**WHAT IS MINIMALISM IN WEB DESIGN**

Minimalism or simply deleting or minimizing the number of unwanted content which does not assist the work the user wants to do. To reduce the website to specific desired components, the designer must take both content and user interface under consideration.

Several features define minimalism in web designing. One most common example of web designing includes language.

There is around 112 website that supports minimalism.

Some defining elements of minimalism include:-

●    **Flat structure and compositions**

Purely digital representation of things is preferred over skeuomorphism. Minimalist UI designs are usually dull. Around 96% of sites were of flat form and structure.

Flat designs are now mistaken as minimalistic designs. The general meaning of flat designs includes the icons and graphics in the interface, while the minimalist designs include the layout strategies.

●    **Exclusive color palette**

Colors play a vital role in attention-seeking.

We don't have to add any other graphic or icon to create any visual interest, as colors are most noticeable and overpowering.

Monochromatic or using only one color design helps highlight the main plot and bring the theme to the limelight.

●    **The number of elements is limited**

The details must not be limited to:-

●    Links provided

●    Items in the menu

●    Graphics used

●    Lines wrote or provided

●    Gradient

●    Fonts and colors etc

The main agenda used here it to minimize and get rid of the content unless it's absence proves to be dangerous.

●    **The negative space is maximized**

When you delete any element, a void is created.

That void is named white space or negative space. It is that empty area of the interface which is created after the removal of the objectionable content. Around 84% of the sample sites use this negative space. The negative space makes an impact on the interaction cost, resolution, etc.

●    **Typography used dramatically**

Using larger and bold fonts imposes an impact on communicating.

For more visually engaging, using typography dramatically proves to be a better option. Hence minimizes the use of graphics and icons and even solves our purpose.

Hence, we conclude that using typography creates visual interest.

●    **Larger background features**

Background images and videos are one of the best characteristics of minimalism in web designing. It is even the most debated topic.

As people believe that it may distract the users from the actual topic of interest, but it even makes the content readable.

Imposes a better impact on the user by adjusting the size of the image used.

●    **The layout of grids**

Arranging the data in homogenous form linearly reduces or minimalizes the use of any other object as it makes the content useful by using it alone only.

●    **Rounded graphics**

The use of circular or round graphics, in about 16% of sample sites helps in minimalism in web designing.

●    **The global navigation is hidden**

An approach of balancing the use of minimalism not only for minimalism alone will do you more good. Considering the specific site goals, one must first check the minimalistic feature and then apply it. Having an in-depth knowledge of minimalism is preferred to the web designers to get the maximum output.