

W H I T E P A P E R

INSPIRING WEBSITES





RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

NEWJUMOCONCEPT.COM

The JUMO Classique lamp is a modern reedition of the historic model created in 1944 by the “Société Nouvelle des Etablissements JUMO”.

LETS TAKE A WALK

First things first, once you enter the url you are presented with a preload screen that features a spiffy light bulb vector icon. This loader isn't your typical loader. The stroke reveals, and then a quick zoom transitions you right into the home page where you are presented with a very minimal page. This page features the product, and the name of it. Is that all? of course not. Try scrolling. Once you begin to scroll the product animates as if it were right in front of you based on the rate you scroll. This approach allows the user/viewer to experience the motion of the product. What seemed to be a static “photo” now becomes an animation that iterates the product. This is helpful because it allows the viewer to control over what happens and allows special insight to what is a key characteristic to this compact lamp. It creates a deeper resonance within the branding because not only is this a feature on the physical product itself, it can be viewed and handled on the site as well. I think my favorite thing about this is that it takes you by surprise. Apple features large imagery of their products often super imposed but usually they are just static. This however began to do something when I did and that is what drew me in. I began to want to scroll further just to see what would happen next. So, I did and the next slide (easing transtion into next slide) features again, beautiful, large imagery and some text. This text had a nice tasteful “animate in” transition that adds that extra “oohh”. What I enjoy most about this site is the imagery and product placement as well as the way the information is presented. There is a minimalist approach that is enjoyable compared to a whole bunch of product specs. The nav is even more simple with just an easy circular, point, nav that demonstrates where you are on the page, no text involved.

WHY I LOVE IT

This site is appealing to me because I really enjoy its overall presentation. I love to delve into the docs, just to see how it was done. The thinking behind is fun yet with its minimalistic approach almost seems luxurious. The focus on the product design intertwined with the design of the site is really intriguing. It shows craftsmanship. I also, even though there is minimal text, enjoy the typography. The large rounded type complimented by the italic serif text is a nice contrast and overall combination. The rounded font playing off of the rounded edges of the product and the italic saying somewhat handcrafted with roots from calligraphy.



JUMO

classique

Scroll to begin



JUMO

classique

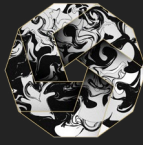
The JUMO Classique lamp is a modern reedition of the historic model created in 1944 by the "Société Nouvelle des Etablissements JUMO".

The name JUMO comes from the "Société Nouvelle des Etablissements JUMO" founders Yves JUjeau and André MOunique.

Now, our company NEW JUMO CONCEPT rereleases the lamp under the name « Classique », preserving the original materials and details... with a few modern tweaks...

Great care and careful consideration has been applied to the manufacturing process which remains traditional with assembly of

[view the lamps >](#)



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

JOY-DIVISION.LEMOUV.FR

Inspired by their 1st album, ultranoir produces for Radio France and Le Mouv' an experiential website for the publication of an exclusive interview with Joy Division, Peter Hook.

A DIFFERENT APPROACH

What I really enjoyed about this was the way things were handled. When browsing, I thought it was a data visualization, something similar to what Müller-Brockmann has done in the past. This is what ultimately drove me to visit the site. When I arrived, I noticed what seemed to be play buttons. I figured this visual affordance was meant to be clicked. What happened next made me interact with it more. It was a way to play music, somewhat of a timeline. Visually I loved it. I am not so sure that it is so successful interface wise though. It is kind of hard to figure out. I am all about finding ways to communicate things differently but, this one is a little too complex. I am not sure about the purpose or if it is just some kind of media player/visualizer. The transitions however, are seamless. I feel I have to do way too much exploring on my own to figure things out.





CHAPTER 1

HUMANS + ELEPHANTS

"The elephant is the largest of them all, and in intelligence approaches the nearest to man. It understands the language of its country, it obeys commands, and it remembers all the duties which it has been taught. It is sensible alike of the pleasures of love and glory."

PLINY THE ELDER, ROMAN AUTHOR (AD 23 - AD 79)

SCROLL DOWN TO BEGIN



CHAPTER 1
A RANGE OF EMOTIONS

CHAPTER 1
FAMILY

Matriarchs rule elephant society. Though grown males are solitary, related females live together with their young. These bonds are tight—mothers will do anything for their calves. And like a certain elder you may know, an elephant matriarch never forgets. That powerful memory leads her herd to food and water in times of drought; their survival depends on it.





RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER

(303) 359-6548

ruben@rubenfernandez.co

rubenfernandez.co

96ELEPHANTS.ORG

Wildlife Conservation Society, along with numerous partners are part of a new global movement to protect Africa's elephants. We were humbled to contribute to this effort through the creation of 96Elephants.org -- a site to spread awareness and action to protect this noble species.

STORY TELLING: A CALL TO ACTION

First things first, the imagery on this site is amazing. All of the photos, colors, fonts, and treatment is cohesive. Never on this site, do I feel like I am branching off or in a different place. The one thing I enjoyed on this site is the flow. It takes you through the story, and informs you of the cause. I also like the way they try to get you to petition, it remains on the landing page and opportunities pop up through out the site. Persistent much? Another thing I really enjoyed are the interactive components of the maps and areas, it really puts in perspective the story and adds another element of interaction. Other interesting parts of the site include the outlets to videos and other social media, this allows you to connect and get a better insight to the audience following and what kind of conversations arise because of the site. Consistency is probably one of my favorite things on this site. From the gritty overlay in the all-coded text, to the textures in the nav, I really appreciate the tentiveness to detail. Another thing that I feel is successful is that it is mostly image driven. The images are powerful and are very artistic. They are not just your typical photos but each have been treated specifically to the brand, with splashes of red and static.

OVERALL

I think it would be a great project to do something like this. It raises awareness while creating a brand. This specific campaign and brand looks very well put together, design is usually a downfall for most organizations like this. It looks and feels very legit and follows the archetype and story model to branding which is why it is so successful.