

# SURF

BY LYNNE DELUCA

Change — the one constant in life. Art is not eternal, or so they say! And so it is with Web design ... a constant evolution in content and style. Web sites that were stylish and modern two years ago now look so outdated. Not only has technology advanced, the general look of Web site design is now streamlined, leaving last year's site designs in the dust. Enjoy these sites by designers from the Southeast who understand that change is progress!

## www.reedarvin.com



Author Reed Arvin came to ICGLink with the notion that he didn't want a "normal" site. Realizing the vast number of author Web sites out there, he wanted something that wasn't boxy, something that had a different feel, something that would stand out from the crowd. Using Flash, some photos, some texture and a little "design

magic," the design team at ICGLink created a site to capture the vision of the artist and reflect some of the art of his latest book. A very creative look. Designed by ICGLink.

## www.marineland.net



Site for Dolphin Conservation Center at Marineland in St. Augustine, FL includes a delightful use of Flash navigation. Visual water imagery on the navigation buttons and water sound effects combine to give the visitor the feeling of looking into a huge aquarium! Captivating underwater photography highlights the slide show describing the various

programs offered. The area attractions page gives a beautiful overview of "things to do" in old St. Augustine for the first-time visitor to the area, and the Careers page is full of information and photos for anyone interested in pursuing a career working with marine mammals. All in all, a beautiful and inviting site.

## www.sovereignbuckhead.com



This beautifully designed site combines vivid imagery, pleasant music and artistic Flash design to highlight SOVEREIGN, the residential component of a 50-story, mixed-use high-rise tower near downtown Atlanta. The building offers 82 exclusive residences — all with penthouse-type views. Homes begin on the building's 28th story and rise to the 50th story. The stark gray and black

page background combines with simple text fonts to serve as a perfectly neutral palette for the colorful and inviting photos of downtown Atlanta vistas. Designed by Full Circle Real Estate Marketing.

## www.vanderbiltursemidwives.org



This informative Web site for prospective patients of the Vanderbilt School of Nursing Faculty Nurse-Midwife Practice has been highlighted at the national nurse-midwifery convention as the example of a good practice Web site. That was two years ago, and the site has recently been completely redesigned to achieve a clean, modern, professional look without losing the warm, personal feel it had then. Mission accomplished — a very successful blend! Designed by Mind's Eye Presentations.

## www.timesgrill.com



A modern look at an age-old classic — the hamburger! Web site features a well-crafted Flash timeline detailing the history of the hamburger (a tongue-in-cheek look at hamburger lovers through the ages, complete with photos and music depicting each era from the 14th century to modern times). It offers franchising information and a photo gallery of the conquerors of the "Wall of Fame Burger Challenge" (those who have successfully powered down

the pound-and-a-half burger). Clearly the founders have the vision to use their Web site as a powerful marketing tool! Designed by Quantified Marketing Group.

### Be a part of Surf!

Got a Web site suggestion for next issue's Surf?  
E-mail [newsse@createmagazine.com](mailto:newsse@createmagazine.com).



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.minds-eye.com](http://www.minds-eye.com)