

# SURF

BY LYNNE DELUCA

## www.joclarkconstruction.com

The Web site for this middle Tennessee custom-homebuilder is visually compelling, making use of vibrant colors and detailed photos to give the site visitor a close-up look at Clark Construction's quality of work and attention to detail. From concept to completion, they work closely with their clients. Customer service is their top priority, and their quality custom homes are designed with the client's comfort in mind. This site is a true reflection of their work ethic. The site was designed by Mind's Eye Presentations.



## www.centuryconst.com

Century Construction Company, experts in commercial construction, have completed projects for office spaces, auto dealerships and businesses. They also specialize in industrial designs and implementations and retail construction projects. The Flash component on the homepage combines a warm color scheme to draw the visitor into the world of commercial construction. The site was designed by JLB WORKS.



## www.allforthehall.com

This is the fundraising site for The Country Music Hall of Fame and Museum. All For The Hall brings together artists, musicians, and anyone who loves and appreciates country music for a common goal – to preserve the legacy of this music. By joining All for the Hall at any level, you can help provide vital financial support to assure the proper care and protection of country music history today and into the future. The site is colorful and lively and makes the visitor want to get involved in this worthy cause! The site was designed by Paramore/Redd.



Contrary to popular belief, industrial Web sites don't have to be boring! When you think of industry, what comes to mind? Drab surroundings? Bland colors? A lot of boring information? (Yawn!) We've all been to Web sites looking for a product, service, or just information, and found ourselves either falling asleep trying to sift through information, or frustrated at how hard it is to simply find what we are looking for! This issue's featured designers from the Nashville area know how to take the ho-hum out of industrial and commercial Web sites! Enjoy!

## www.franscake.com

The tasteful use of Flash combines an elegant color palette and lush photos to make Fran's Cake Design & Floral Preservation the designer of choice for wedding, or special event cakes! Pearl, luster dusts and 24-karat gold accents give their cakes sparkle and shine. They also offer freezedrying of floral arrangements for any memorable occasion.



The site design entices the visitor with beautiful product photos set in a visually compelling page layout. The site was designed by Tutone Web.

## www.teachersfunding.com

The Teacher's Funding Group, LLC (TFG) had the unique idea to market to educators for their mortgage services. In exchange for using their service, they would not only give educators a good deal, but they would also donate money to a school or non-profit of their choice. The site is geared towards their target audience. The design



is striking and attractive, and communicates effectively their message to the user. Navigation is simple, yet well thought out, and it's easy for any of their users to quickly submit their information for a quote. The site was designed by Siting.



Lynne DeLuca is the founder and lead designer for Mind's Eye Presentations, a Web site development company based in Murfreesboro. She has been designing dynamic and effective Web sites for the business community since 1998. With clients in both Tennessee and California, DeLuca takes great pride in the business relationships she develops. It is her unique ability to listen to clients' needs and to walk them through the design process that sets Mind's Eye apart from other Web development firms. Please visit the Mind's Eye Web site at [www.mindseyeweb.com](http://www.mindseyeweb.com) or contact DeLuca by e-mail [design@mindseyeweb.com](mailto:design@mindseyeweb.com).

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