

The Principles of Web Design

"The success of any website entirely depends on how its web design is", as someone who is trying to learn about web designing, there are many ways in which we can achieve a good web design and these are what we call "principles". For those of us who are not familiar with the word "principle", it is somewhat like a rule or an idea we keep in mind to follow. Here are the key principles of web designing.

The first one would be simplicity or keeping things simple. What you need to understand about web design is that you need to keep things simple for your visitors to clearly understand what your website is all about. Putting too many elements or other things in the page may lead to distracting your visitors from the main purpose of your website. Keeping things simple in your page not only makes it appealing but can also help visitors navigate from one page to another easily. Simplicity always works effectively!

You need to have purpose! "A good web design always caters to the needs of the user", it means that your website needs to be clear and give or provide all the necessary things your visitors need. Each page of your website needs to have a clear purpose, and to fulfill the needs of your visitors is the most effective way!

Your website should be mobile-friendly. If you try to think about this day and age, most of us have smartphones, the rise of smartphones, tablets, phablets, and other mobile gadgets is inevitable. You need to make sure that your web design is fit for various screens especially for smartphones and tablets. If your web design doesn't support all screen sizes, chances are you'll lose to your competitors, so make sure it supports all screen sizes.

You need to consider the colors and images you put into web design. Some may underestimate this principle but it is a very important one! You need to remember that a good color palette in your design can

mostly attract users rather than distracting and aside from attracting them, it gives them an ease of mind and most likely have a good impression of your website. You also need to consider the images you put to go with the colors.

Another principle to remember is layouts of the site or grid based layouts. You need to keep the site as neat and clean to attract users because placing content randomly on your website can end up in a disastrous appearance that is cluttered. Grid based layouts can organize content into columns, boxes and sections that line up and feel balanced, which leads to a better looking web design.

Communication is also a very important principle to remember! The purpose of your visitors is to get information from your website and if your website is able to communicate with your visitors, most likely they would spend more time on your site.

There should be an easy navigation within your site so that visitors from your site can easily look around and familiarize themselves of what the website has in store for them. For effective navigation, you may consider creating a logical page hierarchy, using bread crumbs, and designing clickable buttons.

The loading time of a website is also an essential thing to keep in mind when it comes to web designing since most visitors prefer a fast loading website rather than a very slow one. Take care of it by optimizing image sizes, combing code into a central CSS or JavaScript file as it reduces HTTP requests. Also, compress HTML, JavaScript, and CSS for enhanced loading speed. Don't forget to ask for help from professional web designers if ever you want to create a website.

These are the principles you should remember as these can lead to a great website!

