WEBSITE INSPIRATION WHITEPAPER

CLIENT Michael Salamon
PROJECT Brand Identity Package
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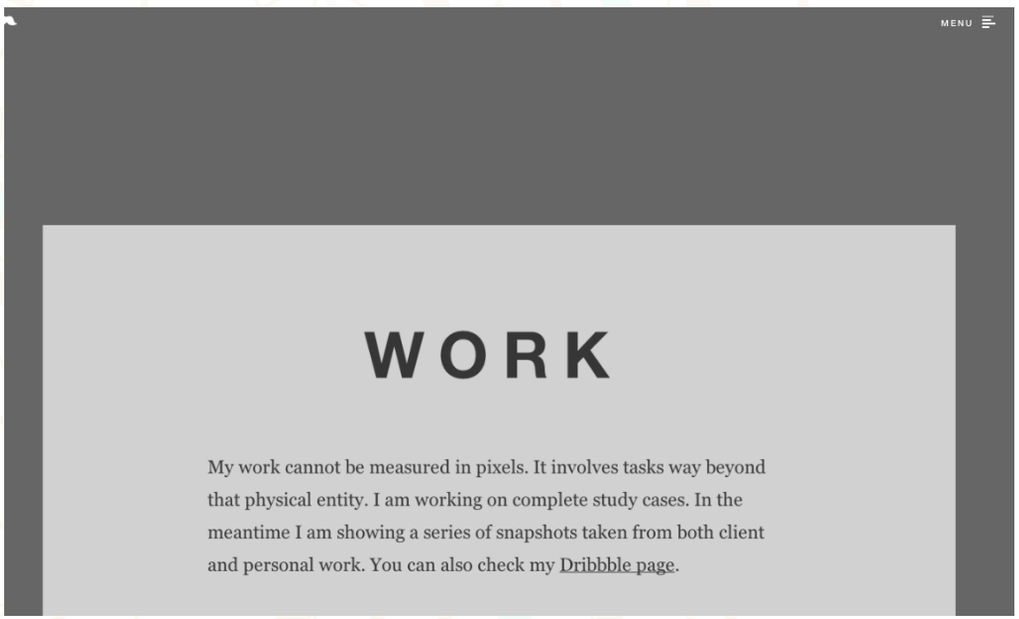
DESIGNER Carly Dutch-Greene

Carly Dutch-Greene
design@carlydg.com
608.444.8063
www.carlydg.com

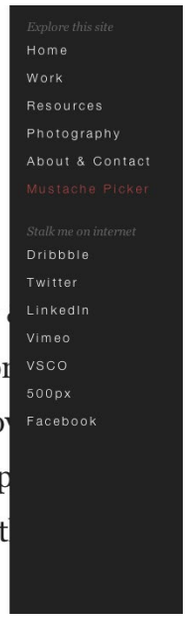
WHITEPAPER

salleedesign.com

This particular website achieves so much in such a straightforward yet dynamic way. The first thing that caught my eye was the use of javascript to fade elements and text in and out. It is such a simple way to add a noticible amount of personality to a website. The rollover effect he uses on the buttons is super swift. you barely glide your pointer over the button and it instantly changes to black and the contrast that is made is beautifully shocking. Click any button or menu link and the page transitions. The way this happens instantly blows my mind. By utlizing (most likely) html5 and javascript, it is as if the page sinks into the endless ibyss that is the internet and then in exchange, the new page appears in an upward motion. This website uses elements like a collapsing sidebar navigation and single images to tend to its overall understated appearance. The usability is fantastic. I do wish that in the “work” section I was able to click on the images and see even more about each of the projects. That is truly the only dissapointing element.

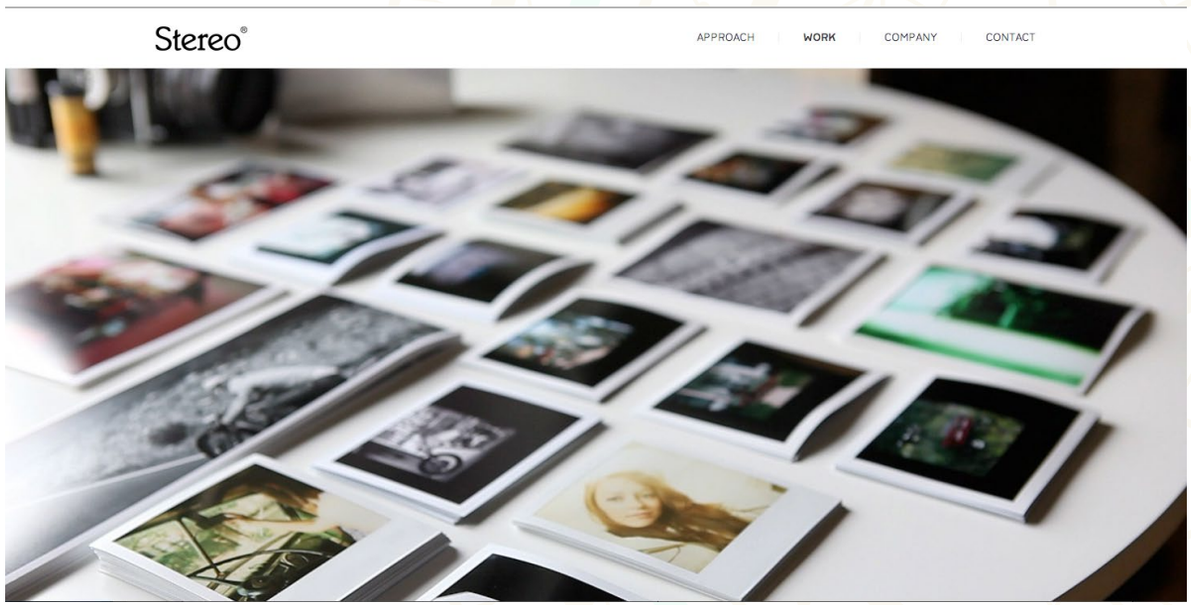


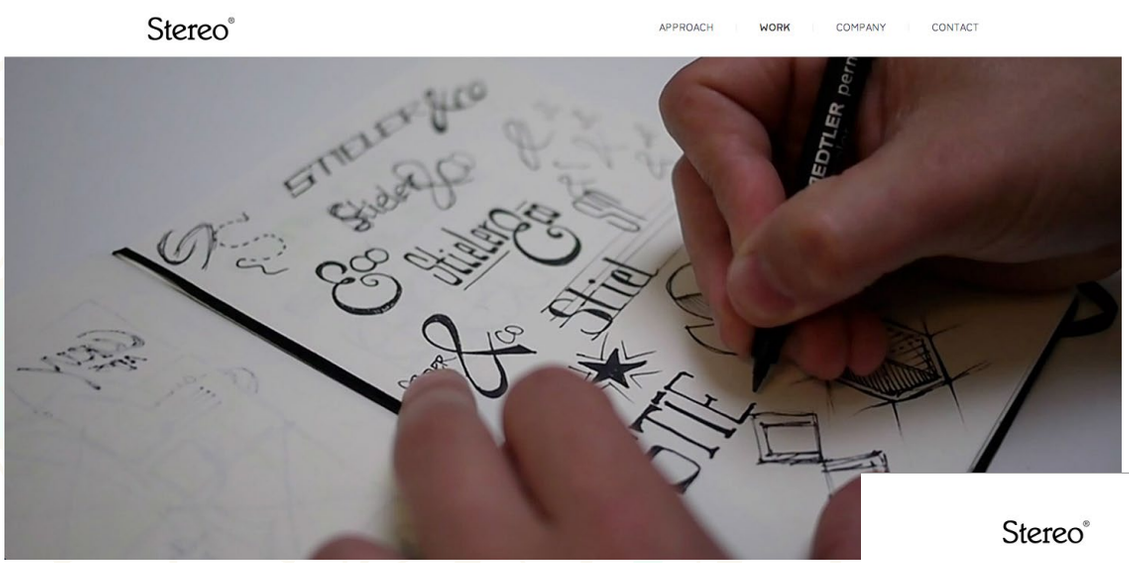
Hi! I'm Jeremy. I'm a human interface designer
end developer from France. I have a passion for
perfect, minimal & easy to use interfaces. I also lo
oriented html / css / javascript. Like all French p
live off baguette, champagne and foie gras evident
say ohlala.



stereocreative.com

In general, stereo creatives website is too simple for me. The reason that I chose this website is the way in which they display their portfolio work. Not only does the site utilize and isotope filtering effect on their work, but the images are large and intriguing. After clicking on on of the images in the portfolio, you are directed to that works own individual page. The website doesn't take you to a new page at all, just one within the existing nav bar and footer. Being contained withing those existing elements is essential when trying to keep the user and a particular site. Upon clicking on a portfolio item, you are taken through a one page gallery of the body of work, their process and the project description. It is gorgeous and it is smart. Two things that are immensely important when designing websites.

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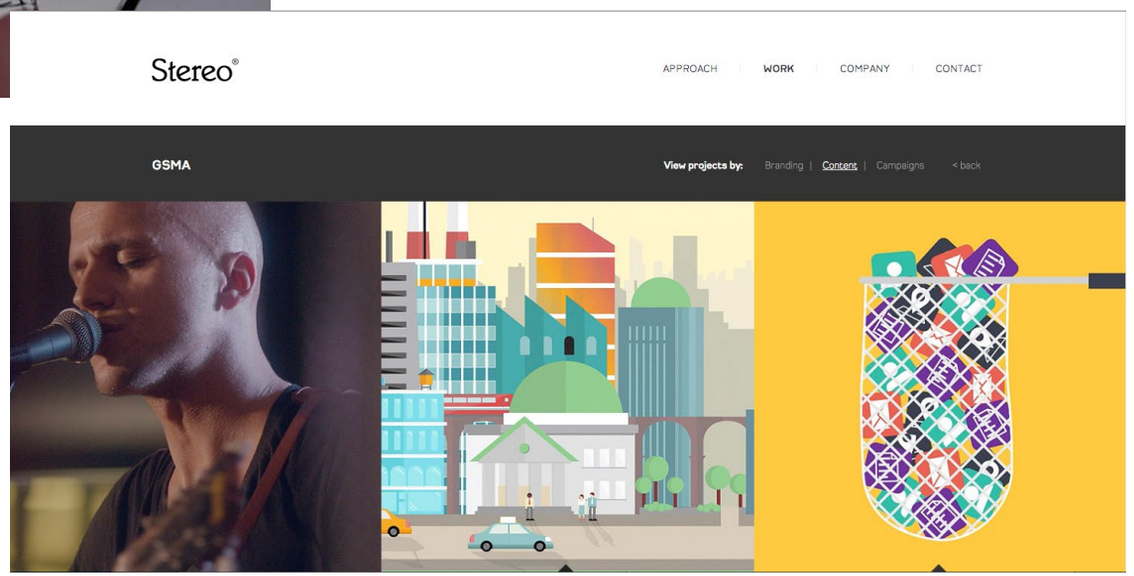
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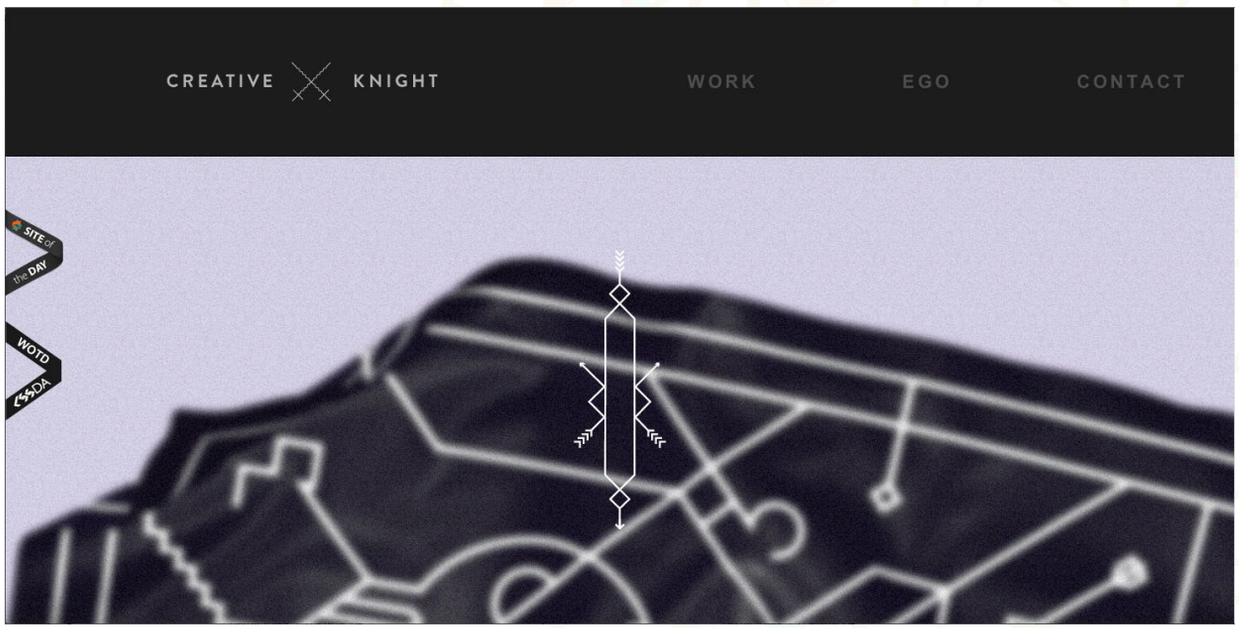
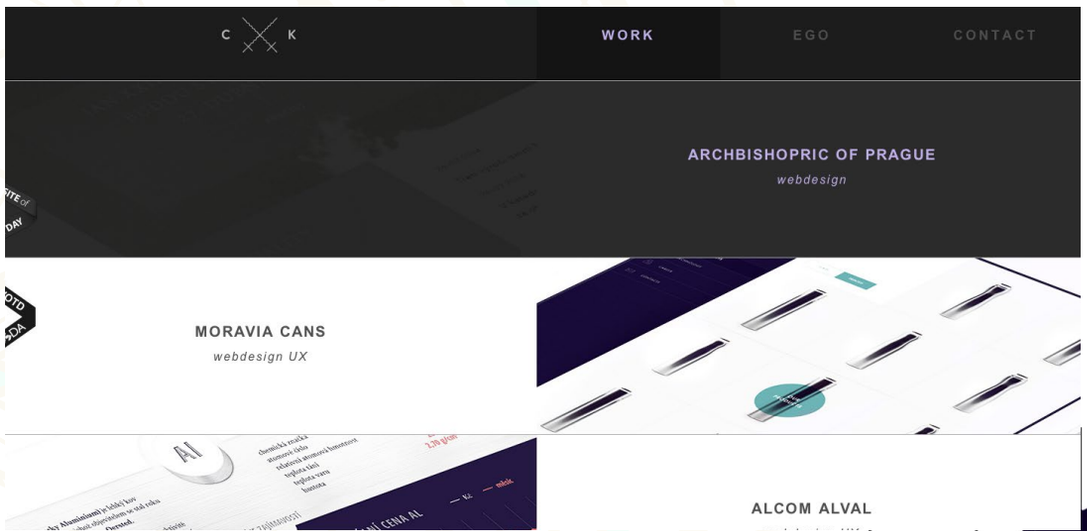
creative-knight.com

The best part about creative knight's website is that it utilizes javascipt, css3 and html5 seamlessly. The homepage immidiately showcases the portfolio work which is why you would go to the page in the first place. You are guided to scroll down immidiately with a custom made animation. It is completely unique and makes you WANT to see more. After scrolling down, your cursor transforms into what reminds me of the viewfinder you see in one of those shooting arcade games. A little nostalgia goes a long way. The rollovers on each of the portfolio items turns them dark and provides you with a title and very brief description of the project. When you click on the item, you remain within the concstraints of the menu and footer. A dynamic, slightly parallaxing interfaces displays the projects process and final products. . The about page showcases the designer in a seamlessly looping video which i found to be very unique.

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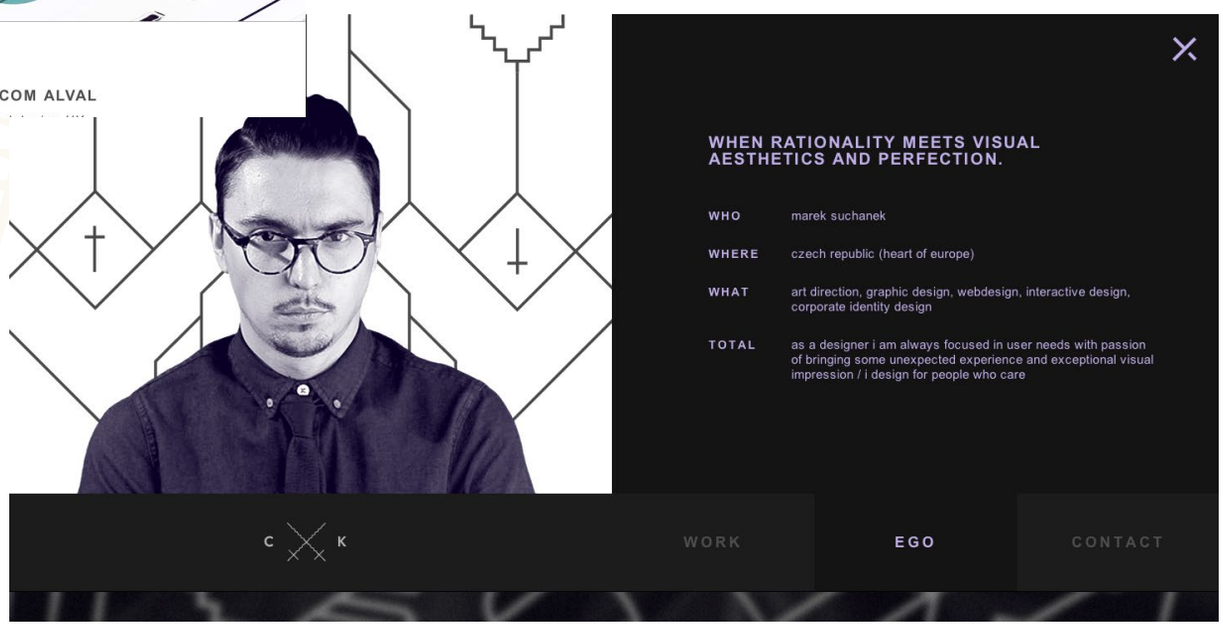
WHEN RATIONALITY MEETS VISUAL AESTHETICS AND PERFECTION.
WHO marek suchanek
WHERE czech republic (heart of europe)
WHAT art direction, graphic design, webdesign, interactive design, corporate identity design
TOTAL as a designer i am always focused in user needs with passion of bringing some unexpected experience and exceptional visual impression / i design for people who care
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