

# THE GUIDE

## TO GETTING STARTED IN WEB DESIGN



FLUX

# THE JOURNEY OF A WEB DESIGNER

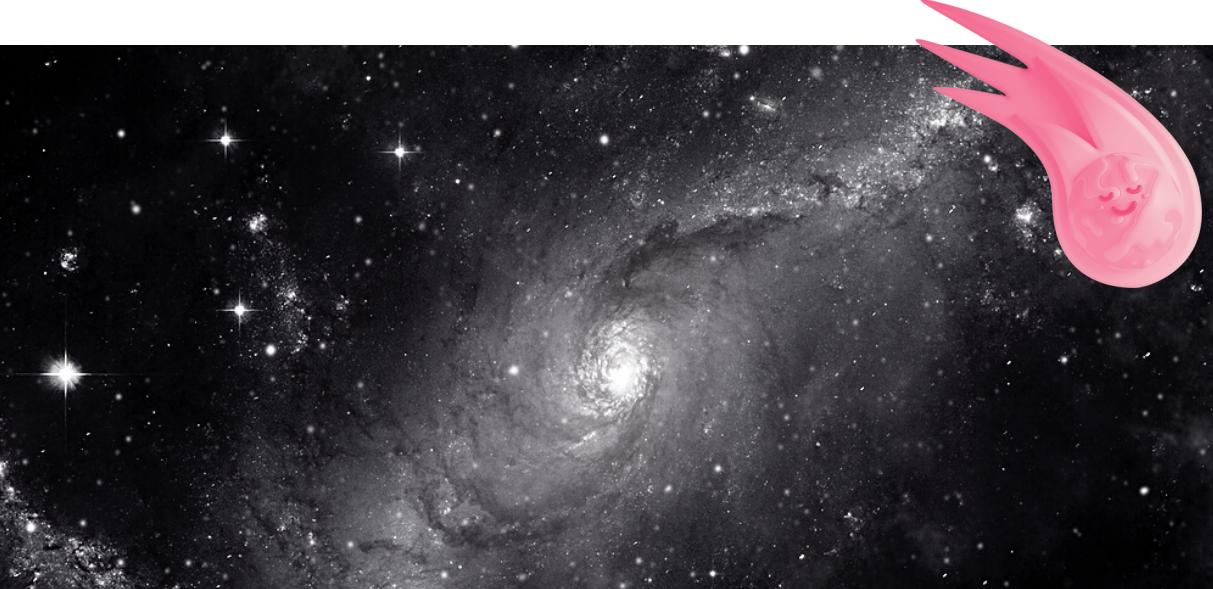


Becoming a web designer is a journey, and like all great journeys, it's important to take it one step at a time. Moving from beginner to professional and finally, into being a master of your niche will mean you need to consistently upskill, develop yourself at every opportunity, and remain open to learning for the entirety of your career.

## Why?

Web design is consistently changing – technology evolves, and with it the tools we use are updated. This is part of what makes our job incredibly exciting. However, that's also why we need to stay fresh, moving with this constant change rather than against it.

Let's take a look at some of the differences between the various stages of becoming an accomplished web designer.



## LEVEL ONE

# BEGINNER

At this stage, you take an idea for a website and make it live using a template.

### You need:

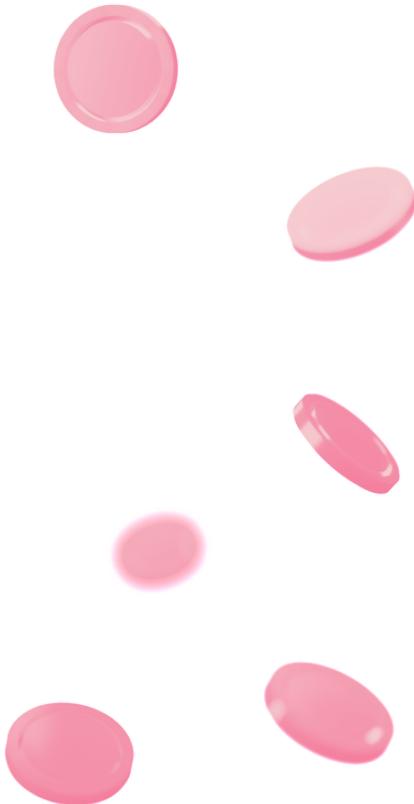
basic platform knowledge, the ability to find relevant, high-quality imagery and icons, and be able to perform basic image manipulation.

You can charge between \$500 to \$1000 per website, finding this work through friends, family, and casual connections.



## LEVEL TWO

# PROFESSIONAL



You can create a strategy for your client, and build a wireframe for the entire website while creating custom designs that include animations and interactions.

### You need:

to understand strategy facilitation, design principles and software, and custom development.

You can charge between \$3000 to \$10,000 per website. You find work through your personal marketing strategy (social media, networking, etc.).



## LEVEL THREE **MASTER**

You create content structures that have a deeper level of complexity, including catalogs of products, dense blogs, or lots of information that need a high level of functionality to perform at the optimum level you intend it to.

**You need:**

to have an ability to navigate high volumes of information, a high level of technical understanding and design mastery, and creative collaboration experience.

You can charge anywhere between \$10,000 to \$100,000 per website. You don't need to find work, as work finds you!



Since you're reading this guide, it's fair to assume you're still in the beginning phase of your career. Even if you're not - stick around! There's always something new to learn, and new resources to uncover.

With this in mind, I'll take you through all the basics you need to know to get started as a web designer, providing you with the resources you should check out along the way. These details are here to make your life easier, further your career, and inspire you. Let's get to it.

# CHOOSING A WEBSITE BUILDER

## WHICH ONE SHOULD YOU USE?

There are a lot of options available for new designers to build template-based websites, and each one of them has a worthy place in the market. Let's take a look at the pros and cons of three of the main options new designers consider working with.



### WIX

Built with small businesses and entrepreneurs in mind, this is one of the easiest "Do-It-Yourself" tools

**Pros:** Easy to use, a huge amount of template designs, big ecosystem of apps to extend functionality.

**Cons:** Not super customizable, switching templates can cause issues, you will need to do some groundwork for it to be entirely mobile compatible, with limited advanced features.

### SQUARESPACE

I like to think of it as the handsome older brother of Wix – start working from a (beautiful) template and adjust it as needed.

**Pros:** The template themselves look great to begin with, so you're likely to end up with a good looking result. Pretty easy to do basic customizations of images and colors.

**Cons:** If you want to customize the templates, things are going to get tougher and might require custom coding.

## WEBFLOW

Built with designers in mind (**that's us, by the way!**), Webflow allows you to create any custom layout and achieve most of what's possible on the web.

**Pros:** This is the tool that's going to grow with you as you move into the more advanced levels of web design, and enables you to create from scratch (vs only using templates) to create really amazing designer.

**Cons:** Webflow is a more robust tool and will have some learning curve. Plan to spend some time learning before you can start building super fast.

\*note - Our [Webflow Masterclass](#) can help speed up the process.



## RESOURCES FOR FINDING PHOTOS

As a web designer, just starting out, you likely won't have access to high-quality imagery from your clients nor will you have the budget to hire a photographer to create the imagery you need for the website.

### So, what do you do?

There are a couple of great photo websites where you can access photos for free or at low prices. Often there is the option to credit the photographer, and if you can - do.

Honestly, the standard of photos on these websites is incredible. Shout out to all the fantastic photographers out there allowing us to use their awesome work in our designs.

# F R E E

# P A I D

## UNSPLASH

Amazing selection of free-to-use, incredibly high-quality images. Can search by keyword or color. A resource every new designer needs.

## PIXABAY

A mix of photos and graphics to choose from that you can use for free.

## PEXELS

A mix of photos and video footage to choose from that you can use for free.

## STOCKSY

Premium photos taken by professional photographer with an artistic flare.

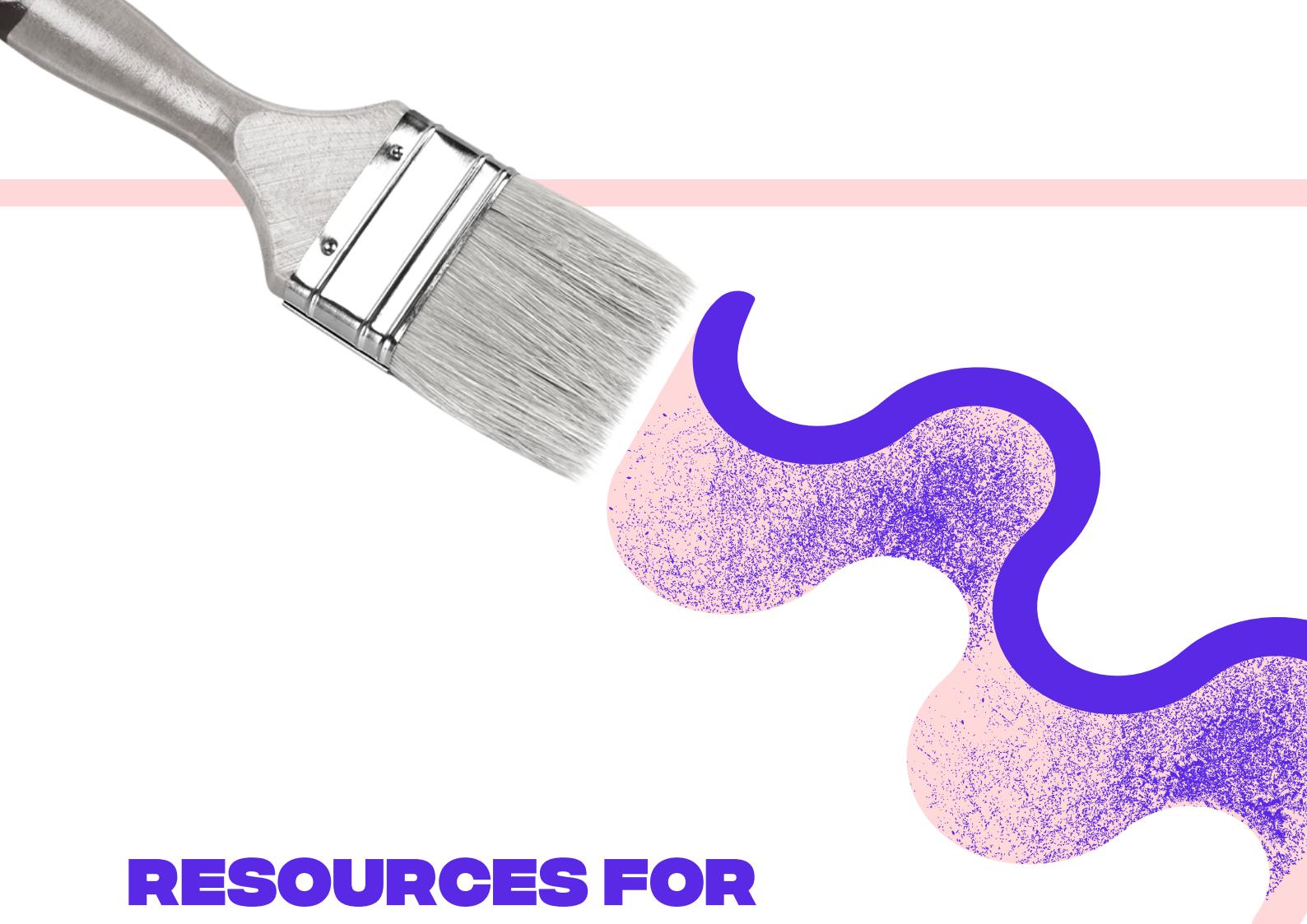
## SHUTTERSTOCK

Best choice for budget photos, you can either pay by purchasing credits or a subscription.

## CANVA

Canva has an array of stock imagery available. However, Pro version offers far more versatility.





# RESOURCES FOR FINDING ILLUSTRATIONS

You are a web designer, not an illustrator. Even if you are both, it's a waste of your time to create your own graphics and illustrations at this stage of your career. There is an abundance of illustration resources available online that you can use to construct the designs you need on your web pages. With some, you will even be able to customize them to your client's branding and style as you can download the SVG file.

## UNDRAW

Offers immediate on-brand color options when you provide the HEX code, making it quick and easy to find the exact illustration you need.

## ICONSCOUT

Free with attribution, or you can pay for a subscription to access without attribution.

## OPENDOODLES

Free and available as SVG or png. Pretty neat for newbies. Offers some design inspiration too with the fun graphics.

## FREEPIK

Huge amount of illustrations, however, you'll need to use Adobe Illustrator to edit the design.

## CANVA

Again, a huge amount of options. However, the paid version has a better library.

# RESOURCES FOR FINDING ICONS

You won't realize how many icons you need until you start building a website. Icons really add detail to a website and can be used for explaining a lot of things without the need for extra text content. A simple example of this is social media icons, location pins, and so on.

F R E E      P A I D

[ICONFINDER](#)

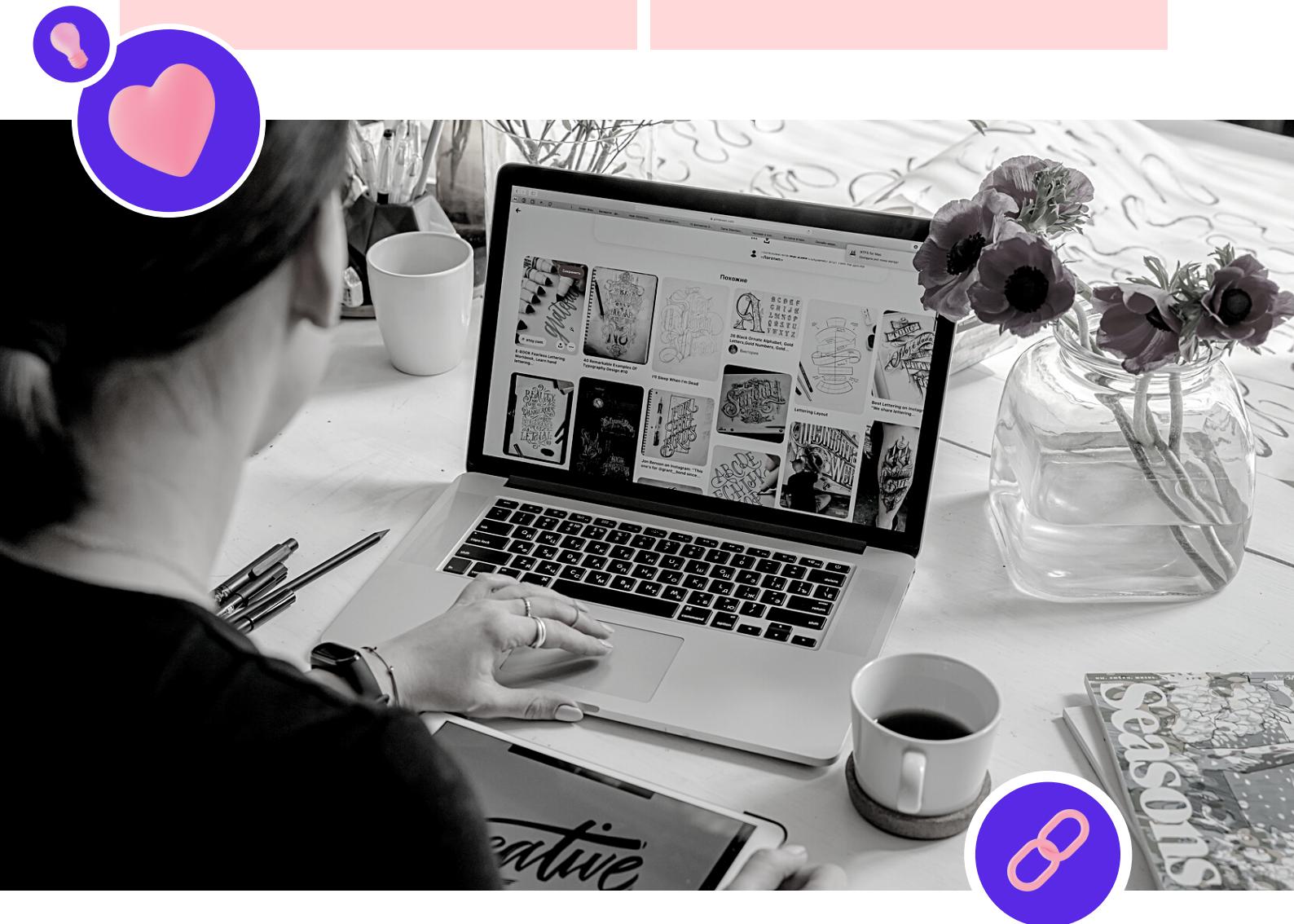
[FLATICON](#)

[THE NOUN PROJECT](#)

[CREATIVE MARKET](#)

[ICONFINDER](#)

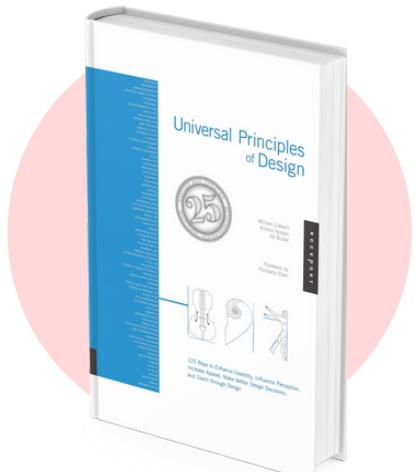
[ICONSMIND](#)



# BOOK RECOMMENDATIONS

As a web designer, there is a lot to learn. Taking the time to do some additional study outside of the time you're 'playing' with a design will be incredibly beneficial to your progress.

Here are some of my go-to recommendations for beginners.



## **Universal Principles of Design by Jill Butler, Kritina Holden, William Lidwell**

The overall do's and don'ts that help you think as a designer, what questions you should ask yourself, how to make progress, and so on.

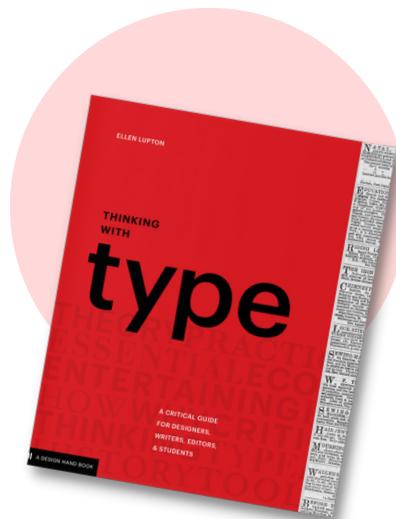
Each chapter is only a page long, which makes it a neat book you can flick through from time to time to learn something new or develop your mindset. It's comprehensive, lengthy yet easy to read.

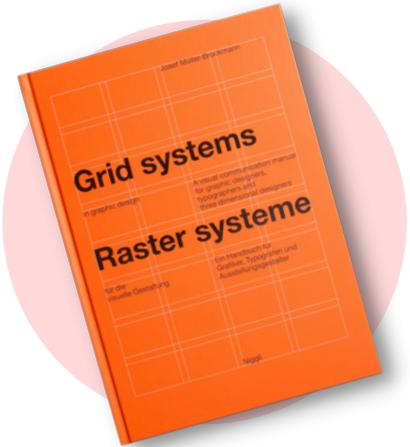
## **Thinking With Type by Ellen Lupton**

Web designers communicate something, and a huge part of that communication is through the fonts and typefaces we use.

Thinking with Type is the definitive guide to using typography in visual communication. It will steer you in the right direction towards the correct fonts you should use to communicate your message effectively.

There are exercises and demonstrations to help you professionally progress as you work your way through this book.

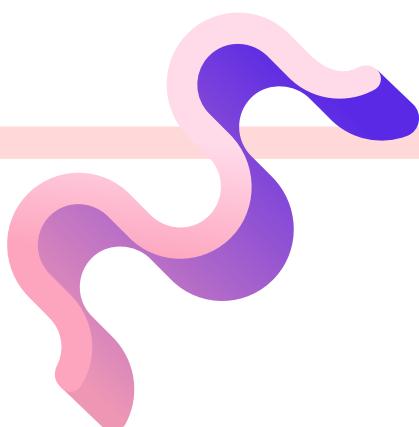




### Grid Systems in Graphic Design by Josef Müller-Brockmann

This book will help you align screen elements based on sequenced columns and rows.

Like making a map, you apply the column-based structure of a grid system to guide your design, structuring your text, images and functions. It helps to give you the “eye for design” you need to progress between levels as a web designer.



## INSPIRATIONAL WEBSITES FOR WEB DESIGNS

Some clients will provide you with a detailed brief, some will absolutely not. If you’re low on inspiration take a scroll through some of these websites to ignite some ideas and open up your mind to the potential of your design. It’s good to compare how certain elements can correspond with each other – defining what works and doesn’t in your design mind.

- [Awwwards](#)
- [Behance](#)
- [Lapa Ninja](#)
- [Dribbble](#)
- [Godly Websites](#)

# WHAT'S NEXT?

**GET STARTED**

To your success!

Ran & The Flux Academy Team

**Time to get started!**

If you'd like to learn more from the Flux Academy, we offer a variety of courses for aspiring web designers like you. Our courses focus on high-value skills and proven processes that will elevate your work, wow your clients, and help you build a real-world freelance business as a web designer.

**We have trained over 6,000 web design students to date, and that number is growing FAST each month.**

With us, you will be able to progress through the stages of your career efficiently - as you become equipped with the tools and insights you need.

