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**#1** Digital Agency Network in the World  
*Advertising Age, May 2012*

Тренды развития сайтостроительства

Москва  
2012

## ❖ Упрощение восприятия информации:

- ✓ **Мобильность:** адаптация сайтов для просмотра на смартфонах и планшетах – единое решение для всех устройств.
- ✓ **Простота:** пути на сайте максимально укорачиваются – вплоть до «одностраничного» дизайна.
- ✓ **Наглядность:** изложение фактов в простом и занимательном формате, инфографика, видео-презентации сервисов.

## ❖ Навигация и представление:

- ✓ **Touch-навигация:** все используют устройства с сенсорным экраном.
- ✓ **Новые варианты меню:** неподвижное при скроллинге, информационно насыщенное – с картинками и пояснениями, динамически раскрываемое фиксированного размера («гармошка»).
- ✓ **Новая роль футера:** не служебная область, а карта сайта.

## ❖ Дизайн:

- ✓ **Не мельчить:** крупные шрифты, изображения (в том числе фоновые) и элементы интерфейса, для простоты восприятия и удобства просмотра на мобильных платформах.
- ✓ **«Одностраничный» сайт:** интерактивная анимация, «расхлопы», наложение и «всплывание» элементов в нужном пользователю месте, вместо перехода на другие страницы.
- ✓ **Проработанные иконки:** крупные, живые и с небанальными ассоциациями («как на маке»).
- ✓ **Динамическая «дозагрузка»** страниц при скроллинге вместо привычного пейджинга.
- ✓ **Динамическое preview:** при наведении мыши возможен предварительный просмотр более подробной информации о ссылке/изображении.
- ✓ **«Как в приложении»:** использование интерфейсных элементов свойственных приложениям на сайтах.

## ❖ **Технология:**

- ✓ **AJAX**
- ✓ **jQuery**
- ✓ **CSS3**
- ✓ **HTML5** вместо Flash
- ✓ **H.264** высококачественное сжатие видео
- ✓ **QR код** для ссылок на мобильные страницы и приложения
- ✓ **«Резиновость»** страницы или большой набор фиксированных размеров (не одна фиксированная ширина для всех)

## ❖ **Интеграция:**

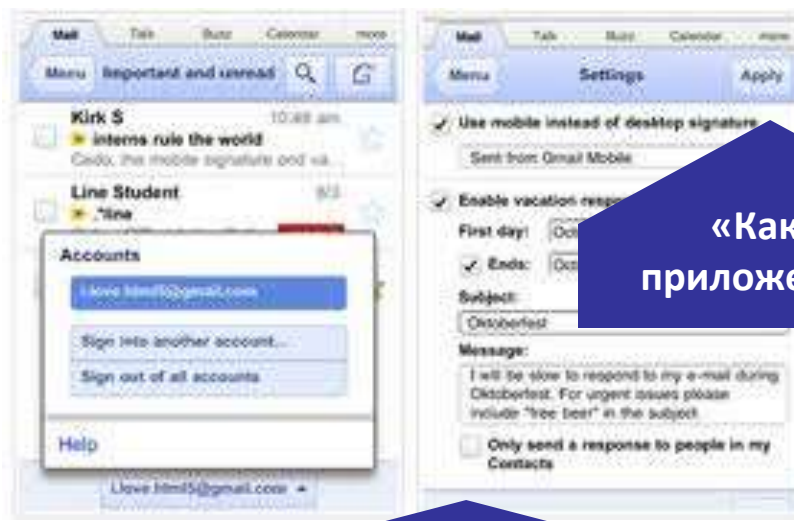
- ✓ **Хабы (hubs):** в зависимости от своей направленности, сайты служат агрегаторами активностей компании или бренда в интернет-пространстве.
- ✓ **С социальными сетями:** от простых кнопок 'like' до полной интеграции сайта с присутствием в соц сетях.

## Responsive web design:

Не отдельные версии для разных устройств, а «гибкий» сайт, красиво и «умно» подстраивающийся под характеристики устройства или окна браузера.



Desktop



Mobile

«Как в  
приложении»

Browse Videos by Topic

BUSINESS

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by Tone

BIG IDEAS

CHALLENGING

FUNNY

INFORMATIVE

INSPIRING

SOULFUL



**TIM DRAKE**

How young is your brain?



**MARION DEUCHARS**

All children are artists. And why you should never grow up.



**JAMES BRIDLE**

So what does the future of the book look like in a world gone digital?



**JAMES VICTORE**

In the particular lies the universal. How to do work that matters?

Browse

BUSINESS

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WELL-BEING

Topic

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**TIM DRAKE**

How young is your brain?



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All children are artists. And why you should never grow up.



[REGISTER](#)[ENTER DAILY COMMUTE](#)[COMMUTE OPTIONS](#)[RULES](#)

# CLEAN AIR COMMUTE CHALLENGE

According to the American Lung Association, the Charlotte metropolitan area ranks 10th in the nation for poor air quality issues. It has never been more important to learn about the impact of air pollution and what steps we can take to improve it.



RIDE CATS



BIKE



CARPPOOL



VANPOOL

## ARE YOU UP FOR THE CHALLENGE?

Every time you ride CATS, carpool, vanpool, bike, walk or telecommute, you reduce your exposure to harmful pollution, and those savings add up. To get started click on the buttons below.

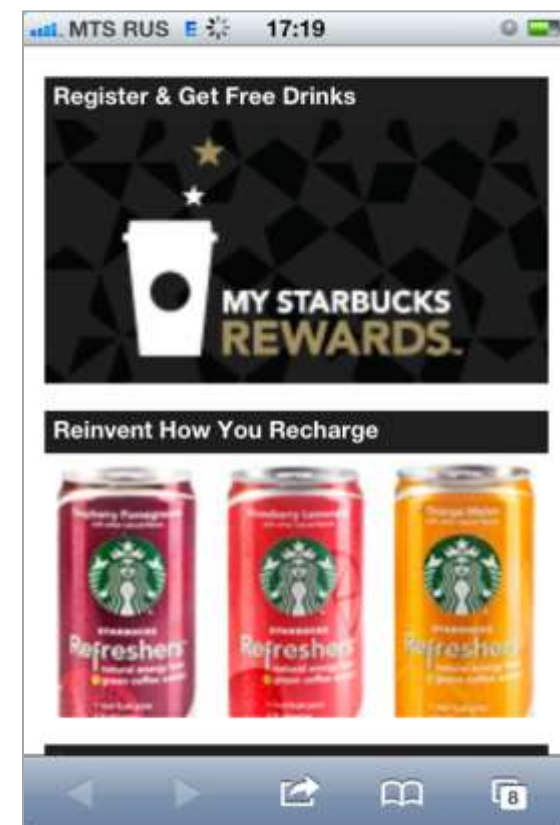
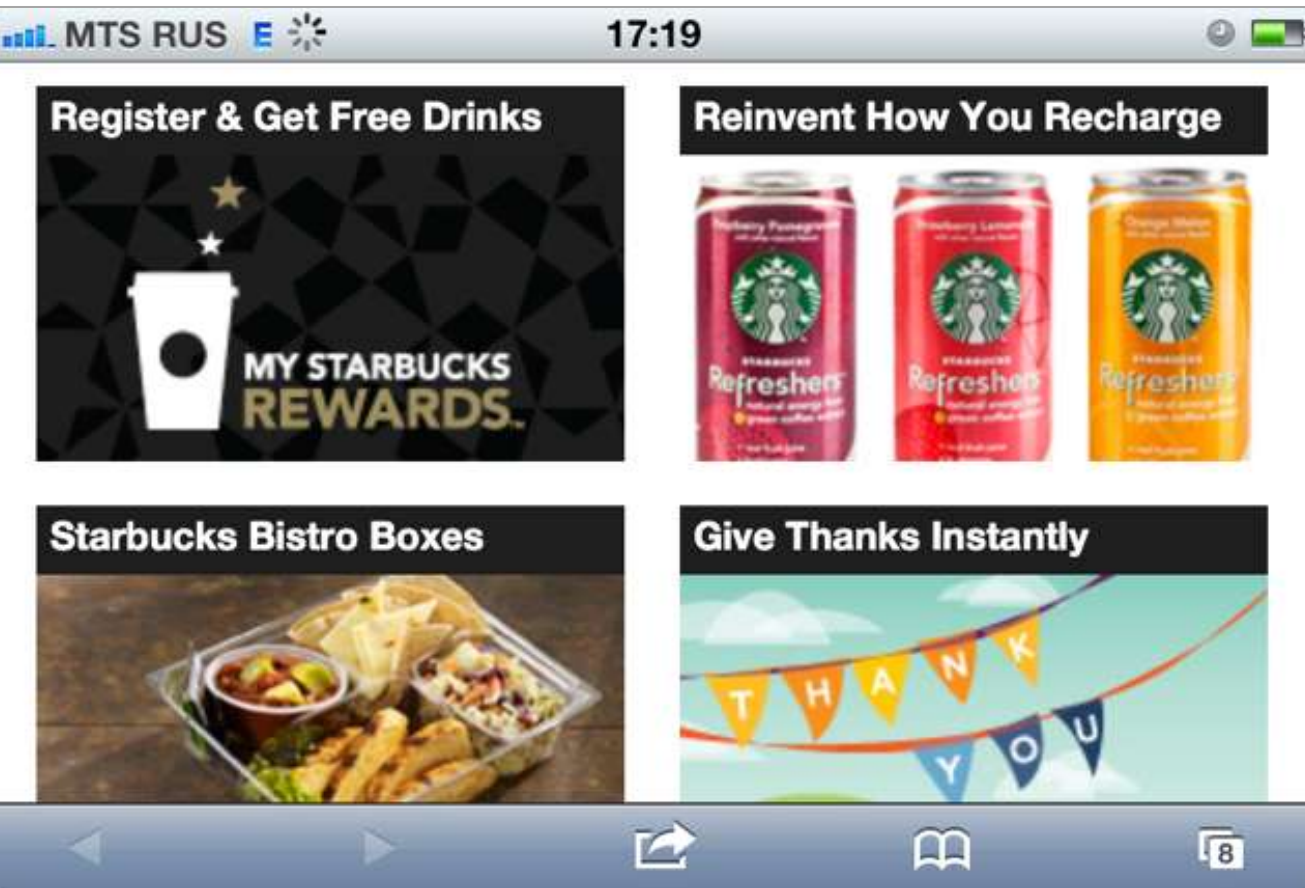


# CLEAN AIR COMMUTE CHALLENGE

[REGISTER](#)[ENTER DAILY COMMUTE](#)[COMMUTE OPTIONS](#)[RULES](#)

According to the American Lung Association, the Charlotte metropolitan area ranks 10th in the nation for poor air quality issues. It has never been more important to learn about the impact of air pollution and what steps we can take to improve it.







Nike  
Better  
World

**LABS**  
**VEBOO**  
WEBSITE DEVELOPMENT

WE'RE SO BUSY BUILDING WEBSITES FOR OTHERS THAT WE JUST CAN'T GET OURS UP AND RUNNING

### WHAT IS THIS VEBOO THING ?

Veboo Labs is an experienced team of web designers and developers, focused on providing highest quality. We are always on a pursuit to find innovative solutions that can help our clients shine but what is most important to us is to make their website users happy. That is why we believe that usability and accessibility should come first.

AESTHETIC DESIGN + ACCESSIBLE XHTML/CSS + CUSTOM APPLICATIONS

Directly or as a reinforcement for other web design agencies our teammates provided services for many companies across the whole world, from small, local businesses up to large worldwide corporations like ILM Royal Airlines, HGBC or Tesco.

Check out what people are saying about us:

Chris tends to analyze things instantly, and is always ready to share most pragmatic and logical solution with the rest of the team. At the same time he is very open minded and totally nice person with lots of empathy. I hope Chris will be always here with his knowledge, and professional attitude.

— Martin Fyzora — [martinfyzora.com](http://martinfyzora.com)

### GET IN TOUCH WITH US

Whether you need a sleek website for your business or looking for a reliable partner for

### OUR WORK SAMPLES

**CSSNINJAS**

The truth is that not every people have more time to working but every know some one work. We are a group of experienced and trained professionals who use HTML, CSS skills to solve people's problems.

**STEP 1** **STEP 2** **STEP 3**

**Who are CSS Ninjas?** **Calculate Cost**

CSS Ninjas is a html/css coding service site providing high quality markup for an affordable price.

### EXPERTISE TAGS



**Watch the OS X Lion video.**  
Get an up-close and personal look at the powerful features in OS X Lion. And see how it changes the way you experience everything on your Mac.  
[Watch the video ▶](#)

**Видео-презентация**

**Смена слайда**

Goldman Sachs

SEARCH

WHO WE ARE WHAT WE DO OUR THINKING CITIZENSHIP CAREERS INVESTOR RELATIONS MEDIA RELATIONS WORLDWIDE LOGIN

# OUTLOOK 2012

Our chief economist, Jan Hatzius, discusses the economic forecast for the year ahead.  
[WATCH VIDEO](#)

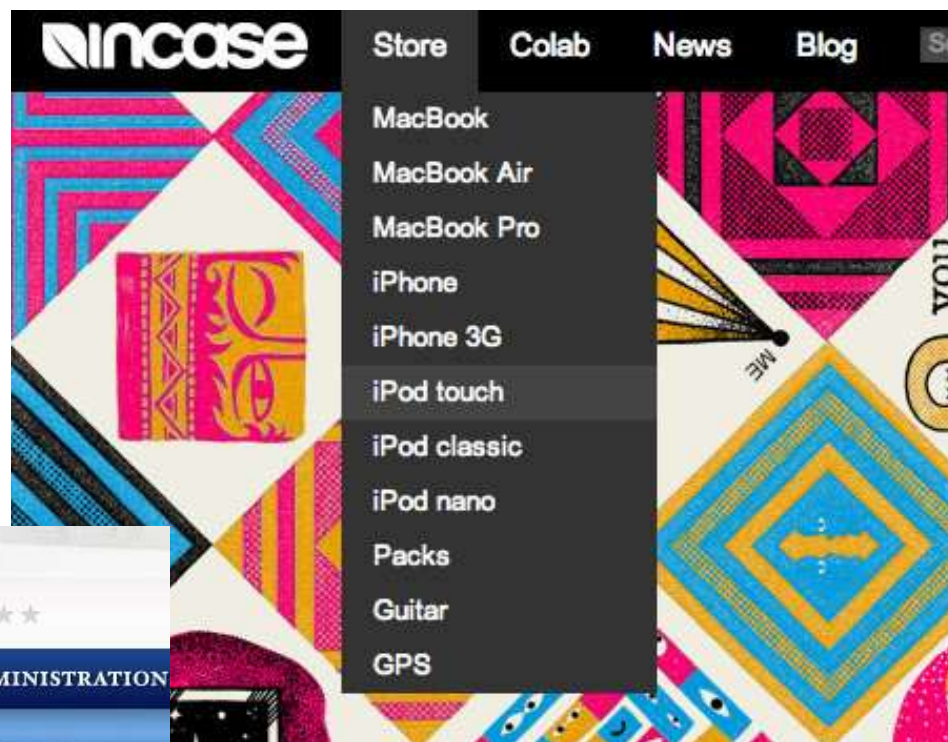
**PROGRESS IS ...**  
Bringing innovation everywhere. See how we're helping SanDisk power the mobility revolution.  
[VIEW VIDEO.](#)

**GOLDMAN SACHS CONFERENCE CALL TO ANNOUNCE ANNUAL AND FOURTH QUARTER 2011 RESULTS**  
The Goldman Sachs Group, Inc. plans to announce its annual and fourth quarter 2011 financial results on Wednesday, January 18th.  
[READ MORE.](#)

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**Промо-блок**

- Возвращение drop-down меню – теперь по наведению, а не нажатию.
- Они могут быть и многоуровневыми.



- Позволяет разместить на странице сразу много элементов.
- Подходит, когда есть много однотипных элементов.

The screenshot shows the Virgin Money website interface. At the top, there is a navigation bar with a home icon and links for 'Savings & investments', 'Mortgages', 'Cards', 'Insurance', and 'Pensions'. The 'Cards' menu is expanded, showing a list of credit card products:

- Balance Transfer Credit Card**: The card that gives you plenty of breathing space
- All Round Credit Card**: The great value everyday credit card
- Purchase Credit Card**: The perfect shopping partner
- Charity Credit Card**: A small difference to the way you shop, a big difference to your charity
- Virgin Atlantic Credit Cards**: Earn Flying Club miles every time you use your card to pay
- Prepaid Card**: Our award-winning prepaid card
- Prepaid Travel Money Card**: The smart way to spend abroad

Below the main content area, there are four promotional banners: 'Virgin Home Insurance', 'Virgin Prepaid Travel Money Card', 'Virgin All Round Credit Card', and 'Virgin Money Giving' with a heart icon. At the bottom, there is a 'Quick links' section with links for 'About us', 'Contact us', 'IFA centre', 'Privacy policy', 'Legals', 'Cookie usage', and 'Find us on' (with social media icons for Facebook and Twitter, and a UK flag icon).

- Меню остается неподвижным для посетителя относительно границ браузера при скроллинге страницы в любом направлении.
- В меню выносятся только самые нужные разделы и функции.



**kiwi bank** It's ours

Search  Search Q

Internet banking (personal)

Contact us More about internet banking

Home Personal banking Business banking Join Kiwibank About us Offset mortgage

Going on holiday? Starting a business? Starting work? Buying your first home? Studying? Join Kiwibank

<p>Term deposit</p> <p><b>4.90%</b> p.a.</p> <p>for two years Interest at maturity</p>	<p>Offset mortgage</p> <p><b>5.50%</b> p.a.</p> <p>Variable</p>	<p>Business lending from</p> <p><b>5.65%</b> p.a.</p> <p>Housing secured rate.</p>	<p>Credit card</p> <p><b>4.99%</b></p> <p>for the first 6 months on transferred balances</p>
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## New to Kiwibank?

Kiwibank is 100% New Zealand owned and operated. We've been thinking up ways to give Kiwis better value banking since 2002.

[▶ Everyday banking](#)

## What's happening?

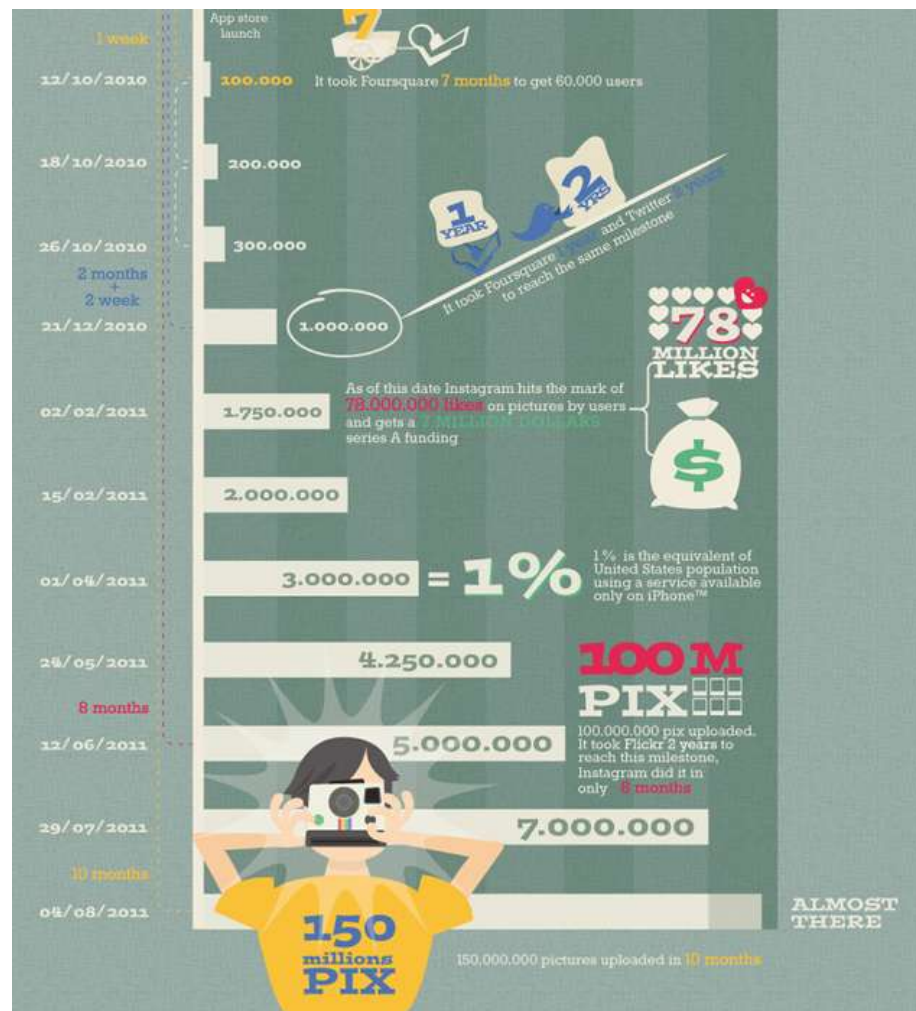
24th December, 2011

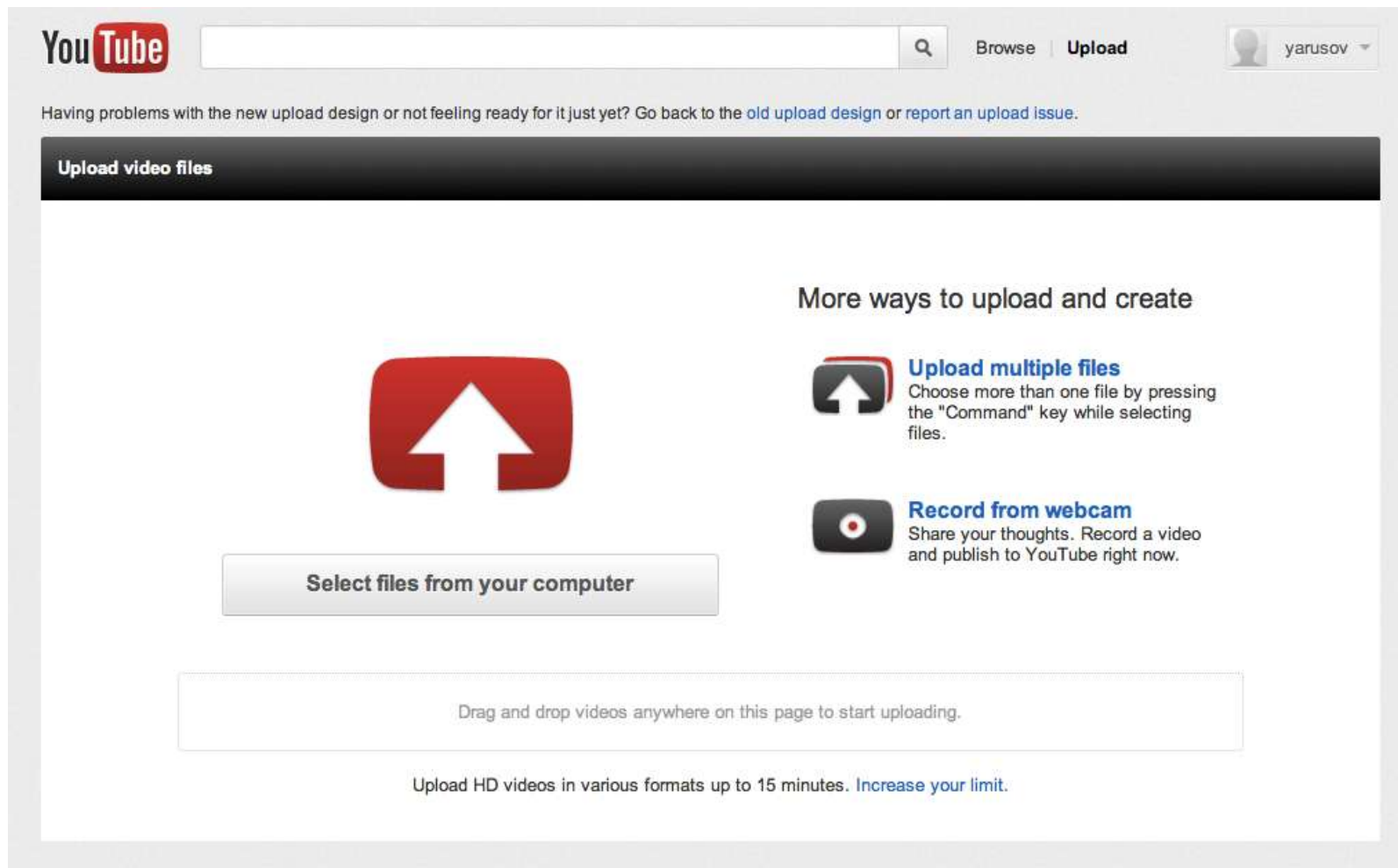
### Book-A-Rate

Here today, gone tomorrow - book your term deposit special before they sell out.



Инфографика – напрямую не влияет на дизайн, но меняет восприятие информации и изменяет систему представления контента на сайте. Числовая информация теперь легка для понимания.





YouTube

Having problems with the new upload design or not feeling ready for it just yet? Go back to the [old upload design](#) or [report an upload issue](#).

### Upload video files

**Select files from your computer**

Drag and drop videos anywhere on this page to start uploading.

Upload HD videos in various formats up to 15 minutes. [Increase your limit.](#)

### More ways to upload and create

- Upload multiple files**  
Choose more than one file by pressing the "Command" key while selecting files.
- Record from webcam**  
Share your thoughts. Record a video and publish to YouTube right now.



### Apple apps for iPhone

Create and send letterpress cards. Shoot and edit HD movies. Make presentations and spreadsheets.  
[Learn more ▶](#)



### Business

Follow the market, pay your bills, and track everything from your time to your gas mileage. [Learn more ▶](#)



### Travel

Book that overdue vacation and find the best spots to see before you get there.  
[Learn more ▶](#)



### Sports & Fitness

Tone those muscles, drop those extra pounds, and get fit with the help of these apps.  
[Learn more ▶](#)



### Social Networking

Update your status, share photos and video, and let the world know what you're up to.  
[Learn more ▶](#)



### News

Stay in the know as you tap into weather forecasts and breaking news from all over the planet. [Learn more ▶](#)



### Lifestyle

Find great deals in your neighborhood, cook up the perfect dish, and control everything in your house with iPhone.  
[Learn more ▶](#)



### Games

Soar through the air, take the checkered flag, and save the universe from aliens. It's all in a day's work.  
[Learn more ▶](#)

The screenshot shows the Egg website homepage. At the top right is the 'egg' logo. Below it is a navigation bar with 'Banking', 'Investing', and 'Insuring' menus, and a 'Click here to see all your accounts' button. A secondary navigation bar contains links for 'Company info', 'Security', 'Privacy', 'Legal info', 'Help', 'Site map', and 'Contact us'. The main content area features a large central banner with the text 'Cashier number one please.' and a 'Log in to your accounts' button. To the left of the banner are two boxes: one for 'Egg Savings and Mortgages' with a house icon and another for 'Yorkshire Building Society'. To the right are three boxes: 'Banking' (Savings accounts, Mortgages home, Egg Money Manager), 'Insuring and Investing' (Motor, Home, Travel, Egg Emergency Cover, Investing), and 'Egg credit cards'.

**egg**™

**Banking** ▶ **Investing** ▶ **Insuring** ▶

Click here to see all **your accounts** ▶

[Company info](#) | [Security](#) | [Privacy](#) | [Legal info](#) | [Help](#) | [Site map](#) | [Contact us](#)

**Egg Savings and Mortgages**

Egg Savings and Mortgages have now been transferred to Yorkshire Building Society. There's no change to the way your accounts are serviced for now.

**find out more** ▶

Find out more about Yorkshire Building Society.

**find out more** ▶

**Cashier number one please.**

**Log in to your accounts** ▶

**Banking**

- Savings accounts ▶
- Mortgages home ▶
- Egg Money Manager ▶

**Insuring and Investing**

- Motor ▶
- Home ▶
- Travel ▶
- Egg Emergency Cover ▶
- Investing ▶

**Egg credit cards**

Egg credit card customers – your account(s) has now been transferred to Barclaycard and should be managed through mybarclaycard online servicing.

**find out more** ▶

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**PAGE-TURNER**  
**WHERE'S THE GREAT NOVEL?**  
 BY MICHAEL CUNNINGHAM  
 How Pulitzer judges search for the best contemporary works of fiction.  
 CUNNINGHAM: WHAT HAPPENED TO THE FICTION PRIZE  
 AVI STEINBERG: THE LEAKED PULITZER MEMOS  
 MORE BOOKS & FICTION

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**MOST POPULAR** MOST E-MAILED THIS ISSUE

1. Lauren Collins: Melinda Gates Takes on the Vatican
2. From the Desk of Bob Mankoff: I Liked the Kitty
3. Page-Turner: Letter from the Pulitzer Fiction Jury: What Really Happened This Year
4. Rational Irrationality: Romney at the N.A.A.C.P.: Booming Wasn't the Story
5. Page-Turner: Letter from the Pulitzer Fiction Jury, Part II: How To Define Greatness?

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**ANNE FRANK AND HOLLYWOOD**  
 by Richard Brody  
 Plus: Rewatching Hitchcock's "The 39 Steps."  
 SHOUTS & MURMURS | NOTES ON MUSIC

**DAILY COMMENT**  
**CONGRESS RETURNS TO OBAMACARE**  
 by Amy Davidson  
 Plus: Why are votes

**PAGE-TURNER**  
**MAVIS GALLANT'S CROOKED AGENT**  
 by Jessica Weisberg  
 Plus: The age of girlfriends.

**TABLET EDITIONS**



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Just by using my new ThankYou® Premier Card, I earned 30,000 bonus ThankYou Points and one incredible view.

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<b>LIVE YOUR DREAMS</b> ThankYou® Premier Card	<b>REWARDING BANKING</b> Citibank Checking	<b>EXPERIENCE FREEDOM</b> Citibank for iPad®	<b>YOUR BUSINESS AT WORK</b> CitiBusiness Smart SolutionsSM
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**yessBMX**

# COVERING ALL THE ANGLES

We care down to every last weld bead  
and every little angle in the geometry.  
And it shows in the performance  
of our frames.



launch specs

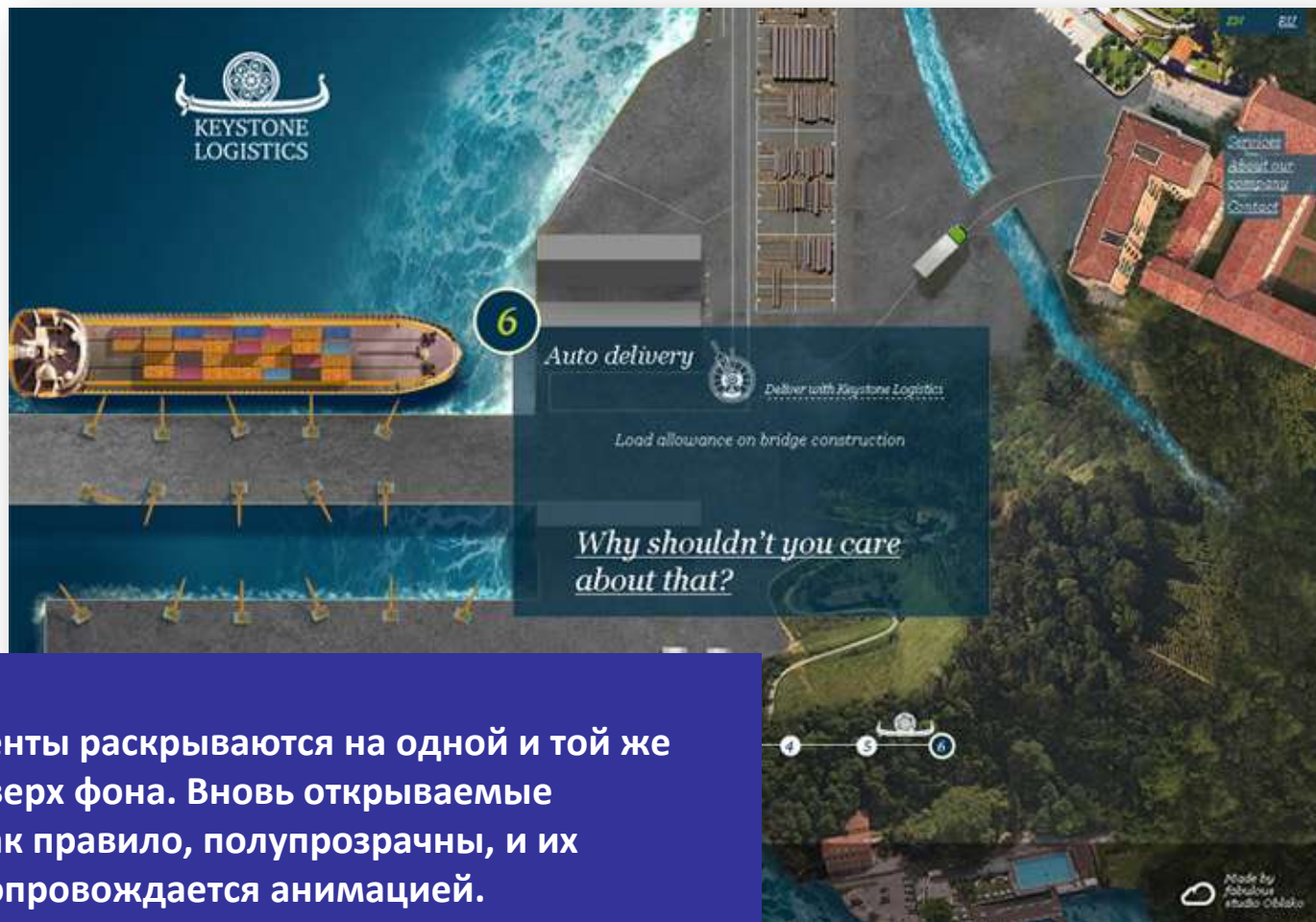
THE BEGINNING

THE LEGEND

THE FRAME

THE BUILDER

BUY THE FRAME



Новые элементы раскрываются на одной и той же странице поверх фона. Вновь открываемые элементы, как правило, полупрозрачны, и их раскрытие сопровождается анимацией.

Top News Most Recent All Stories

24 Why a Meal Can Spark Romantic Jealousy  
livescience.com — For the excluded romantic researchers say  
1 mi ago via marocchaoui yshys  
3 20 0 Comments

27 Star Wars: The old republic Synthw through 400  
swtorstrategies.com — The patterns in this le from a Synthweaving Trainer only. After you ce  
11 mi ago via koldig submitted in Star Wars and G  
9 3 0 Comments

37 Censoring The Pirate Bay is Futile, torrentfreak.com — All around the world the c censorship of 'pirate' websites, The Pirate Bay  
21 mi ago via Urban Gundersen submitted in Techni  
270 271 2 Comments

46 Mysterious Sprite Photographed by : Discovery News  
news.discovery.com — An elusive atmospheric thunderstorms has been captured on camera  
11 mi ago via Tim Good submitted in Pictures & Imag  
61 58 1 Comment

46 Should American Airlines merge w theweek.com  
42 mi ago via Alekxus Snuffeupagus submitted in  
2 10 12 Comments

42 U.S. Ambassador Claims Afghanistan Won't Plunge Into Civil War  
huffingtonpost.com  
52 mi ago via COLLINGWOOD 007 submitted in World News  
1 15 2 Comments

49 50 Books To Read Before You Die  
complex.com

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Why a Meal Can Spark Romantic Jeal... [digg it](#)

Censoring The Pirate Bay is Futile, L... [digg it](#)

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## Top News in All Topics

An Illusion that Explains Why Typos Are So Hard to Catch [276 diggs](#)

NAACP crowd Boos Romney on 'Oba... [248 diggs](#)

Poverty in The U.S. By The Numbers [239 diggs](#)

12 Android 4.0 Tips You Should Know [235 diggs](#)

5 Useless Body Parts [237 diggs](#)

Human, help me. - Imgur [211 diggs](#)

NASA Scientists Insert a 500-million-... [202 diggs](#)

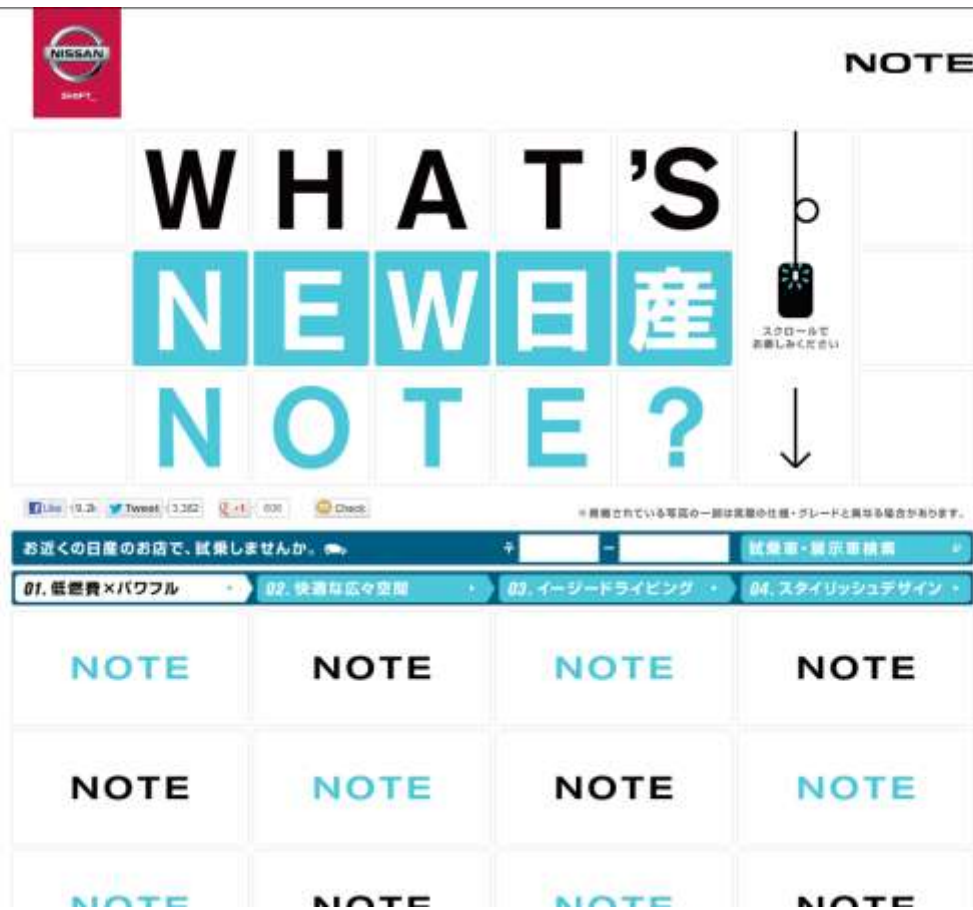
The screenshot shows a Facebook profile for Anton Yarusov. The main content area displays a post from Dmitry Karpov and Yana Mironova sharing a link. The post features a video player for 'Babel by Massive Attack on Zvooq'. A dynamic preview is overlaid on the video player, showing a play button and the text 'Babel Massive Attack'. Below the video, there is a comment from Dmitry Karpov: 'Наши студенты участвуют в фестивале дизайна...'. A blue arrow labeled 'Preview' points to the video player area. The right sidebar shows a list of activity, including likes and shares from other users like Natali Kuzmina and Evgeniya Belanovskaya. At the bottom, there is a sponsored advertisement for Discovery 4 cars.



The image shows a screenshot of a Facebook News Feed. The top navigation bar includes the Facebook logo, a search bar, and a notification bell. The left sidebar shows the user's profile (Mashable) and navigation options: News Feed, Insights, Events, Photos, Notes, and Links. The main content area displays a post from CNN. The post text reads: "LIVE NOW: Egyptian President Hosni Mubarak addresses the nation amid reports he'll step down. Watch the announcements delivered LIVE on CNN, CNN.com and the CNN Apps for iPhone and iPad. www.cnn.com". Below the text is a small image of a news broadcast. The post has 321 comments and 367 likes. The interface is in Russian, with the text "«Дозагрузка»" (Dynamic loading) overlaid on the bottom of the screenshot.

«Дозагрузка»





- Эффект анимации скроллингом
- Возможно понять только при взаимодействии с сайтом



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на Ваши вопросы.**

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