Research on the Application of Internationalist Style in Web Design

Weiguang Yue [1], Meng Mu [2]

1. Shenyang Aerospace University, Shenyang, Liaoning, China

2. Liaoning Provincial Academy of Culture and Art, Shenyang, Liaoning, China

Abstract: This article reviews and analyzes the current research status of the application of internationalist style in web design, exploring the basic situation, style characteristics, and its impact on today's society. The internationalist style plays an important role in leading innovation and serving society in the field of web design in the world today. With the development of social, economic, and cultural factors, internationalist style web design will play an important role in transitioning from traditional design to style innovation. The internationalist style is conducive to improving the level of web design, grasping the communication rules of web design, enabling the audience to accurately obtain the content expressed on the web, and promoting the innovative development of web design led by the internationalist style.

Keywords: Internationalist style; Web design; Grid design; Sans Serif

1. Current Status of Internationalist Style

Nowadays, the concept of the metaverse is very popular, and when we calm down, we will find that webpage properties are the foundation of its development. [1] Among them, layout and font usage have become key factors in web design. A design style known as internationalism has played an important role in the development of layout design. After the end of World War II, Europe and Asia were rebuilt, and some Western European countries quickly recovered, giving rise to a new design style in the field of graphic design. This new design style emerged between Germany and Switzerland, conveying the overall design concept concisely and accurately. It quickly became popular worldwide and is therefore known as an internationalist graphic design style by the outside world. [2] An important feature of this internationalist design style is the effort to use mathematical methods to create the entire grid structure and almost completely standardized grid layout design system, directly organizing asymmetric grid elements together to achieve a unified overall design visual effect of the entire layout structure. The formalization, standardization, and normalization of this graphic design are very beneficial for achieving international information dissemination effects, and its influence still exists today.

2. Basic Characteristics of Internationalist Style

2.1 Simple and clear vertical and horizontal layout

The grid system is the most classic representative of internationalist style in layout. [3]Whether it is good external expression ability or fully serving human functional attributes, grid systems have obvious design advantages. Grid system and design sequence are two very important design elements in modern graphic design, and the sequence itself is a design rule. The grid system includes general grid line patterns and most layout element information used for grid line planning. The layout, placement of font elements, and arrangement of images are all completed within a complete grid system. This grid system is not accidental or singular, but a modular design rule that can be reused (Figure 1). In the directory designed by Anthony Froszau for Ulm Design Institute, the selection of layout and font size strictly follows the grid system design. A grid system is not a standalone system and can be divided into three categories. The first type is mathematical relationships that serve as theoretical and logical support. The most famous are the golden ratio and modular system. The second type is a grid with a ruler effect. Finally, various design elements are required in the layout. By using a grid system to format and layout each part of the layout, it is full of mathematical logic, constantly changing, but still forming a cohesive whole. It can be seen that "grid" is an early design auxiliary material, which can

be seen as a design tool and scientific design method. [4]After World War II, the number of scientific publications and product manuals significantly increased, which allowed for accurate expression of content while greatly improving design efficiency, saving costs, and making efficient grid systems highly sought after. The use of grid systems promotes the efficiency of designers and the powerful development of design outputs.

Figure 1. Internationalist style poster design

2.2 Exquisite and clear sans serif fonts

In the mid-20th century, Swiss font designer Frutiger, who worked in the design field in Paris, created a new generation of non decorative line fonts with different font sizes based on the "Azden font", known as the "universal font". This unmodified font is mainly determined based on the font's line width, the size of the thickness lines, and the tilt of the font, and has a very scientific font design concept layout. [5] In order to adapt the "universal font" to the development of the printing industry in the industrial era and apply it to printing, foundries have invested a lot of time and effort to produce a set of full-size font particles for formal printing through carving modification, manual casting, and molding, with a considerable workload. At the end of the 20th century, it was widely used as the standard font for enterprises, including Swiss International Airlines, Deutsche Bank, and General Electric. At the same time, Edward Hoffman worked closely with another famous designer, Max Midinger, to create and design a new type of seamless decorative threaded body, which was first produced by a Swiss casting company and is known as the "Herwitig body". [6] Compared to other sans serif fonts, this font set is easy to read and recognize, and is more inclined than regular italics. In the mid to late 20th century, Helvetica fonts were constantly redesigned by font designers from around the world, creating various new font styles of different sizes and thicknesses. By the 1980s, with the widespread application of Helvetica fonts in computer font design, font systems had been further optimized to adapt to more international and digital practical applications.

3. The Impact of Internationalist Style on Today's Web Design

The rich and diverse design activities of modern designers, while everyone is exploring new trends in future design such as interactive design, digital design, and sustainable design, talking about internationalist design may not be very timely, and there may even be a feeling of being behind the times. However, the fact is that internationalist style exhibits a very tenacious vitality in modern design, and even in certain fields, For example, in web design, it continues to lead the creativity of young designers and the development of graphic design, and the internationalist style shows strong vitality in web design. [7]

3.1 Breathing Space in Web Design Layout

The so-called "breathing" space refers to a blank space, a blank position in the page space, sometimes also known as negative breathing space (Figure 2), these words are the same concept. The aesthetics of this breathing space are reflected in many different visual forms, such as the space between images, the space between charts, and even the space between text lines. Although it seems to have no other elements in web design, it occupies a blank space, which is an "empty" space. If these blank spaces are not handled properly, it can be said that they will not bring too much beauty and benefits to the design of webpage images. We not only need to intentionally reduce these white spaces in webpage images during the design process, but also intentionally increase their negative spatial position in webpage design. The web design of internationally renowned brands also follows this principle, precisely because the grid design system itself has mathematical, physical, and chemical characteristics, as well as basic design sequences, it can standardize, serialize, and connect blank spaces with other elements. These blank pages will greatly enhance the visual experience of manual webpage reading and viewing, as overcrowded text can hinder text reading and thus hinder the overall user experience.

Figure 2. Beijing Winter Olympics and Paralympics official websites

3.2 Sans serif fonts have great potential in web design

In order to design and create an excellent webpage layout, whether it is images, fonts, or other layout elements, they must have strong visual impact. Therefore, an excellent and reasonable webpage design should have a highly proportional relationship and a geometrically integrated sans serif font structure. [8] Sans serif fonts have no stroke decoration, and the stroke width of the font is basically the same from beginning to end. They are a purely readable text symbol with strong functionality and information transmission. In modern webpage font design, the use of novel sans serif fonts not only demonstrates excellent visual abilities, but also meets most requirements for highlighting webpage visual effects. However, there are also cases of excessive use of decorations. Small English fonts can sometimes make web pages look stunning. Designers hope to design the text beautifully, but in most practical cases, they are unable to express and create too good visual effects. Many elderly learning websites are not suitable for using overly decorated fonts, but due to the lack of research by design and development personnel on the needs of the elderly, some small fonts cannot meet the physiological characteristics and reading needs of elderly users. [9] Causing poor readability of webpage content.

4. Conclusion

From the basic needs of world design development, it can be seen that internationalist style still has a significant impact and inevitability on computer web design. By using reasonable layout elements for page beautification, we ensure accurate information transmission while providing viewers with a more perfect and harmonious visual experience. The internationalist style of this scientific design method will accompany our continuous growth, creating more visually beautiful and aesthetically pleasing web design, and showcasing more accurate web design to the world.

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