

# Principles of Good Communication

- Designers need to have a good understanding of the English language.
- To maintain a peaceful relationship with the client, you need to let go of tension, ego, and frustration.
- To build trust with the client, you must guide the client every step of the way.
- Since the vast majority of design content is created in English, it is essential to learn the language.





# Storytelling through design

- Creating an atmosphere and telling a story are key to creating a successful website.
- It should highlight the unique features associated with the product or service.
- Choosing the right font, color, layout, and imagery is crucial when creating a website that conveys a particular message or atmosphere.
- It is crucial that every element on your web page be consistent.

## CONCLUSION

# Clean and simple vs. Highly detailed

- It's equally difficult to create simple, clean designs and highly detailed ones, so you must select one style that suits your skills, interests, and inclinations.
- Develop expertise in one style, then branch out to another.





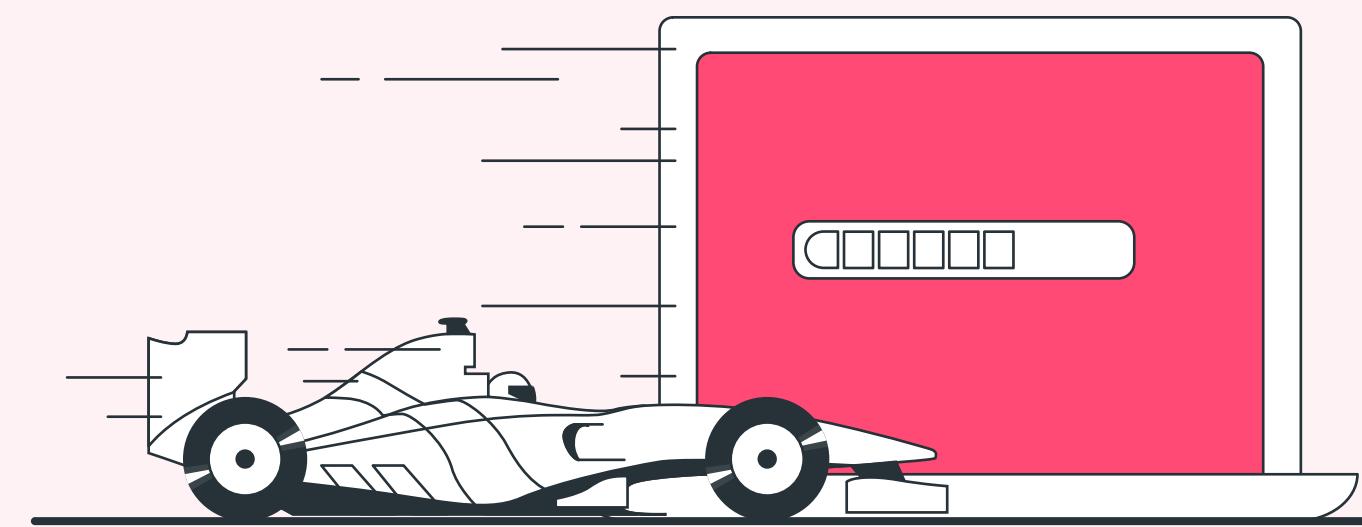
## Understand Client's needs

- Design with the client's guidelines in mind.
- Think from the perspective of a user.
- Research the client and company you will be working for.
- If you consider what the mood or atmosphere of the site should be, as well as its goal, you are more likely to create a great website.

# All about Inspiration

- Inspiration is simply a picture you have in your head of how you want the final design to look.
- This keeps your creative juices flowing and prevents you from getting stuck in the design process.
- You can get inspiration from design galleries. Browse around to explore the latest trends.
- When you search for inspiration on the web don't be too specific. You're looking for general guidelines, not specific examples to copy.
- By understanding how best designs are similar, you can apply those principles to your own projects.



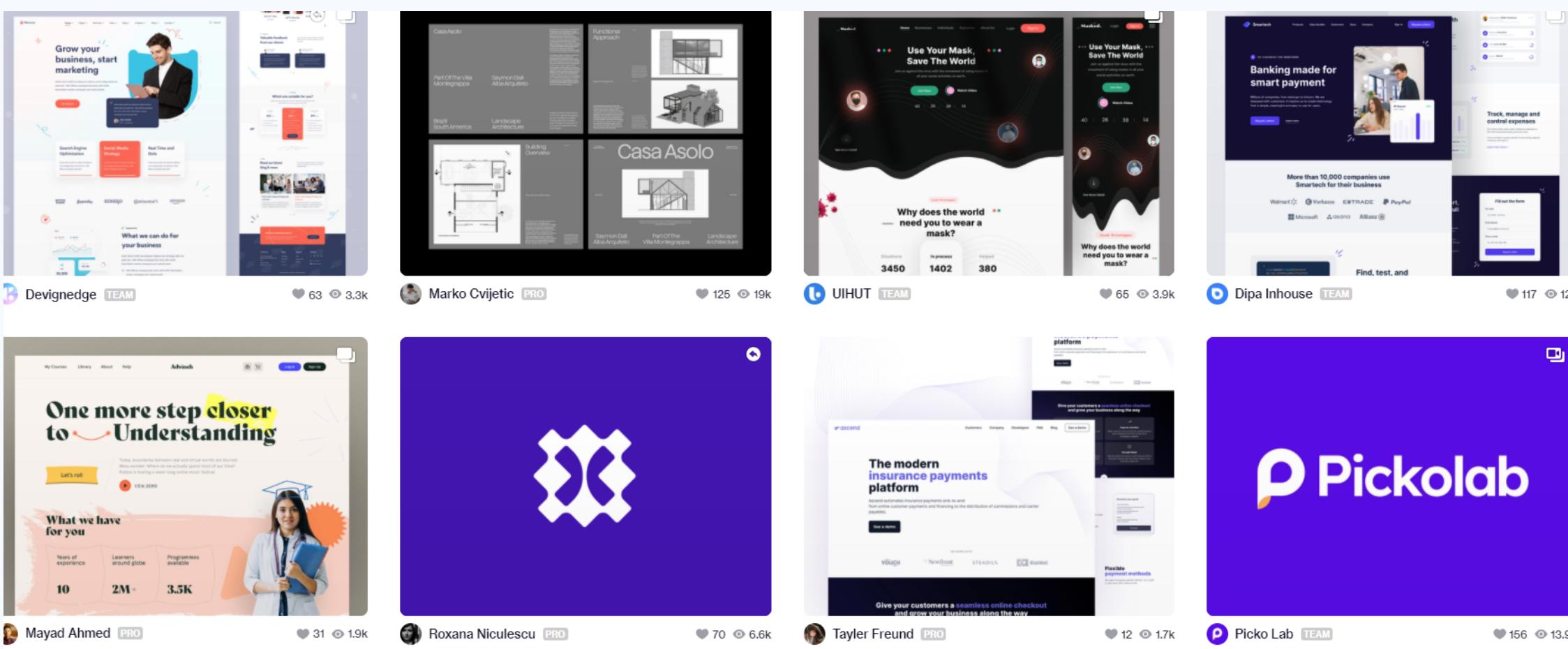


## How to find inspiration quickly

- For links to open in a new tab, press the scroll button on the mouse first.
- After that, press Ctrl+W to close the current one.
- Additionally, you can switch between tabs by pressing Ctrl+Tab.

# Source of inspiration

## Dribbble



## Behance

The Behance interface features a top navigation bar with links for Behance, Discover, Livestreams, and Jobs. A search bar is located at the top right. Below the navigation is a horizontal menu with categories: Graphic Design, Photography, Illustration, 3D Art, UI/UX, Motion, Architecture, and Product Design. The UI/UX category is currently selected. The main content area shows a grid of projects, with one prominent project titled "Humans" by Denis Lomov featuring a yellow background and a stylized illustration of a person.

## awwwards

The awwwards website has a header with a search bar and links for MEMBER, REGISTER / LOG IN, and SUBMIT YOUR SITE! The main content area is titled "10000 Websites" and displays a grid of website thumbnails. Some examples include "WE BUILD SITES THAT AMPLIFY YOUR BRAND" by ZORRO DESIGN, "WEB DESIGN COURSE" by ART SASHA, and "LEONID KOSTE TSKYI" by EMOTION AGENCY.

## Themeforest

The Themeforest interface includes a "Weekly bestsellers" section and a "Hot under \$49" section. Both sections display a grid of Shopify theme thumbnails with their names, descriptions, prices, and star ratings. Examples include "minimog" and "Kalles" in the bestsellers section, and "Lusion" and "VENDY" in the hot themes section.



**1.** Take the time  
to read the brief  
thoroughly



**2.** Seek  
inspiration



**3.** Create a wireframe  
or a sketch layout



**4.** Design section  
by section

# Step by step approach in web design

A step-by-step process breaks the complex design down into smaller, manageable steps.

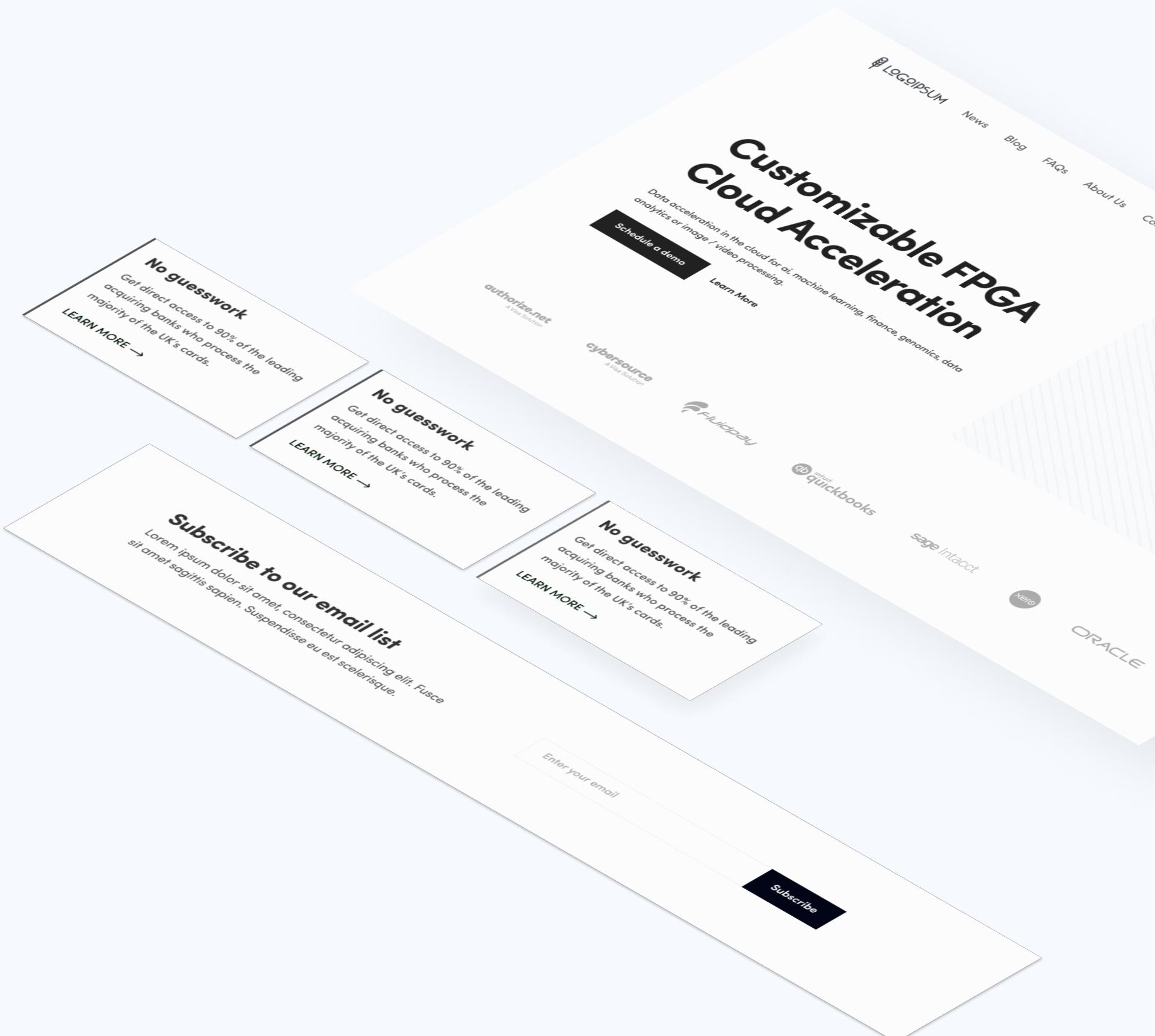
Following this process keeps you from getting stuck during the design process.

- Make sure you read the brief or the customer's instructions several times so that you discover what is important to him.
- Research and get some inspiration from the client's competitors.
- Based on your inspiration websites, create a crude, simple wireframe.
- Begin by working your way down, one element at a time, starting from the top. Don't move on until you are completely satisfied.

# Wireframe

- A wireframe is a basic layout that shows gray/black boxes/ labeled boxes without images or graphics, which helps the designer and client imagine what the site will look like.
- On a crowdsourcing platform, wireframes are provided. But you need to help your client with a wireframe when pitching your services to him.
- The wireframes of the client don't look as you intended, but it's your job to extract information from the wireframe.
- A wireframe can be made in any design program, even Microsoft Paint. A pencil and paper will also do.
- Never follow wireframes as if they are divinely inspired. Consider them as general guidelines and use your judgment to decide what should be changed and what should be taken literally.

After all, a good brief can replace a wireframe.





# Stock images

- It is necessary to use watermarked images. Once the design is approved, the images must be purchased.
- Explain everything about the stock photo license to the client.
- Choose a stock photo website that offers large previews of the photos.
- When using free galleries, you will need patience since they require some effort, but once you get used to them, it gets easier.
- Keep away from Google images.

# Custom graphics

- Custom graphics can enhance overall design by conveying the message clearly.
- Clients use the words "modern" and "make it pop" instead of the term custom graphics.
- It is advisable to check out custom graphics from other websites for ideas. Step by step approach helps you meet your goals once you know what you need.
- Avoid free custom graphics for the sake of consistency, you have to create the custom graphics yourself.



# Balance

The best way to balance a design is to make sure that all elements are properly spaced and positioned, so the site is as symmetrical as possible. That is why we are using a grid that is based on column spacing, rather than just approximating it.



## TOOL

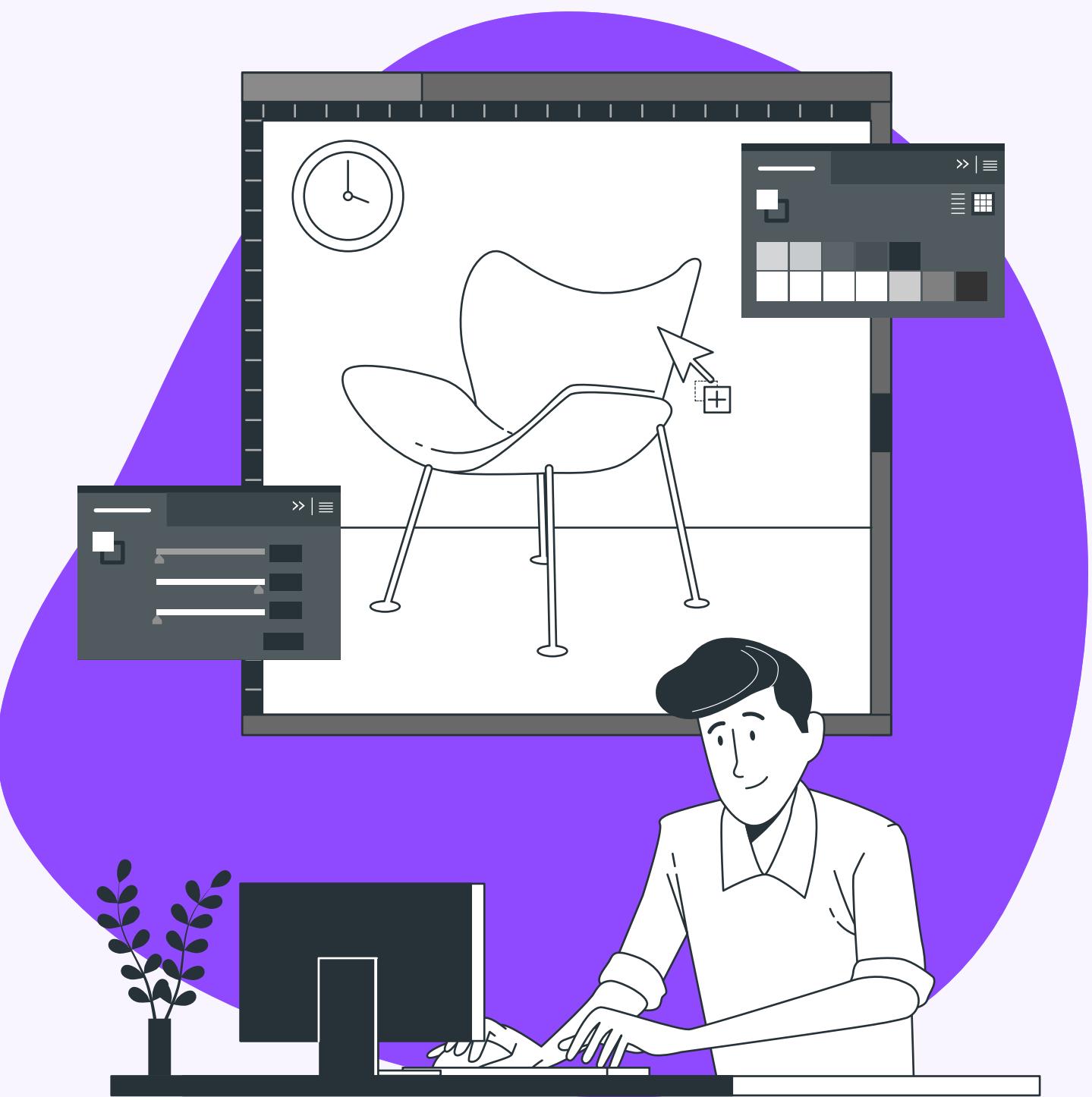
- Layers are moved by 1 pixel using the arrow keys.
- Moving a layer by 10 pixels by using Shift + any arrow key.
- You can measure distances between elements using Smart Guides or the marquee tool.

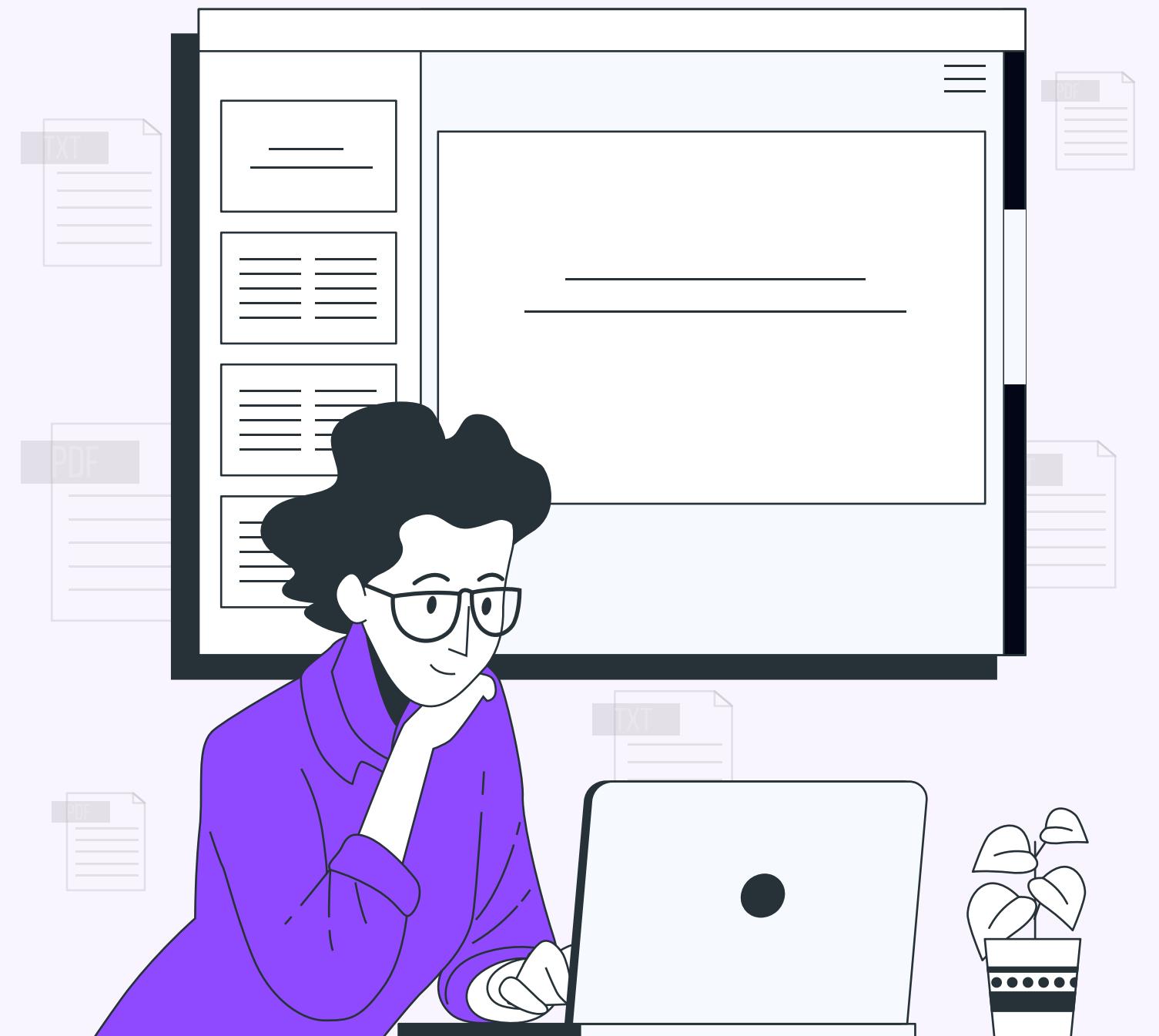
## TIP

When designing a website, you should use only one tool, either the marquee or smart guide.

# White space

- White space or negative space is simply unmarked space in the design. It is the space between the layouts, lines of paragraphs, between paragraphs, between different elements, and so on. White space does not literally mean an empty space with a white background. It can be of any color, texture, pattern, or even a background image.
- Without the whitespace, the design looks cluttered.





# Brief

- You should never work without a brief or wireframe.
- It's either a brief or wireframe with a few links to the competitor's website that you need to work on besides a simple conversation.
- A crowdsourcing brief should be distinguishable from a one-on-one brief, and one-on-one brief should provide the necessary information.
- Follow the brief to a tee, but use your own judgment and experience to make design decisions.