

Web Design

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Principles

Usability

help users find what they want quickly

Navigation

make the menu system simple and consistent

No Barriers

don't require login before it is needed

Focus

draw attention to important places

Spacing

use white space effectively to make the site clearer

Color

use color effectively to make the site appealing

Graphics

use graphics to explain and provide variety

Typography

make it pleasant to read

Alignment

straight lines

Consistency

everything should match

Mobile First

design for mobile, expand to desktop

Examples

Good Design

- ▶ Examples
- ▶ Responsive Web Design

Bad Design

- ▶ Web Pages That Suck

Resources

Principles

- ▶ usability
- ▶ navigation
- ▶ typography
- ▶ spacing
- ▶ color schemes
- ▶ color trends
- ▶ images
- ▶ alignment
- ▶ consistency
- ▶ mobile first
- ▶ engagement

Tools

- ▶ [Twitter Bootstrap](#)
- ▶ [Font Awesome](#)
- ▶ [Google Fonts](#)
- ▶ [Responsive Bookmarklets](#)
- ▶ [Color Scheme Designer](#)
- ▶ [Kuler](#)