

Research Report: Layout Designs

Latest web trends and practices:

We can observe tremendous variations in web layouts and designing trends emerging day by day. Websites have become more interactive, more attractive and more user friendly. Some common trends and practices are listed below.

1. Oversized logos and headers are in common practice. The headers can occupy entire screen and can leave a solid impression.
2. Typography is another creative way to instantly grab the attention of your visitors. It might become tricky to handle multiple font faces and font sizes, but it creates a beautiful impression.
3. Large background images are also in common practice. We can observe intensive use of background images or background textures. Dark coloured, grainy, misty textures or wooden backgrounds can be found on many websites.
4. Social media integration on websites has become crucial. Though it is a new trend, but designers have already begun to devise better ways of making these channels prominent on the website.
5. Illustrations have always been an important graphic element in web designs. Now they have evolved to become more integrated element.
6. Depending on website contents, Single page web layouts are widely in practice. This new trend has challenged the misperception that users do not scroll. With single page layouts, horizontal scrolling also have become common.
7. Borders are essential elements of web design. For some reason zigzag borders have progressed exponentially and many designers can be observed practicing this trend.
8. Using oversized icons on a webpage is another common trend now. They are quick in grabbing attention and engaging users.
9. Html5 and Css3 have become more useable as they are extensively supported by different browsers.
10. Websites are more based on JavaScript than flash.
11. Effects like gradients, shadows and transparency are also in common practice. Using basic shapes, especially circles, can also be observed in various forms on websites.

Single page websites:

Here are two examples of single page websites which are based on modern web practices.

1. Amanda Singleton

<http://www.amandasingleton.com/#intro>

The single page portfolio is brilliantly designed. Its colour scheme is elegant and attractive. Many latest trends in practice can be found on this page. Its layout is single page and does not contain too much text. Use of typography with subtle drop shadow effect offers an attractive look. A beautiful textured background with a background image provides depth to the webpage and brings it to life.

Main navigational bar has been placed at the top that stays at its places while the page scrolls up and down. Level of skills has been presented by the use of a graph, which clearly states her strengths. Appreciating both, I intend to integrate these styles in my web page with slight variation.

Another common practice which can be observed here, is integration of social media. The designer has used social media icons to link to her pages.

The portfolio section offers a simple, attractive and clean navigation. Screen shots open in another window on same page, making it easy to stay on the same page.

A consistency in terms of overall format can be observed on the web page.



2. Dawid Tomczyk

<http://dawidtomczyk.pl/>

This is another single page portfolio with dark-coloured background. The colour scheme is amazing and offers an attractive look. This website has very simple and clean look which I intend to follow for my website. I also intend to have a dark-coloured background.

Similar web design practices can be observed on this page. It has a textured background which certainly does not overpower its contents. Without too much text and very simple navigation, this site is engaging and responsive.

The popular practice of using social media icons to make website more interactive can be witnessed. The icons have been placed at the top so to make them a prominent website feature and easy to reach.

Another prominent feature of this website presents horizontal scrolling. Though there is no scroll bar but site navigation works horizontally. Apart from provided links, we can also use arrows to switch between pages.

Circles have been used to present skills and services. Portfolio details maximise on same page and make it easy to stay on the same page.

