



UNIVERZITET U NOVOM SADU, FAKULTET TEHNIČKIH NAUKA
DEPARTMAN ZA GRAFIČKO INŽENJERSTVO I DIZAJN

WEB DIZAJN

-predavanje – VEB TRENDVI 2016



prva veb stranica

<http://info.cern.ch/hypertext/WWW/TheProject.html>

World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#), [Policy](#), November's [W3 news](#), [Frequently Asked Questions](#).

[What's out there?](#)

Pointers to the world's online information, [subjects](#), [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#), X11 [Viola](#), [NeXTStep](#), [Servers](#), [Tools](#), [Mail robot](#), [Library](#))

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

A list of some people involved in the project.

[History](#)

A summary of the history of the project.

[How can I help?](#)

If you would like to support the web..

[Getting code](#)

Getting the code by [anonymous FTP](#), etc.

ah, te devedesete...

- dominira **TABELARNI RASPORED** > > **veća fleksibilnost i kreativnost** u organizovanju sadržaja
- pojava (jarkih!) boja i **grafičkih** elemenata – **slike**, animirani tekstovi, razigrani **GIF**-ovi, dugmići ...
- počinje trend **uokviravanja glavnog sadržaja** u odnosu na **navigaciju** koja se se nalazila **sa strane**
- **VELIKI PREOKRET** sa pojavom **Flasha (1996)**
- besplatni softveri za kreiranje sajta kao sto su ***Angelfire, Geocities i Expages***

MacDonald's

Welcome to the McDonald's
Official Web Site



Click on the [Golden Arches](#) to enter the main site!

Forbes magazin

S a t u r d a y D e c e m b e r 2 1 , 1 9 9 6

Forbes

CAPITALIST TOOL ®

current issue

past issues

search

readers' picks

reader services

forbes asap

forbes fyi

webmaster

"One day, everything
Bill Gates has sold
will become
obsolete."



- [The 500 Largest Private Companies](#)
- [The 200 Best Small Companies in America](#)
- [Interactive mutual funds report cards](#) Look up your open-end or closed-end mutual fund. See

Yahoo



[Yellow Pages](#) - [People Search](#) - [Maps](#) - [Classifieds](#) - [News](#) - [Stock Quotes](#) - [Sports Scores](#)

- [Arts and Humanities](#)
[Architecture](#), [Photography](#), [Literature](#)...
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[Companies](#), [Investing](#), [Employment](#)...
- [Computers and Internet \[Xtra!\]](#)
[Internet](#), [WWW](#), [Software](#), [Multimedia](#)...
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[Universities](#), [K-12](#), [College Entrance](#)...
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- [Regional](#)
[Countries](#), [Regions](#), [U.S. States](#)...

Lego



krajem 199x

- nagli porast upotrebe Flash-a
 - **animacije logotipa** koje se kreću preko stranice
 - **navigacija** koja **menja izgled** (boju, simbol/bulet, poziciju) pri kliku/prelasku miša
- **PHP3 verzija (1998)**

Google



Search the web using Google

Google Search

I'm feeling lucky

[More Google!](#)

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BBC

SATURDAY
4th March 2000
BBC
ONLINE

Homepage

Saturday



View selected BBC sites here

KIDS

Let's kick it up!

Fancy a **hot date** with Westlife. Go for it. Win a Bart Simpson alarm clock, then take a peek as "Five" prepare to tour.



NATURE

Enter the wild zone

Meet the **amazing Orangutan**. Make a garden pond. Put a spring in your step or match the names and win a CD-Rom.



FOOTBALL

Ball worship

Check the gospel of Father Hall. Who are the **saints and sinners** of football? Grab



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London

Overnight
2°C



select city

NEWS

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[Chile divided over Pinochet](#)
[Honours even at bitter Brits](#)

SPORT

početak 21.veka

- uspon **CSS-a** i **JS-a**
- odvajanje izgleda od sadržaja
- boje definisane CSS-om
- sajtovi su lakši za uređivanje - **manje koda, a više fleksibilnosti**
- **tabele menjaju <div> elementi**
- **Flash menja JS** po pitanju **animiranja** navigacije
- **navigacija horizontalna na vrhu stranice**
- **forme** zastupljenije

Twitter

[Twitter.com](https://twitter.com)

A global community of friends and strangers answering one simple question: **What are you doing?**



What are you doing?

Thinking about sending my little sister something

Once you join, the first thing you'll want to do is type your first ever Twitter update.

No pressure, just put something simple.

1 2 3

Update

[Recent Public Updates](#)

[lkmuticon96](#) [hayobethlehem](#) weather report is estimating 20degrees celcius temperatures today. ARE THEY NUTS!?! [4 minutes ago](#) from im

 [Tim Huxton](#) Just got up. Not in work this

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 [asruga](#)

 [Tom Coates](#)

[Fapinkcap fabienne](#)

sredina prve decenije 21. veka

- pojava **semantičkog** veba i **meta** podataka
- pojava nesistemskih **fontova** – procvat **tipografije**
- trend društvenih mreža menja tektonski veb dizajn

nova tipografija



Project 365

[HOME](#)

[OUR WORK](#)

[WHAT WE DO](#)

[TALK TO US](#)

PROJECT 365
AREN'T JUST A RUN OF THE MILL
NEW MEDIA AGENCY.

We don't just make great sites, we do really clever stuff

Facebook 2004



kraj prve decenije 21. veka

- pojava **Web 2.0**
- usmerenost na **interaktivne** i **multimedijalne** sadržaje
- **estetika** postaje sve bitnija stavka - upotreba **boja** i **ikonica**
- **SEO** sve značajniji
- pojava **AJAX** tehnologije (asinhrona JS) koja omogućava da se interaktivni sadržaj menja bez dodatnog osvežavanja stranice

društvene mreže



tumblr.

Tumblelogs are blogs with less fuss and more stuff. Tumblr is your friendly and free tool for creating tumblelogs.

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201x

■ mobilni veb

- pristup internetu sa mobilnih uređaja je **2014.** godine prvi put u istoriji premašio pristup internetu sa desktop računara
- rast upotrebe 'pametnih' telefona i tableta doveo je do popularizacije **responsivnog** dizajna i **restruktuiranja** sajtova, kao i razvoja **mobilnih veb aplikacija**

■ Responsivni veb dizajn (RWD)

- *fluidne mreže* (grids) bazirane na proporcionalnosti, odnosno primeni relativnih jedinica kao što su procenti, radije nego apsolutnih kao sto su pikseli
- *fleksibilne slike* koje se takođe skaliraju u relativniim jedinicama, da bi se sprečilo prikazivanje izvan elementa koji sadrži sliku
- *media queries* predstavlja standardizovani CSS3 modul koji omogućava sadržaju da se prilagođava različitim ekranima i uređajima

■ **prednosti primene RWD**

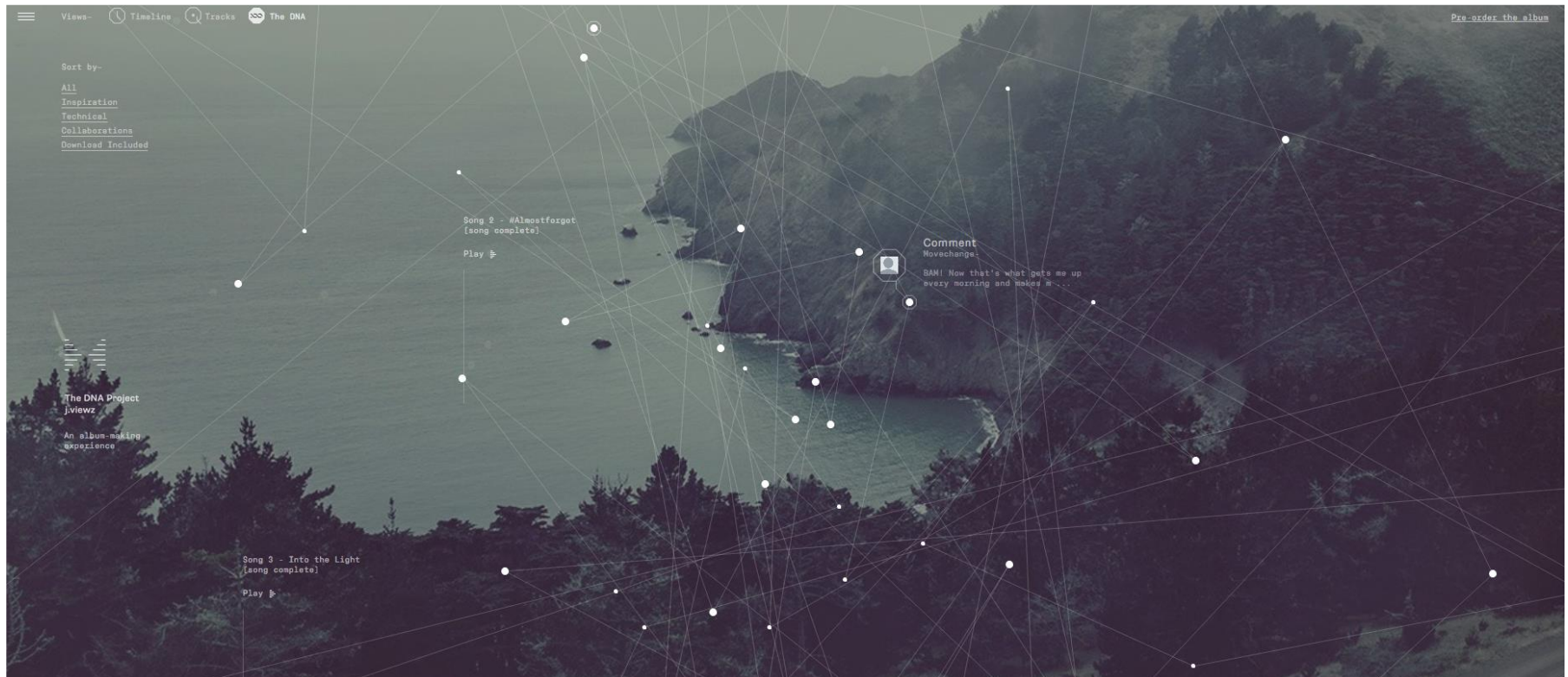
- web stranica dostupna na svim uređajima koje korisnik koristi
- preglednost i dobra čitljivost informacija na svim ekranima
- uređivanje stranice samo na jednom mestu
- jednostavnost održavanja
- bolja i jednostavnija SEO optimizacija
- pomaže pretraživačima da jednostavnije indeksira stranicu
- objedinjena statistika koja se lakše prati
- veća posećenost stranice zbog korisnika koji pristupaju preko mobilnih uređaja
- veća konkurentnost na tržištu

danas - glavne odlike današnjeg veb dizajna

- flat design
- minimalizam
- velike pozadinske slike
- korisnički iskustvo kao centralna ideja
- dizajn sa jednom stranicom i beskonačnim listanjem
- **PRISTUPAČNOST, PRILAGODLJIVOST I UPOTREBLJIVOST**

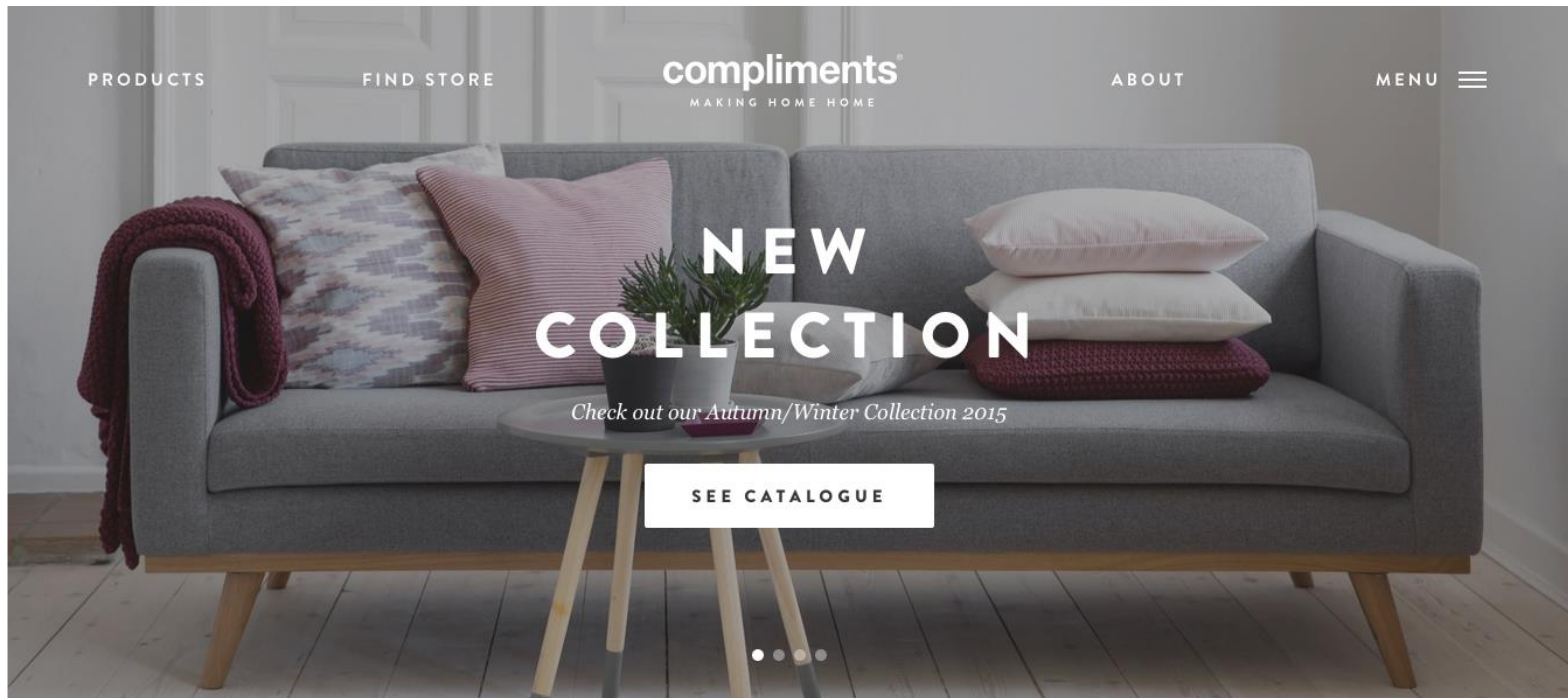
sajt muzičkog albuma 'The DNA Project'

<http://jviewz.com/>



sajt proizvođača nameštaja 'Compliments'

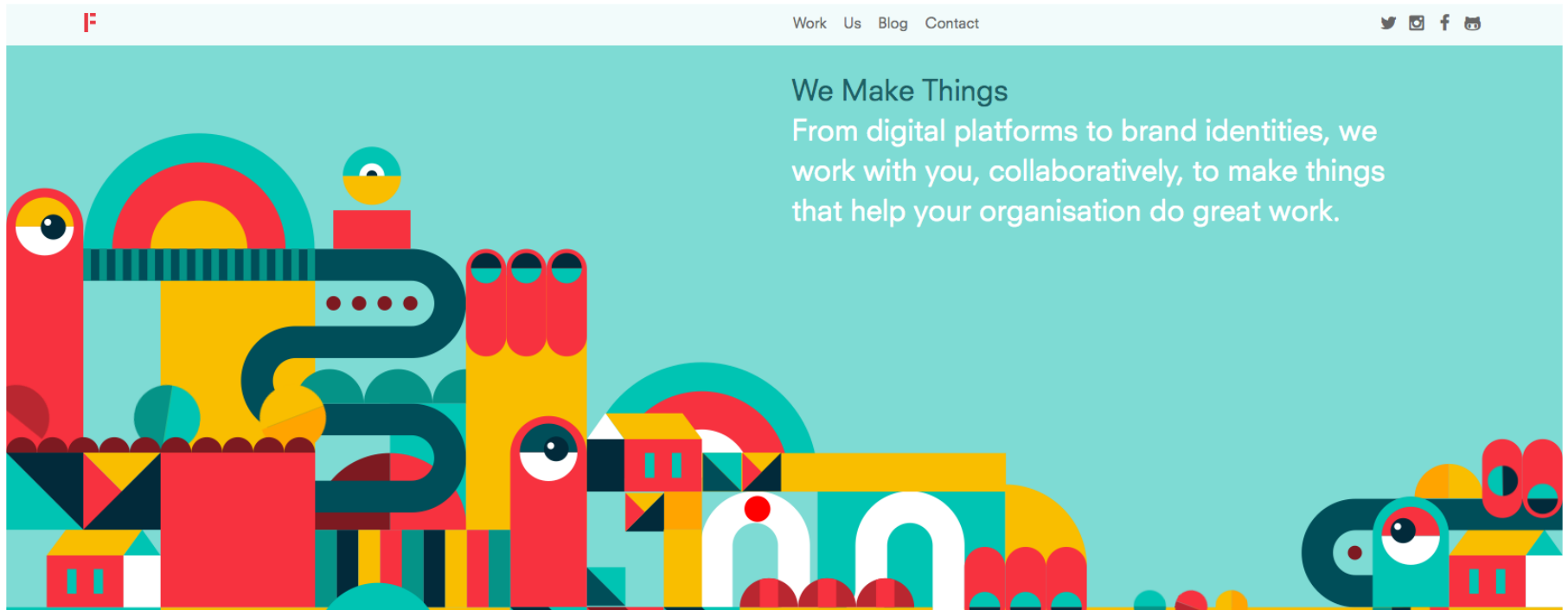
<http://compliments.dk/>



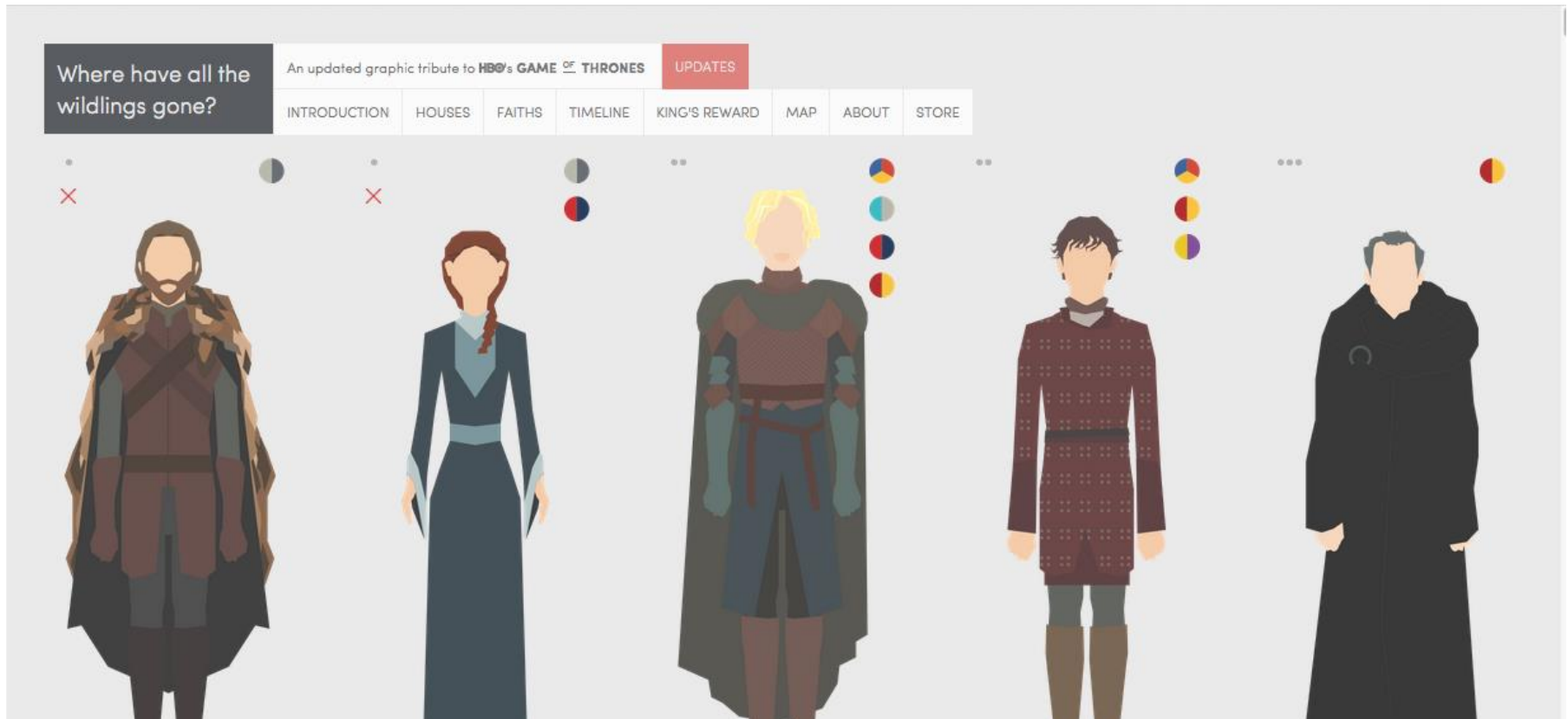
MAKING HOME HOME

sajt 'Fieldwork' dizajn studia

<http://madebyfieldwork.com/>



ilustrovani omaž seriji GOT



100%

BLOG

ABOUT

CONTACT



sajt brenda G'NOSH

<http://www.gnosh.co.uk/>

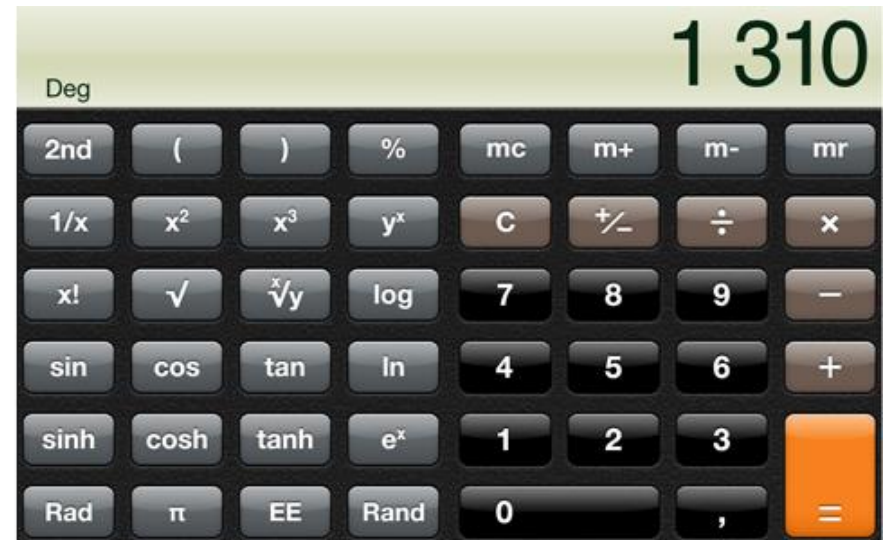


“flat” design

- trend “flat design” – “ravan dizajn” započeo je u 2010-im i još uvek vlada...
- glavna karakteristika: **jednostavnost**
- glavne prednosti:
 - **povećava intuitivnost**
 - **dobro funkcioniše sa responzivnim dizajnom**

skeumorphic stil

- ...skeuomorph is a physical ornament or design on an object copied from a form of the object when made from another material or by other techniques...



skeumorphic stil



novi „flat“ – flat 2.0

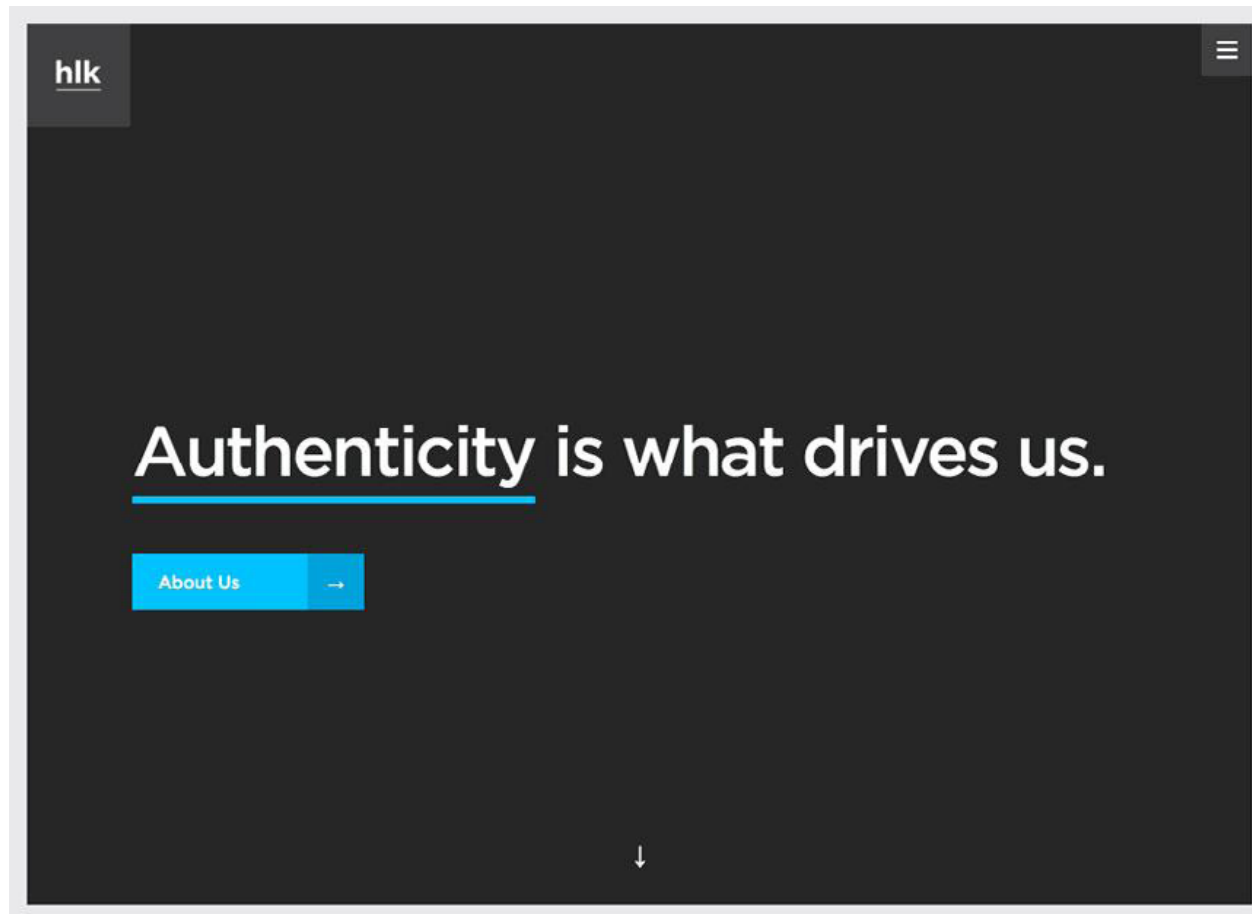
- **Ryan Allen** “Flat 2.0 is an evolution, not a revolution”
- prvobitni flat dizajn je rigorozniji – bez puno akcenatam, izraženiji minimalizam
- novi 2.0 flat je „**labaviji**“
 - **više eye-catching elemenata**
 - **senke**
 - **teksture**
 - **foto realizam**
 - **upotrebe boja**

novi „flat” – flat 2.0



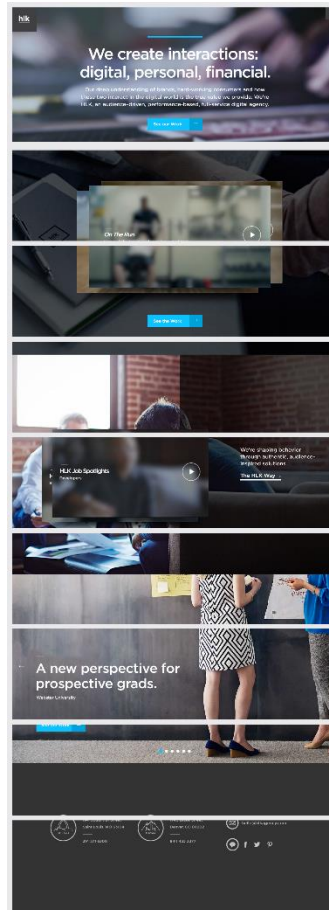
novi „flat“ – flat 2.0 HLK Agency

<http://hlkagency.com/>



novi „flat“ – flat 2.0 HLK Agency

<http://hlkagency.com/>



agency **Survival kit**

<http://agencysurvivalkit.com/>



agency **Survival kit**

<http://agencysurvivalkit.com/>



grid sistem

- veliku uticaj grid sistema – rigidni okvir za pomoć grafičkim dizajnerima da naprave **smisleniju, logičku i konzistentnu** organizaciju informacija na stranici
- osnova je prezentovana u knjizi ***Grid Systems in Graphic Design*** by **Josef Müller-Brockmann** (swiss design pokret)

grid sistem



grid system

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SEARCHING HIGH AND LOW FOR A LOW FARE? WE'VE GOT JUST WHAT YOU NEED. Continental Airlines

The New York Times

Friday, April 13, 2007 Last Update: 1:03 PM ET

Continental Airlines

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REAL ESTATE
AUTOS
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U.S.
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SPORTS
SCIENCE
HEALTH
OPINION

ARTS
Books
Movies
Music
Television
Theater
LIFESTYLE
Dining & Wine
Fashion & Style
Home & Garden
Traveling

N.J. Governor Is Critical After Car Crash
By CAROL KOCHELINER and DAVID W. CHEN 10 minutes ago
Gov. Jon St. George remained on a ventilator today as he recovered from a car accident yesterday in which it appears he was not wearing a seat belt.
• Video: Doctor's Statement
• Post a Comment
• Tune in Read in Part of Being N.J. Governor

Turmoil Grows for World Bank Chief
By STEVEN A. WEINMAN 8:28 AM ET
The executive board plans to move quickly to respond to the outcry over Paul D. Wolfowitz's role in a companion's rape.
Missing E-Mail May

Iraqi Lawmakers Meet After Bomb Attack
By EDWARD WOOD and CHRISTINE HANCOCK 10:27 AM ET
Mada Mohammed al-Jabouri, a member of parliament who was injured by yesterday's blast, at today's session.

THE MEDIA EQUATION
Flying Solo Past the Point of No Return
By DAVID GARD
Don Donis never caught a break because he was in the spotlight of a 24-hour news cycle.
• Rutgers Team Accepts Injury's Apology
• Off the Air: The Light Goes Out for Don Isus

TIMESELECT
One April Day
Judith Warner on her inability to pay her taxes.

ARTS
Otherworldly Photos by Galileo, Voyager & Co.
Crossing photographs of Earth's planetary neighbors are on view at the American Museum of Natural History.

OPINION
Progress for God's sake
The Optimaker
Op-Ga Our Presidents
Bismarck's dress: Cell mate

MARKETS 4:04 PM EDT
DOW 12,888.21 +16.25 +0.12%
SPX 2,480.95 +1.17 +0.04%
AAPL 1,480.70 +1.07 +0.07%
My Portfolio: Stocks Bonds
+ Tools: Alerts | Stocks | Sectors

Year of the Dog

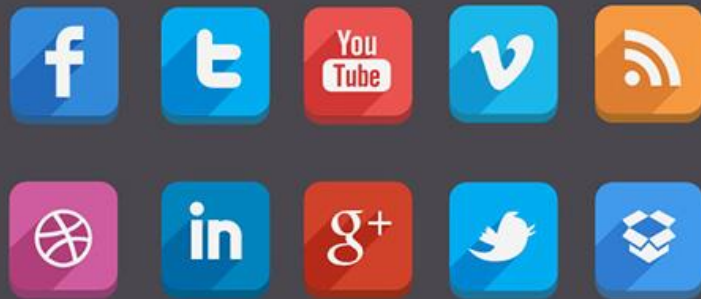
TimesSelect
enews@nytimes.com

5 KARAKTERISTIKA FLAT DIZAJNA

1. duge senke - long shadows



1. duge senke - long shadows



1. duge senke - long shadows



WORK

ABOUT

LIBRARY

30 YEARS

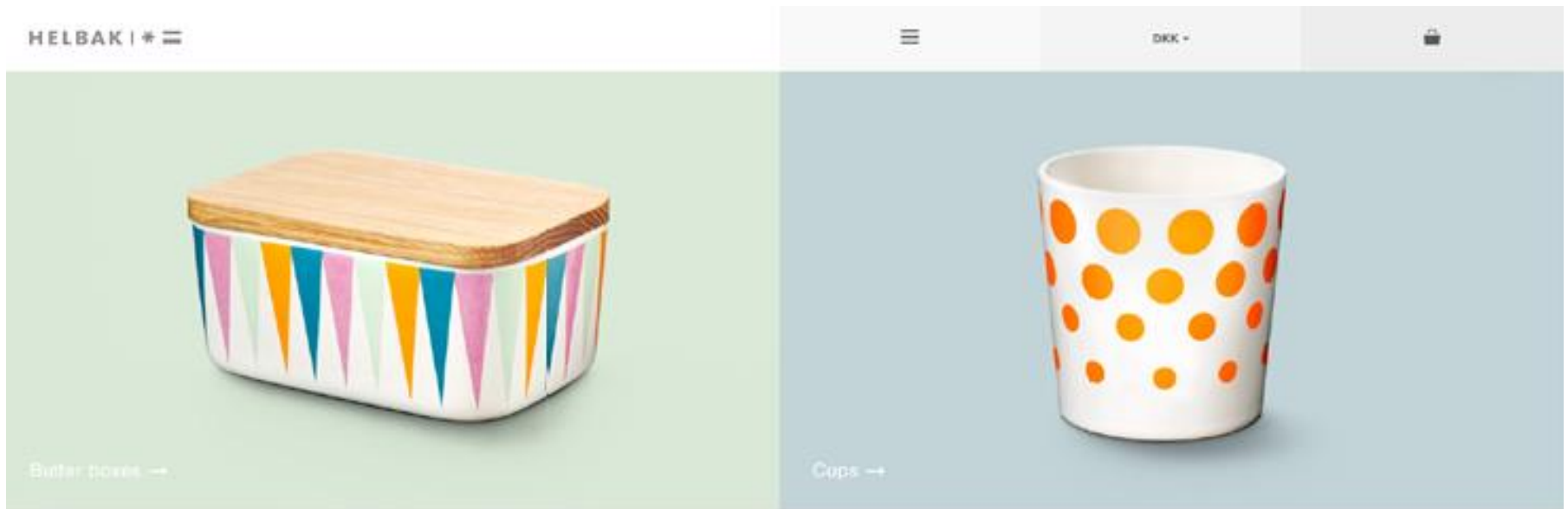
CONTACT

CAZADORES

Refreshing a highland classic.



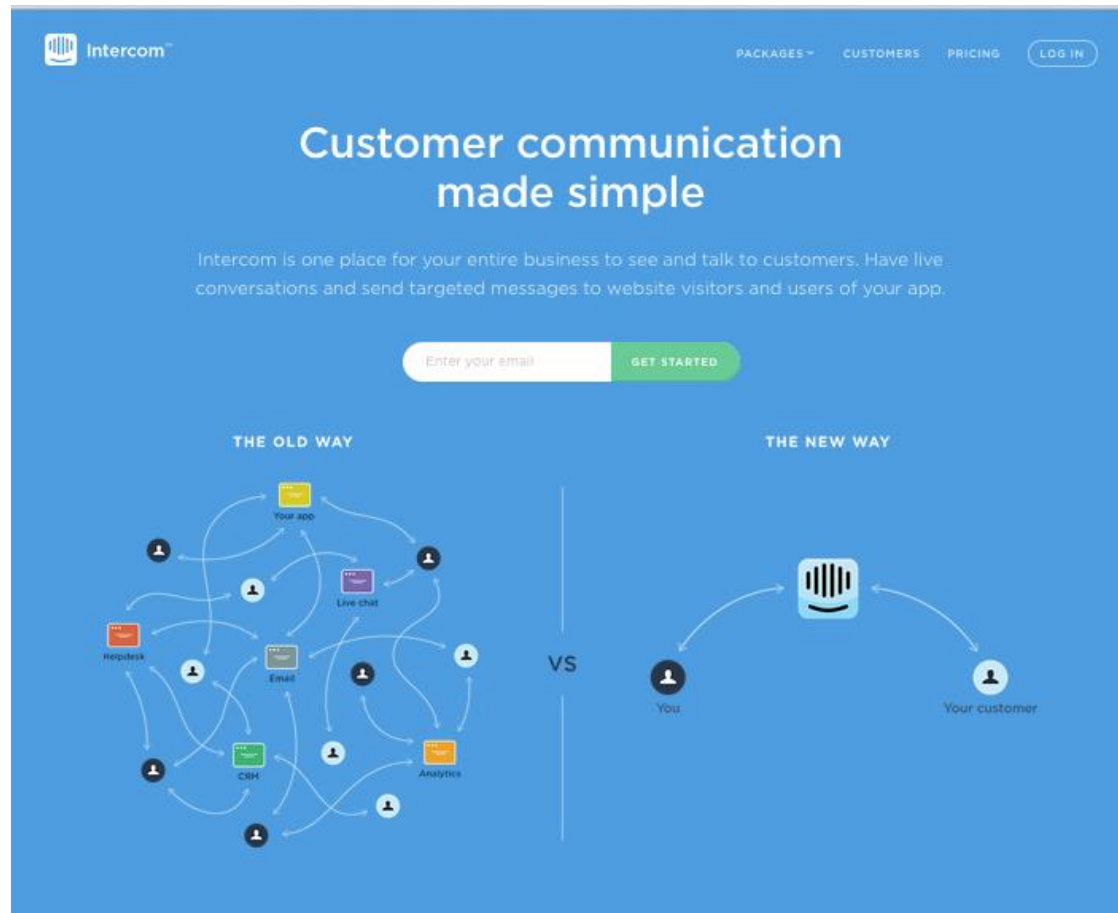
2. dinamične boje



Vi leverer fragt frit i hele Danmark →

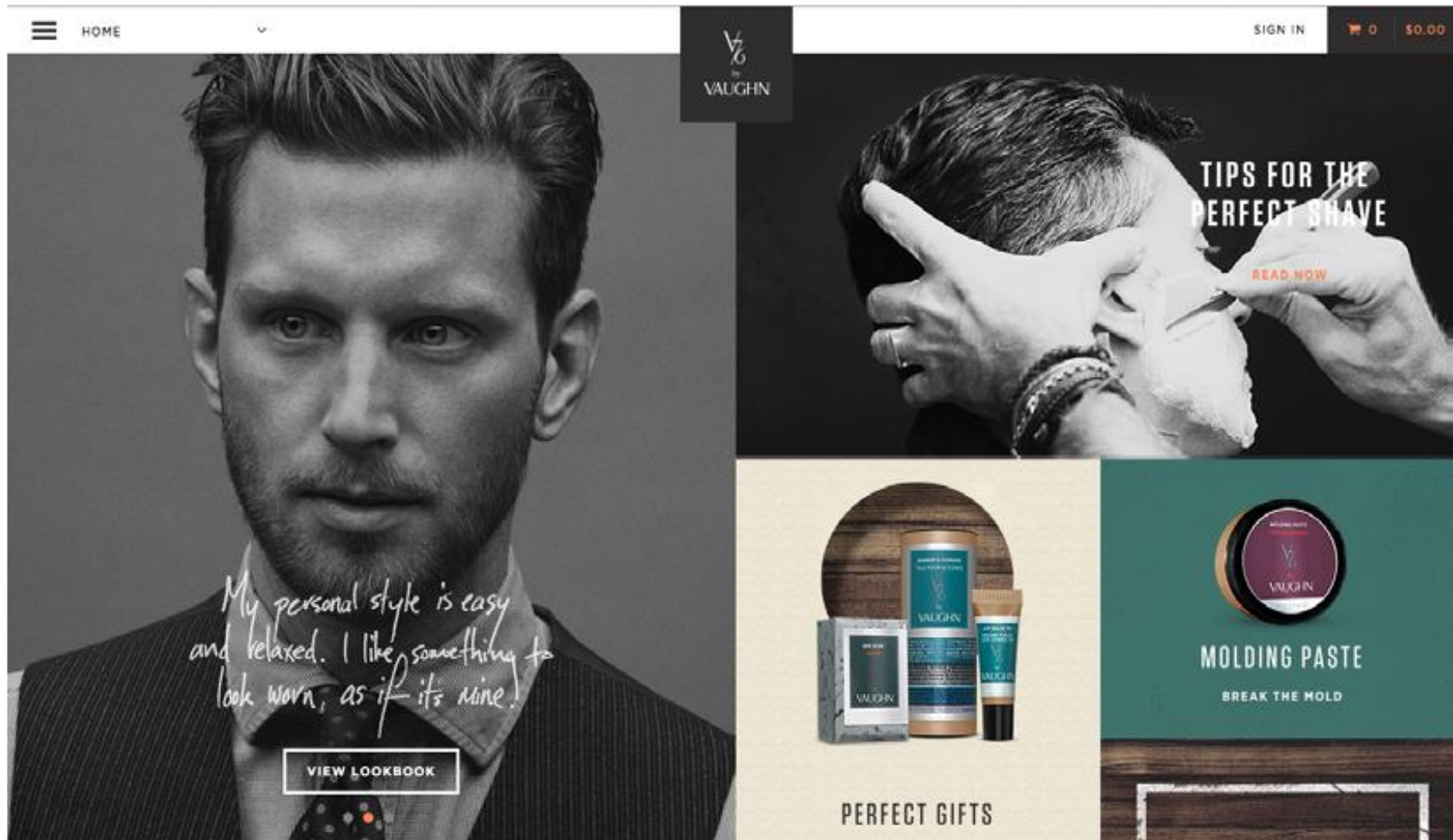


3. jednostavna tipografija

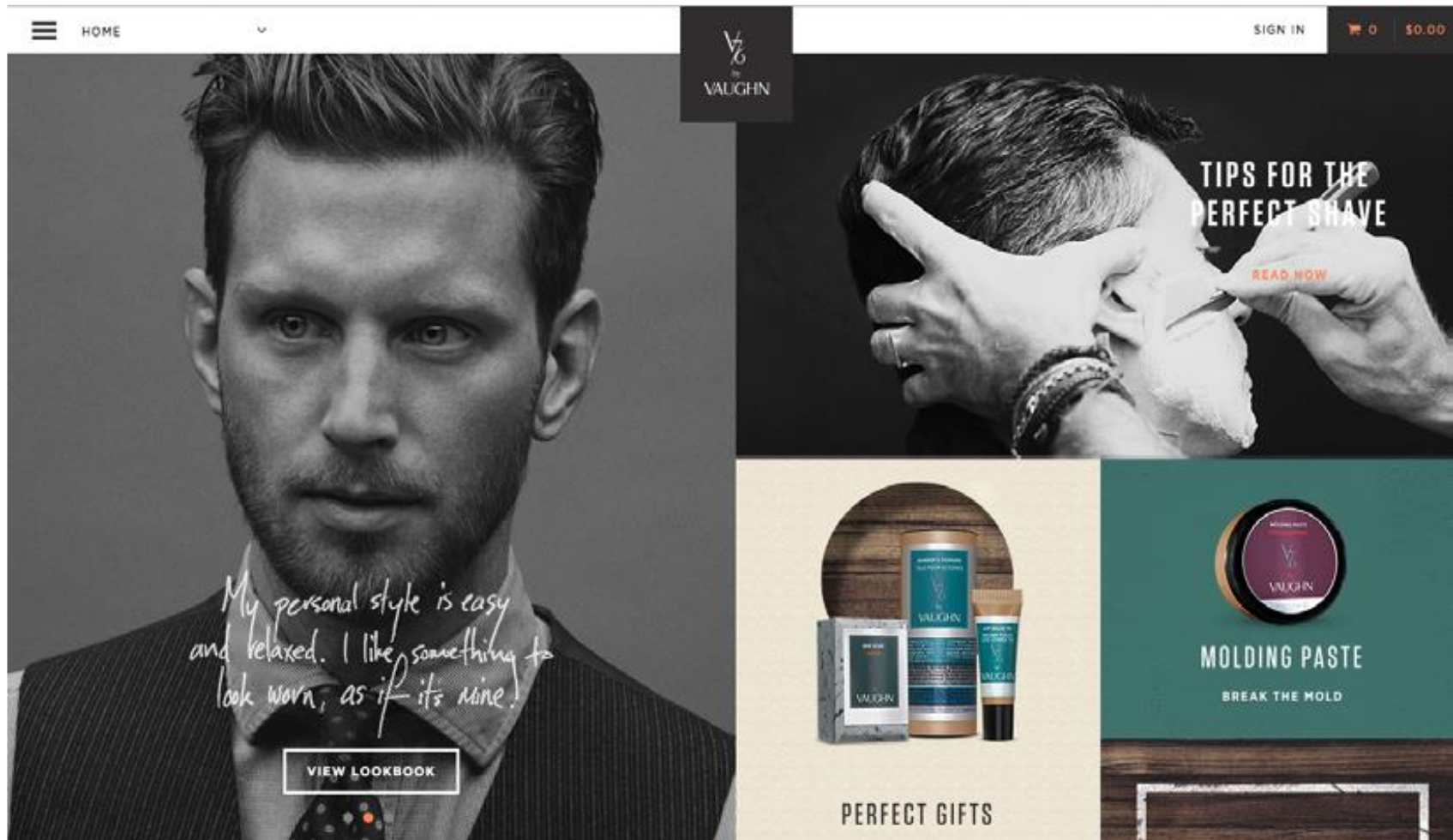


The image shows the top portion of the Intercom website. At the top left is the Intercom logo. To the right are links for 'PACKAGES', 'CUSTOMERS', 'PRICING', and a 'LOG IN' button. The main heading reads 'Customer communication made simple'. Below this is a subtext: 'Intercom is one place for your entire business to see and talk to customers. Have live conversations and send targeted messages to website visitors and users of your app.' A form with the placeholder 'Enter your email' and a green 'GET STARTED' button is centered. Below the text is a comparison diagram. On the left, 'THE OLD WAY' shows a complex web of icons (Your app, Live chat, Helpdesk, Email, CRM, Analytics) with many arrows indicating fragmented communication paths. In the center is a vertical line with 'VS'. On the right, 'THE NEW WAY' shows a single Intercom icon at the top with two arrows pointing down to 'You' and 'Your customer', representing a unified communication channel.

4. nevidljivi dugmići - ghost Buttons



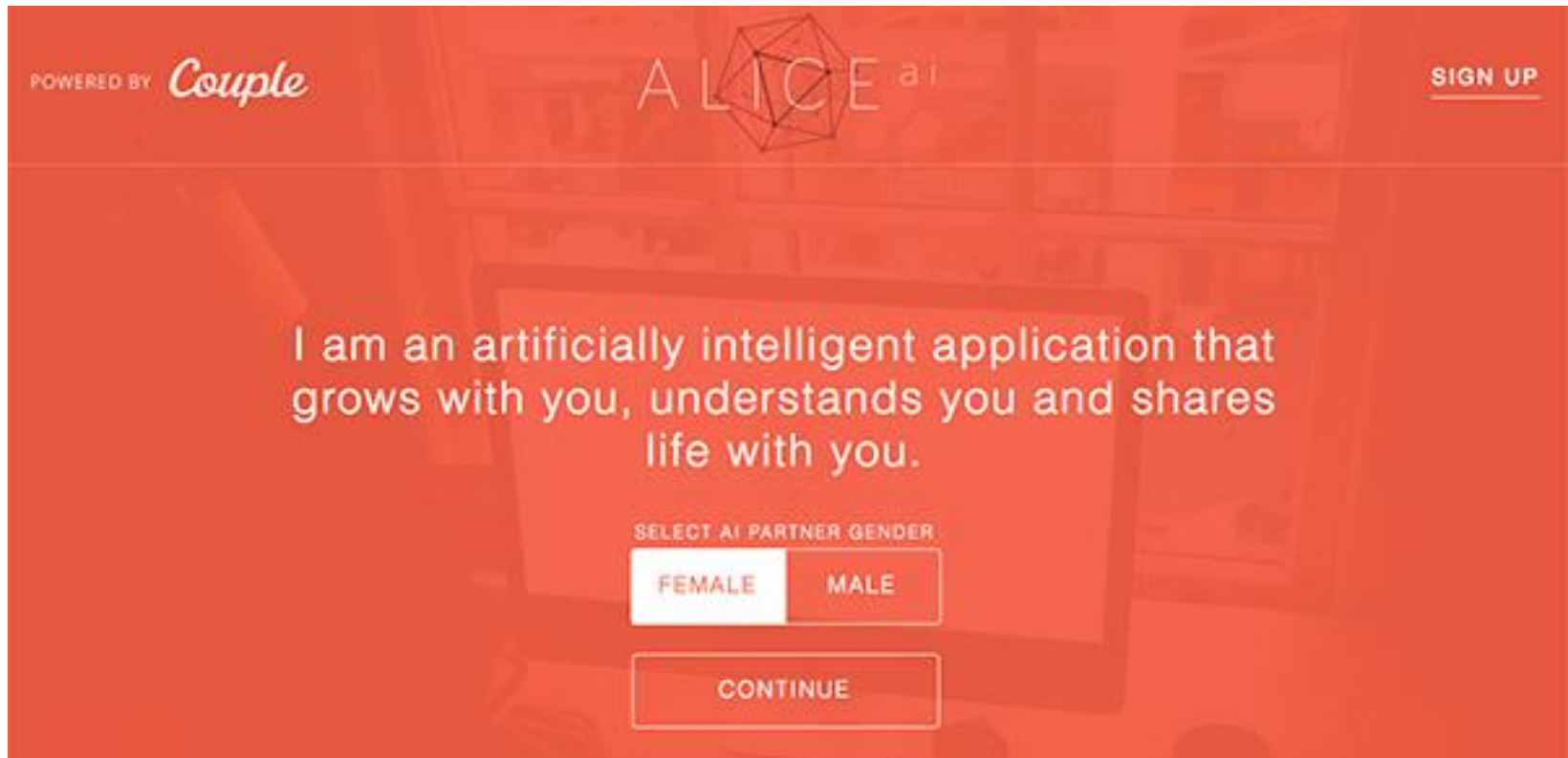
4. nevidljivi dugmići - ghost Buttons



4. nevidljivi dugmići - ghost Buttons



4. nevidljivi dugmići - ghost Buttons



POWERED BY *Couple*

ALICE.ai

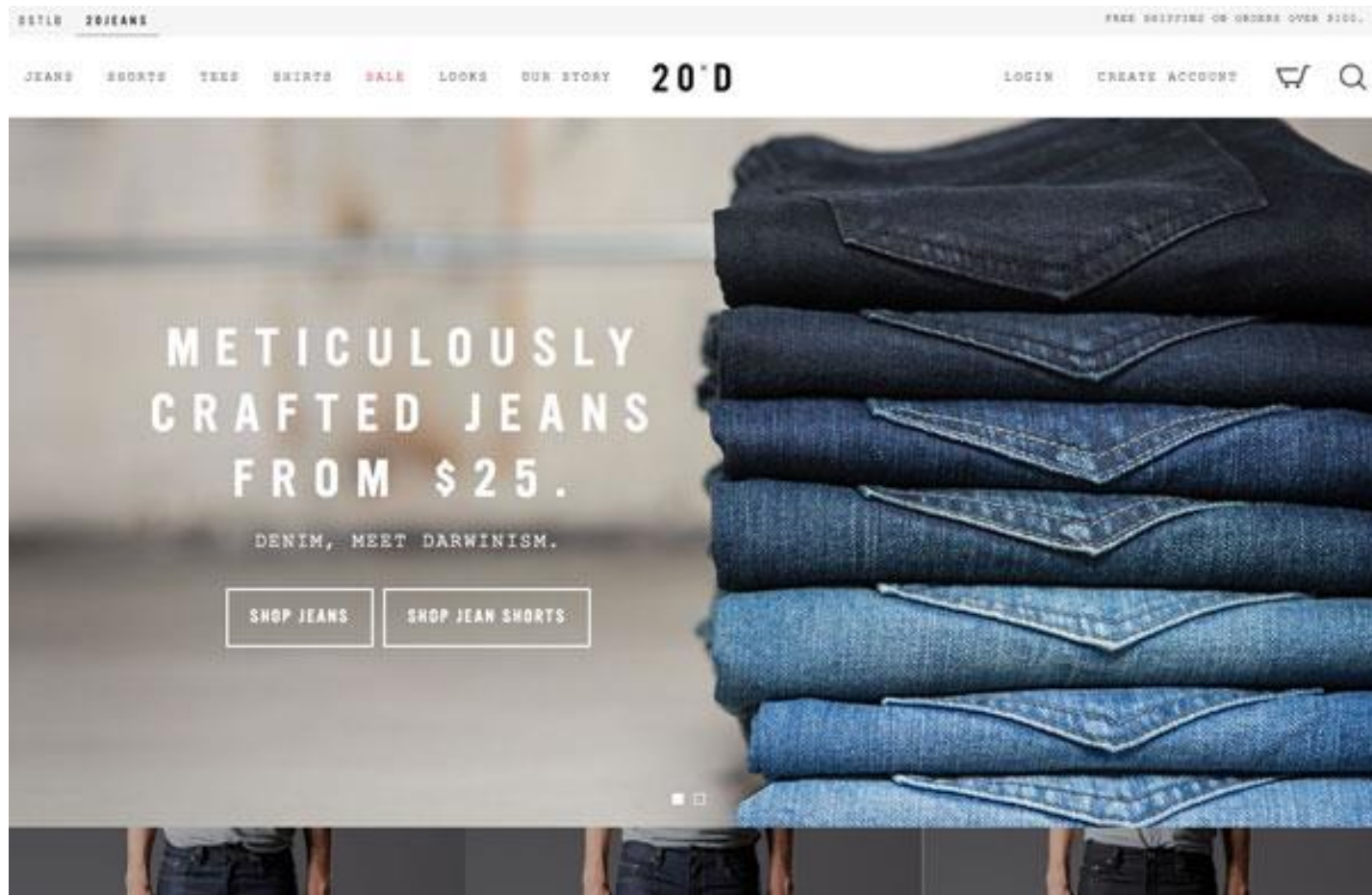
[SIGN UP](#)

I am an artificially intelligent application that grows with you, understands you and shares life with you.

SELECT AI PARTNER GENDER

☐ FEMALE ☐ MALE

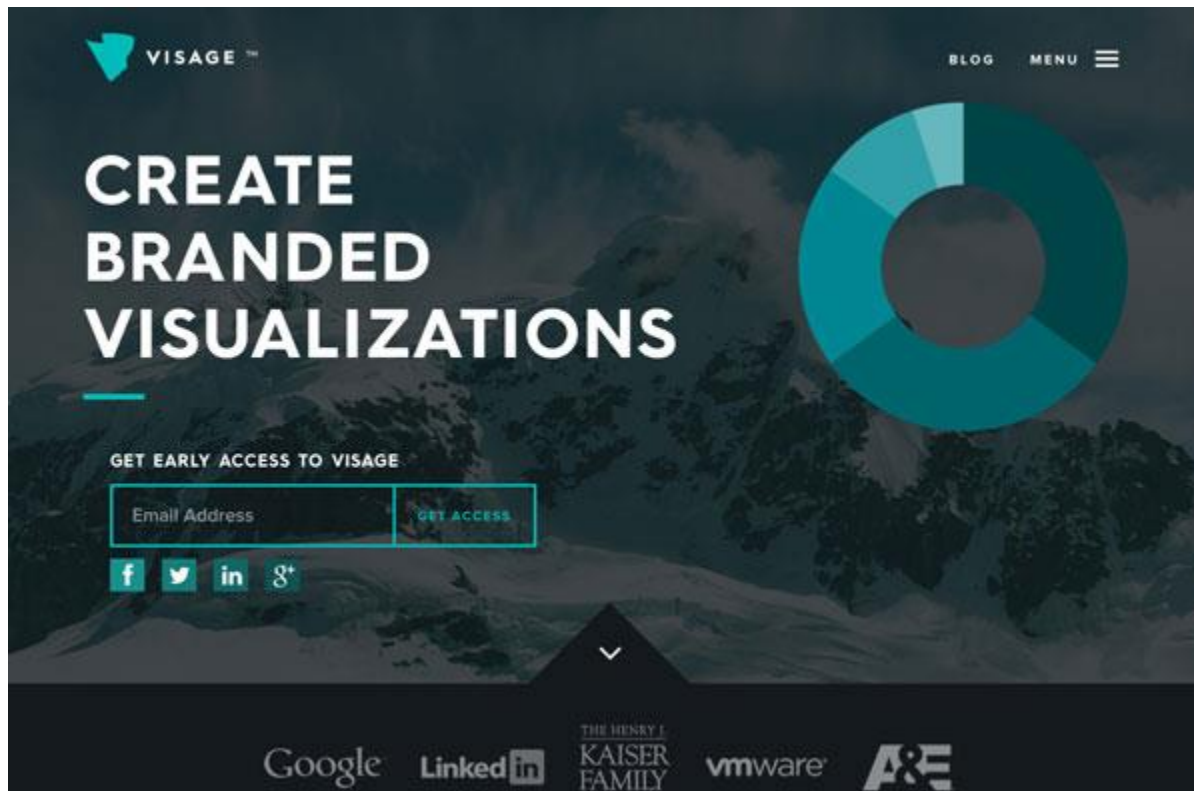
4. nevidljivi dugmići - ghost Buttons



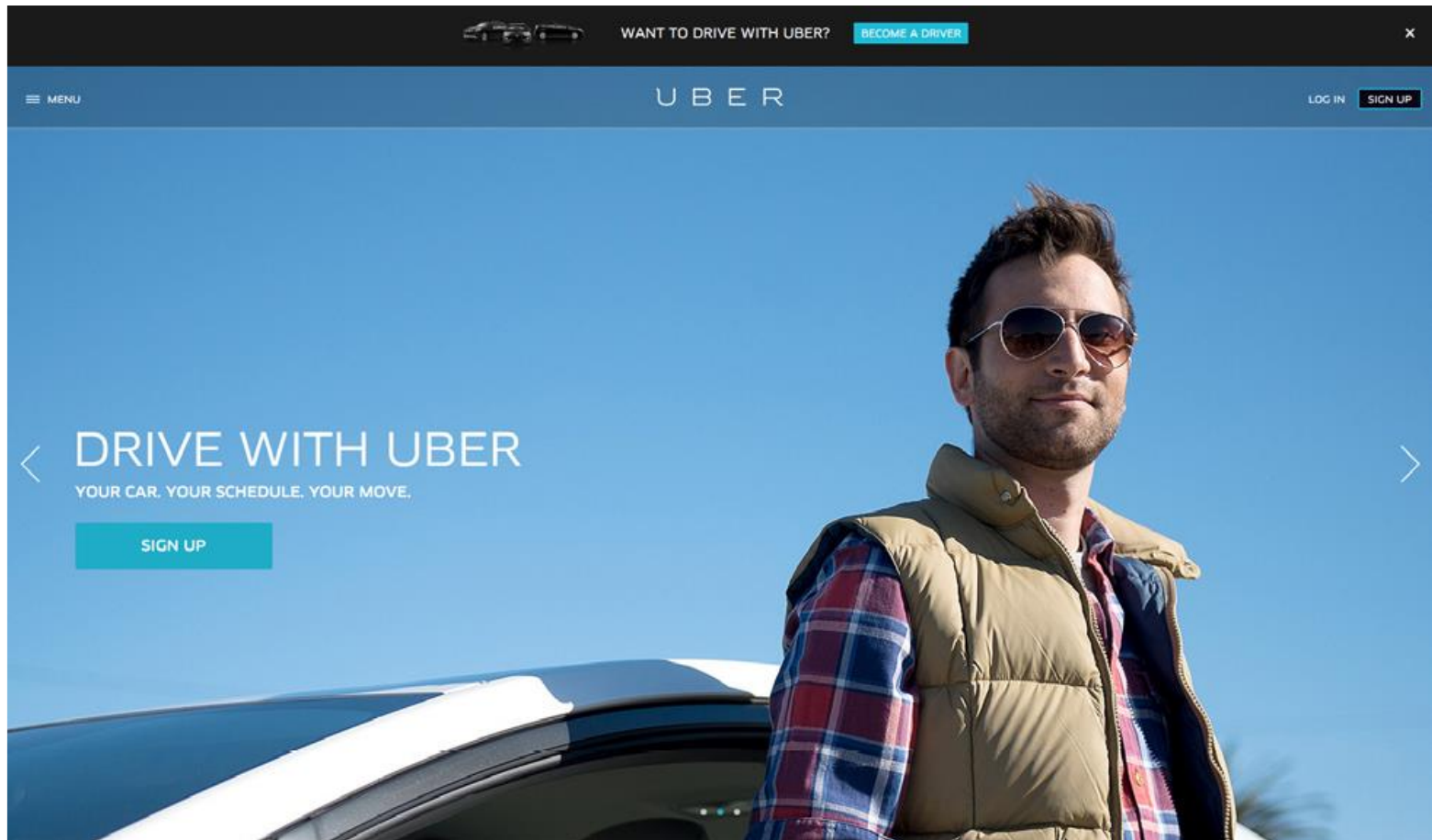
ghost button – karakteristike

- ne privlače puno pažnje na sebe, ali su i dalje prepoznatljivi kao dugmići (na koje treba da se klikne)
- osnovni, „ravan“ oblik – kvadrat, pravougaonik, kružnica, dijamantski
- bez popune sa jednostavnom okvirnom linijom debljine nekoliko pointa
- najčešće potpuno transparentan – zato i naziv „ghost“
- sadrži jednostavan tekst bele ili crne boje
- često su veći nego tradicionalni dugmići
- postavljeni na „udarno“ mesto na stranici – najčešće centrirani
- mogu pored teksta sadržati i male, geometrijske ikone

ghost button - trendovi



5. minimalizam



prednosti flat dizajna

- jednostavnost i fokusiranost na sadržaj (zbog minimalizma)
- ide dobro sa responzivnim dizajnom
- jednostavnost „učenja“ sajta i navigacije kroz njega
- smisleno i logično organizovan sadržaj
- brže vreme učitavanja
- jednostavna tipografija poboljšava čitljivost-
[https://webdesign.tutsplus.com/articles/typographi
c-readability-and-legibility--webdesign-12211](https://webdesign.tutsplus.com/articles/typographic-readability-and-legibility--webdesign-12211)

mane flat dizajna

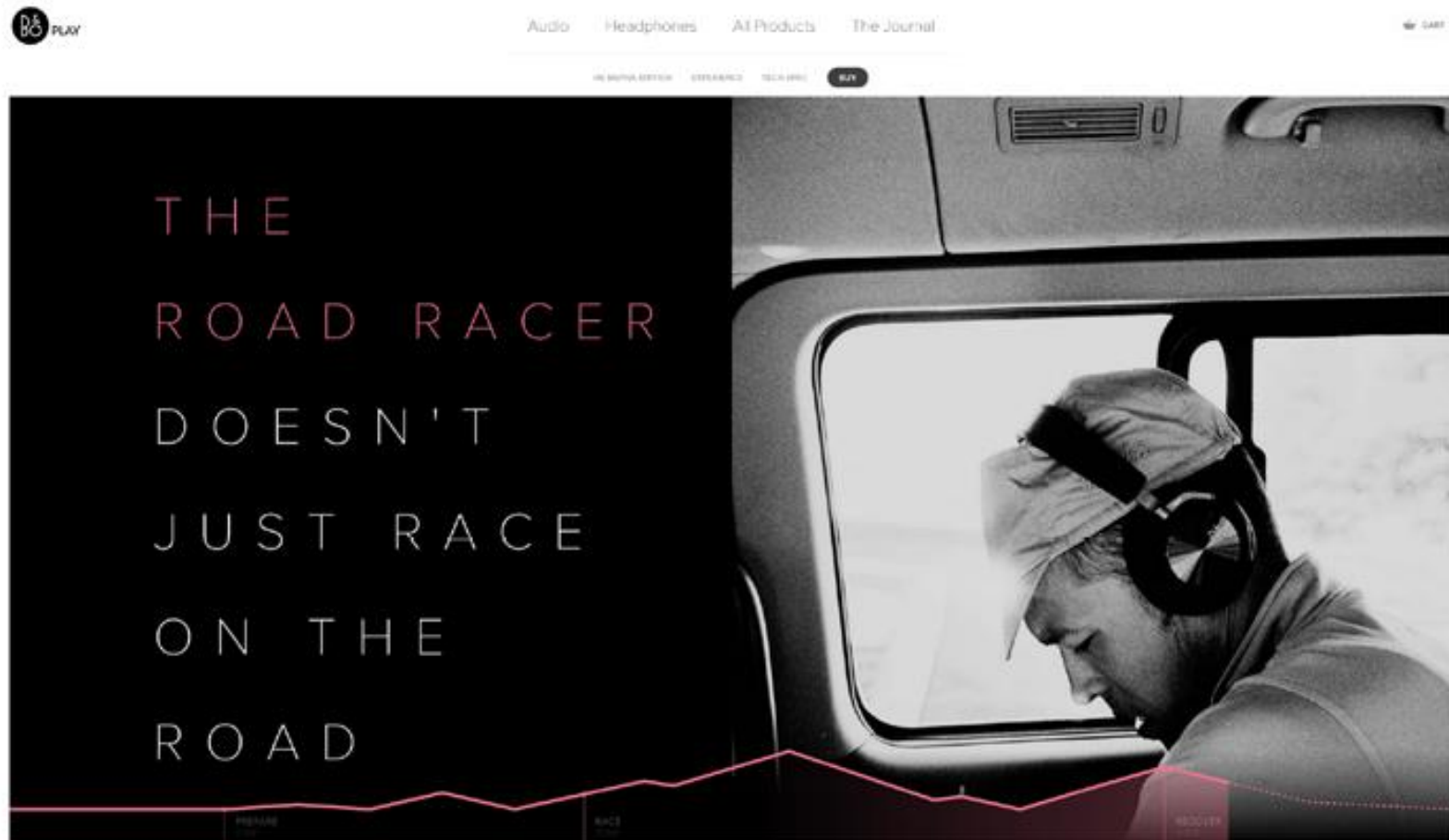
- jednostavan stil može da oslabi ključne elemente
> > frustrirani korisnici koji ulažu trud u nalaženje elemenata (navigacije, kontakt informacija...)
- veliki rizik da izgleda dosadno i bez personalizovanog stila zbog trenutne popularnosti
- izgubljena vizuelna hijerarhija
- neuočljivi dugmići (izostaje željena akcija korisnika)

NOVE KARAKTERISTIKE FLAT DIZAJNA

kreativna ikonografija



dramatična tipografija



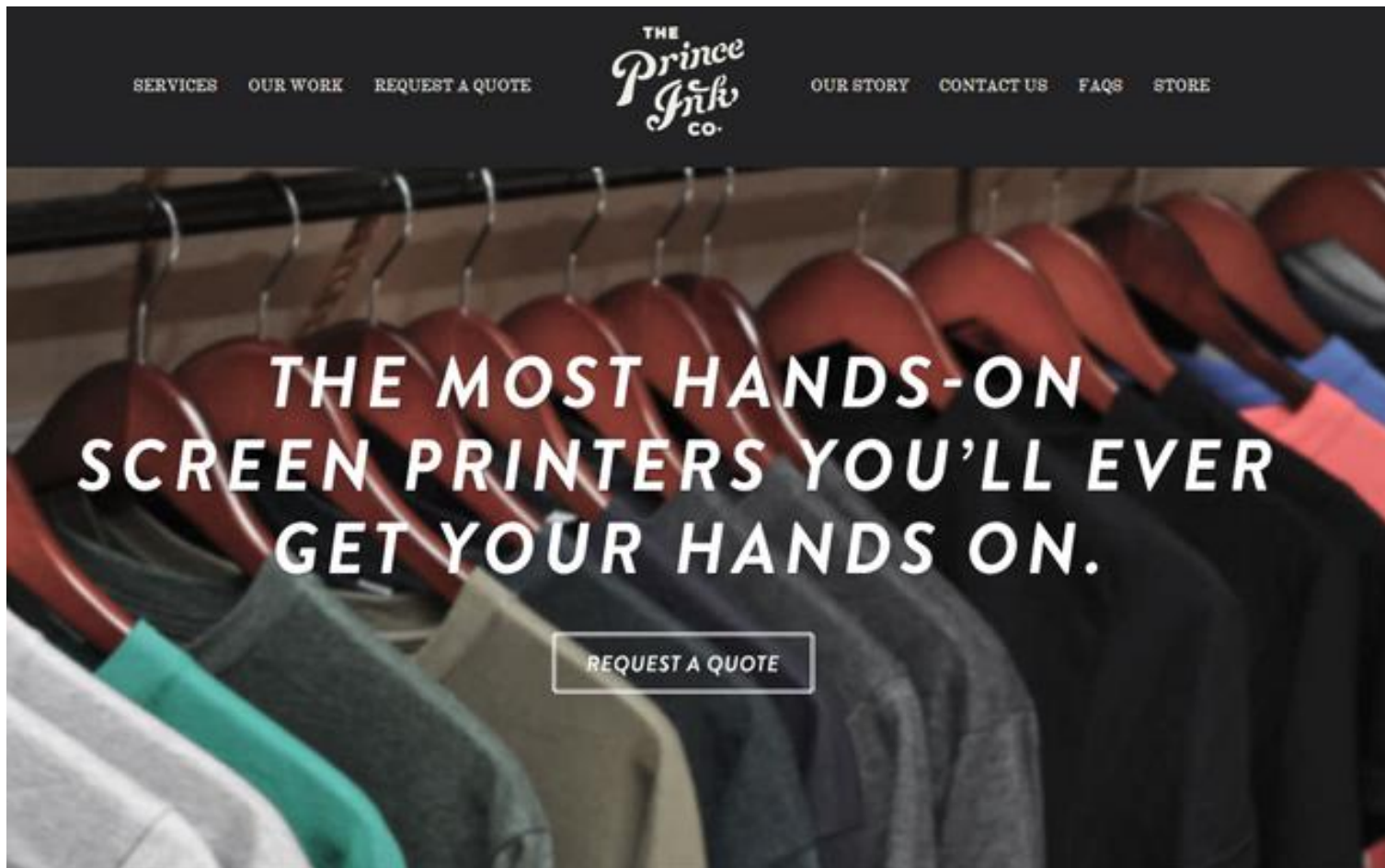
Hero Header



Hero Header



prevelika (oversized) tipografija



prevelika (oversized) tipografija



type-only sajt

<https://onepagelove.com/nicola-gypsicola>

Hello.

--

Born and bred in Italy. I studied graphic design, and right after graduation I started workin in the digital field. Two years later I was on a plane to Stockholm, where I attended **Hyper Island**, followed by an internship at **B-Reel**. From Sweden to London, **Ustwo** saved me from another cold winter and brought me to sunny London, where I had the chance to work at **Hi-Resl** and currently I'm keeping myself busy working as UI designer for **Samsung Design Innovation Center**.

The past few years I've created digital product and helped brands shape their visual identity across multiple devices. From UI to UX, I love what works well and looks beautiful but have learned to put what work best before what just looks cool.

With an undisputed love for pizza and burgers, of course not together, you can see me wandering around **East London** but when not in front of the computer you can hear me talking about breakdance, foodies or my never ending love for New York. This is a showcase of some of **my work**. Sit back, relax and drop me an **email** if you find them interesting.

Work.

--

Samsung
UI Designer
2015 - present
London

Hi-Resl
Visual designer
2014 - 2015
London

Ustwo
Visual designer
2013 - 2013
London

B-Reel
Internship
2012 - 2013
Stockholm

Contact.

type-only sajt

www.bloomberg.com/businessweek/design-conference

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Bloomberg Businessweek Design 2016

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#BWDESIGN2016

April 11, 2016
Yerba Buena Center
San Francisco

Featuring:
Stewart Butterfield

CONTACT US / PRESS RELEASE

akcentovane boje

<http://infographic.arte.tv/cinema/polar/fr/femme-fatale#/presentation>



parallax scrolling

Costa Cafe



trendovi...

