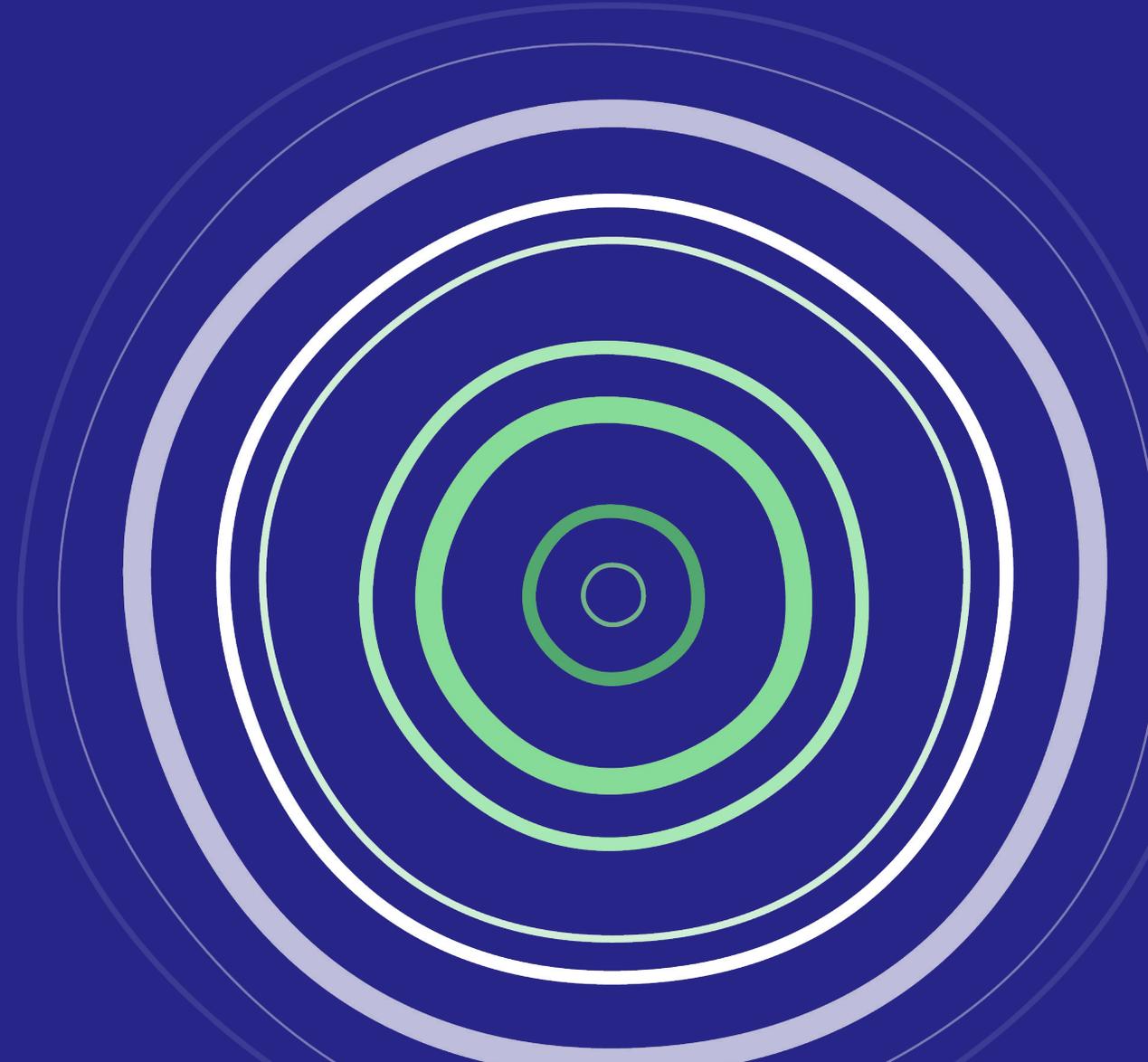


PLANK

Introduction to the Internet

McGill University - Faculty of Law / Allen Mendelsohn

September 2022



Who am I?

Warren Wilansky

President & Founder, Plank

24 years at Plank

Strategy, Business Development, Marketing

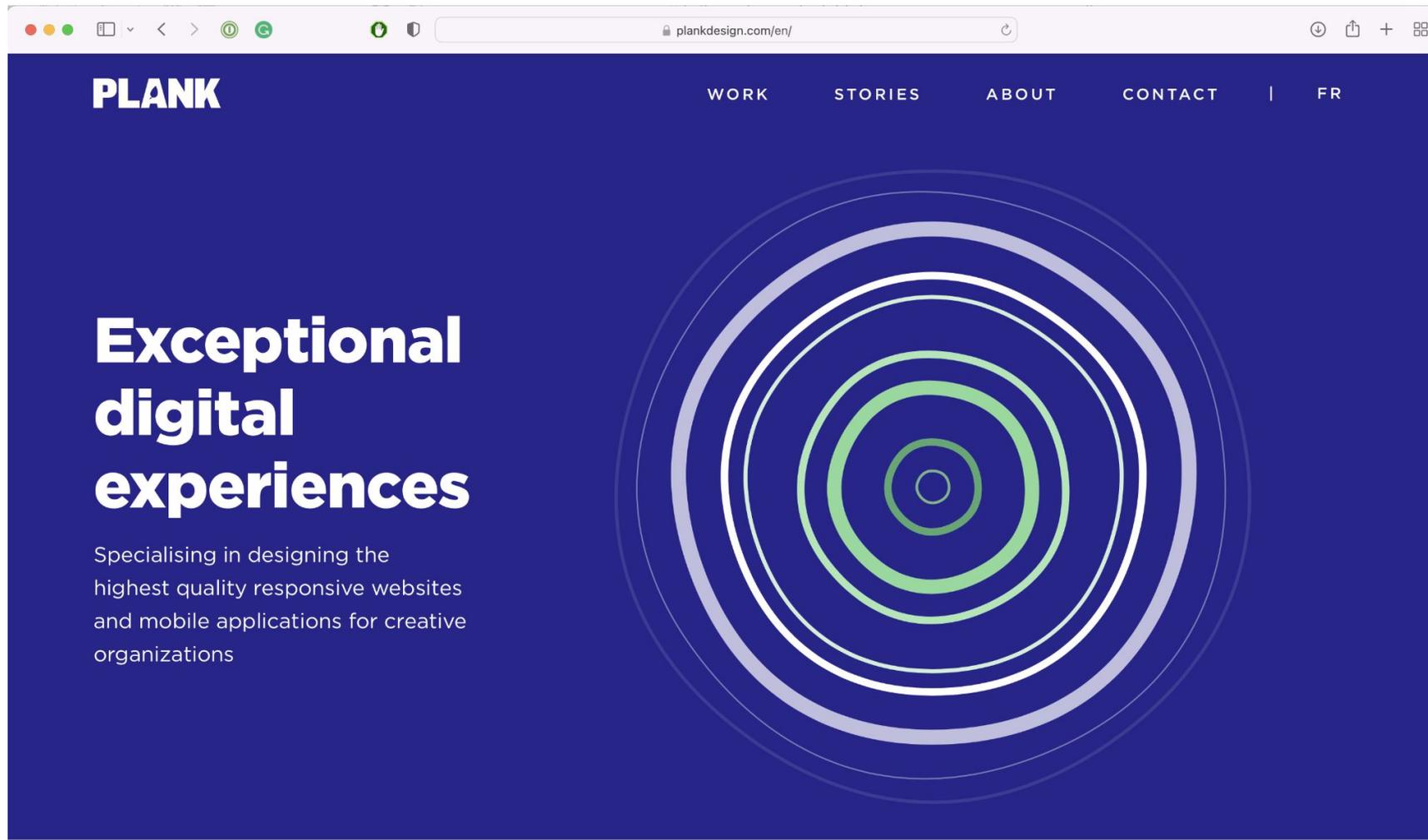
Twitter: @warrenwilansky

LinkedIn: /warrenwilansky

Email: warren.wilansky@plankdesign.com



What is Plank?



We aren't...

An ad agency / marketing company / digital marketing company / startup / ecommerce company / print designer / freelancer / theme builder / application developer / augmented reality / virtual reality specialists / artificial intelligence / data scientists / videographer

We are...

- Montreal based mainly
- Remote first
- 25 people
- 20+ years old
- Digital design agency
- Building websites mainly
- Focused on creative & Mission Driven industries
- B Corp



Hello from the Plank Studio!
Spring 2021



Meeting and chatting!
2020 and beyond



Plank Appreciation Week
Fall 2021



We got new merch!
Summer 2021



Celebrating Warren!
Summer 2021



Dev Summit day
Winter 2020



Why am I here?

5 billion internet users

4.65 billion social media users

1.9 billion websites

The internet matters

If you are going to do legal things with the internet, you should understand how it works.

If you are going to be a lawyer, you will use the internet.

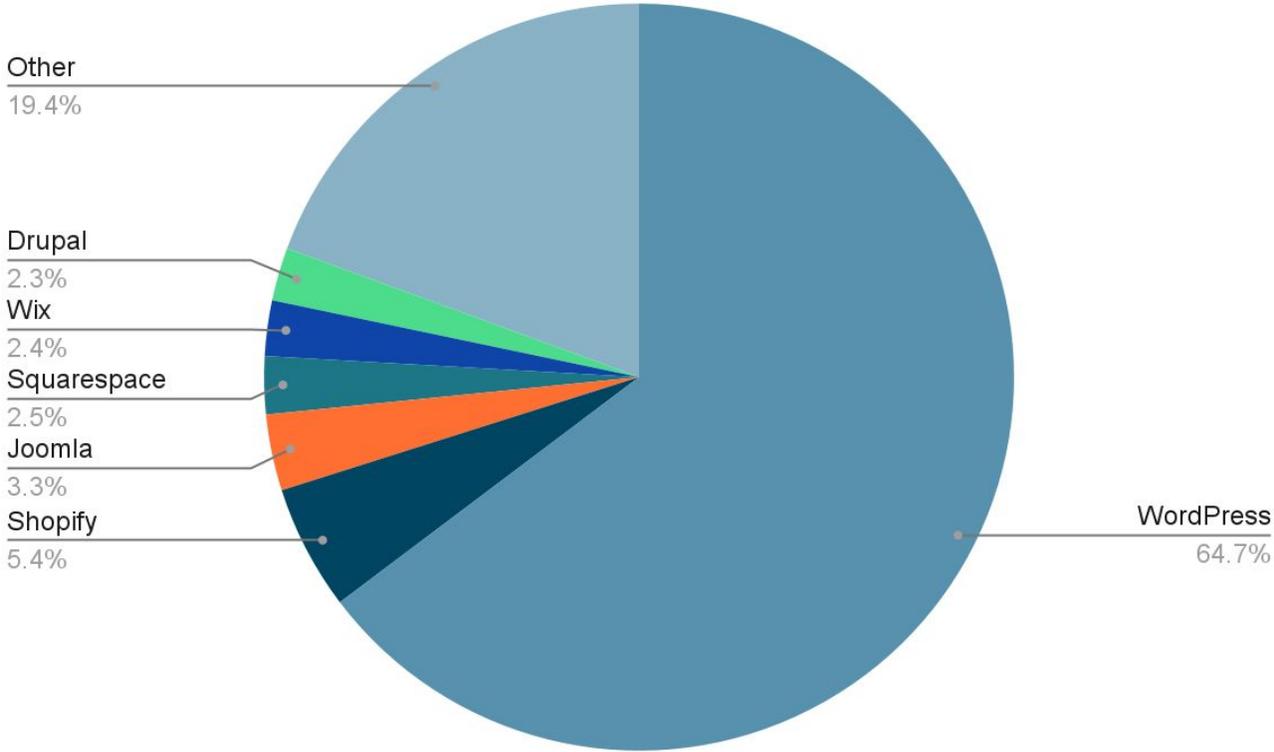
The internet is littered with complex legal issues.

WordPress powers 43.2% of the web

67% of all internet traffic is from a mobile device

Source: <https://blog.hubspot.com/website/wordpress-stats>

Content Management Adoption



Building Websites

How does a website / app get built?

Do you use your own code?

Do you buy / rent / steal code from other people?

What is code exactly?

What kind of code is there?

PLANK

Exceptional digital experiences

WORK | STORIES | ABOUT | CONTACT | FR



Specialising in designing the highest quality responsive websites

```
<!DOCTYPE html>
<html lang="en-CA">
  <head>...</head>
  <body class="home page-template-default page page-id-2767 wp-embed-responsive" data-aos-easing="ease" data-aos-duration="700" data-aos-delay="0" data-new-gr-c-s-check-loaded="9.61.0" data-gr-ext-installed">
    <svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 0 0" width="0" height="0" focusable="false" role="none" style="visibility: hidden; position: absolute; left: -9999px; overflow: hidden;">
    </svg>
    <svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 0 0" width="0" height="0" focusable="false" role="none" style="visibility: hidden; position: absolute; left: -9999px; overflow: hidden;">
    </svg>
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    <svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 0 0" width="0" height="0" focusable="false" role="none" style="visibility: hidden; position: absolute; left: -9999px; overflow: hidden;">
    </svg>
    <!-- Google Tag Manager (noscript) -->
    <noscript>...</noscript>
    <!-- End Google Tag Manager (noscript) -->
    <header id="header">...</header>
    <main id="main-content" class="home">
      <section class="hero">
        <div class="container-body">...</div>
      </section>
      <section class="margin_top--xlarge margin_bottom--large" aria-labelledby="cta_title">...</section>
      <section class="case-studies margin_top--large container-body" aria-labelledby="case-studies_title" id="case-studies">...</section>
      <!-- OUR EXPERTISE -->
      <section class="our-expertise margin_top--large" aria-labelledby="our-expertise_title" id="our-expertise">...</section>
      <section id="clients">...</section>
      <section class="latest-posts margin_bottom--large" aria-labelledby="latest-posts_title" id="latest-posts">...</section>
    </main>
    <footer id="footer">...</footer>
  </body>
</html>
```

Computed | Layout | Font | Changes | Node | Layer

Style Attribute {

- @media screen
- .home .hero__img {
- position: relative;
- width: 100%;
- height: 100%;
- }

@media screen

- * {
- box-sizing: border-box;
- webkit-overflow-scrolling: touch;
- }

Inherited From address, article, User Agent Style Sheet

- aside, div, footer, header, hgroup, layer, main, nav, section {
- display: block;
- }

Inherited From body.home.page-template-default.page.page-id-2767.wp-embed-responsive

@media screen

- body {
- color: #323232;
- font-size: 1.6rem;
- font-family: Gotham, Helvetica, Arial, sans-serif;
- line-height: 2.8rem;
- font-weight: 400;
- webkit-font-smoothing: antialiased;
- }

body {

- Show 41 unused CSS variables

Inherited From html

Filter | Classes | Filter

Box Model

- position: 0
- margin: -
- border: -
- padding: -
- ~825.14 x ~368.08
- 0

Properties

- webkit-font-smoothing: antialiased;
- box-sizing: border-box;
- color: rgb(50, 50, 50);
- display: block;
- font-family: Gotham, Helvetica, Arial, sans-serif;
- font-size: 16px;
- font-weight: 400;
- height: 368.0842590332031px;
- line-height: 29.217390060424805px;
- position: relative;
- width: 825.1358642578125px;

Variables

- Ungrouped
- wp--preset--color--black: #000000;
- wp--preset--color--cyan-bluish-gray: #abb8c3;
- wp--preset--color--dark-grey: #222222;

174.4 million .com & .net names

**\$5.5 trillion in online purchases, up
from \$4.3 trillion in 2020**

Networking and Servers

How does the code get from the server to my screen?

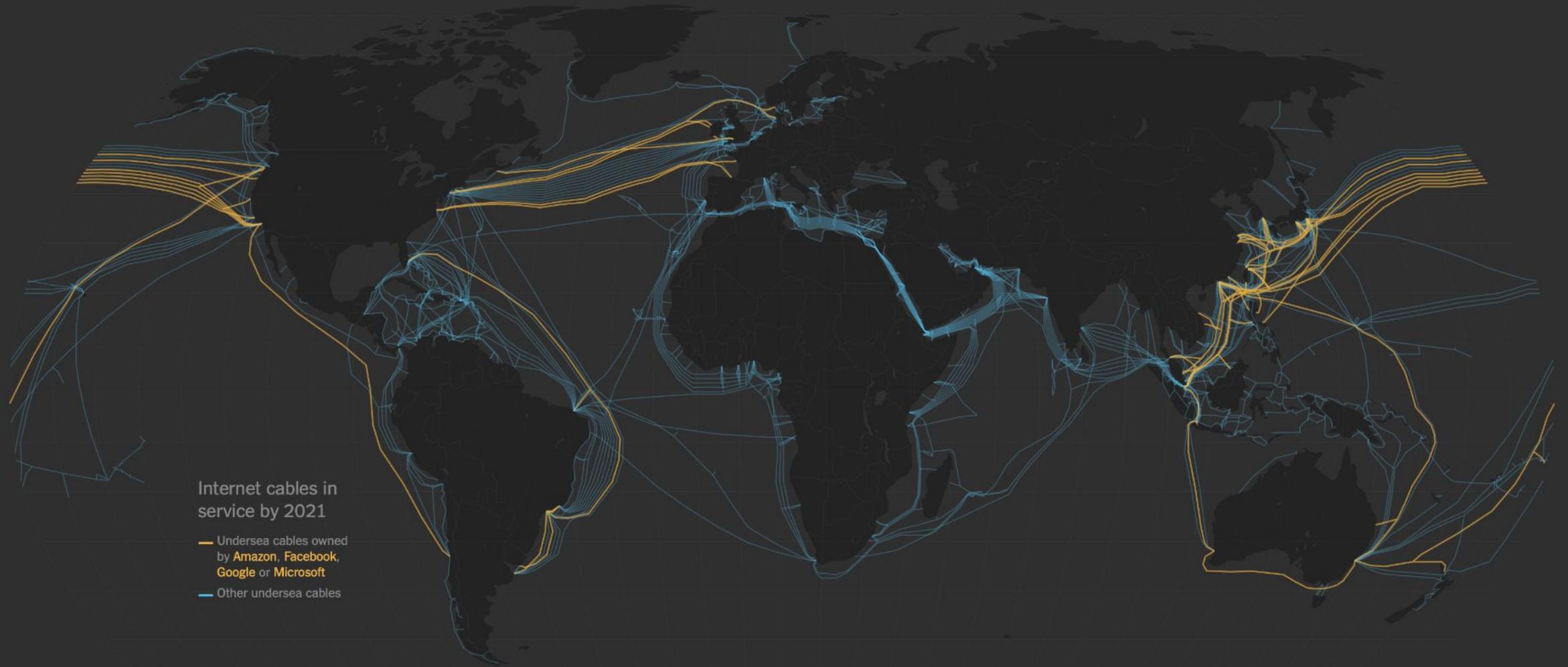
Where does this code live?

What is a server?

How does the domain system work?

What is an IP address?

‘People think that data is in the cloud, but it’s not. It’s in the ocean.’



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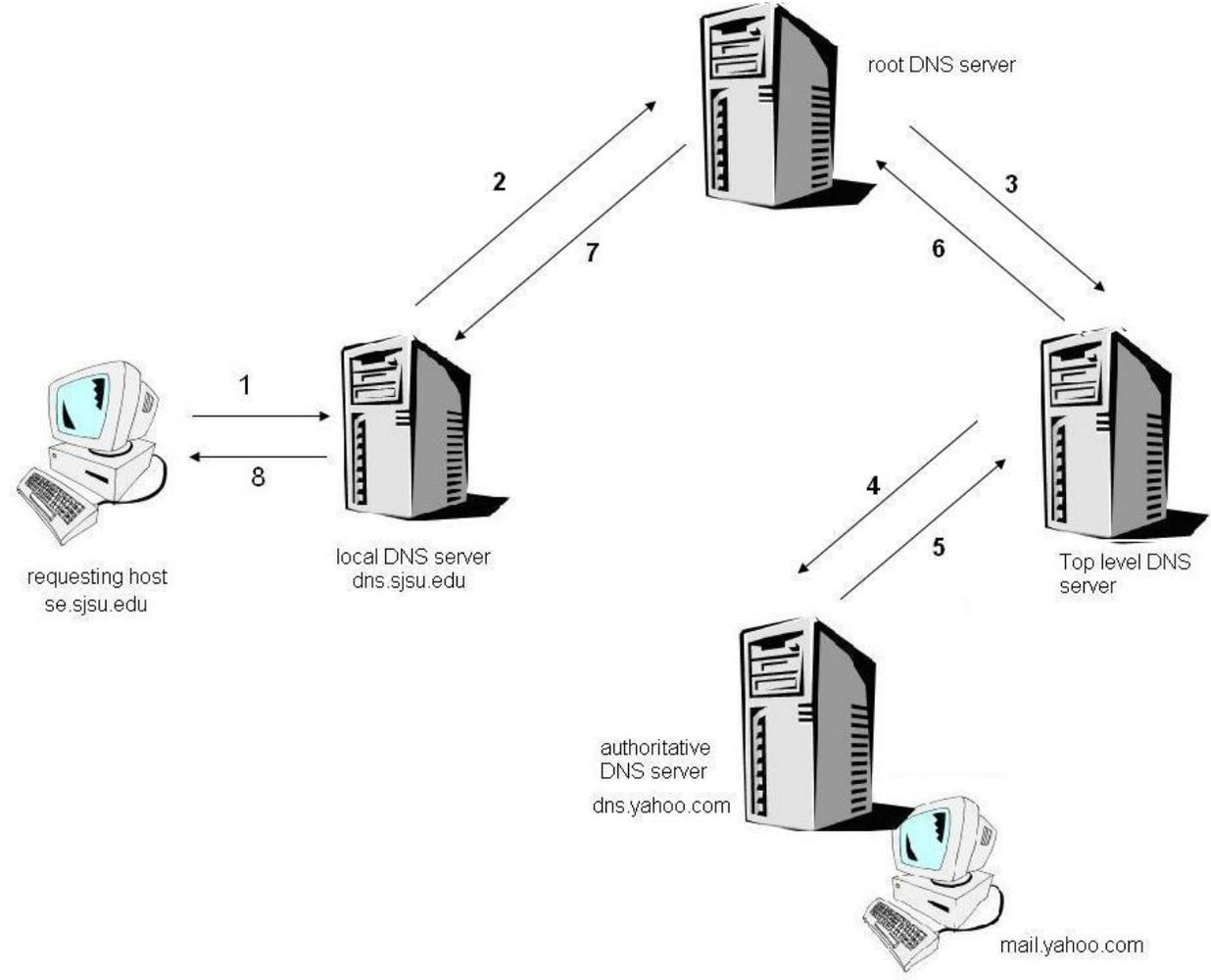
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What Is My IP?

My Public IPv4 is: 74.58.175.103 

My Public IPv6 is: Not Detected

My IP Location is: Montreal, QC CA

My ISP is: Videotron Ltee

[My IP Information](#)

[Hide My IP Address](#)



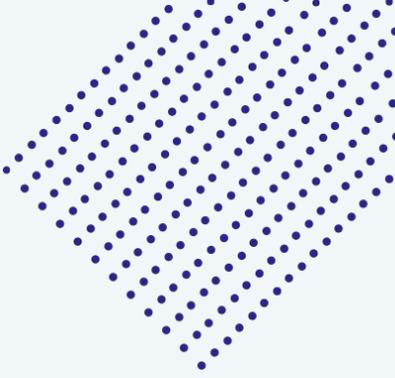
Security

When I enter / upload information where does it go?

How does it get there and can it get stolen along the way?

Is there technology that exists to prevent that from happening?

Can I have something removed from the internet?



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Thank you!

Ask me anything

