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From a designer's perspective, where is the line drawn between creativity and functionality in Web sites? It's a fine line that Web site developers walk, designing sites that are visually exciting, clear and concise, download quickly, navigate easily, and speak to the client's target market. In this issue, we showcase Web sites that successfully walk the line and are produced by some of Nashville's best local talent. These sites balance creative energy and effective design.



www.vanderbiltnursemidwives.org

This informative Web site for prospective patients of the Vanderbilt Faculty Nurse-Midwives practice gives a clear overview of their services, as well as a personal, welcoming feel for new patients. The design blends soft colors and imagery, including photographs of the nurse-midwives on staff to create a reassuring scenario for new moms. This site was highlighted at the national nurse-midwifery convention as the example of a good practice Web site. It's designed by Mind's Eye Presentations.



www.nossi.com

The Nossi College of Art Web site inspires visitors to learn more about the school and its students. The design team integrates animations from their television ad campaign into the headers and footers of all pages to make sure all media works together. The site also includes a custom content management system for easy access to staff listings and information, course descriptions and documentation, and student art galleries. It's designed by ICGLink.



www.davishire.com

This Web site for Davishire Interiors, a high-end interior design firm in Nashville, showcases their custom interior designs using an eye-catching photo gallery and slide show. The photos are large enough to be visually appealing, but small enough to download quickly. The Web site gives the business a personal feel with bios and photos of the Davishire design team. It's designed by Graphiti.