

design for screen design on screen

With the dominance of flat design there has also been a return to the vernacular of the early days of web design. This is more than an aesthetic choice it is a different philosophy of web design. Oliana Lialina describes this well in *A Vernacular Web*, "It was a web of sudden connections and personal links. Pages were built on the edge of tomorrow, full of hope for a faster connection and a more powerful computer." This idea from web design has fallen out of popularity, but when we look back fondly on the early web the

excitement of discovery is at the heart of early web design.

Now with the sophistication of the tools available to us it is dangerously easy to fall into the conventions of a modernist web that wants to be all things to all people. It is now beholden to the familiarity of the user. The joy of discovery is disappearing from the web—how much do the interfaces of Facebook, LinkedIn, Tumblr, Instagram, and Google emulate each other. Simple flat surfaces that require the least mental input from the user have become the norm because web design has less of a conversation with the tools it uses and aims to emulate the paper surfaces of the past.

This is not to say emulating paper documents is inherently a bad choice, but we should consider this is not the only choice.

Should the digital world run parallel to the physical or be our opportunity to redesign/re-imagine the physical world.

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