

# SURF

BY LYNNE DELUCA

What is it that draws us into a Web site? As a site designer, you have about 10 seconds to grab a visitor's attention or drive them away. How do you compel a visitor to stay? Interesting and visually powerful graphics have an evocative and visceral intensity. Combined with substantial site content and easy navigation, you draw attention. But it is that extra "something" – a creative spark – that sets some sites apart. Enjoy perusing these sites by talented designers from the Southeast.

## www.awesomeawningsmidtn.com



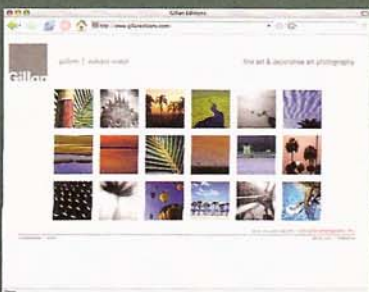
This clean, colorful site for an awning fabrication and installation company clearly depicts its concern for quality and attention to detail. The Web site draws you in with a photo gallery of completed residential and commercial awning jobs, and detailed information about taking awning design to the next level with artistic, custom hand-painted logos and graphics. Photos of in-house awning fabrication combine with testimonials from satisfied clients to give a high level of comfort to prospective awning customers. Web site design by Mind's Eye Presentations.

## www.dnp.tv



This clever, creative Web site is well-produced and draws the visitor in immediately with video clips, terrific use of Flash, and a site "tour guide" with a sarcastic wit! The site itself clearly demonstrates the design and production talent of this company, with highlight clips of commercials and promotional videos for such high-profile clients as Disney, Subway, CHEP and Chris-Craft. How refreshing and how unusual ... a Web site that shows off true talent AND has a sense of humor! Web site by DNP, Inc.

## www.gillaneditions.com



"From concept to creation, no matter what the subject – be it architecture, interiors, corporate identity, advertising, pristine landscapes, people or historic, John Gillan takes great care in communicating his vision to create unforgettable impressions." Fine art photography set against a stark white background ... absorbing, tantalizing ... each photograph is more breathtaking than the last, and the simplicity of the site layout couldn't highlight the photography more perfectly! This Web site is just the venue for this talented photographer's gallery. Web site design by John Gillan Photography; Branding by Tom Graboski Associates.

## www.elementeg.com



Clever and mesmerizing use of Flash in this Web site for Element Engineering Group. A cube is formed out of part of the letter T and site navigation turns the cube, bringing you to a new side, each with its own color scheme and sub-navigation structure. The innovative navigation used in this site, combined with the brightly colored cube and clean white background really focuses your attention on the company and the services it offers. Web site design by Spark.