Design Within Reach
1. very deep bank of photography to illustrate the usage of the furniture, etc. being sold
2. designer bio with links to their work (including Don Chadwick)
3. wish list is cool and effective
4. personalized list of everything you've viewed on the site (navigation that learns): horoscope based on navigation input
5. newsletter that you can sign up for to receive information about the store
6. store locator that indicates locations complete with photography including museums and places of interest that are in the area and contain design objects or where designed by famous people
7. You can get a really well designed catalog (printed)

Apple
3. Movie trailers: good example of a feature that attracts visitors with interests not immediately related to Apple's purpose.

Asymptote
Documented its history and previous projects in a very organized fashion. The site provides in-depth information about each project and information on exactly what goals and directions the firm is capable of gaining. There is a video interview of the founder showing a first person pov, and more importantly it gives more of a personal feel rather than just typed out words.

Apple
3. Movie trailers: good example of a feature that attracts visitors with interests not immediately related to Apple's purpose.

Sports Shooter.com
Member pages: room for individuals to post 10 media elements - pictures, video, flash, etc. - as well as biography, contact information, details about freelance status, links to message board posts, other links.

Collaboration with corporations interested in generating novel solutions (DMA lab, someone's personal platypus)

Alumni network (Greg's platypus)

Career networking on website (Greg's platypus)

Events at UCLA are ignored by DMA and vice versa (Greg)

Community Directory (Rhizome.org)

Stella McCartney
Everything is put on the same level. Her goal is obviously to show off her collection. She emphasizes her international success.

Pompidou Center
AWESOME SPLASH PAGE ILLUSTRATION
1. shows interesting architecture of the center
2. provides different languages
3. Upcoming events are shown graphically on a portion of the home page in list form rather than as a link to “events”
4. makes the place seem like a wonderful cultural excursion; sells itself well (even translated from French)
5. Has a press page with articles written about it
6. Fantastic self-refreshing webinar of Paris and the facilities itself, 360 quicktime VR, all things we know how to do that would distinguish us from other places

Syndication—the articles and criticism section of the site (Rhizome.org)

What about the separation between us and the art department? A comment from one of us on our analysis of the DMA

By the minute headlines: kind of like a newspaper splash page: Bush speaks with National Mayors at winter meeting, President discusses America’s Leadership, White House Press Briefing... (White House)

UCLA Design | Media Arts
1. stark surrealistic design is a neat stylistic choice and I like it compared to stock-photography-like shots of students
2. photos of the teachers is a nice break from the ethic that makes them seem so personable on this empty white site
3. search engine is a great idea...now only if we knew how to make them work...

Pompidou
Links: spartan, very useful (DMA could have links to important/interesting designers)

Online
Digital/Interactive gallery space (Rhizome.org)

Time and space to brainstorm, a love of brainstorming (IDEO)

UCLA Design | Media Arts
we don't appear in web search

RISD
Very well organized and very extensive with information

Central St. Martins
The site starts out with a very simple and limited information just giving the gist, but if you dig a little deeper it pretty much has everything you could ever want to know from facilities to stall, to actual dates and times of courses.

HP
The reason for this quaintness I think is because of its target market which is primarily small to medium businesses. It wants to create a sense of one on one ness with their clients. There isn't much cluttering of information on this site. It breathes very well.

Fabrika
The site is pretty straightforward. The organization leads you pretty easily to the main intentions of the site. The first thing on the list of sections on the left column is “defined” which is just ambiguous enough to make you click and there is a clear introduction to the school.