

By theoretical analysis we regard web design as a digital, design field, which is inherently creative. That is why we analyse it on the background of research in creativity, design and new media.

We demystify the romantic view on creativity; analyse the componential, evolutionary and other views on creativity; find out that expertise and context are important for creativity.

By analysis of theories of design we discard the perception of a designer as a “decorator”; define design as solving “wicked” problems and as a distinct type of thinking which is suitable for integrating art and technology as well as for innovations in the post-industrial society. We also analyse the relation between design and the user.

We discuss code as “material” for web design. After the historical analysis of the evolution of Web we define an “axiomatic system” whereby we analyse Web. The axioms are: Web as a technological platform; Web as a new medium; Web as interface, consisting of code and the human side which exist in the broader socio-cultural context; Web as interaction design; Web as a work existing and changing according to the immediate (spatiotemporal) context of use.

With the analysis and axioms we elucidate why the current web design is responsive, “mobile first” and what role the mobile context plays. Finally, we discuss a future of web design.

In the practical part we apply the theory to designing a prototype of responsive, mobile first project which utilises the immediate and mobile context of use.