

Research on Web Design Style based on Digital Technology

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Abstract - Research in this paper is carried out based on the discussion on web design style in teaching material “Web Design” (Yi Zhang, 2015) written by the writer. On the basis of original research, this paper has analyzed the important role of digital technology development played in the evolution of web design style, divided the 21 web design styles discussed in this book into six categories of generalized type, classic type, time type, regional type, artistic type and niche type and expected to understand the web design style in a better way, provide more reference and space for web design and improve the web design level.

Key Word - Digital Technology; Web Design Style; Type

I. DIGITAL TECHNOLOGY AND WEB DESIGN STYLE

Digital technology is also called as computer digital technology, which combines with internet technology to form into the basis of web design. Web design belongs to the field of visual art design, but its essence is the expression of web multimedia design supported by digital technology. The application of digital technology in web design main has two technical modules of digital image and digital interaction; besides supporting the continuously increasing functional requirements of users for web, digital technology is also an indispensable important basis of web design performance. The design style of web is the synthesis of the performance of web visual art. The maturity and diversification of web design style marks that web design has grown into the form of design art, reflecting time, user group as well as ideas, spiritual temperament, aesthetic ideal and other internal features of the designer. In general, the development of digital image technology releases all restrictions for creativity, design and performance of web; any graphics and images can be changed into the design composition of web after design performance, which has expanded the performance space of web greatly and enabled the design style of web to develop for diversification; moreover, the development of digital interactive technology has narrowed the distance between user and web, which has enabled the user to touch, switch and control web through great interactive technology and feel the temperament atmosphere and emotional appeal created and expressed by web style deeply. Therefore, digital interactive technology is an important force for the design style of web developing to a more humanistic direction.

II. TYPE ANALYSIS OF WEB DESIGN STYLE

In “Web Design” (Yi Zhang, 2015), it has divided the web style into following 21 kinds: simple and fashion, realistic and multi-dimension, cartoon plot, traditional impression, nostalgic, abstract strength, hand painting warmth, environmental protection and natural color, font pure, vintage charm, grid order, metal texture, luxury light, minimalist indifferent, soft and fresh, neutral and humble, childlike, aesthetic romance, mysterious, mix and multiple, niche. This paper has summarized the above 21 styles into following categories through analyzing the important role of digital technology in the development of web design style and combining the features of these styles.

A. Generalized type- simple and fashion, realistic and multi-dimension, mix and multiple

For the universality of use and acceptance of audience, simple and fashion, realistic and multi-dimension and mix and multiple are the style types used most in web of new era. Style of simple and fashion are with popular and diversified features, which can not only cater to the aesthetic taste and demand of the majority of users, but also is in compatible with different regional cultures, which is because that the style of simple and fashion is with simple and delicate appearance, clear and orderly layout, harmonious and exquisite color performance. It is a style design form adapting to most of web demands and performances.

Realistic and multi-dimension is a web design style which becomes popular gradually with the development of digital display technology. In this style, the image language with strong visual aesthetics can reproduce the personality characteristics of web subject, while three-dimensional language can increase the visual hierarchy of web and make the vision of user broader. Therefore, this style will become one of the main types in web styles.

Mix was the trend of pluralistic times. Mix style is to combine different categories, different styles, different forms and different color elements together in web design and form brand new web new style with unique personality characteristics. From another point of view, web design itself is the product of technology and art mixing; mix means collision, innovation and surprise attack. In short, the appearing of mix style is the direct result of user concept updating and digital technology development.

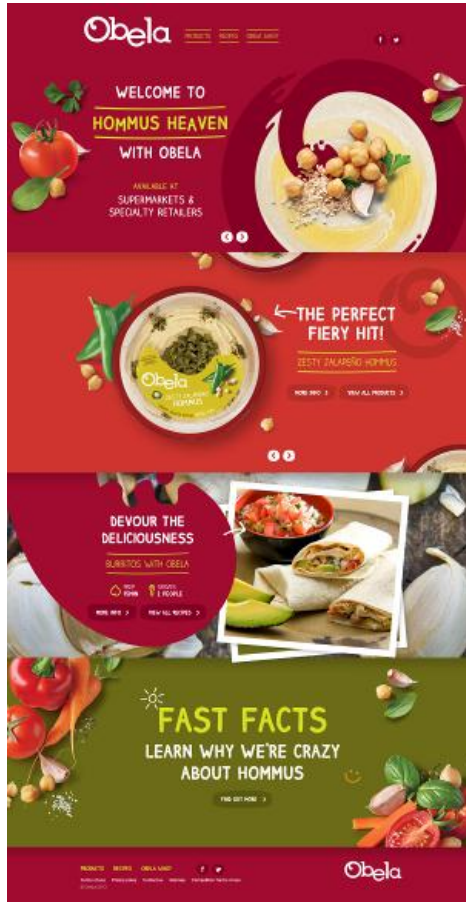


Figure 1. www.obela.com.au—mix and multiple

B. Classic type- cartoon plot, grid order, aesthetic romance, luxury light

Among various web styles, some styles have become classic styles after the baptism of time and years of experience. In which, the maturity of cartoon web style depends on the progress of cartoon art. With the development of computer graphics technology and based on hand painting style at early stage, plane style, three-dimensional style, model style and other emerging cartoon style types have derived. In addition, the adoption of grid forms into web style form with sense of law and sense of order, which originates from the design form of international typographic style seeking for rationality and standardization. In nowadays, the creativity of grid adopting the formed unique web style has already become a classic style.

The formation of aesthetic style originates from aesthetic movement which was popular in the art and literature field at the end of 19th century. Object view of web elaborate design for aesthetic style, clean and pure color tone and romantic web temperament seek for absolute visual aesthetics and try to create a touching beauty and romance at the same time. In addition, web of luxury style is not demanding for the prosperous and exaggerated appearance with all gorgeous things, but pays more attention to the creation of web temperament and

atmosphere, polishing for details and qualities and build ups an elegant and concise web temperament and atmosphere.



Figure 2. www.weebliworld.com—cartoon plot

C. Time type- environmental protection and natural color, soft and fresh, childlike

In the process of web style developing toward diversification, a lot of web styles meeting the demand of time come out accordingly, which reflects the fact of technology progress and presents the force of concept updating. Environmental protection style web uses fresh and blooming green, white and other color tones to present nature and recreates with the picture elements of various natural scenery, vegetation, flowers and plants and animals etc. filled with atmosphere of environmental protection to highlight environmental protection, which is not only a form of expression of style but also a spiritual idea and development trend of design.

Web design at nowadays hopes to increase the intimacy and friendship between web and viewer with comfortable visual perception and experience. Therefore, cloth art, flowers and other objects have become design elements and entered into web design quietly; with the elegant and mellow color tone, created a beautiful and comfortable web environment with cozy, soft and fresh style to eliminate the far distance between viewer and communication with computer and network.

Modern life is fast paced and with high intensity, so people need space to release, while the purity, brightness and happiness included in childish style web is what people are looking for. The childish style maybe lovely and cozy or cool and personalized and can also be humorous and even playful and funny, which enable the users to smile while browsing the web page and relieve the pressure and burden instantaneously.



Figure 3. www.digitalplayground.de—environmental protection and natural color

D. Regional type- traditional impression, vintage charm, metal texture

Each web style has own root of its generation and development. Some web styles were born in the regional soil, which have been nourished by rich nutrient of regional culture and become style benchmark with strong spiritual force in current web world. The traditional cultural art of Chinese nation is the precious resources of web design, the indifference and elegance of Chinese painting and ink painting has added implicit artistic temperament to web, ancient and plain features of folk art has spread strong and pure oriental charm for web, the unique form of aesthetic and symbolic characteristics of block structure in Chinese calligraphy have become important elements of web traditional style construction and form design.

The generation of vintage web style originated from the influence of European classical style on modern design. The graceful and elegant Baroque style, heavy and complex Rococo style, simple and delicate neoclassicism style and strength of modern design make the vintage charm brought about by classical style fully presented in web. Popular metal music in America and European countries has become an emerging design style in web design. Create cold or horrible or rough or speedy or vanguard or old or bright and dazzling multiple artistic style and fully present the influence of regional culture on web style by combing different web subjects, adopting different metal textures and color tones and making use of digital graphics technology.



Figure 4. www.immortals.it——vintage charm

E. Artistic type- hand painting warmth, typeface pure, minimalist indifferent

Art is the inexhaustible source of net style development. Web of hand painting style creates random or relaxed or graffiti web style forms with thickness and flexibility of materials as well as the order of priority of brush, realizes perfect combination of hand painting art and digital graphic representation and further highlights the humanity care of web.

Digital era, typeface forms and styles develop toward diversified direction and are suitable for the presentation of web works in various styles. Web style taking typeface as design elements seeks for web form filled with personality and simple and pure web realm and becomes the classic representative of artistic type web style. The “extremely simple” philosophical thought and artistic pursuit of minimalism art school rising in 1960s

has become the source for the formation of web minimalist style. This kind of style pursuit presents the minimalist effect of web form and tries to create a quiet and indifferent web atmosphere.



Figure 5. www.thekennedys.nl——hand painting warmth

F. Niche type- nostalgic warmth, abstract strength, neutral and humble, mysterious, niche and dazzling

There are some web styles always belong to a small group of people, just as nostalgic web style, which is always a small range of true feeling reveal and lingering warmth; while web of abstract style seems to be difficult to understand by a lot of people due to the large amount of abstract symbols and shapes, but it doesn't prevent abstract style becoming popular among web styles in new era. Neutral style web with low and reserved temperament is easier to leave association and thinking space for observers, but the absence of color makes the web become the preferences of only few people. Deep and low color tones with different web subjects can create diversified and mysterious atmosphere, but this appearance form is always fixed in dark night and deep scene and becomes the representative of niche web style.

In addition, there are also some kinds of web works can't form into complete web style due to the small quantity. They are not limiting themselves in any special forms and do not cater to the aesthetic taste of the public, but seek for multiple and personalized styles and expression forms and become the indispensable rare energy in web style innovation.



Figure 7. www.adsport.com——nostalgic warmth

III. CONCLUSIONS

Attempt and exploration for web design style and form expression has never stopped since web has become the design platform. Innovate in attempt, change in exploration and new web style develops and becomes mature in continuous appearances; old web styles either

eliminate or present new images in the baptism of times and become the classic designs repeatedly. However, in the research on web design style, pay attention to and explore the important role of digital technology in the development of web design style and further explain the equal importance of technology and art for web design. Therefore, hope to have some initiation and arouse more reflections on digital technology and web design style with own understanding and move forward with joint efforts.

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