Web Design Principles

Basic Principles

These are some key web design principles:

- **Usability:** help users find what they want quickly
    - **8 Guidelines** (https://blog.hubspot.com/blog/tabid/6307/bid/30557/6-guidelines-for-exceptional-website-design-and-usability.aspx)
    - **10 Principles** (https://www.smashingmagazine.com/2008/01/10-principles-of-effective-web-design/)
    - **Top 10 Mistakes** (https://www.nngroup.com/articles/top-10-mistakes-web-design/)
    - **9 Mistakes** (https://www.smashingmagazine.com/2009/02/9-common-usability-blunders/)
- **Navigation:** make the menu system simple and consistent
    - **Planning and ImplementingSome** (https://www.smashingmagazine.com/2011/06/planning-and-implementing-website-navigation/)
- **Focus:** draw attention to important places
    - **Focal points** (https://www.smashingmagazine.com/2015/02/design-principles-dominance-focal-points-hierarchy/)
- **Spacing:** use white space effectively to make the site clearer
    - **21 Examples** (https://webdesignledger.com/21-inspiring-examples-of-white-space-in-web-design/)
- **Color:** use color effectively to make the site appealing
    - **Color theory** (https://webdesign.tutsplus.com/articles/an-introduction-to-color-theory-for-web-designers--webdesign-1437)
    - **50 Examples** (https://www.canva.com/learn/website-color-schemes/)
- **Graphics:** use graphics to explain and provide variety
    - **Image usability guide** (https://1stwebdesigner.com/web-design-images/)
- **Typography:** make it pleasant to read
    - **Key rules of typography** (https://practicaltypography.com/summary-of-key-rules.html)
    - **Typography handbook** (http://typographyhandbook.com/)
- **Alignment:** use straight lines
    - **Alignment in web design** (https://tympanus.net/codrops/2012/06/19/line-that-up-proper-alignment-in-web-design/)
- **Consistency:** everything should match
    - **Building Consistency** (https://webdesign.tutsplus.com/articles/building-consistency-and-relationships-into-your-designs--webdesign-14849)
- **Mobile First:** design for mobile, expand to desktop
    - **Mobile first design** (https://mayvendev.com/blog/mobilefirst)

- **Engagement**
  - **Designing for high conversion** **(http://goodui.org/)**

Examples

Visit this page of **good examples** **(http://www.creativebloq.com/web-design/examples-css-912710)** of web design and examine how they use the above principles to create a strong web design.

Visit this page of **bad examples** **(https://www.elegantthemes.com/blog/resources/bad-web-design-a-look-at-the-most-hilariously-terrible-websites-from-around-the-web)** of web design.

Bad Design vs. Good Design: Learn From The Worst Web Designs **(http://anm.digital/bad-web-design-vs-good-web-design/)**

✔ (https://byu.instructure.com/courses/5724/modules/items/362837)

(https://byu.instructure.com/courses/5724/modules/items/362838)

(https://byu.instructure.com/courses/5724/modules/items/366440)

(https://byu.instructure.com/courses/5724/modules/items/366441)

(https://byu.instructure.com/courses/5724/modules/items/362842)

(https://byu.instructure.com/courses/5724/modules/items/415272)