Second Part

GREATER PARIS

I. W. and N. W. district : the valley of the Seine below Paris 313

1° The first loop of the Seine :
A. The Bois de Boulogne, 314.
B. Boulogne-Billancourt, 318.
C. Neuilly-sur-Seine, 319.
D. Levallois-Perret, Clichy, Saint-Ouen, 321.
2° The L. Bank of the Seine below Paris :
A. Issy-les-Moulineaux, Meudon and Bellevue, 323.
B. Sèvres, 329.
C. Saint-Cloud and Saint-Cloud Park, 331.
D. Suresnes and Mont-Valérien, 335.
3° The second loop of the Seine :
A. From Porte Maillot to Nanterre, 338.
B. From Nanterre to Saint-Denis, 341.

II. N. and N. E. district : the plain of Saint-Denis 342

1° Saint-Denis and surroundings, 342.
2° From Paris to Pierrefitte via Aubervilliers and La Courneuve, 350.
3° From Paris to Le Bourget :
A. Via the route de Flandre, 351.
B. Via Bobigny and Drancy, 352.

III. E. and S. E. district : from the Ourcq canal to the Seine 353

1° From Paris to Le Raincy :
A. Via Pantin, Bondy and Les Pavillons-sous-Bois, 353.
B. Via Les Lilas, Romainville and Noisy-le-Sec, 355.
C. Via Bagnolet, Montreuil-sous-Bois, Rosny-sous-Bois and Villemomble, 355.
2° Vincennes and the Bois de Vincennes, 357.
3° Nogent, Champigny and the loop of the Marne :
A. From Paris to Nogent and to Bry-sur-Marne, 370.
B. From Paris to Joinville and to Champigny, 371.
C. From Paris to Charenton and to Saint-Maur-des-Fossés, 373.
4° Between the Marne and the Seine : Maisons-Alfort, Alfortville, Créteil, Bonneuil, 375.

IV. S. district : from the Seine to the Seine 376

1° From Paris to Choisy-le-Roi, 376.
2° From Paris to Juvisy, 378.
3° From Paris to Bourg-la-Reine and to Antony :
A. Via the valley of the Bièvre, 379.
B. By the route of Orléans, 381.
4° From Paris to Sceaux, 382.
5° From Paris to Clamart :
A. Via Châtillon, 387.
B. Via Vanves, 388.

Nagel's Paris
Blue Guides, 1950

CONTENTS

Preface
page vii

Introduction by Carl J. Friedrich
page xi

I
The Sense of the Beautiful and of the Sublime *
page 3

II
Dreams of a Visionary Explained by Dreams of Metaphysics *
page 14

III
Critique of Pure Reason *
page 24

IV
Prolegomena to Every Future Metaphysics
That May Be Presented as a Science *
page 40

V
Idea for a Universal History with Cosmopolitan Intent *
page 116

VI
What Is Enlightenment? *
page 132

VII
Metaphysical Foundations of Morals *
page 140

VIII
Critique of Pure Practical Reason *
page 209

* Translated by CARL J. FRIEDRICH

The Philosophy of Kant
Modern Library, 1949

CONTENTS

	PAGE
Introduction	vii
Chapter 1 Intelligence Test	1
Chapter 2 Introductions	5
Chapter 3 Shaking Hands	17
Chapter 4 At Table	20
Chapter 5 The Sprayer Family	64
Chapter 6 The Child's Hands	65
Chapter 7 The Birthday Cake	67
Chapter 8 Personality	68
Chapter 9 Visiting Cards and Calling	85
Chapter 10 Intruders	88
Chapter 11 Expectorating (Spitting)	90
Chapter 12 Picking	92
Chapter 13 Belching	93
Chapter 14 The Sniffler and the Snorter	94
Chapter 15 The Moistened Finger	95
Chapter 16 Hands Off!	97
Chapter 17 Odors	98
Chapter 18 Odoriferous Foods	105
Chapter 19 The Human Sponge	106
Chapter 20 The Sense of Humor	108
Chapter 21 Making One's Toilet in Public	109
Chapter 22 Chewing Gum	113
Chapter 23 Smoking	115
Chapter 24 Loud Talking	116

Manners for the Millions
Sun Dial, 1932

IN THIS BOOK

	Why This Book Is Published Again	v
I.	How Advertising Laws Are Established	1
II.	Just Salesmanship	6
III.	Offer Service	10
IV.	Mail Order Advertising — What It Teaches	12
V.	Headlines	17
VI.	Psychology	21
VII.	Being Specific	26
VIII.	Tell Your Full Story	29
IX.	Art in Advertising	32
X.	Things Too Costly	36
XI.	Information	40
XII.	Strategy	43
XIII.	Use of Samples	47
XIV.	Getting Distribution	52
XV.	Test Campaigns	55
XVI.	Leaning on Dealers	59
XVII.	Individuality	61
XVIII.	Negative Advertising	63
XIX.	Letter Writing	65
XX.	A Name That Helps	68
XXI.	Good Business	70
	Commentary	73

Scientific Advertising
Moore Publishing, 1952

Issues

6 What is Web design?

10 A short history of the Internet and digital computing

20 Background of Web design

24 Technical platforms
26 Computers and operating systems
26 Programming and coding
26 Client-server architecture
30 Browsers and plug-ins
30 Web servers and caching
30 Content publishing systems
31 Template-driven systems
31 Database-driven systems
31 Screen displays
31 Domain and host names
32 Conclusion

34 Principles of design
34 What is design?
34 Definitions
34 Successful and satisfying experiences
34 Understanding organisations
35 Redefining the problem
35 Research
35 Users and stakeholders
35 Context of use
35 Analysis
38 Cultural issues and social trends
38 Human behaviour
38 Understanding technology
38 Design as synthesiser and driver
38 Brainstorming and lateral thinking
38 Designing forward
39 Simplicity and clarity
39 Design 'with the grain'
39 Inclusivity and flexibility
42 Design patterns
44 Innovation
44 The whole user experience
44 Effective process and communication
44 Iterative design and testing
44 Evaluation and reflection
45 Professionalism vs ethicism
45 Designing the organisation

46 Elements
46 Digital, interactive and network art
48 Forecasting and design trends
48 Technology trends
50 Designing processes not things
52 People
58 Scenarios and personas
60 User research
62 Corporate identity and branding
64 Metaphors
66 Information architecture
70 Navigation
74 Information design and visualisation
80 Interaction design
84 Interface design
90 Graphic design and aesthetics
92 Typography
96 Text and writing
98 Evaluation
99 Usability and usability testing
102 Technical testing
104 Creativity, innovation and the big idea

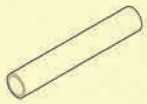
106 Future possibilities and challenges
106 New network technologies
107 New software technologies
107 New devices
108 New types of work
109 New audiences
109 New areas of use
110 New concepts
110 New interface concepts
112 Organisational interfaces

What is Web Design
Roto Vision, 2003

118

RAW
MATERIALS
as
TABLE
of
CONTENTS

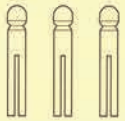
24


114

INTRODUCTION
6
MINI MANIFESTO
8
HOW THIS BOOK WORKS
9

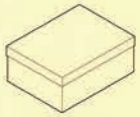
100

82



PAPER
10

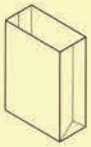
36/42



130

96

30

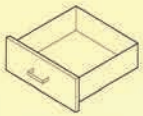


PLASTIC
44

62

Wood
76

92

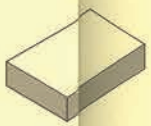

178

126

57/74

117

27



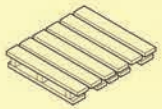
189

190

174

METAL
108

88


186

160

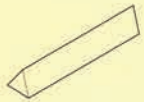
GLASS
138

54

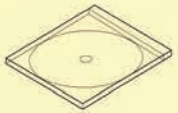
148

Fabric
168

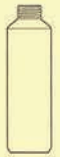
20



50

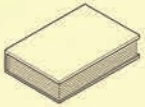


144



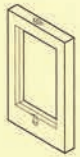
157

16



68

154



APPENDIX
198

GLOSSARY
200

CREDITS &
ACKNOWLEDGMENTS
202

INDEX
203

ReadyMade: How to Make Almost Anything
Designed by Eric Heiman, 2005

the

of Congress Cataloging-in-Publication Data available. ISBN 0-7432-1492-7. And now,

The CHEESE MO

A NOVEL *in* TWO

BY

CHIP

SCRIBNER

IKEYS.

SEMESTERS

KIDD.

New York London Toronto Sydney Singapore

For L.S., B.K., and S.C.

CONT.

xv PRELUDE

FALL SEMESTER, 1957

2 i. REGISTRATION

21 ii. ART 101: INTRODUCTION TO DRAWING.

57 iii. ART 101: INTRODUCTION TO DRAWING. (cont'd)

85 iv. WINTER BREAK

SPRING SEMESTER, 1958

96 i. ART 127: INTRODUCTION TO COMMERCIAL ART.

115 ii. THE FIRST CRITIQUE.

149 iii. THE SECOND CRITIQUE.

173 iv. THE THIRD CRITIQUE.

213 v. THE FOURTH CRITIQUE.

266 vi. THE FINAL EXAM.