

# Модные тренды в веб-дизайне

Ольга Гапонова, арт-директор «Евростудио»

#### wy dio.ru 2011

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AT&T to buy T-Mobile for \$39B

What's ahead for stock market

10 hot stocks to watch

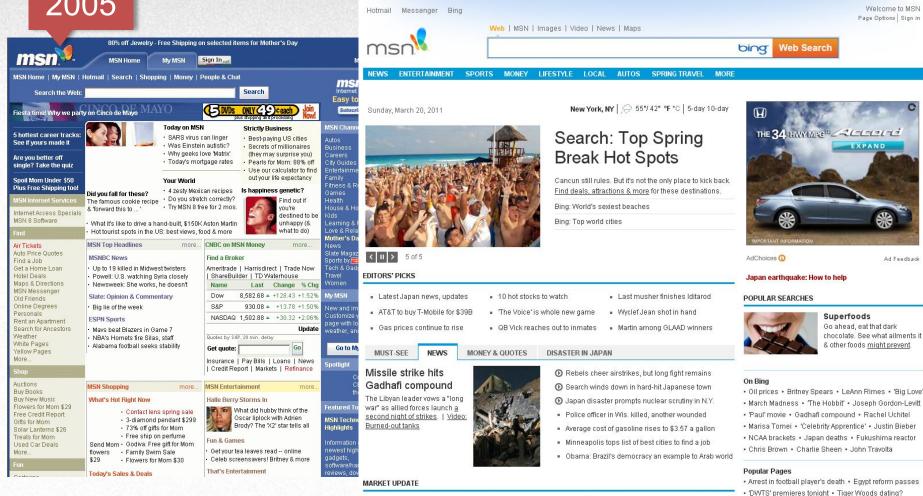
· 'Miracle' plane headed to museum · Wyclef Jean shot

NCAA wrestling championships • Palmer tour starts

· Radiation found in Japan food · AT&T to buy T-Mobile

· Cyrus & Michaels duet coming soon · 'Gay cure' app?





Updated: 03/21/2011 02:17 ET

NASDAQ

11,858.52

2,643.67

1,279.20

+83.93

+7.62

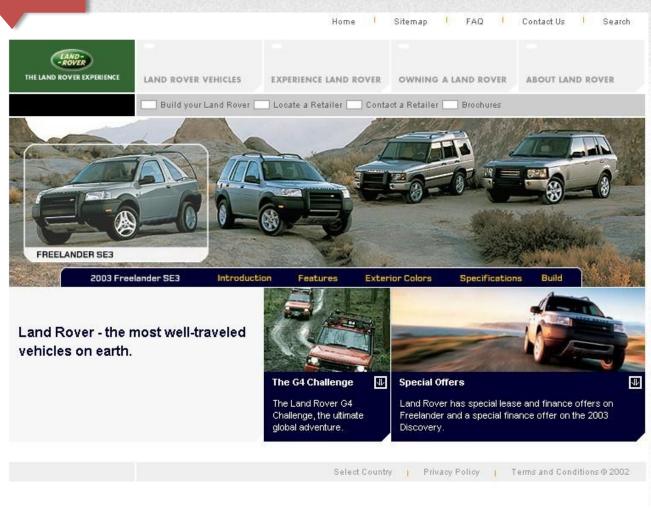
+5.48

Get a stock quote

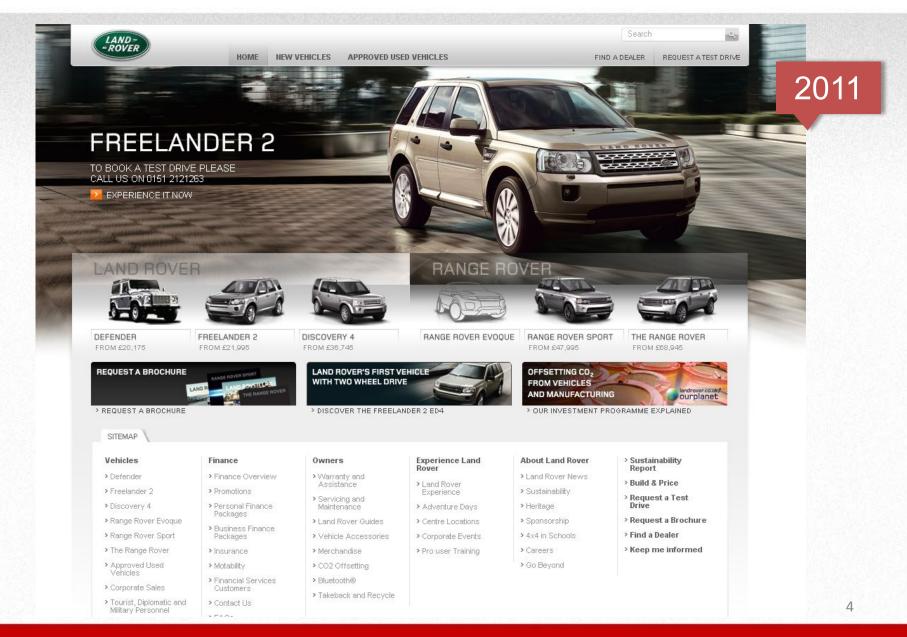
Brought to you by: Scottrade



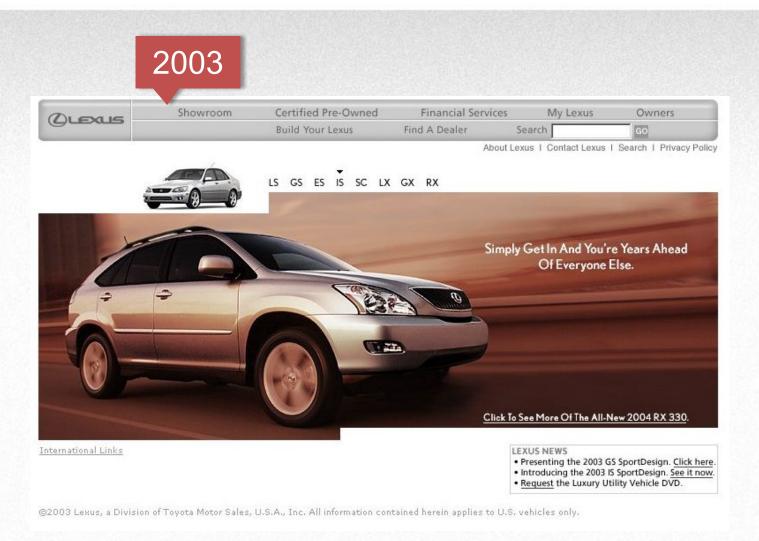
### 2003







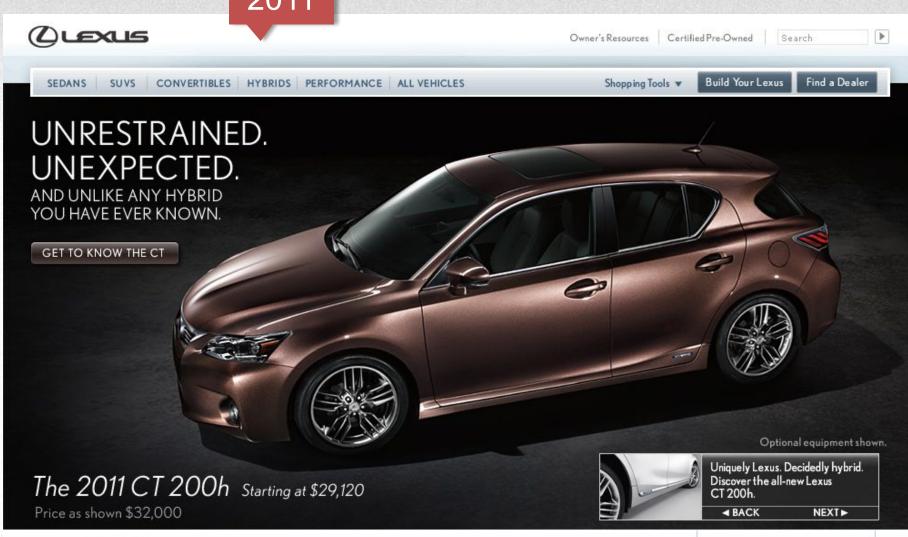






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2011



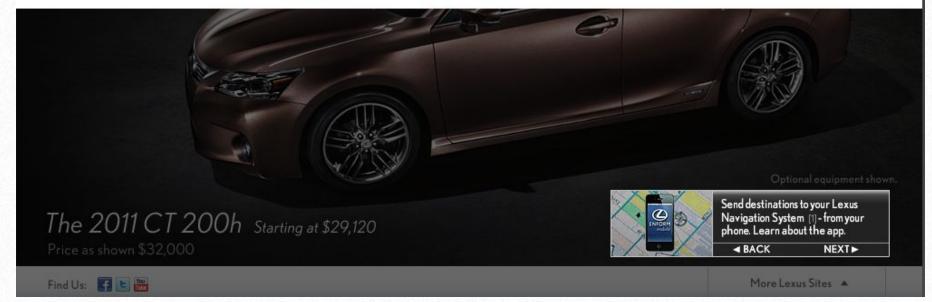


More Lexus Sites A



2011











#### Online Portfolio

Set up an Online Portfolio to take advantage of unique features!

#### **Purchase Tools**

All the tools and resources you need to make an informed and intelligent purchase decision.

I would like to receive Mercedes-Benz updates,

#### Model Selector



Find the Mercedes model that's best for you based on body style, price and performance.

#### ▶ Purchase Inquiry



Connect with a Dealer to schedule a test drive, arrange a meeting, or learn more about any Mercedes model.

#### Special Features



The Mercedes-Benz
Summer Event
2.9% APR\* on new C-Class.



Owners Online
 Join now and celebrate the
 Owners experience online.



Starmark Pre-Owned Find a Certified Pre-Owned Mercedes-Benz.



 First Choice Credit Program
 Financing that puts you in
 the driver's seat.





#### Owner Resources

Owners Online Owners Support Service & Parts mbrace Events & Partnerships Technical Manuals Classic Center Classic Community

Shopping Tools Build Your Own Compare Vehicles Payment Estimator Find Pre-Owned Financing Options Apply for Financing Saved Vehicles

#### Vehicles

Showroom AMG Special Offers Certified Pre-Owned European Delivery Fleet Program Sprinter

#### Innovation

What Drives Us Future Models Advanced Technologies Thinking Green

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#### Mercedes-Benz Sites

M-B Worldwide Mercedes-Benz.tv About Mercedes-Benz M-B Museum Shop Financial Services Careers







Owners Support
Service & Parts
mbrace
Events & Partnerships
Technical Manuals
Classic Center

Classic Community

Owner Resources

Owners Online

Shopping Tools
Build Your Own
Compare Vehicles
Payment Estimator
Find Pre-Owned
Financing Options
Apply for Financing
Saved Vehicles

Vehicles
Showroom
AMG
Special Offers
Certified Pre-Owned
European Delivery
Fleet Program
Sprinter

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What Drives Us
Future Models
Advanced Technologies
Thinking Green

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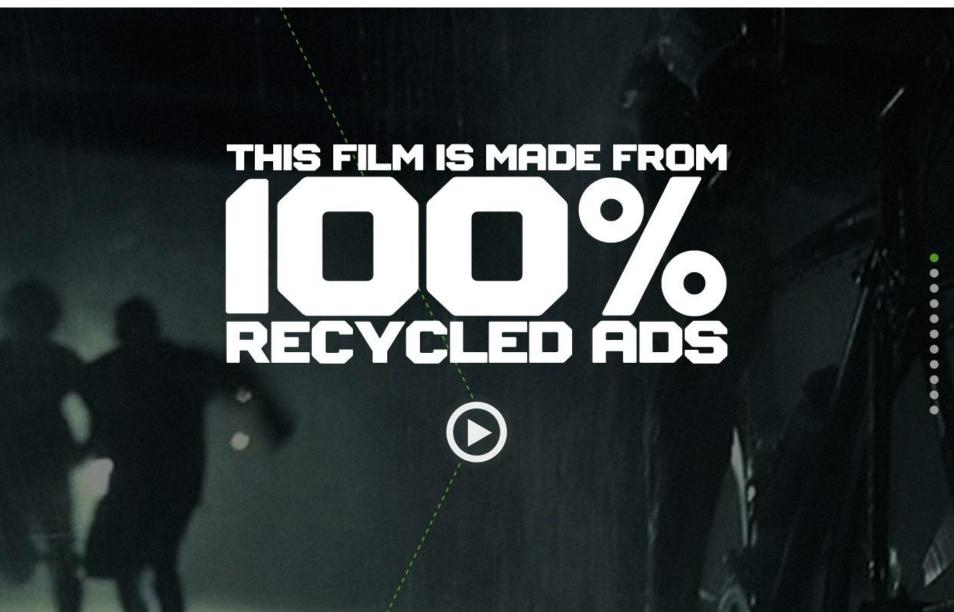




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# Our products are a load of rubbish.

#### 8 PLASTIC BOTTLES

Each Nike 2010 World Championship Football jersey is made entirely from recycled polyester. That's up to eight recycled plastic bottles per jersey. In total, that diverted nearly 13 million plastic bottles from landfills. Yes, you read right. 13 million. Plastic. Bottles.







#### demodern

Studio Work

#### 000

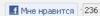
#### DIGITAL DESIGN STUDIO

demodern is an independent design agency in Cologne, founded in 2008. We create innovative communications for the digital age. As a design agency, we do not only restrict ourselves to creative design, but take an end-to-end view of our projects, taking care of them from the strategic planning to the perfect implementation.

demodern is an open minded and free-thinking agency. Our corporate culture is based on exchange and demand. We promote good ideas, but do not limit ourselves to established media, nor do we recommend the same technologies. Each project is considered new and developed independently.



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#### MOTION DESIGN

- 2D & 3D animations
- -3D visualisations
- -visual effects & compositing
- storyboarding
- encoding & web integration
- -editing

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deutsche version

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#### IWC

INTERNATIONAL WATCH CO. SCHAFFHAUSEN SWITZERLAND, SINCE 1868

FROM THE COLLECTION



PORTOFINO HAND-WOUND EIGHT DAYS

New for 2011, IWC proudly releases a new line of our Portofino timepieces.

INSIDE IWC



NEW IWC-MANUFACTURED 59210 CALIBRE

The new 59210 calibre is large, accurate and features an eight-day power reserve.

EXPERIENCES



PETER LINDBERGH - DAYS IN PORTOFINO

Time moves on. Only in Portofino does it stand still. See Lindbergh's stunning photos.





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INTERNATIONAL WATCH CO. SCHAFFHAUSEN SWITZERLAND, SINCE 1868

**EXPERIENCES** \*

### DAYS IN PORTOFINO

WITH PETER LINDBERGH

TEXT — Peter Lindbergh

PHOTOS — Peter Lindbergh

DATE — 15 January, 2011

SHARE: TWITTER | FACEBOOK | MEMAIL 5 COMMENTS - JOIN THE DISCUSSION +





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#### DIVING WATCH MAN

Of course he would not dream of venturing out around his favourite haunts around the... Read More

### DAYS IN PORTOFINO

WITH PETER LINDBERGH

TEXT — Peter Lindbergh

PHOTOS — Peter Lindbergh

DATE — 15 January, 2011









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SPECIAL EDITIONS -

GRANDE COMPLICATION >

## IWC INTERNATIONAL WATCH CO. SCHAFFHAUSEN SWITZERLAND, SINCE 1868

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#### **IWC**

INTERNATIONAL WATCH CO. SCHAFFHAUSEN SWITZERLAND, SINCE 1868

#### PORTUGUESE MINUTE REPEATER

REFERENCE 5449





#### HIGHLIGHTS

MECHANICAL MOVEMENT HAND-WOUND MINUTE REPEATER THREE-QUARTER BRIDGE DIAMETER 44 MM



UESE UAL DAR E 5021



PORTUGUESE PERPETUAL CALENDAR REFERENCE 5023



PORTUGUESE YACHT CLUB CHRONOGRAPH REFERENCE 3902

#### PORTUGI

PORTUGUESE

TOURBILLON

MYSTÈRE

RÉTROGRADE

REFERENCE 5044

#### REFERENCE 5449

Even for Portuguese mariners, the ship's bell had transformed the abstract notion of time into something acoustic. In the Portuguese Minute Repeater, depressing the slide causes a strike train to sound the time out audibly in hours, quarters and minutes. With a hunter-style 98950-calibre pocket.

#### **EPEATER**

#### HIGHL IGHTS

MECHANICAL MOVEMENT HAND-WOUND MINUTE REPEATER THREE-QUARTER BRIDGE DIAMETER 44 MM





hand, was used to signal the beginning and end of sailors' watches: the bell would be struck once every half-hour and twice every full hour, with four double strikes signalling the end of a watch. The abstract concept of time was thus being converted into acoustic tones even back then. In the Portuguese Minute Repeater, depressing the slide causes a delicate strike train to sound the time out audibly in hours, quarters and minutes. In 2009, the case was

replaced by a 98950-calibre hunter pocket watch movement, and some of the stylish elements of the early Jones calibres were adopted. A number of these, such as the elongated index, the balance with its high-precision adjustment cam and the distinctively decorated nickel-silver plate and bridge with gold-plated engravings, can be seen through the transparent sapphire-glass back. Both versions are limited to 500 watches.

#### VARIATIONS

#### DETAILS



REFERENCE	IW544901	
CASE MATERIAL	platinum	
BRACELET/STRAP	black alligator leather strap	
DIAL COLOUR	silver-plated	
JEWELS	52	
CALIBRE	98950	

- Limited edition of 500 watches each in platinum and 18-carat red gold
- Mechanical movement
- Hand-wound
- 46-hour power reserve when fully wound
- Minute repeater for hours, quarters and
- Glucydur®\* beryllium alloy balance with high-precision adjustment cam on balance
- Breguet spring
- Three-quarter bridge
- Sapphire glass, arched edge, antireflective coating on both sides
- See-through sapphire-glass back

#### WATCH VIEWER















WORK

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ESPANOL

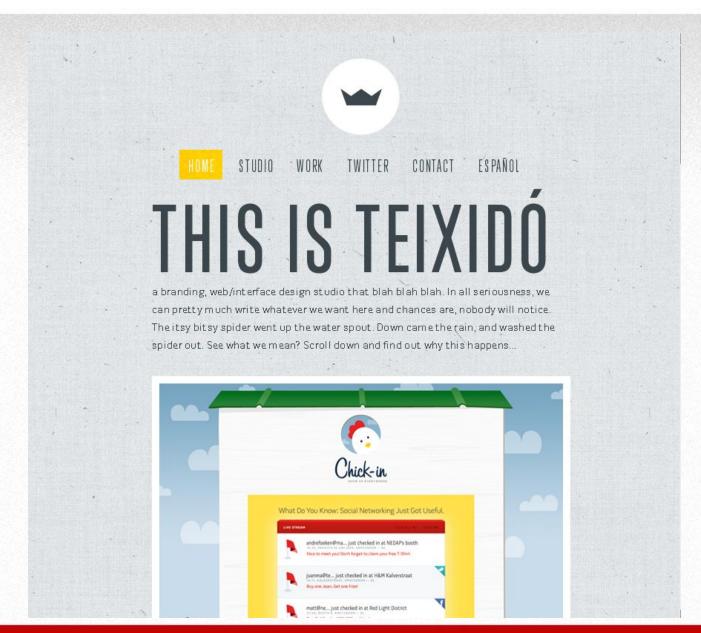
## THIS IS TEIXIDO

a branding, web/interface design studio that blah blah lin all seriousness, we can pretty much write whatever we want here and chances are, nobody will notice. The itsy bitsy spider went up the water spout. Down came the rain, and washed the spider out. See what we mean? Scroll down and find out why this happens...













HOME STUDIO WORK TWITTER CONTACT ESPAÑOL

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#### PEOPLE SIMPLY DON'T READ WEBSITES ANYMORE

They just scan it. They glance it in the same way you glance at advertisements in a magazine.

Don't believe us? Just think about this for a second. Think about your own browsing behavior. How many times have you Googled a website, clicked on one of the first results, waited for the page to load, scrolled down, scrolled back up and went back to results page? We're guessing more than once.

Ten years ago you were wondering whether you





Say Hello/

## APPS SCHMAPPS.

There's 286,366 already out there. Make yours count.

#### What makes a great app?

It's all about the experience. People love apps that are fun and simple to use. We make those apps.



#### The way we work

Our creative approach involves rigorous design and usability testing to create superior apps for everyone.



#### Meet the makers

Our team combine form and function to create visually appealing, easy to use apps people want to use.



hello@imagemechanics.com.au Studio 11, 12 Brown Street Newtown 2042, NSW, Sydney, Australia Telephone +61 02 9043 2928





## LET'S BREAK IT DOWN

Our apps are made from scratch using nothing but the best strategy, design and technical ingredients.





#### http://imagemechanics.com.a

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Say Hello/

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1/4

Discovery & Strategy User Experience Design Testing & Deployment Marketing & Feedback

## THE PROCESS









#### Discovery & Strategy

Every great app starts with a great idea and needs a robust strategy to turn it into a reality.

#### User Experience De

User Experience is param design that's simple to us compromise.

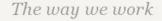




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## OUR STORY

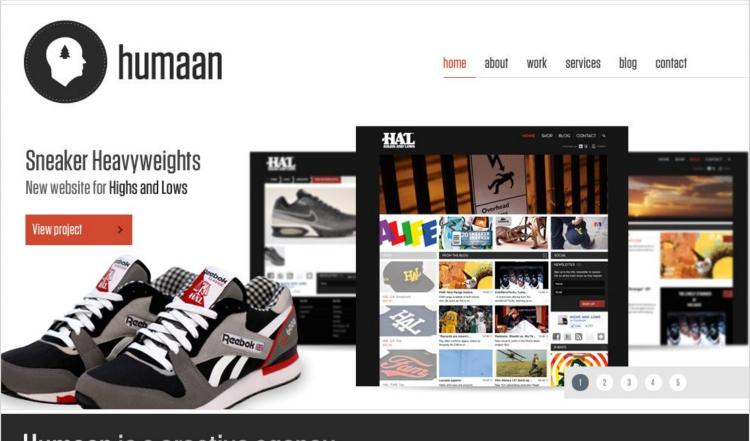
Formed in New Zealand in 2004, Image Mechanics has gone from strength to strength since opening our Sydney studio, continuing to deliver premium branding, design and digital services.

With a ton of successful new media projects under our belt, we've turned our experience designing and developing websites and applications to the art of crafting unique and exciting user experiences within the mobile space. This means we're able to take an integrated approach to creating innovative applications to enhance your business and brand, looking at the wider picture beyond just apps.

If you're after a mobile strategy to revolutionize your business, optimise your website for mobile devices, or something else bold and brave, give us a call.







Humaan is a creative agency.
We build beautiful, engaging websites.

Find out more

Recently launched









## We're humaan.

We work with forward thinking clients to create beautiful, honest and amazing things that bring positive results.

Humaan is a small digital design agency based in Perth, Western Australia. We focus on solving problems to produce intelligent designs, deliver engaging experiences and build meaningful connections.

We work with great clients all over the world to create thoughtful and purposeful products. We specialise in great service, exceptional design and engaging interactive experiences for humans.

Above all, we believe in quality design, attention to detail, experimentation, collaboration, exploration and everything digital.



Jay Hollywood
Principal, Creative Director



Karen Fisher
Principal, Humaanitarian

With a wealth of experience working in London and in Perth for clients all.

Karen has loved design, computers and the Internet for as long as she can

Come Inside A



in VISION
for SUCCESSFUL ventures online

Home Services Gallery Library About

Insights & Musings



is a tree that grows in Brooklyn. Some people call it the Tree of Heaven. No matter where its seed falls, it makes a tree which struggles to reach the sky.

- Betty Smith, A Tree Grows in Brooklyn, 1943

Latest PROJECTS





Befluentin





Saveurs en Balade

**Paris Running Tours** 



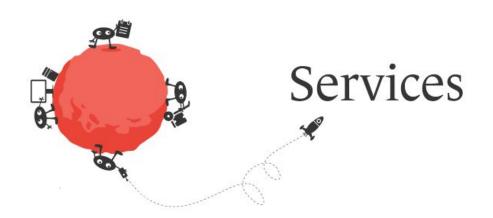
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Come Inside





#### What WE DO

SERVICES

We guide and support companies developing websites and web applications along the winding and sometimes rocky road that leads to online performance and success. Here is how we do this.

Interested to discuss your project? You are developing a website or web application; or you are revamping the current one in order to improve its adoption rates and stickiness. As the first step you'd like to better understand your users: who they are; what their needs and motivations are; how they behave.

We provide user research and usability testing services to help you better understand and picture your users.



You are developing a website or web application and you'd like to **crystallize its strategy and requirements.** 

Working closely with you we'll help you define a clear product strategy: user engagement techniques, feature roadmap, content strategy, design guidelines, etc. Being crystal clear about your objectives is the foundational element towards your success.







PRIVATE DINING CONTACT MENUS PRESS BLOG



#### innovative cuising

modern, with the finest loca ingredients, reimagining French and Asian classics

FRENCH-ASIAN CUISINE



#### FROM THE BLOG



Looking for an Easter dessert? Try this / 03.18.11 From the kitchen of our very own Susie Ieronomo... Yogurt Cake with Creme Fraiche Whipped cream and Basil Strawberries Enjoy!

READ MORE

#### HOURS OF OPERATION

LUNCH M-F, 11:00 - 2:30 pm

DINNER M - Sat, 5:30 pm - 10:00 pm

M - Sat., 5:30 pm - until

#### VISIT, DRINK & DINE

442 King St. Charleston, SC 29403 Ph. (843) 722.3474

NEWSLETTER SIGNUP email address

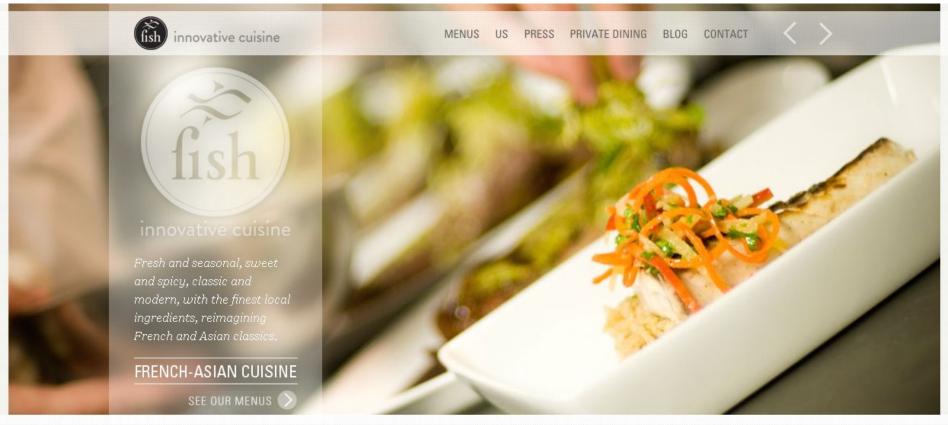


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#### FROM THE BLOG



Looking for an Easter dessert? Try this / 03.18.11
From the kitchen of our very own Susie Ieronomo...
Yogurt Cake with Creme Fraiche Whipped cream and Basil
Strawberries Enjoy!

READ MORE

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Build a hearty lunch out of your favorite ingredients with one of our moo shu wraps, soups, salads or lunch combos for only \$10 (\$5 for kids).

#### **DINNER & DESSERT MENU**



Our rich, flavorful French-Asian fusion selections include a variety of small and large plates, all made from fresh, local, sustainable and seasonal ingredients.

#### WINE & COCKTAILS MENU



Kick off your meal with one of our vibrant specialty cocktails, or select from our full and eclectic list of international wines and microbrew beers.

#### DAILY HAPPY HOUR OFFERINGS

Monday: 1/2 price bottles of wine during Happy Hour + 1/2 off appetizers

Tuesday: fish bowl + fish fry / tempura fried fish with paprika fries and Asian vinaigrette dipping sauce \$5 / Fish Bowl: A drink for a for only \$10 / Marry of the Chaf a course for \$00





#### The People

Quality not quantity, and adage we've lived by for 30 years now.

#### The Shop

Buy our award-winning wines online, read the tasting and technical notes.

#### The News

Latest happenings from the winery and our wine club.

#### The Café

Hunter's Garden Café & award winning native garden.

Contact Us

## Our story is the story of Marlborough wine.

#### Thirty something years ago

Hunter's is the dream of Ernie and Jane Hunter - a fiercely independent, family-owned winery established in Marlborough over go years ago.



## 1 9 7 9

When Irishman Ernie
Hunter arrived in New
Zealand Marlborough
had not even been
considered as a potential
wine growing region. The
land was primarily used
for farming: growing
lucerne, barley and
grazing sheep.

## The early days of Marlborough wine



#### First Plantings in Marlborough

The ever-enthusiastic Ernie, purchased farming land in Blenheim and planted Riesling,
Gewurztraminer, Müller Thurgau,
Cabernet Sauvignon, Chardonnay,
Riesling, Pinot Noir and of course,
Sauvignon Blanc.



#### The Family.

After more than 30 years we're still fiercely independent and family owned.



Back: Peter, Edward & James Macdonald, Front: Libbu Macdonald & Jane Hunter

#### Peter Macdonald General Manager

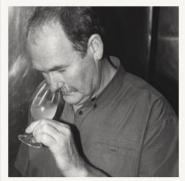
Big in stature, somewhat larger than life and with a huge passion for all that he takes on, Peter is committed to the worldwide success of Hunter's Wines. Born, educated and trained in Australia, his quest for knowledge has propelled him from teacher and sportsman, to overseeing marketing and sales operation. Peter's role in the management team is pivotal to the exciting future for our wines.

#### Jane Hunter Managing Director

Born in South Australia, where her father was a contract grape grower, Jane gained a degree in Agricultural Science at the University of Adelaide. Jane has been described by the London Sunday Times as the First Lady of New Zealand wine and was awarded an OBE for service to the wine industry in 1993. Jane has an Honorary Doctorate of Science from Massey University received the inaugural Wine & Spirit Competition Women in Wine Award. In 2009 Jane was awarded the Companion to the New Zeaand Order of Merit (CNZM).

## Meet the cast.

Hunter's has always been a true family effort. Hunter's is managed by Jane Hunter and her brother-in-law Peter Macdonald. Jane's sister Libby and her two sons James and Edward are all very much a part of the





#### Gary Duke Chief Winemaker

Gary's meticulous attention to detail
well suits him to the role of
internationally recognised
winemFrom being Assistant
Winemaker at Tisdalls Wines in
Echuca, Victoria in 1981, Gary went
on to earn his Bachelor of Science
(Oenology) then take up the position of

#### Inus van der Westhuizen Winemaker

South African born, Inus grew up on a wine farm in the Western Cape. He gained a Diploma in Cellar Technology at Elsenberg Agricultural College in Stellenbosch where he then went on to work as an assistant winemaker for 5 years. Inus then went to work in Pflaz in Germany for a harvest before





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### News.

### Through the grapevine.

Join Hunter's Wine Club: membership is free and you'll receive a quarterly newsletter with all the latest happenings at Hunter's along with special buying privileges on new and limited release wines. Wine Club is New Zealand Only

#### HUNTERS TRIUMPHS AT ROYAL EASTER SHOW

Hunter's Wines set of three Marlborough Rieslings have taken out the top prize at the Royal Easter Wine Show, taking the inaugural Heritage Shield for its 2010, 2007 and 2004 Marlborough Rieslings.

Read more

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lom	tho	Chinh
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### Create, customize and send your newsletters in a second



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Add yours email list or a subscribers list.



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Compatible with Wordpress 2.7 or greater version



#### Unlimited E-mails

Add yours email list or a subscribers list

see all features



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MeeNews has various plans and pricing for big companies and freelances

See our plans



#### NEWSLETTER TEMPLATES

Different kinds of themes are already available on our store!

See our themes



#### WATCH A VIDEO

Mee News will let you save a lot of work, take a look what you can do with.

Watch now!



## Рецепты

- Текст: крупные заголовки, нестандартные шрифты, разреженность.
- Цветовая гамма: черный + белый + еще какой-то цвет
- Графика: вектор или фото
- Журнальный дизайн
- Интерактивность
- Персонализация
- Социальные сети



## Рекомендуемая литература

- http://bestwebgallery.com/
- http://www.awwwards.com/
- http://thefwa.com/



## Удачи в создании сайта и спасибо за внимание!

www.eurostudio.ru (383) 330 56 58