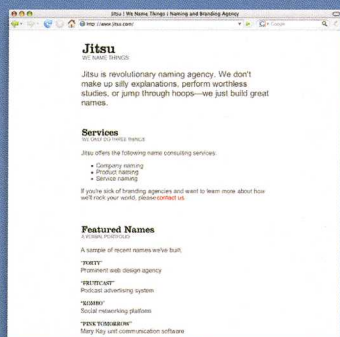


SURF

BY BRETT DERRICOTT

From Flash sites with lots of quirky appeal to sites brimming with photography and rich colors, Web sites in the Southwest are coming out in full force. Here's this issue's look at some hot sites.

www.jitsu.com



Jitsu is an agency focused solely on naming. In their words, "we just build great names." In addition to the tone of the Web site's copy, the design of the site itself announces their minimalist approach. The site is remarkable in the fact that most creatives usually want a much stronger graphical element to their Web sites. The Jitsu site is a great example of reinforcing a message with both words and visual presentation. The site is also

well coded and fares well from an accessibility standpoint. Designed by Forty of Mesa, AZ.

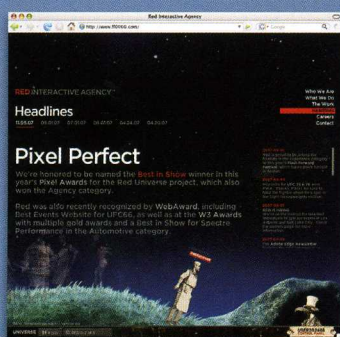
www.yesco.com



Young Electric Sign Company's new Web site is a fantastic combination of great design, appropriate use of Flash, and powerful backend management capabilities via the Tweak Content Management System. The navigation leverages cutting edge JavaScript and CSS for animation effects that many people would assume are accomplished with Flash. As a result of the way the navigation

is built, YESCO can have great looking navigation that is still completely dynamic and updateable via the CMS. Designed by modern8 of Salt Lake City, UT.

www.ff0000.com



Red Interactive's own Web site does much to inspire a visitor regarding the company's capabilities. The award-winning site is an incredible showcase of the capabilities of Flash and the company's ability to leverage all of its power. If you have a few hours to kill, sign up for the chat function and indulge in the fun. This is a must-experience site. Designed by Red Interactive of Salt Lake City, UT.

www.timberlodgcollection.com



The Timberlodge Collection Web site use rich photography to sell the quality of its merchandise. The site's design really matches the style of the company's products, which helps to really sell a potential customer. Subtle textures in the background graphics help add some ambiance to the design but don't distract from the actual content that the user is there to see. As expected from the guys at Perige, the site is well coded and is built with accessibility in mind. Design by Perige of Salt Lake City, UT.

www.cincoranch.com



One of the great things about the Cinco Ranch Web site is the font-size options available to the user. Although font sizing is built into all web browsers, many users are unaware that this capability exists. For users with difficulty reading small text, this tool can make the difference in getting easy access to a Web site's information. Additionally, designer Six Foot Studios did

a great job keeping a consistent feel in each section of the site, even though background colors are changing significantly. Designed by Six Foot Studios of Houston, TX.

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Got a Web site suggestion for next issue's Surf?
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Brett Derricott has been building Web sites and creating software for more than 12 years. In 2003, he established Agency Fusion, a Web development firm based in Salt Lake City, UT. Partnering with designers and agencies, Agency Fusion works on projects ranging from simple websites to complex Web applications, e-commerce sites and other cutting edge technologies. Agency Fusion's innovative approach to building Web sites is complemented by its understanding of and communication with designers, as well as its unique, patent-pending content management system, Tweak. For more information about Agency Fusion, visit www.agencyfusion.com.