

An introduction to web design.



DESIGNING A LAYOUT

A design process starts with determining who the target users are, and what kind of design type suits them. Most of what follows depends on that. Once determined, we can create a rough idea about the basic elements that make up a layout; such as layout dimensions, structure and typography etc.

FLAT vs SKEUOMORPHIC DESIGN

The simple, the better. Flat design is a minimalist method of designing and interface without the usual gradients, pixel perfect shadows. Flat design is a style of interface that doesn't employ any gradients, bevels or shadows to simulate three dimensional design (as screens are two dimensional).

Facebook and **Microsoft** sites are perfect examples of a flat design. Flat design focuses on colors and typography. Because of the increased performance and development speeds when design is clean and there aren't many design elements that need to be loaded or created, we're seeing more companies adopt Flat design. The increased adoption of HiDPI screens make it possible to focus on typography in UI design since these screen make thin fonts readable.

Skeuomorphism, which has been dominant earlier, does exactly the opposite. e.g **Apple** website or **iPhone** ui. The focus on skeuominimalistic interfaces are on colors, shapes, and to an extent, typography. Shapes, gradients and subtle drop shadows are used to add dimension.

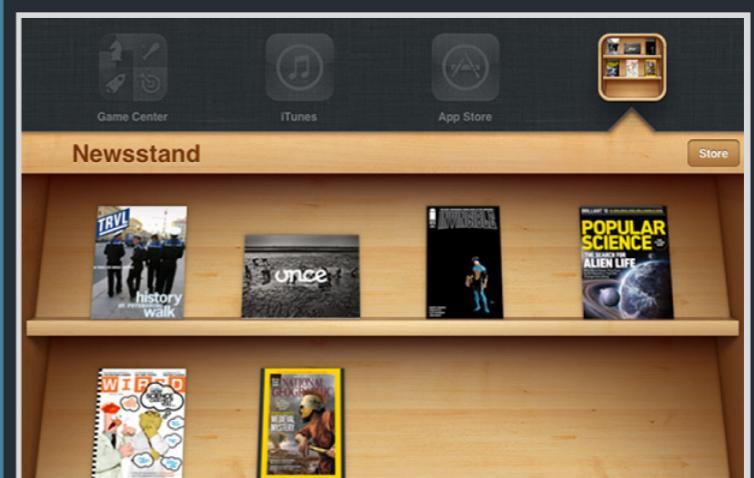
As designers, first thing to consider is the end users. Depending on the target users, either one of the designs or even a even combination may serve the purpose. But with growing number of people using technology, increasing number of devices and demand for HD displays with high performance, flat design is preferred.



Microsoft flat design



Windows 8 flat design



Apple iPhone Skeuomorphic design