


Landing Page Visual Explorations

Example 1

Concepting lists and lines, displaying metadata information.

DUTCH DESIGN (2017)			
Designer	Role	Location	Length
Claudy Jongstra	Textiles	Leeuwarden	5:27:34
	Graphic/Product	Amsterdam	7:35:18
	Product	Eindhoven	8:51:57
	Art/Product	Amsterdam	4:29:25
	Art/Product	Rotterdam	6:14:11
	Textiles/Product	Amsterdam	5:08:36
Philips	Food/Product	Dordrecht	6:11:57
	Architecture	Maastricht	10:08:25
	UX/Product	Eindhoven	7:41:14
R/GA	UX/Product	Eindhoven	6:11:57
Team			
Food in Design			
Textiles in Design			
What is Design?			

Example 2


Expanding on list-style concept and working more with typographic visual hierarchy of metadata copy.


DUTCH DESIGN (2017)		NETHERLANDS	
	Claudy Jongstra	5:27:34	
	Thonik	7:35:18	
	Kolk and Klusters	9:51:37	
	Studio Drift	4:29:25	
	Jo Coenen	10:08:25	
	rENS	6:57:53	
	Mae Engelgeer	5:08:36	
	Pieke Bergemans	6:14:11	
	Philips	7:41:14	
	Marije Volgezang	6:11:57	


DUTCH DESIGN (2017)		NETHERLANDS	
	Leeuwarden	5:27:34	
	Thonik	7:35:18	
	Kolk and Klusters	9:51:37	
	Studio Drift	4:29:25	
	Jo Coenen	10:08:25	
	rENS	6:57:53	
	Mae Engelgeer	5:08:36	
	Pieke Bergemans	6:14:11	
	Philips	7:41:14	
	Marije Volgezang	6:11:57	

Example 3

Experimenting with grid structure and lines and hover interactions.

DUTCH DESIGN (2017)		NETHERLANDS	
	Thonik	7:35:18	
	Kolk and Klusters	9:51:37	
	Studio Drift	4:29:25	
	Jo Coenen	10:08:25	
	rENS	6:57:53	
	AMSTERDAM	5:08:36	
	Pieke Bergemans	6:14:11	
	Philips	7:41:14	
	Marije Volgezang	6:11:57	

DUTCH DESIGN (2017)		NETHERLANDS	
	Thonik	7:35:18	
	Kolk and Klusters	9:51:37	
	Studio Drift	4:29:25	
	Jo Coenen	10:08:25	
	rENS	6:57:53	
	AMSTERDAM	5:08:36	
	Pieke Bergemans	6:14:11	
	Philips	7:41:14	
	Marije Volgezang	6:11:57	

dutchDesign		2017	
	Claudy Jongstra	5:27:34	
	Thonik	7:35:18	
	Kolk and Klusters	9:51:37	
	Studio Drift	4:29:25	
	Jo Coenen	10:08:25	
	rENS	6:57:53	
	Mae Engelgeer	5:08:36	
	Pieke Bergemans	6:14:11	
	Philips	7:41:14	
	Marije Volgezang	6:11:57	
Team	Kiriko	6:11:57	
	R/GA	6:11:57	
	Fuzzco	6:11:57	
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DUTCH DESIGN (2017)		NETHERLANDS	
	(01/12)		
	Amy Truong	7:35:18	
	Armina Foroughi	9:51:37	
	Cheryl Chan	4:29:25	
	Chris Samuel	10:08:25	
	Likes Fried Chien	6:57:53	
	Kae Linh Ngo	5:08:36	
	Kaveh Cave	6:14:11	
	Malcolm Kutar	7:41:14	
	Robbie Sebulen	6:11:57	

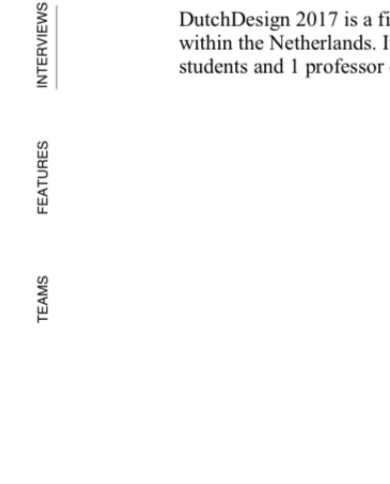
Example 4


Breaking the grid lines and using lines in a different way to give structure.

DUTCH DESIGN (2017)		NETHERLANDS	
	Thonik	7:35:18	
	Kolk and Klusters	9:51:37	
	Studio Drift	4:29:25	
	Jo Coenen	10:08:25	
	rENS	6:57:53	
	Textile Designer	5:08:36	
	Pieke Bergemans	6:14:11	
	Philips	7:41:14	
	Marije Volgezang	6:11:57	

Example 5


Working towards a cleaner visual by stripping the lines, but still having them as part of the identity through hover states.

dutchDesign		2017	
	Claudy Jongstra	PRODUCT	5:27
	Thonik	GRAPHIC	7:35
	Kolk + Klusters	PRODUCT	9:51
	Studio Drift	ART	4:29
	Jo Coenen	ARCHITECTURE	10:08
	rENS	PRODUCT	6:57
	Mae Engelgeer	PRODUCT	5:08
	Pieke Bergemans	ART	6:14
	Philips	PRODUCT	7:41
	Marije Volgezang	PRODUCT	6:11
Team	Kiriko	UX	6:11
	R/GA	UX	6:11
	Fuzzco	GRAPHIC	6:11


dutchDesign		2017	
	Claudy Jongstra	5:27:34	
	Thonik	7:35:18	
	Kolk and Klusters	9:51:37	
	Studio Drift	4:29:25	
	Jo Coenen	10:08:25	
	rENS	6:57:53	
	Textiles Designer	5:08:36	
	Pieke Bergemans	6:14:11	
	Philips	7:41:14	
	Marije Volgezang	6:11:57	
Team	Kiriko	6:11:57	
	R/GA	6:11:57	
	Fuzzco	6:11:57	
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Example 6

An example of a potential flow for the landing and interview pages.

dutchDesign		2017	
	Claudy Jongstra	PRODUCT	5:27
	Thonik	GRAPHIC	7:35
	Kolk + Klusters	PRODUCT	9:51
	Studio Drift	ART	4:29
	Jo Coenen	ARCHITECTURE	10:08
	rENS	PRODUCT	6:57
	Textiles Designer	PRODUCT	5:08
	Pieke Bergemans	ART	6:14
	Philips	PRODUCT	7:41
	Marije Volgezang	PRODUCT	6:11
Team	Kiriko	UX	6:11
	R/GA	UX	6:11
	Fuzzco	GRAPHIC	6:11

dutchDesign		2017	
	Claudy Jongstra	5:27:34	
	Thonik	7:35:18	
	Kolk and Klusters	9:51:37	
	Studio Drift	4:29:25	
	Jo Coenen	10:08:25	
	rENS	6:57:53	
	Textiles Designer	5:08:36	
	Pieke Bergemans	6:14:11	
	Philips	7:41:14	
	Marije Volgezang	6:11:57	
Team	Kiriko	6:11:57	
	R/GA	6:11:57	
	Fuzzco	6:11:57	
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dutchDesign		2017	
	Claudy Jongstra	5:27:34	
	Thonik	7:35:18	
	Kolk and Klusters	9:51:37	
	Studio Drift	4:29:25	
	Jo Coenen	10:08:25	
	rENS	6:57:53	
	Textiles Designer	5:08:36	
	Pieke Bergemans	6:14:11	
	Philips	7:41:14	
	Marije Volgezang	6:11:57	
Team	Kiriko	6:11:57	
	R/GA	6:11:57	
	Fuzzco	6:11:57	
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