

process
BOBBY STRICKLAND
book

theme

As a painter, I rely on the pigments of paint to tell a story. As a web designer, my medium is light. This light is available to all. Every design project is an opportunity to use this light to create, influence, and inspire the viewer.

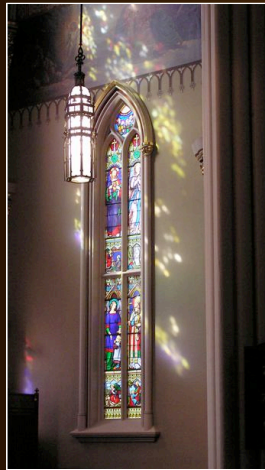
Pure white light is infinite in potential. It can be refracted into a spectrum of colors, to create mood, theme, highlight, and shadow. The unique way a designer bends and blends this light is very much a reflection of the designer himself.

The name for my site came quickly to me—PRIZM Creations. Without the light, the prism is dead. When it captures the light, magic happens.

I knew that I wanted to show the spectrum of what I can do, while at the same time being very conscious that light originates outside of me—I am only a channel, to bring light into this physical space. I am always surprised at what shines through.

journey

Recently I took a trip to the cathedral on the campus of Notre Dame University in Indiana. I was enchanted by the play of light through the stained glass windows, and the colorful reflections that danced on the stone walls. I left a piece of my soul in that sacred space.



samples

These web pages were attractive to me because of the way they play light against darkness. Although the content of these sites is extremely diverse, they all have a feel that I wanted to capture.



Miami Vice



samples



Steven Sebring



samples



Australia



Royal Caribbean



Giorgio Armani



Survival Phatset

sketch

Animated GIF banner of my name



Extend photo right to fill window.
Retouch in Photoshop to add spectrum of color to the light beams.

Glowing Logo
PRIZM

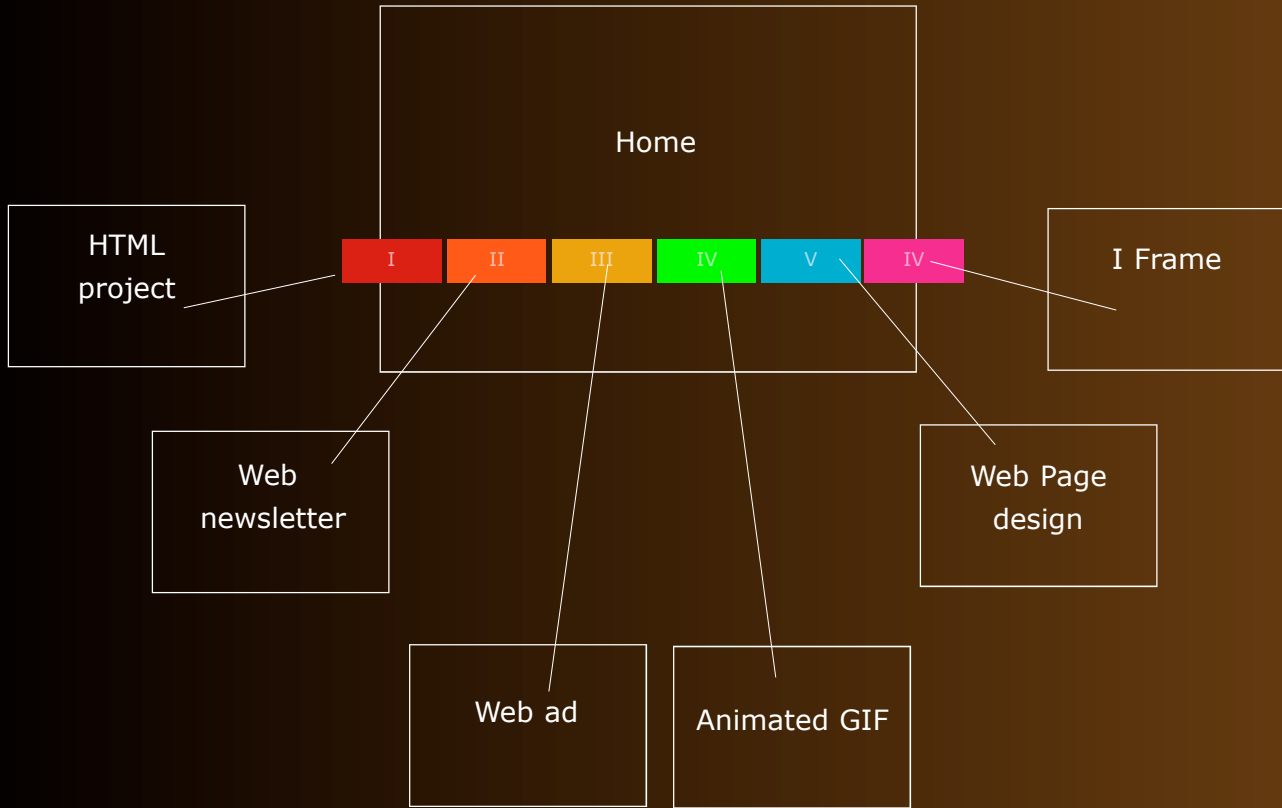
Buttons that create a spectrum,
each button linking to a web project

buttons

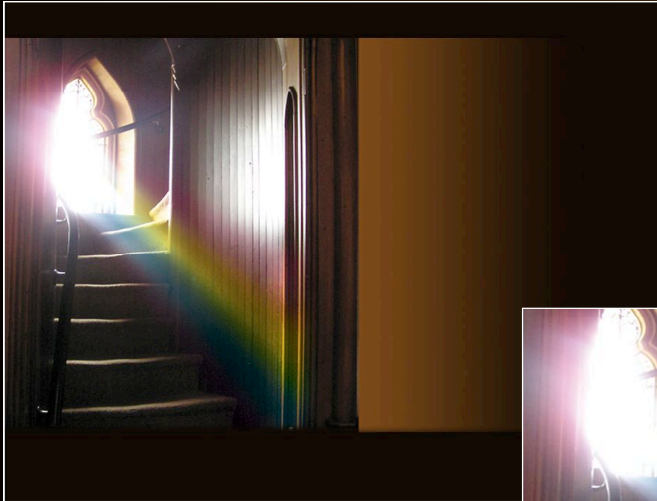
I wanted to create a blended glowing spectrum for the buttons, as if the light coming through the window was creating the rainbow ribbon. Rather than naming each project on the buttons, I chose simple roman numerals, mainly to preserve simplicity and create curiosity. The normal state of the numerals on the buttons is a 50% opacity white. When the mouse rolls over the numeral, it brightens to bright white. Then when the button is selected, the numeral turns black.



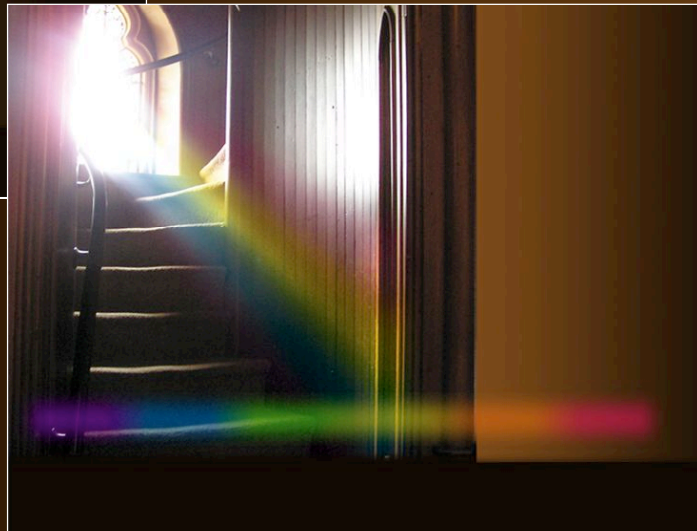
map



process



Retouched Photo:
Add spectrum to light beams
and extend photo on right to
fill window.



Add glowing rainbow spectrum for buttons

process

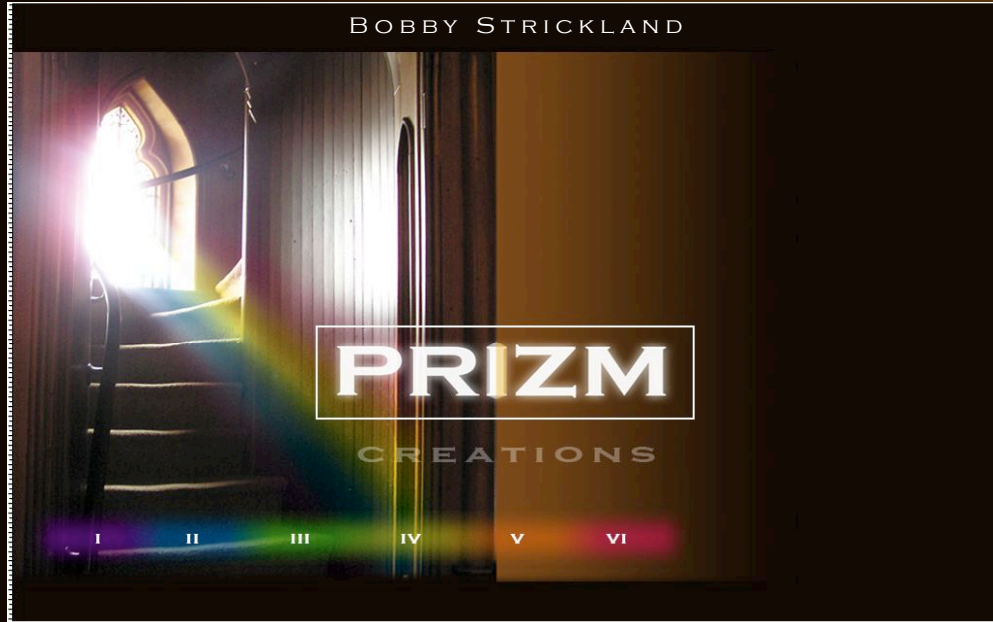


Design and place logo



Animated GIF

finale



Final Design

names

A list of names I considered for this site,
all of which are available on domain.com.
My initials are RDS, and I considered using them.

prizmcreations.com
blankpagebesigns.com
prizmdesignz.com
rdsdesignz.com
innerfolio.com
picturesonexhibition.com
crescendodesign.com
rdsfolio.com
innergallerie.com