

Exercise #1: "Just ASCII About Me" (10 points)

Due Week 2

Exercise Brief

Becoming acquainted with web browser developer tools is an important skill in learning how to read markup and navigate HTML and CSS documents. Start making a habit of looking at the source documents for websites that you regularly visit (for example [Craigslist](#), [Facebook](#), [Wikipedia](#), etc.).

Read the following article: Tom McCormack, "Emoticon, Emoji, Text II: Just ASCII," *Rhizome* (2013).

[ASCII art \(ASCII Art Instructable\)](#) is just one example of information that you can find "hidden" in website markup. Spend at least one hour visiting as many major websites as you can, viewing the source markup in the browser developer tools, and taking note of ASCII marks, logos, art, or other hidden messages in the source comments. ASCII logos are generally found inside of `<!-- comment tags -->` and often are near the top of the document.

Collect at least three (3) examples that you find. Then, using SublimeText, design your own ASCII mark as a brand for yourself (you can design the logo yourself, or use an [online ASCII generator](#)).

You will include your ASCII mark at the top of all of the website HTML and CSS documents that you create throughout the semester as a way of “branding” your projects.

Here are a few examples of sites that display ASCII logos, marks, and messages as comments in their source files:

[Coca-Cola Company](#)
[Flickr](#)
[Folder Studio](#)
[The Guardian](#)
[Hillary Clinton](#)
[Kanye West](#)
[KitKat](#)
[Lyft](#)
[Mailchimp](#)
[Mozilla](#)
[Star Wars](#)
[Tumblr](#)
[University of Michigan](#)

Homework

Create your personal website for the class.

Create a link to a sub-page called `just-ascii-about-me.html` and in the `<!-- comments -->`

on that page paste:

At least three (3) examples of ASCII marks that you found hidden in the HTML comments of popular websites (*NOT* from the

example websites provided above)
Your own ASCII logo or brand for your web design studio, which we will include in our HTML and CSS source files for all of our exercises and projects