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RELEVANCE AND FEATURES OF CONTEMPORARY WEB-DESIGN

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Web-design, being a direction of graphic design, thanks to technical innovations, has already gone beyond the boundaries of a special product. Now, in order to create a high-quality design object on the Internet and respond to the needs of literate consumers, strong theoretical and practical knowledge is needed. The study of the principles of graphic design involves the versatility and harmony of personality, which includes creativity. Learning the basics of web design is impossible without learning the basics and developing graphic design at a professional level.

Keywords: *graphic design, web-design, website.*

INTRODUCTION

Today's realities are such that our life is closely intertwined with the Internet. The Internet is a group of pages that open to users. For the virtual world to spin, these pages need to be developed, graphic designed, turning it into a commercial product.

PURPOSE

One of the most relevant and effective ways to communicate with society in the contemporary world is a website. A website is an independent object of graphic art, which has aesthetic indicators inherent in all graphic design and is certainly a type of modern digital graphic art.

Web design is the main tool for creating a website. The use of web design allows you to give the site individuality and promote it on the Internet. We also note the fact that “web design has a direct impact on the culture of users, on their visual thinking and worldview, on the formation of goals and taste” [1, p.171].

RESULTS AND DISCUSSION

Globalization, overproduction, the struggle for the consumer market and spheres of influence in contemporary society are not bypassed the advertising business and graphic design. It is important to understand that web design is not the only tool for creating a website. The implementation of graphic techniques for creating web pages and interactive elements takes into account the software and hardware requirements and capabilities of the user to whom this website is directed. These and many other questions position web design as a tool of interdisciplinary creativity, the main object of which is the site itself or an Internet project. Beauty, originality, continuity and functionality are just a few of the many criteria that a successful website should have. Therefore, in the process of working on a website are involved:



- graphic design specialists;
- programmers responsible for the functionality and implementation of a web project;
- professional journalists who know the specifics of writing and adapting texts in accordance with the requirements imposed by the Internet;
- production efficiency specialists, or usability specialists, who ensure the "friendliness" of the website interface to the user;
- sociologists and marketers involved in the success of the implementation of a web project;
- photographers and artists who create illustrative material for web pages.

In web design, the job of a graphic designer or web designer is one of a number of jobs involved in creating a website. This job requires from a web designer not only knowledge in the field of graphic design and visual communications, but also an understanding of the specifics of the work of all disciplines related to visual design. The user can immediately get to a website with the content of interest to him, or he can spend hours surfing the Internet in search of the information he needs.

When he gets to a website, he evaluates within 2-3 seconds whether it can contain the information he needs and whether it makes sense to stay here and study it further. This almost instant decision is influenced not only by the visual design of the site, but also by the possibilities that this site offers, moreover, visible to a person at a glance. A clear and logical structure that reveals the potential and amount of information contained in the site makes it not only attractive to study, but also desirable to visit it again.

With the development of technology, the website has become a business tool designed to help its owners generate income. Websites made without taking into account further development (updating and filling with information, the appearance of new sections) become useless and stop to be visited (dead sites). As a result, have to spend additional money on redesigning existing websites. The goal of web design is to design and develop objects in the information environment and provide them with a high aesthetic value.

Another goal is the ability to visualize mass information on the Internet, its graphic design, endowing the elements of the site with artistic value inherent in graphic art in general. Information should be arranged in such a way as to be logical and structured, but at the same time using graphic techniques that emphasize the uniqueness of the site.

Contemporary web design emphasizes user-friendliness, minimalist navigation, less tedious design, exciting visuals and colors, and focuses on the following elements:

Minimalism. The pursuit of minimalism in web design is usually characterizing by the use of free space, "air" around the objects of the site, the lack of heaps of details, a limited number of colors and minimalist functionality. This does not mean that the site should be empty; on the contrary, it contains all the main elements. The text space is characterizing by sans-serif fonts.



Colors. To emphasize individuality, you should take care of the harmony of colors on the site in advance. There are many ready-made tools and services for selecting combinations, harmony and color palettes.

Animation. Gifs, moving typography and other animations are more relevant than ever. Animated elements draw the visitor's attention, so they are actively using to focus on important items, such as a logo. It is worth observing the measure and not overloading the site with moving parts, as they can tire and annoy.

Cinematography - the effect of movement, revitalization of the image, by using some techniques that allow not to "weighting" the graphic object. An example would be a static photography with an object emitting smoke (a moving object). Thus, the object comes to life and the semantic idea of the designer is preserved.

Parallax or parallax scrolling is an effect that allows you to change the position of an element, because the background image and other elements behind the main object move more slowly. This is possible by stacking layers on top of each other. This effect looks three-dimensional and allows the user to observe interesting compositional dynamics when scrolling through the pages. The tool to recreate this effect is JavaScript.

Texturing. Textures are an important artistic element and web designers for backgrounds use them. The effect of naturalness and realism can be created using the textures of wood, metal, fabrics, etc. Textures certainly add freshness to the design; they can be applied both to the entire background and to its individual parts, giving the site a modern look.

Illustrations. Hand-drawn graphic design objects bring emotion and humanity to a website, thereby captivating visitors. Beautiful yet impersonal graphics have dominated design for years, so adding illustrations in a variety of styles gives web design a responsive feel that will definitely grab the user's attention.

Huge fonts and typography. Designers actively use large and visible elements to draw attention to the information on the site. Large elements such as headings, images, graphic elements help achieve business goals. An excessive number of such elements can create chaos and slow down the loading speed of the content.

Video block. In addition to static elements, multimedia formats that can show a complete product presentation have proven their effectiveness. Video blocks should be short enough to keep the user, inform them about all the benefits of the product and not tire them. It should also be borne in mind that users load such information longer.

Gradients. Do not lose their relevance gradients, bright or pastel colors, two-tone and multi-tone. Previously, they were used mainly for backgrounds, but now they are also used for various graphic elements, buttons, icons, etc.

Line illustrations. Linear, as simple as possible drawings, as if drawn directly on the monitor screen, have become quite popular. Such sites look easy and relaxed, sometimes absurd, a little sharp. Such illustrations tell the user their unique story, and the simplicity of design and creativity will not leave anyone indifferent.

Static and dynamic 3D elements. Users will appreciate the interaction experience that the introduction of 3D elements provides them. The convenience of viewing the product from all sides or an accurate 3D model help the user feel



comfortable. Static 3D models also impress with their smooth shapes, realistic appearance and mesmerizing colors. Usually such elements are keeping as minimalist as possible to achieve balance and purity.

CONCLUSIONS

There are a huge number of websites on the Internet, which, in terms of their graphic and aesthetic component, have features of various graphic styles. They help us see the transformation of web design since the advent of the web and design in general.

Designers are inspiring by both the future and the past. Fashion is improving, and with a huge number of movements, trends and styles, websites become truly a work of art.

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МОКАН-ВОЗИАН Л.

АКТУАЛЬНОСТЬ И ОСОБЕННОСТИ СОВРЕМЕННОГО ВЕБ-ДИЗАЙНА

Веб-дизайн, являясь направлением графического дизайна, благодаря техническим новшествам уже вышел за границы специального продукта. Теперь, чтобы качественно создать предмет дизайна в интернете и ответить на потребности грамотных потребителей, нужны крепкие теоретические и практические знания. Изучение принципов графического дизайна предполагает многогранность и гармоничность личности, которая включает в себя и креативность. Изучение основ веб-дизайна невозможно без изучения основ и развития графического дизайна на профессиональном уровне.

Ключевые слова: графический дизайн, веб-дизайн, веб-сайт.