

Awwwards

ID	IN-002
Type	Inspiration Gallery
Category	A. UI-UX Inspiration and References
Source	https://www.awwwards.com/
Licence	Link-only. All site material © Awwwards (unauthorised reproduction prohibited); featured sites remain the creators' intellectual property; PRO membership is paid
Platforms	Web
Themes	Dark and light, high-contrast typography
Commercial use	Browsing is free; PRO membership is paid. Awwwards material “may not be used for commercial purposes” without permission
Attribution	Credit the studio and link to the Awwwards page when you cite a site
Redistribution	No. “Any unauthorized use or reproduction is strictly prohibited”
Delivery	Website only
Added / updated	2026-10-25

Notes

The best-known web-design awards site: daily Site of the Day picks scored by a jury on Design (40%), Usability (30%), Creativity (20%) and Content (10%), plus Developer Awards, Honorable Mentions, collections and an agency directory. Its terms reserve all material, so this entry is a description, the official scoring facts and our own wireframe.

Our analysis OURS

Awwwards treats websites as entries in a competition. Its pages are built around the Site of the Day: a large hero image, the studio's credit and the jury score broken into Design, Usability, Creativity and Content. Below sit grids of nominees, honourable mentions, collections and an agency directory. The scoring is public (Design 40%, Usability 30%, Creativity 20%, Content 10%, with at least 18 jurors and the three scores furthest from the average dropped), so you can use it as a checklist for your own work. Weigh its taste carefully: awarded sites often trade usability and performance for motion and novelty. Study the craft (type pairing, transitions, art direction), then check every idea against your product's usability and accessibility needs.

Components and states

- Site of the Day hero
- Score breakdown (Design / Usability / Creativity / Content)
- Nominee grid
- Collections
- Agency / freelancer directory
- Category and tag filters
- Jury and voting pages
- Academy (courses)

Best practices

- Use the score breakdown as a checklist: Design 40%, Usability 30%, Creativity 20%, Content 10%.
- Check usability and performance on the live site before borrowing an awarded idea; awards reward novelty.
- Look for the Developer Award badge when you study interaction and front-end craft.
- Study type pairing and art direction rather than effects; effects date quickly.
- Credit the studio when you cite an awarded site in a deck or brief.

- Don't reproduce Awwwards pages or screenshots; link to them.

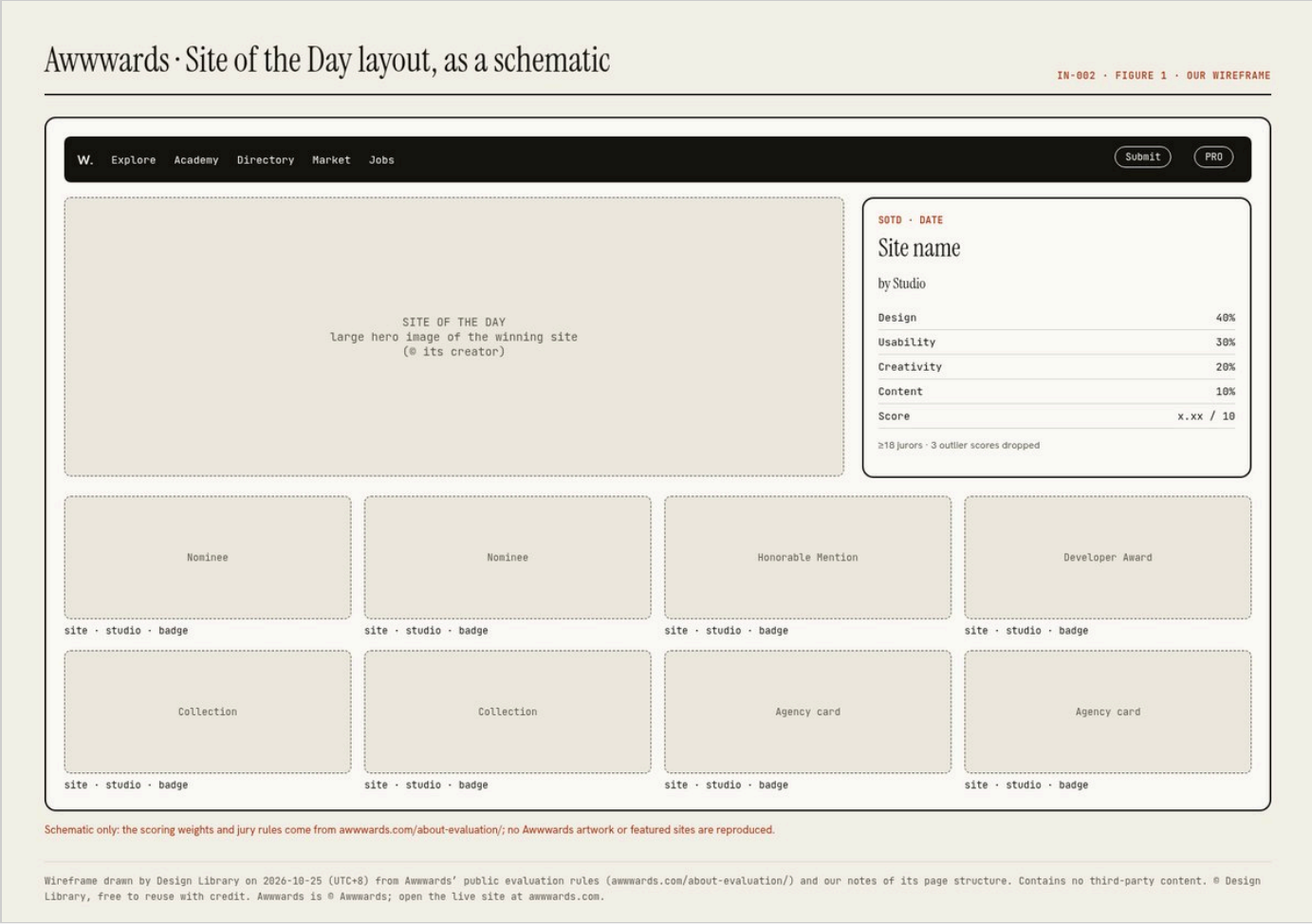
At a glance

What it is	Awards gallery
What you get	Site of the Day, nominees, scores, collections, directory
Licence	Proprietary; link only
Attribution	Credit the studio when you cite an awarded site
Commercial	Browsing is free; PRO paid
How it ships	Browser only
Tip	Read the score breakdown, not just the total: a high Creativity score can hide a low Usability one.

How to use

Link-only entry: open the source site to browse. We store only our description, our own wireframe and the link, because the site's terms do not allow reproducing its content.

Figures and reference captures



Awwwards: deep dive

Structured read of the official pages, terms and package files, checked 2026-10-25 (UTC+8), logged out. OFFICIAL = stated on the cited page or file; ESTIMATED = measured by Design Library (file sizes, class counts); OURS = our interpretation, not legal advice. Earlier pages hold our captioned figures and reference captures.

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What it is **OFFICIAL**

- A web-design awards and inspiration platform with daily Site of the Day (SOTD) awards; the home page on 2026-10-25 showed SOTD for Oct 24, 2026 with a 7.31 score and "Connect with over 6,106 Agencies".
- Awards: Honorable Mention (score 6.5 or more), Site of the Day, Developer Award (SOTD sites scoring above 7 from the developer jury), Site of the Month (the eight highest-scoring sites are nominated) and Site of the Year (announced in February).

Source: <https://www.awwwards.com/>

How sites are scored **OFFICIAL**

- Criteria weights: Design 40%, Usability 30%, Creativity 20%, Content 10%.
- Each site is sent to at least 18 jury members; the three scores furthest from the average are discarded.
- Public voting lasts five days, and only PRO users' votes count.

Source: <https://www.awwwards.com/about-evaluation/>

Terms that shape this entry **OFFICIAL**

- "All material contained on this website is the property of Awwwards. All rights are reserved and any unauthorized use or reproduction is strictly prohibited" and it "may not be used for commercial purposes".

- “Websites featured ... remain the intellectual property of their creators.”
- So the library keeps no Awwwards screenshot: facts, links and our own wireframe only.

Source: <https://www.awwwards.com/terms/>

UX analysis OURS

- The SOTD hero works like a magazine cover: one large image, the studio credit and the score; everything else is a grid of smaller cards.
- Publishing the score split teaches the jury's values; it's worth copying for any curated showcase.
- Expect a bias toward motion-heavy, experimental sites; use Usability scores to balance it.

Source: <https://www.awwwards.com/>

How to use it well OURS

- Filter by category or technology, open three winners in your field and write down what they share.
- Treat novel interactions as ideas to test, not patterns to ship; check keyboard and reduced-motion behaviour on the live site.

Source: <https://www.awwwards.com/about-evaluation/>