

(bi)gital»



Digital projects 1996-2003

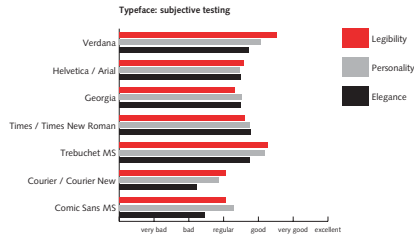
<http://bigital.com>  
[info@bigital.com](mailto:info@bigital.com)

**(bi)gital»** is a design studio fully dedicated to the development of on- and off-line multimedia projects.

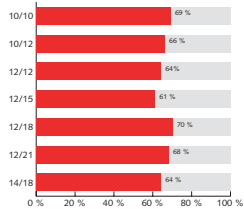
Was born in 1996, when its founders, Tomás García Ferrari and Carolina Short, decided to join their experiences in the traditional design realm to create a design office focused on the new media.

The studio develops entire projects, from the backend to the final graphic interface, for an important range of clients, mainly from Argentina and Germany.

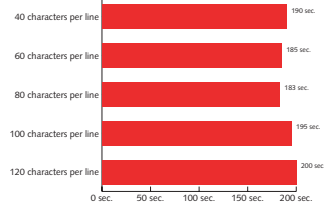
During the last years, **(bi)gital»** has focused on the development of dynamic information systems on the World Wide Web, using the integration of templates, graphics and data-bases to create interactive models of Internet publishing for non-technical users.



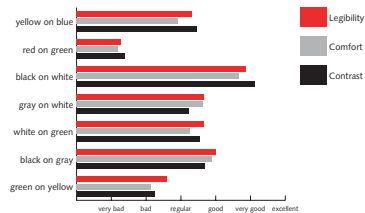
Size & leading: text comprehension



Column width: Average reading time in seconds



**Colour: subjective testing**



Some of the graphics from the tests done with the chair of Prof. Carlos Venancio

## Legibility and readability on the web

<http://bigital.org/tipo2-venancio/>

Reading a text from the World Wide Web has become usual in our culture. We have also experienced a shifting of paradigms: from the printed paper to the computer screen (or from atoms to bits). This transition is modifying how we read and understand a text. Digital media have a fast and dynamic pace; users move from one internet page to the other in seconds.

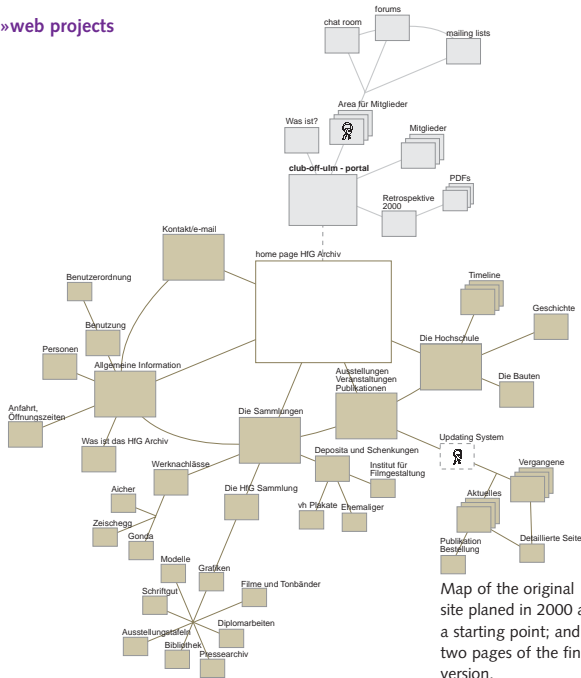
Digital design holds its own problems, and specifically web design, with its different platforms, browsers, hardware makes impossible to control the user's environment. Typography on the web is a new dilemma, even if rules coming from the printed press could apply, a certain number of particular characteristics from the digital media ask to redefine specific rules. At the moment, most rules are coming from a test/failure system.

This report is the result of an experimental approach to this problem, done with the collaboration of the *Typography II Course*, Prof. Carlos Venancio, Architecture and Design Faculty, University of Buenos Aires, Argentina.

### Goals

To establish which typefaces and under which conditions are presenting better results in terms of legibility and readability on the screen.

## » web projects



## Archive of the School of Ulm (hfg-ulm)

<http://hfg-archiv.ulm.de/>

Institutional presence in internet from the archive of the School of Ulm, that nowadays functions as a part of the Ulm City Museum, and is in charge of preserving the legacy of the legendary school, closed in 1968.

Was developed together with the HfG Archiv representatives, working as a team in the selection of content, interface and visual aspects; the texts are in German but they plan to have an English version soon.

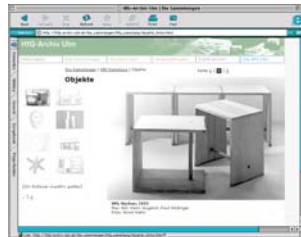
It's organized in 6 main sections: «*Information*» (referent to the functioning of the archive), «*The Catalog*» (details what kind of material can be found; has got as well some detailed subsections as *Objets*, *Graphics*, *Photos*, etc), «*Exhibitions*» and «*Events*» (organized by the archive) «*Publications*» (edited by the institution since its existence) and «*The hfg-ulm*» (the history, building data, and a Timeline specifically regarding what the school was during the time it existed).

**Project** Website for the HfG Archiv Ulm

**Client** HfG Archiv Ulm, Ulmer Museum

**Date** November 2000 - May 2003

**Platform** World Wide Web



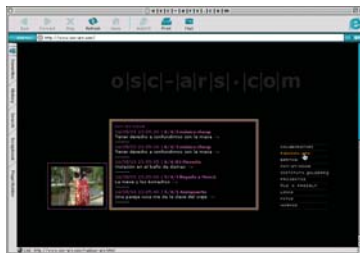
**www.osc-ars.com**

*http://osc-ars.com/*

Custom design for the argentine composer Oscar Strasnoy.

Has got an updating system (accessible from the web, password protected) for publishing texts for an *on-line* diary, the information regarding plays, projects in progress, actually functioning as a mean of communication between the composer (that travels constantly) and his audience/collaborators/clients (that are located in different parts of the world).

Homepage



Updating system

**Project** [www.osc-ars.com](http://www.osc-ars.com)

**Client** Oscar Strasnoy

**Date** since January 2003

**Platform** World Wide Web



(bi)gital».org

<http://bigital.org/>



The main purpose of this portal is to create a space for designers, typography lovers, communicators, new media professionals. A place to publish articles, gather and organize information, express their ideas, show and discuss their projects, share experiences.

**Project**

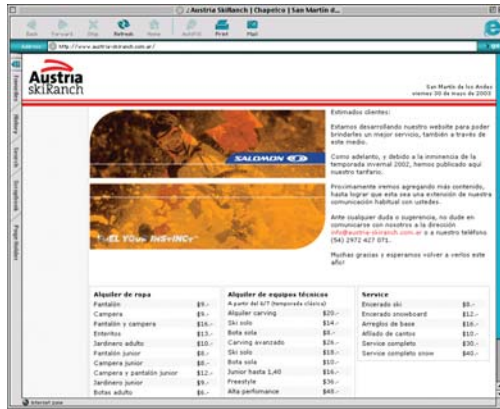
**Client** bigital.org, Design portal in Spanish

**Date** (bi)gital»

**Platform** since July 2001

World Wide Web





## Austria Ski Ranch

<http://www.austria-skiranch.com.ar/>

Redesign of the corporate identity for this ski and outdoors store located in San Martín de los Andes, Patagonia, Argentina.

The project includes, as well, the creation of the institutional website and an online store.

**Project** Website for Austria Ski Ranch

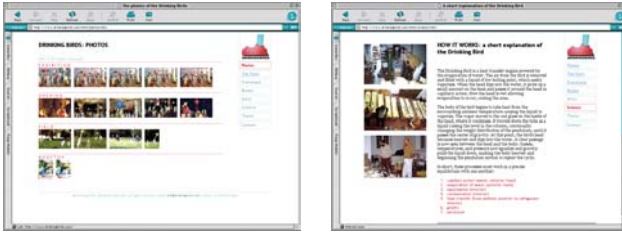
**Client** Austria Ski Ranch

**Date** since June 2001

**Platform** World Wide Web

## Drinking Birds

<http://www.drinkingbirds.com/>



(bi)gital» is redesigning this website, which shows in detail the project of the Giant Drinking Birds, done by the artist Daniel Reynolds.

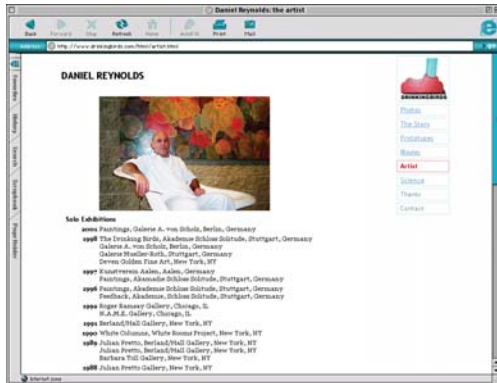
Contains all the information related to the project itself, as well as pictures, videos, and a way to get in contact with the artist.

**Project** Website for the Giant Drinking Birds

**Client** Daniel Reynolds, Brooklyn, USA

**Date** since May 2001

**Platform** World Wide Web



## tpG tipoGráfica Buenos Aires

<http://tpgbuenosaires.tipografica.com/>

The aim of this website is to provide information on this event, organized by the tipoGráfica magazine, Buenos Aires. It consists on an exchange forum to review the diverse interests which influence the role of typography in our times.

**Project** Website for tpG tipoGráfica Buenos Aires

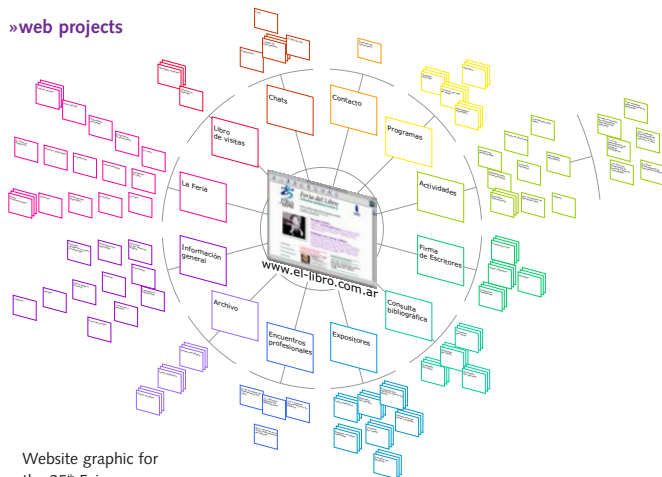
**Client** tipoGráfica magazine

**Date** since March 2001

**Platform** World Wide Web



## »web projects



Website graphic for the 25<sup>th</sup> Fair.



A page of the Children Book Fair and one from the 27<sup>th</sup> Fair.

## Buenos Aires Book Fair

<http://www.el-libro.com.ar/>

The purpose is to give the public all the information concerning this fair: events, conferences, readings, workshops, etc. This fair is aimed to the readers and consumers of books in Argentina.

This site is being updated regularly since the first version made for the 22<sup>nd</sup> Book fair, in March 1996. Pages are dynamically generated using templates and databases; so the updating is quite simple and allows the creation of functions for the users such as online activities subscriptions, searches, etc.

*This website was published in the book 'Graphic Design Speak', Rockport Publishers, 1999 as well as in articles from different Argentine newspapers.*

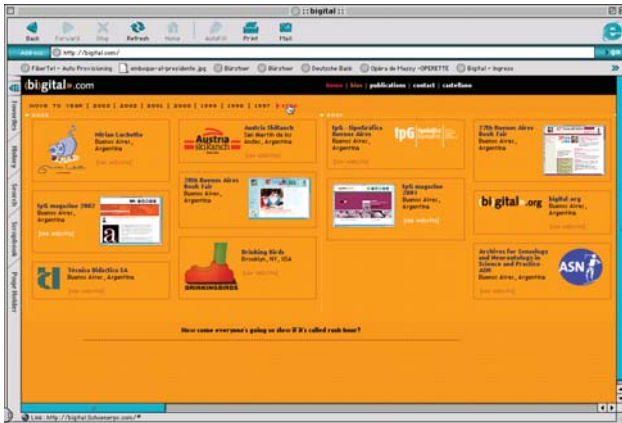
**Project** Website for the Buenos Aires Book Fair

**Client** Buenos Aires Book Fair - Book Foundation

**Date** since March 1996

**Platform** World Wide Web

<http://bigital.com/>



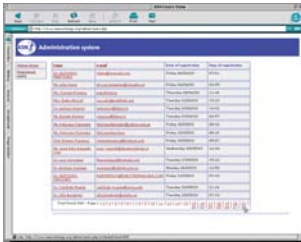
Basically, consists of a timeline, which appears directly at the starting point, and moves horizontally across the screen; and three basic sections for the rest of the information: 'bios', 'press' and 'contact'.

## Platform World Wide Web

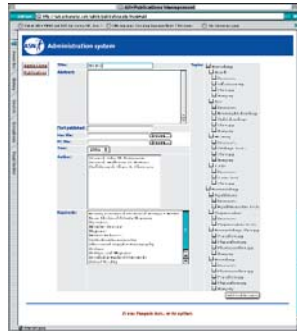




Homepage.



Publication system.



## ASN Virtual Library

<http://www.neurotology.org/>

«The international society for the studies of the equilibrium, the hearing, the taste and the smell (4-G-F Reg.) has decided to develop an internet focus with information from scientists and clinicians in the field of sensology worldwide. The data, articles, reviews and standards are presented in the following homepage system.» [From the site's introduction]

This virtual library has as well an updating system to publish new papers, adding new authors, resorting the projects, etc, using a password protected web browser interface.

**Project** Website for the ASN Virtual Library

**Client** International Society for the studies of the equilibrium, the hearing, the taste and the smell (4-G-F Reg.)

**Date** November 2000 - February 2001

**Platform** World Wide Web

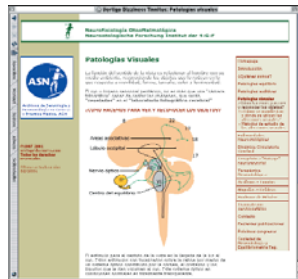
## Vertigo-Dizziness

<http://www.vertigo-dizziness.com/>



The site was made for a group of German and Argentine physicians from Argentina that held institutes dedicated to Neurootology. It is aimed to inform patients and other physicians, and contains detailed animated graphics as well as other specific information.

The first version of this website done in 1997 for the first time. The new version, apart from the updated content and new sections, has enhanced Flash graphics, a search engine, and a renewed interface.

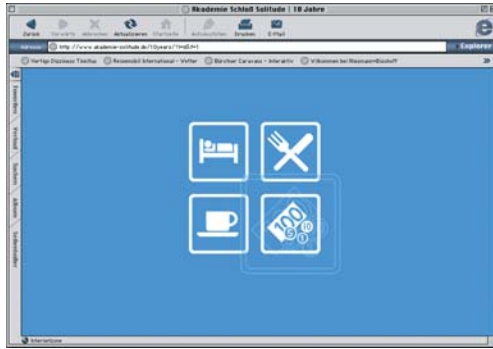


**Project** website for a medical association

**Client** Neurofisiología Otooftalmológica  
Neurootológica Forschung Institut der 4-G-F

**Date** since July 1997

**Platform** World Wide Web



10 years

## Akademie Schloss Solitude

«With a plethora of new projects slated to run between May 2000 and March 2001, the Akademie would like audiences from Stuttgart, Berlin, Saint-Etienne (Rhône-Alpes) and beyond to take part in our ten-year anniversary celebration.»

This site contained all the information concerning the related events, artists, and involved institutions.



**Project** Website for the 10<sup>th</sup> anniversary

**Client** Akademie Schloß Solitude

**Date** April 2000

**Platform** World Wide Web



## Fontana diseño

<http://fontana-d.com/>



Institutional website developed together with this design company located in Buenos Aires.

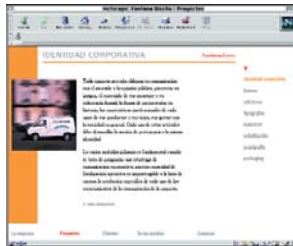
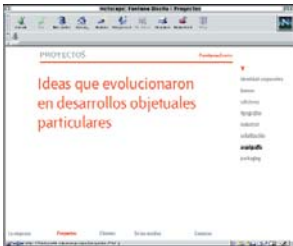
Contains information related to their projects and clients, and is being updated monthly with their new works.

**Project** Website for a design company

**Client** Fontana diseño

**Date** December 1999 - June 2000

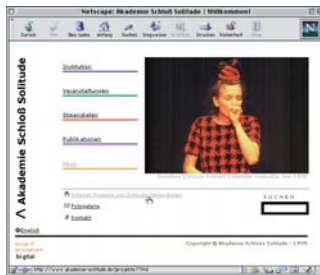
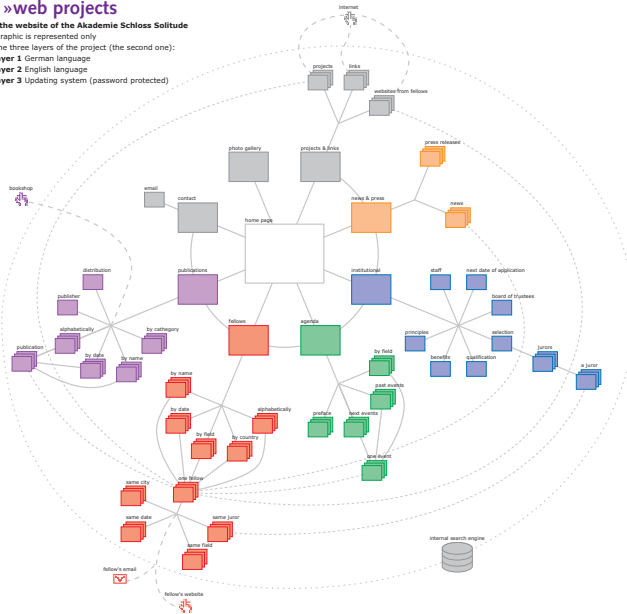
**Platform** World Wide Web



## »web projects

### Map of the website of the Akademie Schloss Solitude

In this graphic is represented only one of the three layers of the project (the second one):  
**Layer 1** German language  
**Layer 2** English language  
**Layer 3** Updating system (password protected)



The Home page of this website has got a library of pictures and selects one randomly each time it is requested.

## Akademie Schloss Solitude

<http://www.akademie-solitude.de/>

The goal of this website is to reflect the network that Solitude means: artists, jurors, projects, events, etc. Was a real challenge to create this system from the very beginning, making proposals that could cover existing information needs; a system thought from the backend to the final interface. We decided to publish the information on all the fellows that conformed Solitude, the agenda of events, the whole catalogue of Edition Solitude, a section for the News, and a section for the institutional information that includes information of the jury.

The design was meant to be clear and simple, keeping the focus on the content; a functional and consistent design of the information. The project was designed in both languages, German and English and the amount of pages is more than 2.300.

Apart from the visible site, the Akademie has got access to an updating system to publish and correct information using a web browser and a password.

**Project** Website for the Akademie Schloß Solitude

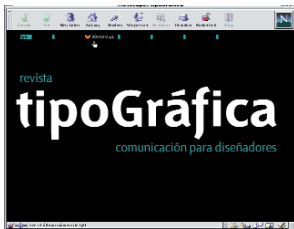
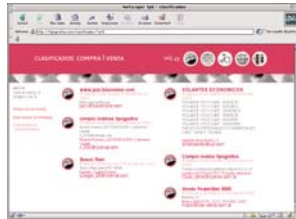
**Client** Akademie Schloß Solitude

**Date** since December 1998

**Platform** World Wide Web



Homepage and general sections, 2001.



Homepage and interface of the 1999 version.

## tipografía magazine

<http://www.tipografica.com/>

tipografía is a very important design magazine in Argentina. Published since the middle '80s, it became a point of reference for all the activities related to design not only in Argentina but in the whole Latinamerica.

This website started as the consequence of the conferences held in June 1997 to celebrate the 10<sup>th</sup> anniversary of the magazine, suffered a major redesign at the beginning of 1999 and has helped to improve the relationship between the editors and its public since the beginning.

Nowadays has an interactive section called 'classified adds' for users to publish info and an 'agenda' that the staff of the magazine can easily update using a password protected system.

**Project** Website

**Client** tipografía Magazine

**Date** since June 1997

**Platform** World Wide Web



## Children's Republic

Macintosh - PC hybrid CD ROM

The Children's Republic is a theme park located near the city of La Plata, Argentina. The goal of this park, created in the '50s, is to introduce children to the institutions and activities related to the republican life.

The park went through a process of renewal, so the goal of this project was to provide information for future investors, show the history, as well as the new project of transformation proposed by the city council.

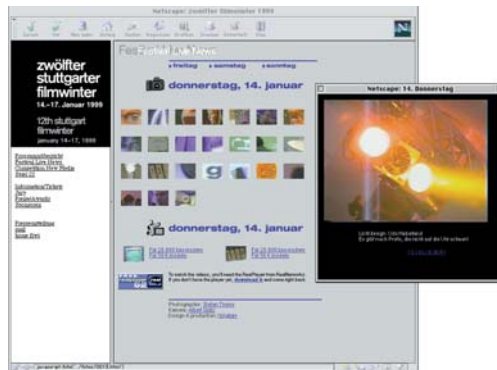


**Project** CD ROM for the Children's Republic

**Client** La Plata City Council

**Date** August 1998 - May 1999

**Platform** Macintosh - PC hybrid CD ROM



## 12° Stuttgart Film Festival

<http://www.wand5.de/>

For the 12<sup>er</sup> Stuttgarter Filmwinter, helded in January '99, we were invited to do the 'Live' section of the website. Using digital pictures and videos, we developed a small and fresh gallery that showed the atmosphere of the event according to what was happening.

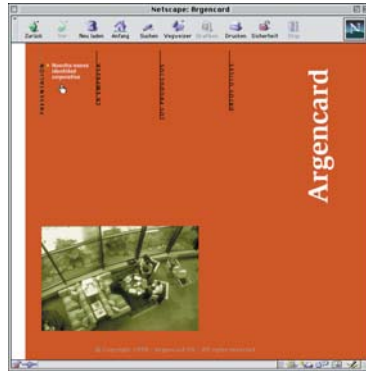
**Project** Website

**Client** 12<sup>er</sup> Stuttgarter Filmwinter

**Date** January 1999

**Platform** World Wide Web





## Argencard

<http://www.argencard.com.ar/>

Following the redesign of their corporate identity, this project was published on-line in the middle of 1998.

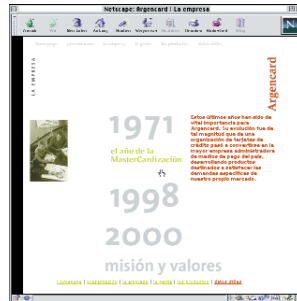
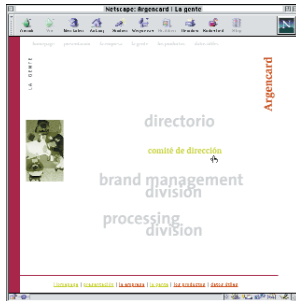
The goal was to inform the visitors about the company's products and activities in a clear and peaceful way.

**Project** Website

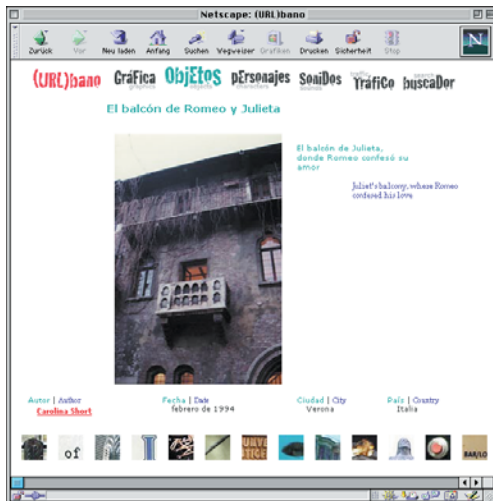
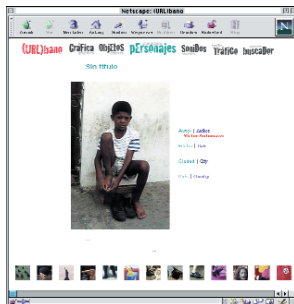
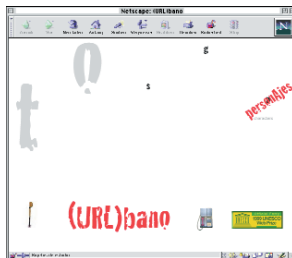
**Client** Argencard (Mastercard Argentina)

**Date** June - August 1998

**Platform** World Wide Web



## »web projects



## (URL)bano

<http://urlbano.bigital.com/>

The main idea was 'you don't have to travel a lot to find interesting pictures. We started to watch our urban landscape with a different point of view, and taking photos of it. It was a good pretext to take advantage of the internet medium and make a dynamic site with pages generated on the fly using templates and data-bases.

Nowadays (URL)bano is growing with the contribution of different people who publish their own photos.

*This website was awarded with the First Price in website design at the 12<sup>th</sup> Stuttgarter Filmwinter in 1999 and published in the book 'Graphic Design Speak', Rockport Publishers, 1999.*

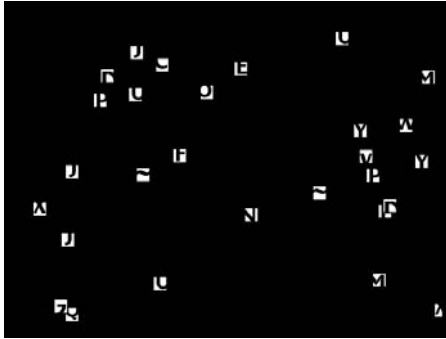
**Project** artistic website

**Client** (bi)gital»

**Date** November - December 1997

**Platform** World Wide Web

## »promotional presentation



## (bi)gital»

### Promotional interactive presentation

The goal was to develop in a few days a cross platform outline of (bi)gital's main works, to be copied into a 1.44 Mb diskette.

This small interactive presentation was done using the same media we produced for the site, with the addition of music and sounds.

**Project** Promotional presentation

**Client** (bi)gital»

**Date** September 1997

**Platform** Macintosh - pc





## Interactive Music

### Infotainment demo

Project developed for being produced as a give-away for consumers of music stores with the goal of letting them hear fragments of the last hits, see some short videos and receive editorial content as well.

**Project** demo CD-ROM

**Client** ...

**Date** July - August 1997

**Platform** Macintosh - PC hybrid CD-ROM



## Mayéutica

### Interactive kiosk

The project was developed with the purpose of being used as an interactive kiosk on the company's stand, which was introducing its new corporate identity in the 'Business to Business '97' exhibition.

We worked together with Fontana FVS design studio, who had designed the new image for Mayéutica. As a final step we developed a fully interactive version, aside the semi automatic that was showed at the exhibition.

**Project** Interactive kiosk

**Client** Mayéutica, Research & Consulting

**Date** March 1997

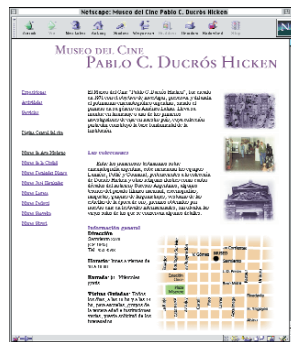
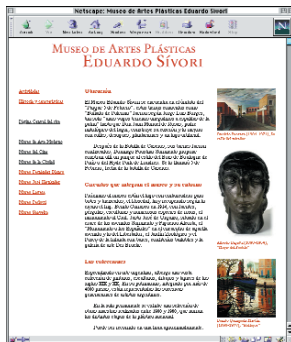
**Platform** Macintosh - PC



## Buenos Aires City Museums

Made as a part of the website of the city of Buenos Aires, the goal was to bring an institutional and cultural presence to the different museums that are coordinated by the Buenos Aires Government.

We worked with photographs, graphics and data provided by the different museums, designing a color program for each one of the museums and a similar structure to unify all of them.

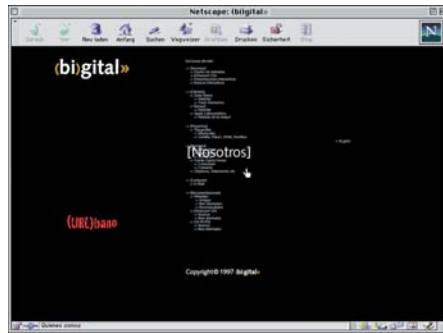


**Project** Website for the museums of the City of Buenos Aires

**Client** Head Office of Buenos Aires Museums

**Date** January - July 1997

**Platform** World Wide Web



## (bi)gital» 1996

The site for (bi)gital» was developed simultaneously with its corporate identity, actually as one of the most important parts of this identity. The site was designed with a few concepts behind: structure, typography and color (the first version had only one photographic image on it). Technically speaking, was developed for the version 3.x of Netscape Navigator, the most used browser at that time, making use of frames and javascripts. For the section of 'suggestions' a set of different types of sites was created and the server selects one randomly.

*This website was published in the book 'Graphic Design on a limited Budget', Rockport Publishers, 1998.*



**Project** Institutional website

**Client** (bi)gital»

**Date** October 1996

**Platform** World Wide Web



## Comfort y Música para volar

### Enhanced cd

This project consisted in developing an interactive track to be included in the new album of a very important rock band, named 'Soda Stereo'. We worked with material shot on video (provided by the MTV), pictures and sounds created by the band. The interface of the project is experimental. Nothing is explicit and the codes are particular of this work. The objective was to avoid the users' boredom.

*This interactive project was published in the book 'Graphic Design on a limited Budget', Rockport Publishers, 1998.*

**Project** Interactive track for enhanced CD

**Client** Soda Stereo

**Date** July - August 1996

**Platform** Macintosh - PC

## Soda Stereo

The site was developed with the goal of giving this Argentine rock band an official presence on the Internet. Different sections were created using the aesthetic concept developed by the designer Alejandro Ros for the album named 'Sueño Stereo'.

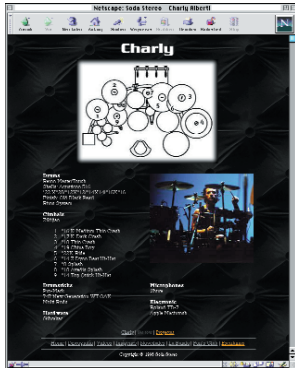
The main idea of the group was to bring some material that isn't of public domain to their fans, like some historical photographs or videos shot with handy cams by the band assistants.

**Project** Website for an Argentine rock band

**Client** Soda Stereo

**Date** April - June 1996

**Platform** World Wide Web



## Clarín Digital

<http://www.clarin.com.ar/>

(Disclaimer: this project changed lately without our intervention)



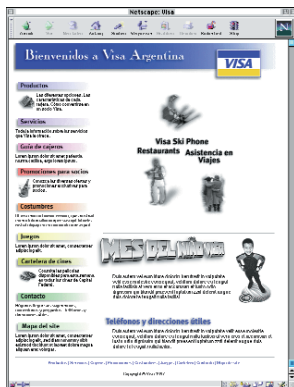
In January 96, we were hired by Clarín, one big newspaper in Buenos Aires, to develop Clarín Digital.

The project consisted in design the graphic interface of the newspaper, according to the possibilities and limitations of the WWW.

A color program according to this medium was developed, as well as a structure to support the different situations of the daily press.

Project Website  
 Client Clarín Newspaper  
 Date January - July 1996  
 Platform World Wide Web





## Consultancy

In several projects we were asked to participate as consultants. Sometimes giving some guidelines to the people in charge of the developing, sometimes taking care of the final quality of the products, but always using our special education: as graphic designers but as well as programmers and technical savvy developers.

Examples of this kind of projects are the ones for companies such as Young & Rubicam (Argentina), DoldeMedien (Germany), T-Sub 0 (Argentina), Técnica Didáctica (Argentina), among others.

**Project** Various

**Client** Various

**Date** 1996 - 2001

**Platform** Various



## Tomás García Ferrari

Tomás García Ferrari is a new media professional who works since 1995 in the development of digital projects.

Worked in *Multimedios América*, a mass media company situated in Buenos Aires, Argentina.

During the first semester of 1996, he was hired by *Clarín* Newspaper to develop the first version of the newspaper for the World Wide Web (<http://www.clarin.com.ar/>).

In August 1996 he founds **digital»**

During 1998/99 he was granted at the *Akademie Schloss Solitude*, Stuttgart, Germany.

Taught Typography at the *Buenos Aires University*. Worked as a Guest Professor of New Media Design at the «*Burg Giebichenstein*», *Faculty of Design*, Halle, Germany. He was selected as a final candidate for an Interface Design professorship at the *Fachhochschule Köln*, Germany.

Participant and lecturer in several multimedia exhibitions, festivals of electronic art, Young Art Biennial, symposiums, in Argentina and Germany.

Has a Graphic Design degree from the Buenos Aires University.

## Carolina Short

Carolina Short started her new media career in 1994 as a free lancer for digital presentations and, later, web design. In 1996 is hired to develop the first website for the *Buenos Aires Book Fair*.

Graduates in Graphic Design in 1994. Started in 1991 as a free lance junior designer. From 1992 to 1996 works at *Fontana diseño*, a specialized design company.

In August 1996 founds **digital»**

During 1998/99 was granted at the *Akademie Schloss Solitude*, Stuttgart, Germany.

Taught editorial design and typography. 1999-2000, worked as a Guest Professor at the «*Burg Giebichenstein*», *Faculty of Design*, Halle, Germany. Is invited to participate in the selection of candidates for an Interface Design professorship at the *Fachhochschule Köln*, Germany.

Participant and lecturer in several multimedia exhibitions, festivals of electronic art, Young Art Biennial, symposiums, in Argentina and Germany.

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