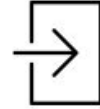


Icons

How To Use Icons To Support Content In Web Design



why do we use
Icons
in
website design?

Icons are paramount in web design!

- It doesn't matter how important or exciting the information of your website is: when viewing a website for the first time, the user will **scan** the page for visually interesting content
- Icons are a simple and effective way to draw the user attention
- Icons lead the user to the contents that he/she's more interested in

Icons improve readability

- Icons serve the same psychological purpose as paragraph breaks: break up the content in small pieces
- A well-formatted page, with text broken into paragraphs and accented by icons, is easy to read
- Normally, icons have an universal meaning

Usage of Icons

Icons that are instantly recognisable

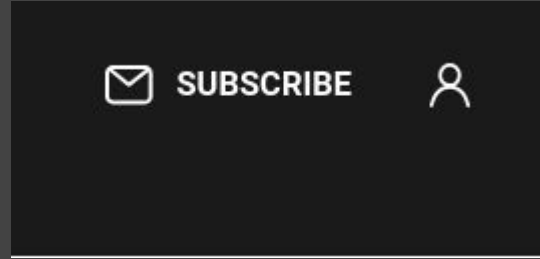
The icons that represent brands (android, mac) or social networks are **logos** but since they are instantly recognisable, act like icons → they give an information to the user that normally doesn't need any textual support



Icons are not logos → for instance, the logo of *eldiario.es* is not recognisable for most of the users

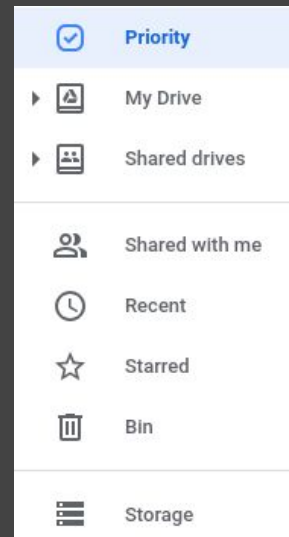
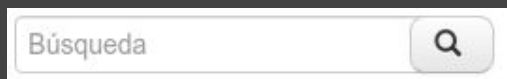
Icones que substitueixen el text

Hi ha icones que són reconeixibles de forma instantània (una silueta humana → compte d'usuari) i altres que gairebé (un sobre → subscripció)



Icones conegudes

Empram icones universals o conegudes dins un context - *Google Drive*



Icons that are like images

Icons make your website friendly, inviting and describe your website (taça de cafè, grans de cafè, tassó de plàstic, ...)



Icons to describe apps

In this case, the logo acts like a link
between the image and a particular
application or product



Present.ly Enterprise Micro-updates

Give your employees the ability to instantly communicate current status, ask questions, post media, and more.



Crowdsound User Feedback, Widgetized

With the Crowdsound widget, companies and websites can transparently gather, organize and respond to suggestions from their users.



SocialSpring Social Network Platform

Our revolutionary social networking platform lets you launch a full-scale custom social network in just weeks.



MediaPlug Dead Simple Social Media

The fastest way to share video, audio, pictures, and documents on your site. Integrate media in your site in just a few hours with MediaPlug.



Scalr Auto-Scaling Server Platform

Scale from 1 user to 100,000 with no server crashes.