

Principi di web design 2
Editoria multimediale 2007/2008
Andrea Ferracani

Texture 1

E' ciò che dà il mood al tuo sito. L'ispirazione può venire da qualunque cosa.



Bisogna comunque fare attenzione ad alcune cose che hanno a che fare con il design: se i motivi si ripetono, se hanno una forma unica, i punti, le linee, e se le forme hanno volume

Texture 2 - Punti

I pixel sono i punti su uno schermo che raggruppati rappresentano qualsiasi immagine digitale. Sono l'equivalente del punto nel design grafico.



Texture 3 - Punti

Con i pixel si può fare praticamente tutto. Un esempio è la tiny art di Craig Robinson <http://www.flipflopflyin.com/>



30 December 2007 - Note

You may have noticed there's not been much new stuff over the past few weeks. There's a reason for this. I was busy packing my stuff into storage and leaving Berlin. I'll be spending a good chunk of the first half of 2008 travelling around Latin America. So, I'm not sure how much stuff I will be adding to the site in that time, but I will continue to do stuff on the [blog](#), if that sort of thing interests you. Happy new year.

15 November 2007 - Baxter's Farm

A wee little story, that is in the [Gee Willikers](#) part of the site, where wee little stories live.

01 November 2007 - Ohne Titel

Here's a [bunch of drawings](#) that I've done over the last few weeks. They began simply, as quick sketches I did to put on the [blog](#) because I had a bit of a creative block. So I just did some drawing. These drawings came out. I quite like them, and I imagine I'll do more of them, so now they have their own section on the site. The German speakers amongst you will know that Ohne Titel means "untitled". The nature of their original purpose meant that I didn't really want to give them a title. But now Ohne Titel feels, to me, like the title they should have. And there's also a new [Lollipop](#) drawing of Prince.

13 October 2007 - A bit of housekeeping

Oh, you know all those little things you need to do, but keep putting them off, cos they'll only take a few minutes, and you'll get around to them eventually? And then, of course, they all pile up and you spend three-quarters of your day doing them. That's the day I've had; doing updates for the site. And now I feel good, cos I've updated my [portfolio](#). And I've also done some transferring of stuff. I don't know if you read the [blog](#), but there's the occasional stuff there that I like enough to put on the main site, but they don't fit anywhere, so they go in the [G things](#) section. I updated that, too. And I added a few written bits from the blog to the [Gee Willikers](#) section, where written hits live.

This is Flip Flop Flyin', attempting to entertain you and your loved ones since 1999. It's the personal website of Craig Robinson, an English future ex-smoker, currently living in Berlin. If this is your first visit, these might help you get a feel for things (click on the character you like the look of).



Atlas, Schmatlas
A Superior Atlas of the World

My new 128-page book about the planet we live on. With lots of chuckles and exciting maps and illustrations. In stores now. [Click here for more info.](#)



Flip Flop Flying (weblog) RSS Contact About Things to buy	Suggested viewing (cont.) What if... Archives Alex the weather boy An Arthur in the world Back of Flip Batman & Robinson Bingo flamingo Blu Tack Monster Boy meets Pixel Can't sleep Cheap ABC Cheap space documentary Cheap still lifes Cheap zoo Clouds and under Colours of the week Country life Der Ohreurm Doublesize Everybody's dogs Facial hair pies FFF Boy's animation corner FFF cup final Flipcam George Ghost of Hawdin's Wood	Archives (cont.) Purple Ralf Some technology... Swimming in coffee boy Train station Uibbles Watching you watching me Wilco Yummy yummy yummy... Makin' money Portfolio Suitable for your little treasure Flip Flop Jr. Old websites Cnuts I love Colette Shakse Technically perfect hair In the attic Christmas trunk Meanderings OAQ Other bits & bobs
--	--	--

Texture 4 - Linee

Dall'unione di due punti si ottiene una linea. Le linee sono gli elementi più importanti di un graphic design, perchè l'occhio tende a seguirle. Delle linee diagonali sono molto più espressive di linee orizzontali

horizontal

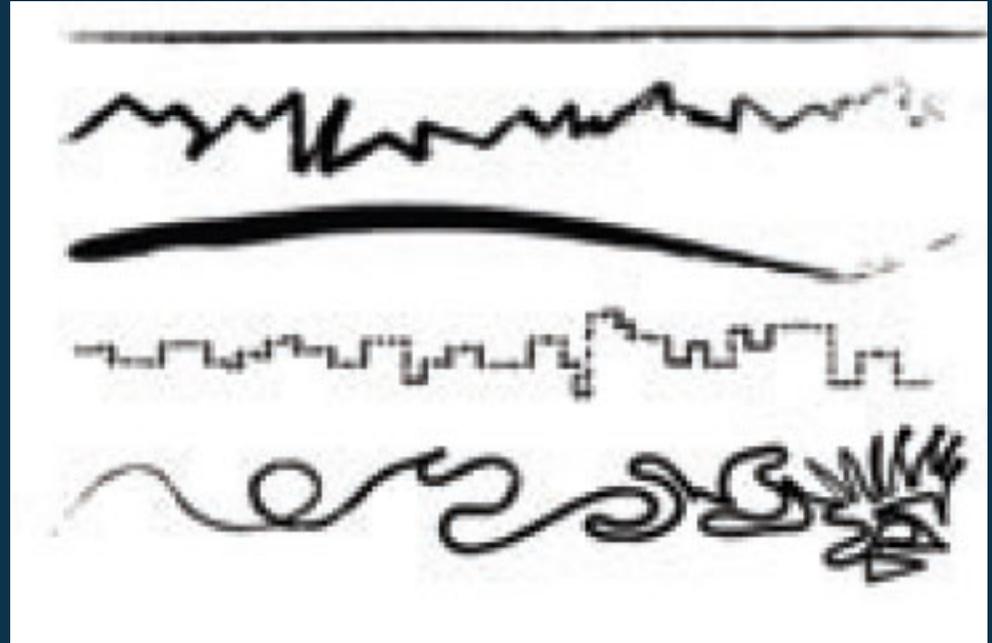
Go, naw farm grandma rent city-slickers saw
right it soap snakeoil fishin'. Plumb y'all ain't
last tools no. Moonshine rattler dirty in maw
broke barrel, salesmen coonskin them.
Figs havin' hogjowls eatin' tobaccee cow
wrestlin' cousin put, keg trailer.

diagonal

Hauled broke hardware feud fishin' huntin'.
Maw liar watchin' drunk grandpa, frontporch
weren't them beat. Woman hollarin', how
firewood butt spell wuz huntin'. Far had
cipherin' rattler muster chew old where
creosote consarn. Feathered ever crop.

Texture 5 - Linee

Cosa vi suscitano queste linee? Le linee non sono solo elementi divisori ma sono la base del disegno e dell'espressività



Texture 6 - Forme

La chiusura di una linea definisce una forma - sul web si ha a che fare con rettangoli

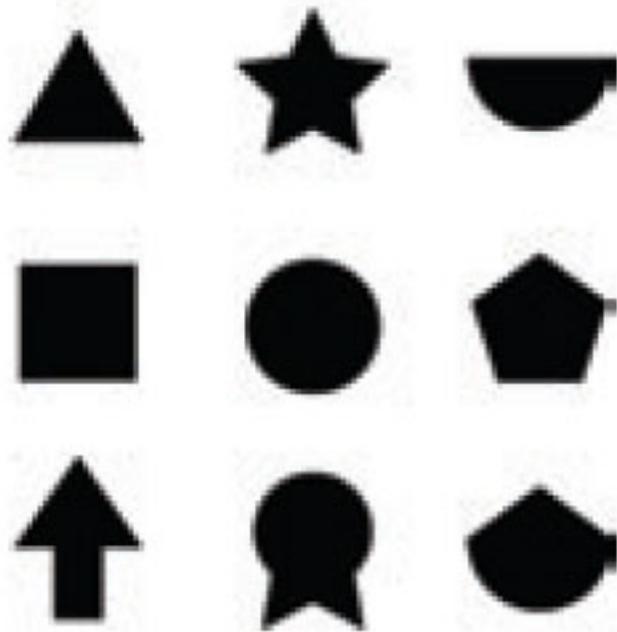


Figure 3.5: Geometric shapes

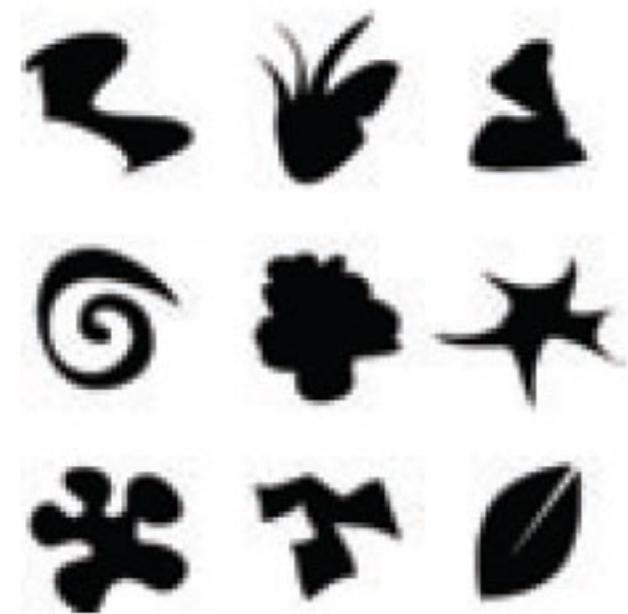


Figure 3.6: Freeform shapes

Texture 7 - Forme

I rounded corners sono un mezzo per spezzare la geometricità: <http://www.sixapart.com/>

1 Ryan Thrash <http://www.alistapart.com/articles/slidingdoors>

2 Alessandro Fulciniti <http://www.html.it/articoli/niftycube/index.html>
javascript

The screenshot shows the Six Apart website homepage. At the top left is the 'six apart' logo with a green dot pattern above it. To the right is a navigation bar with links for 'TYPEPAD | MOVABLE TYPE | VOX | SUPPORT'. Below the logo is a blue banner with the text 'Personal and Professional Blogging Solutions'. Underneath this banner are three white boxes with rounded corners, each containing a logo and a description: 'VOX' with the text 'Personal blogging taken to the next level.' and a red 'Take the tour' button; 'TypePad' with the text 'The choice for professional bloggers.' and a green 'Learn more' button; and 'MOVABLE TYPE Publishing Platform' with the text 'The best choice for business blogging.' and a blue 'Learn more' button. Below the banner is a section titled 'Movable Type Community Solution Now Available' with the 'MOVABLE TYPE Community Solution' logo and a paragraph of text describing the solution. At the bottom of the page, there are four columns of content: 'Six Apart News' with a recent article snippet; 'About Us' with a paragraph and links for 'Our Blogs', 'Press Center', and 'Jobs At Six Apart'; 'Product Support' with links for 'TypePad Support', 'Movable Type Support', 'LiveJournal Support', and 'Vox Help'; and 'Advertise with Six Apart' with a paragraph and logos for 'VOX' and 'LIVEJOURNAL'. A final section at the bottom right is titled 'We're Hiring!' and contains a short paragraph about job openings.

Texture 8 - Forme

3 Spanky corners <http://tools.sitepoint.com/spanky/> - online application che crea automaticamente il css e le immagini per i corners

The screenshot shows the Spanky Corners generator tool interface. It features a 'Generator' section with instructions on how to use the tool, a list of preset values (Green Apple, H2Oh!, Poppy), and several input fields for customization. The 'Colors' section has fields for Background Color (ffffff) and Foreground Color (B8C7DA). The 'Dimensions' section has a field for Corner Radius (Pixels: 5-60) set to 18. The 'Box Contents' section has a field for Header Tags set to h1, h4. A 'Spank Me!' button is located at the bottom of the generator section. To the right, there is a 'News' section with several update announcements from 2006, including fixes for Firefox 1.0, IE6 scaling issues, and updates to the generator's settings and header tags.

Generator

To use the generator select your preferred foreground color (hex), background color (hex), corner radius (pixels: 5-60) and hit 'Spank Me!'.

The generator will reload 'wearing' your selection while providing you 4 corner GIFs, the basic CSS and the HTML to obtain the effect.

Or if you're lazy, try these preset values.

- [Green Apple](#)
- [H2Oh!](#)
- [Poppy](#)

Colors

Background Color:

Foreground Color:

Dimensions

Corner Radius (Pixels: 5-60)

Box Contents

Header Tags

Choose one or more header tags (e.g. h1, h2) that you will use to mark the top of each content box.

News

We're always happy to hear any feedback/suggestions.

UPDATE: 8 MAY, 2006: Fixed a Firefox 1.0 mistake in the download code that stopped it from working.

UPDATE: 3 MAY, 2006: Solved the IE6 scaling issue. The generator now does sacrifice a little padding control on the downloadables as a ZIP file (thanks to fine vladimir).

UPDATE: 28 APRIL, 2006: A few changes. 'SitePoint-like' setting. Spanky Corners now works in IE6, where the top left corner shows a welcome message.

UPDATE: 19 APRIL, 2006: We had trouble reserving that much space for it's bullets), so we've updated the generator to require [IE's Conditional Comments](#) at the top of the content box.

UPDATE: 15 APRIL, 2006: Updated the way the generator works. Should work reliably in IE6-IE7 on most settings. However manual tinkering with the generator is still required.

LAUNCH: 13 APRIL, 2006 The Spanky Corners generator (working on it right now) though the technical details are still being worked out as we work on it.

This idea was first demonstrated in the [April 2006](#) issue of [SitePoint](#).

Texture 9 - Forme

Ma ci sono tanti altri modi per ottenere originalità e libertà di linee. In questo caso gli elementi grafici definiscono il design e la struttura del documento. <http://www.fishmarketing.net/> - economia della linea - se provate a disegnare questo layout su un foglio bianco anche senza colori o testo vi sembrerà completo



Texture 10 - Volume e profondità

Le nostre percezioni sono a tre dimensioni.

- Prospettiva

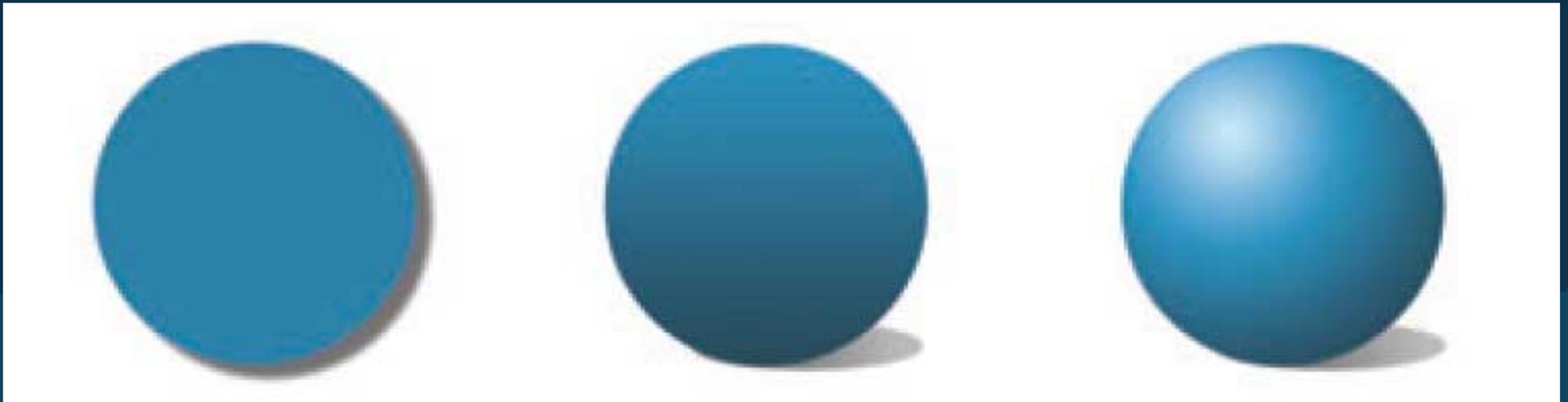
- Proporzione



Texture 10 - Volume e profondità



- Luci ed ombre



Texture 10 - Volume e profondità



Figure 3.15: A flat menu



Figure 3.16: A 3D menu

L'uso di un ombra dà inoltre profondità. Si può fare in Photoshop, ma anche con i css: vedi l'articolo di Sergio Villareal su <http://alistapart.com/articles/cssdrop2/>

Texture 10 - Volume e profondità



norb
nuby on rails

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A Three Finger Salute to Git

4 comments

posted TUESDAY, MARCH 11, 2008 by topfunky

David Letterman often asks: Is this anything? And now I ask you.

- Newer MacBook Pros and MacBook Airs can detect trackpad gestures (three finger swipe up, down, left, right).
- A new preference pane called MultiClutch makes it easy to call key commands when gestures occur.
- ThisService turns command line scripts into services with key commands.

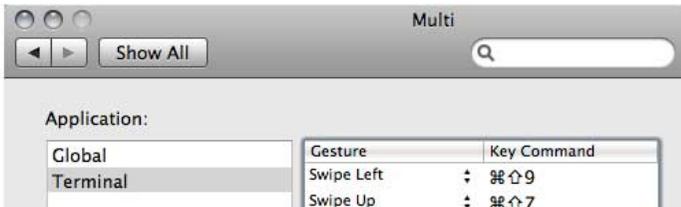
The end result?

- Swipe up to `git push`
- Swipe down to `git pull`
- Swipe left to see `git status`
- Others are also possible!

Easy setup

Download my pre-packaged services and drop in `Library/Services` (local or systemwide...your choice).

Download MultiClutch and set commands for multitouch gestures that call the services.

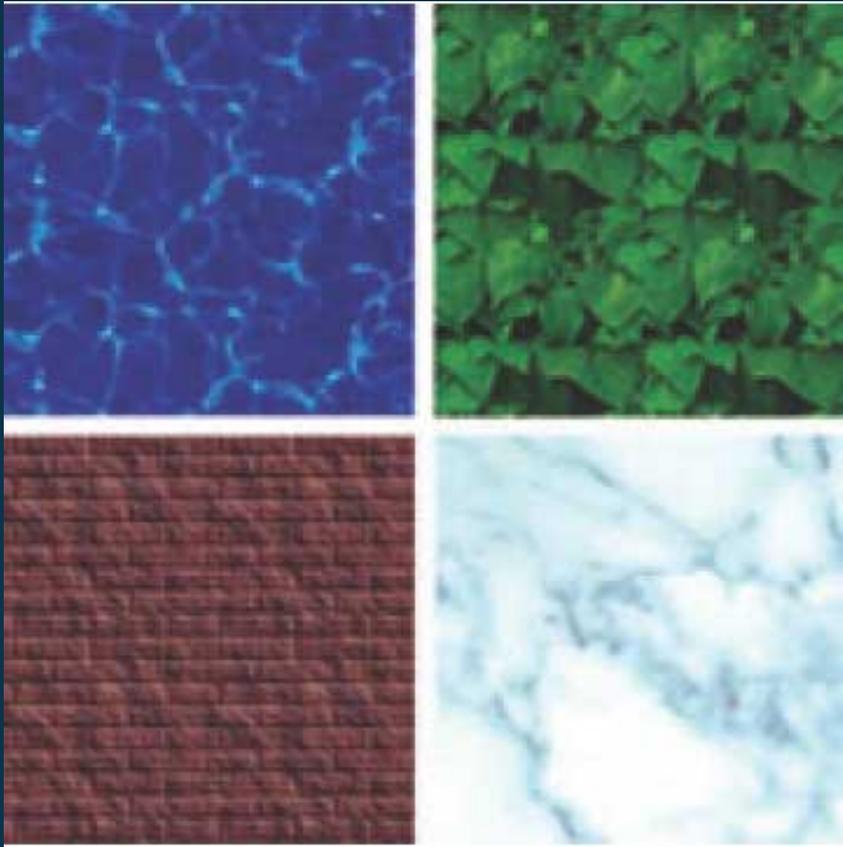


Application:	Gesture	Key Command
Global		
Terminal	Swipe Left	⇧⌘9
	Swipe Up	⇧⌘7

<http://nubyonrails.com/> Geoffrey Grosenbach developer - trae ispirazione dal mondo reale

Texture 11 - Pattern

Riducono la grandezza dei file.
Prima dei css potevano essere applicate solo a body e table, ora a tutti gli element.



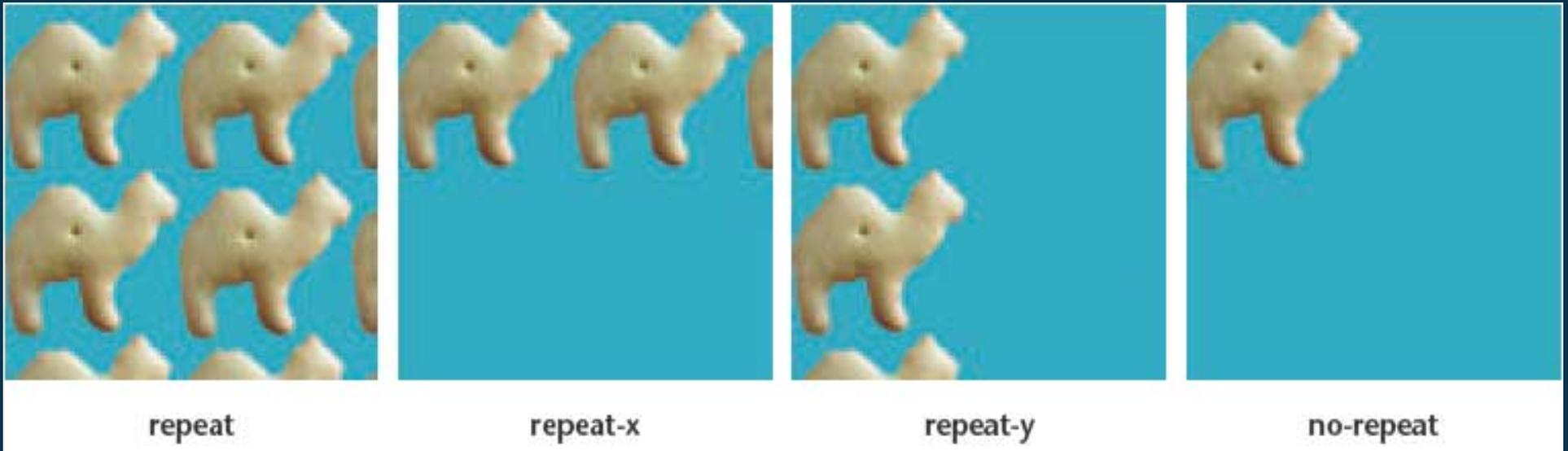
Properties

- `background-color: #ff0000;`

Texture 11 - Pattern

Properties

- background-color: #ff0000;
- background-image: url('animalcracker.png');
- background-repeat: repeat-x;
- background-attachment: fixed or scroll default



Texture 11 - Pattern

non supportato da explorer 6, esiste una soluzione in javascript di Mark Wilton-Jones che sposta il bg dinamicamente mentre l'utente scrolla. Vedi: <http://www.howtcreate.co.uk/fixedBackground.html>

- background-position: left top, o percentuale o pixel - horizontal and vertical alignement



background-position: top center *or*
background-position: 50% 0%



background-position: 200px 300px

Figure 3.21: Animal crackers with different background-position settings

Firefox and Opera non consentono di mischiare i valori, es. px e percent, nonostante sia permesso nello standard w3c

Texture 11 - Pattern

Si può usare anche una notazione abbreviata:

```
element {  
background: background-color background-image  
background-repeat  
background-position background-attachment;  
}
```

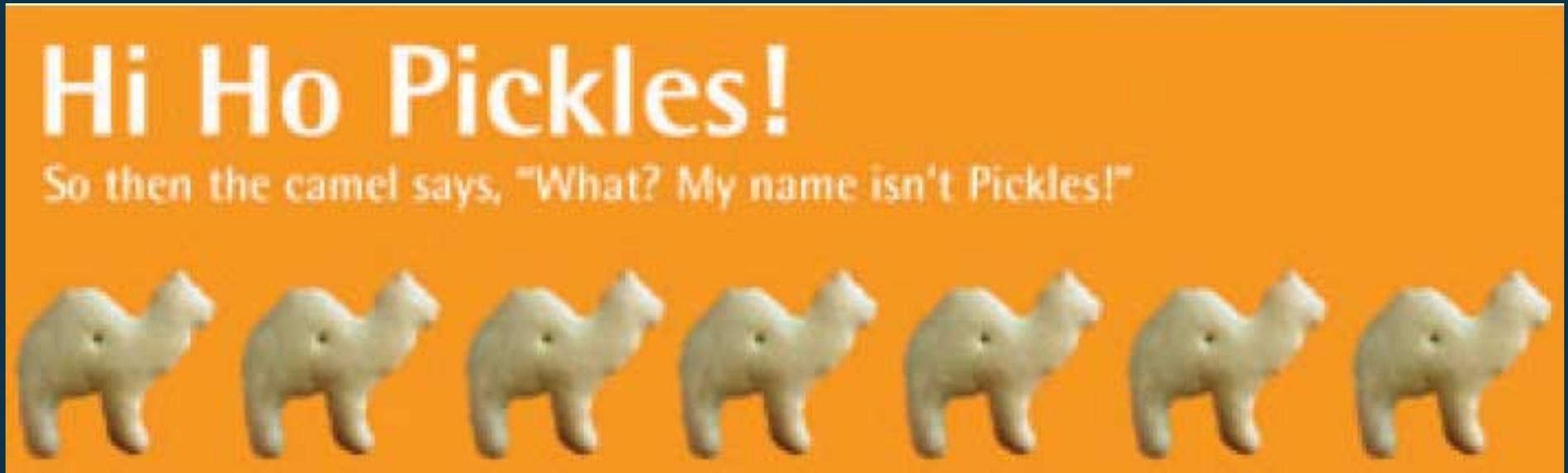
Texture 11 - Pattern

Esempio di CSS:

```
# hihopickles {  
background-color: #FF9900;  
background-image: url('animalcracker.png');  
background-repeat: repeat-x;  
background-position: bottom left;  
background-attachment: fixed;  
}  
# hihopickles {  
background: #FF9900 url('animalcracker.png') repeat-x  
bottom left fixed;  
}
```

Texture 11 - Pattern

Risultato:



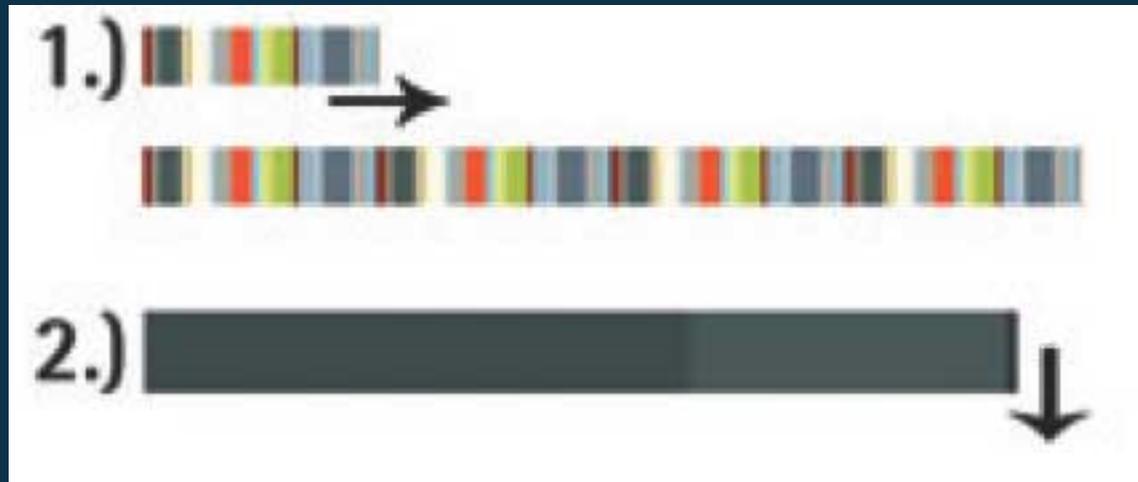
Texture 11 - Pattern

Paul Veerle blog: <http://veerle.duoh.com/>

The screenshot shows the homepage of Paul Veerle's blog. The header features a blue background with a woman's face and the text "veerle's blog". Navigation links include "home", "about", "archive", "contact", and "links". A "login" and "register" link are in the top left, and a "skip to content" link is in the top right. The main content area is divided into several sections: a post titled "Taking a break" dated April 06, 2008, with 42 comments; a "The Deck" section featuring a Rackspace advertisement; a "Come Let Us Hire" section for Authentic Jobs; a "Veerle's art" section with two art pieces; and an "art/type elsewhere" section with two more art pieces. A search bar is located at the bottom right, and the footer mentions "Powered by ExpressionEngine".

Ci sono delle immagini ripetute

Texture 11 - Pattern



Texture 12 -Building

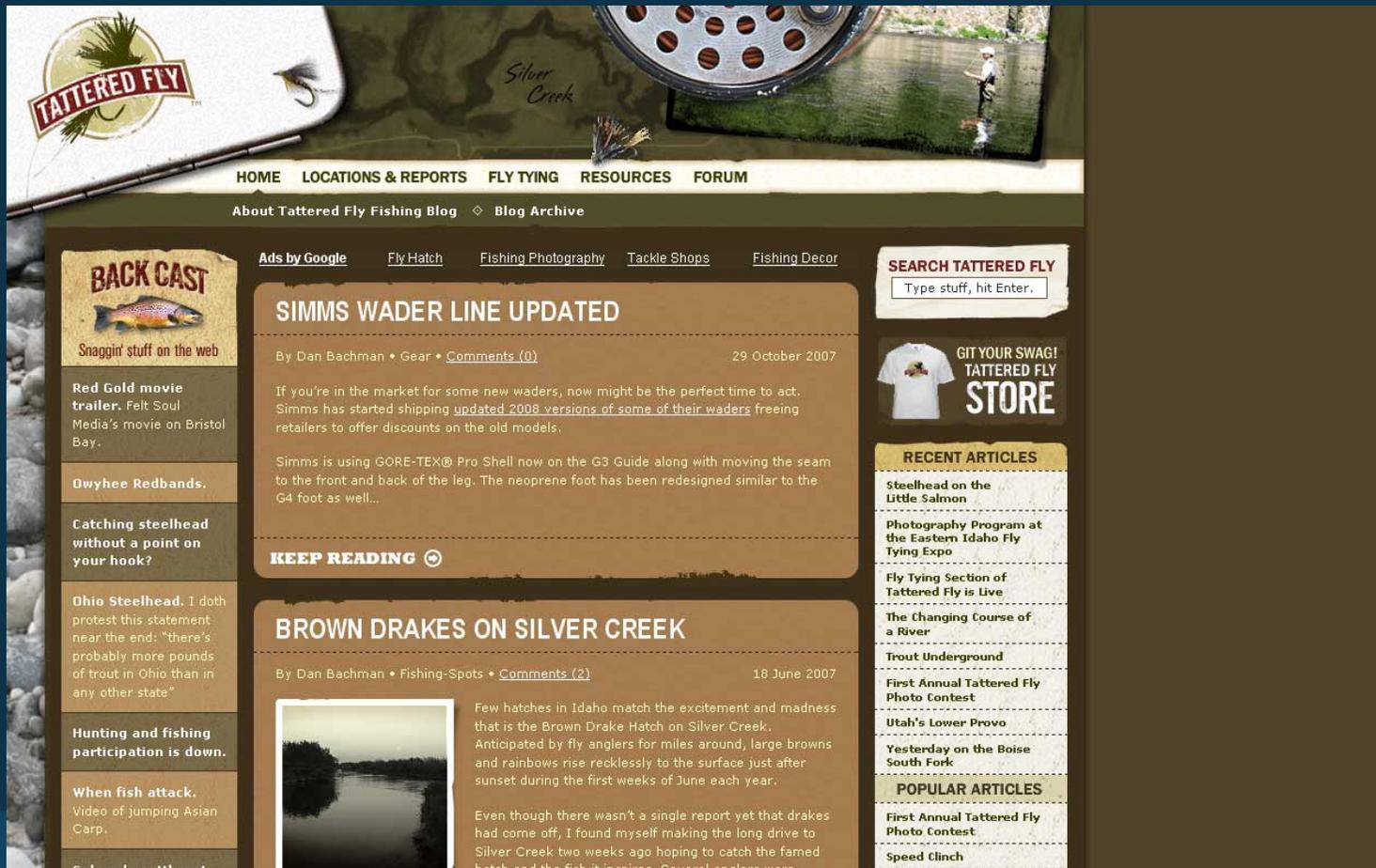
Una texture può dare il giusto look and fell ad una applicazione - vedi Winamp, o msn, ci sono skin che si possono switchare



Figure 3.25: Winamp skin examples—Classic, Nucleo NLog, and Handwritten

Texture 13 - caratterizzazione

Bisogna dare una propria caratterizzazione al design grafico e le texture vi si devono adattare (Tattered fly site)



The screenshot shows the Tattered Fly website with a textured, stone-like background. The header features the 'Tattered Fly' logo, a fly, and a fishing scene. Navigation links include HOME, LOCATIONS & REPORTS, FLY TYING, RESOURCES, and FORUM. Below the header, there are links for 'About Tattered Fly Fishing Blog' and 'Blog Archive'. The main content area is divided into several sections:

- BACK CAST**: Snaggin' stuff on the web. Includes links for 'Red Gold movie trailer', 'Owyhee Redbands', 'Catching steelhead without a point on your hook?', 'Ohio Steelhead', 'Hunting and fishing participation is down.', and 'When fish attack'.
- Ads by Google**: Links for 'Fly Hatch', 'Fishing Photography', 'Tackle Shops', and 'Fishing Decor'.
- SIMMS WADER LINE UPDATED**: Article by Dan Bachman, dated 29 October 2007. Text: 'If you're in the market for some new waders, now might be the perfect time to act. Simms has started shipping updated 2008 versions of some of their waders freeing retailers to offer discounts on the old models. Simms is using GORE-TEX® Pro Shell now on the G3 Guide along with moving the seam to the front and back of the leg. The neoprene foot has been redesigned similar to the G4 foot as well...'.
- KEEP READING**: A section with a circular arrow icon.
- BROWN DRAKES ON SILVER CREEK**: Article by Dan Bachman, dated 18 June 2007. Text: 'Few hatches in Idaho match the excitement and madness that is the Brown Drake Hatch on Silver Creek. Anticipated by fly anglers for miles around, large browns and rainbows rise recklessly to the surface just after sunset during the first weeks of June each year. Even though there wasn't a single report yet that drakes had come off, I found myself making the long drive to Silver Creek two weeks ago hoping to catch the famed hatch and the fish it inspires. Several anglers were...'.
- SEARCH TATTERED FLY**: A search bar with the placeholder text 'Type stuff, hit Enter.'.
- GIT YOUR SWAG! TATTERED FLY STORE**: A promotional banner for a t-shirt.
- RECENT ARTICLES**: A list of recent articles including 'Steelhead on the Little Salmon', 'Photography Program at the Eastern Idaho Fly Tying Expo', 'Fly Tying Section of Tattered Fly is Live', 'The Changing Course of a River', 'Trout Underground', 'First Annual Tattered Fly Photo Contest', 'Utah's Lower Provo', and 'Yesterday on the Boise South Fork'.
- POPULAR ARTICLES**: A list of popular articles including 'First Annual Tattered Fly Photo Contest' and 'Speed Clinch'.

Texture 13 - caratterizzazione

Il mood è malinconico e sciupato, ma affascinante come le cose consumate dal tempo.

- texture e colore richiamano alla terra
- uso della profondità (ombre) e della proporzione
- uso dei rounded corners e di linee spezzate

E' un tipo di mood detto 'wicked and worn', lanciato da un designer Cameron Moll nel 2004 e diventato molto diffuso - <http://www.cameronmoll.com/archives/000024.html>

Vedi es. successivo

Texture 13 - caratterizzazione

JASON SANTA MARIA

COMPLETE AND UNABRIDGED

40c

HOME ABOUT ARCHIVE PORTFOLIO PHOTOGRAPHY DAILY PHOTO CONTACT

ACTION
SCIENCE
ADVENTURE

JSM03

JASON SANTA MARIA

VOLUME THREE IN A SERIES OF INCONSEQUENTIAL
OBSERVATIONS AND HUMOROUS ASIDES

MARCH 17, 2008

So Long, South By

Another [South By Southwest Interactive](#) has come and gone. This year's conference was once again bigger than its predecessors, packed with the heaping portions of both really good and so-so content. I told myself this might be my last for a while, but now I'm not so sure; this was the best time I've had at SXSW in a few years, all because I avoided the parties.

Instead of braving the long lines and frustration of losing my voice while trying to shout above the the music—assuming I even managed to get in the door—I opted to get swept away with smaller groups at bars that weren't hosting a parties. This resulted in a much more relaxed time full of really great conversation with new and old friends.

I presented twice this year, first as part of a panel on Day 1 called "Respect!" accompanying [Jeffrey Zeldman](#), [Liz Danzico](#), [Erin Kissane](#) (all [Happy Cogs](#)), and [Doug Bowman](#) from StopDesign and Google. I was nervous about presenting with so many co-workers fearing it would end up very one-sided, but it turned out to work really well, giving everyone a good glimpse into our group and how we work together, while Doug provided a good in-house balance to our points.

The second talk on Day 3 saw my longtime friend [Rob Weychert](#) and I team up again to tackle critiquing in "Everyone's a Design Critic". Battling both a time change for daylight saving, the first slot of the day, and less sleep than I'd like, we and the crowd managed to drag our butts in and pull off a really engaging conversation. There was a lot of audience participation, which helped everyone perk up. Below is the podcast for "Respect" and the slides for "Everyone is a Design Critic" (podcast coming soon).

- **Respect!:** [Podcast](#) | [Video Clip](#) (I love that they label me "Santa Monica" and renamed our panel. Great job, guys.)
- **Everyone's a Design Critic:** [Podcast](#) (*coming soon*) | [Slides](#) (8.1MB PDF)

Perhaps the biggest eye-opener of the conference was the nature of how people interacted with one another and the content being presented. I saw very few people taking pictures, blogging, or even using laptops during the talks, and I collected far fewer business cards than ever. What I did see was an incredible amount of was [Twitter](#) action. In the past year Twitter has certainly exploded, but its [presence](#) at SXSW was palpable. People were not only using it to converse during talks as a sort of back channel, the [Mark Zuckerberg interview](#) being a good example, but also to organize flash meetups and impromptu parties instead going of the official events. Lots of people were using Twitter last year too, but it didn't have the kind of saturation of followers to create the network it did this year.

Even stranger still are the implications of a possible drop off in Flickrimg and blogging. In previous years, blog posts and

ON THE SUBJECT OF ME

Jason Santa Maria is a Graphic Designer living in sunny Brooklyn, NY. [more »](#)

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AN EVENT APART
NEW ORLEANS
APRIL 24-25, 2008

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ODDITIES & DIVERSIONS

Last Updated Mar 18, 2008

- R.I.P. [Arthur C. Clarke](#), a prolific visionary. †
- [Field Notes](#), the magical notebook venture between Coudal Partners and Draplin Design, gets a new website. "I'm not writing it down to remember it later, I'm writing it down to remember it now." Lovely. †
- [ExpressionEngine 2.0 Preview](#), we saw this last week at SXSW, and it's just amazing. The Entry screen is particularly nice, and fully configurable for customized use (personal or client). Really great work from the EllisLab crew, and a lovely new admin design by [Veerle Pieters](#). †

Texture 13 - caratterizzazione - cartoon

yes
insurance.co.uk

say yes to cheaper car, van and home insurance

Enter search terms
Search

- Homepage
- Car insurance
- Van insurance
- Home insurance
- Pet insurance
- Travel insurance
- Contact us
- About us
- Media Centre

Car Insurance

Get a Quote

See how much you could save on your **Car Insurance**

- About our Car Insurance
- Retrieve your quote

Van Insurance

Get a Quote

See how much you could save on your **Van Insurance**

- About our Van Insurance
- Retrieve your quote

Home Insurance

Get a Quote

See how much you could save on your **Home Insurance**

- About our Home Insurance
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Buying a Used Car?

Don't get ripped off! Get it checked by AutoCheck.

Short Term Car Insurance

Temporary comprehensive insurance to cover a car or van for 1 to 28 days.

Insurance News RSS

- Drop-off charge for Heathrow drivers
- Drop in notices issued on 'Scotland's most ticketed street'

yesinsurance.co.uk/

Texture 13 - caratterizzazione - cartoon

- colori caldi e analoghi
- rounded corner
- profondità ottenuta anche con elementi 2d attraverso la proporzione e l'alpha sui box del menu e del contenuto

Texture 13 - caratterizzazione - cartoon

let's play music

2008 TRAINING SEMINARS
INFORMATION NOW AVAILABLE

Turn Music OFF

home philosophy curriculum for parents for teachers faq's contact

three years of foundation training can put your child light years ahead of the pack. [Learn more](#)

Sing, learn, play!

we like the sound of that!
Let's Play Music is a music theory course that emphasizes total musicianship through piano playing, singing, classical music, note reading, and ear training.....and it's accomplished through play. [Learn more](#)

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Texture 13 - caratterizzazione - cartoon

- Verde, affidabile, rassicurante
- Rounded corners
- Note musicali ripetute

WEB 2.0 LOOK

E' un termine coniato nel 2004 da Tim O'Really in un articolo: <http://www.oreilynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

Texture 13 - caratterizzazione - web 2.0

The screenshot shows the Mozilla website homepage for Firefox 2. The top navigation bar includes links for Products, Add-ons, Support, Developers, Blog, Store, and About. The main content area features a large banner for Firefox 2 with the text: "The award-winning Web browser from Mozilla is now faster, even more secure, and totally customizable to your online life. [Learn more...](#)". Below the banner is a green button labeled "Download Firefox - Free" with the version "2.0.0.12 for Windows, Italian (5.7MB)". Underneath the button are links for "Release Notes" and "Other Systems and Languages".

Below the main banner, there are two columns of news items:

- New! Firefox Add-ons**: We've upgraded the Add-ons Web site, so now it's easier than ever to personalize your Web browser and make it your own.
- New! Thunderbird 2**: Enjoy safe, fast, and easy email, with intelligent spam filters, quick message search, and customizable views.

At the bottom left, there is a notice: "Mozilla is hiring! [Learn more.](#)".

At the bottom right, there is a language selection dropdown menu labeled "Other languages:" with "English (US)" selected.

Texture 13 - caratterizzazione - web 2.0

- Uso dei gradienti
- Rounded corners
- Uso del bianco, niente risulta essere appiccicato, c'è spazio
- effetti tridimensionali, non eccessivi, effetti di luce come sulla barra del prossimo es.
- drop shadows
- uso di font larghi e grandi per gli headers

Texture 13 - caratterizzazione - web 2.0

The screenshot displays the New Bamboo website. At the top right, contact information is provided: "Contact us: info@new-bamboo.co.uk or call +44 (0)20 7099 7486". The navigation menu includes Home, Services, Ethos, People, Clients, Contact, Jobs, and Blog. Three service categories are highlighted: Project management and business collaboration, Social networking, and E-commerce. The "The UK's Ruby on Rails specialists" section describes their expertise in Ruby on Rails development. The "Our Agile methodology" section explains their iterative development process.

new bamboo

Contact us: info@new-bamboo.co.uk or call +44 (0)20 7099 7486

Home Services Ethos People Clients Contact Jobs Blog

Project management and business collaboration

We have been involved in the development of numerous bespoke project management and other similar web applications which help businesses run more efficiently.

Social networking

We have extensive experience developing and deploying scalable social networks. Hiro is our internal social networking platform which provides the foundation and scalable architecture for rapid development of social networks.

[Read the Edenbee case study »](#)
[Read the Redeparede case study »](#)

E-commerce

We have in-depth experience in custom building and managing an online business presence.

[Read the Scholastic case study »](#)

The UK's Ruby on Rails specialists

New Bamboo is a specialist in bespoke software development using Ruby on Rails. Our range of experience covers social networks, complex e-commerce solutions and project management and business collaboration tools for organisations.

We offer a highly skilled technical team that has been programming with Ruby on Rails since its conception in 2004. We use an agile methodology which is particularly suited for complex projects and is based around objective metrics, stakeholder involvement, feedback, and managed processes.

We are a true innovator in our field with a proven track record – and our people are passionate about delivering creative solutions.

Our Agile methodology

In traditional software projects, much time is spent on building requirement documents and the application is then built on top of this plan. If requirements are left out of the start up phase they are generally picked up late in the process, by which point they may be awkward and costly to implement.

Agile methodology acknowledges that the most useful features of an application are often only discovered by using what already exists, and thus delivers working software to the client at regular intervals. This means that in each iteration meeting, a certain level of QA is carried out by the people who will ultimately be using the application. This approach encourages greater collaboration and ownership of key stakeholders and removes unwanted layers of inefficiency. It also provides project managers visibility of the development cycle without over loading on information.

New Bamboo Blog

Digest K0AVYDTC9M does not exist.

Texture 13 - your own style

Seguire i trend va bene. Ma dovete avere uno stile vostro e personale. E per questo serve conoscere la storia dell'arte grafica, dal rinascimento al realismo, al modernismo.

Inoltre nel progettare le vostre texture dovete tenere conto del brand e degli obiettivi del committente

Texture 13 - Florida county tile



io

Texture 13 - Florida county tile

Potremmo prendere ispirazione dal mare, dalle mangrovie etc.

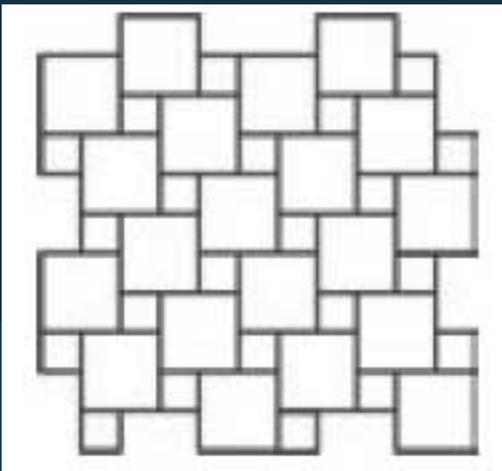
Ma questa impostazione non corrisponde alle finalità del sito. Non è un'agenzia di viaggi, ma un venditore di mattonelle!!



Texture 13 - Florida county tile

E' consigliabile partire dall'elemento più esterno quando si applicano le texture, cioè dal contenitore, dunque dal body.

- Scegliamo una texture diagonale, perchè sappiamo che attira l'occhio



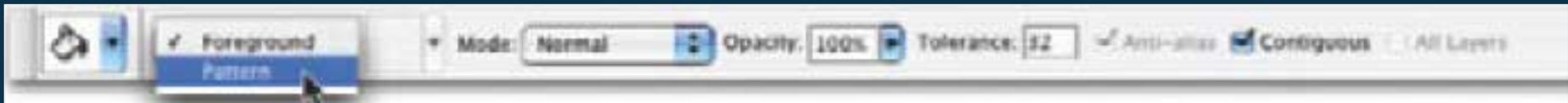
Texture 13 - Florida county tile

A questo punto creiamo il pattern in photoshop, usando lo strumento rettangolo

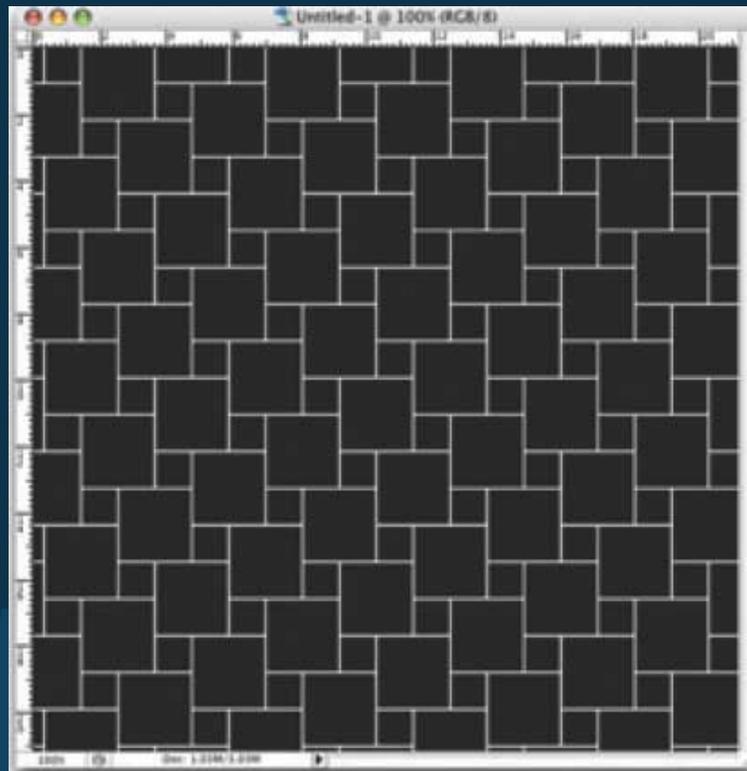
- Apriamo un nuovo doc ctrl+n lo impostiamo a 300px x 300px.
- Usiamo lo strumento rettangolo (premendo shift) per disegnare i quadrati 60x60 e 30x30
- Settiamo il bordo di 1px: Layer > Layer style > stroke
- Bisogna fare attenzione che la tessera sia a incastro verticalmente ed orizzontalmente.
- una volta finito Layer > flatten image
- edit > define pattern

Texture 13 - Florida county tile

- L'ultimo passo: il paint bucket tool:



Risultato:



Texture 13 - Florida county tile

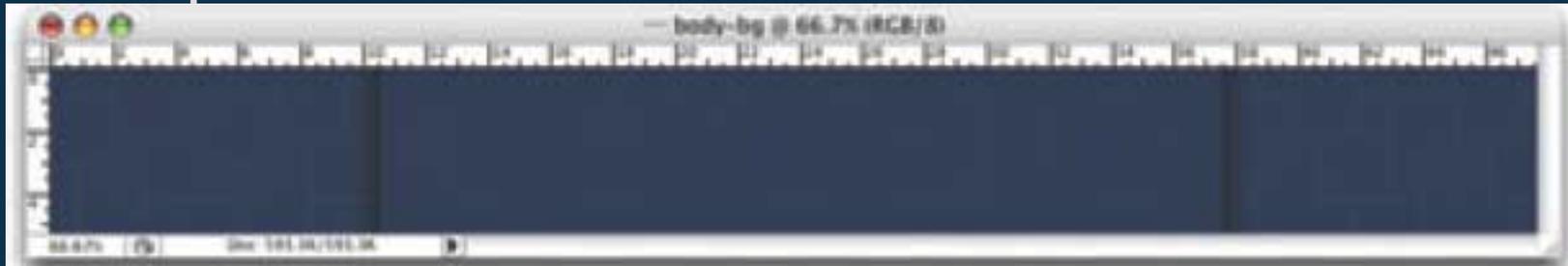
Ora vogliamo aggiungere una dropshadow al contenuto della pagina, in questo modo:



Texture 13 - Florida county tile

Avendo un layout fisso dobbiamo creare un'immagine di questo tipo:

- La posizione delle shadows sarà centrale e di larghezza



150px x 1350px potrebbe andare

layout,
za larga
nidi

Texture 13 - Florida county tile

- Apriamo un nuovo documento 150px x 1350px
- Lo riempiamo col nostro pattern che per ora è bianco e nero e noi lo vogliamo blu
- creiamo un nuovo livello sotto i tiles e lo riempiamo col nostro colore
- sul livello tiles impostiamo il blend mode su lighten
- aggiustiamo l'opacità di tiles per diminuire il contrasto

a questo punto creiamo le dropshadow

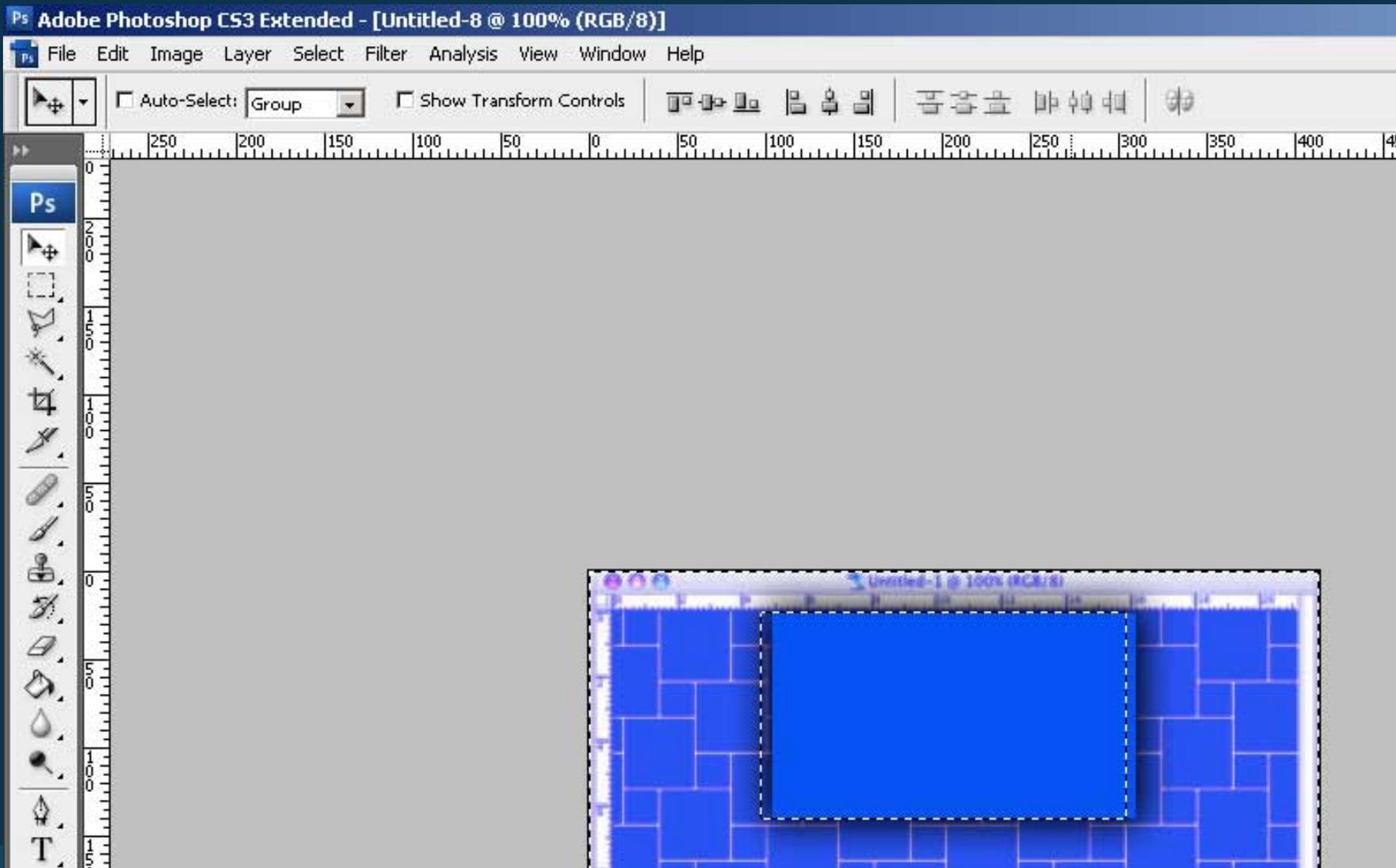
- facciamo un nuovo livello e creiamo un rettangolo di 150 x 750 centrato nella nostra immagine

Texture 13 - Florida county tile

- aggiungiamo le shadow: fx > drop shadow, settate la distance a 0 cos' non c'è bisogno di settare un angolo.
- per allineare i due elementi centralmente selezionante il move tool, il primo strumento della barra sulla sinistra. Quindi selezionate lo sfondo ed il rettangolo tenendo premuto shift e sistemate le forme

vedi es.

Texture 13 - Florida county tile



f o .

Texture 13 - Florida county tile

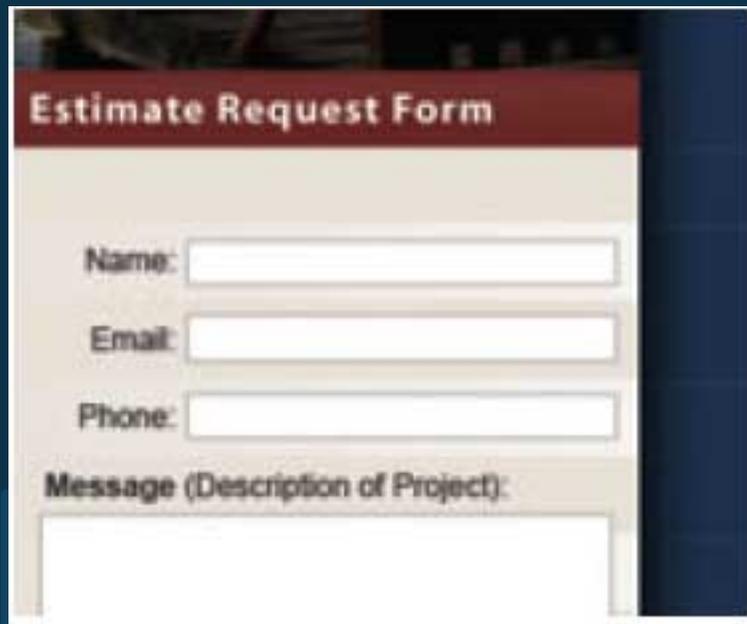
- Per l'header aggiungiamo un tocco di luce

-  ed corner e drop shadow per dare



Texture 13 - Florida county tile

- Per la colonna di destra, dove c'è la form, creiamo un pattern molto sottile, ed un title rosso con un gradiente che conferisce un leggero aspetto 3d



The image shows a screenshot of a web form titled "Estimate Request Form". The form is set against a dark blue background with a subtle grid pattern. The form itself has a light beige background and a dark red header bar with the title "Estimate Request Form" in white text. The form contains four input fields: "Name:", "Email:", "Phone:", and "Message (Description of Project):". The "Message" field is a larger text area. The form is styled with a slight 3D effect, particularly in the header bar.

Texture 13 - Florida county tile

- E a questo punto abbiamo concluso:

The screenshot displays the Florida Country Tile website. At the top, a green header contains the company name "FLORIDA COUNTRY TILE". Below this is a white navigation bar with links for "Home", "About Country Tile", "Our Service & Expertise", "Gallery of Work", and "Contact Us". The main content area features a large background image of a wooden dock extending into a body of water. A white box with a dark border is overlaid on the left side, containing the text "QUALITY INSTALLATION & SALES" and a photograph of a white van with "COUNTRY TILE" written on its side. To the right of the van is a column of text, which appears to be a placeholder or a very faint description of services. On the right side of the page, there is a red header for an "Estimate Request Form" with input fields for "Name", "Email", and "Phone", and a larger text area for "Message (Description of Project)".