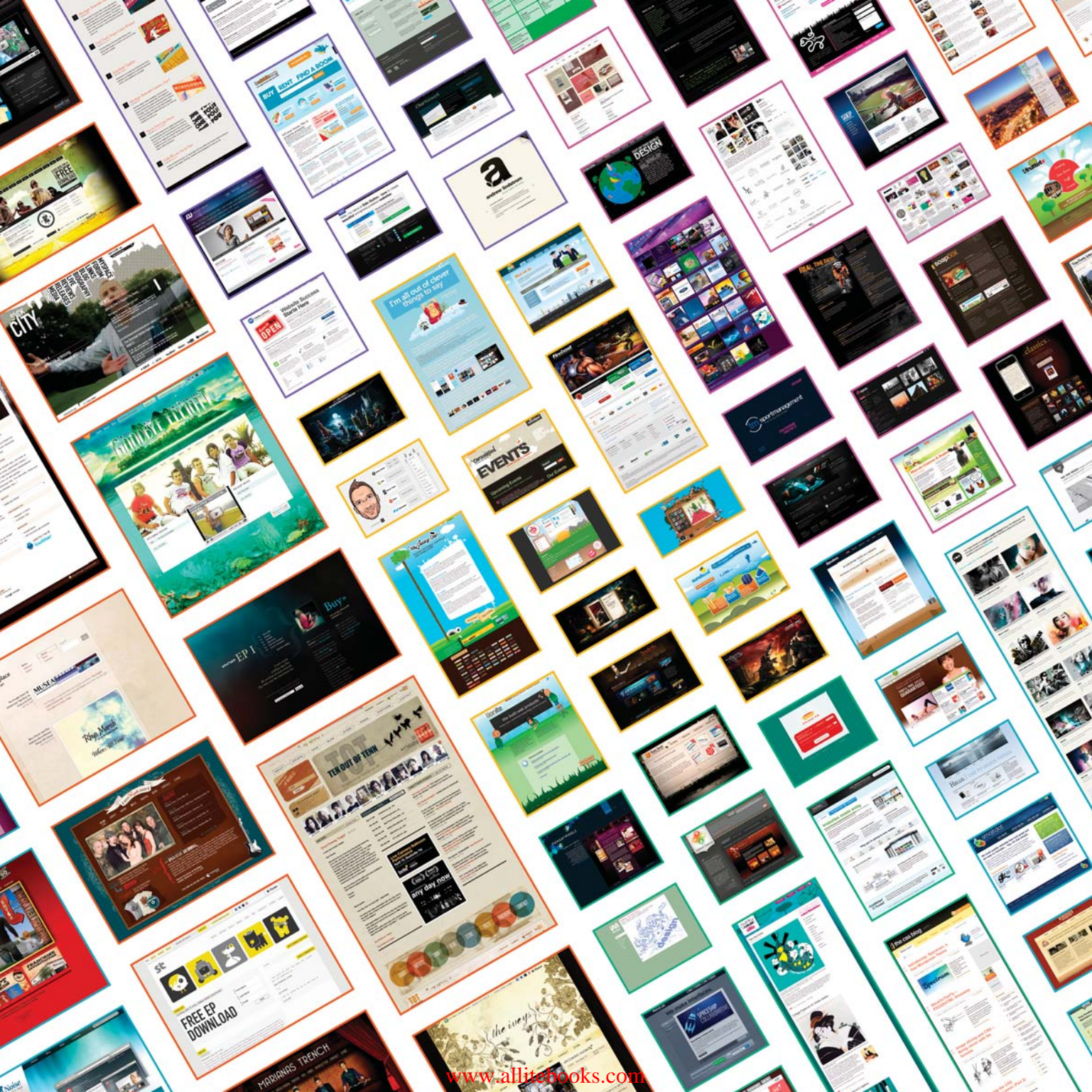


PATRICK McNEIL, creator of designmeltdown.com

# THE WEB DESIGNER'S volume 2 IDEA BOOK

more of the best themes, trends and styles in website design

THE WEB DESIGNER'S volume 2  
**IDEA BOOK**



PATRICK McNEIL, creator of [designmeltdown.com](http://designmeltdown.com)

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more of the best themes, trends and styles in website design

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## DEDICATION

For Angela and Jack.

## ABOUT THE AUTHOR

Patrick McNeil is a web developer focused on content management systems and front-end web development. His love for both technology and design makes the web his ideal playground, and his diverse interests allow him to be involved in everything from writing and speaking at conferences to digging into jQuery and advanced content management system integrations. Ultimately, his love for design drives him to obsess over cataloging web sites into the various trends and patterns presented in this very book.

## ACKNOWLEDGMENTS

As with the first *Web Designer's Idea Book*, I can't imagine how I could thank anyone for making this second volume without first acknowledging the countless designers who worked so hard to make the designs presented in this book. It is the work of others that inspires me to obsess over web design, and I truly appreciate the passion you pour into your work. I also owe many thanks to the readers and fans of Design Meltdown and the first book; your response far exceeded my expectations and I am grateful for your support. While many people at F+W Media make a book like this possible, I particularly appreciate Amy and Grace's efforts to help push this book to be the best it can be. And as always, my wife Angela is my biggest supporter: She encourages me to chase my dreams and sacrifices countless hours as I stay up late writing.



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# word from the author

The web is one of the fastest-changing mediums creatives can hope to work in. The styles come and go as quickly as you can imagine, and new development techniques are always emerging. These new techniques lead to other trends and patterns that turn up in countless web sites. On the whole, I am thrilled to see how the web industry is progressing. The past year was a good one for web design. We saw many of the web 2.0 fads fade, such as frivolous badges and an insatiable use of glossy designs; in their place, a refined style with a sense of purpose has emerged.

I can't help but reflect on how much things have changed since the original *Web Designer's Idea Book*, especially from a technology standpoint. With much wider acceptance of JavaScript-based tools than ever before, libraries

like jQuery continue to shape the face of web sites. Flash, while still ever-present, has more and more found its place in the myriad of web development tools and is no longer the de facto standard for sites that demand to be amazing. And mobile platforms have become an unstoppable force that will drive change in the industry. The web is evolving, the same as it always has. If you're up for it, the web industry offers endless opportunities to grow and learn. And this is just what I and so many others are addicted to.

It is this addiction which drives me to obsess over trends and patterns and form them into this book. In fact, I am already thinking about what books three and four might contain. I believe I share this insatiable appetite for learning, growth and better understanding with many people in

my field. There is a reason you can google almost any web development problem and quickly find an answer. We are a community of people passionate about what we do and fearless about sharing that knowledge. I sincerely hope that this book can be part of my contribution to the web community.

—Patrick McNeil

---

Note: If you would like to submit your designs for possible use in future books, please visit [TheWebDesignersIdeaBook.com](http://TheWebDesignersIdeaBook.com) to sign up for our semi-annual mailing list. You will be informed of book releases, calls for entries and other information directly related to the books. Submitting sites is free, easy to do and is open to anyone. And if you think you are too small of a shop to submit your work, I encourage you to do so anyway. I pride myself on profiling many lesser-known sites. My books showcase what is happening on the web, not just the most expensive sites.

# 01 /

using inspiration in the design process

# inspiration

One of the questions I get asked most is how to leverage inspiration without plagiarizing or stealing someone else's ideas. In some ways, this is a really easy question, simply answered. Don't steal ideas. The nuance of this is the hard part. At what point does inspiration become theft? The lines are blurry, especially when we consider the fact that no one operates in a bubble. All design is influenced by the previously created works we are surrounded by. Marko Prljic is a web designer who has also written on this very topic. This chapter, penned by Marko, takes us step-by-step through the creation of a new design. More importantly, it demonstrates how various ideas, approaches and design elements can be found elsewhere and merged together to create a new design. I am excited for this book to inspire you and challenge you to borrow ideas—without ripping them off.

# using inspiration in the design process

By Marko Prlić

---

Get inspired, but don't copy. There is a thin line between inspiration and copying—one that is further blurred as we are surrounded with designs and art in our everyday lives. Finding inspiration for a design is an easy task these days, having so many valuable resources to leverage. The web has been inundated with web design showcases. There is no exact formula for how to use inspiration and not copy someone else's work, but there are some straightforward ways to avoid it. Here, I will take you through my design process for a web site I recently created. Through examples of inspiration, I will demonstrate how I created a fresh and new design while leveraging various sources of inspiration. But before we step through an example, let's look at some core concepts when it comes to using inspiration.

## USE MORE THAN ONE DESIGN FOR INSPIRATION

When you have found a design that you like and you think, "I could do something like this," don't stop there; keep searching for additional designs that are similar in color, structure or content to what you have in mind. The goal will be to leverage the best elements of each of these as you merge these ideas into your new layout.

Start visualizing your new design with a combination of elements that inspire you. Look at the wire frames for your new site, and consider styles that might be applied to specific elements. The goal is not to pick a single design and copy it, but rather to find an assortment of elements that can work together in a new way. By the time you start creating mock-ups, you should have developed some fresh ideas with the result being something new and—most critically—unique.

## BREAK THE DESIGNS DOWN

A great way to approach inspiration is not to look at the whole design, but rather to scan for the elements that are relevant to your project. Observe how others have solved problems similar to yours, and run with those aspects of the design. For example, the following observations on imagery could be made from this sample site (Figure 1 on the next page):

- The header is not split off by contrasting colors or boxes like typical sites are.
- The color palette is limited with lots of subtle tones.
- A large tagline clearly states the site's purpose.
- The large slide show has a clear set of icons below it, giving a sense of placement in the show.

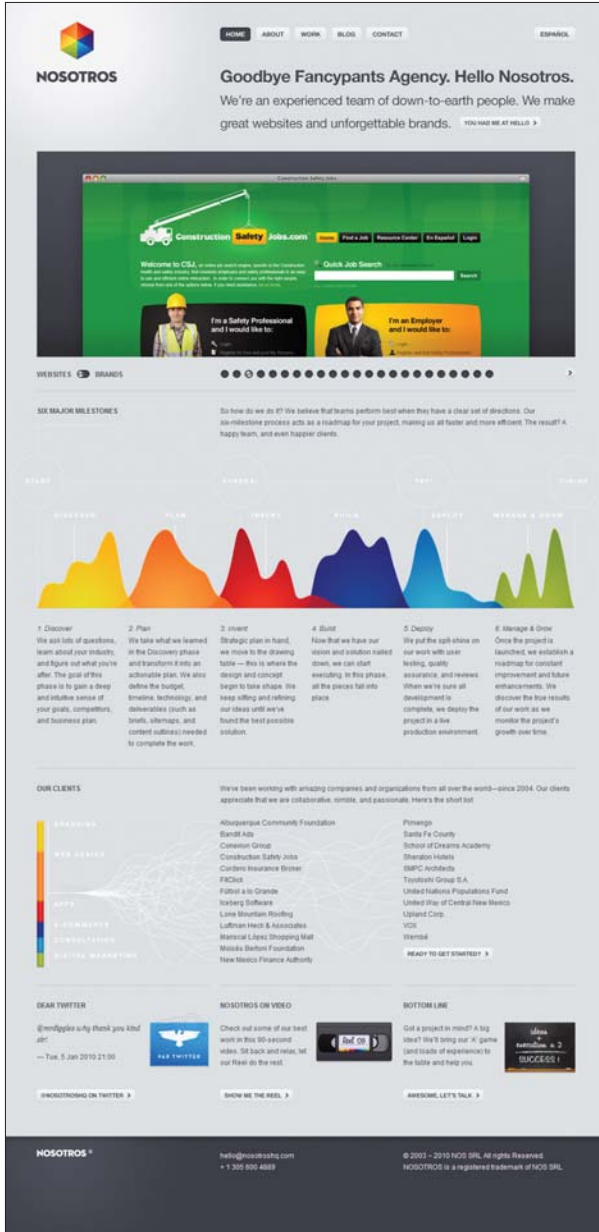


Figure 1

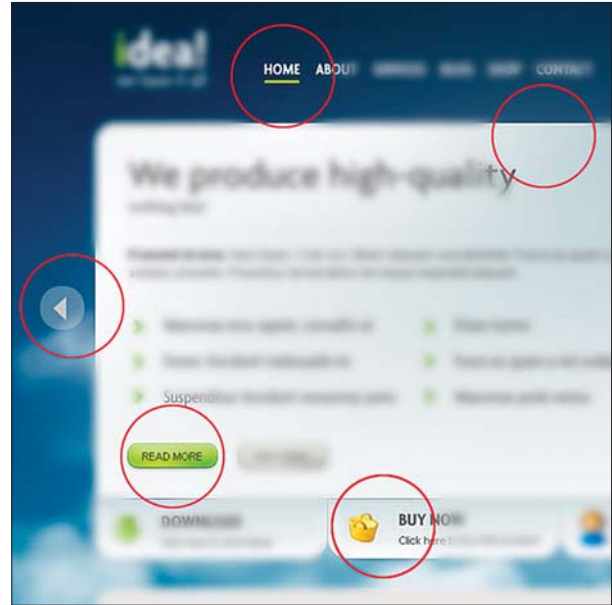


Figure 2

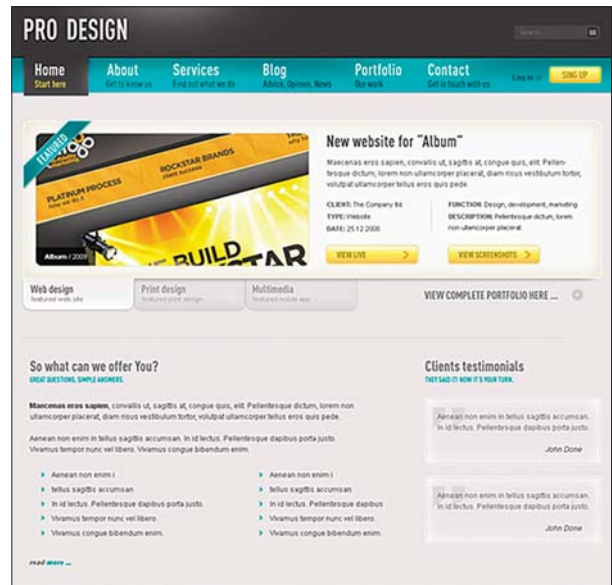


Figure 3

- Lots of white (or gray) space makes the site feel comfortable and open.

## PICK YOUR FAVORITE DETAILS

When you have found some designs that inspire you, take a closer look and pick out the elements that really make them shine. Watch for gradients, light effects, typography—all of the subtle details that breathe life into the design. Ask yourself: What is

it that makes this design so great? Figure 2 is another good example with some key elements highlighted.

## THE CREATION OF A NEW DESIGN

Now let's dig into an example of this and step through the design process used for the creation of a template I designed for themeforest.net. Several great sites

inspired this design, and I will demonstrate how they contributed to the final product. Let's start by taking a look at the final product in Figure 3.

When I started the design for this template, I thought about how it would be nice to create something modern, well-structured, content-rich, blog-adaptive and multifunctional. With this in mind, I had a vague idea of how the design should feel.

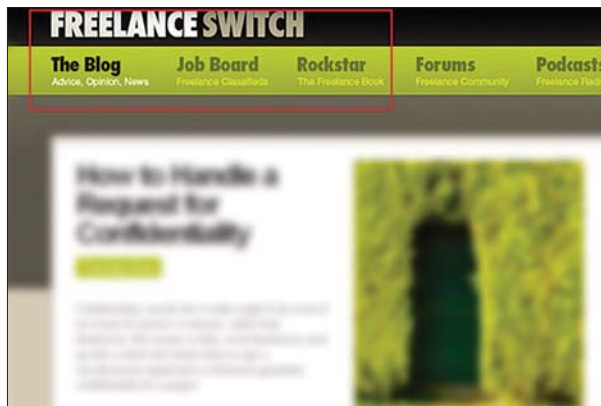


Figure 4 Inspiration



Figure 5 Design

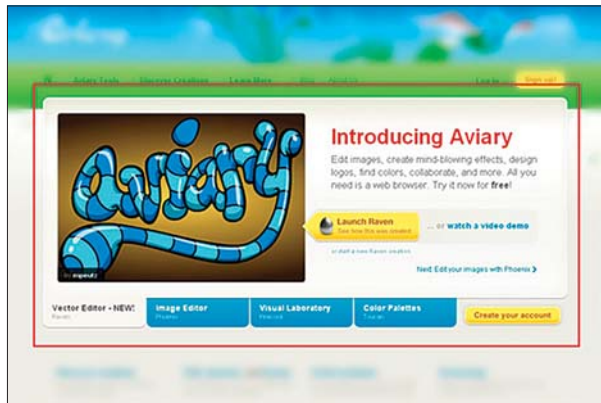


Figure 6 Inspiration

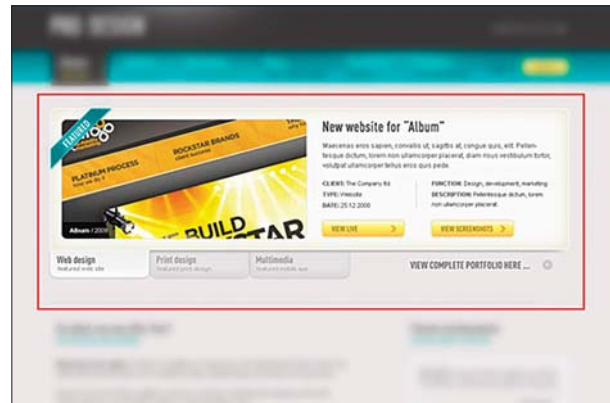


Figure 7 Design

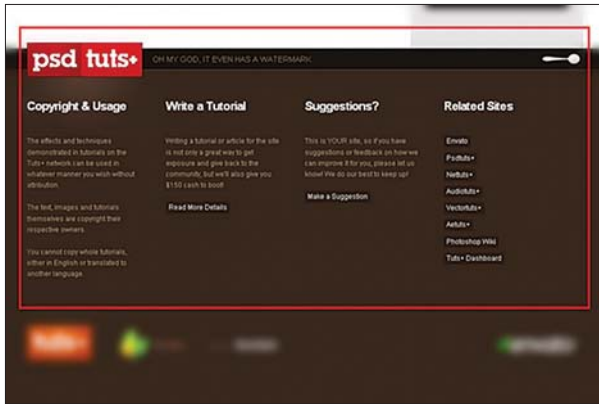


Figure 8 Inspiration

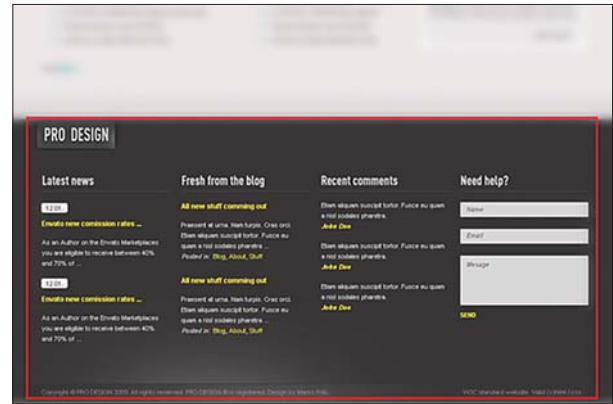


Figure 9 Design

From there, I found these organizations' sites as sources of inspiration:

- FreelanceSwitch
- Aviaary
- Psdtuts+

### Inspiration #1: FreelanceSwitch

The first thing I loved about this site's design was its navigation: It's big and clear, and contains small additional bits of information for each link. It also has multiple layers to the background, stretching from top to bottom, giving the site a more interesting look (Figures 4 and 5).

### Inspiration #2: Aviaary

The large content rotator on this homepage works great, so I thought this could be a key element of my design. This is a common design element, but it's great to see how others have approached it. There are a million ways to add variety to an element such as this through subtle changes in the configuration and layout (Figures 6 and 7).

### Inspiration #3: Psd Tuts+

A key element borrowed from this design is the footer. It's rather large, and it provides additional information and key links. I also noticed how the logo is repeated in the footer, so I tried the same thing with my own stylization (Figures 8 and 9).

## CONCLUSION

If you look at the finished product, you can see how the various sources of inspiration contributed to it, and yet the result is a fresh design that doesn't feel like a direct replication of any of the other designs. Some will say I am suggesting you Frankenstein together various pieces to form a new design. Certainly, if you simply clip together various elements, the results are not likely to inspire anyone in a positive way. You must always work to unify the new work with common stylistic approaches and never lose track of the big picture. In the end, be inspired—but don't copy!

# 02 /

emphasis • contrast • balance • alignment • repetition • flow

## basic principles of design

My approach to design analysis and learning has always been from a sample standpoint. That is to say, I much prefer to analyze samples of design and how they address various issues, rather than talking abstractly about vague topics. Through the analysis of real-life examples, we get a practical overview on the basic underlying principles of design. This is good not only for the beginner, but also for the more advanced designer. I often find that when I go back to the basics, I find something new that gives me a fresh perspective. It also seems that whenever a design is suffering, I need only to review the list of basic principles to be reminded of an aspect of the design I have neglected.

For the basic principles covered here, I turned to the book *Basics of Design* by Lisa Graham. It is the book I used in school, and it has



always served as a basic reference point for me. According to Lisa, all design is built on the basic principles of emphasis, contrast, balance, alignment, repetition and flow. The more thought that is put into these elements, the better the design is likely to be. When these principles are forgotten, a design often goes astray. By returning to the fundamentals, you can refocus your eyes and mind to produce an exceptional design.

However, keep in mind that simply following a formula doesn't guarantee success: I'm not saying that this is the formula to good design. I can say, though, that time and time again, these principles are what encourage me to polish my own designs and allow me to discover why some designs work and others fail.

In this section, a focused effort has been made to provide examples of sites that demonstrate these elements in a variety of ways. Some samples use them in strikingly obvious ways, while others are more subtle. This is what I love about real-life examples, though; they are much more practical for illustrating a point because nothing in the real world happens in textbook-perfect patterns.

# emphasis

Emphasis highlights a special importance or significance, and in many ways emphasis is closely related to, if not the same as, hierarchy. In order to design around the principle of emphasis, you must analyze a site's content in order to determine what hierarchy of importance the content should use. Once this is established, you can create a design that effectively carries out the hierarchy. A great method to establish what needs emphasis is to list all of the elements required on a page. Then, number the elements in order of importance. With this list in mind, design so that the visual hierarchy of the page reflects the determined importance. One reason this is so important is to avoid an attempt to emphasize everything. It also helps avoid the trap of an accidental hierarchy. It is always better to consciously decide what should be the visual priority and not just leave it to chance. If you try to emphasize every-

thing, you effectively emphasize nothing. Let's look at some samples to see what has been done to create a visual hierarchy.

## **Bryan Connor (Figure 1)**

Bryan Connor's site is a great demonstration of emphasis. The most prominent element of the page is the most recent post from his blog. It has a sharp contrast to the majority of the page by being the only white section, and the type is large and placed near the top of the page. This is a sign of clear intention and a desire to direct attention. In cases like this, it might be tempting to think the portfolio pieces or the contact information should be equally important, but again, trying to make everything equal ultimately makes everything blend together.

## **Digitalmash (Figure 2)**

This site offers another clear use of emphasis to control the user's consump-

tion of the page. The large, dominant text, which has again been placed at the top of the page, clearly states the site owner's purpose: This site is intended to get him work. It's not there to show off to his family, to share Flickr photos with friends or to hype up his latest tweet. It's simply to drum up work. Consider your site's purpose and how you can use emphasis to bring it out and highlight it.

## **Cold Stone Creamery (Figure 3)**

This site offers a common layout formula that leverages effective emphasis. The page has a typical header containing a logo and key navigation items. From there, the design starts with a very strong emphasis. Primarily controlled by the amount of physical space elements occupy, the emphasis of items is reduced as you move down the page. Some sites will have more than the three layers we find here, but that is not necessarily required.

Here, the large masthead movie directs the user's attention and offers the sites owners to direct user attention as they see fit. Then the design moves into a denser

content region with three messages in separate buckets. This density means it will be looked at second and not first. It makes really good sense to match the flow

of emphasis to the way a user engages a page: top to bottom. Don't fight it, just go with it and work it to your advantage.

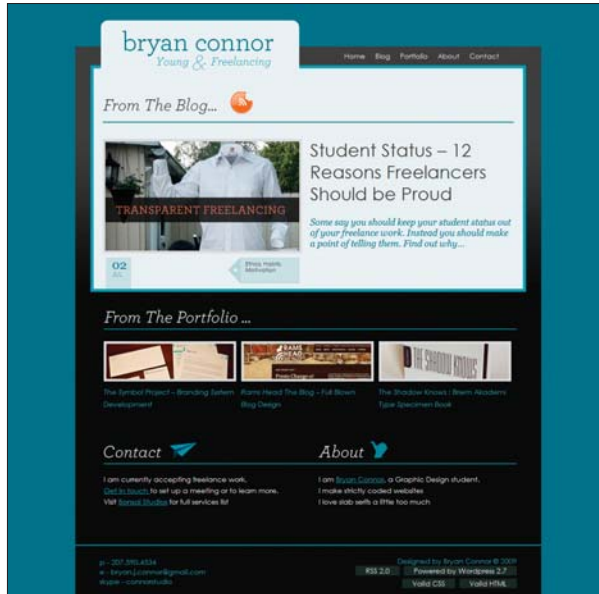


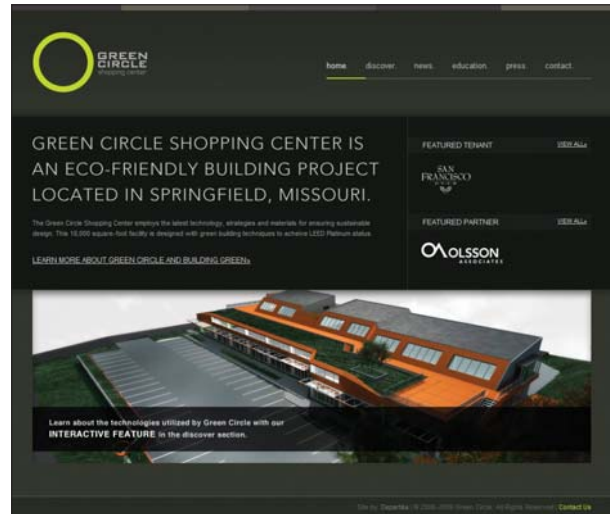
Figure 1 <http://www.bryanconnor.com>



Figure 2 <http://www.digitalmash.com>



Figure 3 <http://www.coldstonecreamery.com>



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**About Me**

Serj Kudrin is a freelance web designer based in Toronto, ON. Designing for the web has been his passion for over 6 years now. Serj has had the pleasure to work for numerous clients in Canada and abroad.

Obsessed with his love to create beautiful things and passionate about usability, Serj always strives to create websites that would keep balance between beauty and efficiency.

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# contrast

Contrast is the visual differentiation of two or more elements. Elements with strong contrast appear distinct and separate, while elements with low contrast appear similar and tend to blend together. There are many design elements you can manipulate to achieve contrast, including color, size, position, font choice and font weights. Contrast in a design will help a site have visual variety and avoid being stale. Contrast can also help achieve focus, thereby addressing the need for emphasis on certain elements. You can see how a loop among the basic design principles appears, as contrast is used to affect emphasis, flow and other aspects of a design.

Contrast may have its largest impact on the hierarchy of a page, as it is often used to enforce the desired emphasis. In this way, contrast can contribute to the visual order of a design. It can quickly

draw attention to key elements, such as content, action items or purpose statements. As always, the needs of a site should be carefully considered so you can intentionally draw attention to certain elements through the deliberate control of contrast. Let's look at some samples to see what other designers have done with contrast.

## Twe4ked Studios (Figure 1)

In this example, it is easy to spot the contrast because the two large green buttons leap out of the page. These key calls to action have been emphasized through size and color. Clearly the designer of this site is driving at two purposes; he wants you to either look at his portfolio or give him a call. We also find contrast at work in a few other areas on this site. His introduction is large and dominates the top of the page. Not only is it the full width of the page, but it is also the largest text on

it. The entire top half of the page is black on white with the bottom being reversed out. This contrast sets the top content apart with an apparent level of importance, which is further emphasized by the contrast in type density. The content in the bottom is far denser, making it feel less important. It's amazing how fundamental contrast is and how inescapable it can be.

## Be the Middle Man (Figure 2)

This site again demonstrates how a radical use of contrast can drive emphasis and the desired action for your user. This site encourages the user to test out their search tool by making it a dominant element in the page. As such, their goal is clear. Another interesting aspect of this design is how the density of content gets greater as the page goes down. This increasing contrast flows nicely and matches a user's behavior. If a person is reading this page to the bottom, chances

are he is more and more interested as he reaches the bottom of the page (or perhaps more desperate to find what he

needs), so the site packs in more and more to try to offer up what the user is looking for.

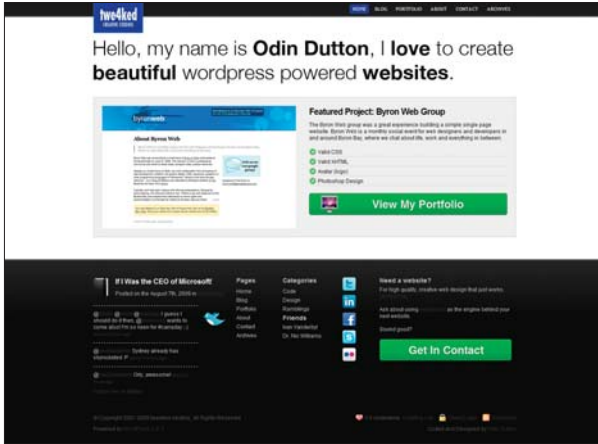


Figure 1 <http://twe4ked.com>

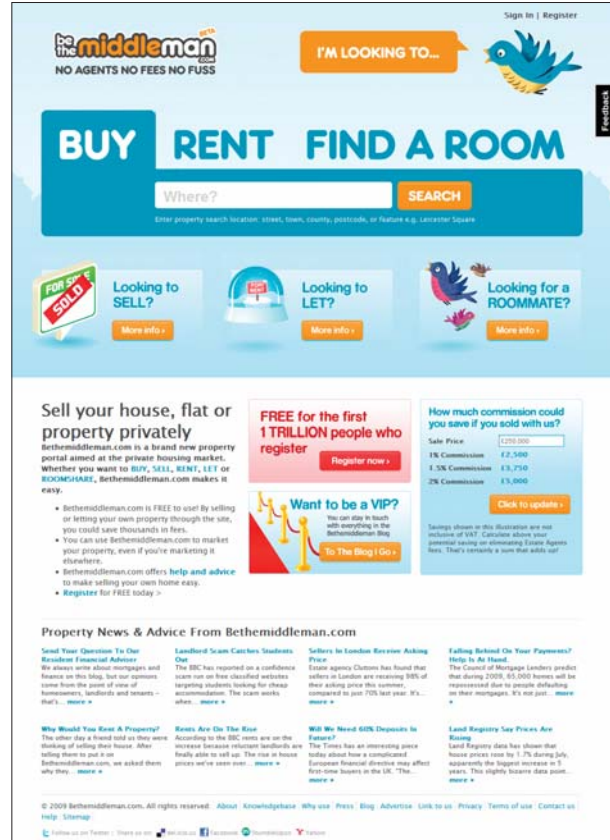
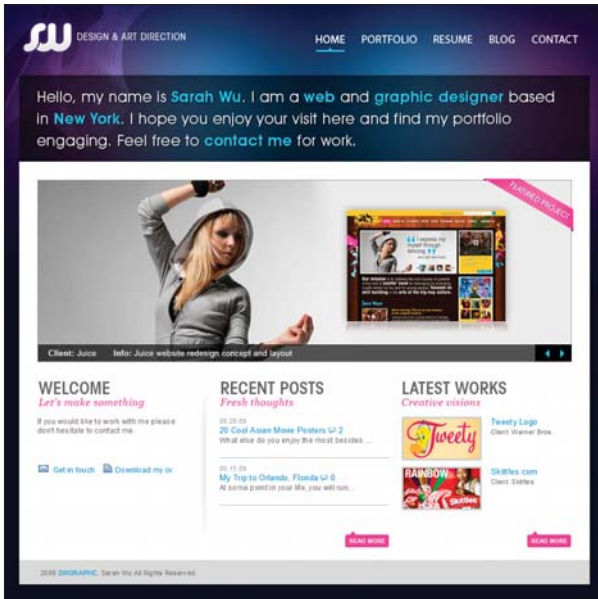


Figure 2 <http://www.bethemiddleman.com>




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# ONE by FOUR


**Our 7** *Mixologie: Take Me Back*  
A post about Music

Take Me Back is all at once sweet and bittersweet. This Mixologie installment is about love, love lost and everything in-between.




**Our 11** *Mixologie: Remember Summer, Part II*  
A post about Music

If Remember Summer, Part I is like watching the wave approach, then Part II is like being under it. These songs take on a more dreamy, slow-burning, after-the-party side of summer. The night to Part I's day, if you will. Many of the artists in this mix are new discoveries or newcomers from the past year or so.




**Our 12** *Food Truck Design Contest Winner!*  
A post about Side Projects

The blog Kitsune Noir and artist Will Guy from Goopymart choose our Liquid Lunch entry for their food truck contest!




**Our 14** *Matchbook Typefaces*  
A post about Typography

Matchbook is a simple and functional set of two typefaces we designed in a serif and sans-serif version, both available for download.



**Our 15** *Mixologie: Remember Summer, Part I*  
A post about Music

With the season hastily retreating, it's hard not to look back at the sun-soaked days, the fuzzed-out nights, and all those great summer jams in-between. Mixologie, which will be our recurring series, harkens back to the days when love was best expressed through a heartfelt mixtape (still true for us). Here we spread the love to you.




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# balance

The principle of balance revolves around the idea of how the elements in a design are distributed and how they relate to the overall distribution of visual weight within the page. This has a considerable impact on the visual stability of the design. As elements are grouped together in a design, they create visual weight. Typically, this weight must be balanced out by an equal and opposite weight in order to achieve balance in the design. Not doing so results in a design that feels unstable, though this is not to imply that it would be necessarily bad. I have no doubt that a lack of balance could be put to effective use. But a well-balanced design creates a subtle notion of stability and is generally more appealing.

There are two approaches to balance: symmetrical and asymmetrical. We will look at examples of each.

## SYMMETRICAL BALANCE

Balance through symmetrical design is accomplished when the design of a page is mirrored on some axis and the two halves have identical visual weights. In web design, this is typically seen when the left and right sides are split vertically and each side has an equal weight. As always, I prefer samples, so let's look at one.

### MINT Wheels (Figure 1)

The use of symmetrical balance matches with the content of this site in a very natural way. Consider the precise efforts that go into ensuring perfect balance in luxury cars; these cars offer up some of the most perfectly balanced experiences one can find on the road. In this way, a symmetrically balanced site fits well with the type of experience one has when driving a car such as this. Note how the logo has been moved to the top center of the page. This

not only helps establish symmetrical balance, but also puts the logo in the visual hot spot for the layout (top and center). This site is slick and clean, and it perfectly matches its content.

## ASYMMETRICAL BALANCE

Asymmetrical balance is achieved when the visual weight of a page is equally distributed on an axis, but the individual elements of these halves are not mirror images. That is a really complex way of saying that asymmetrical balance is a result of the use of dissimilar elements to create an overall balance. That still sounds complicated; let's look at some samples to see how this works.

### Dallas Baptist University (Figure 2)

Asymmetrical balance is extremely common in web design because it is often a more natural solution to the content

being presented. In this case, we see asymmetrical balance throughout the page, starting with the header. The logo balances out the main navigation items (which have been placed where the logo usually resides). The logo is tall and dark, allowing its small size to still match up with the navigation. Below the banner section, the text box with the welcome message is larger than the denser quick facts section. The size of the left box is well matched by the smaller but denser box next to it.

### Campaign Monitor (Figure 3)

In some cases, it will make most sense to actually blend these two approaches to achieving balance. This is exactly the approach taken on the Campaign Monitor landing page. At the top, we see asymmetrical balance with the copy section balancing the image. But below that, we see a section of balance where the six items, the logos below that and the footer copy are all perfectly balanced left to right in a symmetrical way.

Balance is one of the more subtle elements of design, and one that many of us will address instinctively. If your design feels lopsided, consider how you can balance it by minimizing the contrast. This might mean two dominant elements that match well, or a set of equally controlled, less prominent items to balance it out. Does your design feel like it would tip over? Does it feel unstable? These are the types of questions to ask yourself to discover if you have balance issues.



Figure 1 <http://www.mintwheels.com>



Figure 2 <http://whydbu.dbu.edu>

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Luc Perlebo, *Freelance*

Figure 3 <http://campaignmonitor.com/designers>

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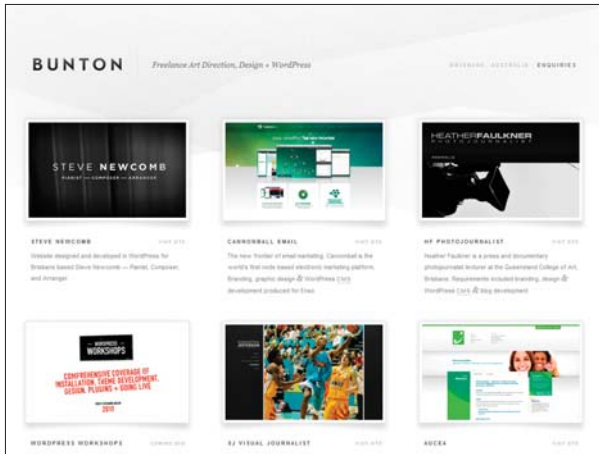
**Breast Cancer:** A disease by the National Breast Cancer Foundation helps provide free mammograms for women in need to provide early breast cancer detection. The foundation also provides education, corporate sponsorships, and breast cancer fundraising activities help fund educational programs that provide awareness to breast cancer patients, survivors, and any help member whose life is touched by breast disease.

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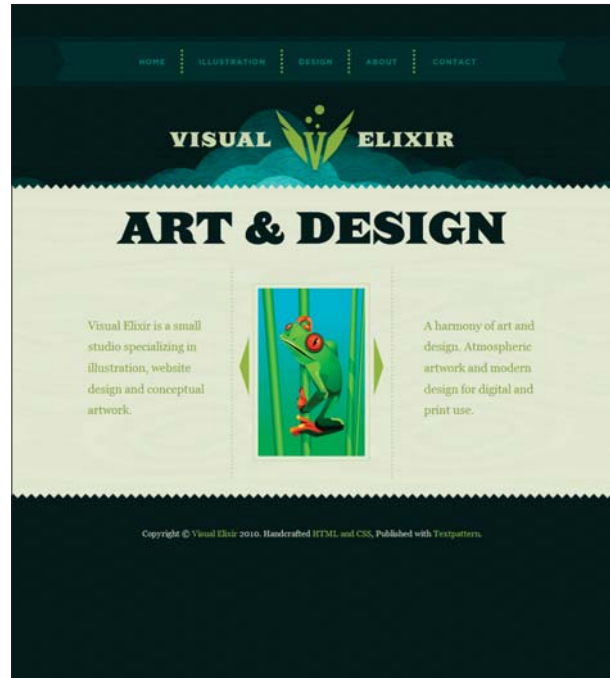
**Breast Cancer Volunteer Opportunities and Support Groups:** The support group network for the National Breast Cancer Foundation has a wide-reaching support community full of ways for you to connect with other women, men and families impacted by breast disease. The NBCCF Community Support Groups of Women's Breast Cancer Support Group and Supporter Support Groups so each participant can connect directly with breast cancer survivors and supporters who share your interests and concerns about breast cancer.

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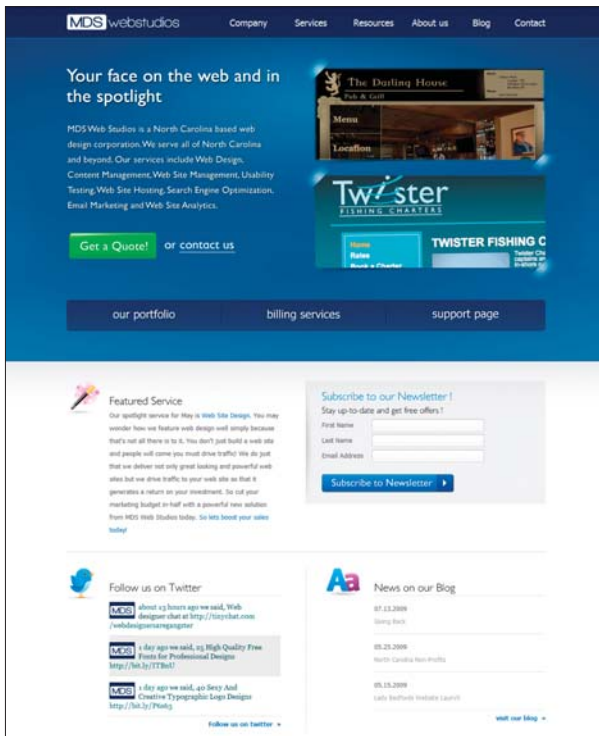
<http://www.nationalbreastcancer.org>



<http://bunton.com.au>



<http://www.visualelixir.com>



<http://www.mdswebstudios.com>



<http://www.typejockeys.com>

# alignment

Alignment is the arrangement of elements in such a way that the natural lines (or borders) created by them match up as closely as possible. By doing so, these elements become unified and form a greater whole. This is often referred to as working with a grid. Unaligned elements tend to fall apart and lack the unification we so often seek. Some examples of aligned elements are having the tops of two columns line up, or the left edges of a series of stacked elements align with each other. While these examples are fairly obvious, there can be far more intricate alignments in a page that work to create a unified and pleasing design.

If you have been given the task of taking designs and turning them into code, you should be particularly aware of this principle. As a design is translated into

reality, it often becomes tedious and difficult to replicate the alignments established in the original design. Not only is it a challenge, it also can be easy to overlook these carefully crafted details entirely. An awareness of design on this level can really help a developer in the translation process.

## Design Without Frontiers (Figure 1)

This site is like the poster child for demonstrating alignment in web design. The deliberate and consistent use of alignment makes for a design that feels clean and balanced. For example the width of the logo matches the width of the content and the titles all align. Thanks to the nature of this design, one need only follow the lines to see what the designer intended. The meticulous usage of alignment creates a design that is perfectly balanced.

## Indextwo (Figure 2)

Alignment doesn't have to be taken to the extreme, and it is a self-applied rule that can be broken at times. In this site's design, we see an overall three-column layout. Each level of the design works within that. Oftentimes, the consistency from one layer to another is lost by not maintaining alignment. In the header on this site, the main navigation has broken the column structure, though the divider between two items conveniently falls on the border. This is a perfect example of breaking the rules to serve a purpose. If the designer had compressed the options into the smaller space, they would be closer and smaller, making them much more difficult to use.



Figure 1 <http://www.designwithoutfrontiers.com>



<http://leihu.com>

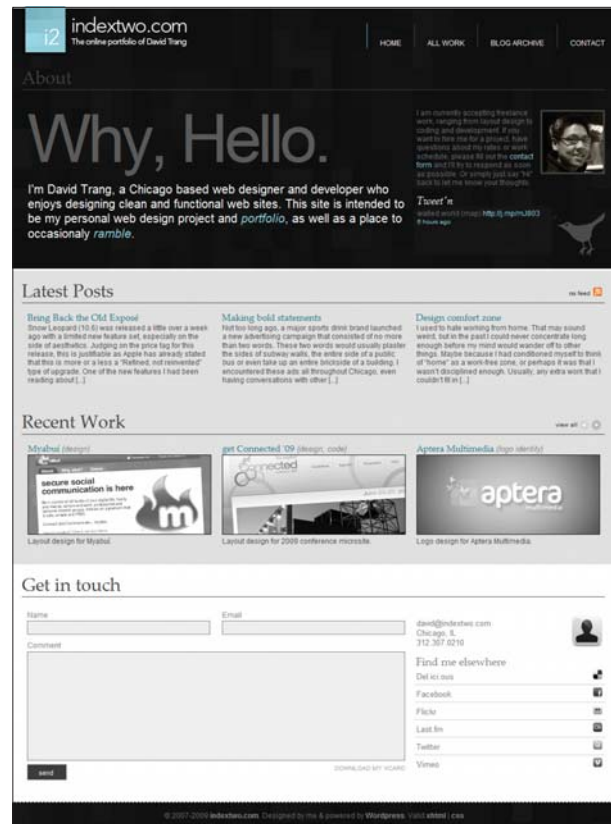
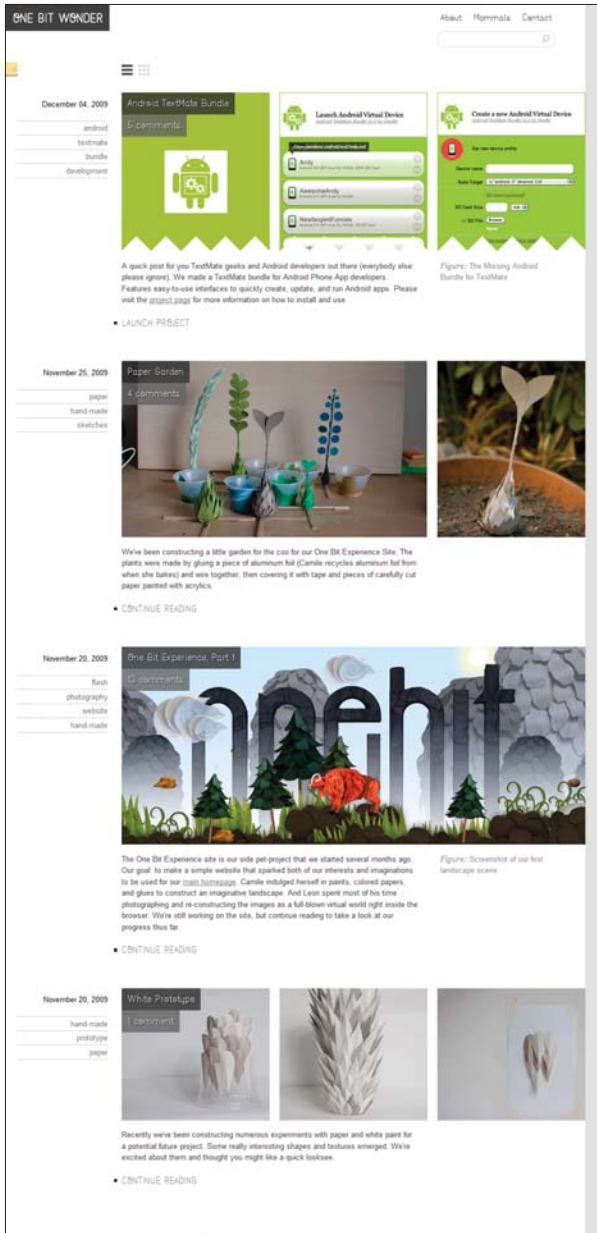


Figure 2 <http://www.indextwo.com>



<http://www.rawcoach.be>



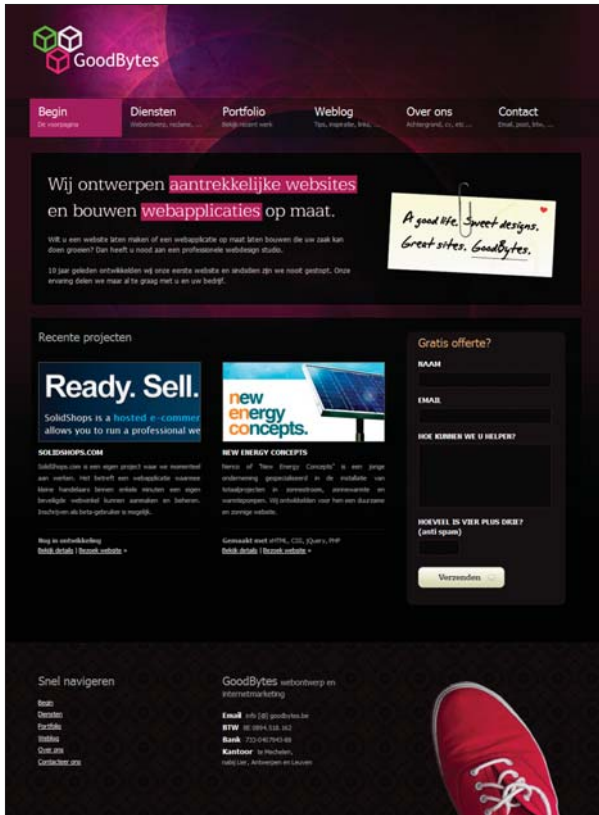
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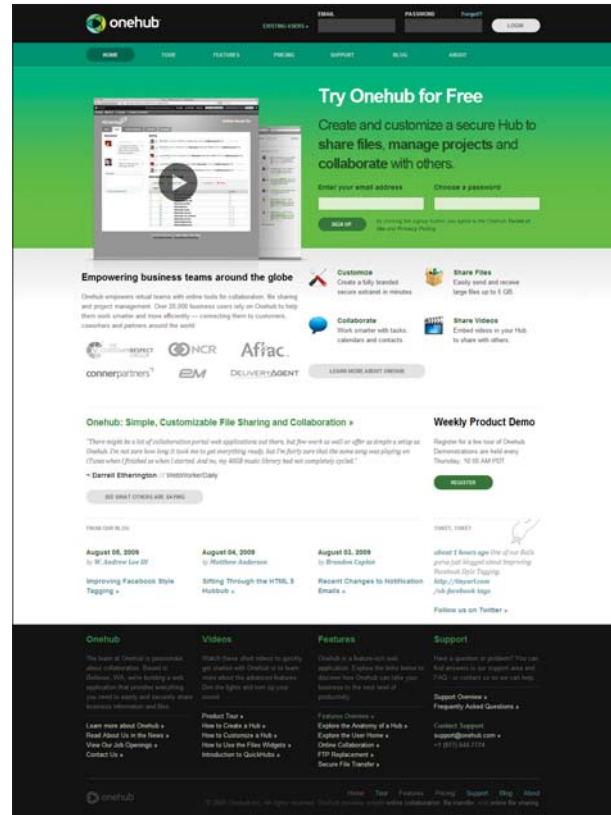
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# repetition

With repetition, the focus is on how elements of a design are used more than once throughout a design in varying ways. Designs that contain repetition become unified. Repetition can be achieved using many forms, including color, shape, line, fonts, imagery and an overall approach to style. This is often an inevitable design principle, because if a design has no repetition in its elements, it typically lacks a unified and cohesive feel.

A huge benefit of repetition is predictability. The user will learn to expect certain things if a site's design maintains key elements in a consistent way. All too often, a web site loses its visual cohesiveness by starting each page with a blank slate instead of developing some basic formulas to work with.

## Vim Interactive (Figure 1)

In this example, there is so much repetition that it would take many pages of

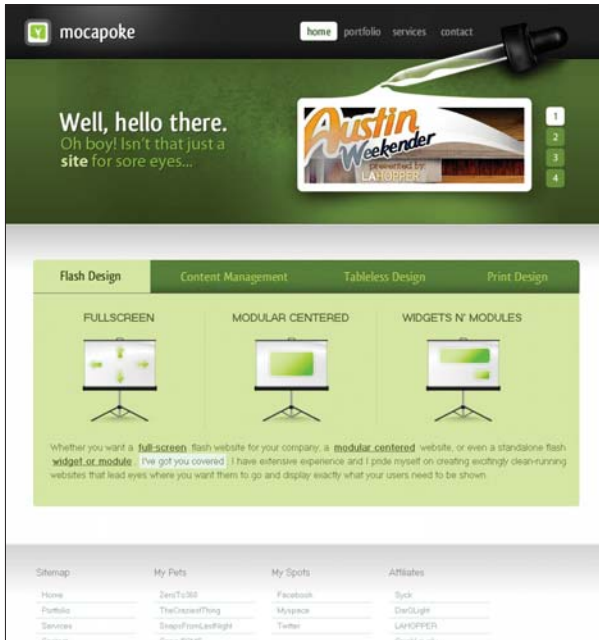
commentary to point them all out. I will, however, point out some of the more subtle uses of repetition. Spacing is one: Consider the amount of padding inside each container and how it matches up to the spacing elsewhere in the site. This overall consistency gives the site a very clean feel. The complexity of the dense content is reduced by this simple, hardly noticeable element. Another interesting element of the design that is heavily repeated is the pattern of larger text always having a less prominent sub text: the logo has a tagline next to it; the phone number has a statement encouraging you to use it; the large text next to the map has a smaller explanation; each “learn more” bucket has a title with sub text. This leads to the notion of predictability. In this design, the user comes to know what to expect, and the repetition is soothing.



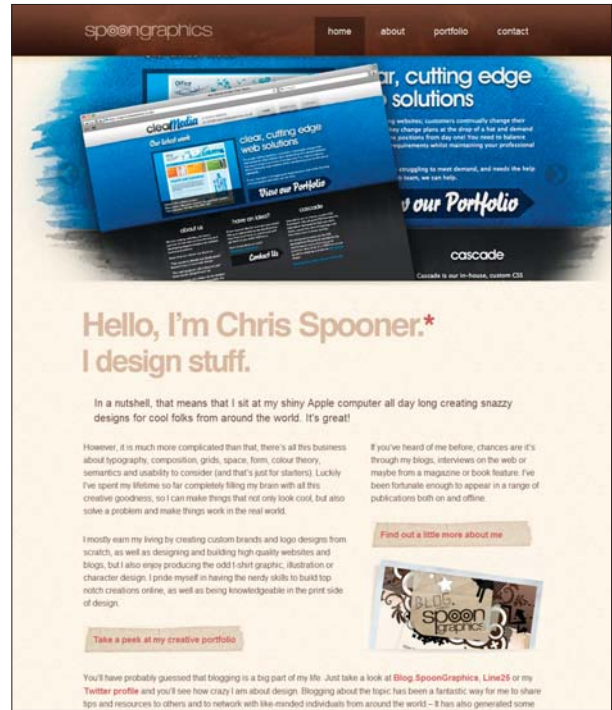
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Figure 1 <http://viminteractive.com>



<http://mocapoke.com>



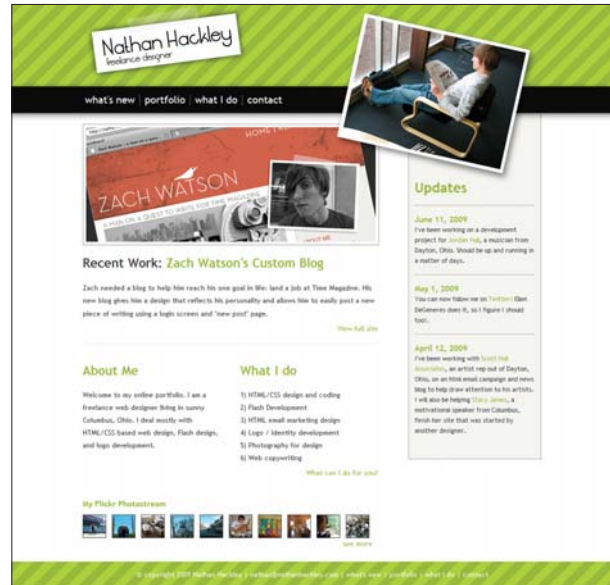
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# flow

Flow is the path the user's eyes take through a design. This is primarily a result of how elements like emphasis and contrast are used. In fact, flow is entirely the result of how other elements are put together.

One thing to always remember when considering flow is the natural order of things. There have been studies that show people tend to look at things in a rather predictable fashion. Typically, a person's eyes will go from left to right and top to bottom. This is why a web site that is right-justified feels so funky to us left-to-right readers. There's nothing inherently wrong with going against the natural order; we simply must consider the implications of such decisions. The point is that it would be wise to work with the natural flow instead of trying to force something different.

Every site has a flow, good or bad. Who decides when the flow of a site is

bad? When I was selecting sites as examples of good flow, I had to determine what defines good flow. This is what I settled on: I look for demonstrations of flow that feel smooth, comfortable and as natural as possible. It can be complex, but it must feel natural and comfortable so that I don't feel like I am bouncing around the page like a pinball. For me, a smooth flow is better than a rough one. A person's eyes will naturally bounce around, but a site with what I consider good flow will encourage the user to take a nice stable path, and at times it will take the person's eyes in a loop to help keep interest.

## Wilson Doors (Figure 1)

This site is a nice example of comfortable flow. It doesn't hurt that the homepage is not content heavy, and there is only a small number of options. The focus starts with a large and interesting image that gives the quick elevator pitch of what they

sell. From there, our eyes flow to the bottom left and across the bottom, leading us back to the main image. This clean loop makes it easy to scan and understand the options, but also to make a choice and dive in. Notice that this loop contains all the key items for the site and ensures that a user will be exposed to the option she is looking for. Also of note is the fact that the main navigation doesn't pop out. If it did, it would compete for placement in the flow and distract the user from consuming the primary set of messages.

This looping pattern is one you will find in many of the samples in this chapter. As I already mentioned, flow is the strategic combination of other design elements. This also makes flow one of the easiest elements to forget and overlook. But again, I find that if a design isn't working for me, considering this element of design can lead to the answer of why it feels broken.

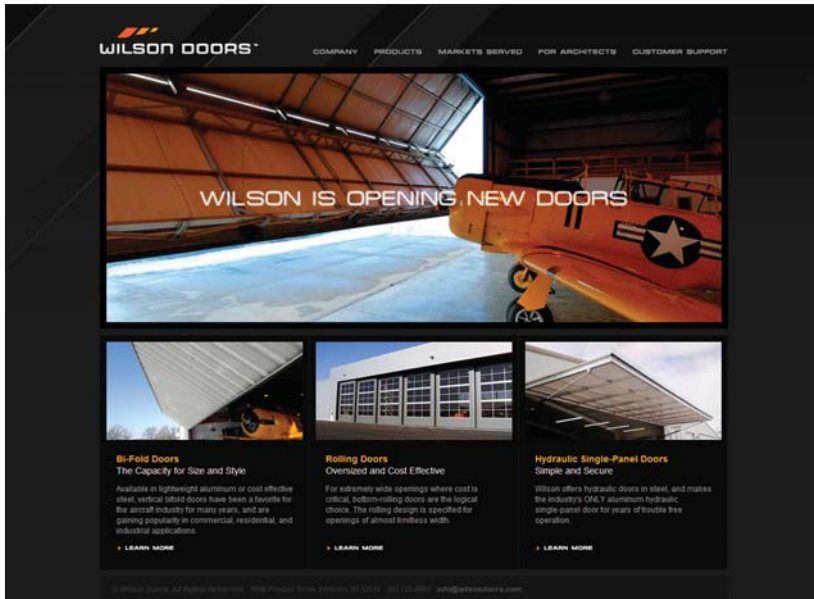
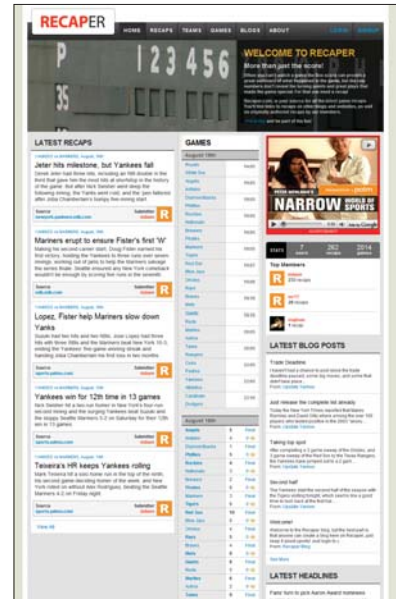


Figure 1 <http://www.wilsondoors.com>



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<http://www.gcntv.org>



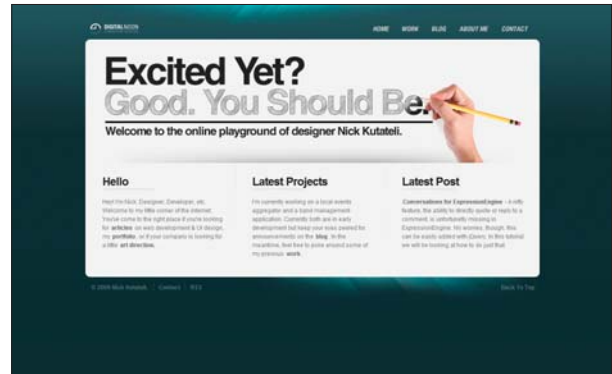
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## sites by type

One might think that a small set of various site types might be pointless in a book such as this, considering it would take countless volumes to cover all the basic site types there might be. But lucky for me, the goal is not to cover every potential site type. Ultimately I really have two main hopes with this section. First, I wanted to highlight some of the more active segments of the web design community (like iPhone application sites) and in that way capture some of the most popular topics of the day. Secondly, I really believe that any type of site can be inspired from any of these topics. Each has lessons to teach and each has different obstacles to overcome. These lessons and obstacles are shared with countless other topics and can easily translate over. I hope you don't skim past this part of the book if your niche isn't represented. Absorb the ideas presented by others and be inspired by them!

# iphone application

iPhone applications are all the rage, and it stands to reason they will be for quite some time. They can be amazingly useful for the user, are typically very cheap if not free, and offer the opportunity for an extended impression of your brand. One key aspect of the process of building an iPhone app is the need for a beautiful design. Apple will, in fact, reject your application if it doesn't meet their design standards. So it isn't surprising to find that many of the sites set up to sell these wonderful apps look great as well.

Sites for selling these apps tend to be very focused, as they offer the opportunity to lead the user to make a quick purchase. For example, the Tea Round (Figure 1) site sells an app revolving around the making of tea. This might not give away the demographic, but it certainly reflects a common interest. As such, the site's design reflects

the audience's interests, especially in the context of tea.

Another obvious example of connecting to the target audience is the Outpost site (Figure 2). As an application that hooks into Basecamp, it only makes sense that the site connects itself as closely to Basecamp as possible; a similar color palette has been used to strengthen the connection and the site feels like a close extension of the Basecamp brand.

The designs included here have done an outstanding job at connecting to the consumers and driving them to sales. Ultimately, these are mini e-commerce sites intended to drive people to a conversion point. This explains the prominent links to Apple's App Store where the software can be purchased and downloaded. In many ways, these would be ideal candidates for a study in landing page

effectiveness and conversion rates. Why couldn't other sites be created with such focus? Portfolio sites seem like a prime candidate for such treatment.



<http://libertyboom.com>



**Tea Round** updates on everything Tearound. Follow @tearoundapp on Twitter. Available now on the App Store.

Free

Tea Round rapidly settles thirst-based arguments by deciding who makes the tea.

**Step 1**  
To kick things off you need to choose, edit or add a new Tea Round. You can save as many as you want for home, office, friends and family.

Step 1 Step 2 Step 3 Step 4

Sign up for app updates. Enter your name, email address, and phone number. [Sign up for updates](#)

Feedback at Get Satisfaction. Report bugs, request features, tell us how you like it. [Get Satisfaction](#)

Our democratic selection process resolves all brew-related arguments. Only 4 short steps to your golden cup of awesome.

[Get more information](#)

**We Collaborate**  
Tea Round is the first iPhone app from We Collaborate. We spend our days designing stuff, making websites and playing with iPhones.

© 2009 We Collaborate. Design, code + later rights by the Collaborate team. Site by We Collaborate.

Figure 1 <http://tearoundapp.com>

**TIC A TAC POKER** for the iPhone

**TIC A TAC POKER** Available on the iPhone App Store \$1.99

Tic A Tac™ Poker is a great expression of this game / tic-tac-toe hybrid. This game plays with many variations and a permanently high community back end.

[http://www.ticatagames.net/static/iphone\\_teaser](http://www.ticatagames.net/static/iphone_teaser)

[http://www.ticatagames.net/static/iphone\\_teaser](http://www.ticatagames.net/static/iphone_teaser)

4 Stars app and related to @basecamp our pal, baby.

**Outpost**  
A native iPhone app for Basecamp, the best project management software. Ever.

Available on the iTunes App Store. [Buy now](#)

Outpost allows people to manage their projects with Basecamp, an online project management app from 37signals. Basecamp is widely acclaimed for its simplicity and effectiveness in organizing teams.

Outpost brings the power of Basecamp to your iPhone or iPod Touch, with comprehensive support for messages, milestones, to-dos, and comments. Outpost is also the first app for Basecamp which offers full offline capabilities.

**Get the big picture**  
Outpost has multiple Dashboard screens, giving you a broad overview of recent activity, your to-dos, and upcoming milestones across all of your projects. Recent changes can also be viewed grouped by project.

**Sync effortlessly**  
Syncing in Outpost is automatic and happens in the background while you work. Projects are downloaded according to how recently they've been worked on -- so your most important information is available first.

Keep the conversation going. Add comments to individual messages, to-dos, and milestones to stay in touch with your team. Comments support Gravatar icons, so it's easy to tell who's who.

Messages are rendered in HTML - To-dos can be rearranged and checked off from lists - SSL accounts are fully supported - More coming very soon.

Beautifully executed and very nice offline feature. Excellent app, and worth the money.  
-Brad Parnell, Senior Designer, Caffeinated Studio

Had an initial issue, but support was very responsive (and quick). First experience with Outpost has been very positive.  
-Jane Quigley

Installed in seconds, sync'd about 20 projects in under a minute and it works beautifully...Awesome interface, awesome job!  
-Robb Smith, Creative Director, Loudspout Media

**What's Basecamp?**  
Basecamp is an online project management application from 37signals. It allows teams to collaborate with features like messages, milestones and to-dos. All accounts come with a free trial month and a free plan is available. [Sign up for a Basecamp account](#)

**Convinced?**  
[Buy now on iTunes >>](#)

**Questions?**  
[Ask our support team >>](#)

Figure 2 <http://www.outpostapp.com>

**GLASSHOUSE APPS** barista cellar

We create sexy, innovative applications for the iPhone and iPod Touch.

**barista** is a beautifully designed reference for people with formal espresso routines, which helps you create café-quality coffee in your own kitchen.

**cellar** is an innovative app for wine drinkers, which helps you keep tabs on what wine you have in stock, as well as keeping a reference to the wine you've consumed and want to buy again.

cellar barista

<http://www.glasshouse-apps.com>

<http://www.glasshouse-apps.com>

syPhone

1000+ FAST CALL + FAST E-MAIL + RSS READER  
CALENDAR + WEATHER + WORLD CLOCK  
EASILY FIND AND MORE...

**ALL YOU NEED,  
IN ONE SCREEN**

Available on the iPhone  
**2.99**  
APP STORE

**Updated!  
v1.5**

- ✓ Added switch option between Celsius and Fahrenheit for weather forecast.
- ✓ New ToDo... Now possible to take longer notes and send them as an e-mail.
- ✓ It is no longer needed to quit syPhone for sending e-mails...
- ✓ Completely 3.0 compatible...
- ✓ Minor bug fixes and performance tunings.

**REVIEWS**

*Amazing and Super!!!*  
★★★★★  
This app is super. It does exactly everything it says. It is very stable and convenient. I hope the next update will include a widget. There is a great reduction in golf. I now believe it goes out there.  
Prohobby-J - CANADA

*Great App!*  
★★★★★  
I would like a few more features. Favourite in particular. But this is a great app, and may save some desktop real estate. lol  
Pappano - USA

*Too Beautiful...*  
★★★★★  
A very good program which does everything it says. You can do a lot of things with only one app. You don't need any extra app.  
Gilbert Krugman - EUROPE

**FEATURES**

**Fast Call**  
FASTER THAN EVER  
You can add up to 12 people with their pictures to your fast call. To delete, tap the picture and drag upwards.

**Easy ToDo**  
YOU'LL BELIEVE FOR IT!  
Write down all your chores to your "ToDo" list. syPhone will show all of them in one screen.

**RSS Reader**  
NEWS FLAME  
Enjoy fast access to your easily attached RSS's. To refresh just shake your phone.  
(Requires internet connection)

**Fast & Easy e-Mail**  
LET US TALK!  
Use your keyboard horizontal to send your e-mails faster and easier.

**Find Easily**  
SEARCH WITHOUT LOOKING  
Don't struggle with unnecessary steps to find your friends and acquaintances on your iPhone. Just press the "Find" button, your Address Book will pop up on your screen ready to search.

**World Clock**  
YOU'NING ALL THE TIME  
IN THE WORLD!  
You can add 4 locations to your clock application and see all of them in one screen by tapping on your clock.  
(Requires internet connection)

**Weather**  
SO COOL!  
15° Paris  
15° Beers

**Colorful**  
CHOOSE YOUR OWN STYLE!  
Choose your style

<http://syphone.selcukyilmaz.com>

## notes from a developer

One of the most tempting things to do on a site for an iPhone application is to include a virtual iPhone to preview what the application is and does. This inevitably leads to one of three solutions:

### Embedded video

Instead of trying to make a functional version of the iPhone that the user can interact with, simply embed a video to show what it does. This is best done in Flash. The embedding of the video is relatively simple; it's the video production that can run the bill up.

### Flash-based emulator

If you want the user to interact with the simulated phone you will have to build a virtual iPhone in Flash. This is most likely going to be very time consuming, and it will get quickly out of date as the application gets updated.

### Simple slide show

Another very common approach is a simple slide show. This is a great option to use because it is fast to build and easy to maintain, allowing for frequent updates with little to no cost.

Check out the iPhone as a Flourish chapter of this book on page 114 for more resources on building iPhone-centric designs.

**SkiMaps**

**\$0.99**  
(including taxes)

SkiMaps is a brand new iPhone app for skiers and snowboarders.

- Download trail maps to your iPhone and use the built-in GPS to find your way around the slopes.
- You can even send your location to friends. Finding each other in the mountains has never been easier!
- The best thing is that you don't need an active internet connection. Download the maps you'll need in advance and everything you need on the slopes is right there on your iPhone.


AppStore

Stay in touch!  
follow @skimaps on Twitter

Plane Tree Software

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website & graphics by Plane Tree Software

<http://skimaps.planetreesoftware.com>



# barista

**ONLY \$2.99 USD**

Be a Barista at home for the price of a takeaway!

Click here to follow Barista on Twitter!

Available on the iPhone **App Store**

Click here to buy it on the App Store!

**eNews**

If you like to keep up with Barista news, upcoming features and promotions, sign up here!

Name:

Email:

The following fields are optional:

Country:

Age:

Gender:

Device:

\* Mandatory fields  
We will not pass on your information to third parties.

**Barista included on iPhone screensaver demos in Apple Stores**  
1 July 2009

Barista continues to receive Apple love! This time we've discovered that they've included Barista on Apple Store There's via the screensaver demos that run while consumers browse.

[Click here](#) to watch a clip of the screensaver.

**Barista featured in iPhone 3GS Guided Tour**  
9 June 2009

Barista has featured prominently in the Guided Tour video for Apple's new iPhone 3GS. Following today's announcement of the device, Barista is opened on the presenter's iPhone and referred to as "one of the many great apps from the App Store".

[Click here](#) to watch the video (Barista is featured from 0:56 on from the beginning).

**Barista featured in new series of full page iPhone press advertisements**  
12 April 2009

Apple just commenced a series of large scale press ads in publications such as the Wall Street Journal, USA Today and the New York Times. Barista has featured as one of them, entitled "Helping you stretch your budget, one app at a time".

[Click here](#) to see the press ad which ran in the WSJ on 10 April.

**Barista on Apple's latest TV commercial**  
3 April 2009

Apple released a new series of iPhone/App Store commercials today and Barista is featured as one of the applications on the user's spreadsheet.

[Click here](#) to see the new ads (Barista is featured in July).

**Barista hits #1 in New Zealand & Sweden**  
11 March 2009

Barista claimed the top spot in Lifestyle for the NZ and Sweden (Ireland's App Store) over the weekend, as well as reaching the following positions in the same category in other countries:

- #2 in Finland, Denmark & South Africa
- #3 in Australia & Greece
- #4 in the UK, Malaysia & the Netherlands
- #5 in Singapore & Canada
- #7 in Norway, Hong Kong & Russia
- #8 in Israel
- #9 in the USA & Thailand
- #10 in India
- #15 in Hungary
- #16 in Peru
- #20 in Romania

**Barista selected as "App of the Week" by Apple.com**  
2nd March 2009 (11 March 2009)

"In the mood for a much-needed fix to make one of those on your own espresso machine? Barista, a recent arrival on the App Store, can guide you through each step in the process of creating a coffee latte, cappuccino, americano, mocha, and other delightful espresso beverages. It also offers tips — on selecting and storing coffee beans and creating "cups of" — and a handy glossary."

© Appcrave.com | Downloaded from 2009

<http://www.baristaapp.com>



Momento is a **unique** diary/journal writing app for iPhone & iPod touch, which provides a **quick** and **easy** way to record 'moments' throughout your day.

**Connect** with popular social web services, such as Twitter, Facebook, Flickr and Last.fm, to collect and display your **online activity** as part of your diary.

- **Privately** record your daily activities, experiences, thoughts and ideas on the go.
- **Tag people, places & events** for a fast and effective way to browse and search your diary.
- **Create custom tags** to categorise and keyword moments however you wish.
- **Import** your social activity to display it alongside your personal moments.
- **Search and browse** by content, date and tags to easily **recall, reflect and reminisce**.

Download from the **App Store**

Buy Momento now at our special introductory price!



**Social Feeds**

- Tweets from Twitter
- Statuses from Facebook
- Photos from Flickr
- Loved tracks from Last.fm

**Features**

- Tag people you meet
- Tag places you visit
- Tag memorable events
- Create custom tags
- Rate moments
- Attach photos
- Import social feeds
- Passcode protection

Follow @momentoapp on Twitter

<http://www.momentoapp.com>



## Play sudoku with your friends and others on your iPhone and iPod touch.



**Double the fun with Zudoku**

Zudoku adds a new dimension to Sudoku: it lets you play together with a friend! The two of you will be playing the same Sudoku and your challenge is to be the first one to complete the game.

**The features:**

- You can play it by yourself or in multiplayer mode with one of your friends.
- There are four levels of games to choose from: easy, medium, hard and expert.
- All games are high quality, with only one solution.
- When playing by yourself, you can pause a game and resume it later.
- You can chat with your opponent while you are playing.
- Zudoku tracks your scores and your ranking.

**Any questions or comments?**

Please [contact us](#), we will be happy to answer any questions you may have in relation to Zudoku.

Available on the **App Store**

Follow us on Twitter

<http://www.zudoku.com>



**thermometer**

Turns your iPhone / iPod touch into a thermometer and get the current temperature based on your location.

**The Thermometer App**

With the internet connected your iPhone is turned into a location based thermometer in either Fahrenheit or Celsius.

Other than the standard weather app that you find on your iPhone with the old location, this thermometer will tell you the actual temperature at your present location. You'll know when outside how cold you really are!

Download on the App Store

Any questions or comments?  
Please contact us, we will be happy to answer any questions you may have in relation to the thermometer.

Screenshots

26°C Paris  
65°F New York  
Temperature Calculator  
Celsius Fahrenheit

Follow us on Twitter

Copyright © 2008 Thermometer - All Rights Reserved. info@thermometerapp.com | Work in Progress

Watch the App Store, find out more and subscribe to future tap, mac life and other cool stuff. iPhone is a trademark of apple inc.

http://www.thermometerapp.com



**Future Tap**

Where To?  
Discover your next destination.

Where To makes it incredibly easy to locate the closest streethouse, bank branch, billboard club or anything else you may be looking for, at the drop of a half. Think of it as a traditional GPS device built right into your iPhone.

With just a few taps, you can find local info for any type of place you are looking for. Check the found places on the built-in map or a list sorted by distance. Then call to make a reservation or check the homepage using the built-in web viewer. Get driving directions using maps, add the location to your contacts or share the location using email, SMS or the clipboard. Finally you can find local businesses and directions without any typing, using a slick, intuitive user experience.

Not sure what you want for dinner tonight? Use "Shake to Surprise" to make the choice. Take a chance and find something new and exciting! Found like something of interest? The possibilities are endless with Where To. Your days of typing names and destinations are over.

**New in version 2.0**

The latest version of Where To features integrated Map and Web browser features, so users can stay within the app to view map locations or display the location's homepage.

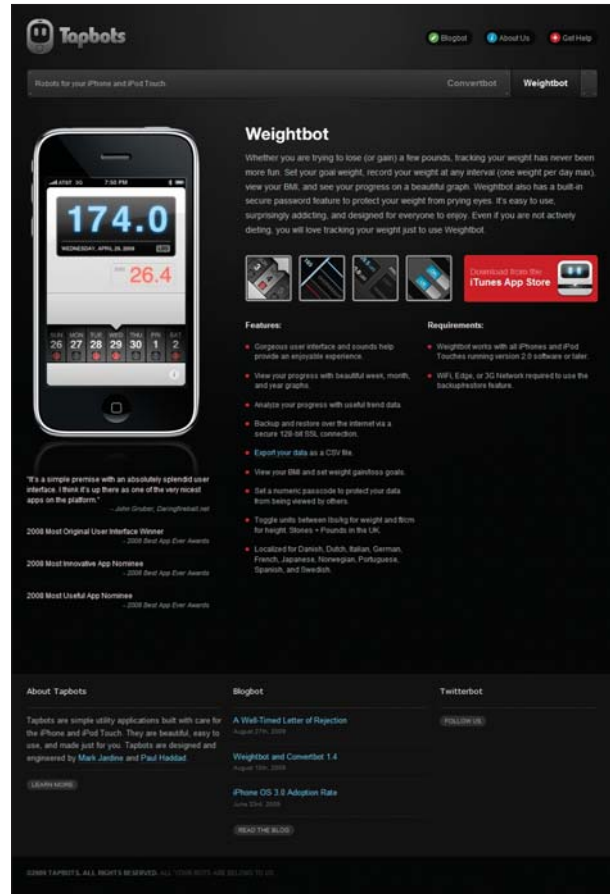
**Features**

- Includes more than 600 categories and 1,900 brands, find whatever you want without any typing.
- NEW: integrated map (map, satellite or hybrid style)
- Find places near you or your friends and family, anywhere in the world
- NEW: Tracking mode: auto reloads new points of interest while moving
- NEW: integrated web viewer to display the location's homepage
- Works with any iPhone or iPod touch (iPhone OS 3.0 or higher and internet connection required)
- Available in English (American and British), German, French, Spanish, Italian, Dutch, Portuguese, Greek
- Gorgeous user interface

App Store | MacLife | GREAT RATED

News | Subscribe | twitter | Follow us

http://www.futuretap.com/home/wheretoen



**Tapbots**

Blogot | About Us | Get Help

Results for your iPhone and iPod Touch

Convertbot | **Weightbot**

**Weightbot**

Whether you are trying to lose (or gain) a few pounds, tracking your weight has never been more fun. Set your goal weight, record your weight at any interval (one weight per day max), view your BMI, and see your progress on a beautiful graph. Weightbot also has a built-in secure password feature to protect your weight from prying eyes. It's easy to use, surprisingly addicting, and designed for everyone to enjoy. Even if you are not actively dieting, you will love tracking your weight just to use Weightbot.

Download Now on the iTunes App Store

**Features:**

- Gorgeous user interface and sounds help provide an enjoyable experience.
- View your progress with beautiful week, month, and year graphs.
- Relate your progress with useful trend data.
- Backup and restore over the internet via a secure 128 bit SSL connection.
- Export your data as a CSV file.
- View your BMI and set weight gain/loss goals.
- Set a numeric password to protect your data from being viewed by others.
- Toggle units between lbs/kg for weight and BMI for best. Stones + Pounds in the UK.
- Localized for Danish, Dutch, Italian, German, French, Japanese, Norwegian, Portuguese, Spanish, and Swedish.

**Requirements:**

- Weightbot works with all iPhones and iPod Touches running version 2.0 software or later.
- WiFi, Edge, or 3G Network required to use the background feature.

"It's a simple premise with an absolutely splendid user interface. I think it's up there as one of the very recent apps on the platform."  
—John Gruber, Daringfireball.net

2008 Most Original User Interface Winner  
—2008 Best App Ever Awards

2008 Most Innovative App Nominee  
—2008 Best App Ever Awards

2008 Most Useful App Nominee  
—2008 Best App Ever Awards

About Tapbots | Blogot | Twitterbot

Tapbots are simple utility applications built with care for the iPhone and iPod Touch. They are beautiful, easy to use, and made just for you. Tapbots are designed and engineered by Mark Jardine and Paul Hodder.

A Week-Long Letter of Rejection  
August 27th, 2009

Weightbot and Convertbot 1.4  
March 19th, 2009

iPhone OS 3.0 Adoption Rate  
June 23rd, 2009

READ THE BLOG

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http://tapbots.com/weightbot

# freelance

The web site for freelancers (and web freelancers, in particular) falls somewhere between the personal portfolio site and the full design agency site. These sites must communicate not only who the individual is and what skills he or she brings to the table, but also that the person is professional and reliable. There is nothing worse than relying on a flaky freelancer.

One of the most notable samples of this niche is the site of Rob Morris, Hero for Hire (Figure 1). It seems that whenever he launches a new site, he gets all sorts of fanfare—and rightfully so. His sites are elegant, functional and just plain beautiful. His design is often imitated and even outright ripped off. So what makes his design so unique? For starters, it is exceedingly

clean. The level of refinement in regard to the layout, grid structure and hierarchy is spot on. His sales pitch is clear and prominent, and the four footer buckets quickly lead you to key sections of the site.

David James's site (Figure 2) accomplishes many of the same things with a totally different approach. Here, it is more about a flow of portfolio pieces. Yet the site is highly organized, easy to consume and reflective of the high level of his professionalism.

Another interesting example of a freelancer site is Traxor Designs (Figure 3). What is striking about this design is the prominent use of a clear sales pitch. This is an industry saturated with a variety of niches and specific skill sets. In this

case the quick sales pitch sums up the individual's core skills and lets the visitor know that he focuses on design and SEO work. This sort of precise communication can help attract exactly the type of work a freelancer wants.

Ronnie San (Figure 4) takes a similar approach with his prominent "your website, simplified" statement. He knows that building a site is complicated and painful for those who don't know how. So he attempts to position himself apart from the herd and give consumers a reason to work with him by appealing to their desire to have a painless experience building a web site.



Figure 1 <http://www.digitalmash.com>



Figure 3 <http://www.traxor-designs.com>

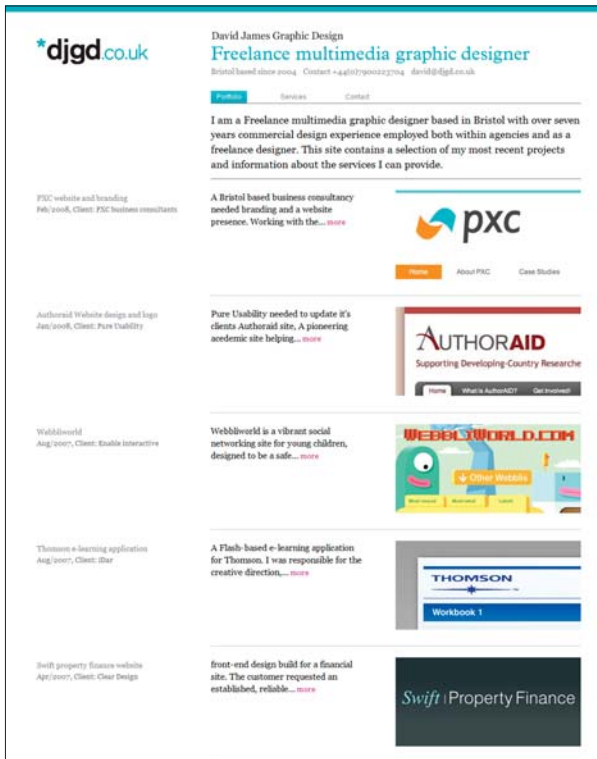


Figure 2 <http://www.djgd.co.uk>

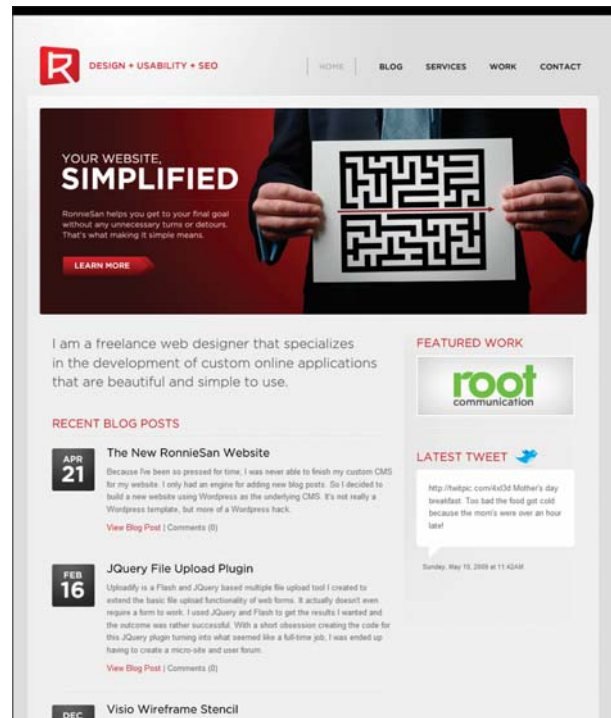


Figure 4 <http://www.ronniesan.com>

**mark** I am Patrick Monkel. A freelance graphic designer living in The Netherlands. This is the place to check my graphic works online. Feel free to contact me if you have any questions or just want to [drop a line](#).

Graphic work selected 2007 - 2009 (click on image for a full size version)

**Dreamcatcher 21**  
Digital art graphic design. Personal graphic work. High detail work. 2008 work on Facebook.

**The king of tomorrow**  
Digital art graphic design. Digital illustration. Digital art. High detail work. 2008 work on Facebook.

**The seaside**  
Digital art graphic design. Personal graphic work. High detail work. 2008 work on Facebook.

**Dub**  
Digital art graphic design. Digital design work. Specific focus. High detail work. 2008 work on Facebook.

**I wear my sunglasses at night**  
Digital art graphic design. High detail work. Specific focus. 2008 work on Facebook.

**Feather - Houssations**  
Digital art graphic design. Digital illustration. Digital art. High detail work. 2008 work on Facebook.

**Flower girl**  
Digital art graphic design. Digital illustration. Digital art. High detail work. 2008 work on Facebook.

**Bass in space**  
Digital art graphic design. Digital illustration. Digital art. High detail work. 2008 work on Facebook.

**Lost in time**  
Digital art graphic design. Personal graphic work. High detail work. 2008 work on Facebook.

**Urban Beat Classics**  
Digital art graphic design. Digital illustration. Digital art. High detail work. 2008 work on Facebook.

**Fresh**  
Digital art graphic design. Digital illustration. Digital art. High detail work. 2008 work on Facebook.

**Learns to fly**  
Digital art graphic design. Digital illustration. Digital art. High detail work. 2008 work on Facebook.

**Noiz**

**Rebirth**

<http://www.patrickmonkel.nl>

**Made by Elephant**  
We craft interfaces

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Elsewhere: [Blog \(maxvoltage.com\)](#) • [About me \(timvandamme.com\)](#) • [Twitter \(@maxvoltage\)](#)  
All rights reserved©2011 Made by Elephant 2009 • [Don't steal, be inspired](#)

<http://madebyelephant.com>

**lynncyrr** Freelance Web Designer [portfolio](#) [about](#) [contact](#)

When it comes to web design, you get what you pay for.

So, yeah, I don't come cheap. I've been designing websites and web applications with a focus on usability since 1996. Always on time, always on budget, always with a smile.

Why else should you give me a shot? I can make your life easier by managing projects with multiple players (e.g. developers, information architects, writers). And I make sure the final product not only looks great, but also helps meet your key business goals.

[View Portfolio](#)

**Featured Client: Kadient**

Helping companies improve sales performance by arming salespeople with the content, messages, and strategies they need to win.

What people think of me

*"Lynn is a smart designer. She asks the right questions, always keeps best practices and user experience in mind and comes up with creative solutions to the challenges I face. She's a keeper!"*

**Amy Black,**  
Kadient

Copyright © 1996-2011. All rights reserved.

<http://www.lynncyrr.com>

**portfolio**

**jamnews**

jamnews is an open newsroom platform

It's a tool for publishers to collaborate, share content and create for contributors to get online. **www.jamnews.com**

**contact me**

Write to the form below, say [ziv@meltzer.com](mailto:ziv@meltzer.com) or call me on +6123 34 200022

Name:

Email:

Phone:

Message:

**skills**

- Photoshop 9/10
- Flash 9/10
- Adobe After CS 9/10
- HTML 9/10
- CSS 9/10
- JavaScript 9/10
- Animation / After 9/10

**online presence**

- Read my blog on [LinkedIn](#)
- Follow me on [Twitter](#)
- See my photos on [Flickr](#)
- See my bookmarks on [Delicious](#)
- Read what I [say](#)
- or all of them on [Foursquare](#)

[back to top](#)

**ziv meltzer**  
graphic designer

A graphic designer from Tel Aviv, Israel, specializing in design & production of websites and multimedia applications.

I design and build sites which can be used for any user, be they inexperienced or experienced. I get to know the client, check their target clients and work to know them as well. Colors and fonts which would work best to speak to a site and what I would like to see, what features will be of use and which are unnecessary.

Clients of mine are the best of each site design. They're creative ideas which make clients want to find out who created them.

**SimilarWeb**

Discover websites Without Searching

**SimilarWeb SimilarSites**

A website design for SimilarWeb, a browser add-on and a web service that finds you the Similar Sites and related content while you surf. Visit [SimilarWeb](#) | [Similar Sites](#)

**Supernomads**

The leading virtual currency monetization platform in Europe

**Supernomads**

A website designed for Supernomads, a unique monetization tool for virtual currency in social applications and game communities. In collaboration with the Webby, Reddix and animato. [www.supernomads.com](http://www.supernomads.com)

**Even Pal**

A top level website made for Even Pal, one of Israel's leading home-up phones and face video. Design and development in collaboration with DS Design. [www.evenpal.com](http://www.evenpal.com)

**jobbox.co.il**

http://www.zivmeltzer.com

*briz designs me. Kai Brizh, and this is my portfolio. I'm a freelance web designer originally from Germany but now based in beautiful Melbourne, Australia. I design and develop pretty, standards compliant and successful websites.*

**briz design**

Portfolio How I Work About Contact

**Portfolio**

**Hitmeister**

Collaborated with Media Training Center Group of the Internet and a new logo. The site has rebranded once again recently.

**Portfolio**

The dot-com boom, the bursting of the bubble, the story with 2.8 era - my experience will help you do it right the first time. Previous clients range from large enterprises to small startups and are spread throughout all industries.

The importance of web standards and usability guides me in the design and development process which is reflected consistently throughout my portfolio.

**How I Work**

Maybe my German genes are responsible for my continuous pursuit of perfection and efficiency when it comes to designing and developing websites.

It's simply great working with Kai. Very detailed and extremely reliable - just what we need! Felix Hahn, Amsterdam

Dear professional

Apert from freelancing, I love travelling. My longest journey ended in Melbourne, Australia, where I'm enjoying life.

My business career has been fantastic as for I've had the privilege to work with some well known German startup companies and some very talented people from around the world. In 2007 I even had a chance to work at the Google headquarters in the Silicon Valley and meet Google CEO Sergey Brin.

I consider myself a bit of an entrepreneur too, developing and managing several websites myself, most of them being team related and in German (including an in large travel blog community), including an in email site for German entrepreneurs in Australia, [business-traveler.de](#) (a blog for Germans travelling, working and living in Australia) and performing my 30 simple list of books on [Realtorating](#).

What I'm listening to right now

Price: 1 Page (Date: 10.11.11) 11 May 2010, 15:33

**Contact**

If you are after prices and rates for your project, please be as specific as possible, so I can get back to you with the site that actually helps you choose the right man for the job.

When calling me from overseas, please make sure you are aware of the local time in Melbourne.

**Get in touch**

Mail: [info@brizh.com](mailto:info@brizh.com)  
Phone: 043 861477 (from Australia)  
Phone: 0605 617338 (from Germany)

**Let's connect**

Skype  
LinkedIn  
Twitter  
Last.fm  
Facebook  
Flickr

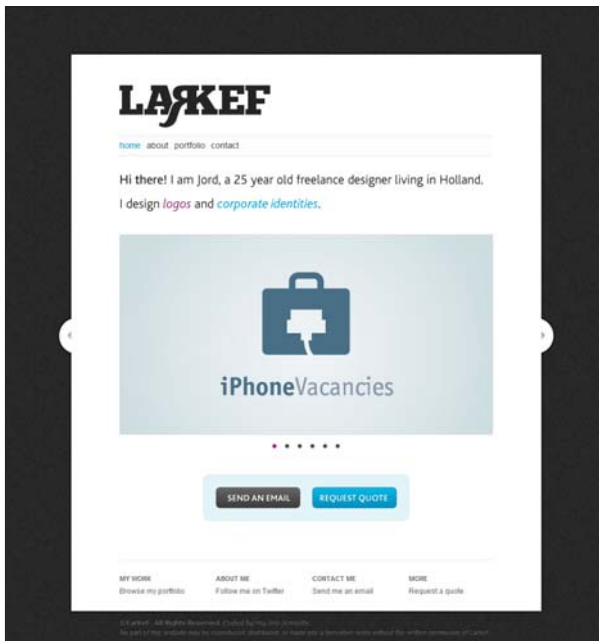
Ich spreche auch Deutsch. [Contact me in German](#)

http://www.brizh.com

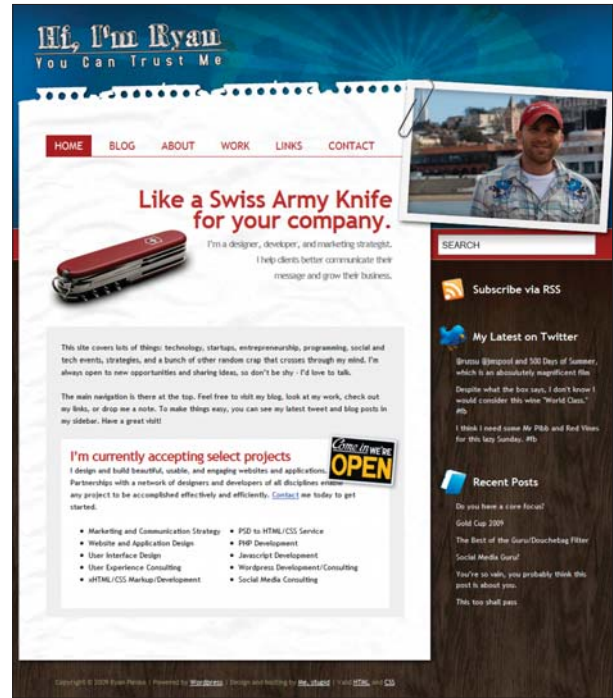




http://petehellyer.com



http://larkef.com



http://ryanplesko.com

# band

If you ever want to do an interesting design experiment, band web sites create a distinct opportunity. Look at the web sites for some bands that you are wholly unfamiliar with. Based on what you see on the sites, make a quick list of the ways you would describe the music you suspect they produce.

Music puts off a clear mood, style and tempo (along with a dozen other ways to describe it). Site designs also put off various aesthetics. A great test of a design is to see if these styles match.

In my examples, I am not so concerned about this matchup as I am about the various trends being followed in this niche. One thing that becomes abundantly clear in this industry is the effectiveness of social media, especially when we remind ourselves that MySpace had its roots in promoting bands. Nearly every example

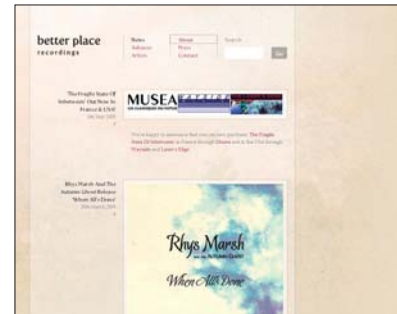
of band sites will point to MySpace, Facebook and various other networks, often in a very prominent place on the page. Could it be that one of the most important roles a site like this could play is to get people to friend you on social sites? It would seem so, based on the prime real estate these icons occupy.

Another common denominator among these sites is the need for a visual style or language. Some are graphically intense (as on Goodbye Elliott's site, Figure 1), some are exceedingly stylistic (as on the Still Rain site, Figure 2) while others seem to be purely decorative.

Based on their sites, branding is a huge issue for many bands. Making the band name the largest and most dominant element of the page is common for relatively unknown (or up-and-coming) bands. As an example, on the site for The Iveys

(Figure 3), the band name and its framework takes up nearly a full screen of space.

Sometimes there is a temptation to do something radical with a design and create something experimental to portray a band's "new" or "unique" style. But wise designers of these sites follow deliberate patterns that function to make finding out about these bands a simple process.



<http://betterplacerecordings.com>



Figure 1 <http://www.goodbyeelliott.com>

## notes from a developer

Specific niches like this inevitably lead to many common elements in site design. That is to say, the content of these sites are all very, very similar. Many bands were drawn to MySpace in its early days because it was easy to use and let them spread the word and share their music. There are countless site-building systems, many of which are targeted at specific niches. Such is the case with the music industry.

A perfect example of this is ebandlive.com. Several of the samples in this chapter are built on this platform. I bring this up because leveraging a tool such as this can be a great way to streamline the building of a band's web site. This works best if you plan for this and create the design around the available functionality. Given that most bands are not bloated with extra cash to pay web developers, this is a great way to help your clients get lots of functionality for their money. Even better, it leaves a bit more of the budget to be used for design time, meaning better-looking end results.

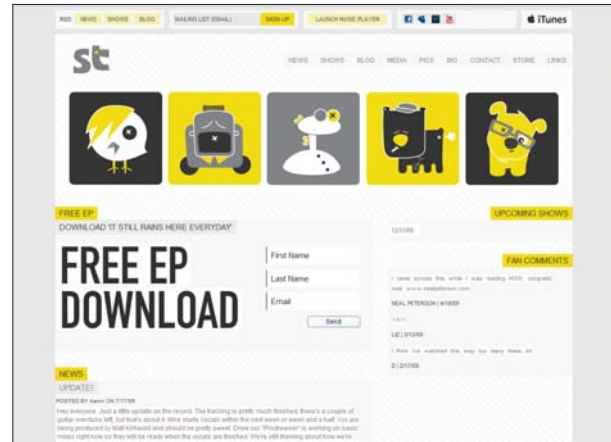


Figure 2 <http://www.standardthompson.com>



Figure 3 <http://www.theiveysmusic.com>



http://www.rocketclub.info



http://10outof Tenn.com



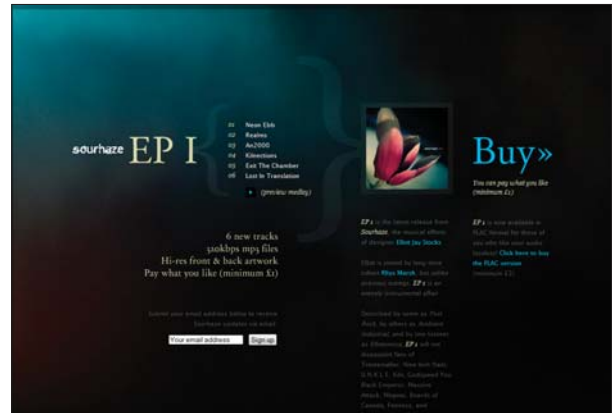
http://www.dimmn.com



http://www.jazzforme.de



<http://www.sickcityclub.net>



<http://sourhaze.com/ep1>



<http://www.muddriverunion.com/index.htm>



<http://www.marianastrench.net>

# blog

Blogging is a vital element in the next generation of the Internet. Inherently, blogging builds on a community of readers. As with any web site, you have a small window of time to capture the attention of the user. What follows are a few key considerations when designing a blog to ensure the blog's message is effectively delivered.

## Add Images to Get Posts Read

Blog strategists talk about the creation of short, catchy blog post titles. While this is an effective tip for increasing consumption of your content, another thing you can do to grab a user's eyes is add images or graphics to all your posts. Each graphic needs to be exciting, dramatic and related to the content of the post. Inspired Mag (Figure 1) creates custom graphics for every one of their posts. Design Shard (Figure 2) uses screenshots to show the effectiveness of their tutorials. The Statement (Figure 3) incorporates several

graphics or photos, effectively creating a gallery of related images for each post.

## Make Feature Articles Stand Out

Whether it is with a simple border, a change in color, or a graphic element, you can draw a user's eyes to a specific section of a site. There, you should feature your most recent or most popular articles. idsgn (Figure 4) uses an increase in image size and placement to push their most recent article. Upsidestudio (Figure 5) shows only their most recent blog post on the homepage. Snook (Figure 6) simply separates the featured article from the rest with bolded and enlarged text and a small change in placement.

## Make It Easy, Make It Fast

Whether you're designing a "mommy blog" or a corporate news blog, the end game is the same; a thriving blog needs users subscribing, commenting and sharing.



Figure 1 <http://www.inspiredm.com>

Make it easy on the user—help him reach a goal by using obvious and traditional placements of graphics and links.

**Subscribing:** The RSS icon has become a staple in blog design and should always have a place at the top, center and bottom of every blog. A simple click of the icon should bring up a feed or a feed page that features several ways

for a user to subscribe. Upsidestudio (Figure 5), for example, has several conveniently placed RSS icons throughout their design.

**Commenting:** Every post should have a link leading directly to the comment submission form. Entice the user by showing the comment count or stating “Be the first to comment.” Readers want to either join

in on a conversation taking place or be the first to share their opinions.

**Sharing:** Along with comment links, every post should have a simple way to share its URL on social networks. Typically, the logo of the social network is used as a link and once clicked, a user will be brought to that site with content related to the post already filled out and ready to share.

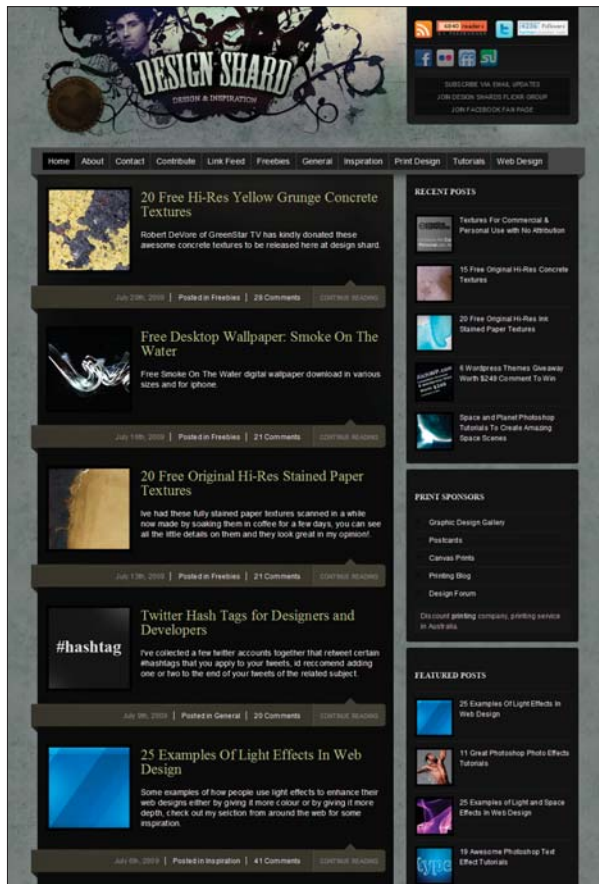


Figure 2 <http://www.designshard.com>

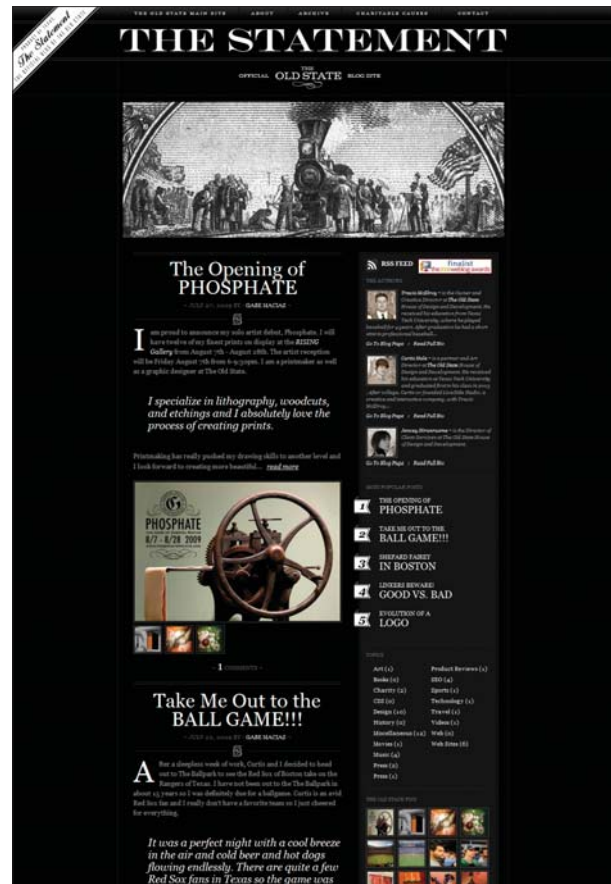


Figure 3 <http://www.theoldstate.com/blog>

**idsn** A DESIGN BLOG

Blog About Search Subscribe

# Bruce Mau: Ending the interruption

September 23, 2009

As **Advertising Week 2009** wraps up in New York, we're presenting the last of our coverage: A lecture presented by the **legendary** designer, **Bruce Mau**.

Bruce Mau is a Canadian designer who is known as a 're-thinker' and 'design futurist.' He's an author, designer and thinker who remains committed to moving our industry forward.

Most designers are familiar with **S.M.L.V.**, Mau's hefty design volume created with **Ben Koolhaas**. As author of the design manifesto, **Manic Change**, Mau sought to push the definition of design forward.

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---

## Lessons from innovative advertising campaigns

September 22, 2009

Is your work useful, relevant and/or entertaining?

Jessica Greenwood, the Deputy Editor of **Contagious Magazine** gave a great presentation this week at **Advertising Week 2009**. Greenwood's presentation, entitled **The Future in 4D: Brands, Communities, Content & Technology**, focused on trend spotting in new media and technology. The overarching theme was to take advantage of every existing technology and keep in mind the mantra: 'useful, relevant and/or entertaining.'

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## Empowering a Sustainability Movement

September 22, 2009

Non-profit **Conservation International** convinces two of the world's biggest brands to 'go green.'

Continuing with our **Advertising Week** coverage, we caught a surprisingly engaging discussion with **Howard Schultz** (CEO of **Starbucks**), **Rish Williams** (Chairman of **Wal-Mart**) and **Peter Seligman** (Co-Founder and CEO of **Conservation International**).

Read more... **READ MORE** Branding

---

## Reporting from Advertising Week 2009

September 22, 2009

Today was the kickoff of the 6th annual **Advertising Week** conference in New York City.

We are happy to be here meeting so many other creatives in the industry. Conferences like this one are just so many talented people and influential speakers, that one can't help but be inspired.

Read more... **READ MORE** Advertising

Figure 4 <http://www.idsgn.org>

**upsidestudio** | WEB-RELATED INFORMATION & INSPIRATION

RSS Twitter

If this is your first time visiting, be sure to subscribe to my RSS Feed, and don't forget to follow me on Twitter! If it isn't your first time here and you're sick and tired of this message, get rid of it.

APR 20 | 2009 | *And away!* GIVEAWAY

# Tweetie for Mac Giveaway

Many of us have been raving about the super-efficient **Tweetie for iPhone**. And today, for us Mac users, our prayers have finally been answered: **Tweetie for Mac** is here!

Tweetie has a beautifully smooth interface overlaid on some really great features. Features like the inline conversational view to show the full conversational history leading up to a particular tweet allow you to never lose track of your conversations. Compose tweets how you want with independent composition windows. They stay out of your way until you need them, and you can even have multiple tweet compositions open at a time.

It has some other cool features too:

- Search Trends
- Threaded DMs
- User Details
- Follow/Unfollow
- Tear-away Search
- Link-sharing Bookmarklet
- Customizable Preferences

Tweetie is free to download and try for as long as you want. While it's still full featured, it does have some ads. But today could be your lucky day because I'm giving away a fully-registered copy of Tweetie for Mac (**\$69.95 \$14.95 until May 4th**).

How to win

There's only a few things you have to do to win:

1. Follow me on Twitter
2. Subscribe to The Upsider RSS feed
3. Leave a comment on this article that contains your Twitter name

And that's it! A winner will be chosen on **Friday, April 24th**.

**Update:** A winner has been chosen at random. Congratulations to **Mindy Hemit**!

I'd like to personally thank **Loren Brinker** from **arbitro** for all his hard work. If you would like to give the **Draw** version a spin, **download it here**.

47 comments | tagged: APPLICATIONS, DAVID LINK, GIVEAWAY, IPHONE, MAC, TWEETIE, TWITTER

---

**upsidestudio** is the personal blog of David Link. David is a web designer living and working in Baton Rouge, Louisiana. When he's not behind the keyboard, you can find him creating art something in the kitchen or playing Nuts on Xbox Live. Catching **NEWS**.

Looking for something?

Enter keywords:  **SEARCH**

File Cabinet

- Design
- Graphics
- Web
- Inspiration
- Mac
- Miscellaneous
- Social Media
- Tools
- Web
- WordPress

This site is powered by WordPress and Amazon S3 services.

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Validated XHTML, CSS, RSS, Section 508

Mini Posts

New project: **OMGThungr!** is now live. Check it out — <http://omgthungr.com> (1)

Remember **Delicious**, the DDI? It's giving a bit (with **Bookmarks** & **Links**) to a team full of design students about experimenting beyond great design to web design. It's time to take some of your ideas, **HTML**, suggestions, or warnings on the subject. Help me make this a great presentation, here are some words of wisdom. (2)

Heading out Friday morning (March 13) for SEM on the **NECHD Road Trip**. Gonna be great! <http://www.upsidestudio.com> (3)

Just found out that I'll be speaking at **WorkCampHQ** in April! Check out the event <http://www.workcamp.com>. Should be a great conference. See you there! (4)

**Amazingradio.com** launched today. With me as their very first interview! Check out the [Amazingradio.com](http://www.amazingradio.com) <http://www.amazingradio.com> (5)

Syndication

- The Upsider (RSS)
- Follow Me on Twitter
- Flickr
- Last.fm
- Add to Technorati Favorites

Who I Read

- FRIENDS
- INFORMATION
- INSPIRATION
- RESOURCES
- TUTORIALS

Figure 5 <http://upsidestudio.com>





Figure 6 <http://snook.ca>

## notes from a developer

As a developer, one of the most painful things to get from a designer is some crazy conceptual way to visualize a blog. So often, these visualizations of data are inflexible and immensely complicated, and they always require fancy transitions. The frustration happens when these grand ideas are paired with the realities of how tools like WordPress and other blog platforms are actually built.

In a niche such as this, the designer who has never coded anything often produces designs that are problematic and expensive. Your best bet as a designer is to think simple (though well-designed, of course) and focus on making it easy for the user to consume the data.

As a designer, you would be well served to implement a design or two as a WordPress theme and see the limitations of how a dynamic site works. I guarantee the people designing amazing WordPress templates have built their own and thoroughly understand the limitations.



<http://razvanphotography.com>



<http://www.havocinspired.co.uk>

# PRETTY SKETCHY

2009 Apr 22 COMMENTS 63 PUBLISHED ON Design, Thinking - PREV

IT SEEM TO BE GETTING INTO MANY CONVERSATIONS LATELY ON THE MERITS OF KEEPING A SKETCHBOOK. ALMOST EVERYONE AGREES THEY ARE A GOOD IDEA, BUT SURPRISINGLY FEW ACTUALLY DO IT. THE EXCUSE I HEAR MOST OFTEN FROM NON-SKETCHERS IS "I CAN'T DRAW." AND NOW I'LL TELL YOU WHAT I TOLD THEM:

★ SKETCHBOOKS ARE NOT ABOUT BEING A GOOD ARTIST, THEY'RE ABOUT BEING A GOOD THINKER.

OBVIOUSLY, SOME PEOPLE DO BRING THE PRACTICE OF SKETCHING TO A HIGHER ART FORM, BUT TO ME IT'S ALWAYS BEEN ABOUT VISUAL BRAINSTORMING AND RECORD-KEEPING IN A FORMAT WITH A RIDICULOUSLY LOW BARRIER TO ENTRY. MY DRAWINGS LOOK LIKE SHIT, BUT FIDELITY DOESN'T MATTER AS LONG AS I CAN CONVEY MY IDEAS TO OTHERS OR TO MY FUTURE SELF.



WE SHOULD REVEL IN NOT CARING HOW GOOD OR BAD WE ARE, AND BY KNOWING THAT WE HONE OUR CREATIVITY WITH EACH STROKE OF THE PENCIL. THE POINT IS TO KEEP DOING, IT'S HOW YOU GET STUFF DONE, AND MOST CERTAINLY HOW YOU GET BETTER.

I'M TRYING TO GET MYSELF INTO THE HABIT OF FILLING UP A PAGE OR SO A DAY. SOMETIMES THIS MIGHT JUST BE A LIST OF THOUGHTS, OTHER TIMES IT'S A DRAWING OR A BUNCH OF THUMBNAIILS. I DON'T CARE IF PRACTICE MAKES PERFECT, I'M HAPPY IF PRACTICE KEEPS ME COMPETANT.

IN THE SPIRIT OF AWARENESS, I'VE SETUP A **WORLD GROUP** FOR THIS VERY PURPOSE. POST ONE, AND ONLY ONE, SPREAD/PAGE FROM YOUR SKETCHBOOK. IT'S ALWAYS FUN TO SEE HOW EVERYONE ELSE'S MIND WORKS.

COMMENTS 63 DESIGN TAGS Beige, Black, Hand-drawn Type, Illustration - PREV


**ON THE SUBJECT OF ME**  
Jason Santa Maria is a graphic designer living and working in sunny Brooklyn, NY. [MORE »](#)


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Add Via The Deck

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**How To Be a Graphic Designer Without Losing Your Soul**  
by Milton Shulman  
ALL BOOKS »

**SEARCH THE SITE**

**ODDITIES & DIVERSIONS**  
**WOOD TYPE MUSEUM**  
Wood Type Museum, lots of beautiful type and specimen books. Pressure to get lost. Via H&T.  
Have you been a great post on H&M's Wood Type Catalog #14. [1](#)

**A NEW TYPOGRAPHICA**  
Typographic designs and it's simply beautiful. Don't miss the recent feature on their favorite Typefaces of 2008. [1](#)

**A LIST APART, ISSUE 282**  
A List Apart Issue 282. Can we finally get real type on the web? Does beauty in design have a secret identity waiting to be discovered?  
Check out the [feature](#), [feature](#) and an article by Stephen P. Anderson. [1](#)

**FAST ODDITIES & DIVERSIONS »**

http://jasonsantamaria.com

**Beyondjazz** your favorite post ever tags

**domu '99-'01 tribute**  
Darius leaves the music industry, but not before we have into the amazing early productions that defined his sound.

... Beyondjazz - for any music lover with a passion for broken beats, hip-hop, house, nu-jazz, funk, soul, dubstep ...

**podcast**

**#360 - Newness**  
Sun 10 Jan 10 - by [Jesse](#) - [Comments](#)

A new year and a new studio for [urgent.fm](#) - yay! But for the playlist though, we used the same old recipe - tried and tested - of nu-jazz, hip-hop, house, broken beats and a dash of dubstep.

Note: the quality of this recording may be a bit under par, as the new studio isn't fully set up yet. \$50, enjoy!

**download the mp3**  

- Build An Ark - Sweet Thing - Kindred Spirits
- Sun Ra & His Outer Space Arkestra - Nuclear War - Soul Jazz
- Benson - Uro (ft. Willow Nelson) - Raw Fusion
- Landsa Orchestra - Conceptions - Raw Carvaz
- The Louis Cole Ensemble - You Belong With Me ft. Monique Harcum - LDBK
- Silhouette Brown - Leave A Note - 2000Black
- Dezile - Eve (I Need You) - ReworX: The Art Inc.


- Gorja Sufi - Ancestors - Warp
- Jar Mott - Unstried - CDR
- Dalouka Tarabie - Kanon - Circulations
- Noah Thing - Gismo - Noize! Thing
- 10-20 - Endzone - Highpoint Louette
- Title - SL 1200 - demo
- Dynooon - Tranch - Blafly
- Water Duplatz - Electric Love (Nicobay Remix) - Viketenduplatz.com
- Rasul Lambert - 3 Seconds - We Play House

**Jazznova - Look What You're Doin' To Me (Motor City Drum Ensemble Remix) - Universal**  

- Joy Orblon - Hyph Mingo (Andreas Saag's House Perspective) - none
- Comfort Fit - Bit By Bit (Philia's Techbruk Remix) - none
- Live Tropical Fish - Rubber Soul (Doris Remix) - Live Tropical Fish
- Altered Natives - Bass Out - Fresh Minute Music
- Pocketknife ft. Joe Worticker - Get Around To It (Mark E Remix) - Electric Minds

**Equal F's - Babylon - demo**  

- KaSha - Tik Tok (Unroid Remix Dub) - none
- MJ Cole - Sanctuary (Storik Remix) - none
- 2082 - Flashback - Technic
- José James - Emotions - Brownswood


Here's omebamo getting acquainted with the new studio (cell phone pic):  


**Articles**  
**Shortcuts: Four Tet, José James**

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- 4200 - Newsies
- Shortcuts: Four Tet, José James and Brownswood
- Beats In Music 2009 - Lame-o
- 4200 - Ben Rude in studio
- 4200 - Beyondjazz meets World Service

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- [Beyondjazz](#) @beyondjazz: XL 8881 podcast: Motor City Drum Ensemble in [http://81qy7d1095](#)
- [Beyondjazz](#) @beyondjazz: New blog post: [Mashfate & Cleo The Trip](#) [81qy7d1095](#)

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- [Funky D](#) in [4200 - Beyondjazz meets World Service](#)


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# cocoa blog

**OCT 04** **Ramp Champ**  
FILED UNDER: GAMING, REVEALS, IPHONE


Ah, I remember the day when *Lights Out* was released, the first truly native game for (albeit) iPhones. With not even a rumor about Apple's now legendary and infamous App Store, the game was available for free through the somewhat clandestine Installer app. Designed by Adam Smith and developed by the now Apple-employed Lucas Heneman, *Lights Out* was not only a joy to play, but also beautifully designed.



It made me incredibly excited about the prospect of native games on the iPhone. Fantastic iPhone-worth design coupled with addictive games was a reality I couldn't imagine. That turned out to be a positive limitation on my brain, since the introduction of the App Store has brought about mostly horribly ugly (yet sometimes quite playful) games. It's *Ramp Champ* that brought me back to those good thoughts, though.

**SEP 22** **the Captive Planet**  
FILED UNDER: COMMERCIAL WORK, DRAWING

It's no secret to my Twitter followers that I've been very involved in games for the last few years, and I'm happy to announce that a part of my working time goes to UI and concept design for a game company. Apart from a lot of fancy interfaces (hey, Instagram!) I've been doing environments for an upcoming science fiction game, and I'm very excited with one I've come up with and was allowed to share: the *Captive Planet*.



The *Captive Planet* is a planet rich in natural resources, a valuable asset in any star system that's just begging to have its riches extracted. Appearance-wise, it's somewhat similar to Mars, but with its denser atmosphere and extremely hot temperatures, that's about the only similarity they have. It's mined by Hephæstus, a 'wall' that spans the entire circumference of the planet, and contracts into itself as it scrapes layer after layer off the surface of the planet, leaving behind little more than dust. Hephæstus is a crawling city, inhabited by miners and their families.



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- Drawing (6)
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<http://blog.cocoa.com>

**MYKL** mykl is the personal blog of Maykl Zennaro about web, iPhone and nothing in particular

**CONDITIONING FOR PRODUCTIVITY**  
A few months back, I started feeling it in general. It was hard to get out of bed and stopped getting things done properly. Looking into the possible causes of this state, I've asked my physician for tests and the idea. Drawing upon my results and taking my inspiration drained out of me by an invisible Cyton vacuum, wasn't one of my goals for 2009, so I decided to take some drastic measures.

**PUSHING MOBILE SAFARI'S LIMITS (AND BUTTONS)**  
After setting the post about finally taking time for blogging again, I had a go at a Mobile Safari problem I've noticed since changing the blog layout.

**HI, AGAIN!**  
With a lot of things going on, such as finally getting a well-revised of the *Stipula Stipula Stipula* online, launching *Stipula Stipula Stipula* and actually being crazy enough to exercise, this site hasn't seen much new content lately.

**LESSON**  
Lesson is an extremely simple, personal CSS shorthand written in PHP with jQuery and jQuery. Lesson looks very simple and very promising, although being that into the user might end up with a lot of dispersed bits.

**MERLIN MANN IS WRITING A BOOK (VIDEO)**  
Index Zero is this thing that says: "E-mail to a merlin, and the extent to which you decide to become emotional about it, may not be helping you do the things you would like to be doing."

Even at the off-top, cambridge almost seem to be intelligent and inspiring when coming from Merlin Mann.

Maykl Zennaro is a web- and game designer and Creator Director of *Stipula Stipula*, where he focuses on web- & game concepting, strategy and design.

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<http://exp.horizontal.mykl.nl>

**Roque Alonso** simple design intense content

**Blog Portfolio Contacto**

**CATEGORIAS**


**6 JUL** Agua embotellada 2



**17 JUN** Agua embotellada 1



**16 JUN** Formatos de imagen: Bitmap



**27** Un poco de Chocolate

**Citas**

La fantasía abandonada de la razón produce monstruos. Imposible unirla con ella es madre de las artes y origen de las maravillas.  
— Francisco de Goya

Próxima cita »

**Posts populares**

- Heléctica: héroe o villano
- Un poco de Chocolate
- Agua embotellada 1
- Agua embotellada 2

Formatos de imagen: Bitmap

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we ♥ WP

<http://roquealonso.org>

# personal

The very idea of a personal web site harkens back to the earliest days of the Internet, a time when people with web sites were uber nerds and most people had no idea how to even look at them. The personal site has since become very commonplace. A combination of WordPress and a few key plug-ins can quickly get you a nice, easy-to-update site. Hook in some Flickr, Last.fm and a dash of Twitter, and people can learn all they care to about you.

This is what sets a personal site apart from a portfolio site or a more business-focused one. It offers a chance to get to know the individual a bit more, and it has not only a professional appeal, but also a personal one that entices family and friends to stay in touch and up to date on the person's latest adventures.

At Chris Sloan's web site (Figure 1), we find the home of a designer and developer.

We see the typical portfolio pieces, but the incorporation of more personal elements transition this site into this niche. Probably the best part of a site like this is how many aspects update automatically. Also note the social media links that enable his readers to connect with him on their preferred social network.

Another fun demonstration of this niche (and one devoid of any business aspects) is the personal site of Trist and Jen Chiappisi (Figure 2). This wedding site turned personal site offers a chance for the new couple to share their life with family and friends. While these sites might have a limited audience and purpose, their functionality is still critical. Consider the wide age range of readers, and you are quickly reminded that usability is key (as is readability, so no tiny text here).

Whether you're starting a site for your new baby or you want a semi-personal

professional site to show yourself to the world, this set of sites will provide a range of solutions showcasing what others have come up with.



<http://www.havocinspired.co.uk>

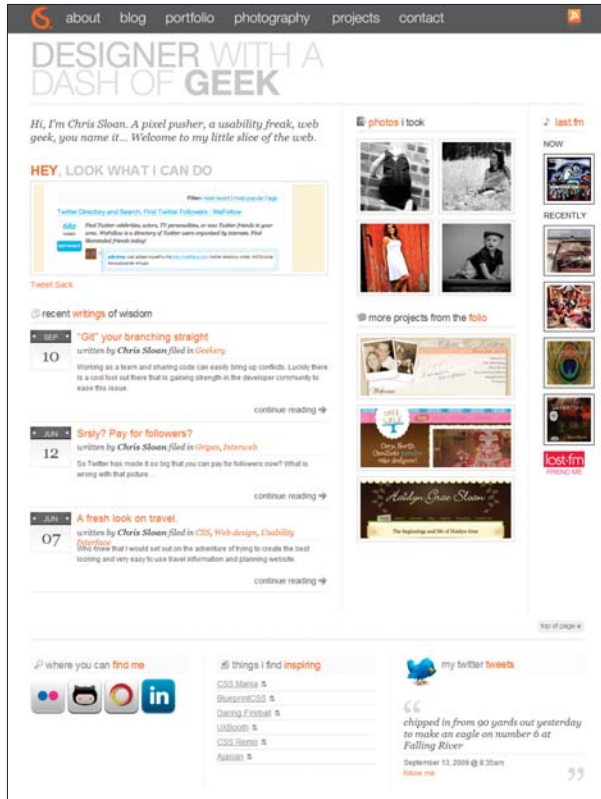


Figure 1 <http://chrissloan.info>

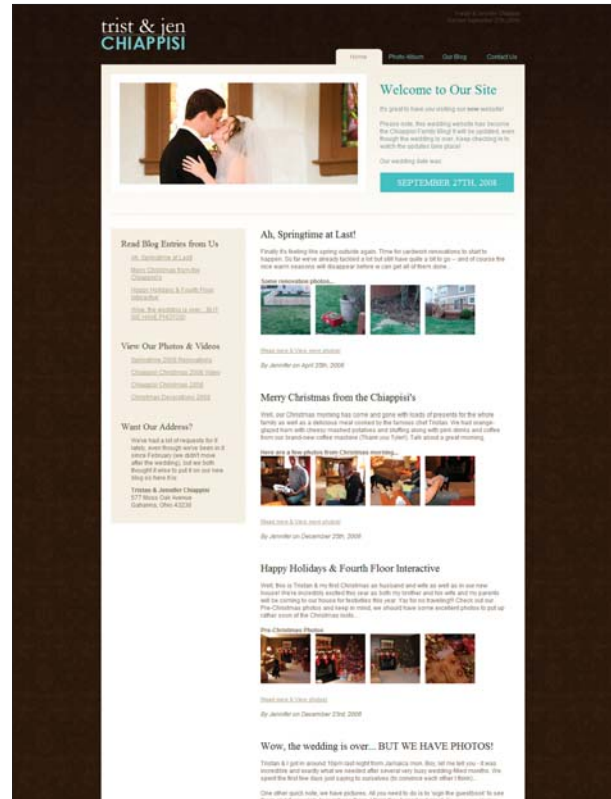
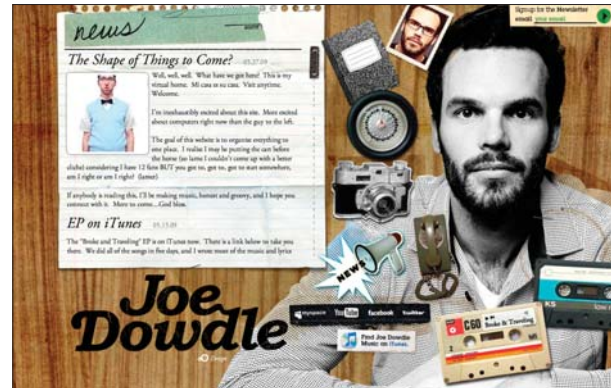


Figure 2 <http://www.chiappisi.com>



<http://www.jasongraphix.com>



<http://www.joedowdle.com>



http://benjaminminnich.com



http://www.liamjmoore.com

## notes from a developer

Personal sites might be more focused on the personal side of life, but that's not to say there isn't a place for some basic business stuff. In particular, I am thinking of an online resume. This makes good sense when you consider employers frequently look up potential employees online as a part of the recruiting process.

With that in mind, there are a few great solutions that will help you quickly create a beautiful online resume. Krop.com now offers resume building, as does ceevee.com and innovativeresume.com.

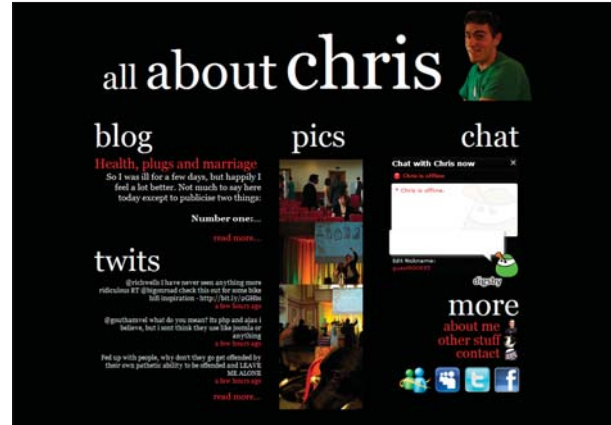
When you find yourself in dire need of a resume and want to post it online, chances are you don't want to wait on your programmer friend to help you, and you don't want to slop something together (it is your resume, after all). In such times, tools like these will help you quickly build a beautiful resume that will represent you well online.



http://www.neboos5.net



<http://www.tjmapes.com>



<http://www.allaboutchris.co.uk>

# design firm

Most people who have launched their own personal sites know that it can be a daunting task. It is not uncommon to hear that people have gone through half a dozen variations before getting totally exasperated and just launching something to get it done. It seems that unlimited possibilities lead to an inevitable stalemate of the brain, from which we designers have a hard time escaping. If you imagine that you have a whole team of people with an unlimited range of possibilities, you are envisioning a situation prime for frustration. This is an issue every agency faces: What will our public image be?

These internal hurdles make it all the more remarkable when you find agency sites that function well and present an appealing message to their consumers. One such example is the site for the agency Grow (Figure 1). This site makes use of a common style found in agency sites

these days: minimalism. A well-designed minimal style lets the work shine and highlights the agency's ability to make even something relatively simple beautiful.

Another highly functional design firm example is the Paramore Redd web site (Figure 2). This site demonstrates a focus on quick communication and simplicity to reinforce the minimalist mindset. In this case, they espouse a focus on results, and as such, a minimalistic style meshes very well with this singular focus.

In stark contrast, the site for Saizen Media Studios (Figure 3) shows that a far more visual solution can also be effective. The logic of demonstrating their focus remains the same though, and the site's style closely matches the Flash-centric and highly visual sites they build. Given their portfolio, it would be very confusing to find a minimal site without the agency's usual visual fanfare.



<http://komodomedia.com>



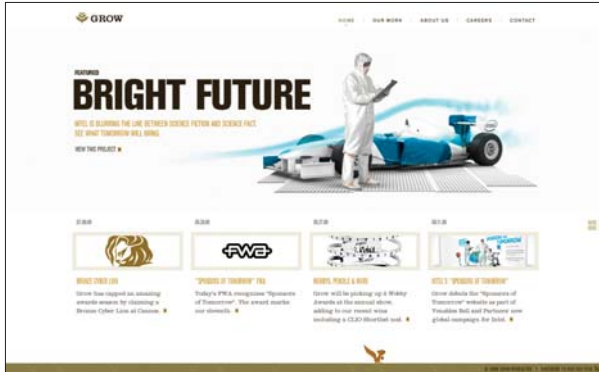


Figure 1 <http://www.thisisgrow.com>



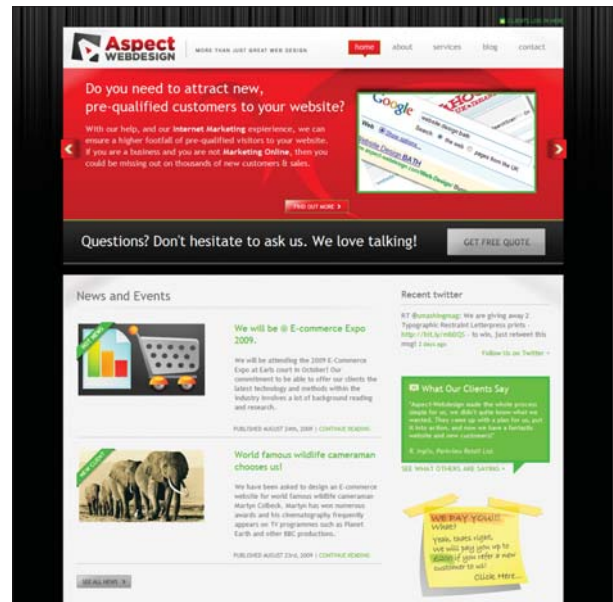
Figure 3 <http://www.saizenmedia.com>



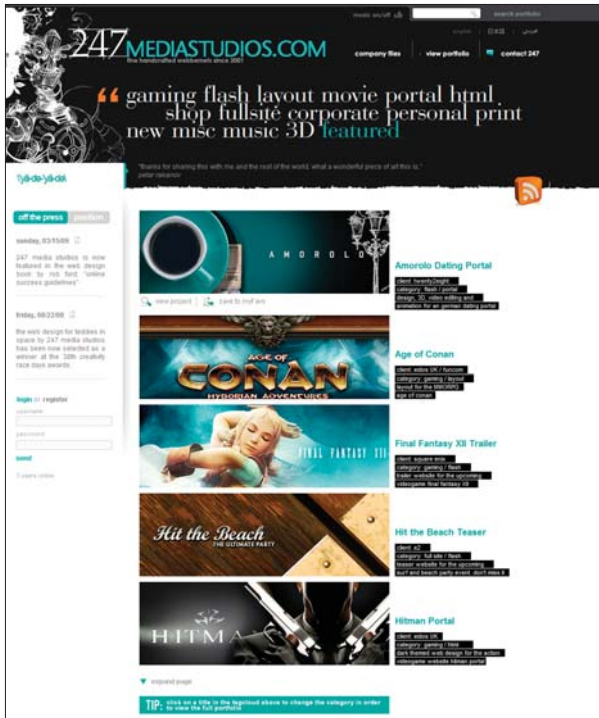
<http://www.syck.com>



Figure 2 <http://paramoreredd.com>



<http://www.aspect-webdesign.com>



http://www.24-7media.de



http://definecreative.com.au



http://madebyrocket.com



http://www.zaum.co.uk

**C+W**  
**VISUAL & INTERACTION DESIGN**

PORTFOLIO SERVICES CLIENTS CONTACT

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 Logo Design, Branding, Apparel Design, iPhone App Icon

**Simplex Tower**  
 T-Shirt / Apparel Design

**Mid-Ark Offroad**  
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**PerksPlus**

**Tabcom**

**Perks.com**

<http://www.thinkcw.com>

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Home

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— Learn more about our agency

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— Our disciplines

**Selected projects**  
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**Creative Capital Website**  
 All disciplines

**Salomon Sports Website**  
 Strategy • Visual Identity

**Yagg Brand**  
 Strategy • Visual Identity

**GOON Brand**  
 Strategy • Visual Identity

**ALLI Dew Tour Brand**  
 Visual Identity

**Mospace H&F Brand and Print**  
 Visual Identity

**Recent news**  
 View all

**Twitter** — June 20, 2009 — It's not the call of the wild nor a series of short, sharp strokes, no, it's Twitter and it's prescient, you can follow us all, [better.complexcalculator... more](#)

**We heeings are tickled by heaving**

**It's a bird! It's a plane! It's a... Las Vegas** — May 11, 2009 — There are many people out there that contribute to the Ruby community with little recognition and no job. The Ruby Herts Award was set up to give these folks the recognition they deserve. [more](#)

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top of the page previous

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DELIVERY STATUS TOUCH

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**SOFTWARE**

Available on the iPhone App Store

Delivery Status touch will let you track your packages from UPS, FedEx, DHL, TNT, and more other shipping companies. You can also track orders from Amazon, Apple, and others before they even ship. Your full tracking details are just a tap away, and you can also search for your package's location in Google Maps.

Best of all, you can sync tracking numbers with our Ever Dashboard widget in with any web browser. You can also grab deliveries straight from mobile (but with just a couple of taps).

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- Illustration.
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The site also includes our Automate tool which automates integration and email campaigns.

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Delivery Status for Mac is \$3.99 (1 download). Thanks for your interest in our amazing Delivery Status Touch you can help with +0% course, if.

<http://junecloud.com>

# event

Event sites seem to follow a fairly common pattern. The sites in this niche tend to be graphic heavy (as in, the designs rely on lots of images) and are often very thematic. Not surprisingly, these themes tend to echo the topic of the event. Considering the diversity of topics presented in the following examples, it is amazing the designers have all found a similar style.

For example, let's consider the Portage County Randolph Fair site (Figure 1). I have been to some county fairs, and I must say I am extremely impressed at the quality of this fair's web site. The design is not over-the-top, but it certainly echoes the all-American, down-to-earth wholesomeness that can be found at such events. It's slightly patriotic, with a touch of vintage.

The site for a lecture series from the American Marketing Association (Figure 2)

takes an approach that also relies on imagery to convey the theme of the event. While the visual style is totally different from the fair's, the purpose of both sites is the same. They convey what to expect and the atmosphere that will likely exist. In this case, the site looks hip and trendy, suggesting it is truly the latest information on the topic, not rehashed ideas from five years ago.

Let's compare those sites with the Pecha Kucha site (Figure 3). This event is geared toward creatives, and the site's design clearly reflects that.

It seems the design of an event site inevitably echoes what the audience would like to see at the event. Is this really all that surprising, though? This is one of those situations where it only makes sense to play into expectations. You don't see any off-the-wall navigation styles here, just usable and clear designs.



Figure 1 <http://www.randolphfair.com>

**Marketing Yourself in the New Economy**

Three lectures to help you get ahead in today's job market

**February 20th | 11:00am**  
The Digital Handshake  
Networking in the Internet Age

**March 6th | 11:00am**  
Write-In Candidate  
Resume and Cover Letter Development

**March 20th | 11:00am**  
Scaling Potential Employees  
Dress and Interviewing in a New Business Environment

**Event Details**  
Each event will be a lunch event from 11:30 to 1:00 at the Innovation Depot. It will be \$7.00 for students and \$13.00 for non-students.

**Directions**  
The Innovation Depot is located at 1200 First Avenue North Birmingham, AL 35203

**Google Map Link**

Let us know Your coming  
Your name:   
Your email:   
[ Submit ] [ February 20 ] [ March 6 ] [ March 20 ]

Click here to Signup and Pay Online

Copyright © 2009 UAB | American Marketing Association | Design by Morgan

Figure 2 <http://www.uabama.com/lectures>

**Festival Boreal** Presentación Actividades el Día la Noche Sostenibilidad Organización

**sábado 26 septiembre**

**EN LA COSTA DE LOS SILOS**

**El Festival Boreal nace de la fusión de la música, el arte y el medio ambiente y lo sitúa en un entorno natural único.**

Boreal es el nombre que recibe la ballena que dio vida al esqueleto de Esculturas de la naturaleza y que en la actualidad predece uno de los rincones más bellos de la costa norte de Tenerife.

Descarga el programa de actividades

En su primera edición recibiréis más de 1.000 presentas, actividades, distribuidores de talleres, meditaciones, danzas, música, diferentes expresiones artísticas y culturales.

Por segundo año consecutivo se celebrará un Festival multicultural acercando hasta el municipio de Los silos, gente de diferentes lugares en busca de un evento único en sus características en el ámbito de la isla.

En el litoral de Los Silos y bajo los huesos de este gigante

<http://www.festivalboreal.com>

<http://www.festivalboreal.com>

**BLOGSVILLE2009**

October 26th and 27th  
Sheraton Providence Airport Hotel - 1810 Post Road, Warwick, RI, 02886

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<http://blogsville.us>

**PechaKucha Night** *Wednesday*

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What is PK? Previous Events' Second 3' Presentation' Enter Top PK Drawing

**Upcoming Event**  
Cincinnati Art Museum  
cincinnati art museum

**When?**  
Wednesday, August 19, 2009  
7:00 - 10:00  
Pecha Kucha Night Cincinnati will be occurring in conjunction with the 2009 Cincinnati Art Museum Summer Open House. Each PK party features a series of 20 presentations, all consisting of 20 slides, 3 minutes each. Topics range from art to technology, food and beverage, contemporary events and presentations.

**What?**  
Cincinnati Art Museum  
All State Park Drive  
Cincinnati, Ohio 45202

Follow PK:  
Check out the PK events on LinkedIn  
Get Updates  
See PK's page on MySpace

doyoupk?

powered and copyright laws. Pecha Kucha Night is a registered trademark. Slideurl: www.dooupk.com

Figure 3 <http://www.dooupk.org>

**The Rusty Ball** 2009

Duke Energy Convention Center  
November 21, 2009 | 8:00 p.m. to Midnight

**THE RUSTY BALL STRIKES BACK PART DEUX**  
LOOK WHO'S TALKING TOO ELECTRIC BOOGALOO

Follow Us On: **Twitter**

This site is made by the Rusty Ball team. If you have any questions, please contact us at [info@therustyball.com](mailto:info@therustyball.com)

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FOR MORE INFO AND FULL SCHEDULE SEE BELOW

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Join us for Summer Camp 2009

Pack your knapsacks and grab your trainers, it's time for Carsonified's first ever Summer Camp! A two day event at the Carsonified campground (office) in Bath that will feature talks and discussions aimed to help young web-pioneers kick-ass and feel inspired.

Carsonified Summer Camp is FREE, but spaces are limited to 50 due to the size of our small "campground" (office) and spaces are only open to full-time enrolled students with a valid student id and holders of new web start-ups (launching products or apps in private beta). You can sign-up by filling out a bit of information and answering some application questions either in writing or video form.

[Sign up here](#)

## Summer Camp Schedule

Day 1	Day 2
10:00 - 11:00 Breakfast and Welcome (getting to know everyone (coffee and breakfast provided))	10:00 - 10:30 Breakfast/ overview of the day (coffee and breakfast provided)
11:00 - 11:45 "Orienteering" with Ryan Carson: How to navigate your way through marketing your web app	10:30 - 11:00 "Arts & Crafts" with Mike Kiac: Learn the concepts and skills behind great design
11:45 - 12:00 discussion / Q&A	11:00 - 11:15 discussion / Q&A
12:00 - 12:45 "Sailing" with Jonathan Howell, CTO at Huddle: Sail through building your app with agile software development	11:15 - 12:00 "Fishing" with Gillian Carson: Tips on how to get around in the woods
12:45 - 13:00 discussion / Q&A	12:00 - 12:15 discussion / Q&A
13:00 - 14:00 Lunch (Lunch is provided)	12:15 - 13:00 "Sing-a-long" with Ryan Carson: Discussing and learning about what works and what doesn't with new Start-ups and their websites/products
14:00 - 14:45 "Obstacle Course" with Keir	

<http://summercamp.carsonified.com>

NAIAS 2010 / Cobo Center  
January 11-24, 2010

Event Highlights: 2010 Press Preview, 2010 Industry Preview, 2010 Charity Preview, 2010 Public Show

Latest News: Jan 7, 2010 NAIAS Gets "Shout-Out", May 29, 2009 The Car Show Has Moved From Here, April 7, 2009 North America's International Auto Show Remains a Premier Single Venue

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Footer: Privacy Policy, Terms of Service, Site Map, Contact. Sponsors: DELTA, DENSO, Johnson Controls, etc.

<http://naias.com>

## notes from a developer

If you're planning an event and are interested in creating a web site to help promote the event, chances are you are going to ask your developer about implementing an online registration system.

But before you jump in, you should realize that this may be a bit of a daunting task. Sure, a simple solution could be coded and built, but if you're expecting a large number of attendees or if you have some complex variables associated with the event, chances are this will be more difficult and expensive than you might think.

This is not to discourage you from pursuing such ideas, but rather to help you realize what you're in for. In fact, there are whole businesses built around the notion of event management. Two nice tools for this niche are eventbrite.com and epicevent.com.

**WIND STOPPER** PRESENTS **THE NORTH FACE** PRESENTS

# THE FOURTH ANNUAL REEL ROCK TOUR FALL 2009

**Tour Calendar**  
The Films  
Press / Show Hosts  
Fidelity Competition  
Contact Us / Book a Show  
About / History

Big UP Productions presents  
**Progression**  
Chris Sharma's Jumbo Love  
Kevin Jorgeson's Ambrosia  
Tommy Caldwell's El Cap  
and much more...

Smiler Films - Nat Geo Adventure Channel present:  
**First Ascent: The Series** --  
adventures in Brazil, alpine madness in Patagonia...  
over 100 shows around the world

**VIEW THE TRAILER**  
CLICK TO PLAY

Check the calendar for a show near you  
Watch the tour trailer  
Click to book a show

PEZTL SENDER FILMS Climbing URBANCLIMBER UP

<http://www.reelrocktour.com>

**SALFORD FOOD & DRINK FESTIVAL 2009**  
FESTIVAL 2009 - 27th OCT.  
FOOD FROM 12.00 OCTOBER

Visit Salford [www.visitsalford.co.uk](http://www.visitsalford.co.uk) You've got to indulge!

HOME NEWS EVENT DETAILS GET INVOLVED SPONSORS CONTACT

Whose round is it?

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Probably served...  
We like to keep our news FRESH! Head on to find out more...

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Be part of it...  
There are many ways to be part of the festival. Don't be one of the missing ingredients!

**EVENT DETAILS**  
Always tempting...  
Tickle those taste buds with our deliciously tempting offers!

**FOOD FAYRE**  
SATURDAY 3 OCTOBER 10am - 4pm - Salford Civic Centre Salford

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CELEBRITY AND LOCAL AWARD-WINNING CHEFS

THE CHANCE TO IMPROVE YOUR COOKING  
TRIA COMPETITIONS AND ACTIVITIES

**SALFORD FOOD & DRINK FESTIVAL**

We are delighted to announce our 9th birthday and we want everyone to join our celebration! The aim of this festival is to encourage all the different sectors to work together to produce an event befitting this exciting city.

Salford's leading bars and restaurants will be showcasing quality food and drink which make the city proud with themed nights, dining offers, tasting events all served with sparkling northern hospitality. So explore this website and discover more!

Stirling Salford is hot, hot, hot

**BAG LOADS OF GOODNESS**

We have taken great delight in promoting the Salford Food and Drink Festival to both local residents and tourists alike. Look

You may find Salford Food and Drink aprons and take-away sandwich bags in shops and restaurants near you!

<http://www.visitsalford.info/foodfestival>

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phpness1  
google-app-engine  
asp.net.mvc  
python  
tensorflow  
reactjs  
jquery  
cisco

**Speakers:**

- Joel Spolsky  
Co-founder, Stack Overflow  
All time
- Jeff Atwood  
Lead Developer, Stack Overflow  
San Francisco & Los Angeles
- Scott Hanselman  
San Francisco & Seattle
- Jon Skeet  
London
- Rory Blyth  
Seattle, San Francisco, and Los Angeles
- Miguel De Icaza  
Boston
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Oct 07 Boston  
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Oct 21 Seattle  
Oct 23 Toronto  
Oct 30 Cambridge  
Nov 02 Amsterdam

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Natasha  
Email: [natasha@stackoverflow.com](mailto:natasha@stackoverflow.com)  
Phone: 01144 1225 524980  
Sage, Carlsbad

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<http://stackoverflow.carsonified.com>

# travel and tourism

For as big an industry as travel and tourism represents, it's amazing how difficult it can be to find good information online. Perhaps it is the various conflicting commercial interests—like which restaurant should be first on a list—or the mere fact that people will travel to Florida regardless of the lack of good web sites. There are plenty of good information sources outside the web, and travel is a niche that books have most thoroughly covered.

It's easy to shop and compare airfare, hotels and rental cars, but it is not nearly as easy to shop for other amenities such as local attractions or kid-friendly restaurants. In planning a recent trip to Florida, I was severely unimpressed by the availability of good information on the web. One would think that with rabid popular-

ity of services like yelp.com or Google maps that finding fun things to do would be far easier than it really is. Fortunately there are some positive examples to contradict this frustration. Let's dig in and see just how this niche can be accomplished successfully.

Perhaps the most forward-thinking of the examples here is the site for Oklahoma City's Bricktown (Figure 1). Not only do you get to browse the downtown area for various amenities, but the interface itself provides more than just a list of options. With images and useful information online, you get an immediate idea of the atmosphere of various locations. You also get to see each feature's geographic location, which helps with planning what is near your hotel, or what is easily accessible.

It's like a super-deluxe version of Google Maps catering to out-of-town travelers.

A more traditional example of this niche can be found on the Savour Durham site (Figure 2). Here, you're guided to clear buckets of information (calendar, maps, tickets), and the commercial elements are fairly obvious with the logos at the bottom. The latter is really nice, because it can be confusing to figure out whether space is purchased on a site versus when its location is merited based on the quality of the product. In other words, any crappy restaurant can purchase a prominent placement, but that is not nearly as useful as a third party rating it as such. The point is that it is always nice have a clear separation between sharing valuable information and paid listings on a site.





Figure 1 <http://www.welcometobricktown.com>

The image is a promotional page for a 'GATES OPEN SAVOUR DURHAM TOUR'. It features a large image of a dish of meat with a garnish. The text reads: 'Savour mouth-watering dishes prepared by Durham's finest chefs.' Below this, there are three sections: 'MARK YOUR CALENDAR' (Oct 18 & 19, 2018), 'MAP YOUR ROUTE' (a grid showing the tour path), and 'BUY YOUR TICKETS' (Adults \$10, Children 16 & under are free). There are also links for 'GET A 20% OFF OF GATES OPEN', 'PHOTO & YouTube VIDEO GALLERY', and a 'SIGN UP FOR DURHAM TOURISM'S NEWSLETTER'.

Figure 2 <http://www.gatesopen.ca>

The image is a promotional page for 'SANI RESORT'. It features a large image of a beach scene with a blue sky and ocean. The text reads: 'The Mediterranean Destination'. Below this, there are four sections: 'Sani Resort' (A special place where nature and man exist in harmony), 'Sani Beach Hotel', 'Sani Beach Club', 'Porto Sani Village', and 'Sani Asterias Suites'. There are also links for 'Early Booking', 'First child stays free', and 'Free Transfers'.

<http://www.sani-resort.com>

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Welcome to the city of endless experiences!  
DefinitelyDubai.com - The official tourism portal.

There is a unique sense of excitement this city promises, a definitive result of a search for adventure and discovery. We invite you to immerse yourself in an interactive journey through Dubai, through the all-new Definitely Dubai video feature and explore Dubai's promise.

This is merely a starting point for us.

Stay with us as we continue to build an online destination that is rooted in our centuries-old tradition of hospitality.

The DefinitelyDubai portal marks the beginning of a renewed vision and promises to engage in an active dialog with our city's many visitors, residents and business travelers.

Welcome to Dubai.

EXPLORE DUBAI

WEATHER IN DUBAI

Max: 40°C (104°F)  
Min: 22°C (90°F)

QUICK LINKS

Essentials

- How do I get there?
- Where to stay?
- What to do?
- Things to see?
- Where do I eat?

Entrance

- By Car
- By Bus
- By Taxi

WHAT TO DO?

Shopping Events & Festivals Art & Culture Sport & Activities

Hotels Hotel Apartments Beddings

What are your first impressions of the new Definitely Dubai website?

I Love It  
It's Good  
I see no difference  
Don't like it

Account

SPOTLIGHT

USEFUL LINKS

Dubai Convention Bureau The Dubai Convention Bureau (DCB) is a non-profit organization of the government of Dubai's Dubai Tourism and Commerce Marketing. It offers a full spectrum of management services from facilitating the bidding stage to venue finding, accommodation booking in coordinating site inspection visits and liaising between the guests and local services.

Check out our recommendations this month, with a range of all across the vibrant city of Dubai.

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- Dubai.ae
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Why Dubai? | How do I get there? | Where to stay? | What to do? | Things to see? | Where do I eat? | Getting around

http://www.definitelydubai.com

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Amsterdam Bed and Breakfast

A bed and breakfast in Amsterdam for your next stay: choose a B&B or bed and breakfast suite if you plan to spend some time in Amsterdam and you are not ready for an impersonal hotel.

The B&B's on this Amsterdam site are available for weekend, daily or weekly rental. They are a unique way to live with the Amsterdamers. At attractive rates too, compared to most hotels with similar standards.

Featured Bed and Breakfast

Selected for you

The Minus B&B is located in the old center of Amsterdam, at the Amstel River, walking distance to many famous venues - perfect for who is staying in Amsterdam for work or short vacation rentals. There are 2 beautiful double guest rooms with views to the garden, but in case you come with a larger group of friends, one extra room is available. Lots of space and very relaxed - you will really feel at home and that you are...

Locations in Amsterdam

All b&b's in Amsterdam

Heren Bed and Breakfast  
Home away from home as our guests say. This B&B in the heart of the Amsterdam canal area is truly a quiet retreat. Works closely with H&S...

B&B | Canal area / Jordaan | From € 95,00

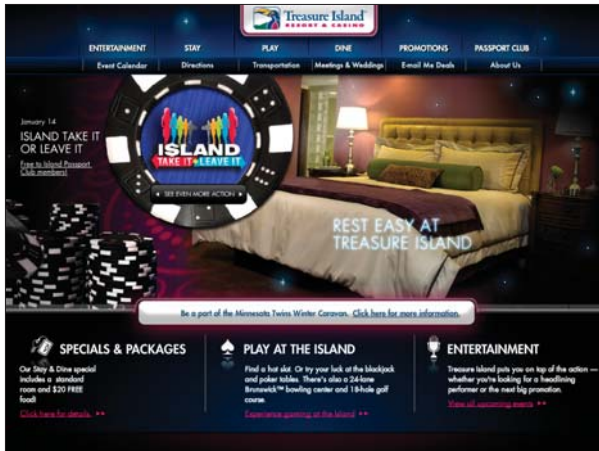
Prinsengracht B&B  
Tastefully decorated building, located in a quiet street in the canal area. Tourist attractions, museums and restaurants all are in the vicinity.

B&B | Center, canal area | From € 105,00

Vondel View B&B Suite  
Luxury B&B Suite Vondel View with private separate living room. Steps away from the Vondelpark and within walking distance of the canal area.

B&B suite | Near to Vondel Park | From € 115,00

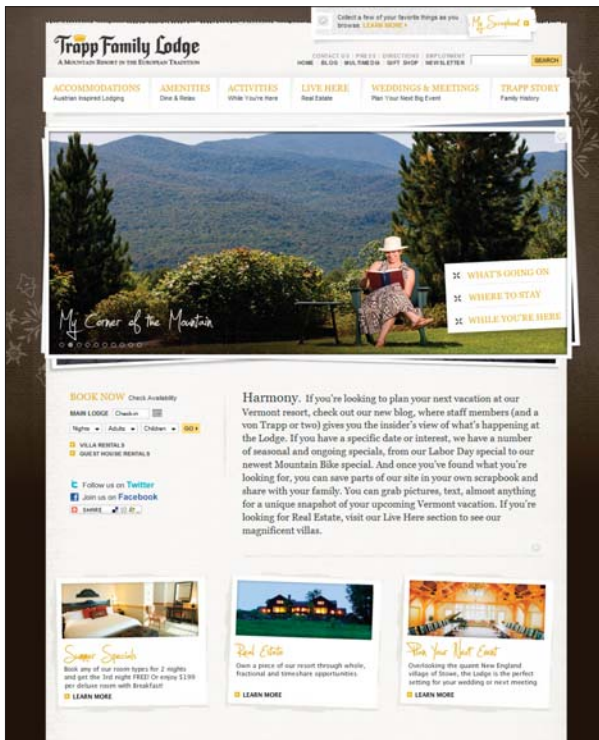
http://www.amsterdam-bed-and-breakfasts.com



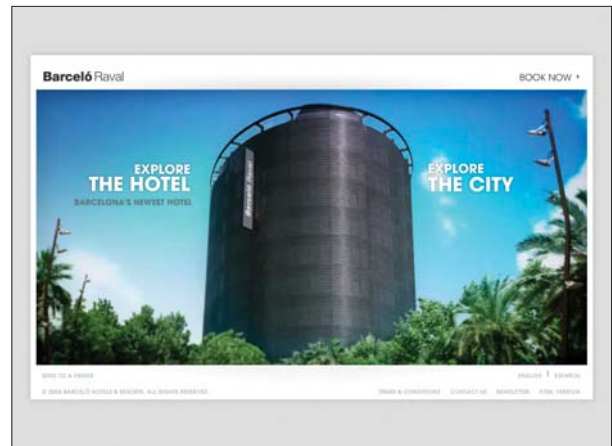
<http://treasureislandcasino.com>



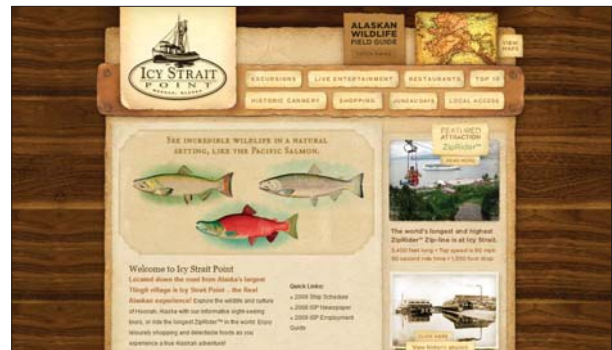
<http://www.paristaylorhotel.com>



<http://www.trappfamily.com>



<http://www.barceloraval.com>



<http://www.icystraitpoint.com>

# e-commerce

Perhaps more than any other type of web site, e-commerce sites are driven by raw numbers. This form of commerce is unique because exact results can be measured: For example, the amount of effort that would be required to track every single visitor to a Walmart store and what they look at is astronomical, but with every web site comes log files that can reveal mountains of information about users' actions. Change the color of a button, and you can measure how much sales change. As such, there is less of a drive to attain a beautiful design (for design's sake) on e-commerce sites and more of a focus on results. With this in mind, it is impressive to find some remarkably beautiful designs in this chapter. While this chapter will not attempt to suggest what might produce the most sales, it can offer some ideas

that may work for you, and look good doing so.

Sloppy is perhaps the best word to describe the majority of e-commerce sites. Minimal is one of the least likely, but Asphaltgold (Figure 1) is one such example. This type of site needs so many elements to function, and a minimalist approach is not typically one that gets considered. Therefore, the minimalist style of this site is rather unusual. Much like a portfolio site, this design almost elevates shoes to works of art. Considering this site's uber-stylish approach, this makes perfect sense. Not only is the approach extremely practical from a maintenance standpoint, but it clearly represents exactly the type of experience their potential consumers would expect.

In contrast to this minimalist style, yayadog.com (Figure 2) demonstrates

that a far more distinct and stylized approach can function just as well. Again, the site's design connects perfectly with the product and the audience it speaks to. This demonstrates a huge upside to not being a mega store: the ability to focus. By focusing on a smaller, more targeted audience, the site can more effectively connect and convert them to sales.

The quantity of products e-commerce sites offer can vary greatly. For example, the ReadyHang (Figure 3) site has a single product. With such a radically small range of product to represent, a totally different layout can be leveraged. In this case, it is more about the sales pitch of why you should be using the ReadyHang products instead of the traditional options. Streamlined communication and attention to detail make for an impressive sales pitch.

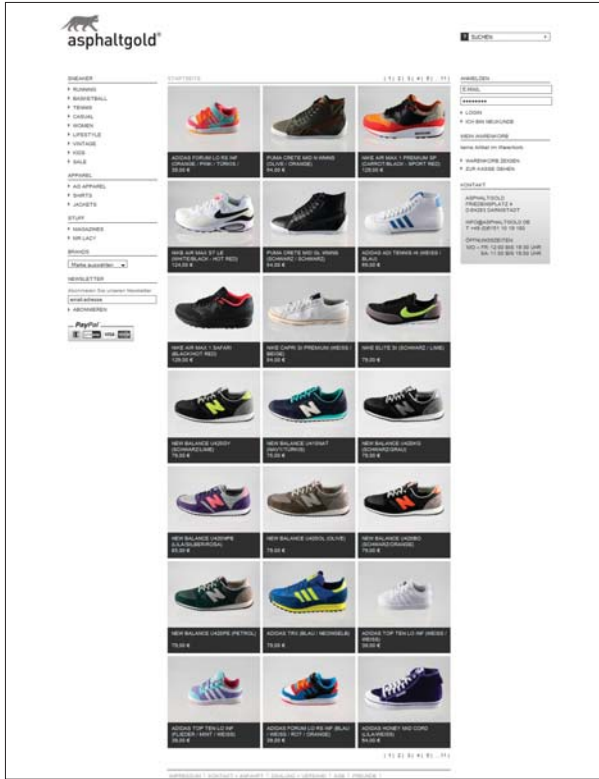


Figure 1 <http://www.asphaltgold.de>



Figure 3 <http://www.readyhang.com>

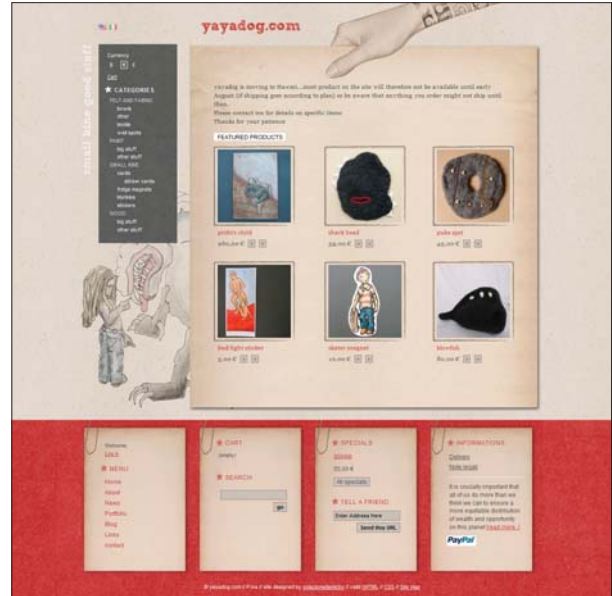


Figure 2 <http://www.yayadog.com>



<http://www.letscollect.co.uk>

http://www.threadless.com

## notes from a developer

One of the questions I get all the time is: "I have something I want to sell online—how can I make it happen?" And, of course, hideous visions of insanely complex e-commerce systems come to mind. After I calm down and tell them they are poking into the most complex type of web site possible, I remind myself there are some super-slick tools now that make this a painless process.

In fact, when I decided to sell my first book myself, I set up a shop via bigcartel.com. In no less than a couple hours, I had set up a shop, applied my logo and colors and loaded up my product, and I was open for business. Now that is what I call simple.

Big Cartel isn't the only solution out there to creating an effective and nice-looking e-commerce site; shopify.com is another super simple one.

http://www.onetribes.com

twelve south Who's Twelve South? | View our Products

We're not just Mac friendly—we're Mac only.

Presenting SurfacePad  
A leather coat of armor for your MacBook.

products: SurfacePad, MacBook, MacBook Pro  
company: twelvetwelve.com, 12345  
© 2009 Twelve South LLC. All rights reserved. Privacy Policy, Terms of Sale, Shipping & Returns

<http://www.twelvesouth.com>

MY ACCOUNT | WISHLIST | NEW EAST | SHOP SIGN UP

ride four ever

SHOES CLOTH SKATE SNOW WAKE LONG

selected category: selected brand

FREE SHIPPING

UNION BINDING COMPANY

latest stuff

Joel & Weston - Studio Mini

Hypothermia - A Dare Turns Deadly

Hypothermia - A Dare Turns Deadly

TCG +00:05:58:08

<http://ridefourver.com>

Bēhance Outfitter Products and tools for creative professionals

Products Services My Account Cart

Action Method | Other Products | Retail Locations

Action Method

Action Book \$15.00  
The Action Book is a spiral bound alternative to the Action Pad with a double size cover that adds a comfortable element to practicing the Action Method.

Action Runner \$8.50  
The Action Runner was developed for the creative professional managing many action steps on the run. This small, spiral bound file book with suede-like covers was designed for mobile productivity.

Action Pad \$8.00  
Imagine productive brainstorm and offhand meetings. Behance's Action Pad was the first product based on the Action Method, designed for the creative work environment.

Action Sheets \$7.50  
Action Sheets are loose, unattached sheets based on the Action Method design. Sheets can be manually punched and/or combined with various systems for productivity.

Action Pad Mini \$6.50  
The Action Pad Mini is the ultimate on-the-go action management tool. Originally designed as a companion product for Moleskine or similar notebooks, the pad keeps you focused on action steps.

Action Cards \$5.00  
Action Cards help you practice the Action Method on the run. The back of each card captures action steps, while the back provides a dot grid for notations and sketches.

Action Stickers \$6.00  
Each removable sticky back action step can be peeled from the card and placed on message covers, sheets of paper, or in traditional notebooks.

Other Products

IdeaPaint \$175.00  
IdeaPaint transforms any smooth surface into a high performance dry-erase writing area. Calculate innovation by creating a writing surface without seams, borders, or restrictions.

Dot Grid Book \$14.00  
Inspired by free-thinking graphic designers among other creative professionals, Behance's Dot Grid was developed as an alternative to traditional lines and boxes.

Moleskine Large Plain Notebook \$14.50  
The Moleskine Large Plain Notebook is bound with a hard cover and a soft "moleskine" finish. The rounded corners, thread binding, and elastic enclosure protect 240 and free pages.

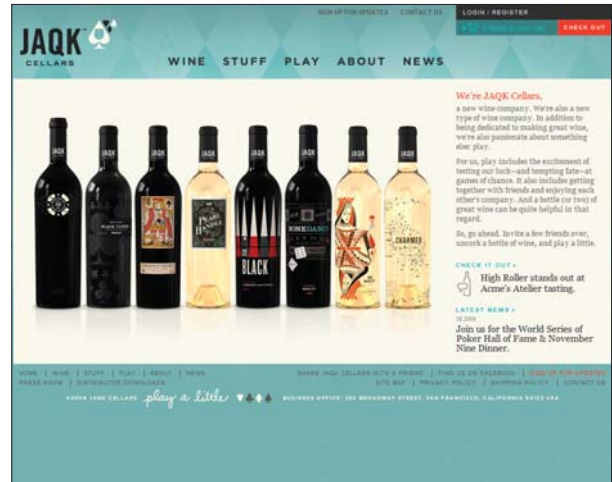
Moleskine Pocket Plain Notebook \$9.50  
The Moleskine Pocket Plain Notebook is bound with a hard cover and a soft "moleskine" finish. The design is simple, functional, and resilient enough to withstand

More Behance  
Behance.com  
Creative Network  
Active Method  
The 99%  
Advisory Services  
Think Tank  
Action Products by Behance™  
GET ORGANIZED, MAKE IDEAS HAPPEN  
Paper products designed for organization.

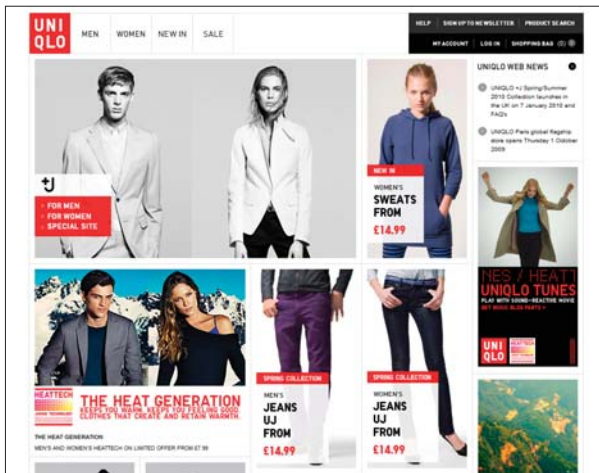
<http://www.creativesoutfitter.com>



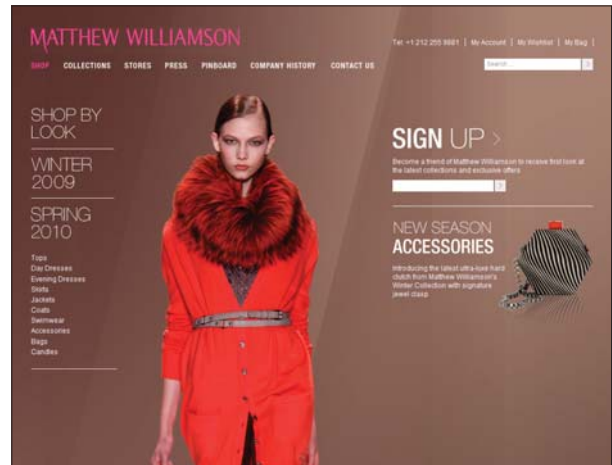
http://www.teapot.cl



http://jaqkcellars.com



http://www.uniqlo.co.uk



http://www.matthewwilliamson.com



# business card

The name pretty much says it all. Following a theme of minimalism (in content) and a frequently tiny amount of space, business card sites sum things up rather quickly. As with a real business card, these sites present a small amount of information in a concise and direct way.

Deciding to design such a simple site can happen for many reasons, from a need to simply communicate a small amount of information to a lack of time to flesh out a larger site. Whatever the case, these tiny packages can be incredibly effective. Even though business cards are small, I never find myself wishing a business card contained some extra bit of information; everything I need is always there. Such is the case with these sites.

In the micro site for Tim Van Damme (Figure 1), we see a style he started that is being rapidly copied, which is a sign of an effective design. Instead of adding

more content to the pile on this landing page, Tim simply points to all of the social networks and public online applications he uses. In this way, the site is like a distributed and highly specialized content system.

Another fine example can be found on the Appenstein site (Figure 2). Here, the individual's name isn't included, but other key elements, like a phone number and key skills, are highlighted. In a world short of iPhone developers, the site's owner need not say more to get plenty of attention.

One of the more distinct examples is that of Waqas Ashraf (Figure 3). Here, we only get a skills summary and a link to contact the person. Does this individual have a lack of information and portfolio pieces to share? Or is he simply to the point and efficient with his time and efforts?



<http://www.leandaryan.com>



<http://www.jonwardweb.co.uk>



Figure 1 <http://timvandamme.com>



Figure 2 <http://appenstein.com>



Figure 3 <http://waqasashraf.com>



<http://www.jordankeating.com>



<http://www.ultimate-mediagroup.nl>



<http://andycroll.com>

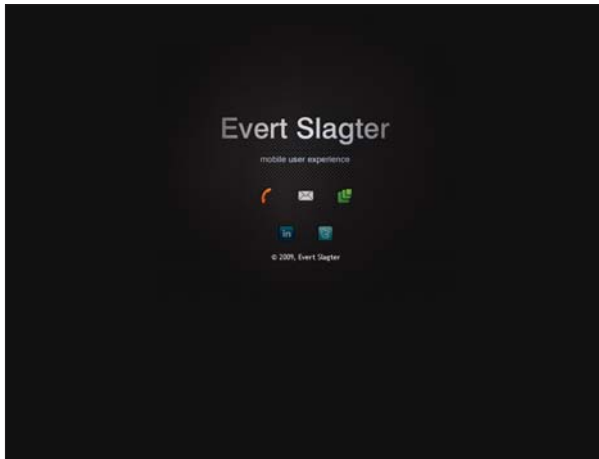
## notes from a developer

If you're looking to have a business card–style web site, you will most likely be implementing the end product yourself. I suppose a business might pay someone to do this, but for the most part, this style is really geared toward personal landing pages.

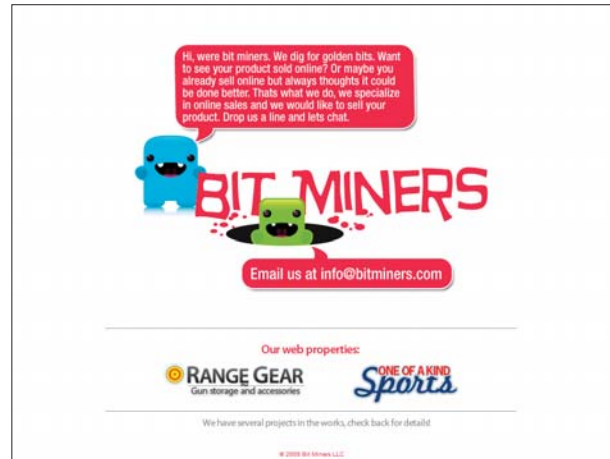
As such, you will likely realize that simple-looking effects like accordions and moving icons are a lot more complex than you might imagine, as you must piece together HTML, CSS and JavaScript for a pleasing end result. Luckily, there is a free WordPress template at <http://templatic.com/demo/visitingcard/#networks> that allows you to quickly implement a site in this style. If you're an ambitious designer (or a seasoned coder), this is a fantastic starting point that can easily be modified to have almost any look and feel while retaining functionality.



<http://rogieking.com>



<http://brisdome.com/evertslagter>



<http://bitminers.com>

# web utility

Web utilities are tools (typically hosted solutions) that offer a specific set of functionality. For example, SonarHQ (Figure 1) offers the ability to do online surveys, CeeVee (Figure 2) is a focused resume builder, and WROI (Figure 3) is a link-tracking tool on steroids. These apps offer a piece of functionality that will eventually be a small component of a web site, instead of the entire solution like a hosted e-commerce or blog system might.

One element these sites share is that the extreme focus of their functionality offers a quick sales pitch opportunity. For example, SonarHQ has four large words on its homepage: Create your survey site. You hardly have to read any more to know what they offer—good, old-fashioned surveys. CeeVee does something similar, though they could have made it in two words: online resumes. The point is that

with such a focus, you can quickly explain yourself. If you don't do so, you risk losing the attention of your visitors.

Shortwave (Figure 4) makes use of a thin single column format, a layout that is becoming very rare these days. With the increasing popularity of wide-screen monitors, thin, single-column sites are a thing of the past. This site reminds us that if we don't have a lot of information to communicate, it might make sense to streamline it and not try to fluff it up to be something bigger than what it actually is. The situation is comparable to the single-man freelance shop trying to pretend to be a bigger agency. Why pretend? Embrace what you are. In this case, you're a focused web utility that can survive with an extremely concise marketing presence.

Stay Valid (Figure 5) comes pretty close to doing the same thing as Shortwave—

keeping things simple and to the point, at least in the header part of the homepage. It quickly says what it does and encourages you to just try it. No complex sales pitch needed. The user need only be directed toward the conversion point.



<http://thurllyapp.com>

**sonarhq** Home Pricing & Signup About Forums Contact

## Create your survey site.

If you need to feel the pulse of your community, or to get feedback on anything, SonarHQ is the easy and cost-effective way to get answers to your questions. The smarter, faster and easier way to create surveys.

**Sign up for free**

From \$15/month. Sign up takes less than 60 seconds. Free plan available.

**SonarHQ, all the survey features you need and more.**

**SonarHQ is the easy way to:**

- ✓ Fulfill your consultation requirements
- ✓ Build two-way conversations with your customers
- ✓ Develop groups for ongoing surveys
- ✓ Create one-off surveys and questionnaires
- ✓ Easily create beautiful graphs and reports
- ✓ Easily administer your feedback and reports
- ✓ Quickly arrange findings for private or public analysis
- ✓ Keep your stakeholders well informed.

**REPORTS KEEP USERS INFORMED AND ATTRACTS TRAFFIC TO YOUR SITE.**

**CREATE YOUR OWN EASY TO USE AND MAINTAIN SURVEY SITE.**

**REPORT AND NOTIFY USERS IN ONE EASY STEP.**

**GREAT LOOKING GRAPHS ARE EASY AND KEEP YOUR COMMUNITY ENGAGED.**

**New Notification**

Choose which notification you want to use and how you want to receive it.

Choose which notification you want to use and how you want to receive it.

Figure 1 <http://www.sonarhq.com>

**CeeVee** About CeeVee Contact Login Register [Connect with Facebook](#)

Track & manage résumé management

## The smarter way to create and share your résumé

**Start here, it's free**  
and takes just 60 seconds to sign up

**See how fast & easy it is to build your résumé with CeeVee**

- 1 Edit online, quick & intuitive
- 2 Choose a theme
- 3 Make it public
- 4 Share it

**From the blog**

- Sex'd Up 2009-09-16 12:11:45
- Opening the Doors 2009-07-04 12:00:45
- Update: 16th Nov 2008 2008-11-16 12:00:00

**Newsletter**

Subscribe to our monthly newsletter to be in touch with the latest news & happenings

Your e-mail address

**Twitter feed**

We've seen a 6.200% increase in traffic over the last 7 days. you rock. thank you! 1.6.0x.0x

**Follow CeeVee on Twitter**

So, ready to give CeeVee a spin? [Get started here](#)

Figure 2 <http://ceevee.com>

**w3roi** Home Features Pricing Learning Center Affiliates Blog Sign Up Login

## Know which 20% of your advertising creates 80% of your signups & sales

Track the clicks, leads and sales from all your online advertising in one place. Then dig deep into each campaign to eliminate the ads, keywords, landing pages and placements that are costing you money without bringing in sales.

**Learn More** **Sign Up**

**A suite of time-saving tools for internet marketers**

Consolidated reporting of all your online advertising results. Track your PPC search advertising, banner ads, e-mail marketing - any place you can use a unique URL, even offline advertising.

**Actionable data to cut your advertising costs**

Quickly dig into your ad campaigns to identify the ads, landing pages, keyword bids and actual search phrases that generate your signups and sales. Just as easily pinpoint the ones that don't convert, costing more than the revenue they generate.

**Free Report: Optimizing Your AdWords Quality Score**

Cut your cost per click and get more traffic for the same ad spend by improving the Quality Score of your AdWords ads. This free report will explain it all and show you how.

FIRST NAME: YOUR E-MAIL:

Subscribe to our newsletter to receive this report. Your e-mail address will not be rented or sold. **Send Me The Report**

**From the Inside Online Marketing Blog**

- Recommended Reading for Aug. 7, 2009 (Aug 08)

While we don't update the blog every day, we do post and spread interesting links via Twitter. Follow us at @w3roi and keep up with the latest in marketing, copy writing, brand building, SEO and conversion optimization articles published around the net. Every once in a while, we'll wrap up all the links we're sharing [...]

**It's Time to Pay Attention to Blog** (Jul 31)

You've probably heard the news by now - Microsoft and Yahoo are combining

**Follow @w3roi on Twitter**

- Want to sell more stuff? List your competitors' prices, study this [http://bit.ly/8a520a](#) (via @myaimme) (Sep 13)
- Google Adwords now personalized [http://bit.ly/8a520a](#) (via @andrew\_chen) (Sep 12)
- When Landing Page Optimization isn't Enough [http://www.chick.co.uk/8a520a](#) (Sep 11)
- @thomastar (@thomastar1) (@matador) (@stevenjcooper) Thanks for

Figure 3 <http://www.w3roi.com>

**SHORTWAVE** [powered by \[jvarkit\]](#)

## Shortwave

is an extensible quick-search and shortcut bookmark.

Drag this **Shortwave** bookmark onto your browser bookmarks bar. Clicking the bookmark will result in a JavaScript prompt.

Shortwave responds to **commands**. A command consists of a predefined trigger plus optional search terms. To search Wikipedia for "bookmark" you would type `w:bookmark` into the prompt and hit enter. You could also select the text before invoking Shortwave and just type `;` then hit enter. Some commands don't require search terms. To see your current IP address you would type `ip`. To open the resulting page in a new window simply prefix your entire command with a space.

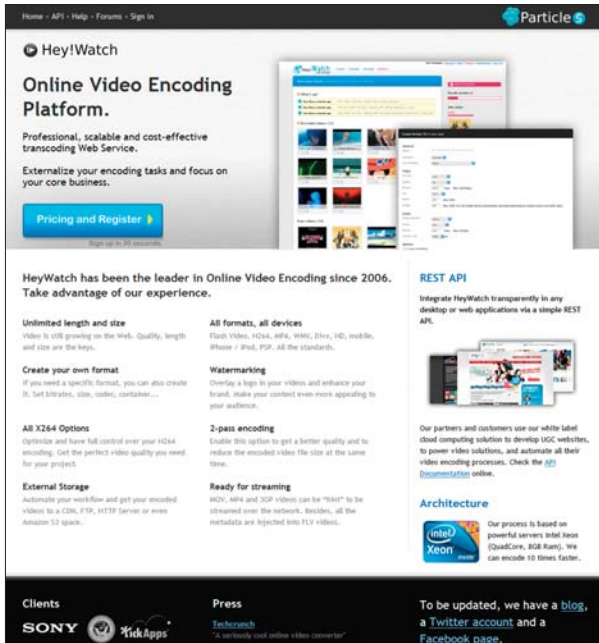
Shortwave includes a number of useful default commands but

**Send Me The Report**

Figure 4 <http://shortwaveapp.com>



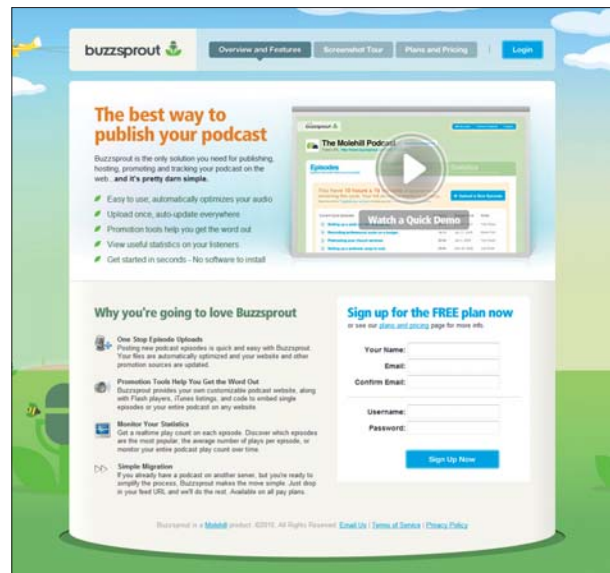
Figure 5 <http://www.stayvalid.com>



<http://heywatch.com>



<http://wufoo.com>



<http://www.buzzsprout.com>

# web software

In contrast to web utilities, this type of site typically offers a full set of functionality, which represents either a full web site or a service that doesn't get plugged in to another system. Surveys, for example, typically fit into another site, while hosted e-commerce systems like Kartel (Figure 1) and LemonStand (Figure 2) offer an application that operates as an entire web site. Others, like Campaign Monitor (Figure 3) and The Invoice Machine (Figure 4), offer hosted online services for specific functionality that isn't necessarily a component of a public-facing web site.

One thing these sites share with web utilities sites is their focus and the opportunity to quickly sell users on what they do. Every example here contains a quick sales pitch to inform the user of what she is looking at. This has become a critical element of such sites, and the pattern is seen over and over again.

The big difference in the needs of the user of a web software site versus a web utilities site is the inevitable need for more information. These bits of information connect closely with a user's desire to take steps towards being a paying customer. For example, does the e-commerce software support drop shipping? Does your e-mail service offer e-mail testing? Functionality questions come into play as key factors that determine a consumer's level of interest.

LemonStand is a perfect example of a focus on answering questions before they are asked. The homepage offers a quick "here is what it does" sort of message with two key action items: take a tour and get a beta download. The part of the page below that has a lower position in the hierarchy and is far more content heavy. It offers a few key bits of information that serve as the main selling points. For

example, flexibility and extensibility stand out from the copy as key elements of the software. It stands to reason that LemonStand would showcase its strengths, or at least turn their weaknesses into strengths by making them selling points. (This is a bit off track, but it is a common sales approach. Consider Coke Classic instead of the old Coke we have always had. Coke Classic is a positive spin on what might be considered a weakness.) The point is that the homepage for this site could be a one-sheet flyer for quickly selling the product and answering key questions.

This approach could be applied to many other niches, such as personal portfolios, agency web sites and typical product sites, all of which present situations where we are often prone to showing pretty images and not necessarily addressing key points.

Figure 1 <http://www.kartel.co.nz>

Figure 2 <http://lemonstandapp.com>

Figure 3 <http://www.campaignmonitor.com>

<http://www.notableapp.com>




# The Invoice Machine

Home
Your
Signup
Pricing
Help
API
Blog

## Invoicing Simplified

The Invoice Machine is an online invoicing service which simplifies your invoicing and makes it beautiful.

Take the tour
Signup for free



### Why Use It?

The Invoice Machine takes a new clever approach to online invoicing. It's beautiful and simple-to-use interface makes producing **professional looking invoices** a very pleasant experience.

City:  Description:  Web Devlop

[Insert New Line](#)

[Insert From Projects...](#)

Creates new invoices in a snap. Set options like currency, taxes, shipping, discounts, language, notes and more.

Attach invoice as a PDF file.

Send a copy to [info@bombiadesign.co](mailto:info@bombiadesign.co)

Subject: Invoice 000011

Message: Hi Andrew,

Sends invoices directly to your clients. You can attach the invoice as a PDF file to an email. Your clients will love you!

Paid

BOMBIA DESIGN

To: Sample Company, Inc.  
11111 Invoice Street

Impress your clients with professional looking invoices. You can customize your invoices with colors and logos.

### Who Is It For?

The Invoice Machine is ideal for **freelancers and businesses** who want an easy way to manage, create and send their invoices. It's great for anyone who has a service or product to sell.

Invoices

Period	Client	All
ID	Date	
000011	12 Jun 2009	

See which invoices have been sent, paid or are due. You can filter your invoices by period, client or status.

00:08:31

The Invoice Machine comes with a billing timer. Just let the timer tick in the background while you do your work.

Send Thank you and Reminder emails auto

Invoice {invoice\_id}

Hello {client\_name},

Here is the invoice of {invoice\_amount}.

You can view the invoice online at:

Customize your emails. You can have The Invoice Machine automatically send out thank you and reminder emails.

Take the tour or Signup for free

### Who We Are

We're a small company located in the deep spruce forest of Sweden. We build useful web applications with focus on usability and user interface.

Read what our customers are saying

"I've just signed up for The Invoice Machine and just had to tell you I'm absolutely blown away. In fact, I feel quite giddy after using it. I'm so impressed! Fast, slick, easy and intuitive."

The Invoice Machine has a powerful API. Hook up your application or check out the Extras.

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Follow us on Twitter

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[Your Account](#)
[Answers](#)
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## fever

Hot Hot Hot Hot

Your current feed reader is full of **unread items**. You're hesitant to subscribe to any more feeds because you **can't keep up** with your existing subs. Maybe you've even **abandoned feeds altogether**.

Fever takes the temperature of your slice of the web and shows you what's hot.

## Features

### 106.7

**Links**

No Pressure: By default Fever hides unread counts to spare you unwanted unread item guilt but sometimes you want to keep an eye on those dimming numbers. Control unread counts on a global, group or feed level.

**Fast, iPhone form type**

What? Fever for iPhone? What? Fever for the iPhone? It's a picture is worth a thousand words a favicon is worth at least the size of the feed. Fever caches and embeds the favicons of all the sites you follow into a single, compressed file so reading is fast and snappy.

**Import/export standard OPML subscription lists**

Fever updates itself automatically

**Blacklist domains to prevent ad spam**

Keyboard shortcuts for mouse-free use


**Create and manage groups of feeds**

**Support for cross-based refreshing of feeds**

**Search your feeds and their contents**

**Favorites and Celsius temperatures**

**Unread most recently read items**



**Stay Hydrated** Fever integrates with the popular Mac OS X single-aka browser factory [Flash-aid](#). The total number of unread items is updated in the Dock in real-time. [Connect to the Fever.com for Flash-aid.](#)


**Take it with You** Fever includes an optimized interface designed specifically for the iPhone and iPod touch so you can use the current hottest, your saved items and the rest of your unread anywhere you go.

## How Fever Works

To make the most of the **HOT list**, Fever asks you to make a simple distinction between **essential and supplemental feeds**. **Essential, must-read feeds are kindling**. **Supplemental, low signal-to-noise feeds are Sparks**. Sparks ignite kindling raising the temperature of items and links that should not be missed.

**Eye Before You Buy**

Because Fever is a state-based single-user system a live demo isn't possible. This video demo will highlight some of Fever's features and walk through the compatibility suite and installation.



### Purchase

In order to purchase Fever and qualify for support you must first create an account.

Once logged in you will be able to download the Fever Server Compatibility Suite which installs as an installer.

Upon confirmation of your server's ability to support Fever return here to purchase or retrieve your Activation Key.

### Create an Account

Email:

Confirm Email:

Password:

Confirm Password:

Full Name or Organization:

Display Name:

Current Date & Time: September 17, 2009, 10:45

All feeds are required

### Or Login

Email:

Password:

Please note that the Fever Account Center and your individual Fever installation do not share the same email and password

## Answers

**Is Fever a hosted service?**

No, Fever is a PHP and MySQL application that you run on your own server. Fever has been designed with ease of maintenance in mind and can automatically update itself!

**Is the \$30 a one-time fee?**

Fever is licensed like desktop software. Minor updates (eg. 1.0 to 1.1) will be free to licensed users. Major upgrades (eg. 1.x to 2.0) will be discounted for licensed users.

**Does Fever support HTTP authenticated feeds?**

Yes, Fever will prompt you for a username and password for a feed if necessary.

What are the server requirements for Fever?

What are the browser requirements for Fever?

How can I help you better help me?

## Contact

Name:

Email Address:

URL:

http://:

Subject:

Optional

Figure 4 <http://invoicemachine.com>

<http://feedafever.com>

## notes from a developer

As a designer working on a software product, one of the most responsible things you can do is consider usability. Quite often, designers come to me with ideas of some crazy type of interface to accomplish a task. More often than not, the functionality they describe could be done with a simple standard control (like a drop-down, check box or slider control). Sometimes the desire to be creative and different can be counterproductive and radically increase costs.

As a diligent designer, one of the most practical things you can do is familiarize yourself with the various interface widgets available. Ui-patterns.com is a great resource for doing just that.

Another extremely useful tool in this area is software to help you with usability testing. When you start to look at how users respond to interfaces, you start to understand how important it is to make this clear and simple. Silverback (silverbackapp.com) is a great tool that happens to be really cheap; a more expensive but feature-filled option is TechSmith's Morae (<http://www.techsmith.com/morae.asp>).

The screenshot shows the Cubescripts website homepage. The top navigation bar includes 'company', 'products', 'services', 'community', 'support', and 'contact us'. The main promotional banner for 'Instant Update 3 Your Personal CRM' features a price of '\$49.95 for a single licence' and a 'see online demo purchase now' button. Below the banner, there are several product cards for different services like 'Instant Update CRM', 'Image Hosting', and 'Add Comment Script'. The page also includes a newsletter sign-up section, an online support link, and a footer with 'our services', 'testimonials', and 'they use our scripts'.

<http://www.cubescripts.com>

The screenshot shows the easyTasker website homepage. The top navigation bar includes 'Home', 'Features', 'Screenshots', 'Pricing', 'Buy Credit', 'FAQ', and 'Contact'. The main headline is 'Online Project Management, Business Management System, easyTasker'. Below this, there are sections for 'What's easyTasker?', 'What can it do?', and 'Create Account < 30 DAYS FREE'. The page also features a 'Share' section and 'Useful Links'.

<http://www.easytasker.com>

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- Easily manage your website**  
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- Help grow your business**  
Make informed decisions, based on real-time reporting and analytics. Our system allows you to keep a finger on the pulse of your Online Business.
- Manage your business anywhere**  
With our web-based interface, you can take care of business on-the-go, without the hassle of setting up servers or installing updates. From the other side of the world, all you need is an internet connection to grow your Online Business.
- Secure & Supported**  
Keep peace of mind, knowing your important data is secure, hosted remotely in our data centers in North America, Europe, and the Asia Pacific. In the rare case that you encounter a problem, a wealth of support resources are available right at your fingertips.

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Update & manage your website, blogs & forums, without HTML coding knowledge. [read more](#)
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Manage Your Online Store  
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- CRM**  
Reach Your Market  
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Email marketing is one of the most powerful marketing tools available today. It is easy, affordable, actionable, and quite simply one of the best ways to keep your brand and products in front of your customers. With the powerful capabilities of Splash360™ you will be able to easily create, send, and track email marketing campaigns that are targeted, personalized, and highly effective. The end result... the simplest, most engaging, and intuitive email solution designed to grow your customer base, increase customer loyalty, boost revenue, and ensure that you always look like a world-class business.

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<http://www.splash360.com>

# real estate

This is a niche that typically has incredibly low standards, but I am excited to show a series of sites that demonstrate that it is possible to have a great site in this industry.

One particular aspect of this set of sites that strikes me is how they so clearly appeal to their target demographic. Well, I presume it is their target because their designs give them a demographic focus whether they like it or not. Let's contrast two sites to see how this works: The Pier (Figure 1) and CP Homes at Archer's Rock (Figure 2). The first is geared toward hip, twenty-something couples that are likely looking for their first home and are very interested in being a part of the city. The

latter is focused in an equally obvious way, this one toward thirty-something families with small children. Perhaps the point of this is to remind designers working on real estate sites that they must carefully consider their target audience for the design they create because ultimately it will either connect with them and make sales easier, or it will alienate and drive them away. Regardless, this is a perfect set of examples to show how understanding your target audience can effectively control the end product. Real estate is obviously about sales, so anything that detracts from that should be removed. In both of these cases, the sites are so focused on their niche that it becomes a

great first line of communication: Potential customers going to see a property after viewing these sites will have positive assumptions in place. This is a powerful tool for any salesperson.

Another site that also appeals to its target audience but is not consumer-driven is the Province West site (Figure 3). Because this site is geared toward professionals and financially-oriented people, it is a fantastic contrast to the consumer-driven examples discussed above. Here, we find simple navigation, a refined style that reeks of strength and stability, and a color palette that connects with a more conservative audience.



Figure 1 <http://www.lifescape.com>



Figure 2 <http://www.cphomesatarchersrock.com>

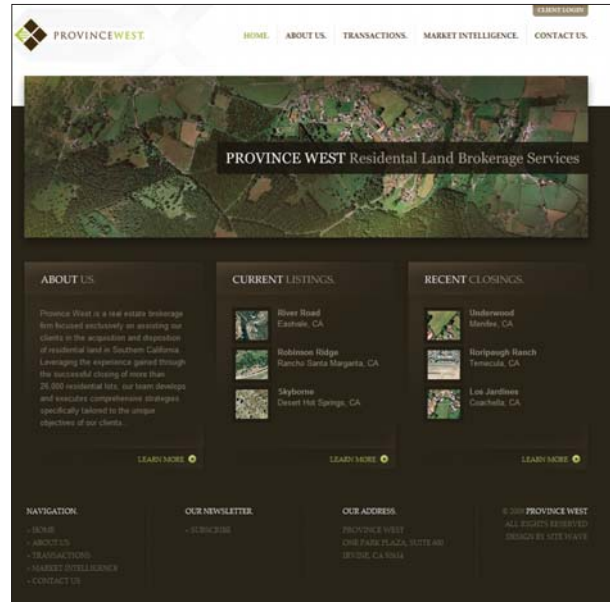


Figure 3 <http://www.provincewest.com>



<http://www.championllc.com>

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- Spain: Spanish Designer Flat in Amazing Location** [Read more >](#)
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<http://www.borniving.com>

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# portfolios

It seems that for every positive aspect a portfolio site might offer, there comes a downside on the same point. For example, portfolios can be bleeding-edge examples of what the future of the web has in store. On the downside, they can be an outright pain when they are experimental. As designers, we all require them and they serve to sell us day and night to anyone who is interested—and at the same time, they can miscommunicate our skills or typecast us when not thoroughly thought out.

Of all the types of sites in this book, this was by far the most common and the most difficult to select examples for. Gone are the days of the convoluted Flash portfolio (except for those who work in niches where this is actually appropriate). The

sites I included here share a refined directness that makes them more to the point.

Brian Hoff's portfolio (Figure 1) is a fantastic example of how refined and focused such a site can be. His core skills are highlighted up front with bold text stating he is a graphic designer (quickly avoiding the “What do you do?” question). While many portfolios jump straight to the work, this one focuses on him as a person, yet also allows for quick access to his portfolio.

Mark Dearman (Figure 2) has made use of my favorite approach to the straight portfolio site and put the work large and up front. There's no need for a lot of fuss, as his work is outstanding and needs little support. Often it seems that the skill level of a person is inversely related to the lengths to which they go to “dress up”

their portfolio. Mark's portfolio is simple yet elegantly designed, and it totally cuts to the chase.

And to demonstrate the opposite extreme of portfolio design I present the personal site of Ruy Adorno (Figure 3). Normally I am not a huge fan of Flash portfolios, especially when they contain gimmicky navigation. This site, however, made the cut for the book as I realized that it drew me in and had me playing with it. Let's face it, causing someone to play with your site and, therefore, get exposed to your work is a good thing—especially considering that this is the portfolio of a Flash developer who would like to do such work. So, in this case, the portfolio style matches the target and yet retains a simplicity that keeps it usable.



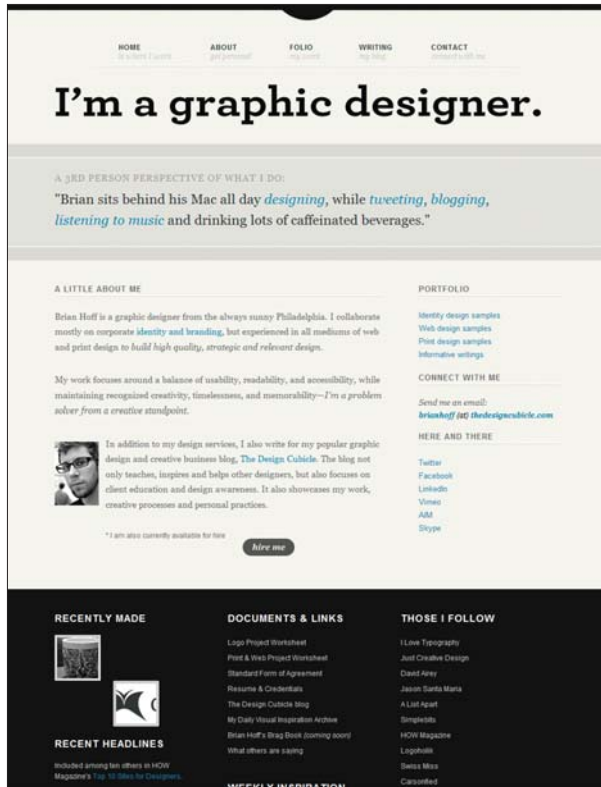


Figure 1 <http://www.brianhoff.net>



Figure 3 <http://www.ruyadorno.com>

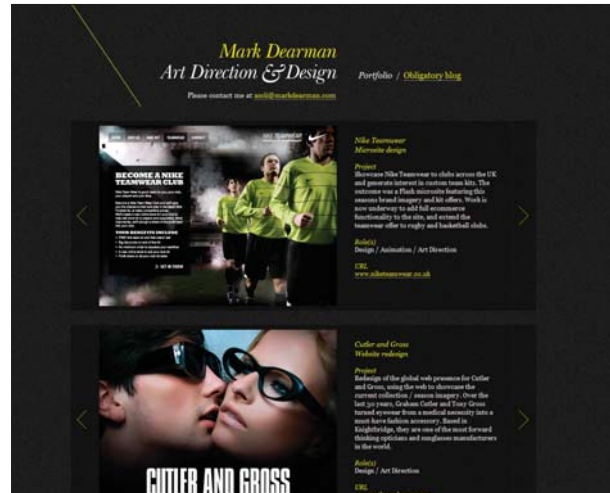
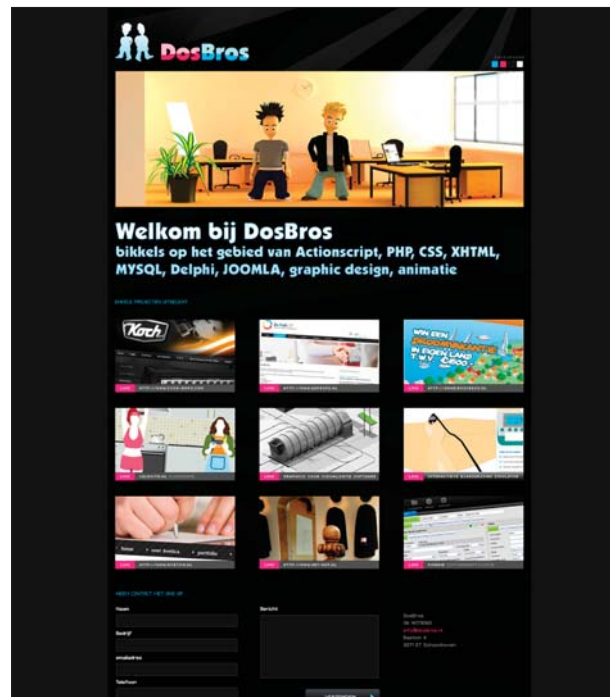
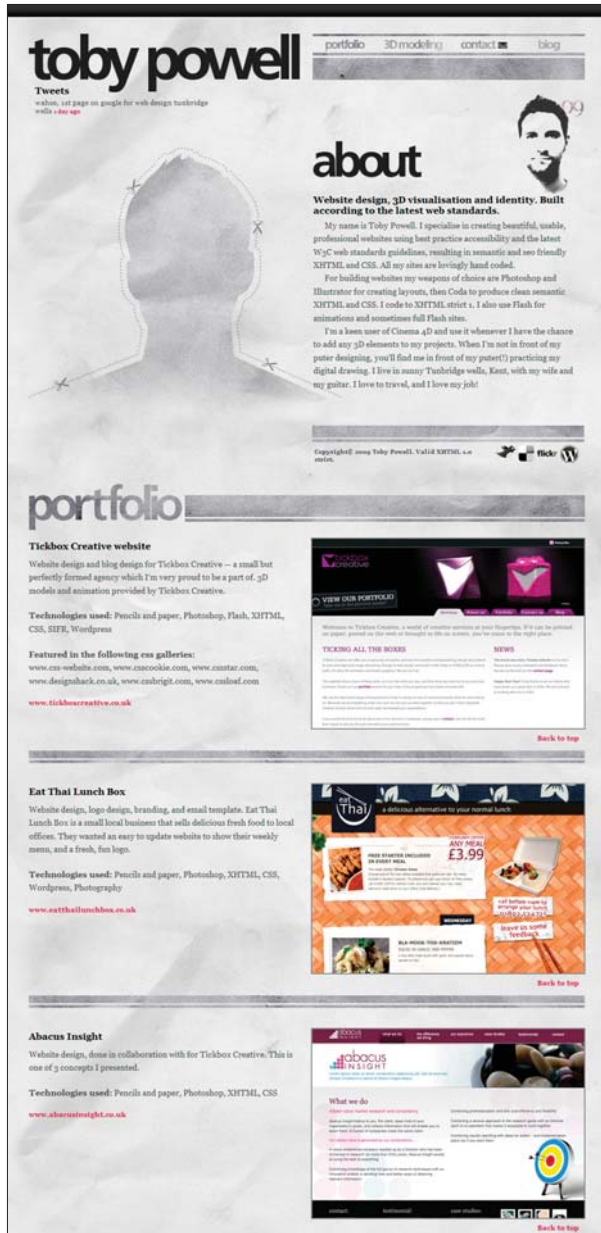


Figure 2 <http://www.markdearman.com>



<http://www.dosbros.nl>

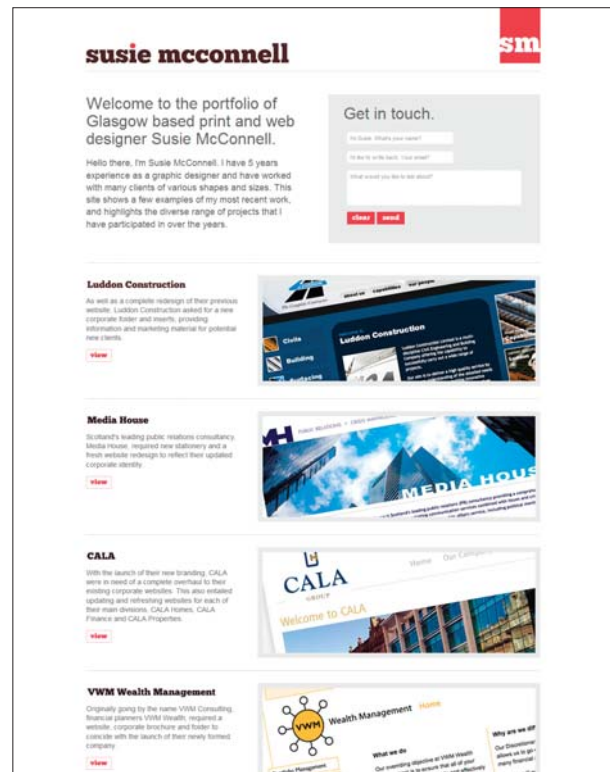


<http://www.toby-powell.co.uk>

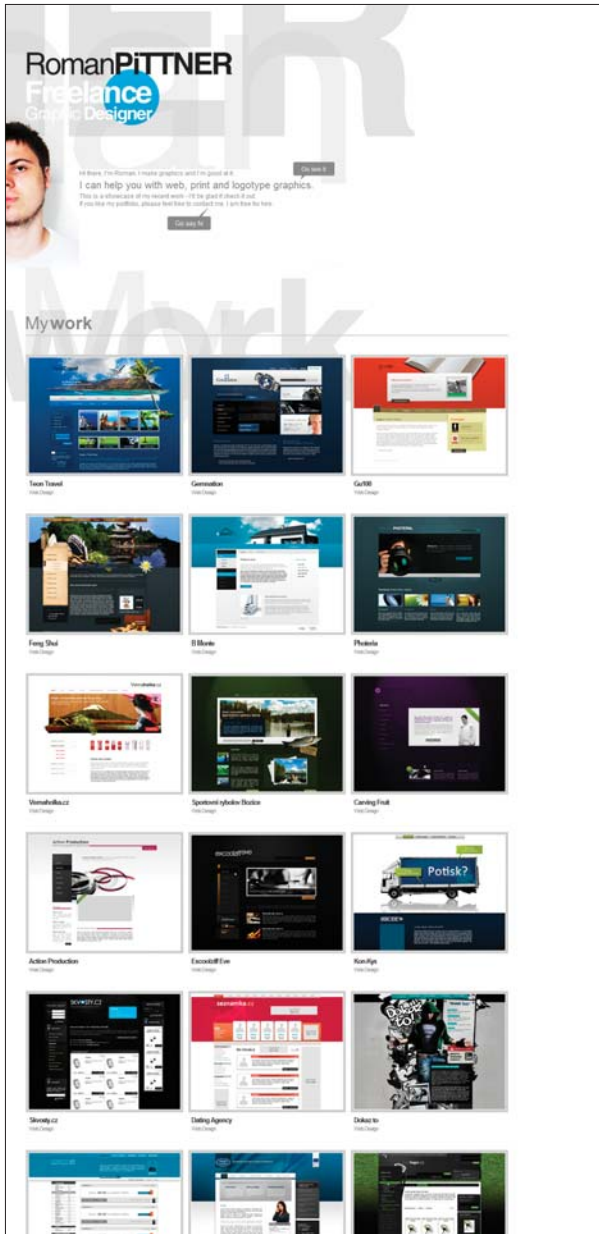
## notes from a developer

I am constantly on the lookout for tools to do things faster. As a creative, there is no doubt that you can make a slick portfolio site, but there is seldom the time to do so. Enter the handy online portfolio creator. In recent years, several options have emerged that offer the ability to quickly create absolutely beautiful online portfolios. For some of you, your work is so amazing that this will more than do; for others, this will get you something up quickly while you work on that obnoxious Flash-based design!

My favorite portfolio builders are The Behance Network (behance.net), even though it is invitation only; the ever simple carbonmade.com site; and the newer krop.com hosted portfolio tool. All of these not only let you build a portfolio, but also help you spread your name.



<http://www.susiemcconnell.com>



<http://www.pyttel.sk>



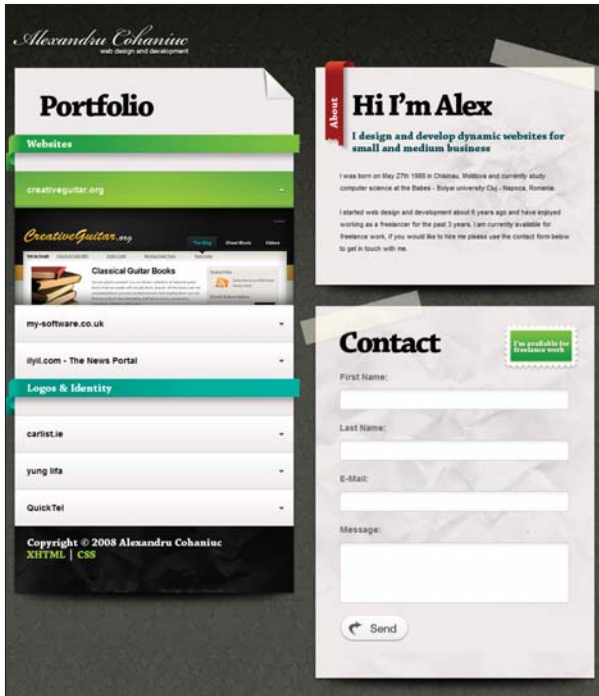
<http://two24studios.com>



<http://www.yodabaz.com>



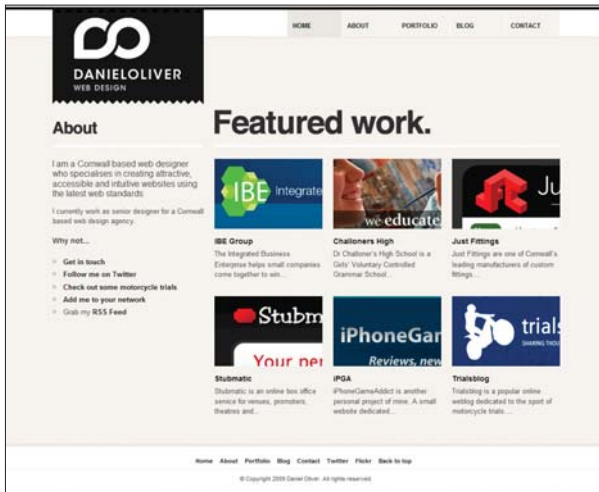
<http://www.shadddales.com>



http://www.alexcohanuc.com



http://sjhunter.net



http://www.danieloliver.co.uk



http://www.ermanerkur.com

# coming soon

The coming soon page is certainly not a recent innovation, but gone are the days of a flashing construction sign that kindly informs you that what you are in search of might exist there someday—but it's up to you to find out if it ever does. It was almost like you were being taunted with the possibility. On the modern web, however, the coming soon page is put to work: If you manage to get someone to land on your site or page that isn't ready yet, you should do everything you can to capitalize on it.

One of the most basic things found on nearly every coming soon page is an e-mail sign-up form. There could not be a more highly focused marketing opportunity. If people land on this page and want to know when it is there, you know exactly what they are looking for and you can safely contact them once it launches. This can provide a real boost to a launch campaign when a new site goes live.

Some sites take a different approach; while they might not have everything the user might want, they can offer at least one critical element. The Designgraphy site (Figure 1) is a perfect example of this. The site might not be ready to go, but at least in this case a means of contacting the site owners keeps traffic from being fruitless.

Another popular tactic, found on Luke Beard's web site (Figure 2), is to direct the user to other means of connecting with the site's owner. In this case, the user is pointed to Luke's various social networks. It is likely he doesn't want to send out an e-mail campaign, so a sign-up form is not the best approach. But instead of losing the potential of any traffic, he directs them to other helpful alternatives.

For those of you wanting to invest more time and energy into such a landing page, SolidShops (Figure 3) offers an example of a more robust option. Here,

the coming soon site is nearly a full-blown site.



<http://www.firenetworks.com>



<http://www.fireexchange.com>

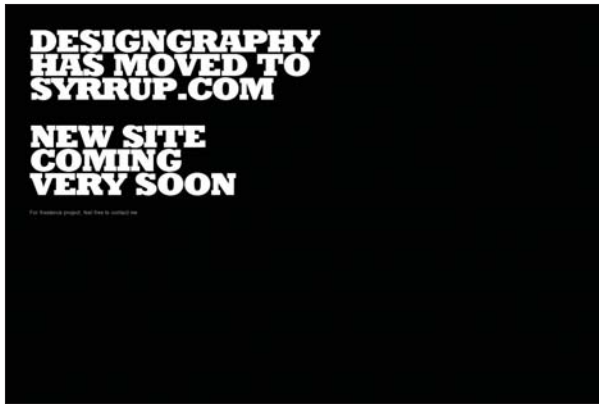


Figure 1 <http://www.syrrup.com>



Figure 2 <http://www.lukesbeard.com>

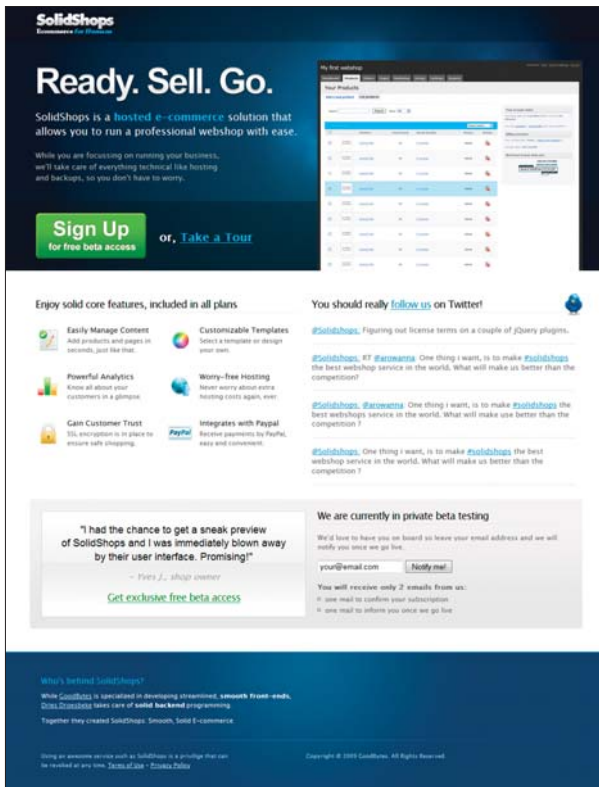


Figure 3 <http://www.solidshops.com>



<http://www.upstatedesign.org>

## notes from a developer

I know how hard it can be to invest the time it takes to create a good coming soon page with e-mail sign-up forms and all the bells and whistles. It's so much more tempting to delve into the project at hand. So, if you're a designer or marketer trying to wrangle your developer into putting up a slick coming soon page, one of the best things you can do is come to him with a resource to expedite the process.

For example, there are a variety of options for coming soon pages based on WordPress. Some of my favorites are from CSSJockey (<http://wordpress.org/extend/plugins/custom-coming-soon-page/>) and Launchpad (<http://theshaper.com/wordpress-domain-parking-theme/>). These out-of-the-box solutions will help you get what you're looking for with a very small amount of time from your developer. My recommendation would be to design around one of these pre-built themes.

<http://www.freshdeals.com>

<http://www.branchesdesign.co.uk>

<http://www.shortinc.com>

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<http://www.formmule.com>



# t-shirt

This is perhaps one of my favorite kinds of sites to browse as I, like many, am addicted to T-shirts. With such wide popularity, I have intentionally avoided including the obvious sites, like Threadless and Woot, for this section's examples; instead, I prefer to look at more fringe examples that bring different perspectives to this popular niche. So, if you're thinking about starting a site to sell your cotton works of art, here are some examples to chew on.

One of my favorites is Yellow Bird Project (Figure 1). The idea behind the site is totally unique and puts a great spin on the standard T-shirt site. Here, the shirts are all designed by indie rock artists, so you can get a shirt designed by fantastic bands. An idea such as this cannot carry a site all on its own (not usually, anyway), so we find a totally fresh and indie-styled site to match. Being an e-commerce site, the

level of creativity woven into this design is not to be second-guessed. It takes a lot of work to get an e-commerce site skinned with your typical clean design. In this case, the rough edges and hand-rendered items make for an extra layer of complexity in terms of implementation. Overall, this site functions as a standard e-commerce site, but has some fresh and niche-specific design elements that make it a joy to browse through and purchase from.

Unreal Cotton (Figure 2) is another great site to look at for inspiration. This site is fairly minimalistic and super clean. It gets to the point and is easy to browse and understand. Overall, the designers have gone to great lengths to make it as streamlined as possible. E-commerce systems are typically bloated and confusing since there are so many options to cover and features to offer; this often

means you end up with a site that is more complex than necessary. This site's focus and ease of use makes it a great sample of how things can be done. For example, the three tabs across the top let the user instantly drill down to the product line she is in search of. Such ease of use leads the user on a faster path to conversion, which is precisely what the site's owners want.



<http://www.wuwi.com>



LOG IN OR REGISTER

HOME MY ACCOUNT FAQ BRAND

0 Items VIEW CART CHECKOUT

**milk & eggs co.**

TEES GOODS BLOG

ON SALE

Twitter Feed

**FREE BUTTON SET**

For a limited time get a FREE button set with any shirt order! Just note which set you would like in the order comments. *about 8 hours ago*

Follow us!

Newletter   Join Our Fans on facebook

Join the Milk & Eggs Company Newsletter for news, product updates and special offers.

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http://www.milkandeggsco.com

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Trendy Tees for your Ittybittle ones!

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VINTAGE NECKLACE \$18.00

ROCKIN GUITAR \$18.00

Free Shipping over \$50

Free Shipping over \$50

Mailing List     Become a fan of us!

BABY BOYS GIRLS ACCESSORIES SALE ABOUT US WHOLESALE CONTACT CUSTOMER SERVICE

PayPal VISA DISC

Design of the Month

Trendy Baby Outfits

http://www.ittybittle.com

DRIPPING IN FAT

COLLECTOR ABOUT US FAQ GALLERY CONTACT US SHOPPING CART

LOOKING TO SIGN OFF? (My Account got an Account? Log in here)

THE BIG FAT 100 GIVEAWAY

FAKE + REAL SHIRT

PLAS WITH US

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https://www.drippinginfat.com

gotmojo

home about shirts cart contact

we are what u wear.

GotMojo T of the month

10 latest t-shirt designs


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http://www.gotmojo.co.uk

graveyard artists community blog service join / login

everyday, a new shirt will be available for purchase right here at [riptapparel.com](http://riptapparel.com) so come back and get yours before they rest in peace forever?

**today's \$hirt:** "Leafing the city"



**\$10** buy now

**TIME LEFT TODAY:**  
7:55:09

email get every shirt emailed to you daily

Advertise Here


subscribe get daily updates in your rss reader.

facebook 1176 followers

twitter 1176 followers

riptoevee

**DETAIL VIEW:**



**SHIRT DETAILS:**  
Track 4 color army

Song Charts (M) (W)

Artist: **Chris Dixon**  
<http://www.chrisdixonmedia.com>  
Created by: T.J. Magee

I had from Indiana and I create websites for day and design t-shirts by night.

I've been artistic all my life and t-shirt design has been such a fun outlet for me lately. My wife has been such a big help with my design work, so I have to give her major props for her support.

This lovely tree finally got fed up with all of the pollution of the city, so he packed up all his worldly possessions and headed for the country. You'd be well advised to start out of his way.

**MAKE TODAY'S T-SHIRT YOUR PHONE WALLPAPER**

**WHO'S SAYIN' WHAT** 12 comments

T.J. - 05/10 12:02 AM  
I think this design since the moment I saw it. It's so clean and beautiful! Nice work Chris! Thanks for letting us print it!

Swiggz - 05/10 12:08 AM  
Shouldn't you be in bed, T.J? :) Hope all is well on your end!  
This is an amazing design! Keep up the good work!

T.J. - 05/10 12:13 AM  
@Swiggz - Indeed a great shirt, and yeah, I'm hitting the hay so they say.

Paul - 05/10 12:30 AM  
"Walk like a tree, and get outta here!"

Paul - 05/10 1:21 AM  
This is an awesome shirt, but the \$27.90 shipping (cheapest) to Australia kind of hurts — a real shame too.

JohnKale - 05/10 4:17 AM  
@Paul (quote) Perhaps you can get a friend from the states to ship this for cheaper? I've purchased shirts in the past for friends and then I have a few enagaged for them, I send in bulk and save on shipping. It may take longer to get your take, but it saves you money.


Paul - 05/10 5:01 AM  
Maybe something actually to off about our shipping because I have friends from Australia that have purchased and would never have done it if the price was that high...  
We'll continue to look into this.

Bob - 05/10 8:21 AM  
Yeah. Keep on the good work!

<http://www.riptapparel.com>

**200 NIPPLES** HOME FAQ CONTACT ARCHIVE BLOG

LIMITED EDITION NUMBERED T-SHIRTS FROM \$1



*I Need Bacon by (Ipsa Heredit) - Show on 11/23/09. Decent tsh design... (click to enlarge, etc to view)*

**CLICK ON A SHIRT NUMBER TO GET STARTED!**  
Starts counting down as in someone's shopping cart. If they reach zero before purchased, the shirt will become available again.

#1 - SOLD	#2 - SOLD	#3 - SOLD	#4 - SOLD	#5 - SOLD	#6 - SOLD	#7 - SOLD	#8 - SOLD	#9 - SOLD	#10 - SOLD
#11 - SOLD	#12 - SOLD	#13 - SOLD	#14 - SOLD	#15 - SOLD	#16 - SOLD	#17 - SOLD	#18 - SOLD	#19 - SOLD	#20 - SOLD
#21 - SOLD	#22 - SOLD	#23 - SOLD	#24 - SOLD	#25 - SOLD	#26 - SOLD	#27 - SOLD	#28 - SOLD	#29 - SOLD	#30 - SOLD
#31 - SOLD	#32 - SOLD	#33 - SOLD	#34 - \$24	#35 - \$25	#36 - \$26	#37 - \$13	#38 - \$38	#39 - \$39	#40 - \$40
#41 - \$41	#42 - \$42	#43 - \$43	#44 - \$44	#45 - \$45	#46 - \$46	#47 - \$47	#48 - \$48	#49 - \$49	#50 - \$50
#51 - \$51	#52 - \$52	#53 - \$53	#54 - \$54	#55 - \$55	#56 - \$56	#57 - \$57	#58 - \$58	#59 - \$59	#60 - \$60
#61 - \$61	#62 - \$62	#63 - \$63	#64 - \$64	#65 - \$65	#66 - \$66	#67 - \$67	#68 - \$68	#69 - \$69	#70 - \$70
#71 - \$71	#72 - \$72	#73 - \$73	#74 - \$74	#75 - \$75	#76 - \$76	#77 - \$77	#78 - \$78	#79 - \$79	#80 - \$80
#81 - \$81	#82 - \$82	#83 - \$83	#84 - \$84	#85 - \$85	#86 - \$86	#87 - \$87	#88 - \$88	#89 - \$89	#90 - \$90
#91 - \$91	#92 - \$92	#93 - \$93	#94 - \$94	#95 - \$95	#96 - \$96	#97 - \$97	#98 - \$98	#99 - \$99	#100 - \$100

**HERE'S THE DEAL:**  
We use the finest ring-spun, pre-shrunk, 100% cotton blanks available. They're super-soft, have a "tagless" printed tag for comfort and they won't fall apart in the wash (I'm looking at you, Cafe Press.) Each one of our limited edition shirts is delivered with a certificate of authenticity, comes with a 100% money-back satisfaction guarantee and is completely unique...

**We got one design at a time...**  
**X 100**  
It's not enough to cover 200 nipples...

Each one is hand-numbered.  
**1... 2... 3...**

The number on the shirt is the price.  
1 \$1 2 \$2 3 \$3  
The design up there is on sale now.

**HOLDING OUT FOR #1?**  
Subscribe to our new [Short Reminder Service](#). It's super easy and we won't spam you. Both RSS and Email subscriptions available.

**SAFE AND CONVENIENT.**  
We offer your choice of Google Checkout or Paypal on all transactions for your convenience and security.

**DON'T BE SCARED!**  
We have a bullet-proof 100% money-back satisfaction guarantee.

HOME FAQ CONTACT ARCHIVE BLOG RSS/ATOM  
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<http://200nipples.com>

# directory

The directory-style site is one that seldom gets much fanfare. Many of them are very spam-ish and seem to be there just to get some click-throughs. But then a shop submitted a series of directory sites they had built, and I knew I had something worth including in this book. These sites not only look nice, but they actually seem to be user-centric. The more I dug into them, the more I realized they took this niche to a new level.

Although most of us won't likely have a need to create directories, we can still learn a lot from these sites. For one, their goal is to make immense amounts of information approachable. When you land on the homepage for one of these sites, they have no idea what you're looking for. As

such, they are great examples of how to help people get to what they are in search of as quickly as possible.

The Store Envy (Figure 1) is a great example to examine. On the surface, it is pretty clear, but when you consider the massive amount of data they have to work with, it is pretty amazing that the site feels approachable. In this case, they win by having you mill around until you find something you like. From there, you can easily click through to similar items. It has a browsing type of experience that lends itself to random discovery. Other sites are more mechanical than this, but ultimately the lessons are the same. They demonstrate ways of organizing massive amounts of data.



<http://www.patriciaferreira.com>

Figure 1 <http://www.storenvy.com>

<http://www.aroundme.com>



# 04/

the pitch • lighting • iPhone as flourish • social media links •  
icons • typographic • photographic backgrounds

## sites by design elements

Design elements come in a wide array of shapes, sizes, and styles. Some reflect mostly trendy design while others are the result of necessity. What fascinates me about these groupings though is that each and every one of them has a purpose. For as much as each of these has a way of being used that gives it a clear and intentional purpose, they can just as easily reflect a total lack of intention (clearly we will focus on the former). My deepest hope on this topic is that designers won't look on these chapters as design clichés to abuse, but rather as functional tools to be leveraged at the appropriate time. All I ask is that you endeavor to use these elements wisely and with purpose; this only requires a little thought, and that will carry you a long way. Think before you design and you will always find that the end product is better for it.



# the pitch

While this is not a book on marketing, the topic of giving a pitch almost inevitably comes up. An elevator pitch is a sales pitch that can be given quickly (as in the length of a short elevator ride). Samples of incredibly short ones might be “I am a web designer” or “We build houses.” In this chapter is a set of sites that employ a prominent elevator pitch, most commonly on their homepage.

This design element plays a crucial role in rapidly communicating to a user. Visitors to a web site often have an incredibly short attention span and an insatiable thrust for efficiency. Though most users might not describe it as efficiency, this is exactly what is happening. Consider just how helpful it is to immediately understand the purpose of the organization behind a web site. In fact, their very ability to sum up exactly what they do best

is a sure sign of a focused and polished organization. Let’s look at some samples to see how this might work.

On the Concept Feedback site (Figure 1), the sales pitch “Free feedback for marketers and designers” is critical to helping users know why they are here and why they should stay. We immediately know whom this site is for, and the free part removes the most common barrier to entry: money.

One of my favorite examples of a homepage pitch is on the personal site for Andrew Barden (Figure 2). He simply states: “Hello. I like to design things.” While this leaves it vague enough to allow him to work in multiple mediums, it is succinct enough that we don’t wonder if he is a developer, a shop full of a hundred people, or some sort of submarine parts company. It cuts to the chase and not

only lets you know why you’re here, but it lets you know in a way that invites you in further.

While the pitch statement on the Kindred Spirits site (Figure 3) is a bit longer, and perhaps less likely to be read, its prominent placement and large type at least gives it a reasonable chance of being read. In this case, the message comes across more like a mission statement than a quick summary, and I must say I agree with the decision as it would be very difficult to sum up the concept in fewer words.

Ultimately, this is a tool that can be invaluable in rapidly communicating a purpose. Careful consideration of the clarity of the message and the design in which it is presented will ensure that it works as expected.

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Getting ready to launch a brand new concept? Would you like to know what other professionals think before you release it to the world? Concept Feedback is designed specifically for you!

- Upload and share your website, advertisement, logo and more
- Receive quick, actionable feedback from a professional community
- Improve your concept and get better results!

**Signup For Free**   **Explore The Site**

Signup in just 10 seconds for free feedback.

*"Named one of 10 'excellent feedback services you should start using right now', InspiredMag*

*"straightforward and useful" Designer Daily*

*"Two heads are better than one" Sprnguise.com*

*"this is a great concept" Douglas Farr Marketing Technology Blog*

*This is just a really fun and effective way to get quality feedback. - Schwabe @ HerdBusiness*

**Signup For Free**   **View Concepts**

**Professional and constructive feedback on your concepts:**

**Concept: B2B Website Redesign**  
 Rating 4.5  
 I don't understand why the products are repeating below. If you decide not to change them, at least make them appear in the same order as above.

**What I would advise you is to keep the products available on the homepage to no more than 3 (like it shows currently). The more choices a user has, the lower the conversion rate is.**

Feedback by Zeno Popovic

**Concept: Mix and Drink**  
 Rating 4.0  
 Not the greatest message but hey! Anyway the design for the logo needs to just be red rather than a gradient of two colours, which DON'T work well together.

**Everything else is good. Make the reflections less prominent by adding a layer mask and dragging the colour black (only) as a gradient across the reflection layer, thus fading the reflection better and quicker.**

Figure 1 <http://www.conceptfeedback.com>

I am Patrick Monkel. I'm a freelance graphic designer living in The Netherlands. This is the place to check my graphic works online. Feel free to contact me if you have any questions or just want to [drop a line](#).

Graphic work selected 2007 - 2009 (pick an image for a full size version)

- I wear my sunglasses at night**  
*Graphic design / Illustration: A girl goes out with a friend, but she has to wear sunglasses at night because of her eyes.*
- Flower girl**  
*Graphic design / Illustration: Illustration of a girl with flowers.*
- Boss in space**  
*Graphic design / Illustration: A boss in space.*
- Lost in time**  
*Graphic design / Illustration: A girl in a dark, futuristic setting.*
- Urban Best Classics**  
*Graphic design / Illustration: A man in a hat and sunglasses.*
- Fresh**  
*Graphic design / Illustration: A woman's face with colorful elements.*
- Learn to fly**  
*Graphic design / Illustration: A man in a hat and sunglasses.*
- Mail**  
*Graphic design / Illustration: A woman's face with colorful elements.*

<http://www.patrickmonkel.nl>

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 WORK FROM DESIGNER ANDREW WARDEN

HELLO. I LIKE TO DESIGN THINGS.

Services   Recent Work   About Us   Where do we target?

**carbon**

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Figure 2 <http://www.periscopecreative.com>

**KINDRED SPIRITS**

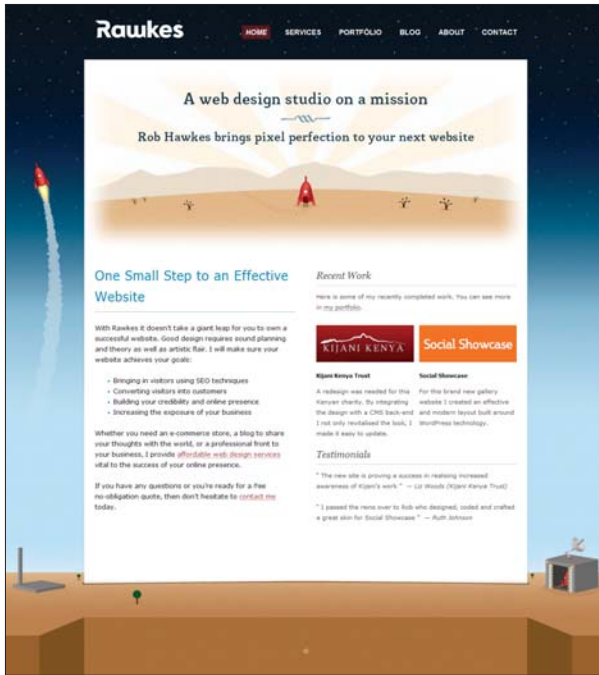
HOME   ABOUT US   HISTORY   DONORS   VOLUNTEERS   CONTACT

Kindred Spirits is a therapeutic riding center in Franklin, TN that reaches special needs, terminally ill, and battered children through horse interaction.

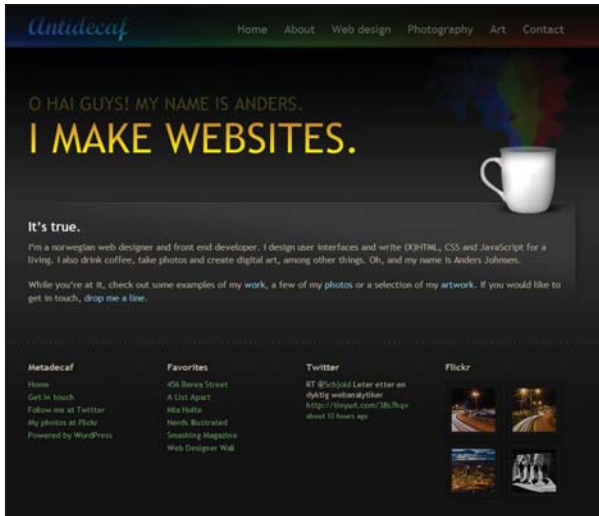
- Where we are located**  
 There are 22.2 acres to see that follow along the beautiful Harpeth River... [Read More](#)
- How this is possible**  
 To think that a child could be able to identify of such a young age is unbelievable... [Read More](#)
- Please make a donation**  
 Kindred Spirits is a non-profit organization... [Click here to make a donation!](#)

Home | About Us | History | Services | Volunteers | Contact | Links

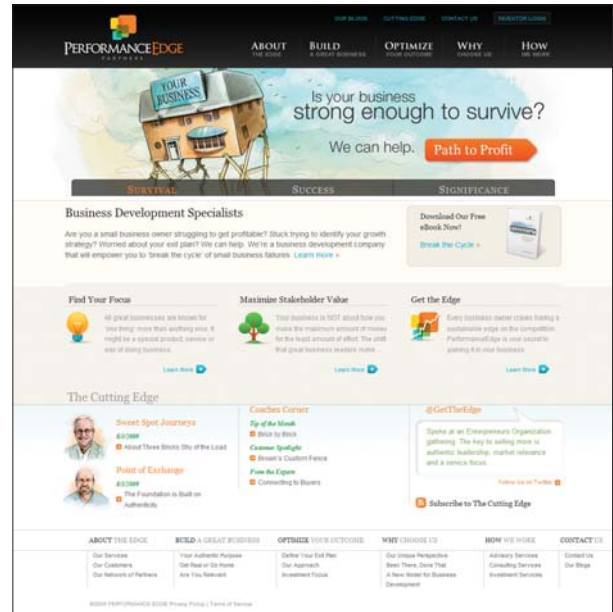
Figure 3 <http://kindredspiritsrn.org>



http://rawkes.com




http://www.antidecaf.com



http://www.performanceedgepartners.com



http://www.smalldotstudios.com

Visualthoughts  contact me  
d@visualthoughts.co.uk

home about web photographs blog contact

Hi, My name is Dave, I am a Manchester based graphic / web designer. Here is a selection of my work. Available for Freelance

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Shared Hosting    Multi Domain / Reseller

for single domain hosting    separate accounts as

Project branding refresh & Website redesign  
Role: Designer  
Employer: Freelance

**ELEVATOR**

Project: A 30s promo sllng for Elevator Learning (Produced by State Room)  
Role: Concept, Photography and Art Direction  
Employer: Elevator Creative Ltd

**NW Venture Capital Fund**

Growth Regeneration    NW VCF - Encouraging growth and reg...

Project: Design for NWVC, a regional fund for new business  
Role: Concept & Design  
Employer: Elevator Creative Ltd

**BAM Construction**

<http://www.bam.co.uk/>

**BAM**

BAM is one

Project: Design a site for a construction company BAM  
Role: Concept & Design  
Employer: Elevator Creative Ltd

**TC**

Project: Brand creation & personality  
Role: Concept, Brand and Design  
Employer: Freelance

**HOSTOO** Huddersfield Open Studio

Project: Brand creation for Huddersfield Open Studio  
Role: Concept & Branding Ideas  
Employer: Freelance

Freelance web designer based in Manchester

I am a freelance graphic / web designer based in Manchester with seven years design experience designing for both screen and print. In the last few years I have concentrated my efforts on designing for the web; making sure everything I design adheres to [W3C standards](#), is SEO friendly and has usability and interface design at its heart. Most importantly I have the ability to form the big ideas - the basis for any piece of work and essential in ensuring longevity across all media.

I have worked for a variety of clients from local companies such as Canning O'Neill and Performance Center Manchester to global clients such as Merck Serono, BBC and Pfizer.

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<http://www.design-manchester.co.uk>

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**BROWSE ARCTICWEAR**



**TEAM ARCTIC**

**10 Wins and 14 Championships for Team Arctic**

Team Arctic cross-country racers concluded their remarkable season at the USCC, securing 10 in-track wins, winning 13 classes, and taking 14 of 18 class championship titles to rewrite what Team Arctic's "old man", Frank Top-Of-The-Line and everywhere in between, Team Arctic racers, drew and Sno Pro race sleds will be about: about which brand owns the rugged terrain that defines cross-country competition. The championship points tell the story.

[Read the whole story](#)

**Team Arctic Shows No Mercy at USCC Mushing 200**

13 wins in 12 classes plus five podium finishes in a familiar story line the season. Team Arctic racers showed no mercy at the USCC Mushing 200 in Humber, Mich., thoroughly dominating the competition with 13 class wins and nine 1-2-3 podium sweeps....

[Read the whole story](#)

**Sweeps Away the Competition in HillsWeb, Cross-Country and Scurries**

Team Arctic racers got out the bronx again this past weekend, methodically sweeping their races - and the competition - in whorlwind, cross-country and hillside events across the country. The most complete class-sweep occurred at the HRC's hubbub in Aron, Wis., where Team Arctic racers won an astounding 14 classes - including a sweep of the B00 Stock, Improved and Head classes with the best-selling HRC - plus three King of the Mountain titles.

[Read the whole story](#)

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**FEATURED VIDEO**

Team Arctic racer Dan Ebertal Wins

Tour of Dan Ebert's trailer at Winter X Games

Made in ATVs | Products | Corporate | Parts Lookup | Customer Service | Safety Information

<http://www.arcticcat.com/snow>

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ALL CLASSES ARE CONDUCTED BY FRIENDLY CERTIFIED WOMEN INSTRUCTORS  
SO, WHAT CAN WE DO FOR YOU TODAY?

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Join us on Facebook! We believe there's already an instructor. Please visit our Facebook page for more information. We'll also continue to post as we receive feedback contributions for Studio W.

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Having a fitness buddy helps. They do not only motivate your personal commitment, but they'll surely become your most motivating accountability partner.

**ARTICLES**  
Is a happy bride a fit bride?  
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**YOGA**  
Yoga and Religion  
Can you meditate your faith? You're concerned that the ancient Hindu practice may contradict your faith?

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Get a discounted 100 day pass to help prepare for our new year. Please register for our new year. Please register for our new year. Please register for our new year.

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New fitness look. Welcome to the new look. We've added some new features to our website and other social media to help you work.

<http://www.studiow.com.my>

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10 years of GSM in Belarus promo site for Online

<http://www.skrotzkystudio.com>

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# lighting

Lighting and illumination in web design can be a powerful design tool. The first thing to realize if you are new to this style is that it almost never uses the stereotypical lighting imagery—there are no light bulbs or hanging light fixtures in these designs. Rather, we find that the designs have been imbued with a sense of internal illumination that creates a certain aesthetic and atmosphere. Let's look at some specific sites to see what has been accomplished with this subtle element.

The Strutta site (Figure 1) is a prime example of how illumination can be leveraged. It is quite likely that the designer didn't necessarily consider this a lighting technique; instead, it was probably seen as an extension of a refined glossy style.

Regardless, the end result is something that gives the sense of internal illumination. In this case, the style has been used not only to reflect an overall design style, but to draw focus to a key element of the page. The intro video that gives the quick overview is a key conversion tool that is brought to the forefront by the contrast of the illuminated backgrounds.

Another subtle demonstration of this style is found on the Pizza Inn site (Figure 2). Here, a radial burst accents the gradient background. Again, I doubt the designer intended to illuminate the scene, and yet this is just what has been done. The lighting makes the content pop and gives the page depth and a rich visual interest.



<http://ryanmcmaster.com>

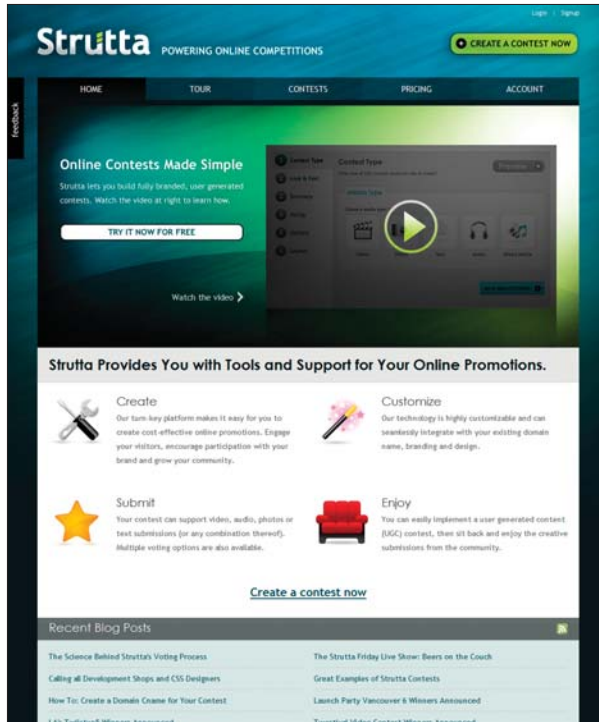


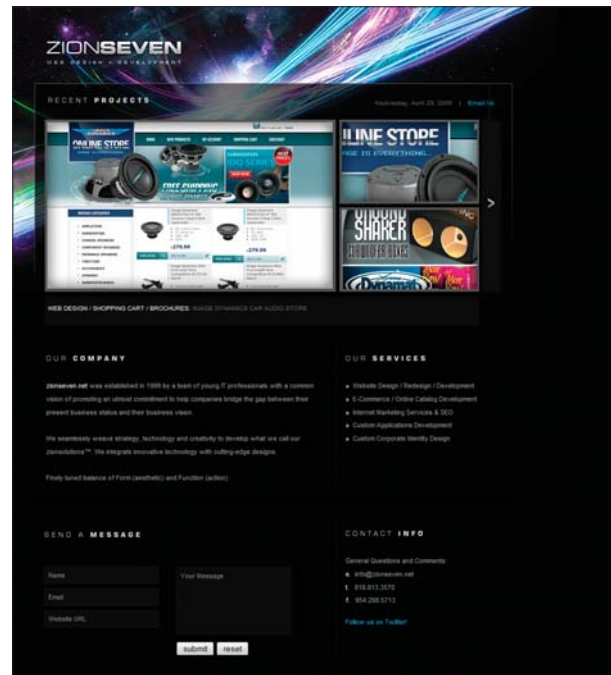
Figure 1 <http://strutta.com>



<http://trystentertainment.com>



Figure 2 <http://www.pizzainn.com>



<http://www.zionseven.net>

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### About Us

**Ben Bodien** is the *front end specialist*. Responsible for interface design, guiding the user experience and creative direction on all work. Loves all things design and won't sleep until your project is polished to a shine.

**Marc Roberts** is the *developer extraordinaire*. Engineers elegant solutions to even the toughest problems encountered in your database and application logic, ensuring that your systems will stand the tests of both time, and your users.

### Contact

Name:  First & last name \* Message:

http://neutroncreations.com

## Tomato Gallery

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### Fantastic Image Viewer

The perfect image gallery on the web is Tomato Gallery. It's written in the fantastic programming language PHP. It uses a lot of javascript and the only flashcomponent is the uploader that makes uploading images to a simple process. Tomato Gallery is good looking image gallery that have a real nice and smooth layout. It's a clone of the Apple Mobile Me Gallery. Please Enjoy.

Try the demo gallery and feel how smooth and clean the images are showed!

Download the latest version of the fantastic image viewer Tomato Gallery!

Read the tutorial to know how to use all the advanced features in the CMS!

Run The Demo Download latest Version Read the Documentation

### News

**Tomato Gallery 1.2**  
Tomato Gallery 2.0 is now released. Some of the new features are: album grouping, redesigned share window, images get preloaded, images are now separated to pages and you can view the images as a slideshow.

**Imager is Now Tomato Gallery**  
The fantastic image gallery imager doesn't longer exist. It's now renamed to Tomato Gallery. This change was made because it was hard to make people understand that when you search for 'imager' you're not searching for 'imager'. That's why I changed the name and feel satisfied with the result. Even of the result with the tomato logo. A new well designed site is also released when you read this.

**Imager has left the beta Stadium**  
One month and over 300 downloads after the first release, Imager php gallery has now leaved the beta stadium and v 1.0 is released and able for download. What's new in this version is primary the view mode that's now loaded with ajax. This makes that the loading time is much lower. A flash uploader, powered by swfupload, is added wich makes upload time shorter, the ftpupload function is disabled.

### Ads

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### About Tomato Gallery

Tomato gallery is one of the best looking image galleries on the web. It's written in PHP, MySQL, Javascript and XHTML. It opens a little of flash. But only for uploading images.

http://tomatogallery.yzx.se

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### Nieuws & informatie

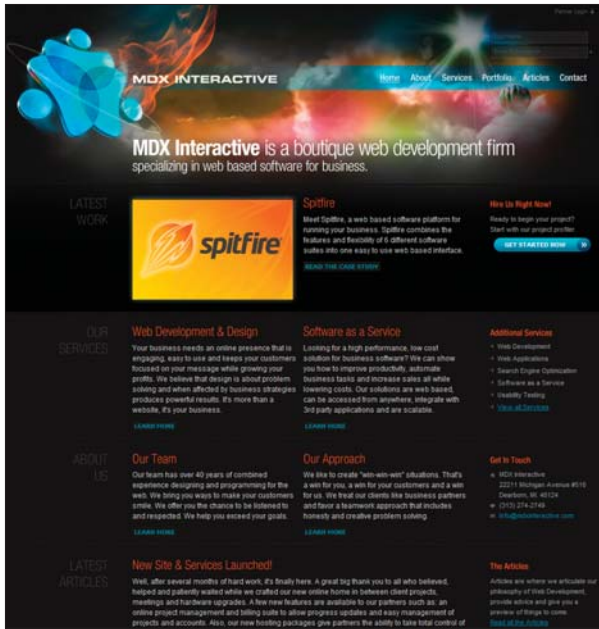
Wij bieden u de laatste informatie over onze diensten en producten. We zijn een team van professionals die u helpen uw online wereld te bouwen en te onderhouden.

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http://www.addnoise.nl





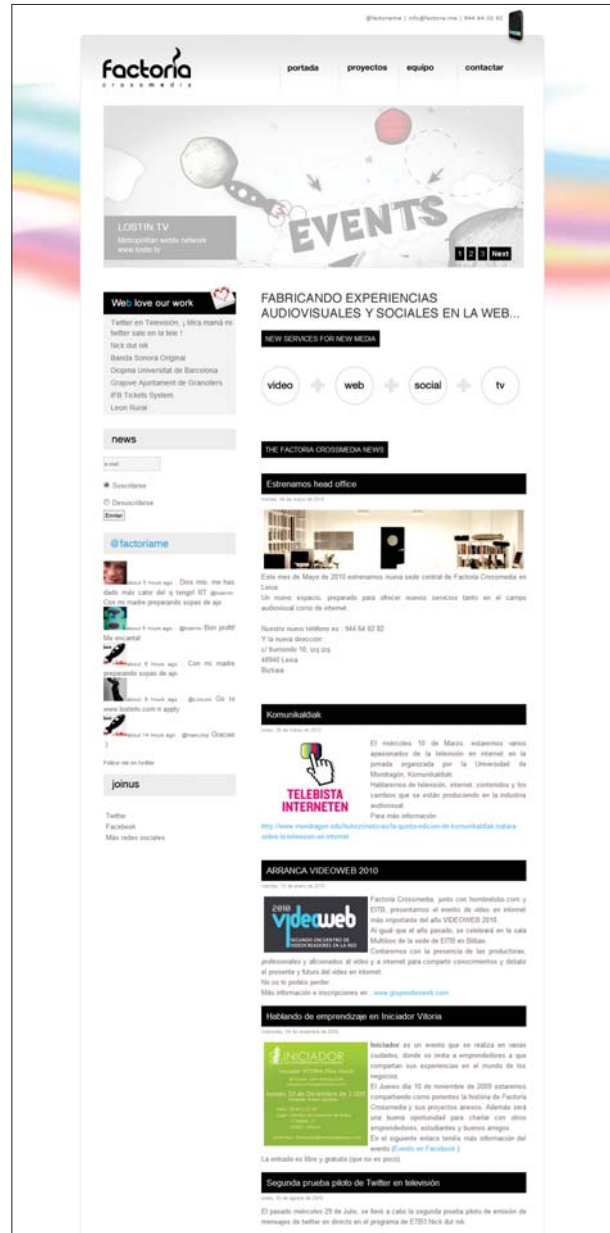
<http://www.mdxinteractive.com>

## notes from a developer

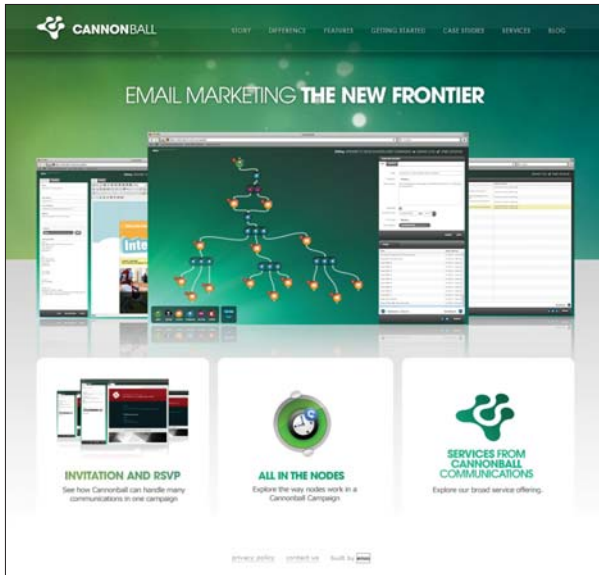
While this style will not likely have a great impact on implementation costs, there are some instances where it can be a bit of a pain. If your lighting technique relies on outer glows and lots of gradients, it is likely to cause some trouble.

Outer glows in particular are notorious for driving developers crazy. This is especially true when these items have roll-over states or otherwise have to change based on a user's action. Carefully consider how glow effects might interact with the elements around them (at least when it is an element the user will interact with). For example, a button with an outer glow over a gradient background will mean one of two things: either the image will be partially transparent (and require some PNG hacking to get working), or it will have to contain the background image as part of it, and will therefore be subject to very precise positioning needs.

In the end, this isn't a showstopper—it's just important to realize that gradients, drop shadows and outer glows can be elements that require careful attention to avoid problems.



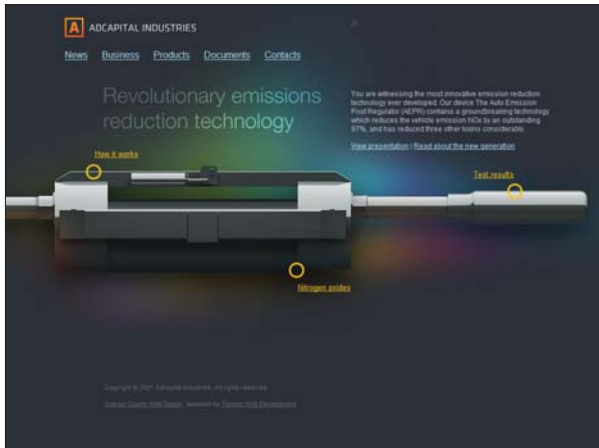
<http://www.factoria.me>



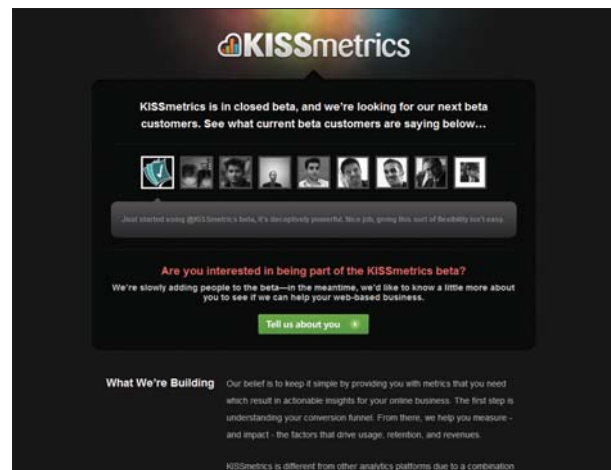
<http://cannonballcommunications.com>



<http://www.harlandwilliams.com>



<http://adcapitalindustries.com>



<http://kissmetrics.com>

# iphone as flourish

There are three things that make the iPhone a popular design flourish that has worked its way into countless web sites. First and foremost, the device is just beautiful; it makes my old flip phone look like an antiquated piece of junk. Secondly, the iPhone is massively popular and very current. So, in a small way, sites that leverage it in their designs are perhaps trying to say they are current or hip. Finally, many sites have iPhone-specific content, and displaying the gorgeous device is a sure-fire way to communicate this.

The Gelattina site (Figure 1) is a perfect example of this design element. In this case, it could easily be argued that the iPhone in the design is not necessary

because it serves a more decorative role. But as it stands, the device fits in nicely with the desktop collage style and is a clever way to show a video.

Arat (Figure 2) is a development shop that focuses on Mac and iPhone development, so it is no surprise to find a large image of an iPhone on their homepage. What struck me as interesting about this site's design was that it puts a reflection beneath the device, which actually does something slightly remarkable. This simple reflection roots the device in the real world and reminds us that it is a real, three-dimensional thing. This, combined with the overlap of the border with the header, creates an illusion of subtle depth.



Figure 1 <http://www.gelattina.com>

Figure 2 <http://arat.cz>

<http://www.bottlerocketapps.com>

<http://www.cellar-app.com>

## notes from a developer

The implementation of this style really depends on how it is used. If the element is simply a part of the visuals and doesn't function or interact with the user, then it's a no-brainer. On the other hand, if you want it to be an interactive element, to behave at all like a real iPhone or to have it play a video, there will be a cost implication.

If you want to play a movie, load it up in Flash and embed it in the page on top of the image of the device. No big deal.

For a more interactive version, the Yahoo! design library offers some great stencil sets, one of which contains iPhone assets perfect for working into a design. Download the set for free here: <http://developer.yahoo.com/yppatterns/about/stencils>.

The screenshot shows the ICEDCOCA website with a navigation bar (Products, Blog, About, Support) and a grid of app icons. The main content area features a large advertisement for the 'Keynote' app. The ad includes a title 'Keynote', a description 'Keynote controls your computer from your iPhone or iPod Touch using shortcuts\*', a price of '\$3.99' for the iPhone App Store and 'FREE' for the required Keynote Receiver, and a list of features such as 'Gorgeous, user-friendly interface that matches the current Apple hardware' and 'Easy to create a Keynote for your favorite Apple store'. A quote from Razanlyf says: 'If you've got a Mac, this is a positively indispensable application that will add more functionality to your work flow than anything I can imagine'. Below the ad are four steps: 'Setting Up Keynote', 'Creating a Keynote', 'Adding and Editing Keys', and 'Publishing/Downloading'. At the bottom, there are links for 'About Us', 'Recent Posts', and 'Twitter Updates'.

<http://icedcocoa.com>

The screenshot shows the imagemakers website with a navigation bar (Home, What We Do, Case Studies, The Team, Contact) and a main content area. The top section features a banner for 'WildSpy Seashore Rambles' with a photo of a beach and a smartphone displaying the app. Below this is a yellow box with the text 'We tell your stories and communicate your messages through immersive and experiential design...'. The main content area features a blog post titled 'Support your local history society!' dated Friday, 18 May 2012. The post discusses the role of local history societies in preserving and interpreting a community's stories. Below the post is a section titled 'Olympic mascot opinion divided!' dated Thursday, 26 May 2012, which discusses the 1992 Barcelona Olympic mascots. The website also includes a 'What we're tweeting about...' section, a 'Our latest photos on Flickr...' gallery, and a 'Most popular tags...' section. At the bottom, there are social media icons for RSS, Twitter, Facebook, YouTube, Blogger, Flickr, and LinkedIn, and a 'Subscribe to our mailing list' form.

<http://www.imagemakers.uk.com>

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**IMCO Carbide Tool, Inc.**  
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**Recent Articles & News**  
Magnate Interactive Helps Launch TheAppShelf.com  
Independent developers of third-party iPhone applications are growing discouraged trying to make their mark in Apple's App Store, which launched just a little over a year ago with approximately 500 apps.  
MASH for iPhone makes the WWDC 2009 App Store Showcase  
Announcing the Magnate Interactive mobile site

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- Conexão à Internet

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**Depoimentos**

"Cine Mobits, o melhor guia de cinema para o iPhone e iPod touch!"  
- Len - Blog do iPhone

"Já tenho uma nova fonte de consulta para minhas listas semanais ao cinema!"  
- Rafael Frohmann - MarkMagazine

"Esse me adora, confesso como sou, é muito útil quando vamos ao cinema!"  
- Julia Cruz - (Facebook)

"Com o Cine Mobits você tem tudo o que precisa para organizar melhor o final de semana."  
- Rafael Veiros - Substia

"Acabei de instalar o programa e confesso que estou surpreso. Arrisco dizer que é o melhor programa nacional disponível para iPhone. Parabéns."  
- Bernardo Reis - (Twitter)

"Personal da Mobits, parabéns pelo App para iPod, está maravilhoso!"  
- Vinícius Ribeiro - (Twitter)

**Estadísticas de Maio/2010**

http://www.cinemobits.com.br

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simple.fun.wow

flipside5

We've got 2 new games in the family

**Ort Storm**  
Ort Storm brings intense arcade space-shooter action to your iPhone and iPad Touch. Unknown forces have disturbed the Ort Cloud at the edge of our solar system, launching huge numbers of asteroids, mines, and alien artifacts that threaten to destroy the Earth. [Learn more >](#)

**Mancala: FS5**  
Mancala: FS5 is the world's best Mancala game for the iPhone and iPad touch. Play a game from your childhood and introduce it to your children. With friendly graphics and sleep game play, it's perfect for kids and adults alike! Play individually with 2 difficulty levels or be challenged playing in 2 player mode - even over the Internet. [Learn more >](#)

...joining the 9 million installed FS5 games!

**Touch Tennis**  
Touch Tennis is the retro-arcade game you will be showing-off to your friends on your new iPhone! Touch Tennis presents increasingly fast-paced ball matches in both 1-player and head-to-head 2-player modes. Choose from different paddles. [Learn more >](#)

**Touch Hockey**  
Touch Hockey puts action-packed hockey in your pocket, ready to let you challenge the computer or friends. Whether you're looking for a quick diversion for yourself, your kids, or as a fun game on-breaker, the magic of multi-touch brings 2-player. [Learn more >](#)

**Touch4**  
There have been over 1,400,000 games played on the Web Edition and now the native iPhone version is 100 times better. [Learn more >](#)

**Tic-Tac-Touch**  
Did you ever think you could have so much fun playing the classic game of Tic Tac Toe? Now native on iPhone and it is beautiful. [Learn more >](#)

**About FlipSide5**  
FlipSide5, Inc. was founded in late 2007 to deliver the world's best software for the world's best mobile platform, the iPhone and iPad touch. [Learn more >](#)

**Our games**  
Touch4 [Learn more >](#)  
Tic-Tac-Touch [Learn more >](#)  
Touch Hockey [Learn more >](#)  
Mancala FS5 [Learn more >](#)  
Ort Storm [Learn more >](#)

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iPhone: stay up to date with the latest product news from FlipSide5 by subscribing to our RSS feed.

<http://www.flipside5.com>

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TOURING MOBILIS

**Touring Mobilis 1.2 voor iPhone**

Touring Mobilis voor iPhone is een gratis toepassing die real-time verkeersinformatie toont voor België.

Op de kaart krijg je te zien waar de files zijn, alsook de ongevallen, wegwerken en snelheidscontroles. De recentste informatie wordt automatisch opgehaald bij [Touring Mobility](#).

Double-tap een locatie op de kaart om meer info te krijgen omtrent de incidenten in dat gebied.

Versie 1.2 zorgt voor compatibiliteit met iPhone OS 3.0.

**GRATIS**

**Eigenschappen**

- Toont kaart van België met real-time verkeersinformatie.
- Kaart om files, ongevallen, wegwerken en snelheidscontroles te tonen.
- Tip-to-data informatie kan automatisch worden opgehaald.
- Elkijk een lijst van alle huidige incidenten.
- Elkijk een detail van alle huidige incidenten voor een bepaalde regio (double-tap op de kaart).

**Systeemvereisten**

- iPhone, iPhone 3G of iPad Touch met iPhone software 2.2.1 of 3.0
- WiFi, 3G of EDGE internetverbinding

Download from the iTunes App Store

TOURING MOBILIS

<http://www.rovingbird.com/touringmobilis-nl>

# social media links

It is not the least bit surprising to find that links to various social media sites show up all over web sites. From corporate sites to personal blogs, links to Twitter, Facebook and other social platforms abound. There are loads of free icon sets for this purpose, and what I looked at in these examples is how the social media icon links have been worked into the design.

One of the most common approaches is to place all of the links in a list at the bottom of the page, as seen on the sites for Kim Burgess (Figure 1) and Lisa Bun (Figure 2). This convenient location has become very popular and is found in the footer of many sites. It makes good sense, too. Once you have consumed the site's content, you are presented with some links to other places to connect to the site or its owner.

Another tactic for icon location is prominent placement at the top of a page, as

seen on the site for Aus120 (Figure 3). Here, we find the links at the top right corner, one of the most prominent locations on the site. For this site and others that choose this placement for links, building a following on social networks is a top priority. The same thing is found on Michael Austin's site (Figure 4). Though in this case, the icons are even more prominent, and a large Twitter feed is displayed at the top as well.

In other sites, like John Philips's mini site (Figure 5), we see that social media links have become the primary purpose of the site, and the homepage is nothing more than a portal to the various networks John participates in.

As with many design elements (or content elements, in this case), designers often forget to consider the goals of a site. The placement, prominence and design of these social media links should be driven by the site's goals.



<http://www.albertio.com>





Figure 1 <http://www.kimburgess.info>



Figure 4 <http://maustingraphics.com>



Figure 2 <http://www.lisabun.com>



Figure 3 <http://www.aus120.com>

## notes from a developer

Social media is all the rage, so it is not surprising that the logos and links to these platforms have become a common part of web design. The technicalities of implementing these are very little, if any, and really have no impact on the end cost of a project.

While implementing simple links might be no big deal, showing a live feed of activity from these social platforms is not quite as easy. Showing RSS feeds is not too much work, but if you want to show live data from a third party, you're likely to have a few complications to get around. This will typically involve issues with calling the web service and handling contingencies like a service being unavailable.

Some of my favorite (and free) social media icon sets include:

- **The extensive Komodo Media set:**

<http://www.komodomedia.com/blog/2009/06/social-network-icon-pack>

- **Wikiworks's round social network icons:**

<http://wikiworks.com/2007/07/28/social-bookmark-iconset-part-2>

- **Jankoatwarpspeed.com's sketchy style icons:**

<http://www.jankoatwarpspeed.com/post/2008/10/20/Handycons-a-free-hand-drawn-social-media-icon-set.aspx> and <http://www.jankoatwarpspeed.com/post/2009/02/23/Handycons-2-another-free-hand-drawn-icon-set.aspx>

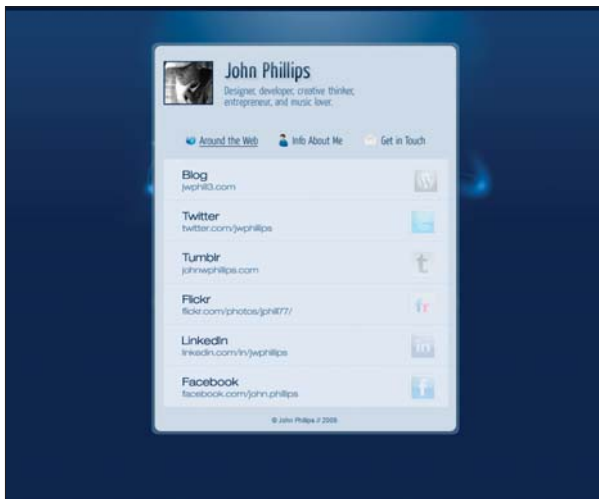
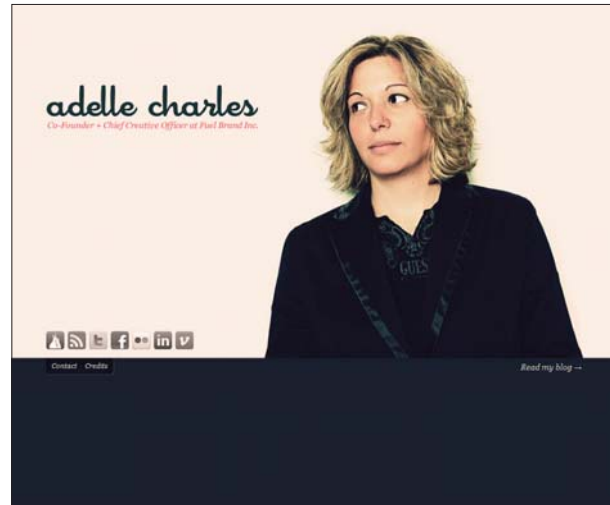


Figure 5 <http://www.johnphillips.me>



<http://adellecharles.com>



<http://www.cucweb.org>



<http://www.visualgroove.net>



<http://www.kmkzband.com>



<http://3diddi.com>



<http://www.levikoi.com>

# icons

The icon is to the web what hood ornaments are to the car (or at least what they were in the 1970s). Icons can communicate so much information in so little space, they cry out to be used. As such, icons have been used in almost every way imaginable. I've picked out some of the more interesting samples to illustrate how to leverage their quick communicating power.

One of my favorites is the 53 Mondays site (Figure 1). In this case, hand-rendered icons break the standard pixel-perfect model and mesh with the site perfectly. They may be a free library, but you

wouldn't know since the icons fit in so well. It would appear that the icons fit so well that they must have been hand created for this design. They still call on common themes in terms of what is depicted in the icons, which is how they become so functional. They rely on the standard imagery, but are presented in a totally fresh way.

Sometimes it is good to remember that icons don't have to dictate the entire direction of a design, and that they can be more effective as simple supporting elements. The Grooveshark VIP site proves this point perfectly (Figure 2). In this case, the icons are only in the bottom part of

the site, but they still serve a communication role. This region of the design is more dense with content, and the icons help break it up and allow for quick scanning to find the content you're in need of.

Let's compare that site to the portfolio site of Lieve Sonke (Figure 3). Here, the icons basically are the design—they are larger than normal and sit on little ledges like trophies waiting to be viewed. The icons barely need defining, and the supporting text for each is pretty small. These function really well, as the icons call on their most well-known meanings.



Figure 1 <http://53mondays.com>



Figure 2 <http://vip.grooveshark.com>



<http://www.thepeachdesign.com>



Figure 3 <http://www.id83.nl>



<http://theiconlab.com>

## notes from a developer

From a developer's standpoint, the icon doesn't present many problems during implementation. So instead, I will point out a few key assets that can really help you find the right direction (assuming you're looking for a stock icon set).

Confinder.net is a fantastic search tool that will help you find many options for any basic icon needs. Once you get a sense of direction for your site's design, use this to see if you can find an entire set to fit your needs.

If you're designing for an application, one of the most popular sets to use is one from famfamfam.com. It's a huge set (more than 700 icons), and best of all, it's free.

Sometimes following standards is a helpful thing as you can draw on industry norms; standardized RSS feed icons can be found at feedicons.com.

Also, check the section in this book on social media links on page 119 for pointers to some other nice icon sets in that niche.



<http://getconcentrating.com>

The GoSiteWave website features a dark blue header with the logo and navigation links: HOME, Tour, Features, Pricing, FAQ, Support, Contact, Free Trial. The main content area has a large orange box overflowing with money, with a mouse cursor pointing at it and a 'FREE TRIAL!' badge. Text includes: 'Meet the first system born to run online businesses.', 'GoSiteWave goes beyond traditional websites...', 'It's one, central console with everything you need to run, achieve, and measure your online business success.', 'With this solid skill and knowledge of web design, you can get up and running immediately! Or if you are not web-savvy and need us to design and implement it for you, we can do that too!'. A 'Next' button is at the bottom. Below is a navigation bar with links: Run Your Website, Capture Leads, Know Your Customers, An Online Shop, Send Newsletters, Executive Insight, What's Next. The main body is divided into 'What is GoSiteWave?' and 'Get the details.' sections. 'What is GoSiteWave?' describes it as a complete hosted online business solution. 'Get the details.' lists features: 'One Stop For Online Success' (Content management, email marketing, integrated contact management), 'Built For Your Business' (GoSiteWave Success on what's important to a business owner), 'Easy to Manage' (You can edit your site, shop and email templates yourself!), and 'Get Support' (We're committed to our top notch email support as well as our online training videos and Online Business Wiki). There are 'Full Feature List' and 'FREE Trial' buttons. Footer includes: © GoSiteWave.com Home | Tour | Features | Pricing | FAQ | Support | Contact.

http://www.gositewave.com

The JP3 Design website has a white header with the logo and navigation icons: Home, Design, Portfolio, Contact. The main content area features a 'WELCOME' section with text: 'JP3 design provides high quality website and print design. Our HTML websites are developed to the latest W3C web standards, we also provide cutting edge Flash websites, Flash animated banners and website content management. We build visually appealing sites that are both content relevant and usable. Want to see more? Go to our portfolio or services'. A 'GET AN ESTIMATE' button is prominent. To the right is a photo of a building with 'Starline Travel' signage. Below is a section for 'WEB DESIGN', 'FLASH ANIMATION', 'BRANDING & PRINT DESIGN'. At the bottom, it says 'POWERED BY HOSTING DIRECT'.

http://www.jp3design.com

The eBandLive website has a dark grey header with the logo and navigation links: ABOUT, EXAMPLES, FAQS + SUPPORT, PRICING, CREATE YOUR SITE, LOGIN. The main headline is 'We've done all the hard work for you.' Below are images of a desktop, tablet, and smartphone displaying the eBandLive interface. A 'START YOUR TRIAL' button is present. The main content area is divided into three columns: 'What is It?', 'Who is It For?', and 'Why Use Us?'. 'What is It?' describes it as a web design and content management system. 'Who is It For?' lists 'Bands, musicians, webdesigners, management companies, record labels and anyone working with musicians that need a hard working affordable web site.' 'Why Use Us?' lists features: 'Easy Content Management', 'Online Store', 'iPhone + Mobile Versions', 'Use Your Own .com Address', 'Fully Hosted Solution', 'Social Media Integration', 'Custom Email Accounts', and 'Detailed Visitor Stats'. There are 'START YOUR TRIAL' buttons. Footer includes: eBandLive Blog, Product, Company, © eBandLive.com. All Rights Reserved. 100% Privacy Policy.

http://www.ebandlive.com

The Noel Miciano website has a bright yellow header with the name 'NOEL MICIANO' and 'Illustrator & Designer'. The main content area features a grid of colorful icons representing various services: Home, About Me, Illustration, Websites, Print, Work, Crafts, Blog, Shoppe, Contact, Downloads, Facebook. A large 'Hello.' text is followed by the text: 'Thanks for stopping by! Please feel free to browse and come back for updates as I upload pages once they are finished.' At the bottom, there is a 'twitter' section with the text: '@noelmiciano @noelmiciano I think this site is funny...guys need love too http://bit.ly/12345678 The site could use some...'. The footer says 'POWERED BY HOSTING DIRECT'.

http://nmiciano.com

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\*conditions apply

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**3 Order & Dispatch**  
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**Stefan Velthuys**  
Web & Frontend-Designer

2805 2010

### Über mich

**Beruflich** Stefan Velthuys arbeitet als Frontend-Designer bei der [Event Marketing] [Zima Marcom] in [Hörningen].  
In dieser Funktion kümmert er sich um das Design und die HTML/CSS-Übersetzung der [PowerPoint Software] und Websites.

**Bisherige Stationen**  
[wagmap] 01.08.08 - 31.03.07  
Als Web-Engineer bei der Web-Agentur [myima] in Baur.  
[Mikrozap] 13.08.02 - 13.08.08  
In Ausbildung zum Medieninformatiker beim Zuger Betriebsbetriebs-Verband [Bibozap].

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OS 1 seit 04.04.04

Stefan Velthuys  
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### Stream

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**Empfehlenswertes**

- 03.03.2010 Weather - local current forecast | [sotswashoe.com] 27.08.2010
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- 03.03.2010 Design Sweep - Spreading camaraderie through good design 21.04.2010
- 17.04.2010 Expertise - Home 18.04.2010
- 17.04.2010 Internet Explorer 10A Style Sheets 18.02.2010
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- Personliche Website velthy.net 2009
- steinstadt Weblog 2009
- Mayoris Website 2009
- Mayoris Application 2009, 2009
- Mayoris Icons 2008, 2009
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Read more

SS Clan Roster  
Saturday, 12 December 2009  
We are very excited about our new SS Clan Roster component! This component allows you to easily organize your gaming clan's members into multiple categories.  
Read more

Bridge of Hope - November 2009  
Joomla Club Template  
Wednesday, 11 November 2009  
The Bridge of Hope template is designed for any type of charity or bond style website. The template includes our standard \$5 menu now, with the choice of either the SS Effects or Joomla Javascript libraries.  
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# typographic

Typography on the web has always been limited, at times neglected, and most often scowled at by designers wanting to implement their typographic masterpieces. Their beautiful designs are often created in Photoshop, and the harsh realities of how web sites are made squash the ambitions of the otherwise hopeful designer. However, there are many tools in place that allow creatives' work to be replicated very effectively, especially when designers more fully understand the limitations they are operating under.

The limits of web site typography are often a bitter pill to swallow, but the examples provided here prove that beauty can prevail. One of my favorite examples is Darren Hoyt's personal site (Figure 1). Beautifully designed titles rule the site and define its style. These lovely titles eliminate the need for supporting graphics

and are the singular element that elevates this otherwise simple design to a higher level. Sure, all the other details need to be in place, but the typographic treatment ensures a beautiful design.

The coDesign site (Figure 2) is a fantastic example of a designer working comfortably around the limitations of the web. No special tricks have been employed to make use of fonts that aren't web-safe. Instead, the designer embraced the safe fonts and simply made the design work with them. This makes for a lean site (code wise) and should have helped reduce the development time (and, thereby, the maintenance costs). Designs like this remind me how important it is for creatives to jump in and code something. Once you see the limitations, it is much easier to create a design that plays nice.

The screenshot shows the homepage of J. Bradford Dillon's website. At the top, there is a navigation menu with links for Home, Articles, Deviations, About, Contact, and Syndication. Below the menu is a main heading "Welcome: An Introduction of Sorts" followed by a paragraph of text. To the right of the main text is a "Previous Articles" section with a list of article titles and dates. Below the main text is a "Standard Deviations" section with a paragraph of text. To the right of this is a "More Deviations" link. Below the main text is a "Market News" section with a paragraph of text. To the right of this is a "New Yorker cover" section with a paragraph of text. Below the main text is a "FFP's Middle Treats" section with a paragraph of text. To the right of this is a "Glyphish" section with a paragraph of text. Below the main text is an "About the Author" section with a paragraph of text. To the right of this is a "Syndication" section with a paragraph of text. Below the main text is a "Search the Archive" section with a search box and a "Search" button. At the bottom of the page, there is a footer with the text "All settings, photos, and deviations © J. Bradford Dillon, 2008 - Now. Unless otherwise noted. All rights reserved." and a "Jump to Top" link.

http://jbradforddillon.com



Figure 1 <http://www.darrenhoyt.com>

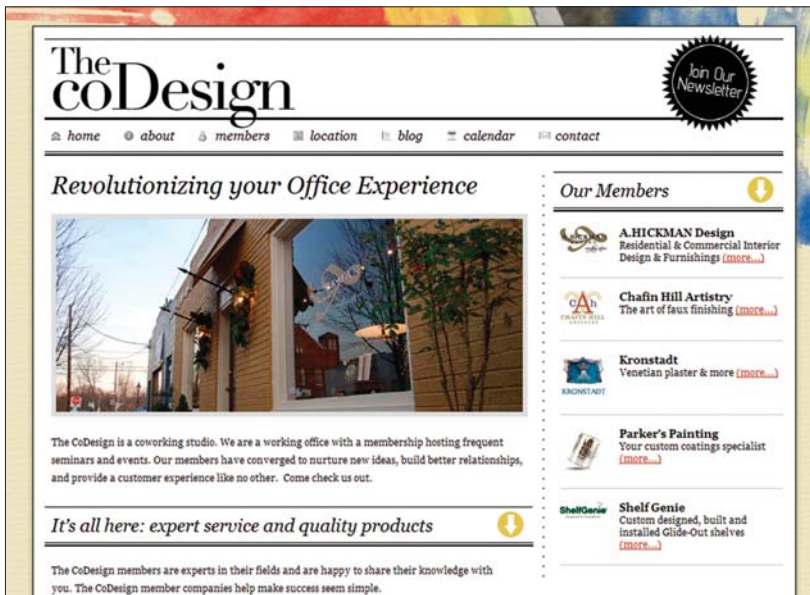
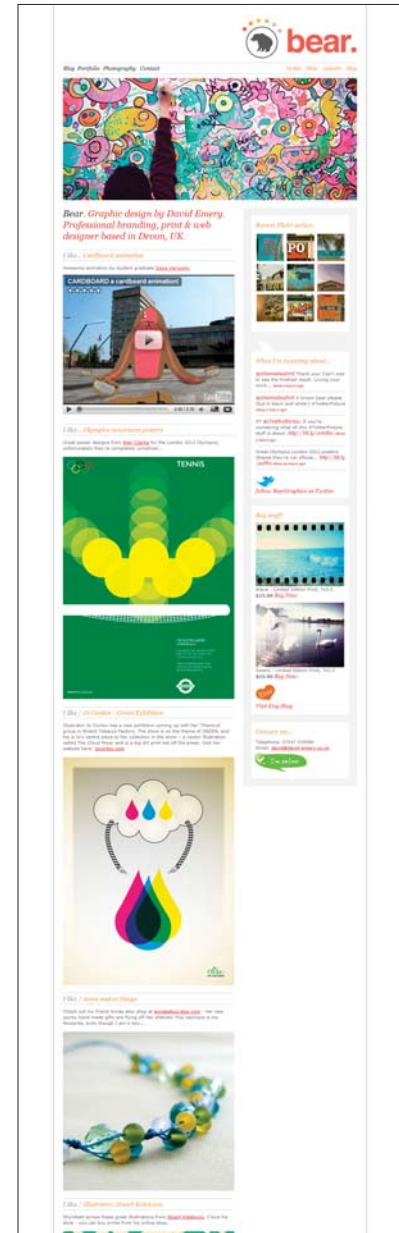
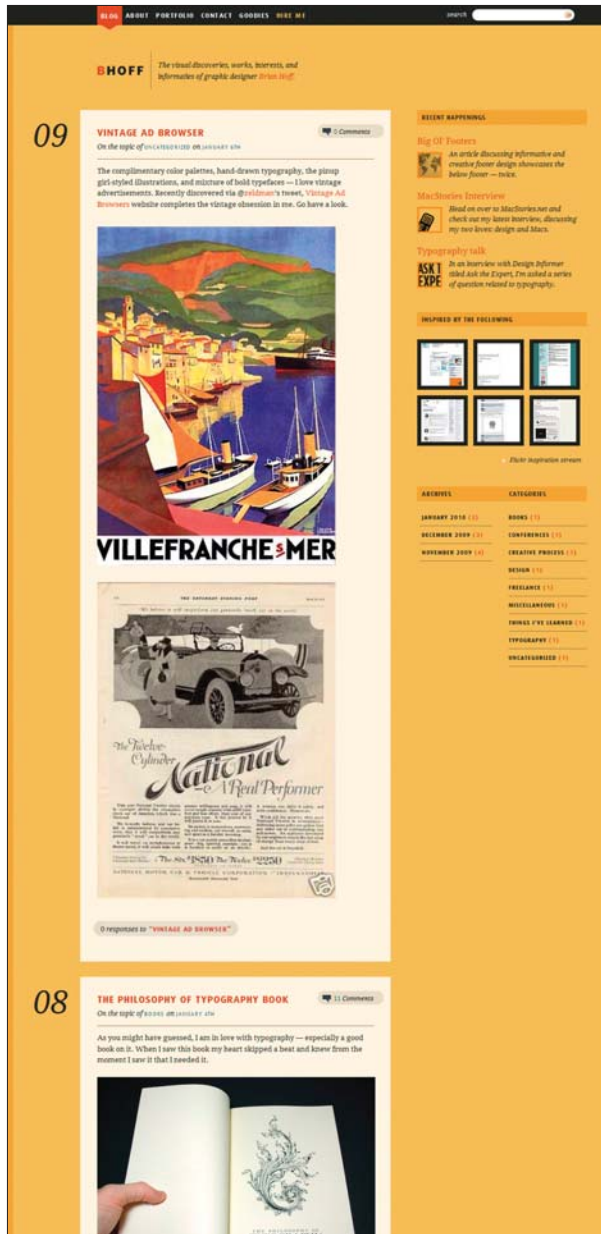


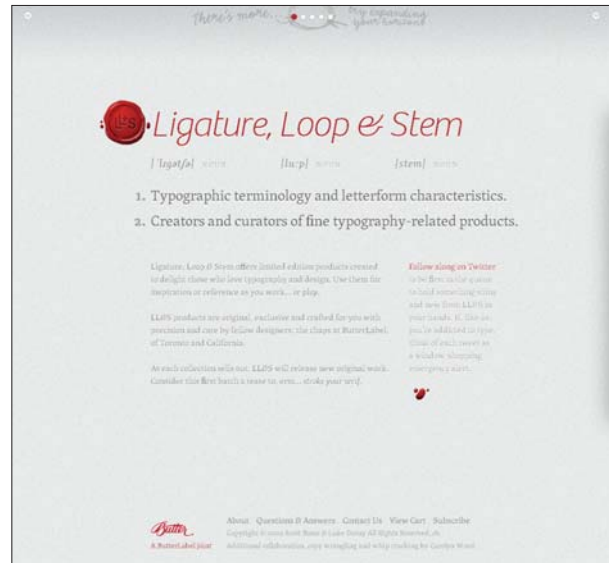
Figure 2 <http://thecodesign.org>



<http://beargraphics.co.uk>



<http://www.behoff.com>



<http://ligatureloopandstem.com>

## notes from a developer

For designers new to the web, the typography limitations can be painful. Short of creating lots and lots of images for headings, there are actually some practical solutions that are pretty easy to implement.

Three solid solutions to rendering fonts outside the web-safe list are sIFR (<http://www.mikeindustries.com/blog/sifr>), cufón (<http://cufon.shoqolate.com/generate/>) and Typekit (<http://typekit.com/>). The first two are free, and the last is commercial. I have used sIFR on numerous sites, and it's pretty simple to implement. Once set up, it renders text in the desired typeface dynamically, making it hands off once it's installed.

The real complication comes when using these tools with backgrounds that are not a solid color. This is something to pay attention to and to work closely with your developer on to ensure your design can be implemented and easily maintained. After all, the real question isn't if you can use a typeface, but rather, how much it will cost to maintain and work with. Automated solutions such as these will keep the cost low and the aesthetics high.

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**118XB. Arial / Helvetica** [VIEW WITH](#) [MAC](#) [GET CSS](#)

### The Smiths' dinner party had not been a success.

803MI. Cambria \* [VIEW WITH](#) [MAC](#) [GET CSS](#)

*My Aunt Mabel used to keep her own accountants. They weren't purebred or anything, she wasn't a show breeder. Mostly they were just wife's and strays that she found skulking outside the cafes and wine bars. She had them in a little pen at the end of the garage. Neighbours used to throw them tax returns or payroll spreadsheets - it was the talk of the street.*

**204SU. Georgia** [VIEW WITH](#) [MAC](#) [GET CSS](#)

THE SMITHS' DINNER PARTY HAD NOT BEEN A SUCCESS. A SQUABBLE BETWEEN JUNE AND KEITH OVER THE STARTERS HAD DEVELOPED INTO A FULL SCALE CONFLICT BY THE MAIN COURSE. NO ONE REMEMBERS WHO FIRED THE FIRST SHOT BUT SOON SHELLS AND ARTILLERY WERE RAISING DUST ON THE ORDA AND CRITICAL THE FIRE-FIGHT LASTED SIX DAYS AND NIGHTS. BEFORE THE RICHARDSONS, BENDING AHEADWARDS, QUIETLY LEFT.

**212LI. Georgia** [VIEW WITH](#) [MAC](#) [GET CSS](#)

*While my friends learn nuclear physics and live out their simple and ordinary lives I must work to save mankind. I do this by making weekly submissions to the local newspaper regarding gardening tips. With my help one day everyone's garden will be as nourished and scrumptious as mine was twenty years ago.*

**301SN. Lucida Grande †** [VIEW WITH](#) [MAC](#) [GET CSS](#)

I'm known as Esteban. While my friends learn nuclear physics and live out their simple and ordinary lives I must work to save mankind. I do this by making weekly submissions to the local newspaper regarding gardening tips. With my help one day everyone's garden will be as nourished and scrumptious as mine was twenty years ago. My deep dark secret is that I do not even have a garden. In fact I never have. I don't even like gardens. Furthermore I dislike the mere thought of gardening. If you have a garden, please go on.

**808XN. Cambria \*** [VIEW WITH](#) [MAC](#) [GET CSS](#)

### The Smiths' dinner party had not been a success.

**514LB. Trebuchet** [VIEW WITH](#) [MAC](#) [GET CSS](#)

I'm known as Esteban. While my friends learn nuclear physics and live out their simple and ordinary lives I must work to save mankind.

**416XN. Lucida Sans Uni. ^** [VIEW WITH](#) [MAC](#) [GET CSS](#)

### The Smiths' dinner party had not been a success.

**613MU. Verdana** [VIEW WITH](#) [MAC](#) [GET CSS](#)

THE SMITHS' DINNER PARTY HAD NOT BEEN A SUCCESS. A SQUABBLE BETWEEN JUNE AND KEITH OVER THE STARTERS HAD DEVELOPED INTO A FULL SCALE CONFLICT BY THE MAIN COURSE. NO ONE REMEMBERS WHO FIRED THE FIRST SHOT BUT SOON SHELLS AND ARTILLERY WERE RAISING DUST ON

**TYPEFACE**

- Actia / Helvetica
- Cambria \*
- Georgia
- Lucida Grande †
- Lucida Sans Unicode \*
- Trebuchet MS
- Verdana

**FONT SIZE**

- Small
- Medium / Body
- Large / Reading
- Extra Large

**EMPHASIS**

- Normal
- Bold
- Italic
- Opposense

<http://www.typechart.com>

**THE VILE PLUTOCRAT** EXPOSING THE EXCETIONS OF THE ENTITLED CLASS 2010

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## Stockbroker turned politician, Rep. James Moran illustrates Congressional conflict of interest

Long standing congressional ethics rules allow almost any kind of trading and investment, subject in general to the judgment of individual lawmakers - whose judgment we all know is beyond reproach. It should come as no surprise that the standards Congress applies to themselves stand in stark contrast to rules the lawmakers have mandated for others in government and the private sector. [WAPC]

CONTINUE READING [Printed Edition on 02-23-10 - 20 Comments](#)

### Disgraced Detroit Mayor Kwame Kilpatrick Goes To Jail Again

DETROIT — Former Detroit Mayor Kwame Kilpatrick was sentenced to up to five years in prison Tuesday for violating the terms of his probation stemming from his lying under oath about an affair with his chief of staff.

CONTINUE READING

### Wall Street CEOs are still living large

Some of the nation's biggest financial firms have increased the perks and benefits they pay their chief executives, despite the glaring spotlight from a public fed up with handsome bonuses at bail-outed Wall Street banks.

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### Surprise! No criminal charges for executives from AIG Financial Products division

Without so much as a slap on the wrist, the Justice Department closed their high-profile investigation into current and former executives of an American International Group subsidiary that was linked to the insurance giant's near collapse. Sources familiar with the probe said Friday evening. [WAPC]

CONTINUE READING

### Texas Gov. Rick Perry's \$600,000 taxpayer paid rental home

AUSTIN, Texas — With the state facing a budget shortfall of at least \$11 billion, Texas Gov. Rick Perry has spent almost \$600,000 in public money during the past two years to live in a sprawling rental mansion in the hills above the capital, according to records obtained by The Associated Press.

CONTINUE READING

### Forbes 2010 List of America's Most Expensive Homes

Luxury prices, ridiculous amenities, and stratospheric prices. The most ludicrously expensive "homes" for sale in the United States don't bear any relationship to supply and demand in the broader real estate market. While the sale of a single home can be a game-changer, the question that begs to be answered is why these modern-day feudal castles get built in the first place.

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### The Global Oil Scam

\$2.5 Trillion - That's the size of the global oil scam. It's a number so large that, to put it in perspective, we will now begin measuring the damage done to the global economy in "Madoff Units" (\$50 billion up/down). \$2.5 trillion is 50 times the amount of money that Bernie Madoff scammed from investors in his lifetime, but it is less than the monthly excess price the global population is being manipulated into paying for a barrel of oil.

CONTINUE READING

### Crist portrait sold on eBay for \$7,700

THE FLORIDA GOP says it's sold an oil painting of Gov. Charlie Crist, who bolted the party to run for U.S. Senate as an independent.

CONTINUE READING

### AIG reports \$1.5 billion first-quarter profit

Baloo's improving American International Group reported a profit Thursday for the third time in four quarters, inspiring odds that taxpayers will see at least some of their money returned by the insurance giant.

CONTINUE READING

### Mariah Carey and a Diamond Encrusted "Ring Pop" Re-Weds Nick Cannon

On April 30, 2010, Mariah Carey and Nick Cannon were remarried for the third time. The Diva and her boy toy like to brag that they get married every year... because "that's our thing!"

CONTINUE READING

### Florida GOP hawks Charlie Crist painting on eBay

Five thousd Bushes questionable spending at the Republican Party of Florida like the \$7,500 for a painting of Gov. Charlie Crist, who bolted the party to run for U.S. Senate as an independent.

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**OUR FEATURED WORK**




**Production Fastening Systems**  
New Orleans, LA

PFS was looking for a site to showcase their steel fastening product. Along with a three level catalog complete with detailed product information and specs, we added a news page and photo gallery to use for product and company updates.



**Read The Kanji**  
Newport, Oregon

Read The Kanji a web application we built to help students prepare for the Japanese Language Proficiency Test. With a custom algorithm and Ruby on Rails, we are constructing a system for users to track their progress and pinpoint problem.



**Walter J. Barnes Electric Co.**  
Jefferson, LA

This large New Orleans based electrical contracting firm wanted a simple web presence to easily give out company information. Included was a projects section for displaying past work, and a customized "job room" for making

<http://www.squarefour.net>

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Join with us this year in making our Spirit of Giving Campaign the best yet! Donations go to Families First and The Seacoast Food Pantry. [Click to join our TV Search >](#)

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As a web designer myself, I always wondered how all these famous freelancers live and work. What does a typical day in their lives look like? How did they become so well-known? And do they really work in their pajamas and get up at midday? Join me on my quest to find out! Within the next few months I'll be interviewing the most talented web design freelancers and create a wonderful ebook about it. [Follow us](#) to be notified about the release!

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**Illustratives Webdesign**  
Auf kreative Weise Design und Technik verbinden



**Sie möchten eine auf Sie, Ihre Firma oder Ihre Projekte zugeschnittene Website mit einer individuellen, künstlerischen Handschrift? Ich entwickle für Sie ein Gesamtkonzept, welches Firmenlogos, Visitenkarten, Geschäftsbriefe und Berichte u.v.a. beinhaltet. Haben Sie bereits eine Website, die allerdings einen neuen Aussehen benötigen lassen? Informieren Sie sich über unsere Leistungsplanung.**

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1. Individualität durch ein individuelles und einziges Webdesign
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**Wichtige News Website "Kanal als Blog"**  
KUNSTBERG von 1984, Walter Schaefer [siehe](#)  
11.12.2009

**Eigenangriffung bestanden**  
Im Frühjahr 2009 wurde an der Jungfernhalle (JAH) Kommunikationstechniken studieren. Ich freue mich!  
02.11.2009

**Kolomsk Barber 2009**  
Ich habe meine Website und mein Angebot überarbeitet und erweitert. [Siehe Website](#)  
10.11.2009

In weiter Linie geht es bei Ihrem Internetauftritt um die Vermittlung von Informationen, Ihr Produkt, Ihre Firma und-oder Sie als Person. Erst dann entscheidet sich, wie man die Inhalte gliedert, sodass die Besucher ohne Umwege schnell zum Ziel kommen. Das Ziel könnte sein: Die Kontaktaufnahme und so nächsten Schritt der Erwerb Ihres Produktes. Desherberichtig können Sie **jederma keine mögliche Funktionen** eingebunden werden, die den **unvollständigen** Onlinevertrieb Ihres Produktes ermöglichen. Durch ein **angenehmes und leicht** umzusetzendes Design mit **hohem Wiedererkennungswert** in Verbindung mit regelmäßig aktualisierten Themen erreichen Sie bei vielen Besuchern ein **großes Interesse** und **handelt somit Kunden** an Ihre Website.

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<http://malwin-faber.de>

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★ Robert White

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10/10/2009  
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**BLOG TITLE HERE**  
10/10/2009  
Over the past several, I have talked to Arizonans across the state. From Legislative District (LD) meetings to private conversations with family.

**Upcoming Events**

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November 10

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November 10

**Tea Party**  
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# photographic backgrounds

The use of photographs or otherwise complex backgrounds over solid colors, patterns and simple gradients has been popular in web design for a long time. From a designer's perspective, it offers a unique situation and some interesting possibilities in terms of the design.

Traditionally, many sites make use of this style in a beautiful yet basic way. For example, the sites for Leaf Tea Shop & Bar (Figure 1) and The Creative Dot (Figure 2) have complex backgrounds that lead to inevitably simpler foregrounds. The image sets the mood of the site and communicates something about the site's purpose. While this design is effective, it seems that many have begun pushing the style a bit further.

What gets really interesting is when the background image actually becomes

a part of the content. On Rommil Santiago's site (Figure 3)], for example, the flower is in the background, and yet it's part of the foreground. The space left in the foreground actually makes the flower move forward, but it is overlapped by the foremost items. So it somehow lives half-way between.

We see this again on Noah Shrader's site (Figure 4). The background image is equally a part of the content itself. This dynamic makes the background an even more functional part of the site. Overall, it helps make the site distinct and unique, but also enables a sort of minimalism that leads to streamlined communication and a clear flow in the content.

It's exciting to find niche web design tools like the photographic background that are being leveraged in fresh ways. I

am sure this has been done before, but it is an approach worth talking about and shows how something simple can be put to work in a complex and effective way. It makes me want to reconsider many basic elements that get put into my designs without extensive thought.

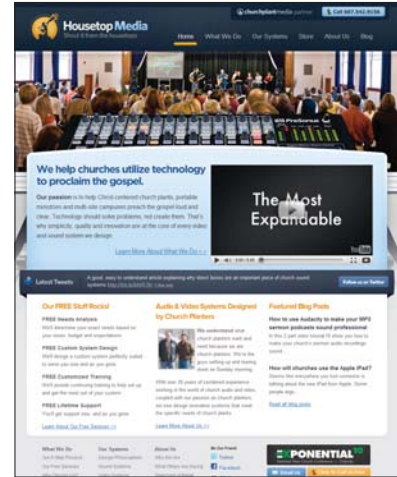


<http://www.bensky.co.uk>





Figure 1 <http://www.thisisleaf.co.uk>



<http://www.husetopmedia.com>



<http://blog.newsok.com/afghanistan-iraq/mikes-blog>



Figure 2 <http://www.njwebdesign.co.za>



Figure 3 <http://www.rommil.com>

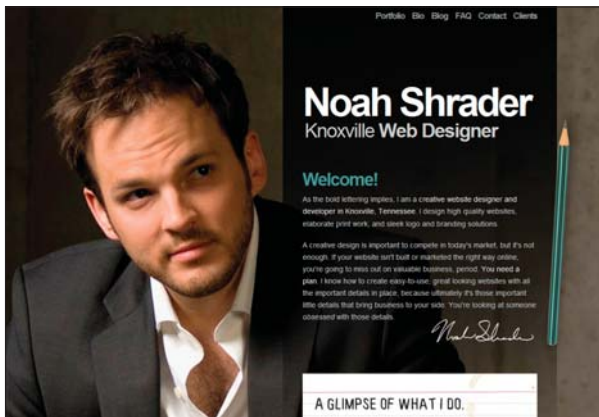


Figure 4 <http://www.noahshrader.com>

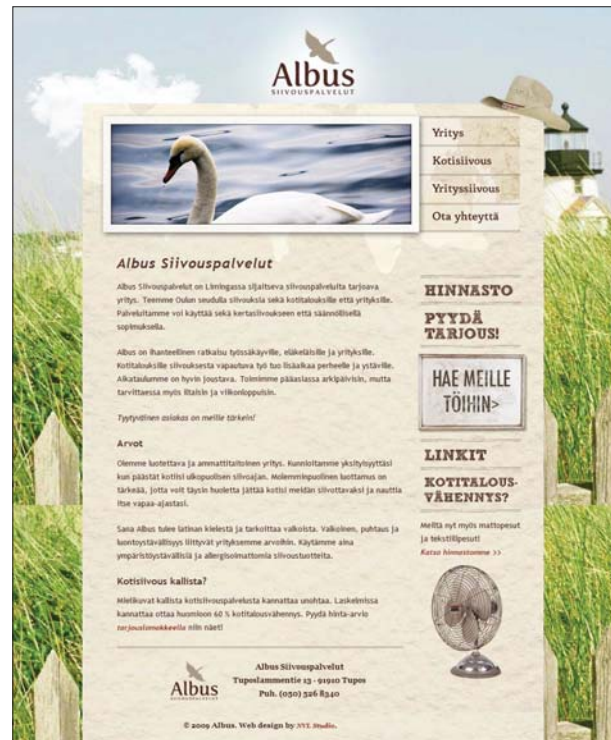


<http://www.davyknowles.com>

## notes from a developer

If your design relies on portions of the background image showing through into content regions of the site, you're likely to hear your developer complain about this. If items over the background need to be able to move, transparent PNGs are inevitable. If the items don't need to move, the transparency can often be simulated by placing images appropriately.

PNGs are a file format similar to JPEG and GIF, except that they allow for alpha transparency. This means they can have varying degrees of transparency, much like items in Photoshop. This does cause some browser issues and will require a fix for good old Internet Explorer. One of the best solutions can be found here: <http://www.twinhelix.com/css/iepngfix>. All in all, this should not be a showstopper, but your developer will have to put a work-around into place. Overall, the cost implication should be minimal.



<http://www.albus.fi>



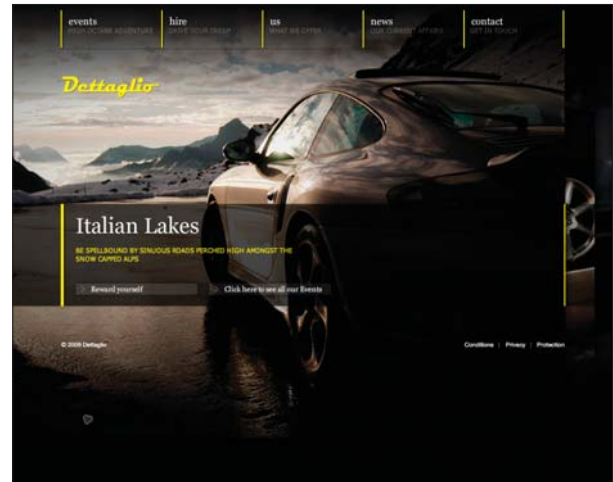
<http://www.superieur-graphique.com>



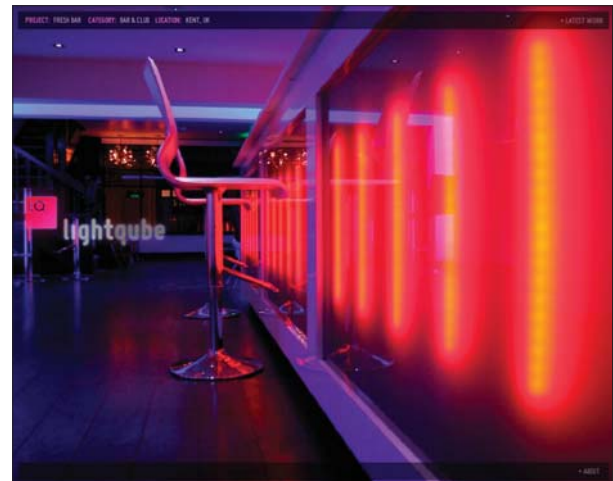
<http://v1.maykelloomans.com>



<http://www.schlossanger.de>



<http://www.dettaglio.co.uk>



<http://www.lightqube.co.uk>

# 05 /

ultra clean • minimal • sketchy • collage • illustrated •  
type-focused • solid colors • fabric • wood

## sites by styles and themes

One might think that styles and themes are one and the same (if only because I group them together here), but in fact, they each have their own—but similar—purpose. It seems that styles represent more vague approaches to things that don't necessarily employ a particular visual element. For example while “retro design” is a style it doesn't dictate a particular imagery. All of this contrasts sharply with themes. A theme in and of itself dictates a particular visual vocabulary. For example, a sketchy theme will inevitable have some hand drawn elements in it. All this really means is that themes and styles are different ways of thinking about how you design a page. One could have a retro minimal style site or an illustrated ultra clean one. The idea here is to consider the basic approaches you can take to a design and figure out how to leverage them to your benefit.

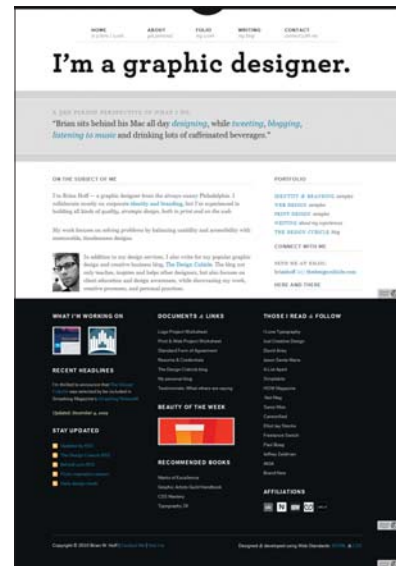
# ultra clean

If I had to pick a single style or approach to web design to use, it would have to be this one. The designs in this section represent for me not just a style, but an ideal in terms of clean and functional design. Ultra-clean sites lean toward minimalism, but they are not so focused on being less as they are on being crystal clear. As such, these sites are a joy to look at and are uniformly easy to use. They provide a great target to shoot for in terms of polish and functionality.

Let's start with the Nosotros web site (Figure 1) as an example of this style. The delicate touches throughout this design combined with an airy layout make this site sing. With an abstract name and a nondescript logo, the text on the homepage introduces the company and communicates a bit about how they approach design work. They set themselves apart

from the stereotypes of agencies and support this by having a killer site. I can't imagine a more effective sales pitch. Sure, agencies have their place, but there is a market for the anti-agency (just as there is for freelancers or high school kids building web pages). The cleanliness of this site tells the user they can back up their words and lets you get hooked on them in an instant.

The NanoIntegris site demonstrates how powerful a clean site can be (Figure 2). In this otherwise dry manufacturing niche, the company showcases itself as a high-end company tuned in to the latest styles and technologies. This site makes learning about the company's products easy and clear, and it avoids the typical confusion found with extremely technical and complicated products.



<http://www.brianhoff.net>

**NOSOTROS**

HOME ABOUT WORK BLOG CONTACT ESPAÑOL

## Goodbye Fancypants Agency. Hello Nosotros.

We're an experienced team of down-to-earth people. We make great websites and unforgettable brands. [YOU HAD ME AT HELLO >](#)

Construction Safety Jobs.com

Welcome to CSJ, an online marketplace, made for the construction trade community. The marketplace connects construction professionals with employers and offers a variety of services to help you find the right job or hire the right person for your business.

Quick Job Search

I'm a Safety Professional and I would like to...

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THE REAL CREAMERS - BELGIUM  
by Cornelia 8 November 2009

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**Jamie Gregory**


Fancy hooking up?  
Tel: 07875 330 821  
Skype: jamie\_gregory  
Email: hello@jamieregory.co.uk

Jamie Gregory is a Freelance Graphic Designer based in Southampton, Hampshire, UK.  
Jamie has over 10 years experience of making things look nice, working together with small businesses.

Jamie also helps design agencies with overflow work. The aim is simple, produce great work. The end.  
To discuss a project or arrange a portfolio viewing please contact Jamie on 07875 330 821 or Email: hello@jamieregory.co.uk

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The freelance shenanigans of web developer Rihards Steinbergs

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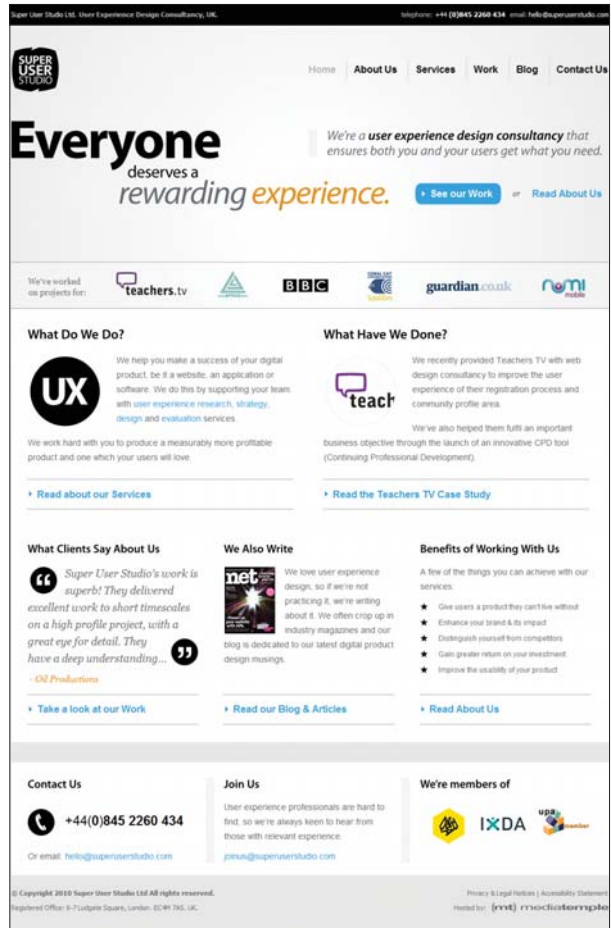




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# minimal

The minimalist style has always been popular, and it seems to maintain its status as one of the most viable and well-received approaches to web design. Not only does this style potentially offer the most usable designs, it also tends to produce ones that are timeless. Sites in this style are also typically easier to build and maintain. Don't be deceived, though—the minimal style is not easy to design or to implement. It requires painstaking attention to detail, and a keen eye for the subtleties of design.

The Inbox Awards (Figure 1) web site is an interesting example of this style. Not only is it minimalist in nature, it also incorporates a very atypical layout and navigation system. As a site that showcases great design, a minimalist style makes perfect sense. The work being showcased

(instead of some fancy e-mail-based theme) is allowed to grab the full attention of the viewer. In this case, the style doesn't say much about the site's owners or the content directly, but it does reflect a pragmatic focus on the content and a desire to make it the showcase of the site.

The retrostrobe site (Figure 2) offers another fine version of this style and shows that just because the style is called minimal, it doesn't have to be lame, boring or otherwise uninteresting. Here, we see a design that functions to allow the user to get an insight into the approach this agency might take on a project. It would seem they look at a project and find the best, most efficient way to communicate the site's goals. In this case, a minimal style showcases the agency in a posi-

tive light as an effective, results-oriented shop. And we get all that from the style they selected. It is up to them to live up to that, but the message they communicate with their design is inevitable.

Another interesting minimalist example is the Sreski site (Figure 3). While it may be tempting to use a white background for a traditional minimal-style site, this example shows that you can still have a minimal style with a nonwhite/different colored/dark background. On this site, the trimmed-down design lets the work shine. What really strikes me about the design is how the image layout is adapted to fit the images. Why crop these long images to simple squares? Instead, the designer worked to show the pieces in the best possible way. It's truly refreshing.

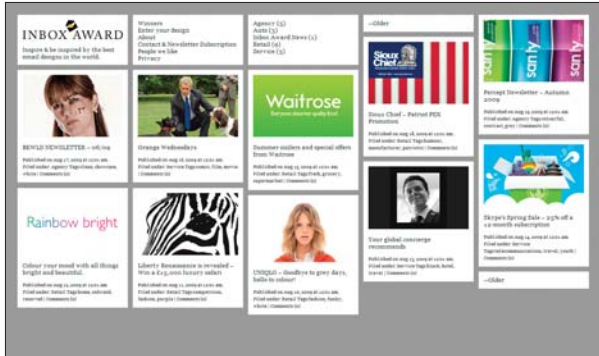


Figure 1 <http://www.inboxaward.com>

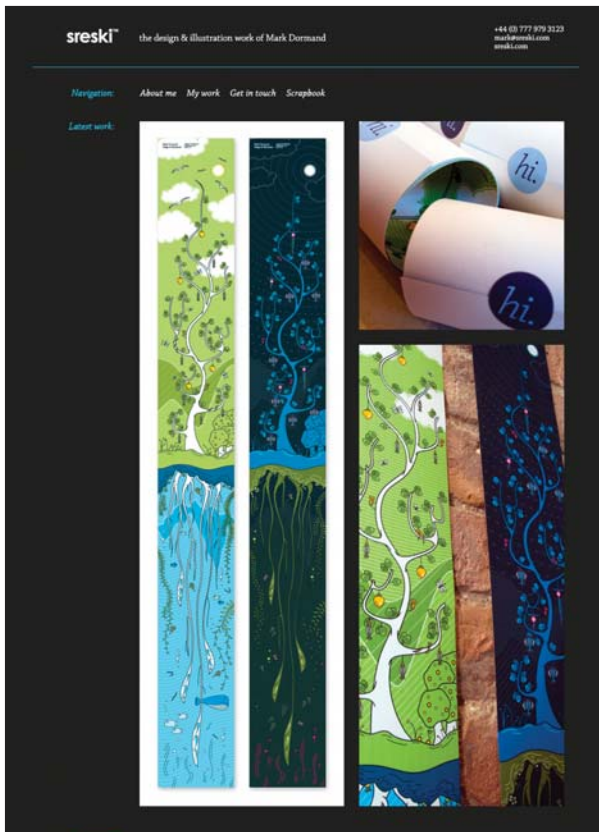


Figure 3 <http://www.sreski.com>

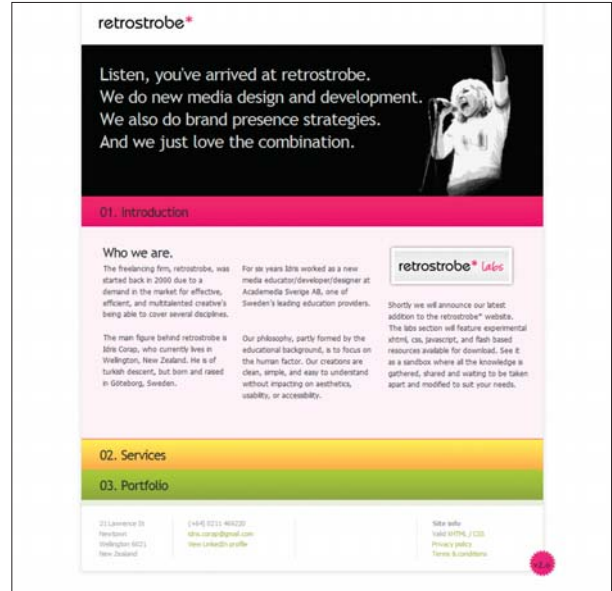
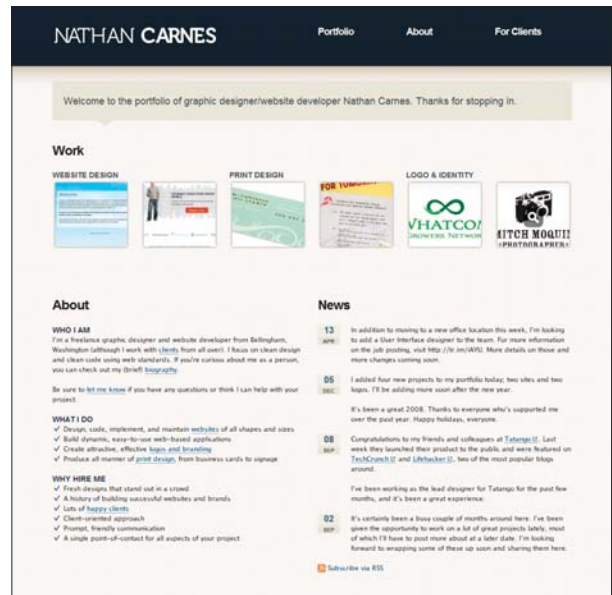


Figure 2 <http://www.retrostrobe.com>



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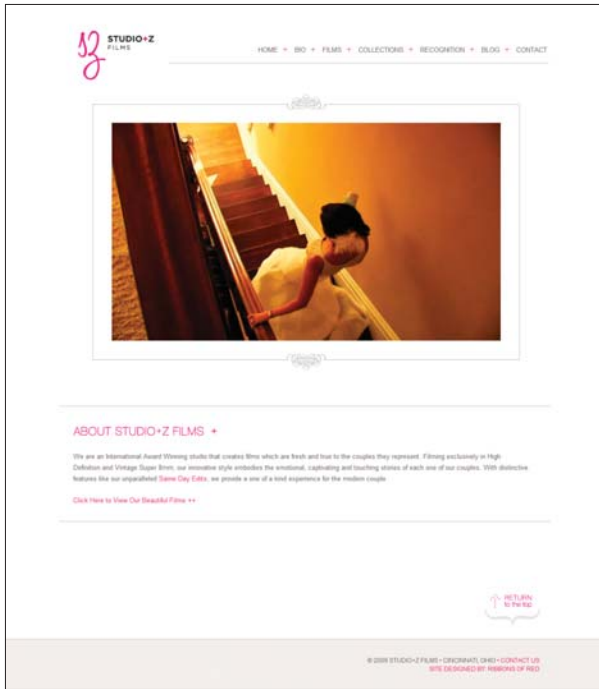
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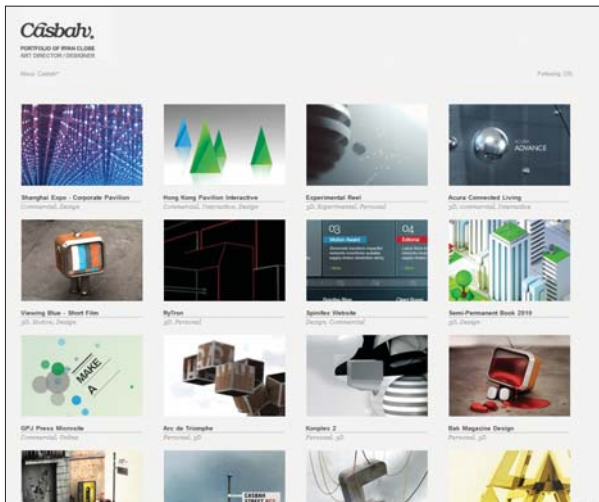
Jo & Dunc got spliced on Friday 24th March 2006

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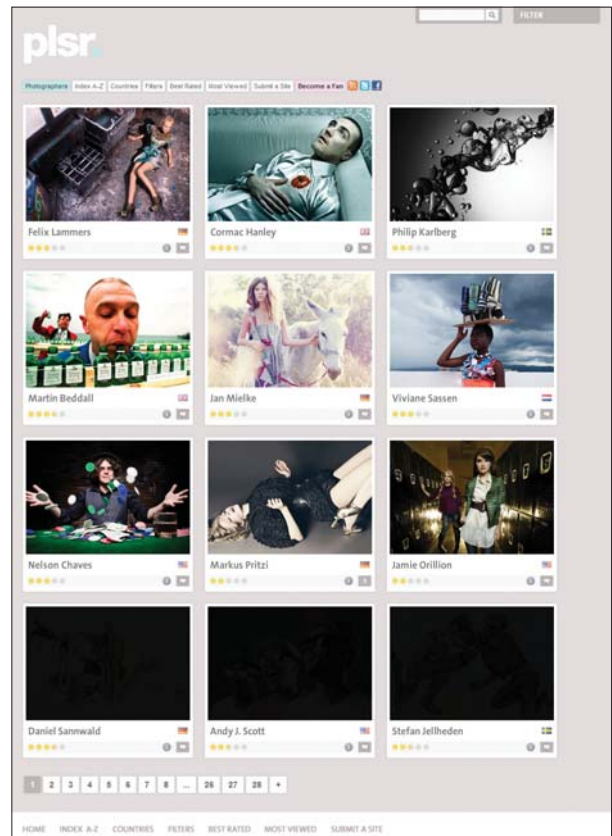
<http://www.studiozfilms.com>



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<http://plsr.net>



# sketchy

One surefire way to create a totally unique design is to incorporate hand-drawn elements into it. This works for obvious reasons—no two people will draw the same thing in the same style with the same imagery. Even when two people set out to sketch the same object, they will approach it with different techniques, different compositions and different personal histories. As such, this style finds its way into a number of sites. Let's look at a few examples.

The sketchy style of the Twiggy site (Figure 1) comes across as totally unique; in no way does it feel the same as any other site. In this case, the style connects with an organic and hip atmosphere. It appears to be a project from Internet

hipsters instead of some uber-nerd code junkies. Who knows if this is true or not: In many ways, it doesn't matter. Ultimately, they are pushing a product, and the image they present is key.

In other cases, such as Camelia Dobrin's site (Figure 2), the purpose is far more literal and obvious. Here, it is the portfolio site of a creative. As such, it does the artist well to show off her skills. The simple drawing on the homepage is unique and portrays the individual's style very clearly. We see this approach on other sites, like that of Jessette Dayate (Figure 3). Again, the individual's unique style is clearly and prominently communicated with the site's hand-drawn visuals. These illustrations not only decorate the

page, they also communicate to the user what the site's owner does.

Another purpose of hand-drawn elements is to connect with the root purpose of a site. Such is the case with the Greenville site (Figure 4). Being an organization that operates in the health care industry, it faces some key challenges. Foremost is an impersonal stigma. This is most likely what drove them to a hand-drawn style for their site. Not only does it present them in a unique way (especially within the industry), it also attempts to let the consumer know that the company isn't lifeless. This personal style connects with the user in a way that breaks down some of the stereotypes and assumptions about what a health care experience will be.



Figure 1 <http://twiggly.carsonified.com>



Figure 2 <http://www.camellie.com>

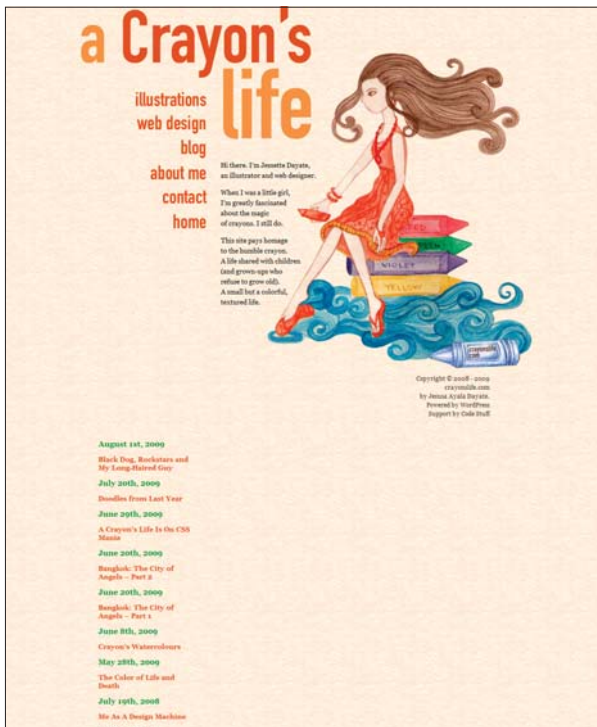


Figure 3 <http://www.crayonslife.com>



Figure 4 <http://www.happygreenville.com>



<http://ami.wookypooky.com>



## notes from a developer

This is one of those styles that could be an implementation nightmare, or it might have no impact on things at all. It all depends on the design. Here are some important things to consider that will impact how much your developer wants to strangle you.

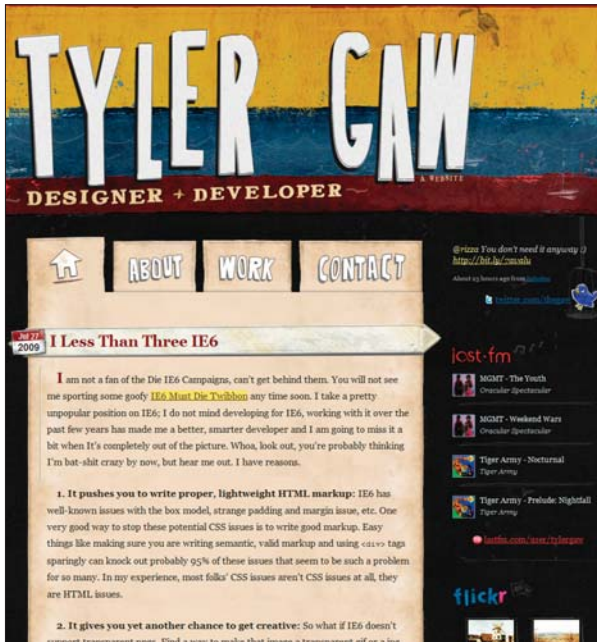
How many elements do you have that will have to be rendered in a custom way each time copy changes? (For example, a page header that has type rendered by hand.) This will get tiresome after a while, so it better be really necessary. Two great ways around this situation are handwriting fonts that can be combined with tools found in the Typography section of this book on page 129, or this nifty font generator that uses your own handwriting to make the file: <http://www.yourfonts.com>.

Another important thing to look for is overlaps and odd alignments. If your sketchy design includes elements that break borders and merge multiple items, it will cause a slight amount of extra work for your developer.

This style isn't likely to break the budget when used wisely.



<http://www.rawcoach.be>



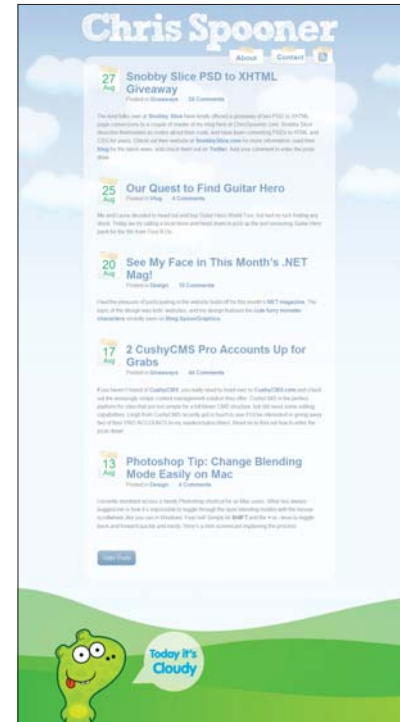
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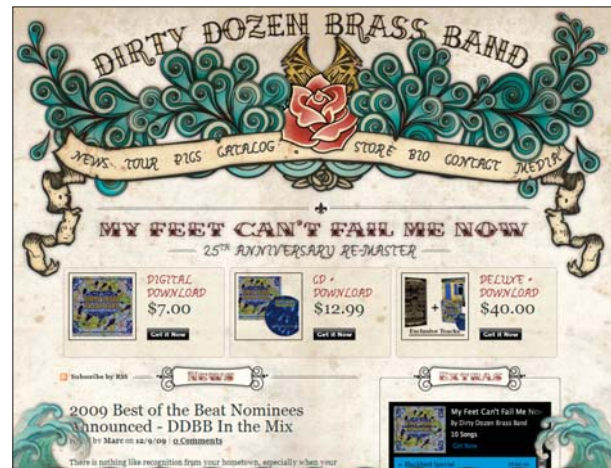
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# collage

The collage style is one that seems to never go out of style. This versatile style creates a design that brings in numerous design elements that all carry their own meaning. Together, they create a collage that not only looks visually interesting, but also contains many messages about the content and people behind a site. What's perhaps most interesting about the set of samples here is the extremely diverse range of topics the style shows up in.

For example, the Real Sangria (Figure 1) site uses the style to create a pattern-based focal point for the page, while the Adam's Magic site (Figure 2) creates a much more playful and fun style with

the same technique. Both designs piece together various elements and draw on an aged and worn style, yet they communicate radically different messages. Perhaps this flexibility explains the appeal of the style.

Other sites put this approach to use for more aesthetic purposes. That is to say, there is less meaning in it and it's more about just looking sharp. Matt Northam's site (Figure 4) and the Duirwaigh Studios (Figure 3) site use the style to make the page feel fresh and unique. Yes, the collages on these sites create a very distinct style and set a certain mood, but overall it is more about creating something beautiful to look at.

One of the most common uses of the collage style is to create a retro atmosphere. This style easily connects with the early to mid-1900s and is a perfect solution to reference that time period in a stylish way. The Sign Shop site (Figure 5) is a prime example of this.

The collage style is one of the more overused design styles and seems to frequently be used when no other more thoughtful style is found. I suspect this style can be a crutch designers rely upon. So it is always refreshing to find good examples of it and consider how it can effectively be saved as a potential style in our design library.



Figure 1 <http://real-sangria.com>



Figure 2 <http://www.adamsmagic.com>



Figure 3 <http://www.Duirwagh.com>

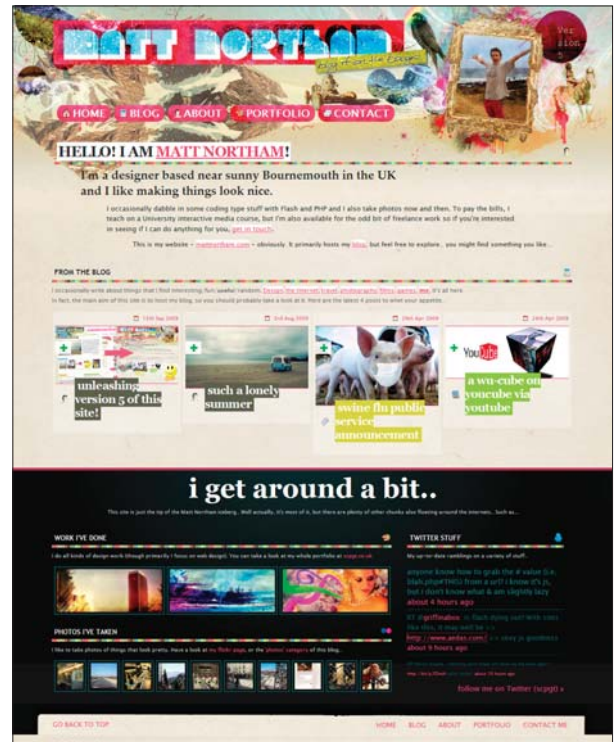


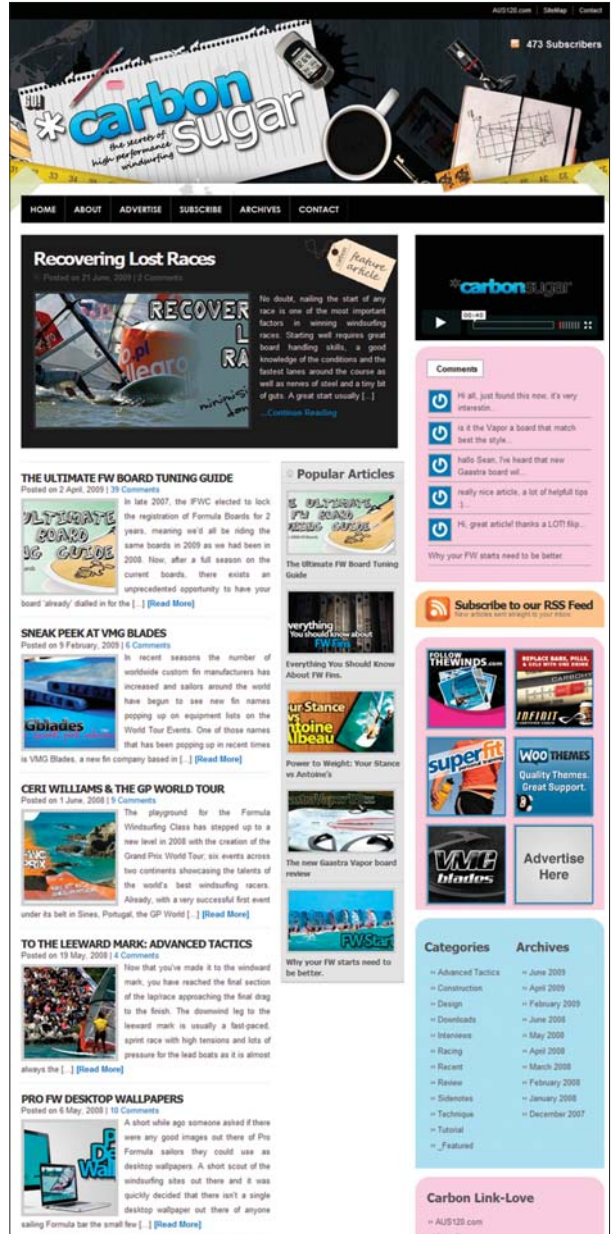
Figure 4 <http://www.mattnortham.com>



Figure 5 <http://www.signshopmarketing.com>



<http://chirp.twitter.com>



<http://www.carbonsugar.com>



<http://www.bbc.co.uk/cbbc/tracybeaker>



<http://bigskynj.com>

## notes from a developer

The issues created by many collage styles will actually reflect problems found with transparent images, as noted in the Photographic Backgrounds section on page 135. Beyond that, the impact this style has on the developer depends on the design. If the collage regions are contained, it is likely to just be a static image. If, however, the collage is pervasive throughout the design and overlaps many borders, there will be some considerations. First, many developers will observe that collage elements crossing the borders of containers might be problematic, but a dash of CSS positioning tactics combined with some transparent PNGs should solve this problem. The real issue for the developer is more likely to be the visually demanding style this often creates. By this, I mean that this style often produces designs that are visually intertwined, making it very important for the developer to replicate the design perfectly. This level of precision will likely increase the cost of converting the design into functional code.



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**APRIL 24 Paddy Wagon**  
By M 10 | 4 comments

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**APRIL 8 Random Notes**  
By M 10 | 2 comments

Cooking has been getting in the way of the writing recently. And promoting the CDs, after all, why we created this space in the first place, but communicating with the CD Nation is very important to CB Jim and I so we'll get after the writing now starting with a few random thoughts from my favored mind.

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**MAR 1 Five O for Double O**  
By M 10 | 1 comment

The Comfort Brothers had a large one on Saturday night springing a compositional surprise 50th birthday party on a somewhat unsuspecting target, one Mr. Scott Ostetky, also known as "Scottie O" to his Princeton roomy CB Jim. I say "somewhat unsuspecting" because Scott is a lawyer, a damn good one, and when's the last time you heard a banister admit you pulled one off on him?

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**FEB 10 Super Bowl Food, Final: Post Game Wrap-Up**  
By M 10 | 2 comments

There might really be something to the connection between the food and the teams of the Super Bowl. As the game was a tale of two halves, so it was with the food. There was the consistently good, familiarly reliable versus the uncertain, upstart, new and different. The big plays went to the Saints and to my surprise and delight, it was the same with the food.

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### Tasty Morsels

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New York Times writer from Southern recently wrote a wonderfully moving piece about Chef Thomas Keller, the 67th most accomplished French Laundry in Yountville, California, and his estranged father.

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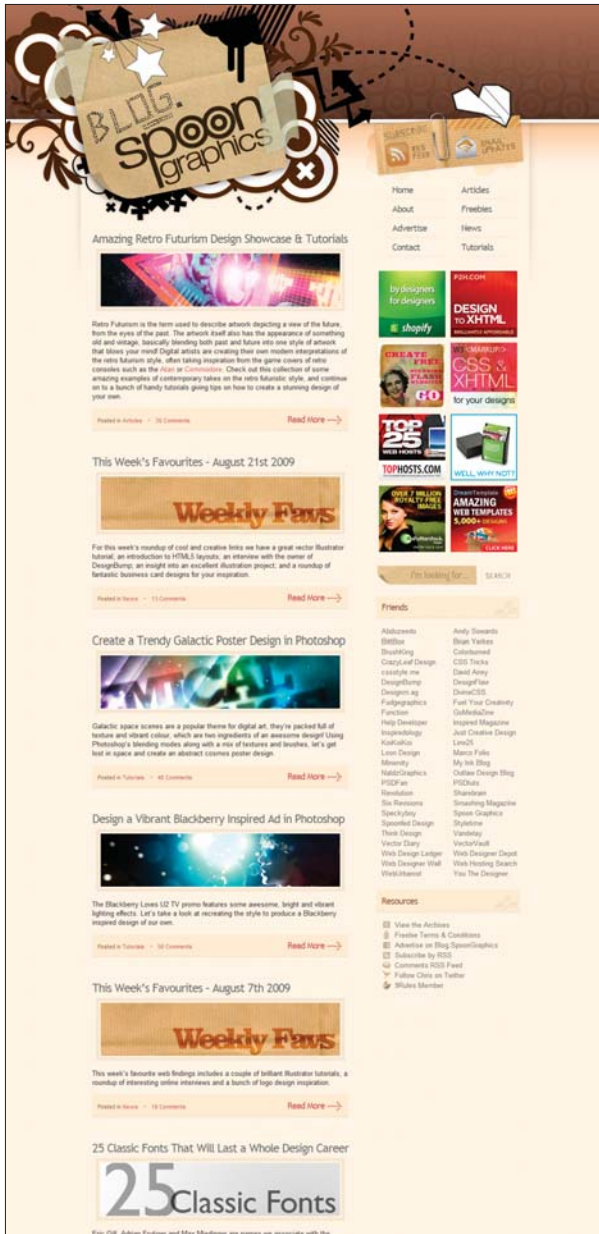
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<http://blog.spoongraphics.co.uk>



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<http://www.swimmingwithbabies.com>



# illustrated

As a designer, it is not uncommon to find that a gift for illustration can come in handy. Perhaps the most distinct advantage this offers is the ability to add something fresh and unique to the design. And in a digital world where attention spans are nonexistent, anything to stand out is openly welcomed.

Let's look at a site developed by my friends at FireHost (Figure 1). Web hosting isn't exactly cool, and it wouldn't be much of a stretch to put it in the nerdy bucket. That being said, this site's fresh design brings a great personification of hosting, servers, security, hackers and the like to the table. The comic book style illustrations and animation bring life to this design and make it stand out. The overall design flows well with the comic book characters, but the designer didn't overdo it and put everything in speech bubbles

or a half-tone pattern. For me, this strikes the perfect balance of thematic and traditional design.

On the Lionite site (Figure 2), we find an illustrated style where the theme has been carried to every aspect of the design. What saves the design from being carried too far is an illustration style that is not loud and obnoxious, but rather subdued, clean and orderly. In this case, the style reflects the personality of the people behind the site and helps the visitor see them as humans and not just another stock photo of some lady on the phone pretending to be helpful.

A few of the sites from Saizen Media Studios (Figures 3, 4 and 5) demonstrate how a web site can truly be a work of art. This style is probably not possible for the bulk of us, but this is not to say that we can't be inspired by it. The goal here is

to break the conceptions that keep us designers from seeing such approaches as a viable option.



<http://www.francescomugnai.com>

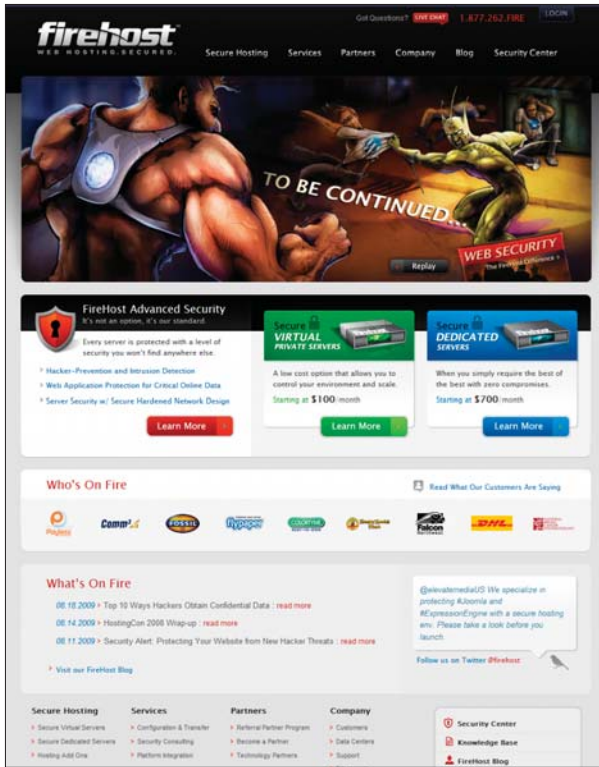


Figure 1 <http://www.firehost.com>



<http://www.edelwwweiss.com>

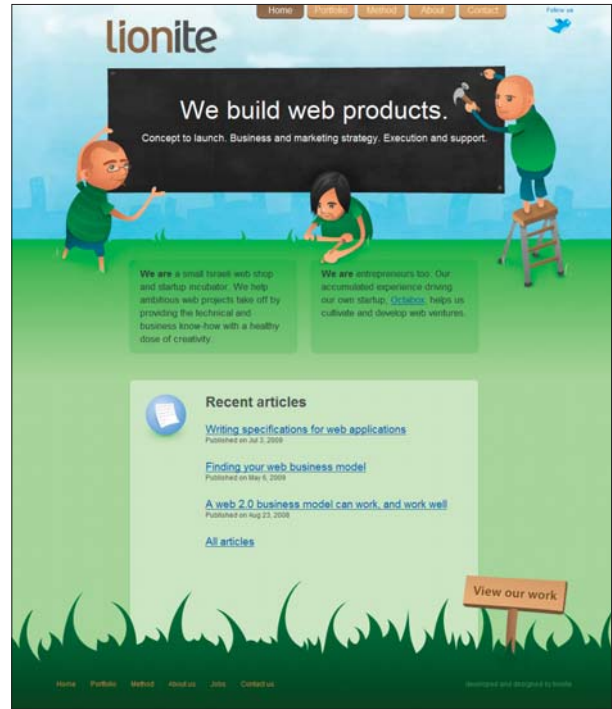


Figure 2 <http://www.lionite.com>



<http://www.launchmind.com>



Figure 3 <http://www.emergence-day.com>



<http://kiwi-app.net>



<http://insectropolis.com>



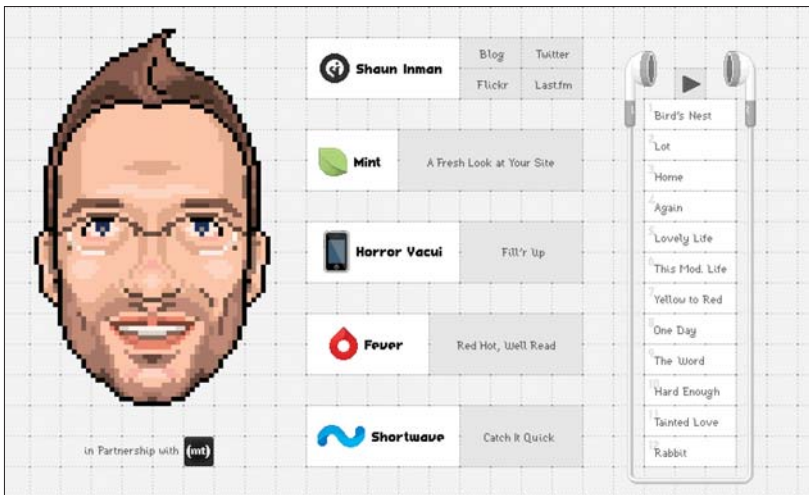
Figure 4 <http://www.saizenmedia.com/FFIV>



Figure 5 <http://www.saizenmedia.com/nightwish>



<http://www.cupcakecarousel.co.uk>



<http://shauninman.com>



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**twindroid** is the market-leading twitter client application for the android mobile platform, guided by google and the open handset alliance in coop. with **ralph zimmermann**.

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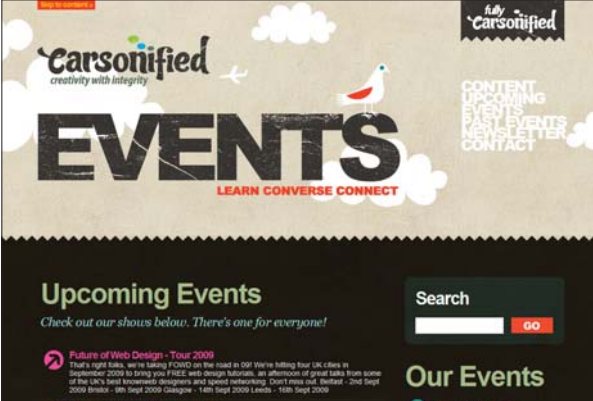
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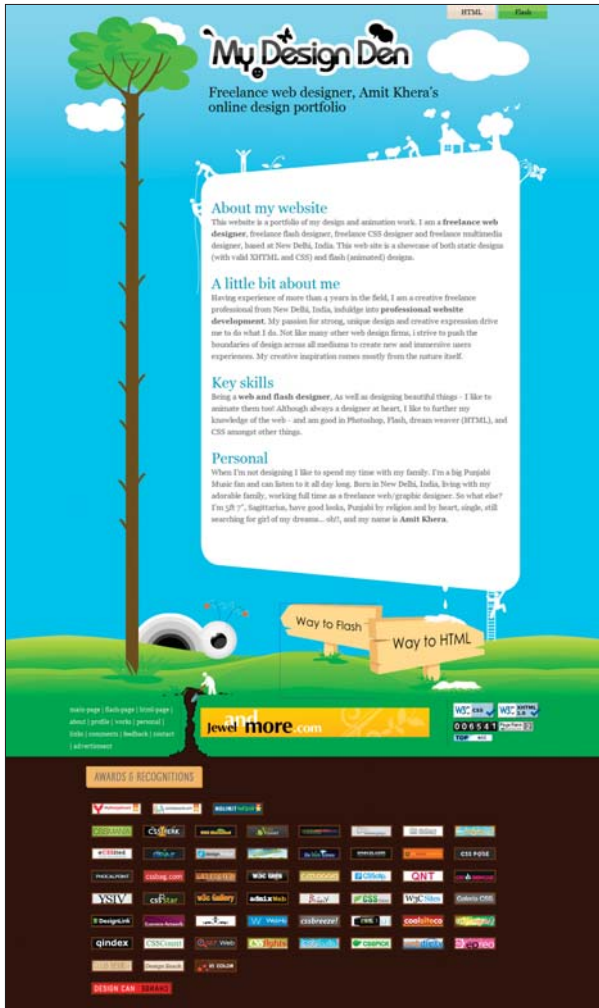


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# type-focused

In this section, we will focus on designs that leverage type as the predominant element. Most of these designs could easily be considered minimalist, and perhaps this is just a different way of looking at the same topic. The slight difference here is that the focus is on the usage of type in elegant ways.

On the portfolio and personal site of Shay Howe (Figure 1), for example, the design is by all means minimalist, makes use of solid colors and lines to differentiate content, and uses type as an element of design. In particular, the basic type-driven logo sets the mood for the entire design. Huge benefits of such an approach are fast-loading pages and content that is extremely easy to consume.

Another of my favorite examples of type-focused design is the Johnny Favoure site (Figure 2). Here, the type is treat-

ed in an elegant and beautiful way; the simple contrast of color combined with such a clear hierarchy in the page makes this mini site crystal clear. The irony of an example like this is that it looks so easy, yet delicately manipulating type to look this great takes a lot of work.

One surprising place to find such an approach is on a site for a design shop, like the Buckenmeyer & Co. homepage (Figure 3). It's surprising because most creative shops can't resist the temptation to put their creative juices to work and generate a highly visual design. Instead, this minimalist, type-focused design presents the content with a totally different atmosphere. The site comes across as bold and confident, yet conservative and reliable. It's strange how so much can be inferred from the style of design selected.



<http://www.endemit.si>

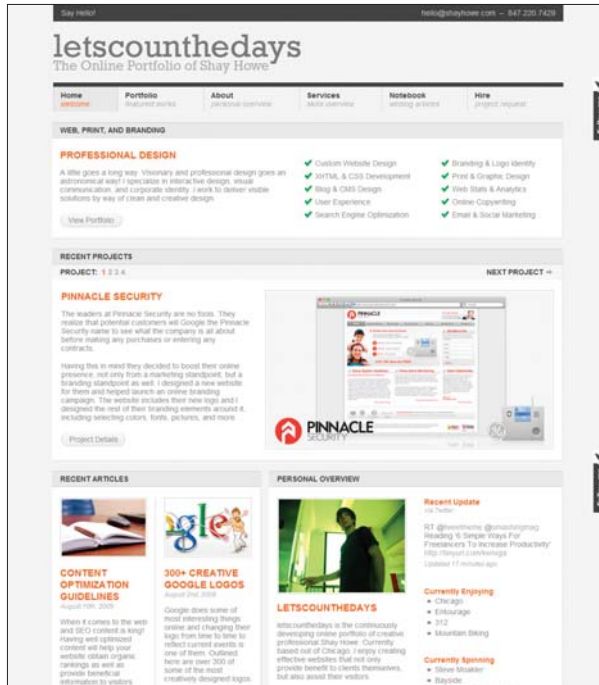


Figure 1 <http://www.shayhowe.com>

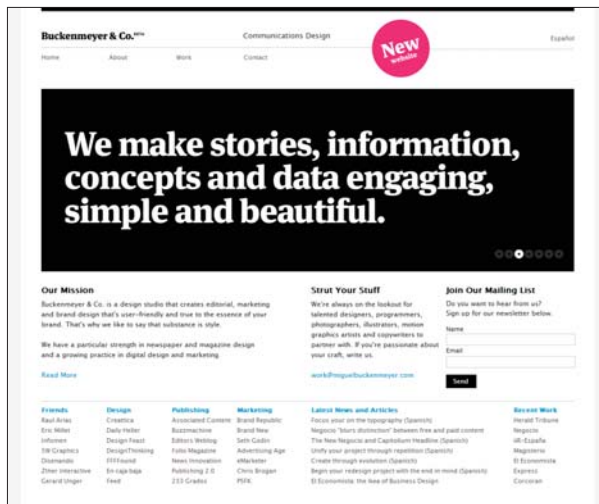


Figure 3 <http://www.miguelbuckenmeyer.com>



Figure 2 <http://dj.johnyfavourite.co.uk>



<http://www.wedesignwise.com>



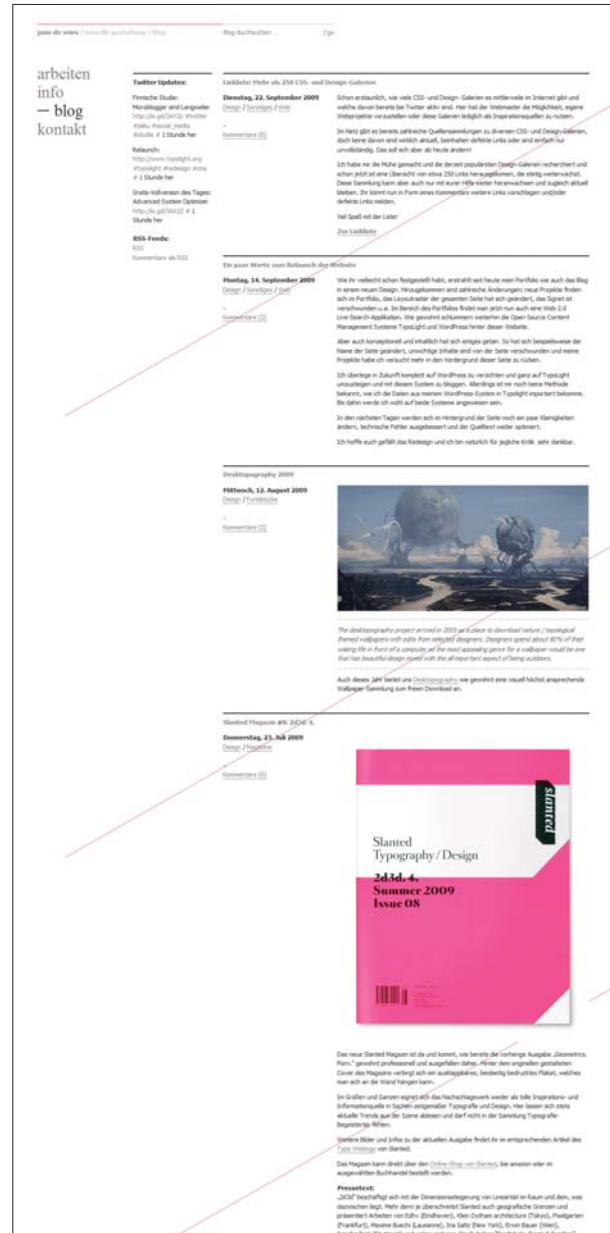
## notes from a developer

The most obvious limitation this style confronts is that of web-safe fonts. If this idea is new to you, I suggest you start by checking out [typetester.org](http://typetester.org). This site will help you quickly understand just how limited typesetting is on the web. That being said, there are ways around it. Many of the tools for such purposes are presented in the Typography section of this book on page 129.

So, if your design relies heavily on typography, and especially if the content is being styled to be the showcase of the site, it is extremely pragmatic of you to design with basic web-safe fonts in mind. The most likely solution is a site that merges modern web type trickery and basic web-safe fonts.



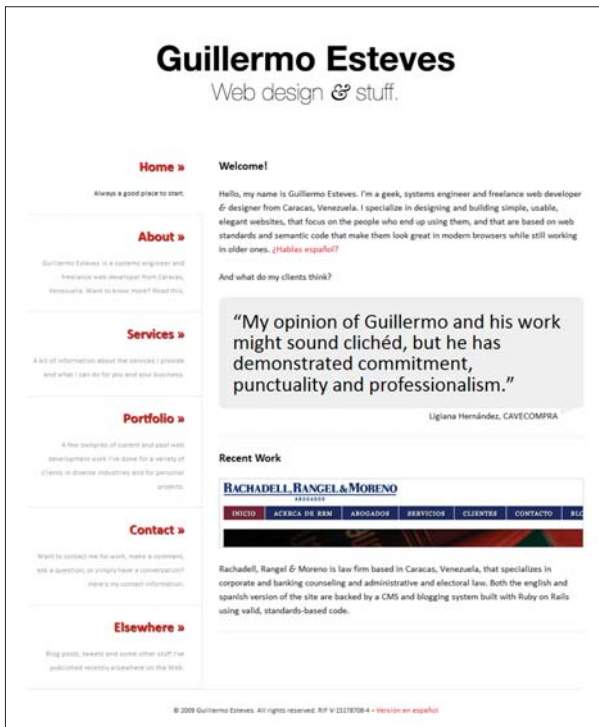
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http://www.unieq.nl



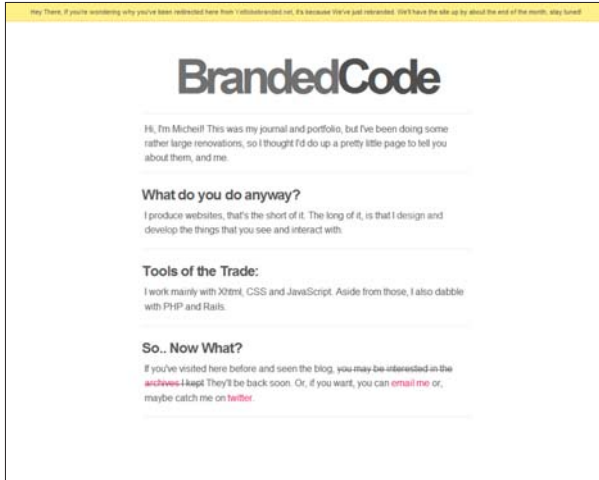
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http://m1k3.net



http://www.leandaryan.com



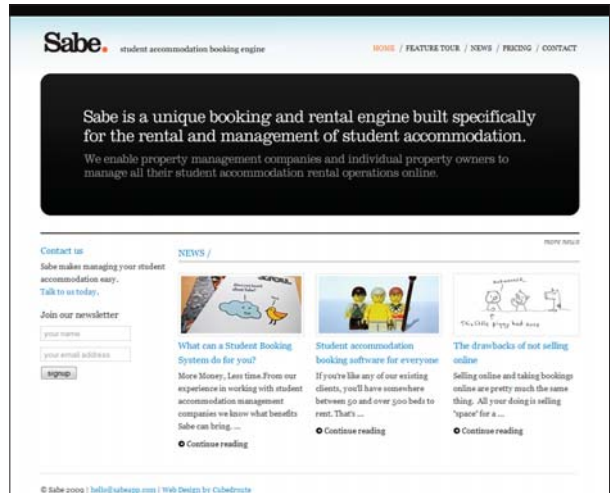
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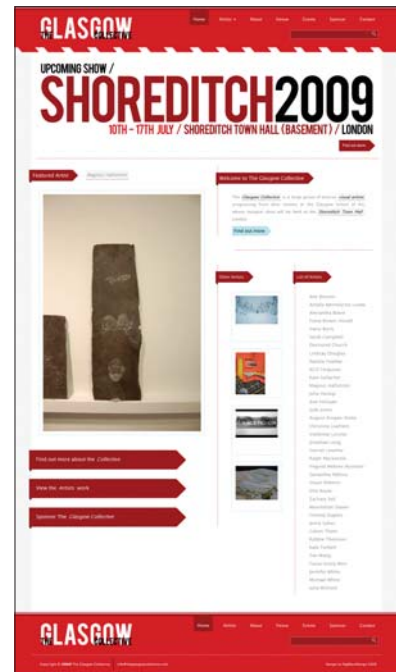
# solid colors

Currently, there is a very popular pattern of using solid colors on web sites. That is to say, rather than using patterns or embellished containers, many designers are turning to a more basic approach and have been leveraging solid colors heavily. While there is not a lot to say about some deep meaning buried in the use of this style, we can make a few observations regarding how it is used.

The first is that though the style is “solid colors,” this does not mean it must be used in an overly obsessive way; you can break your own self-prescribed rules. Remix (Figure 1) is the perfect example of this. While the design is largely based on the use of solid colors, you can see that it has but only a few actual solid colors in it. The trick in this case is subtle gradients that come darn close to being solid. The net result is a site design that is crisp, clean and downright beautiful.

Another prime example of the style being selectively applied is the IntuitionHQ site (Figure 2). Lots of dominant sections of solid color are offset by slick pseudo 3-D elements that help key parts of the design pop out. The designer gave the site additional depth with a gradient background and helped the logo pop by giving it a subtle shiny treatment. The trick to using a solid color style is finding the right balance between applying the style and breaking your own rules.

In other cases, the style is more literally applied. On the 99% site (Figure 3), for example, nearly all of the color applied to the site is solid and done via CSS background colors. This particular site is content heavy, and the design actually minimizes any distraction from the content. Additionally, with very few images to load, this solid color design makes for a really fast-loading page.



<http://www.theglasgowcollective.com>

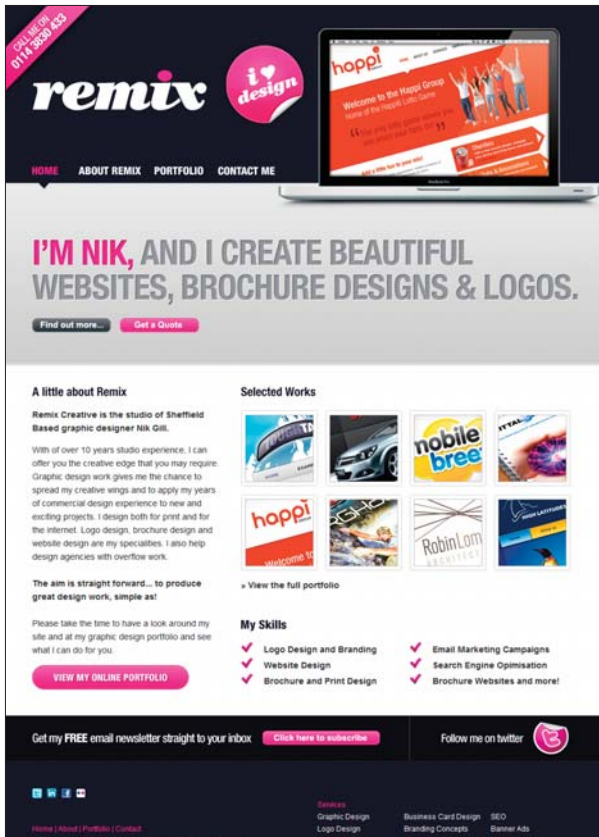
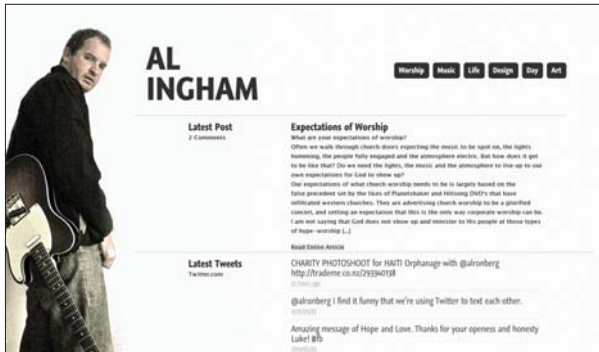


Figure 1 <http://www.remixcreative.net>



<http://www.alingham.com>

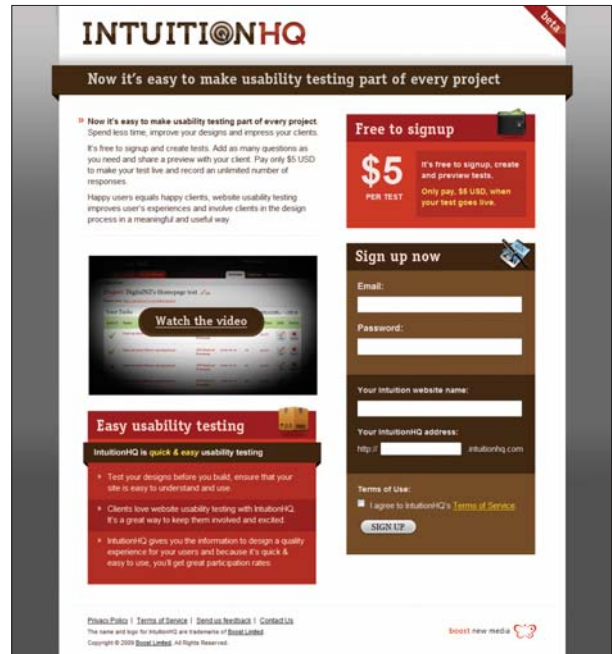
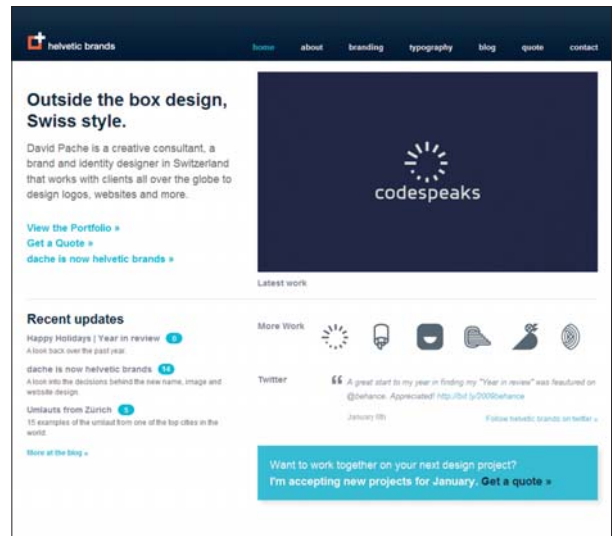


Figure 2 <http://www.intuitionhq.com>



<http://www.helveticbrands.ch>

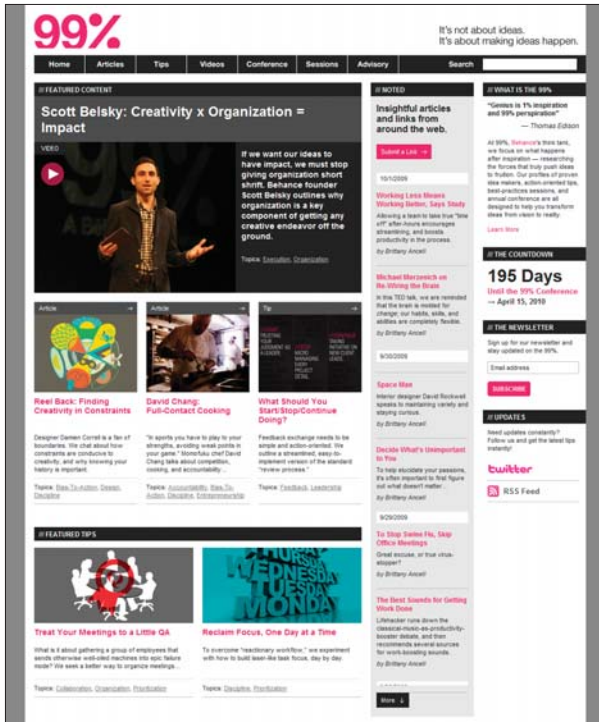
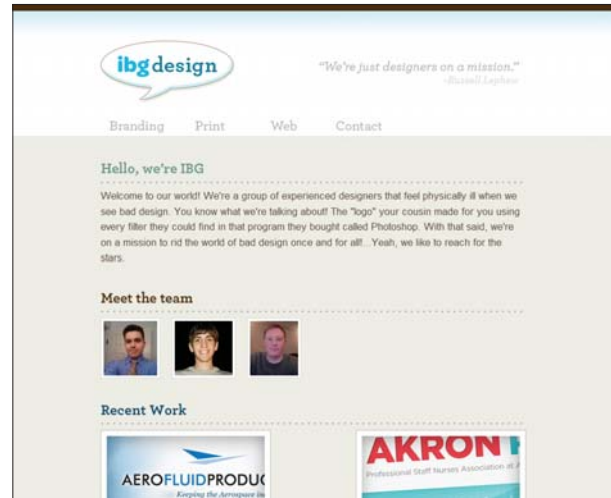


Figure 3 <http://the99percent.com>



<http://www.ibgdg.com>

## notes from a developer

It should come as no surprise to hear that sites using solid color designs are typically easy to implement, and this style is most likely going to produce sites that can load blindingly fast.

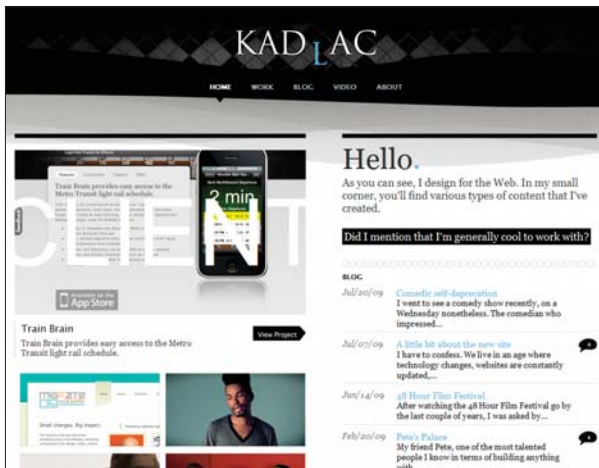
Let's contrast this with a much more visual style (like collage, wood or fabric styles). These styles rely on large and numerous images to piece together their layouts. With this, file sizes grow and loading a page takes much longer.

For those of us on high-speed connections, this might seem like a non-issue. But seconds count: There have been numerous studies to show that slower web sites equal lower revenue, for e-commerce sites, especially. This article from peer1.com spells out the problem: <http://www.peer1.com/hosting/how-slow-websites-impact-visitors-and-sales.php>.

So, a site designed in this style will play nicely when it comes to page load times, and it is a great design approach for extremely dynamic sites like e-commerce ones.

If you're wondering why your site is running slow, Yahoo!'s YSlow Firefox add-on is a fantastic tool: <http://developer.yahoo.com/yslow>.


I must also point out that more than the design, the quality of your web hosting will perhaps impact load time. Keep this in mind when you're tempted to go cheap on hosting.



<http://www.kadlac.com>


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## Welcome to the Future of Rawkes

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---

## Recently in the Captain's Log

**22 DEC Introducing Arduino: Electronics Made Easy**

Arduino. If you're like me when I first saw that word then you'll be thinking something along the lines of, "what are you on about you crazy person?". To be honest I'm still not entirely sure how to pronounce it, I believe it's ar-do-ee-no. Regardless, all you need to know is that it's a word you'll be hearing a lot of in the near future, even if that's all from my mouth alone.

**18 DEC Tracking Multiple Augmented Reality Markers [Video]**

Work is underway on an augmented reality game involving the use of multiple, trackable, markers.

**15 DEC The Web Factor**

It seems that anyone with an ounce of 'talent' is able to climb in front of the general public and make a success of themselves, and a fortune to boot. Whatever happened to experience? Cue rant.

**14 DEC Factored Canvas Application is now Open Source**

I've been meaning to do this for a few months now so it makes me extremely happy to announce that I've released all the code for the canvas application I made at Redweb as open source.

**11 DEC An Insight into the HTML 5 Canvas Element**

During my internship at Redweb I was asked to explore what can be achieved by using cutting-edge web technologies. In particular, I was asked to experiment with the new HTML 5 <canvas> element.

**01 DEC My Involvement in Redweb's Spirit of Christmas 2009**


Over the last few weeks I've been beavering away with Redweb on a top secret project. My role involves some pretty cool Arduino and PHP work that all integrates nicely with Twitter.

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## Thinkcage

Hi. I'm Jason Zimdars a web designer in Oklahoma City, OK. I specialize in beautiful, accessible websites created with user experience in mind.

### The making of a designer

May 20th, 2009

Reading John Sorenson's *Hypocritical on An Technica* a couple of weeks ago really sent me back in time. This is the first time in my life where I've encountered an account of growing up that so closely matches my own. I was really ashamed to read it.

I, too, grew up drawing and everyone always expected me to be an artist. I drew constantly as a kid, right up through high school where my ability was known enough that my teachers didn't mind if I drew in class—I always managed to

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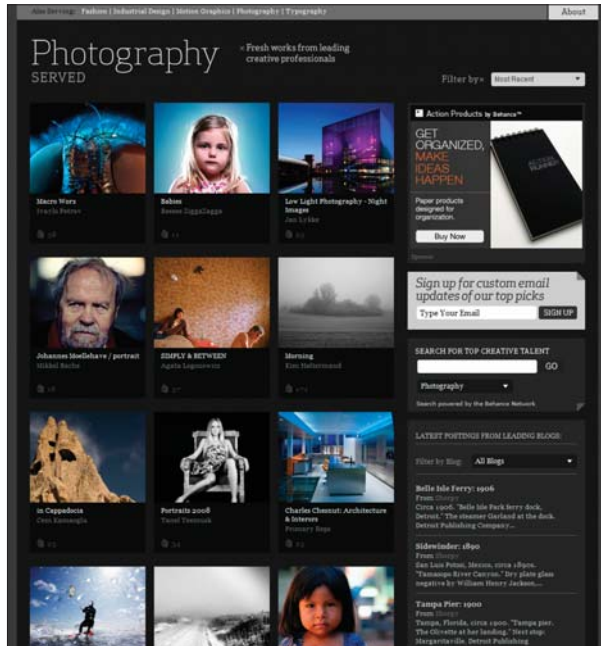
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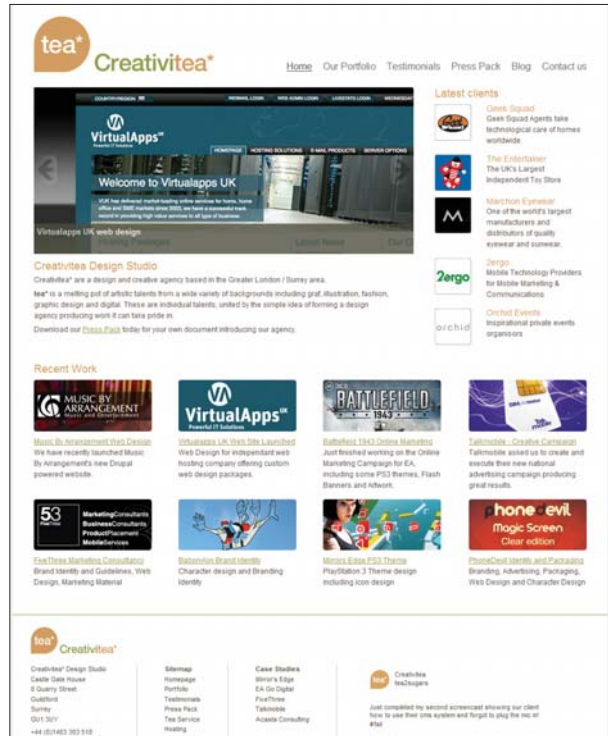
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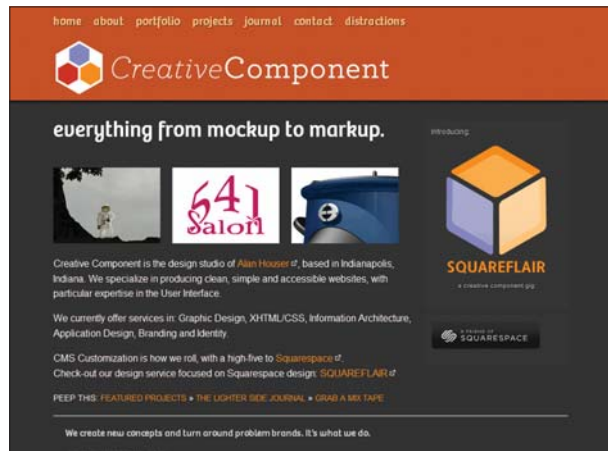
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Our core five member dev team is spread across in three states (IL, NH, and IA). There are both benefits and drawbacks to this arrangement, but I actually think we are more productive being set up this way as opposed to everyone being in the same location. This is mostly due to the lack of... [READ MORE...](#)

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http://new.smilezonedentist.com

# fabric

A fabric-style site quite literally makes use of fabric as a part of the design. This distinct look seems to be nothing short of a popular trend, one that is finding its way into all types of sites. One of the key reasons I can see for this being the case is the same as with many other common styles: a need to break the digital mold and give the site an aesthetic that feels comfortable, inviting and just generally welcoming. Think of the industrial-style slab concrete benches found in many public spaces; while they might look nice in the big picture, they just aren't fun to sit on, and they certainly don't beckon you to relax and take it in. Sites that leverage an inviting style inevitably give a pleasant and welcoming aesthetic.

A prime example of this fabric-style design is the web site for Fourth Avenue Church (Figure 1). What more could a church hope for in its web site than to

be inviting, friendly and comfortable? It's such a logical connection that it isn't too difficult to see why a fabric style would make perfect sense. A common trend in church sites is a gritty, organic, splatter style, which communicates some similar elements that this homegrown fabric style does. Both say they are fresh, hip and keen to modern trends, but the latter does so with a bit more of a traditional style that doesn't alienate a fresh generation of churchgoers.

For a demonstration of a subtle way to leverage the style, take a look at the portfolio site for Tomaž Žlender (Figure 2). It is the dominant style of the site, and yet it is not overpowering. The textures of the fabrics bring this design to life and create a rich and elegant style. This type of approach is also found on the site of Bruno Duarte (Figure 3), where we find fabric in a supporting role of the design.

We again see how a fabric design style can offer a lively balance to a medium otherwise ruled by technology. What could be more low-tech than textiles?



<http://feedstitch.com>



Figure 1 <http://fourhavenuechurch.org>



Figure 2 <http://www.tomazzlender.com>

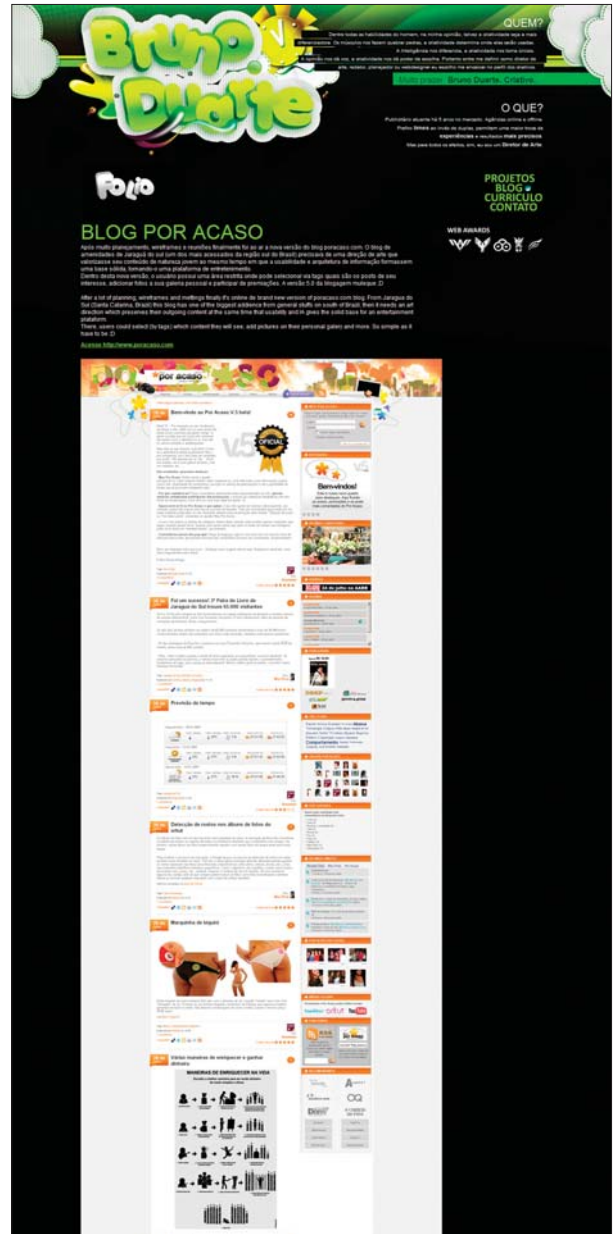
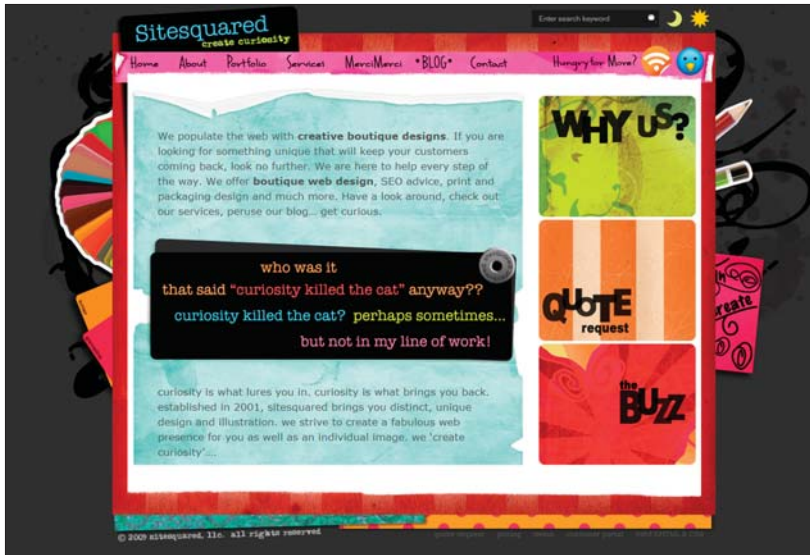
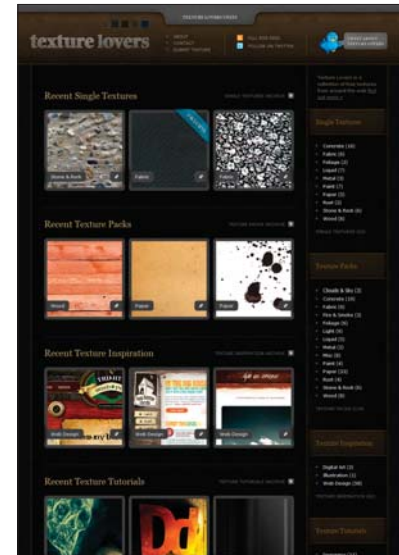


Figure 3 <http://www.mormasso.com>



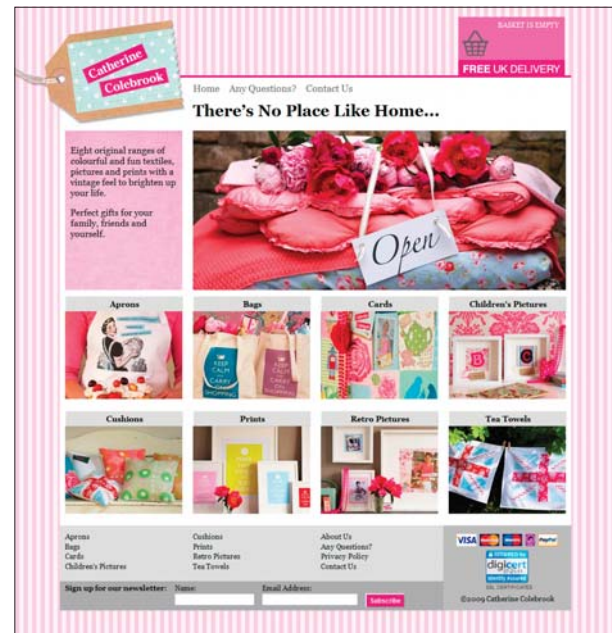
http://sitesquared.com



http://www.texturelovers.com



http://www.uniqueofficenyc.com



http://www.catherinecolebrook.com

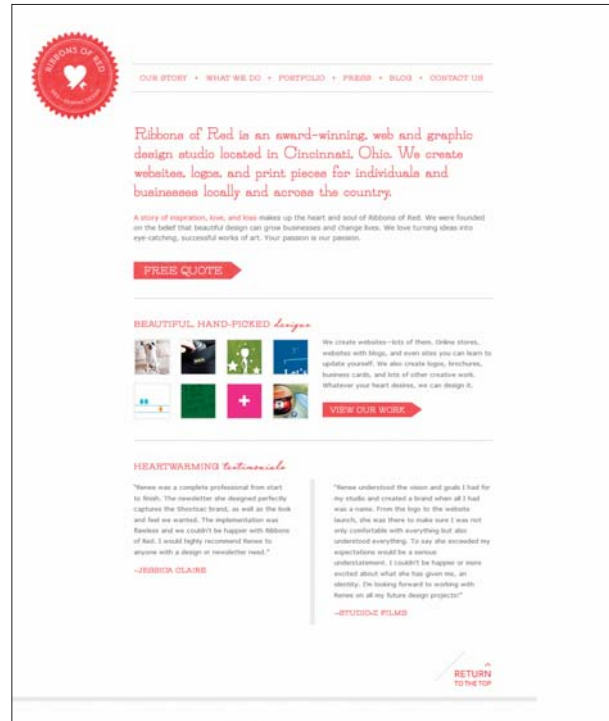
## notes from a developer

When it comes to implementation, fabric style sites raise one particular problem more than any other: image alignment. Many sites in this style rely on photographs or scanned bits of real fabric to create the composition. As such, it is likely that these designs will require pixel-perfect slicing and placement. This isn't totally unique to this style, but it is certainly a common factor. This isn't a showstopper, it just means your developer is going to spend a bit more time and energy getting it sliced up and properly aligned. I would also imagine this means you will have to pay careful attention to ensure it is properly translated into code.

If you want to help your developer, be mindful of elements at angles and ones that overlap others; if these items require transparency to interact, it will create some minor issues that also have to be surmounted. Remember, layers in a web page don't interact as rationally as they do in Photoshop. In fact, just to get transparency to work the way you expect it to requires a hack or two in order to make Internet Explorer cooperate.



<http://www.uniqueofficenyc.com>



<http://www.ribbonsofred.com>



<http://www.thomasmaxsondesign.com/project04/process/final>



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**This will hypnotize you...**  
 at 02:15pm | posted by: Larissa | 4 comments

A short animated film for Cannes 2010 by [Andreas Hubald](#) from Germany.

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**Web Design: School or not to School?**  
 at 08:07am | posted by: Larissa | 6 comments

I love connecting with my readers and a common question I get is: "What's the best way to get into web design?". Below is a really nice email from a new reader, James. I asked if he would mind sharing his story with others and he kindly obliged.

**A Letter From a Reader**

Dear Larissa,

*I discovered your site via [Dribbble](#). Today, and as I was reading your about page, your story inspired me. I'm currently working as a civil engineer and I have a bachelor of science degree in that field. However, as each day goes by, I realize more and more that engineering is not for me. My true passion is web design, and I feel I have loads of talent and potential for that kind of work. I wish I let myself believe that back then before I went to college. But in these days it was not "cool" to do and the lure of a good paying profession must more to me at the time. I'm now almost 3 years in to the engineering world, and I feel a burning desire to change careers to web design. I know I've got the talent and the motivation to succeed in that field, but I just don't know how to start. I feel like formal education is a must, but I don't see how it would be possible to go back for 4 more years. I've looked in to community colleges, but don't think a degree from a CC would be legit enough to land an agency job. However, your story has renewed my hopes that the community college might be a viable alternative to a bachelor's. And if you could give me any educational advice based on your experience, I would greatly appreciate it.*

**My Advice**

These days, a lot of designers are self-taught and it doesn't really matter what school you go to. What matters are abilities, dedication and a solid portfolio of work. Many schools are teaching antiquated technology anyway simply because technology is evolving faster than people can adapt and many web designers start creating designs as a hobby.

**If you are already well into the path of a different career - I think it might make sense to stick with your current path.**

Let engineering pay the bills for now... but there's absolutely no reason why you can't take a few classes or read a few books to get started in design. You can always pursue web design on the side by doing projects

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I've gone **CRANKY** for 'og  
**HAVE YOU?**

**Editions** // Now that I've and I have wrapped our talk about "Structure and Typography" at [BookCamp Toronto 2010](#) and the aforementioned announcement has been publicly made in front of bright, smiling human beings, here's the scoop — I, along with members of the [Estate of Marshall McLuhan](#) will be publishing the first official (read: Agreement) digital editions of Marshall's work.

We're starting with [Laws of Media](#) written with his eldest son, Eric, along with [The Gutenberg Galaxy](#) with the goal of releasing both either towards the end of 2010 or the beginning of 2011 in order to coincide with Marshall's centenary. Not coincidentally, a much needed new site for the [McLuhan Project](#) will also launch around the same time.

What about his other books? The answer is complicated, but ultimately "we don't know... yet." We've started necessary conversations and hope those will be available in due course.

That said, as we discussed today during our talk, and subsequently, some books may demand a physical artifact. They may not be "translatable." An book or rightly art directed books for example, at least not in the open-source after format which is how we'd like to see these digital editions released.

This is arguably an experiment and not be easy for many reasons — sorting out electronic publication rights is at least one technical, editorial and design challenge, as well as handling divergent digital formats.

If important books such as McLuhan's are going to make the jump to digital successfully, they deserve to have the same care and attention put into them as their printed counterparts — and we're in the best position to ensure that happens.

**Camping** // This coming Saturday, May 15th is the second annual [BookCamp Toronto](#) unconference. As one might expect, as someone who'll be speaking at said event, I'll be talking books — but not alone. I'm lucky to be sharing the desk (podium stage) whatever with my friend [Joe Ciano](#) to participate specifically about electronic books, publishing models and everything that's right, but perhaps more importantly about what's wrong in those words with a particular focus on independent publishing.

The event is being held at the [University of Toronto School](#), which is appropriate given the timing and content of my gnomes which will be both relevant to the institution itself (and/or may tick some people off in the process) as well as recent exhibitions from the [Scotiabank Connected Photography Festival](#). Our session will be at 2pm in room #2 in case you were wondering.

During my bit, I'll be making the official public announcement about a couple projects that will be occupying a significant portion of my time throughout the next year or so.

One of those has been in the works for some time, but the stars have finally aligned to do something about it. The other one might ruffle a few feathers at [UofT](#). Enough about that for now. I'm sure there'll be more to say in a few days time.

**BookCamp 2010** is sold out but there's still a waiting list up at [Eventbrite](#) if you're interested in attending. I haven't done this type of public speaking in a long time — it's not quite the same as presenting presentations to clients, so if you're to be attendance, please be gentle with me.

**Gold** // It's hard to believe it's been about six months since [Lulu](#), [CreateSpace](#) and [IngramSpark](#) launched [Lulu's Alpha](#) (and of course with help from our good pal [Candy](#)). It's also hard to believe how busy we've all been since then and how guilty I feel that there's been almost no time at all to dedicate to any of the long list of ideas I've got for the next [L&L](#) releases.

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 <p style="font-size: x-small; text-align: center;"><a href="#">view all books</a></p>	 <p style="font-size: x-small; text-align: center;"><a href="#">view all building</a></p>	 <p style="font-size: x-small; text-align: center;"><a href="#">view all dolls &amp; accessories</a></p>	 <p style="font-size: x-small; text-align: center;"><a href="#">view all games</a></p>
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**WORK:**

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There isn't any particular order to it but I've tried to put up a good range of recent jobs showcasing my diversity.

Use the arrows below the gallery to search through... enjoy! :)



Client: MAZI youth (on behalf of Orange Arts LAB), Bright Design a Programme, posters, buffet and covers for a night for profit Arts initiative for local schools in the Manchester area to get children interested in the Arts.

**CONTACT:**

I'm always looking for new and exciting projects to get my teeth into...

So if you like my stuff and would like me to take on some work for you drop me an email or give me a call and let's have a chat :)

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<http://creativestance.com>

<http://www.thespiritoftoys.com>

# wood

One of the most compelling reasons to use wood textures in a site design is for the purpose of creating a certain atmosphere. Wood can no doubt be used in a purely aesthetic way, to simply dress up the page. So what kind of atmospheres can wood establish? The range is quite dramatic, so let's look at a few examples.

The Kinetic Technology Group web site (Figure 1) has made prominent usage of wood as a visual element, and the result is remarkably effective. I actually come from an IT background, having worked as a network engineer for some time, and as such am pretty familiar with the stigma the industry carries. Let's face it, no one calls for IT support unless

something is broken. Because of that, a bit of a negative and impersonal aura has formed around the industry. The use of wood in this case helps humanize the company. Instead of a band of uber-nerds that will mock you for your foolishness, you get what appears to be a company employing normal people who just want to help. And take careful note of the style of wood used—it isn't a pretentious designer wood, but rather a down-home, everyday, normal kind of wood.

The Rocky Creek Winery site (Figure 2) leverages wood for a very different atmosphere. Here, the design is classy, but just shy of luxurious. The winery comes off as a nice establishment, without appearing

overly snooty. And there are the obvious connections to nature and barrels in which wine is aged, enhancing the effectiveness of the design style.

The personal site of Brent Lafreniere (Figure 3) uses wood mostly for decorative purposes, but it does lend itself to a casual atmosphere—one that is echoed in other small ways, like the playful illustration at the top and the lack of capital letters in the large welcome statement. These elements all combine to produce an approachable design that no doubt reflects the personality of the individual behind the site.



Figure 1 <http://www.kineticctg.com>



Figure 2 <http://www.rockcreekwinery.ca>

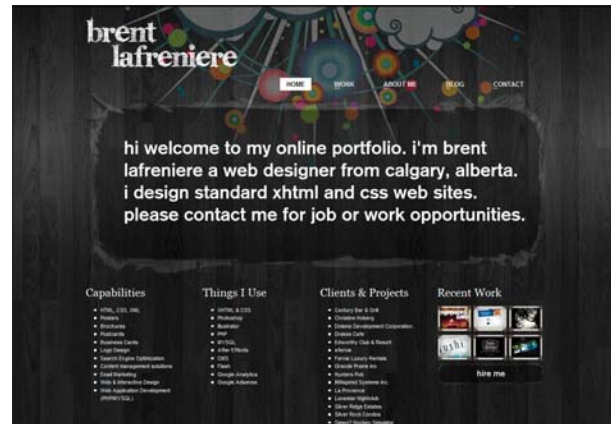
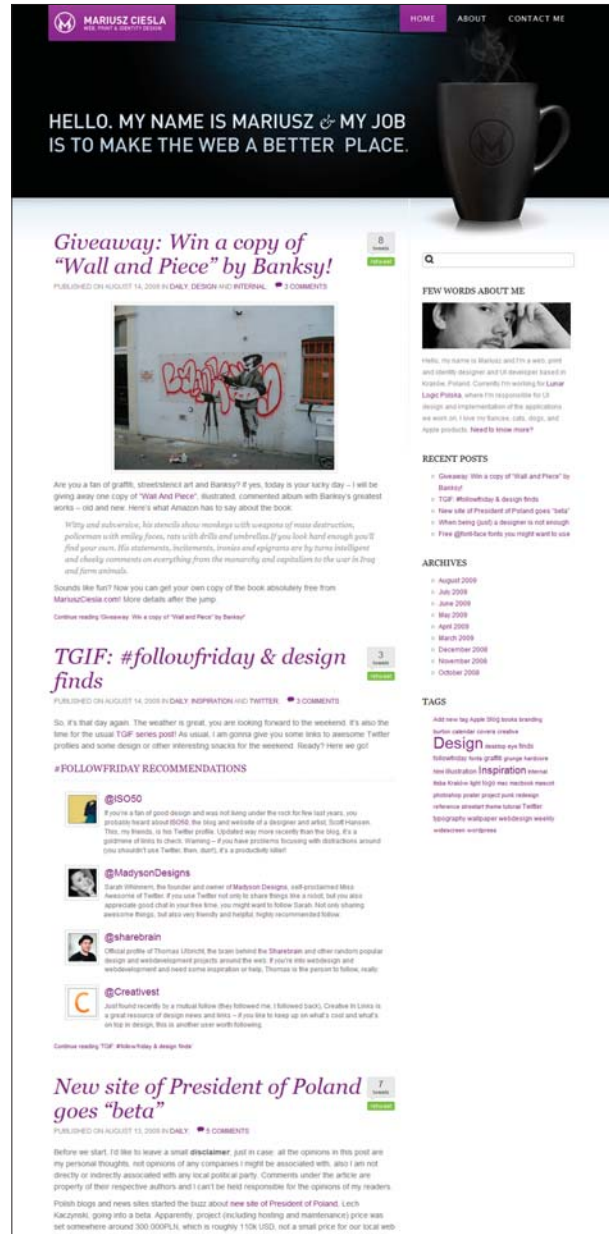


Figure 3 <http://www.tnber.com>



http://www.focadesign.com.br



http://mariuszciesla.com

## notes from a developer

When it comes to the use of wood images in your design, one of the things your developer most likely will need from you is a repeating background. This is one of those cases where you can let the developer sort it out and hope it looks like what you want, or you can plan ahead and make sure those wood backgrounds repeat properly, making life easy for your developer and ensuring the results you want.

One solution is to make the wood image huge, but this just causes other issues. The preferred method is to use a somewhat smaller image and repeat it. Many designers I talk to have no idea how to create a repeating image. It seems like an impossible task until you figure out the offset filter in Photoshop. This article from Tutorial Blog describes the process perfectly: <http://tutorialblog.org/make-repeating-seamless-tile-backgrounds-with-photoshop>.

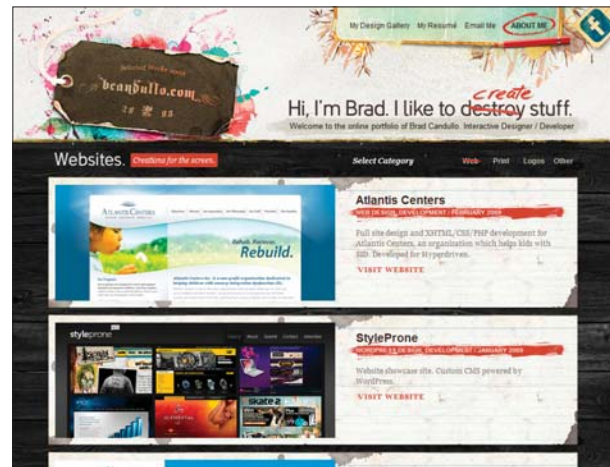
Tackling this ahead of time is a great way not only to support your developer, but to make her love you for being prepared.



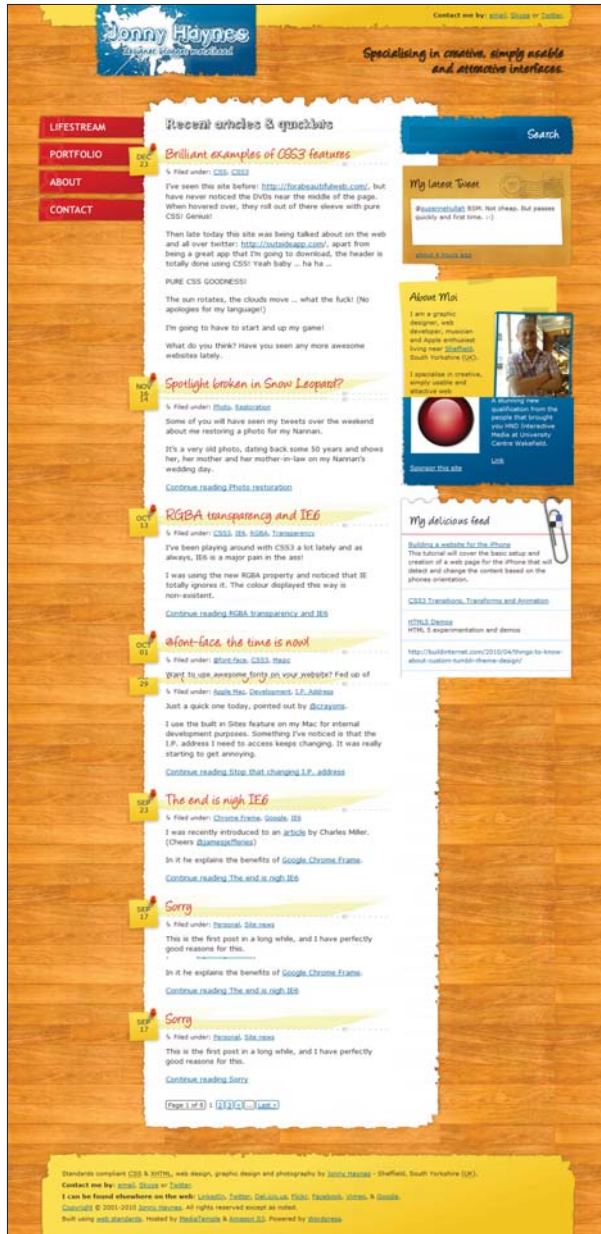
<http://www.ernesthemingwaycollection.com>



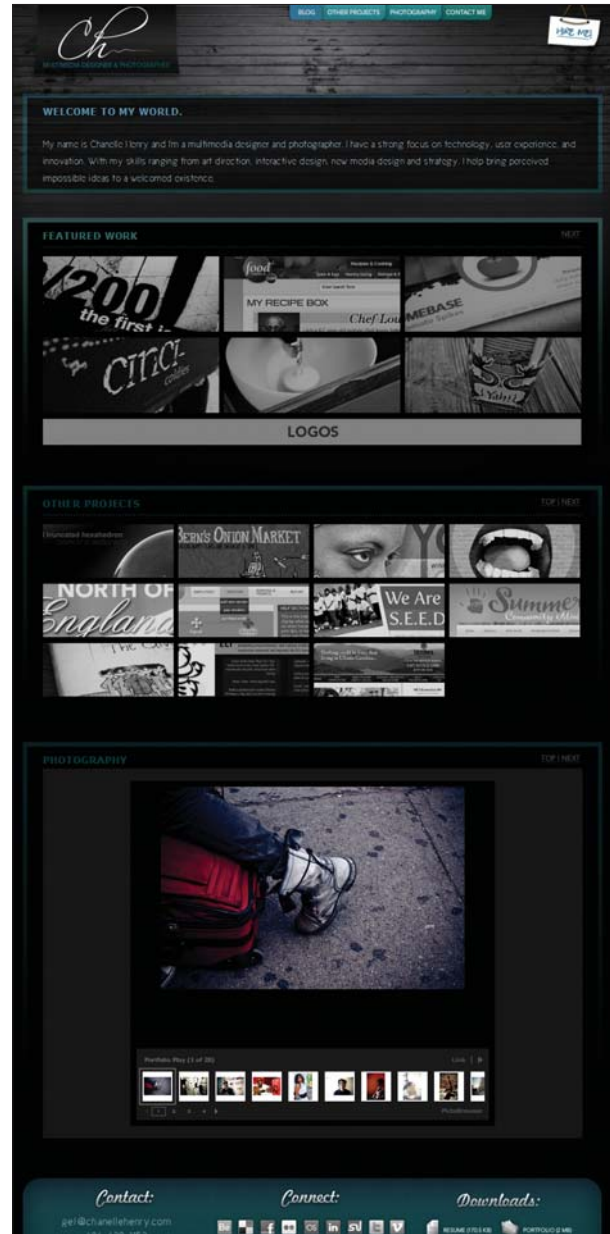
<http://www.truckhunt.com>



<http://www.bcardullo.com>



<http://www.jonnyhaynes.com>

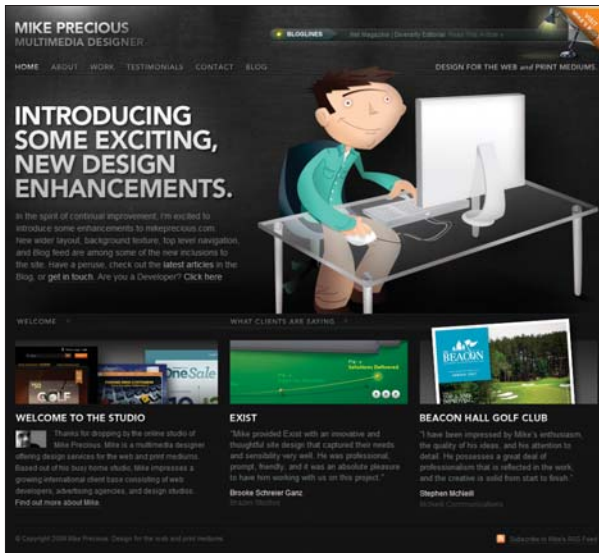


<http://www.chanellehenry.com>





<http://www.arunpattnaik.com>



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<http://www.professionalkitchensnj.com>

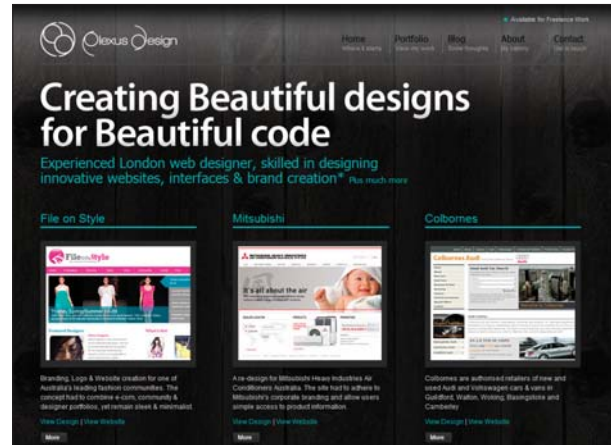


<http://parkplacetexas.com>





<http://www.ltmoses.com>



<http://www.plexusdesign.co.uk>

# 06 /

atypical navigation • atypical layouts •  
pseudo-flash • horizontal scrolling • one-page

## sites by structural styles

If I could suggest a single section of this book to someone to encourage them into new ways of thinking, it would be this section. It seems there are often two sides to a debate over structure. One dictates that doing anything that might be dubbed “atypical” is wrong and creates poor usability. The other side is driven to break the rules and find solutions that work, but don’t stay within the lines. This is what I love about this section: the topics force us to reconsider things. Does the main navigation have to be at the top? Does a site require more than one page? What if I scrolled the page horizontally? So many hot topics, so little time. These are the sections that have always created the most tension on Design Meltdown and have always had the most interest; I think it is because they provide some serious inspiration value.

# atypical navigation

The notion of breaking the norm, setting new patterns and generally creating a truly fresh web site inevitably leads designers to experimenting with alternate forms of navigation. As with many such experiments, this often leads to bizarre and unusable solutions. But out of such exploration can come new methods that actually make a site not only more interesting, but often more usable.

The use of the word “atypical” in titling this section suggests that there are some norms that these sites go against—this is true. Typical sites have the logo in the top left, main links across the top, login links in the top right, and secondary

navigation down the left. All these are norms that many users and designers have come to embrace. So why break the norm in the first place? Usability is the only legitimate reason.

Ironically, if a design has good or bad usability, it might not be as obvious at times on sites that use this style. Such is the case with the JPEG Interactive site (Figure 2). Here, we find a very unusual navigation system that can only be fully understood as you use it. In this case, the process of getting to the information is half the art of the site. Considering the type of work the agency does, this is a perfect embodiment of the type of work

they would like to attract. Another great example of this going-against-the-norm style is the Nalin Design site (Figure 1), where again we find a very unique system of navigation.

For what might be considered a more practical demonstration of this style, take a look at the personal site of Benny Martinson (Figure 3). Here, the primary navigation has been boiled down to three main links. Instead of the typical landing page full of content, the user is quickly and easily guided to the main section she is in search of—more information, his portfolio or his contact information.

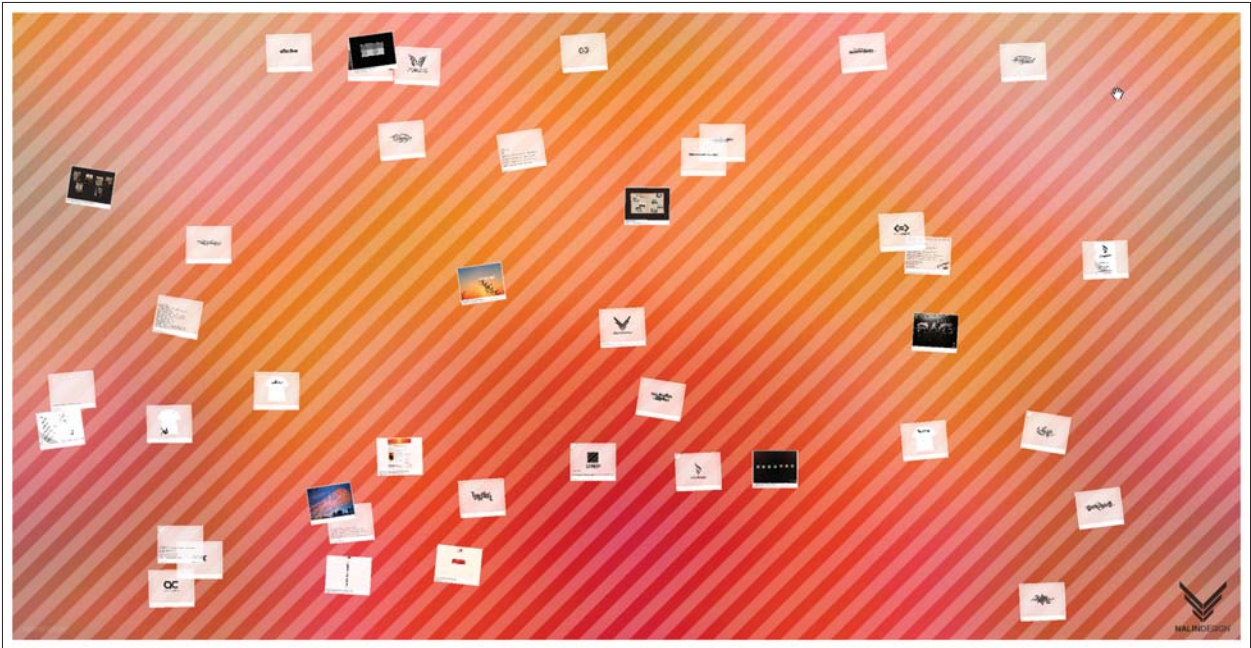


Figure 1 <http://www.nalindesign.com>



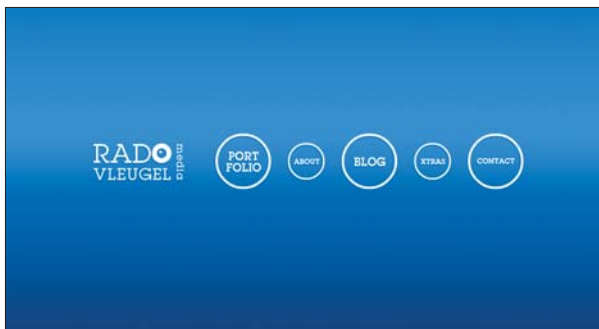
Figure 1 (close up) <http://www.nalindesign.com>



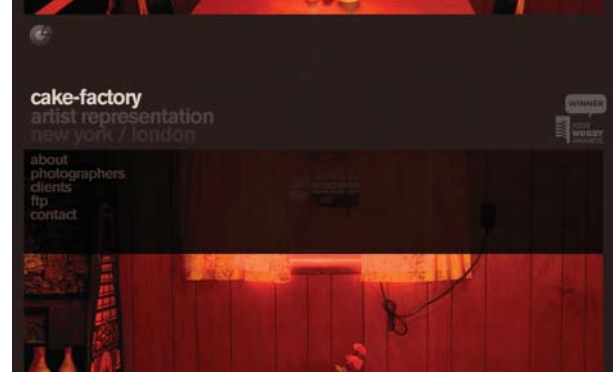
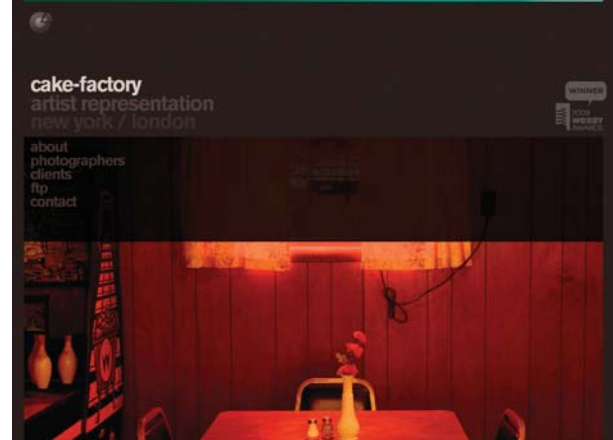
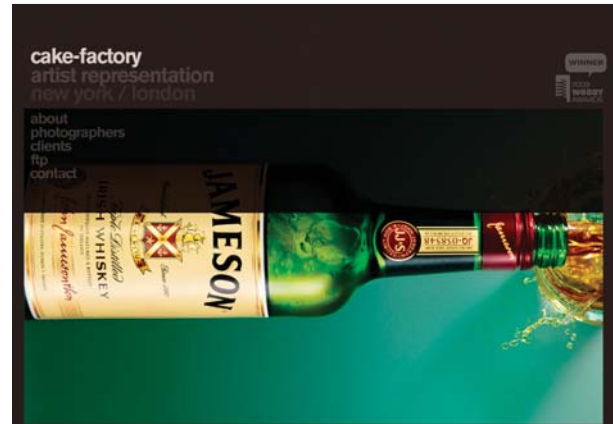
Figure 2 <http://www.jpeg.cn>



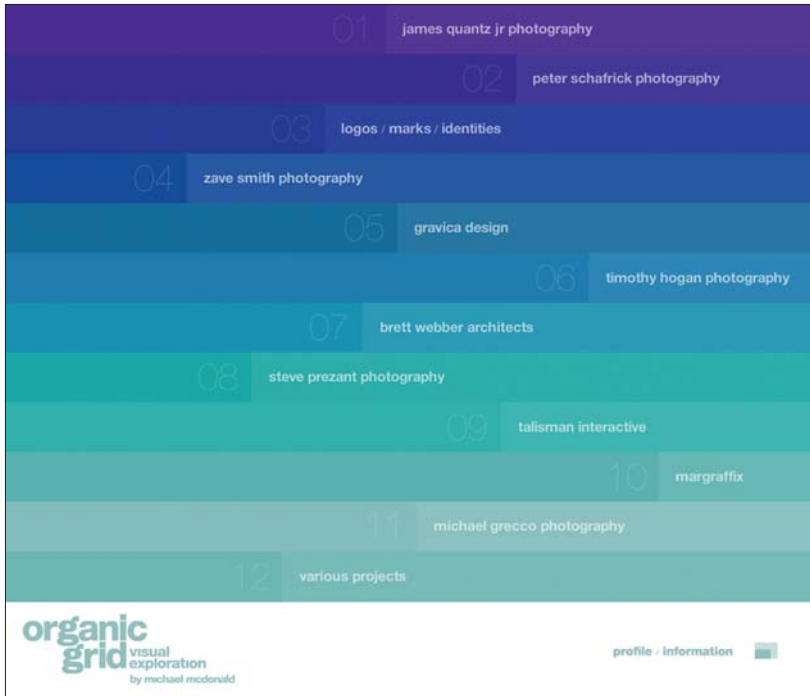
Figure 3 <http://www.bennymartinson.com>



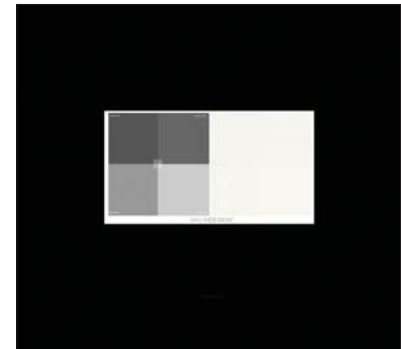
<http://www.radovleugel.com>



<http://www.cake-factory.com>



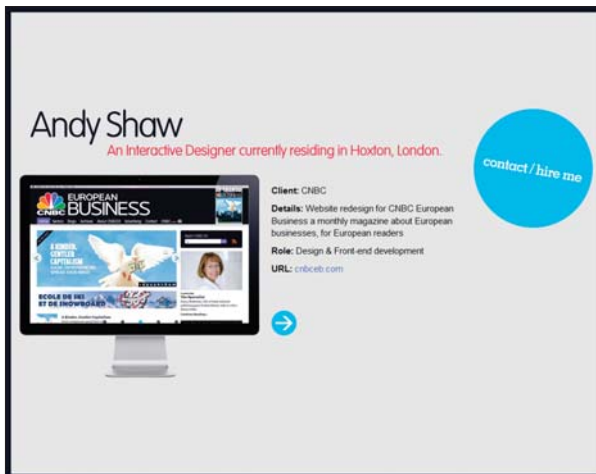
<http://www.organicgrid.com>



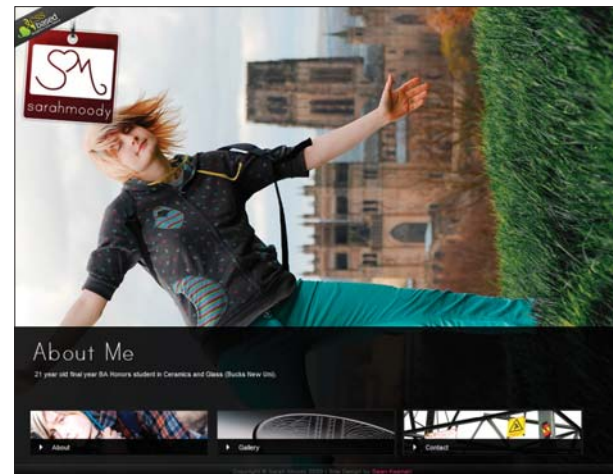
<http://www.1.nalindesign.com>



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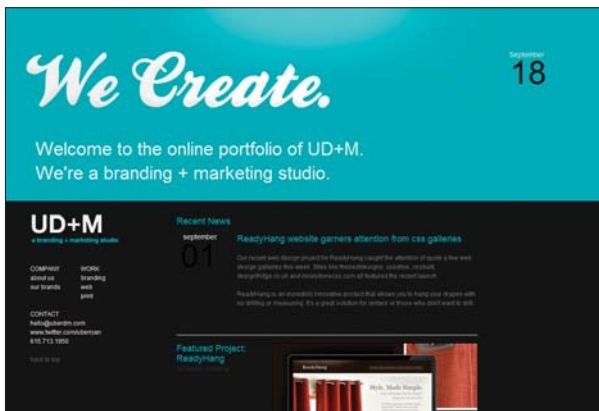
<http://andyshaw.me>



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## notes from a developer

There is perhaps nothing more exciting—and, at the same time, nothing more annoying—than a designer reinventing navigation. The pragmatic developer will scoff at breaking the norms. The visionary developer will see the challenge and rise to the occasion.

As you design your site using atypical navigation, never lose sight of the user's experience. If your crazy interface approach makes the site impossible to use, you better reconsider. As you take this approach, it is important to have an open mind and to be prepared for some really negative feedback. This is most certainly not a style that should be chosen flippantly. The best uses of it do so for a reason, and the navigation adds to the experience and doesn't detract from it.

If you want to let people explore your product in a new way so they can understand how it works, atypical navigation just might be the answer. On the other hand, if you're building an e-commerce site, you better be extremely careful before you try something wacky, as you might prevent anyone from making it through your "cool" checkout system.

# atypical layouts

It seems that the very notion of a layout being branded atypical sparks all sorts of responses. Many people are annoyed by it and find it to be total rubbish, while others see it as refreshing and the challenging way of thinking they were looking for. So, I present to you a set of some of the finest examples of atypical layouts I have found.

The BigKid site (Figure 1) has a simple and completely nonstandard layout. There isn't really anything about the layout that resembles the norm except that you can find the logo in the top left. Somehow, the design has managed to transform its content into what feels like a work of art. Perhaps it is the beautiful photographs, or the frame-like containers. Whatever the case, this design serves as a great portal to the

content, fills the screen to make as much of it visible as possible, and just generally serves its purpose beautifully. I love that its alternative layout style doesn't detract from its usability.

The Paddocks Education site (Figure 2) demonstrates this style in a practical way. On some key elements, the site sticks to tried-and-true layout mechanics: the logo is in the top left, primary navigation is across the top, the key call to action is near the top left, and key info and links are in the footer. Yet the content region of this site mixes things up enough so as not to look like every other site. Here, the designer was liberal enough to push the limits, and at the same time leverage some common patterns.



<http://www.nextbigleap.com>



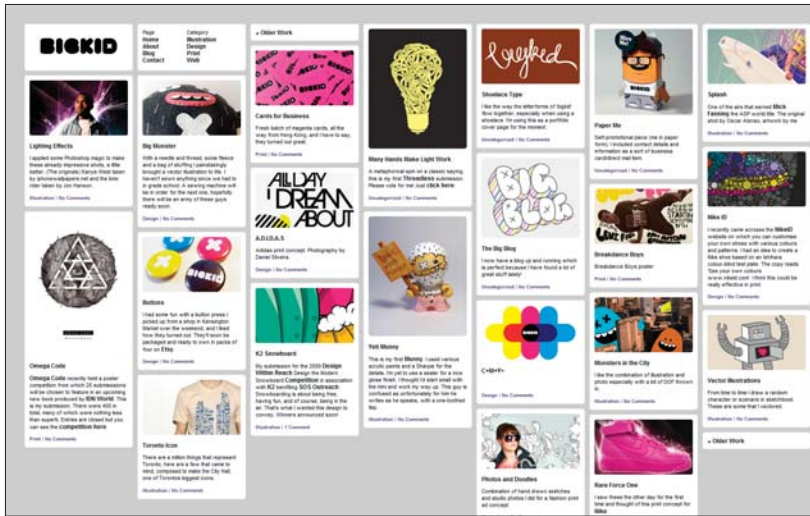


Figure 1 <http://www.bigkidz.co.nz>



<http://www.grondecki.pl>



<http://www.multiways.com>

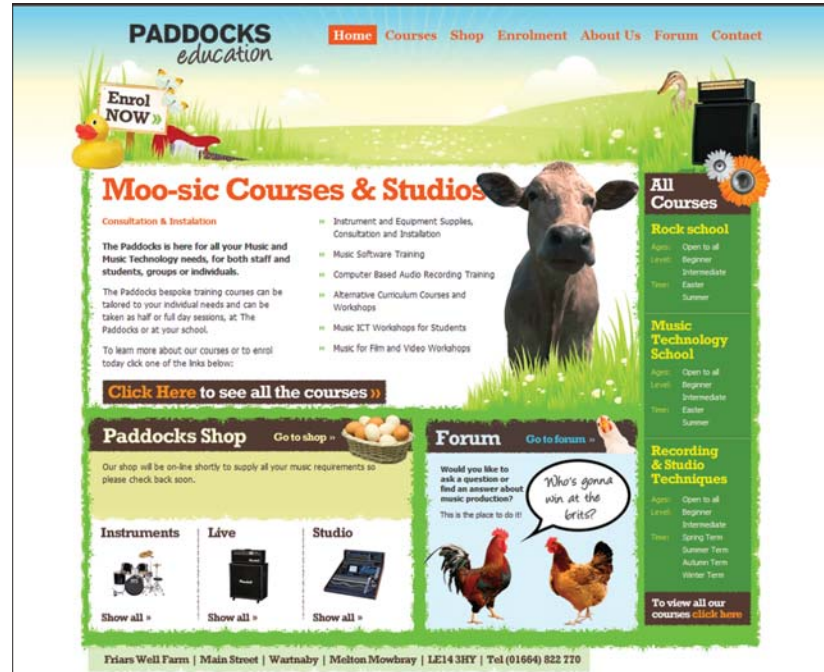


Figure 2 <http://paddockseducation.com>

<p>hello, my name is fran roca and this is the largest collection ever of my work as a designer and some personal and student projects</p>	<p>4th haineka jazzaldia poster design for this jazz festival contest submission</p>	<p>cases means, del privat of public brochure for this seminar organized by caixa catalunya and universitat de barcelona for rob make</p>	<p>rob media concept logos for the new identity of this interactive agency for rob make</p>
<p>rob media concept logos for the new identity of this interactive agency for rob make</p>	<p>torismo y cooperacion al desarrollo en el mediterraneo design of this book published by zarba for rob make</p>	<p>20 anys dels cursos de gestió cultural a la universitat de barcelona logo for this anniversary for rob make</p>	<p>yves rocher campaign for this brand of natural beauty for rob make</p>
<p>ota navidad es posible your self-promotion campaign for interactive agency rob media for rob make</p>	<p>nos reuvenos new office informative mailing for interactive agency rob media for rob make</p>	<p>using corporate website restyling for this stability services company for rob make</p>	<p>sharing website and identity for this trip sharing community for rob make</p>
<p>7 dies per 99 cèntims mailing campaign for dating service hootsuite24 for rob make</p>	<p>l'última carmena website for this cinematographer, photographer, producer and journalist personal project</p>	<p>associació catalana de tècnics en prevenció de riscos laborals logo for this professional association freelance</p>	<p>maemo.org logo for this community contest submission</p>
<p>mediterranean consulting corporate website for this consultancy firm freelance</p>	<p>concertos en la iglesia de san nicolas poster announcing seasonal concerts organized by sanamodid freelance</p>	<p>sama compilation 2008 cover design for sama records techno music compilation contest submission</p>	<p>ya (nos) veremos fictional short film about a casual encounter in barcelona city student project</p>
<p>loop barcelona website and identity for this videot festival student project</p>	<p>álce vita barcelona website for this free fashion shopping guide student project</p>	<p>data portability project logo for this initiative contest submission</p>	<p>servicis de consultoria para el sector textil services for textile industry brochure for mediterranean consulting freelance</p>
<p>blogstorming initiative europe's design barcelona students community blog design student project</p>	<p>mediterranean consulting slideshows for this consultancy firm freelance</p>	<p>basí design of this documentation and production management tool for drumming workshops decentralized network basí freelance</p>	<p>stories from the field logo for the united nations documentary film festival contest submission</p>
<p>movement of jam people book about jam music and the walkers exodus album student project</p>	<p>a path logo for this ecological textile company student project</p>	<p>vivres website and identity for this online community for artists student project</p>	<p>ciutat vella website for the barcelona district called ciutat vella and its four neighborhoods student project</p>
<p>ideles logo for this hosting company personal project</p>	<p>sevassa corporate website for this engraved crystal glass producer for díana</p>	<p>ifa.zat website for josep iñfa foundation for caixa alta</p>	<p>polinyà medi ambient signal design for polinyà selective collection containers for díana</p>
<p>colègia professional de ingenieros en informàtica de castella y león logo for this professional corporation contest submission</p>	<p>les críes oblidades website for this carnet jove (jove=20) solidarity project for díana</p>	<p>1 jornades sobre el consum sostenible i responsable a catalunya calendar for this seminar organized by agència catalana de consum for díana</p>	<p>Materia secret online shop and forum for this bookshop for díana</p>
<p>camisa packaging for this deplatory wax manufacturer for díana</p>	<p>camisa product catalogues for this deplatory wax manufacturer for díana</p>	<p>aluminium logo for this aluminium related company projects personal</p>	<p>camisa corporate website for this deplatory wax manufacturer for díana</p>
<p>botiga jerc t-shirts for jerc online shop on logo the independence for díana</p>	<p>anobis cosmetics corporate website for this cosmetics manufacturer for díana</p>	<p>ajuntament d'esparreguera website for esparreguera city council for díana</p>	<p>iguapop website for this concert promoter company for díana</p>

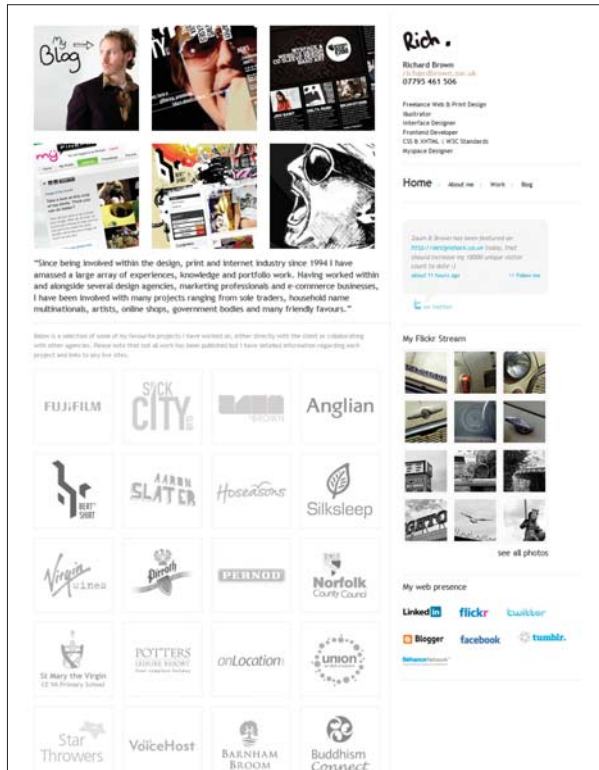
http://visuakultura.com

http://realtimeracing.org

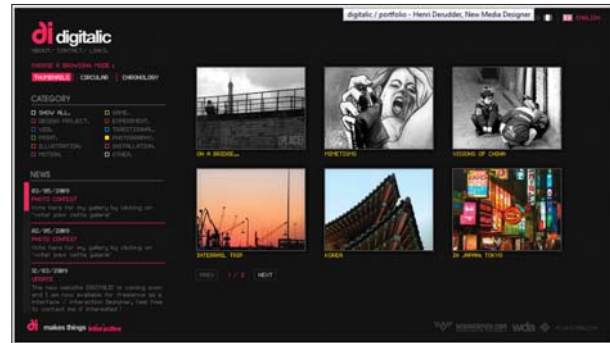
http://www.lanaehale.com/home

## notes from a developer

In contrast to the section on Atypical Navigation on page 194, this style will not likely get nearly as negative a response from your developer. On the surface, many developers will object to doing something outside the norm, but if your design is practical and focuses on the user's needs, it will likely be well received. In many ways, developers are far more creative than they get credit for—it's just that their creativity comes in solving technical problems and not visual ones. All the same, a good programmer can understand the notion of good design. And if your design embraces the user's needs and improves functionality by breaking the norms of page layout, you probably have something worth pursuing. Your best bet is to present your atypical layout design in the context of how functional it is, not how original it is.



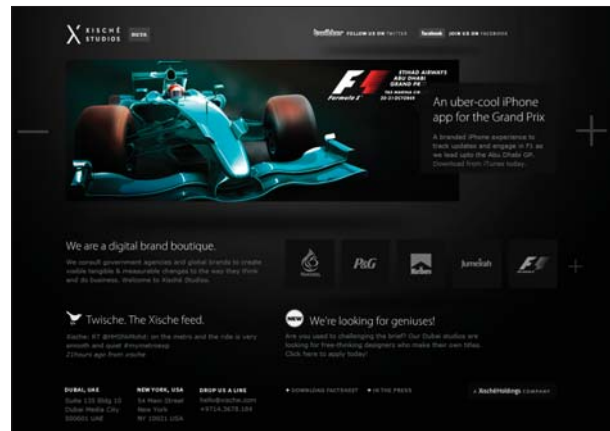
<http://www.rdbrown.me.uk>



<http://www.digitalic.org/portfolio>



<http://www.tmsportmanagement.com>



<http://www.xische.com>

Enjoyed the first Words Per Minute Glasgow, will post a link to photos momentarily.

19:50 2nd May 2010

**F91W**  
AN EXPERIMENT IN LIVING MINDFULLY

every hour my watch emits a chime, this is my signal to become mindful, document the moment, and decide what to do with the next hour. this site is an archive of such moments.

Enjoyed the first Words Per Minute Glasgow, will post a link to photos momentarily.

10:50 2nd May 2010

Finally got http://me4-icell.com and http://me4on.com in passable state. how how so much clarity I don't need glasses!

0:54 25th Apr 2010

There's a time to write and a time to edit. low, with 1021 notes in my evernote. it's time to edit.

21:14 21st Apr 2010

When procrastinating I find the most painful task, break it down, and give myself 20 minutes to do it.

http://f91w.com

Search

Search the Final Cut Pro universe faster and easier than ever before (there's no need to add Final Cut Pro or 'FCP' to the search)

**Latest Tweets**

New skills, Final Cut Pro stop motion videos... <http://www.vimeo.com/12124575> @lrs

**Rig of the Day**

**Discover over 1000 software, hardware and system products**

**Upload your photo for the chance to be Rig of the Day**

**Latest News**

QTV releases the much anticipated keying plug-in package Key Pro V1.0

CoreMall Launches Rolling Shutter Reduction, Frame Lock & Load X

FiFactory Development Partner Yandbox Releases Semantic Visual Effects Plug-In For Final Cut Studio And After Effects

Red Giant Software Launches Red Giant: People

Final Cut Pro Templates Releases Drop Zones V01.2

Luca Visual FX Joins FiFactory Development Partner Program, Releases Light Box 1.0

DVFile Releases Raylight for Mac 3.0

Duice Systems Introduces PRO RXD Series Airways

RE: Vision Effects releases FieldKit and

**Latest Blogs**

Solutions to improve FCP's Media Management experience

Media management has long been considered Apple Final Cut Pro's Achilles' Heel. In reality, FCP has gotten better in this regard and does a pretty decent job of storing project master clips to media. The shortcomings of FCP media management become apparent when projects are moved around among different edit systems, hard drives and editors. [...]

FCP Basics: Save time and increase consistency with Final Cut Pro's 7 favorite Filters/Transitions' feature

FCP TIP: CUTTING IN FOOTAGE FROM ANOTHER SEQUENCE

Using the 'Analyze Movie' tool in Final Cut Pro — Get a good look at all the technical details

New Product: Yandbox Nodes — Animate objects & relationships through nodes and lines

FCP Shortout of the Week: Controlling audio pan settings with keyboard shortcuts

First Annual Boston SuperMeet scheduled for June 29th

CoreMall Lock and Load X

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http://www.finalcutters.com

home / about / portfolio / services / blog / contact

www.lyricalmedia.com | version 2.1 | 2008

# Lyrical Media

What we're talking about right now:

RT @davegraham: What's this supposed to be? A new theme site? I have no idea. but it looks kinda cool. <http://www.lyricalmedia.com> <http://t.me.uk/lym>

need a website? we can help - click to find out more

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Read all about the process and the inspiration for the new design and find out how it was all put together!

**From the blog**

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Win A Free Copy of Billings

Take The SQ 2009 Client Survey

The Secret To Getting Twitter Followers

WPpress'd Launches In Beta

**About Lyrical Media**

Find out about us and the work which we do, we could be exactly what you've been looking for...

**Our Design Work**

Browse through our portfolio and see exactly what we've been working on recently...

Lyrical Media Ltd  
24 Willow Crescent  
Worthing, BN13 2SU  
0208 123 1 567

http://www.lyricalmedia.com

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Affman Consulting

Kakakomiti

Abus

KajjiPro

Personal Training AP

Ummunnaga

FC Winma

How we do it? Read more >>

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http://www.nvlstudio.com



# pseudo-flash

It isn't that Flash is going away or somehow falling out of popularity, but there is a sharp increase in the number of sites displaying Flash-like functionality via good, old-fashioned JavaScript. The refinement of tools such as jQuery, script.aculo.us and MochiKit has provided ways to quickly build such functionality, saving both time and money.

In many cases, this Flash-like style shows up in small ways, like navigation elements that fade in and out as you hover over them, or slick bubble pop-ups as you mouse over something. Countless small things have been done to provide more interactive aspects of a site that create beautiful flourishes and bring a design to life. This section will focus on a slightly more ambitious use of the style. The

samples collected here manage to emulate an entirely Flash-based site and offer interfaces that make the user presume he is looking at a Flash site.

So why go to all this trouble to make an HTML and CSS site behave like a Flash one? I can think of two obvious reasons. The first is skill sets. Flash is a niche in the web industry that can drive entire careers. It takes a lot of time to learn to do it right, and even more time to actually build stuff. Given the combination of technical and visual skills required, it is perhaps one of the most difficult aspects of web development. As such, many more people have become familiar with JavaScript and, as a result, this is simply a more viable option.

The second, and perhaps most likely, reason for the increase in Flash-like

designs is SEO—good old search engine optimization. Yes, many great developments have been made to enable Flash-based content to be indexed by search engines, and, yes, there are a number of ways to make it work. But the question I always come back to is if SEO is the goal, why bother with a platform that makes you work so hard? And that's the real beauty of these sites; under the hood, they are straightforward HTML, styled up with CSS and animated with JavaScript. This means search engines see all the content in its unstyled format with no additional effort.

The pragmatic developer in me can't resist loving this solution. This approach is becoming more and more popular and is likely to be very common in coming years.

**Subreport**  
Aufgabe war es, den Reiznach gemäß der drei Produktlinien zu gestalten und umzusetzen. Zusätzlich wurde ein umfangreicher Pressebereich konzipiert. Die Anbindung der ELVIS-Datenbank wurde durch Anfertigung von Templates realisiert. Sie durch einen Drittanbieter eingebunden werden konnten. Im Fokus stand außerdem eine barrierearme Umsetzung.

**Leistungen:**

- X Anbindung der ELVIS-ID-Eingabe in CMS (MODx)
- X Login/Logout-Kopplung mit Datenbankanwendung eines Drittanbieters
- X Barrierearme Umsetzung
- X Umfangreicher Pressebereich
- X Integration des verteilbarsten verschickten Newsletter
- X Einbau Linkbibliothek und Glossar

**1** Sie erhalten ein Anforderungsprotokoll

**2** Wir schaffen ein Anforderungsprotokoll  
Sicherer Anforderungen Bei einer Projektanforderung wird eine Website erstellt.

**3** Wir konzipieren  
Schon kurz nachdem Sie den Auftrag von uns Vorschläge, wie Ihre Website aussehen soll und Sie zufrieden sind.

**4** Wir entwickeln  
Sie erhalten die Website in einer Testumgebung, um sie zu testen.

**5** Wir schalten  
Nach ausführlichen Tests schalten wir die Website anhand von ausführlichen Statistiken.

<http://www.siebennull.com>

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tuckinteractiv

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**Hello!**  
Creating a website isn't just about making something pretty that looks good. It's about making something that works. It's about making something that is easy to use, that is easy to maintain, and that is easy to update.

**CONTACT ME**  
jstuckert@tuckinteractiv.com  
781.451.1111

**RESUME**  
Like what you see? Let's talk about your next project.

**TESTIMONIALS**  
"Justin is a professional, creative, and collaborative person who has helped me with my website. He is a great person to work with and I highly recommend him to anyone looking for a website designer." - John Doe

**is your website being hacked?**  
Our website is being hacked. We can help you protect your website from hackers and malware. We can help you secure your website and protect your data.

<http://www.tuckinteractiv.com>

EYEDRAW | ILLUSTRATIONS BY PIOTR GODEK

HIRE ME

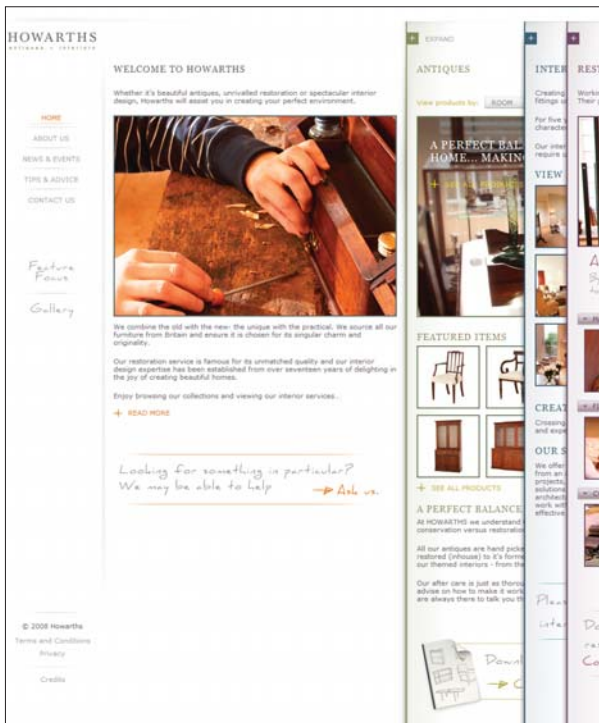
You are browsing all the entries. You can also view entries posted in: [Banner](#), [Bitmap](#), [Blog](#), [Character](#), [Logo](#), [Poster](#), [Vector](#), [Wallpaper](#) or [Website](#)

**HACKFEST**  
2008.08.05  
Client: DESIGNAL  
Powered by: Banner, Bitmap, Logo

<http://eyedraw.eu>



<http://www.ladeq.it>



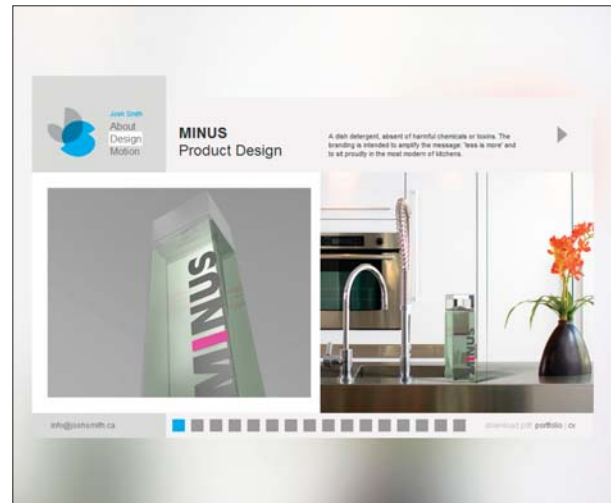
<http://www.howarth's.nl>

## notes from a developer

As a designer, this approach is very tempting, but I would suggest a healthy dose of caution as you consider embarking on such a site. Not only is it quite likely to be much more expensive and time consuming than you might expect, but it will probably also be quite difficult to implement.

This is another situation where the more experience you have in actually building web sites, the better equipped you are to make use of this style. A great way to take baby steps into this style is to familiarize yourself with the types of effects jQuery can perform. By studying the types of effects available, you can be sure to design around known factors as opposed to pie-in-the-sky ideas. Dig through the jQuery effects library here: <http://api.jquery.com/category/effects>.

There is nothing quite as powerful as going to your developer with your design in hand and corresponding examples of code that does what you're looking for. Not only does it spell it out for your developer and communicate exactly what you're looking for, it also shows a level of respect for the developer's world and demonstrates that you want to play nice with what is realistic.



<http://www.joshsmithdesign.com>





<http://www.seankeenan.org.uk>



<http://www.gavincastleton.com>



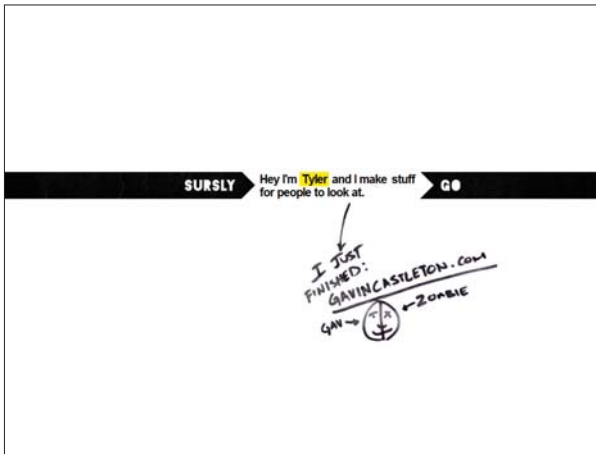
<http://meetjohnvon.com>



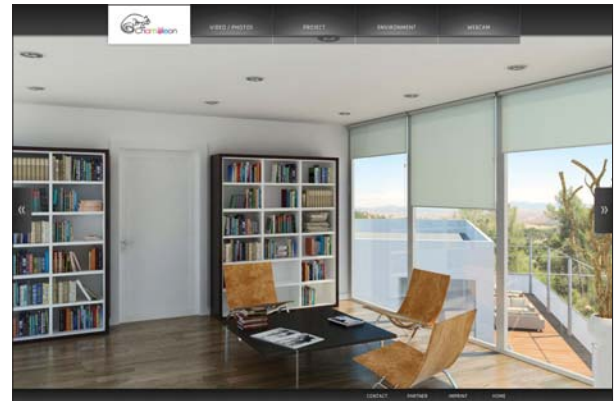
<http://www.johnantoni.com>



<http://www.alexarts.ru/en>



<http://www.sursly.com>



<http://www.chameleon-home.com>

# horizontal scrolling

For many designers the notion of a horizontal scrolling site is not even a possibility—it's an approach that never enters their minds. This is perhaps for good reason, as it breaks a firmly ingrained user expectation of scrolling up and down; however, there are many cases where it can be used with great success. Claire Baxter's personal site is one such example (Figure 1).

On Claire's site, we see how a single-page site can be transformed into a quick-responding site that is like a traditional site with many pages, but with the benefit of a nice page-to-page transition. This is one of those sites you simply have to use to really love. It responds super fast, flows really

well and is crystal clear. Amazingly, this site avoids even the least bit of confusion that might result from scrolling side to side.

Sites that showcase photography, such as Melissa Marie Hernandez's portfolio, can be very well-served by a horizontal scrolling site (Figure 2). Photographs work particularly well in this style, as they line up so perfectly and make for a beautiful strip of images. On Melissa's site, the size and flow of the photographs means that the next image peeks out at you, enticing you to keep clicking. This hint of what is to come drove me to shuffle through the galleries, and this is certainly what the owner wants potential clients to do.

One place that it would seem rather unlikely to find a horizontal scrolling site would be in the real-estate industry, but this is just the case with the Pinchot Forest web site (Figure 3). In addition to being another example of a page with a smooth-moving side scroll, it also has the interesting feature of a static menu bar. Many sites like this repeat the navigation on each frame as it moves, and others force you to return to the homepage to dig into other content. Instead, this site simply slides the content along with the logo and navigation anchored in place. This is a wonderful use of the style that doesn't detract from usability and makes for a unique experience.



Figure 1 <http://www.vanityclaire.com>

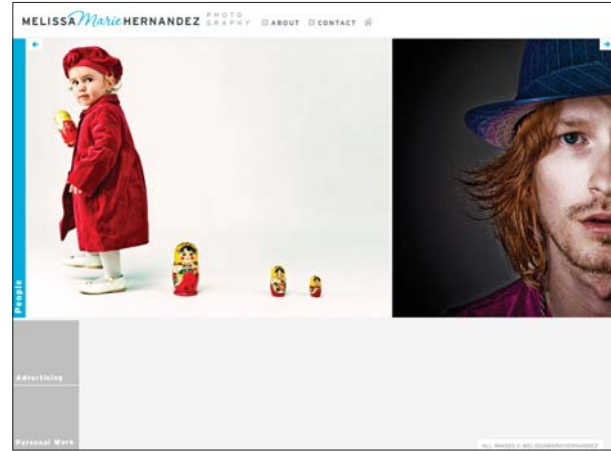
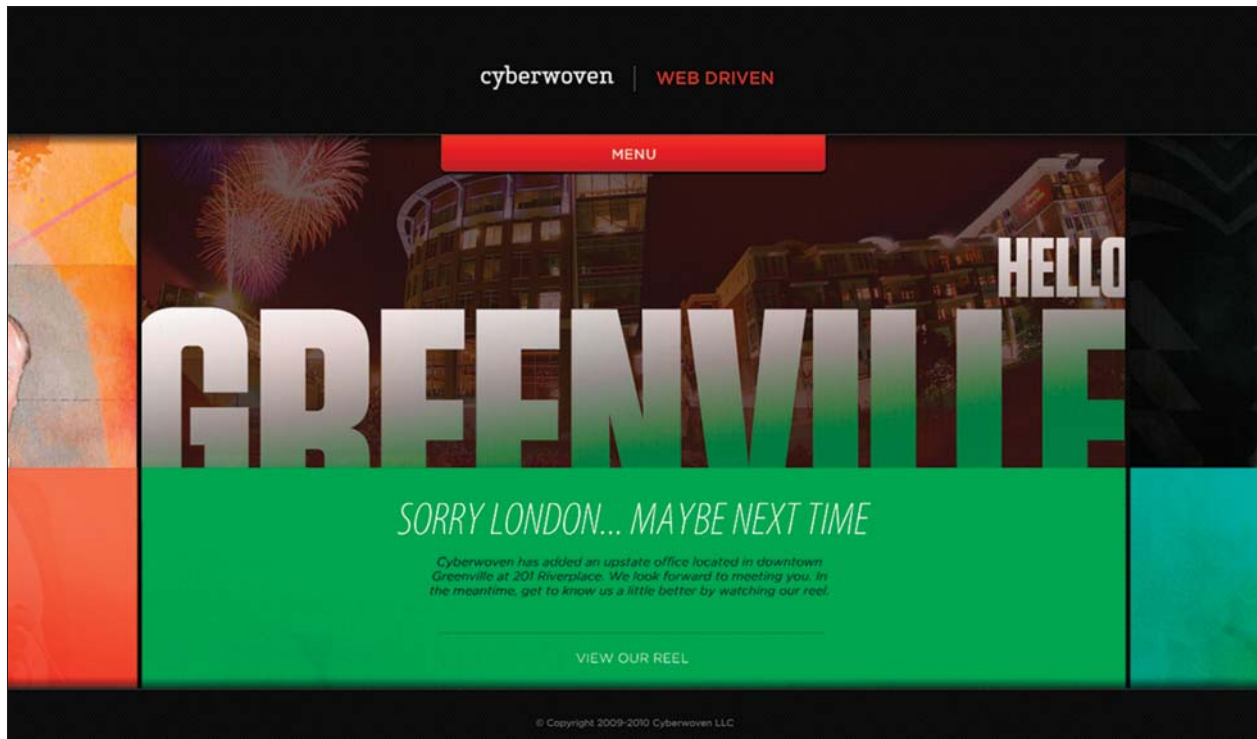


Figure 2 <http://www.melissamariehernandez.com>



<http://cyberwoven.com>



Figure 3 <http://www.pinchotforest.com>

## notes from a developer

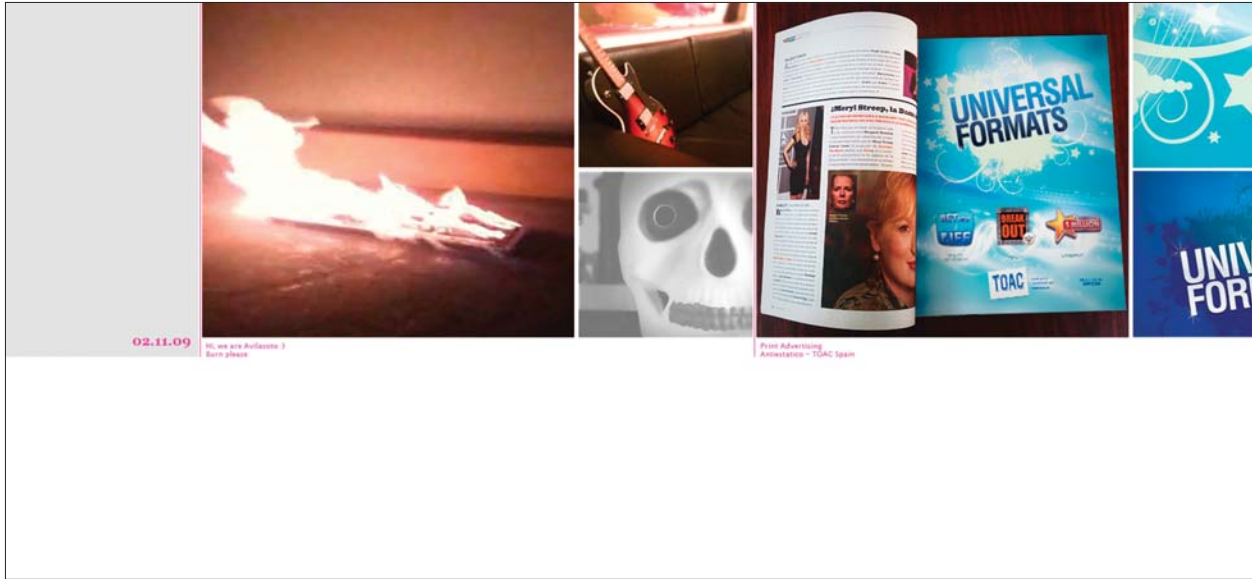
As a developer, I have had a wide range of designs brought to me ready to be coded. But this is one style I have yet to implement in code myself. I can tell you that the day a designer tells me this is his grand idea, he will probably see me roll my eyes and let out a small sigh. This approach can create huge usability issues, as well as technical snafus.

In particular, suppressing the vertical scroll bar and just showing a horizontal one might sound simple, but it isn't so cut and dried. Considering that most browsers are designed to allow users to scroll vertically to see content, you have to be careful when you start overriding this behavior.

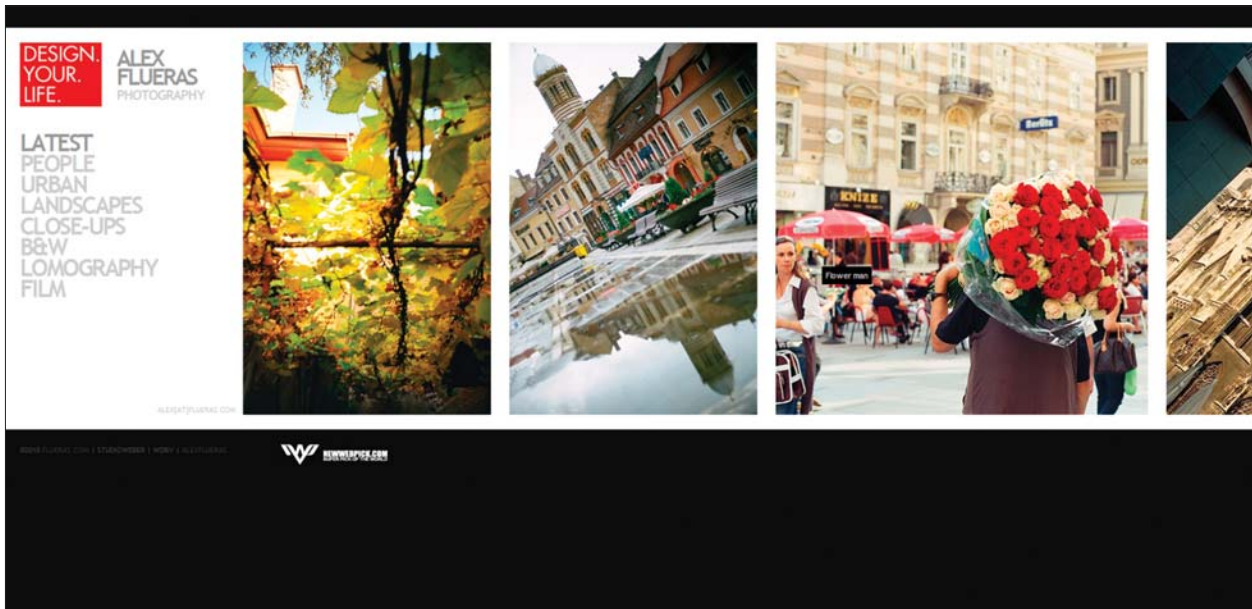
If this is truly the direction you want to go, carefully consider the size of your content and how it will show up on browsers when they aren't full-screen on your fancy 30-inch monitor. If you can design within reasonable limitations in this regard, your developer is likely to be a lot more open to the approach.



<http://www.hasrimy.com>



<http://www.avilasoto.com>



<http://album.alexflueras.ro>

# one-page

The one-page site has so many obvious purposes, it is difficult to figure out what can be said or done with it that's actually new or fresh. Remarkably, though, the examples provided here actually manage to feel totally fresh and unique.

Many of the samples rely on overall minimal styles, which very effectively complement the minimalist notion of a single-page web site. Many of the sites featured here could easily have had several pages, and the designers would have been driven to fluff up the content to fill the space. Instead, a focus on efficiency and ease of use dominates the end result, which features content that is easy to consume, quick to load and keen on satisfying the user with all the information she needs.

A perfect example of this is the portfolio site of Jack Bloom (Figure 1). This one-page site does many things remarkably well. For starters, it is certainly in a semi-minimalistic style. I say semi because it does have some flourish and embellishment, but overall it is bare bones. For example, the text itself is rendered in creative and beautiful ways, allowing it to serve two roles: decoration and content.

There is another potential strategy in putting all of the content in a single page. The NineFlavors (Figure 2) site is a single-page site that uses a sort of in-line scrolling to change out the content. On first glance, this is kind of clever and feels nice. But it does lead to the inevitable question: Why not just put each content bit on its own page? There are

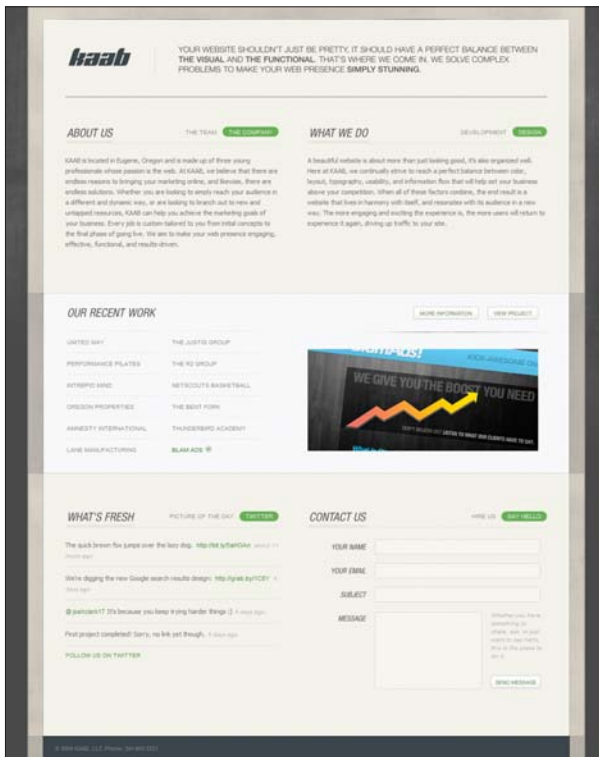
many possible answers, and I want to focus on one that seems like a different perspective. As a design agency, it can be quite difficult to get people to thumb through all of your content, samples and history in order to sell them on you as an agency. In this case, if the user takes the first step and clicks a link, he is surprised that the content just pops in. Somehow it feels like less of a time investment than going through multiple pages. As a user, I am quickly enticed to click all the links and thereby run through all the content. So this is a great way to make it simple for someone to get a quick overview of a fair amount of content. It reduces the sensation of surfing around a big mass and needing to get orientated.



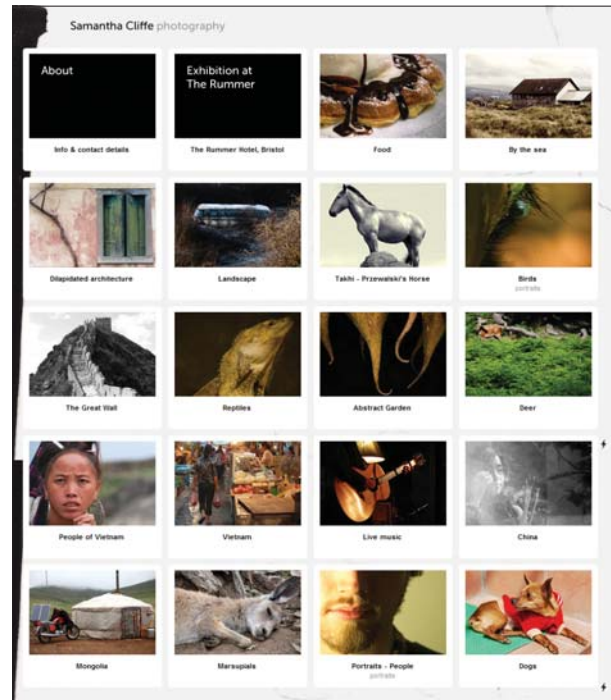
Figure 1 <http://oldergraphicdesigner.com>



Figure 2 <http://www.nineflavors.com>



<http://www.kaabstudios.com>



<http://samanthacliffe.com>



SERVICIOS PORTFOLIO TEAM SNACKS CONTACTO BLOG Cultura Perfiles FAQ Preguntas Metodología SOPORTE Project Management Client Login

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Ahorró en la Empresa

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de de marzo de 2009  
REALTY PRESENTS

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## portfolio

(Según la hora de divertirse) Ver portfolio completo →

GOAL | Gonzalo Alonso  
Clientes: Gonzalo Alonso  
Marca: GOAL  
ver más

Historias de Mascotas  
Clientes: BESO  
Marca: Whiskas | Pedigree  
ver más

Indemnizame | Pepel  
Clientes: Torron Chich  
Marca: Pepel  
ver más

Ahora en La Empresa  
Clientes: Officework Solutions  
Marca: Ahora en la Empresa  
ver más

Mandale un mens...  
Clientes: BESO  
Marca: Pasa de los Toros  
ver más

¡señal - bajar!

¿Señal - bajar?

¿Ya tienes que decirle hola a...  
ENHUI  
Lee otras opiniones.

## team

Un team entusiasta y divertido e inquieto, con ganas de realizar proyectos memorables en Internet. Yeah! memorables, bonitos, hot, y guapos!! (tenemos las ganas...)

Juan Pablo Suñero  
Founder | CEO  
Director

Matias Dutto  
Founder | Creative  
Director

Pablo Sanchez  
Operations and Project  
Director

Agencia: BESO  
Clientes: BESO  
Marca: Pasa de los Toros

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HolteDesign // arbeid // om // kontakt

Dette er porteføljen til Mia Holte, en webdesigner fra Skien. Jeg lager nettsider. Nydelige og funksjonelle nettsider. Og jeg vil gjerne jobbe med deg!

### // arbeid

Vinduspusseren Relling  
Vinduspusseren

Bok & samfunn  
Bok & samfunn

Reva  
Reva City Car

Ario  
Ario

Juniorlymfonikerne  
Juniorlymfonikerne

Mia Holte  
Mia Holte

### // om

Holte Design tilbyr sikredersydde weblesninger med fokus på webstandarder, brukervennlighet og tilgjengelighet.

Jeg har jobbet for små og mellomstore bedrifter, fotografer, artister, organisasjoner, magasiner, bloggplattformer og private. Med andre ord er jeg ganske allsidig.

Når jeg ikke jobber, skriver jeg om webdesign i *Bloggen min*, lærer som om jeg er *fotograf*, eller *skriver* om mer eller mindre ualltidige ting.

Per Olav Solberg  
Reklamer i bransjesektoren  
Bok & samfunn

“Vi engasjerte Holte Design til å lage ny designmal for våre nettsider, og vi er veldig godt fornøyd med resultatet. En profesjonell løsning i Wordpress til en svært overkommelig pris. God dialog og forståelse av prosjektet har bidratt til et godt og spennende samarbeid.”

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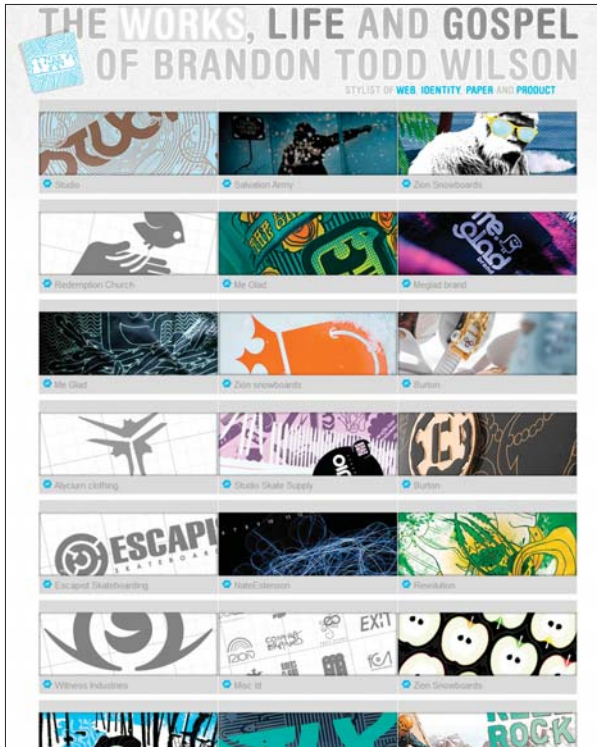
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Delicious

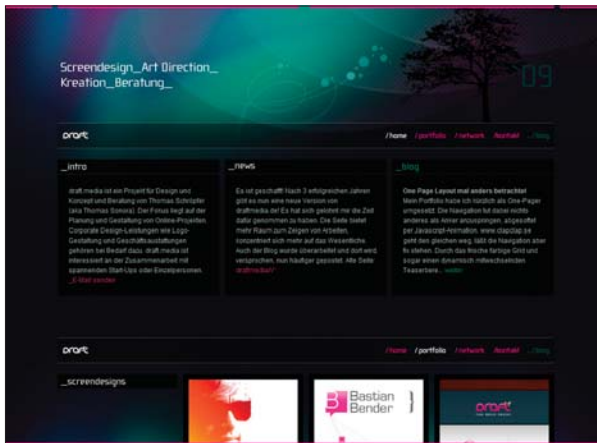
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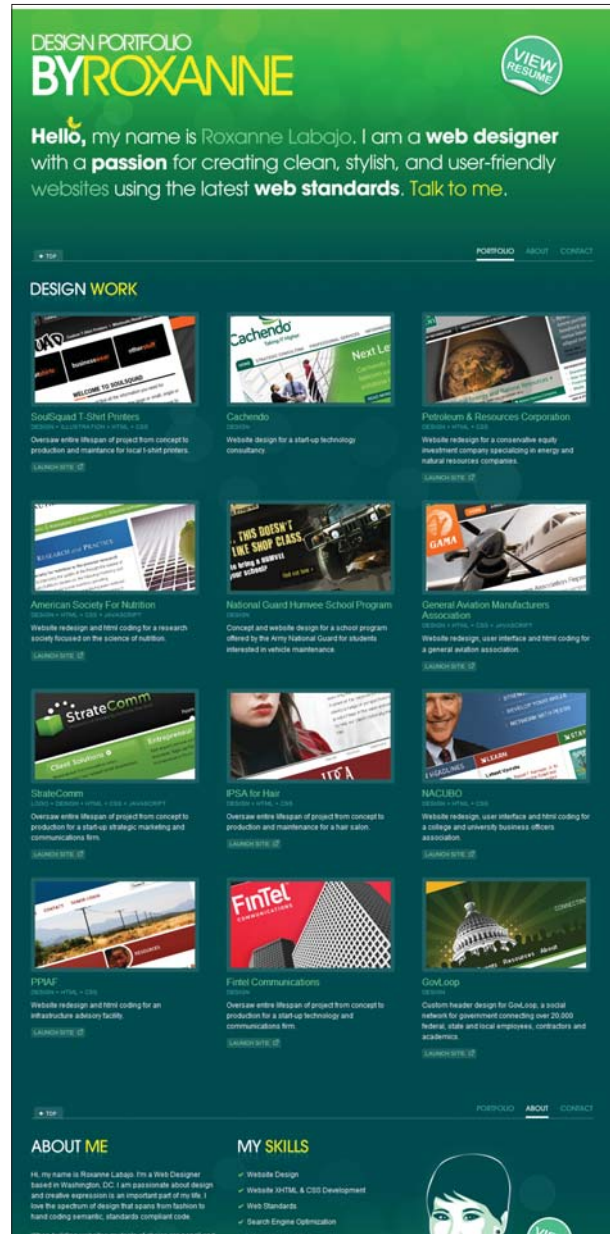
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# 07 /

tabs • buttons • form elements • helpful homepages •  
functional footers • homepage slide shows • 404 pages

## sites by structural elements

One great way to break down design is by function. This approach can be so handy for finishing a design; seldom will you start the inspiration process here. But ultimately you will include some widget in your design and start out on a mission to find fresh ideas. In a way, this section of the book represents trends from a slightly different perspective. For example, the level of quality found in the jQuery UI controls means we find many more accordions in use (not that there was a shortage, but they really have had a boom). Even something as common as tabs have found even more use simply because they are technically easier to accomplish. The modern web has us piecing together many components created by others, making the process of customization and leveraging fresh ideas all the more important.

# tabs

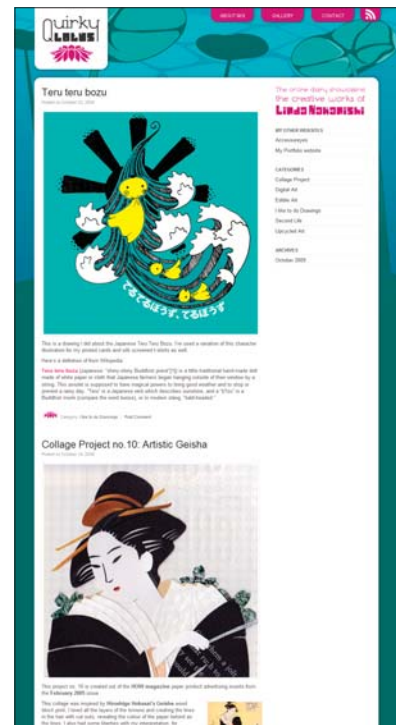
Tabs are a basic way to organize web content, and they provide a visual cue as to how that content is grouped. They are also quite often a means of indicating where you are in a site. As such, these heavily used items have been styled every way you might imagine, and yet we can still find some fresh examples to inspire us to venture into new territory.

Tabs can unify a design via repetition, as seen on the ClothMoth site (Figure 1). Here, the buttons echo the fabric theme and kitschy style of the site. The tabs are used to echo the standard tag found in clothing, and they thereby become a functional part of the theme and usage of the site. While this design overall might not push the envelope, it certainly is well thought out and effectively put to work.

Another thing that is always great to see is a theme that is extended to every

aspect of a design. More often than not, tabs are put to work without deep meanings and dual purposes. Such is the case with Fran Boot's site (Figure 2) and The CSS Blog (Figure 3) site. These sites don't do anything revolutionary with their tabs, but all the same they work as a seamless part of the design.

Some designers make tabs do interesting things, like a side menu that looks like an oblong tab, as seen on the IM Design (Figure 4) and MetaLab (Figure 5) sites. These designs make a side menu appear as tabs as well as simple links. This converts a standard side menu into one that helps you understand your location within the site, which is something very helpful for people landing on sub pages via a search engine or shared link.



<http://quirkylotus.com>

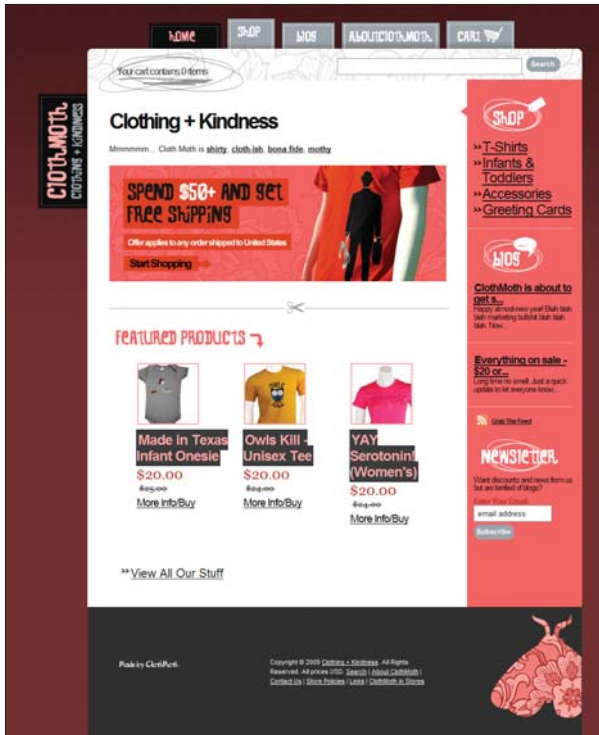


Figure 1 <http://www.clothmoth.com>



Figure 2 <http://www.narfstuff.co.uk/portfolio>

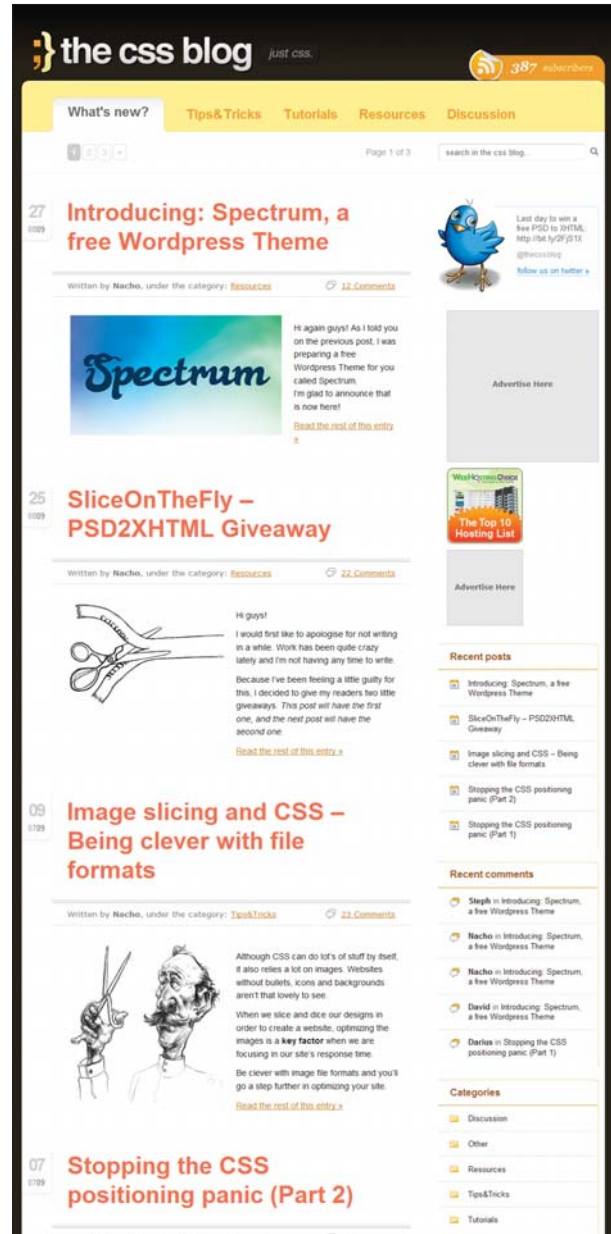


Figure 3 <http://thecssblog.com>



Figure 4 <http://www.imdesignuk.com>

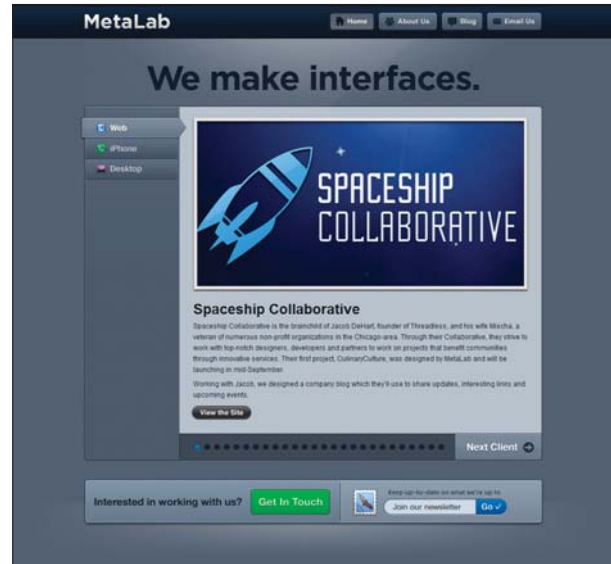
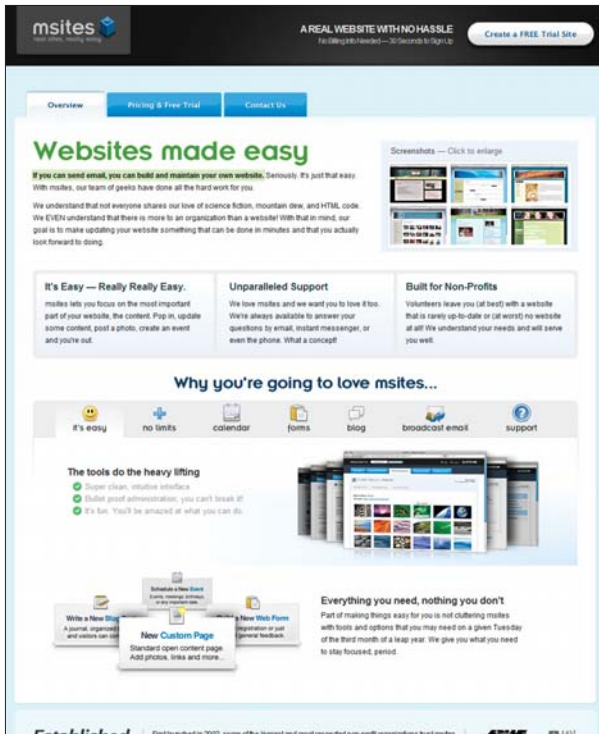


Figure 5 <http://www.metalabdesign.com>



<http://www.msites.com>



<http://www.piensaenpixels.com>





<http://www.manisheriar.com>

## notes from a developer

One of the most common ways to create tabs is known as the sliding window technique, which involves styling regular lists into beautiful tabs with background images that slide into place. A very thorough write-up of this technique can be found on A List Apart: [www.alistapart.com/articles/slidingdoors](http://www.alistapart.com/articles/slidingdoors).

This approach will either combine real live text with background images, or it will embed the text into the images themselves. Neither of these approaches is too difficult, and they both can be built to be fairly flexible. However, given that tabs are typically horizontal, they suffer from space limitations and should therefore be planned out carefully.

Tabs are a problem that have been solved in many ways with jQuery (<http://jqueryui.com/demos/tabs>). The main reason to go this route is if you need the tabs to act as part of the content and change what the user sees without a page load; CSS tabs are a part of the page template that really just lead to whole new pages.

# buttons

If you're reading this section, you're likely designing some buttons for a site and wondering what has been done to this simple control. You're also probably wondering how to retain functionality but dress it up so it doesn't look like a boring default button. After all, we can't just let it have its default style—that's no fun.

Some sites apply pretty standard styles and dress up buttons to a point that improves visibility and eases site use, as seen on the sites for Airbnb (Figure 1) and Notable (Figure 3). These buttons are pretty standard in terms of style, but they fit the designs well, improve visibility and certainly avoid a misplaced default style.

Other sites do interesting things, such as visually combining two buttons into one, like on Go Freelance's site (Figure 2). Others, like MailChimp (Figure 4)

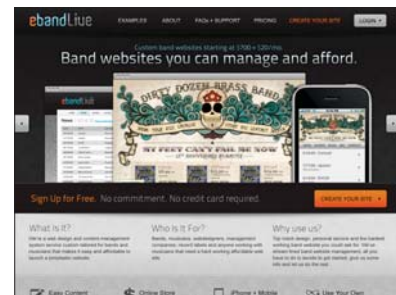
and NCover (Figure 5), pack a lot of extra info in and make them into uber buttons. These supersized buttons contain a lot of content and are physically large in size. In this way, they not only communicate something, but also have space to tell you precisely what you will get by clicking through. This can be a very effective way to draw attention and drive people to a desired action on the web site.

It is no surprise to see that in all of these examples the buttons have become larger and far more visible than the default style a button might have. And they still demonstrate that an often-ignored element can be leveraged in powerful ways to achieve desired results.

Also, take a look at the Forms chapter of this book on page 229, as many of the forms shown there have a wide range of custom-designed buttons.



<http://www.ascendsport.com>



<http://www.nanastreak.com/webdesignersidea/eBandLive>

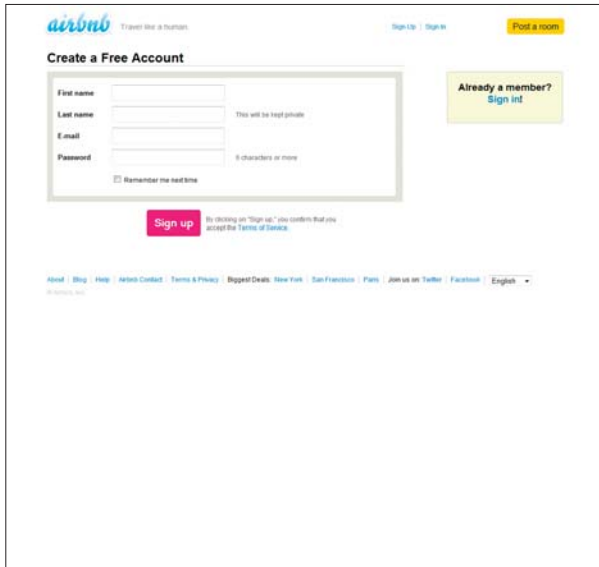


Figure 1 <http://www.airbnb.com>

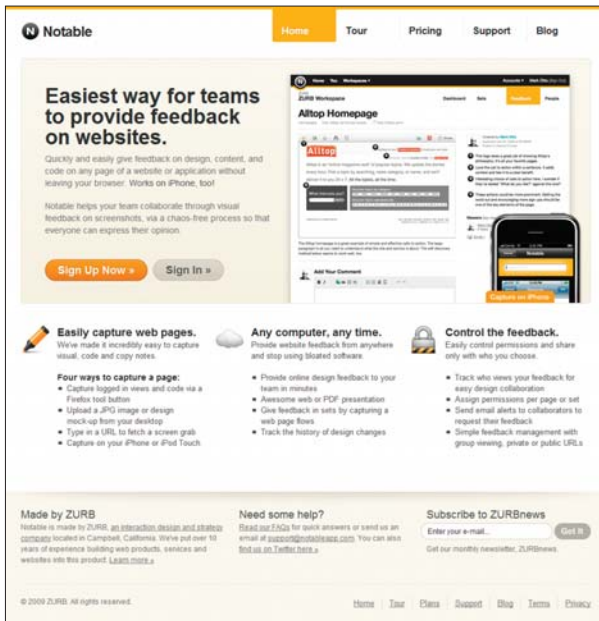
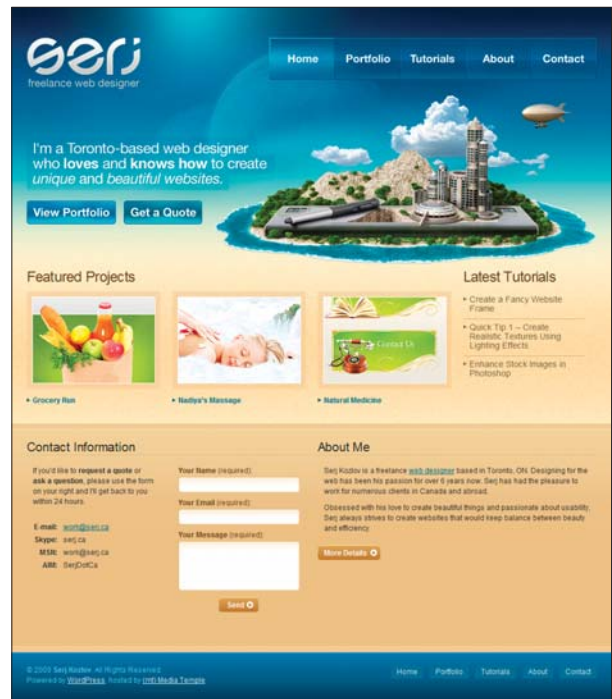


Figure 3 <http://www.notableapp.com>



Figure 2 <http://www.gofreelance.org>



<http://www.serj.ca>

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Figure 4 <http://www.mailchimp.com>

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Figure 5 <http://www.ncover.com>

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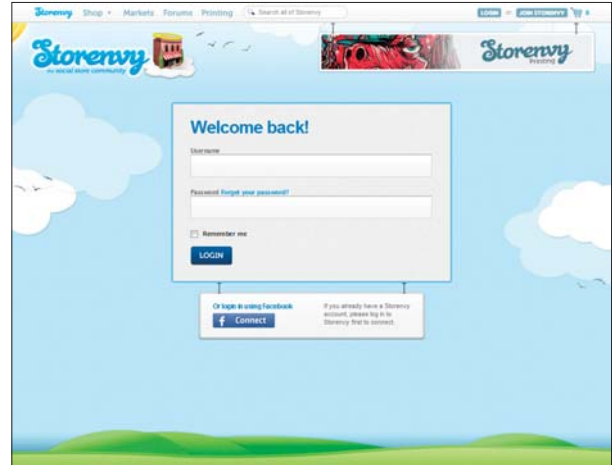
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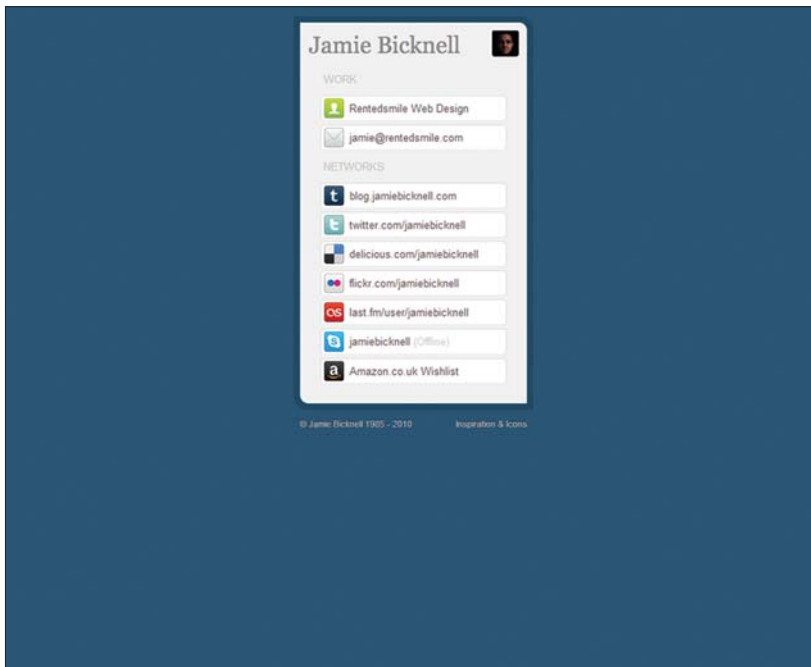
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http://www.jamiebicknell.com



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http://www.classicplanetstv.com

# form elements

There is no other basic HTML element as problematic as form controls. Form controls include text boxes, drop-down lists, radio buttons, check boxes and buttons. These have long been the bane of developers, because designers inevitably want to do seemingly simple things to dress them up. Much like with typography on the web, though, the more you understand the constraints these elements come with, the better you can design around them. The samples provided here prove that forms can be beautiful and extremely functional.

On the site for GuiFied (Figure 1), we find standard form controls fixed up and looking beautiful. The first thing to note about these controls is their size. Since the number of fields is relatively short, making the controls large is not much of

a problem. These large controls ensure that it is easy to use; there is nothing more annoying than trying to read what you have typed into a tiny text box. There is nothing too radical in this site's form designs, but they have been meshed into the design of the site very effectively.

The Kartel site (Figure 2) demonstrates another interesting approach to beautifying form controls. Instead of tweaking the form elements, the designers have simply manipulated the surrounding elements where they have far more control. These controls look almost like the default styles render them, and yet they mesh perfectly with their streamlined containers. This is a perfect demonstration of working within the limitations in an effort to save time and money.

Other sites go to great lengths to make form controls behave in unbelievable ways. Take the Firsthost sign-up form (Figure 3), for instance. The slider controls used on this page are effectively radio buttons, as they only allow the user to select a single option. The result is ultimately the same, so why bother with such complexities (besides the fact that the developer most likely geeked out over this in a major way)? In this case, I would suggest that the slider makes it more obvious that you're changing something substantial. The slider reminds the user that she is not only selecting something new, but essentially leaving something else behind. This slider approach helps the user see and understand how her changes impact the final cost.

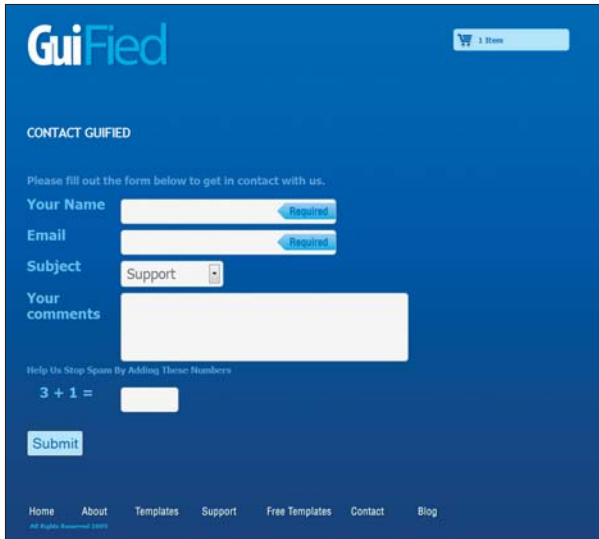
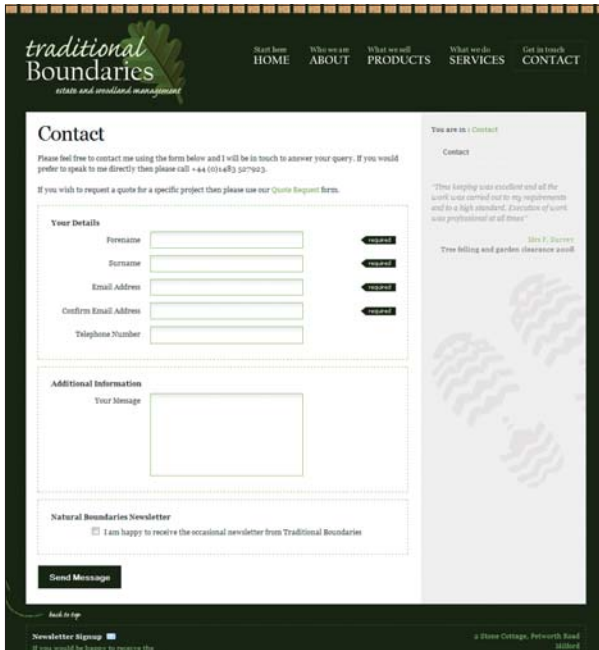


Figure 1 <http://guified.com>



<http://www.traditionalboundaries.com>

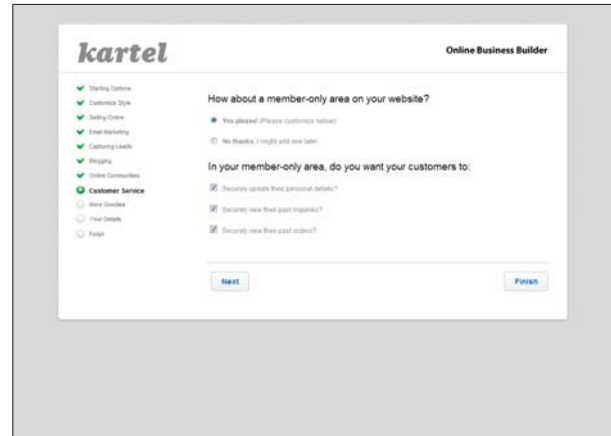
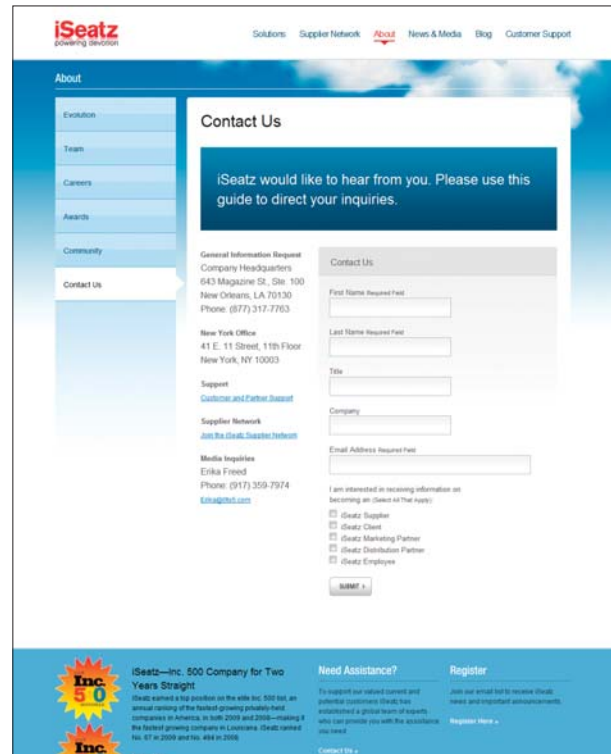


Figure 2 <http://www.kartel.co.nz>



<http://www.iseatz.com>

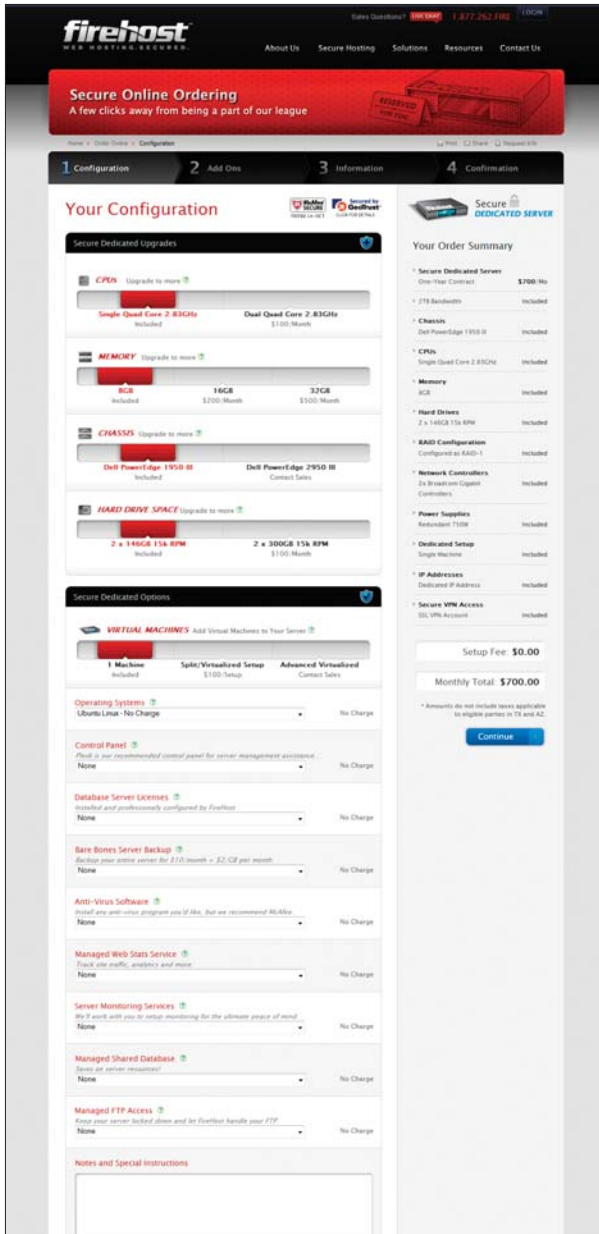
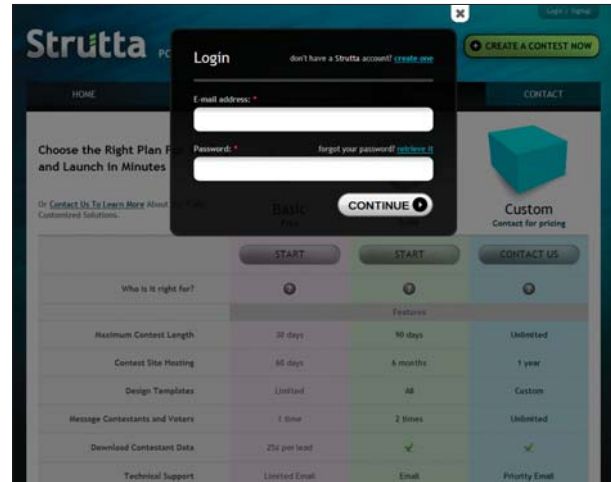


Figure 3 <http://www.firehost.com>



<http://strutta.com>

## notes from a developer

Forms are perhaps one of the most painful HTML elements to deal with. Not only do they render very differently in every browser, but they also accept and apply CSS in very inconsistent ways. It is most likely that you will hear some grumbling from your developer if you design fancy forms with rounded corners, drop shadows and inner glows.

This is a great place to pick your battles. Are extremely custom forms necessary? Perhaps subtle upgrades are more than sufficient. Of course, you might be trying to make an important form in a header or footer mesh with the site. If this is the case, there are a few work-arounds to accommodate most any design. I will also say that this is one of those cases where almost anything really is possible; it's all a matter of cost. Don't believe me? Check out the ComponentArt controls: [www.componentart.com/products/silverlight/editors](http://www.componentart.com/products/silverlight/editors).

Niceforms ([www.emblematic.com/lab/niceforms](http://www.emblematic.com/lab/niceforms)) is a handy script that lets you give forms a total visual overhaul. jQuery is your friend in this area for sure; for example, check out jqTransform ([www.dfc-e.com/metiers/multimedia/opensource/jqtransform](http://www.dfc-e.com/metiers/multimedia/opensource/jqtransform)) to help your text areas grow ([www.unwrongest.com/projects/elastic](http://www.unwrongest.com/projects/elastic)). And we cannot cover this topic and leave out the jQuery UI library (<http://jqueryui.com/demos>) or the Yahoo! UI Library (<http://developer.yahoo.com/yui>).



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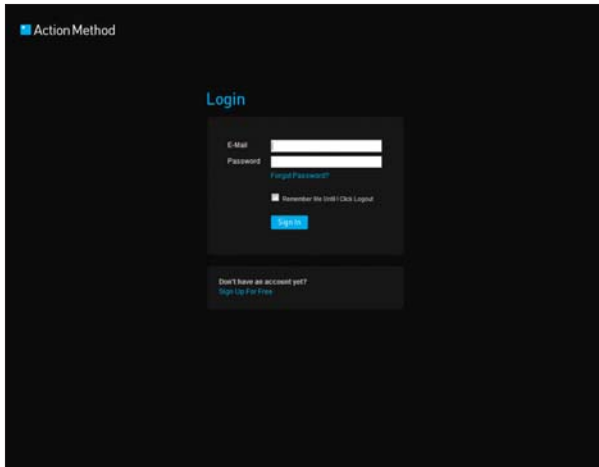


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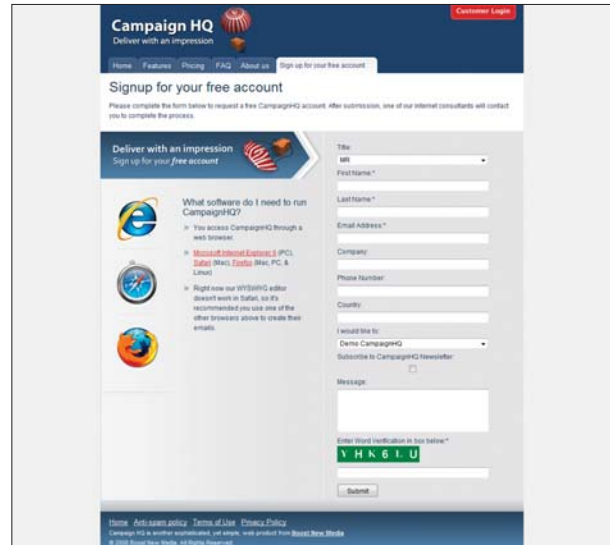
Through the years, Airborne has created quite a stir. Every day, we hear amazing stories from amazing people. Here's your chance to tell us, and others, what the goodness of Airborne has done for you.

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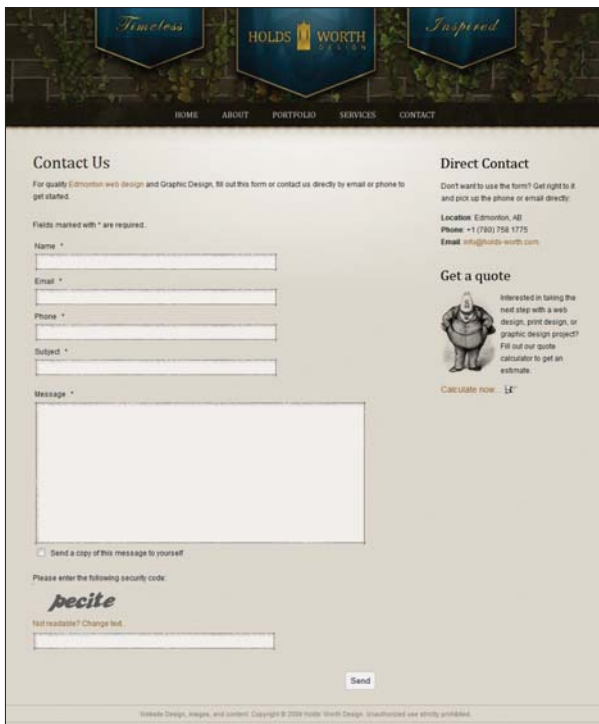
http://www.airbornehealth.com



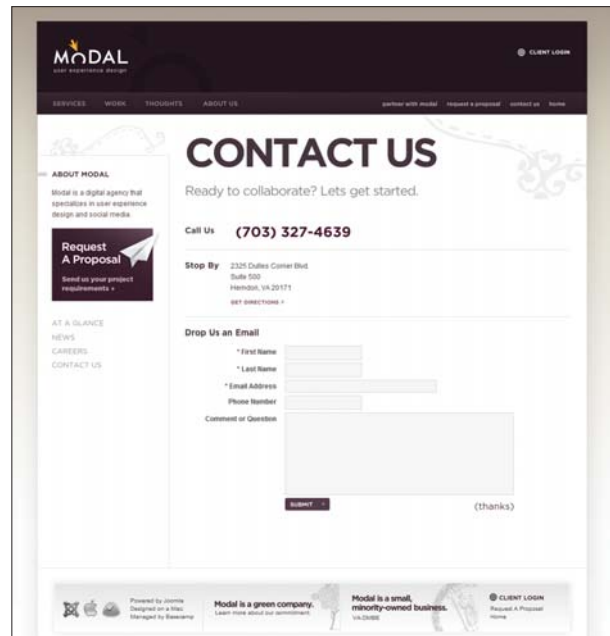
http://www.actionmethod.com



http://www.campaignhq.co.nz



http://www.holdsworthdesign.com



http://www.modalinc.com



JAY  
HOLLYWOOD

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[Just Saying Hello](#)

[You should follow me on twitter.](#)

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If you have a problem with the form below, or a unique case of [fearophobia](#), you can also contact me via email, just send your message to: [hello \[at\] jayhollywood.com.au](mailto:hello[at]jayhollywood.com.au)

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Your Phone Number:

Your Company:

Your Timeline:

Tell me a bit about your project (required):

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Your Email (required):

I'd prefer to be contacted by:

Email

Phone

Your Location:

Your Budget:



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City of Perth saw my tweet last week and actually made time to respond via email - I'm impressed, about an hour ago

[Have a project in mind?](#)

I'm currently accepting new work - and would love to discuss your new project with you.

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<http://www.jayhollywood.com.au>

# helpful homepages

This section cannot exist without mentioning user experience, which takes us into a topic that can easily fill a book. For this small commentary on the topic, I want to consider some homepages that don't necessarily fit the norms and why I think they are demonstrations of truly helpful homepages.

Let's start with the Bohemian Coding site (Figure 1). Not only is the design clean with incredibly clear imagery, it's also very helpful. Instead of bloating the page with sales pitches on all their products, or why their development process is so great, they simply guide you to the content you're searching for. In this way, the user easily digs a bit deeper to learn about the software that interests him most. A design such as this focuses on

the user's needs, not the shop's need to show what they wished visitors thought was important. Several of the other examples in this chapter also use this minimalistic guiding technique.

The LA Music Blog site (Figure 2) not only has a helpful homepage, it also sets a better standard for a niche that typically sucks. Content portals such as calendars and city blogs tend to get bloated and unusable. Here, a lot of content is presented, but it is so clearly broken down that it is still easy to skim and consume. The color coding helps the user zone in on the content and almost becomes a muscle memory sort of response.

A slightly different strategy can be found on the Blend site (Figure 3). This homepage pulls a few key bits of informa-

tion from each section to the homepage, almost like a teaser to pull you into each bucket as appropriate. Here, the clarity of hierarchy really helps keep it usable.

There are endless possibilities for homepages, and the small set here shows the extreme range of successful options. As always, the key is to focus on the consumers and what they want most out of your site. One of the most helpful things can be to look at log files and figure out which pages are the most popular; then just make it easier on the users and create a homepage that helps them find that content faster.

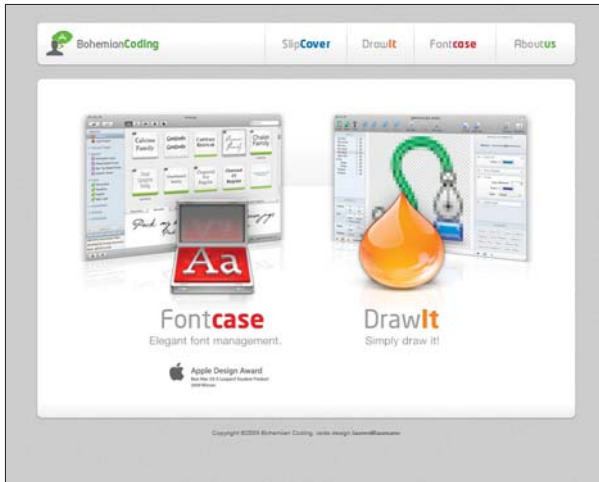


Figure 1 <http://www.bohemiancoding.com>

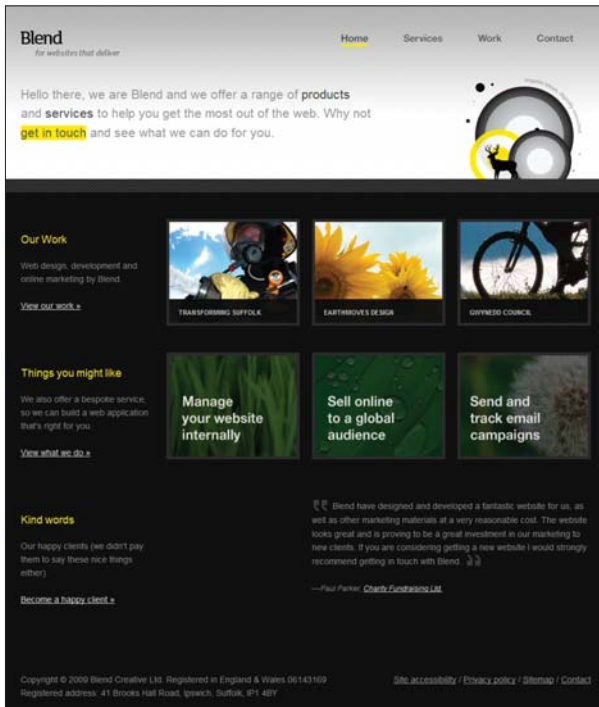


Figure 3 <http://www.blend.uk.com>

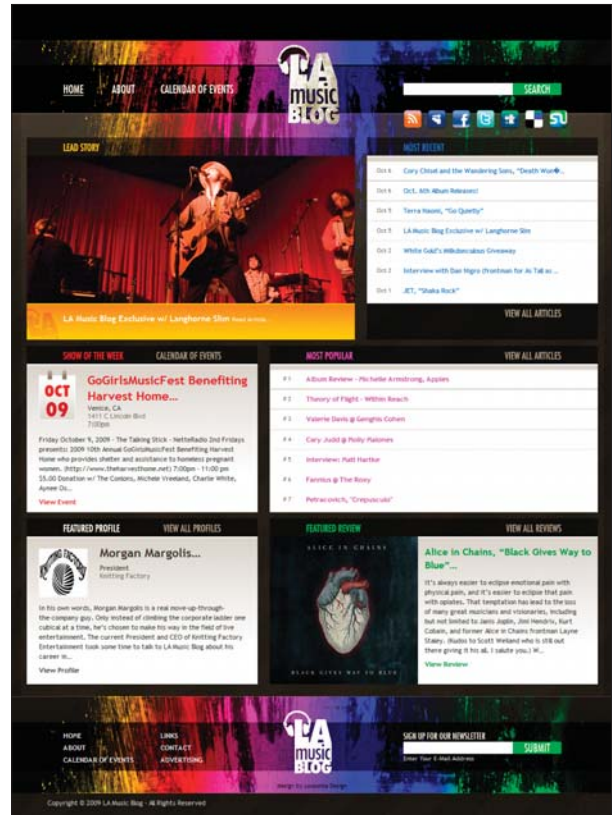


Figure 2 <http://lamusicblog.com>



<http://www.elixirgraphics.com>

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Double power point repairs

from **\$57**+GST

Installation of telephone outlets

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HOME | SPECIALS & RATES | SMART-VENT | CONTACT FORM

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He decided that the domestic market wasn't catered for and wanted to bring his services to help not only those in business but the home owner. So he decided to fix his prices on common electrical items that needed replacing around the home, to give the home owner a better idea of what it would cost, so whatever the need you have feel free to give Dean a call.

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Dean Bloomfield  
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Rotorua, 3010  
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<http://www.nanastreak.com/webdesignersidea/LowertownPrintingCompany>



<http://www.taoeffect.com>



<http://www.teoskaffa.com>



# functional footers

Footers can be one of the most neglected portions of a web site. Quite often, their content is limited to some copyright text, perhaps a few key links, maybe a logo and the typical links to legal pages. The irony of these bare-bones footers is that after a user gets to the bottom of a page (which is a sign that he consumed the contents instead of clicking away), he is left with no direction of what else to do. Many designers have figured this out and have started making very functional footers that kindly direct people to additional content.

It seems that a natural by-product of making a functional footer is that it grows in size. Some can take up an entire screen all themselves, begging the question: Where does the footer start and end? For example, on Jason Santa Maria's site (Figure 1), he almost has two footers: the

typical boring one and a content-filled helpful one. These key items help guide the reader to other useful sections of the site, almost like a mini homepage portal.

The footer on the Fusionware Design site (Figure 2) contains a somewhat unique element: a contact form. Typically, contact forms land on their own page, but instead the site really encourages the reader to contact them by placing the contact form at the bottom of every single page. Another thing in this footer that is rather atypical is a call to action. Most functional footers have pointers to other relevant content, newsletter sign-up forms and other peripheral content; but here, it has a key call to action and, even better, the actual means to do it. This is a direction I have seldom seen in site design, but it makes perfect sense.



<http://rockbeatspaper.com>

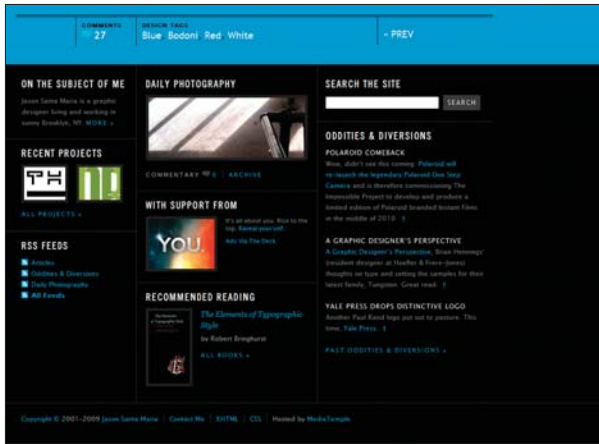


Figure 1 <http://www.airbnb.com>



<http://www.jointmedias.com>

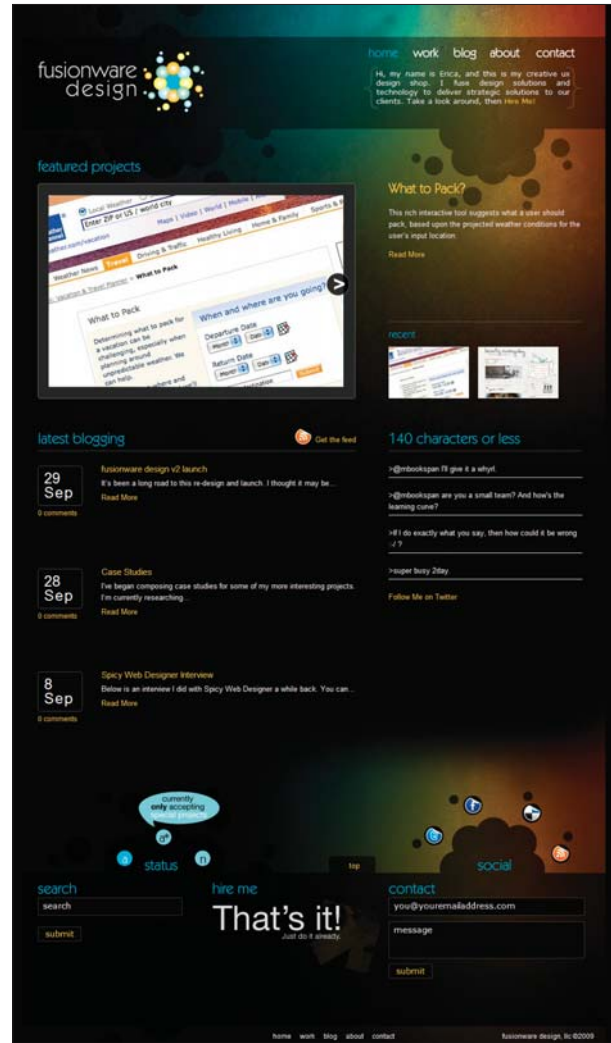


Figure 2 <http://fusionwaredesign.com>

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We research, ask questions and create a website design. We have hand over the file (pdf).

**\$1,500**

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Everything you require with discovery & design, but we code it so well!

**\$2,500**

## How It Works

(Takes about 5-7 days)

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We ask you some questions about the company and figure out the web appropriate goals. We will also conduct some research.

**Design**

We take all the things from the discovery phase & create a beautiful website.

**Development**

We'll build you the site, when coded or updated (depending upon what you choose).

**Delivery**

In the end we send you the final product as email & full file in zip. PSD format (Editable). Licensed and printed (PSD, GIF, JPEG files included).

## Contact Us

Name:

Email:

Company:

URL of Page:

Increase of Project:

[Submit](#)

**Who is this for?**

This is best for individuals who needs or big website with several pages and functionalities.

This is for companies who

- 1. need affordable single page website design for existing regular or small existing website.
- 2. need a simple page website design with various functionalities.
- 3. require fresh content and create a single page website.

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We offer an extended revision rate of \$75/hour.

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**ONE WORD TO END**

Fredo and Pid'jin is a romanian webcomic that I've been following for some time. They're two evil pigeons planning to end the world. Awesome stuff!

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files humor <http://bit.ly/8A5pwj> [about 6 hours ago](#)

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### SEARCH THE BLOG

### CURRENTLY READING







*HTML, XHTML, and CSS*  
by Elizabeth Castro

### WORD ON THE STREET


*THERE'S A STORY BEHIND EVERY NAME*

"Tripping" is a word in a Shakespearean play, in which the main character, a play director, announces to his cast of actors that they should say their lines "trippingly on the tongue"; with grace and beauty.


### RSS FEEDS

-  Blogging
-  News
-  Personal
-  ALL FEEDS

### VISUAL PERSPECTIVE



Gala, a blog authored by Gala Darling, a fashion editor based in NYC, is a phenomenal work of art. Apart from the nice intermix of print and web styles integrated on this site, the writer amasses a wonderful array of articles on fashion and all things bright, cherry, glitzy and beautiful.

 TAKE ME UP

### LETS GET IN TOUCH . . .


Name:

E-mail:

Message:

\*Please note that if you are writing in regards to design work, I only accept selected projects, due to time constraints.

### ABOUT THE EDITOR



Josh is a 25-year old bespectacled-geek, academic researcher based in Melbourne, Australia. He loves the web and has *written a thesis* and *spoken about* youth online media. This web haunt is his space for all things beautiful and poignant, pertinent to the web.

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- Andy Budd
- Andy Clarke
- Carolyn Wood
- Dan Mall
- Dan Rubin
- Dave Shea
- Drew McLellan
- I Love Typography
- Ian Coyle
- Javier Suarez
- Jeff Croft
- Jeffrey Zeldman
- Jina Bolton
- Jon Hicks
- Jon Tan
- Jonathan Snook
- Keith Robinson
- Kevin Cornell
- Khalo Smith
- Kyle Meyer
- Mark Boulton
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





#### Twitter

No public Twitter messages.


You can find me on Twitter - predictably - as [@elliotjaystocks](#).

#### Almost-daily links

-  THE\_POST\_THUMENAIL IN WORDPRESS 2.9  
A handy reference, especially as there's not that much out there at the time of writing.
-  ROMAN CORTES + CSS 3D MENINAS  
Pure HTML / CSS parallax awesomeness
-  DON'T FEAR THE FOLD - PEOPLE DO SCROLL | 456 BEEKA STREET  
One to bookmark for when those silly "fold" arguments come up
-  BARTELME DESIGN | HDR TUTORIAL  
A nice HDR tutorial from Wolfgang Bartelme
-  24 WAYS: CSS ANIMATIONS  
Tim blows our minds with his use of CSS3 animations

See what other corners of the interwebs I'm trying to remember at Delicious.

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08-05-2010

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¡Ella cumple Juan Cruz (nuestro encanto a Panamá)! ¡Y también a nuestra flamante dueñadora Nidia!  
08-05-2010

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[view photos](#)

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# 14 hours ago

<http://twitter.com/socialsnack>

↑ up - down ↓

**Quick Question**

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Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
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Need to use FTP, that's built in - easy upload for pros!

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Article posted on 09/04/2009 by Ivan

**Why Development runs on Design**  
Article posted on 10/27/2009 by Ivan Long

**Fontawesome Gallery - Nice Look**  
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**The Missing Customers for Captchas and Email Protection**  
Tutorial posted on 10/27/2009 by Ivan Long

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# homepage slide shows

The homepage slide show has become an incredibly common component of many web sites. I can see two main reasons for this. One, it isn't too difficult to create. There are many scripts out there that make this a very simple process. The other reason for the prevalence of this element is that the temptation to fit more in is overwhelming, and many site owners and designers succumb to the desire to put everything they can on the homepage. Oftentimes, this just becomes bloat, but at other times, it can be an elegant way to present more content in a slide show style.

One of the upsides to using this approach is that instead of a long page to scroll down, the user can absorb the information one chunk at a time. This also

gives the designer the ability to tell a story, as they have greater control over the order you view content.

The Emotech site (Figure 1) demonstrates a pretty standard approach to this style. The large banner at the top (including the image and text) slides side to side between frames. It has arrows on either side, indicating that you can move forward or backward through the frames. This is what you might call the standard approach to slide shows.

A less traditional example would be the Kodu homepage (Figure 3). In this case, the slide show is not confined to the standard rectangle. Instead, it includes the image of an iPhone, which overlaps the header of the page. The transition is basically a fade in and fade out style;

instead of arrows, it has three dots to represent the different stages and to allow for manually jumping to the desired frame.

Another creative solution that demonstrates how a slightly tweaked standard can feel fresh and new is the Cubicle Ninjas homepage slide show (Figure 2). Two things make this one stand out. First of all, it is entirely user driven. It doesn't just rotate while you're idle—you have to interact with it and take the next step. Second, there is no indication that this is a slide show at all. The first time I clicked the button on the site, I thought I would get a new page. Instead, it slid over to the next frame. These subtle changes maintain usability while adapting to the specific needs of the site.



Figure 1 <http://www.emotech.com.au>



Figure 2 <http://cubicleninjas.com>



Figure 3 <http://www.kudu.co.uk>

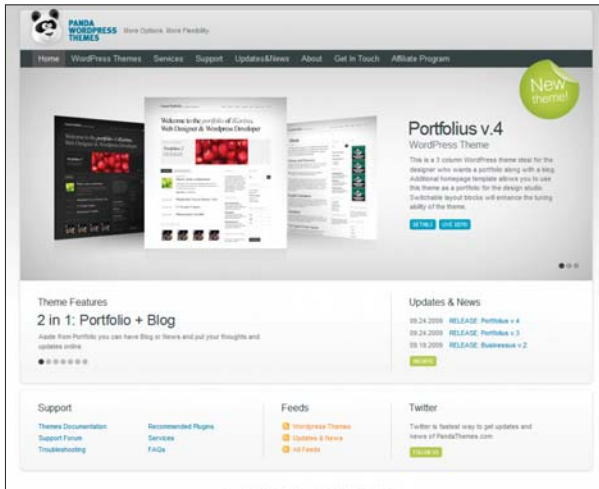


<http://www.steveprezant.com>

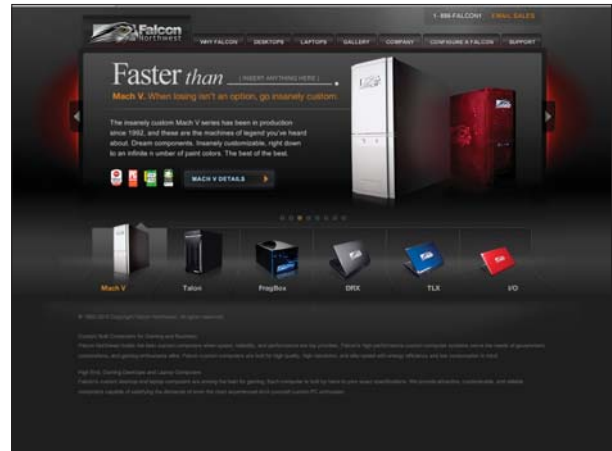




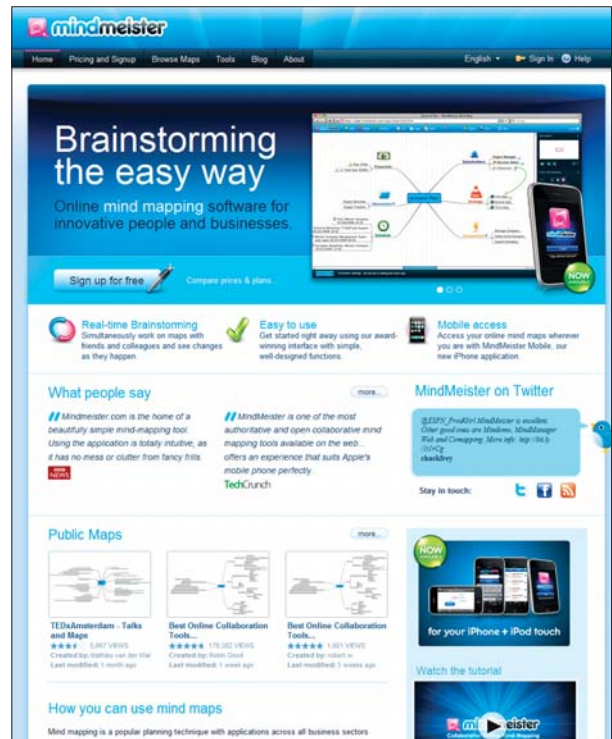
<http://www.interdevil.com>



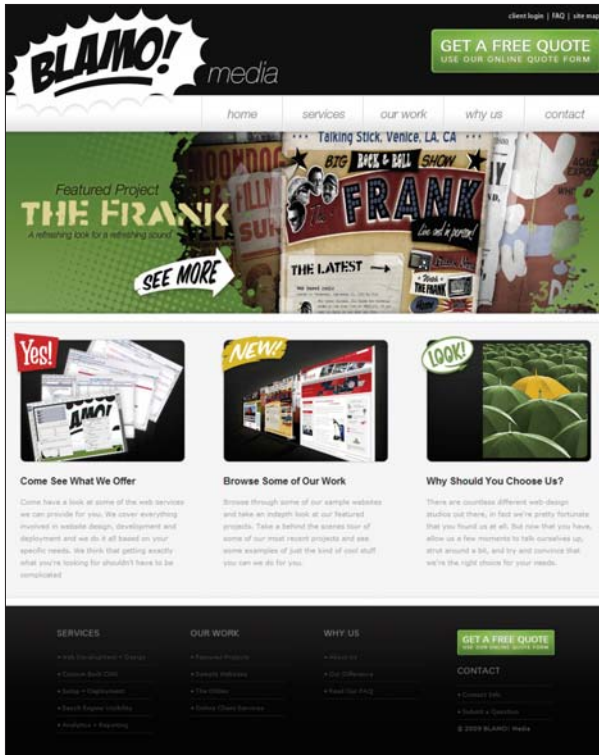
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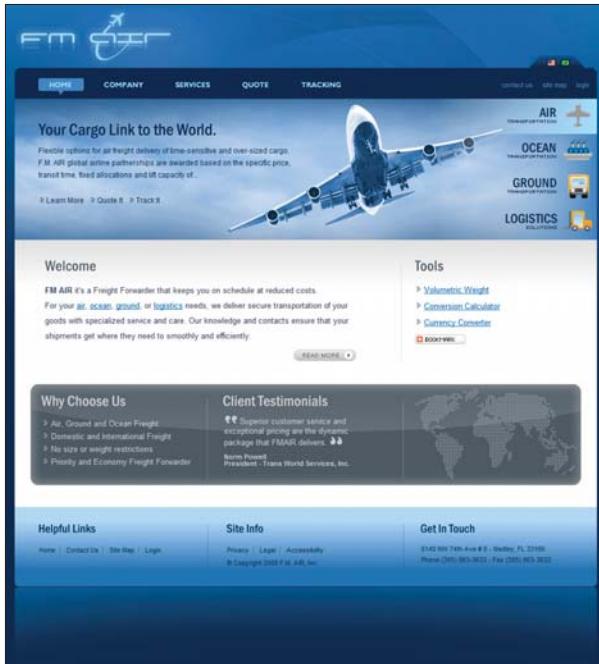
## notes from a developer

If you're looking to have a slick little slide show on a page, chances are you will be looking into various JavaScript-based solutions. In particular, you should check out one of the countless jQuery-based slide shows in their plug-in library (<http://plugins.jquery.com/>); jQuery makes amazing things possible.

If you're tempted to do something that involves more advanced transitions or text effects, you're going to be looking at creating a Flash movie. This isn't a problem, it's just a very different skill set, and it tends to take a lot more time. So keep this in mind as you consider your budget and the impact your design has on the overall cost of the project. Using a much simpler JavaScript-based solution is a very cost effective way to get the desired functionality without sinking the budget.



<http://www.radiumlabs.com>



http://www.fmair.com



http://www.elevationchurch.org



http://otrophies.com



http://www.treemolabs.com



# 404 pages

The 404 page is most likely the last thing on a designer's mind when creating web design concepts, and most developers (including me) neglect to include it. The sites referenced here are notable not only because they bothered to create a 404 page, but also because they made them into something useful, beautiful and, at times, funny.

The design of the Carsonified 404 page (Figure 1) integrates perfectly with the site and is easy on the eyes. More importantly, the page provides the user with key links to point him in the right direction. This takes an otherwise lost opportunity and does its best to salvage the situation.

The Studio Weber 404 page takes a different approach (Figure 2). Here, they kindly inform you that you landed on a

dead page, but rather than simply redirect you somewhere else, they actually filled the page with content and functionality. I would speculate that this is the most sought-after content, and certainly represents what the site owner wants to present to the user. This is what I call maximizing your results!

The Graphik 404 page (Figure 3) does something slightly different (and fairly common)—it suggests that you head over to the homepage and start from scratch. Not a bad idea, when you think about it. However the user ended up on the page, he is likely to want to reboot his approach to the site. This is an especially good approach with a site that isn't heavy on content, as the error page will likely just reflect the home page anyway.



<http://www.fhoke.com>



Figure 1 <http://www.carsonified.com>



<http://www.ndesign-studio.com>



<http://www.monolinea.com>

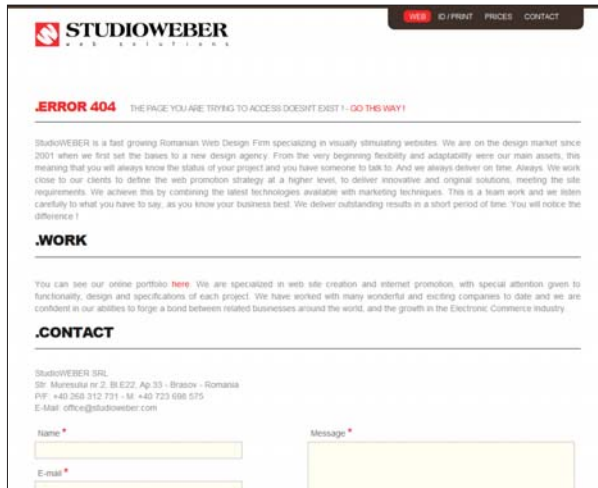


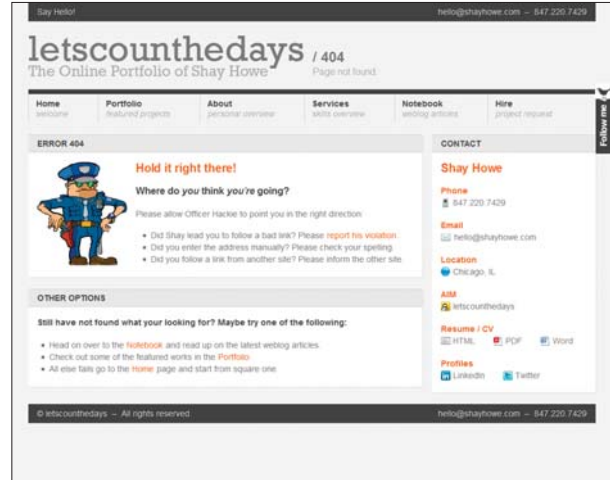
Figure 2 <http://www.studioweber.com>



Figure 3 <http://graphik.fi>



<http://www.tylergaw.com>



<http://www.shayhowe.com>



<http://www.pixelthread.co.uk>



<http://www.dockerydesign.com>

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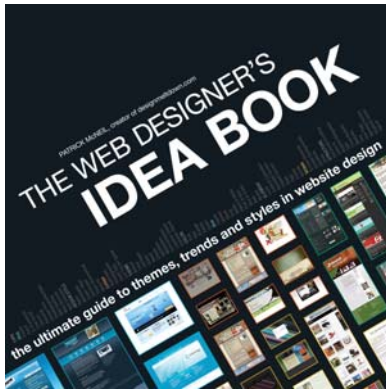
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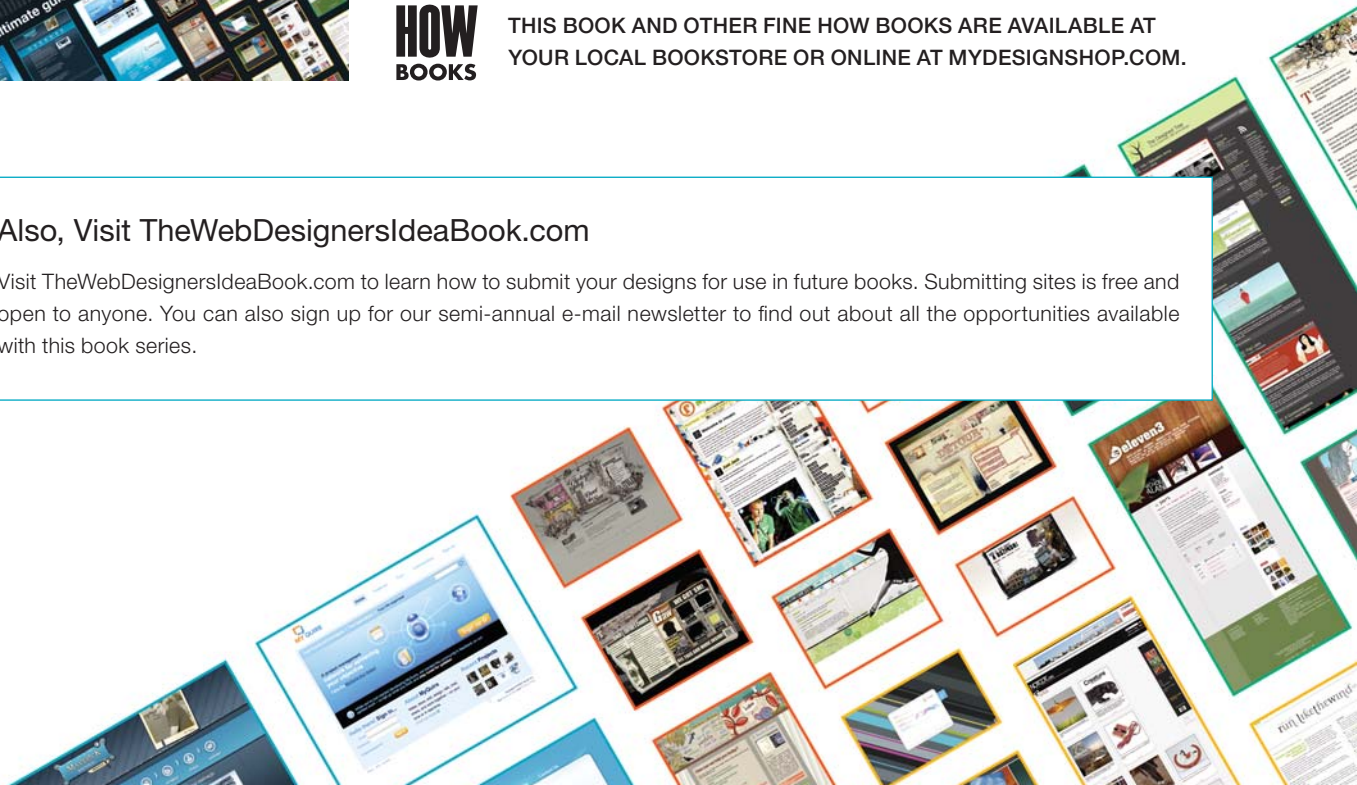
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