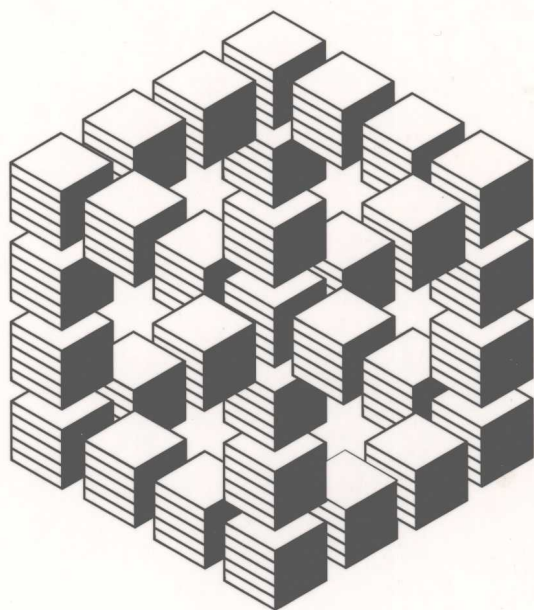彭 纲 陈洁群 罗青石 王海波 著

设 计 之 维

The Dimension of Design

by Peng Gang Chen Jiequn Luo Qingshi Wang Haibo

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Contents

New Trends of the Visual Identity System Design

Peng Gang

Affected by the design notions of characterized by postmodernism and the development in modern science and high–tech, the design of Visual Identity (VI) system has been in a gradual innovation in the past years. More and more VI designs have come up with a brand–new outlook. With their reflections upon the designs characterized by modernism, the present VI designs, with a backdrop of getting rid of rational constraints and a turn to the emphasis of sensible personal visual impression, have a variety of new trends in their evolution.

I. Central Effect Weakening and Interactive Effect Strengthening

The effect of VI designs, characterized by modernism, is realized by logo design. All other elements in VI like character fonts, colors, auxiliary logos, combination forms serve the central effect of signs. The image of logo, as the uniform systematic composition of VI, controls the forming of visual impression overwhelmingly in VI, thus forming the overall visual image with the core of logo. However, these elements, each of which is capable of forming its own visual effect, will be constrained by central effect hence incapable of acting on its own initiative. Consequently the innovative capacity of VI will be weakened and it will be a waste of visual resources. Given these reflections from some designers, one of the new trends in contemporary VI comes up, i.e. the central effect of logo is weakened while the interactive effect of all elements is strengthened.

Interactive effect strengthening refers to the strengthening collaboration of all interactive elements on the premise of keeping the overall visual impression, in which each element will pose a comparatively independent visual effect, and if necessary, will take the place of logo and play a leading role in visual effect. Under this circumstance, the visual focus will not necessarily be the logo, and may be the interactive effect of the interactive auxiliary elements. For instance, it might be one concept, one modeling, one atmosphere or one special effect which plays a leading role in VI effect. In VI practice, that means the artificial normalization and the leading role of logo are deprived of; each of the elements works according to certain rules without too many artificial constraints; and the effect of each element is supposed to work independently and interactively. And this kind of VI design, in which interactive effect is emphasized, has been put into practice in many topnotch VI designs. For instance, the transparency effect in Apple logo, though different from the traditional logo and the auxiliary modeling, has a much stronger visual impression than the Apple logo itself. When Apple computer is referred, what people bear in mind first is not the

logo, but the shape of the computer and the visual effect of the graphic design. The netizens call the transparency button the "Apple Style", and in the forming process of comprehensive visual impression of Apple Company, the transparency effect as the crystallized effect of all interactive elements plays the leading role. Therefore, there would be a bigger space in VI design if the interactive effect of all elements is emphasized.

II. Dynamic Trend of Framework

In the static framework of VI, assuming that the environment in which VI is applied is not relatively changed, the design norms are usually stylized which manage to list all the applications in VI. However, as the environment in which VI is applied varies nonstop, the static framework of VI does not fit into the variable environment obviously. The environment variables require VI system be capable of innovating and developing on its own. Given this requirement, being dynamic should be characteristic of VI system. Specifically speaking, all elements in VI, be it logo, auxiliary element, or color, should be dynamic according to the variables in time and space, so that the VI system is more adaptable to environment, and less stylized or normalized. Take the logo of Ilmin Museum of Art in South Korea for example (see figure 1), it makes use of geometrical form of the consonant in the South Korean language. This logo can be disassembled and reassembled to adapt to the variable environment, which reflects the variable time and space. For another example, in the VI design of Powerhouse Museum in Australia, the auxiliary elements, i.e. the abstract symbols which are disassembled from the logo, constitute the fundamental elements of signs, exhibition boards, stationery logos and ads designs. This abstract constitution will vary unlimitedly in their applications, with the unity unchanged, thus resulting into the overall tone in VI.

The nature of dynamic development in VI is to eliminate the normalization in VI to direct it to evolve in the track of utilizing visual symbols freely. In nature of VI, it is required to be capable of adapting to the overall visual impression in good tune with the notions of designing object. The realization of VI is a process to integrate the visual resources to form a harmonious visual impression to work on target audience. That is to say, the normalization of visual symbols is beneficial in the forming of overall visual impression, but the forming of the overall impression does not necessarily rely on the normalization of visual symbols. This idea will support the dynamic development of VI theoretically. VI design, whether it is strong or not in the normalization of visual symbols, will be excellent if it meets the requirement to form a systematic visual impression in good tune with the notions of the designing object. From another perspective, the weakened normalized VI design will make it much easier to innovate and to crack the normalized thinking mode, thus achieving a brand-new outlook in terms of its effect.

III. Humanity Recurrence in VI Design Language

Affected by the design notions of modernism, VI design has been emphasizing the ab-

stract geometrical and mechanical aesthetics, the simplicity, the unity and the clarity in design styles. Simplicity produces clarity, excitement, and intuition characterized by eye-catching, discernable and memorable. However, myriads of VI designs with the style of "clarity" are apt to be vague in distinguishing and confused in conveying. The abstract mechanical design language can not reflect the diversity in culture as well as in human nature and character, impeding the affinity between people and enterprises. With the popular realization of humanism, the philosophy of postmodernism springs up. Postmodernism stresses the humanity and visual happiness while abandoning monotonous and empty pursuits, which will affect the orientation of VI designs. The VI designs characterized by postmodernism are a reversible reflection upon the partiality of the VI designs once characterized by modernism. Compared with the VI designs characterized by monotony, simplicity, reasoning in modernism, VI design in postmodernism is a return back to humanity. This is one shift from simplicity to complexity, from reasoning to sensibility, and from unity to co-existed diversity. The VI design characterized by postmodernism stresses the affinity of logos, recognizes the diversity in culture and humanity, and emphasizes individuality, thus presenting rich interesting complexity and achieving diverse energies in visual effect. This kind of design can be presented specifically in the forms as follows.

The Humanized Logo Language

The logo language with distinguished individuality is abundant in humanity connotation, expressing the diverse humanity and bringing to people affinity visually and emotionally. For instance, the logo at the Olympics in Australia, with a profound message residing in the combined form of Sydney Opera House and aboriginal dart, satisfies people in term of both emotion and humanity.

The Enriched Shaping and Color

The designs, abandoning the monotony and simplicity in modeling and color, present a variety of forms. For example, the VI logo in Melbourne Exhibition & Convention Center, with zigzagged waves, rich modeling and color, reflects a modern and luxurious design style.

From Abstract to Imagery

The geometrical style characterized by simplicity and rigor is turning to the free and imaginary romantic style. For instance, the logo of the Hongjun Graphic Design Studio makes abstract language imagery with ink-and-washed imprinting to express the theme of eternity of art.

Being Local and National

When nationality, locality, and cultural diversity are emphasized, there will be more freshness, fun and comprehension in VI. For instance, the Beijing Olympic logo, the seal emblem with the Chinese nationality expresses the modernism which is embedded in Chinese history and tradition. It is easily understood internationally while it keeps the Chinese characteristics.

IV. Computer's Influence on VI Aesthetics and Expression

The computer's influence on design was initially regarded just as the improvement of instrument by which designers would work more efficiently at the early stages. But with the further application of computers, people have realized that computers have brought about a revolution to design. Computers have not only brought about efficiency, but also rooted into the profound realization of people in their aesthetics and thinking. Computers are changing peoples' aesthetic realization. In computer era, faced with dazzling and variable images and messages, people have to judge, analyze, build up and adapt to new aesthetic standards. The designers who are benefiting from the unprecedented free space brought by computers have to change their thinking modes in innovation. For designers computers are more a carrier in thinking than an instrument. Computers are bringing more vigor to the forms and expressions of VI design by increasing new representations, innovation modes and aesthetic feelings. Consequently, the new "digital style" which differs from the traditional VI style begins to take into shape. The digital-style VI design is one visual practice with its own individuality created by designers aided by computers. It conforms to the modern aesthetics which seek innovations, changes and individualism, and it is the concrete representation of peoples' worship of the beauty in modern science and technology. Take the logo of the Shanghai World Expo 2010 for example (see figure 4), this logo produced by computer makes use of two overlapped wave-shaped ripples with special effects in which one is blue and the other is green, indicating the theme of fused diverse cultures. This logo, with a rich visual effect and profound sense, represents new digital aesthetics. The other VI systems in Cityrail, Seven Network in Australia, the logos produced by computers are visually powerful, embrace the beauty in modern science and technology. Obviously, in the above VI examples, computers are more than instrumental and they have been immersed in the aesthetic expressions.

V. Single-media to Multi-media

The modern diversified media are making VI extend to multimedia like broadcasting, TV, internet, and new media. In information era, the new media usually have bigger impact than planar media does. The VI design is represented not only by graphic designs but also by voices, movies, TVs, cartoons, multimedia CD, virtual reality and etc. Voice in ads, cartoon in movie and TV, and the overall styles in new media are all included in VI. As a complete VI is supposed to extend to cartoon, multimedia, web page, ads in movie and TV, so VI is breaking through the planar printing media and evolving to multimedia.

With the advancement in society, science and technology, and with a changing world, various new trends in VI design as mentioned above are presenting several new out-looks of VI design in the future.

The Artistic Design of Web Page

Peng Gang

I. What is artistic design of webpage?

The TCP and Internet Protocol (TCP / IP) developed by American Vinton Cerf and Robert Kahn were passed at the first International Computer Communication Conference in 1972, which resulted in the birth of the Internet. From that time till now, internet has developed into an enormous network that covers seven continents and almost connects all the countries in the world, the number of internet users has reached up to one billion, one hundred and eleven million of whom are Chinese users, with 49.5 million computers, and there are nearly 700,000 websites in the World Wide Web by the end of 2005 (source from the China Internet Information Center). China is expected to replace USA with the largest number of internet users and broadband users. The development of internet and digital technology has exerted a tremendous impact on our society, education, life and so on, and it has given rise to many new applicable fields. In view of art, cyber art which can be divided into cyber literature, cyber music, cyber visual art etc. has become a new force suddenly coming to the fore. These forms of cyber art have been mature in a short period of time. Among them, the artistic design of web page has developed into a comparatively mature branch owing to the booming internet development.

The artistic design of web page is a new art form with the development of internet and digital technology. Based on the fourth medium, i.e. internet, it is one kind of artistic creation and visual transmission activity combining art with science, and following the purposes and rules in artistic design. It is one of the main components of cyber visual art, and also one major part of design art. With internet as one medium carrier, the artistic design of web page is widely applied in the fields of game, shopping, news, film and etc.

At first, the artistic design of web page is one new media art with the birth of internet, and it develops with internet. Cyber artistic design transmits visual information, which is determined by the features of internet, thus resulting in the medium relevance in cyber artistic design. The way that the public receive information is decided by media, which also guides the social psychology and the aesthetic habits. When internet takes the place of the traditional media and becomes the mainstream medium of information communication, cyber visual art including the artistic design of web page will be the main representation of the artistic world. It is just the same as the prevalence of television which has brought the prosperity of television art; internet affects the development of the artistic design of web page directly. Therefore the artistic design of web page is a medium art based on the de-

velopment of internet, and the medium relevance is the fundamental feature of the artistic design in web page design.

Secondly, the artistic design of web page is also the integration of digital technological systems, or to say it is strongly technological. A complete web page design usually combines the operation of many design softwares, lots of design elements, such as picture, GIF animation, flash, graphic cursor, streaming media and etc. have their own corresponding design software, and these design elements are finally integrated by software in editing and become a complete web page, which is uploaded to internet through other software, so the receivers can browse it through different internet explorer. It could be said the process of designing, publishing and receiving the web pages is a systematic integrating application of many design softwares. The option, application of various software's functions affect the efficiency and effects of the web page, while the upgrading and improvement of design softwares provide much possibility for the artistic design of web page. When the narrow band is upgraded to wide band, and further developed into internet of a new generation, the diversity of web page designing elements must be affected inevitably. The web page image, cyber animation and streaming media can be applied to artistic design web page, but all of them are determined by the technological support of internet. Without internet, the artistic design of web page would lose its groundwork. In addition, the development of hardware concerning internet also determines the expansion of web page artistic design in its space. As the computer operation upgrades once every six months according to Moore Law, more dazzling visual effects, smoother media playing, more visual elements and more diversity of designing forms are brought about. It shows, digital and cyber technology constitute the basis of artistic design of web page, and the latter is the art based on the scientific development.

Of course, the artistic design of web page is not only technological but also artistic; it is the combination of science and art, so it observes the common laws of art. When it is combined with commerce, we usually deem it as design art; when it emphasizes on the personal language expression and social responsibility, it is more similar to the so called pure art. As a kind of design, the artistic design of web page is creative activity containing certain purposes, which must meet the information communication requirements of designers, and like any other art form, it should focus on information communication. Derailing from this principle, the artistic design of web page is just castle in the air, just for appearance's sake. As a kind of art, it has its own artistic language of subject adaptable to digital technology. At the early stage of internet, web page is only a collection of technology with the contents as the backbone, so the design of web page could not be marked as an art. However, with the increasing information on internet and the technological improvement, people demand for web pages with better form, and some web page which pay much attention to the interface appear, and then web page design evolved into an art with its own artistic language, and has become mature rapidly in practice. The formation of web digital style is the derivation of web page language of subject, and it has begun to affect the vi-

sual manifestation of other visual art.

The artistic design of web page has three basic connotations: medium relevance, technological property, and artistic property, from which a colorful web page artistic world has derived.

II. *The characteristics of artistic design in webpage*

The features of artistic design in web page depend on its three basic connotations, and apart from that, web design has both the conventional and new features of visual art due to its identity as one of the new artistic form in the digital age.

(I) Interaction

Interaction is a mutual way for information swapping. Different from the ordinary one-way information communication, web page is a multi-way information communication medium; therefore, the web page art has the function of real time interaction, namely, it has the interactive features as we usually say. On internet, the information of web page art keeps abreast with latest development, reflecting the feelings and requirements of the receiver's. The receiver of web page art is not merely a passive one to receive information visually; he should also be one of the participants of web page artistic buildup, with clicks, input, feedback of people, new web page structures which changes constantly are formed. Partially, the visual image of a web page is always changing, which can be initiated by the receiver of web page. The web page artistic works function not only as a communicative medium; they themselves will react differently to various feedbacks, which could be said to be intellectual. The multi-way information communication and feedback occur between receiver and designer, receiver and the web page art, web page art, designer and receiver. Such communication and feedback inspire the different artistic feelings and understandings, and change the visual impression of receiver of web page art. That is to say, interaction makes web page art a dynamic art. The interactivity of web page art is the common feature of cyber art in the digital era.

(II) Non-linearity

Non-linearity is opposite to linearity, referring to the evolution in one direction, and then non-linearity is a multi-way extension. In web page art, non-linearity refers to the transfer and navigation among web pages; it acts as a free, multi-way and uncertain organizing method. This method is based on super-link, through which the organization of web pages can manifest many structures like sequence structure, hiberarchy structure, network structure, composite structure and etc. Compared with the simplification of the conventional linear scanning of book and film, the linking transfer of web page fits better the human thinking pattern and embodies the human thinking habits in a better way. The non-linear navigation and organization bring a more flexible artistic creation technique and a much freer information communicative atmosphere, which cater to the unrestricted acceptance psychology of browsers. The artistic transfer from linearity to non-linearity is more an evolu-

tion of artistic creation thinking than mere scanning manner, which proves that the artistic development shows respect to the diversification and humanity of humanistic spirits. Certainly, the variety of internet exploring ways has brought challenging problems for web designer, like how to construct a reasonable organization of the web page, how to choose a suitable navigating way to help the receiver find the desirable information more conveniently, all of which are the fundamental problems that require thinking in artistic designing of web page.

(III) Media composite

Media composite means one must make synthetic use of audio-visual elements of multimedia in the process of web page artistic design. As the basic feature of web page artistic design, media composite occurs on the increasing diversified demand for information from the receiver of internet information. Web page contains all types of media elements, i. e. web page design is not only the layout of page, but the creation of word, picture, sound, animation and the video frequency. So web page is a new multi-media art, its integration shows from the diversification of its media. We know that music, animation, film and television are artistic forms with the property of medium, so they exist independently. But web page art is different, it must be shown in the form of other medium art, because it is not independent, and contrarily it has a comprehensive utilization of media depending strongly on other media. At present, owing to the limitation of the width of band and the operation rate caused by computer core chips, some large and complex audio-visual elements such as high definition video frequency, virtual reality, and real-time three-dimensional animation can not be played with fluency in mainstream virtual environments. But with the rapid development of science and technology, these bottlenecks would be solved in the foreseeable future. Till that time, the media composite of web page will be fully shown. On the one hand, web page itself is a composite art, integrating many media forms, and develops along with other medium art; on the other hand, as one platform, web page has optimized many media forms, and prompted their new development on internet, for example, online music, online radio, online movie and online television and so on. The integration of media is an irreversible developing direction for artistic design of web page.

(IV) Terminal convertibility

Terminal convertibility means the display effect will change a little with the change of terminals. Such change cannot be completely controlled by web page designer. Different from the traditional printing and film art, the terminals of web page artistic design are uncertain, which include software (browser) and hardware (monitor), different users may have different terminals. For instance, the same web page might have different display effects in Internet Explorer of Windows operating system and Safari of Mac operating system, and there might be a problem of compatibility. Even different versions of the same Internet Explorer might have different display effects. At the same time, web page explorers might control the displaying mode in their Internet Explorer, i.e. the size of letter, code etc; the

monitors with different resolution will have different display effects. A full–screen page in the 1024×768 screen cannot be fully displayed in 800×600 screen, while a 1280×1024 screen cannot be covered by this page. This is different from the full–screen effect of the TV whatever size of monitor it has. Extra attention should be paid to the fact that the new software and hardware technology is developing any time, the terminals of web page are changing invariably, which contrarily affects the shape and form of web page art. For example, the three–dimensional explorer and monitor have come up, once these technologies and devices spread, revolutionized change will be brought about in technique, designing derrick and the shape of the web page artistic work. And from the laws in computer development, it is not too far to realize such software and hardware environment.

(V) Blending of technology and art

The fusing of technology and art will push forward the development of both, which is also characteristic of web page artistic design. Compared with that in traditional artistic form, the role of modern technology stands out in the creation of web page artistic design. Unlike the traditional artistic form, which seldom affects the shape of the art directly once established in technique, the artistic design of web page is directly affected by each progress in technology. The emergence of MP3 results in the profusion of web page audio resources, the streaming media technology realizes a smooth operation of visual frequency, the operation capacity's improvement of computer chips makes the real time three–dimensional exaggeration possible and the widening of broad band enables the web page to include more audio–visual elements and so on. The more advanced techniques is, the more forms web page presents, which has made web page turn from previous simple text layout grown to a multi–facet artistic form, and will eventually turn to be a virtual medium art with four–dimension. On the contrary, the artistic requirements also drive the technology forward. The requirements of web page artistic expression usually inspire the birth of new technology, in which FLASH is a case in point.

At present, we should master the related web page technology and fully mobilize the artistic creation and imagination under its support. Only an organic combination of technique and art could lead to the production of excellent web page design works. The inadequacy of technology will restrict the manner of artistic manifestation, and the technological advancement will open up the potential of art. Of course, a command of technology is not enough, any art has its own language of subject, after such mastery, the exploration of manifest language of art seems more important. Obviously, technology doesn't mean beauty, but beauty has to be realized by technology, that is their dialectical relation. Bearing it in mind, we would neither fall into pit of monotonous technology nor turn a deaf ear to the importance of technology.

III. Design Elements in Artistic Webpage Design

Artistic design of web page is a systematic program integrating the three aspects, i.e.

content, technology and design. When we have determined the content and theme of a web page, we need to apply design elements by using available technology to express the theme. The design elements involve many specific things, which can be summarized as the two major ones: form elements and constitution elements.

(I) Form Elements

The form element in web page design refers to the modeling elements with which web page browser can operate, display or tune in by itself or by support of plug-ins. It includes texts in different formats, graphs, pictures, tables, colors, cartoons, audio, video and etc. Abundant multimedia modeling elements are widely used in web page design, which enrich the demonstration ability of the artistic web page design, and enable internet viewers to appreciate the perfect visual and audio effects. It also makes the artistic web page design characterized by digital art and technique. With the development of technology, new form elements are emerging, for example, with the development of virtual technology; virtual reality (VR) is gradually becoming important form elements, which directly affect the design style.

Artistic web page design is one comprehensive process, which needs to integrate the design elements, and the form elements of design itself are the combination of technology and art. It can even develop into an independent design sector.

Here are some main form designs as follows.

Character Designing: Logo words, Text Characters, press-button words

Logo design: press-button, LOGO, vectorgraph, pixel graph

Navigation Design: Navigator Bar, Website Map

Audio Design: background music, Animated cartoon music

Video Design: web page ads, Web page Video

Animated cartoon music: web page ads, GIF cartoon, Flash Cartoon

Graph and Picture Design: ads bars, vectorgraph, pixel graph

VR Design: 3D ads, virtual reality

and etc.

(II) Components

The components in web page design refer to the rules of form and art in constitutional elements, which include the application of the general art law, and it has its own particular art language. They can be summarized as the three applications.

a. Format Design

The web page design shares many things with the traditional flat surface medium, which plays an important role in web page design. The so-called format design is to organize the elements in video and audio multimedia in the limited screen space, which will characteristically express the designer's rational ideas, which is a conveying way by means of video and audio characterized by individual style and art characteristic. Similarly it abides by the format law such as balance, contrast and unity, rhythm. In information trans-

mission, it enables internet viewers to experience aesthetic and spiritual enjoyment. But the format design of web page differs from that of books and magazines in many ways, due to the fact that its format design will change with time and space, so it is not static, but changeable and full of movement. To adapt to this change, the design law will definitely have many new characteristics different from those of the traditional surface medium design. The key to master the format design is to combine the general rules of the format design with the particularity of web page.

b. Navigation Design

If the format design plays emphasis on the organization in a single page, which is similar to the surface medium design, the navigation design, however, focuses on the integration of many web pages. It's a space design, as well as a technology design. The organization in a web page is not linear like printing or traditional movie and film, which results in some difficulties in format design. The navigation in a web page is not a linear design. Web page in different spaces can be freely shifted by using super-interlink, which not only gives designer the freedom to shift among pages, but also results in disorder in information transmission. So web page navigation should abide by some rules and disciplines, thus enabling navigators to get access to the needed information accurately and swiftly by the means of spatial layers, relationships between the principal and the subordinate, visual sequence and the logical application among them. In web page design, the construction of station navigation map in three-dimension way, proper organization of interlink among graph, colors and cartoons, and the arrangement of connection and change in styles, modeling and colors between pages, all of which are the domain of navigation designing. And the rules expressed in it are constitutional elements of web page design, which requires us to summarizes and apply them.

c. Color Design

The color design is included in format design and navigation design. It has its own independent characteristics. The form sense colors express, the different emotions it express and the strong personality of colors control the artistic expression of web page, which shows that colors play active role in web page design. Proper color design can lead to and control the visual effects of main web page, making it vivid, clear, harmonious, and communicate effectively in visual effect. Colors are decisive in web page forming and in the overall impression of web pages. So it's the basic precondition for us to master the color law if we want to design excellent web page.

IV. Principles in Web Page Design

Web page is one design with a combination of technology and art, and of content and format. It's a new art style characterized with space and time. It has its own characteristics in planning, making, expression form, ways of appreciation and social functions. In web page design the following disciplines should be followed according to the characteristics of

web page design:

(I) Accurate Positioning

The fist step in web page design is to determine the theme. The themes are diversified, which can convey some information, or express the designer's opinion, or be just the pure art pursuit of designers. The theme's ultimate aim is to convey to the navigators, enabling them to experience different psychological excitement, or to satisfy their aims functionally. Therefore, how to convey the theme to the specific navigators is the first question designers should consider, which needs to specify the theme of page and transmission. For example, when we are making a personal website, once the theme is determined, we need to think about its target viewers: are they children, lovers, young people, middle-aged people, men or women? What are their habits, characteristics, common mentalities, appreciation habits and etc? How to attract their attention? How to determine the style of web page? Only after scientific allocation can we create visual environment and styles pertaining to the target viewers, and can we distinguish themes among websites and maximize the effect of information transmission.

However, in web page design, designers are liable to neglect the allocation of the website, paying too much attention to the transmission of contents or of the expression of web page style, which will results in full contents yet little attraction, distinguished styles yet poor theme expression.

(II) Proper Technology

Web page design is both art design and technological design. Art and technology supplement mutually, which shapes the aesthetic beauty in format. Technology serves for contents and format in design. The first point we should bear in mind is that web page design should be scientific. For instance, we should study whether word, color, visual procedure are scientific, readable, or suitable for the receptor's psychology and etc., which is to avoid separating the art from the visual laws. Secondly, we should search and develop appropriate technology to express content and format. Many visual effects will be realized by the support of technology. Without appropriate technology, the expression possibility will be greatly lessened. The expression will easily be constrained by underdeveloped technology. Thirdly, we should avoid abusing the application of technology. Currently, there are emerging software and technology to develop special effects in web pages, which supply abundant resource for the expression of web pages design. But it has also brought about one tendency, i.e. all special effects are confusingly applied to web page design, whether they are beneficial to the expression of content or format, which results in the separating the content from the format, and goes again the expression of the theme. Fourthly, the web page design can't be separated from the technological environment of the navigation. For example, in the main stream network bandwidth available now, the capacity of a single web page is limited. If it is too big, viewers have to wait for a long time before he could get access to it, which will affect the effect of information transmission, and make viewers lose interest.

It's the premise for technology application that the web page technology serves for the theme. Both paying no or too much attention to the technology research and separating content from format do harm to the expression of web page theme. To balance technology and art, content and format and to apply proper technology at appropriate moment, thus ensuring that every technique is reasonable are the basic requirements for producing excellent web page.

(III) Distinguished Individuality

The so-called individuality mainly refers to the artistic individuality. Obviously, if the web page design is suitable for the theme, and it has artistic style and individuality which will impose stronger visual effects on viewers, and will better distinguish the theme. The artistic individuality of web page is closely related to designers' design psychology, aesthetical consciousness, beauty appreciation. If designers pay no attention to self-improvement in art and culture, and fail to understand the appreciation of beauty in society and diversities of appreciation mentality, they can't create works full of innovation and individuality. The artistic individuality of web page is primarily to grasp times' theme, which is the important factor in constructing beauty. Different times have different beauty. We need to draw on the beauty created in the past, and to capture the fresh information of our times to create new beauty pertaining to aesthetic appreciation habits in our times. It also demonstrates that the style should distinguish itself from the similar web pages, which is especially precious in our days when there are so many similar web pages. It's the basic characteristics for an excellent web page to survive. Those lacking artistic individualities and times' theme will definitely be abandoned in an era with rapid changes, in which viewers are hunting for something new invariably.

(IV) Image Unification

Image unification refers to the unification of overall visual images and culture artistic conceptions. Web page is the composite of many pages and many factors, every page can be independently designed and organized, and every multimedia is presented in different styles. So the unification of overall visual images, to us, is the effective way to convey information and to distinguish web page individuality. But image unification doesn't simply means the seeking of common factors in every page or making the elements share some common format characteristics, such as the application of colors, VI, model, formats etc which unify pages to have a sense of sequence. More important is to make pages coherent and unified, rendering them display overall style and individuality. Cultural connotation and artistic conception include both the rich ancient art tradition, and culture thoughts, which can either be elevated or prosaic. It's the result of the artistic form in many dimensions, dynamic and organic unification; it's the product of upgrading form to spiritual plane. The unification of culture artistic conceptions is the advanced phase of the web page unification of images; it is also the excellent web page designer's brains-racking pursuit. The unification from form to artistic conception displays the different developing phases of image unification.