Assignment

Boor-ing Email

OCI / CAIT

R. Scott Granneman

Jordan Lev

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Download the PDF from
changethis.com/manifesto/1.HowToBeABoor/
pdf/1.HowToBeABoor.pdf

2

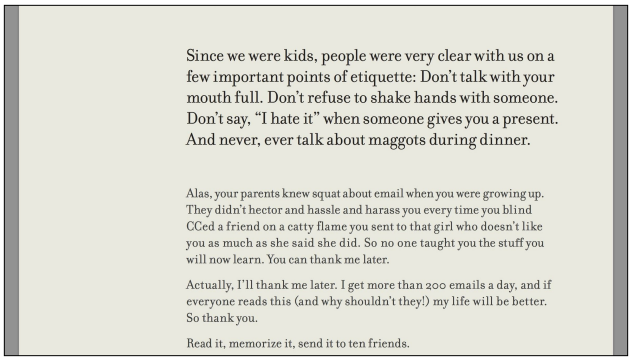
3

Using the text in the ZIP,
create & style webpages
that imitate the textual styling
of the following pages in How To Be A Boor:
2, 4, 7, 8 (yes, this means 4 webpages)

Don't worry about the headers & footers
on the PDF pages

Instead, focus on the main content on each page

4



Since we were kids, people were very clear with us on a few important points of etiquette: Don't talk with your mouth full. Don't refuse to shake hands with someone. Don't say, "I hate it" when someone gives you a present. And never, ever talk about maggots during dinner.

Alas, your parents knew squat about email when you were growing up. They didn't hector and hassle and harass you every time you blind CCed a friend on a catty flame you sent to that girl who doesn't like you as much as she said she did. So no one taught you the stuff you will now learn. You can thank me later.

Actually, I'll thank me later. I get more than 200 emails a day, and if everyone reads this (and why shouldn't they!) my life will be better. So thank you.

Read it, memorize it, send it to ten friends.

5

3
You don't have to have the last word.

If someone asks you for something, it's okay for them to email you a note that says, "Thanks."
It is not okay for you to email back, "You're welcome."

4
Don't string all your sentences together.

Use carriage returns. They're free. A well-spaced note, larded with white space,
is a joy to read.

5
Don't be so demanding!

Just because you're not used to the medium doesn't mean you should get all stiff or serious.
Don't be more officious or formal or bossy than you'd be on the phone. Thank you.

6

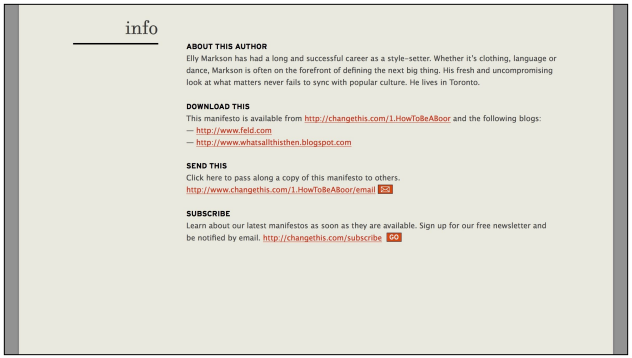
Here are the two things I want you to remember about the CC and BCC lines:

A. If you get a note with someone CCed, the right thing to do is hit REPLY ALL when you write back. That way, the third person gets to keep up with the conversation.

B. The only time it's a good idea to use the BCC line is this: when you're sending an announcement to a whole bunch of people. Like, "You're invited to a barbecue at my house," or "Don't forget to vote on Tuesday!"

Why should you BCC this? Because it prevents people from seeing your whole address list. Because it means that if some idiot, some dolt, some twit who hasn't read this handy tip-sheet decides to hit REPLY ALL, it won't automatically go to fifty people who couldn't care a whit about what he's bringing to your barbecue.

Thank you for your attention. Good day.


info
ABOUT THIS AUTHOR
Elly Markson has had a long and successful career as a style-setter. Whether it's clothing, language or dance, Markson is often on the forefront of defining the next big thing. His fresh and uncompromising look at what matters never fails to sync with popular culture. He lives in Toronto.
DOWNLOAD THIS
This manifesto is available from http://changethis.com/1.HowToBeABoor and the following blogs:
— http://www.feld.com
— http://www.whatsallthisthen.blogspot.com
SEND THIS
Click here to pass along a copy of this manifesto to others.
http://www.changethis.com/1.HowToBeABoor/email GO
SUBSCRIBE
Learn about our latest manifestos as soon as they are available. Sign up for our free newsletter and be notified by email. http://changethis.com/subscribe GO

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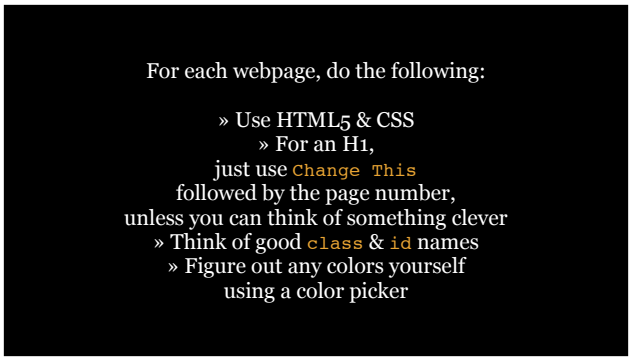
For each webpage, do the following:
» Use HTML5 & CSS
» For an H1,
just use Change This
followed by the page number,
unless you can think of something clever
» Think of good class & id names
» Figure out any colors yourself
using a color picker

8

9

For the fonts, as near as I can tell,
Change This used Georgia for serifs
& Interstate Light for sans-serifs

Instead of using those,
pick something similar at Google Fonts
& embed them using `@font-face`

10

On page 8,
instead of using a graphic of an envelope,
use a font

In the `<head>` of your webpage, add this line:

```
<link rel="stylesheet"
href="http//netdna.bootstrapcdn.com/
font-awesome/4.0.3/css/font-awesome.css">
```

Place the icon in your webpage with this:

```
<i class="fa fa-envelope-o"></i>
```

For more info, check out Font Awesome
fontawesome.io

11

Thank you!

scott@granneman.com
www.granneman.com
ChainsawOnATireSwing.com
@scottgranneman

info@jordanlev.com
webconcentrate.com

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Jordan Lev

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Questions? Email scott@granneman.com