國際網站設計案例解析及趨勢分享

跨裝置無所不能 X 資訊視覺化的力量
網站質感 Level Up！

設計趨勢分析 X 資訊結構 X 資訊視覺化

2019

VISION DESIGN

張健一 / 拔斯、徐敏芳 / 小米



2019 網頁設計趨勢

2018 的趨勢延續－更為精簡與著重效能的體驗

VISION DESIGN

「內容」與「功能」導向

版面

非對稱式
破格破版

元素

資料視覺化
插畫
動畫
影音

風格

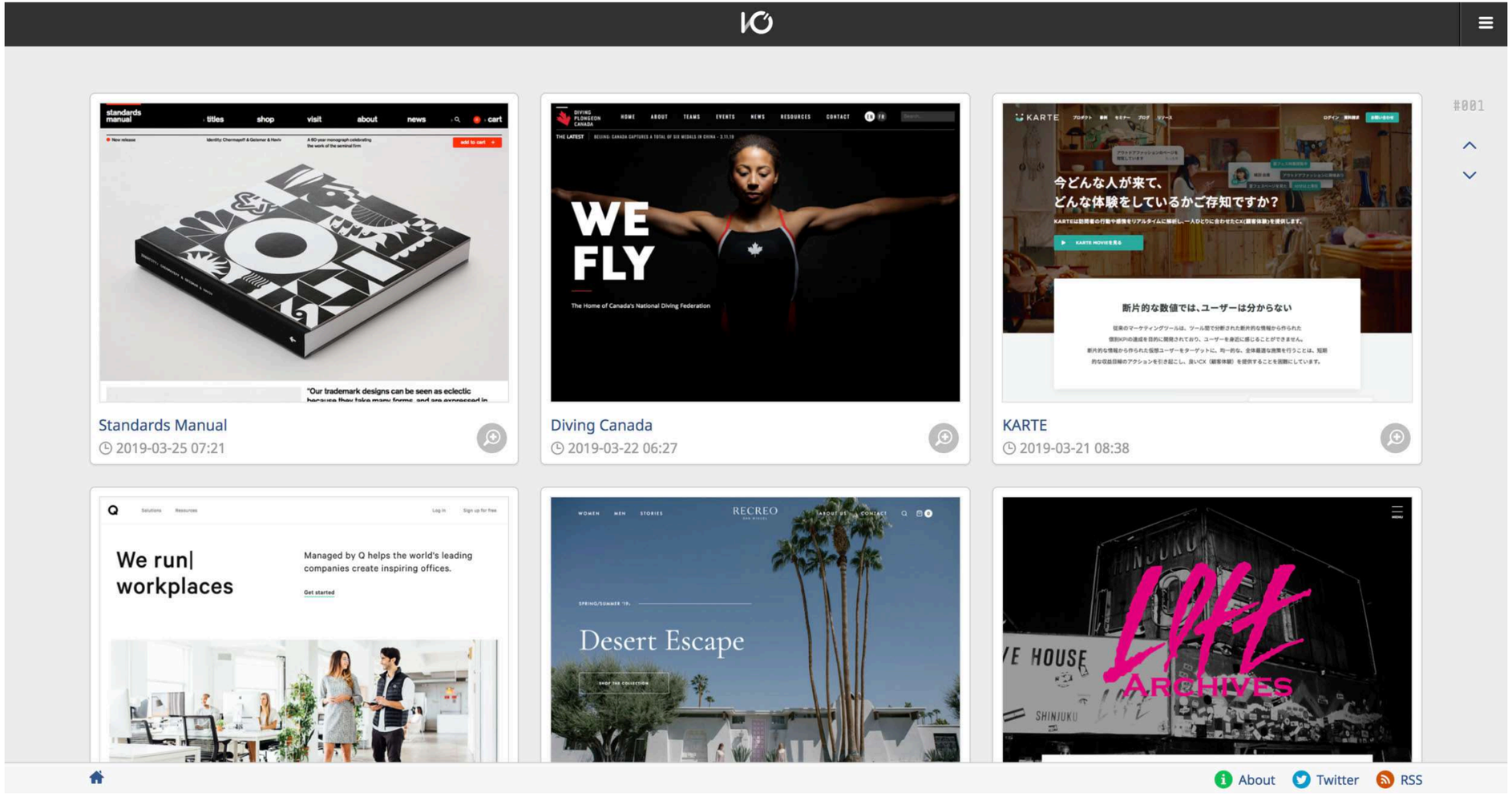
飽和的色彩
漸變
重疊效果
特大號字體

UX

手機優先
動態效果
語音
AR/VR

IO3000

https://io3000.com/



原則

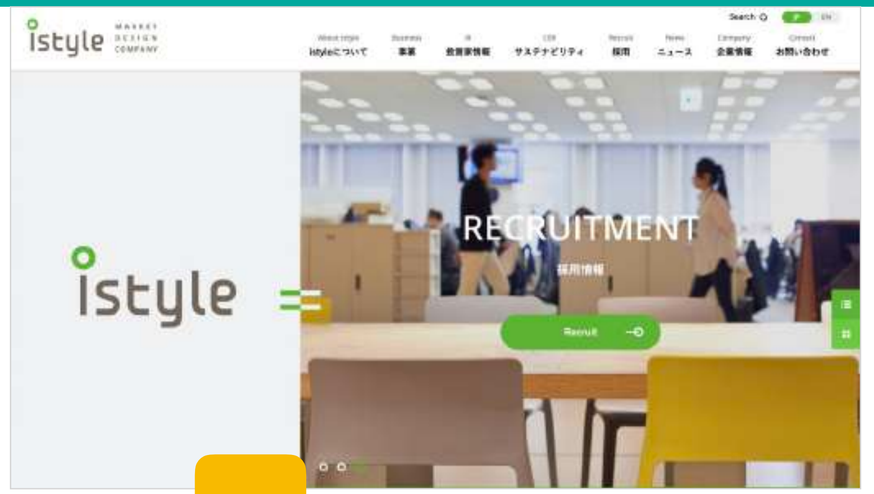
如何讓政府網站看起來更加吸引人、更有效率的和使用者溝通呢？
你可以這麼做……

1 靈活和舒適的版面配置

非對稱式
破格破版



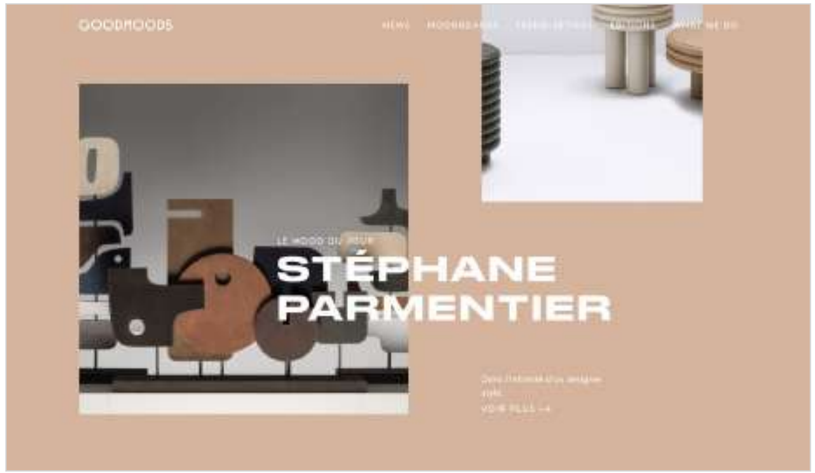
Find https://fin-d.life



iStyle https://istyle.co.jp



ACUMEN https://acumen.org



GOODMOODS https://www.goodmoods.com

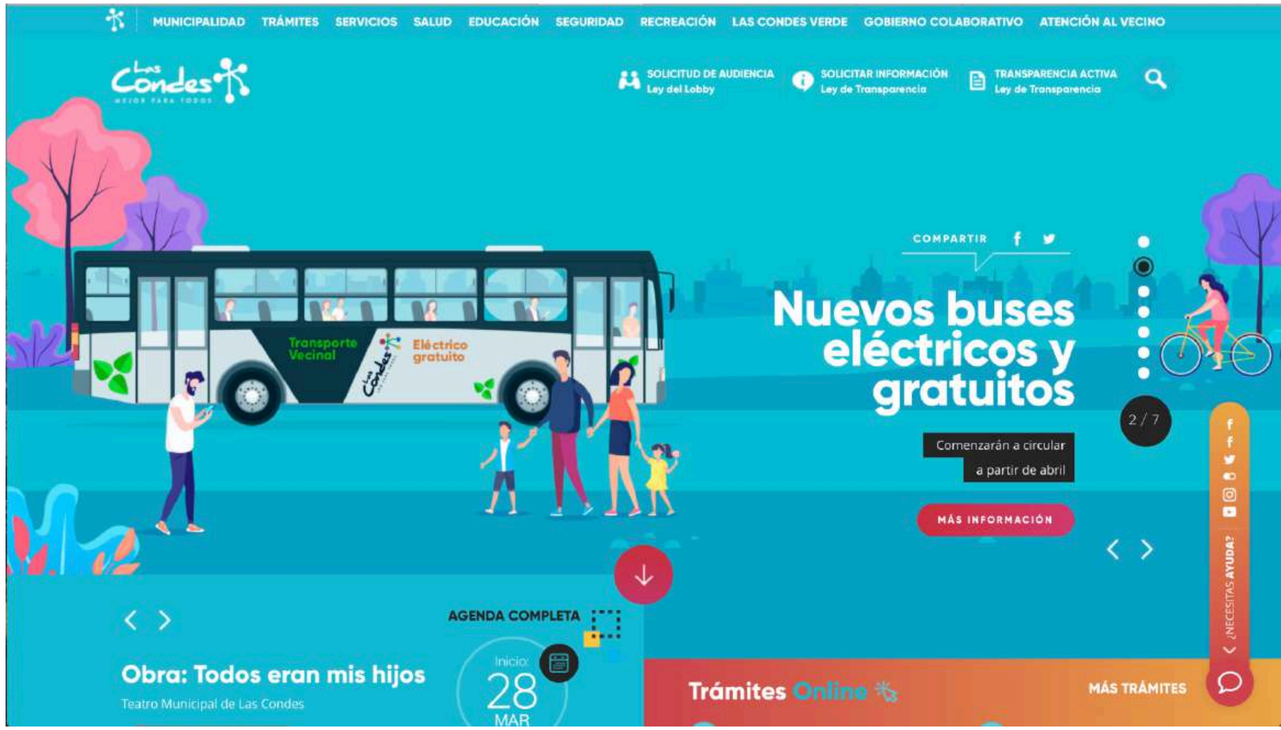


小島法律事務所 https://www.kojimalaw.jp

2 鮮豔色調與漸變色彩是時下主流



慶應義塾大学 https://orf.sfc.keio.ac.jp/2018/

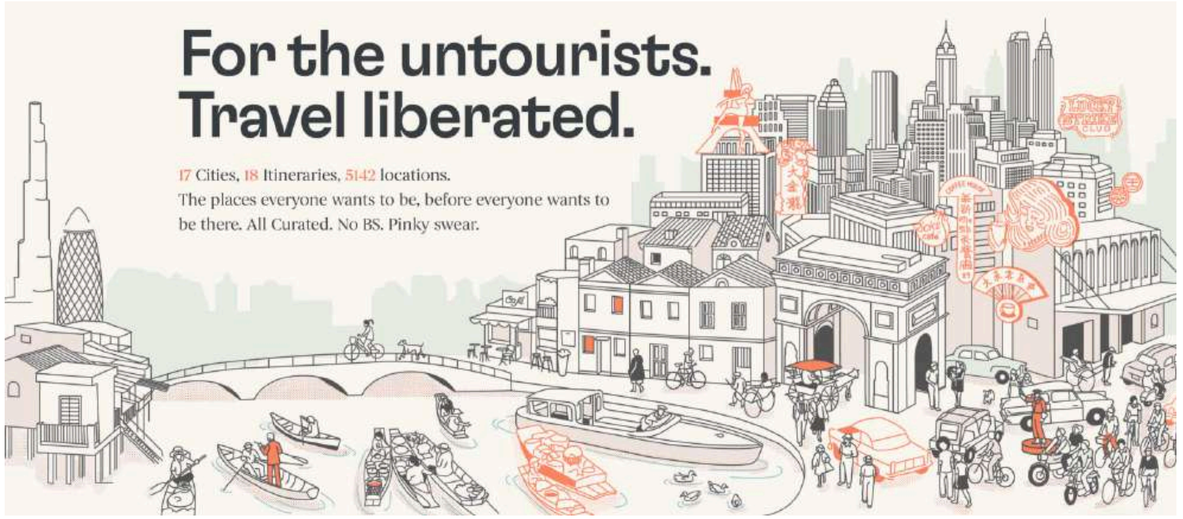


Las Condes https://www.lascondes.cl

3 特大號的字體讓資訊更清楚、時尚



4 圖像與插畫表現



Dorsia https://www.dorsia.io

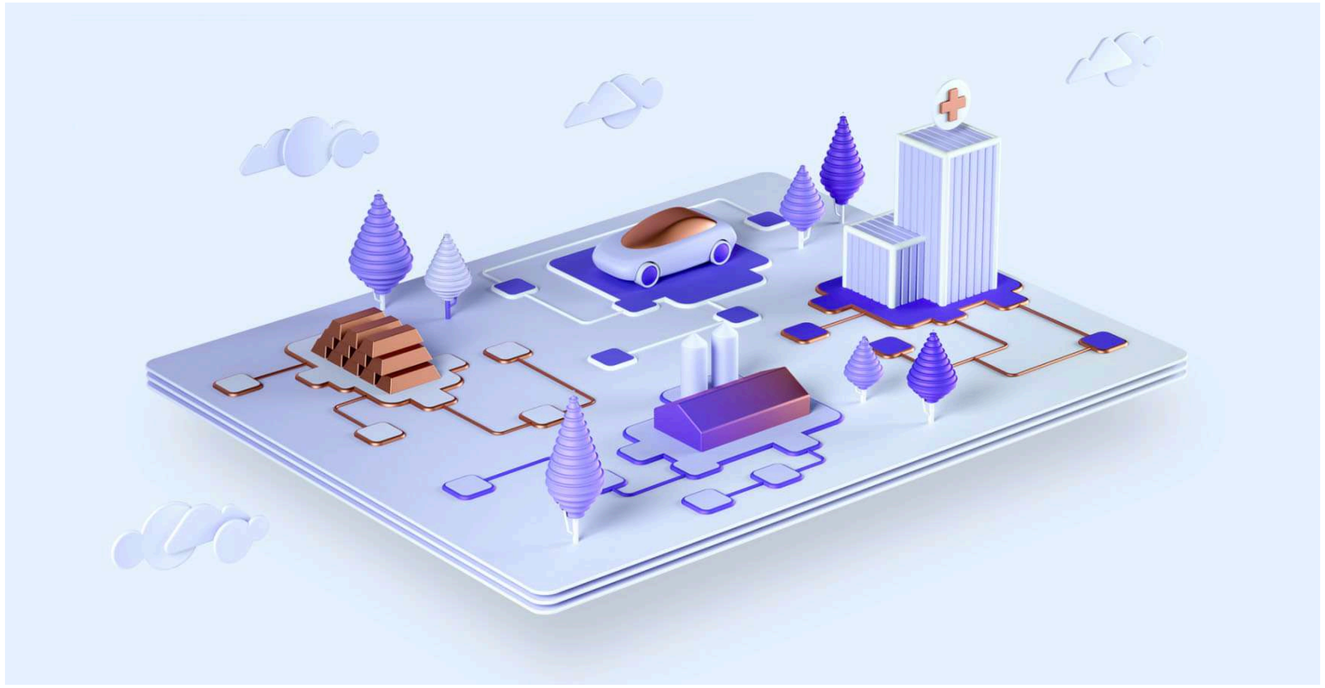


Craftcms https://craftcms.com

埼玉市政府

https://www.city.saitama.jp

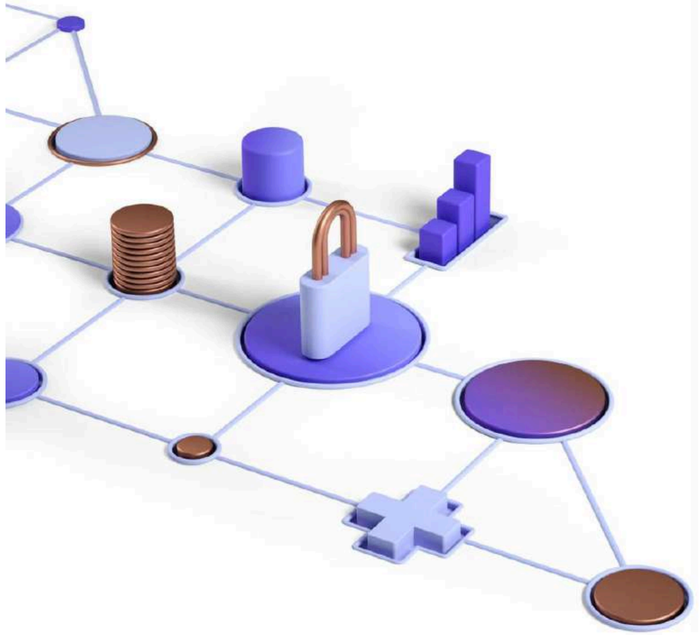


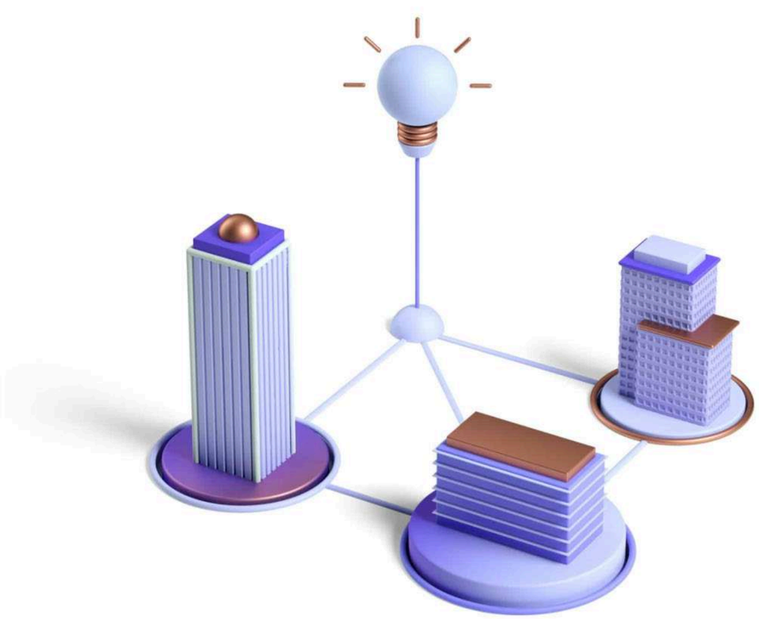


Chronicled https://www.chronicled.com

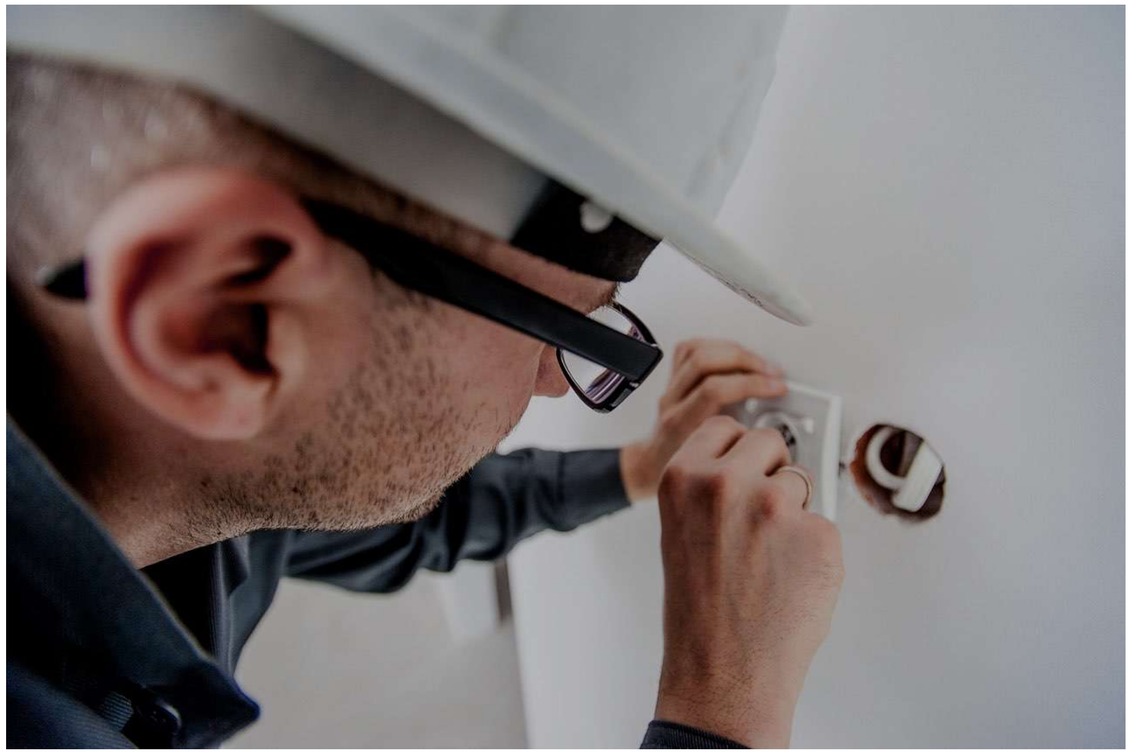


Merry https://jp.merpay.com







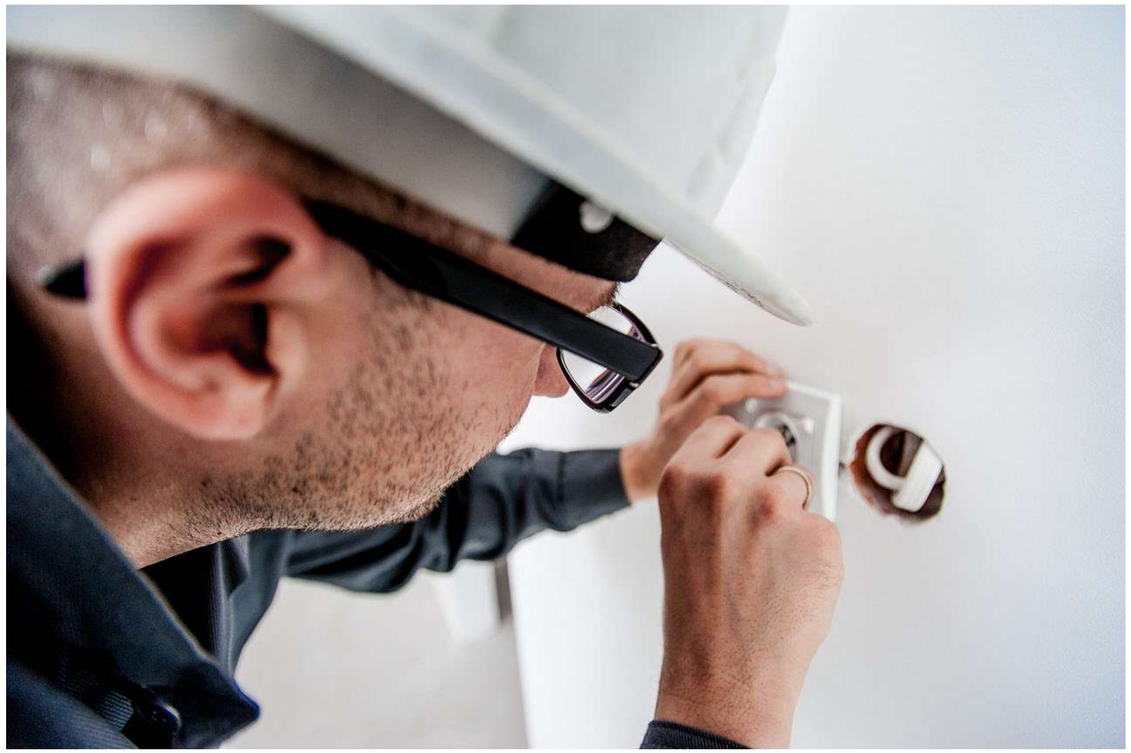








Source: Pixabay









Source: Pixabay









「ATM引出手数料 無料回数」のネット銀行比較　どこがおトク？

「デビットカード」のポイント還元率比較　おトクなカードはどれ？

「ポイントプログラム」のネット銀行比較　銀行でポイントを貯めよう

「他行振込手数料 無料回数」のネット銀行比較　どこがおトク？

「外貨積立」のネット銀行・メガバンク比較　おすすめの銀行は？

ネット証券×ネット銀行の「口座連携サービス」が便利でおトク

Source:Find



Design and build exactly what you need.

- ✓ Fully custom content modeling
- ✓ Complete control over HTML
- ✓ Powerful templating



Easily create and manage great-looking content.

- ✓ Beautiful & intuitive Control Panel
- ✓ Preview your work as you type
- ✓ Built-in localization



Secure, scalable, and supported

- ✓ Trusted open source foundation
- ✓ Robust support and SLAs
- ✓ Built for integrations

Source:Craftcms



On Platform

メディア・広告

美容/化粧品/メディア
・マーケティング ・プレミアム会員
・PR ・食品メディア etc.



Beauty Service

小売

店舗 ・ EC ・ プライベートブランド
etc.



Global

海外

海外EC ・ 海外卸売 ・ 海外店舗 etc.



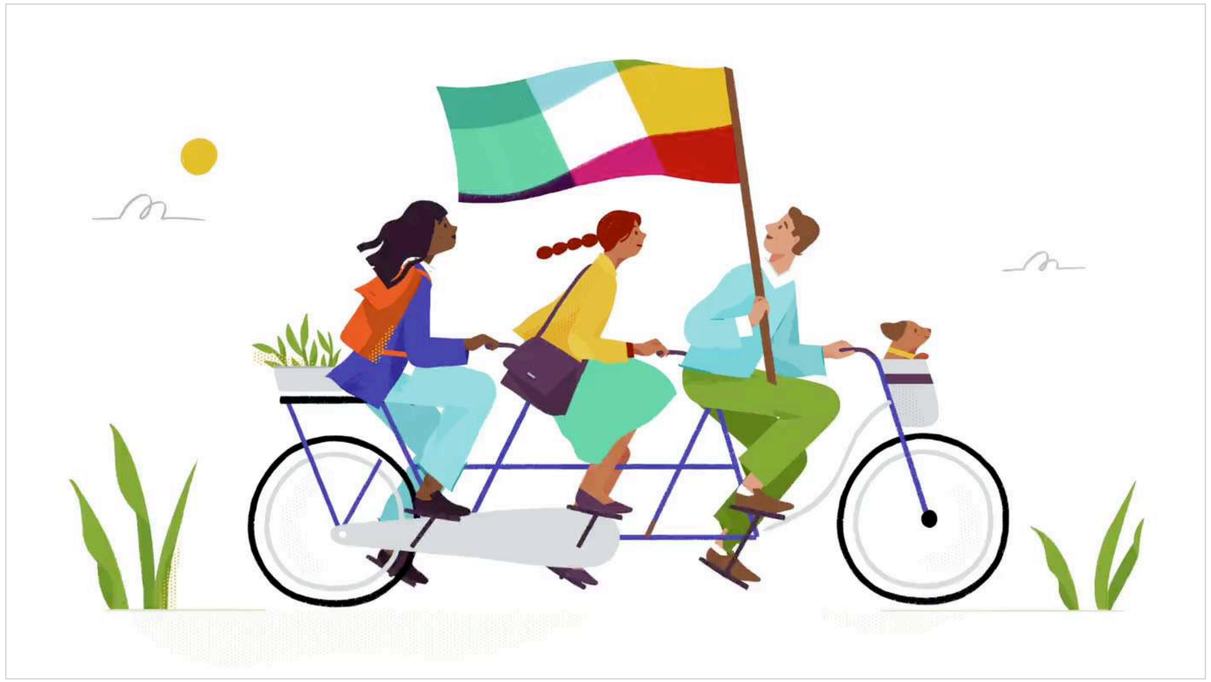
Others

その他

人材サービス ・ 投資育成

Source:istyle

5 動態營造更好的互動與體驗

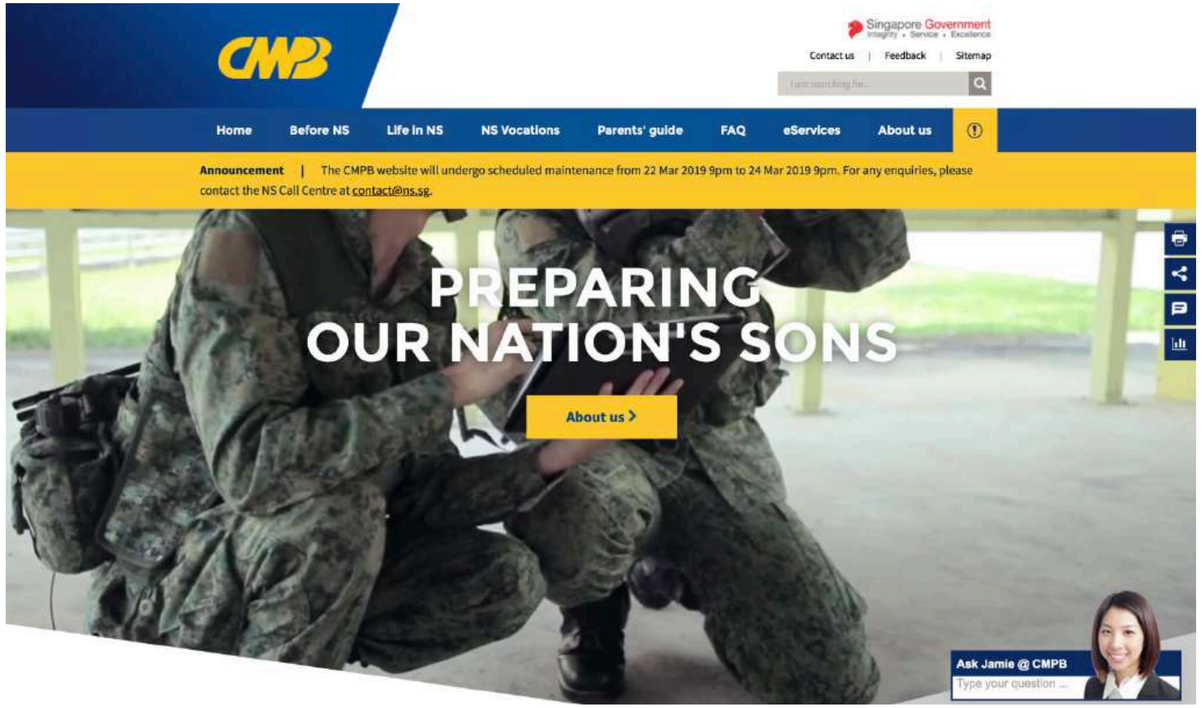


- **UENO** https://ueno.co

- **istyle Market Design Company**
  https://istyle.co.jp

- **KIKK Festival**
  https://www.kikk.be/2018/en/home

6 讓影片為你說故事



● **CWPB (The Central Manpower Base)**

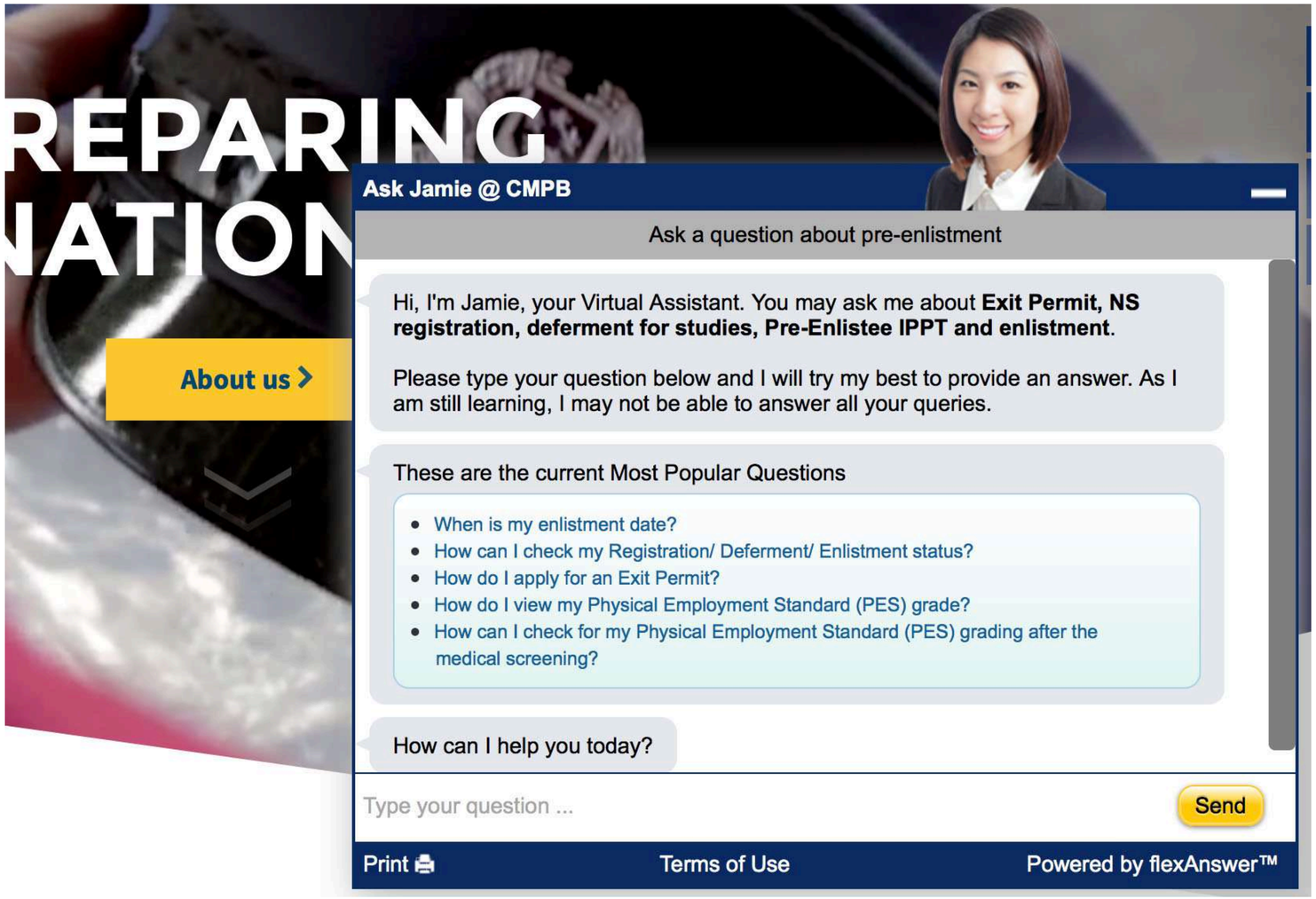
https://www.cmpb.gov.sg/web/portal/cmpb/home/



● **大阪美術專門學校**

https://www.bisen.ac.jp

7 小幫手的加入提高網站效率

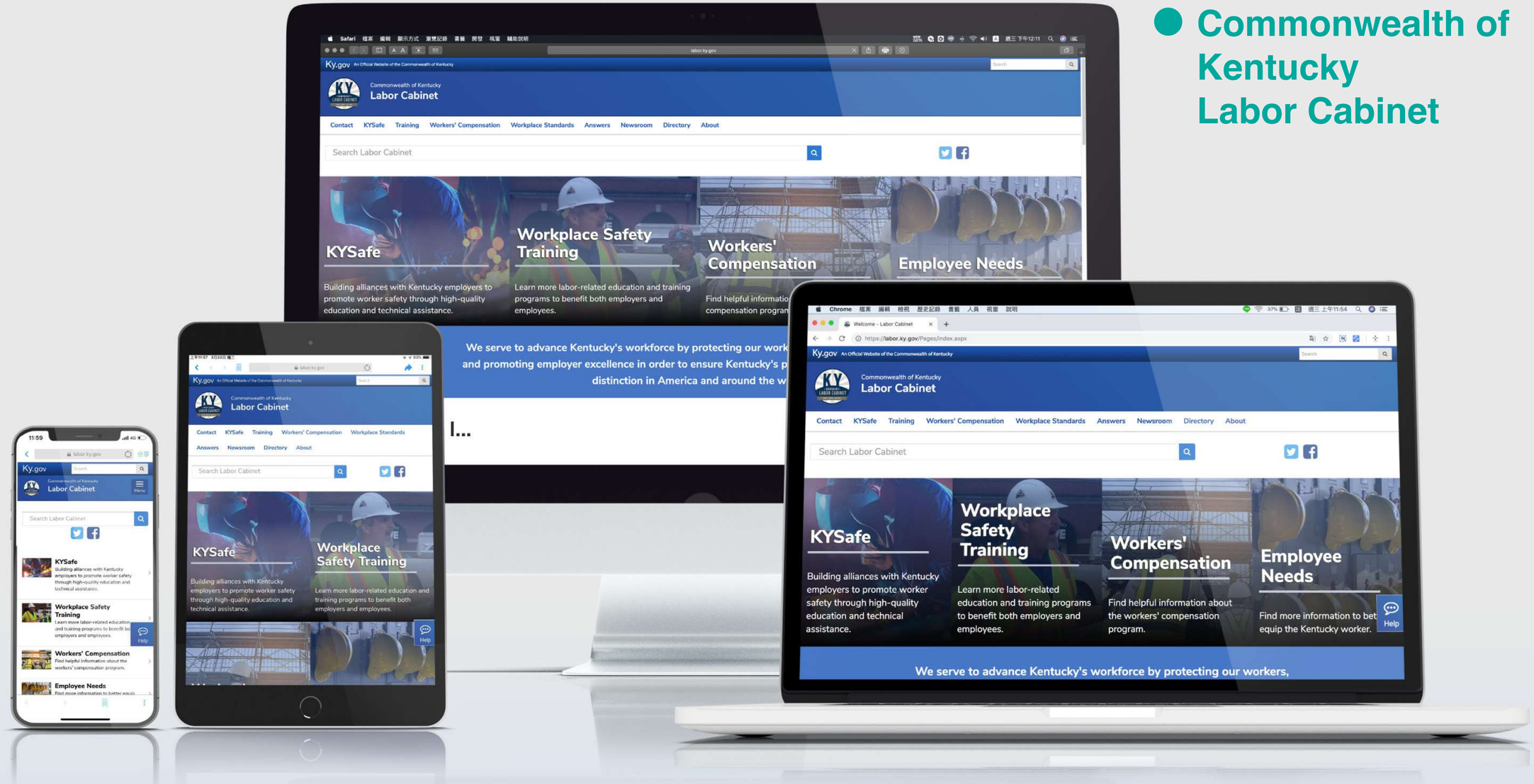


- **CWPB (The Central Manpower Base)**

https://www.cmpb.gov.sg/web/portal/cmpb/home/

8 響應式版面的優化

- Commonwealth of Kentucky
  Labor Cabinet



案例解析

Webby Awards與Web Awards
提供的創新趨勢案例

VISION DESIGN



什麼是
Webby Awards與Web Awards？

Webby Awards 有網路界的奧斯卡獎美名，

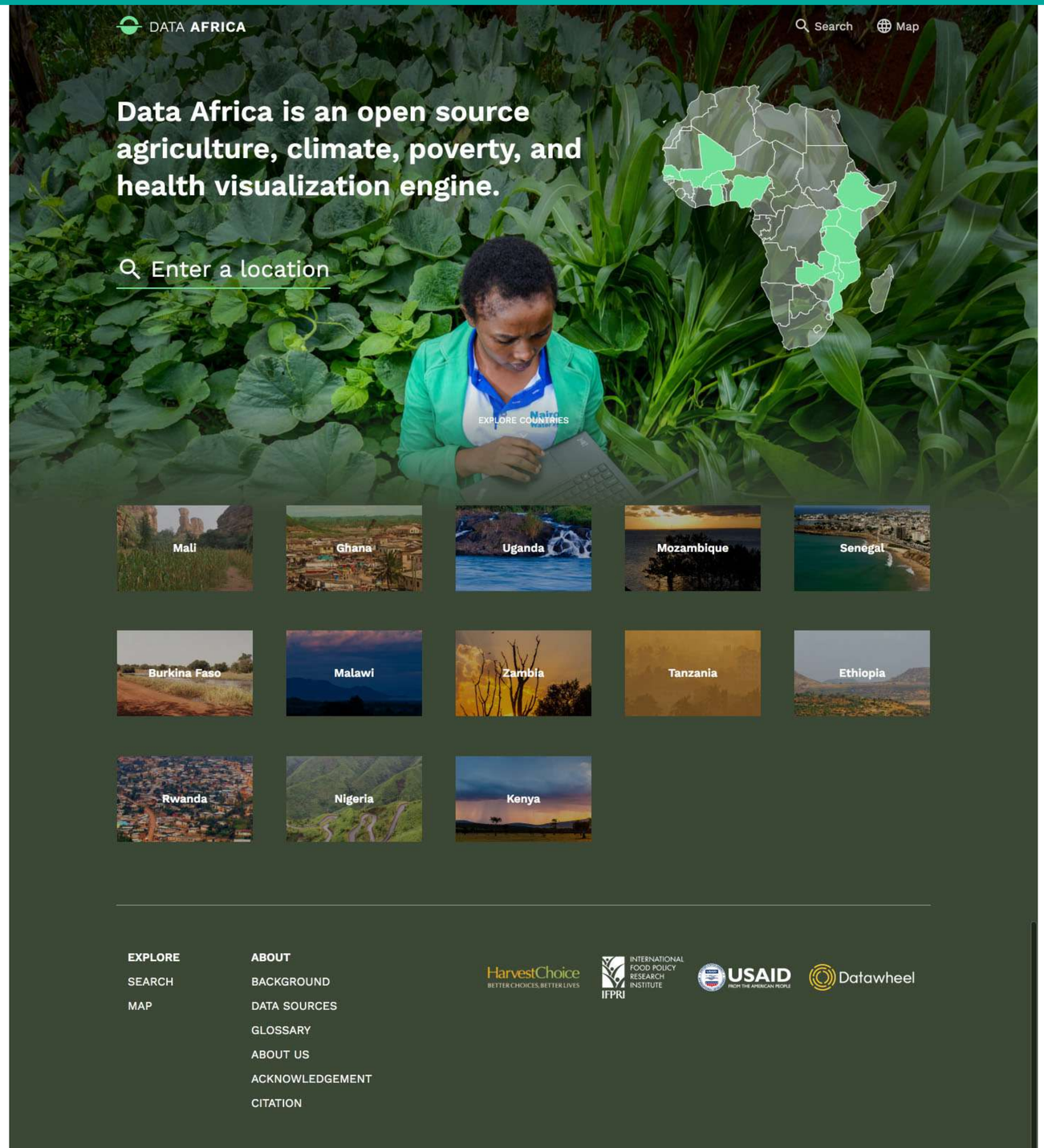
而 Web Awards 更著重於網站的專業度！

2018 Webby Awards Winner

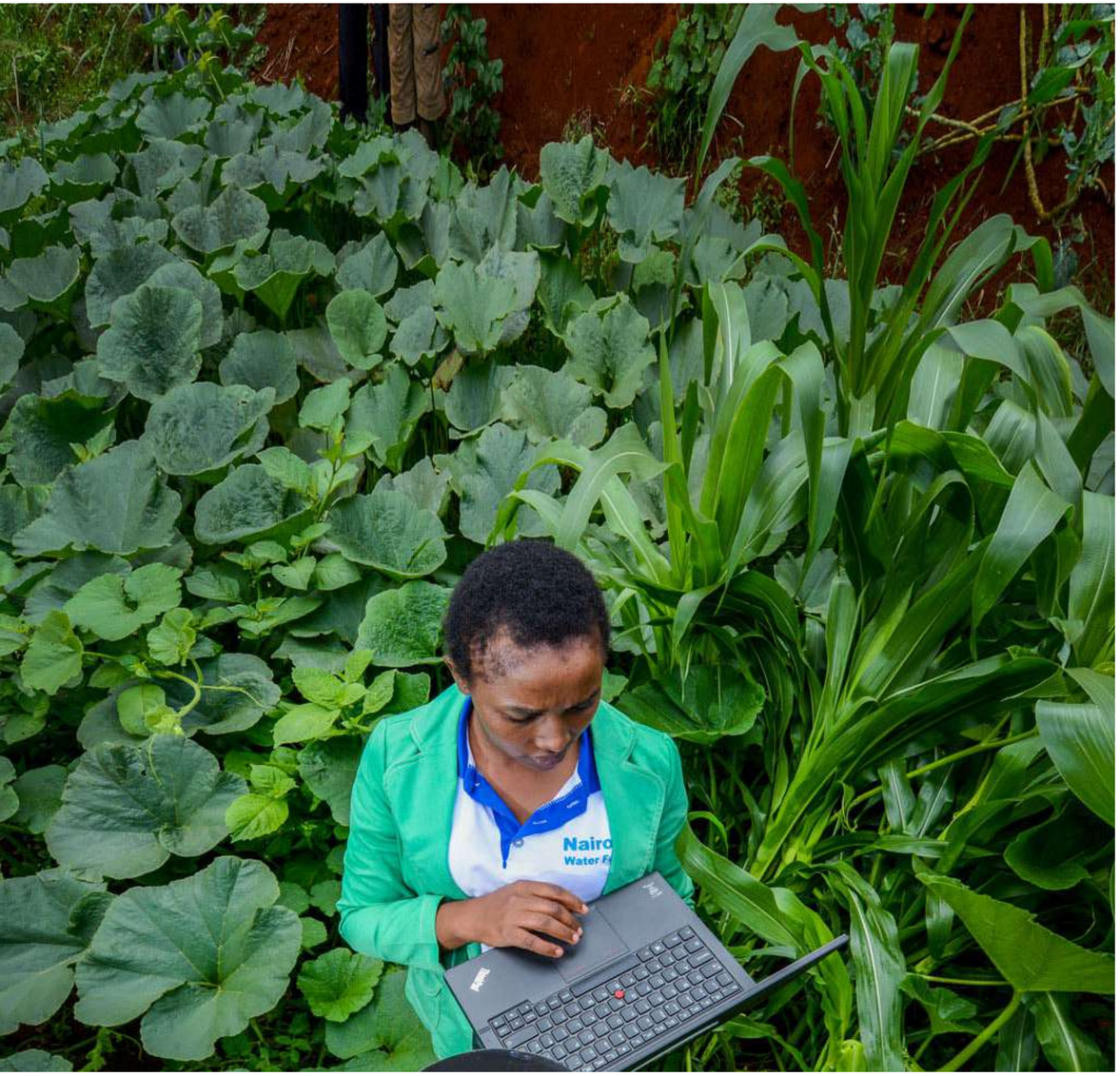
DATA AFRICA

https://dataafrica.io

Data Africa 是一個呈現非洲個區域地理狀況的網站，直接地呈現了主要內容，對於專案計畫本身的描述被放在次要的層級。網站頁面上使用了許多清楚易懂易用的視覺圖表來闡述各類型的議題。



1 視覺風格表現



INTRODUCTION

AGRICULTURE

CLIMATE

HEALTH

POVERTY

Malawi

MOST HARVESTED CROP IN 2005

Maize

POVERTY HEADCOUNT RATIO $1.90/DAY (2011 PPP) IN 2010

69%

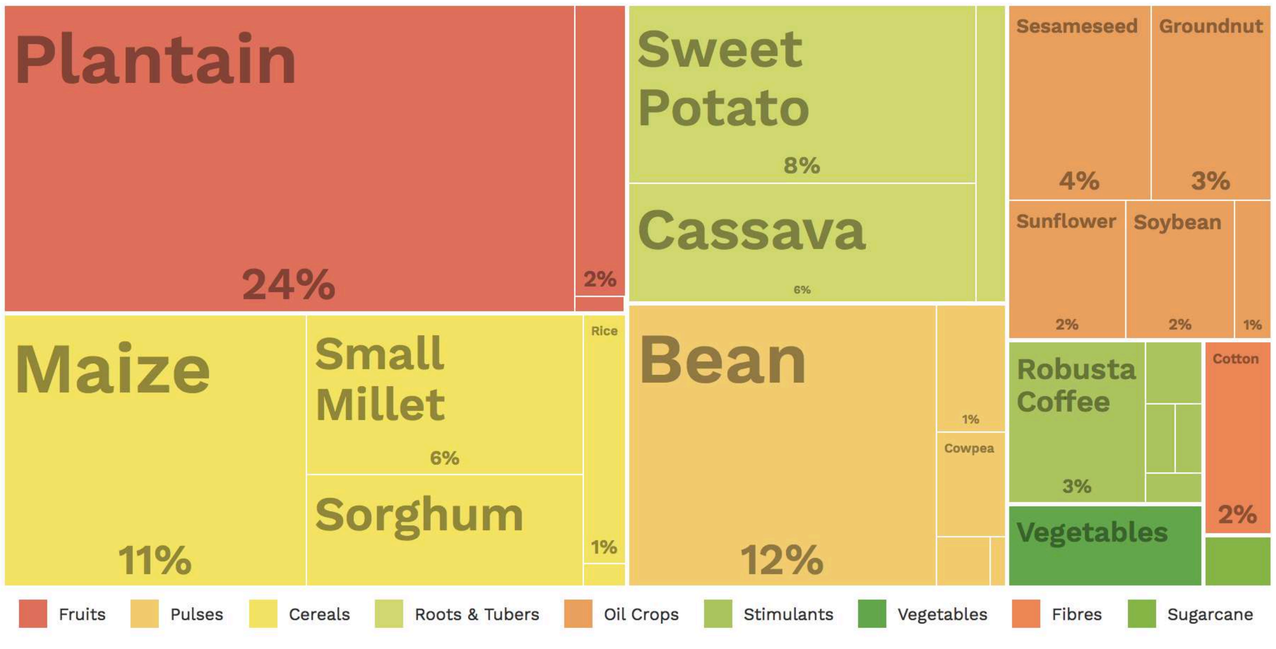
MOST ACUTE CONDITION AMONG CHILDREN IN 2010

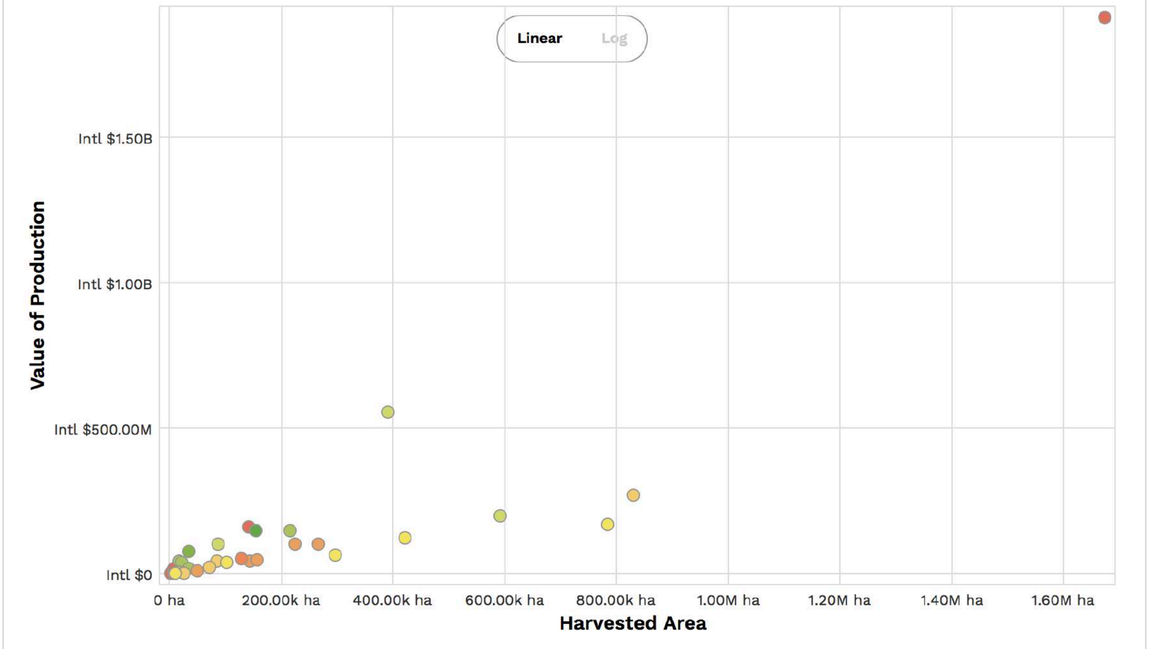
20% Severely Stunted

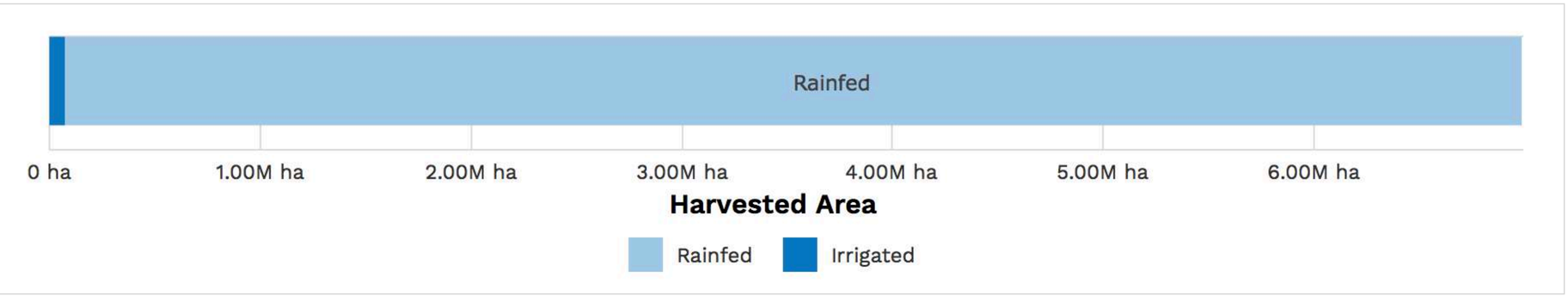
AVERAGE ANNUAL RAINFALL FROM 1990 TO 2015

952mm

2 視覺化圖表

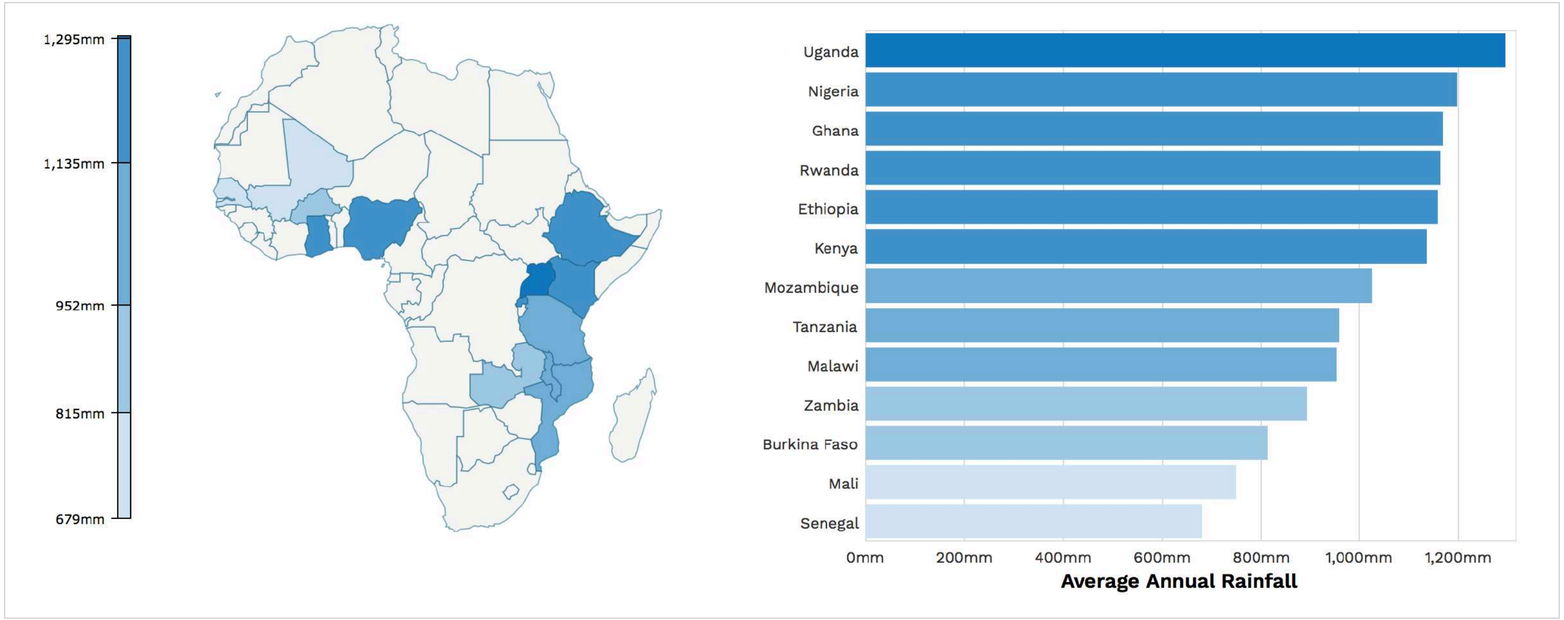




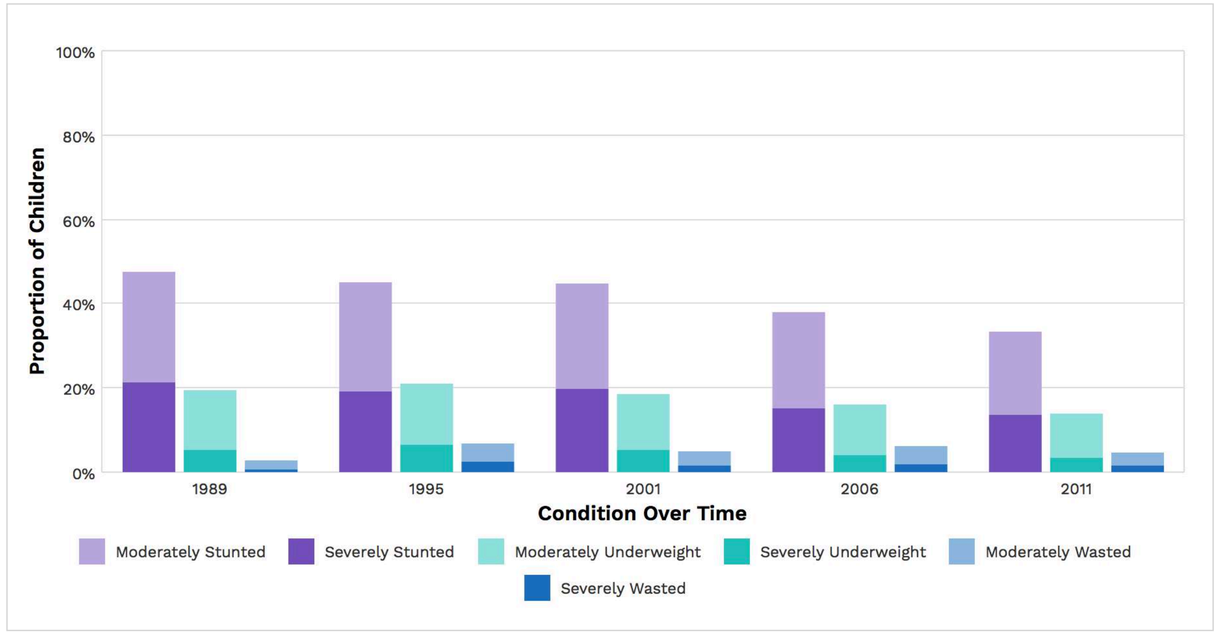


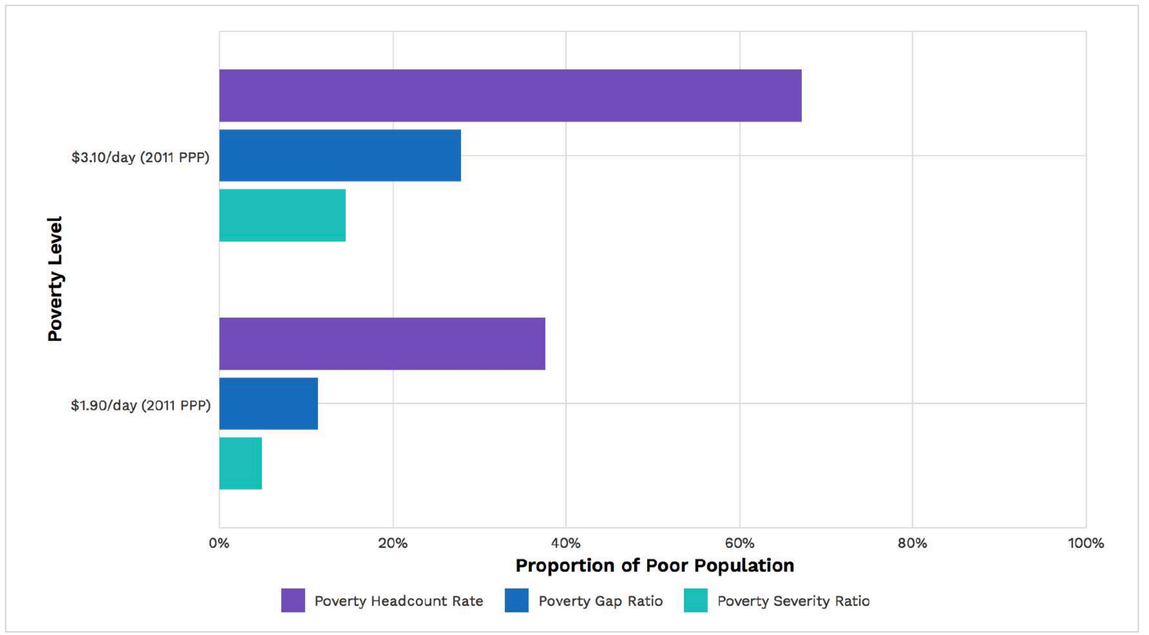
農業相關資訊圖表

VISION DESIGN



衛生、困乏狀況相關資訊圖表

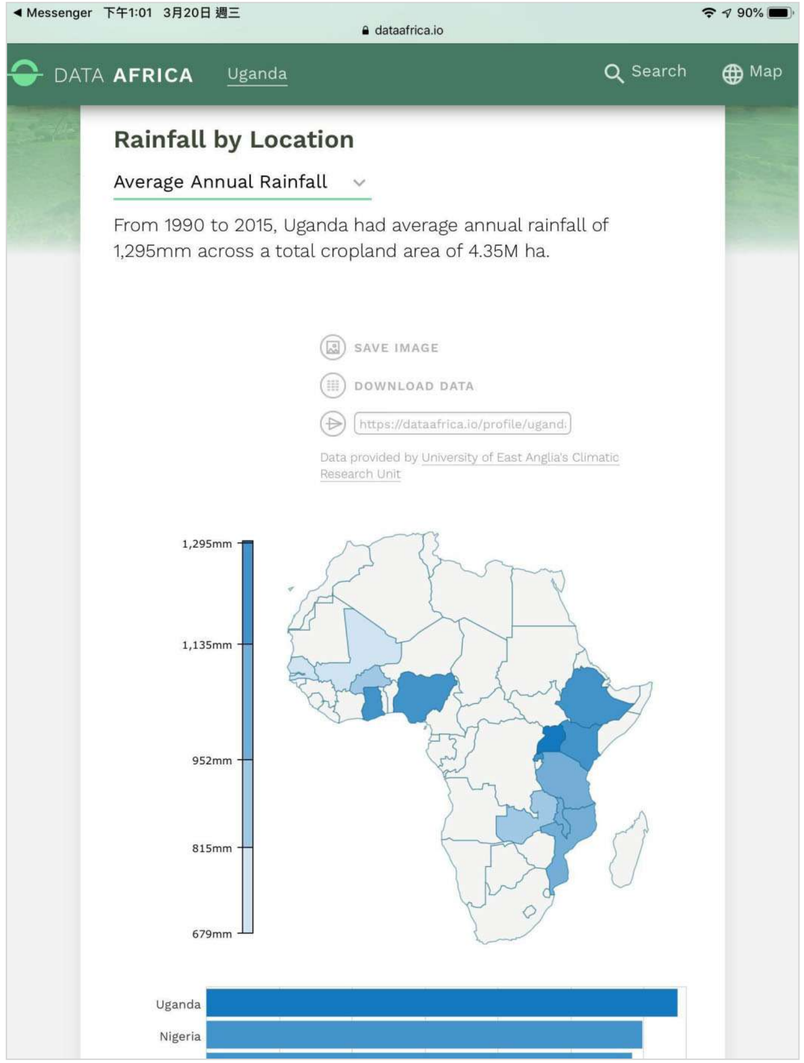




3 響應式表現

iPAD


下午12:59 3月20日 週三
90%
dataafrica.io
DATA AFRICA
Search
Map
Data Africa is an open source agriculture, climate, poverty, and health visualization engine.
Enter a location
EXPLORE COUNTRIES
Mali
Ghana
Uganda
Mozambique
Senegal

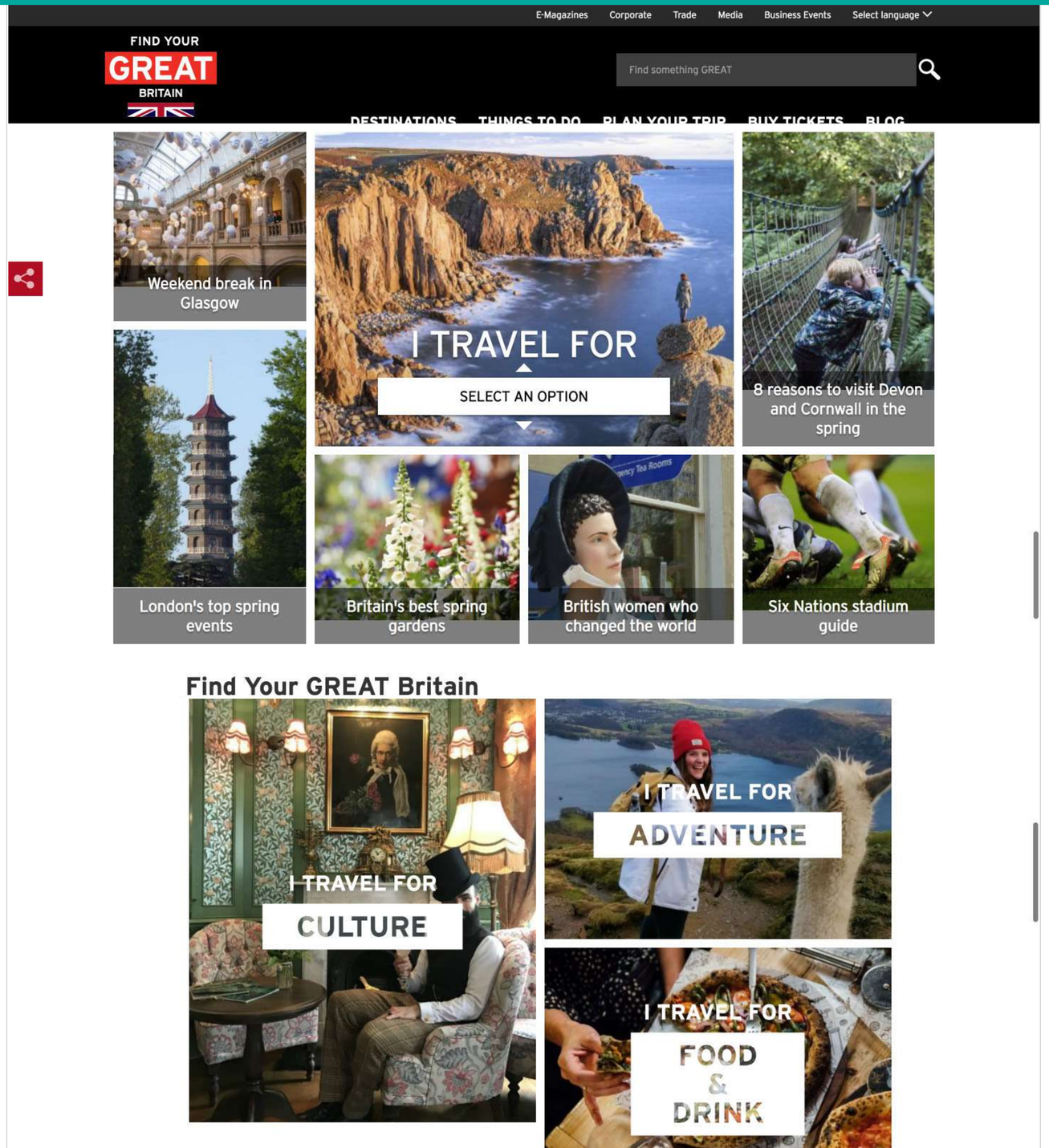

Messenger 下午1:01 3月20日 週三
90%
dataafrica.io
DATA AFRICA
Uganda
Search
Map
Rainfall by Location
Average Annual Rainfall
From 1990 to 2015, Uganda had average annual rainfall of 1,295mm across a total cropland area of 4.35M ha.
SAVE IMAGE
DOWNLOAD DATA
https://dataafrica.io/profile/ugand
Data provided by University of East Anglia's Climatic Research Unit
1,295mm
1,135mm
952mm
815mm
679mm
Uganda
Nigeria

2018 Web Awards Winner

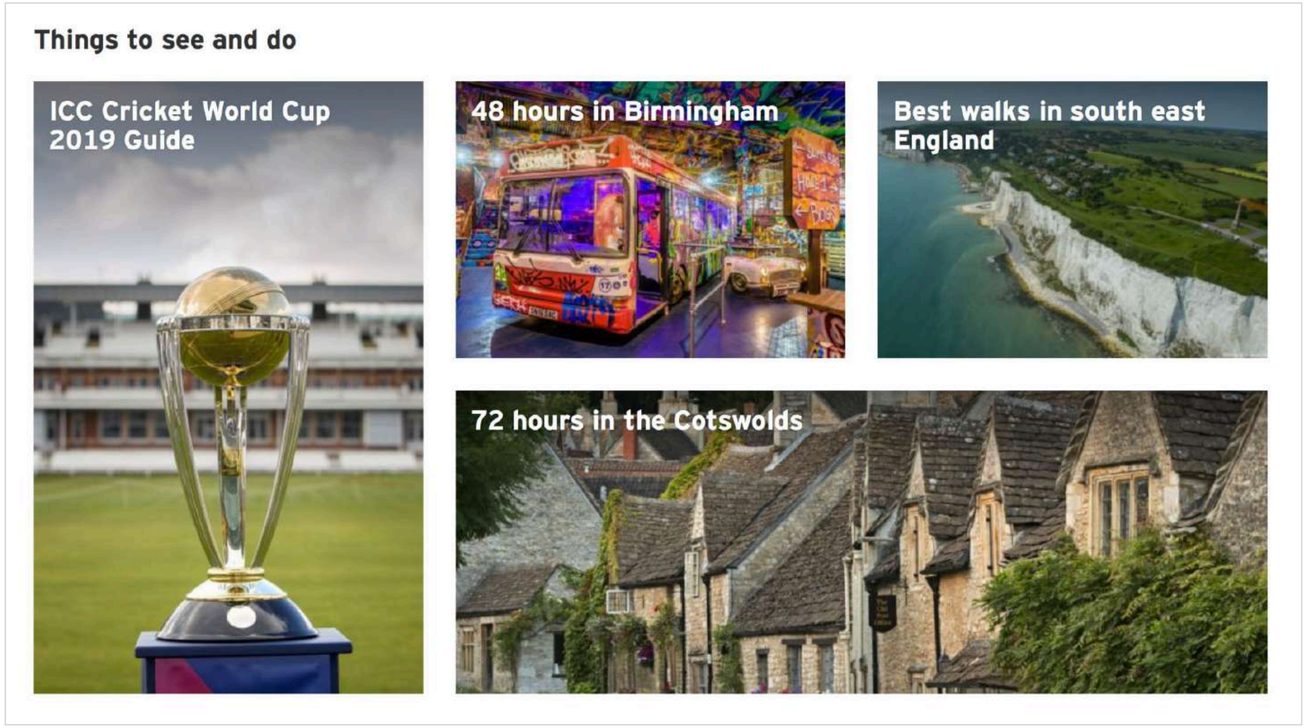
VISIT BRITAIN

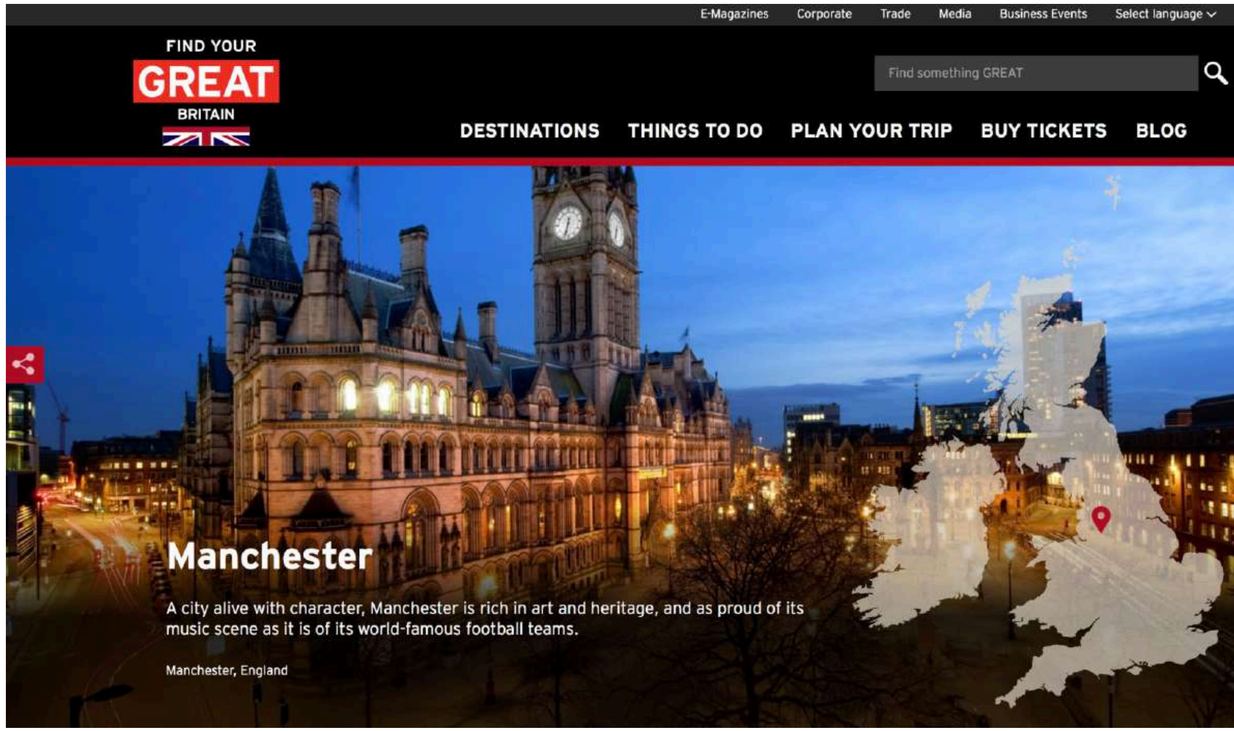
https://www.visitbritain.com/gb/en

Visit Britain 是英國旅遊導覽網站，網站資訊結構以使用者目的出發，而建構的網站，並以雜誌風格的版面塑造閱覽英國旅遊雜誌的情境。



1 視覺風格表現

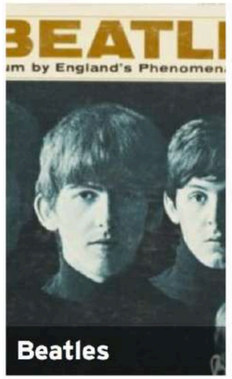

Things to see and do
ICC Cricket World Cup 2019 Guide
48 hours in Birmingham
Best walks in south east England
72 hours in the Cotswolds


E-Magazines
Corporate
Trade
Media
Business Events
Select language
FIND YOUR GREAT BRITAIN
Find something GREAT
DESTINATIONS
THINGS TO DO
PLAN YOUR TRIP
BUY TICKETS
BLOG
Manchester
A city alive with character, Manchester is rich in art and heritage, and as proud of its music scene as it is of its world-famous football teams.
Manchester, England

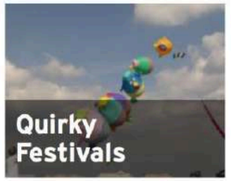

NORTHERN IRELAND
Belfast
Londonderry
Causeway Coast

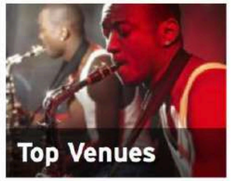

Attractions & Tours


Festival & Events


Beatles

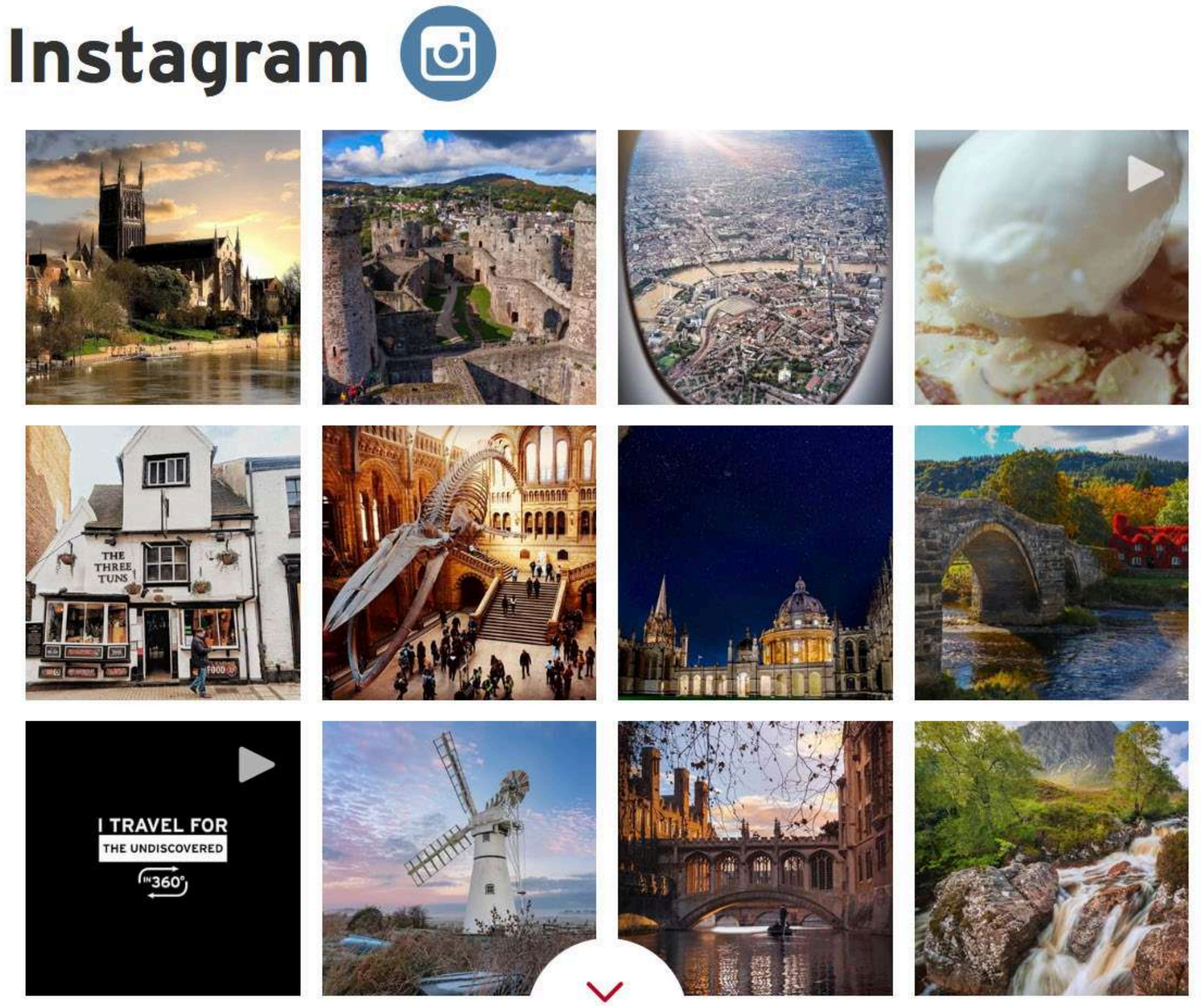

Classical Music


Quirky Festivals

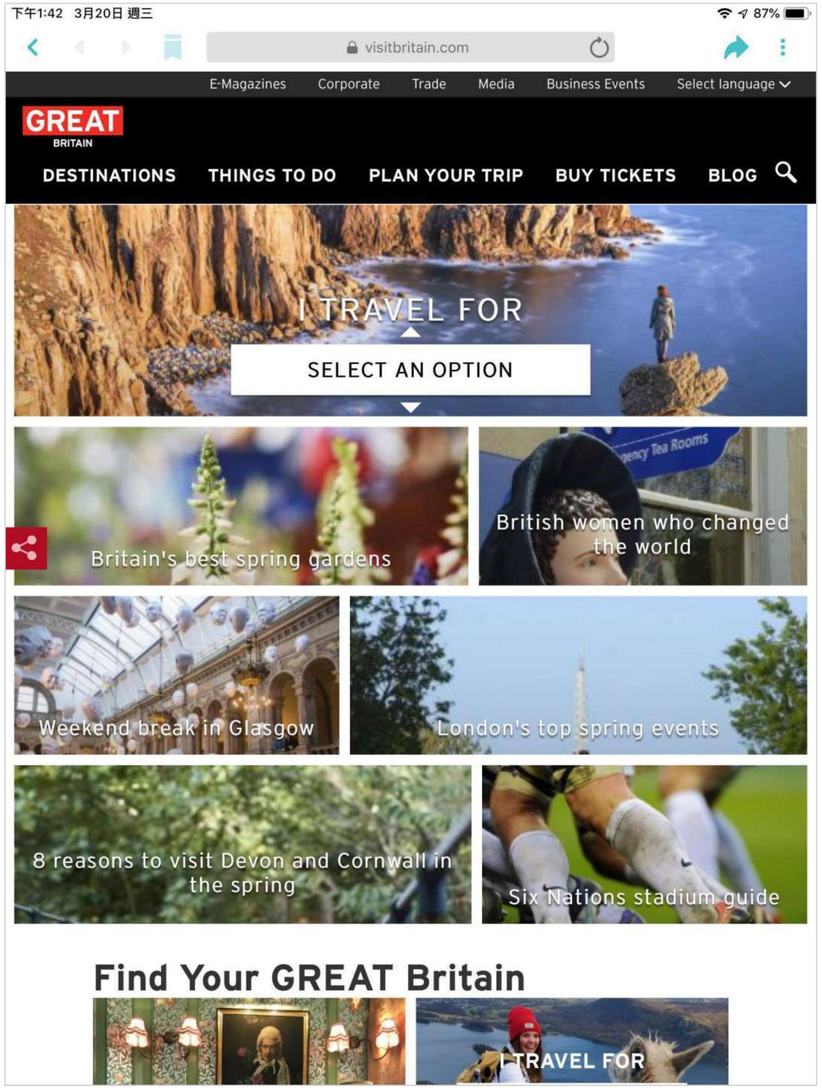

Top Venues

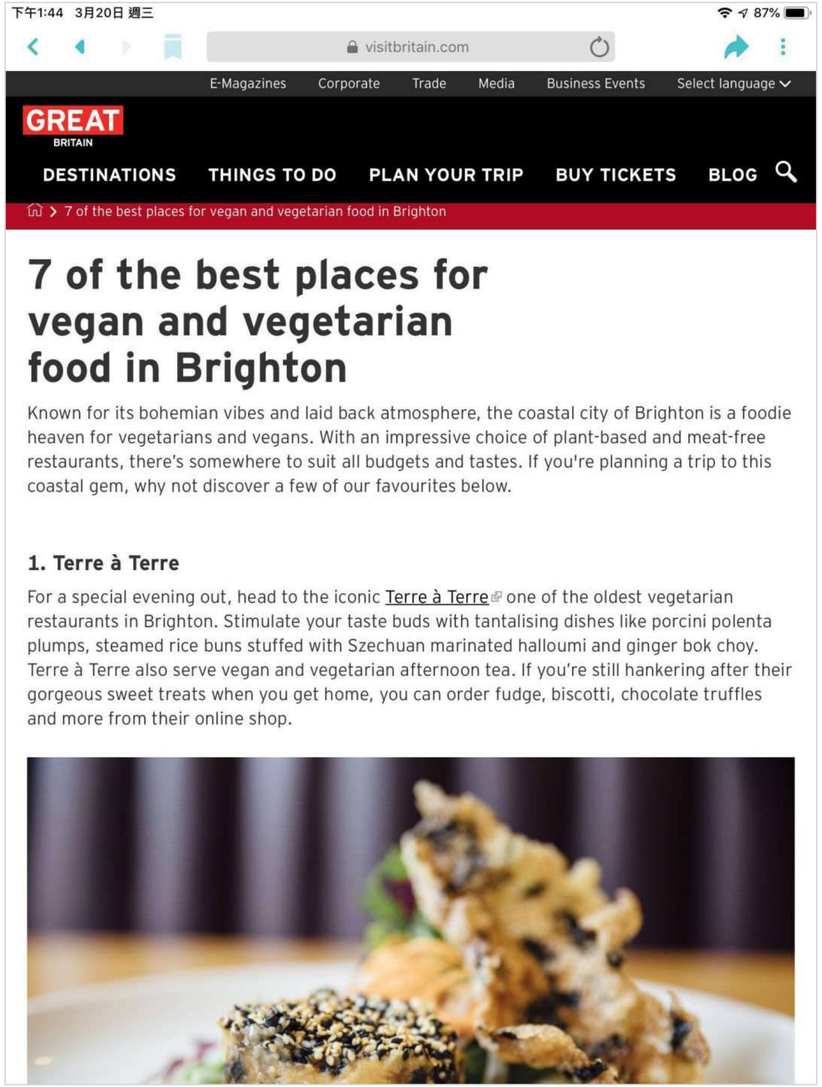

Plan your trip
Getting to Britain
Getting to Britain
Let's start at the beginning! Do you need a visa to enter the UK? What are the passport requirements, and what can you expect at UK customs and immigration? Plus, plan your travel to Britain and get top tips to make your journey even easier with our information guides. Whether you're travelling into the UK by Eurotunnel, Eurostar, coach, ferry or plane - we answer those FAQs you might have on your mind as you book your trip of a lifetime. We'll make your trip easy from the very start!

2 結合趨勢社群

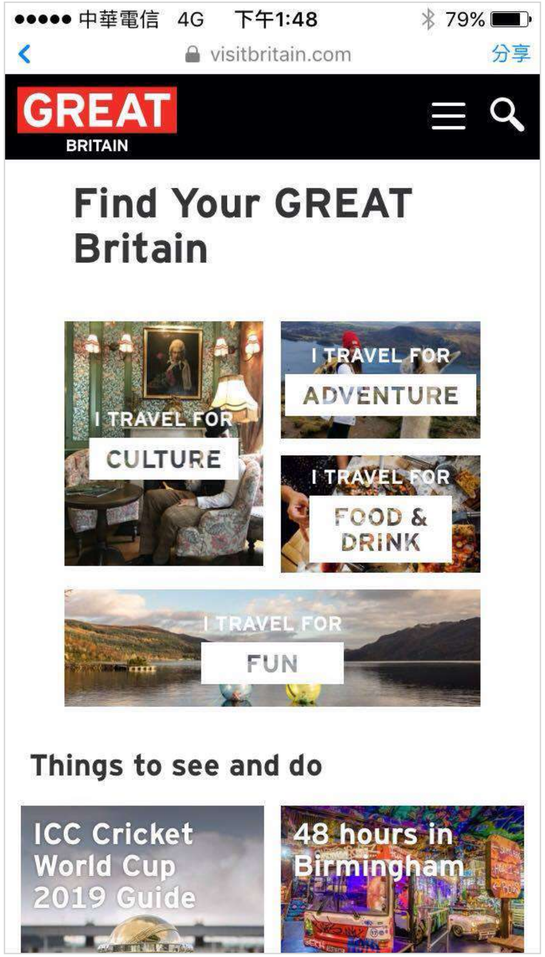

Instagram
THE THREE TUNS
I TRAVEL FOR
THE UNDISCOVERED
IN 360°

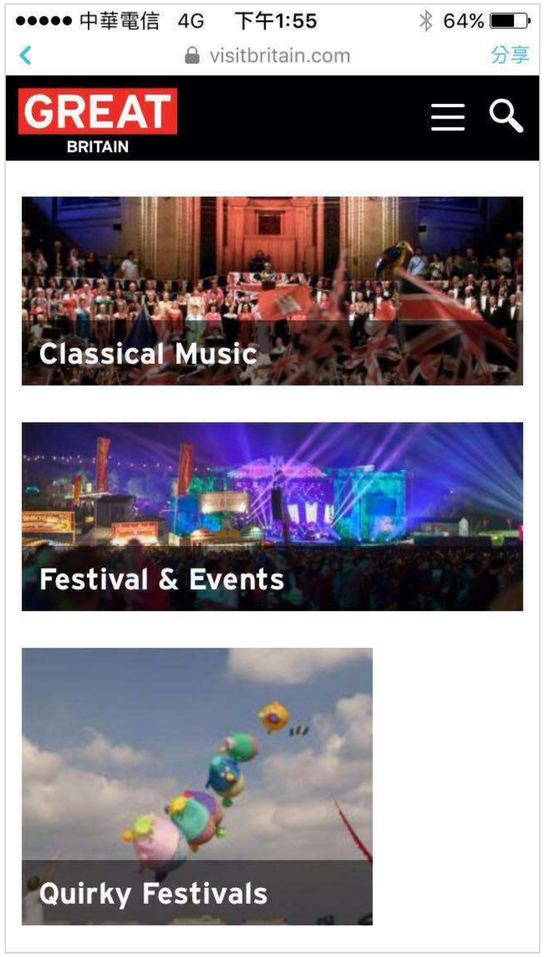
2 響應式表現


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87%
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Trade
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PLAN YOUR TRIP
BUY TICKETS
BLOG
I TRAVEL FOR
SELECT AN OPTION
Britain's best spring gardens
British women who changed the world
Weekend break in Glasgow
London's top spring events
8 reasons to visit Devon and Cornwall in the spring
Six Nations stadium guide
Find Your GREAT Britain
I TRAVEL FOR

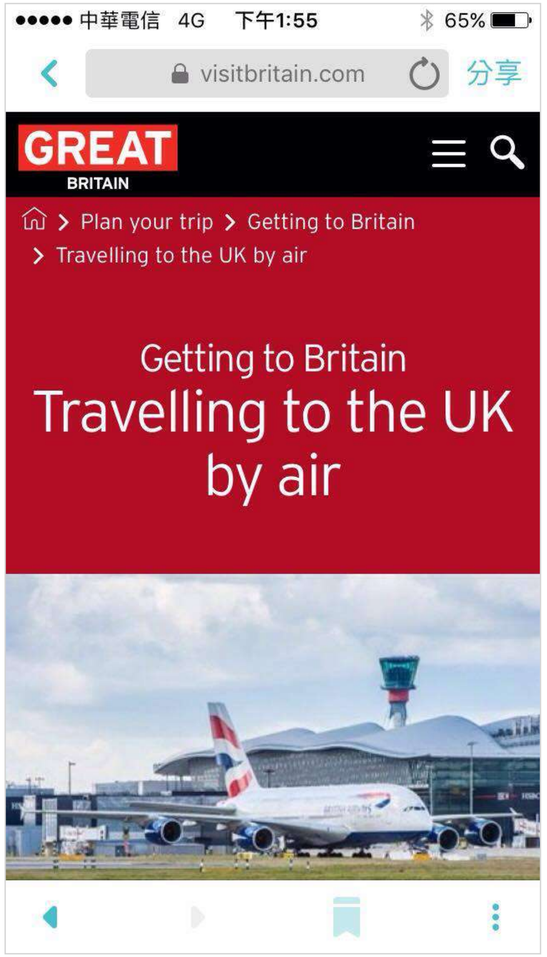

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87%
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Media
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Select language
GREAT
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DESTINATIONS
THINGS TO DO
PLAN YOUR TRIP
BUY TICKETS
BLOG
7 of the best places for vegan and vegetarian food in Brighton
7 of the best places for vegan and vegetarian food in Brighton
Known for its bohemian vibes and laid back atmosphere, the coastal city of Brighton is a foodie heaven for vegetarians and vegans. With an impressive choice of plant-based and meat-free restaurants, there's somewhere to suit all budgets and tastes. If you're planning a trip to this coastal gem, why not discover a few of our favourites below.
1. Terre à Terre
For a special evening out, head to the iconic Terre à Terre one of the oldest vegetarian restaurants in Brighton. Stimulate your taste buds with tantalising dishes like porcini polenta plumps, steamed rice buns stuffed with Szechuan marinated halloumi and ginger bok choy. Terre à Terre also serve vegan and vegetarian afternoon tea. If you're still hankering after their gorgeous sweet treats when you get home, you can order fudge, biscotti, chocolate truffles and more from their online shop.

iPad


●●●●● 中華電信 4G 下午1:48 79%
visitbritain.com
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Find Your GREAT Britain
I TRAVEL FOR CULTURE
I TRAVEL FOR ADVENTURE
I TRAVEL FOR FOOD & DRINK
I TRAVEL FOR FUN
Things to see and do
ICC Cricket World Cup 2019 Guide
48 hours in Birmingham


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visitbritain.com
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GREAT BRITAIN
Classical Music
Festival & Events
Quirky Festivals


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visitbritain.com
分享
GREAT BRITAIN
England > East of England > Cambridge
Cambridge
Boasting one of the world's most prestigious universities, Cambridge is a town brimming with history, tradition and scholarly charm.
Punting on the River Cam, Cambridge, England © VisitEngland/Iain Lewis


●●●●● 中華電信 4G 下午1:55 65%
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分享
GREAT BRITAIN
Plan your trip > Getting to Britain > Travelling to the UK by air
Getting to Britain
Travelling to the UK by air

iPhone 5s

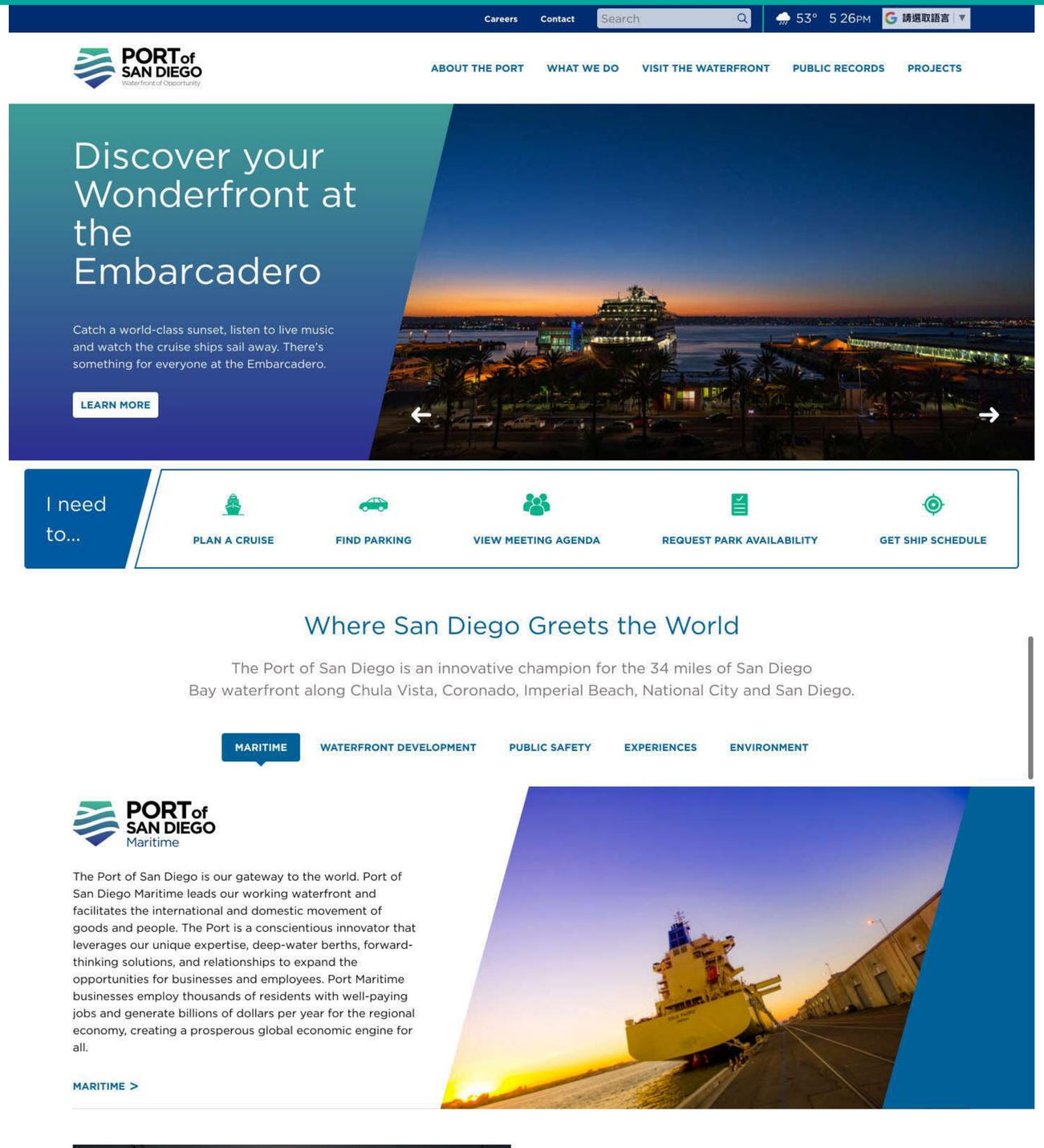
2018 Web Awards Winner

PORT OF SAN DIEGO

https://www.portofsandiego.org

Port of San Diego 網站是聖地牙哥港口的網站，目標對象囊括了觀光旅遊、工作和運輸等。

整體視覺由港口的Logo延伸整體風格，將顏色、造型，甚至是照片精心挑選與造型一致的視覺語言。



1 視覺風格表現



I need to...

PLAN A CRUISE

FIND PARKING

VIEW MEETING AGENDA

REQUEST PARK AVAILABILITY

PORT of SAN DIEGO
Waterfront of Opportunity

Bulk Commodities

Bulk cargo ships a little differently than your standard container – requiring special skills, equipment and attention to detail.

VIEW BULK COMMODITIES >



Harbor Drive Multimodal Corridor Study

The Port is a planning study to examine how people use Harbor Drive, address existing issues and challenges, and identify opportunities for improvement.

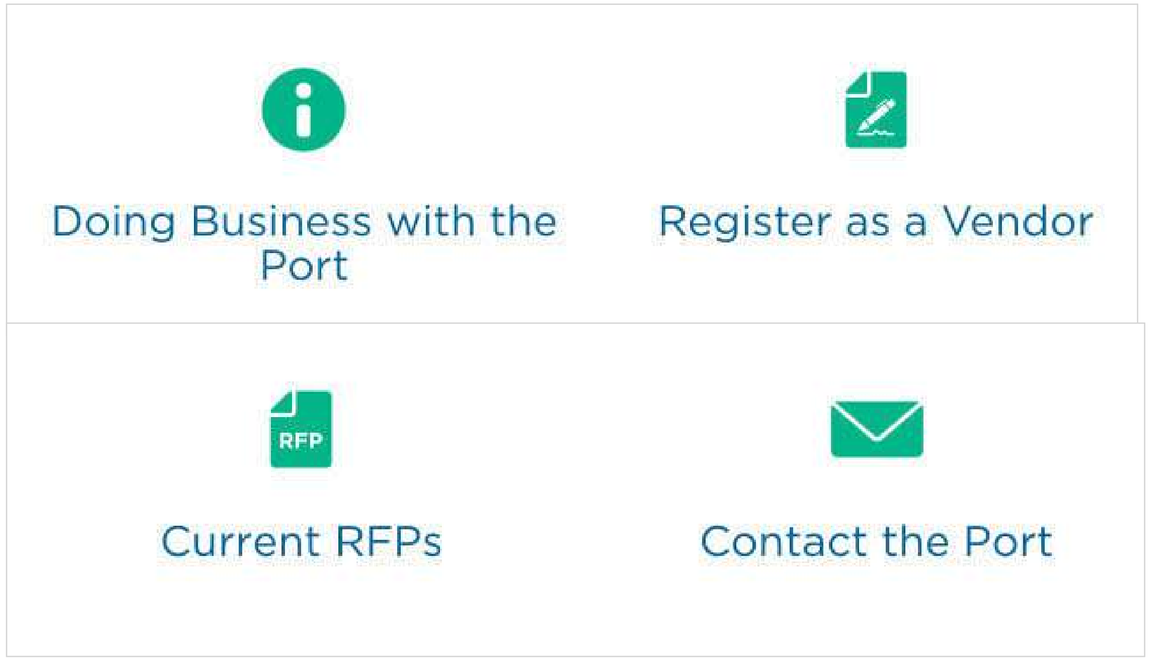
CLICK HERE TO LEARN MORE





2 圖像與數字輔助文字

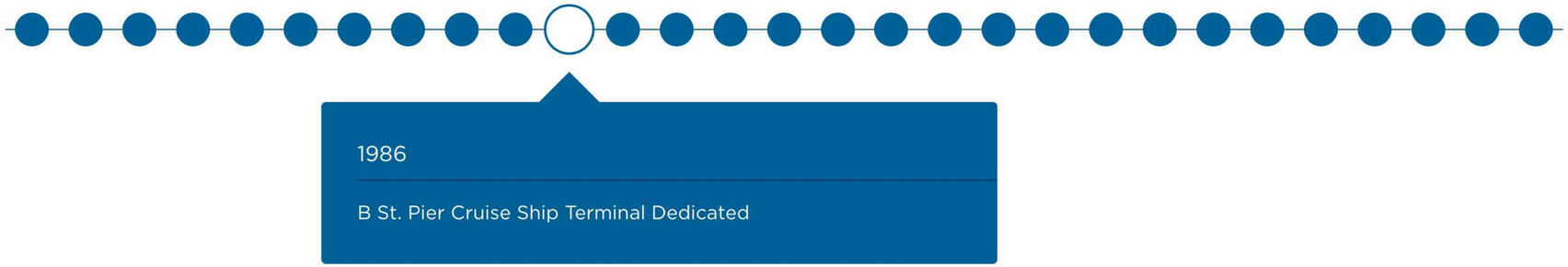

I need to...
PLAN A CRUISE
FIND PARKING
VIEW MEETING AGENDA
REQUEST PARK AVAILABILITY
GET SHIP SCHEDULE


Doing Business with the Port
Register as a Vendor
RFP
Current RFPs
Contact the Port


Creating prosperity and a remarkable way of life.
34
miles of waterfront
44,300+
jobs
$9.4
billion total impact
SEE ECONOMIC IMPACT >

Historical Port of San Diego Highlights

VIEW AS LIST



1986

B St. Pier Cruise Ship Terminal Dedicated

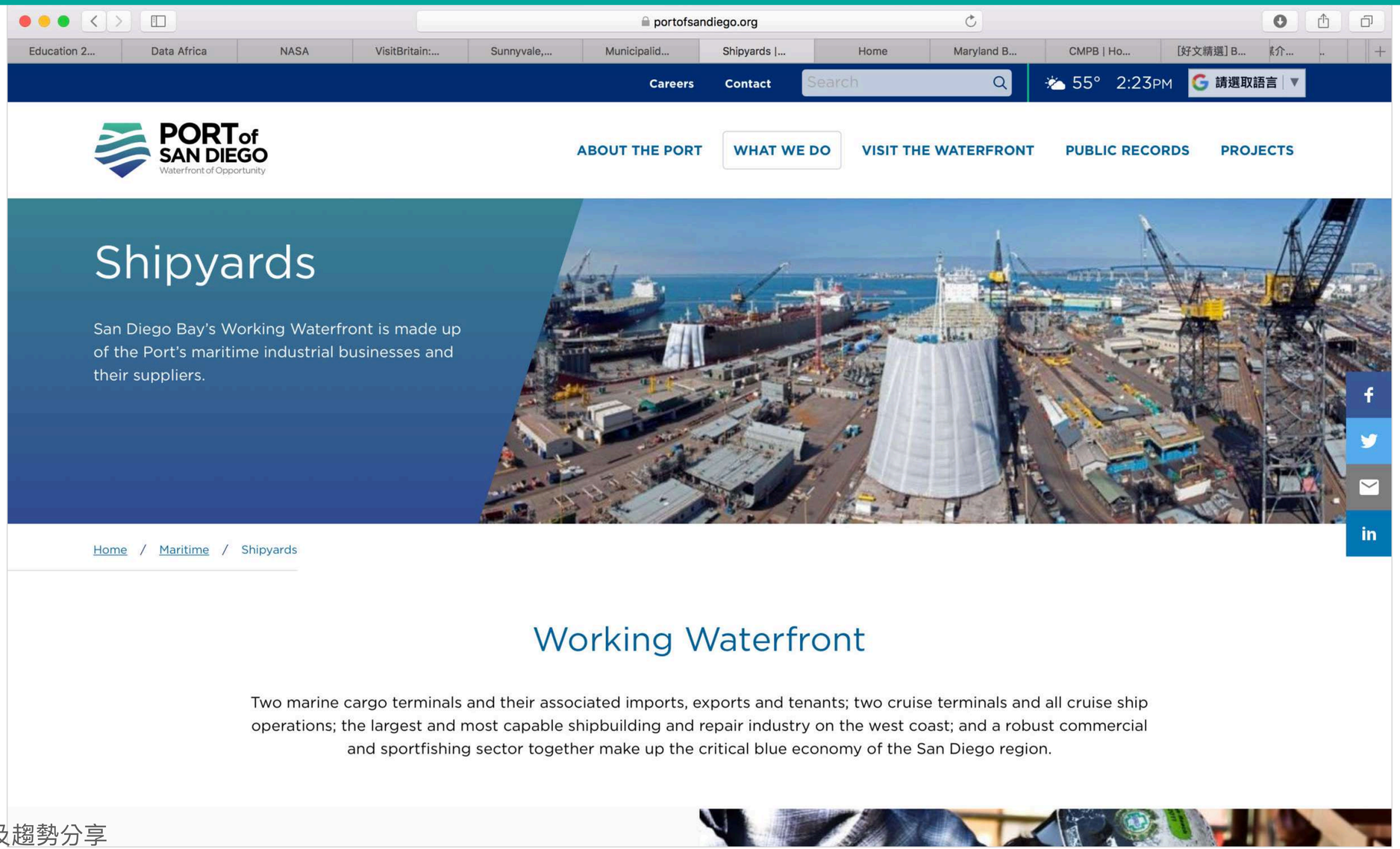


2012

Chula Vista Bayfront Master Plan approved

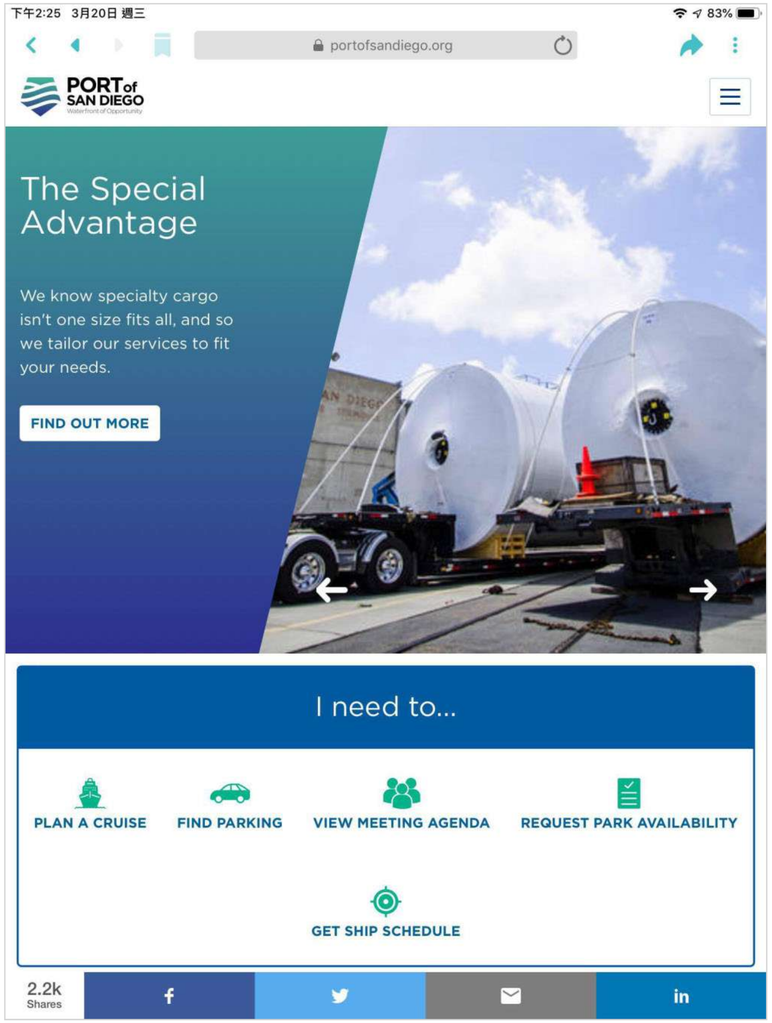
3 響應式表現

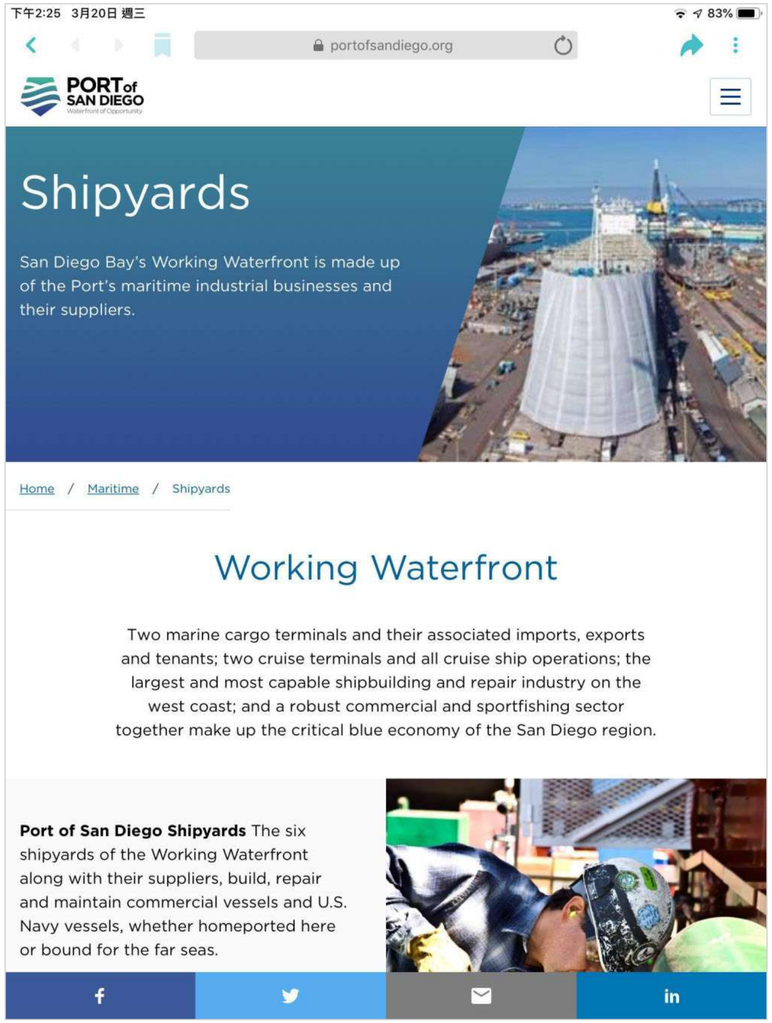
Mac

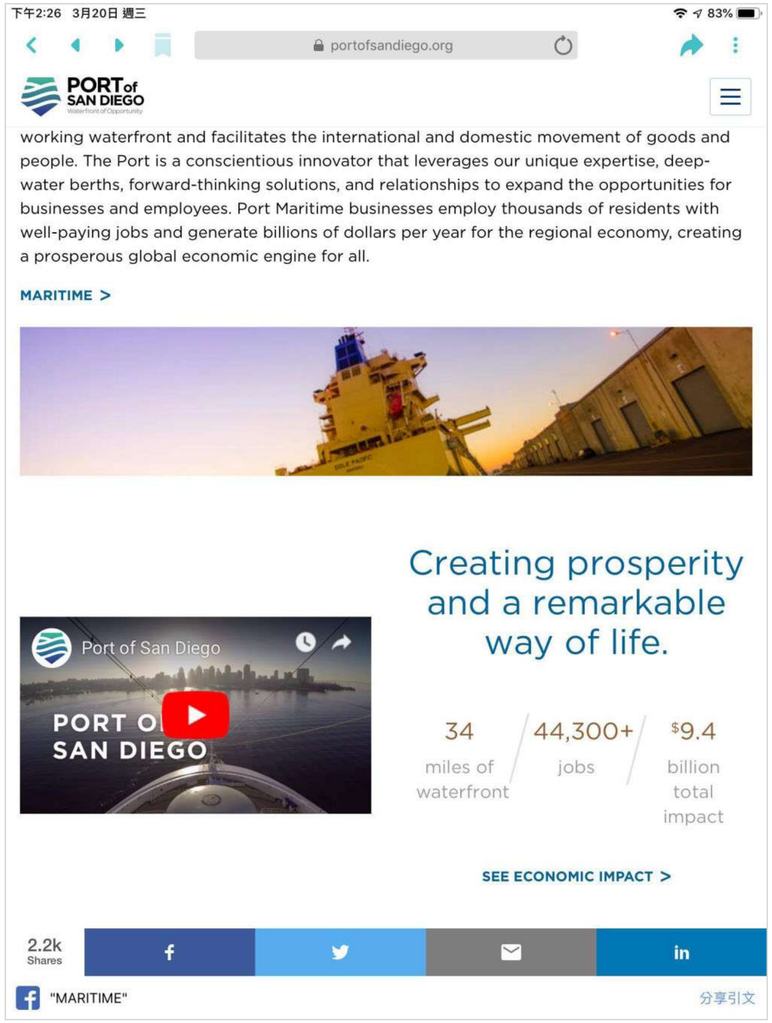

portofsandiego.org
Education 2...
Data Africa
NASA
VisitBritain:...
Sunnyvale,...
Municipalid...
Shipyards |...
Home
Maryland B...
CMPB | Ho...
[好文精選] B...
Careers
Contact
Search
55°
2:23PM
請選取語言
PORT of SAN DIEGO
Waterfront of Opportunity
ABOUT THE PORT
WHAT WE DO
VISIT THE WATERFRONT
PUBLIC RECORDS
PROJECTS
Shipyards
San Diego Bay's Working Waterfront is made up of the Port's maritime industrial businesses and their suppliers.
Home / Maritime / Shipyards
Working Waterfront
Two marine cargo terminals and their associated imports, exports and tenants; two cruise terminals and all cruise ship operations; the largest and most capable shipbuilding and repair industry on the west coast; and a robust commercial and sportfishing sector together make up the critical blue economy of the San Diego region.

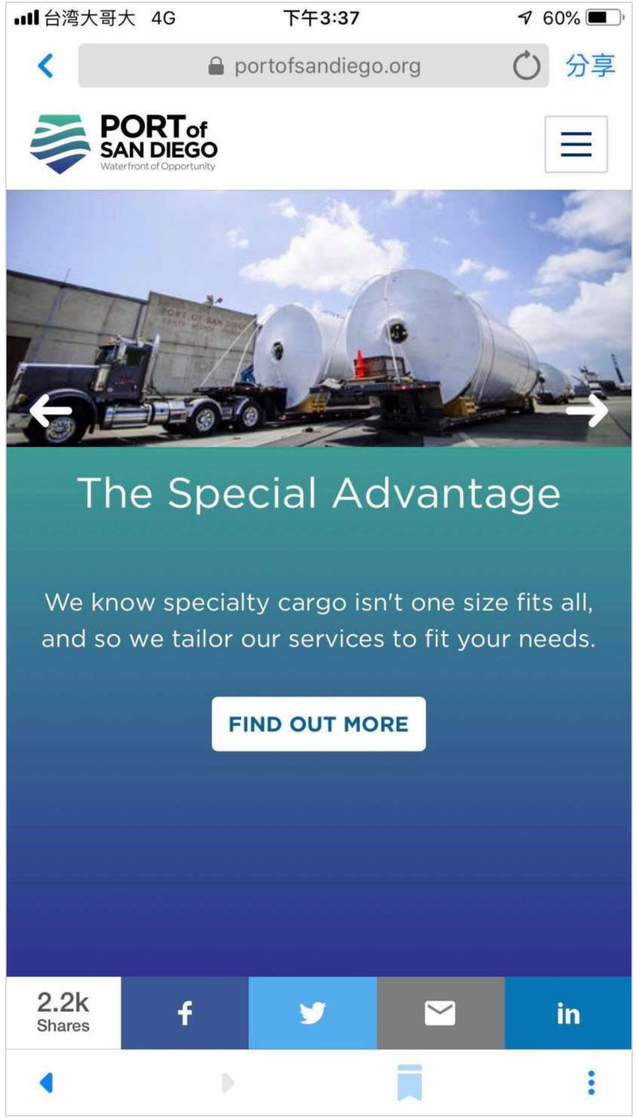
3 響應式表現

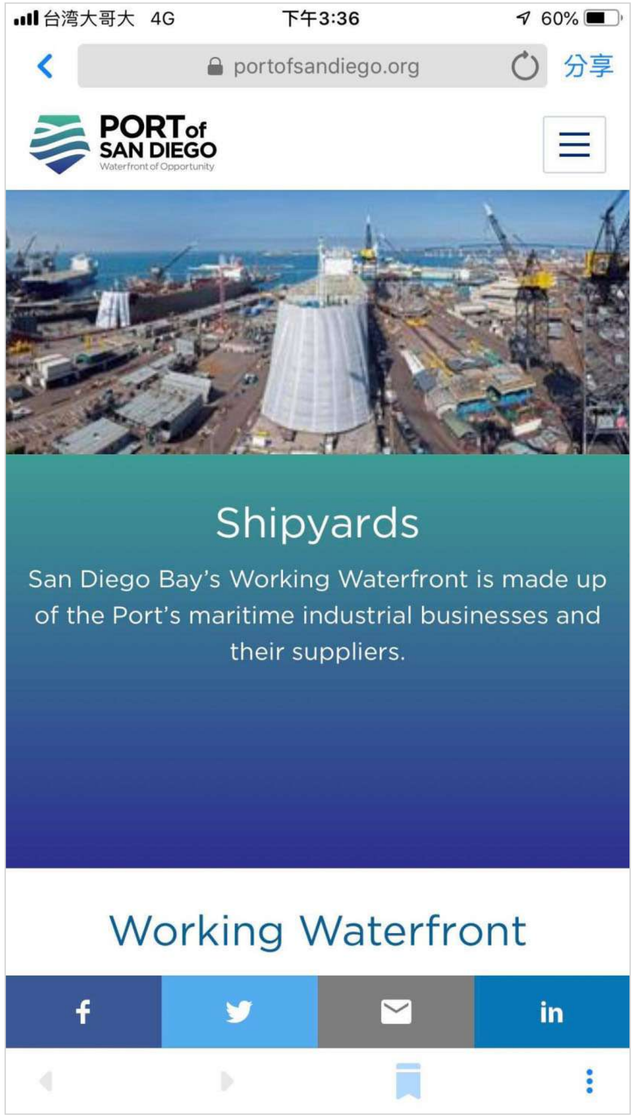
iPad

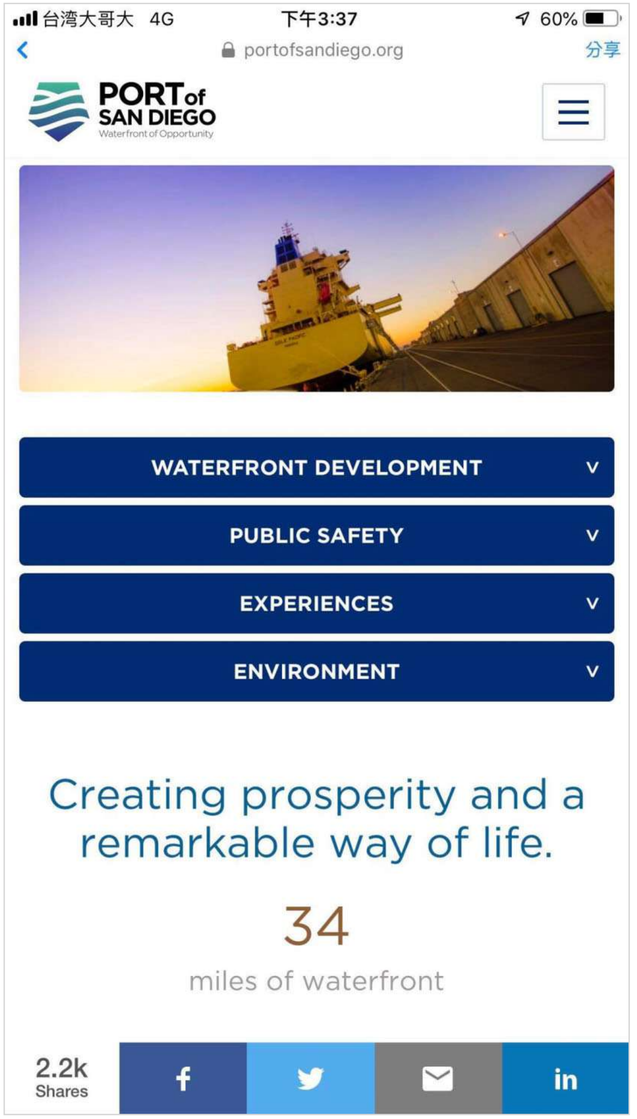

下午2:25 3月20日 週三
83%
portofsandiego.org
PORT of SAN DIEGO
The Special Advantage
We know specialty cargo isn't one size fits all, and so we tailor our services to fit your needs.
FIND OUT MORE
I need to...
PLAN A CRUISE
FIND PARKING
VIEW MEETING AGENDA
REQUEST PARK AVAILABILITY
GET SHIP SCHEDULE
2.2k Shares


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portofsandiego.org
PORT of SAN DIEGO
Shipyards
San Diego Bay's Working Waterfront is made up of the Port's maritime industrial businesses and their suppliers.
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Two marine cargo terminals and their associated imports, exports and tenants; two cruise terminals and all cruise ship operations; the largest and most capable shipbuilding and repair industry on the west coast; and a robust commercial and sportfishing sector together make up the critical blue economy of the San Diego region.
Port of San Diego Shipyards The six shipyards of the Working Waterfront along with their suppliers, build, repair and maintain commercial vessels and U.S. Navy vessels, whether homeported here or bound for the far seas.


下午2:26 3月20日 週三
83%
portofsandiego.org
PORT of SAN DIEGO
working waterfront and facilitates the international and domestic movement of goods and people. The Port is a conscientious innovator that leverages our unique expertise, deep-water berths, forward-thinking solutions, and relationships to expand the opportunities for businesses and employees. Port Maritime businesses employ thousands of residents with well-paying jobs and generate billions of dollars per year for the regional economy, creating a prosperous global economic engine for all.
MARITIME >
Port of San Diego
Creating prosperity and a remarkable way of life.
34 miles of waterfront
44,300+ jobs
$9.4 billion total impact
SEE ECONOMIC IMPACT >
2.2k Shares
"MARITIME"
分享引文







iPhone 8 Plus

D

視覺溝通與視覺風格

資訊結構、資訊圖像化、ICON的表現

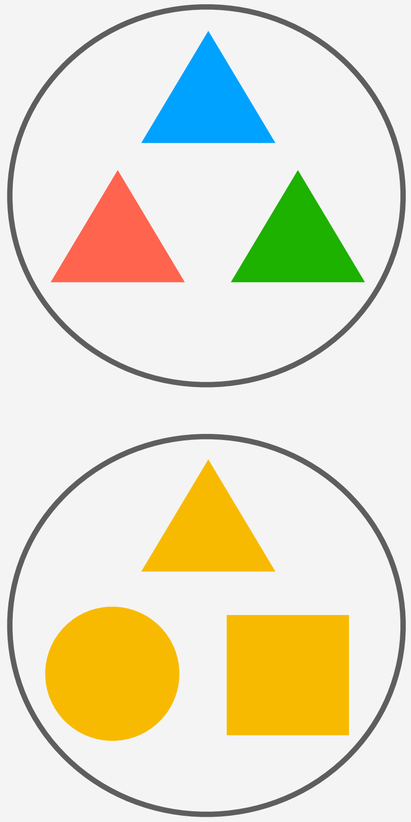
VISION DESIGN

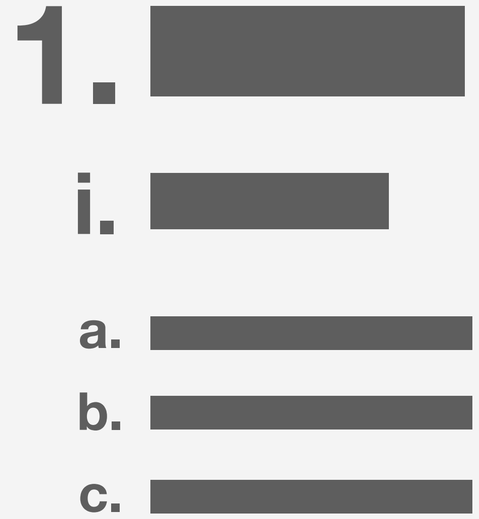
資訊結構

網站的可尋性、易用性、可及性與網站的資訊結構息息相關，因此在設計網站前規劃清楚的架構、資訊層級，甚至內容是相當重要的。

釐清溝通對象與內容 → 組織與分類 → 建立層次與內容







資訊圖表

資訊圖表是為了補足文字、語言的不足，將資訊（information）和圖表（graphic）整合成能夠傳遞資訊的元素。

而插畫和視覺意象能夠吸引人，使得資訊加以凸顯。

釐清5W1H

Who?

Where?

What?

Why?

How?

選擇適合的圖表類型

事件分析

流程

數據報告

比較

時間軸

加入設計凸顯重點

顏色

字體

⋮

ICON的表現

ICON已成為介面裝置上不可或缺的角色，好的ICON能夠將文字敘述轉化為精簡而清楚的圖像；且提升網站的設計質感。

風格類型

擬真

半擬真半扁平

扁平

插畫

好ICON如何好

一致的風格

準確的圖像使用



你需要的ICON是哪一種呢？

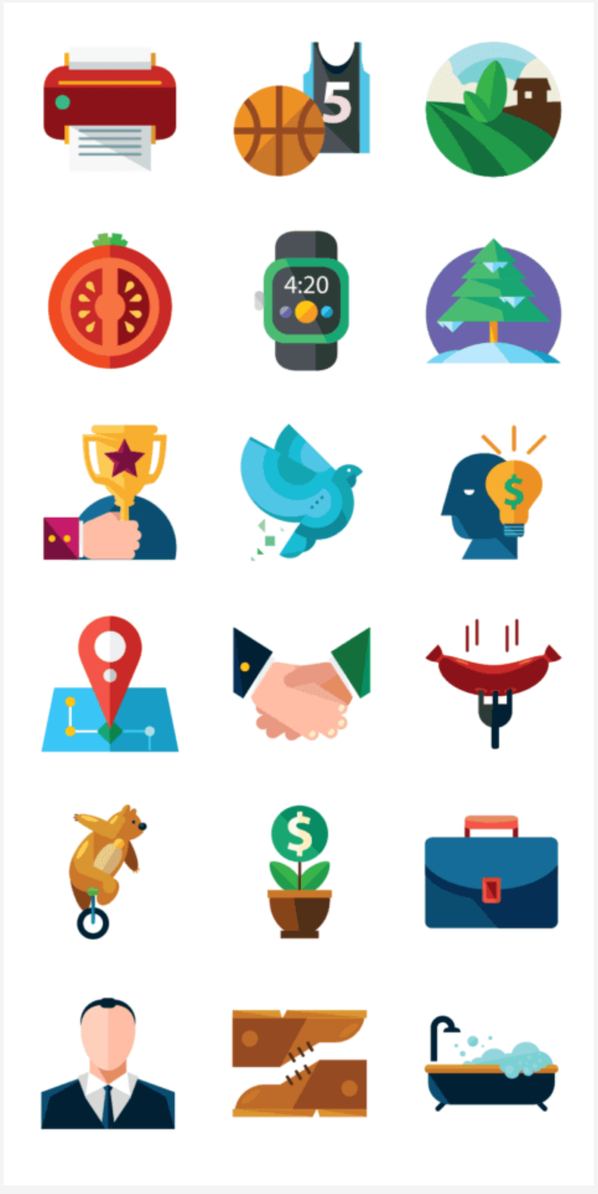
定義需求、目的與傳達對象，

制定出適合部門單位的風格！

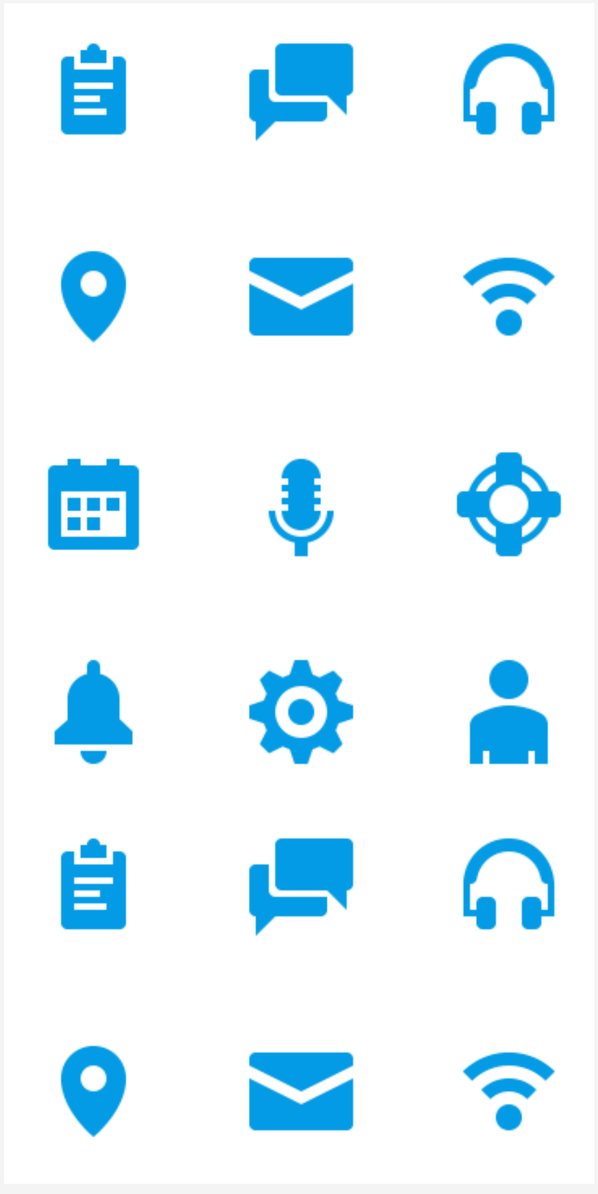
擬真



半擬真半扁平



扁平

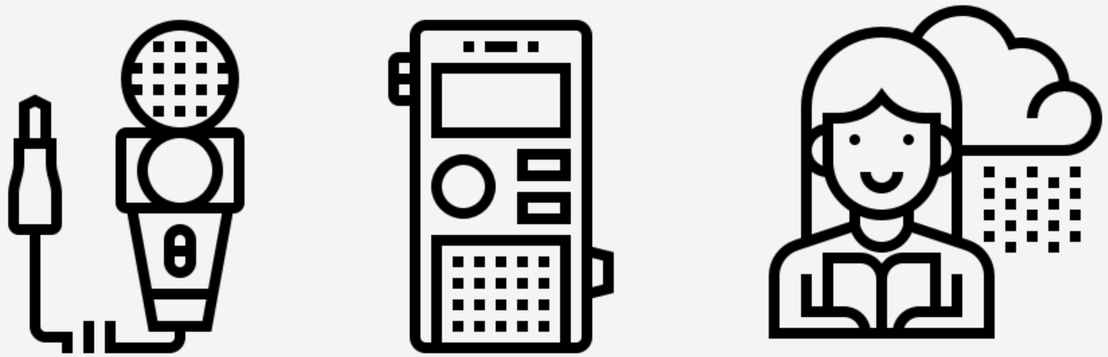


插畫



一致的風格

1



2

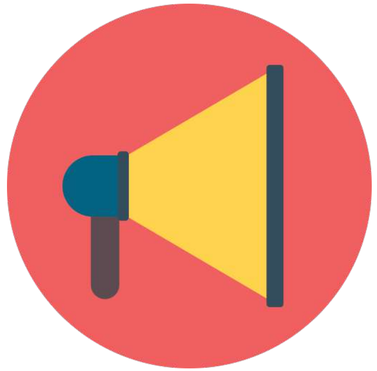


- 線條寬度
- 統一的元素
- 圓角的使用
- 動作語彙的使用程度

Source:iconfinder

準確的圖像使用

Source:iconfinder



發佈消息 / 聲音



公事包 / 工作



記事 / 重點



信件



遊戲 / 目標



獎盃 / 達標



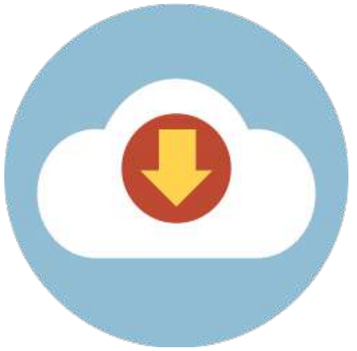
檢視 / 搜尋



相機 / 照片



日期 / 行事曆



下載 / 雲端

思考讓我們更貼近於本質
思考也讓我們更謙卑地看待世界
理解與學習其中的樂趣與奧妙：)

QA

講師聯絡方式



張健一 / 拔斯

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臉書：好視設計visiondeisgn

visiondesignx1@gmail.com