

WORK EXAMPLES

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Home

ABOUT TIFFANY DIAMONDS

- THE 4C'S AND BEYOND
- A LIFETIME OF SUPERLATIVE SERVICE
- ETHICAL SOURCING
- A BRILLIANT PROPOSAL
- DIAMOND HERITAGE
- GLOSSARY OF TERMS

The Tiffany Promise

A legendary heritage of diamonds of superlative beauty, stricter standards for the 4C's, a lifetime warranty and the finest service make Tiffany diamonds the best there is.



Important Note



THE 4C'S AND BEYOND

Learn about cut, clarity, color and carat weight as well as Tiffany's stricter standards for superlative beauty.

LEARN MORE



A LIFETIME OF SUPERLATIVE SERVICE

In the years to come, Tiffany & Co. will always be here to stand behind your purchase with a full lifetime warranty and outstanding customer service.

LEARN MORE



ETHICAL SOURCING

Tiffany & Co. is committed to obtaining gemstones and precious metals in ways that are socially and environmentally responsible.

LEARN MORE



TIFFANY & CO SITE REDESIGN 2012

ABOUT TIFFANY DIAMONDS

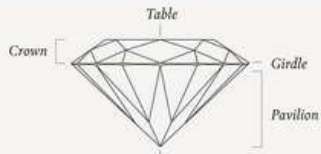
BEYOND THE 4C'S
A LIFETIME OF SUPERIOR SERVICE
ETHICAL SOURCING
A PERFECT PROPOSAL
DIAMOND HERITAGE
GLOSSARY OF TERMS



Important Note

CUT

More than any other factor, cut—the precise shape and angle of a diamond's facets—determines the beauty of the stone. If a diamond cutter chooses to maximize size instead of beauty, the stone usually loses brilliance, dispersion and scintillation. Tiffany diamonds are always cut for beauty, not size, to ensure spectacular brilliance.



Melvyn Kirtley, Tiffany's chief gemologist, discusses the importance of a diamond's cut.



CLARITY

Clarity measures the flawlessness of a diamond. A stone is said to be "flawless" if, under 10-power magnification, no external imperfections or internal flaws are visible. A truly flawless diamond is extremely rare. All Tiffany diamonds must receive a clarity rating of Internally Flawless (minor surface blemishes) to VS2 (very slightly included). Tiffany does not accept diamonds with a clarity rating below SI1 (slightly included). Tiffany's stricter standards also require our gemologists to reject flaws

About Tiffany Diamonds Section

GLOSSARY OF TERMS

General Diamond Terms

BRILLIANCE	POLISH	MARQUISE	LASER DRILL HOLE
CARAT	PRESENCE	MODIFIED BRILLIANT	NAILHEAD
CLARITY	FRONG	OVAL SHAPE	NATURAL
COLOR	PROPORTION	PEAR SHAPE	SURFACE INCLUSIONS
CROWN	SCINTILLATION	PRINCESS CUT	
CULET	SETTING	ROUND BRILLIANT	Settings & Tiffany Designs
CUT	SHARED SETTING	STEP CUT	BEZEL SETTING
DIAMOND	SIDE STONES		CHANNEL SETTING
DISPERSION	SYMMETRY	Diamond Imperfections	ETOILE
ENHANCEMENT	TABLE	BLACK INCLUSIONS	LUCIDA*
FACET	THREE STONE	BLEMISH	TIFFANY BEZEL
FINISH	WHITE LIGHT	CHIP	TIFFANY EMBRACE
FIRE		CLOUD	TIFFANY GRACE
FLUORESCENCE	Diamond Shapes	EXTRA FACETS	TIFFANY LEGACY*
4CS	SHAPE	FEATHER	TIFFANY NOVO*
GIRDLE	BRILLIANT CUT	FISHEYE	TIFFANY SETTING*
MASTER DIAMONDS	CUSHION CUT	GRAINING	TIFFANY SOLESTE
MILGRAIN	EMERALD CUT	INCLUSION	
PAVÉ	FANCY SHAPE	KNOT	
PAVILION			

Brilliance

Intensity of the internal and external reflections of white light returned to the eye through the crown of a diamond. Proportions, polish, symmetry, clarity, and overall workmanship all affect a diamond's brilliance.



IMPORTANT NOTE

Glossary Overlay
– built with XML data and Ajax




BEYOND THE 4C'S




A LIFETIME OF SUPERIOR SERVICE



ETHICAL

Coca-Cola [Login](#) [Sign In](#) [Register](#) 

part of  mycokerewards

Enter Summer Password or MCR Code

Please Sign In or Register

[How it Works](#) [Sweepstakes](#) [Share](#)



OPEN FOR SUMMER

Open a Coke.
Open the best summer ever.

[Unlock Rewards >](#)

[Get Prizes >](#)


[Watch Summer Film >](#)

Get Started

Tap below to discover Summer with Coca-Cola®. Enter the password from inside a summer 12-pack to unlock special rewards, and don't forget to enter MCR codes to earn points

[Test full catalog \(coca-cola keyword\)](#)




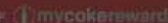
[Meals Catalog >](#)

COKE SUMMER

2013 MOBILE CAMPAIGN


Custom overlay skin using Ajax to inject JSON response from vendor

Coca-Cola [Login](#) [Sign In](#) [Register](#) 

part of  mycokerewards


Enter Summer Password or MCR Code

Please Sign In



WHERE TO FIND PASSWORDS

- 12oz can 12-Pack Fridgepack
- 12oz can 20-Pack Paperboard
- 12oz can 24-Pack Suitcase
- 12oz can 24-Pack Twinstack



Coca-Cola [Login](#) [Sign In](#) [Register](#) 

part of  mycokerewards

Enter Summer Password or MCR Code

Please Sign In or Register

[How it Works](#) [Sweepstakes](#) [Share](#)

Sweepstakes and Instant Wins

Coca-Cola® is excited to bring you fantastic new summer sweepstakes each month in collaboration with our featured partners.

No purchase necessary to enter any summer sweepstakes or instant win. See official rules or individual promotions for details.

MEALS



McDonald's Arch Card Instant Win
Enter to win a McDonald's Arch Card every hour.
[Enter now >](#)

ENTERTAINMENT



Carmike movies for a Year
Enter to win a year of movie tickets to Carmike Cinemas.
[Learn more >](#)

OUTDOORS

COKE ZERO SUMMER

2013 DESKTOP & MOBILE CAMPAIGN

Top section created as a JavaScript image slider

Watch Video buttons launch custom video player showing browser specific versions of onsite hosted videos OR embedded YouTube

Part of mycokerewards | SIGN IN OR JOIN TO ENTER | ? | JOIN | LOGIN | SIGN IN

Coca-Cola zero. | Like | Follow @MyCokeRewards

enjoy your new friends

YOU HAD NO CHOICE BUT TO GIVE AWAY YOUR BUDDIES' SEATS

WATCH THE SPOT

tweet for rewards

What's the best excuse you've ever given to get off the hook for something? Tweet your #BestExcuse and receive a special MCR bonus.* Plus, get ready for Kevin Hart's new movie: *LET ME EXPLAIN*, in theaters July 3.

TWEET #BESTEXCUSE

BONUS POINTS

*Bonus Offer

Earn 3 Bonus Points for tweeting your #BestExcuse and access to earn double points on all Coke Zero codes.*

*How It Works:

- Must follow @MyCokeRewards.
- Tweet the best excuse you have ever given to get off the hook for something. Tweet must contain #BestExcuse to qualify for offer.
- Must tweet between 6/25 and 7/17. Subject to My Coke Reward social media house rules.
- Subject to all My Coke Rewards House Rules: <http://www.facebook.com/MyCokeRewards> and click on the House Rules tab.
- Once you tweet, you'll receive a direct message containing your unique code within 3 days. Limit one code per My Coke Rewards member.
- Enter the unique code on cokaero.com/rewards to get the 1-time 3 Bonus Points for tweeting and access to earn double points on all Coke Zero codes entered during promotional timeframe. Weekly limits do not apply to Bonus Points.

Part of mycokerewards | Sign in to Enter Code | ? | JOIN | LOGIN | SIGN IN

Coca-Cola zero. | Follow @MyCokeRewards

enjoy backstage laughs

BECAUSE SOMETIMES THE BEST STUFF HAPPENS BEHIND THE SCENES

WATCH THE VIDEO

tweet for rewards

What's the best excuse you've ever given to get off the hook for something? Tweet your #BestExcuse and receive a special MCR bonus.* Plus, get ready for Kevin Hart's new movie *LET ME EXPLAIN*, in theaters July 3.



enjoy more video games

SOMEONE NEEDS TO STOP LORD SKILLBRETH

WATCH THE SPOT

COKE ZERO SUMMER V2

2013 DESKTOP & MOBILE CAMPAIGN

Top section created as a javascript image slider

Watch Video buttons launch custom video player showing browser specific versions of onsite hosted videos OR embedded YouTube



enjoy more video games

SOMEONE NEEDS TO STOP LORD SKILLBRETH

WATCH THE SPOT

tweet for rewards

It's not your fault you can't stop playing video games. They are expertly designed to hold your attention. Tweet what keeps you playing for hours (graphics, plot, ability to cast amazing spells) and you can get \$5 off the new EA SPORTS NCAA[®] Football 14 game.*

TWEET #ENJOYMOREGAMING



*Bonus Offer

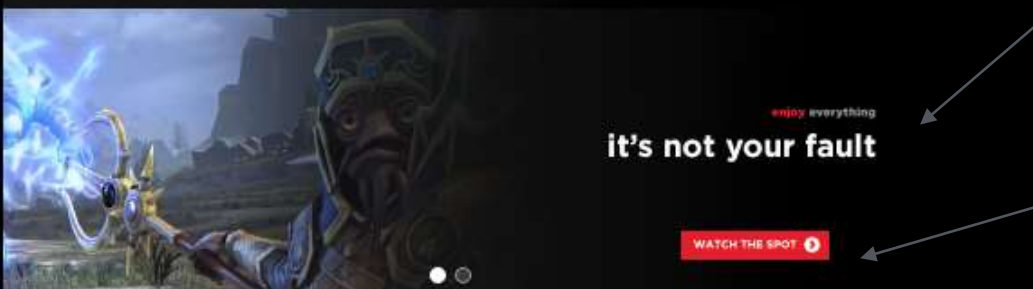
Score: \$5 off (plus free shipping) on the all new EA SPORTS NCAA[®] Football 14 game.*

!How It Works:

- Follow @MyCokeRewards.
- Once you tweet, we'll direct message you with your unique code and redemption instructions within 3 days. Code must be used at origin.com for discount. (Must follow @MyCokeRewards to receive a DM).
- Tweet what keeps you addicted to video games, whether it be a character, power or new level you've just discovered. Be sure to include the hashtag #EnjoyMoreGaming.
- Limit one EA SPORTS discount code per member.

tweet for rewards

It's not your fault you can't stop playing video games. They are expertly designed to hold your attention. Tweet what keeps you playing for hours (graphics, plot, ability to cast amazing spells) and you can get \$5 off the new EA



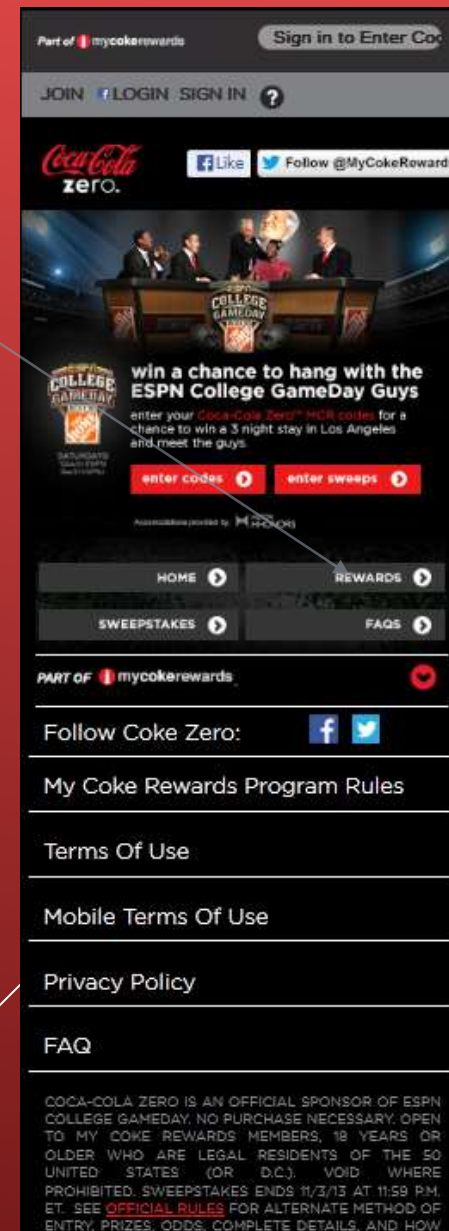
COKE ZERO FALL FOOTBALL

2013 DESKTOP & MOBILE CAMPAIGN

Links to a Custom rewards page seen on next slide

Bottom section created as a JavaScript image slider

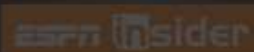
Watch Video buttons launch custom video player showing browser specific versions of onsite hosted videos OR embedded YouTube



ESPN College GameDay and football rewards

Log in and enter your Coca-Cola Zero™ MCR codes now for access to these rewards:

1st Coca-Cola Zero™ Code



ESPN Insider Access
(50 MCR Points)

2nd Coca-Cola Zero™ Code



Enter your **Coca-Cola Zero™ MCR codes**
now for access to this reward.

3rd Coca-Cola Zero™ Code



close 

4th Coca-Cola Zero™ Code



Customized Shirt
(50 MCR Points)

16th Coca-Cola Zero™ Code

10

20th Coca-Cola Zero™ Code



Kenny Dyer, Seattle-head
(200 MCR Points)



Lee Corso, Seattle-head
(200 MCR Points)



Denzel Howard, Seattle-head
(200 MCR Points)



Chris Fowler, Seattle-head
(200 MCR Points)



ENJOY EVERYTHING.
INCLUDING VISITING ANOTHER WEBSITE
INSTEAD OF WORKING.

CC © 2013 ESPN

COKE ZERO FALL FOOTBALL

2013 DESKTOP & MOBILE CAMPAIGN

Page uses FTL logic to check for user authentication and eligibility of rewards.

Users not logged in or ineligible for item see Modal shown in screen shot.

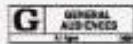
Authenticated users eligible for rewards will see them in an “unlocked” state and have the ability to click the item image to redeem it.



 Meet the Polar Bears

 Enter a Code to Own the Film & Get Wallpapers

 Behind the Scenes



Play Button launches custom Video Player linking to YouTube hosted movie

All other links launch new pages or global MCR actions

COCA-COLA POLAR BEARS MOVIE

2013 / 2014 DESKTOP CAMPAIGN



THE POLAR BEARS

YOURS TO KEEP



Keep The Polar Bears at your fingertips to watch anytime and anywhere.
Simply enter one code from participating Coca-Cola® products to download
the film and unlock Polar Bears wallpapers for all of your devices.

Enter Code

 Meet the
Polar Bears

 Enter a Code to Own
the Film & Get Wallpapers

 Behind
the Scenes



COCA-COLA POLAR BEARS MOVIE

2013 / 2014 DESKTOP CAMPAIGN

Custom overlay triggered by code entry. Created with Ajax and JSON from outside vender responses



GO BEHIND THE SCENES

Behind the Scenes of the Polar Bear Movie: Jak



0:00 / 0:36

YouTube





0:40



Lin-Manuel Miranda as the voice of Jak

0:44



Jonathan Adams as the voice of Kaska

0:51



Jenna Lamia & Anne Gregory as Polar Girls

0:42



Armie Hammer as the voice of Zook

0:41

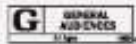


Megyn Price as the voice of Sakari

0:30



Lola Augspurger as the voice of Kaia



Custom Video player based on YouTube API including Thumbnails for related videos and social share links.

All videos were hosted on YouTube and their internal video controls were used for playback

COCA-COLA POLAR BEARS MOVIE

2013 / 2014 DESKTOP CAMPAIGN

Enter Your Code Sign In: Enter email address Enter password

[Sign in or Register](#) [Register now](#) [Login](#) [Forgot password?](#) [Remember me](#)

[How It works](#) [Rewards Catalog](#) [Offers & Promotions](#) [Explore Brands](#) [Schools](#) [Search Catalog](#) Enter keyword

Coca-Cola 2014 FIFA WORLD CUP™ Home Donate A Ball Instant Win Anthem En Español

GIVE SCORE. CELEBRATE.

Enter 1 code to donate a soccer ball to a school, play to win great prizes and more.

ENTER CODE

GET HAPPINESS ROLLING

Your next ice-cold Coke can do more than just refresh you. For just one participating Coca-Cola® product code, you can donate a soccer ball to a school of your choice, enter to instantly win prizes and download The Coca-Cola song for the 2014 FIFA World Cup™ Campaign.

DONATE A SOCCER BALL TO A SCHOOL

DONATE

PLAY THE DAILY INSTANT WIN

PLAY

CELEBRATE WITH THE SONG

LISTEN

DON'T MISS ANY OF THE ACTION WITH THE 2014 FIFA WORLD CUP™ MATCH SCHEDULE

[f](#) [t](#) [e](#)

1 ball donation per member. Available while supplies last. School must be registered for the My Coke Rewards for Schools program by 7/18/14 in order to receive donated soccer balls. [Click here](#) for more details. NO PURCHASE NECESSARY TO ENTER INSTANT WIN. Open to legal residents of the 50 U.S. (OR D.C.), 18 years or older who are My Coke Rewards members. Begins 5/5/14 and ends 7/13/14. See [Official Rules](#) to play and for odds, alternate methods of entry, and prize descriptions. Void where prohibited.

COKE FIFA ENGLISH & SPANISH

2014 DESKTOP & MOBILE CAMPAIGN

Coca-Cola 2014 FIFA WORLD CUP™ Inicio Dona Un Balón Gana Al Instante Hímnno English

PÁSALE EL BALÓN A UNA FUTURA ESTRELLA

Destapa una Coca-Cola bien fría y dona una pelota a una escuela de tu elección para ayudar a que la próxima generación de estrellas alcance sus metas.

INGRESA EL CÓDIGO

[f](#) [t](#) [e](#)

FIFA WORLD CUP Brazil

Donación de 1 pelota por cada membresía. Disponible mientras duren las existencias. Las escuelas deben estar inscritas en el programa My Coke Rewards for Schools en o antes del 7 de julio de 2014 para poder recibir donaciones de pelotas. [Haz clic aquí](#) para más detalles.

How it works Rewards Catalog Offers & Promotions Explore brands Schools Search Catalog



Throw a Bewitchingly Fun Party

2 ways to enter for the chance to win **\$5,000** for a wickedly fun Halloween bash.

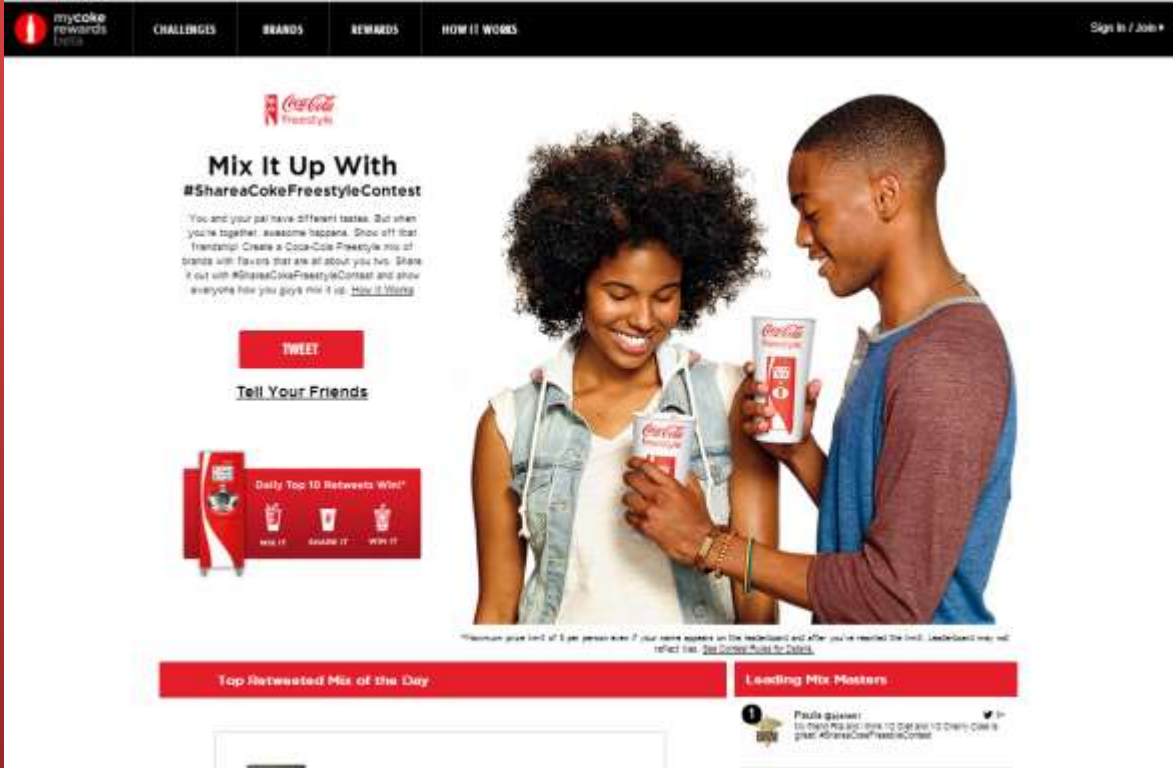
- 1 ENTER FANTA CODE FOR BONUS ENTRY
- 2 PLAY WITH YOUR MCR POINTS

Want double Fanta MCR points?
Come back 10/27-10/31 for double points!

  NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF THE 50 U.S. (OR D.C.) 13 YEARS OR OLDER WHO ARE MY COKE REWARDS MEMBERS. ENDS 11/3/14. TO PLAY AND FOR ODDS STATEMENT, FREE METHOD OF ENTRY, PRIZE DESCRIPTION AND COMPLETE DETAILS, SEE [OFFICIAL RULES](#). VOID WHERE PROHIBITED. © THE COCA-COLA COMPANY.

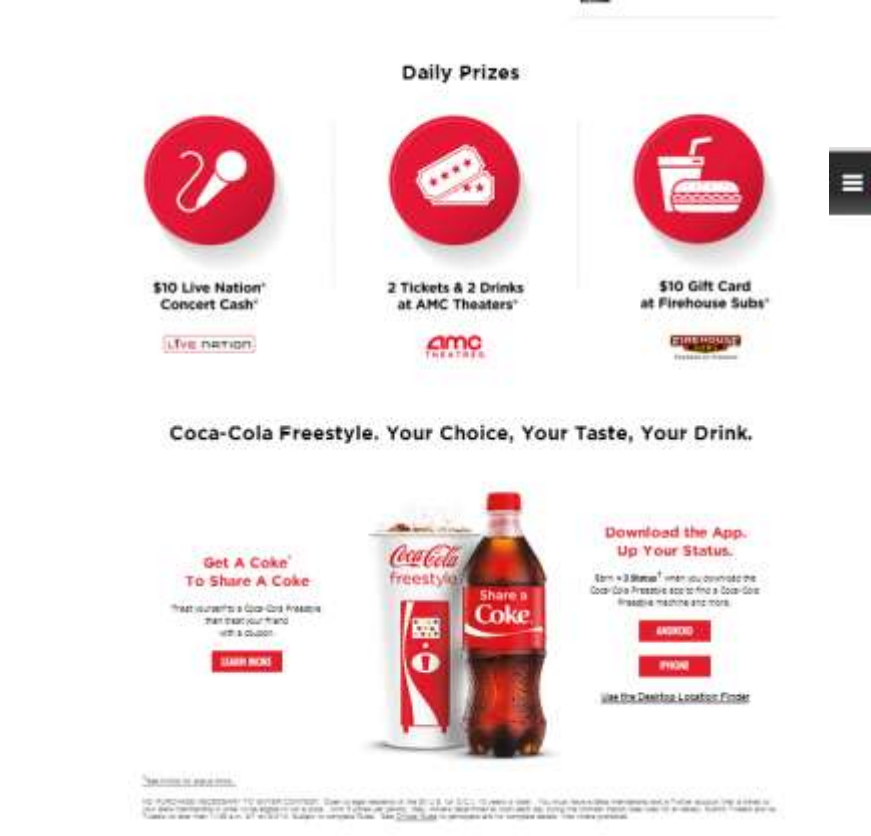
FANTA HALLOWEEN

2014 CAMPAIGN

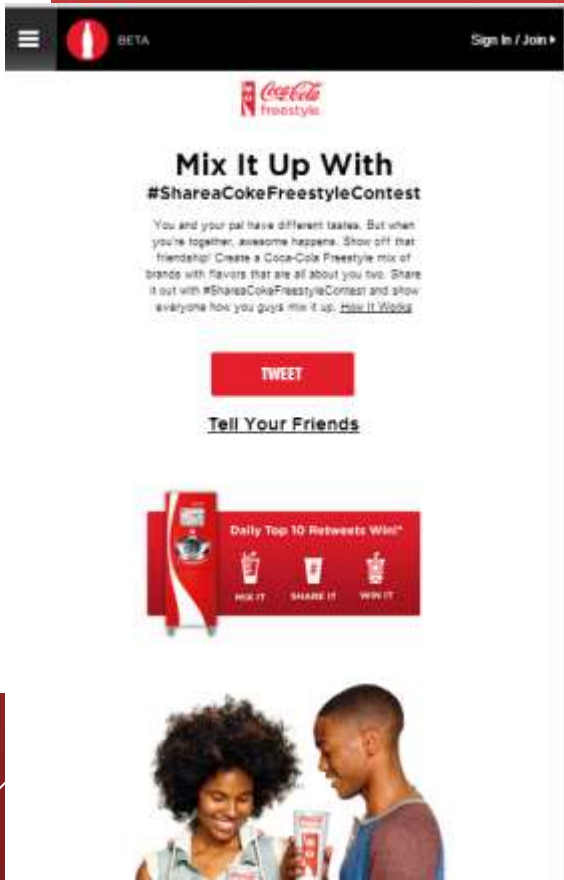


Desktop

Responsive layout scaling from 320px wide (mobile phones) up to 1280px+ making site functional and viewable on all known devices.



Tablet



Mobile

COCA-COLA FREESTYLE

2014 /2015 RESPONSIVE LAYOUT CAMPAIGN



#SHAREATDUNKIN WITH...?

Eating at Dunkin' Donuts is a friendly affair, best when shared. But in today's busy world, getting together isn't always easy. That's where we come in.

Next time you grab a bite at Dunkin', find a friend's name on a Coke bottle and invite them to #ShareAtDunkin with you. Just Tweet or Instagram a photo of your food with #ShareAtDunkin — you can even tag them to show them some love.

MCR Beta members earn 10 MCR Bonus Points and +3 MCR Beta status for doing so, and maybe even score a Dunkin' treat with a friend.

TWEET

TELL YOUR FRIENDS

SEE HOW IT WORKS



Desktop

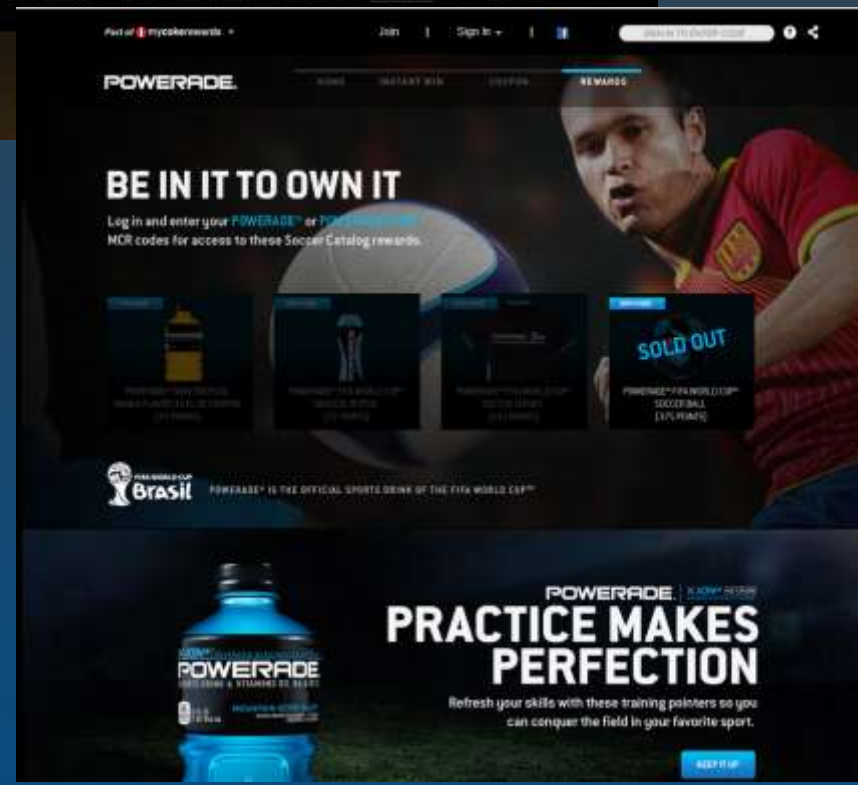
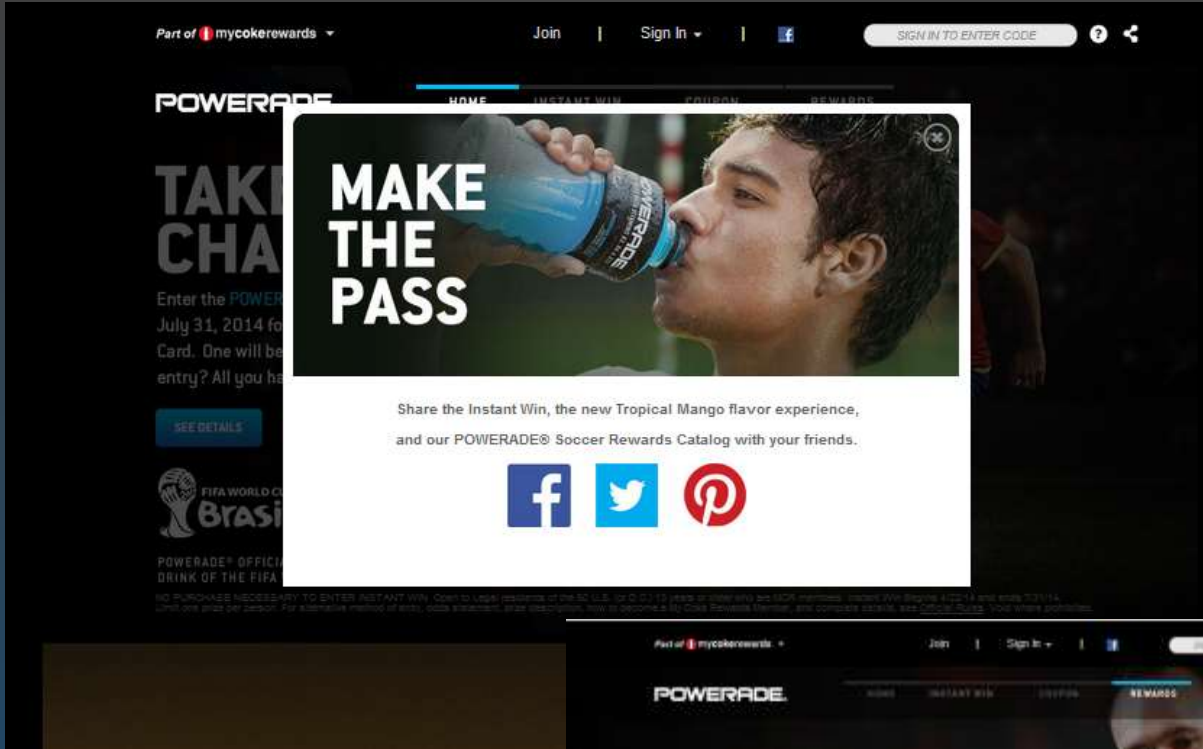
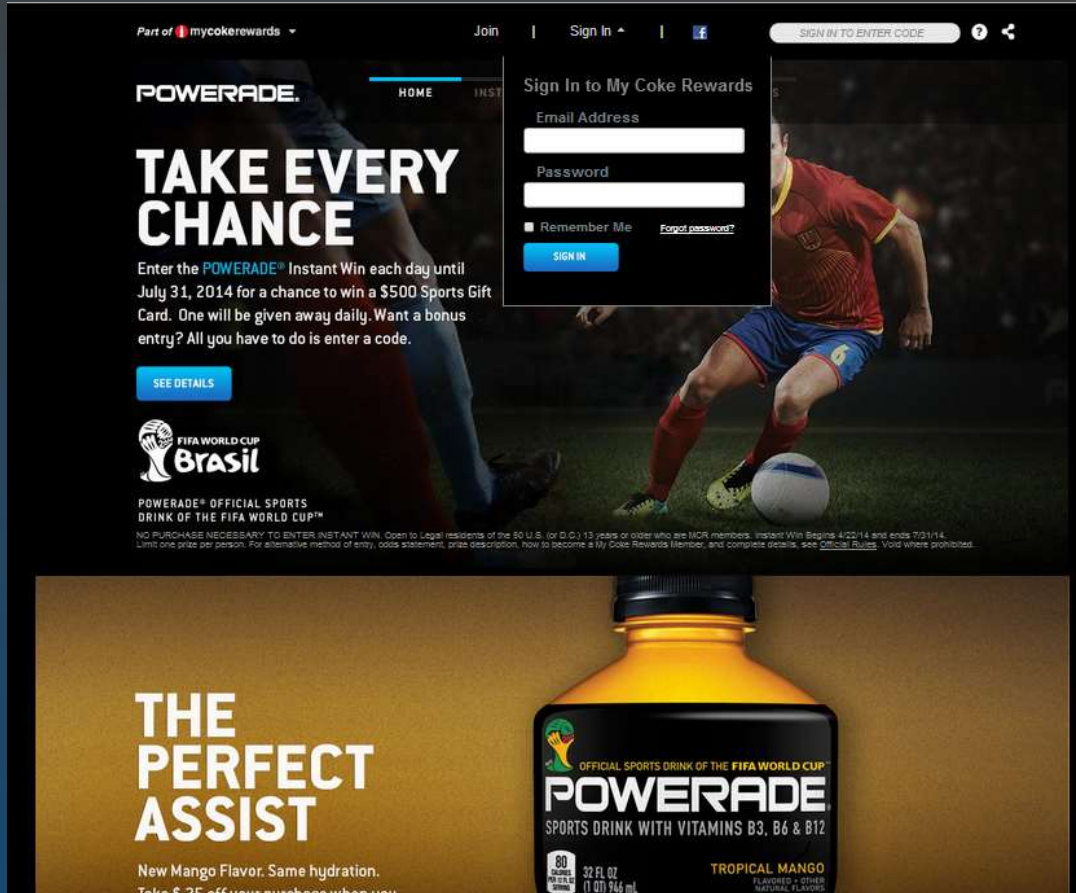
COCA-COLA & DUNKIN'

2014 / 2015 RESPONSIVE LAYOUT CAMPAIGN

Responsive layout scaling from 320px wide (mobile phones) up to 1280px+ making site functional and viewable on all known devices.



Mobile



Custom skin of the standard My coke Rewards Site in the Powerade color scheme
 Use of Overlays, locking reward items, and the following technologies:
 JavaScript, FTL, Ajax, JSON, CSS Transitions

POWERADE FIFA

2014/2015 DESKTOP & MOBILE CAMPAIGN

MCR IN YOUR WALLET

Add the MCR Card to your mobile wallet to earn more points from your favorite Coca-Cola brands.

SECURE YOUR MCR CARD.

Earn 30 points (enough for your first free drink!) just for entering your mobile number and proving it belongs to you.

PLEASE ENTER YOUR MOBILE NUMBER

We will text a verification link to this number. This link will only be used to verify that the mobile number you enter is yours.

By entering your mobile number, you agree that you are providing your express, written consent to receive one text message via automated technology containing a verification link from My Coke Rewards. Consent to receive texts is not required to buy good/services. [Privacy Policy](#) Msg&Data rates may apply.

[Skip this step - I don't want bonus points. I just want to add my MCR Card to my mobile wallet.](#)



Responsive layout scaling from 320px wide (mobile phones) up to 1280px+ making site functional and viewable on all known devices.



Desktop

MY COKE REWARDS VENDING - MOBILE NUMBER LINKING -

ANGULARJS, AJAX, JSON, JAVASCRIPT, JQUERY

Mobile

MCR IN YOUR WALLET

Add the MCR Card to your mobile wallet to earn even more points from your favorite Coca-Cola brands.

YOU'RE ALMOST DONE...

Save MCR Card #6362910540331088 to your mobile wallet.

Here's how:

Android Devices:



We'll let you know when the MCR card with android pay is ready for use at participating Coca-Cola vending machines.

You'll earn 3 My Coke Rewards points each time you use your MCR Card when you make a purchase at a participating vending machine.

Did you remember to secure your MCR Card?

Earn 30 MCR points just for giving us your validated mobile number -that's enough to redeem for a free drink at a participating vending machine.



Desktop

MY COKE REWARDS VENDING

- SAVE TO ANDROID / APPLE WALLET -

ANGULARJS, AJAX, JSON, JAVASCRIPT, JQUERY, JWT, IOS DETECTION

Responsive layout scaling from 320px wide (mobile phones) up to 1280px+ making site functional and viewable on all known devices.



MCR IN YOUR WALLET

Add the MCR Card to your mobile wallet to earn even more points from your favorite Coca-Cola brands.

YOU'RE ALMOST DONE...

Save MCR Card #6362910540331088 to your mobile wallet by clicking one of the buttons below.

Android Devices:



We'll let you know when the MCR card with android pay is ready for use at participating Coca-Cola vending machines.

You'll earn 3 My Coke Rewards points each time you use your MCR Card when you make a purchase at a participating vending machine.

Did you remember to secure your MCR Card?

Earn 30 MCR points just for giving us your validated mobile number -that's enough to redeem for a free drink at a participating vending machine.



Mobile

MY COKE REWARDS CARD

Add the MCR Card to your mobile wallet to earn more points from your favorite Coca-Cola brands.

1. GET A CARD

Need a card? Visit the [FAQs](#) to learn how to obtain the MCR card.

2. LINK YOUR CARD

Enter your 16-digit card number below to link your card to your My Coke Rewards account.

3. GET MORE POINTS

You earn 3 Points with each purchase you make at select Coca-Cola vending machines. And remember, 30 Points = 1 Free Drink when redeemed at participating vending machines. Find participating machines [here](#)

LINK YOUR CARD

Get started by entering your 16-Digit My Coke Rewards Card number into the field below.

Desktop

MY COKE REWARDS VENDING

- ENTER A PHYSICAL CARD NUMBER -

ANGULARJS, AJAX, JSON, JAVASCRIPT, JQUERY

Responsive layout scaling from 320px wide (mobile phones) up to 1280px+ making site functional and viewable on all known devices.

2. LINK YOUR CARD

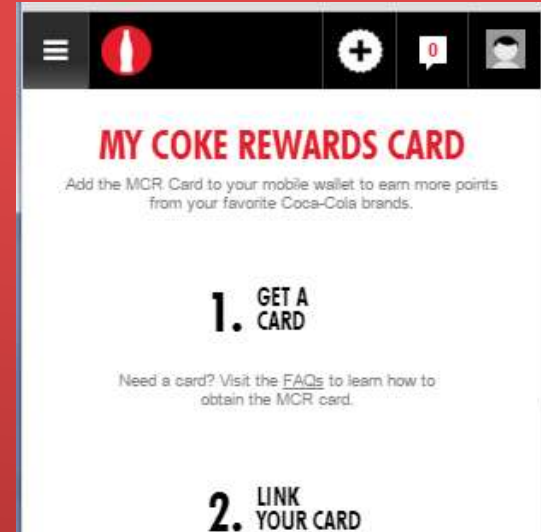
Enter your 16-digit card number below to link your card to your My Coke Rewards account.

3. GET MORE POINTS

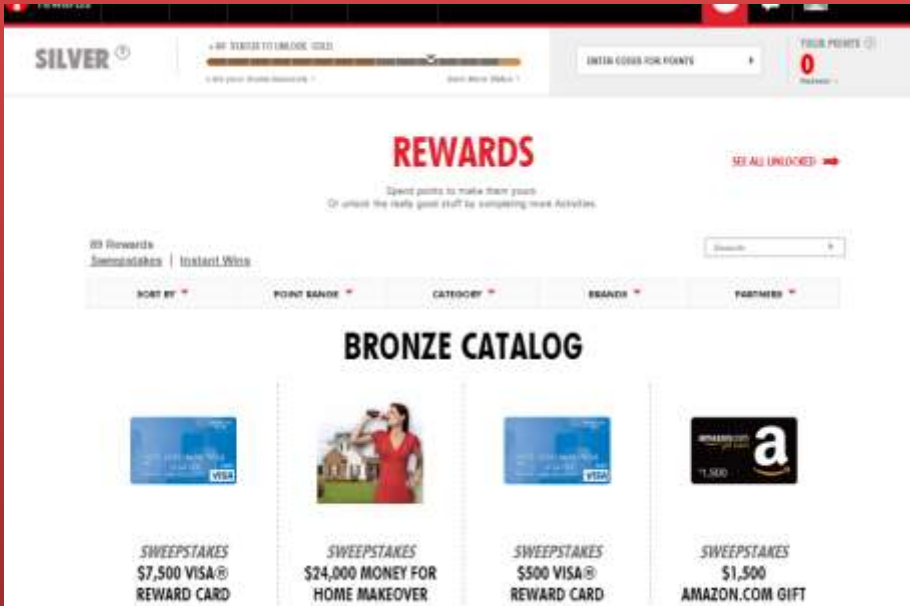
You earn 3 Points with each purchase you make at select Coca-Cola vending machines. And remember, 30 Points = 1 Free Drink when redeemed at participating vending machines. Find participating machines [here](#)

LINK YOUR CARD

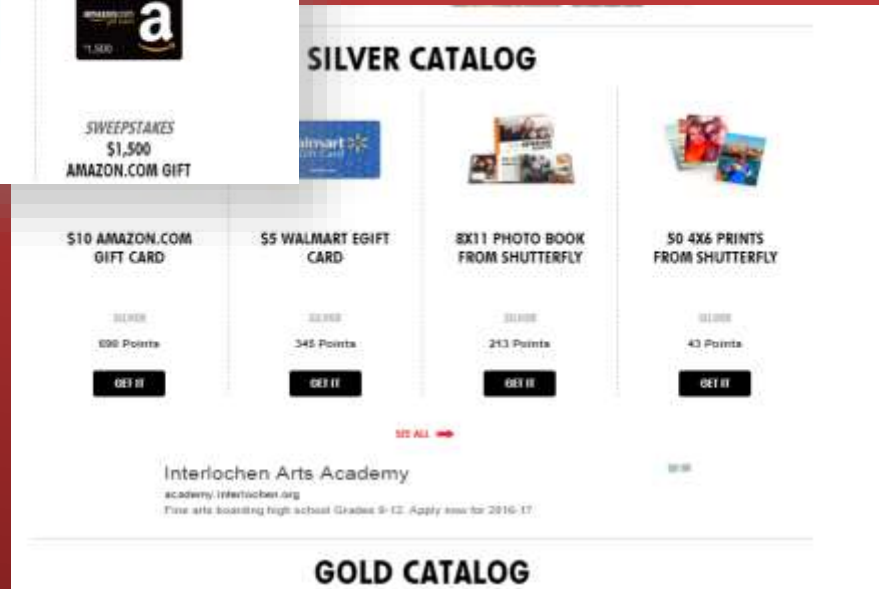
Get started by entering your 16-Digit My Coke Rewards Card number into the field below.



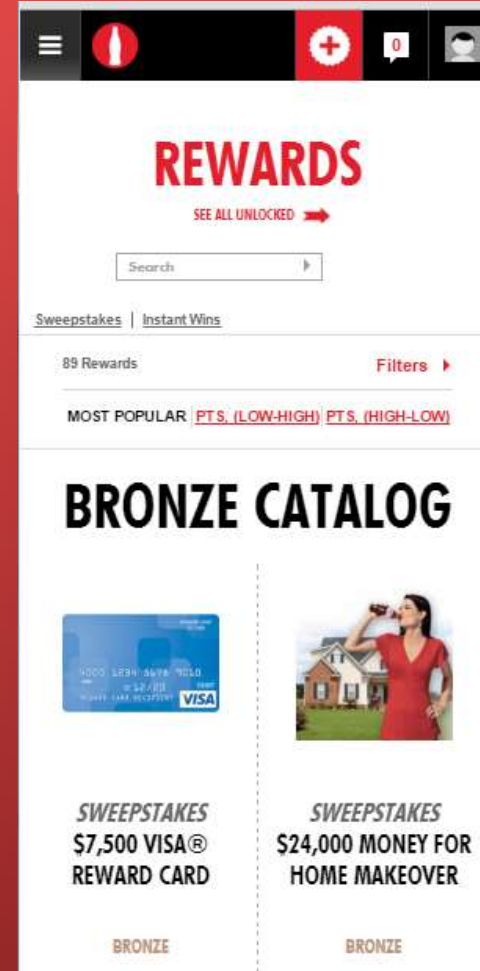
Mobile



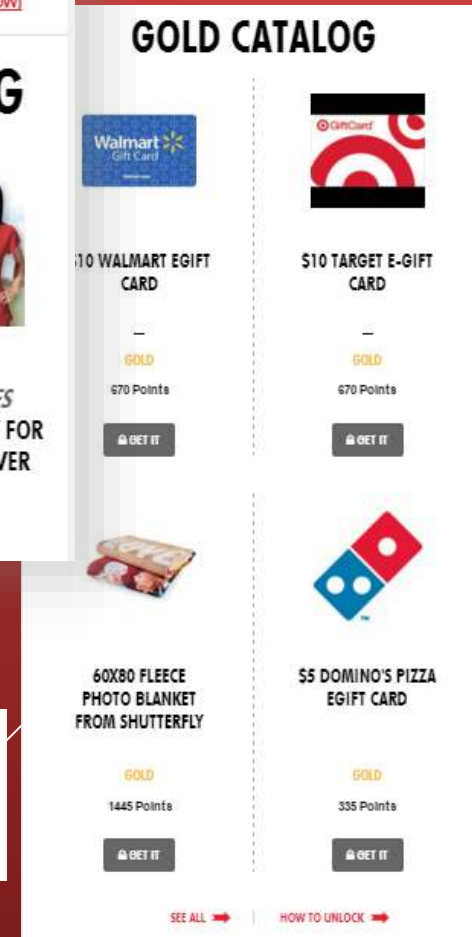
Desktop



Responsive layout scaling from 320px wide (mobile phones) up to 1280px+ making site functional and viewable on all known devices.



Mobile



MY COKE REWARDS CATALOG

- TIERED 'UNLOCKABLE' CATALOG WITH GOOGLE AD SLOTS, SEARCH, AND SORT -

REST API, AJAX, JSON, JAVASCRIPT, JQUERY, GOOGLE ADS