

3 - The elements of Design

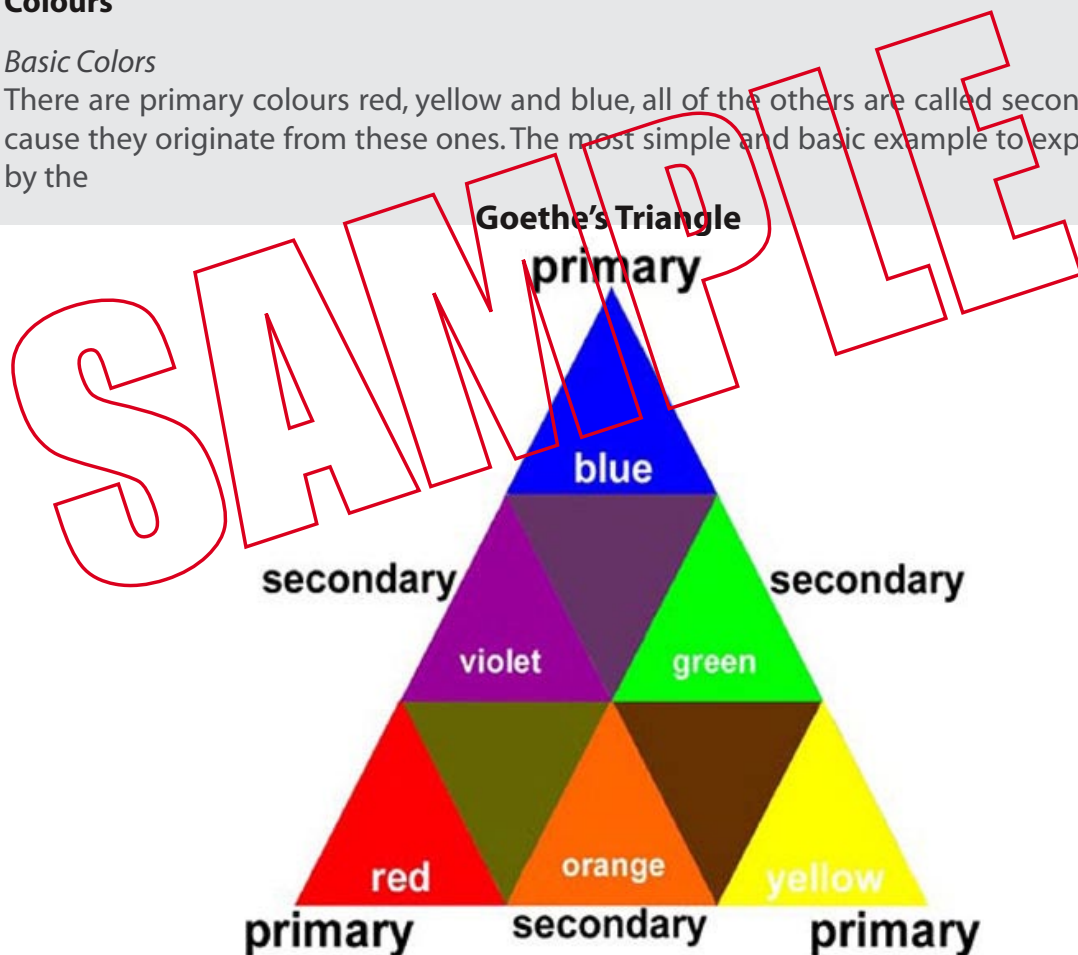
We can consider elements, the resources needed to create an image, object, idea or deliver a message. These are some elements that we could say that are some of the most important ones;

1. Color
2. Point
3. Line
4. Shape
5. Texture

Colours

Basic Colors

There are primary colours red, yellow and blue, all of the others are called secondaries because they originate from these ones. The most simple and basic example to explain this is by the



These colors are grouped into **secondary** and **tertiary** triangles.

The **secondary** triangle colors represent the mixture of the two primary triangles to either side of it.

The **tertiary** triangle colors represent the mixture of the primary triangle color adjacent and the secondary triangle directly across from it.



Web design Rules and Commandments

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4 - Web design



What it is

Is the form of delivering graphic design through the electronic way – Internet or most common known as www. It is mainly known through the form of web sites. It consists on a presentation of a number of pages showing the information as text, images, sound and or image.

It is important nowadays to deliver your message on the best way as possible, simple, attractive and fast viewing. For that reason if you can't deliver it very clear and simple you may face the problem of losing one customer if that's the case or a visitor. If they don't like what they see they won't come back.

Make clear in your web page that what you see is what you get, but this not always happens, there's a lot of website without any kind of valuable information, no interest and others are scams on the internet. For this reason you have to create an website with valuable contents and interesting graphics in order to show how serious and interesting your message is.



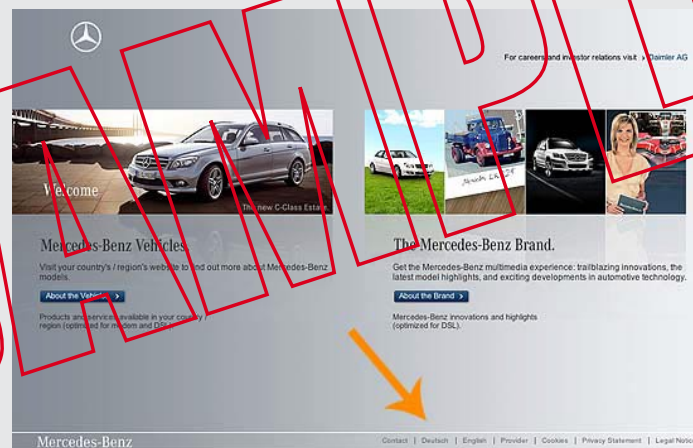
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Left side or right side



Could also appear in some cases the bottom of the page.



There are other cases but it is not a good idea to use it, for someone that is starting web design now, the multimedia menus, or animation menus, they will be more complicate, they are mainly created in Flash and they are related with the story or the intention of the animation.

That is normally used for a more stylish or radical type of design, on kids websites we can see that the contents and animation must be interesting for them to see, surf and stay.

On those type of web sites the most important thing is creativity and the surprise effect, but that's another step forward on design and web design, it could be your next level.

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5 - Rules and Commandments

digitalldesign created a list of some of the most important rules and commandments to follow in order to create a more adequate, modern, updated and improved web design.

One more time we remind you that this ebook won't tell you how to design a web page or what is the perfect web design to sell your product or deliver your message.

Web Design Rules and Commandments ebook will give you tips and ideas to help you understand what is better to follow and not to follow in order to create a better business image on the internet. Each business, project and idea got its own design, **there's no such thing as the perfect design**. What is perfect for one person may not be good for other.

We may call it Ideal design or web design for a specific project and that happens when you have a good beefing and a good communication with your client, when you research a lot, when you read about it and when you practice

Rules

Here's the list of rules that digitalldesign advices:

1 Don't use big Fixed-width tables

When you create the web page width size always avoid to make it bigger than 850 maximum, if you width table is wider than your reader's display, you force readers to scroll sideways to read your page. Remember that there's people using 14" screens. and This is annoying for the visitor. Specially if your website theme is something normal and it hasn't anything related with the style of needing to scroll horizontally. Probably the best way to go is to create fixed tables with 640 pixels width minimum.

2 Avoid Back Button on menu

Having a back button on menu will only confuse the visitor with pages and functions. The simpler and easier to understand the better, most of the times it doesn't need the back button, on your browser you will see a back button, it will be enough intuitive for the visitor use it. But of course that it may be helpful in some cases to have a back button, in order to avoid user to get lost when there's a lot of information.



This is the intuitive way of going back on the website



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Some of the consequences when you waste too much time:

- Delays your deadline
- Waste your time
- May end up not looking so interesting as you thought
- May not be so pleasant for the user when surfs on it
- You always going to have different opinions about your website, so not everyone may like it

Note that a web site is never totally finished, there are always things to change, every week or every month you may have ideas to make it different or to improve it, so create the base one and then gradually improve it making the small changes.

Take a look at apple's website, very simple, clean and without showing off they show what it matters.

www.apple.com/

Navigate through it and you'll find the efficiency of the simplicity

SAMPLE

