



SHARING

Front-end Domo

/ 2012

智慧型手機普及，Bootstrap 發佈和 jQuery 穩定發展後，網頁設計開始走向響應式風格，加上 Adobe Muse 視差軟體發佈，視差設計更是興盛，普遍網頁支援到 IE6 或 7 或 8。

/ 2016

年初微軟宣布不支援 IE8、9、10，官方僅支援 IE11 和 Edge，加上 Animate 取代 Flash，最低限度已經提升到 IE11 以上，全力開發驚人的 2D 和 3D 視覺動畫。

/ 2008

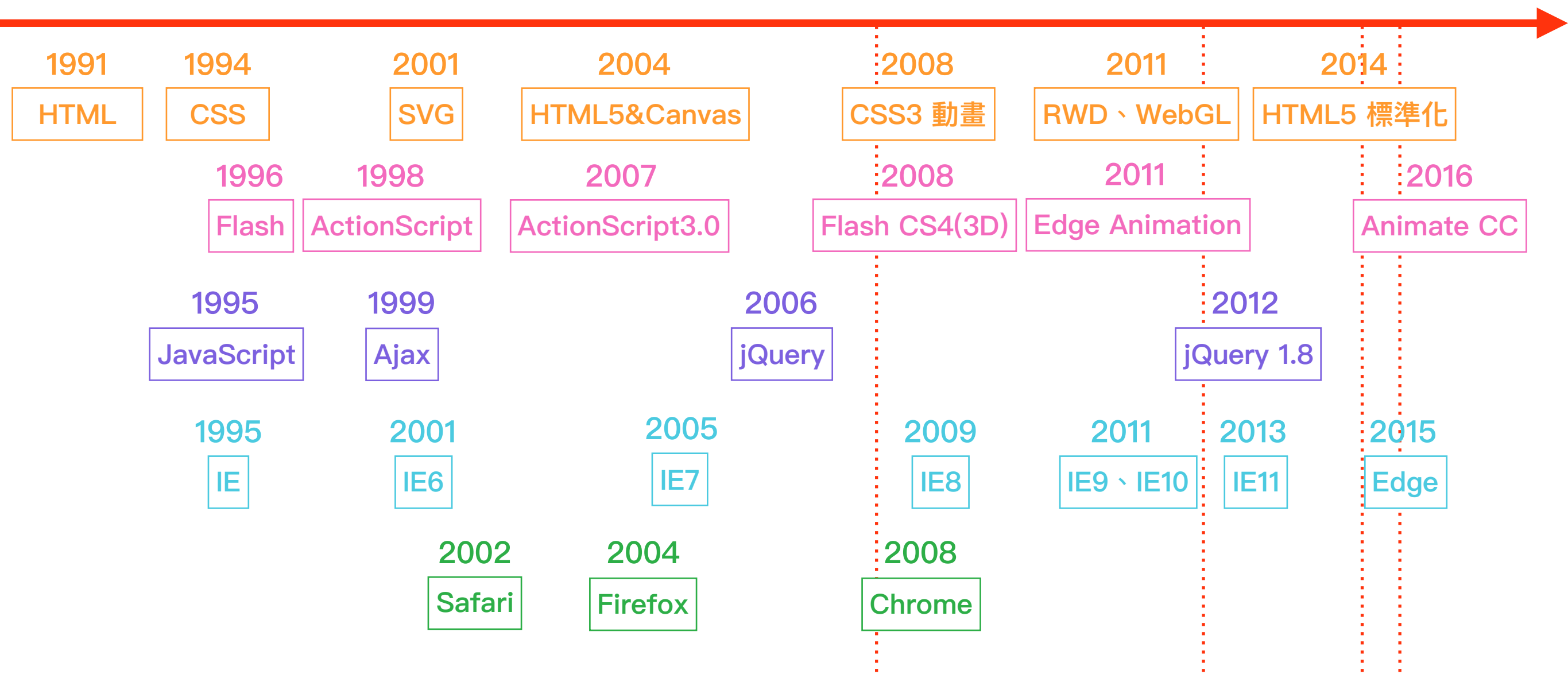
HTML5 和 CSS3 以及 Google 開發的新型瀏覽器 Chrome 興起，Flash 逐漸式微，Flash 開始轉戰 3D 網站，普遍支援到 IE6。

/ 2015

2014 年底 HTML5 定案之後，確定可以拋棄 IE8，網頁幾乎由 HTML5 撰寫，普遍支援到 IE9。

JavaScript 持續發展

Ajax → 瀏覽器改進 → 框架興起
從粗劣的互動方式轉向做高級的事



響應式設計

(Responsive Web Design, RWD)

整體網頁設計風格轉換...

版面 一頁式滾動、卡片式無限滾動、滿版影像

元件 扁平化風格 → 微立體，有深度和陰影（Google Material Design）

文字 強調視覺體驗，並使用雲端字體（Web Font）、圖形文字（Icon Font）

選單 漢堡選單（移植手機選單習慣） → 漢堡 RIP（體驗不佳）

創意表現回饋機制

- ① 標示所在位置 [空間]：麵包屑（Breadcrumb）、網站地圖（Sitemap）
- ② 標示瀏覽或載入狀態 [時間]：進度條（Progress Bar）、載入畫面（Loading Page）
- ③ 標示可連結按鈕：滑鼠滑過（Mouseover）或點擊（Click）



TREND

HTML5 確立後的流行趨勢

1

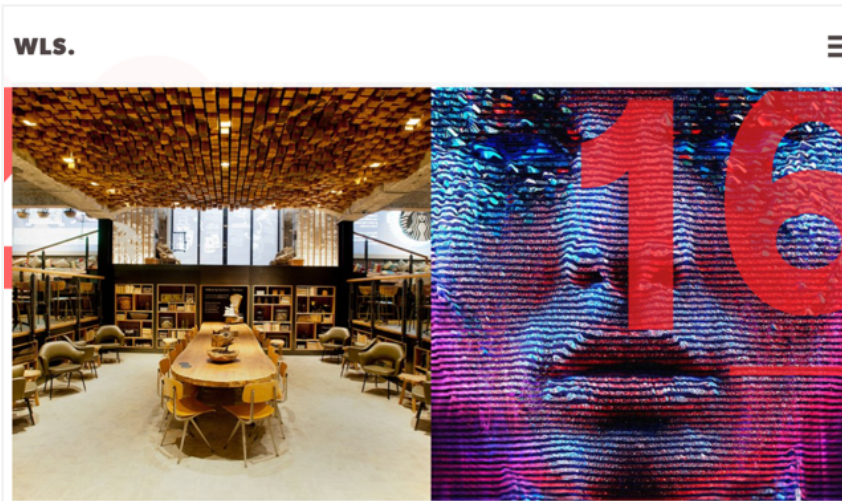
排版方式多元

/ 一頁式滾動



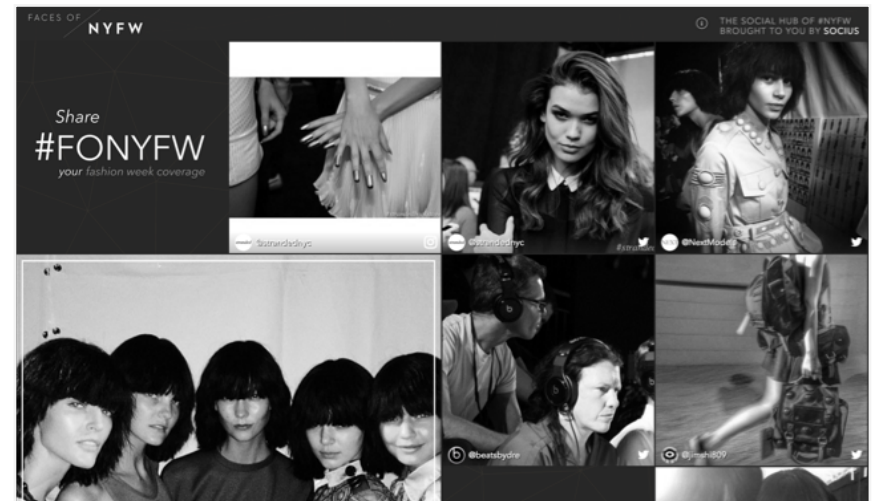
<http://www.acsl.co.jp/>

/ 模組捲動 (滑到目的地固定某些元素)



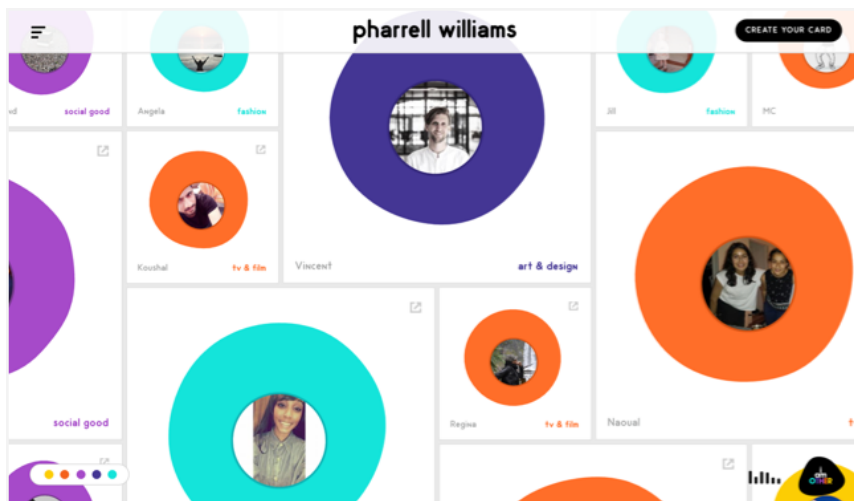
<http://www.welikesmall.com/work/>

/ 卡片式無限滾動瀑布流



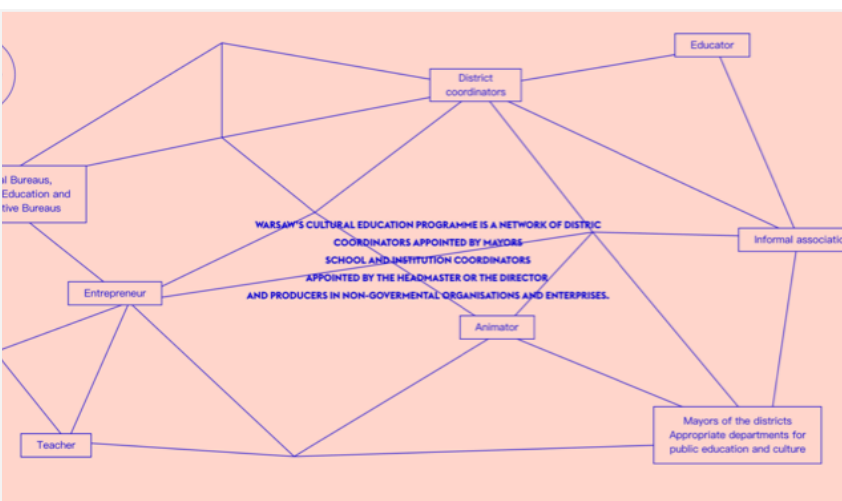
<http://facesofnyfw.com/>

/ 非直線閱讀



<http://pharrellwilliams.com/>

/ 地圖式放大



<http://edukacjakulturalna.pl/prezentacja/en/>

/ Z 軸瀏覽



<https://www.format.com/2016>

2

視差不滅

視差 (Parallax) 原理為人的眼睛在兩個不同的點查看同一物體時，會有位置上的差異，依照遠近區分，遠的移動慢；近的移動快，因此在網頁上透過滑鼠和捲軸實現多層背景，以不同的速度移動，形成立體的運動效果。

常見設計風格：

- ① 背景交錯
- ② 圖文拆解和景深透視
- ③ 同一張圖的時間差
- ④ 橫向表現
- ⑤ 時間軸敘述
- ⑥ 定點隨滑鼠移動

常見互動方式：

- ① 捲軸滾動
- ② 定點移動滑鼠 (PC) / 陀螺儀 (mobile)

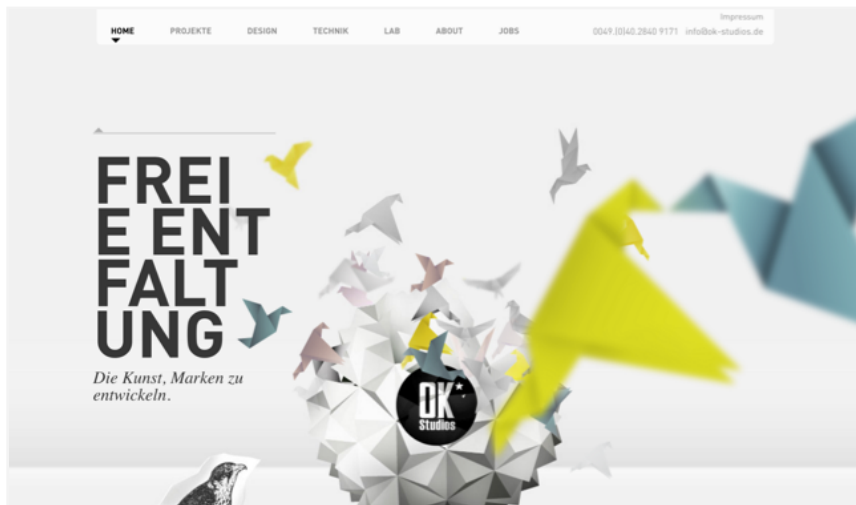
前端執行：

- ① 單純背景圖交錯 → 可僅使用 CSS
- ② 元件在畫面有時間上的錯位 → Javascript 針對物件作用或使用現成套件
- ③ 複雜錯位或特殊動態效果 → 寫進 Canvas 或用 Animate 轉出

2

視差不滅

/ 背景交錯



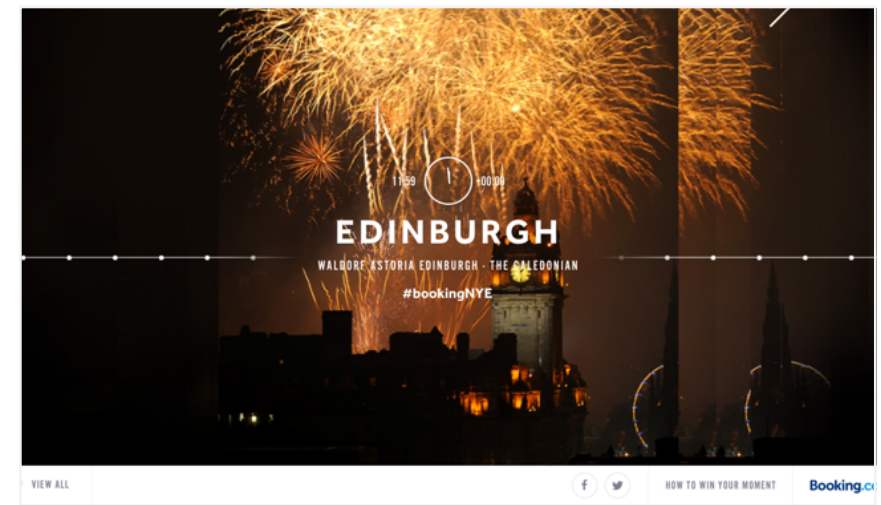
<http://www.ok-studios.de/home/>

/ 圖文拆解和景深透視



<http://www.loisjeans.com/en/ss2016/campaign#/>

/ 同一張圖的時間差



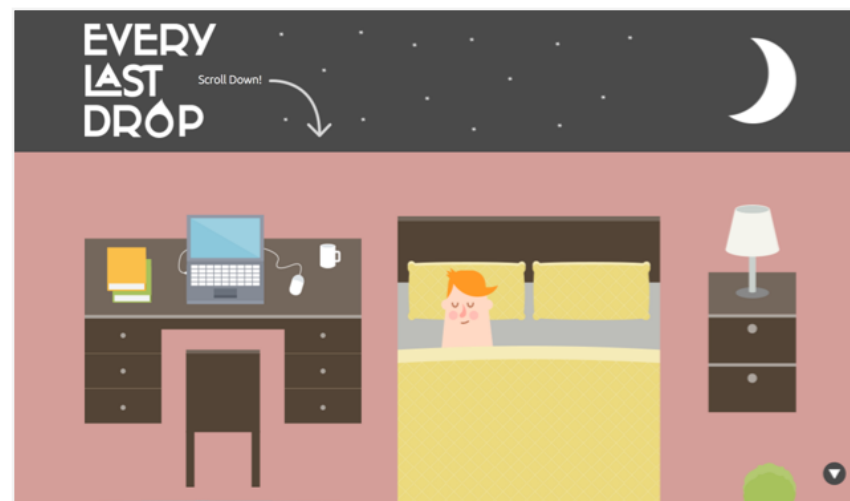
<http://www.booking.com/nye/>

/ 橫向表現



<https://www.grabandgo.pt/>

/ 時間軸敘述



<http://everylastdrop.co.uk/>

/ 定點隨滑鼠移動



<https://www.playandproduce.be/>

3

漸層色 / 大色塊

漸層（Gradient） 為兩個或兩個以上的顏色相間時，經由漸變色階使其顏色之間融合、平滑。

常見設計風格：

- ① 柔和畫面一致風格
- ② 漸變動態
- ③ 多色混合或 Plasma 概念

瀏覽器提供三種模式：

- ① 線性
 - ② 圓形放射
 - ③ 橢圓放射
- ＊但可以透過疊加、推移或其他方式融合

前端執行：

- ① CSS
- ② JavaScript
- ③ SVG
- ④ Canvas

3

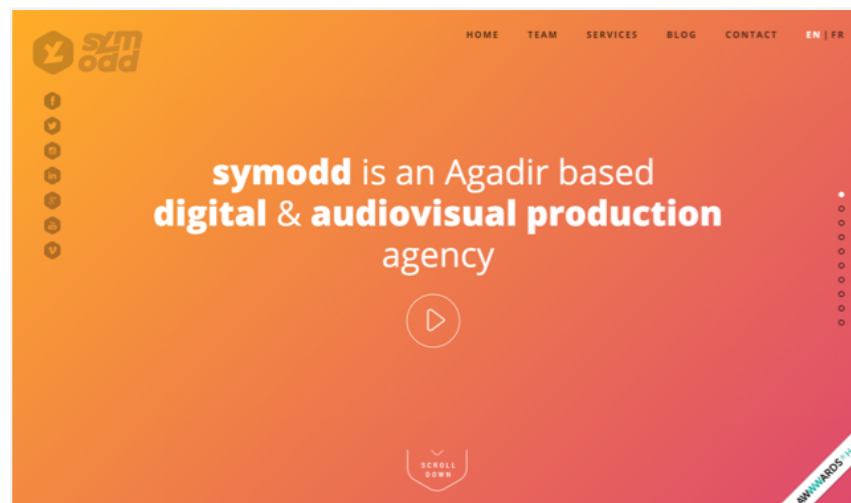
漸層色 / 大色塊

/ 柔和畫面一致風格



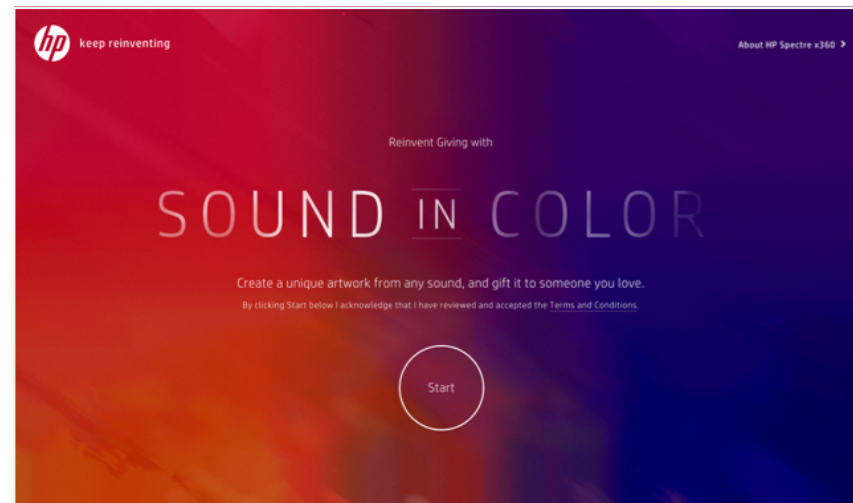
<http://2015.designweekly.atomic.io/>

/ 漸變動態

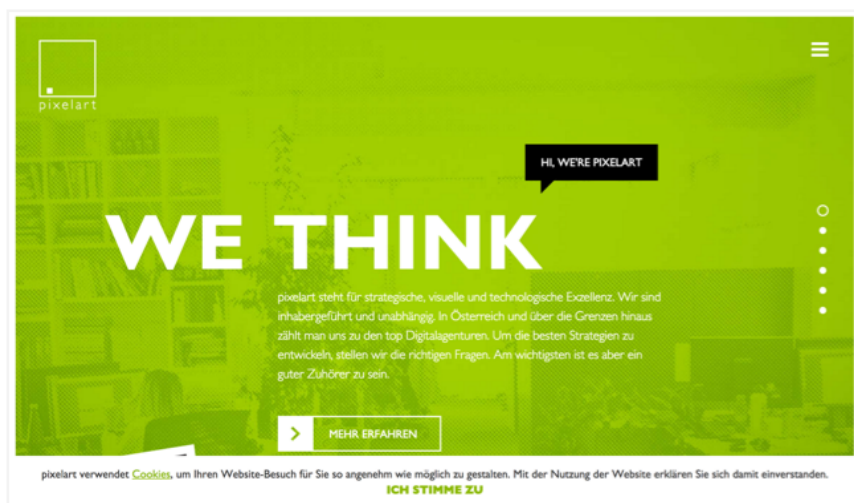


<http://www.symodd.com/>

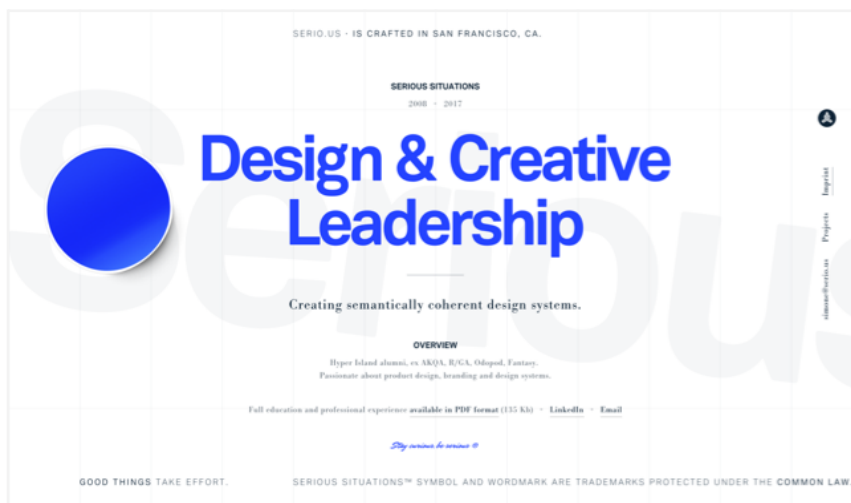
/ 多色混合或 Plasma 概念



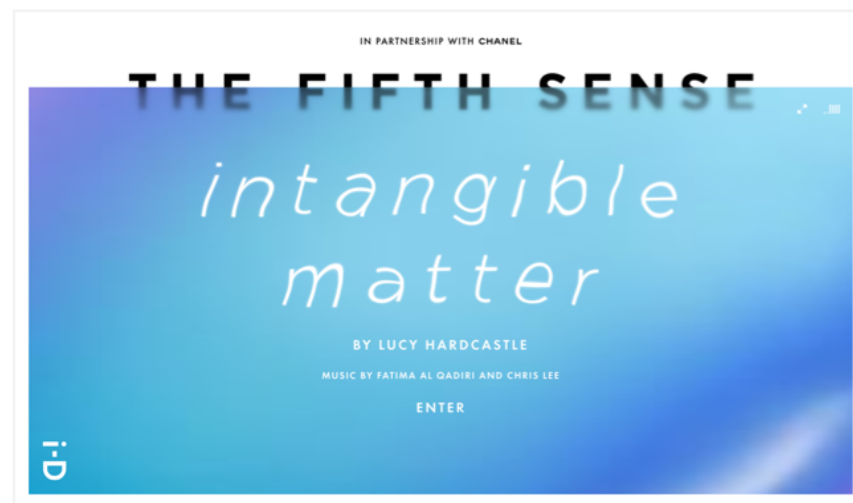
<https://www.hpsoundincolor.com/>



<https://www.pixelart.at/de/>



<http://www.serioussituations.com/>



https://lucyhardcastle-thefifthsense.i-d.co/en_gb/

4

遮罩創意

遮罩 (mask) 原理為在某一影像中，透過圖形覆蓋影像上，僅顯示圖形框內的影像，其餘隱藏。

常見設計風格：

- ① 改變舊有排版樣式
- ② 視覺體驗
- ③ 滑鼠互動

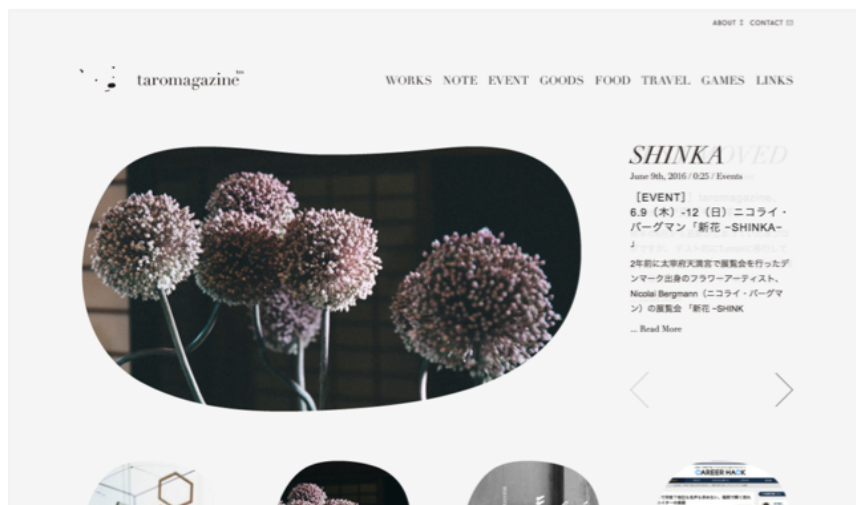
前端執行：

- ① 做透明箕空的圖疊在上面
- ② 用 CSS 製作或裁切形狀再加背景
- ③ SVG
- ④ Canvas

4

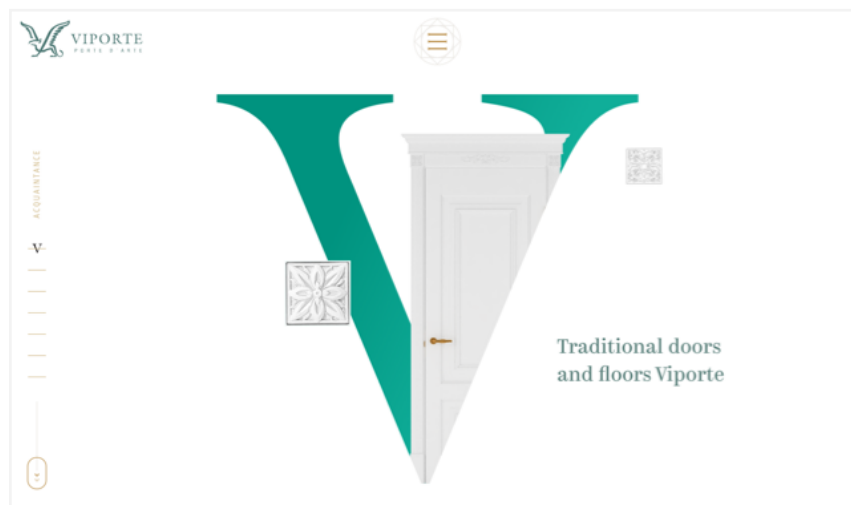
遮罩創意

/ 改變舊有排版樣式



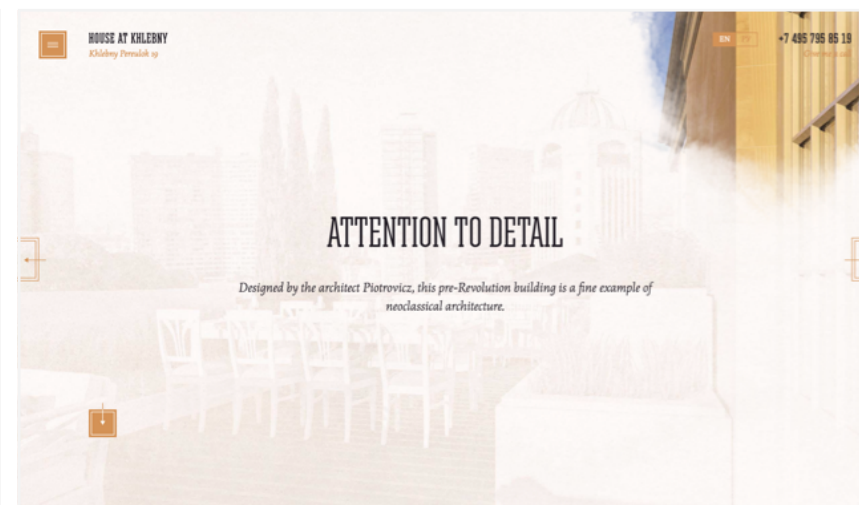
<http://taromag.misaquo.org/>

/ 視覺體驗

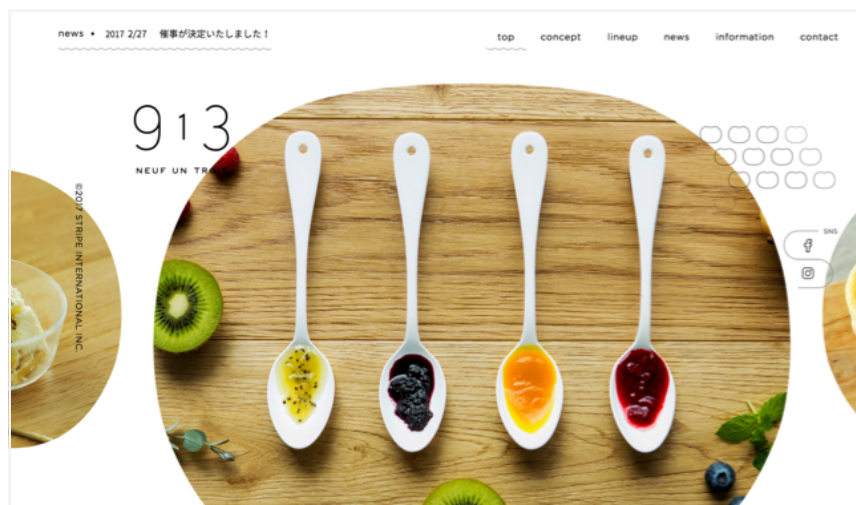


<https://viporte.com/>

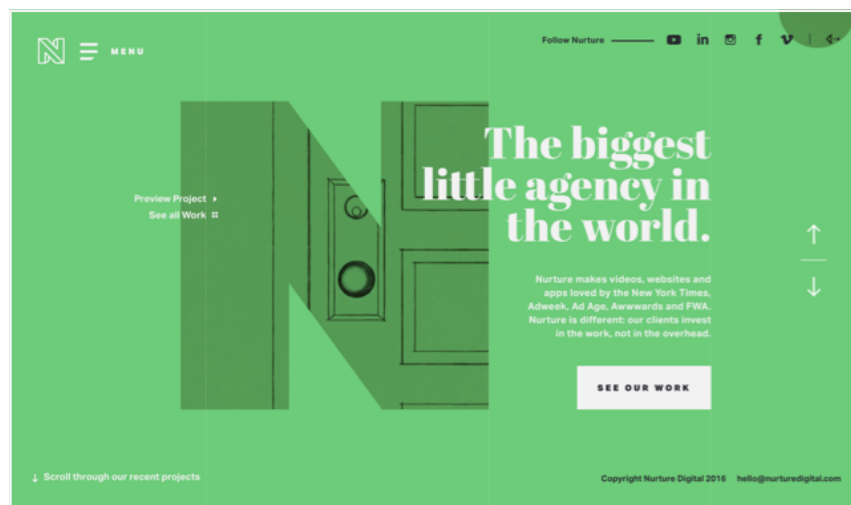
/ 滑鼠互動



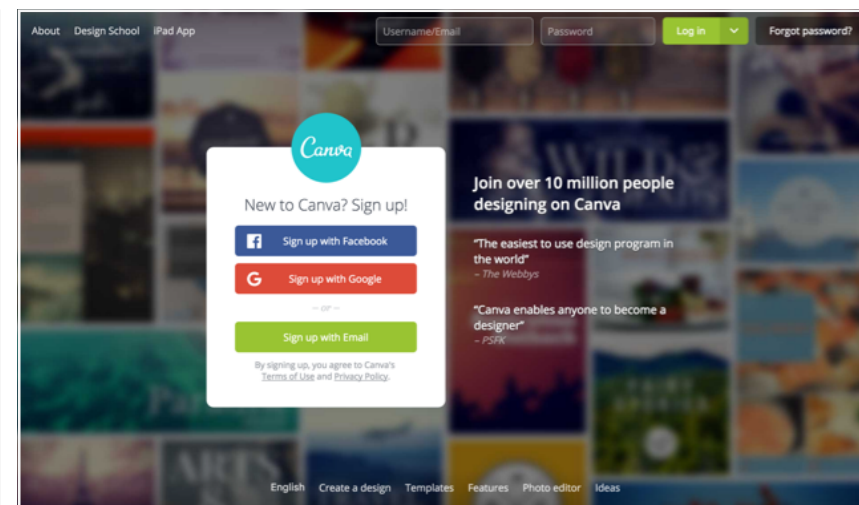
<http://hleb-dom.ru/en/design.html>



<http://neufun Trois.com/>



<http://nurturedigital.com/>



<https://www.canva.com/>

5

添加局部動畫

常見做法：

① **GIF 圖 /**

用軟體製作或影片輸出

＊需考慮透明背景、漸層色彩的效果以及檔案大小

② **PNG 連續圖 /**

用軟體製作或影片輸出

影格數少用 Sprite Sheet 減少載入圖片數量；影格數多用 JavaScript 控制一張張跑

＊彌補 GIF 半透明和色彩需求，但需考慮影格太多圖檔會很大或圖檔載入問題

③ **SVG /**

用 SVG 或現成 JavaScript 套件撰寫、也可用 After Effect 轉出

＊好處是不失真，但需考慮太過複雜的顏色和形狀，會導致檔案大、流暢度不佳

④ **Canvas /**

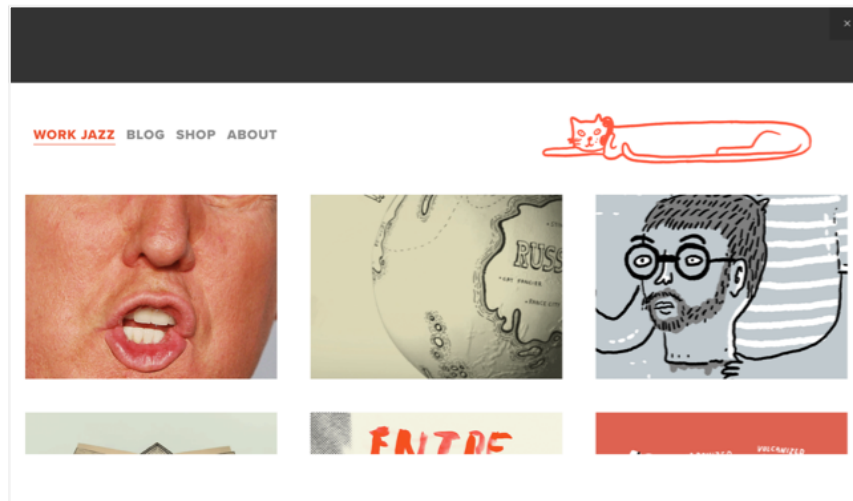
用 Canvas 或現成 JavaScript 套件撰寫、也可用 Animate 轉出

＊所有動畫問題都可以解決，但撰寫難度高

5

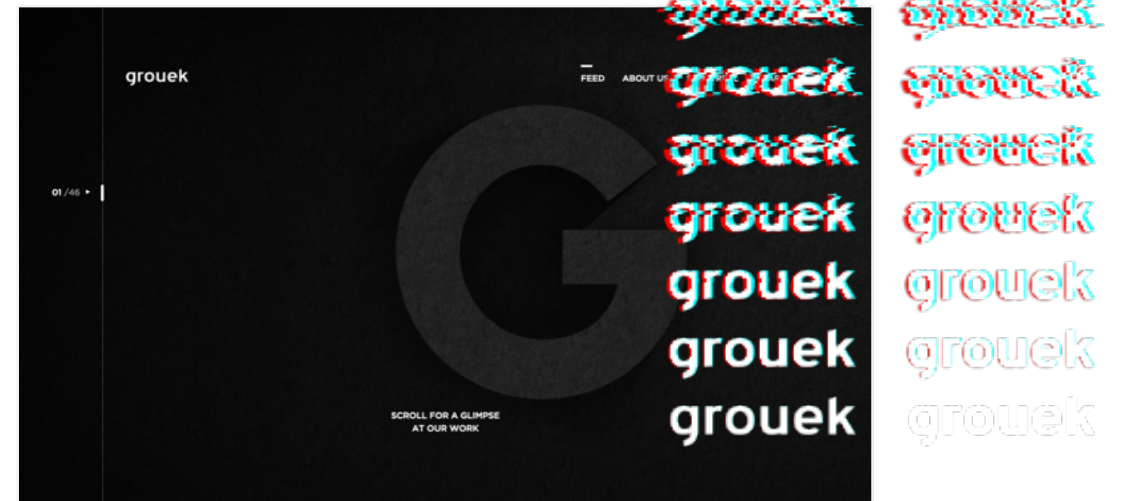
添加局部動畫

/ GIF 動圖



<http://www.thebathwater.com/>

/ PNG 連續圖



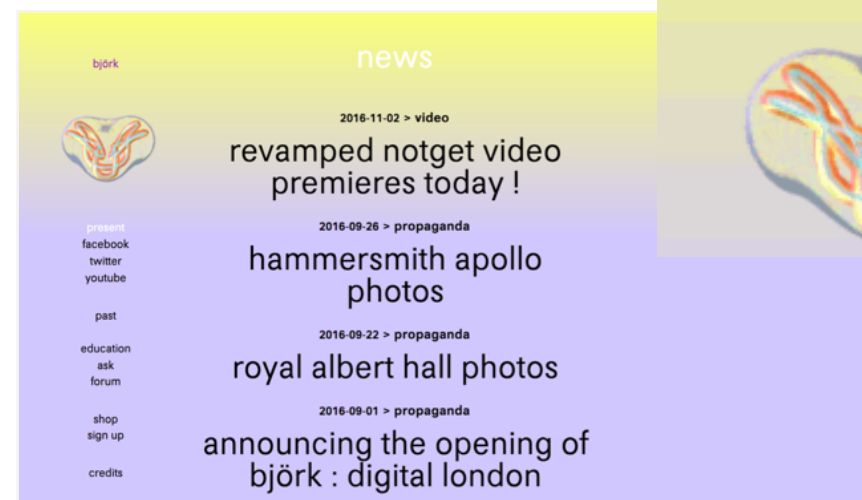
<http://grouek.com/feed>

/ SVG

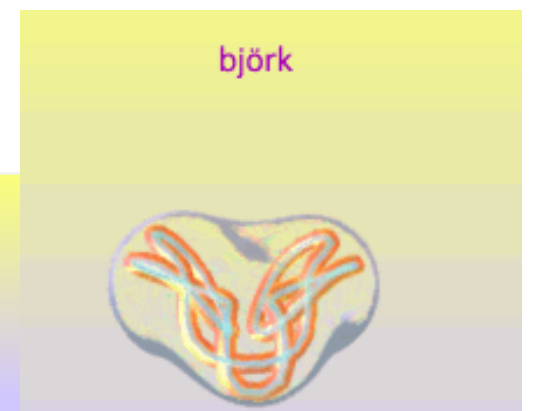


<http://www.madwell.com/>

/ Canvas



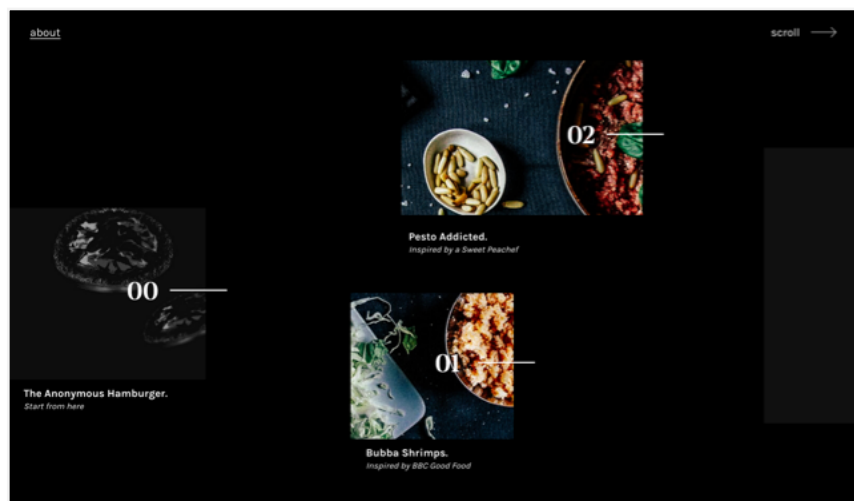
<http://bjork.com/>



6

強調整體畫面的流暢性

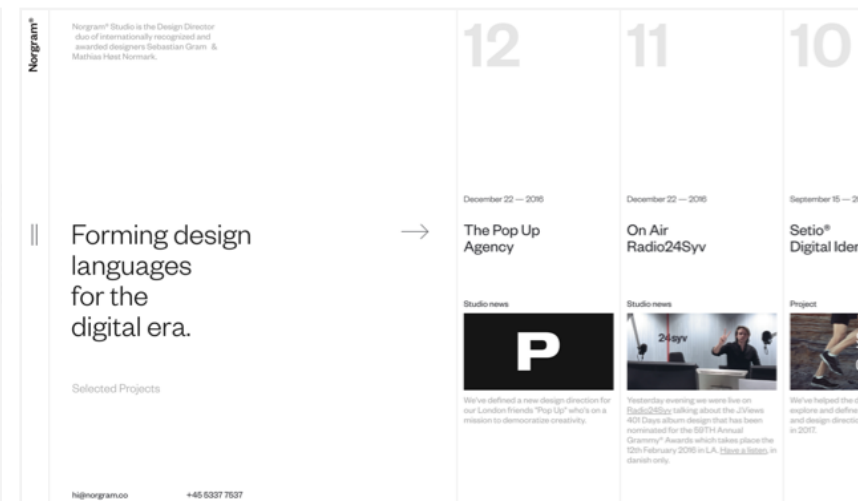
- ① 換頁換網址時
- ② 換頁不換網址時
- ③ 跳出彈跳視窗時
- ④ 點擊選單時
- ⑤ 滑過或點擊按鈕時



<http://www.anonymushamburger.com/>



<http://jlern.com/>



<http://norgram.co/>

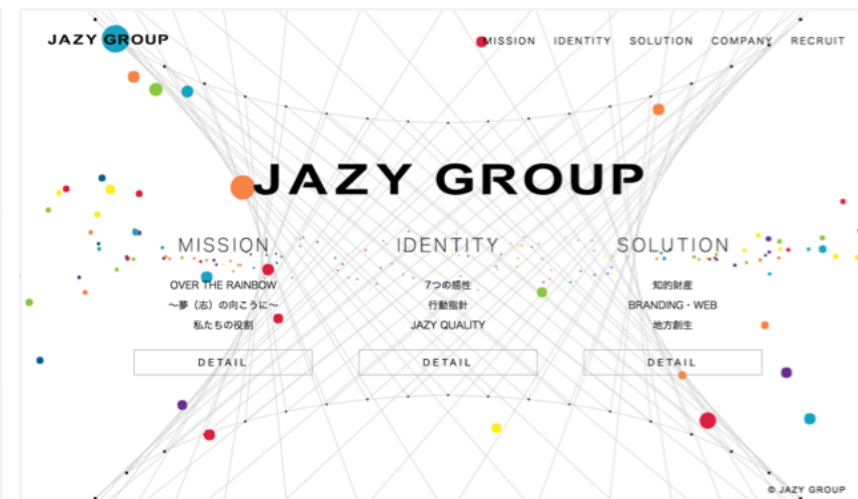
※主視覺符號連結



<http://www.overpx.com/>



<http://dreamteam.pl/>

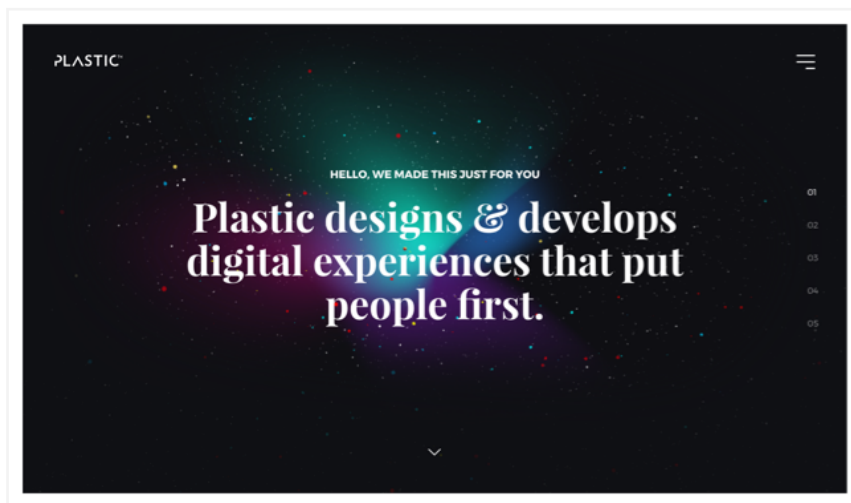


<https://jazygroup.com/>

7

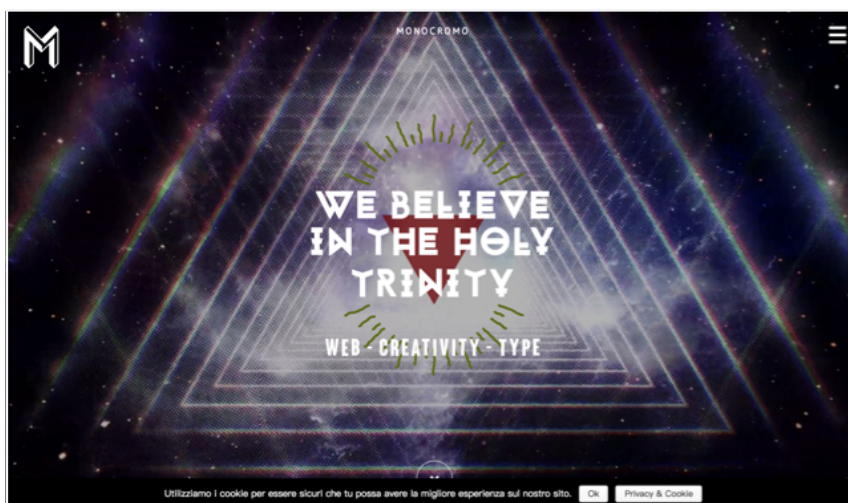
滿版換頁

/ 一般滾動



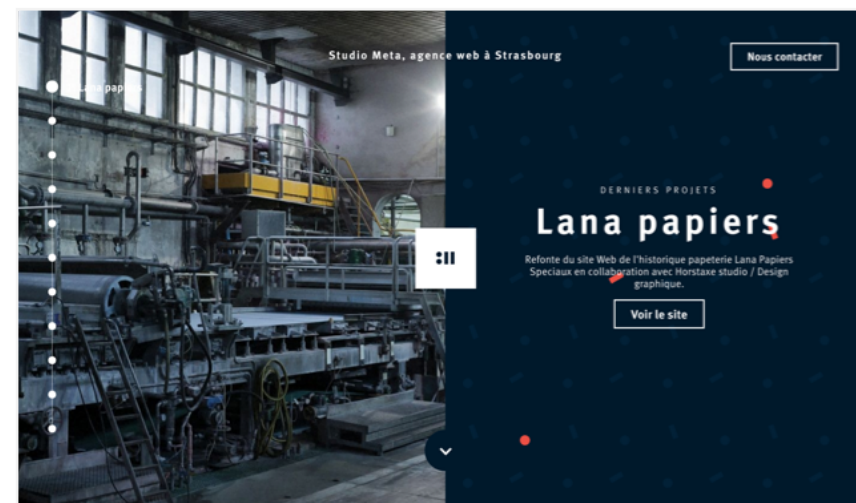
<http://www.plasticbcn.com/>

/ 無限滾動

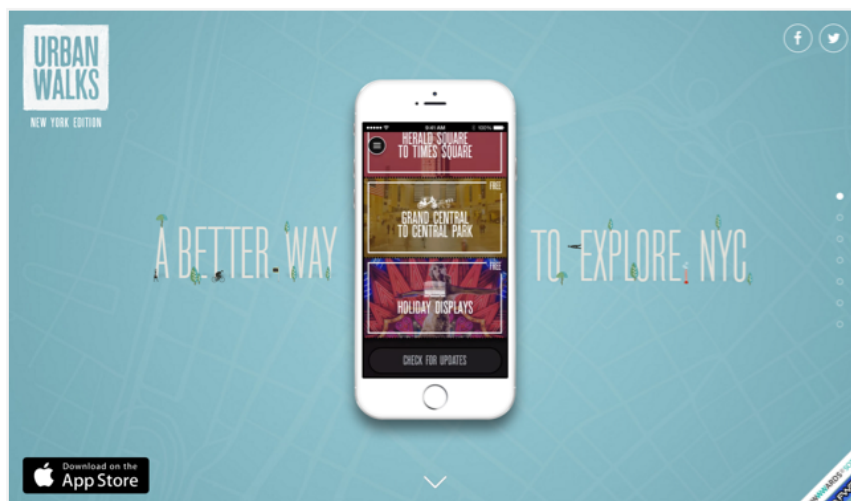


<http://www.studiomonocromo.it/en/>

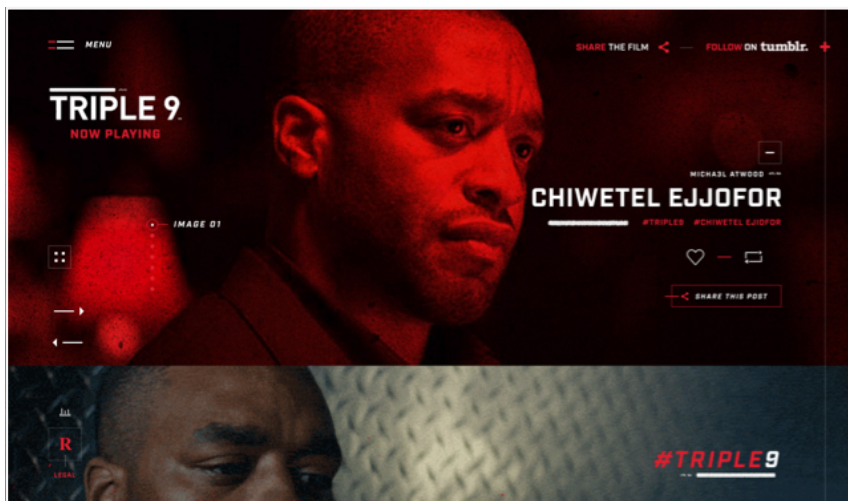
/ 雙頻滾動



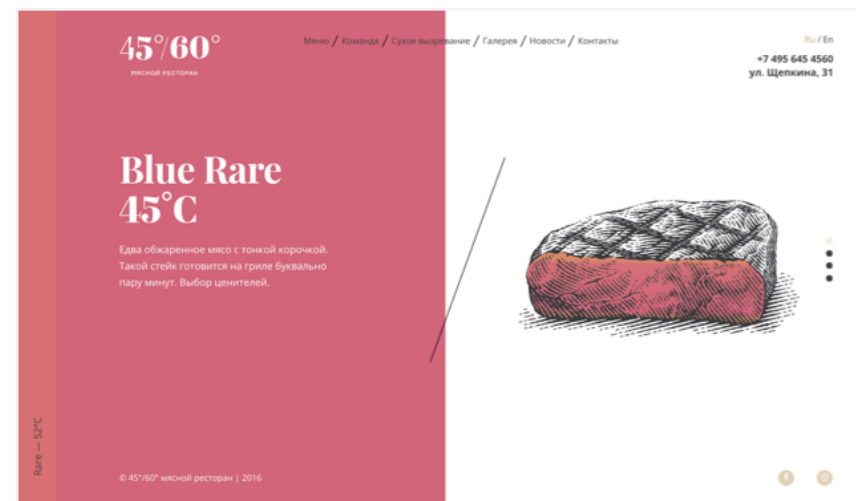
<https://www.studiometa.fr/>



<http://urban-walks.com/>



<http://outmonsterthemonster.com/>



<http://45-60.ru/>

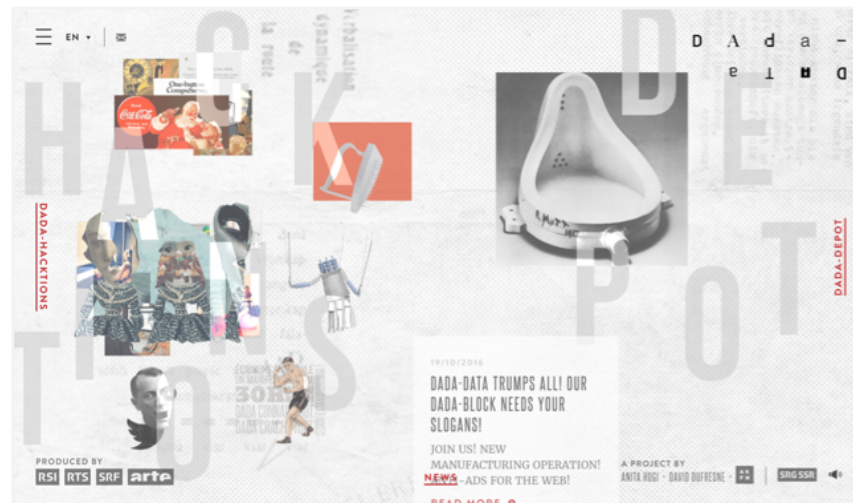


互動主視覺

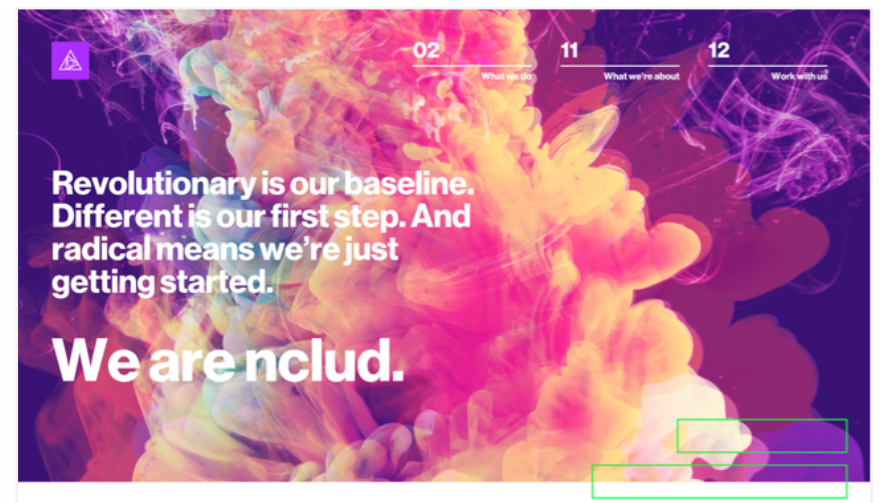
/ Canvas



<http://lp.anzi.kr/>

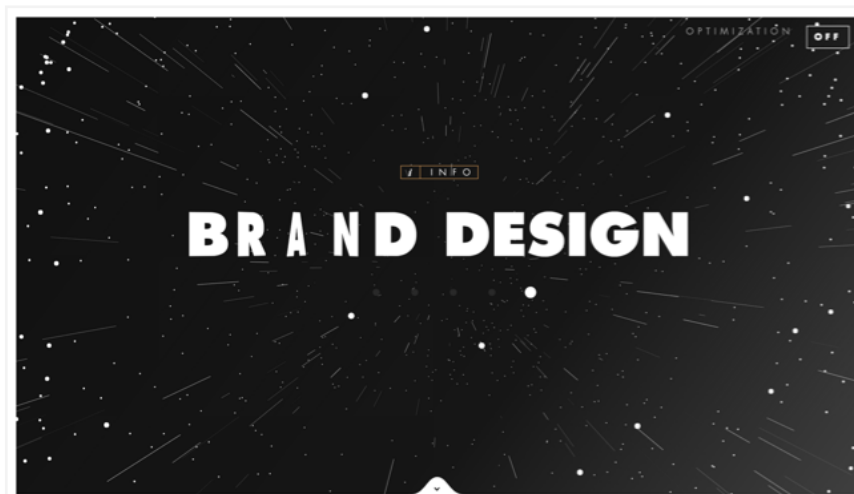


<http://dada-data.net/en/hub>



<https://nclud.com/>

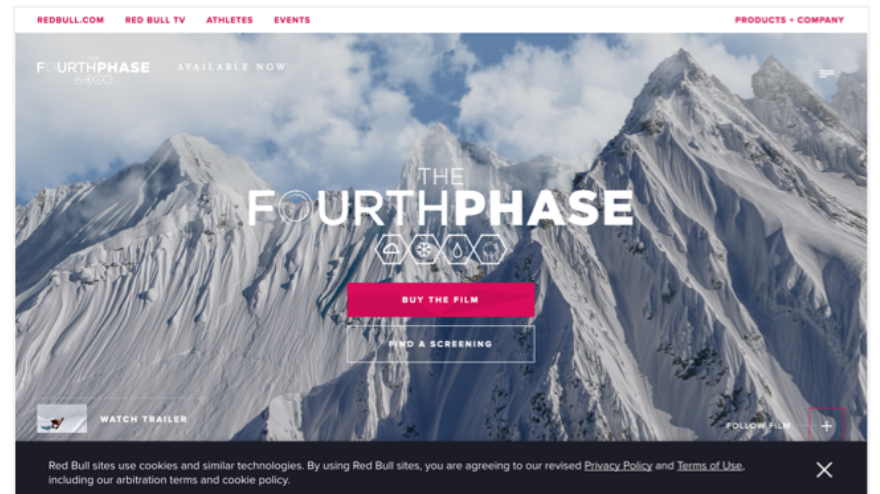
/ WebGL



<http://www.stojakovic.co/>



<http://www.jam3.com/>



<http://www.thefourthphase.com/>

其他需求和常見設計

/ 滾動時滑入動態



<http://www.locus-solus.it/en/>

/ 背景切換



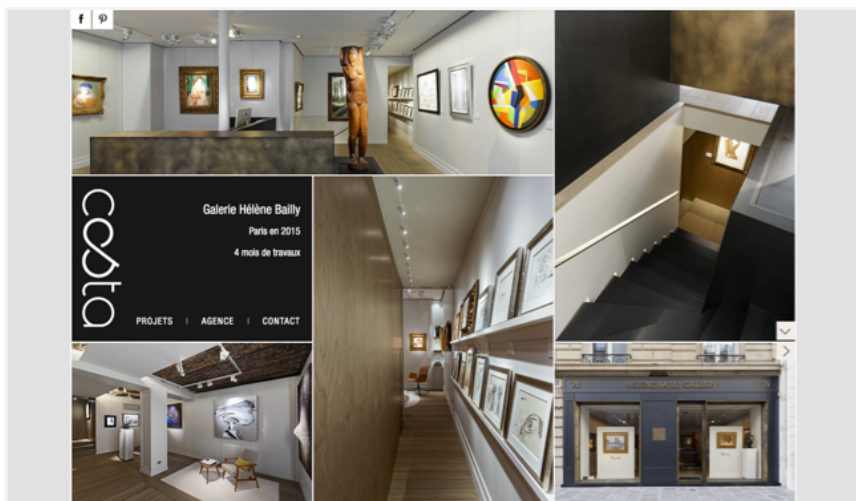
<http://kashiwasato.com/>

/ 邊框舞台



<https://www.bigyouth.fr/en>

/ 多頻輪播



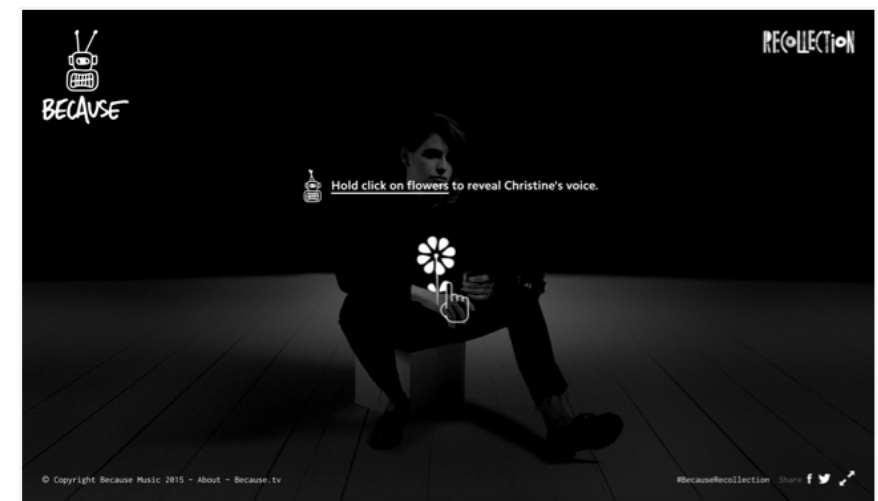
<http://www.costa-imaginering.com/>

/ 整個畫面都是點選範圍

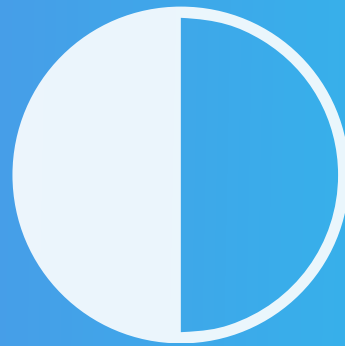


<http://www.johanreinhold.com/>

/ 清楚的操作示意說明



<http://www.because-recollection.com/>



CANVAS

二維

範例

Canvas 元素為 HTML5 提供展示繪圖用的標籤，需要透過特定 JavaScript API 編寫畫面，包含 2D 的 Canvas 和 3D 的 WebGL。

/ 動態影片和廣告



<http://www.sbs.com.au/theboat/>

/ 視覺動態特效處理



<https://www.vinylcuts.nyc/>

/ 幾何圖形或物理運算



<http://counterclimate.converse.com/>

/ 軟體操作介面



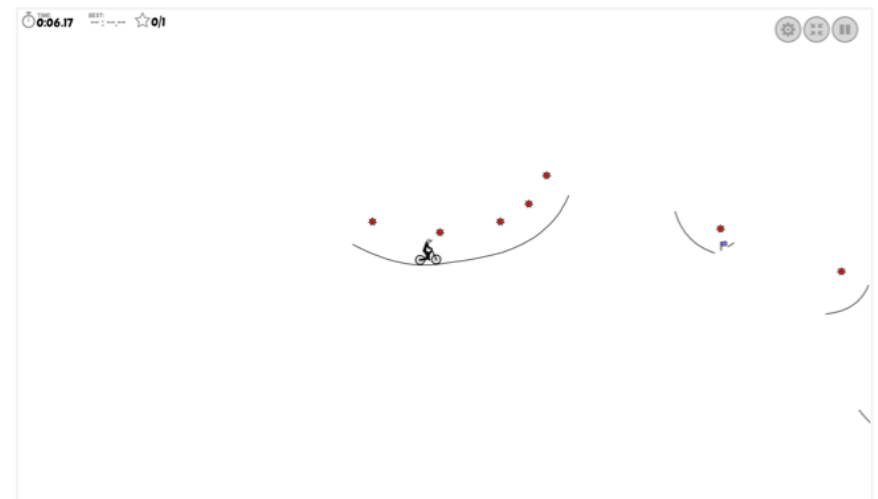
<http://bomomo.com/>

/ 影片客製化

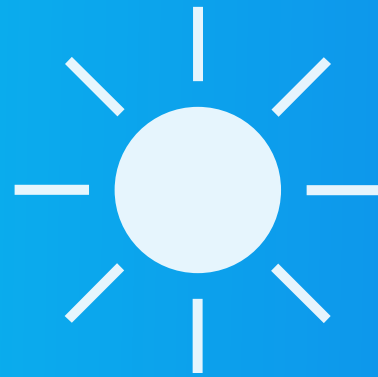


<https://popnow.stellamccartney.com/>

/ 2D 遊戲



<https://www.freeriderhd.com/>



WEBGL

三維

範例

WebGL 基於 OpenGL ES 2.0，提供 API 給瀏覽器繪製 3D 圖形的技術，雖然 IE11 以上就可支援，但瀏覽效能可能取決於其他因素，例如 GPU 支援。

/ 身歷其境的互動影片



<https://throughthedark.withgoogle.com/>

/ 三維空間瀏覽方式



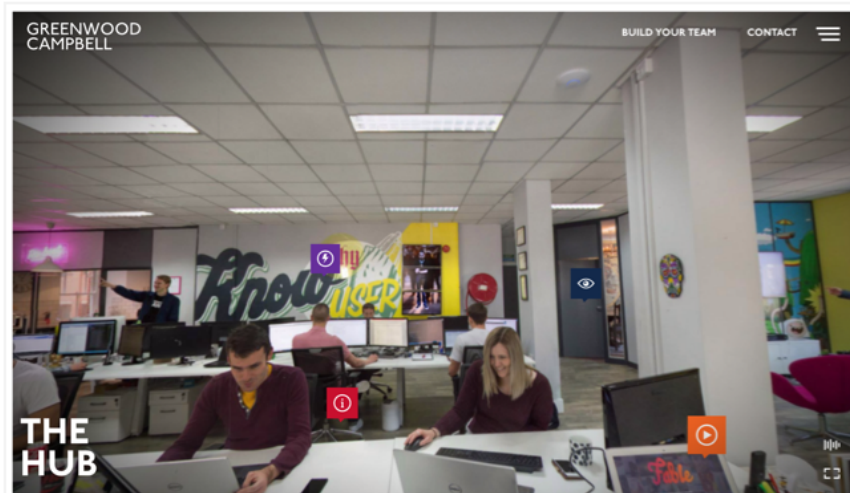
<http://www.campoallectomete.it/#!/en>

/ 幾何圖形或物理運算



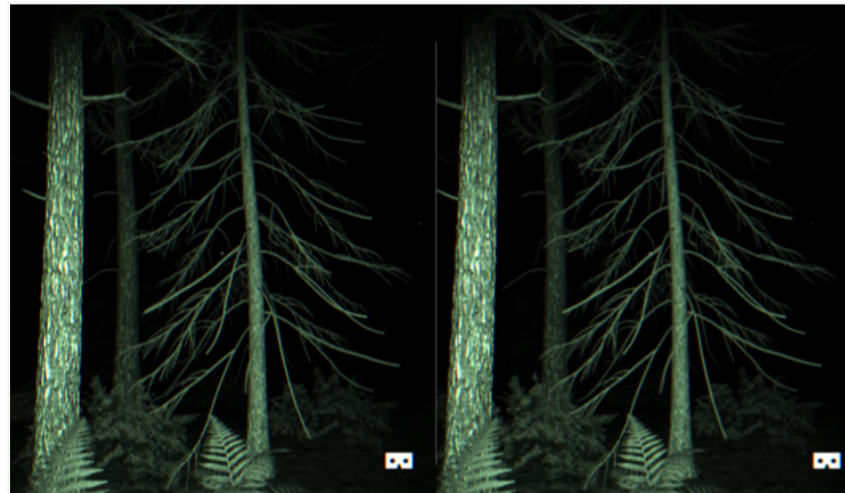
<https://predictiveworld.watchdogs.com/en/hello/>

/ 360 全景



<https://www.greenwoodcampbell.com/>

/ Cardboard VR 概念

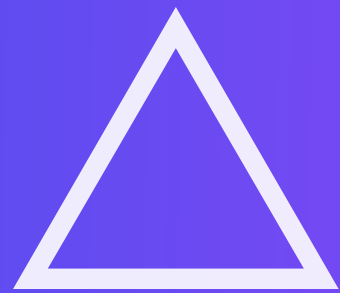


http://www.cocobongo.tv/fallen_angel_10/

/ 3D 遊戲



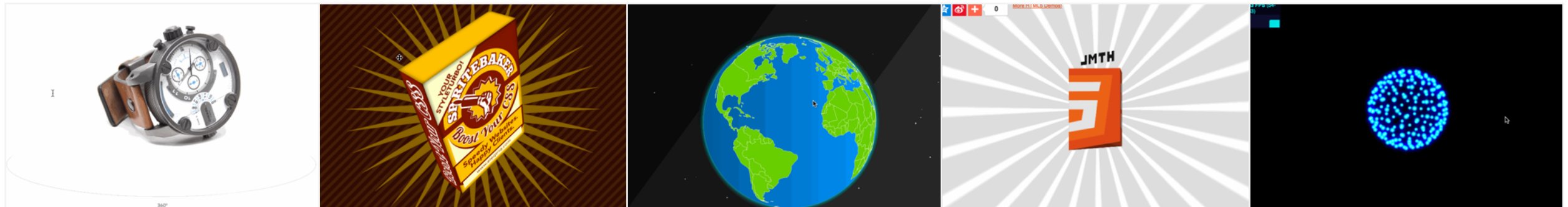
<http://www.payetoncaps.beer/>



COMPARE

比較 3D 互動方式

比較 3D 互動方式



影片輸出連續圖	CSS3	SVG	Canvas	WebGL
點陣	向量	向量	點陣	點陣
實體商品展示	簡單幾何形狀的動畫	媲美 Canvas，但較常用來做資料視覺化和 Motion Graphics	幾乎都行	幾乎都行
★	★★★	★★★★★	★★★★★	★★★★★★
單純圖片	類 3D	類 3D	類 3D	真 3D 沒有光不成立



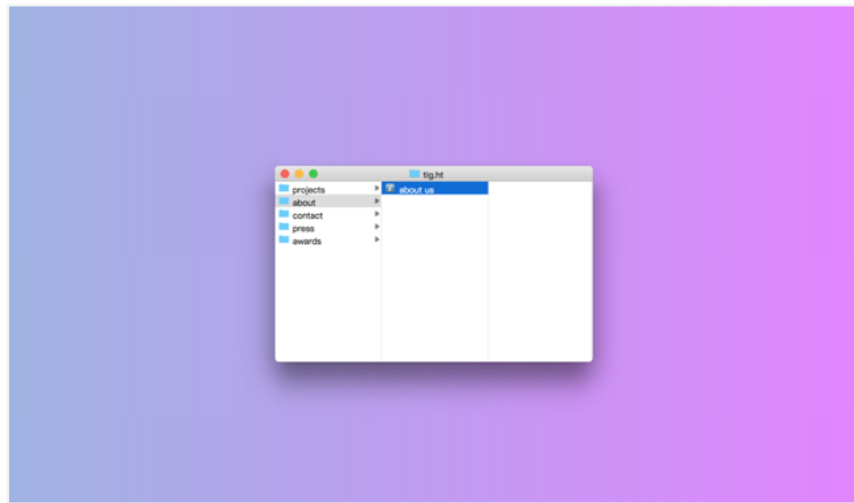
MAYBE

其他觀點

1

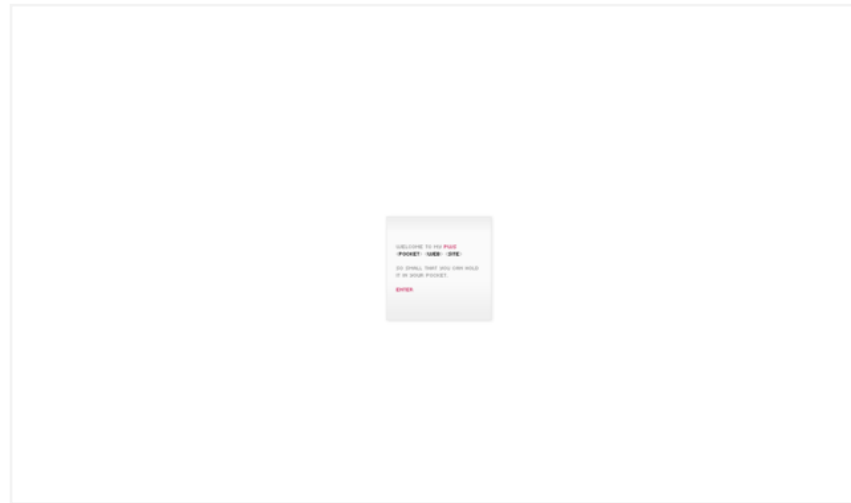
另類呈現

/ 視窗中的視窗



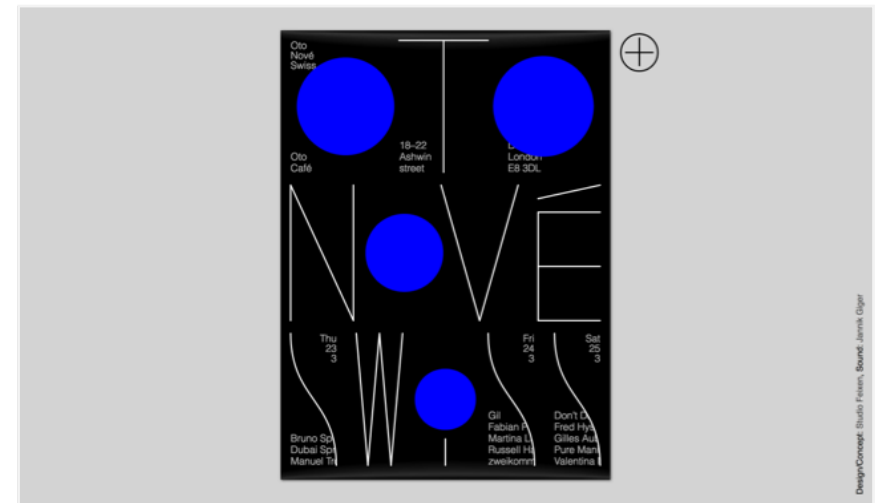
<http://tig.ht/>

/ 口袋閱讀 *Flash



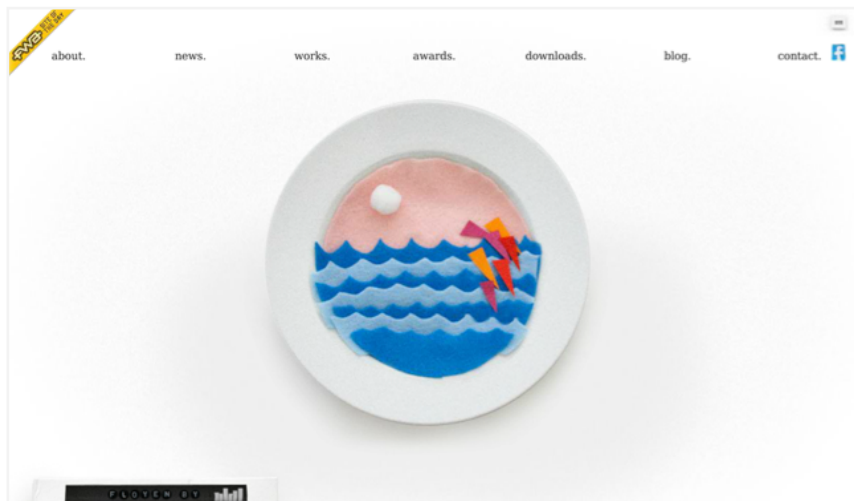
<http://pocketwebsite.net/>

/ 平面海報暗藏玄機



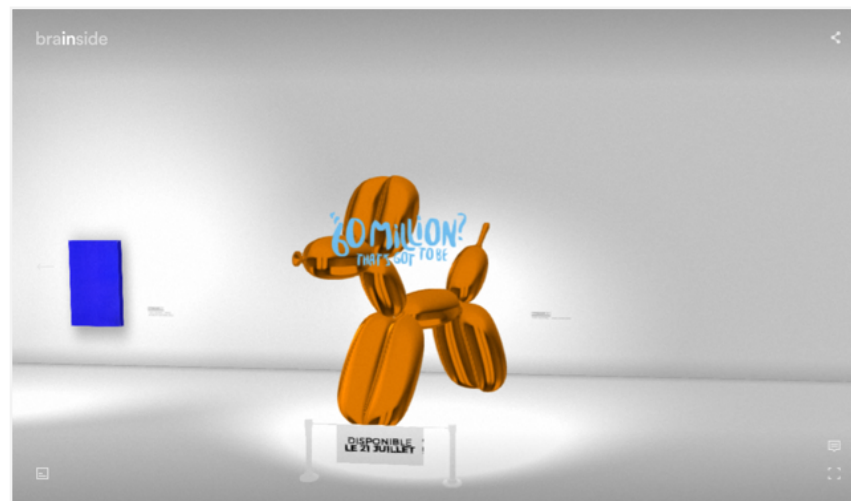
<http://www.otonoveswiss.co.uk/>

/ 虛實整合 *Flash



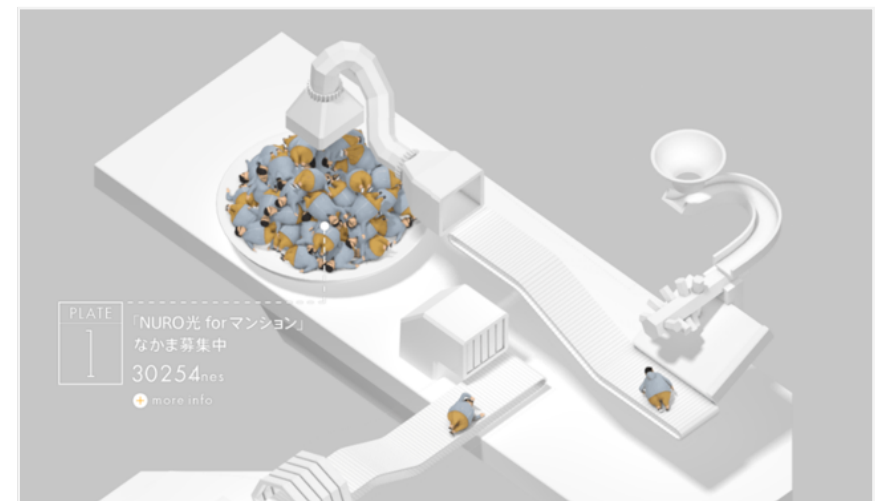
<http://www.plateinteractive.com/>

/ 虛擬現實場景



<http://experience.brainside.io/>

/ 3D 動畫風格

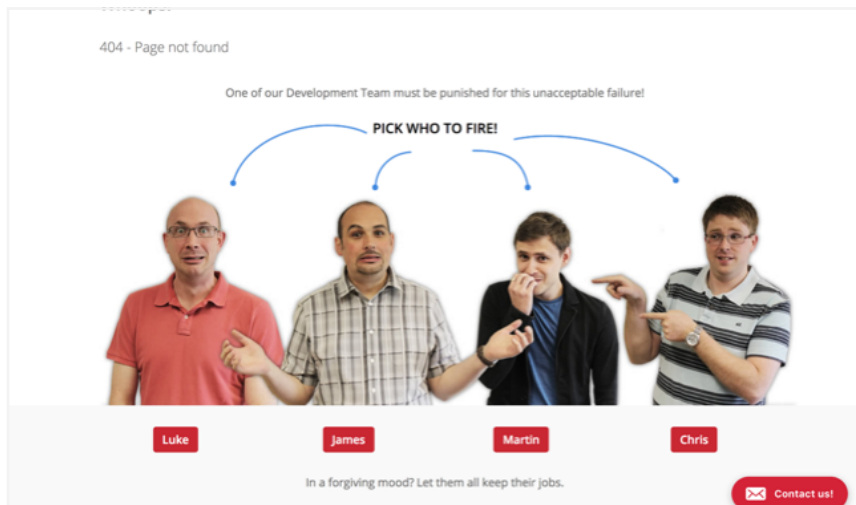


<https://nuro.jp/mansion/status/>

2

考慮所有視覺回饋 處處可以是彩蛋

/ 404或不支援說明頁面



<https://www.emailcenteruk.com/404>

/ 頁籤圖示



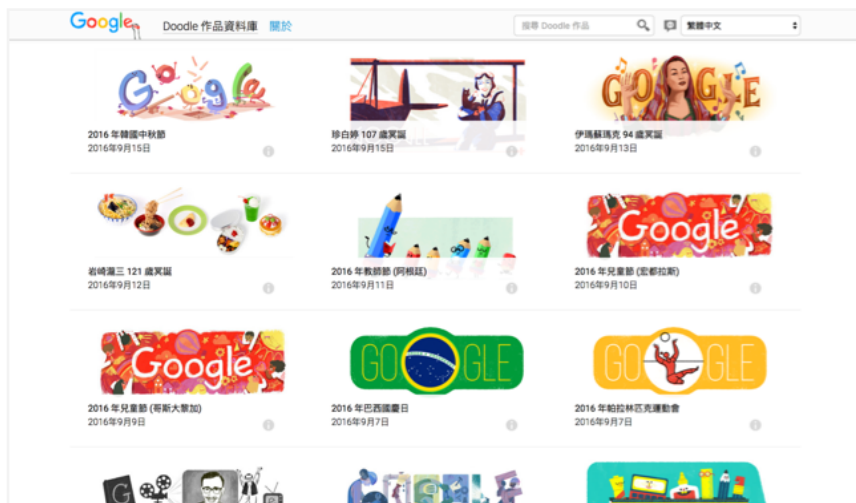
http://www.p01.org/defender_of_the_favicon/

/ 任何可能的角落



<http://www.putzengel.at/>

/ 年節驚喜



<https://www.google.com/doodles>

/ 金手指



<http://www.soundclick.com/>
(↑↑↓↓←→←→b a)

/ 原始碼或檢查元素



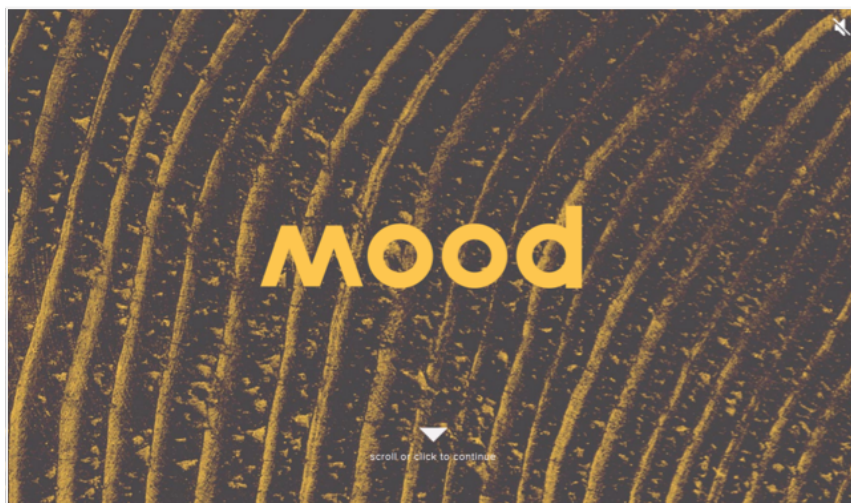
<http://braind.agency/en/>

3

視覺可變性

還可以根據天氣變化、空汙指數、股市高低...等等，抓取網路或政府開放資料，製成視覺變化。

/ 隨機變化

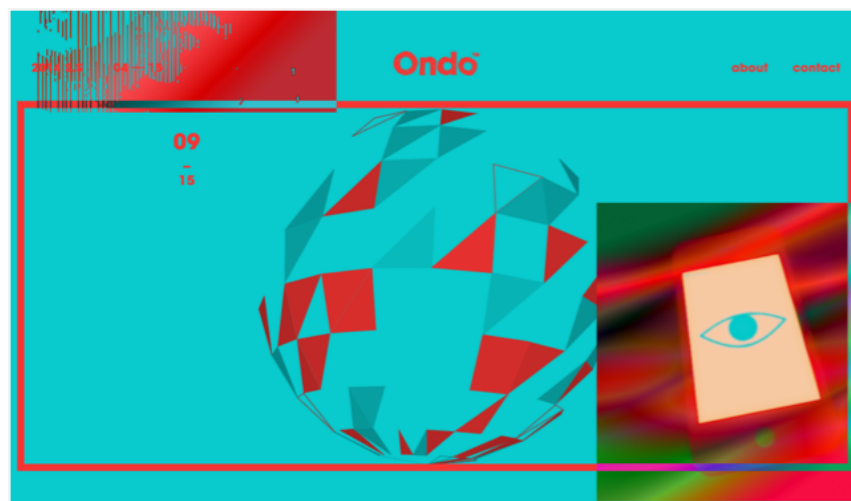


<http://moodfurniture.com.au/>

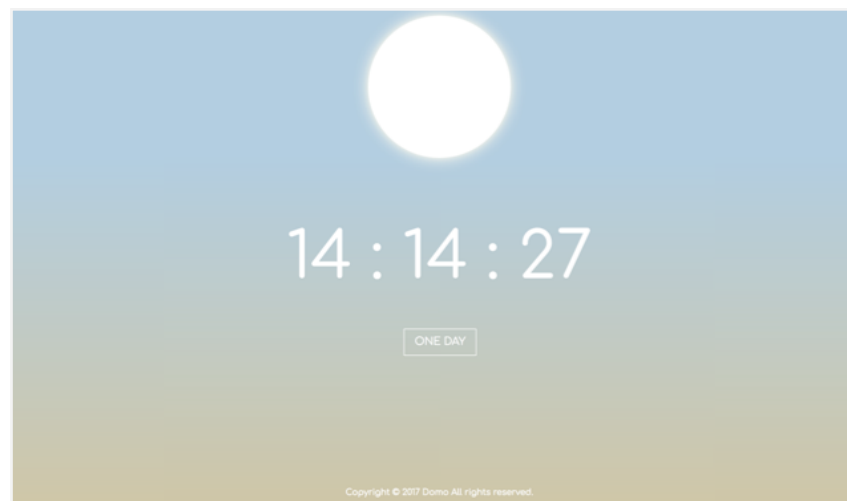
/ 依據時間



<http://tifa.npac-ntch.org/2017/tw/>



<http://ondo.tv/1st/>



http://test.domojyun.net/170308_sharing/clock/

宇宙視野 打破既有框架 放大或反思一般瀏覽方式

The advertisement is a creative composition with a central isometric illustration and four thematic quadrants.

- Central Illustration:** A large isometric scene on a light blue background. It features a red and white boat on a grid, surrounded by various food items: a bowl of ramen, a plate of sushi, and a stack of sushi. There are also small red location pins scattered around the scene.
- Top Left Quadrant (Red):** Contains the text "VISION" in white, followed by "We approach projects with one clear vision". A small illustration of a laptop with a chart on its screen is in the top right corner.
- Top Right Quadrant (Dark Blue):** Contains a small illustration of a mouse cursor pointing at a grid of dots.
- Bottom Left Quadrant (Light Blue):** Contains the text "wrk." in white, followed by "WORKS" in a smaller font, and "We create elegant and functional custom-designed websites".
- Bottom Right Quadrant (Dark Blue):** Contains the text "VISION" in white, followed by "We approach projects with one clear vision". A small illustration of a magnifying glass over a grid of dots is in the top right corner.
- Bottom Center Quadrant (Dark Blue):** Contains the text "STUDIO" in white, followed by "Our fine studio of two know the value of hard work". A small illustration of a person sitting at a desk with a laptop is in the top right corner.

<http://waaark.com/>



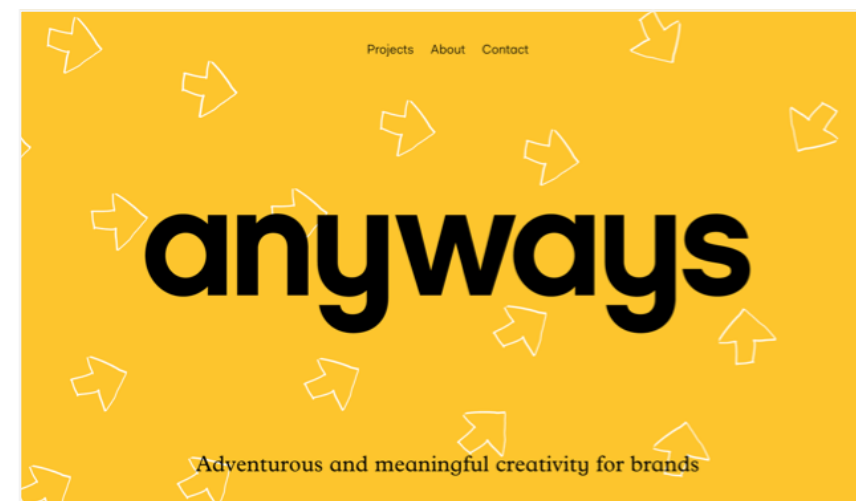
DONTCLICK.IT
INSTITUTE FOR INTERACTIVE RESEARCH

OOOPS!

You clicked on a link, but haven't
anything to click.
For experimental purposes please
follow the nature of your click.

ACCIDENTAL CLICK INTENTIONAL CLICK

<http://dontclick.it/>

The image is a full-page background with a solid yellow color. It features the word "anyways" in a large, bold, black, lowercase sans-serif font, centered horizontally and vertically. Scattered across the entire yellow background are numerous white, hand-drawn style arrows of varying sizes and orientations, pointing in different directions. At the top center, in a small, black, uppercase sans-serif font, are the words "Projects", "About", and "Contact" separated by small gaps. At the bottom center, in a black, uppercase sans-serif font, is the text "ADVENTUROUS AND MEANINGFUL CREATIVITY FOR BRANDS".

Projects About Contact

anyways

ADVENTUROUS AND MEANINGFUL CREATIVITY FOR BRANDS

<http://www.anyways.co/>

This screenshot shows the Google homepage with a search bar at the top containing the text "Find the Search Input and Try to search something...". Below the search bar are social media sharing buttons for Google+, 1,500 likes, 21 tweets, and a Tweet button. A row of circular icons represents various Google services: Google Mirror, Underwater, Terminal, Pac-man, Guitar, Snake Game, Bing Wallpaper, and IP Location. Below these icons is a Bing Mirror advertisement featuring a woman in a green dress. The Google logo is prominently displayed in the center, with navigation links for "More", "Documents", "Email", and "Calendar" above it. At the bottom, there are links for "Investing Programs", "Business Solutions", "I'm Feeling Lucky", "Google Search", and "Sponsored by Panasonic".

<https://elgoog.im/gravity/>

[illegible]

<http://harlemify.com/?url=tw.yahoo.com%2F>

[illegible]

<http://www.jodi.org/>

其他可能？

新科技和其他裝置的應用：

- ① 音訊：播放音樂、電子音...
- ② 視訊：直播、人臉偵測、AR...
- ③ 大量資料庫：人聲、圖形辨識、AI...
- ④ 和實體裝置連結...



http://test.domojyun.net/170308_sharing/

?

THE BEST

為需求而設計 # 創意精準到位 # 講求細節處理



REFERENCE

其他可供參考網頁設計的網站

AWARDS

<http://www.awwwards.com/>

<http://www.cssdesignawards.com/>

<https://thefwa.com/>

RWD

<http://responsive-jp.com/>

<http://mediaqueri.es/>

ELSE

<http://www.webdesignclip.com/>

<https://www.thebestdesigns.com/>

<http://www.webdesign-inspiration.com/>

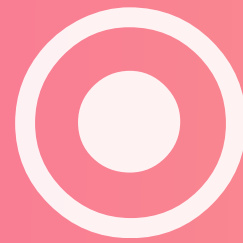
<https://www.siteinspire.com/>

<http://htmlinspiration.com/>

<http://bm.straightline.jp/>

<http://webdesignmagazine.net/>

<http://cssline.com/>



THANK U
FOR WATCHING

以上資訊若有任何的錯誤，請告知我修改，謝謝：)