

Web impactful bring in iconic and inspiring

[Life](#), [Emotions](#)



Web outlets stand and represent the company, the image of you, and the importance of what you want to sell.

Many designers will begin with mood-boards, wireframes and other working prototypes. As much as these tools are useful and essential for working with building and designing a website, designers need to keep in mind that the most important thing to really start off with is what is the purpose of the website and design. If we fast forward in time designers and developers use to rely on site age, inbound links, and all the right keywords used to get attention and be searchable. These tools ensured to drive your content at the top of search results. However, times have drastically changed and now sites need to focus on the actual content of the site. There has to be a lot of care and thought put into what will go on the website and how it will work cohesively with the visual content.

The value of the content will also be reflected in the value of search engines. Designs will always be impactful bring in iconic and inspiring messages. When we think about the number of clients and viewers that will be looking at your design on a platform, it can be challenging on thinking about the techniques and designs that will play into your responsive platform. First and foremost images is the heart of the design and can evoke emotions, that being said; images should be responsive. It uses to be simple when choosing images that were JPEG and GIF files.

Later came the realization that PNG files, come in better formats and do not take up a lot of space. So the user can upload the content on their device a lot quicker. Especially with the rise of mobile use. When delivering images to

a content keep in mind the mobile content. Detail, clarity, and emotion are the attributes to evoke the image. When comparing how an image would look at a desktop vs a mobile device, you have to keep in mind to scale the image. Otherwise, it won't have the same effect and not look clean or clear on the mobile device image. This is important so everything is still visible if the image was left to an unscaled image fit to the mobile device it would have less detail and would cause more visual confusion.

Other than being visually unpleasing, it slows the viewer down. The original image would be left on a desktop scale that comes out as a big image, too slow for a mobile device. For example, if the image is 3MB of data it will seem easy on a broadband connection. However, using it on 3MB of data can take up some time on wireless plans. Phil Duston on Responsive Mobile Design suggests we use `WEBP` and `IMAGE` for a lot of the content so it can have a good compression when uploading images. By displaying images it takes planning and care.

By taking the time to fine-tune the images that will be put up on your web content you are increasing the chance of having returning users to your site. One can take advantage of the art direction to change the messages you are putting up. Another important visual component of your site is Responsive video.

With fast broadband readily available in our homes and portable devices from tablets to mobile outlets, we come to find a new meaning of instant gratification. Especially with how mobile users act they have little patience

for the bad interface. If something is better on another website most clients will not hesitate to leave your site.

However, when we think about how we interact amongst each other on social media platforms, we will waste hours and minutes trying to find the right video representation. Dutton makes a valid point that watching a video increases the odds of completing a purchase or soaking in a cause of your site. A development of social media and video outlets allow users to share things amongst many outlets.

Vine, Instagram is a feature for short videos implying the idea that people love videos. When adding video keep in mind these factors: Bitrate, playback options, transfer speed, file size, social media sharing options, and integration support, and player customization. Just like the image compression, the video needs the same attributes. It needs to be scaled from desktop to mobile devices as well.