

Leading New York Website Design Expert says that the Newest Trend in Website Design is “Flat”

According to a New York-based website design and development professional, “flat designs” are emerging as the hottest web design styles for 2014.

NEW YORK, NEW YORK, UNITED STATES, March 25, 2014

/EINPresswire.com/ -- According to Peter Crisafi, President of dzine it, Inc.

(www.idzineit.net), a leading [New York City website development](#) and [website design](#) firm that serves clients from throughout the country and around the world, the “flat” website design trend has exploded in popularity recently, thanks in part to large companies and organizations jumping on the bandwagon of these trendy minimalist designs. For those not familiar with the term, a “flat design” is one in which the elements of the design lose their stylistic characters, making them seemingly appear to jump off of the web page.

“Basically, this means that the website designer removes all of the 3D elements that were once the norm in website design,” he explains, “such as drop shadows, gradients and textures.”

Crisafi explains that the idea behind a flat website design is that it creates a crisp and modern feel, allowing the business website to get the most important information across, such as the content and the message, without muddying the waters with stylistic features that quickly become outdated in the ever-changing world of website design.



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“In a sense, a flat design can really future-proof a website, giving the design a longer shelf-life,” he says. “In addition, a quality flat website design makes the site appear more efficient and cuts out any fluff that really isn’t necessary in this day and age.”

According to Crisafi, the opposite of a “flat” website design would be a “rich design, which is a term that most people are familiar with because it was once the leading trend in web design. A rich design includes ornamental design elements such as bevels, reflections, drop shadows, and other similar aesthetics.

“These elements have historically been used to make the elements of a website seem more tactile and usable to those navigating the site,” Crisafi says. “However, as the flat design trend has emerged, it seems that most users,

hungry for immediate gratification, are not interested in rich features and would rather focus on the issue at hand; getting the information they need, quickly and efficiently.”

Established in 2003, dzine it, inc. is a leader in custom [web development](#), programming and design solutions for small and large business, agencies. The company offers a wide range of business-centered visual communication solutions, including web-based content management, web design, graphic design, custom web software applications, ethical white hat search engine optimization (organic SEO), video encoding, and print media solutions. For more information, call 212.989.0813 or visit www.idzineit.net.

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