

Site 1: <https://www.awwwards.com/inspiration/digital-design-studio-clean-graphic-design-and-identity-strategy>
→ <https://dashdigital.studio/>

DashDigital

Design:

Overall, the site has an almost minimalist feel to it, but is also clean, professional and interesting to navigate.

Usability:

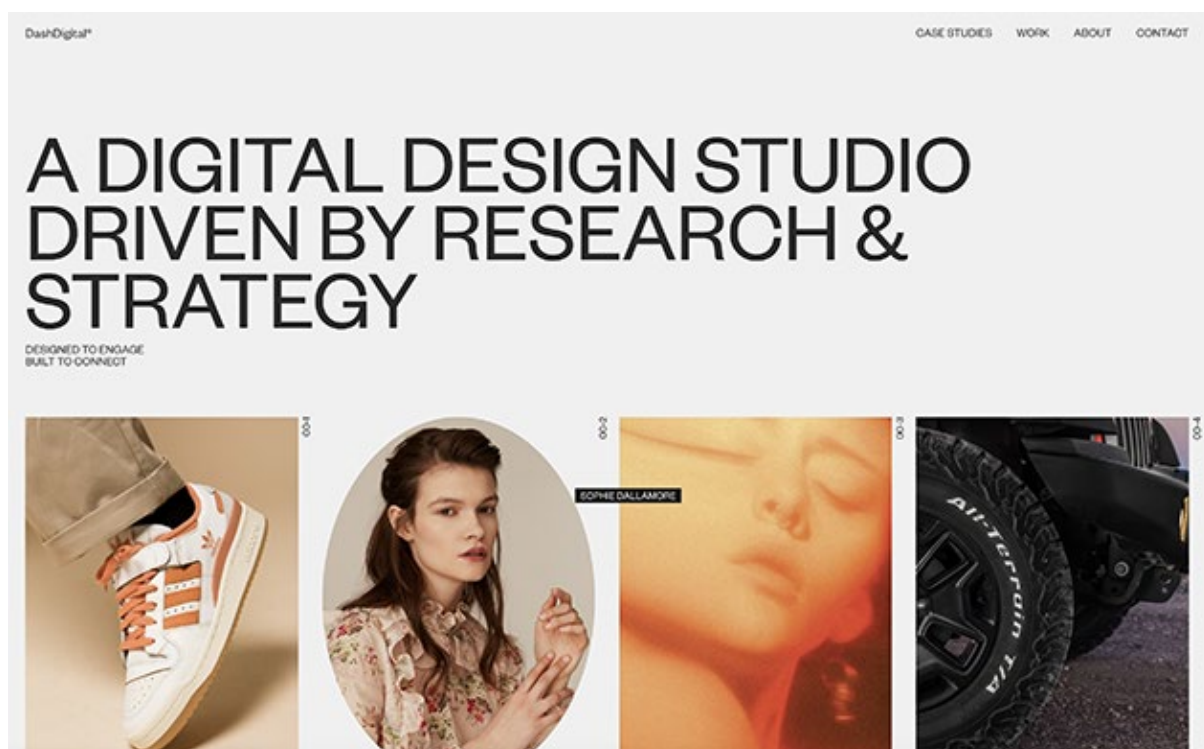
While visually very interesting, the site's navigation lacks any sort of scrollbar meaning that scrolling through the site can only be done using the scroller on a mouse. This makes the site feel like it would be better if it were accessed on a touchscreen device.

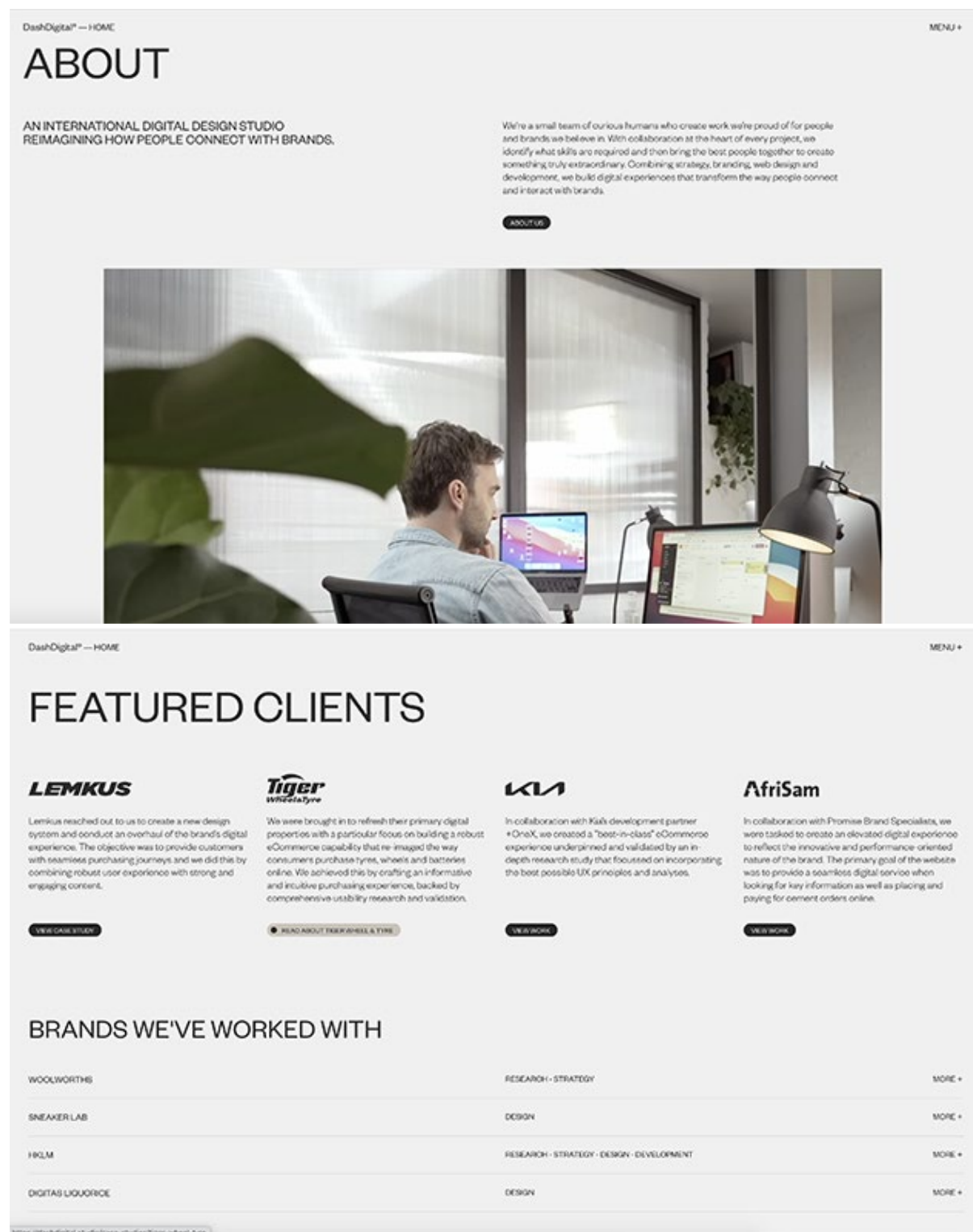
Content:

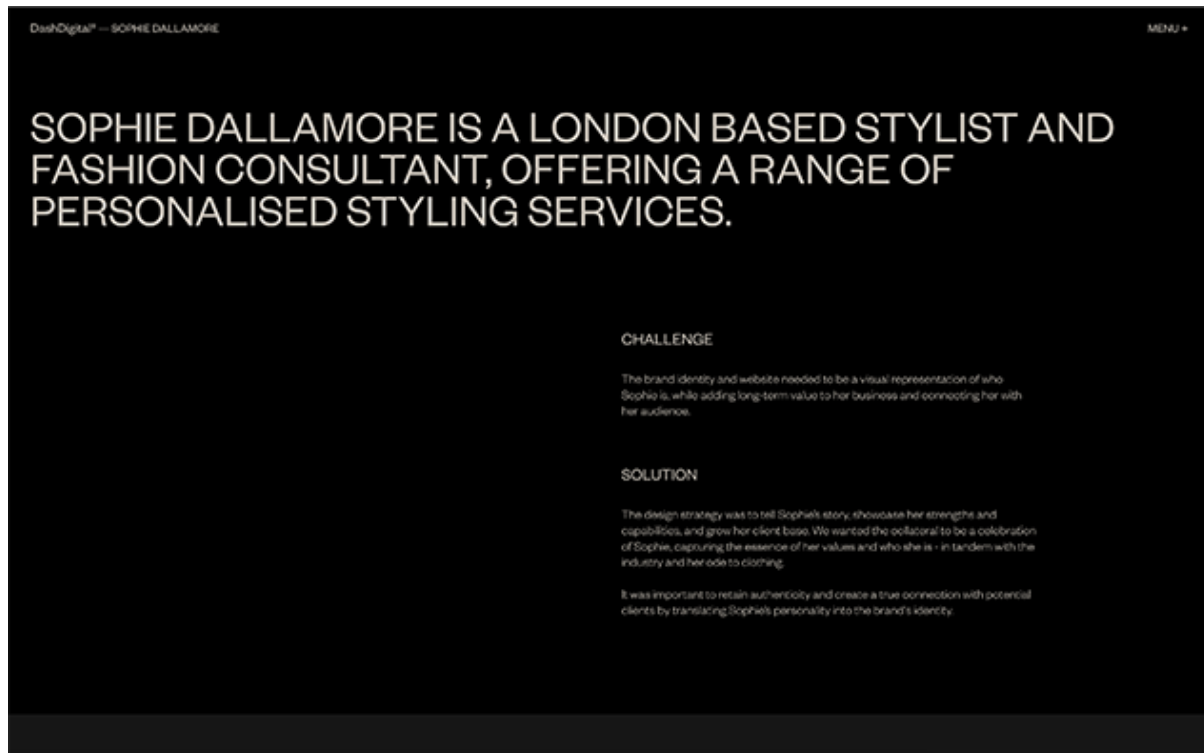
Information on what the studio does is presented clearly and finding further information and details on each item isn't difficult

Creativity:

The animations and transitions on images, links, buttons and the effects used are very nice and give a nice formal-casual feel to the studio's side.







Site 2:

<https://www.awwwards.com/inspiration/project-view-fullscreen-grid-and-list>

→ <https://plasticbionic.com/>

Plasticbionic

Design:

The overall theme and layout of the site is very vibrant and interesting to explore while at the same time engaging. The site design's simplicity allows for projects' details and colour to stand out.

Usability:

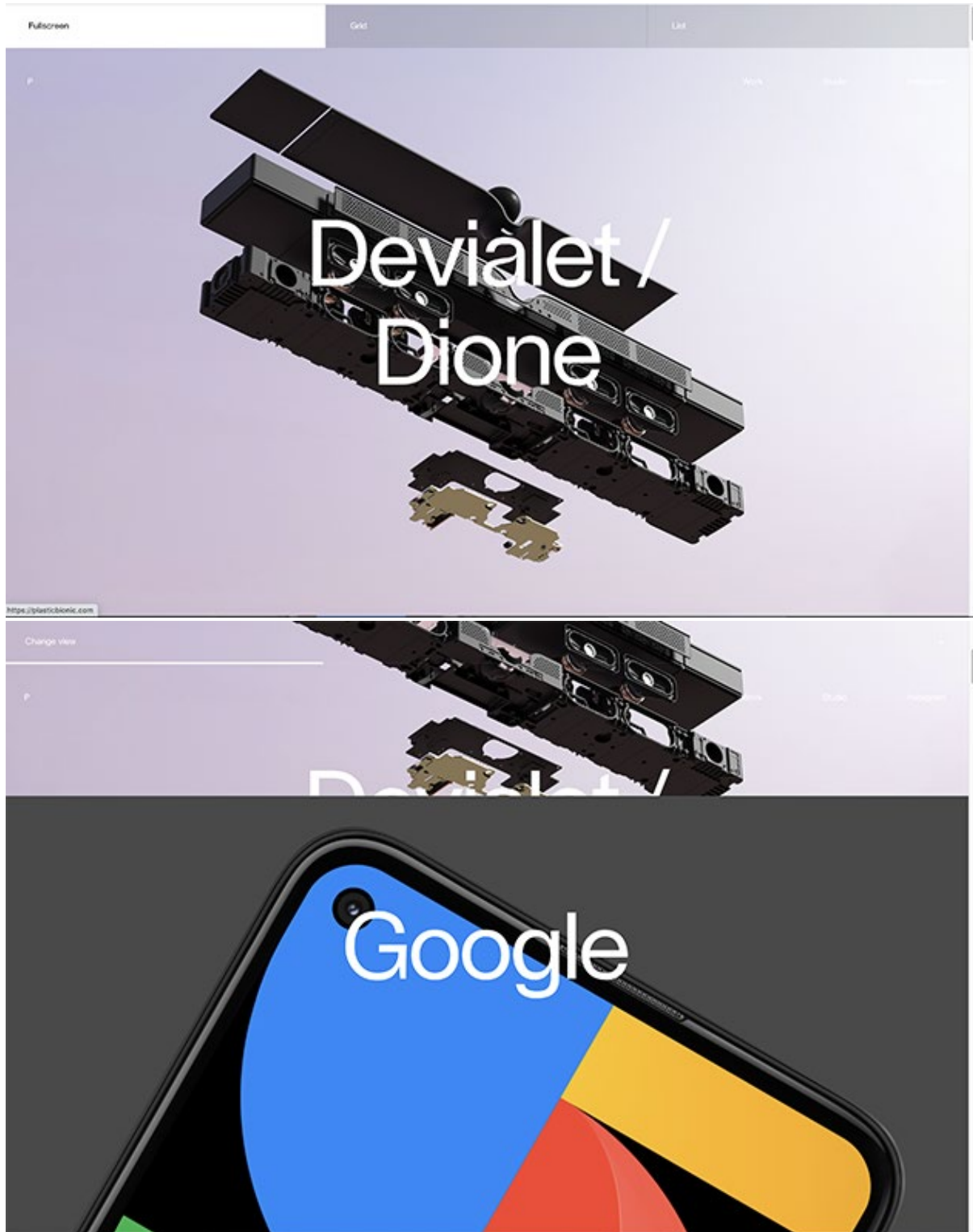
Pages for each project are linked to one another as well as a set of main navigation links. When browsing each project, users can return to the previous project by clicking a link on the navigation bar (Navigation through a project's page is one-way) Users are also presented with viewing options (Fullscreen, Grid, etc.)

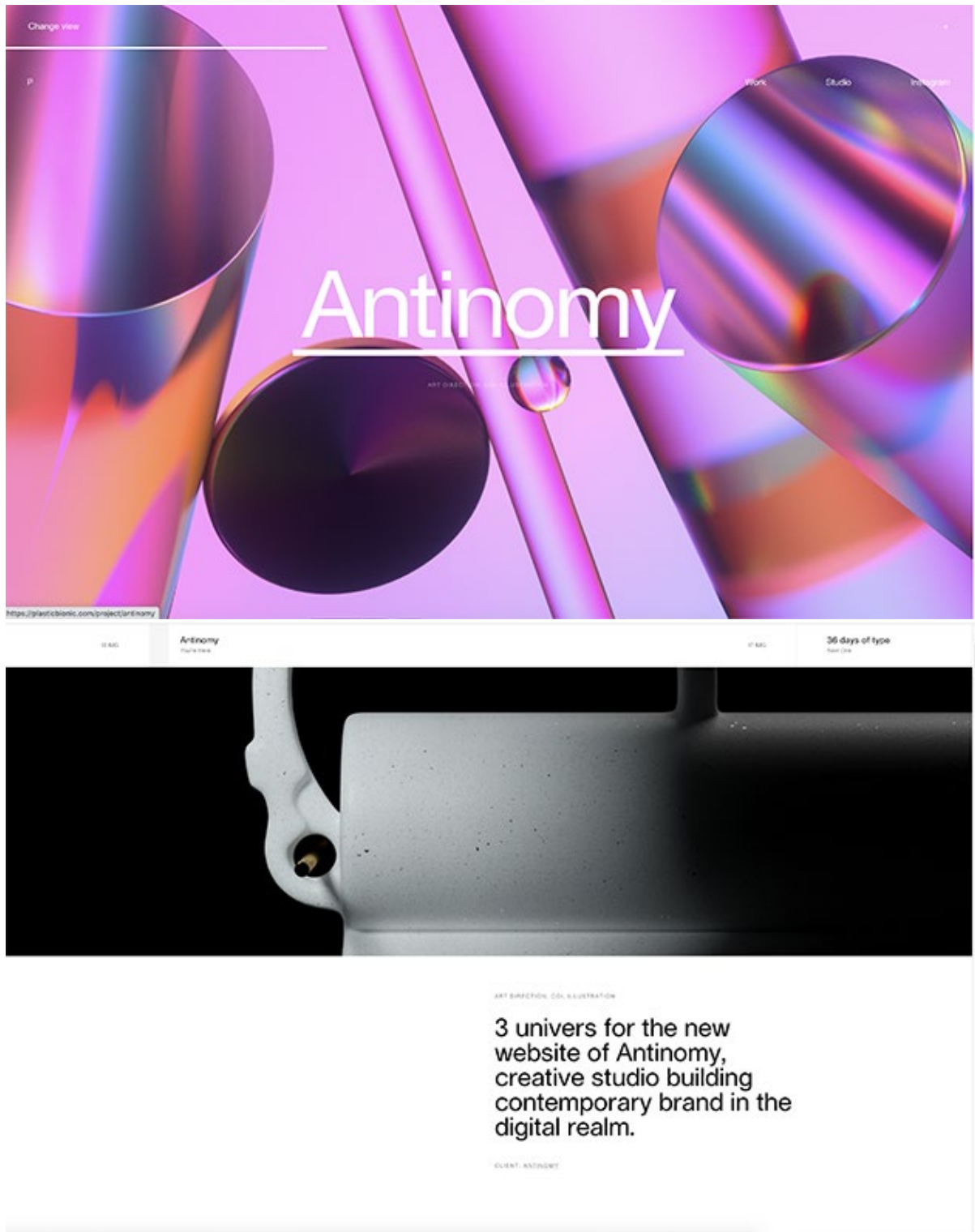
Content:

The layout allows users to easily see the studio's main projects easily and clicking on each one directs you to a page which provides clear and simple presentations of what each of their projects were about.

Creativity:

When scrolling on a project's page, the header turns into a progress bar which progressively changes as you scroll through the project's page. Once users reach the end of one project, the page for the next one will load seamlessly.





Site 3:

<https://www.awwwards.com/inspiration/water-effect-transition>

→ <https://yard.agency/en>

Yard Agency

Design:

Individual pages feature interesting forms of navigation (a play button in a circle appears when users go to the About page and hover over the logos of their featured clients to allow users to access video campaigns created for these clients). Titles for each of their featured projects are uniform and present the title, the project's number and a transparent button to the project's page.

Usability:

The site's navigation does not have a scrollbar (due its layout style) and instead relies on scrolling but curiously only features a "Next" button but no "Previous" button. In order to scroll "back", users have to scroll up using their mouse scroller.

Content:

When scrolling through, instead of static images, the projects featured are shown through videos with clips of the ad marketing campaign viewed. Video clips of each project demonstrate the studio's capabilities as well as give a "capsule" of how the final project looked. Project pages are significantly more toned down and simpler than the site's index.

Creativity:

Each project featured on the index page transitions between one another through a watery transition effect making navigation really interesting – maybe more interesting than looking at the projects featured in detail, at first.





For the launch of @Instagram's new positioning '❤️ sur toi' dedicated to expression, sharing, and connecting people to move culture forward, we brought the platform to life with the event '❤️ sur Paris'.

