

# THINK CREATIVE

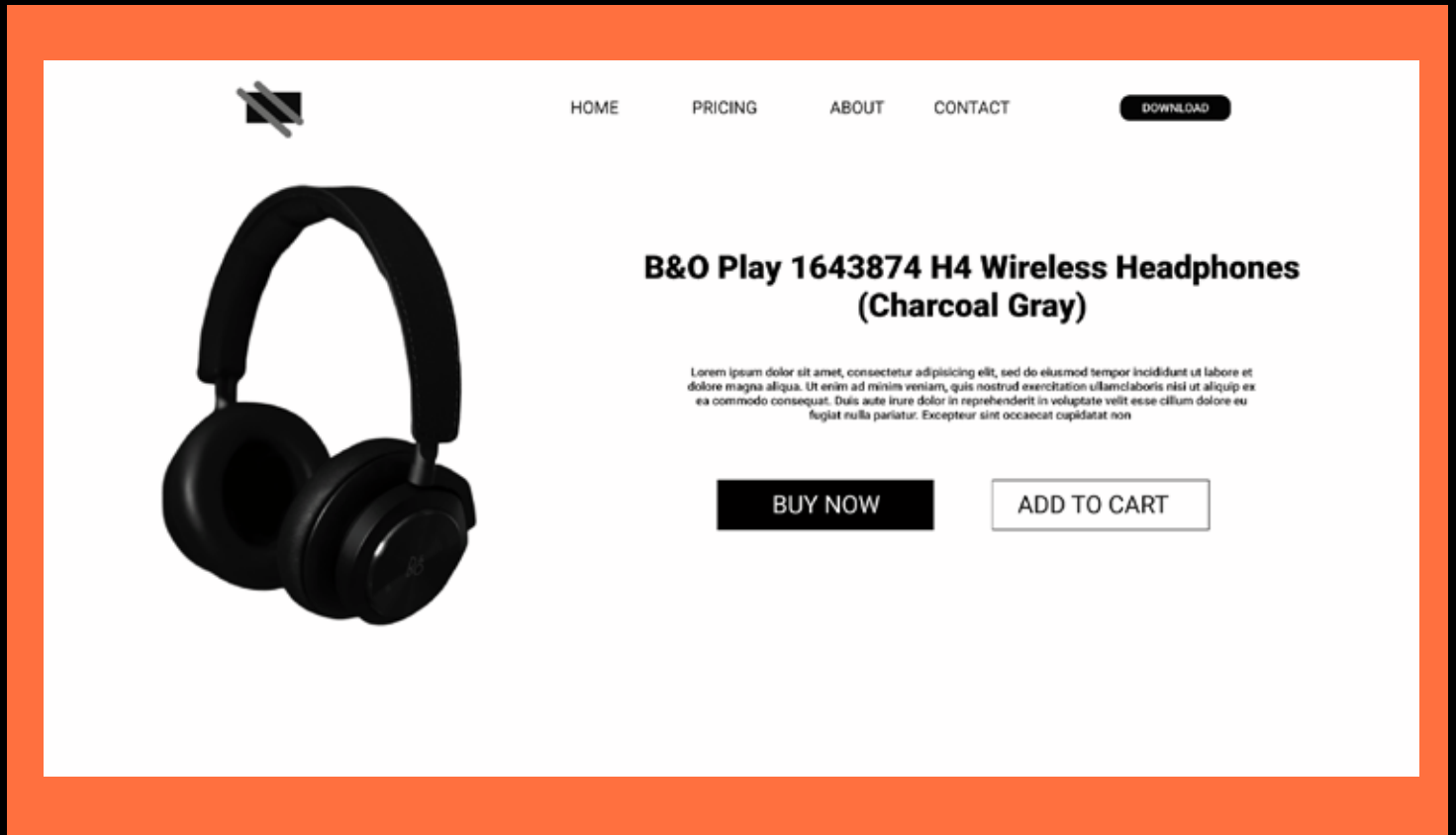
BY RO-HIT Virkud

THIS BOOK IS ALL ABOUT  
**WEBSITE DESIGN**

WHAT IS THAT  
MAKE SOME  
WEBSITES HILARIOUSLY  
TERRIFYING AND  
OTHERS LOOK AMAZINGLY  
POLISHED ?

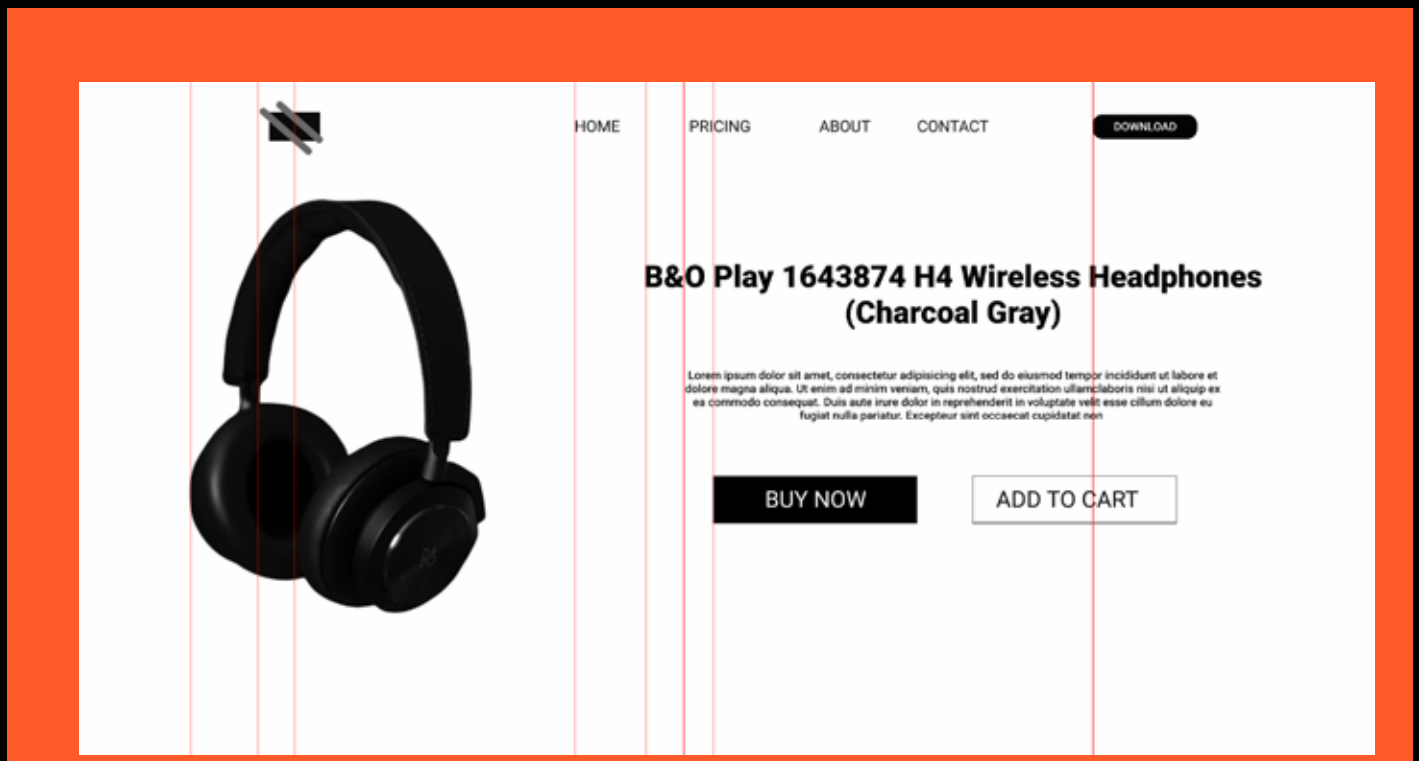
THE ANSWER IS  
**THE DESIGN**

# LOOK AT THIS WEBSITE



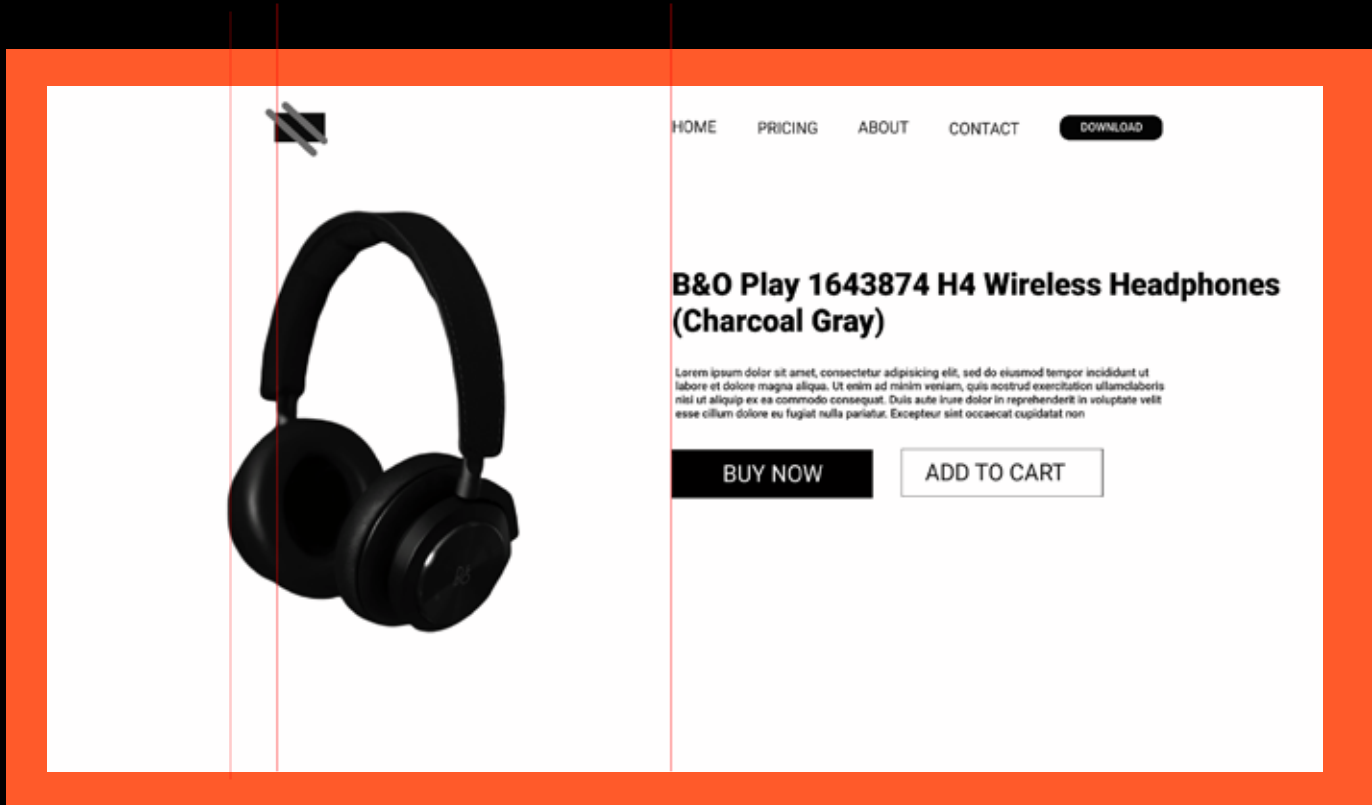
THIS DESIGN IS NOT  
A BAD AT ALL **BUT**  
THERE IS ONE THING  
**MISSING**

# LET'S DRAW SOME LINES ON THE EDGE OF THE EACH ELEMENT



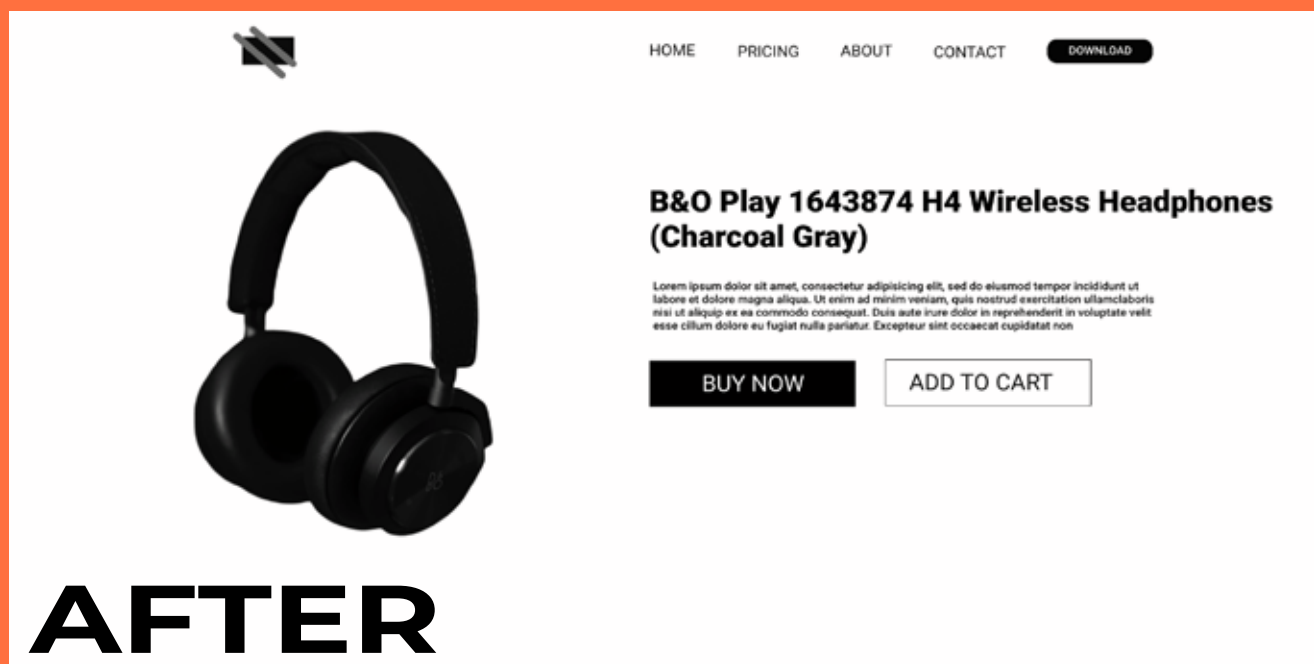
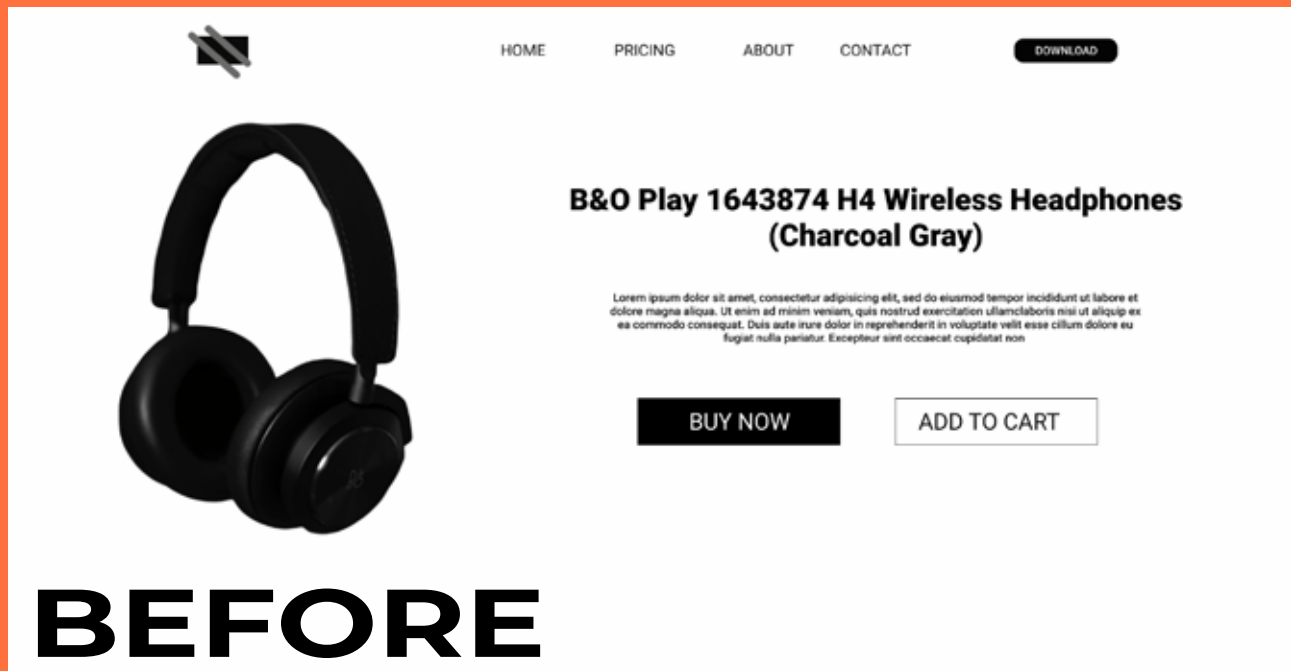
NOW YOU CAN SEE  
THAT ELEMENTS ARE  
NOT REALLY LINED UP

# FIXING THIS IS QUIT EASY WE CAN ALIGN ELEMENTS AS MUCH AS WE CAN



A simple trick can change  
the same design looking  
clumsy to **orderly and  
polished**

# COMPARE DESIGNS BEFORE & AFTER





**why does aligning  
elements make  
composition  
look better**

Everything that is orderly symmetric and organized will be perceived as more beautiful than anything that is messy & disorderly



just the simple alignment can make something look designed on the other hand misalignment make it look sloppy and a mature work

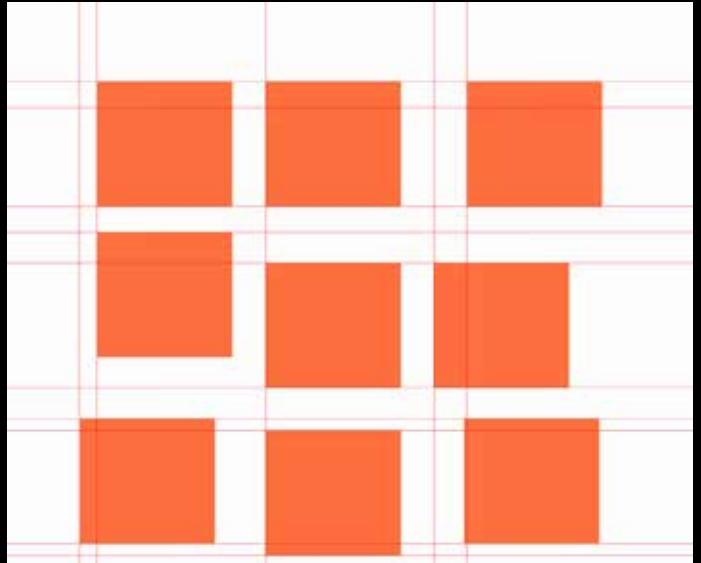
# THE GRID

## GALLERY

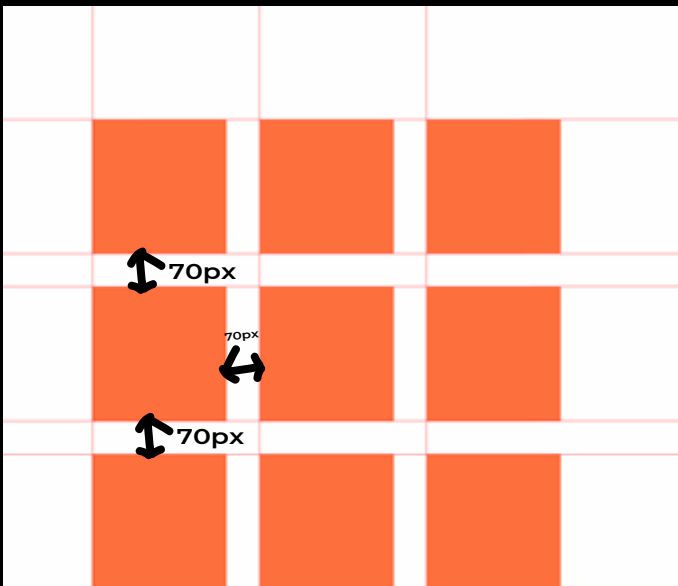




**CLUMSY DESIGN**



**ADD VERTICAL & HORIZONTAL LINES**



**ALIGN ITEMS WITH  
THOSE LINES WITH  
SAME SPACING**



**PERFECT LAYOUT**

# Visual Hierarchy

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# LOOK AT THIS DESIGN

Your store is **Canton OH**. [View Store](#) [Change Store](#)

Store Locator My Account SEARCH  GO

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EVERY ELEMENT ON THE PAGE  
**DEMANDS OUR ATTENTION** ALL  
THE SAME TIME WE **DON'T KNOW**  
**WHERE TO LOOK AT**





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**A *Content Driven* Strategy For Your Business  
 That Delivers All The Time, Every Time**

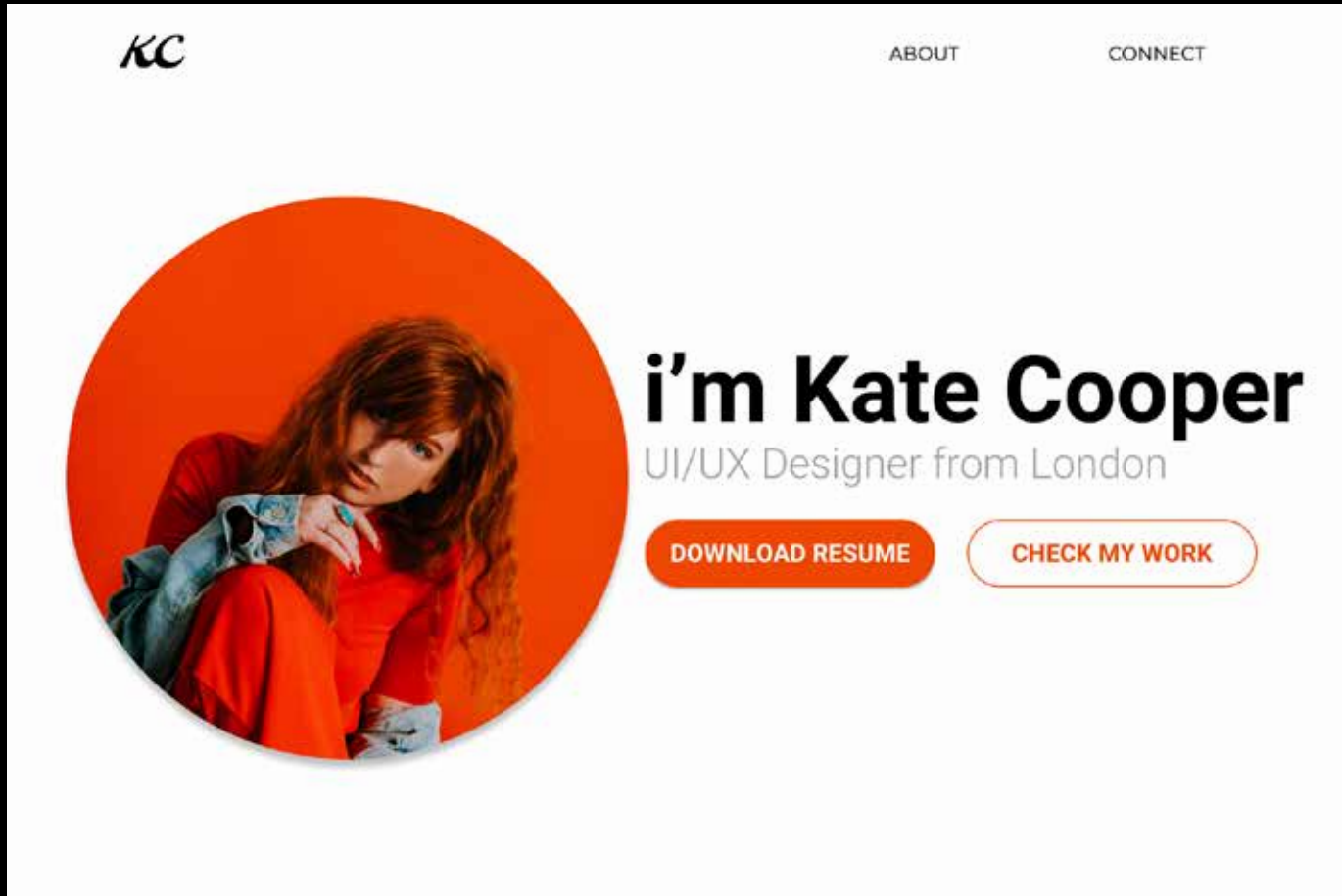
**Ingredients In Our Content Mix:**

-  **Articles:** Informative Articles That Build Trust and Increase Traffic
-  **Blog Posts:** Quality Blog Posts To Boost Traffic Coming To Your Website
-  **Infographics:** Highly Creative Infographics To Bring New Visitors
-  **Videos:** Meticulously Designed Quality Videos that Create A Buzz
-  **PR:** Industry-Driven Press Releases that Build Authority and Reputation.



# ANOTHER EXAMPLE OF BAD VISUAL HIERARCHY

look at this page it has the **strong visual hierarchy**



what is the first thing that you look at in this design ?

probably **eyes on her picture**  
or **heading** the rest of the elements  
one by one



**Visual hierarchy refers to the arrangement or presentation of elements in a way that implies importance.**

**design guides us step by step what was the most important information, First then second and so on**

KC

ABOUT

CONNECT

**i'm Kate Cooper**  
UI/UX Designer from London

CHECK MY WORK

DOWNLOAD RESUME

KC

ABOUT

CONNECT



**i'm Kate Cooper**

UI/UX Designer from London

DOWNLOAD RESUME

CHECK MY WORK

# OPTICAL ILLUSIONS



742 \* 742



742 \* 742

**Which shape do you think is a bigger? Actually, both has same size but in our eyes square looks a little bigger than a circle.**

in such conditions instead of trusting  
on the size **trust on your eyes**



842 \* 842



742 \* 742

now it looks similar, but in  
actual circle is 842 \* 842 and  
the square is 742 \* 742

# TYPOGRAPHY

Every website out there has text on it and a lot of design depends upon how we select the text styles this is called typography

Optimizing typography is optimizing readability, accessibility, usability, overall graphic balance.



When you use **too many** fonts  
see how they **fight for**  
**attention**

Use max 2 or 3 fonts in your  
website

choose typeface that works well  
in various sizes

HI, HOW ARE YOU  
HI, HOW ARE YOU  
HI, HOW ARE YOU

FREE

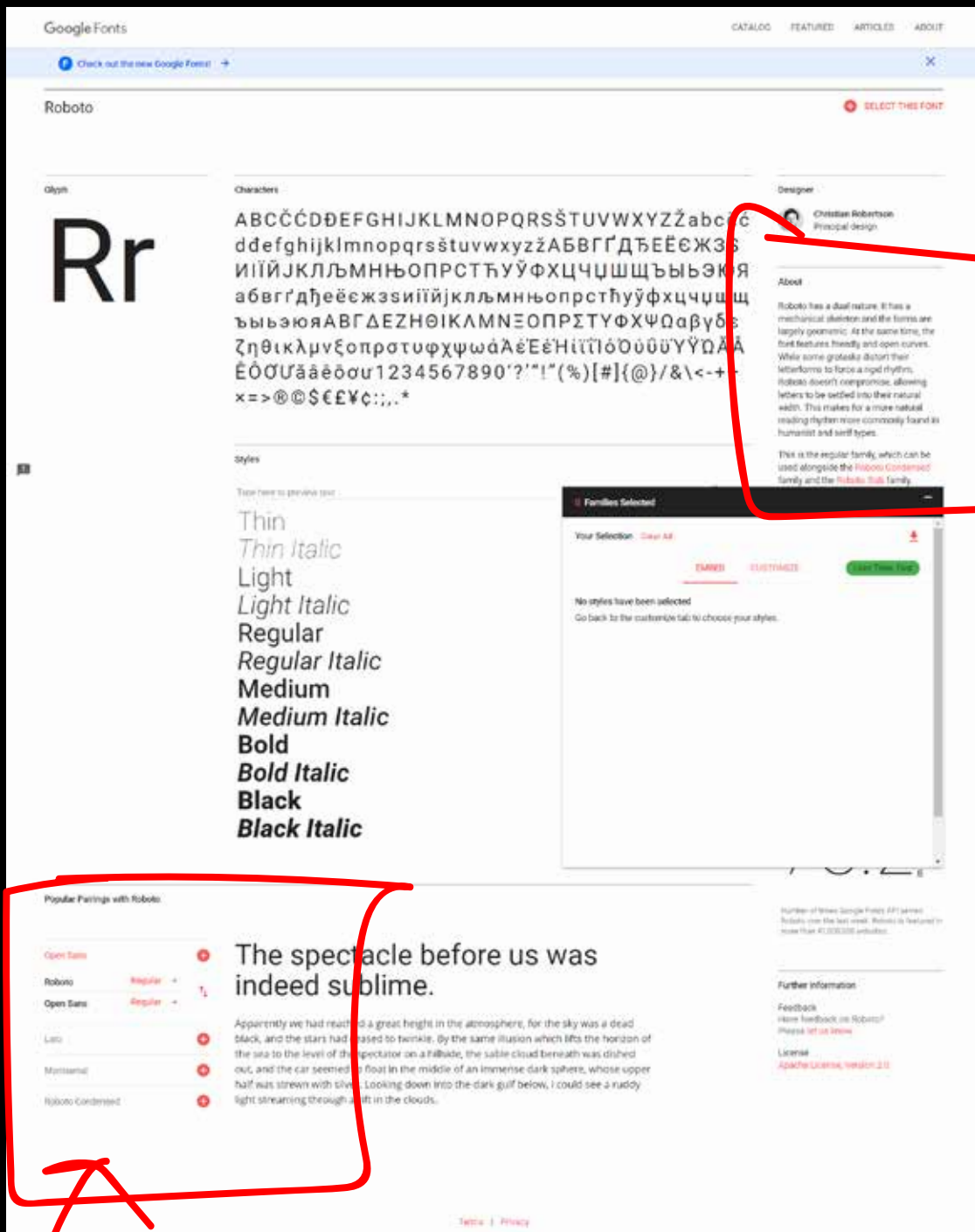
**GOOGLE FONTS**

**&**

**ADOBE FONTS**

PAID

# GOOGLE FONT WEBSITE



WHERE  
TO USE  
IT

POPULAR PAIRING





**COLORS**

**BEST WAY  
TO CHOOSE  
COLORS ARE  
FROM  
IMAGES**



Blue from her **jacket** , brown from her **hair**, orange from her **dress** & color of her **skin** and together it becomes a color palette OTHER TWO **BLACK AND WHITE** WORKS MOST OF THE TIME ON ANY COLORS

# CHROME EXTENTIONS

## ColorZilla for Chrome

ColorZilla for Google Chrome is an extension that assists web developers and graphic designers with color related tasks - both basic and advanced.

ColorZilla includes a Color Picker, Eye Dropper, Gradient Generator and many additional advanced color tools.

With ColorZilla you can get a color reading from any point in your browser, quickly adjust this color and paste it into another program. You can analyze the page and inspect a palette of its colors. You can create advanced multi-stop CSS gradients. And there's [much more...](#)

ColorZilla is also available as a [Firefox add-on](#).

## ColorZilla

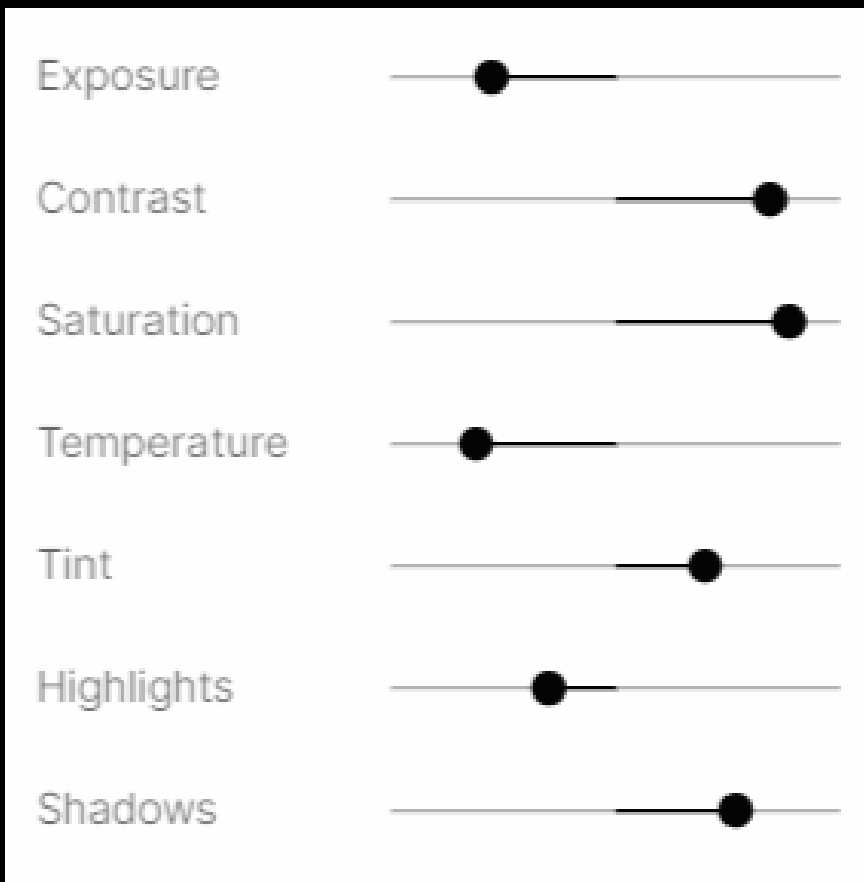
## WhatFont

The easiest way to identify fonts on web pages.

What is the easiest way to find out the fonts used in a webpage? Firebug and Webkit Inspector are easy enough to use for developers. However, for others, this should not be necessary. With this extension, you could inspect web fonts by just hovering on them. It is that simple and elegant.

# PHOTOS

many attractive websites you see the beauty mainly come from the well chosen photos right photo and well placed typography you can achieve truly achieve stunning results



**DON'T FORGOT  
TO EDIT  
IMAGES AND  
MAKE THEM  
LOOK GOOD  
FOR YOUR  
BRAND**

# THINK CREATIVE

Made With  By Ro-HiT Virkud

**#ownprofilers**  
**#rohitvirkuddesigns**