

Design Trends and Responsive Design

and a few other goodies



BLUE ZOO™

C R E A T I V E

www.bluezoocreative.com

About Us

Eric Huber

- 25 years as a graphic designer for small businesses to Fortune 100 companies as well as international companies (Tyson, Eureka Springs Tourism Commission)
- 18 years Marketing, advertising, as well as graphic design
- Art Degree from Hendrix College
- Award winning designs
- Board Member and part-time Instructor for the New Design School



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About Us

Collin Condray

- 16 years experience in web development
- Web developer
- Programmer
- Retail data analysis for multi- billion dollar companies (3M and Tyson)
- Social media marketing
 - Agency experience with Collective Bias and Saatchi X
 - Local speaker at University of Arkansas, JBU, & Webster University



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About Us

Morgan Bibbs

Art Director

Morgan has been a passionate student of design at the University of Arkansas (UA).

She is one of our WordPress fanatics and uses Photoshop to design as well as codes and integrates functionality for the best user interface experience.

She also handles our print graphic design and book layouts.



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Our Zoo Crew



From Left: Collin, Morgan, Eric, Megan,
Whitney, Brad, Dianne and Gabriel



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Website Wireframe Layout

Logo

Navigation Links

```
ma
3 }
9 a:lin
10 c
11 t
12 }
13 a:vi
14
15
16 }
17
18 {
19 t:3
20 op:30
21 width
22 heigh
23 z-inc
```

LOGO

NAV

MAIN IMAGE

A Moment About Design



Good Design


Béance DISCOVER JOBS Hiring Talent? **Post Job** Sign Up Log In

Showcase & Discover Creative Work


Facebook Adobe ID LinkedIn Google+ Email [Want to Learn More? >](#)

All Creative Fields Featured Worldwide **PROJECTS** WIP







Les derniers
by **NIELLY FRANCOISE**
Fine Arts, Illustration, Painting
381 likes 2171 views



Vanity of Man
by **Britton Britton**
Fashion, Graphic Design, Phot...
498 likes 5099 views




etapes App
by **Martin Drozdowski**
Branding, Interaction Design, ...
522 likes 6362 views

POPULAR CREATIVE FIELDS

- Graphic Design
- Photography
- Interaction Design
- Art Direction
- Illustration

Search..

FILTER BY

SCHOOL 



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Good Design

change.org Start a petition Browse Search Login or Sign Up

The world's petition platform.
What will you change?


[Start a petition](#)

Victories



Happening now

196 countries · 193,954,046 signatures · Thousands of victories



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THE NEW YORKER

EVERY ISSUE. EVERY STORY. EVERY DEVICE. [Try for free](#)

- * SUBSCRIBE
- * RENEW
- * GIVE A GIFT
- * INTERNATIONAL ORDERS

SUBSCRIBE | MAGAZINE | NEWS | CULTURE | POLITICS | BOOKS | SCIENCE & TECH | BUSINESS | CARTOONS | VIDEO

ARCHIVE | PHOTO BOOTH | DAILY SHOUTS | PAGE-TURNER | DAILY COMMENT | AMY DAVIDSON | JOHN CASSIDY | BOROWITZ | AUDIO

NEWS DESK

THE ZIMMERMAN NON-RIOTS

BY JELANI COBB

The predictions of violence after the Trayvon Martin verdict echoed how responsibility for Martin's death was shifted onto his own shoulders...

COBB: GEORGE ZIMMERMAN, NOT GUILTY
RACIAL PROFILING ON TRIAL

WELCOME | SIGN IN | HELP | REGISTER

Search Web site

MOST POPULAR | MOST E-MAILED | THIS ISSUE

Advertisement

A thriving travel sector could take your portfolio to new heights.

Learn how you can make trends like this part of your investment strategy ▶

HSBC Premier

EVERY ISSUE. EVERY STORY. EVERY DEVICE. [Try for free](#)

NEWS DESK

HOW TO GET DOPING OUT OF TRACK
BY NICHOLAS THOMPSON

Plus: The D.O.J.'s new rules for pursuing reporters.

CULTURE DESK

THE STEADY JOY OF "THIS GREAT COUNTRY"
BY HILTON ALS

Plus: On location for the summer.



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Bad Design

CLICK HERE TO SIGN YVETTE'S GUEST-BOOK !!

Yvette's Fashion Models!!
click here~*

Yvette's has Gorgeous Gowns full figure!!
click here

Jewelry, Pearls, Swarovski Crystals, Necklaces, Earrings, Bracelets, Aurora Borealis Stones

Miss Sunshine Pageant Pageants

Welcome to Yvette's !!!

Established 1980

Sensational !! ~*

Yvette's Bridal Gowns

Yvette's is here for YOU !! ~*~*~*

Celebrate! Prom !!!!!!! ~*~*~*

Apple Pie , please click here ~*

Yvette's sells Kitty Chen Couture, click here ~*Sensational !!~*
***** Fashion Label~*

Nous aimons la France.

Tuxedo rentals starting @ \$65.00 ~*

Yvette's phone number: (850)-871-3000

Yvette's Loves You !! ~* Yvette's Loves You email Yvette's!
click here!

ENTER YVETTE'S ~*~*Pink Links to Your DESIGNERS~*

Follow the Pink Links to Yvette's !! ~*~*~*

Yvette's sells tuxedos !!

BRIDAL FORMAL PAGEANT PROM HOMECOMING CRUISE HOLIDAY CELEBRATE

Lauren, Brooke & Brittany trying on Gowns @ Yvette's, click here

Invitations !!
please click here ~*

Easy Yvette's Navigation !! ~*
please click here !! ~*~*~*~*~*~*

Yvette's Paintings for sale !!, please click here !! ~*

우리는 한국을 사랑한다.
Call to Artists !! ~* please click here !! ~*

我們愛中國。

Yvette's habla poquito espanola !! ~*

私達は日本を愛する。

Designer Fabrique~*

prom dress



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 23 Stores [Index](#) [Technology-Gadgets](#) [Index](#) [electrical](#) [network](#) [Forbruker Elektronikk](#)





[Index](#)
[Aquarium](#)
[Alarm](#)
[Alcohol Test](#)
[ATV](#)
[Moped](#)
[Electric ATV](#)
[Video Glasses](#)
[Electric Car](#)
[Camera](#)
[Rakett-Fly](#)
[RC Products](#)
[Robot Dog](#)
[Robot Vacuum Cleaner](#)
[robot](#)


Electric ATV (60V/2100watt) for Children & Adults.
 £ 3,998.-


44-Language Speaking Over Brunettes
 £ 1,998.-


Lynx Helicopter w/ Farge-Monitor
 £ 1,998.-


Video Glasses with 3D & VR
 £ 1,198.-


Electric Car, Toy-Rider
 at \$ 89,998.-


Original Enzo Ferrari
 £ 2,499.-


Electric ATV 4WD
 £ 3,998.-


Electric Car for Children, Youth & Adults
 £ 1,798.-


Electric Car for Children, Youth & Adults
 £ 3,998.-


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 £ 3,998.-


Electric Car for Children, Youth & Adults
 £ 3,998.-


Humanoid-Robot.
 £ 79,860.-


Air jekk (4.2 tonn) for Car or Bat


Wireless Micro Farge-Camera sett
 £ 399.-


Dinosaur-Robot. Liver
 £ 2,998.-


RC Tank in Metall (55 cm) with Air Cannons
 from £ 998.-


4WD Truck 2.4 Ghz RC
 from £ 2398.-


EL Scooter 5000 watts
 £ 29,998.-


RC Fly-Båt 70 cm long
 at \$ 1,299.-


Styreenhet & Distributors of Car
 from £ 998.-


RC Fly-Båt 70 cm long
 at \$ 1,299.-


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Bad Design

Search MrBottles:
Letters, numbers, and spaces valid for search

Services of Interest
CONTACT HOME

Bottle Talk

Need an Appraisal?

SITE LAST UPDATED:
1/06/13

BIG NEWS Sunday February 10th is the Milwaukee Bottle and Advertising Club Annual Show at the Country Inn on 1-94 in Waukesha County. It is a chance to see some incredibly cool stuff, meet some great people and hopefully improve your collection. I'll have a few cool show and tell items and some pretty nice stuff for sale. Stop and say HI. I will have big **JOINING THE CLUB** now displays on my table.

Support mrbottles.com Buy Your T-Shirt Today

01/06/2013 Nate continues to add Wisconsin Antique bottle images. I am adding them regularly too. Even a new Hall Of Famer.

01/06/2013 I look forward to seeing long time collectors and meeting new ones. Stop by on 01/06/2012 An Antique Wisconsin Oakton Mineral Spring Water Jug, A nicely decorated Maxfield butter churn and a Hermann cobalt flowered crock just turned up. These very nice people I recently met went to buy an oil painting. As they walked around the home of the owner they realized there was all sort of old things. Knowing the guy was moving out of the house and had no interest in the antique paintings they asked what he was doing with the stone ware. He said everything is for sale. The asking price for the crock was \$5 apiece. As usual... I paid more, A LOT more. All three will be in the galleries soon. New items are going up all the time. Nate continues to plug away and I am getting them in. There are lots of good things happening in the collecting world including the Milwaukee Antique Bottle Club taking a proactive role in promoting antique bottle collecting for 2013.

12/12/2012 It is actually hard to believe some of the great antique bottles and stoneware that show up. Look at this non-identical Dr Bourbon's Aromatic Forest Bitters from Madison. Found in an antique shop for \$20 with an 18%...

Antique Auction Bottles & More Older Than 50 Years

Stoneware

Return to Top



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What Makes Great Design?

- Catches attention
- Communicates
- Inspires action

Additionally, it's easy to...

- Use
- Read
- Understand



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What's Old is New

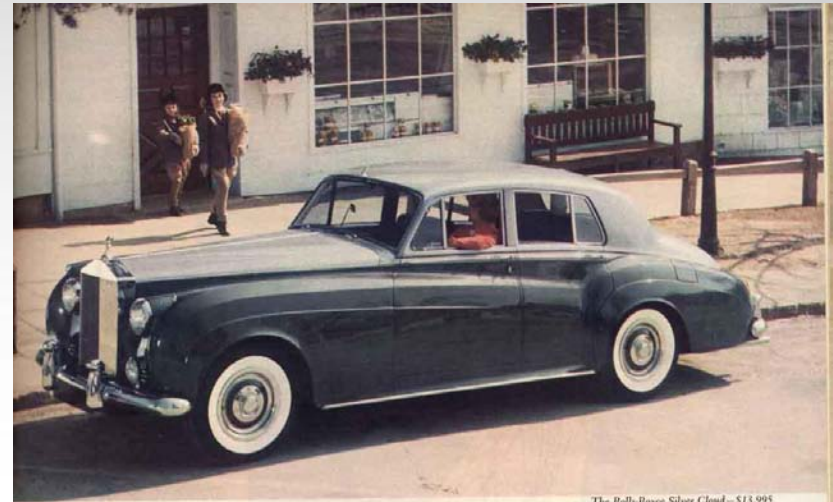
David Ogilvy's company spent millions in research that was proven to work.

- Imagery
- Copywriting
- Design

Resources:

- David Ogilvy, Ogilvy & Mather
- Jakob Nielsen, Uselt.com
- Rosser Reeves, *Reality in Advertising*

Don't reinvent the wheel!



The Rolls-Royce Silver Cloud—\$13,995

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *THE MOTOR*. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.
6. The Rolls-Royce is guaranteed for three

years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.

7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.

8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before nine coats of finishing paint go on.

9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.

10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.

11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very safe car—and also a very lively car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.
13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

PRICE. The Rolls-Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs \$13,995.

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

March 1959



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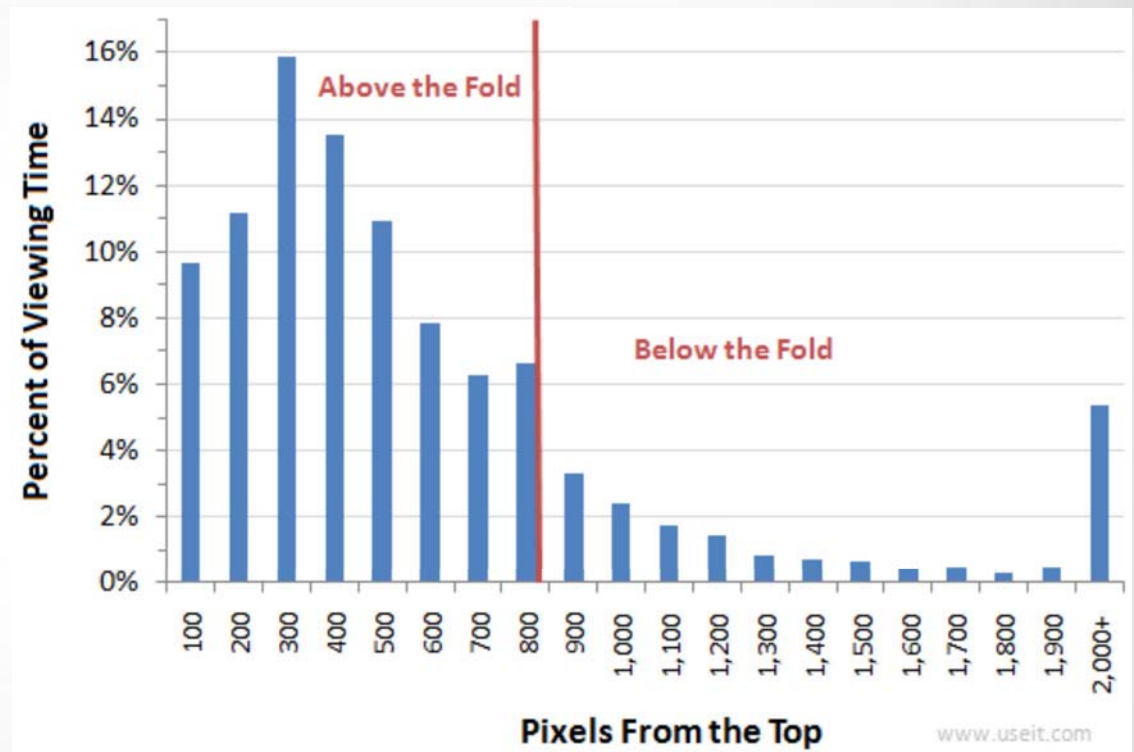
www.bluezoocreative.com

Above the 'Fold' Fallacy

It's true. 80% of users don't scroll.

Implications:

- Most important info above 800 pixels
- People WILL scroll if it's worth it.
- 'Reward' scrollers with something good at the bottom of the page
- Many sites have higher conversion rates at the BOTTOM!



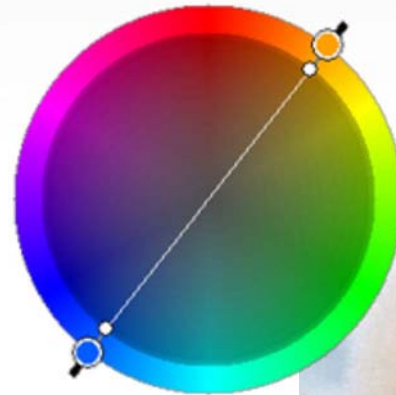
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Tricks and Tips

- Orange buttons
- Color for tone and psychology
- Images that elicit an emotional response
- Navigation Madness
 - Use common words. Don't make them think
- Awards vs Profits and Goals
- Call-to-Action

Click for FREE Consultation | ▶



Quit Monkeying Around!
Join the Zoo.



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WEBTRENDS

Responsive Design

Pixel Layout is Dead.

Designs must adapt to any device a person may be using. And the list of devices is growing. Not only do people view on computers, but smartphones, game systems, browser enabled televisions and even refrigerator panels.



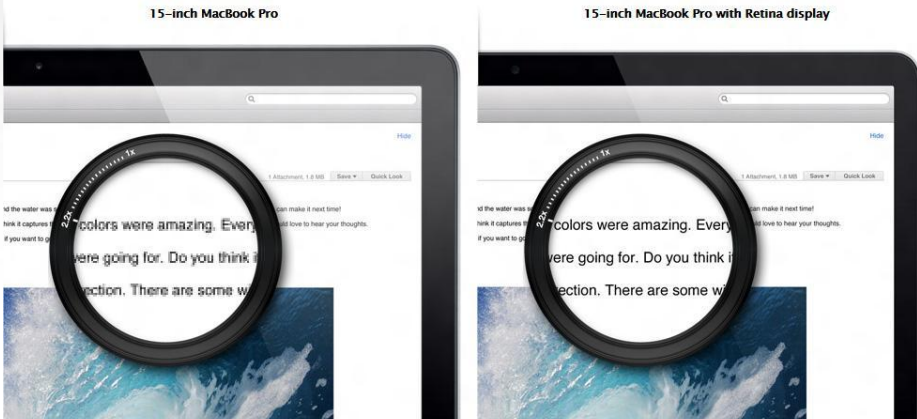
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Redesign for Retina

Raster, meet Vector

Apple's Retina display has made pixels hard to manage in photos. As the 'monitor' improves, imperfections show more clearly. People will then look for sites where the quality is obviously better.



The image shows two side-by-side views of a 15-inch MacBook Pro. The left view is labeled '15-inch MacBook Pro' and shows a magnified section of a webpage with a magnifying glass over a blurry image of water. The right view is labeled '15-inch MacBook Pro with Retina display' and shows the same magnified section with a sharp, high-resolution image of water, also with a magnifying glass.

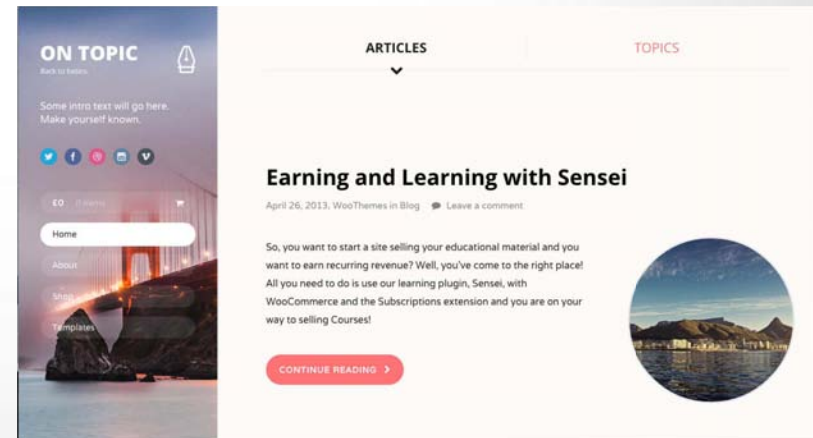
	Standard		Retina
CSS pixels	height: 2px width: 2px	=	height: 2px width: 2px
Device pixels		x4	



UX and Information Infrastructure

Sliders as Pages

As we vie for people's short attention spans, the rise of sliders as tours or even complete pages come into play. Additionally, fixed menu systems will return enabling people to navigate wherever they may roam.



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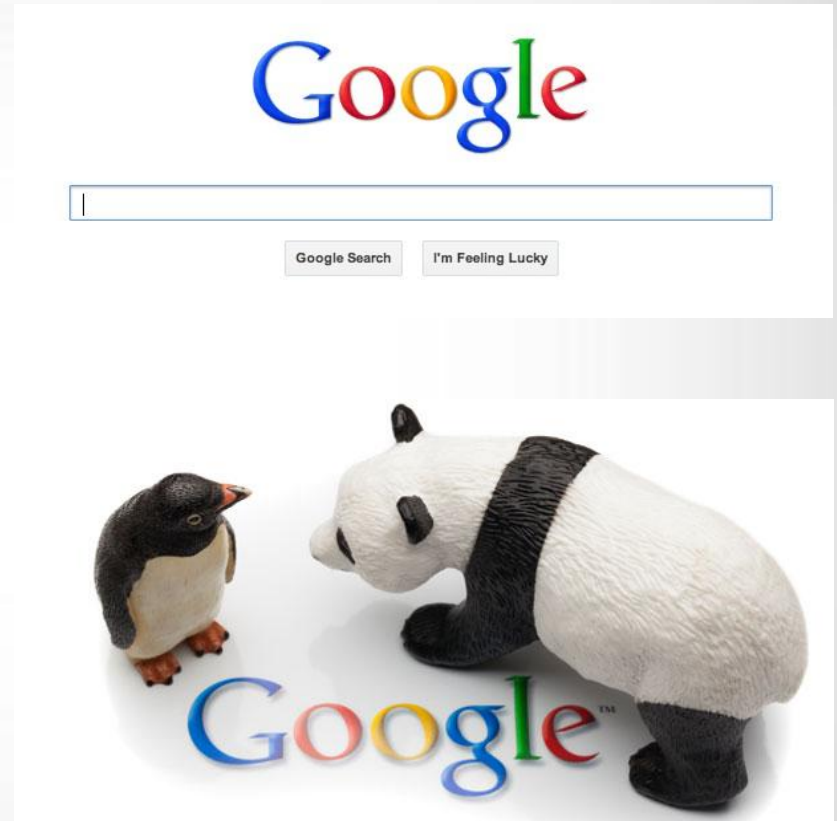
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Long Live the King

More Zoo Animals

Google rolled out Penguin 2.0 in May this year. About 2.3% of English-US queries were affected and targeted SPAM sites.

One thing is certain: solid, well written copy that educates, informs and is relevant to the site will win.



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Bigger is Better (so we hear)

Speed meets attention

With internet speeds increasing, websites are displaying much larger full screen images as well as taking headlines and copy up in size. This trend looks to be thriving and is a mix between posters and old newspaper headlines.



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Social Sharing "Like" Crazy

Beyond the "Like"

Once upon a time, there was a book called the "Kelly Blue Book" that allowed you, for a price, to see reviews on cars. Today, we're able to comment and share our experiences. This will become more integrated in websites and mobile.

Ride the Social Train to Success with Plugins

Categories: Marketing, Social Media, Social Networking, Team Tips



Integrating the right plugins can supercharge your social media and online success.

Plugins can increase your content engagement, brand awareness, social sharing and website ranking in



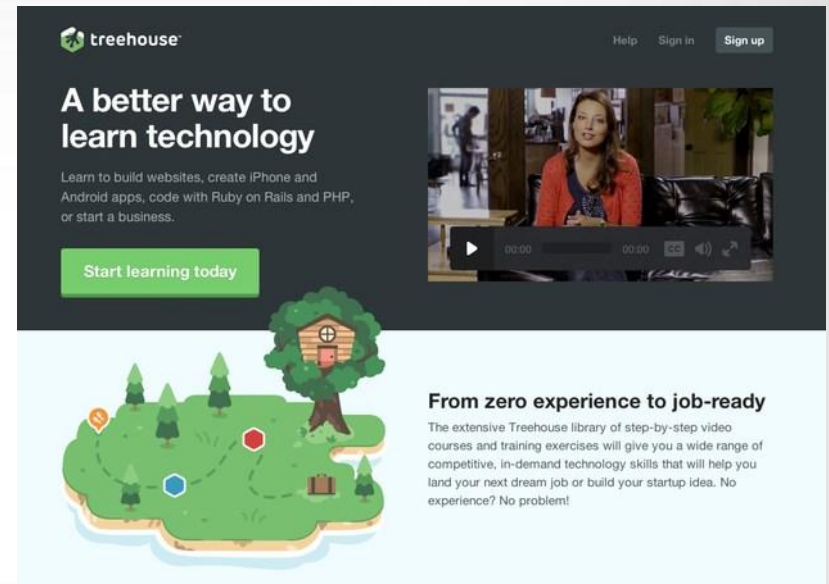
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Learning on Your Time Table

You Can Lead a Human to Water and They Will Drink

Web and Social education will rise and those who prove their effectiveness will stand out among all others. People, and managers, want to learn on their own or have a low cost way to train.



The screenshot shows the Treehouse website interface. At the top left is the 'treehouse' logo. To the right are links for 'Help', 'Sign In', and a 'Sign up' button. The main heading reads 'A better way to learn technology'. Below this is a sub-headline: 'Learn to build websites, create iPhone and Android apps, code with Ruby on Rails and PHP, or start a business.' A green button labeled 'Start learning today' is positioned below the text. To the right is a video player showing a woman speaking, with a progress bar at 00:00. Below the video player is a stylized illustration of a green island with a cabin, trees, and a path. To the right of the illustration is the text: 'From zero experience to job-ready' followed by a paragraph: 'The extensive Treehouse library of step-by-step video courses and training exercises will give you a wide range of competitive, in-demand technology skills that will help you land your next dream job or build your startup idea. No experience? No problem!'



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Shifting Perspective of the World

Imagination vs Knowledge

The sky is the limit, from Google Glasses, to 3D Printers that can replicate themselves, new ways of mixing technology with reality will be evolving.

Stand by. It's just going to get weirder and weirder.



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Much More in the Wind





RESPONSIVE DESIGN

Elements of Responsive Design

- Themes
- CSS
- Fonts
- Images
- Testing Your Site

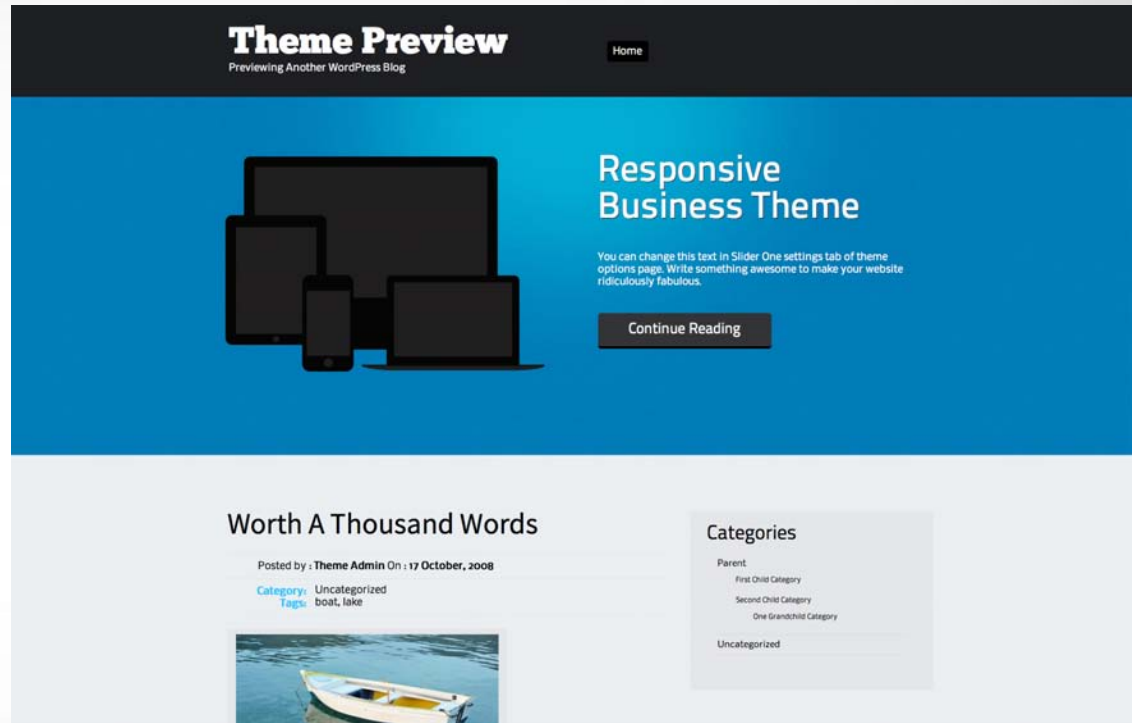


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Responsive Themes

- Wordpress has 346 responsive themes out of 1,894
- Be careful of customization
- **Look For:**
"flexible width"



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CSS for responsive layouts

- Fluid Layout Width
- Media Queries
- The information in a query only overwrites what you specify.
- Use percentages for all x (horizontal) values

```
#maincontent {
width:65%; <!-- 624px at 960px page width -->
}

#sidebar {
width:30%; <!-- 288px at 960px page width -->
}

#headline {
font-size: 1em;
font-weight:normal;
color: #fff;
}

@media screen and (max-width:768px) {

#headline {
font-size:2em;
}

}
```



Font Size and Weight

- 16px = 1em
- Ultra Light fonts don't size down well....
- Giant headlines don't look good on a mobile screen...

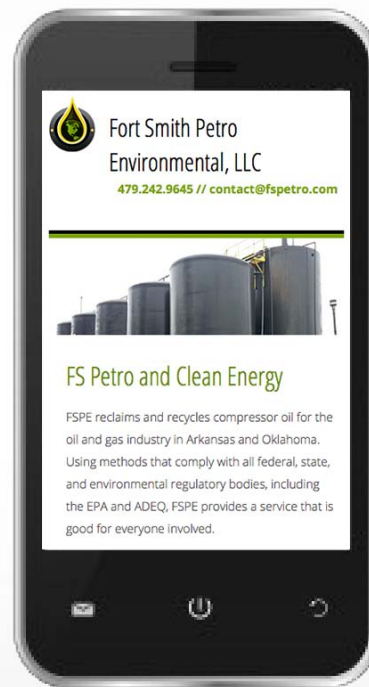
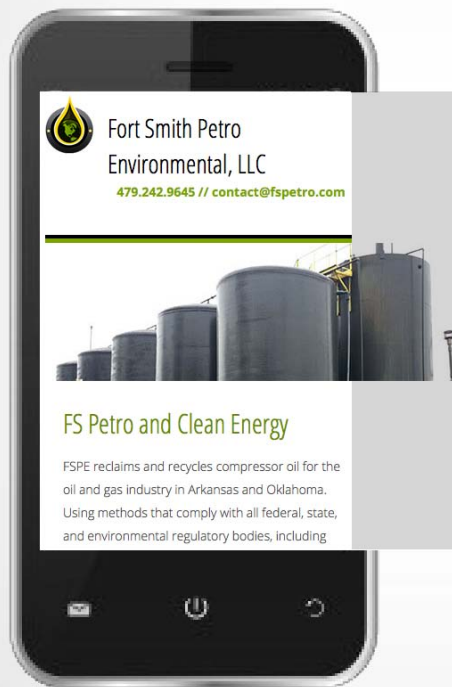


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Dynamic Images

- Make sure your pictures scale with your site.



All it takes:

```
#image {  
width:100%;  
}
```



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Test Your Site!

Firefox Developer Tools

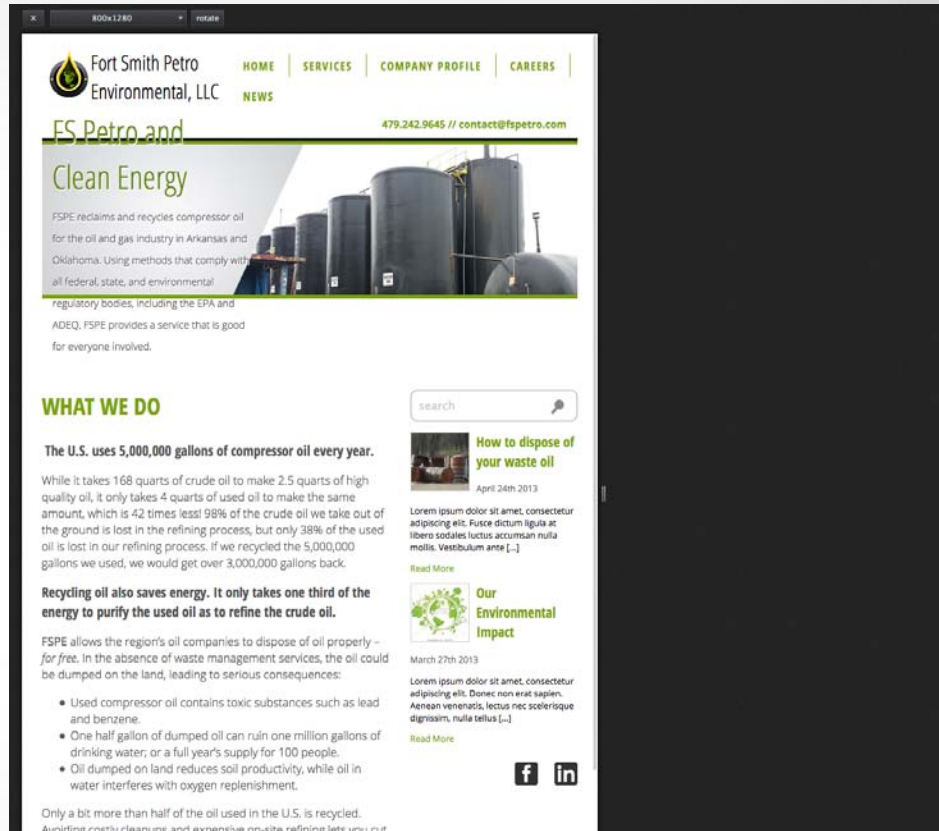
- Responsive Design View

Chrome Extension

- Responsive Inspector

Safari Extension

- Responsive Resize



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Last Notes on Design

Capture attention, communicate, tell a story and inspire action.



The screenshot shows the homepage of Blue Zoo Creative. At the top left is the logo, which consists of a globe icon and the text "Blue ZOO CREATIVE". To the right of the logo is a navigation menu with the following items: "About", "Online Presence Services", "Blog", "Contact", "Get Started", and "HELP!". Below the navigation is a large hero section with a black background on the left and a close-up profile of a lion's head on the right. The text "Online Presence with Pride™" is centered in the black area. Below the hero section is a light blue banner with the text "I'm ready to share my passions (and business) online!" and "Get Started! | Learn More. | Just News." At the bottom of the page is a white bar containing social media icons for Facebook, Twitter, LinkedIn, YouTube, Pinterest, and Google+.



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Questions?



thank you!



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C R E A T I V E

Online Presence with Pride™

Quit Monkeying Around! Join the Zoo.

Eric Huber | eric@bluezoocreative.com
Morgan Bibbs | morgan@bluezoocreative.com



Resources

- <http://mashable.com/2013/01/04/web-design-trends-2013/>
- <http://www.hongkiat.com/blog/web-design-trend-2013/>
- <http://www.awwwards.com/10-web-design-trends-for-2013.html>



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