

Hello!

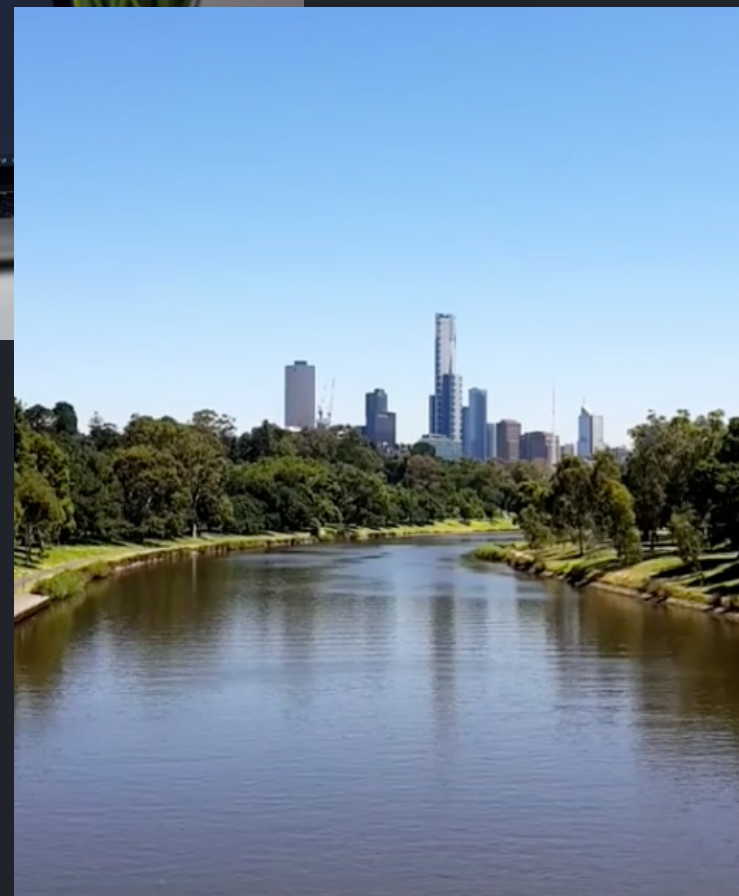
bonjour, hola, yia sou, oi, hallo,
dobrý deň, konnichi wa, god dag,
priviet, saluton, ni hao, guten tag,
aloha, ciao, hej, namaste, bok...



Petr Tichy

Freelance Front-End Developer
at ihatetomatoes.net

 @ihatetomatoes



w.academy



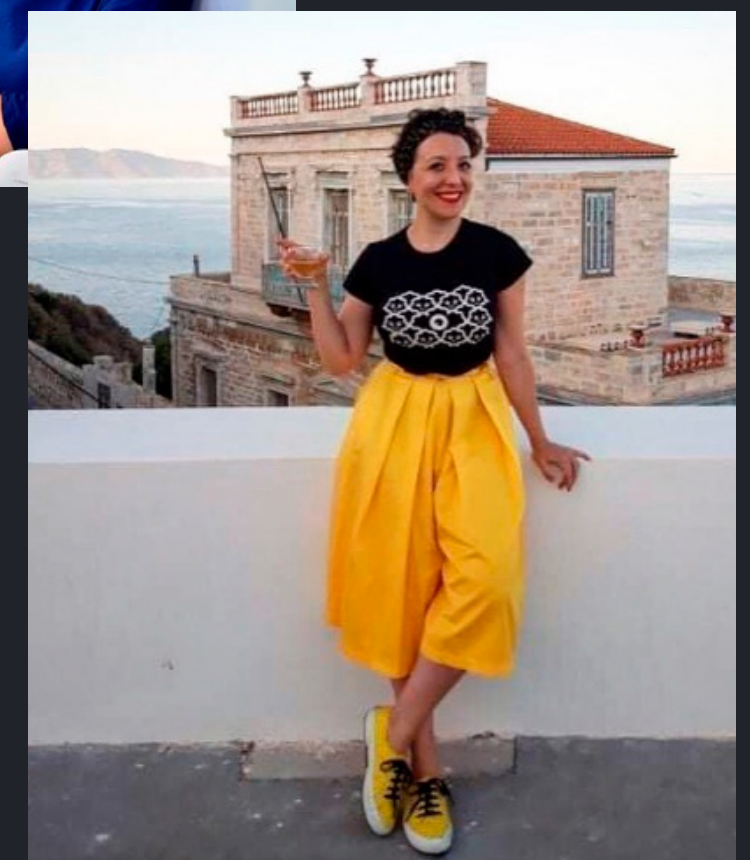
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**TODAY'S
JURY**

Chiara Aliotta

Co-founder & Art Director at
Until Sunday & The Pattern Tales

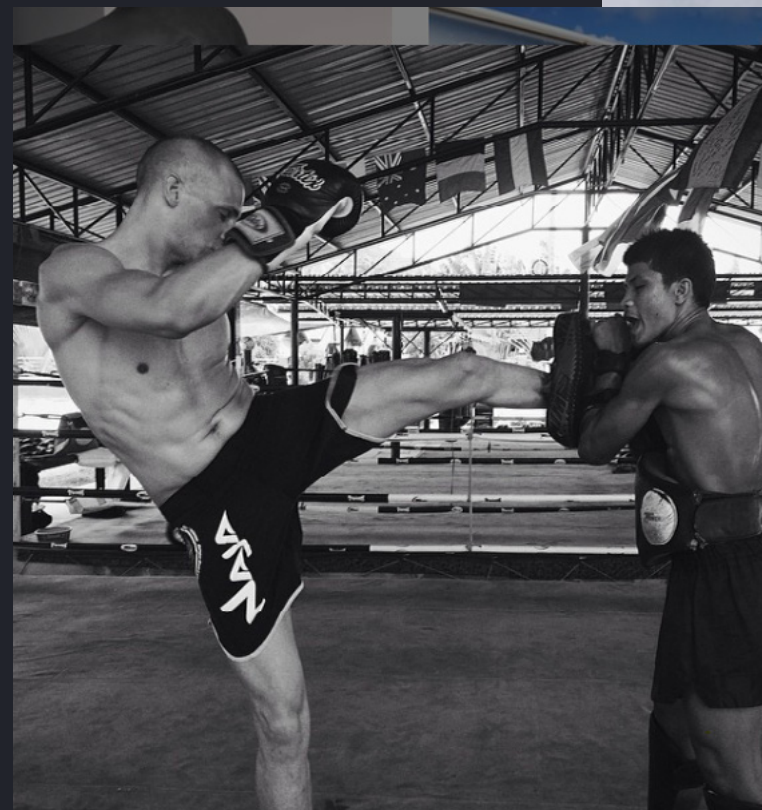
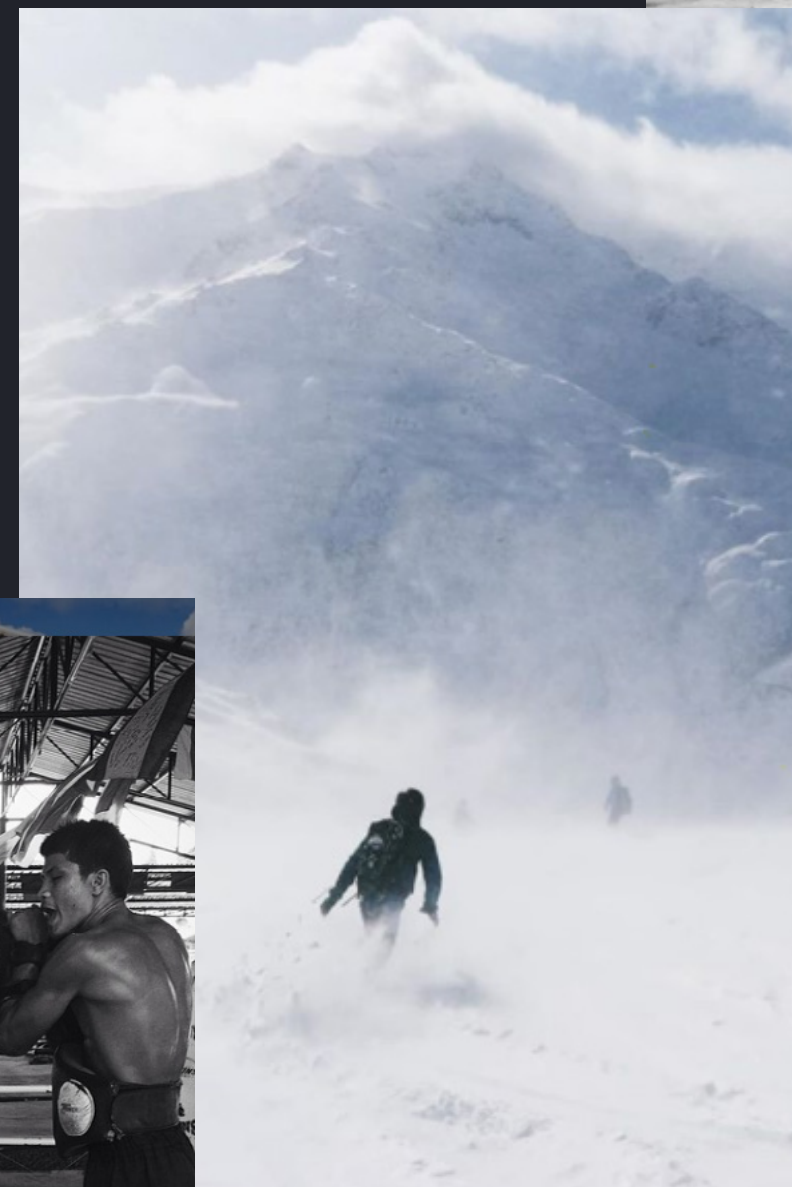
🐦 @ChiaraAliotta



Daan Klaver

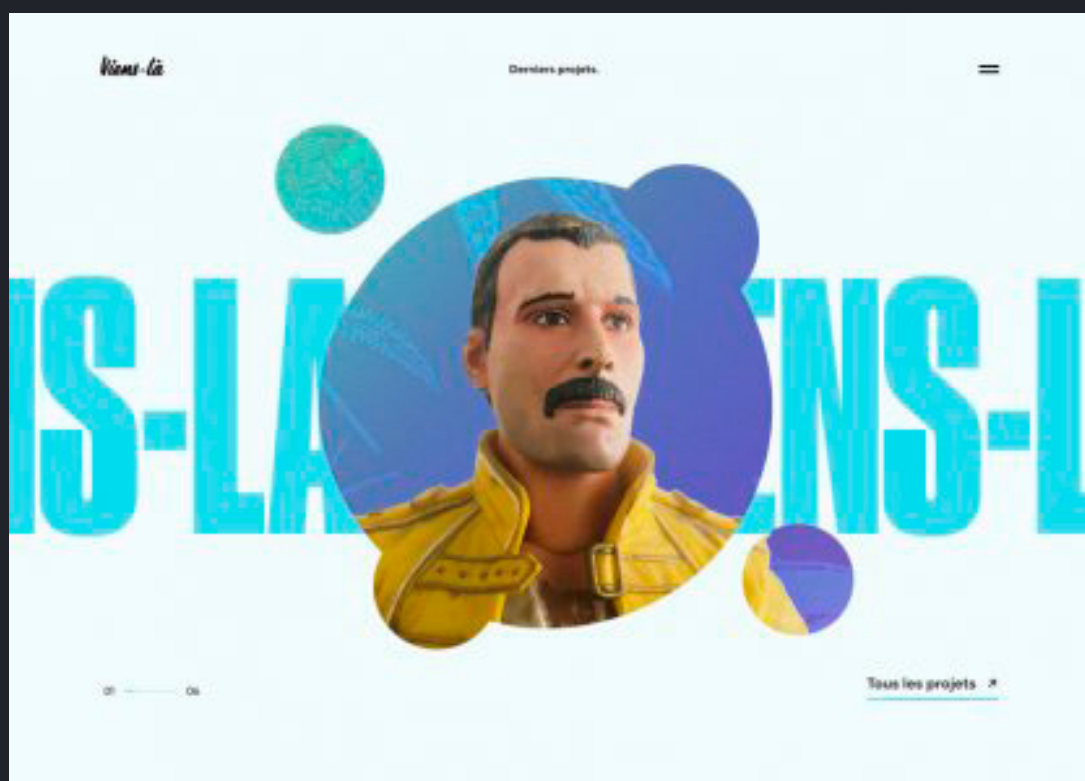
Founder & Creative Director at
Build in Amsterdam

🐦 @daan_klaver



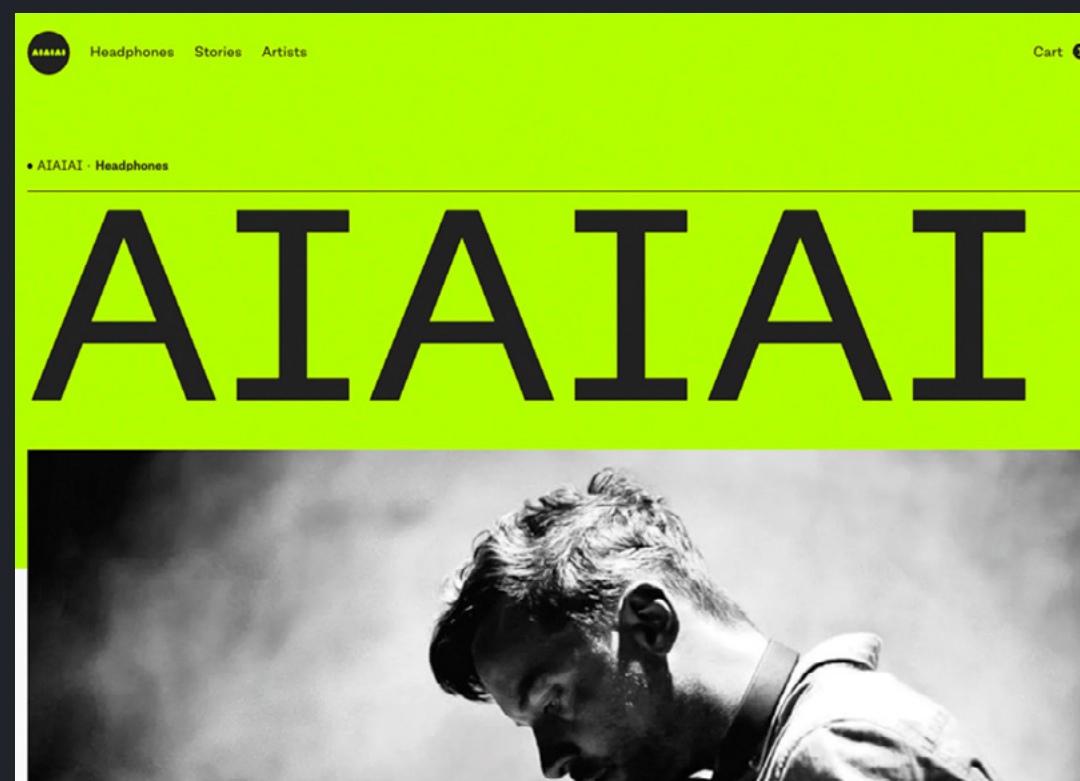
Live Jury Website Reviews

Deconstruct, Discuss, Feedback



viens-la.com

Viens-Là
By Viens-La



aiaiai.audio

AIAIAI Audio
By Spring/Summer



editorialnew.com

Editorial New
By Locomotive

Viens-là est un studio créatif spécialisé en branding & digital.

À propos de Viens-là ↗

viens-la.com
By Viens-là

- The backend runs on Wordpress
- Front-end with Three.js for the custom WebGL animations
- Anime.js to animate HTML elements
- Barba.js to create custom page transitions

Viens-la is a creative studio based in Paris, founded by Nicolas Roume and Frédeeric Paquet in 2011. The goal of this Portfolio site is to differentiate itself from the competition, from the art direction to the animations, the user experience and the meticulous back-office.

It has a friendly and colourful art direction, a seamless navigation system, and meticulous attention to detail.

Design Considerations

- Style & Influences
- Use Of Typography
- Font Pairing
- Legibility And Readability In Mobile Version
- Color Palettes
- Layout

Content & Ux

- Content Architecture
- Navigation
 - Scroll Revealed Content
 - Mixing Horizontal And Vertical Scroll
- Usability & Accessibility

Voice & Tone

Viens-Là transmits its brand personality by using:

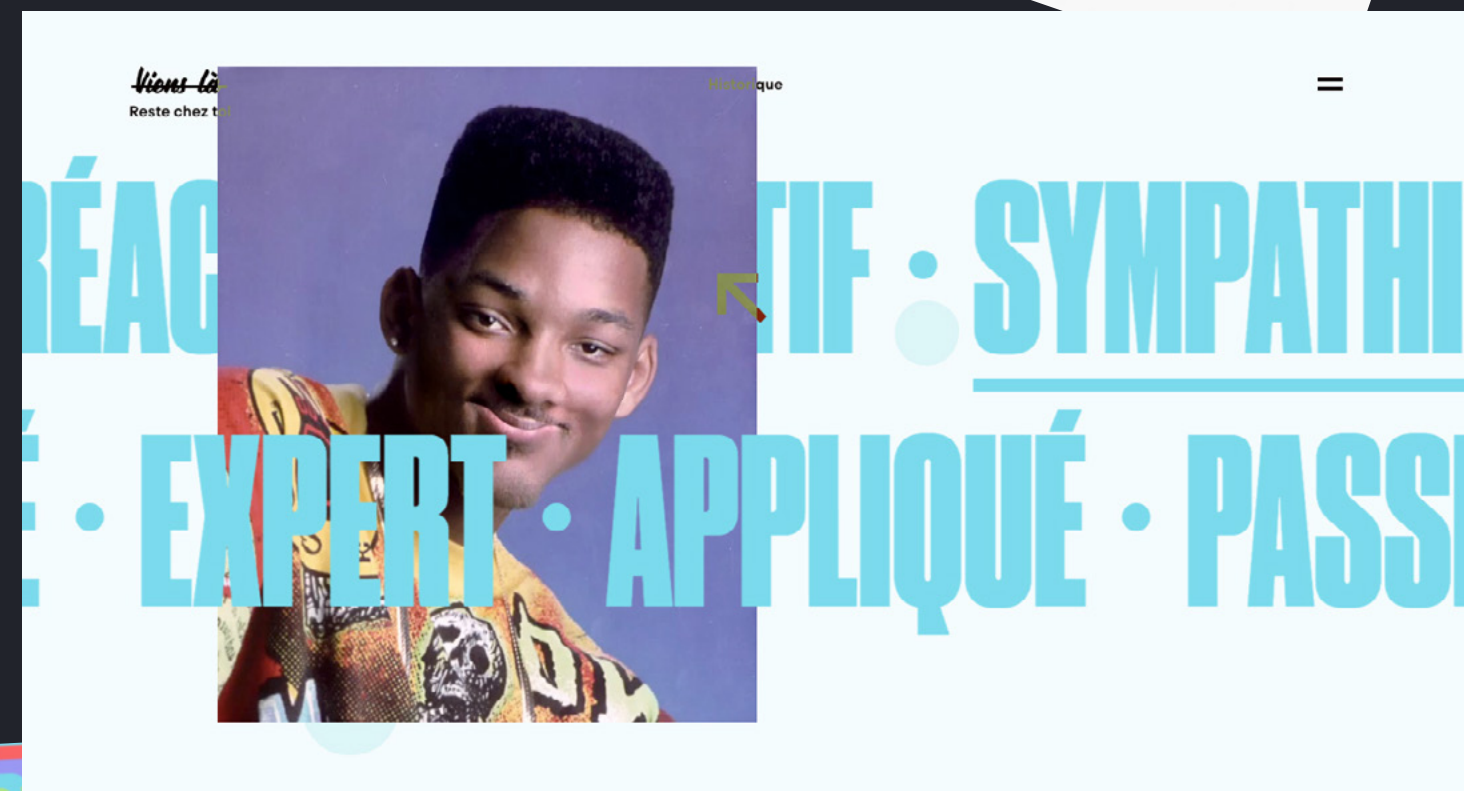
- Fresh Microcopy
- Motion Design
- Micro-Interactions
- Delightful Animations
- Easter Eggs
- Minigames

Playful Animations & Interactions

- Scroll Triggered Animation
- Reactive Cursor
- Decorative Styles
- Micro-Interactions
- WebGL Minigames
- Transitions

Highlights

- Brand Personality
- Voice & Tone
- Playful Animations & Interactions
- WebGL Minigames
- Easter Eggs
- Navigation



Performance

63

● First Contentful Paint	0.6 s	● Time to Interactive	1.7 s
● Speed Index	7.3 s	● Total Blocking Time	350 ms
● Largest Contentful Paint	1.7 s	● Cumulative Layout Shift	0.198

Opportunities to improve

- ✓ **Serve images in next-gen formats** (Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG)
- ✓ **Remove unused JavaScript**

Source: [PageSpeed Insights](#) (Desktop)



A I A I A I



aiaiai.audio

By Spring/Summer

- Backend with Prismic
- Frontend with HTML5, CSS3, Node.js, React, Next.js + Webpack

The site was developed by Spring/Summer, They're an independent digital agency from Denmark. They combine smart design with rich technology to craft innovative brand and business solutions.

AlAIAl is an audio design company, dedicated to developing premium audio products with their world-renowned network of music makers, industrial designers and audio technicians.

Design Considerations

- Style & Influences
- Use of Typography
- Color Palettes
- Layout

Content & Ux

- Content Architecture
- Navigation
- Product Display
- Shopping cart Process

Highlights

- Content Architecture
- Product Display
- Shopping Cart Process
- Typography



Performance

58

● First Contentful Paint	1.6 s	● Time to Interactive	2.8 s
● Speed Index	2.4 s	● Total Blocking Time	250 ms
● Largest Contentful Paint	3.1 s	● Cumulative Layout Shift	0.005

Opportunities to improve

- ✓ Reduce initial server response time
- ✓ Defer offscreen images
- ✓ Serve static assets with an efficient cache policy

Source: [PageSpeed Insights](#) (Desktop)



editorialnew.com
By Locomotive

- The backend runs on Characoal CMS
- Frontend with HTML5, CSS3, JavaScript and GSAP animations

Locomotive stands out among web agencies, and offers a wide range of creative and strategic services for brands, companies, foundations and other remarkable organizations. We assist and educate our clients in making the best use of the solutions we build with them.

The whole creative approach revolves around the use of Editorial New typeface, its vintage-modern duality and its variable capabilities. So, after laying down our UX strategy for the landing page, a small team led by creative director Louis Paquet came up with a strong art direction and some playful ideas to treat the editorial advertising retro theme

Concept

Editorial New is the result of a collaboration between Pangram Pangram Foundry and Locomotive. Following the official launch of Editorial New typeface, Locomotive had in mind to create an Editorial New digital showcase: A full experience using the new retro variable font set in action. Our target audience being designers, art directors, developers and students, we went on a highly graphic approach to showcase the beautiful variable font set. The font is actually free to TRY, you can get it on Pangram Pangram's website.

Typography in motion

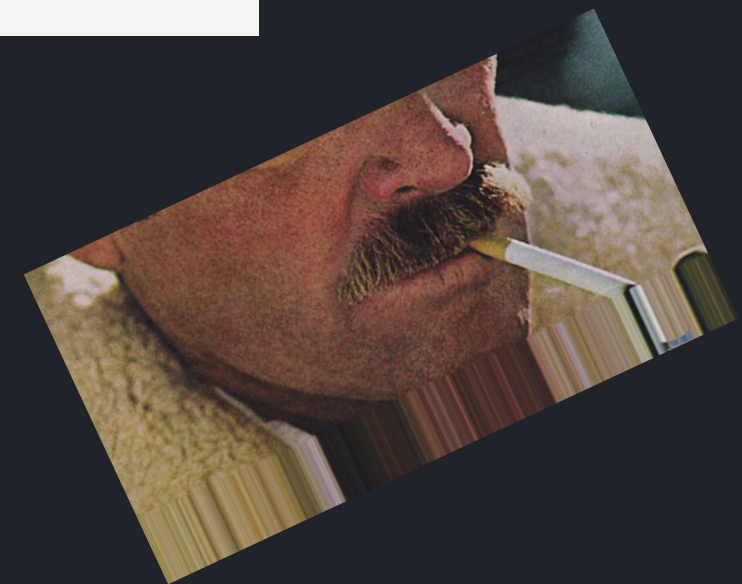
Playing with a fairly new concept for our team means discovering loads of creative possibilities for user interactions and animations by manipulating font weight, size or letter spacing in real-time, using code. We simply love it.

Dark mode

If you're a "dark mode" kind of person, try out the inverted mode by simply toggling the switch to invert colors on the whole page. It is more than a gadget, it actually gives the user more possibilities for testing the font in use from all standpoints, on a dark or a light background.

Highlights

- Typography in Motion
- Interactions & Animations
- Navigation
- Dark mode



Performance

100

● First Contentful Paint	0.3s	● Time to Interactive	0.9 s
● Speed Index	0.6 s	● Total Blocking Time	70 ms
● Largest Contentful Paint	0.5 s	● Cumulative Layout Shift	0

Opportunities to improve

- ✓ Serve static assets with an efficient cache policy
- ✓ Properly size images

Source: [PageSpeed Insights](#) (Desktop)

TIME'S UP

Next webinar:

30 Jun, 2020

Progressive Web Apps.

By Craig Adolph & Anna Potanina (GOOGLE)



Thank You!

Subscribe to our  YouTube channel!



End of Stream!

Petr Tichy
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Chiara Aliotta
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