

# Expert predictions

The big question  
extra

Web design exploded over the last decade, but with handheld devices revolutionising how we consume content, many believe the homepage is dead. We asked 11 experts what's coming next



## Benjamin Mace, Grow Interactive

"In 2010 alternate content will become key; reaching multiple devices and platforms will be a main goal, and carrying a brand's look across them will be crucial. Look for minimised effects, clean typography, neutral backgrounds and analogous colour schemes."

## Eric Jordan, 2Advanced Studios

"I think, from a technological standpoint, we're going to see a lot of revolutionary changes and advances in the unification of content delivery across different devices: desktops, smartphones, televisions and videogame consoles. We're hearing a lot about the integration of social networking platforms on TV sets and game consoles, which will create a new set of challenges, opportunities and possibilities as well."



## Iain Tait, Poke

"The era of big pointless Flash microsites, only seen by other designers, is coming to a natural end. The very best designers play with the user experience, challenging the accepted norms. The technology and devices we have now give loads of chances for great designers to make their mark."

