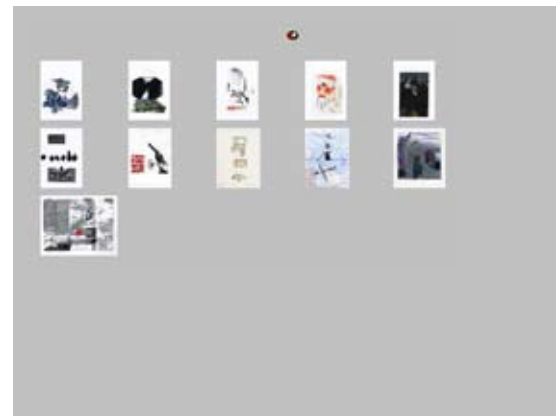
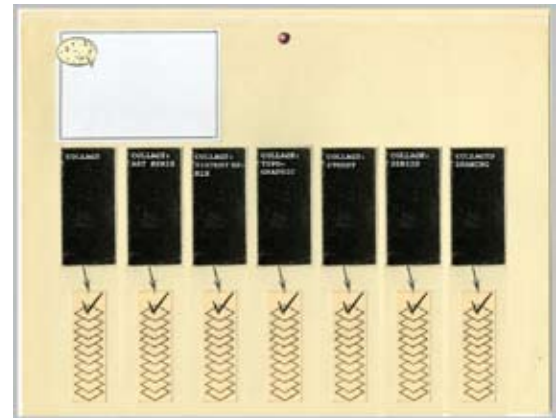
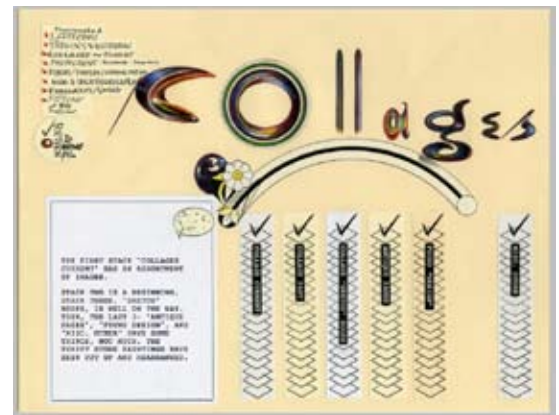


WEEK 1 ASSIGNMENT:

Find three websites online (excluding blogs) that you like.
Write a brief description of what you like about each site.

<http://edfella.com/>
<http://www.rivbike.com/>
<http://www.nytimes.com/>

Submitted by Scott Allison



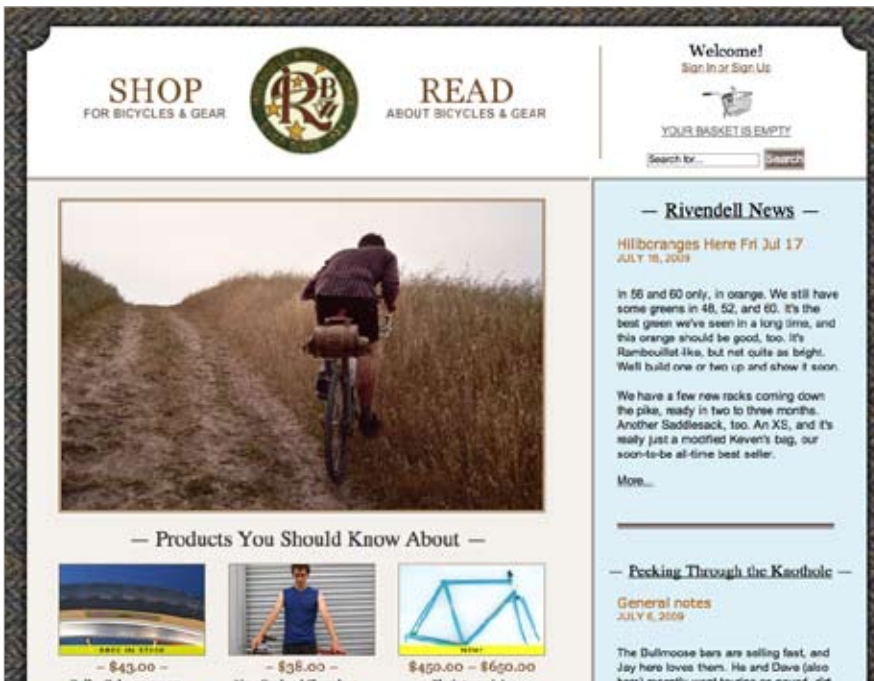
I have always found the graphic work of the artist Ed Fella inspiring and creative. Fella's use of hand-drawn letterforms, use of lo-technology and hand collage brings a welcome humanity to what often feels like an overly digital world.

Reviewing a few pages of Ed Fella's web site not only showcases and organizes a huge archive of work, but also illuminates Fella's approach to design and art making. Looking at the homepage, we see what looks like a paste-up collage of post-it notes, hand drawn thoughts, odd visual icons and a Polaroid photo of the artist.

Going into the website, the visual continuity to be carried forward and distilled down until only a single example of the artist work is left for review. For example, clicking on the word "colleges" on the homepage takes you to a home page for work in the medium of colleges. Here, we see a icon of stacked diamonds with a check mark on the top of the stack. This icon is then repeated into a series of columns, each with a descriptive title, horizontally oriented. Clicking on one of these icons, then takes you into a level containing yet another series of stacked diamond columns, yet this time, each has a black rectangle over top with a descriptive phrase. Clicking on one of these columns, then takes you to a page with examples of work, and clicking on one of these small images takes you to a page with only a larger version of that work.

As a portfolio site, I feel Ed Fella's web page successfully presents and organizes his massive body of work.

http://www.rivbike.com/

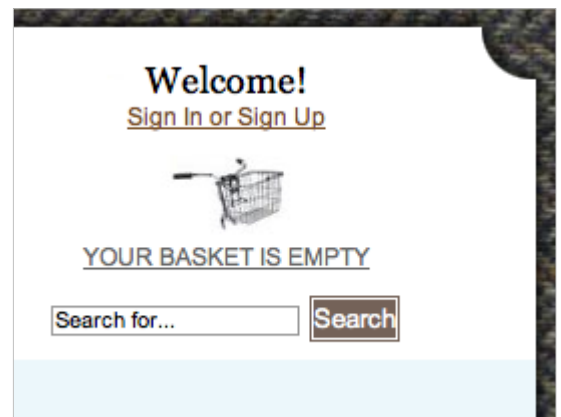
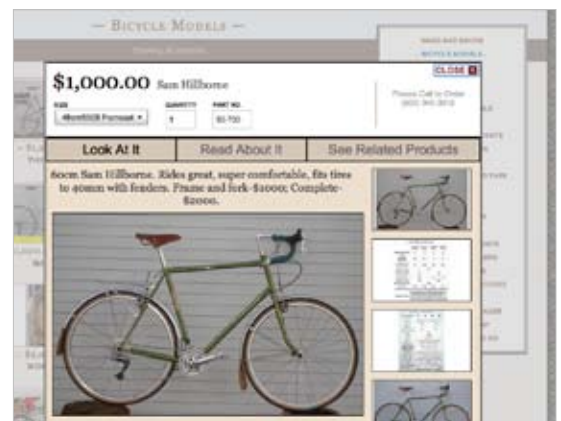
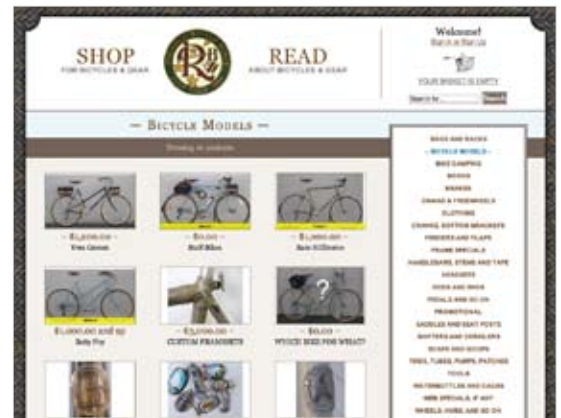


Rivendell is a cottage industry bike shop based in northern California. Rivendell designs useful and elegant cycling solutions. I love the attitude compared to today's world of aggressive marketing and constant extreme this and that tied to bicycling. Rivendell promotes time tested and proven design and materials, wool, steel and twine.

I often think that the most successful businesses create a mythology. Not just a brand, but a myth. Rivendell has managed to visually build a site that sells cycling on heavy bikes with big tires in the country side. A far cry from what companies like Cannondale have become.

Rivendell's web site has nice details like the pop-up detail windows that allow you to see multiple images or read lengthy product descriptions. The tweed background always lets you know, the companies philosophy of time tested and proven materials is in place.

Rivendell is a simple web site, for me, a welcome break from the world of aggressive in your face cycling marketing. Take a break, relax, ride, your not in a race.



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By THOMAS H. DIXON 4 minutes ago

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By PETER D. GOODMAN

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+1.03% +1.15% +0.84%

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HABITAT: Encompassed in the Bronx
José Díaz-Oyola has been living in his apartment for 34 years and says he is in the Bronx. "I would

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There is something about the blackletter masthead for the New York Times that always seems to put a smile on my face. Entering this website everyday is also a reminder of my classwork in typography. Column after column of type is masterfully controlled. Functionally the design of the site allows for quick update of copy and images. The site is very clean, only a handful if color is used to differentiate headlines from sub headlines from body copy.

Honestly, this looks like a mess at first glance. But consider the amount of information that's being organized daily. Impressive.

The New York Times Money & Policy

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SAVE 160 A YEAR

Well
Your Future Pays on Health

Obama Making Push on Health as G.O.P. Steps Up Criticism

Obama is pushing for health care reform, but Republicans are pushing back.

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The New York Times Business

Morgan Stanley Smith Barney

Safety of Regional Flights Now on Travelers' Radar

A new report highlights the safety of regional flights, but some travelers are still nervous.

Obama Making Push on Health as G.O.P. Steps Up Criticism

Obama is pushing for health care reform, but Republicans are pushing back.

DealBook

What's a deal? DealBook is the only place to find out what's really going on in the deal world.

Debt

Debt is a double-edged sword. It can be a good thing, but it can also be a bad thing.

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The New York Times Economy

Year-Two Dollars and the Fed's Fight for Control

The Fed is trying to control inflation, but it's not always successful.

Should Canada's Health System Become More Like America's?

Canada's health system is a mix of public and private care.

The Fed's College Pushes the Rent-Paid (Creditors)

The Fed is trying to control inflation, but it's not always successful.

Legislating Lower: How the Government Can Encourage Private Safety Nets

The government can encourage private safety nets by lowering taxes.

From Sunday Business

From Sunday Business is a weekly column that looks at the economy from a different perspective.

Leading Indicators

Leading indicators are a good way to predict the future of the economy.

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