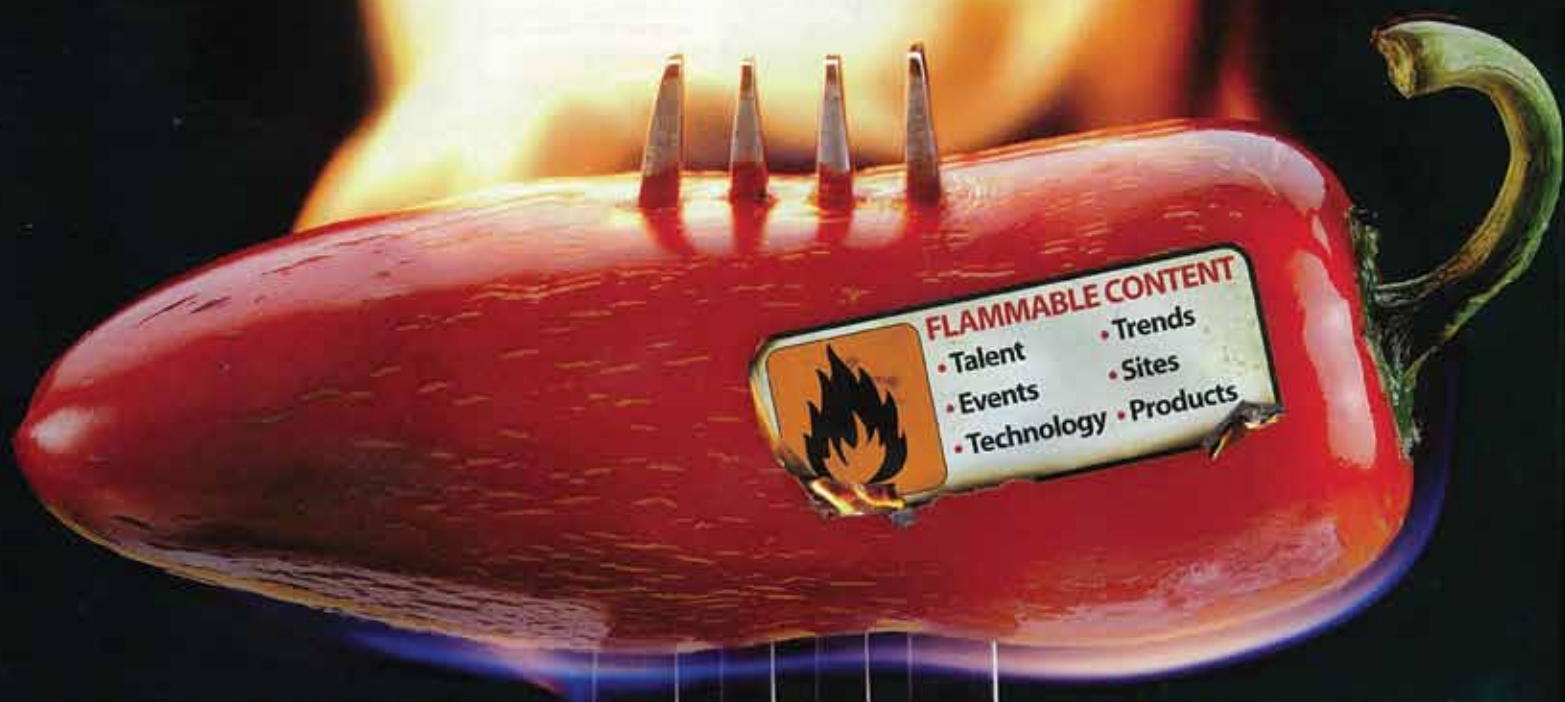


2010
SPECIAL
PREVIEW

web designer



HOT 100

As the curtain falls on another exciting year, we've cranked the fires once again for our annual look at what's set to get hot over the next 12 months. If it's not on the list then it isn't worth worrying about!

IT'S TEMPTING TO start these future prediction pieces by looking back in a sort of whimsical yet somewhat maudlin sense of nostalgia. Where's the time gone eh? How can we top THAT year? Doesn't it seem like yesterday we were doing HOT 100 2009? Those sorts of annoying comments, you get the idea.

Well, that kind of chat is officially banned as we stride boldly forward in fervent anticipation of 2010! The Noughties, as the decade was irritatingly dubbed, are officially over as the 21st Century lurches ever closer towards that spotty teenage phase. As denizens of technology we know that standing still is impossible

and that the web world certainly waits for no one. As designers of online content we are the people who shape that landscape and have a responsibility to push the boundaries and capture imaginations.

However, within that it becomes vitally important to show awareness for what's going on around you and draw inspiration from the breaking trends around the industry, often before they happen. Unfortunately by the time the next great thing goes mainstream, it's already out of date and instantly unfashionable. This is precisely why every January we run our HOT 100 countdown, to give you the inside track on the biggest

creative tips to watch out for. Not only trends, but talented people, up-and-coming agencies, products and tools, essential shows or conferences, and fabulous websites – all find a place over the next nine pages.

Intrepid Web Designer contributor Michael Burns has done a sterling job to hunt high and low for the best stuff, with more than just a little help from personalities throughout the trade, so a big thank you to them. As always there is no hierarchy or order of importance to the included tips and we'll do our best to put those who didn't get in on our blog, so keep an eye out for those. Let the future of web design commence!



Latest Products
The stuff you shouldn't be without next year



New Trends
Ways you'll be working in 2009



Hot Sites
Those URLs to bookmark now



Top Talent
Agencies and people to watch



Technology
Tools, platforms and hardware that will be making waves



Events
The shows you need to attend



3D experiences

We'll create fewer static visuals using 3D/After Effects and more dynamic, real-time interactive 3D (Flash, Papervision) experiences. This will be driven by higher penetration of Flash Player 10, and increased use of 'Pixel Bender' filters. ActionScript3 will be used to visually treat Flash assets on-the-fly, making personalised, rich and scalable solutions possible.

Paul Lyons, interactive designer, Fortune Cookie



Benjamin Mace



Optimising for new experiences

2010 will be another year of putting more content into smaller spaces. Clients are asking for additional user engagement and cutting-edge ideas within their advertising campaigns every day. We're constantly seeking new and better ways to maximise every byte we're given by clients and publishers. The increasing acceptance of Flash Player 10, along with optimised code bases like TweenNano, will allow for more things to happen across a global audience with varying bandwidths.

Benjamin Mace, interactive director, Grow Interactive



Flash on the Beach '10

Now in its fifth year, Flash on the Beach 2010 has established itself as the event for any self-respecting web designer to be seen at. This independent event draws the best speakers from around the globe and always inspires.

Tricky, <http://www.trickybusiness.co.uk>



Microsoft Silverlight 4

Microsoft Silverlight 4 will offer enhancements like out-of-browser - you can build one Silverlight application and have it run inside the browser or outside on the desktop, another 200 per cent performance increase and a series of features for building full applications that make it work for big companies and software vendors.

Mark Quirk, UK product manager - Silverlight, Expression, ASP.NET at Microsoft UK



Mobile versions

Mobile versions of your website will become a necessity next year. Everyone will have some sort of web-enabled phone (iPhone, Palm, Android, BlackBerry, etc), and controlling the presentation layer for those screens should be one of your highest priorities.

Michael Salamon, lead experience architect, EffectiveUI



Display advertising

With a discerning audience of visually literate readers, user interaction with the ads on the Creative Review website provides an interesting indication of how the public respond to display advertising.

We recently conducted a survey of the 50 best performing ads we've run on creativereview.co.uk. The highest performing of these (part of a current campaign for the Central Illustration Agency) has a click-through rate of 4.28 per cent, with the rest of the top five all achieving over three per cent (compared to an industry average of 0.2 per cent).

The interesting thing about these ads is that they're nearly all static. And if they are animated in any way, the movement is subtle and user-activated. In these times of frugality, less is - it appears - more

Neil Ayres, Creative Review



Changing the GUI

The iPhone paved the way with its multi-touch interface and Apple integrated gestures into the track-plate of the last generation of MacBooks and Leopard OS. So what's next? HyperPalette collaborative working spaces, a re-invention of the GUI by 10GUI, and Sony Interactive Labs sponsored flexible interface devices, are all possible directions.

Rick Lippiett, creative director, Skyron



Doritos - Hotel 626/Asylum 626/ID3

An innovative and brave approach to selling corn chips. The crossover from digital to the real world gives these Doritos campaigns an edge over its competitors and encouragement to buy their products in order to participate. Add in high production values and immersive storylines and you've got a winning campaign.

Leo Yeung, designer, GT

The Doritos campaigns are a site to behold



The web in the palm of your hands...

In 2010 we'll finally be able to have the full web on our phones and not a crippled version. With Flash Player 10.1 going mobile, you can now view the web on the go in exactly the same way as you would view it on your desktop.

Serge Jespers, platform evangelist, Adobe