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GLASSMORPHISM IN WEB DESIGN

Web design, as a type of graphic design, is connected to the design of user interfaces and the development of aesthetic inspirations for web pages. The success of the entire website depends on the quality of the design. Therefore, it's important enough to follow trends that are constantly being improved and upgraded. They define new techniques and approaches which affect the result and effectiveness of developing sites that meet the latest user requirements. Actually, glassmorphism is one of these relatively new trends in web design.

The purpose of this work is to analyse information about glassmorphism, determine its purpose, characteristics and ways of using it. Provide the main advantages and disadvantages that arise during the implementation of this trend in website design.

"Glassmorphism" literally means "morphism of glass". The name implies that style elements are associated with glass. Basically, glassmorphism is a style in web design that involves the use of opaque glass modules with a blurry background. Simply put, it's a light or dark surface placed on top of a coloured backdrop.

A blurry background was first seen in 2013 in the new iOS 7 interface design concept. This style has gained widespread popularity thanks to Apple, which has been using glassmorphism in its interfaces for more than 8 years [1].

The main characteristics of glassmorphism are:

- transparent elements (frosted glass effect with blurry background);
- the multiple layers in elements placed in space;
- bright colours that emphasize blurry transparency;
- thin light outline on semi-transparent objects.

Glassmorphism is often used in minimalist design. The user interface elements lose their gravity and become light. It helps you avoid cluttering up the page interface with complex and heavy elements. But you should pay attention to that the following regularity works with any multi-layered layout: the closer an object is to us, the lighter it attracts. This means that the object will be notably transparent [2].

Glassmorphism is based on a combination of shadow, transparency, and background blur. For this style, you can use either one or more transparent layers, but applying two levels of transparency will be best visible on a coloured backdrop. The background plays a big part in creating this effect. A colourful background is necessary to make the effect clearly visible because the dim, low-contrast backdrop simply disappears under the panels, and most of the effect is lost. However, it can't be plain, monotonous, or too detailed.

In web design, glassmorphism is also used for: interface elements, illustrations, photos, or videos. The style also does a good job in icons. The degree of blur and depth of colours used can be adjusted depending on the specific task. This is the flexibility of this style.

Despite the versatility of using the style, glassmorphism isn't suitable for all tasks. Glass elements should be used where simplicity and ease of perception are required. However, the use of modules in the style of glassmorphism is inappropriate in a design that requires severity and business style [3].

Thus, thanks to semi-transparent modules with a blurry background that form a multi-layered structure, glassmorphism is determined by ease and comfort of perception. It's widely used in certain details of user interfaces, including web design. However, the main disadvantage is the narrowly focused nature of the application of this style due to the lack of contrast in the elements, which makes the user interface almost inaccessible for convenient use.

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