

Basic Web Design Rules

A Web page generally displays a combination of five elements: text, colors, images, animation, and sound. All of these elements should be balanced in such a way that Web site visitors are not overwhelmed with too much information all at once, or too much visual clutter that can easily distract them from the message. Just as important, visitors must be able to find information easily and find it useful. No matter what your design style—or your client’s preferences—keep the following tips in mind when planning and creating each client’s Web site:

Make it well organized

- Review the client’s content carefully and completely.
- Research competitor Web sites to see what works and what doesn’t.
- Plan the site’s architecture first to determine how best to relate pages to each other.
- Select a layout format that best accommodates each page’s content.

Make it eye-catching

- Select graphics creatively and thoughtfully.
- Coordinate colors with the client’s brand; for example, with the logo.
- Use complementary colors that enhance each other and the overall graphical theme.
- Remember to use graphics, color, and other elements sparingly so as to not overcrowd the site.

Make it simple to use

- Make it clear how pages relate to each other and how to navigate between them.
- Make page links obvious.
- Keep text easy to read with simple type style selections.
- Keep layout formats as consistent as possible between pages.
- Select colors that are easy on the eye.
- Use Web-friendly typefaces (fonts).

Make it informative

- Use less text whenever possible.
- Break up large amounts of text across multiple pages when possible.
- Use images, animations, and audio to enhance the message and not to just “decorate” the page.
- Format titles, subtitles, and paragraphs with styles clearly distinct from each other.
- Provide clear, accurate information that is timely, useful, and of interest to your audience.

