

## Isabella Di Fabio Web Design In Japan

The complexity of many Japanese websites is not only demonstrated by the sophisticated development of high-quality visuals.



Isabella Di Fabio Web Designer

**Japan, Tokyo, Jun 17, 2021 ([Issuewire.com](https://www.issuewire.com)) - [Isabella Di Fabio](#) It is also evidenced by the elaborate composition of colors, textures, and text.**

Another trend we are seeing among Japanese web designers is the use of complex visuals in web design. An important visual feature of web design that shares features with traditional Japanese art. For example, the pattern design He Bing Wagara was created by combining elements from Japanese painting and Chinese calligraphy.

Many of the web design trends that we see in Japanese web design are found in Japanese fashion, photography, and modern art. The same elements can also be found in the web design of Japanese web designers. The first trend we see from the Japanese web designer is the element of surprise, joy, and happiness.

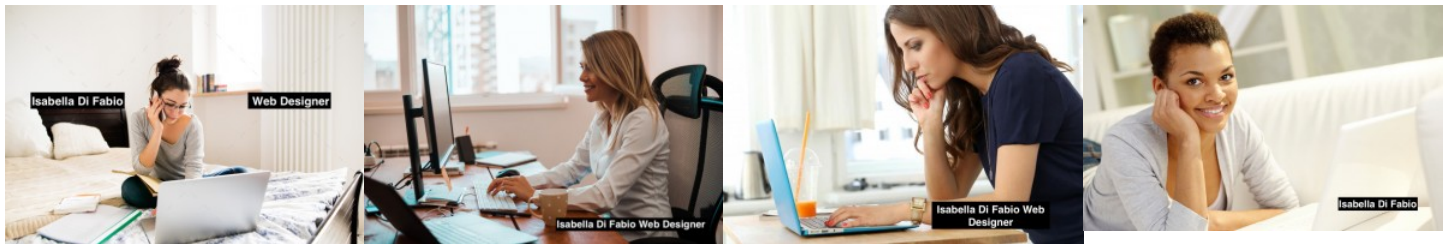
Minimalism and simple function are reflected in many aspects of Japanese life, from urban planning to traditional art. The Japanese hate waste and try to use physical and digital space as much as possible to ensure that it offers the greatest possible value to the user.

[Isabella Di Fabio](#) The same principles can be expected to be applied to web design, but the problem with the minimal design is that it runs counter to the primary needs of Japanese consumers who gather a great amount of detailed information when interacting with websites and other marketing materials in advance.

While most Japanese websites tend to be crammed with information, buttons and boxes with bright colors are packed to attract attention and organize chaos, providing confidence and increasing the confidence of the largest purchasing demographic segment of society (GDP: 60% of consumption).

Advertising is seen as a tool to allow people to go online and Japanese companies see the web as an advertising platform to spread their message as widely as possible. It is high time to mention that international companies tend to blow up.

[Isabella Di Fabio](#) says the reason is that Japanese customers want to see as much information as possible when viewing websites. Compared to the 7eleven website for Japanese and American users, Isabella observes that American pages have a lot of space and minimal text, while Japanese pages are littered with facts and figures. Websites end up with a maximum concentration of information in a small space, more like a brochure than an interactive tool.



## Media Contact

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