

WHAT ARE THE UNWRITTEN LAWS OF DESIGNING?



Rushabh K
@rushabhkuiux

**CONTRAST
ALIGNMENT
PROXIMITY
CONSISTENCY
ETC**

**ARE ALL WRITTEN
RULES AND LAWS
IN DESIGN.**



Rushabh K
[@rushabhkuiux](#)

BUT HERE ARE 5 UNSPOKEN AND UNWRITTEN RULES WHICH EVERY WEB DESIGNER FOLLOWS.

LAZY PEOPLE WON'T READ THIS NOR THE DETAILED EXPLANATION
DONE ON EACH LAWS. BUT IF YOU ARE STILL READING THIS THEN
LET ME KNOW IF YOU LIKED THE POST.



Rushabh K
[@rushabhkuiux](#)

THE COMPANY LOGO IS ALWAYS ON THE LEFT SIDE.

THE CUSTOMARY PLACE FOR THE LOGO IS THE UPPER-LEFT CORNER. OTHERWISE THERE ARE PROBLEMS. LOGOS CAN BE FRONT AND CENTER ON A LANDING PAGE, BUT NOT EVERYONE WILL ENTER YOUR WEBSITE THROUGH THE HOMEPAGE. WHERE DOES YOUR LOGO LIVE ON INNER PAGES?



Rushabh K
[@rushabhkuiux](#)

INCLUDE A SEARCH BAR NEXT TO YOUR NAVIGATION.

NOTICE THE WAY THIS IS HANDLED ON QUALITY OVERHEAD DOOR. THEY INCLUDE A MAGNIFYING GLASS ICON IN THE TOP RIGHT CORNER BUT LEAVE ENOUGH ROOM FOR THE OTHER NAVIGATION FEATURES. THE ICON EXPANDS INTO A POPUP FOR OPTIMAL VIEW ONCE IT'S CLICKED ON. THIS SLEEK WEBSITE PROVIDES A UNIVERSAL SYMBOL TO SHOWCASE A DESIRED FEATURE ON EVERY WEBSITE.



Rushabh K
[@rushabhkuiux](#)

THE LOGIN BUTTON WILL ALWAYS BE ON RIGHT SIDE.

THIS IS EFFECTIVE FOR A FEW REASONS. FIRST, IT'S EASY FOR USERS WHO ALREADY HAVE ACCOUNTS TO FIND AND LOG INTO THE ACCOUNT. THEY'VE BEEN CONDITIONED TO GO TO THE TOP RIGHT TO SIGN IN. SECONDLY, IT SHOWS THAT THERE IS MORE TO SEE AND EXPLORE ON YOUR WEBSITE. THIS CAN BE A CRUCIAL STEP FOR IMPROVING YOUR BOUNCE RATE.



Rushabh K
[@rushabhkuiux](#)

DO NOT PLAY WITH CONTRAST LEVEL IN NAVIGATION BAR.

HOWEVER FANCY YOUR WEBSITE LOOKS AND WORKS BUT REMEMBER NOT TO TOUCH THE NAVIGATION BAR. THERE SHOULD BE NO DIFFERENCE IN CONTRAST LEVELS. IF YOU WANT TO TELL YOUR USERS ON WHICH PAGE THEY ARE? USE HIGHLIGHTS OR CHANGE THE COLOR OF THE PAGE NAVIGATION. A NAVIGATION BAR IS OFTEN THE FIRST THING THAT THE USERS UTILIZE FOR NAVIGATION MAKE YOUR BUTTONS INTUITIVE BY OVERCOMING THESE COMMON MISTAKES.



Rushabh K
[@rushabhkuiux](#)

ALWAYS MAKE ANIMATED OBJECT INTERACTIVE.

IT MAY SEEM LIKE I'M REPEATING MYSELF, BUT THIS IS A DIFFERENT IDEA. IF AN OBJECT ON YOUR PAGE IS ANIMATED, IT HAD BETTER BE INTERACTIVE IN SOME WAY. IMAGINE HOW FRUSTRATING IT IS TO HOVER YOUR MOUSE OVER SOMETHING THAT HIGHLIGHTS, EXPECTING A LINK TO TAKE YOU SOMEWHERE ELSE, AND THEN DISCOVERING IT'S NOT A LINK AT ALL. WHAT A CONFUSING DISAPPOINTMENT.

ESPECIALLY WITH THE IMPROVEMENTS OF HTML5 AND CSS, THERE'S NO REASON THAT INTERACTIVE OBJECTS ON YOUR SITE SHOULDN'T BE ANIMATED IN SOME SUBTLE WAY.



Rushabh K
[@rushabhkuiux](#)

**IF YOU BREAK
THESE RULES THEN
USERS WILL BREAK
YOUR CLIENT'S
HEAD AND THEY
WILL BREAK YOURS**

THERE IS ALWAYS AN OPTION TO BLAME IT ON THE USERS
FOR BEING STUPID. DON'T WORRY!
THAT'S ALSO ONE OF THE UNSPOKEN LAWS.



Rushabh K
[@rushabhkuiux](#)

WHICH ARE THE OTHER UNSPOKEN LAWS OF WEB DESIGN?

LET ME KNOW IN THE COMMENTS



Rushabh K
[@rushabhkuiux](#)