

# The latest web technologies

Everything you need to know to be able to hold your head up in front of web developers and clients...

## AJAX

AJAX (Asynchronous JavaScript And XML), put at its simplest, is a way of enabling web page content to change without having to update the whole page. It requires no additional software or hardware and works across most modern browsers. It really is akin to web applications becoming more like their desktop counterparts.

## FLEX

Flex, created by Adobe, is a development application based on good old Flash. What Flex essentially does is enable developers to create scalable applications which can be used on virtually any platform. Flex 2 also introduces a new version of ActionScript (ActionScript 3) and requires Flash Player 9 or higher.

## MASHUPS

A Mashup is simply a website or application on the web which takes content from multiple third parties and aggregates it all together into one integrated user experience. Google, Amazon and eBay all use Mashups.

## TAG CLOUDS

A Tag Cloud is a list of the most frequently used tags on a website. The most popular tags in these weighted lists are usually given a larger point size. Usually each tag is clickable and will reveal a list of all items that have been given that tag. A good example of a Tag Cloud can be found at <http://del.icio.us/tag>.

## Expert profile: Paul Wyatt

As head of design at Lycos, there isn't much Paul Wyatt doesn't know about web creation technology...

### BACKGROUND:

Paul Wyatt runs the design team at Lycos UK and is responsible for producing the web, animated and print creative for Lycos and its many clients. "I've worked with Jakob Nielsen on ITV's *Whose London* project and on the *Daily Mail* with its property awards," says Wyatt. "I'm also a motion graphics designer and have produced animated creative for TV, DVD, mobile and web."

### YEARS PRACTISING AS A CREATIVE:

Ten.

### CLIENTS:

Sony/BMG, BBC, 2 Entertain, Fremantle, Canal+, Fox, Universal and Contender Entertainment group.

### MISSION STATEMENT:

"The basic principles of design can be used for any project, be it a DVD, website, or billboard campaign. Designers shouldn't limit their skills to one medium. Don't box yourself, go out and design a prettier world..."

WEBSITE: [www.paulwyatt.co.uk](http://www.paulwyatt.co.uk)

Right: Wyatt created an interactive office for the Lycos Christmas website. Exploring the animated office is a fun way of taking visitors to the Christmas-themed Lycos areas. It was made in Cinema 4D and Flash.

Below: Wyatt created a DVD version of his portfolio site, "Being a DVD, the design and content could be richer," says Wyatt. "This is the Chapters menu for my video showreel." It was produced in DVD Workshop, Cinema 4D and After Effects.



Above: This DVD menu interface was created for a DVD all about Lycos. It was animated in After Effects and produced in DVD Workshop.