

# Navigation

Volume 2



ROCKPORT

WEB SITE  GRAPHICS

The Best Work from the Web  
RICHARD KARL DANIELSON

# Navigation

Volume 2



ROCKPORT  
PUBLISHERS

WEB SITE  GRAPHICS

The Best Work from the Web  
by RICHARD KARL DANIELSON

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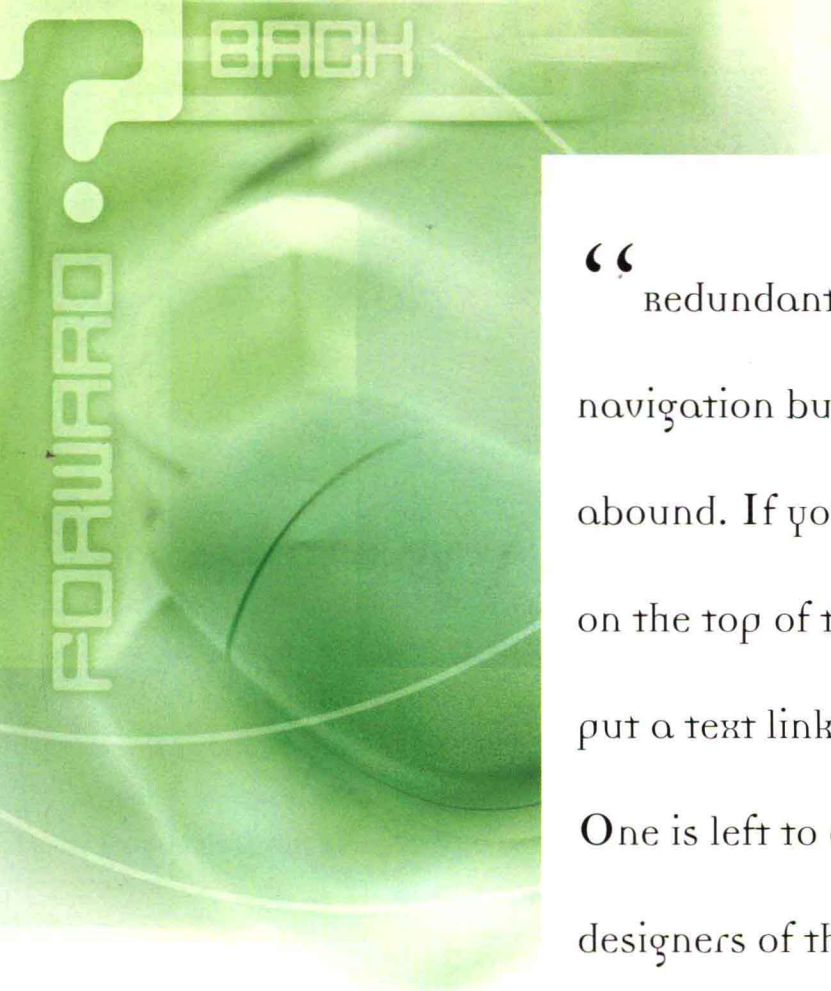
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Designer: Daniel Donnelly

Layout: Cathy Kelley Graphic Design

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“Redundant and confusing navigation buttons and bars abound. If you have a button on the top of the page, why put a text link on the bottom? One is left to assume that the designers of that site had no confidence that their buttons would be sufficient.”

# introduction

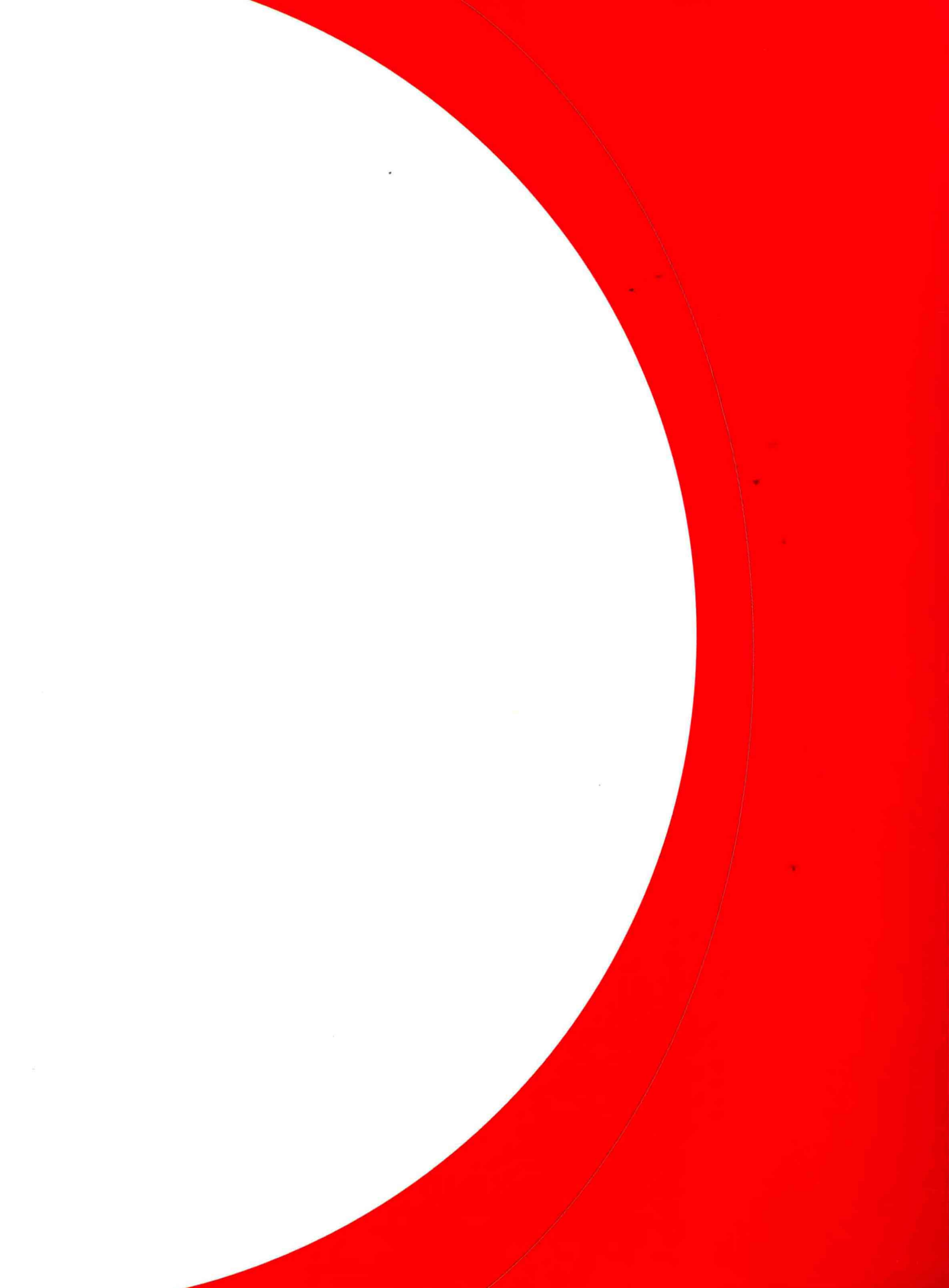
no one likes to have to stop and ask for directions.

Unfortunately, the Internet at the turn of this century is a content-rich, road-sign-poor entity. The mere existence of site maps points toward the problem. Shouldn't you be able to get where you want to go without looking too hard? The challenge of the Web designer is to make it easy for users to get the information that they want.

Some of the sites in this book have revolutionary interfaces, and some use traditional frames and navigation bars. Some are downright confusing. All of them are extraordinary examples of how we may go from here to there in the future.

The Web is still cluttered with sites doing it the old way. Redundant and confusing navigation buttons and bars abound. If you have a button on the top of the page, why put a text link on the bottom? One is left to assume that the designers of that site had no confidence that their buttons would be sufficient.

The best navigations are iconic and subconscious. Have you ever pulled a door meant to be pushed? Most likely, the handle was vertical, subconsciously saying, "Pull." Although those subconscious signs have not yet developed on the Internet, they are coming. Maybe one of the sites in this book includes the iconic navigation button that we will all recognize in the future.





title

4 guys interactive

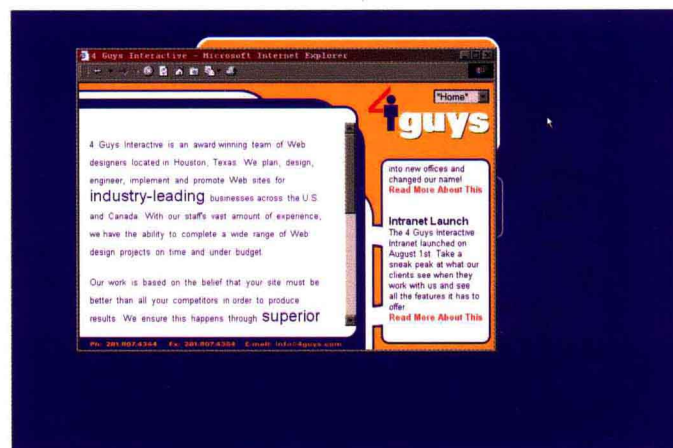
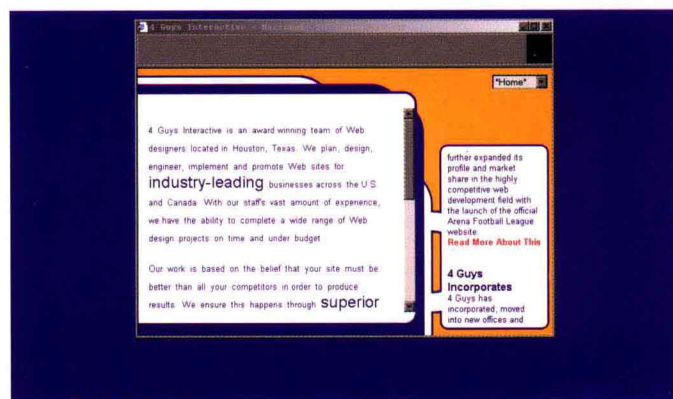
URL

www.4guys.com/

design firm

4 Guys Interactive

4 Guys has created a unique blend of styles to make an impressive, clear interface. Using a Macromedia Flash pop-up window, 4 Guys combined the pop-up window with traditional frames for impressive usability. 4 Guys used good design to make clear what could have been a confusing amount of information, including as many as eight frames within the window.



"Portfolio"

4i guys



<http://www.airplaneshop.com>

The Airplane Shop is the Web's largest online model plane shop. This fully functional E-commerce site boasts such features as zoomable images, recommendation based on past purchases, a monthly newsletter, user updateable pricing and quantities and dynamic best sellers. The site has over 7000 items for sale and is extremely easy to make an order.

[PREVIOUS](#) | [NEXT](#)

#### Client List

► The Airplane Shop  
Mitsubishi  
Northside Realty  
Caterpillar  
Litton  
Arena Football  
Flip2it  
Intermat  
SCOC  
NGC  
Others...



Ph: 281.807.4344 Ex: 281.807.4384 E-mail: [info@4guys.com](mailto:info@4guys.com)





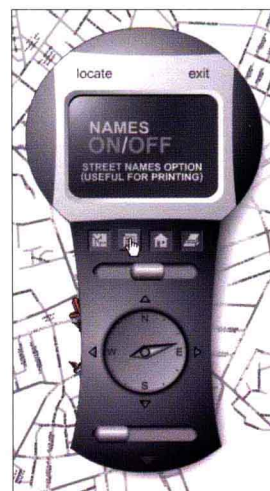
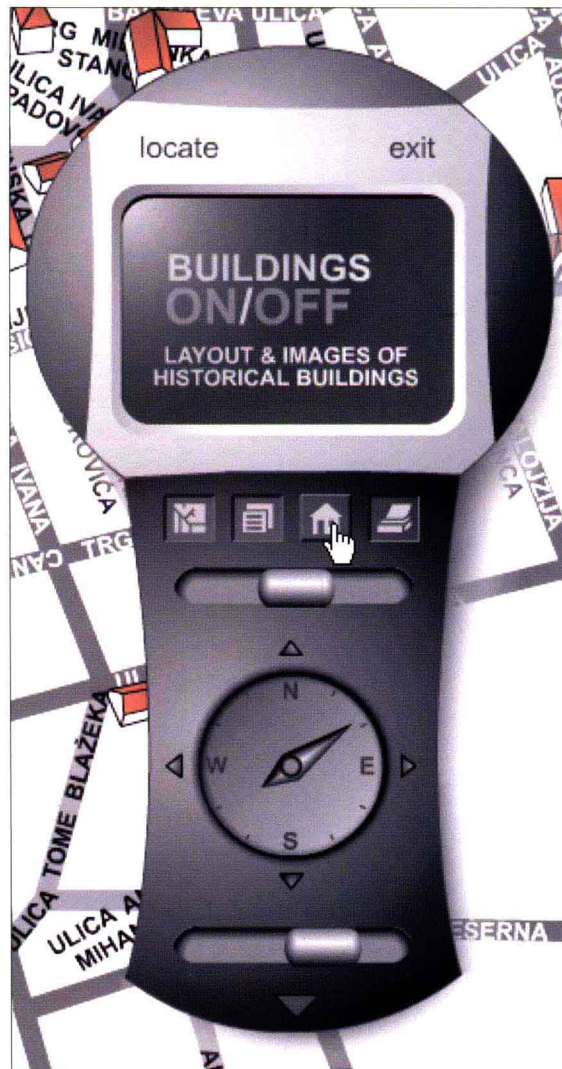
**title**  
varazdin

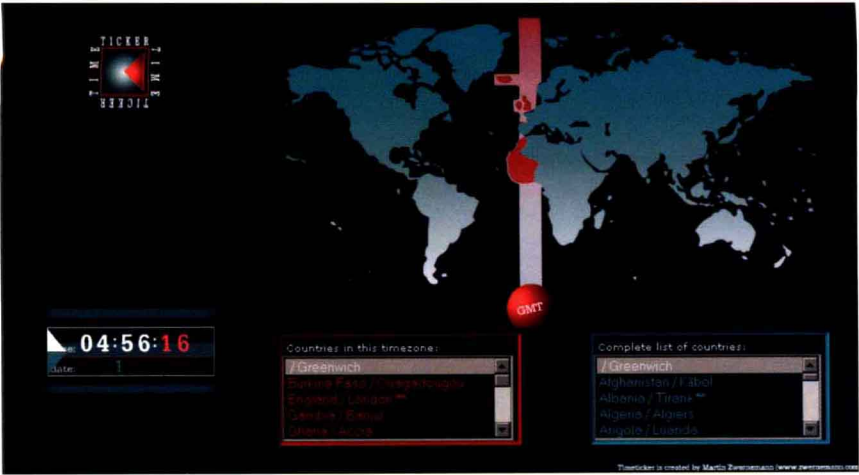
**URL**  
[www.2000.varazdin.com/](http://www.2000.varazdin.com/)

**design firm**  
varazdin 2000

**designer**  
Rajko Sekelj

Rajko Sekelj has created a map of his hometown—Varazdin, Croatia—completely in Flash. Varazdin uses an elegant, simple interface for navigation in one of the few purely Flash sites on the Internet. A single console contains all the controls that you need to look at street names and buildings, zoom in and out, and move north and south around the map. This site is truly unique.



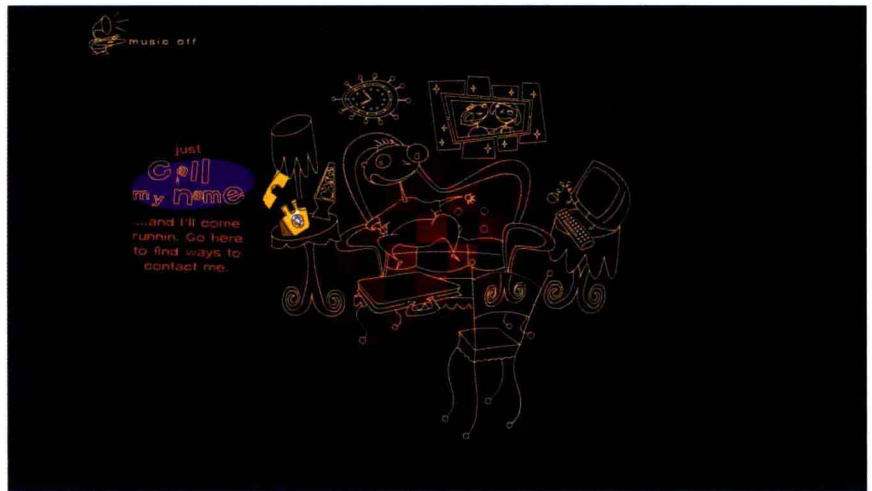


title  
timeticker  
URL  
www.timeticker.com/  
design firm  
timeticker  
zwernemann  
designer  
Martin Zwernemann

Here is another Flash-implemented site. Timeticker simply tells you the time anywhere in the world, using a beautiful navigation system. Just mouse-over the time zones until you find the one you're interested in, then click on it to find out what time it is and which countries are in that time zone.







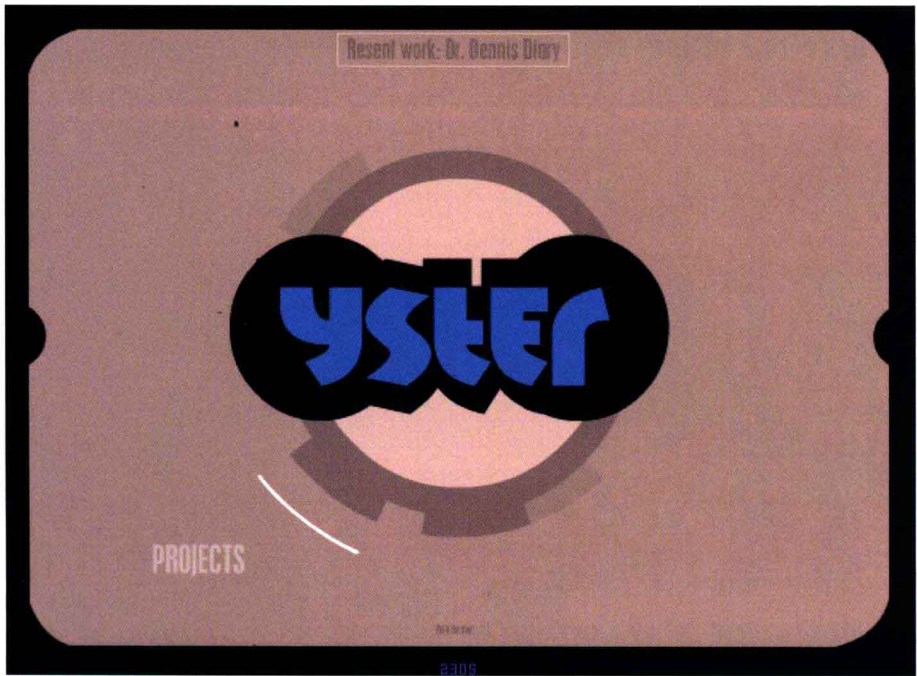
**title**  
online interview with Randall Larson

**URL**  
[people.mn.mediaone.net/gonzoz](http://people.mn.mediaone.net/gonzoz)

**design firm**  
online interview with Randall Larson

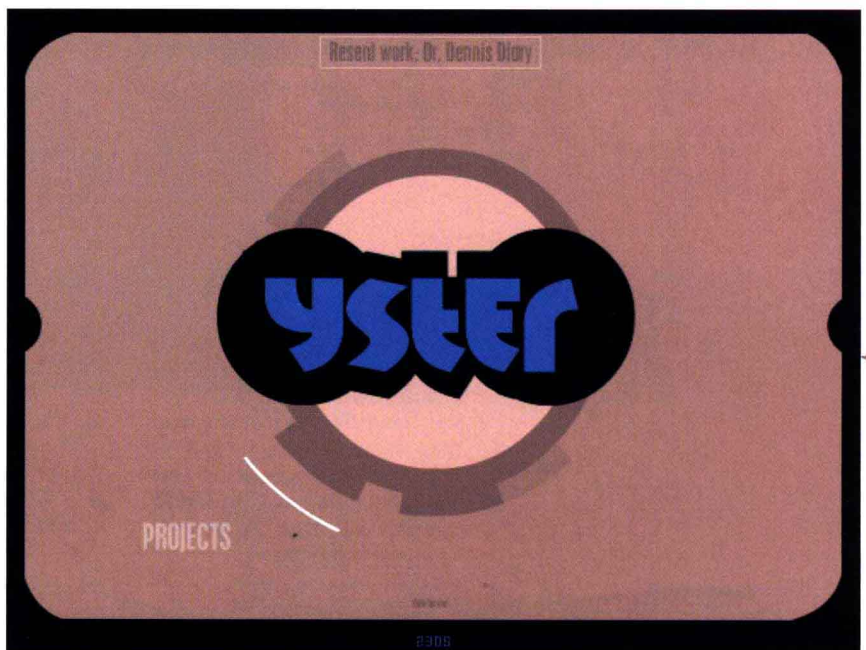
**designer**  
Randall Larson

"I can't draw very well, so I make everything move," Randall says. Each drawing is a button leading to a different section of the site. Randall's site features more than the typical resumé and bio; it has a real-time question-and-answer-screen and lots of little touches that make the site completely interactive.



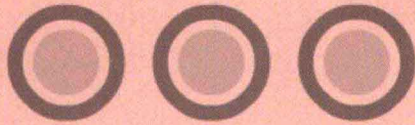
title  
YSTER  
URL  
yster.just.nu  
design firm  
SLB Interactive

Yster uses Flash to create a simple interface that moves on the mouse-over to reveal the three buttons' functions. The tabs slide down the side of the center circle.



PROJECTS : CHOOSE ONE...

...or view the HTML index



BACK TO MENU

3022

PROJECTS : CD-ROM

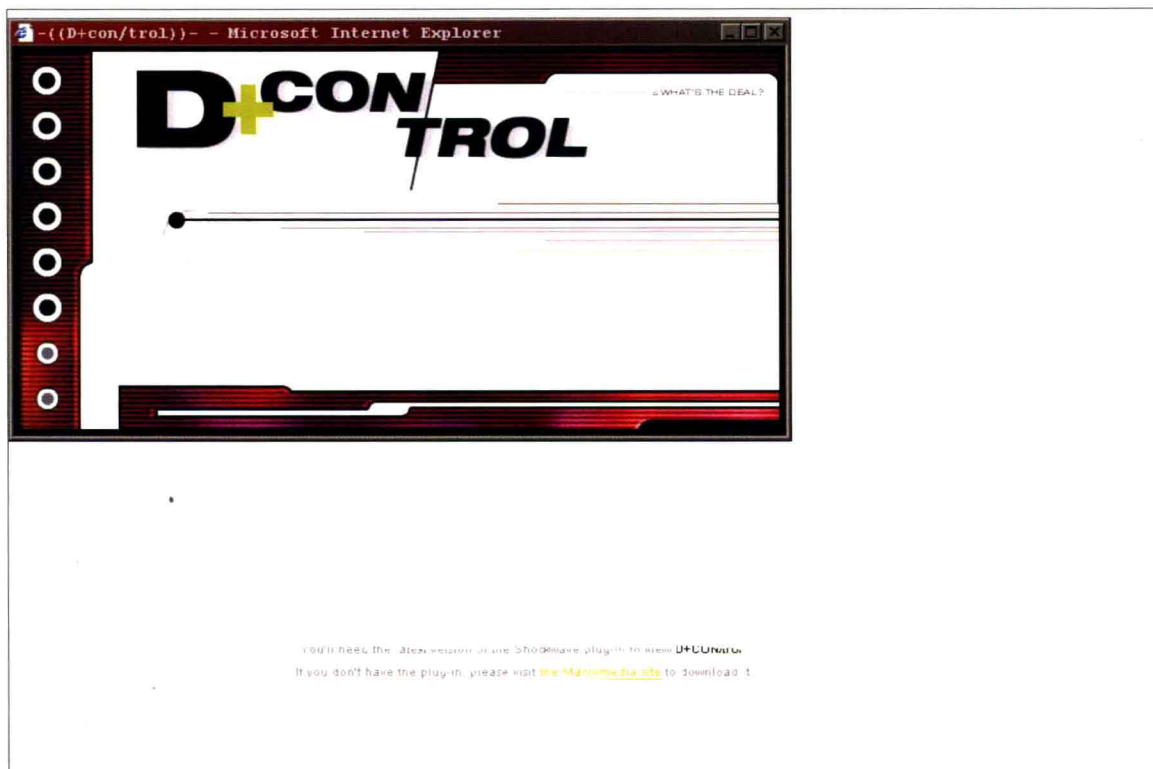


Macromedia Director  
-my favourite tool until I discovered...  
Macromedia Flash! And now I can  
combine the two, jippi!

BACK TO MENU

3022





#### title

D+CON/trol

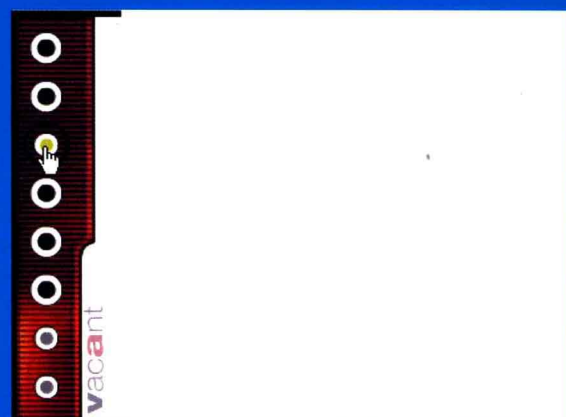
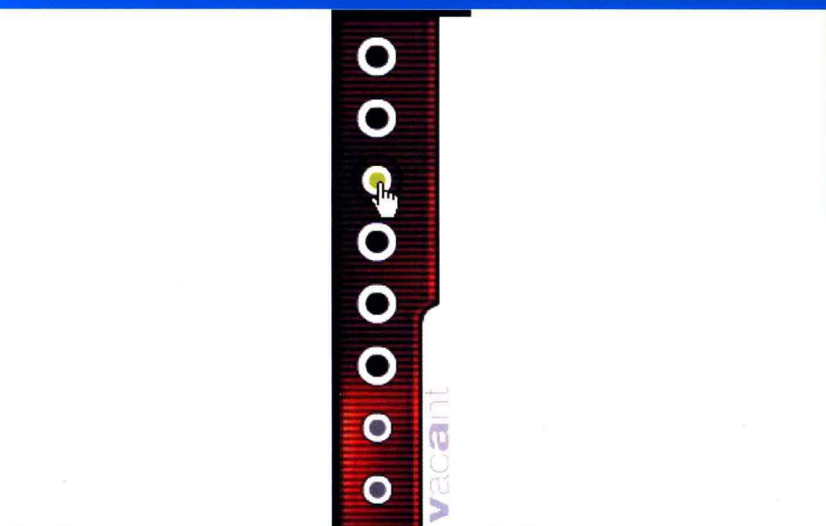
#### URL

[www.decontrol.com/deconvi/](http://www.decontrol.com/deconvi/)

#### design firm

one ten design inc.

As the name implies, D+CON/trol is intentionally confusing to navigate. The buttons are marked with ambiguous labels. Sit back and explore; give up some of that control!



**title**  
clint baker's portfolio viewing  
machine

**URL**  
www.clintbaker.com

**design firm**  
clint baker

**designer**  
clint baker  
**icon illustrator**  
clint baker

"The amazing viewing machine" is a creative, one-step navigation system invented by Clint Baker to showcase his artwork. Just scroll over the picture viewer until you find an image you would like to see and then click on it...the next evolution in thumbnails.

