

web 2.0 design aesthetics

some common styles and attributes

- > the purpose of web graphics
- > akin to fashion design?
- > what do we mean by **Web 2.0**?
- > common attributes of Web 2.0 styles in graphic production
 - > colours (unique palette)
 - > images (logos)
 - > text (size and font types)
 - > background effects
 - > general page aesthetics
- > video from YouTube

- > consider timeline of the internet
- > helps the designer to
 - > make the **user experience** popular
 - > add meaning and clarity to pages
 - > give websites corporate branding
 - > enhance the design
- > graphics should be
 - > understandable
 - > clear
 - > suggestive
 - > good looking
- > graphics can make or break a website
 - > file size - poor download
 - > minimal use of graphics
- > embed within the .css file or use an image gallery

getting the balance right is one of the most difficult aspects of designing for the web

- > decorative
 - > logos, backgrounds, page titles, gradients
- > functional
 - > buttons, image maps, interface, navigational
- > graphics are not encoded within XHTML
 - > held as separate files
 - > use **** tag included in webpage or set as a background image in the CSS
 - > a pointer to the image

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background-image: url(images/header.gif);
```

"a fashion is merely a form of ugliness so unbearable that we are compelled to alter it every six months" **Oscar Wilde**

"the essence of style is a simple way of saying something complex"
Giorgio Armani

Timeline of Web Design (2009) Available at: <http://www.dejavu.org> . (Last accessed: 13 April 2009).

Maloney (2006) describes Web 2.0 as being “a term coined by O’Reilly describing the new trends in design and development appearing across a flood of innovative websites”.

Maloney, T. (2006) Web 2.0 Design Kit. Available at: <http://www.photoshoplab.com/web20-design-kit.html> . (Accessed: 13 April 2009).

- > blogs
- > wikis
- > photograph sharing
- > podcasts
- > RSS feeds
- > online social bookmarking
- > online social networking
- > video sharing
- > online social messaging



- > approximately 70 colours
- > heavy reliance on
 - > green
 - > saturated blues
 - > pinks

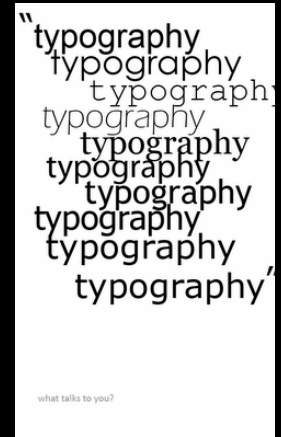


Brown, S. (2006) Web 2.0 Colour Palette. Available at: <http://www.modernlifeisrubbish.co.uk/article/web-2.0-colour-palette> . (Accessed: 18 March 2009).

- > Skype (internet telephone)
- > ShoZu (photo sharing)
- > Pando (file sharing)
- > Last FM (music sharing)
- > You Tube (video sharing)
- > Flickr (photo sharing)
- > Ebay (online auction)



- > plays a dual role
 - > verbal communication
 - > visual communication
- > different fonts 'say' different things
- > design for the lowest common denominator
 - > what fonts will your **audience** have installed?
 - > design for **them**, not you!





- > large text – bold text, big introduction
 - > potential to 'draw' your audience in
- > rounded typefaces
 - > Arial Rounded, Trebuchet MS, Century Gothic, Helvetica Rounded
- > example
 - > Wayfaring

- > gradients
 - > example - Curve2Design
- > diagonal lines
 - > example TakingWeb
- > rounded corners
 - > example Lulu



- > Apple trail blazed
 - > 3-D effects
 - > rich surfaces
 - > polished detail



images courtesy of Apple

- > reflections
- > drop shadows
- > star flashes
- > hooks
- > cute icons
 - > often require specialist software

web 2.0 reflections
web 2.0 reflections



> **simplicity**

- > clean and focused designs
- > minimal with ease of use (**usable**)

> **common features include:**

- > simple layout
- > centred design flow (often symmetrical)
- > 3-D effects
- > soft, neutral background colours
- > strong, focused colours (adds impact)
- > strong icons
- > lots of whitespace

*174 Web 2.0 Sites in
41 Categories -
Seomoz*

“There are two important aspects to achieving success with simplicity: Remove unnecessary components, without sacrificing effectiveness; Try out alternative solutions that achieve the same result more simply. Whenever you’re designing, take it as a discipline consciously to remove all unnecessary visual elements. Concentrate particularly on areas of the layout that are less relevant to the purpose of a page, because visual activity in these areas will distract attention from the key content and navigation. Use visual detail - whether lines, words, shapes, colour - to communicate the relevant information, not just to decorate.”

Web 2.0 how-to design style guide (no date) Available at: <http://www.webdesignfromscratch.com/web-2.0-design-style-guide.php> . (Accessed: 18 March 2009).

“Unfortunately, as with all popular trends, “Web 2.0” will eventually fade away as the next popular web paradigm rises to the surface. Here is a good indicator that a fashionable trend will begin to take a nosedive: the idea has become so absolutely defined that its continued evolution becomes impossible. And of course, another telltale sign that Web 2.0 is going extinct is that people are already talking about its replacement, which is unsurprisingly dubbed “Web 3.0”. Can anyone guess what might come next?”

Starr, J. (2007) Mind-Blowing Web-2.0 Design Trends. Available at: <http://perishablepress.com/press/2007/08/26/mind-blowing-web-20-design-trends/> . (Accessed: 18 March 2009).



[click on the image to view the video \(5 mins 18s\)](#)

Please take a look at the following websites:

> **Web 2.0 Colour Palette**

<http://www.modernlifeisrubbish.co.uk/article/web-2.0-colour-palette>

> **The anatomy of web fonts**

<http://www.sitepoint.com/article/anatomy-web-fonts/>

> **PageTutor Web Safe Color Chart**

<http://www.pagetutor.com/pagetutor/makapage/pics/net216-2.gif>

> **W3C CSS Color Names**

http://www.w3schools.com/css/css_colornames.asp