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Minimalism

Minimalism

This Web design trend is part fashion, part function. Since we always keep mobile devices in mind when designing, the "rich design" styles of the past (drop shadows, gradients, lots of images, colors, and fonts) have been replaced with the current trend "flat design".

Flat design emphasizes:

- *simple elements* - grid layouts, limited number of elements
- *clean typography* - sans-serif fonts, large sized and lower case
- *flat colors* - no drop shadows, no attempt to make 2D elements look 3D

Benefits of flat design:

- *low load times* - better for mobile network connections

- *responsiveness* - when there are a small number of elements, it is easier to manage their relationships so that the overall layout can grow and shrink to accommodate different screen sizes
- *intuitive experience* - research has shown that the cleaner a site, the easier it is for a user to find the information they are looking for

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