

Key elements of look
and feel that all web
designers should be
aware of



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There are three key elements to consider when designing a successful Web publication. The first element to consider is balance and proximity; The Web elements should be arranged symmetrically; centered and balanced, avoiding too much symmetry. Web elements should be arranged symmetrically; off balanced, to create a fun, energetic mood. Place elements that have a relationship close to each other. White space can help define proximity and organize the Web page elements. The second key element to consider is contrast and focus.

Focus is the center of interest. Web pages need a focal point. This is where you want your visitors to focus their attention. Creating Web pages with contrast using size and colors will help establish a focal point. Web pages and sites need unity and visual identity to create a sense of belonging. This will create a visual identity. Unity should be created in fixed or predetermined positions throughout the Web pages and the site with consistency and repetition, use one method of alignment regularly.

The accuracy of the information on the site should be confirmed with a reliable source. Your Web site needs to indicate the latest updates. Use of the color wheel helps choose effective color combinations. Create the color schemes by using three colors that are next to each other on the traditional 12-spoke color wheel as the base of the scheme. Colors can be adjusted by manipulating their tone, shade, and tint. Visit one of the following existing sites of your choice, not related to your own site: business, club, or educational:

The Web site that I chose to visit was a club site; <http://wwfashionclub.com>.

I think that the owners of this site want its visitors to have fun. To create a <https://assignbuster.com/key-elements-of-look-and-feel-that-all-web-designers-should-be-aware-of/>

fun, energetic mood, the site needs to be arranged symmetrically, off balanced, to create that feeling. Like minded links such as Joining the club and starting your own club should be placed close together along with downloads and DIY information to create a fun energetic mood, adding white space to define the proximity and organize the Web page elements.

The focal point should be fun; it needs to be the center of attention. A good focal point for this is the key. Using things like “ New Trend Alerts and DIY Scrap Booking creates a good focal point for this type of Web site. Adding links such as “ Download Your Own DIY Ideas” and “ What’s New and Trendy” can keep things fun and exciting. Adding “ Celebrity Styles, Celebrity News and What’s New and Trendy” are also great topics for focal points. Using effective color schemes should be created.

Colors can be adjusted by manipulating their tone, shade, and tint. The look and feel of the Web site that is being created is hugely impacted by the tone that is being created through colors. To keep people coming back to the Web site, the contents need to be updated daily, or at the least, set regular times. Keeping sites updated and refreshed will keep visitors coming back for more. Send your email subscribers tips and new fashion alerts, so adding links such as “ Join Our Mailing List” and “ Find Us On Facebook” are also good ideas as well.