

and animation far superior to the early Personal Computers (PCs). A lot of people didn't want to let them go.

"When I got my opportunity to switch to PC, I did that. It was just after my husband died in 1989."

She became very involved with a "bulletin board" system, precursor today's Internet system. She worked for the publication Pathways, supporting the bulletin board system it had overseen when the magazine folded.

"With those systems, you had to use long-distance telephone to transfer "mail" around. All that has been pretty much integrated into the web

now."

What all that previous experience has given is a thorough knowledge of computer languages, how systems work and how to optimize them.

"That all gave way to the Internet in around 1994. The Internet itself opens up so many avenues. It, too, is text-based."

She used the web as her training update source: "Through the web, there's a lot of research available." She decided to design her own Website, a

"canary" to test her abilities and knowledge.

"Once you understand the language, the hypertext, the web is built on, the you understand

how things are displayed and how to fix or alter them."

Before Patti's computer endeavours resulted in carpal tunnel damage, she was an ardent craftsperson, working with colours, cloths and yarns. That seeming loss has been reapplied to her visual creativity and sense of colour as she design Websites geared to draw and hold the attention of browsers from around the world.

"You see this decorative border

here? That's the shape taken from this graphic over here? See this burgundy colour here? I found out that's the owner's favourite colour so incorporated it? See this background? That's taken from their wrapping paper."

On and on it goes.

"Custom graphics is something I do for each site I design," she explains. "Nine out of 10 of the graphics used are the site's exclusively."

Every site is "built" after talking and listening with the customer.

"It's one thing to want a Website, but you also have to think about what you want it do for you, how you want it to be used. I listen to

hear what people prefer, want to see happen, what they see for themselves. Then, I start working on a design. I love it!"

She's a big believer in "links". That's when one site offers a connection to another related site. And she's always thinking of the "catch words" that will pull a site up on a menu when someone goes searching for information on a topic. Groups of related businesses, be they connected by geography or service, like Bed and Breakfast stops, can more formally be connected in a "web ring".

Many of the Web pages Patti is now updating or working on have interactive business components. People can book rooms, make reservations, buy an article, ask for information to be sent by a place of business.

And music.

You can always have musical themes with your site, too.

"I do it all in Colborne. I have always worked out of Colborne," Patti proudly states. "We have so much here. I am doing business throughout North America now (a California enquiry asking for a Website design has just arrived), so why not international?"

Lest people think Patti's charging international prices, rest assured. She's a professional bargain for business.

For more information, contact Patti May at Apple Design, Box 67, Colborne, phone (905) 355-2680, e-mail: appledesign@applecountry.net or visit her Website at www.applecountry.net