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Fundamentals of Web Design

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**QEP Written Assignment 2**

Web design is an activity that involves planning, designing and implementing websites. A web designer has to do with how to create and develop a website as well as how customers interact with it. Good web designers know how to put design principles together to create a site that looks great. They also understand about usability and how to create a site that customers want to navigate around because it is so easy to do.

It requires taking into account the navigability, interactivity, usability, information architecture and interaction of media such as audio, text, image, links and video. It is considered within the multimedia design.

The union of a good design with a well elaborated hierarchy of contents, increases the efficiency of the web as a channel of communication and data exchange, which offers possibilities as the direct contact between the producer and the consumer of contents, a remarkable feature of the medium.

The web design has seen wide application in the commercial sectors of the Internet especially in the World Wide Web. Also, the web is often used as a means of plastic expression itself. Artists and creators make the pages on the Internet one more way to offer their productions and use them as a further channel of diffusion of their work.

Web designers need to create prototypes before they can bring their creations live so they can receive approval or feedback from the client. These prototypes are mostly created through the use of tools such as HTML, CSS, Java, Illustrator or photoshop.

The most fundamental stages of a web designer to create a web page are the following:

The first is the visual design of the information to be edited. At this stage, we work distributing text, graphics, links to other documents and other multimedia objects that are considered relevant. It is important that a sketch or predesign on the paper is done before working on the computer. This will facilitate to have a clear order about the design.

The second is the structure and hierarchical relationship of the pages of the website, once you have this sketch you go to 'write' the web page. For this, and fundamentally to handle the links between documents, the hypertext markup language or HTML was created.

The third stage consists of search engine optimization or SEO. This is to optimize the content structure to improve the position in which the page appears in a given search. Stage not liked by the graphic designers, because unlike the text, even for the year 2012 you can not have new results in the search engines with very graphic sites.

But for a website to be effective we must take into account the following aspects:

The content of utility is Thematic and the searches must agree with the end user, if not, it is more likely that the visitor leaves the page quickly.

It says, or it must be intuitive to make navigation easy, it generates that the visitors easily get their goal. Also, avoid dropouts on your website.

Must have a say; or attractive since they say that a picture is worth a thousand words. In a web site, a first impression counts as it represents our business, and even to ourselves. If a user does not like what he sees, or does not generate trust, he will most likely leave the website, in many cases without even taking into account the content. So a good design generates confidence, seriousness and a very good impression.

In turn must have a well structured content which will give n breakdown of content clear and simple, well explained, has success assured. The importance of a clear and objective structure is what will keep your user connected. Remember that information should always be concise and simple.

It is important that the speed of the web is fast because pages that take a long time to load are a problem. For everyone, our time is worth gold, and what annoys most people is having to wait. The index of a web page must have a fast load, otherwise, many users will abandon the navigation without giving an opportunity to see the site, although its content may be useful.

One thing that can not be missing is the contact information It is very important to place our contact details, telephone numbers and address in visible places. You should never link emails directly, but use links to contact forms and, very importantly, encourage the user to take action, such as contacting us or requesting more information. If our content generates interest, it is very likely that the user wants to know more, therefore, after showing the information that interests him, it is very appropriate to invite him to resolve his doubts by contacting us and always know that we are there to help him.

These are the basic characteristics that a website should have, but an evaluation should be done according to the project and the client's requirements to offer additional tools like Flipping Books, AdWords campaigns, social networking (Facebook, Twitter, Flickr or Youtube), application development, control panels to manage databases, content managers to modify the information of the web page automatically, Intranet tool development, optimized access for mobile devices, blogs, or some other.

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