

# SURF

BY LYNNE DELUCA

Form follows function. Performance drives design. With Web site development, the key is finding the balance. Allowing imagination to drive creativity, while keeping the needs of the Web site visitor in mind. A Web site developer walks a fine line! Of the sites submitted for review, these were selected because they achieve that balance. There is an element of "eye candy" and appeal that draws you in, and there is a functionality that allows you to easily find what you're looking for ... even if it is just a pleasure ride through a well-crafted Web site!

## www.fujisteakandsushi.com



Web site for Fuji Japanese Steakhouse & Sushi in Murfreesboro, TN, features appealing photographs and complete menus for entertaining and delicious Hibachi Grill, fresh Sushi Bar, and traditional Japanese Dining Room. The stark black Webpage background serves as a dramatic and

effective backdrop for descriptive photos and visual glow effect used in navigation. A very inviting Web site! Design by Mind's Eye Presentations in Murfreesboro, TN.

## www.bertram.com



Web site for Bertram, a Miami-based sport fishing and yacht manufacturer, allows the visitor to "Feel the Ride and Live the Legend." Pride in its quality is evident, with photos of yachts under construction, company history and

archived press releases at the visitor's fingertips. Photos of yacht models, tournaments and boat shows give the feel of the ocean and summer sun. Use of wood-grain texture in navigation bar provides a subtle hint of quality, and the map watermark on page background lends a nautical atmosphere. This site is altogether a pleasure to visit. Design by iH Design Inc. in Tamarac, FL.

## www.internationalplazaresortandspa.com



Web site for International Plaza Resort and Spa in Orlando provides breathtaking photos of luxurious accommodations and resort features, as well as user-friendly online reservations, and information about employment opportunities. Distinctive hibiscus images on page background provide a

consistent backdrop for colorful variety of photos used in page headers. This site successfully invites visitors to "escape to a tropical paradise" in this resort-style Disney World hotel just minutes from nearby attractions. Design by .Com Marketing in Orlando, FL.

## www.thegovernorsclub.com



Web site for The Governors Club, a gated golf community in Brentwood, TN. Community offers country club living and an Arnold Palmer signature golf course. Web site background color lends an elegant feel to the site and lush photos clearly depict this prestigious property nestled in the rolling hills

of Tennessee. Site offers visual tour of the golf course and full description of the amenities offered in this community. No unnecessary bells and whistles here, just a beautifully designed Web site! Design by Gish, Sherwood & Friends Inc. in Nashville, TN.

## www.crawfordgroup.tv



Web site for The Crawford Group, a "multimedia firm that generates ideas and media campaigns around the world." OK, I have been designing Web sites and reviewing Web site designs for about 10 years, and it takes a lot – I mean a LOT – to make me smile. But, this site makes me smile every time I come back

to it! In part, it's the "orange" theme used in page titles and navigation (I'm an old Orlando gal myself, so that is a bit like home to me), and it's also the very pleasant music tracks they chose. But the biggest thing is the sense of humor ... the "child actor" guiding the tour of the facility, the "Crawford-Cam" – not only does this group develop high-class multimedia productions, its Web site has a user-friendly, easy-going feel to it. Well done! Design by The Crawford Group in Orlando, FL.



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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