

**According to the color grade website design could be divided into** dark, light, colored and varicolored styles.

website design in dark style performed by black, dark-blue, grey shades. In light style – by white, beige, mocco shades. In colored website design prevails one color, that is in contrast with white and black, in varicolored - several bright colors.



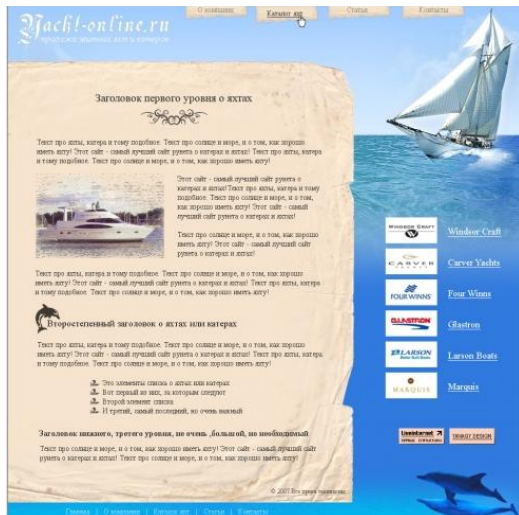
**According to the amount of graphic we can divide site design into** clean, standard and decorated.



The clean style uses minimum graphic: logo, some icons or buttons. Such kind of sites focused on informative component.



**Standard design use graphic only in some elements like headlines.. its one of the most frequently used styles**



**Decorated design focused on graphic - it is key element. It is aimed on drawing of attention, upgrading memorization of site. As a rule such kind of sites are associated with freedom of actions and minds.**

For the position and location of information website design is devedined into different styles with **minimal, two- or three-columned or complex structure.**



Website design with **minimal structure** focused on one key element.

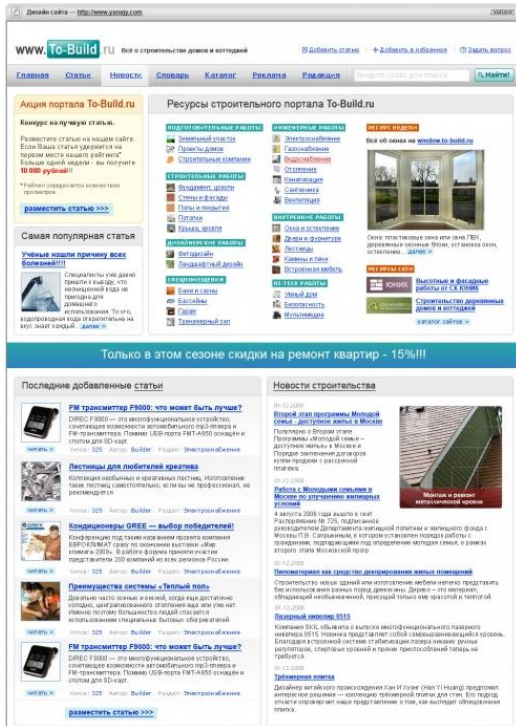


**Two- or three-columned structure is mostly widespread:** narrow columns are usually used for menu or news block, bigger columns – for main content.



# VADYUS

PROJECT COMPANY



**Complex structure** of websites design is used, as a rule for big scale projects for example as internet-portal. Such sites may have a lot of columns, blocks, panels.

**We can divide website design into different styles according to the subject.** Such division is understandable and associative. For example if you see on the website futuristic robots, hi-tech mechanisms and devices you may imagine that this company deals in the area of IT-technologies, scientific and technological researches.

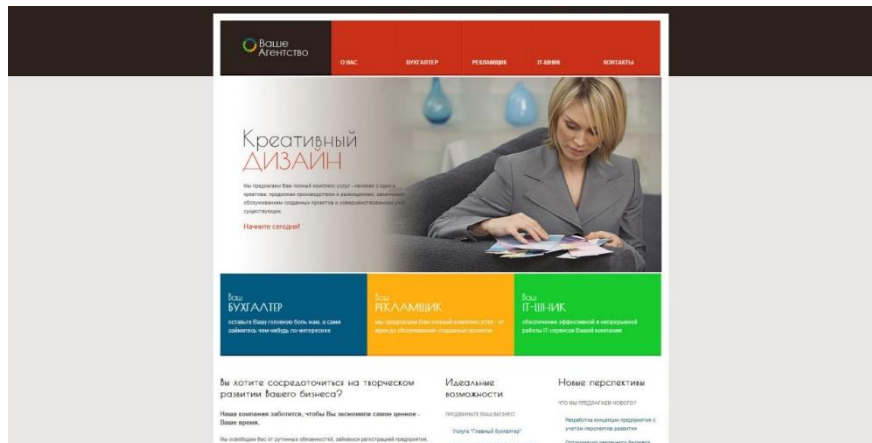
Mostly widespread are:

- classic
- retro style
- grange
- futuristic
- animated
- magazine

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The website design that is mostly used in one or another period of time we usually call **Classic design**. E.g, modern Web 2.0 website design you can call the classic



of our time.

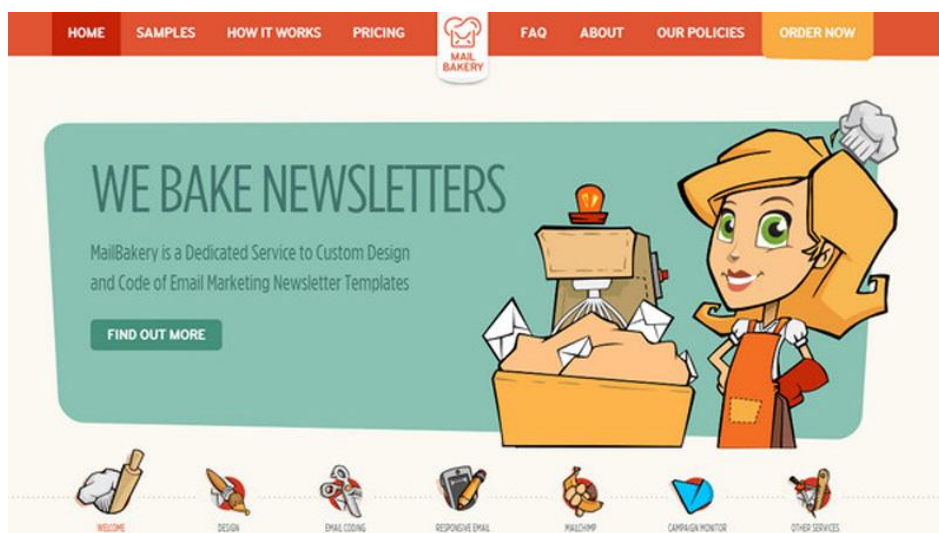
**Retro style website design** uses different elements from previous decades. It might be interior items, specific décor, special retro fonts etc.



**“Grange” style website design** is chaotic and using as a rule dark, soft tints. Typical elements are flesh marks and spots combined with strict graphic forms, special “grange” fonts.

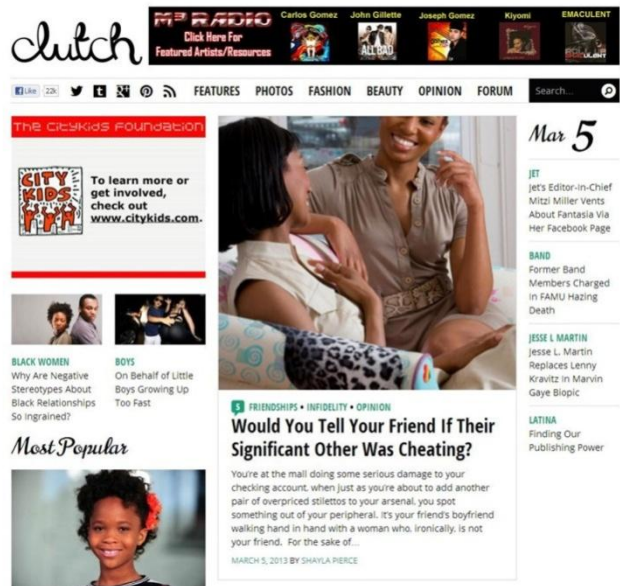


**Animated website design** mostly is associated with goods and products for kids, easiness and carelessness. This type of design uses cartoon and comic strips characters, other cartoon elements.



**Magazine design of websites** is similar to glossy magazine design: big headlines, big photos, similar column structure. This type of design is using for mostly all “offline”

magazines, E-journals, that you may find only in Internet. Also magazine website design for female websites: about makeup, human relationships, goods and family products.



You shouldn't choose only one out of mentioned above styles during website design process – website aim and tasks should define first of all its future design. Besides, if the company has its own **identity style** (individual logo, colors, fonts), it should be taken into account during website development.