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Professor Petcaugh CIS 431- Article Critique #1

# ***The 8 Elements of Modern Web Design (And Web Design Trends to Watch)***

Web design elements change or evolve every year and while some elements help when they are thoughtfully incorporated, others confuse users. Web designers should desire users to understand the purpose of the elements in the design, and therefore should work to have comprehension of the users as a goal. Some elements that should be developed overtime is how the content looks on a specific device. It should be a goal to have a seamless interface between devices to limit the confusion and frustration in the visitor’s experience. Below are the overview of *8 Modern website Design Elements and Trends* by Jeffery Vocell.

Element #1:

Unique and Large Typography

Many companies use a particular font or typography to help establish them to their customer base immediately. It allows customers to recognize a brand or company faster, and it allows a company or brand to express themselves. Some examples include “The New Yorker” and their use of Adobe Caslon Pro font and a new start-up called “Zero” that uses a very unique font called Blokletters-Balpen (Vocell, 2018). Typography is useful because it can help to lead visitors to different parts of the page. It also states the temperament or attitude of the company or brand depending on which font is used. Is the font silly or serious? Functional or Informative? However, whatever font is chosen must be able to display across multiple devices or browsers.

I think it will be important that we pick and use a font that is easy to read whether small or large. We should also try and be unique, but not over-do-it, as well as a font that goes over and is useable on all interfaces and web browsers.

Element #2:

Large ad Responsive Hero Images

Large images do away with the concept of above and below the fold (Vocell, 2018) . The medium generates a strong visual experience that encourages visitors to continue scrolling and reading. When used correctly these images can satisfy the users desire for a higher expectation while also conveying a message to the viewer across whatever platform is being used (Vocell, 2018). Typically background images with words overlaid are the best use of this element.

I believe that we could easily implement this idea, however, getting it to be compatible across devices and web browsers may be difficult.

Element #3:

Background Videos

Videos help to tell the visitors a story and can reduce the amount of other content that is necessary to explain a business, company mission, or product (Vocell, 2018). Videos also help users to engage thoroughly with the website. Background Videos help visitors stay entertained, engaged, and can help them understand the key points trying to be conveyed. The human brain also processes video much faster than text, so it makes the users experience seem effortless (Vocell, 2018).

I would not like to try and use video on our website and app, but maybe if we are feeling ambitious we can try and use this to enhance things.

Element #4:

Semi-Flat Design

Semi-Flat design is any element that does not give the perception of three dimensions, like shadows (Vocell, 2018). It is easy for viewers to comprehend the website content as well as being easier to load on websites (Vocell, 2018). Most important to be consistent with this element.

I think that this would be a good thing to try and implement in our project. Being simple and consistent is good for both us and the users. I also think that the design will make it seem very modern and chic.

Element #5:

Hamburger Menus

A hamburger menu is another name for a hidden menu (Vocell, 2018). Hidden meus are making their way from web applications to web design. Using hidden menus helps the user have a clear path for navigation. Without the busy navigation users will have a distraction free and cleaner experience when using the website (Vocell, 2018).

This would be good to use in order for clear and consistent navigation and so that our landing page is not cluttered.

Element #6:

Giant Product Images

Large responsive images on websites help to optimize the visitors experience when coming from different devices (Vocell, 2018). These large interactive images help designers to highlight different features of a product and provided the viewers with a quicker comprehension and allows users who may not comprehend concepts through typed text to gain a better understanding of a product (Vocell, 2018).

I am not sure that our project will use this element because we are working on a restaurant and not for a company that sells complex products. However, the group may decide differently.

Element #7:

Card Design

Websites like Pinterest implement the card design to help distribute information in a visual way that visitors can more readily and easily consume(Vocell, 2018). Card designs help to keep pages feeling organized to the viewer. Card design websites are usually responsive and interactive and may need more adapting than another kind of display design (Vocell, 2018).

Card deign would be really unique and cool to implement, however, I do not believe that it is best suited for our skill level or for the restaurant profile.

Element #8:

Short Product or Feature Videos

Short product or feature videos are gaining popularity to highlight specific use case. They allow users to not be overwhelmed while presenting a solution (Vocell, 2018). Limited the time of the videos is important to not overload viewers. Videos are useful because they are shown to be influential in a visitors (buyer’s) decision-making process (Vocell, 2018).

Yet again, I don’t think videos fit with our restaurant profile and possibly our skills, but we may be able to use it in some way.

Work Cited

Vocell, Jeffrey. “The 8 Elements of Modern Web Design (And Web Design Trends to Watch).”

*HubSpot Blog*, Aug. 2018,blog.hubspot.com/marketing/elements-of-modern-

web-design-list.