

W H I T E P A P E R S
t e c h n o l o g y / d e s i g n



Web design is about community, technology and creativity. With that in mind we sought to make a site that wasn't simply about hype and flash (which isn't hard to add to what we've got by the way) but about substance. When we first started, the concept was very kinetic with lots of things happening to capture the viewers attention. Last weekend I was alone reading the magazine and was struck by some elements that our original concept lacked. Maturity, brand focus, variety, open access to information.

For me create isn't just techno music and flying images (although it very well could be). It is the web designers bible. It is about this community of technologists and artists that are determining the look and feel of tomorrow. I rethought our constraints and factored in that a splash page espousing advanced interactive development had to say more than just "Zing Pop Wow!" to a droning techno beat and nothing else.

A splash page for createONLINE CAN'T only contain flash. Create online viewers are advanced internet users or aspire to be. With that in mind it would be more "brand accurate" to compliment flash with other technologies. In our example we use it in conjunction with a simple Java script to bridge the gap between flash and vanilla HTML. At time of submission we are discussing ways we could incorporate Java, C++ and XML with Action Script.

The magazine cover has a visual vocabulary that is pretty consistent. Layout is divisible in thirds. Images and text are weighed evenly. Information is enticing but not necessarily navigational. Also, covers change monthly and createONLINE ezine shouldnt be any different. Splash pages are generally more movie trailer than magazine cover which initially excites but with repetition becomes annoying (thank god for skip intro buttons). Having said that, we think that entertainment should take (slight) a back seat to "info-tainment".

In addition to this, the goal of a magazine intro page doesnt mean that there should be NO information related to the content inside. In fact quite the opposite! The splash page should include a dynamic & easily manageable content using server side technologies (And that GENERATOR program....assuming we win it of course :-)

To summarize, the splash page should be dynamic, interactive and community based, since those are the attributes that are actively embodied by createONLINE

Future versions of our flash file will include:

monthly updated text & images from a database	//dynamic
more front end opportunities to interact with the environment	//interactive
flash based chat room (we'll send that one to you soon)	// community

Regards,

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