

STACY BENNER

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ooden Nickel Pub & Eatery needed a professional-restaurant-newsletter design ~ and launched me into the webventure of a lifetime.

STACY BENNER LOVES CREATIVE CHALLENGE!

Once we defined the format, and I realized there was no talking him into running it two-color, I was given free reign with Buffalo Tales. We had monthly coupons set up so the back side had the mailing information - valuable for usage tracking. Life was good until I mentioned putting Buffalo Tales online at WoodenNickel.com....

STACY BENNER FEARS NOT THE UNKNOWN!

When I first visited WoodenNickel.com I found a painfully bright red-to-purple blend - no logo identifier - definitely not representative of Wooden Nickel Pub & Eatery! I voiced my concerns, presented ideas, and with that, web graphics became my next area of research and development. Wood grain was my design solution - with it came a rush of new formatting questions!

STACY BENNER IS ON THE CASE!

One simple question.... "How to convert Quark format for web upload." EPS? JPEG? GIF? PDF? Welcome to the new world of multi-purposing! Webmasters speak in tongues! It was painfully clear - the worldwide web was a force to be reckoned with! Not just a utility, but an entity - alive - with its own languages and protocols, invoked arguments and method handlers!

STACY BENNER HAND CODES!

If I was to learn the ways of the web, I would need to arm myself with knowledge. I delved into Web Graphics, Web Design and HTML classes. HTML is the foundation for all web content and I was told *all hardcore designers hand-write their HTML code* ... I found comfort in the similarity between this new language and the typesetting code methods of old. Before I knew it, I too was learning to speak in tongues! I strive for the title of I-Net+ Certified Webmaster, as the daunting task of keeping pace with technology fuels my ambition....
This information superhighway is my next digital media frontier!

I RELISH THE DYNAMIC EVOLUTION MY CRAFT DEMANDS....

<!-- CYBERSPACE OR BUST! -->



A *s a relative novice to web content creation ~ but an accomplished graphic designer and desktop publisher ~ I find myself in the midst of yet another exciting transformation on my dynamic career path. This craft demands we embrace change. My curiosity makes it an exciting webventure!*

Enter ...THE WEB!

My initiation to web design happened quite by chance. I had been designing and producing a restaurant newsletter for Wooden Nickel Pub & Eatery. I knew the owner had acquired his domain name many years before. "So..." I wondered aloud, "Why isn't Buffalo Tales posted on your website?" That one seemingly innocuous question (and the search for answers to the succession of questions) led me to web graphics ... then to web content development... I developed the graphic elements shown here. The site has since changed hosts and been replaced with a frames format ... without graphics. This introduction to web graphics made me curious about other things ... *and hungry for more answers!*



<http://www.StacyBenner.com>

Stacy Benner Communications' website began as a final project for continuing Visual Communications courses (Web Graphics I and Web Design I). I have been committed to mastering the fundamental language of web content - HTML. "All hard-core designers hand-code their HTML" - so it began for me... It's apparent right away - image optimization and page layout the final elements to designing for the web. Security, compatibility, interactivity, e-commerce ... all new variables in the creation equation. I get excited about animated GIF and Flash movies, but I'm also apt to get caught up in JavaScript arguments or decyphering PHP statements or defining Cascading Style Sheets syntax.... *Kids, stay In school!*

