The Importance of Design

As web designers, the importance of how we design our websites have never been more important, and this importance will continue to grow as the years go on. In chapter three of Jeremy Keith’s *Resilient Web Design*, he starts of by talking about typography. More specifically, the differences in the *Book of Kells* and the Gutenberg Press bibles. However, similar rules can apply to web design. For example, by putting the heading of an article on a different line from the article itself, you give importance to it. By making that heading slightly larger, maybe a different font from the article, a different weight, more importance is given. The same rule can be implied within the article itself. By making the type of an anchor tag slightly larger than the type around it, you give importance to the link. All of this has been outlined by centuries of writings, whether by hand or by press.

With that being said, Keith also points out a major difference between paper and a website, more specifically to today, which is that we do not know what browser size a user has. We do not know, for example, if a user is on their smart phone, which has a variety of screen sizes, or if they are on their tablets, which can range from 7 or 8 inches to about 15 inches. Nor do we know if they are using a conventional computer, which could have screen sizes upwards of 15 inches. Therefore, we need to keep in mind that we need to design for all sizes, not just for computers. Since this is currently the case, we can use percentages. For example, when we say width is 90%, we are saying the width of that div is 90% of the screen that it is being viewed on, whether it is a smart device or a computer. Adding a flex-box to this makes it even more “mobile friendly”. By adding a flex-box, the designer can define where the “boxes” are squished and how they are squished. Designers can also use media queries to change the way the site looks based on a range of pixels alone, not really requiring the use of flex-boxes or percentages, although both are still very helpful.