



REMARKABLE TRENDS ACROSS DIGITAL DESIGN

April 2015



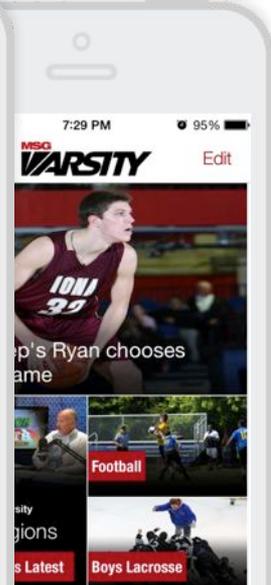
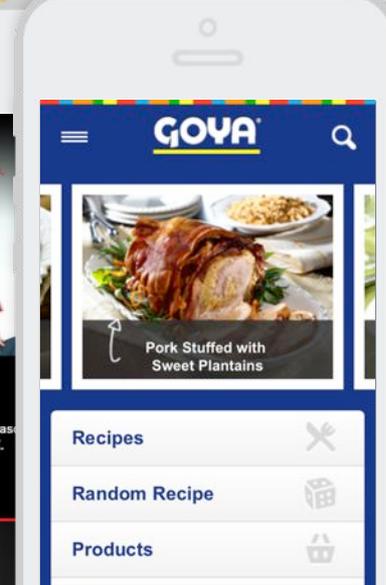
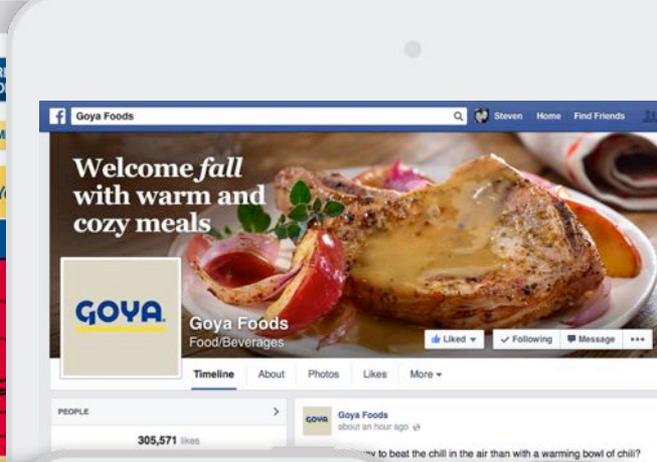
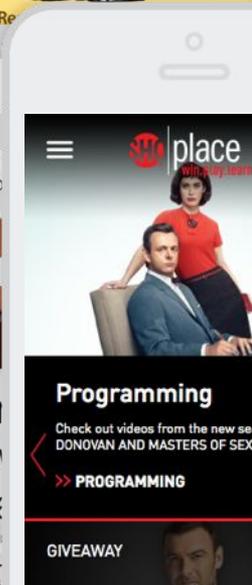


Steven Louie
slouie@flightpath.com



About Flightpath

Since 1994, Flightpath has been helping organizations to create, connect or use digital channels to maximize potential and opportunities.





**Interface
& Layout**



Visual



**Moving
Forward**

“Design is not just what it looks like and feels like. Design is how it works.”

- Steve Jobs

INTERFACE & LAYOUT



LONG SCROLLING PAGES

Store Mac iPhone Watch iPad iPad iTunes Support

Apple Pay

Your wallet. Without the wallet.

Paying in stores or within apps has never been easier. Gone are the days of searching for your wallet. The wizard moments finding the right card. Now payments happen with a single touch.

Apple Pay will change how you make purchases with breakthrough contactless payment technology and unique security features built right into the devices you have with you every day. So you can use your iPhone, Apple Watch, or iPad to pay in a simple, secure, and private way.

An easier way to pay in stores.

iPhone 6

One touch to pay with Touch ID. Now paying in stores happens in one natural motion — there's no need to open an app or even wake your display thanks to the innovative Near Field Communication antenna in iPhone 6. To pay, just hold your iPhone near the contactless reader with your finger on Touch ID. You don't even have to look at the screen to know your payment information was successfully sent. A subtle vibration and beep let you know.

[Watch the demo](#)

Apple Watch

Double-click to pay and go. To pay with Apple Watch, just double-click the side button and hold the face of your Apple Watch near the contactless reader. A gentle pulse and tone confirm that your payment information was sent.

An easier way to pay within apps.

Convenient checkout. On iPhone 6, iPad Air 2, and iPad mini 3, you can also use Apple Pay to pay with a single touch within apps. Checking out is as easy as selecting Apple Pay and placing your finger on Touch ID.

Airbnb Fancy Target

Setup is simple.

Passbook already stores your boarding passes, tickets, coupons, and more. Now it can store your credit and debit cards, too. To get started, you can add the credit or debit card from your iTunes account to Passbook by simply entering the card security code.

To add a card on iPhone 6, iPad Air 2, or iPad mini 3, go into Settings, open Passbook & Apple Pay and select "Add Credit or Debit Card." On iPhone, you can also just open Passbook, then swipe down and tap the plus sign. From there, use your flight camera to enter the card information or type it in manually. This card will be your default payment card, but you can go to Passbook anytime to pay with a different card or select a new default in Settings.

Keep your purchases private.

Apple doesn't save your transaction information. With Apple Pay, your payments are private. Apple Pay doesn't store the details of your transactions so they can't be tied back to you. Your most recent purchases are kept in Passbook for your convenience, but that's as far as it goes.

Keep your cards in your wallet. Since you don't have to show your credit or debit card, you never reveal your name, card number, or security code to the cashier when you pay in a store. This additional layer of privacy helps ensure that your information stays where it belongs. With you.

Accepted in great stores and apps. With more added every day.

Apple Pay lets you use iPhone 6 or Apple Watch to pay in hundreds of thousands of stores accepting contactless payments. You can also make purchases within participating apps on iPhone 6, iPad Air 2, and iPad mini 3. And more stores and apps are accepting Apple Pay every day.

[Find stores and apps that accept Apple Pay](#)

Look for one of these symbols at checkout. If you're having trouble using Apple Pay at a store displaying one of these symbols, let us know.

Scrolling is trumping clicking

SIMPLY GUM INGREDIENTS OUR GUM OUR STORY CONTACT BUY



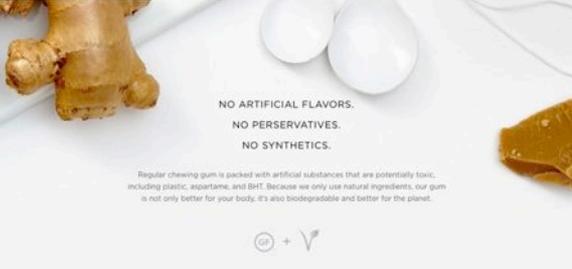
THE ONLY 100% NATURAL GUM
CHEW BETTER

MADE WITH ONLY THESE 6 INGREDIENTS

Simply Gum is the ONLY brand in the United States that uses 100% natural ingredients without ANY synthetics.



See Nutrition Facts



**NO ARTIFICIAL FLAVORS.
NO PRESERVATIVES.
NO SYNTHETICS.**

Regular chewing gum is packed with artificial substances that are potentially toxic, including plastic, aspartame, and BHT. Because we only use natural ingredients, our gum is not only better for your body, it's also biodegradable and better for the planet.

100% + V

THE GUM

THE GUM



BUY ASSORTED

BUY CINNAMON

BUY MINT

BUY GINGER

BUY MAPLE

Consumers are kept in the dark about what they are chewing because the FDA allows conventional gum brands to hide up to 80 synthetic ingredients in the catch-all term "gum base" on the label. Although there are a few gum brands in the US market claiming to be "natural," all of them include synthetics in their base.

We knew we could do better.



HANDCRAFTED IN NYC

#SIMPLYGUM



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AVAILABLE IN THESE FINE STORES



Loll and Pops	Brooklyn Farm, NYC
Union Market, NYC	Westbury, NYC
Williams Sonoma, NYC	Stir Market, Los Angeles

One Page Web Site

TESLA | MODEL S | MODEL X | SUPERCHARGER | UPDATES | SUPPORT | FRIDGE | SHOP | MY TESLA

MODEL S

Highest safety rating in America. Autopilot included. Available All-Wheel Drive Dual Motor. Zero to 60 mph in as little as 3.1 seconds. Up to 375 miles range (EPA).

[ORDER YOURS](#)

Engineering | Exterior | Interior | Specs | Accessories | Top 5 Questions | Charging | Events | Request a Call

An evolution in automobile engineering

Tesla's advanced electric powertrain delivers exhilarating performance. Unlike a gasoline internal combustion engine with hundreds of moving parts, Tesla electric motors have only one moving piece: the rotor. As a result, Model S acceleration is instantaneous, quiet and smooth. Stop on the accelerator and in as little as 3.2 seconds Model S is traveling 60 miles per hour, without hesitation, and without a drop of gasoline. Model S is an evolution in automobile engineering.

All-Wheel Drive | Autopilot | Safety



Front motor | Rear high-performance

Dual Motor | **ES** | **LS** | **RD** | Single Motor

All-Wheel Drive Dual Motor

Dual Motor Model S is a categorical improvement on conventional all-wheel drive systems. With two motors, one in the front and one in the rear, Model S digitally and independently controls torque to the front and rear wheels. The result is exponential traction control in all conditions.

Conventional all-wheel drive cars employ complex mechanical linkages to distribute power from a single engine to all four wheels. This sacrifices efficiency in favor of all-weather traction. In contrast, each Model S motor is lighter, smaller and more efficient than its rear-wheel drive counterpart, providing both improved range and faster acceleration.



All-Wheel Drive Dual Motor is available on all models.

Autopilot

Autopilot combines a forward-looking camera, radar, and 300 degree sensor suite with real-time traffic updates to automatically drive Model S on the open road and in dense stop-and-go traffic. Changing lanes becomes as simple as a tap of the turn signal. When you arrive at your destination, Model S will both detect a parking spot and automatically park itself. Standard equipment safety features are constantly monitoring stop signs, traffic signals and pedestrians, as well as for unintentional lane changes. Autopilot features are progressively enabled over time with software updates. The current software version is 6.2, adding automatic emergency braking and blind spot warning.

Autopilot
With Autopilot enabled, Model S automatically follows the road, steering around curves and adjusting its speed to match the flow of traffic.

Lane Changing
Automatically change lanes by tapping the turn signal.

Safety
Aside from its surroundings, Model S warns you when merging into an occupied lane or approaching a stopped car too quickly. In emergency conditions, Model S safety brings itself to a full stop.

Autopilot Parking
Model S finds you the parking spot and automatically parks it for you. In the city, it will notify you when it finds a parallel parking spot, then control steering, acceleration and deceleration to back smoothly into it. When approaching a Supercharger station, Model S automatically parks in an open spot. Model S will even park back into your garage at home.

With calendar syncing enabled, Model S checks current traffic conditions to determine how much time is needed to make your next meeting of the day. At the right time, it turns on the climate control and opens the garage door. Or, please properly, Model S will even pull out of the garage and meet you at the curb.

HIGHEST SAFETY RATING IN AMERICA
THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

Safety

Model S is designed from the ground up to be the safest car on the road, as proven by a 5-star rating in all categories of the National Highway Traffic Safety Administration (NHTSA) crash tests. Much of its safety is owed to the unique electric drivetrain that sits beneath the car's aluminum occupant cell in its own subframe. This unique positioning lowers the car's center of gravity, which improves handling and minimizes rollover risk, and replaces the heavy engine block with impact-absorbing boron steel rails.

Side-impact are met by aluminum pillars reinforced with steel ribs to reduce intrusion, protecting occupants and the battery pack while improving roof stiffness. In the event

Related updates

NHTSA Reaffirms Model S 5-Star Safety Rating in All Categories For Model Year 2014
December 23, 2013
Press Release

Tesla Model S Achieves Best Safety Rating



Zero profile door handles

Model S door handles are a work of art. When a key is in close proximity, they automatically extend. When no longer in use, they retract into the body of the car, creating a seamless surface for air to pass over.

[MORE ABOUT AERODYNAMICS](#)

Hidden in plain sight

Scan the streamlined body panels and you'll discover that Model S lacks a fuel door. Approach the driver's side tightly with a charging connector and the hidden charge port automatically opens. The charging connector cannot be removed until Model S is unlocked.

[MORE ABOUT CHARGING](#)

Built around the driver

Model S is a driver's car. The cabin combines meticulous noise engineering with Tesla's uniquely quiet powertrain to obtain the sound dynamics of a recording studio. The gem of the interior is the 17 inch touchscreen, which is angled toward the driver and includes both day and night modes for better visibility without distraction. It puts rich content at your fingertips and provides mobile connectivity so you can easily find your destination, browse songs at a new restaurant,



Deep Product Page

nexus 9 6 5 Player SUPPORT BUY NOW

9

For movers and makers

Running Android 5.0 Lollipop

Watch the video




Designed with you in mind

Fit for your hand
With a soft grip back and subtle curves, the Nexus 9 tablet strikes a slim profile that's light and comfortable for work or play.

High-quality construction
Built with a thin bezel, brushed metal sides, clean lines and unique colors, the Nexus 9 tablet is sleek and sturdy.

Explore colors




Peek-a-boo

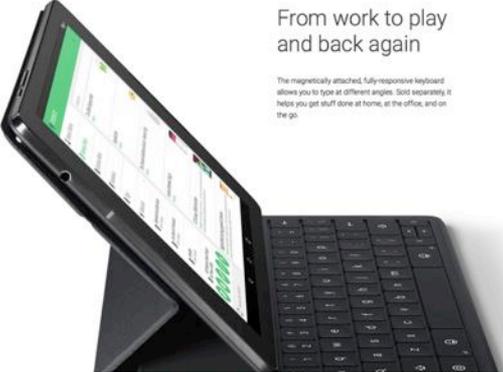
Nexus 9 Cover transforms for expanded functionality. Bending one corner of the folio cover launches the camera, bending two corners turns the case into a convenient stand.

Explore colors




From work to play and back again

The magnetically attached, fully-responsive keyboard allows you to type at different angles. Sold separately, it helps you get stuff done at home, at the office, and on the go.



sweetest release yet

Nexus devices get the latest Android OS updates first, so you have a superior software experience.

GET TO KNOW ANDROID 5.0 LOLLIPOP >



Specs

Display
8.0" IPS LCD

Battery
4225mAh





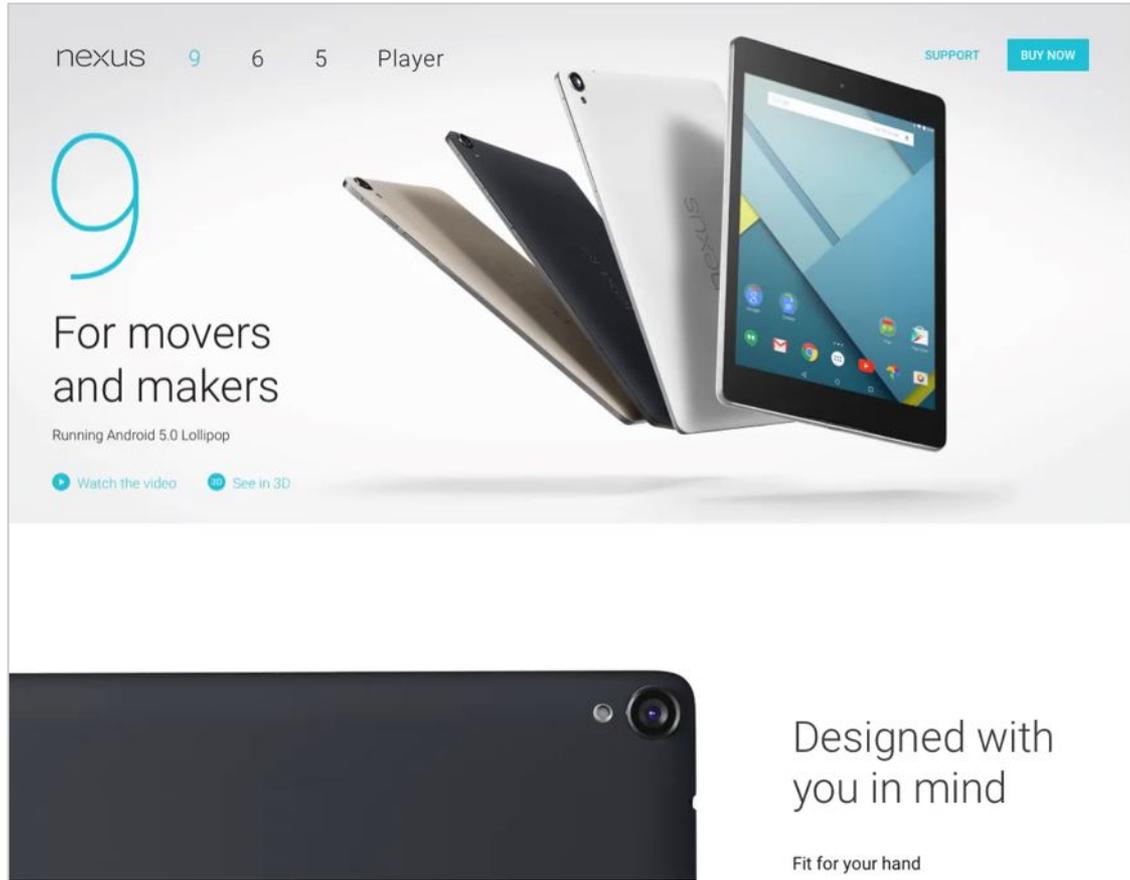
Get your new Nexus 9

Google Store 

amazon



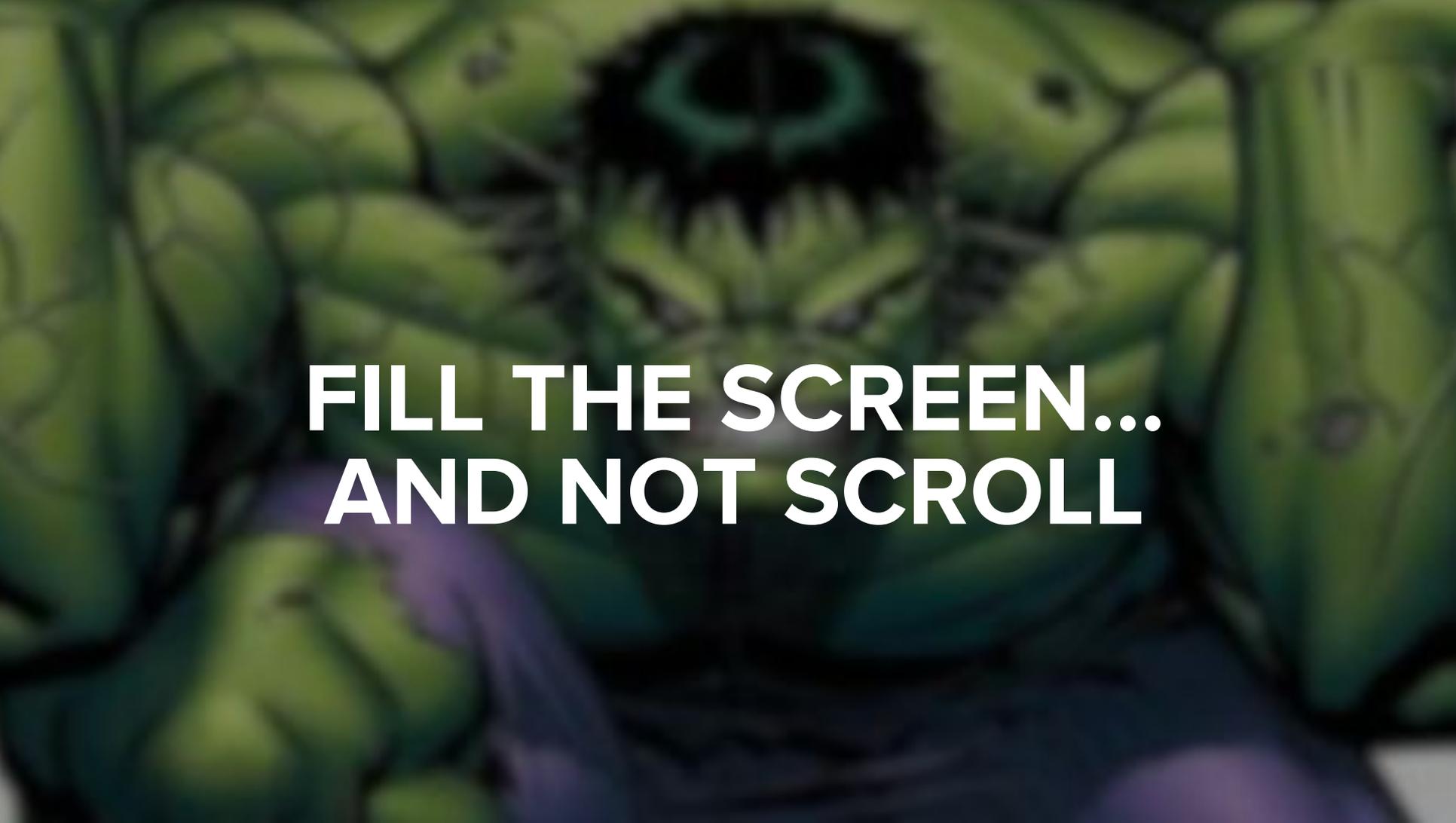
Product Page



Product Page

Long Scrolling Pages

- Scrolling is trumping clicking
- With ubiquitous use of mobile devices, users have become accustomed to scrolling.
- Users are finding it easier to scroll through a page to get to information than to click and tap.
- Long scrolling pages have expanded beyond the home page and can be found on content and product pages
- The addition of scroll motion animation effects (e.g. parallax) is making scrolling experience even more engaging



**FILL THE SCREEN...
AND NOT SCROLL**



Fill the screen



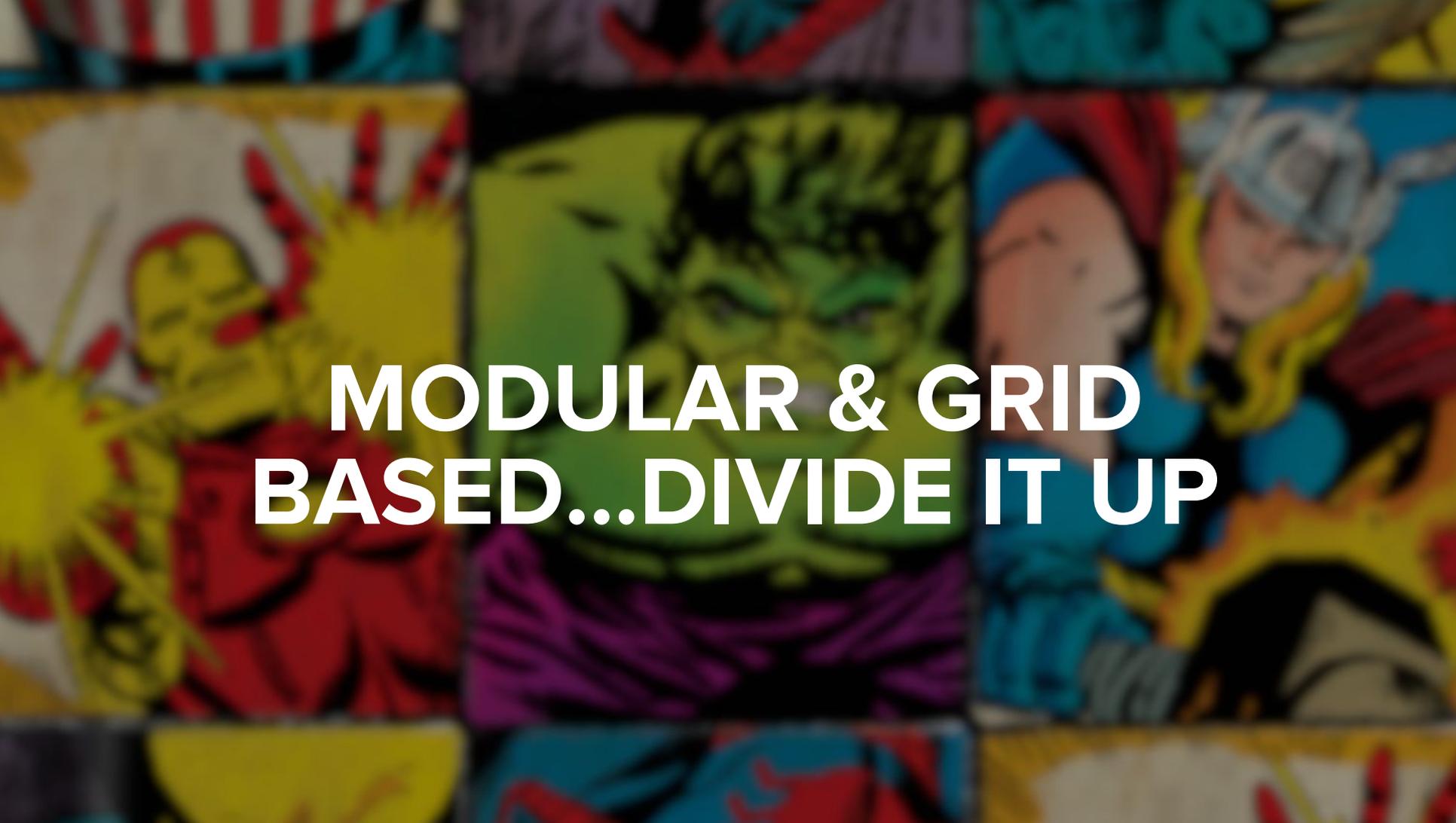
Fill the screen



Fill the screen

Fill The Screen...And Not Scroll

- Type of responsive design where designs adapt in such a way such that they completely fill the screen with no scroll bars
- Content is tight and focused
- Background video can also be added to enhance these full screen designs

A grid of comic book panels featuring various characters like Iron Man, Hulk, and Thor. The panels are arranged in a grid pattern, with each panel showing a different scene or character. The colors are vibrant and the style is classic comic book art.

**MODULAR & GRID
BASED...DIVIDE IT UP**

- NEWS
- REVIEWS
- MAGAZINE
- PODCAST

- WIRED HEALTH
- WIRED MONEY

- WIRED CONSULTING
- WIRED INSIDER
- NEWSLETTER

6 issues for £9 + FREE iPad & iPhone editions



SUBSCRIBE



Nvidia's Shield console launches in UK late 2015

MATT KAMEN / GAMING



Uber buys mapping startup deCarta

EMIKO JOZUKA / UBER



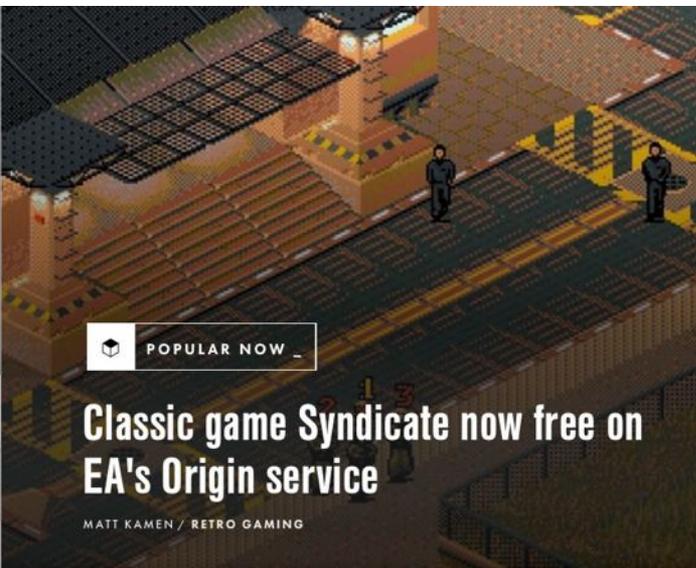
The future of food

JAMES TEMPERTON / FOOD



Ubisoft's Dig Rush could help treat lazy eye syndrome

MATT KAMEN / GAMING



POPULAR NOW

Classic game Syndicate now free on EA's Origin service

MATT KAMEN / RETRO GAMING



Electronic product lifespans are getting shorter

DUNCAN GEERE / ENVIRONMENT



WIRED Health 2015 agenda revealed

CATHERINE LAWSON / WIRED HEALTH 2015

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Module/Grid Layout

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HELP DASANI® REFRESH A CHILD'S FUTURE
 DASANI® will donate 50¢ to Boys & Girls Clubs of America for each participating package* purchased in April, up to \$250,000.
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MIX IT UP WITH LADY ANTEBELLUM AND COCA-COLA FREESTYLE
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JOIN THE SOUTHWEST AIRLINES RAPID REWARDS® PROGRAM AND GET 200 MCR BONUS POINTS
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 DASANI® will donate 50¢ to Boys & Girls Clubs of America for each participating package* purchased in April, up to \$250,000.
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Module/Grid Layout Desktop vs Mobile

Grid & Modular Based...Divide It Up

- Grid and modular design is not new
- A dependence on grids in responsive design has brought this type of design to the forefront
- Content is intended to fully fill into these grid modules
- These grid modules in turn flexibly scale and/or stack depending on screen size.

A vertical image of Thor, the Norse god of lightning, wearing his iconic blue and red armor and cape. He is holding his hammer, Mjolnir, high in his right hand, with a determined expression. The background is a dark, stormy sky filled with bright, jagged lightning bolts. The overall tone is dramatic and powerful.

VERTICAL NAVIGATION...THE RETURN

JULY 14



Welcome to Apple



Introducing CyberDrive

Register today for a free CD-ROM.

EMATE 300

Mobile, Affordable, & Smart



MOVIES FROM MARS

QuickTime VR Takes You Out of this World



What's Hot

Preorder Mac OS 8

Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more shortcuts and integrated Internet functions."

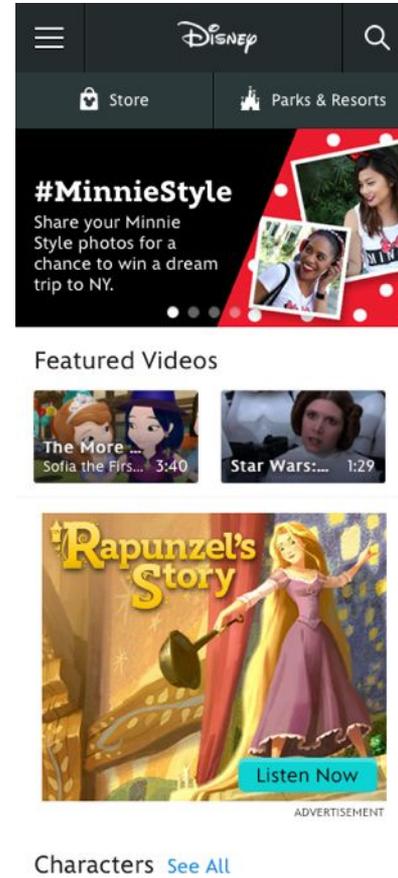
Be the First to Know

Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and QuickCRC.

Want a PowerBook?

Qualify to win a [PowerBook 3400/200](#) by [entering](#) this month's Apple Registration Sweepstakes.

Big Help for Small Biz Find out what you need to make



Disney

Store Parks & Resorts

#MinnieStyle

Share your Minnie Style photos for a chance to win a dream trip to NY.

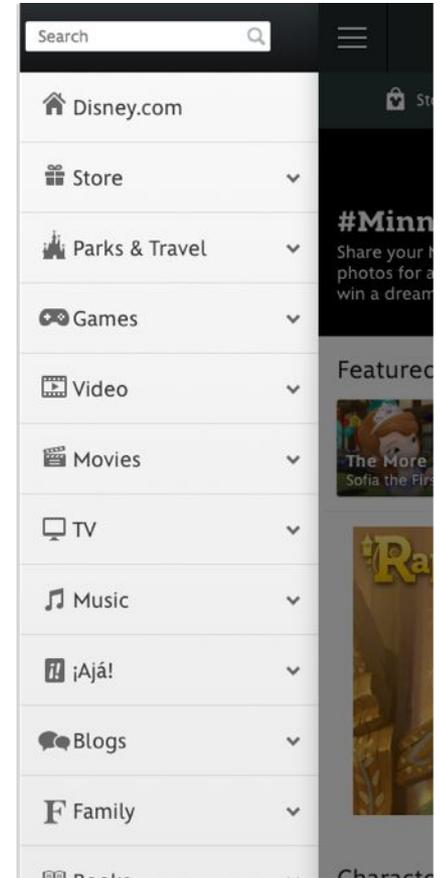
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- The More... Sofia the Firs... 3:40
- Star Wars:... 1:29

Rapunzel's Story

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Characters [See All](#)



Search

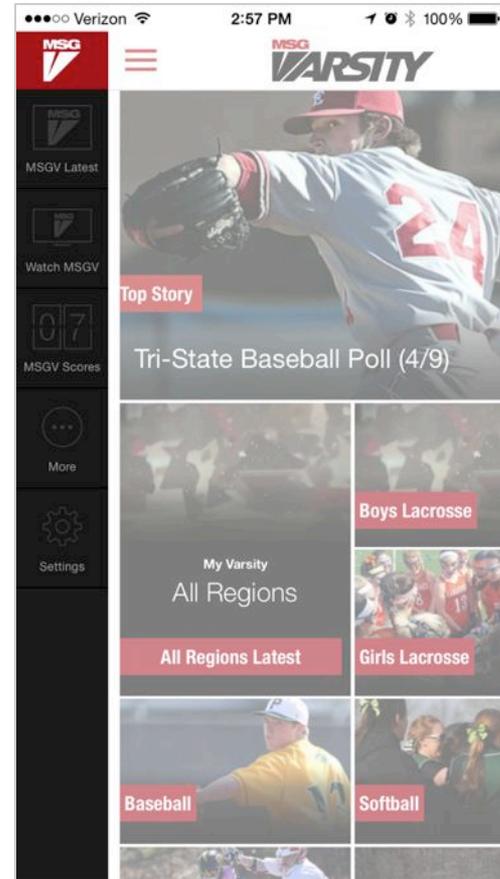
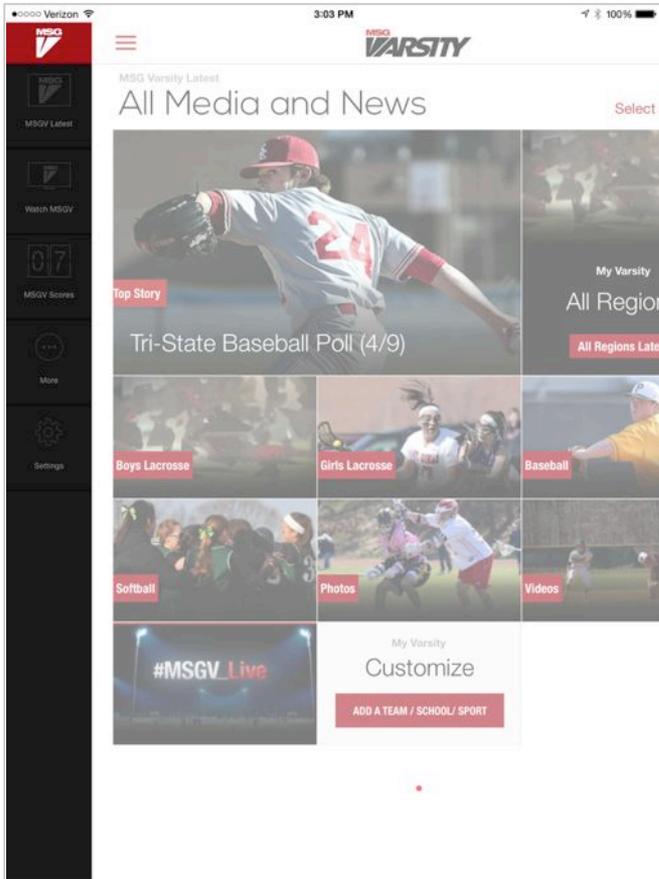
Disney.com

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- Blogs
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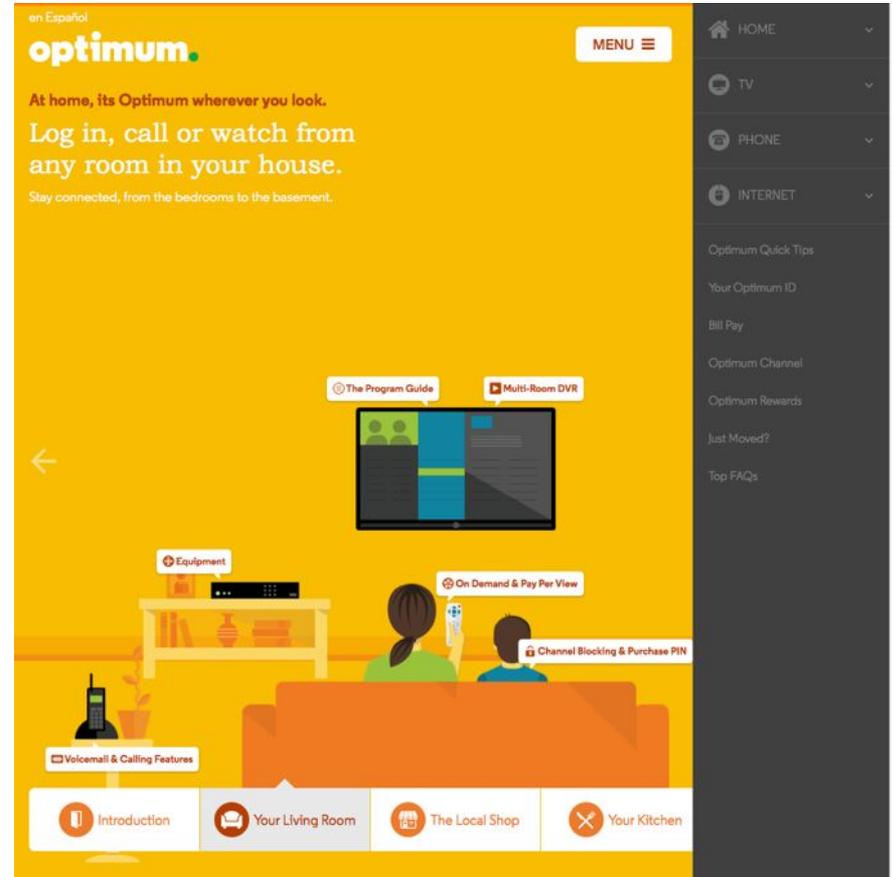
#Minn... Share your photos for a win a dream

Featured... The More... Sofia the Firs... Ra...

1997 Desktop Web vs 2015 Mobile Web



Navigation Mobile Apps



Main Navigation as Drawer Tray

U.S. EDITION



Apr 13, 2015 • Vol 185 No 13
The Battle of Indiana

In The Latest Issue

The Writing's on the Wall for Christians

Is it necessary for the new majority, which has won the culture war, to drive religious dissenters out of the public square as pariahs?

What Indiana Could Learn From Utah About Gay Tolerance

Conservatives are writing a suicide-note to Millennials—they don't have to



Nuclear Deal or No Deal

Why the U.S. cannot walk away from negotiating with Iran

Caught in the Cross Fire

As the chaos of a proxy war between Iran and Saudi Arabia spreads, the U.S. is searching for a safe path forward

SCROLL TO SEE MORE



U.S. NATION

The Battle of Indiana

David Von STAY IN THE KNOW WITH TIME

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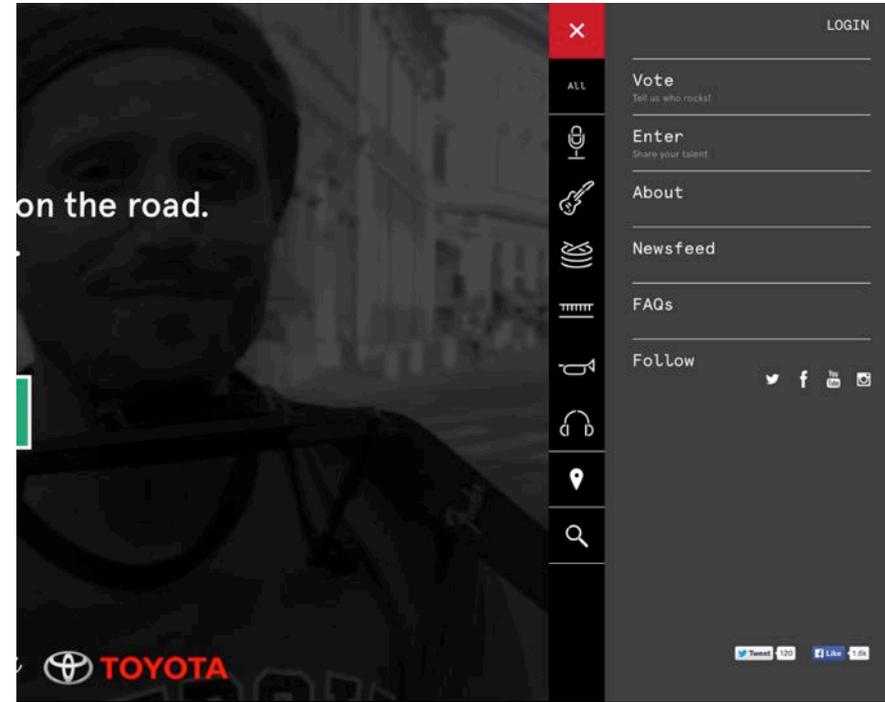


U.S. NATION

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Useful for sites with long tail of sections



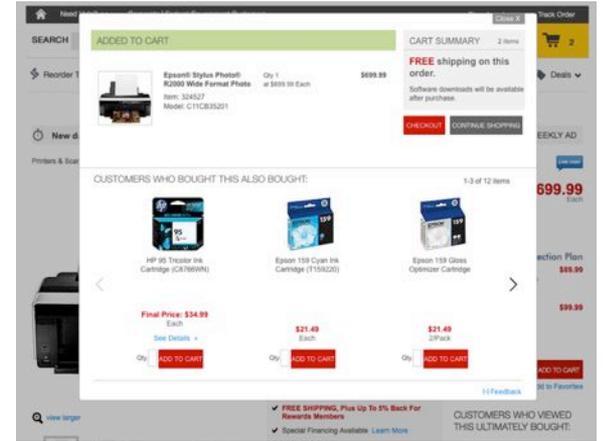
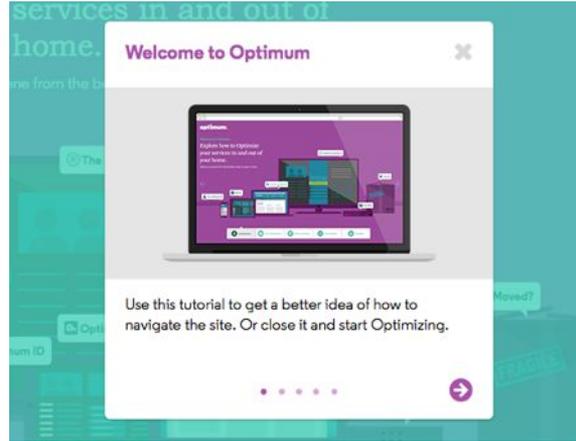
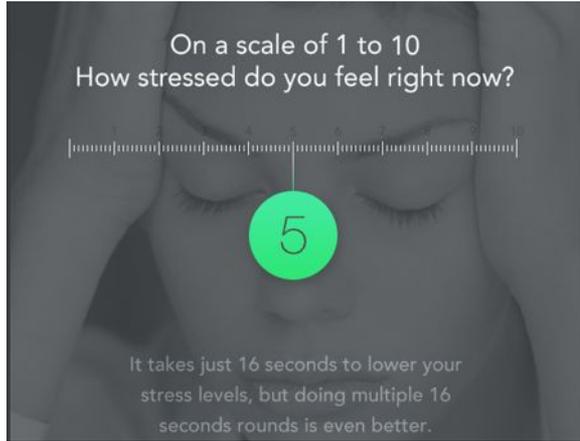
Vertical Navigation with Additional Drawer Tray

Vertical Navigation...The Return

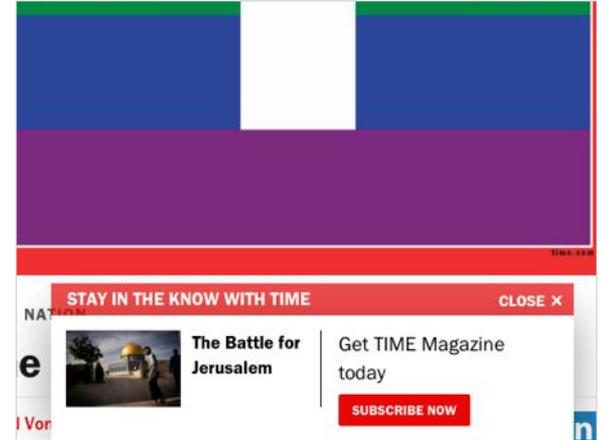
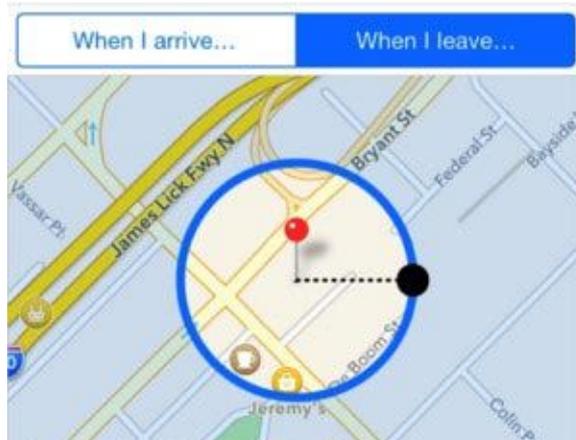
- Vertical navigation was quite prevalent during the early days of the web
- With rise of responsive design, we are starting to see mobile design elements, such as flyout right or left menus, be implemented on all screen sizes
- Users are being conditioned to using the 'hamburger icon' as access to main navigation
- Hiding the main navigation allows a design of site to be clean and more focused.
- Only one click or tap away, vertical navigation is some ways can be more scannable than multi-row horizontal navigation

A detailed illustration of Ant-Man in his red and black suit, wearing his helmet with antennae. He is surrounded by a dense crowd of brown ants in a nest-like setting. The word "MICROINTERACTIONS" is overlaid in white, bold, sans-serif capital letters across the center of the image.

MICROINTERACTIONS



Focused on 'bite-sized' needs or tasks

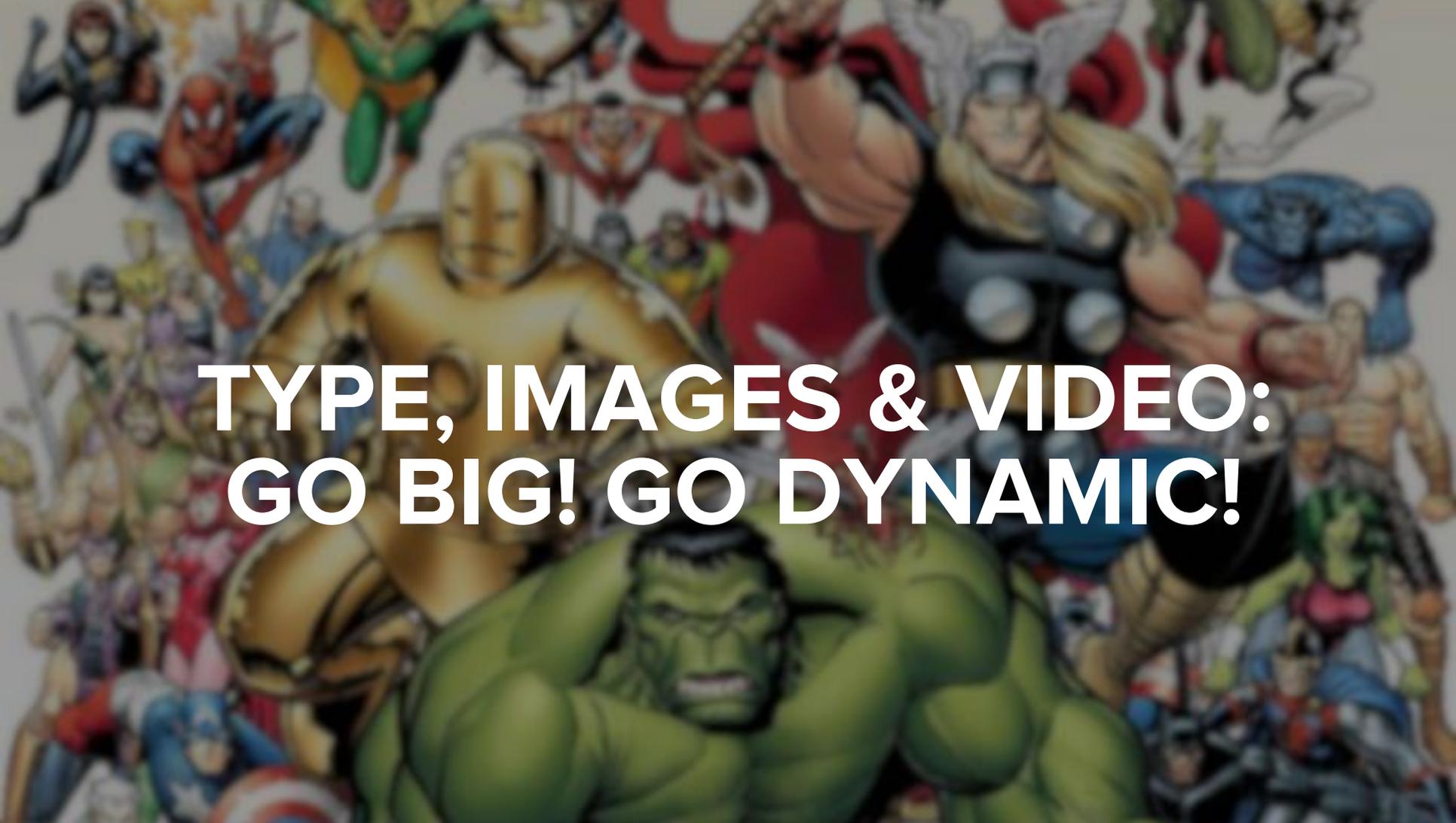


Focused on 'bite-sized' needs or tasks

Microinteractions

- Module or experience focused on one user need or task
- Microinteractions often surface only as needed
- As applied to digital design examples include:
 - Posting a social media status message
 - Like or favorite a piece of content
 - Email sign up box that playfully appears on screen
- When surfaced judiciously and in appropriate moments microinteractions can significantly make user experience more functional and enjoyable.

VISUAL



**TYPE, IMAGES & VIDEO:
GO BIG! GO DYNAMIC!**



Large and Focused

BREATHING IT ALL IN

Emotional currency creates
business value in the big, the
little, and things that go pop



Big Type, Big Image

DO SOMETHING
Meaningful
WITH YOUR PHOTOS

GET STARTED

It's free!

Big Stylized Type

VANCOUVER BC

Project Skin MD offers aesthetic dermatology, laser
and anti-aging medicine for optimal skin health.



Experience It

charity: water DONATE STORE WHY WATER? WATER PROJECTS BIRTHDAYS ABOUT US [sign up for water](#)

You can host a music festival for clean water.

Our campaigners have done some pretty amazing things to raise money for clean water. And they're thinking of new things to do every day. What will you do?

[START A CAMPAIGN](#)

Starting a campaign is easy.

STEP 1

Decide what to do and create your page.

It only takes a minute to set up your campaign. Decide what to do. Pick a name. Pick a photo. Click, click, done! Just like that, you'll be ready to start raising money and bringing clean water to people in need.

STEP 2

STEP 3

See exactly where your money goes and who it helps.

After your campaign is over, we'll send 100% of what you raise directly to the field. We'll keep track of where it goes. Then we'll report back to you with info about the actual people your money helps.

You can do anything to raise money.

Need some inspiration? These are a few of the clean water campaigns that we will never forget.

BELEY

Raised over \$25K for clean water every night for a month. Tally.

Raised over 2,257 gallons.

THE SHADE FAMILY

Made an over-the-top video Christmas card every year.

Raised over 400 gallons.

DAN & HIS FRIENDS

Jumped into freezing cold water to melt winter in Massachusetts.

Raised over 500 gallons.

D.R. KRISHNAKUMAR

Gave up gifts for his 90th birthday and asked for donations instead.

Raised over \$1,000.

MIKE

Sold beer tickets. Then, to do more, ran a Spartan obstacle course race.

Raised over \$1,000.

JUSTINE

Raised her YouTube subscribers and asked them to donate.

Raised over 1,500 gallons.

What will you do for clean water?

[START A CAMPAIGN](#)

Why fundraise for charity: water?

We're a non-profit organization on a mission to bring clean drinking water to every person on the planet. Thanks to your help, we've funded 16,127 water projects in 24 countries.

100% MODEL

Private donors fund our operating costs so 100% of your donations go straight to the field.

TRANSPARENCY

We prove every water project we build using photos and GPS coordinates on Google Maps.

LOCAL PARTNERS

We work with strong local partners on the ground to build and maintain water projects.

Sponsor a water project.

Want to transform the lives of an entire community? For \$10,000 - \$25,000 you can sponsor a water project for a community or a school.

[SPONSOR A PROJECT](#)

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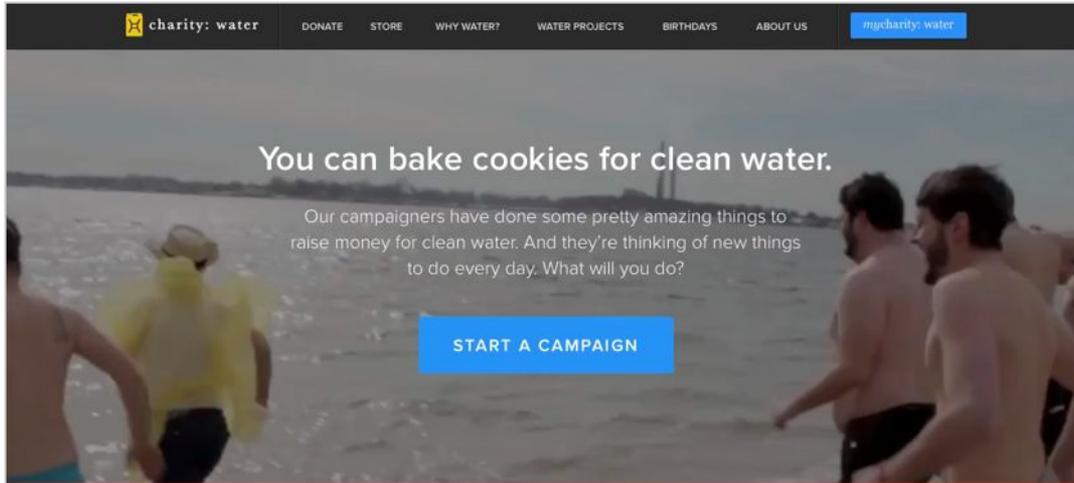
get involved

become a fundraiser

become a volunteer

charity: water is a 501 (c)(3) • privacy policy • ©2016 • made with ♡ in NYC • we're hiring! • get our awesome emails

Charity Water



Starting a campaign is easy.

STEP 1

Decide what to do and create your page.

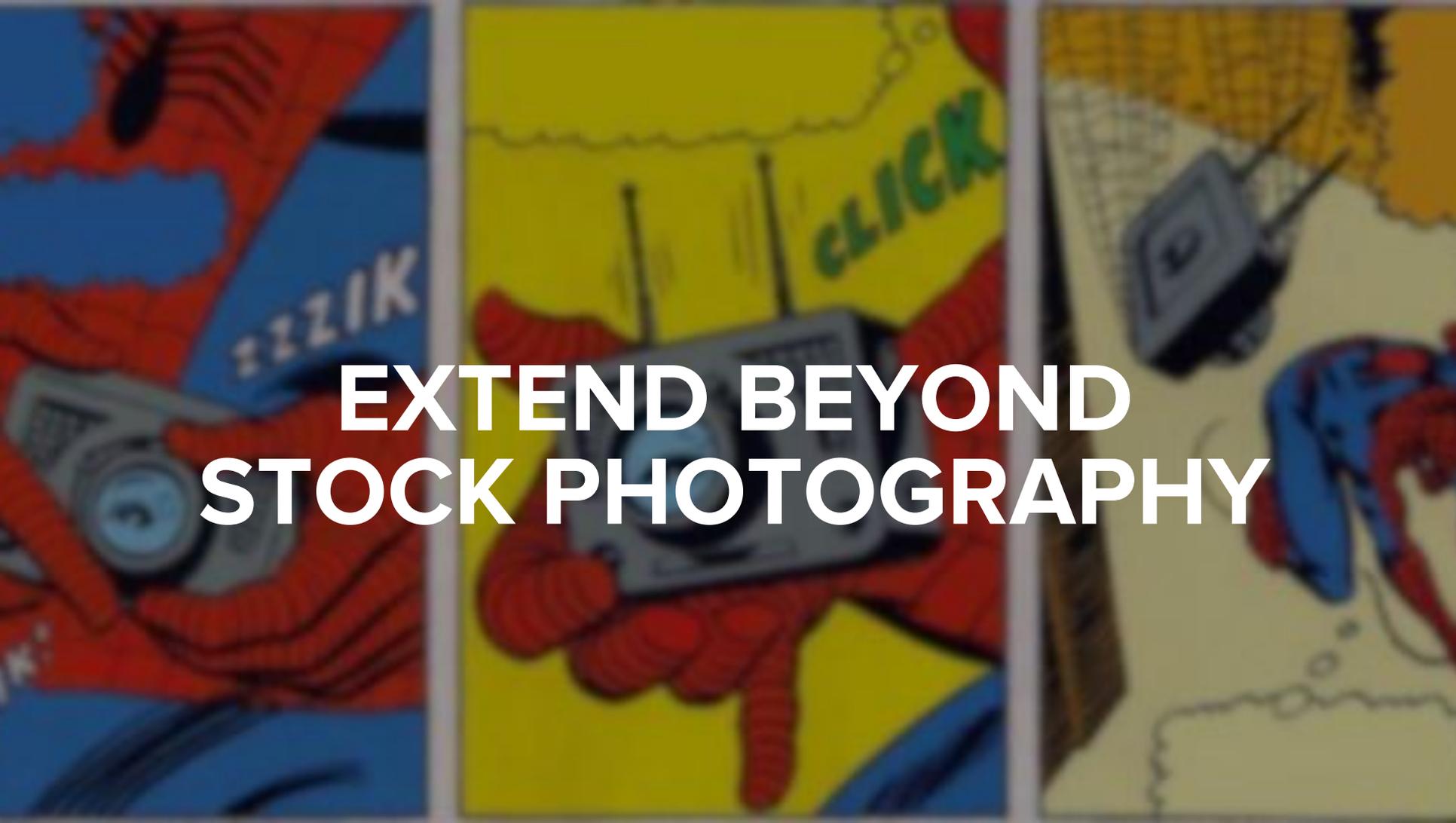
It only takes a minute to set up your campaign. Decide what to do. Pick a name. Pick a photo. Click, click, click, done! Just like that, you'll be ready to start raising money and bringing clean water to



Charity Water

Type, Images & Video: Go Big! Go Dynamic

- Large photo/image backgrounds done powerfully and elegantly
- Big bold web type as way to deliver brand message
- Full screen video backgrounds that auto-play
- Inline animation or scroll motion animation (animation that occurs as you scroll down a page) can add wow and engagement

A three-panel comic strip background. The left panel shows Spider-Man's hand holding a camera with the sound effect 'CLICK' written in white. The middle panel shows Spider-Man's hand holding the camera with the sound effect 'CLICK' written in green. The right panel shows Spider-Man's hand holding the camera with the sound effect 'CLICK' written in white. The text 'EXTEND BEYOND STOCK PHOTOGRAPHY' is overlaid in white.

**EXTEND BEYOND
STOCK PHOTOGRAPHY**



Clichés



Keeping it real



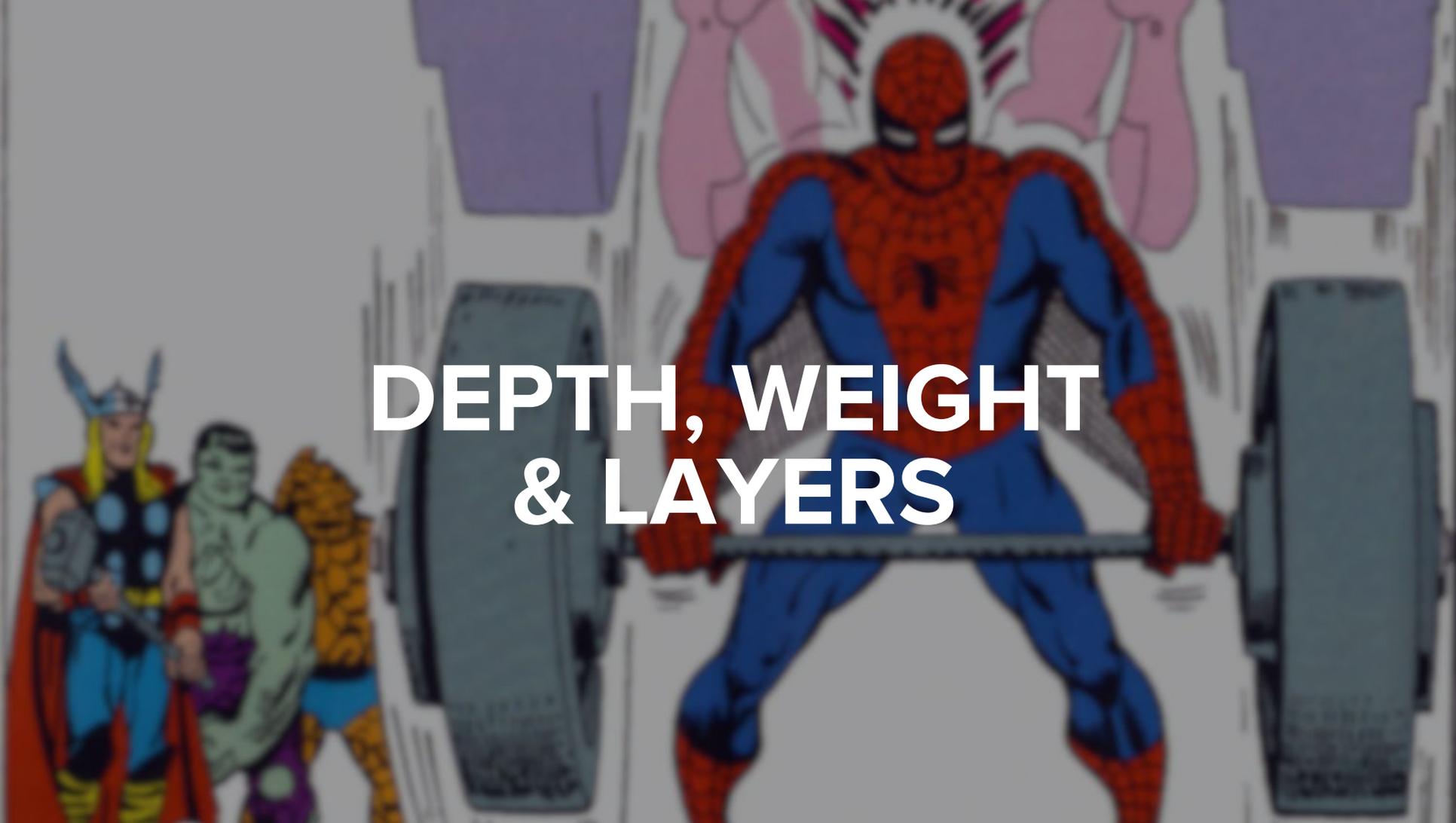
Stylize



If you got to use stock...Keep it real & natural avoid the typical/literal

Extend Beyond Stock Photography

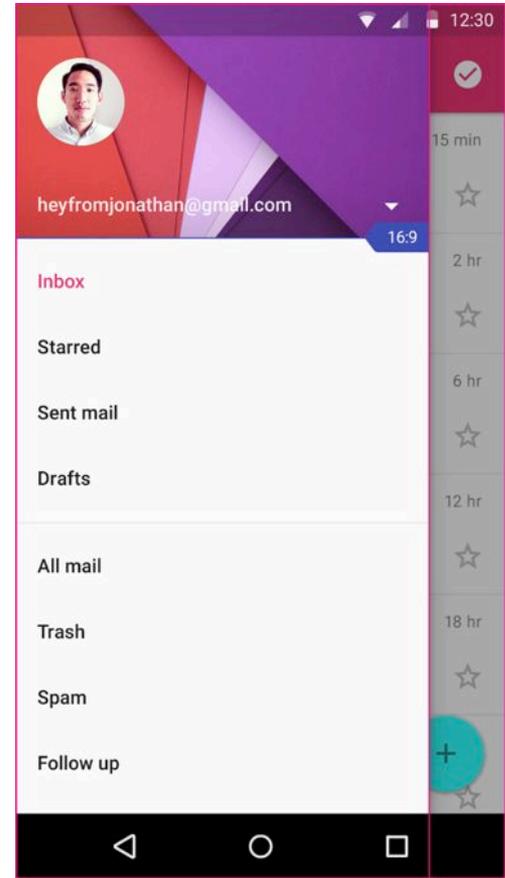
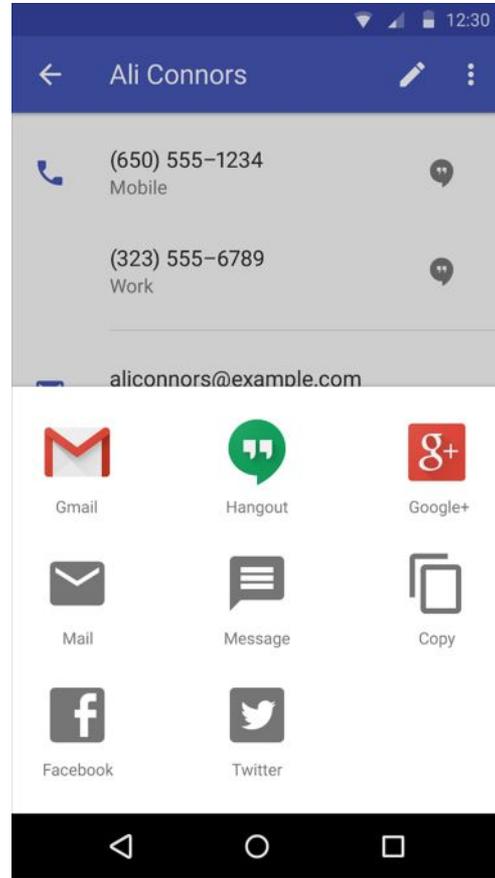
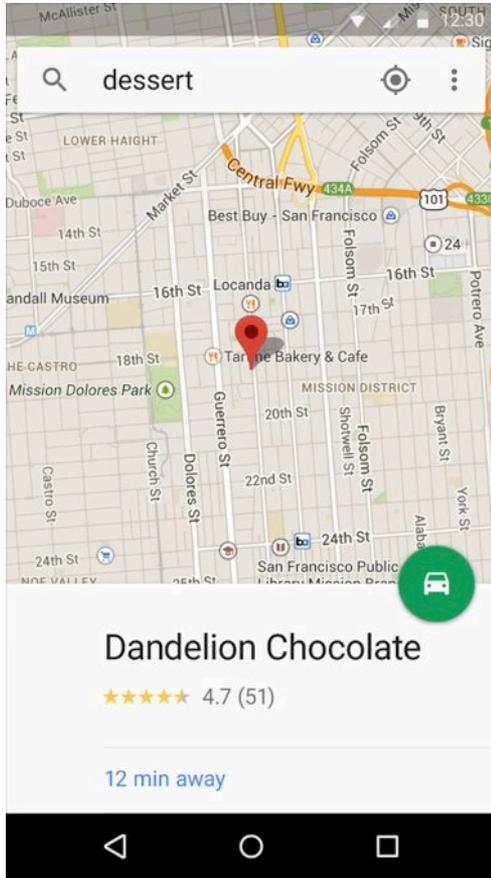
- Stock imagery has gotten quite ubiquitous
- Poorly chosen stock photography can invoke fakeness
- Use of custom imagery will insure no one else will have those same photos or illustrations on their site
- Professionally shot photography can have realness that can't be duplicated
- Stylizing or working with stylized photography, illustrations or typography can also be a trick to work more with less
- Keep it real but avoid the literal

A comic book illustration of Spider-Man in his red and blue suit, standing in a gym and lifting a large barbell. He is in a wide, powerful stance. In the background, Thor, wearing his blue and red armor and a horned helmet, and the Hulk, in his green and purple attire, are watching. The scene is set in a gym with purple and pink wall panels.

DEPTH, WEIGHT & LAYERS



ios 7/8



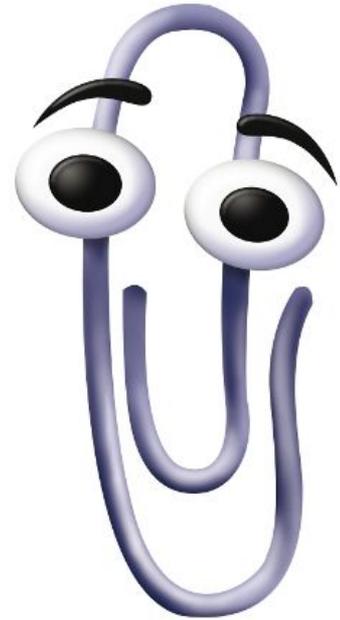
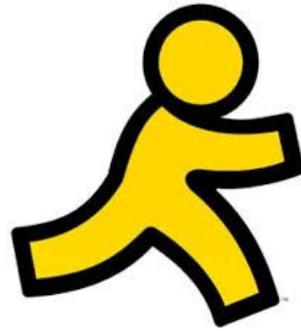
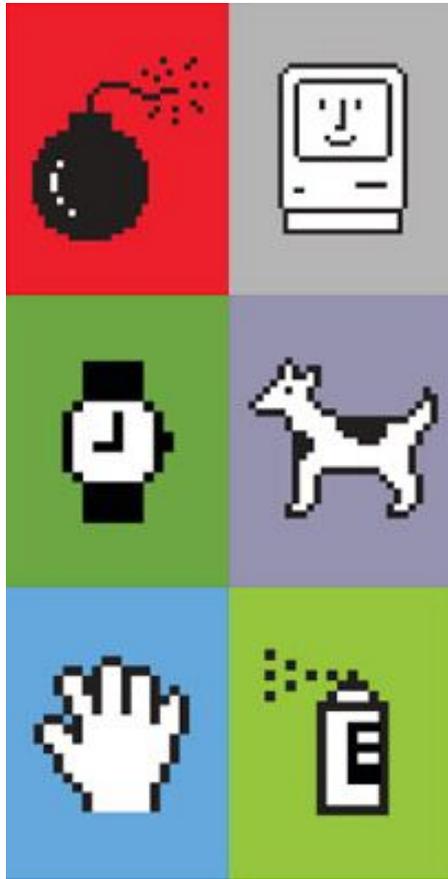
Android 5 “Material Design”

Depth, Weight & Layers

- The rise of minimalism and flat design over skeuomorphism has made adding depth, weight and layer more important in digital design
- The goal to make otherwise 'flat' elements like a card or menu feel like physical object
- More than looking interesting and cool, emulating physical presence can help improve user interactive experience.
- Examples include:
 - Momentum scrolling to help situate ones place on a page
 - Subtle translucency to help determine place & layer in the interface
 - Faux depth of field to endow focus to buttons and message



PLAYFULNESS AND PERSONALITY



Early Days of Computer Fun



AUG 14 | ELVIS WEEK



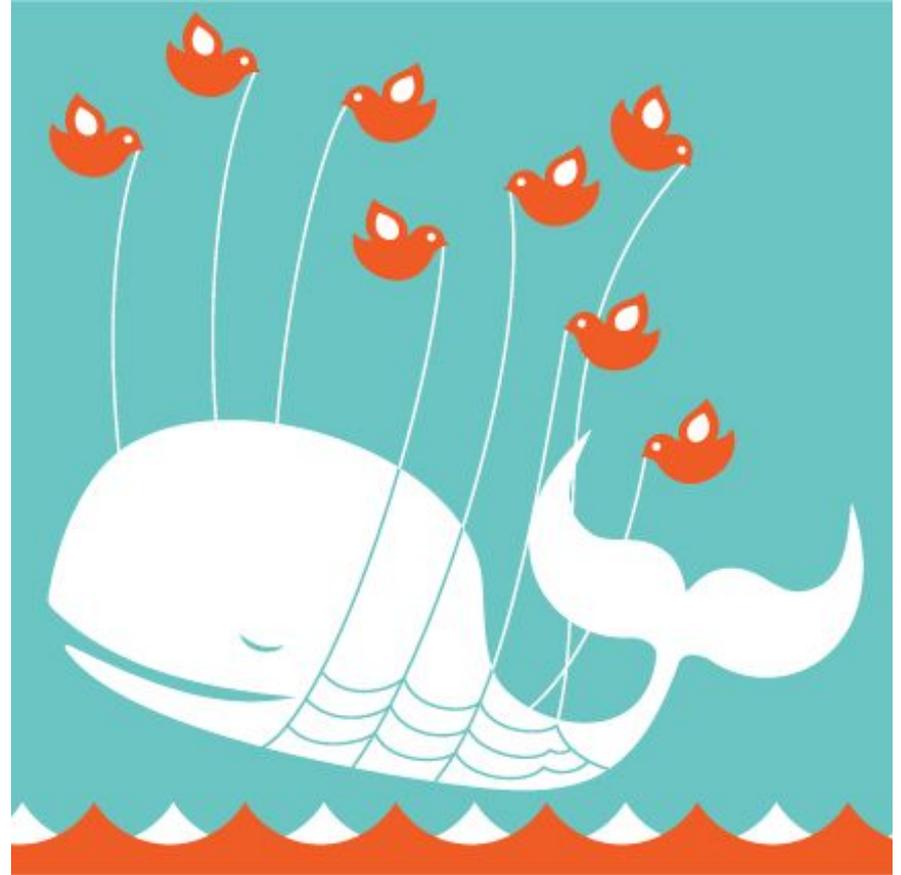
AUG 5 | MARS ROVER LANDS



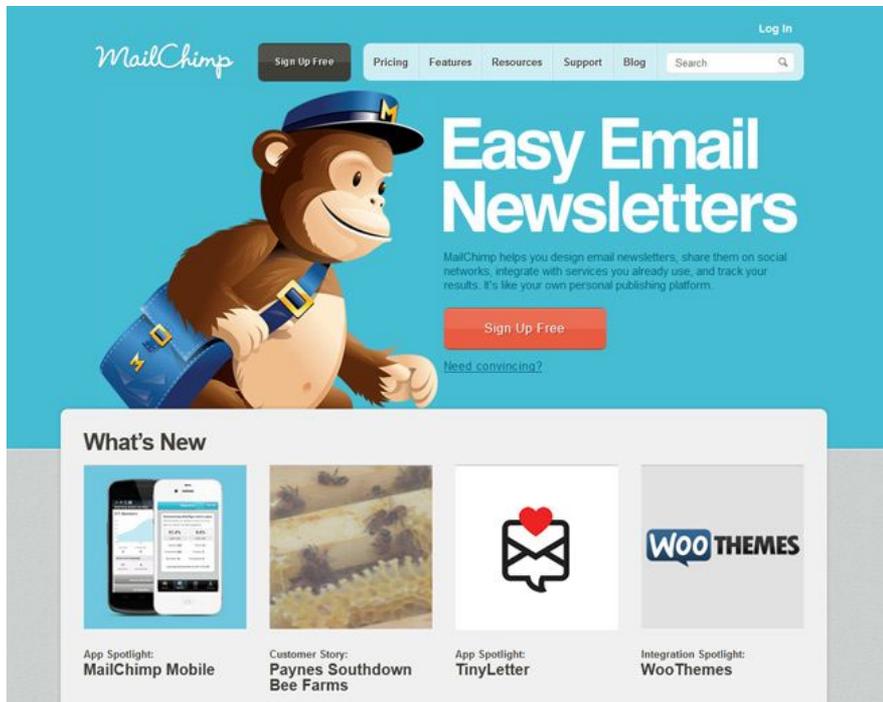
JULY 14 | BASTILLE DAY



JULY 29 | DELTA AQUARID METEOR SHOWER



Not too long ago



MailChimp

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Sign Up Free

Pricing Features Resources Support Blog Search

Easy Email Newsletters

MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

Sign Up Free

[Need convincing?](#)

What's New



App Spotlight:
MailChimp Mobile



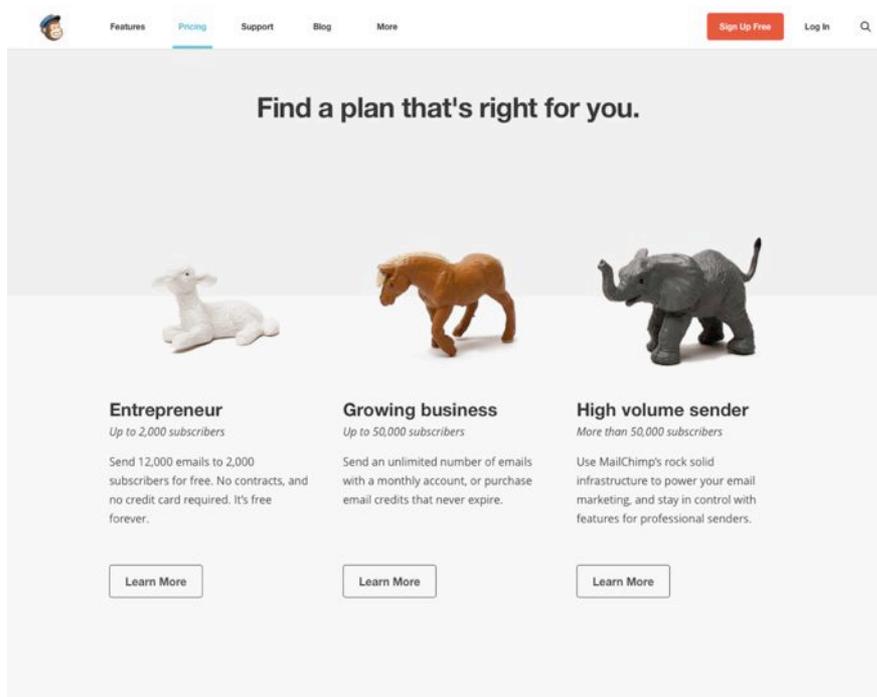
Customer Story:
Paynes Southdown Bee Farms



App Spotlight:
TinyLetter



Integration Spotlight:
WooThemes



Features **Pricing** Support Blog More

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Find a plan that's right for you.







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Send 12,000 emails to 2,000 subscribers for free. No contracts, and no credit card required. It's free forever.

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Up to 50,000 subscribers

Send an unlimited number of emails with a monthly account, or purchase email credits that never expire.

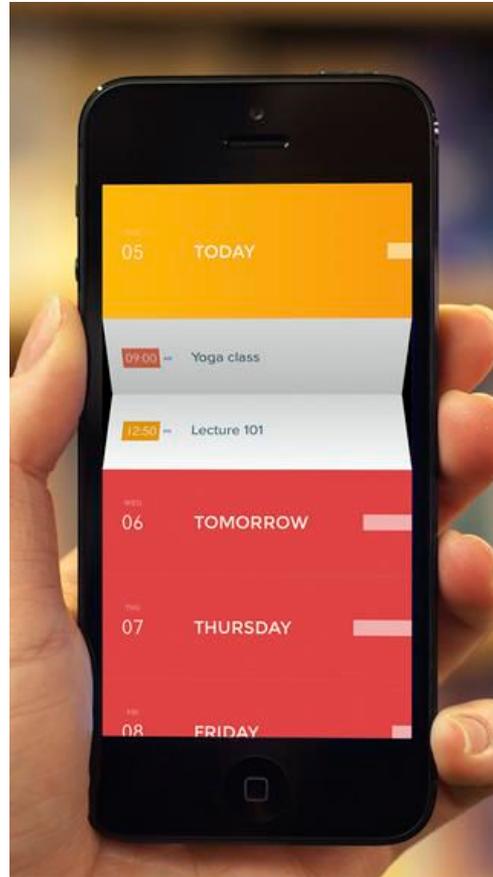
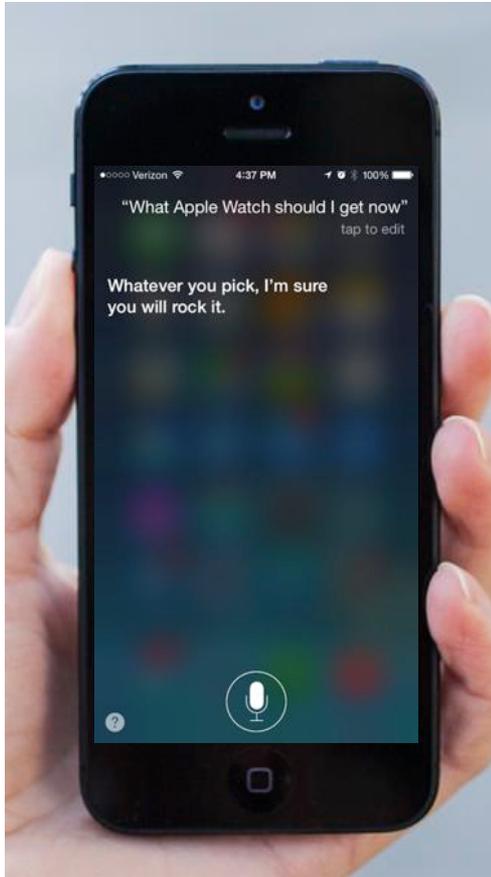
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High volume sender
More than 50,000 subscribers

Use MailChimp's rock solid infrastructure to power your email marketing, and stay in control with features for professional senders.

Learn More

Monkeying Around

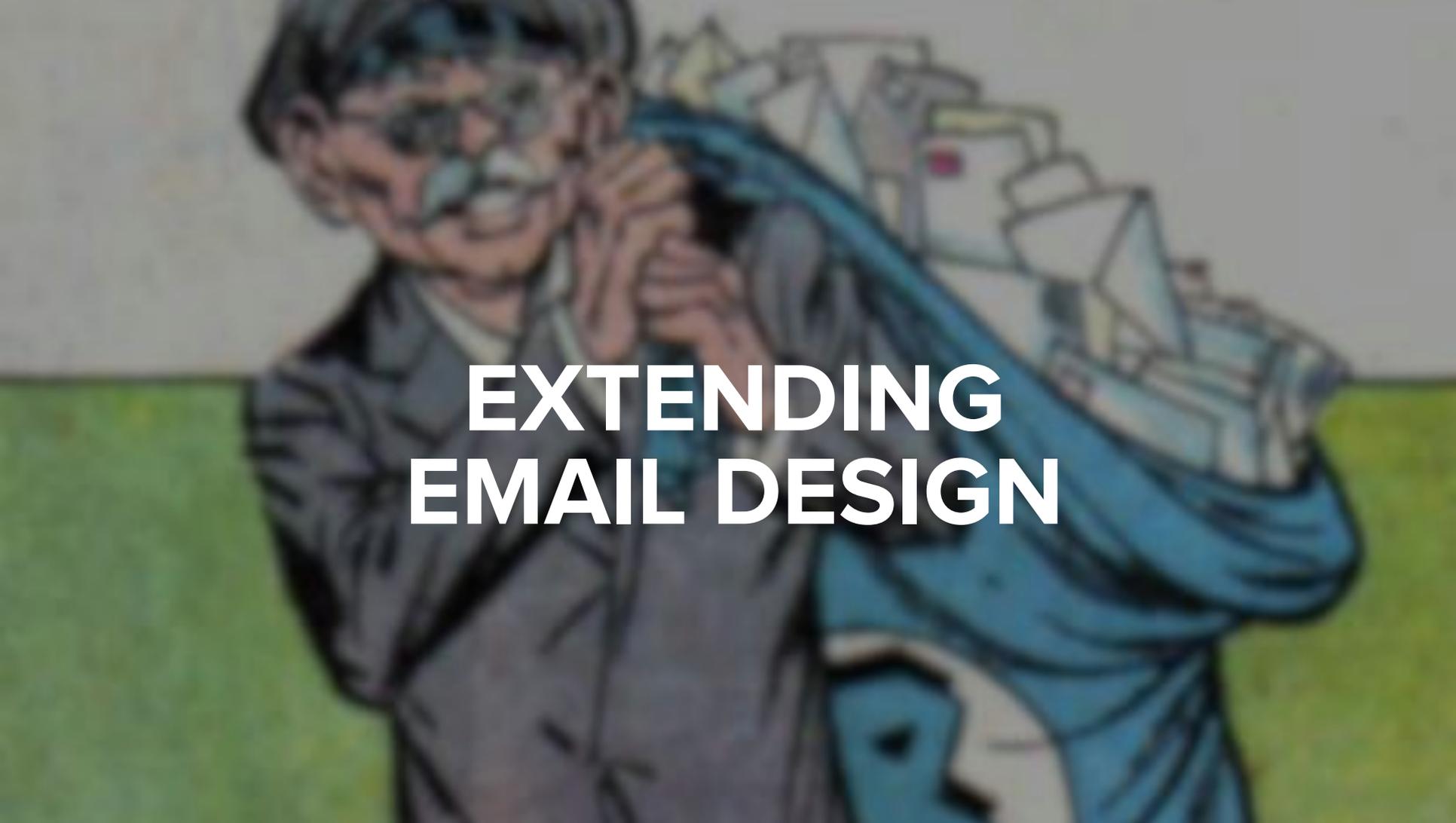


Apps

Playfulness and Personality

- Computer software have always dabbled in playfulness: Easter Eggs, Original Mac Icons, even the hated Clippy
- With digital experiences being a critical part of our every day lives it is more important than ever to make sure these experiences are enjoyable to use.
- Brighter colors, humorous copy, little bits of the unexpected. So long as these elements don't get in the way, they make digital platforms more delight to use.
- Examples of personality permeate in the multitude of digital platforms today

MOVING FORWARD

A cartoon illustration of a man with glasses and a mustache, wearing a grey suit jacket and a light-colored shirt. He is carrying a large, overflowing stack of papers and folders over his right shoulder. The stack is tall and colorful, with various shades of blue, white, and yellow. The man is looking towards the viewer with a slight smile. The background is a simple green field and a grey sky.

EXTENDING EMAIL DESIGN

Introducing Hydrance Optimale Hydrating Serum

Having trouble viewing the images below? [Click here](#) to read the web version.

EAU THERMALE
Avène

ABOUT YOUR SKIN	PRODUCTS	THERMAL SPRING WATER
ABOUT AVÈNE	PRESS	WHERE TO BUY

Go ahead, treat your skin.

NEW!

**HYDRANCE OPTIMALE
HYDRATING SERUM**

Keeps skin perfectly hydrated
and radiant around the clock

77%
Avène Thermale
Spring Water

**24h
HYDRATION**

**+41.9%
HYDRATION***
AFTER 22 DAYS OF USE

CLINICALLY SHOWN EFFICACY:**

- ✓ Skin looks revitalized: 90%
- ✓ Fine lines caused by dehydration appear smoother: 93%
- ✓ Skin is soothed: 93%

Having trouble viewing the images below? Try [web version](#)

EAU THERMALE
Avène

Go ahead, treat your skin.

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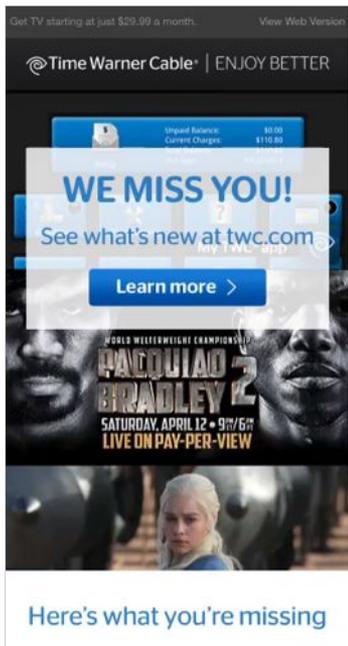
**24h
HYDRATION**

**+41.9%
HYDRATION***
AFTER 22 DAYS OF USE

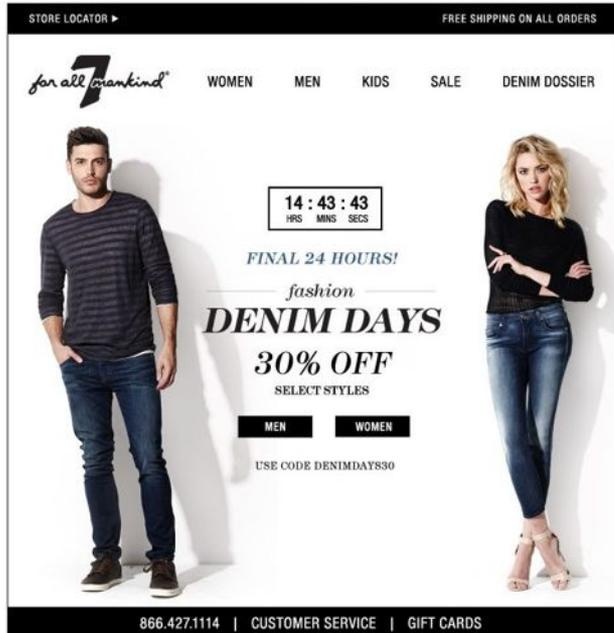
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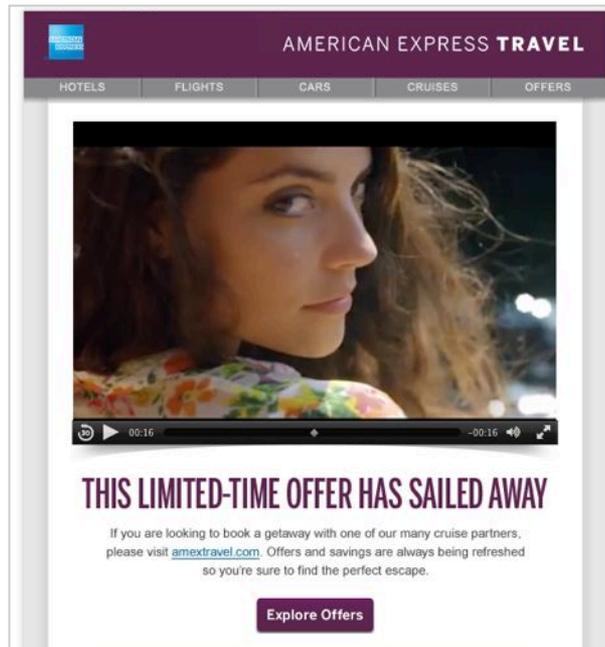
Responsive/Adaptive



CSS Animations



"On they fly" elements such as a countdown clock



Inline Video Video plays inside the email

Other Dynamic Effects



Interaction with an app

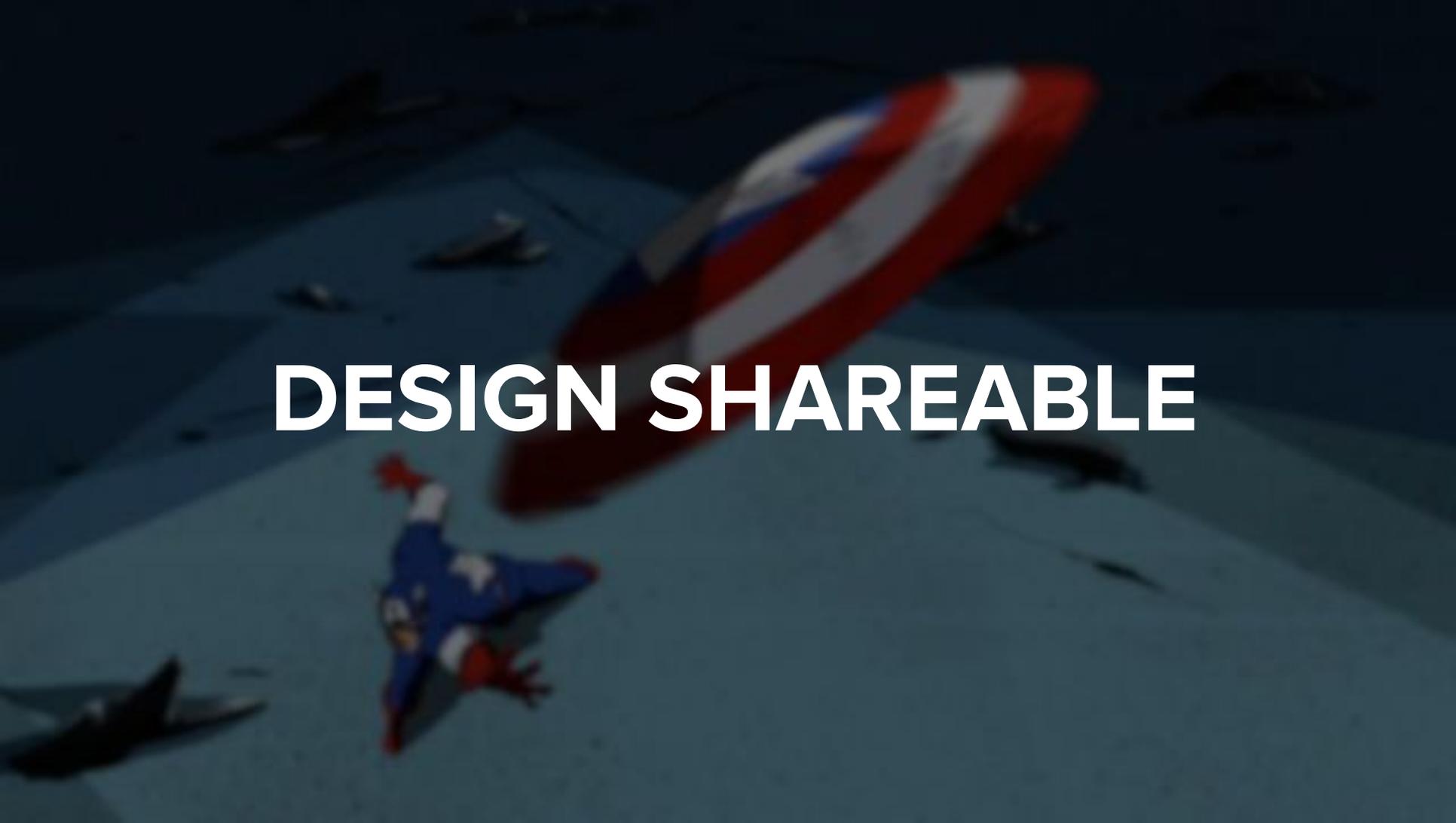


Animation of fashion model

Animated GIFs

Extending Email Design

- Majority of all email opens is often happening on mobile
- Responsive/adaptive emails are being deployed so that they may display nicely on desktop and mobile
- CSS animations, other effects and features are making their way into platforms that support them especially mobile
- Animated GIF has returned with a vengeance

A blurred image of Captain America's shield and uniform lying on a blue surface. The shield is in the upper right, and the uniform is in the lower left. The text "DESIGN SHAREABLE" is overlaid in the center.

DESIGN SHAREABLE

Design Shareable

- Content that gets someone's attention is great, but getting someone to pass along that content is even better
- Design attributes to consider to increase shareability:
 - Makes the person sharing it look smarter
 - Remind us of something, evokes familiarity
 - Elicit emotion
 - Make distinguishing and memorable
 - Gives utility
 - Tells a story



Budweiser-Puppy-Love



Unskippable - GEICO - YouTube

Emotion/Humor

Search T Q Have an account? Log in

 **Oreo Cookie** 
@Oreo 

Power out? No problem.



YOU CAN STILL DUNK IN THE DARK 

RETWEETS 15,610 FAVORITES 6,595 

5:48 PM - 3 Feb 2013

Search T Q Have an account? Log in

 **McDonald's** 
@McDonalds 

Lovin' that lifetime of daddy-daughter time in @Toyota's powerful spot. RT & you could win a new 2015 Toyota Camry



18+, US Only, Click Learn More for Official Rules
lovinwins.com 

RETWEETS 10,139 FAVORITES 1,187 

5:16 PM - 1 Feb 2015

 **Renee Ruiz** @Chytan02 · Feb 1
@McDonalds @Toyota cool car
   

 **Wendy Rafferty** @wendykrafferty · Feb 1
@McDonalds @Toyota Wow! Would be so nice for my Mom!
   

 **Ani** @antaniait · Feb 1
@McDonalds @Toyota ❤️❤️❤️ Awesome!! ❤️❤️❤️ Thanks for the opportunity! :)
  1  

Timely/Incentive

Instagram

Log in



natgeo
4 months ago

Photo by @argonautphoto (Aaron Huey). Skiing past icy glacial pools in the #GreatRuthGorge, #DenaliNationalPark. Shot on assignment for an upcoming @natgeo feature on the Park.

Follow

Instagram

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chobani
3 months ago

A toast to sweet & savory breakfast. Click link in profile for these #madewithchobani #toast #recipes!

okaylen_design, fitnessmotivation.ig, shakia2787 and 3,042 others like this.

Visually Compelling



Follow

GOYA Foods

www.GOYA.com

The premier source for authentic Latino cuisine, Goya Foods is the largest, Hispanic-owned food company in the US. If it's GOYA it has to be good!

36
Boards

1,872
Pins

60
Likes

6,390
Followers

114
Following

Cinco de Mayo



Follow

Spring has Sprung!



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Starters & Salads



Follow

Summer Grilling



Follow

Quick & Easy Meals



Follow

We Heart Empanadas



Follow

Hispanic Heritage



Follow

Entertaining Inspiration



112

Save Room for Dessert!



68

Soups and Stews



26

Blogger Eats



27

Vegetarian Dishes



17

Tasty Side Dishes



17

Comfort Food



35

Appetite Appeal

The background of the image is a grid of Iron Man suits, each standing on a circular platform. The suits are arranged in a 3x5 grid, with some suits appearing slightly more prominent than others. The entire scene is bathed in a deep blue light, creating a futuristic and high-tech atmosphere. The suits are in various poses, some standing upright and others in more dynamic, action-oriented stances. The lighting highlights the metallic textures and the iconic arc reactor on the chest of the suits.

PRIVACY & SECURITY

 JPMorgan Chase

Neiman Marcus

 Michaels[®]

 TARGET



Data Breaches

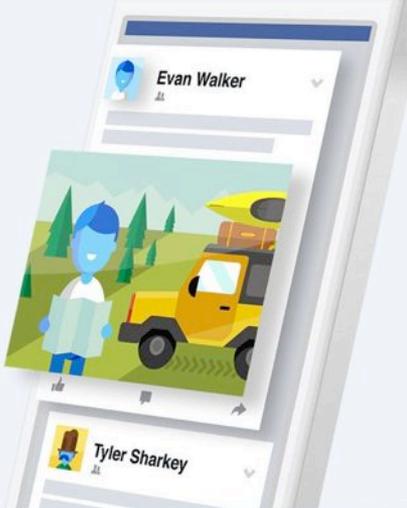
fb privacy basics

Data Policy Help Center Settings Log In

You're in charge.

We're here to help you get the experience you want. Learn about ways to protect your privacy on Facebook.

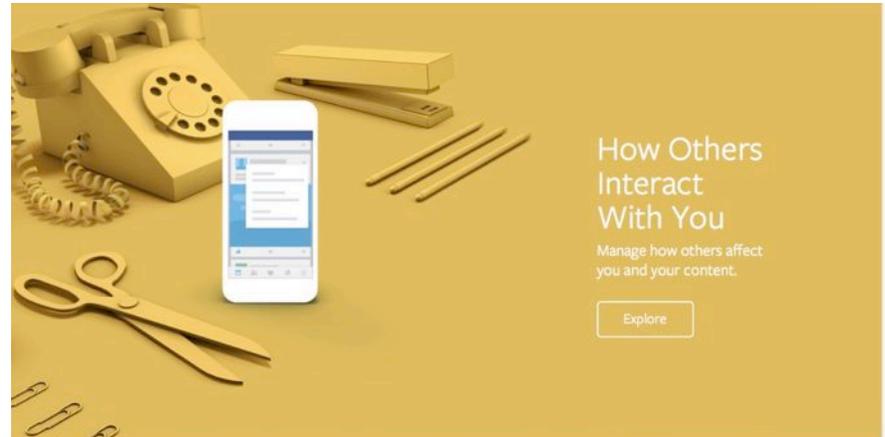
- > What Others See About You
- > How Others Interact With You
- > What You See
- > How to Keep Your Account Secure
- > Read our Data Policy



What Others See About You

Take control over who sees what you share on Facebook.

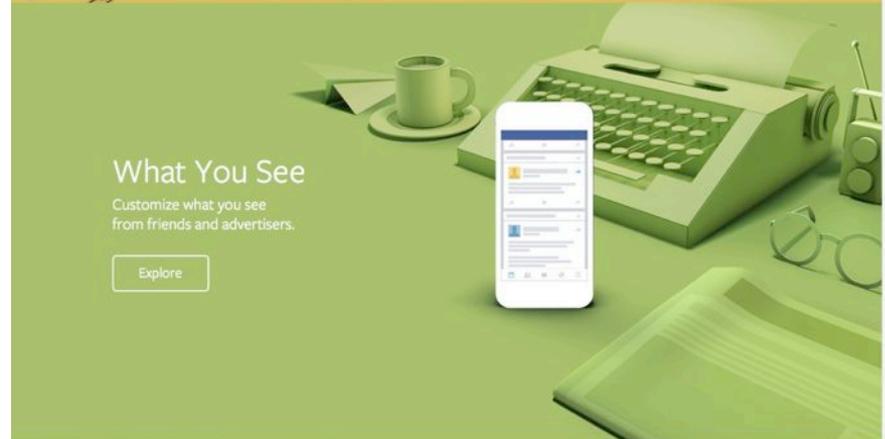
Explore



How Others Interact With You

Manage how others affect you and your content.

Explore



What You See

Customize what you see from friends and advertisers.

Explore

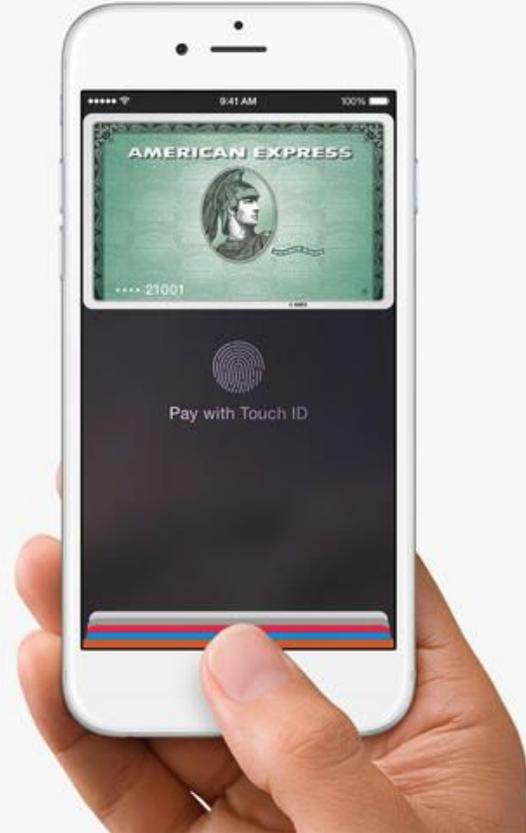
Facebook Privacy Page



2-step verification

Help keep the bad guys out of your account by using both your password *and* your phone.

[Get Started](#)



2-Step Verification/Touch ID

Privacy & Security

- At the dawn of ecommerce, digital designers took pains to message to users that use of their credit cards online was safe and secure
- Fast forward to this post-Snowden world where hacker breaches seem to be happening on a daily basis, the need to design with privacy and security in mind is paramount once again
- Example considerations include:
 - Disclose in plain speak what information collecting and why (user benefits)
 - Two factor authentication
 - Biometric forms of identification (e.g. Apple Touch ID)
 - COPPA (Children's Online Privacy Protection) compliance

The image displays a 2x3 grid of comic book covers. The top row features Cyclops, Storm, and Wolverine. The bottom row features Professor X, Rogue, and Wolverine. The central text 'GLANCES & CARDS' is overlaid on the grid.

GLANCES & CARDS



Philips Wake-Up Light

The Philips Wake-Up Light might be the least annoying alarm clock ever made. Combining pleasant bird chirps with a slowly brightening halogen lightbulb, this Light makes waking up at least a little less terrible.

AMAZON / \$99.95

BUY NOW



Lego AT-AT

If someone tells you LEGOs are for kids, first, you hit them squarely in the kneecaps. Then get back to building your AT-AT, the 1137-piece vehicle that puts to shame all the Star Wars figures you tried to build when you were a kid.

LEGO / \$109.99

BUY NOW

AMAZON / \$99.94

BUY NOW



Zojirushi NS-TSC10

This Zojirushi rice cooker is probably the best out there for frequent meals and for cooking healthy brown rice. If you know anyone who's about ready to graduate from ramen every night but can't quite afford regular nights out, this is the gift for them. It's delicious and nutritious! Maybe.

AMAZON / \$109.85

BUY NOW



Lumu

For advanced amateur photographers, a light meter quickly becomes an important purchase. Why not make it one that integrates with the iPhone and requires no power to operate?

LUMU / \$149

BUY NOW



75 Years of Marvel, by Roy Thomas

This massive, 700-page anthology of Marvel history is a must-buy for any comics fan. The book features original artwork, artist biographies, and the expert curation of former Marvel editor Roy Thomas. There's enough to get lost in for a few lifetimes.

AMAZON / \$115.87

BUY NOW



Sense sleep tracker

Sense is a sleep tracker with real sophistication: it also measures temperature, light, motion, humidity, sound, and even the level of pollen and dust in the air. You'll be sleeping like a champ in no time. And then you'll be a champion sleeper, which is cool.

HELLO / \$29

BUY NOW



Karma Go

Karma Go is a simple, elegant way to get online from anywhere and do a little good for those around you. Just pay \$14/CB, and get back to work.

YOUR KARMA / \$49

BUY NOW



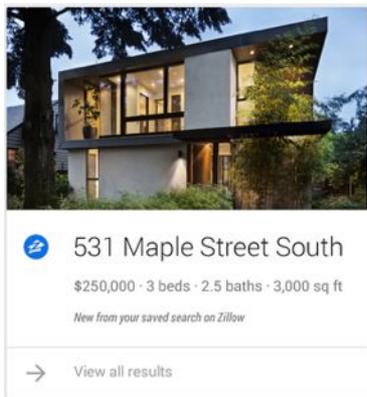
Aura H20

The Kindle might seem like the obvious e-reader choice this holiday season, but the H20 has some great stuff going for it, including Pocket integration and a waterproof design. Reading in the tub is totally back.

KOBO / \$79.99

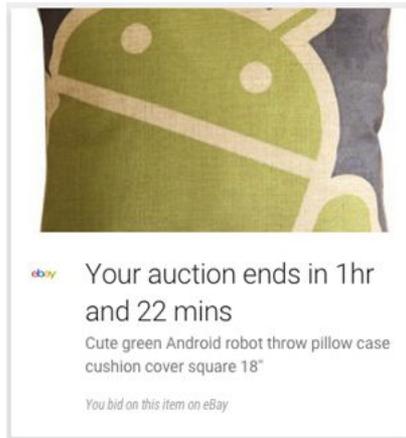
BUY NOW

The Verge (Holiday Gift Guide)

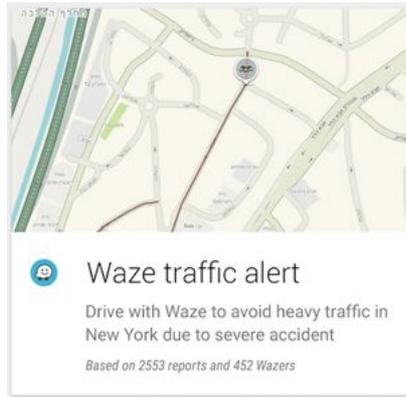


 **531 Maple Street South**
\$250,000 · 3 beds · 2.5 baths · 3,000 sq ft
New from your saved search on Zillow

→ View all results



 **Your auction ends in 1hr and 22 mins**
Cute green Android robot throw pillow case cushion cover square 18"
You bid on this item on eBay



 **Waze traffic alert**
Drive with Waze to avoid heavy traffic in New York due to severe accident
Based on 2553 reports and 452 Wazers



San Francisco 

 **63°**

	TUE	WED	THU	FRI
SCATTERED CLOUDS				
5mph	68°	67°	65°	57°
10%	48°	44°	48°	46°

Google Now Cards



Apple Watch Glances

Glances & Cards

- Users are increasingly inundated with a firehose of information and increasingly want to, heck need to, to see relevant information at a glance
- This information stored in cards or glances contain short texts, images and interaction button(s) to convert a transaction or dive deeper for more info
- Grid based web layouts, mobile phones, Nest thermostats, Apple watch smart watches: all require the serving and display of bite sized information

"The whole is greater than the sum of its parts."

- Aristotle

A photograph of a person and a child jumping over two green armchairs in a bright, modern living room. The person is on the left, wearing light-colored pants, and the child is on the right, wearing shorts. The room has large windows with white curtains and a light-colored floor. The text "THANK YOU" is overlaid in the center in a large, white, sans-serif font.

THANK YOU

flightpath.com