
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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