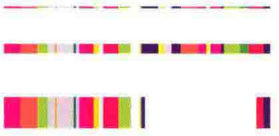
what the web can be



First published in 2001 by

Systems Design Limited
The Publisher of IdN Magazine
Shop C, 5-9 Gresson Street, Wanchai
Hong Kong
Tel (852) 2528 5744
Fax (852) 2529 1296
http://www.idnworld.com

Distributed exclusively in the United States and Europe by
Gingko Press
5768 Paradise Drive, Suite J
Corte Madera, CA 94925
Tel (1) 415 924 9615
Fax (1) 415 924 9608
e-mail: books@gingkopress.com
http://www.gingkopress.com

Copyright @2001 by Systems Design Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval systems or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval systems, without permission in writing from the copyright owners.

While every effort has been made to ensure the accuracy of captions and credits in this book, Systems Design Ltd. does not under any circumstances accept any responsibility for errors or omissions.
Printed in Hong Kong

ISBN 962-85198-9-1

hosted by

macromedia

organized by

IdN

gold sponsors

discreet

joose.com

sina.com.hk

silver sponsors

EPSON

sgi

SONY

what the web can be* macromedia wwwhat? awards 2000

004 foreword **006** judges **009** wwwhat? winners **010** macromedia regional award for online advertising **011** macromedia regional award for branding **012** macromedia regional award for e-business **013** macromedia regional award for e-commerce **014** macromedia regional award for lower education **015** macromedia regional award for higher education **016** macromedia regional award for entertainment **017** macromedia regional award for corporate training **018** macromedia regional award for government **019** wwwhat? entries **141** entries index / **what the web can be*** we ask 11 world-famous designers what the web can be out of their personal and creative lives. **028** 123 Klan **038** brendan dawes **048** dhky **058** digit **068** eric jordan **078** extra designs **088** fjd **098** move design **108** rich cando **118** sountain **128** tree-axis

CONTENTS

R: 255 | G: 089 | B: 000

First published in 2001 by

Systems Design Limited
The Publisher of IdN Magazine
Shop C, 5-9 Gresson Street, Wanchai
Hong Kong
Tel (852) 2528 5744
Fax (852) 2529 1296
http://www.idnworld.com

Distributed exclusively in the United States and Europe by
Gingko Press
5768 Paradise Drive, Suite J
Corte Madera, CA 94925
Tel (1) 415 924 9615
Fax (1) 415 924 9608
e-mail: books@gingkopress.com
http://www.gingkopress.com

Copyright @2001 by Systems Design Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval systems or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any information storage and retrieval systems, without permission in writing from the copyright owners.

While every effort has been made to ensure the accuracy of captions and credits in this book, Systems Design Ltd. does not under any circumstances accept any responsibility for errors or omissions.
Printed in Hong Kong

ISBN 962-85198-9-1

hosted by

macromedia

organized by

IdN

gold sponsors

discreet

joose.com

sina.com.hk

silver sponsors

EPSON

sgi

SONY

此为试读，需要完整PDF请访问：www.ertongbook.com

As we step into the 21st century and memories of the 20th begin to recede, we are struck with profound awe as we reminisce over the panorama of events, developments, advancements, movements, moments and forces that shaped the Century and which have all indelibly etched their marks on human civilization. By any account, the 20th century is laden with superlatives; it is unique in the annals of humankind. The potency of political forces that whipped up prejudices and extreme nationalistic fervour that led to the slaughter of millions and brought humanity to the brink of annihilation, later manifest itself in economic forces that wrecked havoc and brought nations to their knees. We witness masses of humanity discarding the yoke of colonialism to form nation states and the ephemeral rise of people's movements toppling repressive regimes overnight like dominoes. The 20th century closed with the amazing phenomenon of the Internet.

What will the Web wrought? Will the next people's "revolution" occur on the Web? The borderless world has become a reality within this so-called virtual world. Its viral fecundity has been amply demonstrated a number of times. It is pervasive and no aspect of human civilisation is unaffected by its tentacular reach. Nevertheless, we are still grappling with the interactivity dimension of the Web. We are still exploring what the Web can be.

Macromedia is in the forefront of this exploration. As a professional Web designer or programmer, you are our partner in this exploration. You are the progenitor of this profound change in human society. You are the exponent of what the Web can be.

IdN and Macromedia have conceived this inaugural WWWhat Awards to recognise and honour the best in the Asia Pacific region. Let me take this opportunity to thank all participants in this contest and to congratulate the winners. I would also like to thank IdN for their meticulous organisation of these Awards and for "capturing" these Awards in print for the benefit of posterity and dissemination to a non-virtual audience. A special vote of thanks must also be extended to our volunteer panel of judges, who must have spent agonising hours of difficult evaluation.

Looking forward to the next exposition of what the Web can be

Sein Chew
Senior Director, Asia Pacific,
Macromedia

R: 181 | G: 218 | B: 017

004/ FOREWORD

R: 181 | G: 218 | B: 017

006/ .images

April Greiman // Greimanski Labs studio

Head of Greimanski Labs studio

Recognised as one of America's leading designers and a pioneer of technology with graphic, environmental, motion and interactive formats, April has taught and lectured throughout the US and has participated in museum shows around the globe.

Dave Taylor // The Attik

Managing Director

A studio that really started in an Attic - Yorkshire, England - and whose founders, James Sommerville and Simon Needham, two Batley Art College students, gained their earliest design experience chalking on local walls, but which now boasts offices in London, New York, San Francisco and Sydney and specialises in "telling a story without telling a story".

Greg Rewis // Macromedia

Senior Internet Evangelist

A pioneer of desktop publishing, Rewis now specializes in Dreamweaver, Fireworks and Flash. Drawing upon years of experience and knowledge of Internet issues and technologies to solve sometimes daunting problems, he has consulted on many large web projects with companies such as Fox Sports, Cartoon Networks, American Express, JP Morgan and Disney.

R: 181 | G: 218 | B: 017

Harry Saddler // MetaDesign

Information and interaction designer, research and commercial development

MetaDesign is a multidisciplinary design firm - founded in 1979 by typographer Erik Spiekermann - with offices in San Francisco and Berlin and a combined staff of more than 200 designers, technologists, planners and implementation specialists. Specializing in corporate identity and systems design, it counts some of Silicon Valley's biggest hi-tech names among its clients.

Before joining MetaDesign, Harry Sadler researched new document genres with Xerox PARC and designed prototypes of computing systems modeled on human activity with Apple Computer's Advanced Technology Group.

IdN's Creative Team

Needless to say, the region's premier digital-design magazine is itself produced by some of the most creative people in the business, whose challenge is to showcase some of the world's most interesting and innovative designers in an environment conducive to getting their message across to thousands of eager readers.

comment // IdN believes that Macromedia wwwhat? awards is one of the most successful web design contest of the Year 2000. We are excited to see the very encouraging feedback from both the entrants and the voters in the People's choice awards, reaching almost 1,000 entries and more than 140,000 voters participated. Because of the superior quality in many of the entries, we have experienced a hard time yet overwhelmed when selecting the 105 finalists. IdN is looking forward to next time exploration to wwwhat the web can be*.

Joe McCambley // Modem Media

Vice President, Worldwide Creative Director

McCambley is responsible for the creative quality of all of Modem Media work globally. Having overseen the creation of thousands of web initiatives and millions of brand/customer interactions, Joe and his talented team of creative directors may have more insight into what motivates behavior on the web than any team at any interactive agency in the world. A student of consumer behavior and industry trends, he has a special interest in reconciling client goals with the often conflicting goals of consumers.

John Warwicker // Tomato

Co-founder

The London-based design firm Tomato, is famous for its title sequence for the movie *Trainspotting* and its innovative approach to typography. A prolific writer and design "guru", he has contributed to numerous magazines, as well as co-authoring a book (mmm ... skyscraper, i love you). Warwicker was the media architect for Federation Square, Melbourne - new cultural centre.

Jonathan Wan // Sina.com.hk

UI Design Manager

Jonathan Wan started out as a graphic designer for an internet start-up company in Santa Clara, CA in early 1996, designing web sites for clients such as Acer, AT&T, and Charles Schwab, among others. In 1997, he served as an art director at APIdigital.com to set up web design department, and then joined Charles Schwab, as a project manager to implement both Chinese and Spanish web trading sites in San Francisco throughout 1999. Now at Sina.com, Jonathan is an UI design manager to design and develop leading Internet portal in Hong Kong.

comment // "what the web can be* macromedia wwwhat? awards 2000 = B2D2E2S2I2G2N : Business to Design to Education to Synergy to Innovation to Government to Network.

Lynne Spender // AIMIA

Executive Director

Having worked in publishing and the law for several years, Lynne Spender became Executive Director of the Australian Society of Authors in 1992 and remained in that position for 5 years. In 1998 she became Executive Director of the Australian Interactive Multimedia Industry Association, a national industry association for the Australian producers and creators of digital content. She has written several books including "Electronic Rights for Authors".

08/ JUDGES

R: 181 | G: 218 | B: 017

Rick Bennett // University of NSW

Lecturer

Englishman Rick, a veteran of the TV commercial and music-video promo worlds, is now an Australian citizen and is currently engaged in significant research into how the advances in digital technology can be best suited to the requirements of contemporary students in relation both to their own needs and those of today's design professions.

comment // The macromedia wwwhat? awards 2000 was a great place for flash designers to come together and view each others work. Whether you are a 'first time tryer' or one of the leading interactive media agencies around, it is vital to see what others are doing with the medium. Of course the same old problems still exist like download time and browser compatibility but events like these awards and the community IdN helped provide go a long way to allowing designers to see how others cope with the restrictions. It is reassuring to view a place where people are pushing the software and not designing to what it seems to allow them to do . . the web is full of spinning fonts, expanding rectangles and dramatic industrial noises, so visiting the wwwhat? awards submissions was a breath of fresh air ...

I was a pleasure to view and judge submissions and I congratulate all who took part and of course to the winners - "way hay!".

Shin Sasaki // Extra Designs

Creative Director

This Japan-based web-design studio does a wide range of graphic work, from printing to the website. Many of its works can be seen on its website *www.extra.jp.org*. Extra has collaborated with some foreign designers such as Fountain *www.fountain.nu* and a Danish magazine, Virus.

comment // When I received an email that invited me as on of the judge, I did not know how big the contest could be. Then at the end of 2000, I heard that there was almost 1,000 entries! This is much more than I expected.

This wwwhat? awards 2000 was a good opportunity for me to know what is going on in Asian and Pacific. Because of the language barrier, I had not visited Asian web site often, honestly.

What the web can be anyway?

Simon Waterfall // Deepgroup

Creative Director

Simon co-founded this burgeoning design company with Gary Lockton in 1994 and in 1996 he gained a Masters degree in Industrial Design from the Royal College of Art. Last year he was on the panel of judges for the British Design and Art Direction Awards, the Royal Society of Arts Student Design Awards and the Design Week Awards.

Yat Siu // Outblaze

Chief Executive Officer and Founder

Outblaze is the first company to recognize and anticipate the massive market demand for community-oriented portal services and solutions.

R: 255 | G: 165 | B: 000

wwwhat? winners

010>019

此为试读，需要完整PDF请访问：www.ertongbook.com

ERICSSON
R320sc

LOW BANDWIDTH
窄頻入口
56K, 33.6K, 28K Modem

HIGH BANDWIDTH
寬頻入口
T1,Cabel ,ISDN, ADSL

本網站使用了 Flash 4 之製作技術，在還沒有入站之前，請先確定您的瀏覽器是否有此外掛程式，以便保瀏覽最佳效果。

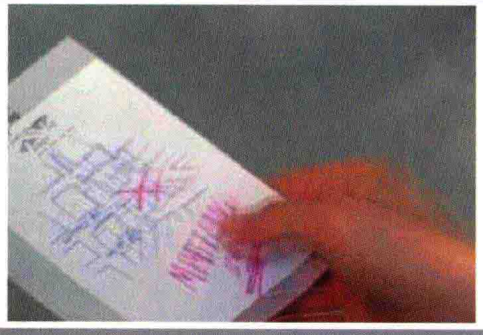
DOWNLOAD NOW!

// MACROMEDIA REGIONAL AWARD FOR ONLINE ADVERTISING

entry // www.ericsson.ht.net.tw/R320
design // ogilvy interactive
country // taiwan

/010

objective // Ericsson R320 newly release. The web page apply the characteristic of internet to allow users knowing the product feature immediately. The website are featured with abundant video and audio effect to deepen the impression.



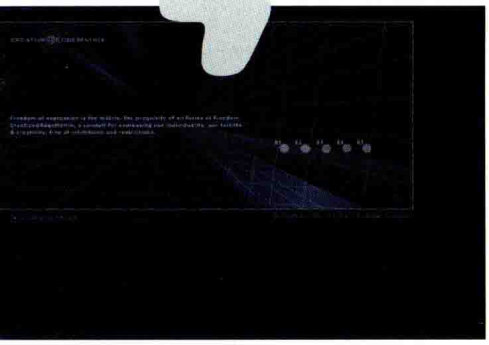
discreet
// DISCREET AWARD

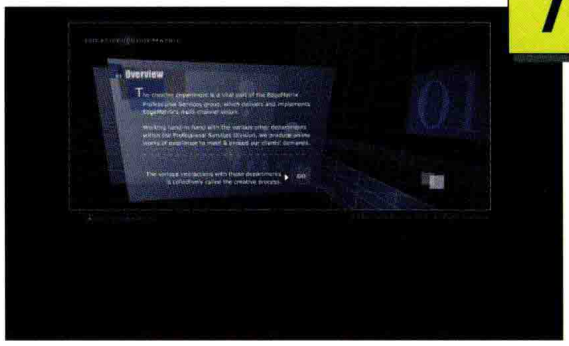
// MACROMEDIA REGIONAL AWARD
FOR BRANDING

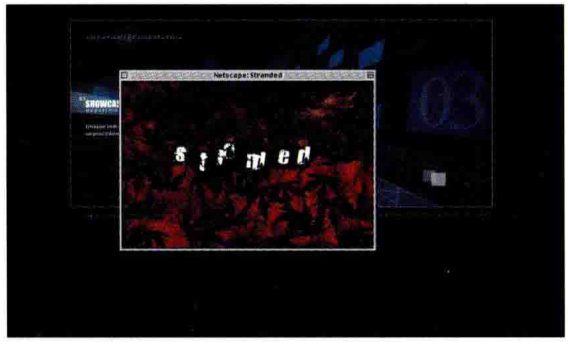
objective // This gallery consists of a variety of creative work and ideas that our creative team has contributed. The creative showcase which we have named will be contained exclusively within our EdgeMatrix corporate site. We hope to bring out our collective abilities in EdgeMatrix and to create an awareness of our creativity.

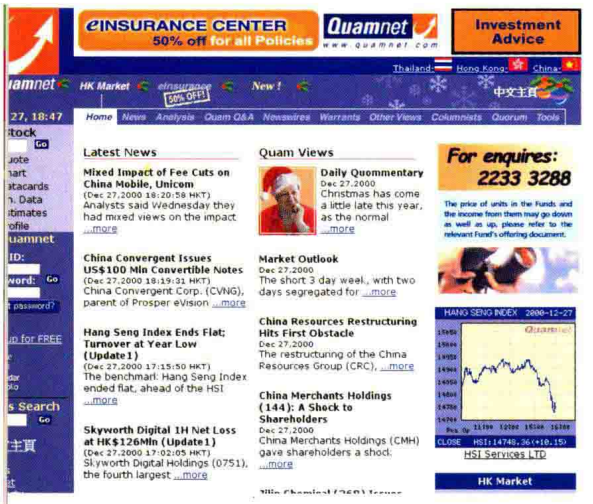
entry // www.edgematrix.com
design // edgematrix pte ltd.
country // singapore

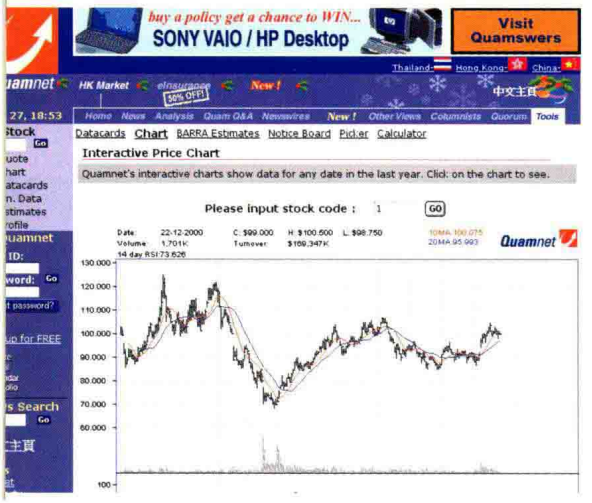
/011

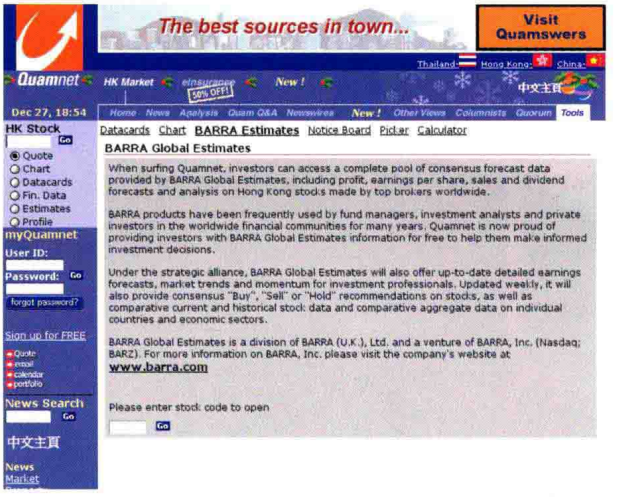












objective // Aims to be the most comprehensive provider of free and timely bilingual financial news, information, analysis and commentary on the securities and financial markets in Hong Kong.

// MACROMEDIA REGIONAL AWARD FOR E-BUSINESS

entry // www.quamnet.com
design // quamnet.com
country // hong kong

/012

pacific.net.sg

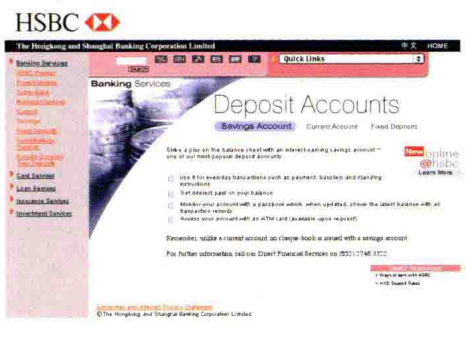
medownandcallmeasian dude, did you k at their DHTML site? you were obvi- busy criticizing the site to even see the ious of it. Go back and take a look you

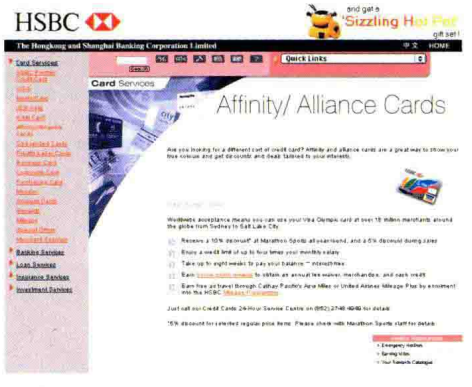
// MACROMEDIA REGIONAL AWARD FOR E-COMMERCE

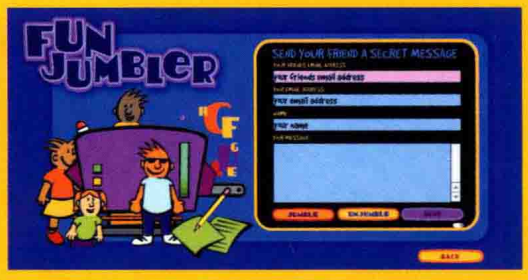
objective // The site provide online to access to help ful information about credit cards, saving, investments, insurance and loans with 24/7 access to a range of features, such as educationa/planning tools, special offers and up-to-date financial information like exchange rates and share prices. In addition, the site also offers lifestyle informaion.

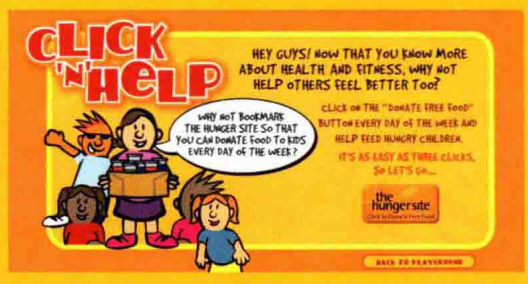
entry // www.banking.hsbc.com.hk
design // the web connection
country // hong kong

/013









// MACROMEDIA REGIONAL AWARD FOR LOWER EDUCATION

entry // www.kidshealthandfitness.com.au
design // deepend sydney
country // australia

/014

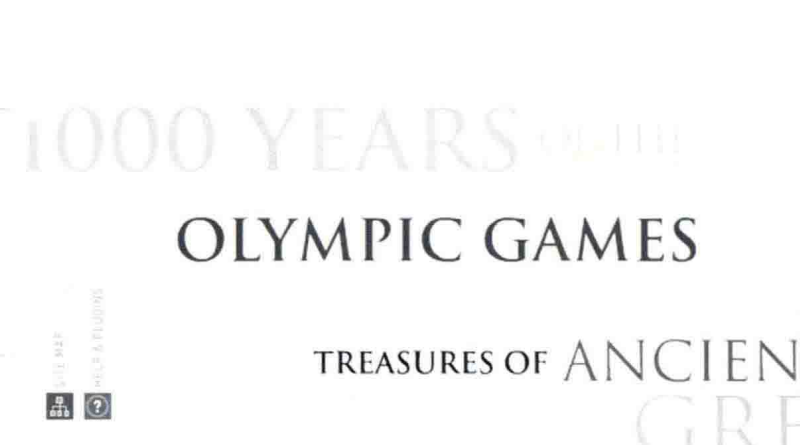
objective // The site provides a comprehensive educational resource for teachers and a fun learning environment for children. The brief was to develop an educational resource for Australian teachers to effectively teach children aged 5-12 years the value of a healthy, balanced life and how to achieve it.

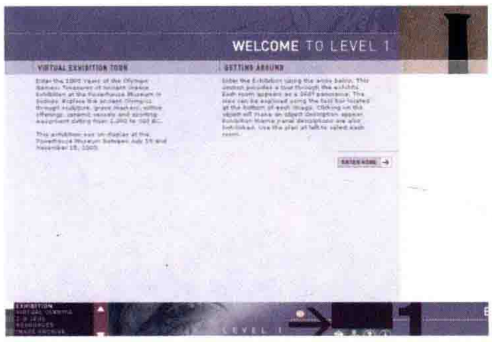
// MACROMEDIA REGIONAL AWARD FOR HIGHER EDUCATION

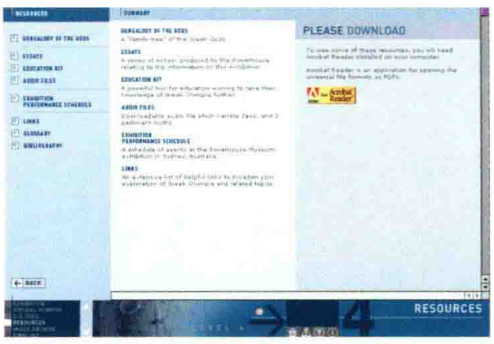
objective // The site uses Flash navigation to direct users to the abundance of content contained within, in a seamless fashion. Users are immersed in a truly interactive museum experience that allows them to choose their path through the exhibition, rather than being directed in the way a real-life exhibition guides visitors towards a contain path.

entry // www.phm.gov.au/ancient_greek_olympics/
design // massive interactive pty ltd
country // australia

/015







此为试读，需要完整PDF请访问：www.ertongbook.com