

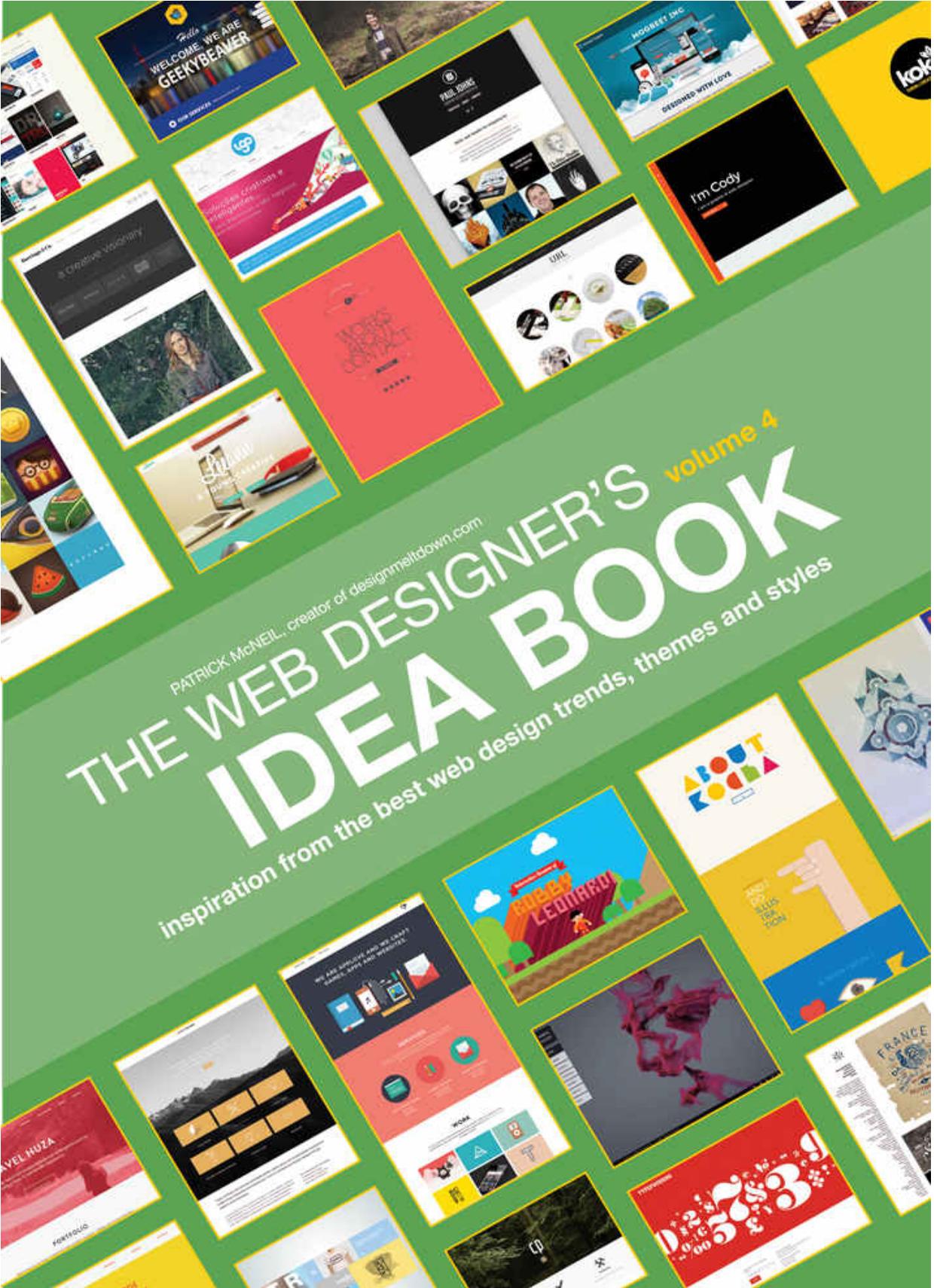
THE WEB DESIGNER'S IDEA BOOK

inspiration from the best web design trends, themes and styles

PATRICK McNEIL, creator of designmeltdown.com

volume 4





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The Web Designer's Idea Book

Volume 4

Inspiration from Today's Best Web
Design Trends, Themes and Styles

Patrick McNeil

Creator of designmeltdown.com



Cincinnati, Ohio

www.howdesign.com

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Dedication

For Angela, my biggest builder.

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Portfolio Sites

As with each previous volume of my Idea Books, I like to focus the first portion of the book on a secondary topic. Volume 1 featured colors, Volume 2 featured the basic elements of design, and Volume 3 featured various technologies that impact web design. This new volume focuses on taking an in-depth look at online portfolio sites.

It may not be all that surprising, but the most common types of sites people submit for my books are agency and portfolio sites. This is also an area that I am asked about very frequently. With this in mind, I am excited to analyze trends and patterns more extensively in this specific area.

Even if you don't need to design a portfolio site, I believe you will find the categories very interesting. Many of the topics I have collected for this section are entirely new to me and represent some interesting ways to look at design patterns. For example, I am particularly intrigued by the regional chapter that shows the differences in portfolios from around the world.

While I completely understand that we think of an individual person when we think of a portfolio, I am also including agencies in this section. Though most of the sites presented here are for a single person, there are some collections here dedicated to agencies of different types. You will also see some agency sites peppered throughout the other sections.

Finally, I want to point out that the sites collected here are not limited to those in the design world. I have attempted to collect a wide range of sites that fall into many areas that require an online portfolio. These include portfolios for designers, photographers, painters and even sports figures.

01

Portfolio styles and trends

At the heart of my Idea Books are design styles and trends. With this in mind I want to lead off this section on these topics. You will perhaps recognize many of these approaches from my previous books. The difference here, of course, is that they are 100% portfolio sites. At first I thought it would be hard to build out this section, but once I got going it was actually really hard to stop. I could fill volumes of books with categories of styles in just the portfolio genre.

I think there is real value in looking at a specific niche of web design in such a detailed way. It is amazing to see just how many patterns emerge. As a result, we can focus on the common ways in which people solve various problems. In the end you will hopefully find some fresh ideas to inspire your portfolio designs and any other type of work as well.

Super Clean

The Super Clean chapter is one I include in all of my Idea Books. As I have said in the past, this style embodies all of my favorite qualities and the sites here are typically the ones I admire the most. Sites that fit in here must display the cleanest and most beautiful designs. And most often they contain a clean, spacious layout that is easy to consume. Let's dissect a few examples to see what I mean.

A perfect example is the MING Labs website ([FIGURE 1](#)). This site embraces a minimalist approach and is void of any structural design elements. This allows the designer to focus the user's attention through a clear (and beautiful) typographic hierarchy. Though the site might appear simple, its detailed nuances are gorgeous and leave nothing undone. Notice how clean the design feels. It is full of space and one can easily digest its content—a perfect example of the super clean style at work.

Another example that easily fits into this category—and is equally easy to love—is the Heikopaiko site ([FIGURE 2](#)). Again the site leans toward the minimalist mindset, as most Super Clean sites do. But here, it feels less sparse, and yet it still has a clarity to it that is very welcome. Notice how you have no trouble scanning the site and consuming its content. There is no confusion in the flow of the document, no mixed messages, and no details left unattended. Super Clean sites like this one are so refined that it is almost annoying; annoying because it shows just how perfect a website can be. Frankly, this site feels so spot on that you feel like you're looking at a Photoshop comp and not a live website.

Finally, let's look at the portfolio site of Aaron Smith (**FIGURE 3**). Again we find that the site is full of space and relies on a really strong typographic hierarchy. Another pattern starts to emerge, though. Many of the sites I consider Super Clean make use of a single stream of content: rather than having sidebar elements and extra things that confuse the layout, they rely on a single column. This reinforces the content hierarchy and is a powerful component of making something feel clean. It seems that this would also be a great way to make a site easy to translate into a mobile structure. Perhaps some of these sites even took a mobile-first approach, which would explain the pattern.

FIGURE 1: www.minglabs.com

WORK SERVICES M MING CONTACT 文--A

We love your application like it's our own

We are MING Labs. We design and develop software applications, mobile user experiences and data visualizations. Our global team has a strong passion for innovation & future technologies,

and we are **hiring** fresh talent.



FLIGHTLINK
Cockpit Voice Recorder App

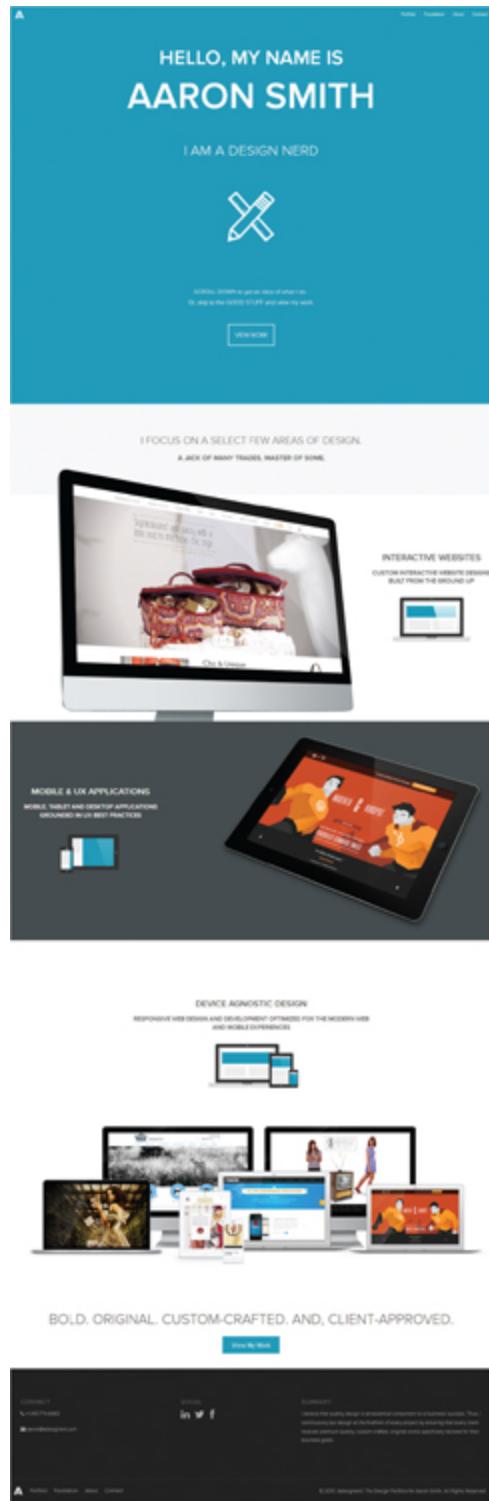
ios

CASE STUDY

FIGURE 2: www.heikopaiko.com



FIGURE 3: <http://adesignererd.com>



<http://jasonjam.es>



The Office of Jason James

— PRODUCT & BRANDING DESIGNER IN CHICAGO —

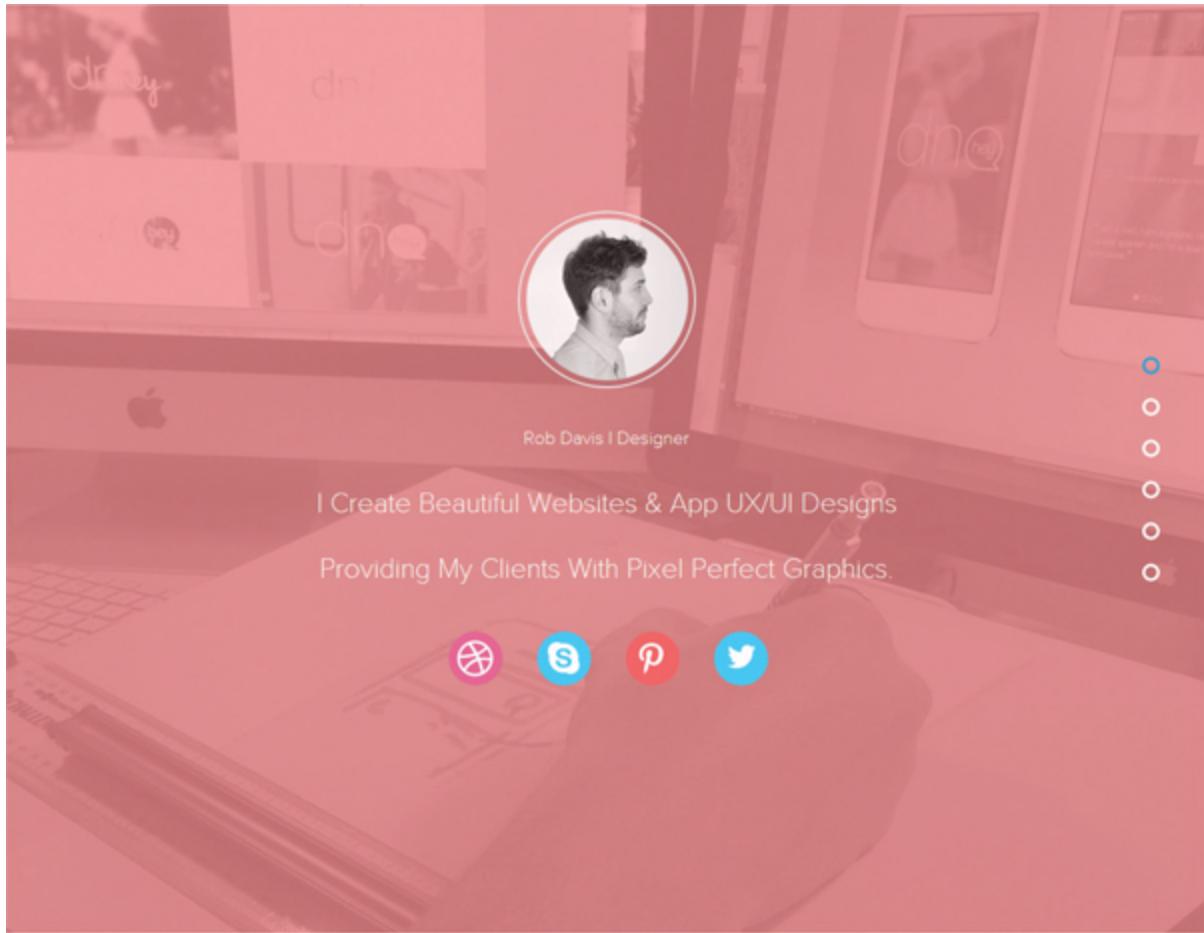
KIN - MARKETING / KIN - APPLICATION / THE FOUNDER FORGE / BRIGHT
HORIZONS / FOUNDER STORIES / WE ARE MAMMOTH / DONEDONE / BISHOP
FOX / OUR CITY, OUR STORY / LIVE BETTER / 2 NIGHT STAND / UNIVERSITY OF
NEBRASKA OMAHA / ONE CITY TEES / CITY OF WIN / BUCKY'S WONDERFUL
ADVENTURES / NOTRE DAME'S KROC INSTITUTE / VERY HOT LUNCH / GOGO AIR

The screenshot shows the homepage of mrbava's website. At the top, there is a dark header bar with a white logo of a stylized head profile on the left, followed by the text "MRBAVA" and a small graphic of a person's silhouette. To the right are links for "ABOUT", "PORTFOLIO", "LATEST", and "CONTACT". Below the header, a bio text reads:
I'm mrbava, a Toronto web designer and graphic artist with an **energetic** drive to always **improve** and **expand** my skill-set. I am a future proof and professional optimist who **exceeds expectations** and gets things done; all while staying **approachable**, motivated, and **always** willing to lend a helping hand.

Centered below the bio is a large, ornate seal-like graphic containing a DNA double helix. The seal has the text "MRBAVA PORTFOLIO" around the top edge and "• DESIGNER DNA •" on a banner at the bottom. To the left of the seal is a small diagram of a cell with labels "Gr", "Ty", "Co", and "Ph". To the right is a list of skills grouped by a brace:
Art Direction
Photography
Typography
Golden Ratios
Creative Direction
Colour Theory
Rule of Thirds
Grid
Harmony
Illustration
Great Attitude

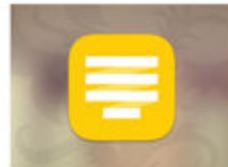
Below this section are four circular icons with labels: "Design", "Code", "Photography", and "Joy". A downward arrow points from these icons to a section titled "Have a look around". This section contains five icons with labels: "portfolio" (monitor icon), "contact" (coffee cup icon), "resume" (cv icon), "latest" (speech bubble icon), and "shop" (t-shirt icon).

<http://robattivitàdesigner.co.uk>



iOS icons

Icons are among the most important features of your new app. We create app icons with a focus on unique designs and creative ideas. Make your app the main star of the App Store or Google Play.



applications

From desktop to mobile phone applications, we handle it all. We develop creative sketches, wireframes or a whole UI to suit your needs.



logotypes

Every brand starts with a catchy logotype. Let us create yours.



webdesign

Websites introduce the world to your product. Our designers and marketing specialists will make sure yours stands out.



<http://lukaslinden.net>

LUKAS LINDEN

portfolio

über mich

kundenzugang

Hi, Ich bin Lukas!
Fotograf und Web Designer aus Köln.



Illustrated Designs

I have long been an advocate of illustration in design if only for a single reason: It almost always leads to a really unique design. Want to blend in with the herd? Rely on stock photos or artwork that anyone can use (and everyone does). Want to completely stand out? Make original artwork a component of your design. No one will have your exact style combined with your ideas. It is a great way to make your work pop. Granted, we aren't all great illustrators, but I believe that we can all create something from scratch.

Another huge potential perk to this style is the current popularity of what is known as the Flat Design style (see page 080 in this book). A flat design is void of depth and decoration and is very minimalist. By working in some unique illustrated elements our work can really pop. So, again, illustrations can really make your work stand out, and given the current style that is so popular, it can stand out *even* more.

Symphony Online (**FIGURE 1**) is a lovely example of this. It uses beautiful type, subtle textures, solid colors and decorated edge treatments (all of those topics, by the way, are covered in *The Web Designer's Idea Book, Volume 3*). All of these elements are very popular and in style. The site genuinely feels relevant in the current design world. But notice how the illustration adds uniqueness to the design that makes it stand on its own. The site doesn't at all feel like yet another "me too!" design. In my humble opinion, the illustrations are what make this site really pop.

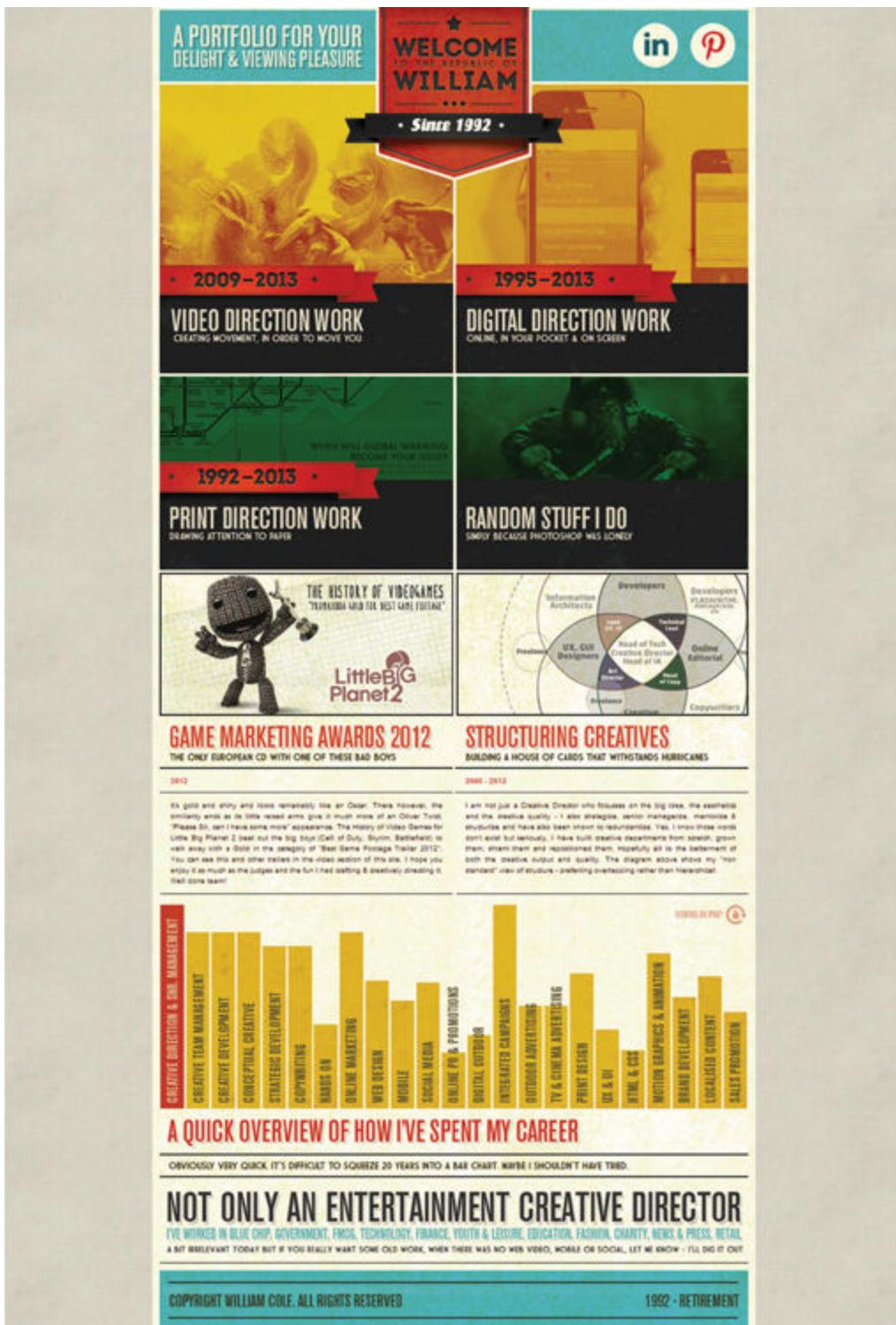
Next I want to look at the portfolio site of William Cole (**FIGURE 2**). In this case, I would say that the site doesn't fit into the current style at all. In

fact, the fundamental design of the site goes right against everything that is trendy and popular right now. In some ways this works against the site—or at least creates an uphill battle for the site's designer. If you break with convention, and even go opposite of convention, you have to really bring your A game. In this case, I think the designer successfully did just that. Yes, the site isn't trendy, but it feels extremely unique. Even more, it seems that the site's style reflects that of the artist behind it. It has more character, and you get the sense that an artist made it. Look through his work and I think you will agree that this resonates perfectly with his body of work and personal style.

FIGURE 1: www.symphonyonline.co.uk

The screenshot shows the homepage of the Symphony website. At the top, there's a navigation bar with links for WORK, SERVICES, THE TEAM, and CONTACT. A 'take a peek' button is located in the top right corner. The main title 'SYMPHONY' is displayed with a gramophone icon above it and 'EST 2006' below it. Below the title, a large graphic features the text '★ JOIN US IN OUR FIGHT ★ AGAINST WEB MEDIOCRITY' in a bold, white, sans-serif font. This is overlaid on an illustration of several ninjas in black robes; one in the center has a mustache and is labeled 'Ninja James', while another to the right is labeled 'Ninja David'. Below this section, a black banner contains the text 'WEB DESIGN BRISTOL, SWINDON & THE WORLD' in white. Underneath the banner, a subtitle reads 'Internationally renowned, cutting edge web design in Swindon and Bristol, battling web design mediocrity everywhere with a judo chop!'. A row of logos for AMD, realfood festivals, Triumph, Top Gear, and Little Media follows. The middle section is titled 'SOME OF OUR WORK' and displays six thumbnail images of different websites: 1) A blue-themed website for 'COP 20 - COP 21 - COP 22' featuring a Formula 1 car and a red sports car. 2) A green-themed website for 'resourcefutures' showing a house and a sun. 3) A dark-themed website for 'Top Gear STUNT TEAM' featuring a car and a truck. 4) A black-themed website for 'CHARLTON BAKER' featuring a red car. 5) A green-themed website for 'The BUSINESS LIFE-CYCLE' featuring a tree and a person. 6) A light-colored website for 'TOMORROW'S WORLD' featuring a hand holding a smartphone.

FIGURE 2: www.perpetuo.it



SecretKey
web & marketing strategies

chi siamo servizi portfolio dicono di noi job contatti blog

KEYWORD ADVERTISING

CAMPAGNE PAY PER CLICK SU GOOGLE ADWORDS

Sapevi che grazie al Keyword Advertising puoi intercettare utenti target sui motori di ricerca e dare visibilità immediata al tuo business? Secret Key utilizza Google Adwords da oltre 10 anni, esperienza che rende la nostra Agenzia un partner affidabile per la creazione, gestione ed ottimizzazione di campagne Pay per Click. Risultati garantiti e misurabili con monitoraggio conversioni e ROI!

WEB MARKETING WEB DESIGN CONSULENZA SEO PAY PER CLICK SOCIAL MEDIA MARKETING

LAVORI RECENTI

Windows size: 1344 x 1000
Viewport size: 1332 x 966

<http://enniscreates.com>

The image shows the homepage of the Ennis Creates website. At the top, there is a navigation bar with links to HOME, SERVICES, PORTFOLIO, ABOUT, and CONTACT. Below the navigation is the Ennis Creates logo, which consists of the word "Ennis" in a stylized script font and "CREATES" in a smaller, sans-serif font. To the right of the logo is a colorful illustration of a cartoon boy with blonde hair and glasses, wearing a blue t-shirt and white shorts, riding a green surfboard on blue waves under a sky with suns and clouds. A red ribbon banner across the middle of the page contains the text "STELLAR DESIGN FOR TAKE-OFF MAVERICKS™". Below the banner, there is a smaller version of the same cartoon character. To the right of the character is a text block: "Mavericks are the ones who go their own way. With big dreams and great ideas, they brave the unknown and breakout from the pack. At Ennis Creates, our heroes are the mavericks." At the bottom right of the page, there is another line of text: "We're a full-services online brand strategy and creative agency designed".

www.thesearethings.com

THESE ARE THINGS

[Shop](#) • [Work](#) • [Blog](#) • [About](#) • [Contact](#)

HELLO
Welcome to the design and illustration studio
of Jen Adrion and Omar Noory.

VISIT OUR SHOP
Awaken your inner adventurer with our collection
of modern maps and travel goods.

SEE OUR WORK
We turn complex data into beautiful compositions
that inspire and inform.

PROJECTED REVENUE

Revenue	Period
100	Q1
120	Q2
150	Q3
200	Q4
180	Q1
150	Q2
100	Q3
50	Q4

MADE

www.creativemints.com

Creative Mints

DESIGN & INTERFACES



Hello!

Hi! My name is Mike. I'm a graphic designer from Prague with 12 years of experience. I love the web and I thrive off of using its full potential to complete business challenges.



My work:



My forte is beautiful and user-orientated graphic design. I create logotypes, icons, and illustrations. And design websites, applications, games, and user interfaces.

Check out some of my recent work here and on [Dribbble](#). A whole lot more is available upon request too!

About Mike



Polecat

PROCESS DEVELOPMENT PROJECTS CREW

Contact Us

WE MAKE iPHONE & iPAD APPS

OUR PROCESS

We take an idea, we prototype, we design, we develop, and we release.
Attention to detail is our watchword.

What I Eat



A tool that simplifies meal tracking. Easy and intuitive to use.

[READ CASE STUDY](#)

How we work



Our products are created with care and attention to detail.

[KNOW THE PROCESS](#)

Say hello



You are welcome either you'd like to contact us and discuss your idea or just to say hello.

[DROP A LETTER](#)

PROCESS

DEVELOPMENT

PROJECTS

CREW

Hello from Andrew



Some travelling just now returning home to my hometown. I might have come from Hong Kong, Australia and Poland.

[CONTACT ANDREW](#)

Is there a way to upload another .JPG to the existing build or download raw content to be syndicate it to my own app?

ipolecat@outlook.com

111

111

111

111

Like us on Facebook



ekhochov

111

ANTONOV.GD@POLECAT.COM

+1 (310) 253-5772

www.socialforces.com

The screenshot shows the homepage of [Social Forces](http://www.socialforces.com). At the top, there's a navigation bar with links for "Our Work", "Why SoFo?", "Our Team", "Updates", "Fun...", and "Contact". A "BUSINESS SUITE" button is also present. The main header features the "SOCIAL FORCES" logo with a red "S" and "F" and a blue "O" and "R". Below the logo is a large image of a tablet displaying a Facebook contest for "WIN A JEEP WHATEVER CHOICE" featuring cartoonish characters labeled "CRUSHED" and "CUBED". To the right of the tablet, the text "HELLO, SOFO." is displayed, followed by a paragraph about Social Forces being a digital marketing partner for various businesses. A "See Contests" button is located at the bottom of this section. Below this, there are four service icons: "Facebook Contests" (blue), "Websites & Web Apps" (pink), "Social Engagement" (green), and "Digital Branding" (orange). A section titled "OUR PARTNERS" follows, showing logos for P&G, Red Bull, and McDonald's. A callout bubble says "That was a nice appetizer. Now whatcha got for the main course?" with a "Show me the works!" button. The footer contains social media links for YouTube, Facebook, Twitter, and LinkedIn, along with the text "OFFICIAL INTERACTIVE AGENCY OF YOUR DREAMS", the address "2350 E 5TH AVENUE, UNIT A", the phone number "303.279.2292", and the website "EATDRINK.DIGITALFORCES.COM".

Masonry Styles

This style is named for a jQuery plug-in that is largely responsible for the results you see here. The Masonry plug-in (The Masonry plug-in: <http://masonry.desandro.com>) organizes rectangular items that vary in size and dimension by laying them out in such a way that they all fit together perfectly. It rearranges them like stones in a wall and the result is a solid structure of images or other content. Though this is not a new thing, it is incredibly prominent in the world of portfolio design. As such, I thought it was appropriate to highlight the approach here. Another popular plug-in that does pretty much the same thing but with a few other options is Isotope (The Isotope plug-in: <http://isotope.metafizzy.co>).

The portfolio of Alexa Falcone (**FIGURE 1**) is a perfect example of this. On this site you can clearly see the collage of images with a variety of sizes and dimensions. If you open the site and resize your browser, you will quickly notice that the elements rearrange to fill the available space. Using the Masonry plug-in, the content perfectly fills up any screen size and best of all, the plug-in does all the hard work for you.

Another great example is Glauce Cerveira's (**FIGURE 2**) portfolio site. Here you also see a grid of images neatly arranged into a solid wall of content. In this case, you will also see that the “bricks” being arranged in this way can include any type of content—you are not limited to images alone. Instead you can have a series of containers that get positioned magically, whether they contain images, text or articles.

If you are considering this approach, there is perhaps a single gotcha you may encounter. Since the plug-in is arranging the elements in the grid

system, you have little control over what goes where. You can sort of place things generally based on the order you put them into the page. But as the screen size changes it will move things around. So, if the exact order or placement of the elements is critical to you, this may be a problem.

Finally, I want to mention a simpler alternative. If you are going to use this style and you find that all of your items have the same width (height can vary), you need not use a plug-in to get the same results. Simply look into using CSS-based text columns with the column-count CSS property (A great article on CSS based content columns: <http://css-tricks.com/snippets/css/multiple-columns>). This turns a block of content (including images) in a container into multiple columns inside of the same container. The results look the same as the Masonry style (when the items are equal width), but without the complications of using a jQuery plug-in.

FIGURE 1: www.alexafalcone.com

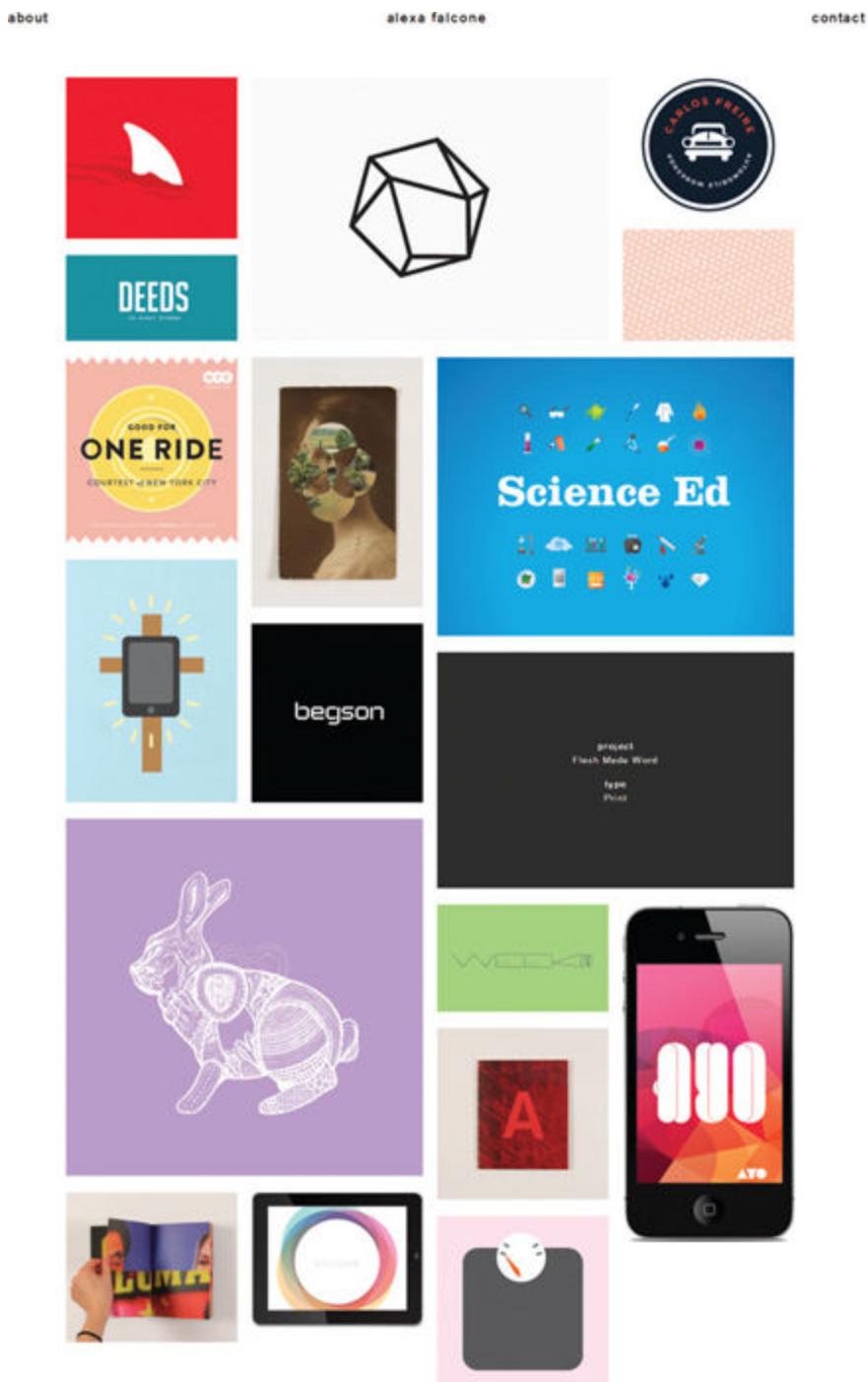


FIGURE 2: www.glouce.com

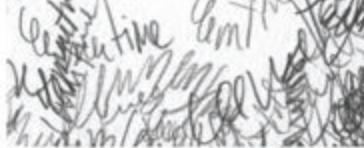
Glouce Cerveira
Brazilian-born British Artist | London, UK

HOME
PAINTINGS
DRAWINGS
EDITIONS
GLAUCE & THEO
INFO
CONTACT


[Floor Painting \(HD Video\) | YouTube](#)

Glouce and Theo's Floor Painting
Floor paint on floorboards, 2012-2013
Floor painting by Glouce Cerveira, executed in collaboration with her other half, the artist Theo Kacoula. With big thanks to Bradite and Brewers.
A fast paced video slideshow of the artists at work, transforming really bad floorboards into a walk-in painting. Music: Toc by Tom Zé.




Close-up of Clementine's Owl Toy, 2012. Wetscreening. Anti-Art Pets series.
Clementine's Owl Toy
Anti-Art Pets commission, 2012
Graphite on watercolour paper, 30 x 42 cm



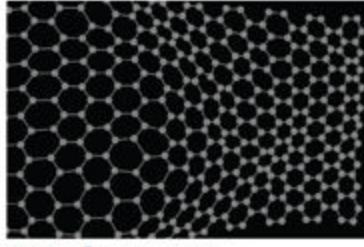

[Share Lot | Apart Summer Show](#)

Apart Summer Show
26 May - 30 September 2011
55-57 Great Marlborough Street,
London W1F 7JX
[View Painting Sheet](#)


[Twinkle Toes \(Video\) | YouTube](#)

Twinkle Toes
Firestarter Edition, 2011
Video collaboration by Glouce and Theo Kacoula

[View Video Site Twinkle Toes](#)


[DigitalGraphene](#) | screenshot, November 2011.
Digital Graphene
A collaborative HTML5 Canvas experiment, 2011. Code by David DeSandro, concept and implementation by Glouce Cerveira.
This piece is an interactive portrait of Graphene, the thinnest 2D material ever. A subject like no other, funneling my interests in pattern, science and code as an art medium. It was created as a digital counterpart to the Graphene kinetic sculpture by Theo Kacoula.



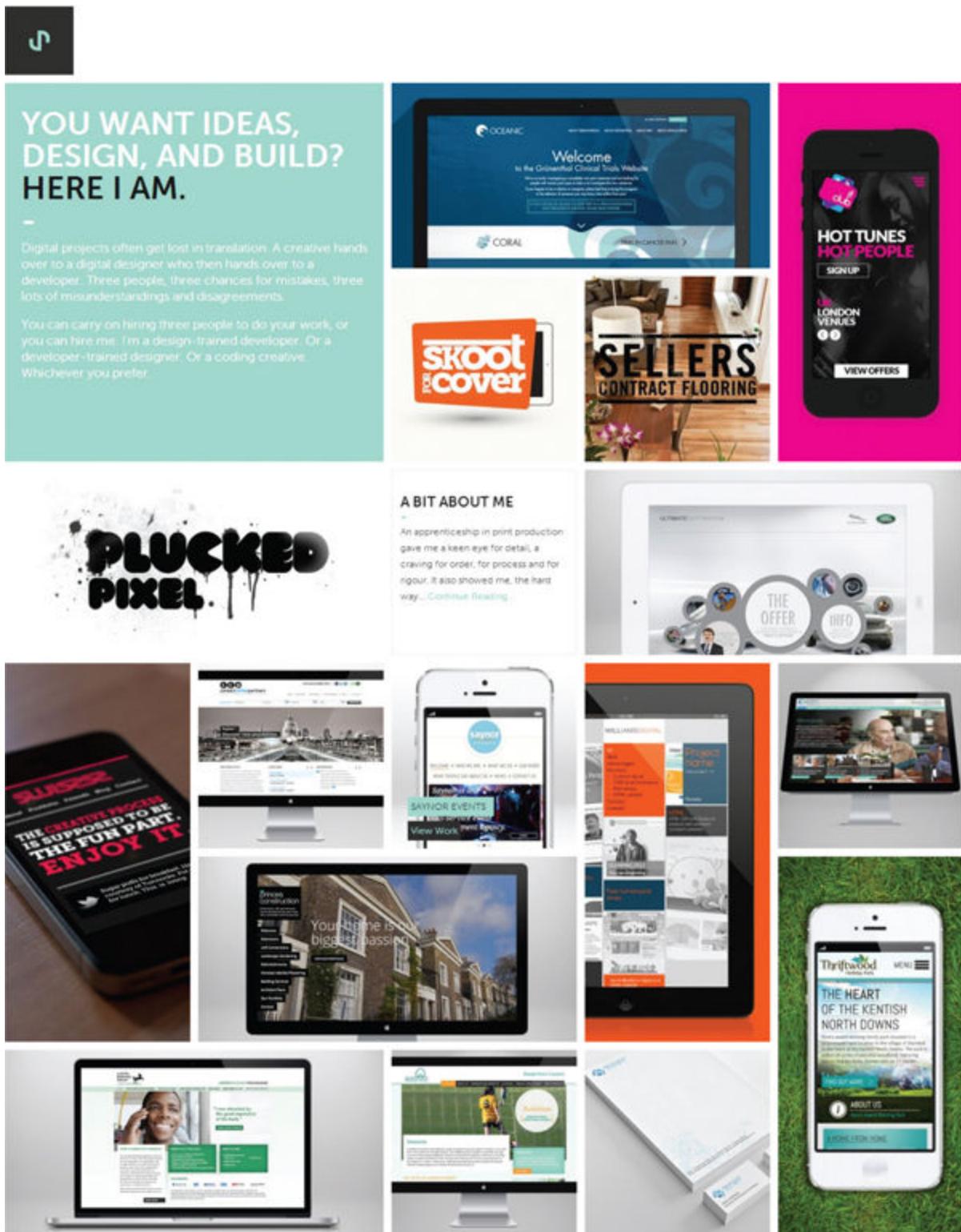
**PODDA
PONTI
ARCHITETTI**

HOME
ABOUT US
CONTACTS

YEARS PROJECTS SERVICES

The website features a large, bold title 'PODDA PONTI ARCHITETTI' at the top left. To its right are links for 'HOME', 'ABOUT US', and 'CONTACTS'. Below the title is a navigation bar with tabs 'YEARS', 'PROJECTS', and 'SERVICES'. The main content area is a 5x4 grid of 20 images. The first row shows two night views of a building facade, a drafting table with architectural plans, and a painting of three figures. The second row contains four architectural drawings: a floor plan, a perspective sketch, and two other detailed line drawings. The third row includes four images: a modern interior room with a sofa and a blue wall, a lounge area with a bar counter, a detailed floor plan, and a technical drawing of a structural or decorative pattern. The fourth row shows four images: a modern kitchen with white cabinetry, a detailed architectural drawing of a room layout, a display of handbags in a shop, and a modern interior room with a large window. The fifth row consists of four images: a display of framed photographs in a glass case, a display of handbags in a pink-lit display case, a modern lounge area with a large window, and a modern interior room with dark furniture.

<http://jamesnash.net>



PORTFOLIO

PORTFOLIO · PLEASANTLY PLUMP ICONS · SKEWED ICONS · STACKED FONT · EMAIL ME

Hi, my name is Denise. I'm a freelance designer who specializes in creating websites for individuals and small businesses. I don't think you should have to settle for using templates or other cheap solutions. I can provide custom designs at affordable prices. Interested in working together? Send me an email or fill out the form at the bottom of this page and I will get back to you as soon as possible. You can also follow me on Twitter and Dribbble.

Babily - [View Site](#)

Marnie Walker - [View Site](#)

The Long & Short Of It - [View Site](#)

Cookie - [View Site](#)

emphaze - [View Site](#)

www.danielmillroy.com





Visual

Is a visual communication service. We produce and develop concepts, products and brand experiences.

- Identity
- Web Design
- Graphic Design
- Illustration
- Communication

Brain

Being the third eye. The one that steps outside. The one above and one below

- Development
- Blog
- Creative Concept
- Communication Strategy
- Brand Story
- Market Communication
- Consulting

Gravity

Everybody is talking about what they wanna-be. But we just are. And we have vision.

- About
- Team
- Awards
- Jobs
- Exhibitions
- Featured

Category

- #Music
- #Sports
- #Arts and Culture
- #Consumer Goods
- #Corporate
- #Red
- #Black
- #Yellow
- #Green

Good design is for good clients

01. May 2012



Dobro oblikovanje je za dobre namenice.
Good design is for good clients.
Maribor, Kibla, Torek, 22.
Maja, nowwhub

Za vsakim dobrim projektom stoji naročnik, ki z zaupanjem verjame v freje delo. Brez pravega naročnika je ... — [more](#)

Elan Puzzle TBT ski

01. April 2012



We designed this brand new Puzzle ski for Elan skis. It is a breakthrough in freestyle skiing with its TBT technology and we received

Leave your mark on 2013

26. December 2012



Our new years compliment to our clients. A stamp with a "good design is for good clients" message. Our past and future work depends on working closely with our beautiful clients towards good results.

— [more](#)

Top Talk 2012

20. April 2012



Top Talk is an annual business meeting of SloGold. The main guest speaker was Paulista Collins who talk about making a split second decisions. Most memorable quote from his speech were: "It is hard to win, if you don't have the ball". — [more](#)

Last pictures



Elan Freeski

01. April 2012



The elan freeski branding was created as an answer to a growing lifestyle oriented freeski community. The concept is simple - no matter how you are: upside down, turned around or half viable, the logo will always be readable. The concept also ... — [more](#)

Elan Freeski branding

01. April 2012



As the Puzzle TBT as the main breakthrough in freeskiering the ads and material is taken out of the ski graphics. When branding and product design is walk hand in hand there is a chance for new possibilities such as the 3D wall where graphics is layered ... — [more](#)

Sof - grand award

01. April 2012



On this years SOF we have received silver award for Elan Snowboards website and a prestigious Grand award for identity we did for VLA. The fact that tiny studio like ours can match up to the big ones is a beautiful acknowledgment. Although this is an ... — [more](#)

The screenshot shows the homepage of the website. At the top left is the logo 'BALINOV.COM'. At the top right are navigation links: DESIGN, PHOTOGRAPHY, VIDEO, BLOG, and ABOUT. The main visual is a large, stylized blue elephant sculpture against a blue geometric background. Below the image, the text reads: "Hello, this is my creative showcase. My name is George and I'm a multidisciplinary visual artist. I focus on web & graphic design, photography & video and also try to share some knowledge now and then. And I just might be available for your next project." Below this section is a heading 'FEATURED WORK' followed by a grid of nine thumbnail images representing different projects or services.

BALINOV.COM

DESIGN PHOTOGRAPHY VIDEO BLOG ABOUT

Hello, this is my creative showcase.

My name is **George** and I'm a multidisciplinary visual artist.
I focus on **web & graphic design**, **photography & video**
and also try to **share some knowledge** now and then.
And I just might be **available for your next project**.

FEATURED WORK

**Sublime Text 2 for web designers
(or how I fell in love)**

It all started around January this year when I started to hear about this really cool new code editor Sublime Text 2. words like "revolutionary" were commonly used to describe it so naturally I had to try it for myself. If you still haven't heard about it, I guarantee that you soon will, so why not learn right now?

One Page Folios

The one page folio is certainly not a new phenomenon, and yet it is rather easy to find examples of one page portfolio sites with styles and trends all their own. In fact, there are so many approaches to the one page folio that I was tempted to do multiple chapters on the topic, each highlighting a different subsection. Rather than go overboard, let's instead dissect a few common examples from this carefully selected collection.

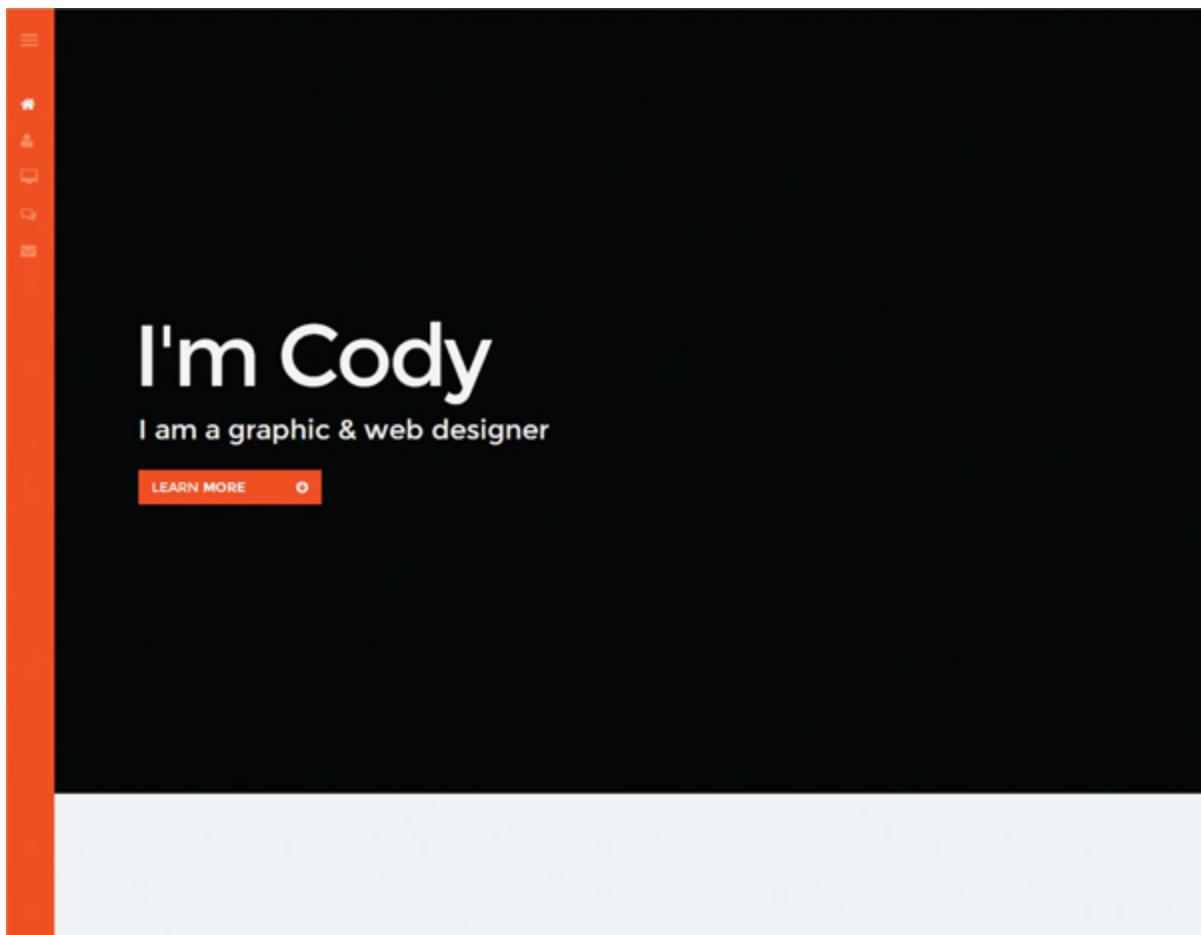
Cody Eason's one page site ([FIGURE 1](#)) demonstrates many trends at once—which is really remarkable given the rather sparse design. For starters, he begins his site with an extremely short introduction. When we think about recruiters looking at potential job candidates, it is not hard to imagine how welcome such a statement is. There is power in knowing your core identity—especially in an industry with such closely related and diverse roles to fill. It is tempting to draw back and not want to pigeonhole yourself. Tempting though it may be, I can't express how much I appreciate concise and specific statements. Short of showing your best work, I think this is perhaps one of the most important elements you can put into your portfolio site. And with a one-pager like this, you guarantee that everyone hitting your site will see this intro and know what you are all about.

Second, Cody's site makes use of somewhat unusual navigation. It isn't the typical list of links across the top. Instead, we find that the links are listed along the side. This is actually a pattern that we are finding on many sites and it works really well, especially for in-page navigation such as this.

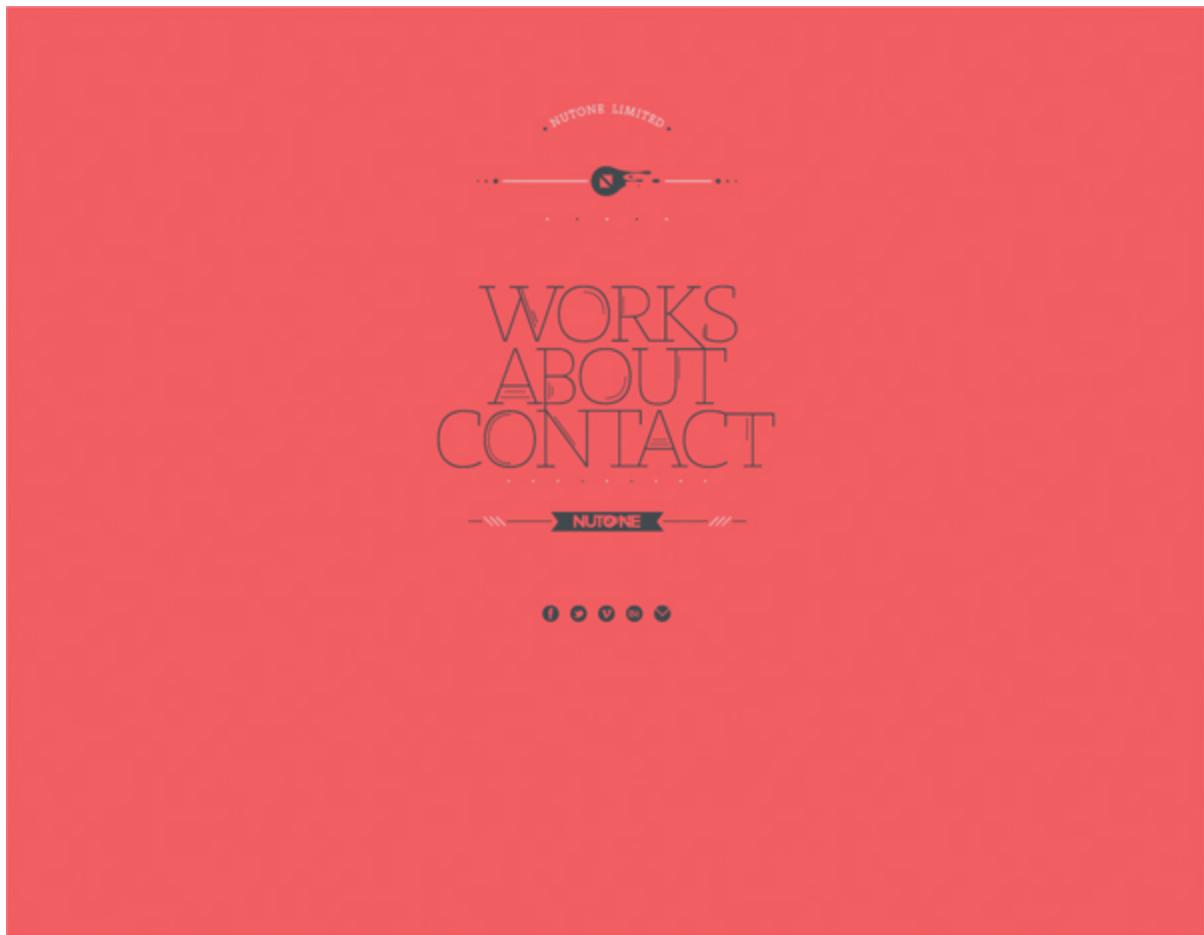
Finally, the site embraces the flat design model, resulting in a prime example of yet another current trend. The site lacks depth and decorative

elements (or ornate containers for content) for the structure. This is not an insult but rather a compliment. Designers can be really tempted into making monstrosities of portfolio sites, packed with all the things they wish they could do for clients. In contrast, Cody's portfolio is super clean and to the point. His work is showcased beautifully and the site portrays him well. Frankly, it is amazing how effective such a simple approach can be. And perhaps that is the rub: "Simple" isn't always so easy to come by; and instead it requires a great deal of effort.

FIGURE 1: www.ceasondesign.com



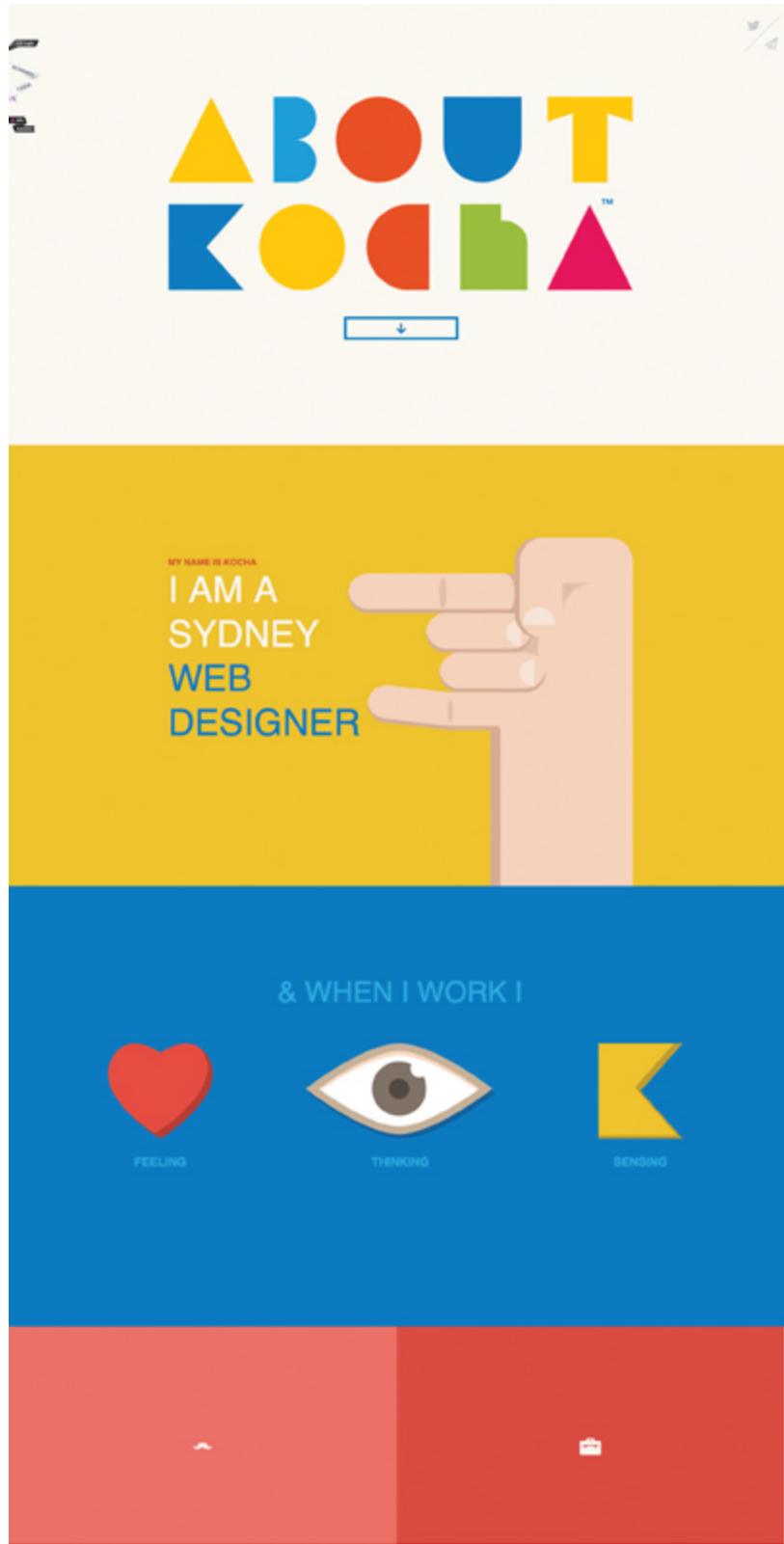
<http://thenutone.com>



www.bwmedia.be

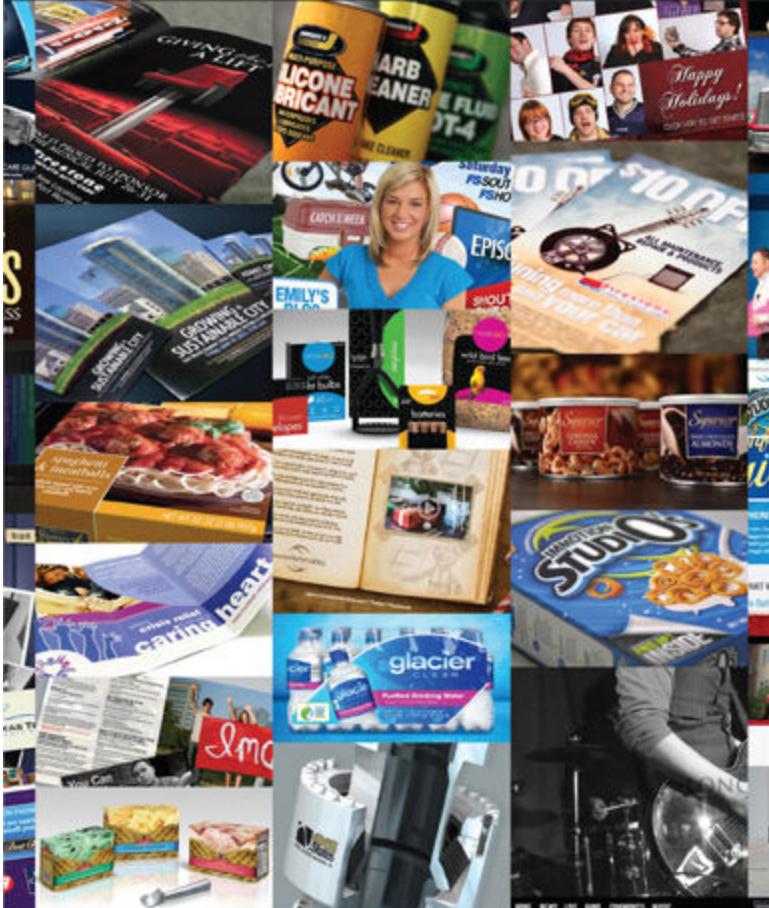
The screenshot shows the homepage of the bwmedia.be website. At the top left is the logo "bwmedia.be" with "GRAPHIC & DESIGN" underneath. At the top right are navigation links: HOME, CREATIEF, PORTFOLIO, DIENSTEN, and CONTACT. Below the header is a large white text area containing the slogan "Creative. In so many ways." in a bold, sans-serif font. Underneath the slogan is a smaller line of text: "corporate identity / printed media / packaging / signalisation / webdesign / social media / flash animations / custom FB fanpages". Below this text is a horizontal row of six circular thumbnails, each representing a different client or project. From left to right, the thumbnails are: a red stylized logo, a white logo with a mountain range, a white logo with a large letter 'A' and the word 'ATTENTION' below it, a blue and white logo for 'bwmedia.be' featuring the text 'BMW' and 'Creative', a white logo with the letters 'cap', and a colorful logo for 'SB'. The background of the page is a solid dark red color.

www.kocha.com.au



www.colincoolidge.com/worksamples

**COLIN COOLIDGE
DESIGNER**
WWW.COLINCOOLIDGE.COM



1

PLAN

Every project has its own unique objectives. I can help you to formulate a plan and reach your target audience, utilizing the latest trends.

2

DESIGN

Driven by the prior assessment, it's now time for the fun stuff. With simple, clean and well thought out design, the solution begins to take shape.

3

DEVELOP

And finally, develop. Roll up the sleeves, brew some coffee and make the magic happen. Now you know you've come to the right place!

www.davegarwacke.com

DAVE GARWACKE
THE MODERN DESIGNER / DEVELOPER

DESIGN / UX
HTML5
CSS/SCSS
JQUERY/JJS
PHP/MySQL

HERE ME!

www.socketstudios.com



Socket Studios
paul@socketstudios.com
@socketstudios

Swipe and tap (mouse or finger) or use your keyboard to navigate.

www.kokodigital.co.uk



Follow 1,125

Like 227

Front and Center

For this chapter, I want to highlight portfolio sites that don't hide the portfolio pieces away on sub pages; instead they push them to the front page. But these sites don't stop there—they make the work the primary focus of the home page by placing images front and center. Most often this is done through placement on the page and usually with very large images. As a result, the work becomes the primary focus. If your work is amazing this is a great way to structure your site. Rather than mess around with sales pitches or fancy introductions you just get to the point. In many cases the work is so outstanding that you hardly need to say anything else. It is the hook that draws people in and makes them really want to work with the individual or agency that did the work.

My favorite example here is the Hidden Depth website ([FIGURE 1](#)). This agency website is an extremely minimalist design that is essentially void of any decoration. As you can see in the screenshot, a large sample portfolio piece is placed near the top of the home page. This single portfolio piece serves as a gateway to the portfolio as a whole, which is packed with diverse and beautiful work. (It always helps when you have a great body of work to back things up.) Another interesting aspect of the large and prominent portfolio piece is the way the site handles as the screen changes size. On large screens, it is a collection of devices and computers. As the screen shrinks, it becomes a single laptop image with a website on it. Finally, as it condenses down to the mobile version, it showcases a trio of iPhones with mobile websites. It is a small detail, but I think it is ingenious how they have tailored the space to fit the medium.

Another common approach in this section is to provide a very large grid of work with almost no supportive content or elements. Sarah Coulton's portfolio (**FIGURE 2**) is a prime example of this approach. This bare bones site gives the viewer almost nothing beyond the portfolio pieces. Again, if you have really great work, this is a great way to simply let the art speak for you. In this case, we get a glimpse into Sarah's work and her overall style. The one risk here is that there is not a lot of information, so be darn sure your work is saying what you need it to! It is also important to give people a way to reach you. Don't get so carried away with being minimalist that you leave out your contact info.

FIGURE 1: <http://hiddendepth.ie>

Web design that **works for you**

Building a positive emotional connection is the best way to keep happy, loyal customers for years to come. We design websites that speak to your visitors and create the right impression for your business.

[View Portfolio](#)

The figure displays a website for bhp insurance across multiple devices. The main page features a large headline 'Web design that **works for you**' and a subtext about building emotional connections. A 'View Portfolio' button is present. Below the text, there are two main sections: 'Events Insurance' (with a yellow call-to-action button) and 'Life & Pensions'. The 'Events Insurance' section includes a sub-section for 'For Profit Parties'. The 'Life & Pensions' section includes a sub-section for 'Charities'. The website is designed to be responsive, showing different layouts and content blocks on each device. The devices shown include a desktop monitor, a laptop, a tablet, and two smartphones.

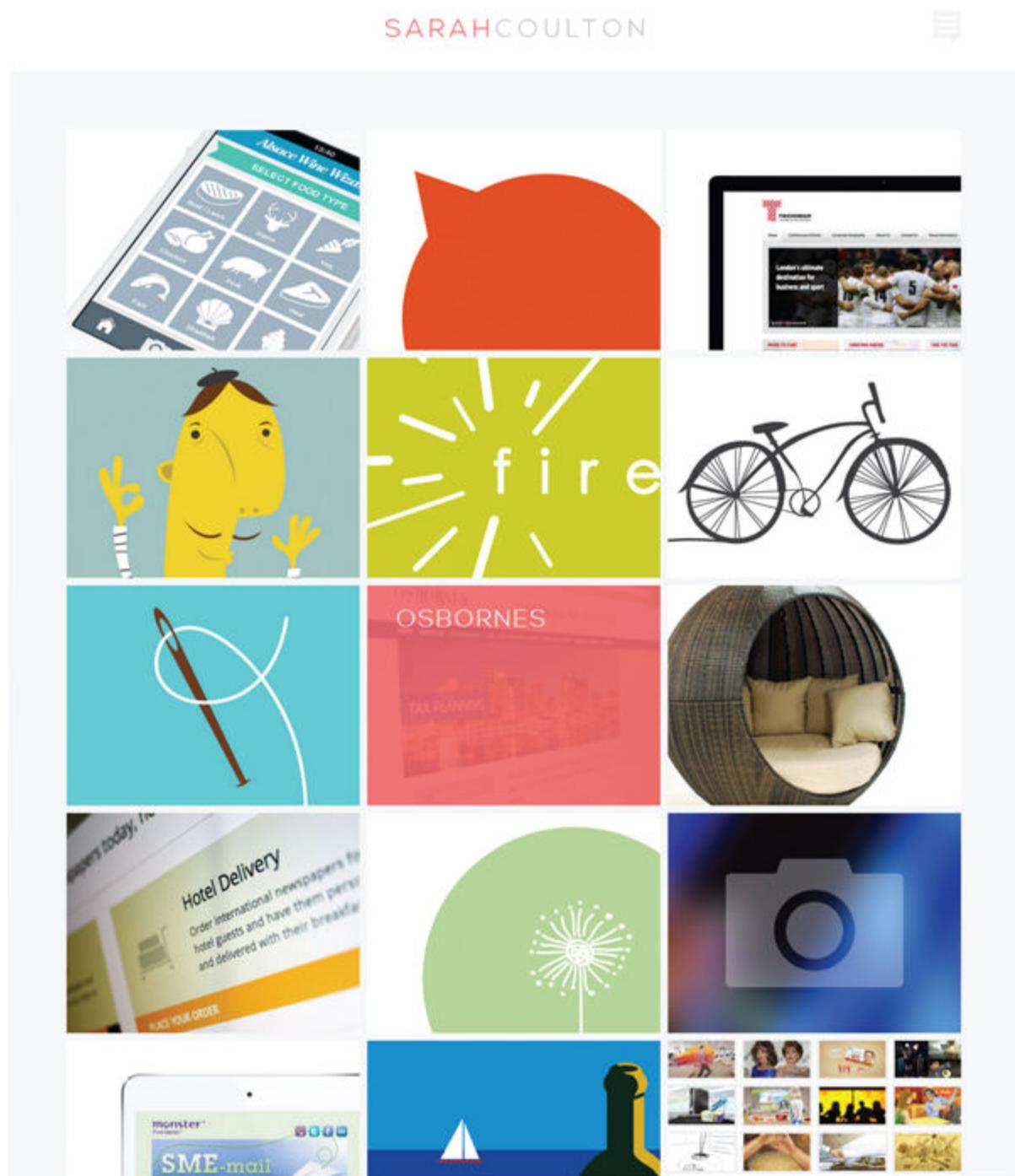
<http://milee.co/works.html>

The website features a header with the brand name "milee" in a dark font, and two navigation links: "VIEW MY WORK" and "GET IN TOUCH". Below the header is a large, light-colored background area containing nine smaller images arranged in a 3x3 grid. Each image represents a different project:

- Top Left:** A hand holding a smartphone displaying a mobile application interface with a nature-themed menu.
- Top Middle:** A close-up photograph of a pinecone with a white logo graphic overlaid.
- Top Right:** A smartphone displaying a mobile application interface with a food-related menu.
- Middle Left:** A computer monitor displaying a desktop application interface with a piano-roll style visualization.
- Middle Middle:** A 404 error page for "CAMPUSPERKS" featuring a minimalist illustration of two people walking past a building.
- Middle Right:** A close-up photograph of baked goods with a white text overlay: "DIARY OF A BAKED GOODS LOVER".
- Bottom Left:** A circular infographic or flowchart titled "rimsocane" showing a process from "0 sec" to "15 sec" with various coffee-related terms like "MOCHA", "ESPRESSO", "LATTE", "AMERICANO", and "CAPPUCCINO".
- Bottom Middle:** A stylized graphic of lips with the word "like" written across them.
- Bottom Right:** A black and white photograph of a city street at dusk or dawn, with people walking along the sidewalk.

At the bottom of the page, there is a footer bar with the text "Reach me at hello@milee.co" and social media icons for Twitter, LinkedIn, GitHub, Instagram, and Behance.

FIGURE 2: <http://sarahcoulton.com>



www.orcunkilic.com/works

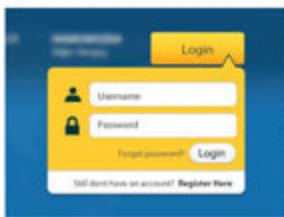
 ORCUN
visual designer

BLOG PORTFOLIO CONTACT

Istanbul Based Designer

Perfect Pixel Lover, I am designing clean and simple interfaces. Nowadays working on @thelostgame for Game

44 / 30 : Freelance / Graphic Design / Logo Design / Mobile Design / Video / Web Design

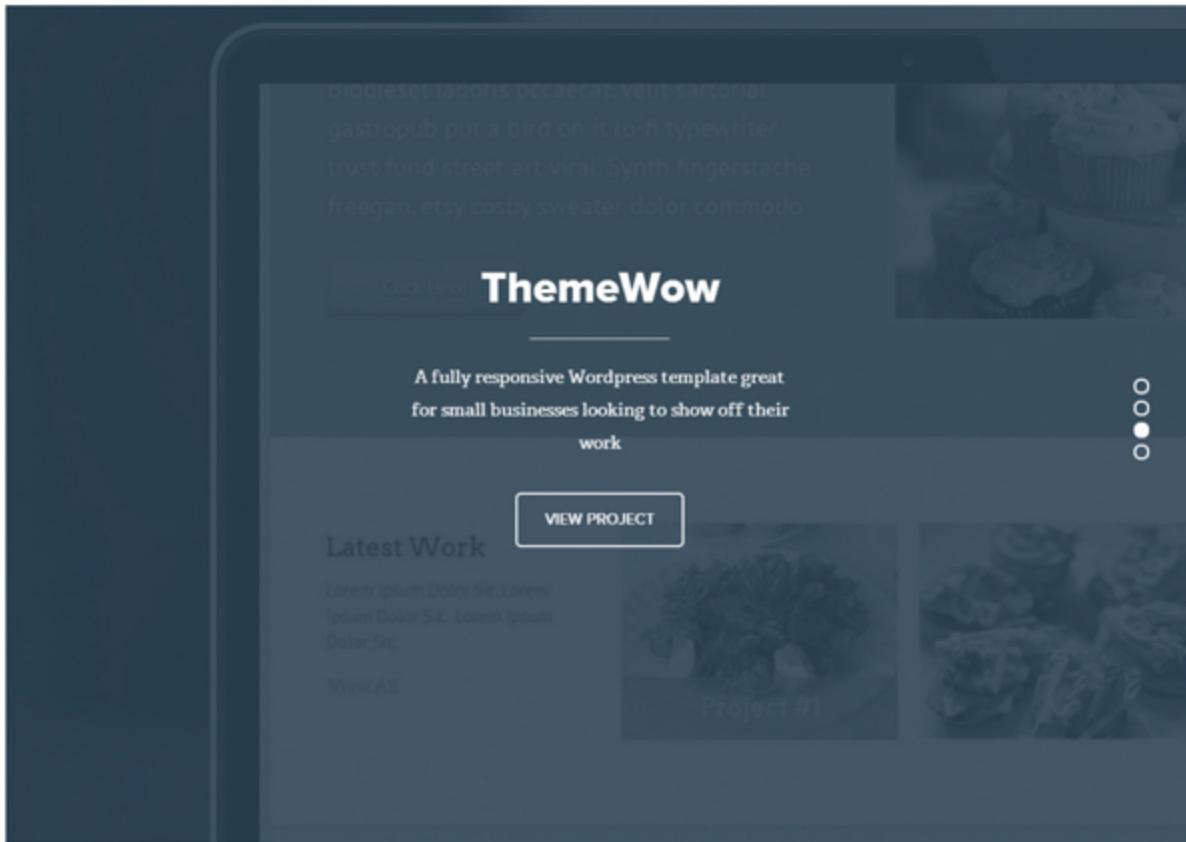
— Health Application Design	— Real Estate Logo Design	— Rixx Cinemas
		
— Instashare.in #initasharein	— Exhibition Identity Design	— Secwis Logo Design
		
— Login Box	— Santralistanbul Map Design	— Yagamak Vakfi
		
— Mini UI Kit	— Sarapp	— Clean Business Card
		
— Touch Basket		

<http://alexaraaujo.co>



<http://evanfletcher.com>

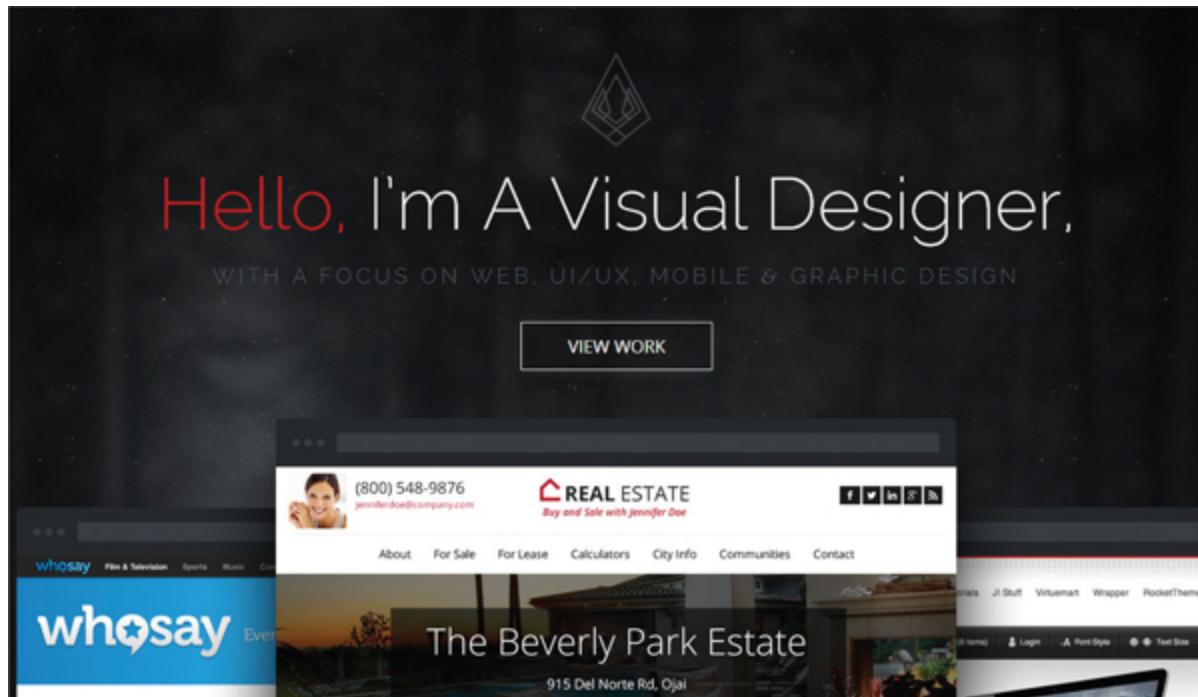
About Work **E** Journal Contact



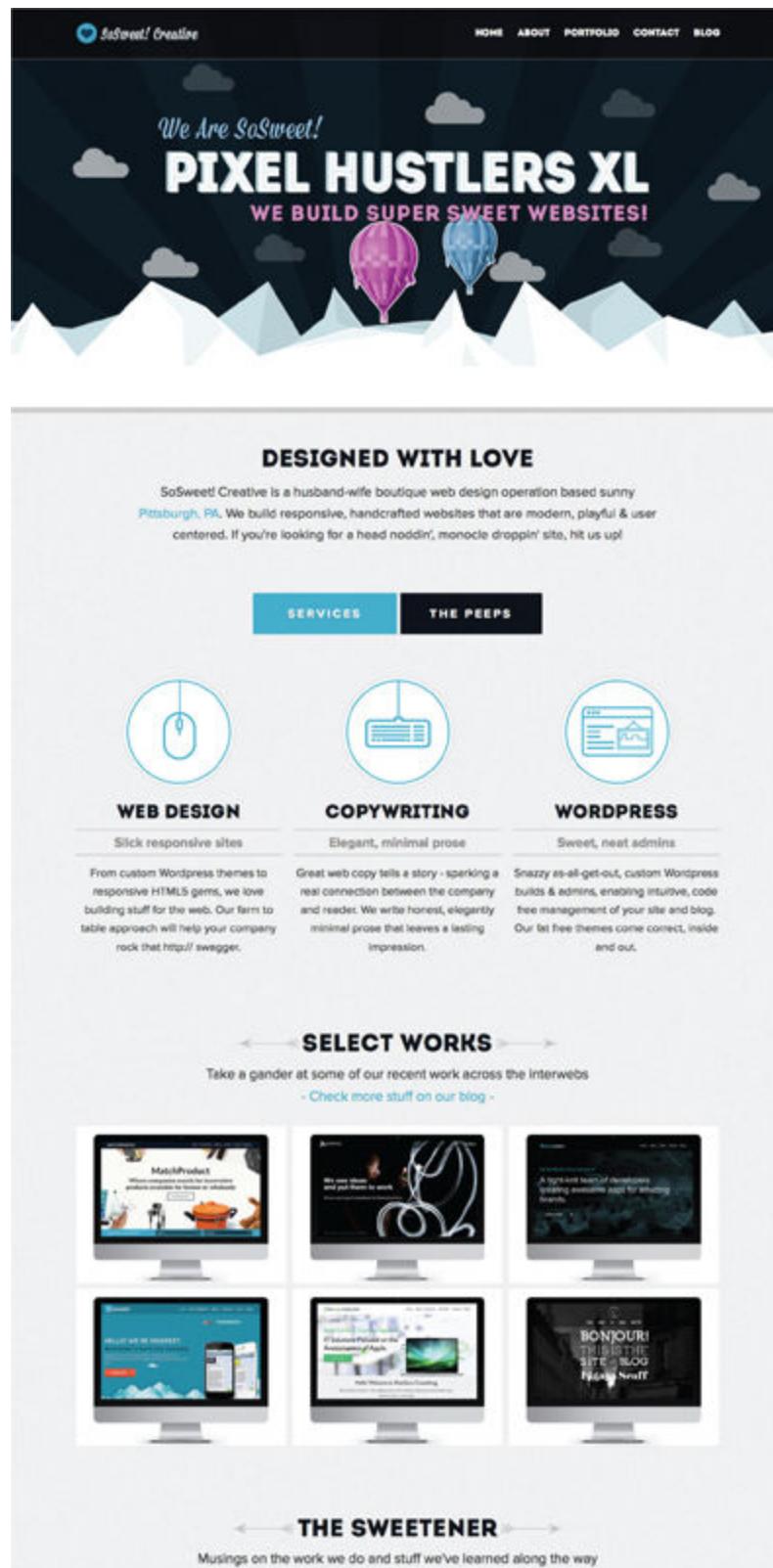
I also wrote a little something called: [The Worst Idea I've Ever Had](#)

Copyright Evan Fletcher 2013

<http://zindustry.com>



<http://sosweetcreative.com>



The website for SoSweet! Creative features a vibrant, hand-drawn style. At the top, a banner reads "We Are SoSweet!" and "PIXEL HUSTLERS XL" with the tagline "WE BUILD SUPER SWEET WEBSITES!". Below the banner, a section titled "DESIGNED WITH LOVE" describes the studio's mission to build responsive, handcrafted websites. It includes a "SERVICES" button and a "THE PEEPS" button. Three circular icons represent "WEB DESIGN" (mouse cursor), "COPYWRITING" (keyboard), and "WORDPRESS" (website). Each service has a brief description and a link to "Check more stuff on our blog". A "SELECT WORKS" section shows six examples of their web design, followed by a "THE SWEETENER" section featuring musings on their work.

We Are SoSweet!

PIXEL HUSTLERS XL

WE BUILD SUPER SWEET WEBSITES!

DESIGNED WITH LOVE

SoSweet! Creative is a husband-wife boutique web design operation based sunny Pittsburgh, PA. We build responsive, handcrafted websites that are modern, playful & user centered. If you're looking for a head noddin', monocle droppin' site, hit us up!

SERVICES THE PEEPS

WEB DESIGN

Slick responsive sites

From custom Wordpress themes to responsive HTML5 games, we love building stuff for the web. Our farm to table approach will help your company rock that <http://swagger>.

COPYWRITING

Elegant, minimal prose

Great web copy tells a story - sparking a real connection between the company and reader. We write honest, elegantly minimal prose that leaves a lasting impression.

WORDPRESS

Sweet, neat admins

Snazzy as-all-get-out, custom Wordpress builds & admins, enabling intuitive, code free management of your site and blog. Our fat free themes come correct, inside and out.

SELECT WORKS

Take a gander at some of our recent work across the Interwebs

[Check more stuff on our blog](#)



THE SWEETENER

Musings on the work we do and stuff we've learned along the way

Atypical Portfolios

In each of my books I feature a section on atypical sites. For this volume, I decided to dedicate the chapter to atypical portfolio sites. However, portfolio sites as a whole are pretty much atypical. Though we find common patterns, there is such an extreme range of approaches that the sites here don't feel too much off-the-beaten-path. That said, each of these sites is unique and puts a rather distinct spin on the portfolio.

A lovely example of this is the agency site for Creanet ([FIGURE 1](#)). In general, most websites lean toward a vertical orientation. That is, they tend to be tall with content stacked on top of itself. From time to time we find a horizontal scrolling site (something that has fallen out of style for the most part). This site is not a horizontal scroller, yet it is horizontally oriented. This is why I placed it into this particular category: It just felt atypical and distinct. The animations on the home page also make this site worth a visit. Though the design is extremely restrained, it is a joy to browse.

The basic building blocks of the web are rectangular in shape, which makes the organic and unusual shapes found on AltSpace ([FIGURE 2](#)) all the more interesting and atypical. What I find even more amazing is that these unusual shapes scale to fit the browser. Not only do they scale, they actually change shape so they fill the space (much like the Masonry-based sites found on page 010). The developer has accomplished this using Scalable Vector Graphics (SVG)—the web's version of vector graphics. I am intrigued with how the site balances showcasing an incredible body of work and a unique interface that shows off their coding skills. This is a lethal combo that is remarkably effective.

While I do not advocate doing something atypical simply for the sake of being different, I do advocate for thinking creatively, pushing boundaries and generally testing the limits of the web—especially when this can be done in concert with beautiful design. It is hard to argue with an extremely functional site that demonstrates progressive, forward-thinking results.

In my opinion, the best way to arrive at atypical results is to simply focus on the needs of the content. Carefully consider the content and how the audience will engage with it to discover the details of the individual (or company) behind the site. From there, form a solution without regard to the many assumed norms that constrain us. In theory, the results will be unique (and perhaps even atypical), but will retain an extremely functional core, which is far more important than being different.

FIGURE 1: www.creanet.es

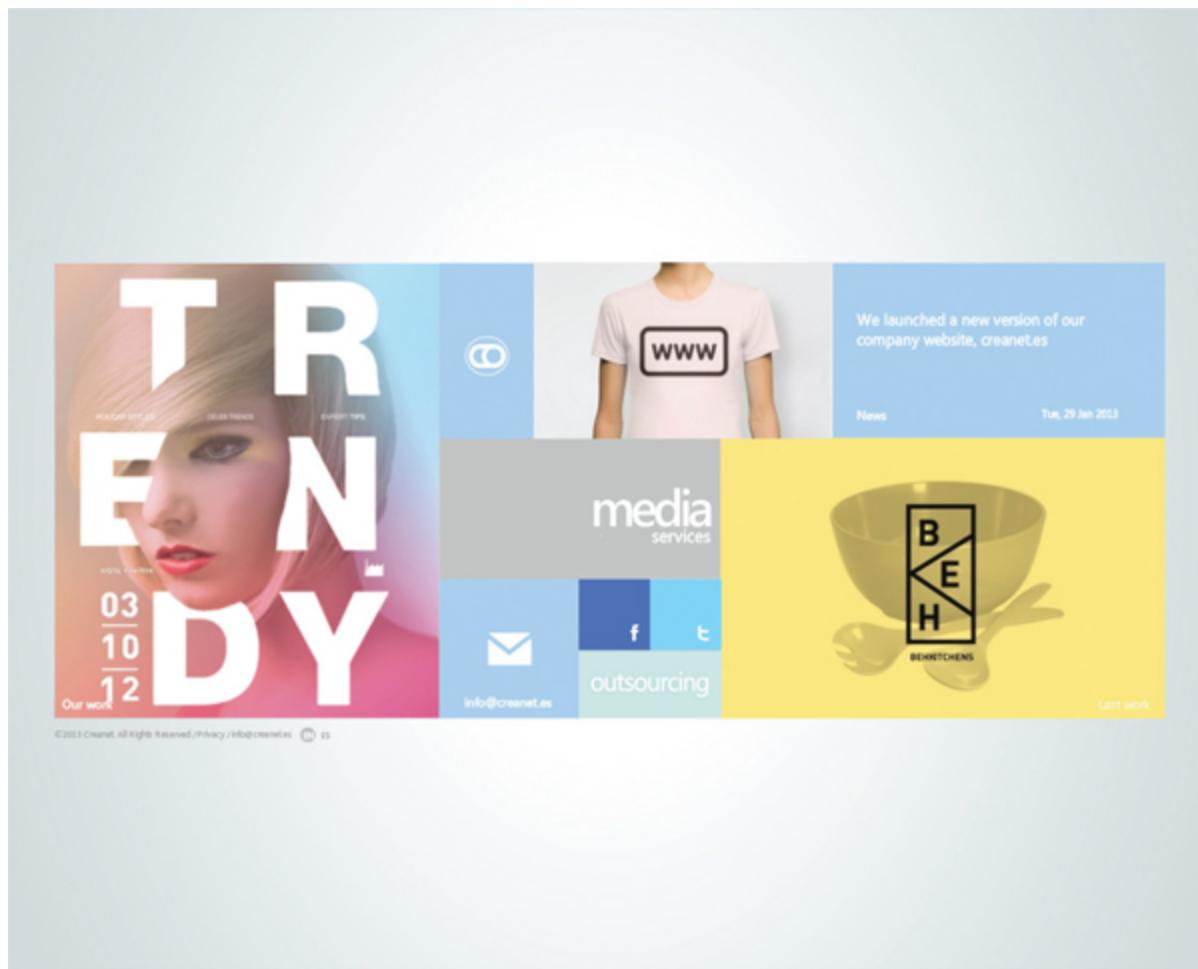
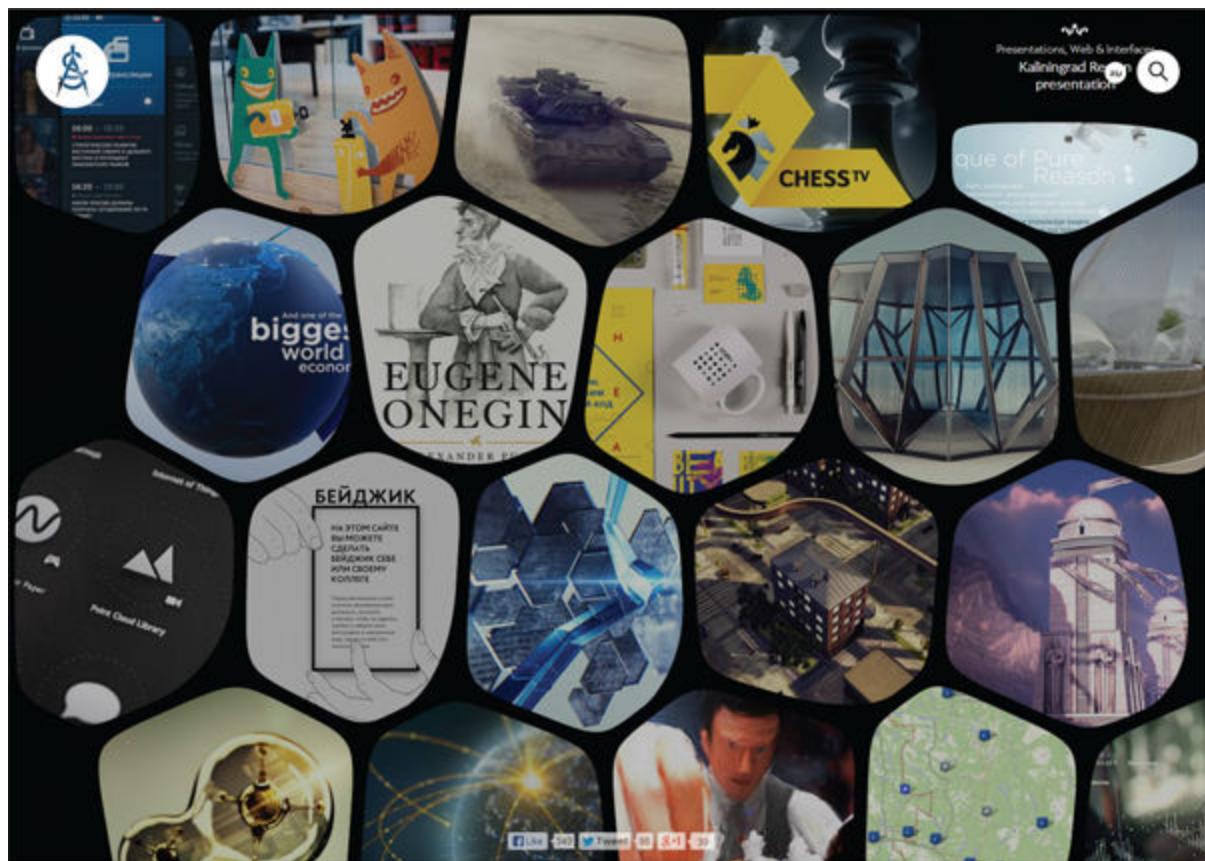


FIGURE 2: <http://altspace.com>



<http://progetti.it>

PROGETTY

WEBSITE web design&content GRAPHIC Flyer/poster design ADVERTISING banner/communication LOGOS identity/brands AWARDS presentations CONTACTS member/leads

RURAL PUGLIA Think Puglia

MASCARIMIRI Turist

SCARLINPIZZA Prodotti da forno

CINEMA COLLECTION 150 Capolavori Misto Della Musica Del Film Italiano

THE CLASSIC MARKET The legend of house music

RAPHAEL GUALAZZI Radioshow

ERICA MOU Dove esiste l'infinito

EMMA BelcantoVallenato

ANDY WARHOL Salento Versilia

SIFF Salento International Film Festival

2 ALENTO INTERNATIONAL FILM FESTIVAL 2004 - 2005

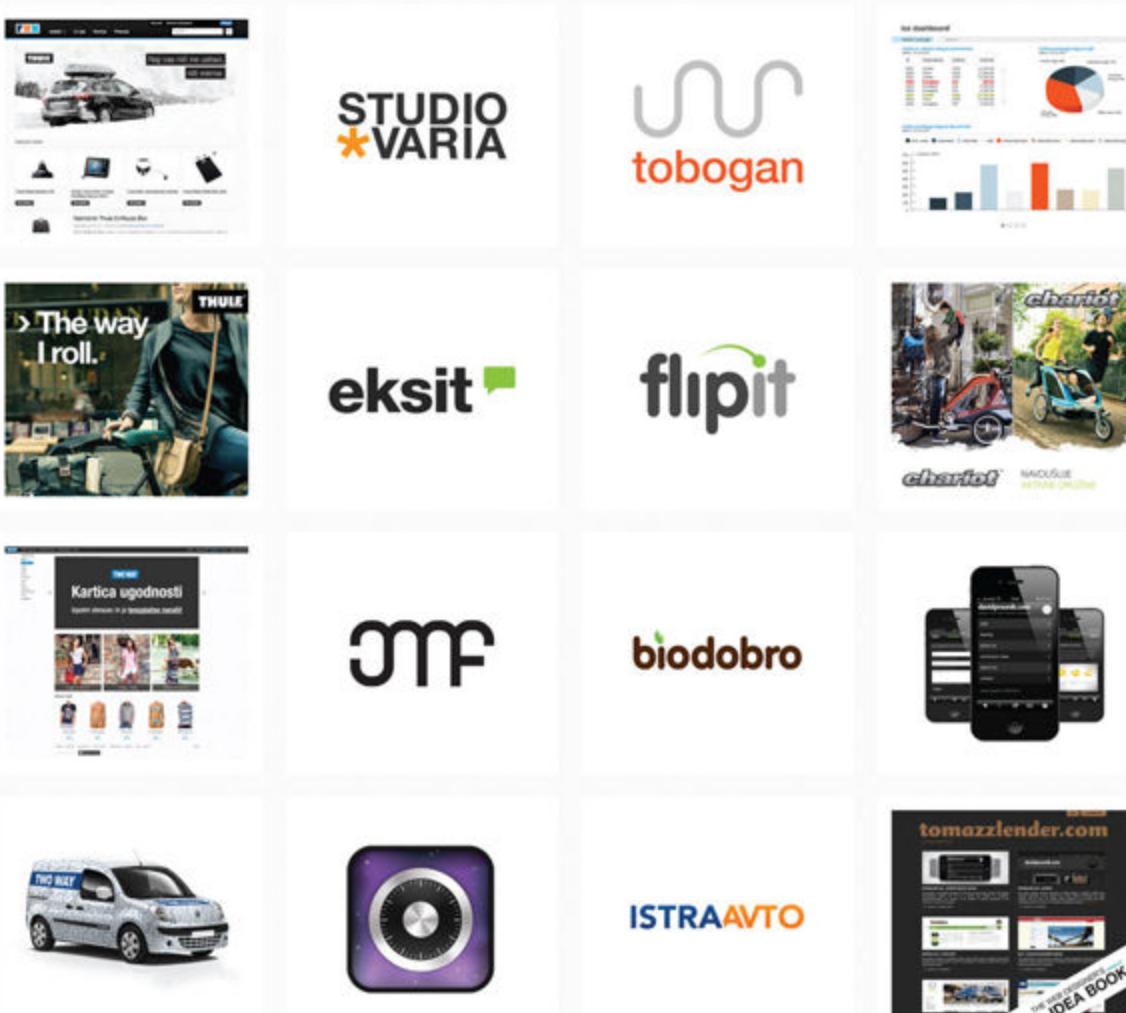
IL GRAN LECCSE

<http://www.ideator.si>

IDEATOR

All Logo Web Other CV Blog Contact

Ideator is the brainchild of David Praznik, Slovenia based freelance designer with more than 15 years of professional experience in gui & icon design, logo & identity design, graphic design, advertising, marketing, print and web. More about in [CV](#).



The website features a grid of nine items, each showing a different design or interface:

- Top-left: A screenshot of a car's infotainment system interface.
- Top-middle: The logo for STUDIO VARIA, featuring the word "STUDIO" above "VARIA" with an orange star.
- Top-right: A screenshot of a dashboard with various charts and graphs.
- Middle-left: An advertisement for THULE with the text "The way I roll." and a person riding a bicycle.
- Middle-middle: The logo for eksit, with the word "eksit" in black and a green square icon.
- Middle-right: An advertisement for chariot, showing people using their strollers.
- Bottom-left: A screenshot of a mobile application interface with a "Kartica ugodnosti" section.
- Bottom-middle: The logo for 3MF.
- Bottom-right: The logo for biodobro, with a small green leaf icon.

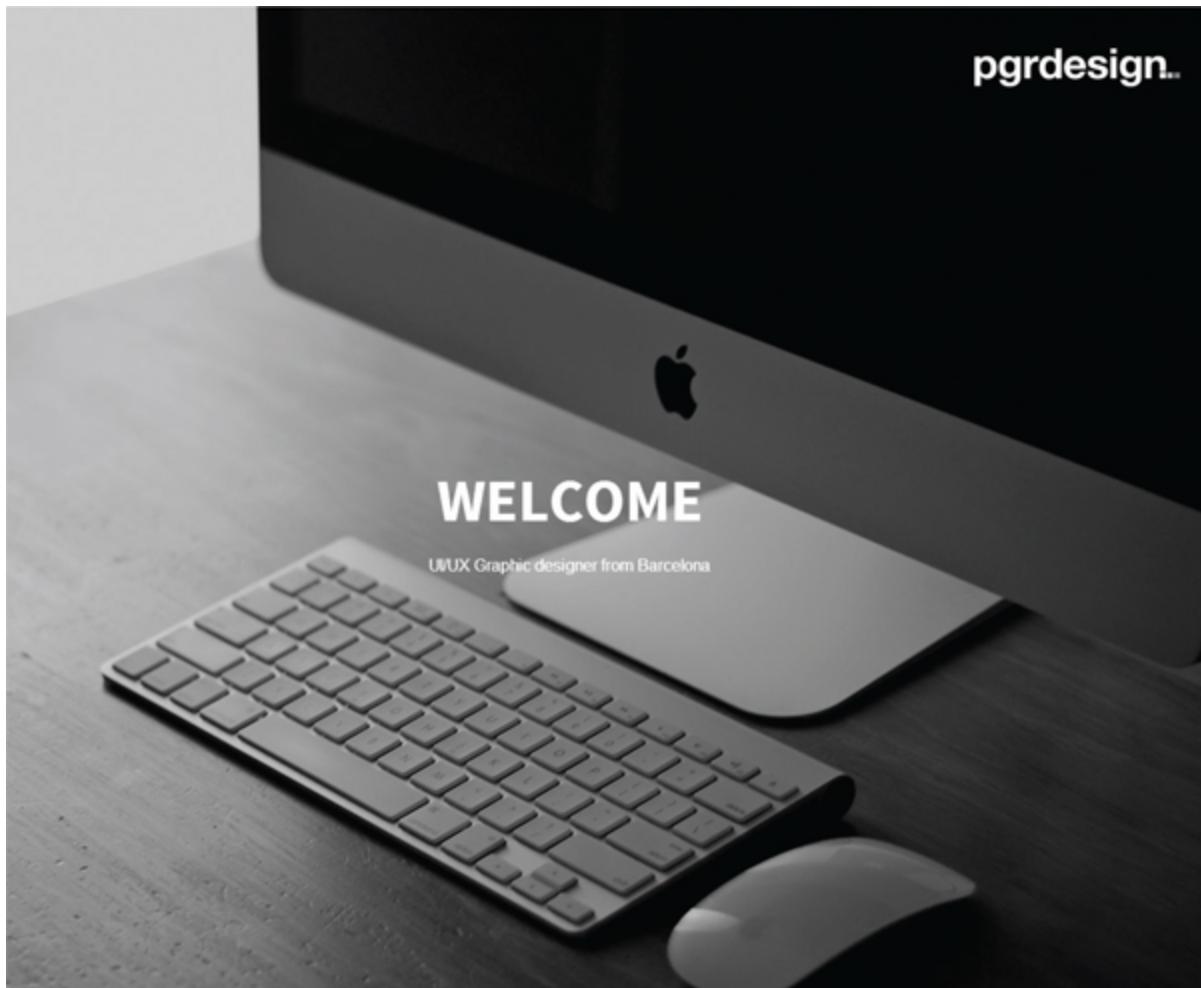
IDEATOR © 2012 ALL LOGO WEB OTHER CV CONTACT BLOG

IN TWITTER G+ YOUTUBE

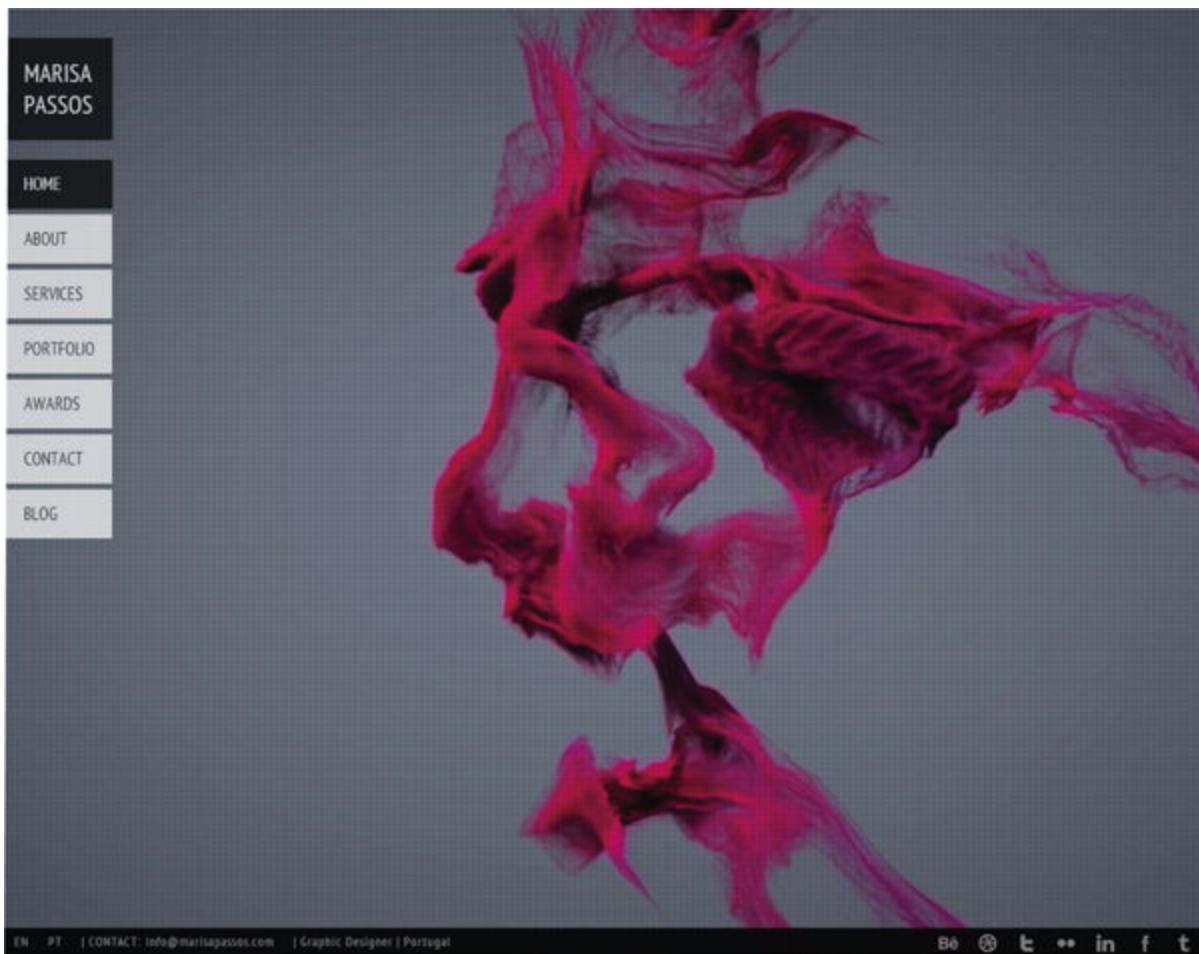
<http://ryancutter.co.uk>



<http://pgrdesign.net>



<http://marisapassos.com>



<http://theeggs.biz>



Claudio Gomboli

Designer & illustrator



Works



Freebie



Lab

Thematic Portfolios

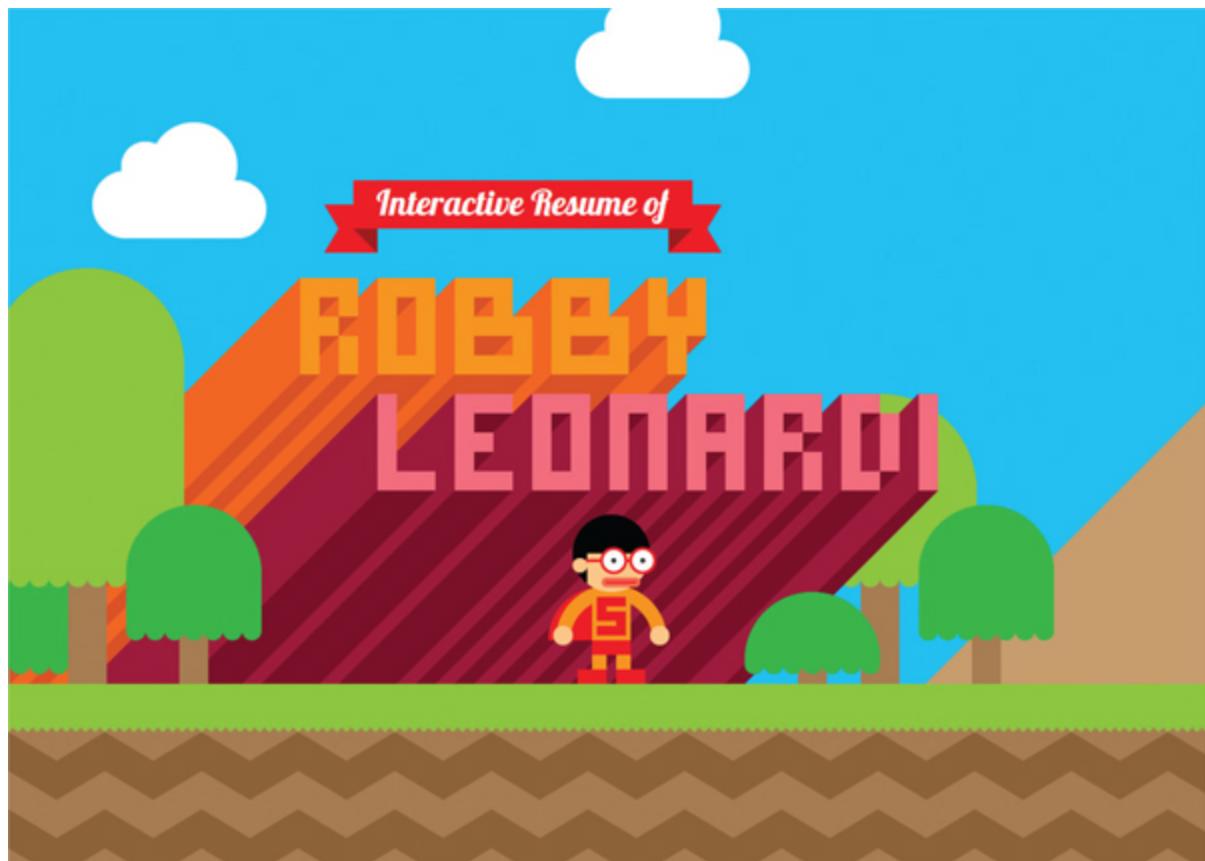
As you will find in several places throughout this book, the modern design aesthetic based on flat designs leaves a lot of room for anything contrasting to stand out. Thematic design is one design approach that leaves a lasting impression and can help one stand out from the crowd.

As much as I love a super clean and minimalist approach to design it can be such a relief to see something new and different. A pattern I've noticed is that the individuals with "fancy" portfolios typically have weaker work, and those with crazy simple ones have the best work. So it might seem that going a bit over the top with a thematic portfolio is a mistake. It's not, though. I think it makes good sense to leverage your creative skills to make a portfolio site that stands out.

Case in point, take a look at the portfolio site for Robby Leonardi ([FIGURE 1](#)). He turned his site into a fully interactive theme based on Super Mario Brothers. It is nothing short of incredible, and this site received a lot of fanfare. I recall noticing it showing up in email newsletters from many of the biggest names in web design (*Smashing Magazine*, WebDesigner Depot and more). The site certainly places the focus on the form of the portfolio and far less on the design work. But it is hard to argue with the amount of exposure the site received (and continues to receive). I guarantee if you produce yet another flat minimalistic design based on solid colors and monochromatic photos with white text on the top—that you will *not* be getting such attention. Not that your site will suck, it just won't stand out and warrant this level of attention.

Another example that really stands out to me is Matthew Jordan's portfolio site (**FIGURE 2**). His site is extremely thematic and seems to pretty much ignore just about every modern design trend imaginable. In a way, it feels a bit dated in that the style harkens back to what was rather popular about six years ago. And yet, it doesn't feel entirely trapped in that world. Somehow it transcends the style that was and applies the same approach in a modern way. For example, the site is a single page, it doesn't have a traditional header, and most importantly it doesn't have the decorative frame that would give it a fixed size. I applaud Matthew for using such a rich visual style that is not the norm. In the end, I think it is true to his personality and the style of work he produces. And isn't that the point of a portfolio in the first place, to share your own personal style, whatever that may be?

FIGURE 1: www.rleonardi.com/interactive-resume



<http://elegantseagulls.com>



The top half of the page features a large, stylized logo 'elegant seagulls' with two small birds flying above it. To the right is a navigation bar with links: Portfolio, About, Team, Journal, and Contact. Below the navigation is a large blue bird graphic. The main headline reads 'Get Responsive' with the subtitle 'Tablet + Mobile Ready'. A subtext block states: 'About a billion new portable devices will ship in 2014, be ready to give your audience a premium experience. Find out more about us.' There are two small circular arrows at the bottom.

Elegant Seagulls

A Creative Design Agency

Elegant Seagulls, a creative design agency located in Marquette, Michigan works one on one with every client to create websites, develop user interfaces/experiences, and build brands all while continuing our quest for world domination.



Adam Saraceno

"Elegant Seagulls immediately shared the vision we had for our new website, and custom-tailored a design that fits our brand perfectly."

[View case study](#)



FIGURE 2: www.matthewdjordan.com



<http://speed-motion.com.ua>

ПОРТФОЛИО

СТОИМОСТЬ



КЛИЕНТАМ

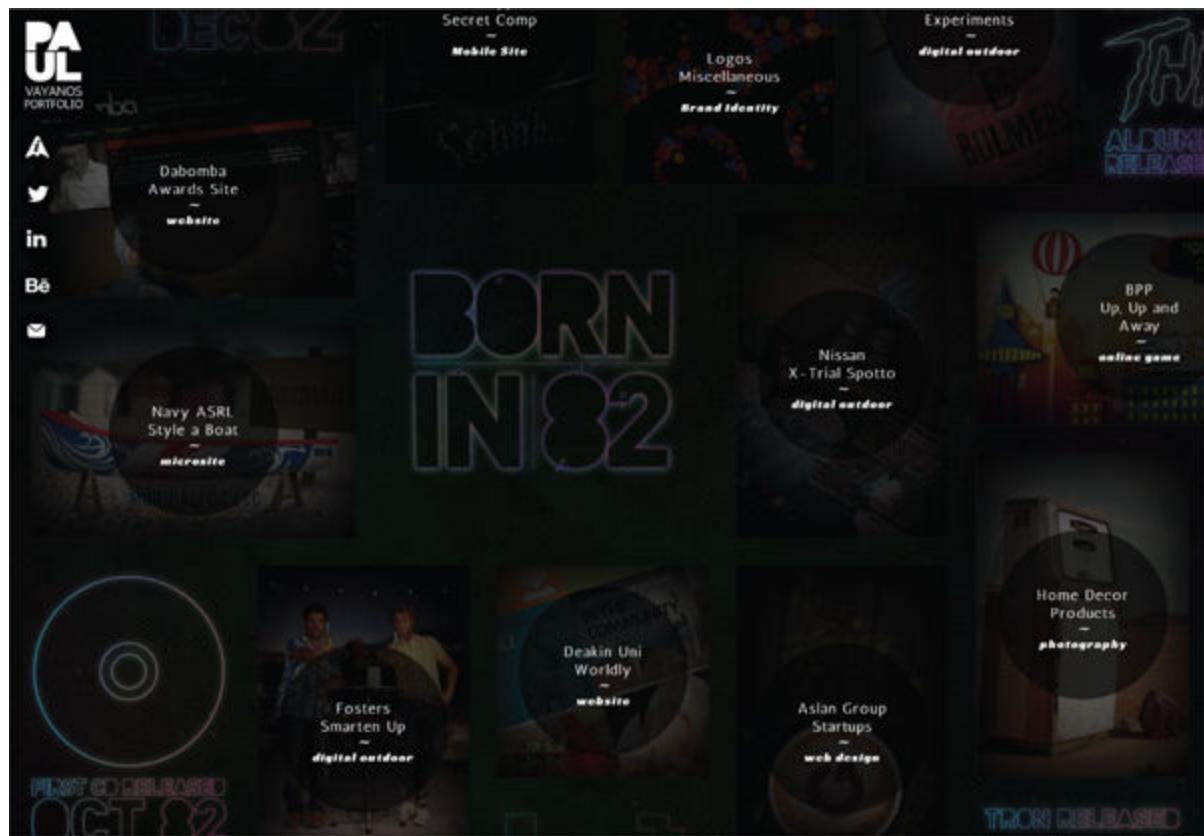
КОНТАКТЫ

SPEED MOTION

ПРЕЗЕНТАЦИЯ РАБОТ



<http://bornin82.com>



www.designzillas.com

The screenshot shows the homepage of the DesignZillas website. At the top, there is a black navigation bar with white text links for "PORTFOLIO", "ABOUT US", "SERVICES", "DESIGNZILLAS" (the logo), "BLOG", "CONTACT", "GET A QUOTE", and the phone number "407-637-2833". Below the navigation bar is a large, stylized illustration of a green monster with yellow spikes on its head and a wide-open mouth showing red tongue and white teeth. To the right of the monster, the text "IS YOUR BUSINESS FEROCIOSUS?" is displayed in large, bold, white capital letters. Underneath this question, a smaller paragraph reads: "We are an Orlando web design agency that specializes in creating unique and effective professional website designs that generate powerful results." To the right of the text is a large play button icon. In the bottom right corner of the main content area, there is a green rectangular button with the white text "GET STARTED".

www.twistedstudio.com



The website features a decorative header with the name "Claude Spengler" in a stylized font, flanking a central portrait of a man in an oval frame. Below the portrait is the text "Marketing - Graphic & Web Design". The main content area is a grid of 12 cards, each representing a different project or client. The cards are arranged in three rows of four. Each card includes a thumbnail image, the client's name, their role, a brief description, and a link to their website or contact information.

Project	Client	Role	Description
	Haldex Distributors Map	ONLINE APPLICATION	Based on Google Maps and Fusion Tables, this application shows the Haldex Distributors & Service Centers in Europe.
	European Psychiatric Association	WEBSITE & INTRANET	A complex & multilingual website for the largest international association of psychiatrists in Europe...
	Guesthouse Solein	WEBSITE, INTRANET, EXTRANET	Guesthouse Solein offers fully furnished and comfortable apartments for stays from 2 nights to several months...
	Haldex	WEBSITE & MARKETING	Haldex provides innovative commercial vehicle technology with focus on brake and suspension products...
	KIT ART	WEBSITE	Kitart.com is a website dedicated to the work of Pierre Fournier, a French designer & illustrator. Currently unavailable.
	Haldex Season's Greetings 2013	GRAPHIC, PRINT AND E-MAILING	Please email me to create the 2013 seasonal greetings design, for e-mail and printing purposes...
	Radio Judaica Strasbourg	WEBSITE	A fresh and nice sounding website for Radio Judaica. Streaming with live listening and podcasts to stream or to download...
	CIDH	WEBSITE	Human Rights Asociation to the Children since 1984, what a nice mission... If ever you would like to help them, don't hesitate to contact them!
	Free wallpaper: Mighty Gta	WEBSITE	A free wallpaper I've made for pleasure. Enjoy if you like it!

Landing Page Portfolios

For some designers a simple landing page is sufficient; for others it is a good starting point. Online landing pages are kind of like business cards but with a digital twist. Most often they point to various destinations, like social networks or portfolio services like Behance. Though these super simple landing pages are light on content, they can still provide a glimpse into the individual they represent.

For example, consider these two landing pages: Vlad Rodriguez ([FIGURE 1](#)) and Minnix ([FIGURE 2](#)). Vlad is a painter, while Minnix is user experience (UX) designer and front-end developer. Certainly these two career fields contrast rather sharply, and I would say that the incredibly simple landing pages each of them has accurately reflects their respective types of work.

It's also really hard not to love Manuel Moreale's crazy simple landing page site ([FIGURE 3](#)). As you can see in the screenshot he is a designer that fully embraces the minimalist mindset. If you visit the live site, you will see that the darker text after his e-mail address rotates through various statements. What a simple yet interesting way to create a unique experience—and perhaps even a memorable one for those visiting. Again, I am floored at how something so simple can convey so much. In some ways, it is a real demonstration of the power of design. The more I see how so little can perform so well I am reminded just how meaningful every last aspect of a design should be.

If you lack an online presence, I challenge you to start with a simple page such as this. You should be able to put it together in a very short amount of

time. As a result, you will have a single place to refer people to for information all about you, even if it just directs users to Twitter and Behance. It is still beneficial and gives you a starting point for building your own online presence.

FIGURE 1: www.vladrodriguez.com



FIGURE 2: <http://minnixio.com>

Hi, I'm Minnix (well, that's my nickname — Min from Minhaj and Nix from Nix Nought Nothing). 26. Chromosome XY. A UI/UX Designer + Frontend Developer from Colombo, LK.

Listen to my [chirps](#). View my [works](#). Read my [notes](#). Say hi via [email](#). Cheers!

FIGURE 3: <http://manuelmoreale.com>

hello@manuelmoreale.com: i love minimalism |

Manuel Moreale // P.Iva 0270747004 // Twitter: [@manuelmoreale](#) // Behance: [behance.net/manuelmoreale](#) // © 2013 all rights reserved

www.janixpacle.com



www.andrewkapish.com

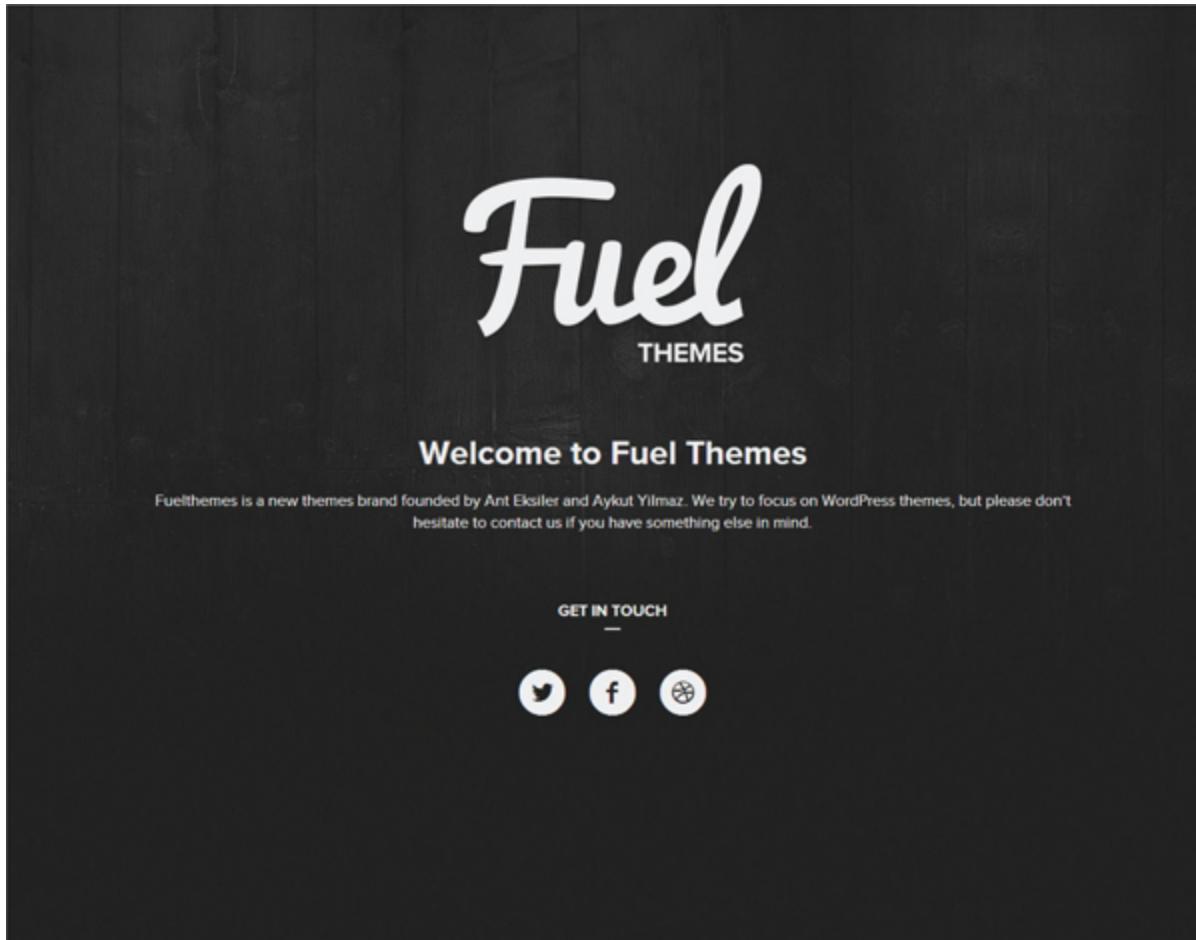


ANDREW KAPISH
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- [+ PORTFOLIO](#)
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<http://fuelthemes.net>



<http://tylersanguinette.com>

MY NAME IS TYLER SANGUINETTE

I am a graphic design student at the University of Missouri – Saint Louis. My experiences range from type design at Typefounding to web design. My current job is a Student Assistant Professional at the University of Missouri – St Louis in Human Resources. I have a wide range of skills so check out my projects on the sites below.

[t](#) [@](#) [v](#) [B6](#) [in](#) [g](#)

<http://ryansrich.com>



I'm a web generalist passionate about simple solutions.



You can email me at rrichrs@gmail.com

Responsive Portfolios

Perhaps the biggest challenge designers and developers face right now is sorting through the madness we call responsive web design. Designing and creating a site that will work on any screen size is nothing short of an epic challenge. As such, I really wanted to show a lot of variety in this section. So collected here is the largest set of images you will find in this book. This is an area where inspiration can pay off in a big way. Dig through the samples here and discover how others have faced the very problems you will face when building an online portfolio.

In most cases, like the portfolio of Michael Sevilla ([FIGURE 1](#)), the flow from large screen to small is natural and nearly obvious. The grid of images slowly condenses down to a single column and the navigation finds its way just below the logo. It feels natural and almost like it was meant to be. We find much the same results on the Applove site ([FIGURE 2](#)). Here, bands of horizontal content naturally transition to a single stacked set of elements as the contents of each row slowly condense into a single column. This is the type of approach we find often, and it is an example of what I consider the single biggest structural pattern of modern web design.

Flash back about ten years ago, and the basic structure of the web was marked by clear headers for logos and navigation, sidebars for sub navigation, an obvious content region, and a footer to finish it off. Quite often, the design was unified by some sort of containing structure that framed everything in place. These containers unified all the elements and created pockets to place everything into. Jump back into the present, and we find that responsive design has pretty much sealed the fate of this approach.

Those fancy containers and holders of content are a nightmare to style in a responsive world. Instead, we find that horizontal bands of content do this job wonderfully. Each band can adjust as needed and can continue to stack on top of each other. These bands of content are the modern day standard for how to structure content. Look through the samples in this chapter, and throughout the book, you will find it over and over again.

FIGURE 1: <http://svla.co>

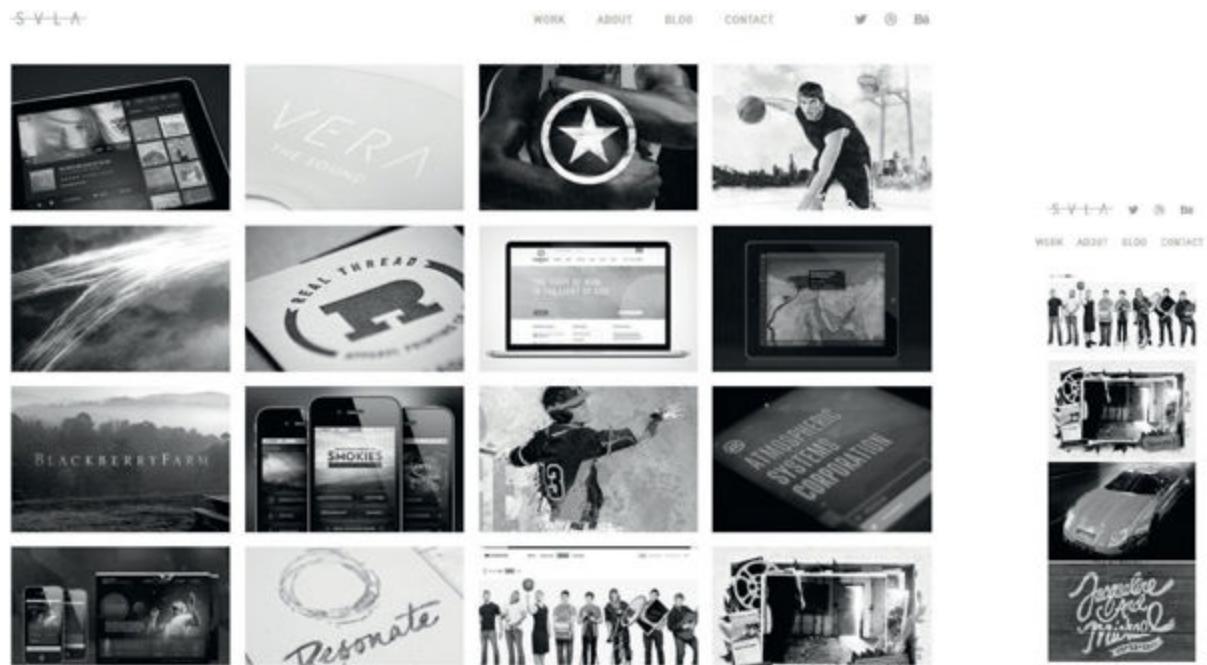
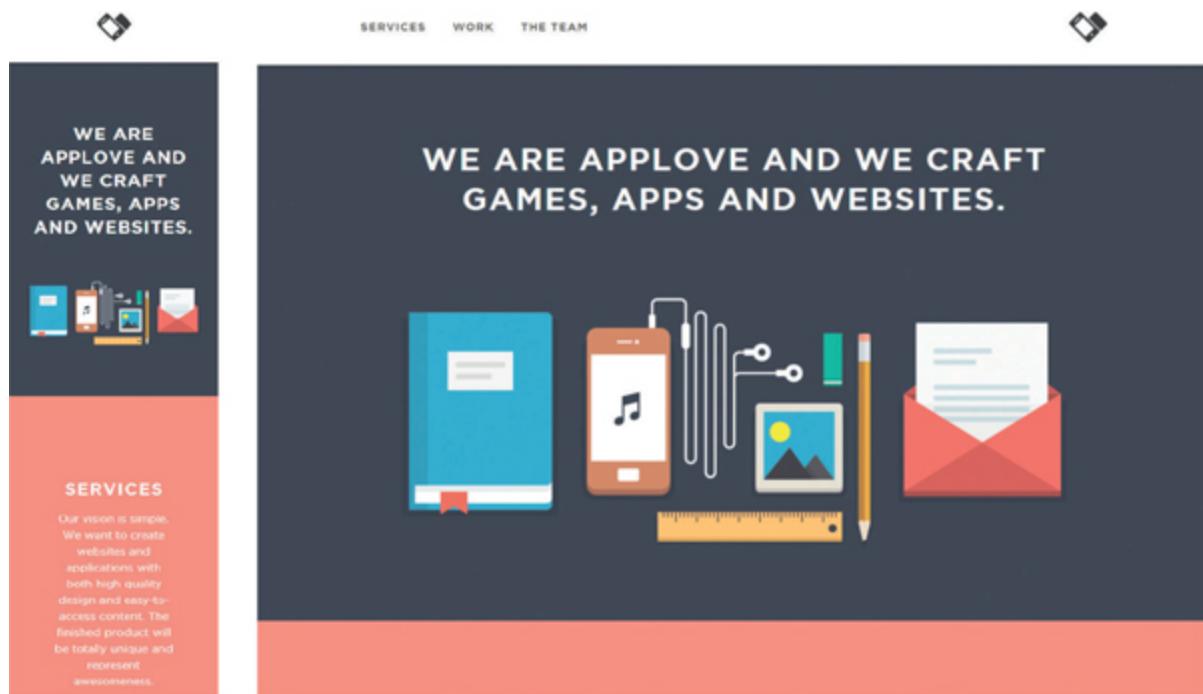
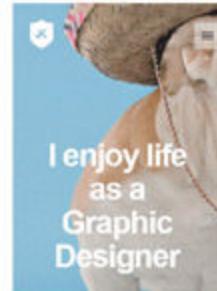
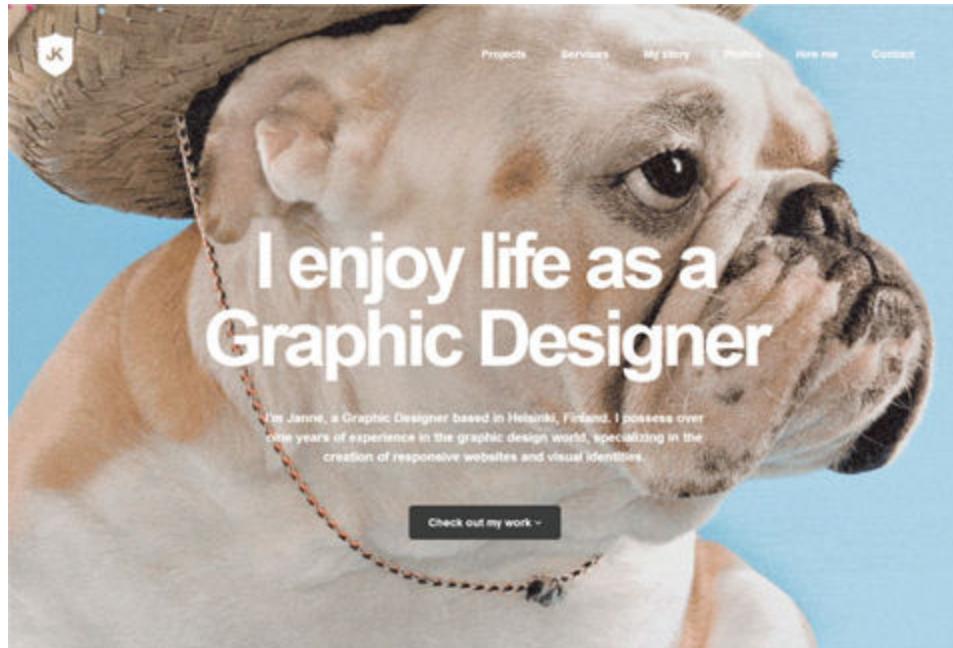


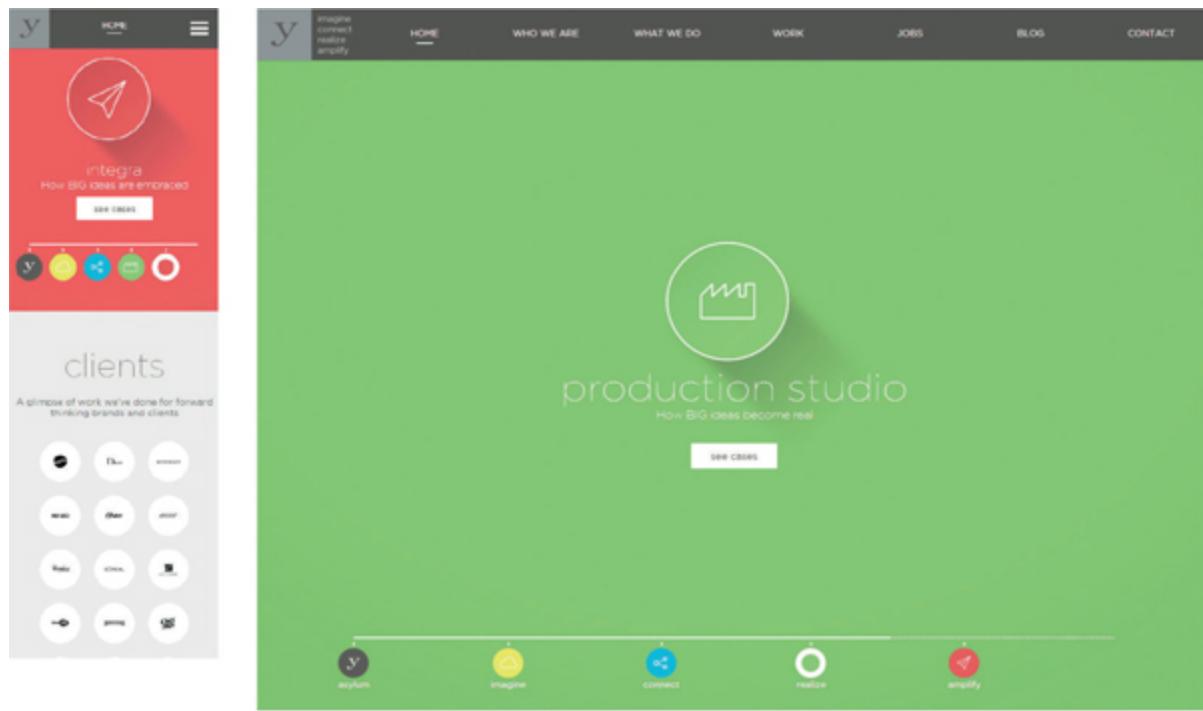
FIGURE 2: www.applove.se



<http://janne.me>



www.asylummarketing.com



<http://doabackflip.com>

The image displays two side-by-side screenshots of a website template titled "DO A BACKFLIP".

Left Screenshot: This screenshot shows the main landing page. At the top, there's a navigation bar with three items: "PROJECTS", "PROFILE", and "JOURNAL". Below the navigation is a large yellow header section containing the text "WELCOME" and "DESIGN & CODE SYDNEY, AUSTRALIA" in a large, bold font. There are decorative orange wavy lines above and below the text. A red-bordered "READ MORE" button is centered in the yellow area. Below the yellow section, the word "PROJECTS" is written in red, followed by three small tablet icons showing different project interfaces.

Right Screenshot: This screenshot shows a smaller version of the same website layout. It includes the "DO A BACKFLIP" header, the "PROJECTS" menu, and a single tablet icon at the bottom. Below the tablet icon, the text "Woolworths Homebrand Design / Code" is visible.

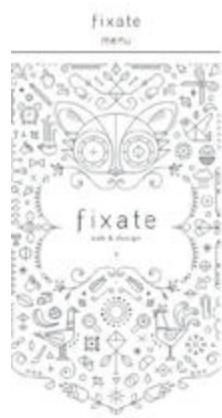
www.scottmccarthydesign.com



<http://residence-mixte.com>



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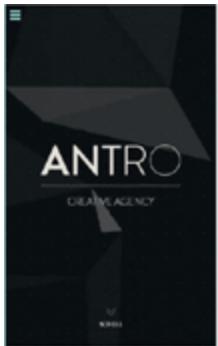
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02

Portfolios by Region

In all my years of collecting websites and categorizing them I have never attempted to analyze styles or patterns based on geographic region.

Naturally we find that there is a huge range of styles and ideas at work in locations around the world. Aesthetics and culture play a significant role in design, and this is revealed in the design of portfolio sites from various regions.

There is a dynamic to analyzing sites based on region that is perplexing. If my intention is to showcase beautiful web design, and I am looking at web designs based on regions, and each region of the world has its own definition of beauty—what aesthetic parameters do I base my selections on? A choice must be made, and so I choose focus on sites that are beautiful to me and the audience I speak to. This is a necessary distinction to point out.

To be honest, I expected to find a radical range of styles—each one vividly connected to a specific part of the world. It seems to me that ten years ago, the web was more divided, and it was easier to notice a difference based on region. But as you browse the sites collected here, on first look you will likely have no idea where in the world the sites originated from! I find it fascinating as you focus in on the details of these sites, you will notice small details that distinguish one from the other and give subtle hints as to the region of the world represented.

A fantastic example of this is the small set of sites from Asia. My expectation with this particular section was that they would somehow fit into a stereotype of the region. The funny thing is that I am not even sure

what that means! Stereotypes are kind of like that, and as you dig into them you may find your expectations overturned.

The question this naturally leads to is puzzling: Are these simply agencies in the Asian region that are attempting to appeal to Western audiences? If so, then mission accomplished. Or do these sites fit into expectations within Asian culture, which has gravitated towards the same styles as the West?

European Union

<http://radziu.org>

The screenshot displays a grid of 12 project thumbnails, each with a small image, a title, and a subtitle indicating the design type.

- IDEAPP aplikacje**: A smartphone screen showing a green and white app interface with the text "SAVE YOUR IDEA!"
- GEOCACHING APP aplikacje**: A hand holding a smartphone displaying a compass-like geocaching app interface.
- BIKE NOW! APP aplikacje**: Two smartphones showing a cycling app interface with a map and statistics like "32.5" and "2164".
- CBD ENTERPRISE webdesign**: A screenshot of a website for CBD Enterprise featuring a navigation bar and sections for "OUR MEMBERS".
- BYDESIGN UK logodesign**: A blue-toned architectural photograph of a modern building with a logo overlay.
- MARKETING HQ webdesign**: A screenshot of a marketing agency's website with a hero image of a man and various service offerings.
- DROGA USŁANA TRUPAMI film**: A dark poster with large red letters "DR" and "TRU" and a smaller "us" below it.
- MEDYTACJA fotomanipulacje**: A photograph of a glowing teal glowing ball or orb on a surface.
- ADDRESSBOOK APP aplikacje**: Two screenshots of a contact management app showing lists of contacts and profiles.
- VISIONARY webdesign**: A website for Visionary featuring a woman's face and the text "YOUR EYES ARE AMAZING".
- ARMATURA BEFA webdesign**: A solid red rectangular background with a small white arrow pointing right.
- ZIPP webdesign**: A screenshot of a motorcycle brand's website featuring a blue motorcycle and product details.

www.jenslehmann.com

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LAUREUS FOUNDATION

JENS LEHMANN
AMBASSADOR

CONTACT IMPRINT PARTNERS DE 中文

DESIGNED BY MINI LASS

Twitter icon Facebook icon



Digatron - Firing Circuits
Webdesign

Redesign der mehrsprachigen Internetpräsenz von Digatron auf Basis von TYPO3.



100TEE - It pays to buy good tea
Corporate Design

Konzeption und Gestaltung eines neuen Erscheinungsbildes für 100TEE - Ein Teefachgeschäft aus Aachen.



Elektromobilität Region Aachen
Corporate Design

Konzeption und Gestaltung eines Erscheinungsbildes für Aachen als Teil der Modellregion Rhein-Ruhr für Elektromobilität.



TRIPTYCHON - Der Solarturm Jülich
Informationsdesign

Konzeption und Gestaltung von Informationsgrafiken zur Darstellung der Funktionsweise des Solarturms Jülich.



Schulrestaurant SchlemMaria
Webdesign

Entwicklung der Internetpräsenz für das Schulrestaurant des Mensavereins der Maria-Montessori-Gesamtschule Aachen e.V.



VOLLEXT - Zeitung für Literatur
Editorial Design

Konzeption und Gestaltung eines neuen Erscheinungsbildes für die Literaturzeitschrift.

Information

Dies ist das Online-Portfolio von Jann de Vries. Kommunikationsdesigner (B. A.) und leidenschaftlicher Grafik- und Webdesigner aus Aachen.

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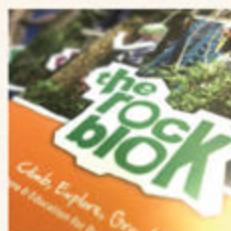
Hello. We are Attitude Design.

A NOTTINGHAM BASED CREATIVE GRAPHIC DESIGN AGENCY
PRODUCING MARKETING SOLUTIONS ACROSS PRINTED AND DIGITAL MEDIA.



GRAPHIC DESIGN PORTFOLIO

[View full graphic design portfolio »](#)



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- Brochure / print design
- Logo & brand identity design
- POS (Point Of Sale) design
- Newsletters & catalogues
- Ecommerce & CMS (Content Management Systems)

LATEST NEWS

-  Maps: FREE Illustrator Tutorial
[View post »](#)
-  Better Brand Identity
[View post »](#)

RECOMMENDATIONS

 We have really enjoyed working with Attitude to create our website. The Attitude team are always friendly and responsive and understand the design needs of our organisation. And best of all, our target users think the site looks great.

 Jess Cordingly
Future First | London UK

 You guys have really done a superb job and the

Eastern Europe

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YES, WE CAN

WEB DESIGN & DEVELOPMENT MOBILE APPS AND GAMES APPS FOR SOCIAL NETWORKS INTERACTIVE BANNERS

PORTFOLIO


3+3 HIGH SCHOOL OF MEDIA PRODUCTION


3+3 MEDIA CONFERENCE


3+3 MEDIA


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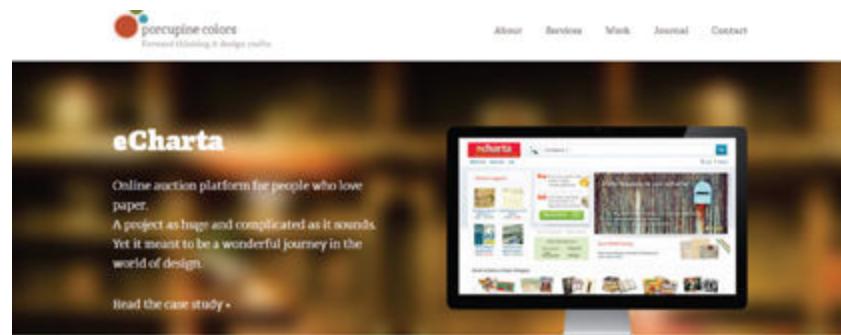

HELEN MARLEN

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Latest from the Journal

Sunday, 22 September 2013 [Bookmarks](#)

My article for Smashing Magazine is now part of a book.

Several months ago I wrote an article for Smashing Magazine. The title of the article is [What Successful Products Teach Us About Web Design](#). While it wasn't easy to get it published everything went well in the end. Now I'm happy to tell you that the same article is part of an e-book.



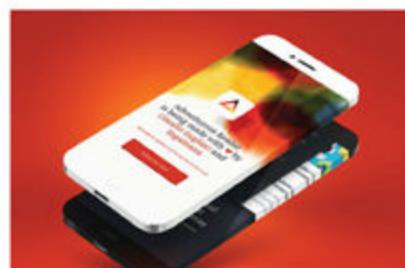
So the book is [Marketing Secrets For Web Designers](#) and it includes eight brilliant articles and mine. Sure, you can find these articles online but I think you will take the most of them if get the book. It's...

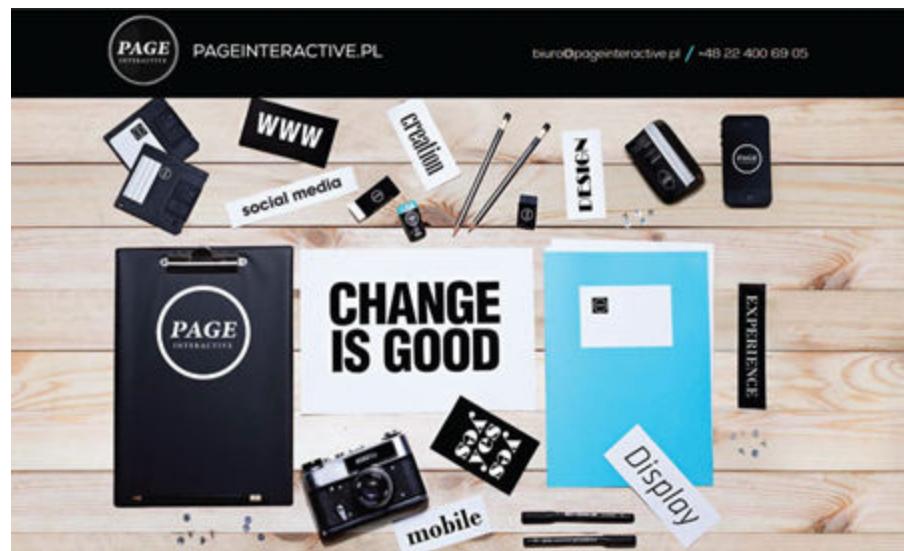
[Continue Reading +](#)

Sunday, 18 August, 2013

iPhone 6 concept

This is the most intriguing concept I have seen lately. This leaves you wondering "Is it possible? How things would be if I held this phone in my hands?"





O nas

PAGE Interactive skupia w sobie pomysły, działań i efektywność. Projektując i realizując strategie marketingową wykorzystujemy naszą wiedzę i zdobyte doświadczenie.

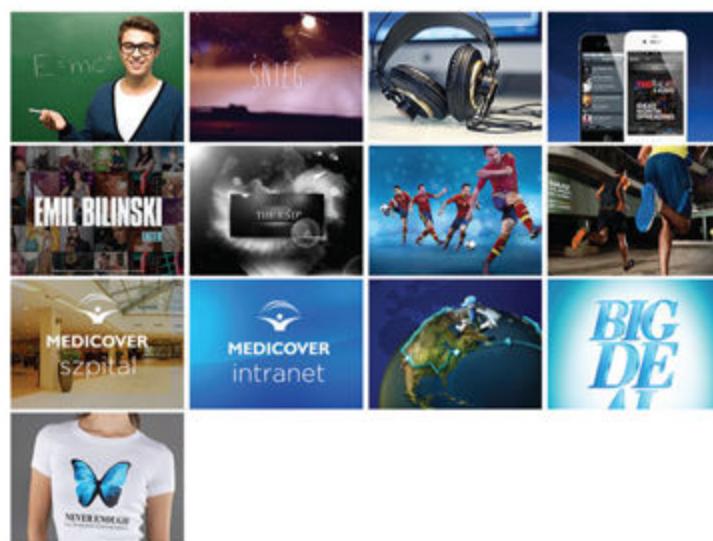
Jak działamy

- Projektujemy i tworzymy strony internetowe
- Promujemy Was w wyszukiwarkach
- Przygotowujemy strategię komunikacji i identyfikacji wizualnej
- Działamy w social mediach i w e-commerce. Doradzamy oraz konsultujemy

Co robimy najlepiej?

- Witryny internetowe
- Działania social media
- Działania wizualunkowe
- Projektowanie logotypów
- Kompanie banerowe
- Aplikacje na urządzenie mobilne (iOS, Android)
- Narzędzia e-commerce
- Pozycjonowanie w wyszukiwarkach

Nasze realizacje



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Razore Ponovo festival 2013, part 2. © Trnava (Slovakia), 2013

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North America

<http://pauljohns.com>

PAUL JOHNS
GRAPHIC DESIGN PORTFOLIO

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Hello, and thanks for stopping by.

I'm a Los Angeles based graphic designer, specializing in print, but not too shabby with web design. Please check out my portfolio below and get in touch if you have any questions.

The grid contains the following images:

- Row 1: A black and white photograph of a human skull, a business card for "HELLO" graphic design, and a poster for "AN EVENING WITH THE BITTER BUDDHA".
- Row 2: An abstract illustration of orange 3D blocks forming a mountain-like shape, three bottles of SIRENA wine, and a portrait of a smiling man.
- Row 3: A profile of a head with a small dog silhouette inside, a woman in a white dress standing on a blue background, and a large pile of yellow, crumpled paper.
- Row 4: A hand pointing upwards, and a portrait of a woman with blonde hair and blue eyeshadow.

AN EVENING WITH THE BITTER BUDDHA
PRINT

The Bitter Buddha
SPECIAL SCREENING WITH EDDIE PERTOLE

The image shows the homepage of the GeekyBeaver website. At the top, there is a yellow hexagonal logo containing a cartoon beaver wearing glasses and a blue plaid shirt. Below the logo, the word "Hello" is written in a stylized, handwritten font. Underneath "Hello", the text "WELCOME, WE ARE GEEKYBEAVER" is displayed in large, bold, white capital letters. To the right of the main content area, there is a vertical sidebar with a dark background. It features five white rectangular buttons with rounded corners, each containing a link: "Home" (in red), "Our Services", "Our Work", "About Us", and "Contact Us". At the bottom left of the page, there is a blue horizontal bar. On the left side of this bar is a white hexagonal icon containing a gear symbol. Next to the icon, the words "OUR SERVICES" are written in white capital letters, followed by the tagline "What can we do for you?" in a smaller, italicized font.

Hello

**WELCOME, WE ARE
GEEKYBEAVER**

[Home](#)
[Our Services](#)
[Our Work](#)
[About Us](#)
[Contact Us](#)

OUR SERVICES *What can we do for you?*

<http://burciaga.co>

Burciaga & Co.

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PHOTOGRAPHY

PROFILE



a creative visionary

WONDERING WHAT I DO WITH MY TIME?

Niché

arkleus

O C H O



DESIGNER
TREK

RECENT PHOTOGRAPHY



www.thisisgrow.com

The screenshot shows the homepage of www.thisisgrow.com. At the top, there's a navigation bar with four items: "Latest", "Work", "Agency", and "Contact". Below the navigation is a large video player. The video title is "2013 Reel" and the subtitle reads "An energetic look at our latest and greatest projects, and the team that makes them happen." A play button icon is visible on the left side of the video frame. Below the video frame, there are four small circular navigation dots, with the third one being orange, indicating it's the current slide. To the right of the video frame, there's a dark, abstract image of what appears to be a person's head or face. Below the video player, there's a text block that says: "Grow is a digital agency with a passion for big ideas, little details, and a better approach to creating world-class interactive experiences. ↗". At the bottom of the page, there's a footer bar with social media icons for Facebook, Twitter, and YouTube, followed by the email address "info@thisisgrow.com" and the phone number "(757) 248-6274", and a red "WORK HERE" button.

Latest Work Agency Contact

2013 Reel
An energetic look at our latest and greatest projects, and the team that makes them happen.

Grow is a digital agency with a passion for big ideas, little details, and a better approach to creating world-class interactive experiences. ↗

Like 2.5k | info@thisisgrow.com | (757) 248-6274 | WORK HERE

South America

<http://leozakour.com>

The screenshot shows the homepage of Leonardo Zakour's website. At the top, there is a navigation bar with social media icons for Behance, Google+, Twitter, Facebook, and LinkedIn. Below this is a large black and white portrait of Leonardo Zakour, a man with glasses and a beard, wearing a suit. To his right is a white circular logo with a stylized 'L' or 'Z' shape. Below the logo, the name "LEONARDO ZAKOUR" is written in a large, bold, sans-serif font, with "Entrepreneur & Interaction Designer" in a smaller font underneath. A red button labeled "EMAIL ME" with the email address "hello@leozakour.com" is positioned below the contact information. A dark grey banner across the middle of the page contains the text "Creating innovative products and helping other entrepreneurs make ideas happen." In the center, there are two sections: "Tech Entrepreneur" on the left and "Interaction Designer" on the right, each with an icon and a brief description. Below these sections is a quote: "What I do defines who I am". At the bottom, there are four images representing different design projects: a dashboard, a grid of icons, a collection of marketing materials, and a social media interface. Navigation links for "DESIGN PORTFOLIO" and "WORK IN PROGRESS" are at the bottom, along with social media links for Behance and Dribbble.

BE

LEONARDO ZAKOUR
Entrepreneur & Interaction Designer

[EMAIL ME](#)
hello@leozakour.com

Creating innovative products and helping other entrepreneurs make ideas happen.

Tech Entrepreneur

Working on a social network which allows to create complaints giving companies and organizations valuable feedback.
<http://cmplain.com>

Interaction Designer

Helping other entrepreneurs to shape their ideas into useful interactive products applying design and functionality.
<http://bens.com.ar>

What I do defines who I am

DESIGN PORTFOLIO **WORK IN PROGRESS**

@Behance @Dribbble

www.publer.com.br



The image shows the homepage of the Publer website. The background features a dark grey or black color with a faint, repeating pattern of various icons related to technology, media, and business. In the top right corner, there is a large green speech bubble icon containing a white lightbulb symbol. To the left of this icon, the word "Publer" is written in a large, white, sans-serif font. To the left of the main content area, there is a vertical navigation menu with the following items: "Home" (which is highlighted in green), "A Agência Web Publer", "Soluções Web", "Portfólio", "Dream Team", "Blog", and "Contato". Below the "Publer" logo, there is a bold, white text block that reads "social media + marketing + design + desenvolvimento + seo". A horizontal red line separates this text from the bottom section. The bottom section has a solid green background and contains the text "+ a Agência Web Publer. Quem somos. Conheça-nos melhor." followed by a dotted line.

Home
A Agência Web Publer
Soluções Web
Portfólio
Dream Team
Blog
Contato

**social media +
marketing + design
desenvolvimento + seo**

+ a Agência Web Publer. *Quem somos. Conheça-nos melhor.*

<http://isabelarodrigues.org>

The screenshot displays the homepage of Isabel Rodrigues' website. At the top left is the studio's logo, "Isabel Rodrigues SWEETY BRANDING STUDIO". The top right features a navigation bar with links for "Work", "About us", "Contact", and "Blog". A search icon is also present. The main headline reads "A sweetly branding studio." followed by the tagline "That loves you." Below the headline is a horizontal menu with categories: ALL, BRANDING, ILLUSTRATION, PACKAGING, and WEB/MOBILE. The main content area is a grid of 15 images showcasing various branding projects:

- Row 1: Three colorful, rounded containers (blue, red, orange) with "arffig" branding; a cylindrical cardboard tube with "LOVE" printed on it; a small green building with a striped awning; a logo for "KATE & JULIA REALTY" featuring a mountain and three leaves.
- Row 2: A stack of white business cards with a blue geometric logo; a clear glass bottle filled with dark beans; a hand holding a purple juice bottle labeled "Pellit - Natural Juice"; a row of five small bottles with "LADY" branding on a teal background.
- Row 3: A yellow tablet displaying a presentation slide with text in Portuguese: "SOUL DESIGN TRANSFORMAMOS IDEIAS DESAFIADORAS EM CASOS DE SUCESSO"; a collection of four product packaging boxes labeled "ROAM"; a laptop screen showing a website with a woman's face; a black poster with a pink graphic and the text "I HEARD" and "20th Anniversary of Great Control Session".
- Row 4: A roll of blue tape with a white logo; a black book cover with a white "X" and the text "A MARCENARIA 1990"; a collection of food packaging items including bags and boxes; a row of colorful, striped vases or bottles.

<http://igorodrigues.com.br>

The screenshot shows the homepage of the website <http://igorodrigues.com.br>. The header features a blue circular logo with the letters "igo" in white. Below the logo is a navigation bar with links: "Quem Sou" (Who I Am), "Soluções Web" (Web Solutions), "Portfólio" (Portfolio), "Blog" (Blog), and "Contato" (Contact). The main content area has a red background with white text: "Soluções criativas e inteligentes..." (Creative and intelligent solutions...) and "...que diferenciam o seu negócio dos seus concorrentes." (...that differentiate your business from its competitors). To the right of the text is a colorful illustration of various cartoonish characters and objects like a rocket, a hot air balloon, and a piano. At the bottom left, there's a small green cartoon character with a propeller and a speech bubble containing the text: "Web designer freelancer especialista na criação de interfaces e soluções web, inteligentes e criativas, com foco na experiência do usuário !!!".

Asia

www.cleancutcrew.com



www.hasrimy.com

hasrimy.com

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[COMPANY NAME]

[PHONE]

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- WEB DESIGN/DEVELOPMENT
- E-COMMERCE/SHOPPING CART
- ONLINE MARKETING/SEO
- BRAND IDENTITY/LOGO
- EMAIL CAMPAIGN
- TRAINING
- WEB CMS
- CUSTOM WEB APPLICATION
- MOBILE APPLICATION
- PRINT DESIGN
- WEB HOSTING
- JUST TO SAY HI

Project Description

Project Budget

[PRICE RANGE OR MAXIMUM BUDGET AMOUNT]

Submit Request

HOME SERVICES OUR WORK THE STRATEGY THE TEAM JOIN US CONTACTUS

Join us! [facebook](#) Follow our [TWEET](#)  14  Like 51

OPTIMIZE YOUR POTENTIAL GROW YOUR BUSINESS ONLINE



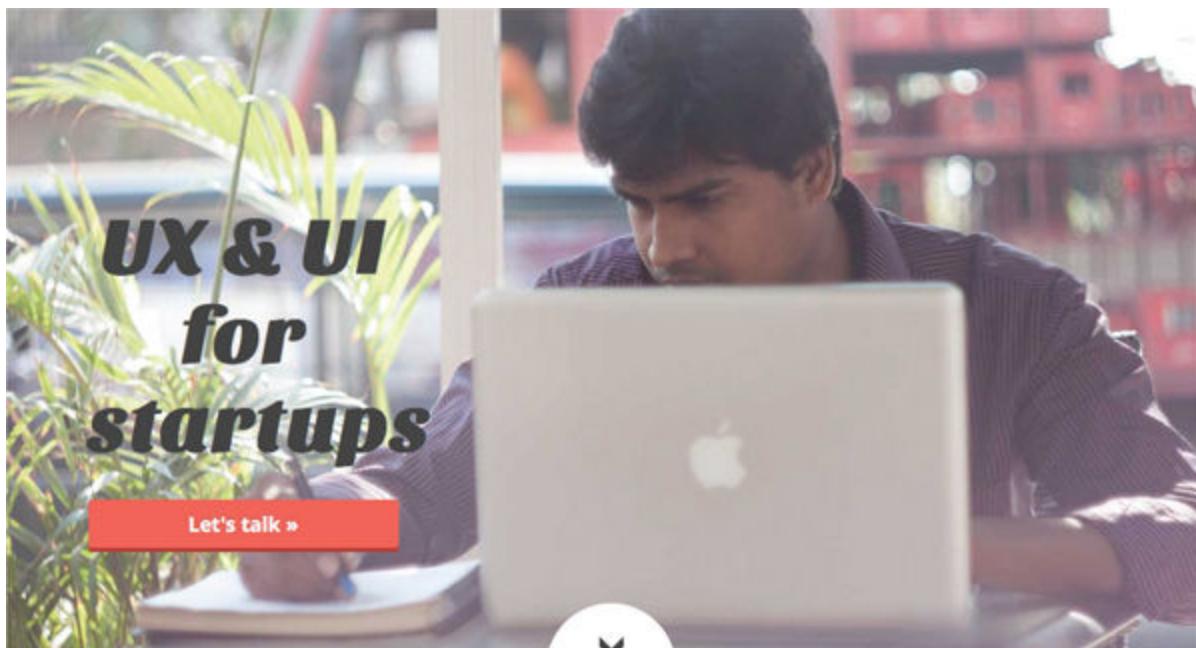
What's hot today? ↗  

hasrimy.com specialises in creative web design, web development, online marketing, e-commerce and web technology solutions for small to big corporations.

Our primary goal is to provide our customers with superior interactive designs equipped with world class technologies, while guiding them through a process that increases brand awareness, supports offline marketing, expands sales channels and demonstrates measurable results. The foundation of our work is helping companies more effectively communicate in the digital medium while supporting traditional advertising efforts.

So what are you waiting for? Just drag your mouse left and right – browse some of our work and you will surely email us today!

<http://arunpattnaik.com>



UX & UI for startups

[Let's talk »](#)

Hi, I am Arun. I can help you **improve your ROI, increase conversions & look better on the web.**

WHO HAVE I WORKED WITH

TOTANGO	zee60
MOBIKWIK	THIRD THRONE INTERACTIVE
H&R BLOCK	APNAPAIKA <small>get paid!</small>
DealDash <small>Find. Research. Bid.</small>	OPTIONCAP

WHAT I DO

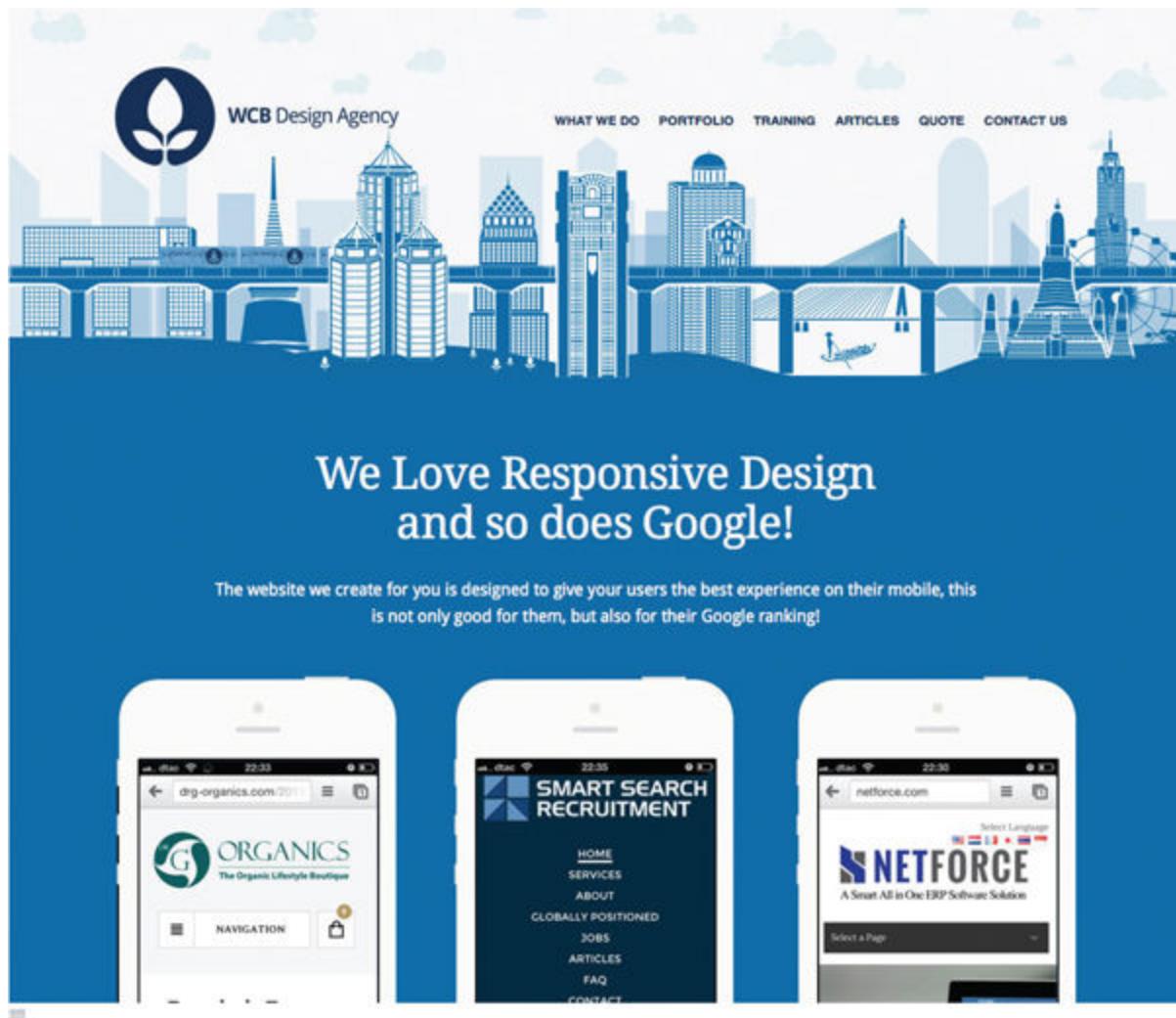
- User Experience (UX) Design
- User Flow & Wireframes
- User Interface (UI) Design
- Websites & Apps Design
- Front-end Programming

50+
PROJECTS

8
YEARS OF UX DESIGN

[Let's talk »](#)

<http://webcoursesagency.com>



Web Design & Development

Think of your website like an employee. You want it to look nice, speak well of your brand and work perfectly right? We can build a website for you that achieves all three and attracts new customers. Our clients choose us for a number of reasons including being highly recommended, we have a front door you can call in any time and we answer emails/phone calls in a timely fashion. Find out how WCB design agency can take care of your project.

[Web Design](#)



Oceana

www.alexanderbyrne.com

The screenshot shows a professional portfolio website. At the top, there's a dark header with the name "Alex" in a stylized font, followed by "UI/UX DESIGNER & FOUNDER OF AMPERCLEFF". To the right are links for "PROJECTS", "RESUME", and a resume icon. Below the header is a large, atmospheric photograph of a man working at a desk, with tropical foliage visible through a window behind him.

A horizontal timeline below the photo tracks key milestones from 1993 to 2013:

- BORN (1993)
- FIRST DAY OF UNIVERSITY (2006)
- GRAPHIC DESIGN AWARD (2008)
- FIRST FREELANCE PROJECT (2011)
- FIRST INTERNATIONAL FREELANCE PROJECT (2013)
- GRADUATED (2013)

The main content area features six project examples arranged in two rows of three:

- AMPERCLEFF**: Shows a smartphone displaying a mobile application interface.
- CLOTHING STARTUP**: Shows a smartphone displaying a mobile application interface.
- TUMBLR REDESIGN**: Shows a smartphone displaying a mobile application interface.
- PE WEB CONCEPT**: Shows a laptop displaying a web design concept.
- HUMBLED**: Shows a tablet displaying a web design concept.
- USER INTERFACE KIT**: Shows a laptop displaying a user interface kit.

Below the projects is a testimonial section with a quote in quotes:

I FOUND MY LOVE OF DESIGN AT THE AGE OF 16. I FED MY CREATIVE HUNGER THROUGH UNIVERSITY FOR 3 YEARS, AND ALTHOUGH IT WILL NEVER BE SATISFIED, IT'S A LOT CLOSER NOW. I LOVE CREATING DESIGNS FOR MOBILE, WEB AND ANYTHING WITH A SCREEN. WHEN I'M NOT DESIGNING I'M IN A COMPLETELY DIFFERENT FIELD: FEELING THE G-FORCE OF RACING MY ARROW RACE KART, ENJOYING THE SOUND OF COLLABORATED MUSIC WITH FRIENDS, AND THE FREEDOM OF RELAXING WITH MY CLOSEST MATES.

To the right of the testimonial is a red "UP" arrow icon.

The footer contains a world map, a "SUBSCRIBE" button, and a "SEND" button.

AL INGHAM

[HOME](#) [ABOUT](#) [BLOG](#) [PHOTOGRAPHY](#) [MUSIC](#) [WEB DESIGN](#) [CONTACT](#) [TWITTER](#) [FACEBOOK](#)

ENGAGE. INSPIRE. UNLEASH.

Three words that encapsulate all that I am about. I express my love of creativity in the following mediums: Photography, Art, Web Design, Teaching, Worship. All of these have had a profound impact on my life. Find out more here.

[Keep Going](#)

ABOUT ME

My name is Al Ingham. This is my site. I am a fulltime husband, a registered teacher, amateur photographer, web site hobbyist, repressed artist, and worshipper of Christ.

I grew up and still live in Lower Hutt, New Zealand. Since 8th Form I have known that my calling was to be a teacher, and so set about doing that. The final 3 years out of school I went to The Learning Connection, Island Bay, to study Art. I focused on Painting and Computer Graphics. At the end of my time there, I enrolled at Victoria University to study the BA/BEd each 4 year degree. I graduated in 2009, was relief teaching from 2010, and got my first full time job at the end of that year. I currently teach a bunch of 9 and 10 year olds in a small but vibrant school.

PHOTOGRAPHY

For the last few years I have been taking photos on a semi-professional basis – in the sense that I have been taking photos worthy of getting paid for, but remaining strictly amateur and artistic. Photography provides a freedom to view and be at one with the world around me, whilst keeping my distance behind the viewfinder.

[See More](#)

ART

From a very young age I was drawing the things around me. I took Art all through High School, and went on to painting at The Learning Connection, where I painted small scenes to large murals, including group projects *Mouldings and Finishes* in Wellington, and a set design for *Orpheus and the Underworlds*.

[View Gallery](#)

INTERESTING

Some things you didn't know about me:

- I consider Test Match cricket the best thing to watch for five days on TV
- Despite many attempts, I cannot grow anything in my garden
- I quite enjoy watching fire
- In 2010 I lived in four separate and different houses after having lived in one house all my life up until then (25 years!)

RECENT BLOG POSTS:

Middle East

<http://url.com.tr>

Ana Sayfa Hakkımızda Hizmetlerimiz İşlerimiz Blog İletişim Hadi Çalışalım

URL

DIGITAL WORKS

+

UX CONSULTANCY, BASED IN CAIRO, EGYPT
WE DESIGN BRANDS, APPS & PRODUCTS FOR THE USERS PASSION



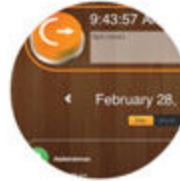
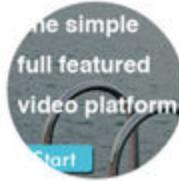
User Research



Information Architecture



User Interface &
Interaction Design



www.pixelwrapped.com



Featured Projects



[View all projects.](#)

we specialize in

[View our full range of services](#)

Web Application Design

Tell us about your application, we'll study it, embrace it, and design a visual experience that will make your users smile.



Website Design

Every website has a goal, we use our knowledge to achieve that goal by creating gorgeous websites that get the job done, whether be to sell a product or convey information.



Drupal

We not only design your website but we build it too! we love Drupal and you'll love it when we're done.



Illustration

One of the best ways to get your message through is by connecting with your users, what better way to do than creating memorable illustrations that accompany your message.



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About Us | Work | Contact Us | Blog

03

Portfolios by Agency Size

Much like the portfolio sites by region, I have never really assessed portfolio styles based on the size of the agency. In the following four sets I showcase portfolios of individuals, micro agencies (which I define as fewer than 10 people), medium agencies (10 to 50 people) and large agencies (with 50 or more people). In this case we can observe some clear differences.

It seems that as we go from the smallest to the largest of agency websites, the portfolios go from very stylized to much more generic. I think this is because individuals reflect their own individual styles and capabilities—and smaller agencies have fewer personalities to represent. A large agency has so many people and teams that it is likely they can take on many more types of work and produce a tremendous range of styles. As such, it just doesn't make as much sense to put on the facade of a single style so they tend to gravitate toward minimalist and very streamlined designs. Scan through the sample sets from small to large and you will no doubt notice this. At first I thought this was a coincidence based on the sites I happened to collect. But as I looked further it held true in most cases. What I found was that often times the smaller shops and individuals tried to look more stylistic, while the larger shops almost never tried to type cast themselves with a single style or niche and instead lean towards generic design styles.

Another interesting contrast I found was that the smaller the group, the more prominent the sales pitch was. The larger shops seem to often rely on simply showing work on an epic scale while smaller organizations sell you

on their process and particular skill set. I think this makes sense. Larger shops with big-name clients can rely on a, “If it is good enough for them, it is good enough for me” mentality. After all, if a shop can do incredible work for Nike or any other mega corporation, they can likely handle my job of an equal or smaller scale.

Dig into the following examples and consider how the scale of each shop is reflected in the design. I think it is an important consideration as you create your own portfolio site or one for an agency. My suggestion is to simply stay true to what you are—don’t try to look bigger than you are.

One Man Show

froot
www.frootdesign.com

[home](#) | [about](#) | [services](#) | [work](#) | [contact](#)

Hotter shots

Whatever the occasion, Froot will capture it.
A personal service across weddings, other
special occasions and corporate photography.

[Have a nosey](#)

<>



Web Design & Development
HTML WEBSITES
ECOMMERCE WEBSITES
CMS WEBSITES
SEO OPTIMISATION

Logo Design & Branding
FULL BRANDING SERVICE
LOGO DESIGN
SOCIAL MEDIA BRANDING
COPYWRITING

Email Marketing
EMAIL DESIGN
CAMPAIGN MANAGEMENT
CAMPAIGN REPORTING

Print Design & Advertising
STATIONERY DESIGN
BROCHURE DESIGN
ADVERTISING
DIRECT MAIL

Photography & Video
CORPORATE PHOTOGRAPHY
WEDDING PHOTOGRAPHY
CASE STUDY VIDEOS
ONLINE VIDEOS

Featured Projects



SURREY COUNTY CRICKET CLUB



REBECCA JACKSON
Speech & Language Therapist



CUSHMAN & WAKEFIELD



VENTILATION GEAR

Got a project in mind? Find out what Froot can do for you...give us a link, drop us an email...the posh coffees are on Froot!

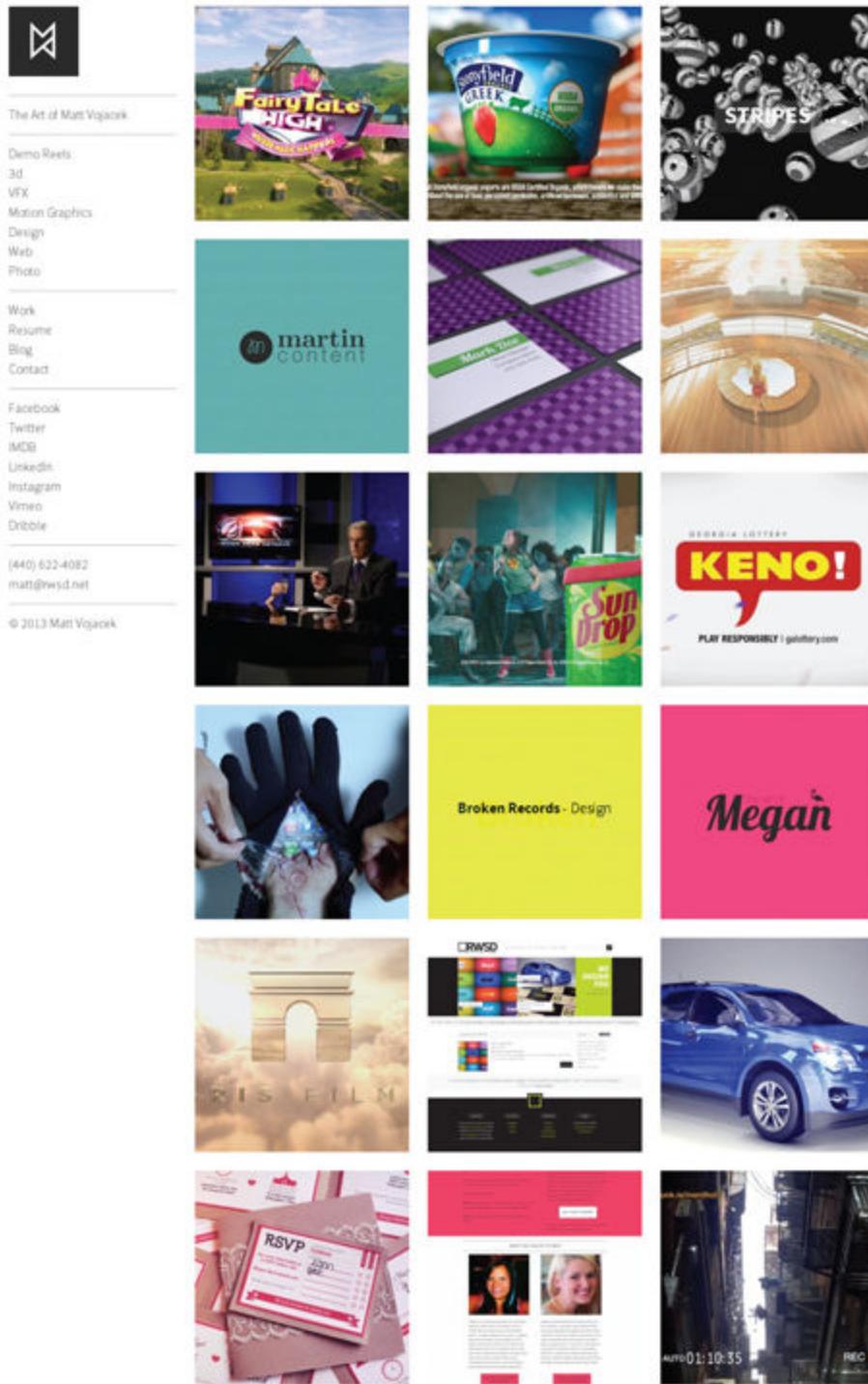
[Get in touch](#)

froot Norm @froot_Design 256 something from the portfolio frootdesign.com/work/world9.html [#webdesign #illustration #icon](#)

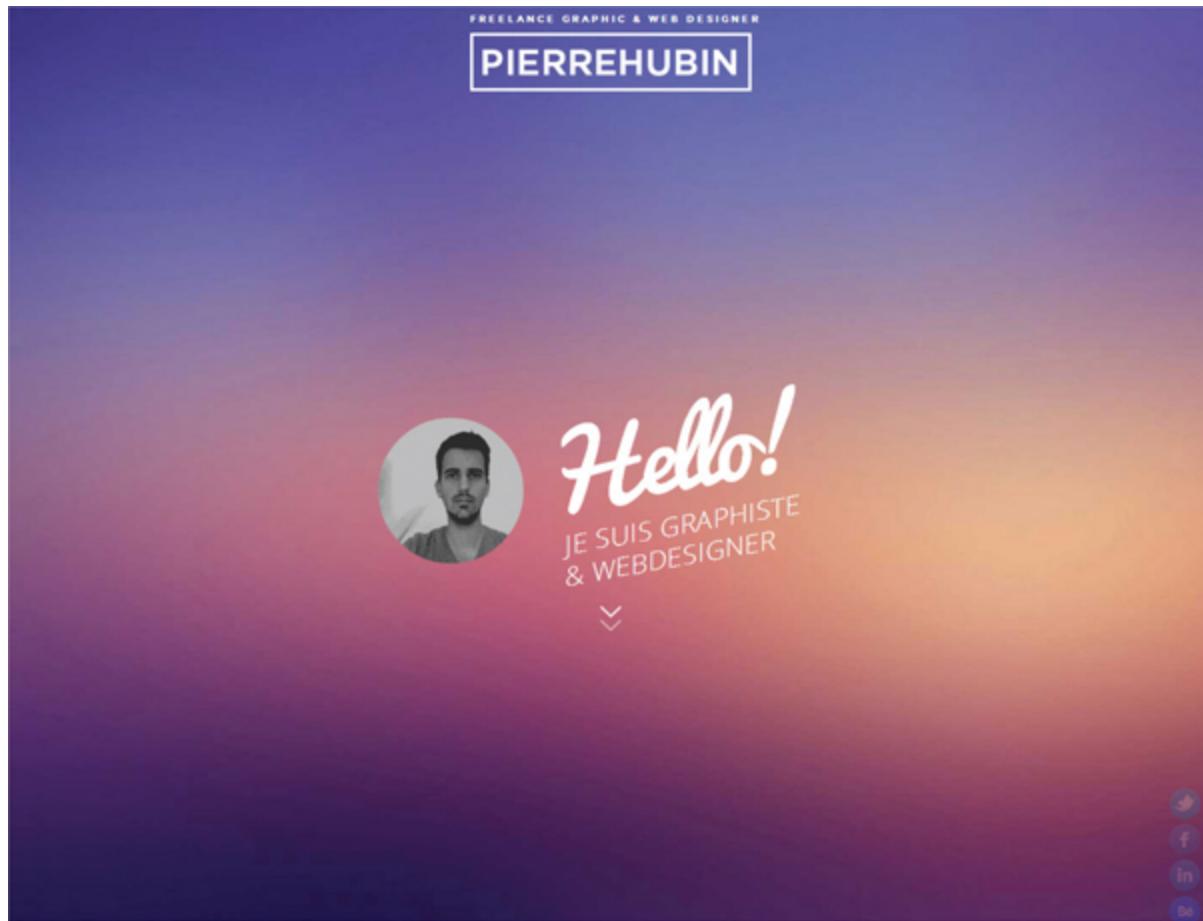
The image displays three distinct dashboard templates offered by Bootstrap Trooper:

- Mosaik - Dashboard**: A modern dashboard featuring a large circular progress bar at the top left, followed by various charts and graphs including a line chart, a bar chart, and a pie chart. It includes a sidebar with navigation links like Home, About, Services, Portfolio, Contact, and Log In. A yellow "New" badge is visible in the top right corner. To the right of the dashboard, there is a sidebar menu with links to Recent, Popular, Free Download, and Other themes. Below the dashboard are buttons for "Buy it" and "Visit site".
- Recent Work**: A screenshot showing a mobile phone displaying a dashboard with colorful bar charts and a line graph. The phone is tilted diagonally against a dark background.
- Austra - Admin - Light / Dark**: A screenshot of an admin dashboard with a dark header and sidebar. It features a sidebar with links to Home, Dashboard, Services, Portfolio, Contact, and Log In. The main area contains several charts and graphs, including a bar chart and a line graph. A red "Popular" badge is in the top right corner. Below the dashboard are buttons for "Responsive", "Dashboard", "Flat", "Form Validate", "Admin", "HTML5", and "CSS3".

<http://mattvojacek.com>



www.pierrekarter.be



The Micro Agency (fewer than 10 people)

<http://11beats.co.uk>

//beats

HOME PORTFOLIO STUDIO CONTACT US

NEED A WEBSITE?
Get a Free Quote!



Where  pixels beats

We're a creative, small studio who just love designing interesting, unique, functional and pixel-perfect projects.

Our key competences include: [Website Design](#), [iOS Applications](#), [UI/UX Design](#).

[Click to Hire us](#) [View Our Work](#)

Selected projects



indie Ads



HEROES
DRINKS COMPANY



EGG SOUP
CANTINE RESTO



evergreen



Liam Ross
JEWELLERY DESIGNER



intelligentpos

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[Twitter](#) [Behance](#) [Dribbble](#) [Facebook](#)

1

higher.

View All Portfolio

Capability

- Literature Design
- Logo Design
- Naming
- Packaging
- Stationery Design
- User Interface Design
- Website Design

Industry

- Agriculture and Gardening
- Automotive and Transportation
- Beauty
- Beverages
- Consumer and Household Products
- Energy and Utilities
- Food
- Industrial and Manufacturing
- Internet and Technology
- Mobile Marketing
- Professional and Financial Services
- Real Estate
- Retail
- Sports and Entertainment
- Telecommunications

Portfolio

Domino's Pizza
Swiss Domino's Pizza website redesign

Jumbo UGG Boots
Website design for the largest Australian Uggs manufacturer

Umberfeld
Name and turn-key brand identity design for new tea trademark and company

Holland Company
Adding the key associations and update of brand's visual image

Investing
Logo design for one of the leading online financial news resources

Systems Thinking
Logo design for the Australian in-house services quality consultancy

EyeSync
Logo design for a new wireless technology by the Cestonian company Signet

Renhoind
Turn-key brand development for Moscow engineering group

Vita-V
An integrated brand design - create a logo, label, packaging and web site

Donate To Band
Logo design for a new musical social network for independent artists

Zap
Website design for one of the largest business intelligence software developer

Avorio Media
Logo design for Canadian media agency specialized in Augmented Reality

Greenlots
Logo design and user interface development for Android smartphone application

WiEdge
Logo and website design for IT company and its software products

Outlet
Corporate identity design for the best deals and discounts website in Singapore

TrekSafe
Logo design for a series of brand new of products in the travel and active tourism sphere

Rendi Light Studio
Logo design of a new series of products and responsive ecommerce website design

Speechwell
Logo design and corporate identity development for Netherlands' educational company

Enrich® Reveal the good you do.™

CLIENTS ABOUT US ENRICHMENT CONTACT

CALL US: 314.553.9500



[Read the case study](#) ● ● ●

Let's enrich our world together.

Enrich is a strategic design firm that specializes in developing branding programs for food and wellness companies whose products and services enrich the quality of life.

We are committed to helping clients succeed and enrich the lives of others. We do this by designing clear and effective graphic communication systems that reveal each brand's message and purpose. We can help you transform your brand — to ultimately enrich your customers, your community and your business.

We reveal the good you do.

SUBSCRIBE

Sign up for our newsletter. We'll keep you up to date with studio news and the current trends in food and wellness.

FIRST NAME

LAST NAME

EMAIL ADDRESS

[SUBSCRIBE](#)

ENRICHMENT



The Power of Pictures

Numerous websites and apps have shifted toward an image-heavy, visual approach, because beautiful design helps communicate ideas more efficiently. Learn about four sites that exemplify the old adage, "A picture's worth a thousand words."

[Discover more >](#)

ENRICHMENT



A Taste of Trends at IFT

At the Institute of Food Technologists (IFT) annual summer meeting, 23,000 attendees from all over the world converge to learn about the latest innovations in food ingredients. Learn what impressed us this year.

[Discover more >](#)



THE GALLERY

New projects are posted often. See what Anthem has been up to lately.



WORK WITH ANTHEM

Service list, how it works and info to get you started!



SAY HELLO

Meet Emily, meet Anthem and find contact info.



FOR YOU

Resources, inspiration, free stuff for sharing, and sketch book.



THE SHOP

Brand new from Anthem! Come see.



LET'S BE AWESOME

"Thanks Em! They are funky, but elegant and since you seem to add an element of funk to things in an elegant way, I think we are set! :)"

— Carla

"Emily, it looks fabulous. I love, love, love it.. It's been a pleasure working with you and thank you so much for giving us a site that delivers everything I was looking for."

— Marilyn

"I love them... the circle ones are the best... LOVE. Thank you. Seriously."

— Anastasia



JOIN OUR LIST

WE HAVE LOTS TO SHARE.

EMAIL ADDRESS



Medium Agencies (10 to 50 people)

<http://integritystl.com>

The screenshot shows the homepage of integritystl.com. At the top, there's a navigation bar with links for Home, About, Services, Process, Case Studies, Products, Careers, Blog, and Contact. Below the navigation is a search bar. The main headline is "WE LIVE ON THE WEB." in large, bold, black letters. A subtext below it reads: "As St. Louis' leading digital agency, a dedication to everything online is a given. We're not gonna claim we invented the Internet, but our team of full-time web folk have been tinkering on the web since its infancy. And we know how to make it work for you." To the right of the headline is a hand holding a tablet displaying a website for "We're 100% WHOLE WEB." Below the tablet are two small navigation arrows. The section titled "WHAT WE DO..." contains a list of services: "design websites", "usability, content strategy and online branding", "traffic generation, social media strategy and mobile application development", and "windows. And cartwheels.". To the right of this list is a quote from Mark LoCigno: Kelly Mitchell: "A picture is worth a thousand words, but Integrity gets the point across in seven or eight." Below the quote is a portrait of a man. The "BLOG SAYS..." section features a yellow robot-like character with a mustache. It has a speech bubble containing a blog post from "THE MORRISSEY LAW FIRM, PC." titled "Lawyer needs leads – Integrity to the rescue!". The post is dated November 7, 2013. The "INTEGRITY, PRETTY-PLEASE HELP ME..." section lists six items: "Build my brand", "Create a social media strategy", "Engage mobile users", "Generate more traffic to my website", "Increase online sales", and "Redesign my website". Below this are two case study sections: "Increasing Email Marketing Open Rates" (Case Study 01) and "Adding Relevance to an Outdated Website" (Case Study 02). Both case studies include a brief description and a "SEE ALL CASE STUDIES" link at the bottom.

<http://rno1.com>

The screenshot shows the RNO1 website homepage. At the top left is the RNO1 logo. The top navigation bar includes links for ABOUT, BLOG, CONTACT US, REQUEST QUOTE, OUR WORK (which is highlighted in blue), CASE STUDIES, BRANDING, and DIGITAL. A world map serves as the background for the header.

A prominent feature on the left is a video player titled "MEET RNO1" showing a video about the agency. To the right of the video are social sharing icons (Like, Later, Share) and a brief description: "Meet rno1. A global brand + digital agency. We help you connect + captivate, online + offline, fueling your brands growth. // We build brands that move the soul." Below this is a link to "LEARN MORE ABOUT RNO1".

The main content area displays a grid of 18 project cards, each with a thumbnail, title, and category. The projects include:

- bloomreach** (NEW) - DIGITAL
- G-FORM** (DIGITAL)
- DESIGNER VAULT** (NEW) - DIGITAL
- BUZZ** (FORTE DIGITAL)
- BONITERRA PROPERTIES** (BRANDING + DIGITAL)
- PERCEPTU** (BRANDING + DIGITAL)
- THE BULJAN GROUP** (NEW) - DIGITAL
- JJ LAW** (DIGITAL)
- CORIPOP** (BRANDING)
- COX DIGITAL SOLUTIONS** (BRANDING + DIGITAL)
- CRITICS ROUND UP** (NEW) - DIGITAL
- HONEYCUTT** (BRANDING + DIGITAL)
- AHfif** (AHFIF DIGITAL)
- CHEF KEVIN PENNER** (BRANDING + DIGITAL)
- MANHATTANMIAMI** (REAL ESTATE)
- reVision** (DIGITAL)
- PROGRESSION / LAW** (PROGRESSION / LAW BRANDING + DIGITAL)

On the right side of the grid, there are two promotional sections: "NEW PROJECT ON THE HORIZON? START HERE" and "NEW EBOOK! DESIGN TO DELIGHT: OR DIE" by Michael Galutin, Principal of rno1. It also includes a "COMING 2014 CLICK TO JOIN THE WAIT LIST >" button.

<http://worryfreelabs.com>

— WE ARE WORRY FREE LABS —

WE CREATE

REMARKABLE MOBILE EXPERIENCES

[VIEW OUR WORK](#)

SERVICES WORK PROCESS TEAM

● ● ● ● ● ● ● ●

Consumer iOS App
Racing Junk (Internet Brands)

“ The new version is amazing, you can sign in now and even post ads. The interface works flawlessly and looks great. You can also send and receive messages through the app. The new version is a much better experience overall.”

—Review on iTunes

Worry Free Labs is a **Mobile User Experience Design & Development** firm based in **NYC**. Since 2005 we've helped a diverse range of startups and enterprises bring fresh ideas to life. **Our Team** is passionate about their craft and seeing our clients succeed.

Our **ONE Thing** is **Mobile User Experience**, and we provide a full range of services therein. From Strategy and concept validation to project planning, team and asset provisioning, and on down to design and development. Visit our [Services](#) and [Process](#) pages to learn more, or simply let our [Work](#) speak for itself.

www.driftinteractive.com

The image shows the homepage of Drift Interactive's website. At the top is a black header bar with the company logo 'di DRIFT INTERACTIVE' on the left and navigation links for PORTFOLIO, SERVICES, CLIENTS, and CONTACT on the right. Below the header is a large red section containing a cartoon character of a yellow bird-like creature with large blue eyes. To the right of the character is a quote: "We are a **small team of designers and developers**, devoted to bringing your ideas to life." Below this main section are three smaller grid-based sections: one for 'DESIGN: The Red Pocket' showing a cartoon character, one for 'WEB: Chic Boutique' showing a website for 'Weekly', and one for 'WEB: Venue Kings Re-Design' showing a football-themed ticketing site. To the right of these is a section for 'APP: Indulge Machine' showing a game interface for 'Church's CHICKEN'. At the bottom of the page is a dark footer bar with logos for various clients like redpocket, CHURCH'S, VENUEKINGS.COM, VANCOUVERCONDOS.COM, and PARK REALTY, along with copyright information: © 2010-2013 Drift Interactive Design + Development.

DESIGN: The Red Pocket

WEB: Chic Boutique

WEB: Venue Kings Re-Design

APP: Indulge Machine

PREVIOUS CLIENTS

© Scroll Up

© 2010-2013 Drift Interactive Design + Development

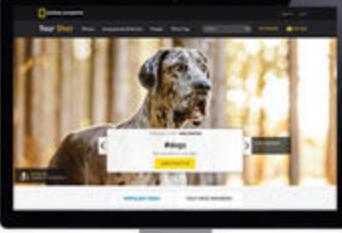
Large Agencies (50 people or more)

HUGE

NYC.
NYC.gov
Using design and technology to make life easier for New Yorkers.
[Read more](#)



Look.
Your Shot
Huge brings Nat Geo's new photo-sharing community to life.
[Read more](#)



Hello.
Huge is a full-service digital agency.
We design experiences that transform brands, grow businesses and make people's lives better.
[About us.](#)

THE DRUM
Elite Digital Agencies.
Huge has been ranked one of the UK's top digital agencies by clients and peers in The Drum's first Digital Census.

The UX of Obamacare.
A quick UX overview of some of the new healthcare exchange sites.

Digital in Government.
A short documentary about efforts to transform the way America's government interacts with the American people.

Brands as Publishers.
A guide to the key investments and processes necessary for brands to become successful publishers.

Latest.

Huge Wins Two PR News Digital PR Awards for Cap'n Crunch
PR News
PR News has honored Huge and Quaker with two Digital PR Awards for social and real-time marketing initiatives for Cap'n Crunch.

TED Rebuilds Its Site For The Future Of Online Video
FAST COMPANY
Huge and TED partner to redesign TED.com.

Six Things You Didn't Know About Conor Brady, Chief Creative at Huge
AdAge
Ad Age features an article on Conor Brady, Chief Creative Officer of Huge, in its "Six Things You Didn't Know" series.

Huge to partner with LOLA and Lowe on SEAT.
SEAT
Huge has been awarded international advertising and digital duties for SEAT.

Upcoming.

For Real? A Talk about Brand Authenticity
December 10
Join Huge and SheSays SF as we explore transparency, honesty and authenticity in brands.

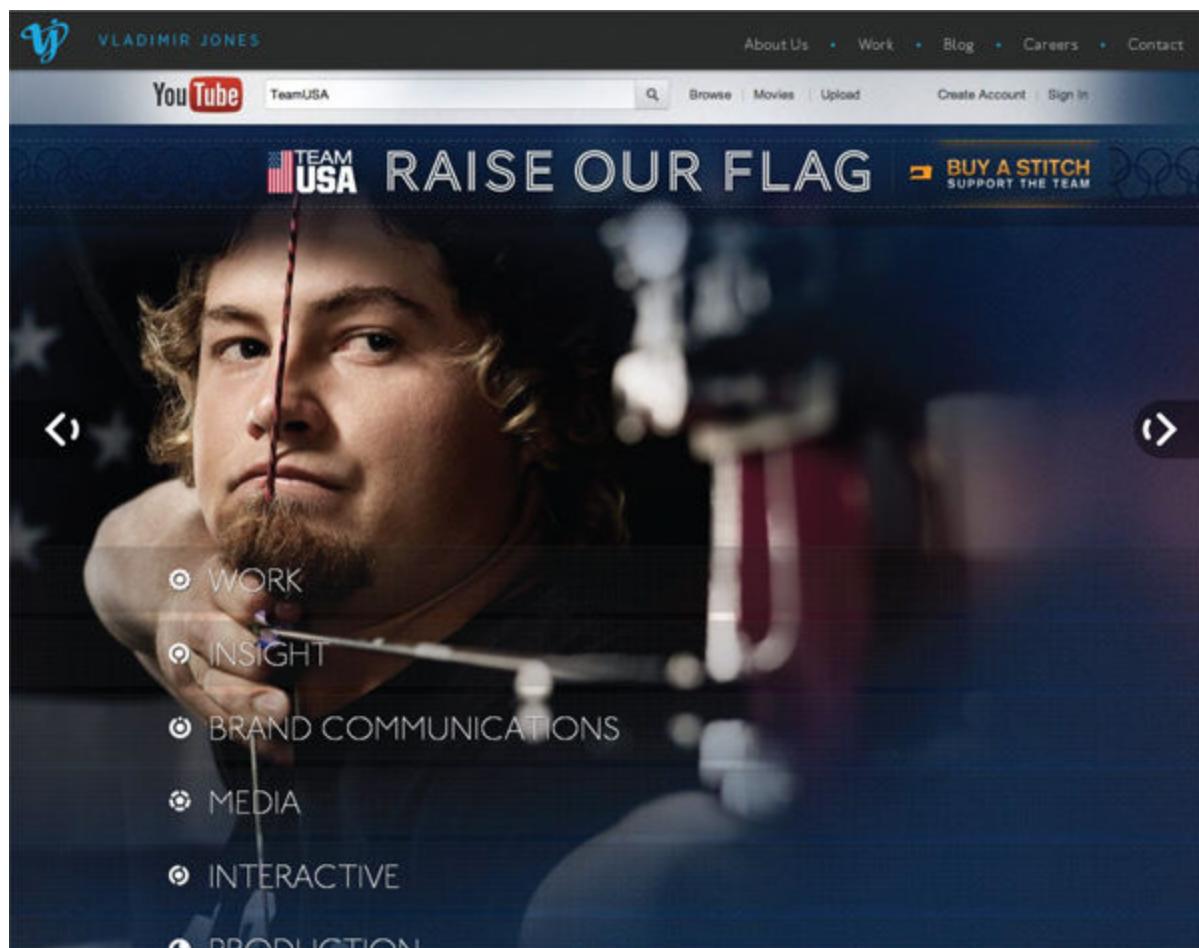
Lost Remote LA
December 13
Todd Lefeb, Managing Director of UX at Huge LA, will speak on a Lost Remote panel in LA titled "TV Everywhere: Challenges and Opportunities for."

Designed to Perform: Design & UX Lessons for Digital Content
January 27
Michal Pasternak, Huge's Chief Experience Officer, will give a talk at Designed to Perform: Design & UX Lessons for Digital Content.

Marketing & Tech Partnership Summit
January 28
Aaron Shapiro, CEO of Huge, will give a talk at DMnews' Marketing & Tech Partnership Summit.

[Press room](#)

<http://vladimirjones.com>



www.bigspacehip.com

BIG SPACESHIP About Us Our Work Our Thinking News & Events Join Us Get in Touch >

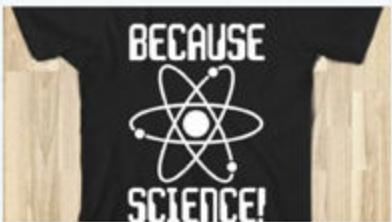


We create connected experiences, products and platforms.

OUR LATEST WORK



Our Thinking See All



NOVEMBER 21, 2013 Forward Thinking, Vol. 149

This week in linkspiration we imagine Snapshotting in our self-driving cars, never sitting through a boring slideshow presentation again, all while wearing our cool Internet wigs.



NOVEMBER 8, 2013 Forward Thinking, Vol. 148

This week in linkspiration we clock in for hyperwork, answer some texts from our digital physical trainer, say goodbye to an awesome photo application, and unfriend the Mexican drug cartel from Facebook.



OCTOBER 25, 2013 Forward Thinking, Vol. 147

This week in linkspiration, we check our Wi-Fi strength and dive into the talk of the town: when people aren't making their own Wi-Fi networks, they're fixing our cities. We also take a moment to take a gif break (no Internet needed).

News See All



SEPTEMBER 26, 2013 Sonos Social Media Recognized as one of SMWLA's "Social 25"

Congratulations to Sonos and Margot Stephenson who were recognized as one of SMWLA's Social Media Week Los Angeles' Social 25!



AUGUST 26, 2013 The Voting Has Begun: Bring Big Spaceship to SXSW

This year, Big Spaceship has the honor of presenting six projects written by our very own kickass crew members and their fellow presenters. Check out these six passion projects and click the links to cast your vote.



JUNE 19, 2013 Mark Pollard Speaks at Cannes Lions 2013

On June 22, attend the Cannes presentation by our VP of Brand Strategy, Mark Pollard: "How You Do Makes What You Do", exploring how we can change business from the inside out.



MAY 2, 2013 Big Spaceship Wins a Webby for ShakeShack.com

The Webby Awards have selected ShakeShack.com as the winner for Best Food & Drink Website in 2013.

R/GA for the connected age

[News](#) [About](#) [Work](#) [Clients](#) [Jobs](#)

R/GA Named to Fast Company's "10 Most Innovative Companies in the 10 Hottest Sectors"

Fast Company

[News](#)

[View Press Room](#)

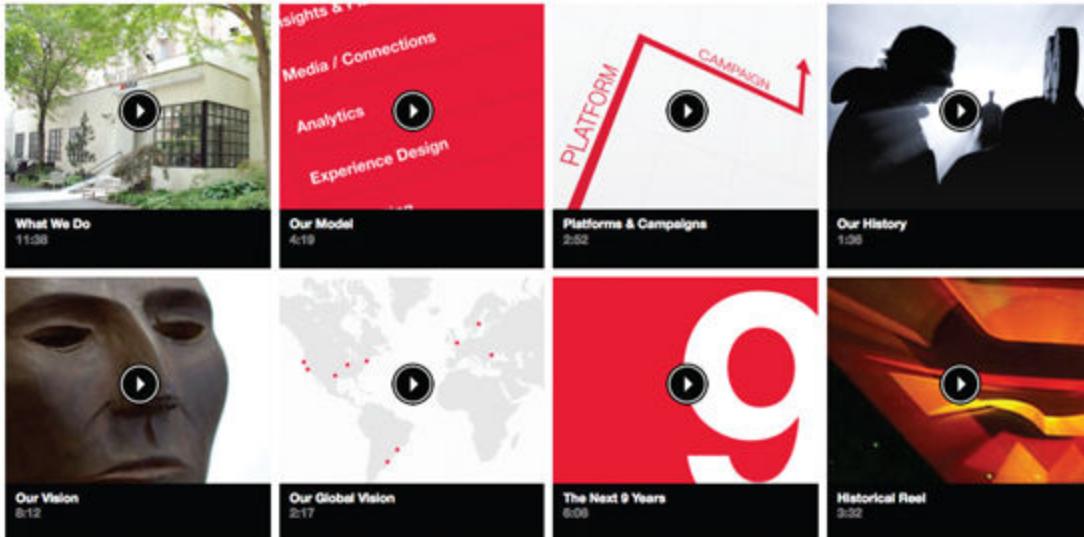
20 May

Five Rules for Creating Tech-Savvy Work
AdAge

02 May

R/GA London expands into Turkey with
new-business director
Campaign

[About](#)



[Departments](#)

[Capabilities](#)

[Awards](#)

[Leadership](#)

04

Portfolios by Type of Work

Another really interesting way to break down portfolio sites is by the type of work showcased in them. This is by no means an exact science due to the fact that many people do various types of work. As a result, many of the samples here would likely fit into many other niches. I did work hard to show examples that focus on the topic at hand. That said, I still feel it is really interesting to see how web designers in common fields have chosen to differentiate themselves.

In particular I think you will find some interesting ideas in the section filled with portfolios for non-design work (page 067). Here you will find examples from wide-ranging professions such as tattoo artist, barber, comedian and videographer. Each of these has a specific type of work to showcase and certain skills to highlight.

One of my favorite techniques for getting fresh ideas is to simply look outside my chosen field of work. In this section, you should find a wealth of ideas in each of the categories presented. My work falls under the user experience design bucket (page 052); so I found great inspiration in looking at how fine artists showcase their work (page 070). Interestingly there is a lot of common ground between these two chapters. I can't help but notice many small details that get me thinking about how I would approach my own portfolio.

Another section here that really catches my personal attention is the one for icon designs (page 058). Icons like the ones shown create a beautiful experience and it got me thinking about how I could utilize icons of the

work I do. To me this perfectly demonstrates the point of my Idea Books. You can easily take ideas from designers in other specialties and use them to inspire your own work. As a result you can introduce fresh ideas that solve your problems instead of simply taking a “me-too” approach and running with the current trend.

Interactive and Web

<http://robincliediere.com>

The website features a grid of 15 images arranged in five rows and three columns. Each image is accompanied by a caption below it.

- RC** logo icon
- ABOUT** **WORK** **THOUGHTS** **NOTEBOOK** **CONTACT**
- READAPP**: A hand holding a smartphone displaying a reading app interface.
- FACETIME REDESIGN**: A blurred image of a video call interface.
- STATIGRAM REBRANDING**: A tablet screen displaying a rebranded Instagram interface.
- FANCAKE IPHONE**: A close-up of a smartphone screen showing a game or interface with a pancake theme.
- FANCAKE IPAD**: A close-up of an iPad screen showing a game or interface with a pancake theme.
- KWARTER WEBSITE + GEAR**: A laptop screen displaying a website for "Kwarter" and a red t-shirt with the "LIFE" logo.
- PONG MADNESS**: An illustration of ping pong paddles and balls on a green surface.
- FACEBOOK PLACES**: A white outline of a kangaroo on a blue background.
- COACH APP**: A basketball player holding a pink microphone.
- PAIN REDESIGN**: Two circular profile pictures on a dark background.
- FANCAKE LOGO**: A logo featuring a cupcake with frosting and the word "FANCAKE" in a stylized font.
- TYPE INSPIRE**: A green background with the word "type" in a white, flowing font and a small "INSPIRE" tag above it.
- KWARTER ICONS**: A gold coin with a person on it resting on a smartphone.
- THE GREAT WEST ADVENTURE**: A poster for "The Great West Adventure" featuring the text "California".
- ALIS PORTFOLIO**: A minimalist graphic of the letters "Alis".

www.jonjon.tv

CLIENTS	FORMAT	WORK	MARKET	YEAR
Alaris Project	Mobile / Web App	Flash	Art & Culture	2001
Algiz	Mobile Application	Flash	Business Services	2004
American Board of Internal Medicine	Website	Visual Design	Healthcare	2008
Amwest Systems	Interaction Design	Design & Development	Financial Services	2001
Amwestsystems	Website	Flash Development	Healthcare	2001
Armen Garden	Website	Flash	Consumer Services	2008
Barnett M. Smith	Website	Flash	Art & Culture	2008
Bader's Jewelers	Website	Visual Design	Consumer Services	2010
Baylor Health System	Mobile	Visual Design	Healthcare	2011
Bitter Mountain Health System	Website	Art Direction	Healthcare	2009
Born Magazine	Interactive Art	Flash	Art & Culture	2003
CB&I	Print	Art Direction	Healthcare	2009
CareTech Connectivity	Print	Flash	Healthcare	2010
Carverich Solutions Presentation	Application	Flash	Healthcare	2008
Carpenter Technology	Web Application	Visual Design	Business Services	2010
Cellphone Art - Start Mobile	Mobile Art	Flash	Art & Culture	2008
Centage Health System	Website	Visual Design	Healthcare	2009
Checkpoint Systems	Print	Art Direction	Business Services	2003
Children's Recovery Institute	Website	Art Direction	Healthcare	2009
Children's Hospital of Philadelphia	CD-ROM	Art Direction	Healthcare	2009
Children's Hospital, New Orleans	Print	Art Direction	Healthcare	2007
Christians	Website	Art Direction	Religion	2001
Digilawes	Website	Design & Development	Business Services	2003
DigitalWorx	Photographs	Visual Design	Education	2008



Drexel University	Website	Visual Design	Education	2008
Drexel University Arts & Sciences	Website	Visual Design	Education	2008
Drexel University, College of Medicine	Website	Visual Design	Education	2008
Drexel University, Science	Website	Visual Design	Education	2001
Dream Roads	Print	Book Design	Consumer Services	2003
Flix Player	Application	Flash	Business Services	2000
Pulmonary Art	Art	Flash	Art & Culture	2010
Geotab Mobile	Mobile / PocketPC	Flash	Art & Culture	2003
Geotab v3	Website	Flash	Art & Culture	2003
Geotab v4	Website	Flash	Art & Culture	2009
Get Satisfaction	Website	Visual Design	Business Services	2008
Global Digital Media	Visual Interface	Visual Design	Consumer Services	2003
Google Glass Application Interface	Website / Mobile	Design & Development	BBB + IAC	2013
Infrastruct 101 Institute	Art	Flash	Art & Culture	2001
Infrastruct 101 Institute	Art	Flash	Art & Culture	2001
Hello Colley Art	Art	Visual Design	Art & Culture	2008
Howard County Medical Center	Website	Art Direction	Healthcare	2008

[FOLLOW ON Behance](#)

PAGE INTERACTIVE

Gallery Video Twitter Facebook Contact

PAGE - Free Icon set
Free icon set

ŚNIEG

MEDICOVER
intranet

MEDICOVER
szpital

<http://velthy.net>

Hi, my Name is Stefan Velthy
I'm a Freelance UI-Designer & Frontend Developer
from Lucerne, Switzerland

What do I do?
I make Websites and Webapps. I design them, and Develop the Frontend.
After working a couple of years as various web-design agencies in Switzerland,
I decided to go Solo in October 2012. I am specialized in **responsive
design**. Check out my latest work at my [portfolio](#).

In January 2011, I founded a job platform for web professionals in
collaboration with Karin Chonan and Silvana Rappo, [Tecjobs.ch](#). Two years
later, we founded [Project Grid](#), a network of web professionals in
Switzerland and Germany with our fourth team-member, Stefan Pisch.

The Project

Schtifti Foundation

Project-Facts

Year: 2011
Client: [schtifti.ch](#)
Service: Design, Frontend, Wordpress
Team: [Alina Rappo](#) (Project Manager),
Status: Live
[View website](#)



MetaNet IVS

Project-Facts

Year: 2011
Client: [Metanet LLC](#)
Service: Design, Frontend
Team: [Alina Rappo](#) (Manager)
Status: Live
[View website](#)



SBB Cargo Blog

Project-Facts

Year: 2011
Client: [SBB Cargo AG](#)
Service: Design
Team: [Alina Rappo](#) (Manager),
[Karin Chonan](#) (Frontend),
[Karin Chonan](#) (Manager)
Status: Live
[View website](#)



User Interface and User Experience Design

www.seanhermandesign.com



HRMN
DESIGN & DEVELOPMENT

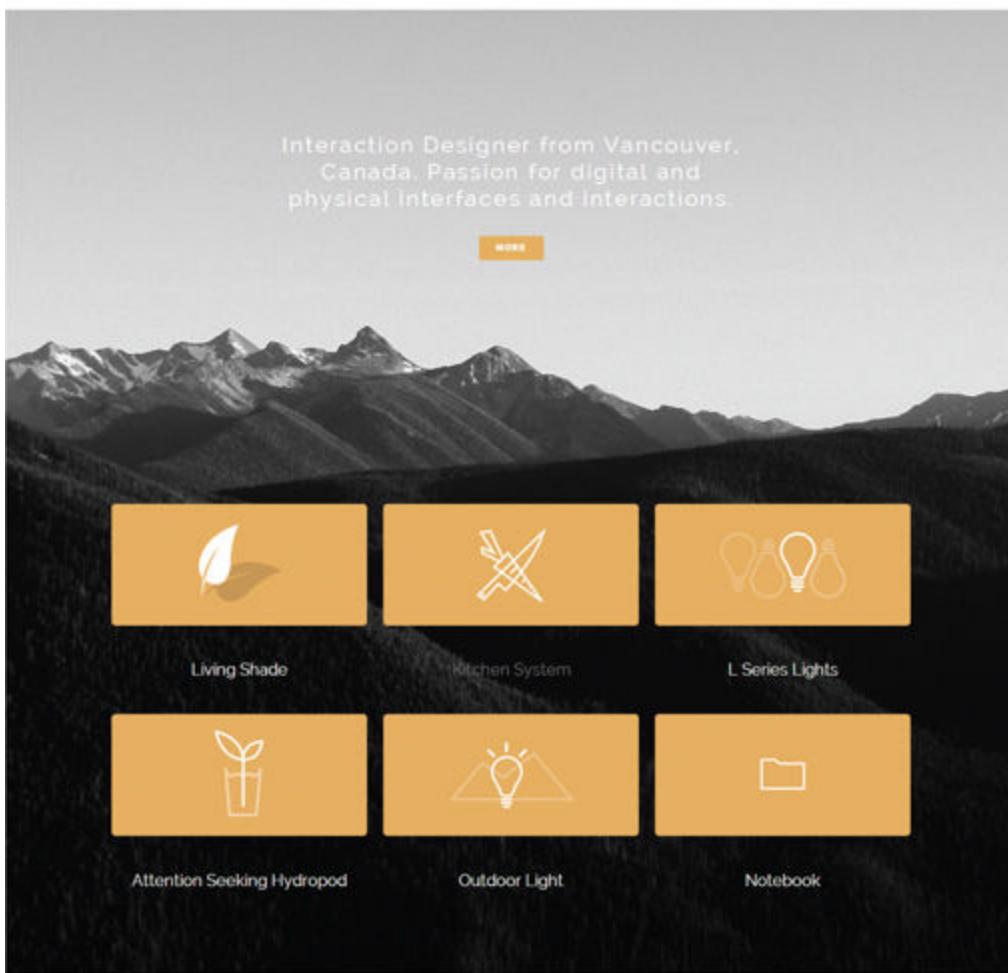
Home About Works Experience Contact



User focused design, websites, apps & other interactive experiences.

I am a designer and developer based out of Denver, Colorado currently working with Fear Not. I work on a project basis with brands, start-ups and agencies to create successful digital products. My primary goal is to help build brands and keep them relevant in an ever changing digital culture. I provide a unique combination of creative services, spanning the disciplines of web development, user interface design, brand development, consulting and much more. I'm here to create simplicity, make delicious interfaces and build a relationship of trust with my clients.

[View Full Skillset](#)



I enjoy working in both physical and digital spaces, collaborating with multiple design disciplines to create unique interactions and experiences. I work to synthesize and develop designs through research and prototyping.

I've had a passion for design since a young age. In university I realized I wanted to be passionate about my work and transferred from Psychology to the Interactive Art & Technology program at Simon Fraser University. I became exposed to many types of design including graphic, industrial, spatial and interaction.

A few of my projects include the Living Shede and Ns Kitchen System. In my Living Shede project I led the design for my team of five in an eight month long capstone project to develop a working dynamic shading system balancing plant and human life. The Kitchen System started out as a three week long study on interaction design but ended up letting me explore many new ideas, concepts and inspirations. I have learned to explore ideas from the large scale down the the smallest details, veiling every element of a design.

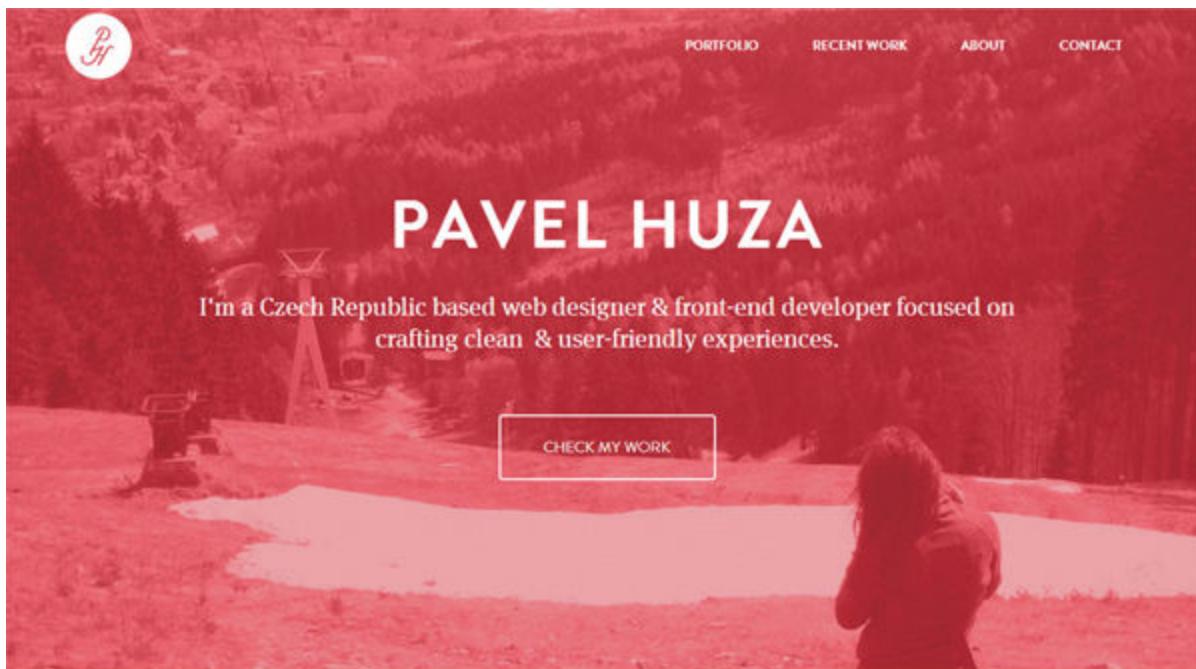
While I enjoy many types of design I have constantly gravitated towards interaction. I graduated from Simon Fraser in June 2012 with my Bachelor of Arts in Interactive Art & Technology and have been freelance designing while looking for further opportunities.

BA in Interactive Art & Technology
Concentration in Design
Simon Fraser University 2012
Graduated with Distinction

Freelancer Designer
2012 - Present

[Resume](#)

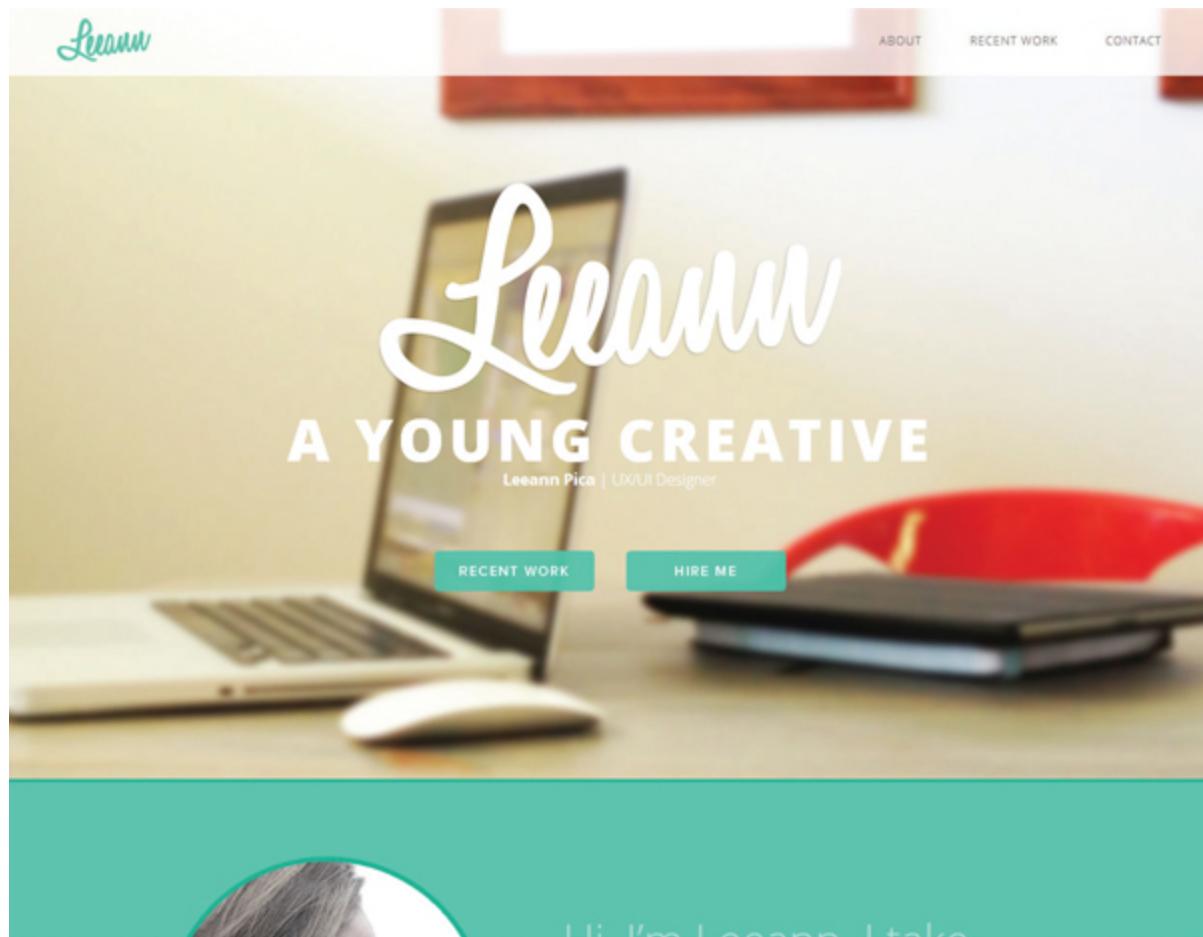
<http://pavelhuza.com>



PORTFOLIO

Below you can see some projects I've been working on lately. I divide each project into four follow-up areas: comprehensive research, wireframing, design & development. This process allows me to create great product with client needs in mind

www.leeannpica.com



Mobile App Design and Development

www.softfacade.com/

SoftFacade

WORK ABOUT BLOG CONTACT

We create beautiful apps for startups & leading brands

At SoftFacade, we design and develop digital products for mobile and web that people love to use. [Come see what we mean](#)

• • • •

Campus Quad iPhone app

Toyota icons

About us

Contact us



AUGUST 20, 2013

Job Opening: Senior Designer

MARCH 27, 2013

The New Speedtest.net

MARCH 18, 2013

SoftFacade wins "Site of the Day"

MARCH 05, 2013

SoftFacade's heading to SXSW 2013

<http://fueled.com>

The screenshot shows the homepage of fueled.com. At the top, there's a navigation bar with links for About, Services, Projects, Team, Contact, Jobs, Blog, and Collective. Below the navigation is a large banner with the text "WE BUILD MOBILE APPS." and "NOT TO MENTION BRANDING, WEBSITES, WEB APPS, VIDEOS, AND SOME OTHER FUN STUFF...". A quote follows: "*WE'RE KNOWN FOR OUR AWARD-WINNING MOBILE APP DESIGN AND DEVELOPMENT. WE CREATE HIGHLY POLISHED PRODUCTS FOR STARTUPS AND ENTERPRISE CLIENTS ACROSS iPhone, iPad, Android and the Web.*" Below the quote is a diagram showing a central circle with a dollar sign icon connected by arrows to two diamond shapes: one labeled "PRODUCTS USERS ACTUALLY CARE ABOUT" and another labeled "\$1/4 BILLION IN SALES". To the left of the central circle is a block of text about user needs and app success. At the bottom, there are calls to action: "NEXT UP | SERVICES" and "VIEW OUR SHOWREEL".

WE BUILD MOBILE APPS.
NOT TO MENTION BRANDING, WEBSITES, WEB APPS, VIDEOS, AND SOME OTHER FUN STUFF...

*"WE'RE KNOWN FOR OUR AWARD-WINNING
MOBILE APP DESIGN AND DEVELOPMENT. WE
CREATE HIGHLY POLISHED PRODUCTS FOR
STARTUPS AND ENTERPRISE CLIENTS ACROSS
iPhone, iPad, Android and the Web."*

PRODUCTS
USERS ACTUALLY
CARE ABOUT

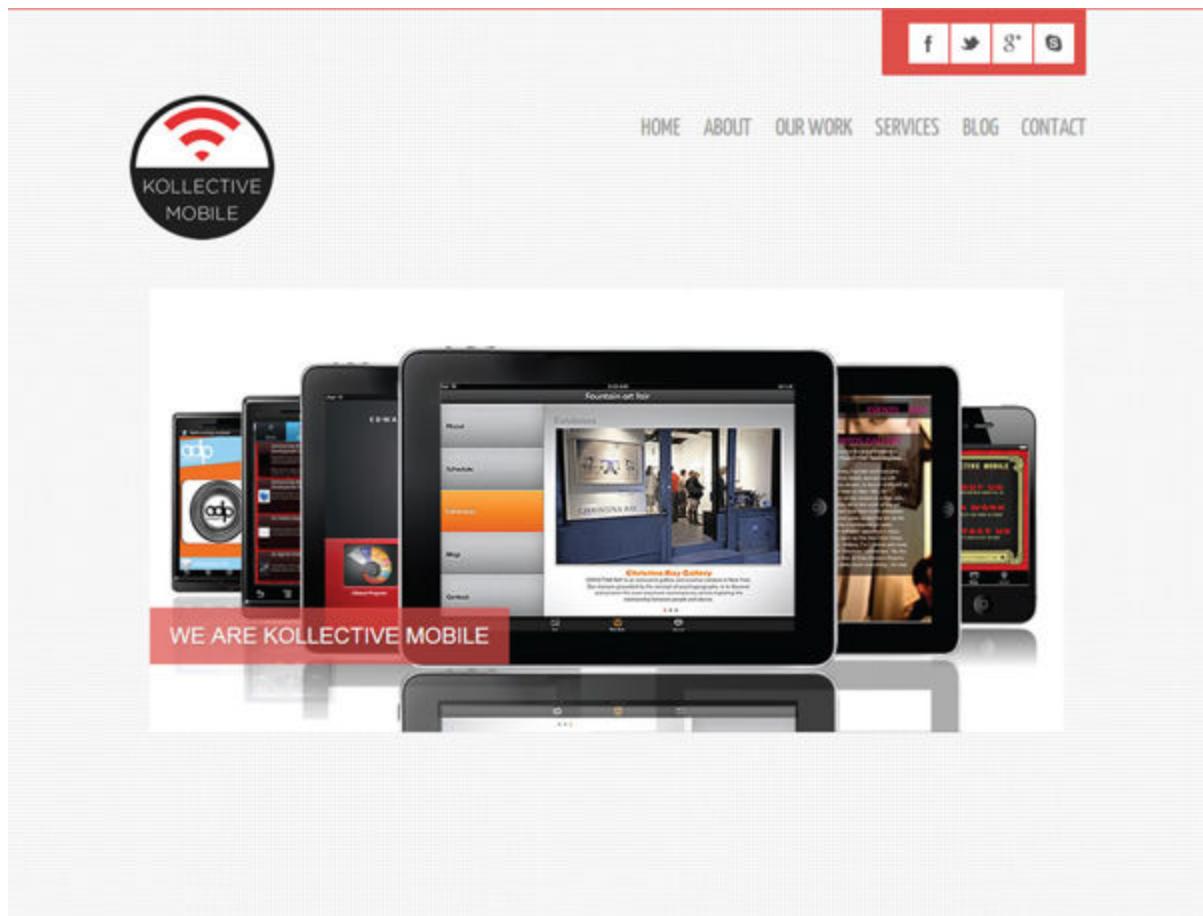
\$1/4 BILLION IN
SALES

We know what users want, and we know how to build mobile apps that succeed. Users demand their commerce apps be easy to use, fast, and beautiful. When you build mobile apps like that, your users spend more time in app, share more, and have more fun. They make larger average cart sizes, and more frequent transactions. We develop iPhone apps, we develop Android apps, we develop web apps. Regardless of the platform, they all result in increased revenue for your business. It's no

NEXT UP | SERVICES

VIEW OUR SHOWREEL

<http://kollectivemobile.com>



<http://attackpattern.com>

The image shows the homepage of the AttackPattern website. At the top left is the logo 'attackpattern'. At the top right is a navigation menu with links to Home, About, Work, Contact, and Blog. Below the navigation is a sub-headline 'Did We Mention Super Awesome?'. The main headline reads 'A tight-knit team of developers creating awesome apps for amazing brands.' Below the headline is a button labeled 'LOOK CLOSER' with a magnifying glass icon. The background is a dark, slightly blurred photograph of several people working at desks in an office environment.

Did We Mention Super Awesome?

A tight-knit team of developers
creating awesome apps for amazing
brands.

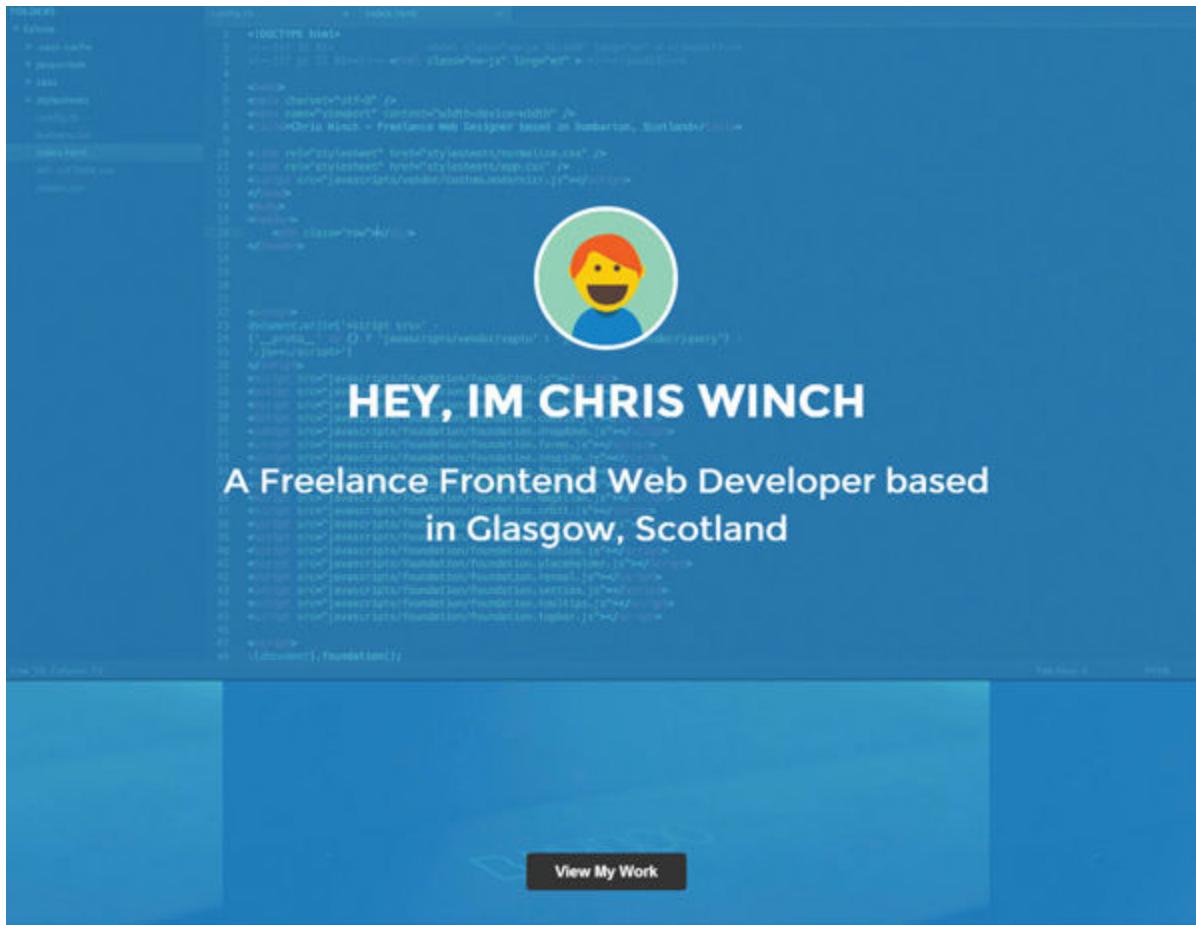
LOOK CLOSER

WHERE HEART & SKILLS INTERSECT

Hello! AttackPattern is a dynamic team transforming ideas into
world-class Windows 8, iOS and Android apps.

Developers and Programmers

<http://chriswinch.me>



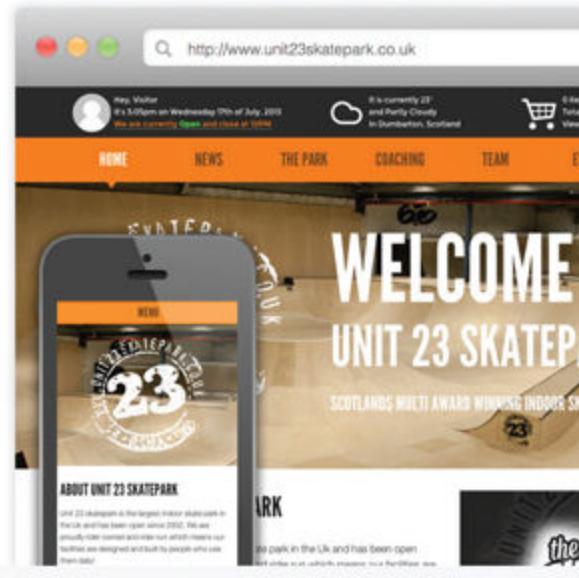
Unit 23 Skatepark

Unit 23 Skatepark is the largest indoor skatepark in the UK with around 20,000 registered users and visitors coming from all over the world. They required a site that would showcase the park and let user's easily find important information on a variety of devices.

The site is built on top of Wordpress, Foundation and soon to be BuddyPress for a custom membership system that I'm currently working on.

Unit 23 Also have a large in-store shop and needed a flexible ecommerce system that would allow them to get products online quickly.

[Visit Website](#)



www.fogcreek.com

The screenshot shows the Fog Creek homepage with a dark header bar containing links for 'Fog Creek', 'FogBugz', 'Kiln', and 'Trello'. Below the header is a main navigation bar with links for 'Home', 'About', 'Blog', 'Support', 'Careers', and 'Contact'. A large banner image on the left features a blue wall with the 'Fog Creek' logo and some hanging plants. To the right of the banner, the text reads: 'We Help the World's Best Developers Make Better Software.' It continues with a paragraph about their philosophy: 'We had a different idea. What if programmers were treated like rock stars? What if management's number one responsibility was recruiting extremely talented software people, treating them well, and then getting the heck out of the way while they did great work?' A link 'Read more about our philosophy' is provided. Below this section is a yellow box containing the text 'We're hiring! Developers, Designers, QA, and more.' and a button 'Apply for a job'. The page then transitions into sections for 'Our Products' featuring Trello, FogBugz, Kiln, Copilot, and Hg Init. Finally, there is a 'Make Better Software: The Training Series' section with a video thumbnail, a 'Watch Online Now' button, and a description of Joel Spolsky's teaching history.

Fog Creek

We Help the World's Best Developers Make Better Software.

We had a different idea. What if programmers were treated like rock stars? What if management's number one responsibility was recruiting extremely talented software people, treating them well, and then getting the heck out of the way while they did great work?

[Read more about our philosophy](#)

We're hiring! Developers, Designers, QA, and more.

[Apply for a job](#)

Our Products

Trello

Trello is an online collaboration tool that organizes projects into boards. In one glance, Trello tells you what's being worked on, who's working on what, and where something is in a process.

[More about Trello](#)

FogBugz

FogBugz manages projects, tracks bugs, and even tells you when you're going to ship. It includes an issue tracker, advanced project management and scheduling, a wiki, and customer support features like email routing and discussion groups.

[More about FogBugz](#)

Kiln

Kiln is a complete version control system for Mercurial and Git. That means it's got branching and merging that really works! Plus Kiln has really awesome code reviews, simpler repository management, native code search, FogBugz integration, and so much more.

[More about Kiln](#)

Copilot

Fog Creek Copilot helps you provide tech support remotely, over the Internet. Connect to your computer—Windows or Macintosh. See what they see, control their mouse and keyboard, and fix the issue. No installation or configuration.

[More about Copilot](#)

Hg Init

Have you been wondering about Distributed Version Control? Check out Hg Init. It's a nautical tool written for his favorite DVCS, Mercurial.

[More about Hg Init](#)

Make Better Software: The Training Series

It's not about any of the latest fads. It's about building a team of smart people who get things done. And then getting out of their way.

For more than ten years, Fog Creek founder Joel Spolsky has been teaching millions of programmers how to make better software.

[Watch Online Now](#)

Our 6-part corporate training series on *overhiring great talent, managing representatives, schedules, and lifecycles, building unique office environments and designing great software*.

More from Fog Creek

The Joel on Software Job Board

The Joel on Software Job Board brings great software developers together with great job opportunities. Hire just next dev, devops, sysadmin, or PM today!

Building Great Software Companies

We make great software. Building a great business around it – a great place to work, which really makes a difference in the world – has been an even bigger challenge. We have created a collection of resources about the non-development parts of running a software company, to help the community by sharing our experiences.

Fog Creek

[Home](#) [About](#) [Blog](#) [Detroit](#) [Careers](#) [Contact](#)

FogBugz

[Home](#) [Knowledge Base](#) [Features](#) [Enterprise](#) [Evidence-Based Scheduling](#) [Timeline](#) [Project](#)

Kiln

[Home](#) [On-Demand Status](#) [Integrations](#) [Kiln](#) [Privacy Policy](#) [Security Policy](#)

Support

[Customer](#) [Integrations](#) [Helpdesk](#) [Trello](#) [FAQs](#) [Privacy Policy](#) [Security Policy](#)

More

[Copilot](#) [Hg Init](#) [FogCreekJobBoard](#) [Creating Great Software Companies](#)

General Contact

Please North America: [1-866-FOG-CREEK \(666-364-2732\)](#)
Please Outside North America: [+1 212 312 2200](#)

Sales and Tech Support

Please North America: [1-800-FOGCODE \(800-364-2843\)](#)
Please Outside North America: [+1 212 312 2200](#)

Stay in Touch

[Newsletter](#) [Twitter](#) [Facebook](#)

<http://minimalmonkey.com>

The screenshot displays a clean, minimalist blog layout with a white header and a grid of four articles. The header features navigation links for 'ABOUT' (with a small icon), 'CONTACT', and a social media link. Below the header, the articles are arranged in a 2x2 grid:

- Dynamic Bezel Lines** (14 MAY 2013) - A blue-themed article about creating bezel lines with CSS3.
- Transition and old browsers** (2 MAY 2013) - A red-themed article discussing CSS3 transitions and supporting older browsers.
- A nice recursion example** (3 APR 2013) - A green-themed article illustrating recursion with a nice example.
- Libraries used on this site** (26 MAR 2013) - A teal-themed article explaining the libraries used to create the site's dynamic effects.

Each article includes a brief summary, a 'READ ARTICLE' button with a magnifying glass icon, and a small snippet of the article's content below the title.

designer

User Interface Designer with a passion for designing beautiful and functional user experiences. Minimalist who believes that less is more.

<coder>

Front End Developer who focuses on writing clean, elegant and efficient code. Love HTML5, CSS3, WordPress and a touch of jQuery.

<html>
height:184px;]
class="jedi">
CSS3 HTML5
color:#000;
jQuery

SOME OF MY LATEST WORK

VIAM-DICI

Increase your earnings to complete goals and win freebies. Achieve the current goal to unlock your next one!

Earnings Goal \$910 / \$1,000

✉ 11 Judy

Important

Icon Design

www.icondesigner.net



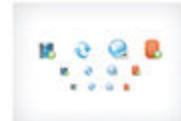
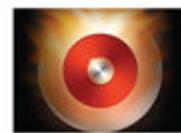
www.taylorcarrigan.com



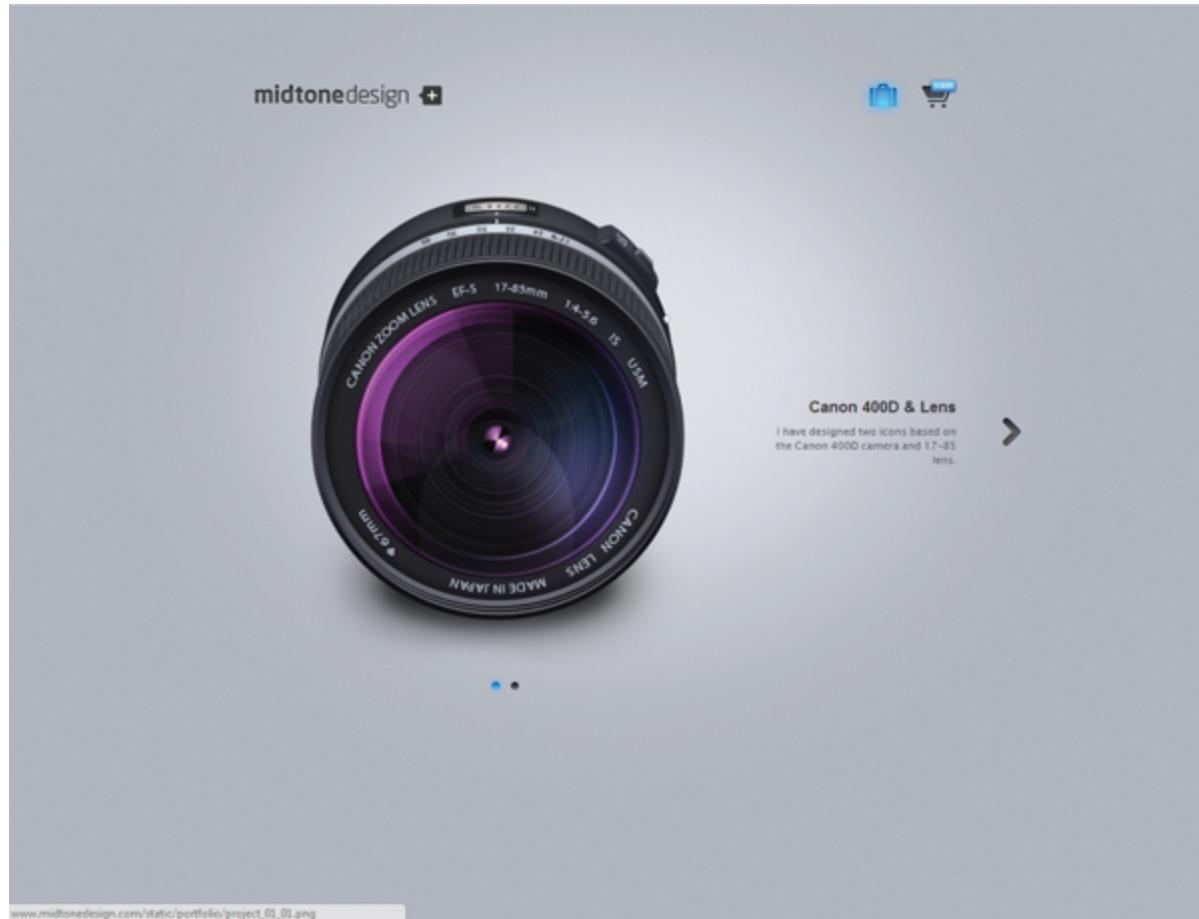
Hello, my name is Taylor Carrigan.

I'm a Senior Visual & User Interface Designer at Apple living in beautiful San Francisco, CA. Prior to joining Apple, I designed interfaces, icons, and websites for a wide range of clients.

I really love what I do.



www.midtonedesign.com



ANNA PASCHENKO

[Dribbble](#) [Behance](#) [Twitter](#)

Hi!

I'm Anna, a freelance designer.

Do not hesitate to contact me if you have any questions : hello@annapaschenko.com

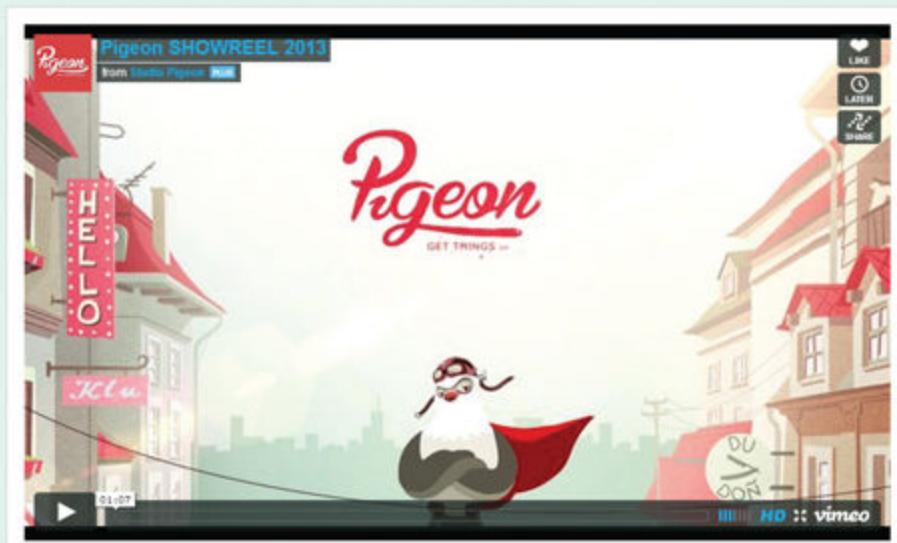


Animation and Motion Graphics



SHOWREEL

- it's worth to see -



ONIRIC CREATIVE STUDIOS
[HOME](#) - [ABOUT](#) - [WORK](#) - [SERVICES](#) - [CONTACT](#)

JOIN THE FAMOUS.COM
WE PRODUCED AN INTERACTIVE EXPERIENCE FOR THE CHANCE TO WALK THE FAMOUS RED CARPET.

[VIEW PROJECT](#)

WELCOME TO ONIRIC CREATIVE STUDIOS
We are a team of highly experienced and passionate individuals, based on the sunny island of Cyprus; constantly in search of new creative challenges. With over 8 years of experience we have successfully delivered a large variety of affordable solutions for organizations and individuals from all around the world. We specialize in Graphic & Web Design, Interactive & Multimedia Productions, 3D Design, Video Game Design, Motion Graphics, Digital Art & Illustration. — Learn more...



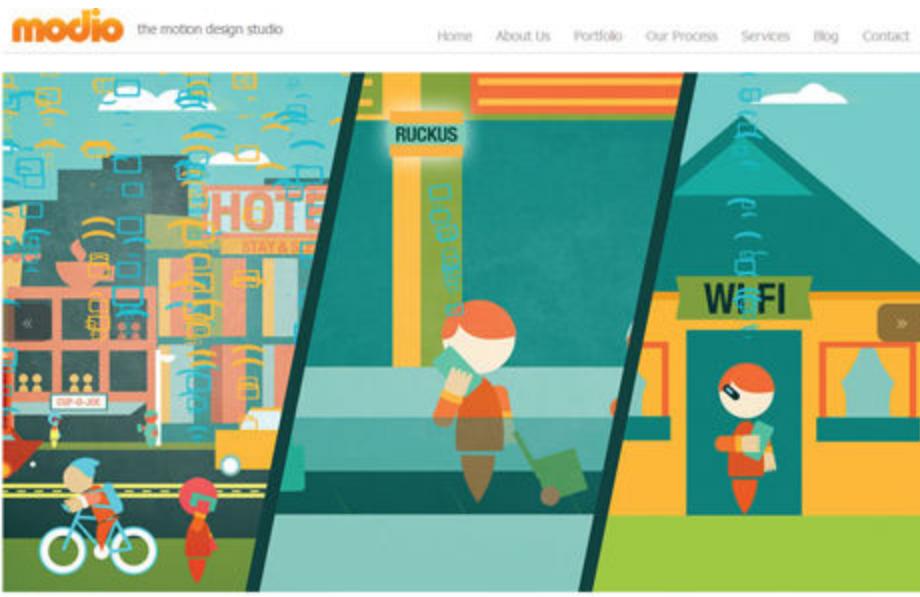
GLOBAL BRAND EXPERIENCE

[View our work](#) | [View our services](#)

Copyright © 2013 Oniric Creative Studios - All Rights Reserved | [Home](#) | [About](#) | [Work](#) | [Services](#) | [Contact](#)

Facebook | Twitter | LinkedIn | Behance

<https://modio.tv>



The website features a prominent navigation bar at the top with links to Home, About Us, Portfolio, Our Process, Services, Blog, and Contact. Below the navigation is a large, vibrant illustration of a stylized cityscape. The scene includes a cyclist in the foreground, buildings labeled 'HOTEL' and 'RUCKUS', and a character standing near a 'WIFI' sign. The overall aesthetic is playful and modern.

WE'VE CREATED FOR

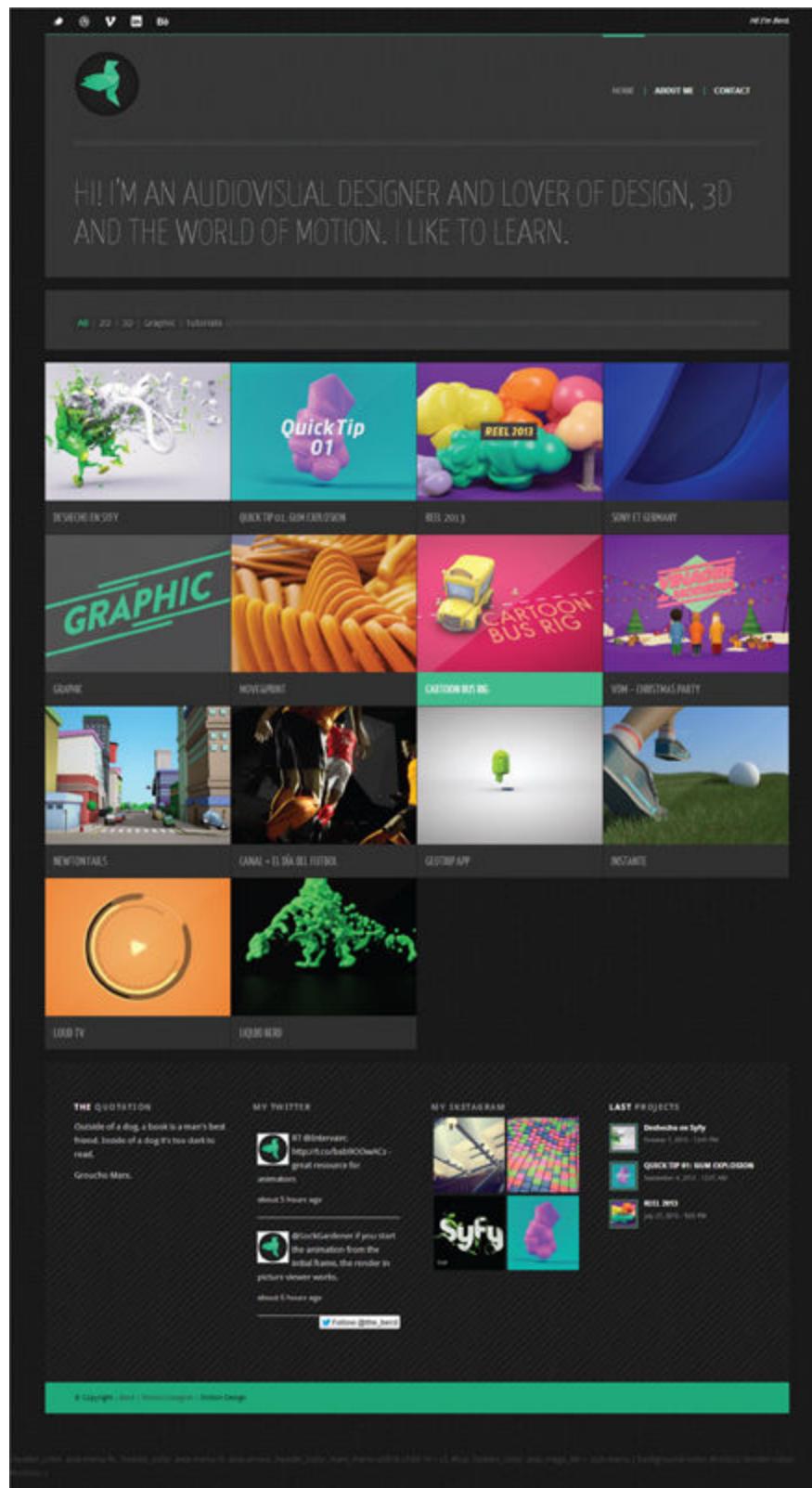
- intuit**
- big switch networks**
- RUCKUS**
- DYNAMIC SIGNAL**
- HITACHI**
Inspire the Next
- tokbox**

OUR BLOG

- 15 Playful Text Animation Presets**
September 24, 2013 - Post by: Adrian Thompson
We're proud to release this first set of 15 text animation presets for After Effects. Presets have become a time saving practice over here, and we wanted to pass along some of our favorites. Feel free to edit, customize... [Read More](#)
- 5 Most Essential After Effects Plugins**
August 12, 2013 - Post by: Adrian Thompson
There's a lot of After Effects plugins out there. Which ones should you care about? Below is a list of the five plugins that should be a part of any serious motion designer's tool kit. You'll notice these being used by... [Read More](#)
- How to Make After Effects Render Faster**
August 5, 2013 - Post by: Adrian Thompson
Want a performance boost in After Effects? I've been on a mission to optimize my system for the smoothest possible workflow. Below are important factors that will contribute to faster render times, RAM previews and... [Read More](#)

[VIEW FULL PORTFOLIO >](#) [VIEW MORE POSTS >](#)

<http://berd.tv>



Branding and Logo Work

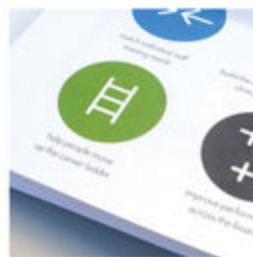
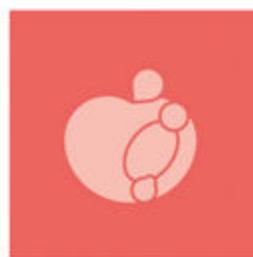
Pictures and Text
The Design Work of Nick Barry

HOME

ABOUT

BEST

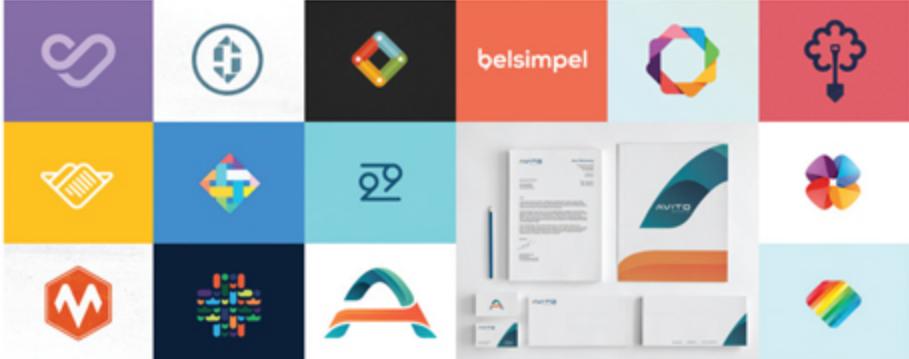
CONTACT



Jeroen van Eerden
Digitaal Artiest.

HOME
BLOG
OVER MIJ
PORTFOLIO
CONTACT

Hallo, ik ben Jeroen. Freelance grafisch ontwerper en digitaal artiest. Welkom op mijn website!



1 Logo & Huisstijl
Typografie & Drukwerk

2 Illustratie
Digitale Kunstwerken

3 Webdesign
Website Ontwerp

4 Grafisch Ontwerp
Drukwerk & Online Reclame

LAATSTE PROJECTEN



www.helveticbrands.ch

The screenshot shows the homepage of the Helvetic Brands website. At the top left is a red vertical bar with a small white square icon containing a black dot. To its right is the company name "Helvetic Brands" and a tagline "Outside the box design, Swiss style". On the far right are language links "English" and "Français". Below the header is a navigation menu with links "Work", "About", and "Contact". The main visual is a black and white photograph of a spiral-bound notebook showing a hand-drawn sketch of a tree or plant. Several pens and pencils are scattered around the notebook. In the bottom left corner of the photo, there is a small text overlay that reads "Brokers Our process". Below the main image are three columns of content. The first column has a "Welcome" heading and a paragraph about the company's approach. The second column has a "Recent updates" heading and two small thumbnail images. The third column has a "Logo design" heading and social media links for Facebook and Twitter.

Helvetic Brands
Outside the box design,
Swiss style

English
Français

Work About Contact

Brokers
Our process

Welcome

Recent updates

Logo design

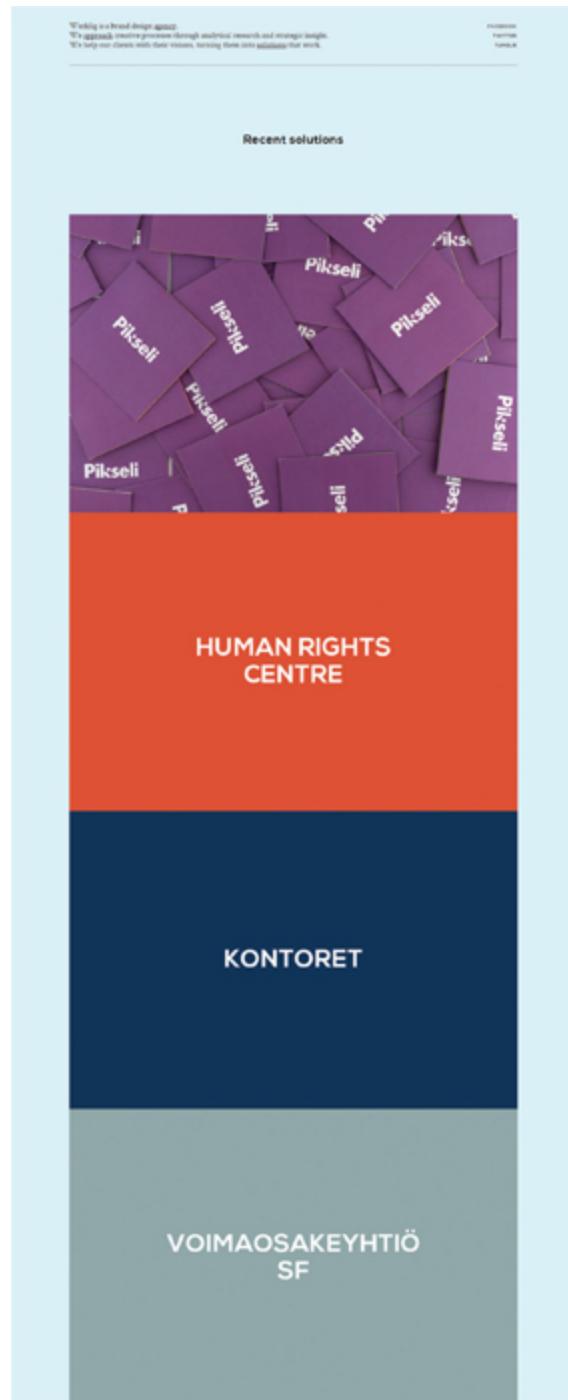
Helvetic Brands is an independent design consultancy in Lausanne, Switzerland that creates successful branding strategies based on international style principles.

Our approach is classical, relevant and adapted for tomorrow.

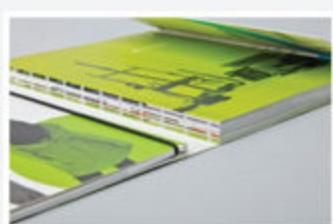
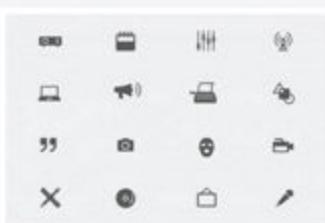
Join us on Facebook

Follow us on Twitter

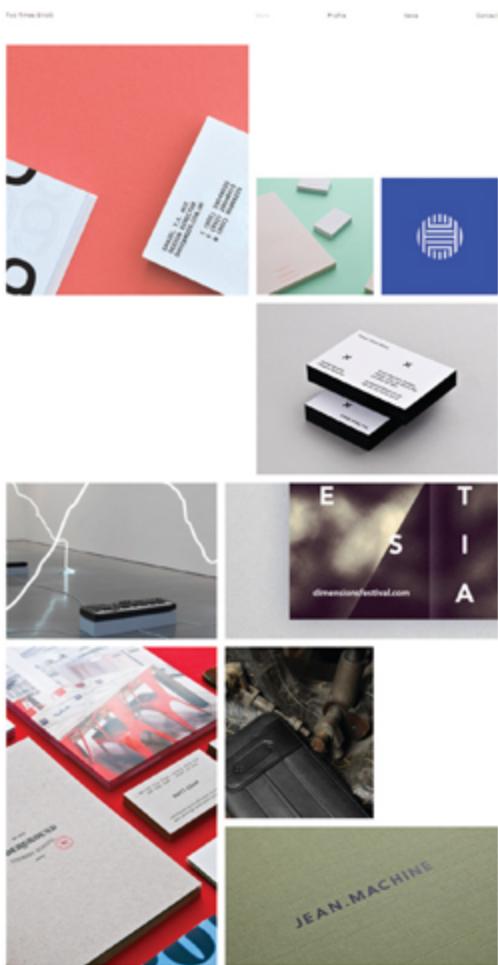
www.werklig.com



Print Design



<http://2xelliott.co.uk>



<http://pointbarre.ca/en>



www.moodley.at/de/willkommen.html

moodley
brand
identity

design and innovation

portfolio
branding
publishing
packaging
digital
branded spaces

über uns
kompetenzen
kundenliste
agentur
personen
kontakt

mehr
neuigkeiten
presse
jobs

denken
interviews
world identity lab

get information
newsletter

wählen sie ihre sprache
[english](#) [deutsch](#)

impressum

martina sperl
digital
energie steiermark
publishing
daniel paper
publishing

luxus kann so
schön sein.

designing growth.

Typography



Présentation
Contact
Behance
Instagram
Shop

This Indian Summer
Neither God nor Master
Helmets private collection
M. Toussaint Louverture
Scriptographerie
Hona

Fils de fer
BGLS Manufacture I
BGLS Manufacture II
DePalma I
DePalma II
StepArt

Nike
Fuel Motorcycles 2013
Fuel Motorcycles
TWTH

W. Engine Block
Yasskin 2012
Yasskin 2005
Levi's

Principal Basics
Cabinini
Yasskin

Château vieux Guilleu
Circuit de Reims-Gueux
Cron

Original Sin

France systemes

Gabbie & Welsh

Guérard jouet

Kids factory

Lafarge

MBA

HC chimie

Med'icwear

Medipaper

Airness

Mensura

Moss

Orangina

Oxbow

Piste SR

Quiksilver

Ripcurl

SNCF

Sud ouest

Chargy Anticette

Snowsurf mag.

Temic

Yasskin

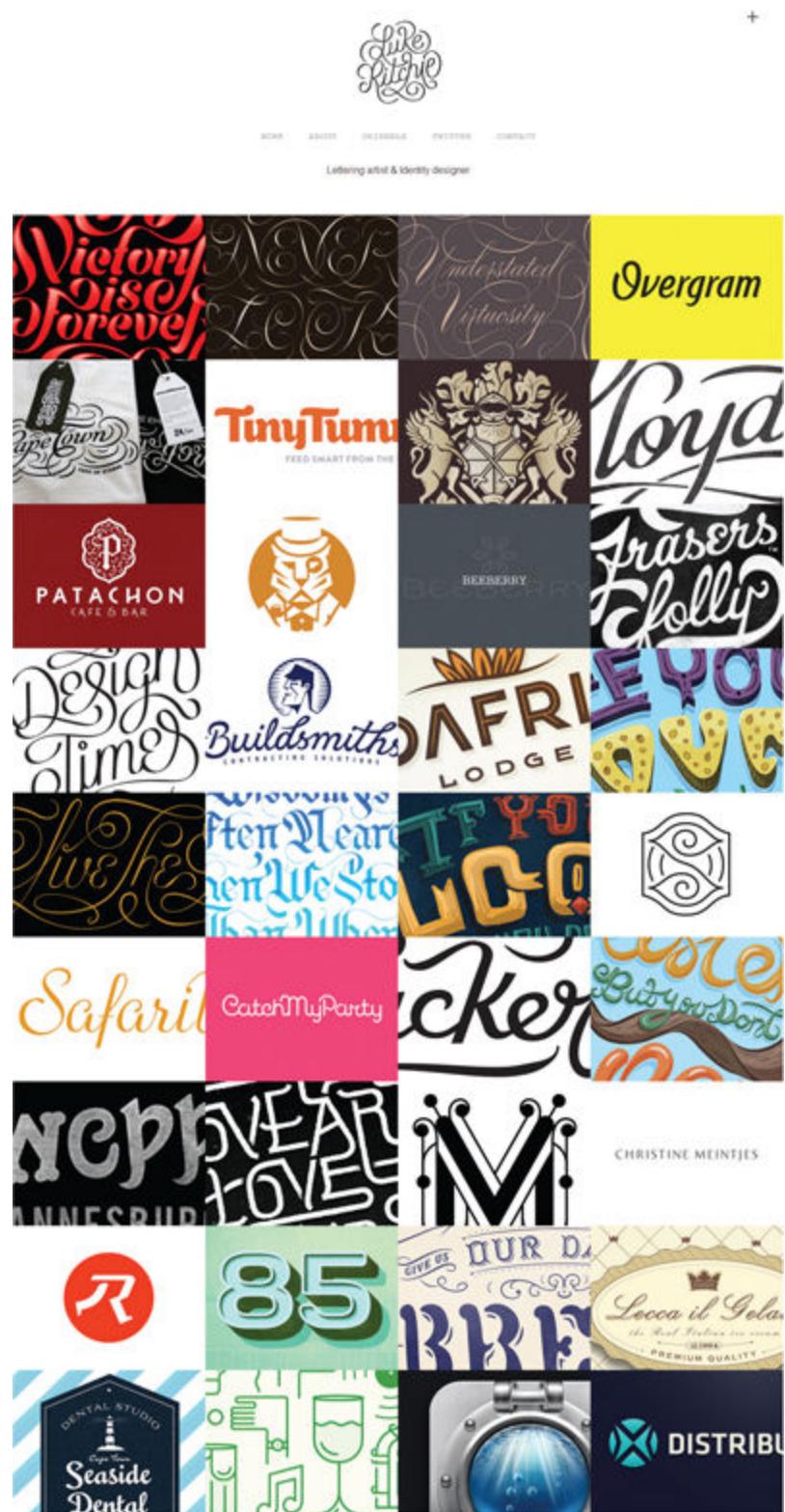
Yes or No

Vedrines

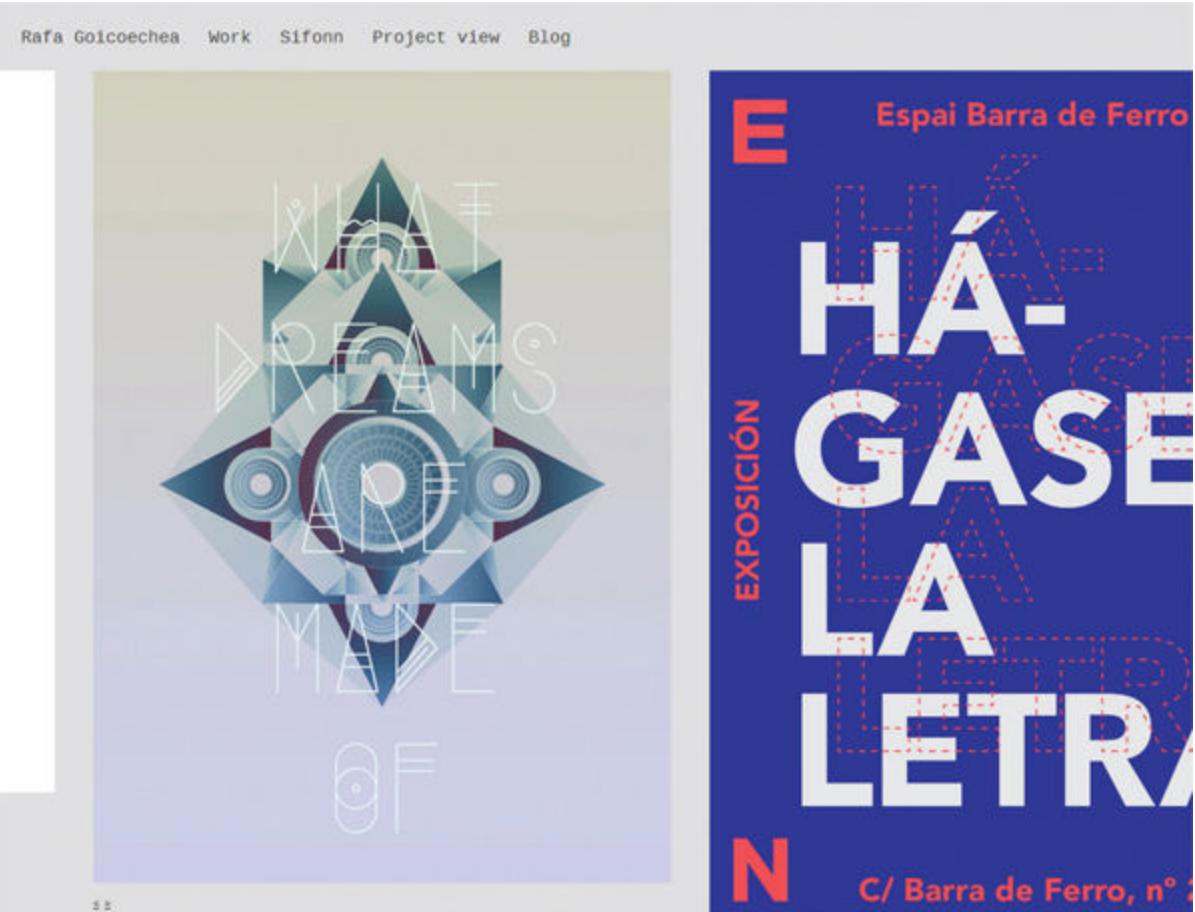
Volcom



www.lukeritchie.co.za



www.rafagoicoechea.info



<http://typefoundry.com>



Subscribe to very infrequent emails

email address

Typefounding, LLC
3407 South Jefferson Avenue, Suite 207
Saint Louis, MO 63118
be@typefounding.com
(314) 675-1467
typefounding.com

Photography

www.timtadder.com



TIM TADDER

PHOTOGRAPHY

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[Behind the Scenes](#)
[About](#)
[Contact](#)
[What's Shaking](#)



760-632-6639 | 2012 Tim Tadder



www.levonbiss.com

LEVON BISS

OVERVIEW ATHLETES ONE LOVE PROJECT CELEBRITY COMMISSIONS CREATE PDF NEWS CONTACT



QUENTIN TARANTINO



TERRY ANDRADE



PERRY MOLONEY



PERRY MOLONEY



JESSICA ENNIS



LEBRON JAMES



SOCCER FANS



SAMUEL L. JACKSON



ADRIENE



PHILADELPHIA PHILLIES



USAIN BOLT



EMIRU BALOTELLI



ONE LOVE P.



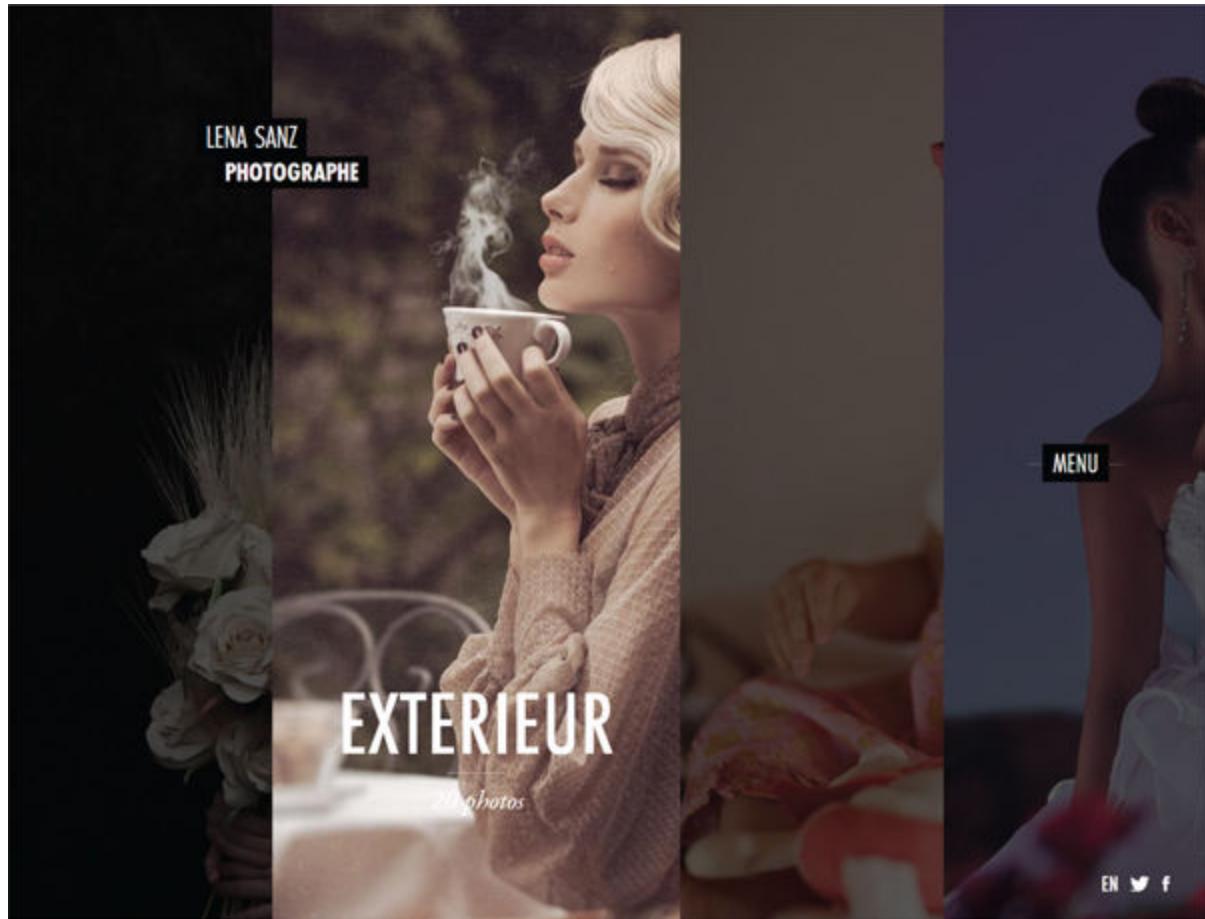
BEARDO



JUSTIN ROSE



[www.lena-sanz.com](http://www.lenasanz.com)



<http://mamochotena.pl>

Mam Ochotę Na...

O NAS

NASZE SESJE

BACKSTAGE

KONTAKT



Fine Art

 THE PORTFOLIO OF RICHARD DAVIES
FREELANCE DIGITAL ARTIST AND DESIGNER

GALLERY ABOUT ME STORE TWITTER FACEBOOK

LATEST WORK



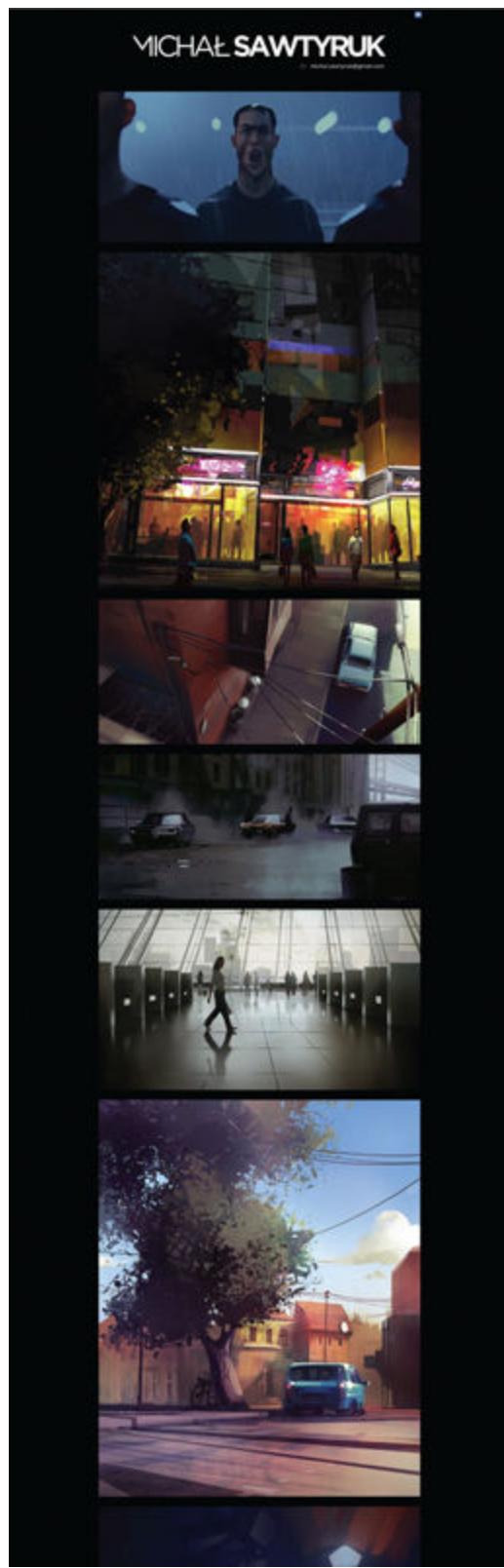
NEW PACIFIC RIM POSTER WORK

My take on the poster design for the summer blockbuster Pacific Rim. Click on the link for a more detailed look.

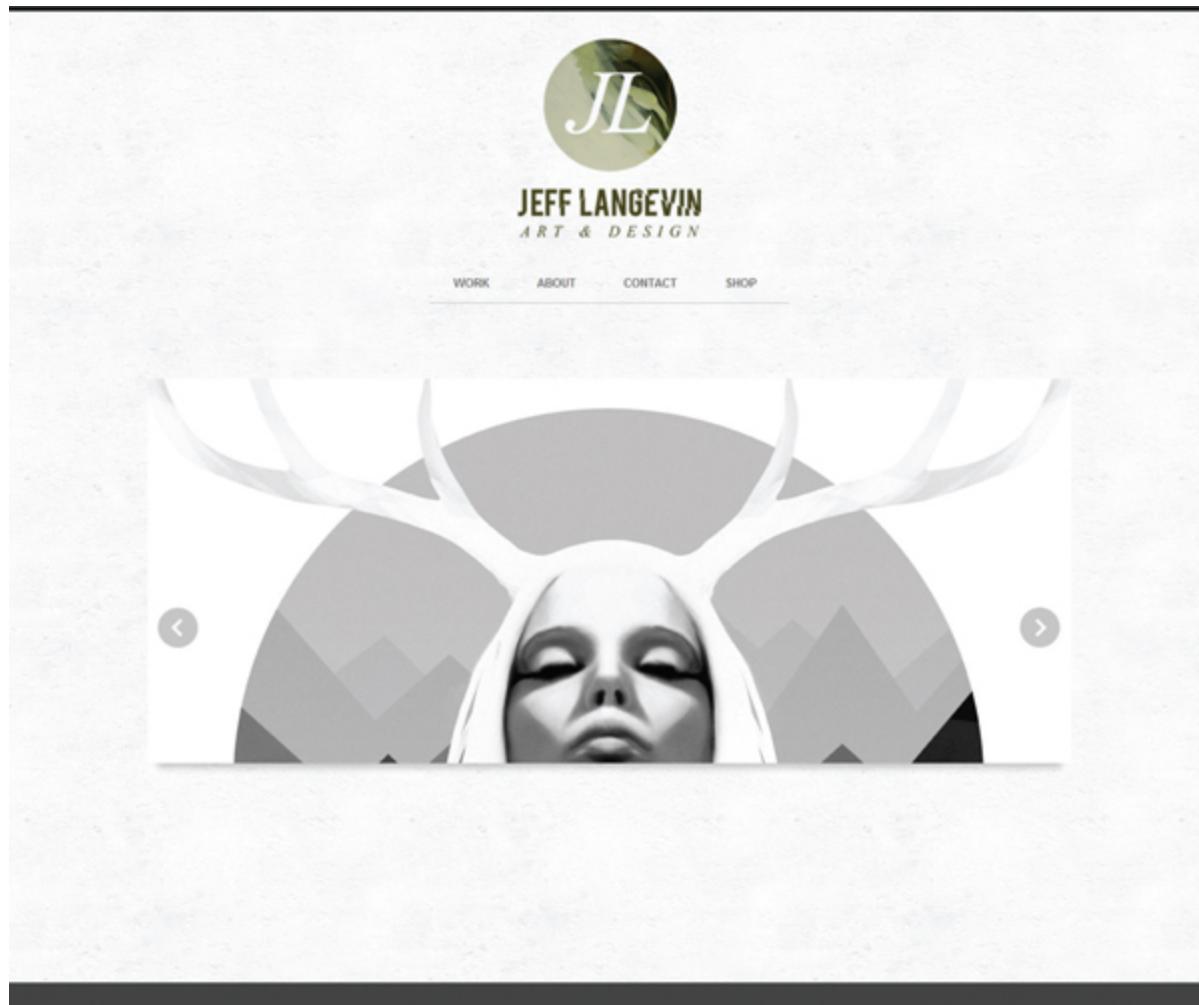
[VIEW MORE HERE →](#)



<http://michalsawtyruk.com>



www.jefflangevin.com



www.ivanpopovic.com



IVAN POPOVIC

ARTWORK
new fragments
fragments
wall fragments

ARTIST
EXPOSITIONS
CONTACT
LINKS



Illustration

PORTRAIT ABOUT ME  WALLPAPERS CONTACT

ONLINE SHOP Digital Playground of Aleksei Kostyuk f t g Be d



In the Name of God
Slash Three



iMobile
Photoia

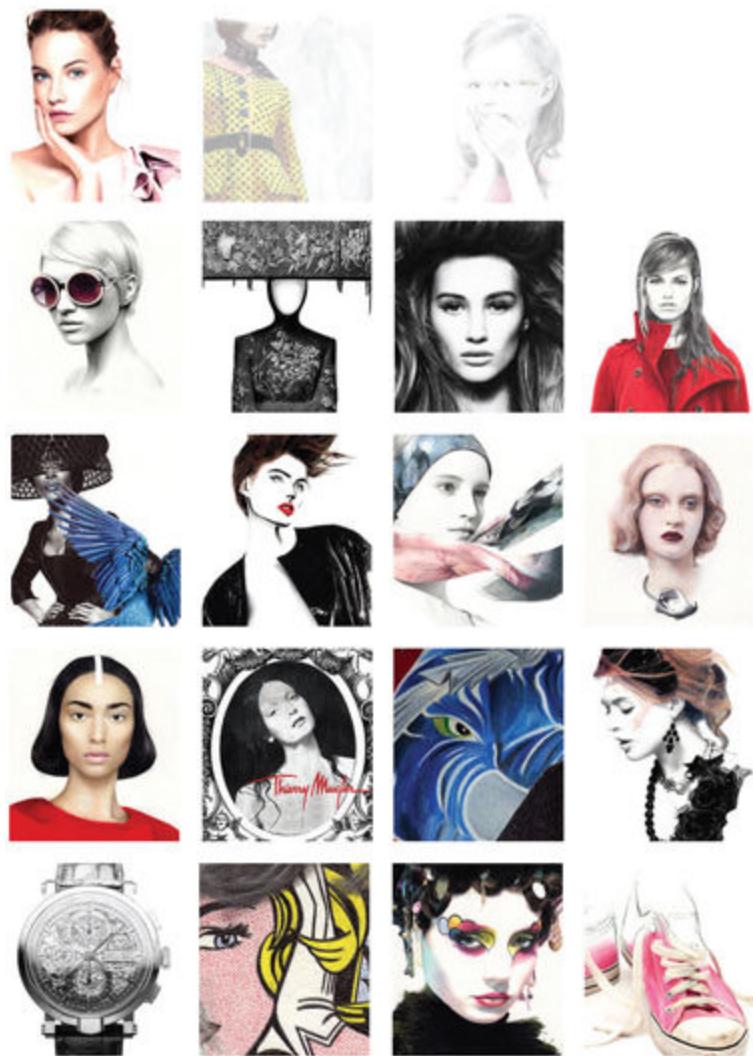


Junkietron
DJ Junkietron



BEAUTY AVENUE

Illustration campaign
Hong Kong



<http://kerbyrosanes.com>

Home Archive Mobile RSS



+ Follow kerbyrosanes

tumblr.

Search



Photo November 23, 2013 106 notes

WHO IS BEHIND THE STORIES?



I am Kerby Rosanes and I draw (almost) all

www.beatrizsanches.com

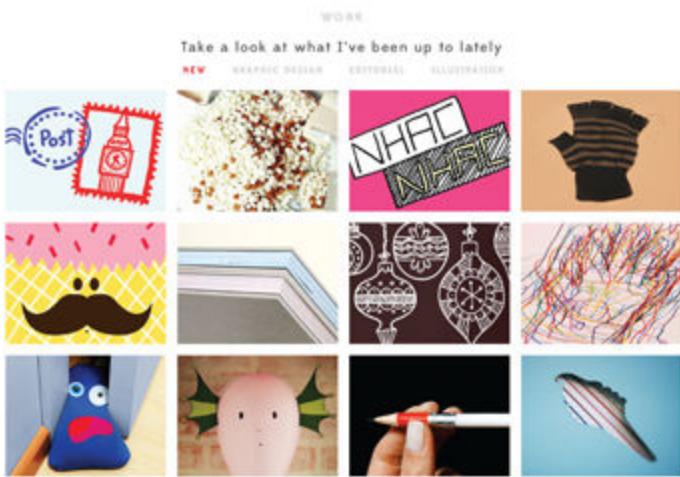
hello there

beatrizsanches

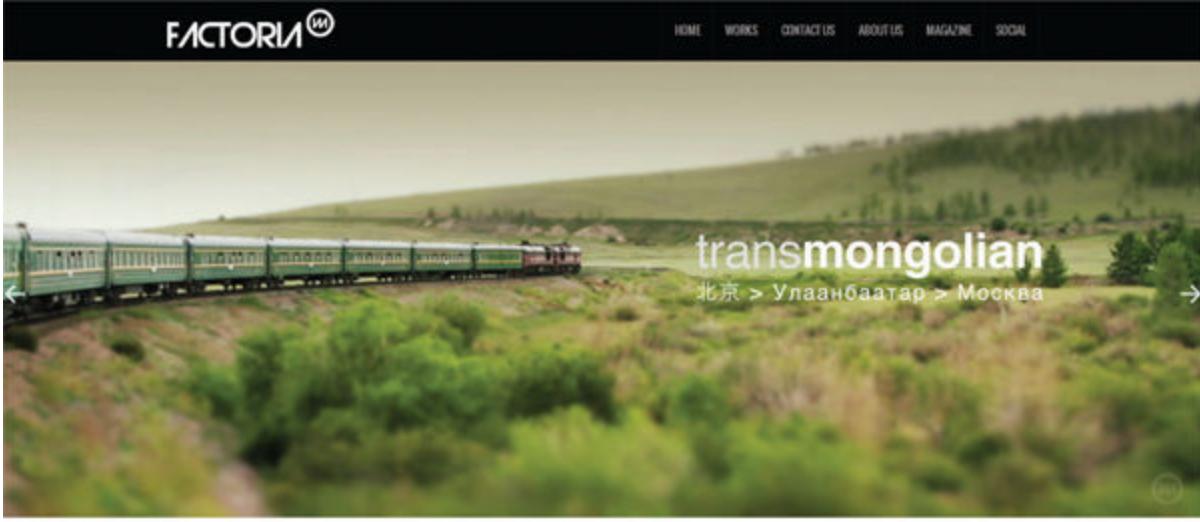
WORK SHOP ABOUT CONTACT BLOG

NICE TO MEET YOU

I am an independent graphic designer and illustrator.
From São Paulo to Barcelona and currently based in London
I look for small particularities that make each work unique.



Advertising



FACTORIA[®]

HOME WORK CONTACT US ABOUT US MAGAZINE SOCIAL

transmongolian
北京 > Улаанбаатар > Москва

LATE AT WORK RECENT POSTS

We are FACTORIA and we love make creative videos for all kind of media [TV, internet, AD campaigns, and mobile platform].

You can follow us on Twitter and Facebook.

If you need to communicate through video and internet, we are what you are looking for. Don't hesitate to contact us!

ValeoSpain Transmongolian Tronches, Colaboratorio de Relatos

Cover'sk nickelotrik Neck shot ink HotPlay 2012

CATEGORIES

Portfolio (18)

MORE ABOUT FACTORIA

- Contact us
- Factoria Social Media
- About us

LINKS

Sea Stories and Marine Stuff
Marinas Worldwide

LANGUAGE

- English
- Español

HOME CONTACT FACTORIA FACTORIA PORTFOLIO © 2013 FACTORIA | VISUAL CREATIVE AND MULTIMEDIA PRODUCTIONS

<http://grey.com>

The screenshot shows the official website for Grey, a global advertising agency. The top navigation bar includes links for GREY, WORK, ABOUT, CULTURE, CAREERS, and CONTACT. A dropdown menu for 'USA' is open, showing options like 'New York', 'Chicago', 'Los Angeles', 'London', 'Paris', and 'Milan'. Below the navigation is a large banner featuring a collage of images from various campaigns, with the text 'FAMOUSLY EFFECTIVE' overlaid and a play button icon.

NEWS

Tor Myhre TED TALK

RECENT TWEETS @GreyGrey

WE'RE HIRING

PLANNING DIRECTOR - NEW YORK [Apply now](#)

FEATURED

Canon
PROJECT IMAGINION

States United to Prevent Gun Violence
PETITION FOR GUN LAWS

DIRECTV
THE TROLL THAT STOLE AN AICP AWARD

Michel's Hard Lemonade
REFRESHMENT MEETS TAXIDERMY

Febreze
PUTTING ON A BLINDFOLD CAN OPEN YOUR EYES

Reckitt
RISING OUT OF A SEA OF SAMENESS

EXPLORE

[Work](#)
[About](#)
[Culture](#)
[Careers](#)
[Contact](#)

FOLLOW

[Facebook](#)
[Twitter](#)
[LinkedIn](#)

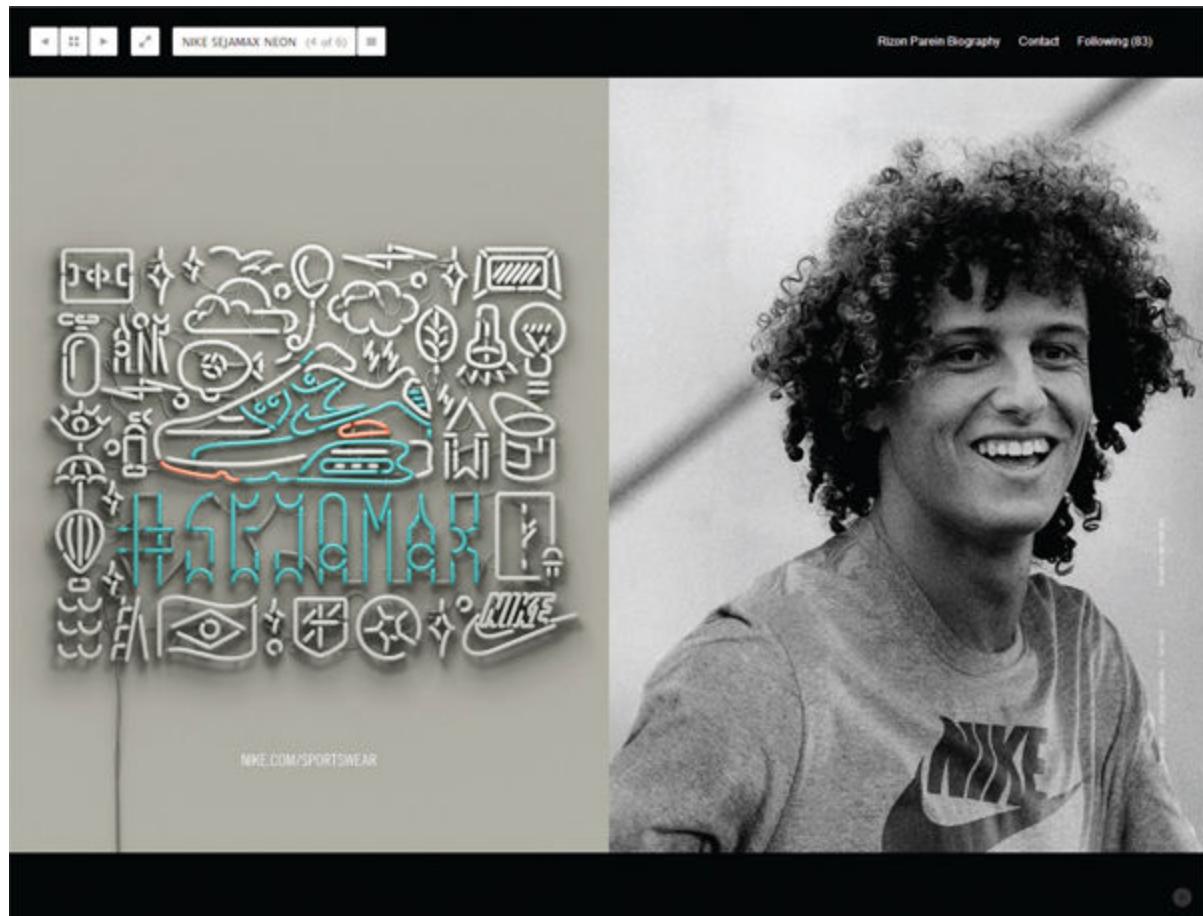
CONTACT

Global Headquarters
200 5th Ave
New York, NY 10010
Tel 212 546 2000
Fax 212 546 2001

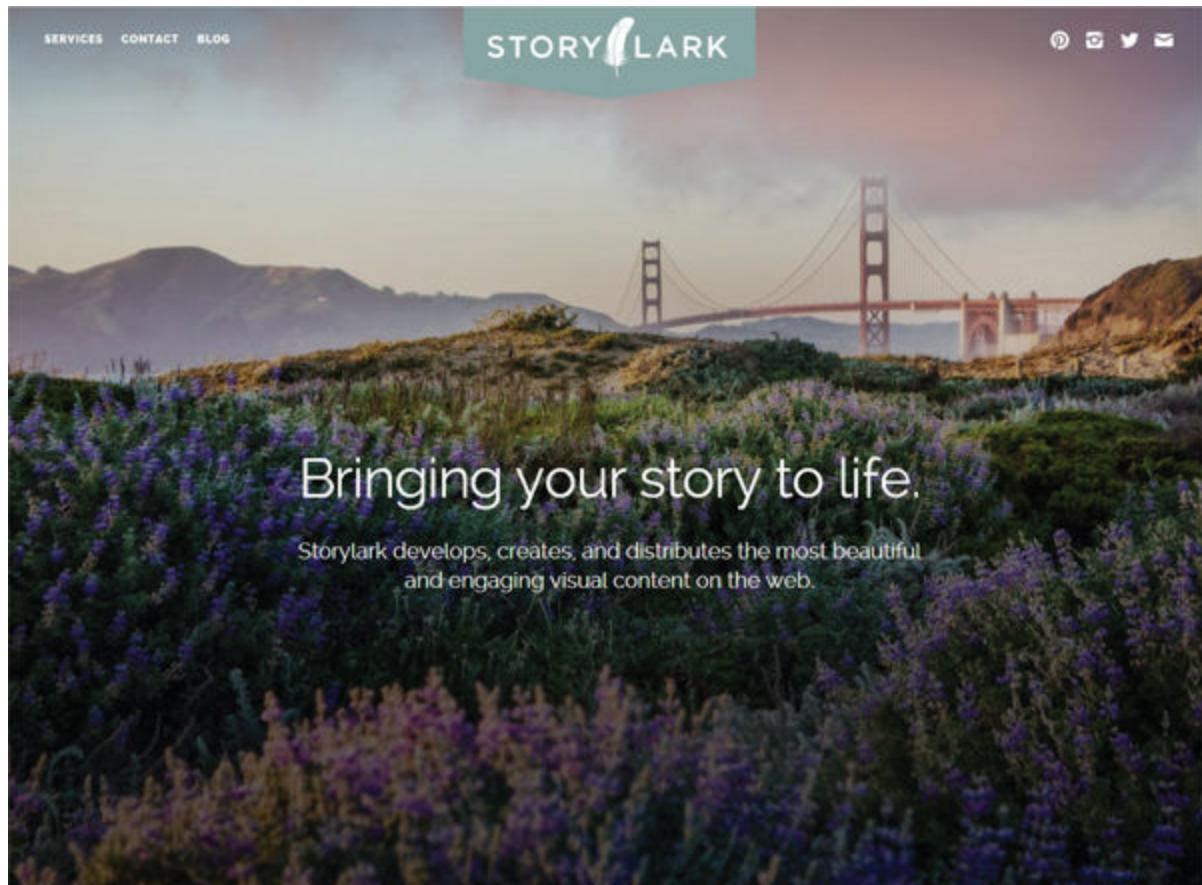
© 2013 Grey Group. A MPP Company

LEGAL | CORPORATE COMPLIANCE

www.rizon.be



<http://storylark.com>



Other Types of Work

<http://empirestatestudios.com>

The screenshot shows the homepage of the Empire State Studio website. At the top, there's a navigation bar with links for "THE SHOP", "OUR TEAM", "OUR EVENTS", "OUR NEWS", "BUY MERCH", "LET'S TALK", and a "REQUEST FOR CONSULT" button. The main title "the EMPIRE STATE STUDIO" is prominently displayed in a stylized font. Below the title, a banner shows a photograph of the tattoo studio's interior with the address "222 MERRICK ROAD, OCEANSIDE, NY 11572". A red hexagonal badge labeled "LATEST WORK" with the year "2008" is overlaid on the image. Below the banner, four thumbnail images show different tattoo designs: a colorful floral sleeve, a black and red anatomical design, a vibrant orange flame or sun design, and a pink flower and leaf design on a shoulder.

ALL-CUSTOM TATTOOS AND EXCEPTIONAL CUSTOMER SERVICE

Check back here often for new postings of tattoos along with current and past gallery showings. Our door is always open and we welcome you to stop in, check out the current show and talk to an artist about booking an appointment.

4,438 people like this. Be the first of your friends.

REQUEST FOR CONSULT

Instagram

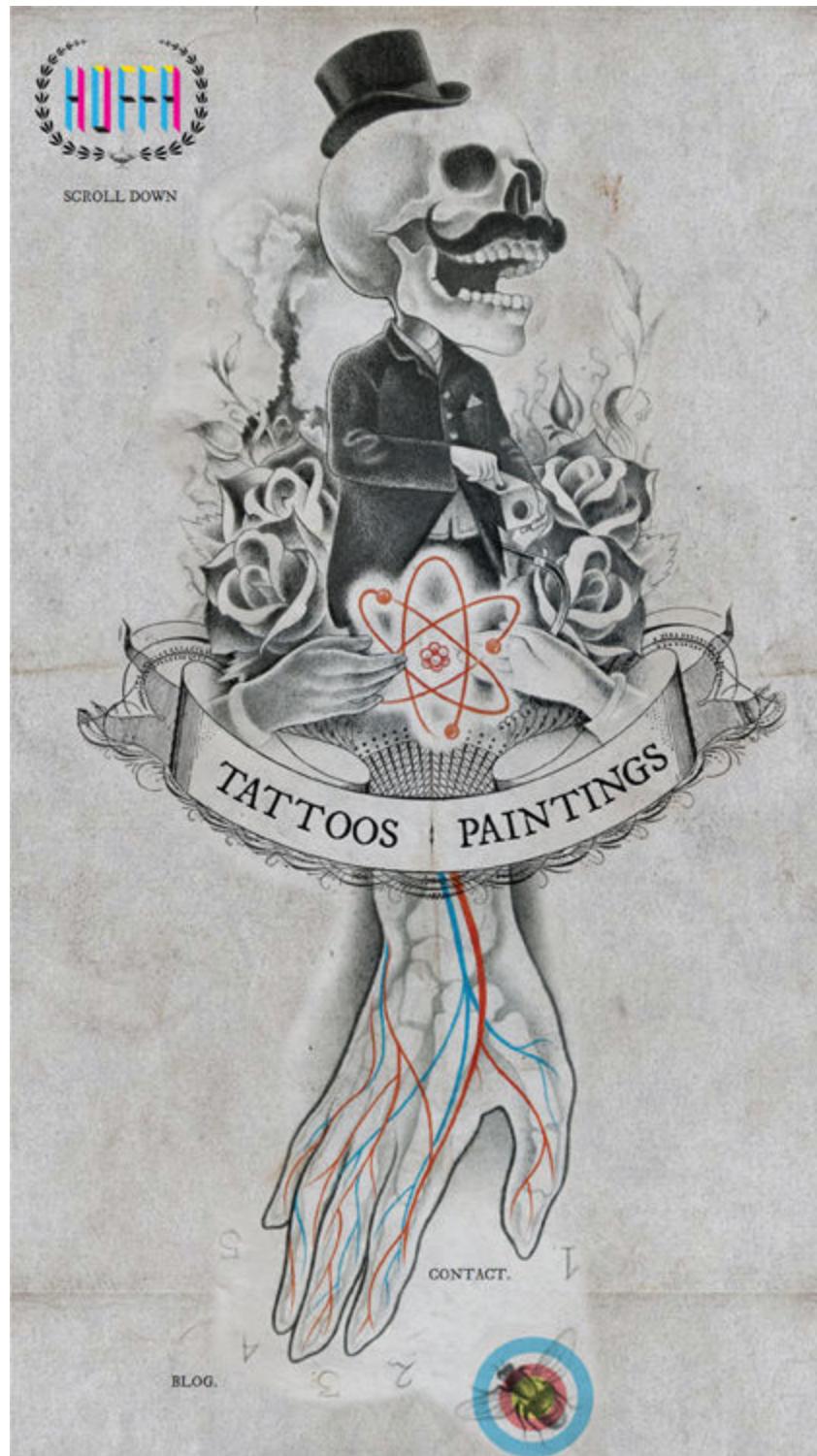
OUR EVENTS

APRIL 16, 2014
CONVENTIONS

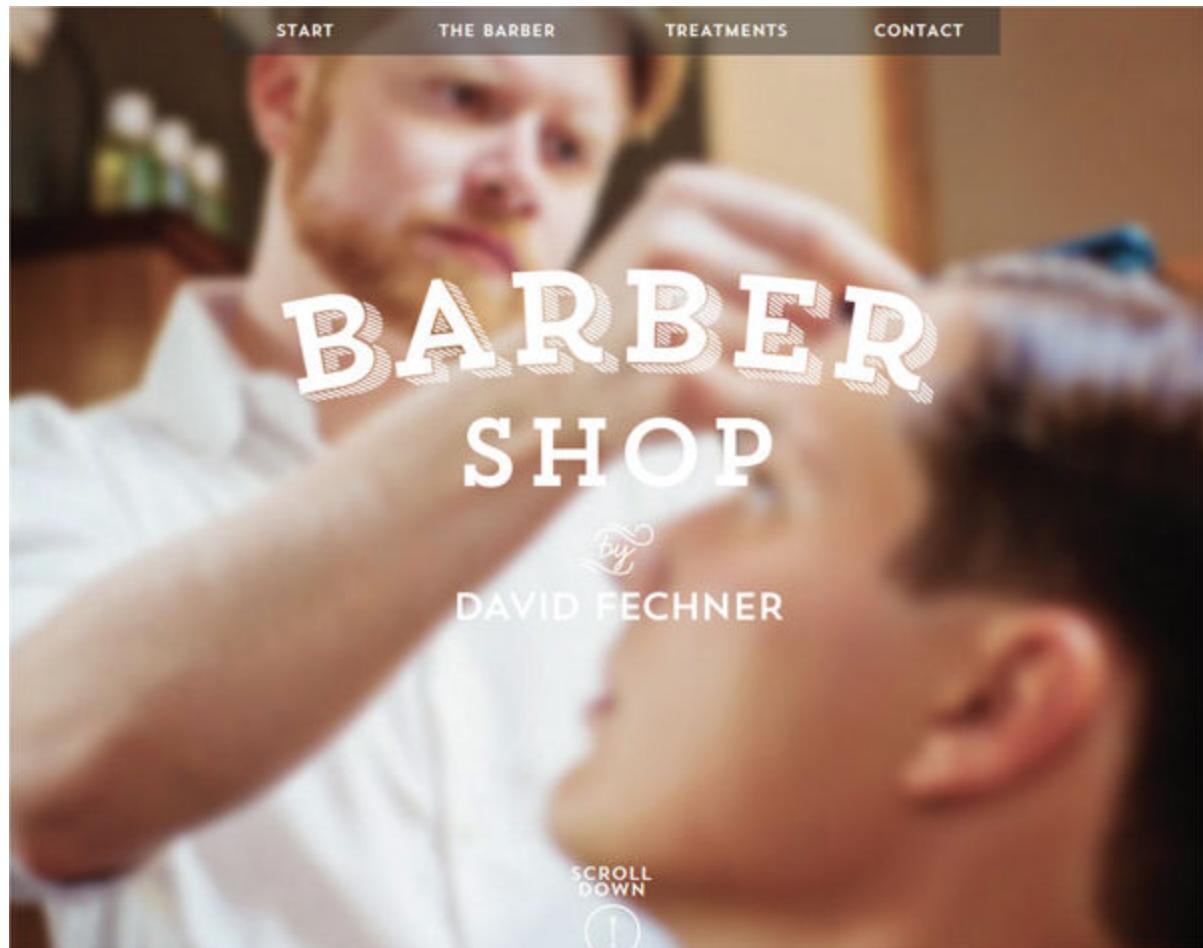
APRIL 15, 2014
60 NEEDLES SHOW BY GEOFF FEDER

ADVANCED TECHNIQUES FOR CAMOUFLAGING UNWANTED TATTOOS

www.kenhoffa.com



www.davidfechner.de/barber



<http://justweddings.ie>

Just Weddings

Home | About | Testimonials | Packages | Showcase | Contact

REC

Professional
Wedding Videos

© Just Weddings 2013

f t y

Wedding Videographer

www.michellebuteau.com



<http://builtthings.com>

ABOUT WORK  HIRE US BLOG

WE ARE BUILT: A FEW GENTS FROM SEMINOLE HEIGHTS.

[MEET OUR TEAM](#)



<http://parsons.me>

The screenshot shows the homepage of <http://parsons.me>. At the top, there's a navigation bar with links for news, design, seo, code, and resources. To the right of the navigation is a link to "James Parsons on Google+". Below the navigation is a large banner featuring a circular profile picture of James Parsons on the left and a speech bubble containing the text "Hi! I'm **James Parsons**. Nice to ‘meet’ you." on the right. The background of the banner is a photograph of a forest. Below the banner, a bio states: "I write about **SEO**, web **design** and graphics, **programming**, **resources**, and industry **news**." A horizontal line follows this bio. Below the line is a list of ten recent posts, each preceded by a small orange RSS icon:

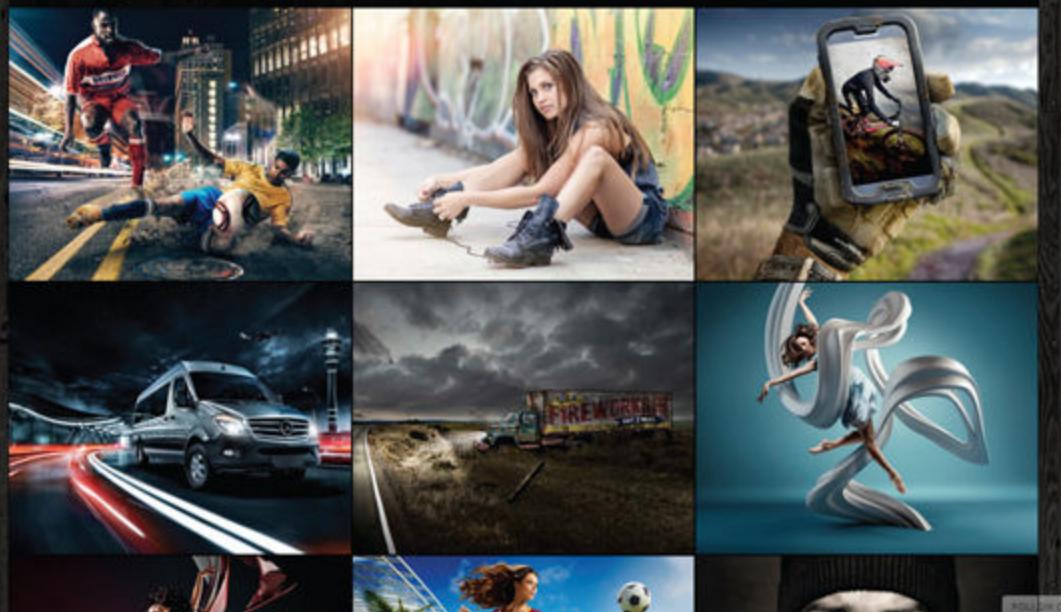
- "[My Raspberry PI NES Project](#)" posted in Resources about 2 weeks ago
- "[Google Redesigns +1 Button Yet Again](#)" posted in News about 2 weeks ago
- "[Complete Pack of 1,208 Google Fonts](#)" posted in Resources about 2 months ago
- "[How I Created My Custom Favicon](#)" posted in Design about 4 months ago
- "[Are Press Releases Still Effective for SEO?](#)" posted in SEO about 4 months ago
- "[My Pack of Over 500 Mac Dock Application Icons](#)" posted in Resources about 4 months ago
- "[Use a Line Counter to Count Lines in Data](#)" posted in Resources about 5 months ago
- "[How to Track if Element on a Webpage Has Changed](#)" posted in Resources about 5 months ago
- "[Custom Twitter, Google, and Facebook Vertical Box Widget](#)" posted in Code about 5 months ago
- "[Is Keyword Optimized Anchor Text Still Effective for...](#)" posted in SEO about 5 months ago

**MIKE
CAMPAU**
Digital Imagery

Image Design About Contact [f](#) [t](#) [m](#)

Love what I do, do what I Love.

10 way strips, layer masks, polygons and creating something from nothing are my "thing".



[VIEW GALLERY](#)

05

Design Styles

Design styles tend to represent larger movements and patterns in the design world. Styles don't typically have specific elements associated with them, but rather are found in more of a common visual approach. These could be defined as overall theories in the approach to design. Minimalism is a prime example of how a type of design can drive what the artist produces. This style defines how it will look and feel, but doesn't create a formula for specific imagery, colors, type styles and so on. In contrast, designs sorted by themes do strike up specifics that can drive the overall direction of the design. The current love affair the world has with flat design is a perfect example of this. Carefully think through the style you select for your site and ensure that it plays into the overall brand and message of the site.

Flat Designs

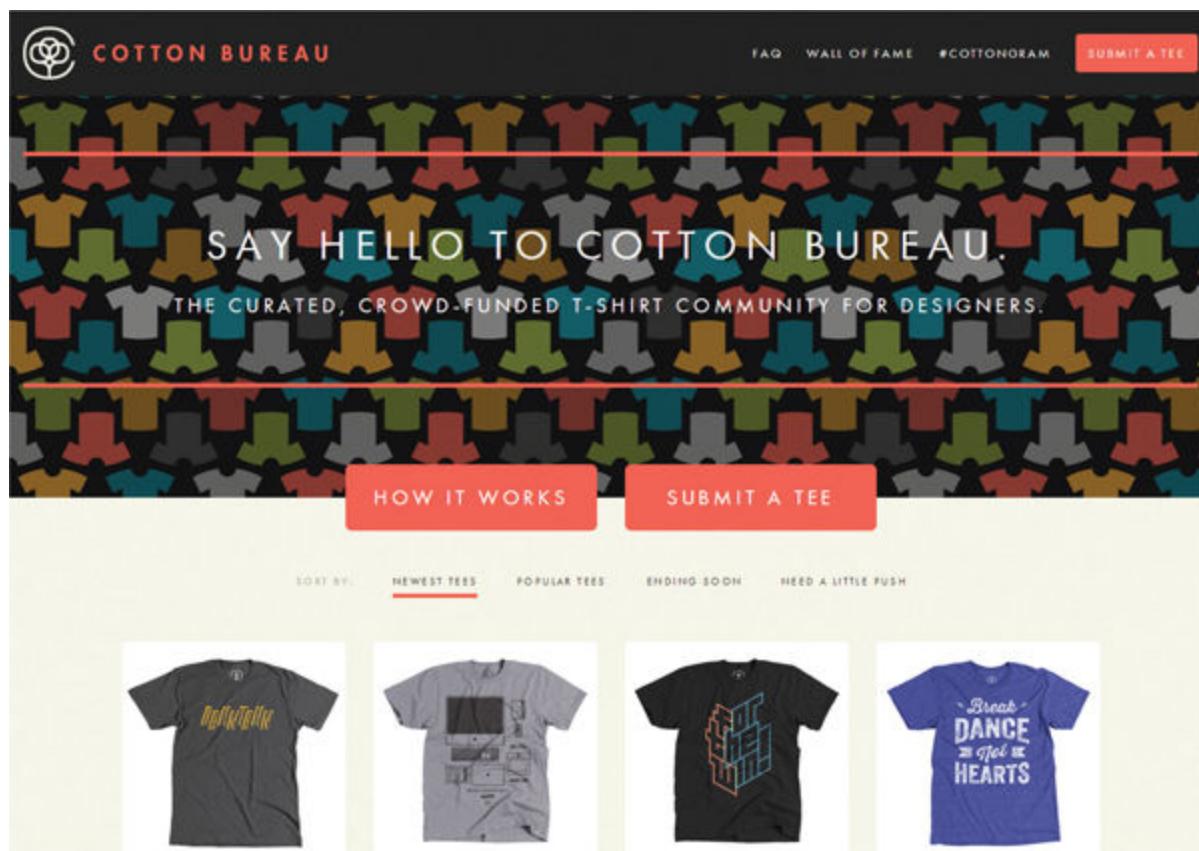
I have mentioned flat design several times already in this book, sometimes in a negative manner. But don't get me wrong, the sites presented here are gorgeous, and frankly I would be happy if I could say I had designed any of them. The sites are beautiful and vividly display the style that is currently extremely popular. My biggest beef with this style is that it feels so generic at times. In many cases, you could take the logo off one site and slap it on any other flat design. With this in mind, I very carefully selected the set of sites you see here. In my opinion, these sites leverage the flat aesthetic, but do so in a way that avoids an overly generic result. The sites feel distinct and perfectly matched to the content.

Cotton Bureau ([FIGURE 1](#)) is a lovely example of this. The site clearly relies on a flat style and easily fits into the trendy design approach. And yet, there is nothing about the design that feels generic. Instead the design feels clearly connected to the product and style of the brand as a whole. They could have gone overboard with cotton and fabric textures. It would have been easy to justify and would have felt rather natural. Instead, they followed the visual style of the current age but with their own touches. For example, the pattern of t-shirts in the background helps give the site a unique visual twist.

I must caution though: Before you jump on the bandwagon with this style, be sure to think it through. Does the style resonate with the brand you need to showcase? Will it reinforce what the site needs to communicate? If so, the biggest question is: How can you tweak the style? What other style can you blend it with? How can you integrate the concept of your site with

the design? In other words, what can you do to make your flat design different from all the other flat designs out there?

FIGURE 1: <https://cottonbureau.com>



UMD

FOOD, SHELTER and a FUTURE

\$250

\$4

\$20

\$14

\$20

\$2

\$50

\$7

\$15

\$15

Urban Ministries of Durham is selling naming rights to all the items that connect our clients to food, shelter and a future.

WHY WE'RE DOING THIS

WE'VE RAISED \$10408

CURRENT GOAL \$100000

ENOUGH TO HELP 2 PEOPLE OUT OF HOMELESSNESS.

FIGURE 2: www.scribd.com

Scribd. Search the world's digital library Browse Log in Log up

Give the perfect gift for book lovers.

Send friends and family a Scribd gift card. It's the perfect gift for book lovers.

[Send a gift](#)

New York Times Bestselling Authors - Our Favorites [SUBSCRIPTION](#)

Beautiful Ruins
Jess Walter

The Plague of Doves
Louise Erdrich

Anti-Kids
Matt de la Peña

Confessions Of An Ugly Stepsister
Gennifer茂e

Raylin
Elmore Leonard

Names
Jo Nesbo

Scribd Selects [SUBSCRIPTION](#)

Mrs. Dalloway and the Blue Eyed Stranger
Lee Smith

The Dissident
Bill Frakesberger

The Story of Sushi
Tetsuya Wakuda

Tears of the City
Jennifer Heaton

The Future of Love
Triple Abbott

Fighting the Mother Tongue
Amy Hempel

Short and Sweet

The Anthology of Really Important Modern Poetry
Damon Galvin, Ross Parke

Damage Control
Emma Donoghue

Fork It Over
Alan Richman

I Suck at Girls
Justin Halpern

101 Most Influential People Who Never Lived
Alan Levert, Dan Fierman

New Stories from the South 2010: The Year's Best
Amy Hempel

Edge of Your Seat Thrillers [SUBSCRIPTION](#)

Moonlight Mile
Dennis Lehane

Lost Lake
Phillip Margolin

Neal Stephenson's Reamde

No Mark Upon Her
Deborah Crombie

Close to Home
Peter Robinson

Until Proven Guilty
J.A. Jance

Historical Fiction [SUBSCRIPTION](#)

The News From Portugal
Guy de Maupassant

The Kingdom of Summer
William Bradford

The Sixth Wish: A Novel
Charlotte Bronte

Jane and the Damned: A Novel
Anne Rivers Siddon

The Song of Achilles
Madeline Miller

<http://nballstats.com>

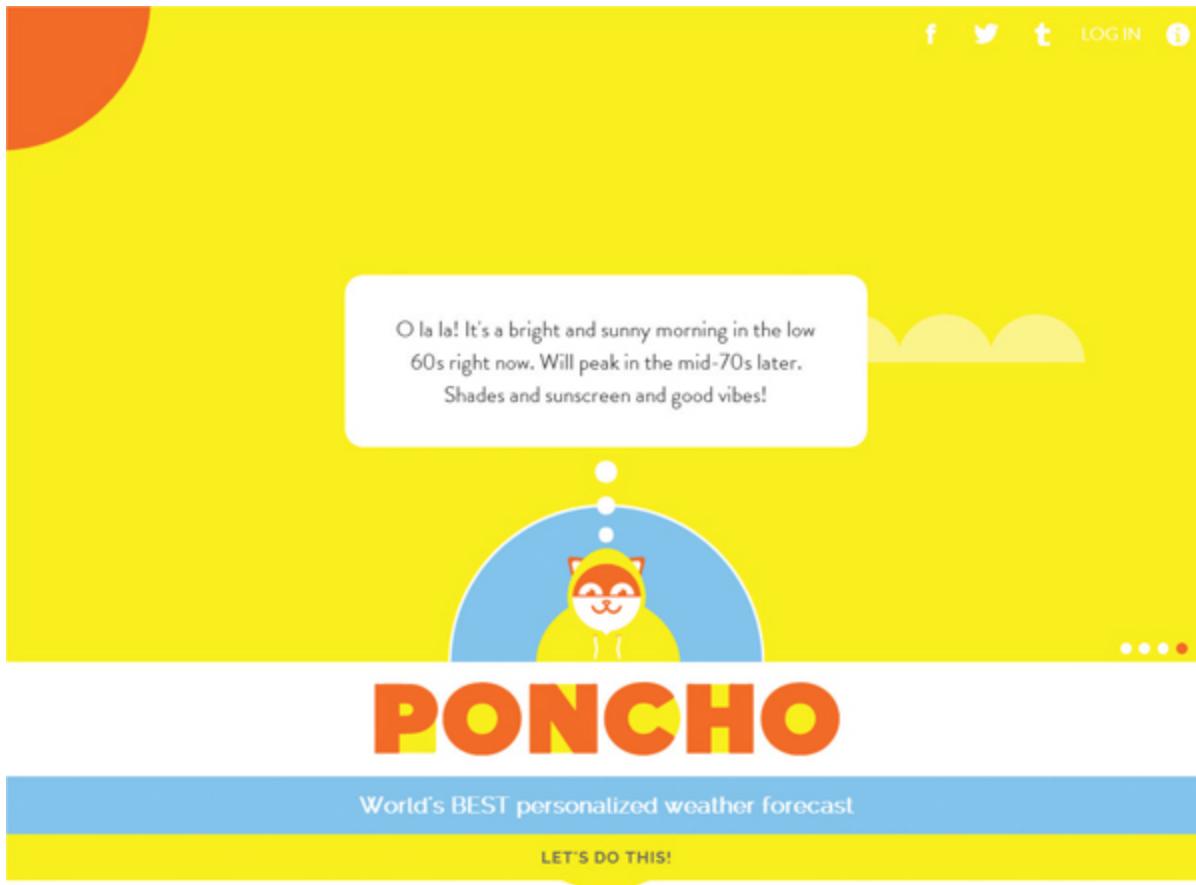


www.meetingresult.com



The image shows the homepage of the MeetingResult website. At the top, there is a navigation bar with links for HOME, STORY, RESOURCES, BLOG, CONTACT, SIGN UP FOR FREE, and LOG IN. The main headline reads "FEWER. FASTER. FOCUSED." followed by "MEETINGS". Below the headline are two buttons: "Get Your Free 30-day Trial" and "Request Your Free Demo". A call-to-action button "SCROLL TO LEARN MORE" is also present. To the right, there is a large graphic of a smartphone displaying a video player interface with the MeetingResult logo and various icons. A "Play Now" button is at the bottom of the video frame.

<http://poncho.is/register>



<http://sponsormybook.com>

SPONSOR MY BOOK

For years I've had the idea of writing a book in the back of my head, but it was never clear to me what the direction would be. Until now. The book I'm writing is called "Creativity For Sale." I'll be sharing stories about how I got paid to wear t-shirts for a living for nearly five years, how I auctioned off my last name, and I'll also be featuring other creative entrepreneurs I've connected with along the way. I want to share my lessons learned, case studies from projects I've been a part of, and of course, stories from the sponsors of the book.

I'm not using a big book publisher, a high-paid book agent, or any other standard book publishing tactics. Just as this book will explain, I want to use my creativity to make this book a reality. With your help, this book will be on shelves of bookstores everywhere!

[BUY A SPOT NOW](#) [WATCH VIDEO](#)

WHO IS THE MAN BEHIND THE BOOK?



In 2008 I created a company that monetized free social media platforms and offered unique exposure for businesses. For the past five years I've been wearing shirts for a living and continuing to try to grow iWearYourShirt. In that time, I've worked with over 1,500 companies, wearing their shirts and marketing them in creative ways. Similar to iWearYourShirt, I'm offering sponsorship space yet again, but this time it's not on my chest, it's in the 200 pages of my book. The sponsors of this book aren't just helping cover the costs of writing and marketing the book, they're integral to the story and will get some great exposure along the way.

BuyMyLastName.com

In 2012, after unexpected family circumstances, I made the decision to sell my last name to the highest bidder. I set up an auction website called BuyMyLastName, and when the auction ended the final price was \$45,500, won by Headsets.com. Knowing I was going to write this book, I decided to auction off my name again in 2013 for a second and final time. The 2013 auction ended with a winning bid of \$50,000 to Sotf. In this book I'll break down all the details of how I took BuyMyLastName from an idea in a notebook to a successful marketing campaign that was profitable and received national media attention.

A Marketing Guy, a Writer and a Contributor...

BEEN FEATURED ON



WRITTEN FOR



WHY SHOULD YOU SPONSOR MY BOOK?

SponsorMyBook - Creativity For Sale

"Creativity For Sale"

<http://danielladrapier.com>

DANIELLA DRAPER

SHOP STORY PRESS CONTACT 0 £0.00

BEAUTIFULLY BRITISH

HANDCRAFTED SILVER JEWELLERY

BROWSE SHOP

DESIGNER STUDIO

Incredibly unique, designed & handmade by Daniella Draper

This summer's look

As worn by Kate Moss
V-magazine photoshoot

Latest from Instagram

f t p v

FEATURED

ROSE QUARTZ TREASURE RING £225.00

DREAM BANGLE £125.00

MAXI ARM PARTY £299.00

BAR RING £160.00

<http://why.az>

WHYAZ



THERE'S MORE THAN DESERT.

<http://canopy.co>

The screenshot shows the canopy.co homepage. At the top, there is a navigation bar with a logo, a search icon, and links for 'Popular Collections', 'Subscribe', 'Log in', and 'Sign up'. Below the navigation, there are filters for 'Now', 'All time', 'Everything', and 'Under \$20'. A prominent teal-colored callout box in the center says 'Discover and collect amazing products, all available on Amazon.' with a 'Learn more' link. Below this, a section titled 'For Dad' displays a grid of 18 product cards arranged in four rows of four. Each card includes a small image of the product, its price (e.g., '\$320', '\$14', '\$9'), and a green button labeled 'View'. Below each card is a yellow banner featuring small profile pictures of users who have liked the item.

Product Image	Price	Action
	\$320	View
	\$14	View
	\$9	View
	\$26	View
	\$47	View
	\$300	View
	\$310	View
	\$15	View
	\$40	View
	\$47	View
	\$42	View
	\$11	View

<http://thezoomproject.com>

NOKIA NEWS STORIES CHARITY CALENDAR REQUESTS REPORTERS THE PROJECT NOKIA LUMIA 1020

[Link](#) 564 [Tweet](#) 111

#ZOOM PROJECT Explore the stories and vote on the most needed cause [Read about the project here](#)

SATURDAY DEC 1 SUPPORT NOW X-MAS HELP MAGNUS MILLANG

MONDAY DEC 2 SUPPORT NOW JULEMAN - MAGNUS MILLANG

TUESDAY DEC 3 SUPPORT NOW EVIGHEDSTRÆERNE YOUNG

WEDNESDAY DEC 4 SUPPORT NOW HOSPICE JAMEL SUNDSTRØM

THURSDAY DEC 5 SUPPORT NOW YOUNG HOMELESS EMMA LETH

FRIDAY DEC 6 SUPPORT NOW LIFESAVERS KENNETH NGUYEN

SUNDAY DEC 8 PLEASE COME BACK IN 1 DAY

MONDAY DEC 9 PLEASE COME BACK IN 2 DAYS

TUESDAY DEC 10 PLEASE COME BACK IN 3 DAYS

WEDNESDAY DEC 11 PLEASE COME BACK IN 4 DAYS

THURSDAY DEC 12 PLEASE COME BACK IN 5 DAYS

FRIDAY DEC 13 PLEASE COME BACK IN 6 DAYS

<https://burnformule1.com>



The Legatum Prosperity Index is an annual ranking developed by the Legatum Institute, of 142 countries. The ranking is based on a variety of factors including wealth, economic growth and quality of life.

[HOME](#) [EXPLORE](#) [REGIONS](#) [ABOUT](#) [MEDIA](#) [JOIN THE CONVERSATION: a@prosperity](#)

[SHUFFLEBOARD](#)
[MAP](#)
[VIDEO](#)
[METHODLOGY](#)
[ANALYSIS](#)

[THE DATA](#)
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[KEY FINDINGS](#)
[PUBLICATIONS](#)

[THE AMERICAS](#)
[EUROPE](#)
[MENA](#)
[ASIA-PACIFIC](#)
[SUBSAHARAN AFRICA](#)

SHUFFLEBOARD

COUNTRIES	RANK	SELECTED INDICES	OVERALL RANKINGS
NORWAY	1	SWITZERLAND	2
CANADA	3	SWEDEN	4
NEW ZEALAND	5	DENMARK	6
AUSTRALIA	7	FINLAND	8
NETHERLANDS	9	LUXEMBOURG	10

[MAP | RANKS](#)

[CLICK TO VIEW COUNTRY PROFILE](#)

HOME – THE PROSPERITY INDEX 2013

The 2013 Legatum Prosperity Index™ offers a unique insight into how prosperity is forming and changing across the world.

Traditionally, a nation's prosperity has been based solely on macroeconomic indicators such as a country's income, represented either by GDP or by average income per person (GDP per capita). However, most people would agree that prosperity is more than just the accumulation of material wealth. It is also the joy of everyday life and the prospect of being able to build an even better life in the future. The Prosperity Index is distinctive in that it is the only global measurement of prosperity based on both income and wellbeing.

The Legatum Prosperity Index™ is an annual ranking, developed by the Legatum Institute, of 142 countries. The ranking is based on a variety of factors including wealth, economic growth and quality of life.

Key Findings

US drops out of top 20 in the economy sub-index.

This year, the US has moved down four places to 27th in the Economy sub-index. Countries that have overtaken the US in the Economy sub-index include New Zealand (20th) and South Korea (19th), among others.

Mexico overtakes Brazil in the Economy sub-index.

Mexico has increased seven places to 27th in the Economy sub-index, overtaking Brazil (20th). However, Mexico will train fourth in the overall Prosperity Index, ranking 58th compared to Brazil at 42nd.

Bangladesh overtakes India in overall Prosperity.

Bangladesh (81st) overtakes India (89th) in the Prosperity Index for the first time in 2013. Although Bangladesh's rank has remained constant since last year, India has declined five places in the same period. India has fallen down the Prosperity Index rankings consistently over the last few years.

Latin America and the Caribbean rise above the world average in the Economy sub-index for the first time in 2013.

Countries showing big improvements include Mexico (27th), Chile (20th), Panama (52nd) and Costa Rica (50th), as well as Venezuela (56th) and the Dominican Republic (74th).

The UK declines from 13th to 16th overall this year.

The UK has moved down three places to 16th in overall Prosperity, as a result of increases in the rankings for six out eight sub-indexes since last year. The UK has been leapfrogged by Costa Rica (25th), Germany (44th) and Ireland (28th).

Eight of the bottom 15 countries on the Personal Freedom sub-index are in the MENA region.

Iraq (130th), Saudi Arabia (78th), Jordan (82nd), Turkey (83rd), Jordan (85th), Libya (84th), Iraq (86th) and Yemen (84th) are in the bottom 15 countries in the Personal Freedom sub-index, which measures factors such as the guarantee of individual freedom and social tolerance.

Norway tops the Index for the fifth consecutive year.

Norway has held its overall Prosperity, as it has since 2008, confirming its place as the most prosperous country in the world for the fifth consecutive year. The country also ranks first in the Economic and Social Capital sub-indexes in 2013.

Nine of the top ten countries on the Entrepreneurship & Opportunity sub-index are from Europe.

The top ten countries include Sweden (8th), Denmark (9th), Finland (3rd), Switzerland (11th), Norway (2nd), Ireland (6th), Austria (10th), Norway (9th) and Portugal (8th). Ireland, Kenya makes up the top 10, placing 10th on the sub-index.

Personal Freedom is the sub-index in which sub-Saharan African countries rank highest.

Twenty-four sub-Saharan countries rank in the top 100 in the Personal Freedom sub-index. Sierra Leone (9th), Liberia (10th), Mauritania (99th), Ivory Coast (11th) and Nigeria (12th) are the five highest ranking sub-Saharan countries in the Personal Freedom sub-index.

Botswana is the highest ranking Sub-Saharan country for the fifth consecutive year.

Botswana also ranks the highest in the region in the Governance sub-index (20th) and is the second highest in the Education sub-index (2nd) after South Africa (9th).

The Legatum Institute is an independent non-partisan think tank organisation whose research, publications, and programmes advance ideas and policies in support of thriving and innovative societies around the world.

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<http://jims-scarf.co.uk>

The screenshot displays the homepage of the Jim's Scarf Project website, featuring a yellow header, a blue middle section, and a red footer.

Header: The title "JIM'S SCARF PROJECT" is centered in a bold, sans-serif font. "JIM'S" is in yellow, "SCARF" is in white, and "PROJECT" is in blue.

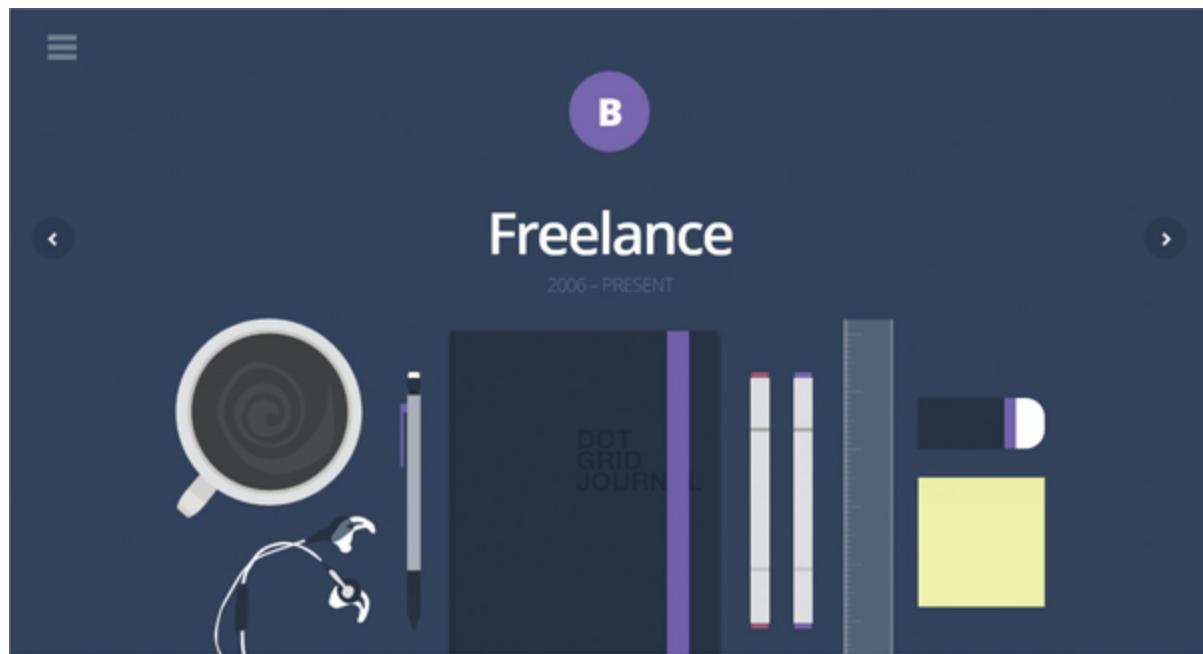
Middle Section:

- About Jim:** A portrait of Jim is shown on the left, and his biography is on the right.
- The Project:** A large image of a multi-story brick building is displayed.
- Text:** A paragraph about the project's origin and purpose.

Red Footer:

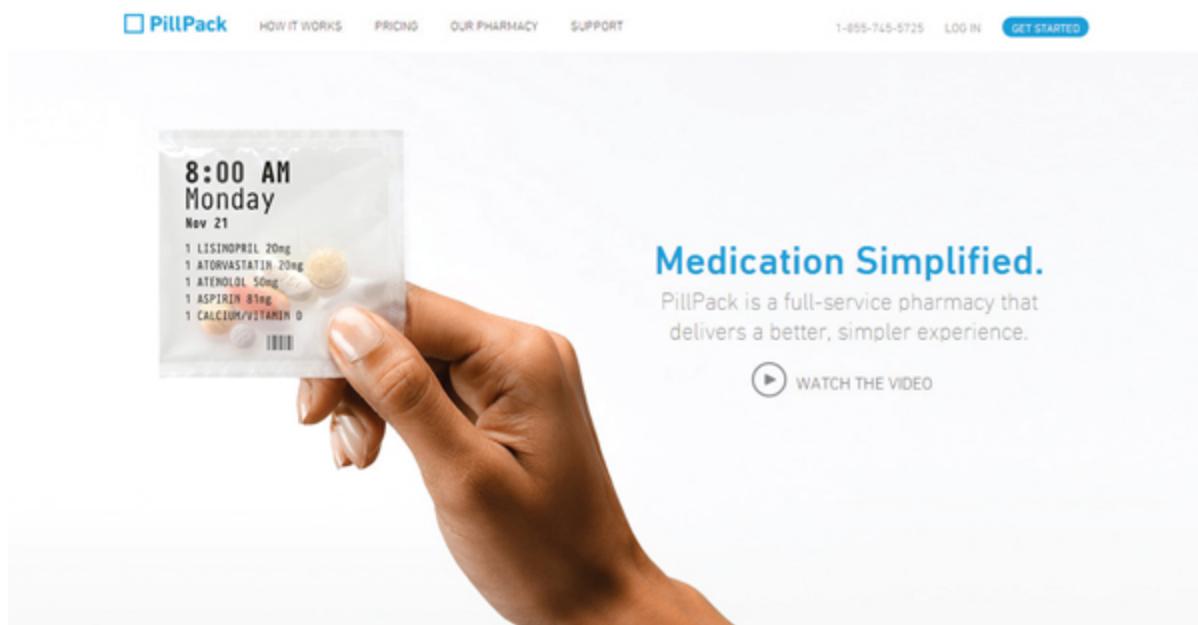
- It's a Wrap:** A graphic showing a person knitting a long scarf, with a dimension of "400m x 2mm" indicated.
- The Big Day:** A photograph of Jim sitting on a lawn, and another of a wall with the words "JIM'S SCARF" painted on it.

<http://bradleyhaynes.com/freelance>



I spend some of my night hours designing for a few select friends and clients. Coffee is a big contributing factor.

<https://pillpack.com>



PHARMACY REINVENTED

Why choose PillPack as your pharmacy?

We simplify the process of managing medications through a combination of convenient packaging, modern technology, and personalized service.



Anti-Flat Designs

Quite often flat design is described as the opposite of a skeuomorphic approach to design. Skeuomorphic design is when a digital interface emulates its real world counter part. For example, a digital on/off switch that is made to look like a real world switch. This contrast between flat and skeuomorphism is most likely due to the evolution that has occurred on Apple devices. They are transitioning away from the skeuomorphic approaches Steve Jobs endorsed. While I understand the connection between these two styles, it is a contrast that makes the most sense in the world of native mobile apps and mobile operating systems. Look to the web and you will find that web designers very rarely rely on skeuomorphs—at least to the degree they did in previous versions of iOS.

This got me thinking: what is the real opposite of flat design? I have not-so-cleverly dubbed it anti-flat design. This approach doesn't rely on over-the-top skeuomorphs, but does manage to essentially ignore the flat style. The samples collected here have depth and visual richness that disconnects them from the flat and minimalistic styles quite vividly.

A fantastic example of this is the Maryland Brewers' Harvest website ([FIGURE 1](#)). If you were to remove the various textures used in the site and substitute the dynamic decorative type with flat text, this example easily could have been flat. And yet it is not. As you consider the topic and content of the site, the visual richness they have opted for is perfect. It fits the organic colors and various textures we associate with beer—as seen in the imagery on the site.

Another example of this approach is the Dash site (**FIGURE 2**). Again, this could have oh-so-easily been yet another flat design. Instead it has gradients (gasp!) and even some shadows (don't faint). I know, it is really shocking isn't it? Interestingly, the site relies on things that are shunned right now, and yet the site feels completely fresh and modern. I don't feel that it is dated or out of place at all. It feels perfectly natural and has a unique and beautiful style. After an overdose of flat design, the buttons do in fact feel more clickable, and the action items on the site feel just a bit more obvious.

As always, consider what you can take away from this. Perhaps the answer is to take an otherwise flat design and put a small touch of non-flat back into it. Through this the design takes on a fresh feel, and the action items can be extremely obvious. Frankly, this is pretty much what all of the examples here have done. They take the same overall feel of flat design and add a dash of anti-flat design back in.

FIGURE 1: <http://mdbrewersharvest.com>



FIGURE 2: www.thedash.com

The screenshot displays the thedash.com homepage and a detailed view of a dashboard creation interface.

Header: The header includes the "DASH" logo, navigation links for "Home", "Explore", "News", "Support", and buttons for "Log In" and "Sign Up".

Main Content: A large banner at the top says "Create beautiful dashboards with a few clicks." Below it is a preview of a dashboard featuring:

- A news feed with stories like "Top Stories - Google News" and "As it happened: Philippines typhoon disaster".
- A clock showing "8:54 AM".
- A weather card for "Sydney, Australia" with a temperature of "63°".
- A "Server Status" section showing ping times for various services like spidermonkey.org, github.com, thedash.com, and alp.io.
- A "People on thedash.com" counter showing "17" people online.

To the right of the dashboard preview, there's a message from the company: "Hi, we're Dash. We help you keep an eye on all kinds of important information. It's like being in a control booth for your life!" with "Sign Up for free" and "Explore Dashboards" buttons.

Features Section:

- Build:** Shows a "Build" icon and text: "Create your unique dashboard on an endless freeform canvas. The only thing limiting your dashboard's design is your imagination."
- Connect:** Shows a "Connect" icon and text: "Add widgets that connect to all kinds of popular services. Then sit back and watch your dashboard light up with realtime updates."
- Share:** Shows a "Share" icon and text: "Share your dashboard with the world by just flipping a switch. If you want to keep your data private, that's just fine too."

Bottom Preview: A larger preview shows a dashboard with multiple cards, including a "Pringles" card, a "Weight" graph, a "Body Measurements" graph, a "Comments for Instagram" list, a "506ms" latency graph, a "Withings bathroom scale" graph, and a "Facebook Insights" card.

Footer Text: "All of life's data in one place" followed by a paragraph about staying updated with news, weather, RSS, monitoring websites, and tracking personal data like Instagram photos and Withings bathroom scale.

Drip

SIGN IN

More Leads. More Customers.

Instead of watching 98% of your visitors flee, imagine if you could easily capture their contact information from every page of your website, and delight them via email during the following weeks.

Drip makes this dead simple, and the results have been stunning. If a double-digit increase in conversion rates sounds interesting, check out our 5 step plan for how to get there...

1 Choose an opt-in form

It's a slam dunk using our wizard – a couple style choices and your form is ready to roll with high-converting default settings.

Choose an opt-in form Customize an email sequence Install our simple code snippet We send emails to visitors Watch your visitors turn into customers

TESTIMONIALS

“ Since implementing Drip, my subscription rate has tripled.”
Paul Yoder, [Dancertify](#)

“ Drip has measurably improved the number of new customers I net each month.”
Brennan Dunn, [Picscopic](#)

“ Some people have thanked me for using such a nice pop-up.”
Chris Lema, [ChrisLema.com](#)

OUR CUSTOMERS

www.tantefanny.at

The screenshot shows the homepage of the Tante Fanny website. At the top, there is a navigation bar with links for "Kontakt", "Meine Telge", "Rezepte durchsuchen", "Österreich", "Frisch gedacht", "Fein gemacht", and "Kochwerkstatt". The main header features a logo of a woman with the text "Tante Fanny". Below the header, a banner reads "Kochkurse KÖSTLICHE Inspiration" with a white bone graphic. A blurred background image shows hands preparing food on a wooden cutting board. A "Zu den Kochkursen" button is visible at the bottom right of the banner. Below the banner, there are three circular icons with dashed borders: "Rezeptheft" (showing a jar of jam), "Kochvideos" (showing a video camera), and "Newsletter" (showing an envelope). Each icon has a descriptive text below it: "Klein, kostendos und volles gewiss Ideen.", "Schauen Sie uns beim Kochen schüdig auf die Finger.", and "Die Neuigkeiten von Tante Fanny schmecken besondere frisch."

Kontakt Meine Telge Rezepte durchsuchen Österreich Frisch gedacht Fein gemacht Kochwerkstatt

Tante Fanny

Kochkurse KÖSTLICHE Inspiration

Zu den Kochkursen

Rezeptheft

Kochvideos

Newsletter

Klein, kostendos und volles gewiss Ideen.

Schauen Sie uns beim Kochen schüdig auf die Finger.

Die Neuigkeiten von Tante Fanny schmecken besondere frisch.

www.pwdo.org/ffc-2013

About

Speakers



Location

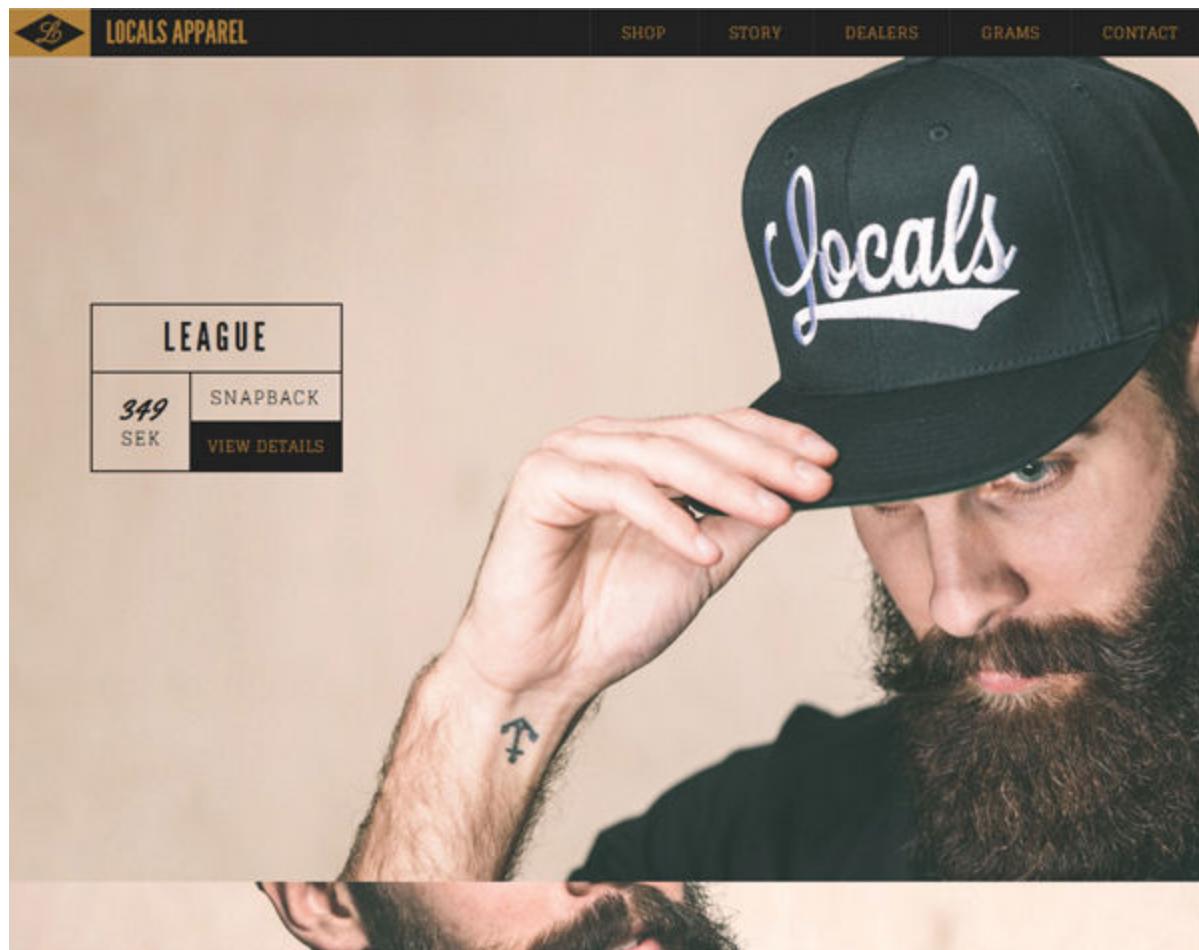
Register

FORM FUNCTION & CLASS 2013

*Annual Web design conference
Philippine Web Designers Organization*



www.localsapparel.se



The image shows a close-up of a man with a full, dark brown beard. He is wearing a black snapback baseball cap. The word "locals" is printed on the front of the cap in a white, stylized, handwritten font. The letter "o" has a purple outline. He is holding the brim of the cap with his right hand, looking directly at the camera with a serious expression. In the background, there is a plain, light-colored wall.

LEAGUE

349
SEK

SNAPBACK

[VIEW DETAILS](#)

LOCALS APPAREL

SHOP STORY DEALERS GRAMS CONTACT

<http://good-morning.no/casestudies/good-morning-breakfast>

Cannes Lions BREAKFAST APP

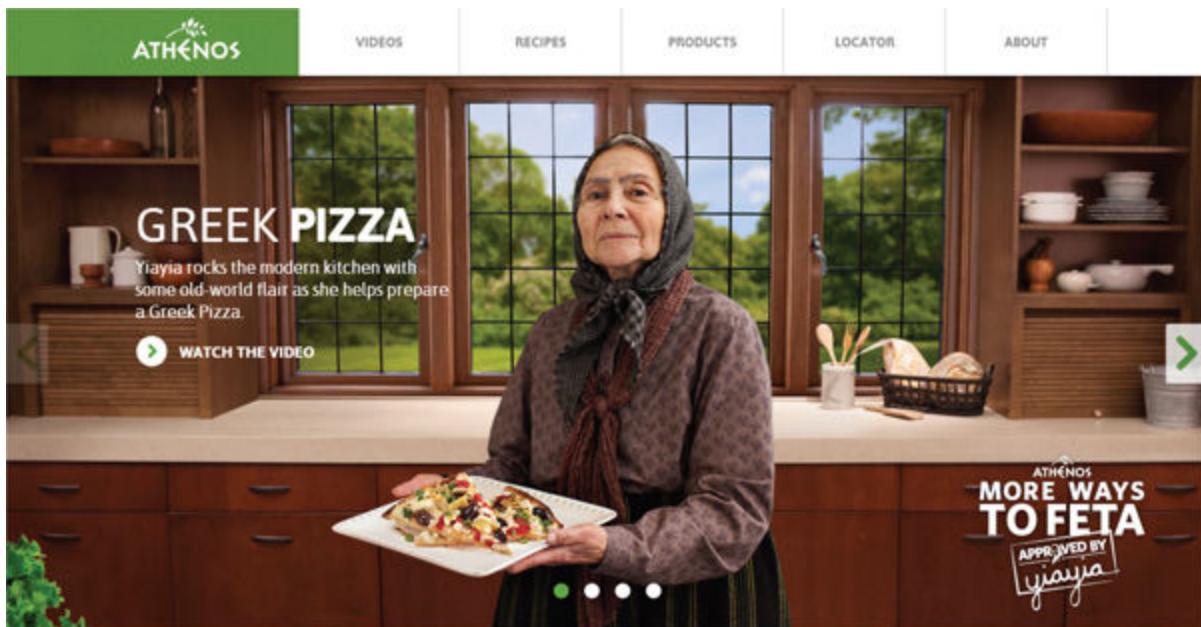
Good morning BREAKFAST

It's all FREE

SCROLL DOWN

The CASE VIDEO

This advertisement features a hand holding a smartphone displaying a mobile application interface. The app screen shows a timeline from 06:00 to 12:00 with various icons. The background is a tropical beach scene with palm trees, a bottle of Good Morning Club rum, a glass of juice, and a fruit platter. A circular badge says "It's all FREE". The text "Cannes Lions BREAKFAST APP" is at the top, and "SCROLL DOWN" is at the bottom. The main title "The CASE VIDEO" is at the very bottom.



COOKING WITH YIAYIA

Learn to liven up your cooking with a twist of this, a pinch of that and a healthy dash of honesty from Yiayia.

WATCH THE VIDEO

www.rentalengine.com

The screenshot shows the homepage of rentalengine.com. At the top, the website's name "rentalengine" is displayed in a blue and grey logo. To the right, there are "SIGNUP | LOGIN" buttons. The main headline "FIND AN APARTMENT NO BROKERS, NO PROBLEM" is centered above a search bar. The search bar contains the placeholder "Where do you want to live?" and includes a location pin icon. Below the search bar is a green "LEARN MORE" button. The page features several promotional sections: one about over 4000 listings with a note about daily email newsletters; another showing apartment buildings in Tribeca, Upper East Side, and Downtown Brooklyn with their respective prices; a graphic illustrating how rentalengine aggregates listings from various sources like Abingdon and Equity Residential; and a statement about NYC renters paying average broker commissions. There are also sections about landlord vacancies and rentalengine's commitment to quality, no spam, no fakes, and no fees. The bottom section highlights the delivery of real quality listings and shows a tablet displaying the website's interface.

SIGNUP | LOGIN

FIND AN APARTMENT NO BROKERS, NO PROBLEM

Where do you want to live?

LEARN MORE

OVER 4000 LISTINGS
Don't worry. We send you the *best* of the bunch daily!

TRIBECA Studio \$2,700

UPPPER EAST SIDE 1 Bedroom \$2,500

DOWNTOWN BROOKLYN 2 Bedroom \$3,500

abingdon

Equity Residential

NYC Renters pay on average \$4,500 in broker commission

Landlord vacancies are tough to find

WE Aggregate LISTINGS DIRECT FROM LANDLORDS

WE ONLY SHOW YOU REAL *Quality* LISTINGS.....

NO SPAM **NO FAKES**
Quality
NO FEE

WE DELIVER

RentalEngine.com (0)

<http://mailplaneapp.com>



WHAT IS NEW IN MAILPLANE 3?

Mailplane 3 is completely new. After six years in service, it was time to re-think Mailplane. It is still based on the same core values, but we redesigned and reconsidered it from the ground up. Enjoy it!

last & return



TABS

Switch between accounts instantly. No need to sign in.

<http://cervezaaustral.cl/viajealorigen>

The advertisement features a central brown glass bottle of "Nueva Austral TORRES DEL PAINÉ" beer standing on a rock in a lake. The background is a scenic view of the Torres del Paine mountains under a clear blue sky. In the top left corner, there's a small vertical logo for "CERVEZA AUSTRAL TORRES DEL PAINÉ" with a stylized mountain icon. To the right of the bottle is a dark rectangular box containing text: "NUEVA AUSTRAL TORRES DEL PAINÉ" in large letters, followed by "Un Viaje al Origen" in script, and a smaller paragraph about the product being a tribute to the unique place. At the bottom, there's a horizontal bar with the text "CERVEZA TORRES DEL PAINÉ" and five words: "TRANQUILIDAD", "SIMPLEZA", "TRADICIÓN", "ESFUERZO", and "PUREZA". A small orange arrow points to the right at the bottom right corner.

CERVEZA
TORRES DEL PAINÉ

TRANQUILIDAD

SIMPLEZA

TRADICIÓN

ESFUERZO

PUREZA

NUEVA AUSTRAL
TORRES DEL PAINÉ
Un Viaje al Origen

UN VERDADERO TRIBUTO E INVITACIÓN A BRINDAR
POR TORRES DEL PAINÉ, UN LUGAR ÚNICO
RECONOCIDO A NIVEL MUNDIAL Y UN SÍMBOLO
DISTINTIVO DE CERVEZA AUSTRAL.

<https://spacebox.io>

The image shows the homepage of the Space Box website. The background is a photograph of a rugged mountain range at sunset or sunrise. At the top center, the text "Payments Made Simple." is displayed in a large, white, sans-serif font. Below this, a prominent orange button with the text "Sign Up • Free" in white encourages users to sign up. The main content area is divided into two sections: "Accept Payments" on the left and "Recurring Billing" on the right. Each section includes a small icon, a title, and a brief description. Below these sections, there is a large image of a tablet and a smartphone displaying the Space Box mobile application interface, which shows user profiles and payment-related information.

Payments Made Simple.

Sign Up • Free

Accept Payments

Space Box makes accepting payments quick & easy. Setting up 'Spaces' takes just seconds. Even add your own logo and header image to personalize each Space.

Recurring Billing

Charge customers on a recurring basis for access to your content. All membership sign-ups, management and billing is taken care of for you. [Try it out!](#)

iOS SPACE BOX

Drew Wilson

SIMPLY DATA CONTENT MEMBERS

RECURRING

Drew Wilson

MEMBERS

3-D Designs

The 3-D design style is another trend that has a bit of a anti-flat design feel to it. Before your mind gets carried away, I am not describing sites that make use of radical 3-D environments in which you move around. I am focused here on sites that make small use of the approach. For example, the Safebyte ([FIGURE 1](#)) site uses a very subtle effect in the background to create a small sense of dimension. The images are at an angle and have a shadow, so you feel they recede into the background. The depth-of-field effect plays a significant role in the style as well. The point here is that the site has a sense of depth—achieved through imagery—but it does not attempt to be overly three-dimensional in nature.

Another fun example is The Design Files Open House website ([FIGURE 2](#)). Here a simple photograph is placed behind the content (a rather popular approach, as found in the White Text on a Photograph chapter on page 104). In fact, the home page is a series of photos that all support this dimensional effect. The site is incredibly minimal, and yet the careful use of beautiful photographs gives the site a unique sense of depth.

The Greats site ([FIGURE 3](#)) has a beautiful holiday-themed element at the top of the page. Here the overlap of the ornaments combined with the shadows below them creates a simple 3-D effect. The results are simple but beautiful and captivating.

Overlapping elements is such a simple way to create depth and can result in some gorgeous results. A lovely example is the G-Star RAW home page ([FIGURE 4](#)). In cases like this you can get away with the user not being

able to read the full text. This won't always work, but here it does beautifully. The site has a gorgeous illusion of depth.

A few years ago the web was bonkers over the use of parallax elements. Every now and again you still find it at work (and most often in brilliant ways). The usage on LaTablaDeGisela.com certainly fits this description. The colored elements at the bottom move in a parallax way, which is further reinforced by the out-of-focus elements that enhance the notion of depth. The results are animated as you move the mouse around the screen. It is a simple detail, but one that catches your attention and draws you in.

The use of depth brings a sense of life to these otherwise streamlined sites. Again, it feels a lot like these would be classic flat designs, but the designer has added some vividly non-flat elements to give the sites a depth they would otherwise lack. The sites are unique, gorgeous and stand on their own as distinct styles and brands.

FIGURE 1: www.safebyte.com

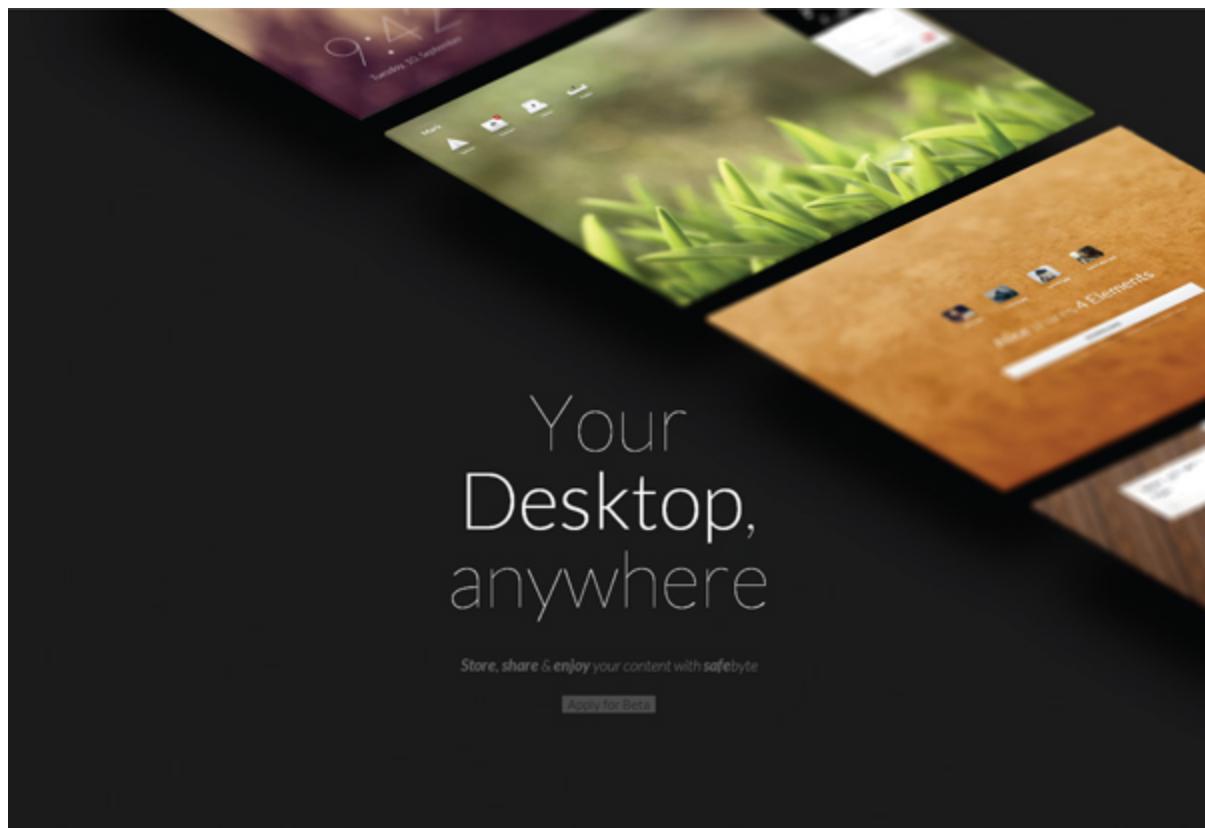


FIGURE 2: www.thedesignfilesopenhouse.com

The Design Files OPEN HOUSE

The Design Files Open House is back again in 2013, with two new locations, and lots of fabulous new Australian art and design to showcase!

FIND OUT MORE

WHERE & WHEN

Hawthorn, Melbourne
21ST - 24TH NOVEMBER

Surry Hills, Sydney
5TH - 8TH DECEMBER

VISIT OPEN HOUSE

FEATURED SUPPLIERS

Galerie Montmartre

Büro-Organisation

Tarich

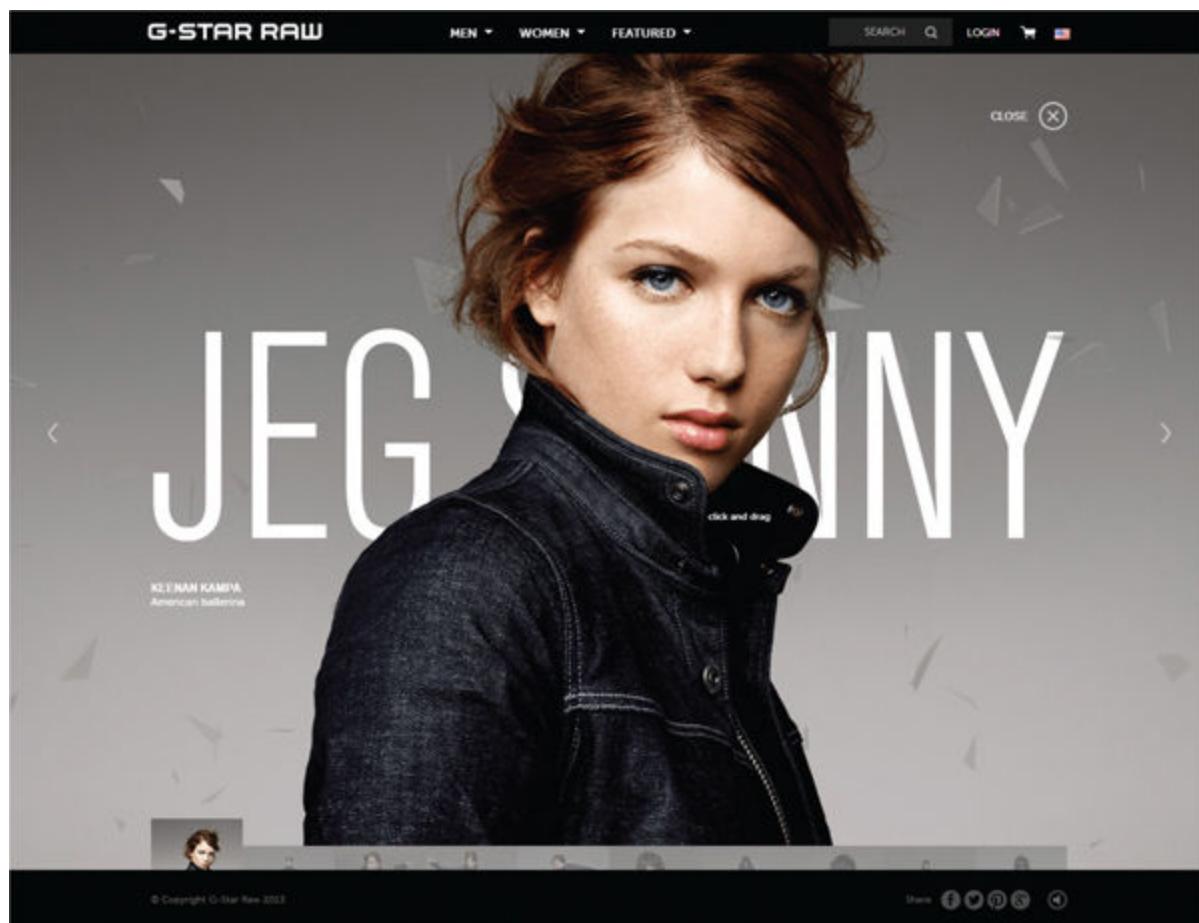
SEE ALL

ABOUT VISIT SUPPLIERS NEWSPAPER CONTACT

FIGURE 3: <http://greatsbrand.com>



FIGURE 4: www.g-star.com



www.themobileindex.com



The screenshot shows the homepage of the Sia website. At the top, there's a red header bar with the 'Sia' logo. Below it, a navigation menu includes 'About Sia', 'Process', 'Products', 'Sustainability', 'Made in Portugal', and 'English'. On the left side, there are two small awards: 'SITE OF THE DAY' and 'ED BRONZE'. The main visual features a clear plastic bag of chips with a red circular logo that says 'CREATE YOUR Chips'. To the right of the bag, the text 'Your Brand, your products.' is displayed in a stylized font, followed by a smaller text: 'We produce your own brand of crisps to the highest quality standards.' Further down, there are images of a wooden spoon with yellow batter, a dark brown spoon, and a small yellow bowl labeled 'Sunflower Oil'. A bunch of fresh parsley is also visible. A call-to-action section titled 'Copyright Recipes' is centered, with a 'Like' button icon and the text: 'Click "Like" on our Facebook page to receive notifications of new recipes!' Below this, a white plate on a wooden surface has a dashed circle in its center with the text: 'Shortly, renowned chefs will create recipes with crisps for you!'. In the bottom left corner, a hand wearing a white glove holds a wooden spoon. In the bottom right corner, there's a pile of raw potatoes. The overall theme is rustic and food-related.

Sia

About Sia Process Products Sustainability Made in Portugal English

SITE OF THE DAY

ED BRONZE

CREATE YOUR Chips

Your Brand, your products.

We produce your own brand of crisps to the highest quality standards.

Scroll for more! ↴

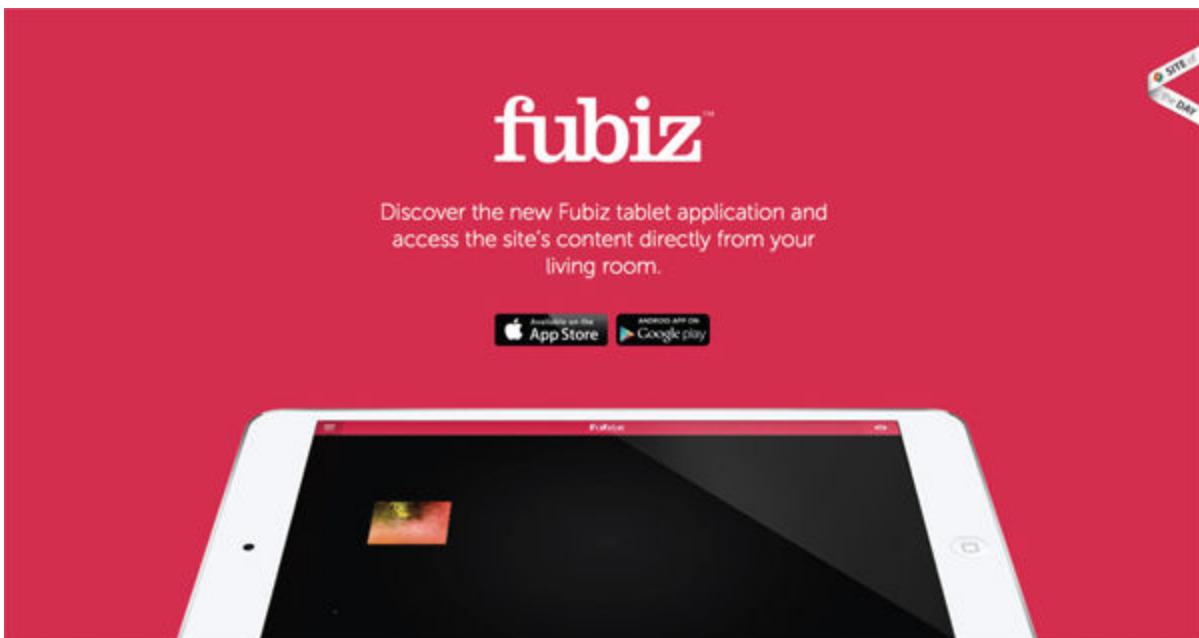
Copyright Recipes

Click "Like" on our Facebook page to receive notifications of new recipes!

Shortly, renowned chefs will create recipes with crisps for you!

Coming Soon

<http://tablet.fubiz.net>



Fubiz for iPad

Now discover the Fubiz iPad application and access all your articles and content from your tablet. New ergonomics and design ensure reading and viewing comfort.

Constant evolution

Purpose of this application is to provide you with the best Fubiz experience on tablet. The app will be improved in the coming months and we wish to get you involved in this project. Hence we are entrusting you with a mission of choice : suggest new functions, and tell us which existing ones should be top priority.

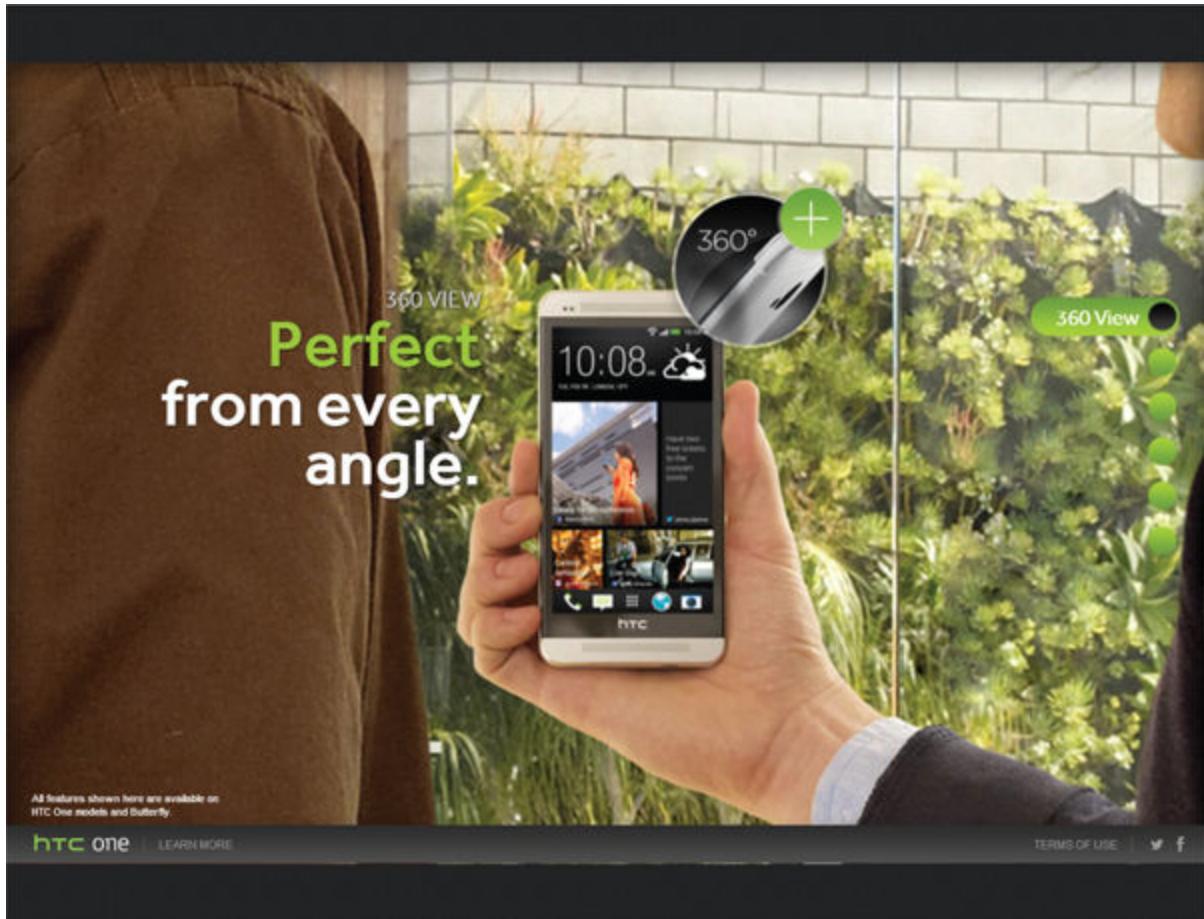
Add & pick the new functions

A blurred background image showing a person's hand holding a tablet device, suggesting a user interacting with the Fubiz application.

iPad and Android. Unique experiences

We developed the application on both platforms so as to offer the same quality of experience.

<http://one.htc.com/experienceit>



www.sweez.com.br

Início a sweet delícias blog franquias atendimento

#cupcakes *hummm*
treats

Sweez sweet & frosting

a CASA o CONCEITO

A Sweez assinalha-se por coffee dos anos 1950. Sua querida chefes-chefes: confeiteira, chocolatera, cafeteria e gelateria italiana. Conta com espaço para mini-reuniões, happy hours e lounge. O atendimento é pautado por diretores internacionais e o evidente toque brasileiro. Os empresários Carino Bidese e Gabriel Dolatto aproveitaram o interesse gastronômico para a materialização deste sonho.

[tour virtual](#)

www.mixd.co.uk

MIXD
WORLD CLASS WEB DESIGN

HOME ABOUT APPROACH WORK BLOG CONTACT

MADE IN GERMANY STAEDTLER Noris HB | 2

SEE HOW WE WORK

BEAUTIFUL FORM,
PERFECT FUNCTION.

We create beautifully-crafted websites that stand out from the crowd – and perfect function comes as standard.

www.latabladegisela.com

 RED BULL

RED BULL TV ATLETAS EVENTOS MOTOR BIKE SURF SNOW MUSICA SKATEBOARDING AVENTURA
GANADOR GISELA PULIDO JERADO GISELA

LA TABLA DE
GISELA



YA TENEMOS
GANADOR

¡Enhorabuena Álvaro Espinosa de los Monteros!
Gisela Pulido ya tiene su nueva tabla "Rubik Summer Thrill"

<http://180g.co/vellum>

180g.

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And with its full-featured text editor, you can use Vellum to continue editing your book (or even write a new one from scratch).

FIND YOUR STYLE

Pick the perfect style for your book from dozens of possible formatting options in Vellum's Style Carousel.

Minimal

One of my favorite categories—one that has found its way into all of my Idea Books—is the minimal style. This style has been around for ages and has its roots clearly in the modern design movement, which of course easily predates the web. The work of Dieter Rams and his 10 principles of good design vividly communicate the principles at work in the sites shown here. I encourage you to read more about Dieter and his principles (Dieter Rams on Wikipedia: http://en.wikipedia.org/wiki/Dieter_Rams).

Consider one of Dieter Rams's principles: "Good design makes a product understandable." Think of this as you consider the IndMusic website (**FIGURE 1**). The product this company offers is vividly clear and the minimalistic approach allows the clear value proposition to stand out. This approach can easily be found in many of the other examples as well, such as the Fiiinta website (**FIGURE 2**) or the Just Us site (**FIGURE 3**).

Another of the principles states that "Good design is long-lasting." One could interpret this on the web as a timeless style that doesn't need to be updated simply because the visual aesthetic has changed. I think Howard Yount (**FIGURE 4**) embodies this perfectly. The site could have been made ten years ago, and I see no reason why it will feel out of date ten years from now. Except for the product they sell, the design of the site is timeless. Part of the reason for this leads me to the final principle I want to consider.

"Good design is as little design as possible" perfectly reflects the essence of the minimalist style. This is, in fact, one of the most effective ways to achieve a solid, long-lasting design that relies on very little supporting design, as we noticed on the Howard Yount site. As a result, the true beauty

of this design is that it is both long lasting and minimalist in nature. I won't say it will be timeless forever, but many of the sites you would place in this category are close to that. The Molly & Me Pecans website (**FIGURE 5**) demonstrates this effectively. The site most certainly has as little as possible, and it is hard not to suggest that the design is timeless.

FIGURE 1: www.indmusicnetwork.com

The INDMUSIC website homepage features a large black vinyl record graphic centered on the page. On the left side of the vinyl, the text "Streaming has become a significant source of income for artists of all sizes." is displayed in white. On the right side, there is a small YouTube logo. At the bottom of the vinyl, the text "THE BASICS" is visible. In the top right corner of the page, there is a navigation menu with links to "BASICS", "RESULTS", "PRESS", and "CONTACT".

Make *money* with your music videos.

Streaming has become a significant source of *income* for artists of all sizes.

THE BASICS

YouTube

Whether fans watch videos on your channel or use your music in their own content, the views are *happening on YouTube*.

INDMUSIC is YouTube's Largest Music Network, working with independent musicians, labels, and content creators to better monetize their YouTube views without sacrificing creative control or rights to their content.

If you are already creating great content or have never uploaded a video, by partnering with INDMUSIC, you gain access to all the tools necessary to dominate the YouTube platform. Here's how:

Optimization

We use best practices in channel strategy and content delivery to grow and maintain your audience. Through proprietary Content ID query technology, we find more

Analysis

Advanced demographic and engagement reports are nothing new to us. Coupled with a thorough, constant analysis of feedback on key search terms, we

Monetization

With premium advertising and product placement within your content, we will maximize your revenue. We also administer Master and Publishing Rights to generate

FIGURE 2: <http://fiiinta.com>

We are raising money on AngelList • [Help us get funded](#)

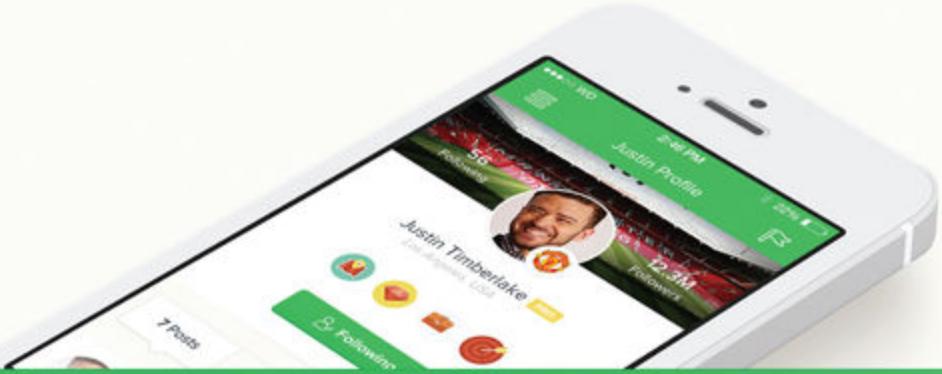
Füinta

Bringing your passion for football
into a new dimension.

Be the first to know when we launch.

Your e-mail goes here

GET ON THE LIST



So, be awesome and spread the word!

[Like on Facebook](#) [Tweet about us](#)

Send us an e-mail or Follow us on

2013 © Füinta. Proudly being built in the beautiful lands of Portugal.

FIGURE 3: www.justusdesigncollective.com

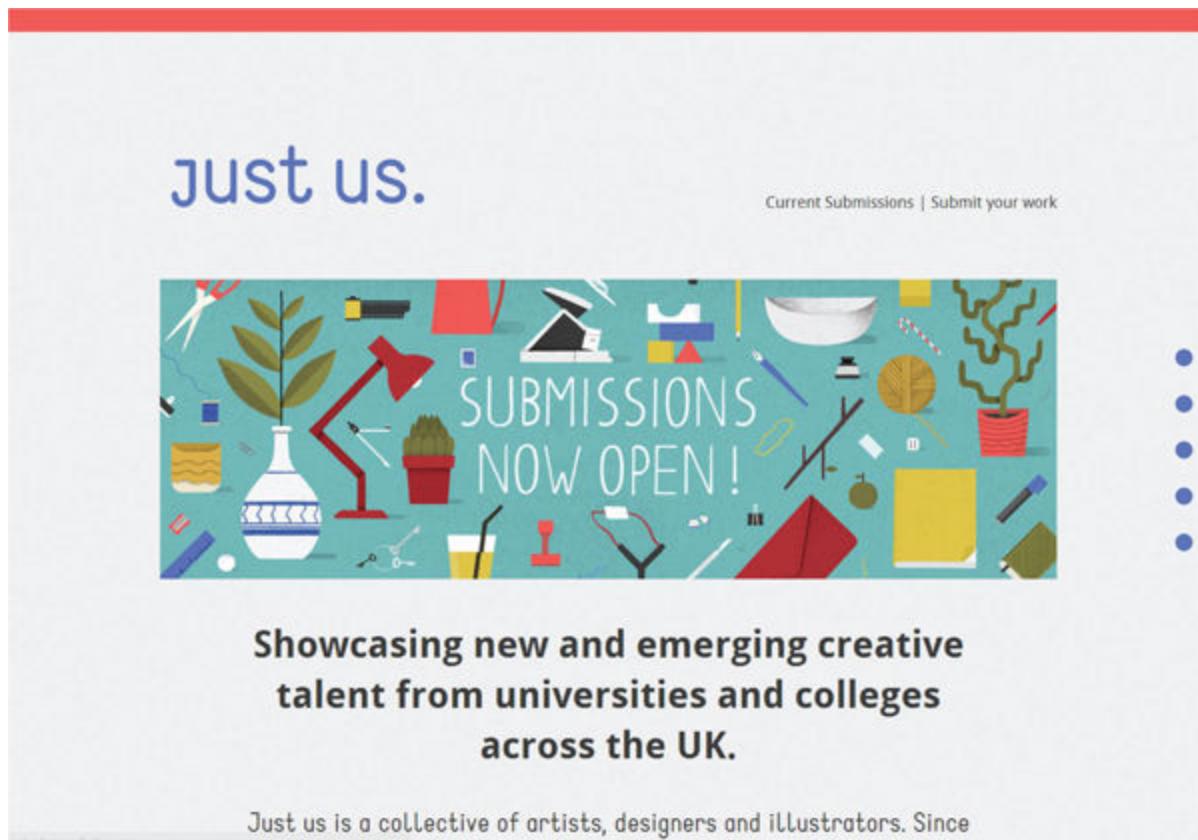


FIGURE 4: www.howardyount.com

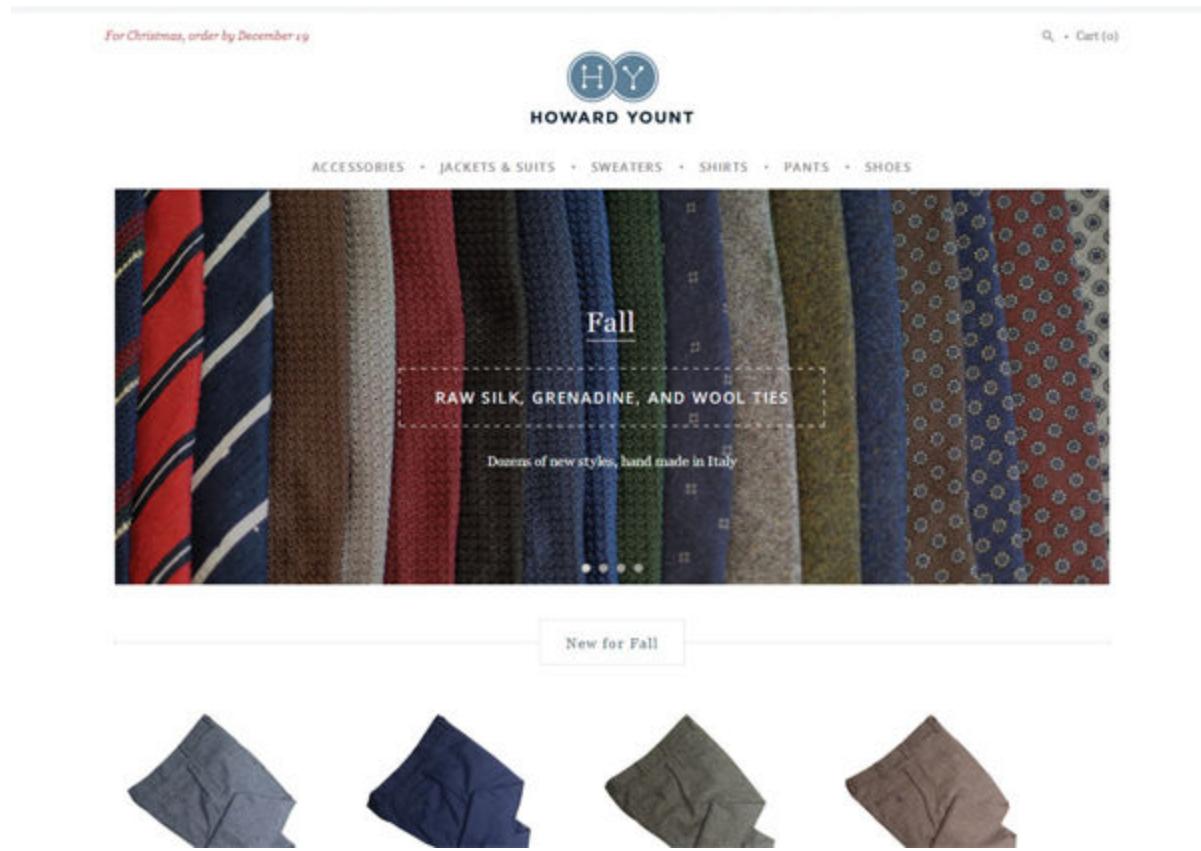
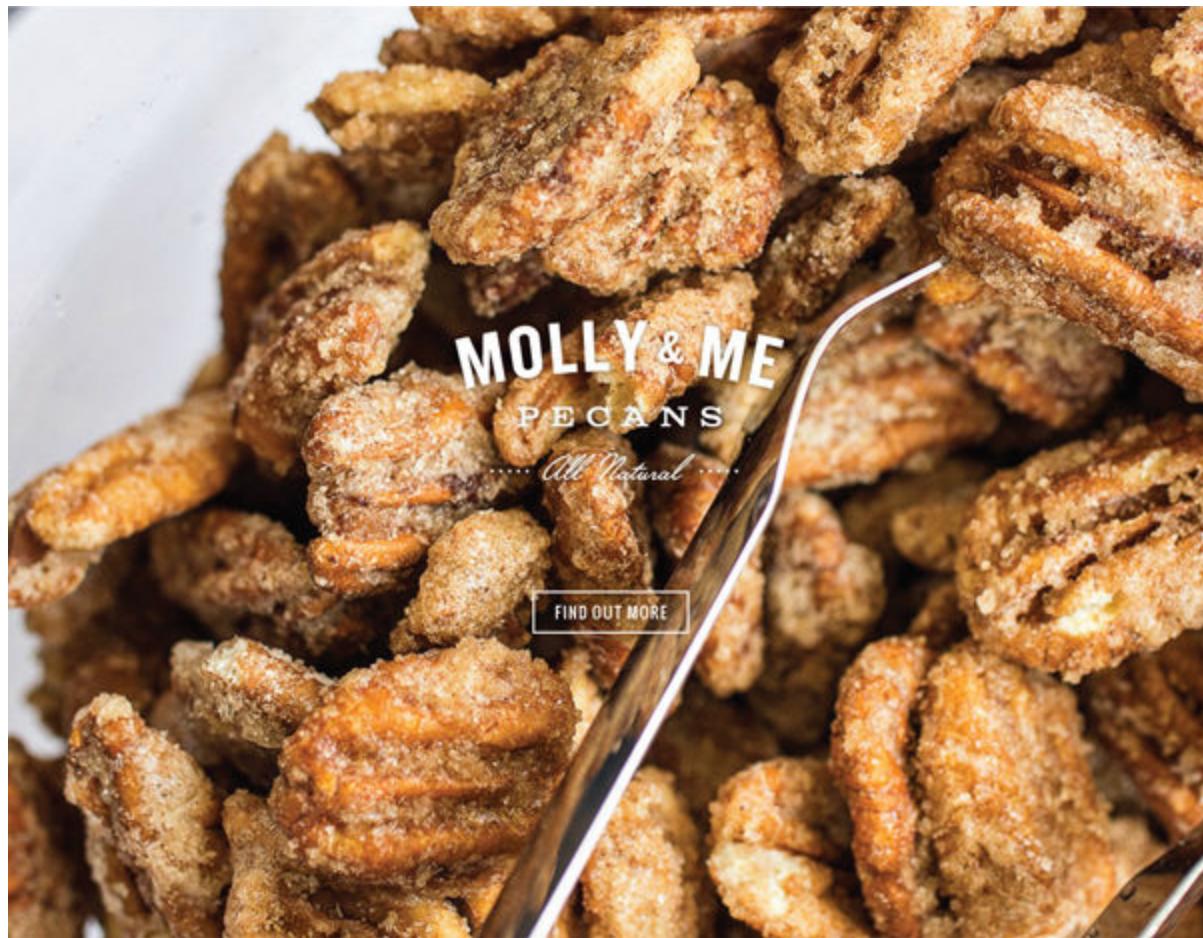


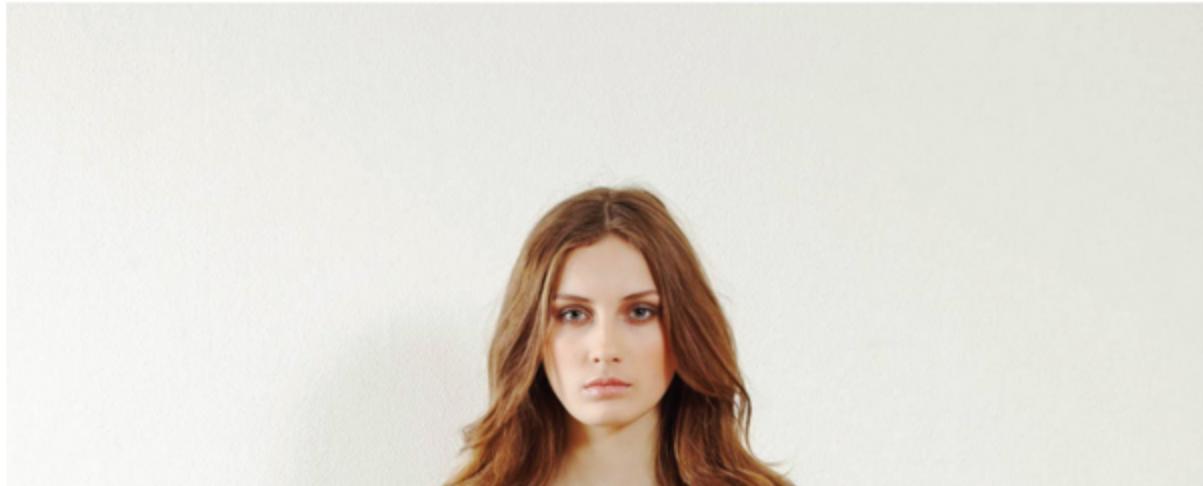
FIGURE 5: <http://mollyandmepecans.com>



<http://awbymary.com>

Rules by Mary

RULES BY MARY IS A SWEDISH FASHION BRAND FIRST LAUNCHED IN 2008. THE BRAND IS WELL KNOWN FOR COLOURS, PRINTS AND FEMININE SILHOUETTES. OVER JUST A FEW YEARS RULES BY MARY HAS SETTLED ON THE FASHION SCENE IN SWEDEN AND BEEN RECOGNIZED AS AN EXCITING AND WELL KNOWN FASHION BRAND FROM SCANDINAVIA. THIS IS OUR PARIS INSPIRED AW'13. ENJOY!



<http://madebyfriends.co/citibike>

Citi Bike

THE FIRST TWO YEARS

A look back on New York City's first-ever bicycle share program



The Bike

What makes Citi Bike bicycles unique?



The bike's design blends a unique combination of wireless and green technologies for getting around the city safely and efficiently.





The bike's designer created for a low-carbon urban lifestyle instead of a car. It's currently the most efficient bike in the country by 10 miles per watt.

A GPS and RFID anti-theft device for every bike. A portion of the data is available on Citi Bike's website.

A kick-ass headlight that charges whenever someone rides the bike or walks past it.

What inspired the bike's look-and-feel?

"I TRIED TO MAKE IT VERY ELEGANT. THE FRAME IS A BOOMERANG [WHICH] GIVES THE BIKE A VISUAL ... AND EFFECTIVE STURDINESS."

— Michael Dubois, Citi Bike's lead designer

How does Citi Bike compare to bike share programs worldwide?



Category	Citi Bike	Other Bike Share Programs
Bikes	4,721	8,331
Stations	329	356
Docks	11,345	14,496

www.swissted.com

swissted

swissted is an ongoing project by graphic designer mike joyce, owner of **stereotype design** in new york city. drawing from his love of punk rock and swiss modernism, two movements that have (almost) nothing to do with one another, mike has redesigned vintage punk, hardcore, new wave, and indie rock show flyers into international typographic style posters. each design is set in lowercase berthold akzidenz-grotesk medium (not helvetica). every single one of these shows actually happened. [purchase official swissted prints here.](#) and [get the book here!](#)



www.usepeak.com

The screenshot shows the homepage of the Peak website. At the top, there is a navigation bar with the Peak logo, a "LOG IN" button, and a "SIGN UP" button. Below the navigation bar, a main headline reads "Stop disrupting your team." followed by a subtext: "Peak is the automated way to keep track of what everyone is working on." A callout bubble on the left side says "Brandon has been working nights lately." Below the text, there is a photograph of five diverse individuals standing in a row against a light blue background. At the bottom of the page, there is a white footer bar with the text "Want to try Peak? Tell us about your company." and a green "Get Started" button.

LOG IN SIGN UP

Stop disrupting your team.

Peak is the automated way to keep track of what everyone is working on.

Brandon has been working nights lately.

Want to try Peak? Tell us about your company.

Get Started →

<http://siiiimple.eu.pn>



What Is Siiiimple

Siiiimple is a 12 column css grid for your next web project. It's a really easy way to align, and **format content**. All you have to do is link the css file in the header of your site. Then your ready to go.

So why the four l's?- Because Siiiimple has 12 columns, and the number 12 has 4 even numbers you can divide it by: 2,4,6,12. Granted you could divide it by 8 or 10, but you will get a decimal afterwards.

How To Use It

Well there are 2 ways to use Siiiimple. The first is to simply take 100%, and divide it by the total number of columns you want to use. For example the class col_2 is going to take half the container because $100\% / 2 = 50\%$ The second way is to make sure the total number of columns in the container

<http://gcwatches.com/en>

The image shows the homepage of the GC Smart Luxury website. At the top, there is a navigation bar with links for COLLECTIONS, MENS, WOMENS, SMART LUXURY, and STORES. On the right side of the header, there are links for PRESS, CUSTOMER SERVICE, ABOUT, LANGUAGE ENGLISH, and a user icon.

The main banner features a close-up of a GC Classica Automatic watch with a dark dial and a leather strap. The text "GC CLASSICA AUTOMATIC" and "A statement of Classic Vintage" is displayed next to the watch.

Below the main banner, there are three smaller sections:

- A section titled "NEW ARRIVAL - ROSE GOLD PASSION" showing a rose gold watch with a white dial and a textured bracelet. The text "A true expression of feminine passion" is present.
- A section titled "MOMENTS OF SMART LUXURY" featuring a black and white photograph of a ballerina, Maria Tsurina, performing a dance move. The text "Maria Tsurina, Ballet Dancer" is included.
- A section titled "FIND YOUR PERFECT TIMEPIECE" which includes a link to "Stores".

At the bottom left of the page, there is a small watermark: "gcwatches.com/en/Mores".

www.harrys.com

HARRY'S

PRODUCTS

AUTO-REFILL

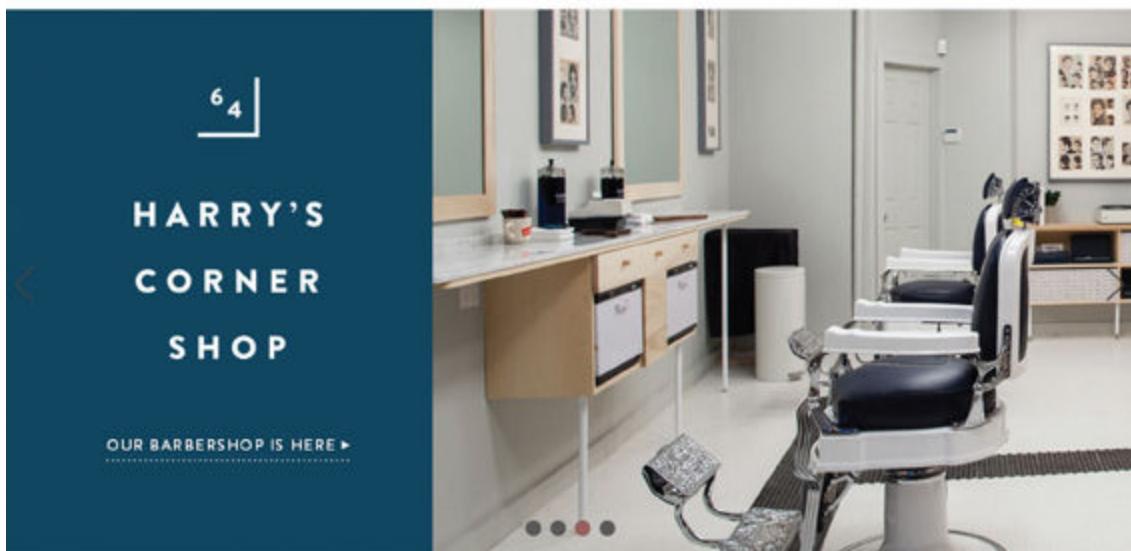
OUR STORY

GIVE A SHAVE

MAGAZINE

HELP

(888) 212-6855 Profile Cart (0)



FEATURED PRODUCTS

GERMAN BLADES. ERGONOMIC HANDLES. MOISTURIZING CREAM.



THE ENGRAVED
WINSTON SET
\$40



YEAR OF BLADES
\$52



THE ONE-TWO SET
\$12



HARRY'S BLADES
\$2 or less

[SEE ALL PRODUCTS](#)

MORE FROM HARRY'S

WE DO MORE THAN MAKE RAZORS, YOU KNOW.



<http://teacakedesign.com>

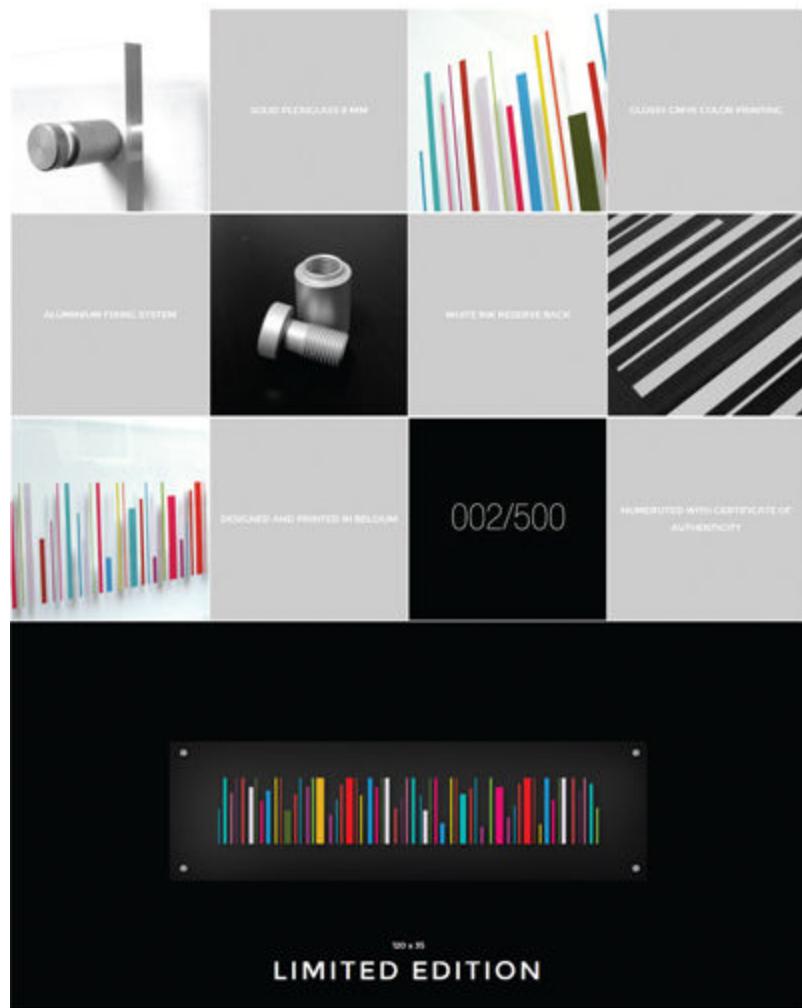
The image displays three vertically stacked screenshots of a website interface, all framed by a thick yellow border.

- Screenshot 1:** Shows a black header bar with the word "Teacake" in white. Below it is a large, bold, white sans-serif font title "HOLBECK GHYLL". At the bottom of this section are two small circular navigation icons: one with "1/3" and another with "2/2".
- Screenshot 2:** Shows a grid of six small, square illustrations of various people's faces, rendered in a sketchy, blue-toned style. The names of the individuals are written next to their portraits: "SALVADOR DALI", "PRES. LINCOLN", "KATE DANIELSON", "ANN HOLLOWAY", "SIR ARTHUR CONAN DOYLE", and "ELI WHITNEY".
- Screenshot 3:** Shows a white background with large, bold, red text "KATE DANIELSON" and smaller red text "ASSOCIA". A solid red horizontal bar is positioned below the name.

www.cmyk-tower.com



CMYK TOWER IS A COLORFUL PIECE OF ART DESIGNED SPECIFICALLY FOR ITS AESTHETIC APPEAL. FIRST COLLECTOR ARTWORK FROM THE NEW ONLINE DESIGN STORE OF DESIGNFIRST. THIS LIMITED EDITION WILL FIT PERFECTLY IN A CONTEMPORARY INTERIOR.



www.dandad.org

The screenshot shows the homepage of the D&AD website. At the top left is the yellow hexagonal logo. To its right, the text "Inspiring a worldwide community of creative thinkers" is displayed. In the top right corner, there are "Login / Register" links. Below the header, a navigation bar includes "Home", "D&AD", "Inspiration", "Awards", "Talent", "Learning", and "Search". The main visual is a large photograph of a person holding up a white board with the words "PUBLICITY SHY" printed on it, set against a brick wall. Below this image, a section titled "President's Lecture" features the text: "It's funny how a lot of people in advertising are shy when it comes to advertising... Mark Denton Esq. is not one of them." A horizontal navigation bar at the bottom contains links for "D&AD", "Inspiration", "Awards", "Talent", and "Learning", each preceded by a small circular icon.

Inspiring a worldwide community of creative thinkers

Login / Register

Home D&AD Inspiration Awards Talent Learning Search

PUBLICITY SHY

President's Lecture

It's funny how a lot of people in advertising are shy when it comes to advertising... Mark Denton Esq. is not one of them.

D&AD Inspiration Awards Talent Learning

D&AD Shop

<http://openings.gs>

 OPENINGS		A COLLECTION OF FIRST LINES FROM EVERYTHING +	ABOUT	SUBMIT	
		No son, never. The blood stays on the blade. One day you'll understand.			
Movie		Gangs of New York	Released 2002	 Tweet  Share	
Book		It is a truth universally acknowledged, that a single man in possession of a good fortune must be in want of a wife.	Jane Austen Published 1813	 Tweet  Share	
Movie		Are you watching closely?	The Prestige	Released 2006	 Tweet  Share
Book		We were somewhere around Barstow on the edge of the desert when the drugs began to take hold.	Fear and Loathing in Las Vegas Hunter S. Thompson Published 1971	 Tweet  Share	

Chromeless

This chapter follows the minimal one because as you will quickly see, they have a lot in common. In fact, this chapter is essentially a subsection of the minimal style. As usual, let's start by defining the style. Chromeless sites are those that are essentially void of any chrome, and by chrome I mean any sort of decorative containers. In the current web design trends it has become rather commonplace to avoid containers that frame content. Naturally, designers don't stick to this religiously, but it is still a common mentality. That said, the sites here make rather vivid use of the style and for the most part are completely void of any chrome.

A natural example that clearly shows its minimalistic roots is the Carrera Races site ([FIGURE 1](#)). The site of course is minimalist, but note that there is just a logo, navigation and content. There are no frames to contain things. This example is perhaps the simplest of the ones I have collected. For the most part, the rest of them rely on more complex visual styles where the lack of chrome is less noticeable. And though I believe the other sites could also be considered minimal, they are not what people typically think of when the minimal style comes to mind.

Take for example the TekRok ([FIGURE 2](#)), the Hosoi Kaban ([FIGURE 3](#)) and Natalie Sklobovskaya's ([FIGURE 4](#)) sites. Though these sites essentially look nothing alike, they all lack the same element: structural decoration. The sites clearly do not lack in the area of style, and are each quite beautiful for their own reasons. But none of them rely on the structure of the site to create the beauty. Instead the focus is essentially on the content, so much so that pretty much anything that is not content has been

removed. And though this description *sounds* like a minimalist style, I think you will agree when you view the screenshots that they are not your stereotypical minimal designs.

Some of the designs come really close to stepping beyond my definition of this style. For example The London Distillery site (**FIGURE 5**) has what might be considered chrome—the box of buttons, for example. However, I would argue that the buttons are the container, and therefore there is no container. It is for this reason that the style is somewhat elusive. At times it appears there is in fact a supporting structure that defines and decorates the layout. But as you focus on it more intently and break it apart you realize the content *is* the decoration. The results are a lovely step away from minimalism.

FIGURE 1: <http://carreraworld.com/us>



Carrera Fall/Winter 2013 Collection

[VIEW FEATURED STORY](#)

FIGURE 2: <http://tekroc.com>

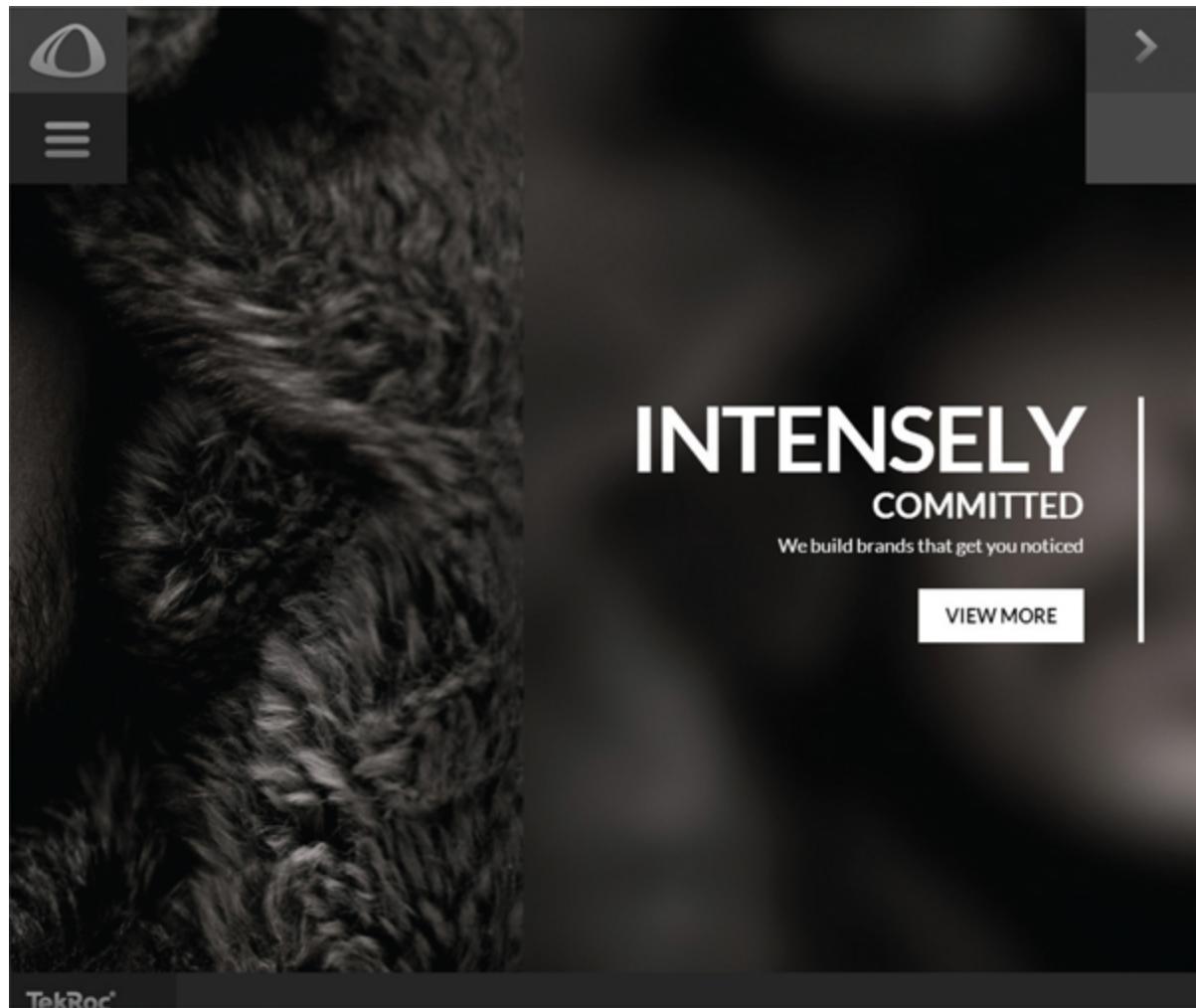


FIGURE 3: <http://kabanhosoi.com>



FIGURE 4: www.sklobovskaya.com

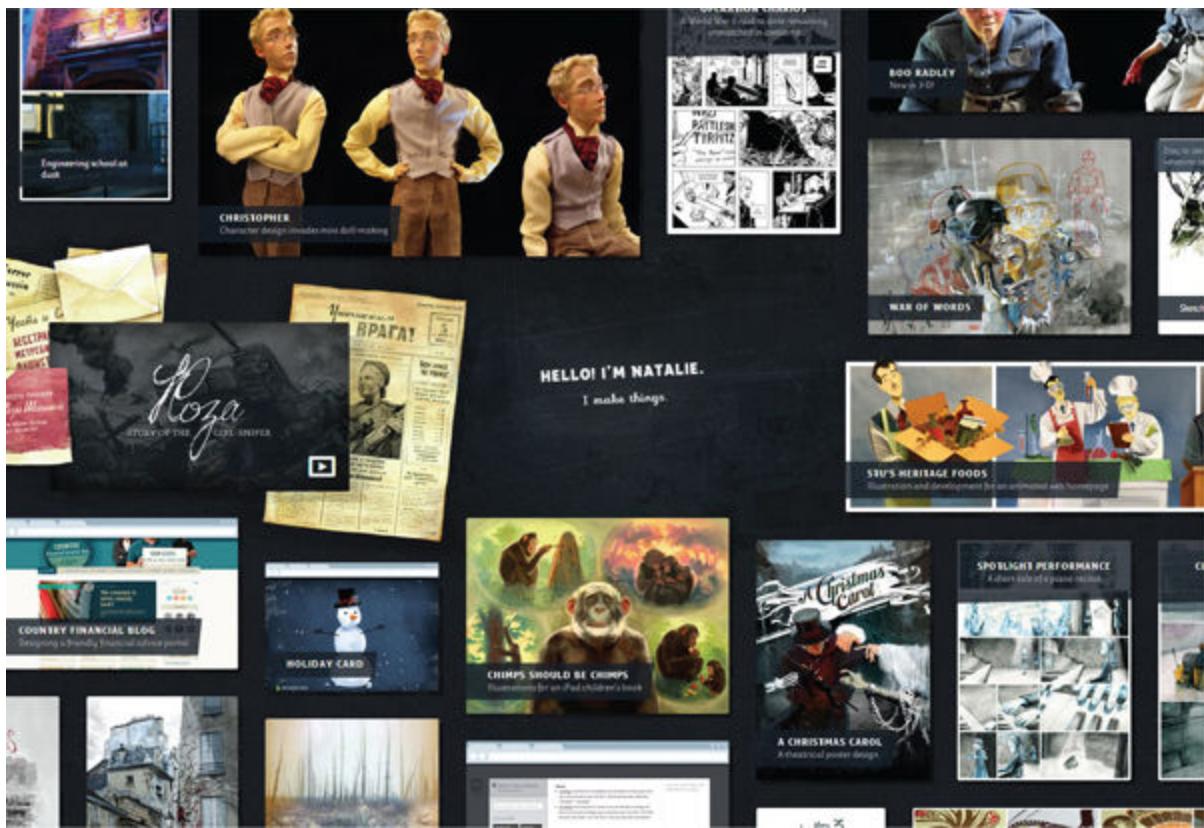


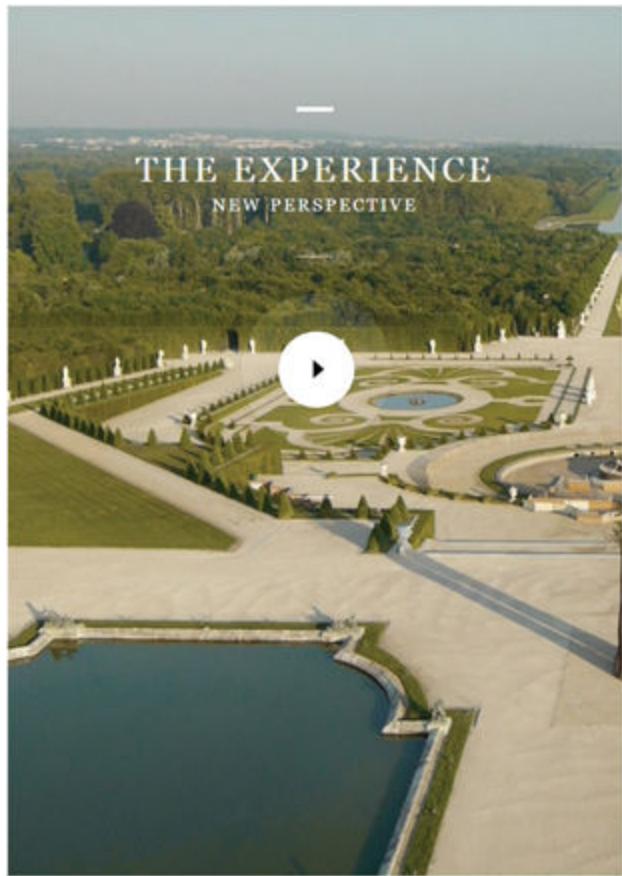
FIGURE 5: www.thelondondistillerycompany.com



<http://melanie-f.com>



http://lenotre.chateauversailles.fr/entries_en.html



THE EXHIBITION LE NÔTRE
LE NÔTRE
IN PERSPECTIVES

i ▾ ▶ ▾ EN ▾



<http://andy-wolf.at/onelove>



No 1 ————— SWEET SUMMER BREEZE

TO ME, FAIR FRIEND,

SHARE LOVE



No 3 ————— 302



ANDY WOLF, AUSTRIAN, HANDMADE IN AUSTRIA.

No 2 ————— 60%



No 4 ————— FASCINATION



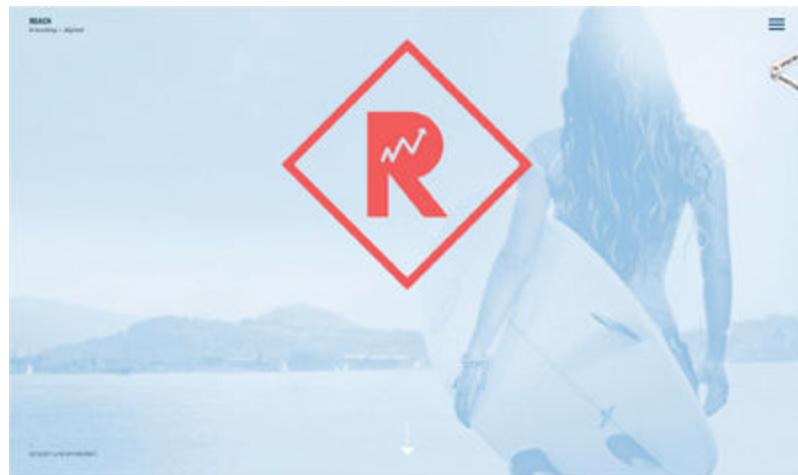
No 5 ————— ANOTHER DAY



No 6 ————— 824

YOU NEVER
CAN BE OLD,

www.reachpartners.ch



HALLO, WIR SIND REACH.
DIE AGENTUR FÜR BRANDING UND DIGITAL. WIR
SCHAFFEN MARKEN MIT LEIB UND SEELE.

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BRANDING.
UNSERE LEIDENSCHAFT

Wir entwickeln, gestalten und
realisieren innovative
Markenstrategien, strategisch
fundiert, kreativ und implementierend.



DIGITAL.
DIE ERSTE BEDEUTUNG

Die erste Begegnung mit der Marke
geschieht immer mehr online.
Deshalb ist für uns Digital Branding
weit mehr als Website Design.

▼▼ Unsere Arbeiten ▼▼

Wir arbeiten mit Leidenschaft und einer gesunden Portion Perfektionsasmus.
Auf dem Weg zur besten Lösung gibt es keine Abkürzungen. Schon gar
nicht, wenn wir ausgetretene Pfade verlassen. Aber wir finden, es lohnt
sich.



www.queenslandballet.com.au



LATEST

ON STAGE

BACKSTAGE

LEARN

SUPPORT

ABOUT



ON SALE NOW



SEASON
OVERVIEW



DANCE
DIALOGUES



COPPÉLIA
04/05/2014



ROMEO & JULIET
06/07/2014



FLOURISH
09/2014



CINDERELLA
09/10/2014

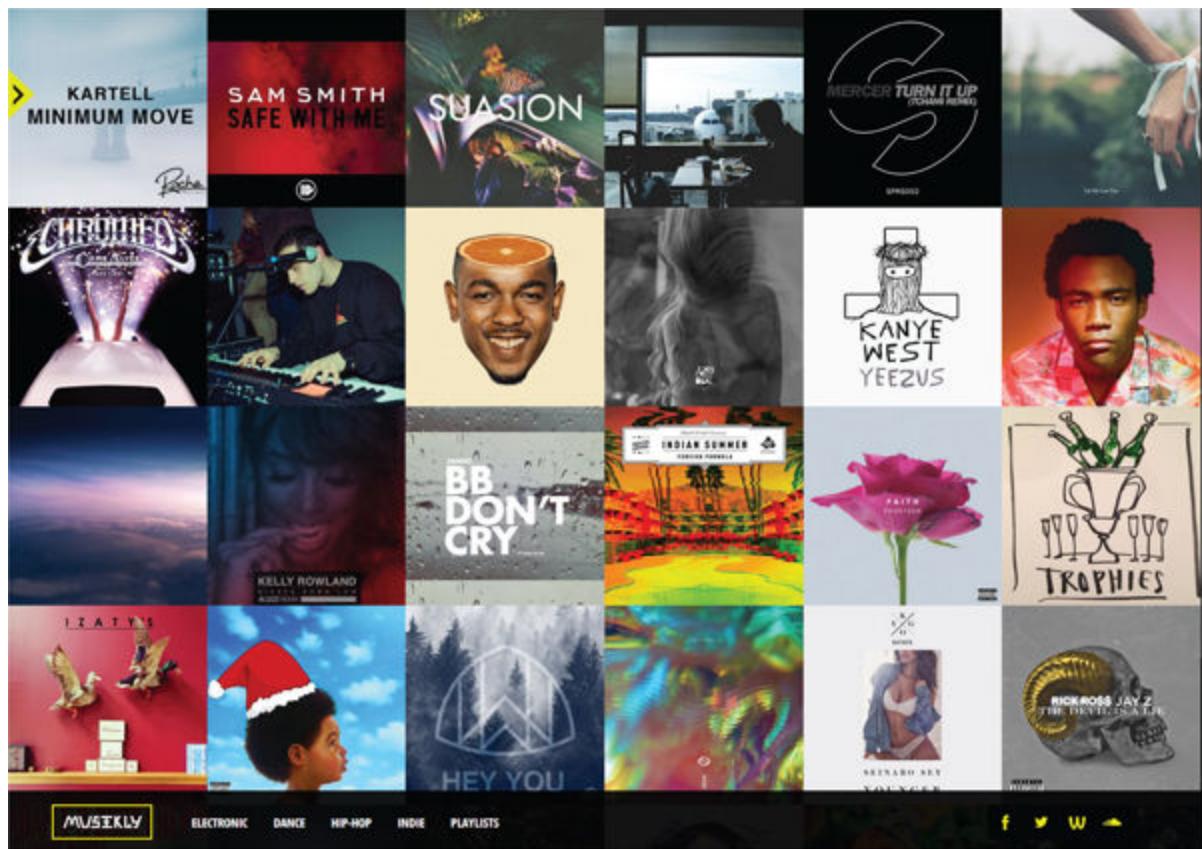


DANCE
DIALOGUES

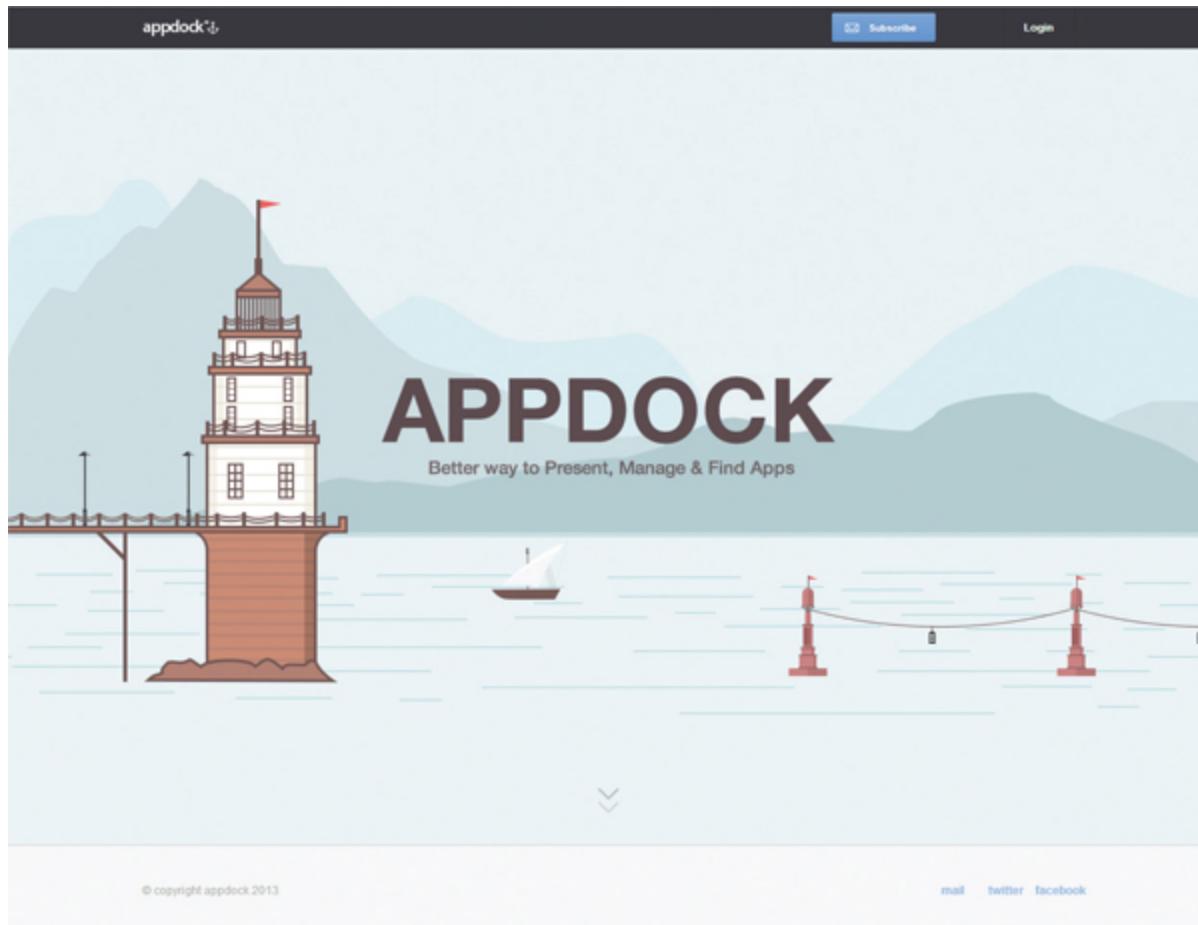


THE
NUTCRACKER

<http://museekly.com>



<http://appdock.co>



White Text On a Photo

You know you're onto a popular trend when you define the topic, start collecting sites, and about five minutes later you have enough to fill a chapter. This is exactly the case with the trend of placing white text over a photograph. Most often the photos are stylized in some way so that the white text clearly pops out. Once you notice this, you will find this recipe at work in countless sites. I actually had to work hard to avoid putting too many sites with this formula throughout this book.

Some trends, like this one, are simply not as exciting and can often feel mundane, even useless. I would concur that if you simply use this because it is a visual approach that looks nice, it can become a crutch. Instead, I propose you keep it in mind as a useful formula to bust out when the time is right. Though it is simple—and seriously overused—this trend does have its useful points.

For example, the combination of text and image results in a set of supporting elements. Consider the Tiny Footprint Coffee ([FIGURE 1](#)) website. One quick look and you no doubt know exactly what the site is about. The image and text work together to create a cohesive message. This, to me, is the saving grace for this formula: the results can be very meaningful through a repeated message. Though coffee beans on a coffee site is a bit obvious, and probably way overdone, the results are beautiful and it is hard to argue with the clarity of purpose.

Another example I find to be particularly effective is the Curt's Special Recipe site ([FIGURE 2](#)). Here the imagery isn't just some stylized stock photo—instead it is a shot of the actual product combined with some

beautiful textures. The results are not only gorgeous, even yummy, but also extremely helpful to the design of the site. Again, the combined messages of the text and photos work to reinforce and drive home the point of the site. No confusion here.

What this approach can also do is set a clear tone for a site. Compare the Seattle Cider Co. site (**FIGURE 3**) with the Martina Sperl site (**FIGURE 4**). Both use the same basic approach, and yet each has an extremely distinct feel. This is a very powerful approach that can really shape the feel of your site.

As with many trends, on the surface, this one is easy to discard. But as you dig in, I think you will find it is a rather effective tool. Just save it for the perfect scenario when it makes really good sense.

FIGURE 1: www.tinyfootprintcoffee.com

The website features a prominent banner at the top with the text "YOU DRINK COFFEE, WE PLANT TREES." and a subtext about being the world's first carbon-negative coffee. Below the banner is a section with a heart-shaped latte art image and a hand holding a small plant. The page includes sections for upcoming classes, latest news, and featured coffee.

TINY FOOTPRINT COFFEE

HOME STORY TRAINING NEWS CONTACT SHOP

**YOU DRINK COFFEE,
WE PLANT TREES.**

The world's first carbon negative coffee. Roasted locally, sourced ethically, and spreading good karma worldwide through reforestation since 2010.

VISIT OUR STORE

We love roasting great coffee. But, we equally love doing good things in the world. That's why when you drink our coffee, we plant trees. Tiny Footprint Coffee is the carbon negative, earth positive coffee that's takes sustainability to the next level, one tasty sip at a time.

LEARN MORE →

UPCOMING CLASSES

No Events Scheduled at this Time.
SEE MORE CLASSES →

LATEST NEWS

HONEY AND RYE OPENS IN ST. LOUIS PARK
Honey and Rye Boulangerie, located in the corner of 30th and Lexington Blvd in St. Louis Park, recently opened to a full house of people enjoying their artisan breads, pastries, etc.

READ MORE →

FEATURED COFFEE

GUATEMALA CAFE DE MUJERES

Bright notes of cherry and lemon zest that dissolve into buttery, caramel laced body with light nut notes in the finish.

BUY NOW

FIGURE 2: <http://curtsspecialrecipe.com>

The screenshot shows the homepage of [Curt's Special Recipe](http://curtsspecialrecipe.com). The top navigation bar includes links for HOME, GALLERY, WHERE TO BUY, CONTACT, and SHOP. A search icon is also present. The main headline reads "Ordinary Label. Extraordinary Ingredients." Below the headline are three jars of sauce: Salsa (medium), Barbecue Sauce (original), and Bloody Mary Mix. A small "GO BUY SOME!" button is visible. The background features a wooden surface and a warm, rustic aesthetic.

**Ordinary Label.
Extraordinary
Ingredients.**

For nearly 20 years we've been making salsa and now BBQ sauce and Bloody Mary Mix, the way it's meant to be made, in small batches, using the best ingredients we can find, and of course, Curt's original signature blend of herbs and spices.

GO BUY SOME!

It all started back in 1994. Turning a country cabin into a chef's kitchen.

Out in the Wisconsin woods, Curt and Betty Hollister, two self-described foodies, perfected their savory blend of tomatoes, onions and peppers and began selling their homemade salsa at local farmer's markets, under the anonymous name Curt's "Special Recipe" Salsa.

One million jars later, Curt's Special Recipe is still made the way it has always been made.

The Hollisters are no longer in the kitchen, but their handcrafted, small-batch way of doing things continues to be the bedrock of how we do things. And now, we're happy to introduce Curt's Special Recipe™ BBQ sauce and Bloody Mary mix.

Don't let the plain white label fool you.

Curt's Special Recipe™ isn't your typical mass-produced, bland, or watered-down sauce company. No sir. Behind these plain white labels are some of the freshest, most flavorful sauces you'll find anywhere, from tangy-mild, to knee-buckling hot, to bold, rich and smoky, we have a flavor profile sure to fit any sauce-lover's palette.

A circular inset image shows a close-up of a jar of Curt's Special Recipe Salsa. The label clearly displays "Curt's Special Recipe SALSA" and "NET CONTENTS 1 PINT (.473L)".

The bottom of the page features a horizontal collage of images related to the product, including a bowl of salsa with a tomato, a jar of salsa, and various fresh vegetables like tomatoes and onions.

FIGURE 3: www.seattlecidercompany.com

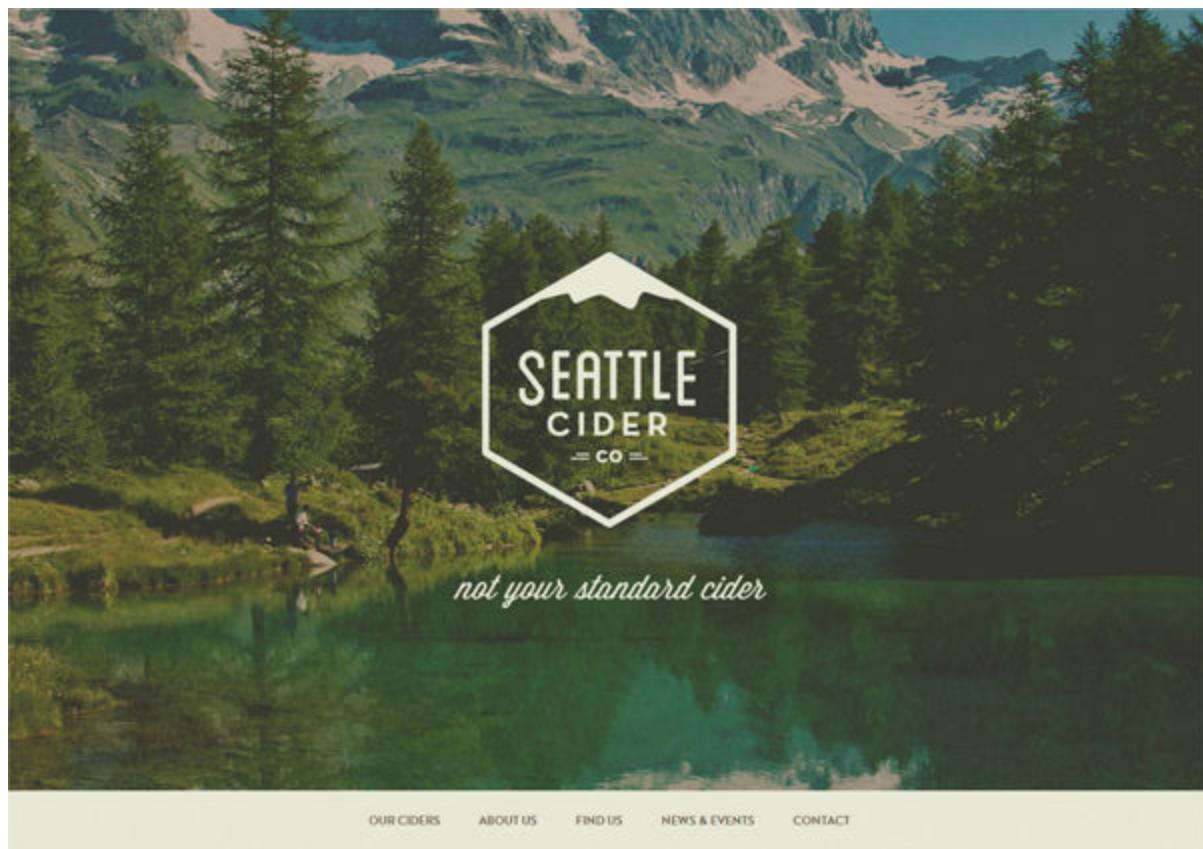
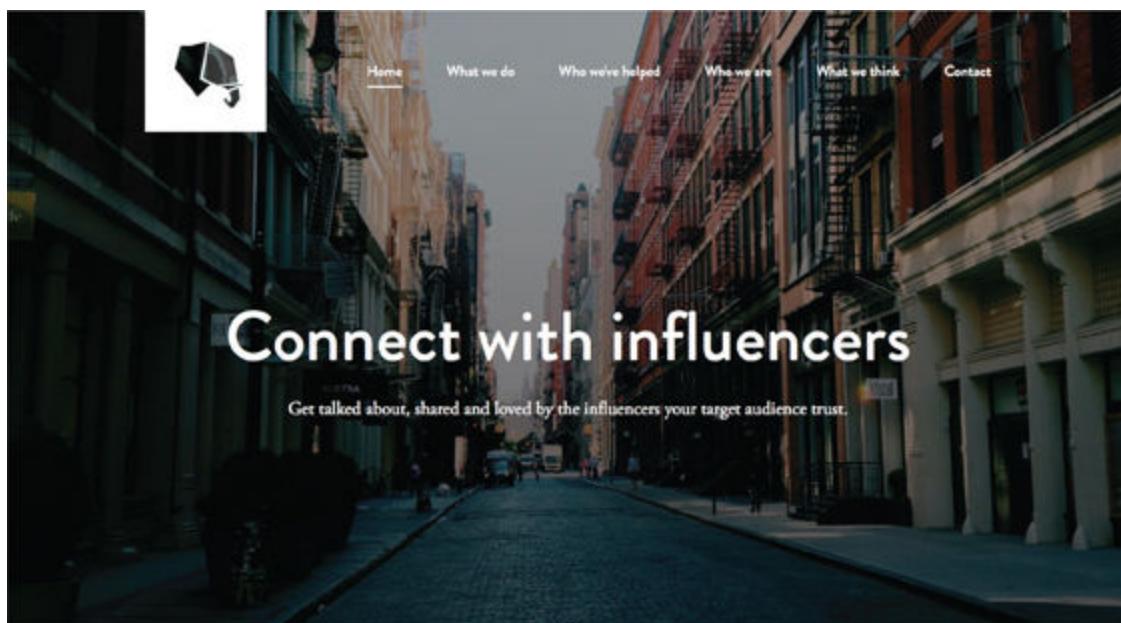


FIGURE 4: www.martinasperl.at

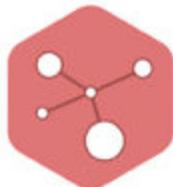


<http://tribalmedia.co.uk>



WHAT WE DO

Whether it's finding the right bloggers, vloggers or tastemakers, coming up with original and engaging campaigns to get them talking or tapping into our database of influencers... we've got the experience to help.



Influencer Mapping



Creative Planning



Events



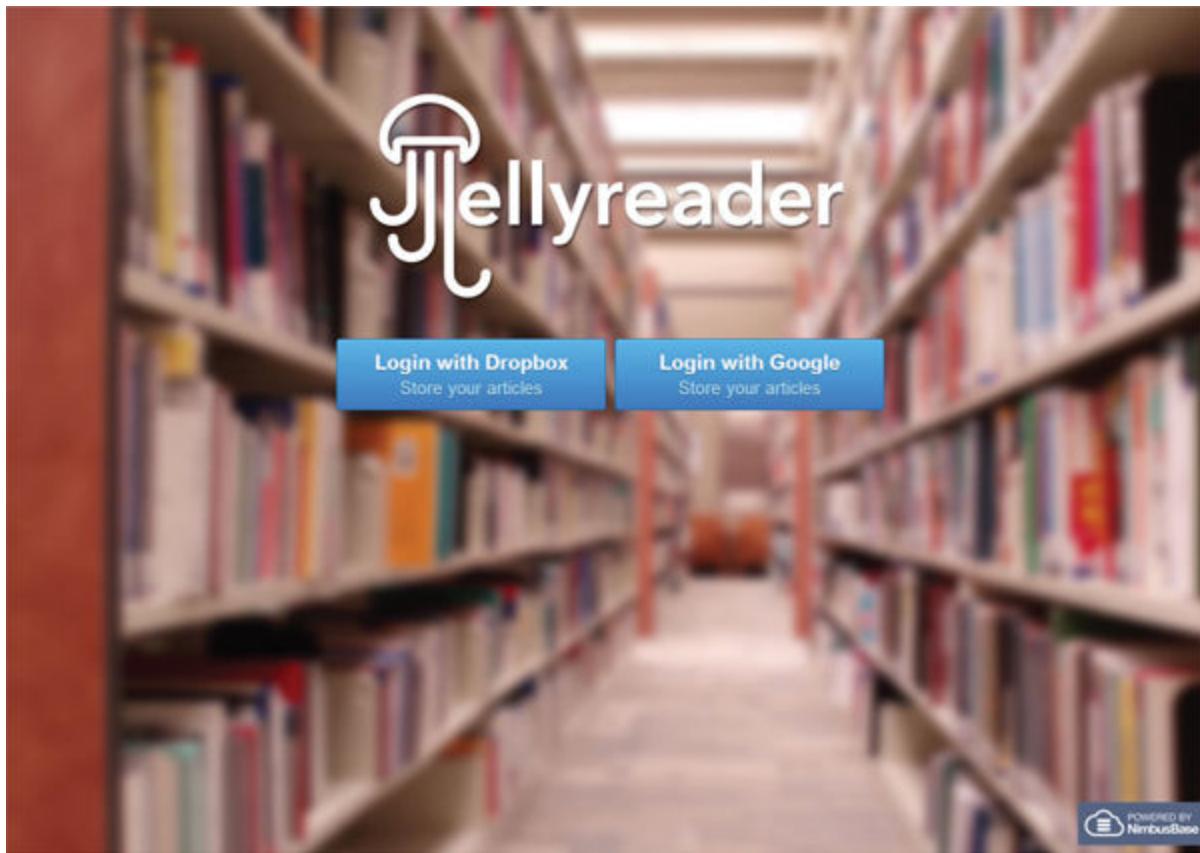
Outreach & Seeding

WHO WE'VE HELPED

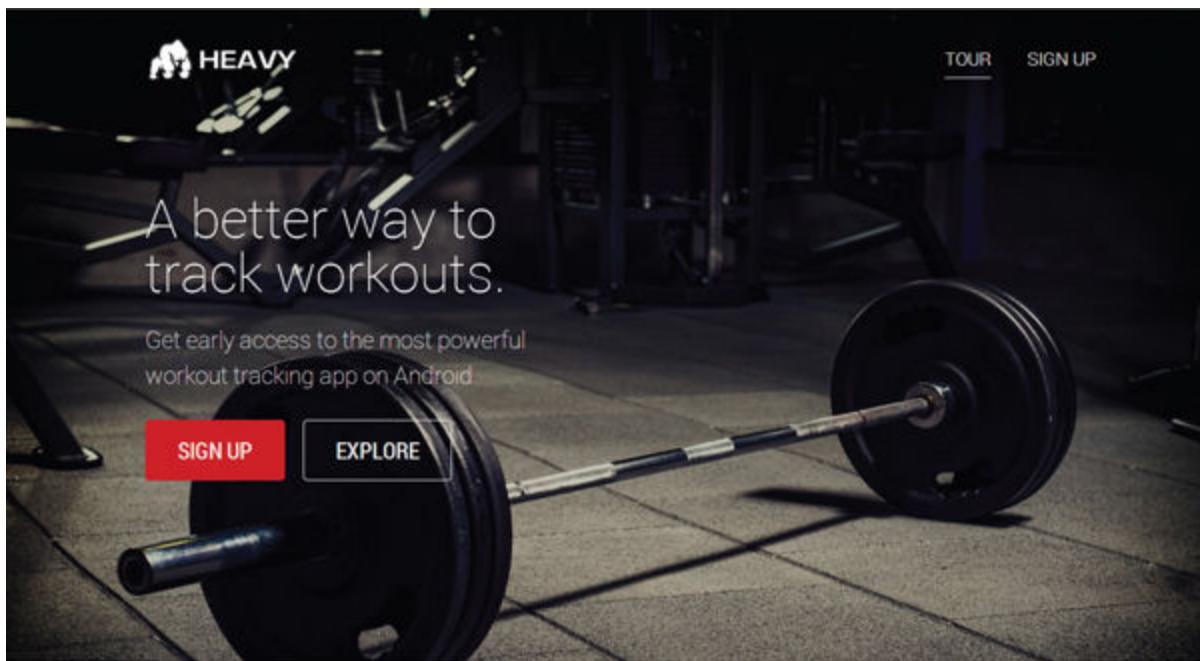
From start-ups to global blue-chip brands, we've managed to help lots of lovely folks to make their mark. The thing they've all got in common? They're all loved by the influencers we've worked with.



<http://jellyreader.com>



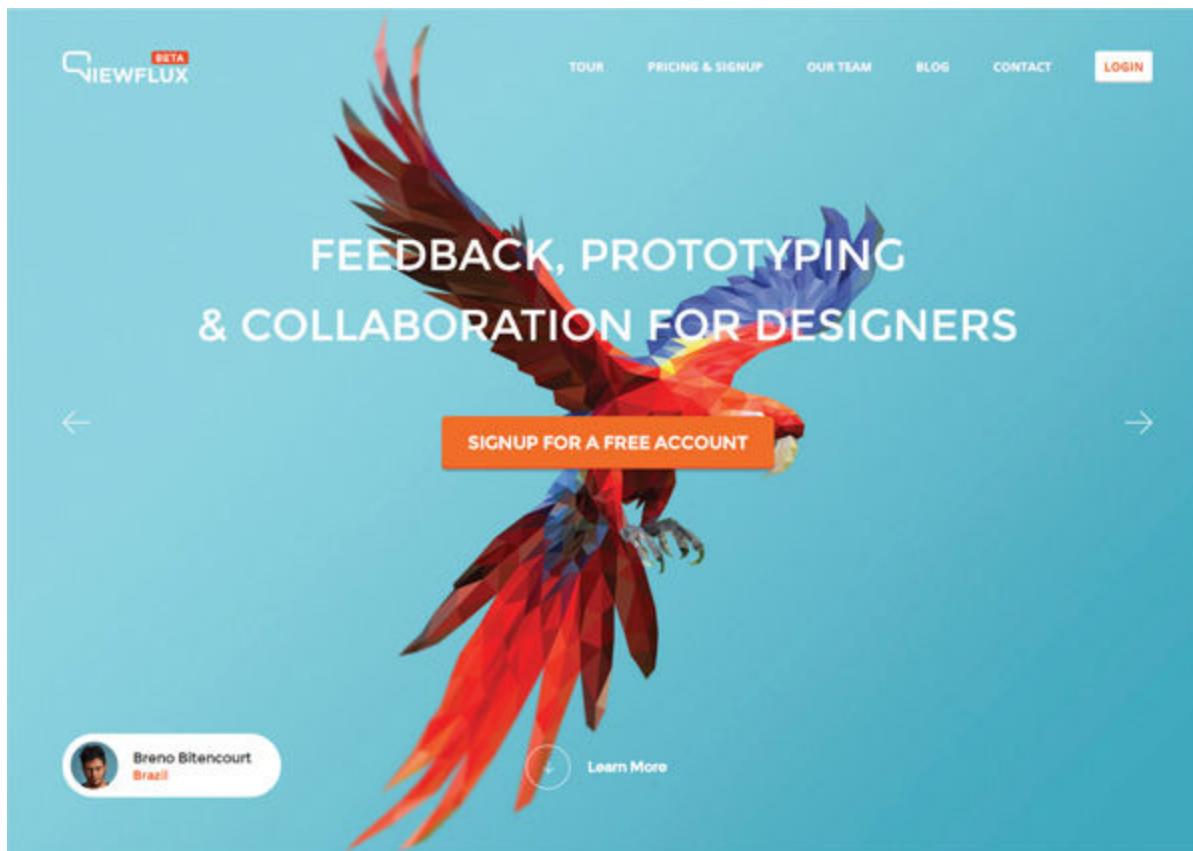
<http://heavyapp.com>



Made for lifters using
Android.

Everything you need to log workouts

<http://viewflux.com>



Take control over your design feedback and build a flawless relationship with your clients. Happy clients.



Visual Feedback & Chat

Collaborate visually and capture feedback from your clients and teammates.



Build Beautiful Prototypes

Beyond Mockups - transform your designs into working high fidelity prototypes directly in the browser.



Share Deliverables with Ease SOON

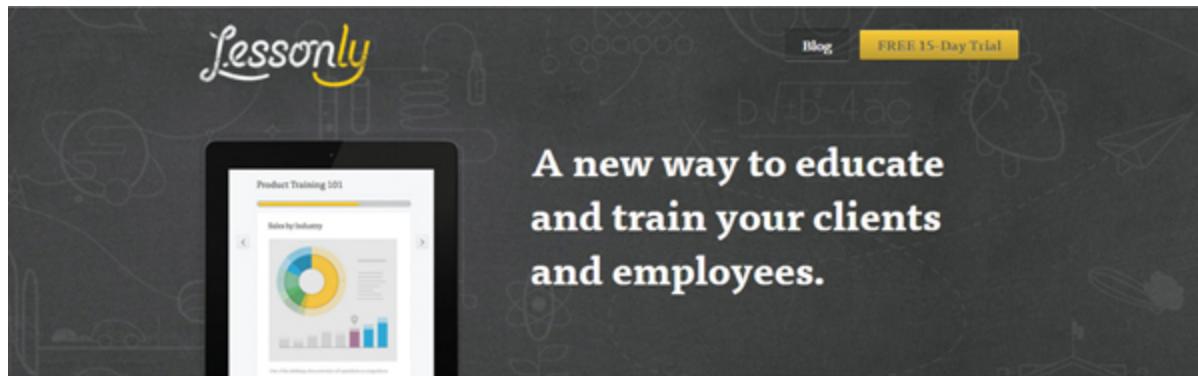
Stop sending deliverables via email and easily share your work files with clients.



Design Versioning & Repository

Go back in time and see the feedback on all your previous design iterations.

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**Quickly get stakeholders up-to-speed
& keep them there.**



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ART DIRECTION & DESIGN ARCAGENCY.COM

www.springloops.io

The Springloops homepage features a large background image of a rocket launching into a cloudy sky. Overlaid on the image is a red rectangular button with the word "GO!" in white. Below the button, a smaller text box reads "CREATE A FREE ACCOUNT". At the top right of the page, there are navigation links: TOUR, PRICING, LOG IN, and a red SIGN UP button.

Code. Review. Launch.

Springloops is everything you need for web development and lightning-quick deployments.

GO!
CREATE A FREE ACCOUNT

(Please start from a free trial, no credit card required.)

Leave a message

Deployments

Updating servers was never this quick and easy.

FTP SFTP Amazon S3 Amazon CloudFront

Commence launch
Start a deployment manually, on every commit or via command in a commit message.

Status: In Progress
Requested by: Emily Tizouet just now

Uploading file /system... /file1.png
Uploading file /system... /file2.jpg
Uploading file /system... /image.png
Uploading file /system... /coffee.png
Uploading file /system... /coffee.jpg
Uploading file /system... /coffee.png

Keep everyone informed
Your team is notified in real-time on activity stream or via email. Everyone's involved.

Deployments to Copy
A deployment was made
Failed: Revision dba6
Emily T at 1:16 pm
Task #9
4 Mail

See the magic happen
Only changed files are deployed to servers. Files get uploaded, webhooks triggered, CDNs refreshed.

www.hellohired.com

The image shows the Hellohired website. The top half is a dark banner with the text "Beautiful profile pages for companies to showcase their jobs and BUILD GREAT TEAMS". The bottom half shows a company profile for "CloudApp". The profile includes a sidebar with links to "Careers", "Media", and "Details", and a "Follow" button. It lists four job openings: "Senior Web Designer" (San Francisco, CA), "Intermediate iOS Developer" (San Francisco, CA), "Marketing Manager" (San Francisco, CA), and "Google Glass Developer" (San Francisco, CA). To the right of the profile is a photo of a desk with office supplies like a notepad, pens, and a Quark logo.

<http://lifeandthyme.com>

The homepage features a large, appetizing image of a pie with a golden-brown meringue topping next to a cup of coffee with latte art. The title "The Pie Hole: A Slice of Happiness" is overlaid on the image. Below the main image are three smaller, square-shaped article thumbnails:

- Fifty Seven, Part 2: David Nayfeld** (Interview by Antonio Diaz)
- The Aprons of Hedley & Bennett** (Film by Antonio Diaz)
- Art of Tea** (Interview by Antonio Diaz)

At the bottom left, there's a close-up image of coffee being poured from a French press into a white cup. On the right side, there's a dark, full-width sidebar with the heading "STUMPTOWN COFFEE" and "From Roast to Cup". It includes a short description and a "READ MORE" button.

www.andremaurice.it

The screenshot shows the homepage of the Andre Maurice website. At the top, the brand name "Andre Maurice" is displayed in a script font. A horizontal menu bar follows, featuring numbered links: 01. fabbrica, 02. storia, 03. collezione, 04. lookbook, 05. negozi, 06. eshop, 07. contatti, and language options (ita, eng). Below the menu is a large banner image. The left half of the banner features a woman in a fur-trimmed coat and a large scarf, standing next to a dark horse. The right half features a man in a plaid jacket and a large scarf. Both sections are labeled "WOMEN" and "MEN" respectively, with "FALL WINTER PREVIEW" below them. In the center of the banner, there are navigation links: "lookbook >" and "collection >". To the left of the banner is a smaller image showing a close-up of a woman's face and a man's face, with text overlay "ANDRE MAURICE FACTORY THE BRACELET". On the right side of the homepage, there are two main sections: "WORLD'S EVENTS FASHION FAIRS" (with a link to "Visit our Fair Dates >") and "NEWSLETTER STAY WITH US" (with a link to "Subscribe now >"). The "OUR E-STORE SHOP NOW" section is also visible on the right.

www.webuildrail.com

WE BUILD RAIL

Journey across the world with us and visit seven spectacular rail projects that transform communities and represent amazing feats of engineering and brilliant career opportunities. #webuildrail

EN

PRIVACY LEGAL

f t g o in

Snygga företag behöver snygga kontor

Flytta in november 2015

Glasvasen

HUSET KORTORET LÄGET MAT & HANDEL FAKTA KONTAKT

HUSET

Ett hus som lägger märke till

Glasvasen är ett nytt kontorshus för företag som inte är så fyrtaliga. Som gillar modern arkitektur och vill ha en flexibilitet utöver det vanliga. Med sin rundade form, elegant fasad och perfekta läge matchar Glasvasen vilken värdefull verksamhet som helst. Helt enkelt.

Vill ditt företag synas?

Glasvasen är ett hus som märks och som skiljer sig från alla andra. Det är också ett öppet hus med många olika mötesplatser. I entréplanet planeras för café med lounge, restaurang och trädgårdskaféer. Du når kontorsplanen både från den officiella konferensentrén på Neptunsgatan och via en genväg från caféet vid torget. Den luftiga entrén och trappor som leder upp genom huset är andra ställen för spontana möten. På väg upp kan du se in till andra företag i huset – de stora fönstren ut mot trapphuset är en fin plats för exponering.



En plats i solen

På taket ligger en takterrass med sol från tidig morgon till sen kväll. Här kan man ströcka på benen tillsammans med kunder och kolleger och i isolering till terrassen finns också ett pentry. Runt om altigrupperna finns biotoper med gröna tak och växter som lockar till sig fjärilar och smälfuglar. Det gröna taket håller huset svalare om sommaren och varmare om vintern, samtidigt som det renar luften, dämpar bullar och tar upp regnvattnet.



"Idén bakom Glasvasen ligger till stor del i dess form och vad just den formen kan göra för platsen. Man kan se huset som en organisk skulptural möbel i stadsrummet, en fri och färgstark spelare med en egen karaktär. I kontrast till de dämpade tonerna och raka linjerna hos de omgivande byggnaderna är det här huset lätt, dynamiskt och vibrerande."

- Daniel Hohenholz, Karsan Arkitekter

Vector-Style Illustrations

The use of illustrations in web design is something I have talked about for many years. As I reflect on it, I could easily create a timeline of various illustration styles the web has used over the years. These types of illustrations represent trends and tend to date a site. As you have likely guessed, the visual trend in illustration right now is toward a vector look and feel. A quick scan of the samples collected here demonstrates this. As with many of the trends in this book, you will notice this style in numerous other examples throughout this book.

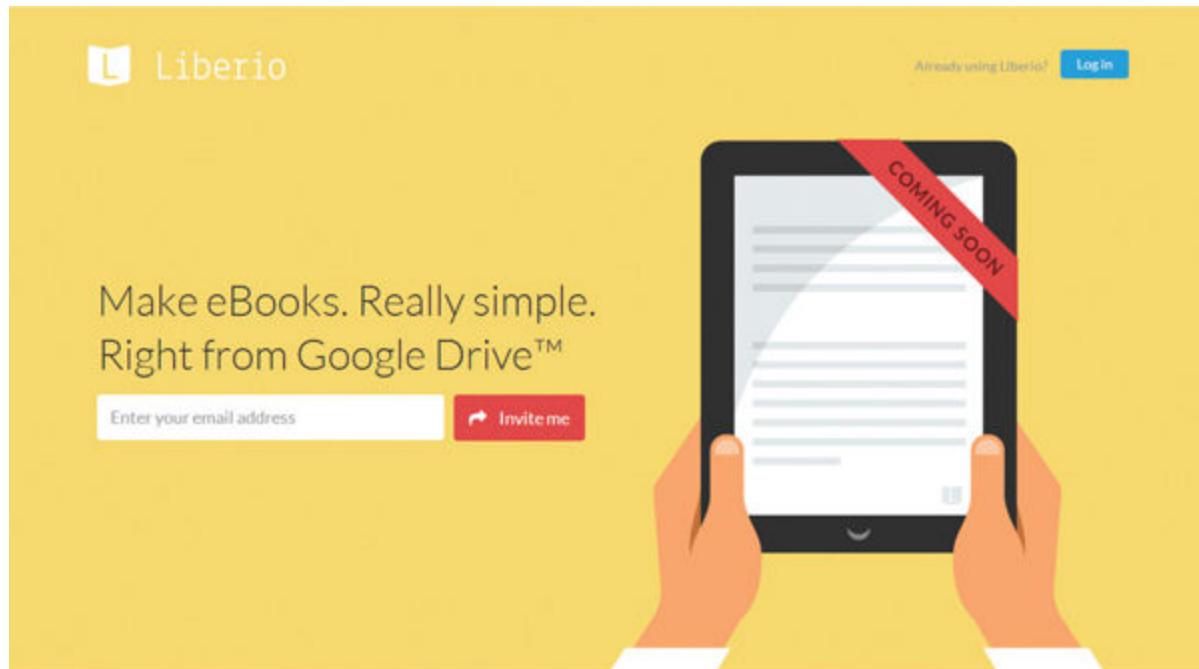
I think the core reason this style started is because of the responsive web design movement. As designers started creating designs that could adapt to any screen size, they needed to put artwork with the designs. And if you want artwork that scales well, it only makes sense to use vector-oriented artwork. (Though ironically, an image of an illustration that is not vector-style will scale just as well. There literally is no difference.) Another aspect of the responsive movement was the rise of the flat design. This is most likely the second catalyst that drove this to be a popular style, as the results match really well with this other visual approach (check page 080 for more sites built with the flat style). As you will notice, many of the sites here make vivid usage of the flat style in combination with the vector illustrations.

As always, illustrations provide a way for designers to establish a unique visual style for a site. Even though all of the sites here use a similar basic approach, the results are truly diverse. One of my favorite examples is the Liberio artwork (**FIGURE 1**). The device in the illustration sets the context

for the product, but it does so in a fairly unique way. Rather than a photorealistic style that would match countless other sites, they relied on a stylized version that gets the point across.

Another example that I really love is the Battle of the Sexes site (**FIGURE 2**). In a case like this, it is hard to imagine the site without the unique illustrations. Even if the site had a more typical structure, the illustrations really create a unique feel. And given the topic, it would be easy for this to fall apart. Instead, the unique vector-style illustrations give the site an appeal it would otherwise completely lack. The illustrations bring it to life and make it interesting.

FIGURE 1: <http://liber.io>



Easy as 1, 2, 3 Write, design, publish for free

No more complicated exports or data handling with ePub files.
Create your own eBooks for free with only one click right from
Google Drive and start publishing with Liberio.



1. Write your Text

Liberio integrates seamlessly with Google Drive. Any text-based document can be converted into an eBook. Feel free to write your book in Google Docs, import or sync Word™ documents or use any other source Google Drive is able to process.



2. Import to Liberio

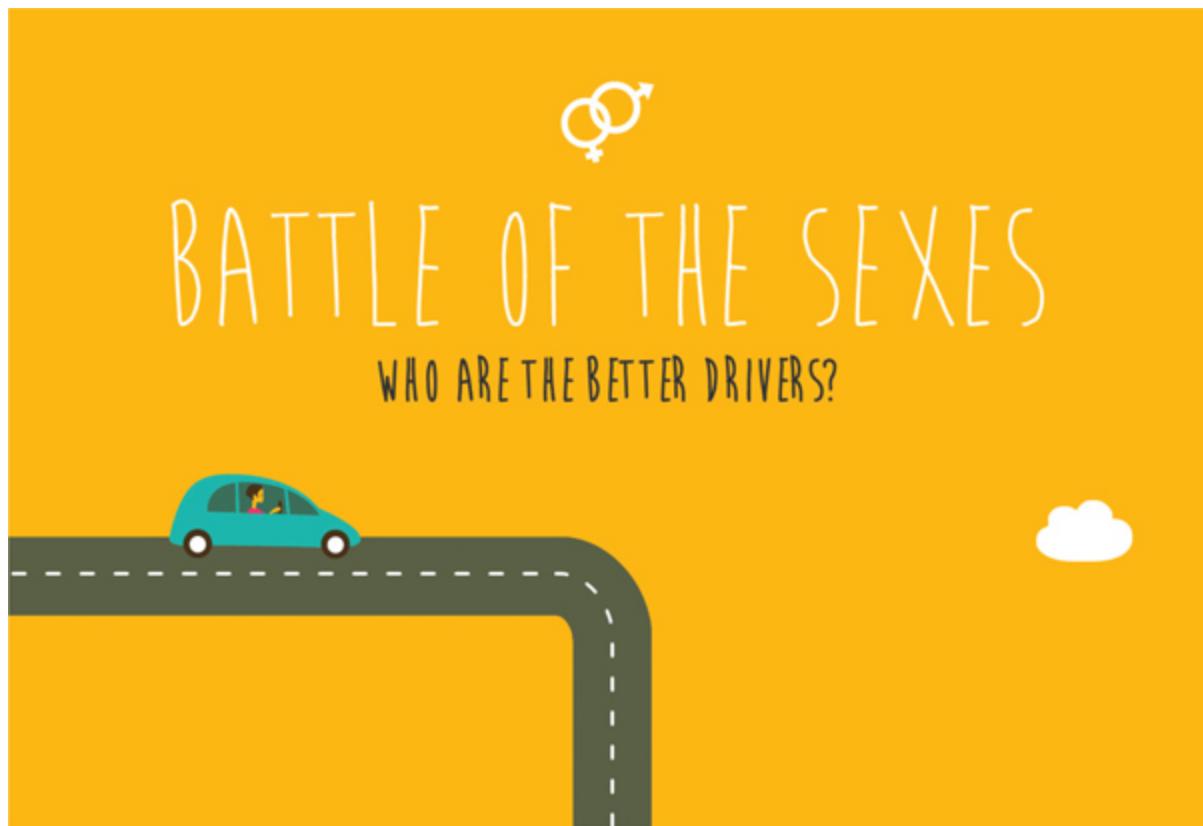
Liberio imports (nearly) all features of your Google Drive documents: Text format, fonts and images are available to style your eBook. Easily generate an imprint, upload your own cover image or choose from a variety of free cover templates.



3. Publish your eBook

Liberio produces eBooks compliant to the official standard. Your books will be ready for all major eBook stores like Amazon™, Google Play™ Books or the iBooks™ Store. Share your books on Facebook™, Twitter™ and Google+™ directly from Liberio.

FIGURE 2: <https://towncentrecarparks.com/battle-of-the-sexes>



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Eyal Dior
Greenbox Technologies, Israel

< >

<http://campnothing.goodfornothng.com>

CAMP NOTHING, HUH? / WTF IS GPN? / I WANNA START A CHAPTER

GOOD FOR NOTHING

PRESENTS

CAMP NOTHING

20TH - 22ND SEPTEMBER

APPLY TO
DO GOOD IN
YOUR HOOD

CAMP NOTHING, HUH?

GATHERING THE SMARTEST CHANGEMAKERS AND CREATIVE MISFITS FROM ACROSS THE LAND

Recruiting 50 smart folk from 15 UK cities

- Social Innovators
- Designers
- Developers
- Communicators
- Change makers
- Do-ers

People who make things happen.

- 48 hrs in a beautiful secret location

- Rebel Alliance Bootcamp
- Learning by doing
- Creative Collaboration
- 'Live' challenges
- Accelerating the work of Social Entrepreneurs and change-makers
- Coaching and Mentoring from GPN team
- Learning how to use the GPN toolbox and wiki
- Inspiring talks, food and music

New GPN chapters leaders head back to their hoods

And launch their own GPN communities in 15 more places across England and Wales by the end of 2013

Supported by the GPN Mothership

<http://altered.cc>

The Project | [What can we do](#) | The Team | In the Media | Contact | ALTER ED

Unique kind of education on renewable energy

Multi-sensory opportunity to get familiar with the solar equipment for any kind of event: with cooking, playing music & charging of all electronic gadgets and devices based on clean solar power.

AlterED | The Goal

Touch it - Try it - Use it

KEEP CALM AND PRAISE THE SUN

The word "altered" means changing in form without becoming something else. As most available educations and workshops about renewables today have the tendency to be stuffy, dry or too technical, AlterED with its use of technical knowledge but with the innovative and fun approach brings a change in form but keeps the essence the same.

It is not only about raising the awareness but it goes with workshops & exhibitions focused on personal experiences: a multi-sensory opportunity for visitors & participants to get familiar with the solar equipment - its purposes, its parts and functionalities, with the possibility of using the equipment and creating their own.

Ultimately, they would become users and change their living habits by using more renewable energy sources to "plug in" their daily lifestyles.

Engage + Entertain

ON ALL KIND OF EVENTS, BOTH DAY & NIGHT

We have a significant knowledge on energy efficiency, renewables, energy performance, energy auditing, and systematic energy management.

The visitors can ask, learn, engage with the equipment, discover, communicate and socialize in relaxed atmosphere. We can organize full day workshops of self production of some of the equipment.

Projects we're working on are expanding all the time.

[Past / Future events](#) | [EXPLORE PROJECTS >](#)

The team

THREE MULTILINGUAL WORLDS*

Marko Čapek United Nations Development Programme View profile	Robert Paščko United Nations Development Programme View profile	Bojan Kanlić Faculty of Creative Arts / Sarajevo View profile

Three engineers coming outta different backgrounds: from high-level government energy boards to academics - we are committed to DIY ethics and sustainable development.

Beside engagements on festivals and on the streets, we offer a lecturing programme for officials in the local and regional government.

*We speak Croatian, English, German, French & Spanish

<http://slideme.luigiferraresi.it>

HOME DOCUMENTATION REPORT A BUG DOWNLOAD

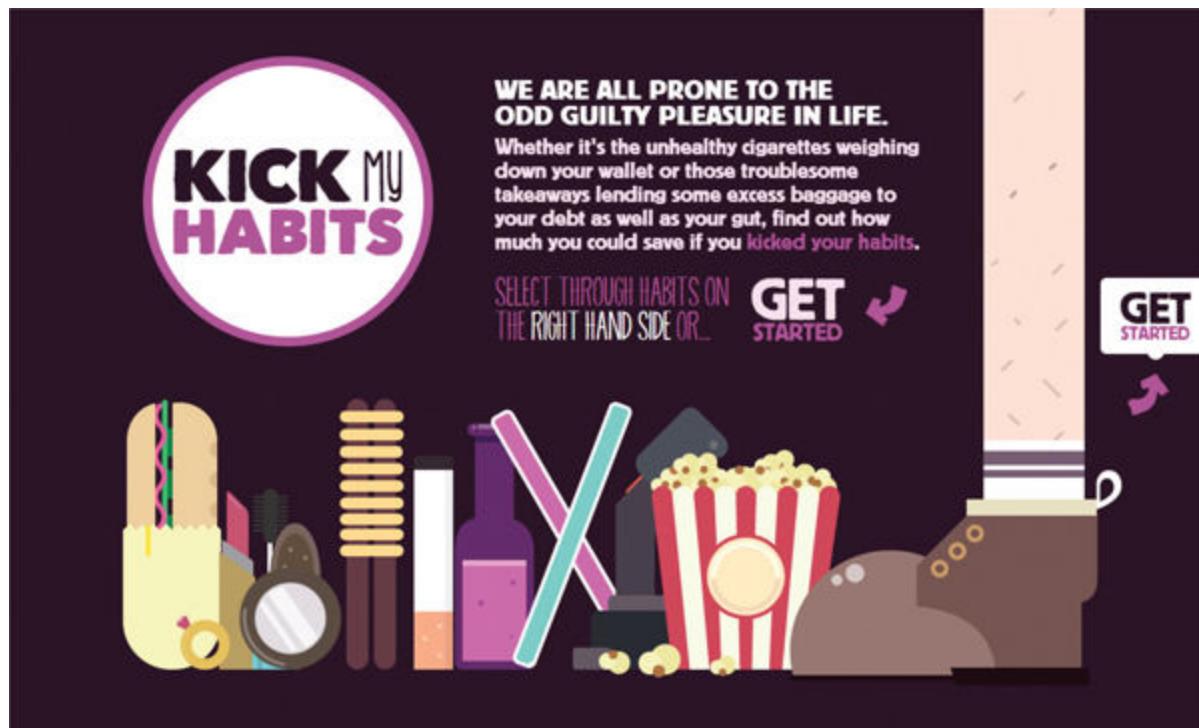
SLIDEME!

A powerful jQuery slideshow.

A responsive, css3 compatible (works fine even with IE7), customizable, easy to install (and use), multi-instance, fullscreen, cool, powerful slideshow plug-in for jQuery.
This website is an example of its potential!

DOWNLOAD V1.9.6

www.leedsbuildingsociety.co.uk/resources/kick-my-habits



The image is a promotional graphic for the "KICK MY HABITS" campaign. It features a dark purple background with a white circular logo on the left containing the text "KICK MY HABITS". To the right of the logo, the text "WE ARE ALL PRONE TO THE ODD GUILTY PLEASURE IN LIFE." is displayed, followed by a paragraph about habits like unhealthy cigarettes and takeaways. Below this text is a "GET STARTED" button with a pink arrow pointing right. In the center, there's a collection of various guilty pleasure items including a sandwich, makeup, a bottle of beer, a cigarette butt, and popcorn. To the right of these items is a large, stylized illustration of a foot kicking a cigarette butt. The overall theme is encouraging users to identify and kick their bad habits.

WE ARE ALL PRONE TO THE
ODD GUILTY PLEASURE IN LIFE.
Whether it's the unhealthy cigarettes weighing
down your wallet or those troublesome
takeaways lending some excess baggage to
your debt as well as your gut, find out how
much you could save if you kicked your habits.

SELECT THROUGH HABITS ON
THE RIGHT HAND SIDE OR...

GET
STARTED

KICK MY HABITS

<http://musegrid-shelfie.businesscatalyst.com>



<http://sitedrop.com>

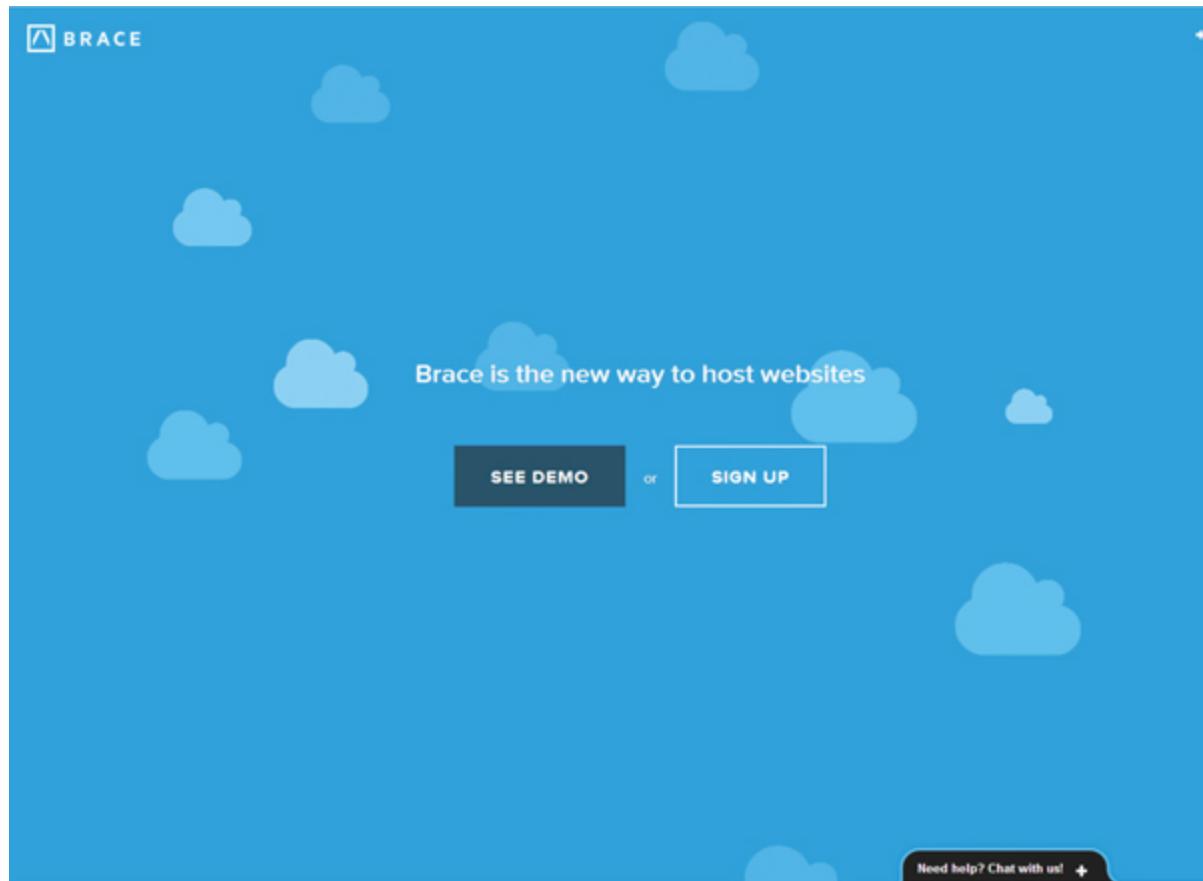
The screenshot shows the Sitedrop homepage. At the top right are 'Log In' and 'Sign Up' buttons. The main area features a large blue background with a white circular icon containing a stylized eye. Below it, the text 'Sitedrop is a visual way to collaborate using Dropbox' is displayed, along with 'Sign Up Now' and 'How It Works >' buttons. To the right, there's a tablet displaying a 'Inspiration' screen with various images like 'NEW YORK' and abstract art.

- | | |
|--|--|
| Work within Dropbox
Just choose a folder to turn into a Sitedrop and manage it from your desktop. | Receive feedback
We've added collaboration features like commenting and favoriting. |
| Define your own structure
Everything is folder based, so you can manage your files the way you like to work. | Receive Files
You can set folders to accept uploads from your clients or collaborators. |
| Keep it private
Easily password protect your Sitedrop to control who sees what. | Present effortlessly
Sitedrop displays all files beautifully, and lets you view them as lists or slideshows. |

This section shows four project examples managed with Sitedrop:

- XTRAPOP**
iOS App
- THE LIFE AESTHETIC**
Creative Startup
- FARMHOUSE**
Brand Identity
- IAN BREWER**
Photography

<http://brace.io>



<http://startupnotes.org>



The image shows the homepage of the Startup School 2013 website. The background is orange. On the left, there's a white sidebar containing the book cover for "Startup Notes: The Book" by Gregory Koberger, which features a yellow 'Y' logo and a dark grey notebook. Below the sidebar is a row of ten small portraits of speakers, each with their name and title underneath.

**Startup School
2013**

On October 19th 2013, thousands of programmers, engineers and designers joined a lineup of amazing speakers at the Flint Center for Startup School 2013. This is what they learned.

By Gregory Koberger
▼ O @ln% Hire me! (Or say hi!)

Buy Startup Notes: The Book
Now on sale!

Phil Libin Founder, Evernote	Dan Siroker Founder, Optimizely	Ron Conway Partner, SV Angel	Chris Dixon Partner, A16Z	Diane Greene Founder, VMWare	Balaji Srinivasan Founder, Coursera	Chase Adam Founder, Weebly	Jack Dorsey Founder, Twitter, Square	Mark Zuckerberg Founder, Facebook	Nathan Blieharsky Founder, Actona
									

The screenshot shows the PixelBazaar website. At the top right are links for Licence, Contact, Get updates, and Share icons. The main title "PixelBazaar" is prominently displayed with the tagline "Sweet top quality creative goodies." Below the title is a grid of various icons. A green button labeled "Browse the goods" is visible above the icons.

Flatilicious

Crafted with a great attention to details, yet all sharing the same consistent style in terms of shape, colors and shadows, across all 200 icons.

BUY \$30

A grid of 20 small thumbnail icons representing various flat-style icons from the collection.

Tinylicious

In this icon collection every pixel counts. All of the 300 individual pictograms are crafted and optimized for 12x12 pixel dimensions.

BUY \$15

A grid of 30 small thumbnail icons representing various tiny pixel-perfect icons from the collection.

Stroke Icons

600 hand-crafted icons, carefully designed on a 16x16-pixel grid, sharing the same visual language. You get icons for eCommerce, business, electronics, weather, emoticons etc.

BUY \$30

A grid of 60 small thumbnail icons representing various hand-drawn stroke-style icons from the collection.

Storytelling

A shift that has been happening in web design for some time now is from a static informational format to more of a storytelling approach. Though it is obviously not universal, some sites avoid just presenting the facts, and instead weave a more interesting and compelling story around the product.

Great examples of this can be found on many software websites. In some cases the actual product is not so obvious, though the story the site presents is targeted at capturing a specific audience's attention. Naturally the people they seek to captivate are their target audience to buy the software. Rather than start with screenshots and feature lists, many applications lead in with a story of some sorts.

Perhaps it is obvious, but in most cases the story is not over the top, but rather established with a tiny bit of mystery. In contrast, most of the samples collected here create storytelling approaches in a far more extreme way. They go about this in different ways, but together the results tell an interesting story about the trend.

All of the examples here are great and well worth a visit, but a few do stand out to me. First up is ContextAd ([FIGURE 1](#)). This beautiful site is yet another online advertising outlet. They used a story-like approach to help dispel assumptions about the product and to help clarify the need for their distinct service. It's a storytelling approach, but ultimately it is really a sales pitch.

Another example that is really interesting to me is the OgilvyOne Big Data site ([FIGURE 2](#)). Let's be honest, big data is not an exciting topic. In order to make it interesting, compelling and ultimately successful this site

uses a very clear story-based approach to present the site's core message. And guess what? They made a really boring topic engaging and interesting.

Finally, this minisite from Golden Submarine (**FIGURE 3**) uses a story-based structure to sell them as a solid web agency. Essentially the story seeks to establish them as experts in their field. In this case it works really well. In the sea of portfolio sites I reviewed for this book, I have to admit that this one caught my attention. In fact, I was determined to leave agency and portfolio sites out of the rest of this book due to the dense set of them at the front, but this one was just too beautiful to pass up (I am such a sucker for gorgeous web design.)

FIGURE 1: www.freeger.com/projects/contextad



FIGURE 2: <http://adayinbigdata.com>

The screenshot shows the OgilvyOne website for 'BIG DATA'. At the top, there is a navigation bar with icons for Home, About, Services, Portfolio, News, Events, and Contact. Below the navigation is a large banner with the text 'BIG DATA' and 'for smarter customer experiences'. A red button below the banner says 'WATCH A DAY IN THE LIFE OF BIG DATA' with arrows pointing left and right. To the right of the banner is a small video player interface with controls for play, volume, and settings. Below the banner, a vertical navigation menu on the left lists 'WHAT IS BIG DATA?', 'WHY IS IT BECOMING IMPORTANT NOW?', and 'CASE STUDIES'. The main content area starts with a section titled 'WHAT IS BIG DATA?' featuring a red bar chart icon and the text: 'A vast quantity of UNSTRUCTURED data, which we now have the ability to process in REAL-TIME.' Below this is another section titled 'WHY IS IT BECOMING IMPORTANT NOW?' with three circular icons: 'RISE OF SMARTPHONES WITH GPS AND INTERNET CONNECTIVITY' (phone icon), 'AERIAL SENSORS AND SENSOR NETWORKS' (satellite icon), and 'SOCIAL NETWORK ADOPTION' (people network icon). Each icon has a corresponding paragraph of text below it.

WHAT IS BIG DATA?

A vast quantity of **UNSTRUCTURED** data, which we now have the ability to process in **REAL-TIME**.

WHY IS IT BECOMING IMPORTANT NOW?

RISE OF SMARTPHONES WITH GPS AND INTERNET CONNECTIVITY

There are 6.8 billion mobile phone subscriptions worldwide and there are between 2 and 3 billion people accessing the internet.

AERIAL SENSORS AND SENSOR NETWORKS

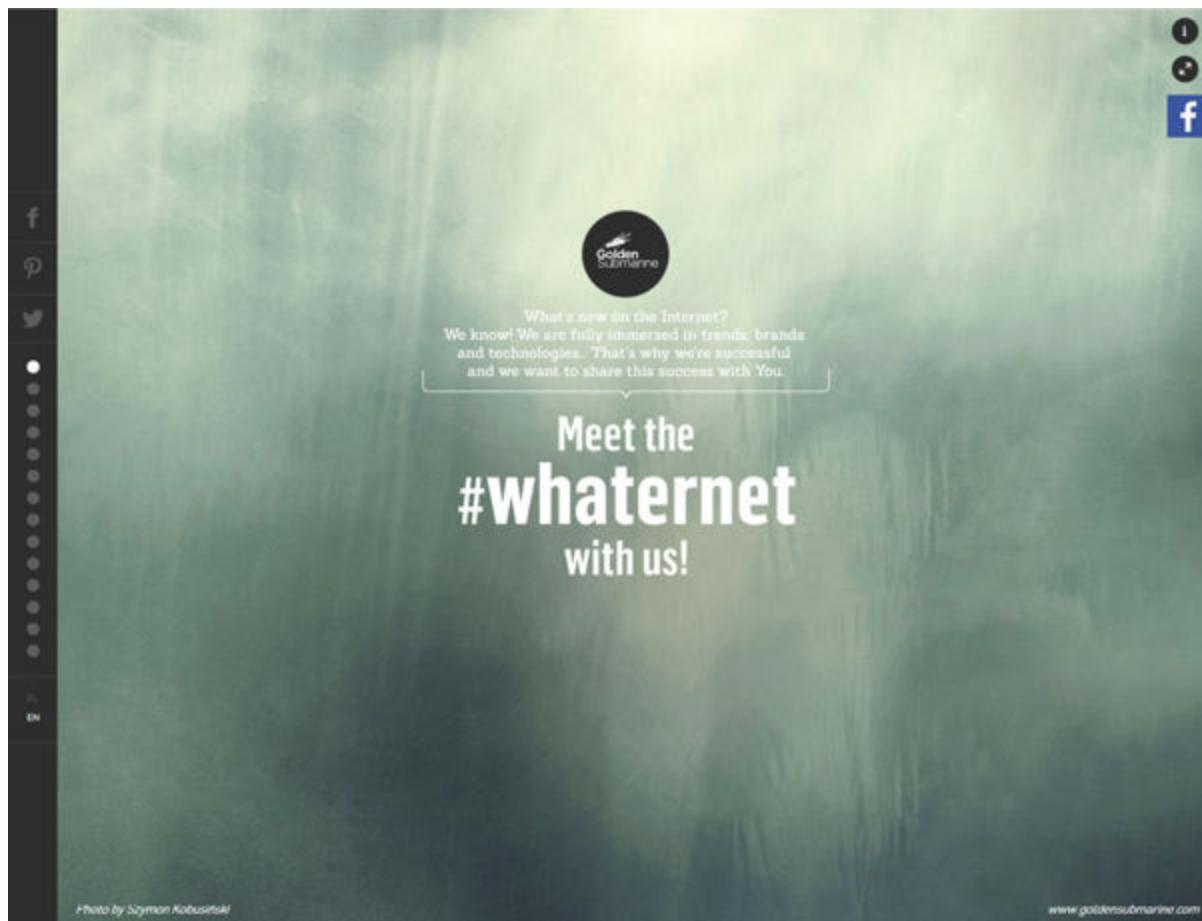
The NASA Center for Climate Simulation uses 12 petabytes of climate observations and simulations on the Discover supercomputing cluster.

SOCIAL NETWORK ADOPTION

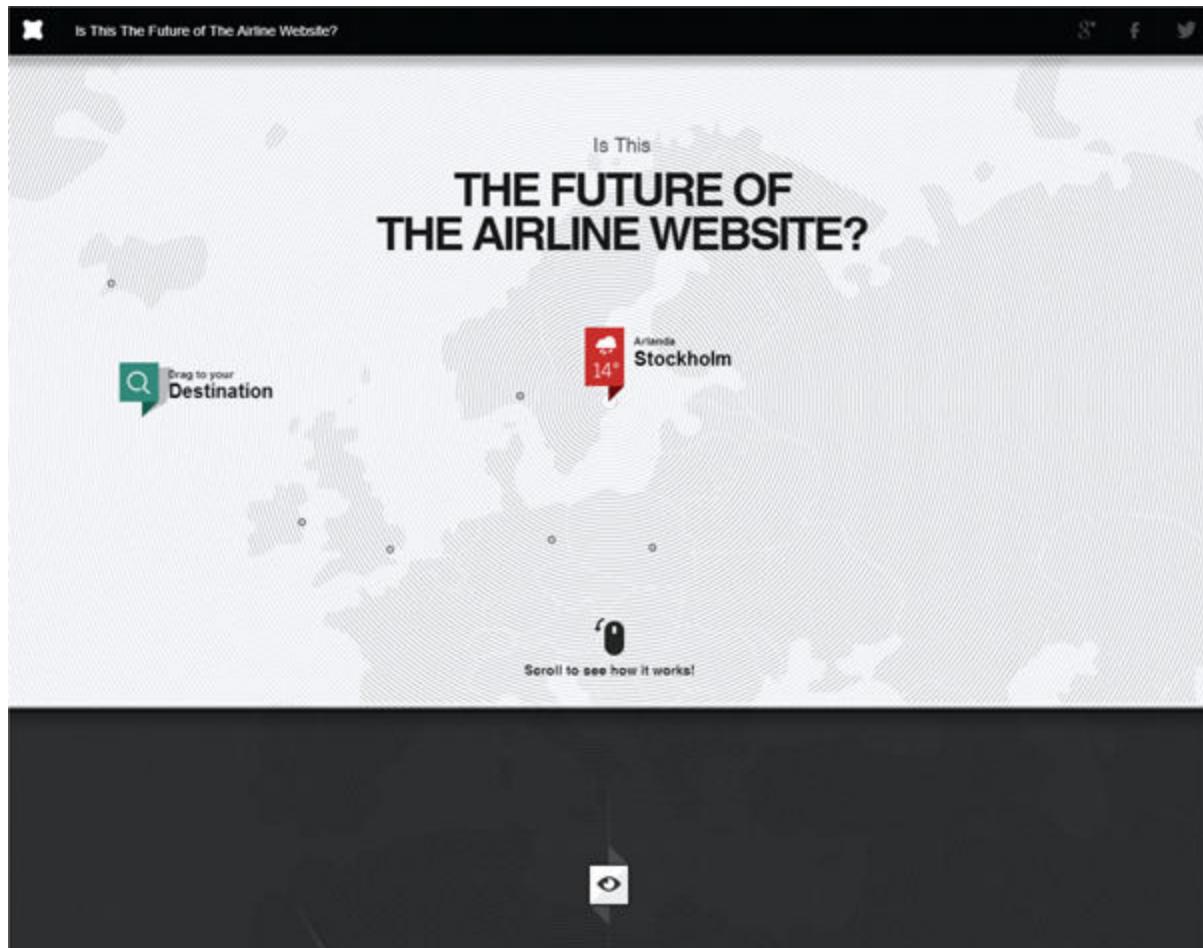
Facebook has 1.04 billion monthly active users with 20 billion pieces of content shared on Facebook every month.

There are roughly 175 million tweets every day, from more than 65 million accounts.

FIGURE 3: <http://whaternet.com>



www.f-i.com/fi/airlines



<http://benthebodyguard.com>

ADIEU, MES AMIS.

Taking care of your secrets was an exciting assignment.
But times have changed and today, with new systems
approaching, I'm no longer needed.

As I always say, security begins with your attitude, so
please stay alert and don't rely on technology only.
Enough said. Let's not get sentimental, but I will miss you
somehow.

À bientôt,
Benoit

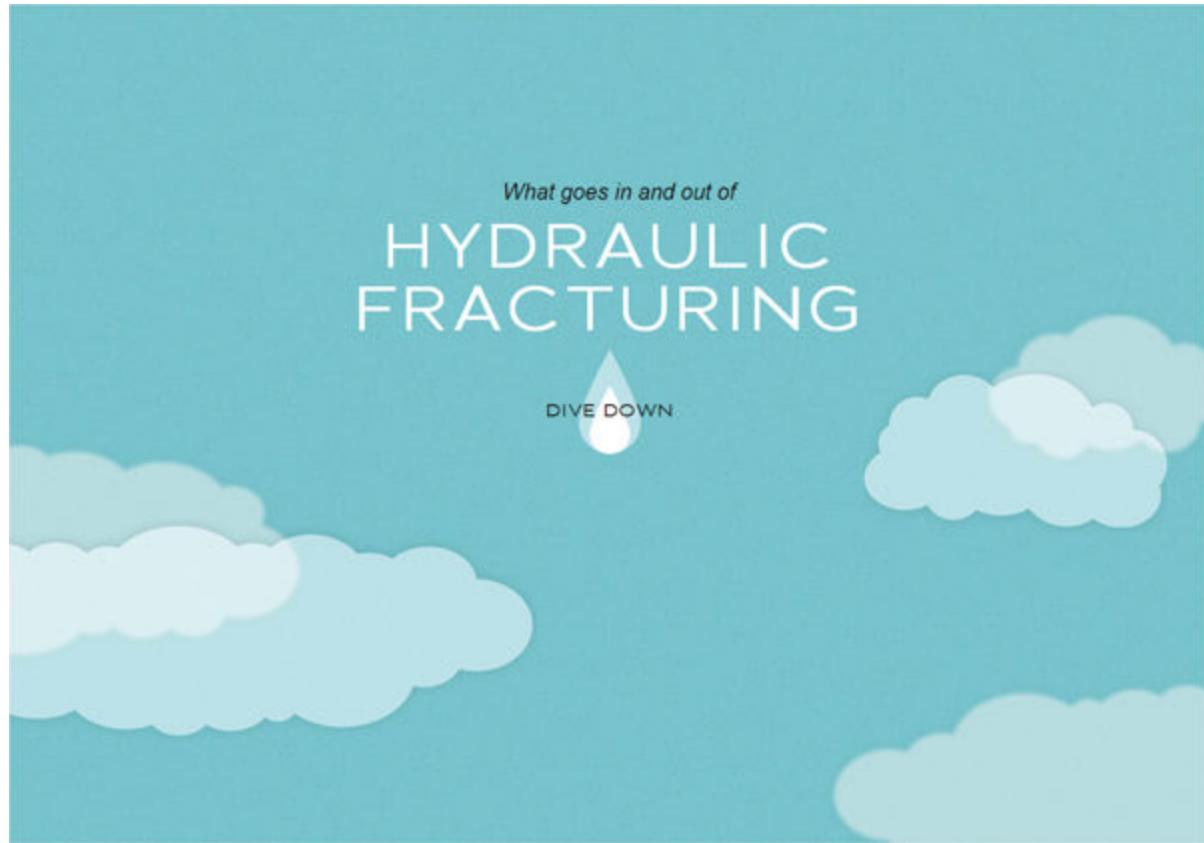
We kept the mean streets alive.
Want to take a walk with ben?

ENTER THE MEAN STREETS

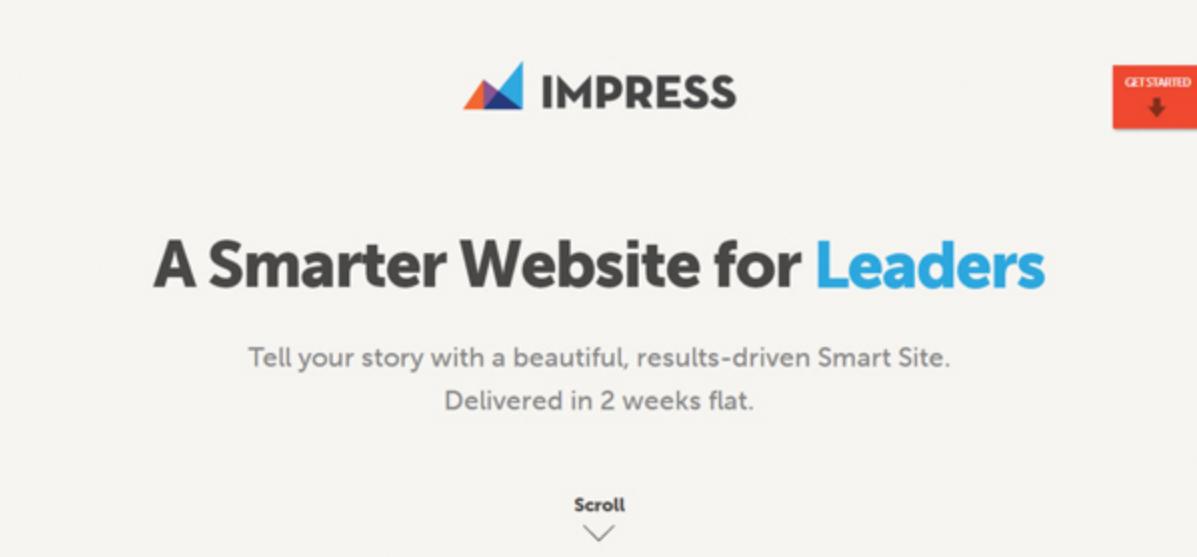
Are your secrets SECRET?
1-800-BEN

BEN

www.dangersoffracking.com



<http://doyouimpress.com>



The image shows the homepage of the Impress website. At the top center is the Impress logo, which consists of three colored triangles (blue, orange, and red) followed by the word "IMPRESS" in a bold, sans-serif font. To the right of the logo is a red button with the text "GET STARTED" and a downward-pointing arrow. Below the logo, the main headline reads "A Smarter Website for Leaders" in large, bold, black and blue letters. Underneath the headline is a subtext: "Tell your story with a beautiful, results-driven Smart Site." followed by "Delivered in 2 weeks flat." At the bottom of the main content area is a "Scroll" button with a downward-pointing arrow.

What makes Impress a Smart Site?

[Read the Smart Site Manifesto](#) +

Impress is Goal-Driven

From sign-ups to sales, Impress is designed to achieve your goals. Impress customers report up to a 2x increase in conversions.

The infographic is titled "The Bright Future of Car Sharing" and features a central graphic comparing two models: Peer-to-Peer (P2P) and Business-to-Consumer (B2C).

P2P (Peer-to-Peer): This model is represented by a green hill. It shows a green car icon at the base and a purple speech bubble above it. Below the hill, four company logos are listed: RelayRides, Whipear, Wheels, and Getaround.

B2C (Business-to-Consumer): This model is represented by a blue hill. It features large red letters "B2C" at the top. Below the hill, several company logos are shown under the heading "DRIVING PARTNERS": Zappos, Sixt Auto, StartAuto, Go, and others. To the left of the B2C section, there is a small image of a person's hand holding a key.

Types of Car Sharing: A banner at the top right lists "TYPES OF CAR SHARING" with icons: a car, a bus, and a plane.

Text on the left:

A car used to be the ultimate symbol of freedom and independence but increasingly consumers view ownership as an expense and a burden. Often considered the gateway to other forms of Collaborative Consumption, Car Sharing is becoming increasingly popular with its promise of personal convenience and social improvement. It is time to explore this new age where access is better than ownership.

www.uppercup.com.au



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reusable cup*

»

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F T G

<http://nasaprospect.com>



www.welldoneteamgb.com



<http://startups>thisishowdesignworks.com>

Table of Contents | Home | About | Feed | Help | Log In

Startups, this is how design works.

A guide for non-designers by Dieter Ram

Companies like Apple are making design impossible for startups to ignore. Startups like [GitHub](#), [Airbnb](#), [Asana](#), and [Dropbox](#) have design at the core of their business, and they're doing phenomenal work. But what is "design" actually? Is it a logo? A WordPress theme? An innovative UI? Click on the right side to see more! ▾

It's much more than that. It's a state of mind. It's an approach to a problem. It's how you're going to look at your competitor's site. These handy guides will help you understand design and provide resources to help you find awesome design talent.

● Design [design] is a method of problem solving.

The easiest definition: Design is so many things, expressed in many different ways, but the function is always the same: to solve a problem. Whether it's a UI, a brochure, or a chair – design can help solve a visual or physical problem.¹

● So what is "good design"?

This definition is not as simple. The best designs are sometimes for solving one designed at all – or even for solving no problem at all.²

It's easier if we break things down a bit. If you know what to look for, it's easier to identify good design when you see it, or perhaps when you can't see it at all.

● Dieter Rams' Ten Principles of "Good Design"

("Wise, how convenient is that!")



Dieter Rams is a German industrial designer closely associated with the consumer products company Braun and founder of industrial design studio "Rams & Partner".

According to [Digg](#), back in the early 1990s, when he was asked what he thought good design was, he added behind an important question: "What is good design?"

Since good design can't be measured in a clearer way, he set about expressing the ten principles that he believed were the key to good design. These principles (sometimes they are referred to as the "Ten commandments") follow they are:³

Good design is...



"We designers, we don't work in a vacuum. We need business people. We're not the fine arts we are often confused with. Today you find few companies that take design seriously, as I see it."

—Dieter Rams



● Good design can't be achieved with glossy buttons or materialistic window dressing. It's a merger of all these principles into something that is meaningful and deliberate.

Just like a great business plan is nothing without expert execution, a great Photoshop mockup is nothing, for example, without careful consideration to UI or the user's needs.

● Objectified

A documentary film that provides a look at the industry behind consumer electronics manufacturing in India. It's a must-see for anyone interested in tech gadgets.⁴



● Take a look at your current product – is design contributing to an "I'm gonna want it" factor? Does it make the product useful, understandable, and aesthetically? Is it long-lasting, or will it look outdated or break in a few years?

These are really hard questions to answer. Designers enable you to work within those constraints to create a product consumers will fall in love with. Love is a really strong emotion.



Dieter Rams and his [Mueller-Pforzheimer](#) created a movement in 1986. Century simple and beautiful products. Design was a strongly valued aspect of business, even 40 years ago. It really has a place in

<http://bellroy.com/pages/slim-your-wallet>



Welcome to Bellroy - Better Way To Carry

bellroy

Welcome to some friendly tips on how you can...

SLIM YOUR WALLET

X From this ✓ To this



(Without turning your world upside down)

Tips to Slim Any Wallet

Having a **Fat Wallet** is nothing to be ashamed of - it's probably something you've never thought too much about. Here are some tips to slim a bulky wallet...

SPLIT YOUR CARDS
KEEP YOUR 2 OR 3 DAILY CARDS IN THE MAIN SLOTS (20+ HUNDRED CARDS).

MONTHLY CARDS
SHOULD BE TUCKED TOGETHER IN A TUCKER AWAY SECTION.

PHOTOGRAPH RECEIPTS
USE YOUR SMARTPHONE TO PHOTOGRAPH ANY RECEIPTS. THESE CAN THEN BE ENMAILED OR FILED FOR LATER USE.

REDUCE YOUR COINS
STORE COINS IN YOUR PURSE OR CAR. OR JUST IF MORE COINS CAUSE HAVING IN A WALLET.

[VIEW THE WALL OF SHAME](#)

Bellroy Wallets

Both of these wallets contain the same 10 cards and cash. By removing excess leather and tightening the form factor, our Bellroy wallets store the same contents without the compromise..

MOVE THE SLIDER TO SEE HOW THESE WALLETS FILL UP



www.rodney.com

Win
RIDE

RODNEY
DANGERFIELD

SROLL RIGHT HOME LIFE JOKEs FILMS TV IMPACT ARCHIVE WTH

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A LIFE OF NO RESPECT
- LIVES ON -

www.reverenddanger.com

REVEREND DANGER

We are a digital agency specializing in harmonious interactive design.

DESIGN

We create usable, responsive web design that is as nice to look at as it is to use.

CONTENT

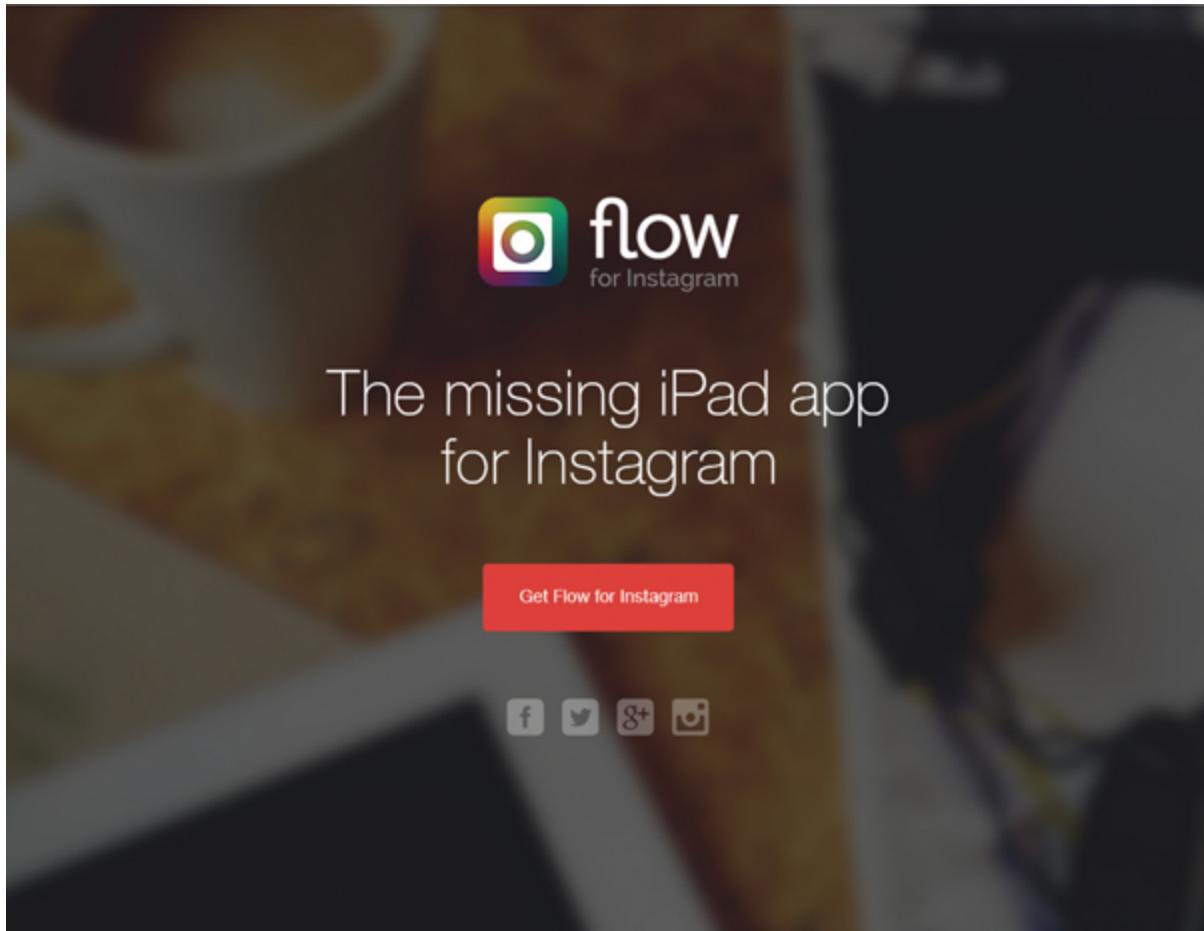
Content is king, but our projects operate as an alluvialic.

DEVELOP

Our development team is, for once, reasonable and social.

Window size: 1285 x 1000
Viewport size: 1269 x 966

www.theflowapp.com



The Super Hero

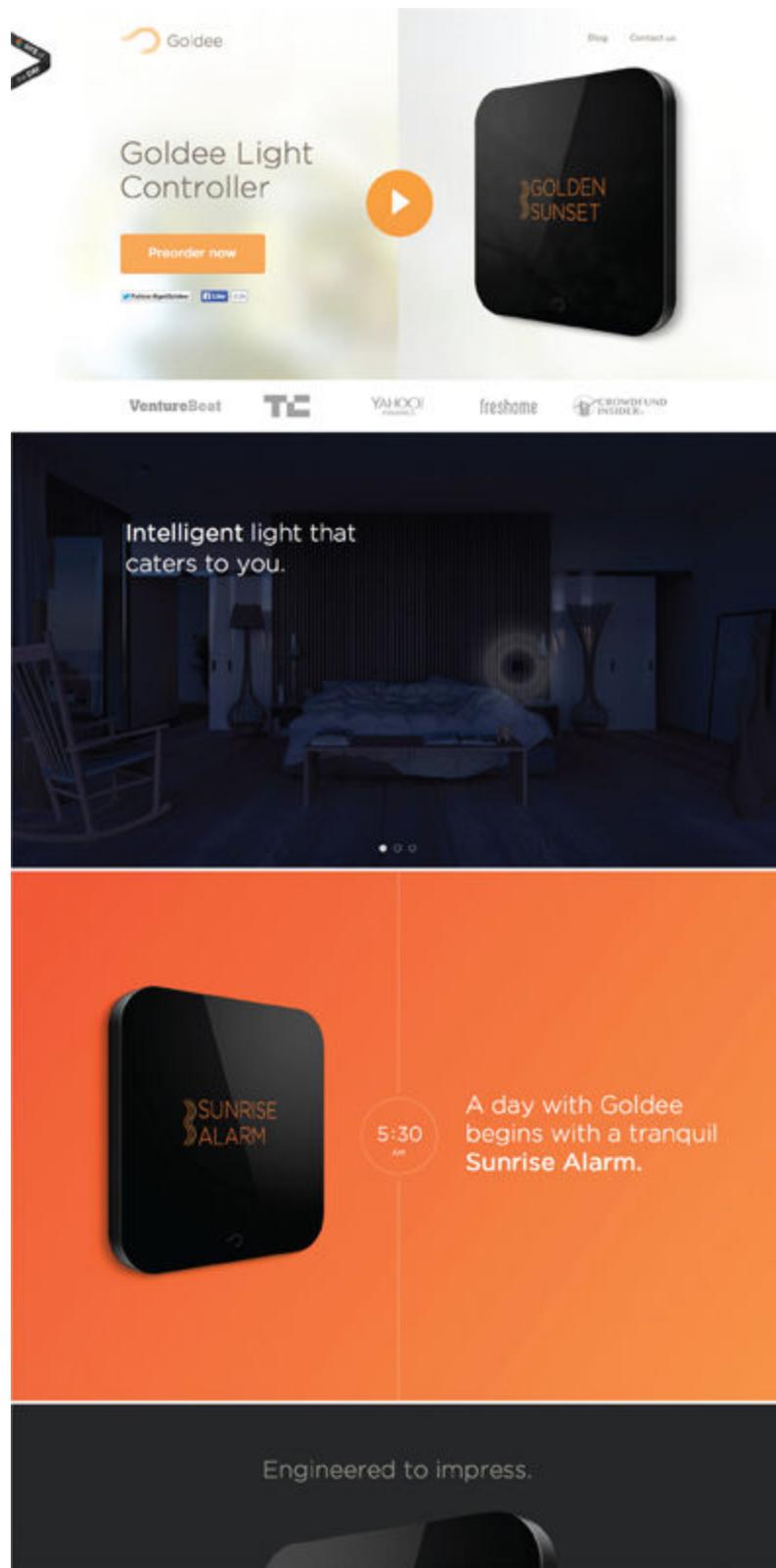
The almighty content slider has been a go-to element for web designers over the last four years or so. At times it seemed like a timeless element that would be around forever. And though we still find it at work on many home pages, it seems that this particular element is losing traction. In its place, we find that a new home page leader element is finding its way into countless designs. I lovingly refer to it as the Super Hero. Those in marketing are likely familiar with the typical “hero shot.” The alcohol industry is notorious for these with their super-sized and nearly glamorous shots of liquor bottles. The format I am referring to here is a situation where the home page is dominated by a hero section that summarizes a product. Noticeably gone is the content slider offering up multiple perspectives on the same product. Instead, we find a single super-sized section with the most succinct positioning possible for the product.

An absolutely perfect demonstration of this is the Goldee site ([FIGURE 1](#)). Here we find a single large image of the product, a three-word summary of what it does and a call to action to get your own. You will also no doubt notice the large button in the middle of all this that allows you to watch a video of the product. This super hero section, were it made a few years ago, would have likely been a slider with about four frames, each frame showing some aspect of the product that makes it super cool.

I would propose that in many cases, the content slider is a crutch that allows designers to appease many people involved in a product. It lets them highlight many aspects of a product, each perhaps from a different person’s perspective. Imagine how the following people might want to market a

product differently: the CEO, marketing, developers, designers and so on. Each might think a different aspect is the best way to sell it. The end result is a muddled mess that works harder than it should. Instead the super hero approach works to find the single best and most concise sales angle. The results are simpler to use, easier to maintain, and just feel better for the consumer. As you noticed on the Goldee site, the video is the more full-blown sales pitch. But rather than put it front and center, they make you click to get it. As such, you aren't forced into it if you don't need it. If you're tired of the worn out content slider, give the super hero a chance.

FIGURE 1: <http://getgoldee.com>



<http://realtii.com>

The screenshot shows the homepage of Realtii.com. At the top left is the Realtii logo, which consists of a stylized location pin icon followed by the word "Realtii" and ".com". At the top right is a "Register" button. The main visual is a stylized illustration of a city skyline at night or dusk, with buildings, clouds, and a yellow moon. Overlaid on this are three white speech bubbles containing interactive icons: a red heart for "Save to Favourites", a red eye for "Hide this listing", and a blue location pin for "Share this Listing". Below the illustration, a blue banner contains the text: "Simple. Transparent. Easy. Realtii is reimagining how people search for real estate. Subscribe now to be the first to hear when it's ready." To the right of this text is a white input field with the placeholder "Enter your email address..." and an orange "Notify Me" button with a small bell icon. At the bottom center is a small, semi-transparent Realtii logo.

Finding your perfect home just got easier.

Save to Favourites

Hide this listing

Share this Listing

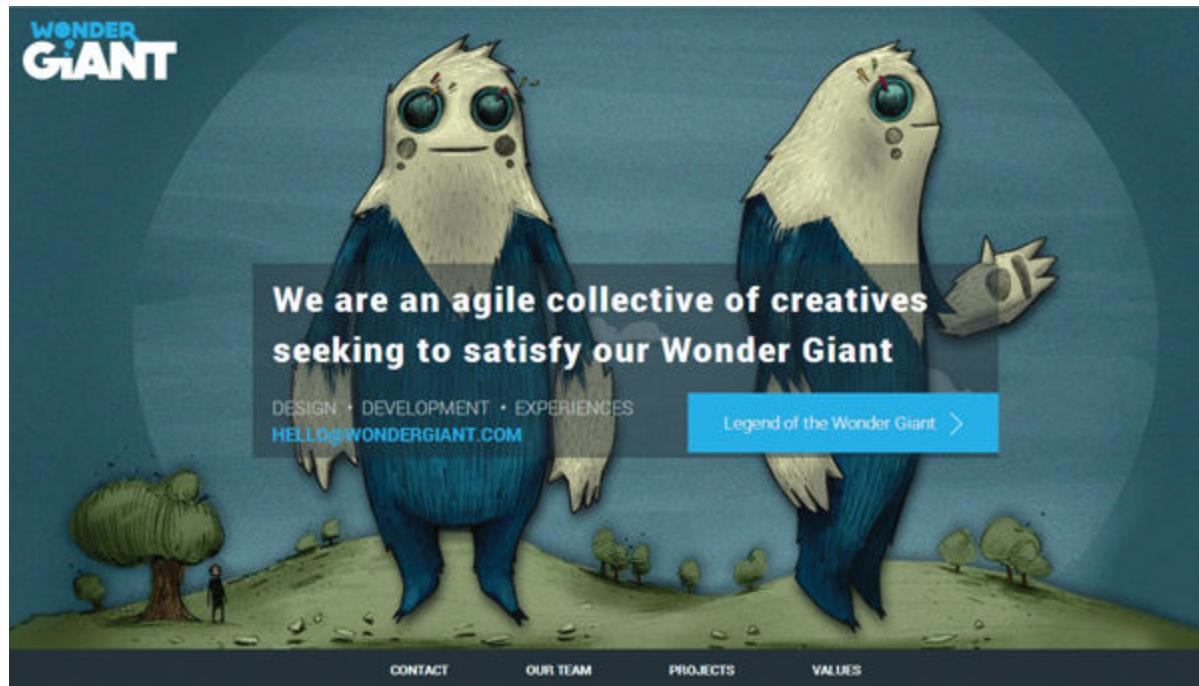
Simple. Transparent. Easy. Realtii is reimagining how people search for real estate. Subscribe now to be the first to hear when it's ready.

Enter your email address...

www.pinkanova.com/en



<http://wondergiant.com>



Get In Touch

Want to work together? Just looking to stalk us?





See Why Our Clients Love Us



"Their ability to provide guidance and expertise for our various marketing programs has led to a substantial increase in sales, as well as positioning us as a thought leader in our industry."

Stephen O'Connor
Digital Marketing Manager



"IMPACT was a critical component to us launching and capitalizing on our HubSpot integration. We've doubled our web visitors since working with them, and our traffic continues to grow. They've really helped us get more eyes on our content."

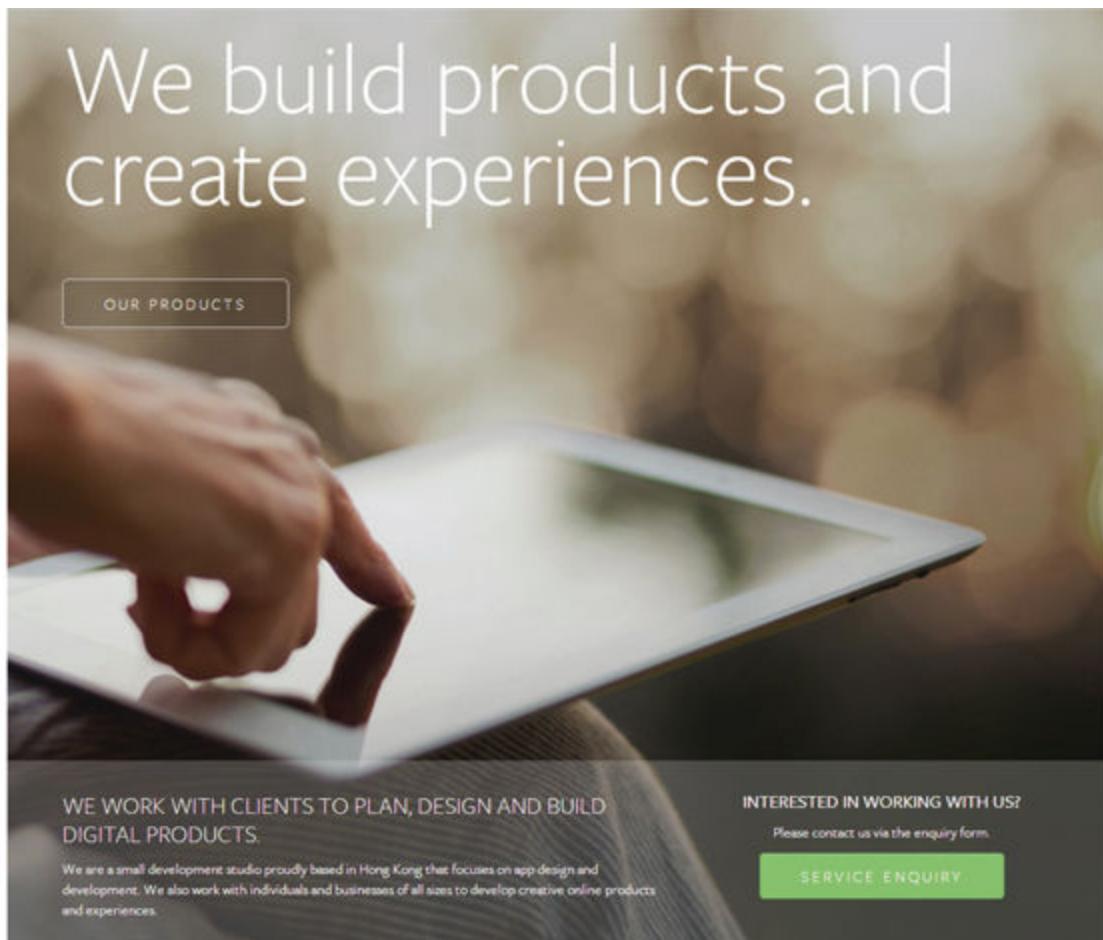
Rachel Clapp Miller
Assistant Director of Marketing & Communications



"Their level of expertise with inbound marketing has been extremely valuable in our new digital strategy. From the leadership team, all the way down to our account manager, they never disappoint."

Larry Sawyer
Senior Web Strategist





We build products and create experiences.

OUR PRODUCTS

≡ MENU

f

Twitter icon

Service Enquiry

WE WORK WITH CLIENTS TO PLAN, DESIGN AND BUILD DIGITAL PRODUCTS.

We are a small development studio proudly based in Hong Kong that focuses on app design and development. We also work with individuals and businesses of all sizes to develop creative online products and experiences.

INTERESTED IN WORKING WITH US?

Please contact us via the enquiry form.

SERVICE ENQUIRY

<http://bondistaycations.com.au>



Adina Bondi
presents

STAYCATIONS

Win your own Bondi Staycation at Adina Apartment Hotel Bondi Beach.

YOUR LOCAL GUIDES BONDI BUBBLE BOOK YOUR STAYCATION

Like Tweet

HASHTAG YOUR BEST INSTAGRAM PHOTOS OF BONDI WITH #BONDISTAYCATIONS

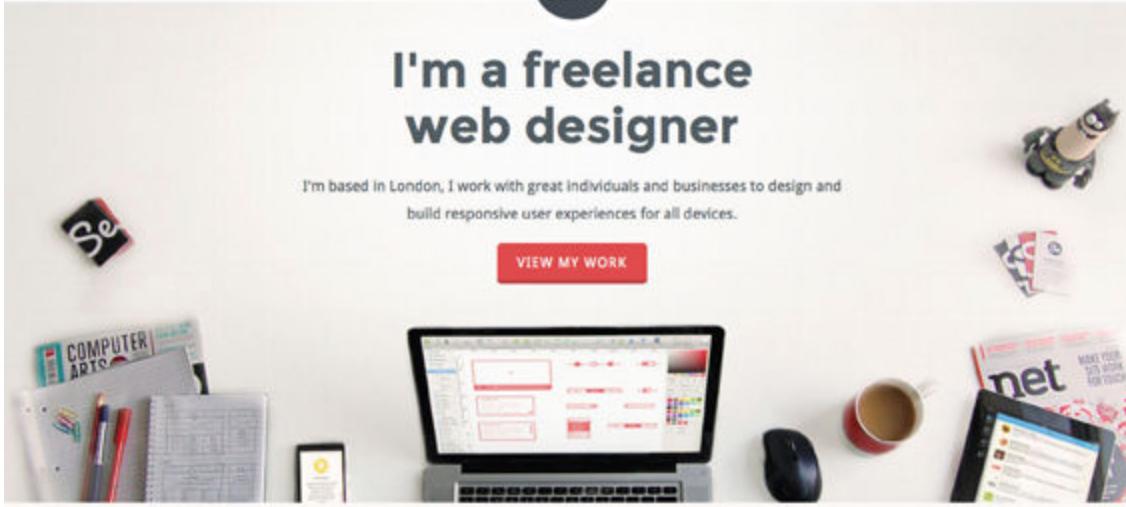
Photos will be judged by Brad Molyon, Bondi Rescue Lifeguard and Ocean Photographer.
Entries close 20 March 2014

WORK ABOUT BLOG  CONTACT + START A PROJECT

I'm a freelance web designer

I'm based in London, I work with great individuals and businesses to design and build responsive user experiences for all devices.

[VIEW MY WORK](#)





UI Design

I design user interfaces for the web and mobile apps. My designs aim to help businesses achieve their goals with simplicity and usability.



Responsive Design

A responsive website will adapt its content to the size of the screen. The result is it performs and looks great on all modern devices.



CMS Integration

Providing my clients with a CMS gives them full control to manage and publish content behind the sites launch. I work with [Perch](#) to achieve this.

Featured Work

I focus on the details when it comes to designing and building for the web and mobile applications. I consider every aspect of a project to achieve not just something that looks beautiful, but actually works and achieves its purpose.

[VIEW ALL MY WORK](#)



<https://stickygram.com>

The Sticky9 homepage features a banner at the top with the text "BRING YOUR INSTAGRAMS TO LIFE" and "Create beautiful products and share your world". Below the banner is a large image showing a desk setup with a stack of colorful books, a small potted plant, and a laptop and smartphone displaying Instagram photo collages. A green button labeled "Explore the collection" is visible.

The Sticky9 Collection
Magnets, Phone Cases & iPad Covers

50% off Premium delivery for Father's Day ends midnight June 30.

Instagram Magnets [View Details](#)

Fun photo magnets. Create 9 Classic magnets or get creative with The Jiggle. [Find out more](#)

Create your magnets [View Details](#)

From: \$14.99 (free worldwide shipping)

Instagram Phone Cases
Provides slim-line, lightweight protection against knocks and bumps

[Find out more](#)

Create your case [View Details](#)

\$24.99 (free worldwide shipping)

Instagram iPad Covers
Protect your iPad 2/3/4 & Mini screen from scrapes and scratches with a customised cover

[Find out more](#)

Create your cover [View Details](#)

\$64.99 (free worldwide shipping)

Free shipping everywhere

Hello Bonjour Aloha
안녕하세요 你好 Shalom
नमस्कार こんにちは مرحبا
नমস্কাৰ 你好 مرحبا
नमस्कार 你好 مرحبا

www.thebentbullet.com

The Bent Bullet

JFK AND THE MUTANT CONSPIRACY — Half a century ago, Magneto was implicated in the mutant plot to assassinate President John F. Kennedy. The events of that fateful day in November have been a point of contention between humans and the mutants ever since.

Continue

A FICTIONAL EXPERIENCE FROM THE WORLD OF X-MEN: DAYS OF FUTURE PAST

www.thezebra.com



The new way to shop for car insurance

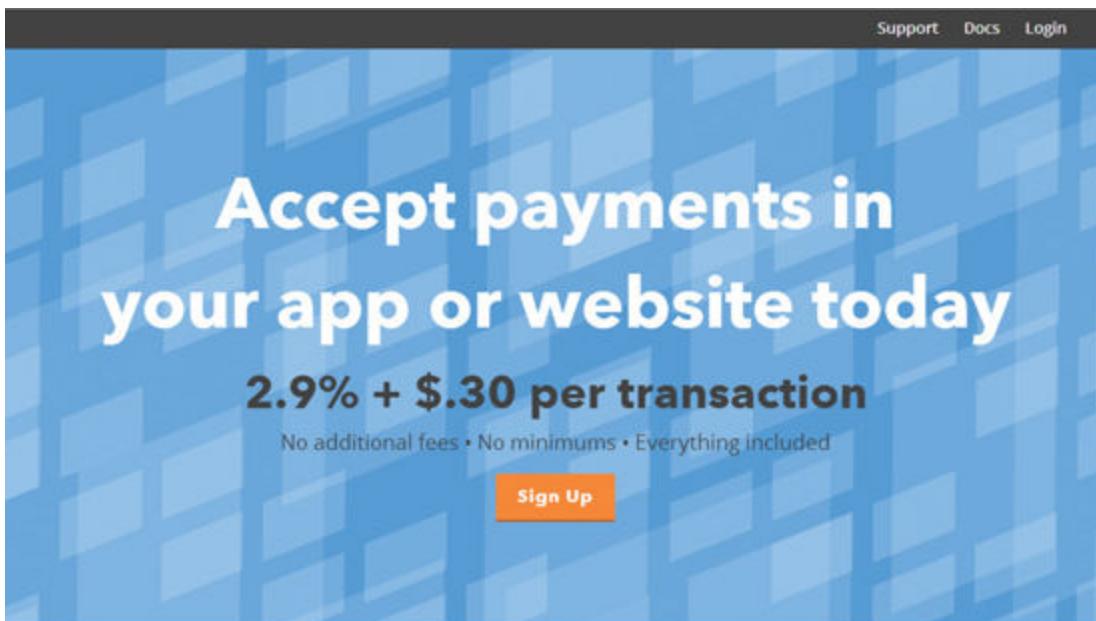
Compare 204 auto insurance providers in seconds. No spam.

[PROVE IT](#)



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www.braintreepayments.com



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Braintree helps companies quickly grow from their first sale through their millionth

GitHub

airbnb

Fab.

 **twilio**

 **livingsocial**

 **U B E R**

And many more

<https://squareup.com>



SIGN IN MENU

SELL MORE WITH SQUARE

[GET A FREE CARD READER](#)

275% per swipe VISA   Next-day deposits 

SELL ON THE GO

Accept credit cards and run your business on an iPhone, iPad, or Android device.

[LEARN MORE »](#)

SELL IN STORE

Transform an iPad into a complete point of sale for your restaurant, cafe, or retail store.

[LEARN MORE »](#)

SELL ONLINE

Open an online store for free in Square Market. Sell in person and online with Square.

[LEARN MORE »](#)

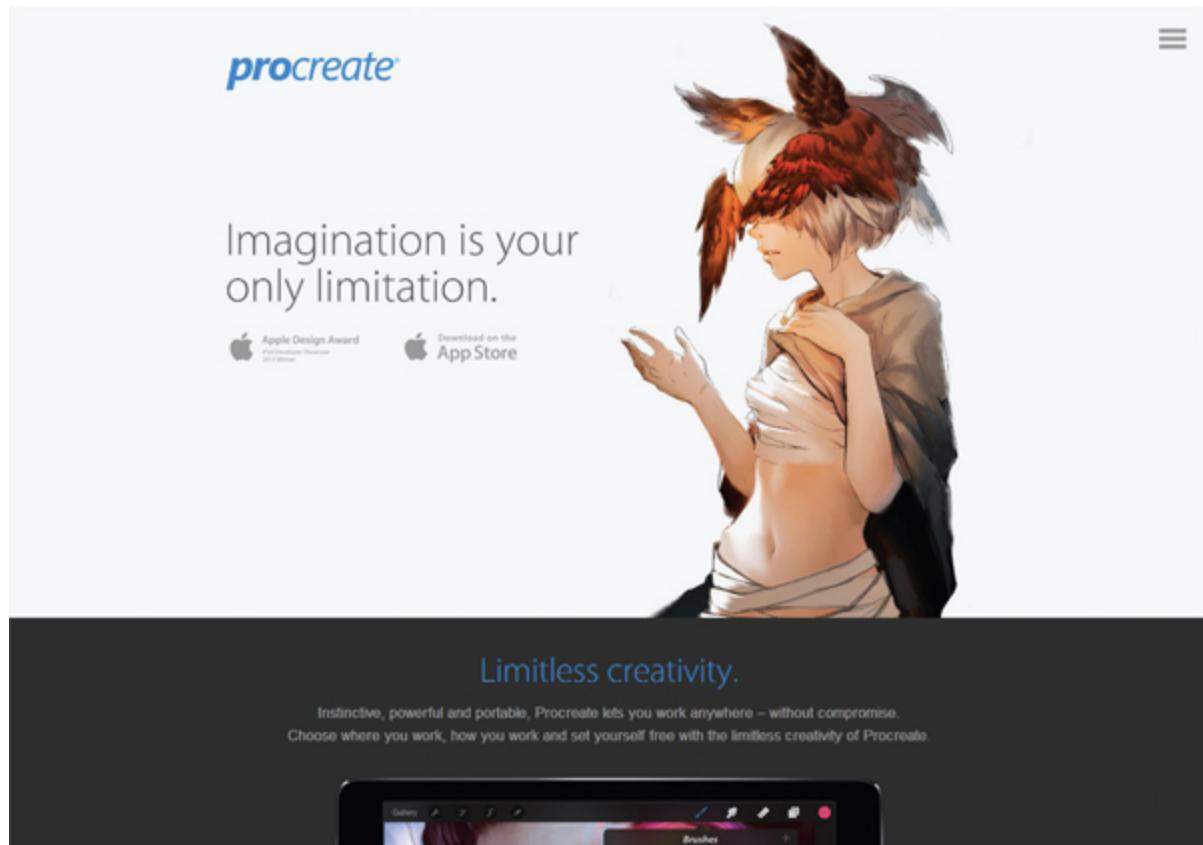
SHOP SQUARE MARKET

Discover original goods from local businesses all over the country.

[SHOP NOW »](#)



<http://procreate.si>



The image shows the official website for Procreate. At the top left is the 'procreate' logo. To the right is a large, detailed digital illustration of a young person with light-colored hair and a large, ornate feathered headdress, shown from the waist up and looking down at their hands. In the top right corner is a three-line menu icon. Below the logo, the tagline 'Imagination is your only limitation.' is displayed. Underneath the tagline are two download links: 'Apple Design Award' with a small Apple logo and 'Download on the App Store' with the App Store logo. A dark horizontal bar across the middle contains the text 'Limitless creativity.' above a small screenshot of the Procreate interface on a tablet device.

procreate

Imagination is your
only limitation.

Apple Design Award

Download on the
App Store

Limitless creativity.

Instinctive, powerful and portable, Procreate lets you work anywhere – without compromise.
Choose where you work, how you work and set yourself free with the limitless creativity of Procreate.



www.audreyazoura.fr



L'ARCHITECTURE
EST UNE TOURNURE D'ESPRIT

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SCHEERMESJES VAN DUITSE KWALITEIT VOOR EEN EERLIJKE PRIJS.

Betaal niet langer voor krankzinnig dure scheermesjes.

VERSCHENEN IN

Algemeen Dagblad fd. Het PAROOL ING

HOE HET WERKT

KIES JE PROGRAMMA



Scheer jij je elke dag? Of één keer per week?

Kies een programma dat bij je past.

JIJ ONTVANOT



Jij ontvangt de scheermesjes elke maand of elke 2 maanden in de brievenbus.

Inclusief een gratis houder + mesje bij je eerste levering.

GEEN VAST CONTRACT



Jouw programma annuleren, pauzeren of meer mesjes bestellen? Het kan. Ook via jouw smartphone.

Onze service is altijd direct opgehaald, zonder opslagtermijn of extra kosten.

GELD TERUG



Niet blij met onze producten of de service?

Laat het ons weten en je krijgt onmiddellijk je geld terug.

[KIES JE PROGRAMMA](#)



ONS MES

Slank, eenvoudig en toch mannelijk. Een beschreven combinatie van vorm en functie.



Chalkboards

Though this book, as with all of my books, tries to focus on the most popular trends and styles, there are at times styles and approaches that get used by multiple people, but are somehow far less commonplace. This chapter is just such a situation. Though I have collected eight sites that rely on a chalkboard theme or element, it is not a pervasive style. If you look into print design you will find that the chalkboard theme is obnoxiously popular and it seems that almost every last magazine has taken a turn at applying the style to their cover, from *O, The Oprah Magazine* to *Time* magazine and countless publications in between (A Google image search to prove the point: <http://bit.ly/1a2z5vU>) and therefore those behind the site). I had previously noticed this style in print as I prepared lessons regarding editorial design for the graphic design program where I teach. When I spotted the style in the web world, I presumed it was equally popular. Much to my surprise there were but a few samples to find. I actually doubted for a while that I would have enough to create a chapter here. That said, I am happy to have filled this chapter and perhaps spark some new ideas. Frankly, it always feels good to highlight some lesser used styles and trends.

This particular style manifests itself in a variety of ways, the most common of which is as a background element. A prime example of this is the personal site of Carmen Rose (**FIGURE 1**). Here the element is essentially a decorative element that contributes to a hip and stylish design. I suspect that this is perhaps a photograph of the photographer's studio. If so, it not only decorates the site but also serves as a sort of landmark for the

artist and her space. It is an interesting way of connecting reality with the website. On a side note, this sort of glimpse into the reality of an artist is a really great way to minimize the technical aspect of the web and drive the focus toward the human side. It is a rather effective tool to communicate the mood and the tone of the site.

In other cases, such as with the BootBe website (**FIGURE 2**), we find that the element is more than a simple background. Here the content is rendered as part of the chalkboard. In this way the element takes on a much more thematic approach. It is really interesting to contrast these two examples and see how such a vividly defined element as this can still take on numerous roles in a design.

FIGURE 1: <http://lovecarmenrose.com>



FIGURE 2: www.bootb.com/en

The screenshot shows the homepage of the BootB website, featuring a chalkboard-style background. At the top right are language and user options: LANGUAGES (AR, DE, EN, ES, FR, HE, HI, ID, IT, JP, NL, PT, RU, ZH), LOG IN OR REGISTER, and a SHARE button.

World's Best Creative Department
Citizens of BootB Republic are **38 150** sellers of creativity from **165** countries!

For Brands

Our Creators provide on average **214** solutions for every creative challenge you offer. Simply...

- 1 Publish your creative brief
- 2 Receive loads of creative solutions
- 3 Purchase the best!

[Learn more!](#)

Register

How it Works
About US

For Creators

Whether you're a pro, student, freelancer or agency, here is where your creativity can bring you an average of **3 412 USD**. Simply...

- 1 Select a creative brief that inspires you
- 2 Publish your creative solution
- 3 Get rewarded!

[Learn more!](#)

Top creators See All

#163, **viviana.degrandi**
Citizen since: 06.06.2010
Country: Italy

#119, **pintree**
Citizen since: 08.10.2009
Country: Portugal

#133, **BalderDash**
Citizen since: 01.01.2009
Country: Israel

Our clients...

italo, al&am, FRAMO

...tell you more See All

Yakovleva, Marketing Director

Open pitches See All

CASINI - Nuovo nome di partite politiche
Deadline: 01.01.2011
Budget: \$5 000

REINVENTA - Logo re-styling + website
Deadline: 30.04.2009
Budget: \$1 168

WORLD CHAMPION SOCCER 2010 - Win-Away
Deadline: 01.10.2009
Budget: \$2 000

Testimonials

Mariaela Pia, Founder and Director of MTM

"We wanted to take a road less traveled, emphasizing talent and achieving results that would be useful to us in the long term, and so we got excited about experimenting with an online... [\(more\)](#)

<http://poppiesflowers.com.au>



www.heritagechickens.ca

The website features a top navigation bar with links to HOME, OUR STORY, ADOPT A CHICKEN, Heritage (with a logo), MEET THE GIRLS, FOOD SAFETY, and CONTACT. It also includes social media links for Blog and Facebook. A sidebar on the left says "OPL AWARD". The main banner has a dark wood background with the text "GET FRESH EAT LOCAL FREE-RUN FARM EGGS" and "MEET THE GIRLS". It also features a "SINCE 1996" badge and a "Heritage Chicks For Sale" section. Logos for supporters like Alberta Government, ALMA, THE TOMATO, and El diseño are shown. A "NEXT PICK UP TIMES" section lists Thurs. June 5, 1:00 PM - 7:00 PM and Sat. June 7, 10:00 AM - 1:00 PM, with a link to "SEE PICK-UP SCHEDULE".

The page has a decorative title "ADOPT A CHICKEN" with a bird icon and a "HIDE YOUR HEART" badge. Below it is a portrait of a white chicken with the caption "'POLK SALAD ANNIE' JUST ONE OF THE MANY NAMED HENS". A small note at the bottom says "Want to see our blog for more current...". To the right, under the heading "THREE EASY STEPS", is a paragraph about the program's popularity and a sign-up form. Three numbered steps are listed in boxes: 1. GET ON THE LIST, 2. IF REGISTERED, PICK UP YOUR EGGS.

LOCATIONS MENU ORDER CATERING GIFT CARDS ABOUT US



TUNA + WHITE BEAN SALAD
An authentic dish from the Italian coast, dressed with our balsamic-red wine vinaigrette



Join our Famiglia Free birthday entrée, recipes, exclusive deals and more. [\[>\]](#)

Susie B. Susie's Blog [\[>\]](#)



Seasonal Specials



Winter Drinks from Pastini

Warm your heart and your tummy... this year we were inspired to create some festive drink recipes for those special occasions to share with you. [see them all >](#)





<http://colabwork.com>



The image shows the homepage banner for Colab Workspace. At the top, there's a green navigation bar with links for INFO, CALENDAR, MEMBERS, BLOG, GET IN TOUCH, and JOIN US. To the right of these links is a call-to-action button: "SIGN UP NOW, THERE'S A DESK WAITING FOR YOU" with social media icons for Facebook and Twitter. Below the navigation is a large, stylized title: "COLAB WORKSPACE" in a bold, blocky font, with "designed" written in a cursive script below it. The word "AS YOU NEED IT." is at the bottom of the title. A lightbulb icon is positioned above the word "COLAB". A banner-like shape surrounds the main title text. In the top right corner of the banner, there's a small "FW TX" logo. The bottom right of the banner features a "LEARN MORE" button.

INFO CALENDAR MEMBERS BLOG GET IN TOUCH JOIN US

SIGN UP NOW, THERE'S A DESK WAITING FOR YOU  

COLAB WORKSPACE

designed

AS YOU NEED IT.

.2013.

LEARN MORE

<http://jacksonvilleartwalk.com>



<http://nativesunjax.com>

The screenshot shows the homepage of the Native Sun Natural Foods Market website. At the top, there's a banner with the Native Sun logo, which features a stylized sun icon above the word "native sun". Below the logo, it says "NATURAL FOODS MARKET" and "EST. 1986 - JAX, FLA". To the right is a search bar with a magnifying glass icon. A ribbon banner across the top has links for "WHY NATIVE SUN", "NATIVE SAVINGS", "EVENTS", "ON OFF THE SHELF", "EMPLOYMENT", "BLOG", and "CONTACT".

The main content area includes a section titled "Native Sun" with a sub-section "Our standards define us." featuring a photo of fresh produce. To the right is a green box titled "TOP 12 GMO RIGHT-TO-KNOW GROCERS" selected by the Organic Consumer's Association.

Below this, there are five navigation links: "Deli Menu", "OUR Products", "Recipes", "Learn", and "MONTHLY Markdowns".

The page is divided into several sections:

- HOT PRODUCTS:** Shows images of various food items like a cake and a yogurt container.
- FOOD TO GO:** Text: "Our takeout selections are ready when you are." Subtext: "From fresh artisan sandwiches and smoothies to complete meals to go, Native Sun takeout has..."
- NATIVE SAVINGS:** Text: "Native Savings is free to join and provides our members with exclusive savings throughout the store." Includes a "Learn About the Benefits" button and a "Card with SAVINGS" image.
- RECENT POSTS:** A list of three items:
 - ON SALE NOW! (Jan. 7 - Feb. 6, 2014)
 - Name that produce item! (12/9/13 - 12/13/13)
 - ON SALE NOW! (Dec. 7, 2013 - Jan. 6, 2014)
- QUESTIONS?** Text: "ASK NATIVE SUN" with a "Get Answers" button. Includes a small image of a person.
- THE SHELF:** Text: "What's new, what's gone, and why".

Vertical Divides

As I collect the examples used in my books, I browse many thousands of sites (yes, thousands). It takes a remarkable amount of work to collect the sites you find here. In fact, I would suggest that collecting the samples is at least 80 percent of the overall work. Along the way I can't help but notice a few lesser used approaches. Sites that make use of a center vertical divide are an example of this. Probably 75 percent of the way through collecting sites I realized I had seen quite a few sites doing this. I finally decided to make a chapter out of it. As a result, I scoured the web and my database of sites to collect the examples you see here. Perhaps this makes me sound a bit nuts; at a minimum it highlights the obsessive nature these books support.

As I observe the sites in this category, it strikes me that having a perfectly centered divide in a design is not the most likely of things. Given the horizontal nature of computer screens it isn't the easiest design format to choose. For this reason I personally find it to be an interesting and inspiring approach. It fascinates me to see how various designers have used the structure, as shown here. You will no doubt notice that I also squeezed in a few examples that don't quite fit the perfect 50/50 divide.

In some cases, such as the Wevseen site (**FIGURE 1**), the divide separates what appears to be two equal elements of content. Neither seems to have the priority in the design. On first look I couldn't imagine that this was legit. After all, something just *has* to be more important. Then I remembered the site The News (**FIGURE 2**) that also features two perfectly equal chunks of content. It seems that in some isolated cases two

pieces of content genuinely do have equal weight. A perfect split is a logical solution to this.

What I didn't expect to find was sites with this divide where the two sides of content scroll independently. However, such is the case with the Reveillon Absoluto site (**FIGURE 3**). Visit this site and you will find that the content in the two sides is independent of the other side. Frankly, this seems rather bizarre and really confusing. But given the content and the purpose of the site, it actually really works. I love how this challenges my assumptions and gets me thinking in ways I would have never considered.

FIGURE 1: www.wevseen.com

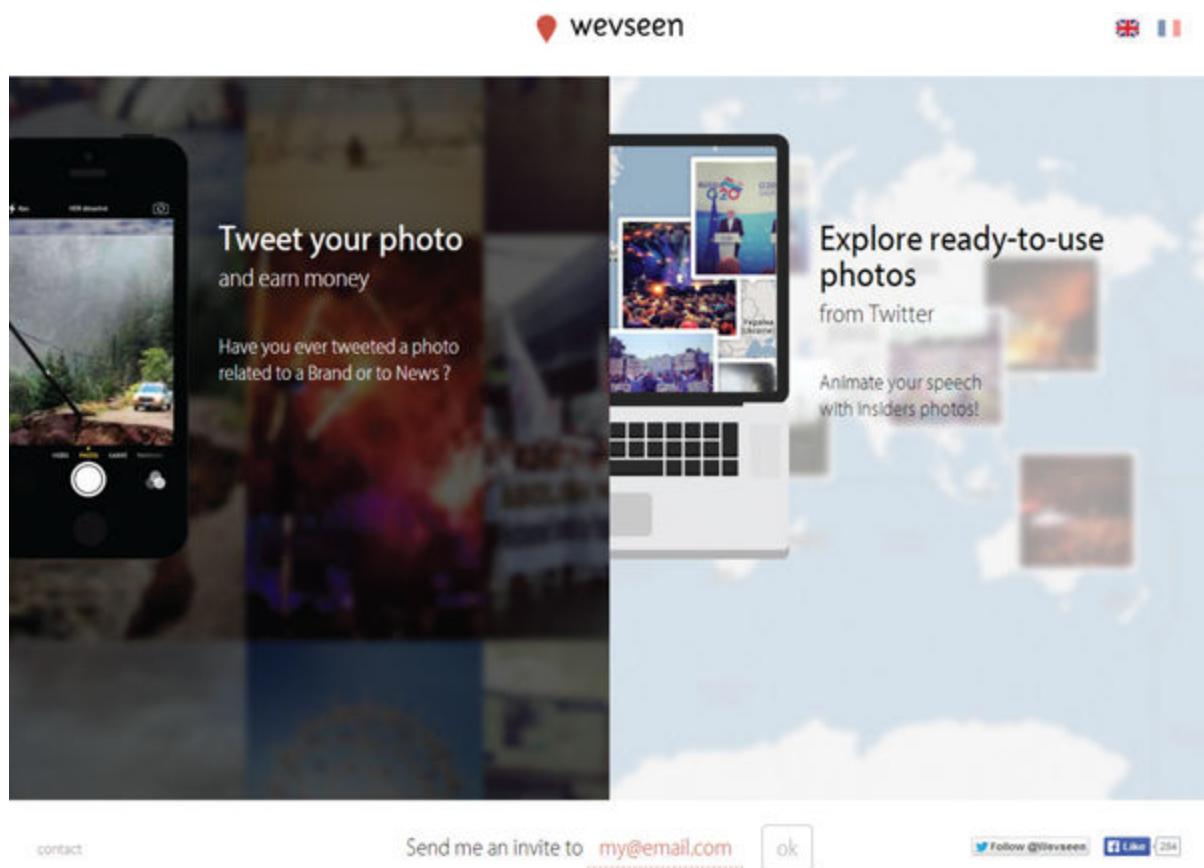


FIGURE 2: <http://thenews.im>

DESIGNER NEWS

- 1 Show DN: Mobile DN, your free iOS companion... 82 points by Alphonse M. 131 comments
- 2 Site Design: Kickstarter, Year in Review 34 points by Daniel B. 110 comments
- 3 Dribbble takes their logomark flat? 12 points by Julian L. 110 comments
- 4 Brad Smith departs from Virb... With one heck... 37 points by Brandon J. 10 comments
- 5 Ask DN: How do you manage product execution? 53 points by Kyle M. 16 comments
- 6 New York Times Redesign 52 points by Cheyne L. 10 comments
- 7 Show DN: Webflow 12 points by Oliver H. 17 comments
- 8 The most annoying scroll hijacking so far 3 points by Lucas M. 16 comments
- 9 iOS 7.1: Home screen page indicators are now... 24 points by Miles C. 18 comments
- 10 Storage Solutions? 9 points by Jason P. 17 comments
- 11 What you need to know about converting col... 12 points by Michael S. 12 comments
- 12 Show DN: Network - Simple iOS Podcast App ... 11 points by Andrew C. 10 comments

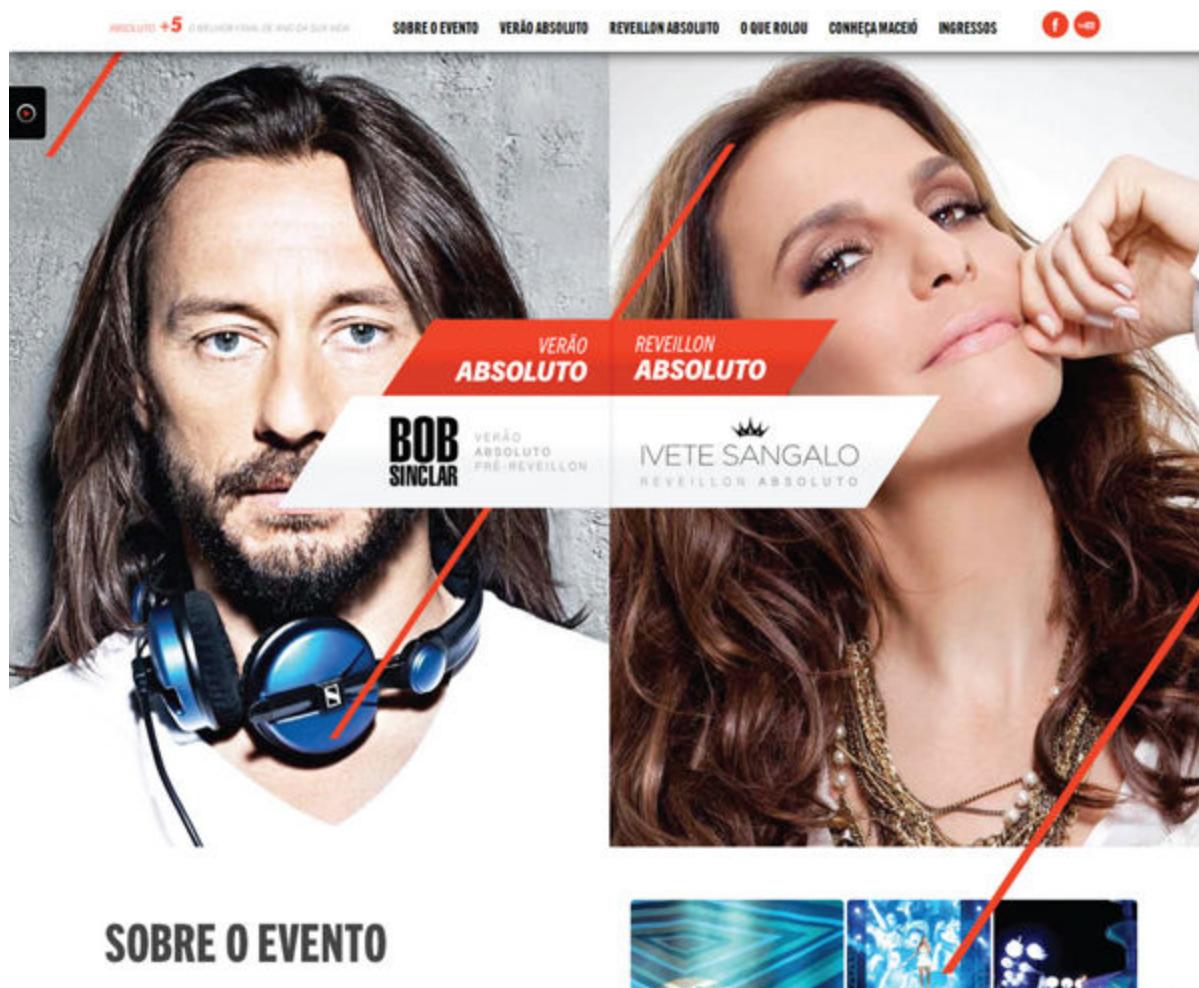
HACKER NEWS

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FIGURE 3: www.reveillonabsoluto.com.br



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MEDIA LIBRARY : NAMES THEMES CHRONOLOGY MAP

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DESIGNER

I love creating websites. This is all my motivation pushing me to improve my skills in multiple disciplines. User Experience Design, User Interface Design, Front-End Development, Back-End Development, System Administration; I think these are just the titles for large companies. For me it's the path for turning ideas into live applications.

DEVELOPER

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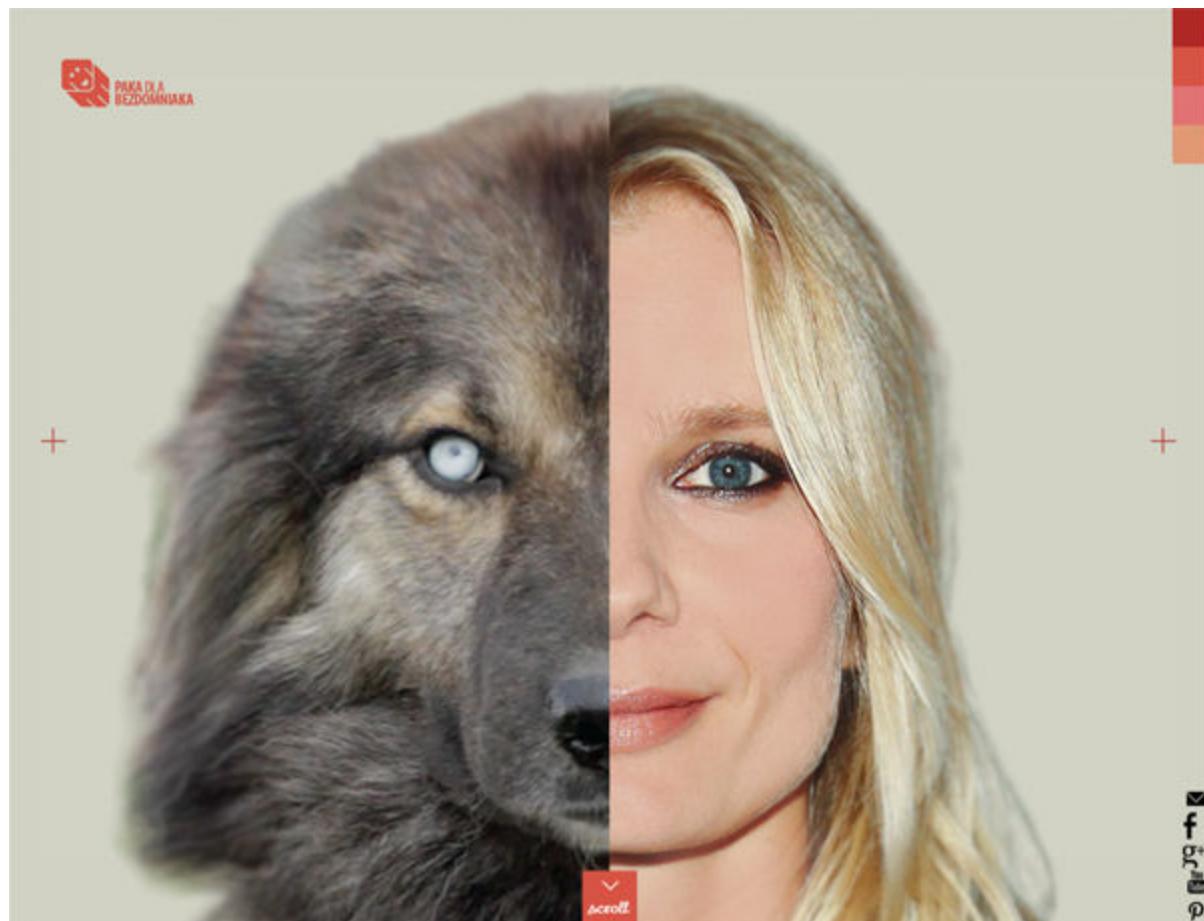
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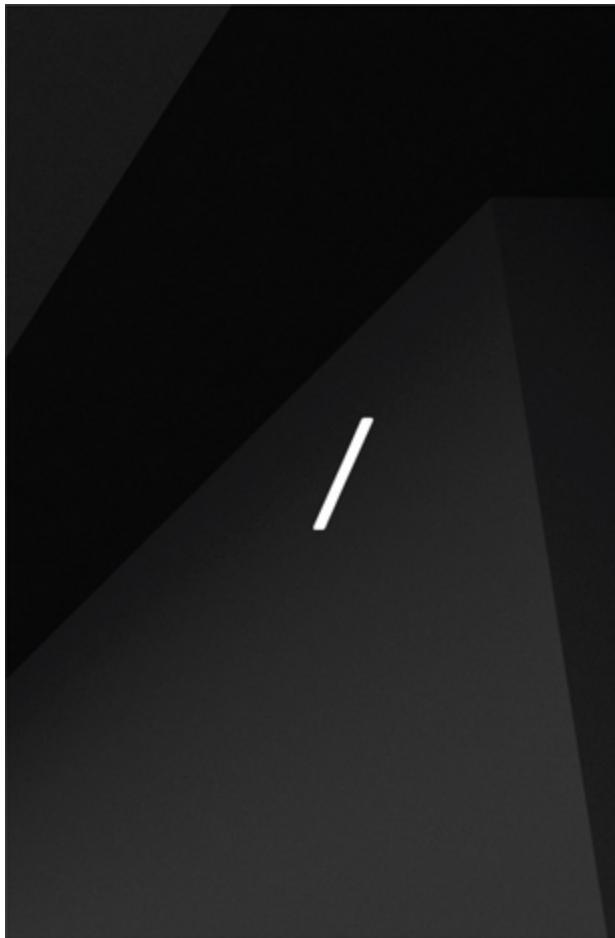
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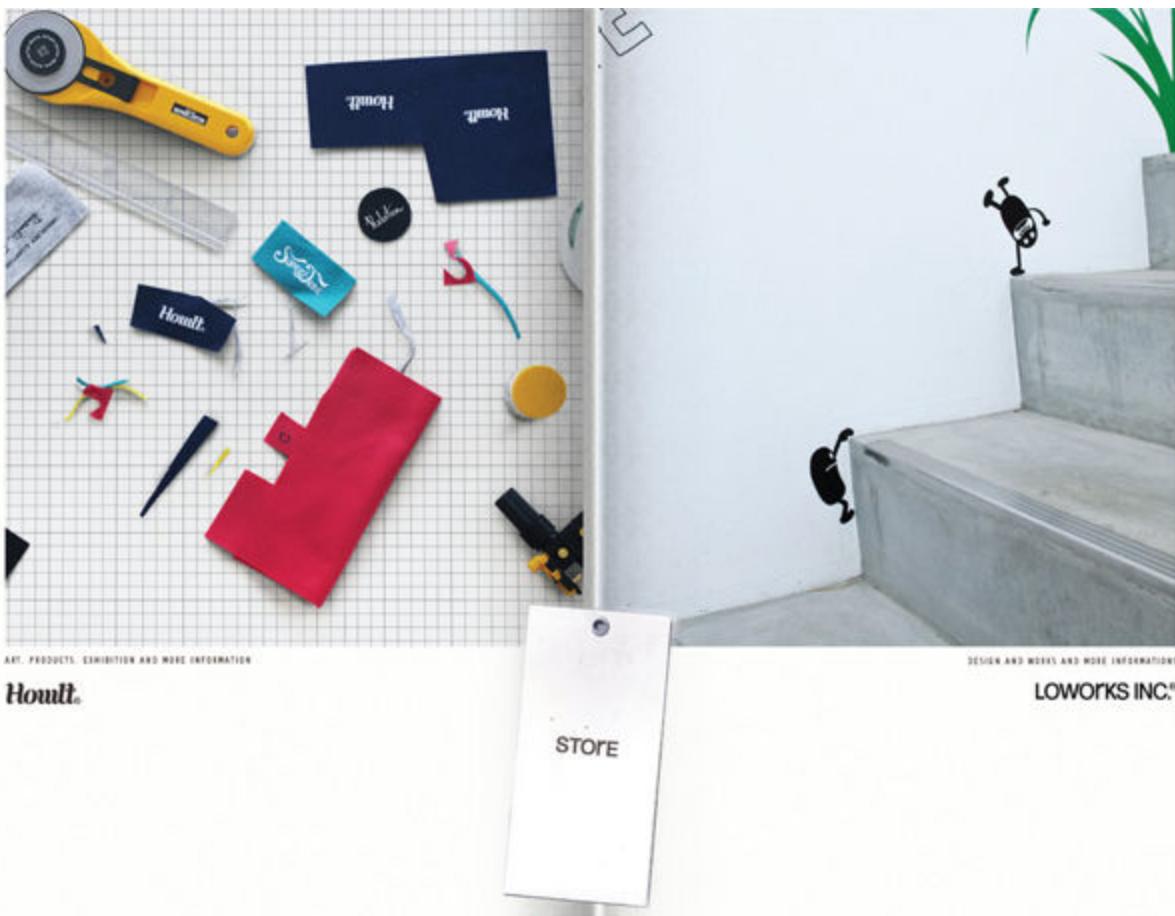
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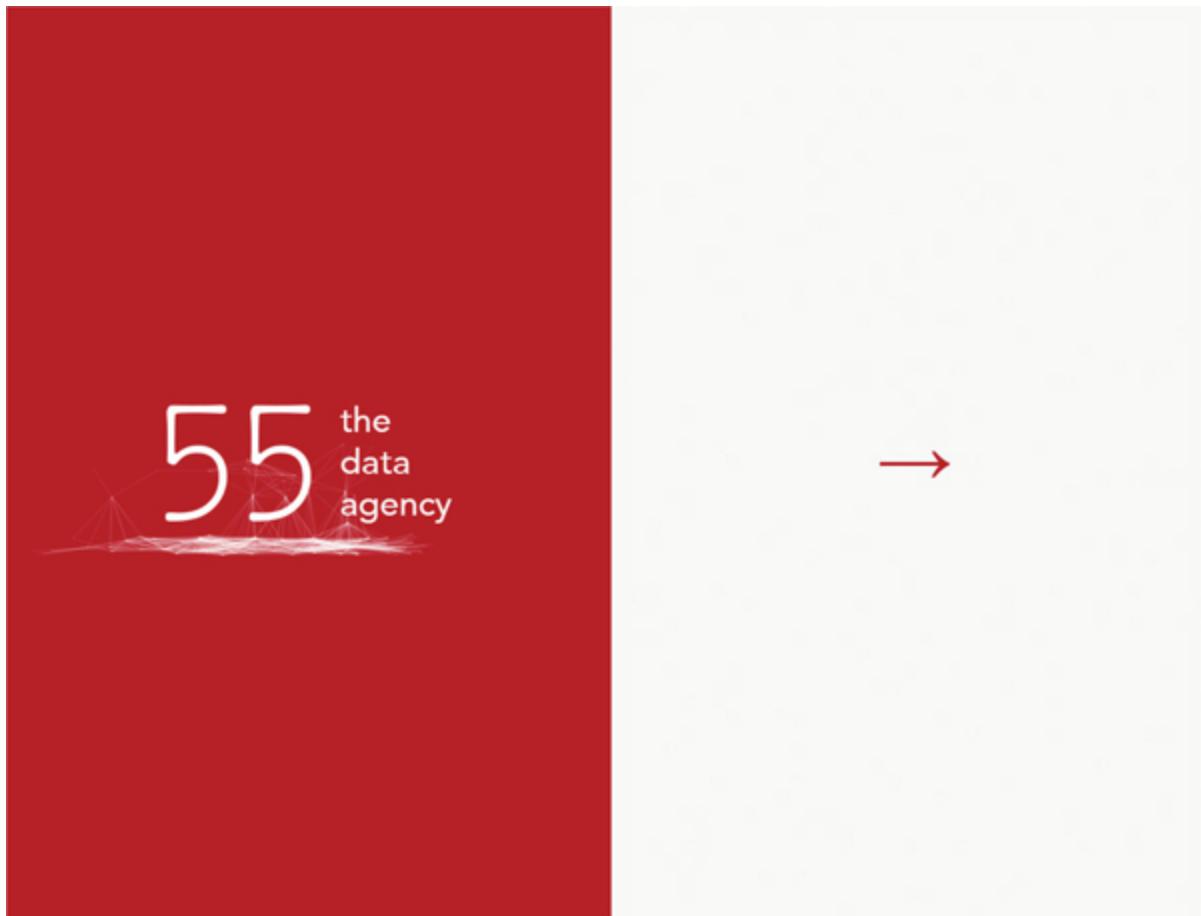
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20 YEAR OLD MALE
CENTRAL ILLINOIS

DRUG OVERDOSE



Susan
80 YEAR OLD FEMALE
SOUTHERN ILLINOIS

MEDICINE INGESTION

<http://instastox.com>

The image displays the Instastox website in two views. On the left, a MacBook Air is shown with the website's interface open, featuring a grid of thumbnail images and a navigation bar at the top. On the right, a full-width landing page with a dark blue background. The Instastox logo is prominently displayed in white script. Below the logo, a sub-headline reads "Instastox delivers fresh and unique microstock photos by Instagram users". A descriptive paragraph follows, explaining the service's purpose: "We are creating a curated marketplace for high quality microstock images published by Instagram users. We allow people to cash in on their passion by selling and licensing their best photos." A call-to-action button below the paragraph says "Interested? Enter your email below to get invited.". A text input field is provided for entering an email address, and a blue "INVITE ME" button is to its right. Below the input field, there is a note: "Please help us by specifying your interest." with two radio button options: "I'm interested when the site launches." (unchecked) and "I've got cool images to sell." (checked). At the bottom of the landing page, a small disclaimer states: "We will keep your email safe and we will never send you spam. That's a promise."

www.avonesestilorcн.com/concurso/quintafase

The banner features a close-up photograph of a woman's face, focusing on her eyes, nose, and mouth. The text 'AVON' is at the top left, and 'GANADORA' and 'FINALISTAS' are in the top right. Social media icons for Facebook, Twitter, and YouTube are at the top right. The main text 'CONOCE LA * Mecánica' is overlaid on the image. A small inset photo shows a woman applying makeup. To the right, a box titled 'Paso 1.' contains instructions for participation and a 'SIGUIENTE >' button. The bottom of the banner includes social media links ('Like 322k', 'Seguir a @Avon_Colombia'), copyright information ('COPYRIGHT 2013 | TÉRMINOS Y CONDICIONES | POLÍTICAS DE PRIVACIDAD | BV. © S-NINIA 2013 ALL RIGHTS RESERVED'), and the Avon logo.

AVON

GANADORA FINALISTAS

Siguiendo:

CONOCE LA *

Mecánica

Paso 1.

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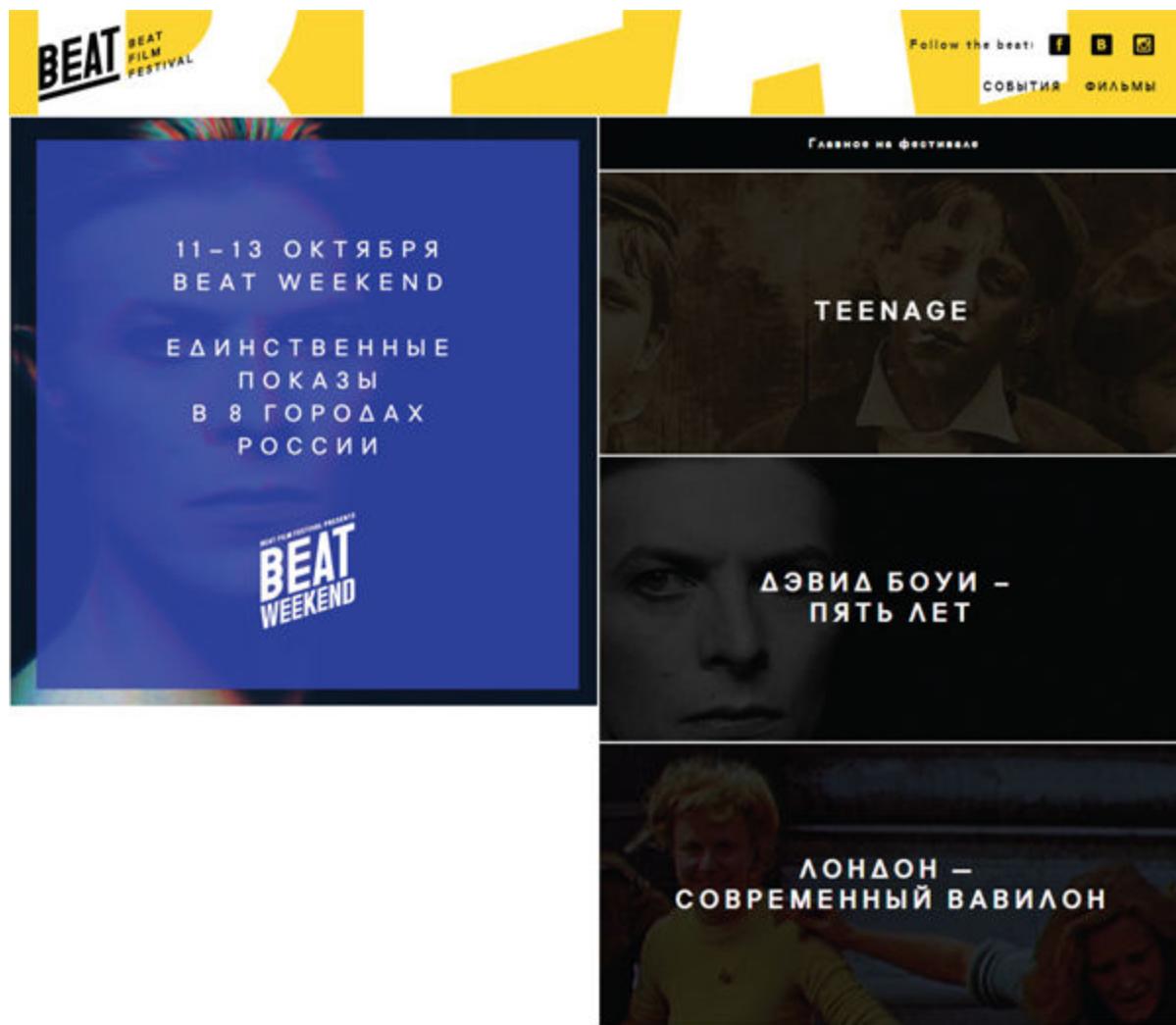
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06

Design Themes

Themes and styles are closely related, but there is a difference. When it comes to themes there are specific visual elements and patterns that are easily connected to any given theme. It should also be noted that themes can be subtly woven into a site, or it can be completely over-the-top and dominate the entire design. A perfect example is the sketchy style. Once you settle on this as an approach, you drive yourself toward a specific type of visual. Sure there is a lot of latitude in that space, but the theme locks you in. Contrast this with something like a minimalist *style*. In that case there is no visual language that is prescribed other than the basic philosophy of the style. Themes can be a really fun design direction, leading to an almost infectious trail of ideas.

Monochromatic Plus One

Another style that is a sort of subset of the flat style is reducing the color palette to variations of a single color with one vivid contrasting color (almost universally white). This style runs the risk of being rather generic. The upside is that, for the most part, each of the sites here using the style have an extremely narrowed focus. This focus is further reflected in the minimalist color palette. There is just something about it that works really well. It allows the singular function of the sites to shine.

A few of the examples demonstrate this in a rather extreme way, doCapture ([FIGURE 1](#)) and Font Awesome ([FIGURE 2](#)) in particular. These sites have a very simple purpose and essentially one thing to offer to the world. As such, the super tight color palette and clear structure of the page reflects this simplicity. It really is an amazingly beautiful and effective approach. The Font Awesome site packs as much style as possible into the little bit of content that the site ends up with a really unique style, despite its minimalist approach.

I think this is a style that can be underestimated in terms of difficulty. If you don't put the extra work into it, your results *will* be generic. You have to work hard to add the extra details and touches that make your design unique. Anyone can take a solid color and slap some text on it. So what can you do to make it unique and give it the pop it needs? It seems that in this case, the devil truly is in the details.

If you have scanned the samples here you no doubt noticed that one of the sites stands out as a misfit: the Zegna site ([FIGURE 3](#)). This site doesn't quite fit this style perfectly, but I included it here nonetheless. One

of my favorite things about trends in general is to see how you can take one and push it just beyond what it is expected. This site is essentially black and white using a single accent color (gold tones). Black and white isn't quite the monochromatic style you see in the other samples, but it does come close. What I love is that the site feels full color, and yet it has a very narrow palette of colors. I think this is a clever and gorgeous use of the style. I know that I seldom consider creating a narrowed color palette when photographs of objects are involved. And yet the results are just amazing.

FIGURE 1: <http://skakunmedia.com/docapture>

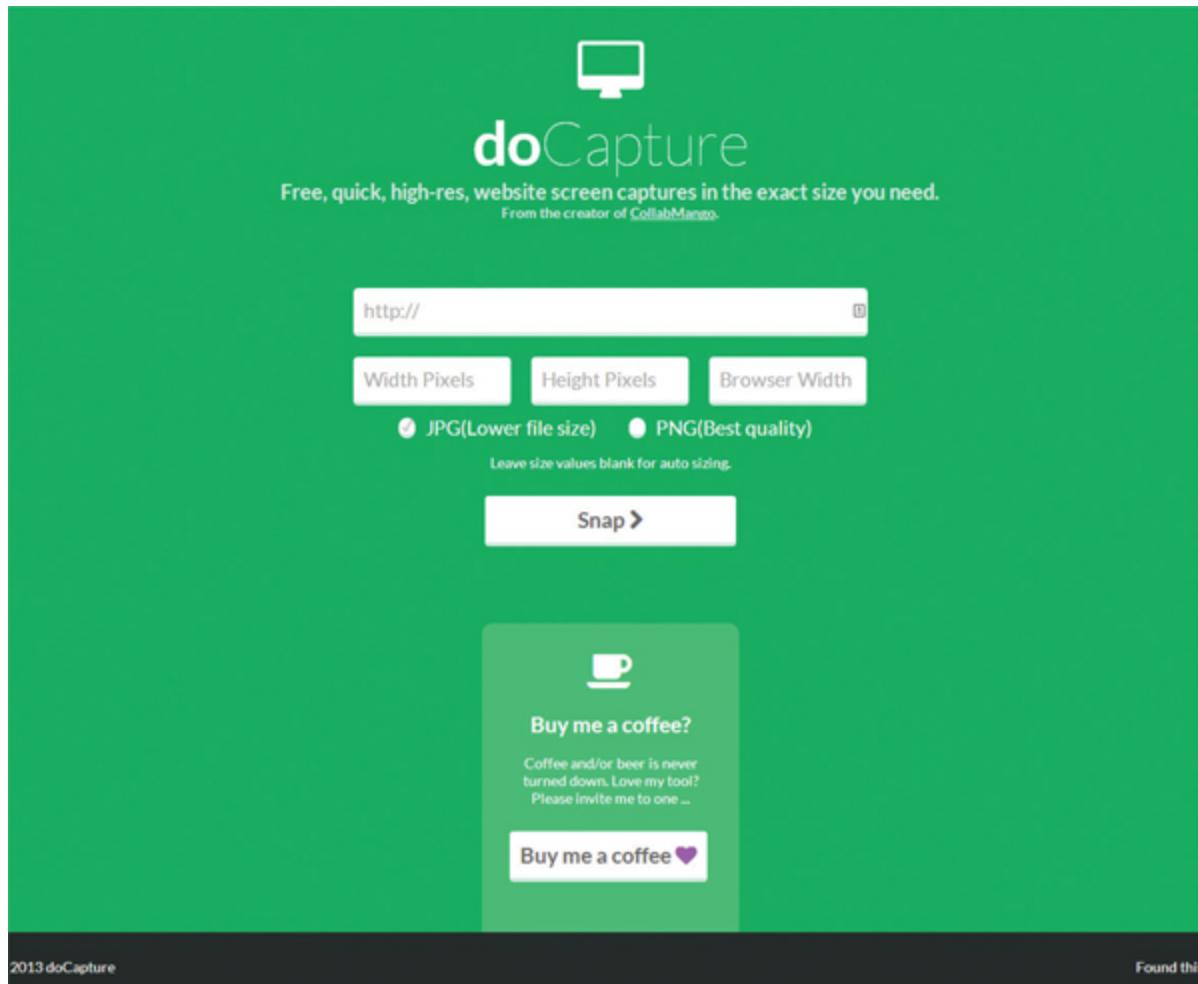


FIGURE 2: <http://fontawesome.pro>



FIGURE 3: www.zegna.com/us

The screenshot shows the Zegna.com website. At the top, there are links for shipping to the United States, changing country, stores, login, and a search bar. The main navigation menu includes ERMENEGILDO ZEGNA, COUTURE, MADE TO MEASURE, ZEGNA SPORT, Z ZEGNA, HIGHLIGHTS, FRAGRANCES, and CORPORATE. A sidebar on the left offers a newsletter sign-up, social media links for Facebook, Twitter, YouTube, Instagram, and LinkedIn, and links for ZEGNA IN-STORE APP and ZEGNA LIVE APP. Contact information like CONTACT US, PRESS ROOM, CAREERS, and CONTACT ZEGNA USA is also provided.

The central content features a "Gift & Style Guide" section with the text "YOUR WEEKLY STYLE INSPIRATION TO FIND THE PERFECT GIFT" and a "DISCOVER AND SHOP" button. The guide is illustrated with various items: a gold notebook labeled "home", a dark notebook, a wooden star ornament, a patterned shirt, a black leather bag, a pair of scissors, a black loafer, and a man's neck and shoulders in a suit. Below this, there is an "Online Sales" section with a 40% off offer for the Z ZEGNA Fall Winter 2013 collection.

<http://throttleapp.me>

The screenshot shows the homepage of the Throttle website. At the top, there's a navigation bar with links for "home", "about us", "press kit", "privacy & terms", and "login". The main header features the "throttle" logo with a white 't' icon followed by the word "throttle" in a bold, lowercase sans-serif font, with "A Social RSS Reader" underneath. To the right of the logo is a "Log in" button. Below the header, a promotional message reads: "RSS reader 'UNREADZERO' review to 'throttle'! Evolved without changing the goal of RSS reader usability simple". There are two buttons for social media logins: "Log in with Facebook" and "Log in with Twitter". A large central image displays a laptop, a smartphone, and a tablet, each showing different views of the Throttle app's user interface, which includes a sidebar menu and a main content area with news items. At the bottom of the page, a call-to-action section says "Share your news feeds !!" and "throttle makes RSS reader be more SOCIAL.."

BREAK IT DOWN

Lots of people aren't using their brown bin.
We want to find out why and help you
understand the food waste cycle.



FOOD WASTE

When food waste is sent to landfill, it rots and releases the harmful greenhouse gas methane into the atmosphere and causes leachate which pollutes our rivers and soils. We can help prevent this by using the brown bin service which will convert our food waste into compost.

www.vgrafiks.com

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HAPPY, COLLABORATIVE, & CURIOUS.

That's Lovely.

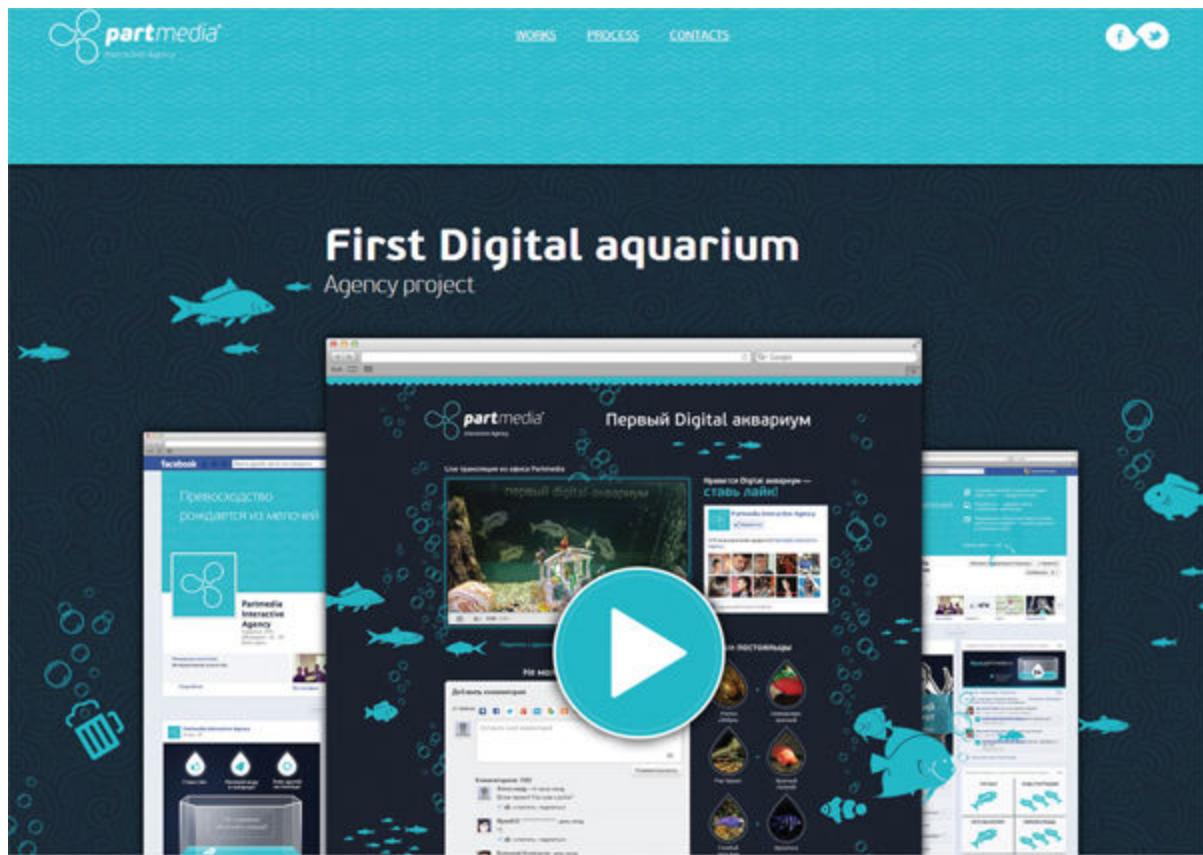
Hi! We are Vgrafiks.

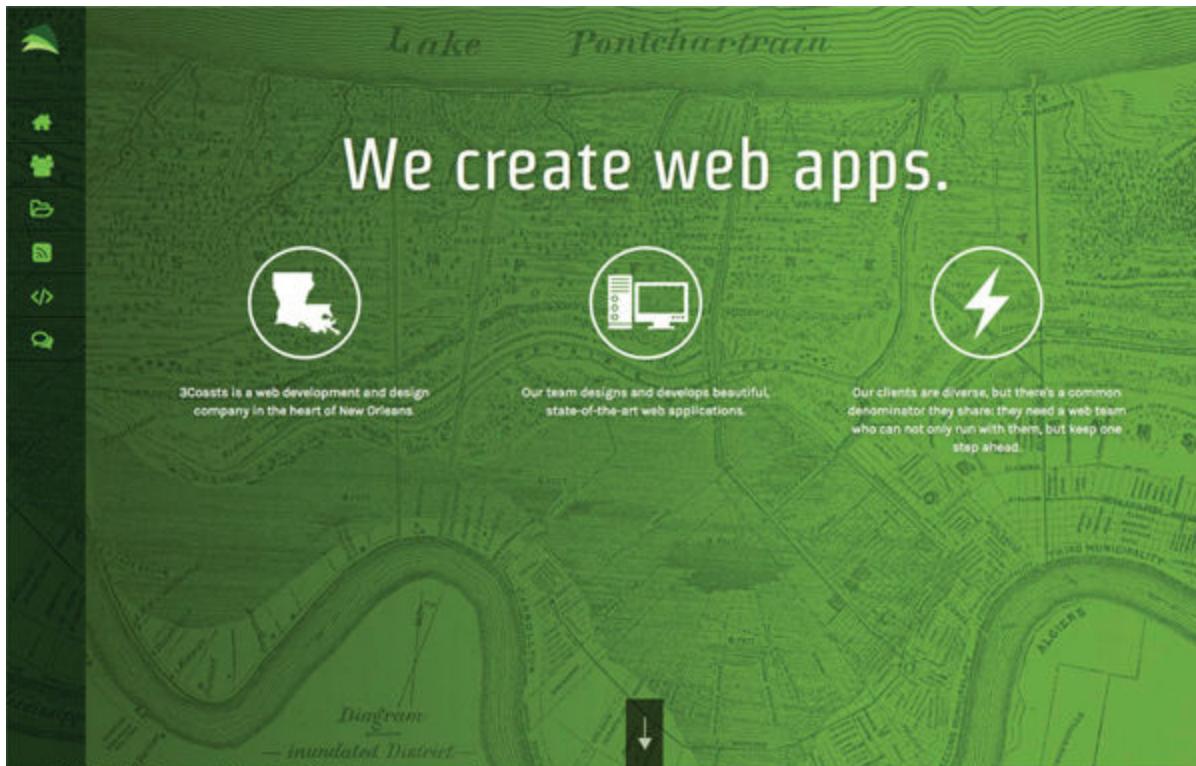
Our work is about solving daily human challenges creatively and helping the world become more open and interconnected. We love working with smart and imaginative people on inspiring and awesome projects.

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Application Development

At the end of the day, our mission is simple: build web applications that are reliable, secure, beautiful, fun, and fast. To get these bases covered on time and on budget, sharp design and elegant code are just two pillars in the foundation. Your web team needs years of experience, the flexibility to both join and lead teams, and the curiosity to constantly stay on top of newer and better technologies. On both the front and back end, we design for the ideal marriage between prom queen, valedictorian, and football captain: beauty, brains, and brawn. Your online presence has to be beautiful, intuitive, and fun, and it has to work on every device your audience is using, both now and into the future, before it loses their attention. Here are some examples.

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[CoffeeScript](#) | [Jekyll](#) | [AngularJS](#) | [Node.js](#) | [Express](#) | [Drupal](#)
[Word Press](#) | [Apache](#) | [Nginx](#) | [Varnish](#) | [CDN](#) | [S3 Cloud Storage](#)
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BIN

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AKL

Auckland International Airport

ZQN

Queenstown International Airport

CHC

Christchurch International Airport

BOM

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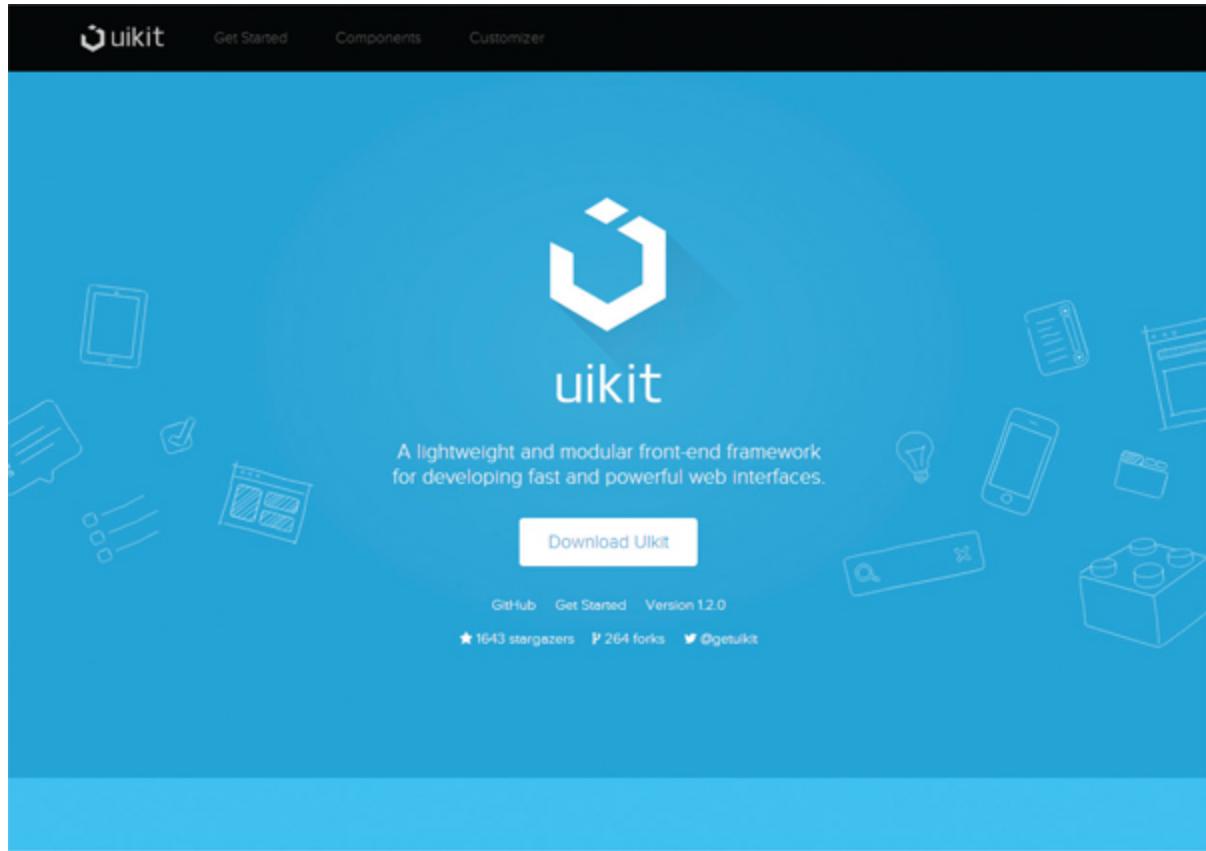
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THE 2ND RUN THE GAP 26/05/13



Halls Gap, the heart of the majestic Grampians National Park and one of Victoria's most stunning natural features, will play host to the 2nd annual Run The Gap on Sunday 26 May 2013. Participants can choose to complete either a 6km walk/run along Fyans Creek trail, or as part of the 11.5km run, a lap across the wall at stunning Lake Bellfield.

- [Entry Prices](#)
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Rainbow of Colors

A side effect of the flat pixel design craze has been a reduction in the variety of color we find in layouts. It seems that a monochromatic mentality has become the norm. As such, the sites presented here tend to stand out. These sites simply rely on a much wider range of colors. Naturally, they do so in a wide variety of ways. But most of them have used color variety as an aspect of the fundamental design of the site and not just in the content.

A great example to start with is this international site Beebeebazaar (**FIGURE 1**). As you will notice, the site does indeed rely on a rainbow of colors. What I appreciate about this example is that it uses a wide variety of colors while avoiding two obvious paths. For starters, it doesn't feel like the stereotypical rainbow. Instead, it simply feels colorful. Don't pigeonhole this style as one that must feel like a bright intense rainbow. Secondly, the site doesn't feel kid-like. One of the most annoying limitations of the full-blown rainbow style is that it inevitably has a kid-like feel to it. Here you will notice the color palette feels vibrant and alive; it feels refreshing and fun. Yet it still feels professional and designed. It's a lovely demonstration of the style.

In stark contrast, the Carrefour Kid's Club site (**FIGURE 2**) pretty much fulfills the stereotypes I had in mind (and I suspect you can easily relate). That said, it works really well. If you seek to engage children, I can testify to the effectiveness of this approach. At the time of this writing my children are 2 and 5 and I can affirm that this simply works; it is easy to observe the site's appeal to my children. As such, in cases like this it makes good sense to leverage a stereotype. If it works, why fight it?

An interesting middle ground can be found at work on the Drishti website (**FIGURE 3**). Though the site uses a typical rainbow of colors, it somehow doesn't feel like a rainbow. It just feels colorful. And though the color palette might resonate with children, the site avoids this by going with a modern design. Aside from the illustration, the design feels more adult. The end results are an interesting mix of the benefits of this style.

FIGURE 1: www.beebeebazaar.be

The screenshot shows the homepage of Beebeebazaar.be. At the top, there's a navigation bar with the logo 'Beebeebazaar.be' and the tagline 'ENKEL VOOR HARTENDIEFJES'. Below the logo are six menu items: 'kaartjes' (yellow), 'doopsuiker' (teal), 'realisaties' (pink), 'nieuwtjes' (grey), 'informatie' (yellow), and 'contact' (teal). Social media icons for Facebook and Pinterest are also at the top right. A main headline reads 'Geboortekaartjes om *verliefd* op te worden' with a small butterfly icon. Below it, four cards are shown: a brown card with 'Bonne', a pink card with a baby, a teal card with a mustache, and a white card with a bow tie. A red button labeled '• GA HIER VAN START •' is positioned between the first two cards. Below this section, text reads 'ZEEMZOETE GEBOORTEKAARTJES EN NOSTALGISCHE DOOPSIKER.' with two small images of cards: one with pink cupcakes and another with blue and white decorations. To the right, a green card for 'LOU' is shown with the text 'DIKKE PROFICIAT LOU!' and the date '18/06/2013'. At the bottom, the text 'Trotse MAMA'S EN PAPA'S aan het woord' is displayed with two small white butterfly icons.

FIGURE 2: www.carrefourkidsclub.fr



FIGURE 3: <http://cetdrishti.com>

The screenshot shows the homepage of the Drishti 13 website. At the top, there is a navigation bar with five tabs: WORKSHOPS (highlighted in red), INFORMALS (yellow), SPONSORS (green), and CONTACT (dark blue). To the left of the main content area, there is a sidebar titled "EVENTS" containing a list of categories: COMPUTER SCIENCE, ARCHITECTURAL, ELECTRONICS, MANAGEMENT, MECHANICAL, ELECTRICAL, ROBOCET, GENERAL, ONLINE, GAMING, and CIVL. The main content area has a blue background. It features a cartoon character of a boy with glasses holding a lightbulb, with the text "HAVE AN IDEA?". Below this, it says "DRISHTI 13 PRESENTS CREOVATE CREATE . INNOVATE" and "CASH PRIZE Rs 30000". A small "driShTi" logo is in the bottom right. At the bottom left, there is a "WARNING!" section with the text: "SIDE EFFECTS INCLUDE SUDDEN FLASHES OF BRILLIANCE. ANY INNOVATION RESULTING HEREBY IS PURELY INTENTIONAL."

WORKSHOPS INFORMALS SPONSORS CONTACT

EVENTS

DISPLAYING CREATIVE CONTRAPTION TO MIND BLOWING MACHINES

HAVE AN IDEA?

DRISHTI 13 PRESENTS

CREOVATE

CREATE . INNOVATE

CASH PRIZE

Rs 30000

driShTi

THE ONE WAY TO GET THOSE IDEA BULBS GLOWING

WARNING!
SIDE EFFECTS INCLUDE SUDDEN FLASHES OF BRILLIANCE.
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Products



www.triplagent.com

The image shows the homepage of the TriplAgent website. On the left side, there is a vertical sidebar with a dark background and white text. At the top is the TriplAgent logo, which consists of a stylized leaf icon above the word "TRIPLAGENT". Below the logo are five colored buttons: purple (iPhone App), blue (Discover NYC), orange (Local Experts), red (About Us), and green (Partner With Us). At the bottom of the sidebar are three small circular icons. To the right of the sidebar is a large, dark, slightly blurred image of a city skyline at night. Overlaid on this image is the main content area. In the center, the text "YOUR PERSONAL GUIDE TO NEW YORK CITY" is displayed in a large, bold, white sans-serif font. Below this, a smaller white text block reads: "Who's the ideal person to show you round a new city? Someone local who shares your interests, right? Right. That's TriplAgent: the insider's view of a city, from people like you." To the right of this text is a white rectangular button with a black border and a play icon followed by the text "WATCH OUR TRAILER". At the very bottom of the page, just above the footer, is a small white text link "OR KEEP SCROLLING" and a downward-pointing arrow icon.

TRIPLAGENT

IPHONE APP

DISCOVER NYC

LOCAL EXPERTS

ABOUT US

PARTNER WITH US

POLICY

WATCH OUR TRAILER

OR KEEP SCROLLING

<http://purecss.io>

The screenshot shows the homepage of the Pure CSS website. On the left is a vertical navigation menu with items: Base, Grids, Forms, Buttons, Tables, Menus, Layouts, Customize, Extend, Blog, Releases, Skin Builder, and YUI Library. The 'Menus' item is currently selected, indicated by a blue background. The main content area features a large blue 'Pure' logo. Below it is a subtitle: 'A set of small, responsive CSS modules that you can use in every web project.' A code snippet for a link tag is shown: '<link rel="stylesheet" href="http://yui.yahooapis.com/pure/0.3.0/pure-min.css">'. At the bottom of the page is a horizontal bar with colored boxes representing different CSS modules: Base (blue), Grids (purple), Forms (green), Buttons (red), Tables (orange), and Menus (yellow). Each box contains the module name and its file size: Base (1.2KB), Grids (0.9KB), Forms (1.4KB), Buttons (0.8KB), Tables (0.5KB), and Menus (1.2KB).

PURE

Base
Grids
Forms
Buttons
Tables
Menus
Layouts
Customize
Extend
Blog
Releases
Skin Builder
YUI Library

Pure

A set of small, responsive CSS modules that you can use in every web project.

```
<link rel="stylesheet" href="http://yui.yahooapis.com/pure/0.3.0/pure-min.css">
```

[Get Started](#) [View on GitHub](#)

Base 1.2KB	Grids 0.9KB	Forms 1.4KB	Buttons 0.8KB	Tables 0.5KB	Menus 1.2KB
---------------	----------------	----------------	------------------	-----------------	----------------

CSS with a minimal footprint.

Pure is ridiculously tiny. The entire set of modules clocks in at **4.4KB*** minified and gzipped, without forgoing responsive styles, design, or ease of use. Crafted with mobile devices in mind, it was important to us to keep our file sizes small, and every line of CSS was carefully considered. If you decide to only use a subset of these modules, you'll save even more bytes.

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Web Design London

Working from our company HQ in London, we are a full-service digital agency. We work closely with clients from around the world, getting to the heart of their business to develop successful digital strategies and website designs that deliver significant, targeted traffic and business results.

Whether you're looking for a creative web design company, for technical website development services, to improve the SEO for your company's website or to develop a full digital marketing strategy for your business, we'd love to hear from you.

From our Web Design London HQ, we use cutting-edge, creative web design and web development techniques, as well as epic SEO and digital marketing strategies, to help companies take that leap to the next level. If you are looking for a full-service digital agency that you can partner with over the long term, then we're the company for you. Learn more about our London based website design, web development and online marketing teams [here](#).

Get around easily

[Read more about MintTwist](#)
[Meet the MintTwist teams](#)
[Take a look at our work](#)
[How we can help your business](#)
[Read our famous blog](#)
[Get in touch with us](#)

WHAT WE DO

The many digital ways in which we can help your business grow online.

OUR WORK

See the web based projects where we have increased revenue and growth for clients.

MEET THE TEAM

All of our digital Superheroes have a passion for perfection, so you are in good hands.

GET IN TOUCH

Pop in and discuss your web project with us over a coffee at our digital agency HQ.

Top 4 mistakes that are destroying your analytics
Your website and its data is a

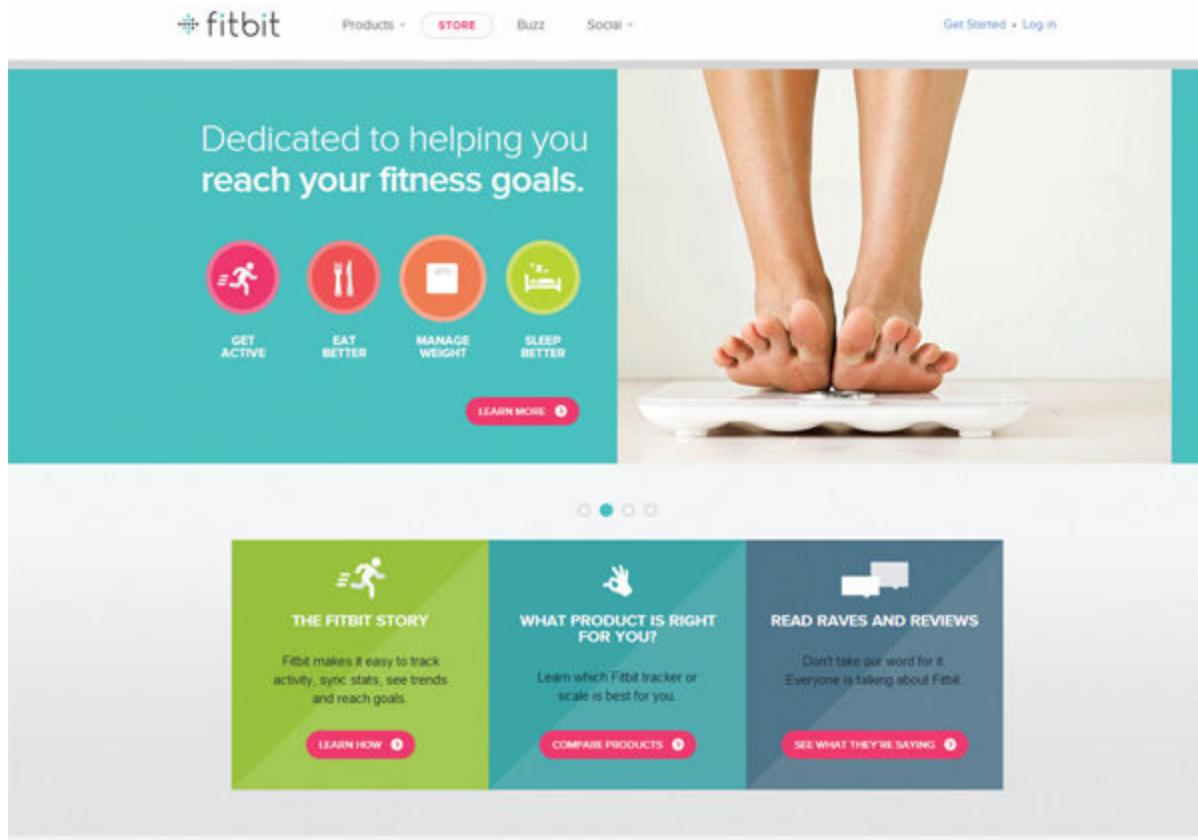
Predicting the Eurovision 2014 winner with social media
Join us as we look at whether you can predict the winner of the

Can social media predict the future?
Will social media allow us to predict the future? What might

Tweets

 MintTwist @MintTwist 8 Jun
The most controversial ads of 2013 provoked over 31,000 complaints. Which one is your favourite? [mtw.co/1kaQdWY](#) #ads #complaints #video #Expend

www.fitbit.com



The screenshot shows the Fitbit website homepage. At the top, there's a navigation bar with the Fitbit logo, a "Products" dropdown, a red "STORE" button, "Buzz" and "Social" links, and "Get Started" and "Log In" buttons. The main header features the text "Dedicated to helping you reach your fitness goals." Below this are four circular icons: "GET ACTIVE" (pink, person running), "EAT BETTER" (red, fork and knife), "MANAGE WEIGHT" (orange, scale), and "SLEEP BETTER" (green, bed). A "LEARN MORE" button is located below these icons. To the right is a large image of a person's legs standing on a white digital scale. Below the main banner are three colored boxes: green ("THE FITBIT STORY"), teal ("WHAT PRODUCT IS RIGHT FOR YOU?"), and dark blue ("READ RAVES AND REVIEWS"). Each box contains descriptive text and a "LEARN HOW", "COMPARE PRODUCTS", or "SEE WHAT THEY'RE SAYING" button.

Products [STORE](#) Buzz Social Get Started Log In

Dedicated to helping you reach your fitness goals.

GET ACTIVE EAT BETTER MANAGE WEIGHT SLEEP BETTER

LEARN MORE

THE FITBIT STORY

Fitbit makes it easy to track activity, sync stats, see trends and reach goals.

LEARN HOW

WHAT PRODUCT IS RIGHT FOR YOU?

Learn which Fitbit tracker or scale is best for you.

COMPARE PRODUCTS

READ RAVES AND REVIEWS

Don't take our word for it. Everyone is talking about Fitbit.

SEE WHAT THEY'RE SAYING

www.freelancelift.com

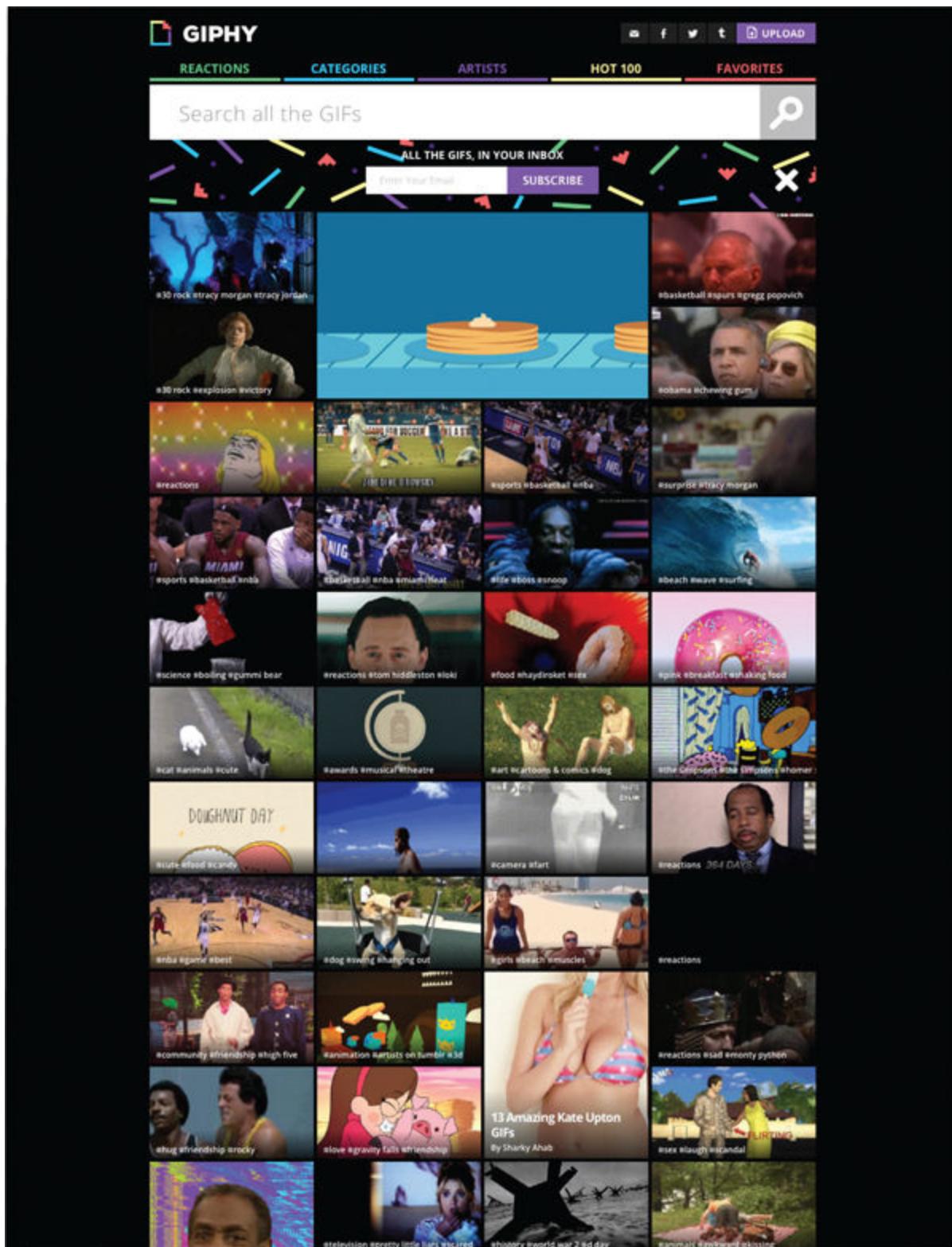


No bullshit business growth ideas for the 'doing okay' freelancer

An arsenal of [posts](#), [videos](#), [playbooks](#) and actionable content for
freelance [designers](#), [writers](#) and [marketers](#) to break through your earnings ceiling.



<http://giphy.com>



Nature

Some themes are what I consider more extreme than others, and the nature theme is one of them. As you can see from the examples here, you can make a more subtle use of it. But all the same, the nature theme is one that tends to lead to more extreme results.

A perfect example of this is the Cups site ([FIGURE 1](#)). Here the theme completely defines the entire design of the site. It isn't a supporting element, it is the design. In this case, it works well and turns an otherwise slightly boring topic into an interesting one. But notice that the theme isn't mindlessly applied. There is a connection to the content that is meaningful and ensures that the style of the site reinforces the message. It isn't a useless decoration. The site works to help others learn to help themselves. With people learning to fish the nature theme works really well and plays into a commonly known idea.

In other cases, the theme is far simpler. Take the Bonfire coming soon page ([FIGURE 2](#)) for example. Here it isn't so much a theme as a simple photograph. All the same, the photo plays into the feel of the site and the general vibe you get from it. The nature photo connects with the brand name and primarily serves as a decorative element.

At times a theme is almost handed to you. As an example, look at the Tillamook minisite ([FIGURE 3](#)). This site represents a dairy farm that produces cheese. The nature theme is kind of obvious. In this case, the illustration style they used for the theme helps the site stand out. Best of all it avoids cliché images of cows or blocks of cheese.

If you are working on a design and it simply isn't coming to life, you should consider an extreme theme. It is by no means a universal solution. But if you are working with something dull, a theme like this can be a fantastic way to make it fun again. Let's face it, if you the designer are bored with it, the intended audience is even more likely to be bored. After all, you're being paid to look at it; the audience will be much less tolerant. Themes are a really fun way to breathe life back into an otherwise lifeless design.

FIGURE 1: www.cupsannual.ca

The screenshot shows the homepage of the CUPS website. At the top, there is a navigation bar with links to 'Introduction', 'Health Programs', 'Education Programs', 'Housing Programs', and 'Financials'. Below the navigation is a large, colorful illustration of a family fishing from a wooden pier over a river, with trees and clouds in the background. A 'CUPS' logo is visible on the pier. To the right of the illustration, there is a 'WATCH VIDEO' button and a section titled 'TEACHING FAMILIES TO FISH' with a brief description. Below this, there are two main columns: 'A FEW WORDS ON FAMILY' on the left and 'LETTER FROM THE BOARD' on the right. Both sections include a 'Read More' button. In the center, there is a graphic of a colorful house-like structure with a sunburst behind it, and a banner below it says 'SEE OUR NEW SPACE'. Below this, there is a small note about moving into a new building. The bottom half of the page has a dark green header with the title 'OUR PROGRAMS' and three circular icons for 'CUPS HEALTH', 'CUPS EDUCATION', and 'CUPS HOUSING'. To the right of this, there is a column of text about the organization's mission and values. The bottom section features a large green header 'HEALTH PROGRAMS' with illustrations of a doctor and a patient. Below this, there are descriptions of 'Primary Care Clinic' and 'Women's Health Clinic'.

Introduction Health Programs Education Programs Housing Programs Financials

TEACHING FAMILIES TO FISH

Once a week, a family and their kids fish for a day. Teach a man to fish, and he'll feed for a lifetime. Watch our video to see how we help through community poverty.

A FEW WORDS ON FAMILY

At CUPS, we see all people as part of a greater, connected family. Everyone is someone's child, parent, brother, sister, aunt, uncle, cousin or friend. Whether estranged or connected, single or married, everyone counts and is important in someone's life. It's our goal to treat anyone in need as part of our family and to assist in any way we can.

LETTER FROM THE BOARD

Cups has been an incredibly exciting year for us. With a new location, revitalized focus and expanded programs, CUPS is equipped to help moreCalgarians than ever before. Read our Executive Director and Board Chair's thoughts on the past year and the future of CUPS.

[Read More](#)

THANKS TO OUR SUPPORTERS

Our refreshed programs and education wouldn't have been possible without the hard work of our volunteers and the generosity of our supporters. Thanks to everyone who has donated their time, effort and support to help marginalized and vulnerable families and individuals.

[Read More](#)

OUR BOARD OF DIRECTORS

We are proud to have a distinguished and dedicated group of professionals with a wide range of expertise and experience across many fields. Our board members are instrumental in enhancing our programs and measuring our results to ensure we're serving Calgary families in the best way possible.

[Read More](#)

OUR PROGRAMS

CUPS **HEALTH** **EDUCATION** **HOUSING**

Engage. Motivate. Achieve. These three words are our sustaining mantra and serve as the foundation of our core service pillars: Health, Education and Housing. All of our programs aim to engage people who want to make a better life for themselves and empower them with the skills and motivation to achieve their fullest potential. Together, our programs address every aspect of life, and set each person up for success as individuals and as a family.

HEALTH PROGRAMS

There is an undeniable link between poverty and poor health. For those living in poverty, factors such as trauma, homelessness, lack of food security and low health literacy levels compound to contribute to health issues. With nearly 30 years of experience, CUPS health services go beyond basic care to help Calgary's most vulnerable individuals and families maximize the barriers to health and healing.

• [View patient visits this year](#)

Primary Care Clinic

A medical clinic designed to help those in poverty treat, manage and prevent health issues, as they have the foundation to work towards lasting stability.

[Learn More](#)

Women's Health Clinic

A multidisciplinary wellness centre that takes a holistic approach to the physical, mental and social

FIGURE 2: <http://joinbonfire.com>

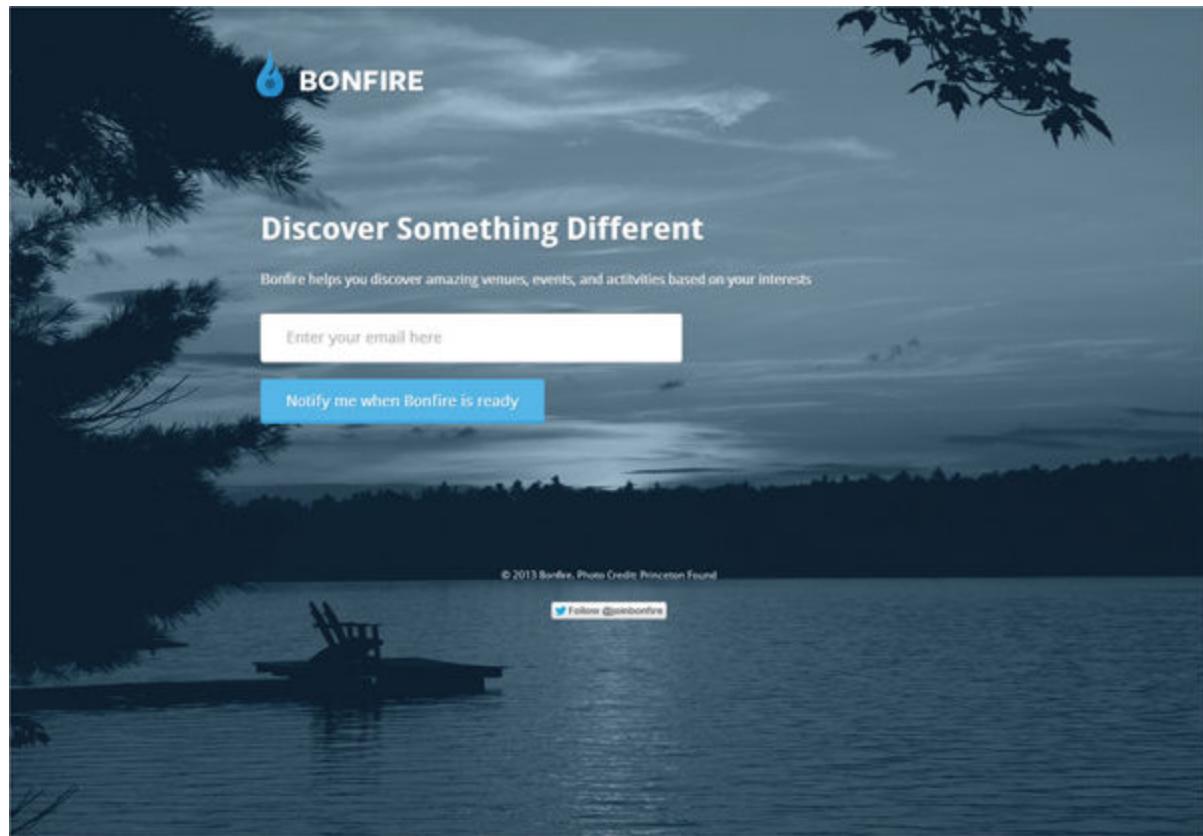
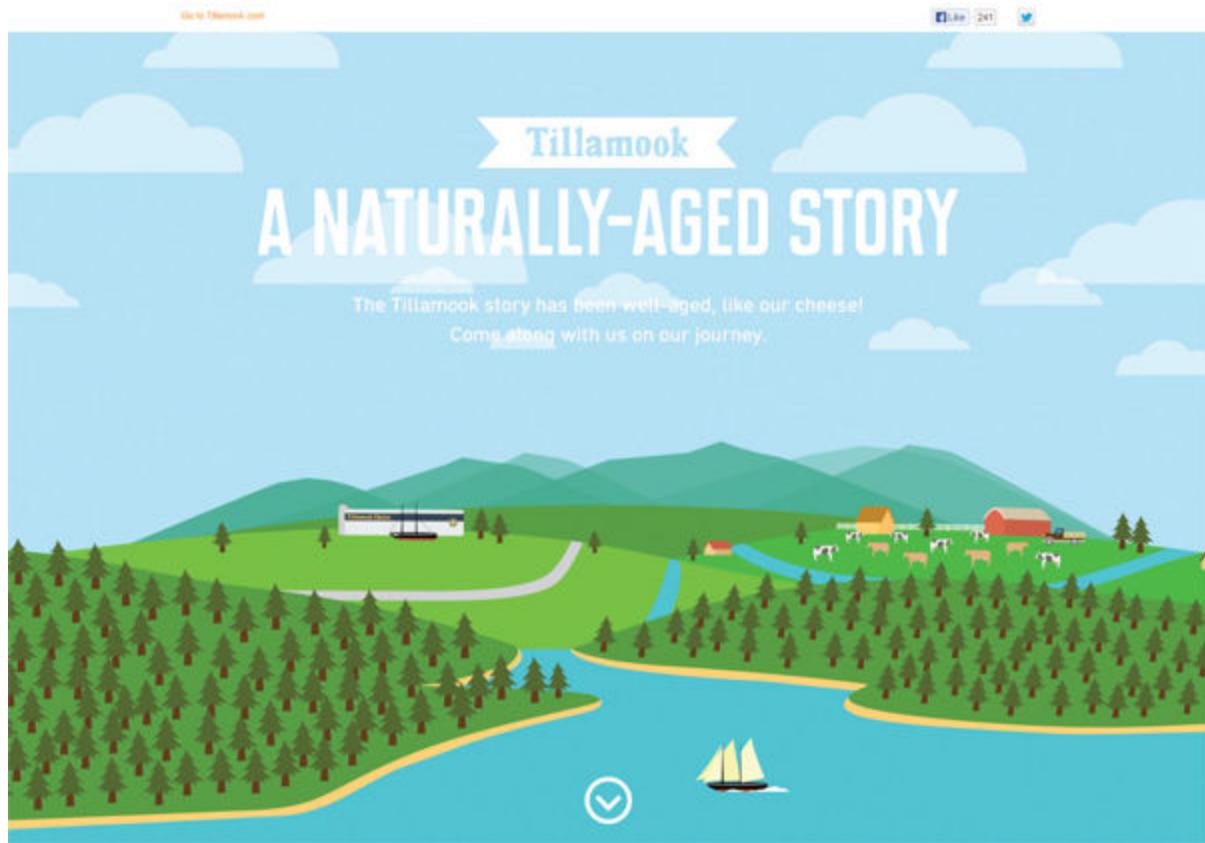


FIGURE 3: www.tillamook.com/tillamook-story/our-story.html



<http://cclfutre.org>



HOME SCHEDULE SPEAKERS PRESENTATIONS

COASTAL CONSERVATION LEAGUE 25TH ANNIVERSARY CONFERENCE:

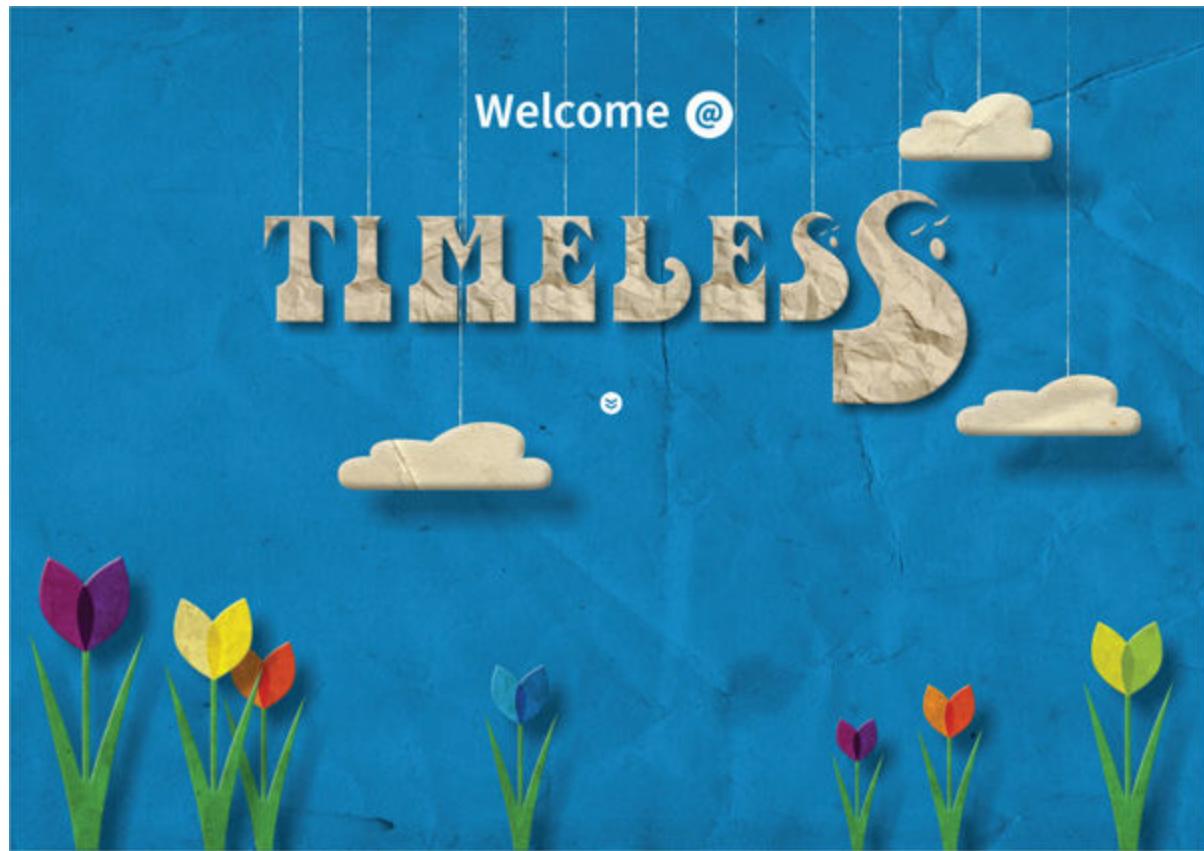
Prosperous Lowcountry, Flourishing Planet

DATE LOCATION

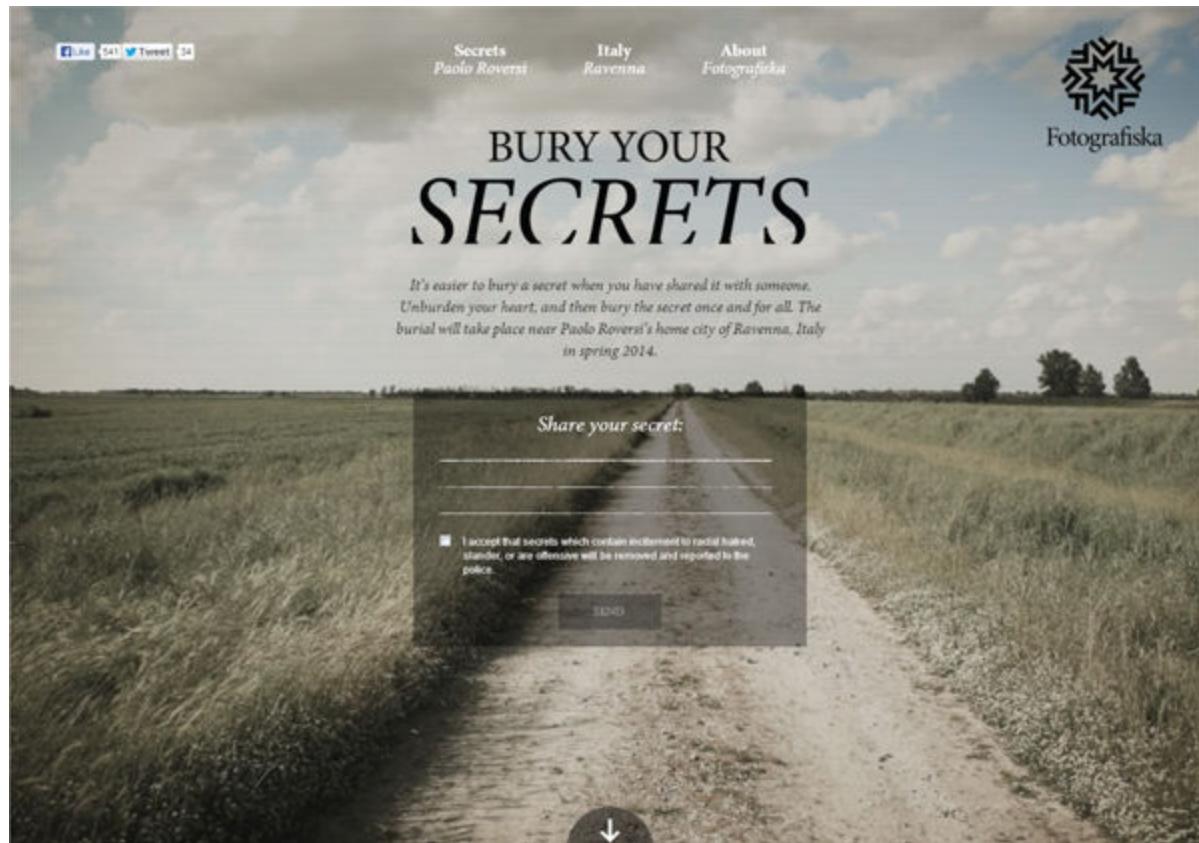
May 8-9, 2013 *Francis Marion Hotel, Charleston, SC*

Over the past quarter century, the Coastal Conservation League and our conservation allies have substantially shaped the future of the South Carolina Lowcountry. We have helped citizens understand the importance of the landscapes that surround us and given them the confidence and the tools to fight for the places we all love.

www.zanggroeptimeless.nl



<http://buryyoursecrets.se/en>



www.annapurnarecruitment.com

The screenshot shows the homepage of the Annapurna Recruitment website. At the top, there is a dark navigation bar with links for ABOUT, CANDIDATES, JOBS, NEWS, CONTACT US, LOGIN, and REGISTER. Below the navigation is the Annapurna Recruitment logo, which consists of three stylized mountain peaks in blue, green, and yellow, followed by the text "ANNAPURNA RECRUITMENT". To the right of the logo are links for HR, IT, CHANGE, and social media icons for Facebook, Twitter, and LinkedIn. A banner at the top of the main content area says "AWARD WINNING" and features the text "Specialist Recruitment" and "Leading Edge Responsible Recruitment." Below this is a search bar with fields for "Choose a sector..." and "Add a keyword ...", a red "SEARCH JOBS" button, and a link for "Advanced Search". The main content area is titled "SPECIALISTS IN" and features three sections: "Annapurna HR" (blue mountains), "Annapurna IT" (green mountains), and "Annapurna Change" (red mountains). Each section has a brief description and a "FIND OUT MORE" button.

ABOUT • CANDIDATES JOBS NEWS CONTACT US LOGIN REGISTER

ANNAPURNA RECRUITMENT

HR IT CHANGE f t in

AWARD WINNING

Specialist Recruitment

Leading Edge Responsible Recruitment.

Choose a sector. Add a keyword ... **SEARCH JOBS**
Advanced Search

SPECIALISTS IN

Annapurna HR

Annapurna HR specialises in recruiting exclusively within the HR sector across Industry

Annapurna IT

Annapurna IT specialises in dealing with experienced Technology Professionals and Companies seeking to hire them

Annapurna Change

Annapurna Change deals with Business, Finance and Technology Change Professionals at a high level who add real value to high profile client transformation projects

FIND OUT MORE **FIND OUT MORE** **FIND OUT MORE**

The screenshot shows the homepage of the Nutcache website. At the top, there's a navigation bar with links for 'HOME', 'FEATURES', 'PRICING', 'ABOUT', 'BLOG', and 'FORUMS'. The main header features a blue squirrel illustration and the text: 'NUTCACHE IS A FREE, multilingual online application for INVOICING & TIME MANAGEMENT.' Below this, there's a 'SIGN UP FOR FREE' button and a testimonial: 'You will love it!'.

SHOW ME THE TRUTH
Follow the white rabbit... the blue squirrel

INVOICING & TIME MANAGEMENT

SIGN UP FOR FREE You will love it!

WHY CHOOSE NUTCACHE?

- Nutcache is free!** Why pay for subscription fees when you can benefit from a simple and friendly online invoicing and time tracking software for free!
- Nutcache is safe.** Nutcache is a reliable online time tracking application that takes every precaution to ensure the safety of your sensitive data backed up every day on secured servers.
- Nutcache is easy to use.** Nutcache is an easy to learn and fun to use time tracking tool that allows you to invoice clients, track time and run your small business in the cloud. By accessing this online invoicing software, entrepreneurs and freelancers can also reduce their paper invoicing.

Even more good reasons:

EXPLORE NUTCACHE FEATURES

LATEST NEWS

Keep on Top of Your Workload with Nutcache's Free Time Tracking Software
Ever thought you could be that bit more productive by streamlining your business choices? Many small business owners have the tricky task of switching roles.

Read more

Need Free Online Invoicing or a Client Billing Solution for your Small Business?
We're all down there - the monitoring and long days of invoices. At a computer screen to create invoices for clients. You may, or may not have a choice.

Read more

What about getting to Oktoberfest with a boba latte?
Nutcache, the only free invoicing and time management application, is always committed to a constant evolution and transformation process in order to meet:

Read more

ABOUT NUTCACHE

Finally, after having spent many months of constant work, Nutcache is now flying on its own, or should we rather say, is gathering its own wings. We do hope you will agree that just using this online time tracking software as our starting point, even though Nutcache is now standing on its own feet, we are still dedicating all the necessary time and efforts to make sure our free time tracking software continually meets your business needs. Happy invoicing!

The Nutcache team

We are proud to present Nutcache, our brand new, completely free, and multilingual online invoicing and free time tracking application. Developed and designed for both freelancers and small business, we hope that Nutcache will become your favorite management tool and help grow your business.

Alain Nadeau, Founding President,
Oxygenate Technologies

Contact us | **Features** | **Pricing** | **Terms of Service** | **Privacy Policy** | **Blog** | **Forums**

Nutcache is a free online invoicing and time tracking software

The screenshot shows the homepage of Chichester Design's website. At the top, there's a navigation bar with links for Home, What We Do, How We Do It, About Us, Our Work, Blog, and Get In Touch. A phone icon and the number 01243 787542 are also present. The main header features the text "GET ON THE PATH TO A PERFECT WEBSITE" above a stylized illustration of a winding path through a landscape with numbered pins (1, 2, 3, 4) and a red X. Below this, there are three main service sections: "WHAT WE DO" (we plan, design and build attractive websites), "CASE STUDY" (Focus on advanced materials manufacturing company, Formaplex), and "HOW WE DO IT" (Helping your business ideas off the ground). Each section includes a small image and a "READ MORE" button. The bottom half of the page has a blue footer with sections for "ABOUT US" (describing their local focus and mentioning a grant from Chichester District Council), "LATEST FROM THE BLOG" (a mobile-friendly website post), "OUR INSTAGRAMS" (a grid of Instagram thumbnail images), and "TWITTER" (a Twitter feed with a "FOLLOW US" button). The footer also contains a small address: Hollybrook House, 4 East Polgate, Chichester, West Sussex, PO19 7TR, and the phone number 01243 787542.

www.shiner.com

Shiner
BEER BREWERY CONNECT FIND

SEE THE LATEST FROM SHINER

WHITE WING ★ HAS LANDED! ★

TRY OUR NEW BELGIAN-STYLE WHEAT ALE



FIND | CONTACT US | FAQ | MERCH | ABOUT US | PRIVACY POLICY
• EVERY DROP OF SHINER IS BREWED IN SHINER, TEXAS 77884 •

[f](#) [t](#) [g](#)

www.globeview.nl



Bij Globeview maken wij uitsluitend succesvolle en betaalbare websites

Globeview bouwt websites die eenvoudig te beheren zijn en biedt haar klanten een uitstekende service. Globeview maakt websites voor zowel grote als kleine bedrijven en kan haar klanten levens voorzien van drukwerk, grafische vormgeving en hosting. "Globeview streelt er dan ook naar om voor ieder budget een professionele website te maken."

<http://caitlinwicker.com>

The website features a vibrant, stylized illustration at the top. A red pig-like stuffed animal, labeled 'MYRTLE', stands in a green field with a white picket fence. Two trees with green and yellow plaid leaves are on either side. In the background, there's a hot air balloon, clouds, and a blue sky. The top navigation bar includes links for 'ABOUT', 'SHOP', 'LATEST', and 'CONTACT'. A small 'BASKET' icon is in the top right corner.

**Say hello to
MYRTLE**

MEET *Caitlin*

Caitlin Wicker has always reserved a big place in her heart for stuffed animals. As a little girl, she was never seen without her favorite toy, a raccoon puppet aptly named "Raccoonie." Still enchanted

[read more](#)

**SHOP
THE COLLECTIONS**

THE LATEST

OCT 25, 2013 Prepping for the Columbus Circle Holiday Market!	OCT 1, 2013 I will be at Crafts in Chelsea (West 21st Street between 8th and 9th Avenues) Saturday, October 5th from 10am - 5pm! Come on by!	SEPT 14, 2013	JULY 30, 2013	JULY 29, 2013
--	---	---------------	---------------	---------------

caitlin wicker brooklyn + new york

ABOUT · SHOP · LATEST · CONTACT ·
© 2013 Caitlin Wicker | Terms and Conditions

Sketchy

The use of sketchy design elements on the web is a trend I fully expect to stand the test of time. As an illustration style, it is a natural option that comes with some interesting nuances, and these nuances can be put to good work in many ways. A prime reason to use this approach is to simply break the trap of the digital realm. By this I mean that we can help people forget they are using digital media and create something that feels more organic and natural. One reason to this that I see over and over is to disconnect with some stereotype of being overly technical: Render something in a sketchy way and it will simply feel more approachable.

A good example to start with is Fruux ([FIGURE 1](#)). This contact, calendar and tasks utility uses a sketchy style for the home page illustrations. Sure it looks nice, but that isn't reason enough to use a style—somehow, the style actually gives the impression that the software will be easy to use. It doesn't look technical and complicated. The sketchy style implies that it will be easy. I know the trick, and yet I can't help but think that the app really must be dead simple to use.

Most online maps are vector-style illustrations that seem straightforward, even if they contain some unique colors or artwork. The map found on this Greenpeace minisite ([FIGURE 2](#)), however, feels nothing like that. Instead it uses rich textures and alludes to a sketchy style. Ironically, it is barely hinting at the sketch and rough lines; they are nearly perfect, with only a few subtle variations. And the lines on the map are clearly based on vector paths and not hand-rendered lines. Even with these more polished parts, the design feels sketchy and organic. As a result the map evokes a different

mood. I will leave you to speculate on the purpose of the design as it relates to the site; I know for me it feels like a reasonable and effective pairing.

FIGURE 1: <https://fruuux.com>

The screenshot shows the homepage of the Fruuux website. At the top, there is a navigation bar with links for "schedule an event", "Works with", "Pricing", "Developers", "Blog", "Login", and a green button labeled "Get started, it's free!". The main heading is "Contacts, calendars & tasks." followed by the subtext "Your most important data, always backed up and consistent." Below this is a graphic showing a laptop, a desktop monitor, a tablet, and a smartphone all displaying the same contact and calendar information. To the right, there is a call-to-action button "Sign up" and the text "It's free.". On the left side of the main content area, there are three columns of bullet points: "Access from anywhere with everything.", "We are independent. No vendor lock-in.", and "You own your stuff! We won't feed advertisers."; "Always & automatically backed up.", "Developer APIs and open source powered.", and "Great features to work with your team.". Below these columns are three boxes with headings: "Access anywhere.", "Share with ease.", and "Safe and secure.". Each box contains descriptive text. At the bottom of the page, there are two logos: "app storm" on the left and "TNW" on the right.

fruuux

schedule an event Works with Pricing Developers Blog Login Get started, it's free!

Contacts, calendars & tasks.

Your most important data, always backed up and consistent.

Get your stuff in sync now!

Sign up

It's free.

✓ Access from anywhere with everything.
✓ Always & automatically backed up.

✓ We are independent. No vendor lock-in.
✓ Developer APIs and open source powered.

✓ You own your stuff! We won't feed advertisers.
✓ Great features to work with your team.

Access anywhere.

Access and edit your contacts, calendars and tasks from anywhere, with any device and in any application. If you are a developer, integrate with our API.

Share with ease.

Share a calendar with your family, create a team address book or publish your basketball team's schedule; you have full control.

Safe and secure.

Your data is always securely backed up for you. We are laser-focused on playing nice with everything and will never lock you into a data silo.

app storm

TNW

FIGURE 2: <http://myboat.gp/en>



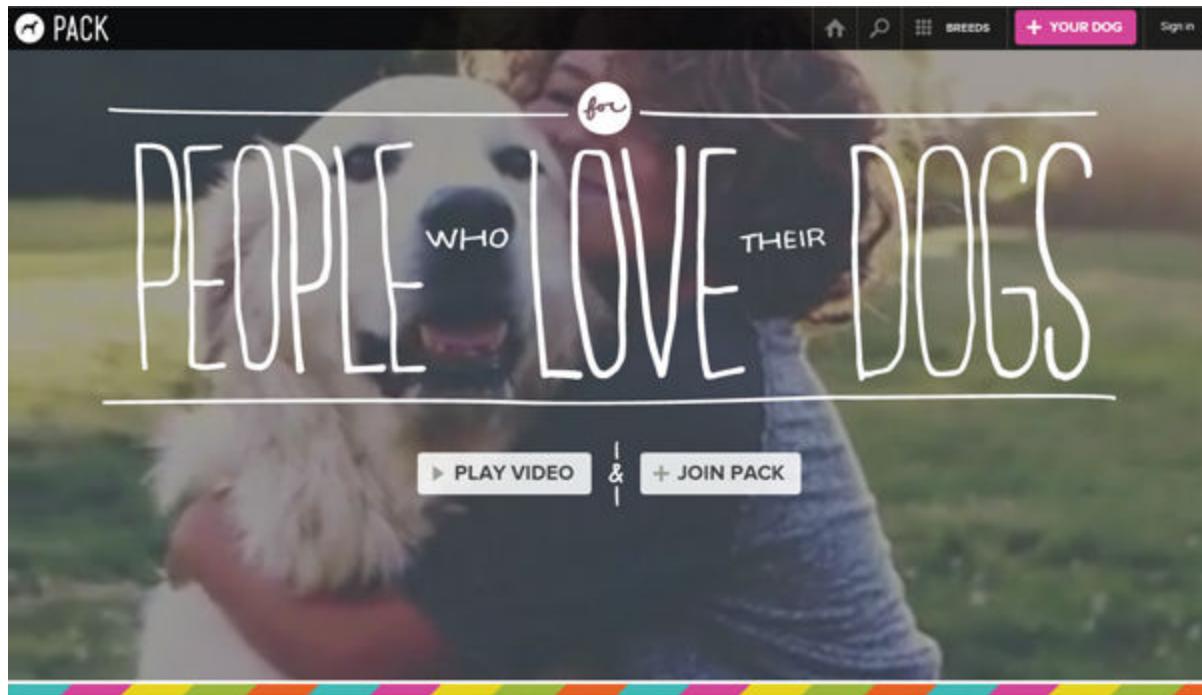
<http://4pinesbeer.com.au>



<http://candccoffee.com>



<http://packdog.com>



DOGS ARE FAMILY

www.adline.ro





Vintage

In the past, retro design was connected to a particular over-the-top style. This is something I featured in my first Idea Book. Look at the designs there and you will see some rather extreme theme-based sites. Fast forward to Volume 3 and you will find a section on 19th-century design where the sites weave in elements from that time period. In this chapter, which I am titling Vintage, I want to feature sites that fit the modern format and structural style—the twist being that they are decorated and styled using type, imagery and colors with a vintage feel to them. In a few cases the theme is a bit more extreme than others, but generally speaking, the approach is more subtle and woven into what are otherwise very normal sites. Missing here are overly thematic interfaces that rely on quirky retro elements to get users to engage with the content.

A lovely example to start with is S's vintage fashion website (**FIGURE 1**). It would be tempting for such a product line to get really carried away with making a vintage site. Fortunately, the designers thought better, and we find a site that fits the modern age. The type and color all feel very much at home on the modern web, but these elements have a vintage feel to them—a dated look that connects with the products in a more subtle way. I find the results to be amazing and the end product feels much higher-end than a more retro style might have resulted in.

Others, like the Tradestone Confections (**FIGURE 2**) site, the Wootten site (**FIGURE 3**) and the HAG (**FIGURE 4**) site are perhaps even a bit more subtle. With understated textures and carefully selected colors and fonts, the results are visibly vintage. If I could, I would do a whole book of

sites in this style, as many are simply gorgeous. These sites need not rely on overly thematic designs to get the point across, and doing so would only serve to cheapen the design.

In contrast, a few of the sites, like The Peanut Gallery (**FIGURE 5**) and Stall & Dean (**FIGURE 6**) use far more striking and thematic elements. The approach is more heavy-handed, but overall effectively merges with modern takes on various design elements. Frankly, the sites are a breath of fresh air in a web world so narrowly focused on flat designs void of decoration. These sites suddenly feel rich, ornate and dramatic with such a contrast of styles.

FIGURE 1: <http://stiinas.myshopify.com>

The screenshot shows the homepage of Stiina's Hand-Picked Vintage Fashion. The top navigation bar includes links for HOME, CATALOG, BLOG, and ABOUT US. Below the navigation is a header reading "STIINA'S HAND-PICKED VINTAGE FASHION". The main content area features six product categories, each with a model wearing a vintage outfit and a large geometric graphic behind them: DRESSES (red dress), SHIRTS & TOPS (pink shirt), PANTSWEAR (yellow t-shirt), TOPS & BOTTOMS (white top and blue skirt), COATS & JACKETS (dark blue coat), and SUITS (yellow suit). Each category has a "SHOW ALL PRODUCTS" link below it. Below these are three accessories: a brown patterned handbag, a gold cuff bracelet, and a red pointed-toe pump, each with a "SHOW ALL PRODUCTS" link. At the bottom, there are sections for RECENT ARTICLES, NEWSLETTER, INFO, and ABOUT US.

FIGURE 2: <http://tradestoneconfections.com>

LOG IN SHOPPING CART 0

TRADESTONE
CONFECTIONS

CHOCOLATE CONFECTIONS SEASONAL GIFTS CUSTOM ORDERS OUR STORY

THE CLASSIC FRENCH MACARON.
DELICIOUS NEVER LOOKED SO GOOD.

We value flavor over fads. Artisan, handcrafted chocolate assortments and other gourmet confections delivered direct to your door.

JOIN OUR MAILING LIST

Be the first to know about special promotions, holiday products, and other fun stuff!

email address JOIN

CHOCOLATES

- Assortments
- Truffles
- Buck
- Turtles
- Bars

SEASONAL

- Seasonal Assortments

CONFECTIONS

- Pâté de Fruits
- Macarons
- Caramel with Nuts
- Salted Caramel

GIFTS

- By Price
- Seasonal

CUSTOM ORDERS

- Order Requests

CUSTOMER SERVICE

- Contact Us
- Shipping
- FAQs

OUR STORY

- About Tradestone

STORE FRONT

FIGURE 3: <http://wootten.com.au>

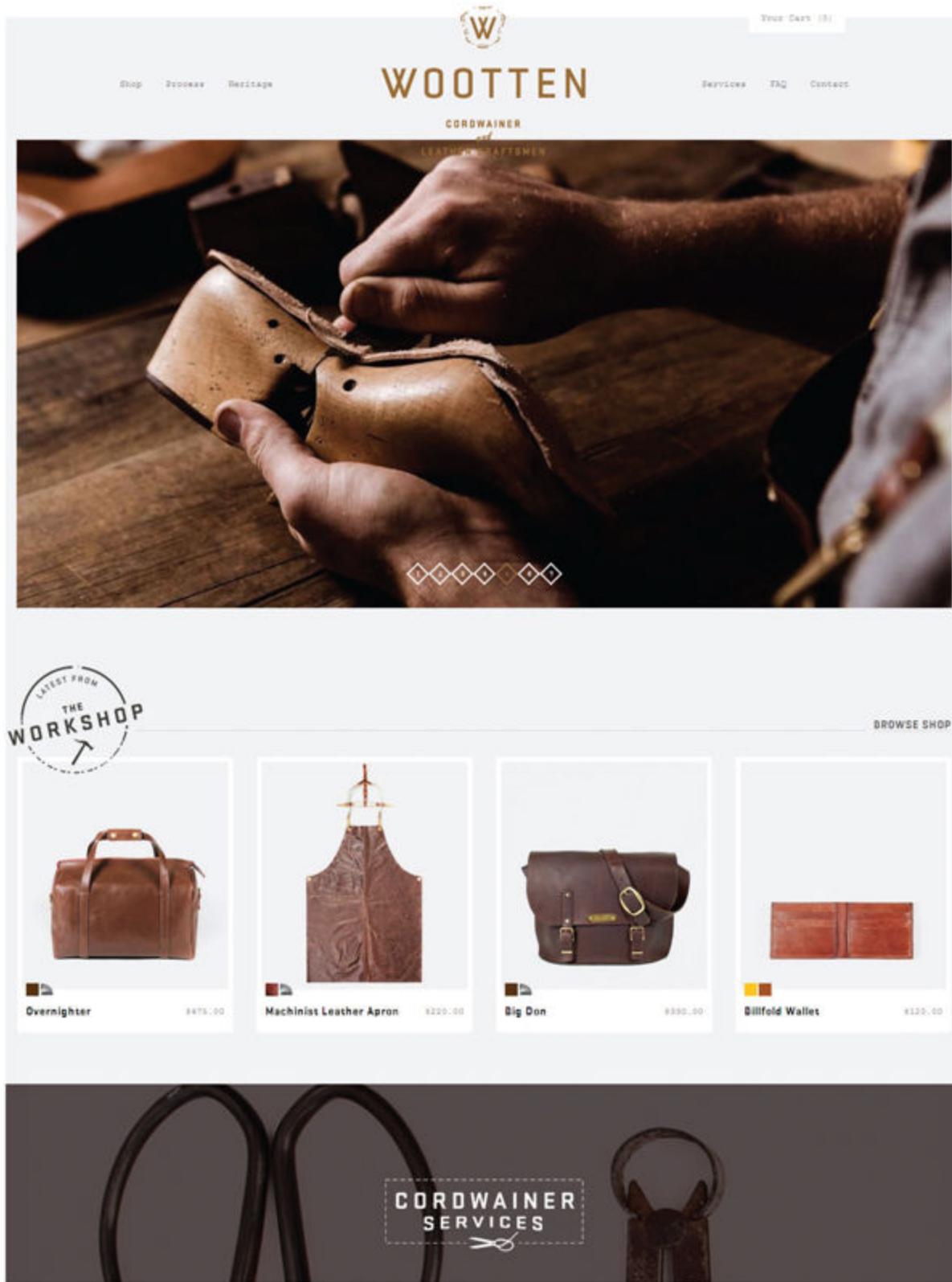


FIGURE 4: www.hag.ch/de

FIGURE 5: www.peanutgalleryfilms.com

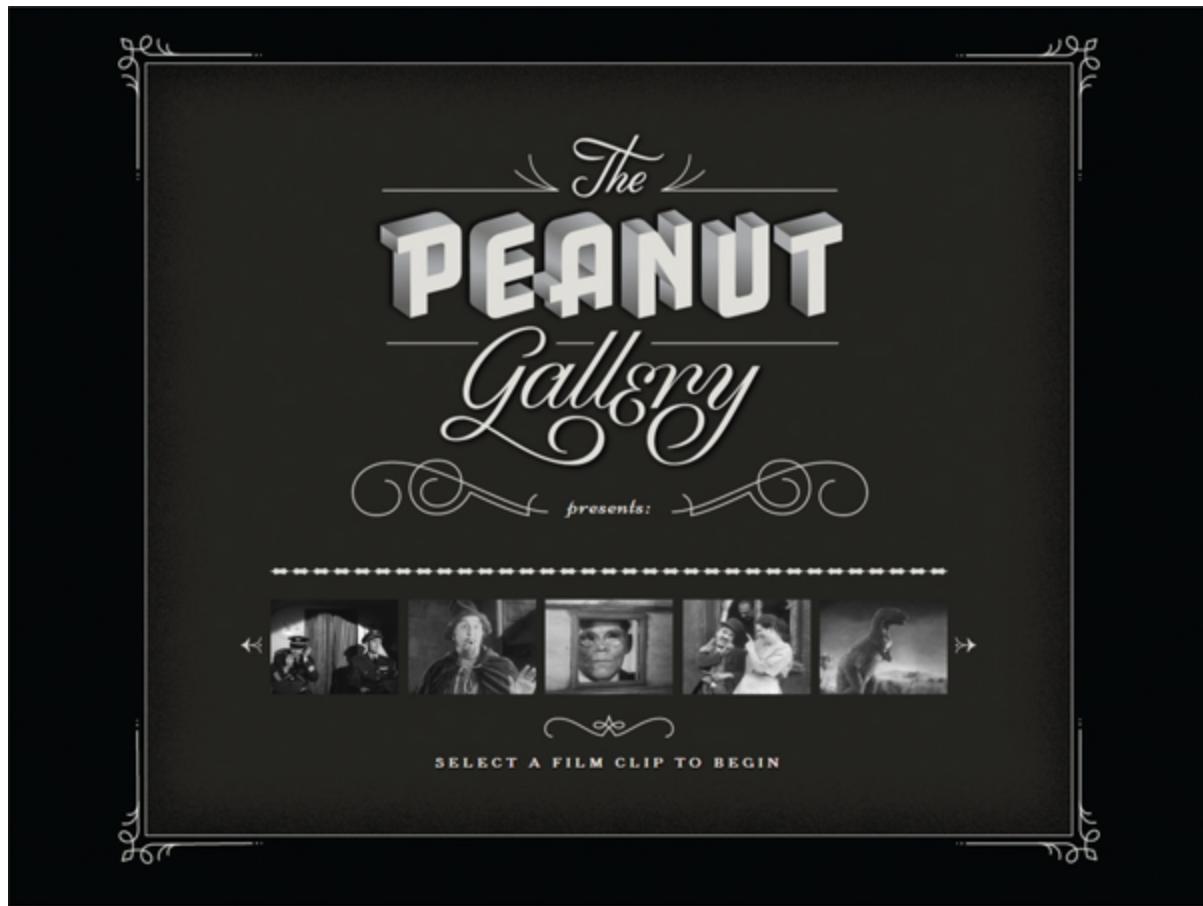


FIGURE 6: www.stallanddean.com



<http://connary.com/>

CONNARY FAGEN

D E S I G N E R & G E N T L E M A N



V

ir a



<http://milkeverymoment.ca>

Milk Every Moment

MILK PAIRINGS COMMUNITY

NOT EVERYTHING WE DID WHEN WE WERE KIDS MADE SENSE,
BUT DRINKING MILK DID.

SCROLL DOWN

Twitter icon, Facebook icon, Google+ icon

ABOUT PRIVACY SPONSORS

See more
DELICIOUS
MILK PAIRINGS

<http://pulpfingers.com>

PULP FINGERS

500

PULPFINGERS IS JOINING 500PX

WE ARE THRILLED AND WE CAN'T WAIT TO BUILD EVEN BETTER PRODUCTS WITH THEM

~ 500px

DAVID CHARLEC & JEROME SCHEER

David is a major geek since 1980. He has been a web-developer (ActionScript, PHP, ASP), Ruby On Rails and Python developer... before he fell in love with Objective-C. He is also an advanced photographer, amateur guitar player, and a TV show addict. You can find him on Twitter or 500px. Check out his photo portfolio.

Jerome is David's pedant, but the student will soon become the master! He is an iOS developer, technology enthusiast, gamer, bike afficionado, and Eclipse hater. Catch him on Twitter or Facebook.

IS0500

PIXELYTICS

PHOTOPOPULAR

ABOUT US

Pulpfingers is a human-sized team of developers and designers devoted to creating beautiful, useful, and feature-packed apps for the iPhone, iPad & iPod Touch. We are based in Dresdung, France.

CONTACT US

If you have any feature requests, questions about the TV Shows, if you need (moral or software) support, or just want to say "hi", please contact us.

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que tal um
Cappuccino
pra desgastar?

sabemos que enfrentar um dia longo é dureza
que tal deixar o dia mais doce e agradável com
um delicioso cappuccino da sweez?

saiba mais

www.kinderfotografie-evihermans.be



Extreme

Extreme is the term I use to describe themes that are more than a small aspect of a design. In many cases the extreme theme takes over the entire design process and transforms everything into a thematic element. Due to the ultraconservative nature of flat design, the benchmark for an extreme theme is much lower than normal. Generally speaking, themes like this have fallen out of popularity, though not entirely out of use. I imagine that as with all things this will change over time as designers shift back toward more literal styles.

A perfect demonstration of this is the Pigeon site ([FIGURE 1](#)), which relies on a pigeon theme. The design isn't based on an immersive, thematic experience where you navigate literal elements of the theme. Instead, it relies on artwork and language that reflects the theme. The design strikes a nice balance between thematic design and ease of use. The site's navigation and content are perfectly accessible and the theme serves as a layer of decoration to bring it to life. I think this is a real key to embrace: Don't sacrifice the usability of your website for the sake of theme. Once the theme starts getting in the way, you need to dial it back a bit as the sites here have done.

The PNC Gift Maker site ([FIGURE 2](#)) is perhaps the most extreme of the sites presented here. In this interface, the theme entirely takes over and there is little about this that feels normal. The design and interface harkens back to the era of Flash-based websites. But in this case, the entire creation has been crafted with good old-fashioned HTML and CSS. This is an example of when taking a theme to the extreme is a good thing. It can be

risky, but the results can be amazing. When I say risky, I mean that the results can be painful to use. This site, however, is super easy and very intuitive. It is clear they made it a priority to ensure that people could easily use the wacky creation that they came up with.

In other examples like Jamcouver (**FIGURE 3**) and Cuisines Schmidt (**FIGURE 4**), we find that the theme has been woven into structures and interface elements in a comfortable way. In fact, you could replace many of the extremely thematic elements with flat ones and have a site that functions quite well under a different style. The point is that the fundamental structure of the sites is entirely sound and relies on time-tested approaches.

If you're considering an extreme theme I urge you to carefully consider how it impacts usability. Sacrificing this for the sake of a theme is a mistake.

FIGURE 1: www.studiopigeon.com

The screenshot shows the homepage of the Studio Pigeon website. At the top, there is a navigation bar with links: ABOUT, PORTFOLIO, WORKFLOW, BRIEF, REFERENCES, and CONTACT. Below the navigation is a large, colorful illustration of a street scene featuring a superhero pigeon in the center. The pigeon has a white head, a black body, and a red cape. The background includes buildings with signs that say "HELLO", "Kla", and "DU > ODA". The Studio Pigeon logo, "Pigeon GET THINGS MOVIN'", is prominently displayed in the upper right of the illustration. Below the illustration, a red banner contains the text "FILL THE BRIEF" and "free booklet*". A small note below the banner states: "* We give you free booklet with screenplay, storyboard, concept art, schedule and estimate. That's all before you sign the contract!" In the middle section, there is a heading "SHOWREEL" with the subtext "- it's worth to see -". A video player window titled "Pigeon SHOWREEL 2013 from Studio Pigeon" is embedded in the page. The video player has a play button, a timestamp of "01:07", and buttons for "HD :: vimeo". At the bottom, there is a "PORTFOLIO" section with the subtext "- we've done so far -". Three thumbnail images are shown: one showing a character in a car, another showing a close-up of a face, and a third showing a "SHARE" button.

FIGURE 2: www.pncchristmaspriceindex.com

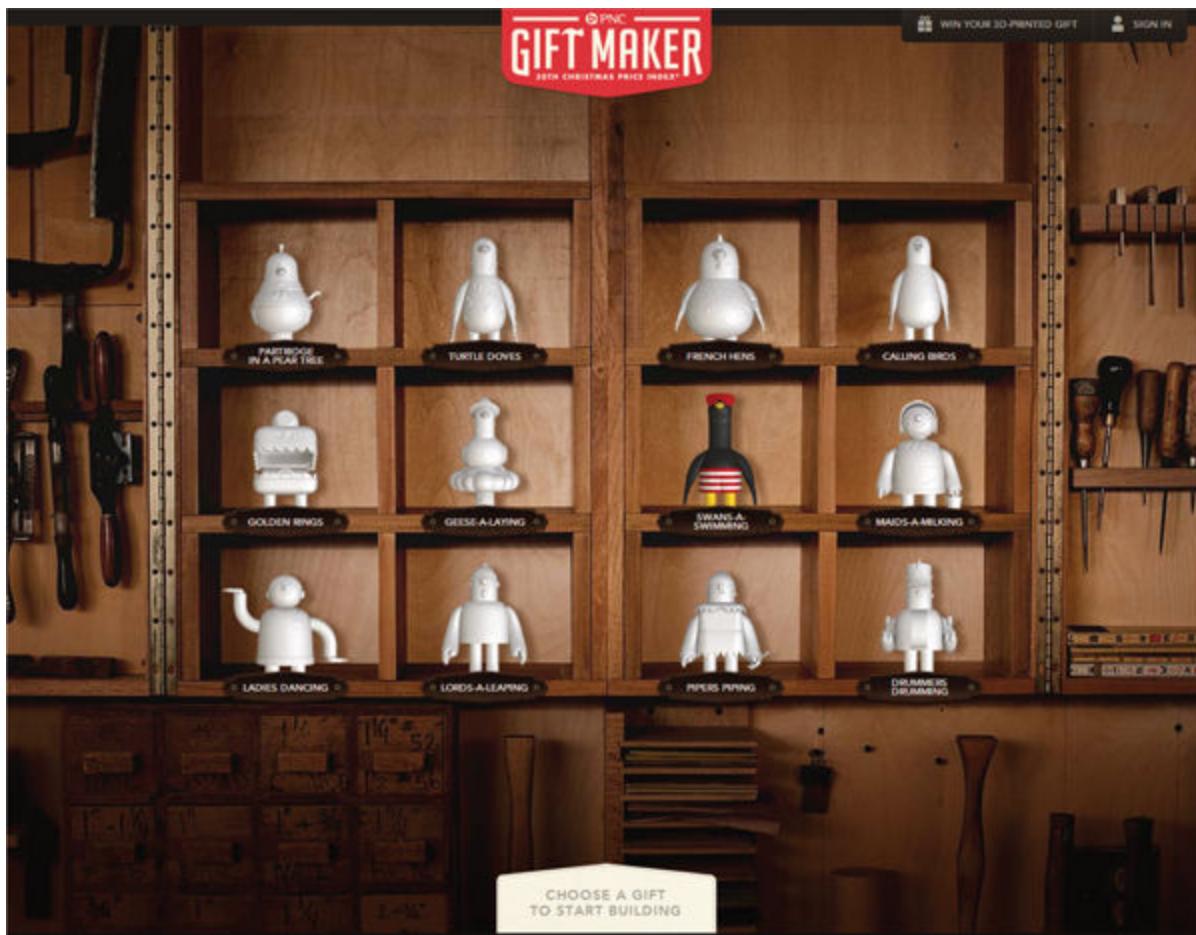


FIGURE 3: www.jamcouver.com

The screenshot shows the homepage of the JAMCOUVER website. At the top, there's a navigation bar with links for HOME, EVENTS, ABOUT US, GET INVOLVED, PRESS, JAMCOUVER, and CONTACT. To the right of the navigation is a small logo for CSSDF. Below the navigation is a large graphic featuring a stylized anchor and a red, flame-like object, with the text "JAMCOUVER" integrated into the design.

**JAMCOUVER 2013,
AUGUST 3RD
AT SUNSET BEACH**

TELL ME MORE!

EVENTS

RICHMOND OLYMPIC OVAL

NEWS

**KEEP UP WITH US VIA OUR
MONTHLY NEWSLETTER**

E-MAIL ADDRESS

SUBSCRIBE!

**FIND YOUR PHOTOS IN
THE EVENT GALLERY!**

SEE 'EM ALL ►

INSTAGRAM

MORE INSTAGRAM ➔

Powered by KONOSQUARE

FIGURE 4: www.une-cuisine-astucieuse.fr



www.loveless-shop.jp



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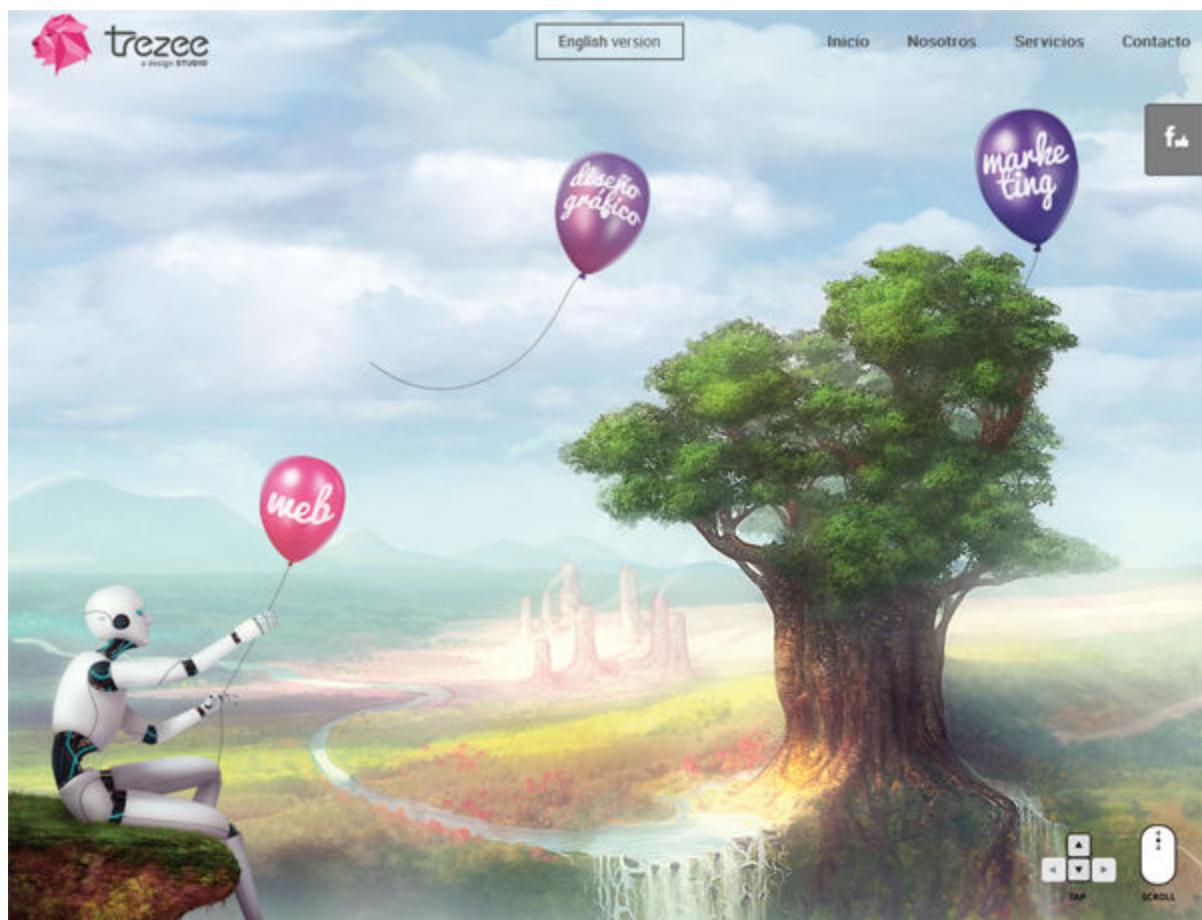
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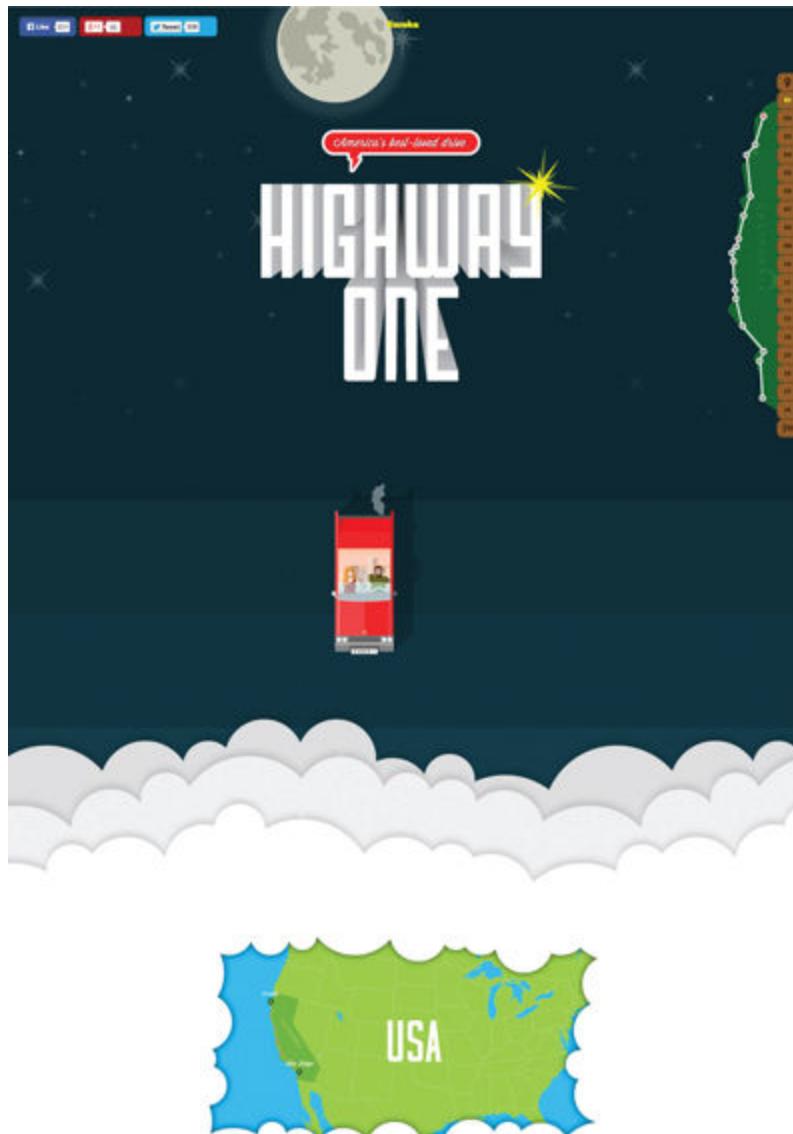
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www.trezee.com



www.exsus.com/highway-one-roadtrip



Highway One is a twisty-turny and cliff-hugging exhilarating 656-mile (1055 kilometre) route along the breath-taking California coast.

If you've ever fancied taking to the road and driving off into the sunset, now's your chance.

Your very own road movie. Let's go!

<http://islreview.com>



The landing page for the iStrategyLabs Portfolio Review. At the top, it features the iStrategyLabs logo, a Behance logo, and a "JOIN THE REVIEW!" button. Below this is a large white circle containing a cartoon astronaut holding a flag labeled "iSL". The text "Greetings Humanoids." is written in a large, stylized font. Inside the circle, there are three sections with icons and text: "All Your Portfolio Are Belong To Us" (with a brief description), "Work Should be Digitally Viewable" (with a brief description), and "There Will Be HoverBeers" (with a brief description). Below the circle, a large blue planet with a ring is shown, and the text "Here's How It's Going Down" is written. A description follows, mentioning massive airplay-enabled flatscreens and five discipline-specific groups. Two TV screens at the bottom show "Motion Graphics + Animation" and "UI + UX".

iSTRATEGYLABS PORTFOLIO REVIEW

JOIN THE REVIEW!

Greetings Humanoids.

The creative cyborgs at **iStrategyLabs** are hosting an intergalactic portfolio review at our HQ at 1630 Connecticut Ave. in Washington DC... and you are invited! Here's what you need to know:

All Your Portfolio Are Belong To Us

Whether you're a student or professional, everyone should bring work to show off. No one is safe from the iG group of critiquers!

Work Should be Digitally Viewable

We'll be viewing work on LCD screens. Your portfolio should be accessible via web or bring it on a thumb drive or other alternative storage device.

There Will Be HoverBeers

That's right we'll have a plethora of libations to lubricate design conversation. Plus, a limited number of our custom HoverBeers will be available. Get 'em while they're cold!

Here's How It's Going Down

Adorning the walls of the iStrategyLabs headquarters are several massive airplay-enabled flatscreens. Reviews will break down into 5 discipline-specific groups each staging critiques at various stations throughout the office.

The groups break down like this:

Motion Graphics + Animation

UI + UX

www.thetownthatcameinfromthecold.com



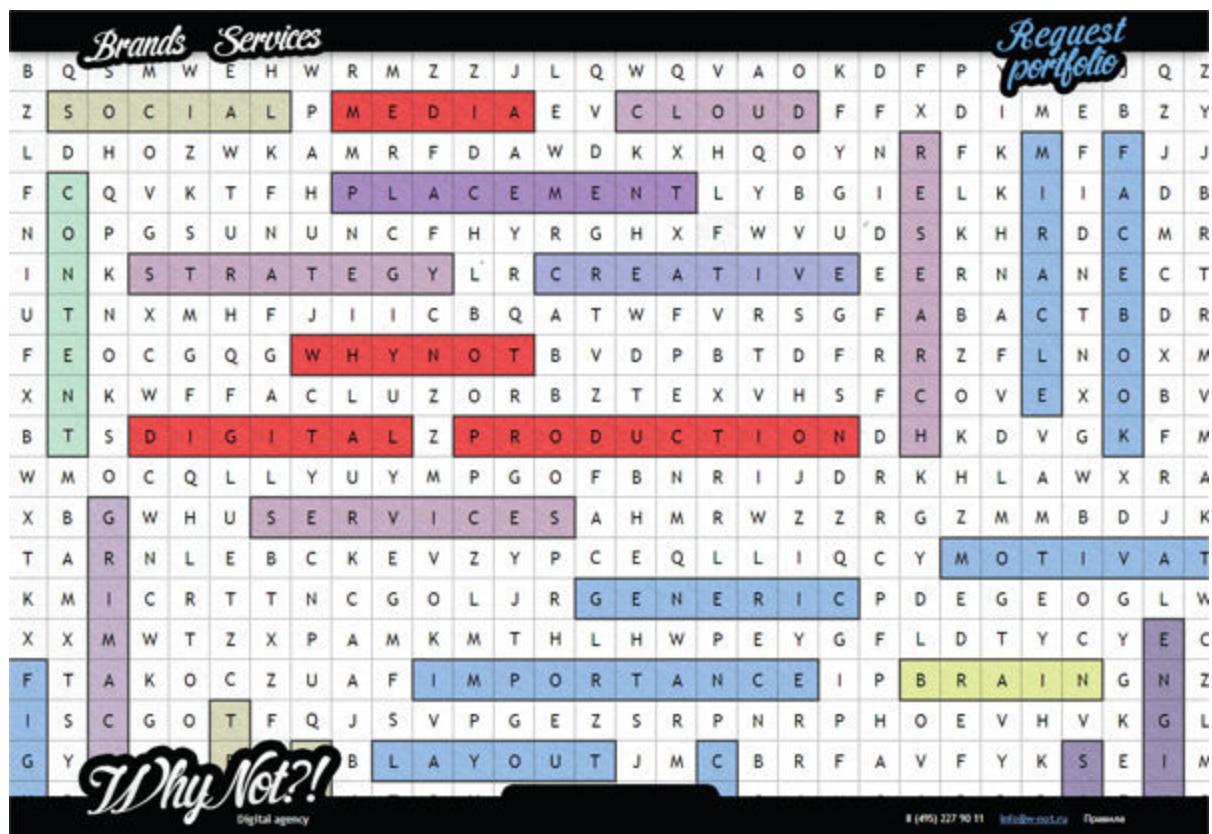
Welcome to Ophir, New Zealand's Coldest Town

45° South, 169° East and almost as many degrees below. That was until Kraul Insulation came to town and installed their Earthwool insulation in over 50 homes and buildings.

Scroll down and watch the stories

Scroll down ▾

<http://w-not.ru>



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for every metre submitted we'll add £1.00 to our charity meter.



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AUSTRALIA

KELLY SUHR
PERNO RICORDI AUSTRALIA

STEPH BENNETT
BATTENHALL



Add your metre



1000 METRES

53 METRES

£530 RAISED

HAVE A GOOD LOOKING AND CLEVER CHRISTMAS.

IMPERO

If you didn't receive a scarf this year, never fear. Send us a travelling friend, you never know what Santa might bring.

Futuristic

In this chapter I want to highlight a rather fringe thematic style: the futuristic landscape. At times it makes sense to create a futuristic theme, especially when the content is specifically futuristic. Such is the case with sites like the Smithsonian Channel's Rise of the Robots (**FIGURE 1**). The theme makes perfect sense as the content is intended to be futuristic. In this case the theme is obvious and not surprising in the least.

This obvious connection works really well. On the opposite end of the spectrum, it can be really interesting when a theme runs counter to our presumptions. For example, the TV show Firefly features a futuristic version of cowboys. At first this strikes most people as ridiculous, but the show was a hit and has a huge cult following despite its short lifespan. The point is that unexpected juxtapositions can be powerful.

Though we can't find such extreme contrast in the examples I have provided here, the theme does have an interesting power that Firefly highlights. It can bring new life and a modern twist to just about anything. For example, finding premade designs is not all that hard. There are numerous websites where one can purchase countless designs for just about anything—all premade. The Infinity (**FIGURE 2**) product is essentially a set of premade design assets for the web. However, it has its own subtle twist that sets it apart—essentially it is more modular. In this case the futuristic space theme establishes the mentality that this is something new, that it is somehow different. It is an interesting way to leverage the theme to set one's site apart.

In other cases, the theme is simply used for fun or decoration. The Kojo site ([FIGURE 3](#)) is an example of pure decoration. In this case, the theme is rather subtle and one might argue that there is no theme at all. Contrast this with CoolApps ([FIGURE 4](#)) where the theme is simply fun. I don't get an industry-changing-vibe as much as I get that the folks behind the site are probably easygoing and fun to work with.

This particular approach is rather flexible. It might seem out of place at first, but a theme like this can transform a boring topic into a fun one.

FIGURE 1: www.smithsonianchannel.com/sc_assets/html/bionicman

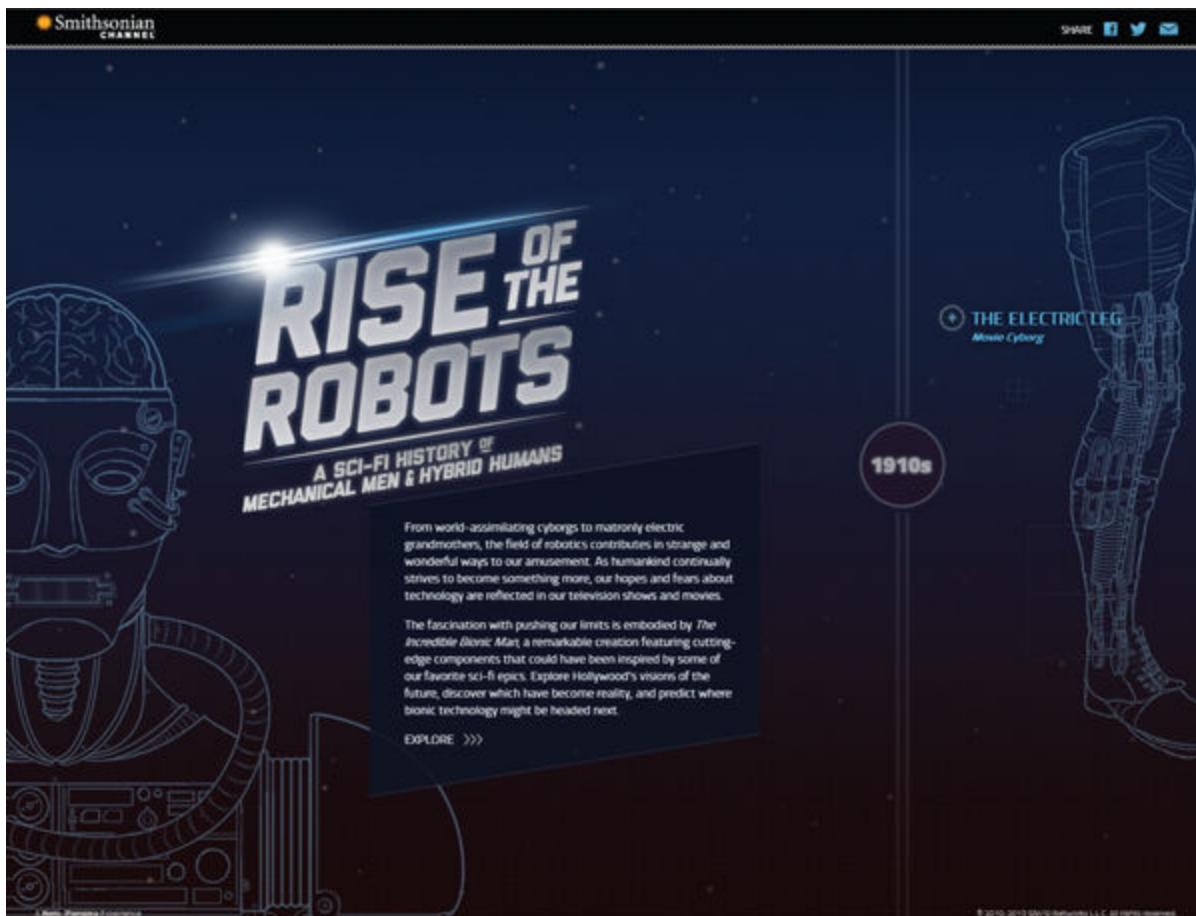


FIGURE 2: <http://originalmockups.com/bundles/infinity-bundle>



FIGURE 3: <http://kojo.com.au>

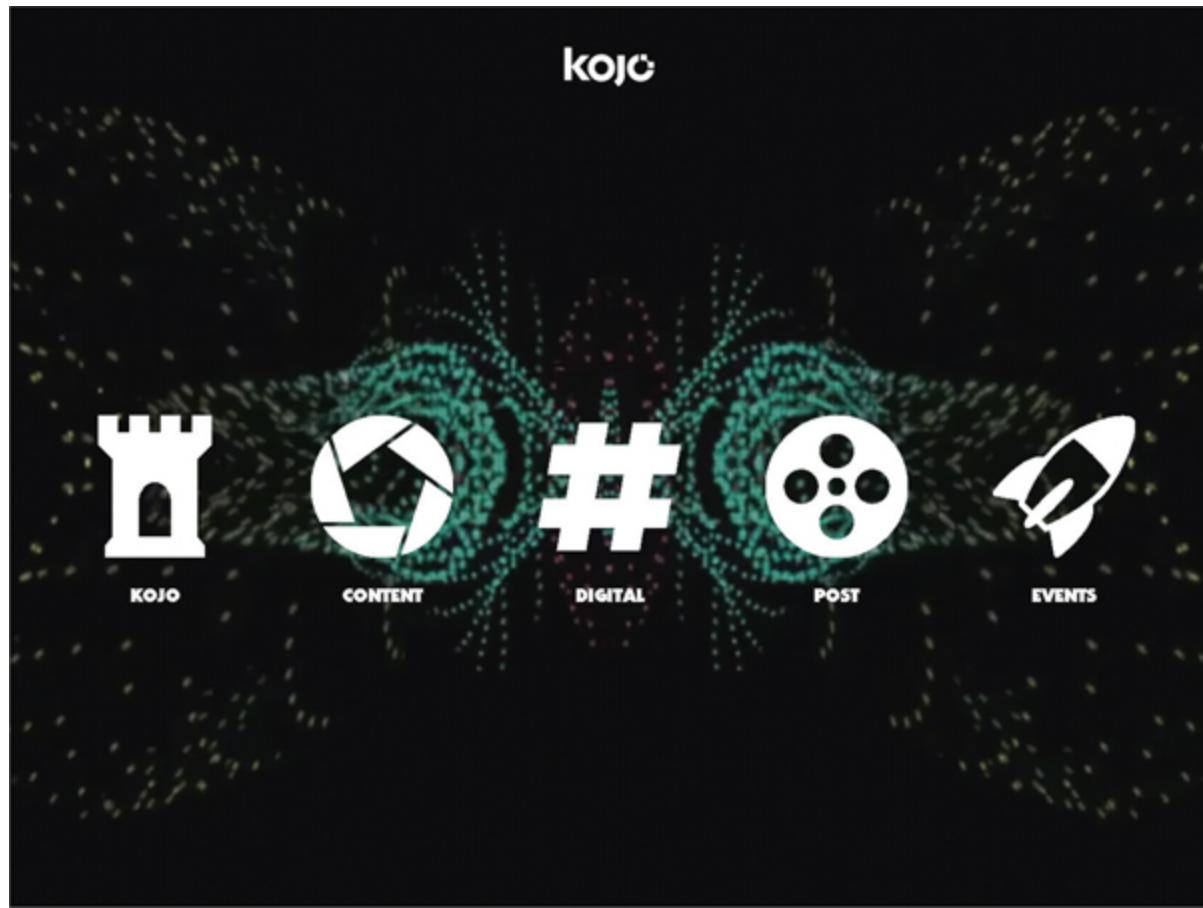


FIGURE 4: www.coolappse.com

The screenshot shows the homepage of the CoolApps website. At the top, there is a navigation bar with links: CALLING EARTH, ABOUT US, AWARDS & RECOGNITION, WORK, CONTACTS, and BLOG. The main visual is a 3D rendering of Mars with a smiling face. An astronaut stands on the surface holding a yellow flag that says "CoolApp". Several futuristic spaceships are shown: one is docked at the top of the planet, another is flying to the right, and a third is shown in the background. Below the illustration, the text "WE BRING YOU" is followed by a large, bold, white sans-serif font headline: "OUT OF THIS WORLD INTERFACES". The page then transitions to a light-colored section with a wavy bottom edge. In the center, the word "ABOUT US" is written in a bold, black, uppercase font. Below this, a smaller text block reads: "The star collapsed. The supernova brought the coolest digital experiences ever to your brand! Delicious Websites and Mobile Apps — We create them in space, floating inside these 3 CoolShips...". Three small, stylized ship icons are displayed horizontally: "BRAINSHIP" (a white ship with a brain-like swirl on its side), "EYESHIP" (a white ship with a large eye on its side), and "HEARTSHIP" (a white ship with a heart on its side). Each icon has a short description below it.

BRAINSHIP

Floating in the BrainShip, we start to respond to your needs by doing the research, get the coolest ideas, plan and manage the project with you in the best way.

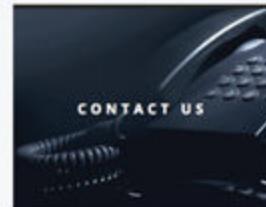
EYESHIP

EyeShip is where the CoolDesigners & CoolIllustrators live. Here you will find the magic lab where pixels are transformed into delicious interfaces!

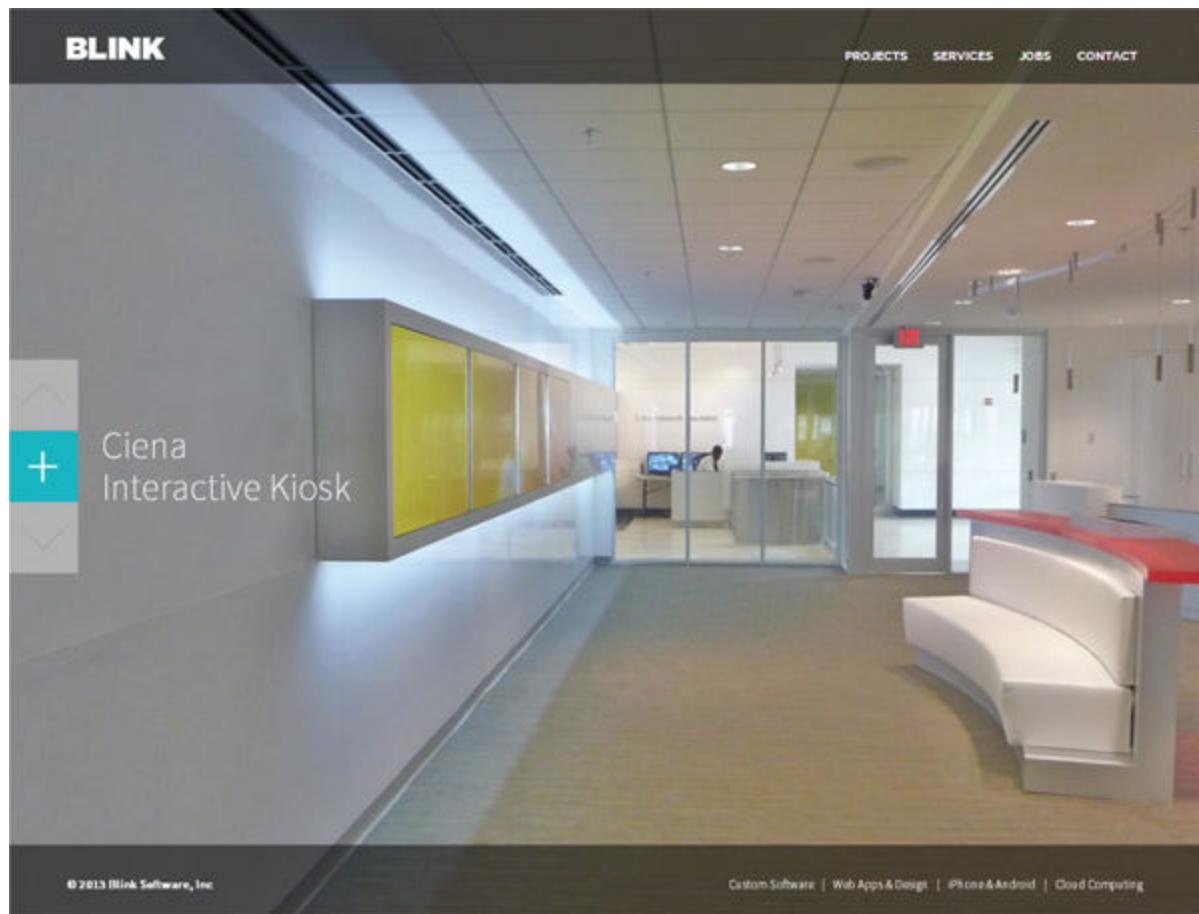
HEARTSHIP

Coders are developing high level codes inside HeartShip to bring life to our interfaces and offer you the greatest digital interactive experiences ever!

www.srgint.com



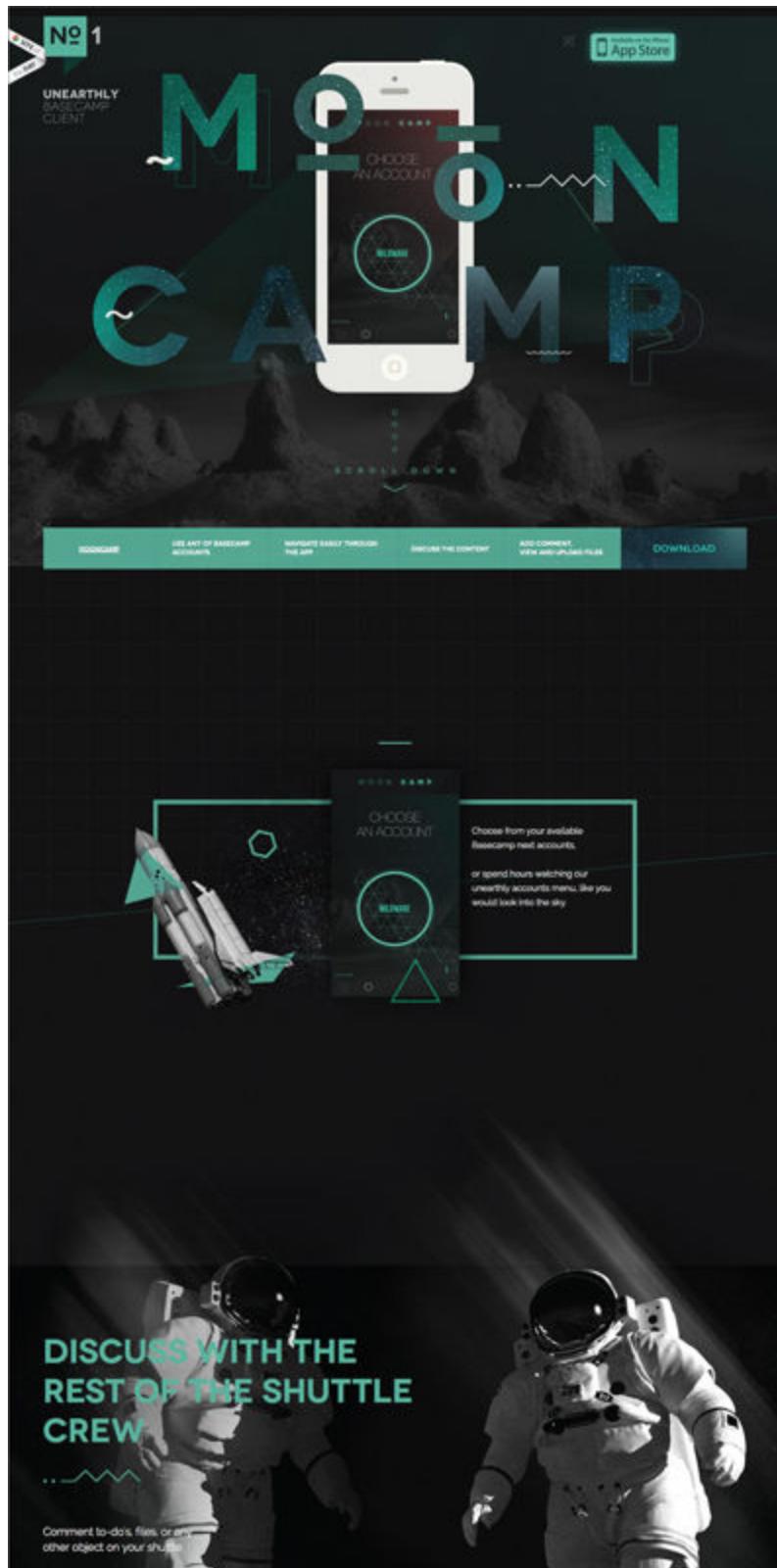
<http://blinkss.com>



<http://kari-na.com>



<http://mooncampapp.com>



Holiday

Although it might seem at first that a section on holiday branding will be extremely limited in use, I disagree. In contrast, I think we can learn a lot from the holiday-themed examples provided here. It strikes me that some of the samples demonstrate what happens when designers get a little bit of room to work, when the reigns are loosened and they are allowed to more freely explore. Some of the samples are simply demonstrations of how a little holiday decoration can be added. In other cases, we find thematic skins on top of the normal design. Finally, many of the samples are actually niche microsites intended as marketing and promotional assets targeting the holidays. This is obviously a lot of ground to cover. As a result I have collected a few more samples here than I normally do. This is particularly useful given that many of these sites will be gone or changed after the holiday.

In the e-commerce world, it has become commonplace to apply simple holiday elements to a site. Sites like Bluefly ([FIGURE 1](#)), REI ([FIGURE 2](#)) and [Gifts.com](#) ([FIGURE 3](#)) are but a few examples of this approach. In all of these, the site fundamentally remains unchanged. Holiday elements have simply been woven into the design. Some tweak the logo; others simply add a background image. I actually go back and forth on whether this matters at all to consumers. I fully understand that I am overly observant of these things and that I am perhaps overthinking things. That said, I really do wonder if consumers notice it—or care—at all. I am sure that if you applied such a theme in the middle of summer you would get some serious grief for it and it would certainly be noticed. Keep in mind

that during the holidays we are bombarded with images of holly, Christmas trees, Santa Claus and so on. A usability study to dissect this would be really interesting.

In other cases, the entire purpose of the site is related to the holidays. Consider for example the Flying X-Mas Trees (**FIGURE 4**) and the Why You Love Christmas (**FIGURE 5**) websites. Both of these exist as promotional sites related to the holiday. I would be really eager to see statistics on these sites and how they help an agency. It seems that these are the modern day equivalent to a Christmas card to the world.

At the end of the day, these thematic sites are interesting to consider. And I really believe you can glean some interesting ideas from them, even if it happens to be the middle of the summer!

FIGURE 1: www.bluefly.com/

The screenshot shows the homepage of the Bluefly website. At the top, there's a banner for "Holiday Shipping & Extended Returns". The Bluefly logo is centered, with a wreath icon above it. On the right side, there are links for "Sign In" and "My Account" with a shopping cart icon showing 0 items. A search bar with the placeholder "Search Products" and a magnifying glass icon is located at the top right.

Below the header, a navigation bar includes links for NEW, WOMEN, SHOES, HANDBAGS, MEN, BEAUTY, HOME, KIDS, DESIGNERS, SALE, B&C, and a search icon. A promotional banner for "CLEARANCE EXTRA 40%-50% OFF*" with a "SHOP NOW" button and "OVERNIGHT SHIPPING FOR JUST \$15" with a "VIEW DETAILS" link follows.

The main content area features several promotional sections:

- New Collection: DRESSES**: Features a woman in a red dress and a black handbag. Text: "Rebecca Minkoff, Tahari, Wyatt & More". Link: "Shop Now ▶".
- Just in: MEN'S SUITS**: Features a man in a dark suit. Text: "Jack Victor, Joseph Abboud & More". Link: "Shop Now ▶".
- Haute & Chic SHOES**: Features a pair of blue high-heeled shoes. Text: "Pour la Victoire, Charles David & More". Link: "Shop Now ▶".
- New Arrivals! DENIM SCENE**: Features a woman sitting on a chair wearing denim. Text: "Find the perfect fit of a classic must-have.". Link: "Shop Denim ▶".

A large central banner for the "WINTER CLEARANCE" features a woman in a black coat against a red background. Text: "EXTRA 40%-50% OFF*", "New Markdowns on Coats, Cashmere, Hats, Gloves, Scarves + Many Other Clearance Items", and a "SHOP NOW" button. A small note at the bottom right says "*SELECT STYLES".

At the bottom, there's a "MOONLIT HOLIDAY GIFT GUIDE" section with a decorative image of a gift box and a "SHOP THE GIFT GUIDE" button.

FIGURE 2: www.rei.com

The screenshot shows the REI website homepage with a navigation bar at the top. The main banner features a large "SAVE BIG ON GIFTS!" headline with "5 DAYS, 5 BRANDS" below it. A red diagonal banner on the right says "THRU DEC. 23". Below the banner, there are five promotional boxes for brands like Vibram FiveFingers, Rei, Eagle Creek, CamelBak, and Marmot. The Marmot box is marked as "Sold Out" at \$99.99. To the left, there's a "GREAT GIFT IDEA! WOMEN'S WINTER BOOTS" section and a link to "GET GIFTS SEEN ON THE ELLEN DEGENERES SHOW". On the right, a "FREE SHIPPING!" offer is highlighted with a "PLUS, WE'LL GET IT THERE BEFORE 12/25" note. A "Deal of the Day" section follows, offering up to 45% off. The bottom half of the page features a "GIVE THEM A GIFT THAT INSPIRES ADVENTURES" section with gift ideas under \$25, \$50, \$100, and links to "HOLIDAY GIFT CENTER" and "GIVE REI GIFT CARDS". It also includes sections for "Join REI Today" and "REI VISA® Card".

Welcome to REI! | Log In or Register

FREE SHIPPING No minimum purchase.

SHOP REI SHOP REI-OUTLET TRAVEL WITH REI LEARN SHARE MEMBERSHIP STEWARDSHIP

Camp & Hike Climb Cycle Fitness Run Paddle Snowsports Travel Men Women Kids Footwear Brands All Deals Gifts

SAVE BIG ON GIFTS!
5 DAYS, 5 BRANDS

HOLIDAY DEALS FROM TOP BRANDS

Discounts based on original prices. Quantities limited.

THRU DEC. 23

Vibram
30% off
All Vibram FiveFingers for Men, women, & kids
Save Now ▶

Rei
30% off
All Rei-Brand Fitness Clothing
Save Now ▶

eagle creek
25% off
All eagle creek Luggage & Outfitters
Save Now ▶

CAMELBAK
25% off
All CamelBak Water Bottles
Save Now ▶

Marmot
\$99.99
2012 Men's Marmot Zephyr Down Jacket - was \$200
Sold Out

GREAT GIFT IDEA!
WOMEN'S WINTER BOOTS

GET GIFTS SEEN ON THE
ELLEN DEGENERES SHOW

FREE SHIPPING!
PLUS, WE'LL GET IT THERE BEFORE 12/25
When you order by Dec. 23, 10 am PT

DETAILS ▶

Save at REI-OUTLET.com!

- Deal of the Day
- Deal of the Week
- 50% Off
- Closeouts
- See More @ REI-OUTLET.com

Deal of the Day
SAVE UP TO 45%
On a New Deal Every Day at REI-OUTLET.com
SHOP TODAY'S DEAL ▶

GIVE THEM A GIFT THAT INSPIRES ADVENTURES

Gifts Under \$25 ▶ Gifts for HER ▶
Gifts Under \$50 ▶ Gifts for HIM ▶
Gifts Under \$100 ▶ Gifts for KIDS ▶

Get more gift ideas, shipping information & holiday deals.
HOLIDAY GIFT CENTER ▶

You choose the amount.
They choose the gear they want.

GIVE REI GIFT CARDS ▶

Join REI Today

- Become a Member
- REI Member Dividend
- All Member Benefits

REI VISA® Card

- Apply today and get a \$100 REI Gift Card!
- Manage your account

Find REI On:

[Facebook](#) [Twitter](#) [Pinterest](#) [YouTube](#) [Instagram](#)

FIGURE 3: www.gifts.com

The screenshot shows the homepage of [gifts.com](http://www.gifts.com). At the top, there's a navigation bar with links for Christmas, Personality, Men, Women, Teens, Kids, Occasion, Category, and Blog. On the right, there are buttons for 'Gifts.com Shop' and a shopping cart icon, along with social media links for Facebook and LinkedIn.

The main headline reads "FIND THE PERFECT GIFT, EVERY TIME." Below it, a sub-headline says "We've selected the best gift ideas from all over the web. Shop now from our customized gift recommendations."

A large banner on the left features a photo of a fireplace mantel decorated for Christmas. Overlaid text says "MAKE SANTA JEALOUS" and "SHOP ALL OF OUR GREAT CHRISTMAS GIFTS FOR EVERYONE ON YOUR LIST".

On the right side, there are several promotional boxes:

- "LAST MINUTE GIFTS FOR HER" showing a perfume bottle.
- "LAST MINUTE IDEA: OF-THE-MONTH CLUBS" showing pears.
- "LAST MINUTE GIFTS FOR HIM" showing grooming products.
- "GIFTS BY PERSONALITY" showing two women laughing.

An advertisement for "BLUE FOUNTAIN MEDIA" is visible, along with a calendar icon for "Jan 15". A blue button at the bottom right says "Register for Free".

The section below is titled "TOP GIFT TRENDS FOR HOLIDAY 2013" and features six images of trending gifts: a smartwatch, a purple lamp, a Darth Vader mask, a cocktail shaker, a remote-controlled helicopter, and a desk setup with a bird figurine.

FIGURE 4: <http://2014.studio38.ru>



FIGURE 5: <http://xmas.acc.cc>



www.holidaysineverett.com

DOWNTOWN EVERETT
Holidays

HOLIDAY STROLL // PARKING
SHOP & SIP //

HUNGRY? STAYING IN TOWN?

SCROLL FOR MORE

THINGS ARE GETTING FESTIVE.

In Downtown Everett, the holiday season kicks off on Saturday, November 30th with the Holiday Stroll - a chance to celebrate Small Business Saturday by supporting the businesses that make downtown Everett a great place to live. Even better, they're supporting you too, with great deals and fun events on Saturday only. So grab some friends and some hot cocoa and beat the crowds.

[More details below.](#)

On December 14th, head downtown again for the Shop and Sip, an event featuring local wine and beer producers setting up shop in 11 local retailers. Finish up your holiday shopping, taste some fantastic local beverages, and then go grab dinner at a downtown restaurant. [More details here.](#)

www.barnesandnoble.com

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Get NOOK in Time for Christmas with Free Expedited Shipping
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Hundreds of Movies on Sale

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Formerly Buy.com

4 Days left until Christmas

All Categories Find It Fast.

Get Super Points | Login | Feedback | Help

WELCOME CLICK TO LEARN WHO WE ARE

Cart (0)

Deals Computers & Office Clothing, Shoes, Jewelry Electronics Wine, Gourmet, Gifts Video Games Books, Movies, Music Home & Household Health & Beauty Toys & Baby Sports & Outdoors Holiday Store

FIND EVERYTHING YOU NEED FOR YOUR NEW YEARS EVE PARTY!



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Earn a \$50 Statement Credit On Your Rakuten.com Purchase Plus earn 10,000 bonus ThankYou® Points with qualifying purchases* Learn More







SAMSUNG SSD. DRIVE YOUR PC AT THE SPEED OF LIGHT

Drive Your PC at the Speed of Light



"trū" pain relief!



\$139

COMPAQ

FIND EVERYTHING YOU NEED FOR YOUR NEW YEARS EVE PARTY!

XBOX ONE ACCESSORIES & GAMES

Xbox One

Deal of the Week

Groove FlexSMART X3 Bluetooth FM Transmitter 42% OFF

Unit Price: \$69.99 Deal Price: \$39.99 Shipping: FREE

Rakuten.com Shopping Recommendations Based on your history

30 Pairs Men's Crew Socks 6 Packs of 5 Active Casual Size 80% OFF Price: \$29.99

Holiday Special FH-FU003115 FH Group PU Leather Racing Seats 46% OFF Price: \$69.99

Black Diamond Solitaire Stud Earrings and Necklace Set 1.00 CT 63% OFF Price: \$119.00

Xbox One Standard Edition 582.00

Magnum PI Complete Series 50% OFF DVD Price: \$84.99

<http://tasarimgezegeni.com/2014/en>



<http://oldnavy.gap.com>

Old Navy | Banana Republic | Pipeline | Athleta

GET IT BY CHRISTMAS! 2-DAY SHIPPING: ORDER BY 12/22/11 AT 10:00 PM EST
1-DAY SHIPPING: ORDER BY 12/22/11 AT 10:00 PM EST

Your account | Sign In
Orders and returns | Shipping to: [Country]
Details | 8 items in your bag | Checkout

OLD NAVY SAN FRANCISCO, CALIFORNIA

20% OFF DRESSES USE CODE [ONSAVENOW](#)
Restrictions apply. RETAIL \$4.

Search | Find a Store | Credit Card | Gift Card

WOMEN WOMEN'S PLUS MATERNITY MEN GIRLS BOYS TODDLER GIRLS TODDLER BOYS BABY

NEW Arrivals
WOMEN BOYS
WOMEN'S PLUS TODDLER GIRLS
MATERNITY TODDLER BOYS
MEN BABY GIRLS
GIRLS BABY BOYS

AMAZING STEALS
WOMEN BOYS
WOMEN'S PLUS TODDLER GIRLS
MATERNITY TODDLER BOYS
MEN BABY
GIRLS

GETAWAY GEAR

JEANS YOU LOVE

AMAZING STEALS for the WHOLE FAMILY

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LANDS' END

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\$5 MORE FOR UPS 2 DAY

WOMEN MEN KIDS OUTERWEAR HOME UNIFORMS SALE

Enter Keyword or Style #

2 DAYS LEFT TO GET IT BY THE 24TH with EXPRESS shipping. [See details.](#)

Women's Fleece Half-zip
\$19
Reg. \$34

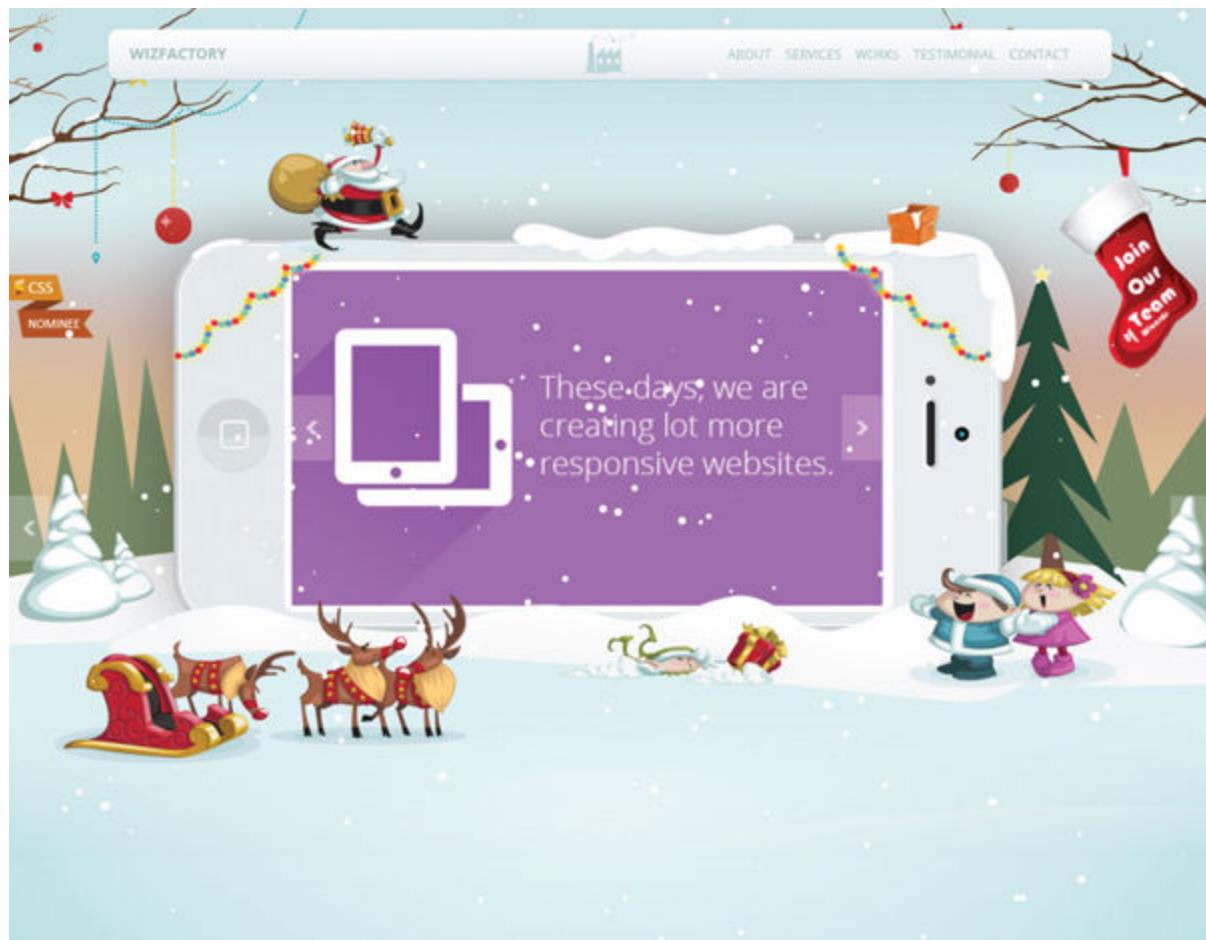
LAST MINUTE GIFTS AT GREAT PRICES

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Men's Fleece Half-zip
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The Two Thousand Thirteenth

JOIN US
Thursday December 12th
9:30am - 1:00pm
5:30pm - 8:30pm

Ainsworth Holiday Home Tour

Home Houses Tickets About

Begun the tour at the **(w)here**
Real Estate open house and enjoy coffee and pastries from 9:00-11am & cocktails and hors'd oeuvres from 5-8pm.



Celebrate the holidays...

at the 26th Anniversary Ainsworth Holiday Home Tour! Join us to usher in the Holiday season with a neighborhood tradition – the Ainsworth Holiday Home Tour. Tour five lovely Portland Heights homes, while benefiting the children of Ainsworth Elementary School.

JOIN US
Thursday, December 12th
9:30am - 1:00pm
5:30pm - 8:30pm

The Ainsworth Holiday Home Tour is one of the most significant fund-raisers for Ainsworth Elementary School. Funds raised by Ainsworth directly benefit the students of Ainsworth by providing computers, enhanced art programs, field trip opportunities, classroom supplies and other means of support to teachers and staff.

Tickets can be purchased for \$25 at the following locations:
Online, Stroheckers, Zupans, Ainsworth School Office

(w)here
Real Estate open house
22 NW 23rd Place, Suite #202

• Coffee and Pastries will be served from 9:00-11:00 am
• Cocktails and Hors'D Oeuvres from 5:00-8:00 pm.
• Parking available at Uptown Shopping Center lot.
• All attendees will receive a ticket to shop downstairs at Twill. Special shopping event at Twill to benefit Ainsworth.
• 10% of all sales made on December 12th w/ (W)here vouchers will be generously donated back to Ainsworth Elementary.
• Store Hours will be from 10:00 am - 7:00 pm.

Home Houses Tickets About

Ainsworth School Site Ainsworth Parent Site Ainsworth Foundation

www.sears.com

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Baby
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Christmas Shop & Gifts
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Standard Shipping with **FREE** upgrade! 09:41:39 00:00:00 HRS MIN SEC

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1. The Hunger Games: Catching Fire in Entertainment ▾
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5. Snoopy Christmas Gifts in Gifts ▾
6. Holiday Cards in Invitations ▾
7. Divergent in Entertainment ▾
8. Funny Gifts in Gifts ▾
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<http://arketi.com/holiday2013/>

Arketi Group's Very Special
12 Days of Christmas



scroll

07

Design Elements

Design elements come in a wide array of shapes, sizes and styles. Some reflect purely trendy approaches, while others are the result of necessity. What is truly fascinating about these groupings is that each and every one of them has a purpose. Each of them has a way of being used that elevates it from randomness to a clear purpose. And yet, each of these elements can be wasted and reduced to a worthless role when used without intent. Even worse, when neglected, these design elements actually detract from the design they are a part of. The moral of the story is to not just blindly follow what others are doing. Perhaps you presume you need to use a navicon as part of your navigation. This might be true, but don't just assume so because it is what everyone is doing. Instead, step back and consider what makes the most sense. Sometimes the best solution isn't what everyone else is doing.

Navicons On the Desktop

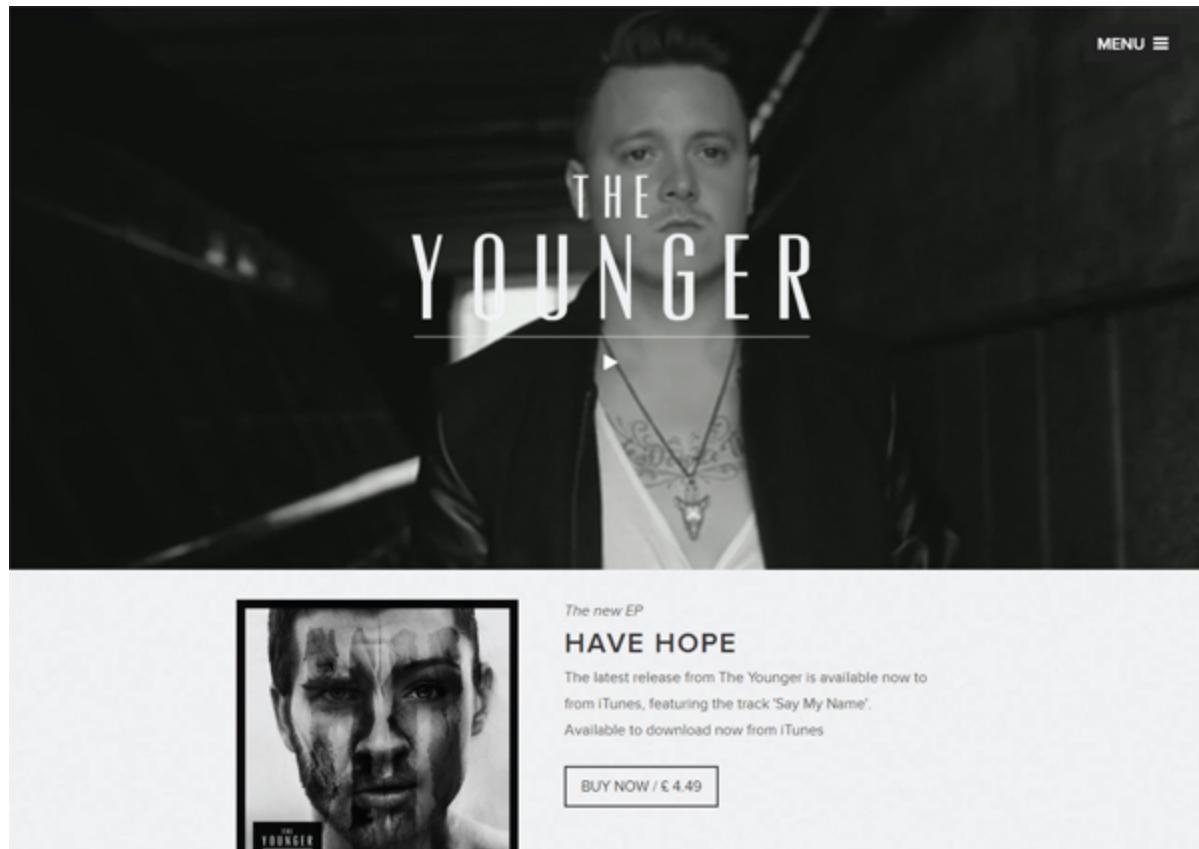
One trend that is interesting to observe is how mobile web design is taking precedence over the desktop. In days gone by we designed for the desktop and maybe, if we were lucky, we would design a mobile alternative. With responsive design we started by taking our desktop sites and mashing them into smaller screens. Now the industry seems to be rapidly shifting toward a mobile-first mentality. In this world we design for the mobile web and then as an afterthought (a bit of an overstatement for drama's sake) we consider what it will look like on the desktop. This particular trend, the use of navicons on desktop sites, is a natural result of the influence of the mobile web.

Navicons started out as an element for mobile web designers to use. It was a convenient way to tuck a large amount of content (typically navigation) into a hidden element. One touch and out pops a large set of navigation. When you're dealing with tiny screens, you really have to get creative with how you use the space available to you. So in this chapter we look at situations where the navicon is not only on the mobile version, but also is in use on the desktop. It seems that designers have found it useful for stuffing navigation and other bits into hiding—and bringing it back out via a handy dandy navicon.

I will say that one thing about this annoys me, and it has little to do with the use of them on the desktop: I strongly encourage you to consider labeling your navicon. I know that adding the word “menu” next to it really clutters things up. But I have observed many times that users are still not aware of what a navicon is and does. Believe it or not, the rest of the world

is not obsessed with the navigation patterns on the mobile web. The Younger website (**FIGURE 1**) does exactly this: they have the navicon with a label next to it. The icon itself is simply not well known enough to function entirely on its own. Naturally, we can easily find sites that don't do this, and ironically some of them work really well. The Nine site (**FIGURE 2**) is a great example. Here the navicon is not labeled. I can't help but notice, though, that the site is insanely simple, and there is not much else to click on, and as a result the navicon is not easily lost in the design.

FIGURE 1: www.theyounger.co.uk



Bloomberg.com Businessweek.com Company Products Bloomberg Anywhere Sign In Search for News and Quotes

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OVERVIEW

	DJIA	16,931.06	-12.04 -0.07%
Americas	S&P 500	1,947.34	-3.93 -0.20%
Europe	FTSE 100	6,873.55	-1.45 -0.02%
Asia	Nikkei 225	14,995	-129 -0.85%
Commodities	Crude Oil (WTI)	104.30	-0.11 -0.10%

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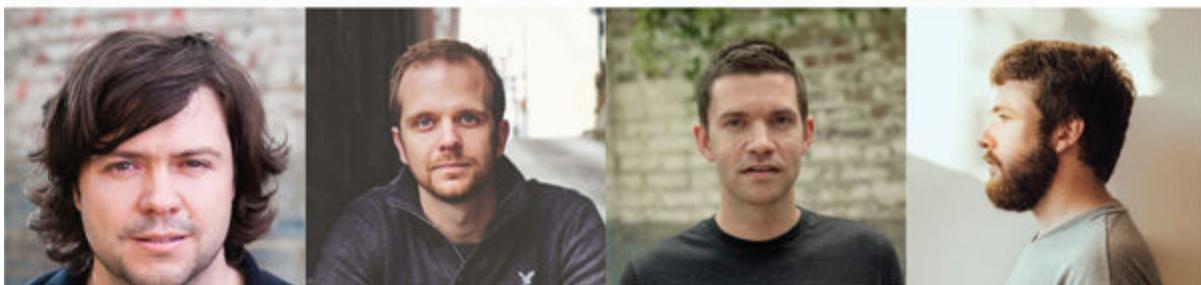
Japanese Job Market Shifts to Part-Time, Lower Pay

FIGURE 2: www.nine.is



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— by —



<http://paywhatyouwant.eu>

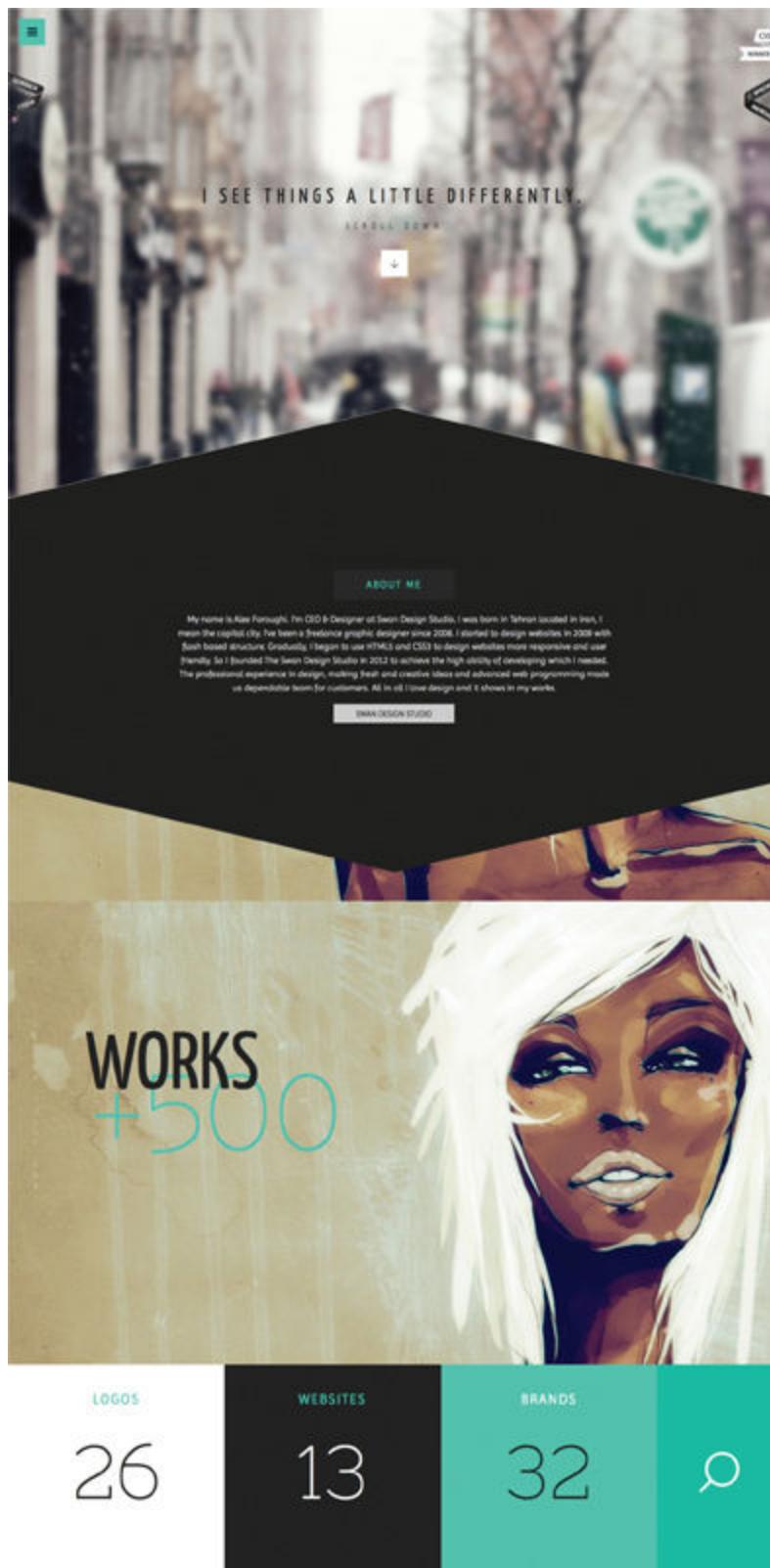


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MENU

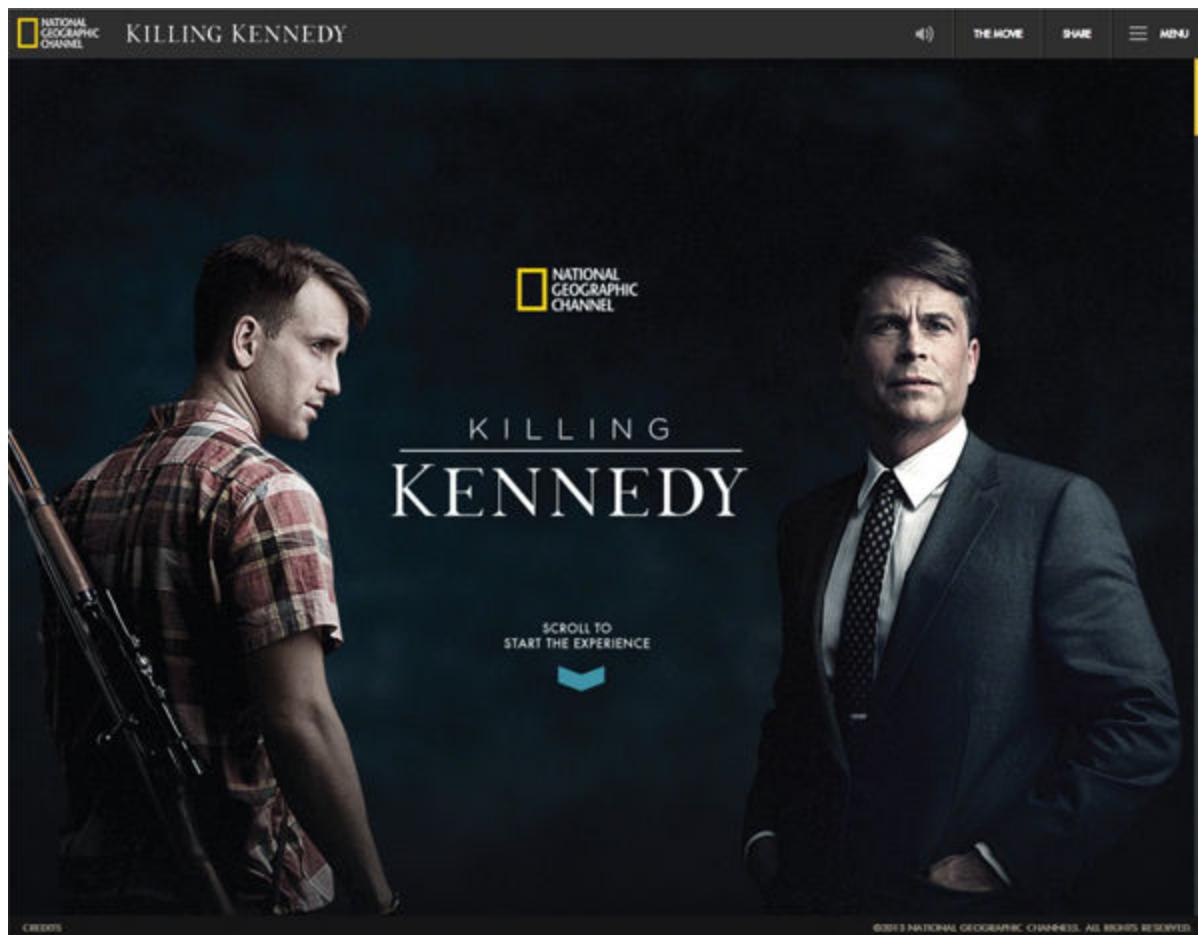
WANDAPRINT

PRODUCTIONS & CREATIVE STUDIO

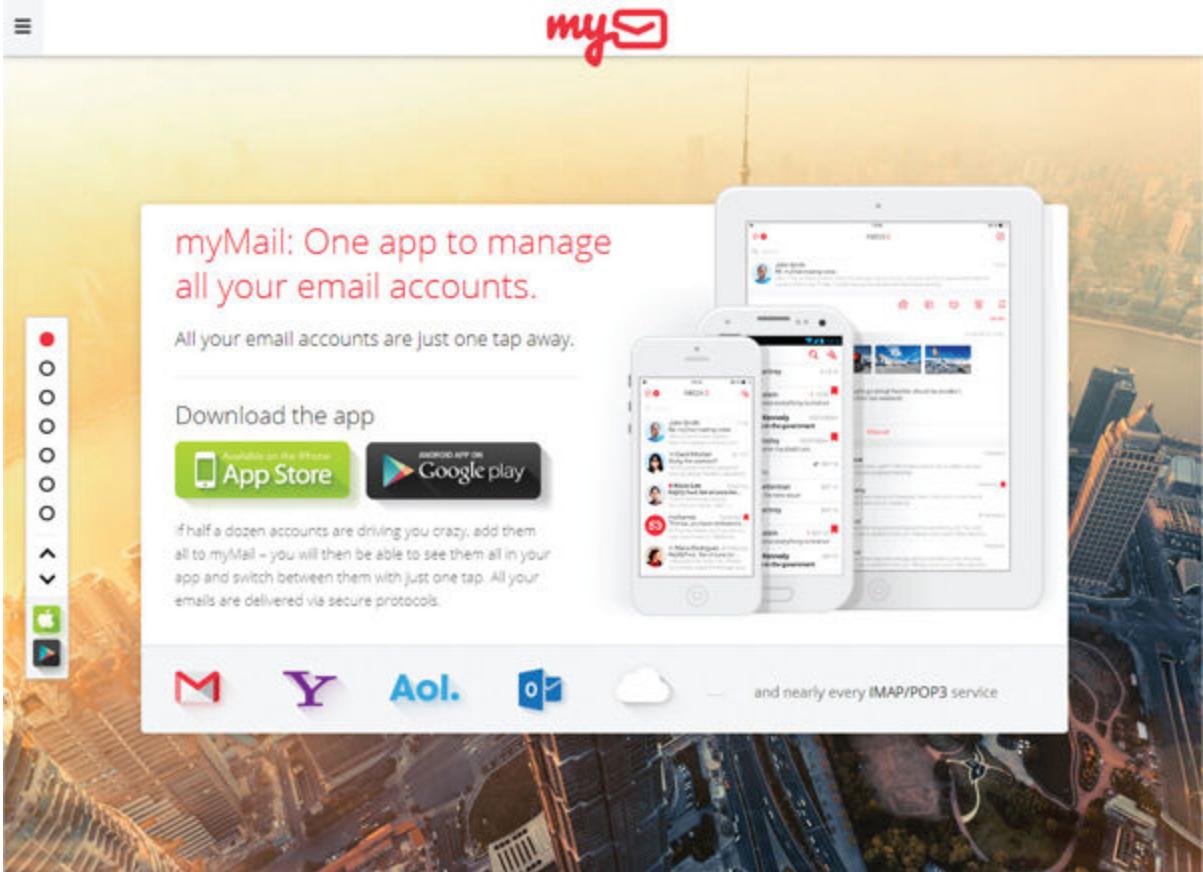


SCROLL DOWN

www.kennedyandoswald.com



<http://mymail.my.com>



The image shows the myMail mobile application landing page. At the top right is the myMail logo, which consists of the word "my" in red lowercase letters followed by a red stylized envelope icon. On the left side, there is a vertical navigation menu with a red dot at the top and several white circles below it. Below the menu, there is a green button with a white smartphone icon and the text "Available on the iPhone App Store". To its right is a black button with a white play icon and the text "ANDROID APP ON Google play". The main headline reads "myMail: One app to manage all your email accounts." Below this, a subtext says "All your email accounts are just one tap away." A section titled "Download the app" features the two download links. To the right of this text are three screenshots of the myMail app interface: a smartphone showing a list of contacts, another smartphone showing a search screen, and a tablet showing a detailed email message. At the bottom of the page, there is a row of logos for various email providers: Gmail (red 'M'), Yahoo (blue 'Y'), AOL (blue 'Aol.'), and Outlook (blue 'Outlook'). To the right of these logos is a white cloud icon with the text "and nearly every IMAP/POP3 service". The background of the page is a blurred image of a city skyline at sunset.

<http://adcade.com>

The screenshot shows the Adcade website homepage. At the top, there's a dark header bar with the 'ADCADE' logo on the left, a navigation menu with 'CAPABILITIES' and a three-dot menu icon in the center, and a search bar on the right. Below the header, a large red circular graphic with a white dot is positioned above a section titled 'MULTI-SCREEN RICH MEDIA HTML5 BANNERS'. A sub-section below it discusses the shift from Flash to HTML5 banners. To the right, there's a circular icon containing the text 'Fig. 02'. At the bottom of the main content area, there's a small 'TODAY' button.

ADCADE

CAPABILITIES

MULTI-SCREEN RICH MEDIA
HTML5 BANNERS

You can't achieve responsive banners without technology that is cross platform. Why bother, you ask? Because your mobile and tablet audience can no longer be ignored.

THE LANDSCAPE IS CHANGING

There's more mobile traffic than ever. Gone are the days of creating Flash rich media banners without considering modern devices. As technology advances, it's becoming clear that HTML5 will be the answer to creating a homogenous digital experience across multiple screens and platforms.

Fig. 02

TODAY

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Our Services.

Positive Advertising offers an independent strategic marketing service; a partner to advise and integrate all your online and offline marketing channels. Traditional advertising and PR are still essential, but fast and responsive online marketing, social media, pay-per-click, SEO and e-marketing are also vital to maintain a vibrant relationship with clients and prospects. The skill lies in the blending of traditional and new online marketing and social media to deliver results.



Advertising.

If you think that traditional advertising is expensive and so very last century then ask yourself - why do the big boys continue to devote so much of their marketing effort and budgets to it. Quite simply it works.

It maintains vital brand and product awareness in a shouty and overcrowded marketplace. Advertising builds a set of expectations – values, trust, desirability; what we call “brand promises”. Deciding how much marketing share you should devote to advertising requires a skilled partner – one who understands the market, the appropriate media and has the contacts to put your key messages in front of the right people at the right time.



Web Design.

Great websites are about more than design, functionality, navigation, usability and good content. They are about creating a powerful communications and marketing tool; one as closely matched to your business and customer needs as possible.

Payment gateways and individually customised back office systems put power and control of the web in your hands. In an increasingly mobile world people expect to access information on the move. Conventional websites are difficult to use on hand held devices, so it is essential to create mobile-friendly sites that work across all major smartphone platforms.

<http://litbloc.com>

LIT
BLOC

CATEGORIES ABOUT LITBLOC SIGN IN WITH SUBMIT A LINK

LITBLOC GRABS ALL THINGS QUIRKY, POPULAR AND BEAUTIFUL.

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LOG IN | REGISTER via Facebook via Twitter

TWISTED SISTER: THIS IS MURRINA. IT'S MADE OF GLASS AND CAN BE SLICED LIKE A LOAF OF BREAD
Murrina (singular: murrina, also referred to as murini) is an Italian term for colored patterns or images made in a glass cane (long rods of glass).

OHMA GIP: YOU'RE DOING IT WRONG KIDS, HERE'S HOW YOU FIGHT

GLAMOUR: OUR LATEST MODEL OBSESSION, LIU WEN IS THE GLAMOUR STYLE ICON OF THE WEEK
Liu Wen isn't just a super model, red carpet pro, and all-around street style star, she's also a groundbreaker.

MASHABLE: WHY I DITCHED BEATS MUSIC FOR SPOTIFY
Jimmy Lovine has been railing the need for better curation in music streaming for more than a year.

BIZJOURNALS: ARCHITECTURE REVIEW PLAN FOR INNER HARBOR APARTMENT TOWER LACKS BALTIMORE APPEAL
Bringing additional residents to

THE DAILYBLAST: PAKISTANI TALIBAN THREATENS MORE ATTACKS AFTER DEADLY AIRPORT SIEGE
A five-hour assault on Pakistan's busiest international airport left 28 people dead after a commando assault using grenades, rocket launchers and suicide vests.

AUTOWEEK: LIMITED-EDITION LOTUS EXIGE LF1 CELEBRATES 81 WINS
Lotus revealed the high-performance Exige LF1 on Monday, featuring Lotus F1 team livery and in-

SKY SPORTS: TRANSFER NEWS REAL MADRID BOSS CARLO ANCELOTTI QUERET OVER LUIS SUAREZ LINKS
Real Madrid coach Carlo Ancelotti has refused to be drawn on the club's reported interest in Luis Suarez.

www.julianabicycles.com



Jumbo Animated Sidebars

Another trend that has found its way from the world of mobile web design into that of the desktop is the animated, jumbo-sized slide-out sidebar. Most often these elements contain an assortment of navigation elements, but as you can see in the examples it is not limited to a boring list of links. Instead, many designers take this opportunity to create a beautiful atypical navigation element that works really well.

What I find interesting about these is that they give the user access to the site's navigation at any time, but don't interfere with the content of the page. Some sites lend themselves to random browsing, but in other cases you want to direct users. This tool can be used to guide users based on the content of the page, but allow them access to navigation tools when they want to take control.

My favorite example among the sites collected here is the Dr. Woe website (**FIGURE 1**). When closed, the sidebar provides access to a few key elements: audio controls, a link to home and a link to open the menu. I thought it was particularly clever to make a portion of the sidebar visible at all times and provide access to key elements. Click on the navicon and out slides a larger panel of tools. This includes the site's navigation, the owner's contact information and links to various social media. The navigation is kind of obvious and is what people typically put into these panels. However, the latter two elements are typically placed in the content of a page. Hiding them in the sidebar cleans up the design and presents an interesting way to simplify a page. This is the sort of discovery that compels me to keep writing my books. I am constantly amazed that

designers continue to find innovative approaches to building webpages, and it is truly inspiring.

The 96 Elephants website (**FIGURE 2**) also uses this element in a creative way. The site actually makes use of two jumbo animated sidebars (though the screenshot only shows the one on the left). The right side contains the petition form for users to complete. I thought this was an interesting way to bring the actual desired action of the site directly to the user. When the page firsts loads the panel is revealed. Users can then hide it away and reopen it at any time. It is a clever way to get the user to see and acknowledge the action item of the site.

FIGURE 1: <http://drwoe.nl>

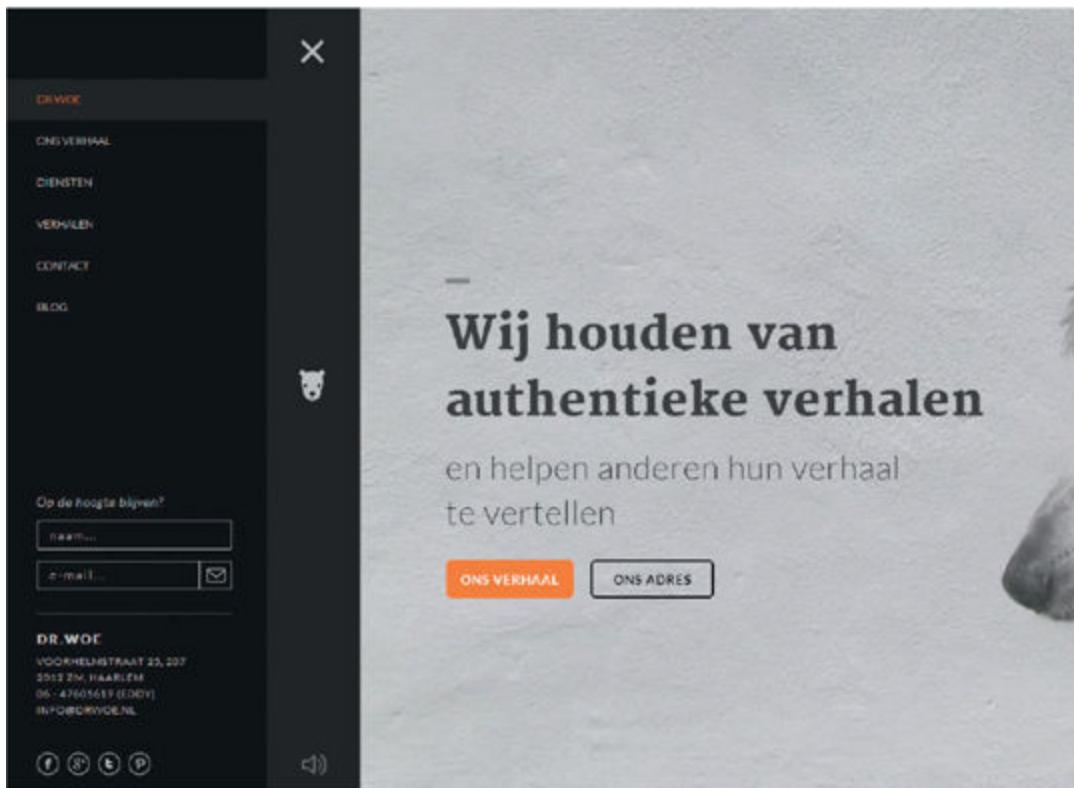
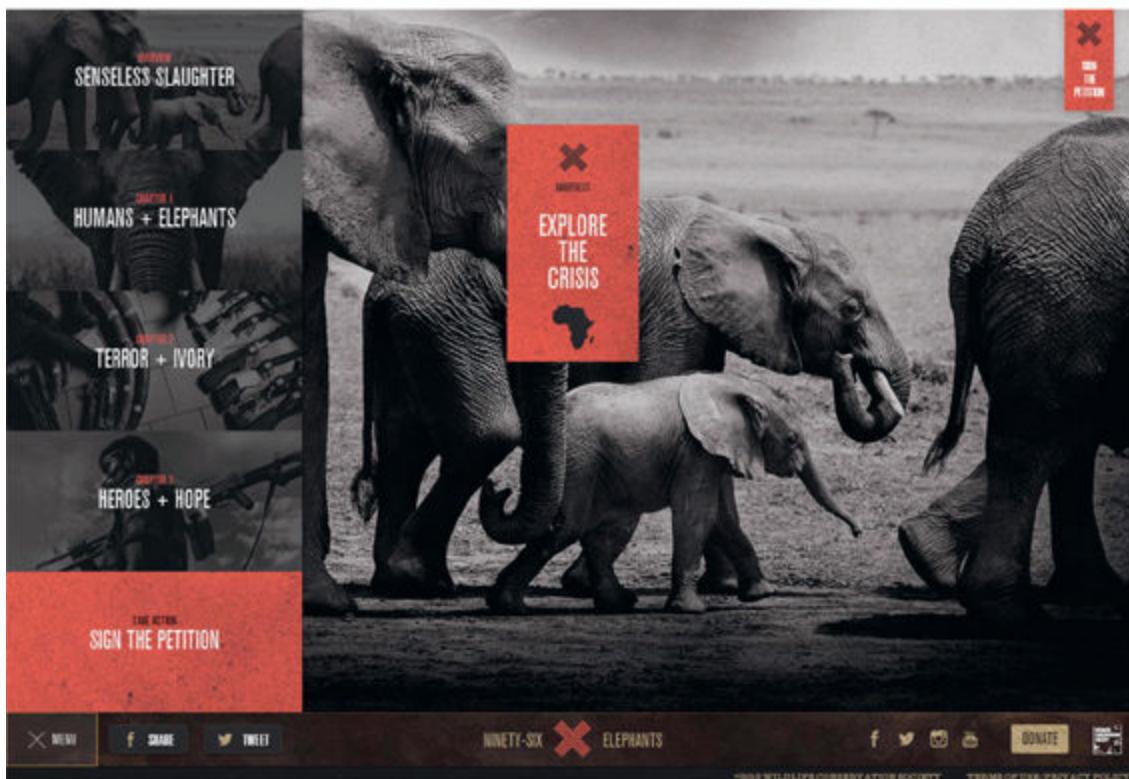
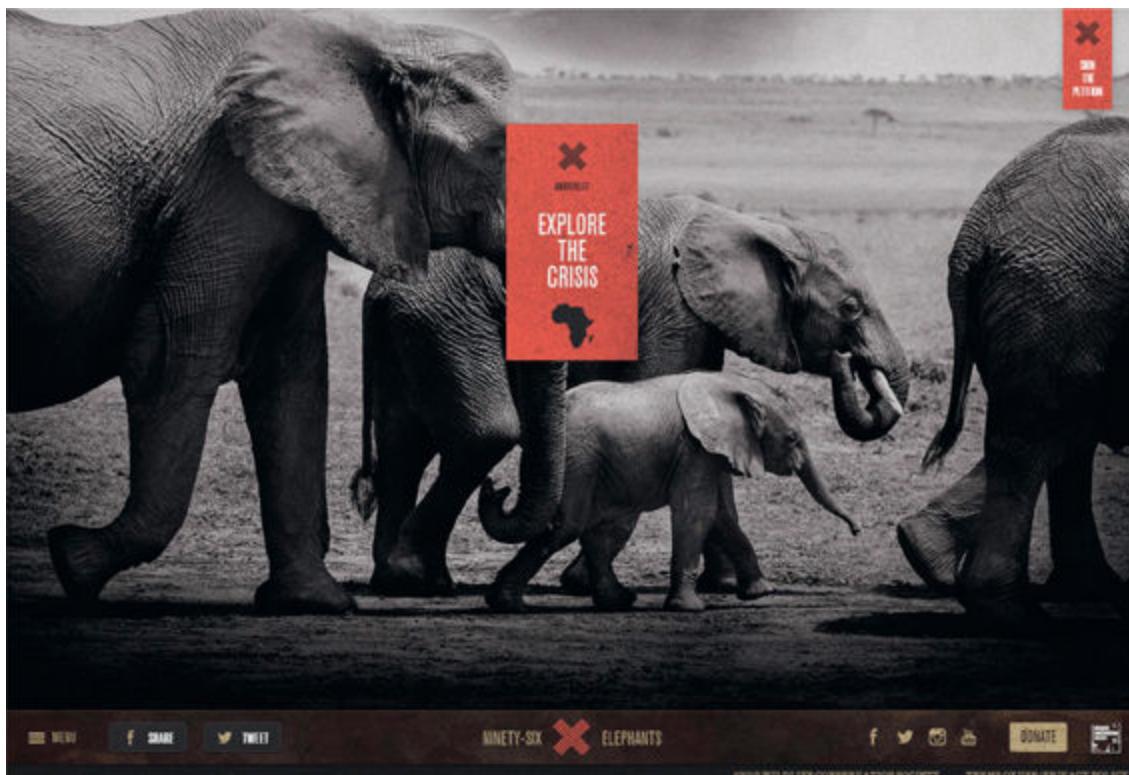
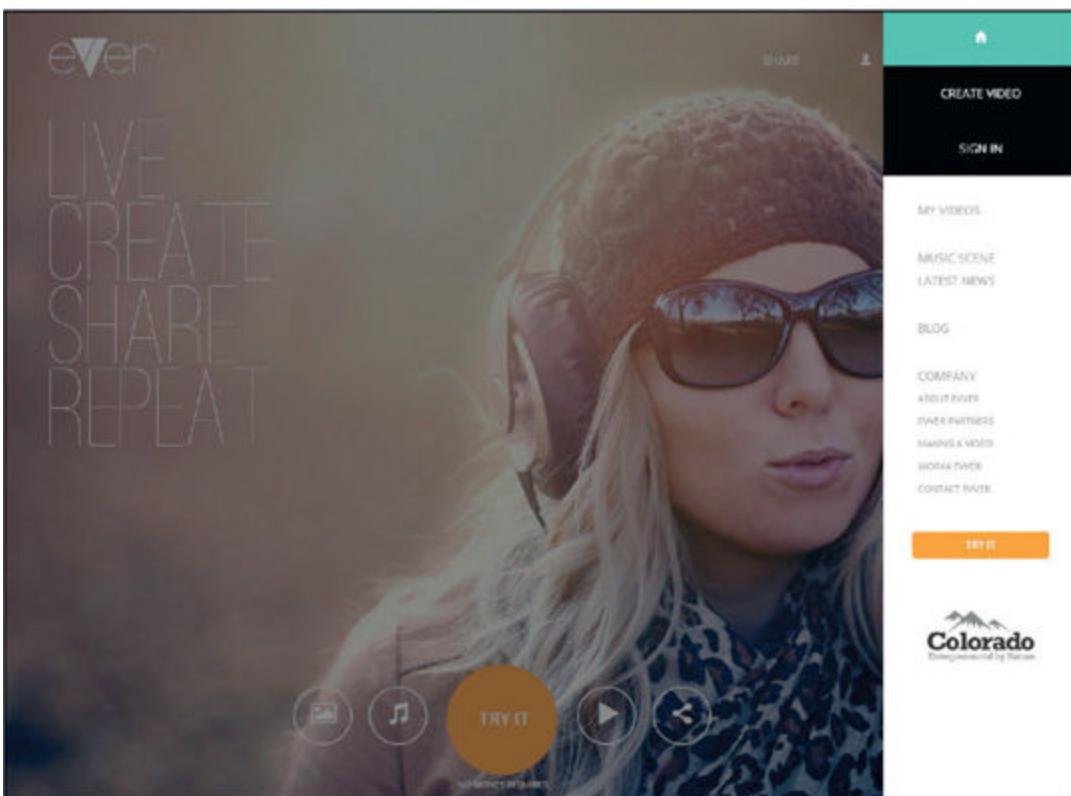
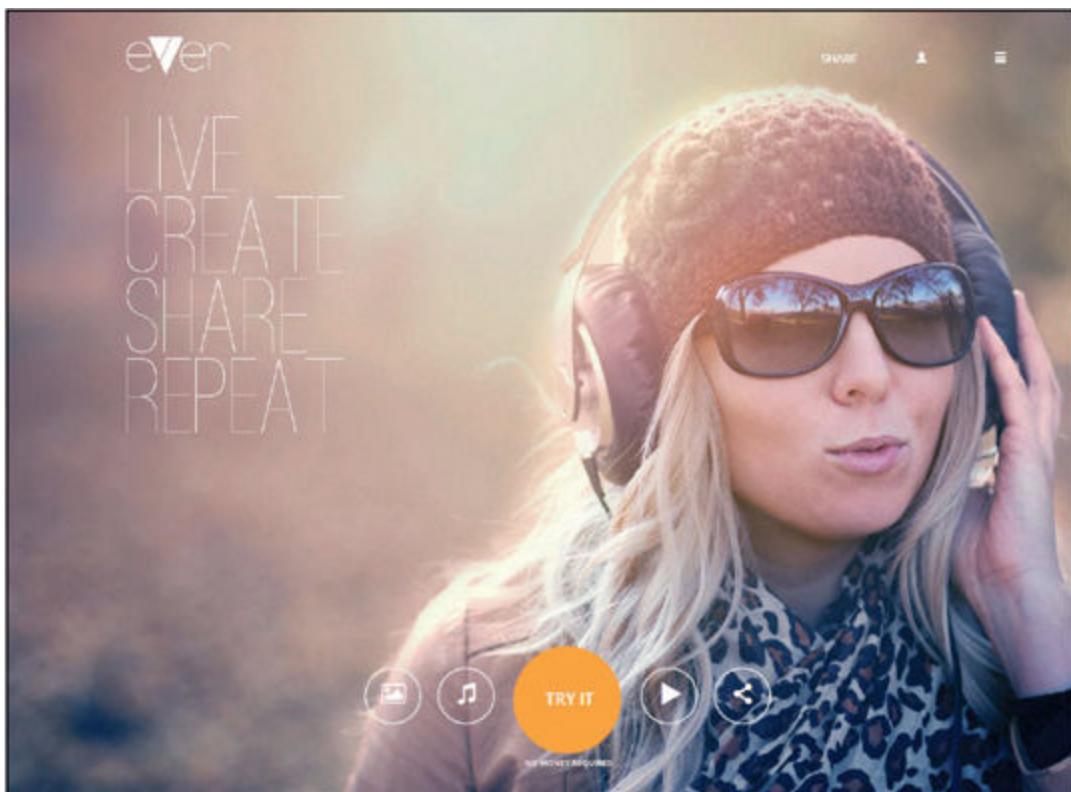
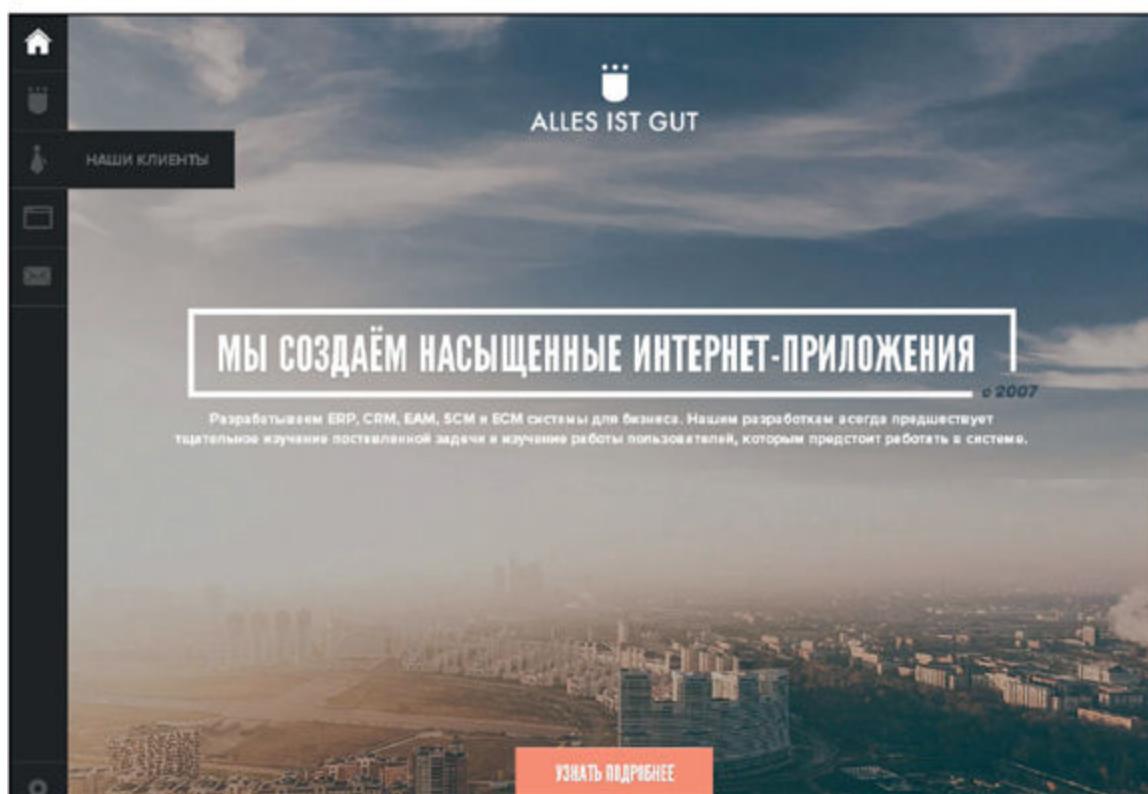
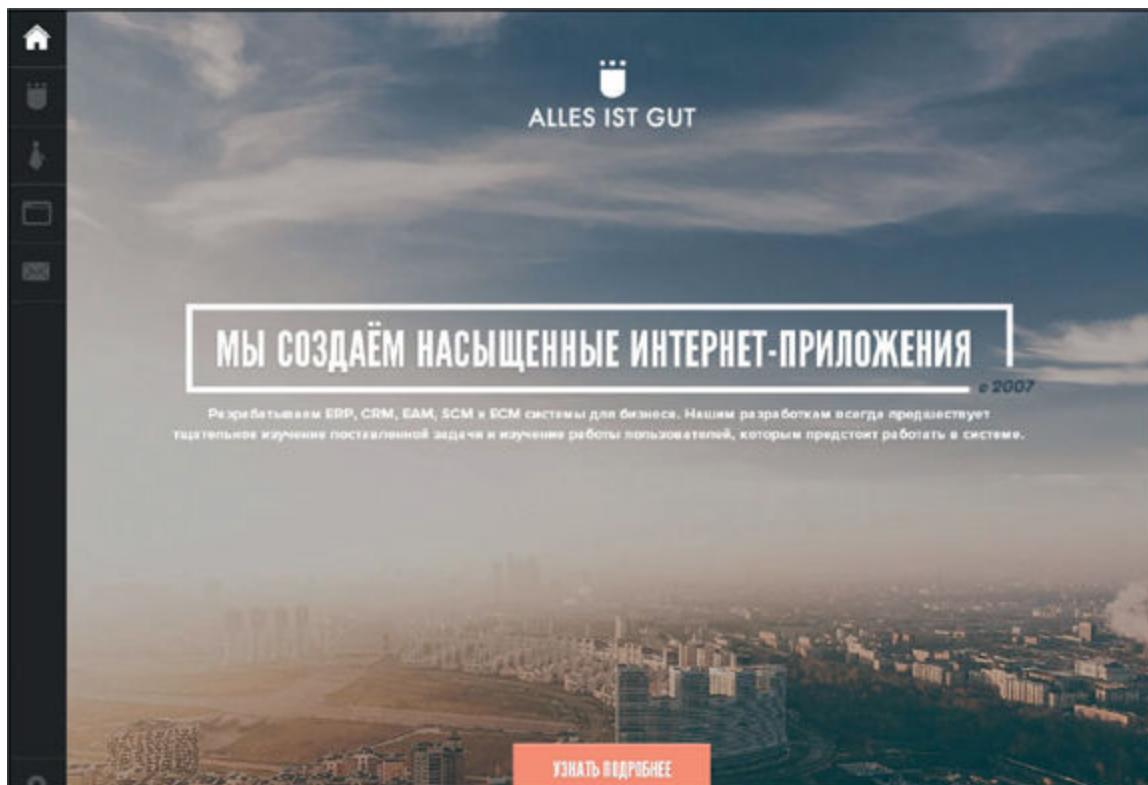


FIGURE 2: <http://96elephants.org>

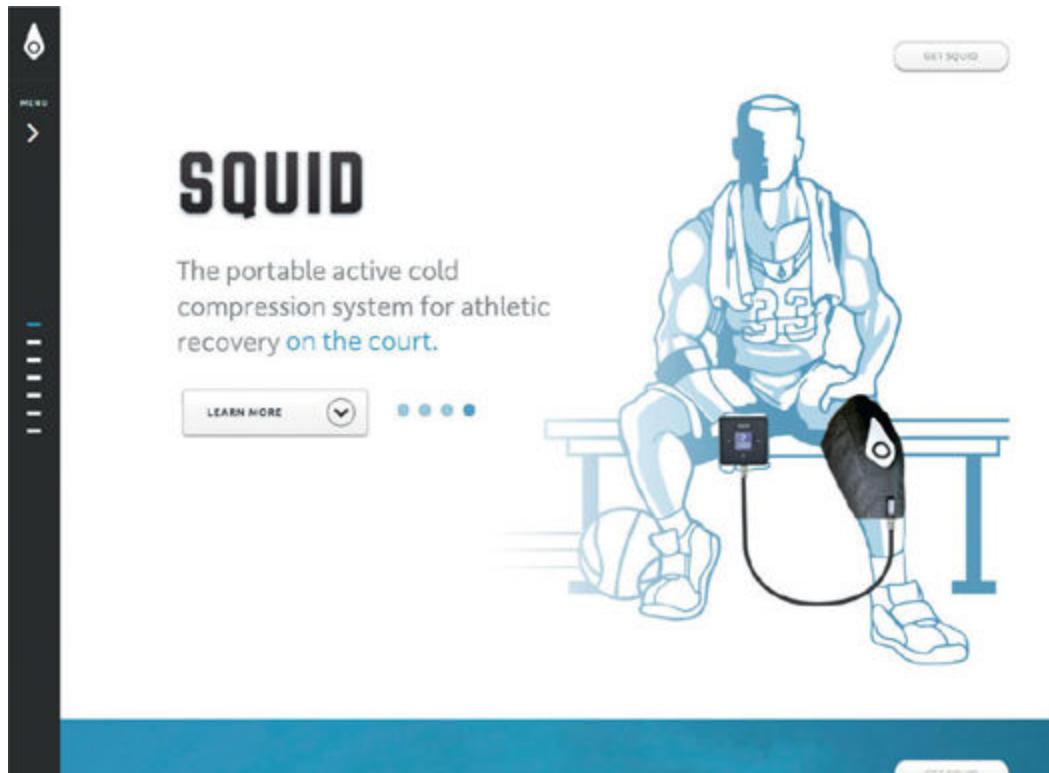


www.evver.com

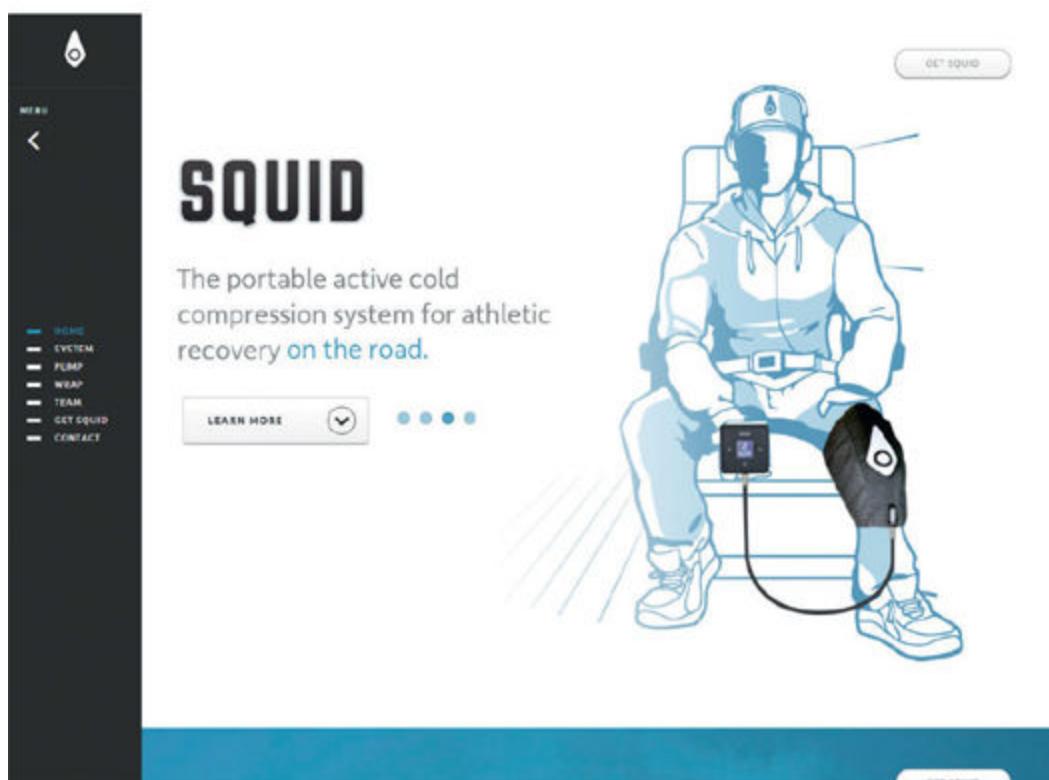




<http://squidcompression.com>



The screenshot shows the Squid website's homepage for "on the court". A black vertical sidebar on the left contains a navigation menu with items: HOME (highlighted), SYSTEM, PUMP, WEAR, TEAM, GET SQUID, and CONTACT. The main content area features a large, stylized blue illustration of a basketball player sitting on a bench, wearing athletic gear and using the Squid compression system on their legs. To the left of the illustration, the word "SQUID" is written in large, bold, black letters. Below it, a sub-headline reads: "The portable active cold compression system for athletic recovery **on the court.**". A "LEARN MORE" button with a dropdown arrow is positioned below the headline, along with a series of five small blue dots. In the top right corner, there is a "GET SQUID" button.



The screenshot shows the Squid website's homepage for "on the road". The layout is identical to the "on the court" version, with the same black sidebar and navigation menu. The main content area features a stylized blue illustration of a person sitting in a car seat, wearing a hoodie and using the Squid compression system on their legs. The word "SQUID" is prominently displayed in large, bold, black letters. Below it, the sub-headline reads: "The portable active cold compression system for athletic recovery **on the road.**". A "LEARN MORE" button with a dropdown arrow is located below the headline, and a series of five small blue dots is positioned to its right. In the top right corner, there is a "GET SQUID" button.

<http://davidboyero.com>



Teaser Screen

It isn't all that surprising to find that a trend rises from the past to find its way into the modern designer's tool belt. Such is the case with the teaser screen. At the height of the Macromedia Flash boom (2007ish) there were countless sites that used preloaders. These preloaders were often entertaining hooks that attempted to get you interested in the site while the remainder of the content (a flash movie as it were) loaded. We sometimes see a hint of this in modern web design. I have titled this section teaser screens instead of preloaders because they do not function as a waiting screen for something to load. Instead, they serve as a doormat that welcomes people to the site and entices them to dig further.

While I am a proponent of putting the content front and center and forgoing such an approach, the format does have some interesting potential. One thing that occurs to me is that you could use these as a way to get people interested enough to keep digging; just give them some tantalizing nugget that makes them want more. I can't help but wonder if the investment the user makes at this point will make them more likely to stay on the site and find out exactly what it is all about. It is an interesting theory anyway, but one that would require testing to verify or disclaim.

Another interesting aspect of this approach is the ability to set a stage for something—in particular, if you are competing in a crowded marketplace. In fact, if you look at the samples here, they are almost entirely from industries and niches that are extremely saturated. I think a real potential of this approach is to try to put a different twist, tone or spin on your product before people find out exactly what it is. By doing so, you attempt to

genuinely look and feel different. Do you have yet another portfolio site in competition with thousands upon thousands of others? Perhaps an entryway teaser page with a compelling message is what you need.

Consider the Rainjar website (**FIGURE 1**). This site represents a to-do list application. Certainly this is nothing new. In fact, it is perhaps one of the most redundant type of app ever. You could easily find hundreds of alternatives. And on a basic level, it is hard to imagine that any one of them is really more than checking items off. But I am not here to argue if the Rainjar app is better or unique: I am only proposing that their site and the layout they have chosen sets them apart. It is a vivid use of the approach in very intentional way.

FIGURE 1: <http://rainjar.co>



<http://reducing-the-obvious.de>

Reducing the Obvious

Reducing the Obvious

to navigate!



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Get

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3

Start

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VACHERON CONSTANTIN
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Metiers d'Art - Florilege

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Full screen view

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f t

www.dearmum.org

The image is a promotional graphic for a website called "dear mum". The background is a vibrant red color. In the center, the word "dear" is written in a white, lowercase, sans-serif font, and "Mum" is written in a larger, bold, white, sans-serif font. A large, stylized pink heart shape is positioned behind the text. Below the main title, there is a block of text in a smaller, white, sans-serif font. At the bottom center, there is a white rectangular button with the words "Start Now" in a bold, black, sans-serif font. To the right of the button, there is a small, semi-transparent callout bubble containing the text "See Examples" and a downward-pointing arrow. In the bottom left corner, there is a small, semi-transparent text overlay that reads "AN INITIATIVE BY Comwerks wunderman".

Mums spend their whole lives loving us, and going beyond to make sure we're cared for. Do the same for your mum this Mother's Day by creating a personalized website for her that puts all those words you find so hard to say, into a beautiful scrolling love letter.

Start Now

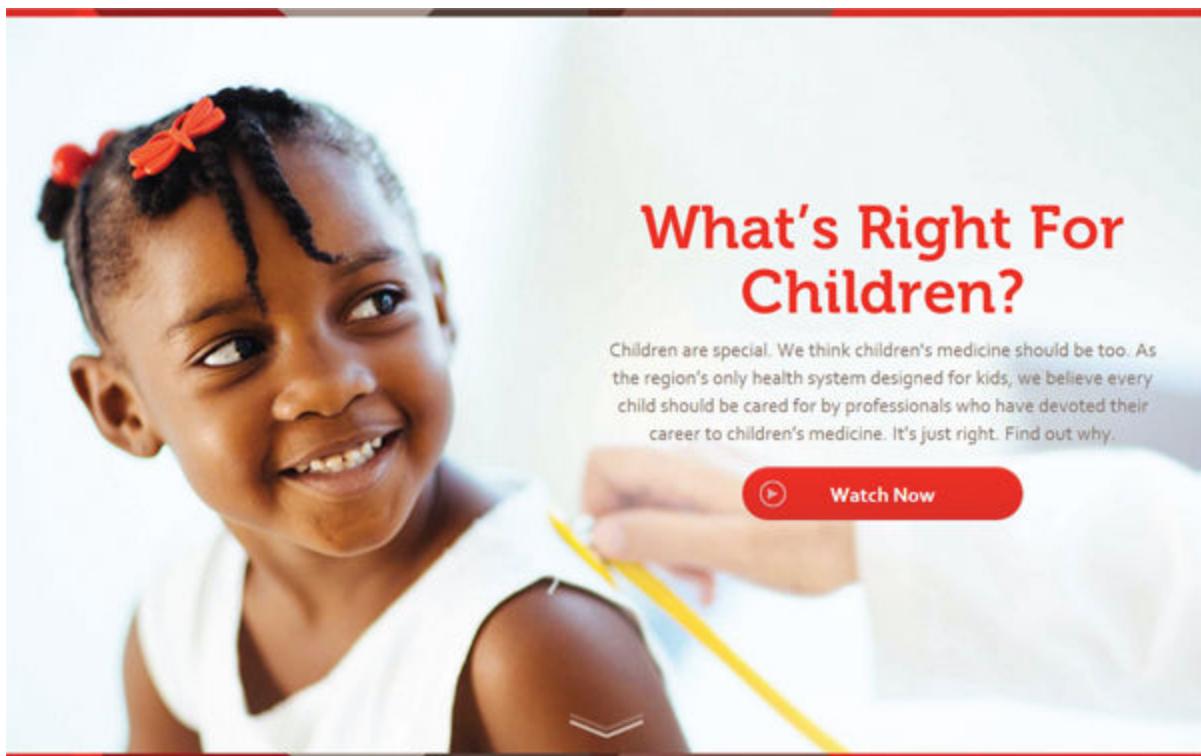
See Examples

AN INITIATIVE BY
Comwerks wunderman

<http://makeyourmoneymatter.org>



www.justrightforchildren.com



What's Right For Children?

Children are special. We think children's medicine should be too. As the region's only health system designed for kids, we believe every child should be cared for by professionals who have devoted their career to children's medicine. It's just right. Find out why.



[Watch Now](#)



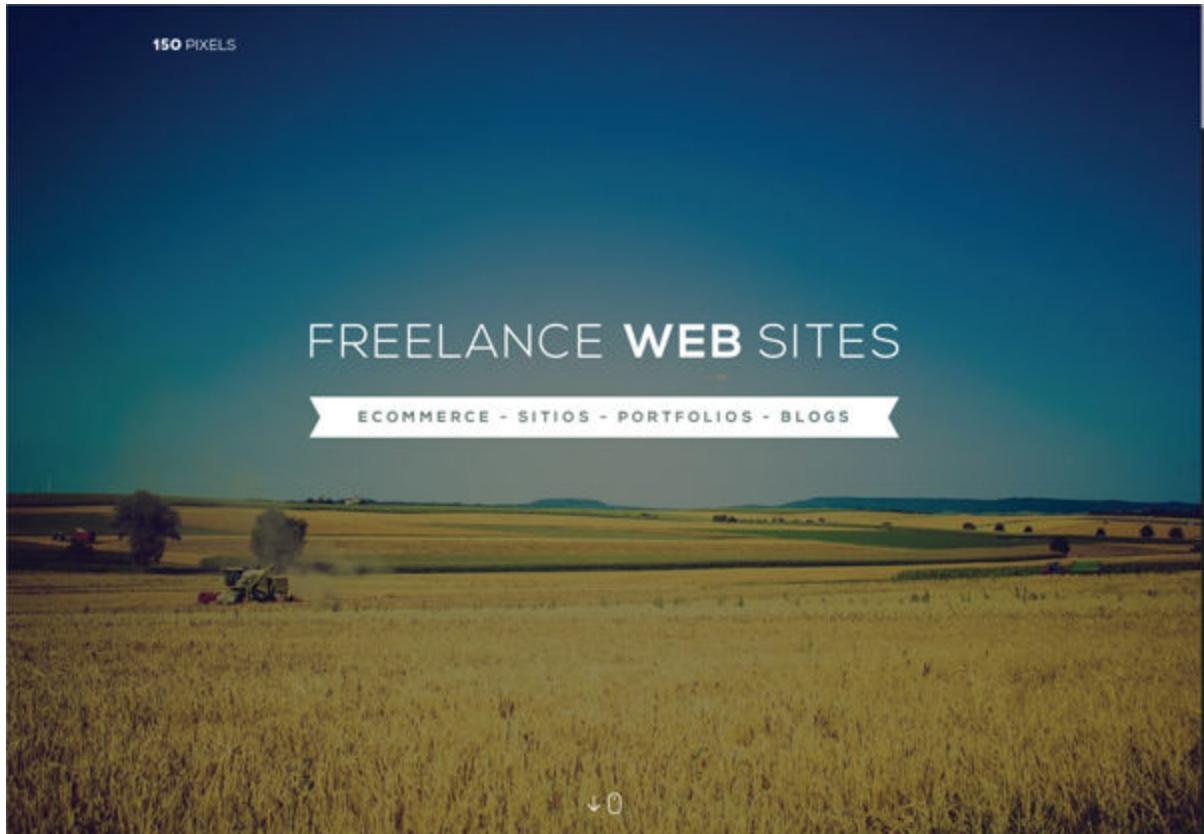
Our
Expertise

Focused on
Children

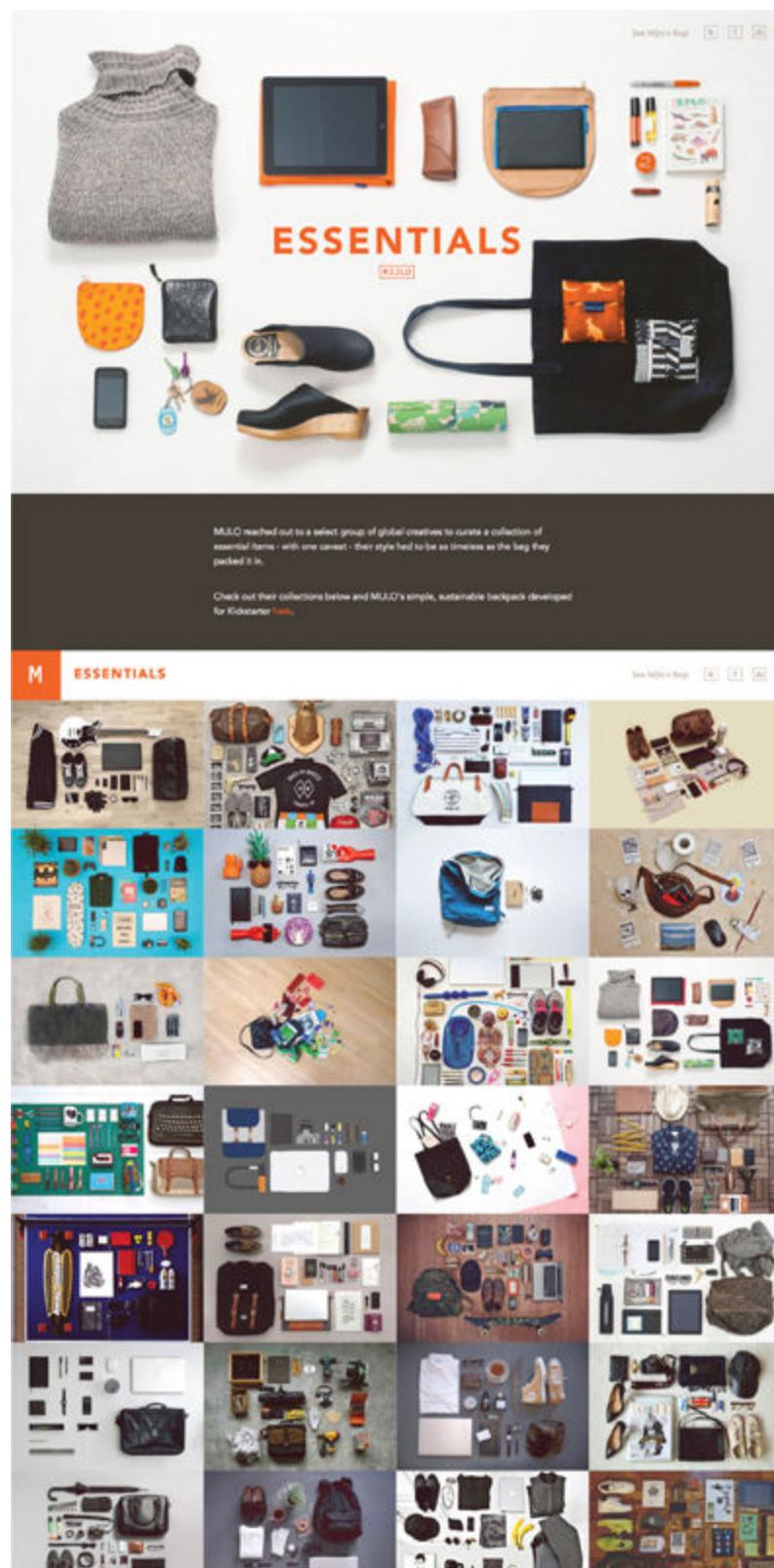
What We
Stand For

How to Get
Started

<http://150px.com>



www.mijlo.com/essentials



www.atomkyrkan.se



Church of The Atom

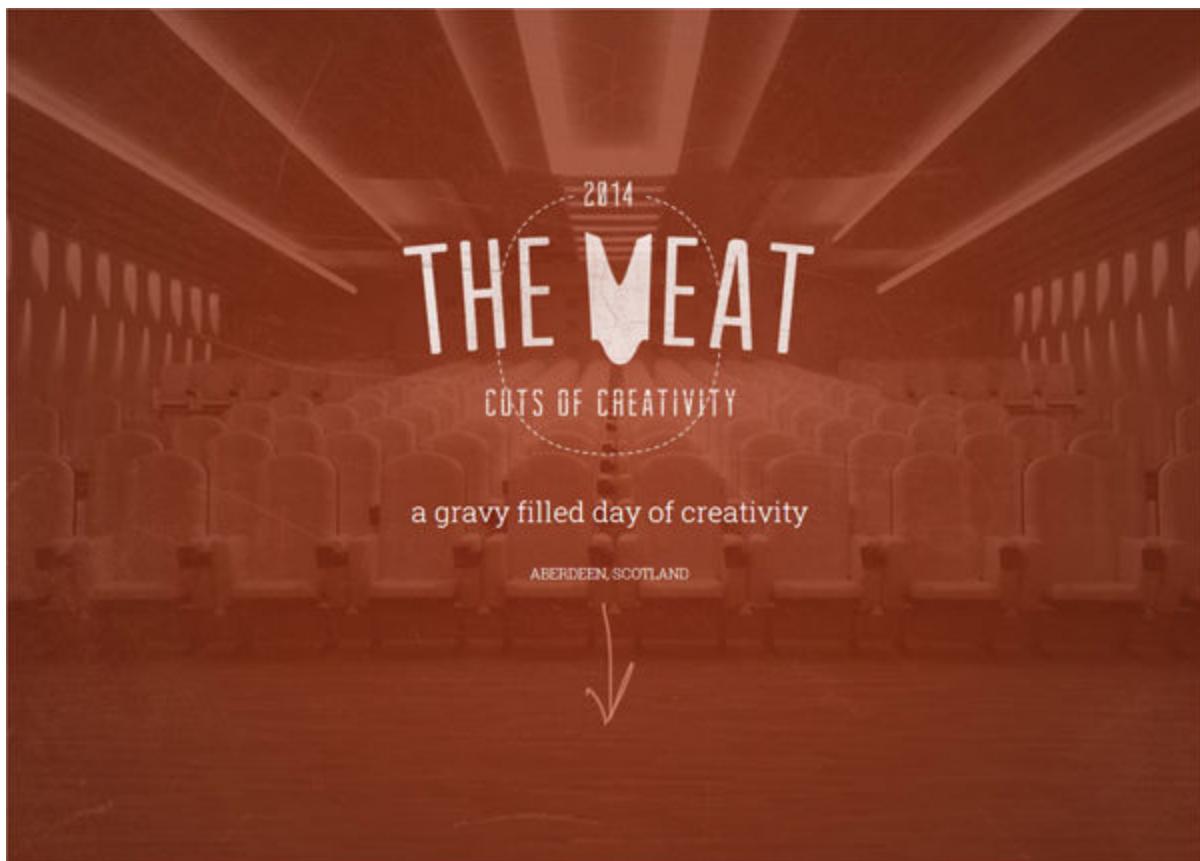
— NANOSTYLE WASTELAND BREWING —

www.cultivatedwit.com



A COLLISION OF COMEDY & TECHNOLOGY
BRINGING GOOD IDEAS TO “EARTH.”

<http://themeat.in>



www.hioscar.com

OSCAR

Join our team | Jobs & Benefits | Are you a provider? | Log in

Hello New York, We're Oscar,

A new kind of health insurance company that is using technology to make insurance simple, intuitive, and human. In other words, the kind of healthcare we want for ourselves.

GET STARTED

YOUR DOCTOR

Talk with our doctors for free

(just click and a board-certified doctor will call you within an hour)

YOUR PERKS

Stay healthy with our free perks

Free Generic Drugs
Don't choose between your medications and your wallet. Most plans provide free generic drugs.

Free Doctor Visits
Most plans provide a free few primary care visits each year so you don't need to think twice about seeing your doctor.

Smart Technology
Interactive web tools guide you where to get care and how to save money.

YOUR COVERAGE

It's not too late to get covered

Big changes in your life may qualify you for Oscar. Get in touch to learn more.

Losing your coverage Getting married or divorced

Too old to stay on your parent's plan Having a baby or adopting a child

Moving to New York Becoming a citizen or legal resident

Problems with your enrollment Losing your COBRA coverage

YOUR NETWORK

See over 40,000 providers without a referral

and more than 80 hospitals including all major academic medical centers in NYC.



Decorative Text

Most designers agree that text can be beautiful. In so many ways text and typography are the most critical element to any form of design. Text is a necessary component of design, and fortunately it is often something of beauty. In the samples I have collected here, the sites go beyond simply beautiful text. They have truly transformed elements of text into small works of art that are gorgeous and beautiful all on their own. Their ability to communicate while providing a level of decorating and beauty to the page only makes them that much more amazing. If you are interested in turning some text into a focal point or an almost illustrated element for your site, be sure to analyze the samples provided here. Let's look more closely at a few of the sites I have collected.

I love all of the sites in this chapter, but a few stand out. The Serve Seattle site (**FIGURE 1**) is one such site. Though the decorative text over the image appears to be hand rendered, it is actually a decorative typeface. When I was in design school I drove my teachers nuts because I was always finding ways to work in decorative typefaces such as this one. While designers often rely on a variety of classic typefaces, there is always room for the niche decorative typefaces. The trick, as with any design element, is to make sure it fits perfectly and that it serves to reinforce the message of the site. I fully admit that I have a bit of a bias toward this style; all the same, I think it is a legitimate pattern worth commenting on. I believe the Serve Seattle site executes this beautifully.

Another example here that I really love is The Pete Design site (**FIGURE 2**). In this case, the design certainly uses decorative text to create

an overall beautiful design. But here the typefaces used are not at all decorative. In contrast, they are relatively conservative typefaces. The beauty of the text is achieved through a delicate structure, color and decoration. The result is that the text not only decorates the page, but also serves as the primary communication point. This multifunctional solution is elegant and useful.

In some cases, such as the Fillet website (**FIGURE 3**), the text transcends mere decoration and becomes small works of art. In this case the elements are less informational and more decorative. Scroll through this gem of a site and you get a feel for just how artistic type can be—it is genuinely inspiring.

FIGURE 1: <http://serveseattle.org>

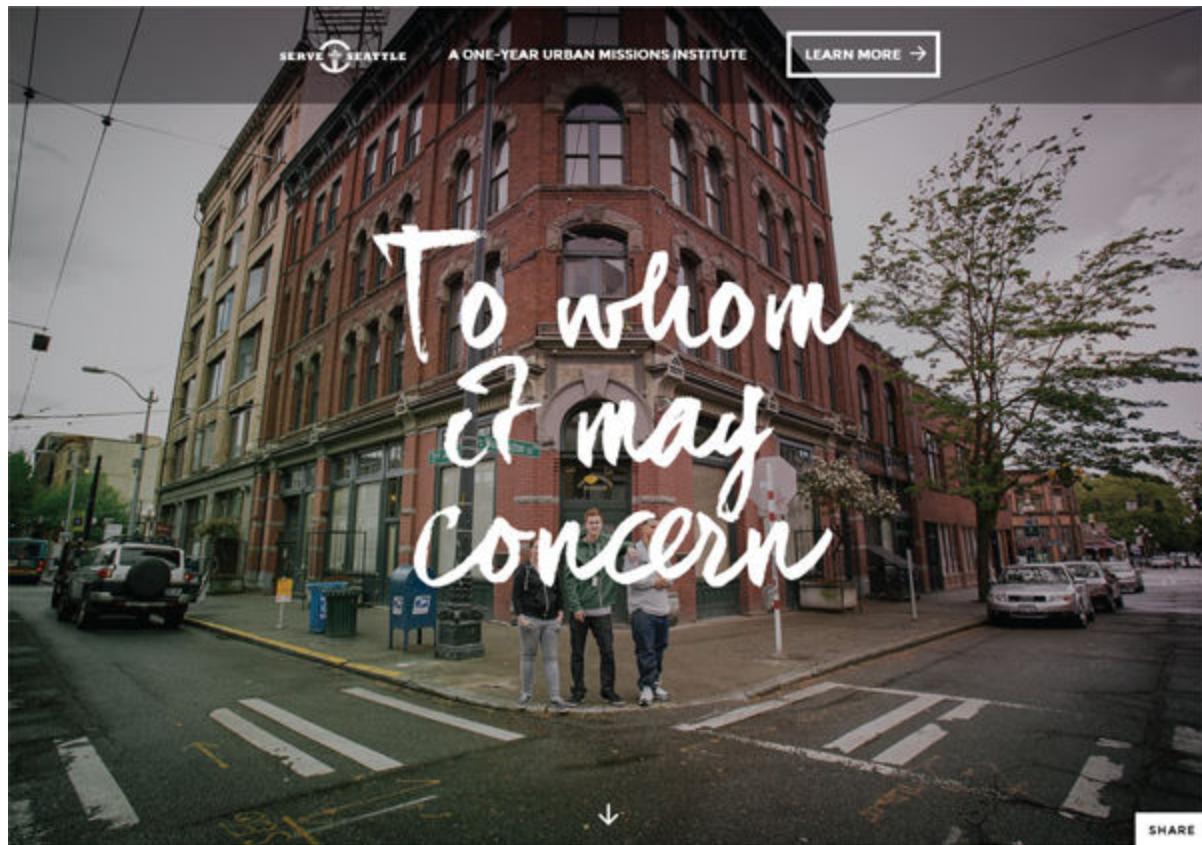


FIGURE 2: www.thepetedesign.com

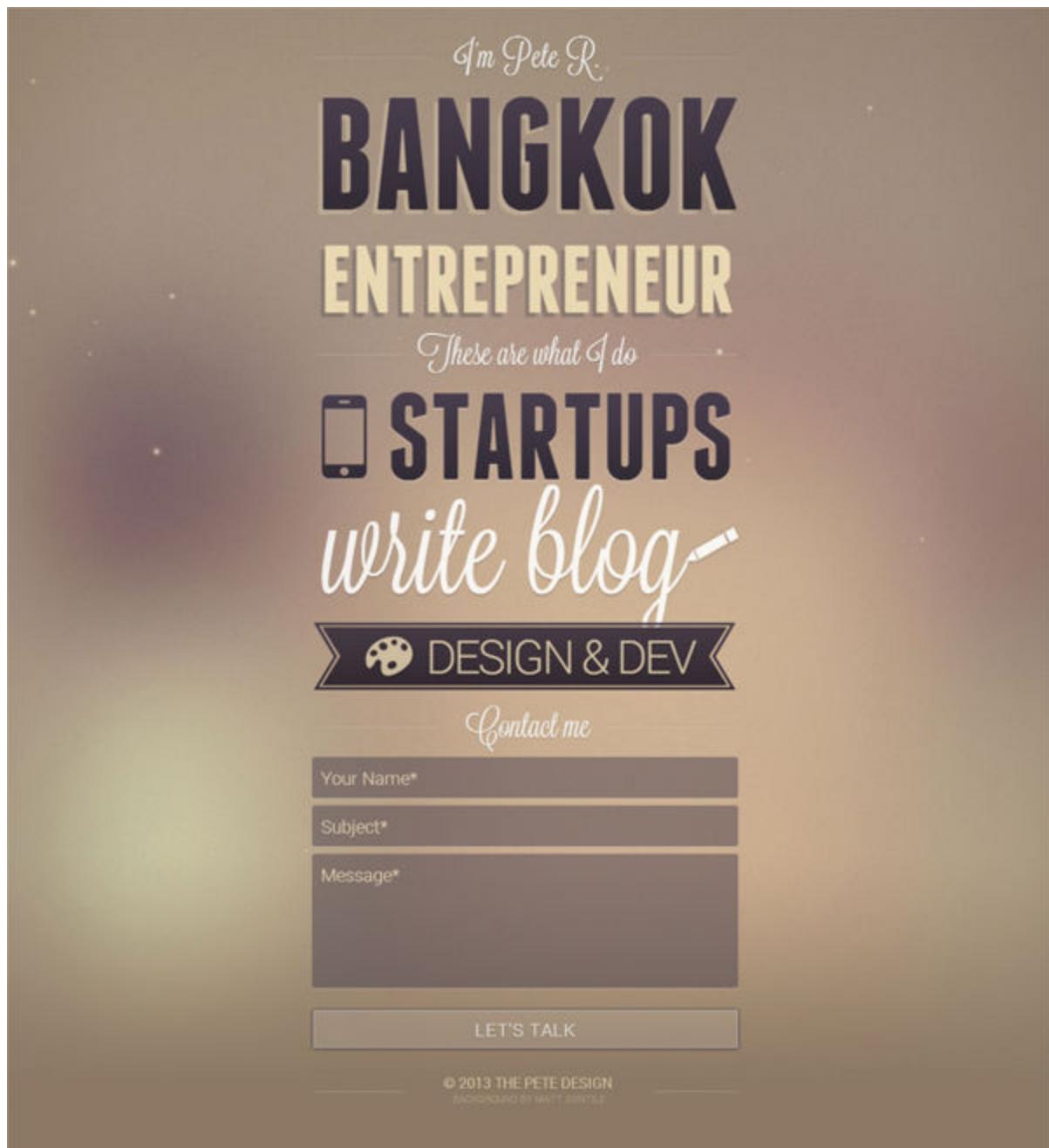
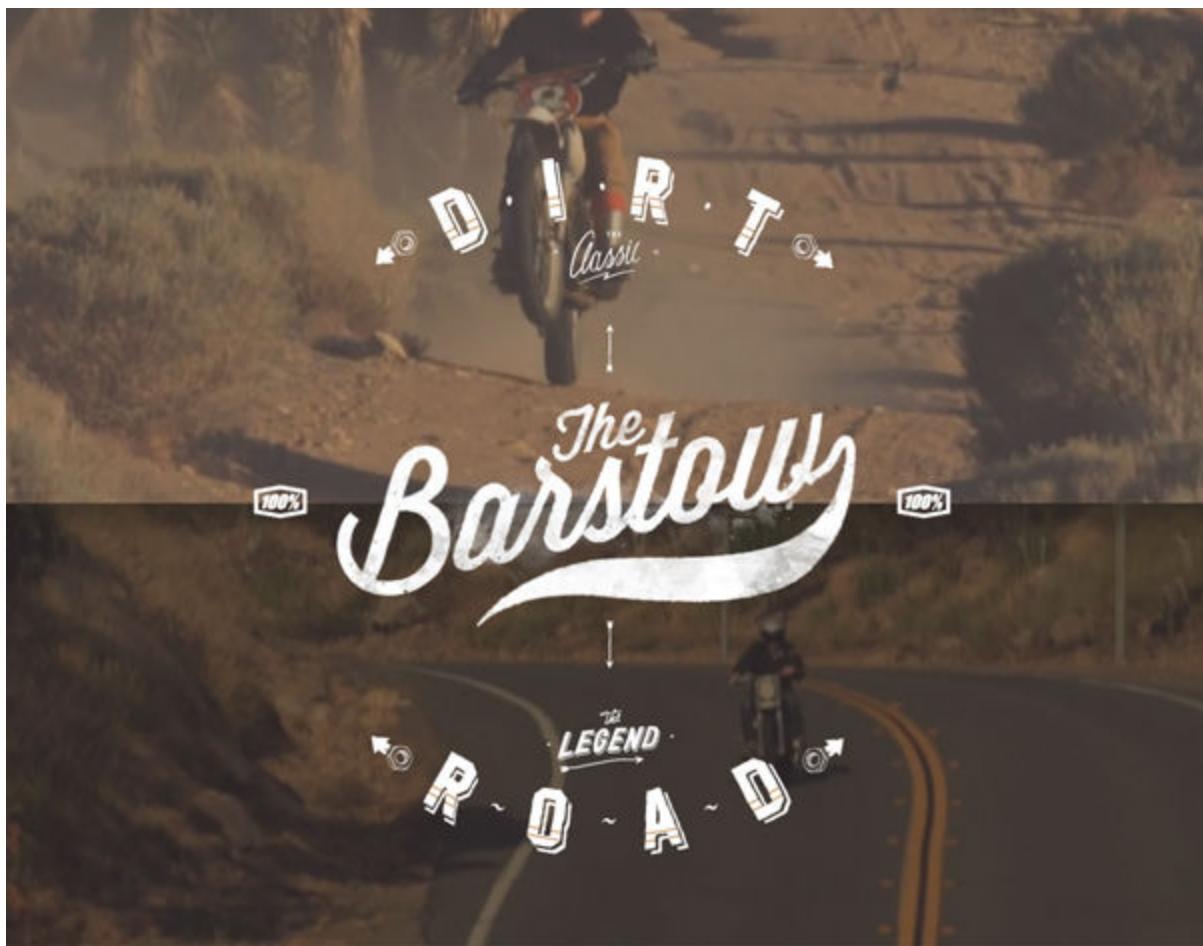


FIGURE 3: www.fillett.com.br



www.ridebarstow.com



www.jkdesign.com



J

ABOUT WORK PEOPLE BLOG CONTACT

PASSION + CREATIVITY=

Amazing Ideas

CREATIVE AND DIGITAL AGENCY

We *love* what we do, and you will too.

Welcome to a fun, collaborative environment where interesting, inventive people are encouraged to let their imaginations run wild—strategically.

www.lattrapereve.fr



SE NOURRIR EST DANS NOTRE NATURE

DÉSOBÉISSANCE ALIMENTAIRE

STÉPHANE GUILBAUD

L'étais à ROANNE au salon Savoirs & Saveurs. Amis(e)s à Sabine, Clémence, Laure, Norbert, Jean Patrick, Jacky, Marie, Martine, Sonia et tant d'autres... < >

➊ DES LIVRES

Mamie, revient !
Ils sont devenus fous.
Editions numériques, 2013

VISIO•FOOD.
L'alimentation visuelle.
Editions Thierry Souccar, 2012

NON AUX
ORANGES CARRÉES !
Editions Guy Trédaniel, 2009

➋ DES POSTERS

Vous avez lu VISIO•FOOD... et vous aimerez avoir
des versions grand format ?

Maintenant
c'est possible,
en 40x60 ou en 60x80

en partenariat avec la Sérigraphie Potumbo (Châtelaillon)

<http://mattiecsboy.com>

BUY THE BOOK | READ AN EXCERPT | PHOTOS | CONTACT US | SHARE THIS

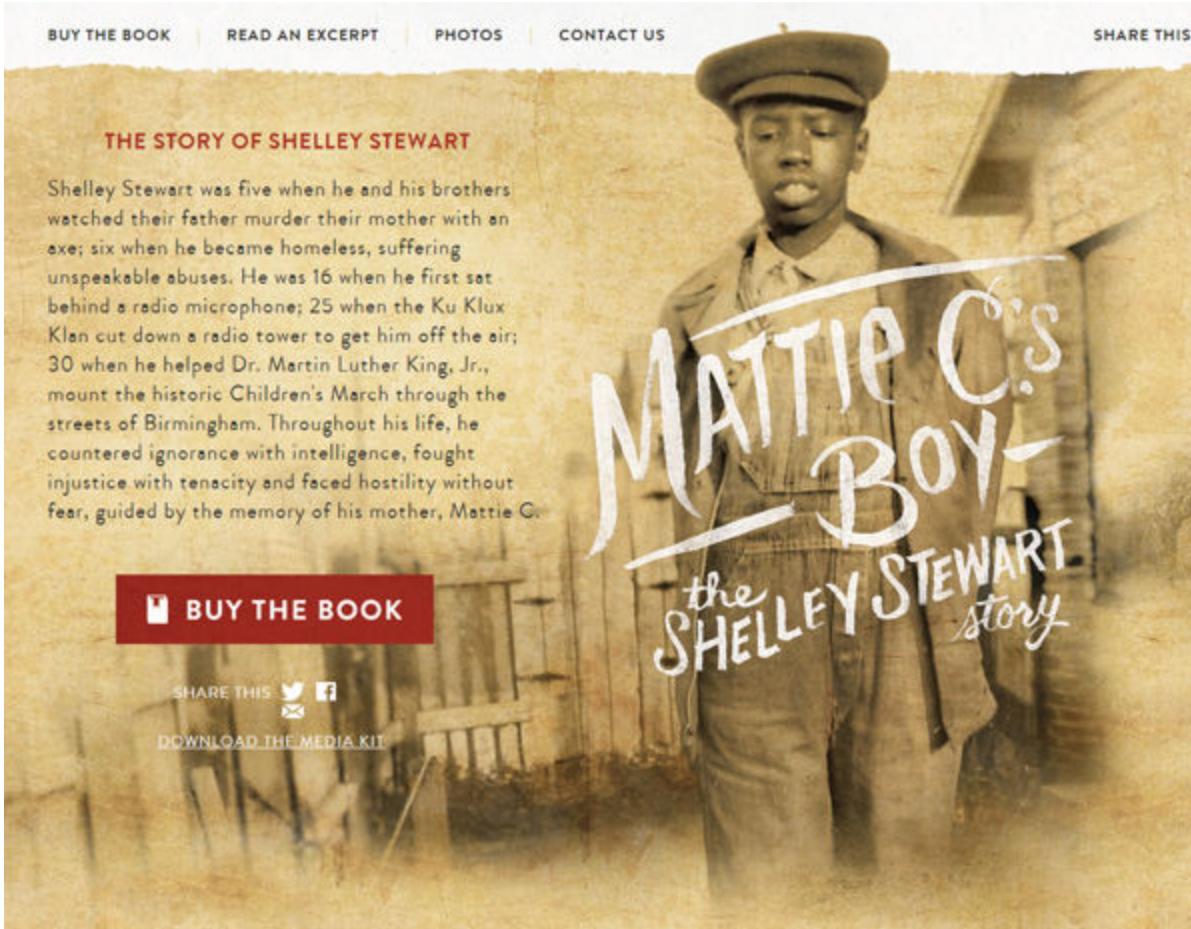
THE STORY OF SHELLEY STEWART

Shelley Stewart was five when he and his brothers watched their father murder their mother with an axe; six when he became homeless, suffering unspeakable abuses. He was 16 when he first sat behind a radio microphone; 25 when the Ku Klux Klan cut down a radio tower to get him off the air; 30 when he helped Dr. Martin Luther King, Jr., mount the historic Children's March through the streets of Birmingham. Throughout his life, he countered ignorance with intelligence, fought injustice with tenacity and faced hostility without fear, guided by the memory of his mother, Mattie C.

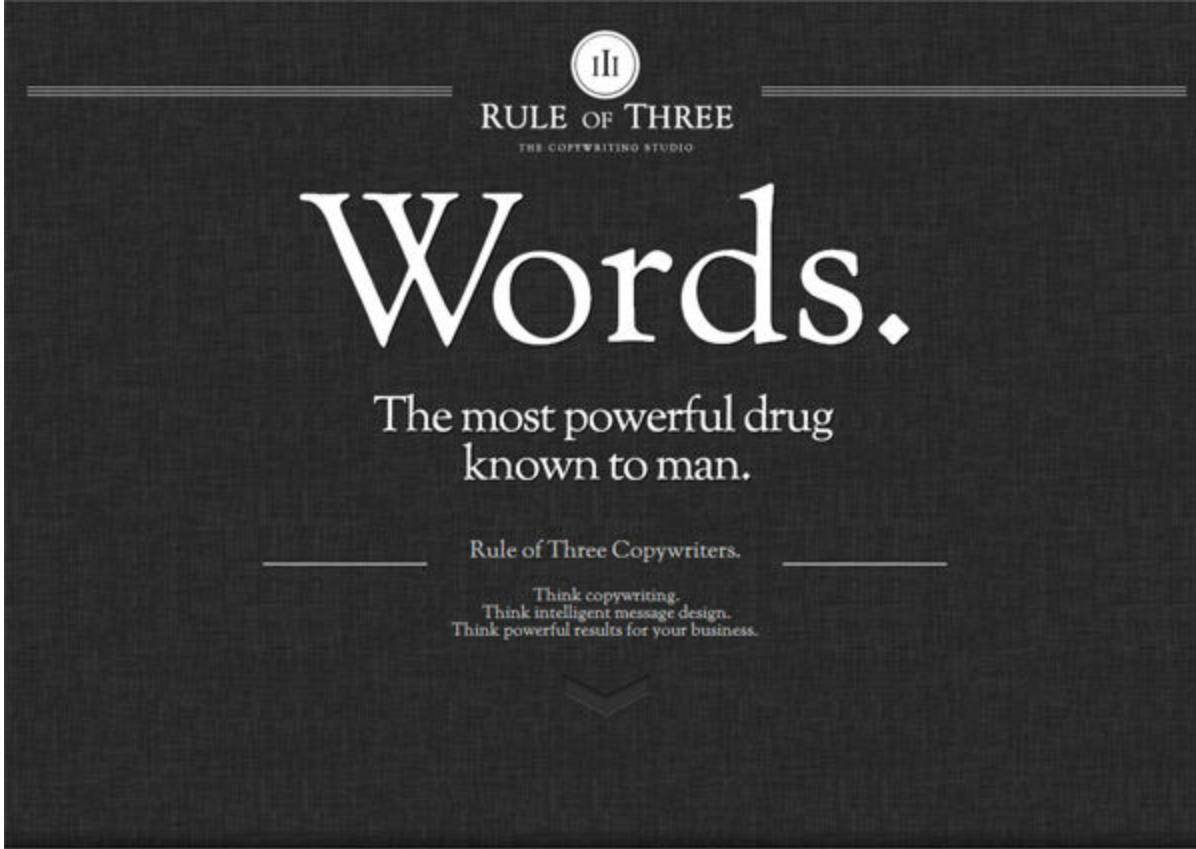
BUY THE BOOK

SHARE THIS  

DOWNLOAD THE MEDIA KIT



<http://rule-of-three.co.uk>



The image shows the homepage of the Rule of Three Copywriting Studio website. At the top center is a circular logo containing the letters 'III'. Below it, the text 'RULE OF THREE' is written in a serif font, with 'THE COPYWRITING STUDIO' in smaller letters underneath. A large, bold, white serif font displays the word 'Words.' in the center. Below this, a subtitle reads 'The most powerful drug known to man.' A horizontal line separates this from the next section. Underneath the line, the text 'Rule of Three Copywriters.' is centered. Below this, a small, faint graphic of a downward-pointing chevron is centered. At the bottom of the page, there is a copyright notice: '© 2012 Rule of Three Copywriting Studio. All rights reserved.'

RULE OF THREE
THE COPYWRITING STUDIO

Words.

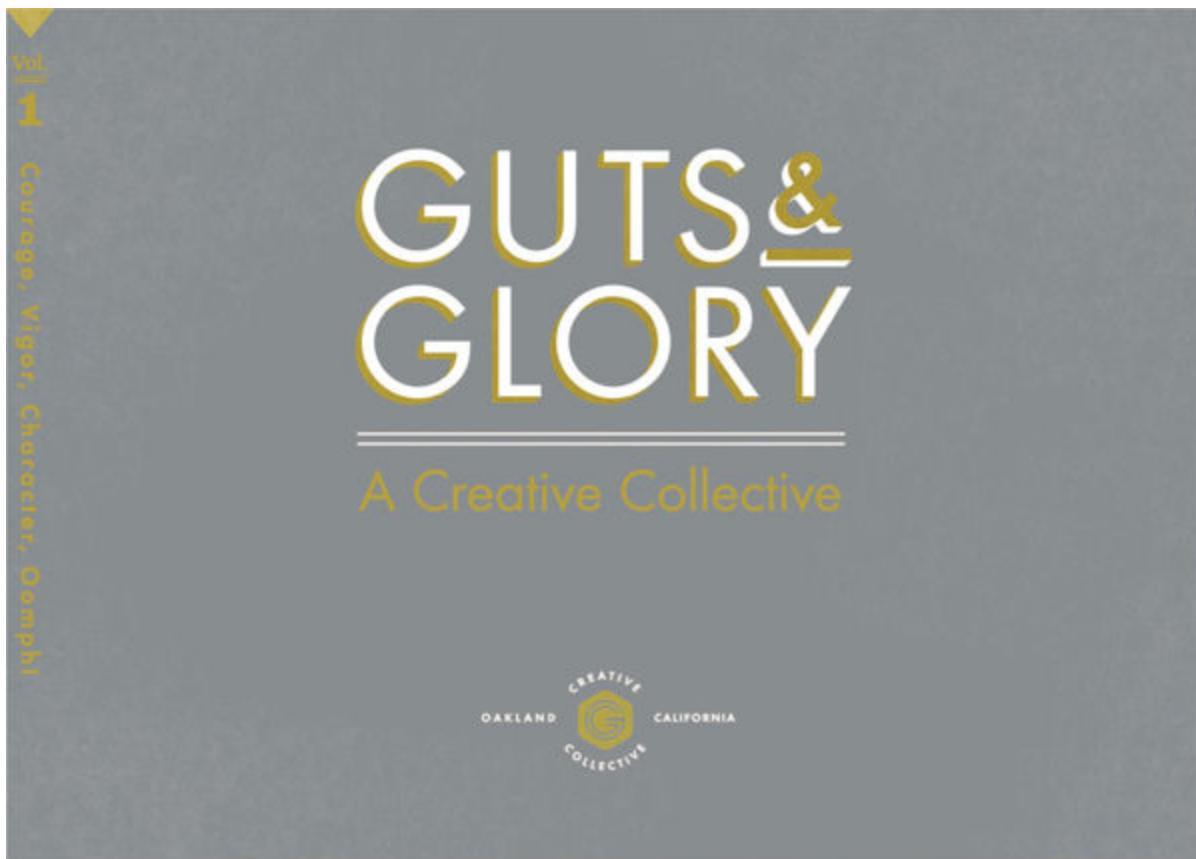
The most powerful drug
known to man.

Rule of Three Copywriters.

Think copywriting.
Think intelligent message design.
Think powerful results for your business.

© 2012 Rule of Three Copywriting Studio. All rights reserved.

<http://gutsandgloryand.us>



WHOLESALE

SEAFOOD

RETAIL



RESTAURANTS

ABOUT US

LOCATIONS



OUR HISTORY

The History of Newman's Fish Company dates back more than a century to 1890 in Lane County, when founder John Henry Newman was just 13 years old. John first peddled fish using a horse-drawn cart on the dirt roads of Eugene and Springfield. Newman's Fish Company soon became a family affair that included his brothers, wife and two sons with both retail and wholesale locations in Lane County.



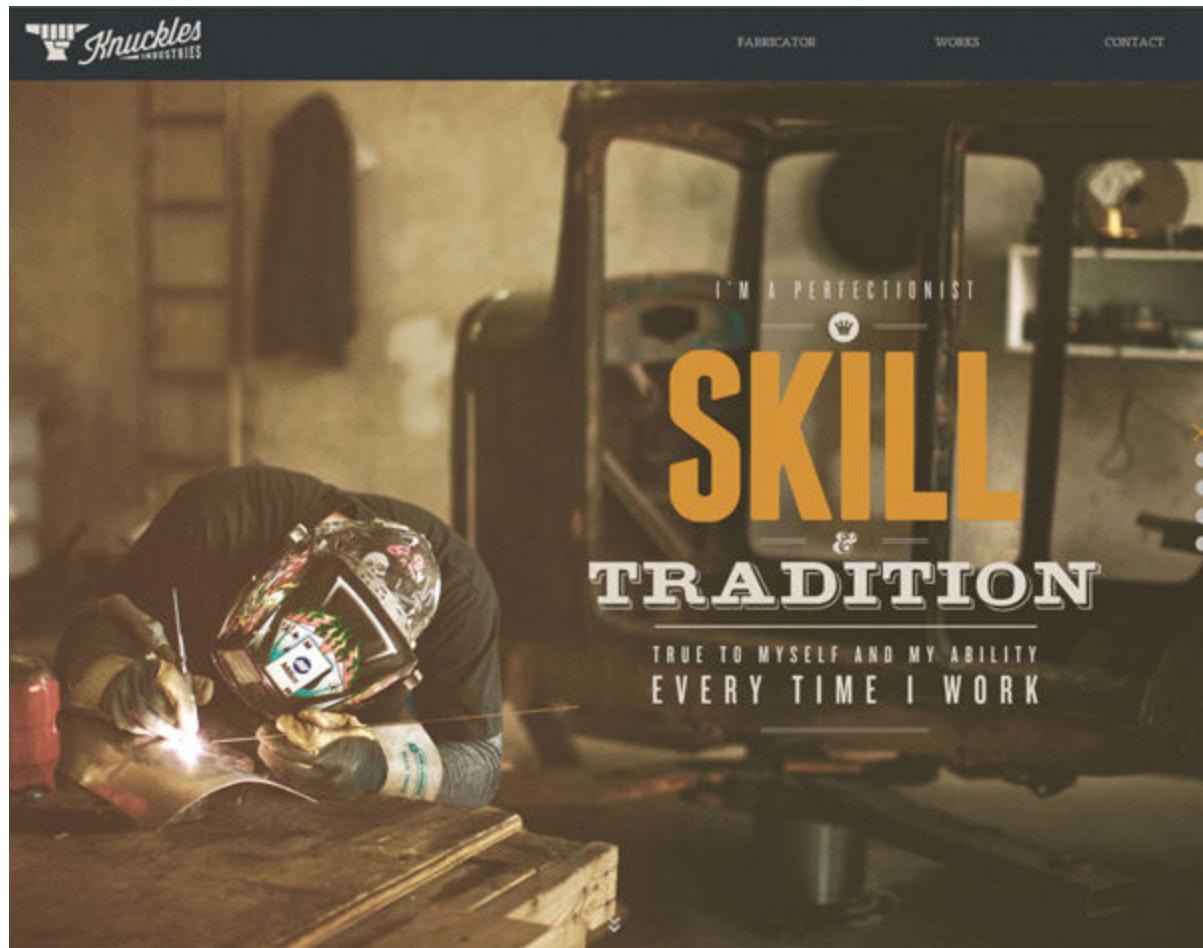
RETAIL
*See Our Retail Store
&
How to Order*

WHOLESALE
See Our Location & Place an Order

**our
RESTAURANTS**
*Where to Visit
= 101 =*

*Read All The News On
THE
CATCH*

www.knucklesindustries.com

A photograph of a welder in a workshop, wearing a helmet and welding a piece of metal. A large graphic overlay features the text "I'M A PERFECTIONIST" at the top, followed by a crown icon, and the words "SKILL & TRADITION" in large, bold letters. Below that, it says "TRUE TO MYSELF AND MY ABILITY EVERY TIME I WORK".

FABRICATOR

WORKS

CONTACT

I'M A PERFECTIONIST

SKILL & TRADITION

TRUE TO MYSELF AND MY ABILITY
EVERY TIME I WORK

Atypical Navigation

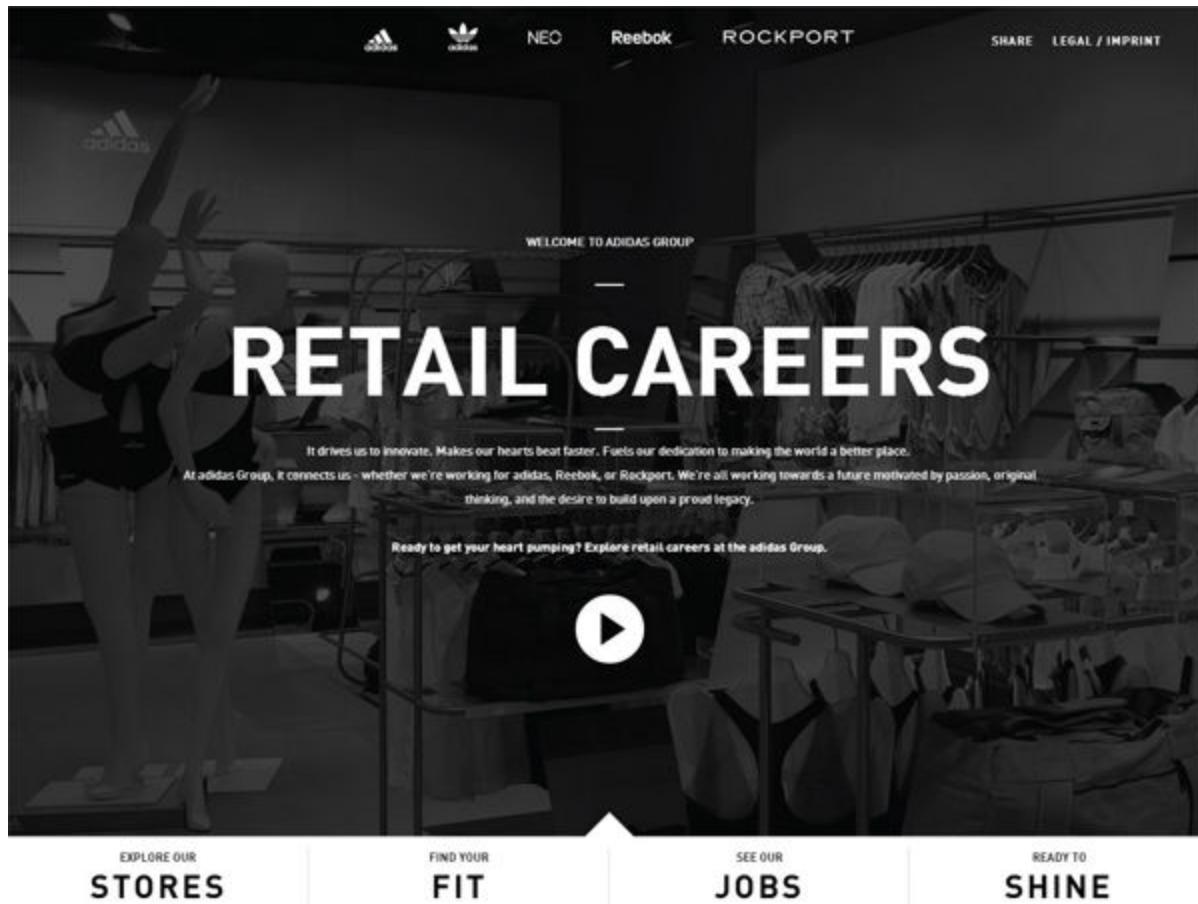
For as much as I encourage designers to follow common design patterns, I equally love and appreciate it when they throw them out the window. The sites collected here do just that; in particular they each put their own unique twist on site navigation. Trying out alternative approaches to navigation certainly seems like an endeavor with some serious risks involved. What if your navigation is not easily understood or does not match the mental model users have of your content? What if your creativity makes the site worse and even possibly entirely unusable? A lot of what-ifs, to be certain. Most of the time, I would highly recommend you not experiment with navigation—just rely on the tried and true models. The only way beyond this, in my humble opinion, is if you are willing to do user testing.

If you are willing and able to test your designs on actual users, you are welcome to try anything you want. In fact, if you are able to do so, you can try just about anything! User testing will either show it performs better or worse. Users will either accomplish the goals you give them or they won't. Shape your unique solution to fit the exact purpose of the site and you will naturally flow towards the best—and perhaps most elegant—solution. Frankly, this sums up the entire idea behind any user-centered design model. In such a world, norms and patterns are starting points to build on.

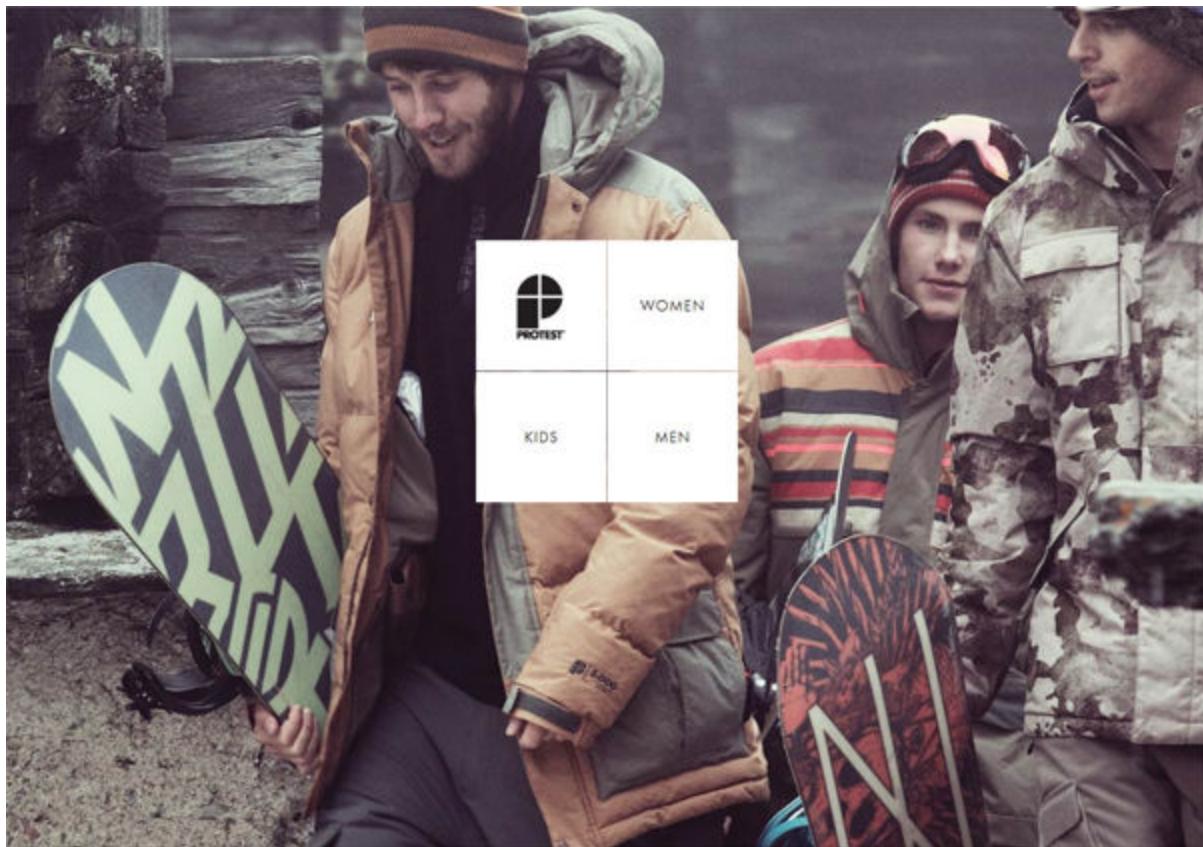
One of my favorites collected here is the Adidas career site ([FIGURE 1](#)). On this site, the navigation begins anchored to the bottom of the screen. When you consider the flow of the site, it is remarkably smart. It might just seem like a clever idea that some designer is using to feel creative; I assure you there is much more to it. As you consume the content of the home page,

the navigation logically follows the main content. You are not likely inspired to navigate around until you read a bit, so it makes tremendous sense that the navigation would be after the content. What really makes me happy, though, is that they moved the navigation to the top once you click through to a sub page. Amazingly it actually animates from bottom to top: this informs me of the change. Again, one might think this is trivial, but there is much more at work. Once I have clicked, the navigation takes on more importance—I am invested in navigating the site and it now makes perfect sense to be at the top. Typically, I would not be a fan of moving navigation, but here it fits the content and works brilliantly.

FIGURE 1: www.adidasretailjobs.com



www.protest.eu/en

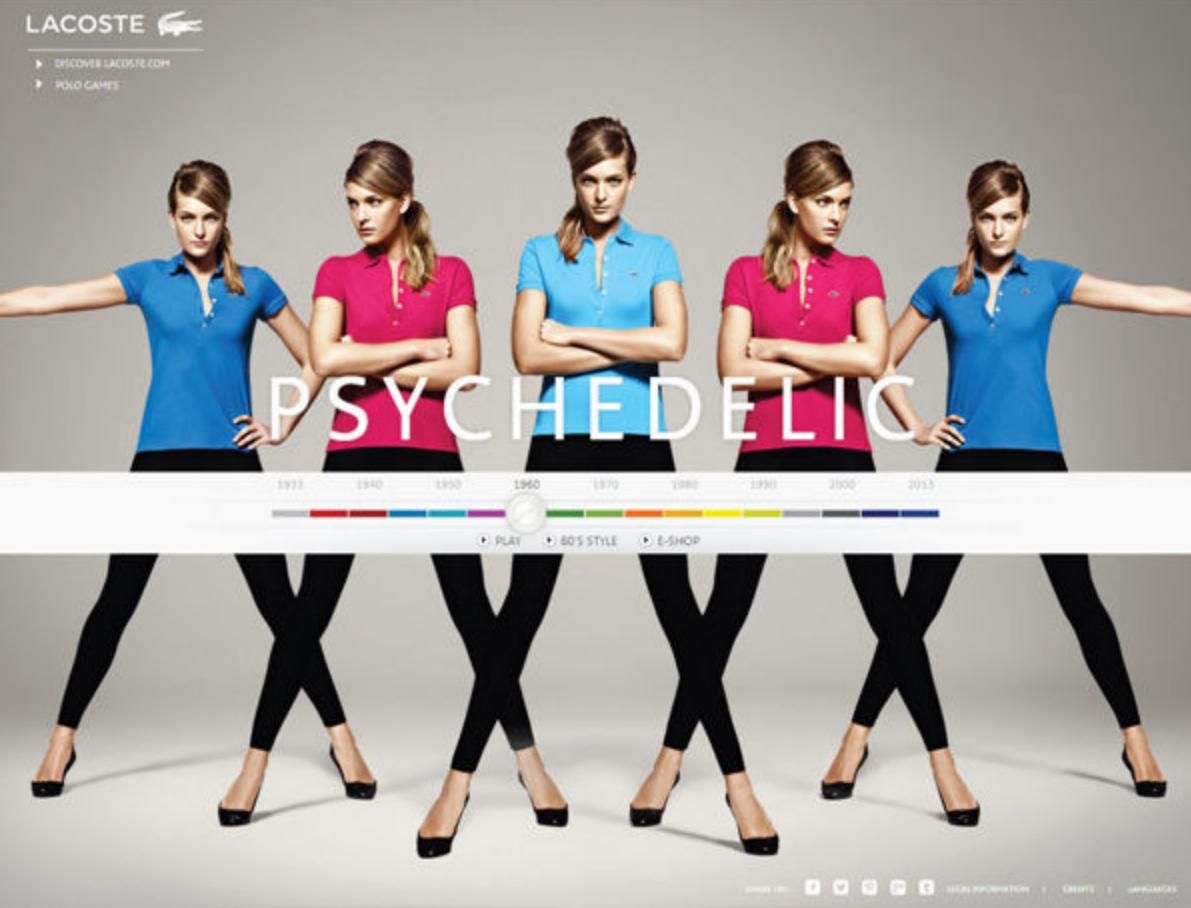


www.lacoste.com/polo

LACOSTE 

► DISCOVER LACOSTE.COM
► POLO GAMES

PSYCHEDELIC



1922 1940 1950 1960 1970 1980 1990 2000 2055

PLAY 60'S STYLE E-SHOP

SUBSCRIBE  VISUAL INFORMATION CREDITS APPENDICES



www.theforestersmusic.com

The screenshot displays the official website for The Foresters. At the top, there's a navigation bar with links for STORE, LISTEN, VIDEO, and ABOUT. Below the navigation is a large banner featuring a scenic landscape with mountains and a sunset. The band's name, "The FORESTERS", is prominently displayed in large, white, serif capital letters. Below the name, it says "VOLUME II AVAILABLE NOW" and "ORDER NOW".

STORE

THE COMPLETE COLLECTION (CD)
**Limited edition CD with Volumes 1 & 2 shipped to your door

TEE SHIRT

LISTEN

SHELTER

Shelter	3:19
Shine The Lord	4:27
Alter	3:54
The Wood Of The Lamb	3:10
Hosanna	3:27
The King Is Coming	4:21
God Of Our Fathers, God Of Our Sons	1:08

The Botanist

THE MAN *Bowtie*

Born in the small English village of Hemsingdon in 1948, David Thompson was a pioneer in the study of the medicinal qualities of plants and spices. His early explorations, at the request of Queen Victoria herself, helped establish the Royal Botanic Gardens and the National Council of Medicinal Plants.

He also spent many years based in the Middle East, particularly Lebanon, where his research focused on traditional medicine and its use in the treatment of many of the region's indigenous diseases. In fact, he was one of the first to introduce the term "Traditional Medicine".

In paying homage to this lineage of traditional knowledge and his legacy in the form of fine produce, we've split the spirit of adventure and a sense of discovery, along with the best of what's new and exciting. Because you are the classic would have liked it.

View gallery →

TO EAT *Lunch & Dinner*

SLIDERS

Cheese, beet and chives with goats' cheese & rocket
Pork & leek with blue cheese mayonnaise
Southern Fried chicken with pick &洪山
Corn fritters
A portion for \$10
Portion price only \$12

TACOS

Guacamole chicken with jalapeño & lime crema
Pork belly with orange & chilli salsa
Shredded beef with salsa rosada & lime crema
A portion for \$10
Portion price only \$12

PIZZA

Pepperoni, ham, basil & mozzarella \$14.00
Chicken, jalapeños, olive & sprouts \$16
Pasta, cheese & meat \$16
Duck, radicchio, rocket & feta \$16

SHARE

Fried baby artichokes & feta \$12.00
Ceviche of scallops with capsicum & mint \$12.00
Smoked salmon with cream cheese & dill \$12.00
Smoky trout with cucumber & horseradish \$12.00
Smoked Kingfish with pickled ginger & soy \$12.00
Crispy asparagus & bacon \$10.00
Roasted salmon & citrus salsa \$12
Lemon & lime salmon with lime & mint \$12.00
Grilled kingfish \$12

← →

TO DRINK

Cocktail
Sour cocktail
Beer
Wine

www.santanarow.com

The screenshot shows the official website for Santana Row. At the top left is the "SANTANA ROW" logo with a stylized "S". To its right is a vertical navigation menu with icons and text: SHOP, DINE, STAY, PLAY, and LIVE. Below this is a large image of a modern interior space with people sitting at tables. Overlaid on this image are the words "PLAY AT THE ROW" and "Explore all of the events The Row offers." To the right of this main image is a close-up photo of a bird perched on a colorful, mosaic-tiled structure. At the bottom of the page are three smaller promotional images: one for a "SILICON VALLEY EDUCATION FOUNDATION WINE STROLL", another for "MISORA" (New Luxury Rental Homes, NOW LEASING), and a third for a "CHINESE NEW YEAR CELEBRATION". The footer contains links for "FEDERAL REALTY", "OFFICE LEASING", "REWARDS", "HOTEL", and "CONTACT US". It also includes the address "3777 Santana Row, San Jose, CA 95128", the phone number "408.551.4621", and the copyright notice "© 2014 Santana Row". The temperature "57°" is displayed in the bottom left corner.

 Mercedes-Benz
Vivez. Bérez le jeu.*

Nouveau Citan.

Venez l'essayer.

Pour réserver un essai ou obtenir plus d'informations sur le Nouveau Citan, remplissez le formulaire ci-dessous. Les champs précédés d'une * sont obligatoires.

Civilité Mme M

Entreprise _____

Prénom _____ Nom _____

E-mail _____ Téléphone _____

J'autorise Je n'autorise pas

Daimler AG, Mercedes-Benz France, son réseau de Distributeurs et Réparateurs agréés et le Centre d'Assistance Client Mercedes N.V. de Meastricht, à utiliser mon adresse e-mail et/ou mon n° de téléphone à des fins de suivi, d'information sur les produits, les services et autres activités du groupe Daimler AG ou à des fins de prospection commerciale.

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*Des utilisages simples pour éviter

[POINTS FORTS](#) [VUE 360](#) [GALERIE](#) [OFFRES](#)

Gamme | © 2013, Mercedes-Benz France SAS
(112/33/6) Mentions de l'offre | Infos légales | Crédits

<http://shopmack.com>



www.fluttuo.com

The screenshot shows the homepage of the Fluttuo website. At the top, there's a navigation bar with "JEWELS" on the left, "FLUTTUO" in the center, and "SHOP" on the right. Below the navigation is a large photograph of a woman in a black dress wearing a long necklace, standing against a light background. To her left, the words "MADE ONCE" and "only" are visible. The main content area features a dark banner with the text "FLUTTUO MADE ONCE only" and "SEE HOW FLUTTUO JEWELS ARE BORN". In the center of this banner is a circular window showing green foliage. Below the banner, the "THE FLUTTUO MANIFESTO" is titled "beauty.made once only". A descriptive paragraph follows, stating: "Each of us is unique; what we wear should be unique, too. That is why Fluttuo makes only one copy of each jewel, so that it will belong to only one person. We combine new materials in surprising ways through a careful artisanal process, in the pursuit of uniqueness. Because this is you, and no one else." A "discover the collections" button is located at the bottom of this section. At the very bottom of the page, the "TRAUGOTT collection" is mentioned.

JEWELS FLUTTUO SHOP

MADE ONCE *only*

FLUTTUO MADE ONCE *only*

SEE HOW
FLUTTUO JEWELS
ARE BORN

THE FLUTTUO MANIFESTO
beauty.made once only

Each of us is unique; what we wear should be unique, too. That is why Fluttuo makes only one copy of each jewel, so that it will belong to only one person. We combine new materials in surprising ways through a careful artisanal process, in the pursuit of uniqueness. Because this is you, and no one else.

discover the collections

TRAUGOTT
collection

<http://remotejobs.io>

The screenshot shows the homepage of remotejobs.io. The header features a yellow banner with the text "FEATURING THE BEST REMOTE JOB OPENINGS FOR WEB PROFESSIONALS" and a "LOGIN" button. Below the banner is a logo for "REMOTE Jobs" with a blue silhouette of a person holding a briefcase. To the right are buttons for "JOB SEEKERS" (Browse Openings) and "EMPLOYERS" (Search Resumes), along with links for "why REMOTE?", "about THE SITE", and social media icons for Twitter and LinkedIn.

Showing: All Categories

EMPLOYERS

POST A JOB

Advertise your remote job opportunity to web professionals looking for remote positions.

30 DAYS for FREE

JOB SEEKERS

POST YOUR RESUME

Post your resume for employers to find.

for FREE

[Follow @remote_jobs](#) 362 followers

iA / UX Designer
@SARITASA NOV. 28 full time

Web Developer
@STACK EXCHANGE SEP. 08 full time

Mobile Developer
@STACK EXCHANGE SEP. 08 full time

UI Developer
@INTRIDEA SEP. 08 full time

Software Engineer - GXT
@SENCHA, INC. SEP. 08 full time

Software Engineer - Editor Engagement (Features)
@WIKIMEDIA FOUNDATION SEP. 08 full time

Django+Python Guru
@INTUIT SEP. 08 full time

Senior Product Designer
@STACK EXCHANGE SEP. 08 full time

Senior Android Framework Engineer - Game Co...
@OUYA SEP. 08 full time

WORDPRESS HOSTING COURTESY OF [WPENGINE](#) | HOMEGROWN DESIGN & CODE BY [DRC](#)
© REMOTE JOBS 2013 ALL RIGHTS RESERVED.

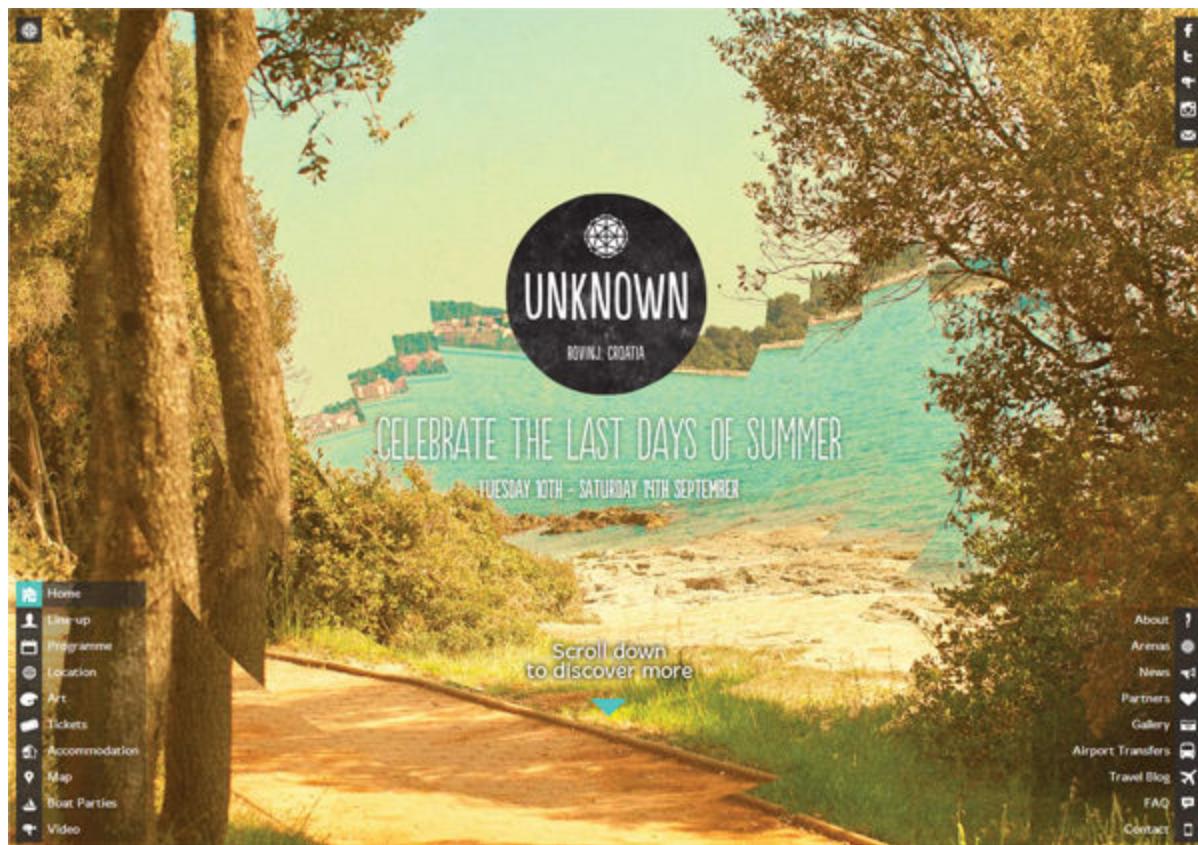
NOTICE: This site is a work in progress and a labor of love. If you find any issues or have critical feedback please [share it with me](#). And please be kind. Thanks!

www.digitalpod.co.uk



A Carbon Neutral, Responsive
Web Design Service 

<http://2013.unknowncroatia.com>



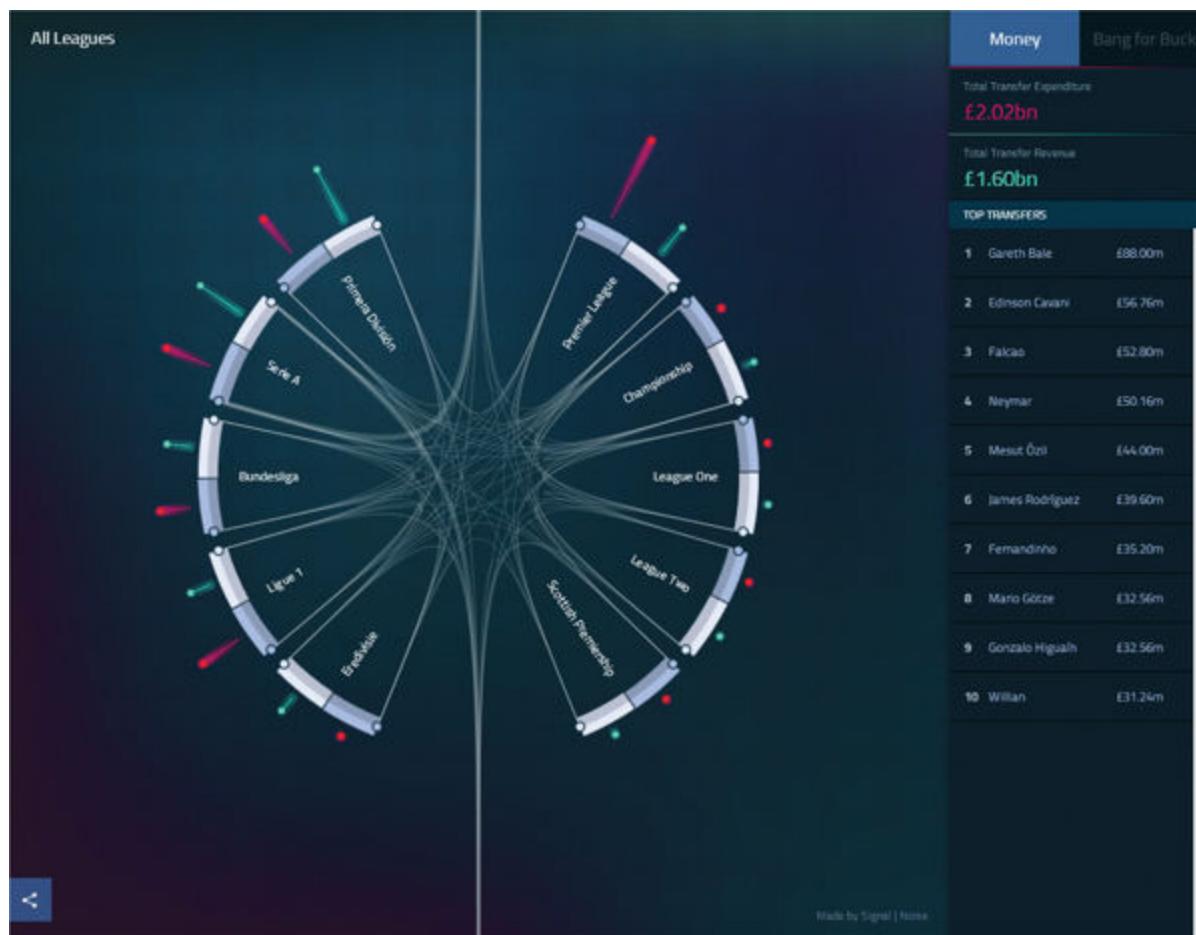
www.mcdonalds.co.uk/ukhome/promotions/favourites.html



The screenshot shows the Wacom website's main page. On the left is a vertical sidebar with the Wacom logo at the top, followed by a navigation menu. The menu items include "Creative Products" (selected), "Explore", "Intuos Pen", "Intuos Pen & Touch", "Intuos Manga", "Intuos Pro", "Intuos Pro Special Edition", "Intuos Creative Stylus", and "Cintiq 13HD". Below the menu are social media links for Twitter, Facebook, Google+, and LinkedIn.

The main content area has a teal header with the text "The world is a canvas for your imagination." Below this is a large image of a colorful, abstract digital drawing. To the left of the drawing, text reads "The new Cintiq Companion. Make the world your studio" with a "See Cintiq Companion" link. To the right, there's a section for "Bamboo Pad - navigate naturally" with a "See Bamboo Pad Wireless" link. Further down, there's another section for "The new Intuos Pro Designed for Creativity" with a "See Intuos Pro" link. At the bottom left, there's a photo of a hand holding a stylus over a drawing, with the name "Randy Montieth" below it. On the right, there's a section for "Bamboo Stylus duo" with a "TWO IN ONE for everyone" link. The top right corner of the page includes links for "Shop", "Region", and "Community".

<http://transferwindow.info>



<http://50north5th.com>

50 NORTH 5TH
Williamsburg, Brooklyn

WELCOME

Introducing 50 North 5th, Williamsburg's newest rental residence and NYC's most exclusive new address. With over 15,000 square feet of amenity space, you can experience everything from a two-level fitness center with indoor basketball court to a lush courtyard with bocce ball to the ultimate rooftop experience.

WELCOME INTERIOR DESIGN LIFESTYLE WILLIAMSBURG, BK FLOOR PLANS TEAM CONTACT RESIDENTS PORTAL

Introducing 50 North 5th, Williamsburg's newest rental residence and NYC's most exclusive new address. With over 15,000 square feet of amenity space, you can experience everything from a two-level fitness center with indoor basketball court to a lush courtyard with bocce ball to the ultimate rooftop experience.

INTERIOR DESIGN

INTERIOR OVERVIEW

Home sleek home! Designed with the urban dweller in mind, your new home features generous layouts, closets and storage galore, custom solar shades and your own complimentary washer / dryer in each residence.

INTERIOR HIGHLIGHTS

- Oak Hardwood Floors
- Custom Black Stained Maple Wood Cabinetry
- Stainless Steel Appliances
- White Caesarstone Kitchen Counter Tops
- Kohler Sinks and Grohe Faucets
- Over-sized Bathroom Medicine Cabinets

Highline

Icons

Icons have long been an element of graphic design. In fact, one might even consider them among the very oldest. Icons and pictograms have been at work since the very beginning of the written word. Some early languages were essentially built on them. It should come as no surprise to find them among modern web designs: They are incredibly useful design elements that both inform users and decorate a design. Naturally, some sites use them in more prominent ways than others.

Among the sites here, a few stand out. One such site is the Calester landing page (**FIGURE 1**). Here the logos serve as landmarks to get you reading the content. They decorate the page and give it beauty, but they also direct your attention. It is really important to note the visual consistency of the icons they used; the fact that the icons go together perfectly due to a consistent design style cannot be overstated. Many people attempt designs like this one, but fail to unify the icons with a single style. The results always look half-baked and lame. This is perhaps the most vivid caution I would make with this style. If you cannot unify the icons, you should find an alternate design solution.

I really love the use of icons on the Greyp Bikes site (**FIGURE 2**). Here the icons add a level of style and beauty to the page. But more than this, they reinforce the navigation. Though not all of the icons used are literal translations, they have made a tremendous effort to ensure that the icons mean something. Through the use of direct references to the elements of the bike they completely nail it. It might have been tempting to use a wrench for mechanical, for example, but that is detached from the bike. The custom

icons they made for this design really bring it to life and give it a vividly unique style.

I like to show my web design students the mediaBOOM site (**FIGURE 3**). The animated icons bring the site to life in a fun and engaging way when you hover over them. The icons encourage you to click and explore the contents of the site. They are beautiful and blend into the design, but they also hook the user in a unique and creative way. I also can't help but nerd out over the fact that they made them with scalable vector graphics.

FIGURE 1: <http://calester.com>

The screenshot shows the homepage of Calester, a platform for discovering events. At the top, there's a red header bar with the Calester logo and links for "Add Event" and "Sign In". Below the header is a large banner featuring a night cityscape background. The banner contains the text "The Number One Place to Discover Events." and "Find Events Based on Your Interests & Location." followed by a large red banner with the text "8559 Events Found". A prominent orange "Get Started" button is centered over the cityscape. Below the banner, there are three main features highlighted with icons: "One Stop Shop" (hourglass icon), "Simplified Search" (magnifying glass icon), and "Smarter Results" (lightbulb icon). Each feature has a brief description below it. At the bottom of the page, there's a footer bar with links for "Launch demo modal!", "© 405 Inc. | Terms of Service | Press | Jobs | Contact | Blog", social media icons for Facebook and Twitter, and a "Sign Up" button.

Calester BETA

Add Event Sign In

The Number One Place to Discover Events.

Find Events Based on Your Interests & Location.

8559 Events Found

Get Started

One Stop Shop

Simplified Search

Smarter Results

Launch demo modal!

© 405 Inc. | Terms of Service | Press | Jobs | Contact | Blog

f t Sign Up

FIGURE 2: www.greyp-bikes.com

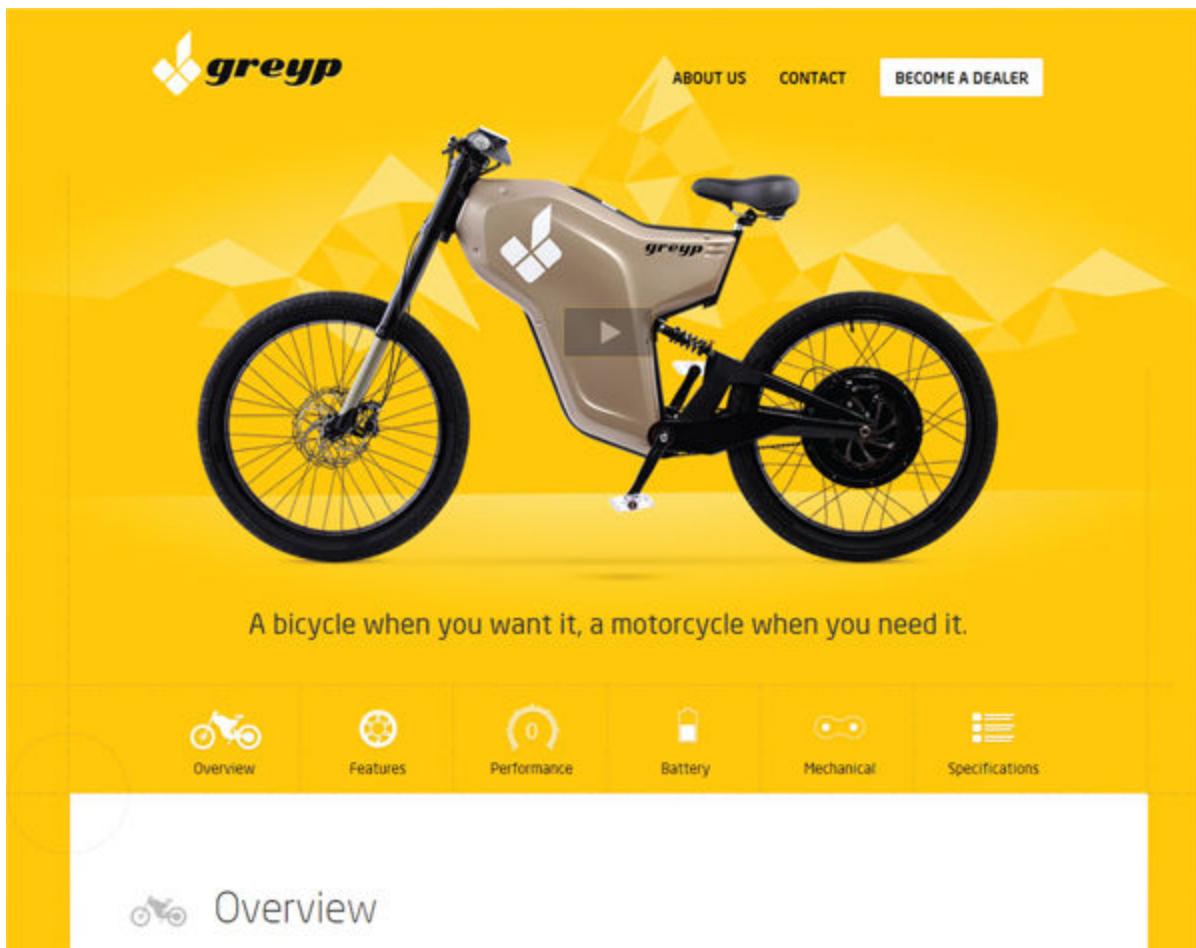
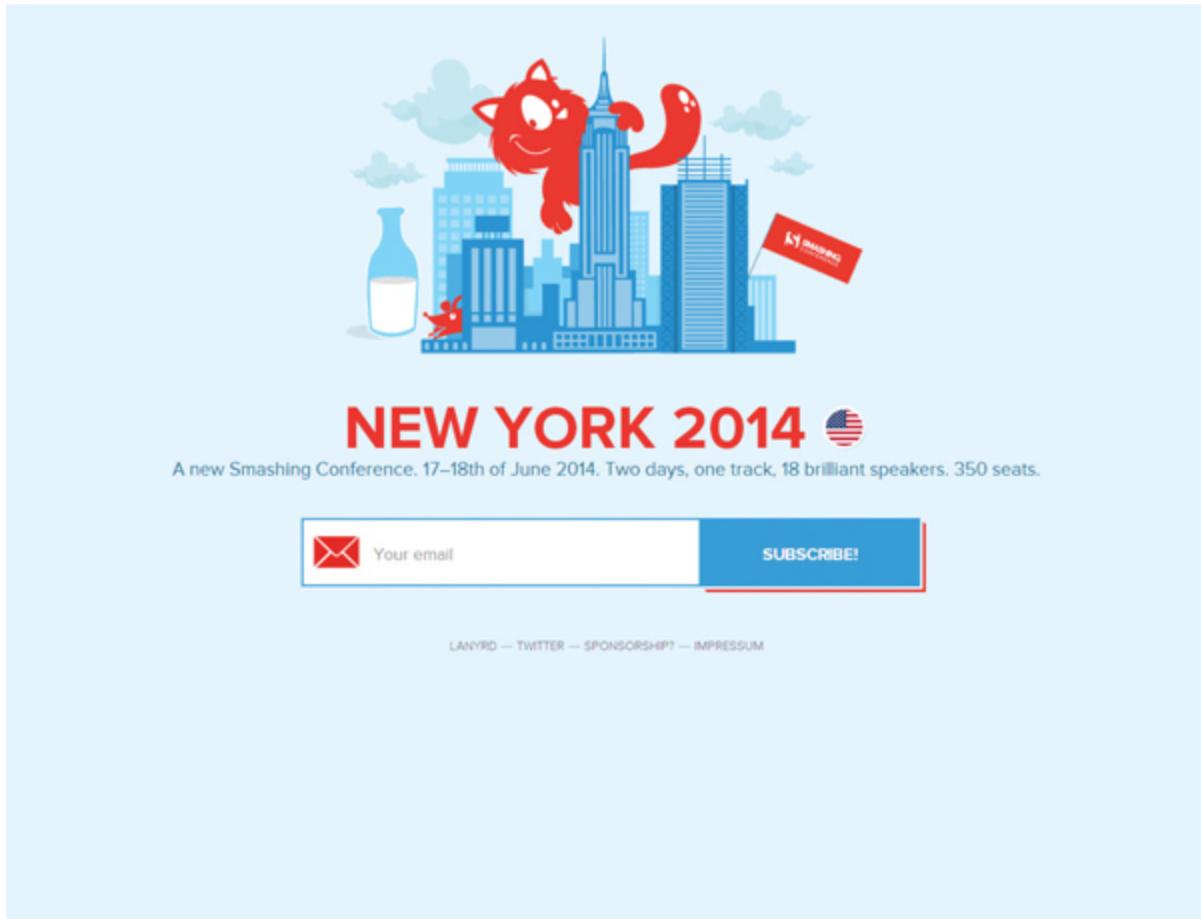


FIGURE 3: <http://mediaboom.com>



<http://smashingconf.com/ny-2014>



<http://www.seoulplaza.sk/en>

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We are here to guide you through the world of unique and tasty food from all around the World.

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Mains

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Ask the Test Kitchen with Todd Coleman
How to peel garlic in less than 10 seconds

New Product

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4,370 people like Seoul Plaza

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We help brands
tell meaningful
stories online.

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<http://www.countryhearthbreads.com/no/>



ALL OF THE BEST NONE OF THE REST

Our philosophy is simple. You put good in, you get good out. That's why we take extra steps like using allergen-free, natural ingredients in our breads, and capturing the sun's energy with our own rooftop solar panels. Simple actions that all add up to being good for our bodies and for the earth.



sign up for e-news

view corporate site

print coupon

earn cash if your school

pure regular giveaways!

The screenshot shows the homepage of www.vvicrew.com. At the top, there's a navigation bar with links for Home, Services, Crew, Bing, Contact, Work With Us, and social media icons for Facebook, Twitter, LinkedIn, and Google+. Below the navigation is a large banner titled "PROVEN RESULTS" featuring a line graph. The graph tracks metrics for the "verneide.com website redesign launched". It shows a significant increase in page views (blue area) and a decrease in bounce rate (orange area). To the right of the graph, three key performance indicators are listed: "367% INCREASE IN PAGE VISITS", "156% INCREASE IN PAGES PER VISIT", and "216% INCREASE IN AVERAGE VISIT DURATION". Below the banner, there's a section titled "SERVICES" with five categories: STRATEGY (represented by a chess piece icon), PRINT (represented by a book icon), WEB (represented by a computer monitor icon), BRANDING (represented by a stylized letter A icon), and VIDEO (represented by a video camera icon). Further down, a section titled "VISION VIDEO INTERACTIVE" includes a brief history of the company and a "So what does 'full service' mean to you?" question.

verneide.com website redesign launched

INCREASED PAGE VIEWS DECREASED BOUNCE RATE

367% INCREASE IN PAGE VISITS
156% INCREASE IN PAGES PER VISIT
216% INCREASE IN AVERAGE VISIT DURATION

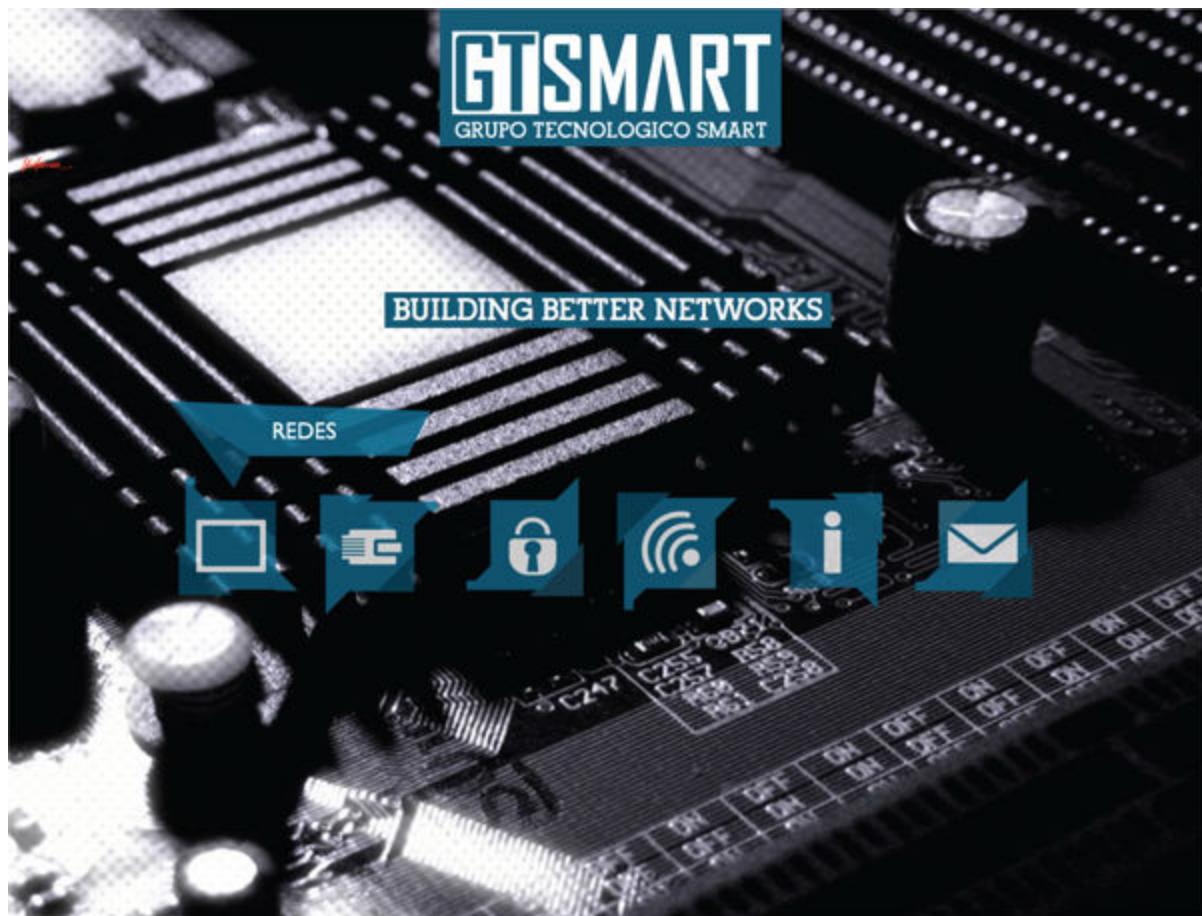
STRATEGY PRINT WEB BRANDING VIDEO

VISION VIDEO INTERACTIVE

In 1993, Vision Video Interactive began as the brainchild of bosses, Barry Krikke and Marc Rasmussen, who saw a need in Sioux Falls for video marketing professionals who had the flexibility to work with individual clients, as well as local advertising agencies. Humble beginnings grew into a full service marketing agency focused on results-driven work. From concept to completion, our team has the skills to go beyond your expectations.

So what does "full service" mean to you? It means we've acquired the best of the best – experts in their trade – to provide clients with what an advertising

www.yribarren.com/gtsmart



<http://pinpointsocial.com>

Pinpoint Social

PLANS & PRICING | FREE TRIAL | LOGIN

We enable designers & small agencies to build the best Facebook promotions.



Simple sweepstakes Simple coupons Customer Polls Question & Comment

WHAT OUR USERS ARE SAYING

Pinpoint Social helps you run fantastic Facebook promotions. You are now the expert

“ Pinpoint Social takes the heavy lifting out of creating Facebook campaigns which allows us to focus on strategy and design.”

Steve Megitt
Filament Creative

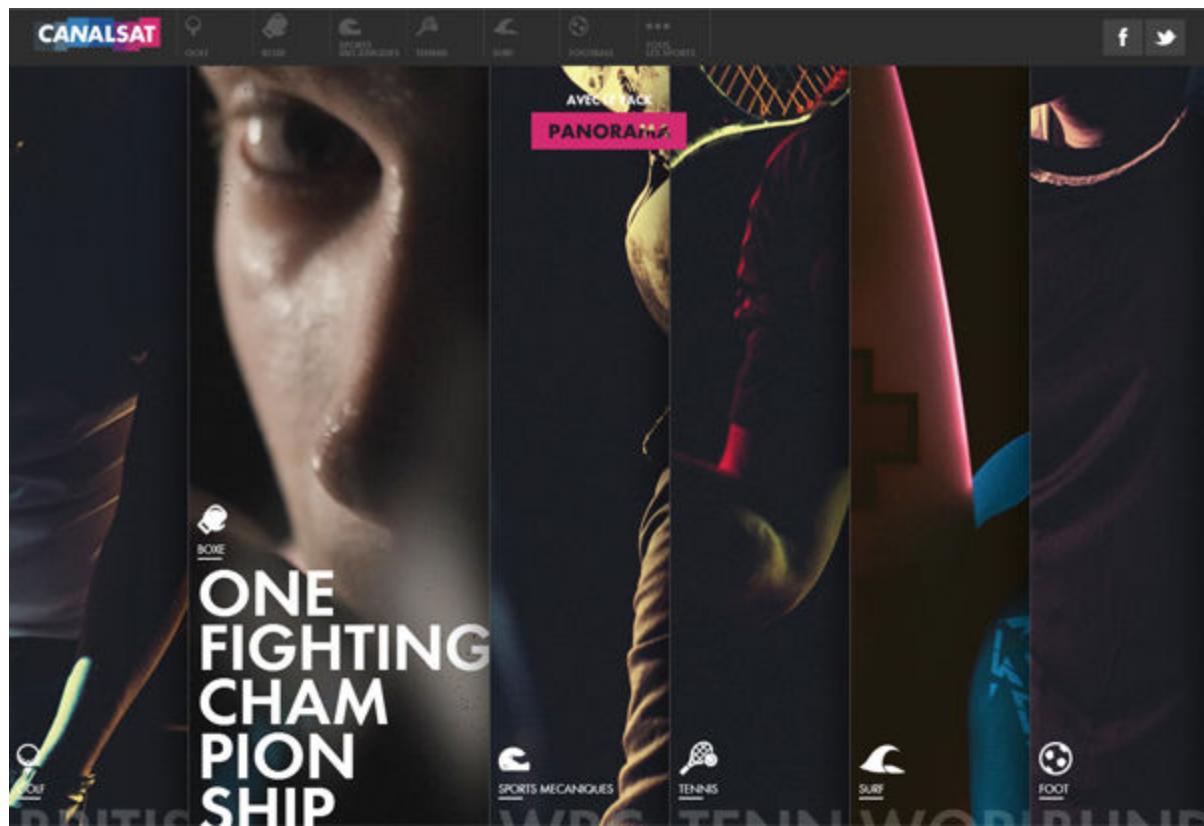
“ Simply put, Pinpoint Social is one of the best tools to grow Facebook pages and engage fans.”

Phil Pallen
Social Media Designer

“ Facebook is now a part of every campaign. The results are clear and I can get it up and running in a couple minutes.”

Alyssa Fraser
Duet PR

<http://sports.canalsat.fr>



INNOVATION

GENETICS

MEDIA

ABOUT

SHARE

ADVANCING HUMAN
PROGRESS FOR 50 YEARS

FIND OUT HOW

Instant Sign-Up

Though I don't really think this is a new trend, it is the first time I have identified the pattern and talked about it. This chapter features sites that offer some sort of service that you must register for. Instead of using a call-to-action button that takes users to a registration form, these sites place the form right on the landing page. Obviously this approach works particularly well when your registration process is extremely simple.

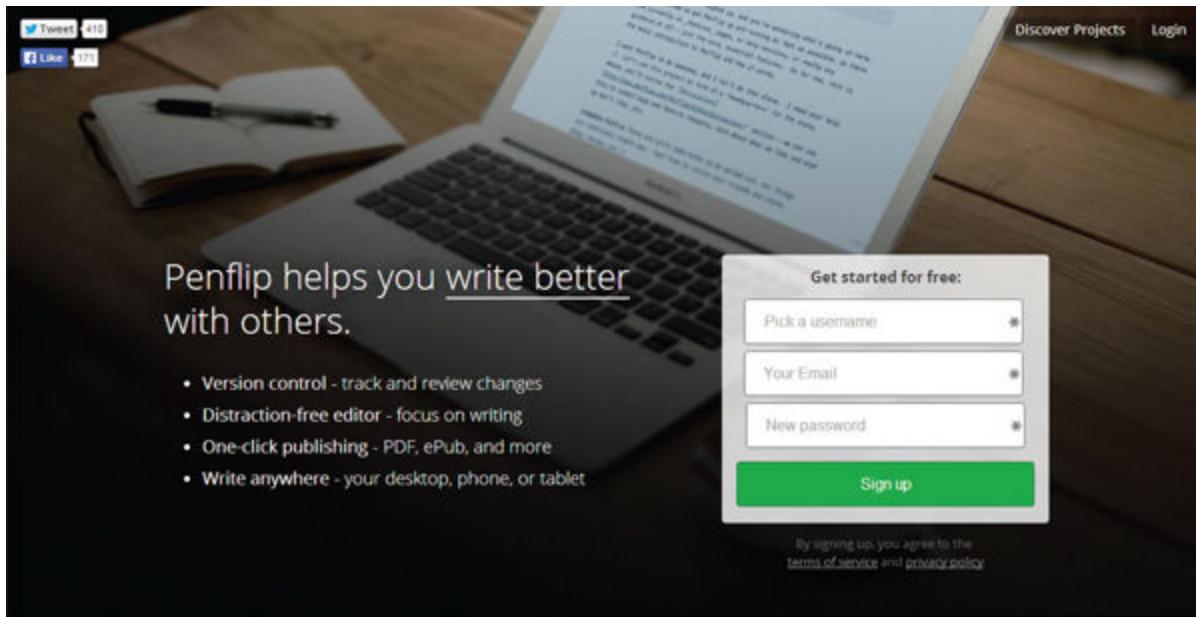
The approach makes good sense to me. If your sign-up form includes only 1–3 fields, why bother asking people to click a button to get there? By showing them just how simple the form is, you might just entice people to sign up. I think it is a really interesting idea worth exploring. If you do want to try this, I strongly recommend that you test the idea using some form of A/B testing. This will be the only real way to find out if the approach works best for you.

The biggest contradiction that I can see with this format is that asking someone to sign up when they only just got there is a little premature—even too direct. Imagine that you meet someone and instead of striking up a conversation, you just immediately ask him or her out on a date. It would likely come off as awkward and probably a little creepy. Depending on your product or service, putting the sign-up form front and center might come off this way. At the end of the day, it is an interesting idea that challenges our presumptions about what goes where—that is the exact point of this book. Hopefully this sparks some ideas that make you reconsider the presumptions you might have about your site's structure.

In my opinion, it is an approach that lends itself well to casual services like Penflip (**FIGURE 1**). Though a service like this might become critical to your workflow, it starts off as just a casual tool. That is to say, you sign up and play around with it. It isn't a big deal.

For much more serious or significant services, such as Mint (**FIGURE 2**), it seems like asking users to sign up straight away is a bit awkward. This service, after all, hooks into your bank account and is not something to do on a whim. But the more I consider the site, the more sense it makes. After all, it sounds complicated to set such a thing up. But look at that: I can sign up without giving them anything beyond my email address. In that way, they ease you into the service, instead of asking for a mountain of personal information up front.

FIGURE 1: www.penflip.com



You'll love writing with Penflip.

A simple way to write in your browser, without distractions:

This screenshot shows the actual writing interface. On the left, a sidebar menu for 'Robinson Crusoe' includes options for 'Images', 'About me', 'Content.txt', and 'chapter1.txt', with 'chapter1.txt' currently selected. The main area displays the contents of 'chapter1.txt' under the heading '# Start in Life'. The text reads: 'I was born in the year 1682, in the city of York, of a good family, though not of that country, my father being a foreigner of Bremen, who settled first at Hull. He got a good estate by merchandise, and leaving off his'

FIGURE 2: www.mint.com

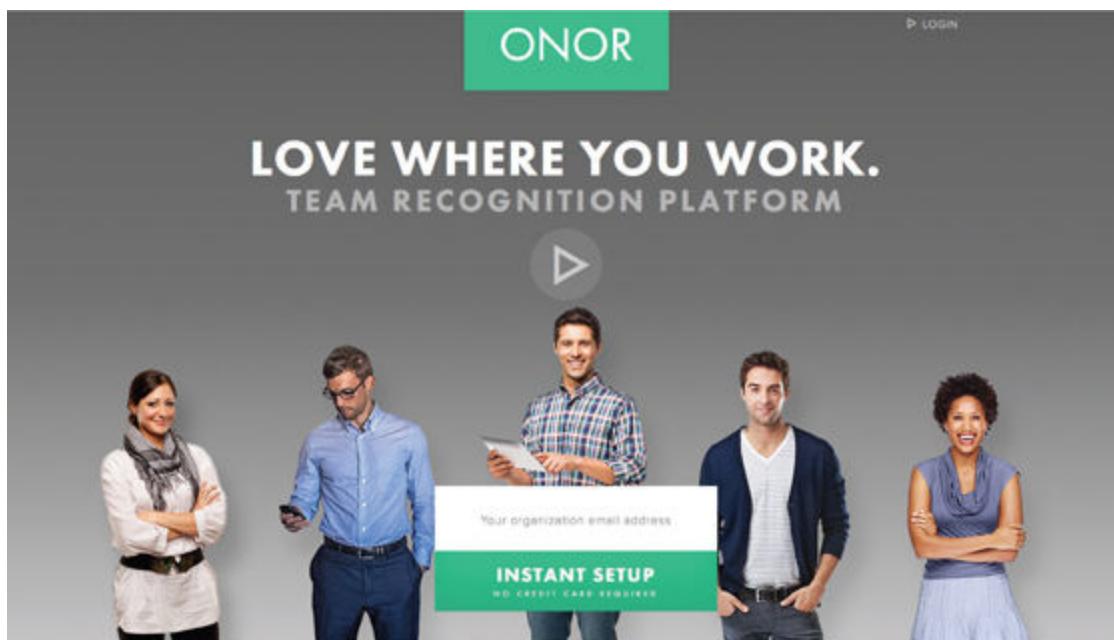
The screenshot shows the Mint.com homepage with the following sections:

- Header:** Includes the Mint logo, navigation links for "WHAT IS MINT?", "HOW IT WORKS", "FINANCIALS", "COMMUNITY", "COMPANY", and "Help".
- Main Slogan:** "It's easy to understand what's going on with your money."
- Text Below Slogan:** "Get a handle on your finances the **free** and fast way. Mint does all the work of organizing and categorizing your spending for you. See where every dime goes and make money decisions you feel good about."
- Sign Up Form:** A box titled "Free! Get Started" containing fields for "Your Email", "Password", and "Zip Code", followed by a "Sign up" button and a link to the "Terms of Use".
- Device Mockups:** Three devices (laptop, tablet, smartphone) displaying the Mint mobile app interface.
- Security Section:** "Quick and secure sign up." with three steps:
 - Create a Mint account in seconds.
 - Securely connect your accounts in just minutes.
 - See everything in one place with one password.

Mint only "reads" your information. No-one can move your money in Mint—not even you.

[Learn more about security.](#) >
- Auto Categorization Section:** "See what's what." with a pie chart showing spending categories: Income (green), Rent (yellow), Groceries (orange), Entertainment (pink), and Utilities (blue).
- Goals Section:** "Choose your goals." showing a progress bar for saving \$100 per month toward 3 goals: Auto Emergency Fund, Retirement Account, and New Car.
- Budgets Section:** "Get and stick to a plan." showing a budget summary with overall spending: Overall (\$1,000/month), Clothing (\$100/month), Household (\$100/month), Dining (\$100/month), and Entertainment (\$100/month).
- Call-to-Action:** "Free! Get started >" button.

<https://onor.co>



FOSTER YOUR PEOPLE

76% of companies say that improving employee experience is now a *top priority*

Encourage, share, and create thriving culture with ONOR — the only app that enables teams to recognize hard work on any device, anywhere. Frequent public recognition is the best way to improve morale, performance, and revenue, but taking time to acknowledge team members publicly has never been possible —until now. Watch our video.

YOUR WORK SHOULD BE RECOGNIZED

More than ever, individual contributions are being overlooked and the majority of team members are never given the recognition they've earned. ONOR empowers everyone within the team to receive and share positive feedback — instantly.

[READ OUR BLOG >](#)

82% of employees say that increased recognition would motivate them and improve performance on the job.

A circular graphic with a grey gradient background. Inside, there is a white outline of a person's head and shoulders. The number '76%' is placed to the right of the circle. Below the circle, there is a graphic of a laptop and a smartphone both displaying the ONOR app's user interface. To the left of the devices, the text 'YOUR WORK SHOULD BE RECOGNIZED' is centered. Below that, a paragraph of text discusses the issue of overlooked contributions and how ONOR addresses it. At the bottom, a call-to-action button says 'READ OUR BLOG >'. To the right, another section discusses employee motivation with a statistic of 82%.

<https://basecamp.com>



Last week 4,245 companies signed up for Basecamp to manage their projects. Today it's your turn.

" For all of my projects, I use Basecamp to keep track of every file, discussion, and event from beginning to end—all in one place.

— Joy, [designer at Pitchfork](#)



Start your free trial.

You'll be up and running in less than a minute.

Already have another Basecamp, Highrise, Backpack, or Campfire account? [Log in here](#) and a new Basecamp trial will be added to your account.

Your full name

Company or organization

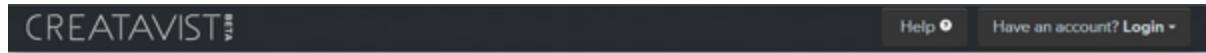
Email

Password

[Start your two month free trial](#)

By clicking you agree to the [Terms of Service](#), [Privacy](#), and [Refund](#) policies.

<https://creatavist.com/cms>



Storytelling without limits.



The Inevitable June
BOB SCHOFIELD



America Burning
A WEATHER CHANNEL ORIGINAL
DOCUMENTARY



The Gutbucket King
BARRY YEOMAN

Make beautiful multimedia stories for apps, ebooks, and the Web with a **free Creatavist account**.

Email

Password

Handle

[Sign up for Creatavist](#)

By creating an account, you agree to the Creatavist Terms of Service

<http://atmail.com/cloudnow>

Cloud Email, Made Easy

Complete, managed replacement for your email service. Add domains, users and let us take care of the rest. Features include Email, Calendaring, Storage, Sync and more.

Signup For A Free 14 Day Account

Your username will create a subdomain at atmailcloud.com. Pricing starts at \$2.00 per user a month (minimum 5 users). Signup for a free 14-day trial, no credit-card required.

Username

Email address

Password

[Create Account](#)

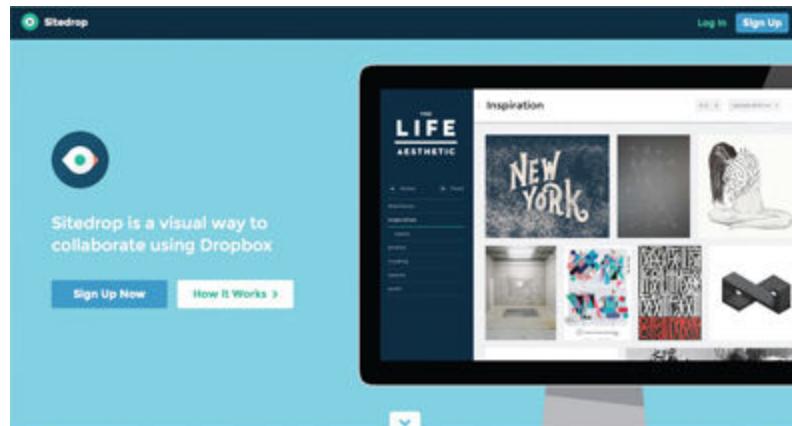
<https://hootsuite.com>

The screenshot shows the Hootsuite homepage. At the top, there's a navigation bar with links for Features, Plans & Pricing, Blog, and Resources, along with Sign Up and Login buttons. The main header is "Social Media Management" with a sub-copy "The leading social media dashboard to manage and measure your social networks". Below this is a list of features:

- Manage multiple social networks
- Schedule messages and tweets
- Track brand mentions
- Analyze social media traffic
- 8 million+ satisfied users

A "Plans & Pricing" button is located below the feature list. To the right, there's a "Sign Up Today - FREE" form with fields for Email Address, Full Name, and Password, and options to sign up using Facebook or to receive newsletters. A "Create Account" button is at the bottom of the form. Below the form, there's a quote from Pete Cashmore: "HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results." - Pete Cashmore, CEO, Mashable. At the bottom, there are two screenshots of the Hootsuite interface: one showing engagement metrics and another showing a marketing team dashboard with collaboration features.

<http://sitedrop.com>



-  **Work within Dropbox**
Just choose a folder to turn it into a Sitedrop and manage it from your desktop.
-  **Receive feedback**
We've added collaboration features like commenting and favoriting.
-  **Define your own structure**
Everything is folder based, so you can manage your files the way you like to work.
-  **Receive files**
You can set folders to accept uploads from your clients or collaborators.
-  **Keep it private**
Easily password protect your Sitedrops to control who sees what.
-  **Present effortlessly**
Sitedrop displays all files beautifully, and lets you view them as lists or slideshows.

See Sitedrop in action

Below are some projects being managed with Sitedrop.



EXTRAPOP
XIG App



THE LIFE AESTHETIC
Creative Startup



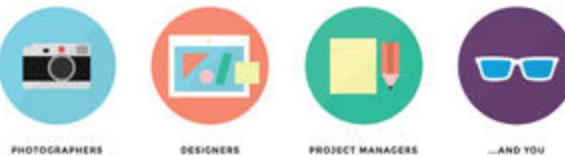
FARMHOUSE
Brand Identity



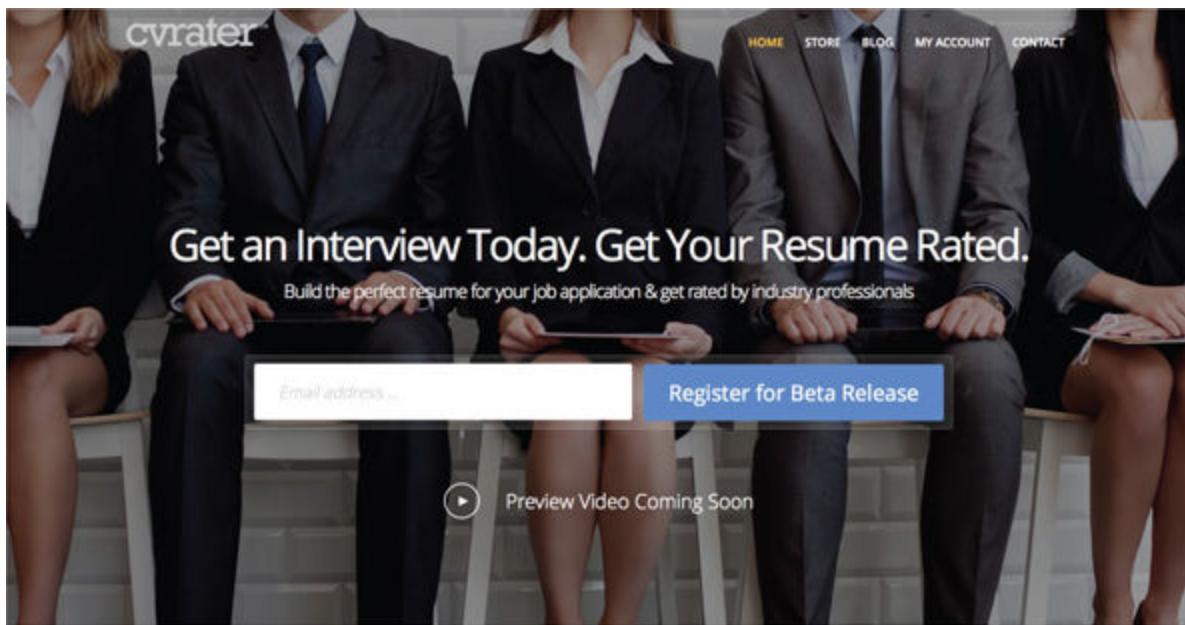
IAN BREWER
Photography

Who needs Sitedrop?

People that are constantly working with large amounts of files that they need to manage and present in an aesthetically pleasing way.



[Sign Up Now](#)



Everything you need to know to get your dream job

We give you the tools and ability to create the best possible resume for your industry, we then put your resume to the test with our industry professionals. Giving you the ability to see what may be preventing you from getting you your dream job.



Creative Design

We help you stand out from the crowd with our resume templates targeted to your job industry



Powerful Tools

We give you the tips and tricks of the trade and knowledge base of individuals that currently hold your desired job position to give you the upper hand



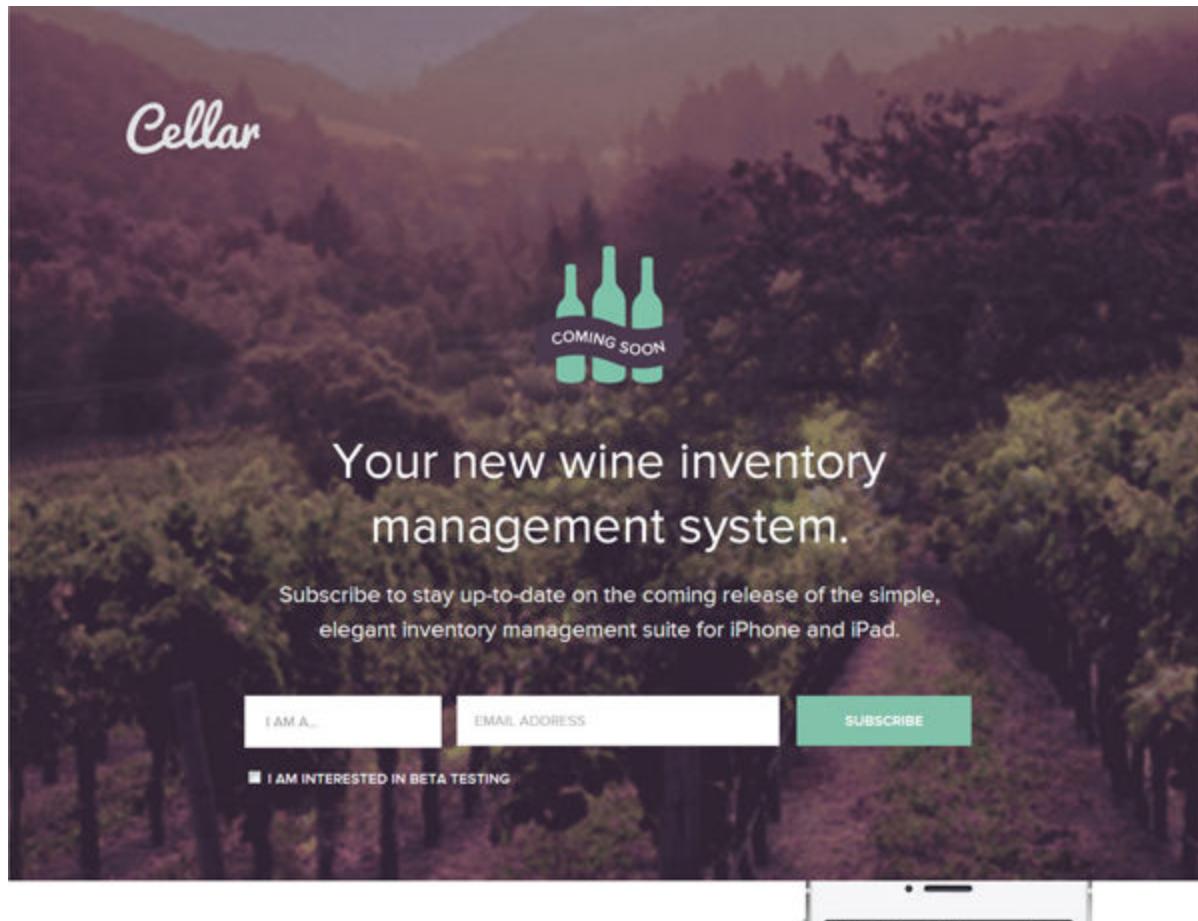
Industry Reviewed

Imagine sending in a resume to a potential employer and getting the reasons why you weren't invited for an interview. We do that.

We turn resumes into dream job tickets

Your resume is your opportunity to stand out from the crowd and showcase your ability to be a value to an organization. We help you showcase the most important thing in your resume, you.

www.getcellarapp.com



www.addpoll.com

The screenshot shows the homepage of the addpoll website. At the top, there's a dark blue header with the 'addpoll' logo on the left and a 'Login' button on the right. Below the header, a navigation bar includes links for 'Features & Plans' and 'Help & Tutorials'. The main title 'The best software for creating online surveys, polls and forms... on the web' is centered in large blue text. Below it, a subtitle reads 'Create stunning surveys, polls and forms in seconds. Fast & easy!'. To the left, there's a call-to-action section with fields for 'Email', 'Username', and 'Password', followed by a large orange 'Start now, it's free!' button. To the right, there are two examples of survey/poll creation: one showing a survey about job satisfaction with four questions and another showing a poll about favorite Italian food with five options (Pizza, Pasta, Lasagna, Bruschetta, Fettuccine) and a 'View Results' button.

Integrated with



SurveyMonkey



Full control of surveys, polls designs to make them associated with your identity.

Real-time detailed reports, media gallery, exporting in different formats, vote protection, flash polls, geo tracking with activity map.

Unlimited poll votes and questions per survey, additional user account and custom domain.

Easy integration and sharing options with Facebook, Twitter, Google, Delicious, LinkedIn and more.

www.lodgify.com

The screenshot shows the homepage of the Lodgify website. At the top, there's a navigation bar with links for FEATURES, TEMPLATES, PRICING, BLOG, LOGIN, and a red FREE TRIAL button. A small American flag icon is also present. The main headline reads "USE LODGIFY TO CREATE YOUR OWN VACATION RENTAL WEBSITE." Below it, a sub-headline says "Everything you need to simplify your vacation rental marketing - today." Two callout boxes are visible: one on the left stating "You can change the name or use your own domain afterwards" and another on the right stating "No technical skills required". A video player is centered, showing a blurred image of a vacation rental property. Below the video, there's a search bar with placeholder text "Search" and "lodgify.com", followed by a "Find!" button. A red "Create Website Now!" button is prominent. A note at the bottom indicates "14 days trial period. No credit card required." The main content area features a section titled "Beautiful website templates. 100% Mobile-friendly." with a sub-note: "Wow your visitors with a stunning web design. All our website templates are mobile-friendly, customizable and ready-to-use. No coding or design skills required." It includes a preview of a mobile-friendly website template for "Van Matterhorn Villa Rental" showing a large image of a white house surrounded by greenery. Below this, there's a section titled "The ultimate all-in-one platform." with a sub-note: "Lodgify is more than just a website template. It offers all the tools that help you increase your bookings - with less time and with less hassle." It includes a preview of the Lodgify dashboard showing booking calendar and payment options. At the bottom, there's a section titled "ACCEPT ONLINE PAYMENTS - TODAY" with a sub-note: "Lodgify's 'Book now' function enables you to accept credit card payments online. No commission, no hidden costs." It shows logos for American Express, Discover, MasterCard, and Visa.

Transparency

As I have often said, some patterns are exciting and interesting. Transparency is anything but exciting. Though it might lack in the excitement category, it is a useful option that is used surprisingly infrequently. In fact, the items collected here were not all that easy to find and took a considerable amount of hunting to put together. Although there is nothing special about the approach, it seems to come and go as a popular element. Right now it is actually not all that popular. This is exactly why I find it inspiring and include it here.

I noticed a few home page forms that made use of the effect on the text entry boxes. SEM Compass ([FIGURE 1](#)) and Rist Job ([FIGURE 2](#)) take slightly different approaches but both have worked transparency into their forms. This is a subtle and decorative touch that doesn't make or break a design. What I do appreciate is how it unifies the composition and makes the form a part of the page, not just something stacked on top of it.

It seems that the creation of space and depth is another natural use with this technique. For example, Tony Chester's site ([FIGURE 3](#)) has a container around the content with a transparent background. This container, as you can see, is layered between his photo and the background. Overall it gives the illusion of depth, which is greatly reinforced by the transparency.

In a few situations, transparency is actually used in rather conceptual and meaningful ways. The best example I found was the Circle website ([FIGURE 4](#)). The site is about finding what's happening near you. The transparent card the hand is holding up shows content as though it is a display of some type. The transparency allows the real world to show

through it and onto the device. I get the impression that they want you to think of it bringing the real world in. Through transparency, they connect an imaginary interface with the cityscape. It is an interesting and thoughtful approach.

In many other cases the element is really just a form of decoration. This is the most likely explanation for the usage in at least half of the examples provided here. But don't take that as a ding on the style. I think it is a really useful and subtle tool, especially considering how easy it is to implement real transparency in code and with PNGs these days.

FIGURE 1: <http://semcompass.com>

The screenshot shows the homepage of SEMCOMPASS. At the top, there's a red header bar with the SEMCOMPASS logo, a 'Get Access' button, and social media links for LinkedIn and Twitter. Below the header is a large banner with a green and yellow gradient background featuring a landscape image. The text 'DISCOVER WHICH INBOUND MARKETING TOOLS BEST SUIT YOU' is centered in white, followed by 'Core features from the best tools'. A form field with a mail icon and placeholder text 'Enter your email' is on the left, and a teal 'Get Beta Access' button is on the right. In the center of the banner, the text 'COMING JUL 2014' is displayed. Below the banner is a circular logo with a compass-like design.

Generate **SEO** reports from:

- SEMRush - Competitors Research**
 - ✓ Find organic and paid rankings for any domain.
 - ✓ Find your organic and paid competitors.
 - ✓ Search engine traffic estimations and history.
- Ahrefs - Linkscape**
 - ✓ Complete domain backlink data.
 - ✓ Anchor text distribution.
 - ✓ Top referring domains.
- WhiteSpark - Local Citation Finder**
 - ✓ Determine what citations you need to rank locally.
 - ✓ Search by company name & phone number or keyword.
 - ✓ Narrow down by geographical location.
- Plagspotter - Duplicate content finder**
 - ✓ Track down duplicated content across the internet.
 - ✓ Reports highlight duplication severity.
 - ✓ Enter text or website URL.

SEMCOMPASS

contact us

FIGURE 2: www.ristojob.it

The screenshot shows the homepage of the RISTOJOB website. At the top, there is a dark header bar with the RISTOJOB logo and a "Login / Registrati" button. Below the header is a large, blurred background image of what appears to be a restaurant interior or food preparation area. In the center of the page, the text "IL MOTORE DI RICERCA DEDICATO ALLA RISTORAZIONE!" is displayed in white. Below this, there is a search bar with a dropdown menu labeled "COSA?", a "cerca" button, and a placeholder "cerca". Underneath the search bar, the section "COS'È RISTOJOB" is introduced with the text: "La job board italiana interamente dedicata ai professionisti della ristorazione." A detailed description follows: "RistoJob è il modo più semplice e diretto per mettere in contatto le aziende ed i professionisti del mondo della ristorazione in tutta Italia! Catering, eventi, occupazioni a tempo indeterminato, stagionali o anche per una sola serata. RistoJob è il posto giusto! Una bacheca dedicata esclusivamente al mondo della ristorazione, dove poter esporre il proprio curriculum, consultare e creare annunci di lavoro." Another paragraph encourages users to create profiles: "Sei un cameriere, un cuoco, un barman o sei al primo impiego e vuoi fare esperienza? Crea il tuo profilo e sei dei nostri! Sfoglia gli annunci e rispondi con un semplice click. Se l'azienda deciderà di contattarti, potrete trovare un accordo direttamente ed in forma privata. Non ci sono fee, obblighi e vincoli con RISTOJOB. È il vostro lavoro, nessuno potrà farlo meglio di voi."

COME FUNZIONA

Inserisci il curriculum o crea un annuncio. Non potrebbe essere più semplice.

PERSONE

Sei un cuoco, un cameriere, un sommelier, un barman, con esperienza o alle prime armi? Iscriviti subito e inserisci il tuo curriculum! RistoJob per i professionisti SARÀ SEMPRE GRATUITO



Iscriviti e potrai essere contattato direttamente per lavorare. Potrai arricchire il tuo CV come e quando desideri: foto,

AZIENDE

Hai un ristorante, un bar, una struttura ricettiva o ti occupi di catering ed eventi ed hai bisogno frequentemente di personale? Entra in contatto diretto con i candidati, scegliendo la formula che preferisci. Il primo annuncio è GRATIS



Iscrivti la tua azienda e pubblica subito un annuncio gratuitamente. Potrai selezionare le candidature e contattare i profili che

FIGURE 3: <http://tonychester.com>

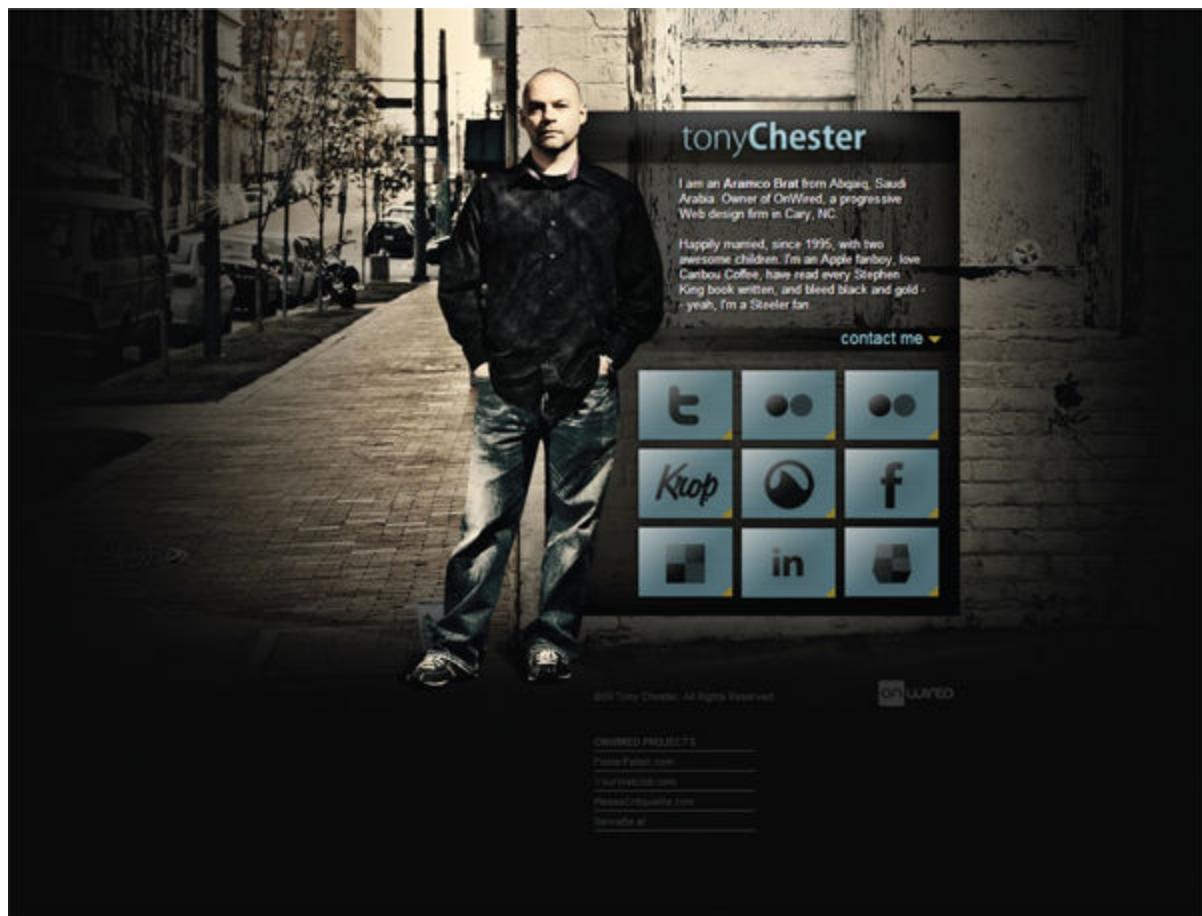
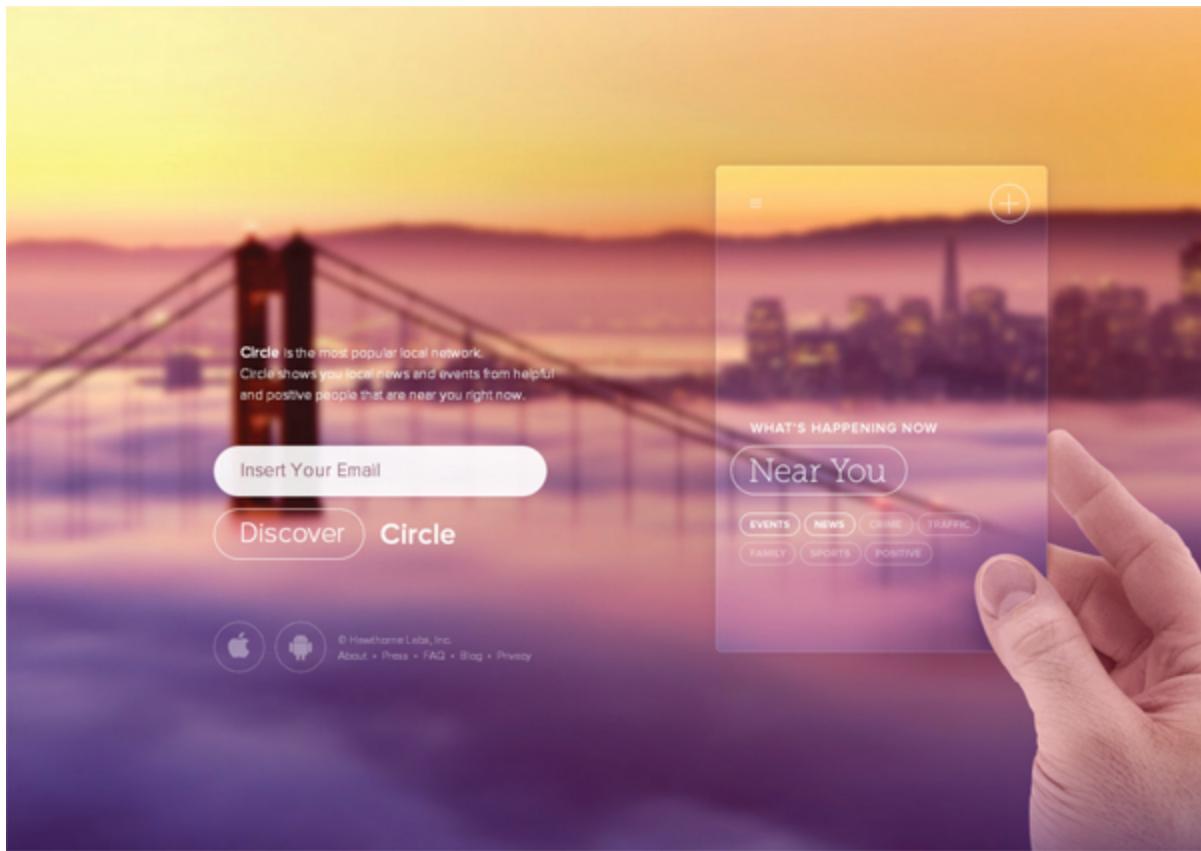


FIGURE 4: <http://circleapp.com>



<http://tailormade.pl>



Dzień dobry, nazywam się
Monika Adamczyk-Rokicka



Tworzę wnętrza ciepłe,
przytulne i niepowtarzalne.

Pragnę, by w projektowanych przeze mnie wnętrzach każdy czuł się wyjątkowo i z przyjemnością spędzał czas. Obcy mi jest chłodny i sterylny charakter pomieszczeń, w których nikt nie mieszka. Każde wnętrze zawiera bowiem częstkę swojego właściciela, jest przedłużeniem jego osobowości. Podchodzę do procesu projektowania przestrzeni bardzo poważnie, biorąc pod uwagę przede wszystkim to, kto będzie w niej mieszkał i jakie ma potrzeby.

Projektowanie i dekorowanie wnętrz zawsze było moją pasją. Dla niej zrezygnowałam z pracy w korporacji i po 12 latach odważyłam się na totalną zmianę w swoim życiu. Tworzenie przestrzeni dla innych jest bowiem tym, co daje mi prawdziwą satysfakcję.

Czerpię z klimatów retro oraz prowansalskich, rózniając je z tym, co dobre w nowoczesnych trendach. Bliski mi jest też styl skandynawski oraz klimaty industrialno-loftowe. Staram się poruszać w tych stylistykach tak, by powstały wnętrza ciekawe, osobiste, niesztampowe.

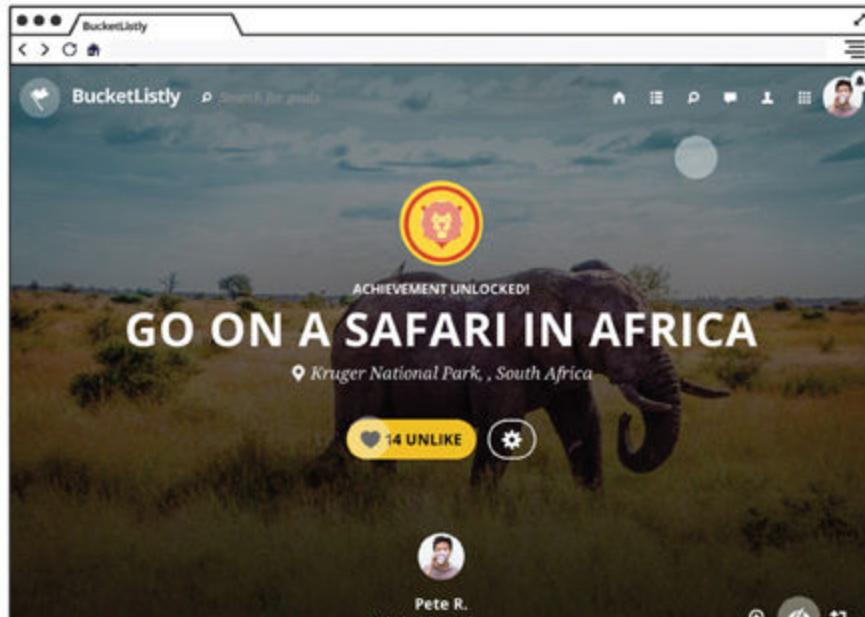
Wnętrza, w których każdy czuje się wyjątkowo.

www.bucketlistly.com



TURN YOUR LIFE INTO A GAME

With BucketListly, you can turn your life into a game by creating an online bucket list, discover bucket list ideas, achieve real life goals while earning levels and badges, and share your "Achievement Unlocked" moments with your friends





The screenshot shows a website with a header featuring a red navigation bar with white text: "Home" (highlighted), "Me", "Works", and "Find me". Below the header is a large red logo with the word "Danish" and a play button icon. To the right, the text "Music Addict Designer" is displayed in a stylized font. The main content area has a background image of a beach. It includes sections for "Hello, I'm Danish from Bulgaria!", "Latest projects", "My last.fm", "My tweets", "My skills", and "My Photos". Each section contains specific information and links. At the bottom, there are copyright and social media links.

Home **Me** **Works** **Find me**

Danish

Music Addict Designer

Hello, I'm Danish from Bulgaria!

I'm a designer but that's not just my profession, it's my big passion. I'm a music addict. I'm Bulgarian. I'm passionate about reading books. I'm inspired by nature, music and photography. I love shooting music concerts. I adore the summer and enjoy sunny days at the beach. I'm ready for freelance work!

Latest projects

Title: Free WP Theme
Url: free theme
My role: Web design, CSS and WordPress development
Date: February 2013
Type: Web site

My last.fm

King Me by Lamb of God 2 days ago
King Me by Lamb of God 2 days ago
King Me by Lamb of God 2 days ago
King Me by Lamb of God 2 days ago

My tweets

Visit my [portfolio](#) and [write](#) know what you think!

My skills

Web design
Graphic design
CSS coding
XHTML coding
WordPress development
Flash
Logo design
Photography

My Photos

Copyright ©2006. [Danish](#). All rights reserved.

Visit my [portfolio](#) and [write](#) know what you think!

You wanna know more about [me](#)? Find out!

[Like](#) [Share](#)

www.avalancheranch.com

The screenshot shows the Avalanche Ranch website's homepage. At the top, there's a navigation bar with links for 'THE CABINS', 'HOT SPRINGS', 'PRIVATE EVENTS', 'ACTIVITIES', 'ABOUT US', and 'FIND US'. There are also social media icons for Facebook and Email, and a 'BOOK NOW' button. The main content area features a large image of a tiered hot spring pool with water cascading over rocks. To the left of this image is a green sidebar with the title '★ THE POOLS ★' and a small icon of two people. Below this title is a dashed-line box containing text about the pools and a 'LEARN MORE' button. On the far left, there are smaller images of a cabin interior and a person in a hot tub. On the right, there are navigation arrows and a vertical sidebar with the text 'AVALANCHE RANCH' and 'CABINS & HOT SPRINGS'.

AVALANCHE RANCH
CABINS & HOT SPRINGS

THE CABINS | HOT SPRINGS | PRIVATE EVENTS | ACTIVITIES | ABOUT US | FIND US

f e BOOK NOW

★ THE POOLS ★

LEARN MORE

© 2013 AVALANCHE RANCH | 12863 ST. HWY 133, REDSTONE, CO 81623 | 970-963-2846 | DESIGN BY 970

KUDOS | THE STORE | POLICY | WAIVER | SITEMAP

<http://www.mehdi-benyouunes.cwom/fr/lead-developpeur-webdesigner-chef-de-projet/index.html>

The screenshot shows a professional website with a dark blue background. On the left, there's a vertical sidebar with a yellow header 'Rscollab' containing a mail icon and a 'Menu' section with links like 'Haut de page', 'CEO Rscollab', etc. The main content area features a large graphic of overlapping triangles in blue, green, and yellow. At the top, there are navigation tabs: 'CEO Rscollab', 'Professionnel du web', 'Toujours en pointe', 'Informations clés', and 'Parcours (mini CV)'. Below these are two main sections: 'CEO Rscollab' (with text about being CEO of Rscollab since February 2012) and 'Lead développeur' (with text about being a developer). Each section has a 'Découvrir la startup Rscollab' or 'Découvrir mon parcours' button. A quote at the bottom left reads: 'Je suis un passionné du web et des NTIC depuis tout petit et ce n'est pas prêt de s'arrêter !'. The bottom right features icons for a double arrow, a paintbrush, a map, and a lightbulb.

Haut de page
CEO Rscollab
Professionnel du web
Toujours en pointe
Informations clés
Parcours (mini CV)

Mehdi Benyouunes

CEO Rscollab

Professionnel du web

Toujours en pointe

Informations clés

Parcours (mini CV)

CEO Rscollab

Depuis février 2012 je suis CEO de la startup Rscollab. C'est un projet ambitieux pour lequel je consacre toute mon énergie.

Découvrir la startup Rscollab

Lead développeur

Certains diront que je suis exigeant, d'autres pointilleux. Je suis avant tout un grand passionné qui aime le travail bien fait !

Découvrir mon parcours

Je suis un passionné du web et des NTIC depuis tout petit et ce n'est pas prêt de s'arrêter !

<http://insandoutssapp.com>



INS & OUTS

Every baby's a little different.

Get to know your newborn's natural patterns with Ins & Outs — a simple activity tracker for iPhone.

[Get the App](#)

Designed for iOS 7.

Track the basics

Keep track of how often your baby eats, sleeps, and needs changing.

Find your baby's patterns

See daily and weekly trends — like time between feedings — on clear, colorful charts.

Share with the whole family

Invite other caregivers. Track multiple babies. Stay in sync, even when a timer's running!

© 2014. Made at The Factory.

Help Terms of Use [Like](#) [Follow](#)

www.thehippohouse.com

The screenshot shows the homepage of the Hippo House website. At the top left is a circular logo with a black hippo silhouette and the words "HIPPO HOUSE". To its right is a small image of the shop's interior. Above the main content area is a blue header bar with the text "FOLLOW US ON TWITTER" and a Twitter icon.

HIPPO HOUSE
coffee, sandwiches & treats

Call: 0191 222 1007
to place an order

Open
Monday - Friday
8:00am - 3:00pm

27 Collingwood Street
(opposite Revolution)
NE1 1JE

hello@thehippohouse.com

Takeaway Menu
We have a delicious range of sandwiches and toasties for you to choose from along with our superb coffee!
[Download our takeaway menu](#)

Outside Catering - We Deliver
Bored with the same old crusty white triangles for your lunch platters? There is an alternative – try our mini stottie trays!
[Download our outside catering menu](#)

Loyalty Cards
Caffeine addict? Buy 9 of our coffees and get your 10th on the house! Pick up your card in our shop.

Design Driven to Perfection

www.suavia.it



Ribbons

In Volume 3 of my Idea Books, I featured a section on ribbons and frankly I thought it was a style that had run its course. At the time of that book's writing, the use of fabric textures and fancy edge treatments were both particularly popular. This combination worked well and was a defining visual of the time period. As I said, I thought the trend was over. But this is not the case: it turns out that ribbons are still rather popular, but with a new twist. Instead of attempting to create more realistic ribbons with fabric textures, designers have merged the element with the ever-popular flat design style.

A perfect demonstration of this is the Festival Guide ([FIGURE 1](#)). Here the flat style is at work (though the ribbon does have a fairly unrealistic drop shadow that sets it apart from the background). Note that it doesn't attempt to look photorealistic, and the basic shadow works well in this design. The most interesting twist here is that the ribbon element is actually the main call to action. Though it doesn't look like a button, we understand what it does based on the action-oriented text and the placement on the page. It somehow feels like the thing a user should go do. I am always impressed with something feels natural and intuitive; I tend to think it is an elegant solution when this magic combination happens.

In other cases like the Timmy Tompkins site ([FIGURE 2](#)) or Alkopedia ([FIGURE 3](#)) and even James Hsu ([FIGURE 4](#)), the ribbons are more or less used as decorative elements. In some ways, they serve to attract attention to what you might consider the beginning of the content. In this way they help drive the user's focus. But I would only give this element a

trivial amount of credit for this in these designs. In reality, there is nothing wrong with using something just because it is beautiful. It might not be as graceful or minimalist, but who cares? As you can see here, the results are beautiful and fit the modern web nicely. The ribbons work perfectly.

One of the more unique uses of the element that I have seen can be found on the Super Sync website (**FIGURE 5**). This experimental site from Google has an extremely distinct style and its illustration-based design feels unique. It is not surprising that Google would innovate, but I am surprised at the creative focus of this site. The story the site tells and the experience you have discovering it is amazing. The ribbon here simply serves as a supporting element in the overall content—there is no deep meaning that gives the element purpose. It is just yummy.

FIGURE 1: <http://blog.ticketmaster.co.uk/festival-quiz>

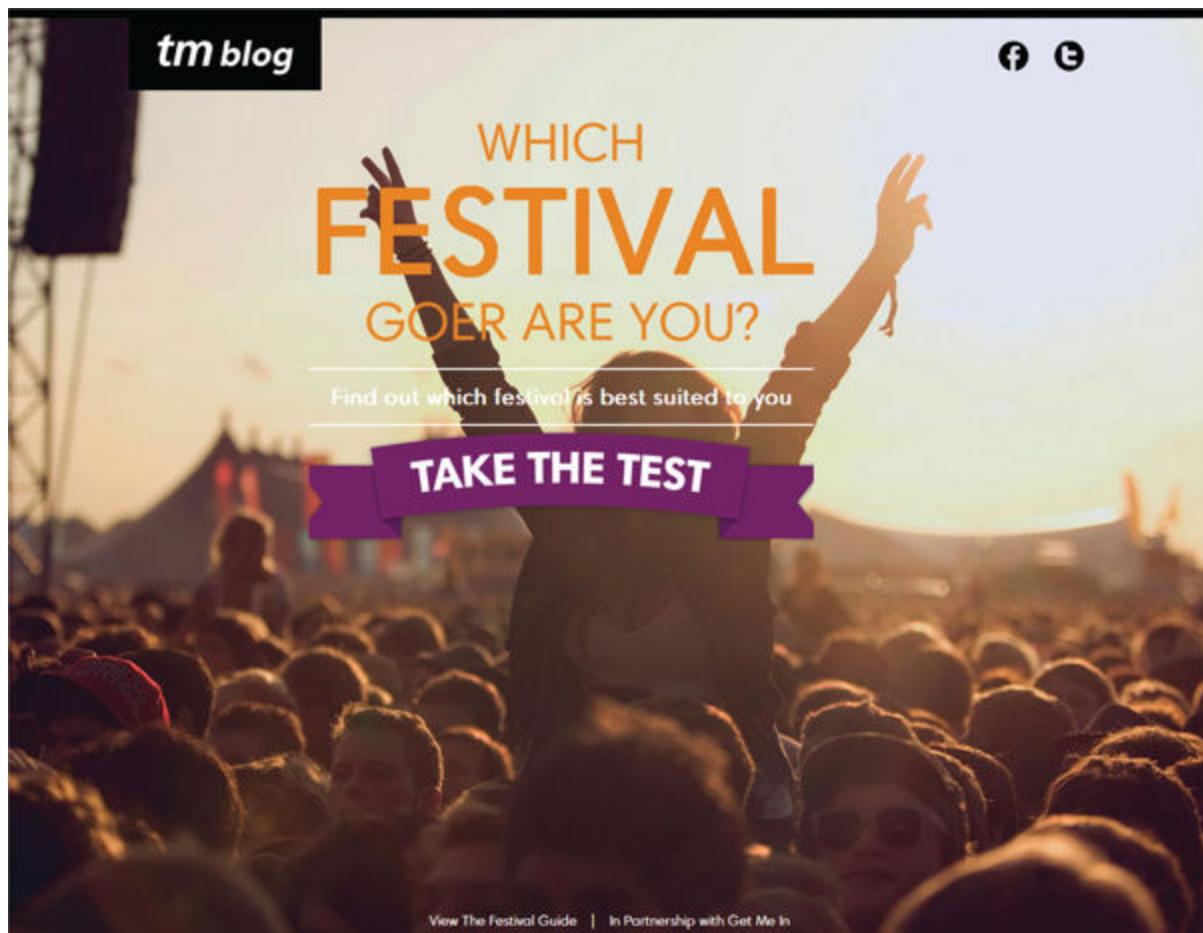


FIGURE 2: <http://timmytompkinsapp.com>



FIGURE 3: <http://alkopedia.dareville.com>



FIGURE 4: www.hellojameshsu.com

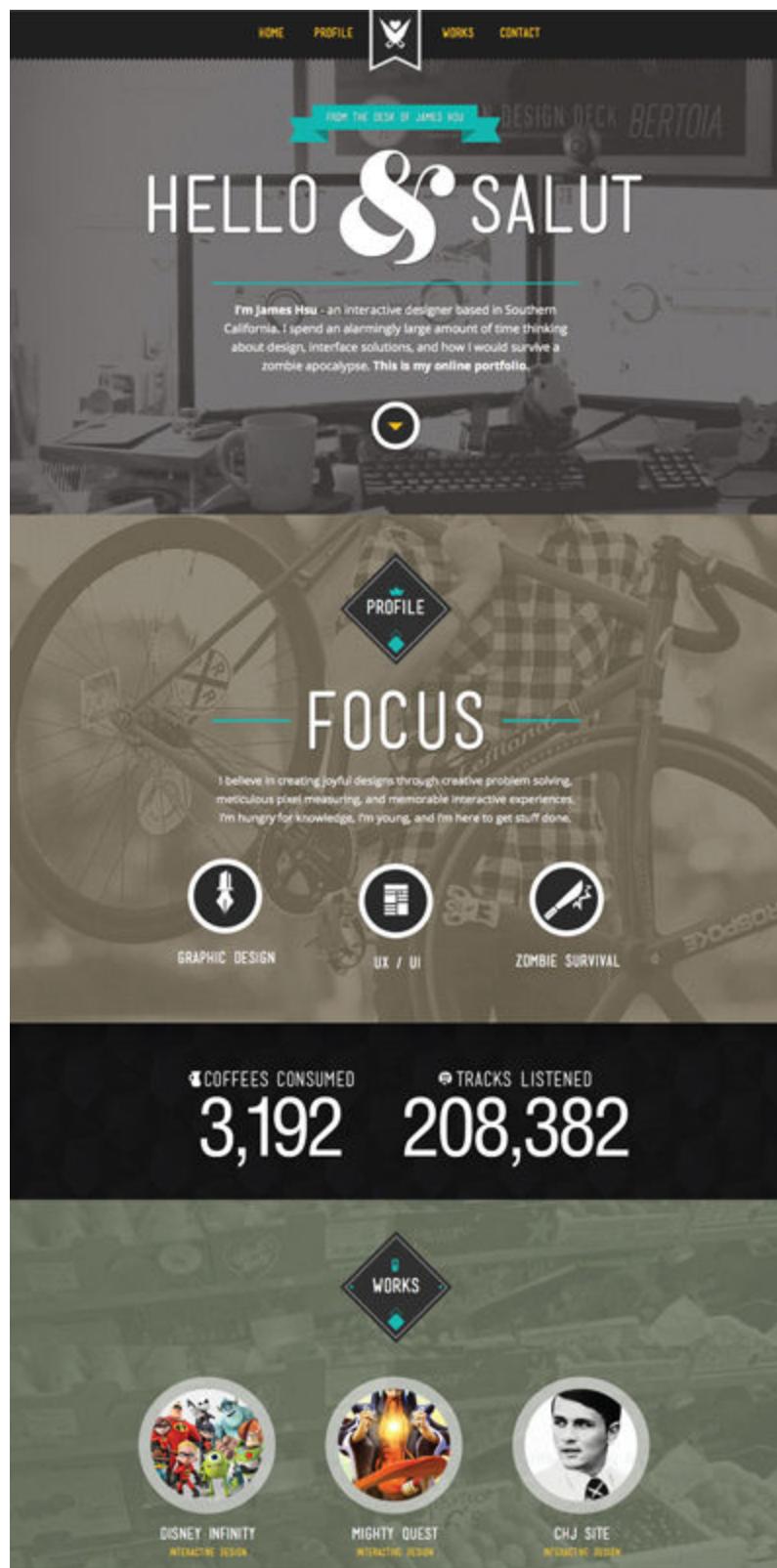
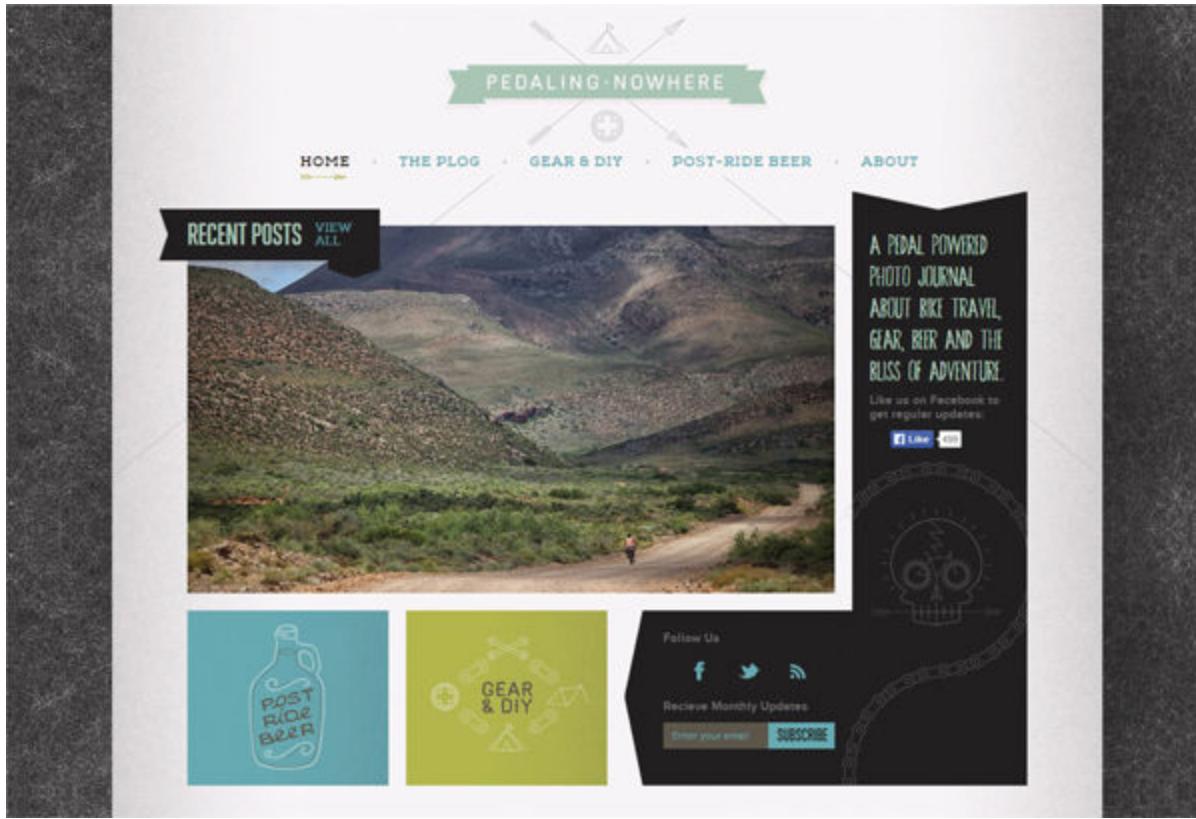


FIGURE 5: www.chrome.com/supersyncsports



www.pedalingnowhere.com



www.mrvvisual.info

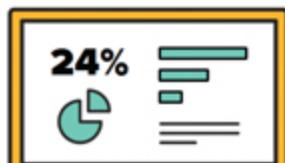
ABOUT ME WHAT CAN I DO? **Mr. Visual** IMPRESSED CLIENTS CONTACT

POLISH

..... HI, I'M MR. VISUAL

I am a brand of ENGRAM agency

..... WHAT DO I VISUALIZE?



Infographics

I can visualize and explain almost every subject in an easy way. I make world more understandable.

<http://bigtop.it>

The screenshot shows the homepage of the Tech Jobs Under the Big Top website. The header features a red banner with navigation links for HOME, EVENTS, CONTACT, and JOBS. A central graphic for "TECH JOBS UNDER THE BIG TOP" is displayed, with "TECH JOBS" in a smaller circle above "UNDER THE BIG TOP" in a larger circle. Below the graphic is a section titled "What" which describes the event as a place where tech companies pitch open positions to job seekers, mentioning hot dogs and jugglers. To the right is a section titled "When" indicating the event is coming in the spring of 2014. The background of the main content area features a stylized illustration of people riding bicycles and juggling, set against a backdrop of large green leaves.

What
Jobs. Hot dogs. Jugglers.
Tech companies pitch open
positions to job seekers.

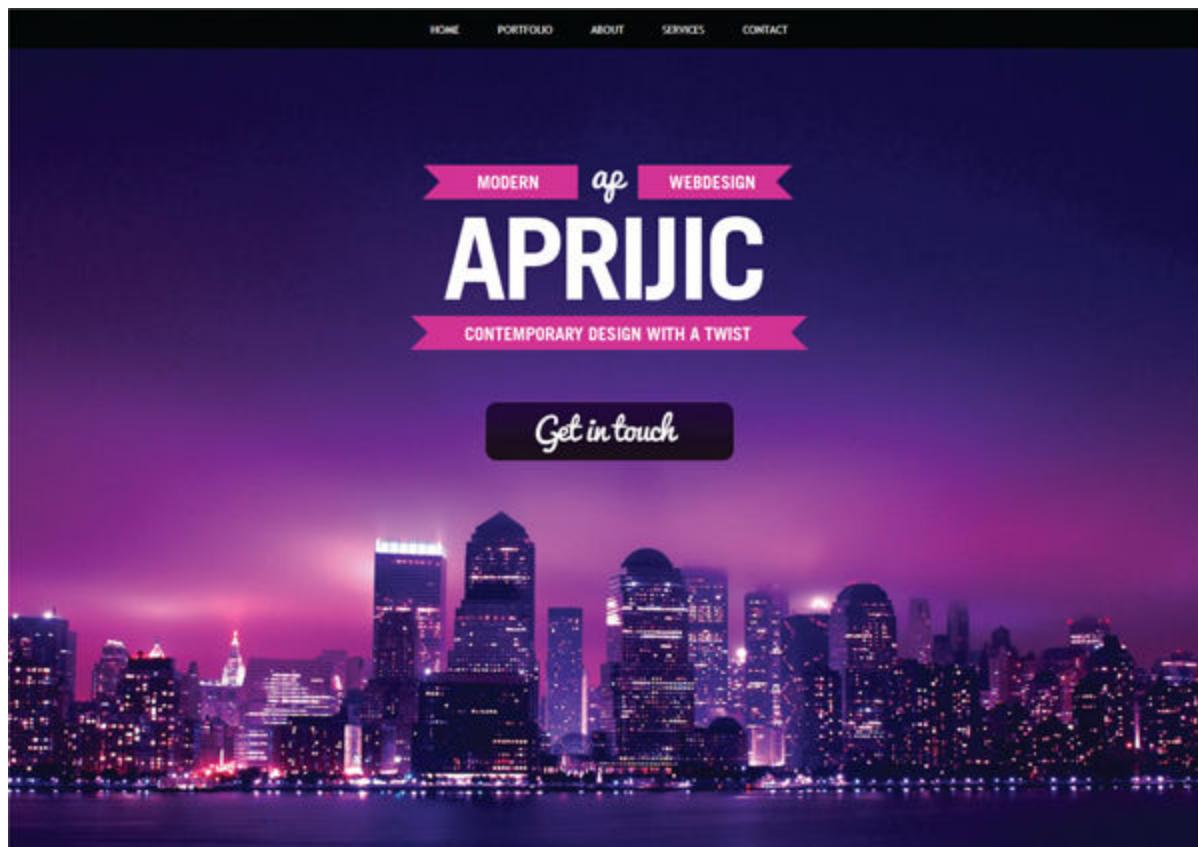
When
Coming in the spring of
2014. Contact Us to share
your email and we will add
you to our mailing list.

For Tech Companies
Looking for that elusive full-stack developer? Ready to augment your marketing team with an experienced online marketer? Time to blow out your outbound sales team? Do you want to put your company in front of hundreds of prospective job seekers? Looking for a cost-effective way to recruit? The Big Top Job Fair provides a platform to answer all of these goals in an energetic, high-impact event. There is no better way to find perfect candidates for your critical job openings.

For Jobseekers
Ready to find that perfect job with that perfect company? Tired of looking online and submitting resumes to faceless executives? Yearning to get a glimpse into a company's culture? The Big Top Job Fair first places 12-15 local companies on stage as they pitch YOU on why you should come work for them and then makes their hiring managers available to you for general networking.

[See the Upcoming Events](#)

www.aprijic.com



www.the53rdparallel.com

The screenshot shows the homepage of the 53° Parallel website. At the top, there's a navigation bar with links for T-SHIRTS, PRINTS, ARTISTS, and BLOG. On the right side of the header, there are links for FREE UK SHIPPING ON ALL PRODUCTS, LOG IN, 0 ITEMS, and CHECK OUT. The main title "53° PARALLEL" is prominently displayed in the center, with "CURATORS OF GRAPHIC ART" underneath it. Below the title is a photograph of a screen printing setup with several t-shirts hanging on a line, one of which has a blue graphic print. To the right of the photo, the text "WE CURATE & SCREEN PRINT UNDISCOVERED ART GIVING 50% OF THE PROFITS BACK TO THE ARTIST." is displayed, followed by a smaller paragraph about their ethical practices. A "SHOP FOR TEES" button is located below this text. On the left, there's a section for signing up to the newsletter with fields for name and email, and a "SUBSCRIBE" button. On the right, there are two product categories: "T-SHIRTS" showing a yellow t-shirt with a large "B" graphic, and "PRINTS" showing a black rectangular print of an octopus. The background features a light gray hexagonal grid pattern.

T-SHIRTS PRINTS ARTISTS BLOG

FREE UK SHIPPING ON ALL PRODUCTS

LOG IN 0 ITEMS CHECK OUT

53°
PARALLEL
CURATORS OF GRAPHIC ART

WE CURATE & SCREEN PRINT UNDISCOVERED ART GIVING 50% OF THE PROFITS BACK TO THE ARTIST.

Where possible we use ethically conscience materials, our t-shirts are 100% organic cotton & we use lead free inks. Our print paper is produced by Conqueror who are FSC certified with a focus on recycled paper

SHOP FOR TEES

SIGN UP TO OUR NEWSLETTER TO GET PROMOTIONS & EVENTS UPDATES

You can regularly find us at events, pop up shops & fairs, get all the latest news and promotions in your inbox so you never miss a thing.

name

email

SUBSCRIBE

T-SHIRTS

PRINTS

www.ejectorseat.co.uk



<http://teslathemes.com>

The screenshot shows the homepage of the Tesla Themes website. At the top, there's a dark header bar with the text "PREMIUM WORDPRESS THEMES CLUB" on the left, "REGISTER" and "LOGIN" buttons on the right, and a small "TESLA THEMES" logo. Below the header is a large banner featuring the text "PREMIUM WORDPRESS ARTWORKS" and three red ribbons with the words "CLEAN DESIGN", "POWERFUL FEATURES", and "GREAT SUPPORT". To the left of the banner is a vertical sidebar with icons for Home, Themes, Pricing, Blog, Support, and Affiliates. In the center, there's a large image of a green chameleon's face. Below the banner are two buttons: "Why TeslaThemes?" and "View Our Themes". At the bottom of the main content area are links for "SPECIAL OFFER", "ADVANTAGES", "CLIENT TESTIMONIALS", and "BLOG". A call-to-action bar at the bottom features a purple button on the left labeled "FREE WP THEME OF THE MONTH" and a white button on the right labeled "GET OUR PREMIUM WORDPRESS THEME FOR FREE".

Prompt to Scroll

Like transparency, another somewhat mundane element is the prompt to scroll. Elements like this tend to be more subtle elements that come define a slice of time in the web design world. For example, snap back to the web 2.0 craze, complete with shiny designs. One such detail at that time was the badge. I featured this in Volume 1 of my books. It was a trivial element that was a hallmark of the time. Such is the case with the element presented in this chapter. Here I showcase a variety of sites that, upon landing on them, entice you to scroll down with some sort of element. There is a wide variety in terms of the content on the home page: some are void of content, others are packed with it. But all of them share an idea—to encourage users to scroll.

On the surface, this seems almost silly. After all, don't users know to scroll? It isn't as though scrolling is a new thing. On the contrary, I think it is interesting to have such an element. Every time I see one of these, I think of a little bell sitting on the counter of a store near the register, with a sign that says "Ring for service." Most people know what the bell is for even without the sign. So why label it? I think it is a sort of invitation, a verification of its purpose. Having an invitation to scroll suggests to users that the content below has a purpose.

On the web, a common pattern is to pack the most important content at the top of the page, and as you move down the page the content becomes less and less critical. This is not too much different from how news articles are written. Perhaps your site makes the most sense if you consume all the

content. Or perhaps you simply have incredibly meaningful content below the fold. If so, entice your users to scroll with a simple invitation.

On many sites, this invitation is nothing more than a downward pointing arrow. Sites like the Oakley store (**FIGURE 1**) demonstrate this approach. It is a method that works, but frankly I think it can be improved upon. I tend to gravitate towards the Diesel (**FIGURE 2**) approach that not only points down, but also includes the word scroll. In this case, it is vividly clear what the user is supposed to do.

FIGURE 1: <http://moto.oakley.com>

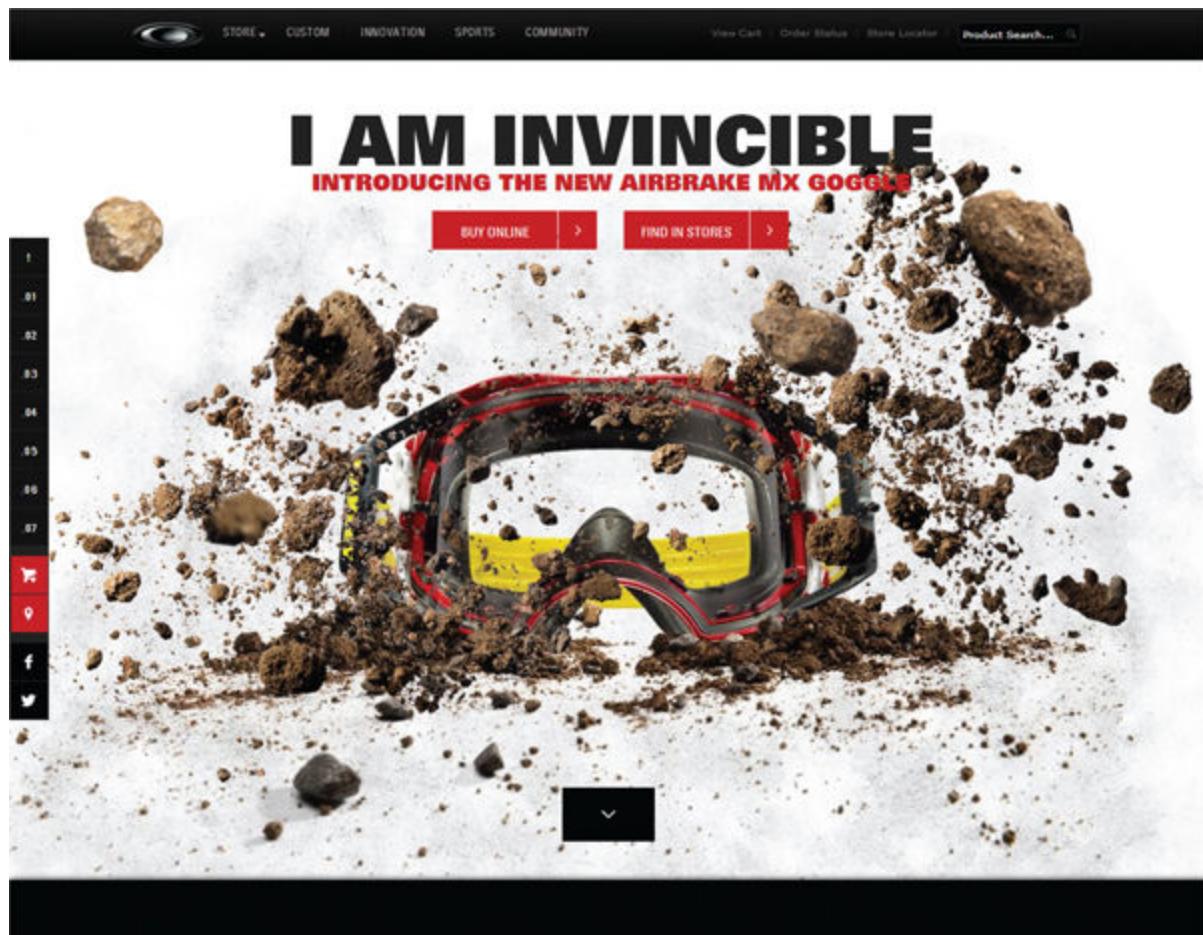


FIGURE 2: www.diesel.com/collection-diesel-home



<http://hthworldwide.net>

HTH Worldwide | Healthcare Technologies
for the World Traveler

Services

Partnering

Contact

Looking for Insurance Plans?

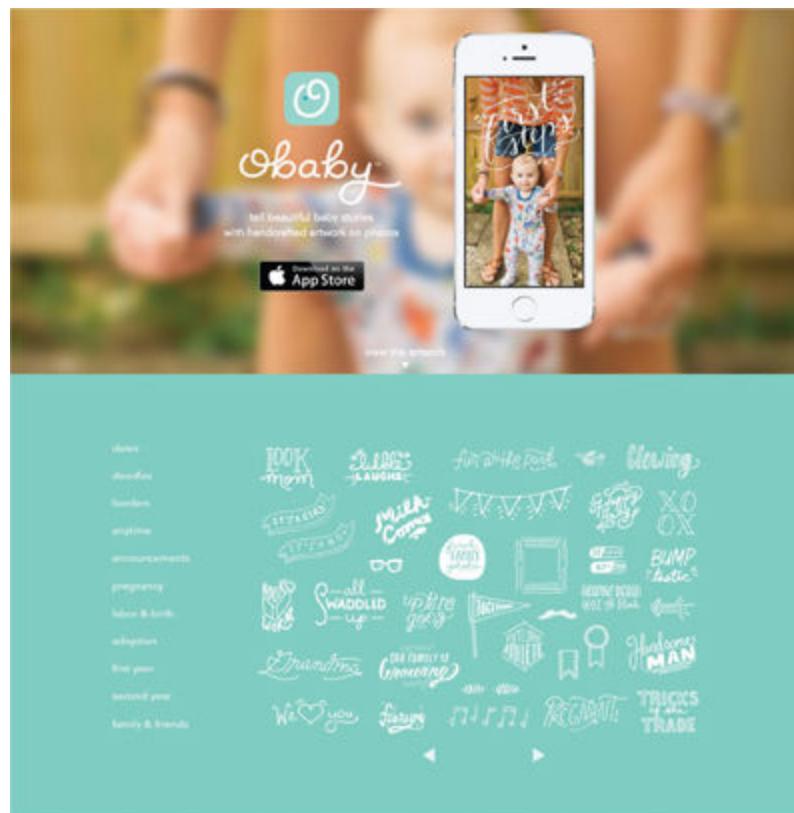


Be a knowledgeable partner that accompanies world travelers during

EVERY STEP OF THE JOURNEY.



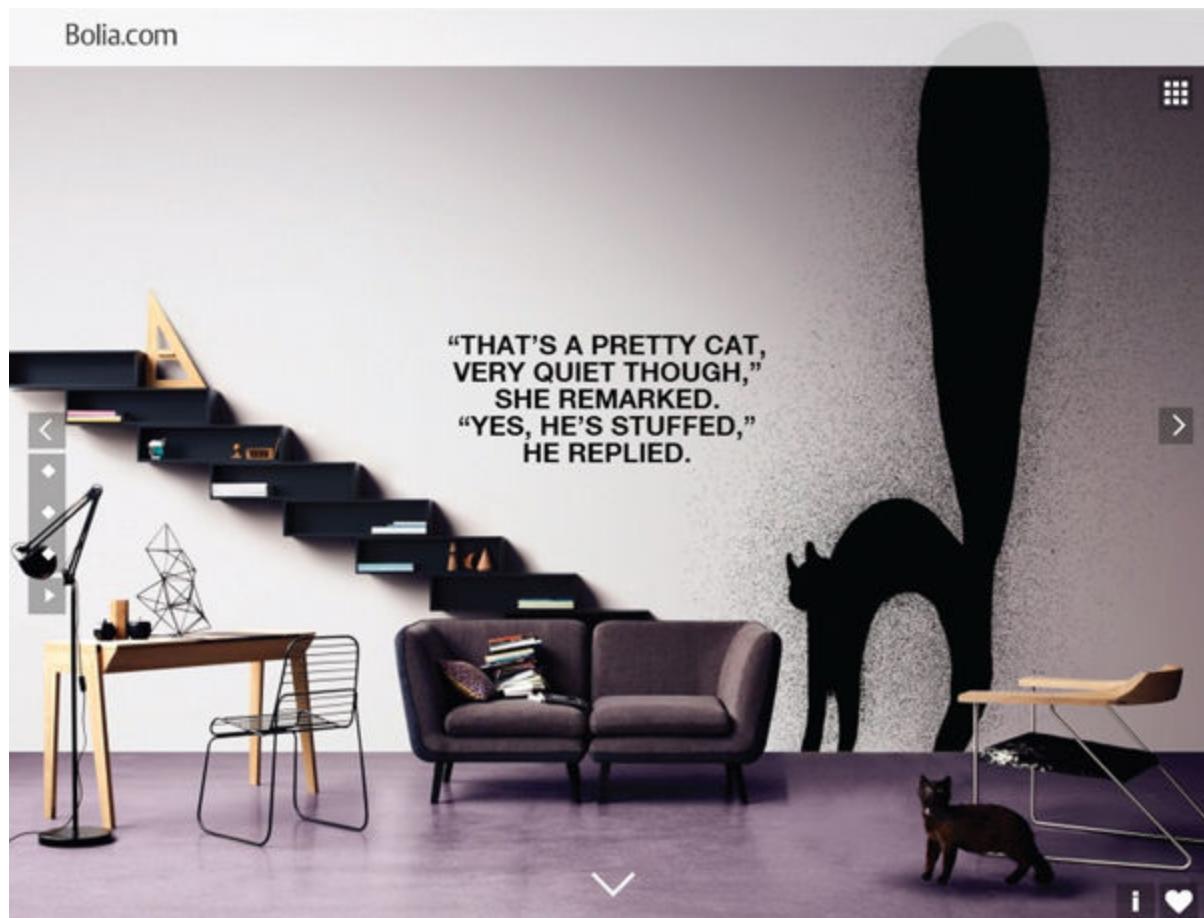
www.obabyapp.com



Three main sections are shown: 1) A green icon of a vertical arrow pointing up, labeled "plethora of artwork". It includes text about the app's collection of over 300+ illustrations and the option to suggest new ones. 2) A lightbulb icon labeled "have artwork ideas?", with a button to "make a suggestion". 3) A shield icon labeled "super safe", with a detailed explanation of privacy and security measures.

A promotional section for "Obaby+" featuring a green banner at the top with the text "give the gift of Obaby+". Below it, a paragraph describes Obaby+ as a gift edition. A "gift Obaby+ for \$14.99" button is shown, which includes a small image of a baby and the text "includes 60+ hand-drawn illustrations plus all future additions". At the bottom, instructions are provided: "Instructions: go to Obaby+ in the App Store, press the share button [camera icon], then press the gift button [square icon]."/>

<http://lookbook.bolia.com>



www.mgo.com/dinner



M GO
EXCLUSIVE

**DINNER & A
DOWNLOAD**

Featuring some of the hottest celebrity chefs, Dinner & A Download introduces a complete home entertainment experience from the kitchen to the couch. Each episode features five great movie selections along with unique culinary dishes our chefs were inspired to create.

**WHAT IS
DINNER & A
DOWNLOAD?**

PREVIEW  **the SHOW**

www.posterista.co.uk

The screenshot shows the homepage of the Posterista website. At the top, there's a red header bar with the 'Posterista' logo on the left and navigation links for 'Gift vouchers now available', 'Let's get started', 'About', and 'Sign in' on the right. Below the header, a large banner features the text 'Share the love!' and 'Gift vouchers now available!' with a 'Order now' button. To the right of the text is a photograph of a wall with a framed collage of many small images. Below the banner, there are three main sections: 'PICK YOUR STYLE' (with an icon of two overlapping squares), 'SELECT YOUR GALLERY' (with an icon of a cloud with an upward arrow), and 'CREATE YOUR POSTER' (with an icon of a document). Each section includes a brief description: 'Pick from our range of sizes, formats and colours that suit your style.', 'Login using your favourite social media site and let us do the rest.', and 'Your poster, printed on our premium heavyweight paper delivered within 7 days!'. The background of the main content area is red.

Posterista

Like 1.1k Tweet 81 Pin It 13 G+1 8

Share the love !

Gift vouchers now available!

Order now

PICK YOUR STYLE

Select from our range of sizes, formats and colours that suit your style.

SELECT YOUR GALLERY

Login using your favourite social media site and let us do the rest.

CREATE YOUR POSTER

Your poster, printed on our premium heavyweight paper delivered within 7 days!

www.phytech.com



MONITOR

Patterned, innovative devices are connected to the best sensor in the world - the plant - constantly monitoring its heartbeat, showing the growth rate and status. Supported by soil moisture and micro climate sensors, the data is communicated from anywhere in the world to our secured, cloud-based servers.

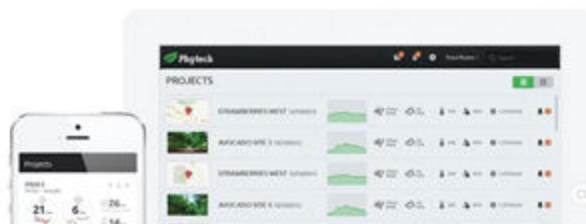
ANALYZE

Data is analyzed in Phytech servers, providing growers with insight into the crops status and alerting them to stress situations and their root causes. Real time analysis is accessible via our web and mobile applications.

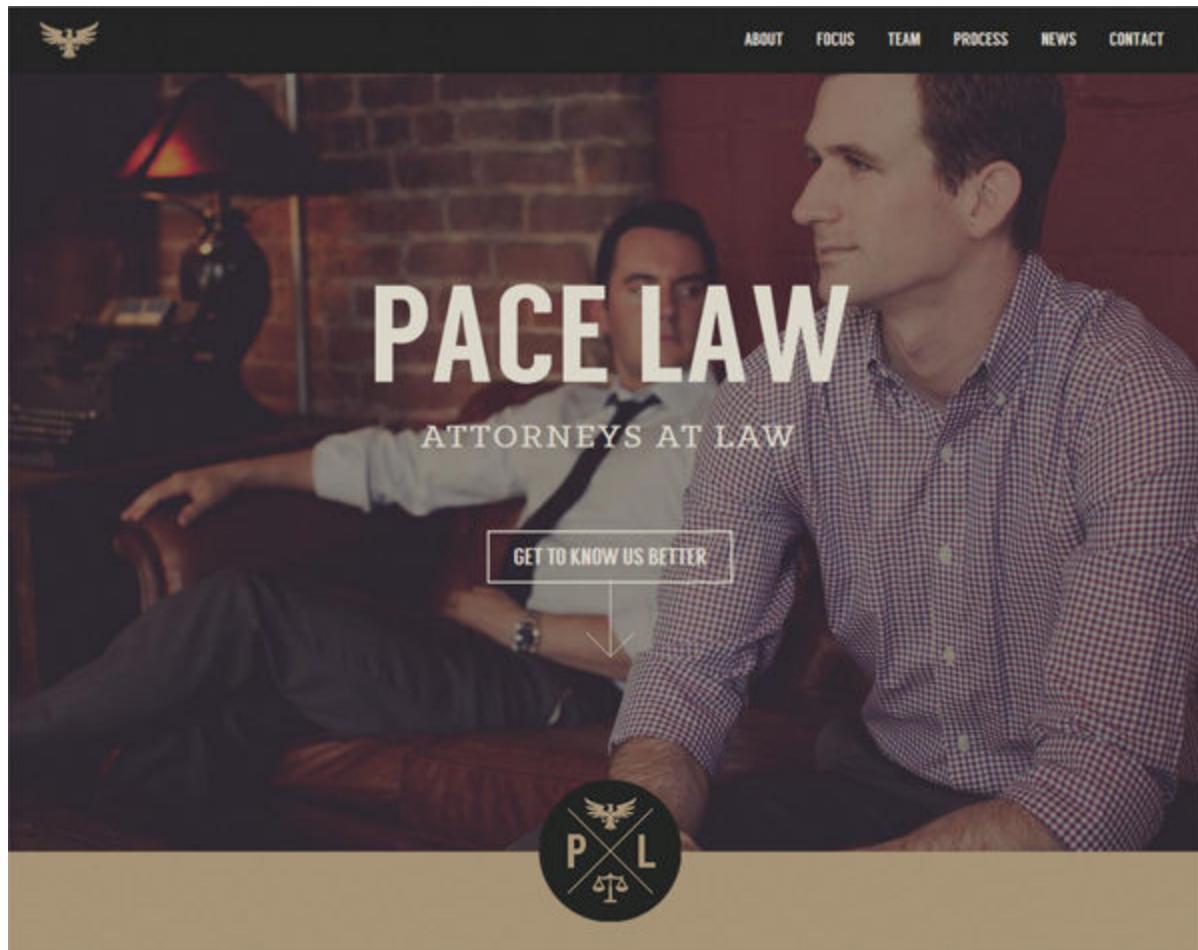
ACT

Information and knowledge received from the plant provide growers with immediate feedback of their actions, enabling prompt reaction, leading to better crop management decisions.

[SEE EXAMPLE ▾](#)



<http://pacelaw.com>



www.paperandpaint.dk



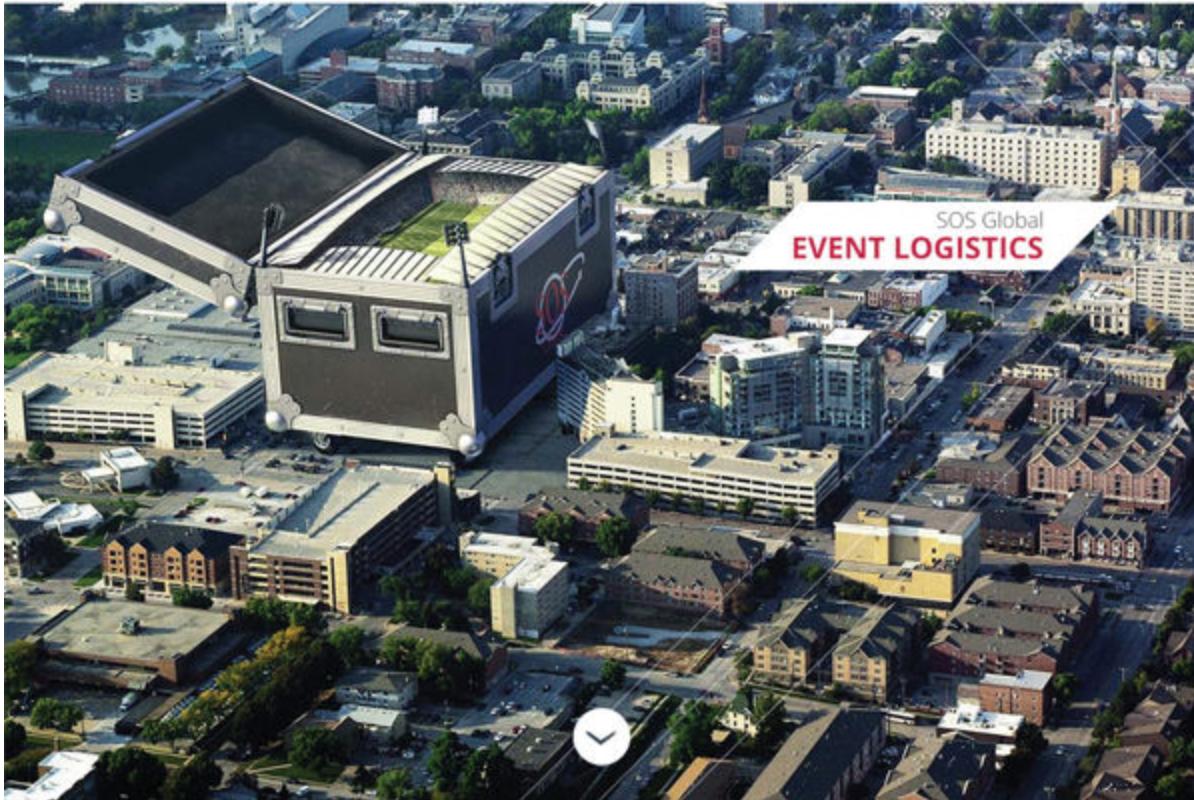
UDVISKET
KONTRAST

Det er halvt gennemsigtigt, som skabt af dis og tåge. Bag det skimter vi måske omrisset af noget. En eviggydig farveskala, der bevæger sig omkring den hvide farve og udvisker alle hårde kontraster.

www.sosglobal.eu/en



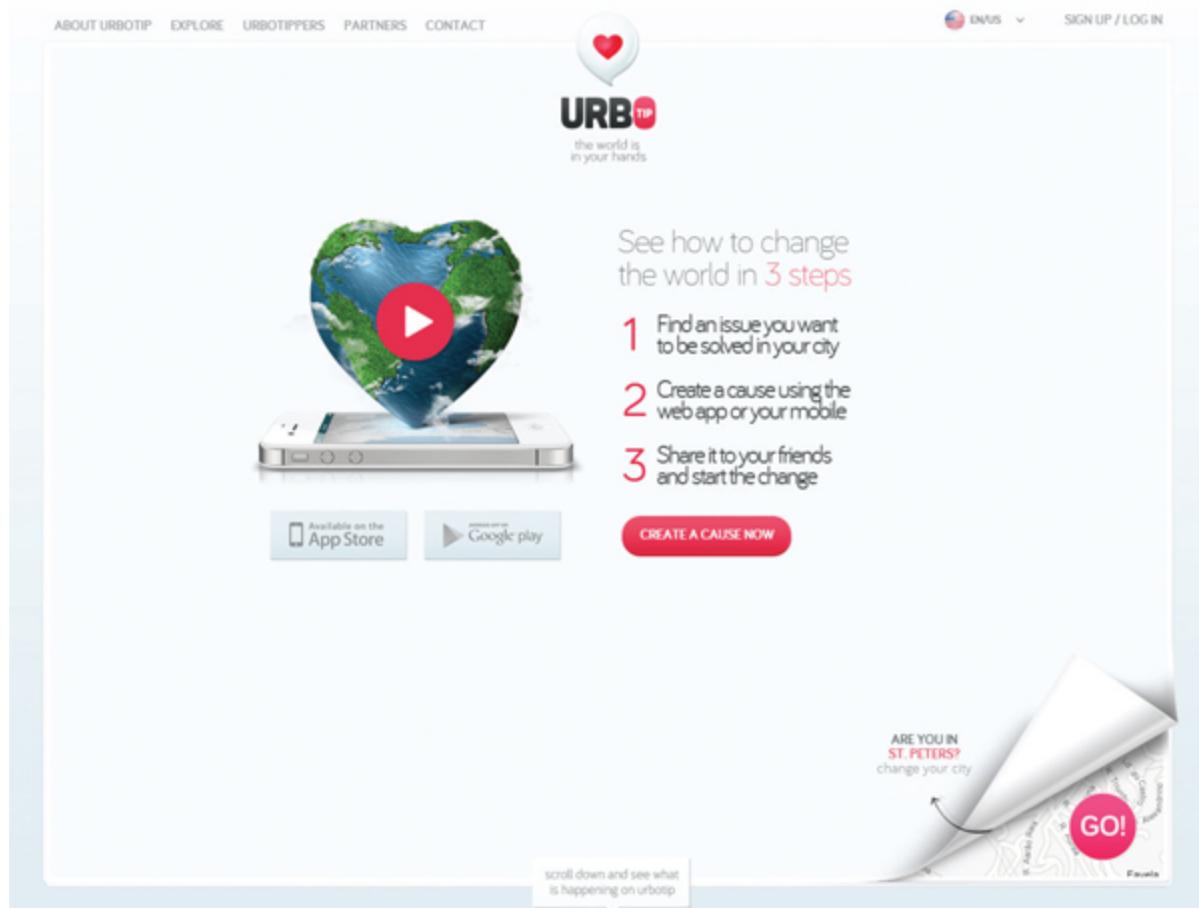
COMPANY SERVICES MARKETS CONTACT NEWS DOWNLOADS LINKS DE EN



www.mahedineyaha.fr



<http://www.urbotip.com/>



The image shows the homepage of the URBOTIP website. At the top, there is a navigation bar with links for "ABOUT URBOTIP", "EXPLORE", "URBOTIPPERS", "PARTNERS", and "CONTACT". On the far right of the navigation bar are "EN/US" and "SIGN UP / LOG IN" buttons. The main header features the "URBOTIP" logo with a heart icon above it, and the tagline "the world is in your hands". Below the header, there is a large image of a smartphone displaying a heart-shaped globe with a play button in the center. To the right of this image, the text "See how to change the world in 3 steps" is displayed, followed by a numbered list: 1. Find an issue you want to be solved in your city; 2. Create a cause using the web app or your mobile; 3. Share it to your friends and start the change. Below the list are download links for "Available on the App Store" and "Google play", and a red "CREATE A CAUSE NOW" button. In the bottom right corner, there is a small map of St. Petersburg with a pink circle labeled "GO!" and the text "ARE YOU IN ST. PETERS? change your city". A call-to-action at the bottom left encourages users to "scroll down and see what is happening on urbotip".

ABOUT URBOTIP EXPLORE URBOTIPPERS PARTNERS CONTACT

EN/US SIGN UP / LOG IN

URBOTIP
the world is in your hands

See how to change the world in 3 steps

- 1 Find an issue you want to be solved in your city
- 2 Create a cause using the web app or your mobile
- 3 Share it to your friends and start the change

Available on the App Store

Google play

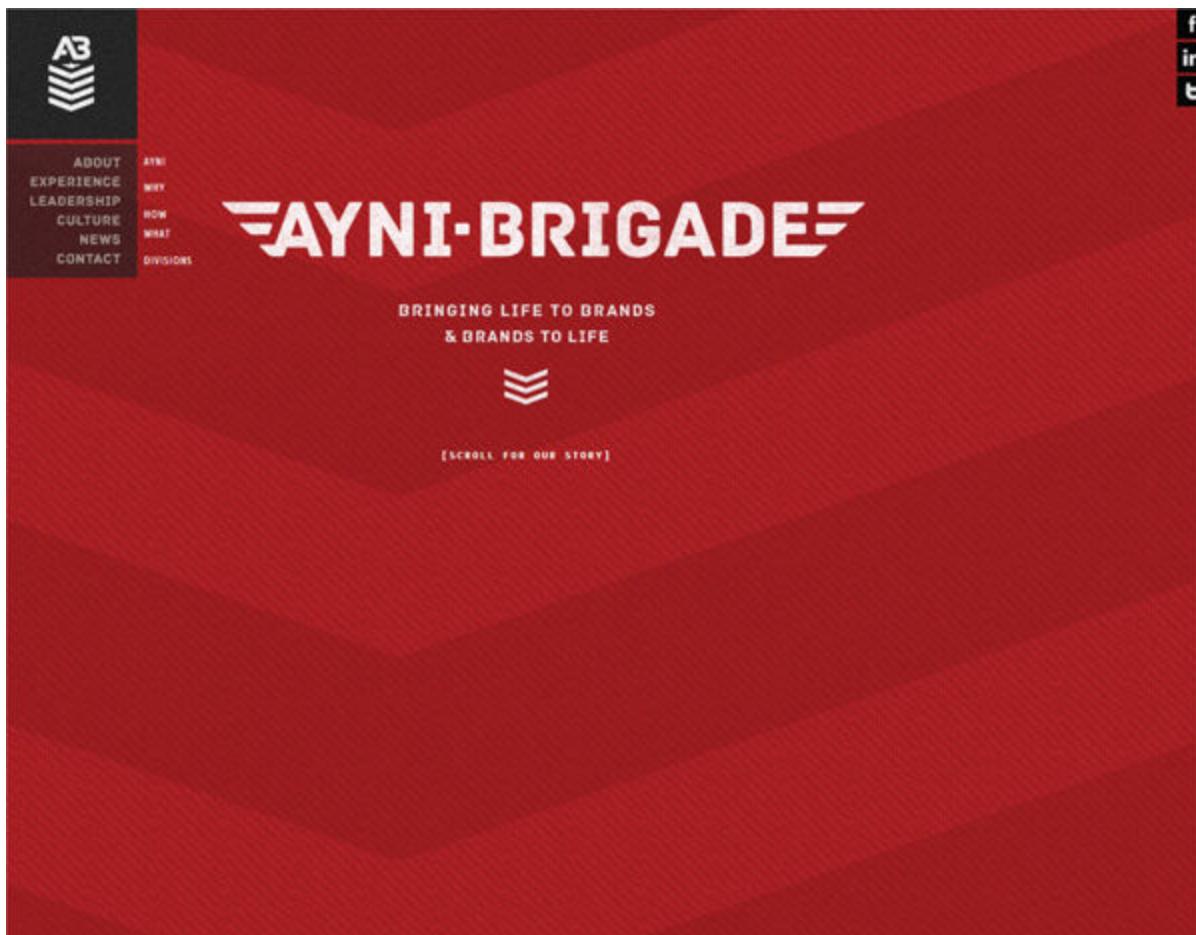
CREATE A CAUSE NOW

ARE YOU IN
ST. PETERS?
change your city

GO!

scroll down and see what is happening on urbotip

<http://aynibrigade.com/>



<http://www.librotecaelgatodecheshire.es/>



<http://go.angrybirds.com/>

The page features a large central image of Red Bird riding a vehicle on a rocky track. Below it is a video player showing a race scene from the game. A 'SHARE!' button with social media icons is at the top left. The Rovio logo is in the top right. A 'READY...SET...ANGRY BIRDS GO!' banner is at the bottom. A 'Download now!' button with a piggy bank icon is on the right. Three small bird icons are at the bottom center. Logos for 'TELEPODS' and 'Hasbro' are at the bottom.

SHARE!

ANGRY BIRDS™
GO!

READY...SET...ANGRY BIRDS GO!

DOWNLOAD NOW!

Angry Birds Go! Official Gameplay Trailer - Gam...

Angry Birds GO!

Download now!

TELEPODS

Hasbro

Introducing a groundbreaking way to play!

In-Page Navigation

An extremely popular approach to designing pages is the single page site. In this model, an entire multipage website is packed into a single page. This might be an entire site, or it might be an entire section. For example, many product pages on major manufacturer's websites are really huge, singular pages used as a modern day brochure to sell the product. Inside of these pages there is a need for navigation. Even though it is a single page, quite often there are multiple blocks of content that can be treated as separate pages. Two common approaches have emerged as solutions to this need. The first is to have a navigation bar across the top that sticks to the top of the page as you scroll. The second is to place some sort of vertical navigation bar along the side of the site. This second approach is what I want to focus on here.

The main reason I have singled out this approach is that it tends to be less typical. The web has long relied on horizontal navigation systems at the top of sites. Therefore, I find this trend more interesting and inspiring to analyze as a potential solution.

I believe that the first version of this trend emerged as an adaptation of the typical content slider. More specifically, many sites rely on a series of dots where each represents a portion of the content. Clicking these dots scrolls you to that part of the page. This is an extremely popular approach and many of the examples here rely on this method. While the solution works, I have a few thoughts on it. First and foremost, I have a real concern about the lack of labels. Mystery navigation like this means the user has no clue what they are clicking on. And if they find something they like how do

they find it again? Users would have to randomly click until they find it again. The usability of these sites would be enhanced with some sort of labeling system.

This naturally brings us to the second subset of sites found in this chapter. These sites also rely on the sidebar navigation approach. In contrast, they provide additional information about each block of content. From icons to text labels, the exact solutions vary, but the result is a much more clear navigation system. You can more easily find your way around, focusing on the content you care about most. And, as described above, you can find your way back to content you previously discovered. In my opinion, this is a much stronger use of the technique. Naturally, it takes more work to build, but I think the results are well worth the effort.

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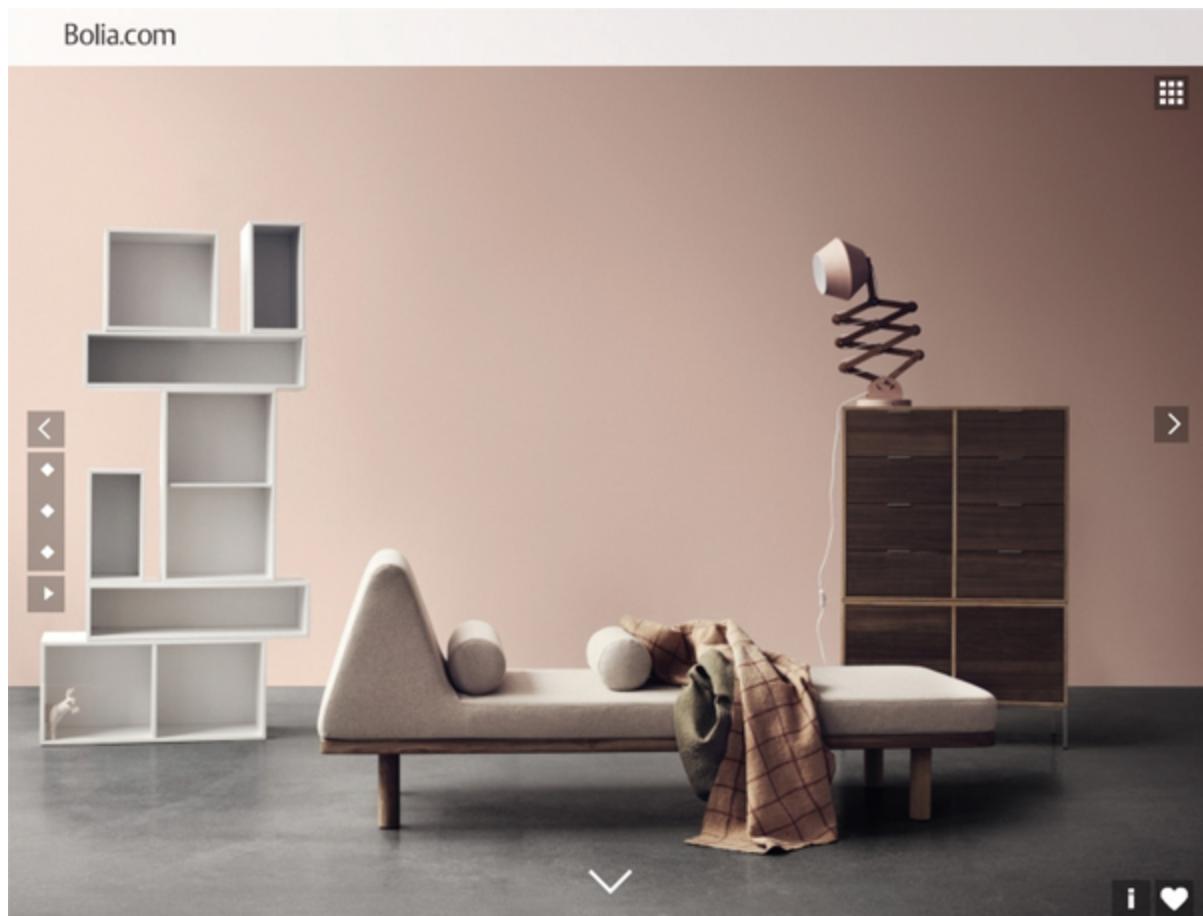
www.altek.com.tw/cubic



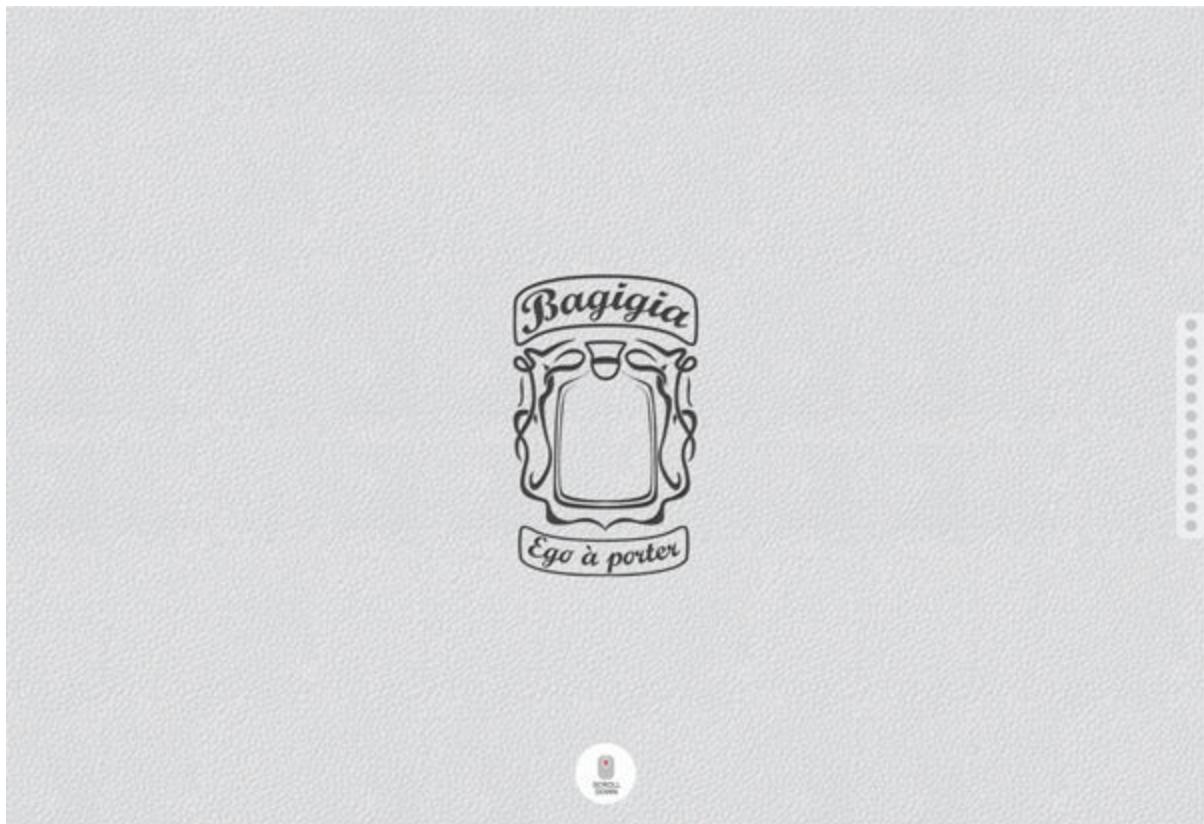
The advertisement features a white Altek Cubic camera on the left, resting on a stone ledge outdoors with blurred foliage in the background. On the right, a hand holds a smartphone displaying a photo of a group of people. The top left corner has a vertical menu bar with icons for Home, 360°, Camera, Eye, List, Print, Selfie, and Share. The top right corner has a button labeled "立即前往選購 Cubic" with a shopping cart icon. The word "Cubic" is prominently displayed in large white letters across the center. Below it, the tagline "完美影像 / 無與倫比" is written in Chinese. A small descriptive text at the bottom left reads: "altek Cubic 無邊智慧型相機，承襲了altek 華昌科技在數位影像的專業與創新。極致輕巧的玲瓏外型，一觸即發的俐落手感，以及與智慧型手機的無縫連結，展現了結合人性、便捷、友善與現代的設計精神。"



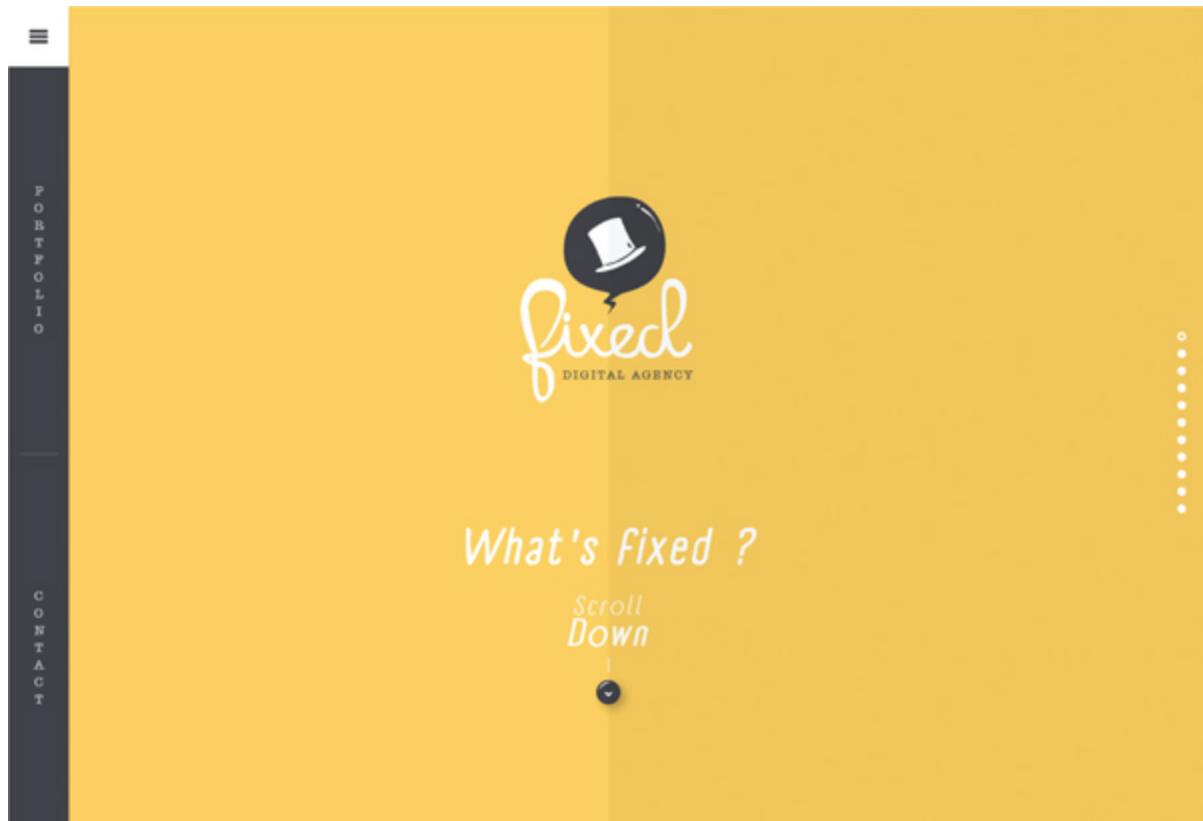
<http://lookbook.bolia.com/>



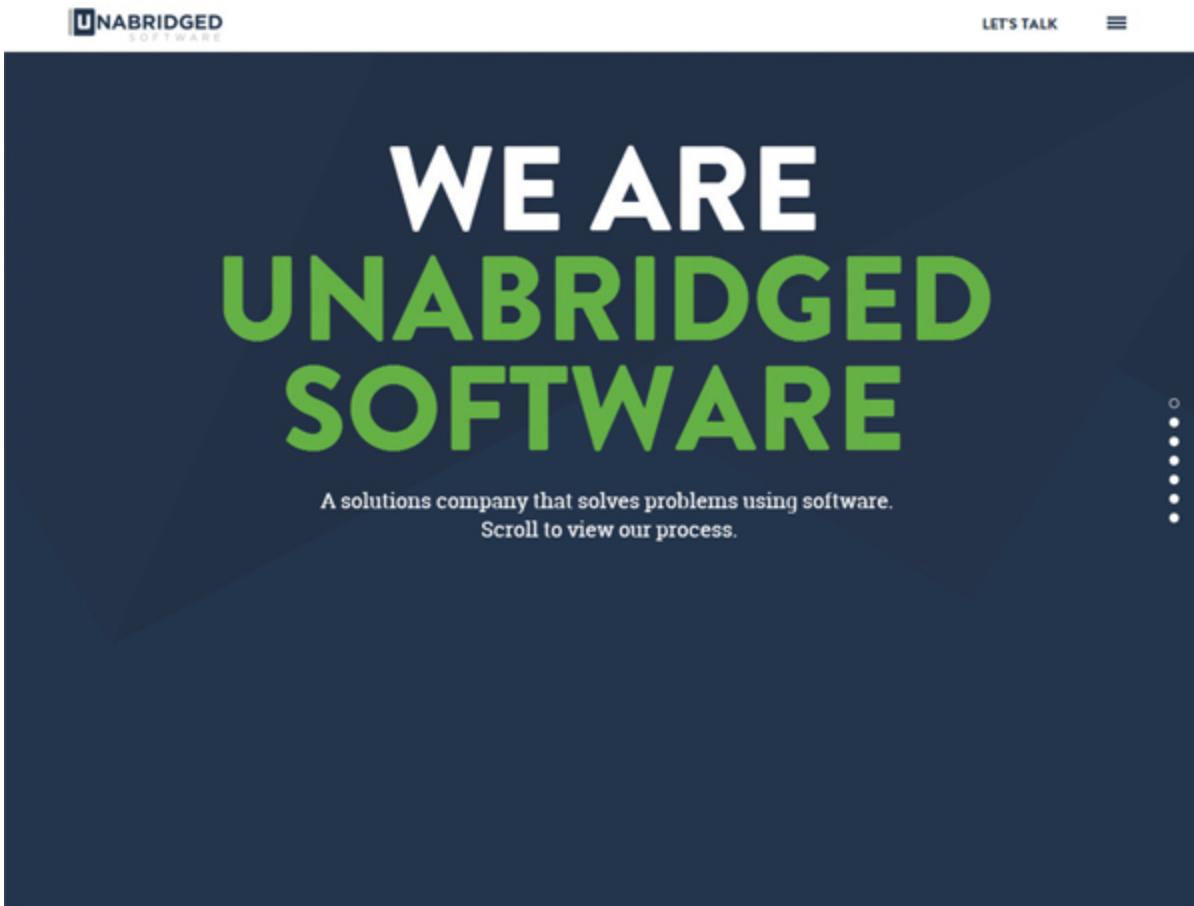
www.bagiglia.com



<http://fixedagency.com>



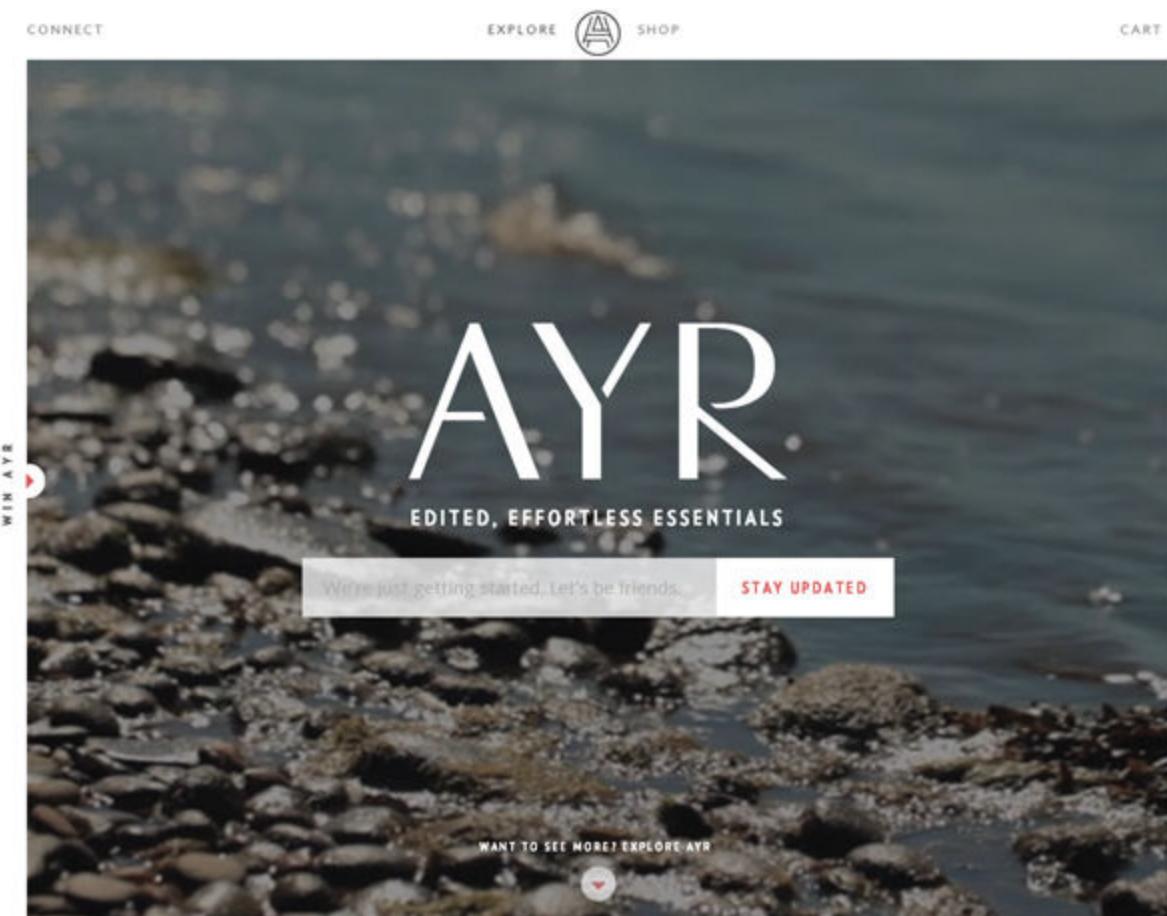
<http://unabridgedsoftware.com>



www.parrot.com/flowerpower/en

The screenshot shows the homepage of the Flower Power website. At the top, there's a navigation bar with the Parrot logo, the Flower Power logo, "WAGENINGEN EXPERIENCE SUPPORT", and links for "MY FLOWER", "PlantDB", and "LOGINE". On the left, a sidebar contains icons for "The Product", "The application", "Why?", "Technology", and "I want it", along with social media links for Facebook, Twitter, and YouTube, and a "Follow us" section. The main content area features a large, stylized green plant stem with a black base. A pink circular badge on the stem says "POWER TO YOUR PLANT". To the left of the plant, the text "NEVER FORGET TO WATER YOUR PLANTS" is displayed in bold, black, sans-serif capital letters. Below this text is a small icon of a tree in a pot. The overall design is clean and modern, emphasizing the product's purpose of提醒植物浇水。

<http://ayr.com>



<http://blood-and-water.animalplanet.com>



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GANAU

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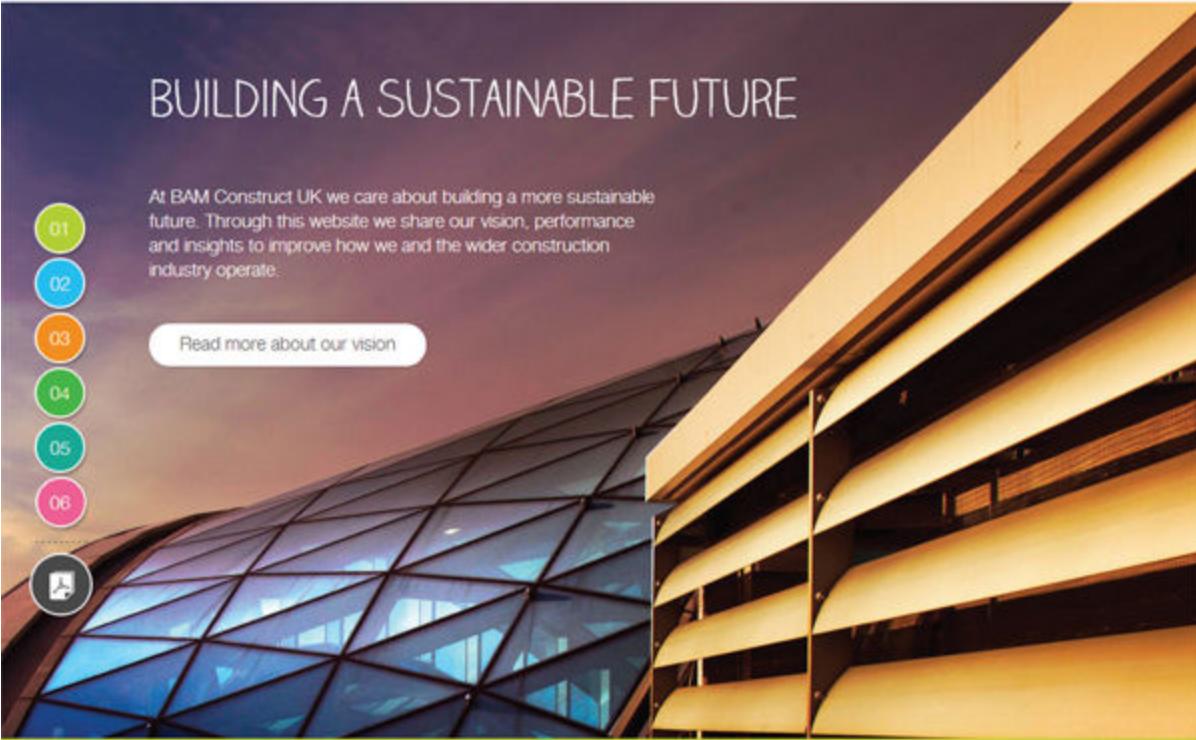
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01
02
03
04
05
06

Read more about our vision

Scroll

The website features a large, dynamic background image of a modern building's glass and steel facade at sunset, transitioning from blue to orange. On the left, there's a vertical column of six colored circles (green, blue, orange, green, teal, pink) numbered 01 to 06. Below this is a dark grey button with a white icon and the word 'Read more about our vision'. At the bottom, a bright yellow-green bar contains a circular scroll-down icon and the word 'Scroll'.

Ornamental

Ornamental elements in web design are something I have observed and talked about since my first book, all the way back in 2008. And though designers have long relied on decorative elements, the use of ornament in web design has significantly changed over the years. If I had to sum up the change, I would suggest that the modern usage of the element is more subdued. It is part of the overall design, but not the main point. It supports and reinforces the brand, but the designs are not fundamentally set up to be ornate. Let's dissect a few examples to see how this might work.

Merchants On Long ([FIGURE 1](#)), Healing Histories ([FIGURE 2](#)) and The Fudge House ([FIGURE 3](#)) are all perfect examples. In each of these (and even a few other samples here) the ornate elements are prominent and highly visible. However, they are not the focus. They accent the design. They help drive the user's attention. For example, the ornate framing of the logo on The Fudge House website gives it a more prominent place in the hierarchy of the design. In all of these, the use of ornament gives the design a specific style that sets the tone for the brand.

Please don't misinterpret my commentary on this style. I actually find it to be rather gorgeous and extremely effective. I would even argue that it is perhaps one of the oldest and most proven forms of decoration. I consider this to be among the most timeless of approaches. Consider that minimalism is a product of the twentieth-century; in contrast ornate design elements go back thousands of years. We find ornament in countless forms in the world's long history of art. This certainly seems like an element worth having in your toolbox.

In some of the examples here we find what might be considered more extensive usage of the style. The Ready to Inspire (**FIGURE 4**) website is a perfect example. Here the ornate style becomes a sort of theme. I could easily tag this as a nineteenth-century-style design, but in reality it is just built on a foundation of ornament.

Finally, you will find that many sites still simply use ornaments as repeating background patterns. Again, this is a tried and true approach that can be really beautiful. Ensuring that the pattern flows well with the foreground of the site is the most important thing to consider. This unification is critical in the success of the design. Then again, this is the case with *any* background element or pattern.

FIGURE 1: www.merchantsonlong.com

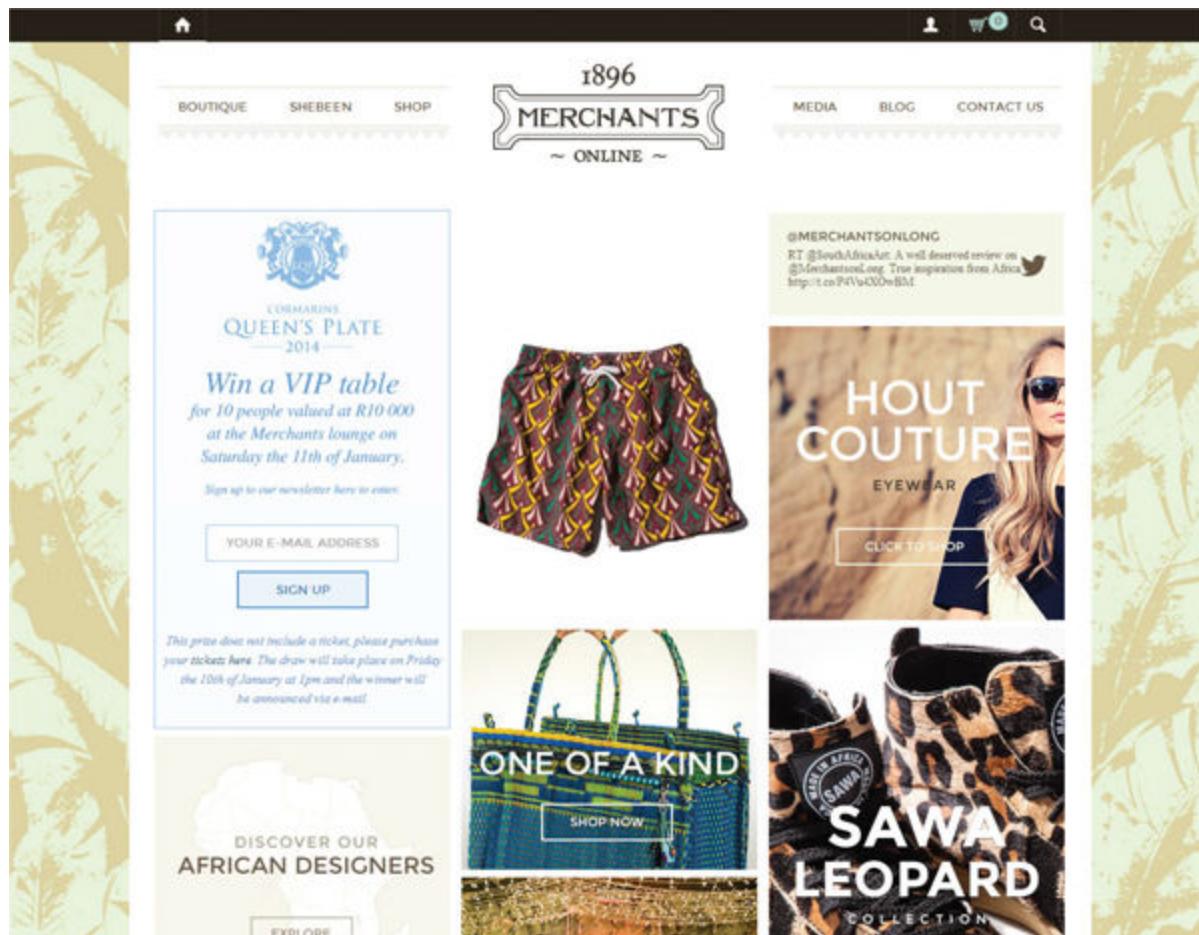


FIGURE 2: www.healinghistories.org



FIGURE 3: <http://fudgehouse.co.uk>

The screenshot shows the homepage of the Fudge House website. At the top, there's a large banner featuring a close-up image of various fudge pieces. Overlaid on the banner are the words "MADE BY HAND", "The Fudge House", "SINCE 1989", "THE FINEST FUDGE", "THE BEST FLAVOURS", "love our flavours", "BROWSE THE FULL RANGE", and a "Find Out More" button. Below the banner is a navigation bar with links for "home", "our fudge", "about us", "the shop", "order online", "search", and a magnifying glass icon.

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FIGURE 4: <http://2014.inspireconf.com>



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100 MONOGRAM CARDS FOR THOSE CLASSY INTERACTIONS

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The website features a clean, minimalist design with a light beige background. It is organized into three main sections: 'Minimal Templates' (\$75), 'Special Occasions' (\$75), and 'Monogram Cards' (\$125). Each section displays a grid of calling card designs, with a small portrait of a woman holding a card in the top right corner of the page. The cards themselves are shown in various colors (white, red, blue) and feature different monograms or names like 'Adelle Nista', 'Inara Terra', 'Malcolm Reynolds', 'Evan Calkins', and 'George Poyard'. Each card includes a green circular 'Buy' button.

Video Backgrounds

A really interesting pattern that has been growing for some time now is the use of video as a background element. This approach has been around for quite some time. I can recall it being a common element of many all-Flash sites around 2008. With the implosion of Flash, web designers and developers let this one go. But as the web has progressed and we have slowly moved away from the traditional page format, this element has once again become popular.

There are two other factors that also contribute to the rise of this approach. First is the fact that high-speed Internet has become almost universal. I know not everyone has it, but stats show that as many as 72 percent of U.S. households have high speed Internet (<http://www.ntia.doc.gov/blog/2013/household-broadband-adoption-climbs-724-percent>). As such, large background videos (and the large file sizes they demand) are not as impractical as they once were. Secondly, there are several jQuery plug-ins that make adding large background videos to a site relatively easy. Video on the whole has become a much more prominent aspect of web design. In my opinion, this is a trend that will continue to take hold and only become more prominent with time.

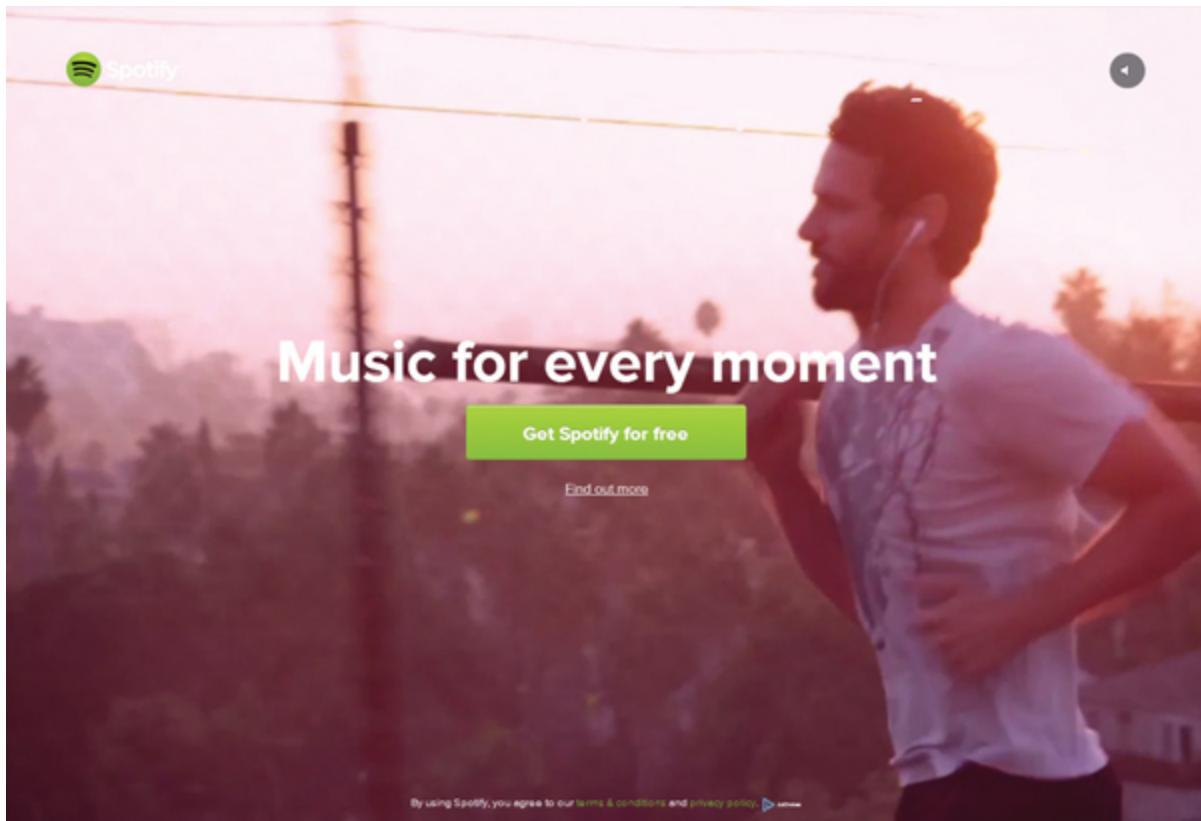
This style could be used simply as decoration, which it sometimes is. You will find this true of several of the examples here. Personally though, I find it much more interesting when the technique is used for a greater purpose. Video has the potential to tell a story that reinforces the brand's purpose.

A fantastic example of this is the Spotify landing page (**FIGURE 1**) that uses a large background video. The message here is rather simple, and we

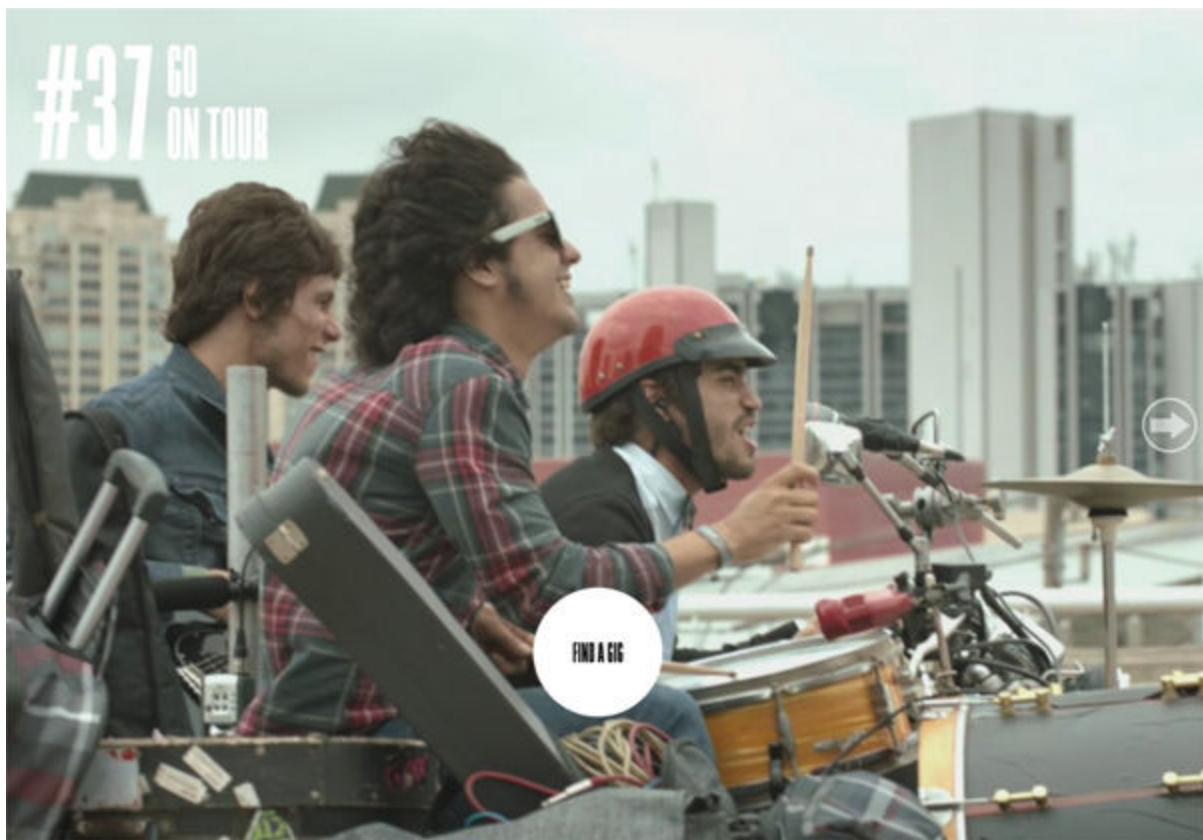
can fully understand it even from this static image. The detail you are missing is that the video shows people in many settings listening to music. As a result, we get the idea that they provide music for every moment of life. This is an important message for the company. They are a digital music service, and most people probably presume it works best from a computer or perhaps an iPad. My instinct would be to not associate it with anything on the go. And yet, this is what almost all of the scenarios show: users on the go. I have no doubt this is intentional.

Don't use this style flippantly. Instead, carefully consider what it can do for you. If you just need some decoration for your site, there are much simpler ways to get there. And of course, to fully appreciate the samples here you really must visit the real sites!

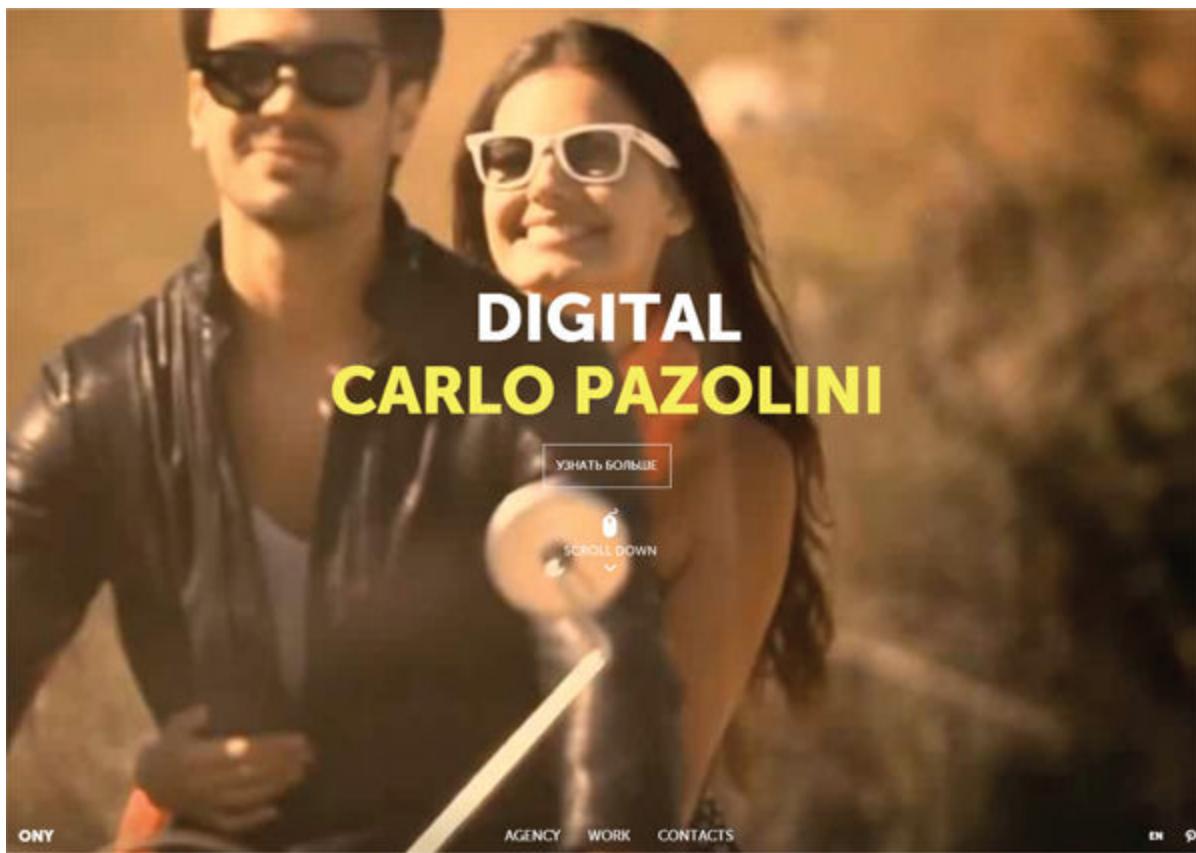
FIGURE 1: www.spotify.com/uk/video-splash



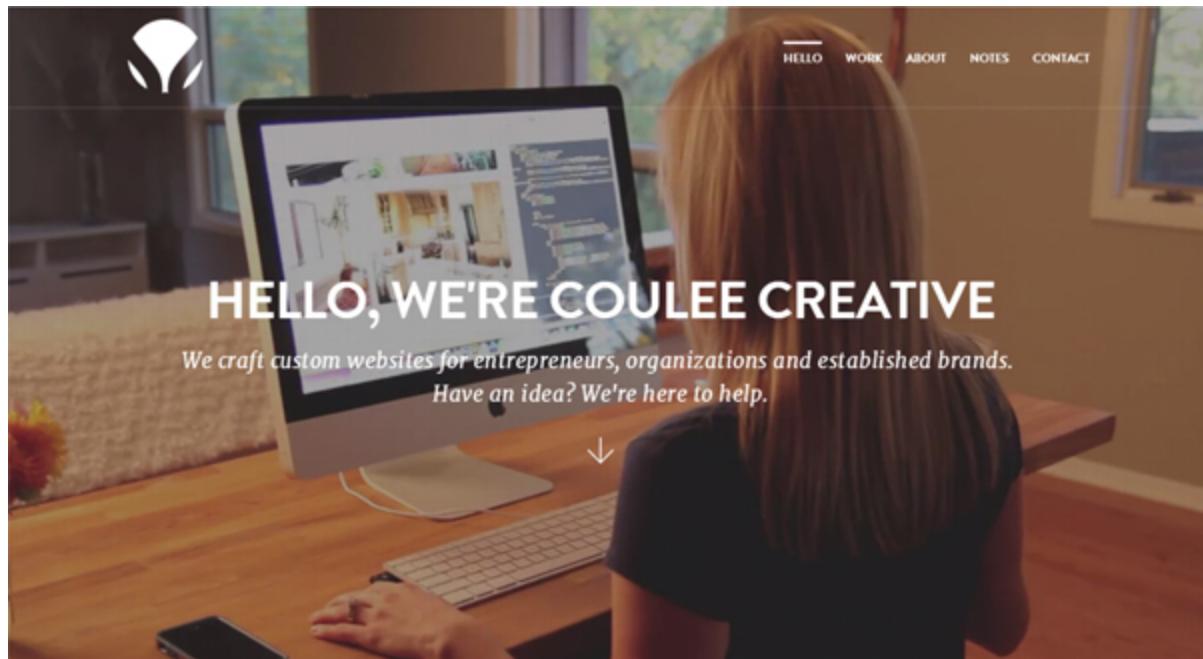
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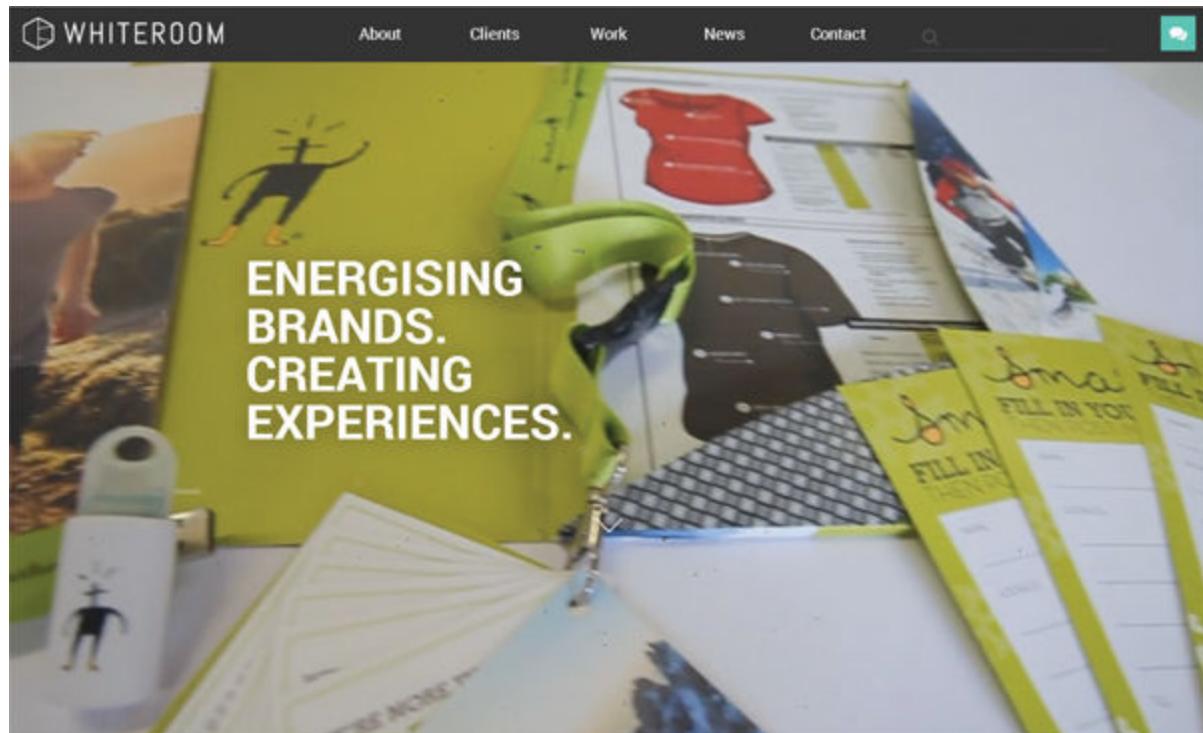


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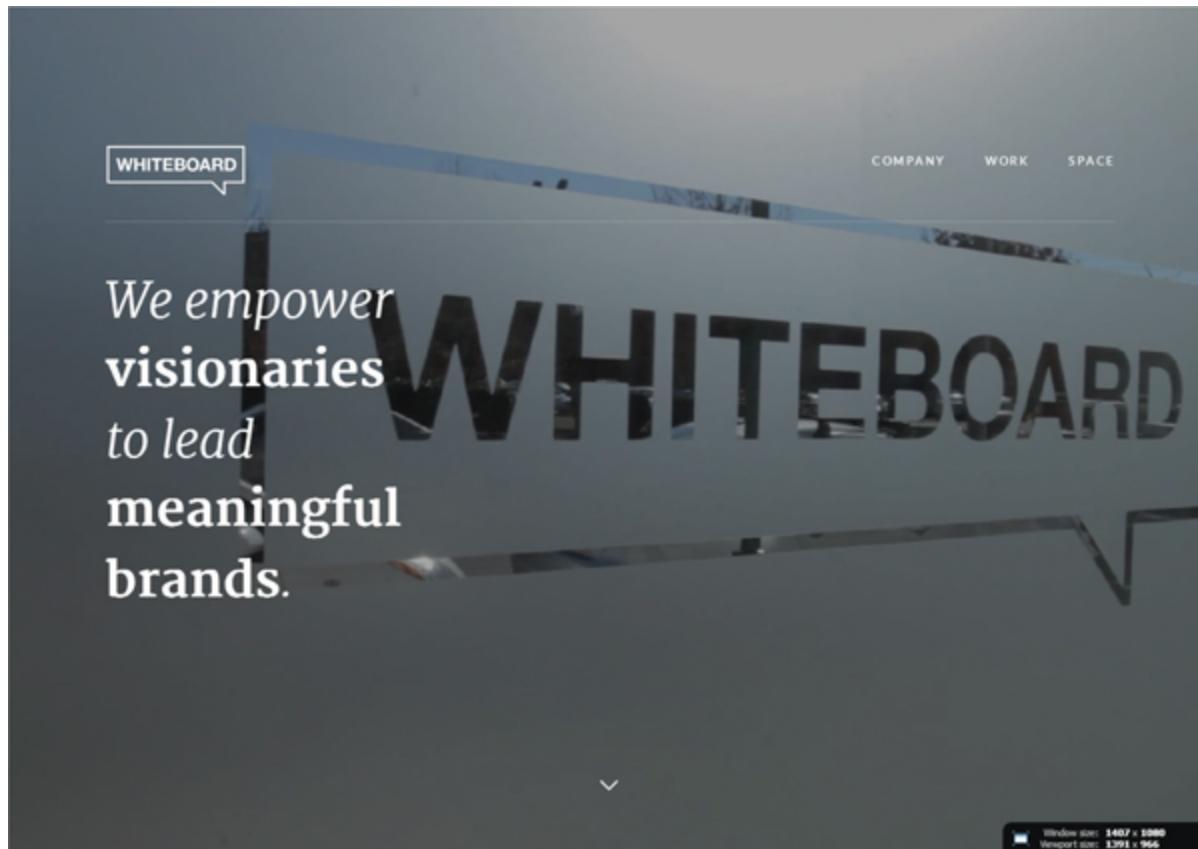


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<http://telly.com/about>



The image shows the homepage of the Telly website. At the top, there is a navigation bar with links for Home, About, Blog, Team, and Careers. The main headline is "Watch Videos You'll Love". Below it are download links for the App Store and Google play. A sub-headline reads "Telly is a simple way to discover & share great videos." In the center, there is a visual representation of the Telly app being used across multiple devices: a large tablet, a smaller tablet, and two smartphones. The screens show various video thumbnails and user interface elements of the app.

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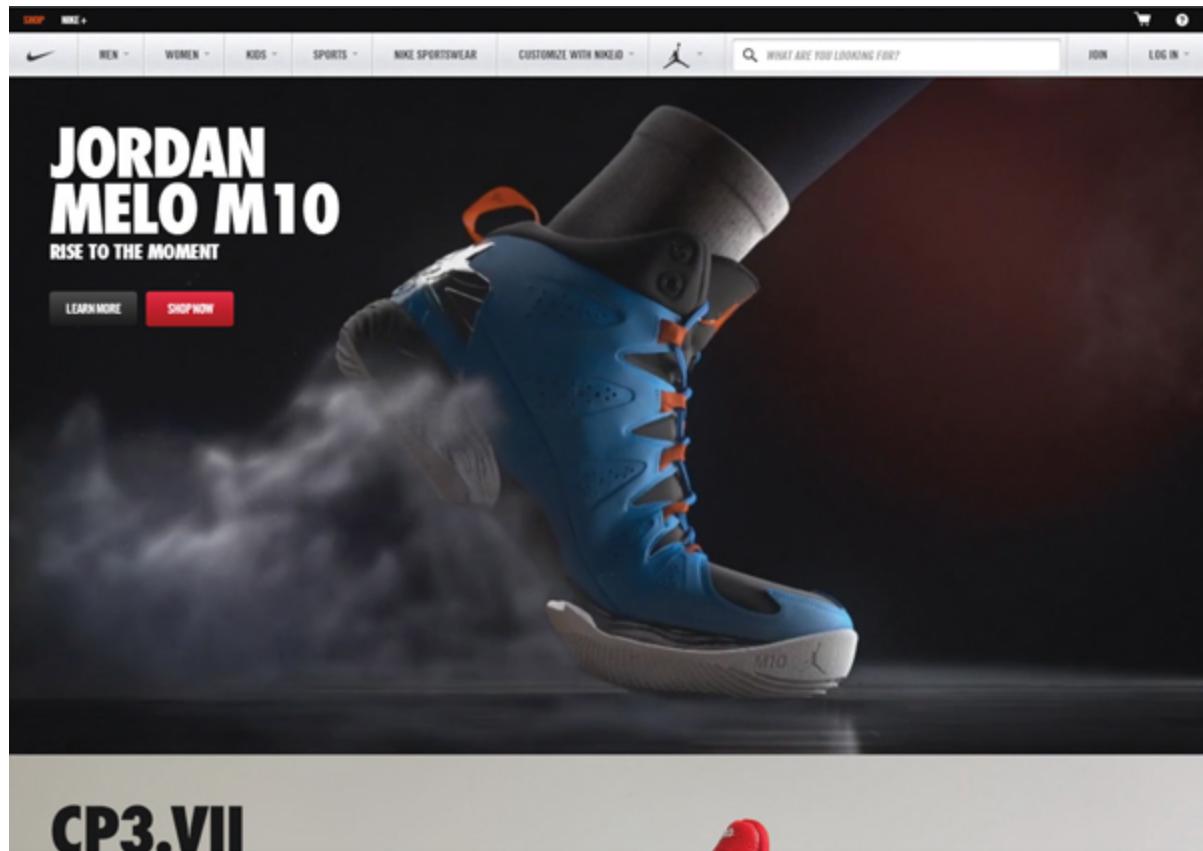
The Dadaab refugee camp is the largest in the world. The people that live here have remarkable stories to tell — they just need a place to share them.

< | >

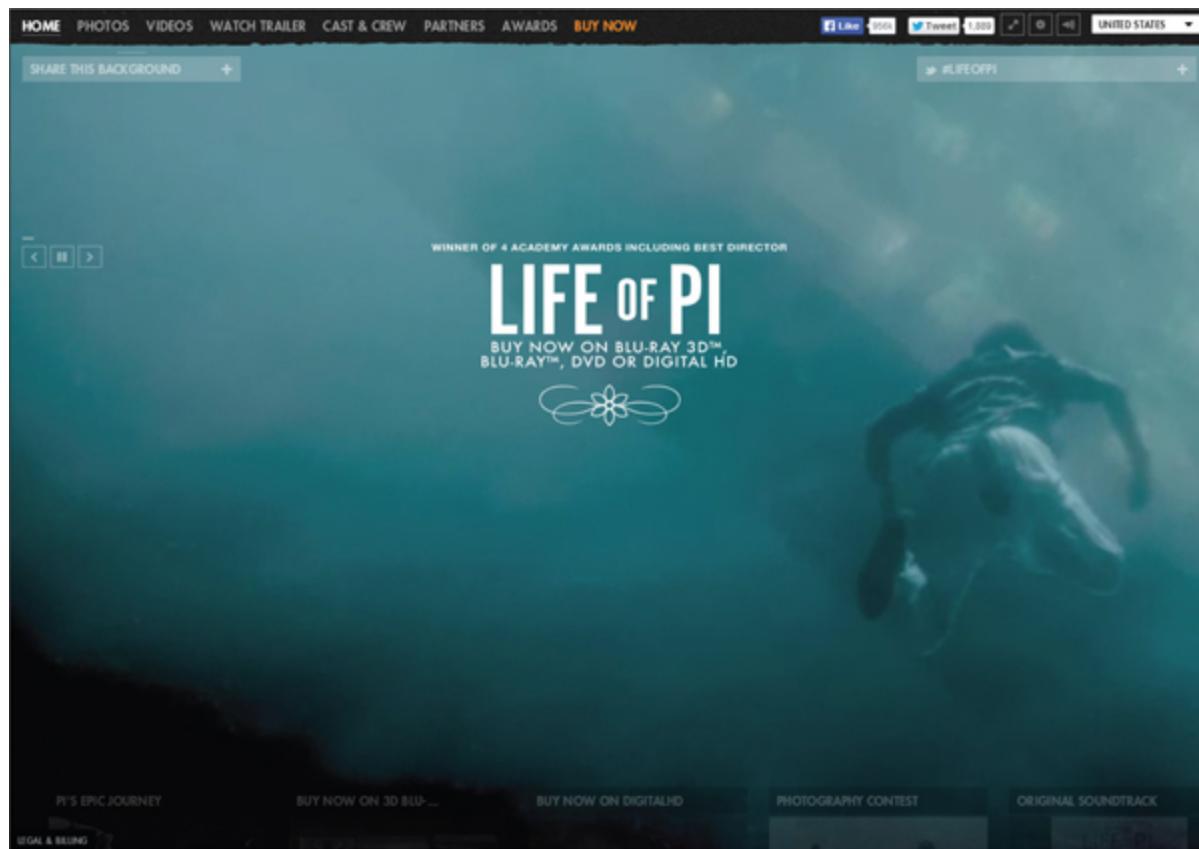
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Geometric Shapes

For several chapters in this book, once I identified a topic, it took but a few minutes to find plenty of examples. Geometric patterns and shapes in web design is exactly such a topic. Obviously, if you can quickly identify a huge number of sites using a technique, it is a rather popular trend. There are two ways to approach this. You might consider this a sign that this is a good method. After all, it is very popular, and your site will feel at home among these other sites. This is perfect for brands that really need to look modern in order to break consumer assumptions. The second possibility is that this is an overused technique that should be taken out to pasture and is therefore to be avoided.

Perhaps it is obvious, but neither response is correct. In reality, this style, much like any other style we might latch onto, is just another tool in our arsenal. I would never suggest you build your personal style on a single trend like this. Instead, learn to work it to your benefit.

I really love this style. It has sort of become a minimalist version of ornamental design. The geometric shapes and patterns are often used as decorative flourishes, background elements and as containers for content in various ways. The results can be remarkably beautiful. I love how geometric shapes can give sites such beauty and style without becoming too much of a focal point.

Consider the personal site of Nate Navasca ([FIGURE 1](#)). Here the pattern is extremely prominent. It serves as an eye-catching element that sets the site apart. Without this pattern the site would be yet another minimal site with solid colors. Instead, the pattern gives the site a distinct

flavor. The best twist is this: the ornate background doesn't distract users from the main point of the site: the content. I am really intrigued by the way this element can be so prominent and yet not distracting. In fact, this strange correlation is something we find over and over again in the samples here.

For example, take a look at Perspective ([FIGURE 2](#)), NEO ([FIGURE 3](#)) and Passeig de Gràcia ([FIGURE 4](#)). All three of these rely on geometric patterns that are extremely prominent in the design. You just can't miss it. And yet, they don't keep us from the content for even a second. It seems to me that there are few ways to decorate a site without creating distractions. Perhaps this is why designers have fallen in love with it. It works so well as a supporting element.

FIGURE 1: <http://navasca.com/nate>



FIGURE 2: <http://perspectivewoodworks.com>

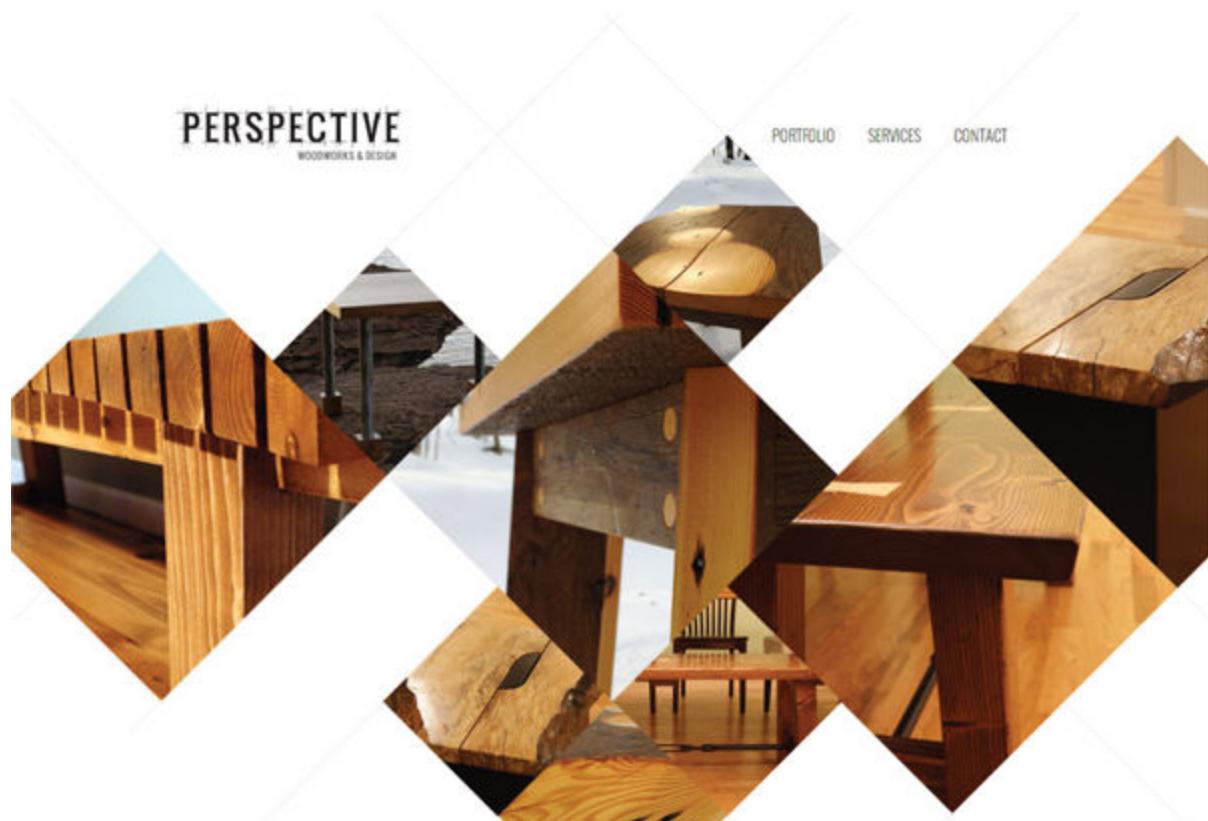


FIGURE 3: <http://neolab.no>



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FIGURE 4: www.paseodegracia.com/en

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SHOPPING / 7 JANUARY, 2014

SLOW FASHION AT THE MORDISCO

The collection designed by Monica Badell will be at the restaurant Mordisco by Grupo Tragaluz until 28th February.



CULTURE / 7 JANUARY, 2014

MUNTADAS/FRANCH, EXHIBITION DEVICES

The exhibition presents the work carried out by the artist Antoni Muntadas and the designer Eric Franch since 1985.



CULTURE / 18 DECEMBER, 2013

CHRISTMAS PLAYLIST

Forget about politics or religios. Now it's time to enjoy Christmas with a really special playlist.



SHOPPING / 17 DECEMBER, 2013

COOL GIFTS FOR COOL KIDS

This year, Santa and the Three Kings will go to Paseo de Gracia to sit with all the children gifts.



SHOPPING / 18 DECEMBER, 2013

NEW YEAR'S EVE PERFECT LOOK

Elegance and sophistication, and the most desired accessories of the season. Here is her wishlist this Christmas.



SHOPPING / 18 DECEMBER, 2013

THE MOST STYLISH GIFTS

The most elegant clothing and the latest technology will be a sure hit for your gifts for him.



SHOPPING / 13 DECEMBER, 2013

CHRISTMAS IN BARCELONA

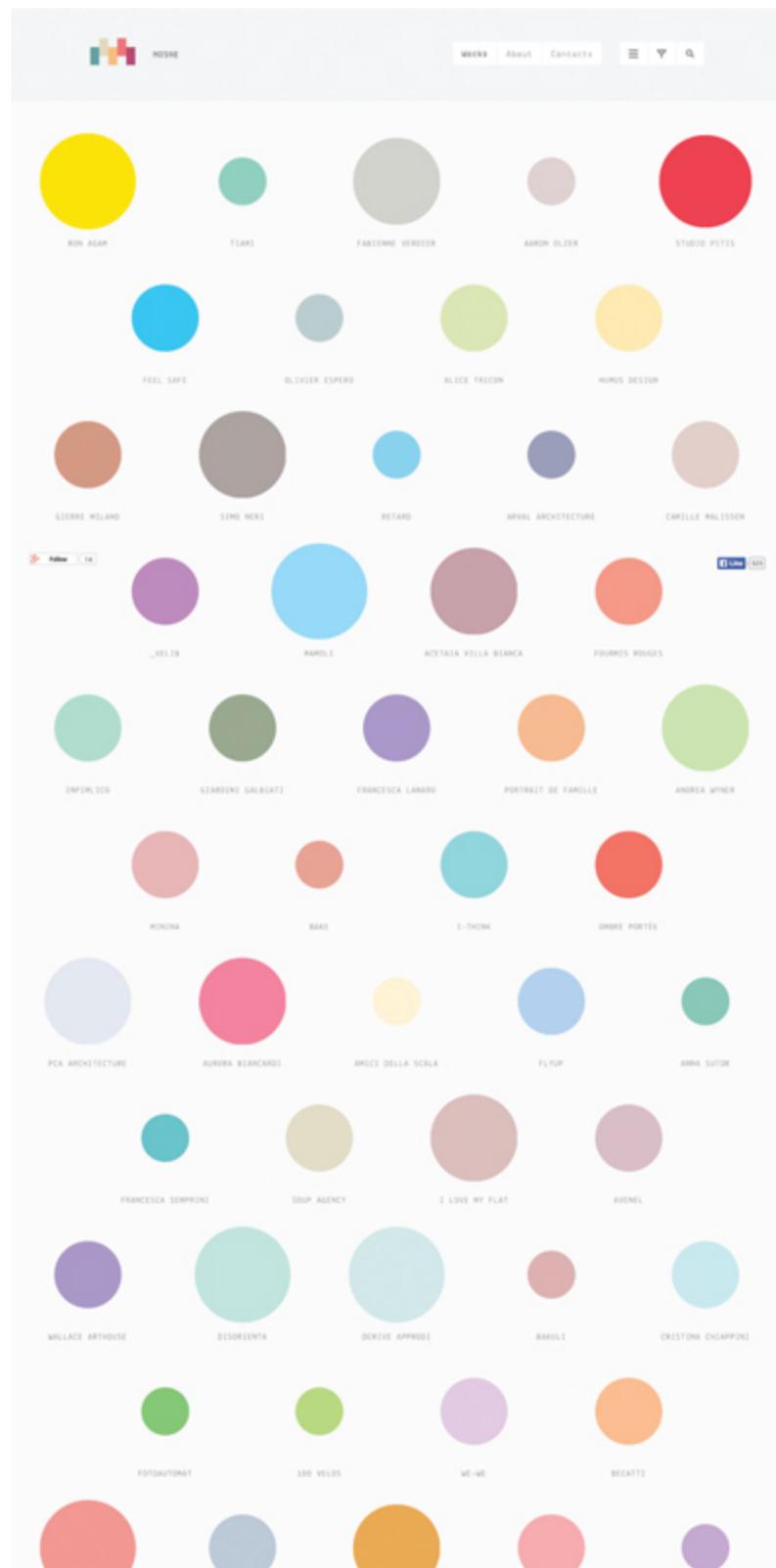
The city organizes the solidarity fair at Jardines de Gracia and many other activities to help the socially disadvantaged groups.

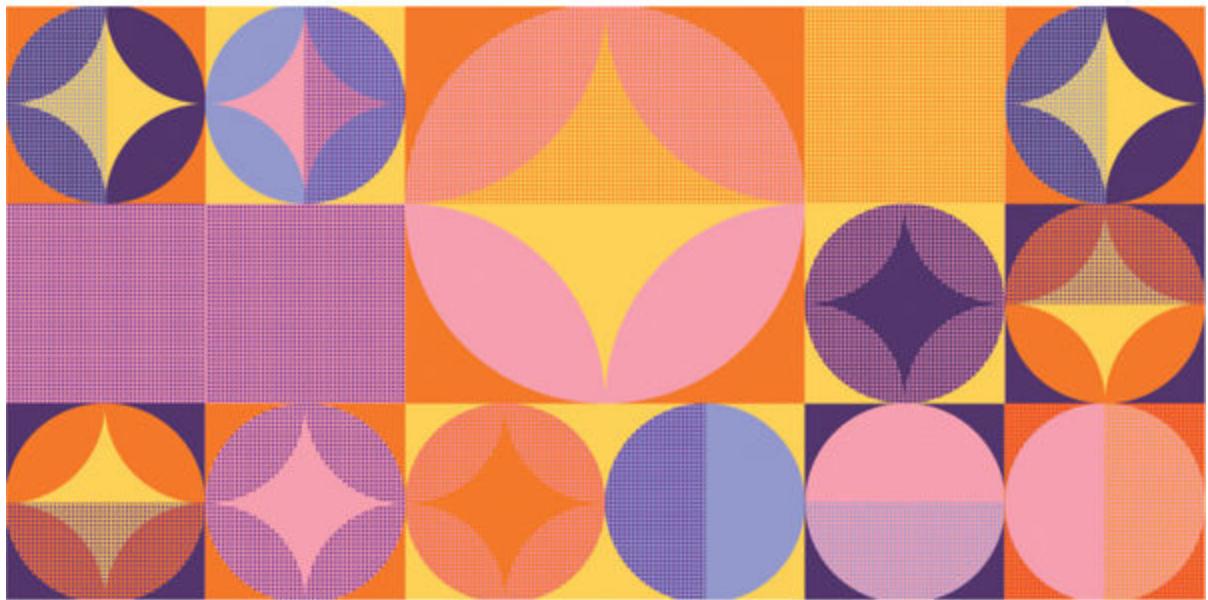


BARCELONA / 8 NOVEMBER, 2013

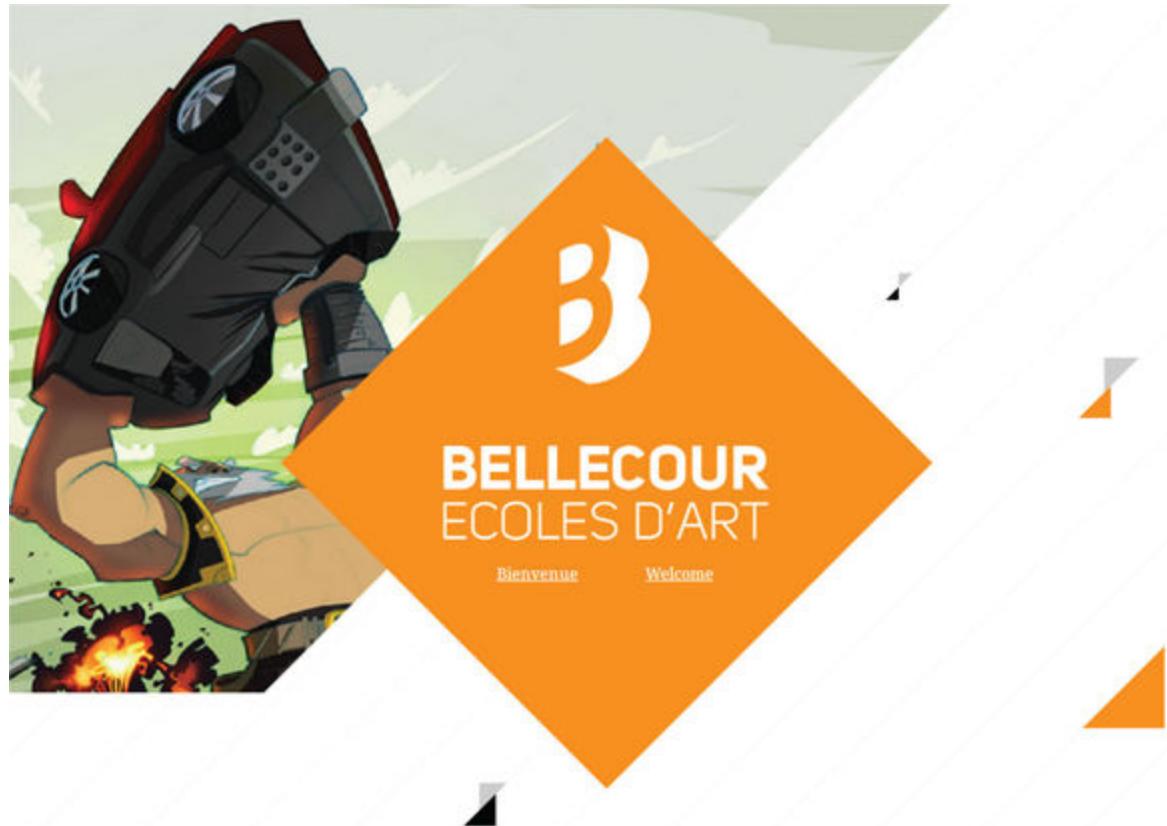
WORLD PRESS PHOTO

The exhibition 'Face Reality' presents the exhibition of the best photojournalistic images of the year at CCCB.





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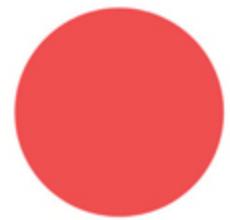
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www.hihayk.com

The screenshot shows the homepage of the hihayk website. At the top, there's a navigation bar with a large teal 'H' icon, followed by four smaller gray icons: a square with a triangle, a triangle pointing up, and a circle with a minus sign. To the right is a green 'NEW Shots' button with a green gun icon. Below the navigation is a large teal title: "hi I'm hayk & I'm a graphic designer". Underneath the title is a subtitle: "I love creating beautiful, simple and effective designs. [see my latest work](#)". A teal diagonal line with the word "WORK" is positioned below the subtitle. In the center, there's a laptop displaying a software interface for 'stm'. The interface has a teal header with the 'stm' logo and a menu bar with options like 'HOME', 'PRODUCTS', 'OUR PROCESS', 'REPORT', and 'CONTACT'. The main content area shows a grid of small squares and arrows indicating navigation. To the right of the laptop, there's a teal box containing the text "stm branding & website" and "stm is a software development company for textile management". Below this, it says "client: stm". At the bottom left, there are five small teal boxes with the words "Logos", "Blue Valentine", "lettering", "posters", and "Base Camp 2013".

www.case-3d.com



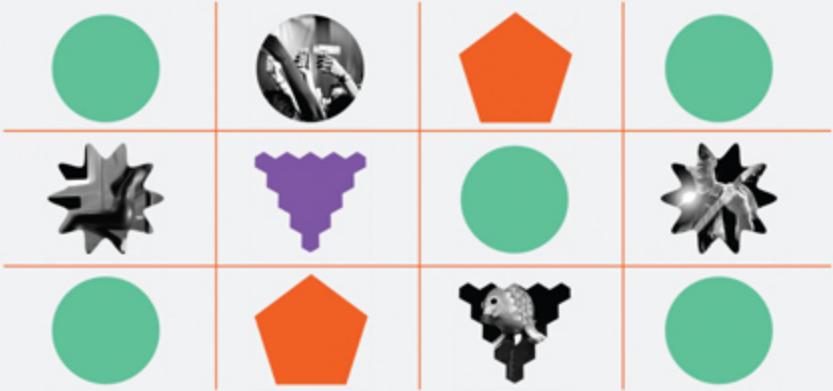
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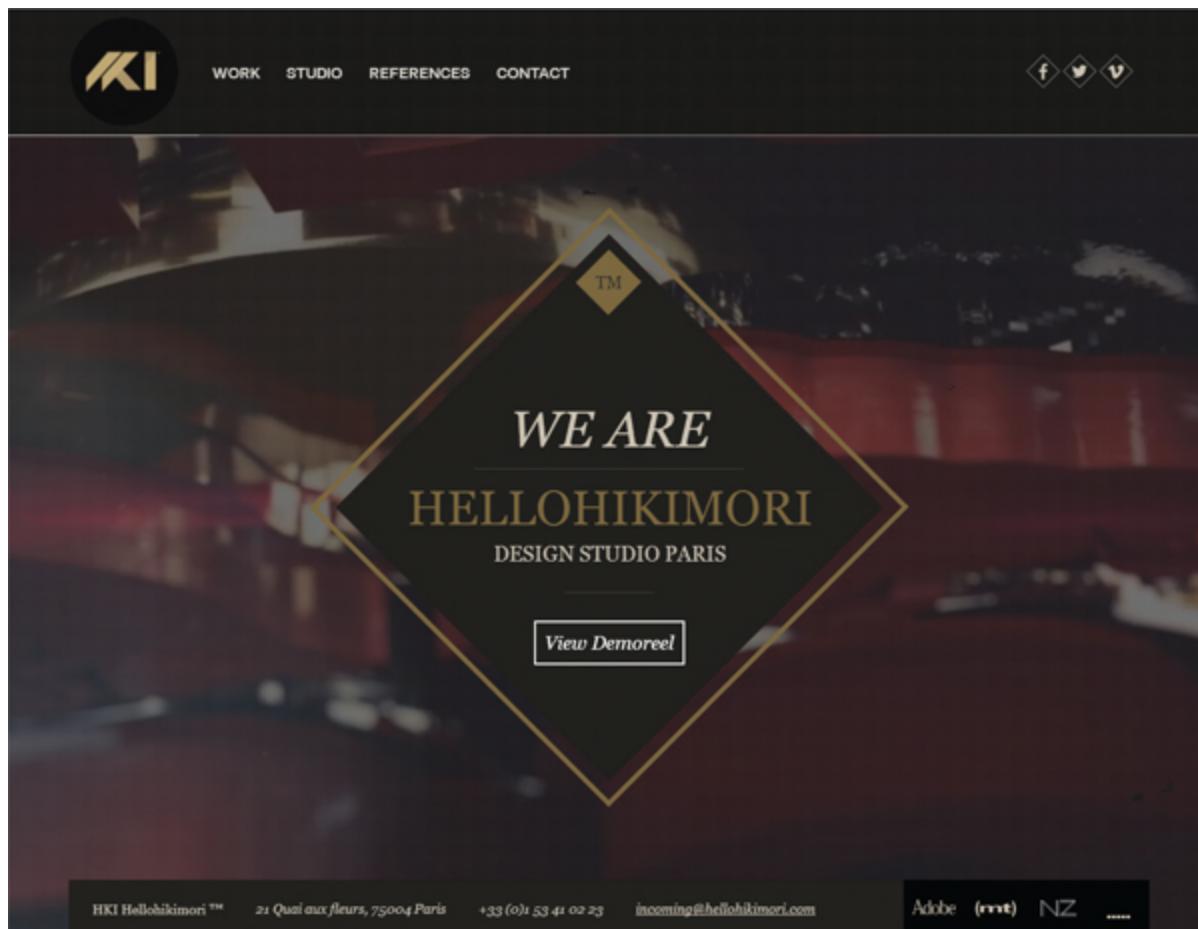
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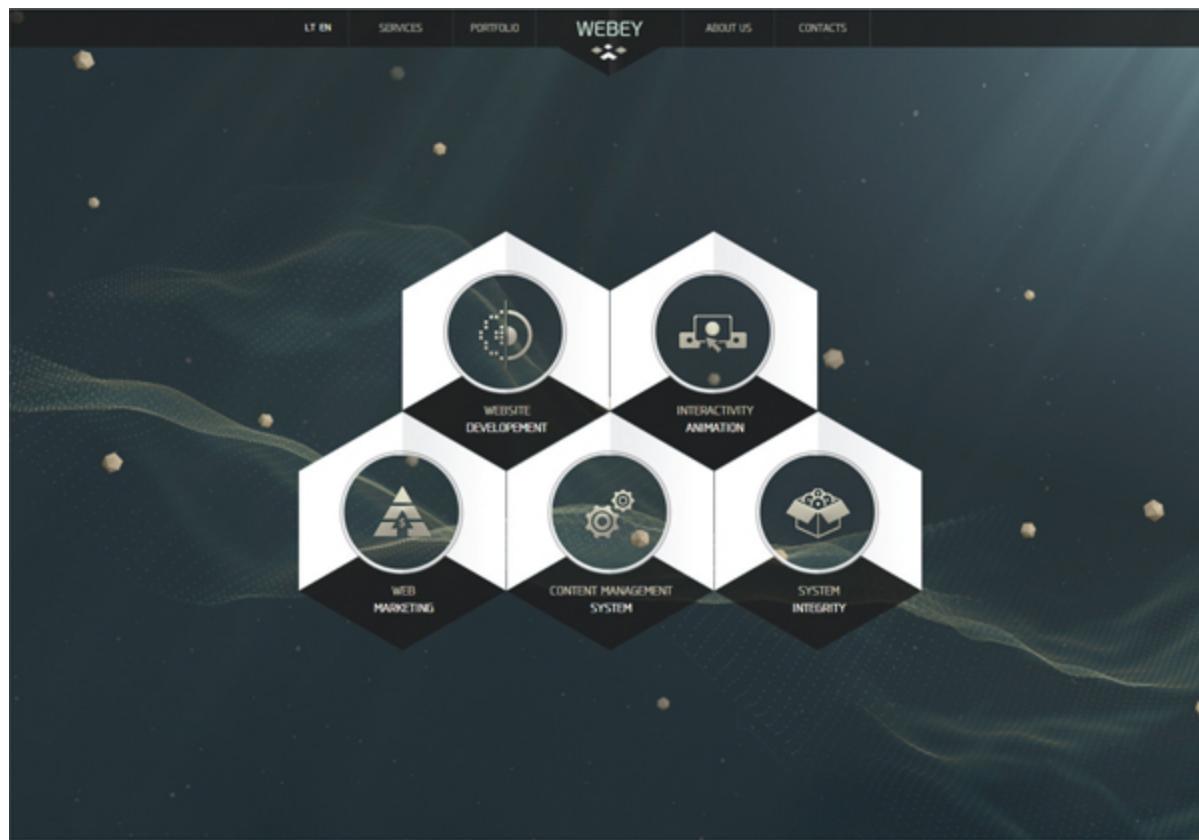
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ANET DESIGN

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EL RECIBIDOR TE DA LA BIENVENIDA

The website features a central grid of 20 items arranged in five rows and four columns. The items include:

- Row 1: A framed black and white photograph of a building, a white vase with a textured pattern, a hexagonal graphic poster with the text "Suelos alegres pies felices" (Happy floors, happy feet), and a hexagonal graphic poster with the text "hazte a la idea" (Get the idea).
- Row 2: A white bust of a woman's head, a vertical decorative panel with a grid of circles, a round glass-topped side table with a dark base, and a framed black and white illustration of a person.
- Row 3: A large black U-shaped object, a white pendant lamp with a dome-shaped shade, a black cabinet or jukebox, and a framed black and white photograph of a landscape.
- Row 4: A white pendant lamp with a wide, shallow shade, a small black metal shelving unit, a white pendant lamp with a conical shade, and a set of three black nesting tables.
- Row 5: A white pendant lamp with a dome-shaped shade, a black record player in a wooden cabinet, a vertical decorative panel with a grid of circles, and a large black L-shaped object.

08

Responsive Elements

It is hard to describe responsive design as a trend. Trends, after all, come and go. Though I have no doubt our approach to building websites will in time change, I am reasonably certain responsive design is here to stay for the foreseeable future. For those who are not yet aware of this approach, it is actually really simple to explain. Basically a responsive site adapts and changes the layout based on the screen size. For example, a site might have two columns of elements on the desktop version and then condense down to a single column for mobile devices. The content remains the same (for the most part), but the way the content is formatted changes.

One of the main reasons I started collecting sites by various categories (be it a trend, a style or a structure) was rather simple: I was intrigued by how various people solved the same problem. Though I seldom talk about it, this is perhaps the true purpose of my books: to see how others solve the same problem; to see how others use the same trend; to compare how others implement the same style and so on. Through this process of comparison, we inevitably find nuggets we love. Even better, we often piece together our own solutions that perfectly fit the problem at hand.

Responsive Images

Planning images for responsive layouts is a headache. It's hard enough to get good photos from clients. Getting them to work well in multiple layouts and formats is even harder. But as you will see in this section, a little creativity can result in some interesting solutions.

Those addressing responsive images seem to take one of three approaches. First, there is the “do nothing” camp, where the images simply scale up and down. Second, we have sites that replace all the images with different ones optimized to the layout at hand. Finally, there are sites that have a sort of sliding crop effect—where the crop of the photo changes as the size of the page changes. It is easy to understand why many people rely on the first approach; doing nothing is just much easier. The second two are more complex, but can result in images more suited to a device.

It's common sense that smaller screens need images with less detail, while larger screens, with more pixels to work with, can accommodate larger images containing more information. It is also common to find that desktop sites use taller images, while many mobile sites rely on horizontal images. A perfect demonstration of this is the Caddis website ([FIGURE 1](#)). On the desktop version of this site, the images are in fact vertical. On the mobile version, they are displayed as horizontal. If you slowly resize your browser, you can watch how the images are simply cropped in a fluid way so as to fit the screen size. The technique here is hinged on the primary meat of the photo being placed inside a safe zone to the top left region of the photo.

The Lincoln Now (**FIGURE 2**) and Curadmír (**FIGURE 3**) sites are also excellent examples of what I would call responsive cropping. As you have no doubt realized, things get complicated fast and careful planning is key. With responsive design we must reconsider every single element of a website as we adapt it to each screen size.

One site that caught my eye for this category was the Somewhat site (**FIGURE 4**), in particular their case study pages. On this site you will find a seldom-used fourth solution to this problem. Instead of adapting the image, they just make it go away. On the sample provided, they are showcasing a mobile app they built and the large background photo plays a supportive role. Rather than scaling or otherwise changing it, they simply remove it from the mobile design. At first this seems like a cop-out, but I think there is more to this approach than we might think.

FIGURE 1: www.caddis.co

The figure displays two versions of the Caddis website's homepage. The left version is for desktop, featuring three large cards at the top: 1) Jeff Foxworthy with a 105% increase in pageviews; 2) Whitetail Properties with a #2 search engine ranking; 3) Montana Decoy with a 26% increase in annual sales. Below these are sections for 'Positioned to win' (with a Caddis agency description), 'Recent blog posts' (with thumbnails for 'Navigating the Murky Waters of the Local Search Ecosystem' and '10 Nifty Tools to Have in Your Design Arsenal'), and social media links for Facebook and Twitter. The right version is for mobile, showing a simplified layout with the same three cards at the top, followed by the 'Recent blog posts' section, and social media links at the bottom.

Desktop Version (Left):

- Jeff Foxworthy:** 105% increase in pageviews within 6 months of relaunch.
- Whitetail Properties:** #2 search engine ranking for "hunting land" from over 100.
- Montana Decoy:** 26% increase in annual sales between 2012 and 2013.

Mobile Version (Right):

- Jeff Foxworthy:** 105% increase in pageviews within 6 months of relaunch.
- Whitetail Properties:** #2 search engine ranking for "hunting land" from over 100.
- Montana Decoy:** 26% increase in annual sales between 2012 and 2013.

FIGURE 2: <http://now.lincoln.com>

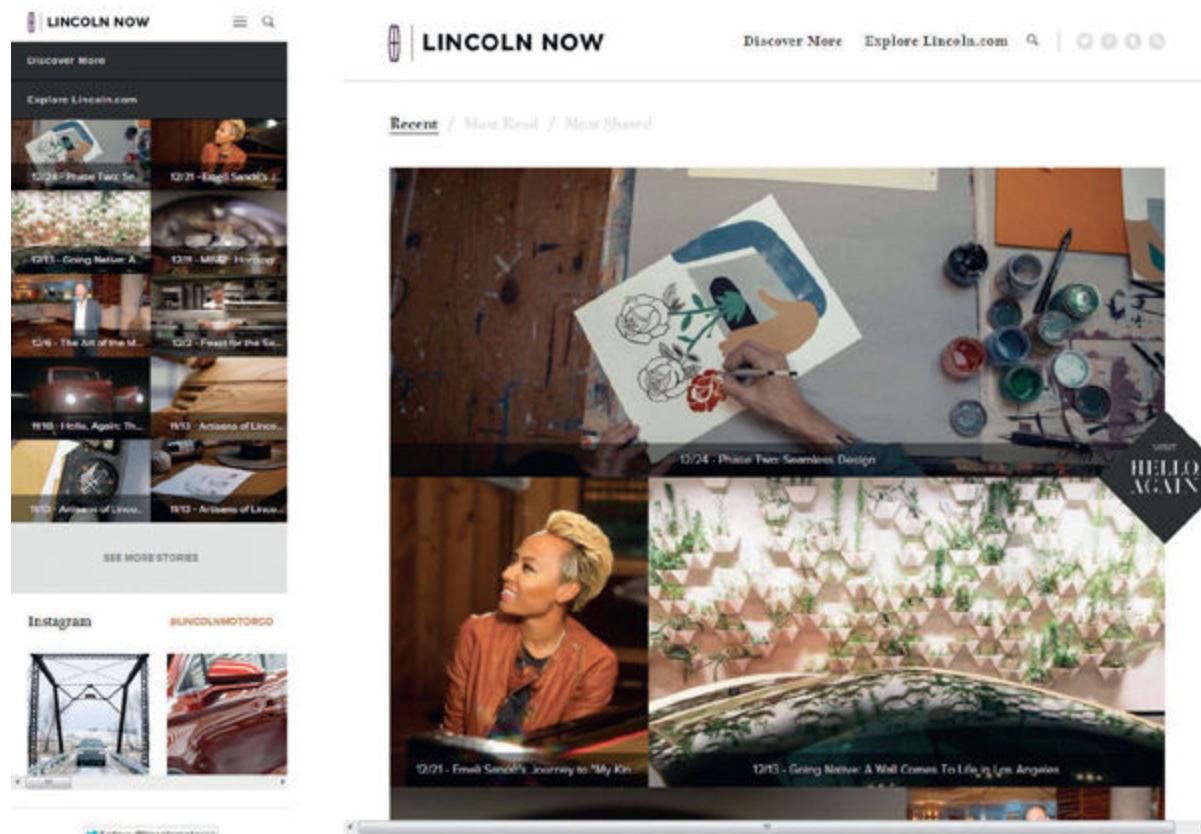
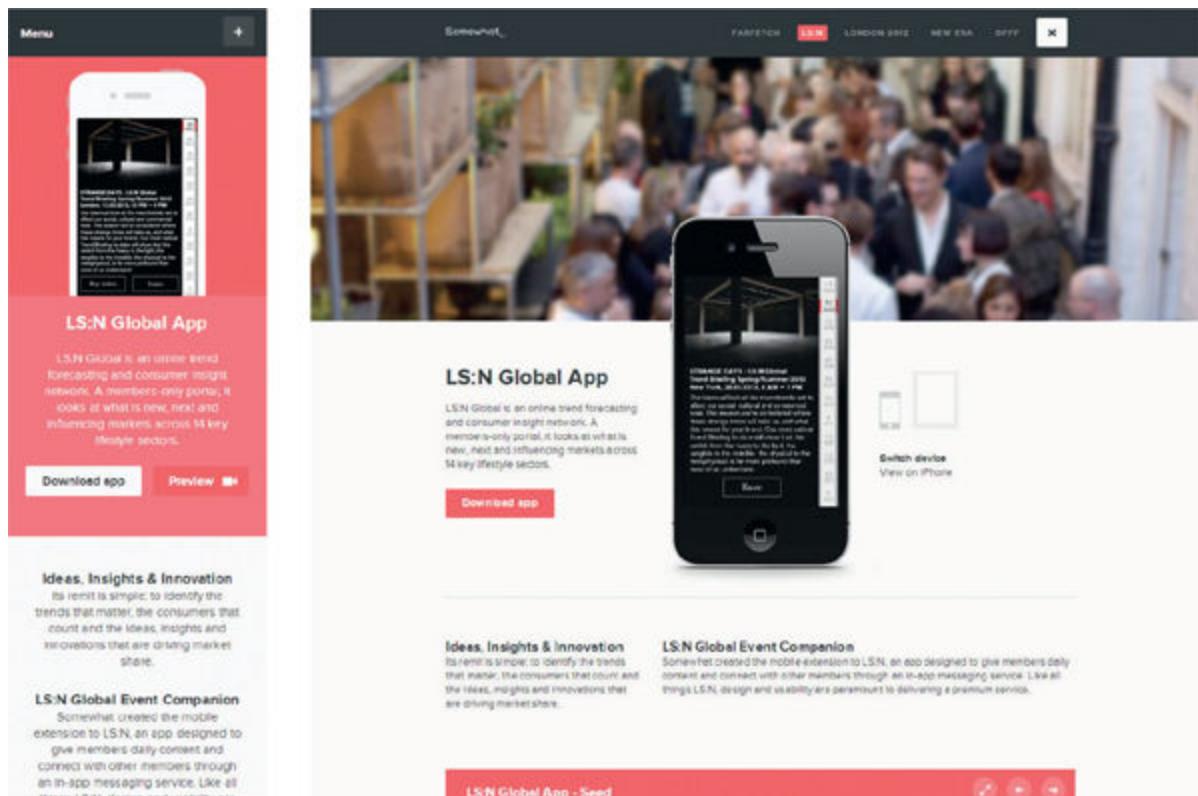


FIGURE 3: www.curadmir.com/home



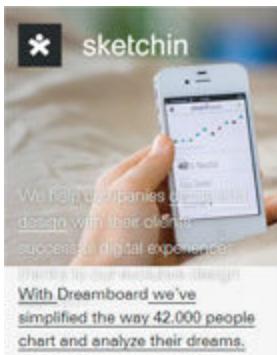
FIGURE 4: www.somewhat.cc/case-study/lsn-global-app



<http://longsrx.com>

The screenshot shows the homepage of the Long's Pharmacy website. At the top, there is a navigation bar with links for Pharmacy, Health, Our Family, Store Locations, News, Contact, and Online Rx Refill. The main header features the Long's logo and the tagline "get better". A large red banner on the left says "CALCULATE WAYS TO GET BETTER" and "Health & Wellness Calculators". Another banner in the center says "Refill your Rx Easily Online" with an image of a hand holding a smartphone displaying the app. To the right, there is a section titled "TRANSFER YOUR TO LONG'S" with a "Click here to Get Started" button. Below these are several smaller modules: "Recent News" (with a photo of a pharmacist), "How Can We Help?" (with a photo of a person in a red shirt), "Health & Wellness" (with a photo of a woman stretching), and "Health Tips" (with a photo of a person swimming). On the right side, there are two columns: one for "Online Rx Refill" showing a smartphone and another for "Experience The COUNTER CULTURE" showing a person swimming. A search bar is located at the bottom right.

www.sketchin.ch/en



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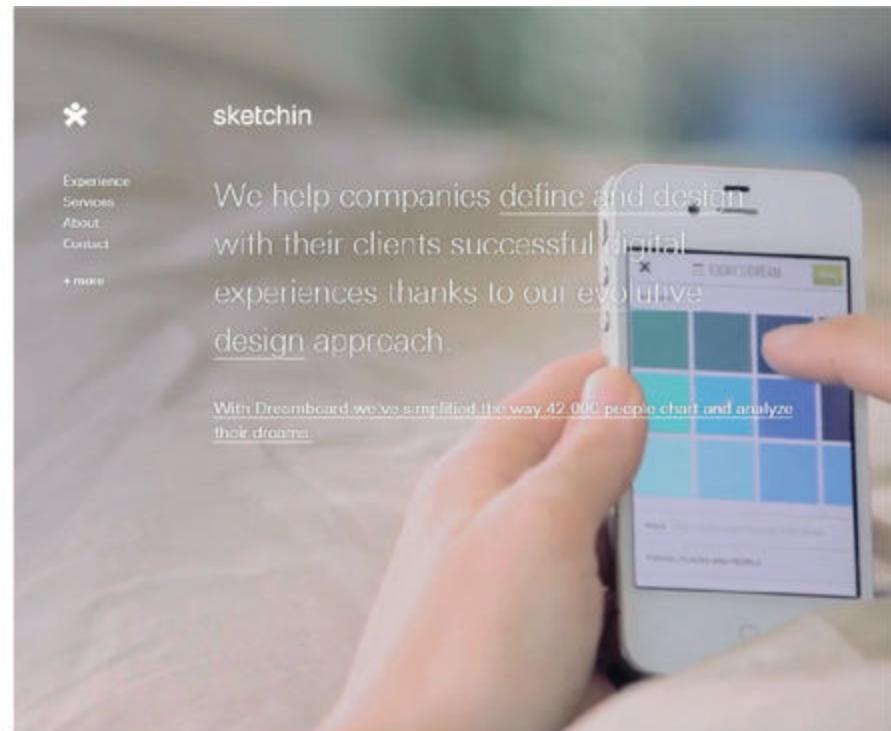
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Responsive Galleries

If you thought dealing with single images in a responsive way is complicated, wait until you have to deal with a photo gallery. Things just get even more painful. It seems that the most common solution here is to simply scale things up and down to fit the screen. The secondary part of this is that the layouts change and reformat as the screen changes size. At smaller sizes, things tend to move toward a single column of photos while at larger screens they might have a mix of formats.

I Love Dust ([FIGURE 1](#)) demonstrates this approach perfectly. The desktop version highlights a single image by making it large, and below is a grid of other images. As you can see, the aspect ratio of the images means that on mobile devices, the first image is dominant. This is somewhat inconsequential to this site, but it is something that should be considered—in many cases, the images will have specific priorities that need to be respected. In this case, a great deal of flexibility means the site is probably a bit easier to maintain. Simply scaling image sizes will always be the easiest approach.

Another example that stuck out to me was the RSQ site ([FIGURE 2](#)). I am intrigued that on the desktop and tablet versions of this site, the logos on each portfolio piece are simple white silhouettes. But once it snaps to the mobile version, the logos get a semi transparent blue circle around them. Clearly the logos pop out better with this extra element. I contemplated this design for a long time to FIGURE this out: My best guess is that by making the logos more visible the user might navigate the list more rapidly. This makes me wonder, if the circles make navigation on a mobile device easier,

why not keep them on the desktop? After all, don't we want navigation there to be as easy as possible as well? Another thing to notice is that the images have a sliding crop effect. In this case, the meat of the image is in the middle. Once again, careful planning saves the day and ensures a maintainable site. Whatever the reasons behind this design, it is good for us to consider the results and how they might apply to our own work.

FIGURE 1: <http://ilovedust.com>

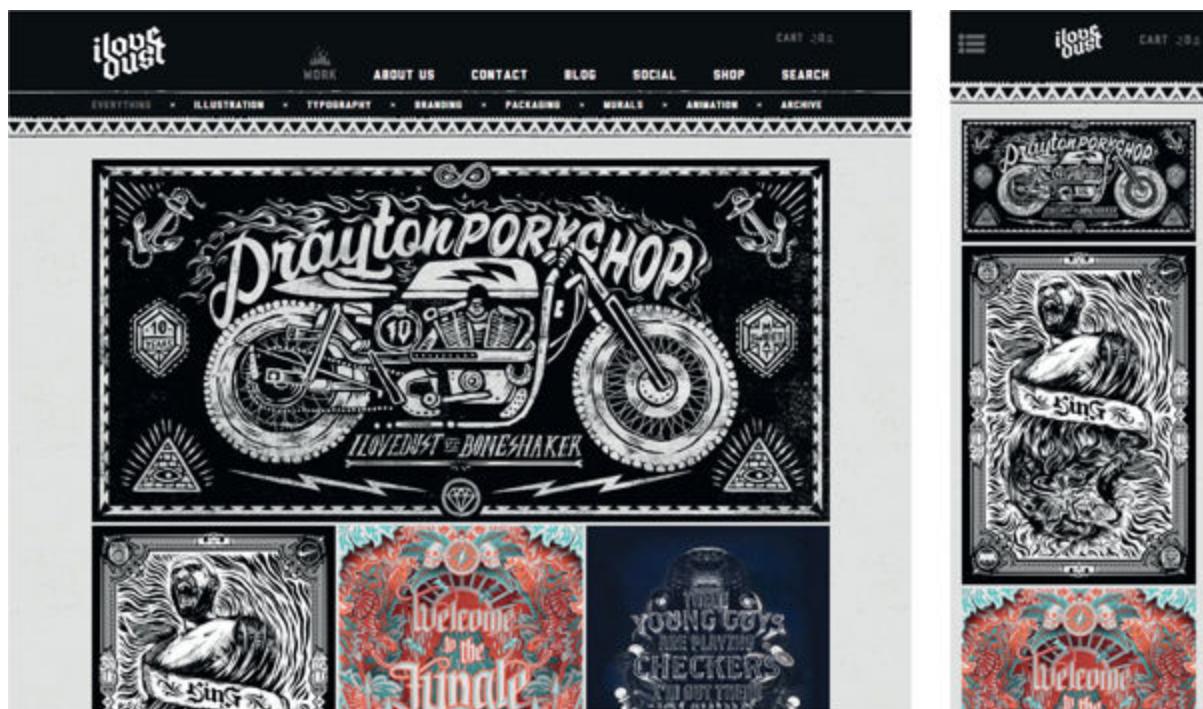
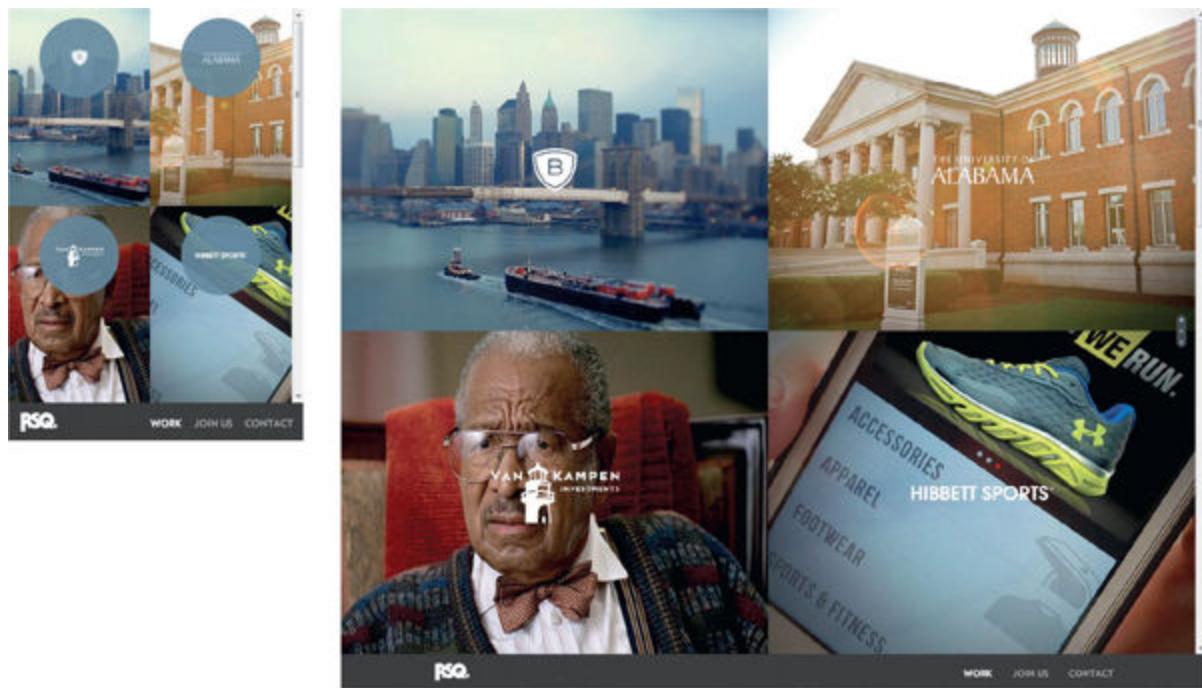
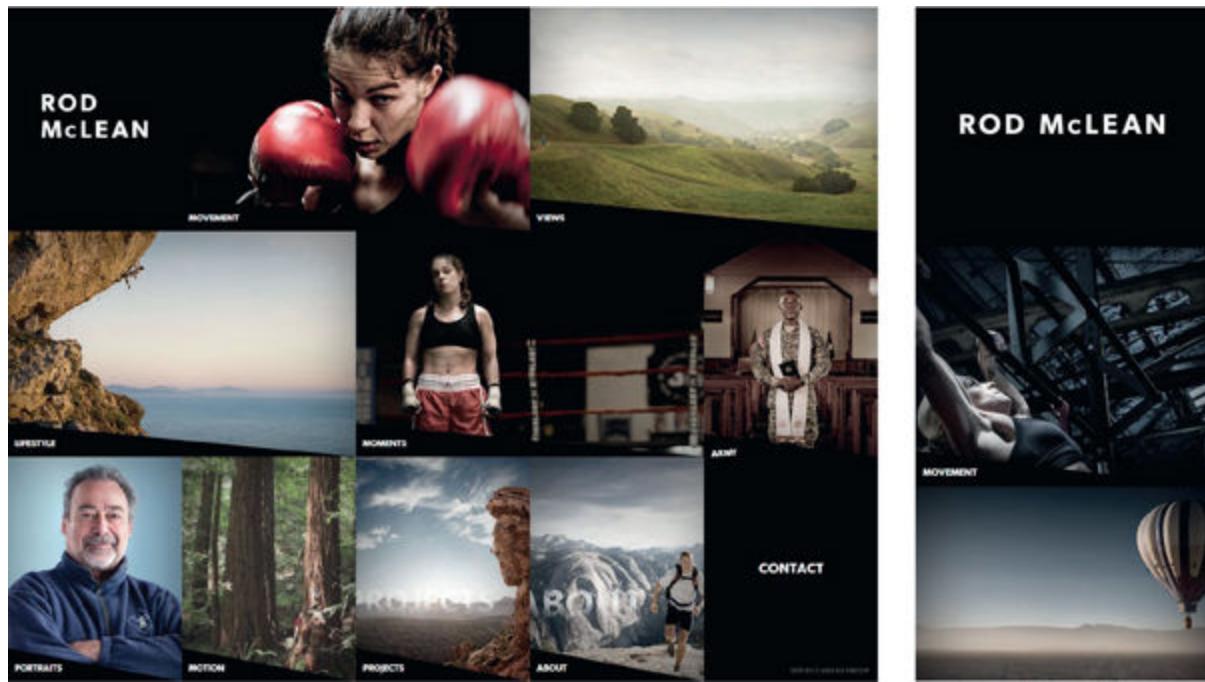


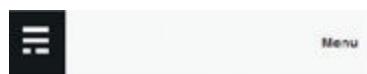
FIGURE 2: <http://rsq.com/work/projects>



<http://rodmclean.com>



www.erikford.me



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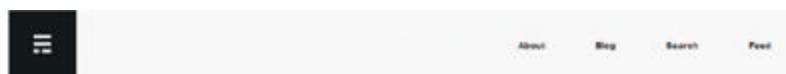
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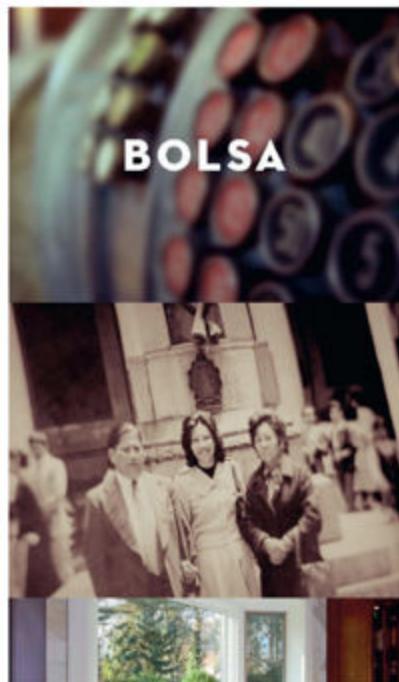


Bark PR

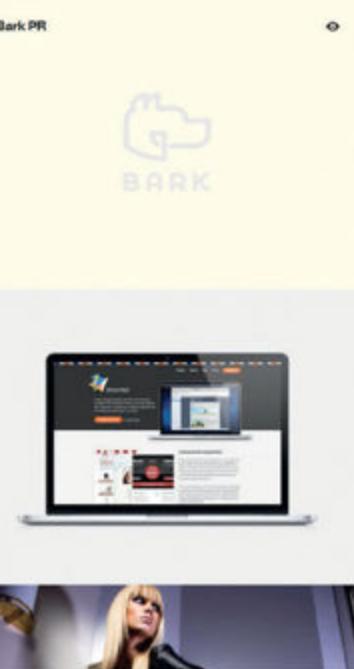


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Bark PR



<http://regentaucher.com/portfolio/portraits>

Portrait

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Wir lassen uns auf jede Person neu ein und erarbeiten gemeinsam ein schätzbares Bildkonzept.

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Es ist sehr wichtig, in unseren Porträts alle Facetten eines Menschen erfassbar zu machen, die für den Betrachter versteckt werden zu lassen.

Wir reflektieren Aspekte der Freiraumarbeit, die eine atmosphärisch aufgeladene Geschichtlinie eröffnen. Dies kann innerhalb des persönlichen Umfelds stattfinden, am Arbeitsplatz oder in Form einer Begegnung an einem exotischen Ort.

Wir lassen uns auf jede Person neu ein und erarbeiten gemeinsam ein schätzbares Bildkonzept.

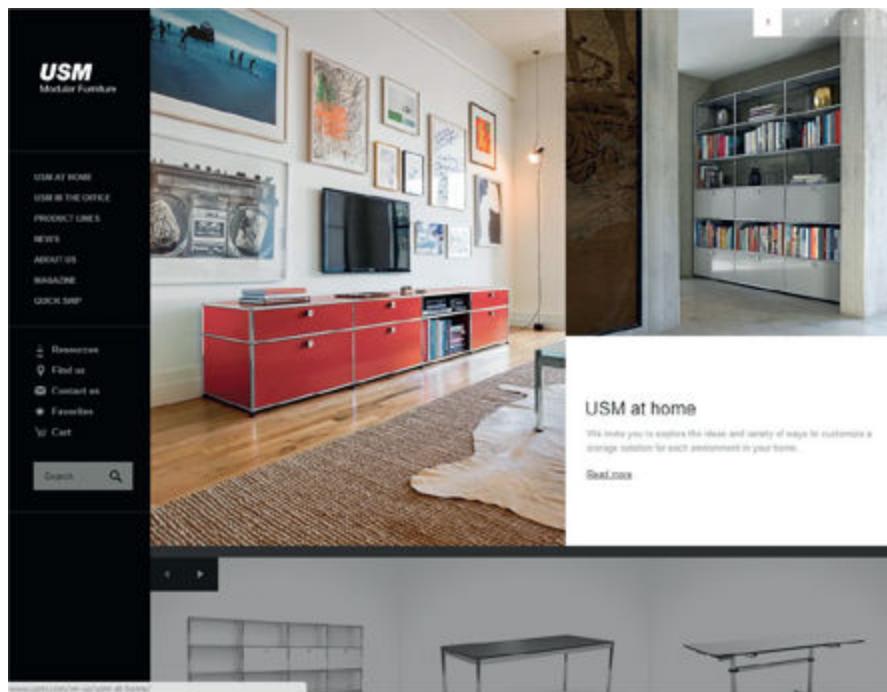
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<http://mamochotena.pl>



www.usm.com/en-us

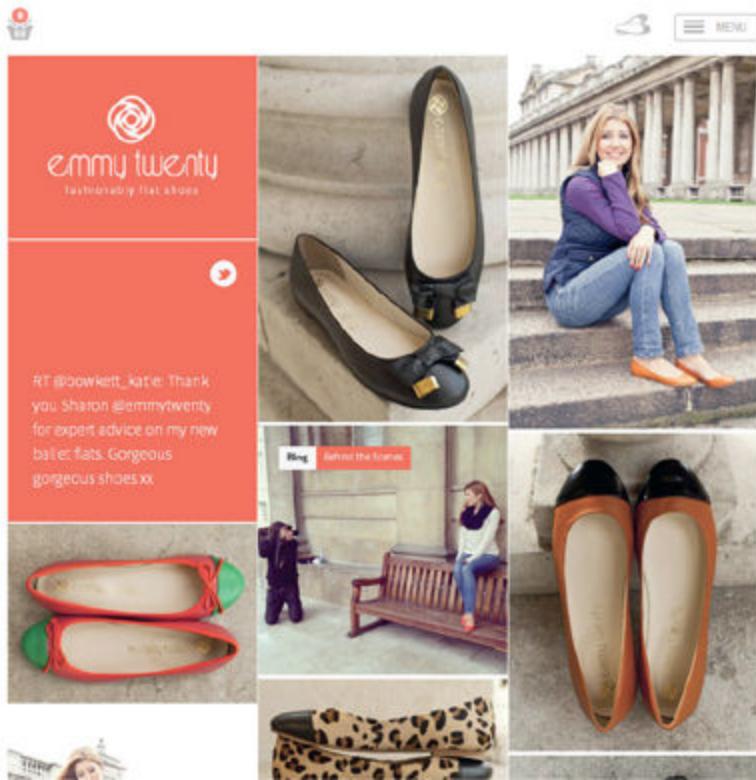


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Responsive Navigation

Second to the actual content of a web page, I can't imagine a more critical element than navigation. The Internet is, of course, a web of pages interconnected. And navigation serves as the most prominent and important method of linking pages together. As with all other elements, responsive design has made designing site navigation a huge challenge. In fact, this is probably the one that demonstrates the most radical changes. Early on, designers just scaled the navigation. But this often meant that the first view of every page on a mobile device was a giant list of links for the navigation, and *not* the content. This had to change. As a result, we have seen a greater variety of solutions to this single problem than almost any other aspect of responsive design. Scan the samples here and you will notice a large range of methods at work. Let's dissect a few and see what is happening.

The Herschel Supply Co. site (**FIGURE 1**) demonstrates the most common approach. Here, the site has a relatively simple navigation system with just four items (plus the logo link to the home page). On mobile devices, they changed the horizontal list of links to a vertical one and hid it behind a navicon.

Other sites, such as Football as Football (**FIGURE 2**), have far more complex navigation to wrangle into place. In this case, a massive menu is hidden behind a navicon on both desktop and mobile devices. It is based on four columns of links (as seen on the desktop version) and it condenses to a single column for mobile screens. Interestingly, the approach is useful in making both versions easier to navigate. It allows the content to be the primary focus, but gives the user access to navigation when they need it.

Another interesting approach can be found on the World Wildlife Fund site (**FIGURE 3**). Here the desktop site has three levels of navigation in the main header: a main menu, a secondary menu and a set of call-to-action items. As the screen shrinks, they opted to hide most of the navigation behind a navicon while keeping the call-to-action items visible at all times. I appreciate that this demonstrates flexibility in any solution. They have adapted the method to perfectly fit their needs.

Finally, I want to focus your attention on *The Japan Times* website (**FIGURE 4**). Once again, the site relies on an extremely complex navigation system that provides access to a wide range of content. As you can see in the mobile interface, they have translated the drop-down navigation system into a single column of links.

FIGURE 1: www.herschelsupply.com

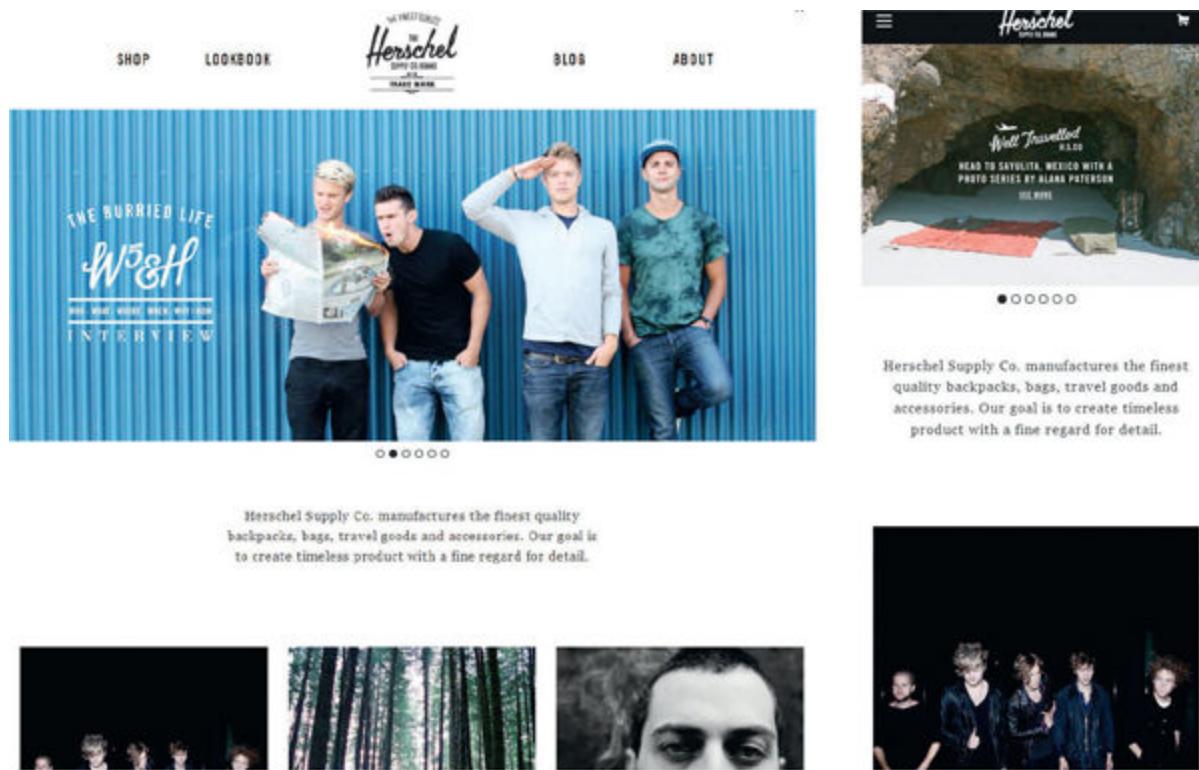


FIGURE 2: www.footballasfootball.com

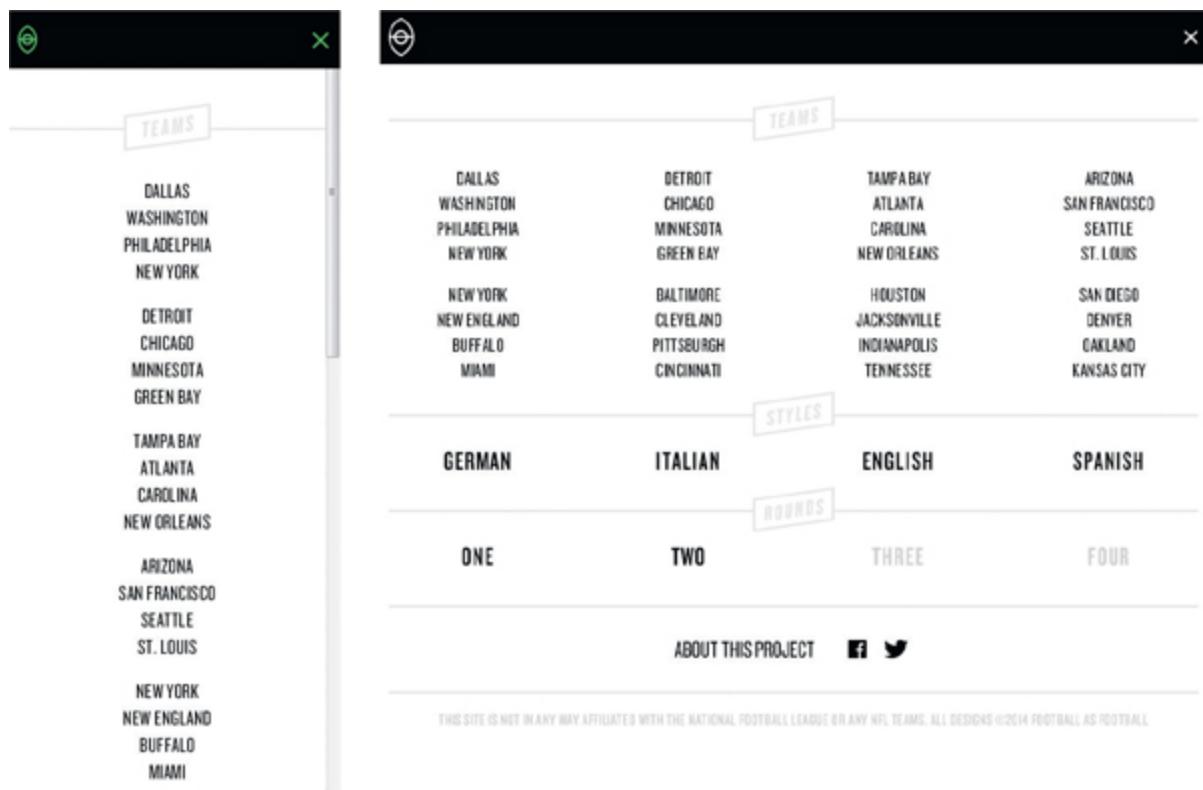


FIGURE 3: <http://worldwildlife.org>

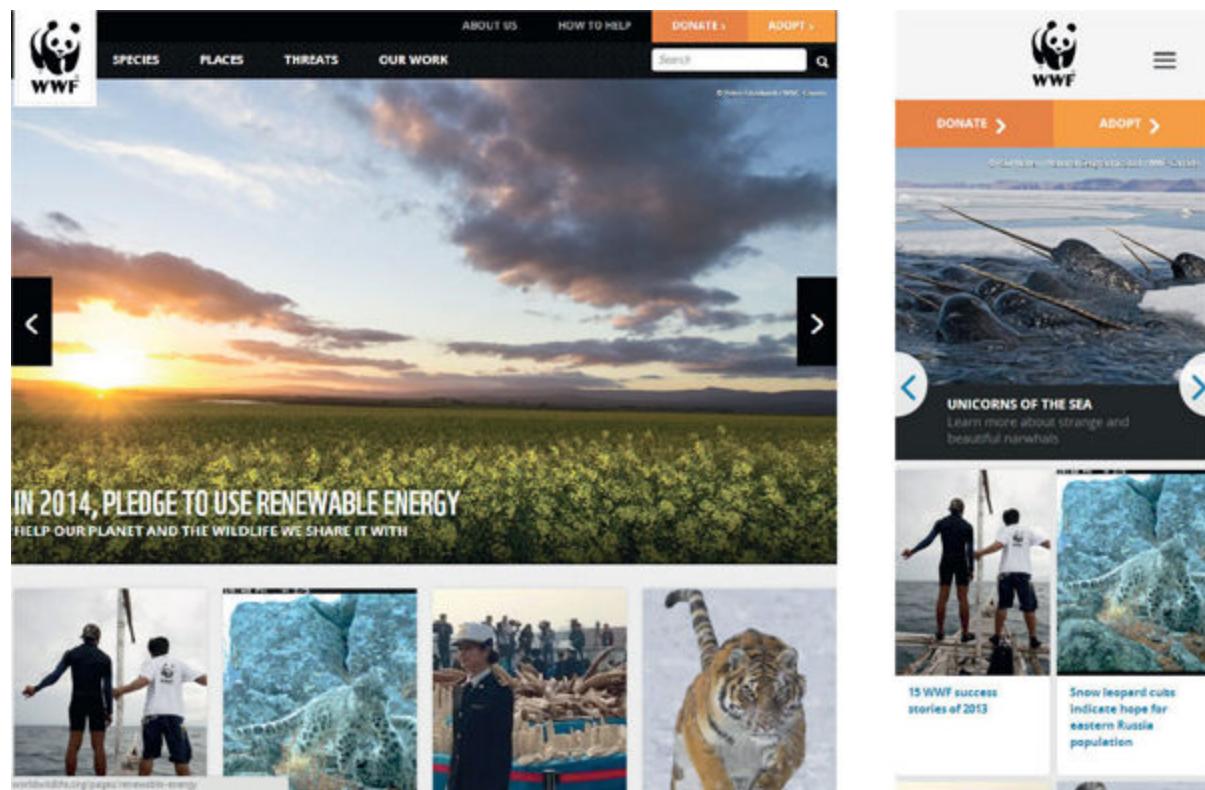


FIGURE 4: www.japantimes.co.jp

The screenshots show the following content:

- Left Screenshot:** Headline: "Manabu to run for Tokyo governor". Subtext: "Former health minister Yoshiaki Manabu indicates he will run for Tokyo governor next month." Below it: "Manhunt intensifies for alleged Kawasaki rapist". Subtext: "Almost 4,000 police officers continue the hunt for an alleged rapist who escaped from the prosecutor's office in Kawasaki."
- Middle Screenshot:** Headline: "Luminaries' statement slams Henoko base deal". Subtext: "Twenty-nine scholars, peace activists, writers, artists and a Nobel laureate issue a statement condemning the decision to relocate the Futenma base to Henoko and comparing opposition to the move with..." Below it: "LDP eyes bill for faster recovery of soldiers' war remains".
- Right Screenshot:** Headline: "Honda's moment arrives after long wait to join AC Milan". Subtext: "Kazunori Honda has waited a long time to get his shot with one of Europe's biggest clubs, but his patience should stand him in good stead as he begins life with Italian giants AC..." Below it: "U.S. immigration overloads galaxy steam".

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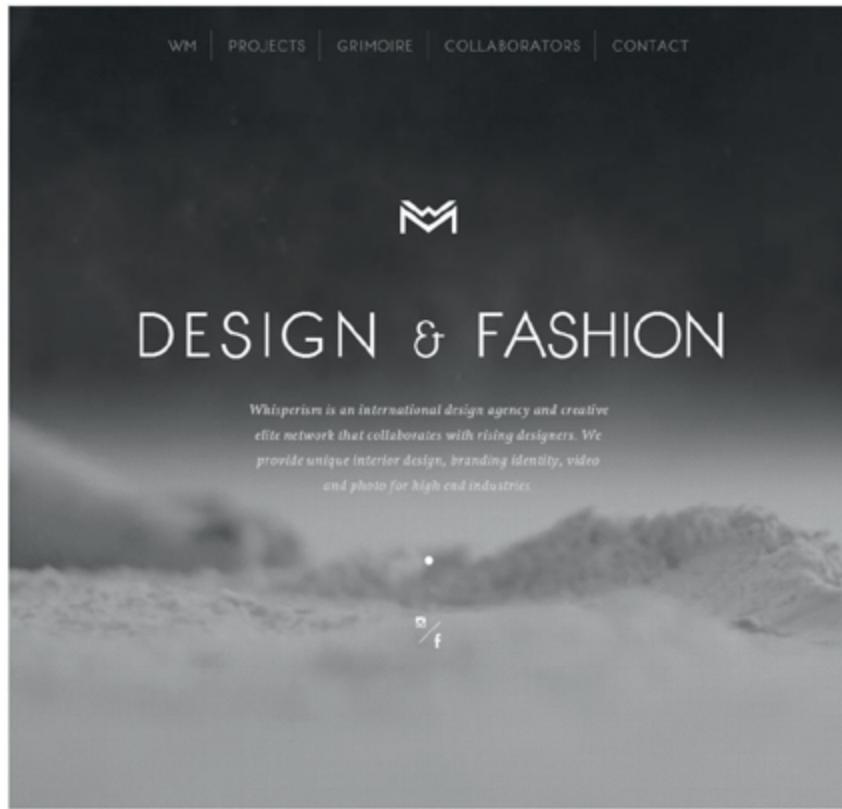
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Responsive Select Menus

One of the first solutions to responsive navigation was the use of select menus. In this model, a normal band of navigation options folds into a drop-down select control. Frankly, this approach has mostly fallen out of popularity. That said, I did happen upon a couple of examples that sort of used the approach. I say “sort of” because they put their own twist on it—they don’t exactly have an actual HTML drop down control.

Despite an extremely small sample set, I opted to include this chapter because it inspired me. I was reminded of an approach that is no longer popular. In many cases, it was a terrible solution and I much prefer other approaches we use now. That said, I think it is always good to keep in mind the full range of options available to us so that we can always pick the best one. You might seldom use this approach, but that doesn’t make it a bad option to keep on tap.

The Hudson’s Bay Company (HBC) site ([FIGURE 1](#)) demonstrates a rather unusual problem. The navigation for this site is a single dropdown with an extensive list of links. This isn’t your typical five-page site; it contains dozens of pages. Sure it isn’t the biggest site, but the navigation they set up makes it an interesting site to work with. On the mobile version this remains a drop-down, but it has more of a select control feel to it. Again, it isn’t what I would expect, but the results work well as I browse the site. The simplicity of packing all the menu items into a single drop-down is compelling.

The other example here, the Louis XIV site ([FIGURE 2](#)) demonstrates a more typical usage of the approach. Here a simple list of eight links is

displayed as a single row of items on desktop and tablet computers. When it shifts to mobile, this row of links turns into a drop-down selection menu.

This approach in general stands in stark contrast to the frequent usage of navicons and menus that slide out from the side. I think the community has really settled in on these two options. I can't help but wonder what else we will come up with. The field is still wide open in my opinion, and we have yet to fully explore the possibilities.

FIGURE 1: www3.hbc.com

The figure displays two versions of the Hudson's Bay Company (HBC) website homepage from January 9, 2014, at 3:59 PM ET. The left version is a mobile view, showing a navigation menu with "Contact Us | Français" and "Navigation Menu". Below the menu, there are three main sections: "ABOUT" featuring the HBC logo, "INVESTOR RELATIONS" with a bar chart and line graph, and "MEDIA CENTRE" with a stylized icon. The right version is a desktop view, showing a header with the HBC logo, the date and time, and stock information (TSX: HBC 18.23 -0.14). It includes a "MENU" button, a search bar, and links for "ABOUT", "INVESTOR RELATIONS", "MEDIA CENTRE", "SOCIAL RESPONSIBILITY", "CAREERS", "CREDIT & REWARDS", "FINANCIAL SERVICES", and "VENDORS". At the bottom, there are logos for "HUDSON'S BAY", "The Bay", "SportChek", and "Home Outfitters".

FIGURE 2: www.louisxivenergy.com



Responsive Checkouts

There is no question: responsive design makes things far more complex to design and build. We have already seen how complicated it can get just figuring out how to show images in changing layouts. As I sort through the contents for this chapter on responsive checkouts, I suddenly feel like images are the least of our worries. E-commerce systems are extremely complex and involve so many situations and events. Transforming these interfaces into responsive things of beauty is a daunting challenge.

An intrinsic difference I keep coming back to is how users on desktops rely on clicks while mobile users rely on touches. This fundamental shift in interface methods is a significant to consider. It's also important to realize that the desktop version might be used in a more focused way at a desktop computer. In contrast, the mobile version might get used while someone is on the go and not giving it their full attention. Creating a single interface that accommodates all of this and optimizes the number of people completing the checkout is a considerable challenge. Frankly, it is no wonder that the community as a whole is really focused on a minimalist and simple style.

One thing that stands out to me with these samples is the “proceed to checkout” buttons. Not surprisingly, these buttons are styled to catch your attention. Most of them leap off the page and are impossible to miss. But something else stands out to me even more. I notice that on the mobile versions, many of the sites work hard to ensure that this key button is near the top of the page. This ensures that the button is visible on the default view from a mobile device.

Suitsupply (**FIGURE 1**) is a lovely example of this. As with many sites, the checkout button is both above and below the list of cart contents. And notice that the button remains very near the top of the page, helping to draw people into the process.

Another thing to observe is how the interfaces feel simpler, the smaller the screen gets. In most cases elements are just being moved down and end up off screen. The result is that the interface feels simpler and more focused. I can't help but wonder if a narrowed focus and reduction of clutter would benefit every screen size.

FIGURE 1: https://us.suitsupply.com/on/demandware.store/Sites-US-Site/en_US/Cart-Show

SUITSUPPLY

SHOP ONLINE | SHOP BY LOOK | MAP | STORE LOCATOR | SERVICE | COMPANY

Home | EN | ES | Account: Log in | Wish List | Shopping bag

Free shipping & free returns within United States.

YOUR SHOPPING CART

PRODUCT **DESCRIPTION** **QUANTITY** **AVAILABILITY** **PRICE**

	RED TIE Item no. D132080	<input type="button" value="X Remove"/> <input type="button" value="★ Add to favorites"/>	1	2-3 business days	\$ 45
---	-----------------------------	---	---	-------------------	-------

ORDER TOTAL: (1 Article) \$ 45

FREE SHIPPING
Free shipping for orders exceeding \$500

FREE RETURNS
30-day free return period on all of your orders.

QUESTIONS
For all enquiries please call 1 855 754 8464
Country specific phone numbers

Y Shopping cart items are not reserved, it is possible that availability will differ upon check out.

FREE STANDARD SHIPPING | FREE RETURNS | 1 TO 4 BUSINESS DAYS DELIVERY ANYWHERE IN THE WORLD

SUITSUPPLY

YOUR SHOPPING CART

PRODUCT **DESCRIPTION** **QUANTITY** **PRICE**

	RED TIE Item no. D132080	<input type="button" value="X Remove"/> <input type="button" value="★ Add to favorites"/>	1	\$ 45
---	-----------------------------	---	---	-------

ORDER TOTAL: (1 Article) \$ 45

FREE STANDARD SHIPPING | FREE RETURNS | 1 TO 4 BUSINESS DAYS DELIVERY ANYWHERE IN THE WORLD

SHOP SECURE
Order Online
FAQ
Payments

CUSTOMER CARE
USA & Canada: 1 855 754 8464
Mon - Fri between 9am - 8pm nationwide
Sat - Sun between 9am - 8pm EST

CURRENT OPENINGS
Retail
Corporate

NEWSLETTER

CUSTOMER CARE
USA & Canada: 1 855 754 8464
Mon - Fri between 9am - 8pm nationwide
Sat - Sun between 9am - 8pm EST
Adjusted opening hours
Rest of the world: +31 20 2190673
Mon - Fri between 9am - 8pm CET
Saturday between 9am - 2pm CET
Other countries' phone numbers:
[Email Customer Care](#)

Currys

Please review your basket

Select from the options below for your chosen items:

 DYSON DC38 Animal Cylinder Bagless Vacuum	Price before discount £369.99 Save £100.00	Quantity : 1 <input type="button" value="X REMOVE"/>	£269.99
--	---	--	---------

How will you get this item:
 Home delivery (from FREE)
 Collect in store

Order subtotal **£269.99**
Pay now **£269.99**

[+ Proceed to checkout](#)

Voucher codes can be applied in the checkout

Currys

Please review your basket

Select from the options below for your chosen items:

 DYSON DC38 Animal Cylinder Bagless Vacuum Cleaner - Iron & Purple	Price before discount £369.99 Save £100.00	Quantity : 1 <input type="button" value="X REMOVE"/>	£269.99
---	---	--	---------

How will you get this item:
 Home delivery (from FREE)
 Collect in store

Order subtotal **£269.99**
Pay now **£269.99**

[+ Proceed to checkout](#)

Voucher codes can be applied in the checkout

We accept these forms of payment:


If you have any questions don't hesitate to give us a call on 0844 561 0000

Customer services
Delivery Information
Track my Order
Installation Services
Recycling Information
Returns & Cancellations

Shopping with Currys
Order online & collect in store
Price Promise
Gift Cards
Payment & Finance Options
Privacy & Cookies

We're here to help
Product Care Plans
Customer Services
Repairs
Buying Guides
Contact us

Store Finder
Enter your postcode to find your nearest Currys store:
Postcode or town name Search

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www.motelrocks.com/cart.php

UK - £ SEARCH SIGN IN ACCOUNT 1 ITEM

FREE UK DELIVERY & RETURNS 25% STUDENT DISCOUNT

NEW ARRIVALS SALE CLOTHING SHOES VINTAGE ACCESSORIES BRANDS TRENDS FEATURES BLOG

HOME / PREVIOUS PAGE / YOUR SHOPPING CART

YOUR SHOPPING CART

PROCEED TO CHECKOUT

CART ITEMS	QTY	ITEM PRICE	ITEM TOTAL
 JEFFREY CAMPBELL MULTI JEWEL LITA PLATFORM BOOT SIZE: 40	1	£160.00	£160.00
SUBTOTAL: £160.00			
ESTIMATE SHIPPING & VAT			
TOTAL: £160.00			

ADD GIFT WRAPPING: £6.95

KEEP SHOPPING PROCEED TO CHECKOUT

COUPON CODE
If you have a coupon code, enter it in the box below and click 'Go'.

☰ MENU HOME / PREVIOUS PAGE / YOUR SHOPPING CART

YOUR SHOPPING CART

PROCEED TO CHECKOUT

THE CONTENTS OF YOUR SHOPPING CART HAVE BEEN UPDATED

Jeffrey Campbell Multi Jewel Lita Platform Boot
SIZE: 40 £160.00

Remove KEEP SHOPPING

www.officialhtcstore.com/uk/p_htc_store_basket.aspx

The Official HTC Store / United Kingdom

Your shopping basket

Item	Quantity	Price
HTC One Dual SIM 32GB, Silver Status: In Stock. Expected to ship in 4 days. Remove	1	£409.99
HTC One mini Glacial Silver Status: In Stock. Free delivery. Remove	1	£364.99
Subtotal:		£774.98

How shall we deliver your order?

- Free Standard Delivery**
Free (4-6 Working Days)
- Royal Mail Special Delivery**
£5.99 (Next Working Day)
- Jersey, Guernsey - Express Delivery**
£10.78 (1-2 days)

How would you like to pay?

Credit/Debit Card

JOIN htc ONLINE [f](#) [t](#) [g+](#) [y](#)

[HTC Store](#) [Why HTC](#)

The Official HTC Store / United Kingdom

Your shopping basket

Item	Quantity	Price
HTC One mini Glacial Silver Status: In Stock. Free delivery. Remove	1	£364.99
Subtotal:		£364.99

How shall we deliver your order?

- Free Standard Delivery**
Free (4-6 Working Days)
- Royal Mail Special Delivery**
£5.99 (Next Working Day)
- Jersey, Guernsey - Express Delivery**
£9.99 (1-2 days)

How would you like to pay?

Credit/Debit Card

12 Month 0% Finance
This offer only £27.37 per month.
(10% deposit required)

JOIN htc ONLINE [f](#) [t](#) [g+](#) [y](#)

[HTC Store](#) [About HTC](#) [Why HTC](#) [Support](#) **htc**

<http://kershaw.kaiusaltd.com/cart>

The screenshot shows a desktop view of the Kershaw website's shopping cart page. At the top, there's a navigation bar with links for KNIVES, WARRANTY, PRESS, BLOG, and MY ACCOUNT. A shopping cart icon in the top right corner shows a red notification dot. Below the navigation, a "YOUR CART" section displays a single item: "THERMITE" for \$63.19. To the right is a "CART SUMMARY" box showing a total of \$63.19. A "CHECKOUT" button is present. A note at the bottom states: "The currency selected must match the shipping address." Below the cart area, there's a "GET YOUR GEAR" section and a "FREQUENTLY ASKED QUESTIONS" section. The footer contains links for SUPPORT (STORE LOCATOR, CONTACT US, SHIPPING, RETURNS), COMPANY (CATALOG, PRODUCT CARE, WARRANTY, FAQ, TECHNOLOGY), DEALERS (ABOUT US, CAREERS, SPONSORSHIPS, TESTIMONIALS), and MY ACCOUNT (RESOURCES, BECOME A DEALER, CONTACT A REP., MEDIA GALLERY, LOGIN, ORDER HISTORY, TRACK ORDER, CANCEL ORDER). Social media icons for Twitter and Facebook are also in the footer. A copyright notice at the very bottom reads: "© 2013 KAI USA LTD. PRIVACY - TERMS".

The screenshot shows a mobile view of the same shopping cart page. The layout is more compact, with the "YOUR CART" section and "CART SUMMARY" box taking up most of the screen. The "THERMITE" item is shown again with a quantity selector. The "CHECKOUT" button is prominent. The note about currency matching is visible. The "GET YOUR GEAR" and "FREQUENTLY ASKED QUESTIONS" sections are partially visible at the top. The footer is mostly cut off by the bottom of the screen but includes the "MEDIA GALLERY" link from the desktop version.

La mia wishlist Accedi o Registrati Connelliti con Facebook

buru-buru

Cerca nell'intero negozio... BAG (1)

DESIGN GIOIELLI CARTA KIDS BORSE & CO MODA GREEN ART SHOP BRANDS ★ SALDI REGALO BLOG

CARRELLO PROSEDI CON L'ACQUISTO | >

Attenzione gli articoli aggiunti al carrello non sono riservati. Fai click su "Acquista Ora" per concludere l'ordine.

NOME PRODOTTO	PREZZO UNITARIO	Q.TÀ	SUBTOTALE
 POSTER LILLO Modifica € 28,00 1 € 28,00 X			

[TORNA ALLO SHOPPING](#) +1

CODICI SCONTO
Inserisci il tuo codice coupon se ne hai uno.

[APPLICA COUPON](#)

CONSEGNA TRAMITE TNT TRACCIABILE
 ✓ Protezioni Dati
✓ Pagamento sicuro con decodificazioni SSL
✓ Qualità selezionata Buru Buru
✓ Prodotti 100% handmade

Subtotale € 28,00
Tasse € 4,86
Totale complessivo € 28,00

PROSEDI CON L'ACQUISTO | >

Responsive Logins

Login forms are not nearly as complex as checkout systems, and therefore lend themselves to more exploration. I believe this is evident in the samples provided here. The most obvious approach is to essentially keep things the same, just shrink it down. This is exactly what the Whil website ([FIGURE 1](#)) does. The form is center-aligned and simply shrinks to fit the width of the screen. And guess what? It works really well. Sometimes the simplest approach is the best one.

The Salesforce login ([FIGURE 2](#)) page really caught my attention. The desktop version contains the normal login stuff, but it also includes links to some useful resources that help you maximize the system. I would propose that these resources are ideal for the desktop user exploring the application. In contrast, the mobile version hides these elements and just shows the login form (which, interestingly, didn't have to be reformatted or resized at all). On the mobile version, I suspect users are more interested in *using* the app and not in *learning to use* it. As such, the lack of distractions is reasonable and desirable.

Another example that got me thinking was the Campfire login ([FIGURE 3](#)). On the mobile version, they opted to leave the logo out. On first take, this is almost shocking to think about. How could they not have their awesome little logo in there? And yet, it isn't there, and it actually works really well without it. I really appreciate their willingness to do something outside of convention for the sake of usability.

There are countless approaches to logins—which is kind of surprising considering what simple forms they are. The Starbucks site ([FIGURE 4](#))

presents another interesting concept. Here the desktop version has action buttons spread over two columns. It also includes a list of reasons to register an account. In contrast, the mobile version condenses the form into a neat little stack of action buttons and hides the benefits of joining. I can't help but assume that mobile users are more easily distracted and therefore it is logical to keep the path clear of shiny objects that might stop them. It also makes sense that someone selecting to visit the login page is already a customer, and therefore doesn't need to be sold on the product at all.

For me, the lesson I learn here is simple. Login forms (or any other fundamental part of a website) might be easy to ignore. But at the end of the day, our users can benefit greatly from some carefully thought-out design work. In fact, testing these interfaces with real users will likely provide extremely helpful insights.

FIGURE 1: <http://whil.com>

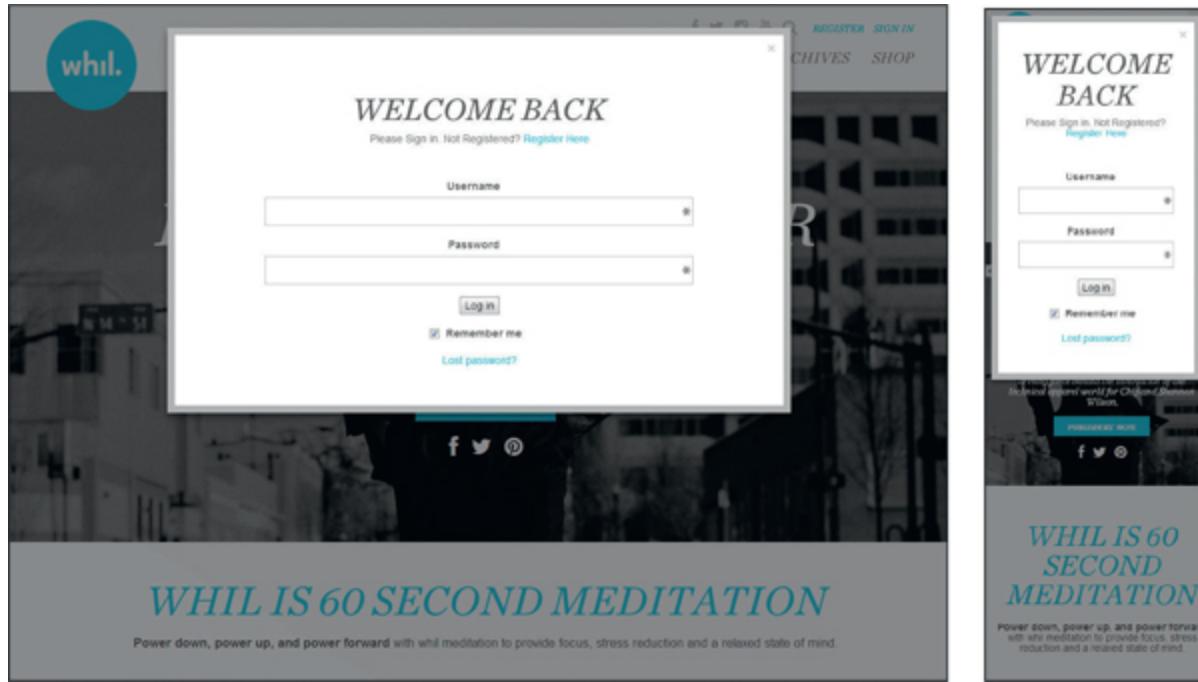


FIGURE 2: <https://login.salesforce.com>

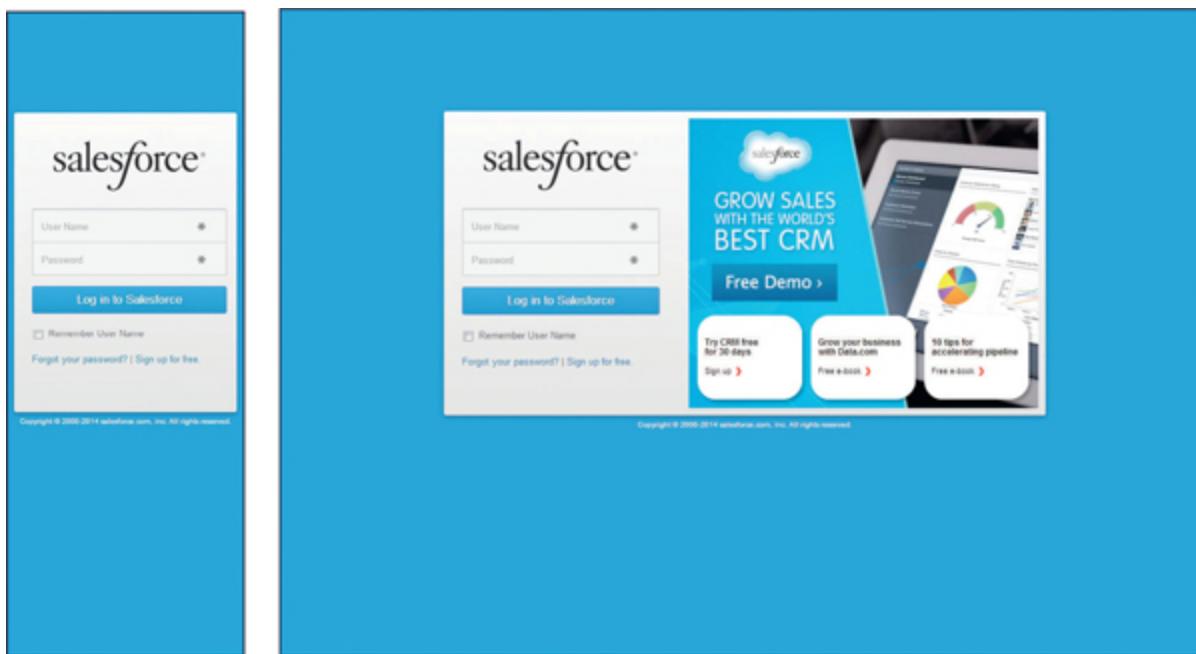


FIGURE 3: <https://launchpad.37signals.com/campfire/signin>

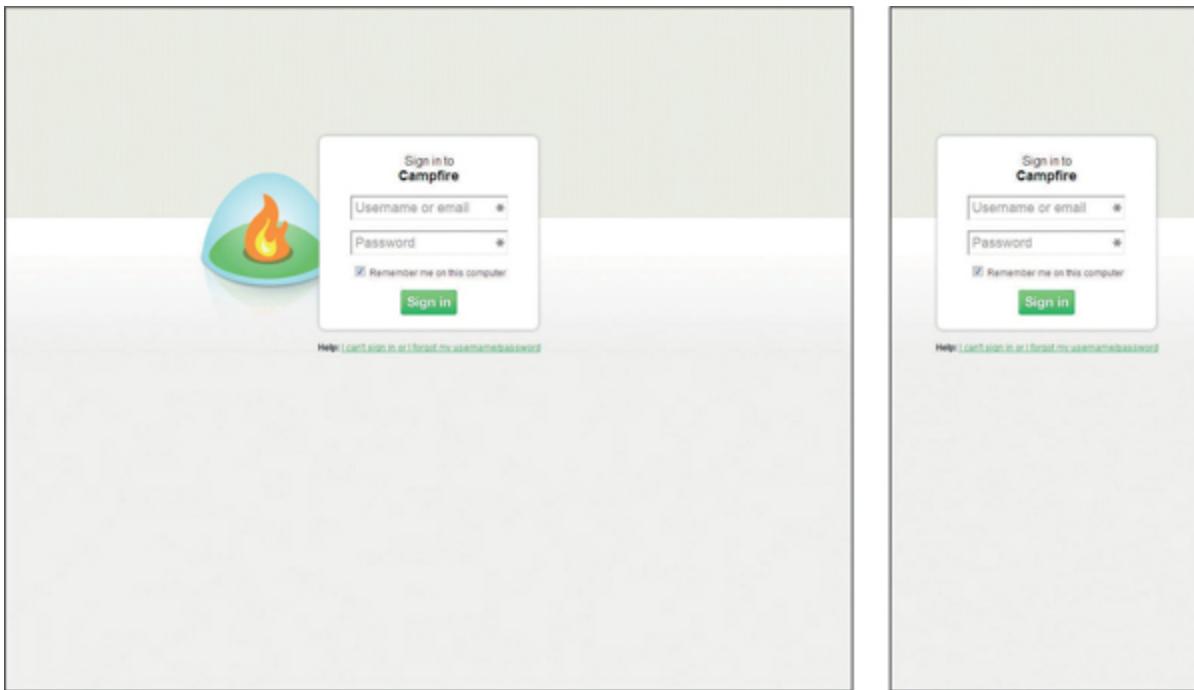


FIGURE 4: www.starbucks.com/account/signin

www.naspa.org/login

The image displays two side-by-side screenshots of the NASPA website's member login interface.

Desktop View: The top navigation bar includes a welcome message: "WELCOME! Early bird registration ends January 10th for the NASPA Annual". It features a search bar, a "Donate" button, and a "Become a Member" button. Below the header is the NASPA logo and the tagline "Student Affairs Administrators in Higher Education". A horizontal menu bar with links for "ABOUT", "EVENTS", "RESEARCH & POLICY", "PUBLICATIONS", "CAREERS", and "CONSTITUTE GROUPS" is visible. The main content area is a "Member Login" form with fields for "Enter your email address" and "Enter your password", both marked with asterisks indicating required fields. A large blue "LOGIN" button is centered below the fields. Below the form are links for "Forgot your password?" and "Not a member?". At the bottom of the page, there are links for "GET INVOLVED" (Become a Member), "CONTACT US" (Phone: (202) 265-7777), and information about the "NASPA FOUNDATION".

Mobile View: The mobile version of the site has a similar layout but is optimized for touch. The top navigation bar includes a "SEARCH" bar, a magnifying glass icon, and a "MENU" icon. The NASPA logo and tagline are at the top. The "Member Login" form is displayed prominently in the center. It contains fields for "Enter your email address" and "Enter your password", both marked with asterisks. A large blue "LOGIN" button is centered below the fields. Below the form are links for "Forgot your password?" and "Not a member?". At the bottom of the page, there is a link for the "NASPA FOUNDATION".

<https://vllg.com/login>

The image displays two side-by-side screenshots of the Village Type & Design website's login page.

Left Screenshot: The URL is <https://vllg.com/login>. The page title is "VILLAGE". A search bar is at the top. Below it, the word "Login" is prominently displayed, followed by "SCHWARTZOO / Stag Dot". A sub-instruction reads: "Log in to retrieve your past purchases, documentation, and to upgrade easily." There are fields for "EMAIL" and "PASSWORD", both marked with an asterisk (*). A large red "LOG IN" button is centered below the fields. Below the button are links for "FORGOT PASSWORD? / CREATE NEW ACCOUNT". At the bottom, there's a section for signing up for news: "SIGN UP FOR NEWS FROM VLLG", "Email address", "SUBSCRIBE", and "CONTACT US".

Right Screenshot: The URL is <https://vllg.com/login>. The page title is "VILLAGE". A search bar is at the top. Below it, the word "Login" is prominently displayed, followed by "CONSTELLATION / Gaiaele Cassiopeia". A sub-instruction reads: "Log in to retrieve your past purchases, documentation, and to upgrade easily." There are fields for "EMAIL" and "PASSWORD", both marked with an asterisk (*). A large red "LOG IN" button is centered below the fields. Below the button are links for "FORGOT PASSWORD? / CREATE NEW ACCOUNT". At the bottom, there's a section for signing up for news: "SIGN UP FOR NEWS FROM VLLG", "Email address", "SUBSCRIBE", and "CONTACT US".

Responsive Priorities

Designers are slowly giving more attention to how needs change at different screen sizes. A user on a mobile site may have different reasons for visiting the site than a user on a desktop computer. The best example that comes to mind is someone visiting a restaurant's website. The desktop user might be exploring the idea of going there. They will need a wide range of information, such as location, menu items, photos to determine ambience, etc. In contrast, a mobile user might have sought out the destination's website to find what hours it is open, or to get directions. In other words, I suspect that many desktop users require more of a sales pitch, while mobile users just need the facts, as they are already interested in coming and may be on their way. Obviously, this is speculation, but it is easy to imagine. To fully understand users, it helps to observe them using your site.

One site that seems to embody the notion of responsive priorities is Jim ‘n Nick’s Bar-B-Q (**FIGURE 1**). Contrast the mobile and desktop versions and I believe you will notice the difference rather quickly. The mobile version is a super-condensed set of buttons void of much distraction. I get the sense that they changed the priorities of the site as it adapted to different screen sizes.

Another example that vividly demonstrates this idea is the Kiwibank website (**FIGURE 2**). The mobile version features three key action items front and center. These are very much focused on the tasks mobile users would be interested in doing. Contrast this with the more marketing-oriented desktop version of the site. It is clear that each version has a different priority and purpose for users, so adapting only makes sense.

The Garmin site (**FIGURE 3**) has its own interesting take on this concept. The desktop version features your typical marketing-type content. The mobile version, though it is there to sell the product, has a different approach to the same goal. The mobile site is first interested in the context users plan to use the product. I am intrigued that the mobile version takes this approach, but the desktop site does not.

An intimate understanding of your users and their goals will always be of use. The samples here remind us that those goals can (and likely will) change as the user changes modes. An on-the-go mobile phone user is almost guaranteed to have different goals than a desktop user stuck at the office.

FIGURE 1: www.jimnnicks.com

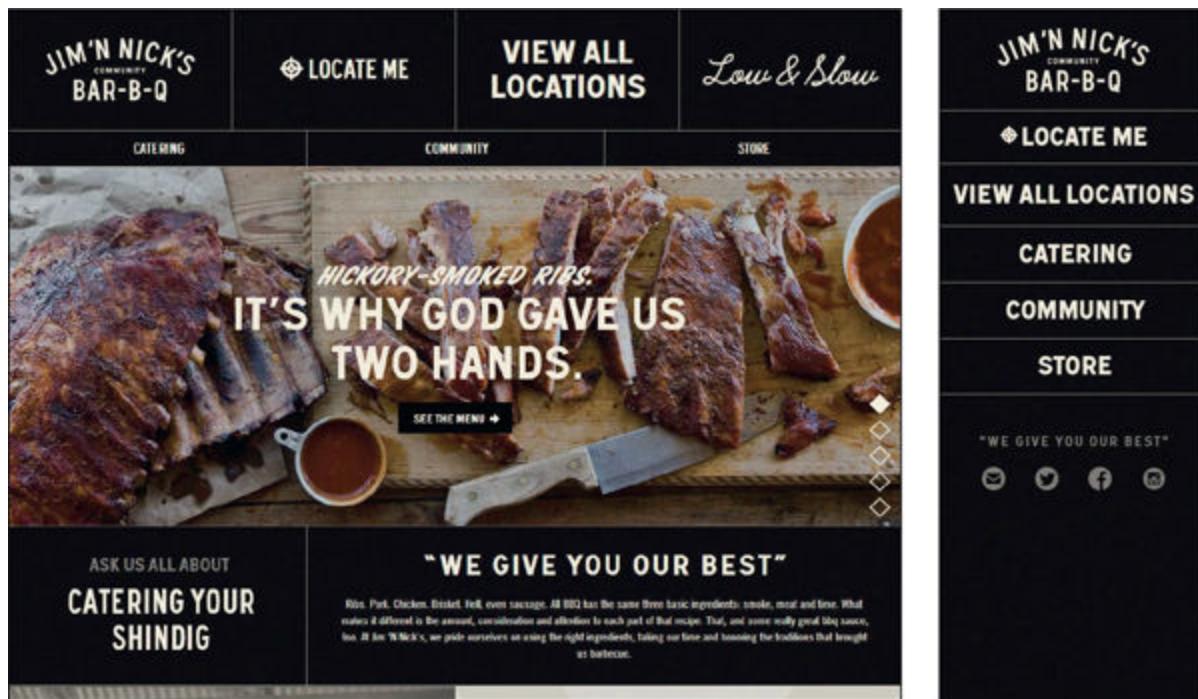


FIGURE 2: www.kiwibank.co.nz

Kiwi Bank

Menu

- [Log in to mobile banking](#)
- [Find a branch](#)
- [Call us on 0800 11 33 55](#)
- 7am-9pm Monday to Friday
- 8am-6pm Weekends and public holidays.

New 'round here?

Kiwibank is 100% New Zealand owned and operated. We've been thinking up ways to give Kiwis better value banking since 2002.

- [Everyday banking](#)
- [Home loans](#)
- [Credit cards](#)
- [Rates and fees](#)

Term deposit
4.20 % p.a.
 for 1 year.
 Minimum investment \$10,000.

Home loan rate
5.95 % p.a.
 Fixed for 2 years.
 Minimum 20% equity.

Kiwi Bank

Personal Business Join Kiwibank About Contact us

Search Internet banking login

New 'round here?

Kiwibank is 100% New Zealand owned and operated. We've been thinking up ways to give Kiwis better value banking since 2002.

[Everyday banking](#) [Home loans](#) [Credit cards](#) [Rates and fees](#)

Term deposit
4.20 % p.a.
 for 1 year.
 Minimum investment \$10,000.

Home loan rate
5.95 % p.a.
 Fixed for 2 years.
 Minimum 20% equity.

Renovating? Don't blow the budget

Our super easy (and free!) online budgeting tool keeps track of all your item details – from costs and estimates to photos and paint shades. [Check it out >](#)

Feeling boxed in by first home mortgage options?

Sally and Simon Bowen didn't need a 20% deposit for their first home. Check out their ingenious solution, plus a few ways we may be able to help you. [Learn more >](#)

How we stack up

5.25 %	5.74 %
---------------	---------------

Check out the latest release in internet banking.

Get new features, designed to make your life easier and better.

FIGURE 3: www.garmin.com

The figure displays two views of the Garmin website: a desktop view on the left and a mobile view on the right.

Desktop View (Left):

- Header:** GARMIN logo, "Explore", "Shop", "Maps", "Support", "Sign In", "United States", "Search".
- Hero Section:** A runner wearing a blue shirt and a black Garmin Forerunner watch. Text: "Forerunner® 220 | 620" and "Running watches with advanced coaching features". A "Learn More" button is present.
- Product Section:** A close-up of a purple and black Garmin smartwatch displaying the time (182), distance (2.27), and pace (8:06).
- Call-to-Action Buttons:** "Map Updates", "Support", "Product Registration".
- Footer:** "Customer Service", "Company", "Careers", "Garmin Sites", "Partners".

Mobile View (Right):

- Header:** GARMIN logo, "Life. Camera. Action.", "VIRB® 1080P HD Action Camera".
- Content:** Icons for "On the Road", "Into Sports", "On the Trail", "On the Go", "On the Water", "In the Air".
- Section:** "HomePort™" (Main trip planning software on your Mac®).
- Call-to-Action Buttons:** "Map Updates", "Support", "Product Registration".

<http://outpostdallas.com>

The image displays two versions of the Outpost American Tavern website side-by-side.

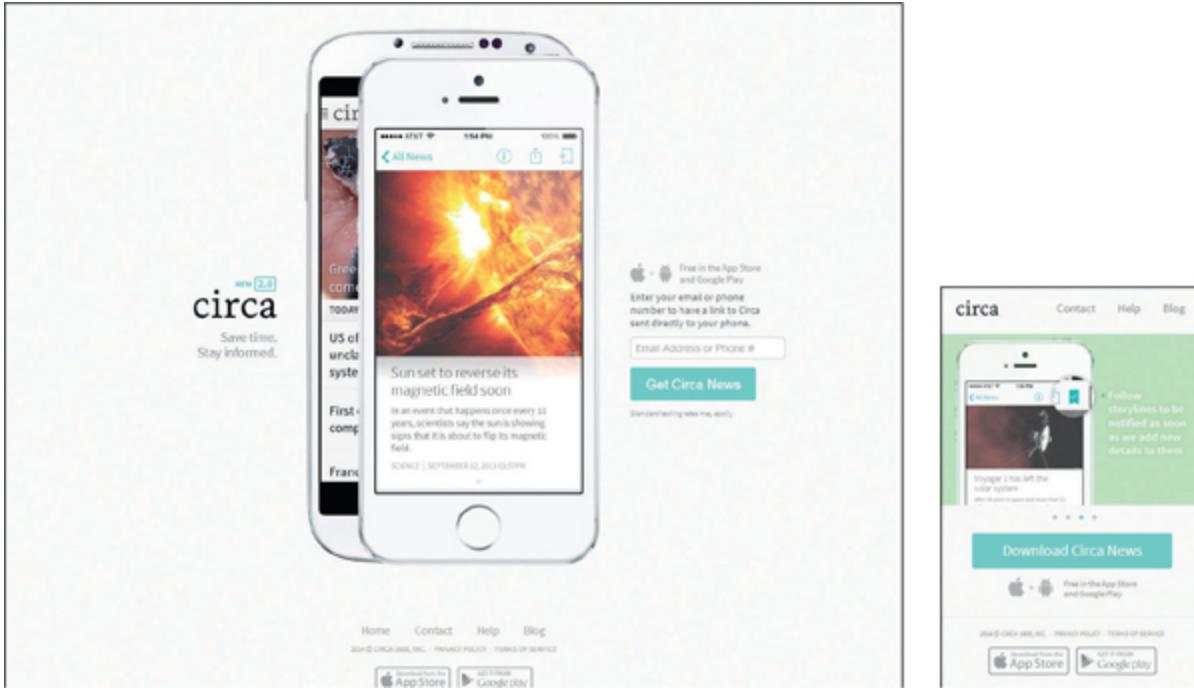
Mobile View (Left):

- Header:** OUTPOST AMERICAN TAVERN
- Navigation:** N. 1. EATS, N. 2. DRINKS, N. 3. ABOUT, N. 4. EVENTS
- Hours:** Monday 4PM-2AM, Tuesday 10:30AM-2AM, Wednesday-Sunday 10:30AM-2AM
- Address:** 1118 North Beckley Ave | Dallas, TX 75208
- Phone:** (214) 846-1338
- Call-to-Action:** ORDER UP.....
- Image:** A small image of a dish, possibly a pizza or flatbread, topped with toppings like cheese and vegetables.

Desktop View (Right):

- Header:** OUTPOST AMERICAN TAVERN
- Navigation:** N. 1. EATS, N. 2. DRINKS, N. 3. ABOUT, N. 4. EVENTS
- Hours:** Monday 4PM-2AM, Tuesday 10:30AM-2AM, Wednesday-Sunday 10:30AM-2AM
- Address:** 1118 North Beckley Ave | Dallas, TX 75208
- Phone:** (214) 846-1338
- Image:** A large, dark photograph showing a woman with long red hair working behind a bar counter, and a man in the background. The text "COME GET YOUR DRINK ON WITH US. GATHER. SHARE. CONNECT." is overlaid on the image.
- Call-to-Action:** ORDER UP.....

<http://cir.ca>



www.dixiefish.com

DIXIE FISH CO.

MENU

HOURS

SUNDAY 10am-10pm
MON-TH 11am-10pm
F-SAT 11am-11pm

205-924-3493

LOCATION

101 RESOURCE CENTER PKWY
BIRMINGHAM, AL 35242

GET DIRECTIONS

FRESH CATCHES

DIXIE FISH CO.

MENU **ABOUT** **DIXIE FISH CO** **EVENTS** **CONTACT**

Fresh from the Great American South®

MENU

BRUNCH LUNCH DINNER CATERING HOLIDAY

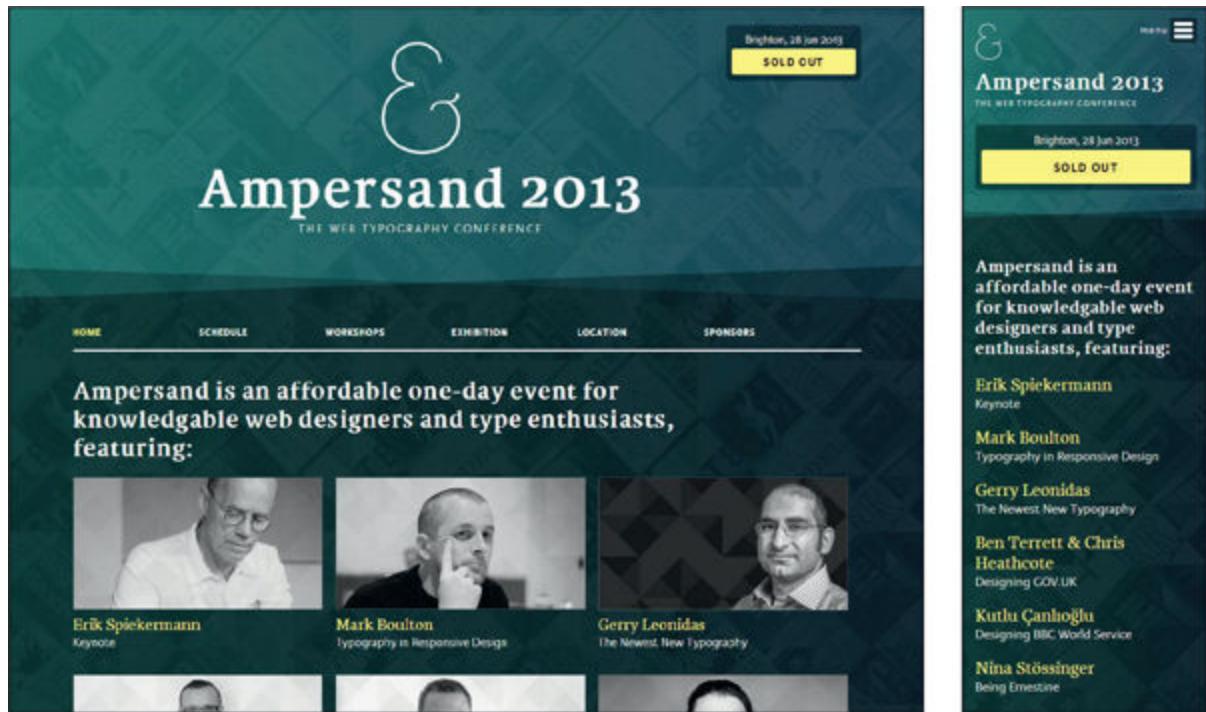
HOURS + LOCATION

SUNDAY 10am-10pm
MON-TH 11am-10pm
F-SAT 11am-11pm

101 RESOURCE CENTER PKWY
BIRMINGHAM, AL 35242

GET DIRECTIONS

<http://2013.ampersandconf.com>



The image shows the Ampersand 2013 website and its mobile responsive design side-by-side.

Website (Left):

- Header:** Ampersand 2013, THE WEB TYPOGRAPHY CONFERENCE.
- Navigation:** HOME, SCHEDULE, WORKSHOPS, EXHIBITION, LOCATION, SPONSORS.
- Text:** Ampersand is an affordable one-day event for knowledgeable web designers and type enthusiasts, featuring:
- Speakers:**
 - Erik Spiekermann (Keynote)
 - Mark Boulton (Typography in Responsive Design)
 - Gerry Leonidas (The Newest New Typography)

Mobile View (Right):

- Header:** Ampersand 2013, THE WEB TYPOGRAPHY CONFERENCE.
- Text:** Ampersand is an affordable one-day event for knowledgeable web designers and type enthusiasts, featuring:
- Speakers:**
 - Erik Spiekermann (Keynote)
 - Mark Boulton (Typography in Responsive Design)
 - Gerry Leonidas (The Newest New Typography)
 - Ben Terrett & Chris Heathcote (Designing GOV.UK)
 - Kutlu Çanboglu (Designing BBC World Service)
 - Nina Stössinger (Being Ernestine)

www.khanacademy.org

The image shows two versions of the Khan Academy website side-by-side. On the left is the mobile version, featuring a green header with the 'KHANACADEMY' logo, a search bar, and navigation links for LEARN, COACH, ABOUT, and DONATE. Below this is a large green 'Sign up' button, a grey 'Log in' button, and a decorative graphic of snowflakes. A 'Support Khan Academy' section follows, with a green background and text about reaching 10 million students per month. At the bottom is a thumbnail image titled 'Framing a masterpiece' with the caption 'Frames affect how we see a painting.' On the right is the desktop version, which has a purple background with a large flower graphic. It features the same top navigation and a central 'Start learning now' section with the text 'Completely free, forever.' Below this are 'Sign in with Facebook' and 'Sign in with Google' buttons. A note about signing up with email and agreeing to terms is visible. At the bottom are links for 'Teachers, start here' and 'Parents, start here'. The footer contains links for 'SEARCH KHAN ACADEMY', 'BROWSE OUR LIBRARY', 'WHAT'S KHAN ACADEMY ALL ABOUT?', and 'WHAT OUR USERS ARE SAYING'.

Responsive Bands of Content

I want to consider the structural strategies designers are using to create responsive sites. The first approach that the community gravitated toward was to create bands of content stacked on top of each other. Inside of these bands, the content would typically shift from multiple columns to a single stack of items. These bands of content would remain in the same stacking order across all screen sizes. In essence, this means that each band is operating independently of the others. Naturally, this makes designing, developing and maintaining sites like this much easier. Look at a few responsive sites and you will quickly spot this pattern, as it is tremendously popular.

The Stowe, Vermont website ([FIGURE 1](#)) is visually rich, and in this case, the bands of content don't feel overly simplistic at all. It feels natural and works really well. As the site condenses, each of the bands of content (I count five) simply adapts to fit the space available to it. There is no interaction between the bands of content; each functions on its own. The modular approach works well and it seems to me that maintenance on such a creation should be reasonable.

The pattern is pretty obvious once you notice. Consider the Hiut Denim Co. website ([FIGURE 2](#)). Here the bands of content are even more obvious, as they are separated by heavy lines. Notice that the content never crosses these boundaries and again, each operates on its own. This stacked approach presents an interesting opportunity to vividly prioritize your content. If you consciously decide the order of things, important things will naturally rise to the top.

In some cases the structure is not obvious at first because the content and design of the site stand out so vividly. The Marco Grill site (**FIGURE 3**) demonstrates this. I immediately loved the site, but it took me a long while to realize that it used this pattern. I was captivated by the contents and not the layout.

Bands of content is what I would call a go-to style. It works remarkably well and ports nicely to code. What really gets interesting is how each of these individual bands are styled. They can be as visually rich and diverse as you want. Also, with the modular nature of the designs, I could easily imagine building a library of fundamental structures that can be reused and re-skinned for different purposes.

FIGURE 1: www.gostowe.com

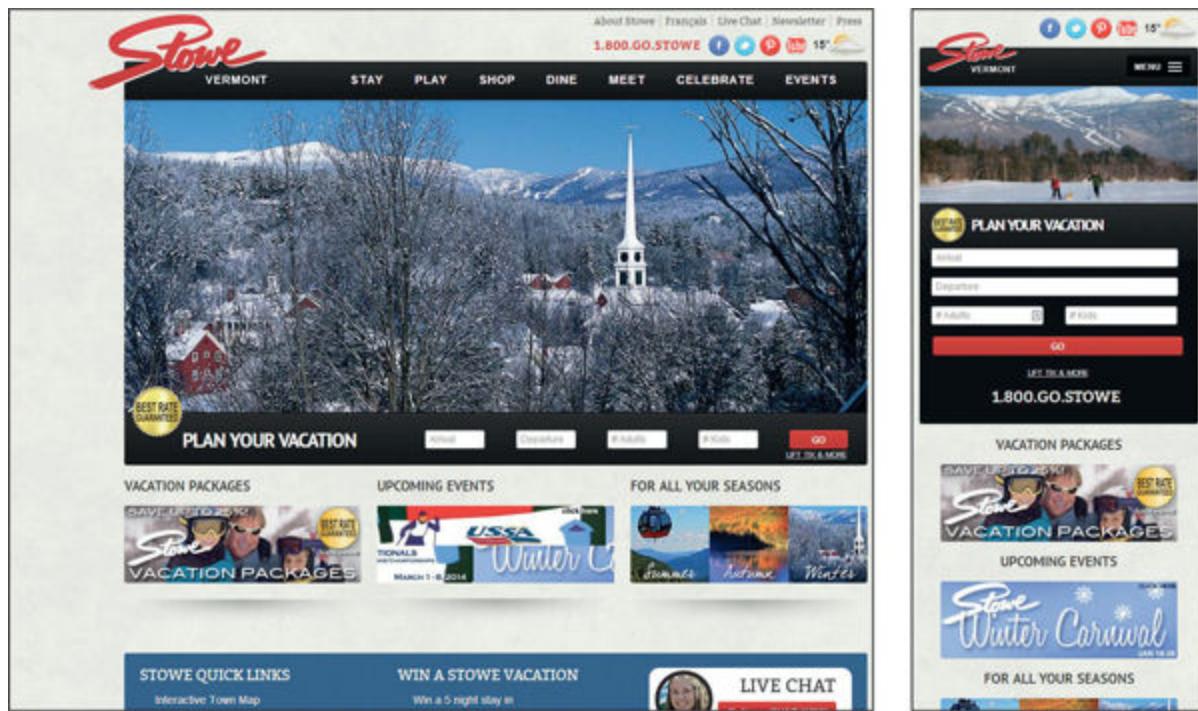


FIGURE 2: <http://hiutdenim.co.uk>

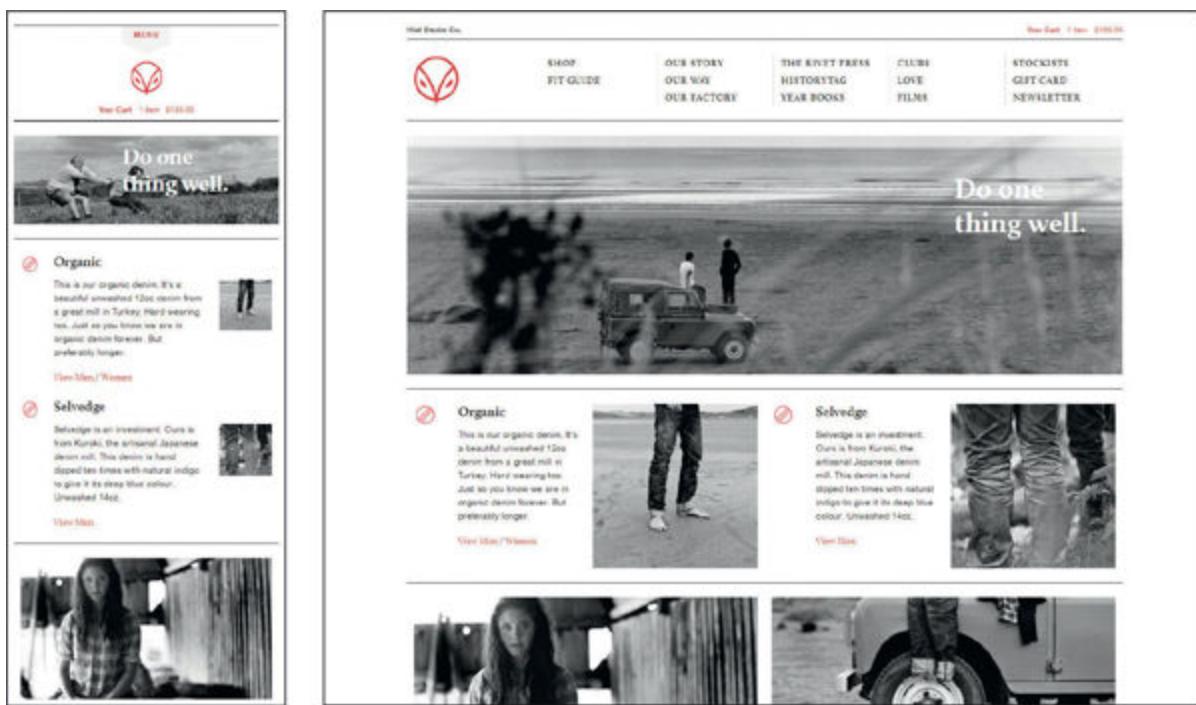
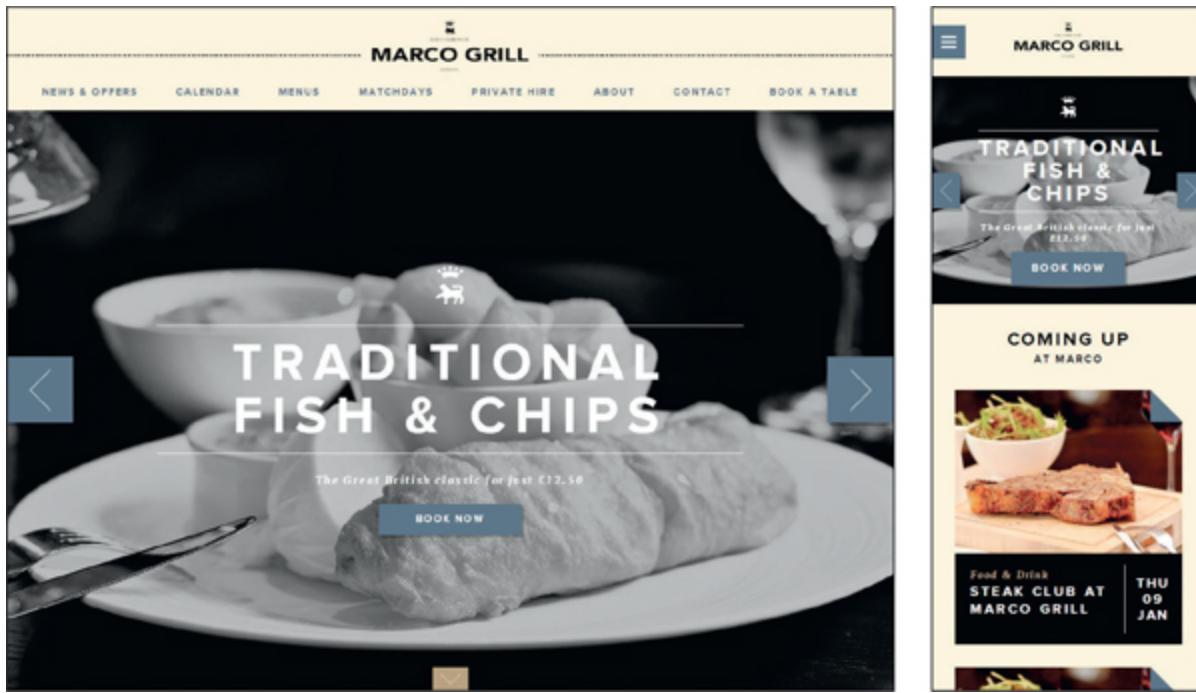


FIGURE 3: www.marcogrill.com



<http://82birds.com>

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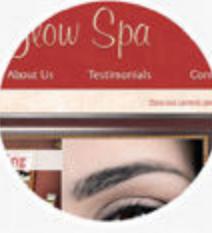
1971 by Holian II
1971 by Holian II

Holian Industries has developed into a group of businesses. Our companies include Holian Asbestos Abatement Company, Inc., Holian Environmental Services, Inc., and Holian Environmental Services, Ltd. All are devoted to quality customer service & ecological results. [Read More](#)

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<http://bunq.co.uk>

The image shows two side-by-side screenshots of a mobile website for 'BUNQ'. Both screenshots feature a dark blue header with the 'BUNQ' logo in white. Below the header, there is a large teal diagonal graphic element. The left screenshot displays the main landing page with the text 'Beautiful, functional brands & websites' and a subtext 'We believe in the power of great design.' followed by a 'WHAT WE DO' button. The right screenshot shows a 'WHAT WE DO...' section with a subtext 'We believe in the power of great design.' and a 'WHAT WE DO' button. Both screenshots show a smartphone displaying a car advertisement with the text 'CLEVERLY SIMPLE' and several cars.

BUNQ

Beautiful, functional brands & websites

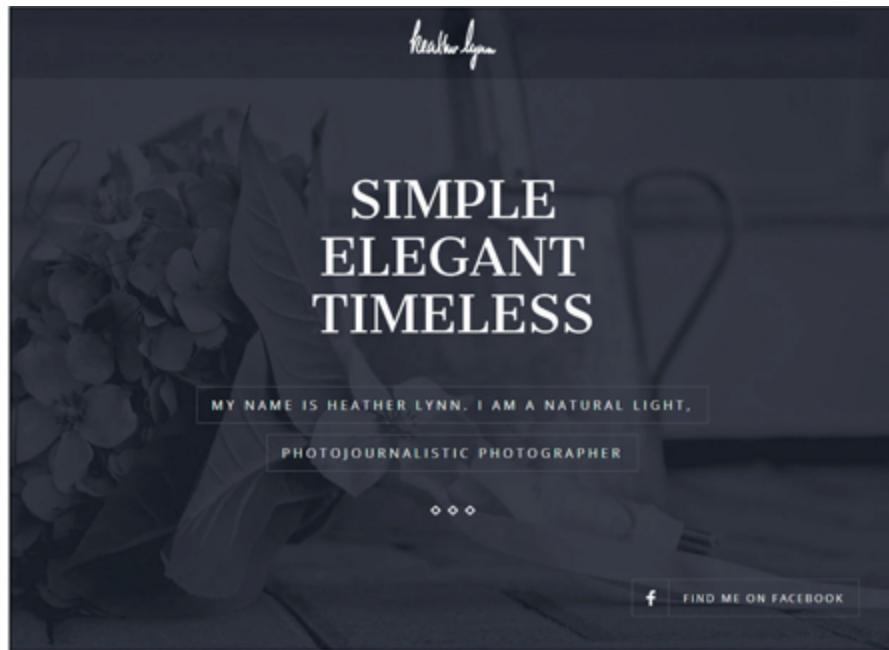
We believe in the power of great design.

WHAT WE DO

CLEVERLY SIMPLE

WHAT WE DO...

<http://hlynnphoto.com>



Responsive Reformatting Layouts

I want to highlight responsive sites that change as the screen shrinks. But these sites do more than simply stack bands of content. In this case, the layouts are more complex, with the content interrelating in more complex ways. As the designs shift to mobile, there are more radical adjustments to the content. For me, this suggests a reprioritization of the content to suit each set of users. This very much relates to the responsive priorities chapter (page 248), but in this case, the layouts are all changing radically in fundamental ways. At times the two sites hardly even look like they go together.

A nice place to start is The University of Vermont website ([FIGURE 1](#)). Here the two versions clearly represent the same organization, but the structures are radically different. Regardless of size, the page serves as a launching point to countless other pages and subsites. Notice the various ways the content was rearranged and re-factored to fit the smaller screen. These are not simple bands of content shrinking down.

The Advising Center of The University of Hawaii at Hilo ([FIGURE 2](#)) is another university site that also happens to demonstrate this idea. Not only does the focus of the site change, but the overall structure shifts to accommodate it. This one is really close to being bands of content, but for me there is a vivid change that goes beyond just packing things into smaller and smaller spaces.

The Oxo Tower Wharf website ([FIGURE 3](#)) is a rather unusual website to begin with. As it adapts to mobile, it undergoes some fairly radical changes. It's kind of funny, the more you look at it, the less radical it feels: I

think the reality is that so much of the web right now is focused on a banded content approach that a more complex reformatting of the page feels so much more radical. I suspect that in time, layouts like this one will feel simple compared to what we will create. I believe the needs of mobile and desktop users are so far apart that soon reformatting layouts will be more common and extravagant.

FIGURE 1: www.uvm.edu

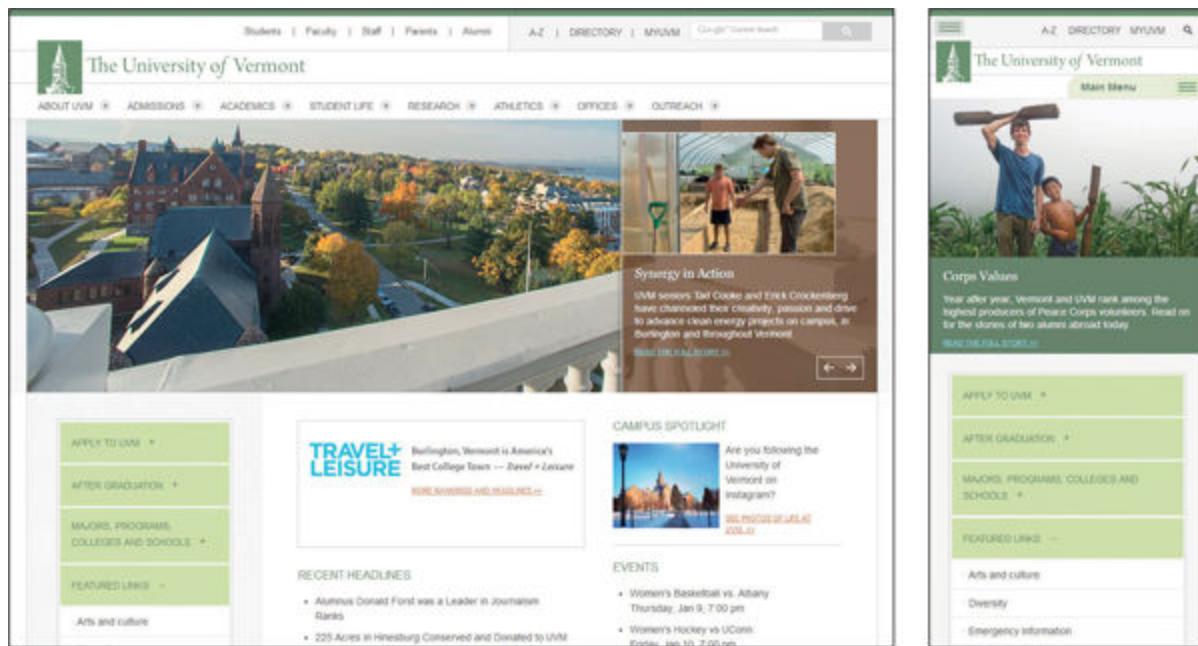


FIGURE 2: <http://hilo.hawaii.edu/~advising>

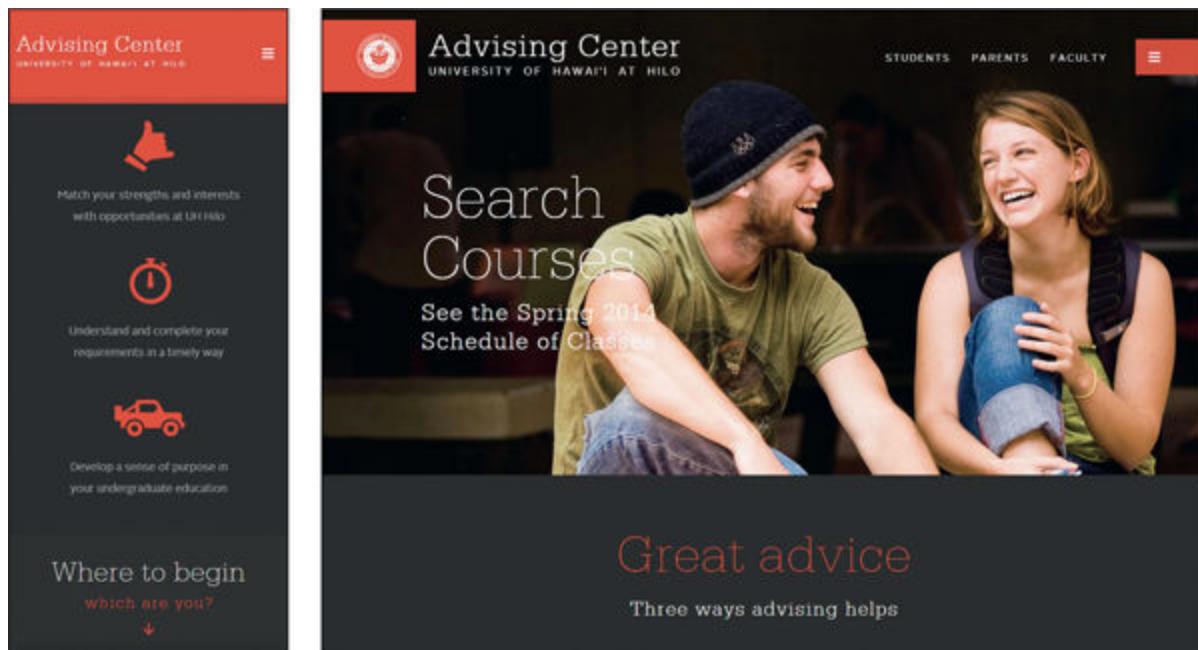


FIGURE 3: www.oxotower.co.uk

The figure displays two versions of the Oxo Tower website: a desktop view on the left and a mobile view on the right.

Desktop View (Left):

- Header:** Creative London Oxo Tower Wharf logo.
- Top Bar:** "SOMETHING DIFFERENT AROUND EVERY CORNER" banner featuring a night view of the Oxo Tower.
- Offers:** "WIN A CHRISTMAS HAMPER BY THE OXO DESIGNERS WORTH £600" with a grid of gift items.
- Categories:** EATING, FASHION, ART, INTERIORS, OFFERS, JEWELLERY.
- Section:** "WHAT'S ON AT OXO TOWER" with sub-sections: REPUBLIC OF THE MOON, X-POSE: MATERIAL AND SURFACE, and IN KONY'S SHADOW.
- Information:** Details for "REPUBLIC OF THE MOON" exhibition, dates 10 January - 2 February, time 11am - 6pm, admission free.
- Call-to-Action:** "VIEW ALL >"
- Footer:** CONTACT, OPENING TIMES (Open 11am-4pm), VENUE HIRE, LATEST TWEETS, and social media links (Twitter, Facebook, Email, LinkedIn).

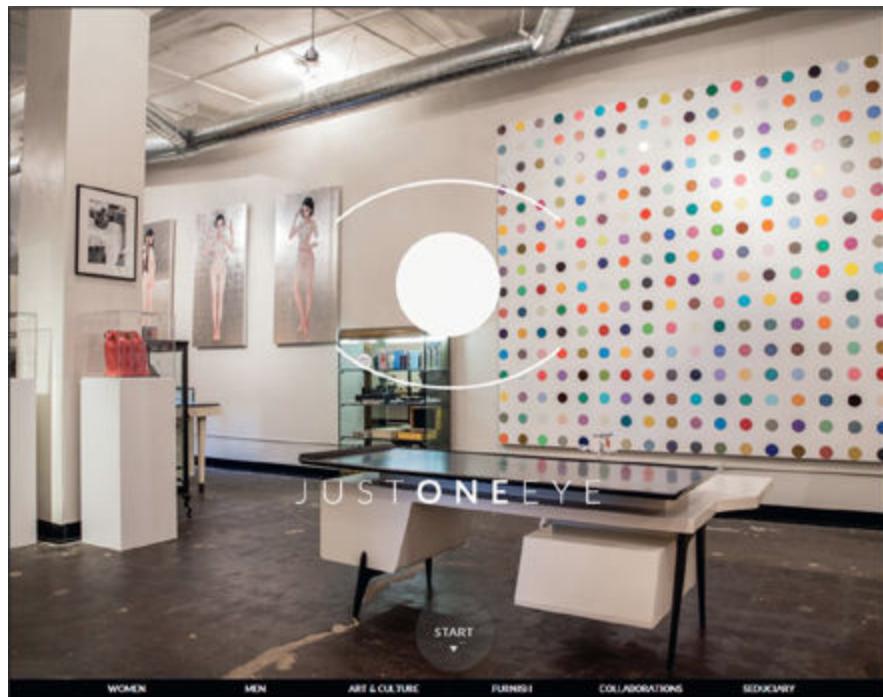
Mobile View (Right):

- Header:** Creative London Oxo Tower Wharf logo.
- Top Bar:** "SOMETHING DIFFERENT AROUND EVERY CORNER" banner featuring a night view of the Oxo Tower.
- Categories:** EATING, FASHION, ART, INTERIORS, OFFERS, JEWELLERY.
- Section:** "WHAT'S ON AT OXO TOWER" with sub-sections: REPUBLIC OF THE MOON, X-POSE: MATERIAL AND SURFACE, and IN KONY'S SHADOW.
- Information:** Details for "REPUBLIC OF THE MOON" exhibition, dates 10 January - 2 February, time 11.30am - 4.30pm, admission free.
- Call-to-Action:** "VIEW ALL >"
- Footer:** CONTACT, and links for Email and RSS FEED.

<http://zioneceramica.es>

The screenshot displays the ZIONE Cerámica website's homepage and a specific product category page for 'Madera' (Wood). The top navigation bar includes links for HOME, PRODUCTOS, PRE-ORDER, CALIDAD, MARCA SOSTENIBLE, COMPROMISO SOCIAL, and CONTACTO. The main content area features a large image of a modern kitchen setup with a black induction cooktop, a white cabinet, and a red wall. Below this is a smaller image showing a dining table with plates and glasses. On the left side, there is a sidebar with a menu titled 'SUELOS' (Floors) containing options for Madera, Piedra, Cemento, Texturas, and Mármol. A large section below is dedicated to the 'Madera' category, featuring a title 'Madera', a descriptive paragraph about the collection, and a small image of a wooden surface. The overall design is clean and modern, emphasizing the quality and variety of their ceramic products.

<http://justoneeye.com>



<http://muumilaakso.tampere.fi>

The screenshot shows the homepage of the Muumilaakso website. At the top, there's a navigation bar with links for DE, EN, ES, FI, JA, RU, and SV. Below the navigation is a large, colorful illustration of a landscape with green hills, a blue sky with clouds, and a red hot air balloon. In the foreground, a white Moomin character stands on a rocky ledge. The text "TAMPEREEN TAIDE-MUSEO MUUMILAAKSO" is visible at the top left of the illustration. At the bottom right of the illustration, there's a black banner with white text that reads "23.1.14 SENIORIPÄIVÄ ELI TOVEN TORSTAI". On the left side of the page, there's a sidebar with a blue header labeled "LUMIMILJÖÖ" and several menu items: "01 MUSEO", "1.1 MUUMILAAKSO", "1.2 SERKKAJÄRVEN KOTON", and "1.3 GALLERIA". The main content area has a white background with some text and small images related to the exhibition.

www.operadeparis.fr

The image displays two side-by-side screenshots of the official website of the Opéra de Paris.

Left Screenshot (Homepage):

- Header:** Includes links for "SOUTENEZ L'OPÉRA", "BOUTIQUE", "IDENTIFIER • S'INSCRIRE", "BILLETTERIE", and "ABONNEMENTS".
- Main Content:** A large image of a stage performance. Overlaid text reads "OPERA SHOTLINE : DU JEUDI AU DIMANCHE" and "WERLHER JULES MASSENET". Below this are buttons for "EN SAISON" and "RÉSERVATION".
- Calendar:** Displays the month of JANVIER 2014 with dates from 2 to 31. Below the calendar are two small images: one of a building at night and another of an interior space labeled "ALCINA GOSORG FRIEDRICH HAENDEL".
- Bottom:** Displays the month of FÉVRIER 2014 with dates from 1 to 28. To the right is a box titled "LES RENDEZ-VOUS DU MERCREDI" containing text about the first Wednesday of the month for special offers.

Right Screenshot (Ticketing Page):

- Header:** Includes "BILLETTERIE", "IDENTIFIER • S'INSCRIRE", and a search icon.
- Main Content:** Shows a large image of a stage performance. Overlaid text reads "OPERA SHOTLINE : DU JEUDI AU DIMANCHE" and "WERLHER JULES MASSENET". Below this are buttons for "EN SAISON" and "RÉSERVATION".
- Calendar:** Displays the month of JANVIER 2014 with dates from 1 to 31. The days of the week are indicated above the calendar grid.

<http://adrianstourdefrance.com/event/tdf>

The image displays two side-by-side screenshots of a fundraising website for Adrian Lomas's participation in the Tour de France.

Left Screenshot: Shows the homepage with a map of France indicating the race route. Text on the page includes:

- "About Le Tour"
- "STAGE 1"
- "dewinter blueleaf ADRIAN LOMAS TOUR DE FRANCE 22 JUNE - 14 JULY 2013 PARCOURS 2013 FINISH START LE TOUR DE FRANCE - 21 STAGES, 2,162 MILES"
- A detailed description of the route: "It's been a dream of mine for over five years to take part in the 2013 edition of Le Tour, so from 22 June to 14 July I'll be riding in the race which runs one week ahead of the pros. It includes every single grueling stage that the main race covers - a total of 2,162 miles."
- "I'll be raising money for the William Bailey Memorial Fund - Trust which supports charities in the UK that help the most disadvantaged young people, particularly those at risk of being victims or perpetrators of violence. Please take the time to [sponsor me](#) whilst you're here. See you on the road!"

Right Screenshot: Shows a more detailed view of the website, featuring a photo of Adrian Lomas and the following text:

- "dewinter ADRIAN LOMAS TOUR DE FRANCE 22 JUNE - 14 JULY 2013"
- "Adrian's adventure has started! Click on the highlighted number above to track him live."
- "Le Tour 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21"
- "PARCOURS 2013 FINISH START LE TOUR DE FRANCE - 21 STAGES, 2,162 MILES"
- A description of the route: "It's been a dream of mine for over five years to take part in the 2013 edition of Le Tour, so from 22 June to 14 July I'll be riding in the race which runs one week ahead of the pros. It includes every single grueling stage that the main race covers - a total of 2,162 miles."
- "I'll be raising money for the William Bailey Memorial Fund - Trust which supports charities in the UK that help the most disadvantaged young people, particularly those at risk of being victims or perpetrators of violence. Please take the time to [sponsor me](#) whilst you're here. See you on the road!"
- "SO FAR ADRIAN HAS RAISED £7094.00 SPONSOR ADRIAN NOW SPONSOR A STAGE NOW"

About the Author



To say that Patrick McNeil is obsessed with web design is a bit of an understatement. What began as a simple exploration of design on his blog, www.designmeltdown.com, eventually turned into a bestselling series of books. With a passion for technology and design, Patrick has found himself at home on the web—where these two areas merge. His love of design drives him to obsess over the trends and patterns you see collected in this

book. Beyond observing trends, Patrick is focused on front-end development techniques, user-centered design practices and teaching designers to effectively leverage the web as a design medium. Patrick teaches in the graphic design department at the University of Missouri in St. Louis where he focuses on the interactive design component of the program. For more information about Patrick, visit his personal site, www.pmcneil.com, or follow him on Twitter [@designmeltdown](https://twitter.com/designmeltdown).

Word From the Author

I always save this little section for the very end, as the very last thing I write in my books. I do this because it is easy to sum up a book right as you finish it. It is bittersweet. Obviously, it is fun and exciting to finish something big, but at the same time, it means I have to go do other stuff. And frankly, writing these books is about as much fun I can imagine having while doing something that can be called “work.”

What I love about the web more than anything is that it is always changing. Year to year things are never the same: new technologies, new tools, new trends, new styles, new designers and so on. Through the process of creating these books I get to dig into all of that, look at thousands of websites and ultimately pick out all the gems I love. Can you imagine a better gig? I sure can’t.

I am really excited to introduce a new feature that comes with this book. As you may or may not know, I have written three previous volumes—plus a mobile idea book. There are a handful of topics that I have touched on in pretty much every volume, and other themes that are related to material appearing across the books, though not the same exact topic. For example, retro themed designs have taken on several forms over the years and have appeared in different ways in several of my books. Because of this I have created a cross reference tool which you can find at the link below. This will point you to chapters in my other books that you might find relevant given the topic you’re looking at.

Thank you again for picking up this latest volume, and I sincerely hope it gives you the inspiration you seek.

Cross Reference

Many of the design patterns referenced in this book can also be found in other volumes from this series. Even better, many of the topics are interrelated and are great to view in combination. With this in mind I have put together a free, printable index available on www.thewebdesignersideabook.com/index. Just look up the topic your viewing and it will point you to related material across all of my books. As I publish new books I will continue to update this free resource.

Future Books

If you would like to submit your designs for possible use in future books, please visit www.thewebdesignersideabook.com to sign up for my mailing list. You will be informed of book releases, calls for entries and other information directly related to the books.

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