

MAD RIVER ADVENTURES

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TRENDS

PLAYFULL TYPOGRAPHY

Introduction:

The playful typography and design is a typographic solution we can have on a web page.



Site URL: <http://www.splendorgraphics.com>

This site is well layout and already tells you about itself at first. It has high level of typography and playful designs. The site is very attractive, bright, and colorful, filled of playful words mainly at the bottom and has a strong use of orange and gray as dominant colors. Its words of different sizes are playful around the images and the Query function that does the sliding show is well applied to the design page giving a total freedom of navigation to the viewer. He does not have to click before finding all designs we want to look at or text he want to read. The colorful site is well balanced, looks modern, clean, and gives a sense of playful typography and high quality design.

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Site URL: <http://www.thevisionairegroup.com/>

This site has a well balanced design and stand as a good solution for circular design put together with the typography. It's a good example of space saving design and the words or text could also be of different sizes around the images. All the words are playful and of different sizes with well worked designs. It doesn't matter where they are placed. They still are easily found on the page. In addition, it's a typographic explosion site that truly stand the most in 2010, the one that allow the use of font replacement.

The screenshot displays the TVG website with a clean, modern design. At the top left is the TVG logo (The Visionaire Group) and the tagline "We Are Deliberate. We Are Distinct. We Are TVG." followed by social media links for "FOLLOW US", "LIKE US", and "CONTACT US". The main content area features five project highlights, each in a circular frame:

- 01** Jack Black's Epic YouTube Brand Channel Skadoosh! (CUSTOM SHOOT)
- 02** Social Gaming (SOCIAL GAMING)
- 03** The Last Exorcism Takes Chatroulette for a Ride (VIRAL VIDEO)
- 04** The Expendables Blow Up YouTube and the Box Office (CUSTOM SHOOT)
- 05** TVG is One of America's Fastest Growing Companies! (READ PRESS)

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Site URL: <http://www.siblingrivalrywine.ca/>

This site has a well balanced design, very playful, bright, and colorful. Some words highlighted other not, some words coming across others but still being readable. You can already tell that the designer had a freedom of space and expression on the page. It is also a space saver kind of design on a web page and definitively gives a sense of freedom and playful typography.

other example: <http://futureofwebdesign.com/london-2011/>

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GRID INTENSIVE LAYOUT

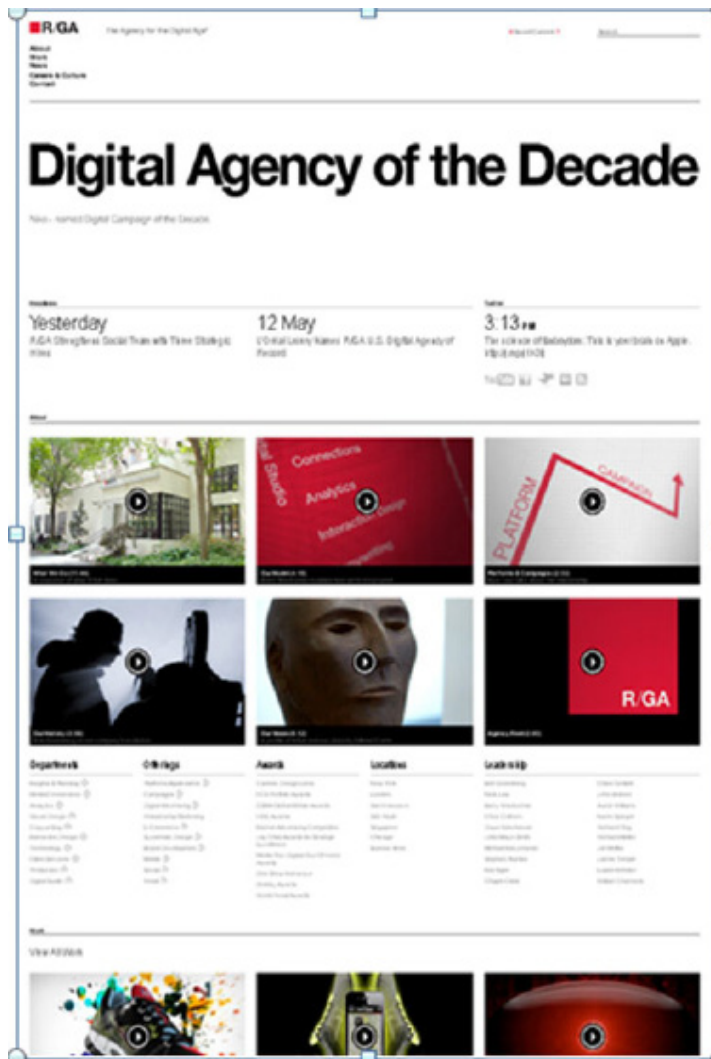
Introduction:

Even though Grid layouts aren't new for designers, it's really important in a design. It makes it better, well organized and cleaner. Nowadays, designs are breaking away from traditional web layouts style (header, content column, sidebar, footer) to a more unique style which is, grid driven layouts. Most sites have quickly spread to grid systems that can actually adapt to all viewers screen resolution.



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Site URL: <http://www.yamaha.co.jp/yamahaginza/>

This site is a Japanese site. It is well layout and patterned. It has many inclined squares well organized. The site used for the majority shapes, mostly squares and a rectangle shape upside down to the right compositing 2 arrows. The viewer can drag it up and down to view the rest of the page. Some squares hold an image or thumbnail. In addition, this bright, colorful, esthetic, straight forward site looks professional but very simple. It gives a sense of free navigation, enjoyment.

Site URL: <http://www.rga.com/>

This site is well layout and patterned. It uses a grid of three and shows how helpful a grid can be to a designer. It even allows him to divide in 2 or 3 each grid to give a different view and feel to the design. These are the type of approach designers' use for modern sites. Nowadays that technic makes the design more professional and more adaptable to the viewer screen resolution.

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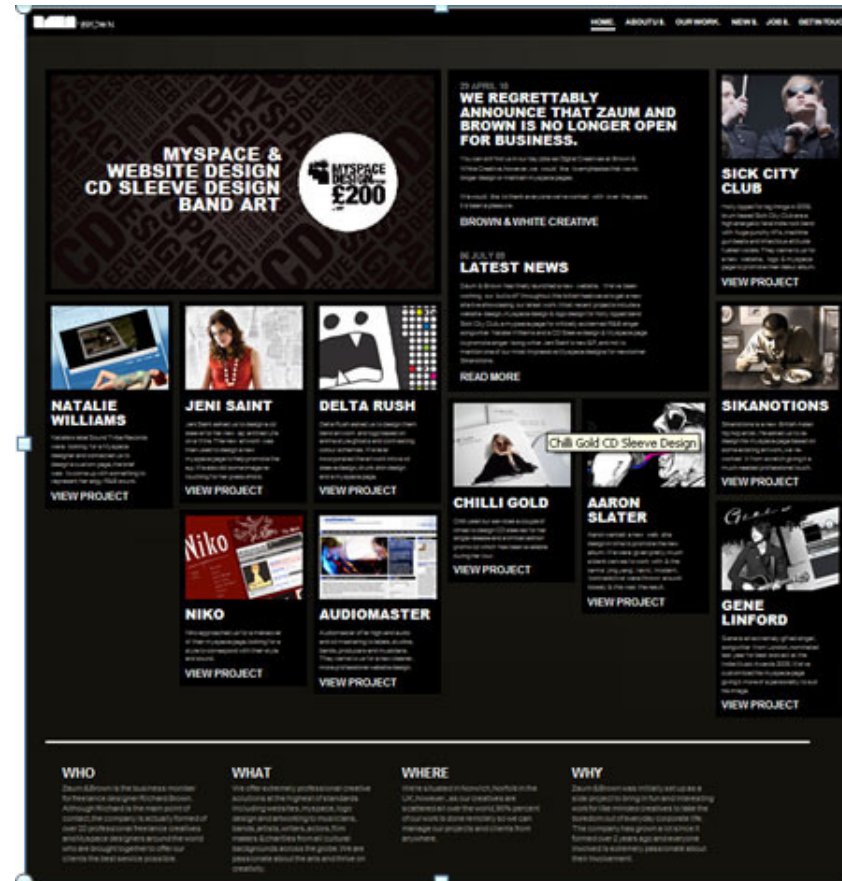
TRENDS

Site URL: <http://www.yamaha.co.jp/yamahaginza/>

Site URL: <http://www.zaum.co.uk/default.htm>

This site is definitively a very well arranged one. Well layout and well patterned it already tells you about itself. The text has a good contrast with the background, the dark color of the background make the layout more effective with the white and light gray text and images. The layout and background design is very clean and professional. It gives a sense of humor and a bit playfulness. Other examples of grid intensives layout:

- <http://www.adelacreative.com/>
- <http://blakeallendesign.com/>
- <http://z-index.it/>
- <http://rokkan.com/>
- <http://www.leidsfilmfestival.nl/nl/>



MASSIVE IMAGES

This trend has been made effective because of better age optimization, great loading methods and higher

speed internet connection. Most of new sites use large illustrative methods to communicate better with the viewer.



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Site URL: <http://www.cathedralmountain.com/>

This site is characterized by catchy images, well layout with less text. It already shows to the viewer what the site is about. The sliding show makes the navigation easy, because it gives you already the general idea of the site. The site is very attractive, bright, exciting and colorful, filled of images that give you a strong desire to travel. In definitive it shows how greatly a massive images site can impact the viewer.

Site URL: <http://www.nespresso.com/variations/>

This site is characterized by large images, well layout with less text. It also has flash animation and action script in it with fast loading. It's a great idea to have sliding show or flash animation in order to make the site more livable for the viewer. The site is very attractive, alive, playful, bright, exciting and colorful, filled of great illustrations.

Site URL: <http://www.ipolecat.com/>

This site is filled of images and designs, with less text. The page is well layout, bright, colorful, esthetic, staight forward and has some J query and php function that allow the viewer to jump up and down to another page without scrolling but just by clicking a specific link.

Other example: <http://www.morphix.si/>