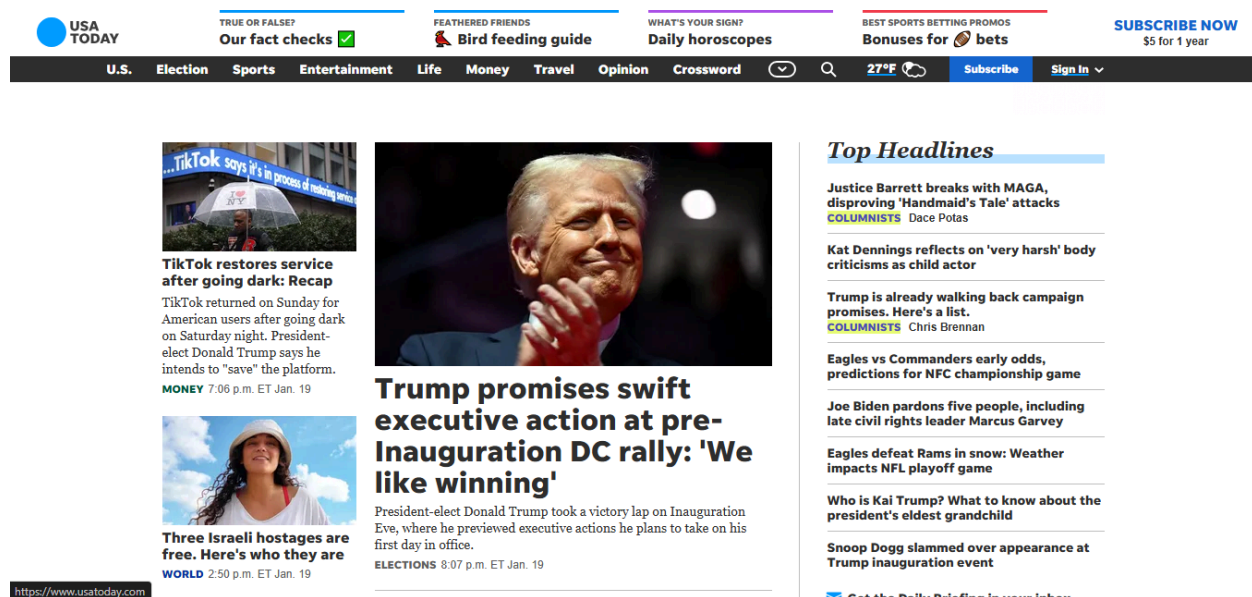


Concepts of Web Design

Grids - It is used by web developers to design a website. Grids can help organize the website and make it friendly and easily accessible for users to understand what they see in their device. The best practice of grids is to use the same size for consistency to avoid any problems that may encounter later. Using grids can create a well organized website and create the best experience for the users. To improve the visitor experience developers must always use grids for alignment of designs and elements to be created on the web.

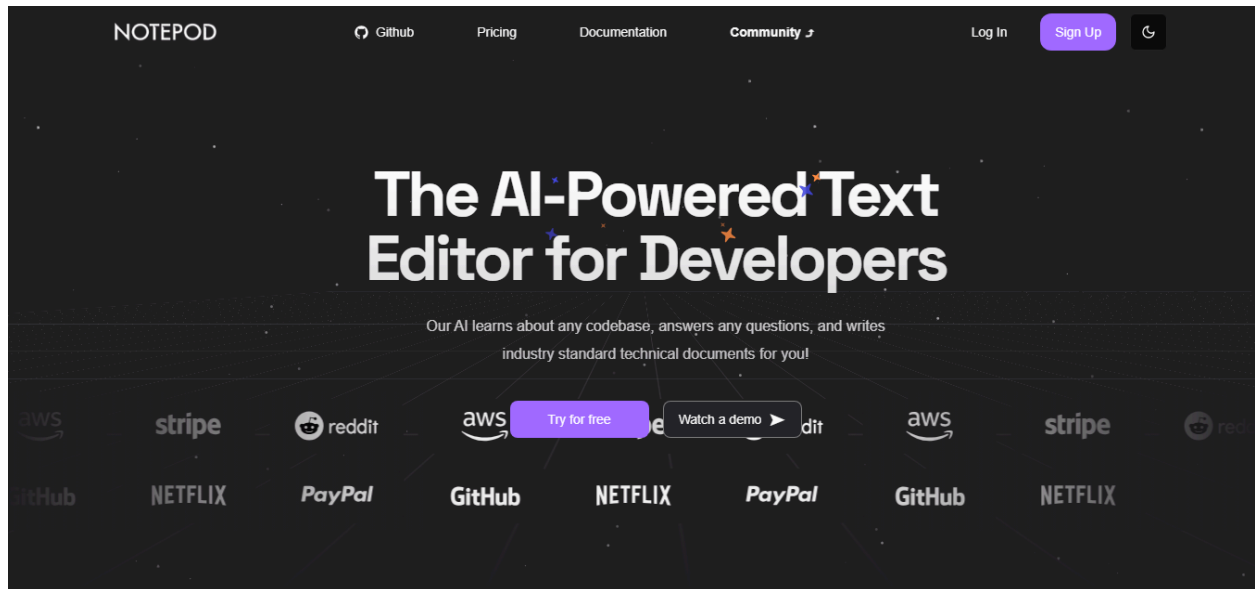
<https://www.usatoday.com/>



This is an example for the best practice of grids. It aligns all the elements used without cramping information in a single page.

Call to Action - the use of this concept is very helpful to users when redirecting them to a new page of the website and to use more pages and avoid filling a single webpage of information and leaving no space for other web designs. The the best use of call to action is to know where to place it. Placement of call to action buttons are very important and can attract more users to visit the website. It improves the visitors experience because it does not overwhelm the user and avoids confusion when viewing the website.

<https://www.notepod.co/>



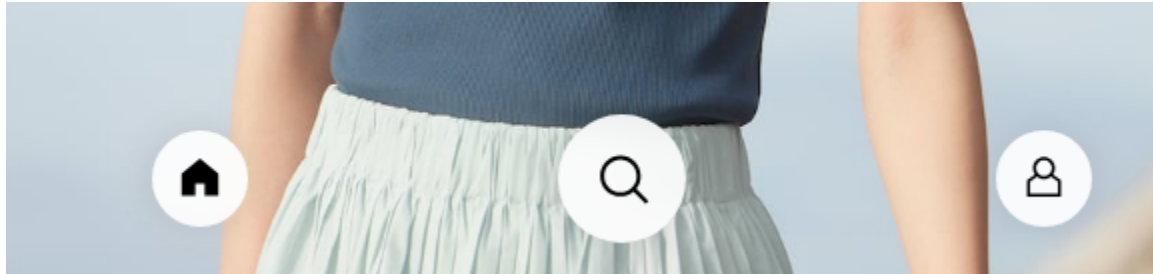
The placement of the call to action buttons is placed where it can easily be clickable without anything blocking it.

Breadcrumb - is used for navigating a web page and creates an organized web page reducing the use of call to action buttons. The best use of breadcrumb in a website is when you need to have a page to redirect the user that is connected to the web page they are viewing previously. It effectively uses spaces and avoids blank pages.



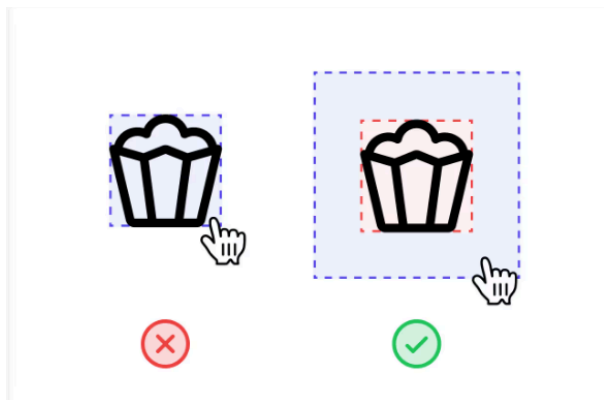
Search bar - the significance of search bar can help users use their time efficiently and avoid wasting time finding something that is not available on the website. The best practice of a search bar is placing or positioning it on the header of the web page because users can easily find where the search bar is located.

<https://www.uniqlo.com/ph/en/>



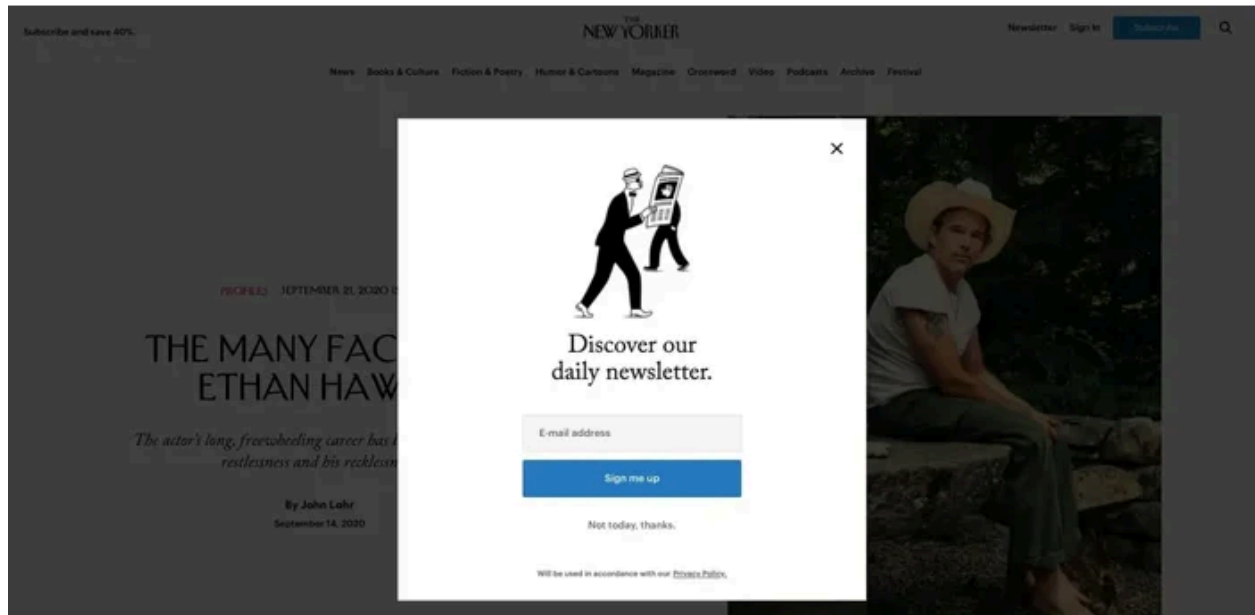
The search bar can easily be seen in the middle bottom of the page to avoid confusion.

Icons - Icons can be a great substitute for words when a word does not fit in a design it also can help simplify the web design avoiding cluttering. The best practice of using icons is picking a big library where you can find almost all you need for web designing.



When assigning an icon the area where the user can click must be a size where it can easily interactable not too small or not too big just the right size for the space needed.

Modal - the significance of modals can help the website to get more users to view and explore the website. The best practice of this is when you are promoting the website and you want it to have more viewers.



Here is an example of modal it helps the user to know if there are any updates to the website and let them know of what is the progress if they subscribe to the newsletter.

Typography - it can help for users to access the website easily without any confusion. The best practice for this is to use it to attract more users.

Colors

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