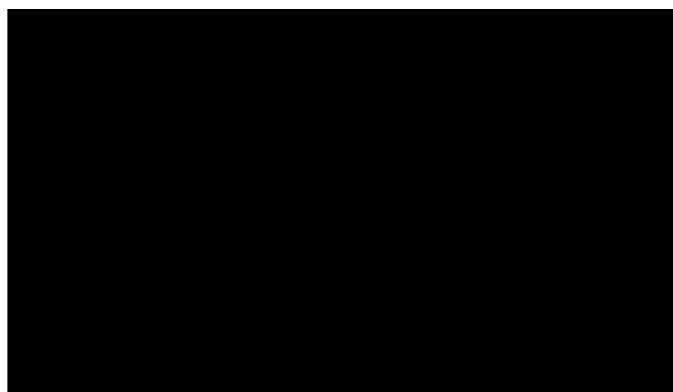


PERLOT.COM WEBSITE DESIGN

BASED ON A VISUAL VOCABULARY ALREADY DEVELOPED BY TODD WATERBURY, THIS WEBSITE IS JUST ONE LONG HORIZONTAL PAGE. BY DESIGNING THE WEBSITE THIS WAY, IT ALLOWED US TO CONTROL THE ORDER OF THE INFORMATION WE WANTED DELIVERED TO THE USER. IT ALSO PROVED TO BE AN EFFECTIVE WAY TO EMPHASIZE THE LINER NATURE OF THE WOOD PLANK. AS YOU SCROLL TO THE RIGHT, THE PERLOT LOGO REMAINS STATIONARY AS THE INFORMATION PASSES BY BELOW.



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