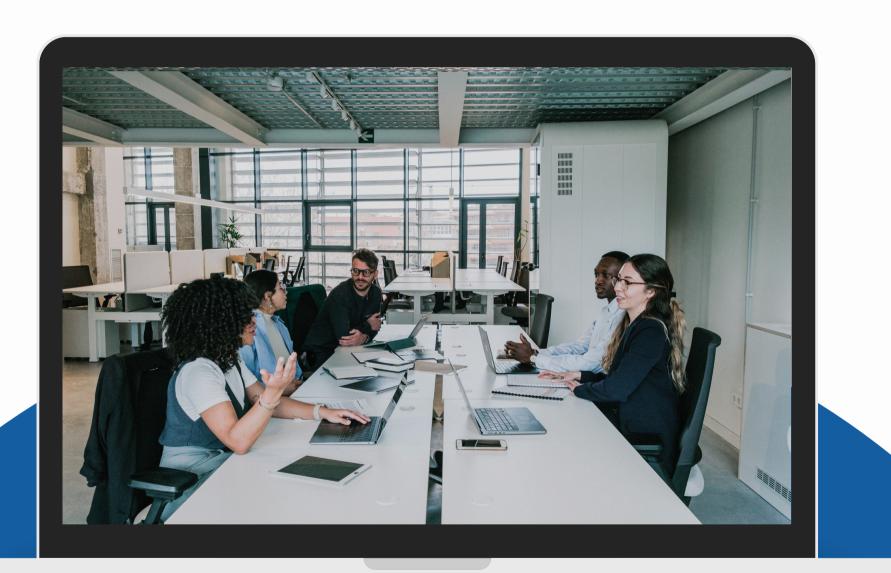
Qrolic Technologies

Web Design

By: Vishal Raval



Overview

Introduction to Web 01 Design



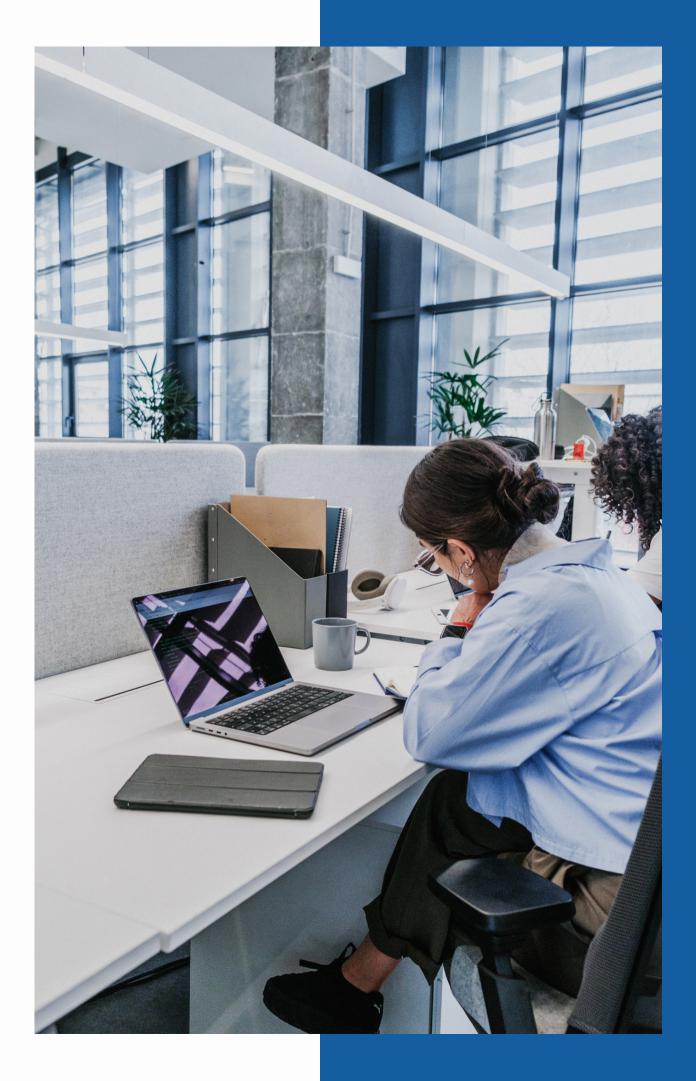
- What It Takes to Design a 03
 Website
- ExpKey Considerations in 05 Web Designerience



- Fundamentals of Web 07Design
- Current Trends in Web 10 Design



What Constitutes Bad 12 Web Design?





interactive aspects of a website.

Differentiation between web design and web development.

How web design affects user experience, brand identity, and conversion rates.

What It Takes to Design a Website

- **Skills Required:**
- **Design Process:**
- Tools and Resources:



Skills Required:



Visual design principles (color theory, typography, layout).

Knowledge of design tools (Adobe XD, Figma, Sketch).

Basic understanding of HTML, CSS, and JavaScript.

UX/UI design principles.

Design Process:

- - Initial research and planning (understanding the target audience, defining goals).
- **Creating wireframes and prototypes.**
- Visual design and branding.
- User testing and feedback.

Tools and Resources:

Popular tools and software used in web design.

Online resources and communities for learning.

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Key Considerations in Web Design

- User Experience (UX):
- **Responsiveness:**
- **Performance:**
- **SEO Considerations:**



User Experience (UX):



Importance of usability, accessibility, and user-centered design.

Responsiveness:



Designing for different devices and screen sizes (mobile-first design).

Performance:



Optimizing images, code, and other assets for faster load times.

SEO Considerations:

Designing with search engine optimization in mind (structure, keywords, etc.).

Fundamentals of Web Design

- Layout and Composition:
- **Typography:**
- Color Theory:
- Imagery and Media:
- Consistency and Branding:



Layout and Composition:



Grids, alignment, spacing, and balance.

Typography:



Choosing the right fonts, readability, and hierarchy.



Color Theory:



Using color schemes effectively to evoke emotions and brand identity.

Imagery and Media:



Effective use of images, videos, and other multimedia elements.

Consistency and Branding:



Ensuring consistent visual elements across the site.

Current Trends in Web Design

- Minimalism:
- **Dark Mode:**
- Micro-Interactions:
- Al and Machine Learning:
- **Sustainability:**



Minimalism:



Clean designs with plenty of white space and simple elements.

Dark Mode:



Increasing popularity of dark-themed websites.



Micro-Interactions:



Small animations and feedback that improve user interaction.

Al and Machine Learning:



Sustainability:



Designing for energy efficiency and reduced carbon footprint.

What Constitutes Bad Web Design?

- Cluttered Layout:
- **Poor Navigation:**
- Slow Loading Times:
- Lack of Mobile Optimization:
- Ignoring Accessibility:



Cluttered Layout:



>>> Overloading the page with information, images, or ads.

Poor Navigation:



Confusing menus, broken links, or inconsistent navigation structures.

Slow Loading Times:



Large images, unoptimized code, and excessive plugins.

Lack of Mobile Optimization:



Websites that don't adapt well to mobile screens.

Ignoring Accessibility:



Failing to consider users with disabilities (e.g., no alt text, poor contrast).