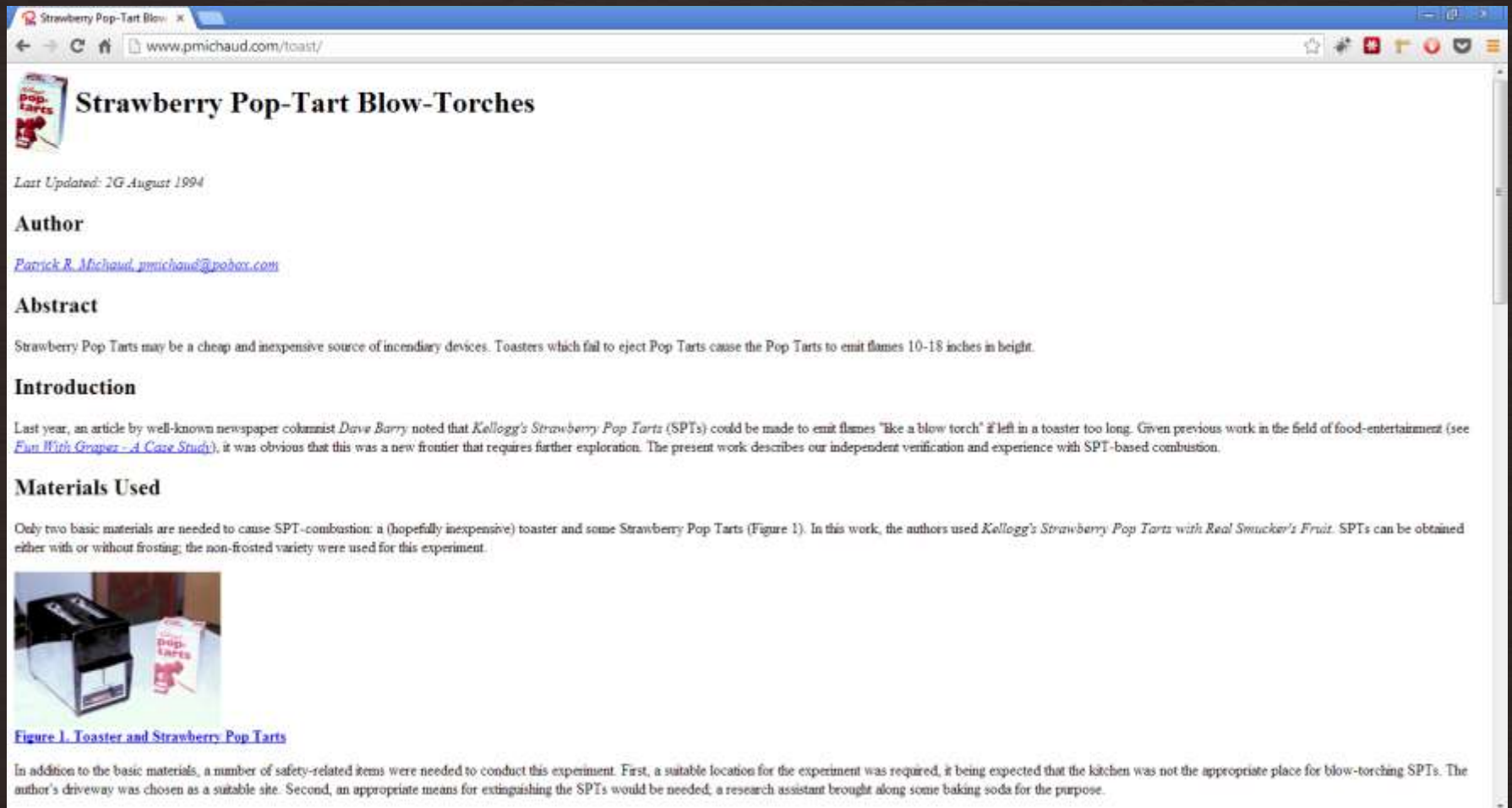


RESPONSIVE DESIGN

GETTING READY

PENDULUM SHIFTS

- 1994-1998: The Stone Age



The screenshot shows a web browser window with the address bar displaying www.pmichaud.com/toast/. The page title is "Strawberry Pop-Tart Blow-Torches" and it includes a small image of a Pop-Tart box. The page content is as follows:

Strawberry Pop-Tart Blow-Torches

Last Updated: 26 August 1994

Author

[Patrick R. Michaud, pmichaud@po.ox.com](mailto:pmichaud@po.ox.com)

Abstract

Strawberry Pop Tarts may be a cheap and inexpensive source of incendiary devices. Toasters which fail to eject Pop Tarts cause the Pop Tarts to emit flames 10-18 inches in height.

Introduction

Last year, an article by well-known newspaper columnist *Dave Barry* noted that *Kellogg's Strawberry Pop Tarts (SPTs)* could be made to emit flames "like a blow torch" if left in a toaster too long. Given previous work in the field of food-entertainment (see [Fun With Grapes - A Case Study](#)), it was obvious that this was a new frontier that requires further exploration. The present work describes our independent verification and experience with SPT-based combustion.

Materials Used

Only two basic materials are needed to cause SPT-combustion: a (hopefully inexpensive) toaster and some Strawberry Pop Tarts (Figure 1). In this work, the authors used *Kellogg's Strawberry Pop Tarts with Real Smucker's Fruit*. SPTs can be obtained either with or without frosting; the non-frosted variety were used for this experiment.


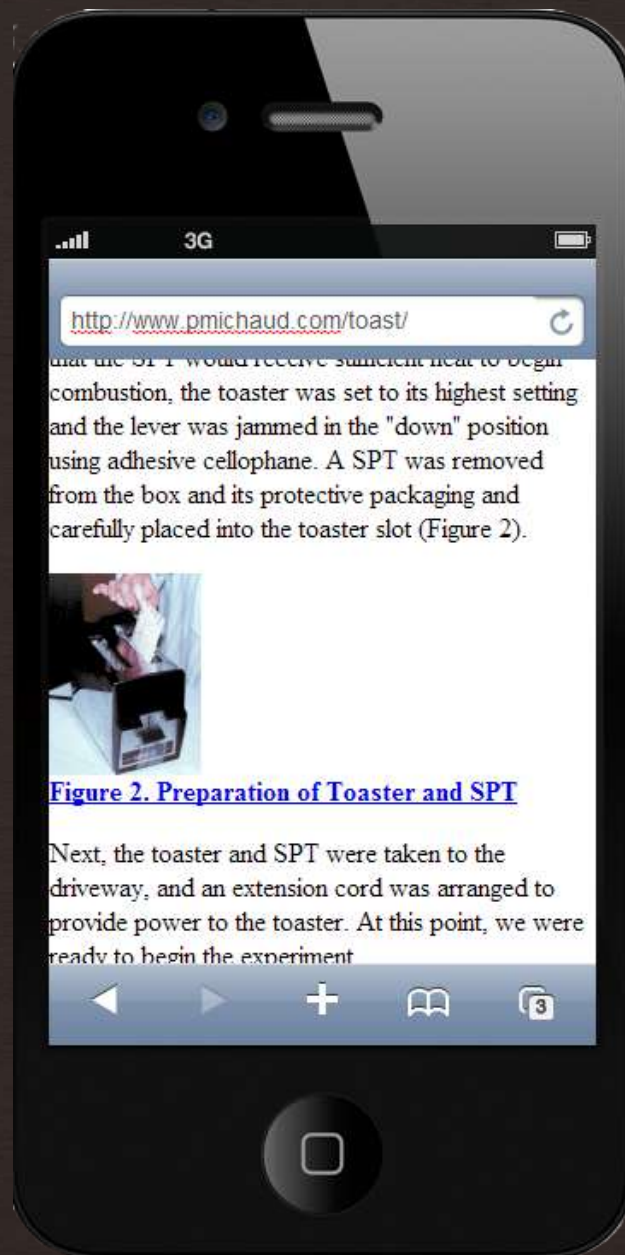


Figure 1. Toaster and Strawberry Pop Tarts

In addition to the basic materials, a number of safety-related items were needed to conduct this experiment. First, a suitable location for the experiment was required, it being expected that the kitchen was not the appropriate place for blow-torching SPTs. The author's driveway was chosen as a suitable site. Second, an appropriate means for extinguishing the SPTs would be needed; a research assistant brought along some baking soda for the purpose.



http://www.pmichaud.com/toast/

that the SPT would receive sufficient heat to begin combustion, the toaster was set to its highest setting and the lever was jammed in the "down" position using adhesive cellophane. A SPT was removed from the box and its protective packaging and carefully placed into the toaster slot (Figure 2).

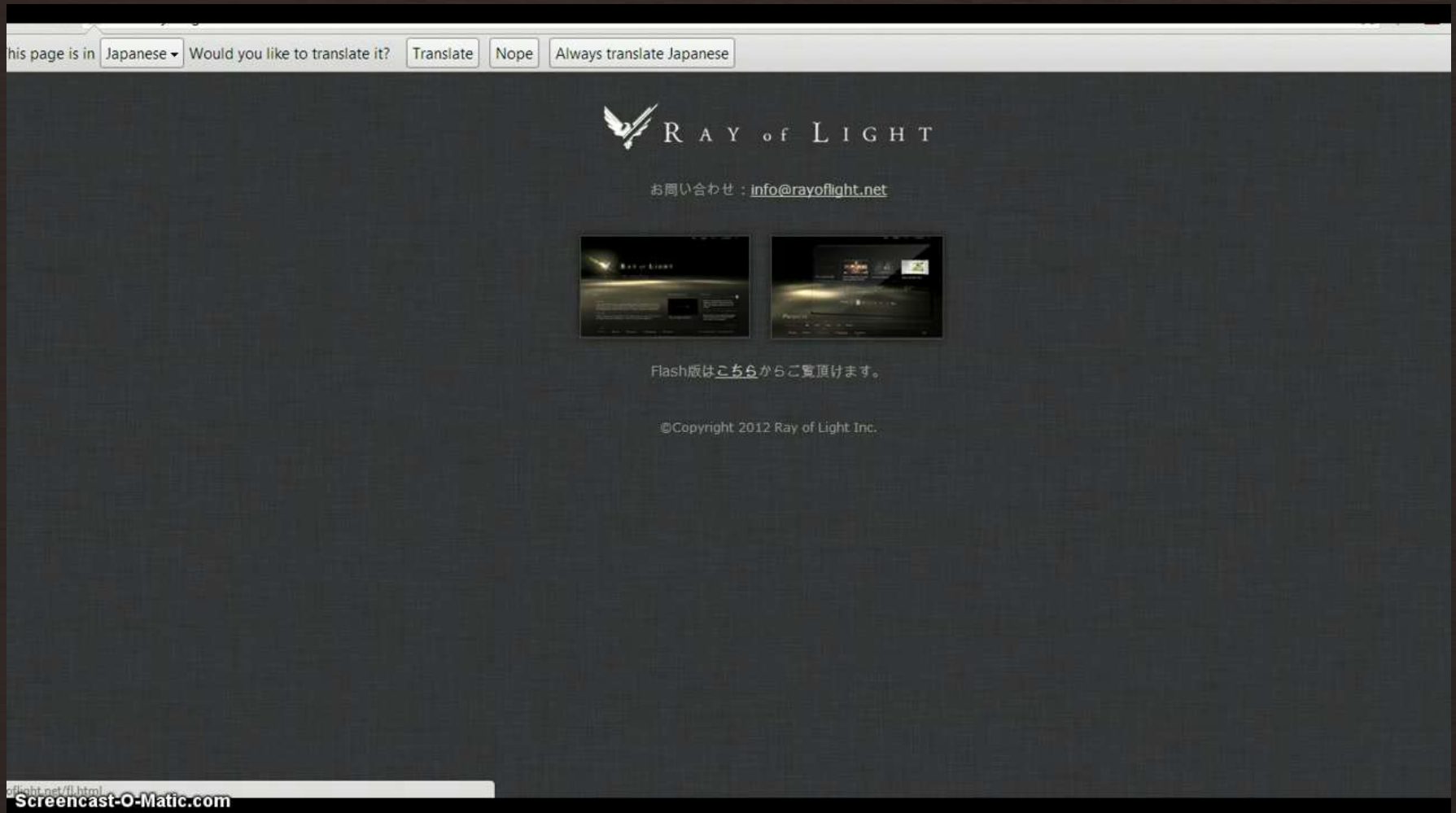


Figure 2. Preparation of Toaster and SPT

Next, the toaster and SPT were taken to the driveway, and an extension cord was arranged to provide power to the toaster. At this point, we were ready to begin the experiment

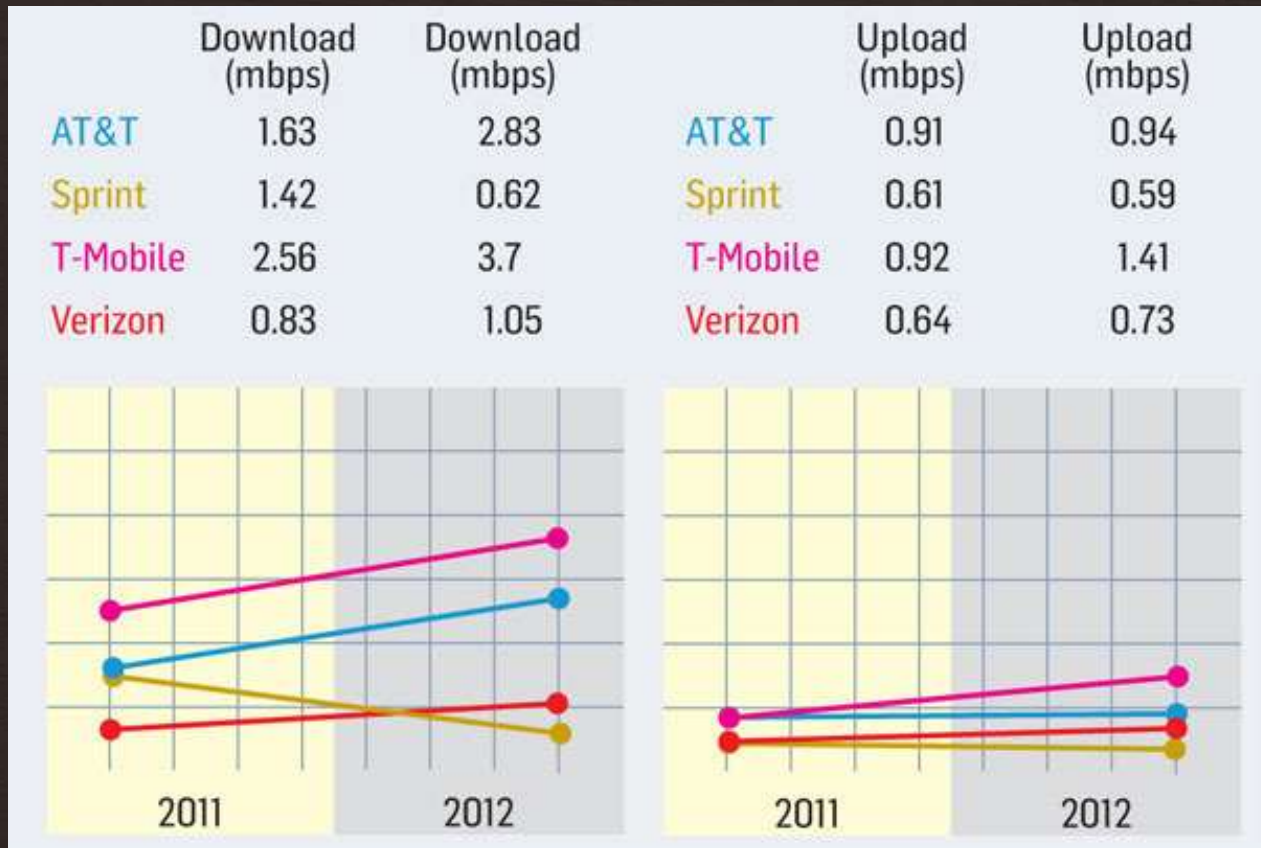
PENDULUM SHIFTS

- 1998-2010: The Holy Crap! Age



PENDULUM SHIFTS

- 2010-: The Middle Ages



Source: Novarum

THINK
MOBILE.

CLEAN UP TIME!

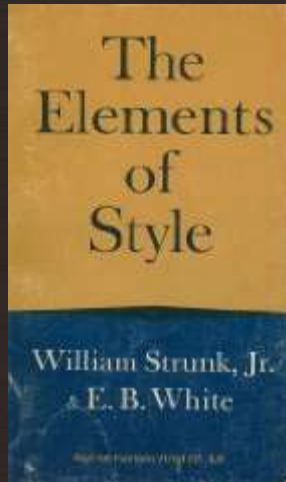


CHORE LIST

- Content inventory
 - Look at your analytics
- Simplify, simplify, simplify!
 - Simplify words
 - Simplify menus
 - Simplify your purpose online

DID I MENTION...

- Simplifying?



~~Omit Needless Words~~

CHUNKS!



RECIPE FOR CHUNKY CONTENT

- Catchy headlines
- Use subheads
- Bullets
- Bold keywords





Collecting or Paying Child Support

The Department of Human Services' Division of Child Support Services helps you collect or pay child support.

What You Should Know:

- Before opening a child support case, **collect any relevant documents** - your children's birth certificates and Social Security cards, court custody orders, proof of income, and contact information for both parents.
- Private agencies may claim to help you collect child support, but many of these will charge you a fee. Be suspicious of them. The Division of Child Support Services offers assistance **at little or no cost**, and you'll receive 100% of child support payments owed to your family.

FAQs:

How do I file for child support?

1. [Apply online](#) and pay the \$25 fee by credit card, money order or personal check. If you receive benefits from Temporary Assistance to Needy Families (TANF) or Medicaid, you can apply for free.
2. **Find the parent** who doesn't have custody. Where does that parent live and work?
3. If you're a mother, confirm that **the father is legally recognized** as a parent. If you aren't sure who your child's father is, Child Support Services will help you set up an appointment for genetic testing.
4. File a support order.



Affiliated Agencies

- [Department of Human Services, Division of Child Support Services](#)



Online Forms

- [Settlement Negotiation Pamphlet](#)



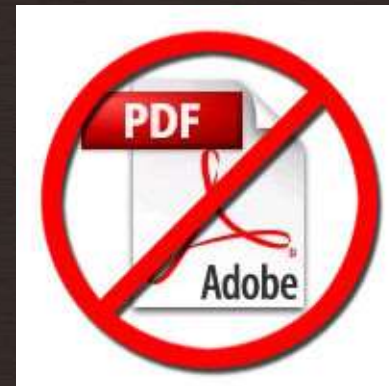
Associated Services

- [Open a Child Support Case](#)
- [Pay Child Support via Bank Account](#)
- [Pay Child Support via Credit/Debit Card](#)

SEARCH/METATAGS

- Search is king
- Metadata still helps Google Search Appliance results

TABLES and PDFs



TABLES ARE FOR DATA...

	Max \$159/month	Business \$59/month	Professional \$29/month	Starter \$14/month	Free \$0/month
Forms	1,000	100	20	5	3
Fields/Form	Unlimited	Unlimited	200	50	10
Saved Entries/Form	100,000	10,000	2,000	500	50
File Upload Storage	10GB	2GB	1GB	500MB	—
Style Templates	100	10	5	1	—
Users	25	10	5	1	1
	Sign Up >>	Sign Up >>	Sign Up >>	Sign Up >>	Sign Up >>

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NOT FOR DISPLAY.



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(601) 576-7458

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(662) 563-5603

Dr. Jessie R. Taylor

District II

Dr. Crystal L. Tate

(662) 841-9015

Deputy Health Officer

District IV

Dr. Robert H. Curry

(662) 323-7313

Districts V & VI

Dr. Rebecca James

(601) 978-7864

District VII

Dr. Leslie England

(601) 684-9411

Dr. Thomas Dobbs

District VIII

Dr. Quenyatta Echols-Williams

(601) 271-6099

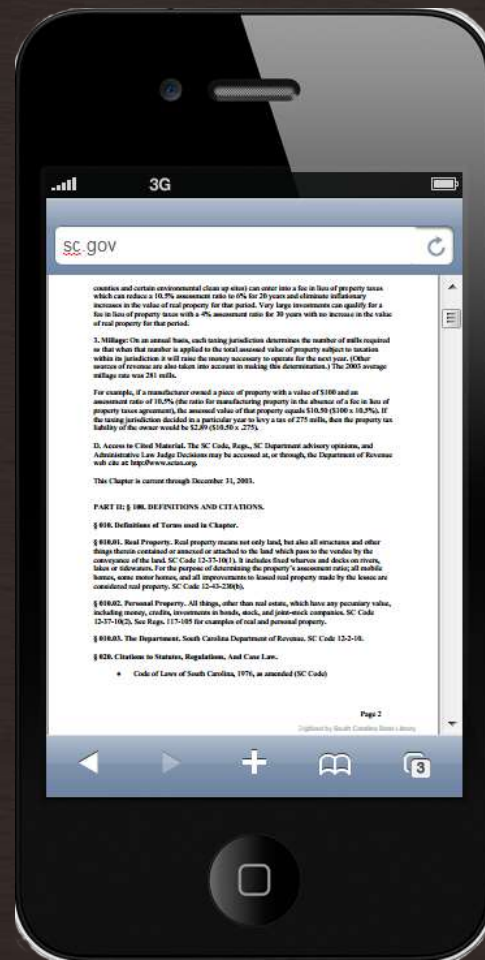
Deputy Health Officer

District IX

Dr. Paul Byers (acting)

(228) 436-6770

PDFS ON AN IPHONE...



NOW WHAT?

- 12 Themes to convert
- Sites will be converted in stages
- Work on potential issues