

Ice Cream Theory

THE LITTLE STUFF IS
NOT OPTIONAL

Every sundae needs crushed
peanuts, rainbow sprinkles,
toasted coconut, or something
else that goes crunch.

No one wants to eat three scoops of vanilla ice cream—unless it's draped in lavish, velvety sauce and showed with crunchy bits. the main text for a publication or website should be easy to digest. Shots of flavor help readers make it to the bottom of the bowl.

APPARATUS

Footnotes, page numbers, and captions make delicious crunchy bits.

MARGINALIA

The best bites often dwell around the edges of the text.

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