

# Website design



Although all the UI and UX structural design considerations we have covered so far are important, and as we also have established, the aesthetic aspect of the websites are very important. We are not claiming there is only one way to create an excellent website, but the following process consists in the basics of universal visual design development.

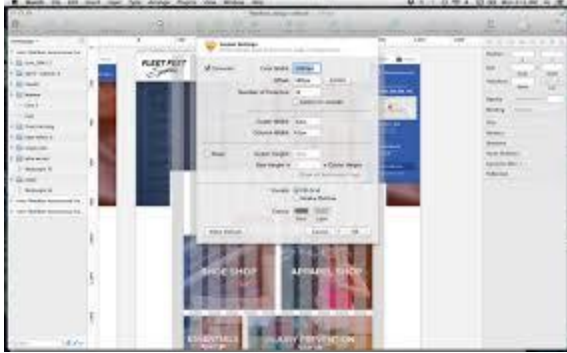
## Stay away from the computer

One mistake most of unexperienced designers make is to jump on a computer at once in order to start developing a website design. That's a bad idea. As we have seen with the structural aspects of website design, there are many factors to consider before starting to work. The same rule applies to the aesthetic part of design. Working on the computer limits your imagination, affects negatively creativity and slows you down as you solve technical problems related to softwares instead of finding solutions to design issues.

## Ideas and concepts

Start by generating ideas in order to develop a few satisfying concepts. Apply what you have learned about creation in your conceptualization and colors classes. Make lots of researches and experiments, and do not hesitate to produce mood boards to orient your work.

## Sketching



Take paper and pencils, and slowly start by making approximate sketches of the website's project. You don't want to lose time creating a pixel perfect interface on what is only some kind of aesthetic investigation. As you are getting closer to a satisfying concept, make more precise sketches of the interface until it seems to be what you want. Start with wireframes, then prototypes.

## Fonts



Try to use system or web fonts as much as possible so it can be managed with CSS. In some exceptional cases (artistic typographical creations), make images of your typographical creations (if possible in svg).