

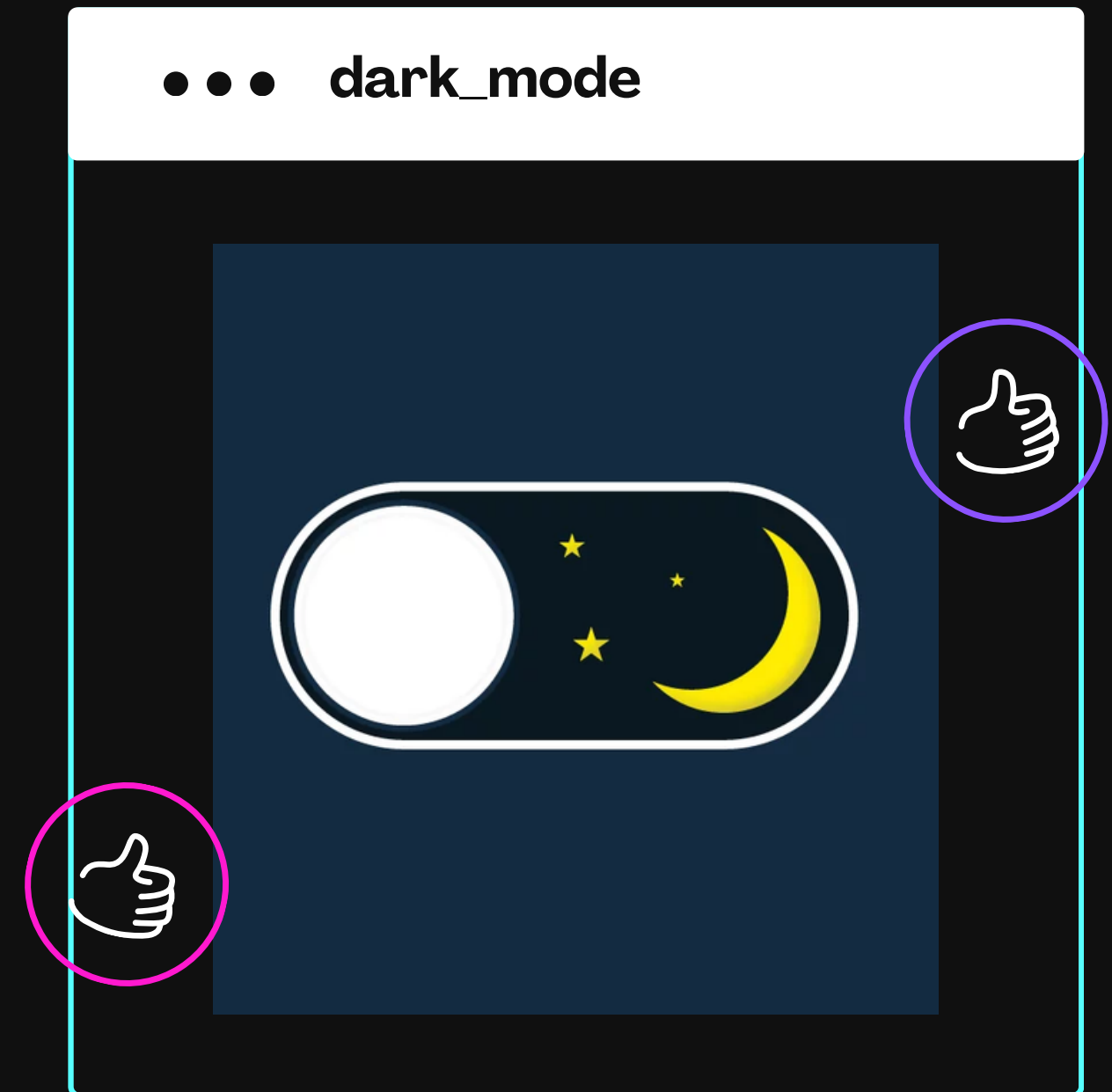
DARK_MODE

An ongoing trend in web design

WHAT IS IT ABOUT?

Dark Mode is an extension that helps you quickly turn the screen (browser) to dark at night time.

- has a ON|OFF switch
- can be but as default mode
- can include all or selected apps
- easy on the eyes and make colors and design elements pop
- 2020 (web)
- 2022 (phone)



THE SCIENCE BEHIND IT

The scientific community seems certain to have arrived at some common conclusions: **Using Dark Mode does help improving eyes strain in low-light environments.**



1998

Dannemiller and Stephens showed that a 3 months old baby is more attracted to dark-on-light pictures than to light-on-dark

2003

Study conducted by An-Hsiang found that displaying text against light background allowed participants to read and comprehend text faster

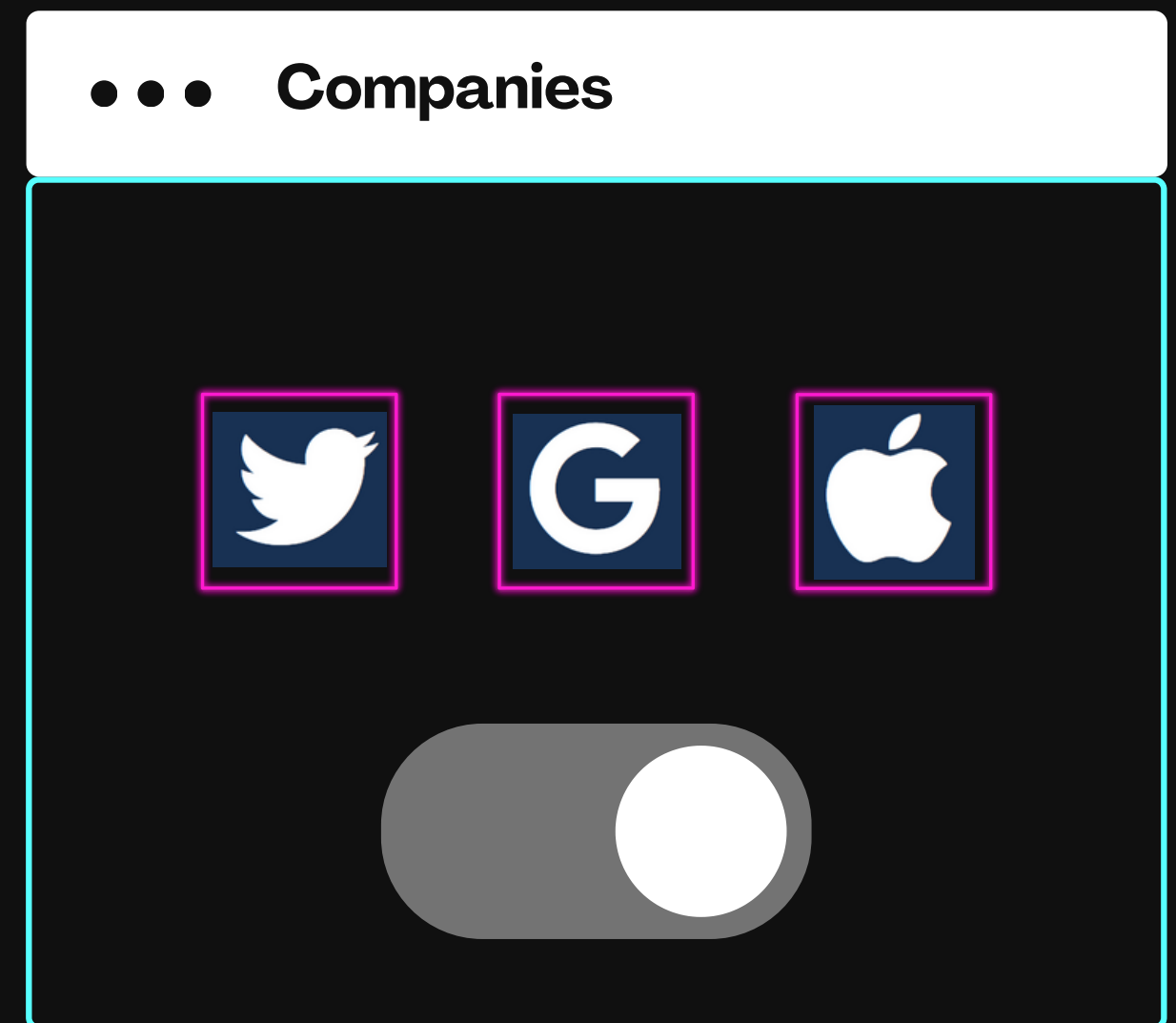
2017

Sylvian Boyer began an artistic movement by the name “eco branding” (OLED screen smartphone battery life)



2019 - THE BIG BOOM

- Twitter redesigns its version to a dark one
- Google announces a fully native Android dark theme in development
- Apple's brand new iOS 13 turned millions of iPhones dark at once
- More than 90 digital services went dark during 2019 alone



SOURCES



Used websites

- <https://www.globalmediainsight.com/blog/web-development-trends/#dm>
- <https://uxdesign.cc/why-is-dark-mode-so-captivating-92f2ed4e0dc5>

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