

Web design

[Design](#)



Web design encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design; interface design; authoring, including standardized code and proprietary software; user experience design; and search engine optimization. Often many individuals will work in teams covering different aspects of the design process, although some designers will cover them all. The term web design is normally used to describe the design process relating to the front-end (client side) design of a hypertextual writing mark up.

Web design partially overlaps web engineering in the broader scope of web development. Web designers are expected to have an awareness of usability and if their role involves creating mark up then they are also expected to be up to date with web accessibility guidelines. Tools and technologies Web designers use a variety of different tools depending on what part of the production process they are involved in. These tools are updated over time by newer standards and software but the principles behind them remain the same.

Web graphic designers use vector and raster graphics packages for creating web formatted imagery or design prototypes. Technologies used for creating websites include standardized mark-up, which could be hand-coded or generated by WYSIWYG editing software. Search engine optimization tools may be used to check search engine ranking and suggest improvements. Skills and techniques Marketing and communication design Marketing and communication design on a website may identify what works for its target market.

This can be an age group or particular strand of culture; thus the designer may understand the trends of its audience. Designers may also understand the type of website they are designing, meaning, for example, that (BIB) business-t()- equines website design considerations might differ greatly from a consumer targeted website such as a retail or entertainment website. User experience design and interactive design Users understanding the content of a website often depends on users understanding how the website works.

This is part of the user experience design. User experience is related to layout, clear instructions and labeling on a website. How well a user understands how they can interact on a site may also depend on the interactive design of the site. Page layout Part of the user interface design is affected by the quality of the page layout. For example, a designer may consider if the sites page layout should remain consistent on different pages when designing the layout. Page pixel width may also be considered vital for aligning objects in the layout design.

Typography Web designers may choose to limit the variety of website typefaces to only a few which are of a similar style, instead of using a wide range of typefaces or type styles. In order to avoid complications. Motion graphics The page layout and user interface may also be affected by the use of motion graphics. The choice of whether or not to use motion graphics may depend on the target market for the website. Motion graphics may be expected or at least better received with an entertainment-oriented website.