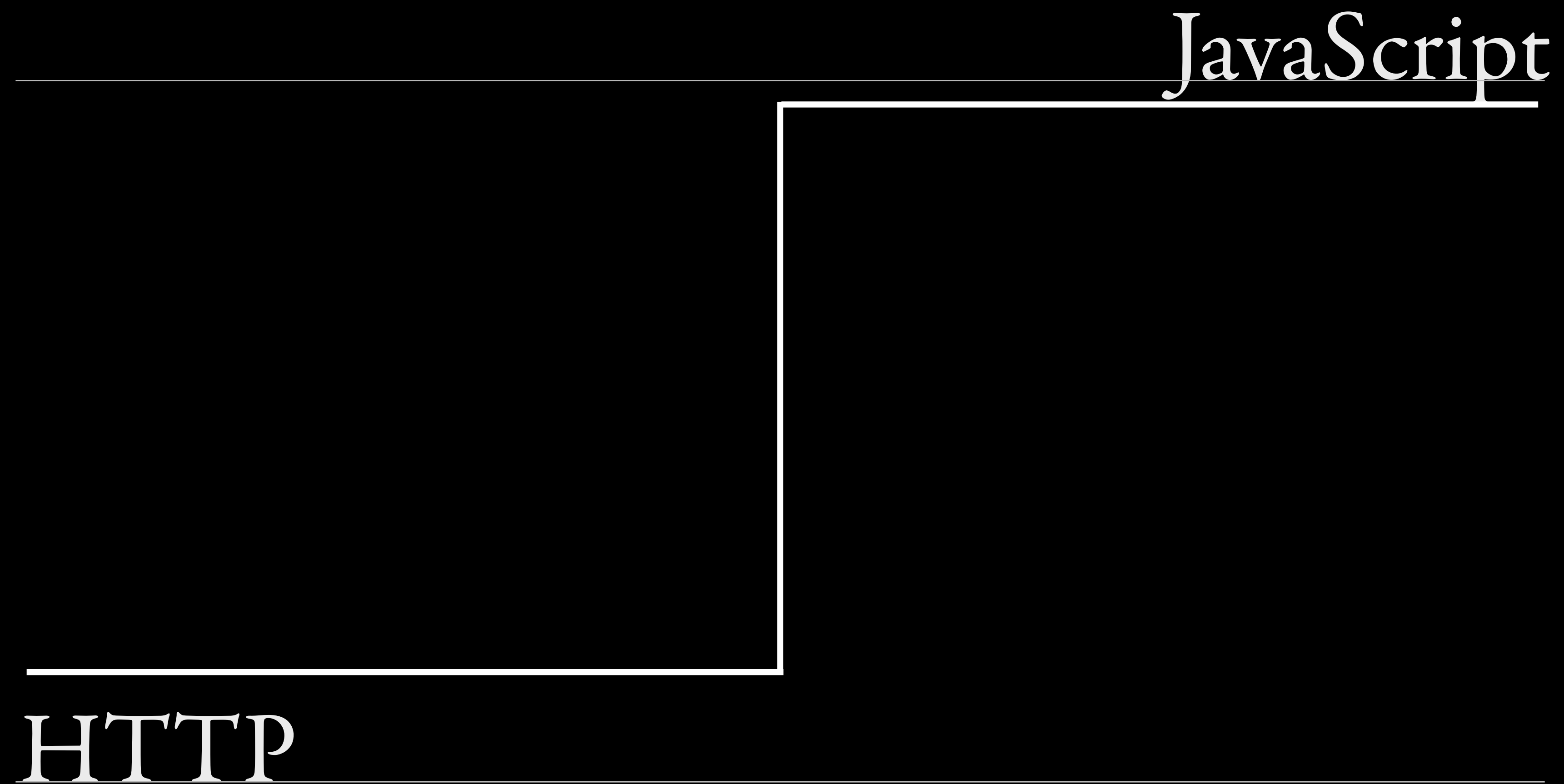
JS+



HTTP →

TCP/IP ▶



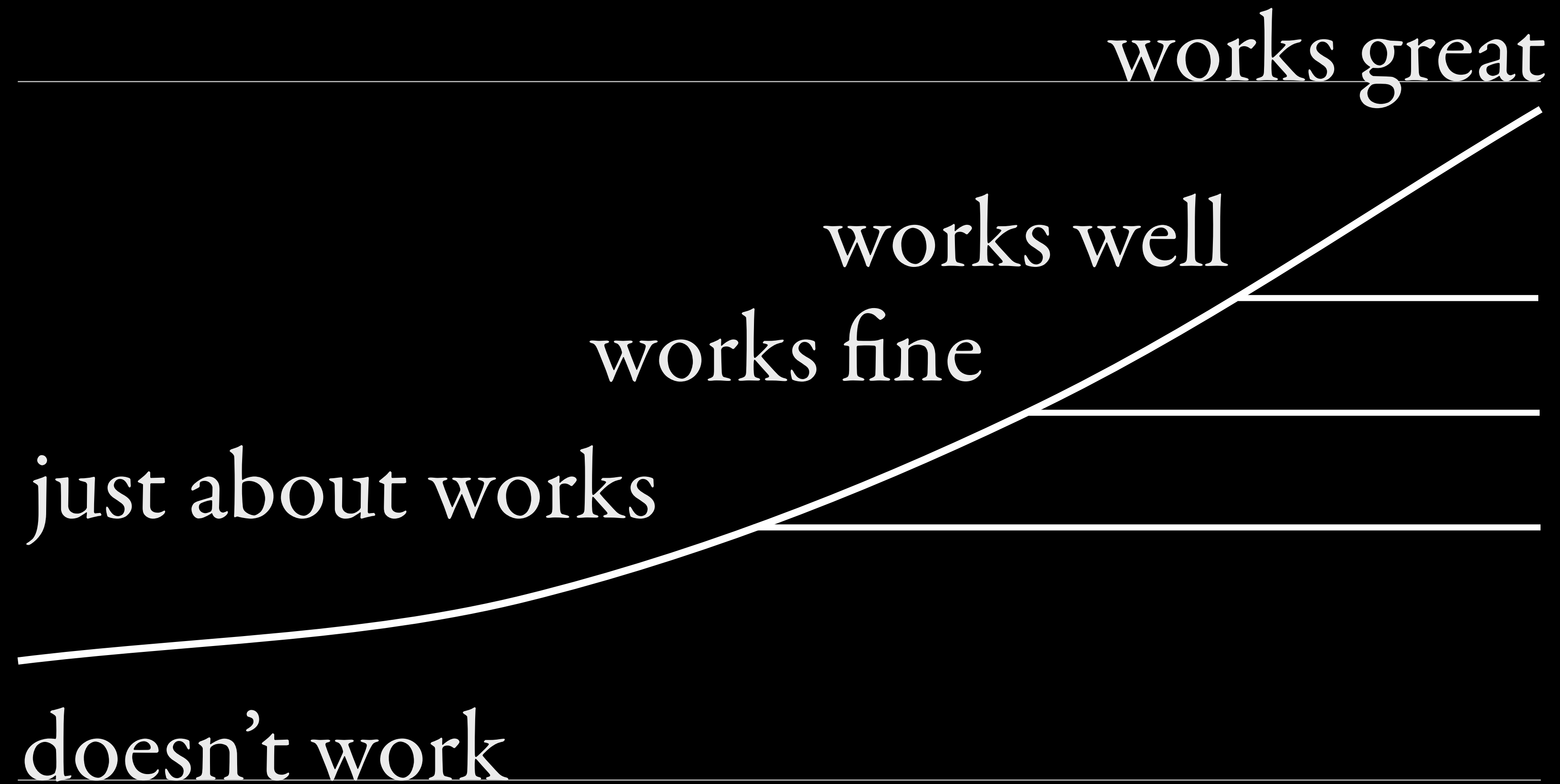




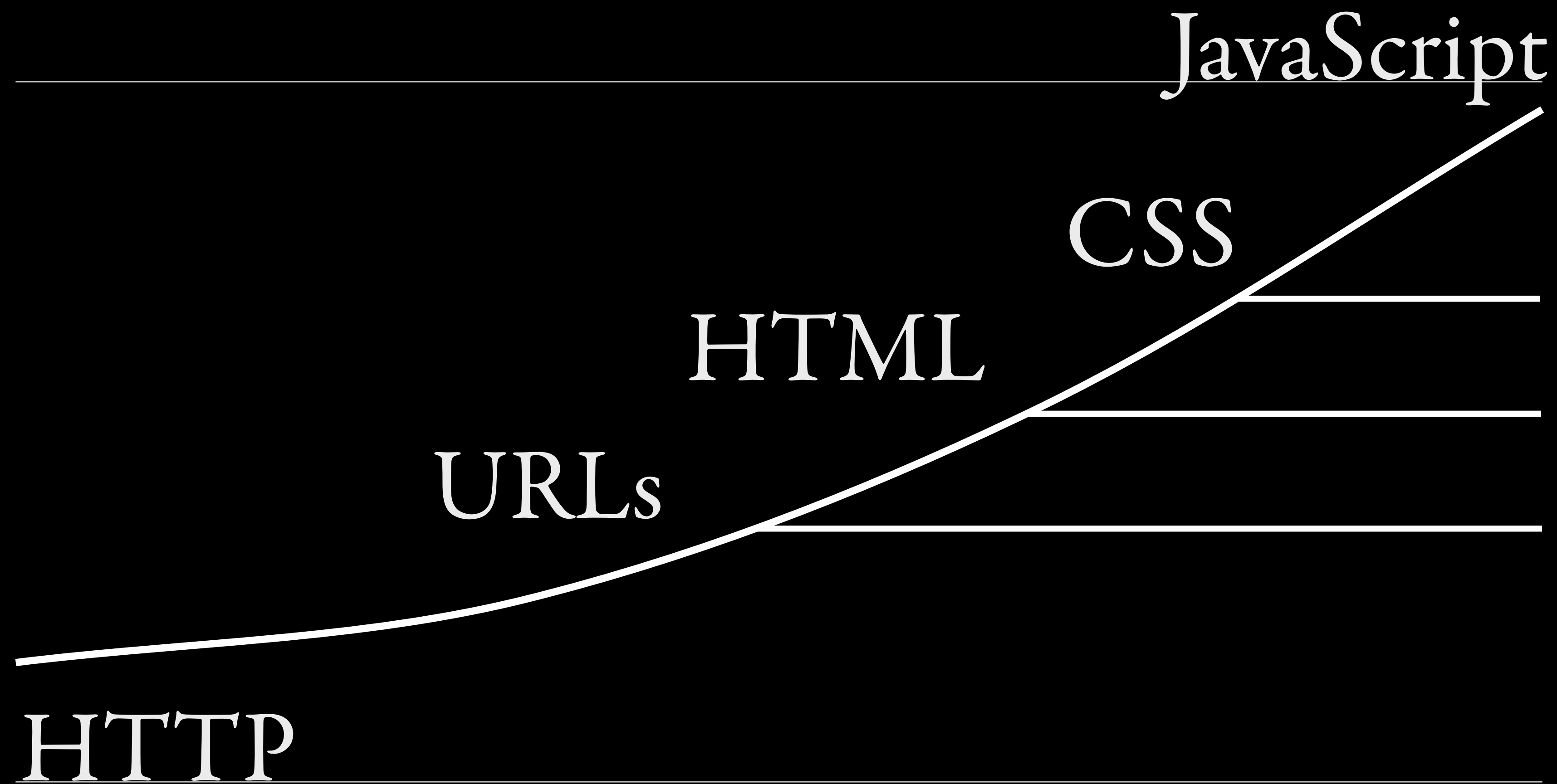
works great

doesn't work











No.  
306

# A LIST *apart*

FOR PEOPLE WHO  
MAKE WEBSITES

[ARTICLES](#) • [TOPICS](#) • [ABOUT](#) • [CONTACT](#) • [CONTRIBUTE](#) • [FEED](#)

MAY 25, 2010

## Responsive Web Design

by **ETHAN MARCOTTE**

Published in: [CSS](#), [Layout](#), [User Interface Design](#), [Mobile](#), [Mobile Design](#), [Mobile Development](#)

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☐ include discussions

### Topics

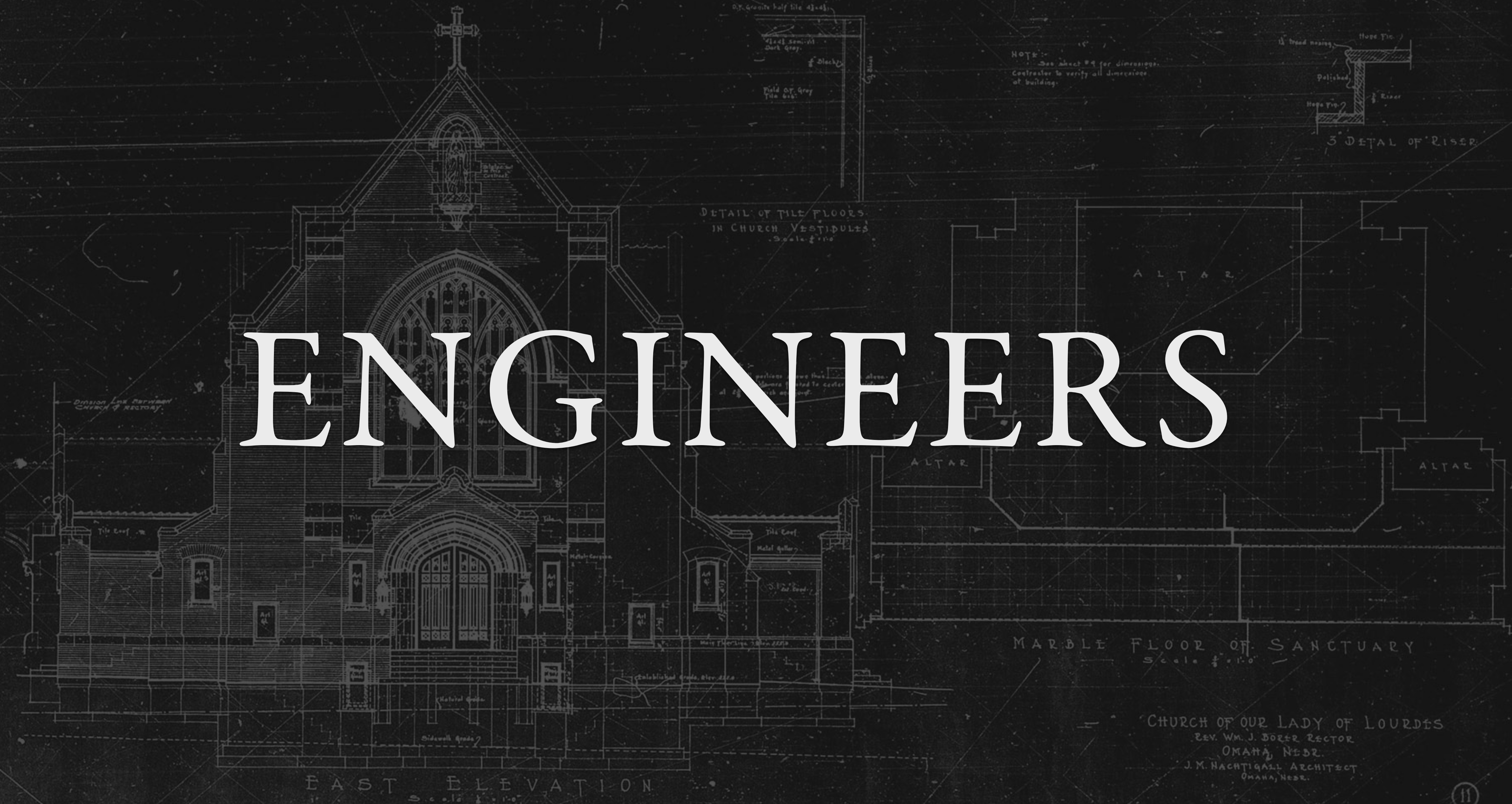
- ♦ [Code](#)
- ♦ [Content](#)
- ♦ [Culture](#)
- ♦ [Design](#)
- ♦ [Mobile](#)
- ♦ [Process](#)
- ♦ [User Science](#)

### Snapshot

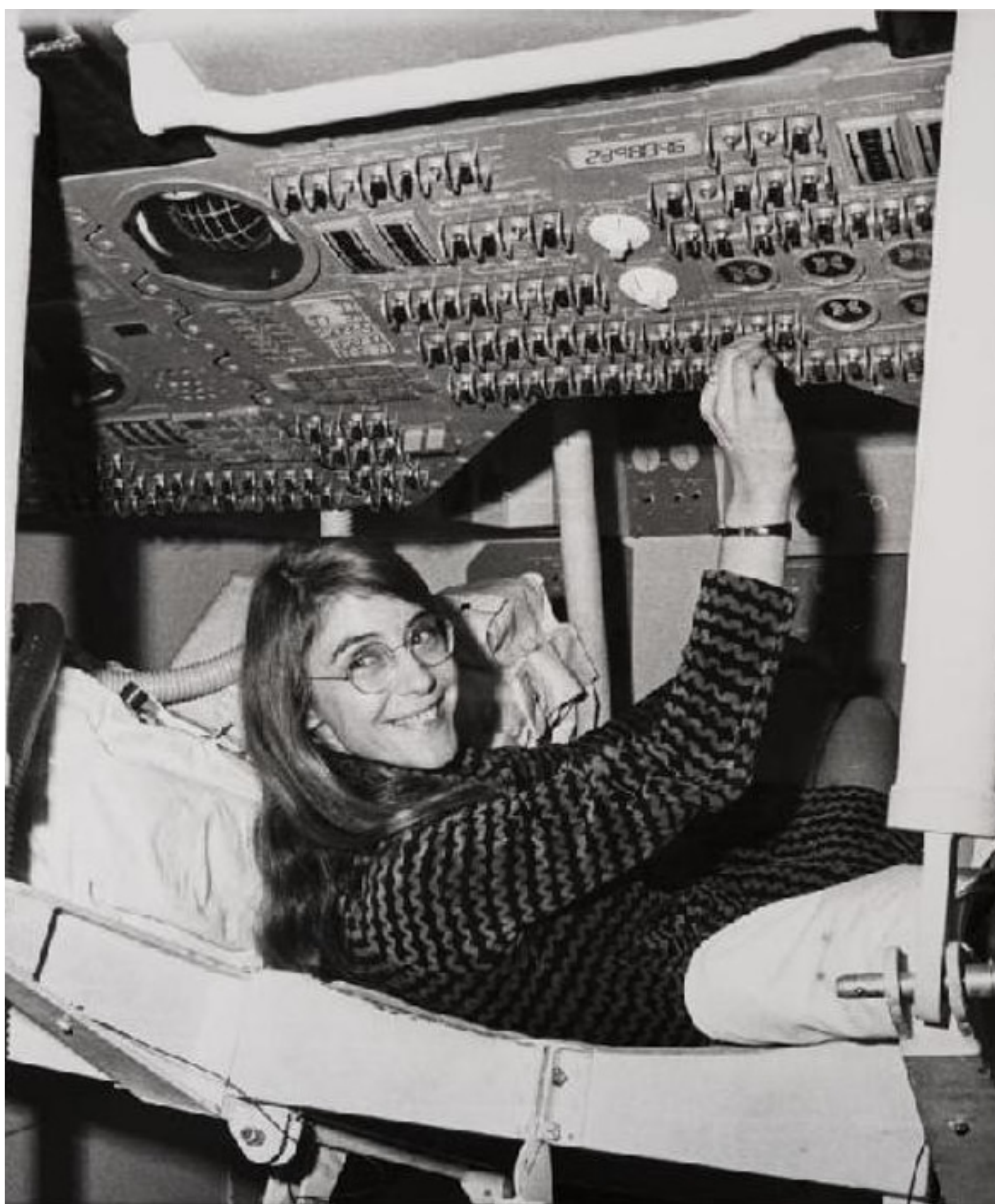
Learn how to use fluid grids, flexible images, and media queries to create elegant user experiences with responsive web design.



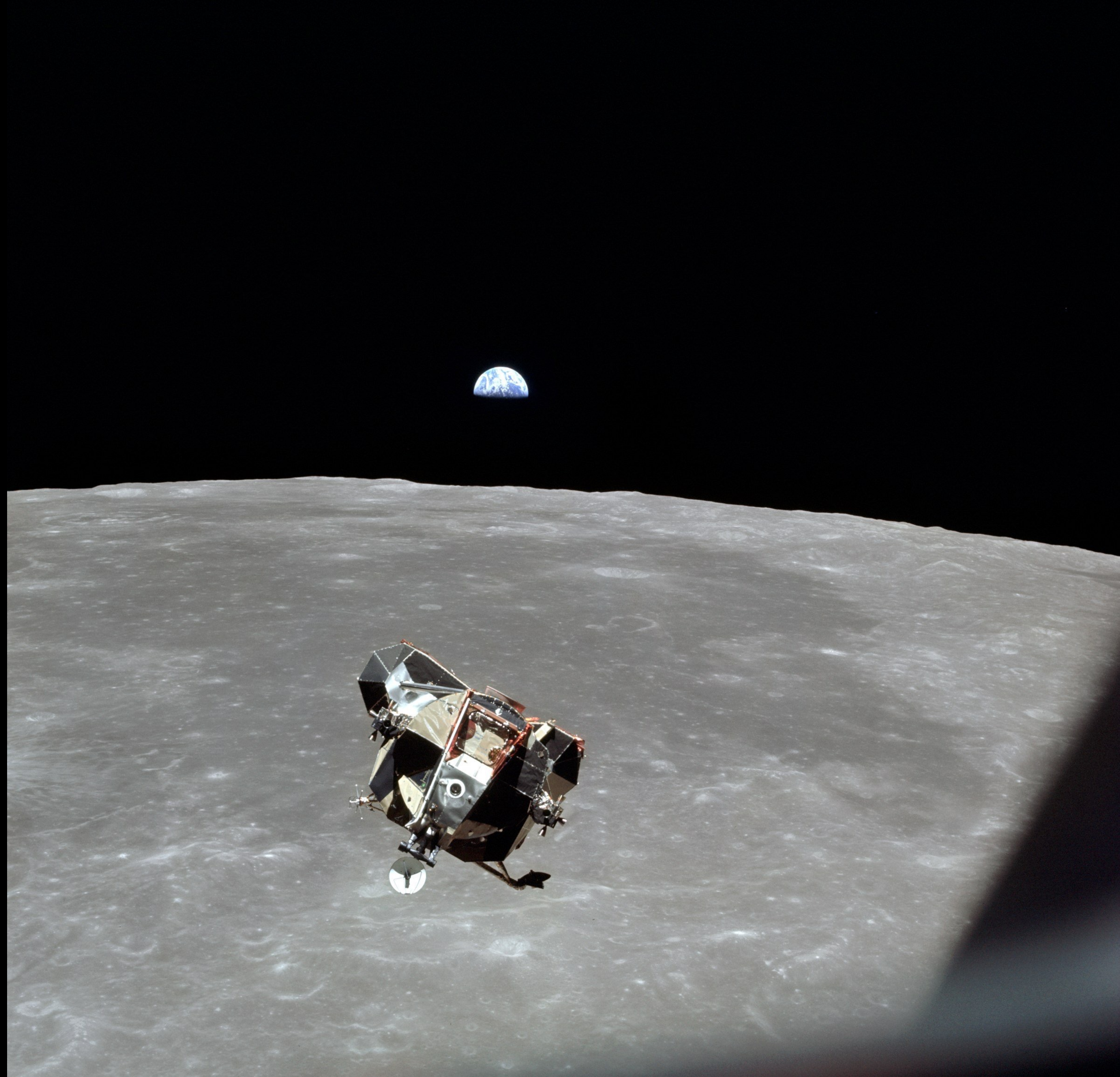
# ENGINEERS













materials

tools



materials

tools

JavaScript  
CSS  
HTML



materials

tools

figma

photoshop

sketch

illustrator

JavaScript

CSS

HTML



materials

tools

spreadsheets

slack

email

calendars

JavaScript

CSS

HTML



materials

tools

JavaScript  
CSS  
HTML

webpack  
grunt  
git  
gulp  
rollup  
babel  
sass  
less  
npm  
typescript





tools

webpack

grunt

git

gulp

rollup

babel

sass

less

npm

typescript







# materials

JavaScript  
CSS  
HTML





materials

tools

users

engineers

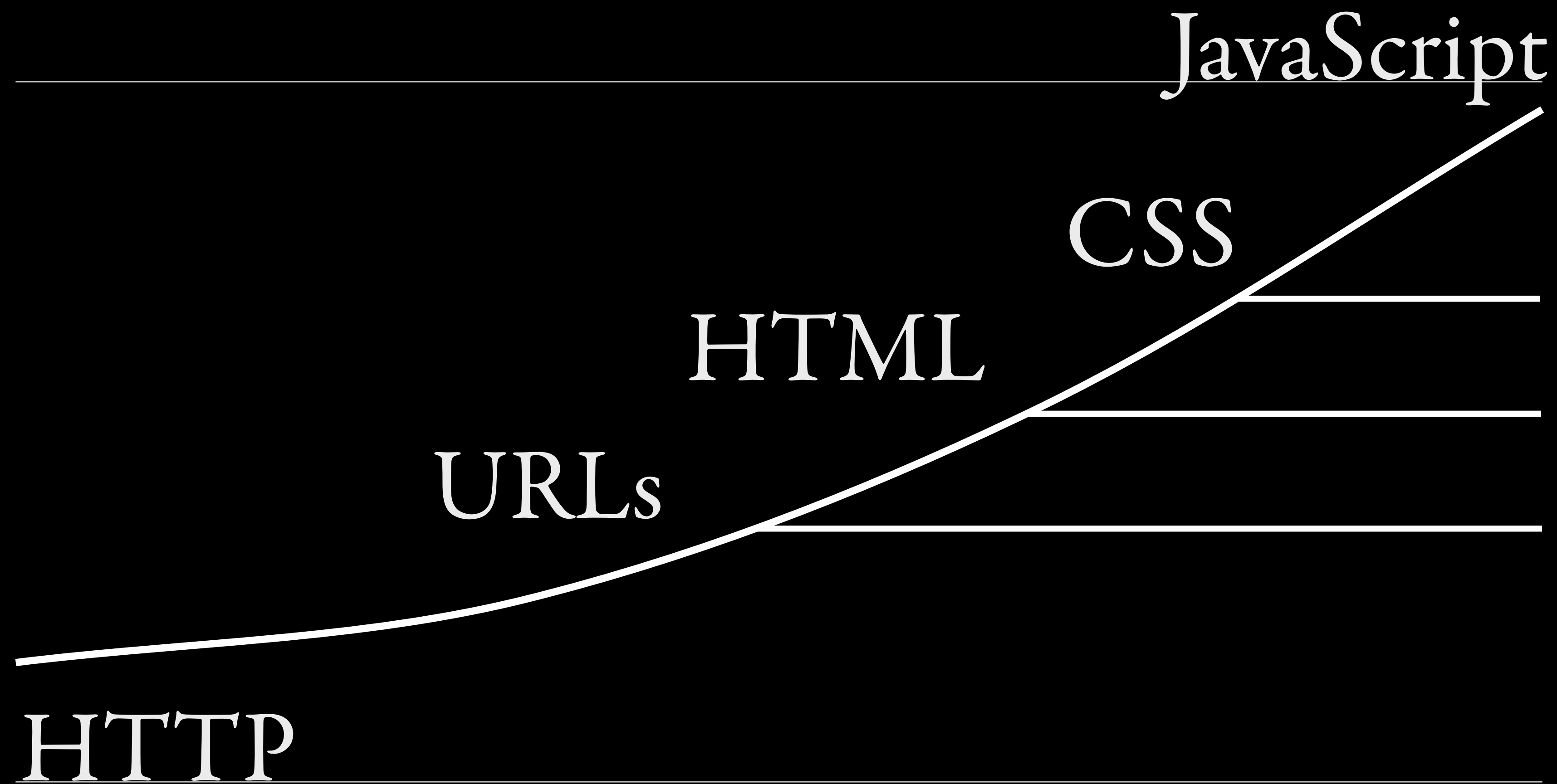


How well does it work?



How well does it fail?







*“Choose the least powerful language  
suitable for a given purpose.”*

—Principle of Least Power



*“Anything that can possibly go wrong,  
will go wrong.”*

—Murphy’s Law





FO4304OZ01

FO4304OZ01

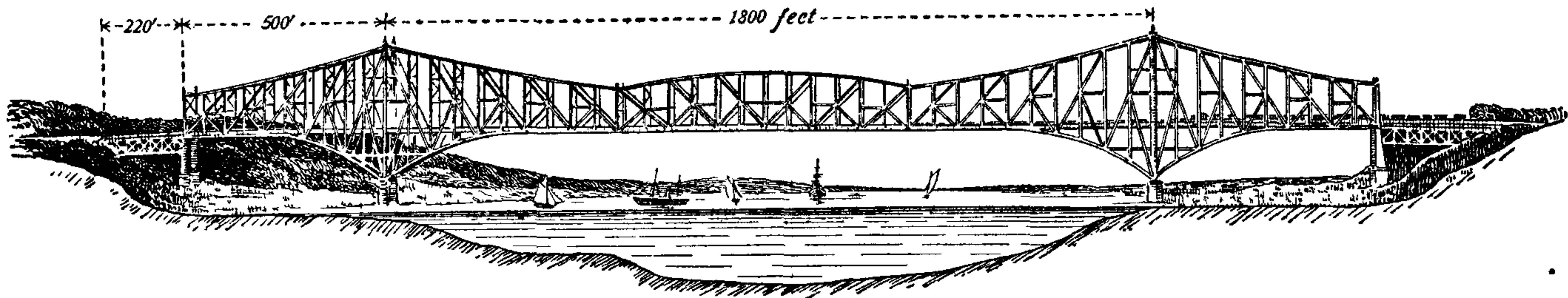
FO4304OZ01

ADAC DAMTC



0.15















# BUILDERS



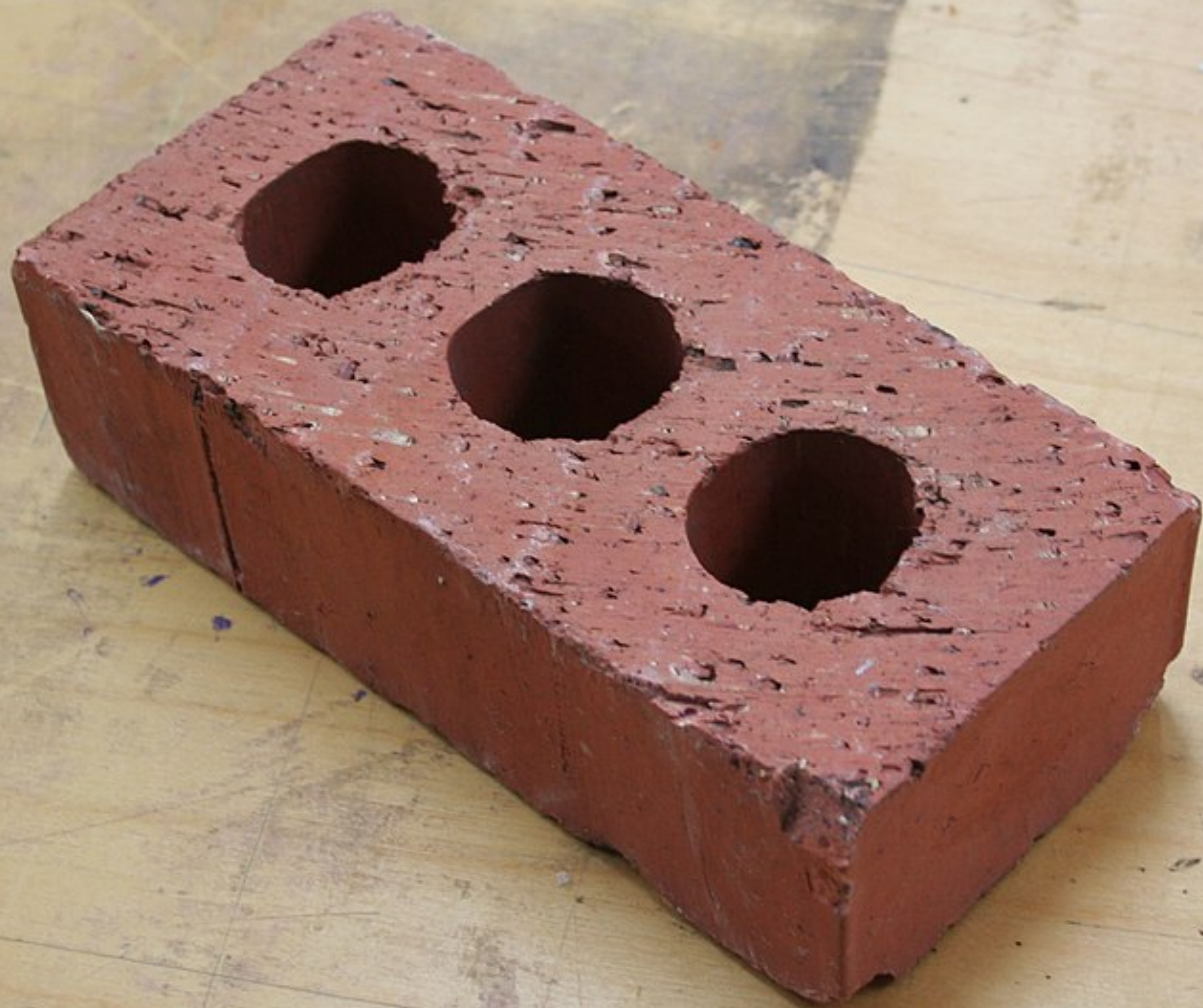




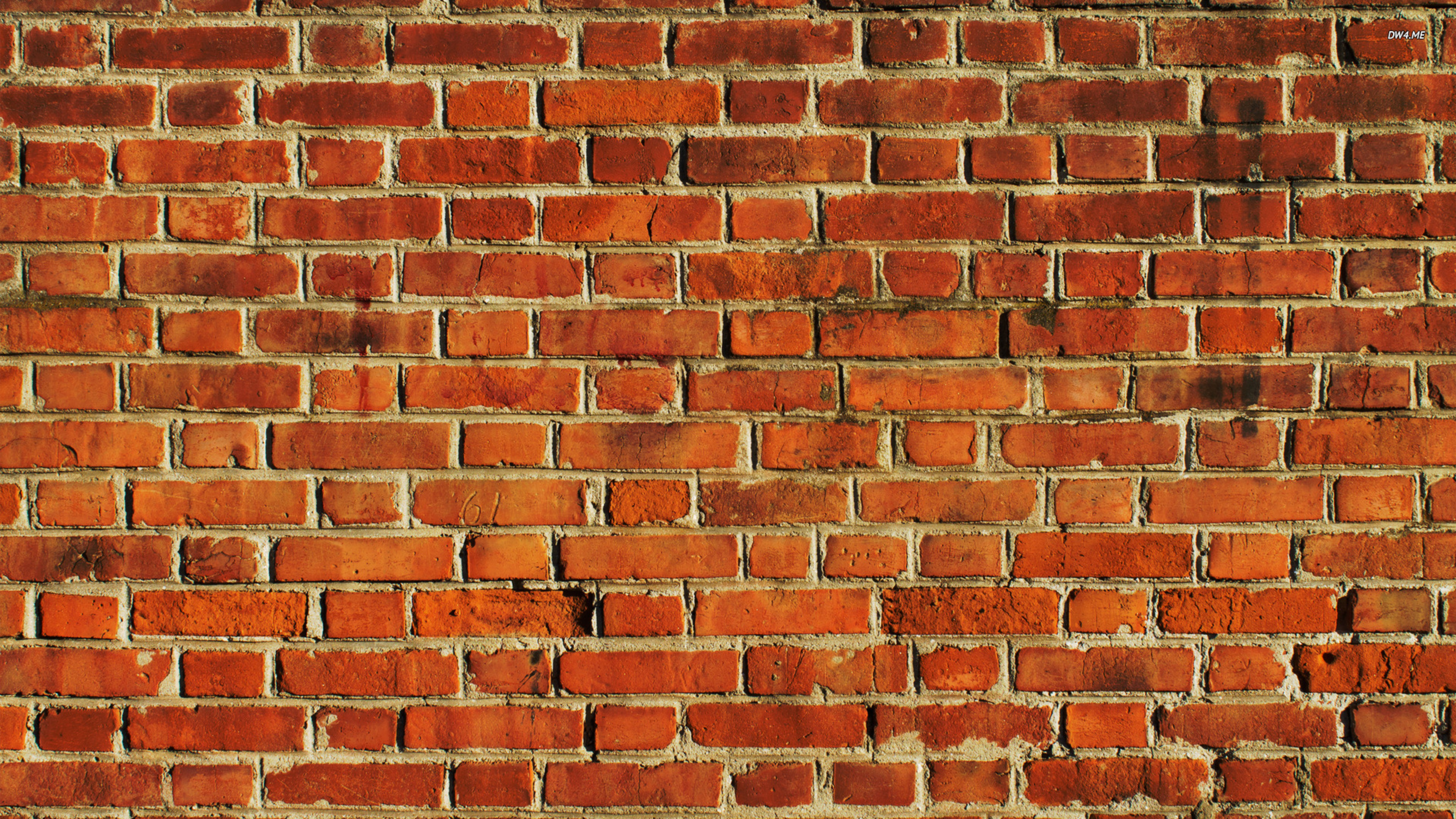
















EAST ELEVATION

CHURCH OF OUR LADY OF LOURDES  
REV. WM. J. DOERF RECTOR  
OMAHA, NEBR.  
J. M. NACHTIGALL ARCHITECT  
OMAHA, NEBR.



# Thank you



CHURCH OF OUR LADY OF LOURDES  
REV. WM. J. DOERF RECTOR  
OMAHA, NEBR.  
J. M. NACHTIGALL ARCHITECT  
OMAHA, NEBR.