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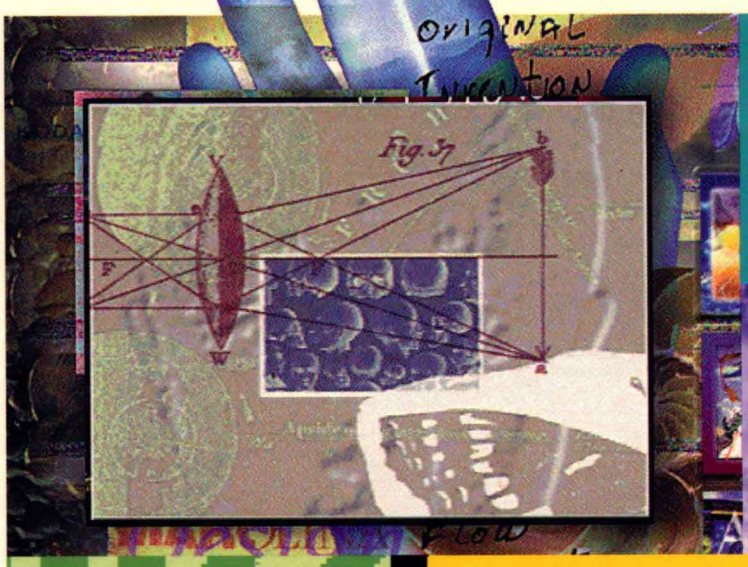
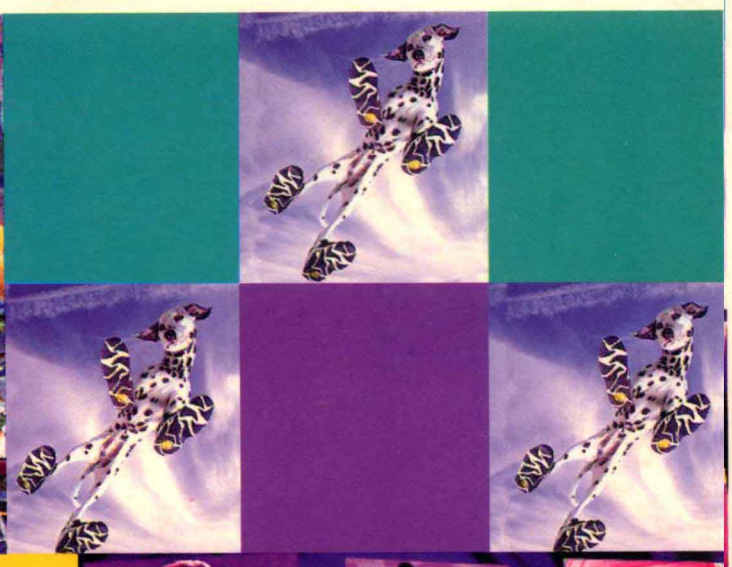
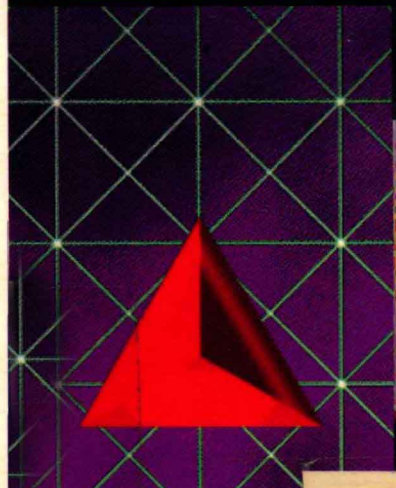
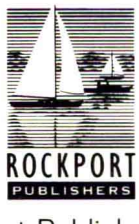






DL DESIGN LIBRARY

INTERFACE



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Gloucester, Massachusetts

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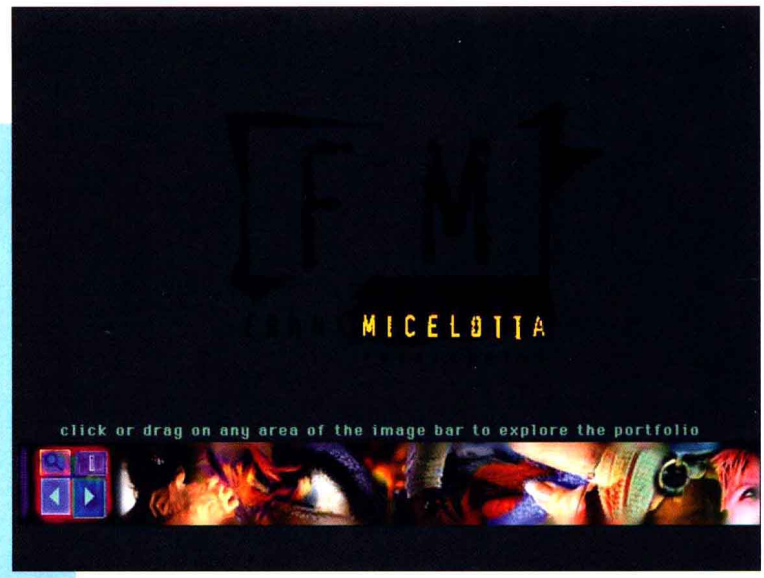
Introduction

As the Internet becomes more accessible, and computer software and hardware becomes more affordable, more and more people are setting up sites on the World Wide Web. New, advanced software allows even the inexperienced computer designer to set up a sophisticated site. The rapid increase in number does not necessarily mean that the quality has increased alongside. Rather, the influx just means that Web-surfers must wade through much more material in order to find the quality sites.

Designing a Website is much more complex than just creating a computerized version of traditional design project. As in all projects, the designer must consider the personality of the client, the purpose of the site, and the targeted end-user when creating the site. Even more, the designer must take into account the fact that the end product will not be the same for every user. A good Web design will be strong despite the many different ways the user will see it and the many different settings available to the computer user.

The designers in this book have taken all those factors into account in their designs and successfully created a Website that has attracted many repeat visitors. Whether created with simple graphics or tons of action, each design is successful for its market. Screen shots can only do the sites limited justice, the interactive-ability of the medium is what makes Websites so unique. This book is a mere sampling of the great designs on the Web; use this book for inspiration to do some surfing of your own!

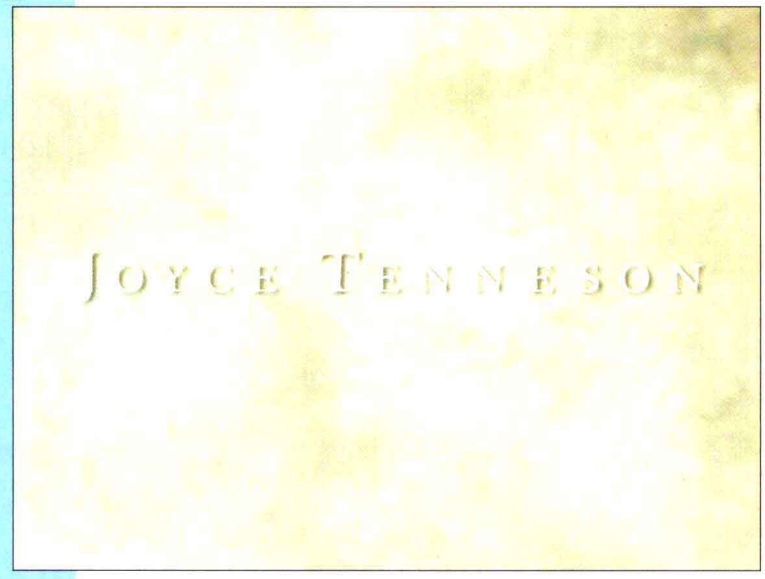
DIGITAL PORTFOLIOS



WOW Sight + Sound designed these three photography portfolios around the principle that end use determines the success or failure of interactive media products. Each promotional piece was designed to reflect the photographer's visual style and to provide an innovative environment for the photographer's work.

The portfolio for MTV photographer Frank Micelotta begins with a lively opening sequence, then segues into a palette bar displaying a montage of the photographer's images. The interface palette offers three ways of viewing the photographer's work: clicking on the palette brings up a specific image; dragging an image from the palette to the interface desktop; or using the forward/backward arrows to view each image consecutively. Appropriate sound bites accompany each image as it appears on the screen, and a magnifying glass is supplied for viewing larger images.

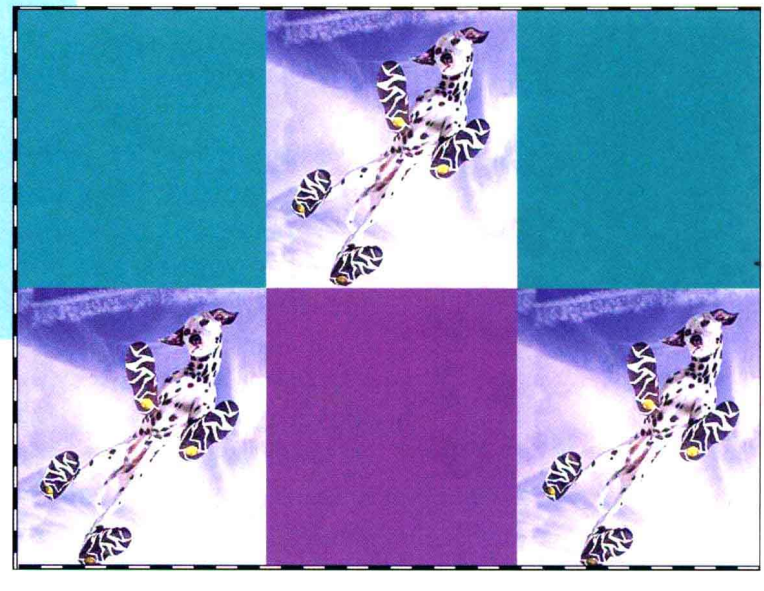
* * *



The design of Joyce Tenneson's portfolio takes a different approach in presenting the photographer's work. During the opening sequence the photographer discusses her style and reminisces about her work, while photos from the portfolio fade in and out.

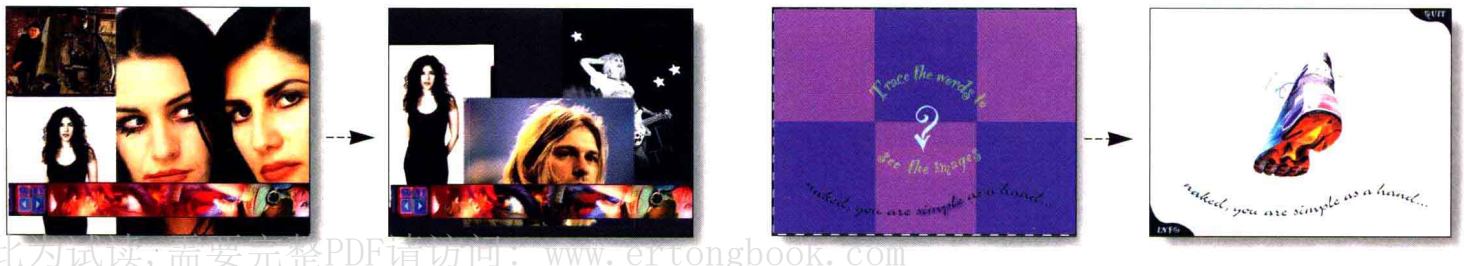
The portfolio is characterized by extreme simplicity and elegance, aptly reflecting the photographer's work—each photograph is displayed by clicking on its thumbnail image located in a row across the bottom of the screen.

* * *



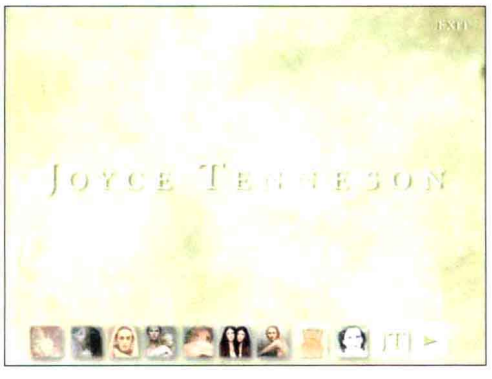
The designers at WOW developed yet another navigational device for Michel Tcherevkoff's portfolio. The opening features an animated slide show accompanied by moving type and a jazzy, upbeat sound loop.

As with Joyce Tenneson's portfolio, the interface is clean and simple. The user traces a line of curved text ("Naked, you are simple as a hand...") with the cursor to reveal the portfolio images.



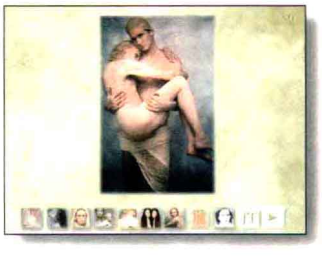
此为试读，需要完整PDF请访问：www.ertongbook.com

Project: **Photographer's Portfolio**
Client: **Frank Micelotta**
Photography: © **Frank Micelotta**
Design Firm: **WOW Sight + Sound**
Designers: **Abby Mufson, Darell Dingerson, John Fezzuoglio**
Programmers: **Darell Dingerson**
Platform: **Mac**



Project: **Photographer's Portfolio**
Client: **Joyce Tenneson**
Photgraphy: © **Joyce Tenneson**
Design Firm: **WOW Sight + Sound**
Designers: **Abby Mufson, John Fezzuoglio**
Programmers: **Abby Mufson, Darell Dingerson**
Platform: **Mac**

Project: **Photographer's Portfolio**
Client: **Michel Tcherevkoff**
Photography: © **Michel Tcherevkoff**
Design Firm: **WOW Sight + Sound**
Designers: **Abby Mufson, Alec Cove**
Programmers: **Abby Mufson, Alec Cove**
Platform: **Mac**

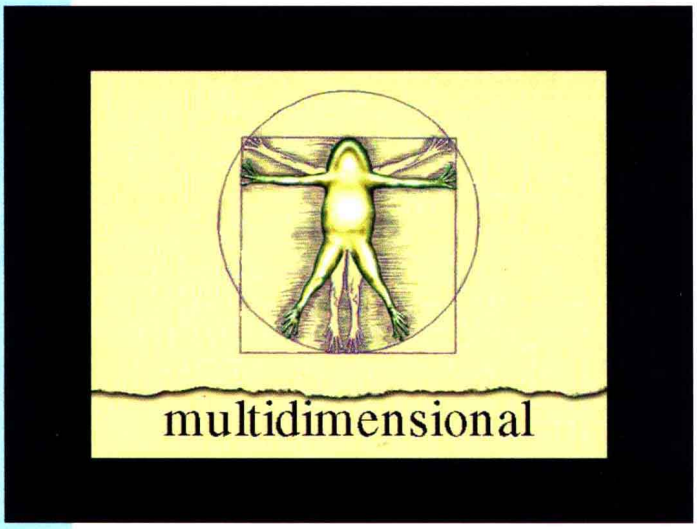


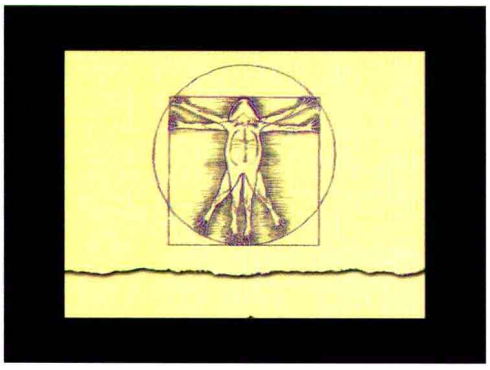
DIGITAL PORTFOLIO

Ribit Productions Inc.'s portfolio is simple in design, yet extremely effective in capturing the attention of the user.

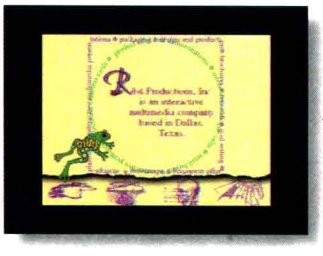
The piece opens with a parody of da Vinci's familiar "Diagram of Man" sketch in the form of a frog, which morphs into a more realistic frog rendering before jumping off screen and into the company's logo. The software gives a quick overview of the important strengths of the design firm—a wise strategy to follow, considering the time constraints of many potential clients.

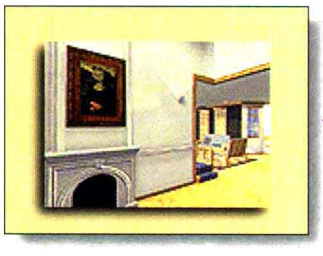
The designers have created a warm and enjoyable portfolio without the mechanical coldness of buttons and hard edges that characterize many other portfolios; the navigational bar at the bottom of the screen is composed of four da Vinci sketches that, when clicked, take the user to four different examples of the company's work.

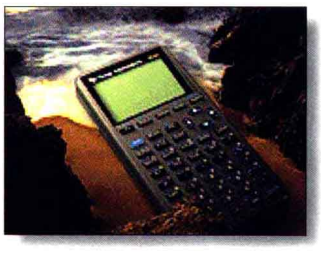


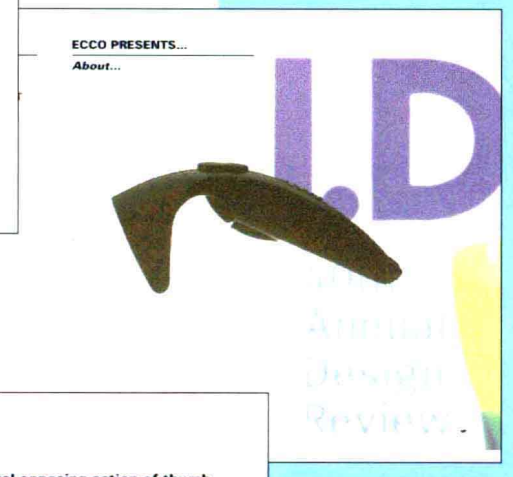


Project: **Digital Portfolio**
Design Firm: **Ribit Productions Inc.**
Designers: **Ronda Bailey, Sean Wu**
Illustration: **Ronda Bailey, Sean Wu, Scott Lumley**
Programmers: **Ronda Bailey, Sean Wu, Mindy Miller**
Authoring Program: **Macromedia Director**
Platform: **Mac**





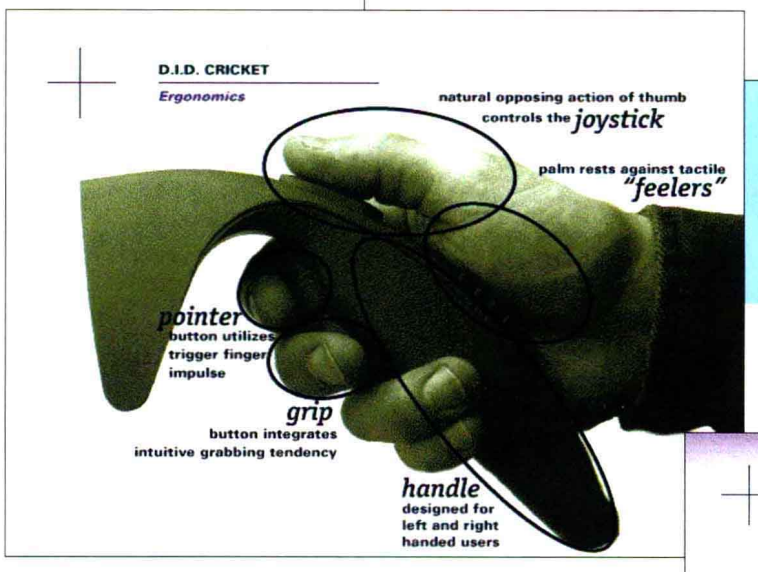


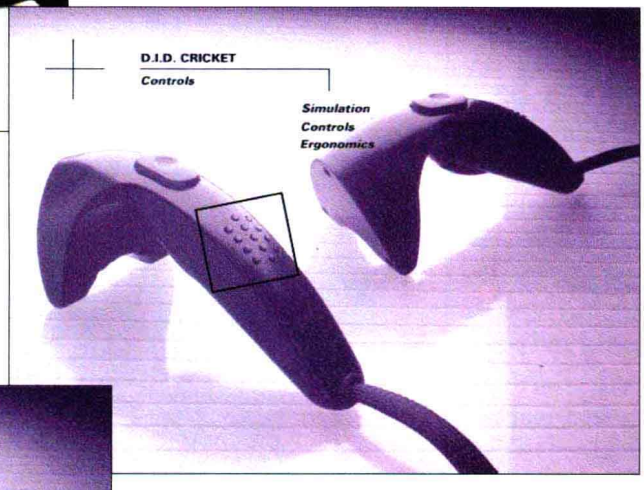


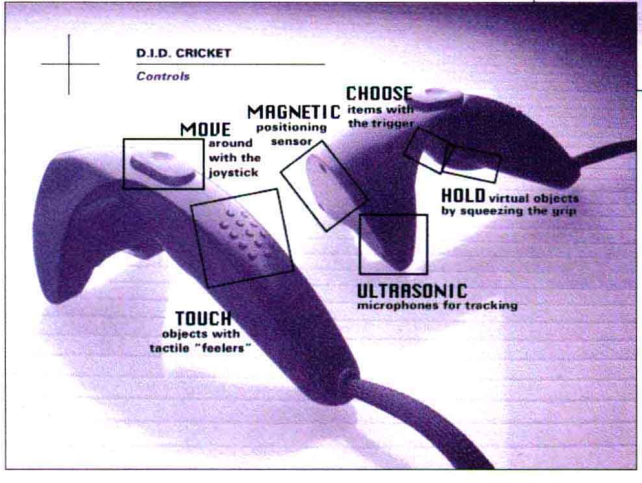
ECCO's *Cricket* design project has no visible buttons for content navigation. The interface is designed so that rollovers reveal hierarchical indexes that light up when activated by the cursor. The text in these indexes leads to other screens in the presentation, where rollovers again are used to highlight important aspects of *Cricket*.

To navigate back and forth through the interface, the designers used an innovative rollover sequence in the upper-left corner with a large plus sign that highlights clickable left/right arrows when the cursor moves across it.

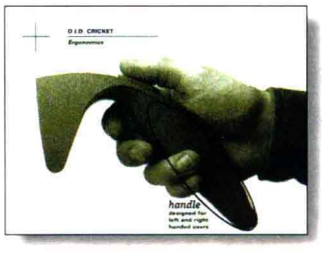
This form of navigation could be cumbersome and hard to work with in a larger program, but for a small, floppy disk-sized design such as this, its features allow easy navigation.





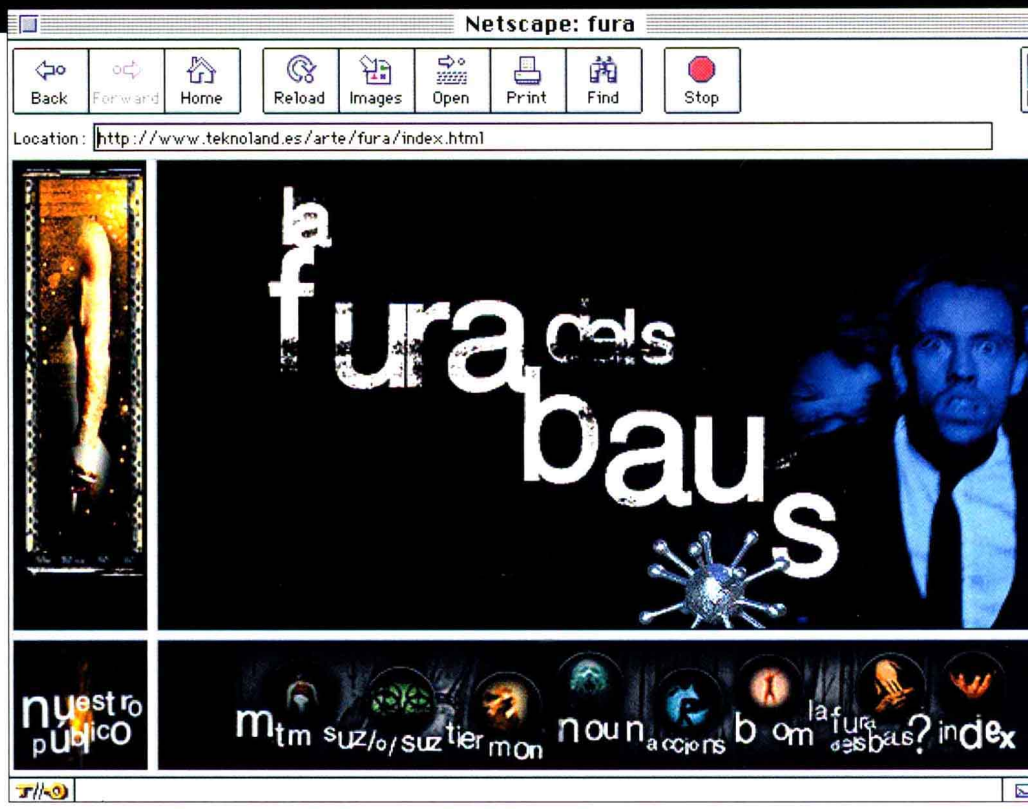


Project: ***ECCO Cricket***
Design Firm: **ECCO Media**
Designers: **Eyal Eliav, Eric Chan, Philip Fierlinger**
Programmer: **Philip Fierlinger**
Authoring Program: **Macromedia Director**
Platform: **Mac**



Spain

URL: http://www.teknoland.es/arte/fura/

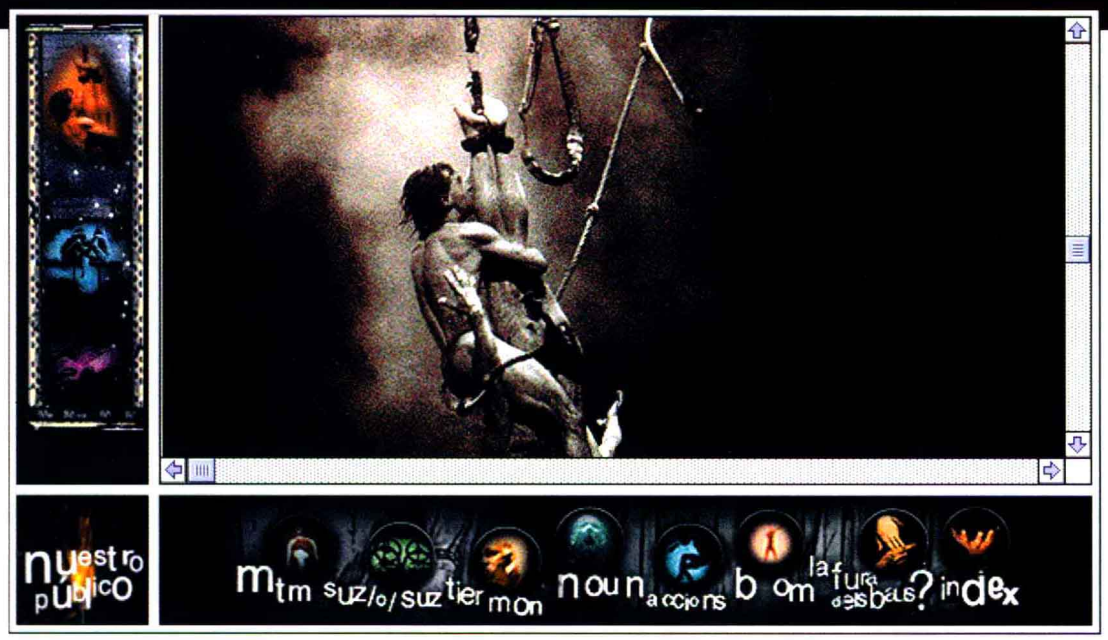


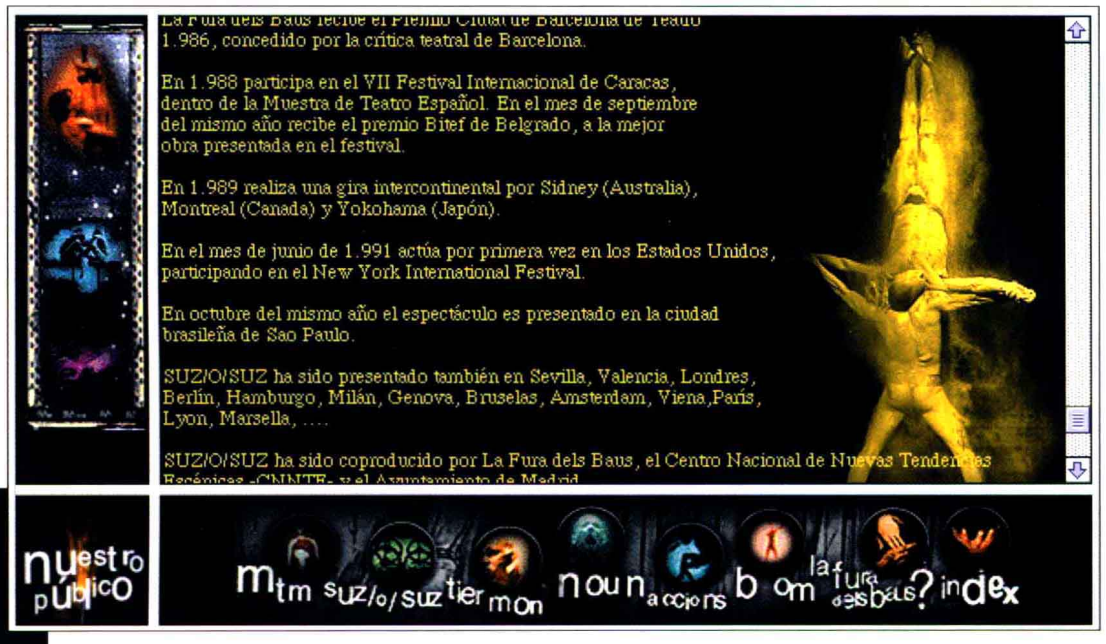
ENTERTAINMENT

La Fura dels Baus is an innovative Spanish performance company whose artistry was featured at the 1992 Olympic Games in Barcelona. The monolingual Spanish Website, created by Teknoland as an offshoot of the design firm's self-promotional Website, uses frames to divide the screen into four areas: a scrolling main center screen, two linking areas ("Nuestro Público" and the lower menu bar), and one vertical image display area.

This Website relies on computer-enhanced photographic images, rather than illustrations, enhancing the dramatic realism of the theatrical group's work. Gritty text, roughened frames, and dark backgrounds add to this effect—the black background is more a stage than a background, which incidentally improves the download time of the entire site.

The vertical image frame at the left of the browser window is an image chooser. Images selected here appear full-size in the large window. These images have been artistically manipulated and show a great sense of controlled mystery, as shown in the vertical image bars to the right.





Scrolling text is placed in the main window over a black background. The image to the top left uses a wide monotone photographic image very effectively. The type is still readable over it, and the use of a limited color palette helps the site download more quickly.

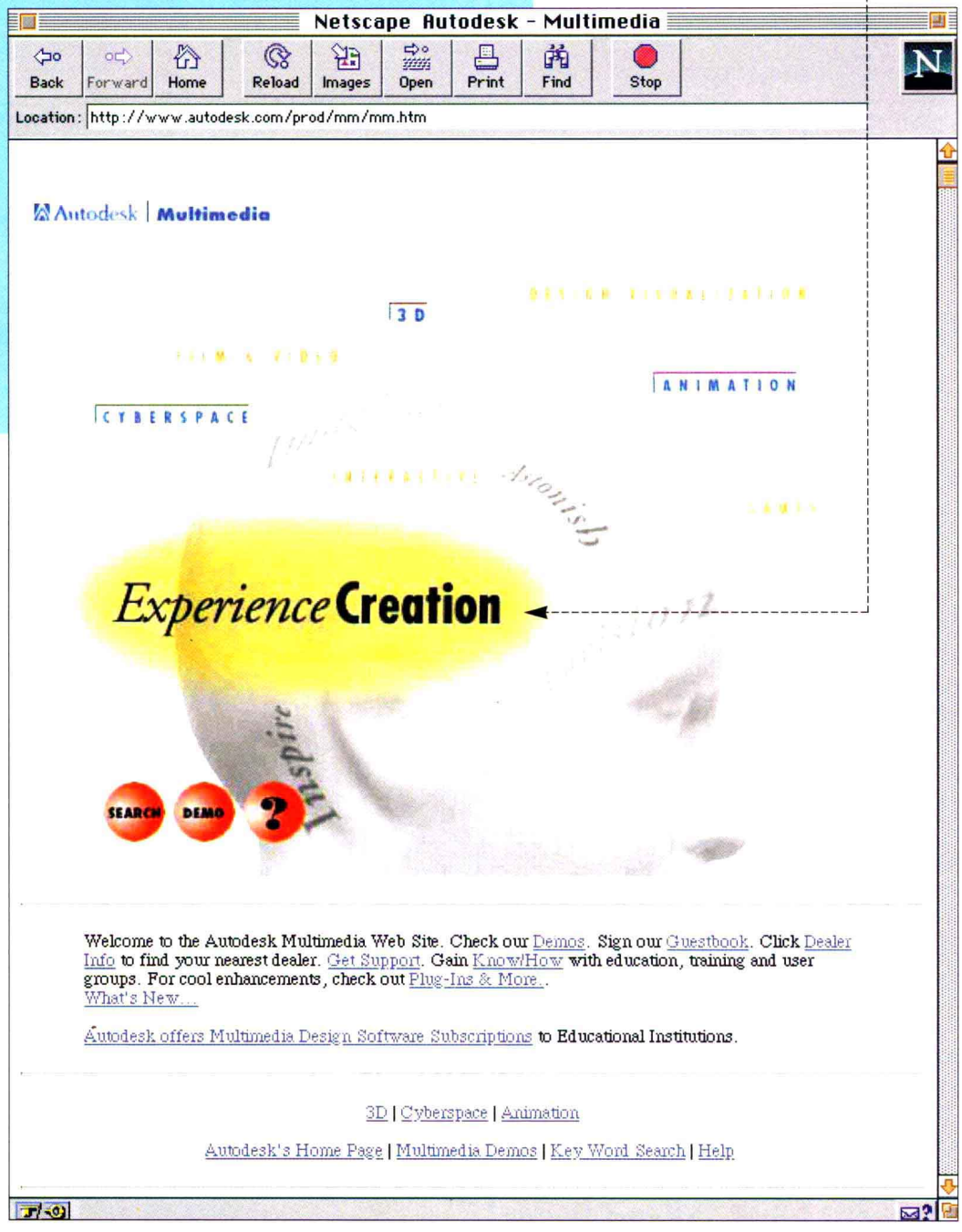
Project: **Teknoland**
Design Firm: **Teknoland**
Art Director: **David L. Cantolla**
Designer: **Jose Luis Garcia**
Programmers: **Colman Lopez, Jesus Suarez**
Authoring: **Nestor Matas, Michael Mangicotti**
GIF89a animations: **Jose Luis Garcia, Michael Mangicotti**
Features: **GIF89a animation, Java scripting, Shockwave, streaming audio**

MULTIMEDIA DESIGNER

Mya Kramer Design Group created an exciting and intuitive Web presence for the multimedia division of Autodesk—the maker of 3-D multimedia graphics products—with no significant previous experience in interactive Web design.

The opening page to the site depicts the mind of a multimedia designer with action words that invite the viewer to explore the pages and "experience creation," as the company's slogan goes.

Mya Kramer Design Group created the site with several objectives in mind and adhered to them strictly: the site had to allow visitors to go anywhere in three clicks or less; the downloading of a graphic could not take more than fifteen seconds; and the site had to be open and airy. All three of these objectives were accomplished. The pages within the Website download quickly, and make for an easily navigable and graphically pleasing site.



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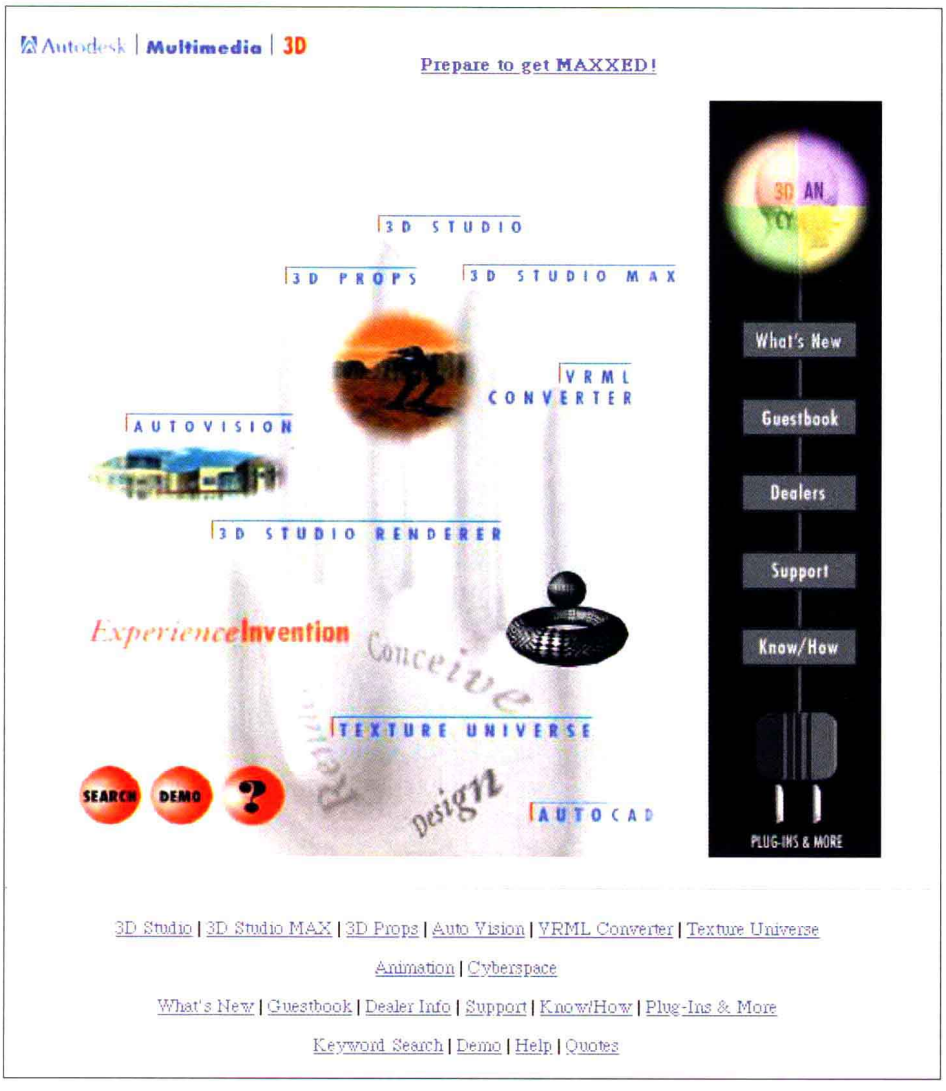
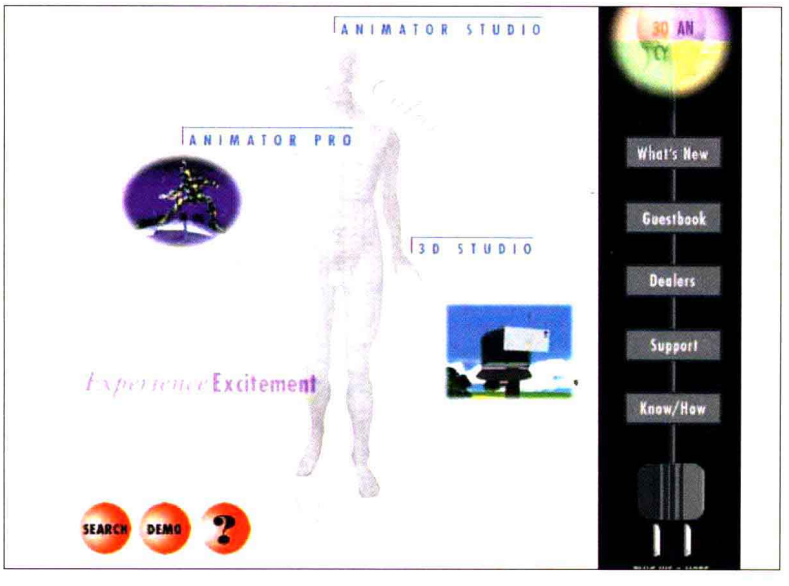
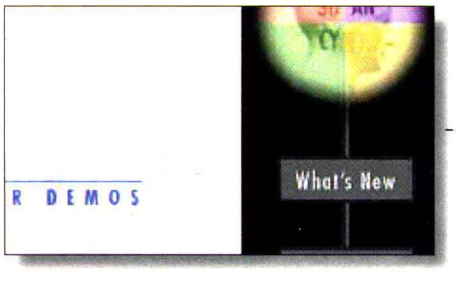
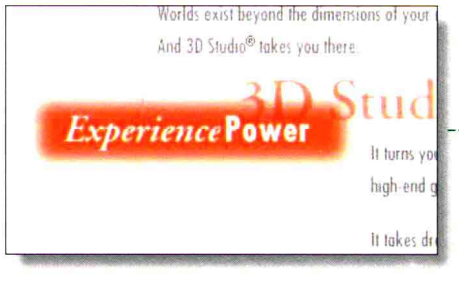
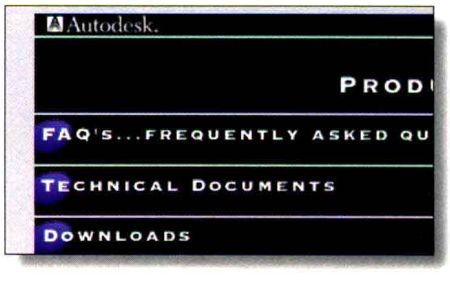




Project: **Autodesk Website**
Client: **Autodesk, Inc.**
Design Firm: **Mya Kramer Design Group**
Designers: **Mya Kramer, Amy Suits**
Programmers: **Gavin Bridgeman, John Kuta, Bryan Holland**
Photographer: **Robert Cardin**
Authoring Program: **HTML**
Platform: **Browser Related**
URL: **http://www.autodesk.com/prod/mm/mm.htm**

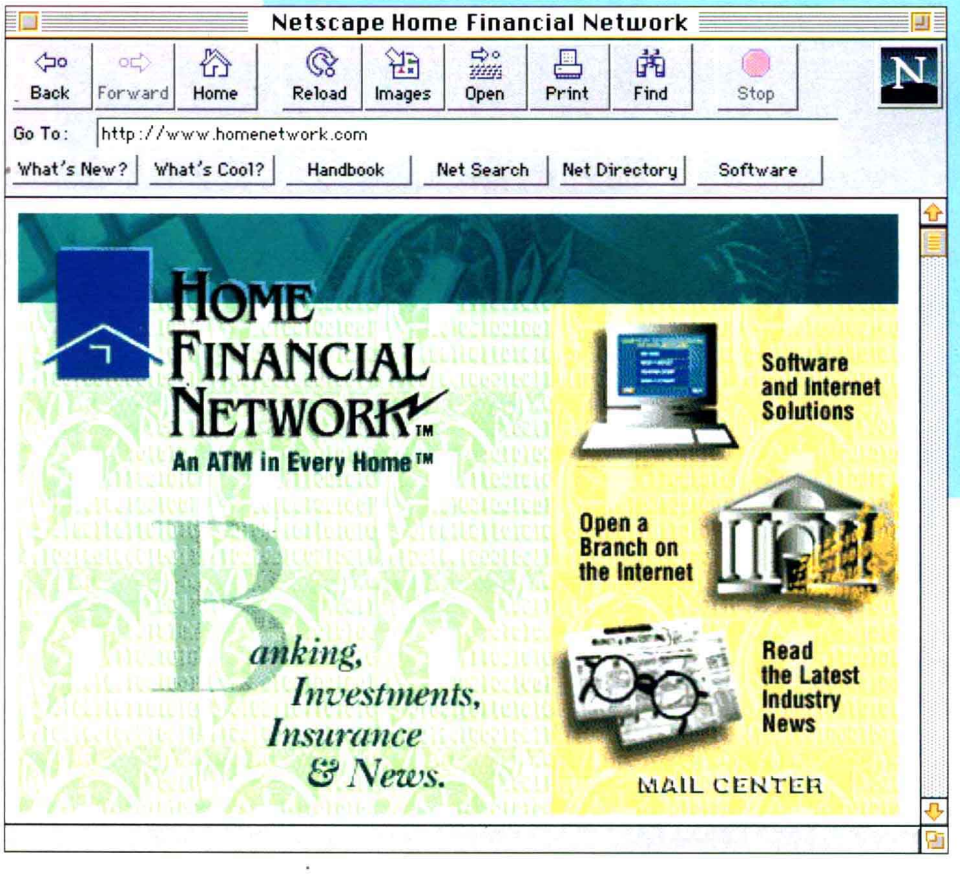




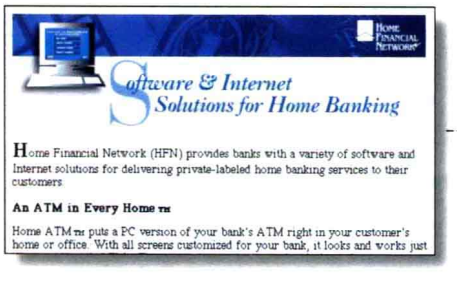


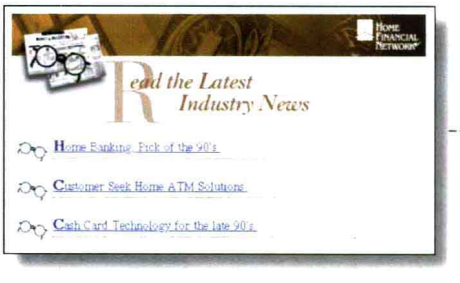
Home Financial Network's Website is an example of the potential for business functions conducted the traditional way translating to online use. A grayscale image, tiled in the background, frames the color image in the foreground, which keeps the viewer's eye focused on important areas.

Shades of green and collaged money convey the feeling of a financial institution, and the illustrated icons used for the three main buttons are well representative of the following links. On subsequent pages, the designers use color sparingly, choosing to focus the viewer's eye on icons that link to other areas of the site.



Project: **Home Financial Network Website**
Client: **Home Financial Network Inc.**
Design Firm: **The Design Office Inc.**
Designers: **Yung Beck, Dave Green, Andrea Flamini, Joe Feigenbaum**
Programmer: **Andrea Flamini**
Authoring Program: **HTML**
Platform: **Browser Related**
URL: **http://www.homenetwork.com**

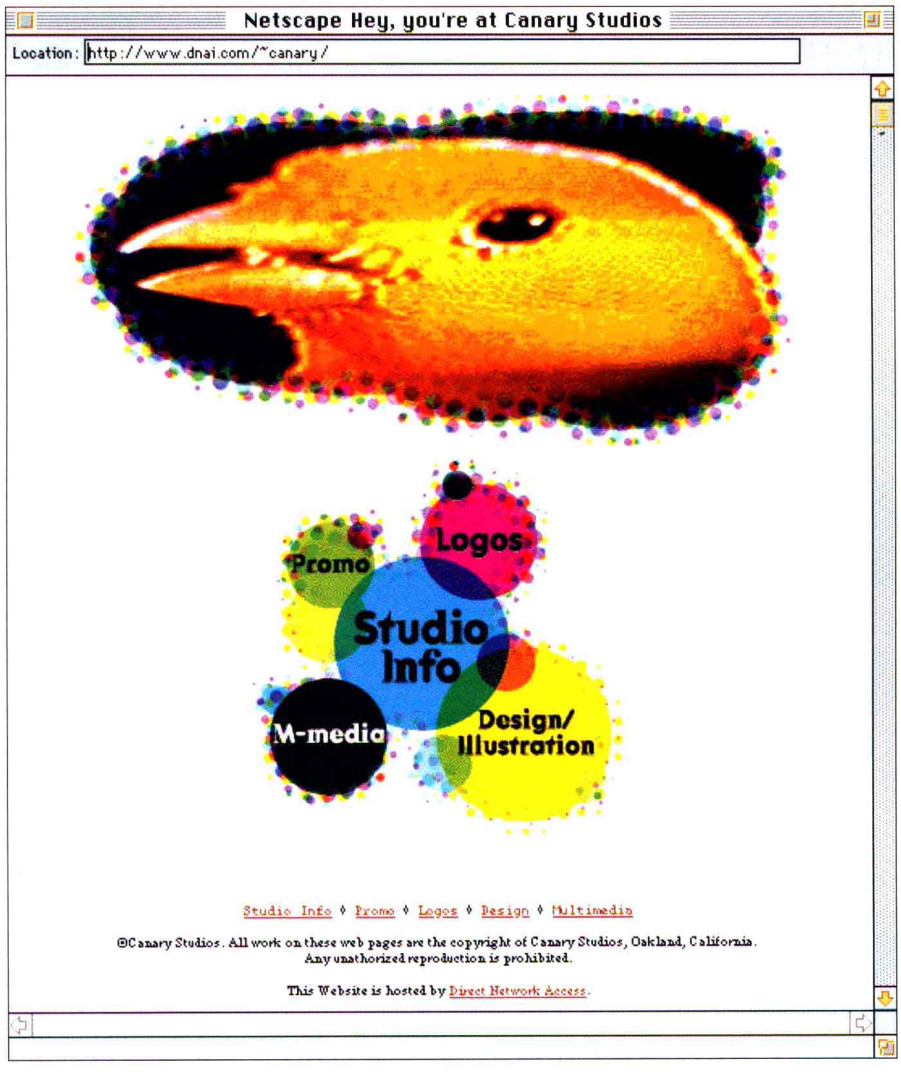


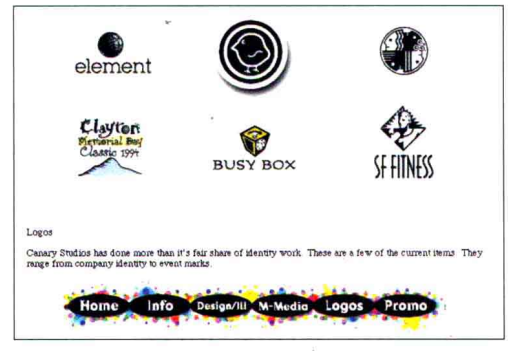


Canary Studios Website's main objective was to stay away from what the designers term the "beveled edge phenomenon," referring to the look of buttons with sides shaded to appear three-dimensional. This was accomplished by creating a graphically pleasing and colorful home page illustration that perfectly represents the company.

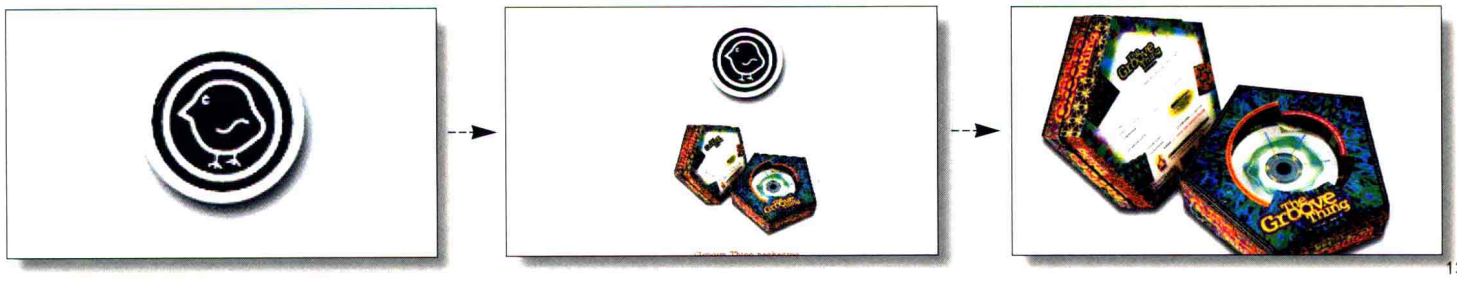
The large canary head offers visitors and potential clients a visual punch, while the colorful buttons below the bird's head offer clear and easy access to the rest of the site.

A colorful button bar keeps the continuity of the home page design; it offers jumps to other sections with a single mouse click, never going more than one level deep into the interface.





Project: **Canary Studios Website**
Design Firm: **Canary Studios**
Designers: **Ken Roberts, Carrie English**
Illustrator: **Carrie English**
Photographer: **Robert Sondgroth**
Programmer: **Ken Roberts**
Authoring Program: **HTML**
Platform: **Browser Related**
URL: **http://www.canary-studios.com/~canary**

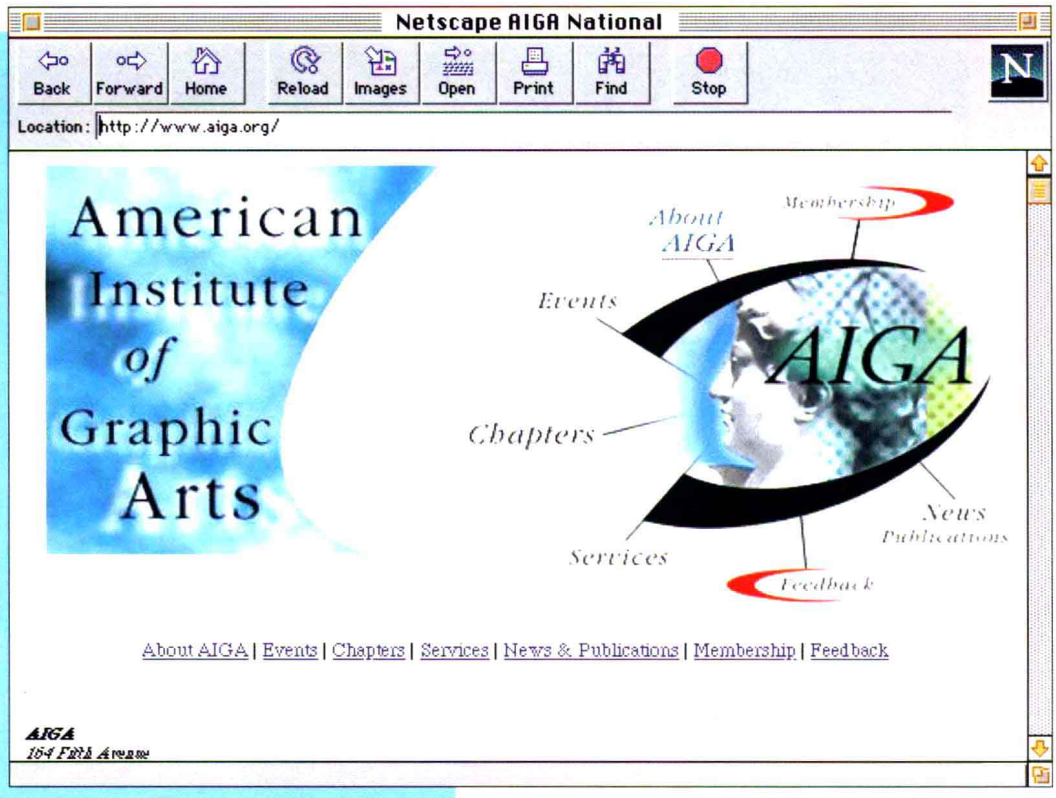


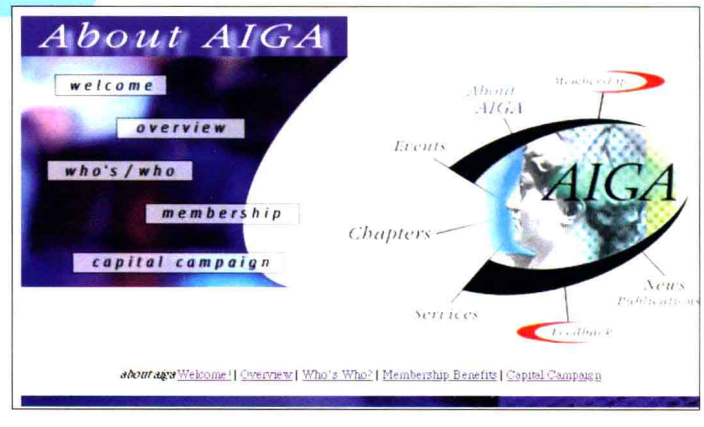
ARTS ORGANIZATION

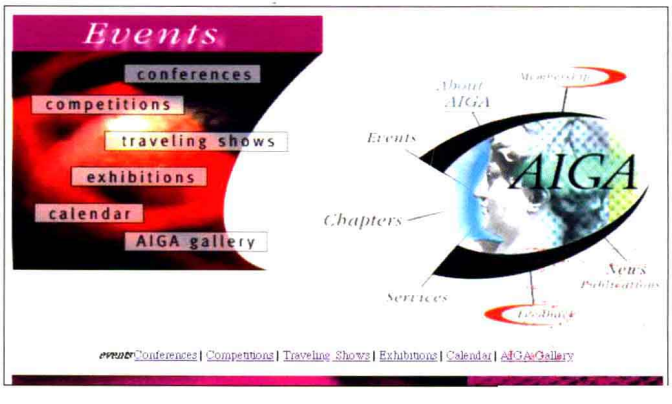
The American Institute of Graphic Arts Website, created by Graffito/Active8, lends credibility to the organization by showing well-designed pages without using too many of the clichéd bells and whistles of Web design.

A single image icon with branching text buttons is used to navigate the contents, and is positioned at the top right of each page to give continuity to the site, adding to the ease of navigatiion.

To the left of the contents icon are buttons that link to information relating to AIGA and the services the organization offers. These buttons float on a background that changes color with each area that the user visits, adding further continuity to the design.





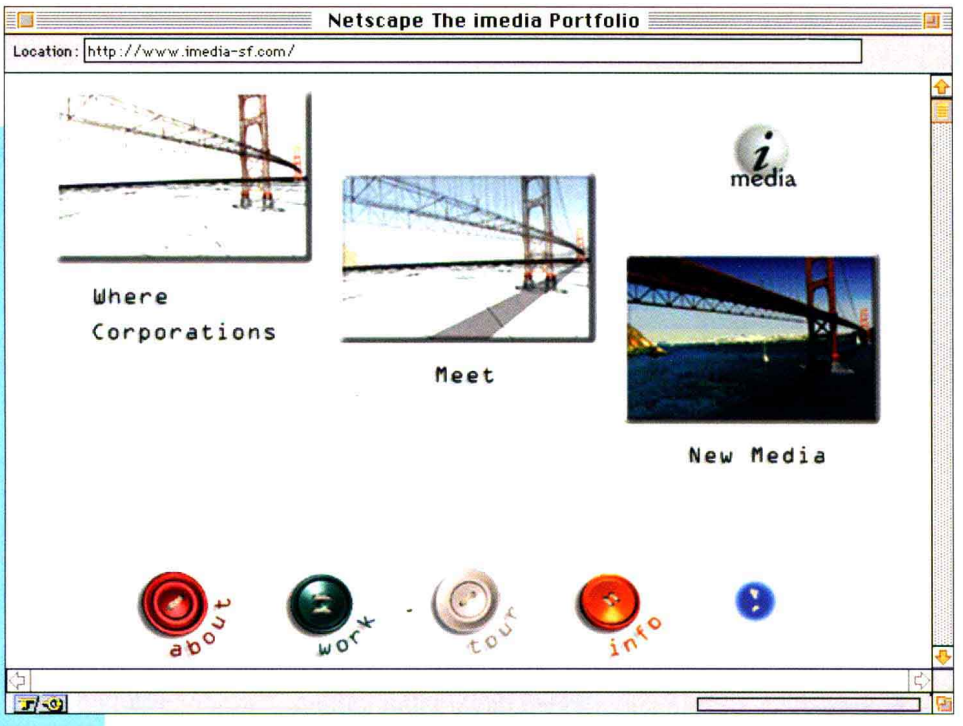


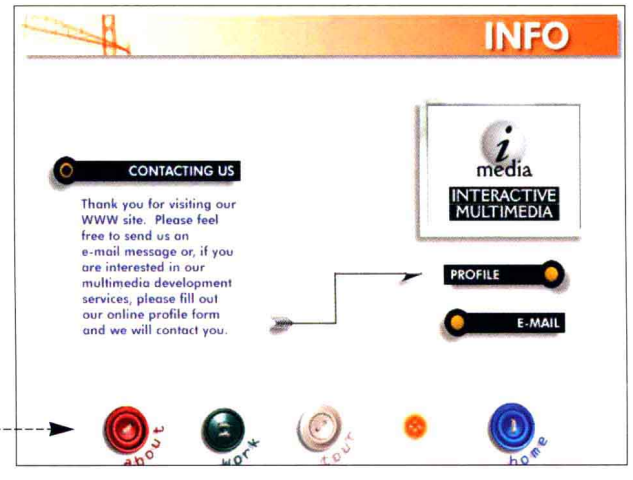
Project: **AIGA Website**
Client: **American Institute of Graphic Arts**
Design Firm: **Graffito/Active8**
Designers: **Tim Thompson, Jon Majerik**
Programmer: **Jon Majerik**
Photographer: **Morton Jackson**
Authoring Program: **HTML**
Platform: **Browser Related**
URL: **http://www.aiga.org**

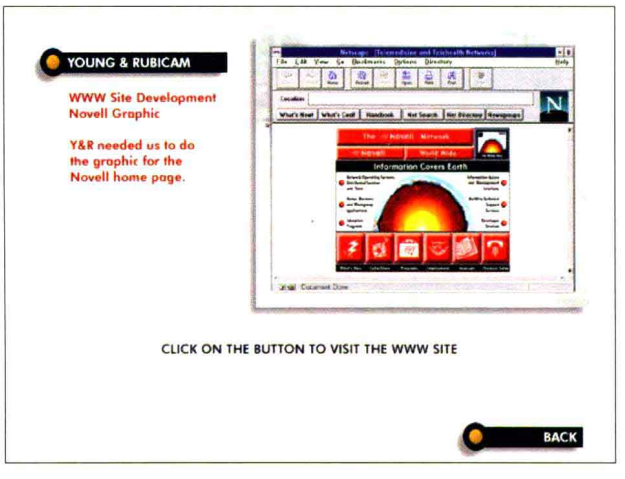
MULTIMEDIA DESIGNER

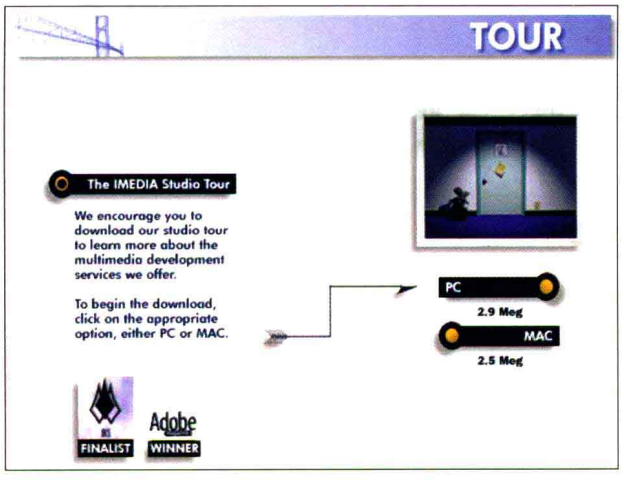
imedia's Website uses the strong visual recognition of its home, San Francisco, as a graphic theme. Three consecutive images of the Golden Gate Bridge, in various states of rendering, open the Website, while banners on following pages continue the bridge motif. This establishes imedia as a strong regional design firm, with potential for global outreach.

For quicker downloads, imedia uses generous amounts of white space and smaller images to draw the viewer's eye to specific areas of the portfolio. The whimsical use of colorful shirt buttons for navigational buttons adds a touch of humor to their portfolio presentation.

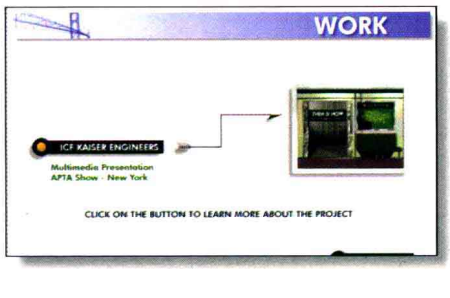


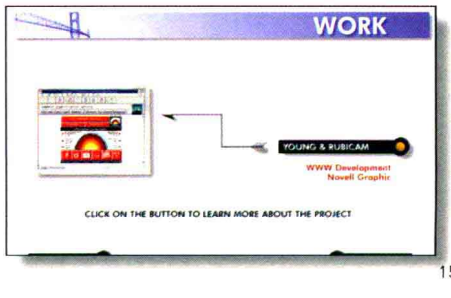






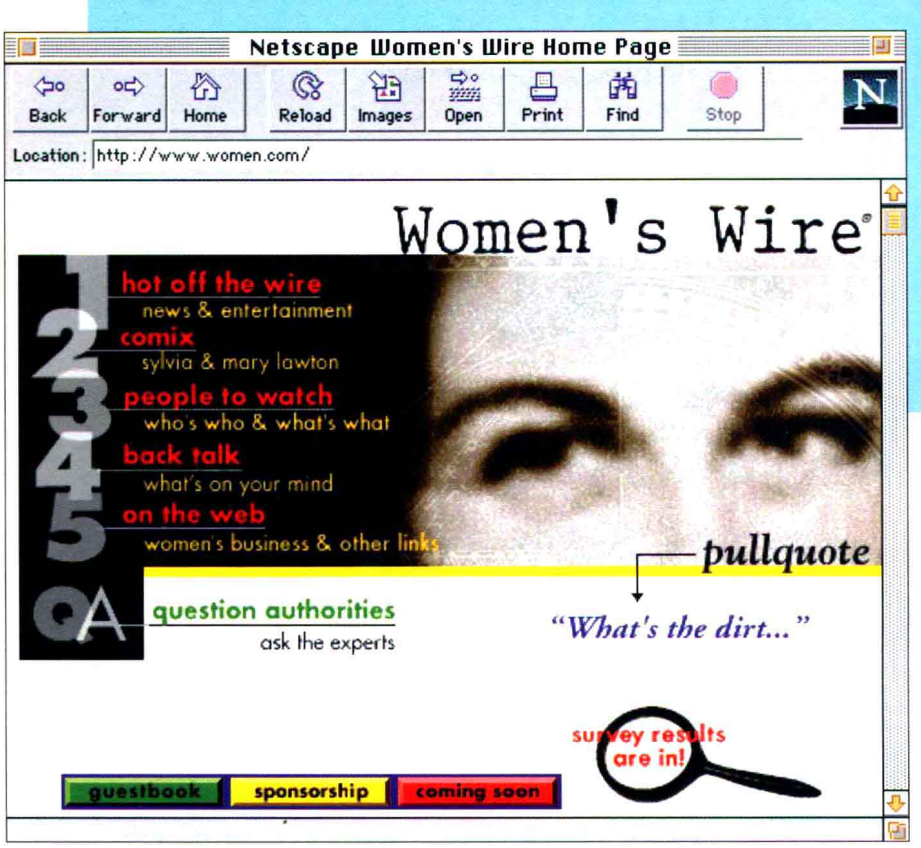
Project: **imedia Website**
Design Firm: **imedia Interactive Multimedia**
Designers: **B. Almashie, H. Campos**
Illustrators: **B. Almashie, H. Campos**
Programmers: **B. Almashie, H. Campos**
Authoring Program: **HTML**
Platform: **Browser Related**
URL: **http://www.imedia-sf.com**

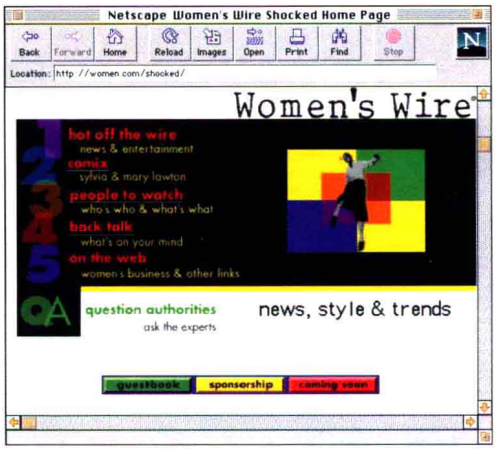




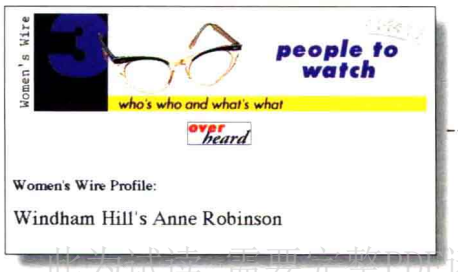
Women's Wire is the first interactive publication to recognize and address a female audience. Designed for women, by women, this online magazine is unique in its content; though the Web is predominantly male-oriented, recent statistics show that women are beginning to access the Web in larger numbers.

The site is also unique in its design, with two versions of its home page interface: a traditional, static Web design and a "Shocked" home page that uses animated fades to introduce images, and section head numerals that change colors. Both designs offer viewers a clean interface for navigation, and show how the designers understand the parallels and differences between designing for print and designing for this new media of interactive publishing.





Project: ***Women's Wire***
Design Firm: **Lisa Marie Nielsen Design**
Designer: **Lisa Marie Nielsen**
Authoring Program: **HTML**
Platform: **Browser Related**
URL: **http://www.women.com**



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