



Community Experience Distilled

Creating Flat Design Websites

Design and develop your own flat design websites in HTML

António Pratas

[PACKT] open source*
PUBLISHING community experience distilled

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BIRMINGHAM - MUMBAI

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António Pratas is a Portuguese designer living in London. He has an MSc in Multimedia Design and has been working as a designer since 2005. He has worked with advertising agencies and in design ateliers, including Euro RSCG (now Havas), Bürocratik, and Universidade de Coimbra. He has also co-founded a small design atelier and a web startup. He previously wrote articles for designmodo.com, webdesignerdepot.com, and awwwards.com.

Acknowledgment

I always looked up to good and famous designers/authors as if they had the answers to all design problems. However, eventually I found out that design is not about the answers, it's about asking the right questions, and even these great designers are, in the end, only humans. There's no correct way or formula on how to do things or solve problems, it's about choosing a path and trusting you're doing what is best for each problem you're faced with.

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About the Reviewers

Eddy Borja has witnessed the evolution of websites from their static Web 1.0 beginnings to the modern designs that we have now, throughout his life. His first exposure to web design and development began during his teenage years, and he has been involved in the creation of web and mobile apps ever since. He has been a consultant for many startups and a co-founder of a software development shop that builds mobile apps for its clients.

As always, I'd like to thank my parents and my family for their never-ending support, and my love, Karla Salazar, for her support and encouragement.

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I would like to thank my girlfriend and Merengue (my dog) for waiting for me while I was helping the author review this book.

Emrullah Lüleci is an entrepreneur, a software engineer, and a UX designer. He has been developing cloud-based Android and web applications. He believes in the power of open source. Thus, he owns several open source projects and contributes to many others. Even though his background is based on programming, he is passionate about designing and creating unique interfaces, which are mainly flat. He is also a member of several communities and delivers speeches about mobile app designs and their development. Emrullah is the founder of CengaLabs, which focuses on developing mobile applications and sharing all the new tools that are created for the projects in open source.

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Preface

Flat design is a digital style of design that has been one of the biggest trends in recent years in web and user interface design. It is famous for its extremely minimalistic style. It has appeared at a time when skeuomorphic, a style of creating realistic interfaces, was considered to be the biggest and most famous trend, making this a really rough and extreme transition for both users and designers.

Creating Flat Design Websites will explain the story of flat design since its early roots to the present day, while also showing you some of the most famous examples and explaining how to design and implement your own flat design website in a practical and easy way.

What this book covers

Chapter 1, What is Flat Design?, explains what flat design is, its history since the introduction of the international typographic style, and how it has evolved over the years. We will also understand what brands helped bring the flat design to light and how this style became more evident as a trend for more brands and interfaces, such as the recently released iOS 7 from Apple.

Chapter 2, Designing in Flat, covers how to design in flat and what are the most important things that the designer should have in mind while designing. It will focus on the importance of typography, alignment, and creating a layout by always using a clear, invisible grid and creating more predictable layouts.

Chapter 3, Creating a Flat and Usable Interface, shows why you should focus on web usability and how important it is for the good functioning of flat design websites. The main focus is to avoid any kind of damage to the interface, its navigation and readability to exemplify this, we will create some tests and visual exercises.