

# Review: Web Design

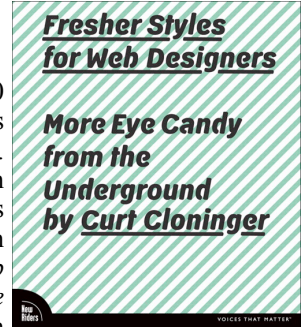
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## Fresher Styles for Web Designers: More Eye Candy from the Underground

By: Curt Cloninger

Published: New Riders; 2009

ISBN: 978-0-321-56269-2



Basically a relatively small book of only 200 pages, but in this, Curt Cloninger condenses current trendy web designs into 10 patterns. These 10 patterns are then described with their strengths for particular purposes identified. Curt has done this before - in 2001 he wrote *Fresh Styles for Web Designers: Eye Candy from the Underground*. At that time, the dot-com bubble was the vogue, and web design was struggling with incompatible web-browsers. Today, web technology is largely standardised, but still pushing boundaries, and Curt sees enough change to take a fresh look at contemporary developments in web page presentations.

I probably made a mistake when I first read this book, by taking it away with me for a weekend - so I couldn't jump onto the internet to see actual examples of the styles being described. This isn't to say that the book doesn't contain ample illustrations of actual web pages - it does; but somehow the printed pages don't have the same impact as you would see on your computer - it is all to do with the differences between printed and displayed colour spaces - so I would suggest that you have your browser handy when you are studying the different styles in the book.

There are several messages that reoccur throughout the book; the most obvious being that websites have different purposes and audiences, and use different styles to project their intended purpose. But below this is another set of messages that are worth considering. An example is that the idea of an original design style is a myth - nothing comes from a vacuum. Contemporary web designs build on yesterdays ideas; and will in turn provide the ideas on which to build tomorrow's designs.

New Zealand seems to be at the end of the world, and we all know that the internet isn't fast enough for all these multimedia-intensive websites, but it is getting faster, and even here there is a place for non-textual websites. Curt is able to look behind the eye candy to distill the essential design processes involved and to identify some of the trends that are taking place in our world, and for this alone, this book is worth a little of our consideration.

*Thanks to Peachpit Press for providing a copy of this book for review.*